

## THE MONTH'S TOP FIFTY PROGRAMMES.

| Programme Title              | Day & Date              | Viewing<br>Including<br>Timeshift<br>(millions) |
|------------------------------|-------------------------|-------------------------------------------------|
| 1 CORONATION STREET          | Wed 16 June/Sun 20 June | 17.15                                           |
| 2 CORONATION STREET          | Fri 11 June/Sun 13 June | 16.87                                           |
| 3 CORONATION STREET          | Mon 14 June             | 16.39                                           |
| 4 EASTENDERS                 | Thu 10 June/Sun 13 June | 16.20                                           |
| 5 EASTENDERS                 | Thu 17 June/Sun 20 June | 16.11                                           |
| 6 CORONATION STREET          | Fri 18 June/Sun 20 June | 15.96                                           |
| 7 CORONATION STREET          | Fri 25 June/Sun 27 June | 15.72                                           |
| 8 EASTENDERS                 | Thu 03 June/Sun 06 June | 15.65                                           |
| 9 CORONATION STREET          | Wed 23 June/Sun 27 June | 15.55                                           |
| 10 CORONATION STREET         | Mon 21 June             | 15.54                                           |
| 11 CORONATION STREET         | Mon 07 June             | 15.44                                           |
| 12 CORONATION STREET         | Fri 04 June/Sun 06 June | 15.41                                           |
| 13 EASTENDERS                | Tue 15 June/Sun 20 June | 15.37                                           |
| 14 CORONATION STREET         | Wed 09 June/Sun 13 June | 15.28                                           |
| 15 NEIGHBOURS (1330/1736)    | Fri 18 June             | 14.94                                           |
| 16 NEIGHBOURS (1329/1737)    | Mon 21 June             | 14.70                                           |
| 17 CORONATION STREET         | Wed 02 June/Sun 06 June | 14.67                                           |
| 18 HEARTBEAT                 | Sun 13 June             | 14.11                                           |
| 19 NEIGHBOURS (1331/1736)    | Wed 16 June             | 14.10                                           |
| 20 NEIGHBOURS (1330/1736)    | Mon 14 June             | 14.02                                           |
| 21 HEARTBEAT                 | Sun 20 June             | 14.00                                           |
| 22 NEIGHBOURS (1331/1737)    | Fri 11 June             | 13.98                                           |
| 22= EASTENDERS               | Tue 01 June/Sun 06 June | 13.98                                           |
| 24 EASTENDERS                | Tue 22 June/Sun 27 June | 13.83                                           |
| 25 EASTENDERS                | Tue 08 June/Sun 13 June | 13.81                                           |
| 26 NEIGHBOURS (1330/1737)    | Tue 01 June             | 13.59                                           |
| 27 NEIGHBOURS (1331/1737)    | Wed 02 June             | 13.40                                           |
| 28 EASTENDERS                | Thu 24 June/Sun 27 June | 13.37                                           |
| 29 NEIGHBOURS (1329/1736)    | Thu 10 June             | 13.23                                           |
| 30 NEIGHBOURS (1329/1736)    | Tue 15 June             | 13.14                                           |
| 31 CORONATION STREET         | Mon 31 May              | 13.11                                           |
| 32 NEIGHBOURS (1331/1737)    | Wed 09 June             | 13.09                                           |
| 33 NEIGHBOURS (1329/1736)    | Thu 17 June             | 13.05                                           |
| 34 PEAK PRACTICE             | Mon 14 June             | 12.96                                           |
| 35 PEAK PRACTICE             | Mon 31 May              | 12.92                                           |
| 36 NEIGHBOURS (1329/1737)    | Tue 22 June             | 12.86                                           |
| 37 NEIGHBOURS (1331/1737)    | Wed 23 June             | 12.78                                           |
| 38 LADY CHATTERLEY           | Sun 13 June             | 12.69                                           |
| 39 HEARTBEAT                 | Sun 06 June             | 12.68                                           |
| 40 NEIGHBOURS (1329/1736)    | Fri 25 June             | 12.66                                           |
| 41 PEAK PRACTICE             | Mon 21 June             | 12.50                                           |
| 42 NEIGHBOURS (1331/1736)    | Mon 07 June             | 12.48                                           |
| 43 NEIGHBOURS (1330/1736)    | Thu 03 June             | 12.29                                           |
| 44 NEIGHBOURS (1316/1739)    | Mon 31 May              | 12.25                                           |
| 45 NEIGHBOURS (1329/1737)    | Fri 04 June             | 12.22                                           |
| 46 PEAK PRACTICE             | Mon 07 June             | 12.15                                           |
| 46= LADY CHATTERLEY          | Sun 06 June             | 12.15                                           |
| 48 LADY CHATTERLEY           | Sun 20 June             | 12.14                                           |
| 49 FREDDIE STARR             | Mon 31 May              | 12.12                                           |
| 50 HOME AND AWAY (1318/1713) | Mon 14 June             | 12.11                                           |

# BARB

BROADCASTERS'  
AUDIENCE  
RESEARCH  
BOARD LTD

4 WEEKS ENDING  
27 June 1993

# THIS MONTH'S VIEWING SUMMARY

Produced for BARB

## HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING Including Timeshift

| Channel                   | Average Weekly<br>Viewing per person |                     | Share of<br>Total Viewing |            |
|---------------------------|--------------------------------------|---------------------|---------------------------|------------|
|                           | June<br>(Hrs : Mins)                 | May<br>(Hrs : Mins) | June<br>(%)               | May<br>(%) |
| ALL/ANY TV                | 22:24                                | 23:39               | 100.0                     | 100.0      |
| BBC 1 (incl. Brkfst News) | 6:54                                 | 7:43                | 30.8                      | 32.6       |
| BBC 2                     | 2:30                                 | 2:21                | 11.2                      | 9.9        |
| TOTAL BBC                 | 9:24                                 | 10:03               | 42.0                      | 42.5       |
| ITV (incl. GMTV)          | 9:02                                 | 9:36                | 40.3                      | 40.6       |
| CHANNEL 4/S4C             | 2:34                                 | 2:39                | 11.5                      | 11.2       |
| TOTAL/ANY COMM.TV         | 11:36                                | 12:14               | 51.8                      | 51.8       |
| Other Viewing             | 1:23                                 | 1:21                | 6.2                       | 5.7        |

## 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 |            |
|-----------------|------------|------------|---------------|------------|------------|------------|------------|------------|---------------|------------|
|                 | Jun<br>(%) | May<br>(%) | Jun<br>(%)    | May<br>(%) | Jun<br>(%) | May<br>(%) | Jun<br>(%) | May<br>(%) | Jun<br>(%)    | May<br>(%) |
| London          | 38.7       | 39.0       | 10.7          | 10.7       | 31.6       | 33.6       | 12.0       | 10.0       | 7.0           | 6.7        |
| Midlands E&W    | 41.7       | 42.8       | 10.8          | 10.1       | 29.3       | 31.1       | 11.2       | 9.7        | 7.0           | 6.2        |
| North West      | 42.1       | 41.9       | 11.1          | 10.9       | 29.4       | 31.0       | 10.6       | 9.4        | 6.8           | 6.7        |
| Yorkshire       | 39.9       | 40.0       | 12.9          | 11.9       | 31.0       | 33.0       | 10.8       | 9.8        | 5.3           | 5.3        |
| C. Scotland     | 39.7       | 40.2       | 13.8          | 14.1       | 27.8       | 29.2       | 9.7        | 9.5        | 9.0           | 7.0        |
| Wales & West    | 39.5       | 38.3       | 10.2          | 10.0       | 31.8       | 33.9       | 11.1       | 10.8       | 7.4           | 7.0        |
| South & S.East  | 40.6       | 40.3       | 10.4          | 10.5       | 32.3       | 34.3       | 12.0       | 10.7       | 4.8           | 4.3        |
| North East      | 38.0       | 39.4       | 14.1          | 13.3       | 31.9       | 33.5       | 10.7       | 8.9        | 5.3           | 4.9        |
| East of England | 38.2       | 39.0       | 9.9           | 10.1       | 31.8       | 33.1       | 11.8       | 10.3       | 8.3           | 7.5        |
| South West      | 39.0       | 38.6       | 10.2          | 10.4       | 34.2       | 36.5       | 11.8       | 10.6       | 4.8           | 3.8        |
| Ulster          | 42.9       | 42.6       | 12.8          | 11.7       | 27.7       | 30.0       | 8.1        | 7.6        | 8.4           | 8.0        |
| Border          | 44.2       | 42.5       | 11.9          | 11.9       | 28.1       | 31.7       | 9.7        | 9.0        | 6.0           | 4.9        |
| N. Scotland     | 39.8       | 42.0       | 12.1          | 11.8       | 29.8       | 30.1       | 10.7       | 8.8        | 7.6           | 7.4        |
| Network         | 40.3       | 40.6       | 11.5          | 11.2       | 30.8       | 32.6       | 11.2       | 9.9        | 6.2           | 5.7        |

**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 |             |
|------------------------------|-----------------------------------|------------------|------------------------|-------------|
|                              | June (Hrs : Mins)                 | May (Hrs : Mins) | June (%)               | May (%)     |
| ALL/ANY TV                   | 24:08                             | 25:11            | 100.0                  | 100.0       |
| BBC 1 (Incl. Brkfst News)    | 5:30                              | 6:15             | 22.8                   | 24.8        |
| BBC 2                        | 1:53                              | 1:43             | 7.8                    | 6.8         |
| TOTAL/ANY BBC                | 7:23                              | 7:58             | 30.6                   | 31.6        |
| ITV (incl. GMTV)             | 7:22                              | 7:50             | 30.5                   | 31.1        |
| CHANNEL 4/S4C                | 1:50                              | 1:54             | 7.6                    | 7.5         |
| TOTAL/ANY COMM. TV           | 9:12                              | 9:44             | 38.1                   | 38.6        |
| <b>Total Terrestrial</b>     | <b>16:35</b>                      | <b>17:42</b>     | <b>68.7</b>            | <b>70.2</b> |
| Sky 1                        | 2:03                              | 2:04             | 8.5                    | 8.2         |
| Sky News                     | 0:22                              | 0:20             | 1.5                    | 1.3         |
| Sky Sports                   | 0:41                              | 0:45             | 2.8                    | 3.0         |
| The Movie Channel            | 0:50                              | 0:45             | 3.5                    | 3.0         |
| Sky Movies                   | 1:10                              | 1:08             | 4.8                    | 4.5         |
| Sky Movies Gold              | 0:08                              | 0:11             | 0.5                    | 0.7         |
| Total B Sky B                | 5:13                              | 5:13             | 21.6                   | 20.7        |
| Children's Channel           | 0:18                              | 0:19             | 1.2                    | 1.2         |
| MTV                          | 0:21                              | 0:20             | 1.5                    | 1.3         |
| Lifestyle                    | 0:00                              | 0:00             | 0.0                    | 0.0         |
| Screensport                  | 0:00                              | 0:00             | 0.0                    | 0.0         |
| UK Gold                      | 0:38                              | 0:42             | 2.6                    | 2.8         |
| Total Astra (Named Channels) | 6:31                              | 6:34             | 27.0                   | 26.1        |
| Other non terrestrial        | 1:01                              | 0:56             | 4.2                    | 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 22.13 million households or 52.88 million individuals aged 4+.

The Satellite and Cable Universe for the month of June is 3.22 million households or 9.48 million individuals aged 4+. The figures for the month of May were 3.18 million households or 9.36 million individuals aged 4+.

## **TALKBACK - WITH PETER FIDDICK**

As BSkyB begins to bang the drum for Sky One's autumn season, to be led by a clutch of US mini-series such as ITV or even BBC1 might have been happy to run, and with the announcement of the satellite stable's new marketing drive for a virtually all-subscription package imminent, this month's Talkback table gives a traditional Top Forty overview of satellite audience as their free-tv era closes.

What it demonstrates most clearly is the way Sky One, the general entertainment channel, underpins the rest. Just seven of the two movie channels' titles and two sports events (even if you count wrestling) make the chart. Star Trek, The Next Generation's aggregated audience dominate like ITV's soaps; the home-produced Games World proves addictive enough to take six slots. But the speed with whom the chart plummets from 1.10 million to 0.47 tells the story of a fragmented medium.

The latest universe estimates (see facing pages) put satellite and cable homes at 3.22 million for June, over 14% of the nation. But average growth in this first half of 1993 was 45,000 households per month, against 63,000 in the second half of last year

|     |                                              |      |                   |
|-----|----------------------------------------------|------|-------------------|
| 1.  | Addams Family (Sun 13 June 2001)             | 1.10 | The Movie Channel |
| 2.. | Star Trek Nxt Genrtn (Thu 17 Jun 1701/2159)  | 0.96 | SKY 1             |
| 3.. | Hot Shots (Mon 31 May 2002)                  | 0.95 | SKY Movies        |
| 4.. | Star Trek NXT Genrtn (Mon 14 Jun 1702/2200)  | 0.94 | SKY 1             |
| 5.. | Star Trek NXT Genrtn (Fri 11 Jun 1703/2201)  | 0.92 | SKY 1             |
| 5.  | Star Trek NXT Genrtn (Fri 07 Jun 1703/2203)  | 0.92 | SKY 1             |
| 7.  | Star Trek NXT Genrtn (Fri 18 Jun 1702/2201)  | 0.87 | SKY 1             |
| 7.  | Star Trek NXT Genrtn (Fri 25 Jun 1703/2201)  | 0.87 | SKY 1             |
| 9.  | Simpsons (Sun 20 Jun 1800)                   | 0.86 | SKY 1             |
| 10. | Star Trek NXT Genrtn (Wed 16 Jun 1701/2200)  | 0.85 | SKY 1             |
| 10. | Star Trek NXT Genrtn (Mon 31 May 1702/2201)  | 0.85 | SKY 1             |
| 10. | Hitman (Sat 12 Jun 2201)                     | 0.85 | SKY Movies        |
| 13  | Star Trek NXT Genrtn (Mon 21 Jun 1704/2200)  | 0.84 | SKY 1             |
| 14. | Star Trek Nxt Genrtn (Wed 23 Jun 1703/2200)  | 0.83 | SKY 1             |
| 14. | Star Trek Nxt Genrtn (Thu 03 Jun 1702/2159)  | 0.83 | SKY 1             |
| 16. | Star Trek Nxt Genrtn (Thu 24 Jun 1701/2159)  | 0.82 | SKY 1             |
| 17. | Star Trek Nxt Genrtn (Tue 08 Jun 1703/2200)  | 0.83 | SKY 1             |
| 17. | WWF Wrestling Challenge (Mon 14 Jun 1900)    | 0.81 | SKY Sport         |
| 19. | Star Trek Nxr Genrtn (Tue 22 Jun 1702/2200)  | 0.76 | SKY 1             |
| 20. | Star Trek Nxt Genrtn (Tue 01 Jun 1701/2201)  | 0.76 | SKY 1             |
| 20. | Simpsons (Sun 27 Jun 1803)                   | 0.76 | SKY 1             |
| 23. | Star Trek Nxt Genrtn (Tues 15 Jun 1700/2200) | 0.74 | SKY 1             |
| 24. | Star Trek Nxt Genrtn (Wed 09 Jun 1702/2201)  | 0.72 | SKY 1             |
| 25. | Star Trek Nxt Genrtn (Wed 02 Jun 1700/2200)  | 0.69 | SKY 1             |
| 25. | Simpsons ((Sun 06 Jun 1801)                  | 0.69 | SKY 1             |
| 27. | Star Trek Nxt Genrtn (Fri 04 Jun 1702/2202)  | 0.68 | SKY 1.            |
| 28. | Football (Wed 02 Jun 1700/2200)              | 0.67 | SKY Sports        |
| 29. | People under/stairs (Sat 26 Jun 1702/2202)   | 0.64 | The Movie Channel |
| 30. | Simpsons (Sun 13 Jun 1801)                   | 0.62 | SKY 1             |
| 31. | U.F.O. Special (Sat 05 Jun 1959)             | 0.54 | SKY 1             |
| 31. | Only the Lonely (Sun 27 Jun 2002)            | 0.54 | SKY Movies        |
| 31. | Cops Sat (12 Jun 2101)                       | 0.54 | SKY 1             |
| 31. | L.A. Law (Wed 02 Jun 2100)                   | 0.54 | SKY 1             |
| 35. | True Identity (Wed 02 Jun 2133)              | 0.51 | The Movie Channel |
| 36. | Games World (Fri 11 Jun 1800)                | 0.50 | SKY 1             |
| 37. | Games World (Mon 14 Jun 1800)                | 0.49 | SKY 1             |
| 38. | L.A. Law (Wed 23 Jun 2102)                   | 0.47 | SKY 1             |
| 38. | Cops (Sat 05 Jun 2100)                       | 0.47 | SKY 1             |
| 38. | Fisher King (Sun 20 Jun 2002)                | 0.47 | SKY Movies        |