



**TRENDS IN TELEVISION VIEWING**

**QUARTER 1 2002**

## Summary

### 1. WATCHPOINTS

The new BARB panel was launched on the 1st of January 2002, as such, there is now a discontinuity in the Trends in Television viewing report between the old and new BARB panel data and this has been highlighted by reporting all the new panel data in bold.

We have also taken this opportunity to introduce some new data into the report, namely, the universe and channel shares by broadcast platform, these are detailed in [Table 6](#). The previous [Table 6](#) which showed the relative performance by BBC1 and ITV in the "Top 20" appearances has been dropped since it was merely confirming the patterns in the tables showing demographics.

The additional tables monitoring ITV performance against the ITV undertakings/benchmarks have also been dropped since these are no longer in force.

### 2. AUDIENCE TRENDS

During the first quarter of 2002, the new BARB panel produced some turbulent audience data, which overall recorded a fall in total television viewing and patronage.

In terms of share of viewing, both Channel 5 and the cable and satellite channels have continued to increase share, thus maintaining the pattern set by the old panel.

[Table 1](#) Average daily hours of viewing - all tv all individuals

[Table 2](#) Trends in Channel Share - all Individuals (consolidated - including non-terrestrial)

[Table 3](#) Weekly Channel Shares - This Quarter All Individuals (consolidated - including non-terrestrial)

[Table 4](#) Channel shares by demographics - all time - all individuals - 13 W/E 31st March 2002 (consolidated viewing including non-terrestrial)

[Table 5](#) Channel shares by demographics - peak time - all individuals - 13 W/E 31st March 2002 (consolidated viewing including non-terrestrial)

[Table 6](#) Channel Shares by Platform - All Time

[Table 7](#) Average Weekly Patronage - All Individuals (Consolidated Data)

[Table 8](#) ITV Target monitor

[Table 9](#) ITV Profile Monitor (1900 - 2230)

[Table 10](#) ITV Share Peak Time (1900 - 2230)

TV Trends 2002 Q1 Table 1

AVERAGE DAILY HOURS OF VIEWING - ALL TV ALL INDIVIDUALS

	Qtr 1	Qtr 2	Qtr 3	Qtr 4	FULL YEAR
<b>OLD PANEL</b>					
1991			<i>3.41*</i>	<i>4.09</i>	<i>#</i>
1992	<i>4.13</i>	<i>3.52</i>	<i>3.55</i>	<i>4.03</i>	<i>3.81</i>
1993	<i>4.07</i>	<i>3.41</i>	<i>3.34</i>	<i>3.93</i>	<i>3.69</i>
1994	<i>3.91</i>	<i>3.38</i>	<i>3.28</i>	<i>3.82</i>	<i>3.60</i>
1995	<i>3.94</i>	<i>3.38</i>	<i>3.21</i>	<i>3.84</i>	<i>3.59</i>
1996	<i>3.95</i>	<i>3.39</i>	<i>3.25</i>	<i>3.78</i>	<i>3.59</i>
1997	<i>3.89</i>	<i>3.41</i>	<i>3.29</i>	<i>3.77</i>	<i>3.59</i>
1998	<i>3.84</i>	<i>3.46</i>	<i>3.34</i>	<i>3.78</i>	<i>3.61</i>
>1999	<i>3.91</i>	<i>3.48</i>	<i>3.35</i>	<i>3.93</i>	<i>3.67</i>
>2000	<i>3.86</i>	<i>3.49</i>	<i>3.43</i>	<i>3.91</i>	<i>3.67</i>
>2001	<i>3.95</i>	<i>3.46</i>	<i>3.34</i>	<i>3.75</i>	<i>3.62</i>
<b>NEW PANEL</b>					
>2002	<b>3.54</b>				

NOTES:

1. New panel commenced on 1st January 2002
  2. Figures in italics refer to previous panel
- *\** = Average of 8 weeks ending Sept 29th 1991
  - *#* = No average quoted because of panel change



<b>2001 - Qtr 1</b>	28.9	9.8	5.5	17.8	62.0	26.5	11.5	100.0
	<i>46.6</i>	<i>15.8</i>	<i>8.9</i>	<i>28.7</i>	<i>100.0</i>			
<b>2001 - Qtr 2</b>	27.5	10.4	5.7	19.4	63.0	26.2	10.7	100.0
	<i>43.6</i>	<i>16.5</i>	<i>9.1</i>	<i>30.8</i>	<i>100.0</i>			
<b>2001 - Qtr 3</b>	25.2	10.1	5.9	20.9	62.2	26.8	11.0	100.0
	<i>40.6</i>	<i>16.2</i>	<i>9.5</i>	<i>33.6</i>	<i>100.0</i>			
<b>2001 - Qtr 4</b>	25.2	9.6	5.8	20.4	61.1	27.8	11.2	100.0
	<i>41.2</i>	<i>15.8</i>	<i>9.6</i>	<i>33.4</i>	<i>100.0</i>			
<b>2002 - Qtr 1</b>	<b>25.1</b>	<b>10.1</b>	<b>6.4</b>	<b>21.4</b>	<b>63.0</b>	<b>25.3</b>	<b>11.7</b>	<b>100.0</b>
	<b>39.9</b>	<b>16.0</b>	<b>10.1</b>	<b>34.1</b>	<b>100.0</b>			

**NOTE:** Figures not in bold print refer to the previous panel

TV Trends 2002 Q1 Table 3

WEEKLY CHANNEL SHARES - THIS QUARTER ALL INDIVIDUALS (CONSOLIDATED - INCLUDING NON-TERRESTRIAL)

				OTHER	TOTAL			
	<u>ITV</u>	<u>CH 4</u>	<u>CH 5</u>	<u>COMMERCIAL</u>	<u>COMMERCIAL</u>	<u>BBC1</u>	<u>BBC2</u>	<u>TOTAL</u>
	%	%	%	%	%	%	%	%
Week Ending: -								
09.01.02	24.0	10.9	5.2	20.9	61.0	26.0	12.9	100.0
	39.3	17.9	8.5	34.3	100.0			
13.01.02	25.4	9.8	6.4	19.8	61.4	26.6	12	100.0
	41.4	16.0	10.4	32.2	100.0			
20.01.02	25.1	10.2	6.4	20.3	62.0	26.4	11.7	100.0
	40.5	16.5	10.3	32.7	100.0			
27.01.02	26.2	10.4	6.2	21.0	63.8	25.4	10.9	100.0
	41.1	16.3	9.7	32.9	100.0			
03.02.02	26.2	9.8	6.4	21.3	63.7	24.9	11.2	100.0
	41.1	15.4	10.0	33.4	100.0			
10.02.03	26.7	10.4	6.7	20.9	64.7	23.6	11.6	100.0
	41.3	16.1	10.4	32.3	100.0			
17.02.02	24.7	10.2	6.5	22.3	63.7	25.3	10.9	100.0
	38.8	16.0	10.2	35.0	100.0			
24.02.02	25.1	10.1	6.9	21.2	63.3	24.3	12.4	100.0
	39.7	16.0	10.9	33.5	100.0			
03.03.02	24.9	10.0	6.9	21.5	63.3	25.4	11.3	100.0
	39.3	15.8	10.9	34.0	100.0			
10.03.02	24.4	9.7	6.3	22.1	62.5	26.1	11.4	100.0
	39.0	15.5	10.1	35.4	100.0			
17.03.02	24.6	10.0	6.0	22.4	63.0	25.3	11.8	100.0
	39.0	15.9	9.5	35.6	100.0			
24.03.02	23.8	9.7	6.9	22.4	62.8	25.4	11.9	100.0
	37.9	15.4	11.0	35.7	100.0			
31.03.02	24.7	9.4	6.0	22.8	62.9	24.8	12.3	100.0
	39.3	14.9	9.5	36.2	100.0			

TV Trends 2002 Q1 Table 4

CHANNEL SHARES BY DEMOGRAPHICS - ALL TIME - ALL INDIVIDUALS - 13 W/E 31st MARCH 2002 (CONSOLIDATED VIEWING INCLUDING NON-TERRESTRIAL)

	ITV	CH 4	CH 5	Other Commercial	Total Commercial	BBC1	BBC2	Total
	%	%	%	%	%	%	%	
All Individuals	25.3	9.7	6.5	21.4	62.9	25.3	11.7	100.0
All Adults	25.5	10.3	6.7	20.0	62.5	26.1	11.5	100.0
16-34	21.9	10.9	6.3	29.7	68.8	21.9	9.4	100.0
35-54	24.5	9.4	6.3	24.5	64.7	24.5	10.7	100.0
55+	28.6	10.5	7.1	10.5	56.7	29.5	13.8	100.0
ABC1	23.9	10.9	5.8	18.8	59.4	27.5	13.0	100.0
C2DE	26.6	9.9	7.3	20.8	64.6	24.5	10.9	100.0
16-34 ABC1	21.1	11.4	5.3	29.0	66.8	22.8	10.5	100.0
35-54 ABC1	23.7	10.4	5.9	21.5	61.5	26.7	11.9	100.0
55+ ABC1	26.5	11.2	5.9	8.2	51.8	32.9	15.3	100.0
16-34 C2DE	23.1	10.5	7.0	30.1	70.7	20.3	9.1	100.0
35-54 C2DE	25.1	9.1	7.0	26.7	67.9	22.5	9.6	100.0
55+ C2DE	29.7	10.5	8.0	11.7	59.9	27.6	12.6	100.0
CHILDREN	24.2	5.0	5.0	33.5	67.7	19.1	13.1	100.0

**TV Trends 2002 Q1 Table 5**

**CHANNEL SHARES BY DEMOGRAPHICS -  
PEAK TIME \* - ALL INDIVIDUALS - 13 W/E 31st March 2002  
(CONSOLIDATED VIEWING INC NON-TERRESTRIAL)**

				OTHER	TOTAL			
	<u>ITV</u>	<u>CH 4</u>	<u>CH 5</u>	<u>COMMERCIAL</u>	<u>COMMERCIAL</u>	<u>BBC1</u>	<u>BBC2</u>	<u>TOTAL</u>
	%	%	%	%	%	%	%	%
All Individuals	30.6	8.5	6.2	16.7	62.0	27.3	10.8	100.0
All Adults	31.0	8.5	6.4	15.6	61.5	27.5	10.9	100.0
16-34	24.8	10.4	6.3	24.5	66.0	23.9	10.1	100.0
35-54	29.0	8.5	6.3	19.0	62.8	26.3	10.7	100.0
55+	36.6	7.6	6.5	7.4	58.1	30.5	11.3	100.0
ABC1	28.1	9.6	5.4	15.0	58.1	29.4	12.6	100.0
C2DE	33.4	7.8	7.1	16.2	64.5	25.9	9.7	100.0
16-34 ABC1	22.8	11.2	5.3	24.4	63.7	25.1	11.2	100.0
	26.8	9.8	5.7	16.8	59.1	28.2	12.7	100.0
55+ ABC1	32.9	8.5	5.3	6.4	53.1	33.6	13.4	100.0
16-34 C2DE	27.0	9.6	6.9	24.9	68.4	22.5	9.0	100.0
35-54 C2DE	30.5	7.5	6.9	21.2	66.1	24.6	9.3	100.0
55+ C2DE	38.8	7.0	7.3	8.2	61.3	28.6	10.2	100.0
CHILDREN	26.3	8.0	4.0	26.9	65.2	25.0	9.8	100.0

\* 1800-2259



**TV Trends 2002 Q1 Table 6**

**CHANNEL SHARES BY PLATFORM - ALL TIME ALL INDIVIDUALS - 13 W/E 31st March 2002**

				OTHER	TOTAL			
	ITV	CH 4	CH 5	COMMERCIAL	COMMERCIAL	BBC1	BBC2	TOTAL
	%	%	%	%	%	%	%	%
All Platforms	25.1	10.1	6.4	21.4	63.0	25.3	11.7	100.0
Dig-sat	19.3	6.2	3.6	46.3	75.4	18.0	6.6	100.0
Dig-cable	18.7	6.5	5.0	45.0	75.2	17.9	6.9	100.0
Dig-terr	23.1	8.0	6.2	30.8	68.1	22.7	9.2	100.0
Total dig	19.6	6.5	4.1	44.6	74.8	18.3	6.9	100.0
Anlg-cable	21.9	7.2	6.0	37.8	72.9	19.8	7.3	100.0
Anlg terr	30.1	13.3	8.3	0.0	51.7	31.9	16.4	100.0
Total anlg	24.6	8.7	6.0	27.4	66.7	23.6	9.7	100.0

PLATFORM UNIVERSES - HOMES								
	Dig-sat	Dig-cable	Dig-terr	Total Digital	Total anlg	Anlg cable	Anlg terr	All Platforms
01.04.01	5,583	2,223	974	8,716	15,865	1,637	14,013	24,528
	22.8	9.1	4.0	35.5	64.7	6.7	57.1	100

**NOTE:** Included in the total are a small number of homes (less than 1%) still receiving analogue satellite signals

TV Trends 2002 Q1 Table 7

**TABLE 7 - AVERAGE WEEKLY PATRONAGE - ALL INDIVIDUALS (CONSOLIDATED DATA)**

	<b>ITV</b>	<b>CH 4</b>	<b>CH 5</b>	<b>Other Commercial</b>	<b>BBC1</b>	<b>BBC2</b>	<b>Any TV At All</b>
	%	%	%	%	%	%	%
<b>2001</b>							
January	88.4	79.7	51.0	36.7	90.6	80.5	95.2
February	87.7	78.2	50.2	37.4	90.3	80.5	95.3
March	88.0	77.2	50.1	37.2	90.1	80.0	95.1
April	87.0	77.1	50.0	38.5	89.7	76.9	95.0
May	84.4	74.3	48.3	38.4	87.7	74.2	94.1
June	84.0	74.4	47.5	38.1	87.1	73.1	93.7
July	81.8	72.6	48.2	38.4	86.0	72.8	92.7
August	79.8	69.9	48.9	37.8	84.4	72.3	91.0
September	82.6	72.5	49.1	39.1	87.4	74.6	92.8
October	83.5	74.1	50.7	39.5	88.3	75.5	93.7
November	85.2	74.8	52.3	40.1	88.6	77.5	94.2
December	85.2	73.4	49.8	39.6	87.8	75.4	93.0
<b>2002</b>							
January	<b>83.1</b>	<b>73.7</b>	<b>48.9</b>	<b>38.4</b>	<b>85.3</b>	<b>75.6</b>	<b>91.1</b>
February	<b>85.7</b>	<b>76.3</b>	<b>52.0</b>	<b>41.3</b>	<b>87.2</b>	<b>77.2</b>	<b>93.5</b>
March	<b>84.2</b>	<b>73.8</b>	<b>50.0</b>	<b>41.1</b>	<b>85.5</b>	<b>76.6</b>	<b>92.9</b>
April							
May							
June							
July							
August							
September							
October							
November							
December							

**NOTE:** Figures not in bold print refer to the previous panel

**PATRONAGE** is defined as the percentage of the population tuning to a channel for at least three minutes during the week

TV Trends 2002 Q1 Table 8

ITV TARGET MONITOR

	ITV SHARE PEAK TIME (1900-2230)		ITV LEAD OVER BBC1 PEAK TIME (1900-2230)	
	<u>Achieved</u>	<u>Target</u>	<u>Achieved</u>	<u>Target</u>
Qtr 1 1998	38.2%		5.9	>6.4
Qtr 2 1998	37.7%		6.9	>6.4
Qtr 3 1998	37.1%		6.3	>6.4
Qtr 4 1998	38.3%		7.2	>6.4
<b>1998 Total</b>	<b>37.9%</b>	<b>38.0%</b>		
Qtr 1 1999	40.9%		11.5	>6.4
Qtr 2 1999	37.5%		8.5	>6.4
Qtr 3 1999	37.9%		9.2	>6.4
Qtr 4 1999	38.7%		8.8	>6.4
<b>1999 Total</b>	<b>38.8%</b>	<b>39.0%</b>		
Qtr 1 2000	37.7%		9	>6.4
Qtr 2 2000	36.3%		8.4	>6.4
Qtr 3 2000	35.7%		8.4	>6.4
Qtr 4 2000	38.7%		10.6	>6.4
<b>2000 Total</b>	<b>37.1</b>	<b>38.5%</b>		
Qtr 1 2001	37.8%		10.0	>6.4
Qtr 2 2001	34.8%		7.1	>6.4
Qtr 3 2001	33.6%		5.6	>6.4
Qtr 4 2001	33.3%		3.8	>6.4
<b>2001 Total</b>	<b>34.9</b>			

TV Trends 2002 Q1 Table 9

ITV PROFILE MONITOR

	ITV PROFILE PEAK TIME (1900-2230)				
	16-34	35-54	55+	Total	<u>16-34 Target</u>
Qtr 1 1999	24.4%	29.7%	45.9%	100.0%	
Qtr 2 1999	25.7%	30.1%	44.2%	100.0%	
Qtr 3 1999	24.5%	29.1%	46.4%	100.0%	
Qtr 4 1999	24.8%	30.5%	44.7%	100.0%	
<b>1999 Average</b>	<b>24.8%</b>	29.9%	45.3%	100.0%	
Qtr 1 2000	23.6%	30.0%	46.4%	100.0%	
Qtr 2 2000	24.6%;	30.4%	44.9%	100.0%	
Qtr 3 2000	22.1%	29.2%	48.7%	100.0%	
Qtr 4 2000	22.9%	30.0%	27.1%	100.0%	
<b>2000 Average</b>	<b>23.3%</b>	29.9%	46.8%	100.0%	<b>26.0%</b>
Qtr 1 2001	22.6%	29.9%	47.5%	100.0%	
Qtr 2 2001	23.2%	29.1%	47.7%	100.0%	
Qtr 3 2001	22.1%	28.4%	49.5%	100.0%	
Qtr 4 2001	20.9%	26.8%	44.4%	100.0%	
<b>2001 Average</b>	<b>22.2%</b>	28.5%	47.3%	100.0%	

TV Trends 2002 Q1 Table 10

ITV SHARE PEAK TIME (1900 - 2230)

	Indivs	Adults	Adults ABC1	Adults C2DE	Adults 16-34	Adults 35-54	Adults 55+	Adults 16-34 ABC1	Adults 35-54 ABC1	Adults 55+ ABC1	Adults 16-34 C2DE	Adults 35-54 C2DE	Adults 55+ C2DE
<b>Qtr1 1998</b>	38.2	38.6	35.0	41.2	34.5	36.1	43.2	31.6	33.4	39.5	36.9	38.7	45.5
<b>Qtr2 1998</b>	37.7	38.0	35.2	40.2	34.5	36.2	41.9	32.5	33.7	38.9	36.2	38.5	43.7
<b>Qtr3 1998</b>	37.1	37.4	34.5	39.5	34.0	34.7	41.8	31.8	32.4	38.6	35.8	36.7	43.6
<b>Qtr4 1998</b>	38.3	38.6	34.5	41.6	36.2	36.2	42.1	32.9	33.2	37.1	39.9	38.9	45.0
<b>Qtr1 1999</b>	40.9	41.2	37.9	43.7	37.9	38.6	45.3	34.7	35.8	41.9	40.1	41.3	47.5
<b>Qtr2 1999</b>	37.5	37.8	34.2	40.5	36.7	35.8	40.0	33.9	33.0	35.7	38.9	38.4	42.7
<b>Qtr3 1999</b>	37.9	38.3	35.3	40.4	35.1	35.7	42.2	32.8	33.6	38.5	36.6	37.6	44.6
<b>Qtr4 1999</b>	38.7	39.0	35.1	41.8	36.9	36.9	41.9	33.6	33.8	37.3	39.2	39.7	44.9
<b>Qtr1 2000</b>	37.7	38.1	34.2	41.0	35.0	34.9	42.5	31.9	31.6	37.8	36.9	37.8	45.6
<b>Qtr2 2000</b>	36.3	36.5	33.0	39.1	33.7	34.6	39.9	31.3	35.0	35.8	35.7	37.1	42.8
<b>Qtr3 2000</b>	35.7	36.3	32.8	39.0	30.2	33.2	42.6	27.6	29.9	38.9	32.0	36.1	45.1
<b>Qtr4 2000</b>	38.7	39.3	35.4	42.2	34.2	36.6	44.2	32.3	33.3	39.3	36.0	39.4	47.6
<b>Qtr1 2001</b>	37.8	38.1	33.9	41.4	32.7	35.3	43.7	29.6	31.5	38.7	35.0	38.5	47.0
<b>Qtr2 2001</b>	34.8	35.3	30.9	38.4	30.4	33.0	40.3	27.2	29.8	36.2	32.5	36.0	43.9
<b>Qtr3 2001</b>	33.6	34.0	30.2	37.0	28.1	31.0	39.9	25.0	28.1	35.1	30.1	33.6	43.1
<b>Qtr4 2001</b>	33.3	33.6	30.1	36.4	28.7	31.2	38.6	27.1	28.5	33.5	30.0	33.6	42.1