

news release

Produced for BARB by AGB

(Corrected version)

AUDIENCE SHARES

JULY 1983

	Hours of Viewing		Share of Audience	
	July 1983	July 1982	July 1983	June 1983
ALL	2.24	2.39	100%	100%
BBC1*	0.79	0.83	35.2%	36.7%
BBC2	0.27	0.32	12.0%	14.2%
TOTAL/ANY BBC	1.06	1.15	47.2%	50.9%
ITV*	1.07	1.24	48.0%	44.8%
CHANNEL 4	0.11	-	4.8%	4.3%
TOTAL/ANY ITV	1.18	1.24	52.8%	49.1%

* Please see note 2 below

Please note - The hours of Viewing figures for last year are not as published at that time. As the number of weeks inclusion to the BARB month for this year differs from that of last year, the last year figures have been re-calculated to represent the comparative situation.

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

	ITV		CHANNEL 4		BBC1		BBC2	
NETWORK	48.0%	(44.8%)	4.8%	(4.3%)	35.2%	(36.7%)	12.0%	(14.2%)
LONDON	45.9%	(41.4%)	4.8%	(5.2%)	37.3%	(38.8%)	12.0%	(14.6%)
MIDLANDS (EAST & WEST)	49.8%	(44.8%)	3.9%	(4.5%)	34.4%	(36.4%)	11.9%	(14.3%)
NORTH WEST	47.4%	(46.0%)	4.5%	(4.0%)	35.9%	(36.2%)	12.2%	(13.8%)
YORKSHIRE	48.4%	(47.2%)	4.2%	(4.0%)	34.9%	(35.0%)	12.5%	(13.8%)
CENTRAL SCOTLAND	48.8%	(43.0%)	5.2%	(5.8%)	34.0%	(36.7%)	12.0%	(14.5%)
WALES & THE WEST	44.5%	(40.0%)	5.6%	(5.3%)	37.3%	(39.3%)	12.6%	(15.4%)
SOUTH & SOUTH EAST	43.6%	(39.1%)	4.8%	(3.9%)	38.2%	(41.1%)	13.4%	(15.9%)
NORTH EAST	44.8%	(42.6%)	5.4%	(5.1%)	37.8%	(39.2%)	12.0%	(13.1%)
EAST OF ENGLAND	45.4%	(42.2%)	4.4%	(4.3%)	37.4%	(38.8%)	12.8%	(14.7%)
SOUTH WEST	47.4%	(44.0%)	1.6%	(1.5%)	39.0%	(41.1%)	12.0%	(13.4%)
ULSTER	50.9%	(46.7%)	3.5%	(3.8%)	36.7%	(38.8%)	8.9%	(10.7%)
BORDER	48.1%	(42.2%)	3.5%	(4.1%)	32.4%	(37.2%)	16.0%	(16.5%)
NORTH SCOTLAND	47.1%	(46.4%)	4.3%	(3.6%)	36.5%	(36.9%)	12.1%	(13.1%)

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.

Further enquiries to Michael De Salis, BARB, Knighton House,
56 Mortimer Street, London W1 Tel: 01-636 6866

TOP 50 PROGRAMMES

Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During July, the programmes with the highest Audience were :-			
1. Coronation Street	(Mon 18 Jul)	Granada	12.85
2. Coronation Street	(Wed 6 Jul)	Granada	12.40
3. Coronation Street	(Wed 20 Jul)	Granada	12.30
4. Coronation Street	(Wed 13 Jul)	Granada	12.25
5. Coronation Street	(Mon 25 Jul)	Granada	12.20
6. Coronation Street	(Mon 11 Jul)	Granada	12.05
6= Coronation Street	(Wed 27 Jul)	Granada	12.05
8. Coronation Street	(Mon 4 Jul)	Granada	12.00
9. The A-Team	(Fri 22 Jul)	ITV	10.85
10. Crossroads	(Tue 19 Jul)	Central	10.60
11. Candid Camera - Now & Then	(Sun 10 Jul)	Yorkshire	10.45
12. Crossroads	(Wed 20 Jul)	Central	10.35
13. Candid Camera's - 35th Birthday Party	(Fri 22 Jul)	ITV	10.10
14. Crossroads	(Thu 7 Jul)	Central	10.05
15. Crossroads	(Thu 14 Jul)	Central	10.00
16. Tales of The Unexpected	(Sun 10 Jul)	Anglia	9.95
17. Crossroads	(Thu 21 Jul)	Central	9.90
17= Crossroads	(Wed 27 Jul)	Central	9.90
19. The Krypton Factor	(Mon 18 Jul)	Granada	9.75
20. Crossroads	(Tue 5 Jul)	Central	9.65
20= T.J. Hooker	(Sat 16 Jul)	ITV	9.65
20= Winner Takes All	(Fri 29 Jul)	Yorkshire	9.65
23. Crossroads	(Tue 26 Jul)	Central	9.55
23= Crossroads	(Thu 28 Jul)	Central	9.55
25. News & Sport	(Sat 30 Jul)	BBC	9.50
26. Crossroads	(Wed 13 Jul)	Central	9.45
26= News At Ten	(Mon 18 Jul)	ITN	9.45
28. Winner Takes All	(Fri 22 Jul)	Yorkshire	9.30
29. Crossroads	(Tue 12 Jul)	Central	9.25
30. Jemima Shore Investigates	(Wed 27 Jul)	Thames	9.15
31. Starburst	(Wed 20 Jul)	Central	9.10
32. Crossroads	(Wed 6 Jul)	Central	9.05
32= The Krypton Factor	(Mon 25 Jul)	Granada	9.05
34. Where There's Life	(Wed 6 Jul)	Yorkshire	9.00
34= News at Ten	(Mon 11 Jul)	ITN	9.00
34= Where There's Life	(Wed 20 Jul)	Yorkshire	9.00
37. Where There's Life	(Wed 13 Jul)	Yorkshire	8.90
38. Winner Takes All	(Fri 8 Jul)	Yorkshire	8.70
39. T.J. Hooker	(Sat 9 Jul)	ITV	8.65
40. Starburst	(Wed 6 Jul)	Central	8.60
40= News At Ten	(Wed 27 Jul)	ITN	8.60
42. News At Ten	(Wed 13 Jul)	ITN	8.55
42= News At Ten	(Fri 22 Jul)	ITN	8.55
44. The Krypton Factor	(Mon 11 Jul)	Granada	8.50
44= Where There's Life	(Wed 27 Jul)	Yorkshire	8.50
46. Ultra Quiz	(Sat 9 Jul)	TVS	8.45
46= Winner Takes All	(Fri 15 Jul)	Yorkshire	8.45
48. Knight Rider(not shown in London)	(Tue 5 Jul)	ITV	8.35
48= Jemima Shore Investigates	(Wed 20 Jul)	Thames	8.35
48= The Cabbage Patch	(Fri 29 Jul)	Central	8.35

Issued on 17th August 1983

AUDIENCE SHARES

JULY 1983

Please note that there was an error in the Top 50 Programmes analysis published in the above document.

Programme number 20 (Crossroads) was reported as the Thursday 7th July transmission - this should have read as the Tuesday 5th July transmission.

Please find enclosed a reissued corrected version of this release. Please destroy your original copy.

AGB apologises for any inconvenience caused.