

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 EASTENDERS	Tue 27 October/Sun 01 November	21.34
2 EASTENDERS	Thu 29 October/Sun 01 November	21.26
3 CORONATION STREET	Wed 28 October/Sun 01 November	20.88
4 EASTENDERS	Thu 22 October/Sun 25 October	20.46
5 CORONATION STREET	Wed 14 October/Sun 18 October	20.10
6 EASTENDERS	Thu 08 October/Sun 11 October	19.91
7 CORONATION STREET	Wed 21 October/Sun 25 October	19.88
8 CORONATION STREET	Fri 23 October/Sun 25 October	19.87
8= CORONATION STREET	Mon 26 October	19.87
10 CORONATION STREET	Fri 09 October/Sun 11 October	19.67
11 CORONATION STREET	Fri 30 October/Sun 01 November	19.63
12 EASTENDERS	Tue 20 October/Sun 25 October	19.61
13 CORONATION STREET	Wed 07 October/Sun 11 October	19.48
14 CORONATION STREET	Fri 16 October/Sun 18 October	19.23
15 CORONATION STREET	Fri 02 October/Sun 04 October	19.20
16 EASTENDERS	Thu 15 October/Sun 18 October	18.89
17 CORONATION STREET	Wed 30 September/Sun 04 October	18.66
18 CORONATION STREET	Mon 12 October	18.56
19 CORONATION STREET	Mon 19 October	18.48
20 CORONATION STREET	Mon 05 October	18.40
21 EASTENDERS	Tue 13 October/Sun 18 October	17.98
22 NEIGHBOURS (1332/1737)	Mon 26 October	17.97
23 EASTENDERS	Tue 06 October/Sun 11 October	17.90
24 CORONATION STREET	Mon 28 September	17.82
25 NEIGHBOURS (1330/1737)	Tue 27 October	17.77
26 EASTENDERS	Tue 29 September/Sun 04 October	17.24
27 NEIGHBOURS (1330/1738)	Mon 05 October	17.03
28 NEIGHBOURS (1331/1737)	Thu 29 October	16.97
29 EASTENDERS	Thu 01 October/Sun 04 October	16.90
30 NEIGHBOURS (1331/1737)	Wed 28 October	16.74
31 NEIGHBOURS (1330/1737)	Fri 30 October	16.67
32 NEIGHBOURS (1330/1737)	Mon 19 October	16.40
33 NEIGHBOURS (1331/1738)	Mon 12 October	16.15
34 NEIGHBOURS (1331/1737)	Wed 14 October	16.13
35 NEIGHBOURS (1331/1737)	Tue 06 October	16.08
36 NEIGHBOURS (1329/1738)	Tue 20 October	16.07
37 NEIGHBOURS (1329/1737)	Fri 02 October	16.02
38 NEIGHBOURS (1331/1737)	Thu 15 October	15.95
39 NEIGHBOURS (1330/1737)	Wed 21 October	15.89
40 NEIGHBOURS (1329/1737)	Wed 07 October	15.88
41 NEIGHBOURS (1331/1737)	Tue 13 October	15.79
42 NEIGHBOURS (1330/1738)	Fri 23 October	15.67
43 NEIGHBOURS (1331/1737)	Wed 30 September	15.62
44 THIS IS YOUR LIFE	Wed 28 October	15.48
45 HOME AND AWAY (1318/1712)	Tue 27 October	15.43
46 NEIGHBOURS (1331/1737)	Fri 16 October	15.42
47 HOME AND AWAY (1318/1712)	Wed 28 October	15.31
48 THE BILL	Tue 27 October	15.23
49 NEIGHBOURS (1332/1737)	Thu 01 October	15.19
49= NEIGHBOURS (1329/1738)	Thu 22 October	15.19



5 WEEKS ENDING
01 November 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	
	October (Hrs : Mins)	September (Hrs : Mins)	October (%)	September (%)
ALL/ANY TV	27:01	25:05	100.0	100.0
BBC 1 (incl. Brkfst News)	8:38	8:06	32.0	32.3
BBC 2	2:43	2:20	10.0	9.3
TOTAL BBC	11:21	10:25	42.0	41.5
ITV (incl. T.V. am)	11:20	10:44	41.9	42.8
CHANNEL 4/S4C	2:55	2:39	10.8	10.5
TOTAL/ANY COMM.TV	14:15	13:22	52.7	53.3
Other Viewing	1:25	1:17	5.2	5.1

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	
	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)
London	39.7	41.6	10.5	10.2	33.0	33.0	10.3	9.2	6.5	6.0
Midlands E&W	42.7	43.6	9.9	9.5	30.7	31.2	9.7	9.1	7.0	6.7
North West	43.7	45.0	10.9	10.4	30.2	30.8	9.8	8.7	5.3	5.0
Yorkshire	42.3	42.7	11.6	11.5	32.2	32.4	9.3	8.5	4.6	5.0
C. Scotland	43.9	44.3	12.9	12.6	29.9	30.7	9.8	9.2	3.5	3.1
Wales & West	41.2	41.0	9.1	8.8	32.3	32.8	10.3	9.9	7.0	7.5
South & S.East	40.4	41.3	10.6	10.6	34.2	34.0	10.7	10.0	4.1	4.2
North East	40.7	40.8	12.6	11.9	32.1	33.5	10.4	9.3	4.2	4.4
East of England	39.5	40.2	10.3	10.2	33.6	33.3	10.9	10.4	5.7	6.0
South West	39.5	40.4	10.1	10.2	35.4	35.5	10.3	9.9	4.7	4.0
Ulster	45.3	46.1	11.1	10.5	27.9	29.0	8.9	7.6	6.8	6.8
Border	43.9	46.6	11.6	11.6	29.3	27.6	9.5	9.4	5.7	4.9
N. Scotland	45.1	45.2	10.9	11.0	27.4	27.3	9.9	9.4	6.7	7.1
Network	41.9	42.8	10.8	10.5	32.0	32.3	10.0	9.3	5.2	5.1

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	
	October (Hrs : Mins)	September (Hrs : Mins)	October (%)	September (%)
ALL/ANY TV	28:41	26:27	100.0	100.0
BBC 1 (incl. Brkfst News)	6:54	6:24	24.0	24.2
BBC 2	1:48	1:33	6.3	5.9
TOTAL/ANY BBC	8:42	7:57	30.3	30.1
ITV (incl. T.V. am)	9:25	8:40	32.8	32.8
CHANNEL 4/S4C	1:55	1:41	6.7	6.3
TOTAL/ANY COMM. TV	11:19	10:21	39.5	39.1
Total Terrestrial	20:01	18:18	69.8	69.2
Sky 1	1:58	1:41	6.8	6.3
Sky News	0:29	0:29	1.7	1.8
Sky Sports	0:49	1:04	2.9	4.0
The Movie Channel	0:56	0:49	3.3	3.1
Sky Movies	1:42	1:42	5.9	6.4
Sky Movies Gold	0:18	0:04	1.0	0.2
Total B Sky B	6:11	5:48	21.6	21.9
Children's Channel	0:27	0:26	1.6	1.6
MTV	0:27	0:29	1.6	1.8
Lifestyle	0:21	0:18	1.2	1.1
Screensport	0:18	0:17	1.0	1.1
Total Astra	7:44	7:17	26.9	27.5
Others	0:56	0:52	3.3	3.3

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 **22.07** million households or **52.98** million individuals aged 4+.

The Satellite and Cable Universe for the month of **October** is **2.89** million households or **8.47** million individuals aged 4+. The figures for the month of **September** were **2.80** million households or **8.34** million individuals aged 4+.

TALKBACK - WITH PETER FIDDICK

The "Reach" figures show how many people watched some part of a programme (or, as in BARB's weekly summaries, a channel), and define a viewer as one who watches for 3 consecutive minutes. It is, conveniently, the length of a commercial break. But this month we see how other definitions give different pictures, using five October programmes across a range of genres and audience-size.

So this month's Talkback offers a taste of what might happen if other definitions were used. We have chosen October's programmes pretty well at random. Although they do reflect a range of genres, channels and audiences sizes. In the first table, the first half shows title, date, and average audience size shown in the traditional ways; as the number of individuals, in millions, then as a Television Rating (TVR), that is as a percentage of the total (television receiving) British population. The second chart consists of three columns showing each programme's Reach (the percentage of people watching for a given time) when different parameters are applied; minima of 5, 15 and 25 minutes respectively.

TABLE 1 **REACH**

	OCT	(M)	TVR	5"	15"	25"
The Bill	13	13.49	25	25.3	22.8	19.5
9 O'Clock News	20	7.49	14	16.1	12.7	9.8
World/Action	26	9.62	18	18.1	15.4	12.0
Coronation St	28	9.32	36	34.2	31.6	28.0
Have I/News	30	4.00	8	8.0	5.5	4.7

The results show not just the expected reduction in reach as progressively longer time requirements are applied, but the way some programmes command a greater loyalty than others. In broad terms, while World in Action's reach drops by one-third from the 5 min to the 25 min column, Have I Got News For You falls off significantly more than that, while Coronation Street slips by not much more than one-sixth.

Further possibilities are opened by the facility for analysing the BARB panel's viewing according to different age groupings. The second table shows how two groups - those aged between 25 - 34, and the 55+ age-group - respond to the same set of programmes.

TABLE 2

	ADULTS 25-34		ADULTS 55+	
	5"	25"	5"	25"
The Bill	23.5	16.8	32.6	28.9
9 O'Clock News	17.6	9.8	20.3	13.8
World in Action	16.0	10.4	27.4	19.7
Coronation Street	34.0	25.6	46.7	43.4
Have I got News	9.9	5.8	7.4	3.9

The point that this breakdown makes most apparent is just how much more television the older group watches. In five out of six cases, their presence, both at 5 and 25 minutes, is well above the average shown in Table 1. Note also, for Coronation Street, not just the hefty increase over Table 1 but the extent to which this group stay tuned, with 43.4 percent watching for 25 minutes or more.

As for the younger group, only at two points do they outscore the Table 1 national average. More watch at least 5 minutes (though not 25) of the BBC1 9 O'Clock News. And, on both criteria, more watch BBC's topical gag-show. Have I got News For You - the only place where the 55+ generations find other things to do.