

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 EASTENDERS	Thu 13 May/Sun 16 May	19.27
2 EASTENDERS	Thu 27 May/Sun 30 May	18.16
3 EASTENDERS	Thu 06 May/Sun 09 May	17.65
4 CORONATION STREET	Mon 17 May	17.38
5 CORONATION STREET	Wed 05 May/Sun 09 May	17.34
6 CORONATION STREET	Mon 10 May	17.29
7 CORONATION STREET	Fri 14 May/Sun 16 May	17.18
8 EASTENDERS	Tue 11 May/Sun 16 May	16.84
9 CORONATION STREET	Wed 12 May/Sun 16 May	16.72
10 CORONATION STREET	Wed 19 May/Sun 23 May	16.68
11 CORONATION STREET	Fri 07 May/Sun 09 May	16.63
12 HEARTBEAT	Sun 16 May	16.47
13 CORONATION STREET	Fri 28 May/Sun 30 May	16.13
14 EASTENDERS	Tue 25 May/Sun 30 May	16.06
15 EASTENDERS	Tue 04 May/Sun 09 May	16.02
16 EASTENDERS	Tue 18 May/Sun 23 May	15.47
17 CORONATION STREET	Fri 21 May/Sun 23 May	15.33
18 HEARTBEAT	Sun 09 May	15.29
19 CORONATION STREET	Mon 24 May	14.97
20 NEIGHBOURS (1332/1737)	Mon 17 May	14.94
21 CORONATION STREET	Mon 03 May	14.90
22 NEIGHBOURS (1331/1737)	Mon 10 May	14.89
23 NEIGHBOURS (1330/1736)	Thu 20 May	14.63
24 NEIGHBOURS (1329/1736)	Fri 14 May	14.25
25 HEARTBEAT	Sun 30 May	14.00
26 CORONATION STREET	Wed 26 May/Sun 30 May	13.97
27 NEIGHBOURS (1331/1736)	Thu 27 May	13.92
28 NEIGHBOURS (1333/1737)	Wed 05 May	13.69
29 EASTENDERS	Thu 20 May/Sun 23 May	13.68
30 NEIGHBOURS (1332/1736)	Wed 26 May	13.67
30= NEIGHBOURS (1331/1736)	Fri 21 May	13.67
32 NEIGHBOURS (1331/1736)	Tue 04 May	13.59
33 NEIGHBOURS (1331/1736)	Fri 28 May	13.54
34 NEIGHBOURS (1329/1736)	Tue 25 May	13.51
35 NEIGHBOURS (1330/1737)	Thu 13 May	13.45
36 MATCH OF THE DAY	Thu 20 May	13.44
36= NEIGHBOURS (1330/1737)	Mon 24 May	13.44
38 PEAK PRACTICE	Mon 10 May	13.43
39 NEIGHBOURS (1331/1737)	Wed 12 May	13.31
40 HEARTBEAT	Sun 23 May	13.17
41 NEIGHBOURS (1331/1735)	Fri 07 May	13.07
42 NEIGHBOURS (1330/1737)	Tue 11 May	13.06
42= NEIGHBOURS (1330/1737)	Tue 18 May	13.06
44 NEIGHBOURS (1332/1736)	Thu 06 May	12.91
45 THE BILL	Tue 04 May	12.82
46 THE BILL	Tue 25 May	12.81
47 THE BILL	Thu 13 May	12.80
48 PEAK PRACTICE	Mon 17 May	12.79
49 TAGGART	Tue 04 May	12.61
50 PEAK PRACTICE	Mon 24 May	12.53

BARB

BROADCASTERS'
AUDIENCE
RESEARCH
BOARD LTD

4 WEEKS ENDING
30 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	
	May (Hrs : Mins)	April (Hrs : Mins)	May (%)	April (%)
ALL/ANY TV	23:39	26:01	100.0	100.0
BBC 1 (incl. Brkfst News)	7:43	8:17	32.6	31.9
BBC 2	2:21	2:55	9.9	11.2
TOTAL BBC	10:03	11:12	42.5	43.0
ITV (incl. GMTV)	9:36	10:15	40.6	39.4
CHANNEL 4/S4C	2:39	3:03	11.2	11.7
TOTAL/ANY COMM.TV	12:14	13:18	51.8	51.1
Other Viewing	1:21	1:31	5.7	5.8

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	
	May (%)	Apr (%)	May (%)	Apr (%)	May (%)	Apr (%)	May (%)	Apr (%)	May (%)	Apr (%)
London	39.0	37.8	10.7	11.2	33.6	32.7	10.0	11.3	6.7	6.9
Midlands E&W	42.8	40.7	10.1	10.9	31.1	30.5	9.7	10.7	6.2	7.2
North West	41.9	41.1	10.9	11.6	31.0	30.4	9.4	10.5	6.7	6.5
Yorkshire	40.0	39.1	11.9	12.7	33.0	31.7	9.8	10.7	5.3	5.7
C. Scotland	40.2	39.0	14.1	14.4	29.2	29.0	9.5	12.0	7.0	5.6
Wales & West	38.3	38.6	10.0	10.0	33.9	33.0	10.8	11.8	7.0	6.6
South & S. East	40.3	39.4	10.5	10.9	34.3	33.2	10.7	11.5	4.3	4.9
North East	39.4	37.8	13.3	14.2	33.5	32.9	8.9	10.6	4.9	4.5
East of England	39.0	37.5	10.1	10.6	33.1	33.1	10.3	11.1	7.5	7.6
South West	38.6	36.8	10.4	11.0	36.5	35.8	10.6	12.6	3.8	3.9
Ulster	42.6	43.0	11.7	12.1	30.0	27.8	7.6	9.5	8.0	7.5
Border	42.5	40.5	11.9	11.5	31.7	30.8	9.0	11.1	4.9	6.0
N. Scotland	42.0	40.6	11.8	12.3	30.1	28.6	8.8	11.5	7.4	6.9
Network	40.6	39.4	11.2	11.7	32.6	31.9	9.9	11.2	5.7	5.8

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	
	May (Hrs : Mins)	April (Hrs : Mins)	May (%)	April (%)
ALL/ANY TV	25:11	28:12	100.0	100.0
BBC 1 (Incl. Brkfst News)	6:15	6:42	24.8	23.7
BBC 2	1:43	2:05	6.8	7.4
TOTAL/ANY BBC	7:58	8:46	31.6	31.1
ITV (incl. GMTV)	7:50	8:39	31.1	30.6
CHANNEL 4/S4C	1:54	2:17	7.5	8.1
TOTAL/ANY COMM. TV	9:44	10:55	38.6	38.7
Total Terrestrial	17:42	19:42	70.2	69.8
Sky 1	2:04	1:59	8.2	7.1
Sky News	0:20	0:23	1.3	1.4
Sky Sports	0:45	1:04	3.0	3.8
The Movie Channel	0:45	0:56	3.0	3.3
Sky Movies	1:08	1:26	4.5	5.1
Sky Movies Gold	0:11	0:09	0.7	0.5
Total B Sky B	5:13	5:57	20.7	21.1
Children's Channel	0:19	0:25	1.2	1.5
MTV	0:20	0:22	1.3	1.3
Lifestyle	0:00	0:00	0.0	0.0
Screensport	0:00	0:00	0.0	0.0
UK Gold	0:42	0:47	2.8	2.8
Total Astra (Named Channels)	6:34	7:31	26.1	26.7
Other non terrestrial	0:56	1:00	3.7	3.5

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 52.86 million individuals aged 4+.

The Satellite and Cable Universe for the month of May is 3.18 million households or 9.36 million individuals aged 4+. The figures for the month of April were 3.15 million households or 9.26 million individuals aged 4+.

TALKBACK - WITH PETER FIDDICK

This month's Talkback tables give a year-on-year comparison between May 93 and 92 which, apart from some interesting detail, shows telling shifts even at the headline level. The first table, derived from all homes (as on Table 1 of this Summary) shows a modest overall increase in viewing, within which losses by the BBC are offset by gains for Commercial TV and Other Viewing.

But in homes with satellite receivers (Table 2) we find a very much larger overall increase - 73 mins per head - nearly all of which (66 mins), however, is won by the terrestrial channels. Most satellite channels show a loss, May-on-May, and the main gain is from the arrival of UK Gold, which more than compensates for the disappearance of Lifestyle and Screensport. (Please note that under "Sky Movies Gold" last year's figures are for the Comedy Channel, since withdrawn.)

	MAY '92 (HRS:MINS)	MAY '93 (HRS:MINS)	CHANGE (MINS)	MAY '92 SHARE %	MAY '93 SHARE %	CHANGE
ALL/ANY TV	23:18	23:39	+21	100.00	100.0	-
BBC1	7:53	7:43	-10	33.8	32.6	-1.2
BBC2	2:35	2:21	-14	11.1	9.9	-1.2
TOTAL/ANY BBC	10:28	10:03	-25	44.9	42.5	-2.4
ITV	9:25	9:36	+11	40.4	40.6	+0.2
C4/S4C	2:20	2:39	+19	10.0	11.2	+1.2
TOTAL/ANY COM. TV	11:44	12:14	+30	50.4	51.8	+1.4
OTHER VIEWING	1:06	1:21	+15	4.7	5.7	+1.0

	MAY '92 (HRS:MINS)	MAY '93 (HRS:MINS)	CHANGE (MINS)	SHARE % CHANGE
ALL/ANY TV	23:58	25:11	+73	-
BBC1	5:53	6:15	+22	+0.3
BBC2	1:56	1:43	-13	-1.2
TOTAL/ANY BBC	7:48	7:58	+10	-0.9
ITV	7:11	7:50	+39	+1.2
C4/S4C	1:37	1:54	+17	+0.8
TOTAL/ANY COMM.TV	8:47	9:44	+57	+2.0
TOTAL TERR.	16:36	17:42	+66	+1.0
SKY1	1:54	2:04	+10	+0.3
SKY NEWS	0:27	0:20	-07	-0.5
SKY SPORT	0:44	0:45	+01	0.0
MOVIE CHANNEL	0:50	0:45	-05	-0.4
SKY MOVIES	1:21	1:08	-13	-1.1
SKY.MOVIE GOLD /COMEDY	0:06	0:11	+05	+0.3
TOTAL BSKYB	5:21	5:13	-08	-1.5
CHILDREN'S CHANNEL	0:20	0:19	-01	-0.1
MTV	0:25	0:20	-05	-0.4
LIFESTYLE	0:16	-	(-16)	(-1.1)
SCREENSPORT	0:12	-	(-12)	(-0.8)
UK GOLD	-	0:42	(+42)	(+2.8)
TOTAL ASTRA	6:34	6:34	0.0	-1.2
OTHER NON-TERR.	0:49	0:56	+07	+0.4

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SKY MOVIES GOLD - REACH DATA

Due to a processing omission, the reach data for Sky Movies Gold was not included in the Weekly Press release for several weeks. The missing figures are listed below.

Week Ending	% Reach	
	Average Daily	Weekly
9th May 1993	3.4	15.2
16th May 1993	3.8	17.7
23rd May 1993	3.4	14.8
30th May 1993	3.0	15.2
6th June 1993	2.5	12.1

AGB apologises for any inconvenience this may have caused.

