

news release

AUDIENCE SHARES

DECEMBER 1982

BBC1	39.2% (37.7%)	}	Total BBC 49.0% (46.9%)
BBC2	9.8% (9.2%)		
ITV	47.4% (48.2%)		
CHANNEL 4	3.6% (4.9%)		

The figures for last month (November) 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 1.26 hours; BBC2 0.32 hours; ITV 1.52 hours; and Channel 4 0.12 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 (November) are given in brackets.

	<u>ITV</u>		<u>CHANNEL 4</u>		<u>BBC1</u>		<u>BBC2</u>	
NETWORK	47.4%	(48.2%)	3.6%	(4.9%)	39.2%	(37.7%)	9.8%	(9.2%)
LONDON	43.7%	(42.5%)	3.9%	(5.3%)	42.1%	(42.6%)	10.3%	(9.6%)
EAST AND WEST								
MIDLANDS	46.6%	(48.1%)	3.5%	(5.3%)	39.7%	(37.2%)	10.2%	(9.4%)
NORTH WEST	48.8%	(48.0%)	3.5%	(5.1%)	38.2%	(38.3%)	9.5%	(8.6%)
YORKSHIRE	49.5%	(51.0%)	3.6%	(5.4%)	37.0%	(34.3%)	9.9%	(9.3%)
CENTRAL SCOTLAND	49.1%	(49.2%)	3.7%	(4.2%)	37.3%	(36.8%)	9.9%	(9.8%)
WALES & THE WEST	44.3%	(45.2%)	6.1%	(7.0%)	40.4%	(39.4%)	9.2%	(8.4%)
SOUTH AND SOUTH								
EAST	42.1%	(43.9%)	3.4%	(3.8%)	44.0%	(42.5%)	10.5%	(9.8%)
NORTH EAST	42.5%	(44.3%)	5.3%	(5.0%)	41.4%	(41.4%)	10.8%	(9.3%)
EAST OF ENGLAND	44.3%	(44.1%)	3.9%	(5.6%)	41.3%	(40.9%)	10.5%	(9.4%)
SOUTH WEST	42.3%	(44.9%)	2.0%	(2.6%)	44.6%	(41.8%)	11.1%	(10.7%)
ULSTER	47.4%	(48.3%)	3.4%	(4.1%)	40.6%	(38.8%)	8.6%	(8.8%)
BORDER	26.1%	(21.9%)	5.6%	(8.3%)	51.7%	(51.7%)	16.6%	(18.1%)
NORTH SCOTLAND	46.1%	(47.4%)	3.2%	(4.8%)	40.7%	(38.0%)	10.0%	(9.8%)

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 December the programmes with the highest audience were:-

			Millions of Viewers **
1.	CORONATION STREET (Wed 22nd Dec)	GRANADA	17.20
2.	THIS IS YOUR LIFE (Wed 22nd Dec)	THAMES	16.95
3.	CORONATION STREET (Wed 8th Dec)*	GRANADA	16.05
4.	THIS IS YOUR LIFE (Wed 8th Dec)*	THAMES	15.60
5.	MOONRAKER (Mon 27th Dec)	ITV	15.50
6.	CORONATION STREET (Wed 1st Dec)*	GRANADA	15.30
7.	CORONATION STREET (Wed 15th Dec)*	GRANADA	14.95
8.	THIS IS YOUR LIFE (Wed 15th Dec)	THAMES	14.50
9.	CORONATION STREET (Wed 29th Dec)	GRANADA	14.35
10.	CORONATION STREET (Mon 29th Nov)*	GRANADA	14.25
11.	CORONATION STREET (Mon 13th Dec)*	GRANADA	14.20
12.	CORONATION STREET (Mon 6th Dec)*	GRANADA	14.05
13.	THIS IS YOUR LIFE (Wed 1st Dec)*	THAMES	13.95
14.	FORCE 10 FROM NAVARRONE (Thur 30th Dec)	ITV	13.90
15.	CORONATION STREET (Mon 20th Dec)	GRANADA	13.85
16.	IT'LL BE ALRIGHT ON THE NIGHT 3 (Sat 18th Dec)	LWT	13.75
16.=	GIVE US A CLUE (Tue 21st Dec)	THAMES	13.75
18.	THE MIKE YARWOOD CHRISTMAS SHOW (Tue 21st Dec)	THAMES	13.60
19.	TENKO (Thur 9th Dec)	BBC	13.50
20.	THIS IS YOUR LIFE (Wed 29th Dec)	THAMES	13.35
21.	THE PROFESSIONALS (Sun 12th Dec)*	LWT	13.10
22.	THE PROFESSIONALS (Sun 5th Dec)*	LWT	13.00
23.	TENKO (Thur 2nd Dec)	BBC	12.90
23.=	PLAY YOUR CARDS RIGHT (Fri 3rd Dec)*	LWT	12.90
25.	AVALANCHE EXPRESS (Tue 14th Dec)*	ITV	12.65
26.	TENKO (Thur 16th Dec)	BBC	12.60
26.=	METEOR (Wed 22nd Dec)	ITV	12.60
26.=	THE JIM DAVIDSON SHOW (Wed 29th Dec)	THAMES	12.60
29.	GAME FOR A LAUGH (Sat 4th Dec)*	LWT	12.55
29.=	THE LITTLE AND LARGE SHOW (Sat 11th Dec)	BBC	12.55
31.	STUNTMAN CHALLENGE (Tue 30th Nov) (Not Border/Cen.Scotland)	THAMES	12.50
31.=	TENKO (Thur 23rd Dec)	BBC	12.50
33.	CROSSROADS (Thur 2nd Dec)*	CENTRAL	12.45
33.=	CROSSROADS (Thur 9th Dec)*	CENTRAL	12.45
33.=	HI DE HI (Sun 2nd Jan)	BBC	12.45
36.	PLAY YOUR CARDS RIGHT (Fri 10th Dec)*	LWT	12.40
36.=	HI DE HI (Sun 12th Dec)	BBC	12.40
38.	THE GENTLE TOUCH (Fri 10th Dec)*	LWT	12.20
39.	CROSSROADS (Wed 1st Dec)*	CENTRAL	12.15
39.=	HART TO HART (Sun 5th Dec)*	ITV	12.15
39.=	CROSSROADS (Tue 7th Dec)*	CENTRAL	12.15
39.=	THREE OF A KIND (Sat 11th Dec)	BBC	12.15
43.	GIVE US A CLUE (Tue 2nd Dec) (Not Border/Cen. Scotland)	THAMES	12.10
43.=	CARRY ON LAUGHING (Wed 8th Dec)*	THAMES	12.10
45.	HI DE HI (Sun 5th Dec)	BBC	12.05
46.	CROSSROADS (Tue 30th Nov)*	CENTRAL	12.00
46.=	THE KENNY EVERETT TELEVISION SHOW (Tue 28th Dec)	BBC	12.00
48.	RUSSIAN ROULETTE (Tue 7th Dec)*	ITV	11.95
48.=	CROSSROADS (Wed 8th Dec)*	CENTRAL	11.95
50.	THE REAL WORLD (Mon 29th Nov)*	TVS	11.90

* Not shown in Border area.

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