



Sabrina

FRIDAY PRIME

Gross Pointe



Time	KWGN	KCNC	KMGH	KUSA	KTVD	KDVR
7-8p	Sabrina	The Fugitive	Two Guys & a Girl People who Fear	Providence	Freedom 9	Freakylinks
8-9p	Gross Pointe					

Sabrina the Teenage Witch joins the WB on an all new TGIF. The hit series will be a perfect fit for the WB and continue its strong performance with young adults. As the number one show among female teens. The WB can expect continued success with Sabrina.

- The already popular show Sabrina is the perfect anchor show for WB's all new Friday night.
- Sabrina is a proven performer, averaging a 13 HH share in prime time!
- As the other networks cater only to older demos, the WB Friday should have instant success!
- New and inventive story lines will heighten Sabrina's appeal. She's off to college with a new roommate. (TV's Punky Brewster-Soleil Moon Frye).

What do you get when one of TV's most successful producers takes a satirical look back at the very genre that made them famous? The answer: Grosse Pointe. Darren Star, the creator/producer of Sex in the City, Melrose Place and Beverly Hills 90210, has culled his years of experience in a hilarious look behind the scenes of one of TV's hottest hits: in this case, the fictitious primetime soap, Grosse Pointe.

- Perfect show to follow Sabrina
- Fabulous executive producer with a proven track record!
- Older skewing competition on Friday
- A favorite with critics of the 2000 Television Critics Tour!

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	8.0/12	7.0/15	8.0/19	6.0/14	8.0/16	6.0/14	7.0/17
8-9p	5.5/8	6.0/12	7.0/15	5.0/11	5.0/10	5.5/11	6.0/11

Rationale: Sabrina: Nov '99 Actual Fri 8-9p Sabrina

Rationale: Grosse Pointe: Est 80% retention of Sabrina's est shares x TP HUT/PUTs