

Re-View

BARB

BROADCASTERS'
AUDIENCE
RESEARCH
BOARD LTD

THIS MONTH'S VIEWING SUMMARY

5 WEEKS ENDING
3 November 1991

Produced for BARB

HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING Including Timeshift

Re-View

Channel	Average Weekly Viewing per person		Share of Total Viewing	
	October (Hrs : Mins)	September (Hrs : Mins)	October (%)	September (%)
ALL/ANY TV	27 : 03	24 : 30	100.0	100.0
BBC 1 (incl. Brkfast Time)	8 : 39	8 : 28	31.9	34.6
BBC 2	2 : 46	2 : 18	10.2	9.4
TOTAL BBC	11 : 24	10 : 46	42.1	44.0
ITV (incl. T.V. am)	11 : 43	10 : 24	43.3	42.4
CHANNEL 4/S4C	2 : 47	2 : 22	10.3	9.7
TOTAL/ANY ITV	14 : 30	12 : 45	53.5	52.0
Other Viewing	1 : 09	0 : 59	4.3	4.0

DEFINITIONS

Share of Total Viewing - The percentage of total viewing accounted for by each channel.

Timeshift - Viewing of broadcast material recorded at home and played back within 7 days of recording.

Population - Individuals aged 4 and over in UK private households containing a TV set in working order.

Other Viewing - Viewing to channels other than ITV, CH4/S4C, BBC1, BBC2. This is for all households.

Satellite/Cable Viewing - Viewing in homes able to receive broadcasts either via dish antenna or cable.

SHARE OF VIEWING BY ITV REGION

	ITV		CHANNEL 4/S4C		BBC 1		BBC 2		OTHER VIEWING	
	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)
London	42.4	40.0	10.4	9.4	31.7	34.6	10.5	9.5	5.1	6.5
Midlands E&W	43.7	42.8	9.6	9.3	30.8	34.4	10.3	9.7	5.5	3.8
North West	44.1	44.4	9.8	9.6	32.0	34.4	9.9	8.6	4.3	2.9
Yorkshire	43.4	43.2	10.8	10.3	32.6	34.8	9.2	8.9	4.1	2.9
C. Scotland	44.0	42.0	12.4	11.9	30.5	31.8	10.2	10.9	3.0	3.4
Wales & West	43.4	42.4	8.4	8.2	32.3	36.0	10.1	9.3	5.7	4.3
South & S. East	42.1	41.6	10.1	9.1	32.9	34.7	10.3	10.0	4.6	4.7
North East	40.2	41.5	10.9	10.2	33.7	34.7	11.1	9.2	4.1	4.3
East of England	41.0	40.9	9.9	8.7	32.9	36.3	11.5	9.9	4.7	4.3
South West	42.6	42.4	9.6	9.2	34.0	38.3	9.3	8.8	4.5	1.3
Ulster	43.8	42.2	10.1	8.9	29.5	29.1	8.2	6.5	8.5	13.2
Border	46.6	43.2	10.6	9.9	29.3	33.1	8.9	9.0	4.6	4.8
N. Scotland	46.4	44.8	10.0	9.8	30.4	33.3	9.9	9.1	3.3	3.0
Network	43.3	42.4	10.3	9.7	31.9	34.6	10.2	9.4	4.3	4.0

N.B 1: The Network Share figures are based on BBC viewing and all ITV viewing in the U.K. For an individual ITV region, however, the share of audience is based upon viewing to the individual ITV Channel and to the BBC regional transmitter(s) covering that ITV region.

Further enquiries to Michael De Salis, BARB, Glenthorne House
Hammersmith Grove, London W6 0ND Tel: 081-741 9110 Fax: 081-741 1943

Even so, the most consistent figures in the table is a real pointer to the attention that will have to be paid to local conditions as the new data comes on stream. Ulster shows 7.8 per cent in September, 7.9 in October - not as much a sign of satellite addiction, of course, as of the proximity to RTE's transmitters from the South. But the main story of satellite and cable in the next couple of years is surely liable to hinge on knowing penetration figures and other local knowledge in some detail.

Not here yet, however, are the more detailed satellite figures, giving the channel-by-channel analysis. This should be available from next month's Summary, undoubtedly kicking off a dynamic period, as the pre-Christmas marketing drive of Astra dishes continues to build.

And then, there is Talkback. Modest though this monthly Summary is in its format, its audience is both wider and deeper than some might imagine. Though specialist journalists (like me) might imagine it is just for them, so, quite probably, do a wide range of other recipients with far greater - I confess - specialisation, in the relevant departments of broadcasters, advertising agencies and advertisers themselves.

Offered the chance to use this space, I readily accepted. I have been writing about the ratings for the best part of ten years, week in, week out, first for the Listener, then, since the beginning of this year, in Media Guardian. And I have been reading about them in many other places, some of daunting specialist knowledge. It does strike me, however, that we do still tend to operate in our own compartments - and that there might therefore be room for a place in which specialists might swap ideas, informally, as the figures flow through.

So, whatever thoughts occur, let me hear from you, at BARB. I aim not so much to occupy this space as to deploy it. Meanwhile, one not quite trivial thought about a broadcast that only failed to make this month's Top Fifty. On Saturday, November 3rd, the Rugby World Cup Final on ITV was watched by 13.60 million viewers, just a whisker short of that for this year's English and Scottish FA Cup Finals together.

The build-up of interest, over a ten day period, has been intense. On that Saturday morning, both the Sun and Today had front-pages filled with quotes from Henry V in honour of the occasion! So: has anyone devised a way of judging just how much press coverage can add to the television's ratings?