

news release

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AUDIENCE SHARES

OCTOBER 1983

	Individuals Hours of Viewing		Share of Audience	
	Oct 1983 (4 w/e 30th Oct)	Oct 1982 (4 w/e 31st Oct)	Oct 1983 (4 w/e 30th Oct)	Sept 1983 (5 w/e 2nd Oct)
ALL	3.03	2.90	100%	100%
BBC1*	1.06	1.11	35.0%	34.6%
BBC2	0.31	0.37	10.2%	8.9%
TOTAL/ANY BBC	1.37	1.48	45.2%	43.5%
ITV*	1.52	1.42	50.2%	51.9%
CHANNEL 4	0.14	-	4.6%	4.6%
TOTAL/ANY ITV	1.66	1.42	54.8%	56.5%

*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	50.2%	(51.9%)	4.6%	(4.6%)	35.0%	(34.6%)	10.2%	(8.9%)
LONDON	45.8%	(48.1%)	4.8%	(4.7%)	38.7%	(38.1%)	10.7%	(9.1%)
MIDLANDS (E & W)	50.9%	(52.6%)	4.0%	(4.0%)	34.8%	(34.5%)	10.3%	(8.9%)
NORTH WEST	51.8%	(53.7%)	4.5%	(4.2%)	34.5%	(33.6%)	9.2%	(8.5%)
YORKSHIRE	52.9%	(53.1%)	4.3%	(4.2%)	32.1%	(33.9%)	10.7%	(8.8%)
CENTRAL SCOTLAND	50.4%	(53.2%)	4.5%	(4.8%)	35.0%	(33.6%)	10.1%	(8.4%)
WALES AND WEST	49.4%	(49.4%)	4.6%	(5.6%)	36.1%	(36.1%)	9.9%	(8.9%)
SOUTH AND S.EAST	45.6%	(47.2%)	4.0%	(3.9%)	39.4%	(39.3%)	11.0%	(9.6%)
NORTH EAST	46.2%	(48.3%)	4.2%	(4.1%)	38.7%	(37.9%)	10.9%	(9.7%)
EAST OF ENGLAND	47.5%	(51.0%)	4.0%	(3.9%)	37.6%	(36.2%)	10.9%	(8.9%)
SOUTH WEST	47.7%	(47.5%)	3.4%	(2.8%)	39.9%	(40.8%)	9.0%	(8.9%)
ULSTER	46.9%	(49.7%)	4.1%	(3.7%)	38.1%	(37.2%)	10.9%	(9.4%)
BORDER	46.0%	(49.2%)	4.2%	(4.0%)	34.9%	(34.1%)	14.9%	(12.7%)
NORTH SCOTLAND	48.8%	(51.3%)	3.2%	(3.0%)	36.2%	(36.7%)	11.8%	(9.0%)

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 October, the programmes with the highest Audience were:-			
1 Coronation Street	(Wed 26 Oct)	Granada	16.10
2 Coronation Street	(Wed 19 Oct)	Granada	16.05
3 Coronation Street	(Mon 17 Oct)	Granada	15.25
4 Coronation Street	(Mon 10 Oct)	Granada	15.20
5 Coronation Street	(Mon 3 Oct)	Granada	15.00
6 Coronation Street	(Mon 24 Oct)	Granada	14.80
7 Name That Tune	(Wed 26 Oct)	Thames	14.75
8 This Is Your Life Special	(Wed 26 Oct)	Thames	14.55
9 Coronation Street	(Wed 5 Oct)	Granada	14.20
9= The A-Team	(Fri 21 Oct)	ITV	14.20
11 The Winds of War	(Mon 3 Oct)	ITV	14.10
11= The Krypton Factor Final	(Mon 17 Oct)	Granada	14.10
13 The Morecambe & Wise Show	(Wed 19 Oct)	Thames	13.95
14 The A-Team	(Fri 7 Oct)	ITV	13.90
15 Name That Tune	(Wed 19 Oct)	Thames	13.80
16 Jaws 2	(Thu 20 Oct)	ITV	13.75
17 Family Fortunes	(Fri 14 Oct)	Central	13.60
18 Coronation Street	(Wed 12 Oct)	Granada	13.50
18= Family Fortunes	(Fri 21 Oct)	Central	13.50
18= Give Us a Clue	(Tue 25 Oct)	Thames	13.50
21 The A-Team	(Fri 14 Oct)	ITV	13.45
22 The A-Team	(Fri 28 Oct)	ITV	13.40
23 Winner Takes All	(Fri 7 Oct)	Yorkshire	13.15
24 Keep It In The Family	(Wed 12 Oct)	Thames	13.10
25 The Morecambe & Wise Show	(Wed 12 Oct)	Thames	12.90
26 Keep It In The Family	(Wed 19 Oct)	Thames	12.85
27 Hardcastle & McCormick	(Sun 16 Oct)	ITV	12.70
27= Raise The Titanic	(Thu 27 Oct)	ITV	12.70
29 Crossroads	(Wed 26 Oct)	Central	12.65
30 Give Us a Clue	(Tue 11 Oct)	Thames	12.60
30= Airport '80 - Concorde	(Thu 13 Oct)	ITV	12.60
30= Crossroads	(Tue 25 Oct)	Central	12.60
33 Punchlines	(Sat 29 Oct)	LWT	12.55
34 Game For A Laugh	(Sat 15 Oct)	LWT	12.50
34= Crossroads	(Wed 19 Oct)	Central	12.50
36 Never The Twain	(Mon 24 Oct)	Thames	12.45
36= Russ Abbot's Madhouse	(Sat 29 Oct)	LWT	12.45
38 Family Fortunes	(Fri 28 Oct)	Central	12.40
39 Give Us a Clue	(Tue 18 Oct)	Thames	12.35
40 Punchlines	(Sat 15 Oct)	LWT	12.10
41 Russ Abbot's Madhouse	(Sat 22 Oct)	LWT	12.05
41= Crossroads	(Thu 27 Oct)	Central	12.05
43 Partners In Crime	(Sun 23 Oct)	LWT	12.00
44 Give Us a Clue	(Tue 4 Oct)	Thames	11.95
45 Punchlines	(Sat 8 Oct)	LWT	11.85
46 Partners In Crime	(Sun 16 Oct)	LWT	11.80
46= Punchlines	(Sat 22 Oct)	LWT	11.80
48 Dallas	(Tue 25 Oct)	BBC	11.75
48= Play Your Cards Right	(Sun 30 Oct)	LWT	11.75
50 The Krypton Factor	(Mon 3 Oct)	Granada	11.70
50= Just Good Friends	(Thu 6 Oct)	BBC	11.70
50= The Krypton Factor	(Mon 10 Oct)	Granada	11.70
50= The Bounder	(Fri 21 Oct)	Yorkshire	11.70

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