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NATPE • MIAMI BEACH

TUESDAY, JANUARY 22, 2019

GLOBAL: BUYERS, SELLERS

BY KRISTIN GALLAGHER

Once again this year, NATPE exhibitors are convening in Miami to acquire or sell content, connect with clients, and foster new relationships. With companies representing more than two dozen countries, 2019's crop of exhibitors is reflective of the conference's wide global reach.

For example, companies such as Rabbit Films, one of the largest independent

See 'BUYERS' Page 6

INVESTORS MONITOR TV PACE

BY KRISTIN GALLAGHER

NATPE kicks off strong today with its iconic annual market forecast session: *How Wall Street Watches TV*, as industry analysts take a close look behind the scenes of an industry dealing with a year of rapid change. Moderated for a second year in a row by James Marsh, senior VP and Lionsgate's head of investor relations, the panel today aims to dissect the reasons for such dramatic change.

See 'INVESTORS' Page 4



PHOTO BY ALEX MATEO

JP Bommel, NATPE CEO and president, and iconic TV personality Tyler Perry joined forces Monday in advance of NATPE's opening today. The multi-hyphenated Perry—author, producer, director, actor—is also a mentor to industry hopefuls who admire his numerous talents and pursuits. As part of a pre-conference event yesterday, he shared some of his thoughts with students and young professionals aspiring to careers in entertainment and media.

SYNDI'S SIZZLE MARKET

BY CATHY CORCORAN

Here in Miami Beach, a celebratory mood has infused the syndication marketplace, as buyers choose from a veritable smorgasbord of new offerings. After years of program drought, the vibe is decidedly upbeat among programmers and syndicators gathering under the palm trees at NATPE this week.

Whatever happens in the

See 'SYNDI' Page 10-11

Hosted by
Meredith Vieira

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Lionsgate has promoted Agapy Kapouranis to President of International Television & Digital Distribution. She succeeds Lionsgate veteran Peter Iacono, who has decided to leave the studio to become CEO of TravelCadabra. During her seven years with Lionsgate, Kapouranis structured a broad range of complex global and regional licensing deals. They range from films, TV series, including alternative programming formats, and Starz original programming, to digital and linear plat-

See 'AT DEADLINE' Page 4

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AT DEADLINE... AT DEADLINE... AT DEADLINE...

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Agapy Kapouranis

forms around the world. A versatile, well-rounded executive with broad experience in the subscription video-on-demand (SVOD), electronic sell-

through (EST) and transactional video-on-demand (TVOD) space, Kapouranis joined Lionsgate in 2011. She first served as senior VP of Television & Digital Distribution and was based in Paris for four years. In that capacity, she closed global digital EST deals with Apple, Xbox, PlayStation, and Google. She was later promoted to executive VP of Worldwide Subscription Video on Demand, the position she held until her latest promotion...

An on-air news team—Court TV anchors Secma Iyer, Julie Grant, and Vinnie Politan—has signed on for the relaunch of Court TV in May. **Katz Networks**, part of The E.W. Scripps Company, is promising the new Court TV will be devoted to live,

gavel-to-gavel coverage, in-depth legal reporting and expert analysis of the nation's most important and compelling trials. To run 24 hours a day, seven days a week, it will be carried on cable, satellite, over-the-air, and over-the-top. Examples of coverage, had Court TV been up and running in 2018: the State of Pennsylvania v. Bill Cosby; the sentencing of Larry Nassar, the USA Gymnastics doctor found guilty of criminal sexual conduct; Illinois v. Jason Van Dyke, who was a Chicago police officer caught on tape shooting an unarmed African-American man; and the Bret Kavanaugh Confirmation Hearing. For 2019, plans are underway to cover such high-profile and breaking news trials as California v. Robert Durst,



Jonathan Katz

who rose to national prominence in the HBO documentary *The Jinx* and is charged with the murder of a long-time friend.

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INVESTORS WEIGH IN ON FORECASTING 2019 MARKET TRENDS

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EXTRA EXTRA spoke with some of the panelists as they speculated about the reasons for the industry's accelerated pace. For Marsh, evolving consumer behavior in the consumption of media could be one explanation. "Consumers seem to be the ones pushing this change," he says. Newcomers such as digital providers and disruptive technology under development are among the drivers of the industry. Marsh's proprietary survey of industry analysts will serve as a guide for the program.

For panelist Amy Yong, analyst, Macquarie, the rapid acceleration of change appears to be in large part due to a "multi-year consolidation wave" and the open-ended question about how the consolidation—current and future—may shape the industry moving forward. In addition, the rising number of streaming services has investors looking to see which of these services will be successful, and whether international players may infiltrate the traditional media market and disrupt that ecosystem.

Because being ahead of the game as an investor is often a positive, Marsh says that some of the most important changes are ones that no one is talking about yet. He cited the realignment of content production from traditional libraries to direct-to-consumer media as something that may influence the change.

Panelist Michael Nathanson, founding partner of MoffettNathanson, agreed. For example, the impending launch of Disney +, Disney's new digital streaming service that will combine an archive of its original programming and new original

programming, has fueled considerable speculation. "The question is 'how successful will they be?'" he reflects.

In an already robust streaming market, investors are watching Disney's new venture, the impact on linear channels, and other media companies' competitive response. Whether it be invest-



James Marsh, senior VP, Head of Investor Relations

ing more in core business, developing new businesses such as direct-to-consumer, or driving efforts to consolidate, investors have yet to evaluate those strategies, the analysts agree.

For example, if a company cuts back on its core business while investing in new product lines, will the investors give credit for the new investments or focus on the loss of the core business? Marsh cites Disney as a good example of this conundrum.



Michael Nathanson, Founding Partner

Disney's TV ecosystem wants to align its content with direct-to-consumer content, but the question is one of cost. Will investors look at a possible short term negative income impact as an opportunity cost or something else? In a fiercely competitive market, "You have the best of the best trying to do this all at the same time," Marsh says.

When competition fuels change that occurs at such a rapid speed, challenges and risk abound. "How do you monetize eyeballs?" is always the question—a question not easily answered, Yong says.

Nathanson notes that "uncertainty is rising" because, while mergers and acquisitions have made recent headlines, not much other activity or innovation has occurred. Another challenge, he points out, is the explosion of change within the industry that has made it a complex entity. "You run the risk of investors throwing up their hands and not wanting to invest in the sector because it's too complicated," he explains.

In addition to citing the drivers of change and market challenges, Marsh's survey results will reveal the media players who analysts believe to be most at risk in this changing landscape. Last year, that answer was cable networks, but as Yong says, "in a convergence situation, it's unclear who will be king and queen in the next decade."

The panel's analysts are expected to also offer insights as to the future of the overall media industry and what investors may be looking at moving forward.

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Source: Nielsen NSS (NNTV); Live+SD; 09/03/18 - 12/30/18; Weekend daytime political newsmaker programs; Persons 2+

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BUYERS, SELLERS UNITE GLOBAL MARKET

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production companies in its home territory of Finland and third-time NATPE attendee, has expanded its global footprint with its Los Angeles-based Rabbit USA recently launching its first series, *Ultimate Expedition* for YouTube Premium.

"We have a strong focus towards our content's global growth, which means we attend the industry's key markets to cherish and grow our client relationships with face-to-face meetings intercontinentally," explains Jonathan Tuovinen, Rabbit Film's head of international.

In a world where global connections can be fostered through email, instant messaging, and video conferencing, nothing seems to replace a handshake when it comes to doing business. It's that face-to-face interaction that has Phoenix-based BMG Global returning to NATPE Miami for the second time, this year to license its catalog of family-friendly and faith-based content and acquire additional content in the same genres.

Luis Villanueva, president and CEO of the Miami-based Somos Group, agrees that NATPE Miami helps foster business relationships in this industry. "We never underestimate the convenience of a single place to meet and greet our partners." Comprised of executives who have attended NATPE since even before the company was formed in 2017, the team

opportunity to meet with station programmers for its barter syndicated series. "The international side of NATPE seems to grow every year and allows us an opportunity to meet buyers," explains Cassie Yde, president. With divisions in domestic syndication, U.S. cable/digital/international sales and in-flight entertainment, it's the company's prime opportunity to meet with station programmers and one of its most important annual meetings to address buyers, Yde says.

An active participant of NATPE Miami for several years, ABS-CBN, a Philippines-based company, is exploring the global market with a focus on the Latin American region in 2019. "We are looking forward to opening up new territories with our dramas that will surely cross borders and boundaries," says Wincess Gonzalez, sales head for Latin America and Asia. Among their offerings this year are top-rated shows *Betrayal*, *The Blood Sisters*, and *Asintado*.

The broad

Vanessa Shapiro, president, worldwide TV distribution and co-production. The company is hunting for projects and partners to collaborate on big event series featuring top talent that can co-exist with its high-profile program *Narcos*, about drug kingpins, such as the infamous Pablo Escobar, now in its fourth season.

Lise Romanoff, managing director and CEO worldwide sales for Vision Films, based in Marina Del Rey, CA, shares the enthu-



Snow White Christmas

to Miami's allure, and exhibitors who repeatedly attend NATPE Miami benefit from its sunny and warm southern location. "This is my 10th visit to NATPE and the weather in Miami in January obviously keeps me coming back," shares Danny Fenton, CEO, Zig Zag Productions. Looking to meet with buyers and distributors from Latin America, his UK-based company is selling a new game show, *The Tower*.

Yet, not everyone is selling content. Film Florida, a not-for-profit entertainment production trade association, is planting its flag at the conference to represent its coalition of interests from private industry, local film commissions, and educational institutions to sell folks on the Sunshine State as an ideal location for TV and film production and executive headquarters.

Narcos for kicking off the new year at NATPE, "We have been attending NATPE since 1997. We do a lot of business in the USA and Canada with broadcasters, as well as Latin America and NATPE is a good way to start making sales in the new year," she says.

Long time NATPE-goers have found that the annual foray into the marketplace cements relationships built over the years. For more than 15 years, Los Angeles-based MarVista Entertainment has been attending NATPE Miami to engage with partners across Latin America. "Our goals have remained the same for quite a few years now: To have the opportunity to meet with both existing and potentially new partners across all platforms. "We want to get a clear understanding of the content they are looking for to fit with their programming strategies in order for us to fulfill their needs by curating content for them. This approach has worked for us well and keeps partners coming back to us," shares Fernando Szew, CEO.

For many, weather is also a factor



Living Treasures of the Yucatan

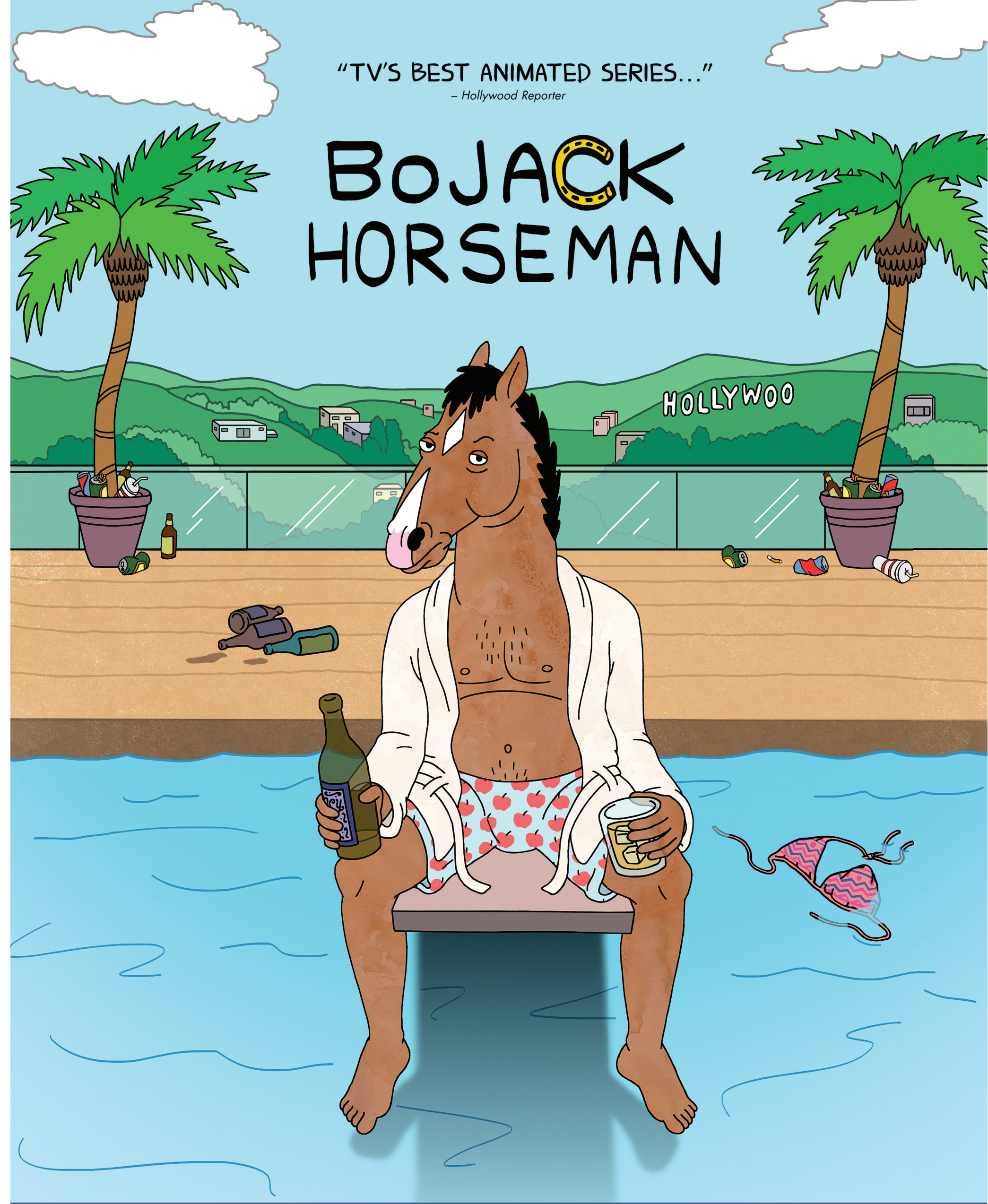


Lady's Farm

considers the event as a kickoff of the year's activities. This year, Somos has a new slate of Turkish dramas, including *Lady's Farm* and *Fallen Apart*, and is looking for originally produced films in Spanish and branded animation for its channel Semillitas, airing commercial-free animated programming for children ages 0-5 in the U.S., the Caribbean, and Central America.

A NATPE veteran since 1989, Television Syndication Company (TVS) sees NATPE Miami as the best

brush access to the Latin American market is an undeniable benefit for attendees of NATPE Miami, agree programming executives. Conference veteran and California-based Gaumont Distribution TV, recognizes this access as crucial to its strategy. "NATPE is our first opportunity of the year to meet with our U.S. and Latin American buyers and partners. It is the start of an exciting year for us, as we will be able to share news about our first Latin American co-production," says



"TV'S BEST ANIMATED SERIES..."

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SCENE & HEARD



Alberto Marzan, Founder & CEO- Afrolife; Michelle A. Ray, Executive Director-Walter Kaitz foundation; Sue-Ann Robinson Caddy- Robinson Caddy Law; Russell Motley, Editor in Chief-MIA Media Group



Cassie Yde, TVS president, first row in red scarf, with her team, clockwise, Barbara DeMaio, Operations Manager; Brooke Smith, Executive Assistant/Inflight Sales; Mary Joyce, International Sales Executive; and Lisa Romine, Syndication Sales Executive



Mort Marcus and Ira Bernstein, Co-Presidents, Debmar-Mercury



NATPE Interns.



Felix Sanchez, National Hispanic Foundation; Benjamin Lobato, Del Desierto Films Inc.; Nicole Bernard, NATPE Board of Directors; Eric Deggans, NPR



Byron Allen, Founder, Chairman, and CEO of Entertainment Studios; Esai Morales, Actor & Producer; Pamela Silva Conde, Journalist, Co-anchor of Primer Impactor; and Tyler Perry, Producer, Director, Actor and Screenwriter

A special event, Living the Dream, held Monday featured Tyler Perry as keynote speaker and a panel of writers, producers, and on-camera talent. NATPE and its co-sponsoring agencies are committed to increasing diversity in the industry. *Entertainment Tonight* host and panel moderator Nischelle Turner said that having a diverse group of people both in front of and behind the camera is not only the right thing to do, it's the profitable thing to do. Esai Morales, *NYPD Blue* actor and now show runner for USA's *Queen of the South* series, said last year, the TV series *Empire* (about a multi-generational black family) made more than \$124 million in advertising revenues for The Fox Network. Advising would-be show creators, he said, "Let the business guys know they're going to make money on a good show about blacks or Latinos. They'll listen." - Cathy Corcoran



HOT SYNDICATION MARKET SIZZLES INTO 2019 FORECAST...

CONTINUED FROM PAGE 1

broadcast market, the audience's demand for quality programming will always be there, industry experts agree. "The syndication market is changing at a breakneck pace, and the past couple of years have been chaotic with all the media mergers and acquisitions," says Frank Cicha, executive VP Programming for Fox TV Stations. "When the dust settles on these big deals, we'll all have a chance to sit back and get a good look at new opportunities for programming." He adds, "I'll say one thing: It sure keeps life interesting."

To summarize: Twentieth Television is offering game show *25 Words or Less* with TV veteran Meredith Viera as host; NBC Universal is bringing *The Kelly Clarkson Show* and *Judge Jerry* (with Jerry Springer) to market in 2019; Disney ABC is offering *The Tamron Hall Show*, starring the former *The Today Show* co-host; CBS Television Distribution has a new one-hour talk show, *Breakthrough with Dr. Steve Perry*; Sony Pictures Television is bringing *The Mel Robbins Show*, with motivational speaker and best-selling author Mel Robbins as host; MGM has two new syndicated strips, *Personal Injury Court* and *The Drama*; and Entertainment Studios is presenting the half-hour *World's Funniest Weather*.

In addition to new shows, returning favorites include *Page Six*, *Top 30* and *Dish Nation* from Twentieth Television, *Dr. Oz* and *Matter of Fact* from Sony Pictures Television, and *Caught in Providence* from Debmarm-Mercury.

Based on a board game, *25 Words*

helped seal the deal, says Cicha. "We tested 15 episodes of *25 Words or Less* in several markets this past summer and it did well. It was well produced and it made sense for us economically because we can gang produce a week's worth of episodes at once," says Cicha. "We're hoping we have a winner here."

This month, Fox is also testing *Breakthrough With Dr. Steve Perry* from CBS Television Distribution. Airing in eight markets, the one-hour show features educator Dr. Steve Perry, who is founder and principal of Capital Preparatory Magnet School in Hartford, Ct. The school has sent 100 percent of its predominantly low-income, minority, first generation high school graduates to four-year colleges every year since its first class graduated in 2006. His non-prof-



25 Words or Less

it organization, Capital Preparatory Schools, also operates charter schools in Harlem and the Bronx. An education advisor to Oprah Winfrey, Perry is the author of the best-selling *Push Has Come To Shove: Getting Our Kids The Education They Deserve*.

NBC Universal is bringing the one-hour *The Kelly Clarkson Show*, scheduled to air as the lead-in to *Ellen* on NBC-owned stations.

Clarkson, who first hit the national scene in 2002 when she won the inaugural season of *American Idol*, has gone on to win three Grammy Awards and sell more than 25 million albums. In addition to her new talk show, she will continue as coach for season 15 of NBC's four-time Emmy Award-winning series, *The Voice*.

"With Kelly's cross-generational appeal and extraordinary ability to understand and connect with viewers, we're confident that *The Kelly Clarkson Show* will have something for everyone," says Paul Telegdy, Co-Chairman of NBC Entertainment.

Also from NBC Universal is *Judge Jerry* with host Jerry Springer. The daily, first-run half-hour court program will debut in national syndication in fall 2019.

The iconic Springer will take a seat behind the judicial bench where he'll settle disputes on actual cases from real people. "I finally get to put my law degree to use after all these years," Springer says. "For the first time in my life, I am going to be called 'honorable.'"



Kelly Clarkson, *The Kelly Clarkson Show*

Over at Disney ABC, daytime talker *The Tamron Hall Show* has cleared the ABC-owned Television Stations Group for fall 2019. Hall came up through the journalistic ranks, first as a news reporter for 10 years at WFLD-Chicago, later on Investigation Discovery's *Deadline: Crime with Tamron Hall*. She was a co-host on NBC's *The Today Show* from 2014-2017.

"Tamron is refreshingly authentic and approachable," says Wendy McMahon, president, ABC Owned Television Stations Group. "She genuinely cares about people, their struggles and their triumphs. We know she'll connect with our audiences in a personal and positive way."

Sony Pictures Television has cleared a one-hour talk show, *The Mel Robbins Show*, on Tribune Broadcasting stations for fall 2019. A former criminal defense attorney in New York City, Robbins is the author of *The 5 Second Rule: Transform Your Life, Work, and Confidence with Everyday Courage*. She is also the creator of the Audible Original series *Kick Ass With Mel Robbins*.

MGM's half-hour syndicated strip, *Personal Injury Court*, features Judge Gino Brogdon presiding over highly-charged personal injury cases.

The show boasts the highest cash payouts in the history of court shows.

Also from MGM is *The Drama*, which features audience members who submit questions via social media about the drama in their lives—in relationships, parenting, work, love, and finances.

After Entertainment Studios bought the Weather Channel earlier this year, the group decided to develop a new half hour that meshes the media conglomerate's two biggest strengths, comedy and weather. Developed by the producers of NBC's *Most Outrageous Moments*, *World's Funniest Weather* is a compilation of video clips from home videos and local and national news media. Entertainment Studios' Andrew Temple says, "This show puts the mud, sweat and tears of laughter into daytime TV. It's funny, relatable, and family-friendly."

Stacey Schulman, Chief Marketing Officer at Katz Media Group, says that she's happy to see so

...PENT UP DEMAND FUELS NEW SHOWS!

CONTINUED FROM PAGE 10



Tamron Hall, *The Tamron Hall Show*

many new shows, especially considering the slim offerings in the past few years. She would recommend several to local stations. "But," she says, "we have to take into account what other programs they're running in which day parts. What's the lead-in show? What's coming on after the new show?" She might recommend a daytime talk show for one market and a court show for another. "Every market is a little different," she says.

Then there's the problem of available time. Affiliate stations get most of their programming from the networks, and usually have only one or two spots available for new shows.

Mort Marcus, co-president of Debmarm-Mercury, says, "This year, there's some pent-up demand, so it's good that there are so many new shows." His company produces and distributes *The Wendy Williams Show*, the Steve Harvey-hosted *Family Feud*, Tyler Perry's *House of Payne* and *Meet the Browns*, along with *Are We There Yet?* starring Ice Cube.

Marcus says that the syndication business has changed dramatically with network O&Os acting as syndicators, and station groups—especially independents—producing and distributing their own programming.

Fox's Frank Cicha says, "We create new shows because we have to. We just have more space to fill."

Fox and Debmarm-Mercury are currently collaborating on two widely-anticipated new shows: one, a multicultural magazine-type show, *Central Avenue*, designed to appeal to a younger hipper audience; the other a court show, *The Jerry O'Connell Show*, that will debut as part of the successful *Wendy Williams Show*.

Cicha says that his goal is to air fresh new programming every week of the year. Under his direction, Fox has tested new shows during the summer and this month is testing *Breakthrough with Dr. Steve Perry* in eight markets.

First runs from CBS Television Distribution include *Face the Truth*, where host Vivica A. Fox leads a panel that includes an attorney, a psychologist, and a life coach who helps real people find solutions to real problems. The audience also weighs in

on solutions. The show premiered last September on the CBS O&Os and other station groups. Ms. Fox continues to star on Fox Network's fifth season of *Empire*.

In first-run broadcast, NBCUniversal has *Steve, Access, Access Live, Maury, The Jerry Springer Show* and *The Steve Wilkos Show*. The division distributes the retro TV broadcast network Cozi TV and weekend syndicated series *On the Money* and *Open House*.

ABC Disney's first-run offerings include *Live with Kelly and Ryan, Who Wants to be a Millionaire?* and *Right This Minute*. Off-net offerings are *Castle, Wipeout* and *Black-ish*.

Two first-run court shows from MGM are Lauren Lake's *Paternity Court* and *Couples Court with the Cutlers*. Judge Lauren Lake presides over highly emotional paternity cases and uses DNA results to make her decisions. Judges Keith and Dana Cutler,



Ella Purnell, *Sweetbitter*

the first ever married couple to preside over a TV courtroom, tackle relationship disputes using high-tech evidence.

From Sony Pictures Television, first-run shows include the second season of *Police Patrol* and the tenth season of *Dr. Oz*. Off net shows include *The Goldbergs, Seinfeld*, and *King of Queens*.

First run offerings from Warner Bros. Domestic Television Distribution include *The Ellen DeGeneres Show, The Real, TMZ, TMZ Live, Extra, Judge Mathis* and *The People's Court*. Their off-network shows are *The Big Bang Theory, Mom, Mike & Molly, Two and a Half Men, 2 Broke Girls* and *Friends*.

Endemol Shine North America is offering season 2 of magazine show *Page Six*, and has also announced a partnership with Essence magazine. The two are teaming up to explore opportunities in national syndication for a daily series aimed at an ethnically diverse female audience. Details to follow.

From Lionsgate comes *Sweetbitter*, a half-hour drama featuring a young woman's coming-of-age,

set against the backdrop of exclusive restaurants; *Vida*, which focuses on two Mexican-American sisters from the Eastside of Los Angeles; *The A List*, a drama about the dark secrets behind a seemingly-idyllic summer camp; supernatural thriller *The Rook*; period piece *The Spanish Princess*; *Florida Girls*, a drama that follows four girlfriends who are partying below the poverty line in Small Town, Florida, and *M.D. Live*, a show that helps real people find answers to their medical diagnoses. Lionsgate calls *M.D. Live*, "An unprecedented television event."

Entertainment Studios is presenting first-run comedy shows *Funny You Should Ask* and *Comics Unleashed*, and five court shows: *America's Court with Judge Ross, Supreme Justice with Judge Karen, Justice with Judge Mablean, Justice for All with Judge Christina* and *The Verdict with Judge Hatchett*.

"The beauty of syndicated strip shows is that they're practically DVR-proof," says Debmarm-Mercury's Marcus. "These days less than half the viewers for many network shows are actually watching the shows live. They DVR them, then fast-forward through the commercials when they watch. With syndicated shows, nearly 95 percent of our viewing is live. That's a big plus for advertisers."

"Everyone knows that broadcast TV tends to skew a little older," Katz Media Group's Schulman says, "but that's not necessarily a bad thing. Our data on purchasing behavior shows that 50-year-olds are still core consumers for our advertisers. They're working, many of them remotely from home, where the TV is on during the day. Many of them have adult children and grandchildren living with them, and they're taking care of their own



Dr. Steve Perry, *Breakthrough with Dr. Steve Perry*

parents, too. These people are buying goods and services for the entire life spectrum—everything from luxury cars to baby food. And they're watching broadcast TV."



Mel Robbins, *The Mel Robbins Show*

or Less pits teams of celebrities and civilians against one another with teams offering clues using 25 words or less. Distributed by Twentieth Television, it will air on Fox TV stations nationally. "I don't need 25 words to say how excited I am to host this fabulous game," Viera says. "I'm betting that everyone will love playing along."

Market research and Viera's experience as a longtime host of *Who Wants to be a Millionaire?*



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