



TELEVISION

United Artists took vigorous steps in 1958 toward consolidating its position in the television field. Its achievements reflected favorably in the sales of the past year and should make further contributions to the Company's earning capacity in 1959 and future years.

In October, the assets of Associated Artists Productions Corporation were acquired by a new company known as United Artists Associated, Inc. These assets consist chiefly of the Warner Brothers pre-1950 film library of some 800 sound and 200 silent feature motion pictures, 60 "Looney Tunes," 277 "Merrie Melodies" and about 1400 other short subjects, plus 234 of the highly-popular "Popeye" cartoons.

United Artists Associated are distributing these pictures to television stations throughout the world. Under an agreement between United Artists and United Artists Associated—which is set up independently—United Artists Corporation will have a supervisory role in all operations. For furnishing these services and certain operating funds, the Company receives a distribution fee. United Artists also has an option to buy the stock of United Artists Associated for a nominal price.

During 1958, United Artists itself licensed seventy-two feature motion pictures to television, in addition to the ninety-one such films previously marketed in the United States and Canada. Because of the close relationship between the two companies, extensive use has been made of some of the sales personnel of United Artists Associated in

the distribution by United Artists of its features in television.

In another phase of television activity, five series, each consisting of thirty-nine half-hour filmed segments, are presently in production under the label of United Artists Television, Inc., a wholly-owned United Artists subsidiary. These series are produced under the same policies which the parent company has applied successfully to independent motion picture production. United Artists Television provides financing, distribution and promotion of the half-hour films, while granting its independent television film-makers the benefits of autonomy and ownership.

These series are: "The Troubleshooters," a Meridian Pictures production, starring Keenan Wynn and Bob Mathias; "The Dennis O'Keefe Show," a Cypress production, starring Dennis O'Keefe; "Hudson's Bay," a Northstar Pictures production, starring Barry Nelson; "Tales of The Vikings," a Brynaprod, S.A. production, starring Jerome Courtland and Buddy Baer, and "Miami Undercover," a Schenck-Koch production, starring Lee Bowman and Rocky Graziano.

A sales organization to contact networks and national advertisers was set up during 1958 and scored its first success with "The Troubleshooters" series, which was sold to Philip Morris, Inc. for its Marlboro cigarette brand. The core has also been established, and will be developed considerably during the year, of a sales organization to reach regional and local sponsors and stations.



1. THE TROUBLESHOOTERS

2. TALES OF THE VIKINGS

3. HUDSON'S BAY

4. THE DENNIS O'KEEFE SHOW

5. MIAMI UNDERCOVER