

news release

Produced for BARB by AGB

AUDIENCE SHARES

APRIL 1983

*BBC1	36.8%	(39.5%)	)	Total *BBC	52.3%	(48.7%)
BBC2	15.5%	(9.2%)	)			
**ITV	43.6%	(47.4%)	)	Total **ITV	47.7%	(51.3%)
Channel 4	4.1%	(3.9%)	)			
TOTAL	100%					

The figures for last month (March) 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 1.14 hours; BBC2 0.48 hours; **ITV 1.35 hours and channel 4 0.13 hours. The comparative figures for the corresponding period in 1982 were BBC1 1.21 hours; BBC2 0.34 hours and ITV 1.52 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.

	<u>**ITV</u>		<u>CHANNEL 4</u>		<u>*BBC1</u>		<u>BBC2</u>	
NETWORK	43.6%	(47.4%)	4.1%	(3.9%)	36.8%	(39.5%)	15.5%	(9.2%)
LONDON	39.3%	(44.7%)	5.4%	(4.7%)	39.3%	(41.5%)	16.0%	(9.1%)
MIDLANDS (EAST & WEST)	42.4%	(46.3%)	4.4%	(4.1%)	37.8%	(39.9%)	15.4%	(9.7%)
NORTH WEST	44.7%	(46.8%)	4.1%	(3.4%)	36.6%	(41.1%)	14.6%	(8.7%)
YORKSHIRE	43.8%	(49.5%)	3.8%	(3.8%)	35.6%	(37.3%)	16.8%	(9.4%)
CENTRAL SCOTLAND	43.9%	(46.4%)	3.7%	(4.3%)	36.5%	(39.5%)	15.9%	(9.8%)
WALES AND THE WEST	41.0%	(44.7%)	5.6%	(6.6%)	37.9%	(40.0%)	15.5%	(8.7%)
SOUTH AND SOUTH EAST	38.4%	(41.8%)	4.0%	(3.7%)	40.2%	(44.2%)	17.4%	(10.3%)
NORTH EAST	40.1%	(43.8%)	5.0%	(5.4%)	38.3%	(41.5%)	16.6%	(9.3%)
EAST OF ENGLAND	42.2%	(45.9%)	4.0%	(4.0%)	38.3%	(40.8%)	15.5%	(9.3%)
SOUTH WEST	40.2%	(43.4%)	1.9%	(2.9%)	40.7%	(43.7%)	17.2%	(10.0%)
ULSTER	43.4%	(50.1%)	3.4%	(3.5%)	39.1%	(38.3%)	14.1%	(8.1%)
BORDER	40.9%	(46.3%)	4.3%	(3.9%)	37.5%	(39.3%)	17.3%	(10.0%)
NORTH SCOTLAND	43.0%	(46.9%)	3.2%	(3.4%)	40.5%	(41.3%)	13.3%	(8.4%)

The Network share figures are based on all *BBC viewing and all **ITV viewing in the UK. 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 Audience.

* Includes viewing to BBC1 Breakfast Time.

** Includes viewing to TV-am.

N.B. 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 or audiences.

2. Figures for BBC1 include Breakfast Time and for ITV include TV-AM.

3. The figures in brackets refer to the previous month.

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TOP 50 PROGRAMMES

Programme Title		Day & Date	Originating Programme Company	Individuals Viewing (millions)
During April the programmes with the highest audience were :-				Millions* of Viewers
1.	Coronation Street	(Wed 19 Apr)	Granada	16.70
2.	Coronation Street	(Wed 13 Apr)	Granada	16.60
3.	Coronation Street	(Wed 6 Apr)	Granada	16.00
4.	Coronation Street	(Mon 11 Apr)	Granada	15.25
5.	This is Your Life	(Wed 6 Apr)	Thames	14.90
6.	Coronation Street	(Mon 18 Apr)	Granada	14.65
7.	Coronation Street	(Wed 27 Apr)	Granada	14.60
8.	Coronation Street	(Mon 25 Apr)	Granada	14.55
9.	Carry On Laughing	(Wed 13 Apr)	Thames	14.40
10.	3-2-1	(Sat 9 Apr)	Yorkshire	14.30
11.	This is Your Life	(Wed 13 Apr)	Thames	14.10
12.	Coronation Street	(Mon 4 Apr)	Granada	13.80
13.	Family Fortunes	(Fri 8 Apr)	Central	13.30
14.	Crossroads	(Wed 6 Apr)	Central	13.25
14=	Crossroads	(Thu 7 Apr)	Central	13.25
16	Crossroads	(Tue 19 Apr)	Central	13.15
17.	T J Hooker	(Sun 10 Apr)	ITV	13.00
17=	Family Fortunes	(Fri 22 Apr)	Central	13.00
19	Only When I Laugh	(Wed 6 Apr)	Yorkshire	12.95
19=	The Grand National	(Sat 9 Apr)	BBC	12.95
21.	Family Fortunes	(Fri 15 Apr)	Central	12.90
22.	The Kenny Everett Television Show	(Thu 7 Apr)	BBC	12.80
22=	Widows	(Wed 13 Apr)	Thames	12.80
22=	Crossroads	(Wed 20 Apr)	Central	12.80
25.	Carry On Laughing	(Wed 6 Apr)	Thames	12.75
26.	Widows	(Wed 20 Apr)	Thames	12.50
26=	The Paras	(Thu 7 Apr)	BBC	12.50
26=	Eurovision Song Contest 1983	(Thu 21 Apr)	BBC	12.50
29.	Crossroads	(Thu 21 Apr)	Central	12.30
29=	Crossroads	(Tue 26 Apr)	Central	12.30
31.	Where There's Life	(Wed 20 Apr)	Yorkshire	12.20
32.	Crossroads	(Tue 12 Apr)	Central	12.10
32=	Dallas	(Wed 20 Apr)	BBC	12.10
34.	Punchlines	(Sat 9 Apr)	LWT	12.05
34=	Crossroads	(Wed 13 Apr)	Central	12.05
36.	Only When I Laugh	(Wed 27 Apr)	Yorkshire	11.80
36=	Family Fortunes	(Fri 29 Apr)	Central	11.80
36=	Crossroads	(Thu 28 Apr)	Central	11.80
39.	Crossroads	(Tue 5 Apr)	Central	11.75
39=	Crossroads	(Thu 14 Apr)	Central	11.75
41.	Are you Being Served?	(Fri 22 Apr)	BBC	11.70
42.	The Kenny Everett Television Show	(Thu 14 Apr)	BBC	11.55
43.	Top of the Pops	(Thu 7 Apr)	BBC	11.45
43=	Nine O'Clock News	(Thu 7 Apr)	BBC	11.45
45.	Crossroads	(Wed 27 Apr)	Central	11.30
46.	The Children's			
	Royal Variety Performance	(Sat 16 Apr)	LWT	11.15
46=	Emmerdale Farm	(Tue 19 Apr)	Yorkshire	11.15
46=	Carry on Laughing	(Wed 27 Apr)	Thames	11.15
49.	Time of Your Life	(Fri 29 Apr)	BBC	11.10
50.	Knight Rider (not shown in London)	(Tue 26 Apr)	ITV	11.00
50=	Only When I Laugh	(Wed 20 Apr)	Yorkshire	11.00
50=	That's Life	(Sun 1 May)	BBC	11.00

* Average audience size over the duration of the programme.

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