

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 CORONATION STREET	Fri 06 August/Sun 08 August	16.94
2 CORONATION STREET	Wed 25 August/Sun 29 August	16.72
3 EASTENDERS	Thu 05 August/Sun 08 August	16.55
4 CORONATION STREET	Fri 27 August/Sun 29 August	16.34
5 CORONATION STREET	Mon 23 August	16.14
5= EASTENDERS	Thu 26 August/Sun 29 August	16.14
7 CORONATION STREET	Wed 04 August/Sun 08 August	16.09
8 EASTENDERS	Thu 19 August/Sun 22 August	15.98
9 CORONATION STREET	Mon 09 August	15.73
10 CORONATION STREET	Fri 13 August/Sun 15 August	15.68
11 CORONATION STREET	Wed 11 August/Sun 15 August	15.66
12 EASTENDERS	Thu 12 August/Sun 15 August	15.61
13 EASTENDERS	Tue 03 August/Sun 08 August	15.52
14 EASTENDERS	Tue 24 August/Sun 29 August	15.43
15 CORONATION STREET	Wed 18 August/Sun 22 August	15.14
16 EASTENDERS	Tue 10 August/Sun 15 August	15.01
17 CORONATION STREET	Mon 02 August	14.78
18 EASTENDERS	Tue 17 August/Sun 22 August	14.69
19 CORONATION STREET	Fri 20 August/Sun 22 August	14.30
20 NEIGHBOURS (1329/1737)	Tue 24 August	13.72
21 NEIGHBOURS (1330/1737)	Wed 04 August	13.61
22 NEIGHBOURS (1329/1737)	Mon 23 August	13.56
23 NEIGHBOURS (1330/1736)	Fri 27 August	13.53
24 CORONATION STREET	Mon 16 August	13.43
25 NEIGHBOURS (1330/1736)	Mon 02 August	13.32
25= NEIGHBOURS (1331/1736)	Mon 09 August	13.32
27 NEIGHBOURS (1331/1736)	Thu 12 August	13.23
28 NEIGHBOURS (1330/1736)	Wed 25 August	12.96
29 NEIGHBOURS (1331/1736)	Tue 03 August	12.95
30 NEIGHBOURS (1331/1736)	Wed 11 August	12.93
31 NEIGHBOURS (1332/1736)	Fri 06 August	12.76
31= NEIGHBOURS (1330/1737)	Tue 10 August	12.76
33 NEIGHBOURS (1328/1736)	Thu 26 August	12.54
34 NEIGHBOURS (1332/1737)	Fri 20 August	12.45
35 NEIGHBOURS (1330/1736)	Fri 13 August	12.35
36 NEIGHBOURS (1331/1736)	Thu 05 August	12.28
37 NEIGHBOURS (1331/1736)	Wed 18 August	12.20
38 HOME AND AWAY (1318/1711)	Mon 02 August	11.97
39 HOME AND AWAY (1318/1711)	Mon 23 August	11.85
40 HOME AND AWAY (1318/1711)	Mon 09 August	11.82
40= HOME AND AWAY (1318/1711)	Tue 24 August	11.82
42 NEIGHBOURS (1329/1737)	Mon 16 August	11.81
43 HOME AND AWAY (1318/1711)	Wed 04 August	11.75
44 HOME AND AWAY (1318/1711)	Tue 03 August	11.65
45 NEIGHBOURS (1329/1737)	Thu 19 August	11.61
46 WHEEL OF FORTUNE	Mon 09 August	11.57
47 HOME AND AWAY (1318/1711)	Wed 25 August	11.54
48 MEN'S 100M FINAL	Sun 15 August	11.49
49 HOME AND AWAY (1318/1711)	Fri 27 August	11.47
50 THE BILL	Tue 24 August	11.46
50= HOME AND AWAY (1318/1711)	Thu 12 August	11.46

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4 WEEKS ENDING
29 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	
	August (Hrs : Mins)	July (Hrs : Mins)	August (%)	July (%)
ALL/ANY TV	22 : 54	22 : 39	100.0	100.0
BBC 1 (incl. Brkfast News)	7 : 19	7 : 01	32.0	31.0
BBC 2	2 : 55	2 : 54	12.7	12.8
TOTAL BBC	10 : 14	9 : 56	44.7	43.8
ITV (incl. GMTV)	8 : 29	8 : 46	37.1	38.7
CHANNEL 4/S4C	2 : 32	2 : 29	11.1	10.9
TOTAL/ANY COMM.TV	11 : 02	11 : 15	48.2	49.7
Other Viewing	1 : 38	1 : 29	7.2	6.5

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	
	Aug (%)	Ju1 (%)	Aug (%)	Ju1 (%)	Aug (%)	Ju1 (%)	Aug (%)	Ju1 (%)	Aug (%)	Ju1 (%)
London	37.2	38.2	10.4	10.1	32.2	31.5	12.4	12.8	7.8	7.3
Midlands E&W	37.4	39.2	11.0	10.6	30.4	29.0	13.1	13.4	8.1	7.8
North West	38.4	40.6	10.8	10.5	29.8	29.5	12.4	12.3	8.7	7.1
Yorkshire	36.4	38.7	11.8	11.9	32.7	31.6	12.6	12.2	6.5	5.6
C. Scotland	36.9	38.1	12.5	12.6	30.5	28.7	11.2	11.9	9.0	8.7
Wales & West	36.1	37.3	10.0	9.4	32.7	32.2	13.0	13.0	8.3	8.1
South & S.East	37.3	38.6	9.8	9.8	33.3	32.5	13.3	13.8	6.4	5.4
North East	33.9	36.3	12.8	12.6	34.2	33.3	12.7	12.3	6.4	5.5
East of England	34.8	36.4	10.2	10.0	32.4	31.7	13.3	13.4	9.4	8.4
South West	34.3	37.0	9.8	10.1	35.7	34.0	13.5	13.5	6.7	5.4
Ulster	41.8	43.4	12.1	12.4	27.7	26.7	9.6	8.9	8.9	8.6
Border	38.5	42.3	11.3	11.7	31.6	29.6	12.7	11.5	6.0	4.9
N. Scotland	37.3	37.9	11.5	11.8	31.4	30.3	11.5	12.6	8.3	7.3
Network	37.1	38.7	11.1	10.9	32.0	31.0	12.7	12.8	7.2	6.5

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	
	August (Hrs : Mins)	July (Hrs : Mins)	August (%)	July (%)
ALL/ANY TV	23:39	23:36	100.0	100.0
BBC 1 (Incl. Brkfast News)	5:19	5:19	22.5	22.5
BBC 2	1:59	2:11	8.4	9.2
TOTAL/ANY BBC	7:18	7:30	30.9	31.8
ITV (incl. GMTV)	6:14	6:44	26.3	28.5
CHANNEL 4/S4C	1:35	1:35	6.7	6.7
TOTAL/ANY COMM. TV	7:49	8:19	33.0	35.3
Total Terrestrial	15:07	15:49	63.9	67.0
Sky 1	2:00	2:05	8.4	8.9
Sky News	0:21	0:20	1.5	1.4
Sky Sports	0:49	0:29	3.5	2.0
The Movie Channel	0:50	0:51	3.5	3.6
Sky Movies	1:10	1:10	5.0	5.0
Sky Movies Gold	0:12	0:11	0.8	0.7
Total B Sky B	5:21	5:07	22.6	21.7
Children's Channel	0:28	0:24	1.9	1.7
MTV	0:24	0:23	1.7	1.6
Lifestyle	0:00	0:00	0.0	0.0
Screensport	0:00	0:00	0.0	0.0
UK Gold	0:48	0:49	3.4	3.4
Total Astra (Named Channels)	7:00	6:43	29.6	28.4
Other non terrestrial	1:32	1:05	6.5	4.6

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 22.16 million households or 52.68 million individuals aged 4+.

The Satellite and Cable Universe for the month of August is 3.27 million households or 9.80 million individuals aged 4+. The figures for the month of July were 3.24 million households or 9.70 million individuals aged 4+.

TALKBACK - WITH PETER FIDDICK

August is a funny month, with holidays in full flood but the extent of the exodus unpredictable (Will the weather/economy bring a surge in guest viewing in Torbay and Blackpool or a black hole left by flights to Florida?) and similar doubts about the appeal of programmes on offer. But having looked, in last month's Talkback, at the shifting pattern of July, over a ten-year span, this month's switches to a deliberately short-term perspective, from which a rather different inference might be drawn.

The Top Fifty, after all, is always with us. This month's appears overleaf and the pattern is familiar: Coronation Street and Eastenders slugging it out in the first 19 places, when Neighbours comes in, followed, at No 38, by ITV's equivalent import, Home and Away. The Bill makes one appearance only, this month, and there are only two other titles: Wheel of Fortune and the Men's 100m Final from the world athletics championships.

In August 1992, the pattern was very similar. Neighbours made its first appearance at No 13, though its main block was again in the 20s and early 30s. Home and Away come in at No 34 and had twelve episodes in the chart, against this year's nine. The Bill managed three appearances and the only non-member of the serials club to make it was another athletic event with a strong home interest, the Women's 10,000m Olympic Final.

There is, however, a significant difference between the two August charts: the size of the audiences involved. This year - to save you turning the page again - the soap's highest ratings and the equivalent figures for last year are as follows:

	'93	'92
Coronation Street	16.94	18.92
Eastenders	16.55	17.41
Neighbours	13.72	16.09
Home And Away	11.97	13.91
The Bill	11.46	12.87

In every case, this year's best performance is 1-2 millions off last year's peak - rather more in the case of Neighbours. The Top Fifty chart as a whole ranged from 18.92 down to 12.50 millions last August, against the 16.94 - 11.46 range this year.

The full figures for the month, of course, reflect a similar drop. Total viewing on P1 of this summary is 22.54 (hrs:mins) per head of the population. August 92's figure was 24:48, very nearly two hours higher. The drop is 7.7%.

The soaps are not the only component in the viewing mix, of course, but their domination of the Top Fifty is only a symbol for the way their popularity and their hours of screentime provide the engine for the main channel's overall performance. So as the networks enter a crucial autumn season, it is not just the new series but these workhorses which must be looking to boost their audiences.

A look back over the past two years shows how, by October, ratings had moved up another gear. Compare the August '92 figures in the table above with last October's best for the five titles: Eastenders 21:34, Coronation Street 20:88, Neighbours 17:97, Home And Away 15:43, The Bill 15:23. It was no fluke, for October '91 showed audiences virtually identical.

Can they fight back to such levels this time? Or will August '93 prove a sign of things to come?