

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 EASTENDERS	Sat 25 December /Sun 26 December	23.04
2 CORONATION STREET	Mon 29 November /Wed 01 December	21.36
3 CORONATION STREET	Mon 06 December /Wed 08 December	21.28
4 EASTENDERS	Thu 09 December /Sun 12 December	21.11
5 EASTENDERS	Thu 30 December /Sun 02 January	21.06
6 CORONATION STREET	Mon 13 December /Wed 15 December	20.90
7 EASTENDERS	Thu 02 December /Sun 05 December	20.88
8 EASTENDERS	Tue 28 December /Sun 02 January	20.54
9 CORONATION STREET	Mon 27 December /Wed 29 December	20.43
10 CORONATION STREET	Mon 20 December /Wed 22 December	20.38
11 EASTENDERS	Thu 16 December /Sun 19 December	20.21
12 ONE FOOT IN/ALGARVE	Sun 26 December	20.00
13 EASTENDERS	Tue 14 December /Sun 19 December	19.99
14 EASTENDERS	Tue 07 December /Sun 12 December	19.79
15 CORONATION STREET	Wed 08 December /Fri 10 December	19.70
16 ONLY FOOLS/HORSES	Sat 25 December	19.59
17 EASTENDERS	Thu 23 December /Sun 26 December	19.48
18 EASTENDERS	Tue 21 December /Sun 26 December	19.43
19 BIRDS OF A FEATHER	Sat 25 December	19.39
20 CORONATION STREET	Wed 29 December /Fri 31 December	19.35
21 EASTENDERS	Tue 30 November /Sun 05 December	19.09
22 CORONATION STREET	Wed 15 December /Fri 17 December	18.90
23 GHOST	Sat 25 December	18.53
24 CORONATION STREET	Wed 22 December /Fri 24 December	18.50
25 CORONATION STREET	Wed 01 December /Fri 03 December	18.48
26 YOU'VE BEEN FRAMED	Sun 05 December	18.25
27 CORONATION STREET	Fri 03 December	17.97
28 CORONATION STREET	Fri 10 December	17.84
29 HEARTBEAT	Sun 05 December	17.77
30 CORONATION STREET	Fri 17 December	17.65
31 KEEPING UP APPRANCES	Sun 26 December	17.07
32 CASUALTY	Sun 26 December	17.03
33 NEIGHBOURS (1330/1737)	Thu 23 December	16.69
34 NEWS AND WEATHER	Sun 26 December	16.66
35 CASUALTY	Sat 11 December	16.61
36 NEIGHBOURS (1330/1737)	Mon 29 November	16.44
37 CASUALTY	Sat 04 December	16.32
38 NEIGHBOURS (1305/1749)	Tue 28 December	16.23
39 LONDON'S BURNING	Sun 05 December	16.22
39= NEIGHBOURS (1311/1737)	Thu 30 December	16.22
41 NEIGHBOURS (1330/1737)	Mon 13 December	16.09
42 CASUALTY	Sat 18 December	16.06
43 NEIGHBOURS (1313/1736)	Fri 31 December	15.95
44 NEIGHBOURS (1331/1737)	Wed 08 December	15.91
45 NEIGHBOURS (1329/1737)	Mon 20 December	15.89
46 YOU'VE BEEN FRAMED	Sun 19 December	15.87
47 NEIGHBOURS (1312/1737)	Wed 29 December	15.85
48 NEIGHBOURS (1331/1736)	Wed 01 December	15.77
49 NEIGHBOURS (1331/1737)	Mon 06 December	15.69
50 STRIKE/LUCKY/SPCL	Mon 27 December	15.67



5 WEEKS ENDING
02 January 1994

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	
	December (Hrs : Mins)	November (Hrs : Mins)	December (%)	November (%)
ALL/ANY TV	28:39	27:39	100.0	100.0
BBC 1 (incl. Brkfst News)	10:09	9:17	35.5	33.6
BBC 2	2:38	2:35	9.2	9.3
TOTAL BBC	12:48	11:51	44.7	42.8
ITV (incl. GMTV)	11:09	11:05	38.9	40.1
CHANNEL 4/S4C	2:53	2:55	10.1	10.5
TOTAL/ANY COMM.TV	14:02	14:00	49.0	50.6
Other Viewing	1:49	1:48	6.3	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	
	Dec (%)	Nov (%)	Dec (%)	Nov (%)	Dec (%)	Nov (%)	Dec (%)	Nov (%)	Dec (%)	Nov (%)
London	37.9	39.0	9.7	10.3	36.9	34.7	9.5	9.5	6.0	6.5
Midlands E&W	39.5	40.9	9.8	10.5	33.7	31.5	8.9	9.1	8.0	8.1
North West	39.8	41.2	9.8	10.2	34.2	31.9	8.7	8.5	7.5	8.3
Yorkshire	39.3	40.4	10.7	11.4	35.5	34.1	9.0	9.2	5.5	5.0
C. Scotland	39.4	40.5	11.7	12.4	32.9	31.2	9.5	9.0	6.5	6.8
Wales & West	38.2	38.3	9.5	9.2	35.1	34.3	10.0	10.3	7.3	7.9
South & S.East	38.1	39.3	9.0	9.3	36.5	34.5	9.7	9.9	6.7	7.1
North East	37.3	39.3	11.1	11.7	36.6	33.8	8.7	8.7	6.4	6.4
East of England	36.2	37.1	9.4	9.7	37.0	35.1	8.7	8.8	8.6	9.2
South West	37.2	38.1	9.4	9.9	39.6	37.9	9.9	10.3	3.9	3.8
Ulster	42.0	43.8	10.6	10.9	30.6	29.0	8.7	8.6	8.1	7.8
Border	39.1	41.7	9.8	9.3	37.1	34.8	8.4	8.4	5.6	5.8
N. Scotland	39.5	41.0	11.0	11.7	34.3	31.6	8.5	8.8	6.8	6.9
Network	38.9	40.1	10.1	10.5	35.5	33.6	9.2	9.3	6.3	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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Further enquiries to Caroline Marshall, BARB, Glenthorne House
Hammersmith Grove, London W6 0ND Tel: 081-741 9110 Fax: 081-741 1943

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	
	December (Hrs:Mins)	November (Hrs:Mins)	December (%)	November (%)
ALL/ANY TV	29:59	28:08	100.0	100.0
BBC1 (incl. Brkfst News)	8:19	7:01	27.7	24.9
BBC2	1:33	1:28	5.2	5.2
TOTAL/ANY BBC	9:52	8:28	32.9	30.1
ITV (incl. GMTV)	9:03	8:48	30.2	31.3
CHANNEL 4/S4C	2:00	1:53	6.7	6.7
TOTAL/ANY COMM TV	11:03	10:41	36.9	38.0
Total Terrestrial	20:55	19:09	69.8	68.1
Sky 1	1:33	1:39	5.2	5.9
Sky News	0:19	0:19	1.0	1.1
Sky Sports	0:58	1:01	3.2	3.6
The Movie Channel	1:05	0:57	3.6	3.4
Sky Movies	1:19	1:11	4.4	4.2
Sky Movies Gold	0:11	0:09	0.6	0.5
Total Sky	5:24	5:17	18.0	18.8
Bravo	0:11	0:13	0.6	0.7
Discovery	0:14	0:14	0.8	0.8
MTV	0:24	0:23	1.4	1.4
Nickleodeon	0:06	0:07	0.3	0.4
The Children's Channel	0:11	0:12	0.6	0.7
The Family Channel	0:08	0:09	0.4	0.5
TNT & Cartoon Network	0:35	0:32	2.0	1.9
UK Gold	0:45	0:45	2.5	2.7
UK Living	0:06	0:07	0.3	0.4
Total Astra (Named Channels)	8:05	7:58	27.0	28.3
Other Non Terrestrial	0:58	1:01	3.2	3.6
Total Satellite	9:03	8:59	30.2	31.9

UNIVERSE

December

UK TV Homes 22.24m	UK Satellite & Cable Homes 3.47m
UK Individuals aged 4+ 52.94m	UK Satellite & Cable Individuals aged 4+ 10.29m

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

MOVIES 93': TV'S TOP 40

The importance or otherwise of feature films in a schedule is a question of regular debate. The received wisdom in British television in recent years has been that a handful of blockbusters are of prime importance but that home produced television drama is what really pulls the audiences.

Even so, the Top 40 chart of movies shown in 1993 shows clearly that they do still have pulling power. In particular the fact that ITV has 33 of the top titles, BBC1 just 7, shows the former's movie strategy working powerfully to build the network's overall performance. In the Top 10's the balance was up a little but is still 74:26.

One other aspect of the chart is the prevalence of the sequel in the popular cinema's putput. A dozen of these titles either have the telltale number after the title or were the first of a line. In three cases, two of the line made the charts Die Hard (Nos 8 and 20), Karate Kid (7 and 23), Lethal Weapon (10 and 24). And Police Academy 4 (21) is followed by parts 6 and 3 at nos 44 and 46.

1	Ghost	BBC1	Sat	25	Dec	18.53
2	Pretty Woman	ITV	Sun	5	Sept	15.16
3	Ghostbusters 2	ITV	Wed	10	Mar	14.79
4	Crocodile Dundee 2	ITV	Mon	30	Aug	14.03
5	Back to The Future 3	BBC1	Sat	25	Dec	13.74
6	Jewel of the Nile	ITV	Sun	24	Jan	13.27
7	Karate Kid 3	ITV	Sat	16	Jan	12.65
8	Die Hard 2	ITV	Thur	16	Sept	12.48
9	Romancing the Stone	ITV	Sun	17	Jan	12.32
10	Lethal Weapon	ITV	Mon	1	Mar	12.31
11	Wild Cats	ITV	Wed	24	Mar	12.29
12	Working Girl	ITV	Wed	6	Oct	12.23
13	Top Gun	ITV	Sun	10	Jan	12.21
14	Private Benjamin	BBC1	Sat	20	Mar	12.13
15=	Dirty Rotten Scoundrels	BBC1	Tue	28	Dec	12.11
15=	Goonies	ITV	Sun	7	Feb	12.11
17	Memphis Belle	ITV	Sun	26	Sept	12.03
18	Chances Are...	ITV	Wed	31	Mar	11.98
19	Splash	ITV	Sun	31	Jan	11.97
20	Die Hard	ITV	Sat	11	Sept	11.95
21	Police Academy 4	ITV	Tues	6	Apr	11.94
22	War of the Roses	ITV	Sun	2	Jan 94	11.91
23	Karate Kid II	ITV	Sat	9	Jan	11.84
24	Lethal Weapon 2	ITV	Sat	4	Sept	11.64
25	Black Widow	ITV	Mon	12	Apr	11.63
26	Narrow Margin	ITV	Mon	15	Nov	11.40
27	The Rookie	ITV	Sat	4	Dec	11.34
28	Parenthood	BBC1	Sat	16	Jan	11.32
29	Big Business	ITV	Sun	11	Apr	11.27
30	Willow	BBC1	Wed	10	Nov	11.15
31=	Cut Above	ITV	Wed	14	Apr	10.86
31=	Steel Magnolias	ITV	Wed	9	Jan	10.86
33	Magnum Force	ITV	Sat	25	Sept	10.85
34	Overboard	BBC1	Mon	3	May	10.83
35	Man With The Golden Gun	ITV	Mon	27	Dec	10.81
36	Rocky IV	ITV	Wed	24	Feb	10.80
37	Air America	ITV	Sat	6	Nov	10.79
38	Tango & Cash	ITV	Sat	18	Sept	10.78
39	Great Escape 2	ITV	Sat	13	Mar	10.76
40	Big Trouble/Little China	ITV	Sat	23	Jan	10.73

* BARB Weeks commencing January 1993.