

# *28<sup>th</sup> Annual TV Preview*

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09.07.2023

THE 2023-24 SEASON

## *the 2023-24 season*

Welcome to the 28<sup>th</sup> edition of the Harmelin Media Annual TV Preview. At the time of this release, both WGA (Writers Guild of America) and SAG/AFTRA (Screen Actors Guild and American Federation of TV and Radio Artists) are on strike. WGA has been on strike since May and SAG/AFTRA since July, causing a disruption to the fall TV schedules. The Walt Disney Company has pulled ABC's scripted series in favor of reality and game show offerings and Paramount will run some of their existing Paramount+ and Paramount Network content on CBS. As the strikes continue, the release of new and existing programming will continue to be affected.

Warner Bros. Discovery merged HBO Max with Discovery+ and rebranded their streaming service as Max, gifting us with HGTV home flipping and HBO dragon slaying all in one place.

The Nexstar owned-and-operated stations in the Philadelphia (WPHL), San Francisco (KRON), and Tampa (WTTA) markets became CW affiliates as of last week. The local news and syndicated programming primarily remain the same, but the three stations now carry The CW's primetime lineup, live sports, and special event programming.

This year's preview includes new TV shows by media companies and independent streaming services, YouTube updates, and news across live sports leagues with notable matchups to mark on your calendars. We have also included a few throwback TV show Top Ten lists, as well as internal poll results regarding what Harmelin Media employees are watching.

Please enjoy this issue with our previews of the upcoming TV season.

prime video

**gen v**

America's only college exclusively for young adult superheroes, *Gen V* explores the lives of hormonal, competitive Supes as they put their boundaries to the test, competing for the school's top ranking. [WATCH TRAILER](#)

freevee

**the goat**

*The GOAT* is a new reality competition series from the producers of *The Bachelor*, *The Office*, and *FBoy Island*. Hosted by Daniel Tosh (*Tosh.0*), the show features 14 names in reality TV competing in mental, physical, and social challenges for the ultimate "greatest of all time" title.

freevee

**mock of the week**

A half-hour topical and satirical panel show executive produced by Emmy-winning comedian Trevor Noah and BAFTA Award-winning executive producer Dan Patterson.

prime video

**wilderness**

*Wilderness* is a twisted love story where a dream holiday and a supposedly "happily-ever-after" quickly turns into a living nightmare.

105M	<b>M.A.S.H.</b> 2/28/1983	1
80.4M	<b>CHEERS</b> 5/20/1993	2
78M	<b>THE FUGITIVE</b> 8/29/1967	3
76.3M	<b>SEINFELD</b> 5/14/1998	4
52.5M	<b>FRIENDS</b> 5/6/2004	5
50.7M	<b>MAGNUM P.I.</b> 5/1/1988	6
44.4M	<b>THE COSBY SHOW</b> 4/30/1992	7
40.2M	<b>ALL IN THE FAMILY</b> 4/8/1979	8
36.3M	<b>FAMILY TIES</b> 5/14/1989	9
35.5M	<b>HOME IMPROVEMENT</b> 5/25/1999	10

**Top Ten All-Time Series Finales (Viewers)\***

\*In comparison with series finales from recent years, *Big Bang Theory* aired 5/16/2019 with 18M viewers, *Game of Thrones* aired 5/19/2019 with 19.3M viewers, and *This is Us* aired 5/24/2022 with 6.4M viewers

## *the changeling*

According to Apple, the eight-part series *The Changeling* is a fairytale for grown-ups. A horror story, a parenthood fable and a perilous odyssey through a New York City you didn't know existed. It's based on the novel of the same name by Victor LaValle.

## *lessons in chemistry*

Set in the 1950s, the story follows a woman who dreams of being a scientist in a world that demands women stay at home. She eventually lands a job hosting a TV cooking show and uses it as a platform to teach science to housewives. [WATCH TRAILER](#)

## *masters of the air*

This limited series reunites Steven Spielberg, Tom Hanks and Gary Goetzman. Starring Austin Butler, *Masters of the Air* is based on the compelling book by Donald L. Miller, and follows the true story of the American bomber boys in World War II who brought the war to Hitler's doorstep.

## *palm royale*

A comedy that follows Maxine Simmons' attempt to secure her seat at America's most exclusive table: Palm Beach high society. Set during the powder keg era of the early 1970s, *Palm Royale* is a nod to every outsider fighting for their chance at superficial greatness.

## *sugar*

John Sugar is a private detective investigating the mysterious disappearance of a legendary Hollywood producer's beloved granddaughter in modern-day Los Angeles.

## *the super models*

A four-part documentary series that highlights the careers of Naomi Campbell, Cindy Crawford, Linda Evangelista, and Christy Turlington. [WATCH TRAILER](#)



### fboy island

The CW will be the new home for this American dating reality show that focuses on three women trying to identify 24 men as either a womanizer or a nice guy (one seeking a serious relationship). [WATCH TRAILER](#)

### inside the nfl

Entering its 47<sup>th</sup> season, *Inside the NFL* made its first broadcast debut on The CW this week. The show aired previously on HBO, Showtime and, most recently, Paramount+.

### sullivan's crossing

Starring Scott Patterson, Chad Michael Murray and Morgan Kohan, *Sullivan's Crossing* is a new drama series based on the books written by #1 New York Times best selling author Robyn Carr. [WATCH TRAILER](#)



21.2M	60 MINUTES	1
20.5M	DALLAS	2
18.8M	M.A.S.H.	3
18.8M	MAGNUM P.I.	4
18.6M	DYNASTY	5
17.7M	THREE'S COMPANY	6
17.5M	SIMON & SIMON	7
17.2M	FALCON CREST	8
16.9M	THE LOVE BOAT	9
16.7M	THE A-TEAM	10

Top Ten Prime TV Shows from the 1982-83 TV Season (Avg. Viewers)\*

tied!

\*Excludes sports; Harmelin Media was founded in 1983

### *krapopolis*

*Krapopolis* is an animated series about an imperfect family of humans, gods and monsters that try to run one of the world's first cities without destroying each other.

### *snake oil*

This is a new game show hosted by David Spade where contestants, with the help of celebrity advisors, must figure out if the products they are being pitched are real or if they are being duped with fake ventures by "snake oil salesmen."



21.1M	ER	1
20.3M	SEINFELD	2
17.9M	FRIENDS	3
17.3M	CAROLINE IN THE CITY	4
16M	THE SINGLE GUY	5
15.4M	HOME IMPROVEMENT	6
15M	BOSTON COMMON	7
13.6M	60 MINUTES	8
13.5M	N.Y.P.D. BLUE	9
13M	20/20	10

Top Ten Prime TV Shows from the 1995-96 TV Season (Avg. Viewers)\*

\*Excludes sports; we covered the 1995-96 season in our first TV preview, formerly titled *The Harmelin Media Report*

peacock ***apples never fall***

This dramatic mystery miniseries is based on Liane Moriarty's novel of the same name and stars Annette Bening, Sam Neill & Jake Lacy.

peacock ***the continental: from the world of john wick***

The three-part event will explore the origin behind the iconic hotel-for-assassins centerpiece of the John Wick universe. [WATCH TRAILER](#)

peacock ***crystal lake***

Crystal Lake is the upcoming *Friday the 13<sup>th</sup>* prequel horror series.



***extended family***

Jim's life gets complicated when his ex-wife gets together with his favorite sports team's owner. The comedy series will star Jon Cryer and Donald Faison.



***found***

A PR specialist leads a team to find missing people who have been ignored by law enforcement.



***the irrational***

A world-renowned professor of behavioral science uses his unique understanding of human behavior to help solve high-stakes cases. [WATCH TRAILER](#)

peacock ***ted***

*Ted* is Seth MacFarlane's series adaptation of the popular 2012 live-action movie.

peacock ***those about to die***

Starring Anthony Hopkins, this action-packed drama is set within the complex and corrupt world of gladiators in Ancient Rome.



***vuelve a mí (come back to me)***

This new drama series is filled with action and romance that unfolds after the kidnapping of a woman's son. [WATCH TRAILER](#)

### *all the light we cannot see*

Anthony Doerr's *All the Light We Cannot See* tells the story of two teenagers during World War II, one a blind girl in Nazi-occupied France, the other a German orphan boy pressed into service by the Nazi army.

### *berlin*

Before the events of *Money Heist*, Berlin and a masterful gang gather in Paris to plan one of those most ambitious robberies ever.

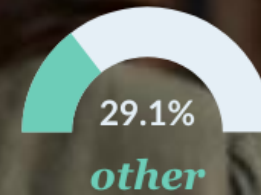
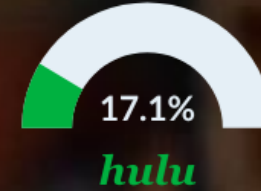
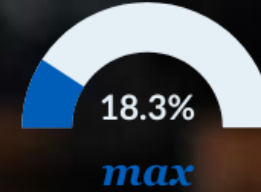
### *blue eye samurai*

Netflix's new animated adventure series is set in Edo-period Japan and follows the titular mixed-race samurai who lives a life in disguise while planning her vengeance.

### *the fall of the house of usher*

This horror drama miniseries was created by Mike Flanagan and is based on the short story by Edgar Allan Poe. [WATCH TRAILER](#)

# NETFLIX



**Favorite Streaming Service as Voted by Harmelin Media Employees**

\*Netflix is the top streamer for all age groups 30+ while Max took the top spot for those ages 20-29



## *griselda*

A biographical series starring Sofia Vergara about the drug empire surrounding Griselda Blanco, a Colombian drug lord in Miami from the 1970s through the early 2000s.

## *neon*

Comedy series follows three friends who move to Miami with the hopes of making it big in reggaeton music.

## *obliterated*

An elite team is assembled from various branches of the US armed forces to stop a deadly terrorist network from blowing up Las Vegas. They complete the mission and celebrate with a night on the town, but discover that the bomb they neutralized was fake, so they must fight through their intoxication to find the real one and neutralize it.

## *squid game: the challenge*

Transforming the South Korean series into the biggest reality competition ever. Though the reality version of Squid Game isn't a matter of life or death - 456 players will compete to win \$4.56 million, the largest cash prize in reality television history. Through a series of childlike games, each player will be pushed to their limits. [WATCH TRAILER](#)

## *the vince staples show*

A scripted comedy based on the life of Vince Staples (played by Vince Staples), who is a famous rapper, singer, and actor.

WE WERE  
ON A BREAK

*friends*

NO SOUP  
FOR YOU

*seinfeld*

WINTER  
IS COMING

*game of  
thrones*

Best TV Shows of  
All-Time as Voted by  
Harmelin Media  
Employees (top three  
most common responses)

*Paramount+* **72 seconds**

A rich, white real estate businessman has been killed by a young black service worker in Rittenhouse Square, Philadelphia but there is much more to the story than meets the eye. This complex and nuanced story takes viewers on an immersive journey into a case that bisected the city of Philadelphia and reveals an entirely new dimension of prejudiced prosecution enacted by one the country's most progressive attorneys.

**CBS** **buddy games**

Hosted by Josh Duhamel, six teams of four deep-rooted friends unite at a stunning lakeside location for a nostalgic adult summer camp adventure. [WATCH TRAILER](#)

*Paramount+* **crush**

Crush is a two-part documentary that unravels the events of the deadly 2022 crowd crush at Halloween festivities in Itaewon, South Korea, where 158 people were killed.

**CBS** **elsbeth**

Carries Preston reprises her role from *The Good Wife* and *The Good Fight* as quirky attorney Elsbeth Tascioni, who now works alongside the NYPD.

**CBS** **ghosts**

CBS will air the U.K. version of *Ghosts*. The sitcom first broadcast on BBC One in April 2019. [WATCH TRAILER](#)

*Paramount+* **the lady and the legend**

An intimate look into the beautiful friendship and musical partnership that transcended generations between Tony Bennett and Lady Gaga.

*Paramount+* **lawmen: the bass reeves story**

A limited series that will bring the legendary lawman of the wild west to life. Bass Reeves was known as the greatest frontier hero in American history and is also believed to be the inspiration for *The Lone Ranger*.

 **lotería loca**

*Lotería Loca* is an entertaining, action-packed new series based on the traditional Latin game of chance which is similar to Bingo. Hosted by Jamie Camil, each episode features two players choosing cards that can either add up to big prizes or reveal wild challenges.

 **matlock**

After achieving success in her younger years, the brilliant septuagenarian Madeline Matlock (Kathy Bates) rejoins the workforce at a prestigious law firm where she used her unassuming demeanor and wily tactics to win cases and expose corruption from within. [WATCH TRAILER](#)

 **poppa's house**

Legendary talk show host and happily divorced “Poppa” (Damon Wayans) has his point of view challenged at work when a new female co-host is hired, and at his home where he finds himself still parenting his adult son (Damon Wayans Jr.).

 **raid the cage**

*Raid The Cage* features two teams of two facing off to grab-and-go with prizes from the Cage before their time runs out and the doors close. Correctly answering questions adds seconds to the clock, giving teammates more time to grab prizes from the Cage. After three rounds, the team who banks the highest total dollar value in prizes wins the game, keeps what they have grabbed so far and plays the final round for even bigger prizes including a car.

*Paramount+* **sexy beast**

Gal Dove and Don Logan are best friends and small-town thieves, living the good life in 90s East London. The prequel series will explore Gal and Don’s complicated relationship as Gal finds himself descending into the seductive madness of the London criminal world during the vibrant and volatile 1990s.

 **tracker**

Premiering after the Super Bowl, survivalist Colter Shaw (Justin Hartley) roams the country as a “reward seeker,” using his expert tracking skills to help private citizens and law enforcement solve all manners of mysteries while contending with his own fractured family. [WATCH TRAILER](#)



**VIX** *ellas soy yo, gloria trevi*

This series is based on the real life of Latin singer Gloria Trevi. Follow her story from the beginning and learn why she is known as the “Madonna of Mexico.”

**UNIMÁS** *hotel vip*

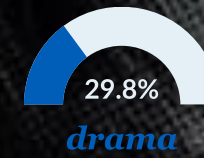
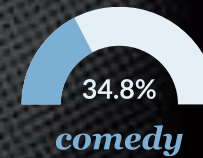
16 celebrities compete in a hotel reality series; some will be guests, some will be staff, all will be vying to be the last one standing.

NO JUZGUES LO QUE NO HAS VISTO

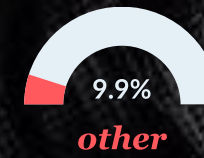
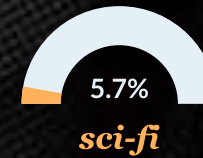
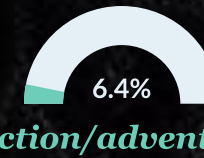
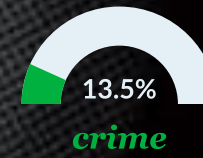


*minas de pasión*

A young single mother works in a gold mine and must carefully navigate this job dominated by men.



Favorite TV Show Genre as Voted by Harmelin Media Employees





### *agatha coven of chaos*

Fan favorite Agatha Harkness started out as Wanda's helpful but nosy neighbor on the show *Wandavision*, but soon revealed herself to be a witch.



### *black cake*

A family drama wrapped in a murder mystery with a diverse cast of characters and a global setting that spans decades. The story takes place in Jamaica, Rome, Scotland, England and southern California.



### *daredevil: born again*

Part of the Marvel Cinematic Universe (MCU) produced by Marvel Studios, it will share continuity with the films of the franchise and will be the second series centered on the character.



### *drive with swizz beats*

The hip-hop legend visits car-loving destinations to examine the areas' distinctive car culture and bring together two otherwise disparate car clubs over a shared love of all things automotive.



### *echo*

The *Hawkeye* spinoff follows Maya Lopez, a deaf Native American character who has photographic reflexes. She is the adopted daughter of supervillain Kingpin, and has been known to fight alongside Daredevil, who wants to take down the criminal underworld.



### *the golden bachelor*

This new unscripted series will give one hopeless romantic a second chance at love as he searches for a partner with whom to share the sunset years of life.



### *ironheart*

Riri Williams, a genius inventor, creates the most advanced suit of armor since Iron Man.





### *iwájú*

Iwájú is a Yoruba word that loosely translates to "future." The series will be set in a futuristic Lagos, Nigeria and will deal with issues such as inequality, innocence, and defying the current status quo.



### *percy jackson & the olympians*

Demigod Percy Jackson leads a quest across America to prevent a war among the Olympian gods.



### *shōgun*

A limited series that follows the unexpected collision of risk-taking English sailor John Blackthorne, clever and powerful Japanese daimyo Lord Toranaga, and capable and mysterious Japanese Lady Mariko after John shipwrecks on Japanese shores.



### *spider-man: freshman year*

The animated series follows Peter Parker on his way to becoming Spider-Man in the MCU, in a never-before-seen story and a style that celebrates the character's early comic book roots.



### *win or lose*

Produced by Pixar Animation Studios, this series revolves around a co-ed softball team at middle school named the Pickles during the week leading up to their big championship game. Each episode shows the perspective of each member for the same events, with each reflected in a unique visual style.



### *x-men '97*

Based on the Marvel Comics superhero team X-Men. It serves as a revival of *X-Men: The Animated Series* and the plot will continue where the original series left off.





### best bite in town

Food Network star Guy Fieri will host a new competition series, as he travels across the country stopping in cities to help determine what really is the best bite in town.



### conan o'brien must go

Conan O'Brien will set out on an international travel series to visit some of his biggest fans and participate in all the activities and cuisines each region has to offer. [WATCH TRAILER](#)



MAGNOLIA NETWORK

### fixer upper: the hotel

Another year, another project for Chip and Joanna Gaines. After fixing up homes, storefronts and even a castle, the husband-and-wife duo are going to tackle a functioning hotel located in their hometown of Waco, Texas. [WATCH TRAILER](#)



### joe schmo show

Originally premiering in 2003 and running for three seasons, this reality show is making its return with a new unassuming contestant. [WATCH TRAILER](#)



### king charles

Gayle King and Charles Barkley will host the one-hour live program, which is hoping to deliver national news conversations in way that connects with audiences outside of the traditional news format.



### love & translation

This dating reality program brings together three American men and 12 international women. The twist is that none of contestants speak the same language as their suitors.

BEA  
GOLDFISH

ted lasso

I WEAR  
SUITS NOW

the bear

F\*CK OFF

succession

Best TV Shows in the Last Year as Voted by Harmelin Media Employees (top three most common responses)

**max** *the penguin*

DC Comic book character Penguin is rising to power in Gotham City. This spin-off series of *The Batman* will follow Colin Farrel in his reprised role of the famous supervillain. [WATCH TRAILER](#)

**max** *the regime*

Kate Winslet stars as a quirky and passionate leader of a fictional European country. Politics and drama are the backdrop for this series as Winslet's character fights to hold onto her power. [WATCH TRAILER](#)

**max** *the sympathizer*

Based on the award-winning novel of the same name, this spy thriller is set in the 1950s and is told from the perspective of a Vietnamese person fleeing Vietnam during the war to come to America. [WATCH TRAILER](#)

**max** *true detective: night country*

The new iteration of HBO's hit show will star Oscar winner Jodi Foster. Set in Alaska, eight men mysteriously disappear from a research center in the middle of the night, fighting against the winter elements, Foster must solve the crime before more are put in danger. [WATCH TRAILER](#)



*who's afraid of a cheap old house*

The team behind the Instagram account Cheap Old Houses will have a new series featuring homes in upstate New York, an area filled with old structures just waiting to get restored.





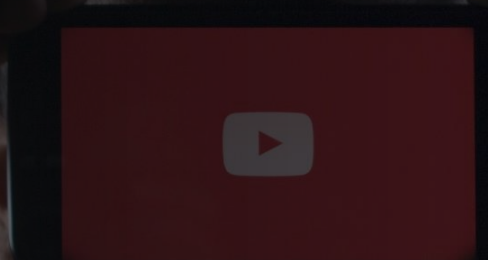
### multi-language audio

Because his content is so far-reaching, MrBeast and a small group of other creators tested a new YouTube feature that lets creators add multi-language audio to their videos. In the initial test, MrBeast dubbed his most popular videos in 11 languages and saw over 15% of the watch time come from views in the video's non-primary language. The hope is that this tool helps creators expand their global reach and find new audiences for their channel. Given the initial success, this feature is now available to thousands of creators.

For viewers, multi-language audio means they can now watch videos dubbed in their primary language, introducing them to even more content that they otherwise may not have seen.

### nfl sunday ticket

Beginning in September 2023, YouTube and YouTube TV will exclusively distribute NFL Sunday Ticket as a premium package that broadcasts all out-of-market Sunday National Football League games not available on local broadcasts (NBC, CBS or FOX affiliates). For example, if you are a Philadelphia Eagles fan but live in Miami, you would be able to watch all the Eagles games on Sundays that are not shown on NBC, CBS or FOX in your local market. [NFL GAMES INCLUDED WITH EACH PLAN](#)



181M	<a href="#">MrBeast</a>	1
111M	<a href="#">PewDiePie</a>	2
27.4M	<a href="#">NichLmao</a>	3
14.2M	<a href="#">Airrack</a>	4
13.5M	<a href="#">Ryan Trahan</a>	5

Top Five Trending Creators in the US (Subscribers)\*

\*Number of subscribers as of 9/4/2023; excludes music artists, media companies and children content

## *combat sports*

The Ultimate Fighting Championship (UFC) returns to the mecca, Madison Square Garden, on November 11 and is headlined by World Heavyweight Champion Jon “Bones” Jones going up against former champion Stipe Miocic. Arguably the most dominant MMA fighter in history, this will be Jones’ first title defense after moving up to the Heavyweight division in March 2023 after a three-year absence from the sport.

Former Boxing Heavyweight Champion Tyson Fury will come out of retirement on October 28 to face former UFC champion Francis Ngannou in his first professional boxing bout. The fight will take place in Riyadh, Saudi Arabia on Pay-Per-View.

## *mlb*

In 2023, Major League Baseball has taken steps to speed up the game. They introduced the pitch clock, which forces pitchers *and* batters to be ready within a certain amount of time or be penalized. They have eliminated the defensive shift of infielders and expanded the size of the bases to avoid collisions while increasing base runners. All changes were made for a better fan and viewer experience. So far, the jury is out on the changes in viewership (see your local markets), but attendance seems to be up.

The MLB playoffs will begin on October 3 with the Wild Card series, pitting the top six teams in each league against each other. Baseball’s Fall Classic, *The World Series*, will begin October 27 and run through November 4.

## *nba & nhl*

As of our publish date, the NBA and NHL schedules have not been released. However, the NBA will begin its season on October 24, while the NHL is planning to start two weeks earlier, on October 10.

The NBA preseason will showcase their game and superstars in Abu Dhabi, UAE, while the NHL will continue their Global Series this fall with four franchises playing a series of games in Stockholm, Sweden.

One of the most anticipated dates upon the NBA schedule release is the Christmas Day showcase, which goes head-to-head with the NFL in 2023!

## nfl

“The Shield” enters its third year of teams playing a 17-game schedule with only three preseason games. In 2022, NFL matchups accounted for 82 of the top 100 TV broadcasts. With production halted in Hollywood due to the strikes, look for viewers to consume even more live sports – especially pro football – for premiere first-run programming.

Amazon Prime Video is in its second year as the exclusive streaming home of *Thursday Night Football*. A total of five games will be played in Europe, with teams traveling to London for three dates and Frankfurt, Germany for two. Due to renovations, there will be no Mexico City game in 2023.

The season kicks off Thursday, September 7, when the Super Bowl Champion Kansas City Chiefs face off against the Detroit Lions at Arrowhead Stadium.

Some notable matchups you should mark on the calendar include:

- Week 1: The Aaron Rodgers-led NY Jets vs. the high-octane Buffalo Bills
- Week 11: Kansas City Chiefs vs. Philadelphia Eagles on MNF in a Super Bowl LVII rematch
- Week 12: NY Jets vs. Miami Dolphins in the league’s first ever game on Black Friday
- Thanksgiving & Christmas Day Triple-Headers!
- February 11, 2024: Super Bowl LVIII

## ncaa football

As expected, more changes have occurred in college football heading into the 2023 season. A total of nine Division I teams have switched conferences: Charlotte, Florida Atlantic, North Texas, Rice, UAB and UTSA moved from Conference USA to the American Athletic Conference (AAC), and Cincinnati, Houston and UCF left the AAC for the Big 12. This realignment is only the beginning, with more expected in subsequent years, bringing new schools and rivalries into prominence.

The College Football Playoff will still have a four-team playoff in the Bowl season until 2024, when it expands to a 12-team tournament.

## pga

The Ryder Cup returns in 2023, taking place September 29 through October 1 at the Marco Simone Golf and Country Club in Rome, Italy. This biennial event pits the best U.S. golfers against Europe’s elite in a competition that has taken place since 1927.

# About us



Harmelin Media specializes in full-funnel performance media and marketing solutions and has more than 40 years of experience helping clients navigate the rapidly changing, increasingly data-driven media landscape. The firm has grown with a diverse client roster including many Fortune 500 companies across an array of industries and is now one of the largest independent media service firms in the United States.

Harmelin's expertise is in managing massive client and campaign data sets to develop strategic, innovative executions that generate immediate growth and long-term return on investment. We accomplish this through our proprietary technologies and data platforms, all while maintaining a long-term focus and operating with 100% transparency. Our approach has resulted in unprecedented retention rates with both employees and clients.

Harmelin's current media billings exceed \$900 million across all brand, demand and performance channels. We are a Google Premier Partner, Meta Business Partner and proud members of the ANA and IAB.

For more information, please contact [info@harmelin.com](mailto:info@harmelin.com) or visit [www.harmelin.com](http://www.harmelin.com).

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