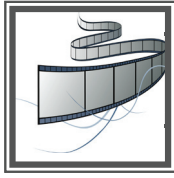


You've been a lovely audience!

Study the data in the table and then answer the questions.

Table 1: Audience figures for the top shows since between 1994 and 2004

Broadcast date	Programme	Channel	Audience (millions)
6 Sep 1997	The Funeral of Princess Diana	BBC1 & ITV	32.1
29 Dec 1996	Only Fools and Horses	BB1	24.35
21 Feb 1994	Torvill and Dean - Winter olympics 1994	BBC1	23.95
30 Jun 1998	World Cup 1998 - England vs Argentina	ITV	23.78
20 Nov 1995	Panorama Special - Princess Diana	BBC1	22.78
25 Dec 2001	Only Fools and Horses	BBC1	21.34
24 Jun 2004	Euro 2004 - England vs Portugal	BBC1	20.66
19 Nov 1994	National Lottery Live	BBC1	20.17
5 Apr 2001	EastEnders	BBC1	20.05
24 Feb 2003	Coronation Street	ITV	19.4
7 Mar 1999	Who Wants to be a Millionaire?	ITV	19.21
19 Nov 1995	Heartbeat	ITV	18.68
21 Apr 2003	Tonight with Trevor McDonald - Millionaire a Major Fraud	ITV	16.1
3 Feb 2003	Tonight with Trevor McDonald - Living with Michael Jackson	ITV	15.32
23 Jan 2000	Heartbeat	ITV	15.2
9 Feb 2004	I'm a Celebrity...Get Me Out of Here	ITV	14.99
14 Jan 2001	A Touch of Frost	ITV	14.69
15 Nov 2000	Inspector Morse	ITV	13.7
9 Feb 2002	Pop Idol: The Final	ITV	13.34
22 Mar 2000	Emmerdale	ITV	13.3
20 Nov 2000	One Foot in the Grave	BBC1	12.8
22 Nov 2003	Rugby World Cup Final 2003	ITV	12.66
25 Dec 2004	The Vicar of Dibley	BBC1	12.59
3 Jun 2002	Jubilee 2002: Party at the Palace	BBC1	12.54
28 Apr 2002	Auf Wiedersehen Pet	BBC1	12.41
3 Feb 2001	Popstars	ITV	12.36
2 Dec 2000	Casualty	BBC1	12.34



You've been a lovely audience!



- 1 How many people watched the following programmes?
 - a The Christmas Vicar of Dibley in 2004?
 - b The Euro 2004 match between England and Portugal?
 - c Coronation street on 24th February 2003?
- 2
 - a Which programme between 1994 and 2004 had the highest viewing figures?
 - b How many programmes during the same period had audiences above 20 million?
- 3 Ignoring Princess Diana's funeral what is the combined audience for the top five
 - a BBC programmes?
 - b ITV programmes?
- 4 Draw a chart to show the audience figures for the top 5 BBC programmes. You can choose which sort of chart you think shows the data most clearly.
- 5
 - a Some researchers say that television audiences are falling every year. Do you agree? Explain the reasons for your answer using data from the table.
 - b Television programmes can now be viewed online through systems like BBC iPlayer. How might this affect audience figures collected just from TV sets?
 - c When collecting audience figures the system counts one viewing as one audience score. If someone records the programme and watches it again on video do you think this should increase the audience score to two? Give reasons for your answer.
 - d Why are advertisers interested in audience figures and the type of people watching each programme?