

sold some satellite rights to programs, although Worldvision's Cohen acknowledged still believing that "with few exceptions," it's not the time to "dump" product. "All of the events, all of the new technologies, are going through early growth stages. There's far more advantage to seeing the direction, hanging tight as the European market emerges in new directions. It's absolutely essential that every distributor protect its rights, both language and, where possible, territorial rights," Cohen said.

For now, other than ongoing deals with several-year-old Sky Channel, the newer U.K.-based super channel and a handful of others including Luxembourg's RTL Plus, the most active satellite buyer at MIPCOM was probably the Scandinavian Scansat, which is due to launch as an advertiser-supported service at the beginning of the year on a British satellite and expects by next fall to take the two channels on the medium-power direct broadcast satellite, Astra, of Luxembourg.

Among recent Scansat deals have been series and film purchases from 20th Century Fox, ABC, Columbia, New World and Disney, where, according to Edward Borgerd-

ing, managing director of sales and marketing for Buena Vista International, the satellite channel signed in recent weeks a three-year deal for five hours a week of Disney feature films, television movies and series.

The uncertainty over Europe's satellite business and France's direct broadcast satellite service in particular, was brought home at MIPCOM at a press conference called by British media owner Robert Maxwell. Maxwell, who was to be on the French satellite scheduled for launch next spring through his substantial holdings in France's TF-1 national channel, scolded the French government for what he characterized as a failure to "resolve commercial problems that face us and others who want to buy channels" and threatened to move to the Astra project instead, buying six transponders on the Luxembourg medium-power satellite scheduled to launch next September.

According to Maxwell and others, the four potential programmers for the service—French channels TF-1, A2, LA 5 and M6—will drop out of the venture if the annual transponder fee is not dropped further from its approximately \$12.5-million-a-year lev-

el (even though it has already been cut from an original \$20 million per year). Transponder fees on Astra are between \$4.5 million and \$7.5 million, while fees on the low-power French satellite are just over \$4 million a year.

Complaining to reporters of an "unacceptable confusion in government policy," Maxwell said, "I have been committed for a long time to a French solution, but if there is no other means, I will sign with Astra. France will be stranded with a very expensive satellite and will not be able to use it."

Maxwell, whose satellite TV ventures already include film channel Premiere, MTV Europe in a joint venture with Viacom and British Telecom and a just-announced 30% partnership in a French-language pay film channel, TV Club Belgium, said he would take those services to Astra, while offering the other three channels to rival Murdoch's Sky Channel, a children's channel and a sports service.

Despite the confusion, Astra is moving ahead with its own launch and promotion plans, detailing them in a press conference in Cannes. Among the more likely channels would be the two taken by the Scandinavian

## Four in a row for you-know-who

NBC's the winner for the fourth week of the season (ended Oct. 18), but it's the first time for ABC to take second place, thanks, in part, to the broadcast of World Series games one and two.

According to Nielsen figures for households, NBC won the week with an 18.4 rating and a 30 share. ABC took second place with a 15.0/25, beating CBS's 13.4/22. (For week three, it was CBS in second with a 15.1/25, and ABC third with a 13.4/22. NBC won that week with a 16.1/27.)

The AGB figures also put ABC in second place, but by a much slimmer margin. AGB gave NBC the week with an 18/30, while ABC edged out CBS by 0.1 rating point, 13.4/23 over 13.3/22.

For evening news, according to Nielsen figures, it was the *CBS Evening News* on top, beating out the competition with an 11.6/23. ABC came in second with a 10.2/20. NBC had a 9.7/20. (For week three, the *CBS Evening News* took first place with an 11.4/23 over

NBC's 9.5/20 and ABC's 9.2/18.)

The top four programs on both Nielsen's and AGB's charts are *The Cosby Show*, *A Different World*, *Cheers* (all NBC), and ABC's *Growing Pains*. NBC's *Night Court* and ABC's *Who's the Boss?* trade fifth and sixth places on the two charts.

Seventh place, on Nielsen, was NBC's *Sunday Night Movie, Right to Die*, but AGB has the same movie ranked 30th. In its place, AGB lists NBC's *Golden Girls*. (*Golden Girls* came in 11th on Nielsen.)

ABC's *Moonlighting* took eighth place on AGB and 10th on Nielsen. The second game of the World Series came in ninth on the AGB list and eighth on Nielsen. Game seven of the National League playoffs came in ninth on Nielsen.

NBC's *Newhart* pulled in to 10th place on the AGB list, and 15th on Nielsen.

The season premiere of NBC's *L.A. Law* ranked 12th on the Nielsen

### Nielsen

| Rank | Show                      | Network | Rating/Share |
|------|---------------------------|---------|--------------|
| 1.   | Cosby Show                | NBC     | 30.0/49      |
| 2.   | Different World           | NBC     | 26.7/43      |
| 3.   | Cheers                    | NBC     | 25.3/40      |
| 4.   | Growing Pains             | ABC     | 24.6/38      |
| 5.   | Night Court               | NBC     | 23.2/38      |
| 6.   | Who's the Boss?           | ABC     | 22.6/36      |
| 7.   | NBC Sunday Night Movie    | NBC     | 22.0/34      |
| 8.   | World Series, game 2      | ABC     | 21.9/34      |
| 9.   | N.L. Championship, game 7 | NBC     | 21.1/35      |
| 10.  | Moonlighting              | ABC     | 21.0/32      |
| 11.  | Golden Girls              | NBC     | 20.3/36      |
| 12.  | L.A. Law                  | NBC     | 20.2/35      |
| 13.  | ALF                       | NBC     | 19.9/31      |
| 14.  | World Series, game 1      | ABC     | 19.2/35      |
| 15.  | Newhart                   | CBS     | 19.2/29      |
| 16.  | N.L. Championship, game 6 | NBC     | 19.0/32      |
| 17.  | Family Ties               | NBC     | 19.0/28      |
| 18.  | My Two Dads               | NBC     | 18.8/27      |
| 19.  | 60 Minutes                | CBS     | 18.7/32      |
| 20.  | Valerie's Family          | NBC     | 18.4/28      |
| 21.  | Hooperman                 | ABC     | 17.9/27      |
| 22.  | Head of the Class         | ABC     | 17.8/28      |
| 23.  | Dallas                    | CBS     | 17.7/30      |
| 24.  | Kate & Allie              | CBS     | 17.6/27      |
| 25.  | NBC Monday Night Movies   | NBC     | 17.5/28      |

| Rank | Show                    | Network | Rating/Share |
|------|-------------------------|---------|--------------|
| 26.  | Country Music Awards    | CBS     | 17.3/28      |
| 27.  | Perfect Strangers       | ABC     | 16.8/27      |
| 28.  | 227                     | NBC     | 16.6/29      |
| 29.  | Murder, She Wrote       | CBS     | 16.5/25      |
| 30.  | Hunter                  | NBC     | 16.3/31      |
| 31.  | Knots Landing           | CBS     | 15.8/27      |
| 32.  | Amen                    | NBC     | 15.8/28      |
| 33.  | Dynasty                 | ABC     | 15.2/26      |
| 34.  | Beauty and the Beast    | CBS     | 15.2/27      |
| 35.  | World Series, pregame 2 | ABC     | 15.1/25      |
| 36.  | Falcon Crest            | CBS     | 15.1/28      |
| 37.  | Slap Maxwell Story      | ABC     | 14.5/23      |
| 38.  | Jake and the Fatman     | CBS     | 14.4/22      |
| 39.  | Magnum, P.I.            | CBS     | 14.3/22      |
| 40.  | Miami Vice              | NBC     | 14.3/24      |
| 41.  | CBS Sunday Movie        | CBS     | 14.1/21      |
| 42.  | Frank's Place           | CBS     | 13.8/22      |
| 43.  | N.L. Champ., pregame 7  | NBC     | 13.5/23      |
| 44.  | Facts of Life           | NBC     | 13.5/25      |
| 45.  | Thirtysomething         | ABC     | 13.3/23      |
| 46.  | World Series, pregame 1 | ABC     | 13.1/25      |
| 47.  | 20/20                   | ABC     | 13.0/23      |
| 48.  | Monday Night Football   | ABC     | 12.9/23      |
| 49.  | Equalizer               | CBS     | 12.7/22      |
| 50.  | Law and Harry McGraw    | CBS     | 12.6/22      |
| 51.  | N.L. Champ., pregame 6  | NBC     | 12.4/21      |
| 52.  | Wiseguy                 | CBS     | 11.9/19      |
| 53.  | Oldest Rookie           | CBS     | 11.9/19      |
| 54.  | Disney Sunday Movie     | ABC     | 11.6/19      |
| 55.  | Houston Knights         | CBS     | 11.5/18      |

| Rank | Show                      | Network | Rating/Share |
|------|---------------------------|---------|--------------|
| 56.  | Our House                 | NBC     | 11.3/18      |
| 57.  | Rags to Riches            | NBC     | 10.6/19      |
| 58.  | Tour of Duty              | CBS     | 10.4/17      |
| 59.  | Full House                | ABC     | 10.0/18      |
| 60.  | I Married Dora            | ABC     | 10.0/18      |
| 61.  | Private Eye               | NBC     | 9.8/18       |
| 62.  | ABC Thursday Night Movie  | ABC     | 8.6/14       |
| 63.  | Charmings                 | ABC     | 8.1/13       |
| 64.  | Sledge Hammer             | ABC     | 7.7/12       |
| 65.  | My Sister Sam             | CBS     | 7.0/13       |
| 66.  | Max Headroom              | ABC     | 6.2/11       |
| 67.  | Funny, You Don't Look 200 | ABC     | 6.1/10       |
| 68.  | Leg Work                  | CBS     | 5.6/10       |
| 69.  | Everything's Relative     | CBS     | 5.6/10       |
| 70.  | West 57th                 | CBS     | 5.2/10       |

### AGB

| Rank | Show                 | Network | Rating/Share |
|------|----------------------|---------|--------------|
| 1.   | Cosby Show           | NBC     | 28.4/48      |
| 2.   | Different World      | NBC     | 25.9/43      |
| 3.   | Cheers               | NBC     | 25.4/42      |
| 4.   | Growing Pains        | ABC     | 23.7/38      |
| 5.   | Who's the Boss?      | ABC     | 23.5/38      |
| 6.   | Night Court          | NBC     | 23.1/39      |
| 7.   | Golden Girls         | NBC     | 22.2/39      |
| 8.   | Moonlighting         | ABC     | 20.6/32      |
| 9.   | World Series, game 2 | ABC     | 20.3/32      |
| 10.  | Newhart              | CBS     | 20.1/32      |