

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 EASTENDERS	Thu 07 January/Sun 10 January	23.21
2 EASTENDERS	Thu 14 January/Sun 17 January	23.19
3 EASTENDERS	Thu 21 January/Sun 24 January	22.48
4 EASTENDERS	Thu 28 January/Sun 31 January	22.41
5 CORONATION STREET	Wed 06 January/Sun 10 January	21.80
6 CORONATION STREET	Wed 13 January/Sun 17 January	21.46
7 EASTENDERS	Tue 12 January/Sun 17 January	21.39
8 CORONATION STREET	Fri 08 January/Sun 10 January	21.33
9 CORONATION STREET	Fri 22 January/Sun 24 January	20.91
10 CORONATION STREET	Wed 20 January/Sun 24 January	20.71
11 EASTENDERS	Tue 05 January/Sun 10 January	20.68
12 EASTENDERS	Tue 19 January/Sun 24 January	20.62
13 CORONATION STREET	Mon 11 January	20.40
14 CORONATION STREET	Wed 27 January/Sun 31 January	20.39
15 CORONATION STREET	Fri 15 January/Sun 17 January	20.34
16 CORONATION STREET	Fri 29 January/Sun 31 January	20.02
17 CORONATION STREET	Mon 25 January	19.96
18 EASTENDERS	Tue 26 January/Sun 31 January	19.81
19 CORONATION STREET	Mon 18 January	19.66
20 CORONATION STREET	Mon 04 January	19.60
21 INSPECTOR MORSE	Wed 13 January	18.77
22 INSPECTOR MORSE	Wed 20 January	18.76
23 INSPECTOR MORSE	Wed 06 January	18.60
24 NEIGHBOURS (1333/1738)	Wed 13 January	18.29
25 NEIGHBOURS (1331/1738)	Mon 11 January	18.20
26 NEIGHBOURS (1334/1737)	Tue 05 January	18.13
27 NEIGHBOURS (1331/1738)	Mon 04 January	17.90
28 NEIGHBOURS (1331/1737)	Tue 12 January	17.76
29 YOU'VE BEEN FRAMED	Sun 31 January	17.67
30 NEIGHBOURS (1331/1738)	Fri 15 January	17.63
31 NEIGHBOURS (1330/1737)	Fri 08 January	17.55
32 NEIGHBOURS (1330/1737)	Mon 25 January	17.53
33 NEIGHBOURS (1329/1737)	Fri 22 January	17.52
34 THE BILL	Fri 08 January	17.50
35 YOU'VE BEEN FRAMED	Sun 24 January	17.49
36 NEIGHBOURS (1331/1737)	Thu 07 January	17.46
37 NEIGHBOURS (1331/1737)	Wed 06 January	17.45
38 NEIGHBOURS (1330/1738)	Tue 26 January	17.44
39 NEIGHBOURS (1331/1737)	Thu 21 January	17.31
40 ONE FOOT IN/GRAVE	Sun 31 January	17.30
41 NEIGHBOURS (1333/1738)	Mon 18 January	17.28
42 NEIGHBOURS (1330/1737)	Tue 19 January	17.14
43 THE BILL	Fri 22 January	17.10
44 WISH YOU WERE HERE	Mon 11 January/Wed 13 January	17.09
45 NEIGHBOURS (1331/1738)	Wed 20 January	16.83
46 YOU'VE BEEN FRAMED	Sun 10 January	16.80
47 NEIGHBOURS (1331/1737)	Thu 14 January	16.72
48 NEIGHBOURS (1331/1737)	Wed 27 January	16.65
49 YOU'VE BEEN FRAMED	Sun 17 January	16.59
50 NEIGHBOURS (1331/1737)	Thu 28 January	16.54



4 WEEKS ENDING
31 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	
	January (Hrs : Mins)	December (Hrs : Mins)	January (%)	December (%)
ALL/ANY TV	29:10	30:15	100.0	100.0
BBC 1 (incl. Brkfst News)	9:35	10:30	32.9	34.7
BBC 2	2:41	2:59	9.2	9.9
TOTAL BBC	12:16	13:29	42.1	44.6
ITV (incl. GMTV)	12:06	12:15	41.5	40.5
CHANNEL 4/S4C	3:17	2:56	11.3	9.7
TOTAL/ANY COMM.TV	15:23	15:11	52.7	50.2
Other Viewing	1:30	1:35	5.2	5.2

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	
	Jan (%)	Dec (%)	Jan (%)	Dec (%)	Jan (%)	Dec (%)	Jan (%)	Dec (%)	Jan (%)	Dec (%)
London	39.4	38.5	10.9	9.6	34.1	35.6	9.4	10.4	6.2	5.9
Midlands E&W	42.4	41.0	10.5	9.2	31.9	33.9	9.0	9.4	6.2	6.4
North West	43.1	42.6	11.4	9.9	31.0	33.0	8.8	9.3	5.8	5.2
Yorkshire	41.7	41.1	11.9	9.9	33.0	35.3	8.5	9.3	4.8	4.5
C. Scotland	40.4	41.1	14.2	11.4	30.6	33.0	9.6	10.0	5.1	4.5
Wales & West	40.4	39.5	9.7	8.5	33.6	35.1	9.6	10.3	6.7	6.7
South & S.East	42.4	39.3	10.4	9.2	33.2	36.6	9.2	10.5	4.6	4.5
North East	40.0	39.7	12.5	11.0	33.9	35.1	9.3	9.9	4.3	4.3
East of England	39.0	38.4	10.6	9.2	34.3	36.2	9.2	9.7	6.9	6.5
South West	38.7	38.2	10.5	8.9	36.4	37.6	9.5	9.7	4.9	5.6
Ulster	45.6	42.5	11.0	9.5	28.5	30.4	8.0	9.1	7.0	8.5
Border	43.1	41.8	11.0	9.6	31.5	34.3	8.9	10.0	5.6	4.4
N. Scotland	44.1	43.3	11.7	10.4	29.2	31.1	8.8	8.9	6.2	6.1
Network	41.5	40.5	11.3	9.7	32.9	34.7	9.2	9.9	5.2	5.2

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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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	
	January (Hrs : Mins)	December (Hrs : Mins)	January (%)	December (%)
ALL/ANY TV	30:37	32:05	100.0	100.0
BBC 1 (Incl. Brkfst News)	7:37	8:34	24.9	26.7
BBC 2	1:48	1:58	5.9	6.1
TOTAL/ANY BBC	9:25	10:32	30.7	32.8
ITV (incl. GMTV)	10:01	9:55	32.7	30.9
CHANNEL 4/S4C	2:21	2:10	7.7	6.7
TOTAL/ANY COMM. TV	12:22	12:04	40.4	37.6
Total Terrestrial	21:46	22:36	71.1	70.4
Sky 1	1:52	1:49	6.1	5.7
Sky News	0:32	0:31	1.8	1.6
Sky Sports	1:04	0:54	3.5	2.8
The Movie Channel	0:54	1:03	2.9	3.3
Sky Movies	1:27	1:48	4.8	5.6
Sky Movies Gold	0:09	0:13	0.5	0.7
Total B Sky B	5:57	6:18	19.4	19.6
Children's Channel	0:21	0:22	1.1	1.2
MTV	0:21	0:27	1.2	1.4
Lifestyle	0:13	0:17	0.7	0.9
Screensport	0:14	0:16	0.8	0.8
UK Gold	0:47	0:51	2.6	2.7
Total Astra (Named Channels)	7:53	8:32	25.7	26.6
Other non terrestrial	0:58	0:57	3.2	3.0

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 52.95 million individuals aged 4+.

The Satellite and Cable Universe for the month of January is 3.01 million households or 8.86 million individuals aged 4+. The figures for the month of December were 2.95 million households or 8.64 million individuals aged 4+.

TALKBACK - WITH PETER FIDDICK

January 1992 was to be the start of a test-case for television history, the first of its kind for ten years. At midnight on New Year's Eve the new-look ITV companies came on air: Carlton in London, Meridian in the South and South-East, Westcountry in the South-West and, across the network, the new breakfast television service, GMTV. Since the industry's received wisdom is that ITV audiences drop in the wake of one of these re-shuffles, and since commercial television had already been put through a dramatic restructuring even to get into the starting-stalls for this next phase of the never-ending competition, all eyes were certainly on this January.

This time, however, ITV, for all its traumas of the past two years, was better prepared. The new network commissioning system may not have been in place, but a whole raft of the old network's most popular programmes were. The test may come in the autumn, but for the moment there were Inspector Morse (sees Nos 21, 22, 23 in the Top Fifty chart in this Summary for January), The Bill, You've Been Framed and several others, with Coronation Street leading the way, all in the places ITV's audiences were used to finding them.

The broad outcome can be seen by comparing the table on the front of this summary, for the 4 weeks ended 31 January 1993, with the one below - it reprints the equivalent figures for last year, the five weeks ended 2 February 1992.

Channel	Average Weekly Viewing per Person		Share of Total Viewing	
	January (Hrs:Mins)	December (Hrs:Mins)	January (%)	December (%)
ALL/ANY TV	30:00	30:27	100.0	100.0
BBC1 (incl. Brkfst Time)	10:16	11:00	34.1	36.0
BBC2	2:43	2:56	9.0	9.6
TOTAL BBC	12:58	13:55	43.2	45.6
ITV (Incl.TV-am)	12:52	12:30	42.8	41.0
CHANNEL 4/S4C	2:59	2:47	9.9	9.1
TOTAL/ANY COMM.TV	15:51	15:17	52.8	50.1
Other Viewing	1:10	1:15	3.9	4.1

On average, total viewing is recorded as 50 minutes per head of the population lower than last - but a substantial slice of that could be accounted for by the fact that the New Year's Eve/Day period, with its extra viewing, fell into last year's January but not this year's.

A further complication is the growth of "Other Viewing" - satellite and cable - through the year. In terms of time viewed, the increase is only 20 minutes per head per week, but that is enough to put the new media's share up from 3.9 per cent to 5.2 per cent. A small slice of each of the four terrestrial channel's share is therefore to be expected.

That said, ITV takes a 41.5 per cent share in January this year, against 42.8 per cent last. This is well within the regular variations we see from month to month throughout the year. Look, too, at the source of the biggest shift between the two tables: C4 moves from a 9.9 per cent share last year to 11.3 per cent this. ITV's small downward shift, in other words, need to be read in the context of a stronger performance by the other - now independent - commercial channel; the BBC has not been the beneficiary.

A comparison of the regional analysis shows similar shifts across the month. This, of course is where the fate of the individual ITV contractors is played out. But on the strength of one month's figures, the new franchises, class of '93, have taken up their place without any great initial turmoil.

Re: UK GOLD TOP 5 IN THE WEEKLY PRESS RELEASE

Due to a processing error the audiences for Eastenders on UK Gold have been incorrectly aggregated. This has led to the UK Gold's top 5 programmes being incorrectly reported in the weekly press release since week ending 10th January 1993. AGB apologises for this error.

The correct top 5's for UK Gold were as follows:

Week Ending 10th January 1993

1	CASUALTY (TUE 2112)	0.22
2	THE BILL OMNIBUS	0.17
2	TENKO (FRI 2105)	0.17
4	CARROTT CONFIDENTIAL	0.15
4	AFTER HENRY (MON 2036)	0.15

Week Ending 17th January 1993

1	CASUALTY (TUE 2108)	0.22
2	CARROTT CONFIDENTIAL	0.21
3	AFTER HENRY (MON 2035)	0.19
4	THE BILL (TUE 2206)	0.17
5	YOUNG ONES (SAT 2338)	0.16

Week Ending 24th January 1993

1	THE BILL (TUE 2210)	0.19
1	CASUALTY (TUE 2112)	0.19
3	CARRY/CONVENIENCE	0.17
3	CARROTT CONFIDENTIAL	0.17
3	YOUNG ONES (SAT 2343)	0.17

Week Ending 31st January 1993

1	CARRY ON LOVING	0.26
2	THE BILL (THU 2201)	0.16
3	PORRIDGE (TUE 1402)	0.15
3	EASTENDERS OMNIBUS	0.15
5	THE BILL (MON 2202)	0.14

Week Ending 7th February 1993

1	CASUALTY (TUE 2111)	0.23
2	THE BILL (TUE 2209)	0.20
3	TENKO (FRI 2112)	0.19
4	THE BILL OMNIBUS	0.18
5	THE BILL (FRI 2208)	0.17

