

THIS MONTH'S VIEWING SUMMARY

4 WEEKS ENDING
30 August 1998

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	22:47	23:40	100.0	100.0
BBC 1 (incl. Brkfast News)	6:26	6:56	28.3	29.3
BBC 2	2:57	2:42	12.9	11.4
TOTAL BBC	9:23	9:38	41.2	40.7
ITV (Incl. GMTV)	6:37	7:26	29.0	31.4
CHANNEL 4/S4C	2:34	2:27	11.2	10.3
CHANNEL 5	1:05	1:05	4.8	4.6
TOTAL/ANY COMM. TV	10:16	10:58	45.0	46.3
Other Viewing	3:09	3:04	13.8	13.0

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	26.7	29.1	11.2	10.1	4.9	4.5	28.8	29.9	12.8	11.4	15.6	14.9
Midlands E&W	27.8	30.8	9.8	9.2	5.8	6.1	26.2	27.1	13.7	11.8	16.8	15.0
North West	30.8	32.6	10.9	9.4	4.9	4.7	27.4	28.0	11.9	10.9	14.2	14.3
Yorkshire	31.3	33.8	11.1	10.8	5.4	5.2	27.5	28.3	13.0	10.8	11.6	11.0
C. Scotland	26.7	28.1	12.4	11.4	8.4	7.7	26.4	28.3	10.6	10.0	15.5	14.5
Wales & West	27.5	30.0	10.3	9.4	4.1	4.3	30.3	31.3	14.3	11.9	13.4	13.1
South & S.East	29.2	32.4	12.2	11.1	0.8	0.9	30.2	30.9	15.1	13.5	12.4	11.1
North East	28.6	31.4	11.8	10.7	3.8	3.6	27.6	28.9	11.8	10.7	16.4	14.7
East of England	29.4	31.8	11.1	10.0	2.4	2.4	29.9	30.7	12.8	11.1	14.5	14.1
South West	30.0	31.9	13.6	12.2	2.1	1.9	33.0	34.4	13.9	12.8	7.3	6.8
Ulster	33.3	35.7	10.8	10.7	3.4	3.8	22.8	23.9	10.0	8.2	19.7	17.7
Border	36.9	37.3	11.3	11.1	1.8	1.7	26.8	28.9	10.6	10.3	12.6	10.6
N. Scotland	30.1	31.3	13.3	11.7	1.5	1.6	31.0	30.9	11.5	11.4	12.5	13.3

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.

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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	
	August (Hrs:Mins)	July (Hrs:Mins)	August (%)	July (%)
ALL/ANY TV	22:47	24:03	100.0	100.0
BBC1 (incl. Brkfst News)	4:32	5:14	19.9	21.7
BBC2	1:45	1:44	7.7	7.2
TOTAL/ANY BBC	6:17	6:58	27.6	29.0
ITV (incl. GMTV)	4:58	5:46	21.8	24.0
CHANNEL 4/S4C	1:40	1:35	7.3	6.6
CHANNEL 5	0:48	0:50	3.5	3.5
TOTAL/ANY COMM TV	7:26	8:11	32.6	34.0
Total Terrestrial	13:43	15:08	60.2	63.0
Sky 1	1:01	1:08	4.5	4.7
Sky News	0:17	0:16	1.2	1.1
Sky Sports 1	0:35	0:16	2.5	1.1
Sky Movies Screen 1	0:23	0:27	1.7	1.9
Sky Movies Screen 2	0:29	0:30	2.1	2.1
Sky Movies Gold	0:11	0:11	0.8	0.8
Sky Sports 2	0:16	0:11	1.1	0.7
Sky Sports 3	0:10	0:06	0.7	0.4
.tv	0:00	0:00	0.0	0.0
Sky Soap	0:01	0:01	0.1	0.1
Sky Travel	0:00	0:00	0.0	0.0
Sky Box Office	0:00	0:00	0.0	0.0
Total Sky	3:21	3:06	14.7	12.9
Bloomberg TV	0:00	0:00	0.0	0.0
Bravo	0:19	0:18	1.4	1.3
Cartoon Network	0:36	0:36	2.7	2.5
Challenge TV	0:11	0:11	0.8	0.8
Discovery	0:12	0:13	0.9	0.9
Disney Channel	0:11	0:12	0.8	0.8
Eurosport	0:13	0:14	0.9	0.9
Fox Kids	0:04	0:05	0.3	0.3
Granada Breeze	0:01	0:01	0.1	0.1
Granada Plus	0:12	0:11	0.9	0.7
Home & Leisure	0:06	0:06	0.4	0.4
Living	0:27	0:26	2.0	1.8
MTV	0:13	0:14	1.0	1.0
National Geographic	0:02	0:02	0.1	0.1
Nickelodeon	0:27	0:29	1.9	2.0
Paramount	0:07	0:07	0.5	0.5
Sci-Fi Channel	0:08	0:09	0.6	0.6
Sky Scottish	0:00	0:00	0.0	0.0
The History Channel	0:02	0:03	0.1	0.2
TNT	0:07	0:07	0.5	0.5
UK Arena	0:00	0:00	0.0	0.0
UK Gold	0:34	0:33	2.5	2.3
UK Horizons	0:03	0:04	0.2	0.2
UK Style	0:00	0:00	0.0	0.0
VH-1	0:11	0:10	0.8	0.7
Total Astra (Named Channels)	7:46	7:36	34.1	31.6
Other Non Terrestrial	1:18	1:18	5.7	5.4
Total Satellite	9:04	8:54	39.8	37.0

UNIVERSE

August

UK TV Homes 23.85m

UK Individuals aged 4+ 54.72m

UK Satellite & Cable Homes 6.87m

UK Satellite & Cable Individuals aged 4+ 19.05m

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.

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