

# 'Magnum' Packs A Wallop

MCA TV has broken all the dollar records in syndication with its sale to stations of "Magnum, P.I." (*Variety*, Nov. 9). Within five weeks of its introduction into the marketplace, "Magnum" has soared over the \$1,000,000-an-episode mark. (RLE)

Syndication experts say only two other series have crossed the magic \$1,000,000-an-episode syndication threshold: ITC Entertainment's "The Muppet Show" and 20th-Fox TV's "Mash." But ITC sold 14 runs of each "Muppet Show" half-hour instead of the six runs MCA is making available of each "Magnum" episode, and "Mash" didn't hit the \$1,000,000 mark until Fox went back to the stations to renew the series for a second syndication go-round, five years after the initial sale. PAGE 43

Stations in 53 markets have bought "Magnum," and syndication-series records have fallen in most of those cities. The six runs of each "Magnum" hour become available to stations in the fall of 1986 for about a 50-month period.

With 129 "Magnum" episodes in the first sale to stations, sources say MCA will reach a total gross of \$150,000,000 by the end of the month.