

dropped 2% in week 3 of the new TV season, with the networks blaming heavy competition from cable.

CBS senior vice president of research David Poltrack explains: "On Friday night, we had prime-time baseball with the pennant races on TBS and ESPN and we lost about 2 ratings points. *Ghost* premiered (Sunday) on

in HBO homes, *Ghost* scored a 30.6 rating/39 share (a ratings point represents 175,000 homes; a share is the percentage of sets in use), whipping the competition on four networks. The premiere of HBO's *Sessions* followed with a 15.5/22, better than 92% of new network shows did in HBO homes.

Still Poltrack says network viewer-

NBC and CBS tied. And Fox for the third week finished a strong second to NBC on Thursday, aided by *The Simpsons* and *Beverly Hills, 90210*.

Season premieres cracked the top 25: *Coach* opened at No. 7; *The Wonder Years* and *In The Heat of the Night* tied for 21st.

Using this chart

- ▶ Ratings information comes from the A.C. Nielsen Co.
- ▶ A ratings point represents 921,000 TV households; shares are the percentage of sets in use; number of viewers is in millions.
- ▶ (*) indicates a Nielsen ratings tie.
- ▶ (r) indicates a repeat episode.
- ▶ (s) indicates a special broadcast.

Monday, September 30, 1991

	Viewers	Rating	Share	Rank
8:00 Evening Shade (CBS)	22.1	15.9	26	17
Fresh Prince of Bel-Air (NBC)	20.6	13.9	23	*29
MacGyver (ABC)	14.1	9.1	15	*62
8:30 Major Dad (CBS)	25.1	18.1	28	8
Blossom (NBC)	17.7	12.2	19	39
9:00 Murphy Brown (CBS)	27.2	19.9	29	5
Monday Night Football (ABC)	23.8	17.1	29	13
Carolina Skeletons (NBC)	21.1	14.7	23	25
9:30 Designing Women (CBS)	25.9	19.2	28	6
10:00 Northern Exposure (CBS)	22.5	16.8	27	15

Tuesday, October 1, 1991

8:00 Full House (ABC)	26.1	17.4	29	*10
Rescue 911 (CBS)	20.9	14.1	23	*27
Real People Reunion (NBC)	11.1	7.7	13	75
8:30 Home Improvement (ABC)	26.8	17.0	27	14
9:00 Roseanne (ABC)	33.4	21.3	33	1
In the Heat of the Night (NBC)	21.3	14.9	23	*21
The Naked Gun (CBS)	14.3	10.1	16	*53
9:30 Coach (ABC)	27.8	18.2	28	7
10:00 Law and Order (NBC)	18.9	14.1	24	*27
Homefront (ABC)	15.7	11.5	20	*43

Wednesday, October 2, 1991

8:00 Unsolved Mysteries (NBC)	22.1	15.5	26	18
Dinosaurs (ABC)	20.4	12.5	21	*36
Royal Family (CBS)	14.7	10.3	18	51
8:30 Wonder Years (ABC)	23.5	14.9	24	*21
Teech (CBS)	12.1	8.7	14	69
9:00 Country Music Awards (CBS)	30.9	20.5	33	3
Doogie Howser, M.D. (ABC)	22.2	14.9	23	*21
Night Court (NBC)	15.9	11.5	18	*43
9:30 Seinfeld (NBC)	15.1	11.1	17	46
Sibs (ABC)	14.0	9.9	15	*56
10:00 Quantum Leap (NBC)	14.8	10.4	17	50
Anything but Love (ABC)	12.5	9.6	16	*58
10:30 Good & Evil (ABC)	9.4	7.6	13	*76

Thursday, October 3, 1991

8:00 The Cosby Show (NBC)	23.6	16.6	28	16
The Simpsons (Fox)	22.8	13.9	23	*29
Top Cops (CBS)	14.9	10.7	18	*47
Pros and Cons (ABC)	11.5	8.2	13	*70
8:30 A Different World (NBC)	25.5	17.4	28	*10
Drexell's Class (Fox)	16.1	10.1	16	*53
9:00 Cheers (NBC)	29.6	20.2	31	4
Beverly Hills, 90210 (Fox) (r)	17.9	11.3	17	45
Trials of Rosie O'Neill (CBS)	11.9	9.3	14	*60
FBI: The Untold Stories (ABC)	12.3	8.8	13	*67
9:30 Tonight Show Anniversary (NBC)	24.7	17.7	29	9
American Detective (ABC)	13.5	9.6	15	*58
10:00 Knute Landing (CBS)	16.5	12.5	21	*36
PrimeTime Live (ABC)	11.7	8.9	15	66

Top 10

1	Roseanne (ABC)
2	60 Minutes (CBS)
3	CMA Awards (CBS)
4	Cheers (NBC)
5	Murphy Brown (CBS)
6	Designing Women (CBS)
7	Coach (ABC)
8	Major Dad (CBS)
9	Johnny Carson Anniversary (NBC)
10	A Different World (NBC)
	Full House (ABC)

Network ratings

For the week:
CBS: 13.4
NBC: 11.7
ABC: 11.7
Fox: 8.1
Season to date:
CBS: 13.8
NBC: 12.1
ABC: 11.7
Fox: 8.0

Evening news

Bottom 5

91	Man of the People (NBC)
92	Pacific Station (NBC)
93	Best of the Worst (Fox)
94	Totally Hidden Video (Fox)
95	Ultimate Challenge (Fox)

For the week:
ABC: 9.5
CBS: 8.1
NBC: 8.0
Last week:
ABC: 10.1
NBC: 8.7
CBS: 8.4

Friday, October 4, 1991

	Viewers	Rating	Share	Rank
8:00 Family Matters (ABC)	21.0	13.2	25	33
Princesses (CBS)	10.1	7.6	15	*76
America's Most Wanted (Fox)	8.9	5.9	11	*84
Real Life/Jane Pauley (NBC)	7.6	5.9	11	*84
8:30 Step by Step (ABC)	20.8	12.9	24	34
Brooklyn Bridge (CBS)	12.9	9.1	17	*62
Exposé (NBC)	7.3	5.4	10	*89
9:00 60 Minutes (CBS) (s)	16.8	12.5	23	*36
Perfect Strangers (ABC)	19.4	11.9	22	41
Dear John (NBC)	7.7	5.6	10	86
Ultimate Challenge (Fox)	7.1	4.5	8	95
9:30 Baby Talk (ABC)	15.8	10.2	18	52
Flesh 'n Blood (NBC)	8.0	5.5	10	*87
10:00 20/20 (ABC)	17.3	11.8	22	42
Reasonable Doubts (NBC)	11.9	8.2	15	*70

Saturday, October 5, 1991

8:00 The Golden Girls (NBC)	18.2	12.7	24	35
Who's the Boss (ABC)	14.7	9.3	18	*60
Brotherhood of the Gun (CBS)	10.4	7.3	14	79
Cops (Fox)	11.3	7.0	13	80
8:30 The Torkelsons (NBC)	15.6	10.7	20	47
Growing Pains (ABC)	13.8	8.8	16	*67
Cops (Fox) (r)	12.6	8.0	15	72
9:00 Empty Nest (NBC)	22.6	15.4	28	19
Young Riders (ABC)	10.1	6.5	12	81
Totally Hidden Video (Fox)	7.6	4.8	9	94
9:30 Nurses (NBC)	19.7	13.5	25	32
Best of the Worst (Fox) (r)	7.7	4.9	9	93
10:00 Sisters (NBC)	14.7	10.7	21	*47
P.S.I. Luv U (CBS)	11.7	7.9	15	73
Commish (ABC)	11.4	7.8	15	74

Sunday, October 6, 1991

7:00 60 Minutes (CBS)	28.3	20.6	36	2
Life Goes On (ABC)	14.0	9.1	16	*62
Mark & Brian (NBC)	9.1	6.2	11	82
True Colors (Fox)	7.6	5.4	10	*89
7:30 Parker Lewis (Fox)	8.9	6.0	10	83
Eerie, Indiana (NBC)	8.7	5.5	9	*87
8:00 Murder, She Wrote (CBS)	24.2	17.3	26	12
Home Videos (ABC)	26.0	15.3	23	20
In Living Color (Fox)	19.3	12.0	18	40
Man of the People (NBC)	7.9	5.3	8	91
8:30 Funniest People (ABC)	24.6	14.5	22	26
Roc (Fox)	14.5	9.0	14	65
Pacific Station (NBC)	8.0	5.2	8	92
9:00 Fire in the Dark (CBS)	20.3	14.8	23	24
Married... With Children (Fox)	21.6	13.9	21	*29
Babe Ruth (NBC)	14.5	10.0	16	55
Heroes of Desert Storm (ABC)	15.6	9.9	16	*56
9:30 Ray Charles: 50 Years (Fox)	11.9	7.6	12	*76