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SURFING THE WAVES OF POPULAR CULTURE
BY MICHAEL GILTZ & FRIENDS

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Daytime Soaps Are Dead

By the way, it's a little acknowledged fact that daytime soaps have fallen on seriously hard times. Viewing levels are WAY down from the heyday in the Eighties. I'm surprised all three networks still support them. [The ENTIRE viewing audience for all eight daytime soaps per MediaWeek is 9.47 million viewers. Total.](#) Lump them all together -- all seven and a half hours of programming -- add up all their viewers and they'd barely rank in the Top 40 for primetime shows. Why they keep getting made is beyond me.

POSTED BY MICHAEL IN NEW YORK AT 3:24 PM



2 COMMENTS:

Jimmy said...

First, what else would they put on during this time? Shove it off to local affiliates? They couldn't afford to fill that much time on a daily basis. Second, what is the cost of producing this fluff? According to my mother, who does watch these religiously, soaps are around 30-35 minutes of content, the rest commercial. How much can it cost to produce these shows compared to primetime dramas? Something tells me it's a hell of a lot cheaper to produce daytime drama than even one primetime show.

11:35 AM

Michael in New York said...

All reasonable points. Soaps are indeed cheap programming. But when you used to attract say 20 million viewers (I have no good access to total soap viewers in the 80s or 90s) and now that same programming is attracting half that audience, something is wrong. They've got lots of competition now but still, that's a dramatic fall-off akin to what happened in primetime with encroaching cable. And what did

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