

news release

AUDIENCE SHARES

AUGUST 1982

BBC1	35.17% (35.17%)	}	Total 49.05% (49.35%)
BBC2	13.88% (14.18%)		
ITV	50.95% (50.65%)		

The figures for last month (July) 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 0.83 hours; BBC2 0.33 hours; and ITV 1.20 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 (July) are given in brackets.

	<u>ITV</u>		<u>BBC1</u>		<u>BBC2</u>	
ITV NETWORK	50.95%	(50.65%)	35.17%	(35.17%)	13.88%	(14.18%)
LONDON	46.97%	(47.21%)	38.20%	(37.32%)	14.83%	(15.47%)
EAST & WEST						
MIDLANDS	52.51%	(50.50%)	33.58%	(35.23%)	13.91%	(14.27%)
NORTH WEST	48.46%	(49.87%)	37.38%	(35.18%)	13.76%	(14.95%)
YORKSHIRE	52.12%	(52.17%)	33.16%	(34.11%)	14.72%	(13.72%)
CENTRAL SCOTLAND	51.14%	(47.99%)	36.46%	(38.04%)	12.40%	(13.97%)
WALES & THE WEST	49.54%	(48.56%)	35.50%	(36.80%)	14.96%	(14.64%)
SOUTH & SOUTH						
EAST	44.75%	(43.50%)	39.86%	(39.71%)	15.39%	(16.79%)
NORTH EAST	48.71%	(44.84%)	35.88%	(39.32%)	15.41%	(15.84%)
EAST OF ENGLAND	47.22%	(47.24%)	37.37%	(36.92%)	15.41%	(15.84%)
SOUTH WEST	50.33%	(49.95%)	38.18%	(38.57%)	11.49%	(11.48%)
ULSTER	52.69%	(49.55%)	34.55%	(37.78%)	12.76%	(12.67%)
BORDER	52.02%	(48.28%)	30.73%	(33.13%)	17.25%	(18.59%)
NORTH SCOTLAND	47.31%	(48.49%)	39.63%	(37.53%)	13.06%	(13.97%)

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 August the programmes with the highest audience were:-

			Millions of Viewers*
1.	NEWS AT TEN (Mon 23rd Aug)	ITN	13.20
2.	VALLEY OF THE DOLLS (Wed 25th Aug)	GRANADA	12.80
3.	CORONATION STREET (Mon 16th Aug)	GRANADA	12.75
4.	CORONATION STREET (Mon 23rd Aug)	GRANADA	12.60
5.	CORONATION STREET (Wed 25th Aug)	GRANADA	12.00
6.	CORONATION STREET (Mon 9th Aug)	GRANADA	11.90
6.=	CORONATION STREET (Wed 18th Aug)	GRANADA	11.90
6.=	VALLEY OF THE DOLLS (Mon 23rd Aug)	GRANADA	11.90
9.	MISS UNITED KINGDOM 1982 (Wed 25th Aug)	THAMES	11.85
10.	CORONATION STREET (Wed 11th Aug)	GRANADA	11.80
11.	THE BIGGEST BANK ROBBERY (Wed 18th Aug)	ITV	11.30
12.	CORONATION STREET (Mon 2nd Aug)	GRANADA	11.10
13.	THE KRYPTON FACTOR (Mon 23rd Aug)	GRANADA	11.00
14.	CORONATION STREET (Wed 4th Aug)	GRANADA	10.95
15.	FAMILY FORTUNES (Sat 21st Aug)	CENTRAL	10.75
16.	FAMILY FORTUNES (Sat 14th Aug)	CENTRAL	10.70
17.	A.J. WENTWORTH, B.A. (Mon 23rd Aug)	THAMES	10.60
17.=	CROSSROADS (Tue 24th Aug)	CENTRAL	10.60
19.	THE HUNCHBACK OF NOTRE DAME (Wed 11th Aug)	THAMES	10.40
19.=	NEWS AT TEN (Tue 24th Aug)	ITN	10.40
21.	THE CHILDREN'S ROYAL VARIETY PERFORMANCE (Sat 28th Aug)	LWT	10.35
22.	THE KRYPTON FACTOR (Mon 9th Aug)	GRANADA	10.25
22.=	NINE O'CLOCK NEWS (Fri 20th Aug)	BBC	10.25
22.=	CROSSROADS (Wed 25th Aug)	CENTRAL	10.25
25.	CROSSROADS (Thur 12th Aug)	CENTRAL	10.15
25.=	RUSS ABBOTT'S SATURDAY MADHOUSE (Sat 21st Aug)	LWT	10.15
27.	CROSSROADS (Thur 19th Aug)	CENTRAL	10.10
27.=	VALLEY OF THE DOLLS (Tue 24th Aug)	GRANADA	10.10
27.=	CROSSROADS (Thur 26th Aug)	CENTRAL	10.10
30.	CROSSROADS (Tue 17th Aug)	CENTRAL	9.95
31.	THE KRYPTON FACTOR (Mon 16th Aug)	GRANADA	9.85
32.	CROSSROADS (Wed 11th Aug)	CENTRAL	9.80
32.=	NINE O'CLOCK NEWS (Fri 13th Aug)	BBC	9.80
32.=	RUSS ABBOTT'S SATURDAY MADHOUSE (Sat 14th Aug)	LWT	9.80
35.	CAGNEY AND LACEY (Fri 20th Aug)	BBC	9.70
36.	THE BIG TOP VARIETY SHOW (Wed 4th Aug)	THAMES	9.60
36.=	CROSSROADS (Thur 5th Aug)	CENTRAL	9.60
36.=	WHERE THERE'S LIFE ... (Wed 11th Aug)	YORKSHIRE	9.60
36.=	CROSSROADS (Wed 18th Aug)	CENTRAL	9.60
36.=	WHERE THERE'S LIFE ... (Wed 18th Aug)	YORKSHIRE	9.60
41.	TOP OF THE POPS (Thur 12th Aug)	BBC	9.55
41.=	THERE WAS A CROOKED MAN (Sat 14th Aug)	ITV	9.55
43.	TOP OF THE POPS (Thur 19th Aug)	BBC	9.50
43.=	FAMILY PLOT (Sat 21st Aug)	ITV	9.50
45.	FAME (Thur 12th Aug)	BBC	9.40
45.=	FAME (Thur 19th Aug)	BBC	9.40
47.	WORLD IN ACTION (Mon 23rd Aug)	GRANADA	9.35
48.	WINNER TAKES ALL (Fri 20th Aug)	YORKSHIRE	9.25
48.=	TOP OF THE POPS (Thur 26th Aug)	BBC	9.25
50.	WINNER TAKES ALL (Fri 6th Aug)	YORKSHIRE	9.20
50.=	CROSSROADS (Tue 10th Aug)	CENTRAL	9.20
50.=	NINE O'CLOCK NEWS (Thur 12th Aug)	BBC	9.20

* Average audience size over the duration of the programme.