

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 CORONATION STREET	Wed 08 July/Sun 12 July	18.73
2 CORONATION STREET	Mon 13 July	18.34
3 CORONATION STREET	Mon 20 July	18.14
4 CORONATION STREET	Wed 01 July/Sun 05 July	17.90
5 CORONATION STREET	Fri 10 July/Sun 12 July	17.59
6 CORONATION STREET	Wed 22 July/Sun 26 July	17.10
7 CORONATION STREET	Wed 15 July/Sat 18 July	16.93
8 CORONATION STREET	Fri 03 July/Sun 05 July	16.92
9 CORONATION STREET	Fri 24 July/Sun 26 July	16.54
10 CORONATION STREET	Mon 27 July	16.42
11 EASTENDERS	Thu 23 July/Sun 26 July	16.25
11= NEIGHBOURS (1330/1737)	Mon 13 July	16.25
13 CORONATION STREET	Fri 17 July/Sat 18 July	16.08
14 CORONATION STREET	Wed 29 July/Sun 02 August	16.04
15 EASTENDERS	Thu 02 July/Sun 05 July	15.90
16 EASTENDERS	Tue 30 June/Sun 05 July	15.70
17 EASTENDERS	Thu 09 July/Sun 12 July	15.57
18 CORONATION STREET	Fri 31 July/Sun 02 August	15.51
19 CORONATION STREET	Mon 29 June	15.41
20 CORONATION STREET	Mon 06 July	15.40
21 NEIGHBOURS (1329/1736)	Fri 03 July	15.31
22 NEIGHBOURS (1330/1737)	Thu 09 July	15.23
23 NEIGHBOURS (1330/1737)	Thu 23 July	15.20
24 EASTENDERS	Thu 16 July/Sun 19 July	15.13
25 NEIGHBOURS (1332/1737)	Tue 14 July	15.05
25= NEIGHBOURS (1330/1737)	Wed 15 July	15.05
27 NEIGHBOURS (1330/1737)	Tue 07 July	15.02
28 NEIGHBOURS (1330/1737)	Mon 20 July	15.00
29 NEIGHBOURS (1331/1738)	Wed 08 July	14.98
30 NEIGHBOURS (1329/1737)	Tue 30 June	14.81
31 EASTENDERS	Tue 21 July/Sun 26 July	14.58
32 EASTENDERS	Thu 30 July/Sun 02 August	14.55
33 NEIGHBOURS (1332/1737)	Wed 22 July	14.54
34 NEIGHBOURS (1331/1736)	Tue 21 July	14.51
35 NEIGHBOURS (1330/1737)	Fri 10 July	14.44
36 EASTENDERS	Tue 07 July/Sun 12 July	14.27
37 NEIGHBOURS (1332/1737)	Thu 16 July	14.26
38 NEIGHBOURS (1331/1736)	Fri 17 July	14.09
39 NEIGHBOURS (1329/1736)	Mon 27 July	14.08
40 NEIGHBOURS (1331/1737)	Fri 24 July	14.05
41 NEIGHBOURS (1331/1738)	Mon 06 July	14.02
42 NEIGHBOURS (1330/1737)	Wed 01 July	13.97
43 EASTENDERS	Tue 14 July/Sun 19 July	13.89
44 NEIGHBOURS (1329/1737)	Tue 28 July	13.81
45 NEIGHBOURS (1329/1737)	Thu 02 July	13.74
46 NEIGHBOURS (1330/1736)	Wed 29 July	13.72
47 HOME AND AWAY (1318/1712)	Mon 13 July	13.63
48 NEIGHBOURS (1329/1736)	Thu 30 July	13.41
49 HOME AND AWAY (1324/1712)	Fri 03 July	13.39
50 EASTENDERS	Tue 28 July/Sun 02 August	13.37



5 WEEKS ENDING
02 August 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	
	July (Hrs : Mins)	June (Hrs : Mins)	July (%)	June (%)
ALL/ANY TV	24 : 43	22 : 33	100.0	100.0
BBC 1 (incl. Brkfast News)	8 : 25	7 : 31	34.0	33.3
BBC 2	3 : 19	2 : 24	13.4	10.6
TOTAL BBC	11 : 44	9 : 55	47.5	44.0
ITV (incl. T.V. am)	9 : 28	9 : 21	38.3	41.5
CHANNEL 4/S4C	2 : 20	2 : 12	9.4	9.8
TOTAL/ANY COMM.TV	11 : 48	11 : 34	47.7	51.3
Other Viewing	1 : 11	1 : 05	4.8	4.8

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	
	Ju1 (%)	Jun (%)	Ju1 (%)	Jun (%)	Ju1 (%)	Jun (%)	Ju1 (%)	Jun (%)	Ju1 (%)	Jun (%)
London	37.5	40.5	9.0	9.2	33.4	32.6	13.7	11.2	6.4	6.2
Midlands E&W	39.0	41.5	8.9	9.4	32.9	32.4	13.4	10.5	5.8	5.9
North West	40.4	44.0	9.3	9.3	33.4	33.0	12.8	9.5	4.1	4.0
Yorkshire	38.8	41.8	10.3	10.7	34.2	33.9	12.5	9.7	4.3	3.7
C. Scotland	38.6	42.4	12.3	12.6	33.6	32.3	12.5	10.2	3.2	2.3
Wales & West	35.7	38.9	7.5	8.2	36.5	34.9	14.1	11.1	6.4	6.6
South & S.East	38.1	39.7	8.7	9.2	34.5	34.6	14.2	11.8	4.6	4.6
North East	36.5	40.5	11.0	11.4	36.2	34.0	12.8	9.8	3.5	4.1
East of England	35.7	38.8	8.7	9.3	34.5	34.1	15.1	11.7	6.1	5.9
South West	34.9	38.7	8.9	9.1	38.1	37.1	13.9	10.6	4.5	4.3
Ulster	43.2	44.0	10.4	10.3	30.7	29.3	9.8	7.9	6.1	8.2
Border	40.2	45.8	9.8	9.6	31.4	29.7	12.0	8.7	6.8	5.9
N. Scotland	39.0	44.4	9.7	9.6	30.6	29.0	13.1	9.2	7.6	7.5
Network	38.3	41.4	9.4	9.7	34.0	33.3	13.4	10.6	4.8	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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BBC 1 BBC 2 ITV CHANNEL 4 S4C

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	
	July (Hrs : Mins)	June (Hrs : Mins)	July (%)	June (%)
ALL/ANY TV	26:11	23:39	100.0	100.0
BBC 1 (incl. Brkfast News)	6:47	5:49	25.9	24.5
BBC 2	2:33	1:42	9.8	7.1
TOTAL/ANY BBC	9:21	7:31	35.7	31.7
ITV (incl. T.V. am)	7:37	7:16	29.1	30.7
CHANNEL 4/S4C	1:34	1:30	6.0	6.3
TOTAL/ANY COMM. TV	9:11	8:46	35.1	37.0
Total Terrestrial	18:31	16:16	70.8	68.8
Sky 1	1:52	1:53	7.1	7.9
Sky News	0:27	0:25	1.7	1.7
Sky Sports	0:33	0:40	2.1	2.8
The Movie Channel	0:50	0:51	3.2	3.5
Sky Movies	1:36	1:19	6.1	5.5
The Comedy Channel	0:05	0:06	0.3	0.3
Total B Sky B	5:23	5:12	20.6	21.9
Children's Channel	0:20	0:23	1.3	1.5
MTV	0:27	0:25	1.7	1.7
Lifestyle	0:17	0:15	1.1	1.0
Screensport	0:16	0:20	1.0	1.3
Total Astra	6:43	6:33	25.7	27.7
Others	0:57	0:50	3.6	3.4

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 22.05 million households or 53.01 million individuals aged 4+.

The Satellite and Cable Universe for the month of July is 2.76 million households or 8.21 million individuals aged 4+. The figures for the month of June were 2.57 million households or 7.69 million individuals aged 4+.

TALKBACK - WITH PETER FIDDICK

TOTAL VIEWING/SHARE 1991-92

	ALL TV	BBC1	BBC2	ITV	C4	OTHER
	(Hrs:Mins)	%	%	%	%	%
AUG	24:04	34.3	11.5	40.9	9.5	3.9
SEPT	24:30	34.6	9.4	42.4	9.7	4.0
OCT	27:03	31.9	10.2	43.3	10.3	4.3
NOV	28:49	33.3	9.7	42.5	9.7	4.5
DEC	30:27	36.0	9.6	41.0	9.1	4.1
JAN	30:00	34.1	9.0	42.8	9.9	3.9
FEB	28:49	34.3	9.4	41.5	10.0	4.5
MAR	27:42	34.5	8.8	40.6	11.1	4.7
APR	27:24	34.1	12.2	39.3	9.7	4.4
MAY	23:18	33.8	11.1	40.4	10.0	4.7
JUNE	22:33	33.3	10.6	41.5	9.8	4.8
JULY	24:43	34.0	13.4	38.3	9.4	4.8

The completion of the audience figures for July, detailed in this summary, bring us to the end of the first year since the new BARB measurement system was put into place at the beginning of August, 1991. It brought with it such refinements as measurement of video playback and detailed reporting of the performance of the satellite channels. It also, inevitably, brought a few problems. Comparisons with early periods were instantly rendered tricky. It was a while before the satellite details became available. And as for this Month's Summary, it was suspended until October, the August and September figures followed, in a temporary format, and no sooner had it returned than data-processing glitches were discovered that meant corrections for the early period had to be issued some time later.

It seems useful, therefore, to use Talkback this month to recap on the main benchmark figures for the whole of the first year - especially for those who, like me, still keep the BARB figures in this paper form as the handiest way of referring back to the headline data of previous months and weeks. The table above therefore brings together the corrected versions of the average total viewing, in hours and minutes, with the percentage of this taken by the four terrestrial channels and satellite (which is what Other predominantly is) each month since August 1991.

It offers a handy guide to trends: run an eye down the first column, for instance, and you see how, as ever, total viewing not so much increases according to the television seasons - with the big networks' main emphasis traditionally put on the Autumn - but rather grows as the winter nights get worse, leading to the big Christmas holiday boost for December but at its most solid in January and February. Thereafter, the rapid exit to the sunshine is held up, at least in good part, by the extra viewing to BBC2 in April (the world snooker tourney).

The impact of sport is responsible for variations in several places. The fluctuations of BBC2 shows this most clearly, but since the rise in one channel's share must mean a drop in someone else's, it is among the factors elsewhere. (See, particularly, ITV's drop in July, with every summer sport and the start of the Olympics up against it - though not enough to stop it being the most popular channel.) In this context, perhaps one of the most interesting trends is the very consistent performance of C4, in a range from 9.1 to 10.0 per cent, with March showing a peak. And satellite viewing, in these past three months, looks to have established a new plateau around 4.8, having wavered confusingly for the rest of the year.