

news release

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AUDIENCE SHARES

MAY 1983

	Hours of Viewing		Share of Audience	
	May 1983	May 1982	May 1983	April 1983
ALL/ANY TV	2.84	2.96	100%	100%
BBC1*	1.15	1.10	40.6%	36.8%
BBC2	0.27	0.50	9.5%	15.5%
TOTAL/ANY BBC	1.42	1.60	50.1%	52.3%
ITV*	1.30	1.36	45.8%	43.6%
CHANNEL 4	0.12	-	4.1%	4.1%
TOTAL/ANY ITV	1.42	1.36	49.9%	47.7%

* Please see note 2 below

Share of Audience figures for the Network are repeated below, together with figures for the individual ITV regions.

	ITV		CHANNEL 4		BBC1		BBC2	
NETWORK	45.8%	(43.6%)	4.1%	(4.1%)	40.6%	(36.8%)	9.5%	(15.5%)
LONDON	41.7%	(39.3%)	4.8%	(5.4%)	43.8%	(39.3%)	9.7%	(16.0%)
MIDLANDS (EAST & WEST)	45.1%	(42.4%)	4.6%	(4.4%)	41.1%	(37.8%)	9.2%	(15.4%)
NORTH WEST	47.5%	(44.7%)	3.9%	(4.1%)	39.4%	(36.6%)	9.2%	(14.6%)
YORKSHIRE	46.7%	(43.8%)	3.9%	(3.8%)	40.1%	(35.6%)	9.3%	(16.8%)
CENTRAL SCOTLAND	45.9%	(43.9%)	4.7%	(3.7%)	39.3%	(36.5%)	10.1%	(15.9%)
WALES & THE WEST	42.2%	(41.0%)	5.1%	(5.6%)	43.6%	(37.9%)	9.1%	(15.5%)
SOUTH & SOUTH EAST	40.7%	(38.4%)	3.6%	(4.0%)	45.0%	(40.2%)	10.7%	(17.4%)
NORTH EAST	44.5%	(40.1%)	5.2%	(5.0%)	41.5%	(38.3%)	8.8%	(16.6%)
EAST OF ENGLAND	43.4%	(42.2%)	3.8%	(4.0%)	42.8%	(38.3%)	10.0%	(15.5%)
SOUTH WEST	41.7%	(40.2%)	1.7%	(1.9%)	46.9%	(40.7%)	9.7%	(17.2%)
ULSTER	44.2%	(43.4%)	3.0%	(3.4%)	44.6%	(39.1%)	8.2%	(14.1%)
BORDER	42.7%	(40.9%)	4.7%	(4.3%)	40.4%	(37.5%)	12.2%	(17.3%)
NORTH SCOTLAND	47.3%	(43.0%)	3.0%	(3.2%)	40.2%	(40.5%)	9.5%	(13.3%)

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 May the programmes with the highest audience were :-				Millions of Viewers
1.	Coronation Street	(Wed 4 May)	Granada	16.55
2.	Coronation Street	(Wed 18 May)	Granada	15.20
3.	Coronation Street	(Wed 11 May)	Granada	14.70
4.	Coronation Street	(Mon 9 May)	Granada	14.40
5.	Coronation Street	(Mon 23 May)	Granada	14.10
6.	Coronation Street	(Mon 16 May)	Granada	14.00
7.	Coronation Street	(Mon 2 May)	Granada	13.70
8.	Coronation Street	(Wed 25 May)	Granada	13.25
9.	3-2-1	(Sat 7 May)	Yorkshire	12.85
10.	Crossroads	(Tue 10 May)	Central	12.75
11.	Dallas	(Wed 4 May)	BBC	12.70
12.	Where Eagles Dare	(Sat 28 May)	BBC	12.65
13.	That's Life	(Sun 8 May)	BBC	12.60
14.	The English F.A. Cup Final Replay	(Thu 26 May)	BBC	12.50
15.	Crossroads	(Tue 17 May)	Central	12.40
16.	Crossroads	(Thu 12 May)	Central	12.35
17.	Crossroads	(Wed 4 May)	Central	12.25
17=	Jamaica Inn (21.00)	(Tue 10 May)	HTV	12.25
19.	Family Fortunes	(Fri 6 May)	Central	12.20
20.	Where There's Life	(Wed 4 May)	Yorkshire	12.10
21.	Russ Abbot's Madhouse	(Sat 7 May)	LWT	12.05
21=	Family Fortunes	(Fri 13 May)	Central	12.05
21=	Family Fortunes	(Fri 20 May)	Central	12.05
24.	European Cup Winners Cup Final	(Wed 11 May)	ITV	11.95
24=	Family Fortunes	(Fri 27 May)	Central	11.95
26.	Crossroads	(Thu 5 May)	Central	11.90
27.	Crossroads	(Tue 3 May)	Central	11.85
27=	News and Weather (21.25)	(Sun 8 May)	BBC	11.85
27=	Some Mothers Do 'Ave 'Em	(Mon 2 May)	BBC	11.85
27=	Crossroads	(Wed 18 May)	Central	11.85
27=	Crossroads	(Thu 19 May)	Central	11.85
32.	T J Hooker	(Sat 7 May)	ITV	11.80
33.	News at Ten	(Tue 10 May)	ITN	11.75
34.	Emmerdale Farm	(Tue 10 May)	Yorkshire	11.65
35.	Crossroads	(Tue 24 May)	Central	11.50
36.	Emmerdale Farm	(Tue 3 May)	Yorkshire	11.45
36=	Where There's Life	(Wed 18 May)	Yorkshire	11.45
38.	That's Life	(Sun 22 May)	BBC	11.40
39.	3-2-1	(Sat 14 May)	Yorkshire	11.35
40.	Emmerdale Farm	(Tue 17 May)	Yorkshire	11.30
40=	Crossroads	(Thu 26 May)	Central	11.30
42.	Jamaica Inn (22.30)	(Tue 10 May)	HTV	11.15
43.	Dallas	(wed 11 May)	BBC	11.10
44.	Jamaica Inn	(Mon 9 May)	HTV	11.05
44=	The 1983 British Beauty Championships	(Wed 18 May)	ITV	11.05
46.	Knight Rider (not shown in London)	(Tue 10 May)	ITV	11.00
47.	Give Us A Clue	(Mon 2 May)	Thames	10.95
47=	Emmerdale Farm	(Thu 12 May)	Yorkshire	10.95
49.	Russ Abbot's Madhouse	(Sat 14 May)	LWT	10.85
50.	Last of the Summer Wine	(Sun 22 May)	BBC	10.80

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