

November

4 weeks ending 29th Nov

HOURS OF VIEWING, SHARE OF AUDIENCE AND REACH
Including Timeshift

	Average Weekly Viewing per person		Share of Total Viewing	
	November (Hrs:Mins)	October (Hrs:Mins)	November (%)	October (%)
ALL/ANY TV	26:36	25:21	100.0	100.0
BBC 1(incl.Brkfast News)	7:58	7:09	29.9	28.2
BBC2	3:01	2:47	11.3	11.0
TOTAL/ANY BBC	10:58	9:56	41.2	39.2
ITV (incl. GMTV)	8:16	8:06	31.0	32.0
CHANNEL 4/S4C	2:42	2:41	10.1	10.6
CHANNEL 5	1:16	1:18	4.8	5.1
TOTAL/ANY COMM. TERR. TV	12:13	12:05	45.9	47.7
Other Viewing	3:25	3:19	12.8	13.1

4 weeks ending 29th Nov

November

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	
	November (Hrs:Mins)	October (Hrs:Mins)	November (%)	October (%)
ALL/ANY TV	26:22	25:15	100.0	100.0
BBC 1 (incl. Brkfst News)	5:42	5:06	21.6	20.2
BBC2	1:47	1:39	6.7	6.5
TOTAL/ANY BBC	7:29	6:45	28.4	26.7
ITV (incl. GMTV)	6:31	6:22	24.7	25.2
CHANNEL 4/S4C	1:49	1:45	6.9	6.9
CHANNEL 5	0:59	1:00	3.7	4.0
TOTAL/ANY COMM. TERR. TV	9:18	9:07	35.3	36.1
Total Terrestrial	16:47	15:52	63.7	62.8
Sky 1	1:03	1:06	4.0	4.3
Sky News	0:13	0:13	0.8	0.8
Sky Sports 1	0:37	0:32	2.4	2.1
Sky MovieMax	0:22	0:22	1.4	1.4
Sky Premier	0:32	0:33	2.0	2.2
Sky Cinema	0:07	0:06	0.4	0.4
Sky Sports 2	0:27	0:20	1.7	1.3
Sky Sports 3	0:08	0:08	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	0:00	0:01	0.0	0.1
Total Sky	3:30	3:21	13.3	13.2
Animal Planet	0:02	0:01	0.1	0.1
Bloomberg TV	0:00	0:00	0.0	0.0
Bravo	0:09	0:09	0.5	0.6
Cartoon Network	0:34	0:37	2.2	2.4
Challenge TV	0:12	0:11	0.8	0.7
Discovery	0:14	0:13	0.9	0.9
Disney Channel	0:13	0:12	0.8	0.8
Eurosport	0:10	0:11	0.6	0.7
Fox Kids	0:06	0:06	0.4	0.4
Granada Good Life	0:01	0:01	0.1	0.1
Granada Men & Motors	0:01	0:00	0.0	0.0
Granada Plus	0:09	0:11	0.6	0.7
Home & Leisure	0:08	0:07	0.5	0.4
Living	0:20	0:28	1.3	1.8
MTV	0:17	0:15	1.1	1.0
National Geographic	0:03	0:02	0.2	0.2
Nickelodeon	0:32	0:30	2.0	2.0
Paramount	0:06	0:07	0.4	0.5
Sci-Fi Channel	0:10	0:09	0.6	0.6
The History Channel	0:03	0:02	0.2	0.2
TNT	0:07	0:07	0.4	0.5
Trouble	0:08	0:08	0.5	0.5
UK Arena	0:00	0:00	0.0	0.0
UK Gold	0:35	0:33	2.2	2.2
UK Horizons	0:05	0:05	0.3	0.3
UK Style	0:00	0:00	0.0	0.0
VH-1	0:12	0:12	0.7	0.8
Film Four	0:00	0:00	0.0	0.0
Total Astra (Named Channels)	8:07	7:58	30.8	31.6
Other Non Terrestrial	1:28	1:25	5.6	5.6
Total Satellite	9:34	9:24	36.3	37.2

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Nov

SHARE OF VIEWING BY REGION

	ITV		CHANNEL4/S4C		CHANNEL 5		BBC1		BBC2		Other	
	Nov (%)	Oct (%)	Nov (%)	Oct (%)	Nov (%)	Oct (%)	Nov (%)	Oct (%)	Nov (%)	Oct (%)	Nov (%)	Oct (%)
London	26.9	28.3	10.2	10.5	5.2	5.5	30.6	28.5	12.3	11.7	14.8	15.5
Midlands E&W	30.6	31.9	8.8	9.4	6.2	6.6	28.6	26.8	11.0	10.9	14.8	14.4
North West	32.8	33.6	10.0	10.5	4.5	5.0	28.3	26.9	10.2	9.7	14.1	14.4
Yorkshire	33.8	34.9	9.8	10.9	6.0	6.1	28.3	26.7	10.7	10.4	11.3	11.0
C.Scotland	29.2	30.6	11.0	11.4	8.3	8.2	27.8	25.7	9.2	9.2	14.5	14.9
Wales & West	30.5	30.7	9.5	9.5	3.5	4.7	32.7	30.7	11.5	11.1	12.4	13.3
South & S.East	32.0	32.2	9.9	11.0	1.0	1.1	32.1	30.8	13.6	13.1	11.4	11.8
North East	31.7	31.2	10.2	10.7	5.7	6.5	28.6	27.1	10.2	10.1	14.1	14.5
East of England	31.3	31.9	9.0	10.5	2.3	2.5	32.1	30.4	11.3	11.0	13.6	13.6
South West	30.5	32.6	11.0	11.7	2.8	2.4	36.0	33.9	13.9	13.5	5.9	5.9
Ulster	36.7	37.3	9.6	9.6	4.1	4.1	24.1	22.5	8.6	8.1	16.9	18.4
Border	39.5	37.7	10.5	11.0	2.1	2.6	27.4	26.1	9.8	9.1	10.8	13.5
N.Scotland	30.3	31.7	10.8	12.4	1.5	1.6	32.1	29.3	11.6	11.6	13.6	13.5

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November

UNIVERSE

November

UK TV Homes 23.90m

UK Satellite & Cable Homes 7.03m

UK Individuals 4+ 54.82m

UK Satellite & Cable Individuals 4+ 19.37m