



INTERDEPARTMENT CORRESPONDENCE

TO Mr. Hugh M. Beville, Jr.

DATE April 15, 1964

FROM Paul Klein

SUBJECT World's Fair Special

As you may know next week's World's Fair Special, which we are programming in the VIRGINIAN time period, falls on a Nielsen Black Week. Neither the National nor the MNA will be available. We have ordered a Black Week rating from Nielsen which will not be reported to us until May 26th, over a month after the event.

The Nielsen National (April I) will be out on Monday the 20th. Judging from the MNA's, NBC could very well be in third place. It should be all over Variety and the Herald Tribune when and if it occurs. It may be to NBC's advantage to publicize the Fair's National rating to off-set any bad publicity we will be getting next week.

If we took a National Arbitron on April 22nd it would cost us \$925.00. This rating will be available for publicity purposes on Friday, April 24th. We could also take a Trendex for the hour and a half for about \$400.00 and possibly get the same publicity.

With the Academy Awards credited to ABC in the April II Nielsen report, we may need all the ammunition we can get to combat ABC's publicity during the coming weeks when NBC will be fighting ABC for the "participating" advertising dollar.

PK:mt

cc: Messrs. Coffin
Friedwald
Miss Craig



NIELSEN TELEVISION INDEX
SPECIAL REPORT TO
NATIONAL BROADCASTING CO.
APRIL 22, 1964
WORLDS FAIR SPECIAL
NATIONAL TV NIELSEN-RATINGS

WEDNESDAY
7:30-9:00 PM

NIELSEN TOTAL AUDIENCE	
HOMES (000)	24,570
HOMES %	47.9
NIELSEN AVERAGE AUDIENCE	
HOMES (000)	18,780
HOMES %	36.6
SHARE %	56.3
7:30 PM	17,130 33.4
7:45 PM	18,620 36.3
8:00 PM	19,900 38.8
8:15 PM	19,750 38.5
8:30 PM	19,550 38.1
8:45 PM	17,540 34.2
HOMES USING TV	65.0
NUMBER OF STATIONS	182
PROGRAM COVERAGE %	98.8

5/26/64

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Red Very Good

INTERDEPARTMENT CORRESPONDENCE

RECEIVED

APR 23 1964

April 23, 1964

TO

Mr. H. M. Beville, Jr.

FROM

Ronald Friedwald

PAUL KEENE

NBC World's Fair Special

*Is this with the high-
light?*

The NBC World's Fair Special was a huge success, achieving a 56 share of audience while the combined shares for CBS and ABC programs during the hour and a half were 36.

*Should we
omit for
Blackwell
rating?*

NBC WORLD'S FAIR SPECIAL

APRIL 22, 1964 7:30-9:00 PM

<u>NBC</u>		<u>CBS</u>		<u>ABC</u>	
<u>Rating</u>	<u>Share</u>	<u>Rating</u>	<u>Share</u>	<u>Rating</u>	<u>Share</u>
World's Fair Special		Chronicle/ Suspense*		Ozzie/Duke/ Farmer's Daughter	
33.0	56	6.3	11	14.7	25

FK

Note: ratings and share computed on a program station basis.

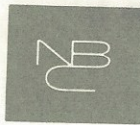
* Excludes local programming 8:00-8:30 PM.

Source: National Arbitron April 22, 1964

We have estimated the total audience for the World's Fair Special to be 59,000,000 viewers, fourteen million more than the actual two year attendance of 45,008,385 to the 1939-40 New York World's Fair.

RF:ml

cc: Messrs. Coffin, Durgin, Eiges, Hausman, Klein, Rukeyser, Scott, Shaffner, Walsh



Mr. Ronald Friedwald

April 24, 1964

Larry, pretty good.
PK**INTERDEPARTMENT CORRESPONDENCE**

TO

Mr. Ronald Friedwald

RECEIVED

DATE

April 24, 1964

FROM

Larry Stoddard

APR 23 1964

SUBJECT

**WORLD'S FAIR OPENING -
NEW YORK CITY RATING**

PAUL KLEIN

This is a brief summary of local New York City ratings for network coverage of the WORLD FAIR's opening day (Wednesday April 22, 1964 11:30-12:30 PM - NBC, CBS, ABC; 7:30-9 PM NBC).

New York Arbitron and Nielsen, as usual, differ somewhat on the level of NBC ratings. However, both services indicate substantial increases in set usage over the normal, for the period of three network daytime common coverage (11:30-12:30 PM) with NBC in a strong position. Nielsen has NBC winning the time period by a wide margin (40 share). Arbitron shows NBC and CBS in much closer competition (26 to 23 share). Both services agree that NBC's share of the time period increased while CBS' decreased over the normal time period average.

WORLD'S FAIR OPENING**THREE NETWORK COMMON COVERAGE
NEW YORK NIELSEN**

The Nielsen rating makes this show the third ranking single program in the New York market this season -- just behind the first two performances of the NBC 11:30-12:30 PM slot on 4/22/64.

	SIU	NBC		CBS		ABC	
		Rtg.	Sh	Rtg.	Sh	Rtg.	Sh
April 22, 1964							
11:30-12:30 PM	38.4	15.3	40	9.4	24	4.6	12
Previous Week							
April 13-17, 1964							
11:30-12:30 PM	25		20		32		8

NEW YORK ARBITRON

on: Harold, Deville, Co., Kessen, Klein, Rakeyer, Scott, Shaffner, Walsh

April 22, 1964							
11:30-12:30 PM	41.9	10.8	26	9.5	23	7.4	18
Previous Week							
April 13-17, 1964							
11:30-12:30 PM	25.3		18		33		8

April 24, 1964

Larry, pretty good.
1964 OK

The NBC evening special did exceptionally well in the New York City area. The Nielsen average rating for the show is a 54.0 and the Arbitron is a 42.4. RECEIVED April 24, 1964

Larry Stoddard

APR 23 1964

WORLD'S FAIR OPENING -
NEW YORK CITY RATINGS

OPENING NIGHT AT THE WORLD'S FAIR

This is a brief on Wednesday April 22, 1964, 7:30-9 PM for network coverage of the WORLD FAIR's opening day (Wednesday April 22, 1964 11:30-12:30 PM - NBC, CBS, New York Nielsen).

NBC Arbitron and Nielsen CBS usual, differ somewhat ABC the level of NBC ratings. However, both services indicate (OzzieHarriet) increases in net usage (Chronicle/Local, for the Patty Duke (World's Fair) common (Suspense) 10-12:30 PM) (Farm Daughter) Rtg. by post. Sh. Nielsen Rtg. as NBC winning the time Rtg. low by Sh wide margin (40 share). Arbitron shows NBC and CBS in much closer competition (66 to 23 5.9%). Both services agree 10.3% NBC's 12 share of the time period increased while CBS' decreased over the normal time period average.

New York Asbltton

42.4	57	7.0	9	12.7	17
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THREE NETWORK CORDON COVERAGE
NEW YORK EIGHTY

The Nielsen rating makes this show the third ranking single program in the New York market this season -- just behind the first two performances of the BEATLES on ED SULLIVAN (2/9/64 -- 58.8, 2/16/64 -- 56.3) and slightly ahead of the ACADEMY AWARDS (2/23/64-- 53.0).

Previous week

1997

11-30-12: 30 PM

LS: inc

28

22

100

THE UNIVERSITY OF CHICAGO

cc: Messrs. Beville, Coffin, Durgin, Eiges, Hausman, Klein, Rukeyser, Scott, Shaffner, Walsh ✓

April 22, 1964

11:30-12:30 PM

10.2

2003

328

7.4

11

previous week

April 13-17, 1964

11:30-12:30 PM

233

112

31

10



A. C. NIELSEN COMPANY

*M-Pls file
World's Fair File*

SPECIAL ANALYSIS REPORT

To: Mr. Paul Klein

cc: Mr. R. Friedwald
Miss W. Craig
Perm. File

National Broadcasting Co., Inc.

From: D. T. Michaelson

Date: May 26, 1964

SA# 23-26980

Telephoned May 26, 1964

Price \$750.00

Job Order No. 4029

NIELSEN TELEVISION INDEX

World's Fair Special - Non-Report - Week Ratings

Wednesday, April 22, 1964 NBC 7:30 - 9:00 PM

	Nielsen Total		Nielsen Average		Homes	Share	Program	
	Audience Rating		Audience Rating		Using	of	Coverage	
	Homes		Homes		TV	Aud.	TV	
	% Homes	Reached	% Homes	Reached	%	%	% US	Number
	(US)	(000)	(US)	(000)	(US)	(US)	Homes	of Static
7:30-9:00 P. M.	47.9	24,570	36.6	18,780	65.0	56.3	98.8	182
7:30 p.m.			33.4	17,130	58.0	57.6		
7:45			36.3	18,620	61.3	59.2		
8:00			38.8	19,900	65.4	59.3		
8:15			38.5	19,750	67.9	56.7		
8:30			38.1	19,550	68.4	55.7		
8:45			34.2	17,540	69.0	49.6		

Sample Size for this report was 947 homes.

Sampling Error at one standard error level as follows:

35 - +/- 1.5
40 - 1.6
45 - 1.6
50 - 1.6

DM

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TA HOMES - ALL SPECIALS - ALL SEASONS

INTERDEPARTMENT CORRESPONDENCE

TO Mr. Ed Friendly

DATE May 27, 1964

Total Homes
Reached (000)

FROM Paul Klein

SUBJECT World's Fair Special

1. Election Returns

NBC 11/8/60 27,750

2. World Series (Sun)

NBC 10/6/63 27,750

We have just received special Nielsen ratings on U.S. Steel's World's Fair Special -- April 22, 1964.

CBS 9/7/63 26,320

With this program U.S. Steel reached a larger total audience than any other 90 minute special in the history of television. The total program attracted some 24,570,000 homes or considerably more than 50,000,000 viewers.

3. Academy Awards

ABC 4/8/63 25,650

Other programs of greater length have had a chance to attract more total viewers. The World's Fair Special ranks 13th among all specials ever televised and 7th among all entertainment specials. However, all of these programs were at least two hours in length and included such events as Presidential Elections, space flights, the Rose Bowl and the World Series.

NBC 1/1/63 25,400

U.S. Steel reached more people in this hour and a half than the official two year attendance count at the 1939-40 N. Y. World's Fair of 45,008,385 people.

NBC 1/20/61 25,000

12. Academy Awards

ABC 4/13/64 24,930

PK:mt

13. World's Fair Special

NBC 4/22/64 24,570

cc: Messrs. Shaffner
Stoddard

NBC 1/1/64 24,470

14. World Series (Sun)

NBC 10/4/59 24,300



TA HOMES - ALL SPECIALS - ALL SEASONS

DEPARTMENT CORRESPONDENCE
(TOTAL NTI HOMES)

TO: Mr. Ed Friendly
FROM: Paul Klein

DATE: May 27, 1964
SUBJECT: World's Fair Special

Total Homes Reached(000)

1. Election Returns	NBC 11/8/60	27,750
2. World Series (Sun)	NBC 10/6/63	27,750
3. Miss America	CBS 9/7/63	26,320
4. Miss America	CBS 9/8/62	25,850
5. American In Orbit(6:30 AM-6 PM)	NBC 2/20/62	25,680
6. Academy Awards	ABC 4/8/63	25,650
7. World Series (Sat)	NBC 10/5/63	25,500
8. Wizard Of Oz	CBS 1/26/64	25,500
9. Rose Bowl	NBC 1/1/63	25,400
10. Miss America	CBS 9/9/61	25,370
11. Inaugural Ceremonies	NBC 1/20/61	25,090
12. Academy Awards	ABC 4/13/64	24,930
13. World's Fair Special	NBC 4/22/64	24,570
14. Rose Bowl	NBC 1/1/64	24,470
15. World Series (Sun)	NBC 10/4/59	24,300