

news release

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AUDIENCE SHARES

NOVEMBER 1983

	Individuals Hours of Viewing		Share of Audience	
	Nov 1983 (4 w/e 27th Nov)	Nov 1982 (4 w/e 28th Nov)	Nov 1983 (4 w/e 27th Nov)	Oct 1983 (4 w/e 30th Oct)
ALL	3.13	2.96	100%	100%
BBC1*	1.15	1.12	36.8%	35.0%
BBC2	0.27	0.27	8.7%	10.2%
TOTAL/ANY BBC	1.42	1.39	45.5%	45.2%
ITV*	1.56	1.42	49.6%	50.2%
CHANNEL 4	0.15	0.15	4.9%	4.6%
TOTAL/ANY ITV	1.71	1.57	54.5%	54.8%

* 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	49.6%	(50.2%)	4.9%	(4.6%)	36.8%	(35.0%)	8.7%	(10.2%)
LONDON	45.7%	(45.8%)	4.7%	(4.8%)	41.0%	(38.7%)	8.6%	(10.7%)
MIDLANDS (E & W)	50.4%	(50.9%)	4.7%	(4.0%)	36.4%	(34.8%)	8.5%	(10.3%)
NORTH WEST	50.4%	(51.8%)	4.1%	(4.5%)	37.6%	(34.5%)	7.9%	(9.2%)
YORKSHIRE	51.1%	(52.9%)	5.2%	(4.3%)	35.2%	(32.1%)	8.5%	(10.7%)
CENTRAL SCOTLAND	51.0%	(50.4%)	5.0%	(4.5%)	35.3%	(35.0%)	8.7%	(10.1%)
WALES AND WEST	48.3%	(49.4%)	4.7%	(4.6%)	38.6%	(36.1%)	8.4%	(9.9%)
SOUTH AND S. EAST	43.4%	(45.6%)	4.2%	(4.0%)	42.4%	(39.4%)	10.0%	(11.0%)
NORTH EAST	46.2%	(46.2%)	5.3%	(4.2%)	40.2%	(38.7%)	8.3%	(10.9%)
EAST OF ENGLAND	47.6%	(47.5%)	4.4%	(4.0%)	38.9%	(37.6%)	9.1%	(10.9%)
SOUTH WEST	47.8%	(47.7%)	3.2%	(3.4%)	40.7%	(39.9%)	8.3%	(9.0%)
ULSTER	46.1%	(46.9%)	4.4%	(4.1%)	39.0%	(38.1%)	10.5%	(10.9%)
BORDER	45.5%	(46.0%)	4.4%	(4.2%)	36.7%	(34.9%)	13.5%	(14.9%)
NORTH SCOTLAND	49.0%	(48.8%)	3.7%	(3.2%)	38.0%	(36.2%)	9.3%	(11.8%)

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 November, the programmes with the highest Audience were:-			
1 Coronation Street	(Mon 31 Oct)	Granada	15.80
2 Coronation Street	(Wed 9 Nov)	Granada	15.70
3 Coronation Street	(Wed 2 Nov)	Granada	15.65
4 Coronation Street	(Mon 7 Nov)	Granada	15.00
5 Miss World 1983	(Thu 17 Nov)	ITV	14.95
6 This Is Your Life	(Wed 23 Nov)	Thames	14.65
7 Coronation Street	(Wed 16 Nov)	Granada	14.60
8 The A-Team	(Fri 4 Nov)	ITV	14.55
8= Coronation Street	(Mon 14 Nov)	Granada	14.55
8= Coronation Street	(Wed 23 Nov)	Granada	14.55
11 Coronation Street	(Mon 21 Nov)	Granada	14.45
12 Family Fortunes	(Fri 4 Nov)	Central	14.25
13 Give Us A Clue	(Tue 1 Nov)	Thames	14.10
13= Give Us A Clue	(Tue 8 Nov)	Thames	14.10
13= Name That Tune	(Wed 9 Nov)	Thames	14.10
13= This Is Your Life	(Wed 9 Nov)	Thames	14.10
13= The A-Team	(Fri 11 Nov)	ITV	14.10
13= This Is Your Life	(Wed 16 Nov)	Thames	14.10
19 The Benny Hill Show	(Wed 23 Nov)	Thames	13.95
20 Never The Twain	(Mon 14 Nov)	Thames	13.90
21 Give Us A Clue	(Tue 22 Nov)	Thames	13.80
22 Name That Tune	(Wed 2 Nov)	Thames	13.60
22= Family Fortunes	(Fri 11 Nov)	Central	13.60
24 Family Fortunes	(Fri 18 Nov)	Central	13.50
25 A Fine Romance	(Fri 4 Nov)	LWT	13.35
25= A Fine Romance	(Fri 11 Nov)	LWT	13.35
27 Give Us A Clue	(Tue 15 Nov)	Thames	13.30
28 Never The Twain	(Mon 7 Nov)	Thames	13.20
28= The Benny Hill Show	(Wed 9 Nov)	Thames	13.20
28= The A-Team	(Fri 18 Nov)	ITV	13.20
31 Never The Twain	(Mon 31 Oct)	Thames	13.15
31= Russ Abbot's Madhouse	(Sat 19 Nov)	LWT	13.15
33 Royal Variety Performance (19:16)	(Sun 13 Nov)	LWT	13.05
33= The A-Team	(Fri 25 Nov)	ITV	13.05
33= A Fine Romance	(Fri 25 Nov)	LWT	13.05
36 This Is Your Life	(Wed 2 Nov)	Thames	12.95
37 Punchlines	(Sat 19 Nov)	LWT	12.80
38 Crossroads	(Tue 1 Nov)	Central	12.75
39 Russ Abbot's Madhouse	(Sat 12 Nov)	LWT	12.65
40 Punchlines	(Sat 12 Nov)	LWT	12.50
40= Family Fortunes	(Fri 25 Nov)	Central	12.50
42 Russ Abbot's Madhouse	(Sat 26 Nov)	LWT	12.45
43 Punchlines	(Sat 26 Nov)	LWT	12.40
44 Name That Tune	(Wed 23 Nov)	Thames	12.35
44= Hotel	(Thu 24 Nov)	ITV	12.35
46 The Benny Hill Show	(Wed 2 Nov)	Thames	12.30
47 Crossroads	(Wed 9 Nov)	Central	12.15
47= A Fine Romance	(Fri 18 Nov)	LWT	12.15
49 Crossroads	(Tue 8 Nov)	Central	12.10
49= Paul Daniels Magic Show	(Sat 19 Nov)	BBC	12.10

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