

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 EASTENDERS	Thu 11 March/Sun 14 March	21.77
2 EASTENDERS	Thu 25 March/Sun 28 March	21.39
3 CORONATION STREET	Mon 22 March	20.73
4 CORONATION STREET	Fri 19 March/Sun 21 March	20.63
5 CORONATION STREET	Wed 24 March/Sun 28 March	20.34
6 CORONATION STREET	Wed 10 March/Sun 14 March	20.22
6= EASTENDERS	Thu 04 March/Sun 07 March	20.22
8 CORONATION STREET	Fri 05 March/Sun 07 March	19.85
8= EASTENDERS	Thu 18 March/Sun 21 March	19.85
10 EASTENDERS	Tue 09 March/Sun 14 March	19.70
10= CORONATION STREET	Mon 15 March	19.70
12 CORONATION STREET	Wed 17 March/Sun 21 March	19.49
13 EASTENDERS	Tue 23 March/Sun 28 March	19.42
14 CORONATION STREET	Wed 03 March/Sun 07 March	19.41
15 CORONATION STREET	Fri 26 March/Sun 28 March	19.40
16 CORONATION STREET	Mon 08 March	19.29
17 CORONATION STREET	Mon 01 March	19.15
18 EASTENDERS	Tue 16 March/Sun 21 March	19.13
19 EASTENDERS	Tue 02 March/Sun 07 March	19.02
20 ONE FOOT IN/GRAVE	Sun 07 March	17.99
21 THE BILL	Fri 26 March	17.73
22 NEIGHBOURS (1331/1737)	Mon 01 March	17.44
23 NEIGHBOURS (1332/1737)	Tue 02 March	17.12
24 CORONATION STREET	Fri 12 March/Sun 14 March	16.81
25 THE BILL	Fri 19 March	16.53
26 THE BILL	Fri 05 March	16.38
27 NEIGHBOURS (1332/1737)	Wed 03 March	16.31
28 NEIGHBOURS (1330/1737)	Mon 22 March	16.06
29 NEIGHBOURS (1333/1737)	Wed 10 March	15.99
30 NEIGHBOURS (1332/1738)	Mon 08 March	15.97
31 NEIGHBOURS (1330/1737)	Fri 05 March	15.92
32 NEIGHBOURS (1331/1737)	Thu 04 March	15.86
33 NEIGHBOURS (1330/1736)	Tue 23 March	15.82
34 NEIGHBOURS (1330/1737)	Wed 24 March	15.78
35 NEIGHBOURS (1331/1737)	Tue 09 March	15.65
36 WISH YOU WERE HERE	Mon 15 March/Wed 17 March	15.61
37 NEIGHBOURS (1331/1737)	Fri 12 March	15.59
38 WISH YOU WERE HERE	Mon 22 March/Wed 24 March	15.51
39 THE BILL	Tue 23 March	15.50
40 THE BILL	Tue 02 March	15.48
41 DARLING BUDS/MAY	Sun 21 March	15.46
42 NEIGHBOURS (1330/1738)	Mon 15 March	15.38
43 NEIGHBOURS (1329/1737)	Tue 16 March	15.27
44 ONE FOOT IN/GRAVE	Sun 14 March	15.19
44= NEIGHBOURS (1330/1737)	Thu 18 March	15.19
46 NEIGHBOURS (1330/1737)	Wed 17 March	15.08
47 THE BILL	Thu 11 March	14.86
48 NEIGHBOURS (1330/1737)	Thu 25 March	14.85
49 HOME AND AWAY (1318/1713)	Mon 01 March	14.80
50 GHOSTBUSTERS II	Wed 10 March	14.79



4 WEEKS ENDING
28 March 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	
	March (Hrs : Mins)	February (Hrs : Mins)	March (%)	February (%)
ALL/ANY TV	26 : 44	28 : 18	100.0	100.0
BBC 1 (incl. Brkfst News)	8 : 51	9 : 24	33.1	33.2
BBC 2	2 : 28	2 : 51	9.2	10.1
TOTAL BBC	11 : 19	12 : 15	42.3	43.3
ITV (incl. GMTV)	10 : 57	11 : 15	40.9	39.8
CHANNEL 4/S4C	3 : 02	3 : 13	11.4	11.3
TOTAL/ANY COMM.TV	13 : 59	14 : 28	52.3	51.1
Other Viewing	1 : 27	1 : 35	5.4	5.6

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	
	Mar (%)	Feb (%)	Mar (%)	Feb (%)	Mar (%)	Feb (%)	Mar (%)	Feb (%)	Mar (%)	Feb (%)
London	38.9	38.2	11.1	10.6	34.3	34.1	9.3	10.1	6.5	6.9
Midlands E&W	42.4	40.7	10.4	10.7	31.9	32.4	9.0	9.7	6.3	6.5
North West	43.4	41.8	11.5	11.3	31.2	31.2	8.2	9.3	5.8	6.3
Yorkshire	40.3	39.1	12.2	12.5	32.9	33.2	9.0	9.7	5.6	5.5
C. Scotland	40.3	38.5	14.3	14.2	30.3	31.4	9.1	10.7	6.0	5.2
Wales & West	39.3	38.6	9.9	10.0	34.6	34.8	9.9	10.3	6.4	6.4
South & S. East	41.2	40.5	10.1	10.4	34.0	33.7	9.9	10.6	4.9	4.8
North East	39.3	38.2	13.5	12.9	33.6	33.1	8.8	10.2	4.8	5.6
East of England	38.2	37.0	10.1	10.5	35.0	34.4	9.8	10.6	6.9	7.5
South West	38.4	37.3	10.8	10.5	36.8	38.0	9.8	10.6	4.2	3.5
Ulster	44.3	44.5	11.4	11.2	28.9	28.3	7.6	8.6	7.9	7.4
Border	42.6	42.2	11.2	10.8	31.8	31.7	8.8	9.7	5.6	5.5
N. Scotland	43.3	41.7	11.4	11.7	30.2	30.2	8.5	9.8	6.7	6.5
Network	40.9	39.8	11.4	11.3	33.1	33.2	9.2	10.1	5.4	5.6

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	
	March (Hrs : Mins)	February (Hrs : Mins)	March (%)	February (%)
ALL/ANY TV	28:34	30:13	100.0	100.0
BBC 1 (Incl. Brkfst News)	7:18	7:38	25.5	25.3
BBC 2	1:41	1:50	5.9	6.0
TOTAL/ANY BBC	8:58	9:28	31.4	31.3
ITV (incl. GMTV)	9:00	9:13	31.5	30.5
CHANNEL 4/S4C	2:09	2:20	7.5	7.7
TOTAL/ANY COMM. TV	11:10	11:33	39.1	38.2
Total Terrestrial	20:08	21:00	70.5	69.5
Sky 1	2:03	1:59	7.2	6.6
Sky News	0:26	0:27	1.5	1.5
Sky Sports	1:01	1:12	3.6	4.0
The Movie Channel	0:52	0:58	3.0	3.2
Sky Movies	1:24	1:44	4.9	5.7
Sky Movies Gold	0:06	0:08	0.4	0.5
Total B Sky B	5:52	6:28	20.5	21.4
Children's Channel	0:23	0:27	1.4	1.5
MTV	0:21	0:22	1.2	1.2
Lifestyle	0:00	0:00	0.0	0.0
Screensport	0:00	0:13	0.0	0.7
UK Gold	0:48	0:49	2.8	2.7
Total Astra (Named Channels)	7:23	8:18	25.8	27.5
Other non terrestrial	1:03	0:54	3.7	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 22.12 million households or 53.00 million individuals aged 4+.

The Satellite and Cable Universe for the month of March is 3.07 million households or 9.06 million individuals aged 4+. The figures for the month of February were 3.05 million households or 9.01 million individuals aged 4+.

TALKBACK - WITH PETER FIDDICK

In the autumn, ITV have announced, Coronation Street will once more be given a repeat showing, in the daytime. On the strength of this month's Talkback table, one might ask whether this is really necessary. For it quite clearly shows that the veteran soap already gets one - on video. The chart shows the programmes most replayed on the BARB panel's VCRs within a week of transmission. Clearly No.1 is the movie Ghostbusters II - though, interestingly, even with its near-2 million video audience it still only scraped into bottom place in the month's full Top 50 chart (see overleaf).

But the most striking feature of this video chart is the Street: all twelve episodes are in the first 25 places, half of them with audiences above 1 million. Contrast that with just two Eastenders and the absence of all other soaps. In short, Coronation Street fans are catching up on missed episodes without the help of the schedulers - on video.

Also reflected here is the Sunday night confrontation between The Darling Buds of May and the debut of A Year In Provence. On opening night (Sunday March 7) see them at Nos 9 and 11, as two million people hedge their bets. Thereafter, the video audience for John Thaw stays up (Nos 18, 20) but Darling Buds was pulling the audience on the night.

And one sinister oddity: No 29 - The Krays. The only C4 or BBC2 programme to get anywhere near the chart. Screened from 10.15pm to past midnight on a Sunday. The pubs must close late in Essex.

VIDEO PLAYBACK: TOP 40 MARCH 1993

1.	Ghost busters II	(ITV, Sat 10)	1.952
2.	Coronation Street	(ITV, Wed 22)	1.390
3.	One Foot in The Grave	(BBC1, Sun 07)	1.357
4.	Lethal Weapon	(ITV, Mon 01)	1.347
5.	Coronation Street	(ITV, Fri 19)	1.303
6.	Coronation Street	(ITV, Mon 22)	1.296
7.	Coronation Street	(ITV, Fri 12)	1.129
8.	Coronation Street	(ITV, Wed 10)	1.033
9.	A Year in Provence	(BBC1, Sun 07)	1.025
10.	Coronation Street	(ITV, Mon 15)	1.020
11.	Darling Buds of May	(ITV, Sun 07)	0.971
12.	Beetlejuice	(ITV, Sat 20)	0.953
13.	Coronation Street	(ITV, Mon 08)	0.933
14.	Coronation Street	(ITV, Fri 05)	0.892
15.	Coronation Street	(ITV, Fri 26)	0.887
16.	Lovejoy	(BBC1, Sun 07)	0.850
17.	Coronation Street	(ITV, Wed 03)	0.823
18.	A Year in Provence	(BBC1, Sun 14)	0.821
19.	The Bill	(ITV, Fri 26)	0.812
20.	A Year in Provence	(BBC1, Sun 21)	0.805
21.	Noel's House Party	(BBC1, Sat 13)	0.800
22.	Watching	(ITV, Sun 07)	0.798
23.	Coronation Street	(ITV, Wed 17)	0.794
24.	Lovejoy	(BBC1, Sun 28)	0.792
25.	Coronation Street	(ITV, Mon 01)	0.779
26.	Lovejoy	(BBC1, Sun 14)	0.773
27.	Lethal Weapon Part I	(ITV, Mon 01)	0.755
28.	Eastenders	(BBC1, Thurs 11)	0.734
29.	The Krays	(C4, Sun 14)	0.723
30.	Short Circuit	(BBC1, Tues 09)	0.712
31.	Eastenders	(BBC1, Tues 09)	0.706
32.	May to December	(BBC1, Wed 10)	0.698
33.	One Foot in The Grave	(BBC1, Sun 14)	0.686
34.	Taggart	(ITV, Mon 02)	0.685
35.	Firefox	(BBC1, Wed 03)	0.681
36.	Brighton Belles	(ITV, Tues 09)	0.654
37.	Detectives	(BBC1, Wed 03)	0.646
38.	Blind Date	(ITV, Sat 13)	0.640
39.	Barrymore	(ITV, Sat 13)	0.633
40.	Darling Buds of May	(ITV, Sun 21)	0.613