

## news release

Produced for BARB by AGB

### AUDIENCE SHARES

JUNE 1983

|               | Hours of Viewing |           | Share of Audience |          |
|---------------|------------------|-----------|-------------------|----------|
|               | June 1983        | June 1982 | June 1983         | May 1983 |
| ALL           | 2.55             | 2.72      | 100%              | 100%     |
| BBC1*         | 0.94             | 1.06      | 36.7%             | 40.6%    |
| BBC2          | 0.36             | 0.36      | 14.2%             | 9.5%     |
| TOTAL/ANY BBC | 1.30             | 1.42      | 50.9%             | 50.1%    |
| ITV+          | 1.14             | 1.30      | 44.8%             | 45.8%    |
| CHANNEL 4     | 0.11             | -         | 4.3%              | 4.1%     |
| TOTAL/ANY ITV | 1.25             | 1.30      | 49.1%             | 49.9%    |

\*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                | 44.8% (45.8%) | 4.3% (4.1%) | 36.7% (40.6%) | 14.2% (9.5%)  |
| LONDON                 | 41.4% (41.7%) | 5.2% (4.8%) | 38.8% (43.8%) | 14.6% (9.7%)  |
| MIDLANDS (EAST & WEST) | 44.8% (45.1%) | 4.5% (4.6%) | 36.4% (41.1%) | 14.3% (9.2%)  |
| NORTH WEST             | 46.0% (47.5%) | 4.0% (3.9%) | 36.2% (39.4%) | 13.8% (9.2%)  |
| YORKSHIRE              | 47.2% (46.7%) | 4.0% (3.9%) | 35.0% (40.1%) | 13.8% (9.3%)  |
| CENTRAL SCOTLAND       | 43.0% (45.9%) | 5.8% (4.7%) | 36.7% (39.3%) | 14.5% (10.1%) |
| WALES & THE WEST       | 40.0% (42.2%) | 5.3% (5.1%) | 39.3% (43.6%) | 15.4% (9.1%)  |
| SOUTH & SOUTH EAST     | 39.1% (40.7%) | 3.9% (3.6%) | 41.1% (45.0%) | 15.9% (10.7%) |
| NORTH EAST             | 42.6% (44.5%) | 5.1% (5.2%) | 39.2% (41.5%) | 13.1% (8.8%)  |
| EAST OF ENGLAND        | 42.2% (43.4%) | 4.3% (3.8%) | 38.8% (42.8%) | 14.7% (10.0%) |
| SOUTH WEST             | 44.0% (41.7%) | 1.5% (1.7%) | 41.1% (46.9%) | 13.4% (9.7%)  |
| ULSTER                 | 46.7% (44.2%) | 3.8% (3.0%) | 38.8% (44.6%) | 10.7% (8.2%)  |
| BORDER                 | 42.2% (42.7%) | 4.1% (4.7%) | 37.2% (46.4%) | 16.5% (12.2%) |
| NORTH SCOTLAND         | 46.4% (47.3%) | 3.6% (3.0%) | 36.9% (40.2%) | 13.1% (9.5%)  |

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<br>Programme<br>Company | Individuals<br>Viewing<br>(millions) |
|--------------------------------------------------------------|--------------|-------------------------------------|--------------------------------------|
| During June the programmes with the highest audience were :- |              |                                     | Millions<br>of Viewers               |
| 1. Coronation Street                                         | (Mon 13 Jun) | Granada                             | 14.20                                |
| 2. Coronation Street                                         | (Wed 15 Jun) | Granada                             | 13.70                                |
| 3. Coronation Street                                         | (Wed 29 Jun) | Granada                             | 13.65                                |
| 4. When Time Run Out                                         | (Mon 30 May) | ITV                                 | 13.60                                |
| 5. Coronation Street                                         | (Mon 27 Jun) | Granada                             | 13.00                                |
| 6. Coronation Street                                         | (Mon 20 Jun) | Granada                             | 12.85                                |
| 7. Coronation Street                                         | (Wed 22 Jun) | Granada                             | 12.35                                |
| 8. Coronation Street                                         | (Wed 1 Jun)  | Granada                             | 12.30                                |
| 9. Coronation Street                                         | (Wed 8 Jun)  | Granada                             | 12.15                                |
| 10. Coronation Street                                        | (Mon 6 Jun)  | Granada                             | 12.05                                |
| 11. Coronation Street                                        | (Mon 30 May) | Granada                             | 11.75                                |
| 12. Crossroads                                               | (Thu 2 Jun)  | Central                             | 11.55                                |
| 13. Crossroads                                               | (Tue 14 Jun) | Central                             | 11.35                                |
| 14. Crossroads                                               | (Thu 16 Jun) | Central                             | 11.10                                |
| 15. That's Life                                              | (Sun 26 Jun) | BBC                                 | 10.95                                |
| 16. Emmerdale Farm                                           | (Tue 14 Jun) | Yorkshire                           | 10.70                                |
| 16= Crossroads                                               | (Wed 15 Jun) | Central                             | 10.70                                |
| 16= Crossroads                                               | (Wed 8 Jun)  | Central                             | 10.70                                |
| 19. The Morecambe & Wise Show                                | (Wed 15 Jun) | Thames                              | 10.65                                |
| 20. Crossroads                                               | (Tue 7 Jun)  | Central                             | 10.60                                |
| 21. The Gaffer                                               | (Tue 31 May) | Yorkshire                           | 10.55                                |
| 21= Crossroads                                               | (Thu 9 Jun)  | Central                             | 10.55                                |
| 23. That's Life                                              | (Sun 12 Jun) | BBC                                 | 10.50                                |
| 23= Family Fortunes                                          | (Fri 17 Jun) | Central                             | 10.50                                |
| 25. Crossroads                                               | (Wed 1 Jun)  | Central                             | 10.45                                |
| 26. Earthquake                                               | (Wed 1 Jun)  | ITV                                 | 10.40                                |
| 27. Family Fortunes                                          | (Fri 24 Jun) | Central                             | 10.35                                |
| 27= Where There's Life                                       | (Wed 1 Jun)  | Yorkshire                           | 10.35                                |
| 29. That's Life                                              | (Sun 5 Jun)  | BBC                                 | 10.30                                |
| 29= Family Fortunes                                          | (Fri 10 Jun) | Central                             | 10.30                                |
| 31. Family Fortunes                                          | (Fri 3 Jun)  | Central                             | 10.20                                |
| 31= Jim Davidson's Special                                   | (Wed 8 Jun)  | Central                             | 10.20                                |
| 33. Knight Rider                                             |              |                                     |                                      |
| (Not shown in London)                                        | (Tue 14 Jun) | ITV                                 | 10.10                                |
| 34. That's Life                                              | (Sun 19 Jun) | BBC                                 | 10.05                                |
| 34= Knight Rider                                             |              |                                     |                                      |
| (Not shown in London)                                        | (Tue 28 Jun) | ITV                                 | 10.05                                |
| 36. Emmerdale Farm                                           | (Thu 2 Jun)  | Yorkshire                           | 9.90                                 |
| 37. Crossroads                                               | (Thu 30 Jun) | Central                             | 9.85                                 |
| 37= Where There's Life                                       | (Wed 15 Jun) | Yorkshire                           | 9.85                                 |
| 37= Crossroads                                               | (Tue 31 May) | Central                             | 9.85                                 |
| 40. Emmerdale Farm                                           | (Tue 7 Jun)  | Yorkshire                           | 9.75                                 |
| 40= Crossroads                                               | (Tue 28 Jun) | Central                             | 9.75                                 |
| 42. Tales of the Unexpected                                  | (Sun 3 Jul)  | Anglia                              | 9.70                                 |
| 42= Starburst                                                | (Wed 29 Jun) | Central                             | 9.70                                 |
| 44. Emmerdale Farm                                           | (Thu 16 Jun) | Yorkshire                           | 9.65                                 |
| 44= Tales of the Unexpected                                  | (Sun 26 Jun) | Anglia                              | 9.65                                 |
| 46. The Gaffer                                               | (Tue 28 Jun) | Yorkshire                           | 9.65                                 |
| 47. The Time of Your Life                                    | (Fri 3 Jun)  | BBC                                 | 9.60                                 |
| 47= Where There's Life                                       | (Wed 8 Jun)  | Yorkshire                           | 9.60                                 |
| 47= The Gaffer                                               | (Tue 14 Jun) | Yorkshire                           | 9.60                                 |
| 50. Michael Barrymore                                        | (Mon 13 Jun) | Thames                              | 9.55                                 |

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N.B. Individuals Viewing (millions) is the average of the audience size over the duration of the programme.