

5 weeks ending 3rd Jan

December

**HOURS OF VIEWING, SHARE OF AUDIENCE AND REACH**  
**Including Timeshift**

|                          | <b>Average Weekly<br/>Viewing per person</b> |                                | <b>Share of<br/>Total Viewing</b> |                         |
|--------------------------|----------------------------------------------|--------------------------------|-----------------------------------|-------------------------|
|                          | <b>December<br/>(Hrs:Mins)</b>               | <b>November<br/>(Hrs:Mins)</b> | <b>December<br/>(%)</b>           | <b>November<br/>(%)</b> |
| ALL/ANY TV               | 28:19                                        | 26:36                          | 100.0                             | 100.0                   |
| BBC 1(incl.Brkfast News) | 8:50                                         | 7:58                           | 31.2                              | 29.9                    |
| BBC2                     | 3:00                                         | 3:01                           | 10.6                              | 11.3                    |
| TOTAL/ANY BBC            | 11:50                                        | 10:58                          | 41.8                              | 41.2                    |
| ITV (incl. GMTV)         | 8:48                                         | 8:16                           | 31.1                              | 31.0                    |
| CHANNEL 4/S4C            | 2:47                                         | 2:42                           | 9.8                               | 10.1                    |
| CHANNEL 5                | 1:17                                         | 1:16                           | 4.6                               | 4.8                     |
| TOTAL/ANY COMM. TERR. TV | 12:52                                        | 12:13                          | 45.4                              | 45.9                    |
| Other Viewing            | 3:37                                         | 3:25                           | 12.8                              | 12.8                    |

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December

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

|                                     | <b>Average Weekly<br/>Viewing per person</b> |                                | <b>Share of<br/>Total Viewing</b> |                         |
|-------------------------------------|----------------------------------------------|--------------------------------|-----------------------------------|-------------------------|
|                                     | <b>December<br/>(Hrs:Mins)</b>               | <b>November<br/>(Hrs:Mins)</b> | <b>December<br/>(%)</b>           | <b>November<br/>(%)</b> |
| <b>ALL/ANY TV</b>                   | <b>28:13</b>                                 | <b>26:22</b>                   | <b>100.0</b>                      | <b>100.0</b>            |
| BBC 1(incl.Brakfast News)           | 6:41                                         | 5:42                           | 23.7                              | 21.6                    |
| BBC2                                | 1:47                                         | 1:47                           | 6.3                               | 6.7                     |
| <b>TOTAL/ANY BBC</b>                | <b>8:28</b>                                  | <b>7:29</b>                    | <b>30.0</b>                       | <b>28.4</b>             |
| ITV (incl. GMTV)                    | 7:00                                         | 6:31                           | 24.8                              | 24.7                    |
| CHANNEL 4/S4C                       | 1:51                                         | 1:49                           | 6.6                               | 6.9                     |
| CHANNEL 5                           | 0:58                                         | 0:59                           | 3.4                               | 3.7                     |
| <b>TOTAL/ANY COMM. TERR. TV</b>     | <b>9:49</b>                                  | <b>9:18</b>                    | <b>34.8</b>                       | <b>35.3</b>             |
| <b>Total Terrestrial</b>            | <b>18:17</b>                                 | <b>16:47</b>                   | <b>64.8</b>                       | <b>63.7</b>             |
| Sky 1                               | 1:01                                         | 1:03                           | 3.6                               | 4.0                     |
| Sky News                            | 0:18                                         | 0:13                           | 1.1                               | 0.8                     |
| Sky Sports 1                        | 0:43                                         | 0:37                           | 2.6                               | 2.4                     |
| Sky MovieMax                        | 0:26                                         | 0:22                           | 1.5                               | 1.4                     |
| Sky Premier                         | 0:40                                         | 0:32                           | 2.4                               | 2.0                     |
| Sky Cinema                          | 0:07                                         | 0:07                           | 0.4                               | 0.4                     |
| Sky Sports 2                        | 0:28                                         | 0:27                           | 1.7                               | 1.7                     |
| Sky Sports 3                        | 0:10                                         | 0:08                           | 0.6                               | 0.5                     |
| .tv                                 | 0:00                                         | 0:00                           | 0.0                               | 0.0                     |
| Sky Soap                            | 0:01                                         | 0:01                           | 0.0                               | 0.1                     |
| Sky Travel                          | 0:00                                         | 0:00                           | 0.0                               | 0.0                     |
| Sky Box Office                      | 0:00                                         | 0:00                           | 0.0                               | 0.0                     |
| <b>Total Sky</b>                    | <b>3:54</b>                                  | <b>3:30</b>                    | <b>13.8</b>                       | <b>13.3</b>             |
| Animal Planet                       | 0:02                                         | 0:02                           | 0.1                               | 0.1                     |
| Bloomberg TV                        | 0:00                                         | 0:00                           | 0.0                               | 0.0                     |
| Bravo                               | 0:08                                         | 0:09                           | 0.5                               | 0.5                     |
| Cartoon Network                     | 0:35                                         | 0:34                           | 2.1                               | 2.2                     |
| Challenge TV                        | 0:09                                         | 0:12                           | 0.5                               | 0.8                     |
| Discovery                           | 0:13                                         | 0:14                           | 0.8                               | 0.9                     |
| Disney Channel                      | 0:16                                         | 0:13                           | 0.9                               | 0.8                     |
| Eurosport                           | 0:11                                         | 0:10                           | 0.6                               | 0.6                     |
| Fox Kids                            | 0:06                                         | 0:06                           | 0.3                               | 0.4                     |
| Granada Good Life                   | 0:01                                         | 0:01                           | 0.1                               | 0.1                     |
| Granada Men & Motors                | 0:01                                         | 0:01                           | 0.1                               | 0.0                     |
| Granada Plus                        | 0:10                                         | 0:09                           | 0.6                               | 0.6                     |
| Home & Leisure                      | 0:09                                         | 0:08                           | 0.5                               | 0.5                     |
| Living                              | 0:21                                         | 0:20                           | 1.2                               | 1.3                     |
| MTV                                 | 0:17                                         | 0:17                           | 1.0                               | 1.1                     |
| National Geographic                 | 0:03                                         | 0:03                           | 0.2                               | 0.2                     |
| Nickelodeon                         | 0:28                                         | 0:32                           | 1.6                               | 2.0                     |
| Paramount                           | 0:05                                         | 0:06                           | 0.3                               | 0.4                     |
| Sci-Fi Channel                      | 0:06                                         | 0:10                           | 0.3                               | 0.6                     |
| The History Channel                 | 0:03                                         | 0:03                           | 0.2                               | 0.2                     |
| TNT                                 | 0:06                                         | 0:07                           | 0.4                               | 0.4                     |
| Trouble                             | 0:10                                         | 0:08                           | 0.6                               | 0.5                     |
| UK Arena                            | 0:00                                         | 0:00                           | 0.0                               | 0.0                     |
| UK Gold                             | 0:41                                         | 0:35                           | 2.4                               | 2.2                     |
| UK Horizons                         | 0:05                                         | 0:05                           | 0.3                               | 0.3                     |
| UK Style                            | 0:00                                         | 0:00                           | 0.0                               | 0.0                     |
| VH-1                                | 0:14                                         | 0:12                           | 0.9                               | 0.7                     |
| Film Four                           | 0:00                                         | 0:00                           | 0.0                               | 0.0                     |
| <b>Total Astra (Named Channels)</b> | <b>8:33</b>                                  | <b>8:07</b>                    | <b>30.3</b>                       | <b>30.8</b>             |
| Other Non Terrestrial               | 1:24                                         | 1:28                           | 4.9                               | 5.6                     |
| <b>Total Satellite</b>              | <b>9:57</b>                                  | <b>9:34</b>                    | <b>35.3</b>                       | <b>36.3</b>             |

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**SHARE OF VIEWING BY REGION**

|                 | ITV     |         | CHANNEL4/S4C |         | CHANNEL 5 |         | BBC1    |         | BBC2    |         | Other   |         |
|-----------------|---------|---------|--------------|---------|-----------|---------|---------|---------|---------|---------|---------|---------|
|                 | Dec (%) | Nov (%) | Dec (%)      | Nov (%) | Dec (%)   | Nov (%) | Dec (%) | Nov (%) | Dec (%) | Nov (%) | Dec (%) | Nov (%) |
| London          | 27.7    | 26.9    | 9.9          | 10.2    | 5.2       | 5.2     | 31.8    | 30.6    | 11.3    | 12.3    | 14.2    | 14.8    |
| Midlands E&W    | 30.0    | 30.6    | 8.7          | 8.8     | 6.2       | 6.2     | 30.1    | 28.6    | 10.1    | 11.0    | 14.9    | 14.8    |
| North West      | 32.8    | 32.8    | 9.7          | 10.0    | 4.3       | 4.5     | 29.0    | 28.3    | 10.1    | 10.2    | 14.2    | 14.1    |
| Yorkshire       | 33.7    | 33.8    | 9.7          | 9.8     | 5.2       | 6.0     | 30.0    | 28.3    | 9.9     | 10.7    | 11.4    | 11.3    |
| C.Scotland      | 29.4    | 29.2    | 10.5         | 11.0    | 7.5       | 8.3     | 28.5    | 27.8    | 9.2     | 9.2     | 14.9    | 14.5    |
| Wales & West    | 30.5    | 30.5    | 8.9          | 9.5     | 3.8       | 3.5     | 33.7    | 32.7    | 10.7    | 11.5    | 12.4    | 12.4    |
| South & S.East  | 31.4    | 32.0    | 10.1         | 9.9     | 0.9       | 1.0     | 33.9    | 32.1    | 12.7    | 13.6    | 11.0    | 11.4    |
| North East      | 31.7    | 31.7    | 9.7          | 10.2    | 5.4       | 5.7     | 29.7    | 28.6    | 9.6     | 10.2    | 13.9    | 14.1    |
| East of England | 30.8    | 31.3    | 9.4          | 9.0     | 1.9       | 2.3     | 33.4    | 32.1    | 10.5    | 11.3    | 14.0    | 13.6    |
| South West      | 31.7    | 30.5    | 10.8         | 11.0    | 2.2       | 2.8     | 36.2    | 36.0    | 12.3    | 13.9    | 6.8     | 5.9     |
| Ulster          | 35.3    | 36.7    | 9.4          | 9.6     | 4.0       | 4.1     | 24.6    | 24.1    | 8.4     | 8.6     | 18.4    | 16.9    |
| Border          | 36.9    | 39.5    | 11.0         | 10.5    | 1.8       | 2.1     | 30.0    | 27.4    | 9.9     | 9.8     | 10.4    | 10.8    |
| N.Scotland      | 29.4    | 30.3    | 10.3         | 10.8    | 1.5       | 1.5     | 32.7    | 32.1    | 11.4    | 11.6    | 14.7    | 13.6    |

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**UNIVERSE**

**December**

UK TV Homes 23.92m

UK Satellite & Cable Homes 7.09m

UK Individuals 4+ 54.85m

UK Satellite & Cable Individuals 4+ 19.54m