



6-6:30pm

Prime Access



Time	KWGN	KCNC	KMGH	KUSA	KTVD	KDVR
6-6:30p	F.R.I.E.N.D.S	News	News	News	Judge Judy	Drew Carey

- Friends grew book to book other than in May where shares dropped slightly due to 9 Avalanche playoffs, out of 20 total sweep days.*

- In Jul '99, Friends returned to its growth mode achieving a 12 HH share.

F.R.I.E.N.D.S

Trends

Period	HH Shr	A18-49 Shr	A 25-54 Shr
Nov '98	10	14	14
Feb '99	11	17	14
* May '99	9	14	12
Jul '99	12	18	15
Growth May '99 to Jul '99	+22%	+29%	+25%

- KMGH replaced Jeopardy with news and lost 8 HH share points year to year . (16 shr to 8 shr) Friends, in the time period, gained 4 share points year to year. (7 shr to 12 shr).
- Simpsons is no longer at 6p and KDVR stands to lose that loyal audience.

Fall '99 Estimates						
HH	A 18-34	W 18-34	A 18-49	W18-49	A 25-54	W25-54
7/12	8.0/24	11.0/33	6.5/19	8.5/25	5.5/16	7.5/20

Rationale: Jul '99 shr x Nov '98 HUT/PUT's.