



THE MYERS REPORT

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No Recession Looming For Network Audiences

JANUARY 22, 2001 – At a time when many Americans are growing concerned about preserving their incomes, the average income of most network audiences is growing. In fact, the median household income for the audiences of 40 of the 46 commercial broadcast and cable networks measured by Nielsen increased between the fourth-quarter of 2000 and the fourth-quarter of 1999, according to a new report from Zenith Media.

Some networks, particularly cable news channels, whose election year coverage attracted a more upscale viewer base, boosted their median age at double-digit rates.

The report dispels some myths about the affluence of some networks, says Zenith senior VP-director of strategic resources Greg Liebman: "E!, MTV, Comedy are networks that are not considered affluent, but they are more affluent than networks that are perceived to have an affluent audience."

DAILY BRIEFING

The FCC Friday issued a report and order in its first periodic review of

Most Affluent Audience (Median Household Income: \$60K+)	
West Wing	NBC
Ally McBeal	Fox
Will & Grace	NBC

Source: TN Media analysis of Oct.-Nov. 2000 Nielsen data. Base: Adults 18+.

the digital TV transition. Among other things, the commission affirmed the controversial 8-VSB modulation system of the DTV transmission standard, concluding that "there is no reason to revisit" use of an alternative DTV standard. In a separate move, the agency granted cable "must-carry" rights to a digital-only TV station, WHDT-DT, Stuart, Fla. ● AOL Time Warner Friday announced a new organizational structure for its America Online unit. Among the appointments, was the promotion of Myer Berlow to president of worldwide interactive marketing from president of interactive marketing. Berlow, who has been mentioned as a contender to helm a centralized AOL Time Warner sales organization, will be responsible for building AOL's global advertising

commerce and partner relationships, the company said. Also at AOL, Jan Brandt was named vice chair-chief marketing officer from president of marketing. ● We Media Inc. Friday filed a trademark infringement suit against General Electric and its NBC unit and Cablevision Systems and its Rainbow Media and American Movie Classics units, which jointly own We Women's Entertainment, the former Romance Classics channel that they are now promoting as "WE" and "We Media." We Media Inc. said it is seeking damages in excess of \$200 million. ● The Radio Advertising Bureau Friday announced plans for a series of electronic invoicing and EDI (electronic data interchange) sessions during the Feb. 1-4 RAB 2001 conference in Dallas.

CORRECTION: The median age of Disney Channel's fourth-quarter 2000 audience was 12.4, not 17.4, according to a TN Media analysis of data from Nielsen Media Research (TMR Jan. 15.)

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Median Household Incomes Of Fourth-Quarter Network Average Audiences (% Change From 4Q 1999)

Fox News	HGTV	CNN	Food	TV Guide	Family	Game Show
\$62,203 +32%	\$56,461 +3%	\$52,336 +19%	\$47,499 -9%	\$45,421 +10%	\$42,765 +12%	\$35,277 -8%
Bravo	VH1	Comedy	Discovery	Weather	CBS*	TNN
\$62,191 +21%	\$55,744 +12%	\$52,233 +2%	\$47,305 +1%	\$45,013 -3%	\$41,262 +10%	\$35,168 +22%
MSNBC	ESPN2	Cartoon	Nickelodeon	TBS	TV Land	BET
\$60,68 +23%	\$55,202 +15%	\$50,116 +26%	\$46,104 +9%	\$44,912 +15%	\$40,127 +22%	\$29,405 +10%
E!	History	Fox*	A&E	AMC	USA	Odyssey
\$59,825 +12%	\$54,976 +8%	\$49,808 +10%	\$45,983 +1%	\$44,896 +11%	\$38,900 +5%	\$26,122 -37%
ESPN	MTV	Travel	FX	Animal PI	WGN	
\$59,291 +11%	\$53,165 +10%	\$49,147 -2%	\$45,830 +4%	\$44,542 +1%	\$38,483 +2%	
Headline News	NBC*	TLC	ABC*	TNT	Lifetime	
\$57,461 +3%	\$53,152 +9%	\$48,691 +5%	\$45,821 -3%	\$43,076 +13%	\$37,447 +9%	
CNBC	CMT	Court TV	Sci-Fi	WB*	UPN*	
\$57,202 +15%	\$52,668 +36%	\$47,675 +21%	\$45,714 +5%	\$42,996 +10%	\$36,858 +15%	

Source: Zenith Media analysis of data from Nielsen Media Research. *Oct.-Nov. primetime. Pax TV, Univision, others not provided.

Permission Impossible

By BILL HARVEY

"Permission Impossible." That was the phrase used by Unilever North America director of e-Commerce Eric Siebert at the AAAA/ANA e-Business Conference and Trade Show on Thursday, to describe systems such as TiVo and Webwasher that block advertising on television and the PC respectively. It is the coming wave of such systems which is increasing the urgency that marketers such as Unilever learn how to communicate effectively with consumers in the radically changed environment just beginning to form.

Unilever has been learning fast, which was evidenced early-on when Ragu's Mama's Cucina Web site was one of the most popular sites back in the primordial days of Web-based marketing. Unilever has also been a pioneer in the use of sponsorships on the Internet.

Today the company is using the Web in two ways: 1) Within the traditional (Advertising Research Foundation) communications model, to increase persuasion by means of posting in-depth product validation (e.g. dermatologists' reports); and 2) Within the new one-on-one model, to acquire, retain and develop customer relationships by providing information considered to be of value to consumers.

Siebert shared valuable Unilever information with the industry in this workshop, which, if you think about it, is consistent with the marketer's communications strategy for the new environment on sharing valuable information with the consumer.

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"Survivor" Runner-Up Is No Miss Congeniality

By ED MARTIN

PASADENA, CA - "It was a mean-spirited game," declared "Survivor" finalist Kelly Wiglesworth over lunch last week with TMR. "I'm glad I wasn't the winner!" Actually, Kelly is anything but a loser, even though she had to watch Richard Hatch walk away with the \$1 million prize. She has just been signed as co-host of E! Entertainment Television's upcoming reality series "Celebrity Adventures," is contemplating a number of endorsement deals and, in her own words, has been traveling and making public appearances "non-stop since August 24," the day after the "Survivor" finale aired. (And it doesn't hurt that her "Survivor" consolation prize was a cool \$100,000.)

Kelly said she still hangs with former co-stars Dirk, Joel and Gervase, whom she refers to as her "boys," but she has little use for her "Survivor" nemesis, Sue Hawk. During the finale, in one of the most memorable TV moments of 2000, Sue told Kelly she loathed her so much that she wouldn't give her water if she were dying by the side of the road. "You know what?" Kelly said, smiling. "Sue is driving her cement truck in Wisconsin and I'm getting paid to fly all over the world, so it's the best revenge." Told that Sue has pilot for a series on TNN, in which she drives a truck across America, Kelly laughed. "They should call it 'Survivor with Sue.' Throw somebody in the truck with her and see if they can make it across the country."

Kelly revealed that, one week before the "Survivor" finale aired, Sue sent her a letter of apology. "I have no interest in trashing her, but I have no interest in being her friend, either." Kelly took another shot anyway, noting that, on the night of the "Survivor" finale, as the cast assembled backstage to prepare for the live town meeting telecast that followed, nobody sat with Sue. And when they all walked on stage to be interviewed by Bryant Gumble, before the live telecast began, the studio audience booed Sue. "They might as well have been throwing cabbages at her," Kelly recalled. "The house shook."

Never underestimate the power of broadcast TV: Kelly said that, to this day, strangers send glasses of water to her in restaurants, in response to Sue's memorable malice. Kelly will next be seen on CBS' "Early Show," the morning after the second person is bumped from "Survivor: The Australian Outback," giving her opinions on the second installment of CBS' phenomenal franchise. And she was recently photographed snowboarding for People magazine, wearing only her famous pink bikini from "Survivor" island and her immunity necklace. The bikini was People's idea, she said. The necklace was hers. "I stole it from the set," Kelly beamed. "It's mine!"

Ed Martin is editor of The Myers Programming Report and contributing editor to The Myers Report. He can be reached at ed@myers.com