

## THE MONTH'S TOP FIFTY PROGRAMMES.

| Programme Title            | Day & Date                       | Viewing Including Timeshift (millions) |
|----------------------------|----------------------------------|----------------------------------------|
| 1 EASTENDERS               | Fri 25 December /Sun 27 December | 21.47                                  |
| 2 EASTENDERS               | Thu 03 December /Sun 06 December | 21.36                                  |
| 3 EASTENDERS               | Tue 29 December /Sun 03 January  | 21.08                                  |
| 4 CORONATION STREET        | Wed 30 December /Sun 03 January  | 20.28                                  |
| 5 CORONATION STREET        | Wed 02 December /Sun 06 December | 20.19                                  |
| 6 ONLY FOOLS/HORSES        | Fri 25 December                  | 20.13                                  |
| 7 EASTENDERS               | Thu 24 December /Sun 27 December | 19.98                                  |
| 8 CORONATION STREET        | Fri 04 December /Sun 06 December | 19.96                                  |
| 9 CORONATION STREET        | Wed 23 December /Sun 27 December | 19.93                                  |
| 9= EASTENDERS              | Tue 22 December /Sun 27 December | 19.93                                  |
| 11 CORONATION STREET       | Fri 11 December /Sun 13 December | 19.89                                  |
| 12 EASTENDERS              | Thu 17 December /Sun 20 December | 19.80                                  |
| 13 EASTENDERS              | Thu 10 December /Sun 13 December | 19.73                                  |
| 14 EASTENDERS              | Tue 01 December /Sun 06 December | 19.62                                  |
| 15 EASTENDERS              | Tue 08 December /Sun 13 December | 19.58                                  |
| 16 CORONATION STREET       | Fri 18 December /Sun 20 December | 19.36                                  |
| 17 EASTENDERS              | Tue 15 December /Sun 20 December | 19.26                                  |
| 18 CORONATION STREET       | Mon 30 November                  | 19.15                                  |
| 19 CORONATION STREET       | Wed 09 December /Sun 13 December | 19.14                                  |
| 20 CORONATION STREET       | Mon 21 December                  | 19.04                                  |
| 21 CORONATION STREET       | Wed 16 December /Sun 20 December | 19.02                                  |
| 22 CORONATION STREET       | Mon 14 December                  | 18.68                                  |
| 23 CORONATION STREET       | Fri 01 January/Sun 03 January    | 18.58                                  |
| 24 CORONATION STREET       | Mon 07 December                  | 18.52                                  |
| 25 MERRY XMAS MR BEAN      | Tue 29 December                  | 18.48                                  |
| 26 MORE AUNTIES BLOOMERS   | Sun 27 December                  | 18.45                                  |
| 27 NEIGHBOURS (1331/1737)  | Mon 30 November                  | 17.44                                  |
| 28 NEIGHBOURS (1329/1738)  | Mon 21 December                  | 17.41                                  |
| 29 NEIGHBOURS (1329/1737)  | Tue 01 December                  | 17.25                                  |
| 30 NEIGHBOURS (1330/1738)  | Mon 14 December                  | 17.22                                  |
| 31 NEIGHBOURS (1329/1739)  | Tue 22 December                  | 17.20                                  |
| 32 NEIGHBOURS (1331/1737)  | Fri 11 December                  | 17.17                                  |
| 33 NEIGHBOURS (1331/1737)  | Wed 02 December                  | 16.97                                  |
| 33= EASTENDERS             | Thu 31 December /Sun 03 January  | 16.97                                  |
| 35 NEIGHBOURS (1331/1737)  | Mon 07 December                  | 16.91                                  |
| 36 BIRDS/FEATHER,XMAS      | Fri 25 December                  | 16.88                                  |
| 37 TOUCH OF FROST          | Sun 06 December                  | 16.82                                  |
| 38 NEIGHBOURS (1330/1737)  | Tue 15 December                  | 16.80                                  |
| 39 YOU'VE BEEN FRAMED      | Sun 03 January                   | 16.77                                  |
| 39= NEIGHBOURS (1306/1722) | Fri 01 January                   | 16.77                                  |
| 41 CASUALTY                | Sat 05 December                  | 16.64                                  |
| 42 NEIGHBOURS (1332/1738)  | Fri 04 December                  | 16.55                                  |
| 43 NEIGHBOURS (1332/1737)  | Wed 16 December                  | 16.53                                  |
| 44 NEIGHBOURS (1330/1737)  | Tue 08 December                  | 16.49                                  |
| 45 TOUCH OF FROST          | Sun 20 December                  | 16.45                                  |
| 46 NEIGHBOURS (1332/1737)  | Fri 18 December                  | 16.44                                  |
| 47 NEIGHBOURS (1312/1737)  | Wed 30 December                  | 16.40                                  |
| 48 NEIGHBOURS (1335/1737)  | Wed 09 December                  | 16.39                                  |
| 49 TOUCH OF FROST          | Sun 13 December                  | 16.35                                  |
| 50 NEIGHBOURS (1330/1737)  | Thu 03 December                  | 16.31                                  |

# BARB

BROADCASTERS' AUDIENCE RESEARCH BOARD LTD

5 WEEKS ENDING  
03 January 1993

# 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 |              |
|---------------------------|-----------------------------------|-----------------------|------------------------|--------------|
|                           | December (Hrs : Mins)             | November (Hrs : Mins) | December (%)           | November (%) |
| ALL/ANY TV                | 30:15                             | 28:21                 | 100.0                  | 100.0        |
| BBC 1 (incl. Brkfst News) | 10:30                             | 9:30                  | 34.7                   | 33.5         |
| BBC 2                     | 2:59                              | 2:54                  | 9.9                    | 10.2         |
| TOTAL BBC                 | 13:29                             | 12:24                 | 44.6                   | 43.8         |
| ITV (incl. T.V. am)       | 12:15                             | 11:28                 | 40.5                   | 40.5         |
| CHANNEL 4/S4C             | 2:56                              | 2:56                  | 9.7                    | 10.3         |
| TOTAL/ANY COMM.TV         | 15:11                             | 14:24                 | 50.2                   | 50.8         |
| Other Viewing             | 1:35                              | 1:33                  | 5.2                    | 5.4          |

## 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 |         |
|-----------------|---------|---------|---------------|---------|---------|---------|---------|---------|---------------|---------|
|                 | Dec (%) | Nov (%) | Dec (%)       | Nov (%) | Dec (%) | Nov (%) | Dec (%) | Nov (%) | Dec (%)       | Nov (%) |
| London          | 38.5    | 39.2    | 9.6           | 10.2    | 35.6    | 33.7    | 10.4    | 10.4    | 5.9           | 6.6     |
| Midlands E&W    | 41.0    | 41.4    | 9.2           | 9.8     | 33.9    | 32.4    | 9.4     | 9.4     | 6.4           | 7.1     |
| North West      | 42.6    | 41.3    | 9.9           | 10.6    | 33.0    | 32.3    | 9.3     | 10.1    | 5.2           | 5.8     |
| Yorkshire       | 41.1    | 41.0    | 9.9           | 10.7    | 35.3    | 34.3    | 9.3     | 9.5     | 4.5           | 4.6     |
| C. Scotland     | 41.1    | 40.8    | 11.4          | 12.8    | 33.0    | 31.3    | 10.0    | 10.4    | 4.5           | 4.8     |
| Wales & West    | 39.5    | 39.1    | 8.5           | 9.1     | 35.1    | 34.3    | 10.3    | 10.7    | 6.7           | 6.8     |
| South & S. East | 39.3    | 39.7    | 9.2           | 9.5     | 36.6    | 35.1    | 10.5    | 11.4    | 4.5           | 4.3     |
| North East      | 39.7    | 39.1    | 11.0          | 11.8    | 35.1    | 34.1    | 9.9     | 10.4    | 4.3           | 4.6     |
| East of England | 38.4    | 38.3    | 9.2           | 9.3     | 36.2    | 35.4    | 9.7     | 10.7    | 6.5           | 6.3     |
| South West      | 38.2    | 37.7    | 8.9           | 9.2     | 37.6    | 37.2    | 9.7     | 10.4    | 5.6           | 5.5     |
| Ulster          | 42.5    | 43.9    | 9.5           | 10.2    | 30.4    | 30.0    | 9.1     | 8.7     | 8.5           | 7.2     |
| Border          | 41.8    | 40.8    | 9.6           | 11.6    | 34.3    | 32.9    | 10.0    | 10.1    | 4.4           | 4.6     |
| N. Scotland     | 43.3    | 43.9    | 10.4          | 11.1    | 31.1    | 29.4    | 8.9     | 10.1    | 6.1           | 5.5     |
| Network         | 40.5    | 40.5    | 9.7           | 10.3    | 34.7    | 33.5    | 9.9     | 10.2    | 5.2           | 5.4     |

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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Further enquiries to Caroline Marshall, BARB, Glenthorne House  
Hammersmith Grove, London W6 0ND Tel: 081-741 9110 Fax: 081-741 1943

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 |              |
|---------------------------|-----------------------------------|-----------------------|------------------------|--------------|
|                           | December (Hrs : Mins)             | November (Hrs : Mins) | December (%)           | November (%) |
| ALL/ANY TV                | 32:05                             | 30:04                 | 100.0                  | 100.0        |
| BBC 1 (incl. Brkfst News) | 8:34                              | 7:26                  | 26.7                   | 24.7         |
| BBC 2                     | 1:58                              | 1:51                  | 6.1                    | 6.1          |
| TOTAL/ANY BBC             | 10:32                             | 9:17                  | 32.8                   | 30.9         |
| ITV (incl. T.V. am)       | 9:55                              | 9:17                  | 30.9                   | 30.9         |
| CHANNEL 4/S4C             | 2:10                              | 1:54                  | 6.7                    | 6.3          |
| TOTAL/ANY COMM. TV        | 12:04                             | 11:11                 | 37.6                   | 37.2         |
| <b>Total Terrestrial</b>  | <b>22:36</b>                      | <b>20:28</b>          | <b>70.4</b>            | <b>68.1</b>  |
| Sky 1                     | 1:49                              | 1:59                  | 5.7                    | 6.6          |
| Sky News                  | 0:31                              | 0:28                  | 1.6                    | 1.6          |
| Sky Sports                | 0:54                              | 1:02                  | 2.8                    | 3.4          |
| The Movie Channel         | 1:03                              | 0:50                  | 3.3                    | 2.8          |
| Sky Movies                | 1:48                              | 1:25                  | 5.6                    | 4.7          |
| Sky Movies Gold           | 0:13                              | 0:14                  | 0.7                    | 0.8          |
| Total B Sky B             | 6:18                              | 5:58                  | 19.6                   | 19.9         |
| Children's Channel        | 0:22                              | 0:28                  | 1.2                    | 1.6          |
| MTV                       | 0:27                              | 0:26                  | 1.4                    | 1.4          |
| Lifestyle                 | 0:17                              | 0:19                  | 0.9                    | 1.0          |
| Screensport               | 0:16                              | 0:13                  | 0.8                    | 0.7          |
| Total Astra               | 7:41                              | 7:24                  | 23.9                   | 24.6         |
| Others                    | 1:48                              | 2:13                  | 5.6                    | 7.3          |

## **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 **22.09** million households or **53.02** million individuals aged 4+.

The Satellite and Cable Universe for the month of **December** is **2.95** million households or **8.64** million individuals aged 4+. The figures for the month of **2.93** were million households or **8.58** million individuals aged 4+.

## **TALKBACK - WITH PETER FIDDICK**

### **THE TOP MOVIES OF 1992**

The justifiable belief of television schedulers that the crucial component of a ratings-building schedule is home-produced quality drama series, designed for the home audience. Nevertheless, this month's special chart illustrates the extent to which the acquired feature film remains a powerful workhorse. The Top 45 Movies of 1992, are all above the 10 million mark. The No.1, Three Men and a Baby, matches any genre - and there are still a couple of Bond movies earning their keep.

In competitive terms, ITV are the main beneficiaries, with 29 chart entries to BBC1's 17. They are 7 - 3 up in the first ten, narrowed to 13 - 10 at the half way mark. One other analysis shows how the networks deploy their celluloid: 9 of these were shown in ten days at Christmas; 9 heralded the autumn season, in September; April and May (Bank Holiday time) and January have 5 each. July, on the other hand, *nul points*.

And at Nos 35 and 36, with more than 11 million apiece, ET and Predator were shown on the same day.

|     |                         |     |    |        |      |
|-----|-------------------------|-----|----|--------|------|
| 1.  | THREE MEN/BABY          | FEB | 15 | 18,274 | ITV  |
| 2.  | INDIANA JONES/CRUSADE   | DEC | 25 | 15,799 | BBC1 |
| 3.  | TURNER & HOOC           | DEC | 14 | 15,452 | ITV  |
| 4.  | WHO FRAMED ROGER RABBIT | NOV | 28 | 15,105 | ITV  |
| 5.  | TWINS                   | DEC | 28 | 15,038 | BBC1 |
| 6.  | BEETLEJUICE             | DEC | 30 | 14,871 | ITV  |
| 7.  | DIE HARD                | OCT | 14 | 14,768 | ITV  |
| 8.  | COCKTAIL                | JAN | 28 | 14,427 | ITV  |
| 9.  | NAKED GUN               | APR | 20 | 14,204 | BBC1 |
| 10. | ROMANCING THE STONE     | MAY | 13 | 14,118 | ITV  |
| 11. | K-9                     | MAY | 02 | 13,890 | BBC1 |
| 12. | SHIRLEY VALENTINE       | DEC | 25 | 13,862 | BBC1 |
| 13. | FLIGHT OF/NAVIGATOR     | MAR | 28 | 13,804 | BBC1 |
| 14. | BATTERIES/NOT INCLUDED  | MAR | 21 | 13,396 | BBC1 |
| 15. | TREMORS                 | NOV | 28 | 13,368 | BBC1 |
| 16. | WORKING GIRL            | SEP | 20 | 13,340 | ITV  |
| 17. | VICE VERSA              | SEP | 14 | 13,303 | ITV  |
| 18. | HEARTBREAK RIDGE        | DEC | 22 | 13,174 | ITV  |
| 19. | COMING TO AMERICA       | OCT | 24 | 13,170 | BBC1 |
| 20. | CROCODILE DUNDEE 2      | SEP | 19 | 12,660 | ITV  |
| 21. | LIVING DAYLIGHTS        | OCT | 03 | 12,438 | ITV  |
| 22. | BEVERLY HILLS COP       | AUG | 02 | 12,409 | BBC1 |
| 23. | SHORT CIRCUIT II        | APR | 29 | 12,394 | ITV  |
| 24. | COCOON THE RETURN       | SEP | 13 | 12,379 | ITV  |
| 25. | NADINE                  | AUG | 24 | 12,210 | ITV  |
| 26. | THE ACCUSED             | JAN | 02 | 12,122 | BBC1 |
| 27. | ANY WHICH WAY/CAN       | APR | 04 | 12,025 | BBC1 |
| 28. | BUSTER                  | DEC | 23 | 12,005 | ITV  |
| 29. | TEQUILA SUNRISE         | DEC | 30 | 11,976 | ITV  |
| 30. | GOODNIGHT SWEET WIFE    | AUG | 18 | 11,753 | ITV  |
| 31. | COMMANDO                | SEP | 26 | 11,633 | ITV  |
| 32. | DEAD CALM               | DEC | 21 | 11,631 | BBC1 |
| 33. | KING SOLOMON'S MINES    | MAY | 06 | 11,454 | ITV  |
| 34. | E.T.                    | SEP | 05 | 11,453 | BBC1 |
| 35. | PREDATOR                | SEP | 05 | 11,435 | ITV  |
| 36. | WILLOW                  | DEC | 30 | 11,396 | BBC1 |
| 37. | SMALL DANCE             | JUN | 03 | 11,112 | ITV  |
| 38. | CONAN THE BARBARIAN     | SEP | 12 | 11,088 | ITV  |
| 39. | GOLDFINGER              | APR | 01 | 11,076 | ITV  |
| 40. | BURBS                   | APR | 18 | 10,999 | BBC1 |
| 41. | COCKTAIL                | JAN | 28 | 10,992 | ITV  |
| 42. | CASE/HILLSIDE SRGLS     | JAN | 06 | 10,916 | BBC1 |
| 43. | OCTOPUSSY               | MAY | 25 | 10,853 | ITV  |
| 44. | JEWEL OF THE NILE       | MAY | 20 | 10,823 | ITV  |
| 45. | GHOSTBUSTERS            | SEP | 26 | 10,635 | ITV  |

**UK GOLD - 5 Weeks Ending Sunday 3th January 1993**

UK Gold was launched on 1st November. Its hours of viewing and share of total viewing, which are as follows are included in the "Others" category of the satellite section of this release.

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

| Channel | Average Weekly<br>Viewing per person |                          | Share of<br>Total Viewing |                 |
|---------|--------------------------------------|--------------------------|---------------------------|-----------------|
|         | December<br>(Hrs : Mins)             | November<br>(Hrs : Mins) | December<br>(%)           | November<br>(%) |
| UK Gold | 0:51                                 | 1:11                     | 2.7                       | 4.0             |

