

news release

AUDIENCE SHARES

MARCH 1983

BBC1	39.5%	(40.0%)	}	Total BBC 48.7% (49.0%)
BBC2	9.2%	(9.0%)		
ITV	47.4%	(47.3%)	}	Total ITV 51.3% (51.0%)
CHANNEL 4	3.9%	(3.7%)		
TOTAL	100%			

The figures for last month (February) 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 1.24 hours; BBC2 0.29 hours; **ITV 1.49 hours; and Channel 4 0.12 hours. The comparative figures for the corresponding month in 1982 were BBC1 1.27 hours; BBC2 0.39 hours; and ITV 1.65 hours.

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

	ITV**		CHANNEL 4		BBC1*		BBC2	
NETWORK	47.4%	(47.3%)	3.9%	(3.7%)	39.5%	(40.0%)	9.2%	(9.0%)
LONDON	44.7%	(44.5%)	4.7%	(4.8%)	41.5%	(42.0%)	9.1%	(8.7%)
MIDLANDS (EAST & WEST	46.3%	(47.9%)	4.1%	(4.0%)	39.9%	(39.3%)	9.7%	(8.8%)
NORTH WEST	46.8%	(46.0%)	3.4%	(3.6%)	41.1%	(41.5%)	8.7%	(8.9%)
YORKSHIRE	49.5%	(48.9%)	3.8%	(3.6%)	37.3%	(38.5%)	9.4%	(9.0%)
CENTRAL SCOTLAND	46.4%	(47.0%)	4.3%	(3.6%)	39.5%	(39.1%)	9.8%	(10.3%)
WALES AND THE WEST	44.7%	(43.2%)	6.6%	(6.3%)	40.0%	(41.6%)	8.7%	(8.9%)
SOUTH AND SOUTH EAST	41.8%	(42.2%)	3.7%	(3.6%)	44.2%	(44.6%)	10.3%	(9.6%)
NORTH EAST	43.8%	(44.5%)	5.4%	(4.8%)	41.5%	(41.4%)	9.3%	(9.3%)
EAST OF ENGLAND	45.9%	(44.5%)	4.0%	(3.8%)	40.8%	(43.0%)	9.3%	(8.7%)
SOUTH WEST	43.4%	(46.3%)	2.9%	(2.2%)	43.7%	(42.4%)	10.0%	(9.1%)
ULSTER	50.1%	(49.4%)	3.5%	(3.4%)	38.3%	(39.2%)	8.1%	(8.0%)
BORDER	46.3%	(42.7%)	3.9%	(4.1%)	39.3%	(41.3%)	10.5%	(11.9%)
NORTH SCOTLAND	46.9%	(49.6%)	3.4%	(3.6%)	41.3%	(38.4%)	8.4%	(8.1%)

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 of audiences.

* Includes viewing to BBC1 Breakfast Time.

** Includes viewing to TV-am.

During March the programmes with the highest audience were:-

			Millions* of Viewers
1.	CORONATION STREET (Wed 2 Mar)	GRANADA	17.15
2.	CORONATION STREET (Mon 21 Mar)	GRANADA	16.90
3.	CORONATION STREET (Mon 28 Feb)	GRANADA	16.85
4.	CORONATION STREET (Wed 16 Mar)	GRANADA	16.65
5.	CORONATION STREET (Mon 14 Mar)	GRANADA	16.55
6.	CORONATION STREET (Wed 9 Mar)	GRANADA	16.45
7.	CORONATION STREET (Wed 23 Mar)	GRANADA	16.40
8.	CORONATION STREET (Wed 30 Mar)	GRANADA	16.25
9.	CORONATION STREET (Mon 7 Mar)	GRANADA	15.85
10.	THE MAN WITH THE GOLDEN GUN (Sun 6 Mar)	ITV	15.70
11.	FAMILY FORTUNES (Fri 25 Mar)	CENTRAL	15.25
12.	THIS IS YOUR LIFE (Wed 16 Mar)	THAMES	15.10
13.	THIS IS YOUR LIFE (Wed 2 Mar)	THAMES	15.00
13=	CORONATION STREET (Mon 28 Mar)	GRANADA	15.00
15.	FAMILY FORTUNES (Fri 18 Mar)	CENTRAL	14.95
16.	THIS IS YOUR LIFE (Wed 30 Mar)	THAMES	14.85
17.	WISH YOU WERE HERE (Mon 28 Feb)	THAMES	14.75
18.	3-2-1 (Sat 2 Apr)	YORKSHIRE	14.50
19.	THIS IS YOUR LIFE (Wed 9 Mar)	THAMES	14.45
20.	THIS IS YOUR LIFE (Wed 23 Mar)	THAMES	14.30
21.	ON HER MAJESTY'S SECRET SERVICE (Fri 1 Apr)	ITV	14.25
22.	3-2-1 (Sat 19 Mar)	YORKSHIRE	14.20
23.	LAST OF THE SUMMER WINE (Sun 13 Mar)	BBC	14.15
24.	3-2-1 (Sat 12 Mar)	YORKSHIRE	13.95
25.	3-2-1 (Sat 5 Mar)	YORKSHIRE	13.75
25=	FAMILY FORTUNES (Fri 11 Mar)	CENTRAL	13.75
27.	CROSSROADS (Wed 23 Mar)	CENTRAL	13.55
28.	CROSSROADS (Thu 3 Mar)	CENTRAL	13.45
29.	CROSSROADS (Wed 2 Mar)	CENTRAL	13.40
29=	CROSSROADS (Wed 9 Mar)	CENTRAL	13.40
29=	CROSSROADS (Wed 16 Mar)	CENTRAL	13.40
32.	THE CITADEL (Thu 17 Mar)	BBC	13.35
33.	FAMILY FORTUNES (Fri 4 Mar)	CENTRAL	13.25
33=	THE CITADEL (Thu 10 Mar)	BBC	13.25
33=	THE CITADEL (Thu 24 Mar)	BBC	13.25
36.	CURSE OF THE BLACK WIDOW (Mon 28 Feb)	BBC	13.20
37.	BERGERAC (Sun 13 Mar)	BBC	13.10
37=	3-2-1 (Sat 26 Mar)	YORKSHIRE	13.10
39.	CROSSROADS (Thu 24 Mar)	CENTRAL	13.05
39=	CROSSROADS (Wed 30 Mar)	CENTRAL	13.05
41.	EMMERDALE FARM (Tue 22 Mar)	YORKSHIRE	12.95
42.	PUNCHLINES (Sat 5 Mar)	LWT	12.85
43.	BRASS (Mon 28 Feb)	GRANADA	12.75
43=	CROSSROADS (Thu 17 Mar)	CENTRAL	12.75
45.	MURDER ON FLIGHT 502 (Sat 19 Mar) (Not shown in S West)	ITV	12.55
46.	CROSSROADS (Thu 10 Mar)	CENTRAL	12.50
46=	CROSSROADS (Tue 15 Mar)	CENTRAL	12.50
46=	SEE THE MAN RUN (Tue 22 Mar)	ITV	12.50
49.	PUNCHLINES (Sat 12 Mar)	LWT	12.45
50.	PUNCHLINES (Sat 19 Mar)	LWT	12.40

* Average audience size over the duration of the programme.

Issued 15/4/83