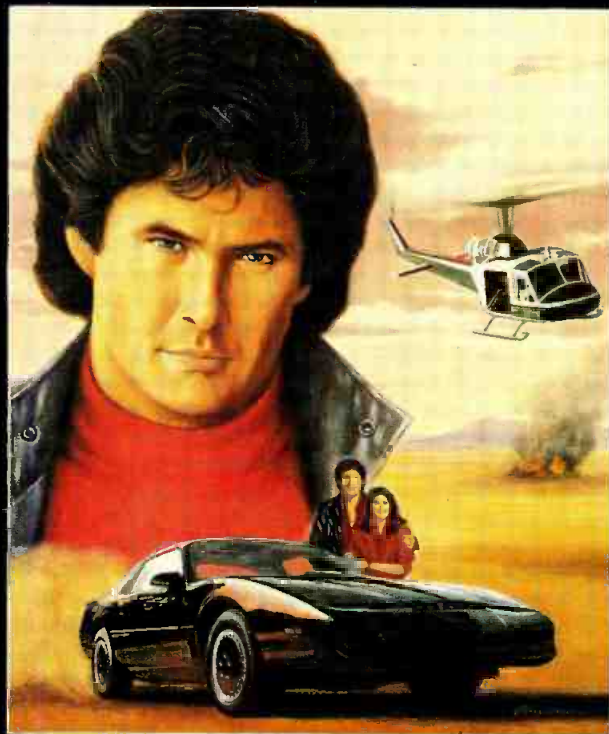


# THE QUESTION IS, SHOULD YOU PLAY KNIGHT RIDER AS AN HOUR OR A HALF HOUR?



## THE ANSWER IS YES!

Either way you have...

- A perfect mix of adults and kids for transitional time periods.
- All of the humor and action-adventure that audiences crave.
- Those heavy viewers who monopolize early fringe.
- Plus the added option to switch back and forth from the hour to the half-hour format.

Now, that's flexibility!

# KNIGHT RIDER®

Available as Half-Hours or Hours.

## MCA TV

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