

news release

AUDIENCE SHARES

SEPTEMBER 1982

BBC1	38.8% (35.2%)	}	Total 50.1% (49.1%)
BBC2	11.3% (13.9%)		
ITV	49.9% (50.9%)		

The figures for last month (August) 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 1.0 hours; BBC2 0.3 hours; and ITV 1.3 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 (August) are given in brackets.

	<u>ITV</u>		<u>BBC1</u>		<u>BBC2</u>
ITV NETWORK	49.9% (50.9%)		38.8% (35.2%)		11.3% (13.9%)
LONDON	47.3% (47.0%)		41.6% (38.2%)		11.1% (14.8%)
EAST AND WEST	49.4% (52.5%)		38.8% (33.6%)		11.8% (13.9%)
MIDLANDS					
NORTH WEST	50.2% (48.4%)		38.7% (37.8%)		11.1% (13.8%)
YORKSHIRE	52.1% (52.1%)		36.5% (33.2%)		11.4% (14.7%)
CENTRAL SCOTLAND	50.7% (51.1%)		38.4% (36.5%)		10.9% (12.4%)
WALES & THE WEST	48.3% (49.5%)		38.2% (35.5%)		13.5% (15.0%)
SOUTH AND SOUTH	43.5% (44.7%)		44.0% (39.9%)		12.5% (15.4%)
EAST					
NORTH EAST	46.0% (48.7%)		42.0% (35.9%)		12.0% (15.4%)
EAST OF ENGLAND	45.2% (47.2%)		42.6% (37.4%)		12.2% (15.4%)
SOUTH WEST	47.2% (50.3%)		41.4% (38.2%)		11.4% (11.5%)
ULSTER	47.7% (52.7%)		40.4% (34.6%)		11.9% (12.8%)
BORDER	50.5% (52.0%)		35.7% (30.7%)		13.8% (17.3%)
NORTH SCOTLAND	44.7% (47.3%)		43.6% (39.6%)		11.7% (13.1%)

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.

NOTE: Audience Share figures are now shown to one place of decimal; since publication up to two places of decimal is not statistically significant.

During September the programmes with the highest audience were:-

			Millions of Viewers*
1.	CORONATION STREET (Wed 22nd Sept) (not Border)	GRANADA	13.85
1.=	CORONATION STREET (Wed 29th Sept)	GRANADA	13.85
3.	CORONATION STREET (Mon 27th Sept)	GRANADA	13.80
4.	CORONATION STREET (Mon 13th Sept)	GRANADA	13.30
5.	CORONATION STREET (Mon 20th Sept)	GRANADA	13.15
6.	TOM, DICK AND HARRIET (Mon 27th Sept)	THAMES	13.10
7.	CORONATION STREET (Wed 15th Sept)	GRANADA	12.95
8.	CORONATION STREET (Mon 6th Sept)	GRANADA	12.90
9.	BENNY HILL (Tues 21st Sept)	THAMES	12.75
10.	BENNY HILL (Tues 14th Sept)	THAMES	12.60
11.	IVANHOE (Sun 26th Sept)	ITV	12.50
12.	TOM, DICK AND HARRIET (Mon 20th Sept)	THAMES	12.45
13.	A BRIDGE TOO FAR (Thur 9th Sept)	THAMES	12.20
14.	CORONATION STREET (Wed 8th Sept)	GRANADA	12.05
14.=	BENNY HILL (Tues 28th Sept)	THAMES	12.05
16.	BEYOND THE POSEIDON ADVENTURE (Sun 19th Sept)	ITV	12.00
17.	CORONATION STREET (Mon 30th Aug)	GRANADA	11.90
17.=	BENNY HILL (Tues 7th Sept)	THAMES	11.90
19.	CROSSROADS (Thur 23rd Sept)	CENTRAL	11.85
20.	THE AGATHA CHRISTIE HOUR (Tues 7th Sept)	THAMES	11.60
20.=	THE KRYPTON FACTOR (Mon 27th Sept)	GRANADA	11.60
22.	BENNY HILL (Mon 30th Aug)	THAMES	11.50
22.=	THE AGATHA CHRISTIE HOUR (Tues 14th Sept)	THAMES	11.50
22.=	THE 39 STEPS (Thur 30th Sept)	ITV	11.50
25.	CORONATION STREET (Wed 1st Sept)	GRANADA	11.45
25.=	HIGH SOCIETY (Thur 16th Sept)	ITV	11.45
27.	GOLDEN RENDEZVOUS (Sun 5th Sept)	ITV	11.40
28.	TOM, DICK AND HARRIET (Mon 13th Sept)	THAMES	11.30
28.=	NEVER THE TWAIN (Tues 21st Sept)	THAMES	11.30
28.=	PLAY YOUR CARDS RIGHT (Fri 24th Sept)	LWT	11.30
28.=	GAME FOR A LAUGH (Sat 2nd Oct)	LWT	11.30
32.	FUN WITH DICK AND JANE (Thur 23rd Sept)	ITV	11.25
32.=	AIRPORT '80 THE CONCORDE (Sat 2nd Oct)	ITV	11.25
34.	NEVER THE TWAIN (Tues 14th Sept)	THAMES	11.00
34.=	FAME (Wed 22nd Sept)	BBC	11.00
34.=	WHERE THERE'S LIFE ... (Wed 29th Sept)	YORKSHIRE	11.00
37.	INGRID BERGMAN - A TRIBUTE (Wed 1st Sept)	GRANADA	10.95
37.=	THE KRYPTON FACTOR (Mon 20th Sept)	GRANADA	10.95
39.	JAWS (Sat 4th Sept)	ITV	10.90
39.=	CROSSROADS (Thur 30th Sept)	CENTRAL	10.90
41.	THE PROFESSIONALS (Sat 11th Sept)	LWT	10.85
41.=	THE PROFESSIONALS (Sat 2nd Oct)	LWT	10.85
43.	CROSSROADS (Tues 21st Sept)	CENTRAL	10.75
43.=	GAME FOR A LAUGH (Sat 25th Sept)	LWT	10.75
45.	GAME FOR A LAUGH (Sat 18th Sept)	LWT	10.60
45.=	CROSSROADS (Wed 29th Sept)	CENTRAL	10.60
47.	WHERE THERE'S LIFE ... (Wed 15th Sept)	YORKSHIRE	10.55
47.=	PLAY YOUR CARDS RIGHT (Fri 1st Oct)	LWT	10.55
49.	FAME (Wed 15th Sept)	BBC	10.50
49.=	JULIET BRAVO (Sat 25th Sept)	BBC	10.50

* Average audience size over the duration of the programme.