

THIS MONTH'S VIEWING SUMMARY

5 WEEKS ENDING
02 April 1995

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 : 21	28 : 02	100.0	100.0
BBC 1 (incl. Brkfast News)	8 : 42	9 : 09	33.0	32.6
BBC 2	2 : 44	2 : 59	10.4	10.6
TOTAL BBC	11 : 26	12 : 08	43.4	43.3
ITV (incl. GMTV)	9 : 44	10 : 36	36.9	37.8
CHANNEL 4/S4C	3 : 04	3 : 11	11.7	11.4
TOTAL/ANY COMM. TV	12 : 48	13 : 47	48.6	49.2
Other Viewing	2 : 07	2 : 07	8.0	7.6

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	34.1	35.2	10.9	10.9	34.8	34.1	11.3	11.4	8.9	8.4
Midlands E&W	37.5	38.9	11.8	11.4	31.6	31.5	10.0	10.4	9.1	7.8
North West	38.2	38.9	11.5	11.0	31.4	30.6	9.5	9.7	9.3	9.7
Yorkshire	39.1	40.3	12.2	11.4	32.0	31.9	9.5	9.9	7.2	6.6
C. Scotland	39.0	39.7	13.4	13.2	30.4	29.3	9.4	9.4	7.7	8.4
Wales & West	35.7	36.1	10.7	10.4	34.2	34.1	10.5	11.3	9.0	8.1
South & S. East	35.8	36.6	10.2	10.4	35.0	33.9	11.2	11.2	7.8	7.9
North East	35.1	36.5	14.3	13.5	33.2	33.0	10.4	10.5	7.0	6.5
East of England	35.0	35.5	10.9	10.5	33.8	34.2	10.9	10.8	9.5	9.1
South West	37.5	37.3	11.4	11.2	35.0	35.4	11.9	12.2	4.2	4.0
Ulster	40.5	42.7	11.2	11.6	27.7	27.4	8.3	8.2	12.2	10.1
Border	37.3	39.1	13.1	13.0	32.2	31.0	9.2	9.4	8.2	7.6
N. Scotland	35.3	36.0	11.8	11.6	31.5	30.8	9.0	9.9	12.4	11.7

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	26:05	27:37	100.0	100.0
BBC1 (incl. Brkfst News)	6:24	6:46	24.5	24.5
BBC2	1:33	1:38	6.0	5.9
TOTAL/ANY BBC	7:58	8:24	30.5	30.4
ITV (incl. GMTV)	7:24	8:03	28.4	29.2
CHANNEL 4/S4C	2:03	2:08	7.8	7.7
TOTAL/ANY COMM TV	9:27	10:10	36.2	36.8
Total Terrestrial	17:24	18:35	66.7	67.3
Sky 1	1:22	1:21	5.3	4.9
Sky News	0:25	0:24	1.6	1.4
Sky Sports	0:55	1:00	3.5	3.6
The Movie Channel	0:50	0:48	3.2	2.9
Sky Movies	0:48	0:57	3.1	3.4
Sky Movies Gold	0:08	0:09	0.5	0.5
Sky Soap/Travel/Sports 2	0:11	0:11	0.7	0.6
Total Sky	4:40	4:49	17.9	17.4
Bravo	0:09	0:11	0.6	0.7
CMT	0:03	0:03	0.2	0.2
Discovery/TLC	0:16	0:17	1.0	1.0
Eurosport	0:15	0:10	0.9	0.6
MTV	0:15	0:16	1.0	0.9
Nickelodeon	0:23	0:28	1.5	1.7
The Children's Channel	0:12	0:12	0.8	0.7
The Family Channel	0:06	0:05	0.4	0.3
TNT & Cartoon Network	0:34	0:37	2.2	2.2
UK Gold	0:45	0:49	2.8	2.9
UK Living	0:11	0:11	0.7	0.7
VH-1	0:08	0:09	0.5	0.5
Total Astra (Named Channels)	7:57	8:15	30.5	29.9
Other Non Terrestrial	0:44	0:48	2.8	2.9
Total Satellite	8:41	9:03	33.3	32.7

UNIVERSE

March

UK TV Homes 22.38m

UK Satellite & Cable Homes 4.15m

UK Individuals aged 4 + 53.12m

UK Satellite & Cable Individuals aged 4 + 12.48m

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.