

news release

BARB MONTHLY SHARE OF AUDIENCE

JANUARY 1983

BARB has recently published monthly audience data for January 1983. These figures are not comparable with the equivalent data published for January 1982. Adjusted figures which can properly be used for comparison purposes are set out below:-

	AVERAGE DAILY HOURS VIEWED PER INDIVIDUAL		SHARE OF AUDIENCE	
	1982 Hours	1983 Hours	1982 %	1983 %
BBC1	1.42	1.20*	38.3	36.1*
BBC2	0.45	0.35	12.1	10.4
ITV	1.84	1.65	49.6	49.6
CHANNEL 4	-	0.13	-	3.9
TOTAL TV	3.71	3.33	100	100

* Includes viewing to BBC1 Breakfast Time.

Issued 18th February 1983

AUDIENCE SHARES

JANUARY 1983

* BBC1	36.1% (39.2%)	}	Total BBC*	46.5% (49.0%)
BBC2	10.4% (9.8%)			
ITV	49.6% (47.4%)	}	Total ITV	53.5% (51.0%)
CHANNEL 4	3.9% (3.6%)			

The figures for last month (December) 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 1.20 hours; BBC2 0.35 hours; ITV 1.65 hours; and Channel 4 0.13 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 (December) are given in brackets

	<u>ITV</u>	<u>CHANNEL 4</u>	<u>BBC1*</u>	<u>BBC2</u>
NETWORK	49.6% (47.4%)	3.9% (3.6%)	36.1% (39.2%)	10.4% (9.8%)
LONDON	45.6% (43.7%)	4.3% (3.9%)	39.4% (42.1%)	10.7% (10.3%)
EAST AND WEST				
MIDLANDS	49.3% (46.6%)	3.7% (3.5%)	36.4% (39.7%)	10.6% (10.2%)
NORTH WEST	49.4% (48.8%)	3.6% (3.5%)	37.7% (38.2%)	9.3% (9.5%)
YORKSHIRE	50.6% (49.5%)	3.8% (3.6%)	35.1% (37.0%)	10.5% (9.9%)
CENTRAL SCOTLAND	50.5% (49.1%)	3.5% (3.7%)	35.1% (37.3%)	10.9% (9.9%)
WALES & THE WEST	46.7% (44.3%)	6.6% (6.1%)	36.1% (40.4%)	10.6% (9.2%)
SOUTH AND SOUTH				
EAST	44.7% (42.1%)	3.7% (3.4%)	40.7% (44.0%)	10.9% (10.5%)
NORTH EAST	46.8% (42.5%)	4.7% (5.3%)	37.2% (41.4%)	11.3% (10.8%)
EAST OF ENGLAND	46.2% (44.3%)	4.1% (3.9%)	38.5% (41.3%)	11.2% (10.5%)
SOUTH WEST	45.1% (42.3%)	2.5% (2.0%)	40.5% (44.6%)	11.9% (11.1%)
ULSTER	50.6% (47.4%)	3.6% (3.4%)	36.2% (40.6%)	9.6% (8.6%)
BORDER	45.5% (26.1%)	4.2% (5.6%)	36.5% (51.7%)	13.8% (16.6%)
NORTH SCOTLAND	50.6% (46.1%)	3.3% (3.2%)	36.5% (40.7%)	9.6% (10.0%)

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.

* Includes viewing to BBC1 Breakfast Time.

During January the programmes with the highest audience were:-

			Millions** of Viewers
1.	CORONATION STREET (Wed 5th Jan)	GRANADA	17.25
1.=	CORONATION STREET (Wed 26th Jan)	GRANADA	17.25
3.	CORONATION STREET (Wed 19th Jan)	GRANADA	16.85
4.	SUPERMAN (Thur 6th Jan)	ITV	16.75
5.	THIS IS YOUR LIFE (Wed 5th Jan)	THAMES	16.55
5.=	CORONATION STREET (Wed 12th Jan)	GRANADA	16.55
7.	CORONATION STREET (Mon 10th Jan)	GRANADA	16.35
8.	THIS IS YOUR LIFE (Wed 12th Jan)	THAMES	16.05
8.=	CORONATION STREET (Mon 17th Jan)	GRANADA	16.05
10.	LAST OF THE SUMMER WINE (Sun 30th Jan)	BBC	15.95
11.	THIS IS YOUR LIFE (Wed 26th Jan)	THAMES	15.90
12.	CORONATION STREET (Mon 3rd Jan)	GRANADA	15.85
12.=	CORONATION STREET (Mon 24th Jan)	GRANADA	15.85
14.	JAWS II (Sun 9th Jan)	ITV	15.80
15.	THIS IS YOUR LIFE (Wed 19th Jan)	THAMES	15.00
16.	LONDON NIGHT OUT (Wed 26th Jan)	THAMES	14.35
17.	3-2-1 (Sat 29th Jan)	YORKSHIRE	14.20
18.	WISH YOU WERE HERE (Mon 17th Jan)	THAMES	14.15
19.	THAT'S MY BOY (Fri 14th Jan)	YORKSHIRE	14.10
20.	THE BENNY HILL SHOW (Wed 5th Jan)	THAMES	14.05
20.=	DEATH CRUISE (Tue 18th Jan) *	ITV	14.05
22.	HI DE HI (Sun 23rd Jan)	BBC	13.95
22.=	THE LONGEST NIGHT (Tue 25th Jan)	ITV	13.95
24.	THE GUINNESS BOOK OF RECORDS SPECIAL (Sat 15th Jan)*	ITV	13.85
24.=	THE GUINNESS BOOK OF RECORDS SPECIAL (Sat 22nd Jan)*	ITV	13.85
26.	FAMILY FORTUNES (Fri 14th Jan)	CENTRAL	13.80
26.=	MIKE YARWOOD IN PERSONS (Mon 17th Jan)	THAMES	13.80
28.	NIGHT TERROR (Tue 11th Jan)*	ITV	13.65
28.=	WISH YOU WERE HERE (Mon 24th Jan)	THAMES	13.65
30.	THE PROFESSIONALS (Sun 9th Jan)	LWT	13.60
30.=	THE GENTLE TOUCH (Fri 14th Jan)	LWT	13.60
32.	WISH YOU WERE HERE (Mon 10th Jan)	THAMES	13.50
33.	PUNCH LINES (Sat 15th Jan)	LWT	13.45
34.	HI DE HI (Sun 16th Jan)	BBC	13.40
34.=	FAMILY FORTUNES (Fri 28th Jan)	CENTRAL	13.40
36.	CROSSROADS (Wed 5th Jan)	CENTRAL	13.35
36.=	FAMILY FORTUNES (Fri 7th Jan)	CENTRAL	13.35
38.	CROSSROADS (Wed 12th Jan)	CENTRAL	13.30
38.=	FAMILY FORTUNES (Fri 21st Jan)	CENTRAL	13.30
38.=	THE PROFESSIONALS (Sun 23rd Jan)	LWT	13.30
38.=	MIKE YARWOOD IN PERSONS (Mon 24th Jan)	THAMES	13.30
42.	THE PROFESSIONALS (Sun 16th Jan)	LWT	13.25
43.	THE RETURN OF THE PINK PANTHER (Tue 4th Jan) ^{Not Central} _{Scotland}	ITV	13.20
44.	THE KRYPTON FACTOR INTERNATIONAL (Mon 3rd Jan)	GRANADA	13.15
44.=	THE FALL GUY (Fri 16th Jan)	ITV	13.15
46.	THE GENTLE TOUCH (Fri 5th Jan)	LWT	13.05
46.=	MIKE YARWOOD IN PERSONS (Mon 10th Jan)	THAMES	13.05
48.	CARRY ON LAUGHING (Mon 3rd Jan)	THAMES	13.00
48.=	THAT'S MY BOY (Fri 21st Jan)	YORKSHIRE	13.00
48.=	THAT'S MY BOY (Fri 28th Jan)	YORKSHIRE	13.00

* Not shown in South West area.

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

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