

THIS MONTH'S VIEWING SUMMARY

4 WEEKS ENDING
30 March 1997

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	25 : 17	27 : 22	100.0	100.0
BBC 1 (Incl. Brkfst News)	8 : 00	8 : 29	31.6	31.0
BBC 2	3 : 00	3 : 11	11.8	11.6
TOTAL BBC	10 : 59	11 : 40	43.4	42.6
ITV (Incl. GMTV)	8 : 36	9 : 35	34.0	35.0
CHANNEL 4/S4C	2 : 43	2 : 58	10.7	10.8
TOTAL/ANY COMM. TV	11 : 22	12 : 32	44.9	45.8
Other Viewing	2 : 57	3 : 10	11.7	11.6

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	29.8	31.4	11.0	10.9	32.6	31.5	12.2	12.3	14.2	14.0
Midlands E&W	34.8	35.6	10.0	10.0	30.1	30.0	11.5	11.3	13.3	13.1
North West	35.0	35.9	10.8	10.9	31.8	31.2	11.7	11.2	10.4	10.9
Yorkshire	34.9	36.2	10.2	10.8	30.8	29.9	11.5	10.9	12.3	12.2
C. Scotland	33.8	34.2	12.3	12.5	30.7	30.2	10.8	10.8	12.1	12.2
Wales & West	34.3	34.0	9.5	9.9	32.9	31.9	11.4	11.6	11.7	12.7
South & S. East	34.5	35.4	9.8	9.6	31.6	31.4	12.7	12.2	11.4	11.3
North East	33.1	36.4	11.8	11.7	30.6	29.4	11.1	10.9	13.2	11.7
East of England	33.3	34.1	10.0	9.8	32.8	32.2	11.8	11.5	12.1	12.3
South West	33.5	33.3	11.6	11.0	34.6	34.9	12.9	13.1	7.3	7.7
Ulster	38.9	41.8	12.0	11.7	26.1	25.1	10.1	10.2	12.8	11.2
Border	37.2	37.5	11.7	11.6	30.0	29.4	11.1	10.8	9.9	10.8
N. Scotland	35.2	35.6	11.7	11.9	31.2	31.7	12.6	12.1	9.2	8.7

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	25:34	27:29	100.0	100.0
BBC1 (incl. Brkfast News)	5:50	6:01	22.8	21.9
BBC2	1:36	1:44	6.2	6.3
TOTAL/ANY BBC	7:25	7:45	29.0	28.2
ITV (incl. GMTV)	6:28	7:13	25.3	26.3
CHANNEL 4/S4C	1:48	1:57	7.1	7.1
TOTAL/ANY COMM TV	8:18	9:10	32.5	33.3
Total Terrestrial	15:44	16:55	61.5	61.5
Sky 1	1:08	1:14	4.4	4.5
Sky 2	0:06	0:06	0.4	0.4
Sky News	0:14	0:16	0.9	1.0
Sky Sports 1	0:58	1:18	3.7	4.7
The Movie Channel	0:37	0:43	2.4	2.6
Sky Movies	0:47	0:42	3.0	2.5
Sky Movies Gold	0:12	0:12	0.8	0.7
Sky Sports 2	0:11	0:14	0.7	0.8
Sky Sports 3	0:21	0:15	1.3	0.9
The Computer Channel	0:00	0:00	0.0	0.0
Sky Soap	0:00	0:01	0.0	0.0
Sky Travel	0:00	0:01	0.0	0.0
Total Sky	4:33	5:00	17.8	18.2
Bravo	0:15	0:14	1.0	0.9
Cartoon Network	0:35	0:44	2.3	2.7
CMT	0:04	0:03	0.3	0.2
Discovery/TLC	0:20	0:24	1.3	1.4
Disney Channel	0:16	0:15	1.0	0.9
Eurosport	0:12	0:11	0.8	0.7
Fox Kids	0:06	0:06	0.4	0.3
Granada Good Life	0:01	0:01	0.1	0.1
Granada Plus	0:12	0:12	0.8	0.7
Granada Talk TV	0:01	0:00	0.1	0.0
MTV	0:12	0:10	0.8	0.6
Nickelodeon	0:29	0:32	1.9	1.9
Paramount	0:04	0:04	0.3	0.2
Sci-Fi Channel	0:05	0:05	0.3	0.3
Sky Scottish	0:00	0:00	0.0	0.0
TCC	0:04	0:05	0.2	0.3
Challenge TV	0:11	0:11	0.7	0.7
The History Channel	0:02	0:03	0.1	0.2
The Weather Channel	0:00	0:00	0.0	0.0
TNT	0:05	0:07	0.3	0.4
UK Gold	0:31	0:32	2.0	1.9
UK Living	0:18	0:20	1.2	1.2
VH-1	0:09	0:08	0.6	0.5
Total Astra (Named Channels)	8:41	9:25	34.0	34.3
Other Non Terrestrial	1:10	1:10	4.5	4.2
Total Satellite	9:51	10:35	38.5	38.5

UNIVERSE

March

UK TV Homes 23.57m

UK Satellite & Cable Homes 5.76m

UK Individuals aged 4+ 54.34m

UK Satellite & Cable Individuals aged 4+ 16.31m

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.