

THIS MONTH'S VIEWING SUMMARY

4 WEEKS ENDING
31 August 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	
	August (Hrs : Mins)	July (Hrs : Mins)	August (%)	July (%)
ALL/ANY TV	22:28	22:27	100.0	100.0
BBC 1 (incl. Brkfast News)	6:34	6:44	29.2	30.0
BBC 2	2:44	2:50	12.2	12.6
TOTAL BBC	9:19	9:34	41.5	42.6
ITV (Incl. GMTV)	7:11	7:05	32.0	31.6
CHANNEL 4/S4C	2:30	2:26	11.1	10.8
CHANNEL 5	0:42	0:39	3.1	2.9
TOTAL/ANY COMM. TV	10:22	10:11	46.1	45.4
Other Viewing	2:48	2:42	12.4	12.0

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, CH5, BBC1, BBC2.

SHARE OF VIEWING BY REGION												
	ITV		CHANNEL 4/S4C		CHANNEL 5		BBC 1		BBC 2		OTHER VIEWING	
	Aug (%)	Jul (%)	Aug (%)	Jul (%)	Aug (%)	Jul (%)	Aug (%)	Jul (%)	Aug (%)	Jul (%)	Aug (%)	Jul (%)
London	28.6	27.8	11.1	10.8	3.5	3.5	30.2	31.2	12.4	13.4	14.1	13.3
Midlands E&W	32.4	32.4	10.1	10.0	3.7	3.3	27.5	27.7	11.8	12.2	14.4	14.4
North West	32.4	32.7	10.8	11.0	3.7	3.8	28.9	29.6	11.7	11.5	12.4	11.4
Yorkshire	33.4	33.2	11.2	10.8	4.2	4.0	27.6	28.8	11.8	11.5	11.9	11.6
C. Scotland	32.3	30.6	11.6	11.7	4.9	4.6	28.5	28.1	10.2	12.1	12.5	13.0
Wales & West	31.7	31.2	10.4	9.7	2.7	2.6	30.2	31.9	12.6	12.9	12.4	11.8
South & S.East	32.9	31.9	10.6	10.6	0.4	0.3	30.5	31.7	13.3	13.7	12.3	11.7
North East	32.4	31.8	11.9	11.7	2.2	1.8	27.8	29.2	11.2	12.2	14.5	13.4
East of England	30.6	30.4	10.8	10.3	1.1	1.0	31.1	31.6	12.3	12.8	14.1	14.0
South West	32.1	31.0	11.7	11.8	1.3	1.4	32.5	34.4	13.7	14.1	8.6	7.3
Ulster	36.5	38.5	11.2	10.8	2.8	3.0	24.1	24.4	11.1	10.6	14.3	12.6
Border	36.4	37.3	12.6	12.8	0.8	0.9	26.1	29.2	12.8	11.2	11.3	8.6
N. Scotland	32.8	31.7	12.5	12.3	1.1	1.2	30.8	31.2	12.4	13.9	10.4	9.7

N.B. These data are based on the hours of viewing to ITV, Channel 4/S4C, Channel 5, 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	
	August (Hrs:Mins)	July (Hrs:Mins)	August (%)	July (%)
ALL/ANY TV	22:56	22:48	100.0	100.0
BBC1 (incl. Brkfst News)	4:52	4:54	21.2	21.5
BBC2	1:35	1:46	6.9	7.8
TOTAL/ANY BBC	6:27	6:40	28.1	29.3
ITV (incl. GMTV)	5:14	5:15	22.8	23.0
CHANNEL 4/S4C	1:41	1:35	7.3	6.9
CHANNEL 5	0:32	0:30	2.3	2.2
TOTAL/ANY COMM TV	7:27	7:19	32.5	32.1
Total Terrestrial	13:53	13:59	60.5	61.3
Sky 1	0:57	1:04	4.1	4.7
Sky 2	0:04	0:04	0.3	0.3
Sky News	0:20	0:15	1.5	1.1
Sky Sports 1	0:39	0:34	2.9	2.5
The Movie Channel	0:39	0:35	2.8	2.5
Sky Movies	0:37	0:40	2.7	2.9
Sky Movies Gold	0:12	0:12	0.9	0.9
Sky Sports 2	0:11	0:09	0.8	0.7
Sky Sports 3	0:14	0:07	1.0	0.5
The Computer Channel	0:00	0:00	0.0	0.0
Sky Soap	0:01	0:00	0.0	0.0
Sky Travel	0:01	0:00	0.1	0.0
Total Sky	3:54	3:42	17.0	16.2
Bravo	0:14	0:14	1.0	1.0
Cartoon Network	0:37	0:34	2.7	2.5
CMT	0:01	0:02	0.1	0.1
Discovery *(July includes H&L)	0:12	0:18	0.9	1.3
Disney Channel	0:15	0:14	1.1	1.0
Eurosport	0:15	0:13	1.1	1.0
Fox Kids	0:05	0:06	0.4	0.4
Granada Good Life	0:01	0:01	0.1	0.1
Granada Plus	0:10	0:11	0.7	0.8
Granada Talk TV	0:01	0:01	0.1	0.1
Home & Leisure *(see Discovery)	0:05	0:00	0.3	0.0
MTV	0:12	0:13	0.9	1.0
Nickelodeon	0:28	0:27	2.0	2.0
Paramount	0:03	0:05	0.2	0.4
Sci-Fi Channel	0:06	0:07	0.4	0.5
Sky Scottish	0:00	0:00	0.0	0.0
TCC	0:07	0:06	0.5	0.4
Challenge TV	0:12	0:11	0.9	0.8
The History Channel	0:01	0:01	0.1	0.1
The Weather Channel	0:01	0:01	0.0	0.1
TNT	0:07	0:06	0.5	0.4
UK Gold	0:26	0:25	1.9	1.8
UK Living	0:17	0:17	1.2	1.2
VH-1	0:07	0:06	0.5	0.4
Total Astra (Named Channels)	7:53	7:40	34.4	33.6
Other Non Terrestrial	1:10	1:09	5.0	5.0
Total Satellite	9:03	8:49	39.5	38.7

UNIVERSE

August

UK TV Homes 23.65m

UK Satellite & Cable Homes 6.11m

UK Individuals aged 4+ 54.51m

UK Satellite & Cable Individuals aged 4+ 17.14m

DEFINITIONS

Satellite/Cable Viewing:

Viewing in homes able to receive broadcasts from at least one channel other than ITV, BBC1, BBC2, CH4, CH5, 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.

Copyright BARB. Any subsequent reproduction, in whole or in part, must contain reference to BARB.