

stant set sales and bigger and better daytime TV network and local programming.

Programs and program costs: Daytime TV network programs now virtually fill the hours from 11:30 a.m. to 5:00 p.m. In these time slots are programs from two or even three of the TV networks, with more coming in all the time. The great percentage of these time slots have at least one sponsored show in them (see "Timebuyer's Guide" chart, page 35.)

Since surveys (Advertest, Pulse, Nielsen, etc.) and ratings show that the avowed program preference is predominantly for "entertainment" and that the audience is primarily female, the average daytime TV program is escapist and is aimed at the housewife.

These "entertainment" shows are of several simple basic types. The greatest number (and those with the highest ratings, incidentally) are those that are a showcase for a strong, likable TV personality. Typical of this type are the *Kate Smith* and *Garry Moore* Monday-through-Friday shows on NBC-TV and CBS-TV. These are slotted at 4:00 to 5:00 p.m. and 1:30 to 2:30 p.m., respectively. Others of this genre include such shows as the new *Dennis James Show* (11:30 to noon, ABC-TV), the new *Ruth Lyons Show* (noon to 12:30 p.m., NBC-TV), and the alternating *Bill Goodwin Show* (Tues.-Thurs.) and *Bert Parks Show* in the 3:30 to 4:00 p.m. slot on NBC-TV.

Most shows of this nature surround the key personality with an informal mish-mash of songs, interviews, dance routines, fashions, and stunts. The cost

of supporting an hour-long, across-the-board show is not small, even though these programs avoid nighttime frills. In fact, the entire production budget (exclusive of airtime) on a program like ABC-TV's *Ameche-Langford* show (noon to 1:00 p.m., Mon.-Fri.) easily touches \$40,000 to \$50,000 a week. NBC-TV's *Kate Smith Show's* costs are staggering, and have used up as much as \$12,000 per week for sets and costumes alone. Since this kind of money for "dressing" a show is what some other shows spend as a total production budget, these shows are nearly always broken up into quarter-hour chunks, and sold to several advertisers at once on a "block" basis. (Parks and Goodwin, however, are sponsored by General Foods and General Electric, respectively.)

A sponsor will spend about \$250,000 to \$500,000 a year for each quarter-hour program chunk under such an arrangement. As a good example of how several advertisers share the costs in a big TV personality show, look at the lineup of sponsors on NBC-TV's *Kate Smith Show* for fall:

SPONSORS ON "KATE SMITH" DAYTIME TV SHOW* (NBC-TV, 4-5 P.M., MONDAY-FRIDAY, 30-45 STATIONS)

	4-4:15	4:15-4:30	4:30-4:45	4:45-5
Mon.	P&G Pillsbury	Chesebrough	Cannon	Mills
Tues.	P&G Simmons	Knowmark	Singer	Sewing
Wed.	P&G Jergens	Durkee	Gerber	
Thurs.	P&G Simoniz	Minute Maid	Hunt's Foods	
Fri.	P&G Jergens	Glidden	Hunt's Foods	

*Current estimates on the time-and-talent costs of "Kate Smith Show" run around \$7,000 a week per quarter-hour, and up. The total cost per 15-minute chunk of the show to an advertiser will run around \$500,000 a year, including his promotion and merchandising of it. As is evident, the program is a sell-out.

Other basic types of "entertainment" shows include the quiz programs, audience participation shows, daytime se-



New fall shows include ABC-TV's high-cost "Ameche-Langford"

rials, shopping programs, and home-making programs on network daytime TV.

As might be expected, most of these are a carry-over from various daytime radio types. Daytime TV serials, however, are considerably different in that they are much more costly than their radio counterparts (as much as 500% more) when it comes to talent and production costs.

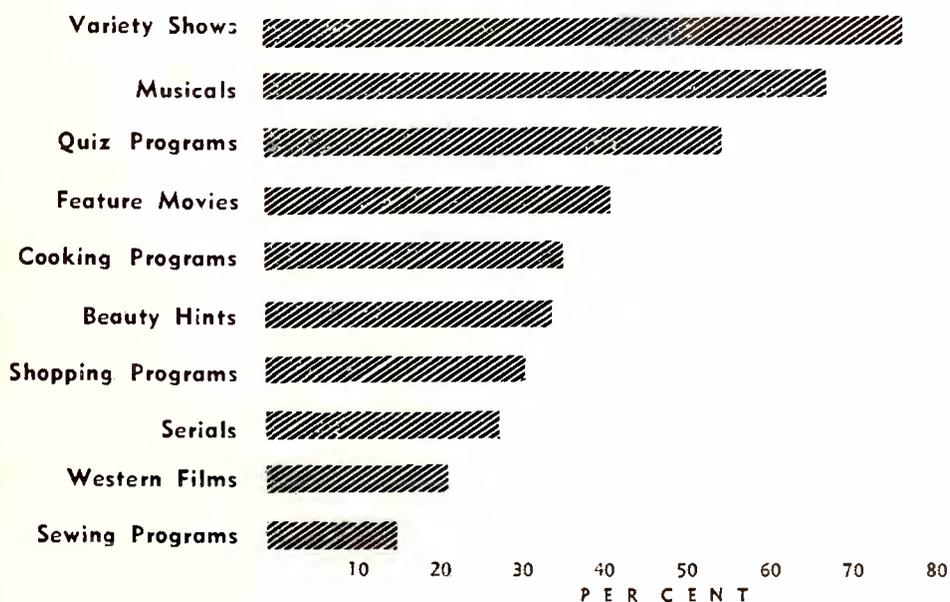
These "soapers," however, are now gaining in favor with both advertisers and daytime TV viewers. A season ago, there was only one, *The First Hundred Years*, sponsored by P&G (CBS-TV, 2:30 to 2:45 p.m.). Now, there are a half-dozen on the air, including *Egg and I*, *Love of Life*, *Search for Tomorrow*, *First Hundred Years*, *Miss Susan*, and *Hawkins Falls*. As SPONSOR went to press, only one of these—*Egg and I*—was unsponsored, with this CBS-TV package on the block for \$15,775-plus-time-charges for a five-a-week program series.

Costs of these soap operas, most of which are built as a sponsor-owned or

(Please turn to page 72)

5. Daytime TV program preferences

All viewers in TV homes, and what they like*



*Based on "Study of Daytime Television No. 3" of Advertest Research. Conducted in New York-area TV homes (765) during May 4-15, 1951. Daytime covered the period 9:00 a.m. to 5:00 p.m.