

You've been a lovely audience! / Teachers notes

Focus

This is a data-response activity looking at the audience figures for the most successful television programmes from 1990 to 2004. Students also have to consider ambiguous data about the changes in viewing figures for programmes over the same period of time.

Objectives

Students will:

- learn about the changes in audience figures for television
- interpret data about these changing audiences.

Outcomes

All students will:

- answer some questions about television audience figures.

Most students will also:

- answer all questions about television audience figures, most will be correct.

Some students will also:

- answer all questions about television audience figures, all will be correct and will make appropriate comments about scoring system for audience figures.

Equipment

- Worksheet: *You've been a lovely audience!* (1 copy per student).

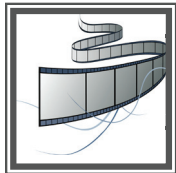
Running the activity

A fun starter for this activity might be to ask students to suggest which programmes of the last ten years have had the largest audiences and to estimate the size of these audiences. The data in the table can then be used to work out how close they came to actual figures.

Hand out the worksheets and let them work through either individually or in groups. Question 5 about falling audiences may be a useful point to set up discussion groups. How will the data here support or reject the falling audiences idea?

Answers to questions

- a 12.59 million
 - b 20.66 million
 - c 19.4 million
- a Princess Diana's funeral
 - b 12 (not counting One Foot in the Algarve which only had 20 million).
- a 110.58 million
 - b 103.98 million
- 4 A bar chart is most suitable.



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- 5 a Accept any sensible answers. The table below shows useful summary data. The average audiences for highly successful programmes do seem to have fallen, particularly since 2000, but the total audiences for viewing seem to be holding up. Students may also point out that these figures are only for the largest audiences and it might be that more people are watching more television but are spread across a much wider range of channels. This would not be picked up in the data supplied.

Year of broadcast	Programmes in table	Total audiences for year in table (millions)	Average audience per programme in table (millions)
1994	2	44.12	22.06
1995	2	41.46	20.73
1996	1	24.35	24.35
1997	1	32.1	32.1
1998	1	23.78	23.78
1999	1	19.21	19.21
2000	6	83.24	13.87
2001	4	68.44	17.11
2002	3	38.29	12.76
2003	4	63.48	15.87
2004	3	48.24	16.08

- b Accept any sensible answers, for example the figures for TV audiences might fall if more people choose to watch the programmes online instead.
- c Accept any sensible answers provided they give reasons for their ideas.
- d The larger the audience the greater the number of people the advertiser can reach. Different products also appeal to different people so if an advertiser knows what sort of people are watching a particular channel at a particular time they can show them the products they are most likely to want.