

news release

AUDIENCE SHARES

JUNE 1982

BBC1	39.17%	(36.93%)	} —	Total 51.24% (53.46%)
BBC2	12.07%	(16.53%)		
ITV	48.76%	(46.54%)		

The figures for last month (May) are given in brackets.

The viewing information produced for BARB by AGB also shows that the time each day that the average individual spent viewing to each of the three channels was BBC1 1.06 hours; BBC2 0.33 hours; and ITV 1.32 hours.

Share of Audience figures by Channel (ITV, BBC1 and BBC2), for ITV Network and for individual ITV Regions are given below. The figures for last month (May) are given in brackets.

	<u>ITV</u>		<u>BBC1</u>		<u>BBC2</u>	
ITV NETWORK	48.76%	(46.54%)	39.17%	(36.93%)	12.07%	(16.53%)
LONDON	45.87%	(43.32%)	42.20%	(39.71%)	11.93%	(16.97%)
EAST & WEST						
MIDLANDS	47.95%	(44.73%)	39.40%	(38.13%)	12.65%	(17.14%)
NORTH WEST	49.75%	(46.76%)	37.83%	(36.34%)	12.42%	(16.90%)
YORKSHIRE	48.92%	(47.10%)	38.55%	(35.49%)	12.53%	(17.41%)
CENTRAL SCOTLAND	48.94%	(44.30%)	40.35%	(38.56%)	10.71%	(17.14%)
WALES & THE WEST	48.04%	(46.86%)	39.69%	(35.52%)	12.27%	(17.62%)
SOUTH & SOUTH						
EAST	42.54%	(40.17%)	44.35%	(41.93%)	13.11%	(17.90%)
NORTH EAST	44.85%	(41.01%)	41.56%	(40.26%)	13.59%	(18.73%)
EAST OF ENGLAND	45.46%	(44.32%)	42.34%	(39.11%)	12.20%	(16.57%)
SOUTH WEST	48.43%	(43.24%)	41.56%	(42.94%)	10.01%	(13.82%)
ULSTER	48.60%	(43.50%)	40.24%	(37.92%)	11.16%	(18.58%)
BORDER	47.72%	(43.13%)	36.50%	(35.26%)	15.78%	(21.61%)
NORTH SCOTLAND	44.03%	(44.62%)	45.60%	(40.13%)	10.37%	(15.25%)

The Network Share figures is based on all BBC viewing and all ITV viewing in the U.K.

For an individual ITV Region, however, the share of audience is based upon the viewing of the individual ITV Channel, and all BBC viewing, in its Region. This, therefore, understates the total ITV share to the extent that there is viewing in that Region of another ITV Region's transmissions. There is no effect on Network shares or audiences.

During June the programmes with the highest audience were:-

			Millions of Viewers*
1.	LIVE AND LET DIE (Mon 14th June)	ITV	13.65
2.	GOLIATH AWAITS (Mon 7th June)	CENTRAL	13.40
3.	CROSSROADS (Thur 10th June)	CENTRAL	13.10
4.	CORONATION STREET (Mon 21st June)	GRANADA	12.85
5.	CORONATION STREET (Wed 2nd June)	GRANADA	12.80
6.	CORONATION STREET (Mon 7th June)	GRANADA	12.65
7.	CORONATION STREET (Wed 9th June)	GRANADA	12.60
8.	CORONATION STREET (Mon 14th June)	GRANADA	12.55
9.	GOLIATH AWAITS (Fri 11th June)	CENTRAL	12.40
10.	CORONATION STREET (Wed 16th June)	GRANADA	12.15
11.	CORONATION STREET (Wed 23rd June)	GRANADA	12.05
11.=	A KIND OF LOVING (Sun 6th June)	GRANADA	12.05
13.	FAMILY FORTUNES (Thur 10th June) **	CENTRAL	11.90
** (All except East)			
14.	WINNER TAKES ALL (Fri 11th June)	YORKSHIRE	11.70
15.	ITN NEWS 20.45 (Sun 6th June)	ITN	11.65
16.	WORLD CUP '82 (Mon 21st June)	ITV	11.60
17.	THAT LUCKY TOUCH (Tue 8th June)	ITV	11.50
18.	WORLD CUP GRANDSTAND (Fri 18th June)	BBC	11.45
19.	WORLD CUP '82 (Tue 15th June)	ITV	11.25
20.	BLESS THIS HOUSE (Tue 15th June)	THAMES	11.20
20.=	WORLD CUP GRANDSTAND (Tue 22nd June)	BBC	11.20
20.=	CORONATION STREET (Mon 31st May)	GRANADA	11.20
23.	GIVE US A CLUE (Thur 17th June)	THAMES	11.05
24.	CROSSROADS (Tue 15th June)	CENTRAL	11.00
25.	NINE O'CLOCK NEWS (Tue 8th June)	BBC	10.90
25.=	NEWS AND SPORT (Sat 26th June)	BBC	10.90
27.	WORLD CUP '82 (Thur 17th June)	ITV	10.85
28.	NINE O'CLOCK NEWS (Fri 11th June)	BBC	10.75
29.	ITN NEWS 18.15 (Fri 25th June)	ITN	10.70
30.	THE VAL DOONICAN MUSIC SHOW (Sat 26th June)	BBC	10.65
31.	CROSSROADS (Wed 9th June)	CENTRAL	10.60
31.=	THE CANNON AND BALL SHOW (Sat 12th June)	LWT	10.60
33.	NINE O'CLOCK NEWS (Fri 4th June)	BBC	10.55
34.	CROSSROADS (Thur 17th June)	CENTRAL	10.50
34.=	WINNER TAKES ALL (Fri 18th June)	YORKSHIRE	10.50
34.=	THE BENNY HILL SHOW (Wed 9th June)	THAMES	10.50
37.	NINE O'CLOCK NEWS (Wed 2nd June)	BBC	10.45
37.=	NINE O'CLOCK NEWS (Wed 9th June)	BBC	10.45
37.=	UPSTAIRS DOWNSTAIRS (Sat 12th June)	LWT	10.45
40.	CROSSROADS (Tue 8th June)	CENTRAL	10.40
40.=	NEWS AT TEN (Thur 10th June)	ITN	10.40
40.=	THE GUMBALL RALLY (Sun 13th June)	BBC	10.40
43.	WORLD CUP '82 15.45 (Sun 20th June)	ITV	10.25
43.=	INVASION OF THE BODY SNATCHERS (Sat 12th June)	ITV	10.25
45.	GIVE US A CLUE (Thur 24th June)	THAMES	10.20
46.	THE VISIT OF PRESIDENT REAGAN (Tue 8th June)	BBC	10.15
47.	TOP OF THE POPS (Thur 24th June)	BBC	10.05
47.=	FLOOD (Sat 26th June)	BBC	10.05
49.	MAIN NEWS (Fri 18th June)	BBC	10.00
49.=	McLAIN'S LAW (Fri 4th June)	BBC	10.00
49.=	CROSSROADS (Wed 23rd June)	CENTRAL	10.00

* Average audience size over the duration of the programme.