

NBC Puts Five Shows In Top 10, Still Leads Season

**BY JERRY BUCK
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LOS ANGELES (AP) --- NBC's Thursday night shows, led by "The Cosby Show," were the most popular in the Nielsen ratings for the week ended Dec. 3, its 10th victory in the 11-week-old season.

All five NBC Thursday shows made the Top 10 as NBC won the week by a wide margin. ABC was second and CBS was third.

"Cosby" was first, followed by NBC's "Cheers" and a preview of its new Sunday comedy series "Ann Jillian." ABC's "Roseanne" was fourth.

Rounding out the Top 10 were NBC's "Dear John," NBC's "The Golden Girls," CBS' "Murder, She Wrote," NBC's "L.A. Law," and CBS' "60 Minutes" tied with ABC's "The Wonder Years."

The "Ann Jillian" preview behind "Cosby" was the highest rated network preview since March 1988. In its debut at its regular Sunday time slot it placed 52nd, but improved the rating for that time slot.

NBC took the week with an average of 15.4 in the A.C. Nielsen Co. survey. ABC was second with 13.2 and CBS third with 11.6. A ratings point represents the percentage of the nation's 92.1 million households tuned to a show.

For the season to date, NBC leads with 15.0, ABC is second with 13.4 and CBS is third with 12.3. NBC also won the Novem-

ber sweeps, a ratings period used to determine advertising rates.

Thursday's shows are the most watched, although the Thanksgiving holiday the week before took its toll of viewers. The next most popular night is Tuesday, where ABC has its comedy blockbusters led by "Roseanne."

In a day-by-day look at the 40 top shows, six of them are on

Thursday, including five in the Top 10; eight are on Tuesday, including two in the Top 10 and four in the next 10; seven are on Monday, mostly in the middle ranks; five are on Sunday, including two in the Top 10; four are on Saturday, including one in the Top 10; seven are on Wednesday, and three are on Friday.

Another view of the top 40

shows has NBC dominating the upper ranks. In the first 10 NBC has six shows, ABC and CBS two each; in the second 10, NBC five, ABC five and CBS none; in the third 10, NBC five, ABC three, CBS two; in the fourth 10, NBC one, ABC four, CBS five.

The NBC Monday night movie, "Little White Lies," starring Ann Jillian and Tim Matheson, was

17th for the week.

ABC's "Hallmark Hall of Fame" presentation of "The Shell Seekers," starring Angela Lansbury, tied for 22nd with NBC's "Night Court."

Among the evening news shows, the ABC "World News Tonight" was first for the ninth straight week, including two ties with CBS. Its lead over the sec-

ond place news show is the greatest since the ABC news show began in 1952. ABC was first with 11.5, CBS was second with 10.3 and NBC was third with 10.2.

Fox Broadcasting Co.'s "Married ... With Children" was 54th and is Fox's highest-rated show by a wide margin.

Top Ten

- The Associated Press**
Best-selling records of the week:
- "The Way That You Love Me," Paula Abdul
 - "Angella," Richard Marx
 - "We Didn't Start the Fire," Billy Joel
 - "Love Shack," B-52's
 - "Another Day in Paradise," Phil Collins
 - "Back to Life," Soul II Soul
 - "Don't Know Much," Linda Ronstadt with Arron Neville
 - "Polson," Alice Cooper
 - "Blame It on the Rain," Milli Vanilli
 - "With Every Beat of My Heart," Taylor Dayne

Billboard Lists Top Video Tapes

BY THE ASSOCIATED PRESS
The following are the most popular videocassettes as they appear in next week's issue of Billboard magazine. Copyright 1989, Billboard Publications, Inc. Reprinted with permission.

- VIDEOCASSETTE SALES**
- "Who Framed Roger Rabbit" (Touchstone)
 - "Bambi" (Disney)
 - "The Land Before Time" (MCA)
 - "Batman" (Warner)
 - "The Wizard of Oz: The Fiftieth Anniversary Edition" (MGM-UA)
 - "The Best of Eddie Murphy: Saturday Night Live" (Paramount)
 - "New Kids on the Block: Hangin' Tough" (CBS)
 - "Lawrence of Arabia" (RCA-Columbia)
 - "Beetlejuice" (Warner Bros.)
 - "Janet Jackson's Rhythm Nation" (A&M)
 - "New Kids on the Block: Hangin' Tough Live" (CBS)
 - "Paula Abdul: Straight Up" (Virgin)
 - "Batman: The Movie" (Playhouse)
 - "Lethal Weapon" (Warner)
 - "Def Leppard: In the Round In Your Face" (Polygram)
 - "Teenage Mutant Ninja Turtles: Case of the Killer Pizzas" (Family)
 - "Cinderella" (Disney)
 - "Pink Floyd: Delicate Sound of Thunder" (CBS)
 - "Rudolph the Red Nosed Reindeer" (Family)
 - "Jane Fonda's Complete Workout" (Warner)

- VIDEOCASSETTE RENTALS**
- "Working Girl" (CBS-Fox)
 - "Who Framed Roger Rabbit" (Touchstone)
 - "Major League" (Paramount)
 - "Rain Man" (MGM-UA)
 - "Batman" (Warner)
 - "Say Anything" (CBS-Fox)
 - "Three Fugitives" (Touchstone)
 - "Scrooged" (Paramount)
 - "Pet Sematary" (Paramount)
 - "Leviathan" (MGM-UA)
 - "The Dream Team" (MCA)
 - "Beaches" (Touchstone)
 - "The Naked Gun" (Paramount)
 - "Scandal" (HBO)
 - "Chances Are" (RCA-Columbia)
 - "Dead-Bang" (Warner)
 - "K-9" (MCA)
 - "Dead Calm" (Warner)
 - "Bill and Ted's Excellent Adventure" (Orion)
 - "Tequila Sunrise" (Warner)

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10						

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Large Handmade Live
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