

THIS MONTH'S VIEWING SUMMARY

4 WEEKS ENDING

31 March 1996

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 : 25	27 : 59	100.0	100.0
BBC 1 (Incl. Brkfst News)	8 : 41	9 : 15	32.9	33.0
BBC 2	2 : 52	3 : 02	10.8	10.9
TOTAL BBC	11 : 33	12 : 17	43.7	43.9
ITV (Incl. GMTV)	9 : 37	10 : 10	36.4	36.3
CHANNEL 4/S4C	2 : 41	3 : 00	10.1	10.7
TOTAL/ANY COMM. TV	12 : 18	13 : 11	46.6	47.1
Other Viewing	2 : 34	2 : 31	9.7	9.0

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	32.5	32.8	10.0	10.9	34.5	34.4	11.7	11.6	11.4	10.4
Midlands E&W	37.9	37.7	9.6	10.2	31.4	31.3	10.6	10.6	10.5	10.2
North West	37.0	36.8	10.1	10.9	32.3	32.3	10.3	10.3	10.3	9.7
Yorkshire	37.9	38.0	10.2	10.9	32.0	32.4	10.5	10.3	9.4	8.5
C. Scotland	37.1	36.2	11.6	12.1	31.2	31.6	9.9	10.7	10.2	9.4
Wales & West	35.2	35.1	9.2	9.3	34.0	35.3	11.1	10.8	10.6	9.5
South & S. East	37.2	37.0	9.0	9.9	33.3	34.4	11.2	10.9	9.3	7.8
North East	33.7	34.1	11.9	12.7	33.2	32.6	10.6	10.8	10.5	9.7
East of England	36.0	35.6	9.1	9.7	33.1	33.2	10.8	10.8	11.0	10.6
South West	36.0	35.9	9.9	10.2	35.8	36.2	12.3	12.5	6.0	5.1
Ulster	42.0	42.5	10.1	10.3	27.6	27.5	8.4	8.5	11.9	11.2
Border	38.8	39.1	11.7	12.2	31.9	31.3	9.9	10.6	7.7	6.6
N. Scotland	36.2	36.7	10.6	10.7	32.5	32.2	9.5	10.2	11.1	10.2

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.

Further enquiries to BARB, Glenthorne House
Hammersmith Grove, London W6 0ND Tel: 0181-741 9110 Fax: 0181-741 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	
	March (Hrs:Mins)	February (Hrs:Mins)	March (%)	February (%)
ALL/ANY TV	26:45	28:02	100.0	100.0
BBC1 (incl. Brkfst News)	6:24	6:50	23.9	24.4
BBC2	1:35	1:38	5.9	5.8
TOTAL/ANY BBC	8:00	8:28	29.9	30.2
ITV (incl. GMTV)	7:21	7:53	27.4	28.1
CHANNEL 4/S4C	1:44	2:01	6.5	7.2
TOTAL/ANY COMM TV	9:05	9:55	33.9	35.4
Total Terrestrial	17:04	18:24	63.8	65.6
Sky				
Sky 1	1:24	1:23	5.2	5.0
Sky News	0:19	0:18	1.2	1.1
Sky Sports	1:23	1:10	5.2	4.1
The Movie Channel	0:43	0:49	2.7	2.9
Sky Movies	0:48	0:52	3.0	3.1
Sky Movies Gold	0:08	0:08	0.5	0.5
Sky New Channels	0:27	0:18	1.7	1.0
Total Sky	5:11	4:58	19.4	17.7
Astra				
Bravo/EBN/Playboy	0:10	0:11	0.6	0.6
CMT	0:04	0:04	0.2	0.2
Discovery/TLC	0:19	0:21	1.2	1.3
Disney Channel	0:18	0:19	1.1	1.1
Eurosport	0:16	0:11	1.0	0.7
MTV	0:09	0:11	0.5	0.7
Nickelodeon/Paramount	0:23	0:25	1.4	1.5
TCC	0:10	0:11	0.6	0.6
The Family Channel	0:08	0:08	0.5	0.5
TNT & Cartoon Network	0:48	0:50	3.0	3.0
UK Gold	0:34	0:35	2.1	2.1
UK Living	0:15	0:17	0.9	1.0
VH-1	0:12	0:12	0.7	0.7
Total Astra (Named Channels)	8:55	8:52	33.3	31.6
Other Non Terrestrial	0:47	0:47	2.9	2.8
Total Satellite	9:42	9:39	36.2	34.4

UNIVERSE

March

UK TV Homes 23.37m

UK Satellite & Cable Homes 5.01m

UK Individuals aged 4+ 54.06m

UK Satellite & Cable Individuals aged 4+ 14.10m

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.