

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 EASTENDERS	Thu 01 April/Sun 04 April	20.83
2 EASTENDERS	Thu 22 April/Sun 25 April	19.89
3 EASTENDERS	Tue 30 March/Sun 04 April	19.84
4 CORONATION STREET	Wed 31 March/Sun 04 April	19.43
5 EASTENDERS	Thu 15 April/Sun 18 April	19.41
6 EASTENDERS	Thu 08 April/Sun 11 April	19.28
7 CORONATION STREET	Mon 29 March	18.92
8 CORONATION STREET	Fri 02 April/Sun 04 April	18.82
9 CORONATION STREET	Fri 23 April/Sun 25 April	18.33
10 EASTENDERS	Tue 06 April/Sun 11 April	18.15
11 CORONATION STREET	Mon 05 April	18.08
12 EASTENDERS	Tue 13 April/Sun 18 April	17.92
13 CORONATION STREET	Mon 19 April	17.86
14 EASTENDERS	Tue 20 April/Sun 25 April	17.59
15 CORONATION STREET	Wed 14 April/Sat 17 April	17.44
16 CORONATION STREET	Mon 26 April	17.14
17 CORONATION STREET	Fri 16 April/Sat 17 April	17.08
18 CORONATION STREET	Mon 12 April	17.02
19 CORONATION STREET	Fri 09 April/Sun 11 April	17.01
20 CORONATION STREET	Wed 07 April/Sun 11 April	16.83
21 EASTENDERS	Tue 27 April/Sun 02 May	16.47
22 EASTENDERS	Thu 29 April/Sun 02 May	16.45
23 CORONATION STREET	Wed 28 April/Sun 02 May	16.30
24 CORONATION STREET	Fri 30 April/Sun 02 May	16.25
25 THE BILL	Fri 02 April	16.05
26 NEIGHBOURS (1330/1737)	Mon 05 April	15.96
27 CORONATION STREET	Wed 21 April/Sun 25 April	15.95
28 NEIGHBOURS (1330/1737)	Tue 06 April	15.86
29 NEIGHBOURS (1329/1737)	Fri 16 April	15.63
30 NEIGHBOURS (1330/1737)	Mon 29 March	15.60
31 NEIGHBOURS (1329/1737)	Tue 30 March	15.57
32 NEIGHBOURS (1319/1737)	Fri 09 April	15.42
33 NEIGHBOURS (1332/1737)	Thu 01 April	15.24
34 GRAND NATIONAL 1993	Sat 03 April	15.17
35 NEIGHBOURS (1332/1739)	Wed 07 April	15.14
36 HEARTBEAT	Sun 02 May	15.10
37 HEARTBEAT	Sun 25 April	14.91
38 NEIGHBOURS (1330/1737)	Wed 31 March	14.89
39 NEIGHBOURS (1330/1736)	Mon 26 April	14.87
39= NEIGHBOURS (1330/1736)	Mon 19 April	14.87
41 NEIGHBOURS (1330/1737)	Tue 13 April	14.85
42 THE BILL	Tue 30 March	14.82
43 HOME AND AWAY (1322/1712)	Fri 09 April	14.75
44 NEIGHBOURS (1330/1736)	Fri 23 April	14.74
44= NEIGHBOURS (1330/1737)	Thu 08 April	14.74
46 NEIGHBOURS (1331/1736)	Thu 22 April	14.66
47 THE BILL	Tue 13 April	14.60
48 NEIGHBOURS (1330/1737)	Tue 20 April	14.56
49 HEARTBEAT	Sun 18 April	14.50
50 DARLING BUDS/MAY	Sun 04 April	14.48



5 WEEKS ENDING
02 May 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	
	April (Hrs : Mins)	March (Hrs : Mins)	April (%)	March (%)
ALL/ANY TV	26:01	26:44	100.0	100.0
BBC 1 (incl. Brkfst News)	8:17	8:51	31.9	33.1
BBC 2	2:55	2:28	11.2	9.2
TOTAL BBC	11:12	11:19	43.0	42.3
ITV (incl. GMTV)	10:15	10:57	39.4	40.9
CHANNEL 4/S4C	3:03	3:02	11.7	11.4
TOTAL/ANY COMM.TV	13:18	13:59	51.1	52.3
Other Viewing	1:31	1:27	5.8	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	
	Apr (%)	Mar (%)	Apr (%)	Mar (%)	Apr (%)	Mar (%)	Apr (%)	Mar (%)	Apr (%)	Mar (%)
London	37.8	38.9	11.2	11.1	32.7	34.3	11.3	9.3	6.9	6.5
Midlands E&W	40.7	42.4	10.9	10.4	30.5	31.9	10.7	9.0	7.2	6.3
North West	41.1	43.4	11.6	11.5	30.4	31.2	10.5	8.2	6.5	5.8
Yorkshire	39.1	40.3	12.7	12.2	31.7	32.9	10.7	9.0	5.7	5.6
C. Scotland	39.0	40.3	14.4	14.3	29.0	30.3	12.0	9.1	5.6	6.0
Wales & West	38.6	39.3	10.0	9.9	33.0	34.6	11.8	9.9	6.6	6.4
South & S.East	39.4	41.2	10.9	10.1	33.2	34.0	11.5	9.9	4.9	4.9
North East	37.8	39.3	14.2	13.5	32.9	33.6	10.6	8.8	4.5	4.8
East of England	37.5	36.2	10.6	10.1	33.1	35.0	11.1	9.8	7.6	6.9
South West	36.8	38.4	11.0	10.8	35.8	36.8	12.6	9.8	3.9	4.2
Ulster	43.0	44.3	12.1	11.4	27.8	28.9	9.5	7.6	7.5	7.9
Border	40.5	42.6	11.5	11.2	30.8	31.8	11.1	8.8	6.0	5.6
N. Scotland	40.6	43.3	12.3	11.4	28.6	30.2	11.5	8.5	6.9	6.7
Network	39.4	40.9	11.7	11.4	31.9	33.1	11.2	9.2	5.8	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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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	
	April (Hrs : Mins)	March (Hrs : Mins)	April (%)	March (%)
ALL/ANY TV	28:12	28:34	100.0	100.0
BBC 1 (Incl. Brkfst News)	6:42	7:18	23.7	25.5
BBC 2	2:05	1:41	7.4	5.9
TOTAL/ANY BBC	8:46	8:58	31.1	31.4
ITV (incl. GMTV)	8:39	9:00	30.6	31.5
CHANNEL 4/S4C	2:17	2:09	8.1	7.5
TOTAL/ANY COMM. TV	10:55	11:10	38.7	39.1
Total Terrestrial	19:42	20:08	69.8	70.5
Sky 1	1:59	2:03	7.1	7.2
Sky News	0:23	0:26	1.4	1.5
Sky Sports	1:04	1:01	3.8	3.6
The Movie Channel	0:56	0:52	3.3	3.0
Sky Movies	1:26	1:24	5.1	4.9
Sky Movies Gold	0:09	0:06	0.5	0.4
Total B Sky B	5:57	5:52	21.1	20.5
Children's Channel	0:25	0:23	1.5	1.4
MTV	0:22	0:21	1.3	1.2
Lifestyle	0:00	0:00	0.0	0.0
Screensport	0:00	0:00	0.0	0.0
UK Gold	0:47	0:48	2.8	2.8
Total Astra (Named Channels)	7:31	7:23	26.7	25.8
Other non terrestrial	1:00	1:03	3.5	3.7

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 22.11 million households or 52.83 million individuals aged 4+.

The Satellite and Cable Universe for the month of April is 3.15 million households or 9.26 million individuals aged 4+. The figures for the month of March were 3.07 million households or 9.06 million individuals aged 4+.

TALKBACK - WITH PETER FIDDICK

THE OTHER TOP 40

Why should the big shows get all the limelight? This month's alternative look at the ratings does for the "minority" channels what our regular Top Fifty, overleaf, does for BBC1 and ITV. The rules are slightly different, however. In order to give a glimpse of a wider range of BBC2 and C4 popular programming I have allowed each title only its best audience from this 5-week month and excluded repeat showings (although these figures do include the video replay element, mostly very small indeed). So even Brookside gets only one episode in the chart, though six scored higher than our No.40.

That said, five of the six top programmes may be regarded as one-offs: four are C4's Sunday-night movies and No.6, Snapper, a Screen Two film. Elsewhere, the range of genres is quite wide. BBC2 has 23 places, C4 17.

1	Nuns On The Run	C4	Sun 18	9.20
2	Bill/Ted's Excellent Adventure	C4	Sun 11	7.29
3	Good Morning Vietnam	C4	Sun 25	6.75
4	French & Saunders	BBC2	Thurs 1	5.72
5	Popeye	C4	Sun 2 (May)	5.39
6	Snapper	BBC2	Sun 4	5.31
7	Roseanne	C4	Fri 2	5.17
8	Golden Girls	C4	Wed 7	5.10
9	Golden Palace	C4	Wed 14	4.95
10	Horizon	BBC2	Mon 5	4.83
11	Have I Got News For You	BBC2	Fri 16	4.79
12	Crystal Maze	C4	Thurs 15	4.73
13	Top Gear	BBC2	Thurs 1	4.70
14	International Snooker	BBC2	Sun 2 (May)	4.66
15	Quantum Leap	BBC2	Tue 30 (March)	4.60
16	Name of The Rose	C4	Mon 12	4.47
17	San Marino Grand Prix	BBC2	Sun 25	4.44
18	Countdown	C4	Thurs 1	4.42
19	Comic Strip	BBC2	Tues 29	4.36
20	Brookside	C4	Mon 26	4.31
21	Sunday Grandstand	BBC2	Sun 11	4.25
22	Star Trek	BBC2	Wed 31 (March)	4.24
23	Labour of Love	BBC2	Thurs 1	4.22
24	Peggy Sue Got Married	BBC2	Sun 18	4.07
25	Natural World	BBC2	Sun 11	4.01
26	Forty Minutes	BBC2	Tues 30 (March)	3.90
27	Shenandoah	BBC2	Mon 12	3.72
28	Gardener's World	BBC2	Fri 23	3.64
29=	Surgical Spirit	C4	Mon 5	3.61
29=	Count Dracula	BBC2	Mon 5	3.61
29=	Cheers	C4	Fri 23	3.61
32	Little House On The Prairie	C4	Sun 18	3.58
33	Secret Nature	BBC2	Tues 30 (March)	3.55
34	Whose Line Is It Anyway	C4	Fri 16	3.53
35	True Stories	C4	Thurs 22	3.51
36	Fresh Prince Bel Air	BBC2	Mon 5	3.50
37	Bugles in the Afternoon	BBC2	Thurs 22	3.46
38	International Gymnastics	BBC2	Fri 16	3.45
39	Red Dwarf	BBC2	Fri 9	3.42
40	Fifteen-to-One	C4	Tues 6	3.38

[All dates unless otherwise specified refer to April]