

own individual styles and very different backgrounds, they share a unique bond: they're partnered as two of Chicago's best homicide detectives. Cast to date: Alexandra Breckenridge, Riley Smith. From CBS Television Studios. Not your typical CW show. But if they want to expand beyond the women 18-34 demo, this has a chance. **(Score = 3)**

PRE-SEASON BUZZ AND PROMOS

As soon as the broadcast networks announce their respective fall schedules in May, the press, blogosphere, and pundits of all stripes will be piping in with their predictions of hits and misses.

What's That Sound? Ignore the Buzz

As we've been demonstrating for several years, the buzz a new series generates before it airs has virtually nothing to do with whether the show becomes successful. We have already discussed relative or outright failures of some heavily buzzed shows that started this season – FOX's **Lone Star**, ABC's **No Ordinary Family**, and NBC's **The Event**. Likewise in mid-season, we see the relatively buzz-less **Harry's Law**, **Body of Proof**, and **Criminal Minds: Suspect Behavior** do well, while **The Cape**, which got lots of buzz, was basically FOA (flop on arrival).

There are several reasons why pre-debut buzz typically does not correlate with success.

- Internet and comic-con buzz is generally skewed toward sci-fi shows, or series with sci-fi stars or former stars attached. With few exceptions, the broadcast networks have been notoriously bad at developing this genre.
- Much pre-season buzz comes from people who have not seen the full pilot and have no idea whether or not the show is actually any good.