

news release

AUDIENCE SHARES

JULY 1982

BBC1	35.17%	(39.17%)	}	Total	49.35%	(51.24%)
BBC2	14.18%	(12.07%)				
ITV	50.65%	(48.76%)				

The figures for last month (June) 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 0.88 hours; BBC2 0.36 hours; and ITV 1.24 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 (June) are given in brackets.

	<u>ITV</u>		<u>BBC1</u>		<u>BBC2</u>	
ITV NETWORK	50.65%	(48.76%)	35.17%	(39.17%)	14.18%	(12.07%)
LONDON	47.21%	(45.87%)	37.32%	(42.20%)	15.47%	(11.93%)
EAST & WEST						
MIDLANDS	50.50%	(47.95%)	35.23%	(39.40%)	14.27%	(12.65%)
NORTH WEST	49.87%	(49.75%)	35.18%	(37.83%)	14.95%	(12.42%)
YORKSHIRE	52.17%	(48.92%)	34.11%	(38.55%)	13.72%	(12.53%)
CENTRAL SCOTLAND	47.99%	(48.94%)	38.04%	(40.35%)	13.97%	(10.71%)
WALES & THE WEST	48.56%	(48.04%)	36.80%	(39.69%)	14.64%	(12.27%)
SOUTH & SOUTH						
EAST	43.50%	(42.54%)	39.71%	(44.35%)	16.79%	(13.11%)
NORTH EAST	44.84%	(44.85%)	39.32%	(41.56%)	15.84%	(13.59%)
EAST OF ENGLAND	47.24%	(45.46%)	36.92%	(42.34%)	15.84%	(12.20%)
SOUTH WEST	49.95%	(48.43%)	38.57%	(41.56%)	11.48%	(10.01%)
ULSTER	49.55%	(48.60%)	37.78%	(40.24%)	12.67%	(11.16%)
BORDER	48.28%	(47.72%)	33.13%	(36.50%)	18.59%	(15.78%)
NORTH SCOTLAND	48.49%	(44.03%)	37.53%	(45.60%)	13.97%	(10.37%)

The Network Share figures are 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 July the programmes with the highest audience were:-

			Millions of Viewers*
1.	CORONATION STREET (Mon 12th July)	GRANADA	14.35
2.	WORLD CUP '82 (Mon 5th July)	ITV	13.65
3.	CORONATION STREET (Mon 5th July)	GRANADA	13.40
4.	CORONATION STREET (Wed 14th July)	GRANADA	13.00
5.	A.J. WENTWORTH B.A. (Mon 12th July)	THAMES	12.95
6.	CORONATION STREET (Mon 28th June)	GRANADA	12.90
7.	CORONATION STREET (Wed 21st July)	GRANADA	12.85
8.	CORONATION STREET (Mon 19th July)	GRANADA	12.20
9.	CORONATION STREET (Wed 30th June)	GRANADA	11.90
10.	CROSSROADS (Thur 15th July)	CENTRAL	11.85
11.	CORONATION STREET (Wed 28th July)	GRANADA	11.80
12.	ITN NEWS 21.07 (Sun 18th July)	ITN	11.65
13.	CORONATION STREET (Mon 26th July)	GRANADA	11.60
14.	CORONATION STREET (Wed 7th July)	GRANADA	11.35
15.	WIMBLEDON '82 AND WORLD CUP GRANDSTAND (Tue 29th June)	BBC	11.2
16.	THE KRYPTON FACTOR (Mon 12th July)	GRANADA	11.25
16.=	A NATIONAL SALUTE 21.35 (Sun 18th July)	ITV	11.25
18.	WINNER TAKES ALL (Fri 9th July)	YORKSHIRE	11.05
19.	CROSSROADS (Thur 8th July)	CENTRAL	11.00
19.=	CROSSROADS (Wed 14th July)	CENTRAL	11.00
21.	WHERE THERE'S LIFE ... (Wed 14th July)	YORKSHIRE	10.95
22.	GENEVIEVE (Thur 15th July)	THAMES	10.75
23.	CROSSROADS (Tue 29th June)	CENTRAL	10.70
24.	THE BENNY HILL SHOW (Wed 30th June)	THAMES	10.65
25.	CROSSROADS (Tue 6th July)	CENTRAL	10.55
25.=	THE BIG TOP VARIETY SHOW (Wed 28th July)	THAMES	10.55
27.	NINE O'CLOCK NEWS (Fri 9th July)	BBC	10.50
27.=	TOP OF THE POPS (Thur 15th July)	BBC	10.50
27.=	NINE O'CLOCK NEWS (Fri 16th July)	BBC	10.50
30.	WORLD CUP '82 (Thur 8th July)	ITV	10.45
31.	NEWS AT TEN (Mon 5th July)	ITN	10.40
32.	NEWS AT TEN (Mon 19th July)	ITN	10.30
33.	GIVE US A CLUE (Thur 8th July)	THAMES	10.25
33.=	WINNER TAKES ALL (Fri 23rd July)	YORKSHIRE	10.2
33.=	DISASTER IN THE SKY (Sat 24th July)	ITV	10.25
36.	CAGNEY AND LACEY (Fri 9th July)	BBC	10.15
36.=	THE PROFESSIONALS (Sat 10th July)	LWT	10.15
36.=	WINNER TAKES ALL (Fri 16th July)	YORKSHIRE	10.15
36.=	FAMILY FORTUNES (Sat 31st July)	CENTRAL	10.15
40.	FIREPOWER (Mon 28th June)	BBC	10.10
40.=	MAN ABOUT THE HOUSE (Tue 6th July)	THAMES	10.10
40.=	NEWS AT TEN (Wed 14th July)	ITN	10.10
43.	WINNER TAKES ALL (Fri 2nd July)	YORKSHIRE	10.05
43.=	SOMETHING IN DISGUISE (Wed 14th July)	THAMES	10.05
45.	CROSSROADS (Tue 20th July)	CENTRAL	10.00
45.=	THE BIG TOP VARIETY SHOW (Wed 21st July)	THAMES	10.00
47.	CROSSROADS (Tue 27th July)	CENTRAL	9.95
48.	ITN NEWS 18.15 (Tue 29th June)	ITN	9.90
48.=	CROSSROADS (Thur 1st July)	CENTRAL	9.90
48.=	CROSSROADS (Thur 22nd July)	CENTRAL	9.90

* Average audience size over the duration of the programme.