

KINGS OF DAYTIME

Daytime is a tough TV daypart to crack daily—just ask Katie Couric, whose "Katie" met an early demise. Here's a look at who rules daytime.



"JUDGE JUDY"

The grand dame of the genre isn't the oldest court show on the circuit, but her consecutive span on air has been the longest. Around since 1996, "Judge Judy" still draws **9.8 million daily viewers**.



"FAMILY FEUD"

And the survey says... "Family Feud" comes in at No. 2. Since its debut in 1976, the show has aired during 31 non-consecutive seasons. Hosted by Steve Harvey, it reels in **6.9 million viewers**.



"DR. PHIL"

Host Phil McGraw became famous for his segments on "The Oprah Winfrey Show" and broke out into his own show in September 2002. Some **4 million viewers** tune in for his tough love.



"ELLEN DEGENERES SHOW"

Ellen DeGeneres has been bringing audiences to their feet—literally, to dance—since 2002. The show draws **3.6 million viewers** and has been renewed through the 2016-2017 season.



"LIVE WITH KELLY AND MICHAEL"

They said the departure of Regis Philbin would sink this chestnut that started in 1988, but it's still going strong under Kelly Ripa and former NFL star Michael Strahan with **3.6 million viewers**.

RATINGS BASED ON NIELSEN DATA FROM 09/16-11/24

YEAR: TOUGH, AGEABLE

in the election. Before, deadlock... sive leadership... , given the con- vestment in not Olympics. But I f the gray swans

ooms over busi- n in January and can gets kicked so, for how long? kicked down the but I don't see tion of the budg- issues (although a minor progress at I see is more n, and we have erno next year, I suppose, to the ink America will long-term future ck of energy self- in manufactur- h manufacturing e. Three-D print- acturing technol- advantage.

the bookends of many, I think will muted, but with strong in the third strong, those three e is also moving Italy is bumping e bottoming out,

but unemployment remains unacceptably high. Central Europe will continue to be strong. Therefore, Western Europe is patchy.

Latin America will be stronger, too. The recent passage of energy reforms in Mexico by President [Enrique] Peña [Nieto] will be a tremendous base for future Mexican growth. Colombia and Peru are other markets that are interesting, and I think will grow. Of course, mainly for political reasons, the challenging markets are Argentina and Venezuela, although I remain optimistic about both.

Africa and the Middle East will continue to grow. The Middle East will host a World Expo 2020 and the World Cup in Qatar in 2022, so there are opportunities in the Middle East. Africa will continue its growth, not just in South Africa, but in sub-Saharan and Francophone Africa and elsewhere. Nigeria certainly is the enticing prospect of the "China of Africa."

Besides China and India, Asia in the whole, maybe with the exception of Japan and Australia and New Zealand, remains strong. Despite some political issues in Thailand, the prospects for the region are good.

At WPP, the focus is on our four strategic priorities: new markets, new media, data-investment management and horizontality. With new markets and new media, our objective now is to move them up to 40% to 45%, of group revenue. With the likely implementation of the [merger between Publicis Groupe and Omnicom Group] in 2014 we will probably add a fifth priority: the opportunities from a client and people point of view that [the merger] offers. A key element in the merger will play out in 2014 when we see if the American side of the business or the French side of the business emerges at the commanding heights of the company. ▲