Miranda

*Series 1*

Broadcast – BBC 2 9.30pm Monday 9th November 2009

6 episodes

BBC 2 6.5% of audience share for that week

*Series 2*

Broadcast – BBC 1 8.30pm Monday 15th November 2010

6 episodes

Series 3 – BBC1 8.30pm Monday 26th December 2012

Final episode Jan 1st 2015 8.00pm

Comic Relief Special – 18th March BBC1 8.52pm

**POSITION IN THE SCHEDULE**

When is was first broadcast on BBC 2 MIRANDA was HAMMOCKED between **UNIVERSITY CHALLENGE** and **GILES AND SUE LIVE THE GOOD LIFE** – these are programmes aimed at a more sophisticated audience but with a light entertainment element.

The BBC want each of their channels to have a distinct identity.

MIRANDA was therefore scheduled against **PANORAMA** (documentary) on BBC1

and

**DON’T TELL THE BRIDE** (reality TV) on BBC3.

These programmes each have a different target audience in mind.

**ITV**  Coronation Street

MIRANDA is scheduled against **CORONATION STREET** – a top ratings draw for ITV. BBC schedule soap operas at different times as they appeal to the same audience.

Sitcoms are therefore a good programme to schedule against at soap opera as they have a similar appeal and may therefore tempt soap opera viewers to watch them – short episode, regular and stereotypical characters, familiar settings, light entertainment, social programme - good to talk about with friends.





**AUDIENCE DEMOGRAPHIC**

**Giles and Sue Live the Good Life (21.00**) and **The Trip (22.0**0) are both light entertainment, comedy programmes with an appeal to a more NICHE, middle class audience (ABC1 DEMOGRAPHIC – lower middle class and upwards).

The characters in MIRANDA also reflect this demographic – boarding school girls, business women, restaurant owners, middle England mother.

**SCHEDULE – series 1 BBC2**

* 1. **20:00 – 20:30**

[**University Challenge** 2010/2011, Episode 19](http://www.bbc.co.uk/programmes/b00w5db3)

19/37 University of Exeter fight it out with York University for a place in the quarter finals.

* 1. **20:30 – 21:00**

[**Miranda** Series 2, The New Me](http://www.bbc.co.uk/programmes/b00w5mlg)

1/6 In a hilarious attempt to get over Gary, Miranda tries to reinvent herself.

* 1. **21:00 – 22:00**

[**Giles and Sue Live the Good Life** Is It a Good Life?](http://www.bbc.co.uk/programmes/b00w5g5f)

2/3 Giles and Sue try their hands at making their own wine and pickled eggs.

* 1. **22:00 – 22:30**

[**The Trip** Holbeck Ghyll](http://www.bbc.co.uk/programmes/b00w5frw)

3/6 Steve and Rob stay at Coleridge's old home, Greta Hall, in Keswick.

* 1. BBC1
	2. **20:00 – 20:30**

#### [EastEnders16/05/2011](http://www.bbc.co.uk/programmes/b01188lk)

Alfie and Kat's happiness at Tommy's christening is threatened by the police.

* 1. **20:30 – 21:00**

#### [PanoramaTrack My Trash](http://www.bbc.co.uk/programmes/b0116gw0)

Panorama investigates the illegal market in electronic waste.

[Watch now 3 days left](http://www.bbc.co.uk/iplayer/episode/b0116gw0/sign)

* 1. **21:00 – 22:00**

#### [The Street That Cut EverythingEpisode 1](http://www.bbc.co.uk/programmes/b011crrw)

1/2 Nick Robinson persuades a street in Preston to give up all council services for six weeks.

**BBC 3**

* 1. **21:00 – 22:00**

#### [Don't Tell the BrideSeries 5, Charles and Lauren](http://www.bbc.co.uk/programmes/b01783rn)

10/12 Can sci-fi fanatic Charles give bride-to-be Lauren a wedding that's out of this world?

* 1. **22:00 – 22:30**

#### [EastEnders15/11/2011](http://www.bbc.co.uk/programmes/b0179224)

Alfie cranks up the Moon charm as he helps Anthony and Tyler shift some Yuletide

goods. (R)