

NIELSON TELEVISION INDEX TOP 50 PROGRAMS

Rank	Program	Telecast Date	Network	Duration (Minutes)	Average Audience (%)	Share	Average Audience (000)
1	M*A*S*H Special	Feb. 28, 1983	CBS	150	60.2	77	50,150
2	Dallas	Nov. 21, 1980	CBS	60	53.3	76	41,470
3	Roots Pt. VIII	Jan. 30, 1977	ABC	115	51.1	71	36,380
4	Super Bowl XVI Game	Jan. 24, 1982	CBS	213	49.1	73	40,020
5	Super Bowl XVII Game	Jan. 30, 1983	NBC	204	48.6	69	40,480
6	Super Bowl XX Game	Jan. 26, 1986	NBC	231	48.3	70	41,490
7	Super With The Wind—Pt. 1 (Big Event—Pt. 1)	Nov. 7, 1976	NBC	179	47.7	65	33,960
8	Gone With The Wind—Pt. 2 (NBC Mon. Mov.)	Nov. 8, 1976	NBC	119	47.4	64	33,750
9	Super Bowl XII Game	Jan. 15, 1978	CBS	218	47.2	67	34,410
10	Super Bowl XIII Game	Jan. 21, 1979	NBC	230	47.1	74	35,090
11	Bob Hope Christmas Show	Jan. 15, 1970	CBS	90	46.6	64	27,260
12	Super Bowl XVIII Game	Jan. 22, 1984	CBS	218	46.4	71	38,800
12	Super Bowl XIX Game	Jan. 20, 1985	ABC	218	46.4	63	39,390
14	Super Bowl XIV Game	Jan. 20, 1980	CBS	178	46.3	67	35,330
15	ABC Theater (The Day After)	Nov. 20, 1983	ABC	144	46.0	62	38,550
16	Roots Pt. VI	Jan. 28, 1977	ABC	120	45.9	66	32,680
16	The Fugitive	Aug. 29, 1967	ABC	60	45.9	72	25,700
18	Super Bowl XXI	Jan. 25, 1987	CBS	206	45.8	66	40,030
19	Roots Pt. V	Jan. 27, 1977	ABC	60	45.7	71	32,540
20	Ed Sullivan	Feb. 9, 1964	CBS	60	45.3	60	23,240
21	Bob Hope Christmas Show	Jan. 14, 1971	NBC	90	45.0	61	27,050
22	Roots Pt. III	Jan. 25, 1977	ABC	60	44.8	68	31,900
23	Super Bowl XI	Jan. 9, 1977	NBC	204	44.4	73	31,610
23	Super Bowl XV	Jan. 25, 1981	NBC	220	44.4	63	34,540
25	Super Bowl VI	Jan. 16, 1972	CBS	170	44.2	74	27,450
26	Roots Pt. II	Jan. 24, 1977	ABC	120	44.1	62	31,400
27	Beverly Hillbillies	Jan. 8, 1964	CBS	30	44.0	65	22,570
28	Roots Pt. IV	Jan. 26, 1977	ABC	60	43.8	66	31,190
28	Ed Sullivan	Feb. 16, 1964	CBS	60	43.8	60	22,445
30	Super Bowl XXIII	Jan. 22, 1989	NBC	213	43.5	68	39,320
31	Academy Awards	Apr. 7, 1970	ABC	145	43.4	78	25,390
32	Thorn Birds Pt. III	Mar. 29, 1983	ABC	120	43.2	62	35,990
33	Thorn Birds Pt. IV	Mar. 30, 1983	ABC	180	43.1	62	35,900
34	CBS NFC Championship Game	Jan. 10, 1982	CBS	195	42.9	62	34,960
35	Beverly Hillbillies	Jan. 15, 1964	CBS	30	42.8	62	21,960
36	Super Bowl VII	Jan. 14, 1973	NBC	185	42.7	72	27,670
37	Thorn Birds Pt. II	Mar. 28, 1983	ABC	120	42.5	59	35,400
38	Super Bowl IX	Jan. 12, 1975	NBC	190	42.4	72	29,040
38	Beverly Hillbillies	Feb. 26, 1964	CBS	30	42.4	60	21,750
40	Super Bowl X	Jan. 18, 1976	CBS	200	42.3	78	29,440
40	Airport (Movie Special)	Nov. 11, 1973	ABC	170	42.3	63	28,000
40	Love Story (Sun. Night Mov.)	Oct. 1, 1972	ABC	120	42.3	62	27,410
40	Cinderella	Feb. 22, 1965	CBS	90	42.3	59	22,250
40	Roots Pt. VII	Jan. 29, 1977	ABC	60	42.3	65	30,120
45	Beverly Hillbillies	Mar. 25, 1964	CBS	30	42.2	61	21,550
46	Beverly Hillbillies	Feb. 5, 1964	CBS	30	42.0	63	39,010
47	Super Bowl XXV Game	Jan. 27, 1991	ABC	208	41.9	62	21,490
47	Beverly Hillbillies	Jan. 29, 1964	CBS	30	41.9	62	37,120
47	Super Bowl XXII Game	Jan. 31, 1988	ABC	229	41.9	62	37,120
50	Miss America Pageant	Sept. 9, 1961	CBS	150	41.8	75	19,600
50	Beverly Hillbillies	Jan. 1, 1964	CBS	30	41.8	59	21,440

Source: 1991 Nielsen Media Research  
 Note: Average Audience % Rankings based on Reports—Jan. 30, 1960 through January 31, 1991. Above data represent sponsored programs, telecast on individual networks. I.e., no unsponsored or joint network telecasts are reflected in the above listings. Programs under 30 minutes scheduled duration are excluded.

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
6	NFL Monday Night Football	ABC	17.2/30	85 Life Goes On	ABC	8.7/15
7	America's Funniest Home Videos	ABC	17.0/26	85 The Young Riders	ABC	8.7/16
8	Murphy Brown	CBS	16.9/26	89 Parenthood	NBC	8.5/16
9	America's Funniest People	ABC	16.7/25	90 Sons & Daughters	ABC	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	ABC	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	Unsolved Mysteries	NBC	16.2/26	95 Dark Shadows	NBC	7.9/14
15	Full House	ABC	16.0/28	95 Doctor, Doctor	CBS	7.9/13
16	Family Matters	ABC	15.8/27	95 Exposé	NBC	7.9/12
17	Coach	ABC	15.5/24	95 Real Life with Jane Pauley	NBC	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	Doogie Howser, M.D.	ABC	14.8/23	102 Hogan Family	NBC	7.1/13
21	L.A. Law	NBC	14.8/26	104 Shannon's Deal	NBC	7.0/14
21	Who's the Boss?	ABC	14.8/24	104 You Take the Kids	CBS	7.0/13
25	Grand	NBC	14.6/24	106 Good Grief	Fox	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	Baby Talk	ABC	14.0/25	109 Super Bloopers & Jokes	NBC	6.5/11
30	Davis Rules	ABC	14.0/22	112 America's Most Wanted	Fox	6.3/11
32	NBC Monday Night Movies	NBC	13.9/22	112 Wise Guy	CBS	6.3/11
32	Northern Exposure	CBS	13.9/22	114 Cops 2	Fox	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	Perfect Strangers	ABC	13.5/23	118 Beverly Hills, 90210	Fox	6.0/10
38	ABC Sunday Night Movie	ABC	13.4/22	119 Hull High	NBC	5.9/10
39	Fresh Prince of Bel Air	NBC	13.1/21	120 Under Cover	ABC	5.7/10
40	Carol & Company	NBC	13.0/24	121 Cops	Fox	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	ABC	12.7/20	124 Totally Hidden Video	Fox	5.1/10
44	Anything But Love	ABC	12.6/20	125 Sunday Best	NBC	5.0/8
44	Jake and the Fatman	CBS	12.6/20	126 Comic Strip Live	Fox	4.7/8
46	Seinfeld	NBC	12.5/20	127 DEA	Fox	4.1/7
47	Wings	NBC	12.4/21	127 Haywire	Fox	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	Hunter	NBC	11.7/21	133 American Chronicles	Fox	3.1/6
52	MacGyver	ABC	11.7/19	134 Alien Nation	Fox	2.7/4
54	Going Places	ABC	11.5/20			
55	Blossom	NBC	11.4/17			
55	Dear John	NBC	11.4/17			
55	Night Court	NBC	11.4/17			
59	Ferris Bueller	NBC	11.2/17			
60	The Trials of Rosie O'Neill	CBS	11.1/19			
61	Dallas	CBS	10.8/19			
62	thirtysomething	ABC	10.6/18			
63	CBS Friday Movie	CBS	10.5/20			
64	American Dreamer	NBC	10.3/20			
64	The Fanelli Boys	NBC	10.3/17			
64	In Living Color	Fox	10.3/16			
67	Amen	NBC	10.2/19			
68	Father Dowling Mysteries	ABC	10.1/16			
69	Top of the Heap	Fox	10.0/16			
70	Down Home	NBC	9.7/18			
70	Prime Time Live	ABC	9.7/17			
72	Over My Dead Body	CBS	9.6/17			
73	Guns of Paradise	CBS	9.5/16			
74	48 Hours	CBS	9.3/15			
74	Working It Out	NBC	9.3/15			
76	Antagonists	CBS	9.2/16			
76	Uncle Buck	CBS	9.2/16			
78	The Flash	CBS	9.0/14			
78	Gabriel's Fire	ABC	9.0/14			
78	Quantum Leap	NBC	9.0/14			
78	Top Cops	CBS	9.0/14			

  

SPECIALS 9/17/90-7/21/91			Rating/Share	Rating/Share
1	Academy Awards	ABC	28.4/48	
2	Super Bowl XXV—Post Game 1	ABC	25.7/39	
3	Very Best of Ed Sullivan	CBS	21.3/33	
4	American Music Awards	ABC	20.4/31	
5	Blossom Preview	NBC	20.1/30	
6	Grammy Awards	CBS	18.8/31	
7	Who's the Boss Special	ABC	18.6/29	
8	Barbara Walters Special	ABC	18.5/31	
9	Barbara Walters Special	ABC	18.4/32	
10	ABC News Special: Line/Sand	ABC	18.1/27	
11	Bob Hope: Saudi Arabia	NBC	18.1/31	

  

THEATRICAL MOVIES 9/18/89-6/10/90			Rating/Share	Rating/Share
1	Three Men and a Cradle (11/4/90)	NBC	19.9/31	
2	Witness (1/13/91)	CBS	16.6/25	
3	Shoot to Kill (1/7/91)	NBC	16.4/26	
4	Field of Dreams (9/18/90)	CBS	16.4/26	
5	Field of Dreams (4/7/91)	CBS	16.2/26	
6	Crocodile Dundee (11/21/90)	ABC	16.1/27	
7	Lethal Weapon (3/11/91)	NBC	15.7/26	
8	Indiana Jones and the Temple of Doom (3/17/91)	ABC	15.6/25	



Family"), Pernel 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 and Station Operations

#### GROWTH OF COMMERCIAL TELEVISION STATIONS

	1960	1965	1970	1975	1980	1985	1989	1990
Total	515	569	677	706	734	883	1064	1186
VHF	440	481	501	514	516	520	545	569
UHF	75	88	176	192	218	363	519	617

### VIEWING HABITS

	1989	1990	1991
TELEVISION USAGE			
Number of TV homes	90,400,000	92,100,000	93,100,000
Number of color TV homes	87,330,000	90,070,000	91,300,000
Homes with two or more sets	56,590,000	60,140,000	60,000,000
Home with VCR	58,400,000	63,180,000	67,498,000
Cable households	47,770,000	51,900,000	56,072,000
Pay cable households	26,100,000	27,120,000	26,254,000

	1950	1970	1989	1990
Avg. Hours per Home, per Day	4 hrs. 35 min.	5 hrs. 56 min.	7 hrs. 1 min.	6 hrs. 55 min.

### COLOR TELEVISION

	1960	1975	1990	1991
Homes	340,000	48,500,000	90,070,000	91,300,000
Per Cent of TV Homes	0.7	70.8	97.8	98.1

Source: Nielsen Media Research

### TELEVISION USAGE

Total TV Usage:	1988	1989	1990
Per TV Home per day	7:03	7:01	6:53

#### Over-the-Air vs. Cable viewing average per day (hrs./per centage):

	Over-the-Air	% of Total	Basic Cable	% 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 USAGE PER WEEK BY CABLE STATUS OF TV HOUSEHOLDS:

Non-cable (40.0% of TV Households)	43:37
Basic Cable (28.9% of TV Households)	48:25
Pay Cable (31.1% of TV Households)	59:32

#### HOURS OF TV USAGE PER PERSON PER DAY (YEARLY AVERAGES):

Men (18+)	1989	1990
Women (18+)	3:58	3:51
Teens (12-17)	4:39	4:28
Children (2-11)	3:09	3:15
	3:28	3:18

Source: Nielsen Media Research