

## TV News: CW Announces Five Early Pick-Ups Including '90210,' 'Gossip Girl'

Submitted by [BrianTT](#) [1] on April 26, 2011 - 6:49pm

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CHICAGO – In advance of the upcoming announcements of the Fall 2011 season, The CW has announced the renewal of five of their most beloved programs — “90210,” “America’s Next Top Model,” “Gossip Girl,” “Supernatural,” and “The Vampire Diaries.” They also announced that the Fall edition of “America’s Next Top Model” would be a first for the reality program, an all-star version with contestants to be announced later.

Technically, “America’s Next Top Model” was renewed for a whole year as two “cycles” of the show were announced.

“The Vampire Diaries” has become the network’s tentpole series, rising to the status of the network’s most-watched show (4 million viewers) and the most-watched among its target audience of women 18-34. “Gossip Girl” is the second most popular program on the network in that demographic and also got a renewal. The network press release touted the fact that “90210” scores some of TV’s largest percentage increases from DVR playback.

Finally, “Supernatural” was picked up for its seventh season after a very successful move to Friday nights, improving the network’s numbers on that night by 66% in adults 18-34 and 60% in viewers overall.



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**Source URL (retrieved on Apr 19 2024 - 1:49pm):**

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