

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 CORONATION STREET	Fri 09 July/Sun 11 July	16.79
2 EASTENDERS	Thu 29 July/Sun 01 August	16.64
3 EASTENDERS	Thu 15 July/Sun 18 July	16.53
4 CORONATION STREET	Wed 14 July/Sun 18 July	16.48
5 EASTENDERS	Thu 22 July/Sun 25 July	16.42
6 EASTENDERS	Thu 08 July/Sun 11 July	16.41
7 EASTENDERS	Tue 27 July/Sun 01 August	16.19
8 EASTENDERS	Tue 13 July/Sun 18 July	15.91
9 CORONATION STREET	Wed 07 July/Sun 11 July	15.86
10 CORONATION STREET	Fri 23 July/Sun 25 July	15.80
11 CORONATION STREET	Fri 30 July/Sun 01 August	15.77
12 CORONATION STREET	Fri 16 July/Sun 18 July	15.65
13 CORONATION STREET	Mon 19 July	15.48
14 CORONATION STREET	Mon 26 July	15.29
15 CORONATION STREET	Wed 21 July/Sun 25 July	15.18
16 CORONATION STREET	Fri 02 July/Sun 04 July	15.16
17 EASTENDERS	Tue 20 July/Sun 25 July	15.09
18 CORONATION STREET	Mon 12 July	14.99
19 CORONATION STREET	Wed 28 July/Sun 01 August	14.72
20 NEIGHBOURS (1331/1736)	Tue 13 July	14.54
21 CORONATION STREET	Mon 05 July	14.47
22 CORONATION STREET	Wed 30 June/Sun 04 July	14.38
23 EASTENDERS	Tue 06 July/Sun 11 July	14.13
24 NEIGHBOURS (1330/1737)	Tue 20 July	13.55
25 NEIGHBOURS (1330/1737)	Fri 09 July	13.50
26 NEIGHBOURS (1331/1737)	Mon 19 July	13.49
27 NEIGHBOURS (1330/1737)	Mon 12 July	13.33
28 NEIGHBOURS (1331/1736)	Wed 14 July	13.32
29 NEIGHBOURS (1330/1737)	Thu 15 July	13.29
30 NEIGHBOURS (1329/1736)	Tue 27 July	13.25
30= NEIGHBOURS (1331/1737)	Mon 26 July	13.25
32 EASTENDERS	Thu 01 July/Sun 04 July	13.18
33 NEIGHBOURS (1331/1736)	Thu 08 July	12.99
34 CORONATION STREET	Mon 28 June	12.92
35 NEIGHBOURS (1330/1737)	Thu 29 July	12.91
36 EASTENDERS	Tue 29 June/Sun 04 July	12.87
37 NEIGHBOURS (1331/1737)	Fri 23 July	12.71
38 NEIGHBOURS (1331/1737)	Wed 21 July	12.58
39 NEIGHBOURS (1331/1736)	Fri 30 July	12.50
40 NEIGHBOURS (1331/1737)	Fri 16 July	12.37
41 NEIGHBOURS (1330/1736)	Thu 22 July	12.34
42 NEIGHBOURS (1329/1737)	Mon 05 July	12.26
43 NEIGHBOURS (1330/1736)	Wed 28 July	12.23
44 HOME AND AWAY (1318/1711)	Tue 27 July	12.19
45 HOME AND AWAY (1318/1711)	Mon 19 July	12.10
46 THE BILL	Tue 13 July	12.07
47 HOME AND AWAY (1318/1711)	Tue 20 July	12.06
48 HOME AND AWAY (1318/1711)	Tue 13 July	12.02
49 HOME AND AWAY (1318/1711)	Mon 26 July	12.01
50 NEIGHBOURS (1331/1736)	Wed 07 July	11.97

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BARB

BROADCASTERS'
AUDIENCE
RESEARCH
BOARD LTD

5 WEEKS ENDING
01 August 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	
	July (Hrs : Mins)	June (Hrs : Mins)	July (%)	June (%)
ALL/ANY TV	22:39	22:24	100.0	100.0
BBC 1 (incl. Brkfst News)	7:01	6:54	31.0	30.8
BBC 2	2:54	2:30	12.8	11.2
TOTAL BBC	9:56	9:24	43.8	42.0
ITV (incl. GMTV)	8:46	9:02	38.7	40.3
CHANNEL 4/S4C	2:29	2:34	10.9	11.5
TOTAL/ANY COMM.TV	11:15	11:36	49.7	51.8
Other Viewing	1:29	1:23	6.5	6.2

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	
	Jul (%)	Jun (%)	Jul (%)	Jun (%)	Jul (%)	Jun (%)	Jul (%)	Jun (%)	Jul (%)	Jun (%)
London	38.2	38.7	10.1	10.7	31.5	31.6	12.8	12.0	7.3	7.0
Midlands E&W	39.2	41.7	10.6	10.8	29.0	29.3	13.4	11.2	7.8	7.0
North West	40.6	42.1	10.5	11.1	29.5	29.4	12.3	10.6	7.1	6.8
Yorkshire	38.7	39.9	11.9	12.9	31.6	31.0	12.2	10.8	5.6	5.3
C. Scotland	38.1	39.7	12.6	13.8	28.7	27.8	11.9	9.7	8.7	9.0
Wales & West	37.3	39.5	9.4	10.2	32.2	31.8	13.0	11.1	8.1	7.4
South & S.East	38.6	40.6	9.8	10.4	32.5	32.3	13.8	12.0	5.4	4.8
North East	36.3	38.0	12.6	14.1	33.3	31.9	12.3	10.7	5.5	5.3
East of England	36.4	38.2	10.0	9.9	31.7	31.8	13.4	11.8	8.4	8.3
South West	37.0	39.0	10.1	10.2	34.0	34.2	13.5	11.8	5.4	4.8
Ulster	43.4	42.9	12.4	12.8	26.7	27.7	8.9	8.1	8.6	8.4
Border	42.3	44.2	11.7	11.9	29.6	28.1	11.5	9.7	4.9	6.0
N. Scotland	37.9	39.8	11.8	12.1	30.3	29.8	12.6	10.7	7.3	7.6
Network	38.7	40.3	10.9	11.5	31.0	30.8	12.8	11.2	6.5	6.2

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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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	
	July (Hrs : Mins)	June (Hrs : Mins)	July (%)	June (%)
ALL/ANY TV	23:36	24:08	100.0	100.0
BBC 1 (Incl. Brkfst News)	5:19	5:30	22.5	22.8
BBC 2	2:11	1:53	9.2	7.8
TOTAL/ANY BBC	7:30	7:23	31.8	30.6
ITV (incl. GMTV)	6:44	7:22	28.5	30.5
CHANNEL 4/S4C	1:35	1:50	6.7	7.6
TOTAL/ANY COMM. TV	8:19	9:12	35.3	38.1
Total Terrestrial	15:49	16:35	67.0	68.7
Sky 1	2:05	2:03	8.9	8.5
Sky News	0:20	0:22	1.4	1.5
Sky Sports	0:29	0:41	2.0	2.8
The Movie Channel	0:51	0:50	3.6	3.5
Sky Movies	1:10	1:10	5.0	4.8
Sky Movies Gold	0:11	0:08	0.7	0.5
Total B Sky B	5:07	5:13	21.7	21.6
Children's Channel	0:24	0:18	1.7	1.2
MTV	0:23	0:21	1.6	1.5
Lifestyle	0:00	0:00	0.0	0.0
Screensport	0:00	0:00	0.0	0.0
UK Gold	0:49	0:38	3.4	2.6
Total Astra (Named Channels)	6:43	6:31	28.4	27.0
Other non terrestrial	1:05	1:01	4.6	4.2

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 22.15 million households or 52.81 million individuals aged 4+.

The Satellite and Cable Universe for the month of July is 3.24 million households or 9.70 million individuals aged 4+. The figures for the month of June were 3.22 million households or 9.48 million individuals aged 4+.

TALKBACK - WITH PETER FIDDICK

ALL OUR JULYS

There has been much talk recently about how much television people watch nowadays, in particular how it compares with past years: are people giving up television? So Talkabout makes its contribution to the debate with a snapshot of the month of July, back to the beginning of the BARB system in 1982.

This Month's Summary contains the regular information for July 1993. Our table shows the basics for twelve years: the month's total viewing, expressed as an average per head of the population per week; and the percentage shares won by the four terrestrial channels. It takes us, therefore, from the launch of C4 to the satellite era (only in the past two years has BARB recorded this "Other" viewing, recorded in July '92 as 4.8 per cent).

At first sight, there was a sudden surge in viewing between '83 and '84 but this must be regarded with caution, as there was a significant change in the BARB panel in 1984 (and again in '91). Note that the channels' share figures are not greatly affected.

That apart, the interesting thing about this past month's viewing figures is that they are not greatly different from the previous eight years'. The trend looks even smoother when we observe that two of the highest scores were boosted by the Barcelona Olympics (92) and the soccer World Cup (90). July 1986, on the other hand, was not greatly helped even by a Royal Wedding, when the nation was sufficiently beguiled by Fergie to put that event into the Top Fifty at Nos 10, 12, 23, 27, 29, 37 and 43 - plus the News.

In the other columns, the most obvious features are this year's sudden drop in BBC1's share, even from the level of the previous two, the steady growth of C4 and the ability of BBC2, with the aid of summer sports, to hold its own.

The story told by the Top Fifty charts tells a quite different story, of dramatic change in popular programming - well, not so much drama, perhaps, as soap opera. The soaps have always featured, of course: in '82, 19 places were taken by them. But that was the era of Coronation Street and Crossroads, with other programmes for the Big Top Variety to Give Us A Clue finding places in the chart. The Age of Innocence!

The seismic shift started in 85, with the likes of Dallas (No 5) and Wogan up against 29 soap episodes: Eastenders and Emmerdale Farm have entered the battle and the BBC has 16 places, against 1 in 1983. In 86, Eastenders got its audience-boosting omnibus repeat and the BBC now had 12 of the top 13 places, 24 in all. The next year, Crossroads had gone, but soaps still had 20 of the top 21 places. In 1988, Neighbours hit daytime, the BBC took the top 25 places and soaps the top 28.

In 1989, Coronation Street struck back, its own repeat putting soaps in the Top 35 places - though BBC2 managed to slip into No 40, with the Wimbledon men's Final. 1992 might have been World Cup year, but it also brought Home and Away into play for ITV - the first of two years in which soaps took 44 places in the chart. Last year, for the first time, it was a cleaner-than-clean sweep.

For the tale of '93, the chart is overleaf...

BARB: ALL OUR JULYS

YEAR	TOTAL VIEWING (hrs:mins)	BBC1 %	BBC2 %	ITV %	C4 %
1982	17:22	35.2	14.2	50.7	-
1983	16:48	35.2	12.0	48.0	4.8
1984	19:29	35.8	13.1	45.1	6.0
1985	23:27	33.3	14.7	44.6	7.4
1986	22:45	37.1	14.2	41.4	7.2
1987	22:03	35.8	14.2	41.6	8.5
1988	22:45	37.2	12.2	42.0	8.6
1989	21:50	38.0	13.0	40.2	8.8
1990	21:00	36.8	11.9	42	9.3
1991	20:18	34.1	13.9	41.2	10.6
1992	24:43	34.0	13.4	38.3	9.4
1993	22:39	31.00	12.8	38.7	10.9