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THE NEWS MAGAZINE OF THE MEDIA

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MTV Nets, USA and Lifetime deal at single digits **PAGE 9**

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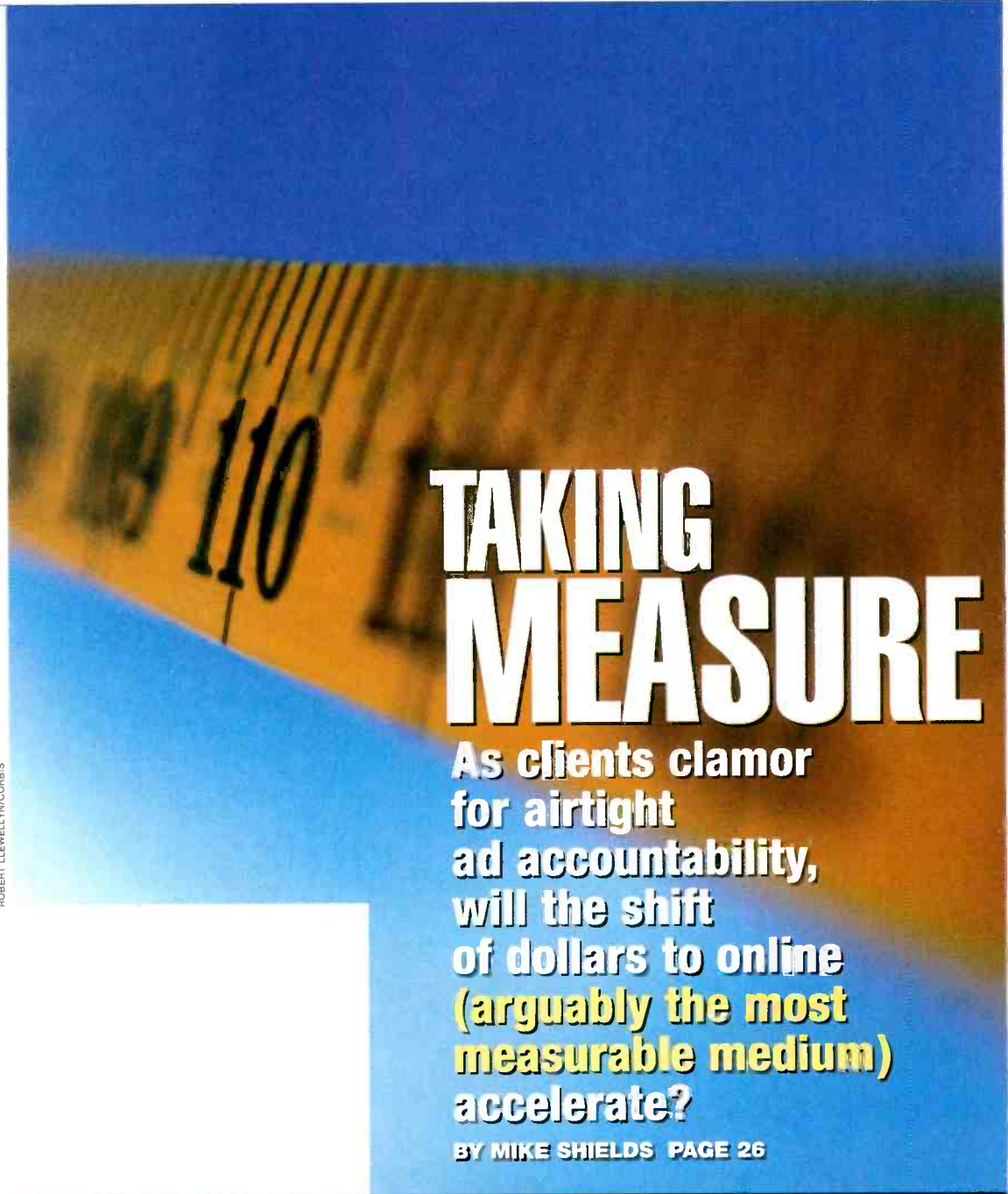
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Democrat considered a lock despite policy spats **PAGE 10**

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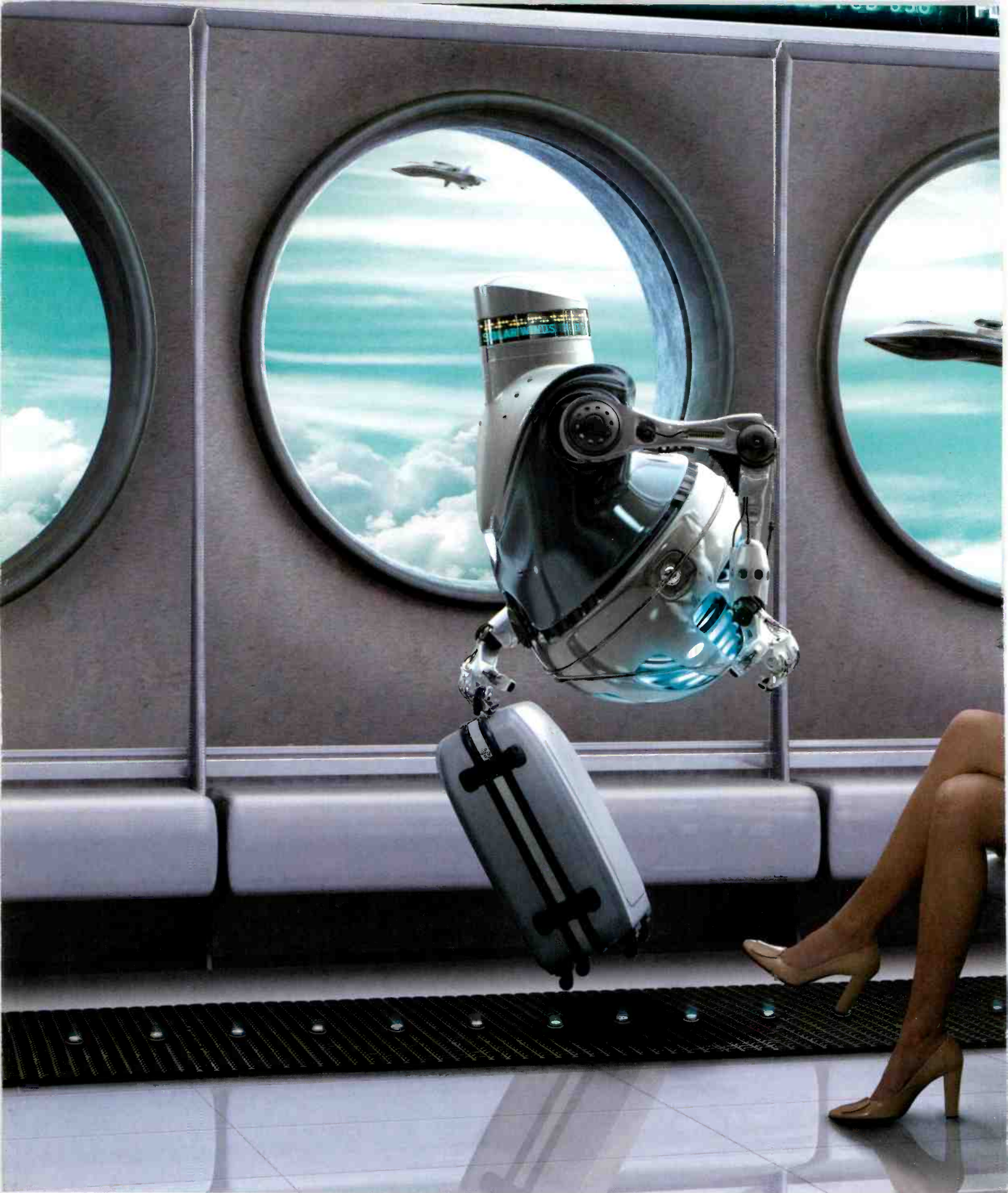


TAKING MEASURE

As clients clamor for airtight ad accountability, will the shift of dollars to online (arguably the most measurable medium) accelerate?

BY MIKE SHIELDS **PAGE 26**

ROBERT LLEWELLYN/CORBIS



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Source: NMR, 4Q03-1Q05, P25-54 (000) M-SU 8-11pm; 9/13/04-3/27/05 vs 9/15/03-3/29/04, P25-54 Cvg. Rtg. M-SU 8-11pm vs ad supported cable.
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*Source: comScore Media Matrix – March 2005

At Deadline

■ FCC'S MARTIN NAMES MEDIA BUREAU CHIEFS

Federal Communications Commission Chairman Kevin Martin late Friday appointed Donna Gregg as the agency's Media Bureau chief. Martin also announced that Roy Stewart will serve as senior deputy chief of the Media Bureau and Deborah Klein will serve as deputy chief. Gregg joins the FCC from her post as vp of legal and regulatory affairs and general counsel of the Corporation for Public Broadcasting and as a partner in the communications practice of the Washington, D.C., law firm of Wiley Rein & Fielding. Stewart most recently served as the Media Bureau's chief of the Office of Broadcast License Policy and Klein previously served as acting chief of the Media Bureau.

■ BUYERS EYE FAST COMPANY

Prospective buyers of G+J USA Publishing's *Fast Company* and *Inc.* began to make their interest known last week. Not surprisingly, Time Inc., publisher of *Business 2.0* and *Fortune Small Business*, is expected to kick the tires. But coming out of left field was American Media Inc., publisher of *Star*, and Brian Tierney, a Philadelphia-based investor, along with two partners. In all, there are more than a dozen interested parties that are expected to file letters of interest by the June 6 deadline, according to AdMedia Partners, which is handling the sale of the titles (after having handled the \$350 million deal that will send four G+J titles to Meredith Corp).

■ FCC MULLS DIGITAL TUNERS

The Federal Communications Commission on June 9 is to decide a manufacturers' petition for relief from a July 1 deadline to include digital tuners in half of their popular 25-36 inch TV sets. Set-makers say consumers will want cheaper sets without digital tuners, but will face a shortage as factory capacity goes toward digital-capable sets. Broadcasters who want more consumers to view their digital signals oppose the petition. FCC Chairman Kevin Martin, then a commissioner, voted against the tuners in 2002. Martin argued that it imposes cost on all TV consumers while helping only the minority whose sets are not hooked up to a cable or satellite service that can translate digital signals for use by analog sets.

■ BET'S LEE NAMED CEO, REPLACING JOHNSON

Debra Lee, most recently Black Entertainment Television president/COO, was promoted to CEO, succeeding founder Robert Johnson. Lee will also assume the role

of chairman following Johnson's formal retirement from BET in January 2006. Lee has been with BET for 19 years, beginning her tenure at the network as vp and general counsel in 1986.

■ AMBIEN TO SPONSOR COURT TV'S TAKEDOWN

Court TV is betting that a popular sleeping aid will help viewers come down from watching its suspenseful new reality series, *The Takedown*. The network has tapped Sanofi-Synthelabo's Ambien as a feature sponsor of the heist show, in a multi-platform push that encompasses on-air, online, print and a co-branded contest teased by 120 30-second spots. The tent-pole series of Court TV general manager Marc Juris' campaign to rebrand the network as a younger, hipper entertainment destination premieres June 14.

■ **ADDENDA:** HBO confirmed that the sixth, and perhaps last, season of *The Sopranos* will premiere in March 2006, nearly two years after the season five debut...Wal-Mart is the lead sponsor of a new reality TV series, *The Scholar*, which launches June 6 on ABC...CBS and Williams-Sonoma announced a brand partnership at the 2005 **CBS Affiliates Meeting** held in Las Vegas last week. Executives there said tie-ins with the retailer would figure prominently in its morning program *The Early Show*, as well as in the network's promotion of its 2005-06 schedule...**ESPN** signed on Anheuser-Busch, Coca-Cola and American Express as the marquee sponsors of its Sports-Center Across America initiative, which will travel to 50 states in 50 days. Each of the three deals are valued between \$2.3 million and \$2.5 million...Season-to-date, **Nascar** regular telecasts on Fox, excluding the Daytona 500, are averaging a 6.1 rating/14 share, up 5 percent over the same period last year, which was a

5.8/14. The telecasts are also averaging 10 million viewers, up 6 percent from last season.

■ **CLARIFICATION:** The May 6 West Palm Beach Market Profile inadvertently omitted mention of the *South Florida Sun-Sentinel* of Ft. Lauderdale. Besides its Broward County edition, the *Sun-Sentinel* publishes a daily Palm Beach County edition, to which it devoted additional resources in 2004. Also, the *Sun-Sentinel's* Spanish-language weekly, *el Sentinel*, began circulating in Palm Beach County in April 2004.

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Hearst's Michael Clinton gets into *Weekend mode*
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Market Indicators

NATIONAL TV: BUSY

Most of the broadcast networks were expected to have finished their upfront selling last week, with CPM hikes cumulatively ranging from 2-6 percent. Only NBC had upfront inventory left to sell and was the lone network that had to rollback rates.

NET CABLE: MOVING

Kids is out of the way, and the general entertainment market is finally shaking itself to life, with a modest number of networks beginning to strike deals. Things will continue to pick up throughout the week, but slow and steady wins the race.

SYNDICATION: SLOW

As broadcast wraps up in the upfront, deals in syndication are barely underway and no major closings are expected. Buyers may play syndie against hard-line cable networks.

INTERACTIVE: SOLID

Spending was up over 8 percent in first quarter, according to TNS Media Intelligence. However, spending has not yet approached the robust 20-30 percent increases predicted by many for this year.

MAGAZINES: STEADY

Liquor, beauty, and fashion still showing strong momentum across most magazine categories. Automotive beginning to show interest in celebrity newsweeklies.

TNS: 1st Qtr. '05 Spending Rises 4.4% to \$33.5 Bil.

Total advertising spending for first quarter 2005 increased by a modest 4.4 percent to \$33.5 billion over the same period in 2004, according to TNS Media Intelligence/CMR. The latest gains mark the smallest increase in spending since the end of 2003.

On the TV front, cable enjoyed solid growth of more than 18 percent to \$3.5 billion for the quarter, as more dollars were siphoned from broadcast TV, which rose just 3.8 percent to \$5.8 billion.

In print, Sunday magazines were hot, posting growth of 14.5 percent to \$398 million (a figure that reflects some expansion of TNS' measurement base), while consumer magazines also increased a healthy 9.5 percent to \$4.7 billion. One of the smaller categories measured, local magazines, exhibited the largest spending burst, rising 26.2 percent to \$104 million.

But in the newsprint world, local and national newspapers, which account for 20 percent of total ad spend, showed anemic growth rates in first quarter. Local newspaper spending was essentially flat at 0.3 percent in the quarter, while national newspapers increased by 2.3 percent. Still, local newspapers led all categories at \$5.9 billion.

Meanwhile, Internet advertising continued to surge, up 8.2 percent over last year to \$1.9 billion. —Mike Shields

Nielsen Moves Cautiously On LPMs in D.C., Philly

Nielsen Media Research last week extended the period during which it will offer both existing metered-market ratings service and its new local people meter service in Philadelphia and Washington, D.C. Both markets had been slated by Nielsen to convert solely to LPM service on June 2, but metered-market data will continue to be the official local ratings standard for the markets through June 30, with LPM data offered alongside.

In a statement, Nielsen said it changed its mind after several clients and the Media Rating Council (a ratings watchdog orga- (continued on page 10)

NBC Last to Play Upfront Card Game

Buyers call network's high CPM bluff; other nets gain share of dollars

THE MARKETPLACE By John Consoli and Steve McClellan

What is being portrayed by media buyers as a major miscalculation in the upfront marketplace, NBC appears to have hampered its ability to bring in more prime-time upfront ad dollars for the 2005-06 season by initially taking a hard-line against dropping its cost-per-thousand viewer ad rates, but finally relenting after no agency was willing to pay the network's CPM increases.

NBC, coming off its poorest season in decades in terms of ratings, was initially adamant about not rolling back its ad rates, based on the assumption that its status as the leading network among viewers 18-49 with \$100,000-plus incomes would guarantee CPM increases. So while NBC watched, ABC and CBS, which both averaged a 4.1 rating in 18-49/\$100K viewers this season, compared to NBC's 4.4, made effective arguments to the various media agencies to shift upfront dollars away from NBC and into their coffers.

Both ABC and CBS pointed out that while NBC is still the leader in delivery of 18-49/\$100K viewers, virtually all its shows declined, while most of the CBS shows are up, and ABC has four first-year shows among the leaders in the demo. According to media agencies and network executives, ABC took away about \$400 million in ad business from NBC, CBS took another \$150 million, while Fox and the WB together may have taken away another \$50 million.

With NBC having to write business at negative CPMs, it appears that when its upfront sales are completed, the GE-owned network may take in as little as \$2 billion, down more than 30 percent from last year's \$2.8 billion total. One buyer who bought NBC at a lower price this year said the network got off to such a late start because its executives were stunned that ABC and CBS came into the market with lower-than-expected prices. "They had to go back and rethink their model," the buyer said, adding the execs were "accepting the reality" of lower prices by week's end.

While ABC, CBS, Fox and the WB had completed their upfront selling last week (see chart for totals), and UPN close to being wrapped, NBC was said by sources familiar with its dealings to be only about 50 percent done. NBC didn't write its first upfront business until June 1, five days after ABC was essentially wrapped. Sources said NBC was writing its prime-time upfront business at negative 3 percent CPM decreases. NBC officials would not comment.

The other problem NBC faces is the dwindling supply of remaining broadcast network dollars in the marketplace, and how much inventory it can sell, even if it wants to. Some media agencies projected that NBC might only be able to sell 65 percent of its available prime-time ad time, leaving it with far more scatter inventory than its rival nets. "NBC is the last one standing, and they are not giving up the

ADDING UP THE UPFRONT HAUL

| NETWORK | 2005-'06 UPFRONT REVENUE (IN MILLIONS) | 2004-'05 UPFRONT REVENUE (IN MILLIONS) | PERCENT CHANGE |
|--------------|--|--|----------------|
| CBS | \$2,450 | \$2,300 | +7% |
| ABC* | \$2,100 | \$1,600 | +31% |
| NBC | \$2,000 | \$2,850 | -30% |
| FOX** | \$1,550 | \$1,500 | +3% |
| WB | \$675 | \$675 | FLAT |
| UPN | \$350 | \$350 | FLAT |
| TOTAL | \$9,125 | \$9,275 | -2% |

* Includes Academy Awards show revenue, but not Monday Night Football. ** Includes some Major League Baseball playoffs revenue.
Source: Mediaweek estimates from conversations with buyers and sellers.

store so easily," said one media agency executive, "but they're still going to take a big financial hit." Added another buyer: "A lot of people are bringing a lot less volume to NBC, and it has to deal with that."

ABC was the last network to finalize business last year, but cut a lot of late deals at higher-than-expected CPMs because the network was, and still is, priced so much lower than NBC (about 15 percent), one media buyer said. "It was easy for buyers to spend on ABC [last year] because it lowered their cumulative CPM percentage," the buyer said. "The more NBC you buy now, the more it will increase your overall CPM percentage."

Yet another buyer said NBC could still salvage a chunk of dollar volume by writing deals at negatives. "The lower NBC is willing to go on its rates, the more advertising it will sell."

CBS had nearly completed its upfront selling by June 2, just as NBC was beginning. *Mediaweek* initially learned from Viacom insiders that CBS had sold about \$2.3 billion in prime-time inventory at 4-5 percent CPM increases, but CBS sales president JoAnn Ross later said that CBS' take came in between \$2.5 billion and \$2.6 billion. Ross used a higher CPM increase (up 6 percent over '04-'05 rates) and vowed she had sold 85 percent of available inventory in the upfront, on the highest end of all networks. Several media buyers took issue with the \$2.6 billion total, based on the amount of business they had done with the network, placing its total at closer to \$2.45 billion.

Fox wrapped its prime-time upfront, taking in \$1.55 billion, based on CPM increases of 3 percent. That total included post-season Major League Baseball telecasts in prime time in October (not including the World Series) sold as part of entertainment packages, rather than as sports inventory.

The WB also completed its upfront sales, taking in \$675 million, essentially flat with last year, at CPM increases averaging 3 percent. Despite having ratings declines this season like NBC, the WB was able to average CPM gains primarily because it reaches a more targeted group of younger viewers. Buyers also spent more money on the WB's Thursday lineup because the network moved two of its higher rated dramas, *Smallville* and *Everwood*, to the night, making it more attractive for movie and retail advertisers, which are willing to pay premium rates.

In total, the WB brought in about 15 new advertisers, particularly in the auto, wireless, credit card and technology categories.

Other than NBC, UPN was still doing some business at 3 percent to 5 percent increases, according to buyers, but wasn't prepared to discuss details last Friday. ■

Cable Lowers CPM Rates

Original prices drop as most top-10 media agencies finish broadcast buys

THE MARKETPLACE By Anthony Crupi

If there is one key lesson to be taken away from this year's cable upfront, it is that the 2004 buying season was an aberration. While last year's upfront was memorable for turning convention on its head, with a number of top-tier cable networks charging out of the gate before broadcast could even get its sneakers laced, 2005 will be remembered, if at all, as a return to business as usual.

Media buyers are wrapping up their broadcast business before turning to cable, and what business is getting written on the cable end is sporadic, with networks like Lifetime and USA cutting a few deals at 1 percent to 2 percent cost-per-thousand rate increases. One significant mover was MTV Networks, which sources said wrapped up business with OMD last week and was near completion with MindShare and Mediaedge:cia. (Although the must-buy *Chappelle's Show* is on indefinite hiatus, Comedy Central is said to be whipping up business behind *The Colbert Report*, its new spinoff of *The Daily Show with Jon Stewart*.)

Meanwhile, two of last year's early movers, Discovery Networks and Turner Broadcasting, are all but inert, with Discovery having nothing to report as late as Friday and Turner writing very little business. Citing declining ratings at the flagship net and TLC, one buyer said the market is anticipating "big dollars shifting from Discovery to other networks."

Discovery Networks president of ad sales Joe Abruzzese refuted that assessment, saying, "the demand for everything but TLC is fine." Abruzzese added that the strategy at TLC will be to wait out the upfront and hold out for scatter, reasoning that "by then the ratings will be up," and the scatter dollars will be stronger.

Media buyers last week said Turner initially was contacting media agencies asking for 10 percent CPM rate hikes and when those numbers were met with resistance, Turner volleyed with a bid for 5-6 percent CPM increases. The revised figures did not garner much enthusiasm. "I will not pay Turner a higher CPM increase than I paid ABC," said one media buyer. "ABC shows have some buzz."

Turner representative Sal Petruzzi said the network would not discuss specifics about its negotiations in the marketplace.

Turner's opening gambit was not a case of irrational exuberance, however. On May 27, Merrill Lynch analyst Lauren Rich Fine



issued a report anticipating "a robust cable network upfront with 11 percent growth year-over-year to \$7.3 billion," crediting the increases to climbing ratings and CPMs "at a significant discount to broadcast networks."

If cable's numbers do come down from earlier projections, blame broadcast. Fine noted in a follow-up report that broadcast's "rational price increases and...steady rate of commitments" have stalled cable's marketplace.

However, cable sale executives aren't reaching for the Xanax just yet. "It's simply a game of dominos," said Bruce Lefkowitz, FX Networks president of ad sales. "The first domino fell when ABC started doing business, and that set off a chain reaction. Things tend to fall together in a very methodical fashion." As did most other large network ad sales chiefs, Lefkowitz confirmed late last week that business was still slow. "The only score card is how many of the 10 biggest agencies you're done with," he said, and by that measure, the buzzworthy FX has yet to put big points on the board. "We've done some nice volume, but those are accounts, not agencies."

Looking forward, buyers suggest that by not moving earlier, cable now runs the risk that media agencies may position syndication against cable in an effort to drive down CPM increases even further.

"I will definitely play syndication against cable," one media buyer said. "And if I can justify paying a higher rate for syndication for a higher rating, then I will put more money into syndication at the expense of cable for the same off-net shows." —with John Consoli ■

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nization) requested that both ratings currencies operate side-by-side for demographic comparisons of May sweeps data. Only a week earlier, several Washington broadcasters held a press conference asking Nielsen to delay the conversion to LPM data as the sole ratings currency in the market.

Nielsen is owned by *Mediaweek* parent VNU. —*Michael Bürgi*

WB Cancels Weekday Kids Block; Ads Get Reallocated

The decision by the WB to drop its weekday 3-5 p.m. kids programming block beginning January 2006 and add one hour to its Saturday-morning kids block (from 7 a.m. to noon) will require that some advertisers' commitments in the recent kids upfront be reallocated.

But a representative for Cartoon Network, which sells ad time for the Kids WB! block, said shifting the ad dollars will not be a major problem.

"A majority of the upfront revenue for the kids marketplace is tied to the fourth quarter, the 'hard eight,' high-demand, holiday period, which will not be affected," said Sal Petruzzi, a Cartoon rep. "We will be able to accommodate our advertisers with the additional hour of programming on Saturday, additional minutes of affiliate time and some Cartoon Network inventory."

The move by the WB to eliminate the weekday block is being made at the request of the network's more than 200 affiliated stations, which have seen the ratings of the weekday-afternoon kids block decline steadily over the past several years.

In its place, the network will provide for its affiliates a two-hour "branded general entertainment programming block." While it will initially consist of off-network, syndicated programming, the network hopes it will eventually be made up of specially developed first-run shows.

"This move will significantly increase ratings and revenue for both our station partners and the network," said Garth Ancier, WB chairman. "It will provide strong lead-ins for our stations' early fringe and access blocks, which should in turn have a positive effect on prime-time ratings." —*John Consoli*

Pols Back Copps' Re-Up

Despite his criticism of GOP policies, Dem. expected to serve 2nd term on FCC

WASHINGTON By Todd Shields

At a recent conference on media reform, a speaker told activists he was worried: Media ownership rules would again be considered by the Federal Communications Commission, "the very same folks who dreamed them up in the first place! They screwed it up once. Believe me, they're 100 percent capable of screwing it up again," said the speaker, none other than Michael Copps, the agency's senior Democrat.

Copps' term is set to expire June 30. But his words uttered last month in St. Louis were far from a parting shot. Despite his opposition to policies favored by the capital's ruling Republicans, including FCC chairman Kevin Martin, Copps is considered almost a lock to get a second full term from President George W. Bush.

"I would be shocked if he didn't get reappointed," said Gloria Tristani, a Democrat and former FCC commissioner. Like many on the left, Tristani speaks warmly of Copps, crediting him with sparking opposition to the relaxed media ownership rules that were passed by the FCC in 2003 but rejected by a federal court. "He'll continue to be very effective on that" as well as broader public-interest concerns such as richer fare for children's TV, Tristani said.

A Copps reappointment also would mean that no matter which Republicans assume the two other FCC seats, the commission will have a dependable bloc of indecency hawks. Martin, Copps and the panel's second Democrat, Jonathan Adelstein, all have urged strong

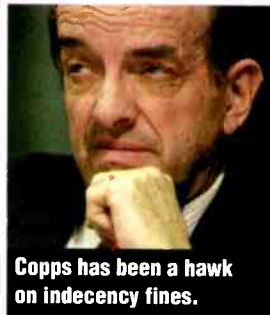
action against coarse broadcasts.

Few are willing to comment openly as the process for filling the vacant FCC seats plays out amid drawn-out, confidential negotiations between the White House and Congress. To avoid snags rising from partisan tensions, nominations tend to move in package deals featuring candidates from each party.

Congressional sources say Copps has the formal backing of two particularly influential lawmakers, Sen. Ted Stevens (R-Alaska), the chair of the Commerce Committee that vets FCC nominees, and Sen. Daniel Inouye (D-Hawaii), whom

Stevens calls his co-chair. The picture for the remaining FCC seats is less clear. (One came open in March when Martin became chairman, and the second would open upon the expected departure of Commissioner Kathleen Abernathy, who continues to serve even though her term expired last year.)

Stevens is backing his communications aide, Christine Kurth, for a seat, according to congressional and lobbyist sources. Other names mentioned include Howard Waltzman, an aide to Rep. Joe Barton (R-Texas), chair of his chamber's Commerce Committee; Rebecca Armendariz Klein, a Texas utilities regulator; and Ruben Barrales, a politician from California who directs White House relations with state and local governments. Appointing Klein or Barrales would give Bush bragging rights for putting a Hispanic on the commission. ■



Copps has been a hawk on indecency fines.

MICHAEL SPRINGER/ZUMA PRESS

CBS, Affiliates See Eye to Eye

Retransmission, digital rollout and NFL fees were minor issues at meeting

TV STATIONS By A.J. Frutkin

As CBS enjoys a period both of dominance and growth, any major gripes heard from the network's affiliates have largely diminished. Still, several key issues were weighed and discussed at the 2005 CBS Affiliates meeting in Las Vegas last week.

Perhaps the stickiest issue revolved around stations' continued pursuit of retransmission-

consent fees. Executives there said several key factors have come together, which finally could lead to local broadcasters getting value back for their signals from cable operators. Most satellite providers pay for signal carriage, and telecommunications providers like Verizon and SBC are expected to pay for carriage as well.

Doreen Wade, chair of the CBS affiliates

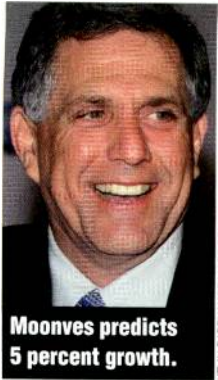
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board of directors and president of Freedom Broadcasting, which owns five CBS stations, said the growing competition "gives broadcasters more leverage in negotiating with cable systems." What's more, Viacom's proposed split of



Moonves predicts 5 percent growth.

KEVIN PAPPAY/IMEDIAWEEK.COM

its cable and TV operations may result in CBS becoming a stronger advocate for retransmission payments. Currently, execs said, Viacom leverages carriage of cable properties like MTV, VH1 and Nickelodeon often at the expense of broadcast signal fees.

Following a split, CBS chair Leslie Moonves only would negotiate the broadcast side, and many execs believe the pressure CBS then would apply to cable systems for payment could trickle down to benefit smaller stations and their owners. Other CBS execs agreed. "If the split takes place, over-the-air broadcasting is going to be the epicenter of our new company, and we might be able to more freely negotiate with cable com-

panies for retransmission payments," said Peter Schruth, president of CBS affiliate relations.

Another topic of discussion concerned the timetable for digital rollout. The FCC has banded about both 2006 and 2008 as proposed stop dates for analog transmission. But with more than 70 million analog TVs still in use, many execs believe announcing a giveback date of analog channels is unwise. "This should be consumer-driven," Wade noted. "We need to give the consumer time to become comfortable with the technology before we start insisting on a hard date giveback."

CBS also was preparing to ask for more money from stations to cover the costs of its National Football League package, which runs through 2011. Other than that, the network and its stations saw eye to eye throughout the two-day meeting. Fueling the familial atmosphere was speculation regarding CBS' top spot in upfront sales for the 2005-06 season (*see story on page eight*). Of course, growth from last season may not have been as significant as Moonves had predicted earlier this season. But in a tough marketplace where once-dominant NBC is likely to be down significantly, Moonves told *Mediaweek* he "will be pleased" with an estimated 5 percent increase over last year. ■

MPAA Expands Fight to TV

Lawsuits shut down Internet sites featuring pirated TV programming

WASHINGTON By Todd Shields

The ShunTV Web site once offered its 10,000 registered users a regularly updated inventory of TV shows for free downloading. These days, visitors to the site see nothing but an illustrated goblin peering from behind a tombstone that bears the legend "RIP ShunTV." Lest anyone miss the point, the goblin's baseball-style cap bears the logo MPAA, as in Motion Picture Association of America, the industry trade group that says its lawsuit shut down ShunTV.

The MPAA long has used lawsuits to squelch online pirating of movies. Now its legal fight is expanding to include sites that trade in TV programming made by the MPAA's member companies. The move reflects concern that Internet traders might seize control over the distribution—and profit—of shows. "There's no question that the amount of TV product being stolen on peer-to-peer networks has increased dramatically, particularly in the last six to nine months," said Rick Cotton, executive vp/general counsel for NBC Universal.

Four of six sites sued by the MPAA in ear-

ly May, including ShunTV, had shut down by late May, the organization said in a news release announcing action against yet another site. The latest targeted site, Elite Torrents, carried not only the new *Star Wars* movie *Revenge of the Sith* before its theatrical release, but full seasons of such TV fare as ABC's *Desperate Housewives* and *Lost*, the MPAA said.

"Internet thievery of all creative materials is unacceptable," said Dan Glickman, MPAA president/CEO. "Every television series depends on other markets—syndication, international sales—to earn back the enormous investment required. Those markets are substantially hurt when that content is stolen."

Cotton said NBC programming appearing on illicit Web sites has included "all of the popular shows—the comedies and dramas." He said ads might be excised from Internet versions of shows. Like MPAA officials, he predicted more action against illicit file sharers. "If you're getting into this business, you're going to face litigation and possible criminal prosecution," Cotton said. ■

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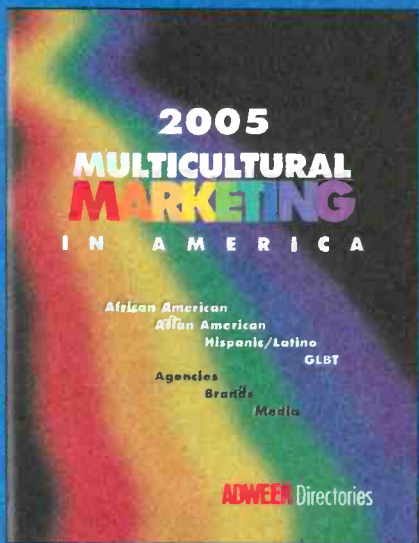
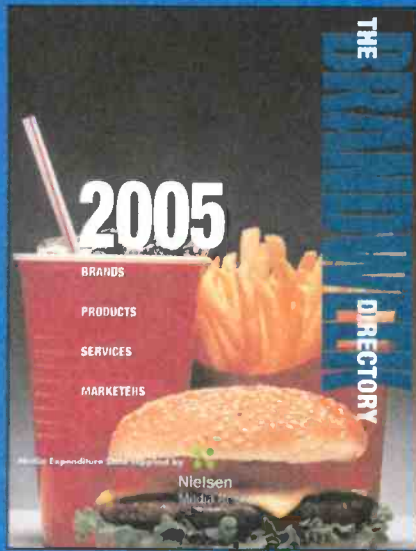
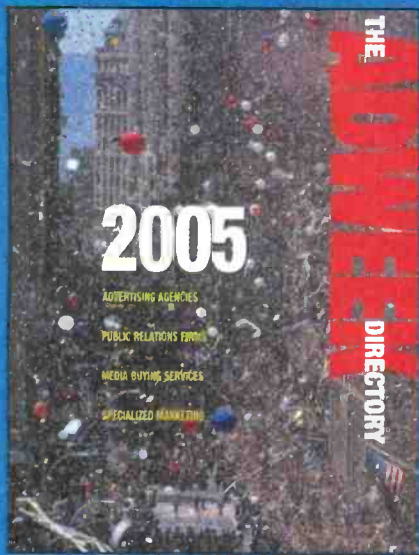
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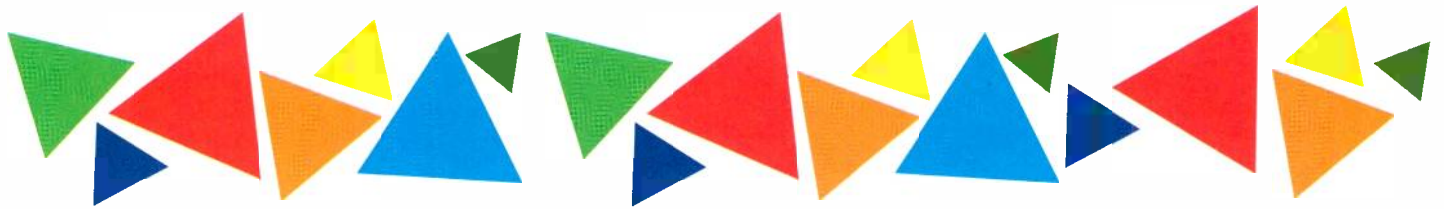
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market profile

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Philadelphia

Elfreth's Alley is among Philly's many remaining centuries-old cobblestone streets.

KNOWN AS THE CITY OF BROTHERLY LOVE, PHILADELPHIA WAS AT THE FORE OF AMERICAN democracy, with the Declaration of Independence and the U.S. Constitution both signed at Independence Hall. The eclectic city, which still features centuries-old cobblestone streets, is just as famous for land-

mark sites like the Liberty Bell and Betsy Ross House as it is for its ubiquitous cheesesteaks.

Sports are another vital part of the city's emotional and economic fabric. Four pro-sports franchises make their home here, including Major League Baseball's Phillies, the National Basketball Association's 76ers, the National Hockey League's Flyers and the National Football League's Eagles, who made it to the Super Bowl this past February but lost to the New England Patriots.

The broadcast television and cable stations compete to provide as much coverage of the professional teams—as well as the active collegiate and high school prep sports arenas—as possible to the 2.9 million TV households in the nation's fourth-largest DMA. The market is a tri-state market, encompassing counties in Pennsyl-

vania, New Jersey and Delaware.

The market also benefited tremendously from an unexpectedly robust political season. With Pennsylvania marked as a pivotal swing state in the 2004 presidential election, upwards of \$50 million to \$75 million flowed into the market in political ad dollars.

This year, the market faces a major change likely to influence the flow of ad dollars: the arrival of Nielsen Media Research's Local People Meters. Apparently some players

aren't quite ready for it. The LPMs were deployed June 2, but at the request of many clients and the Media Rating Council, Nielsen extended the use of local market meters as the standard until June 30. But once the new methodology for determining viewership and ratings takes hold, ABC O&O WPVI-TV, the longtime market dominator, might face stiffer competition.

"It's a big change for the [media] buying community," says Vince Giannini, vp and general manager of Tribune Broadcasting's WB affiliate WPHL-TV. "Media buyers are taking a wait-and-see stance... We all want our ratings to go up, but the most important thing is to get a fair, representative sample."

Michael Colleran will certainly be looking to capitalize on the change. The new president and gm of Viacom's Philadelphia duopoly, CBS owned-and-operated KYW-TV and UPN O&O WPSG-TV, tips his hat to WPVI but contends that the distance among all the local news competitors has narrowed measurably in the past year or so. Besides bringing Colleran up the coast from its South

Florida triopoly (CBS O&O WFOR-TV and UPN O&O WBFS in Miami and West Palm Beach UPN station WTVX), Viacom also promoted Bob Fein about six months ago from KYW director of sales to station manager for the Philly duopoly.

Four or five years ago, KYW was a distant third in local news; today, it is battling for second place. In the February sweeps, it tied for second in households from 5-6 p.m. with NBC O&O WCAU. As of February, KYW's late news had ratings upticks 11 books in a row.

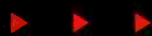
WCAU, which established a promotional/news partnership with market-leading paper *The Philadelphia Inquirer* in the past year, also made some changes to its wake-up team. Longtime news anchor Steve Levy recently retired, replaced by another WCAU veteran, Terry Ruggles, the station's New Jersey correspondent. WCAU is honing its online presence as well, recently winning the Edward R. Murrow Award for Outstanding Achievement in Electronic Web Journalism. In February, NBC10.com reached an all-time high of 1.1

To find other markets, go to the Market Profile Index at the new mediaweek.com

NIelsen MONITOR-PLUS AD SPENDING BY MEDIA / PHILADELPHIA

| | Jan.-Dec. 2003 | Jan.-Dec. 2004 |
|----------------|----------------------|----------------------|
| Spot TV | \$693,925,186 | \$743,756,898 |
| Local Magazine | \$15,283,410 | \$18,594,596 |
| Total | \$709,208,596 | \$762,351,494 |

Source: Nielsen Monitor-Plus



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SCARBOROUGH PROFILE

Comparison of Philadelphia

TO THE TOP 50 MARKET AVERAGE

| | Top 50 Market Average % | Philadelphia Composition % | Philadelphia Index |
|--|----------------------------|-------------------------------|-----------------------|
| DEMOGRAPHICS | | | |
| Age 18-34 | 31 | 29 | 93 |
| Age 35-54 | 40 | 40 | 100 |
| Age 55+ | 30 | 32 | 107 |
| HHI \$75,000+ | 32 | 36 | 112 |
| College Graduate | 14 | 14 | 100 |
| Any Postgraduate Work | 12 | 12 | 100 |
| Professional/Managerial | 26 | 28 | 105 |
| African American | 13 | 16 | 128 |
| Hispanic | 14 | 6 | 42 |
| MEDIA USAGE—AVERAGE AUDIENCES* | | | |
| Read Any Daily Newspaper | 52 | 61 | 116 |
| Read Any Sunday Newspaper | 60 | 67 | 112 |
| Total Radio Morning Drive M-F | 21 | 22 | 104 |
| Total Radio Afternoon Drive M-F | 18 | 18 | 100 |
| Total TV Early News M-F | 29 | 30 | 104 |
| Total TV Prime Time M-Sun | 39 | 42 | 110 |
| Total Cable Prime Time M-Sun | 15 | 17 | 117 |
| MEDIA USAGE—CUME AUDIENCES** | | | |
| Read Any Daily Newspaper | 72 | 78 | 110 |
| Read Any Sunday Newspaper | 75 | 80 | 108 |
| Total Radio Morning Drive M-F | 74 | 75 | 101 |
| Total Radio Afternoon Drive M-F | 72 | 72 | 100 |
| Total TV Early News M-F | 70 | 74 | 105 |
| Total TV Prime Time M-Sun | 91 | 93 | 102 |
| Total Cable Prime Time M-Sun | 63 | 71 | 113 |
| MEDIA USAGE—OTHER | | | |
| Accessed Internet Past 30 Days | 61 | 62 | 101 |
| HOME TECHNOLOGY | | | |
| Owns a Personal Computer | 68 | 66 | 98 |
| Purchase Using Internet Past 12 Months | 43 | 44 | 103 |
| HH Connected to Cable | 65 | 79 | 122 |
| HH Connected to Satellite/Microwave Dish | 21 | 11 | 53 |
| HH Uses Broadband Internet Connection | 26 | 25 | 95 |

*Media Audiences—Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable. **Media Audiences—Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable.

Source: 2004 Scarborough Research Top 50 Market Report (August 2003–September 2004)

million unique viewers at home, according to Nielsen NetRatings.

Also new to morning news in Philly is WPSG, which just last week jumped into the race with the launch of the four-hour *Wake Up News*, airing weekdays from 5-9. The show takes a unique approach, offering headline news, weather and traffic, and is produced in conjunction with a company called Traffic Pulse, which generally does traffic reports for radio stations. Colleran says the partnership is

the first such arrangement in the country.

Wake Up News replaced *KYW Newsradio This Morning*, a show from WPSG's broadcast sister in the market. WPSG aired the show from the KYW studios.

Besides sharing management, the Philly Viacom duopoly also shares programming. KYW airs *Dr. Phil* weekdays at 5 p.m. In January, WPSG began airing reruns of the King World-distributed talk show weeknights at 10 p.m. WPSG is also the broadcast TV home of

the Phillies, 76ers and Flyers. KYW has been the Eagles' preseason home for the past two seasons, although that contract is up for grabs.

Over at market-leading WPVI, the winning "Action News" brand, a mainstay in the Philadelphia television marketplace for more than 30 years, continues to be honed. WPVI earlier this year added a fourth outpost (in Lehigh Valley, Penn.) to the bureau system it uses to cover the market. The others are in Trenton, N.J.; the Jersey Shore; and Wilmington, Del.

WPVI recently welcomed a new morning anchor team with the market's first "weather team," meteorologist David Murphy and Karen Rogers. Murphy had already been on the morning show; Rogers was promoted from weekend-morning weather anchor. Joining them are news anchors Tamala Edwards, who had worked at the network's *World News Now*, and Matt O'Donnell, who was promoted from reporter/fill-in anchor.

The station's 5 p.m. anchor team is its former morning team, Rick Williams and Monica Malpass, along with weather anchors Dave Roberts and Cecily Tynan, and sports anchor Scott Palmer.

Fox Television O&O WTXF-TV produces the market's leading 10 p.m. late news. The daily, hour-long newscast earned a 6.5 household rating/9 share in the February sweeps, up 15 percent from February 2004. Its only competitor in the time period is a half-hour newscast on WPHL, which earned a 2.2/3 in February.

In January, WTXF expanded its weekday-morning news show, *Good Day Philadelphia*, by a half hour, from 5:30-9 to 5-9. In the February book, *Good Day* did a 3.6/10, up 29 percent from February 2004. The expanded morning show includes newcomer Nick Smith, who co-anchors the show from 5-6 a.m., then hits the streets as a reporter for the newscast. Most recently, he was freelancing for Boston stations and for E! Entertainment Television.

Steering the station's news is Holly Gauntt, who joined WTXF as vp/news director last August from Fox O&O WITG in Washington, D.C., where she was assistant n.d.

WTXF also benefited from being a Fox outlet with the local team vying for a victory in Super Bowl XXXIX, which earned a 56 rating with a 77 share, the highest-rated Super Bowl in Philadelphia-market history. The post-Bowl 10 p.m. news on WTXF earned a 16.2 rating/27 share, the highest rating in the history of the *Ten O'clock News*.

WPHL, which cut its daily 10 p.m. late news to a half hour in January 2004, hired



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market profile

NEWSPAPERS: THE ABCs

| | Daily Circulation | Sunday Circulation | Daily Market Penetration | Sunday Market Penetration |
|---|-------------------|--------------------|--------------------------|---------------------------|
| Philadelphia County: 584,406 Households | | | | |
| <i>The Philadelphia Inquirer</i> | 98,958 | 213,853 | 16.9% | 36.6% |
| <i>Philadelphia Daily News</i> | 90,694 | | 15.5% | |
| Montgomery County: 289,557 Households | | | | |
| <i>The Philadelphia Inquirer</i> | 73,598 | 136,112 | 25.4% | 47.0% |
| <i>Norristown Times Herald</i> | 17,036 | 15,357 | 5.8% | 5.2% |
| <i>Lansdale Reporter</i> | 16,772 | | 5.7% | |
| <i>Philadelphia Daily News</i> | 14,539 | | 5.0% | |
| <i>The (Pottstown) Mercury</i> | 14,182 | 15,735 | 4.8% | 5.3% |
| <i>Greater Philadelphia Newspapers</i> | 12,351 | 13,839 | 4.2% | 4.7% |
| <i>The (Doylestown) Intelligencer</i> | 11,263 | 11,643 | 3.9% | 4.0% |
| Bucks County: 222,538 Households | | | | |
| <i>Greater Philadelphia Newspapers</i> | 100,892 | 113,783 | 44.1% | 49.7% |
| <i>Bucks County Courier Times</i> | 67,332 | 72,219 | 30.3% | 32.5% |
| <i>The (Doylestown) Intelligencer</i> | 32,427 | 40,111 | 14.6% | 18.0% |
| <i>The Philadelphia Inquirer</i> | 32,263 | 65,564 | 14.5% | 29.5% |
| <i>The Philadelphia Daily News</i> | 6,704 | | 3.0% | |
| <i>Allentown Morning Call</i> | 3,704 | 5,479 | 1.6% | 2.4% |
| <i>The Trentonian</i> | 3,617 | 2,694 | 1.6% | 1.2% |
| <i>Trenton Times</i> | 2,066 | 2,421 | 0.9% | 1.1% |
| Delaware County: 205,909 Households | | | | |
| <i>The Philadelphia Inquirer</i> | 47,878 | 92,957 | 23.3% | 45.1% |
| <i>Delaware County Times</i> | 45,450 | 41,461 | 22.1% | 20.1% |
| <i>Philadelphia Daily News</i> | 10,908 | | 5.3% | |
| Camden County (N.J.): 186,582 Households | | | | |
| <i>(South Jersey) Courier Post</i> | 49,073 | 56,917 | 26.3% | 30.5% |
| <i>The Philadelphia Inquirer</i> | 29,583 | 55,491 | 15.9% | 29.7% |
| <i>Philadelphia Daily News</i> | 6,285 | | 3.4% | |
| Chester County: 161,811 Households | | | | |
| <i>The Philadelphia Inquirer</i> | 37,931 | 70,844 | 23.4% | 43.8% |
| <i>The West Chester Daily Local News</i> | 27,895 | 29,102 | 16.8% | 17.5% |
| <i>The (Pottstown) Mercury</i> | 5,457 | 6,033 | 3.3% | 3.6% |
| <i>Philadelphia Daily News</i> | 5,303 | | 3.3% | |
| <i>The (Phoenixville) Phoenix</i> | 3,371 | | 2.1% | |
| <i>Wilmington News Journal</i> | 2,837 | 3,756 | 1.8% | 2.3% |

*Data is based on audited numbers published in the Audit Bureau of Circulations' Fall 2004 County Penetration Report.

ARBITRON RADIO OWNERSHIP

| Owner | Stations | Avg. Qtr.-Hour Share | Revenue (in millions) | Share of Total |
|------------------------------|------------|----------------------|-----------------------|----------------|
| Infinity Broadcasting | 3 AM, 2 FM | 21.9 | \$104.8 | 32.5% |
| Clear Channel Communications | 1 AM, 5 FM | 20.9 | \$93.0 | 28.9% |
| Greater Media | 1 AM, 3 FM | 8.6 | \$45.7 | 14.2% |
| WEAZ-FM Radio Inc. | 1 FM | 6.6 | \$30.0 | 9.3% |
| Radio One | 3 FM | 7.5 | \$18.4 | 5.7% |
| Beasley Broadcast Group | 2 FM | 7.6 | \$17.8 | 5.5% |
| Salem Communications | 2 AM | 1.0 | \$4.6 | 1.4% |

Includes only stations with significant registration in Arbitron diary returns and licensed in Philadelphia or immediate area. Share data from Arbitron Winter 2005 book; revenue and owner information provided by BIA Financial Network.

Mary Stoker Smith as its new co-anchor in March. She came from WTVO-TV, the ABC affiliate in Rockford, Ill.

Among programming changes, WPHL will add *My Wife & Kids* to early fringe and *Sex and the City* to late fringe in syndication this fall. The station also plans to add *The Montel Williams Show* this fall, which currently airs on WCAU (WCAU will pick up *Starting Over*, which now airs on WPHL).

Paxon Communications' WPPX rebroadcasts WCAU's local newscasts at 7 p.m. and 11:30 p.m.

In Hispanic-targeted TV, Univision Communications' Philly duopoly, comprised of Univision O&O WUVP-TV and TeleFutura station WFPA, compete with privately owned Telemundo affiliate WWSI for the small (6 percent) but growing Hispanic segment. Among those stations' recent management changes, Jimmy Rivera in January was upped from creative director to gm of WWSI, and Diana Bald was promoted from station manager to gm of WUVP/WFPA in June 2004.

The country's largest cable operator, Comcast Cable, coincidentally headquartered in Philadelphia, is the dominant cable service provider for the DMA. Comcast Spotlight serves as the local interconnect, reaching roughly 1.9 million cable homes in the market and offering 49 insertable networks. Comcast also owns and operates 24-hour CN8, The Comcast Network, which airs a variety of locally produced programming.

Comcast-Spectacor is the Philadelphia sports and entertainment company whose properties include the Flyers, Sixers and the American Hockey League's Phantoms as well as the Wachovia Center, Wachovia Spectrum and Comcast SportsNet, a regional, 24-hour sports network. Comcast SportsNet Philadelphia broadcasts the Flyers, Sixers and Phillies games, most of which air in high definition.

Cable penetration in the market is 79 percent, making area residents 22 percent more likely to be cable subscribers than the average for the top 50 markets (see *Scarborough chart*).

In local newspapers, Knight Ridder remains king of the hill, owning both of the city's main dailies—*The Philadelphia Inquirer* and the *Philadelphia Daily News*—since 1969. In March, Peter Ricker was appointed vp of advertising and marketing for Philadelphia Newspapers Inc., the company under which the *Inquirer* and *Daily News* are published. Ricker had been vp/advertising at *The Indianapolis Star*.

The *Inquirer* remains the largest-circula-



ROMANTIC EVENING

Spur of the moment, she called the neighbor's daughter to babysit. She and her husband needed some alone time. Dinner, a movie, a long walk—it really didn't matter what they ended up doing, as long as the kids were safe and they were together.

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NIelsen RATINGS / PHILADELPHIA EVENING- AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

| Time | Network | Station | Rating | Share |
|-------------|---------|---------|--------|-------|
| 4-5 p.m. | NBC | WCAU | 6.0 | 12 |
| | CBS | KYW | 3.5 | 7 |
| 5-5:30 p.m. | ABC | WPVI | 11.9 | 20 |
| | CBS | KYW* | 6.9 | 12 |
| | NBC | WCAU | 6.9 | 12 |
| | Fox | WTFX* | 4.9 | 9 |
| | WB | WPHL* | 2.0 | 4 |
| | UPN | WPSG* | 1.2 | 2 |
| 5:30-6 p.m. | ABC | WPVI | 11.9 | 20 |
| | CBS | KYW* | 6.9 | 12 |
| | NBC | WCAU | 6.9 | 12 |
| | Fox | WTFX* | 5.5 | 9 |
| | WB | WPHL* | 2.3 | 4 |
| | UPN | WPSG* | 1.2 | 2 |
| 6-6:30 p.m. | ABC | WPVI | 14.4 | 23 |
| | NBC | WCAU | 8.0 | 13 |
| | CBS | KYW | 6.0 | 10 |
| | Fox | WTFX* | 4.2 | 7 |
| | WB | WPHL* | 2.4 | 4 |
| | UPN | WPSG* | 2.1 | 3 |

Late News

| | | | | |
|---------------|-----|-------|------|----|
| 10-10:30 p.m. | Fox | WTFX | 6.5 | 9 |
| | WB | WPHL | 2.2 | 3 |
| 10:30-11 p.m. | Fox | WTFX | 6.5 | 9 |
| | WB | WPHL* | 1.2 | 2 |
| 11-11:30 p.m. | ABC | WPVI | 11.7 | 19 |
| | NBC | WCAU | 10.2 | 17 |
| | CBS | KYW | 9.7 | 16 |
| | Fox | WTFX* | 2.2 | 4 |
| | WB | WPHL* | 2.0 | 3 |
| | UPN | WPSG* | 1.7 | 3 |

*Non-news programming. Source: Nielsen Media Research, February 2005

tion newspaper in the region. However, it faces relentless competition from a plethora of daily and community papers throughout the market. For instance, even in its own backyard of Philadelphia County, the *Inquirer* has only 16.9 percent penetration daily and a 36.6 percent penetration on Sundays (see *Newspapers chart*).

The *Inquirer's* daily circulation as of March 31 was 364,974. (A year-over-year comparison of the paper's daily circulation was not available because of a change in reporting to the Audit Bureau of Circulations.) The paper's Sunday circulation was 744,242, reflecting a 3.2 percent decline from the same period ended March 31, 2004, according to the ABC.

The *Daily News'* weekday circulation decreased 8.1 percent from a year ago to 128,674. The paper's Saturday edition grew 10 percent to 69,559. It does not publish on Sundays. The *DN's* longtime editor, Zack Stalberg,

retired in early February after 20 years at the helm. Michael Days was promoted from managing editor to step in as Stalberg's successor.

Knight Ridder has said it plans to convert two or three of its broadsheet dailies in larger markets to tabloids to help combat declining circs. The company has yet to name the papers. Some believe a change at the *Inquirer* would be unlikely, given that sibling *Daily News* is already a tab.

Both KR papers compete with London-based Metro International's free commuter paper, *Metro Philadelphia*. Other papers in Pennsylvania, New Jersey and Delaware vying for readers and ad dollars include: Calkins Media's three daily newspapers, the *Burlington County Times*, the *Bucks County Courier Times* and *The Intelligencer*; Gannett Co.'s *Courier-Post* in Camden, N.J.; and *The News Journal* in Wilmington, Del. All help make the region

one of the most contested newspaper markets in the country.

Other local publications in the crowded Philadelphia print market include competing alternative news weeklies, Journal Register's *Philadelphia City Paper* and Philadelphia-based Review Publishing's *Philadelphia Weekly*, as well as *Philadelphia Business Journal*, part of the American City Business Journals chain. The market also has several papers targeting the area's African American and Latino populations, including African American weeklies *The Philadelphia Tribune* and *Philadelphia New Observer* and Spanish-language papers *Al Dia* and *El Hispano*.

In local radio, broadcasting behemoths Clear Channel Communications and Infinity Broadcasting control a combined 61.4 percent of the advertising share, with Infinity's KYW-AM the perennial leader in the nation's sixth-ranked radio market. It earned a 7.2 share overall (among listeners 12-plus) in the winter 2005 book, up sharply from its 6.1 share in the fall book. KYW is also the market's highest biller, earning an estimated \$37.7 million in revenue in 2004, according to BIA Financial Network estimates.

Infinity also claims the four local sports franchises: Phillies (Talk WPHT-AM), Eagles (Rock WYSP-FM), and Sixers and Flyers (Sports/Talk WIP-AM).

Among significant developments in the radio market, in February 2004, Radio One acquired 107.9, then WPPZ-FM. In early December, the Gospel station changed call letters to WRNB and switched to a new Urban Adult Contemporary format. In its first book out, WRNB has already gotten its competitors' attention. In the winter book, WRNB earned a 4.1 share, finishing in a three-way tie for sixth place with direct competitor WUSL-FM, Clear Channel's Urban AC, and Infinity's Oldies-formatted WOGL-FM. In morning drive, WRNB finished second in the market with a 9.0 share, helped by the popular syndicated *Tom Joyner Morning Show*, which had jumped from rival WDAS-FM (105.3).

In outdoor advertising, Clear Channel Outdoor and Viacom Outdoor are the main players in the market. Clear Channel offers bulletins, 30-sheets throughout the market, along with transit shelter ads in the Philly suburbs. Viacom handles advertising for the city transit system, Southeastern Pennsylvania Transportation Authority (SEPTA), along with transit shelter advertising in Philadelphia County. Viacom also offers bulletins and mall advertising. ■



GIRL TIME

She convinced her best friends to spend three days on a dude ranch. As it turned out, they spent more time laughing and bonding than riding horses or cleaning the stalls. And on the way home, they agreed: next year they're going for a week.

Inspired by "Girlfriend Getaways," *Midwest Living*, October 2004

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MEDIA PERSON LEWIS GROSSBERGER

Hook 'Em & Book 'Em

THERE ARE SO MANY momentous issues Media Person needs to discuss with you. The question of whether newspapers are a dying industry. The right wing's attempt to stifle PBS. The raging battle for dominance between the dueling divas of the dawn, Diane Sawyer and Katie Couric. The second (or is it third?) launch of *Radar*. The end of the taboo against running condom ads on prime-time TV.

Why, Media Person could do an entire column on the last item alone. Ever since he read the news, he's been unable to refrain from dreaming up commercials for the major campaigns ahead.

"Hi, I'm Brad Pitt. What do you think of when you hear the word 'Trojan?' Tell you what I think of. I recently starred in the epic film *Troy*, in which I played the Greek hero Achilles. Achilles spent ten years fighting the Trojans, so I think I know a little about them. Trojans are tough, resilient and dependable. But they're also loving and affectionate. You really can't go wrong with a Trojan. [Holds up product.] I use 'em. Angelina uses 'em, too—

usually at the same time I do." [Winks mischievously.]

Or this one:

An attractive older couple, obviously affluent, sits holding hands on a sofa in a tastefully appointed living room. Behind them is an elegantly draped picture window through which one may glimpse verdant hills dotted with wildflowers.

He: When I retired from the bank, Laura and I were afraid I might be bored and restless.

She: But Tom and I decided to keep ourselves feeling vigorous and youthful by having lots of sex.

He: We're not youngsters anymore. But with my Cialis, my Xanax and my Lipitor, I've still got plenty of fire in the belly.

She: Of course, we don't have to worry about pregnancy. I'm long past that.

He: But with all the playing around we both do on the side, we can't be too careful. Why take chances with your health when you can be certain?

Cut to extreme close-up of the product.

Voiceover: Trojans. No matter what your stage in life.

The trouble is, it's hard for Media Person to keep his

mind on any of these issues for long because he has a book coming out. As anyone who's written one knows, that's all you can think about.

You figure that at any moment your progeny will slip out of its starter Amazon sales rank of No. 846,399 and begin its inexorable climb to the top, soon eclipsing *The DaVinci Code*.

You daydream about Oprah reading it and exclaiming, "Gee, I'm tired of uplift, self-help and inspiring sagas of abused people triumphing over adversity. I think for once I'll choose a rollicking satirical history of rock 'n' roll to kick into bestsellerdom."

You wonder if it's really cheesy to turn your magazine column into a shameless plug for your book. But finally you decide no, it's perfectly acceptable, indeed necessary, in Donald Trump's go-for-it America, and so you throw all modesty and dignity to the wind and you shout: Rush to amazon.com or barnesandnoble.com right now, people, and pre-order *Turn That Down! (A Hysterical History of Rock, Roll, Pop, Soul, Punk, Funk, Rap, Grunge, Motown, Metal, Disco, Techno and Other Forms of Musical Aggression Over the Ages)*.

You (that is to say, you, not me, as I am switching you here) will be well-rewarded. *Turn That Down!* is the book Media Person waited 50 years to write. He wanted to create a satirical history of rock 'n' roll as far back as 1955 but was forced to wait until rock 'n' roll had a history.

The toughest part was the research. Media Person found that looking up facts was not only a boring way to spend a day but tended to make the book less funny. Finally, he made a decision that could change the way all books are written: He would do the research after writing the book. Only now that *Turn That Down!* is off the presses and wending its way toward the bookstores, is MP boning up on the subject matter. He's learned a lot of details about Elvis, Madonna, Prince, Michael and all the rest, and, fortunately, none of them will clutter up his exquisite text, which is composed entirely of jokes and ironic asides.

And that's not all. *Turn That Down!* has a very pretty cover, which you can cut out and frame. If you bring your copy over to MP's apartment, he'll not only sign it (with a flourish) but invite you in for a cup of tea, listen to your personal problems and offer solid advice. If you want, he'll loan you \$20, help pay for your son's tuition or marry your spinster aunt.

He'll do anything, really. He's a typical American, and he's determined to let nothing stand in his way. ■

Media Person wanted to create a satirical history of rock 'n' roll as far back as 1955 but was forced to wait until rock 'n' roll had a history.

The Big Four IS NOW The Big Five.



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Source: NHTI, NPM, Mon.-Sat. 8-11pm/Sun. 7-11pm, AA Adults 18-34 (000), 9/20/04-5/8/05.
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OPINION
ROBERT NOLAN

Battle of the Brands

Helping advertisers reach consumers in a splintered media world

REACHING AN INCREASINGLY fragmented consumer audience is one of the major challenges facing brands, advertisers and media companies today. Many traditional media outlets—broadcast TV, radio, urban newspapers—no longer have dominion over what was once essentially a captive audience. They have steadily ceded ground to newcomers in the entertainment and media universe: the Internet, cable and satellite TV and radio, digital video recorders, iPods, cell phones and videogames, to name a few. And with new technology making it easier to bypass commercials, it is becoming harder than ever to measure accurately just how many people actually watch, listen to or read (much less pay attention to) a particular advertisement.

This trend is almost certain to progress more rapidly in the coming years, representing the evolution from a homogenous monopoly of traditional media outlets to a heterogeneous monopsony of new and emerging media and entertainment platforms that provide content and communications to an all-controlling consumer.

As a result, advertisers are going to greater extremes to promote their brands, whether it's outdoor advertising in the form of digital signage or floor graphics, rotating messages (virtual and real) on sideline billboards during sporting events, or ads in or on all forms of transportation vehicles. Given all of this clutter, brands are battling to identify and isolate that elusive captive audience.

So what are the best ways for traditional media outlets and their advertisers to grab the attention of these diluted, distracted and diverse consumers in today's hypercompetitive marketplace? First, they should focus on geographic or cultural communities, which are often permanent fixtures on the media landscape. Second, they can target carefully identifiable communities as well as people associated with a specific passion or activity. These interests can be lifestyle focused as well as vocationally directed, whether it's sports, movies, yoga, car racing or professional pursuits.

This manner of niche advertising via various media platforms reinforces the notion that consumers can still be accessed with the right approach. Our philosophy at Halyard Capital Fund is to seek out media channels offering optimal entrée to identifiable prospective customers of a particular product or service. Identifying communities of interest makes for a more attractive advertising platform for brands and allows them to target customers appropriately.

Two distinctive consumer audiences Halyard has targeted through investments are Nascar fans and the Hispanic community. The estimated 75 million Nascar aficionados, who studies show spend between \$1.5 billion and \$2 billion annually on Nascar-related merchandise, are a growing and devoted lot. Recognizing this, we supported the creation

and operation of the official Nascar affinity/loyalty program and associated corporate and coalition-marketing programs. This exclusive club gives members the opportunity to participate more directly in the sport and to obtain Nascar goods, services and benefits such as invitations to attend special events. In turn, the program provides Nascar sponsors with enhanced access to the avid fan base through direct and one-to-one marketing programs.

The growing purchasing power of the country's burgeoning Hispanic population—expected to reach \$1 trillion by the end of the decade—is another unmistakable trend that advertisers and media outlets can capitalize upon. Halyard chose to reach this diverse community by investing in a Hispanic newspaper company that acquired three key Spanish-language newspapers: *El Diario/La Prensa* in New York, *La Opinion* in Los Angeles and *La Raza* in Chicago. Market research shows that the papers' circulations are a fraction of their actual readership. Single issues are usually read by several people, maximizing their impact and that of the advertisers.

There are myriad reasons for pinpointing geographic communities and user communities, but most important is the opportunity to focus a brand's message to a known audience. While ad campaign spending is growing (total spending on advertising in all media in the U.S. in 2004 increased 9.8 percent from 2003 to \$141.1 billion, according to TNS Media Intelligence), that money is being more widely distributed on various forms of advertising. The Internet, outdoor, cable TV and national syndication showed the strongest gains as brands continue to search for the most cost-effective way to reach consumers. Meanwhile, consumers have adopted an à la carte approach to content selection in which directly relevant content prevails. This means that marketing of niche content is crucial in a direct one-to-one marketing model, and it is imperative for brands to identify an audience by and at its field of interest. Halyard adopted this approach in a number of its investments, from focusing on Nascar fans to buying community newspapers in Texas, urban radio stations in Florida and local TV stations in North Dakota.

Gone are the days when you could rely on a 30-second spot or a magazine or newspaper ad and be assured of always reaching your target audience. The good news is that people are still quite responsive to a precisely aimed message or ad; the trick for advertisers is to identify and penetrate that target-rich consumer environment. ■

Robert Nolan is the founding and managing partner of the Halyard Capital Fund and chairman of its investment committee. He can be reached at Robert.Nolan@bmonb.com.

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BASED ON THE MEMOIR BY JOHN McCAIN AND MARK SALTER

FAITH OF FATHERS

A&E

Source: Nielsen Media Research 5/30/05, 8-10pm.
Based on 04-05 season-to-date.

aetv.com



As the call for ad accountability intensifies, **online**

Sizing Up The Shift

BY ALL ACCOUNTS, 2005 has been the year when the long-rumored shift began—when traditional marketers, particularly brand advertisers, stopped dabbling and started shifting significant dollars to online media.

Whether driven by pledges from mega-advertisers like Procter & Gamble to be more media agnostic or by chief marketing officers having experienced an “ah-ha” moment when broadband penetration recently passed the magical 50 percent mark, there is little debate that such a shift is

ever? How are they measuring their campaign efforts? Are they finding that the most measurable of all media measures up? Well, for one thing, it appears that popular assumption may be off a bit. Brand advertisers aren't necessarily going online because they can track things better. Many say they are simply following their audience.

“We went to doing more online because that is just the shift in the media landscape,” says Linda Perry-Lube, Lincoln Mercury's manager for e-business and consumer

has been touted as the most measurable media. But will CMOs move big chunks of their budgets? BY MIKE SHIELDS

well underway. Net-researcher eMarketer is predicting total online ad spending will soar by more than 33 percent this year to hit \$13 billion.

And while the direct-marketing heavy search segment is still carrying a heavy load (up 40 percent this year to \$5.4 billion, predicts eMarketer), major growth appears to be coming from less transaction-focused categories. According to TNS Media Intelligence, automotive spending soared by 221 percent in 2004 over 2002, to \$325 million. Similarly, insurance spending was up 140 percent over the same period, to \$182 million, while pharmaceutical (up 417 percent to \$170 million) and department stores (up 132 percent to \$170 million) also skyrocketed.

Presumably, a factor in these whopping increases is the Internet's reputation as the most measurable of all media. After all, it was the Web's ability to satisfy marketers' increasing need to track and justify every dollar they spend that carried the industry through the rough years following the Internet bubble's burst.

“There's the old adage in advertising: I know that half of my advertising works; I just don't know which half,” says Ian Wismann, director of marketing for broadband phone service provider Vonage. “In online you know which half, which quarter, which eighth. It shows you right in black and white how it's performing.”

But what of these newer spenders who are coming online and not necessarily seeking a lower cost-per-what-

relationships. “That was where our consumers were. It's a bit of the tail wagging the dog.” According to Perry-Lube, that dog wagging has led to a sizable spending shift, albeit for one of Ford's smaller brands.

In the past two years, with the launch of the Montego and Mariner lines, Lincoln Mercury jumped from spending roughly 8 percent of its budget online to 25 percent. This year, spending promises to be even higher, as the company will actually launch a new hybrid vehicle entirely online (the Mercury Mariner Hybrid), a first.

While Perry-Lube says she loves the fact that she can track consumers' interaction with her brands' ads far better than in TV or print, she acknowledges that there are some issues. “There are still some challenges with measuring brand building in digital,” she says. Perry-Lube calls these “upper funnel” metrics—brand awareness and purchase intent that are less concrete than click-throughs and sales. “Typically, you have click throughs and sales. I don't think that is the only measure you need for branding. It seems everybody is struggling with this.”

And everybody seems to agree that basic impression and click-through data, which has been around since people started tracking online advertising, does little to demonstrate effectiveness. Yet those metrics have demonstrated a surprising endurance. “It's amazing how many people still rely on that,” says Young-Bean Song, director of analytics at aQuantive's Atlas and director of the Atlas

Institute, a division that specializes in digital marketing research. "That's not going to justify anybody's budget."

Some worry that the eye-popping performance metrics commonly seen in search advertising—which has led online advertising's recent resurgence—carries with it a potential danger: degrading the value of branding metrics. "My concern is that we are going to miss out on [branding] if there is too much focus on search," says William Cook, senior vp, research and standards at the Advertising Research Foundation.

However, not everyone agrees that branding effectiveness metrics are worrisome. "Measuring [effectiveness] is pretty mature," says David Smith, CEO of Mediasmith, a San Francisco-based interactive media agency. Smith, like many online marketers, has bought into utilizing various attitude and usage studies from companies like Dynamic Logic, Insight Express and Millward Brown, which offer pre- and postcampaign analyses. These "should be a part of any grand plan," says Smith.

A far bigger issue is the lack of solid planning metrics in the online space. What is needed is a reach/frequency standard that matches up with those used daily by traditional media planners. "If you look at the brand advertisers out there, they are still asking and answering the question, 'How can I reach my target audience online?'" says Song. "I'm looking for males 18-34—what sites, what amount of impressions do I need to reach a significant [portion of that audience]?"

While some agencies, like Mediaedge:cia, are using programs like WebRF, an online reach and frequency media planning tool from Nielsen/NetRatings and IMS (a sister company of Nielsen Media Research), they are ahead of the curve. "I'd say it's still early," says Song.



"A lot of what people count as unique individuals to their Web sites are spiders and bots and automated technologies like that. You have to be slick about how you filter that out." WISMANN

Instead, planners rely largely on panel-based data from companies like comScore Media Metrix and Nielsen/NetRatings. These monitor the behavior of sample panels of Web users and then project their surfing habits onto the general Web audience (similar to what Nielsen does with television viewing). The problem with these panels is that they provide audience data on a macro basis, rather than on theoretical media schedules, like reach and frequency programs do for TV and print buys.

With regards to the Web, "the data is misstated," says Smith. "Web reach and frequency is based upon potential

exposure rather than actual exposure." In other words, when an advertiser considers buying ads on a particular site, it may only have data on total unique users for that site, not how many unique users will likely see a specific ad. That's increasingly a problem as advertisers' schedules become more and more targeted. "The challenge [the panels] have is that it's a model," says Song. "Gone are the days that I just buy MTV run-of-network. I'm buying the



STICKING POINT Broadband phone service provider Vonage, a major online advertiser, enjoys knowing what part of its marketing is working.


hip-hop section, I'm buying the Latin hip-hop section. The level of granularity that today's media planners are executing at is not matched yet by the forecasting tools."

ComScore's executive vp of agency development, Lynn Bolger, herself an interactive marketing veteran, says that her company is expanding its ability to offer more granular data, though she admits "there is a lot of work to get to the numbers."

Still, Bolger is a proponent of adopting more metrics that translate to traditional media fundamentals. "If you want to shift dollars from column A to column B, you need comparable numbers," she says. She considers comScore's reach frequency tool, Campaign Reach/Frequency, to be "as good as" similar tools used today in print and TV. The company is also working with a rep firm, Broadband Enterprises, to develop standard ratings and gross rating point data for the rapidly expanding world of online video.

So, while planning tools continue to evolve in the Internet world, says Song, "The good news is that you have the back-end numbers to give you a reality check."

Clearly, the back end is where the Internet is tough to beat when it comes to metrics. Because most online marketers use third-party companies like Doubleclick and Atlas to serve the majority of their advertising, actualized results from campaigns are eminently accessible. From tracking the number of impressions served to recording click-throughs and sales to measuring and ultimately capping frequency at an optimal level, postcampaign analysis is where online advertising has no equal.



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"Everyday we get a little bit smarter," says Vonage's Wismann, who declined to discuss how much more money he is devoting to messaging online in 2005 compared to recent years. (According to TNS, the company's online spending went from a modest \$2.7 million in 2003 to \$59 million in 2004, making it consistently a top-10 online advertiser.) "The nice thing about online is you get smarter every hour."

Of course, it's companies like Vonage that are accounting for every dollar spent toward customer acquisition, which long ago embraced the Web's ability to track real-time campaign results.

But even direct marketing online has its tracking pitfalls. Often, media and marketing professionals have to gather unique user data from different sources such as third-party ad-servers, individual Web sites' records and actual site log files. Often, it doesn't all match up.

"You never know if what you are getting is a unique user online," says Wismann. "A lot of what people count



"We went to doing more online because that is just the shift in the media landscape. That's where our consumers were. It's a bit of the tail wagging the dog." PERRY-LUBE

as unique individuals to their Web site are spiders and bots and automated technologies like that. You have to be slick about how you filter that stuff out."

Wismann says that marketers apply different approaches to filter out false data, with some simply applying flat percentages to data that they simply toss out. It pays to be savvy and experienced. "We know the identities of some of those automated technologies," he says. "Those less committed to online may not have as sophisticated a set of tools."

Besides ferreting out the bots, direct marketers must deal with marrying up performance data from different sources to track results. Thus, "attribution is a problem that nobody has an answer for," says Smith, adding that often advertisers "may be claiming the same people." For example, users who surf and transact on multiple PCs can often be counted twice.

Within a single online campaign, there can also be tracking issues, such as which site or placements to credit for transactions when a brand is running a variety of ad tactics. Often, say experts, particular ads get far too much credit, namely those text links appearing above search results on sites like Google and Yahoo! "After all these impressions, do the search people get all the credit?" Smith asks. "You wouldn't just do point-of-sale advertising in the supermarket."

Recent studies have pointed to the power that online advertising, particularly search, has in the offline world—an area that currently cannot be tracked with nearly the same accuracy. Search is "priced and measured and optimized based on cost per click," says Karen Macumber, president of Boston-based Fulgent Media Group. "But if the activity is happening offline, that makes no sense."

There are other data issues in online media as well. Not everyone counts impression data the same way (though the Interactive Advertising Bureau is leading an initiative to address this shortly).

Then there's that pesky cookie issue. Advertisers are watching closely as a variety of recent surveys indicate that Web users are increasingly deleting cookies, those tiny files that allow for all this great trackability. So far, few are panicking. "Cookie deletion is something where there are estimates ranging from it not being a problem to it being a very serious problem," says Jonathan Krihak, the Digeledge's group media director. "If that goes away, we either need to find a substitute or educate a consumer on what a cookie is and get them not to delete them."

Another data issue that has received a ton of hype is click fraud, the alleged practice of Web users falsely clicking on paid search ads, either to drive up costs or damage competitors' ROI.

Regardless of all these varied measurement issues, most amount to minor challenges when placed in the context of what traditional media can offer. In fact, several promising newer metrics are emerging, which measure such things as time spent viewing individual ads and view-based conversion. "It is today the most measurable of all media," says Smith. "Are there other things we can do? Absolutely."

Or as Krihak puts it: "[Advertisers] know their ads are being seen online. They don't have that in TV, and they don't have that in print." ■

Mike Shields is a senior reporter covering interactive media for *Mediaweek*.



DRIVING BUSINESS Ford's Lincoln Mercury this year will launch the new Mercury Mariner Hybrid entirely online, a first for the company.

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Movers

BROADCAST TV

Robert Zotnowski and **Christina Davis** were both promoted to vp, drama series development at CBS Entertainment. Zotnowski had been vp, current programs, CBS Entertainment, since August 2003. Davis was most recently director, drama series development, a post she held since 2002.

CABLE

Lou Stellato was upped from executive producer, MTV2 production, to vp of MTV2 production. In addition to overseeing studio production, Stellato will spearhead development of MTV 360 projects including MTV Movie Awards, Video Music Awards and "Back Stage Pass Week." Stellato got his start at MTV Networks in 1987 as a writer for Remote Control...Cablevision named **Barry Frey** to the new post of senior vp of advanced platform sales, where he will develop ad sales strategy for video on demand, online and other advanced digital platforms. Prior to joining Cablevision, Frey founded Next Level Media & Marketing LLC; before that, he oversaw ad sales at the NBA and international sales at USA Networks. Also at Cablevision, **Ed Renicker** was named executive vp and general manager of the New York Interconnect, the advertising partnership between the MSO and Comcast. Renicker comes to Cablevision from Young & Rubicam, where he was a senior media planner.

NEW MEDIA

Nick Loria, formerly senior vp of ad sales at MTV Networks, has joined in-game advertising network Massive as executive vp of ad sales...**Dean Wright** has joined Reuters as senior vp and managing editor for consumer services, a new position. He will oversee global editorial operations and programming for platforms including online, mobile and interactive television. Wright was most recently editor in chief and managing editor for news at MSNBC.com.

MAGAZINES

John Kahan, general manager of the Global Relationship Marketing Group at Microsoft (continued on page 33)

media elite

EDITED BY ANNE TORPEY-KEMPH

Quicktakes



MATT STROSHANE / GETTY IMAGES FOR NICKELODEON

GETTING SLIMED is just one of the special perks afforded to Nickelodeon execs, but on a recent trip to Orlando, Fla., a select group of the kids cable net's higher-ups had the slime of their lives. At the grand-opening celebration of the first Nickelodeon Family Suites by Holiday Inn, **Jeff Dunn**, president, Nickelodeon Film and Enterprises; **Herb Scannell**, president, Nickelodeon Networks; and **Howard Smith**, senior vp, Nickelodeon and Paramount Recreation, eagerly climbed up on the water tower next to the lagoon to have 400 gallons of Nick's signature green goo dumped on them. The festivities continued into the night,

All wet: Nick's Dunn, Scannell and Smith (far left, l. to r.) with Suites ownership partners in Orlando



Street scene: Fortune brings back the poster boy for greed.

when the event's featured entertainment, musical group Good Charlotte, turned Good Charlotte in another high-profile sliming incident. (Nick reps won't divulge the secret recipe for its slime, only that it's a naturally occurring substance they get from their Slime Geysers)...As for **Beth Brenner's** secret, it's out: She's obsessed with *American Idol*. So much so that the publisher of Condé Nast's *Domino* wheedled and

cajoled until she scored two tickets to the hit Fox show's recent finale at the Kodak Theatre in Los Angeles. Clemmy Closson, *Domino's* western ad director, came along to help Brenner root for 'bama boy Bo Bice and plug the new home-shopping magazine with their "Domino Loves Bo" T-shirts. Bo came in second, but *Domino* was a winner: When Brenner and Closson were at

dinner after the show, some other patrons offered to buy the shirts off their backs for \$100 each...Almost 20 years after the box-office hit *Wall Street*, Michael Douglas has made the *real* cover of *Fortune*. (Movie-trivia buffs know that the 1987 theatrical featured a scene that had Gordon Gekko, Douglas' notorious inside-trader character, on a mock cover of *Fortune*.) In the June 13 issue, Douglas tells m.e. **Eric Pooley** that he's been talking with director Oliver Stone about a *Wall Street* sequel. "Here's the scenario," Douglas says. "As the picture begins, Gordon's getting out of jail."...**Gerry Marzorati's** story about David Letterman whipping out his "pimp wad" to get his child to cooperate seemed a fitting introduction to the guests of honor at last week's *New York Times Magazine* event. *NYTM* editor Marzorati was toasting his newest columnists, Steven Levitt and Stephen Dubner, co-authors of the best-selling *Freakonomics* book, which examines human behavior when two people want the same thing. The *Freakonomics* column launched yesterday.

Culture Trends

NIELSEN MEDIA RESEARCH

TOP WEB MEDIA ADVERTISERS

U.S., Home and Work

Week ending May 22, 2005

| Company | Impressions (000) |
|----------------------------|-------------------|
| 1. InterActiveCorp | 486,798 |
| 2. Monster Worldwide, Inc. | 356,824 |
| 3. NexTag.com | 258,059 |
| 4. Membershipme.com | 178,402 |
| 5. Lavalife, Inc. | 161,276 |
| 6. Napster | 155,601 |
| 7. Jamster.com | 122,606 |
| 8. CareerBuilder, LLC | 120,896 |
| 9. Netblue | 120,064 |
| 10. CoolSavings, Inc. | 91,105 |
| TOTAL | 4,447,456 |

SOURCE: Nielsen //NetRatings

THE HOLLYWOOD REPORTER'S BOX OFFICE

| THIS WEEK | LAST WEEK | PICTURE | WEEKEND GROSS | DAYS IN RELEASE | TOTAL GROSS |
|-----------|-----------|--------------------------------|---------------|-----------------|-------------|
| 1 | 1 | STAR WARS: EPISODE III | 70,047,055 | 12 | 270,489,794 |
| 2 | NEW | MADAGASCAR | 61,012,130 | 4 | 61,012,130 |
| 3 | NEW | THE LONGEST YARD | 58,613,245 | 4 | 58,613,245 |
| 4 | 2 | MONSTER-IN-LAW | 12,789,837 | 18 | 62,445,081 |
| 5 | 3 | KICKING & SCREAMING | 6,510,385 | 18 | 44,123,965 |
| 6 | 4 | CRASH | 6,059,909 | 25 | 36,197,686 |
| 7 | 8 | THE INTERPRETER | 2,605,475 | 39 | 69,198,735 |
| 8 | 5 | UNLEASHED | 2,491,913 | 18 | 22,103,027 |
| 9 | 6 | KINGDOM OF HEAVEN | 2,204,520 | 25 | 45,028,751 |
| 10 | 7 | HOUSE OF WAX | 1,628,319 | 25 | 29,861,321 |

For week ending May 30, 2005

Source: The Hollywood Reporter

HITWISE DATA

TOP MOVIE WEB SITES

U.S., HOME AND WORK

Week Ending May 21, 2005

| <i>Web Site</i> | <i>Market Share</i> |
|----------------------------|---------------------|
| 1. Internet Movie Database | 13.10% |
| 2. Yahoo! Movies | 10.25% |
| 3. NetFlix.com | 7.30% |
| 4. MSN Entertainment | 6.56% |
| 5. Fandango.com | 5.05% |
| 6. Blockbuster | 4.33% |
| 7. Star Wars | 3.25% |
| 8. MovieTickets.com | 3.17% |
| 9. Moviefone.com | 2.58% |
| 10. Rotten Tomatoes | 1.64% |
| Total | 57.23% |

SOURCE: Hitwise, Inc.

ALBUMS: THE BILLBOARD 200

COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE SALES.

| THIS WEEK | LAST WEEK | WEEKS ON CHART | TITLE | ARTIST |
|------------------|------------------|-----------------------|----------------------------------|---------------------------|
| 1 | - | 1 | <i>OUT OF EXILE</i> | AUDIOSLAVE |
| 2 | - | 1 | <i>BE</i> | COMMON |
| 3 | 3 | 7 | <i>THE EMANCIPATION OF MIMI</i> | MARIAH CAREY |
| 4 | 1 | 2 | <i>MEZMERIZE</i> | SYSTEM OF A DOWN |
| 5 | 2 | 2 | <i>HONKYTONK UNIVERSITY</i> | TOBY KEITH |
| 6 | - | 1 | <i>DEMON DAYS</i> | GORILLAZ |
| 7 | 4 | 3 | <i>STAND UP</i> | DAVE MATTHEWS BAND |
| 8 | - | 1 | <i>KARMA AND EFFECT</i> | SEETHER |
| 9 | 21 | 6 | <i>II DIVO</i> | II DIVO |
| 10 | 8 | 27 | <i>LOVE. ANGEL. MUSIC. BABY.</i> | GWEN STEFANI |

SOURCE: BILLBOARD, NIELSEN SOUNDSCAN

SINGLES & TRACKS: THE BILLBOARD HOT 100

COMPILED FROM A NATIONAL SAMPLE OF AIRPLAY SUPPLIED BY BROADCAST DATA SYSTEMS.

| THIS WEEK | LAST WEEK | WEEKS ON CHART | TITLE | ARTIST |
|------------------|------------------|-----------------------|----------------------------------|-------------------------------|
| 1 | 1 | 9 | <i>WE BELONG TOGETHER</i> | MARIAH CAREY |
| 2 | 2 | 11 | <i>HOLLABACK GIRL</i> | GWEN STEFANI |
| 3 | 3 | 12 | <i>OH</i> | CIARA FEAT. LUDACRIS |
| 4 | 4 | 12 | <i>JUST A LIL BIT</i> | 50 CENT |
| 5 | 5 | 8 | <i>DON'T PHUNK WITH MY HEART</i> | THE BLACK EYED PEAS |
| 6 | 8 | 8 | <i>BEHIND THESE HAZEL EYES</i> | KELLY CLARKSON |
| 7 | 6 | 18 | <i>HATE IT OR LOVE IT</i> | THE GAME FEAT. 50 CENT |
| 8 | 9 | 15 | <i>SWITCH</i> | WILL SMITH |
| 9 | 7 | 26 | <i>SINCE U BEEN GONE</i> | KELLY CLARKSON |
| 10 | 12 | 18 | <i>MR. BRIGHTSIDE</i> | THE KILLERS |

SOURCE: BILLBOARD, NIELSEN SOUNDSCAN

EAST

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Movers

(continued from page 32) Corp., has been elected chairman of BPA Worldwide, succeeding Carole Walker, director of e-communications, advertising and strategy for Kraft Global Marketing...**Jeff O'Connell** has been promoted from senior writer to editorial creative director of American Media Inc.'s *Muscle & Fitness*...**Doug Perkul** has been appointed associate publisher of *Spin*. He was previously advertising director for the Vibe/Spin Ventures music monthly...**Ron Bernstein** has been named vp, online advertising for Rodale. He was previously vp, advertising and commerce, AOL Web Properties for Time Warner.

RADIO

David Keiser was named local sales manager for WSB-AM, Cox Radio's News/Talk station in Atlanta. Keiser had been general sales manager for KSHE-FM, Emmis Communications' Rock station in St. Louis...At Clear Channel, **Joe Puglise** was named market manager for CC's eight stations and its Total Traffic Network in Phoenix. He was most recently vp and market manager for the company's five stations in Wilmington, Del. Also at Clear Channel, **J.D.**

Freeman, formerly vp of CC's Central California region, has been named regional vp of the Dallas region...**Jeff Fitzgerald** has been promoted to director of operations for ABC News Radio, from assistant director of news operations. Also at ABC Radio, **Kipper McGee** was named program director of WLS-AM, the company's News/Talk station in Chicago. McGee was most recently a consultant for Talk Radio Network and other station clients...**Vance Dillard** has been named program director of Solid Gospel Network for Salem Communications, in addition to his responsibilities as program director for Today's Christian Music Network and The Word in Praise Network.

RESEARCH

Joseph Willke will take over as president and CEO of VNU Advisory Services on July 1. Most recently president of BASES and Global Modeling & Analytics, Willke succeeds Steven Wilson, who is retiring. VNU is the parent company of *Mediaweek*.

media elite

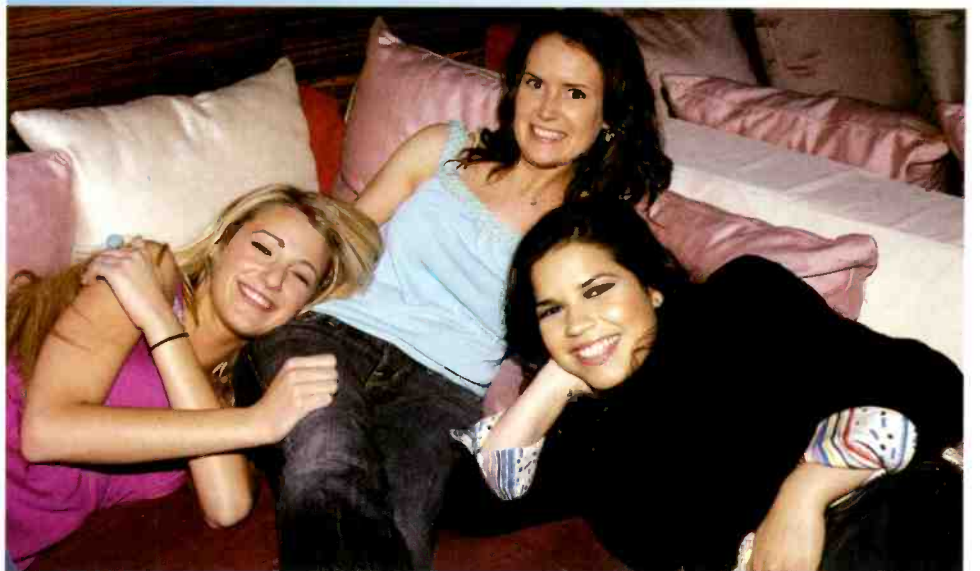
Dish

► **Parents and Child** presented the fourth annual Mamapalooza concert at New York's Cutting Room. **Joy Rose**, founder of Mamapalooza and leader of the band Housewives on Prozac (c.), joined **Parents** executive editor **Kate Lawler** (l.) and **Child** editor **Miriam Arond** to celebrate moms who rock.



◀ At the History Channel's recent Save Our History National Awards luncheon, held at the City Museum of Washington, D.C., THC president **Dan Davids** presented **Dennis Hastert**, Speaker of the House of Representatives, with a Save Our History Distinguished Leadership Award.

▼ **CosmoGirl** celebrated slumber party-style at Manhattan's BED restaurant for a girls-only screening of new Warner Bros. theatrical *The Sisterhood of the Traveling Pants*. Joining editor **Susan Schulz** (c.) for cocktails and girl talk were *Pants* stars **Blake Lively** (l.) and **America Ferrara**.



■ **VNU Business Media** will present the first **What Men Want** conference. Titles including the Adweek Magazines Group, *Billboard*, *The Hollywood Reporter* and *Sporting Goods Business* will host panels and presentations on marketing to men ages 18-34 through sports, entertainment and the media. The event will be held June 15-16 at Green Valley Ranch Resort & Spa in Las Vegas. Visit whatmenwantconference.com.

■ The **Association of National Advertisers** will hold the 2005 **Print Advertising Forum** June 16 at New York's Grand Hyatt Hotel to address the current state of the magazine and newspaper industries. Winners of the Kelly Awards will be announced at the luncheon. Register at ana.net or call 212-697-5950.

■ Also at the Grand Hyatt on June 16, **Interep** will present its second annual midyear **Radio Symposium**. The all-day event, themed "Radio's Reinvention," will address current challenges and trends in advertising, digital technology, pricing and research. Register at radiosymposium.com.

■ The **Circulation Management Conference & Expo** will be held at New York's Marriott Marquis June 16-17. **Circ Management Magazine** will host the event, on reinventing and developing the print circulation industry, and offer a workshop June 15. Visit circmanshow.com.

■ **Digital Media Wire** will present the second annual **Digital Media Conference** at the Hilton McLean June 17 in McLean, Va. Executives from the TV, music, gaming and print industries will address media and entertainment digital content regulations and distribution. Register at digitalmediaconference.com or call 301-656-0057, ext.1102.

■ **Mediaweek** will host the 2005 **Media Plan of the Year Awards**, honoring the best campaign plans in 12 categories, June 22 at The Rainbow Room in New York. To purchase tickets to the cocktail reception and awards luncheon, visit mediaplanoftheyear.com or call 646-654-5167.

eBay Buys Shopping.com for \$620 Million

Auction giant eBay last week acquired the comparison shopping vertical entity Shopping.com for approximately \$620 million. With the purchase, eBay anticipates extending its reach from small-scale, consumer-focused transactions to larger scale e-commerce and attracting more mainstream brands to its business. The company will also leverage the two sites' synergies, integrating Shopping.com's popular user-generated reviews site, Epinions.com, into eBay's own shopping community.

ESPN Locks Out NHL Telecasts

ESPN chose not to exercise its \$60 million option to telecast National Hockey League games, regardless of whether professional hockey returns after a scrapped season last year. Mark Shapiro, executive vp, programming and production, said the network is "done negotiating," having been put off by NHL commissioner Gary Bettman's refusal to accept lower rights fees. ESPN hasn't closed the door on pro hockey altogether, as Shapiro said, "If they come back with a new offer, of course we'll listen. But the only deal we see doing today is a no-rights-fee deal."

G+J's Ganz Steps Down, Forms New Co.

Just a week after Hamburg, Germany-based Gruner + Jahr sold off its U.S. publishing arm to Meredith Corp., the company announced that Axel Ganz, president of the magazine division for France and the U.S., will relinquish his duties July 1 as CEO of G+J's subsidiary Prisma Presse and leave the G+J executive board when his contract expires at the end of 2005. During his tenure on the executive board, Ganz helped launch over 60 magazines in 10 countries. Ganz will stay with G+J—where he has worked for more than 27 years—to form a new company in Paris, developing new magazines for the French market. Replacing him at Prisma Presse will be Fabrice Boé, who joined the subsidiary in March 2004 as executive publisher, women's magazines.

May Radio Spotloads Remained Level

Resisting the temptation to increase spotloads during the year's heaviest month in demand and revenue, radio companies kept inventory loads at status-quo levels during the month of May, according to a new report issued by Wachovia. The company's

analysts peg average drive-time spotloads on FM stations at 12 units per hour. Still, the report called for a handful of companies—including Emmis, Infinity, Disney/ABC and Susquehanna—with inventory levels above the industry average to cut back their commercial loads. Those with consistently below-average spotloads throughout 2005 included Entercom, Radio One, Cox and Entravision. The report also noted that ad demand in May increased across several categories, including the critical auto industry.

Survivor to 'Outplay, Outlast' on OLN

Outdoor Life Network last week wrapped up syndication rights to the CBS warhorse *Survivor*. The deal includes seasons one through 10, as well as options for seasons 11 and 12. The reality show will launch on OLN July 24, immediately following the cable net's coverage of the 2005 Tour de France. Initially, all 160 episodes will run in chronological order, but the network later plans to repack-age the franchise, grouping shows by themes such as best twist or best villain.

IGN Acquires AskMen.com Portal

IGN Entertainment, a leading publisher of gaming and young-male Web content, last week purchased the male-focused lifestyle portal AskMen.com. The site—offering daily advice on dating, sex and women—adds 3.8 million users to IGN's already sizable Web audience, led by gaming bible IGN.com. According to comScore Media Metrix, the company can now deliver an unduplicated audience of 27 million users, further cementing its foothold in the male online universe.

Cumulus Debuts News/Talk in Houston

Cumulus Media's newest radio station began life in Houston May 31. The company had been simulcasting KIOL, its mainstream rock station in the market, on two frequencies since firing up its new 103.7 FM signal on May 2. Last week the 97.5 FM signal launched a News/Talk station under the call letters KFNC. KIOL continues to air on 103.7. Local market personalities will form the backbone of the station lineup, though radio vet A.W. Pantoja (from Chicago) is rumored to be part of the new station's midday lineup. He recently resigned after 10 months as a morning personality at Nine FM in Chicago to join Cumulus as midday host of a new, unnamed FM talk show. ■



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Give Me a Break

Hearst is rolling out *Weekend*, a lifestyle magazine devoted to the week's better half **BY STEPHANIE D. SMITH**

WITH AMERICANS WORKING LONGER HOURS AND TAKING SHORTER VACATIONS, THE weekend has become ever more crucial for cramming in family outings, chores, personal time and, basically, regaining one's sanity. To help consumers attain these lofty goals, Hearst Magazines, publisher of *O, The*

Oprah Magazine and *Redbook*, on June 14 will introduce *Weekend*, a lifestyle magazine packed with activities and time-saving tips for the home, as well as ideas for quick getaways.

"As work has been expanded and technology has made it easier for us to work all the time, people are longing for the weekend and hungry for ideas for things to do on the weekend," Susan Wyland, *Weekend* editor in chief, explained.

The debut July/August issue will hit newsstands with a 500,000 circulation and a \$3.99 cover price. The magazine will publish bimonthly, with a September/October issue on stands Aug. 16. Hearst will then determine the 2006 frequency based on reader and advertiser response to the magazine.

Weekend will be a handbook for leisure, offering ideas for family activities, road trips and home projects that can be completed in just a few hours. The startup will target women ages 35-plus and have a mass appeal.

At first glance, *Weekend* appears to be a hybrid of *Real Simple* and *Martha Stewart Living*. Given its editor's pedigree, one could infer that the resemblance to those books is not accidental. Wyland was most recently editor of Hearst's (and Lifetime Entertainment Services') defunct *Lifetime*, founding managing editor of Time Inc.'s *Real Simple* and editor of *Martha Stewart Living*.

Wyland insisted that any resemblance to what's out there is simply a part of the DNA of popular magazines. "Since the start of the lifestyle category, there's been a move toward cleaner design and a lighter feel," she explained. "Readers demand that sort of design."

Michael Clinton, Hearst executive vp, chief marketing officer and publishing director,



Teeming with white space and muted colors, the latest startup from Hearst takes aim at busy thirtysomething women wanting to kick back on weekends.

added that while there is some overlap in the women's lifestyle category, Hearst's new title is a one-stop shop for the weekend. "You don't have the kind of magazine that covers entertaining, food, travel, weekend projects and great outdoor activities in one place," he noted.

The magazine is divided into two main parts: Weekend at Home and Weekend Away. The home section features entertaining ideas and easy projects, such as organizing your laundry room or wiring your iPod to pump music into every room. "These are do-it-Saturday and enjoy-it-Sunday kinds of projects," said Wyland, "not the kind of thing you have to spend every waking minute of every five weekends to enjoy."

Food ideas are also meant to be quick and look just as scrumptious as recipes in an issue of Condé Nast's *Bon Appétit*. A section called Good Buy focuses on one couple's efforts to

find a vacation home, and Learn It suggests classes for hobbies, such as cooking. The Weekend Away section features tips on domestic travel that consumes no more than 48 hours.

Weekend's debut issue will carry 43 pages of advertising from 38 companies. Travel and shelter advertisers are the biggest contributors, but real estate firms like Prudential and retailers like Target will also be present. Media buyers say they are intrigued by the concept of *Weekend*, but some say it sounds vaguely familiar. "Imitation is the sincerest form of flattery. I like the [idea] of *Weekend*," said

John Moore, vp director of print for Mullen, whose clients include Match.com. "I remember when most pundits were negative about *Real Simple*, and now it's one of the most successful magazines out there."

Weekend will have some stiff competition.



Weekend's Wyland was once editor of *Real Simple* and *MSL*.

For more coverage of the magazine industry, go to the new mediaweek.com

THE INDUSTRY CAN'T SAY ENOUGH ABOUT MARKETING Y MEDIOS

2005 "Best Start-up Publication" Finalist
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Here's what some readers and advertisers are saying

"I'm surprised that in our current world of information overload, there is a magazine (*Marketing y Medios*) that every time I glance at it, there will unquestionably be something that I must read."

—Sonia Maria Green
Director, Diversity Marketing and Sales
General Motors Corporation

"At a time when the entire Hispanic marketing industry is going through tremendous—but very needed—change, it's quite refreshing to see a publication like *Marketing y Medios*. I can remember a time when the only voice in the Latino marketing space that was heard was Spanish-language TV (perhaps it was because they made the most noise). *Marketing y Medios* is a must-read because it does a great job of covering all aspects of this exciting business, including new trends and nontraditional and 'untested' media. As brand stewards, we need this kind of information because we're always looking for that competitive edge."

—Manny Gonzalez, Senior Brand Manager
Johnnie Walker, Diageo North America, Inc.

"Designing a successful Hispanic marketing and customer support strategy starts and ends with a clear understanding of the market in which you want to reach and serve. *Marketing y Medios* has become the 'must-read' for our group so that we can continually enhance our ability to execute and deliver the highest quality customer experience programs for our clients."

—Thomas J. MacDonald
Executive Director, Marketing
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—Tim Sullivan
Director of Media Services, Domino's Pizza

"As the Manager of Multicultural Marketing at JCPenney, I have been receiving your *Marketing y Medios* publication from its inception. I find it to be a valuable tool for staying abreast of our fast-paced marketplace, in addition to learning about new products or programs that we may not be currently utilizing. I highly recommend this publication."

—Manny Fernández
Manager of Multicultural Marketing, JCPenney

"I regularly read *Marketing y Medios* to stay on top of activities in the Hispanic market."

—Adrian Quintanilla
Director, Multi-Cultural Marketing
SBC Communications Inc

"*Marketing y Medios* has become a 'must-read' for any agency that works within the Hispanic community."

—Joe Zubizarreta
Chief Operating Officer, Zubi Advertising

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WEEKLIES JUNE 6, 2005

| | ISSUE DATE | CURRENT PAGES | ISSUE DATE LAST YEAR | PAGES LAST YEAR | PERCENT CHANGE | YTD PAGES | YTD LAST YEAR | PERCENT CHANGE |
|-------------------------------|----------------|---------------|----------------------|-----------------|----------------|-----------------|-----------------|----------------|
| NEWS/BUSINESS | | | | | | | | |
| BusinessWeek | 6-Jun | 70.07 | 7-Jun | 85.13 | -17.69% | 1,132.11 | 1,276.84 | -11.34% |
| The Economist | DID NOT REPORT | | | | | 891.00 | 947.00 | -5.91% |
| Newsweek ^E | 6-Jun | 34.53 | 7-Jun | 59.78 | -42.24% | 749.98 | 937.78 | -20.03% |
| The New Republic [@] | NO ISSUE | | | | | 110.68 | 106.47 | 3.95% |
| Time ^E | 6-Jun | 44.52 | 7-Jun | 86.98 | -48.82% | 855.63 | 1,063.31 | -19.53% |
| U.S. News & World Report | 6-Jun | 23.79 | 7-Jun | 20.73 | 14.76% | 654.00 | 679.39 | -3.74% |
| Category Total | | 172.91 | | 252.62 | -31.55% | 4,393.40 | 5,010.79 | -12.32% |

| | ISSUE DATE | CURRENT PAGES | ISSUE DATE LAST YEAR | PAGES LAST YEAR | PERCENT CHANGE | YTD PAGES | YTD LAST YEAR | PERCENT CHANGE |
|-------------------------------------|------------|---------------|----------------------|-----------------|----------------|-----------------|-----------------|----------------|
| SPORTS/ENTERTAINMENT/LEISURE | | | | | | | | |
| AutoWeek | 6-Jun | 32.15 | 7-Jun | 26.26 | 22.43% | 500.02 | 514.42 | -2.80% |
| Entertainment Weekly | 3-Jun | 38.17 | 28-May | 62.81 | -39.23% | 678.85 | 716.97 | -5.32% |
| Golf World | 3-Jun | 19.42 | 4-Jun | 24.00 | -19.08% | 562.34 | 531.97 | 5.71% |
| New York | 6-Jun | 43.30 | 7-Jun | 32.10 | 34.89% | 1,152.10 | 1,065.10 | 8.17% |
| People | 6-Jun | 69.95 | 7-Jun | 64.42 | 8.58% | 1,640.83 | 1,490.56 | 10.08% |
| Sporting News | 10-Jun | 8.50 | 7-Jun | 17.92 | -52.57% | 336.42 | 363.26 | -7.39% |
| Sports Illustrated | 6-Jun | 38.43 | 7-Jun | 46.61 | -17.55% | 841.67 | 995.20 | -15.43% |
| Star | 6-Jun | 25.99 | 7-Jun | 14.87 | 74.78% | 361.68 | 302.62 | 19.52% |
| The New Yorker | 6-Jun | 38.54 | 7-Jun | 35.21 | 9.46% | 855.30 | 838.85 | 1.96% |
| Time Out New York | 1-Jun | 76.56 | 2-Jun | 66.94 | 14.38% | 1,357.91 | 1,350.15 | 0.57% |
| TV Guide | 5-Jun | 34.17 | 5-Jun | 40.29 | -15.19% | 846.24 | 1,046.13 | -19.11% |
| Us Weekly [*] | 6-Jun | 43.83 | 7-Jun | 47.62 | -7.96% | 790.32 | 647.02 | 22.15% |
| Category Total | | 469.01 | | 479.05 | -2.09% | 9,923.66 | 9,862.25 | 0.62% |

| | ISSUE DATE | CURRENT PAGES | ISSUE DATE LAST YEAR | PAGES LAST YEAR | PERCENT CHANGE | YTD PAGES | YTD LAST YEAR | PERCENT CHANGE |
|-------------------------|------------|---------------|----------------------|-----------------|----------------|------------------|------------------|----------------|
| SUNDAY MAGAZINES | | | | | | | | |
| American Profile | 5-Jun | 9.40 | 6-Jun | 8.85 | 6.21% | 222.25 | 211.80 | 4.93% |
| Life ^L | 10-Jun | 10.08 | N.A. | N.A. | N.A. | 144.81 | N.A. | N.A. |
| Parade | 5-Jun | 13.26 | 6-Jun | 13.54 | -2.07% | 291.13 | 304.18 | -4.29% |
| USA Weekend | 5-Jun | 24.47 | 6-Jun | 15.85 | 54.38% | 305.98 | 290.21 | 5.43% |
| Category Total | | 57.21 | | 38.24 | 49.61% | 964.17 | 806.19 | 19.60% |
| TOTALS | | 699.13 | | 769.91 | -9.19% | 15,281.25 | 15,679.23 | -2.54% |

E=estimated page counts; L=launched Oct. 1, 2004, publishes Fridays; +=one more issue in 2005 than in 2004; @=one less issue in 2005

BIWEEKLIES JUNE 6, 2005

| | ISSUE DATE | CURRENT PAGES | ISSUE DATE LAST YEAR | PAGES LAST YEAR | PERCENT CHANGE | YTD PAGES | YTD LAST YEAR | PERCENT CHANGE |
|-------------------------------|------------|---------------|----------------------|-----------------|----------------|-----------------|-----------------|----------------|
| BUSINESS/ENTERTAINMENT | | | | | | | | |
| ESPN The Magazine | 23-May | 67.08 | 24-May | 72.59 | -7.59% | 603.08 | 544.33 | 10.79% |
| Forbes ^F | 23-May | 158.28 | 24-May | 169.20 | -6.45% | 1,246.32 | 1,268.02 | -1.71% |
| Fortune | 30-May | 94.47 | 31-May | 152.34 | -37.99% | 1,218.39 | 1,335.37 | -8.76% |
| National Review | 6-Jun | 18.66 | 31-May | 14.00 | 33.29% | 181.14 | 173.82 | 4.21% |
| Rolling Stone | 2-Jun | 64.34 | 27-May | 57.42 | 12.05% | 555.64 | 490.87 | 13.19% |
| Category Total | | 402.83 | | 465.55 | -13.47% | 3,804.57 | 3,812.41 | -0.21% |

F=2004 figures include FYI issue: 31.1 pages

CHARTS COMPILED BY AIMEE DEEKEN

Through June, 1.8 million-circ *Real Simple* saw ad pages rise 12.7 percent to 775 over the prior year, reports the *Mediaweek* Monitor; and 1.9 million-circ *Martha Stewart Living* appears to be stemming its hemorrhaging pages, down 7.7 percent to 534.

Moreover, some buyers speculate that *Weekend* will compete for readers with regional magazines such as Meredith Corp.'s *Midwest Living*. Hearst's Clinton, however, argues that many regional titles, even some Sunday newspaper inserts, don't offer readers the same depth as *Weekend*. "Many news supplements are the type where you read it and toss it," he said. "This is a magazine that will sit on the coffee

table, sit in the den and be used as a sourcebook over and over again."

Next up for Hearst is *Quick & Simple*, a weekly service title launching in August.

Chips Ahoy! MRI preps for digital tracking

Every spring and fall, publishers use Mediarm Research Inc.'s magazine audience estimates to tout how young, affluent, engaged or otherwise phenomenal their readers are, while those with less-than-stellar results blame the challenges that come with syndicated

research. And while the data is best evaluated over the long term rather than on a case-by-case basis, the industry still carefully eyes semiannual data even though the numbers can inexplicably swing wildly. For example, Fairchild Publications' *Jane* saw its median household income plunge 25 percent to \$56,802, compared to \$75,284 in spring 2004, while its audience number dipped to 1.6 million from 1.7 million.

"One of the problems with the data is that [MRI researchers] are asking people to report on what they thought they read when they think they read it," said Steve Lerch, Campbell Mithun vp, manager of print media. Another challenge is that MRI results often don't reflect those magazines read outside of the home.

In an effort to further refine its data, MRI is in the midst of developing a new form of measurement that tracks readership via a microchip embedded in the pages of a magazine. The chips, called tags, send radio signals to a reader located nearby. Such technology, called radio frequency identification, is already used by retailers such as Wal-Mart to track store inventory.

RFID tracking will allow for better assessment of readership especially in public places such as doctors' offices. MRI will begin testing the RFID technology with its employees in January 2006 and then extend the tests to its clients by third quarter.

Publishers applaud the company's efforts. "We're glad they are testing this because we want to make sure MRI captures all readers, in-home and out-of-home," said Janine Scolpino, publisher of *Guideposts*, whose audience dropped 12 percent to 7.4 million.

Jay Mattlin, MRI vp of new ventures, warned that there would be limitations involving the use of RFID. "We could see how many times the book was read, but we won't necessarily know who's reading it, or if the same person was reading it more than once," he explained. The technology would still have to be combined with in-person interviews to accurately report statistics like household income and age.

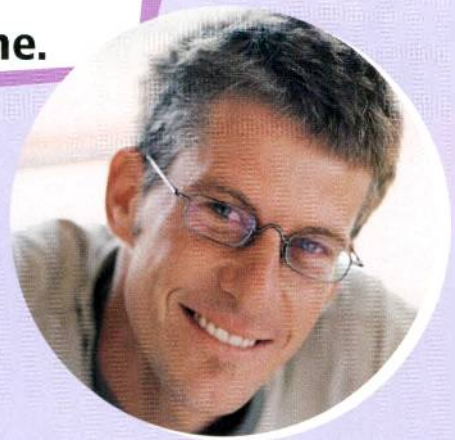
While some publishers hope that the chips also would be able to track the amount of time spent on each page, thus measuring time readers allotted to ads versus editorial, Mattlin said MRI would only embed the tags in a few magazine pages.

"Maybe the front cover and the back cover, but we can't do them all," he said, noting that too many radio waves would cause interference between the chips. —SDS



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Next Issue July '05

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BY MARC BERMAN



Giving It Away

I PROMISED MY PARENTS I WOULD TAKE THEM TO SEE A TV SHOW TAPING THE NEXT TIME they were in town. And while New York is not the capital of TV tapings (Los Angeles has lots more choices), there are enough to choose from. In fact, in the past, I've taken other family members to shows such as

The View, *Live! With Regis and Kelly* and *The Late Show With David Letterman*. And I've been to several others, including *Oprah* and *The Tonight Show With Jay Leno*, when they came to town for special tapings. I also saw the must-avoid sitcom *Hope & Faith* (which I thought would never end because guest star Regis Philbin could not remember his lines). Although you can also stand in the street if you're an early riser and catch a glimpse of NBC's *Today* show, ABC's *Good Morning America* and CBS' *The Early Show*, that's, well, too touristy.

It used to be, whomever I brought along to these shows would be excited to see a celebrity, and—because I have interviewed many of these hosts and they remember me—maybe even meet one after the show. So, on this recent visit by my parents a few weeks ago, we decided to see a taping of *The Tony Danza Show*. But, instead of wondering who the guests might be, my father's only concern was what he would be taking home with him. "What will we get?" he asked me repeatedly.

Huh?

Once upon a time, being in the studio audience was about seeing the show. Regardless of whether or not you cared for the guests, it was the host you wanted to see. No one was thinking about gifts they would be given. In fact, giving gifts to the audience was never the norm. But thanks to a brilliant public relations maneuver that has changed the

way we both watch and attend talk shows, *Oprah* opened her 19th season last fall by giving each of the 276 audience members a new Pontiac G6 midsize 2005 sports sedan.

"Everyone gets a car! Everyone gets a car!" screamed a booming Oprah. The crowd was whipped into a frenzy, and so was the media. Needless to say, as well as GM, she got a lot of mileage out of that one.

While I credit Oprah and the folks behind her program for taking the already top-rated daytime talk show and giving it a tremendous boost, I also blame them for the now-bloated expectations that have come as a result of it.

When I attended a taping of Rosie O'Donnell's show five years ago, not only did I have a great time, I received a bag of goodies including Yodels, Rosie's traditional Koosh ball and a classy watch. That was a totally unexpected bonus. When I walked into Tony Danza's studio two weeks ago, I half expected to hear an energetic announcer scream, "Marc Berman and his parents from Florida, come on down!"

Instead, we had a nice time watching Danza interview Patrick Swayze and Robert Kennedy Jr. We got to speak to Tony during

a commercial break, then got our photo taken with him after the show. That should have impressed my parents, right? No. They wanted stuff. And all they got was a book called *Decorating Junk Style*.

Last year, they might have been satisfied with the book. But since Oprah handed out her cars, *Regis and Kelly*, *Ellen DeGeneres* and *The View* have all jumped on the bandwagon, and the art of a successful talk show has morphed into *The Price Is Right*. Especially during a sweeps period, when producers want to pull in more viewers, it's nothing to hand out DVD players, trips, appliances, jewelry and more to audience members. Maybe if Jane Pauley handed out expensive goodies, her show would not be fading to black at the end of the summer.

I understand the purpose of the occasional episode where a needy individual is awarded a slew of freebies. But now expectations are extreme. And unless she hands out new houses in September, I don't know

how Oprah can possibly top what she did last fall. Thanks to Queen O, the novelty of attending a talk show taping doesn't seem like much unless you need a truck to take your gifts home.

Next season, hostess extraordinaire Martha Stewart will be smack in the middle of the Big Apple and in front of an audience as host of *Martha*, her new NBC Universal talk show.

I'm already planning to take

in her show the next time my parents are in town. Like the good hostess she is, Martha will not let her guests go away empty-handed. And, in order to increase our chances, I'll make sure our visit is during a sweeps period!

I credit Oprah for taking the already top-rated talk show and giving it a boost, but I also blame her for bloated expectations.

Do you agree, or disagree, with Mr. TV? Please e-mail mberman@mediaweek.com and let him know if you would like your response published in an upcoming issue.

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