

May sweeps

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11:40 p.m.). Other theatricals include "Thelma and Louise," with Geena Davis and Susan Sarandon (May 8, 9-11:30 p.m.), and "Final Analysis," with Richard Gere and Kim Basinger (May 16, 8:30-11 p.m.).

FOX

Fox will highlight the month with a two-night interactive event, Fox-O-Rama, hosted by Ed O'Neill (May 8-9, 8-10 p.m.). *Martin* will ask viewers to submit videotapes of themselves impersonating his oversexed neighbor, with the best impersonations to air at the end of the broadcast. *Living Single* and *Married...With Children* will use scratch-and-sniff cards and 3-D glass-



'The Simpsons' celebrate their 100th episode during the sweeps

es—available at 6,000 participating 7-Eleven stores—to add an interactive element. *The George Carlin Show* will feature Carlin reading his favorite viewer gripes. Fox's May 9 premiere of movie "Revenge of the Nerds IV: Nerds in Love," 8-10 p.m., also will be featured with 3-D glasses and sniff cards.

Fox will salute *The Simpsons'* 100th episode with a special on-air celebration (April 28, 8 p.m.). A repeat of the series' premiere will air at 8:30-9 p.m., pre-empting *The Sinbad Show*.

In addition to "Revenge of the Nerds," Fox movie broadcast premieres include Tom Selleck in "Mr. Baseball," May 16, 8-10 p.m., and Daryl Hannah in "Attack of the 50 Ft. Woman," May 23, 8-10 p.m.

Tales from the Crypt, Fox's late-night horror series, will be broadcast in prime time on Tuesday nights at 9-10 throughout May. Tom Hanks and Michael J. Fox direct episodes of the series. ■

CBS hits triple in prime time

Network wins third consecutive season

By Steve Coe

Chalk up another prime time season win for CBS, its third in a row. For the 1993-94 season ended Sunday, April 17, the network is expected to finish one-and-a-half rating points ahead of second-place ABC.

CBS's win was powered by its continued strength on Monday night, gains made on Friday and Saturday and the seemingly unassailable Sunday night lineup. In addition, the network was boosted to record heights by 16 nights of winter Olympics. Even without the games from Lillehammer, the network would have captured the season, although by a much smaller margin.

In comparing series strength, especially new series, ABC finished the season on top. ABC's new fall series averaged an 11.8 rating versus CBS's 10.5. NBC's fall shows averaged a 9.2, and Fox's rookies pulled in a 6.2. ABC also had the number-one new shows among adults 18-49; *Grace Under Fire* and *NYPD Blue*



Olympic boost for CBS



'Grace' is new hit for ABC

were the season's top-rated new comedy and drama, respectively, and along with ABC's other new comedy, *Phenom*, were three of the five top-rated new fall shows. CBS's *Dave's World* and NBC's *Frasier* rounded out the list.

Fox comedy *Living Single* ranked as the seventh-highest-rated new show of the season among adults 18-49; paired with *Martin* in the Sunday 8-9 time slot, it beat ABC's *Superman* and NBC's *seaQuest* for the past six weeks. Overall, Fox's new shows were up 42% among adults 18-49 versus its new shows in the 1992-93 season. Fox's year-to-year growth in new show performance was better than that of any other network. ■

Few tickets for Turner Classic Movies

Turner Broadcasting System's sixth cable network, Turner Classic Movies, launched on Thursday with about 1 million paying subscribers, according to TBS Chairman Ted Turner. That number is much lower than the 17 million signed on for the 1988 launch of Turner Network Television and is even lower than the 2 million subscribers on board for the 1992 launch of The Cartoon Network.

"That doesn't worry me at all," said Turner, noting the relatively low subscriber numbers for the 1976 launch of TBS (694,746) and the 1980 launch of CNN (1.7 million). Turner attributed TCM's relatively small subscriber launch number to limited channel capacity and a difficult regulatory environment. Turner said the new network, which will offer about 400 movies per month, will hit its break-even point of 2.5 million-3 million subscribers within six months. TCM is the first Turner network without commercial interruption; a small percentage of the movies on the network will be edited for content.

The service is available to C-band dish owners and cable subscribers in more than 100 cities, including Cincinnati and Huntsville, Ala. MSOs committed to launch the network, primarily on a tiered basis, include Adelphia, Century Communications, Comcast, Cox, C-TEC, Falcon, Intermedia, Rifkin, Times Mirror, Triax and Viacom. "We should have started it sooner, but better late than never," said Turner. —RB