



CONTENT STRATEGY FLASH REPORT

SYNDICATION PREVIEW / 2017-18

2017 September 6

With the 2017-18 syndication season upon us, we wanted to give you a preview of what to expect with the freshman class. Throughout the month of September, Content Strategy will provide a weekly **FLASH REPORT** reviewing these debuting shows as well as the returning series that need another look.

TALK IT OUT

Over the last several seasons, new talk show offerings have been challenged. Since fall 2012, almost 20 have debuted, but only four of those are still on the air today – **STEVE HARVEY**, **TMZ LIVE**, **THE REAL** and **HARRY** (returning for season 2). A big name talent or producer, a smashing set and top celebrity guests are not always a given for success. Many factors must align for a show to work including what's happening in the marketplace. This fall there is only one new entry into the category, **PICKLER & BEN** (#PicklerandBen) from the E.W. Scripps Company, distributed by Disney ABC Domestic Television and executive produced by Grammy Award winner Faith Hill and a former EP of **THE OPRAH WINFREY SHOW**, Lisa Erspamer. Kellie Pickler, country music singer, contestant on **AMERICAN IDOL**, winner of **DANCING WITH THE STARS** and star of her own CMT reality show hosts this lifestyle and entertainment talk show with lots of southern influence along with TV and news personality Ben Aaron. Look for celebrity guests, “top tastemakers” with food and cooking how-to’s, DIY design, decorating, gardening and beauty tips, as well as inspiring stories of “everyday people doing the extraordinary”. Premiering on September 18th in a limited number of local markets, **PICKLER & BEN** will be taped in Nashville on a modern farmhouse-style set in front of a live audience. Through a partnership with leading entertainment and lifestyle retailer, HSN, **PICKLER & BEN** will feature a unique interactive element which invites viewers to “shop the show” and purchase items featured on air from the comfort of their homes. Fans can shop items directly on PicklerandBen.com and HSN.com. On the network front, after finishing a shortened run Sunday nights on NBC, Megyn Kelly is entering the daytime fray this fall with her own 9-10AM hour of **THE TODAY SHOW** titled **MEGYN KELLY TODAY**. We’ll keep an eye on its performance. That makes three “Kelly’s” in daytime to watch out for -- Kelly Ripa, Kellie Pickler and Megyn Kelly.

STILL TALKING

Since **PICKLER & BEN** will only be broadcast on a limited number of stations, the real talk story is with the veteran talkers, which return year-after-year turning in a better performance than each freshman class – **DR. PHIL**, **ELLEN**, **DR. OZ**, **RACHAEL RAY**, **THE DOCTORS**, **WENDY WILLIAMS**, **MAURY**, **JERRY** and **STEVE WILKOS**, to name a few of the workhorses. Will their performances exceed year ago, remain steady or take a fall? Hopefully the answer is the former and not the latter. Only time will tell. We can also expect changes to some of the returning talkers in September. **STEVE HARVEY**, one of the hardest working entertainers in television, became just **STEVE** in its 6th season debut yesterday, September 5th with a move from Chicago to Los Angeles and from EndemolShine North America to new production partner IMG. NBCU continues to distribute the show. With its move to LA, **STEVE** will be more celebrity driven while hopefully keeping his signature comedy. Loni, Adrienne, Tamera and Jeannie return to **THE REAL** for season four going LIVE Mondays-Wednesdays beginning

September 18th with taped shows on Thursdays and Fridays. Hopefully learning a few things from its freshman season, **HARRY** returns for its sophomore year on September 11th refreshed and ready to “rock the house” and the ratings. With a myriad of hosts since it went into national syndication in 1988, the more recent LIVE WITH KELLY became **LIVE WITH KELLY (Ripa) & RYAN (Seacrest)** in May '17 after almost a year-long co-host search. The duo’s true test of staying power may reveal itself in the upcoming season, especially when Ryan returns to his hosting duties on ABC’s revamped AMERICAN IDOL, which tapes in Los Angeles. Turning to the network, due to the on-going political agenda on ABC’s **THE VIEW** and the search to replace Aisha Tyler on CBS’ **THE TALK**, both are worth keeping an eye on their fall performances.

WHAT’S GOING ON? LET’S “WATCH” ALL ABOUT IT

The magazine genre is where it’s at this upcoming season with the debuts of **THE DAILY MAIL** (CBS Television Distribution) and **PAGE SIX TV** (Twentieth Television). Both series are off-shoots of well-known brands and both boast digital components that promise to bring each magazine to the next level. **THE DAILY MAIL**, set to debut on September 18th, is based on the original UK brand, hosted by TV personality and former professional footballer Jesse Palmer and produced by Dr. Phil McGraw’s Stage 29 Productions. Shot at WPIX in New York, the magazine offers stations two half hour episodes as well as a digital platform, the first of which is more topical, day and date news and human interest and the second half hour, more entertainment and lifestyle oriented. Each episode can run back-to-back or double run independent of each other. Launched as a test on the FOX O & O’s in the summer of 2016, **PAGE SIX TV**, the broadcast version of the NY Post’s famous news and gossip section, will be shot in front of a live audience with host John Fugelsang and a panel consisting of Bevy Smith (“Fashion Queens”), Elizabeth Wagmeister (Variety entertainment reporter) and Carlos Greer (Page Six reporter). Mario Cantone (comedian and TV guest host) will rotate in with the panel. The real star of the show, however, is the brand itself, PAGE SIX. Digital and social media is a big part of this magazine’s make-up and there will be “no fake news” in the mix. TWENTIETH TV’s other offering **TOP 30**, hosted by Richard Bacon and Kristin Smith, reveals a quick rundown of the top 30 stories of the day in 30 minutes (well really in 22 minutes) from an aggregation of news sources covering current events, world news, trending topics and viral videos. An onscreen branded player will count down the time to the show’s content as the ads are in play. Local affiliates will also have the chance to provide 90 second local news updates each day and the FOX Business Network provides a 60 second business update from the NY Stock Exchange floor (hosted by Nicole Petallides).

GAME TIME

The game genre has been a tight knit group of players over the years with not much new syndicated action hitting the table. Perennials **WHEEL OF FORTUNE** and **JEOPARDY** make it to another season, continuing to pull in top performances with their coveted line-ups, along with workhorse **FAMILY FEUD** and **WHO WANTS TO BE A MILLIONAIRE**. Hitting the scene on September 11th is **FUNNY YOU SHOULD ASK**, a comedy game from Entertainment Studios. Hosted by Jon Kelley, this new player (though there was a “Funny You Should Ask” comedy game which aired from 1968-69 on ABC in a game block with “The Newlywed and Dating games) features a panel of stand-up comedians who answer questions posed by the contestants. The cash stakes and the laughs depend on the comedians responses. The comedians set to appear in the premiere week episodes include: Howie Mandel, Anthony Anderson, Tom Arnold, Louie Anderson, Sheryl Underwood, Cedric the Entertainer, Jon Lovitz, Sherri Shepherd, Natasha Leggero, Bill Bellamy, Harland Williams, Jackee, Gary Owen, Maria Bamford, Dave Coulier, Pauly Shore, and Caroline Rhea.

PRESIDING OVER

As long as there is someone with an ax to grind, there will be a court show. Joining an already robust slate of returning jurists, with **JUDGE JUDY** as their undeniable leader, is **COUPLE'S COURT** from MGM. Bowing on September 18th and taped in Atlanta, Georgia, **COUPLES COURT WITH THE CUTLERS** is presided over by husband and wife trial attorneys Keith and Dana Cutler. The Cutlers will use such techniques as "cell phone forensics, GPS tracking, DNA evidence and other high tech gear to confront the truth and help resolve relationship disputes.

TRUE CRIME

Capitalizing on the fascination with crime mysteries on Broadcast TV, Cable and Streaming services, there are three new series entering the syndication arena this fall – **DATELINE** (NBCU), **KILLER MYSTERIES** and **MYSTERIES OF THE UNEXPLAINED** (both from Bellum Entertainment). NBCU has added **DATELINE** (off-NBC episodes) to local affiliate M-F schedules beginning September 25th and to My Network's Wednesday night line-up on September 27th. Available to air in double runs in syndication as a two-hour block, **DATELINE** has a library with a 25 year history on NBC and is being positioned as a utility show. In each episode **KILLER MYSTERIES** delves into the mind of a killer and explores the motives for the crime. FBI and leading homicide experts present the crime scenes and profile the killer's behavior. **MYSTERIES OF THE UNEXPLAINED** features stories of mysterious events that "defy explanation, but can't be ignored – from logic to the supernatural." Experts from several fields of investigation try and explain the unexplainable. Both **MYSTERIES**, **KILLER** and **THE UNEXPLAINED**, are half hour in length.

WHOSE REALITY IS IT?

As far as **IMPRACTICAL JOKERS** goes, its Joseph "Joe" Gatto, James "Murr" Murray, Brian "Q" Quinn, and Salvatore "Sal" Vulcano, whose reality is to coerce one another into performing outrageous public pranks in front of hidden cameras. The goal is to see who is best under pressure. These four, who have been friends since high school, do not know in advance what the pranks will be until they are actually executing them on strangers. The loser must then perform the most-mortifying challenge they can come up with. Premiering September 11th **IMPRACTICAL JOKERS**, from Trifecta, is off Tru-TV where it has aired since 2011.

LAUGH IT OUT

Turn to comedy for comfort and laughter. This is the mantra these days. It's about what's familiar and consistent and with a pipeline of offerings that has been dwindling from the networks and cable; we hope this season (and the ones after that) will be more fruitful. After last season's one off-net entry **LAST MAN STANDING**, three sitcoms debut in syndication this season –**THE GOLDBERGS** (off ABC) from Sony TV and **THE GAME** (the CW and then BET) from CBS Distribution on September 11th and **MOM** (off-CBS) from Warner Brothers on September 18th. **THE GOLDBERGS**, the quintessential '80s family, premiered in September 2013 on ABC. This family sitcom was created by Adam F. Goldberg and loosely based on his childhood in Pennsylvania with his "sweater-wearing" mom Beverly (Wendi McLendon-Covey), his "no pants" father Murray (Jeff Garlin), his "laid-back" grandfather Pops (George Segal), his "overconfident, trouble-making" older brother Barry (Troy Gentile) and his "popular and talented" older sister Erica (Hayley Orrantia). Sean Giambrone plays Adam F. Goldberg, who uses his video camera to document the events of his and his family's life. **THE GOLDBERGS** has aired in comedy blocks on the network both on the hour and the half hour with its most recent scheduling anchoring Wednesday night at 8PM. **THE GOLDBERGS** has a concurrent run on POP and an SVOD pact with Hulu. **THE GAME** premiered on the CW in October 2006 after running as an episode on

UPN's GIRLFRIENDS. Starring Tia Mowry, Pooch Hall, Brittany Daniel, Coby Bell, Hosea Chanchez and Wendy Raquel Robinson, THE GAME centers on the ups and downs of relationships and life balance between professional football players and their significant others. After three seasons on the CW, THE GAME moved to BET and aired original episodes with cast changes until August 2015 in the 10PM Tuesday and then Wednesday night slot. Created by Chuck Lorre and starring Anna Faris and Allison Janney as a dysfunctional mother and daughter, MOM has aired on CBS since September 2013 in four different time periods, most currently on the hour Thursdays at 9PM. Aside from the family dynamic, this multi-cam sitcom touches on real-life issues such as alcoholism, teen pregnancy, gambling and much more. Warner Brothers pitched MOM as a series which would "extend, compliment and refresh" existing comedy blocks. MOM will also have a concurrent cable run on TV Land. Aside from the sitcoms' performance on broadcast stations, we will also look at how the new and returning comedies work in their concurrent cable plays.

WEEKEND WATCH

While last fall there were five new weekend off-net hour options, this September there is only one available, SAVING HOPE from Litton Entertainment. SAVING HOPE originally debuted on CTV in Canada, had a short run on NBC and was then bought by ION Television in 2014. After five seasons, the series finished its last episode this summer. SAVING HOPE is a supernatural medical drama set in Toronto, Ontario and stars Erica Durance, Travis Milne and Michael Shanks.

WHAT'S NEXT

Sometime in October and November, look out for the KATZ CONTENT STRATEGY NEWSLETTERS covering the September '17 and October '17 surveys. These will allow for a more in-depth review of the syndicated marketplace and an earlier look at the demos. We anticipate that these more detailed evaluations of the new syndicated fare, and also the returning programming, will provide our client stations with the essential information needed to make important future series and scheduling choices.

HERE'S TO A SUCCESSFUL SEASON

We all want these programs to succeed; it's good for our business now and for the future!