

RSDAY

New series in blue
New time period or day in green

- My So-Called Life
- Due South
- Mad About You (8-8:30)
- Friends (8:30-9)
- Martin (8-8:30)
- Living Single (8:30-9)



Martin on Fox at 8pm

- McKenna
- Eye to Eye with Connie Chung
- Seinfeld (9-9:30)
- Madman of the People (9:30-10)
- Uptown Undercover



Madman of the People on NBC at 9:30pm

- PrimeTime Live
- Chicago Hope
- E.R.



E.R. on NBC at 10pm

PROGRAMING

regard to specific networks, but he doubts that advertisers will see across-the-board increases from the four networks.

"I think you'll see a virtual tie between ABC and CBS [in household numbers], with NBC in a closer third-place position," says Aaron Cohen, senior vice president, director of national broadcasting, N.W. Ayer, who predicts that Fox also will show some improvement.

All of the advertisers queried cautioned that there were many pilots yet to be seen, but they offered some prospective hits among the crop of new series. Silverberg credits CBS with having the best new show in its new medical drama. "If you had to single one show out, it's probably *Chicago Hope*. I think it's the best new show," he says, also citing NBC's hospital drama *E.R.*, which will go head-to-head with the CBS drama on Thursday nights at 10.

Cohen also singles out the two medical dramas. "You kind of figure that after a couple of weeks—if one show proves to be stronger

than the other—the other show will move rather than be replaced because they're both good shows," he says. Cohen also points to NBC's *Madman of the People*, starring Dabney Coleman. "NBC might have finally found the right format for Dabney Coleman," he says.

As for other programing moves by the networks, Schulman calls

FRIDAY

New series in blue
New time period or day in green

- 8-9pm ABC—Family Matters (8-8:30)
- Boy Meets World (8:30-9)
- CBS—Diagnosis Murder
- NBC—Unsolved Mysteries
- FOX—M.A.N.T.I.S.



Unsolved Mysteries on NBC at 8pm

- 9-10pm ABC—Step by Step (9:30-10)
- Hangin' with Mr. Cooper (9-9:30)
- CBS—Under Suspicion
- NBC—Dateline NBC II
- FOX—The X-Files



X-Files on Fox at 9pm

- 10-11pm ABC—20/20
- CBS—Picket Fences
- NBC—Homicide: Life on the Street



20/20 on ABC at 10pm

jack up their prices, they'll drive people away. They're wise enough to know to go for reasonable increases," he says.

"ABC is probably the strongest network [going into the new season], but they have the stronger shows returning, particularly among the younger demographics," says Joel Segal, executive vice president, national broadcasting, McCann-Erickson. "[ABC] started with decent shows, and I don't see the other networks catching up." Segal would not discuss rates with

Networks are their own best customers

The post-fin-syn era has arrived. For the first time in history, the big three network in-house production divisions are the major suppliers to their respective network schedules.

Leading the pack is ABC Productions, which is supplying its network with five series representing four hours of programing and also is producing a half-hour comedy for CBS. ABC Productions was responsible for four of the network's new show orders.

Right behind ABC Productions is CBS Entertainment Productions, which is producing five series representing four and a half hours for the network. However, only one of the division's new series was picked up by its network.

NBC Productions is supplying the network with four series, two of which are new. Its overall output is three hours. Each of the three networks is involved with co-production deals with studios or production companies that have the network supplying some production dollars in exchange for a percentage of the back-end. Examples

of such arrangements are ABC's deal with Universal Television for *Blue Skies*, which the network is financing, and NBC Productions' partnership with Columbia on *The Cosby Mysteries*.

Fox's in-house production division, Twentieth Network Television, which operates more autonomously than do the other production arms, is also the main supplier to the Fox network, coupled with the Fox Television Stations Group, with five series representing four hours. The station group is responsible for the production of the network's reality series *Cops* and *America's Most Wanted*, while Twentieth produces the scripted series like *The X-Files*, *The Simpsons* and *Wild Oats*.

The network news divisions are also well represented on the networks with nine news magazine shows scattered among the schedules of the big three. Each of the news departments is producing three shows, with NBC News supplying the only new show in *Dateline II*.

—SC