Contents

Deconstructing the Ratings Machine: An Introduction   1
Jérôme Bourdon and Cécile Méadel

PART I INVENTING MEASUREMENT

**1 The Politics of Enjoyment: Competing Audience
     Measurement Systems in Britain, 1950–1980**   33
Stefan Schwarzkopf

2 Still the British Model? The BARB versus Nielsen   53
Marc Balnaves

v