

news release

Produced for BARB by AGB

CORRECTED VERSION

AUDIENCE SHARES

SEPTEMBER 1983

Individuals

	Hours of Viewing		Share of Audience	
	Sept 1983 (5 w/e 2nd Oct)	Sept 1982 (5 w/e 3rd Oct)	Sept 1983 (5 w/e 2nd Oct)	Aug 1983 (4 w/e 28th Aug)
ALL	2.77	2.56	100%	100%
BBC1	0.96	0.99	34.6%	36.7%
BBC2	0.25	0.29	8.9%	10.6%
TOTAL/ANY BBC	1.21	1.28	43.5%	47.3%
ITV*	1.44	1.28	51.9%	47.8%
CHANNEL 4	0.12	—	4.6%	4.9%
TOTAL ANY ITV	1.56	1.28	56.5%	52.7%

*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	51.9%	(47.8%)	4.6%	(4.9%)	34.6%	(36.7%)	8.9%	(10.6%)
LONDON	48.1%	(45.4%)	4.7%	(4.7%)	38.1%	(39.4%)	9.1%	(10.4%)
MIDLANDS (E & W)	52.6%	(48.9%)	4.0%	(4.2%)	34.5%	(36.0%)	8.9%	(10.9%)
NORTH WEST	53.7%	(47.4%)	4.2%	(4.3%)	33.6%	(38.2%)	8.5%	(10.1%)
YORKSHIRE	53.1%	(47.0%)	4.2%	(4.6%)	33.9%	(37.5%)	8.8%	(10.9%)
CENTRAL SCOTLAND	53.2%	(46.6%)	4.8%	(4.8%)	33.6%	(37.2%)	8.4%	(11.4%)
WALES & WEST	49.4%	(44.3%)	5.6%	(5.0%)	36.1%	(40.3%)	8.9%	(10.4%)
SOUTH & SOUTH EAST	47.2%	(44.7%)	3.9%	(4.6%)	39.3%	(38.7%)	9.6%	(12.0%)
NORTH EAST	48.3%	(45.1%)	4.1%	(4.0%)	37.9%	(40.2%)	9.7%	(10.7%)
EAST OF ENGLAND	51.0%	(51.3%)	3.9%	(4.6%)	36.2%	(32.2%)	8.9%	(12.0%)
SOUTH WEST	47.5%	(45.9%)	2.8%	(1.7%)	40.8%	(41.9%)	8.9%	(10.5%)
ULSTER	49.7%	(48.5%)	3.7%	(3.7%)	37.2%	(37.5%)	9.4%	(10.2%)
BORDER	49.2%	(44.4%)	4.0%	(4.3%)	34.1%	(37.0%)	12.7%	(14.2%)
NORTH SCOTLAND	51.3%	(46.5%)	3.0%	(4.2%)	36.7%	(36.3%)	9.0%	(13.0%)

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 September, the programmes with the highest Audience were :-			
1 Coronation Street	(Wed 14 Sept)	Granada	14.85
2 Coronation Street	(Wed 7 Sept)	Granada	14.80
3 Coronation Street	(Mon 19 Sept)	Granada	14.60
4 The Winds of War	(Mon 12 Sept)	ITV	14.50
5 Coronation Street	(Wed 28 Sept)	Granada	14.40
6 Coronation Street	(Mon 5 Sept)	Granada	14.30
7 Coronation Street	(Mon 26 Sept)	Granada	14.25
7= The A-Team	(Fri 30 Sept)	ITV	14.25
9 Coronation Street	(Wed 21 Sept)	Granada	14.20
10 Coronation Street	(Mon 12 Sept)	Granada	13.90
11 Star Wars	(Thu 15 Sept)	ITV	13.70
12 Winner Takes All	(Fri 30 Sept)	Yorkshire	13.50
13 The Winds Of War	(Mon 19 Sept)	ITV	13.45
14 The Sea Wolves	(Thu 8 Sept)	ITV	13.30
14= The Winds Of War	(Mon 26 Sept)	ITV	13.30
16 The Morecambe & Wise Show	(Wed 14 Sept)	Thames	13.25
17 The A-Team	(Fri 23 Sept)	ITV	13.15
18 Keep It In The Family	(Wed 14 Sept)	Thames	12.85
19 Give Us A Clue	(Tue 27 Sept)	Thames	12.70
20 The A-Team	(Fri 16 Sept)	ITV	12.65
21 Coronation Street	(Wed 31 Aug)	Granada	12.55
22 The Winds Of War	(Sun 2 Oct)	ITV	12.25
23 The Morecambe & Wise Show	(Wed 7 Sept)	Thames	12.15
23= The Winds Of War	(Sun 11 Sept)	ITV	12.15
23= The Winds Of War	(Sun 18 Sept)	ITV	12.15
23= Punchlines	(Sat 1 Oct)	LWT	12.15
27 The Benny Hill Show	(Mon 5 Sept)	Thames	12.00
28 Escape from Alcatraz	(Sat 10 Sept)	ITV	11.95
29 The Morecambe & Wise Show	(Wed 28 Sept)	Thames	11.90
30 Crossroads	(Wed 14 Sept)	Central	11.80
30= Crossroads	(Wed 21 Sept)	Central	11.80
32 Beyond The Poseidon Adventure	(Thu 29 Sept)	ITV	11.75
33 The Krypton Factor	(Mon 19 Sept)	Granada	11.65
34 Give Us A Clue	(Tue 13 Sept)	Thames	11.60
35 Winner Takes All	(Fri 16 Sept)	Yorkshire	11.55
36 The Final Countdown	(Sun 4 Sept)	ITV	11.50
37 Crossroads	(Tue 13 Sept)	Central	11.45
37= Winner Takes All	(Fri 23 Sept)	Yorkshire	11.45
39 The Bounder	(Fri 23 Sept)	Yorkshire	11.40
40 Crossroads	(Thu 8 Sept)	Central	11.35
40= Crossroads	(Tue 20 Sept)	Central	11.35
40= Crossroads	(Tue 27 Sept)	Central	11.35
40= The Bounder	(Fri 30 Sept)	Yorkshire	11.35
44 Crossroads	(Thu 15 Sept)	Central	11.30
44= Crossroads	(Thu 29 Sept)	Central	11.30
46 The Pink Panther Strikes Again	(Thu 22 Sept)	ITV	11.25
46= The Krypton Factor	(Mon 26 Sept)	Granada	11.25
48 Give Us A Clue	(Tue 20 Sept)	Thames	11.20
48= Game For A Laugh	(Sat 1 Oct)	LWT	11.20
50 The A-Team	(Fri 2 Sept)	ITV	11.15
50= The Winds Of War	(Sun 25 Sept)	ITV	11.15
50= Crossroads	(Thu 22 Sept)	Central	11.15
50= Keep It In The Family	(Wed 28 Sept)	Thames	11.15
50 The Mean Machine	(Sat 1 Oct)	ITV	11.15

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BARB NEWS RELEASE - SEPTEMBER 1983

Please note that the news release issued on 13th October 1983 contained an error.

The ITV audience share for East of England was reported as 57.0% - this should have read 51.0%.

Please find enclosed a corrected version.

AGB apologises for any inconvenience caused.

Directors

Bernard Audley (Chairman) D.A.Brown S.F.Buck T.S.Bowles (Joint Managing) M.A.Kirkham (Joint Managing) M.A.Allbutt A.C.Bates W.G.Blyth J.P.Cannan
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