



DAWSON'S CREEK **WEDNESDAY PRIME** *felicity*



Time	KWGN	KCNC	KMGH	KUSA	KTVD	KDVR
7-8p	<i>DAWSON'S CREEK</i>	The Bette Show Welcome to N.Y	Who Wants to be a Millionaire	Titans	Seven Days	Malcolm in The Middle Don't Ask
8-9p	<i>felicity</i>	CBS Wednesday Movie	Drew Carey Spin City	The West Wing	Star Trek Voyager	The Street

In its first three seasons, Dawson's Creek has grown to be more than a critically acclaimed drama about young adults in search of their own identities. Dawson's Creek remains The WB's top-rated program among female teen viewers, and shares the honor with Charmed as the network's #1 show among females 12-34.

- Wednesday night is the focus of the WB Network with the relaunch of Dawson's and Felicity.
- Dawson's will have a stronger lead-in with Spin City.
- Dawson's Creek will have the most established prime program in time period with all new programming on the other stations
- Beverly Hills 90210 series finale build up hurt...but now expect a large percent of those viewers to shift to Dawson's Creek.
- Millionaire is down drastically in A1834 which is Dawson's core demo, expect that trend to continue.

Felicity remains a signature show for the WB making an indelible impression on viewers and critics alike. Returning for its third season on The WB with 11 consecutive original episodes, then a 13-week break followed by 11 additional weeks of originals, Keri Russell delivers a consistently heartfelt performance that earned a Golden Globe Award for Best Actress in a TV Drama Series in 1999.

- With a strong lead-in fro Dawson's Creek and a perfect compliment for Wednesday Night expect Felicity to hold Dawson's Creek shares.
- WB's first golden globe winner moves to Wednesday Night with a more compatible lead-in from Dawson's Creek.
- Felicity is the only proven young adult alternative program in the time period.

4th Quarter '00 Estimates

<u>Time</u>	<u>HH</u>	<u>A18-34</u>	<u>W18-34</u>	<u>A18-49</u>	<u>W18-49</u>	<u>A25-54</u>	<u>W25-54</u>
7-8p	5.0/8	5.5/15	7.5/18	4.0/11	5.0/13	3.5/8	4.0/10
8-9p	5.0/8	6.5/15	8.0/18	5.0/11	6.0/13	4.0/8	5.0/10

Rationale: 7-8p Oct '99 Dawson's Creek Actuals "when Beverly Hills 90210 did not air due to major league baseball playoffs"

Rationale: 8-9p Oct '99 Felicity Actuals