

Cable ad spending to rise 15%

Cable advertising revenue is expected to top \$5.3 billion in 1995, a 15.2% boost over the \$4.6 billion total projected for 1994, according to the Cabletelevision Advertising Bureau. The CAB says cable networks will attract \$3.6 billion in ad revenue, a 13% boost over 1994; local and spot cable advertising will climb to \$1.5 billion, a 15% boost over last year; and regional sports/news channel ad income in 1995 will climb to \$195 million, marking a 12% increase over 1994.

Choice gets Fox

Twentieth Century Fox, the last major studio that did not have a deal with Viewer's Choice, has agreed to make its titles available to the pay-per-view distributor beginning March 1. Included in the deal are recent Fox hits such as "True Lies" and "Speed" as well as future titles

from Twentieth Century Fox and Fox Searchlight pictures.

Cablevision gets Golf

Cablevision Industries has become the fourth cable MSO to reach a carriage agreement with The Golf Channel, joining Comcast Communications, Continental Cablevision and Newhouse Broadcasting. The 24-hour network debuts on Jan. 17.



AMERICA³

The Women's Team

America's Cup 1995

Lifetime looks for sports

Lifetime is planning a second and possibly third documentary tied to

its coverage of America 3, the first all-women's team to race for the America's Cup. The network planned to run its first documentary on the team last night (Jan. 8) and has a second special scheduled for April. If the team makes it to the finals, Lifetime has an option to do a third special. Meanwhile, the network is looking to delve yet deeper into sports with two as-yet-unnamed sporting sponsorships in the works for 1995.

Bacall picks flicks

Actress Lauren Bacall has joined American Movie Classics as its national spokesperson for 1995 and will host a weekly feature that will debut on the cable network this spring. The Friday evening series will feature Bacall introducing and commenting on classic movies she selects from AMC's library.

Free looks

Showtime Networks Inc. this week will run free previews for Showtime (Jan. 14-15) and The Movie Channel (Jan. 10-13). So far, 1,090 systems reaching more than 21.5 million basic subscribers have signed on for the Showtime preview; 637 systems reaching 17.5 million basic subs are on board for the TMC preview.

Dutch Boy on H&G

Newly launched Home & Garden Television has signed a multiyear charter advertiser agreement with Dutch Boy Paints that will include sponsorship of *Room by Room*, an original weekly half-hour series airing on the cable network.

More subs for Court

Court TV has gained 7.8 million subscribers as a result of the FCC's going-forward rules, according to CEO Steven Brill, bringing the network's total distribution to more than 20 million basic subscribers by early 1995. New system launches include Continental Cablevision of Jacksonville, Fresno and Dayton; Metrovision of Chicago; Time Warner of Orlando, Houston and Boston, and Viacom of Seattle. —RB

Top cable shows

Following are the top 15 basic cable programs for the week of Dec. 26-Jan. 1, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	Hhs. (000)	Rating Cable	U.S.
1. <i>Bowl Games</i>	ESPN	Fri 9:01p	2,916	4.7	3.1
2. <i>Movie: 'The Outlaw Josey Wales'</i>	USA	Tue 8:00p	2,485	4.0	2.6
3. <i>Movie: 'Sunstroke'</i>	USA	Sun 4:00p	2,448	4.0	2.6
4. <i>Bowl Games</i>	ESPN	Thu 8:00p	2,427	3.9	2.5
5. <i>Bowl Games</i>	ESPN	Wed 8:00p	2,422	3.9	2.5
6. <i>Bowl Games</i>	ESPN	Sat 8:00p	2,412	3.8	2.5
7. <i>NFL Gameday</i>	ESPN	Sun 12:00n	2,396	3.8	2.5
8. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,131	3.4	2.2
9. <i>Gator Bowl</i>	TBS	Fri 7:30p	1,970	3.2	2.1
10. <i>Movie: 'Linda'</i>	USA	Sat 4:00p	1,912	3.1	2.0
11. <i>Sportscenter</i>	ESPN	Sun 11:30a	1,896	3.0	2.0
12. <i>Ren & Stimpy</i>	NICK	Sun 11:30a	1,854	3.1	1.9
13. <i>NFL Prime Time</i>	ESPN	Sun 7:30p	1,830	2.9	1.9
13. <i>Aaahh!! Real Monsters</i>	NICK	Sun 11:00a	1,823	3.0	1.9
15. <i>Rocko's Modern Life</i>	NICK	Sun 10:30a	1,821	3.0	1.9

Following are the top five pay cable programs for the period of Dec. 26-Jan. 1, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. <i>Movie: 'A Perfect World'</i>	HBO	Sat 8:00p	2,338	11.5	2.5
2. <i>Movie: 'Look Who's Talking Now'</i>	HBO	Tue 8:00p	2,148	10.5	2.3
3. <i>Movie: 'Beverly Hills Cop II'</i>	HBO	Fri 8:00p	1,717	8.4	1.8
4. <i>R Simmons Def Comedy Jam</i>	HBO	Sat 2:00a	1,670	8.2	1.8
5. <i>Movie: 'Ground Zero'</i>	HBO	Tue 11:00p	1,641	8.0	1.7