

news release

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AUDIENCE SHARES

DECEMBER 1983

	Individuals Hours of Viewing		Share of Audience	
	Dec 1983 (5 w/e 1st Jan)	Dec 1982 (5 w/e 2nd Jan)	Dec 1983 (5 w/e 1st Jan)	Nov 1983 (4 w/e 28th Nov)
ALL	3.40	3.22	100%	100%
BBC1*	1.33	1.26	39.0%	36.8%
BBC2	0.28	0.32	8.3%	8.7%
TOTAL/ANY BBC	1.61	1.58	47.3%	45.5%
ITV*	1.63	1.53	48.1%	49.6%
CHANNEL 4	0.16	0.11	4.6%	4.9%
TOTAL/ANY ITV	1.79	1.64	52.7%	54.5%

* 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	48.1%	(49.6%)	4.6%	(4.9%)	39.0%	(36.8%)	8.3%	(8.7%)
LONDON	44.2%	(45.7%)	4.7%	(4.7%)	42.2%	(41.0%)	8.9%	(8.6%)
MIDLANDS (E & W)	47.7%	(50.4%)	4.4%	(4.7%)	39.7%	(36.4%)	8.2%	(8.5%)
NORTH WEST	49.0%	(50.4%)	3.9%	(4.1%)	39.3%	(37.6%)	7.8%	(7.9%)
YORKSHIRE	50.1%	(51.1%)	4.7%	(5.2%)	37.3%	(35.2%)	7.9%	(8.5%)
CENTRAL SCOTLAND	49.7%	(51.0%)	4.3%	(5.0%)	37.6%	(35.3%)	8.4%	(8.7%)
WALES & WEST	46.7%	(48.3%)	4.3%	(4.7%)	40.7%	(38.6%)	8.3%	(8.4%)
SOUTH & S. EAST	42.8%	(43.4%)	4.6%	(4.2%)	43.4%	(42.4%)	9.2%	(10.0%)
NORTH EAST	45.5%	(46.2%)	5.0%	(5.3%)	40.9%	(40.2%)	8.6%	(8.3%)
EAST OF ENGLAND	45.8%	(47.6%)	4.3%	(4.4%)	41.8%	(38.9%)	8.1%	(9.1%)
SOUTH WEST	45.0%	(47.8%)	3.3%	(3.2%)	44.1%	(40.7%)	7.6%	(8.3%)
ULSTER	48.2%	(46.1%)	4.2%	(4.4%)	38.6%	(39.0%)	9.0%	(10.5%)
BORDER	45.7%	(45.5%)	4.5%	(4.4%)	39.5%	(36.7%)	10.3%	(13.5%)
NORTH SCOTLAND	46.8%	(49.0%)	3.6%	(3.7%)	40.0%	(38.0%)	9.6%	(9.3%)

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 December, the programmes with the highest Audience were:-				
1	Coronation Street	(Wed 7 Dec)	Granada	16.95
2	Coronation Street	(Mon 12 Dec)	Granada	16.05
3	Coronation Street	(Wed 14 Dec)	Granada	15.95
4	Coronation Street	(Wed 30 Nov)	Granada	15.25
5	Coronation Street	(Wed 21 Dec)	Granada	15.20
6	This is Your Life	(Wed 30 Nov)	Thames	15.15
7	Coronation Street	(Mon 28 Nov)	Granada	14.90
8	Coronation Street	(Mon 5 Dec)	Granada	14.85
8=	This is Your Life	(Wed 7 Dec)	Thames	14.85
10	Name That Tune	(Wed 30 Nov)	Thames	14.50
11	Up The Elephant & Round The Castle	(Wed 30 Nov)	Thames	14.35
11=	Cannon & Ball	(Sat 17 Dec)	LWT	14.35
13	Name That Tune	(Wed 7 Dec)	Thames	14.30
14	Up The Elephant & Round The Castle	(Wed 7 Dec)	Thames	14.25
15	Last of The Summer Wine	(Tue 27 Dec)	BBC	14.20
16	Name That Tune	(Wed 14 Dec)	Thames	14.00
17	In Loving Memory	(Mon 5 Dec)	Yorkshire	13.90
17=	This is Your Life	(Wed 21 Dec)	Thames	13.90
19	In Loving Memory	(Mon 28 Nov)	Yorkshire	13.85
19=	The Two Ronnies	(Sat 10 Dec)	BBC	13.85
19=	3-2-1	(Sat 17 Dec)	Yorkshire	13.85
22	In Loving Memory	(Mon 12 Dec)	Yorkshire	13.80
22=	Coronation Street	(Wed 28 Dec)	Granada	13.80
24	This is Your Life	(Wed 14 Dec)	Thames	13.75
24=	Coronation Street	(Mon 19 Dec)	Granada	13.75
26	The A-Team	(Fri 2 Dec)	ITV	13.70
27	Up The Elephant & Round The Castle	(Wed 14 Dec)	Thames	13.65
28	Give Us A Clue	(Tue 29 Nov)	Thames	13.55
29	Family Fortunes	(Fri 2 Dec)	Central	13.50
30	The Two Ronnies	(Sat 17 Dec)	BBC	13.25
31	Give Us A Clue	(Tue 6 Dec)	Thames	13.20
31=	Give Us A Clue	(Tue 13 Dec)	Thames	13.20
33	Give Us A Clue	(Tue 20 Dec)	Thames	13.10
34	Crossroads	(Tue 6 Dec)	Central	12.80
34=	Up The Elephant & Round The Castle	(Wed 21 Dec)	Thames	12.80
36	In Loving Memory	(Mon 19 Dec)	Yorkshire	12.70
36=	Name That Tune	(Wed 21 Dec)	Thames	12.70
38	Cannon & Ball	(Sat 10 Dec)	LWT	12.65
39	A Fine Romance	(Fri 2 Dec)	LWT	12.55
39=	Xmas Family Fortunes	(Fri 23 Dec)	Central	12.55
41	Crossroads	(Wed 14 Dec)	Central	12.45
42	Family Fortunes	(Fri 9 Dec)	Central	12.35
42=	Crossroads	(Tue 20 Dec)	Central	12.35
42=	The Two Ronnies	(Sun 25 Dec)	BBC	12.35
42=	Dallas	(Tue 27 Dec)	BBC	12.35
46	Crossroads	(Tue 29 Nov)	Central	12.30
47	Noel Edmonds Late Late Breakfast Show	(Sat 10 Dec)	BBC	12.15
47=	Crossroads	(Tue 13 Dec)	Central	12.15
47=	All Creatures Great & Small	(Sun 25 Dec)	BBC	12.15
50	Cannon & Ball	(Sat 3 Dec)	LWT	12.10

Issued on 19th January 1984

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