

If *ITV 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** *ITV 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...**

Trusty Defenders

- 8. **Coronation Street** 9.42%
- 9. **Emmerdale** 7.71%
- 10. **This Morning** 3.14%



- ## High Profile Strikers
- 1. **The X Factor** 3.14%
 - 2. **Britain's Got Talent** 1.39%
 - 3. **I'm A Celebrity - Get Me Out Of Here!** 1.15%

- ## Strong Midfielders
- 4. **The Bill** 3.63%
 - 5. **Midsomer Murders** 3.00%
 - 6. **Heartbeat** 1.65%
 - 7. **Who Wants To Be A Millionaire?** 0.96%

Tune-in for the nearly-live commentary:



“The most entertaining and expensive forward line in the league. This lot can bang in the goals from any direction. But might the manager have issues in future negotiations with so many of his star players having the same agent?”

“The most durable midfield in the league. But like Napoleon's Old Guard at Waterloo, are they in danger of playing just one match too many?”

“With the entire defence coming from the days before foreign managers and money, some are asking whether Northern accents are mandatory here.”

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:

The X Factor
Britain's Got Talent
Dancing On Ice
I'm A Celebrity - Get Me Out Of Here!
UEFA Champions League
Grand Prix
Harry Hill's Tv Burp
Ant And Dec's Saturday Night Takeaway
Primeval
Al Murray's Happy Hour
Duel
Benidorm

Talkback Thames	3.14%
Talkback Thames	1.39%
ITV Productions	1.48%
ITV Productions	1.15%
N/A	1.87%
North One Television	0.74%
Avalon Television	0.45%
ITV Productions	0.42%
Impossible Pictures	0.39%
ITV Productions	0.37%
Gallowgate Productions	0.29%
Tiger Aspect Productions	0.25%

Midfielders:

The Bill
Midsomer Murders
Golden Balls
Heartbeat
A Touch Of Frost
Dickinson's Real Deal
60 Minute Makeover
Who Wants To Be A Millionaire?
Poirot
The Alan Titchmarsh Show
Taggart
Foyle's War
New You've Been Framed!
Lewis
All Star Family Fortunes
Wild At Heart
Funniest Ever You've Been Framed!
Britain's Best Dish
Daily Cooks Challenge
Trial And Retribution
Wire In The Blood
Tonight With Trevor McDonald
Kingdom
All Star Mr And Mrs
Beat The Star
Doc Martin

Talkback Thames	3.63%
Bentley Productions	3.00%
Initial	1.85%
ITV Productions	1.65%
ITV Productions	1.13%
RDF Media	1.01%
ITV Productions	0.96%
Celador	0.96%
Carnival Films	0.76%
Spun Gold	0.75%
Smg Tv Productions	0.71%
Greenlit Productions	0.68%
ITV Productions	0.64%
ITV Productions	0.62%
Talkback Thames	0.52%
Company Pictures	0.49%
ITV Productions	0.48%
ITV Productions	0.45%
Prospect Pictures	0.43%
La Plante Productions	0.43%
Coastal Productions	0.40%
ITV Productions	0.36%
Parallel Films	0.34%
Celador	0.33%
Diverse	0.32%
Buffalo Productions	0.28%

Defenders:

Coronation Street
Emmerdale
This Morning
ITV Evening News
The Jeremy Kyle Show
Loose Women
Gmtv
ITV News At Ten
ITV News
ITV Lunchtime News
ITV Weekend News
ITV Weather
Inspector Morse

ITV Productions	9.42%
ITV Productions	7.71%
ITV Productions	3.14%
ITN	2.92%
ITV Productions	2.65%
ITV Productions	2.24%
Gmtv	5.51%
ITN	1.17%
ITN	1.01%
ITN	0.78%
ITN	0.38%
Met Office	0.35%
Zenith Entertainment	0.28%