

THE MONTH'S TOP FIFTY PROGRAMMES.

BARB

BROADCASTERS'
AUDIENCE
RESEARCH
BOARD LTD

THIS MONTH'S VIEWING SUMMARY

4 WEEKS ENDING
31 May 1992

Produced for BARB

HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING

Including Timeshift

Channel	Average Weekly Viewing per person		Share of Total Viewing	
	May (Hrs : Mins)	April (Hrs : Mins)	May (%)	April (%)
ALL/ANY TV	23:18	27:24	100.0	100.0
BBC 1 (incl. Brkfst Time)	7:53	9:22	33.8	34.1
BBC 2	2:35	3:22	11.1	12.2
TOTAL BBC	10:28	12:43	44.9	46.4
ITV (incl. T.V. am)	9:25	10:47	40.4	39.3
CHANNEL 4/S4C	2:20	2:40	10.0	9.7
TOTAL/ANY ITV	11:44	13:27	50.4	49.0
Other Viewing	1:06	1:14	4.7	4.4

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	
	May (%)	Apr (%)	May (%)	Apr (%)	May (%)	Apr (%)	May (%)	Apr (%)	May (%)	Apr (%)
London	38.3	38.3	9.6	9.5	33.9	33.9	11.5	12.1	6.3	5.9
Midlands E&W	41.4	39.7	9.3	8.9	32.5	33.9	10.8	12.1	5.7	5.3
North West	42.2	40.6	9.3	9.3	33.6	34.2	10.2	11.5	4.4	4.2
Yorkshire	40.5	39.5	11.2	10.4	33.8	34.4	10.5	11.7	3.7	3.9
C. Scotland	39.7	39.1	12.7	12.8	33.4	32.4	11.4	12.8	2.6	2.6
Wales & West	38.9	37.6	8.3	8.0	35.4	35.7	11.5	12.5	5.8	5.9
South & S. East	40.5	39.6	9.1	9.0	34.2	34.3	11.1	12.4	4.9	4.4
North East	38.5	38.2	11.9	10.7	34.5	34.5	10.9	12.2	3.9	4.0
East of England	38.0	37.3	9.2	9.0	34.6	34.9	11.8	13.3	6.2	5.3
South West	38.8	36.9	9.4	9.1	36.4	37.6	11.2	12.2	3.8	3.9
Ulster	44.4	42.9	9.7	10.0	29.3	30.0	8.7	10.0	7.6	6.7
Border	45.9	43.6	10.0	10.2	30.7	30.8	9.4	11.6	3.8	3.6
N. Scotland	42.0	41.5	10.0	10.6	30.4	30.2	10.6	12.3	6.8	5.2
Network	40.3	39.3	9.9	9.7	33.8	34.1	11.0	12.2	4.7	4.4

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 CORONATION STREET	Fri 08 May/Sun 10 May	19.22
2 CORONATION STREET	Wed 06 May/Sun 10 May	19.02
3 CORONATION STREET	Fri 29 May/Sun 31 May	18.64
4 EASTENDERS	Thu 07 May/Sun 10 May	18.14
5 CORONATION STREET	Mon 11 May	17.87
6 CORONATION STREET	Wed 27 May/Sun 31 May	17.40
7 NEIGHBOURS (1330/1737)	Tue 12 May	17.23
8 EASTENDERS	Tue 05 May/Sun 10 May	16.91
9 CORONATION STREET	Fri 15 May/Sun 17 May	16.72
10 CORONATION STREET	Wed 13 May/Sun 17 May	16.70
11 NEIGHBOURS (1331/1736)	Fri 08 May	16.43
12 NEIGHBOURS (1329/1738)	Mon 11 May	16.41
13 CORONATION STREET	Mon 18 May	16.15
14 EASTENDERS	Thu 28 May/Sun 31 May	16.09
15 NEIGHBOURS (1331/1737)	Wed 06 May	16.02
16 NEIGHBOURS (1330/1737)	Tue 05 May	15.99
17 CORONATION STREET	Fri 22 May/Sun 24 May	15.94
18 NEIGHBOURS (1330/1737)	Thu 07 May	15.65
19 CORONATION STREET	Mon 04 May	14.95
20 NEIGHBOURS (1317/1744)	Mon 04 May	14.93
21 CORONATION STREET	Wed 20 May/Sun 24 May	14.83
22 EASTENDERS	Tue 12 May/Sun 17 May	14.80
23 NEIGHBOURS (1331/1736)	Fri 29 May	14.56
24 NEIGHBOURS (1331/1737)	Wed 13 May	14.50
25 HOME AND AWAY (1324/1712)	Tue 12 May	14.48
26 NEIGHBOURS (1332/1737)	Thu 14 May	14.46
27 EASTENDERS	Tue 26 May/Sun 31 May	14.40
28 EASTENDERS	Thu 14 May/Sun 17 May	14.39
29 EASTENDERS	Thu 21 May/Sun 24 May	14.37
30 NEIGHBOURS (1330/1737)	Fri 15 May	14.29
31 ROMANCING THE STONE	Wed 13 May	14.12
31= NEIGHBOURS (1330/1738)	Tue 19 May	14.12
33 NEIGHBOURS (1331/1737)	Thu 28 May	14.09
34 NEIGHBOURS (1330/1738)	Mon 18 May	13.97
35 EASTENDERS	Tue 19 May/Sun 24 May	13.91
36 HOME AND AWAY (1324/1711)	Mon 11 May	13.74
37 NEIGHBOURS (1330/1737)	Thu 21 May	13.55
38 NEIGHBOURS (1330/1737)	Wed 20 May	13.51
39 HOME AND AWAY (1324/1712)	Fri 08 May	13.41
40 HOME AND AWAY (1324/1712)	Tue 05 May	13.31
41 HEARTBEAT	Fri 29 May	13.30
42 NEIGHBOURS (1331/1736)	Tue 26 May	13.28
43 NEIGHBOURS (1329/1737)	Fri 22 May	13.27
44 HOME AND AWAY (1324/1712)	Fri 29 May	13.25
45 NEIGHBOURS (1330/1737)	Wed 27 May	13.15
46 CORONATION STREET	Mon 25 May	13.11
47 HEARTBEAT	Fri 08 May	13.07
48 HOME AND AWAY (1324/1712)	Thu 14 May	13.05
49 HOME AND AWAY (1324/1712)	Thu 07 May	13.04
50 HOME AND AWAY (1324/1712)	Wed 13 May	13.03

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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	
	May (Hrs : Mins)	April (Hrs : Mins)	May (%)	April (%)
ALL/ANY TV	23:58	28:45	100.0	100.0
BBC 1 (incl. Brkfst Time)	5:53	7:08	24.5	24.8
BBC 2	1:56	2:25	8.0	8.4
TOTAL/ANY BBC	7:48	9:33	32.5	33.2
ITV (incl. T.V. am)	7:11	8:33	29.9	29.7
CHANNEL 4/S4C	1:37	1:49	6.7	6.2
TOTAL/ANY ITV	8:47	10:21	36.6	36.0
Total Terrestrial	16:36	19:54	69.2	69.2
Sky 1	1:54	2:02	7.9	7.0
Sky News	0:27	0:33	1.8	1.9
Sky Sports	0:44	0:55	3.0	3.1
The Movie Channel	0:50	1:01	3.4	3.5
Sky Movies	1:21	1:58	5.6	6.8
The Comedy Channel	0:06	0:07	0.4	0.3
Total B Sky B	5:21	6:36	22.2	22.9
Children's Channel	0:20	0:30	1.3	1.7
MTV	0:25	0:27	1.7	1.5
Lifestyle	0:16	0:16	1.1	0.9
Screensport	0:12	0:13	0.8	0.7
Total Astra	6:34	8:01	27.3	27.8
Others	0:49	0:50	3.3	2.8

TALKBACK - WITH PETER FIDDICK

The appeal of the soap-opera to British television audiences is rammed home to recipients of the Monthly Summary with every edition. The Top Fifty Chart on the back page of this one is characteristic. Of the 50, Romancing The Stone is a feature film, and there are two episodes of the new ITV weekly drama series, Heartbeat. All the rest are episodes of the main soaps: 12 of Coronation Street; 8 Eastenders; 19 Neighbours; 8 Home And Away, and there are plenty more to follow. The month's remaining episode of Neighbours drew 12.31 million viewers, and most of the dozen episodes of Home And Away squeezed out of this chart nevertheless weighed in at more than 11 million.

So the evidence is there, month after month. But with the news that the BBC is to launch its new "sun, sex and sangria" serial, Eldorado, in July, this is perhaps a good moment to look at the role of a genre that in the past decade has grown and grown. A whole generation of viewers already exists who will take it for granted that the long-running serials are a staple diet of television schedules, just as ratings-readers take it as read that the monthly Top Fifty will be mainly devoted to a litany of their titles.

It is worth remembering that their return to fashion is very recent. Coronation Street has been there almost for ever, of course, and the demise of Crossroads is still mourned by some. But the decision of the heirs to Lew Grade's ATV empire, when Central's franchise was established in the early 80s, to burn down the motel, far from dealing the genre a blow seems almost to have marked a new lease of life for it. BBC1, recasting its strategy, lit upon Eastenders. Then the demands of daytime programming brought the cheap and cheerful Neighbours and it didn't take long to find how to schedule it, twice-daily, to maximum effect. ITV followed suit with Home And Away, while becoming less grudging about YTV's Emmerdale in order to get another regular saga into the network schedule. With C4 going for Brookside from the very inception of the channel, the resurgence of the soap is to be seen as a key 80s phenomenon that has not run out of steam yet.

There are quibbles about definition. Do we count The Bill? It has regular characters but self-contained stories - more of a series by traditional criteria - but its re-creation from weekly to twice-weekly certainly was based on the same scheduling motives as the soaps', and it has certainly done the job. In exactly the same way, there would doubtless be millions of happy people and a boost to BBC1's share if its controller could perform the same multiplication act for the once-weekly (and highly popular) Casualty. (A post-watershed soap of some sort, anyway, must surely be not too far off, on some channel.)

Meanwhile, the impact of the existing programmes emphasised by BARB's consolidated viewing figures, does not lessen. To illustrate it, I offer this month some rather different statistics. Take Coronation Street, the market leader, which in this month takes seven of the Top 10 programmes despite suffering the indignity of having one episode pushed down to No.46. Totting up all these millions, we find that the Street alone in May, was seen by the equivalent of 200.55 million people. Counting the length of each soap episode as a standard 25 minutes, that works out as 83.56 million person-hours. Brought down to more manageable figures, that contributes the equivalent of some 1 hour 45 minutes a month to ITV's total viewing, or 26 minutes a week of ITV's 9 hour-plus weekly total for May.

These global figures, taking the four main soaps, together, achieve mind-boggling proportions:

	(millions)	(m.hrs)
Coronation Street	200.55	83.56
Eastenders	123.01	51.25
Neighbours	291.72	121.55
Home And Away	238.86	99.41
TOTALS	853.86	355.77

And 355.77 million hours' viewing, in this merry month of May, is equivalent of 14.92 million person-days. Or one person watching for 40,613 years. And Eldorado still to come.