

# CBS CORPORATION **update**

APEX Award for Publishing Excellence 2013, 2014



Vol. 18, No. 908, May 23, 2017

Dick Wien, Editor / [rwien@cbs.com](mailto:rwien@cbs.com) / 212-975-5607

## **CBS AND THE CW UPFRONTS HIT HIGH NOTES AT CARNEGIE HALL AND NEW YORK'S CITY CENTER**



**CBS presented its 2017-2018 primetime schedule on May 17 at Carnegie Hall, followed by a star-studded party at The Plaza Hotel in New York City. Pictured: Stephen Colbert, host of THE LATE SHOW with STEPHEN COLBERT. Photo: Jeffrey R. Staab/CBS**



**"In this fragmented world, the social and economic value of any medium with the power to bring people together is more important than ever. And that's what we do here. In news... in sports... in primetime... in late night... with the books we publish and the websites we operate... the CBS Corporation brings people together with great content.**

**Wherever the viewer wants to go, CBS is there, leading the way. And where our content goes, on any platform, you go with us... in an environment that is clean, advertiser-friendly and the highest quality."**

**Leslie Moonves, President and CEO, CBS Corporation**

Last Wednesday (May 17) and Thursday (May 18) CBS and The CW unveiled in New York their new 2017-2018 primetime schedules to advertisers, the press, television station group owners, representatives from affiliates nationwide and their national spot sales representatives. Also on hand were many from the Network's glittering galaxy of stars.

(Continued on page 2)

## CBS TO WIN IN VIEWERS FOR THE 14TH TIME IN 15 YEARS

**CBS'** new series join a lineup that will finish the current season as America's most watched network in viewers for the 14th time in 15 years, including the last nine years straight. Season-to-date, in viewers, CBS has 14 time period winning programs (more than all other networks combined), and in A25-54 the Eye has 12 time period winning programs (more than any other network). Source: 2016/2017 Broadcast Prime Season-To-Date Thru Week #34 (9/19/16 – 5/14/17)

## CBS NEW SEASON HITS HIGH NOTE AT CARNEGIE HALL



The **CBS** primetime lineup, presented at New York's Carnegie Hall, features four new comedies, four new dramas and 23 returning series.

The new fall dramas are: **SEAL TEAM**, a military drama that follows the professional and personal lives of the most elite unit of Navy SEALs, starring **David Boreanaz**; **S.W.A.T.**, inspired by the television series and feature film, starring **Shemar Moore**; and **WISDOM OF THE CROWD**, starring Emmy and Golden Globe Award winner **Jeremy Piven** as a visionary tech innovator who creates a cutting-edge crowdsourcing app to solve his daughter's murder. (For more details on the new shows, see page 3-4)

**CBS Television Studios** either totally owns or has an ownership position in five new shows on the fall schedule: **S.W.A.T.**, **WISDOM OF THE CROWD**, **SEAL TEAM**, **9JKL** and **ME, MYSELF & I**.

Providing CBS unparalleled stability, the Network will return 23 successful series to its 2017-2018 schedule. The 23 returning shows include the comedies **THE BIG BANG THEORY**, television's #1 scripted series and the #1 comedy for seven consecutive years; **KEVIN CAN WAIT**, this season's #1 new comedy; the critically acclaimed time period winner **MOM**; as well as **LIFE IN PIECES**, **MAN WITH A PLAN** and **SUPERIOR DONUTS**.

## CBS UPFRONT A SELECTION OF PRESS REVIEWS

"With a revamped Monday night comedy block and a host of heavy new dramas on the slate, there's going to be a lot of fresh material to feast your eyes on come fall on CBS."

-- *TV Guide*

"CBS packed Carnegie Hall on Wednesday afternoon with an upfront that played like one of its Tuesday action-dramas. It was slick, well-paced ... and the hero — broadcast television — won in the end. ... There is no media CEO who likes playing to a big crowd more than CBS Corp. chairman-CEO Moonves, and it shows every year. It didn't hurt that this year CBS has some notable successes to show off, from the surge for Stephen Colbert's **THE LATE SHOW** to the steady progress of **CBS THIS MORNING** in chipping away 'Today' and 'Good Morning America's' longtime advantage." -- *Variety*

"... The Eye Network displayed some legacy beliefs during its upfronts presentation at Carnegie Hall, like the importance of the primetime schedule and the primacy of broadcast TV."

-- *Advertising Age*

"Colbert set the tone for what was probably the most high-energy upfront we've seen all week." -- *The New York Times*

"Most-watched Stephen Colbert is the star of the show at CBS upfront." -- *The Los Angeles Times*

"Eyeballs Plus Data Is CBS' formula." -- *Broadcasting & Cable*

"As always, the (CBS) trailers seemed to be more acutely on-brand than those from any other network." -- *Adweek*

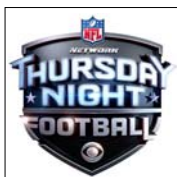
Other returning series are **NCIS**, television's #1 drama for eight consecutive seasons; **BULL**, this season's #1 new drama in viewers; **SCORPION**, the most watched broadcast drama on Monday; **BLUE BLOODS**, a top 10 broadcast drama in viewers; **NCIS: LOS ANGELES** and **MADAM SECRETARY**, which are the #1 and #2 broadcast series on Sunday, respectively; time period winners **NCIS: NEW ORLEANS**, **HAWAII FIVE-0** and **MACGYVER**; as well as **CRIMINAL MINDS**, **ELEMENTARY** and **CODE BLACK**.

(Continued on page 3)

(CBS UPFRONT, continued from page 2)

The returning reality series are the Emmy Award-winning programs SURVIVOR, THE AMAZING RACE and UNDERCOVER BOSS. In news, CBS will return 60 MINUTES, as it celebrates its 50th anniversary and five decades as television's #1 news program, and Saturday's #1 regularly scheduled program, 48 HOURS, as it celebrates its 30th anniversary.

In addition, NFL THURSDAY NIGHT FOOTBALL returns to CBS' #1 prime-time lineup for the fourth consecutive year with five early-season games on consecutive weeks. The Thursday broadcasts kick off on Sept. 28 with the **Chicago Bears** versus the **Green Bay Packers**.



### **The New CBS Fall Dramas**



- SEAL TEAM is a military drama starring **David Boreanaz**, ("Buffy the Vampire Slayer") that follows the professional and personal lives of the most elite unit of Navy SEALs as they

train, plan and execute the most dangerous missions. The ensemble cast includes **Max Thieriot, Neil Brown Jr., AJ Buckley, Toni Trucks** and **Jessica Paré**. SEAL TEAM is produced by **CBS Television Studios**.

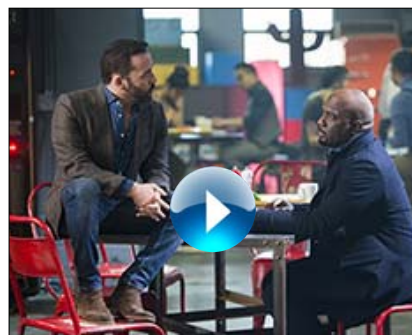
<http://www.cbs.com/shows/seal-team/video/>

- S.W.A.T. is inspired by the television series and feature film, and stars **Shemar Moore** ("Criminal Minds") who is tasked to run a specialized tactical unit that is the last stop in law enforcement in Los Angeles. The ensemble cast includes **Stephanie Sigman, Alex Russell, Jay Harrington, Lina Esco, Kenny Johnson** and **Peter Onorati**. S.W.A.T. is produced for Sony Pictures Television in association with **CBS Television Studios**.



<http://www.cbs.com/shows/swat/video/>

- WISDOM OF THE CROWD stars Emmy and Golden Globe Award winner **Jeremy Piven** ("Entourage") as a visionary tech innovator who



creates a cutting-edge crowdsourcing app to solve his daughter's murder. The series, produced by **CBS Television Studios** in association with Universal Television, also stars **Richard T. Jones, Natalia Tena, Blake Lee, Jake Matthews** and **Monica Potter**.

<http://tinyurl.com/k3d9567>

### **The New CBS Fall Comedies**



- YOUNG SHELDON, is a single-camera, half-hour comedy that gives viewers the chance to meet Sheldon Cooper as a 9-year-old child as he embarks on his innocent, awkward and hopeful journey toward the man he will become. The series stars **Iain Armitage** as young Sheldon, with THE BIG BANG THEORY's multiple Emmy Award

winner **Jim Parsons** narrating as the adult Sheldon. The ensemble cast also features **Zoe Perry, Lance Barber, Raegan Revord** and **Montana Jordan**.

<http://tinyurl.com/lr3xre3>

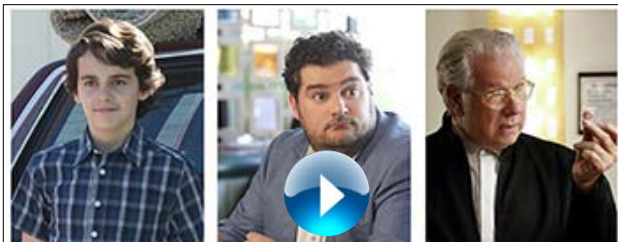
- 9JKL stars **Mark Feuerstein** as a newly single actor who returns home to live in an apartment sandwiched between his doting parents and his



competitive brother and family. The series also stars **Linda Lavin, Elliott Gould, David Walton, Liza Lapira** and **Matt Murray**. 9JKL is produced by Kapital Entertainment in association with **CBS Television Studios**. <http://tinyurl.com/kgvh9r7>

(Continued on page 4)

(CBS UPFRONT, continued from page 3)



● ME, MYSELF & I is about the defining moments in the life of a man named Alex over three distinct periods – as a 14-year-old in 1991, at age 40 in present day and at age 65 in 2042. ME, MYSELF & I stars **Bobby Moynihan** (Alex, present day), **Jack Dylan Grazer** (Alex, 1991) and **John Larroquette** (Alex, 2042). Also in the cast are **Brian Unger**, **Jaleel White**, **Kelen Coleman**, **Skylar Gray**, **Christopher Paul Richards**, **Mandell Maughan**, **Reylynn Caster** and **Sharon Lawrence**. The series is produced by Kapital Entertainment in association with Warner Bros. Television and **CBS Television Studios**.

<http://tinyurl.com/ml96yw4>

### THE CAMERA EYE ON CBS' UPFRONT...



### CARNEGIE HALL ATTENDEES GET FIRST LOOK AT "STAR TREK: DISCOVERY" TRAILER



A highlight of CBS' Upfront was star **Sonequa Martin-Green**'s unveiling of a first look at the highly-anticipated STAR TREK: DISCOVERY.

The first episode of the series will premiere on CBS this fall and then roll out exclusively on *CBS All Access* (<http://tinyurl.com/mc9zdd8>). CBS Interactive president and COO **Marc Debevoise** announced that the STAR TREK: DISCOVERY season has been expanded to 15 episodes and a companion after-show, TALKING TREK, will be launched. Debevoise also noted that an aggressive approach in digital has made CBS one of the largest Internet companies in the U.S. "With over 20 leading Interactive properties spanning Entertainment, Sports, News, Technology, Media and Gaming, we deliver millions of users and billions of views. Those users give us real data and we use it to provide customized ad targeting across both digital and linear."

### Video preview packages are available on:

- <http://www.cbs.com/>
- CBS' YouTube channel at <https://youtube.com/user/CBS>

For more information on CBS' new season, go to <http://bit.ly/2ro1elr>

(Continued on page 5)

## THE CW



The CW presented its 2017-2018 primetime schedule to advertisers, affiliates, and national media at the New York City Center on May 18. At the gathering, **Mark Pedowitz**, President, The CW, announced four new scripted series for next season, continuing the network's mission of adding more original programming to its schedule all throughout the year. In the fall, The CW will premiere the action-packed new military drama, VALOR, and a new version of the iconic soap, DYNASTY, providing two new female-focused series that add more balance to the network's primetime lineup. Coming in midseason: the heartwarming comedy, LIFE SENTENCE, starring Lucy Hale ("Pretty Little Liars"), and the new series, BLACK LIGHTNING, based on the DC character.



*"The CW has transformed over the past few years, from a linear network into a true multi-platform success.*

*Whether it's on broadcast, on VOD, OTT, digital, or mobile, we are reaching those viewers everywhere they are, with opportunities for our advertisers across every platform, ...*

*Next season, we will have our strongest schedule ever, with a broad range of series to appeal to both women and men, across a wide range of demographics. And we will continue to provide our advertisers new opportunities to reach our audience, the youngest of any broadcaster, on every platform."*

*-- Mark Pedowitz, President, The CW*

For more information on The CW's fall schedule, go to <http://tinyurl.com/kpdapfj>



**Pictured top (L-R): VALOR and DYNASTY. Bottom (L-R): LIFE SENTENCE and BLACK LIGHTNING**

### In The New Season....

- SUPERGIRL returns for its third season on Mondays (8:00-9:00 PM, ET/PT) followed by the new military drama VALOR, starring Christina Ochoa and Matt Barr (9:00-10:00 PM, ET/PT).
- Tuesdays remain super-heroic, with the fourth season of THE FLASH (8:00-9:00 PM, ET/PT) once again followed by DC'S LEGENDS OF TOMORROW (9:00-10:00 PM, ET/PT).
- RIVERDALE moves to a new night on Wednesday (8:00-9:00 PM, ET/PT), followed by the new drama DYNASTY, a reimagining of the classic primetime soap from executive producers **Josh Schwartz** and **Stephanie Savage** ("The O.C." and "Gossip Girl") and Sallie Patrick ("Revenge") (9:00-10:00 PM, ET/PT).
- Thursday nights reunite the Winchester brothers with Team Arrow, with SUPERNATURAL (8:00-9:00 PM, ET/PT) followed by ARROW (9:00-10:00 PM, ET/PT), now on a new night.
- CRAZY EX-GIRLFRIEND is back on Friday nights (8:00-9:00 PM, ET/PT), followed by JANE THE VIRGIN on a new night (9:00-10:00 PM, ET/PT).
- The CW will launch its 2017-2018 season in October, with premiere dates to be announced later. The season will once again kick off with the exclusive telecast of the HEARTRADIO MUSIC FESTIVAL. The CW will also celebrate the holiday season with an exclusive telecast of the IHEARTRADIO JINGLE BALL; air dates will be announced at a later date.

# CBS PRIMETIME 2017|18



	7:00	8:00	8:30	9:00	9:30	10:00
MON		THE BIG BANG THEORY	9JKL	KEVIN CAN WAIT	ME, MYSELF & I	SCORPION
	POST TNF	KEVIN CAN WAIT	9JKL	ME, MYSELF & I	SUPERIOR DONUTS	
TUE		NCIS		BULL		NCIS: NEW ORLEANS
WED		SURVIVOR		SEAL TEAM		CRIMINAL MINDS
THU		NFL THURSDAY NIGHT FOOTBALL				
	POST TNF	THE BIG BANG THEORY	YOUNG SHELDON	MOM	LIFE IN PIECES	S.W.A.T.
FRI		MACGYVER		HAWAII FIVE-0		BLUE BLOODS
SAT		CRIMETIME SATURDAY		CRIMETIME SATURDAY		48 HOURS
SUN	60 MINUTES	WISDOM OF THE CROWD		NCIS: LOS ANGELES		MADAM SECRETARY

PRIMETIME SCHEDULE AS OF MAY 17, 2017. NEW SHOWS HIGHLIGHTED IN GOLD. ALL TIMES ARE ET/PT.

UPDATE is published by CBS Communications Group.  
Gil Schwartz, Senior Executive Vice President  
Richard Wien, Editor, x5607 (NY)

#### **CAUTIONARY STATEMENTS REGARDING FORWARD-LOOKING STATEMENTS**

**This newsletter may include "forward-looking statements" within the meaning of section 27A of the Securities Act of 1933 and section 21E of the Securities Exchange Act of 1934. Forward-looking statements inherently involve risks and uncertainties that could cause actual factual results to differ materially from the forward-looking statements, including those due to changes in economic, business, competitive, technological, strategic and/or regulatory factors, and other factors affecting the operations of the businesses of the CBS Corporation. CBS Corporation's news releases and filings with the Securities and Exchange Commission including but not limited to its most recent Form 10-K, Form 10-Q and 8-Ks, contain a description of factors that could affect future results. The forward-looking statements are made only as of the date of this document and we do not undertake to update any forward-looking statements to reflect subsequent events or circumstances. For more information about CBS Corporation, see the Company's news releases and filings with the Securities and Exchange Commission which can be found on the CBS Corporation website, [www.cbcorporation.com](http://www.cbcorporation.com), in the "News" and "Investor Relations" sections, respectively.**