

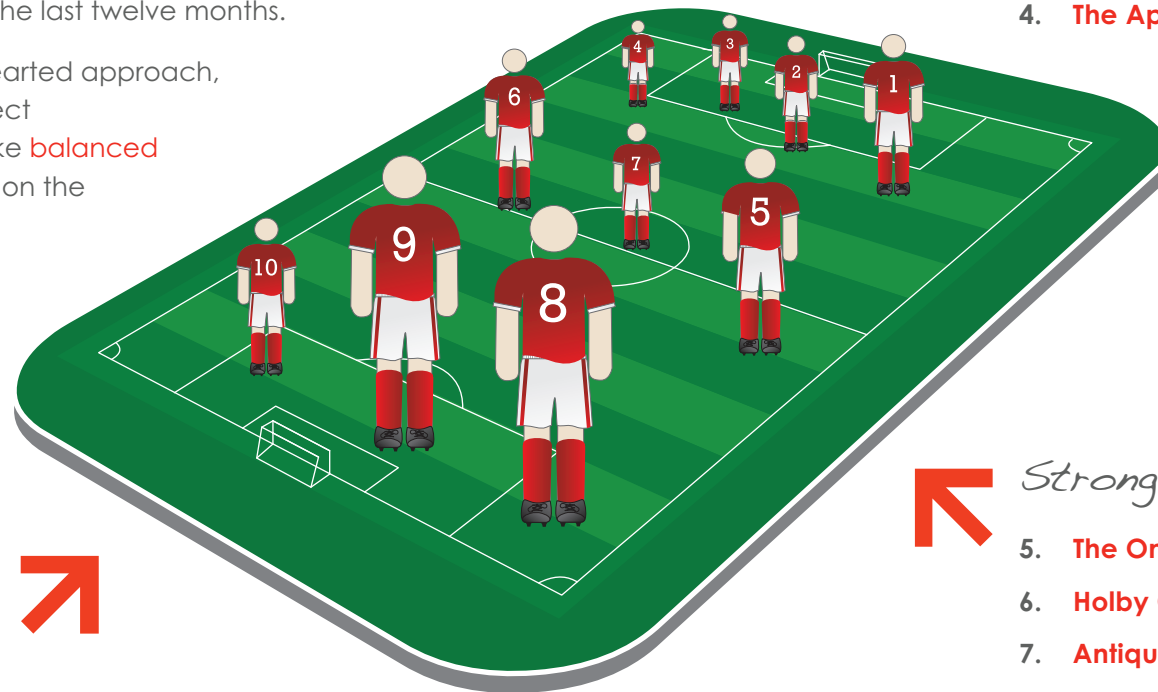
If BBC 1 were a football team, where would you find the top players?

We wanted to find out: Are the high-profile signings – the Beckhams of Broadcast – **the real crowd pleasers?** And have the channel controllers found a formation that **balances bold attacks with sure-footed defence?**

We've picked **some of the best known** BBC 1 programmes and analysed **how much each contributed to the channel's audience** over the last twelve months.

Sure, we've taken a fairly light-hearted approach, but we have been careful to select **representative programmes**, make **balanced judgements** about their positions on the field and, of-course, **work out the figures carefully.**

It's an interesting picture coming out of this exercise, so please **jump to the next page for all the commentary...**



High Profile Strikers

1. **Strictly Come Dancing** 1.84%
2. **Friday Night With Jonathan Ross** 0.95%
3. **Doctor Who** 0.65%
4. **The Apprentice** 0.53%

Strong Midfielders

5. **The One Show** 3.01%
6. **Holby City** 1.83%
7. **Antiques Roadshow** 1.13%

Trusty Defenders

8. **Breakfast** 7.23%
9. **Eastenders** 6.10%
10. **Bargain Hunt** 1.74%

Tune-in for the nearly-live commentary:



“ The most versatile attack in the league by far, with ‘Strictly’ beating off anything ITV can produce. The only worry here is how much longer star striker, Ross, will be spending on the sidelines for his on-pitch behaviour. ”

“ Is there anyone else with such a strong midfield? Never before have we seen current affairs and religion winning so many fixtures. ”

“ Solid, solid, solid. This looks like the Arsenal defence of old – able to regenerate, no matter what changes in personnel. ”

Need a fresh, accessible approach to audience data?

At Digital-i we are **experts in audience data**. We understand it. Like really understand it. But we aren't your stereotypical statisticians; for a start we can speak in **plain English**. We also recognise the difference between, say, a broadcast executive and a programme researcher. So we provide different types of information, with **analysis at different levels** for each.

This extends from our **bespoke data consulting** right through to our highly-acclaimed **new overnights service**. Which you can preview for free. On your PC or even on your BlackBerry. Which is perfect if you're hoping to sneak off to watch a Champions League match.

For more insight call **01823 259 113**, visit **www.digital-i.com** or email **info@digital-i.com**. Go on my son!

Strikers:

| | | |
|----------------------------------|--------------------------|-------|
| Match Of The Day | BBC | 2.42% |
| Strictly Come Dancing | BBC | 1.84% |
| Euro 2008: Match Of The Day Live | BBC | 1.08% |
| Friday Night With Jonathan Ross | Hot Sauce | 0.95% |
| Rugby Six Nations | BBC | 0.82% |
| Match Of The Day Live | BBC | 0.79% |
| Doctor Who | BBC | 0.65% |
| I'd Do Anything | BBC | 0.57% |
| The Apprentice | Talkback Thames | 0.53% |
| Waterloo Road | Shed Productions | 0.43% |
| Lark Rise To Candleford | BBC | 0.41% |
| The One And Only | Initial | 0.37% |
| Last Choir Standing | BBC | 0.34% |
| Who Do You Think You Are? | Wall To Wall | 0.34% |
| Cranford | BBC | 0.32% |
| Merlin | Shine | 0.31% |
| Ashes To Ashes | BBC | 0.31% |
| Spooks | Kudos Productions | 0.31% |
| Life In Cold Blood | BBC | 0.27% |
| Have I Got News For You | Hot Trick | 0.26% |
| Celebrity Masterchef | Shine | 0.24% |
| Hotel Babylon | Carnival Films | 0.24% |
| Robin Hood | Tiger Aspect Productions | 0.22% |

Midfielders:

| | | |
|--------------------------------------|--------------------------|-------|
| The One Show | BBC | 3.01% |
| Olympics 2008 | BBC | 2.10% |
| The Weakest Link | BBC | 1.91% |
| Holby City | BBC | 1.83% |
| Casualty | BBC | 1.55% |
| Wimbledon 2008 | BBC | 1.21% |
| Antiques Roadshow | BBC | 1.13% |
| New Tricks | Wall To Wall | 0.94% |
| Question Time | Mentorn Oxford | 0.54% |
| Countryfile | BBC | 0.52% |
| Panorama | Various | 0.52% |
| Olympic Breakfast | BBC Sport | 0.52% |
| Waking The Dead | BBC | 0.51% |
| My Family | DIT Entertainment Uk Ltd | 0.48% |
| Silent Witness | BBC | 0.46% |
| Olympics 2008: Games Today | BBC | 0.42% |
| Songs Of Praise | BBC | 0.41% |
| The Andrew Marr Show | BBC | 0.40% |
| A Question Of Sport | BBC | 0.40% |
| The National Lottery: Who Dares Wins | 12 Yard | 0.38% |
| Watchdog | BBC | 0.37% |
| Traffic Cops | Folio Productions | 0.34% |
| Final Score | BBC | 0.33% |
| Football Focus | BBC | 0.29% |

Defenders:

| | | |
|------------------------|---------------------------|-------|
| Breakfast | BBC | 7.23% |
| Eastenders | BBC | 6.10% |
| Ten O'clock News | BBC | 3.22% |
| Six O'clock News | BBC | 3.21% |
| One O'clock News | BBC | 2.09% |
| Bargain Hunt | BBC | 1.74% |
| BBC News | BBC | 1.60% |
| Homes Under The Hammer | Lion Television | 1.33% |
| Diagnosis Murder | Dean Hargrove Productions | 1.11% |
| Doctors | BBC | 1.10% |
| Cash In The Attic | Leopard Films | 1.06% |
| News 24 | BBC | 0.87% |
| To Buy, Or Not To Buy | BBC | 0.76% |
| Saturday Kitchen | Cactus TV | 0.71% |