

Heroes (TV series)

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Heroes was an American science fiction television drama series created by Tim Kring that appeared on NBC for four seasons from September 25, 2006 through February 8, 2010. The series tells the stories of ordinary people who discover superhuman abilities, and how these abilities take effect in the characters' lives. The series emulates the aesthetic style and storytelling of American comic books, using short, multi-episode story arcs that build upon a larger, more encompassing arc.^[1] The series is produced by Tailwind Productions in association with Universal Media Studios,^[2] and was filmed primarily in Los Angeles, California.^[3]

Four complete seasons aired, ending on February 8, 2010. The critically acclaimed first season had a run of 23 episodes and garnered an average of 14.3 million viewers in the United States, receiving the highest rating for an NBC drama premiere in five years.^[4] The second season of *Heroes* attracted an average of 13.1 million viewers in the U.S.,^[5] and marked NBC's sole series among the top 20 ranked programs in total viewership for the 2007–2008 season.^[6] *Heroes* has garnered a number of awards and nominations, including Primetime Emmy awards, Golden Globes, People's Choice Awards and British Academy Television Awards.^[2]

A digital-internet extension of the series, *Heroes 360 Experience*, later rebranded as *Heroes Evolutions*, was created to explore the *Heroes* universe and provides insight into the show's mythology.^[7] Other official *Heroes* media include magazines, action figures, tie-in and interactive websites, a mobile game, a novel, clothing and other merchandise. In the fall of 2008, NBC Digital Entertainment released a series of online content for the summer, including more original web content, wireless iTV interactivity, graphic novels available for mobile viewing and webisodes.^[8]

NBC announced the show's cancellation on May 14, 2010,^[9] due to the high costs of production, diminished viewing and an increase in other programming.^[10] Afterward, the network considered making a television special event to



The logo for the series featuring a solar eclipse

Genre	Serial drama Science fiction
Created by	Tim Kring
Starring	David Anders Kristen Bell Santiago Cabrera Jack Coleman Tawny Cypress Dana Davis Noah Gray-Cabey Greg Grunberg Robert Knepper Ali Larter James Kyson Lee Masi Oka Hayden Panettiere Adrian Pasdar Zachary Quinto Sendhil Ramamurthy Dania Ramirez Leonard Roberts Cristine Rose Milo Ventimiglia
Composer(s)	Wendy Melvoin Lisa Coleman
Country of origin	United States
Language(s)	English
No. of seasons	4
No. of episodes	77 (List of episodes)
Production	
Executive producer(s)	Tim Kring Dennis Hammer Allan Arkush Greg Beeman

better wrap up the series;^{[11][12]} however, on September 9, 2010, NBC announced the decision not to pursue any further development of the *Heroes* franchise. Tim Kring then suggested that the broad premise of *Heroes*' storylines allowed for the franchise to return for fans, but he did not specify when or in what media format.^[13]

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Editor(s)	Lori Motyer Mike Ketelsen Michael S. Murphy Donn Aron Scott Boyd Kristopher Lease
Location(s)	Los Angeles
Cinematography	Nate Goodman Charlie Lieberman Edward J. Pei
Camera setup	Panavision
Running time	43 minutes
Broadcast	
Original channel	NBC
Picture format	NTSC (480i) PAL (576i) HDTV (1080i)
Audio format	Dolby Digital
Original run	September 25, 2006 – February 8, 2010
Status	Cancelled
External links	Website

Cast

Main article: List of characters in Heroes

Originally, Kring designed the series to have an ever-shifting cast. However, his motivation changed when he realized how popular the original cast was with audiences; therefore, he brought back most of the first season cast for the second season, with a few additions who received star billing.^[14] In its first season, the show features an ensemble cast of twelve main characters making it the third largest cast in American primetime television behind *Desperate Housewives* and *Lost*. Although NBC's first season cast page listed only ten characters,^[15] Leonard Roberts, who first appeared in the series' fifth episode as D. L. Hawkins, was an additional member of the original full-time cast.^[16] In episode eleven of the first season, Jack Coleman, who portrays Noah Bennet, was upgraded from a recurring role to become the twelfth full-time cast member.^[17]

The first season featured twelve series regulars. Hayden Panettiere portrays high school cheerleader Claire Bennet who can spontaneously regenerate. Jack Coleman plays her father Noah Bennet, an

agent for The Company. Santiago Cabrera played the troubled addict Isaac Mendez who can paint the future. Tawny Cypress portrays Simone Deveaux, an art dealer and skeptic. Greg Grunberg plays LAPD police officer Matt Parkman, who can read people's minds. Ali Larter plays Niki Sanders, an internet stripper with a severe dissociative disorder and super strength. Leonard Roberts plays Niki's husband D.L. Hawkins, an ex-convict who can pass through solid matter. Noah Gray-Cabey plays Micah Sanders, Niki and D.L.'s young son who can communicate with and control digital technology. Masi Oka portrays space-time manipulator Hiro Nakamura. Adrian Pasdar plays Nathan Petrelli, a congressional candidate with the ability to fly. Sendhil Ramamurthy plays geneticist Mohinder Suresh. Milo Ventimiglia portrays hospice nurse Peter Petrelli, with the ability to mimic abilities of other posthumans.

During the first two seasons, some characters were written out to make room for new characters with new stories. Simone was the first major character to be written out, dying near the end of season one. DL became a guest star after the events of the first season's finale, making two appearances throughout season two. Isaac Mendez was also written out, dying at the hands of Sylar, which was shown during Hiro Nakamura's time travelling expedition to New York earlier in season one. New characters added during season two include: Maya Herrera, played by Dania Ramirez, a fugitive with the ability to emit a deadly virus; Adam Monroe, a 400-year-old Englishman and legendary warrior Takezo Kensei with the ability to regenerate, portrayed by David Anders; Monica Dawson, portrayed by Dana Davis, a restaurant worker with the ability to mimic physical movements she sees; Elle Bishop, a sadistic sociopath with the ability to generate electricity portrayed by Kristen Bell. Two recurring characters from season one, Sylar, portrayed by Zachary Quinto, and Ando Masahashi, portrayed by James Kyson Lee, were upgraded to main characters in season two.

Starting in season three, recurring character Angela Petrelli, portrayed by Cristine Rose, was promoted to a main character.^[18] Elle, Adam and Micah were removed from the main cast. Monica Dawson did not appear after scenes including her were cut. Niki was also written out but actress Ali Larter remained on the show portraying a new character Tracy Strauss, Niki's triplet sister with the power to freeze objects with a touch.^[19] For the fourth season, a new character Samuel, portrayed by Robert Knepper, was added. Originally cast as a recurring part, the part was changed to a starring role.^[20] Deanne Bray was also added as Emma Coolidge, the deaf woman who had enhanced synesthesia (seeing colors for music) including the ability to create a siren song.

Synopsis

See also: List of Heroes episodes and List of Heroes graphic novels

The plot of *Heroes* is designed to be similar to the stories of comic books with small story arcs built into the series' larger story arc plot. Each season of *Heroes* is designed to involve ordinary people who discover extraordinary super powers, and how these abilities take effect in the character's daily lives.

The first season, known as "Genesis", begins as a seemingly ordinary group of people gradually becomes aware that they have special abilities. Events illustrate their reactions to these powers, and how the discovery affects their personal and professional lives. At the same time, several ordinary individuals are investigating the origins and extent of these abilities. Mohinder continues his late father's research into the biological source of the change, while Noah represents a secret organization known only as "The Company". While coping with these new abilities, each of the characters is drawn, willingly or unwillingly, into the Company's conspiracy to control superpowered people and into a race to stop an explosion from destroying New York City.

Season two, known as "Generations"^[21] begins four months after the events of Kirby Plaza. The main plot arc of *Generations* deals with the Company and its research on the Shanti virus. This research is explored through the Company's founders, whose identities are revealed, as well as

through the effects of various strains of the virus. The heroes ultimately come together in an attempt to stop the release of a deadly strain of the virus and avert a global pandemic.

The first part of season three was known as "Villains". Volume three began with the assassination attempt on Nathan, and explores its consequences. In addition, several villains escape from the confines of Level 5, and the Company attempts to recapture them. Arthur Petrelli (Robert Forster) heals from systemic nerve damage and aims to create a formula to give ordinary people abilities. The second part of season three, titled "Fugitives", involves what happens after Nathan fails to produce the formula. After the destruction of Primatech and Pinehearst, the heroes attempt to lead normal lives until Nathan initiates his plan to round up all people with abilities. Sylar kills Nathan in an intense duel; however, Matt is instructed to alter Sylar's mind to believe that he is Nathan.

Season four comprised volume five, "Redemption" and takes place six weeks after the events of season three. The heroes try to return to their normal lives, Peter returns to his job as a paramedic, while Claire attends college. Sylar's acquired abilities begin to manifest as Nathan struggles to maintain his identity and Sylar's consciousness, trapped in Matt Parkman's mind, taunts him and seeks out his body. A carnival group is introduced, led by Samuel, who tries to recruit more people with abilities into his carnival family in hopes of creating a community for these people where they are welcome to be open with their abilities and respected by outsiders. The end of the Season 4 finale begins Volume Six, "Brave New World", in which Claire reveals the existence of people with special abilities to a group of reporters and photographers.

Production

Conception

Heroes began development early in 2006, when Tim Kring, creator of NBC's *Crossing Jordan*, came up with the show's concept. Kring wanted to create a "large ensemble saga" that would connect with the audience. He began thinking about how big, scary and complicated he felt the world is, and wanted to create a character-driven series about people who could do something about it. Kring felt that a cop or medical drama did not have characters that were big enough to save the world. He came up with the thought of superheroes; ordinary people who would discover extraordinary abilities, while still rooted in the real world and in reality. Casting directors Jason La Padura and Natalie Hart brought forth a cast of new faces such as Milo Ventimiglia who described the pilot as a "character drama about everyday people with a heightened reality." A heightened reality that was brought to light through the work of production designer Ruth Ammon. Kring wanted the series to have touchstones that involved the characters and the world they lived in.^{[22][23]}

Before he began putting his ideas together, he spoke with *Lost* executive producer Damon Lindelof, with whom he had worked for three years on *Crossing Jordan*. Kring credits Lindelof for giving him ideas on how to pitch the series to the network and advice on the lessons he (Lindelof) learned about working on a serialized drama. The two still speak and support each other's projects.^{[24][25][26]} When Kring pitched the idea for *Heroes* to the NBC network, he described the network's reaction as "excited...very supportive."^[27] He comments that he has been partners with NBC for some time based on his six year run as showrunner for *Crossing Jordan*.^[27] When he pitched the pilot, he described every detail, including the cliffhanger ending. When NBC executives asked him what was going to happen next, Kring responded, "Well, you'll just have to wait and find out."^[28] After the project was greenlit, a special 73-minute version of the pilot was first screened to a large audience at the 2006 Comic Con in San Diego.^[29] It was initially reported that this unaired pilot would not be released, however it was included on the first season DVD set.^[30]

Writing

When the writing team worked on an episode, each writer took a character and wrote the individual scenes surrounding them. These stories were then combined and given to the episode writer. This system allowed every writer to contribute to every episode,^[31] and enabled the writing team to finish scripts sooner, so the filming crew could shoot more scenes at a location.^[28] Tim Kring described the writing process as a collaborative one and stated that the collaboration process was important because production needed to shoot several scenes at a single location. To do this, several scripts had to be ready. Jesse Alexander, co-producer and writer, explained that this process was important in a serialized drama because one has to know where each character's development is heading.^[28]

The second season coincided with the WGA writers' strike, meaning only 11 out of the planned 24 episodes were produced.^[32] This forced the producers to redesign the season to encompass only the *Generations* volume out of the three planned.^[33] The planned third volume, *Exodus*,^[34] which was originally designed to be a story arc reflecting the effects of the release of strain 138 of the Shanti virus, was canceled. The planned fourth volume, *Villains*, was changed to the third volume and moved into season three.^[5] Scenes from the volume two finale "Powerless", were reshot to reflect the cancellation of the *Exodus* volume, and to tie up all the loose plot storylines of *Generations*.^[35] [36]

Following criticisms of the second and third volumes, Tim Molloy from TV Guide reported that *Heroes* would return to its roots with the fourth volume, *Fugitives*, to attract new viewers and regain those who gave up on the show due to too many characters and plotlines.^[37] In November 2008, NBC fired Jesse Alexander and Jeph Loeb from the production staff of *Heroes* due to creative differences and budget problems.^[38] As a result, Tim Kring would refocus the series on character development and simple storytelling.^[39] However, a high-ranking insider told *TV Guide* that rather than pressure from NBC or Universal Media responding to recent plummeting ratings, it was Kring himself who fired Alexander and Loeb because the duo refused to continue character-driven stories that made the first season popular from the start.^[40] In December 2008, Bryan Fuller signed a 2-year deal with Universal Media Studios after the cancellation of his ABC series *Pushing Daisies*.^[41] He rejoined the writing staff of *Heroes* starting with the 20th episode of season three and had a "key role in the writing and direction" of the series.^[42] However, on June 22 it was revealed that Fuller left *Heroes* to work on other projects.^[43] On April 28, 2009, writer/director/producer Greg Beeman was fired by NBC.^[44]

Music

Music from the first season is composed by Wendy Melvoin and Lisa Coleman, with music engineer Michael Perfitt^[45] and vocals provided by Shankar. Each episode averages thirty to thirty-five minutes of music. Melvoin and Coleman became involved with *Heroes* from their previous work with executive producer Allan Arkush.^[46] Tim Kring gave general instructions to the pair, including the emotion and direction for each character. Kring wanted incredibly unusual music and gave Melvoin and Coleman a lot of freedom and permission to experiment.^[citation needed] In the pilot episode, Kring suggested that a "dreamy" cue be used in the scene involving Claire Bennet running into a burning train. The "dreamy" cue has since become a signature piece of the show. Melvoin and Coleman developed musical cues for each character. Claude's theme involved wind and voices to create the feeling of a ghost-like presence. Sylar's involves marimbas and bassoons with staccato to re-create the sound of clocks ticking in reference to the character's power. Matt Parkman's theme involves voices being played backwards when he uses his power of telepathy. Peter Petrelli's theme involves marcato strings. Niki Sanders's theme was based on her character's alter-ego named Jessica and involved winds and Indian voices chanting in an underscore to give a feeling that she was possessed. Mohinder Suresh's theme is the piano composition that plays at the end of some episodes.

[46]

In 2007, the ASCAP Film and Television Music Awards gave Melvoin and Coleman the "Top Television Series" award for their work on *Heroes*.^[47] In France, the theme music of *Heroes* is composed by Victoria Petrosillo.^[48] Her song, "Le Héros d'un autre", is used by television network TF1 to replace the show's original incidental music. The network created a new opening credit sequence so they could play Petrosillo's theme song.^[49] The official *Heroes* soundtrack was released on March 18, 2008 by The NBC Universal Television, DVD, Music & Consumer Products Group. On February 29, 2008, NBC Universal Television, DVD, Music & Consumer Products Group released five music videos created by *Heroes* producer/director Allan Arkush, each combining show footage with songs from the soundtrack.^{[50][51][52]} In September 2008, Melvoin and Coleman announced that they would be releasing an album consisting entirely of the score from *Heroes*, entitled *Heroes: Original Score*.^[53] It was released on April 14, 2009 by La-La Land Records.^[54]

Filming and visual effects

Eric Grenaudier and John Han of Stargate Digital are the visual effects supervisors and Mark Spatny^[55] is the visual effects producer for *Heroes*. They work with visual effects animators Anthony Ocampo and Ryan Wieber, who are also from Stargate.^{[22][56]} The series visual effects consist of blue screens and 2D and 3D animation. The visual effects for the series are created after the scene is shot in post-production, unlike special effects, which are incorporated into the scenes during filming.^[57] Notable visual effects include radioactive Ted in "Company Man", Nathan flying from Mr. Bennet and The Haitian in "Hiros", and Hiro's time freezing encounter with the schoolgirl in the red bow in "One Giant Leap".^[22] The special effects are coordinated by Gary D'Amico. Stunts are coordinated by Ian Quinn, who also uses blue screens to accomplish some of the stunts in the series, such as Nathan Petrelli flying away from Heidi during the car accident scene in "Six Months Ago". Principal filming for *Heroes* takes place in Los Angeles and Santa Clarita, California.^[3] The Stargate Digital team are also responsible for making Los Angeles look like international locations, such as India and Ukraine, using blue screens and set designs by Ruth Ammon, production designer for the series.^[58] The series is filmed using a single-camera setup.

In keeping with the comic book thematic elements used on *Heroes*, professional comic book artists Tim Sale and Alex Maleev were brought in to provide the artwork used within the series under the direction of Ruth Ammon, including the artwork of Isaac Mendez, and Mendez metafictional comic book series, the *9th Wonders!*^[59] Additionally, the font used in captions and credits for the show is reminiscent of traditional hand-rendered comic book lettering. It was created by Sale and is based on his handwriting style.^[60] *Heroes* is designed by production designer Ruth Ammon. Ammon has been nominated for her work on *Heroes* twice by the Art Directors Guild and has also been nominated for two Emmy awards for excellence in art direction.

Heroes: Origins

On May 14, 2007, NBC announced that it would air a six-episode *Heroes* spin-off called *Heroes: Origins* during the 2007–2008 season.^[61] The show was to introduce a new character each week, and viewers were to select which one would stay for the following season of the regular series.^[62] The show was supposed to air after the completion of the second season of *Heroes* in April 2008;^[61] however, on October 31, 2007, it was reported that *Origins* had been postponed because of the Writers Guild of America strike.^[63] Tim Kring stated in an interview that the first episode of *Origins* was to reveal the secrets and meanings behind the Helix symbol. However, because of the WGA Strike, Kring commented that the secret will have to be revealed down the line. Kring revealed that he was to write the first episode of *Origins*, and that John August had been hired to write another

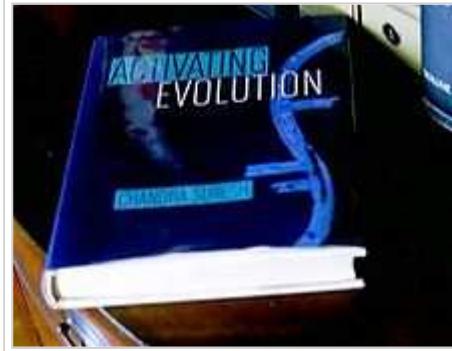
episode.^[64] Director Kevin Smith, a fan of *Heroes*, was set to write and direct an episode for the spin-off,^[65] as were Eli Roth and Michael Dougherty.^[66] On April 3, 2008, a day after NBC announced its 2008–2009 primetime schedule, Ben Silverman confirmed *Origins'* cancellation.^[67] I love Heroes!

Mythology

Main article: Mythology of Heroes

Heroes includes some mysterious fictional recurring elements that have been ascribed to science fiction or supernatural phenomena. Tim Kring and the creators of the series refer to these fictional elements as part of the mythology of the series. Kring confirmed that although the show has a unique mythology, he does not want to sink too deeply into it.

Rather, Kring has used volumes to wrap up ongoing plot lines instead of carrying storylines over long periods of time as in *Lost*.^[68] Among the show's mythological elements are the Company, the legend of Takezo Kensei, paintings of the future, superpowers and their origins, the Shanti virus, *9th Wonders!* comic book, and numerous other elements and mythological themes.



Activating Evolution, a fictional book featured in the series

Response

Critical reception

During the series' first season, the American Film Institute named *Heroes* one of the ten "best television programs of the year."^[69] Doug Elfman of the Chicago Sun-Times stated, "the show's super strengths are its well-developed filmmaking, smooth pacing and a perfect cast. It views like the first hour of a fun, thoughtful movie." Barry Garron at *The Hollywood Reporter* also stated, "*Heroes* is one of TV's most imaginative creations and might, with luck, become this year's *Lost*."^[70] Less favorable reviews included the *Philadelphia Inquirer*, who commented that although the show had lots of "cool effects," it "lands, splat, in a pile of nonsense and dim dialogue." In response to the first pod of season one episodes, The *Chicago Tribune* went as far as saying, "you could watch the first few episodes of *Heroes*, or you could repeatedly hit yourself on the head with a brick. The effect is surprisingly similar."^[71] At Metacritic, the *Heroes* pilot received a 67/100, with generally favorable reviews from critics.^[72]

The second season of *Heroes* was criticized by commentators and fans for a much slower pace, less engaging storyline and lack of focus compared to the first season. Milo Ventimiglia stated that "when there's a little bit of a delay, there's not that instant, rewarding scene or moment or episode... people get impatient, so it has been extremely important for them to strike a balance between giving and getting."^[73] In an interview with *Entertainment Weekly*, *Heroes* creator Tim Kring commented on criticisms of season two, and the series' 15% decline in ratings.^[74] Kring said that he felt he had made mistakes with the direction of season two. He had thought that the audience was looking for a "build-up of characters and the discovery of their powers", when viewers were instead looking for "adrenaline." Kring also outlined what he felt were problems with plot development, stating that the second season "took too long to get to the big-picture story", explaining that Peter's vision of the viral armageddon should have occurred in the first episode instead of the seventh. He feels that it would have been better to introduce new characters within the context of the main storyline, as with

Elle, rather than in unattached arcs such as that of Maya and Alejandro. Kring also admitted that he should have resolved the "Hiro in Japan" storyline much more quickly, and that the romantic stories are not working well. With regard to Claire and West, and Hiro and Yaeko, he said, "I've seen more convincing romances on TV. In retrospect, I don't think romance is a natural fit for us."^[74]

Awards and nominations

By the time *Heroes* completed the first half of the first season, the show had already collected an assortment of honors and accolades. On December 13, 2006, the Writers Guild of America nominated the program for "best new series" of 2007.^[75] On December 14, the Hollywood Foreign Press Association nominated the program for a Golden Globe Award for "best television drama", and nominated Masi Oka (Hiro Nakamura) for Best Supporting Actor on a TV Series.^[76] On January 9, 2007, *Heroes* won the award for Favorite New TV Drama at the 33rd People's Choice Awards.^[77] The National Association for the Advancement of Colored People nominated *Heroes* on January 9, 2007 for an Image Award in the "Outstanding Drama Series" category.^[78] On February 21, 2007, it was announced that *Heroes* was nominated for five Saturn Awards. The nominations included "Best Network Television Series", "Best Supporting Actor in a Television Series" for both Greg Grunberg and Masi Oka, and "Best Supporting Actress in a Television Series" for Hayden Panettiere and Ali Larter.^[79] On February 22, 2008, it was announced that *Heroes* was again nominated for five Saturn Awards. The nominations for 2008 include "Best Network Television Series," "Best Supporting Actor in a Television Series" for both Greg Grunberg and Masi Oka, "Best Supporting Actress in a Television Series" for Hayden Panettiere, and "Best Television Series on DVD." The 2008 nominations are similar to the 2007 nominations, except Ali Larter was not nominated this year; instead the *Heroes* Season one DVD was nominated, in a different category.^[79]

On July 19, 2007, the Academy of Television Arts & Sciences announced their nominations for the 2007 Primetime Emmy awards. *Heroes* was nominated in eight categories, including Outstanding Drama Series. The first episode, "Genesis", earned six nominations: Outstanding Directing (David Semel), Outstanding Art Direction for a Single-Camera Series, Outstanding Single-Camera Picture Editing for a Drama Series, Outstanding Sound Mixing for a Comedy or Drama Series, and Outstanding Stunt Coordination. The episode "Five Years Gone" also received a nomination for Outstanding Visual Effects for a Series. Masi Oka was nominated for Outstanding Supporting Actor in a Drama Series.^[80] On September 16, 2007, the 59th Primetime Emmy Awards were held and *Heroes* failed to win a single Emmy award despite the eight nominations. On July 21, 2007, the Television Critics Association awarded *Heroes* with the prestigious Outstanding Program of the Year title during their 23rd Annual TCA Awards ceremony.^[81] The cast of *Heroes* was named in the 2006 *Time Magazine*'s Person of the Year issue under "People Who Mattered".^[82]

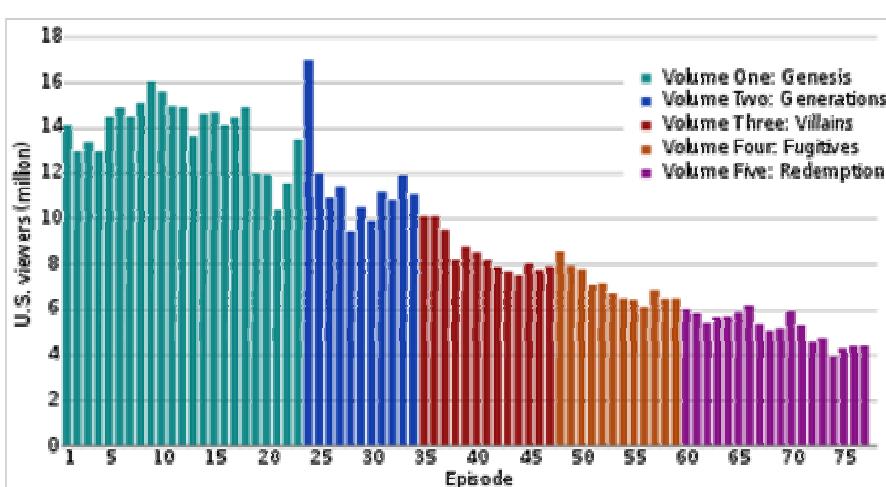
Ratings

The pilot episode generated 14.3 million

viewers,^[83] with the season high topping out at 16.03 million viewers for episode 9.^[84] When the series returned from hiatus on January 22, 2007, the ratings averaged about the same as the pilot with 14.9 million viewers.^[85] When the show went on a second hiatus during the first season, from March 4, 2007 to April 23, 2007 (7 weeks), ratings hit a new low; the lowest being 11.14 million viewers during part one of the three part finale, "The Hard Part."^[86] In season two, the opener was consistent in the ratings, however, week-by-week, the ratings continued to dive, reaching another new low for the series on episode seven, "Out of Time", with only 9.87 million viewers. Although the ratings were lower than average, this episode was considered to be a turning point for the declining season, as a major plot twist was introduced and the volume's "big picture storyline" was

presented.^{[74][87]} The season two/volume 2 finale generated 11.06 million viewers in the ratings, down more than 3 million viewers from the season opener and series pilot.^[88]

While the show premiered with high ratings, ratings have been slowly diminishing. The first episode of season 2 was the highest viewed, whereas each successive season has had fewer viewers than the one preceding it.



U.S. viewers for each episode in the series, broken down into its five volumes.

Season three of *Heroes* started with strong ratings that dropped steadily throughout the season. The season's finale placed last in its timeslot.^[89]

The season four premiere of *Heroes* was the lowest rated episode of the series to that point, averaging 5.9 million viewers.^[90] Despite the season's low ratings, executive producer Tim Kring was "fully expecting" a fifth season.^[91] However, while creator Kring was hopeful over the show's future many media insiders weren't so confident. There was growing speculation on some news sites that NBC would cancel the series at the conclusion of its fourth season^[92] or that it might renew the show for a fifth and final season by ordering either 6 or 13 episodes and possibly airing them as a backup or mid-season replacement.^[93] On May 14, 2010, NBC made it official that *Heroes* was indeed cancelled.^[94]

Season	Timeslot (EDT)	Season premiere	Season finale	TV season	U.S. viewers in millions	U.S. live viewers + DVR	UK viewership (BBC2)
1	Monday 9:00 pm	September 25, 2006	May 21, 2007	2006–2007	13.86	14.30	3.91
2	Monday 9:00 pm	September 24, 2007	December 3, 2007	2007–2008	11.46	13.10	3.81
3	Monday 9:00 pm	September 22, 2008	April 27, 2009	2008–2009	7.61	9.27	3.26
4	Monday 8:00 pm (2009) Monday 9:00 pm (2010)	September 21, 2009	February 8, 2010	2009–2010	6.54 [95]	TBD	TBD

Promotions and fandom

Following the debut of *Heroes* in 2006, the tagline *Save the Cheerleader, Save the World* was recognized within the

television industry as an effective marketing device.^[96] In 2006, NBC also created a *Heroes* parody entitled *Zeroes*. *Zeroes*, which was released as a viral video on sites including YouTube, features parodies including four chapters and an open audition. Development and production of the project was kept secret from Tim Kring.^[97] NBC hosted panels at the 2006, 2007, 2008, and 2009 Comic-Cons in San Diego to promote the series. Major announcements have been made during the panel, along with sneak peeks of forthcoming seasons. In 2006, the *Heroes* panel presented the entire season one 72-minute pilot. In 2008 the first half of the season three premiere was shown. Comic-Con also allows the cast and crew to answer questions from the press and from fans.^{[98][99]} On July 21, 2007, Tim Kring announced that cast and crew members of *Heroes* would travel the world for the *Heroes World Tour* to promote the season one DVD release and the forthcoming season two. The tour took place in North America (New York and Toronto), Asia (Singapore, Tokyo, and Hong Kong) and Europe (Munich, Paris and London). The tour began on August 26, and ended on September 1, 2007.^[100]



Meet and Greet Event for Heroes World Tour, Singapore Changi Airport, Singapore.

Distribution

Blu-ray and DVD releases

The first DVD release of *Heroes* was a sampler disc, containing only the first episode, and was released in the UK and the Republic of Ireland on September 3, 2007.^[101] UK Region 2 split *Heroes* into two halves on its initial release; part one being released on October 1, 2007 and part two on December 10, 2007.^{[102][103]} When the second part was released, a complete first season boxset was also released on the same day on both DVD and HD DVD formats.^[104] The complete first season DVD includes nearly 3 hours of bonus features including: an extended 73-minute version of the pilot episode with audio commentary; 50 deleted and extended scenes; behind the scenes featurettes, including the making of *Heroes*, stunts, a profile of artist Tim Sale, and the score; and audio commentaries with cast, crew and show creator Tim Kring.^[105] On February 22, 2008, the *Heroes* Season One DVD was nominated for a 2008 Saturn Award, in the category of "Best Television Series on DVD."^[79] The complete first season was released in USA and Canada on August 28, 2007.^[106] It was released in Australia and New Zealand on September 17, 2007.^[105]

Universal Studios Home Entertainment has announced that the first and second seasons would be released on Blu-Ray on August 26, 2008, the same date as the DVD release of the second season. Specifications and bonus features include: Generations Alternate Ending; Inside the Alternate Ending: What if Peter didn't catch the virus?; untold stories that didn't make it on air; Season Three sneak peek; deleted scenes; a documentary on Takezo Kensei; behind the scenes featurettes; NBC.com featurettes; and audio commentaries with cast, crew and show creator Tim Kring.^[107] The complete second season was released on July 28, 2008 in the UK.^[108] Season 2 was released on the 1st of October 2008 in New Zealand and Australia.^[109]

The Season 3 DVD Box set was released in North America on September 1, 2009,^[110] and in Australia on September 2, 2009 with an alternative cover,^[111] and in the UK on October 12, 2009.^[112]

The Season 4 DVD Box set was released on August 3, 2010 in the US^[113] and on October 4, 2010 in the UK.^[114]

The Complete Series DVD Box set was released on November 16, 2010 in the US.^[115]

International

In Canada *Heroes* episodes run concurrently with the NBC first-run on the Global Television Network, Mondays at 10 p.m. ET. A Canadian French-dubbed version of Season 1 also airs on TVA, Thursdays at 9:00 PM and two episodes of Season 2 on Mystère (addikTV) each Mondays at 8:00 PM.^[116]

The first season aired in Australia on the Seven Network Wednesday nights at 8:30 pm. The series debuted strongly, attracting more than 2 million viewers in five of the capital cities. To keep viewer numbers high the Seven Network began showing the second season on Thursday nights at 9:30pm across all areas, a week after the US screening.^[117] The third season began airing on October 9, 2008, and Volume 4 began airing on April 23, 2009.^[118] Due to low ratings, it was pushed back half-an-hour to 11:00pm after Scrubs and the season concluded July 9, 2009. The Sci-Fi Channel (available through Foxtel, Optus TV and Austar) screened Season 2 re-runs in late 2009. From June 2010, Season 3 is screening on the Sci-Fi Channel in Australia. Season 4 aired, approximately one month behind the USA, on Seven's new digital channel 7Two, on November 4, 2009 at the new time of Wednesdays 8:30pm. It started with the double premiere and had double episode runs instead of one episode a week, until it caught up to the US, after that it began to air episodes once a week at 8:30pm.^{[119][120]} It currently airs on Thursday 9:30pm on 7Two.

In the United Kingdom, the series first aired on February 19, 2007 on digital channel Sci Fi UK.^[121] The series averaged 450,000 viewers, which is almost four times more viewers than those of other programs on Sci Fi UK.^[122] The series was then picked up by the BBC, which gave season one its terrestrial premiere from July 25 to December 5, 2007 on BBC Two.^[123] Season two of *Heroes* first aired from April 24 to July 3, 2008 on BBC Two, attracting around 3.7 million viewers. Season three began on October 1, 2008 and gained 3.81 million viewers.^[citation needed] Season four began on January 9, 2010,^[124] but viewership as of February 8 had declined to just 0.74 million.^[125]

Merchandise

Ubisoft announced that they had licensed the rights to produce a *Heroes* video game;^[126] however, the company later chose to give the rights back to NBC Universal.^[127] Gameloft released the first *Heroes* mobile game on October 5, 2007. It consists of 8 levels and playable characters include Hiro Nakamura, Niki Sanders and Peter Petrelli.^{[128][129]}

Each week, NBC releases a *Heroes* webcomic. The comics give additional character background and plot information not shown in the television episodes. The graphic novels continued on a weekly basis during the show's 2007 summer hiatus. Wildstorm, a subsidiary of DC Comics, released them in published form on November 7, 2007.^[130] The first collected volume included novels 1–34, and featured two different covers by Alex Ross and Jim Lee as well as an introduction by Masi Oka and artwork by Tim Sale. The second volume included 35–80. It has an advertisement for a third volume, that would at least have 81–103, and more, and it was scheduled for fall 2009. For unknown reasons, it has missed this deadline and has not yet been released.^[131]

On December 26, 2007, the first *Heroes* novel was published, entitled *Saving Charlie*. Written by Aury Wallington, who wrote the book with the full cooperation of the *Heroes* writing staff, the novel revolves around the relationship of Hiro Nakamura and Charlie Andrews, when Hiro went back in time six months to attempt to save her.^[132]

Titan Magazines released the first issue of *Heroes Magazine* on November 20, 2007. It is the first of a series of six, slated to be released bi-monthly. The first issue is a 100 page premiere issue. Feature articles include a cast group interview, a secret origins featurette, and a season one episode guide.

[133] Greg Beeman, executive producer of *Heroes* has confirmed that this is an official *Heroes* release, with the full support and cooperation of Tim Kring and the rest of the *Heroes* production team.^{[134][135]} The magazine ceased publication with the twelfth issue.

Mezco announced at Toy Fair 2007 that they would be producing a line of action figures based on the television show *Heroes*.^{[136][137]} The first series, *Series I*, includes Peter Petrelli, Claire Bennet, Hiro Nakamura, Sylar and Mohinder Suresh.^{[138][139]} The second series, *Series II*, includes Niki Sanders/Jessica Sanders, Noah Bennet, Daniel Linderman, Matt Parkman (with Molly Walker) and Claude.^[140]

Multimedia

Television and radio

See also: Heroes Unmasked and The Post Show

Heroes Unmasked is a series on BBC that goes behind-the-scenes of the production of *Heroes*. Many details of *Heroes* are revealed. Among them are props, set design, blue and green screen animation, and special effects and costuming. The first two series of this show were narrated by Anthony Head, the third is voiced by Santiago Cabrera.^[141] U.S. network G4 began airing *Heroes* episodes on November 3, 2007, along with an American version of *Heroes Unmasked* entitled *The Post Show*. The series, which will air following *Heroes*, includes interviews, live viewer commentary, interactive polls, behind-the-scenes footage and other *Heroes* content.^[142] U.S. Network MOJO HD also aired *Heroes* episodes in High Definition.^[143] However, that network left the air at the start of December 2008, and on the day and date of MOJO's discontinuation G4 launched their HD simulcast feed, thus now carrying the show in both regular and high definition forms.

In November 2007, the BBC made four short '2 Dimensional' films where actors from the series look through a '2' shaped hole into a room that reflects the character they play in *Heroes*.^[144] A new short was revealed just before Episode 1 of season 3 aired on BBC2, featuring Masi Oka staring into an anime-styled montage of Hiro.

BBC7 radio broadcast "Heroes—The Official Radio Show" with Jon Holmes, every Saturday at 7:30 on BBC7 DAB digital radio. The program is also available as a podcast.^[145]

Internet and digital extensions

See also: Heroes Evolutions

The *Heroes* production team also has official series content on the internet. Writers Joe Pokaski and Aron Coleite hold a weekly "Question and Answer" column hosted by *Comicbookresources.com* entitled "Behind the Eclipse".^[146] Show producer and director Greg Beeman also posts weekly on his blog where he discusses how the episode is filmed and gives spoilers for the upcoming episode.^[147]

Heroes Evolutions, released on January 19, 2007, is a digital extension of the series that explores the *Heroes* universe and provides clues to the show's mythology. It was entitled *Heroes 360 Experience* throughout the first season and rebranded for the second season.^[7] *Heroes Interactive* is an

interactive web page that began operation on January 29, 2007, during the airing of "The Fix". Hosted at NBC.com, it offers behind the scenes information, polls, trivia, and quizzes, as well as recent posts by Hana Gitelman. The features air once a week, and are designed to be viewed concurrently with that week's episode.^[148]

Complete episodes of *Heroes* are available online, to US residents only, along with downloads through the "NBC Direct" service.^[149] Episodes are also available on iTunes in 720p High Definition, although they were unavailable for a few months when NBC and Apple Inc. were unable to come to a renewal deal. Seasons 1, 2, 3, and 4 are currently available for streaming via subscription on Netflix,^[150] and Hulu Plus.^[151]

NBC Universal announced on April 2, 2008, that NBC Digital Entertainment would release a series on online content for the summer and fall of 2008, including more original web content and webisodes. *Heroes* webisodes are expected to air through an extension of the *Heroes Evolutions* in July. Other media and digital extensions announced include an online manhunts for the villains, the addition of more micro sites that allow the users to uncover more of the *Heroes* universe, wireless iTV interactivity and the ability to view the graphic novel on mobile platforms.^[152]

Create Your Hero is a fan-based, interactive promotion on NBC.com, which calls upon *Heroes* fans to vote on various personality and physical attributes for the creation of a new hero. The new hero "[comes] to life" in an original, live-action series run exclusively on NBC.com. The promotion is sponsored by Sprint.^[153] The first hero created by this process, Santiago, has the dual powers of enhanced probability and superhuman speed. He began appearing in the live-action web series, *Heroes Destiny*, on November 10, 2008 (sweeps week).^[154] On October 18, 2008, *Heroes Wiki* announced that it had officially partnered with NBC. NBC now directs those interested in a wiki on *Heroes* to *Heroes Wiki*, and directly funds the site in exchange for the site running advertisements for the network.^[155]

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External links

- Official website
- *9th Wonders!* – Semi-official site from *Heroes* creator Tim Kring
- *Heroes* at Allmovie
- *Heroes* at the Internet Movie Database
- *Heroes* at TV.com

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