



Continue to Improve It's Time Period!

Improves HH and key demo shares year to year



Mon 7-8p	HH R/S	Share			
		A18-49	A25-54	W18-49	W25-54
Feb '00	6/10	10	10	13	12
Feb '01	7/11	11	11	14	14
% Growth	+17%/ +10%	+10%	+10%	+7%	+17%

Source: NSI Feb '00, Feb '01

7th Heaven is also #1 During Monday Night Time Period
in RW 18-49 and RW 25-54

Station	Program	Start	RW18-49	RW25-54
KWGN	7th Heaven	7:00p	7	7
KDVR	Boston Public	7:00p	6	5
KMGH	ABC Monday Night Movie	7:00p	6	7
KCNC	King of Queens	7:00p	6	6
KCNC	Yes Dear	7:30p	5	5
KTVD	Moesha	7:00p	2	2
KTVD	The Parkers	7:30p	1	1

Source: NSI Feb '01