

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 CORONATION STREET	Wed 02 September/Sun 06 September	19.43
2 EASTENDERS	Thu 03 September/Sun 06 September	19.26
3 CORONATION STREET	Fri 04 September/Sun 06 September	18.85
4 CORONATION STREET	Fri 11 September/Sun 13 September	18.82
5 CORONATION STREET	Fri 25 September/Sun 27 September	18.65
6 CORONATION STREET	Wed 23 September/Sun 27 September	18.60
7 CORONATION STREET	Mon 21 September	18.17
8 EASTENDERS	Tue 01 September/Sun 06 September	17.94
9 CORONATION STREET	Mon 07 September	17.79
10 CORONATION STREET	Wed 09 September/Sun 13 September	17.64
11 EASTENDERS	Thu 24 September/Sun 27 September	17.62
12 CORONATION STREET	Fri 18 September/Sun 20 September	17.61
13 CORONATION STREET	Mon 31 August	17.52
14 CORONATION STREET	Mon 14 September	17.48
15 EASTENDERS	Tue 08 September/Sun 13 September	17.30
16 EASTENDERS	Thu 17 September/Sun 20 September	17.27
17 EASTENDERS	Tue 15 September/Sun 20 September	16.74
18 EASTENDERS	Tue 22 September/Sun 27 September	16.65
18= EASTENDERS	Thu 10 September/Sun 13 September	16.65
20 NEIGHBOURS (1330/1737)	Wed 02 September	16.49
21 NEIGHBOURS (1332/1737)	Mon 21 September	16.25
22 NEIGHBOURS (1330/1737)	Fri 11 September	16.23
23 NEIGHBOURS (1331/1737)	Thu 24 September	16.09
24 NEIGHBOURS (1331/1737)	Mon 07 September	16.06
25 NEIGHBOURS (1330/1738)	Mon 14 September	16.01
26 NEIGHBOURS (1330/1737)	Tue 01 September	15.91
27 NEIGHBOURS (1330/1737)	Tue 22 September	15.89
28 NEIGHBOURS (1329/1737)	Tue 08 September	15.86
29 NEIGHBOURS (1331/1738)	Thu 17 September	15.70
30 NEIGHBOURS (1329/1737)	Thu 03 September	15.68
31 NEIGHBOURS (1331/1737)	Tue 15 September	15.66
32 NEIGHBOURS (1330/1737)	Wed 09 September	15.55
33 CORONATION STREET	Wed 16 September/Sun 20 September	15.50
34 NEIGHBOURS (1330/1737)	Fri 04 September	15.39
35 NEIGHBOURS (1331/1738)	Fri 25 September	15.35
36 NEIGHBOURS (1331/1737)	Wed 23 September	15.20
37 NEIGHBOURS (1330/1737)	Fri 18 September	15.07
38 NEIGHBOURS (1331/1737)	Thu 10 September	15.04
39 STRIKE IT LUCKY	Mon 21 September	14.91
40 NEIGHBOURS (1332/1737)	Wed 16 September	14.65
41 HOME AND AWAY (1318/1712)	Wed 02 September	14.17
42 THE BILL	Tue 01 September	13.97
43 HOME AND AWAY (1318/1712)	Tue 22 September	13.87
44 HOME AND AWAY (1318/1712)	Thu 24 September	13.74
44= HOME AND AWAY (1318/1712)	Mon 07 September	13.74
46 HOME AND AWAY (1318/1711)	Mon 21 September	13.66
47 DIANA-END/FAIRYTALE	Sun 06 September	13.62
48 HOME AND AWAY (1318/1712)	Tue 01 September	13.52
49 HOME AND AWAY (1318/1712)	Tue 15 September	13.48
50 HOME AND AWAY (1318/1712)	Thu 03 September	13.37



4 WEEKS ENDING
27 September 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	
	September (Hrs : Mins)	August (Hrs : Mins)	September (%)	August (%)
ALL/ANY TV	25:05	24:48	100.0	100.0
BBC 1 (incl. Brkfst News)	8:06	8:18	32.3	33.4
BBC 2	2:20	2:50	9.3	11.4
TOTAL BBC	10:25	11:08	41.5	44.9
ITV (incl. T.V. am)	10:44	9:51	42.8	39.7
CHANNEL 4/S4C	2:39	2:31	10.5	10.1
TOTAL/ANY COMM.TV	13:22	12:21	53.3	49.8
Other Viewing	1:17	1:19	5.1	5.3

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	
	Sep (%)	Aug (%)	Sep (%)	Aug (%)	Sep (%)	Aug (%)	Sep (%)	Aug (%)	Sep (%)	Aug (%)
London	41.6	39.8	10.2	9.6	33.0	33.2	9.2	11.3	6.0	6.2
Midlands E&W	43.6	39.7	9.5	9.5	31.2	32.7	9.1	11.8	6.7	6.3
North West	45.0	41.1	10.4	10.2	30.8	32.6	8.7	10.6	5.0	5.6
Yorkshire	42.7	39.6	11.5	10.7	32.4	33.8	8.5	11.0	5.0	4.9
C. Scotland	44.3	39.5	12.6	13.2	30.7	33.3	9.2	10.8	3.1	3.3
Wales & West	41.0	38.8	8.8	8.1	32.8	34.4	9.9	11.6	7.5	7.2
South & S.East	41.3	39.0	10.6	9.8	34.0	34.0	10.0	12.3	4.2	4.8
North East	40.8	37.4	11.9	11.8	33.5	34.3	9.3	11.2	4.4	5.2
East of England	40.2	37.5	10.2	9.2	33.3	33.9	10.4	13.1	6.0	6.3
South West	40.4	36.8	10.2	9.8	35.5	37.0	9.9	12.2	4.0	4.3
Ulster	46.1	43.0	10.5	11.1	29.0	30.0	7.6	9.0	6.8	6.9
Border	46.6	41.7	11.6	10.4	27.6	30.7	9.4	10.3	4.9	7.0
N. Scotland	45.2	41.6	11.0	10.7	27.3	29.8	9.4	10.3	7.1	7.6
Network	42.8	39.7	10.5	10.1	32.3	33.4	9.3	11.4	5.1	5.3

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	
	September (Hrs : Mins)	August (Hrs : Mins)	September (%)	August (%)
ALL/ANY TV	26:27	26:19	100.0	100.0
BBC 1 (incl. Brkfst News)	6:24	6:28	24.2	24.6
BBC 2	1:33	2:04	5.9	7.8
TOTAL/ANY BBC	7:57	8:32	30.1	32.4
ITV (incl. T.V. am)	8:40	7:47	32.8	29.6
CHANNEL 4/S4C	1:41	1:40	6.3	6.3
TOTAL/ANY COMM. TV	10:21	9:27	39.1	35.9
Total Terrestrial	18:18	17:59	69.2	68.3
Sky 1	1:41	1:43	6.3	6.5
Sky News	0:29	0:30	1.8	1.9
Sky Sports	1:04	0:52	4.0	3.3
The Movie Channel	0:49	0:54	3.1	3.4
Sky Movies	1:42	1:43	6.4	6.5
The Comedy Channel	0:04	0:05	0.2	0.3
Total B Sky B	5:48	5:45	21.9	21.8
Children's Channel	0:26	0:34	1.6	2.2
MTV	0:29	0:31	1.8	1.9
Lifestyle	0:18	0:20	1.1	1.3
Screensport	0:17	0:17	1.1	1.0
Total Astra	7:17	7:26	27.5	28.2
Others	0:52	0:55	3.3	3.5

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 53.05 million individuals aged 4+.

The Satellite and Cable Universe for the month of September is 2.80 million households or 8.34 million individuals aged 4+. The figures for the month of August were 2.77 million households or 8.23 million individuals aged 4+.

TALKBACK - WITH PETER FIDDICK

When the BARB system came on stream just over a year ago, in August 1991, one of its effects was to make comparison with any previous figures a rather dubious enterprise. It would have been unsettling enough just to have had one major change, either with a new technology or with a substantial sweeping-out of the households comprising the viewer panel, but to have both these, and more technical changes besides, was recognised as making this effectively a new start. Even now, those professionals who need to attempt the comparative exercise do so with great caution.

But now, as we get into the autumn of the second year, we shall once more be able to use the "headline figures" in BARB's monthly and weekly summaries to chart trends across time. Talkback this month, to celebrate this welcome return of a useful tool, offers a first excursion into year-on-year comparison. There is, however, a slight potential problem with the month of September, so far as the BARB ratings calendar is concerned, in that some years its first week starts with an August Bank Holiday and sometimes not: in this case, the holiday was on August 26 in 1991 and August 31 - therefore starting the first week of September - in 1992. The effect of the extra hours of holiday viewing is enough to bump up the week's average significantly: the figure for viewing per person was 25:37 (hrs:mins) in the week ended Sunday, 6 September this year against 24:29 in the following week, even though you might have expected an upward trend as the holiday season ended. So instead of taking the monthly average, which will also be somewhat caught by the bank holiday effect, the special table this month offers a more precise view of the last two weeks in September. The first of each pair of columns shows the familiar analysis from the weekly summary of average viewing across the week, by channel and sector. The second, by showing the change from the same week last year, expressed in minutes, gives a very clear picture of how audiences can swing, even week on week.

The single most consistent change, in both weeks, is- not surprisingly - the upward swing in "Other" (in effect, satellite TV) viewing. This, despite the fact that overall viewing in the two weeks shows a very different year-on-year comparison, the first 18 minutes down on the 1991 figure, but the second 64 minutes down, even with the satellite contribution.

When it comes to winners and losers, the only other gainer in both weeks is C4. Even ITV is down in both weeks, BBC1 even more so, while BBC2 scrapes a gain in one week but shows the biggest single loss, 49 minutes, in the second. It will be worth maintaining the watch, to see if turbulence continues as last year's figures perhaps settle down.

	W/E 20.9.92	CHANGE FROM	W/E 27.9.92	CHANGE FROM
	(HRS:MINS)	22.9.91 (MINS)	(HRS:MINS)	29.9.91 (MINS)
All/Any TV	24:40	-18	25:33	-64
BBC1	7:44	-39	8:17	-29
BBC2	2:13	+1	2:19	-49
Any BBC	9:57	-38	10:36	-77
ITV	10:46	-20	10:47	-12
C4/S4C	2:43	+24	2:52	+10
Any Comm. TV	13:29	+5	13:39	-1
Other Viewing	1:13	+14	1:18	+15