

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 EASTENDERS	Thu 04 February /Sun 07 February	22.00
2 CORONATION STREET	Fri 12 February /Sun 14 February	21.35
3 CORONATION STREET	Wed 10 February /Sun 14 February	21.30
4 EASTENDERS	Thu 18 February /Sun 21 February	20.87
5 EASTENDERS	Thu 11 February /Sun 14 February	20.71
6 CORONATION STREET	Wed 03 February /Sun 07 February	20.69
7 CORONATION STREET	Fri 19 February /Sun 21 February	20.39
8 EASTENDERS	Tue 09 February /Sun 14 February	20.21
9 CORONATION STREET	Wed 17 February /Sun 21 February	20.20
10 CORONATION STREET	Fri 05 February /Sun 07 February	20.16
10= CORONATION STREET	Mon 15 February	20.16
12 CORONATION STREET	Wed 24 February /Sun 28 February	19.98
13 EASTENDERS	Tue 02 February /Sun 07 February	19.90
14 CORONATION STREET	Mon 08 February	19.86
15 CORONATION STREET	Fri 26 February /Sun 28 February	19.64
16 EASTENDERS	Thu 25 February /Sun 28 February	19.54
17 CORONATION STREET	Mon 01 February	19.50
17= CORONATION STREET	Mon 22 February	19.50
19 EASTENDERS	Tue 16 February /Sun 21 February	18.87
20 EASTENDERS	Tue 23 February /Sun 28 February	18.69
21 ONE FOOT IN/GRAVE	Sun 28 February	18.39
22 NEIGHBOURS (1330/1737)	Mon 08 February	17.85
23 YOU'VE BEEN FRAMED	Sun 07 February	17.80
24 ONE FOOT IN/GRAVE	Sun 14 February	17.48
25 NEIGHBOURS (1330/1737)	Tue 09 February	17.41
26 THE BILL	Fri 05 February	17.39
27 THE BILL	Fri 12 February	17.33
28 NEIGHBOURS (1332/1737)	Mon 01 February	17.25
29 NEIGHBOURS (1331/1738)	Fri 05 February	17.10
30 NEIGHBOURS (1331/1738)	Wed 10 February	17.04
30= NEIGHBOURS (1330/1738)	Mon 15 February	17.04
32 CASUALTY	Sat 27 February	17.02
33 ONE FOOT IN/GRAVE	Sun 21 February	17.00
34 NEIGHBOURS (1330/1738)	Tue 16 February	16.97
35 NEIGHBOURS (1331/1737)	Fri 26 February	16.95
36 NEIGHBOURS (1332/1737)	Mon 22 February	16.92
37 NEIGHBOURS (1330/1737)	Fri 19 February	16.73
38 ONE FOOT IN/GRAVE	Sun 07 February	16.67
39 WISH YOU WERE HERE	Mon 08 February /Wed 10 February	16.66
40 NEIGHBOURS (1331/1737)	Thu 18 February	16.57
41 THE BILL	Fri 19 February	16.55
42 THE BILL	Fri 26 February	16.40
43 NEIGHBOURS (1332/1737)	Wed 17 February	16.38
43= YOU'VE BEEN FRAMED	Sun 14 February	16.38
45 NEIGHBOURS (1332/1737)	Wed 03 February	16.37
46 THIS IS YOUR LIFE	Wed 03 February	16.36
47 NEIGHBOURS (1331/1737)	Fri 12 February	16.33
48 NEIGHBOURS (1331/1737)	Thu 04 February	16.30
49 NEIGHBOURS (1331/1737)	Tue 02 February	16.23
50 NEIGHBOURS (1332/1737)	Thu 25 February	16.21



4 WEEKS ENDING
28 February 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	
	February (Hrs : Mins)	January (Hrs : Mins)	February (%)	January (%)
ALL/ANY TV	28:18	29:10	100.0	100.0
BBC 1 (incl. Brkfst News)	9:24	9:35	33.2	32.9
BBC 2	2:51	2:41	10.1	9.2
TOTAL BBC	12:15	12:16	43.3	42.1
ITV (incl. GMTV)	11:15	12:06	39.8	41.5
CHANNEL 4/S4C	3:13	3:17	11.3	11.3
TOTAL/ANY COMM.TV	14:28	15:23	51.1	52.7
Other Viewing	1:35	1:30	5.6	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	
	Feb (%)	Jan (%)	Feb (%)	Jan (%)	Feb (%)	Jan (%)	Feb (%)	Jan (%)	Feb (%)	Jan (%)
London	38.2	39.4	10.6	10.9	34.1	34.1	10.1	9.4	6.9	6.2
Midlands E&W	40.7	42.4	10.7	10.5	32.4	31.9	9.7	9.0	6.5	6.2
North West	41.8	43.1	11.3	11.4	31.2	31.0	9.3	8.8	6.3	5.8
Yorkshire	39.1	41.7	12.5	11.9	33.2	33.0	9.7	8.5	5.5	4.8
C. Scotland	38.5	40.4	14.2	14.2	31.4	30.6	10.7	9.6	5.2	5.1
Wales & West	38.6	40.4	10.0	9.7	34.8	33.6	10.3	9.6	6.4	6.7
South & S. East	40.5	42.4	10.4	10.4	33.7	33.2	10.6	9.2	4.8	4.6
North East	38.2	40.0	12.9	12.5	33.1	33.9	10.2	9.3	5.6	4.3
East of England	37.0	39.0	10.5	10.6	34.4	34.3	10.6	9.2	7.5	6.9
South West	37.3	38.7	10.5	10.5	38.0	36.4	10.6	9.5	3.5	4.9
Ulster	44.5	45.6	11.2	11.0	28.3	28.5	8.6	8.0	7.4	7.0
Border	42.2	43.1	10.8	11.0	31.7	31.5	9.7	8.9	5.5	5.6
N. Scotland	41.7	44.1	11.7	11.7	30.2	29.2	9.8	8.8	6.5	6.2
Network	39.8	41.5	11.3	11.3	33.2	32.9	10.1	9.2	5.6	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	
	February (Hrs : Mins)	January (Hrs : Mins)	February (%)	January (%)
ALL/ANY TV	30:13	30:37	100.0	100.0
BBC 1 (Incl. Brkfst News)	7:38	7:37	25.3	24.9
BBC 2	1:50	1:48	6.0	5.9
TOTAL/ANY BBC	9:28	9:25	31.3	30.7
ITV (incl. GMTV)	9:13	10:01	30.5	32.7
CHANNEL 4/S4C	2:20	2:21	7.7	7.7
TOTAL/ANY COMM. TV	11:33	12:22	38.2	40.4
Total Terrestrial	21:00	21:46	69.5	71.1
Sky 1	1:59	1:52	6.6	6.1
Sky News	0:27	0:32	1.5	1.8
Sky Sports	1:12	1:04	4.0	3.5
The Movie Channel	0:58	0:54	3.2	2.9
Sky Movies	1:44	1:27	5.7	4.8
Sky Movies Gold	0:08	0:09	0.5	0.5
Total B Sky B	6:28	5:57	21.4	19.4
Children's Channel	0:27	0:21	1.5	1.1
MTV	0:22	0:21	1.2	1.2
Lifestyle	0:00	0:13	0.0	0.7
Screensport	0:13	0:14	0.7	0.8
UK Gold	0:49	0:47	2.7	2.6
Total Astra (Named Channels)	8:18	7:53	27.5	25.7
Other non terrestrial	0:54	0:58	3.0	3.2

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 22.10 million households or 52.97 million individuals aged 4+.

The Satellite and Cable Universe for the month of February is 3.05 million households or 9.01 million individuals aged 4+. The figures for the month of January were 3.01 million households or 8.86 million individuals aged 4+.

TALKBACK - WITH PETER FIDDICK

I suspect most users of this bulletin tend to skim quite quickly the regular Top Fifty chart which appears overleaf. In the nature of things, a monthly list is always going to be dominated by the ultra-popular soap operas and since we have more of those than ever before (and the one we are about to lose was by definition not a Top Fifty contender), it is likely to be more than a little repetitive.

The affect is bolstered by the consolidation and aggregation rules, which not only permits the video-replay audience to be included with each original screening, but allows the audiences for repeat showings of a programme to be added on top (provided the repeat occurs during the same BARB week and replay within a week of transmission).

In practice, the video audience for soaps is quite small. But since Eastenders, Neighbours and Home and Away - the first two occupy 25 places in the February Top Fifty - get repeats to audiences as large as 5 millions, there is a definite boost from this source. Coronation Street, too, is listed overleaf with a Sunday repeat, but since only two ITV regions currently do this, with a total Sunday audience well under the million mark, the effect on its standing is minimal. (Though come the autumn, when a daytime network second showing is to be resumed, this will change again).

But the absence, despite all that, of Home and Away from this month's chart is a pointer to the observation, that, despite having the rules of the ratings game stacked in their favour, the soaps do not always have it their own way. The beginnings of this year has seen something of a resurgence by other programmes - probably cyclical, certainly not without precedent, but worth noting.

As recently as last November, the Top Fifty contained just five non-soap titles (and six episodes of Home and Away). In January there were 11 and this month's chart has 13. Included in my non-soap category is The Bill, which I would classify as a drama series with quite small serial content and which is currently doing well enough to have all four of its Friday episodes in the list.

But also riding high is BBC1's One Foot In The Grave and the controversial final episode of Casualty. Between them, they have more than compensated for the disappearance of Inspector Morse, which took the top three non-soap places in January. (And did so, incidentally, with remarkably consistent audiences; they came in at Nos. 21,22, and 23, with 18.77, 18.76 and 18.60 millions respectively).

Given the competition (and the ratings rules), these particular successes might encourage the view that chasing quality can be rewarded too.