

Magnum, P.I. continues to generate substantial back-end revenue for MCA. Word last week was that the company has agreed to sell a third-cycle syndication package of 156 episodes to MCA/Paramount-owned USA Network for around \$150,000 per episode, or \$23.4 million. The four-year deal kicks in in 1994, with two years non-exclusive (the last two-years of the second broadcast syndication cycle) and two years exclusive. It's said to

be the first major off-network property USA has agreed to buy on a non-exclusive basis. In its first cycle, *Magnum* earned a record (which still holds) \$2.5 million an episode for an off-network hour in syndication. *Cosby*, of course, is the all-time off-network revenue generator at about \$4 million per episode.