

Highlighted Weekly Ratings for February 28th 2005

Cheaters	2.0
Cheaters Strip (M-F)	4.8
Dr. Phil	5.9
Jeopardy!	8.4
Judge Joe Brown	5.4
Judge Judy	8.2
Maximum Exposure	1.8
Montel Williams	2.8
Oprah	8.9
Unexplained Mysteries	1.6
Wheel of Fortune	9.9

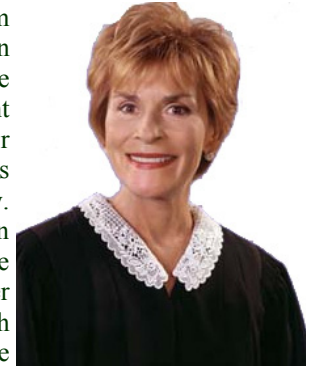


Congratulations to Alex Paen and all of our friends at *Animal Rescue* on their 2nd consecutive Daytime Emmy nomination! *Animal Rescue* showcases the noble efforts of everyday people helping troubled animals all over the world. Currently in its 8th syndicated season, *Animal Rescue* has been renewed for its 9th. For 10 second spot pricing and availability please contact Susan Ramsey-Abeyta.

Emmy Winners will be announced May 20th, so keep your fingers crossed!

Judge Judy Reigns Supreme

Renewed through 2008, Judge Judy Sheindlin continues to shatter her own records. *Judge Judy* has been the highest rated courtroom series for the last 24 consecutive major sweeps periods in household and key female demographics and has recently hit the milestone of having the #1 courtroom show for 400 straight weeks! Currently in her ninth season there are no signs of her slowing down – in fact her ratings regularly tie and often surpass those of the Queen of Daytime Television herself, Oprah Winfrey. For someone who was looking forward to a quiet retirement in Florida ten years ago, Judy Sheindlin has certainly made a name for herself as a no-nonsense force in both the ratings arena and her small claims court. While she can be very stern and upfront with the litigants that have their cases heard in her courtroom, she always aims to be fair in hopes of guiding those that come before her towards resolutions, not only in their disagreements, but in their lives as well. During the course of hearing a case, Judge Judy will often take the time to counsel people about the larger picture in order to get their lives back on track. Perhaps her true nature and way of deliberating comes across in her wardrobe choice. With her judicial robe and trademark lace collar, Judy Sheindlin shows that she is an authority figure, but also has a softer side that wants to help people through their legal matters not only with the knowledge of the law but with compassion and humanity.



Syndication's 2004 Revenue on the Rise

As reported in *The New York Times* on November 30, 2004, syndication revenues for the first nine months of 2004 increased by 17.3%. This was the strongest gain in television and the third highest among the 17 measured media. As can be seen below, the growth was no fluke and is steady across the quarters.

	Syndicated TV Revenues		
	2004	2003	Increase
1 st Quarter	\$947,801,570	\$812,110,270	16.7%
2 nd Quarter	\$977,125,220	\$825,461,070	18.4%
3 rd Quarter	\$973,548,260	\$833,416,240	16.8%
Total	\$2,898,475,050	\$2,470,987,580	17.3%

Source: TNS Media Intelligence/CMR

Syndication Day 2005: Meeting the Demands of a Growing Industry

The Syndicated Network Television Association (SNTA) put in a lot of hours between this year and last to prepare for its expanded Syndication Day 2005. The conference includes a series of presentations by major syndicated companies and is designed for advertisers, agency media buyers and planners. SNTA members Buena Vista Television, King World Media Sales, NBC Universal Television, Paramount Advertiser Services, Tribune Entertainment Company, Twentieth Television, and Warner Brother's Domestic Television Distribution all be participated in Syndication Day 2005 along with Entertainment Studios and MGM. In addition to its regular activities in New York and Los Angeles on March 10th and March 24th, the SNTA added a full day of activities in Chicago on March 21st. Along with the expanded activities in Chicago, this year the SNTA introduced the Planners Summit, which is an abbreviated session for planners, who are an essential part of the syndication process but are oftentimes unable to dedicate an entire day due to the heavy demands on their schedules. In each city the Planners Summit is scheduled from 4 p.m.-5 p.m. and followed by an evening reception. With a full schedule in three major locations and new specialized events, the SNTA hopes to build upon the success of last year's conference that reached over 900 media buyers, greatly boosting sales and no doubt contributing to the growth of revenue in syndication.

Martha, Martha, Martha!!

Some may have characterized the offerings at NATPE this year as a bit lean, but that is not to say there were no hot topics of conversation. For an individual who was very recently incarcerated and not allowed to conduct business, Martha Stewart created a lot of buzz and has put herself back on the map with not one, but two new shows. With Mark Burnett at the helm, NBC Universal is offering up for syndication, *Martha*, a revamped version of Stewart's former show, *Martha Stewart: Living*. Burnett, creator of *Survivor* and *The Apprentice*, is making the leap into daytime television with Stewart and aims to show her more personable side. As her former show displayed a distinct decline in the ratings in its last five years, the goal of this version is a more fun and interactive show in the vein of *Oprah* and the *Rosie O'Donnell Show*. In addition to a studio audience and celebrity guests, this reincarnation will periodically show Martha outside the confines of the studio, engaging with the general public. Also, with Martha's stint in the penitentiary, the former image of the perfect homemaker is a thing of the past, the hope being that television audiences will be able to relate to her more easily.

The Donald is not getting fired, only franchising *The Apprentice*, the hit show that has made him a household name again. Under the guidance of Trump and Burnett, Stewart will host *The Apprentice: Martha Stewart*. It looks like prison may have been the career boost Martha needed and it seems that she is poised to have a comeback even bigger than The Donald's!

Nancy Full of Grace?

Or perhaps, she is not. Nancy Grace, with her self-titled show on the revamped CNN Headline Prime lineup, is rumored to be quite a handful behind the scenes. Apparently her well known abrasive on air persona is not an act. But it looks like executives at CNN will gladly look the other way as she has worked wonders for the fledgling time slot. In its first month, *Nancy Grace* has averaged 472,000 viewers, which is more than double last year's average for the time period. Other notable news is that the viewership for Adults 25-54, has also doubled from 82,000 to 164,000. *Nancy Grace* airs Monday—Friday at 8 p.m. EST.

Wheel of Fortune Has Hit the Jackpot



In order to further meet advertisers' demand of *Wheel of Fortune*, television's #1 syndicated series, a new sponsorship opportunity is now available. With the growth of the Digital Video Recorder (DVR), advertisers have to be more savvy with their dollars, as it become easier for television audiences to skip over advertisements entirely. While this has proven much more difficult with 10 second spots as they are oftentimes embedded into programming, Sony Pictures Television has taken this idea even further with its Jackpot Sponsorship. By ordering the Jackpot Sponsorship, your logo will remain on-screen for 20 seconds during actual game play, in addition to your 10 second spot being securely placed within the Jackpot Round—virtually guaranteeing the message will not be missed! For information regarding pricing and availability, please contact Richard Storrs.

Some Good, Bad and Fuzzy News About Syndication

~ a commentary by Richard Storrs

Trying always to be the optimist, I have been contemplating this section of the newsletter so long that it actually postponed its production three weeks! I intended to write a section giving some definitive and meaningful follow-up on the results of NATPE, but a month and a half later, the news is mixed. So, let me attempt to drive down this foggy road and make a few observations through the mist.

First, we all can see the condition of the current syndication marketplace. *Good Day Live* and *Home Delivery* have been pulled and most of the fledgling programs launched in September 2004, with the exception of *The Insider*, are either complete ratings disasters or very much on the fence. If things go as they have in the past, it should be a bonanza of new programming to be launched into the "seller's market" for 2005/06. So, what has been launched?

Answer is: Not much! How can this be? So far, most distributors are staying quiet about their new launches. Last year at this time we had no less than five programs with firm "gos" under their belts. This year *Tyra Banks*, *A Current Affair*, and *Judge Alex* seem to be the front runners, but there are so many more slots that appear to be open with nothing to fill them. A recent article quoting a major station group showed great concern that the industry did not bring enough quality product to the market. Wow, how things change in just a year.

An interesting quote from a *MediaPost* article comes from a media buying executive who says "The problem for syndication is that there doesn't seem to be many good time periods left. The *Access Hollywood's*, *The Judge Judy's*, *The Oprah's* on down all have a lock on the best time slots, so it's difficult to premiere a new show."

As the major studios kicked off the upfront season during the annual SNTA conference, the syndication marketplace seems to be the place to advertise. According to the association's President, Mitch Burg, syndication has grown 16%, to \$3.9 billion over 2003. In addition, he states that the viewership is up 5.2%, making it a "one-two" knockout punch! Both of these quotes bring good news to the established shows, which are going to get better and be worth more (look for more double runs of the tried and true). This is great news in an industry that continues to fragment.

However, it is going to continue to be tough to launch new shows. In these days of instant gratification, we all need to have a little more patience to see how a new show will do. We need to look for the "diamonds in the rough" and stick with them, as hard as that may sound. This will give small independent syndicators, who have the wear-with-all to go market to market, a chance to compete in this market fraught with consolidation.

Time will tell, but a little good, a little bad, and a little confusing news...nothing is truly predictable, that's why they call it "life."