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## SO's replacement? iDon't Like It Already

Posted by rozan - 2006/05/24 17:34

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May 15, 2006

iVillage Heads to Daytime

NBCU's Web Property Spins Out New Show

By Christopher Lisotta

It's going to take an iVillage to program daytime at the NBC Universal Television Stations this fall.

Story continues below...

The NBC Universal stations are banding together to produce a daytime series with female-skewing Web site iVillage.com, which NBC Universal acquired for \$600 million in March, sources close to the production said.

The project, called "iVillage Live," will be produced by the stations, not their corporate supplier of syndicated product, NBC Universal Domestic Television Distribution.

The new series is expected to replace the syndication division's reality strip "Starting Over" on the NBC stations that carry the self-help show. "Starting Over" is not expected to return for a fourth season this fall, but a spokesman for NBCU Domestic Television Distribution said, "No decision has been made on a fourth season" for the show. A spokesman for Bunim-Murray Productions, which produces "Starting Over," declined to comment.

The new series, "iVillage Live," will be shot in Orlando, Fla., at the NBC Universal-owned Universal Studios theme park. The show is expected to incorporate a number of interactive elements that can be accessed through iVillage.com, which will be used to promote the television series. It was not clear at press time whether any on-air talent has been lined up for "iVillage Live" or whether the show's episodes will be an hour or a half-hour long.

The show will be shot live for the East Coast and tape-delayed for the West Coast. It marks the first iVillage-branded television series from NBC Universal since the announcement of the acquisition, which was approved by iVillage shareholders last Friday.

A spokeswoman for the NBCU Television stations declined to comment. A spokesman for iVillage could not be reached for comment.

Without knowing more about the show's format or its host, it is difficult to assess how "iVillage Live" might work in the marketplace, said John Rash, senior VP and director of broadcast operations for ad agency Campbell Mithun. But the project sounds like a natural evolution of the relationship between NBCU and its new Web asset, he said.

"This is the inevitable iteration of the nets moving to multimedia platforms, and if successful it could become a television template for NBC and its competition," Mr. Rash said. "Ultimately for viewers, what's most important is entertainment, and the show still needs to deliver on that basis to work."

"Starting Over" runs on many, but not all, NBCU-owned stations, such as WNBC-TV in New York and KABC-TV in Los Angeles (where it airs at noon local time), and on Tribune-owned WGN-TV in Chicago (where it airs at 2 p.m.).

The NBC Universal stations already have a pretty full daytime lineup with NBC Universal's "Martha," the upcoming Megan Mullally talk strip and Warner Bros.' "The Ellen DeGeneres Show."

Developed to bring in a younger female audience, "Starting Over" incorporated reality elements that Bunim-Murray first made popular on its "Real World" franchise on cable but have not been widely used in first-run daytime syndication.

"Starting Over" was on the bubble last year before it ultimately got a green light for the current season.

Season to date through April 30, "Starting Over" had a 1.1 national household rating, flat with its performance within the same period last season, according to Nielsen Media Research. Among women 18 to 34 "Starting Over" scored a 0.8 for the season, down 20 percent from last season.

Jay Sherman contributed to this report.

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## Re:SO's replacement? iDon't Like It Already

Posted by Debby - 2006/05/25 13:14

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Thanks Rozan for the article. It does confirm some things we were wondering about, such as why Bunim/Murray won't comment on SO.

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## Re:SO's replacement? iDon't Like It Already

Posted by rtravisfan - 2006/06/12 23:51

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that sounds terrible I love starting over that is like my favorite show on Tv it is the only thing worth watching. they can't

do away with the show

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## Re:SO's replacement? iDon't Like It Already

Posted by Kathie Sue - 2006/06/14 19:35

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:evil: Since "Starting Over" got two Emmy noms this year that has to count for something. I have been watching the program since it started and it is such a rewarding program! It has helped countless amounts of people. What a loss if this is true!! This program has merit can't you see this?? What a mistake to put some pathetic program that no one really cares about in place of Starting Over!!

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## Re:SO's replacement? iDon't Like It Already

Posted by Debby - 2006/06/15 12:33

Kathie Sue wrote:

:evil: Since "Starting Over" got two Emmy noms this year that has to count for something. I have been watching the program since it started and it is such a rewarding program! It has helped countless amounts of people. What a loss if this is true!! This program has merit can't you see this?? What a mistake to put some pathetic program that no one really cares about in place of Starting Over!!

You said it. When I see the mindless junk that continues to be broadcast, it boggles my mind. How many small claims court shows do we really need? How many talk shows do we really need?

I love Rachel Ray and wish her show well, but, I really wish Oprah would put her clout behind SO or a version of it. There is nothing like it. I did see sort of an odd program the other night on CBS. The show was called The Tuesday Night Book Club. It's about a group of women who are friends, who have marital or boyfriend problems and they are in counseling together. It's sorta like a reality show but not actually. I saw it as too fake and didn't care for it.

Why can Janice Dickinson have a show, but not intelligent, caring, professionals, who want to help people, such as Rhonda, Iyanla and Dr. Stan? Go figure.

You know what is now on the top of my wish list? Ten minutes of uninterrupted time to speak my mind at the executive boardroom meetings of NBC and Bunim/Murray Productions. How often do fans go to the extremes that SO fans have gone to, in order to keep a show alive? I don't think many. I personally believe that the right promotional campaign would cause SO ratings to increase and thus become a money maker for the network. Oh well..... enough of my venting for the day.

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## Re:SO's replacement? iDon't Like It Already

Posted by ScubaDiva - 2006/08/05 16:06

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Tons of shows that got Emmy nominations and even awards were still cancelled... It's been happening a lot more lately. With all the crap that is out on tv - particularly in the reality-tv genre, it still surprises me that it's axed. But, how many other reality shows are on for nine months straight? I can't think of one.

The production costs of the daytime show - wonder what its like in comparison to a daily talk show?

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## Re:SO's replacement? iDon't Like It Already

Posted by startovernut - 2006/08/06 02:44

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If SO were to go to some cable station like Oxygen or Lifetime it would not do me any good. I do not subscribe to cable.:( :(

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## Re:SO's replacement? iDon't Like It Already

Posted by GA\_viewer - 2006/08/23 00:37

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I don't have Cable or Satellite TV either. I'm not at all crazy about that new iVillage Live show. I felt like Starting Over was a show that was worth watching. It had a lot of moral meaning to it.

All we can do is either call the Starting Over viewer line... or write a grievance letter to NBC-Universal Television Distribution and/or Bumin-Murray Productions. Telling them how much the show has really meant to us.

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## Re:SO's replacement? iDon't Like It Already

Posted by turtle - 2006/08/24 19:25

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Neither do I. SO's replacemant in my viewing area, as of 9/18/06. Rachel Ray. I won't be watching that dingbat yapping about herself. Even the commercial for her show is so irritatingly lame, I mute it.

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## Re:SO's replacement? iDon't Like It Already

Posted by liir - 2006/08/24 19:30

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I thought Rahel Ray was going to be on ABC??????

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## Re:SO's replacement? iDon't Like It Already

Posted by ceilidh - 2006/08/24 20:20

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An HOUR of Rachel Ray? I doooon't think so! Best seen in 10 minute segments on "other" shows!!:whistle:

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## Re:SO's replacement? iDon't Like It Already

Posted by KPW1956 - 2006/08/24 21:07

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She's going to be on Fox in the D.C. area... I think it might be like alot of the other talk shows.. Syndicated... Can go to whatever market wants it!

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## Re:SO's replacement? iDon't Like It Already

Posted by Tara - 2006/08/25 03:32

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Live SO Rachel Ray is syndicated and on different networks in different markets. I don't even know if the ivillage show is on here in Boston.

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## Re:SO's replacement? iDon't Like It Already

Posted by MEW - 2006/08/25 11:31

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We will be getting Rachel Ray here in the Atlanta area. I really haven't watched her show but my sister loves her show! Different strokes for different folks!

It doesn't matter if I make a meal in 30 min or 2 hours----It's gone in 15 minutes!! And when they belch---I know it was

good!!

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## Re:SO\'s replacement? iDon\'t Like It Already

Posted by KPW1956 - 2006/08/25 11:56

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Tara wrote:

Live SO Rachel Ray is syndicated and on different networks in different markets. I don't even know if the ivillage show is on here in Boston.

I did a quick search trying to find something out about the ivillage show... and couldn't find anything. Only typical ivillage forums...

Maybe this was just a rumor or it's still only in the development stages... I don't see anything imminent..

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## Re:SO\'s replacement? iDon\'t Like It Already

Posted by 1putter - 2006/09/08 21:19

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:( I hear we're getting Meaghan Mullally, (sp?) here in the Pacific Northwest. I like her, but I probably wont' watch. I went out of my way to watch SO because I liked it from the VERY first episode. It was a challenge to go out of my way to watch it because of the time frame.

I think they are making a big mistake taking this show off the air here. How many people have time to watch another talk show in the middle of the day? Not many, I say.

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## Re:SO\'s replacement? iDon\'t Like It Already

Posted by peanutsister - 2006/09/12 16:27

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replacement??? i'm sick!!! i've looking all over the networks for SO and the new season. now---u tell me it's over?? for real???????

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## Re:SO\'s replacement? iDon\'t Like It Already

Posted by LisaMac126 - 2006/09/12 20:28

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I only came into the fold in season 3 but i was so hooked and was looking forward to seeing season 4. I would love to be able to see how things turned out with Jill and see the conclusions of the unfinished housemate stories.

This show has done so much good for me personally because I could see myself in the stories of these women. I called and left my message on wanting the show back and I hope every woman who has ever had to deal with any of the issues addressed by this show do the same.

WE MUST BE HEARD!!!!

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## Re:SO\'s replacement? iDon\'t Like It Already

Posted by turtle - 2006/09/15 15:30

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ceilidh wrote:

An HOUR of Rachel Ray? I doooon't think so! Best seen in 10 minute segments on "other" shows!::whistle:

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I wouldn't even watch a minute of her on another show. I switched stations when she came on Oprah yesterday. I'll bet her new show won't be renewed for a second season. Live with Ali and Jack and The Jane Pauley Show only lasted a season. And, they were much better, IMO, than Rachel Ray. Or, Tony Danza. His second, and final, season was so boring.

Post edited by: turtle, at: 2006/09/15 15:31

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## Re:SO\'s replacement? iDon\'t Like It Already

Posted by HarmonyJane - 2006/09/18 10:40

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It is so obvious why its being canceled...Most american's like smut, gossip and "janice"...SO is popular, but not as popular or important to american's. They want more drama and fighting and gossip...its not going the way they want, so its booted. Too Bad...I love it and for me, sometimes, theres even a bit too much drama. But, im not surprised thats its being canceled...are you all really? Think about what is on on TV these days...nothing else is like SO. As soon as something helpful is on, its not good enough. They gotta make that money\$\$\$...Even dr.phil is getting rediculous sometimes...but, in america you have to with the times, whats popular and making that cash flow....cha ching!! \$\$\$ Too Bad...most people dont know whats really important in life. :P

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## Re:SO\'s replacement? iDon\'t Like It Already

Posted by turtle - 2006/09/22 15:10

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For the past two seasons, I didn't like the direction Dr Phil was going. Too celebrity centered. Too media centered. Too sensation centered. And, too many revolving topics. Parents who've abdicated control to their children. Moochers. Meddling in laws. Soooo booooring!It's time for somthing new. And, I think Dr Phil's fifth season will deliver. There's the Dr Phil House on Mondays. Will there be drama? Sure. But, Dr Phil won't take any crap. He'll give those HG's the help they need. And, if they don't want it, he'll kick 'em out.

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## Re:SO\'s replacement? iDon\'t Like It Already

Posted by turtle - 2006/09/22 15:12

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Post edited by: turtle, at: 2006/10/18 17:07

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## Re:SO\'s replacement? iDon\'t Like It Already

Posted by groovic - 2006/10/13 13:15

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I agree with all of you. I just don't get it! The show was awesome and helped alot people on & off the air. Watching SO for the last 3 years has changed my life for the better. I have been to therapists & they only confused me more. But watching, taping, & even taking notes on SO, especially the situatians I could relate with, helped me more than any therapist ever even touched on. And now they've taken it away. And I'm sure there's many others who felt the same way.

Rachel was great on Oprah and i was excited she was gettin' her own show until I woke up one morning to go my usual SO therapy and found out she was my new therapist. Me no likey no more.

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## Re:SO's replacement? iDon't Like It Already

Posted by bobcat - 2006/10/15 02:53

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i totally agree. I waited patiently all summer long for SO and started checking tv listings to see when it would resume and then ..... WHAT!!! Tyra!!! and then Rachael !! I learned so much about myself as well as what just makes people tick by watching the show. I feel like I lost family. Is that pathetic? or what. :(

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## Re:SO's replacement? iDon't Like It Already

Posted by mazzy - 2006/10/15 08:38

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bobcat wrote:

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It's not pathetic... it seems that Starting Over has had a strong effect on a lot of people... me included. I think it was an outstanding program... I felt for the house guests, and admired how Dr. Stan and the life coaches helped these people work on their problems. I feel it is a loss to all SO fans.

Post edited by: mazzy, at: 2006/10/15 08:46

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## Re:SO's replacement? iDon't Like It Already

Posted by muddyfeet - 2006/10/15 09:20

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SO & I were a good team. I listened and watched and gain so much more insights. Learned how to deal with my rebellious teen at the time, my ailing mother, etc... Gave me strength. Miss my shot of SO! These other's are just "too much". Can't get my head around some of this - THANK GOD for TCM! Me & Garbo "I just want to be alone..." ;)

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## Re:SO's replacement? iDon't Like It Already

Posted by turtle - 2006/10/17 17:31

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I can't believe Tyra Banks is getting another season. I never expected something like that to last more than one season. At least she isn't on CBS after Dr Phil anymore. Who Wants to be a Millionaire is. Not one of my favorite shows, but I can tolerate it better than Tyra Banks.

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## Re:SO's replacement? iDon't Like It Already

Posted by anaya17392 - 2006/10/18 12:11

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i hate tyra's talk show, all she talks about is herself, did anyone see when she dressed up in a fat suit? although that was funny, when she talked to real overweight people all she did was cry about what a horrible experience she had being overweight for 1 day. and the real people ended up consoling her! she has a popular show with top models, isn't that enough. where i live they have replaced starting over with 2 hours of maury povich! how many paternity tests and overweight babies can a person watch in 1 week?

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## Re:SO's replacement? iDon't Like It Already

Posted by bobcat - 2006/10/18 13:38

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Absolutely agree re:Tyra in her fat suit..When you can go home and remove your fat outer shell, I don't care if you spend

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a month in it ....you will never know really what it is like. I could never know what it is to be a black or asian or native woman because I am not. As for Maury P. oh my god! I could not take another "who my baby daddy" I do not want to judge these girls but the mother in me sure wants to judge their mothers!

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## Re:SO\'s replacement? iDon\'t Like It Already

Posted by turtle - 2006/10/18 17:18

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I think Tyra is full of herself. Early last season, I saw a segment on some "girl's camp" she set up. Mostly for overweight girls with "body image" issues. Where Tyra tells them "since you can't have a body like mine, you can accept and love yourselves just the way you are." They only thing keeping most of these girls from having bodies like, or even better than, Tyra's is unhealthy eating and lack of exercize. Tyra's body isn't all that. Especially without those push-up bras.

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