



<u>Time</u>	<u>KWGN</u>	<u>KCNC</u>	<u>KMGH</u>	<u>KUSA</u>	<u>KTVD</u>	<u>KDVR</u>
7-8p	Buffy the vampire slayer	JAG	Who Wants to be a Millionaire	Michael Richards 3rd Rock	UPN Night at the Movies	That 70's Show Titus
8-9p	ANGEL	60 Minutes II	Dharma & Greg Geena	Frasier DAG		Dark Angel

As it enters its fourth season, Buffy the Vampire Slayer continues to dominate ratings as The WB's highest rated show with viewers 12-34. Consistently named as one of the primetimes best dramas, Buffy has been hailed as the coolest show on television by "Rolling Stone".

- Tuesday has lots of unproven competition. The Michael Richards show and Geena are already rumored in trouble.
- Competition from Millionaire at 7pm for younger demos is no longer a factor.
- Other competition like JAG, skews very old! (68% of their audience is 50+)!
- Tuesday night on the WB remains unchanged while our competition struggles to find the right programs!
- Don't be fooled by May! Even against AV's game, Buffy grew her share year to year!

With its debut last season as the WB's highest rated new program, Angel quickly became more than just a spin-off, but a hit series in its own right, ranking #1 for the WB in male teens, and tying Buffy for the top slot among males 12-34.

Old skewing competition.
52% of 60 Minutes II audience is 50+.

- Dark Angel is unproven! Don't forget Fox's "Brimstone" which had dismal results.
- Angel keeps it's strong Buffy lead-in!
- Angel continues to maintain Buffy share!
- Stable and unchanged from Fall '99, The WB Tuesday is sure to grow again year to year!

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: 7-8p May '00 to Nov '99 pj with shares adjusted to reflect year to year share growth.
Rationale: 8-9p May '00 to Nov '99 pj with shares adjusted to reflect year to year share growth.