

THIS MONTH'S VIEWING SUMMARY

5 WEEKS ENDING
01 November 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	
	October (Hrs : Mins)	September (Hrs : Mins)	October (%)	September (%)
ALL/ANY TV	25:21	23:39	100.0	100.0
BBC 1 (incl. Brkfst News)	7:09	6:40	28.2	28.2
BBC 2	2:47	2:43	11.0	11.5
TOTAL BBC	9:56	9:23	39.2	39.7
ITV (Incl. GMTV)	8:06	7:24	32.0	31.3
CHANNEL 4/S4C	2:41	2:35	10.6	10.9
CHANNEL 5	1:18	1:10	5.1	4.9
TOTAL/ANY COMM. TV	12:05	11:09	47.7	47.1
Other Viewing	3:19	3:08	13.1	13.2

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	
	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)
London	28.3	28.0	10.5	11.0	5.5	5.1	28.5	28.7	11.7	11.6	15.5	15.6
Midlands E&W	31.9	30.5	9.4	9.7	6.6	6.4	26.8	26.3	10.9	11.7	14.4	15.5
North West	33.6	33.3	10.5	10.6	5.0	5.2	26.9	27.0	9.7	10.5	14.4	13.5
Yorkshire	34.9	34.6	10.9	10.9	6.1	5.3	26.7	27.0	10.4	11.1	11.0	11.1
C. Scotland	30.6	28.9	11.4	12.3	8.2	7.7	25.7	25.6	9.2	9.5	14.9	15.9
Wales & West	30.7	30.2	9.5	9.7	4.7	5.1	30.7	31.0	11.1	12.0	13.3	12.0
South & S. East	32.2	31.6	11.0	11.8	1.1	1.0	30.8	30.7	13.1	13.7	11.8	11.3
North East	31.2	31.3	10.7	11.0	6.5	4.7	27.1	27.5	10.1	10.2	14.5	15.3
East of England	31.9	31.6	10.5	10.7	2.5	2.3	30.4	29.9	11.0	11.4	13.6	14.0
South West	32.6	32.1	11.7	12.3	2.4	2.2	33.9	33.1	13.5	13.1	5.9	7.2
Ulster	37.3	34.9	9.6	10.4	4.1	3.8	22.5	22.6	8.1	9.7	18.4	18.7
Border	37.7	37.3	11.0	11.3	2.6	2.1	26.1	26.9	9.1	9.9	13.5	12.4
N. Scotland	31.7	31.6	12.4	12.8	1.6	1.7	29.3	30.5	11.6	11.5	13.5	12.0

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	
	October (Hrs:Mins)	September (Hrs:Mins)	October (%)	September (%)
ALL/ANY TV	25:15	23:47	100.0	100.0
BBC1 (incl. Brkfst News)	5:06	4:48	20.2	20.2
BBC2	1:39	1:41	6.5	7.1
TOTAL/ANY BBC	6:45	6:29	26.7	27.2
ITV (incl. GMTV)	6:22	5:50	25.2	24.5
CHANNEL 4/S4C	1:45	1:41	6.9	7.1
CHANNEL 5	1:00	0:52	4.0	3.6
TOTAL/ANY COMM TV	9:07	8:23	36.1	35.2
Total Terrestrial	15:52	14:52	62.8	62.5
Sky 1	1:06	1:01	4.3	4.3
Sky News	0:13	0:15	0.8	1.0
Sky Sports 1	0:32	0:34	2.1	2.4
Sky MovieMax	0:22	0:21	1.4	1.4
Sky Premier	0:33	0:31	2.2	2.2
Sky Cinema	0:06	0:07	0.4	0.5
Sky Sports 2	0:20	0:20	1.3	1.4
Sky Sports 3	0:08	0:07	0.5	0.5
.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	0:01	0:00	0.1	0.0
Total Sky	3:21	3:16	13.2	13.7
Animal Planet	0:01	0:01	0.1	0.1
Bloomberg TV	0:00	0:00	0.0	0.0
Bravo	0:09	0:16	0.6	1.1
Cartoon Network	0:37	0:33	2.4	2.3
Challenge TV	0:11	0:11	0.7	0.8
Discovery	0:13	0:12	0.9	0.8
Disney Channel	0:12	0:12	0.8	0.9
Eurosport	0:11	0:11	0.7	0.8
Fox Kids	0:06	0:04	0.4	0.3
Granada Breeze	0:01	0:01	0.1	0.1
Granada Plus	0:11	0:11	0.7	0.7
Home & Leisure	0:07	0:06	0.4	0.4
Living	0:28	0:24	1.8	1.7
MTV	0:15	0:15	1.0	1.0
National Geographic	0:02	0:02	0.2	0.2
Nickelodeon	0:30	0:25	2.0	1.7
Paramount	0:07	0:07	0.5	0.5
Sci-Fi Channel	0:09	0:09	0.6	0.6
The History Channel	0:02	0:03	0.2	0.2
TNT	0:07	0:07	0.5	0.5
Trouble	0:08	0:00	0.5	0.0
UK Arena	0:00	0:00	0.0	0.0
UK Gold	0:33	0:33	2.2	2.3
UK Horizons	0:05	0:05	0.3	0.3
UK Style	0:00	0:00	0.0	0.0
VH-1	0:12	0:11	0.8	0.8
Total Astra (Named Channels)	7:58	7:33	31.6	31.8
Other Non Terrestrial	1:25	1:22	5.6	5.8
Total Satellite and Cable	9:24	8:56	37.2	37.5

UNIVERSE

October

UK TV Homes 23.89m
UK Individuals aged 4+ 54.79m

UK Satellite & Cable Homes 6.97m
UK Satellite & Cable Individuals aged 4+ 19.20m

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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5 weeks ending 1st Nov

October

HOURS OF VIEWING, SHARE OF AUDIENCE AND REACH
Including Timeshift

	Average Weekly Viewing per person		Share of Total Viewing	
	October (Hrs:Mins)	September (Hrs:Mins)	October (%)	September (%)
ALL/ANY TV	25:21	23:39	100.0	100.0
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Other Viewing	3:19	3:08	13.1	13.2

5 weeks ending 1st Nov

October

**Hours of Viewing, Share of Audience and Reach - Satellite/Cable
(in satellite and cable homes only) including timeshift**

	Average Weekly Viewing per person		Share of Total Viewing	
	October (Hrs:Mins)	September (Hrs:Mins)	October (%)	September (%)
ALL/ANY TV	25:15	23:47	100.0	100.0
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Sky News	0:13	0:15	0.8	1.0
Sky Sports 1	0:32	0:34	2.1	2.4
Sky MovieMax	0:22	0:21	1.4	1.4
Sky Premier	0:33	0:31	2.2	2.2
Sky Cinema	0:06	0:07	0.4	0.5
Sky Sports 2	0:20	0:20	1.3	1.4
Sky Sports 3	0:08	0:07	0.5	0.5
.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	0:01	0:00	0.1	0.0
Total Sky	3:21	3:16	13.2	13.7
Animal Planet	0:01	0:01	0.1	0.1
Bloomberg TV	0:00	0:00	0.0	0.0
Bravo	0:09	0:16	0.6	1.1
Cartoon Network	0:37	0:33	2.4	2.3
Challenge TV	0:11	0:11	0.7	0.8
Discovery	0:13	0:12	0.9	0.8
Disney Channel	0:12	0:12	0.8	0.9
Eurosport	0:11	0:11	0.7	0.8
Fox Kids	0:06	0:04	0.4	0.3
Granada Good Life	0:01	0:01	0.1	0.1
Granada Plus	0:11	0:11	0.7	0.7
Home & Leisure	0:07	0:06	0.4	0.4
Living	0:28	0:24	1.8	1.7
MTV	0:15	0:15	1.0	1.0
National Geographic	0:02	0:02	0.2	0.2
Nickelodeon	0:30	0:25	2.0	1.7
Paramount	0:07	0:07	0.5	0.5
Sci-Fi Channel	0:09	0:09	0.6	0.6
The History Channel	0:02	0:03	0.2	0.2
TNT	0:07	0:07	0.5	0.5
Trouble	0:08	0:00	0.5	0.0
UK Arena	0:00	0:00	0.0	0.0
UK Gold	0:33	0:33	2.2	2.3
UK Horizons	0:05	0:05	0.3	0.3
UK Style	0:00	0:00	0.0	0.0
VH-1	0:12	0:11	0.8	0.8
Total Astra (Named Channels)	7:58	7:33	31.6	31.8
Other Non Terrestrial	1:25	1:22	5.6	5.8
Total Satellite	9:24	8:56	37.2	37.5

5 weeks ending 1st Nov

Oct

SHARE OF VIEWING BY REGION

	ITV		CHANNEL4/S4C		CHANNEL 5		BBC1		BBC2		Other	
	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)	Oct (%)	Sep (%)
London	28.3	28.0	10.5	11.0	5.5	5.1	28.5	28.7	11.7	11.6	15.5	15.6
Midlands E&W	31.9	30.5	9.4	9.7	6.6	6.4	26.8	26.3	10.9	11.7	14.4	15.5
North West	33.6	33.3	10.5	10.6	5.0	5.2	26.9	27.0	9.7	10.5	14.4	13.5
Yorkshire	34.9	34.6	10.9	10.9	6.1	5.3	26.7	27.0	10.4	11.1	11.0	11.1
C.Scotland	30.6	28.9	11.4	12.3	8.2	7.7	25.7	25.6	9.2	9.5	14.9	15.9
Wales & West	30.7	30.2	9.5	9.7	4.7	5.1	30.7	31.0	11.1	12.0	13.3	12.0
South & S.East	32.2	31.6	11.0	11.8	1.1	1.0	30.8	30.7	13.1	13.7	11.8	11.3
North East	31.2	31.3	10.7	11.0	6.5	4.7	27.1	27.5	10.1	10.2	14.5	15.3
East of England	31.9	31.6	10.5	10.7	2.5	2.3	30.4	29.9	11.0	11.4	13.6	14.0
South West	32.6	32.1	11.7	12.3	2.4	2.2	33.9	33.1	13.5	13.1	5.9	7.2
Ulster	37.3	34.9	9.6	10.4	4.1	3.8	22.5	22.6	8.1	9.7	18.4	18.7
Border	37.7	37.3	11.0	11.3	2.6	2.1	26.1	26.9	9.1	9.9	13.5	12.4
N.Scotland	31.7	31.6	12.4	12.8	1.6	1.7	29.3	30.5	11.6	11.5	13.5	12.0

5 weeks ending 1st Nov

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UK TV Homes 23.89m

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UK Individuals 4+ 54.79m

UK Satellite & Cable Individuals 4+ 19.19m