

ADWEEK ONE HUNDRED

A VISUAL JOURNEY THROUGH TELEVISION'S MOST

Let's go back to the very beginning, back to when TV became an entertainment medium and shows that people wanted to watch and advertisers wanted to be associated with were born. Let's make a list, a big one. Some of these shows topped the rating charts, some didn't. Many won Emmy Awards, and many more were escapist fluff. But what they all have in common is some level of influence on the medium as it evolved into a cultural force and a very big business.

When we think of the beginning, the black-and-white 1950s come to mind. But the first American television picture to be broadcast (a weather map from Arlington, Va., to Washington, D.C.) was actually in 1926. Experimental stations were estab-

lished to test television broadcasting in the 1930s. CBS and NBC were granted their commercial television licenses for their New York stations in 1941. There were roughly 7,000 TV sets in American homes in 1945 and regularly scheduled programming began in 1946.

In the early going, comedy favorites like *I Love Lucy*, *The Honeyymooners* and *Father Knows Best* come to mind. Variety was popular, hosted by personalities like Milton Berle, Arthur Godfrey, Steve Allen and, of course, Ed Sullivan. There were countless Westerns, including *Gunslinger* and *The Lone Ranger*. Quiz shows like *The \$64,000 Question*, *Truth or Consequences* and *What's My Line* seemed ubiquitous. *Dragnet* was an early pioneer of crime drama storytelling. *The Twilight Zone* was

INFLUENTIAL SHOWS BY MARC BERMAN

one of the many sci-fi anthology series. News and non-scripted programming like *Candid Camera* were viewing options, too. Still, there was only a handful of options, yet there always seemed to be something to watch. It was all of America, before America fragmented.

Different themes prevailed. The 1960s was chock-full of fantasy series like *Bewitched*, *The Munsters* and *Batman*. Variety like *Rowan & Martin's Laugh-In* and Westerns were everywhere. With the 1970s came gritty Norman Lear sitcoms, *Happy Days*, *Mary Tyler Moore*, *The Waltons*. The 1980s introduced three very different families: The Huxtables (*The Cosby Show*), the Ewings (*Dallas*) and the still very present *Simpsons*. Also in the decade, *Miami Vice* injected pastels into

fashion, and the networks began to recognize the value of the demographics with dramas like *thirtysomething* and *St. Elsewhere*. In the 1990s, NBC's dominance on Thursday escalated with *Seinfeld*, *Friends* and *ER* and the network's mammoth crime franchise *Law & Order* began.

The era of the forensic-based drama began, in 2000 with *CSI*. HBO was setting the standard for originals with *Sex and the City* and *The Sopranos* and the reality/competition, courtesy of CBS' *Survivor* and Fox's *American Idol*, became scheduled mainstays, as is MTV's *Jersey Shore*.

What follows are 100 shows worth noting. Beginning with *The Milton Berle Show* in 1948 and ending with *The Walking Dead* on AMC, we have something for everyone.

- 1. The Milton Berle Show (NBC) June 8, 1948**
The original "Mr. Television," Milton Berle began as a rotating host on the *Texaco Star Theater*, which led to a permanent hosting gig.
- 2. The Ed Sullivan Show (CBS) June 20, 1948**
Peaked on Feb. 9, 1964, as over 73 million viewers tuned in to meet the Beatles.
- 3. Candid Camera (ABC) Aug. 10, 1948**
This classic hidden-camera chuckler from Allen Funt is the grandfather of reality TV. A young Joan Rivers was one of the writers in later years.
- 4. Kukla, Fran & Ollie (NBC and ABC) Nov. 29, 1948**
Shot live, this ad-libbed puppet show targeted to children actually became appointment television for adult viewers.
- 5. Captain Video and His Video Rangers (DuMont) June 27, 1949**
TV's first sci-fi series on the long-forgotten DuMont network.
- 6. Amos 'n' Andy (CBS) June 28, 1951**
First series to be filmed with 35mm cameras. Seen by many as fostering racial stereotypes.
- 7. I Love Lucy (CBS) Oct. 15, 1951**
More people watched the birth of Little Ricky on Jan. 19, 1953 (40 million) than the Eisenhower inauguration the next night. Peaked at a 67.3 rating in season two.
- 8. Dragnet (NBC) Jan. 3, 1952**
"Ladies and gentlemen: the story you are about to hear is true. Only the names have been changed to protect the innocent."
- 9. The Adventures of Ozzie & Harriet (ABC) Oct. 3, 1952**
At 14 seasons, *Ozzie & Harriet* is the longest-running, live-action scripted sitcom in the history of television.
- 10. The Marriage (NBC) July 8, 1954**
The first network series to be broadcast solely in color was this short-lived sitcom.
- 11. Lassie (CBS) Sept. 12, 1954**
Second behind current occupant *60 Minutes* as the longest-running Sunday night anchor.
- 12. Father Knows Best (CBS and NBC) Oct. 3, 1954**
The wholesome antics on TV was anything but in real life for Robert Young (Jim), Billy Gray (Bud) and Lauren Chapin (Kathy).
- 13. Walt Disney (ABC, CBS and NBC) Oct. 27, 1954**
This feel-good anthology started on ABC in 1954, moved to NBC, then CBS, and stayed on the air for 29 consecutive seasons.
- 14. The \$64,000 Question (CBS) June 7, 1955**
An immediate smash hit, with a 47.5 rating in season one. Quiz show scandals led to an early demise in 1958.
- 15. Gunsmoke (CBS) Sept. 10, 1955**
Now tied with *Law & Order* as the longest scripted drama in the history of television, topping prime-time from 1957 to 1961.
- 16. The Honeymooners (CBS) Oct. 1, 1955**
Seen initially as a sketch within *The Jackie Gleason Show* (and afterwards as well), only 39 episodes were produced.
- 17. Perry Mason (CBS) Sept. 21, 1957**
Initial run was nine seasons, which led to a series of reunion movies and a short-lived remake in 1973-74.
- 18. Leave It to Beaver (CBS and ABC) Oct. 4, 1957**
The first series to show a bathroom toilet. And then there was, of course, slimy Eddie Haskell, one of the all-time great TV kids.
- 19. Bonanza (NBC) Sept. 12, 1959**
A 14-season staple, no discussion of the classic Western is complete without the Cartwrights.

1960: The first animated series in prime time.

Also in 1960: The presidential debates, between John Kennedy and Richard Nixon, are broadcast for the first time.

1967: The first Super Bowl telecast

- 20. The Twilight Zone (CBS) Oct. 2, 1959**
Sci-fi anthology at its best, with countless episodes worth remembering, but never a top 20 rated series.
- 21. The Flintstones (ABC) Sept. 30, 1960**
The first animated series in prime time and beginning of a huge franchise.
- 22. The Andy Griffith Show (CBS) Oct. 3, 1960**
Ended its eight-season run as the top rated series in 1967-68. Spawned spin-offs: *Gomer Pyle, U.S.M.C.* and *Mayberry R.F.D.*
- 23. The Dick Van Dyke Show (CBS) Oct. 3, 1961**
Almost canceled after one season, co-star Mary Tyler Moore created a minor controversy with her Capri pants.
- 24. The Beverly Hillsbillies (CBS) Sept. 26, 1962**
An immediate sensation, with a No. 1 ranking in seasons one and two (and peaking in 1963-64, with a 39.1 household rating).
- 25. The Fugitive (ABC) Sept. 17, 1963**
A record 72 percent share of the audience tuned into see Richard Kimble catch the "One Armed Man" in the series finale.
- 26. Bewitched (ABC) Sept. 17, 1964**
Finished season one second behind *Bonanza* with a 31.0 household rating.
- 27. The Munsters (CBS, Sept. 24, 1964)**
- 28. The Addams Family (ABC, Sept. 26, 1964)**
Debuting just two days apart, both only lasted two initial seasons.
- 29. Gilligan's Island (CBS) Sept. 26, 1964**
TV at its dumbest. Who takes all that clothing and money on a three-hour cruise?
- 30. I Spy (NBC) Sept. 15, 1965**
Bill Cosby is the first black actor to have a featured role on a regularly scheduled series.
- 31. Batman (ABC) Jan. 12, 1966**
Two weekly episodes each cracked the top 10 in season one (peaking at a 27.0 rating).
- 32. The Avengers (ABC) March 28, 1966**
The first British TV series to be broadcast in prime time by an American network.
- 33. Star Trek (NBC) September 8, 1966**
Countless TV spin-offs and TV's first interracial kiss.
- 34. The Smothers Brothers Comedy Hour (CBS) Feb. 5, 1967**
A victim of network censorship, the variety hour was put out to pasture by CBS when the brothers refused to meet the pre-air delivery dates.
- 35. The Carol Burnett Show (CBS) Sept. 11, 1967**
Lasted 11 seasons, peaking in season three with a 22.1 household rating.
- 36. Mission: Impossible (CBS) Sept. 17, 1967**
"Your mission, should you choose to accept it..."
- 37. Rowan & Martin's Laugh-In (NBC) Jan. 22, 1968**
This frantic mix of comedy skits was an overnight sensation, peaking at a 31.8 household rating in season two.
- 38. Julia (NBC) Sept. 17, 1968**
As Nurse Julia Baker, Diahann Carroll became the first black female to star in her own comedy.
- 39. 60 Minutes (CBS) Sept. 24, 1968**
The clock keeps ticking on prime time's longest running newsmagazine.
- 40. Marcus Welby, M.D. (ABC) Sept. 23, 1969**
A more seasoned Robert Young proved an actor could find more than one successful regularly scheduled series role.

THE AD GAME

A HISTORY
BY ANTHONY CRUPI

41. The Brady Bunch (ABC) Sept. 26, 1969
Three scripted spin-offs, one animated half hour, two theatricals, three made-for-TV movies and a reality series... so far.

42. The Mary Tyler Moore Show (CBS) Sept. 19, 1970
Won a truckload of Emmys, and spun-off *Rhoda*, *Phyllis* and *Lou Grant*.

43. All in the Family (CBS) Jan. 12, 1971
Five consecutive years as the top-rated series, five spin-offs and the beginning of the Norman Lear era of issue-driven comedy.

44. Columbo (NBC) Sept. 15, 1971
The rumpled detective continued on ABC more than a decade after its original run.

45. The Corner Bar (ABC) June 21, 1972
The first TV series to feature a recurring gay character (played by Vincent Schiavelli).

46. Maude (CBS) Sept. 12, 1972
The first series to show a main character (Bea Arthur) deciding to have an abortion.

47. The Waltons (CBS) Sept. 14, 1972
Facing *The Mod Squad* and *The Flip Wilson Show* was considered a death sentence. But the feel-good Walton clan prevailed with a nine-season run.

48. M*A*S*H (CBS) Sept. 17, 1972
At 11 seasons on the air, M*A*S*H lasted more than three times as long as the Korean War. An estimated 105.9 million viewers saw its finale.

49. Happy Days (ABC) Jan. 15, 1974
This slice of life in the 1950s morphed from a segment on comedy anthology *Love, American Style*.

50. Charlie's Angels (ABC) Sept. 22, 1976
An immediate sensation, finishing No. 5 overall in season one with a 25.8 household rating.

51. Roots (ABC) Jan. 23, 1977
The most successful miniseries in the history of television, with nine Emmy Awards and over 100 million viewers for the finale.

52. Three's Company (ABC) March 15, 1977
Best known, perhaps, for the abrupt departure of Suzanne Somers.

53. The Love Boat (ABC) Sept. 24, 1977
Former *Mary Tyler Moore Show* co-star Gavin MacLeod found series success on Saturday for 16 consecutive seasons.

54. Dallas (CBS) April 2, 1978
76 percent of all TV households tuned in to see who shot J.R. on Nov. 21, 1980, the highest rated episode in the history of television.

55. Hill Street Blues (NBC) Jan. 15, 1981
Influenced many subsequent crime-solving dramas. Nominated for 98 Emmys.

56. Cheers (NBC) Sept. 30, 1982
Started out slow, but rose to first overall in prime time in season nine with a 21.3 household rating. Spawned mega-hit *Frasier*.

57. Newhart (CBS) Oct. 25, 1982
Series finale with former TV wife Suzanne Pleshette waking Bob up after a bad dream lands this eight-season entry on our list.

58. St. Elsewhere (NBC) Oct. 26, 1982
Mass hit, no. But a young adult demographic success story thanks to its combination of quirky comedy and medical drama.

59. Miami Vice (NBC) Sept. 16, 1984
Cool music and trendy fashion set this apart.

60. The Cosby Show (NBC) Sept. 20, 1984
Hit No. 3 in season one (24.2 household rating) and first overall in all of prime time from 1985 to 1990.

1941 The first U.S. TV advertisement was broadcast on July 1. Bulova paid \$9 for a placement on New York's WNBT before an afternoon Brooklyn Dodgers-Philadelphia Phillies game.

1948 CBS and ABC join NBC in the broadcast biz. The Big Three begin to divide the pie and every spot is sold upfront. Deals for 100 percent of the following season's inventory are wrapped by the end of February.

1950 After buying out competitor C.E. Hooper, Nielsen begins compiling exclusive TV ratings data. That year, the most watched program is NBC's *Texaco Star Theater*. Hosted by Milton Berle, the show averages 6.28 million viewers per night.

1951-61 CBS enjoys a decade of ratings dominance, as *I Love Lucy*, *Gunsmoke* and the *\$64,000 Question* make the Tiffany Net America's favorite TV destination.

1956 Zenith introduces the "Space Command" remote control, freeing Americans from the tyranny of having to get up and manually switch channels.

1959 Brands like Texaco, Philco, Kraft, Geritol and Colgate literally owned the top-

rated shows, but that all changed in the aftermath of the quiz show scandal. The political fallout allowed the networks to seize control of programming from their sponsors.

1962 ABC invents the fall TV season. Needing a ratings boost, the network premieres its new lineup in a one-week period after Labor Day.

1967 ABC and American Home Products negotiate the first CPM pact, which led to the establishment of ratings guarantees.

1970 The campaign that asked the immortal question, "How many licks does it take to get to the Tootsie center of a Tootsie Pop?" debuts. The original spot and variants of the same have run on U.S. TV ever since.

1970-71 The last televised advertisement for a cigarette brand ran just before viewers greeted the new year on Jan. 1. The 30-second spot for Virginia Slims was broadcast on NBC's *The Tonight Show*.

1975 The first major agency sits out the 1975-76 upfront in protest of double-digit (as much as 25 percent) CPM hikes. J. Walter Thompson elects to hold out for more reasonable rates, but its clients get stung when

61. Murder, She Wrote (CBS) Sept. 30, 1984
No matter where Angela Lansbury went a dead body miraculously appeared.

62. The Golden Girls (NBC) Sept. 14, 1985
Only one of three sitcoms in which all the lead actors won Emmy Awards (*All in the Family* and *Will & Grace* are the others).

63. Full House (ABC) Sept. 22, 1987
One of the most successful elements of ABC's once prosperous T.G.I.F. kidcom block.

64. America's Most Wanted (Fox) April 10, 1988
This weekly nationwide manhunt has helped find and put away over 1,000 criminals.

65. Roseanne (ABC) Oct. 18, 1988
Finished in the top four through the first six seasons.

66. Murphy Brown (CBS) Nov. 14, 1988
Made the headlines in 1992 when Vice President Quayle criticized M.B. for "ignoring the importance of fathers by birthing a child alone."

67. Life Goes On (ABC) Sept. 12, 1989
Two firsts: an actor with Down syndrome in a lead role and an HIV-positive character.

68. Baywatch (NBC) Sept. 22, 1989
After a one-season run on NBC, enjoyed a 10-year stint in syndication beginning in 1991.

69. The Simpsons (Fox) Dec. 17, 1989
The longest running sitcom in TV history.

70. America's Funniest Home Videos (ABC) Jan. 14, 1990
Not brain surgery, but one of TV's most durable performers.

71. Seinfeld (NBC) May 31, 1990
The little show about "nothing" turned into the center of NBC's classic Thursday night sitcom lineup.

72. Law & Order (NBC) Sept. 13, 1990
Spinoffs to date: *SVU*, *Criminal Intent*, *Trial by Jury* and *Law & Order: Los Angeles*.

73. Beverly Hills, 90210 (Fox) Oct. 4, 1990
The second longest running series from Aaron Spelling (behind *7th Heaven*).

74. Home Improvement (ABC) Sept. 17, 1991
An eight-season hit for ABC and the top-rated sitcom in 1993-94, with a 20.4 rating.

75. The X-Files (Fox) Sept. 10, 1993
Conspiracy theories, extraterrestrial life... no subject was out of bounds for one of Fox's longest running scripted dramas.

76. Frasier (NBC) Sept. 16, 1993
The longest running live-action spin-off sitcom and record Emmy winner with 37 in its 11-season run.

77. N.Y.P.D. Blue (ABC) Sept. 21, 1993
One quarter of the ABC affils preempted the first episode of TV's first R-rated network drama.

78. Ellen (ABC) March 30, 1994
The first series to feature a female character (played by Ellen DeGeneres) outing herself.

79. ER (NBC) Sept. 19, 1994
A top 10 hit for 10 straight seasons. Peaked in 1995-96 with a first-place 22.0 rating.

they can't lock in must-have programming. They wind up paying through the nose in scatter, and for lesser series.

1992 A bombshell explodes at February's ANA Television Advertising Forum, when JWT, P&G and Y&R join forces to call for an end to the upfront marketplace. The roaring economy had other ideas, as clients invested nearly \$4 billion in TV.

1999 TiVo is introduced at the Consumer Electronics Show. Networks scoff at the high price point, not recognizing the threat of generic DVRs coming down the road.

2002 In an unprecedented move, CBS sales boss Joe Abruzzese jumps to cable, accepting the top sales post at Discovery. Abruzzese becomes the first cable sales capo to book \$1 billion in annual deals.

2005 Walmart's Julie Roehm proposes killing off the upfront with an auction-based marketplace, but the idea dies on the vine.

2006 NBC and General Electric devise what may be the most fiendishly clever product integration in history, as erstwhile 30 Rock Head of East Coast Television and Microwave Programming Jack Donaghy (Alec Baldwin) touts the wonders of the GE Trivection Oven, a souped-up microwave

that can cook a whole turkey in two hours. Following the tongue-in-cheek placement, viewers are treated to actual :30s for the GE kitchen gizmo. The 2011 Kabletown merger spells the end of the recurring gag.

2007 Nielsen C3 ratings are adopted as the currency, offering a look at viewership data for average commercial ratings in live programming, plus three days of time-shifted viewing. The new data stream gets mixed reviews, as some agency heads say C3 is a half-assed effort. If there is a consensus, it's that C3 is better than nothing.

2009 In what may have been the most protracted upfront period in history, networks don't start doing deals until mid-June, and won't wrap up until late August.

2010 This summer marks the first upfront in which cable nets are on even footing with the broadcasters, landing \$8 billion in early 2010-11 commitments.

2010 DVRs are now deployed in 40 percent of all U.S. TV households, per Leichtman Research data.

2011 With scatter up as much as 40 percent over 2010-11 upfront pricing, ad sales chiefs are banking on what should be the most lucrative upfront season in history.

80. Friends (NBC) Sept. 22, 1994
Cast climbed the ladder of success to \$1 million per episode in the final season.

81. Everybody Loves Raymond (CBS) Sept. 13, 1996
A top 10 hit, peaking at a 12.8 household rating in 2001-02.

82. Buffy, the Vampire Slayer (WB and UPN) March 10, 1997
Central to the WB's quest to reach young female viewers.

83. Sex and the City (HBO) June 6, 1998
One of the few prime-time series to successfully migrate onto the big screen.

84. The Sopranos (HBO) Jan. 10, 1999
Mobbed up original hit, peaked at 11.9 million viewers in season six.

85. The West Wing (NBC) Sept. 22, 1999
TV's most successful politically themed series and winner of 27 Emmy Awards.

86. Freaky and Geeks (NBC) Sept. 25, 1999
It only aired for 18 episodes. But Jud Appatow's nostalgic tale of high school in the '80s remains a cult favorite.

87. Who Wants to Be a Millionaire (ABC) Jan. 8, 2000
An enormous hit following a summer test, Regis Philbin "saved" struggling ABC, but four telecasts per week killed the golden goose prematurely.

88. Survivor (CBS) May 31, 2000
One of the most successful competition series, with editions 23 and 24 confirmed for 2011-12.

89. CSI: Crime Scene Investigation (CBS) Oct. 6, 2000
Forensic crime solving is still the hot ticket thanks to CSI. Two spin-offs to date: *CSI: Miami* and *CSI: NY*.

90. The Osbournes (MTV) March 5, 2002
Blazed a trail for C-level celebrities looking to have their lives filmed.

91. American Idol (Fox) June 11, 2002
Peaked in 2005-06 with an average 17.6 household rating and still topping the charts, no show this long into its run dominates the way *American Idol* does.

92. NCIS (CBS) Sept. 23, 2003
NCIS is now the most-watched scripted drama with an average 20.1 million viewers.

93. Lost (ABC) Sept. 22, 2004
Flight No. 815 out of Sydney, Australia proved there is a hunger for unorthodox storytelling.

94. Desperate Housewives (ABC) Oct. 3, 2004
Comedy mixed with drama proved to be a successful formula. Peaked in 2005-06 with a 13.8 household rating.

95. Dancing with the Stars (ABC) June 1, 2005
ABC's most-watched series with an average 21.4 million viewers for the fall 2010 performance show.

96. Keeping Up with the Kardashians (E!) Oct. 14, 2007
Continues to evolve, with endless spin-offs.

97. Glee (Fox) May 19, 2009
Critics crowed and iTunes sales went through the roof.

98. Modern Family (ABC) Sept. 23, 2009
Named Outstanding Comedy Series at last year's Emmy Awards.

99. Jersey Shore (MTV) Dec. 3, 2009
A monster hit for MTV, with over 7 million viewers in season three.

100. The Walking Dead (AMC) Oct. 31, 2010
Breaks records at AMC with 5.3 million viewers for its series-opener.



1997: The first HDTV receivers are released to the public.