

## THE MONTH'S TOP FIFTY PROGRAMMES.

| Programme Title              | Day & Date              | Viewing<br>Including<br>Timeshift<br>(millions) |
|------------------------------|-------------------------|-------------------------------------------------|
| 1 CORONATION STREET          | Fri 05 June/Sun 07 June | 19.28                                           |
| 2 CORONATION STREET          | Mon 01 June             | 17.66                                           |
| 3 CORONATION STREET          | Mon 08 June             | 17.43                                           |
| 4 CORONATION STREET          | Fri 19 June/Sun 21 June | 17.01                                           |
| 5 EASTENDERS                 | Thu 04 June/Sun 07 June | 16.99                                           |
| 6 CORONATION STREET          | Wed 03 June/Sun 07 June | 16.54                                           |
| 7 EASTENDERS                 | Thu 25 June/Sun 28 June | 16.31                                           |
| 8 CORONATION STREET          | Wed 24 June/Sun 28 June | 16.12                                           |
| 9 NEIGHBOURS (1331/1737)     | Mon 01 June             | 15.71                                           |
| 10 EASTENDERS                | Tue 23 June/Sun 28 June | 15.51                                           |
| 11 NEIGHBOURS (1330/1737)    | Fri 05 June             | 15.45                                           |
| 12 NEIGHBOURS (1329/1738)    | Mon 08 June             | 15.44                                           |
| 13 EASTENDERS                | Tue 16 June/Sun 21 June | 14.99                                           |
| 14 NEIGHBOURS (1330/1738)    | Fri 19 June             | 14.85                                           |
| 15 CORONATION STREET         | Mon 22 June             | 14.84                                           |
| 16 EASTENDERS                | Tue 02 June/Sun 07 June | 14.82                                           |
| 17 NEIGHBOURS (1330/1737)    | Thu 04 June             | 14.80                                           |
| 18 NEIGHBOURS (1330/1737)    | Tue 09 June             | 14.78                                           |
| 19 NEIGHBOURS (1330/1738)    | Tue 16 June             | 14.66                                           |
| 19= NEIGHBOURS (1330/1737)   | Tue 02 June             | 14.66                                           |
| 21 NEIGHBOURS (1330/1737)    | Mon 22 June             | 14.58                                           |
| 22 NEIGHBOURS (1330/1738)    | Wed 10 June             | 14.57                                           |
| 23 EASTENDERS                | Tue 09 June/Sun 14 June | 14.56                                           |
| 24 NEIGHBOURS (1330/1737)    | Tue 23 June             | 14.42                                           |
| 25 NEIGHBOURS (1329/1737)    | Thu 18 June             | 14.41                                           |
| 26 CORONATION STREET         | Fri 12 June/Sun 14 June | 14.30                                           |
| 27 NEIGHBOURS (1330/1738)    | Wed 17 June             | 14.19                                           |
| 28 EASTENDERS                | Thu 18 June/Sun 21 June | 14.10                                           |
| 29 NEIGHBOURS (1331/1737)    | Wed 24 June             | 14.02                                           |
| 30 CORONATION STREET         | Wed 10 June/Sun 14 June | 13.99                                           |
| 31 HOME AND AWAY (1324/1712) | Fri 05 June             | 13.83                                           |
| 32 HOME AND AWAY (1324/1711) | Mon 01 June             | 13.80                                           |
| 33 NEIGHBOURS (1330/1737)    | Wed 03 June             | 13.69                                           |
| 34 HOME AND AWAY (1324/1711) | Thu 04 June             | 13.68                                           |
| 35 EASTENDERS                | Thu 11 June/Sun 14 June | 13.66                                           |
| 36 NEIGHBOURS (1329/1737)    | Thu 11 June             | 13.54                                           |
| 37 HOME AND AWAY (1324/1712) | Mon 08 June             | 13.52                                           |
| 38 HOME AND AWAY (1324/1712) | Tue 02 June             | 13.37                                           |
| 39 CORONATION STREET         | Mon 15 June             | 13.24                                           |
| 40 HOME AND AWAY (1324/1712) | Tue 16 June             | 13.12                                           |
| 41 NEIGHBOURS (1330/1738)    | Fri 26 June             | 13.08                                           |
| 42 NEIGHBOURS (1330/1737)    | Thu 25 June             | 12.99                                           |
| 43 CORONATION STREET         | Wed 17 June/Sun 21 June | 12.85                                           |
| 44 HOME AND AWAY (1324/1711) | Wed 17 June             | 12.77                                           |
| 45 HOME AND AWAY (1324/1711) | Tue 23 June             | 12.72                                           |
| 46 NEIGHBOURS (1330/1907)    | Mon 15 June             | 12.67                                           |
| 47 HOME AND AWAY (1324/1712) | Tue 09 June             | 12.57                                           |
| 48 THE BILL                  | Thu 04 June             | 12.53                                           |
| 49 CORONATION STREET         | Fri 26 June/Sun 28 June | 12.47                                           |
| 50 HOME AND AWAY (1324/1711) | Wed 24 June             | 12.43                                           |

# BARB

BROADCASTERS'  
AUDIENCE  
RESEARCH  
BOARD LTD

4 WEEKS ENDING  
28 June 1992

# THIS MONTH'S VIEWING SUMMARY

Produced for BARB

## HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING Including Timeshift

| Channel                    | Average Weekly<br>Viewing per person |                     | Share of<br>Total Viewing |            |
|----------------------------|--------------------------------------|---------------------|---------------------------|------------|
|                            | June<br>(Hrs : Mins)                 | May<br>(Hrs : Mins) | June<br>(%)               | May<br>(%) |
| ALL/ANY TV                 | 22:33                                | 23:18               | 100.0                     | 100.0      |
| BBC 1 (incl. Brkfast News) | 7:31                                 | 7:53                | 33.3                      | 33.8       |
| BBC 2                      | 2:24                                 | 2:35                | 10.6                      | 11.1       |
| TOTAL BBC                  | 9:55                                 | 10:28               | 44.0                      | 44.9       |
| ITV (incl. T.V. am)        | 9:21                                 | 9:25                | 41.5                      | 40.4       |
| CHANNEL 4/S4C              | 2:12                                 | 2:20                | 9.8                       | 10.0       |
| TOTAL/ANY COMM.TV          | 11:34                                | 11:44               | 51.3                      | 50.4       |
| Other Viewing              | 1:05                                 | 1:06                | 4.8                       | 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** - All individuals aged 4+ in UK private households containing a TV set in working order.

**Other Viewing** - Viewing to broadcast channels other than ITV, CH4/S4C, BBC1, BBC2.

## SHARE OF VIEWING BY ITV REGION

|                 | ITV        |            | CHANNEL 4/S4C |            | BBC 1      |            | BBC 2      |            | OTHER VIEWING |            |
|-----------------|------------|------------|---------------|------------|------------|------------|------------|------------|---------------|------------|
|                 | Jun<br>(%) | May<br>(%) | Jun<br>(%)    | May<br>(%) | Jun<br>(%) | May<br>(%) | Jun<br>(%) | May<br>(%) | Jun<br>(%)    | May<br>(%) |
| London          | 40.5       | 38.3       | 9.2           | 9.6        | 32.6       | 33.9       | 11.2       | 11.5       | 6.2           | 6.3        |
| Midlands E&W    | 41.5       | 41.4       | 9.4           | 9.3        | 32.4       | 32.5       | 10.5       | 10.8       | 5.9           | 5.7        |
| North West      | 44.0       | 42.2       | 9.3           | 9.3        | 33.0       | 33.6       | 9.5        | 10.2       | 4.0           | 4.4        |
| Yorkshire       | 41.8       | 40.5       | 10.7          | 11.2       | 33.9       | 33.8       | 9.7        | 10.5       | 3.7           | 3.7        |
| C. Scotland     | 42.4       | 39.7       | 12.6          | 12.7       | 32.3       | 33.4       | 10.2       | 11.4       | 2.3           | 2.6        |
| Wales & West    | 38.9       | 38.9       | 8.2           | 8.3        | 34.9       | 35.4       | 11.1       | 11.5       | 6.6           | 5.8        |
| South & S.East  | 39.7       | 40.5       | 9.2           | 9.1        | 34.6       | 34.2       | 11.8       | 11.1       | 4.6           | 4.9        |
| North East      | 40.5       | 38.5       | 11.4          | 11.9       | 34.0       | 34.5       | 9.8        | 10.9       | 4.1           | 3.9        |
| East of England | 38.8       | 38.0       | 9.3           | 9.2        | 34.1       | 34.6       | 11.7       | 11.8       | 5.9           | 6.2        |
| South West      | 38.7       | 38.8       | 9.1           | 9.4        | 37.1       | 36.4       | 10.6       | 11.2       | 4.3           | 3.8        |
| Ulster          | 44.0       | 44.4       | 10.3          | 9.7        | 29.3       | 29.3       | 7.9        | 8.7        | 8.2           | 7.6        |
| Border          | 45.8       | 45.9       | 9.6           | 10.0       | 29.7       | 30.7       | 8.7        | 9.4        | 5.9           | 3.8        |
| N. Scotland     | 44.4       | 42.0       | 9.6           | 10.0       | 29.0       | 30.4       | 9.2        | 10.6       | 7.5           | 6.8        |
| Network         | 41.4       | 40.3       | 9.7           | 9.9        | 33.3       | 33.8       | 10.6       | 11.0       | 4.7           | 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.

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CHANNEL 4 S4C  
ITV  
BBC 1 BBC 2

# **HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING - SATELLITE/CABLE** (In satellite and cable homes only) including timeshift.

| Channel                   | Average Weekly Viewing per person |                  | Share of Total Viewing |             |
|---------------------------|-----------------------------------|------------------|------------------------|-------------|
|                           | June (Hrs : Mins)                 | May (Hrs : Mins) | June (%)               | May (%)     |
| ALL/ANY TV                | 23:39                             | 24:07            | 100.0                  | 100.0       |
| BBC 1 (incl. Brkfst News) | 5:49                              | 5:55             | 24.5                   | 24.5        |
| BBC 2                     | 1:42                              | 1:57             | 7.1                    | 8.1         |
| TOTAL/ANY BBC             | 7:31                              | 7:52             | 31.7                   | 32.5        |
| ITV (incl. T.V. am)       | 7:16                              | 7:13             | 30.7                   | 29.8        |
| CHANNEL 4/S4C             | 1:30                              | 1:36             | 6.3                    | 6.6         |
| TOTAL/ANY COMM. TV        | 8:46                              | 8:49             | 37.0                   | 36.5        |
| <b>Total Terrestrial</b>  | <b>16:16</b>                      | <b>16:41</b>     | <b>68.8</b>            | <b>69.1</b> |
| Sky 1                     | 1:53                              | 1:59             | 7.9                    | 8.1         |
| Sky News                  | 0:25                              | 0:29             | 1.7                    | 1.9         |
| Sky Sports                | 0:40                              | 0:43             | 2.8                    | 2.9         |
| The Movie Channel         | 0:51                              | 0:49             | 3.5                    | 3.3         |
| Sky Movies                | 1:19                              | 1:21             | 5.5                    | 5.5         |
| The Comedy Channel        | 0:06                              | 0:06             | 0.3                    | 0.4         |
| Total B Sky B             | 5:12                              | 5:25             | 21.9                   | 22.4        |
| Children's Channel        | 0:23                              | 0:22             | 1.5                    | 1.5         |
| MTV                       | 0:25                              | 0:25             | 1.7                    | 1.7         |
| Lifestyle                 | 0:15                              | 0:16             | 1.0                    | 1.0         |
| Screensport               | 0:20                              | 0:12             | 1.3                    | 0.8         |
| Total Astra               | 6:33                              | 6:39             | 27.7                   | 27.5        |
| Others                    | 0:50                              | 0:48             | 3.4                    | 3.2         |

## **DEFINITIONS**

- Satellite/Cable Viewing:** Viewing in homes able to receive broadcasts from at least one channel other than ITV, BBC1, BBC2, Ch4, RTE via dish, antenna or cable.
- Share of total viewing:** The percentage of viewing time accounted for by each channel within satellite and cable homes.
- Others:** Viewing to broadcasts from other non-terrestrial channels.

## **UNIVERSE**

The Total U.K. TV Universe is at present 22.06 million households or 53.23 million individuals aged 4+.

The Satellite and Cable Universe for the month of June is 2.57 million households or 7.69 million individuals aged 4+. The figures for the month of May were 2.55 million households or 7.65 million individuals aged 4+.

## **TALKBACK - WITH PETER FIDDICK**

The steady spread of satellite receivers over the past six months has put the behaviour of the satellite audience increasingly under scrutiny. This now becomes all the more important as changes in satellite programming appear to be imminent. The BSkyB soccer deals, especially the Premier League contract giving Sky Sports two live matches every weekend, seem bound to be a strong attraction for a significant new satellite generation, while the plan for UK Gold, a new entertainment channel, programmed jointly by Thames Television and the BBC, could provide not just an added incentive to buy an Astra dish but - a wholly new development - competition within the universe of Astra homes itself.

Fortunately, in the light of all this potential activity, after several months of running the BARB satellite homes panel there seems to be increasing confidence in the figures they are producing. (Even estimating the number of homes with dishes or, less publicised, cable, month by month, is no simple task, let alone their geographical spread and demographic composition). This edition of the Monthly Summary therefore gets a new feature, which you will find at the bottom of the facing page, below the regular report on the way the satellite panel has divided its time between the 15-plus channels potentially available to its members. This Universe chart will provide a simple monitor, expressed in both households and people, of the estimated growth of satellite and cable from one month to the next, set against both the previous month's figures and the totals for the entire UK TV-viewing population.

These figures can be read alongside the regular tables. This month, for instance, the UK-wide view, as seen in the table on the front page, shows that "Other" viewing - to something other than the four terrestrial networks - has risen to 4.8 per cent from 4.7 per cent in May. This in fact makes it by a whisker the highest yet achieved. But the trend is not showing growth in line with the spread of dishes: the lowest in this sequence is 3.9 per cent, but 4.5 per cent was registered back in October, since when dish sales have risen by a vastly bigger percentage.

This "Other" category, however, does also contain a small element of terrestrial viewing, to RTE. We therefore need also to keep an eye on the bottom line of the table on the facing page, showing satellite and cable homes only. Well, the second-from-bottom line, actually: the one that shows the share of viewing, in those households, devoted to the Astra channels, which seem likely to be the main standard bearers for the new media until broadband cable makes significant new progress.

In June, the Astra group took a 27.7 per cent of all viewing in homes where they could be received. This was also slightly up on May. But in fact it is also amongst the lowest since the monthly series started in November. The sequence from then runs: 32.0, 28.5, 26.6, 28.1, 30.2, 27.8, 27.3, 27.7.

The lowest month in that list, January (26.6), looks out of line with the rest, and can probably be explained by the blitz of the New Year holiday programming followed by the terrestrial channels' new schedules: ITV was running Darling Buds of May, Morse, Poirot and more, while BBC1 weighed in with Lovejoy, the Antiques Roadshow, Noels's House Party - all of which help boost the shares in their time-slots.

So while a slight downward trend has not been continued in June, overall it seems fair to conclude we are yet to see an upward drive in satellite viewing, whether in relation to the spread of the dishes or to increasing appeal of the programming.