

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 EASTENDERS	Thu 13 February /Sun 16 February	22.52
2 EASTENDERS	Thu 06 February /Sun 09 February	22.20
3 EASTENDERS	Thu 27 February /Sun 01 March	21.81
4 EASTENDERS	Thu 20 February /Sun 23 February	21.28
5 EASTENDERS	Tue 25 February /Sun 01 March	20.77
6 CORONATION STREET	Wed 19 February /Sun 23 February	20.57
7 CORONATION STREET	Fri 07 February /Sun 09 February	20.48
8 CORONATION STREET	Mon 03 February	20.35
9 CORONATION STREET	Wed 05 February /Sun 09 February	20.27
10 EASTENDERS	Tue 18 February /Sun 23 February	19.98
11 CORONATION STREET	Fri 21 February /Sun 23 February	19.89
12 CORONATION STREET	Mon 17 February	19.68
13 CORONATION STREET	Fri 14 February /Sun 16 February	19.67
14 EASTENDERS	Tue 11 February /Sun 16 February	19.63
15 EASTENDERS	Tue 04 February /Sun 09 February	19.56
16 CORONATION STREET	Mon 24 February	19.55
17 CORONATION STREET	Mon 10 February	19.52
18 NEIGHBOURS (1329/1736)	Wed 19 February	19.41
19 CORONATION STREET	Wed 26 February /Sun 01 March	19.38
20 YOU'VE BEEN FRAMED	Sun 01 March	19.30
21 CORONATION STREET	Wed 12 February /Sun 16 February	19.21
22 YOU'VE BEEN FRAMED	Sun 09 February	19.02
23 NEIGHBOURS (1329/1737)	Tue 18 February	18.93
24 THREE MEN/BABY	Sat 15 February	18.27
25 YOU'VE BEEN FRAMED	Sun 16 February	18.07
26 DARLING BUDS/MAY	Sun 16 February	18.01
27 NEIGHBOURS (1330/1737)	Tue 25 February	17.92
28 DARLING BUDS/MAY	Sun 01 March	17.88
29 ELIZABETH R	Thu 06 February	17.86
30 DARLING BUDS/MAY	Sun 09 February	17.81
31 NEIGHBOURS (1330/1737)	Thu 20 February	17.79
32 NEIGHBOURS (1330/1737)	Mon 10 February	17.75
33 CORONATION STREET	Fri 28 February /Sun 01 March	17.73
34 NEIGHBOURS (1330/1737)	Tue 04 February	17.67
35 NEIGHBOURS (1331/1737)	Wed 26 February	17.59
36 NEIGHBOURS (1330/1736)	Mon 24 February	17.56
37 NEIGHBOURS (1330/1737)	Fri 14 February	17.52
38 NEIGHBOURS (1329/1736)	Mon 03 February	17.50
39 NEIGHBOURS (1330/1736)	Mon 17 February	17.46
40 DARLING BUDS/MAY	Sun 23 February	17.44
41 NEIGHBOURS (1330/1737)	Wed 12 February	17.39
42 YOU'VE BEEN FRAMED	Sun 23 February	17.16
43 NEIGHBOURS (1329/1737)	Tue 11 February	17.14
44 MR BEAN RIDES AGAIN	Mon 17 February	17.11
45 NEIGHBOURS (1330/1737)	Fri 07 February	17.03
46 NEIGHBOURS (1329/1736)	Fri 21 February	17.02
47 NEIGHBOURS (1330/1737)	Wed 05 February	16.63
48 NEIGHBOURS (1330/1737)	Thu 13 February	16.58
49 NEIGHBOURS (1330/1737)	Thu 06 February	16.50
50 INSPECTOR MORSE	Wed 26 February	16.44

BARB

BROADCASTERS'
AUDIENCE
RESEARCH
BOARD LTD

4 WEEKS ENDING
01 March 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	
	February (Hrs : Mins)	January (Hrs : Mins)	February (%)	January (%)
ALL/ANY TV	28:49	30:00	100.0	100.0
BBC 1 (incl. Brkfst Time)	9:54	10:16	34.3	34.1
BBC 2	2:44	2:43	9.4	9.0
TOTAL BBC	12:37	12:58	43.7	43.2
ITV (incl. T.V. am)	11:59	12:52	41.5	42.8
CHANNEL 4/S4C	2:54	2:59	10.0	9.9
TOTAL/ANY ITV	14:53	15:51	51.6	52.8
Other Viewing	1:19	1:10	4.5	3.9

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	
	Feb (%)	Jan (%)	Feb (%)	Jan (%)	Feb (%)	Jan (%)	Feb (%)	Jan (%)	Feb (%)	Jan (%)
London	39.9	41.3	9.7	10.0	34.7	34.7	9.8	9.2	5.7	4.5
Midlands E&W	42.0	43.2	9.4	9.4	33.3	33.0	9.5	9.1	5.5	5.0
North West	42.6	43.8	9.7	9.4	34.2	34.0	8.6	8.6	4.8	3.9
Yorkshire	41.4	44.1	10.4	10.2	35.0	34.3	8.9	8.1	4.1	3.1
C. Scotland	42.2	42.3	13.0	12.2	32.8	33.9	9.4	9.2	2.4	2.1
Wales & West	40.3	41.5	9.0	8.3	35.3	35.4	10.1	9.9	5.3	4.9
South & S. East	42.3	44.2	9.5	9.8	33.8	33.4	9.5	8.7	4.8	3.7
North East	40.2	41.5	11.2	10.6	34.5	34.9	9.3	9.3	4.4	3.6
East of England	38.4	39.9	9.2	9.6	35.0	35.0	10.9	10.3	6.2	5.0
South West	38.5	41.6	9.6	9.4	37.8	36.2	9.7	8.9	4.3	3.6
Ulster	44.6	45.0	10.2	9.7	30.5	31.4	6.9	7.0	7.5	6.7
Border	44.0	43.4	10.1	9.8	31.3	32.7	8.4	8.8	5.9	5.1
N. Scotland	45.6	46.1	10.6	10.5	31.1	31.8	8.1	7.7	4.4	3.7
Network	41.5	42.8	10.0	9.9	34.3	34.1	9.4	9.0	4.5	3.9

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.

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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	
	February (Hrs : Mins)	January (Hrs : Mins)	February (%)	January (%)
ALL/ANY TV	29:37	30:41	100.0	100.0
BBC 1 (incl. Brkfst Time)	7:35	7:55	25.5	25.8
BBC 2	1:46	1:53	5.9	6.1
TOTAL/ANY BBC	9:21	9:48	31.5	31.9
ITV (incl. T.V. am)	8:56	9:48	30.1	31.9
CHANNEL 4/S4C	1:53	1:58	6.3	6.4
TOTAL/ANY ITV	10:49	11:46	36.5	38.3
Total Terrestrial	20:09	21:34	68.0	70.2
Sky 1	2:14	2:10	7.5	7.0
Sky News	0:31	0:30	1.7	1.6
Sky Sports	1:13	0:47	4.0	2.5
The Movie Channel	1:03	1:11	3.5	3.8
Sky Movies	1:48	2:02	6.0	6.6
The Comedy Channel	0:10	0:08	0.5	0.4
Total B Sky B	6:58	6:48	23.5	22.1
Children's Channel	0:27	0:22	1.4	1.2
MTV	0:27	0:24	1.5	1.2
Lifestyle	0:16	0:22	0.9	1.1
Screensport	0:13	0:15	0.7	0.8
Total Astra	8:20	8:10	28.1	26.6
Others	1:08	0:57	3.7	3.0

The Season So Far.

The monthly average viewing and share figures from BARB coincide with the completion of a little unfinished business from the beginning of the current television season. In the wake of the changeover to the BARB contract last August, with its attendant alterations to sample sizes and methodology, the monthly summary went into abeyance. This series recommenced with the November figures. The calculations have now been done, with a re-calculation of the "Other Viewing" element included and most regular recipients of the weekly and monthly summaries will now have received the monthly figures for August, September and October. Since the series is a convenient way of charting the broad viewing trends, it seems helpful to pull together the main statistics, in terms of hours of viewing, in one chart, offering a quick guide to the seven months.

Just running the eye along the top line reveals one interesting point. The figure for the total viewing in February (28:49) is identical with that for November. So, as it happens, is that for "Other Viewing" (which includes satellite/cable) at 1:19. This perhaps points to rather than just a pleasant coincidence of numbers. Past trends have shown peak viewing periods, leaving aside the Christmas/New Year bulge, as being in January and February, those dark days and nights with the money spent. Terrestrial viewing in February last year was recorded at 27:42, the best part of three hours up on the previous November, a jump not accounted for even by the outbreak of the Gulf War. Yet this year, there is no difference between the two - even allowing for the inclusion of the satellite figures and the known spread of dish take-up across the period. "Other Viewing", after all, although at a peak, contributes no more to the national total than it did in November, so will November come to be seen as unusually high? Or does the February figure hint at longer-term trends?

Within those global figures, the seven-month table also offers a snapshot of the relationship between the main players through the season so far, seen simply in the second table, showing the percentage share won by the BBC's two channels, the two advertising-funded channels ("All ITV"), and "Other". Since the last category includes not just satellite and cable but other phenomena such as Northern Ireland's viewing of RTE, its main relevance is to the terrestrial quartet. What it seems to indicate, in broad terms (and leaving aside Christmas/New Year again) is a fairly constant relationship between the main protagonist systems. The gap between them peaked at 11:4 per cent in October, then runs at 9:2, 4:5 (Xmas), 9:6 and now 7:9. This seems to accord reasonably well with the outer limits of 55:45 the leaders of the BBC, a dozen years ago, felt would be acceptable once C4 came on stream. To the extent that any impending debate rests upon the ratings, something would seem to depend on whether the view taken of the BBC continues to see it as a complementary twosome, or whether it is unpacked ranging BBC1 against ITV, BBC2 against C4.

Pictures In The Sky

The figures for homes linked to satellite and cable did not come on stream until the November summary, so we now have four month's worth of this data, including the February table given in this issue. The difficulty with satellite viewing (and the extra channels available direct-to-home, via Astra, also form the greater part of the choice available to cable subscribers) is that there has been so much change, in several directions, even through this period. A rapid expansion in the sales receiving equipment, which in itself makes tracking the audience tricky, has been accompanied by specific programming changes: latterly, the World Cup cricket, for sports fans (though the full outcome of that will fall in the March period), but earlier the shift of the main attraction, the feature film channels, to subscription.

The February figures from the panel of homes able to receive satellite or cable channels certainly show a significant gain for Sky Sport. Compare its average of 1:13 (hrs:mins) per head, per week, with the run of the other three months since reporting began: 0:49, 0:38, 0:47. February shows a 49 per cent increase on the best previous month.

No less a case to be watched closely, however, is the performance of the film channels. Taken together. The Movie Channel and Sky Movies in February were watched for 2:43 per week. This is a 9:5 per cent share, down from 10:4 per cent in January. And contrasting with a total viewing time of 3:36 in November and 3:41 in December. "Other Viewing" as a whole, nevertheless, takes a 4:5 per cent share of the nation's television time in February, level with its November peak.

TALKBACK - WITH PETER FIDDICK

ALL HOMES : HOURS MINS

	AUG	SEP	OCT	NOV	DEC	JAN	FEB
ALL	24:04	24:30	27:03	28:49	30:27	30:00	28:49
BBC1	8:16	8:28	8:39	9:36	11:00	10:16	9:54
BBC2	2:46	2:18	2:46	2:49	2:56	2:43	2:44
ALL BBC	11:02	10:46	11:24	12:26	13:55	12:58	12:37
ITV	9:50	10:24	11:43	12:17	12:30	12:52	1:59
C4/S4C	2:17	2:22	2:47	2:48	2:47	2:59	2:54
ALL ITV	12:06	12:45	14:30	15:05	15:17	15:51	14:53
OTHER	0:56	0:59	1:09	1:19	1:15	1:10	1:19

ALL HOMES : SHARE (%)

	AUG	SEP	OCT	NOV	DEC	JAN	FEB
ALL BBC	45:8	44:0	42:1	43:1	45:6	43:2	43:7
ALL ITV	50:3	52:0	53:5	53:2	50:1	52:8	51:6
OTHER	3:9	4:0	4:3	4:5	4:1	3:9	4:5