

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
REISSUED		
1 CORONATION STREET	Mon 11 October/Wed 13 October	20.45
2 EASTENDERS	Thu 28 October/Sun 31 October	20.33
3 CORONATION STREET	Mon 04 October/Wed 06 October	20.10
4 CORONATION STREET	Mon 25 October/Wed 27 October	19.86
5 CORONATION STREET	Mon 18 October/Wed 20 October	19.78
6 EASTENDERS	Thu 21 October/Sun 24 October	19.71
7 EASTENDERS	Tue 26 October/Sun 31 October	19.42
8 EASTENDERS	Thu 14 October/Sun 17 October	19.27
8= CORONATION STREET	Wed 13 October/Fri 15 October	19.27
10 EASTENDERS	Thu 07 October/Sun 10 October	19.11
11 EASTENDERS	Tue 19 October/Sun 24 October	18.46
12 EASTENDERS	Tue 12 October/Sun 17 October	18.34
13 CORONATION STREET	Wed 27 October/Fri 29 October	18.21
14 EASTENDERS	Tue 05 October/Sun 10 October	18.10
15 CORONATION STREET	Wed 20 October/Fri 22 October	18.02
16 CORONATION STREET	Fri 15 October	17.79
17 CORONATION STREET	Fri 29 October	17.66
18 CORONATION STREET	Wed 06 October/Fri 08 October	17.46
19 CORONATION STREET	Fri 22 October	17.22
20 CORONATION STREET	Fri 08 October	16.74
21 BIG FIGHT LIVE	Sat 09 October	16.35
22 CASUALTY	Sat 30 October	16.07
23 CASUALTY	Sat 23 October	15.75
24 NEIGHBOURS (1329/1737)	Mon 25 October	15.50
25 HEARTBEAT	Sun 31 October	15.46
26 CASUALTY	Sat 16 October	15.31
27 HEARTBEAT	Sun 24 October	15.25
28 YOU'VE BEEN FRAMED	Sun 24 October	15.23
29 CASUALTY	Sat 09 October	15.12
30 NEIGHBOURS (1329/1737)	Tue 26 October	14.98
31 NEIGHBOURS (1330/1737)	Wed 27 October	14.91
32 NEIGHBOURS (1330/1736)	Thu 28 October	14.79
33 NEIGHBOURS (1329/1736)	Fri 29 October	14.71
34 HEARTBEAT	Sun 10 October	14.65
35 LONDON'S BURNING	Sun 10 October	14.64
36 NEIGHBOURS (1330/1737)	Wed 20 October	14.54
37 NEIGHBOURS (1329/1737)	Tue 12 October	14.45
38 HEARTBEAT	Sun 17 October	14.42
39 LONDON'S BURNING	Sun 17 October	14.15
40 NEIGHBOURS (1329/1737)	Fri 22 October	14.14
41 YOU'VE BEEN FRAMED	Sun 31 October	14.11
42 LONDON'S BURNING	Sun 31 October	14.09
43 WORLD CUP FOOTBALL	Wed 13 October	14.07
44 STRIKE IT LUCKY	Mon 25 October	14.05
45 STRIKE IT LUCKY	Mon 11 October	14.03
46 THE BILL	Tue 05 October	13.98
47 NEIGHBOURS (1329/1736)	Tue 19 October	13.97
48 YOU'VE BEEN FRAMED	Sun 10 October	13.93
49 NEIGHBOURS (1331/1736)	Mon 11 October	13.91
50 NEIGHBOURS (1332/1736)	Wed 06 October	13.88



4 WEEKS ENDING
31 October 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	
	October (Hrs : Mins)	September (Hrs : Mins)	October (%)	September (%)
ALL/ANY TV	25:51	24:16	100.0	100.0
BBC 1 (incl. Brkfst News)	8:21	8:00	32.3	33.0
BBC 2	2:28	2:09	9.6	8.8
TOTAL BBC	10:50	10:09	41.9	41.8
ITV (incl. GMTV)	10:37	9:56	41.1	40.9
CHANNEL 4/S4C	2:38	2:38	10.2	10.9
TOTAL/ANY COMM.TV	13:15	12:34	51.2	51.8
Other Viewing	1:47	1:34	6.9	6.4

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	
	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)
London	39.8	40.3	9.7	10.1	33.8	33.8	9.4	8.9	7.2	6.9
Midlands E&W	42.1	41.6	10.0	10.5	30.2	31.4	9.3	8.7	8.3	7.8
North West	42.1	42.0	9.7	10.5	30.6	31.3	9.1	8.2	8.5	7.9
Yorkshire	41.3	40.6	10.9	11.7	32.9	33.1	9.6	8.8	5.3	5.7
C. Scotland	40.0	40.8	11.6	11.9	30.6	31.0	9.8	8.7	8.1	7.7
Wales & West	39.9	39.5	9.5	9.8	32.7	34.1	10.2	9.4	7.6	7.1
South & S.East	40.6	40.5	8.9	9.7	33.0	33.8	9.8	9.6	7.7	6.3
North East	39.6	38.9	11.8	13.3	33.6	34.4	8.9	8.0	6.2	5.4
East of England	38.8	38.2	9.5	10.6	33.4	33.6	9.2	8.6	9.2	9.0
South West	39.3	37.4	9.5	10.6	36.3	37.6	10.6	9.2	4.2	5.2
Ulster	44.4	44.8	10.8	10.9	27.9	28.1	8.5	7.3	8.4	8.9
Border	43.1	42.4	9.5	11.5	32.6	31.2	8.7	8.9	6.1	6.1
N. Scotland	41.7	40.6	10.2	11.4	31.3	31.5	9.5	8.5	7.3	8.1
Network	41.1	40.9	10.2	10.9	32.3	33.0	9.6	8.8	6.9	6.4

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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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	
	October (Hrs:Mins)	September (Hrs:Mins)	October (%)	September (%)
REISSUED				
ALL/ANY TV	26:40	24:16	100.0	100.0
BBC1 (Incl. Brkfst News)	6:09	5:55	23.1	24.4
BBC2	1:29	1:22	5.6	5.7
TOTAL/ANY BBC	7:39	7:17	28.7	30.0
ITV (Incl. GMTV)	8:26	7:27	31.6	30.7
CHANNEL 4/S4C	1:42	1:42	6.4	7.0
TOTAL/ANY COMM TV	10:08	9:09	38.0	37.7
Total Terrestrial	17:47	16:26	66.7	67.7
Sky 1	1:45	1:34	6.6	6.5
Sky News	0:18	0:18	1.1	1.2
Sky Sports	0:45	0:59	2.8	4.0
The Movie Channel	0:55	0:45	3.4	3.1
Sky Movies	1:12	0:59	4.5	4.1
Sky Movies Gold	0:11	0:09	0.7	0.6
Total Sky	5:04	4:44	19.0	19.5
Bravo	0:13	0:10	0.8	0.7
Discovery	0:13	0:13	0.8	0.9
MTV	0:20	0:23	1.3	1.6
Nickleodeon	0:07	0:07	0.4	0.5
The Children's Channel	0:16	0:15	1.0	1.0
The Family Channel	0:09	0:07	0.6	0.5
TNT & Cartoon Network	0:32	0:08	2.0	0.5
UK Gold	0:49	0:39	3.1	2.7
UK Living	0:08	0:07	0.5	0.5
Total Astra (Named Channels)	7:51	6:52	29.4	28.3
Other Non Terrestrial	1:03	0:59	3.9	4.1
Total Satellite	8:53	7:51	33.3	32.3

UNIVERSE

October

UK TV Homes 22.22m	UK Satellite & Cable Homes 3.39m
UK Individuals aged 4 + 52.89m	UK Satellite & Cable Individuals aged 4 + 10.13m

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.

FEEDBACK - WITH PETER FIDDICK

BARB's ability to measure video replay of programmes - both those recorded off-air and bought or rented videos - seems to be one of the under-exploited sets of data, even by those who pressed most strongly for its inclusion in the system. It is true that, for the most part, the playback component of broadcast programmes is quite small. But this analysis of October's peaktime schedules shows that in some cases (eg Lovejoy) it can contribute to the order of 10 per cent to a show's consolidated ratings.

And this Top 40 also shows an interesting consistency of replay levels - every episode of You've Been Framed and Casualty in the top nine, Heartbeat's four within 65,000 of each other. It seems to apply below this chart's level too. Worth someone with more computer-power than I taking a detailed look at our VCR use?

VIDEO REPLAY TOP 40: OCTOBER 1993

('000s)

1	You've Been Framed	ITV, Sun 10	1,198
2	You've Been Framed	ITV, Sun 24	1,196
3	You've Been Framed	ITV, Sun 31	1,140
4	Casualty	BBC, Sat 30	1,110
5	Casualty	BBC, Sat 23	1,055
6	You've Been Framed	ITV, Sun 17	982
7	Noel's House Party	BBC, Sat 30	962
8	Casualty	BBC, Sat 09	947
9	Casualty	BBC, Sat 16	942
10	Hypnotic/Paul McKenna	ITV/Tues 19	923
11	Coronation Street	ITV, Wed 20	918
12	Heartbeat	ITV, Sun 31	904
13	Birds of a Feather	BBC, Sun 10	903
14	Heartbeat	ITV, Sun 10	897
15	Heartbeat	ITV, Sun 24	888
16	Poltergeist III	ITV, Wed 13	884
17	Coronation Street	ITV, Fri 15	880
18	Coronation Street	ITV, Wed 27	862
19	Lovejoy	BBC, Sun 10	852
20	Coronation Street	ITV, Mon 25	846
21	Seaquest DSV	ITV, Sat 16	845
22	Heartbeat	ITV, Sun 17	835
23	Hypnotic/Paul McKenna	ITV, Tues 26	821
24	Keeping Up Appearances	BBC, Sun 10	814
25	Coronation Street	ITV, Fri 22	796
26	Coronation Street	ITV, Wed 06	795
27	Coronation Street	ITV, Fri 29	793
28	Birds of a Feather	BBC, Sun 31	789
29	Birds of a Feather	BBC, Sun 17	758
30	Blind Date	ITV, Sat 30	755
31	Coronation Street	ITV, Mon 18	753
32	Coronation Street	ITV, Mon 04	742
33	Coronation Street	ITV, Wed 11	723
34	Birds of a Feather	BBC, Sun 24	722
35	London's Burning	ITV, Sun 31	721
36	Lovejoy	BBC, Sun 24	719
37	Blind Date	ITV, Sat 23	695
38	Lovejoy	BBC, Sun 31	693
39	Keeping Up Appearances	BBC, Sun 17	692
40	Coronation Street	ITV, Wed 13	673

Note: This Month's Viewing Summary : 4 Weeks ending 31st October 1993

In the previously issued Month's Viewing in Summary for October, the October data in the table "Hours of Weekly Viewing and Share in Satellite and Cable Homes" was incorrect. This arose from a processing error, which also affected "The Month's Top Fifty Programmes" table. These errors are corrected in this copy of the Month's Viewing in Summary for October.

AGB apologises for any inconvenience caused.

