

## Television's new top 12

These will be the dozen at the top in TV group ownership (ranked by their penetration of the total U.S., including UHF discounts) should all proposed sales take place. Capcities/ABC anticipates permission to keep wpvi-TV Philadelphia. (If disallowed, it would retain wxyz-TV Detroit and would have a total of 23.35%.) The chart also presupposes the final purchase of Storer Communications by KKR, the sale of KTLA(TV) Los Angeles to Tribune, the sale of Gulf Broadcasting to Taft, the sale of Metromedia's stations to 20th Century Fox and the subsequent spinoff of wcvb-TV Boston by Fox to Hearst. The number in parentheses after each city is the market rank.

### 1. □ Capcities/ABC (24.38%)

WPVI-TV Philadelphia (4) 2.97%  
WABC-TV New York (1) 7.71%  
KABC-TV Los Angeles (2) 5.13%  
WLS-TV Chicago (3) 3.55%  
KGO-TV San Francisco (5) 2.42%  
KTRK-TV Houston (10) 1.69%  
WTVD(TV) Raleigh-Durham, N.C. (37) .69%  
KFSN-TV Fresno, Calif. (65) .22%

### 2. □ CBS (20.64%)

WCBS-TV New York (1) 7.71%  
KCBS-TV Los Angeles (2) 5.14%  
WBBM-TV Chicago (3) 3.60%  
WCAU-TV Philadelphia (4) 2.96%  
KMOX-TV St. Louis (18) 1.23%

### 3. □ NBC (19.02%)

WNBC-TV New York (1) 7.71%  
WRC-TV Washington (8) 1.81%  
WMAQ-TV Chicago (3) 3.53%  
WKYC-TV Cincinnati (28) .83%  
KNBC(TV) Los Angeles (2) 5.14%

### 4. □ Tribune (18.535%)

KWGN-TV Denver (19) 1.12%  
WGNX(TV) Atlanta (15) .67%  
WGN-TV Chicago (3) 3.53%  
WGNO-TV New Orleans (34) .365%  
WPIX-TV New York (1) 7.71%  
KTLA(TV) Los Angeles (2) 5.14%

### 5. □ 20th Century Fox (18.125%)

KTTV(TV) Los Angeles (2) 5.14%  
WTTG(TV) Washington (8) 1.81%  
WFLD-TV Chicago (3) 1.765%  
WNEW-TV New York (1) 7.71%  
KNBN-TV Dallas (9) .865%  
KRIV-TV Houston (10) .835%

### 6. □ KKR (13.085%)

WAGA-TV Atlanta (15) 1.34%  
WSBK-TV Boston (6) 1.15%  
WJKW-TV Cleveland (11) 1.66%  
WJBK-TV Detroit (7) 1.96%  
WITI-TV Milwaukee (29) .82%  
KCST-TV San Diego (26) .44%  
WTVG(TV) Toledo, Ohio (60) .48%  
WTVJ(TV) Miami (13) 1.38%  
WWHT(TV) Newark, N.J. (1) 3.855%  
WSNL-TV New York (1) 3.855%

### 7. □ Taft (10.69%)

WDCA-TV Washington (8) .90%  
WCIX(TV) Miami (13) 1.38%  
WDAF-TV Kansas City, Mo. (27) .85%  
WKRC-TV Cincinnati (28) .83%  
WTVN-TV Columbus, Ohio (35) .71%  
WTAJ-TV Philadelphia (4) 1.48%  
WTSP(TV) St. Petersburg (16) 1.32%  
KTXA-TV Dallas-Fort Worth (9) .865%  
KTXQ(TV) Houston (10) .835%  
WGHP-TV High Point, N.C. (50) .56%  
KTSP-TV Phoenix (25%) .93%  
KESQ(TV) Palm Springs, Calif. (187) .03%

### 8. □ Group W (10.08%)

WJZ-TV Baltimore (21) 1.01%  
WBZ-TV Boston (6) 2.30%  
KYW-TV Philadelphia (4) 2.96%  
KDKA-TV Pittsburgh (12) 1.40%  
KPIX(TV) San Francisco (5) 2.41%

### 9. □ Cox (8.085%)

WSB-TV Atlanta (15) 1.34%  
WSOC-TV Charlotte, N.C. (32) .77%  
WHIO-TV Dayton, Ohio (49) .57%  
WKBD-TV Detroit (7) .98%  
KTUU(TV) Oakland, Calif. (5) 2.41%  
WPXI(TV) Pittsburgh (12) 1.40%  
KDNL-TV St. Louis (18) .615%

### 10. □ Gaylord (7.39%)

WTVT(TV) Tampa (17) 1.32%  
WWUE(TV) New Orleans (34) .73%  
WUAB(TV) Cleveland (11) 1.015%  
KTVT(TV) Fort Worth (9) 1.73%  
KHTV(TV) Houston (10) .835%  
WVTV(TV) Milwaukee (29) .41%  
KSTW(TV) Tacoma, Wash. (16) 1.35%

### 11. □ Hearst (6.95%)

WCVB-TV Boston (6) 2.30%  
WBAL-TV Baltimore (21) 1.01%  
WDTN(TV) Dayton (49) .57%  
KMBC-TV Kansas City (27) .85%  
WISN-TV Milwaukee (29) .82%  
WTAE-TV Pittsburgh (12) 1.40%

### 12. □ Gannett (6.59%)

KUSA-TV Denver (19) 1.12%  
WXIA-TV Atlanta (15) 1.34%  
WLVI-TV Boston (6) 1.15%  
WTCN-TV Minneapolis (14) 1.37%  
KOCO-TV Oklahoma City (40) .68%  
KPNX-TV Phoenix (25) .93%

programming," Dowdle said. "And the escalation of programming costs that has taken place over the last few years has made us look at it from the standpoint that this is a business that we should get into and control our own destiny."

Tribune Entertainment, headed by Sheldon Cooper, has been expanding its first-run production effort since it was started several years ago. It currently produces and distributes the Independent Network News, *At the Movies* and *U.S. Farm Report*. Two co-productions, *Dempsey & Makepeace*, an hour-long weekly adventure series, and *GI Joe*, a weekday children's series, are scheduled to appear this coming season. In addition, Tribune and LBS Communications are distributing and selling time for *Inday*, a two-hour daytime package, and *Tales from the Dark Side*. With Viacom, Tribune offers *TV Net*, a series of theatrical films that have not had a network run.

Dowdle said that KTLA currently carries *Tales from the Dark Side* and is scheduled to carry *Inday* and *Dempsey and Makepeace*, but he declined to say what plans there were,

if any, for the station to pick up other Tribune product. The Los Angeles station has long had a strong 10 p.m. newscast and it remains to be seen if Tribune will change it or attempt to stretch it out by adding the half-hour *INN*.

Having a Los Angeles station would conceivably give Tribune greater leverage in programming purchases, although that is a touchy subject at the moment. There is an outstanding year-old suit filed by group owner Camellia City Broadcasters, licensee of KTXL(TV) Denver, which claims that Tribune violated antitrust laws by using its leverage as a group to unfairly obtain programming for its KWGN-TV.

Another familiar question that came up at the press conference was about the possibility of a fourth network. Dowdle responded: "I think in our business the fourth network is one of the most overused cliches. I don't perceive that a Rupert Murdoch and 20th Century Fox will become a fourth network. We will become another additional source of programming but not in the sense of a fourth network. It will be an occasional source of programming."

Most of Tribune Co.'s revenue comes from newspaper operations, the two largest being the *New York Daily News* and the *Chicago Tribune*. Adding KTLA's operating results to Tribune's 1984 totals would have increased the "Broadcasting and Entertainment" segment (including the Chicago Cubs baseball team) from approximately 16% of total revenue to 20%. The effect on Tribune's operating profits would have been more dramatic: a rise from 25% of the total to 37%.

Madigan said there were three properties in the Los Angeles area that may have to be divested. The *L.A. Daily News*, a profitable paper with a daily circulation of about 145,000; a cable system serving 28,000 basic subscribers in Palmdale and Lancaster, both California, and a cable system in Lake-wood, Calif., serving 11,000 basic subs.

Scott Simon, vice president and controller of the company, said that dilution of Tribune's 1984 earnings would be in the 10% to 15% range, but he noted that much of that would be in the books (depreciation and amortization) and would not represent cash expenditure. □