Networks Seeking A Reversal Of Fortune

BY SCOTT COLLINS **AND MEREDITH BLAKE**

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NEW YORK — This week, the streets of midtown Manhattan are again swarming with TV executives trying to woo ad buyers to their upcoming fall lineups with splashy presentations, starpacked cocktail parties and plentiful swag.

But there's an air of urgency for the suits at the legacy networks — CBS, NBC, ABC and Fox. They've been rocked by an ominous first: A basic cable program — AMC's zombie apocalypse drama "The Walking Dead" — outperformed every scripted show on television this season in the advertiser-coveted 18- to 49-yearold demographic.

And zombies are the least of it. Competition is closing in from every corner and on every device. DVRs are frustrating advertisers by allowing viewers to skip ads. Netflix, Amazon and a host of online Web services are producing original fare. Aereo, mogul Barry Diller's new service that allows broadcast signals to be watched on hand-held devices, poses another threat that the networks are trying to extinguish with litigation.

In this environment, TV executives at the annual upfronts that started Monday must pitch their new shows after a season most notable for its failure to produce a single hit. Not surprisingly, most analysts expect tepid advance sales for prime-time commercials, with possibly zero growth over last year's \$9.2 billion. Meanwhile, analysts predict cable's share of the pie will continue to grow, up as much as 7 percent, to an estimated \$10 billion.

"I don't think it's an exaggeration at all to say this season was a tipping point," said Matti Leshem, chief executive of the brand strategy company Protagonist. "If I were a network executive right now, I'd be very nervous, because we have finally reached a point where everyone is questioning the efficacy of television as a medium for reaching audiences, which is really what this is all

What can the networks do? Some expect broadcasters to borrow from basic cable's playbook next season to help reverse their sagging fortunes.

Like cable, the broadcast networks may experiment more with shortened seasons, down to a number where creative quality is easier to maintain. Also, as with cable, the networks may turn more toward a format that they abandoned years ago — the miniseries, which has brought cable record-setting numbers with productions such as "Hatfields & McCoys" and "The Bible."

The greater pressure, however, is to generate a breakout primetime program on the new fall lineups — something the networks were unable to do this season despite dozens of attempts with dramas, comedies and reality shows. In the fall, NBC seemed to have a bona fide sensation going with the freshman post-apocalyptic drama "Revolution," but after a four-month hiatus, ratings slid more than 40 percent from the premiere.

"It's very simple," said Brad Adgate, an analyst with the ad firm Horizon Media. "They need to get a hit show and schedule it

The forces seem to be making the networks more conservative in their program development. The days of swinging for the fences are over. Executives seem more content to renew familiar shows, even ones with anemic ratings, rather than take a flier on risky new concepts.

Thus, modestly performing series such as NBC's "Parenthood," CBS' "The Good Wife" and Fox's "The Mindy Project" have already gotten nods for this fall.

Most of the new program announcements, including new shows, time slots and cancellations, will be made this week at individual presentations to ad buyers by the four legacy networks. But some details began

coming out last week. By Friday, Fox and NBC executives had already announced their

NETWORKS | PAGE 10B

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| FAM 62 40 | 70 | | '70s | '70s | Melissa | ⋆⋆ "Burles | que" (2010) | Cher, Christ | | | | Ugly " (2000) |) Piper Perab | 0. | The 700 Clu | ıb 🔯 | Daily Mass Prince | Prince | Paid | Paid | Suffering Paid | Paid |
| FX 23 56 FXNWS 50 48 | Ne | il Cavuto | Mother The Five (1 | V) | Special Rep | ort | FOX Repor | | The O'Reill | y Factor | Hannity (N) | | Two Men Greta Van S | Susteren | The O'Reilly | | Biased Hannity | * "The Ho | Greta Van | Susteren | The Five | Sunny |
| FOXSP 35 23 GOLF 55 31 | 7) Co | llege Baseball A Tour Golf | UFC Coun | | | Twins LPGA Tour | | all Minnesot | a Twins at D | etroit Tigers. PGA Tour (| | | Twins | Due | English Pre | mier Leagu Central | | Golf Senio | MLB Basel r PGA Cham | ball: Twins a pionship, Fire | | |
| HALL 22 33 | 3 Lit | tle House/Prairie trageous Bath | Brady Outrageou | | Brady Water Home | | Brady Hunt Intl | Brady Hunters | Frasier Fixer Uppe | | | Frasier Rehab | | | | Frasier Hunt Intl | Golden Rehab | Golden Rehab | | Golden Hunt Intl | Cheers Hunters | Cheers Hunt Intl |
| HIST 46 47 | 7 Sv | vamp People | Swamp Pe Naked City | ople | Swamp Peo | ple | Swamp Ped Hopalong | ople | Swamp Per Hillbillies | ople | Swamp Peo Highway to | ple (N) | | Pawn | America's E Route 66 | | Swamp Pe Da Vinci's | ople | Swamp Pe Cold Case | ople | Pawn Cold Squa | Pawn |
| KWSD 12 14 | 1 Dr | agnet Adam-12 | Emergenc | y! | Rifleman | Rifleman | M*A*S*H | | Bewitch | Jeannie | Mary | Newhart | OddCple | Van Dyke | Zone | Perry Maso | on © | Kojak (Par | t 2 of 2) | Gallery | Mission: In | mpossible |
| MSNBC 66 50 | o Ma | fe Swap © rtin Bashir (N) | Wife Swap | latthews | ★ "Because PoliticsNati | on (N) | (2007) © Hardball M | | All In With | Chris | Rachel Mac | ldow | *** "My B | ord | All In With (| | Rachel Ma | ddow | The Last W | /ord | "My Best F Hardball M | latthews |
| | 1) To | y Train Agricult. | Sponge. Shotgun | Rogers | | Virginia | Sponge. Gaither Go | spel Hour | Big Time Heartland | Monitor | Full H'se Farming | Big Deal | RFD-TV Liv | e (N) | Perform. | Friends Magnus | Brazil Ag | | George Paid | George Lo Paid | Toy Train | |
| | | verly Hills, 90210 SCAR Racing | Veronica N NASCAR F | | Veronica Ma | | Young & Re | | Days of ou | | General Ho V8 Supercar | | Young & Re | estless | Days of our | | General Ho Wrecked | | All My Chil Pinks | dren Pinks | All My Chil Unique Wh | |
| | | ★ "Inglourious Bas | | 9, War) Brad F | | Laurent. (In | Stereo) | | | | In Stereo) 🖾 | | ** "Pitch E | |) Radha Mito Da Vinci's D | hell. (In Ste | reo) | Jail 🖾 | GTTV 04) (In Stereo | Jail 🖾 | | Jail © |
| SYFY 44 46 | 6 "A | nacondas" | Defiance | . , | Warehouse | 13 🚾 | "Rise of the | e Dinosaurs | " (2013) 🖭 | , | ★★ "Godzil | la" (1998) N | Matthew Brod | erick, Jean F | leno. 🖭 | | "Sand Sha | rks" (2011) | Julie Marie E | Berman. | "2 Headed | l" |
| | 3 * | "Kept Husbands" (1 | Friends 931) | ★★ "The Se | ecret Six" (1 | 931) | Seinfeld Complicate | d Wmn | *** "Safe | ty Last" (19 | | Lone | Bashful | Gasoline | Conan (N) ★★★ "The I | reshman" | Men- (1925) | Conan © | | | "Private Va | e) |
| | Ca | stle © | Say Yes Castle © | | Say Yes Castle "Gho | | Say Yes Castle © | Say Yes | Castle @ (I | DVS) | Four Weddi Castle © (| | Four Weddi Castle © (| • | Four Weddi CSI: NY © | ngs | Four Wedd | | Cold Case | Say Yes | Say Yes Rizzoli & Is | sles 🚾 |
| TOON 42 38 | 3 Inc | | Gumball Food | | Adven Bizarre Foo | | Regular Food | Annoying Food | Incred Mysteries-I | Regular Museum | King/Hill Monumenta | | American Faked | | Fam. Guy Mysteries-N | | Face Monument | Childrens al Myster | Venture Faked | American Faked | American Mysteries- | Fam. Guy Museum |
| TRUTV 52 63 | 3 Mc | st Shocking | Most Shoc | king | | Cops | World's Du Sweet Gen | mbest | World's Du Chopped | | World's Du | | Top 20 Fun Giving You | niest | World's Dur Iron Chef A | nbest | World's Du Chopped | | World's Du | mbest | Top 20 Fur | nniest |
| TVLND 47 39 | Bo | nanza | M*A*S*H | M*A*S*H | Golden | Golden | Golden | Golden | Golden | Golden | Raymond | | Raymond | Raymond | King | King | King | King | The Exes | The Exes | '70s | '70s |
| USA 31 58 | NC | Gordo y la Flaca CIS "Bikini Wax" | Primer Imp | ∖K" © | NCIS "Mind | Games" | Corazón In | VS) | Porque el A | VS) | Amores Ver | /S) | Qué Bonito NCIS "Two-F | aced" | Impacto Psych © (D | VS) | Al Diablo CSI: Crime | _ | Zacatillo, u Burn Notic | e cc | "Children | of Men" |
| VH1 39 76 | 5 ** | ★ "Waiting to Exha | le" (1995) Ghost Whi | | Love, Hip H Charmed © | | Love, Hip F Charmed © | | Love, Hip H Braxton Fa | | Love, Hip H Braxton Fa | | Love, Hip H Braxton Fa | | Master of the Braxton Far | | T.ITiny Braxton Fa | T.ITiny mily | Behind the Braxton Fa | | The Gossip Braxton Fa | |
| | | lker, Tex. Ranger | Law Order | - | Funny Hom | | | Mother | | Mother | | • | | | Funny Hom | | Rules | Rules | 30 Rock | | 30 Rock | |

