



7th HEAVEN **MONDAY PRIME** ROSWELL



Time	KWGN	KCNC	KMGH	KUSA	KTVD	KDVR
7-8p	7 th HEAVEN	King Of Queens Yes Dear	Monday Night Football	Daddio Tucker	Moesha The Parkers	Boston Public
8-9p	ROSWELL	Raymond Becker		Dateline	The Hughley's Girlfriends	Ally McBeal

- The most successful show on the WB!
- Named "Best Family Show" by TV Guide
- Has tripled it's original ratings and continues to grow!
- Dominates in key women demos - W18-49 & W25-54
- Don't be fooled by May stunting and specials- 7th Heaven has a proven and successful track record in the Fall.



- Great success for the show in its new time period!
Roswell grew 1 full rating point every week on in May!
+75% from week 1 to week 3!
- Roswell produced by former X-Files executive, has a similar following. Both mainstream and cult viewers love this show!
- Excellent Lead-In from 7th Heaven!
- Superior counter programming to down trending Monday Night Football.

4th Quarter '00 Estimates

Time	HH	A18-34	W18-34	A18-49	W18-49	A25-54	W25-54
7-8p	9.0/12	5.0/10	5.5/11	5.5/10	7.5/14	5.5/10	8.0/15
8-9p	5.5/7	5.0/11	4.0/9	5.0/9	4.0/8	5.0/8	4.5/8

Rationale: 7-8p May '00 to Nov '99 HUT/PUTs
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