

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title

Day & Date

Viewing
Including
Timeshift
(millions)

1	CORONATION STREET	Wed 26 August/Sun 30 August	18.92
2	CORONATION STREET	Mon 24 August	18.12
3	CORONATION STREET	Fri 28 August/Sun 30 August	17.74
4	CORONATION STREET	Wed 12 August/Sun 16 August	17.54
5	EASTENDERS	Thu 27 August/Sun 30 August	17.41
6	EASTENDERS	Thu 13 August/Sun 16 August	16.94
7	CORONATION STREET	Mon 17 August	16.90
8	EASTENDERS	Tue 04 August/Sun 09 August	16.70
9	EASTENDERS	Thu 20 August/Sun 23 August	16.64
10	CORONATION STREET	Mon 10 August	16.61
10=	CORONATION STREET	Wed 19 August/Sun 23 August	16.61
12	CORONATION STREET	Mon 03 August	16.11
13	NEIGHBOURS (1333/1737)	Wed 26 August	16.09
14	NEIGHBOURS (1329/1738)	Thu 27 August	16.08
15	CORONATION STREET	Fri 14 August/Sun 16 August	16.03
16	CORONATION STREET	Fri 21 August/Sun 23 August	15.98
17	NEIGHBOURS (1330/1738)	Thu 13 August	15.78
17=	CORONATION STREET	Fri 07 August/Sun 09 August	15.78
19	EASTENDERS	Tue 18 August/Sun 23 August	15.76
20	NEIGHBOURS (1329/1737)	Tue 11 August	15.58
21	EASTENDERS	Tue 25 August/Sun 30 August	15.48
22	CORONATION STREET	Wed 05 August/Sun 09 August	15.43
23	NEIGHBOURS (1330/1737)	Wed 12 August	15.42
24	EASTENDERS	Tue 11 August/Sun 16 August	15.35
25	NEIGHBOURS (1332/1737)	Mon 17 August	15.23
26	NEIGHBOURS (1329/1737)	Mon 24 August	15.18
27	NEIGHBOURS (1332/1737)	Tue 25 August	14.96
28	NEIGHBOURS (1331/1737)	Fri 28 August	14.82
29	NEIGHBOURS (1330/1737)	Tue 18 August	14.73
30	NEIGHBOURS (1331/1737)	Wed 19 August	14.65
31	NEIGHBOURS (1329/1737)	Fri 21 August	14.34
32	NEIGHBOURS (1329/1737)	Mon 10 August	14.26
33	NEIGHBOURS (1330/1737)	Fri 14 August	14.19
34	HOME AND AWAY (1318/1712)	Mon 17 August	13.91
35	HOME AND AWAY (1318/1712)	Mon 24 August	13.83
36	HOME AND AWAY (1318/1711)	Thu 27 August	13.77
37	NEIGHBOURS (1329/1737)	Thu 20 August	13.74
38	HOME AND AWAY (1318/1711)	Wed 26 August	13.66
39	WOMEN'S 10,000M FINL	Fri 07 August	13.58
40	HOME AND AWAY (1318/1711)	Wed 12 August	13.57
41	HOME AND AWAY (1318/1712)	Tue 25 August	13.24
42	HOME AND AWAY (1318/1712)	Thu 13 August	13.21
43	HOME AND AWAY (1318/1712)	Tue 11 August	13.17
44	HOME AND AWAY (1318/1712)	Mon 10 August	13.14
45	THE BILL	Tue 11 August	12.87
46	HOME AND AWAY (1318/1712)	Tue 18 August	12.85
47	THE BILL	Tue 25 August	12.62
48	HOME AND AWAY (1318/1712)	Fri 28 August	12.54
48=	HOME AND AWAY (1318/1712)	Tue 04 August	12.54
50	THE BILL	Tue 04 August	12.50

BARB

BROADCASTERS'
AUDIENCE
RESEARCH
BOARD LTD

4 WEEKS ENDING
30 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	
	August (Hrs : Mins)	July (Hrs : Mins)	August (%)	July (%)
ALL/ANY TV	24 : 48	24 : 43	100.0	100.0
BBC 1 (incl. Brkfst News)	8 : 18	8 : 25	33.4	34.0
BBC 2	2 : 50	3 : 19	11.4	13.4
TOTAL BBC	11 : 08	11 : 44	44.9	47.5
ITV (incl. T.V. am)	9 : 51	9 : 28	39.7	38.3
CHANNEL 4/S4C	2 : 31	2 : 20	10.1	9.4
TOTAL/ANY COMM.TV	12 : 21	11 : 48	49.8	47.7
Other Viewing	1 : 19	1 : 11	5.3	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	
	Aug (%)	Jul (%)	Aug (%)	Jul (%)	Aug (%)	Jul (%)	Aug (%)	Jul (%)	Aug (%)	Jul (%)
London	39.8	37.5	9.6	9.0	33.2	33.4	11.3	13.7	6.2	6.4
Midlands E&W	39.7	39.0	9.5	8.9	32.7	32.9	11.8	13.4	6.3	5.8
North West	41.1	40.4	10.2	9.3	32.6	33.4	10.6	12.8	5.6	4.1
Yorkshire	39.6	38.8	10.7	10.3	33.8	34.2	11.0	12.5	4.9	4.3
C. Scotland	39.5	38.6	13.2	12.3	33.3	33.6	10.8	12.5	3.3	3.2
Wales & West	38.8	35.7	8.1	7.5	34.4	36.5	11.6	14.1	7.2	6.4
South & S.East	39.0	38.1	9.8	8.7	34.0	34.5	12.3	14.2	4.8	4.6
North East	37.4	36.5	11.8	11.0	34.3	36.2	11.2	12.8	5.2	3.5
East of England	37.5	35.7	9.2	8.7	33.9	34.5	13.1	15.1	6.3	6.1
South West	36.8	34.9	9.8	8.9	37.0	38.1	12.2	13.9	4.3	4.5
Ulster	43.0	43.2	11.1	10.4	30.0	30.7	9.0	9.8	6.9	6.1
Border	41.7	40.2	10.4	9.8	30.7	31.4	10.3	12.0	7.0	6.8
N. Scotland	41.6	39.0	10.7	9.7	29.8	30.6	10.3	13.1	7.6	7.6
Network	39.7	38.3	10.1	9.4	33.4	34.0	11.4	13.4	5.3	4.8

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	
	August (Hrs : Mins)	July (Hrs : Mins)	August (%)	July (%)
ALL/ANY TV	26:19	26:11	100.0	100.0
BBC 1 (incl. Brkfast News)	6:28	6:47	24.6	25.9
BBC 2	2:04	2:33	7.8	9.8
TOTAL/ANY BBC	8:32	9:21	32.4	35.7
ITV (incl. T.V. am)	7:47	7:37	29.6	29.1
CHANNEL 4/S4C	1:40	1:34	6.3	6.0
TOTAL/ANY COMM. TV	9:27	9:11	35.9	35.1
Total Terrestrial	17:59	18:31	68.3	70.8
Sky 1	1:43	1:52	6.5	7.1
Sky News	0:30	0:27	1.9	1.7
Sky Sports	0:52	0:33	3.3	2.1
The Movie Channel	0:54	0:50	3.4	3.2
Sky Movies	1:43	1:36	6.5	6.1
The Comedy Channel	0:05	0:05	0.3	0.3
Total B Sky B	5:45	5:23	21.8	20.6
Children's Channel	0:34	0:20	2.2	1.3
MTV	0:31	0:27	1.9	1.7
Lifestyle	0:20	0:17	1.3	1.1
Screensport	0:17	0:16	1.0	1.0
Total Astra	7:26	6:43	28.2	25.7
Others	0:55	0:57	3.5	3.6

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 53.03 million individuals aged 4+.

The Satellite and Cable Universe for the month of August is 2.77 million households or 8.23 million individuals aged 4+. The figures for the month of July were 2.76 million households or 8.21 million individuals aged 4+.

TALKBACK - with Peter Fiddick

The most detailed regular table in this Monthly Summary, and the most specialist, is the one on the front page showing the channels' share of total viewing, broken down by ITV region. The prime target audience of this is thus instantly defined as the advertising fraternity - whether they are buyers or sellers of commercial airtime - who find in such figures authoritative confirmation of how each commercial company, or C4/S4C, the second commercial channel, is doing in each of the areas which make up the market place. In this world, shifts of one decimal point, month by month, in the relative placing of individual companies, can affect the bargaining position of either buyer or seller. Not that this means there is an automatic battle to be in pole position: by a logic of the market that some find worthy of Wonderland, big ratings and a big share can prove less profitable for an ITV company, since they provide big advertisers with the chance of reaching as many people as they need to target, with fewer commercial spots. There are other complications about it. Some regions have proved historically to be more or less likely to watch one channel or another. Thus Ulster is always liable to be high on the list for ITV share - 43.0 per cent in August, which is 3.3 per cent above the network average and 1.3 points clear of the next region, Border. And in the South West it will come as no surprise to find themselves low in that league but high in the charts for both BBC channels: 37.0 per cent for BBC1, against a national average of 33.4, and 12.2 against 11.4 for BBC2. Which is not to say, of course, that the new ITV licencees in the South West will not aim to prove, just as TVS set out to do on inheriting Southern Television's mantle in 1982, that this is a situation brought about by broadcasting performance rather than the age, wealth, class or cultural composition of the regional population.

So, though the month-to-month minutiae might not show - or indeed mean - any very great difference, the movement across the next year, as the new ITV companies come in and the new network system is built, and with C4 having to take a greater interest because it, not the ITV companies, will be selling its own commercial airtime, could prove interesting.

One curious variation in the chart serves as a footnote to the look at the progress of satellite audiences covered here two months ago. The figures in the Other column for August show an average audience share, nationwide, of 5.3 per cent. This in itself is a substantial step up from July (4.8) and previous months (and has been maintained in the first weeks of September).

It comes as no surprise to find that the regional table shows considerable variations around this average figure. At this stage of satellite's growth, it is quite likely to be taken up first by certain demographic groups and as a result concentrated in certain areas. So we find the regional shares in the Other column ranging from 7.6 per cent down to well under half that, 3.3.

What might seem puzzling about this - explanations invited - is that the low 3.3 is notched up by Central Scotland. Yet Scotland is reckoned one of the places where satellite dishes sprouted earlier than most. And - curiously and curiously - two of the three top-ranking regions are not those with major conurbations but Border (7.0) and N.Scotland (7.6) which sandwich the lowest scorer. What's going on up there?