



We'd like to make three points aboutNBC's popularity this season.

1. The season to date <u>NBC the</u>

leader. Over the course of the new television season, N 3C's prime-time audience is the largest of t¹ hree networks. And NBC's lead among adult viewers is even larger than its over-all margin. (The most popular regularlyscheduled program on the air is "Rowan and Martin's Laugh-In.")

2. The most recent audience estimate NBC the leader. In the two weeks ending November 10, NBC increased its lead.