

THIS MONTH'S VIEWING SUMMARY

4 WEEKS ENDING
28 April 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	
	April (Hrs : Mins)	March (Hrs : Mins)	April (%)	March (%)
ALL/ANY TV	24 : 56	26 : 25	100.0	100.0
BBC 1 (incl. Brkfast News)	7 : 54	8 : 41	31.7	32.9
BBC 2	3 : 15	2 : 52	13.1	10.8
TOTAL BBC	11 : 10	11 : 33	44.8	43.7
ITV (incl. GMTV)	8 : 32	9 : 37	34.2	36.4
CHANNEL 4/S4C	2 : 42	2 : 41	10.8	10.1
TOTAL/ANY COMM. TV	11 : 14	12 : 18	45.0	46.6
Other Viewing	2 : 33	2 : 34	10.2	9.7

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	
	Apr (%)	Mar (%)	Apr (%)	Mar (%)	Apr (%)	Mar (%)	Apr (%)	Mar (%)	Apr (%)	Mar (%)
London	30.3	32.5	10.9	10.0	33.2	34.5	13.3	11.7	12.4	11.4
Midlands E&W	35.9	37.9	10.3	9.6	29.9	31.4	13.0	10.6	10.9	10.5
North West	35.1	37.0	10.8	10.1	30.0	32.3	12.7	10.3	11.4	10.3
Yorkshire	35.7	37.9	11.0	10.2	31.2	32.0	12.3	10.5	9.8	9.4
C. Scotland	34.6	37.1	12.0	11.6	30.4	31.2	12.7	9.9	10.4	10.2
Wales & West	33.4	35.2	9.5	9.2	33.2	34.0	13.1	11.1	10.8	10.6
South & S. East	34.1	37.2	9.9	9.0	32.7	33.3	13.1	11.2	10.2	9.3
North East	31.3	33.7	12.2	11.9	32.6	33.2	12.7	10.6	11.3	10.5
East of England	34.0	36.0	10.2	9.1	32.4	33.1	13.3	10.8	10.2	11.0
South West	32.7	36.0	11.0	9.9	34.8	35.8	15.2	12.3	6.3	6.0
Ulster	40.8	42.0	10.8	10.1	25.6	27.6	10.9	8.4	11.9	11.9
Border	37.2	38.8	11.9	11.7	30.3	31.9	12.2	9.9	8.4	7.7
N.Scotland	34.5	36.2	10.9	10.6	30.8	32.5	12.9	9.5	11.0	11.1

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	
	April (Hrs:Mins)	March (Hrs:Mins)	April (%)	March (%)
ALL/ANY TV	25:21	26:45	100.0	100.0
BBC1 (incl. Brkfst News)	5:36	6:24	22.1	23.9
BBC2	1:52	1:35	7.3	5.9
TOTAL/ANY BBC	7:28	8:00	29.5	29.9
ITV (incl. GMTV)	6:31	7:21	25.7	27.4
CHANNEL 4/S4C	1:46	1:44	6.9	6.5
TOTAL/ANY COMM TV	8:17	9:05	32.7	33.9
Total Terrestrial	15:45	17:04	62.1	63.8
Sky 1	1:20	1:24	5.3	5.2
Sky News	0:16	0:19	1.0	1.2
Sky Sports	1:09	1:23	4.5	5.2
The Movie Channel	0:56	0:43	3.7	2.7
Sky Movies	0:59	0:48	3.8	3.0
Sky Movies Gold	0:10	0:08	0.7	0.5
Sky New Channels	0:18	0:27	1.2	1.7
Total Sky	5:08	5:11	20.2	19.4
Bravo/EBN/Playboy	0:10	0:10	0.6	0.6
CMT	0:03	0:04	0.2	0.2
Discovery/TLC	0:21	0:19	1.3	1.2
Disney Channel	0:19	0:18	1.2	1.1
Eurosport	0:15	0:16	1.0	1.0
MTV	0:10	0:09	0.7	0.5
Nickelodeon/Paramount	0:27	0:23	1.7	1.4
TCC	0:11	0:10	0.7	0.6
The Family Channel	0:07	0:08	0.5	0.5
TNT & Cartoon Network	0:44	0:48	2.9	3.0
UK Gold	0:33	0:34	2.1	2.1
UK Living	0:14	0:15	0.9	0.9
VH-1	0:12	0:12	0.8	0.7
Total Astra (Named Channels)	8:52	8:55	35.0	33.3
Other Non Terrestrial	0:45	0:47	2.9	2.9
Total Satellite	9:36	9:42	37.9	36.2

UNIVERSE

April

UK TV Homes 23.38m

UK Satellite & Cable Homes 5.05m

UK Individuals aged 4+ 54.10m

UK Satellite & Cable Individuals aged 4+ 14.24m

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.