

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 CORONATION STREET	Mon 22 November /Wed 24 November	22.04
2 CORONATION STREET	Mon 15 November /Wed 17 November	21.59
3 CORONATION STREET	Mon 08 November /Wed 10 November	21.43
4 EASTENDERS	Thu 18 November /Sun 21 November	21.16
5 CORONATION STREET	Mon 01 November /Wed 03 November	20.90
6 EASTENDERS	Thu 11 November /Sun 14 November	20.88
7 EASTENDERS	Thu 04 November /Sun 07 November	20.84
8 EASTENDERS	Thu 25 November /Sun 28 November	20.77
9 EASTENDERS	Tue 23 November /Sun 28 November	20.38
10 EASTENDERS	Tue 16 November /Sun 21 November	19.96
11 EASTENDERS	Tue 09 November /Sun 14 November	19.87
12 EASTENDERS	Tue 02 November /Sun 07 November	19.43
13 CORONATION STREET	Fri 19 November	19.29
14 CORONATION STREET	Wed 24 November /Fri 26 November	18.60
15 CORONATION STREET	Fri 12 November	18.15
16 CORONATION STREET	Wed 10 November /Fri 12 November	18.10
17 CORONATION STREET	Wed 03 November /Fri 05 November	17.90
18 HEARTBEAT	Sun 28 November	17.11
19 HEARTBEAT	Sun 21 November	17.04
20 NEIGHBOURS (1330/1736)	Tue 23 November	16.53
21 HEARTBEAT	Sun 14 November	16.29
22 NEIGHBOURS (1330/1737)	Mon 22 November	16.28
23 LONDON'S BURNING	Sun 28 November	16.21
24 HEARTBEAT	Sun 07 November	16.20
24= NEIGHBOURS (1330/1737)	Mon 15 November	16.20
26 NEIGHBOURS (1329/1737)	Fri 12 November	16.18
27 CORONATION STREET	Fri 26 November	16.04
27= NEIGHBOURS (1330/1737)	Tue 02 November	16.04
29 NEIGHBOURS (1332/1737)	Fri 19 November	16.03
30 YOU'VE BEEN FRAMED	Sun 21 November	16.01
31 LONDON'S BURNING	Sun 21 November	16.00
31= NEIGHBOURS (1330/1737)	Wed 10 November	16.00
33 NEIGHBOURS (1330/1737)	Mon 01 November	15.98
34 NEIGHBOURS (1331/1737)	Tue 09 November	15.95
35 CORONATION STREET	Wed 17 November /Fri 19 November	15.91
36 CASUALTY	Sat 13 November	15.90
37 CASUALTY	Sat 27 November	15.85
38 NEIGHBOURS (1329/1737)	Wed 24 November	15.80
39 NEIGHBOURS (1330/1737)	Tue 16 November	15.75
40 CORONATION STREET	Fri 05 November	15.71
41 LONDON'S BURNING	Sun 14 November	15.68
42 NEIGHBOURS (1330/1737)	Thu 04 November	15.64
43 YOU'VE BEEN FRAMED	Sun 28 November	15.58
44 NEIGHBOURS (1331/1737)	Fri 26 November	15.54
45 NEIGHBOURS (1331/1736)	Wed 17 November	15.49
46 NEIGHBOURS (1331/1737)	Thu 11 November	15.29
47 NEIGHBOURS (1330/1737)	Mon 08 November	15.28
48 STRIKE IT LUCKY	Mon 22 November	15.18
48= NEIGHBOURS (1330/1736)	Thu 18 November	15.18
48= LONDON'S BURNING	Sun 07 November	15.18
48= YOU'VE BEEN FRAMED	Sun 07 November	15.18



4 WEEKS ENDING
28 November 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	
	November (Hrs : Mins)	October (Hrs : Mins)	November (%)	October (%)
ALL/ANY TV	27 : 39	25 : 51	100.0	100.0
BBC 1 (incl. Brkfst News)	9 : 17	8 : 21	33.6	32.3
BBC 2	2 : 35	2 : 28	9.3	9.6
TOTAL BBC	11 : 51	10 : 50	42.8	41.9
ITV (incl. GMTV)	11 : 05	10 : 37	40.1	41.1
CHANNEL 4/S4C	2 : 55	2 : 38	10.5	10.2
TOTAL/ANY COMM.TV	14 : 00	13 : 15	50.6	51.2
Other Viewing	1 : 48	1 : 47	6.5	6.9

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	
	Nov (%)	Oct (%)	Nov (%)	Oct (%)	Nov (%)	Oct (%)	Nov (%)	Oct (%)	Nov (%)	Oct (%)
London	39.0	39.8	10.3	9.7	34.7	33.8	9.5	9.4	6.5	7.2
Midlands E&W	40.9	42.1	10.5	10.0	31.5	30.2	9.1	9.3	8.1	8.3
North West	41.2	42.1	10.2	9.7	31.9	30.6	8.5	9.1	8.3	8.5
Yorkshire	40.4	41.3	11.4	10.9	34.1	32.9	9.2	9.6	5.0	5.3
C. Scotland	40.5	40.0	12.4	11.6	31.2	30.6	9.0	9.8	6.8	8.1
Wales & West	38.3	39.9	9.2	9.5	34.3	32.7	10.3	10.2	7.9	7.6
South & S.East	39.3	40.6	9.3	8.9	34.5	33.0	9.9	9.8	7.1	7.7
North East	39.3	39.6	11.7	11.8	33.8	33.6	8.7	8.9	6.4	6.2
East of England	37.1	38.8	9.7	9.5	35.1	33.4	8.8	9.2	9.2	9.2
South West	38.1	39.3	9.9	9.5	37.9	36.3	10.3	10.6	3.8	4.2
Ulster	43.8	44.4	10.9	10.8	29.0	27.9	8.6	8.5	7.8	8.4
Border	41.7	43.1	9.3	9.5	34.8	32.6	8.4	8.7	5.8	6.1
N. Scotland	41.0	41.7	11.7	10.2	31.6	31.3	8.8	9.5	6.9	7.3
Network	40.1	41.1	10.5	10.2	33.6	32.3	9.3	9.6	6.5	6.9

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	
	November (Hrs:Mins)	October (Hrs:Mins)	November (%)	October (%)
ALL/ANY TV	28:08	26:40	100.0	100.0
BBC1 (incl. Brkfst News)	7:01	6:09	24.9	23.1
BBC2	1:28	1:29	5.2	5.6
TOTAL/ANY BBC	8:28	7:39	30.1	28.7
ITV (incl. GMTV)	8:48	8:26	31.3	31.6
CHANNEL 4/S4C	1:53	1:42	6.7	6.4
TOTAL/ANY COMM TV	10:41	10:08	38.0	38.0
Total Terrestrial	19:09	17:47	68.1	66.7
Sky 1	1:39	1:45	5.9	6.6
Sky News	0:19	0:18	1.1	1.1
Sky Sports	1:01	0:45	3.6	2.8
The Movie Channel	0:57	0:55	3.4	3.4
Sky Movies	1:11	1:12	4.2	4.5
Sky Movies Gold	0:09	0:11	0.5	0.7
Total Sky	5:17	5:04	18.8	19.0
Bravo	0:13	0:13	0.7	0.8
Discovery	0:14	0:13	0.8	0.8
MTV	0:23	0:20	1.4	1.3
Nickleodeon	0:07	0:07	0.4	0.4
The Children's Channel	0:12	0:16	0.7	1.0
The Family Channel	0:09	0:09	0.5	0.6
TNT & Cartoon Network	0:32	0:32	1.9	2.0
UK Gold	0:45	0:49	2.7	3.1
UK Living	0:07	0:08	0.4	0.5
Total Astra (Named Channels)	7:58	7:51	28.3	29.4
Other Non Terrestrial	1:01	1:03	3.6	3.9
Total Satellite	8:59	8:53	31.9	33.3

UNIVERSE

November

UK TV Homes 22.23m	UK Satellite & Cable Homes 3.46m
UK Individuals aged 4 + 52.92m	UK Satellite & Cable Individuals aged 4 + 10.23m

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.

TALKBACK - WITH PETER FIDDICK

The monthly Top Fifty programme chart, to be found this month in its regular place overleaf, can be, as we observed before, a somewhat frustrating list, as the spread of the three or five times a week soaps give them many more opportunities than other programmes to find a place on the top rungs of the ratings.

Looking at the November chart, however, it did strike me that although the list starts with the usual string of Coronation Streets and Eastenders, there is a significant presence of non-soap shows. In fact, there are fourteen, lead by Heartbeat, the ITV drama, which makes it to Nos 18, 19, 21 and 24. Thereafter come London's Burning, also with all four of the month's episodes, You've Been Framed (3), Casualty (2) and Strike It Lucky (1).

This prompted me to go back to previous months and check the pattern. To permit comparison of two autumn seasons, I started from September 1992. And because one multiple-screening programme, The Bill, is not a true soap, I pulled its presence in the Top Fifty out separately. The 15-month chart looks like this:

		NON-SOAPS	THE BILL
1992	Sept	2	1
	Oct	1	1
	Nov	3	1
	Dec	9	-
1993	Jan	9	2
	Feb	9	4
	Mar	6	5
	April	5	3
	May	9	3
	June	11	-
	July	-	1
	Aug	2	1
	Sept	11	4
	Oct	16	-
	Nov	14	-

So some patterns do emerge. There has been a very substantial increase in the non-soap presence in the Top Fifty, most apparent when we set the Sept-Nov autumn season this year, constantly in double figures, against last year's. December is, of course, a special case, since the Xmas holiday specials tend to command big audiences. But last year's increase in December and January was maintained in the following months.

During this February-June period, if we count The Bill as a non-soap, the presence was in double-figures in four out of five. June's total of 11, with no help from The Bill, was swelled by three episodes of the BBC's Lady Chatterley, along with Heartbeat (3), Peak practice (4) and Freddie Starr.

The next two months tell a tale: what clearer demonstration could there be of the death of original programming in July and August than the drop from June's figure to the zero score in July and not much better (Wheel of Fortune and the Mens' 100m Final) in August. But then comes this autumn's resurgence.

Other points: 29 separate titles are represented in these charts. Only 3 are feature films (Ghostbusters II, Crocodile Dundee II, Pretty Women). 14 have only one entry. The leaders are Heartbeat (20), which gained from both a summer and an autumn run, Casualty (14) and You've Been Framed (13). The clear ratings winner is this "non-soap" category, in this 15 month period, is Inspector Morse, which takes top three places with its phenomenally consistent January run: 18.77; 18.76; 18.60 (millions). Runners up: Merry Xmas, Mr Bean (18.48); One Foot In the Grave (18.39).