## NIELSON TELEVISION INDEX TOP 50 PROGRAMS

				Duration	Audience	Share	(000)
		Telecast Date	Network	(Minutes)	(%)	Suare	(000)
Rank	Program		CDC	150	60.2	77	50,150
	M*A*S*H Special	Feb. 28, 1983	CBS	60	53.3	76	41,470
1 2		Nov. 21, 1980	CBS	115	51.1	71	36,380
		Jan. 30, 1977	ABC	213	49.1	73	40,020
3		Jan. 24, 1982	CBS	204	48.6	69	40,480
4		Jan. 30, 1983	NBC	231	48.3	70	41,490
5		Jan. 26, 1986	NBC	179	47.7	65	33,960
5		Nov. 7, 1976	NBC		47.4	64	33,750
7.	C vitak The Wind-Pt 2 (NBC M00, MOV.)	Nov. 8, 1976	NBC	119	47.2	67	34,410
8	Super Bowl XII Game.	Jan. 15, 1978	CBS	218	47.1	74	35.090
9		Jan. 21, 1979	NBC	230	46.6	64	27,260
10	Bob Hope Christmas Show	Jan. 15, 1970	NBC	90		71	38,800
11		Jan. 22, 1984	CBS	218	46.4	63	39,390
12	Super Bowl XIX Game	Jan. 20, 1985	ABC	218	46.4	67	35,330
12	Super Bowl XIX Game	Jan. 20, 1980	CBS	178	46.3		38,550
14		Nov. 20, 1983	ABC	144	46.0	62	32,680
15	ABC Theater (The Day After)	Jan. 28, 1977	ABC	120	45.9	66	25,700
16	Roots Pt. VI	Aug. 29, 1967	ABC	60	45.9	72	40,030
16	The Fugitive	Jan. 25, 1987	CBS	206	45.8	66	
18	The Fugitive	Jan. 27, 1977	ABC	60	45.7	71	32,540
19			CBS	60	45.3	60	23,240
20	Ed Sullivan	Jan. 14, 1971	NBC	90	45.0	61	27,050
21	Bob Hope Christmas Show	Jan. 25, 1977	ABC	60	44.8	68	31,900
22			NBC	204	44.4	73	31,610
23	5 D1 VI	Julia 2, 2277	NBC	220	44.4	63	34,540
23	6 D1 VV	3 pp. 20 7	CBS	170	44,2	74	27,450
25			ABC	120	44.1	62	31,400
26			CBS	30	44.0	65	22,570
27	- 1 1731Lilling		ABC	60	43.8	66	31,190
28			CBS	60	43.8	60	22,445
28	Pt C Ware	. 100. 10, 1	NBC	213	43.5	68	39,320
30			ABC	145	43.4	78	25,390
31			ABC	120	43.2	62	35,990
32			ABC	180	43,1	62	35,900
33			CBS	195	42.9	62	34,960
34			CBS	30	42.8	62	21,960
35			NBC	185	42.7	72	27,670
				120	42.5	59	35,400
36			ABC	190	42.4	72	29,040
37	o D IV	, Amr. 144 72	NBC	30	42.4	60	21,750
38			CBS	200	42.3	78	29,440
38			CBS	170	42.3	63	28,000
40			ABC		42.3	. 62	27,410
40			ABC	120	42.3	59	'
40			CBS	90	42.3	65	*****
40			ABC	60	42.3	59	
40			CBS	30		61	
45	Beverly Hillbillies	Feb. 5, 1964	CBS	30	42.0	63	'
46	Super Bowl XXV Game		ABC	208	41.9	62	
47	Super Bowl XXV Game Beverly Hillbillies	Jan. 29, 1964	CBS	30	41.9		
47	Beverly Hillbillies	Jan. 31, 1988	ABC		41.9	62	
47	Super Bowl XXII Game	Sept. 9, 1961	CBS	150	41.8	75	
50			CBS	30	41.8	59	21,440
50	Beverly Hillibillies						
	and the December						one talenset on

Source: 1991 Nielsen Media Research
Note: Average Audience % Rankings based on Reports—Ian. 30, 1960 through January 31, 1991. Above data represent sponsored programs, telecast on Note: Average Audience % Rankings based on Reports—Ian. 30, 1960 through January 31, 1991. Above data represent sponsored programs, telecast on Note: Average Audience % Rankings based on Reports—Ian. 30, 1960 through January 31, 1991. Above data represent sponsored programs, telecast on Note: Average Audience % Rankings based on Reports—Ian. 30, 1960 through January 31, 1991. Above data represent sponsored programs, telecast on Note: Average Audience % Rankings based on Reports—Ian. 30, 1960 through January 31, 1991. Above data represent sponsored programs, telecast on Note: Average Audience % Rankings based on Reports—Ian. 30, 1960 through January 31, 1991. Above data represent sponsored programs, telecast on Note: Average Audience % Rankings based on Reports—Ian. 30, 1960 through January 31, 1991. Above data represent sponsored programs, telecast on Note: Average Audience % Rankings based on Reports—Ian. 30, 1960 through January 31, 1991. Above data represent sponsored programs, telecast on Note: Average Audience % Rankings based on Reports—Ian. 30, 1960 through January 31, 1991. Above data represent sponsored programs are reflected in the above listings.

## NIELSEN RATINGS: TOP PROGRAMS OF 1990-91

PRIME TIME SERIES 9/17/90-4/14/91

	*.		Rating/ Share				Rating/ Share
1	Cheers	NBC	21.6/34	82	Equal Justice	ABC	8.9/16
2	60 Minutes	CBS	20.5/34	82	WIOU	CBS	8.9/16
3	Roseanne	ABC	18.2/28	84	ABC Saturday Night Movie	ABC	8.8/16
4	A Different World	NBC	17.9/29	85	Bagdad Cafe	CBS	8.7/15
5	The Cosby Show	NBC	17.4/28	85	Good Sports	CBS	8.7/15
7	NFL Monday Night Football	ABC	17.2/30	85	Life Goes On	ABC	8.7/15
8	Murphy Brown	ABC CBS	17.0/26 16.9/26	85 89	The Young Riders	ABC	8.7/16
9	America's Funniest People	ABC	16.7/25	90	Parenthood Sons & Daughters	NBC CBS	8.5/16 8.4/15
9	Designing Women	CBS	16.7/26	91	Eddie Dodd	ABC	8.3/15
9	Empty Nest	NBC	16,7/30	92	CBS Saturday Movie	CBS	8.2/15
12	The Golden Girls	NBC	16.6/29	93	Get a Life	Fox	8.1/12
13	Murder, She Wrote	CBS	16.4/25	94	Midnight Caller	NBC	8.0/15
14 15	Unsolved Mysteries	NBC	16.2/26	95	Dark Shadows	NBC	7.9/14
16	Full House	ABC ABC	16.0/28 15.8/27	95 95	Doctor, Doctor	CBS	7.9/13
17	Coach	ABC	15.5/24	95	Exposé	NBC NBC	7.9/12 7.9/12
17	Matlock	NBC	15.5/24	99	Babes	Fox	7.4/12
19	In the Heat of the Night	NBC	15.2/24	100	Broken Badges	CBS	7.3/13
20	Major Dad	CBS	14.9/23	100	Twin Peaks	ABC	7.3/13
21	CBS Sunday Movie	CBS	14.8/24	102	Black Jack Savage	NBC	7.1/13
21 21	Doogie Howser, M.D.	ABC	14.8/23	102	Hogan Family	NBC	7.1/13
21	L.A. Law Who's the Boss?	NBC ABC	14.8/26 14.8/24	104 104	Shannon's Deal	NBC	7.0/14
25	Grand	NBC	14.6/24	104	You Take the Kids Good Grief	CBS Fox	7.0/13 6.8/10
26	Head of the Class	ABC	14.4/22	107	China Beach	ABC	6.7/12
27	Growing Pains	ABC	14.3/23	108	Family Man	CBS	6.6/13
28	The Wonder Years	ABC	14.2/23	109	Cop Rock	ABC	6.5/12
29	Rescue 911	CBS	14.1/22	109	Lifestories	NBC	6.5/10
30 30	Baby Talk Davis Rules	ABC	14.0/25	109	Super Bloopers & Jokes	NBC	6.5/11
32	NBC Monday Night Movies	ABC NBC	14.0/22 13.9/22	112 112	America's Most Wanted	Fox	6.3/11
32	Northern Exposure	CBS	13.9/22	114	Wise Guy Cops 2	CBS Fox	6.3/11 6.2/11
34	The Simpsons	Fox	13.7/22	115	E.A.R.T.H. Force	CBS	6.1/11
35	Knots Landing	CBS	13.6/24	115	Lenny	CBS	6.1/11
35	20/20	ABC	13.6/24	115	Parker Lewis Can't Lose	Fox	6.1/10
37 38	Perfect Strangers ABC Sunday Night Movie	ABC	13.5/23 13.4/22	118	Beverly Hills, 90210	Fox	6.0/10
39	Fresh Prince of Bel Air	ABC NBC	13.1/21	119 120	Hull High	NBC	5.9/10
40	Carol & Company	NBC	13.0/24	121	Cops	ABC Fox	5.7/10 5.6/10
40	NBC Sunday Night Movie	NBC	13.0/21	122	Fox Night at the Movies	Fox	5.4/9
42	CBS Tuesday Movie	CBS	12.9/21	122	True Colors	Fox	5.4/9
43	Married People		12.7/20	124	Totally Hidden Video	Fox	5.1/10
44 44	Anything But Love	ABC	12.6/20	125	Sunday Best	NBC	5.0/8
46	Jake and the Fatman	CBS NBC	12.6/20 12.5/20	126 127	Comic Strip Live	Fox	4.7/8
47	Wings	NBC	12.4/21	127	DEA	Fox Fox	4.1/7 4.1/8
48	ABC Monday Night Movie	ABC	12.2/19	127	Yearbook	Fox	3.7/7
49	Evening Shade	CBS	12.1/20	130	Glory Days	Fox	3.6/6
49	Law and Order	NBC	12.1/20	131	Against The Law	Fox	3.3/6
51	Married With Children	Fox	11.8/18	131	21 Jump Street	Fox	3.3/5
52 52	Hunter MacGyver	NBC ABC	11.7/21 11.7/19	133 134	American Chronicles	Fox	3.1/6
54	Going Places	ABC	11.5/20	134	Alien Nation	Fox	2,7/4
55	Blossom	NBC	11.4/17		SPECIALS		
55	Dear John	NBC	11.4/17		9/17/90-7/21/91		
55	Night Court ,	NBC	11.4/17	1		ABC	70 4140
59 40	Ferris Bueller	NBC	11.2/17	2	Academy Awards	ABC ABC	28.4/48 25.7/39
60 61	The Trials of Rosie O'Neill	CBS	11.1/19	3	Very Best of Ed Sullivan	CBS	21.3/33
62	Dallas thirtysomething	CBS ABC	10.8/19 10.6/18	4	American Music Awards	ABC	20.4/31
63	CBS Friday Movie	CBS	10.5/20	5	Blossom Preview	NBC	20.1/30
64	American Dreamer	NBC	10.3/20	6	Grammy Awards	CBS	18.8/31
64	The Fanelli Boys	NBC	10.3/17	7	Who's the Boss Special	ABC	18.6/29
64	In Living Color	Fox	10.3/16	8	Barbara Walters Special Barbara Walters Special	ABC ABC	18.5/31 18.4/32
67 68	Amen	NBC	10.2/19	10	ABC News Special: Line/Sand	ABC	18.1/27
69	Father Dowling Mysterics	ABC Fox	10.1/16 10.0/16	11	Bob Hope: Saudi Arabia		18.1/31
70	Down Home	NBC	9.7/18		-		
70	Prime Time Live	ABC	9.7/17		THEATRICAL MOVIES		
72	Over My Dead Body	CBS	9.6/17		9/18/89-6/10/90		
73	Guns of Paradise	CBS	9.5/16	t	Three Men and a Baby (11/4/90)	NBC	19.9/31
74 74	48 Hours	CBS	9.3/15	2	Witness (1/13/91)	CBS	16.6/25
76	Working It Out Antagonists	NBC CBS	9.3/15 9.2/16	3	Shoot to Kill (1/7/91) ,	NBC	16.4/26
76	Uncle Buck	CBS	9.2/16	5	Field of Dreams (9/18/90)	CBS	16.4/26
78	The Flash	CBS	9.0/14		Crocodile Dundee (11/21/90)	CBS ABC	16.2/26 16.1/27
78	Gabriel's Fire	ABC	9.0/14	7	Lethal Weapon (3/11/91)	NBC	15.7/26
78 79	Quantum Leap	NBC	9.0/14	8	Indiana Jones and the Temple of Doom		
78	Top Cops	CBS	9.0/14		(3/17/91)	ABC	15.6/25

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Videograph667	unus Draduction Archives, INC.
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18-3-14-4-6 Inc	Williams, Wade, Prods
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Tiolal missing	Women in Film
	Women in Show Business
page 14"	Women Make Movies, Inc
W	Wood Knapp & Co., Inc
•	Wooden Boat Publications, Inc
689	World Class Labs, Ltd
WEA, Corp	World Class Labs, Etc
MON TI	Great Britain & Ireland
WPIX	Select Foreign Countries
WRI Education	Worldvision Enterprises
WTBS (Turner)	Worldvision Home Video, Inc
unif Entartainment	Worldwide Tape Distributors
WWOR	Worldwide Television News
Wade, Roger, Productions, Inc	Wright, Carter Enterprises
Waldenbooks	Writers Guild of America
Walz, Ken, Productions Inc	Awards
Warner Bros. Intl. Television	Awards
Warner Bros. Television	
Warner Cable Communications	
Warner Home Video	X
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Weather Channel	670
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Western Film & Video, Inc.	~ 671
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Western Woods Studios, Inc	2 Column Programme

## The Year in Review

here was a singular lack of enthusiasm for the 1990-1 network television season as both NBC and CBS saw a substantial drop in average ratings for the year. NBC, though still in first place for the fourth season in a row, fell to a 12.7 average in 1990-1 from 14.6 during the 1989–90 season. ABC's average for 1990–1 was 12.5, down from 12.9 during 1989-90. CBS, while still in third place, was the only network to actually increase its average, up to 12.3 for 1990-1, compared to 12.2 the vear before. Network television continued to lose viewers to cable and cassettes, causing an unhealthy decline in the number of advertisers willing to buy ad time for the upcoming season.

Established shows continued to dominate the Nielsen ratings charts. NBC's "Cheers" ranked as the number one show of the year. in its ninth season on the air, with a 21.6 rating and a 34 share. CBS's 23 year old "60 Minutes" came in second place with a 20.5 rating and a 34 share. Third was ABC's "Roseanne" with a 18.2 rating and a 28 share in its third year on the network. On the down side both "Cheers" and "Roseanne" showed a decrease in ratings from the previous season. "60 Minutes" however, had risen by 5%. CBS had the best luck when it came to increasing viewers for its older series, with "Family Matters," "Murphy Brown," "Major Dad," "Rescue 911," and "Designing Women," all gaining ratings.

There was less audience interest in the new shows with only ABC's "America's Funniest People" showing up in the top ten for the year. Basically an unimaginative spin-off of the popular "America's Funniest Home Videos" its success was proof that audiences were not as eager for innovative television as the networks had hoped. Within a year's time the eagerly hyped, off beat "Twin Peaks" had steadily fallen down the ratings list and was cancelled. Other experimental programs like the medical docu-drama "Lifestories" (NBC) and John

Sayles' detective series "Shannon's Deal" (NBC) never found audiences. Likewise, the two musical dramas, NBC's youth-oriented "Hull High" and ABC's police series "Cop Rock," were both yanked from the line-up by Christmas, having met with almost complete public apathy.

When it came time to renew programs for the 1991-92 season the networks gave the okay to a handful of series without much excitement. Returning for NBC were the black sitcom "Fresh Prince of Bel Air" and the New York-based cop drama "Law & Order." Mid-season replacements "Real Life With Jane Pauley,""Seinfeld," and "Sisters" performed well enough to be given a second chance. In addition to "America's Funniest People" ABC brought back the troubled and critically derided sitcom "Baby Talk," as well as a revamped, lighter version of the James Earl Jones drama "Gabriel's Fire," re-dubbed "Pros & Cons." The most unique ABC series to find an audience was mid-season's "Dinosaurs" a sitcom from the late Jim Henson's company featuring elaborate dinosaur costumes and puppetry. On CBS Burt Reynolds' sitcom "Evening Shade" and Sharon Gless' courtroom drama "The Trials of Rosie O'Neill" made it through the year and found themselves on the fall 1991 schedule along with the network's most surprising midseason success, "Northern Exposure." Following a trial run during the summer of 1990 the somewhat quirky hour-long comedy returned to the line-up in the spring and began to build an audience.

The new shows for the fall 1991 season heavily emphasized safe comedy formats with very few straight dramatic offerings. There was also a concentrated effort to bring back some old favorites from past TV hits. These included James Garner ("Man of the People"), Mark Harmon ("Reasonable Doubts"), Carol Burnett ("The Carol Burnett Show;" the first attempt at a variety series in years). Redd Foxx ("The Royal

Family"), Pernell Roberts ("FBI: The Untold Stories"), Robert Guillaume ("Pacific Station"), and Suzanne Somers & Patrick Duffy ("Step By Step").

During 1990-1 Fox Broadcasting did not quite pose a threat to the networks as it had promised at the start of the season. Its attempt to challenge NBC's smash "The Cosby Show" by moving its highly rated animated series "The Simpsons" into the same time slot was self-defeating. "Cosby," while no longer the number one show, still came in at number five for the year with a 17.4 rating and a 28 share. "The Simpsons" ended up in the number 34 spot with a 13.7 rating and a 22 share. To give its new season a boost Fox came up with the idea of starting its "fall season" ahead of everyone else, debuting new seasons of "Beverly Hills, 90210" in July and "Parker Lewis Can't Lose" in August. In some cases "90210" managed to win its time period against reruns on CBS and ABC, although it was still no competition to NBC's "Cheers." Fox's durable sitcom "Married . . . With Children" did manage to swamp the competition with its Sept. 8th season premiere, coming in second place for the week and giving Fox their highest rating in its six year history.

• In an unusual move network and cable joined forces to share some TV series. The summer replacement sitcom "Hi Honey, I'm Home" aired on ABC on Fridays, followed by repeat showings on Nickelodeon only two nights later. The CBS dramatic series "Silk Stalkings" played on the late night Wednesday schedule with reruns the following Sunday on USA. Most cable operators condemned this trial run claiming it made their stations appear inferior and second rate to the three networks.

• Daytime TV game shows were fast on their way to becoming a thing of the past.

ABC cancelled the last remaining show in this category from its daily line-up, "The Match Game," as did NBC by pulling "Wheel of Fortune" and "Classic Concentration." This left CBS with the only two network daytime game shows, "The Price is Right" and "Family Feud."

• Showtime cable network continued its unheralded practice of picking up theatrically produced films to show as cable originals. Such movies as "Paris Trout," with Dennis Hopper and Barbara Hershey, "Payoff" with Keith Carradine, and "Chains of Gold" with John Travolta, though made for theatres and given some European distribution, bypassed U.S. theatres and video to make their debuts on Showtime.

• The otherwise third place CBS won the February 1991 ratings sweeps with a 13.4 rating, up from its 12.6 in February of 1990. The reason for its success was a somewhat ironic comment on new programming, with three retrospective specials of past CBS hits, "The Ed Sullivan Show," "All in the Family," and "The Mary Tyler Moore Show," bringing in sizable audiences during that critical week. During the summer the network dusted off 20 year old episodes of "All in the Family" as a lead-in to Norman Lear's newest sitcom, "Sunday Dinner." While "All in the Family" came up with good ratings "Sunday Dinner" was a quick flop.

• While ABC won the ratings over NBC and CBS in its coverage of the war in the Persian Gulf, the cable network CNN came out the big winner, giving the best exclusive coverage of the conflict and pulling in the highest ratings in its history.

• Combined operating profits of the Big Three networks had plunged 61% from 1985 to 1990. Although NBC showed operating profits for 1990 of \$249 million and ABC \$240 million, CBS showed a profit loss of \$253 million.

## **Statistics**

Television ar	nd Station Opera	tions								
GROWTH OF	COMMERCIAL TE	LEVISION ST	TATIONS	S						
			1960	1965	1970	1975	1980	1985	1989	1990
			515	569	677	706	734	883	1064	1186
			440	481	501	514	516	520	545	569
UHF		• • • • • • • • • • • • • • • • • • • •	75	88	176	192	218	363	519	617
VIEWING I	HABITS									
TEI EVISI	ON LISACE						1989	1990	,	1991
TELEVISION USAGE Number of TV homes							90,400,000	92,100,		93,100.00
Number of color TV homes							87,330,000			91,300,00
	th two or more sets						56,590,000	60,140,		60,000,00
	VCR						58,400,000	63,180,		67,498,00
	seholds						47,770,000	51,900,		56,072,00
	households						26,100,000			26,254,00
			1	1950	]	1970	198	9		1990
Avg. Hours	s per Home, per Day	y	4 hrs.	35 min.	5 hrs	. 56 min.	7 hrs. 1	min.	6 h	rs. 55 min
COLOR TELE	VISION									
COLOR TELL	101011		1	1960	1	1975	199	n.		1991
Homes				0,000	-	500,000	90,070	_	01	
	TV Homes			0.7 70.8			97.1		91,300,000 98.1	
Source: Nielsen N				0.1		70.0	57.1	,		76.1
TELEVISIO	N TICACE									*
TELEVISIO	IN USAGE									-
Total TV Usage:				1988			1989		1	1990
Per TV Home	per day			7:03			7:01		(	5:53
Over-the-Air vs. (	Cable viewing average p		centage):							
	Over-the-Air	% of Total		Basic Cab	le	% of Total	•	Pay Cable		% of Total
1988:	6:07	81		:53		12		:29		6
1989:	5:54	79		1:05		15		:29		6
1990:	5:35	76		1:16		17		:28		7
TV IIČACE DED	WEEK BY CABLE ST	ATTIC OF TV U	OI ICEUOI	LDB:						
	of TV Households)									42.5
	9% of TV Households)									
	5 of TV Households)									
ray Caole (31.1%	of 1 v Households)									39::
HOURS OF TV (	USAGE PER PERSON	PER DAY (YEAR	RLY AVE	RAGES):		÷				
		•		,			198	9		1990
							3:5	3		3:51
	,	• • • • • • • • • • • • • • • • • • • •					4:3			4:28
							3:0			3:15
	)				<i>.</i>		3:2	3		3:18
Source: Nielsen N	Media Research						,			