

THE MONTH'S TOP FIFTY PROGRAMMES.

BARB

BROADCASTERS'
AUDIENCE
RESEARCH
BOARD LTD

5 WEEKS ENDING
02 February 1992

THIS MONTH'S VIEWING SUMMARY

Produced for BARB

HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING Including Timeshift

Channel	Average Weekly Viewing per person		Share of Total Viewing	
	January (Hrs : Mins)	December (Hrs : Mins)	January (%)	December (%)
ALL/ANY TV	30:00	30:27	100.0	100.0
BBC 1 (incl. Brkfst Time)	10:16	11:00	34.1	36.0
BBC 2	2:43	2:56	9.0	9.6
TOTAL BBC	12:58	13:55	43.2	45.6
ITV (incl. T.V. am)	12:52	12:30	42.8	41.0
CHANNEL 4/S4C	2:59	2:47	9.9	9.1
TOTAL/ANY ITV	15:51	15:17	52.8	50.1
Other Viewing	1:10	1:15	3.9	4.1

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	
	Jan (%)	Dec (%)	Jan (%)	Dec (%)	Jan (%)	Dec (%)	Jan (%)	Dec (%)	Jan (%)	Dec (%)
London	41.3	39.1	10.0	9.2	34.7	36.4	9.2	10.1	4.5	5.0
Midlands E&W	43.2	41.6	9.4	8.4	33.0	35.2	9.1	9.5	5.0	5.1
North West	43.8	42.5	9.4	8.8	34.0	35.9	8.6	9.1	3.9	3.5
Yorkshire	44.1	41.3	10.2	9.4	34.3	37.0	8.1	8.7	3.1	3.3
C. Scotland	42.3	40.6	12.2	11.4	33.9	35.4	9.2	9.8	2.1	2.5
Wales & West	40.5	39.8	8.1	7.0	34.4	35.4	9.6	9.8	4.7	5.1
South & S. East	44.2	42.3	9.8	8.6	33.4	35.6	8.7	9.6	3.7	3.7
North East	41.5	39.7	10.6	9.8	34.9	36.9	9.3	9.9	3.6	3.5
East of England	39.9	38.4	9.6	8.9	35.0	36.8	10.3	10.5	5.0	5.2
South West	41.6	39.0	9.4	9.2	36.2	39.2	8.9	9.1	3.6	3.2
Ulster	45.0	42.9	9.7	8.6	31.4	32.9	7.0	7.1	6.7	8.2
Border	43.4	43.0	9.8	9.5	32.7	33.4	8.8	8.5	5.1	5.3
N. Scotland	46.1	43.5	10.5	10.2	31.8	33.9	7.7	8.3	3.7	3.9
Network	42.8	41.0	9.9	9.1	34.1	36.0	9.0	9.6	3.9	4.1

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.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 EASTENDERS	Thu 02 January/Sun 05 January	24.32
2 EASTENDERS	Thu 09 January/Sun 12 January	22.93
3 EASTENDERS	Thu 23 January/Sun 26 January	22.11
4 EASTENDERS	Thu 16 January/Sun 19 January	21.64
5 CORONATION STREET	Wed 08 January/Sun 12 January	21.55
6 CORONATION STREET	Wed 01 January/Sun 05 January	21.51
7 CORONATION STREET	Wed 22 January/Sun 26 January	21.48
8 EASTENDERS	Thu 30 January/Sun 02 February	21.47
9 CORONATION STREET	Fri 10 January/Sun 12 January	21.31
10 CORONATION STREET	Fri 24 January/Sun 26 January	21.25
11 CORONATION STREET	Fri 03 January/Sun 05 January	21.11
12 CORONATION STREET	Fri 31 January/Sun 02 February	20.70
13 CORONATION STREET	Wed 29 January/Sun 02 February	20.44
14 EASTENDERS	Tue 21 January/Sun 26 January	20.36
15 EASTENDERS	Tue 07 January/Sun 12 January	20.15
16 WORST/ALRIGHT/NIGHT	Sat 01 February	19.92
17 CORONATION STREET	Mon 13 January	19.86
18 EASTENDERS	Tue 28 January/Sun 02 February	19.78
19 EASTENDERS	Tue 31 December /Sun 05 January	19.72
20 CORONATION STREET	Wed 15 January/Fri 17 January	19.68
21 CORONATION STREET	Fri 17 January/Sun 19 January	19.67
22 CORONATION STREET	Mon 20 January	19.60
23 CORONATION STREET	Mon 27 January	19.57
24 YOU'VE BEEN FRAMED	Sun 19 January	19.33
25 EASTENDERS	Tue 14 January/Sun 19 January	19.24
26 CORONATION STREET	Mon 06 January	19.07
26= YOU'VE BEEN FRAMED	Sun 02 February	19.07
28 YOU'VE BEEN FRAMED	Sun 26 January	18.84
29 TROUBLE WITH MR. BEAN	Wed 01 January	18.74
30 DARLING BUDS/MAY	Sun 26 January	18.73
31 NEIGHBOURS (1332/1737)	Tue 21 January	18.48
32 NEIGHBOURS (1331/1737)	Thu 09 January	18.46
33 NEIGHBOURS (1330/1740)	Tue 28 January	18.42
34 NEIGHBOURS (1330/1736)	Thu 02 January	18.40
35 TAGGART THE MOVIE	Wed 01 January	18.33
36 YOU'VE BEEN FRAMED	Sun 05 January	18.20
37 YOU'VE BEEN FRAMED	Sun 12 January	18.12
38 NEIGHBOURS (1329/1737)	Tue 07 January	18.10
39 NEIGHBOURS (1331/1737)	Mon 13 January	18.02
40 DARLING BUDS/MAY	Sun 02 February	17.95
41 NEIGHBOURS (1331/1737)	Wed 29 January	17.90
42 NEIGHBOURS (1332/1736)	Fri 03 January	17.81
43 NEIGHBOURS (1329/1740)	Mon 06 January	17.79
43= NEIGHBOURS (1328/1738)	Wed 01 January	17.79
45 NEIGHBOURS (1329/1737)	Fri 24 January	17.75
46 NEIGHBOURS (1330/1736)	Wed 22 January	17.72
46= NEIGHBOURS (1329/1740)	Tue 14 January	17.72
48 NEIGHBOURS (1329/1737)	Fri 31 January	17.69
49 NEIGHBOURS (1331/1737)	Wed 08 January	17.67
50 NEIGHBOURS (1331/1737)	Fri 10 January	17.66

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HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING - SATELLITE/CABLE Including Timeshift

Channel	Average Weekly Viewing per person		Share of Total Viewing	
	January (Hrs : Mins)	December (Hrs : Mins)	January (%)	December (%)
ALL/ANY TV	30:41	31:25	100.0	100.0
BBC 1 (incl. Brkfst Time)	7:55	8:20	25.8	26.5
BBC 2	1:53	1:56	6.1	6.1
TOTAL/ANY BBC	9:48	10:16	31.9	32.7
ITV (incl. T.V. am)	9:48	9:26	31.9	30.0
CHANNEL 4/S4C	1:58	1:45	6.4	5.5
TOTAL/ANY ITV	11:46	11:11	38.3	35.6
Total Terrestrial	21:34	21:27	70.2	68.2
Sky 1	2:10	2:16	7.0	7.2
Sky News	0:30	0:35	1.6	1.8
Sky Sports	0:47	0:38	2.5	2.0
The Movie Channel	1:11	1:25	3.8	4.4
Sky Movies	2:02	2:16	6.6	7.2
The Comedy Channel	0:08	0:11	0.4	0.5
Total B Sky B	6:48	7:20	22.1	23.3
Children's Channel	0:22	0:24	1.2	1.2
MTV	0:24	0:34	1.2	1.7
Lifestyle	0:22	0:23	1.1	1.2
Screensport	0:15	0:18	0.8	0.9
Total Astra	8:10	8:59	26.6	28.5
Others	0:57	0:59	3.0	3.1

TALKBACK - WITH PETER FIDDICK

To kick off the New Year, an alternative view of the first month's figures' the chart on the right-hand page here strips out the video-playback element of the regular consolidated figures and lists the leading programmes on the criterion of Live, on-the-night audiences.

I cannot say it gives a more accurate view of the events than the regular Top Fifty, to be found in its usual place on the back page. It is arbitrary in ways of its own: not just removing both the video and the repeat-screening ratings, but giving only the single best audience for every soap and series; then allowing two shots of Taggart and Alright On The Night on the grounds that one of each was a special and not the regular run: and limiting itself to audiences above the 12 million mark, thereby stopping rather oddly at No.34. It does, however, give a different perspective on the most popular programmes and taken together with the Top Fifty fills out our view of the month.

One element that shows up is the effect of the video-playback enhancement on certain programmes. Whereas, for instance, the Worst of It'll Be Alright On The Night shows up on both lists with audiences above the 19 million mark, and Taggart The Movie, shown on New Year's Day, was watched live by 17.64 million, gaining some 0.7 million on playback. The other high flyers had substantially bigger video audiences.

You've Been Framed, on Sunday, 19 January, was viewed by 17.97 million live, but nearly 1.4 million more on playback. And the return of the Darling Buds of May, on 26 January, was enthusiastically greeted by 17.12 million on the night, with a further 1.6 million watching later on video-enough, in TV ratings terms, to boost it by 3 TVRs.

The lower half of the Live chart sheds its own light on the relative performance of some of the best-known titles in the new schedules. We are, after all, talking about more than 12 million people watching as they are broadcast, in every case. If the competition for audiences is what we refer to, in shorthand, as "the ratings war", then, the Darling Buds and Mr Bean (another with a 1 million-plus video audience) might be termed the air-strike, the Coronation Streets and Eastenders seen as the artillery, pounding away, day after day, but these others are perhaps the tank corps.

Hour by hour, they drive head-to-head at each other, winning some bridgeheads, losing others. At a time when the battle has never been tougher, any titles on this chart must be counted a winner.

January 92' Live Viewing

1	Coronation Street	Wed 01 Jan	19.70
2	Worst/Alright/Night	Thu 02 Jan	19.04
3	You've Been Framed	Sun 19 Jan	17.95
4	Taggart/Movie	Wed 01 Jan	17.64
5	Trouble/Mr Bean	Wed 01 Jan	17.52
6	Eastenders	Thu 09 Jan	17.34
7	Darling Buds of May	Sun 26 Jan	17.12
8	News	Wed 01 Jan	16.81
9	The Bill	Tue 18 Jan	16.59
10	This Is Your Life	Wed 08 Jan	15.70
11	Wish/Were Here	Mon 27 Jan	15.68
12	It'll/Alright/Night	Sun 19 Jan	15.54
13	Watching	Fri 03 Jan	15.09
14	Family Fortunes	Fri 03 Jan	14.93
15	Taggart	Thu 23 Jan	14.54
16	Second Thoughts	Fri 03 Jan	14.42
17	Barrymore	Sat 18 Jan	14.30
18	Poirot	Sun 05 Jan	14.23
19	Blind date	Sat 04 Jan	14.16
20	One Foot/Grave	Sun 02 Feb	13.82
21	Inspector Morse	Sat 18 Jan	13.49
22	Beetle Juice	Mon 30 Dec	13.36
23	World Chmp'Ship Boxing	Sat 01 Feb	13.03
24	Cocktail	Tue 28 Jan	13.00
25	Antiques Roadshow	Sat 02 Feb	12.94
26	Neighbours	Tue 21 Jan	12.72
27	News	Sun 26 Jan	12.55
28	Good Guys	Fri 03 Jan	12.36
29	Emmerdale	Thu 30 Jan	12.34
29=	Lovejoy	Sun 19 Jan	12.34
31	Upper Hand	Tue 28 Jan	12.27
32	As Time Goes By	Sun 12 Jan	12.15
33	Birds of a Feather	Sun 02 Jan	12.12
34	Noels' House Party	sat 01 Jan	12.05