

THIS MONTH'S VIEWING SUMMARY

5 WEEKS ENDING
03 April 1994

Produced for BARB

HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING Including Timeshift				
Channel	Average Weekly Viewing per person		Share of Total Viewing	
	March (Hrs : Mins)	February (Hrs : Mins)	March (%)	February (%)
ALL/ANY TV	26 : 14	28 : 07	100.0	100.0
BBC 1 (Incl. Brkfst News)	8 : 35	9 : 10	32.7	32.6
BBC 2	2 : 23	3 : 21	9.1	11.9
TOTAL BBC	10 : 58	12 : 31	41.8	44.5
ITV (Incl. GMTV)	10 : 27	10 : 38	39.8	37.8
CHANNEL 4/S4C	2 : 58	3 : 08	11.3	11.1
TOTAL/ANY COMM. TV	13 : 25	13 : 45	51.1	48.9
Other Viewing	1 : 52	1 : 50	7.1	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 plus 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	
	Mar (%)	Feb (%)	Mar (%)	Feb (%)	Mar (%)	Feb (%)	Mar (%)	Feb (%)	Mar (%)	Feb (%)
London	38.5	36.1	10.8	10.6	34.1	34.3	9.7	12.8	6.9	6.2
Midlands E&W	40.1	38.4	11.4	11.5	30.7	30.6	8.9	11.4	8.8	8.2
North West	40.3	38.6	11.1	11.2	31.6	32.0	8.5	10.9	8.4	7.3
Yorkshire	40.7	38.5	11.6	11.7	32.1	32.2	8.7	11.6	6.9	6.0
C. Scotland	40.8	38.7	13.2	13.1	29.6	30.0	8.5	11.4	8.0	6.8
Wales & West	38.3	36.5	10.6	10.0	33.9	34.0	9.3	12.4	7.9	7.2
South & S.East	39.4	37.3	10.1	10.1	34.2	32.8	9.5	13.2	6.9	6.7
North East	38.4	38.2	13.4	13.2	33.1	32.8	8.5	10.1	6.7	5.8
East of England	37.5	34.7	10.3	9.9	34.1	34.1	8.6	11.9	9.6	9.4
South West	39.1	36.1	10.6	10.4	36.3	36.0	10.0	13.8	4.0	3.7
Ulster	44.1	42.9	11.1	11.1	27.6	28.0	8.1	9.5	9.1	8.6
Border	41.1	39.7	10.5	9.9	33.5	33.6	8.6	10.8	6.3	6.0
N.Scotland	39.3	37.6	11.8	11.2	32.3	31.9	8.6	11.3	8.0	7.9

N.B. These data are based on the hours of viewing to ITV, Channel 4/S4C, BBC1 and BBC2 received from each region's designated transmitter only, together with all hours of viewing to satellite, cable and other channels reported within the region. They are therefore not comparable to the Network shares data published above.

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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	
	March (Hrs:Mins)	February (Hrs:Mins)	March (%)	February (%)
ALL/ANY TV	26:49	27:48	100.0	100.0
BBC1 (incl. Brkfst News)	6:31	6:59	24.3	25.1
BBC2	1:23	1:43	5.2	6.2
TOTAL/ANY BBC	7:54	8:42	29.5	31.3
ITV (incl. GMTV)	7:56	8:08	29.6	29.3
CHANNEL 4/S4C	1:51	2:01	6.9	7.2
TOTAL/ANY COMM TV	9:47	10:09	36.5	36.5
Total Terrestrial	17:41	18:51	66.0	67.8
Sky 1	1:34	1:36	5.8	5.8
Sky News	0:19	0:18	1.2	1.0
Sky Sports	1:24	1:08	5.2	4.1
The Movie Channel	0:56	0:54	3.5	3.2
Sky Movies	1:02	1:06	3.9	4.0
Sky Movies Gold	0:11	0:06	0.7	0.4
Total Sky	5:26	5:08	20.3	18.4
Bravo	0:10	0:10	0.6	0.6
Discovery	0:14	0:14	0.9	0.8
Eurosport	0:14	0:00	0.8	0.0
MTV	0:20	0:20	1.2	1.2
Nickelodeon	0:16	0:16	1.0	0.9
The Children's Channel	0:13	0:13	0.8	0.7
The Family Channel	0:06	0:06	0.4	0.4
TNT & Cartoon Network	0:32	0:36	2.0	2.2
UK Gold	0:45	0:40	2.8	2.4
UK Living	0:09	0:09	0.5	0.5
Total Astra (Named Channels)	8:23	7:50	31.3	28.2
Other Non Terrestrial	0:44	1:08	2.7	4.0
Total Satellite	9:07	8:57	34.0	32.2

UNIVERSE

March

UK TV Homes 22.26m

UK Satellite & Cable Homes 3.58m

UK Individuals aged 4 + 53.00m

UK Satellite & Cable Individuals aged 4 + 10.58m

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.