

news release

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CORRECTED VERSION

AUDIENCE SHARES

AUGUST 1983

	Hours of Viewing		Share of Audience	
	Aug 1983	Aug 1982	Aug 1983	July 1983
ALL	2.45	2.36	100%	100%
BBC1*	0.90	0.83	36.7%	35.2%
BBC2	0.26	0.33	10.6%	12.0%
TOTAL/ANY BBC	1.16	1.16	47.3%	47.2%
ITV*	1.17	1.21	47.8%	48.0%
CHANNEL 4	0.12	-	4.9%	4.8%
TOTAL/ANY ITV	1.29	1.21	52.7%	52.8%

*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	47.8% (48.0%)	4.9% (4.8%)	36.7% (35.2%)	10.6% (12.0%)
LONDON	45.4% (45.9%)	4.7% (4.8%)	39.4% (37.3%)	10.4% (12.0%)
MIDLANDS (EAST & WEST)	48.9% (49.8%)	4.2% (3.9%)	36.0% (34.4%)	10.9% (11.9%)
NORTH WEST	47.4% (47.4%)	4.3% (4.5%)	38.2% (35.9%)	10.1% (12.2%)
YORKSHIRE	47.0% (48.4%)	4.6% (4.2%)	37.5% (34.9%)	10.9% (12.5%)
CENTRAL SCOTLAND	46.6% (48.8%)	4.8% (5.2%)	37.2% (34.0%)	11.4% (12.0%)
WALES & WEST	44.3% (44.5%)	5.0% (5.6%)	40.3% (37.3%)	10.4% (12.6%)
SOUTH & SOUTH EAST	44.7% (43.6%)	4.6% (4.8%)	38.7% (38.2%)	12.0% (13.4%)
NORTH EAST	45.1% (44.8%)	4.0% (5.4%)	40.2% (37.8%)	10.7% (12.0%)
EAST OF ENGLAND	51.3% (45.4%)	4.6% (4.4%)	32.2% (37.4%)	12.0% (12.8%)
SOUTH WEST	45.9% (47.4%)	1.7% (1.6%)	41.9% (39.0%)	10.5% (12.0%)
ULSTER	48.5% (50.9%)	3.7% (3.5%)	37.5% (36.7%)	10.2% (8.9%)
BORDER	44.4% (48.1%)	4.3% (3.5%)	37.0% (32.4%)	14.2% (16.0%)
NORTH SCOTLAND	46.5% (47.1%)	4.2% (4.3%)	36.3% (36.5%)	13.0% (12.1%)

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.

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TOP 50 PROGRAMMES

Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During August, the programmes with the highest Audience were :-			
1 Coronation Street	(Mon 1 Aug)	Granada	13.30
2 Coronation Street	(Mon 22 Aug)	Granada	13.20
3 Coronation Street	(Mon 15 Aug)	Granada	12.95
4 Coronation Street	(Wed 24 Aug)	Granada	12.85
5 Coronation Street	(Wed 17 Aug)	Granada	12.75
6 Coronation Street	(Mon 8 Aug)	Granada	12.55
7 Coronation Street	(Wed 3 Aug)	Granada	12.20
7= Coronation Street	(Wed 10 Aug)	Granada	12.20
9 Its Your Move	(Mon 15 Aug)	Thames	11.30
10 Crossroads	(Tue 16 Aug)	Central	11.00
11 Crossroads	(Wed 24 Aug)	Central	10.85
12 Crossroads	(Wed 17 Aug)	Central	10.80
13 Crossroads	(Tue 23 Aug)	Central	10.70
14 Miss United Kingdom 1983	(Wed 24 Aug)	ITV	10.65
15 The Krypton Factor	(Mon 15 Aug)	Granada	10.45
16 Crossroads	(Thu 18 Aug)	Central	10.15
16= Crossroads	(Thu 25 Aug)	Central	10.15
18 Crossroads	(Tue 2 Aug)	Central	10.10
19 The Krypton Factor	(Mon 1 Aug)	Granada	10.00
19= The A-Team	(Fri 12 Aug)	ITV	10.00
21 Where There's Life	(Wed 24 Aug)	Yorkshire	9.90
21= Jemima Shore Investigates	(Wed 24 Aug)	Thames	9.90
23 Yarwood In Town	(Wed 17 Aug)	Thames	9.85
23= The A-Team	(Fri 26 Aug)	ITV	9.85
25 Crossroads	(Wed 3 Aug)	Central	9.75
26 The A-Team	(Fri 19 Aug)	ITV	9.70
27 The Krypton Factor	(Mon 22 Aug)	Granada	9.60
27= The Nine O'Clock News	(Tue 23 Aug)	BBC1	9.60
29 Crossroads	(Thu 4 Aug)	Central	9.50
29= Jemima Shore Investigates	(Wed 17 Aug)	Thames	9.50
29= The Greek Tycoon	(Mon 22 Aug)	ITV	9.50
32 The A-Team	(Fri 5 Aug)	ITV	9.45
33 Where There's Life	(Wed 3 Aug)	Yorkshire	9.35
33= The Krypton Factor	(Mon 8 Aug)	Granada	9.35
35 News at Ten	(Wed 24 Aug)	ITN	9.25
36 Winner Takes All	(Fri 5 Aug)	Yorkshire	9.20
36= Where There's Life	(Wed 17 Aug)	Yorkshire	9.20
36= Winner Takes All	(Fri 26 Aug)	Yorkshire	9.20
39 The Happy Apple	(Mon 1 Aug)	Thames	9.15
39= Winner Takes All	(Fri 19 Aug)	Yorkshire	9.15
41 Crossroads	(Thu 11 Aug)	Central	9.10
42 News at Ten	(Wed 17 Aug)	ITN	8.80
43 Survival Special	(Fri 19 Aug)	Anglia	8.75
44 Jemima Shore Investigates	(Wed 10 Aug)	Thames	8.60
44= The Passage	(Sat 20 Aug)	ITV	8.60
46 The Cabbage Patch	(Fri 12 Aug)	Central	8.55
46= The Cabbage Patch	(Fri 26 Aug)	Central	8.55
48 Starburst	(Wed 3 Aug)	Central	8.50
49 The Nine O'Clock News	(Wed 17 Aug)	BBC1	8.40
50 The Cabbage Patch	(Fri 19 Aug)	Central	8.35
50= Ultra Quiz	(Sat 27 Aug)	TV South	8.35

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