

# THIS MONTH'S VIEWING SUMMARY

5 WEEKS ENDING  
03 March 1996

Produced for BARB

## HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING Including Timeshift

| Channel                   | Average Weekly<br>Viewing per person |                         | Share of<br>Total Viewing |                |
|---------------------------|--------------------------------------|-------------------------|---------------------------|----------------|
|                           | February<br>(Hrs : Mins)             | January<br>(Hrs : Mins) | February<br>(%)           | January<br>(%) |
| ALL/ANY TV                | 27 : 59                              | 28 : 34                 | 100.0                     | 100.0          |
| BBC 1 (incl. Brkfst News) | 9 : 15                               | 9 : 15                  | 33.0                      | 32.4           |
| BBC 2                     | 3 : 02                               | 3 : 12                  | 10.9                      | 11.2           |
| TOTAL BBC                 | 12 : 17                              | 12 : 27                 | 43.9                      | 43.6           |
| ITV (incl. GMTV)          | 10 : 10                              | 10 : 28                 | 36.3                      | 36.6           |
| CHANNEL 4/S4C             | 3 : 00                               | 3 : 03                  | 10.7                      | 10.7           |
| TOTAL/ANY COMM. TV        | 13 : 11                              | 13 : 31                 | 47.1                      | 47.3           |
| Other Viewing             | 2 : 31                               | 2 : 36                  | 9.0                       | 9.1            |

## 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 |            |
|-----------------|------------|------------|---------------|------------|------------|------------|------------|------------|---------------|------------|
|                 | Feb<br>(%) | Jan<br>(%) | Feb<br>(%)    | Jan<br>(%) | Feb<br>(%) | Jan<br>(%) | Feb<br>(%) | Jan<br>(%) | Feb<br>(%)    | Jan<br>(%) |
| London          | 32.8       | 33.3       | 10.9          | 10.8       | 34.4       | 34.4       | 11.6       | 11.5       | 10.4          | 9.9        |
| Midlands E&W    | 37.7       | 37.6       | 10.2          | 10.3       | 31.3       | 30.8       | 10.6       | 11.0       | 10.2          | 10.2       |
| North West      | 36.8       | 37.2       | 10.9          | 10.6       | 32.3       | 31.5       | 10.3       | 10.6       | 9.7           | 10.1       |
| Yorkshire       | 38.0       | 38.5       | 10.9          | 10.5       | 32.4       | 31.4       | 10.3       | 10.6       | 8.5           | 9.0        |
| C. Scotland     | 36.2       | 36.6       | 12.1          | 12.3       | 31.6       | 29.9       | 10.7       | 11.5       | 9.4           | 9.8        |
| Wales & West    | 35.1       | 35.7       | 9.3           | 9.3        | 35.3       | 33.6       | 10.8       | 11.6       | 9.5           | 9.9        |
| South & S. East | 37.0       | 37.4       | 9.9           | 10.0       | 34.4       | 33.2       | 10.9       | 11.4       | 7.8           | 8.0        |
| North East      | 34.1       | 35.1       | 12.7          | 12.2       | 32.6       | 32.1       | 10.8       | 10.8       | 9.7           | 9.9        |
| East of England | 35.6       | 36.0       | 9.7           | 9.5        | 33.2       | 33.3       | 10.8       | 10.9       | 10.6          | 10.3       |
| South West      | 35.9       | 36.2       | 10.2          | 10.6       | 36.2       | 35.6       | 12.5       | 12.2       | 5.1           | 5.3        |
| Ulster          | 42.5       | 40.6       | 10.3          | 11.0       | 27.5       | 27.2       | 8.5        | 9.1        | 11.2          | 12.1       |
| Border          | 39.1       | 38.1       | 12.2          | 12.1       | 31.3       | 30.6       | 10.6       | 11.1       | 6.6           | 8.1        |
| N. Scotland     | 36.7       | 35.9       | 10.7          | 11.1       | 32.2       | 31.5       | 10.2       | 10.8       | 10.2          | 10.7       |

**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<br>Viewing per person |                       | Share of<br>Total Viewing |                |
|-------------------------------------|--------------------------------------|-----------------------|---------------------------|----------------|
|                                     | February<br>(Hrs:Mins)               | January<br>(Hrs:Mins) | February<br>(%)           | January<br>(%) |
| <b>ALL/ANY TV</b>                   | <b>28:02</b>                         | <b>28:30</b>          | <b>100.0</b>              | <b>100.0</b>   |
| BBC1 (Incl. Brkfst News)            | 6:50                                 | 6:47                  | 24.4                      | 23.8           |
| BBC2                                | 1:38                                 | 1:45                  | 5.8                       | 6.1            |
| <b>TOTAL/ANY BBC</b>                | <b>8:28</b>                          | <b>8:31</b>           | <b>30.2</b>               | <b>29.9</b>    |
| ITV (Incl. GMTV)                    | 7:53                                 | 7:56                  | 28.1                      | 27.8           |
| CHANNEL 4/S4C                       | 2:01                                 | 2:02                  | 7.2                       | 7.1            |
| <b>TOTAL/ANY COMM TV</b>            | <b>9:55</b>                          | <b>9:59</b>           | <b>35.4</b>               | <b>35.0</b>    |
| <b>Total Terrestrial</b>            | <b>18:24</b>                         | <b>18:29</b>          | <b>65.6</b>               | <b>64.9</b>    |
| <br>                                |                                      |                       |                           |                |
| Sky 1                               | 1:23                                 | 1:16                  | 5.0                       | 4.4            |
| Sky News                            | 0:18                                 | 0:20                  | 1.1                       | 1.2            |
| Sky Sports                          | 1:10                                 | 1:26                  | 4.1                       | 5.0            |
| The Movie Channel                   | 0:49                                 | 0:56                  | 2.9                       | 3.3            |
| Sky Movies                          | 0:52                                 | 0:54                  | 3.1                       | 3.1            |
| Sky Movies Gold                     | 0:08                                 | 0:12                  | 0.5                       | 0.7            |
| Sky New Channels                    | 0:18                                 | 0:23                  | 1.0                       | 1.3            |
| <b>Total Sky</b>                    | <b>4:58</b>                          | <b>5:27</b>           | <b>17.7</b>               | <b>19.1</b>    |
| <br>                                |                                      |                       |                           |                |
| Bravo/EBN/Playboy                   | 0:11                                 | 0:12                  | 0.6                       | 0.7            |
| CMT                                 | 0:04                                 | 0:04                  | 0.2                       | 0.2            |
| Discovery/TLC                       | 0:21                                 | 0:23                  | 1.3                       | 1.3            |
| Disney Channel                      | 0:19                                 | 0:17                  | 1.1                       | 1.0            |
| Eurosport                           | 0:11                                 | 0:14                  | 0.7                       | 0.8            |
| MTV                                 | 0:11                                 | 0:11                  | 0.7                       | 0.6            |
| Nickelodeon/Paramount               | 0:25                                 | 0:23                  | 1.5                       | 1.3            |
| TCC                                 | 0:11                                 | 0:10                  | 0.6                       | 0.6            |
| The Family Channel                  | 0:08                                 | 0:07                  | 0.5                       | 0.4            |
| TNT & Cartoon Network               | 0:50                                 | 0:47                  | 3.0                       | 2.7            |
| UK Gold                             | 0:35                                 | 0:34                  | 2.1                       | 2.0            |
| UK Living                           | 0:17                                 | 0:15                  | 1.0                       | 0.9            |
| VH-1                                | 0:12                                 | 0:13                  | 0.7                       | 0.7            |
| <b>Total Astra (Named Channels)</b> | <b>8:52</b>                          | <b>9:14</b>           | <b>31.6</b>               | <b>32.4</b>    |
| <br>                                |                                      |                       |                           |                |
| Other Non Terrestrial               | 0:47                                 | 0:47                  | 2.8                       | 2.7            |
| <b>Total Satellite</b>              | <b>9:39</b>                          | <b>10:01</b>          | <b>34.4</b>               | <b>35.1</b>    |

**UNIVERSE**

**February**

UK TV Homes 23.35m

UK Satellite & Cable Homes 4.96m

UK Individuals aged 4+ 54.02m

UK Satellite & Cable Individuals aged 4+ 13.98m

**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.