

news release

AUDIENCE SHARES

OCTOBER 1982

BBC1	38.1%	(38.8%)	}	Total 51.0% (50.1%)
BBC2	12.9%	(11.3%)		
ITV	49.0%	(49.9%)		

The figures for last month (September) 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 1.1 hours; BBC2 0.4 hours; and ITV 1.4 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 (September) are given in brackets.

	<u>ITV</u>		<u>BBC1</u>		<u>BBC2</u>	
ITV NETWORK	49.0%	(49.9%)	38.1%	(38.8%)	12.9%	(11.3%)
LONDON	45.8%	(47.3%)	40.6%	(41.6%)	13.6%	(11.1%)
EAST AND WEST	49.0%	(49.4%)	37.7%	(38.8%)	13.3%	(11.8%)
MIDLANDS						
NORTH WEST	49.7%	(50.2%)	38.7%	(38.7%)	11.6%	(11.1%)
YORKSHIRE	51.1%	(52.1%)	35.5%	(36.5%)	13.4%	(11.4%)
CENTRAL SCOTLAND	48.7%	(50.7%)	38.4%	(38.4%)	12.9%	(10.9%)
WALES & THE WEST	46.8%	(48.3%)	38.7%	(38.2%)	14.5%	(13.5%)
SOUTH & SOUTH	41.0%	(43.5%)	44.1%	(44.0%)	14.9%	(12.5%)
EAST						
NORTH EAST	45.3%	(46.0%)	40.8%	(42.0%)	13.9%	(12.0%)
EAST OF ENGLAND	45.7%	(45.2%)	41.1%	(42.6%)	13.2%	(12.2%)
SOUTH WEST	46.2%	(47.2%)	40.2%	(41.4%)	13.6%	(11.4%)
ULSTER	47.6%	(47.7%)	40.2%	(40.4%)	12.2%	(11.9%)
BORDER	46.2%	(50.5%)	37.2%	(35.7%)	16.6%	(13.8%)
NORTH SCOTLAND	45.5%	(44.7%)	42.0%	(43.6%)	12.5%	(11.7%)

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 October the programmes with the highest audience were:-

			Millions of Viewers*
1.	STAR WARS (Sun 24th)	ITV	16.10
2.	CORONATION STREET (Wed 27th)	GRANADA	15.80
3.	CORONATION STREET (Wed 13th)	GRANADA	15.55
3.=	CORONATION STREET (Wed 20th)	GRANADA	15.55
5.	THIS IS YOUR LIFE (Wed 27th)	THAMES	14.90
6.	CORONATION STREET (Wed 6th)	GRANADA	14.85
7.	FROM RUSSIA WITH LOVE (Sun 31st)	ITV	13.95
8.	TOM DICK AND HARRIET (Mon 18th)	THAMES	13.75
8.=	IT'S YOUR MOVE (Mon 18th)	THAMES	13.75
10.	CORONATION STREET (Mon 11th)	GRANADA	13.70
10.=	CORONATION STREET (Mon 18th)	GRANADA	13.70
10.=	PLAY YOUR CARDS RIGHT (Fri 22nd)	LWT	13.70
13.	THIS IS YOUR LIFE (Wed 20th)	THAMES	13.55
14.	CORONATION STREET (Mon 4th)	GRANADA	13.15
14.=	TOM DICK AND HARRIET (Mon 11th)	THAMES	13.15
16.	TOM DICK AND HARRIET (Mon 4th)	THAMES	13.05
16.=	DALLAS (Wed 6th)	BBC	13.05
16.=	GAME FOR A LAUGH (Sat 30th)	LWT	13.05
19.	CORONATION STREET (Mon 25th)	GRANADA	12.95
20.	PLAY YOUR CARDS RIGHT (Fri 15th)	LWT	12.90
21.	GAME FOR A LAUGH (Sat 16th)	LWT	12.85
22.	TENKO (Thur 21st)	BBC	12.80
23.	DALLAS (Wed 13th)	BBC	12.70
23.=	CROSSROADS (Thur 14th)	CENTRAL	12.70
25.	GAME FOR A LAUGH (Sat 23rd)	LWT	12.65
25.=	TENKO (Thur 28th)	BBC	12.65
27.	BENNY HILL (Tue 5th)	THAMES	12.55
27.=	CROSSROADS (Thur 7th)	CENTRAL	12.55
29.	CROSSROADS (Wed 20th)	CENTRAL	12.50
30.	CROSSROADS (Tue 12th)	CENTRAL	12.45
31.	IN LOVING MEMORY (Tue 12th)	YORKSHIRE	12.40
32.	CROSSROADS (Thur 21st)	CENTRAL	12.35
32.=	FOXY LADY (Mon 25th)	GRANADA	12.35
34.	PLAY YOUR CARDS RIGHT (Fri 29th)	LWT	12.30
35.	WHERE THERE'S LIFE ... (Wed 13th)	YORKSHIRE	12.25
36.	CROSSROADS (Tue 19th)	CENTRAL	12.20
36.=	CROSSROADS (Wed 27th)	CENTRAL	12.20
38.	CROSSROADS (Wed 6th)	CENTRAL	12.15
38.=	GAME FOR A LAUGH (Sat 9th)	LWT	12.15
40.	BLANKETY BLANK (Sat 16th)	BBC	12.10
41.	SHOUT AT THE DEVIL (Sun 10th)	ITV	12.05
42.	CROSSROADS (Wed 13th)	CENTRAL	11.90
43.	THE PROFESSIONALS (Sat 9th)	LWT	11.85
44.	CROSSROADS (Tue 5th)	CENTRAL	11.75
44.=	CROSSROADS (Thur 28th)	CENTRAL	11.75
44.=	BLANKETY BLANK (Sat 30th)	BBC	11.75
44.=	THE PAUL DANIELS MAGIC SHOW (Sat 30th)	BBC	11.75
48.	NEVER THE TWAIN (Tue 12th)	THAMES	11.70
48.=	THE MORECAMBE & WISE SHOW (Wed 27th)	THAMES	11.70
48.=	JULIET BRAVO (Sat 30th)	BBC	11.70

* Average audience size over the duration of the programme.