

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 CORONATION STREET	Wed 01 April/Sun 05 April	21.24
2 CORONATION STREET	Wed 15 April/Sun 19 April	19.89
3 CORONATION STREET	Fri 24 April/Sun 26 April	19.56
4 CORONATION STREET	Wed 22 April/Sun 26 April	19.52
5 CORONATION STREET	Wed 08 April/Sun 12 April	19.23
5= EASTENDERS	Thu 23 April/Sun 26 April	19.23
7 CORONATION STREET	Mon 30 March	19.05
8 CORONATION STREET	Wed 29 April/Sun 03 May	18.93
9 CORONATION STREET	Mon 27 April	18.69
10 EASTENDERS	Tue 07 April/Sun 12 April	18.67
11 CORONATION STREET	Fri 03 April/Sun 05 April	18.61
12 CORONATION STREET	Mon 06 April	18.58
13 EASTENDERS	Thu 09 April/Sun 12 April	18.57
14 EASTENDERS	Thu 30 April/Sun 03 May	18.56
15 CORONATION STREET	Fri 01 May/Sun 03 May	18.52
16 EASTENDERS	Tue 21 April/Sun 26 April	18.45
17 EASTENDERS	Tue 14 April/Sun 19 April	18.18
18 CORONATION STREET	Fri 10 April/Sun 12 April	18.04
19 CORONATION STREET	Mon 13 April	18.00
20 NEIGHBOURS (1330/1737)	Mon 30 March	17.67
20= NEIGHBOURS (1330/1737)	Tue 14 April	17.67
22 EASTENDERS	Thu 16 April/Sun 19 April	17.59
23 NEIGHBOURS (1332/1738)	Tue 31 March	17.50
23= NEIGHBOURS (1330/1737)	Thu 02 April	17.50
25 NEIGHBOURS (1331/1737)	Tue 07 April	17.46
26 EASTENDERS	Tue 31 March/Sun 05 April	17.45
27 NEIGHBOURS (1331/1737)	Wed 15 April	17.44
28 EASTENDERS	Thu 02 April/Sun 05 April	17.24
29 NEIGHBOURS (1330/1737)	Mon 06 April	17.03
30 NEIGHBOURS (1329/1737)	Mon 13 April	16.95
31 INSPECTOR MORSE	Wed 15 April	16.83
32 NEIGHBOURS (1332/1737)	Wed 01 April	16.64
33 NEIGHBOURS (1331/1738)	Thu 16 April	16.54
34 NEIGHBOURS (1319/1739)	Fri 17 April	16.42
35 EASTENDERS	Tue 28 April/Sun 03 May	16.40
36 NEIGHBOURS (1329/1737)	Fri 24 April	16.36
37 NEIGHBOURS (1330/1737)	Mon 27 April	16.35
38 CORONATION STREET	Fri 17 April/Sun 19 April	16.32
39 NEIGHBOURS (1331/1737)	Tue 28 April	16.26
40 NEIGHBOURS (1330/1738)	Fri 03 April	16.25
41 NEIGHBOURS (1332/1739)	Wed 22 April	16.11
42 CORONATION STREET	Mon 20 April	15.72
43 NEIGHBOURS (1331/1737)	Thu 30 April	15.70
44 INSPECTOR MORSE	Wed 08 April	15.69
45 NEIGHBOURS (1333/1739)	Fri 01 May	15.51
46 NEIGHBOURS (1329/1737)	Tue 21 April	15.41
47 NEIGHBOURS (1331/1737)	Wed 29 April	15.40
48 NEIGHBOURS (1330/1737)	Thu 23 April	15.38
49 NEIGHBOURS (1331/1739)	Wed 08 April	15.33
50 HOME AND AWAY (1324/1713)	Tue 14 April	15.18

BARB

BROADCASTERS
AUDIENCE
RESEARCH
BOARD LTD

5 WEEKS ENDING
03 May 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	
	April (Hrs : Mins)	March (Hrs : Mins)	April (%)	March (%)
ALL/ANY TV	27:24	27:42	100.0	100.0
BBC 1 (incl. Brkfst Time)	9:22	9:34	34.1	34.5
BBC 2	3:22	2:26	12.2	8.8
TOTAL BBC	12:43	12:00	46.4	43.3
ITV (incl. T.V. am)	10:47	11:16	39.3	40.6
CHANNEL 4/S4C	2:40	3:06	9.7	11.1
TOTAL/ANY ITV	13:27	14:22	49.0	51.8
Other Viewing	1:14	1:20	4.4	4.7

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	
	Apr (%)	Mar (%)	Apr (%)	Mar (%)	Apr (%)	Mar (%)	Apr (%)	Mar (%)	Apr (%)	Mar (%)
London	38.3	39.0	9.5	11.1	33.9	33.7	12.1	9.1	5.9	6.8
Midlands E&W	39.7	41.1	8.9	10.5	33.9	34.0	12.1	8.6	5.3	5.5
North West	40.6	41.9	9.3	10.5	34.2	35.2	11.5	8.1	4.2	4.1
Yorkshire	39.5	41.1	10.4	11.4	34.4	35.2	11.7	8.1	3.9	4.0
C. Scotland	39.1	40.5	12.8	14.2	32.4	33.5	12.8	8.9	2.6	2.6
Wales & West	37.6	38.2	8.0	9.4	35.7	36.1	12.5	9.7	5.9	6.4
South & S.East	39.6	41.6	9.0	10.6	34.3	33.7	12.4	8.6	4.4	5.2
North East	38.2	39.9	10.7	11.6	34.5	34.7	12.2	8.8	4.0	4.8
East of England	37.3	38.8	9.0	10.4	34.9	34.6	13.3	9.6	5.3	6.4
South West	36.9	37.2	9.1	11.2	37.6	37.9	12.2	9.1	3.9	4.3
Ulster	42.9	43.7	10.0	10.7	30.0	30.5	10.0	6.4	6.7	8.5
Border	43.6	43.4	10.2	11.4	30.8	31.7	11.6	7.9	3.6	5.3
N. Scotland	41.5	44.6	10.6	11.7	30.2	30.7	12.3	7.9	5.2	4.9
Network	39.3	40.6	9.7	11.1	34.1	34.5	12.2	8.8	4.4	4.7

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.

Copyright BARB Any subsequent reproduction, in whole or in part, must contain reference to BARB.

BARB IS A JOINT COMPANY OF THE BRITISH BROADCASTING CORPORATION AND THE INDEPENDENT TELEVISION ASSOCIATION

Data supplied by AGB and RSMB

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

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

Channel	Average Weekly Viewing per person		Share of Total Viewing	
	April (Hrs : Mins)	March (Hrs : Mins)	April (%)	March (%)
ALL/ANY TV	28:45	29:40	100.0	100.0
BBC 1 (incl. Brkfst Time)	7:08	7:28	24.8	25.1
BBC 2	2:25	1:40	8.4	5.6
TOTAL/ANY BBC	9:33	9:08	33.2	30.7
ITV (incl. T.V. am)	8:33	8:40	29.7	29.1
CHANNEL 4/S4C	1:49	1:56	6.2	6.5
TOTAL/ANY ITV	10:21	10:35	36.0	35.6
Total Terrestrial	19:54	19:43	69.2	66.4
Sky 1	2:02	2:28	7.0	8.3
Sky News	0:33	0:33	1.9	1.8
Sky Sports	0:55	1:42	3.1	5.7
The Movie Channel	1:01	0:59	3.5	3.3
Sky Movies	1:58	1:45	6.8	5.8
The Comedy Channel	0:07	0:07	0.3	0.3
Total B Sky B	6:36	7:34	22.9	25.5
Children's Channel	0:30	0:28	1.7	1.5
MTV	0:27	0:26	1.5	1.4
Lifestyle	0:16	0:17	0.9	0.9
Screensport	0:13	0:15	0.7	0.8
Total Astra	8:01	8:59	27.8	30.2
Others	0:50	0:58	2.8	3.2

TALKBACK - WITH PETER FIDDICK

The sharpest shifts between the March figures and those in this summary are in the share of viewing won by BBC2. Last month, it took an 8.8 per cent share: its only excursion below 9 per cent since the new BARB panel came into action last autumn. This month, that figure leaps virtually forty per cent to a 12.2 per cent overall share: the arrival of the World Snooker Championship tourney at the Crucible Theatre, Sheffield, works its magic, cunningly scheduled to take in three weekends, with a Bank Holiday either end. All but the last Monday, featuring the climactic second day of the final, fall in this bulletin period, and the monthly average disguises the fact that two snooker weeks brought BBC2 shares of 15.7 and 15.9 per cent respectively.

Our table shows the audiences and percentage shares for every session. It gives a clear picture of the way public interest in the event grows as it reaches the final rounds. But there are some curiosities. For instance, audiences for the end of the semi-finals on Saturday, May 2nd, dip to their lowest since the first two or three days of the entire fortnight. Since they are also lower than the previous Saturday's, that cannot be put down just to the competition of other channels' weekend entertainment. Television's snooker audience seems quite capable of walking out for a breather when the drama dims - then coming back next day in doubled numbers for the the final.

Not least interesting is the scale of the audience free to watch snooker during the daytime. The first, week after Easter was a school holiday. But even the second week brings audiences of 3 million and more at 3pm.

And what a glance down the final column shows is the way the impact on BBC2's audience share is built up. Consistently, the evening peaktime sessions are scoring around the 15 per cent range - in one case, as low as 10. But off-peak, day after day, the share against less popular competition is taking off from the upper 20s into the 30s - and for hour after hour: those morning sessions in the first week stretched through to lunchtime. That's the way overall averages are given their annual boost.

WORLD SNOOKER CHAMPIONSHIP: APRIL/MAY 1992

DAY	DATE	TIME	AUDIENCE	SHARE	DATE	TIME	AUDIENCE	SHARE
SAT	18	10.30	1.128	18	25	16.51	3.707	21
		16.35	1.864	14		23.31	2.768	23
		20.20	2.516	12				
SUN	19	18.00	2.594	15	26	19.16	3.809	17
		23.27	2.086	25		23.35	3.433	51
MON	20	10.30	1.835	23	27	14.19	2.868	37
		16.45	2.625	16		16.04	4.176	34
		22.23	4.071	22		21.02	4.587	20
						23.19	2.500	28
TUE	21	10.33	1.257	22	28	14.46	1.925	27
		14.29	1.747	25		15.04	3.048	37
		15.05	2.407	30		16.02	4.058	28
		16.01	3.168	25		21.01	4.942	21
		20.31	2.376	10		23.18	2.878	33
		23.17	1.898	26				
WED	22	10.31	1.625	23	29	14.16	2.700	40
		14.04	1.739	25		15.05	3.205	42
		15.04	2.168	31		16.03	4.127	29
		16.00	2.818	22		21.01	4.231	16
		21.01	3.547	15				
		23.16	1.263	13				
THUR	23	14.13	1.712	26	30	14.16	2.597	34
		15.04	2.264	33		15.05	3.505	39
		16.00	2.913	23		16.04	4.549	30
		21.31	4.357	20		21.32	5.970	27
		23.17	2.143	30		23.19	3.253	37
FRI	24	10.30	1.889	29	01	14.23	2.878	39
		14.04	2.280	26		15.04	3.762	45
		15.04	3.212	32		15.59	4.714	33
		15.58	3.861	27		18.50	2.910	15
		21.01	3.172	14		21.01	3.808	17
		23.46	1.882	25		23.45	1.855	25
SAT 02		16.31	2.441	17	SUN 03	15.07	4.695	37
		19.56	2.679	11		21.01	6.924	31
		21.53	2.594	14				