



'Dancing' stars find new fans and more opportunities

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LOS ANGELES — Hours after actor Gilles Marini and dance partner Cheryl Burke wrapped up a rumba that drew a standing ovation from the *Dancing With the Stars* studio audience, he needs a body tuneup...

Scoring ratings points

Dancing will likely remain a ratings juggernaut. A 30-second ad fetches \$200,000-plus; ad tracker TNS Media says \$325.6 million in ad revenues were generated by its two seasons in 2007, and \$387.8 million in 2008.

"It's a great property for ABC and marketers because of its sizable audience and because it combines the best of reality, celebrity, music, drama, glamour and excitement," says TNS' Dean DeBiase.

McPherson credits senior talent producer Deena Katz for much of *Dancing's* success, though her choices sometimes raise eyebrows. "I'll be honest," he says. "She'll bring people up and we go, 'Really?' They turn out to be fabulous."