

news release

AUDIENCE SHARES

NOVEMBER 1982

BBC1	37.7% (38.1%)	} Total BBC 46.9% (51.0%)
BBC2	9.2% (12.9%)	
ITV	48.2% (49.0%)	} Total ITV 53.1% (49.0%)
CHANNEL 4	4.9%	

The figures for last month (October) 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 four Channels was BBC1 1.12 hours; BBC2 0.27 hours; ITV 1.42 hours; and Channel 4 0.14 hours.

(The figures for October which were taken to only one decimal place are amended to two decimal places as follows:- BBC1 1.11 hours; BBC2 0.38 hours; and ITV 1.42 hours).

Share of Audience figures by Channel (ITV, Channel 4, BBC1 and BBC2) for the Network and for individual ITV regions are given below. The figures for last month (October) are given in brackets.

	<u>ITV</u>	<u>CHANNEL 4</u>	<u>BBC1</u>	<u>BBC2</u>
NETWORK	48.2% (49.0%)	4.9%	37.7% (38.1%)	9.2% (12.9%)
LONDON	42.5% (45.8%)	5.3%	42.6% (40.6%)	9.6% (13.6%)
EAST AND WEST				
MIDLANDS	48.1% (49.0%)	5.3%	37.2% (37.7%)	9.4% (13.3%)
NORTH WEST	48.0% (49.7%)	5.1%	38.3% (38.7%)	8.6% (11.6%)
YORKSHIRE	51.0% (51.1%)	5.4%	34.3% (35.5%)	9.3% (13.4%)
CENTRAL SCOTLAND	49.2% (48.7%)	4.2%	36.8% (38.4%)	9.8% (12.9%)
WALES & THE WEST	45.2% (46.8%)	7.0%	39.4% (38.7%)	8.4% (14.5%)
SOUTH & SOUTH				
EAST	43.9% (41.0%)	3.8%	42.5% (44.1%)	9.8% (14.9%)
NORTH EAST	44.3% (45.3%)	5.0%	41.4% (40.8%)	9.3% (13.9%)
EAST OF ENGLAND	44.1% (45.7%)	5.6%	40.9% (41.1%)	9.4% (13.2%)
SOUTH WEST	44.9% (46.2%)	2.6%	41.8% (40.2%)	10.7% (13.6%)
ULSTER	48.3% (47.6%)	4.1%	38.8% (40.2%)	8.8% (12.2%)
BORDER	21.9% (46.2%)	8.3%	51.7% (37.2%)	18.1% (16.6%)
NORTH SCOTLAND	47.4% (45.5%)	4.8%	38.0% (42.0%)	9.8% (12.5%)

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.

Millions of **
Viewers

1.	CORONATION STREET (Wed 17th Nov) *	GRANADA	15.85
2.	THIS IS YOUR LIFE (Wed 17th Nov) *	THAMES	15.80
2.=	CORONATION STREET (Wed 24th Nov) *	GRANADA	15.80
4.	CORONATION STREET (Mon 1st Nov)	GRANADA	15.70
5.	CORONATION STREET (Wed 10th Nov)	GRANADA	15.65
6.	CORONATION STREET (Wed 3rd Nov)	GRANADA	15.55
7.	THIS IS YOUR LIFE (Wed 24th Nov) *	THAMES	15.50
8.	THIS IS YOUR LIFE (Wed 10th Nov)	THAMES	14.95
9.	CORONATION STREET (Mon 22nd Nov) *	GRANADA	14.15
10.	THIS IS YOUR LIFE (Wed 3rd Nov)	THAMES	14.05
11.	GIVE US A CLUE (Tue 16th Nov) *	THAMES	13.75
12.	THE PROFESSIONALS (Sun 7th Nov)	LWT	13.70
13.	CORONATION STREET (Mon 8th Nov)	GRANADA	13.60
14.	THE PROFESSIONALS (Sun 28th Nov) *	LWT	13.40
15.	CORONATION STREET (Mon 15th Nov) *	GRANADA	13.35
16.	HART TO HART (Sun 7th Nov) (Not in C. Scotland)	ITV	13.30
16.=	THE PROFESSIONALS (Sun 21st Nov) *	LWT	13.30
18.	GIVE US A CLUE (Tue 23rd Nov) *	THAMES	12.95
19.	MISS WORLD 1982 (Thur 18th Nov) *	ITV	12.90
20.	GAME FOR A LAUGH (Sat 20th Nov) *	LWT	12.80
21.	GIVE US A CLUE (Tue 9th Nov)	THAMES	12.70
22.	GAME FOR A LAUGH (Sat 13th) *	LWT	12.65
22.=	THE ROYAL VARIETY PERFORMANCE (19.45 Sun 14th Nov)	BBC	12.65
22.=	CROSSROADS (Thur 18th Nov) *	CENTRAL	12.65
22.=	JULIET BRAVO (Sat 27th Nov)	BBC	12.65
26.	PLAY YOUR CARDS RIGHT (Fri 26th Nov) *	LWT	12.60
26.=	GAME FOR A LAUGH (Sat 27th Nov) *	LWT	12.60
28.	FOXY LADY (Mon 1st Nov)	GRANADA	12.45
29.	GIVE US A CLUE (Tue 2nd Nov)	THAMES	12.40
29.=	CROSSROADS (Tue 23rd Nov) *	CENTRAL	12.40
31.	THE MORECAMBE & WISE SHOW (Wed 17th Nov) *	THAMES	12.35
31.=	CROSSROADS (Thur 25th Nov) *	CENTRAL	12.35
33.	GAME FOR A LAUGH (Sat 6th Nov)	LWT	12.30
33.=	KEEP IT IN THE FAMILY (Tue 16th Nov) *	THAMES	12.30
33.=	BLANKETY BLANK (Sat 27th Nov)	BBC	12.30
36.	CROSSROADS (Wed 17th Nov) *	CENTRAL	12.25
37.	PLAY YOUR CARDS RIGHT (Fri 12th Nov)	LWT	12.20
37.=	HI-DE-HI (Sun 14th Nov)	BBC	12.20
37.=	IN LOVING MEMORY (Tue 16th Nov) *	YORKSHIRE	12.20
37.=	HART TO HART (Sun 28th Nov) *	ITV	12.20
41.	CROSSROADS (Wed 24th Nov) *	CENTRAL	12.15
42.	CARRY ON LAUGHING (Wed 17th Nov) *	THAMES	12.05
42.=	TENKO (Thur 25th Nov)	BBC	12.05
44.	PLAY YOUR CARDS RIGHT (Fri 19th Nov) *	LWT	11.90
45.	CROSSROADS (Wed 10th Nov)	CENTRAL	11.85
45.=	THE MORECAMBE & WISE SHOW (Wed 24th Nov) *	THAMES	11.85
47.	CROSSROADS (Thur 11th Nov)	CENTRAL	11.80
48.	CROSSROADS (Tue 2nd Nov)	CENTRAL	11.75
48.=	THE PAUL DANIELS MAGIC SHOW (Sat 6th Nov)	BBC	11.75
48 =	IN LOVING MEMORY (Tue 9th Nov)	YORKSHIRE	11.75
48.=	THE MORECAMBE & WISE SHOW (Wed 10th Nov)	THAMES	11.75
48.=	THE PAUL DANIELS MAGIC SHOW (Sat 20th Nov)	BBC	11.75
48.=	THE GENTLE TOUCH (Fri 26th Nov) *	LWT	11.75

* No ITV transmission in the Border area from 13th to 28th November inclusive.

** Average audience size over the duration of the programme.