

MEMO



TO: Distribution

DATE: November 12, 1987

FROM: Dawn Abel

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SUBJECT: STAR TREK: THE NEXT GENERATION
October 1987 Results

GENE RODDENBERRY

The books are in for the October 1987 sweep period and the results are nothing short of phenomenal for STAR TREK: THE NEXT GENERATION. Both Nielsen (24 markets) and Arbitron (31 markets) tell the same story, STAR TREK: THE NEXT GENERATION is going where no show has ever gone before.

Presented below and on the following page is a summary of STAR TREK: THE NEXT GENERATION original episode performance versus last year in both households and young adult demos. Additionally, attached is a market-by-market household summary page with household rating cumes as well as the Apollo sheets for both services.

NSI SUMMARY

Overall average - STAR TREK: THE NEXT GENERATION increased its station's time period delivery by an average +100% to +300% across-the-board versus last year.

	---HH---		-----DMA RATING-----					
	<u>RTG</u>	<u>SHR</u>	<u>WOMEN</u> <u>18-34</u>	<u>WOMEN</u> <u>18-49</u>	<u>WOMEN</u> <u>25-54</u>	<u>MEN</u> <u>18-34</u>	<u>MEN</u> <u>18-49</u>	<u>MEN</u> <u>25-54</u>
OCT 1986 VARIOUS	3	7	3	2	2	2	2	2
OCT 1987 STAR TREK: TNG	7	15	6	6	6	7	8	8
Avg Rating Point Increase	+4	+8	+3	+4	+4	+5	+6	+6
% Increase:	+133%	+114%	+100%	+200%	+200%	+250%	+300%	+300%

STAR TREK: THE NEXT GENERATION October 1987 Results
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Looking at the key dayparts (prime time, access and early fringe) STAR TREK: THE NEXT GENERATION shows stength in all.

	---HH---		-----DMA RATING-----					
	RTG	SHR	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	MEN 18-34	MEN 18-49	MEN 25-54
<u>PRIME TIME (7 Markets)</u>								
OCT 1986 VARIOUS	4	7	3	3	3	2	2	3
OCT 1987 STAR TREK: TNG	9	16	7	7	8	8	9	9
Avg Rating Point Increase	+5	+9	+4	+4	+5	+6	+7	+6
% Increase:	+125%	+129%	+133%	+133%	+167%	+300%	+350%	+200%
<u>ACCESS (11 Markets)</u>								
OCT 1986 VARIOUS	3	7	3	2	2	2	1	1
OCT 1987 STAR TREK: TNG	7	15	5	5	5	8	8	7
Avg Rating Point Increase	+4	+8	+2	+3	+3	+6	+7	+6
% Increase:	+133%	+114%	+67%	+150%	+150%	+300%	+700%	+600%
<u>EARLY FRINGE (4 Markets)</u>								
OCT 1986 VARIOUS	3	7	1	2	1	2	1	1
OCT 1987 STAR TREK: TNG	5	12	4	4	4	4	4	5
Avg Rating Point Increase	+2	+5	+3	+2	+3	+2	+3	+4
% Increase:	+67%	+71%	+300%	+100%	+300%	+100%	+300%	+400%

One final note: STAR TREK: THE NEXT GENERATION increased its station's year ago household delivery in every market except Pittsburgh where it tied. The same is true of the adult demos. Each and every demo in each and every market either increased or tied its station's historical rating delivery except in one case (Boston in prime time with Men 25-54 where they fell 1 rating point).

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ARBITRON SUMMARY

Arbitron confirms the story. Looking at the thirty-one (31) Arbitron markets, STAR TREK: THE NEXT GENERATION increases its station's year ago delivery by +114% to +600% among households and the key young adult demographics.

	---HH---		DMA RATING					
	RTG	SHR	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	MEN 18-34	MEN 18-49	MEN 25-54
OCT 1986 VARIOUS	3	7	2	2	2	1	2	2
OCT 1987 STAR TREK: TNG	7	15	6	5	6	7	7	7
Avg Rating Point Increase	+4	+8	+4	+3	+4	+6	+5	+5
% Increase:	+133%	+114%	+200%	+150%	+200	+600%	+250%	+250%

While Arbitron shows a couple of instances where selected women demos are down off October 1986 (Washington D.C., Baltimore and Nashville) no market shows decreases in either household or men demographic ratings.

If you have any questions, I can be reached at x4613.

DA/d1

cc: R. Berman	T. Mazza
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Attachment
1580/3

STAR TREK: THE NEXT GENERATION (Original)
 NSI October 1987

RANK	MARKET	STATION	TIME PERIOD	PROGRAM	OCT '86		-OCT '87-		% CHANGE IN SHARE
					HOUSEHOLD RTG	SHR	HOUSEHOLD RTG	SHR	
#1	New York	WPIX/I	SU 8PM	LIFESTYLES	4	5	10	14	+180%
#2	Los Angeles	KOOP/I	SU 5PM	MOVIE/BTLESTAR	4	8	9	18	+125%
#3	Chicago	WPWR/I*	SA 6PM	DRM GRL/DNC FVR	1	3	7	13	+333%
#4	Philadelphia	WTAF/I*	SA 7PM	SML WNDR/THROB	6	12	9	18	+ 50%
#5	San Francisco	KEHK/I*	SA 10PM	TED KNIGHT/CHECK	1	3	7	14	+367%
#6	Boston	WCVB/A	SA 8PM	LF-LUCY/E BUR	11	19	13	23	+ 21%
#7	Detroit	WKBD/I*	SA 10PM	COSMOS	2	4	7	11	+175%
#8	Dallas	KTXA/I*	SA 6PM	THROB/IT'S LVNG	2	5	7	14	+180%
#9	Washington, DC	WDCA/I*	SA 6PM	SML WDR/NW GDGT	2	4	5	11	+175%
#10	Houston	KHTV/I*	SA 6PM	IT'S LVNG/MAMA	3	6	9	17	+183%
#11	Cleveland	WUAB/I*	SA 7PM	1 BG FM/MAMA	3	7	5	12	+ 71%
#12	Atlanta	WGNX/I*	SU 6PM	FAME	4	8	10	18	+125%
#14	Seattle	KCPQ/N	SA 7PM	SISK/Q13	5	11	11	21	+ 91%
#15	Minneapolis	KITN/I*	SA 6PM	SNG 2/SISK	1	4	3	7	+ 75%
#16	Miami	WCIX/I	SA 7PM	THROB/WHT COUN	4	8	7	14	+ 75%
#17	Pittsburgh	WPTT/I*	SA 5PM	STREETHAWK	3	10	3	9	- 10%
#18	St. Louis	KMOV/C	SA 10:30PM	STAR TREK	5	15	9	24	+ 60%
#19	Denver	KWGN/I	SA 6PM	FAME	5	10	12	23	+130%
#22	Baltimore	WBFF/I*	SA 6PM	SOLID GOLD	2	6	3	10	+ 67%
#28	Kansas City	KSHB/I*	SA 6PM	THROB/1 BG FM	2	6	7	16	+167%
#29	Cincinnati	WXIX/I*	FR 9PM	MOVIE	3	4	9	15	+275%
#30	Milwaukee	WGVV/I*	FR 7PM	MOVIE/DISNEY	2	4	6	12	+200%
#33	New Orleans	WNOL/I*	SA 6PM	SOLID GOLD	2	5	4	8	+ 60%

*UHF Independent
 ST001/1

STAR TREK: THE NEXT GENERATION (Original & Repeat Cume)
 NSI October 1987

<u>RANK</u>	<u>MARKET</u>	<u>STATION</u>	OCT '86 <u>-HH- CUME</u>	OCT '87 <u>-HH- CUME</u>	<u>% CHANGE</u>
#1	New York	WPIX/I	9	18	+100%
#2	Los Angeles	KOOP/I	8	13	+ 63%
#3	Chicago	WPWR/I*	2	10	+400%
#4	Philadelphia	WTAF/I*	6	13	+167%
#5	San Francisco	KBHK/I*	4	12	+200%
#6	Boston	WCBB/A			
#7	Detroit	WKBD/I*	8	14	+ 75%
#8	Dallas	KTXA/I*	5	11	+120%
#9	Washington, DC	WDCA/I*	5	10	+100%
#10	Houston	KHIV/I*	6	14	+133%
#11	Cleveland	WUAB/I*	4	6	+ 50%
#12	Atlanta	WGNX/I*	8	16	+100%
#14	Seattle	KCPQ/N	6	15	+150%
#15	Minneapolis	KITN/I*	2	4	+100%
#16	Miami	WCIX/I	7	11	+ 57%
#17	Pittsburgh	WPTT/I*	5	8	+ 60%
#18	St. Louis	KMOV/C			
#19	Denver	KWGN/I			
#22	Baltimore	WBFF/I*	3	10	+233%
#28	Kansas City	KSHB/I*			
#29	Cincinnati	WXIX/I*			
#30	Milwaukee	WCGV/I*	4	8	+100%
#33	New Orleans	WNOL/I*	5	10	+100%

*UHF Independent
 ST001/3

STAR TREK: THE NEXT GENERATION (Original)

ARB October 1987

RANK	MARKET	STATION	TIME PERIOD	PROGRAM	OCT '86		OCT '87		% CHANGE IN SHARE
					HOUSEHOLD RIG	SHR	HOUSEHOLD RIG	SHR	
#1	New York	WPIX/I	SU 8PM	LIFESTYLES	5	8	7	12	+ 50%
#2	Los Angeles	KCOP/I	SU 5PM	MOVIE/BILESTAR	5	11	8	16	+ 45%
#3	Chicago	WPWR/I*	SA 6PM	DRM GRL/DNC FVR	1	3	6	12	+300%
#4	Philadelphia	WTAF/I*	SA 7PM	SML WNDR/THROB	6	12	8	16	+ 33%
#5	San Francisco	KEHK/I*	SA 10PM	TED KNIGHT/CHECK	1	3	6	12	+300%
#6	Boston	WCVB/A	SA 8PM	LF-LUCY/E BUR	11	19	11	21	+ 11%
#7	Detroit	WKBD/I*	SA 10PM	COSMOS	4	6	9	16	+167%
#8	Dallas	KTXA/I*	SA 6PM	THROB/IT'S LVNG	4	8	6	12	+ 50%
#9	Washington, DC	WDCA/I*	SA 6PM	SML WDR/NW GDGT	4	10	5	12	+ 20%
#10	Houston	KHTV/I*	SA 6PM	IT'S LVNG/MAMA	3	6	6	13	+117%
#11	Cleveland	WUAB/I*	SA 7PM	1 BG FM/MAMA	3	7	9	16	+129%
#12	Atlanta	WGNX/I*	SU 6PM	FAME	2	5	8	22	+340%
#13	Minneapolis	KTIN/I*	SA 6PM	SNG 2/SISK	<<	<<	3	8	+INF
#14	Tampa	WTOG/I*	SU 6PM	IT'S LVNG/CHCKR	1	3	6	12	+300%
#15	Seattle	KCPQ/N	SA 7PM	SISK/Q13	4	11	15	32	+191%
#16	Miami	WCIX/I	SA 7PM	THROB/WHT C	3	6	5	11	+ 83%
#17	Pittsburgh	WPTT/I*	SA 5PM	STREETHAWK	1	4	3	8	+100%
#18	St. Louis	KMOV/C	SA 10:30PM	STAR TREK	3	10	7	21	+110%
#20	Sacramento	KTXL/I*	SA 7PM	MOVIE	3	7	7	14	+100%
#22	Baltimore	WBFF/I*	SA 6PM	SOLID GOLD	2	7	5	16	+129%
#23	Hartford	WTRX/I*	SU 6PM	SML WDR/T. KNT	2	4	4	10	+150%
#24	Indianapolis	WXIN/I*	SA 7PM	FAME	2	4	5	10	+150%
#26	Portland, OR	KPTV/I	SA 7PM	SOLID GOLD	4	8	11	24	+200%
#28	Kansas City	KSHB/I*	SA 6PM	THROB/1 BG FM	2	5	8	19	+280%
#29	Cincinnati	WXIX/I*	FR 9PM	MOVIE	2	3	9	14	+367%
#30	Milwaukee	WGV/I*	FR 7PM	MOVIE/DISNEY	3	5	9	18	+260%
#32	Nashville	WCAY/I*	SA 6PM	GMME-BRK/FACTS	3	7	3	7	NC
#33	Columbus, OH	WITE/I*	SA 7PM	HEE HAW	4	12	6	14	+ 17%
#41	Memphis	WMKW/I*	SA 6PM	GMME-BRK/FACTS	3	8	4	10	+ 25%
#44	Providence	WNAC/I	SA 7PM	TED KNIGHT/MAMA	1	2	4	10	+400%

*UHF Independent
ST001/2

STAR TREK: THE NEXT GENERATION (Original & Repeat Cume)
ARB October 1987

<u>RANK</u>	<u>MARKET</u>	<u>STATION</u>	OCT '86 <u>-HH- CUME</u>	OCT '87 <u>-HH- CUME</u>	<u>% CHANGE</u>
#1	New York	WPIX/I	9	13	+ 44%
#2	Los Angeles	KOOP/I	9	12	+ 33%
#3	Chicago	WPWR/I*	2	10	+400%
#4	Philadelphia	WTAF/I*	6	11	+ 83%
#5	San Francisco	KBHK/I*	3	10	+233%
#6	Boston	WCVB/A			
#7	Detroit	WKBD/I*	11	17	+ 55%
#8	Dallas	KTXA/I*	8	11	+ 38%
#9	Washington, DC	WDCA/I*	8	10	+ 25%
#10	Houston	KHIV/I*	6	11	+ 83%
#11	Cleveland	WUAB/I*	4	12	+200%
#12	Atlanta	WGNX/I*	6	11	+ 83%
#13	Minneapolis	KITN/I*	<<	5	+INF
#14	Tampa	WTOG/I*	4	8	+100%
#15	Seattle	KCPQ/N	5	16	+320%
#16	Miami	WCIX/I	6	8	+ 33%
#17	Pittsburgh	WPTT/I*	2	7	+250%
#18	St. Louis	KMOV/C			
#20	Sacramento	KTXL/I*			
#22	Baltimore	WBFF/I*	3	12	+300%
#23	Hartford	WTXX/I*	3	7	+133%
#24	Indianapolis	WXIN/I*	2	7	+250%
#26	Portland, OR	KPTV/I	5	14	+180%
#28	Kansas City	KSHB/I*	6	13	+117%
#29	Cincinnati	WXIX/I*			
#30	Milwaukee	WOGV/I*	5	11	+120%
#32	Nashville	WCAY/I*	5	7	+ 40%
#33	Columbus, OH	WITE/I*	6	11	+ 83%
#41	Memphis	WMKW/I*	3	7	+133%
#44	Providence	WNAC/I	2	6	+200%

*UHF Independent
ST001/4

WE'RE NOT JUST AHEAD OF OUR TIME. WE'RE AHEAD OF PRIMETIME.

WHEN IT COMES TO ATTRACTING MEN,
NO SHOW ON TELEVISION CAN MATCH THE
POWERFUL APPEAL OF **STAR TREK:**
THE NEXT GENERATION. NOT *60 MINUTES.*
NOT *CHEERS.* NOT *ROSEANNE.* NOT
EVEN *MONDAY NIGHT FOOTBALL* COULD
KEEP PACE AS WE SWEEPED THE FIELD IN
NOVEMBER. IF YOU NEED AN EFFECTIVE WAY
TO REACH A LOT OF MEN, YOUR SHIP HAS
COME IN. WE SUGGEST YOU BEAM ABOARD.

Source: NTL, NIS Ranking Reports, November 1991 sweep, AAA Ratings.
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STAR TREK: TNG VS. NETWORK PRIME
(ALL PROGRAMS)
MEN 18-49

STAR TREK: TNG

14.6

MONDAY NIGHT FOOTBALL

13.9

+5%

CHEERS

12.8

+14%

ROSEANNE

12.7

+15%

COACH

11.6

+26%

60 MINUTES

10.7

+36%

STAR TREK
THE NEXT GENERATION

