

cations Act of 1934, and broadcasters support other elements of the bill that would broadly liberalize ownership rules.

If the House bill does not include ratings language in its final version, the conference between the House and the Senate to work out their legislative differences will eliminate the provision from the bill,

sources say. But opponents of the ratings measure say they hope to block it before it even reaches the floor. The House could adopt a rule before discussion of the telecommunications bill is brought to the floor that would bar any ratings or V-chip amendment from being discussed.

But opponents of the ratings sys-

tem may have a tough fight on their hands if it does reach the floor. The Senate supported the measure in a 73-26 vote. In the current climate, set in part by Senate Majority Leader Dole's recent attacks on Hollywood, few elected officials want to go on record with a vote that could be construed to support violence on TV. ■

UPN affiliates meet for first time

New kids show, new stations highlight Los Angeles meeting

By Steve Coe

Affiliates of the United Paramount Network held their first affiliates meeting last week (on the Paramount lot in Los Angeles). On the heels of announcing nine new affiliates, the network detailed plans for its Sunday children's programming schedule and presented its new fall prime time lineup.

Set to debut on Sunday, Sept. 10, at 10-11 a.m., UPN KIDS will feature two half-hour series from Saban Entertainment, which has a deal to supply children's programming to the network. Joining the already announced *Space Strikers* (10-10:30 a.m.) will be *Teknoman* (10:30-11 a.m.), set in 2087.

Al Devaney, general manager, WPWR-TV Chicago and UPN affiliate board chairman, said affiliates came away enthusiastic about the network's plans for fall as well as



the promotional efforts behind the all-drama lineup. He acknowledged there was some concern about the lack of comedies, but said that Michael Sullivan, president, entertainment, made the case for counterprogramming in his opening speech: "He pointed out that there would be 60 comedies on the fall schedules of the other networks and how difficult it would be to try to

compete in that environment." Affiliates were shown promotional spots featuring the tag line "Dramatically Different." Devaney also praised the network's kids programming promotional spots, which he said featured different uses of the UPN logo.

Affiliates also were given an update on recent affiliation deals. UPN has added nine stations—three primary affiliates and six secondary. The additions bring to 124 the number of UPN affiliates, with overall coverage standing at 86.5% of the country and coverage by primary affiliates at 73%. Lucie Salhany, UPN chairman and chief executive officer, told attendees that the network would continue to look at alternative distribution systems to reach total coverage of the country.

Devaney said the network's plans

MGM to launch Asian channel

MGM/UA Telecommunications Group and Indonesia's Asia Media Management Ltd. are launching a satellite- and cable-delivered channel set to debut early next year.

MGM Gold, which will feature programming from MGM and United Artists libraries, will serve Indonesia and the Asian market. The venture marks the first of its kind for MGM as well as Asia's first studio-branded, general entertainment channel, according to MGM executives. The programming lineup is expected to include classic movies, television series and children's programming. The MGM lion, one of the world's most recognizable logos, will serve as the trademark of the new service.

Indovision, a high-power satellite system that delivers

40 channels to subscribers in Indonesia, has signed on as the service's first carrier. Executives from both companies point to the rapidly growing Asian market as one of the motivating forces behind MGM Gold. Indonesia, for example, is the fourth most populous country in the world and, according to MGM, has one of the most advanced satellite-telecommunications systems in Asia. "The growth of the Asian media market outpaces that of most of the world, and, until the formation of MGM Gold, the opportunity for a studio-branded general entertainment channel in the region had yet to be tapped," says Peter Gontha, one of the principals at Asia Media Management.

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