

THE MONTH'S VIEWING IN SUMMARY

JANUARY 1984

Period 4 W/E 29th January 1984

Produced for BARB by AGB

CORRECTED
ISSUE

HOURS OF DAILY VIEWING AND SHARE OF TOTAL VIEWING OF INDIVIDUALS

Channel	Average Daily Viewing per Head		Share of Total Viewing	
	Jan		Jan	
	Hrs : Mins	(Dec)	%	(%)
ALL TV	3 : 29	(3 : 24)	100	(100)
BBC1 (incl. Brkfst Time)	1 : 18	(1 : 20)	37.5	(39.0)
BBC2	0 : 22	(0 : 17)	10.5	(8.3)
TOTAL BBC	1 : 40	(1 : 37)	48.0	(47.3)
ITV (Incl. TV-am)	1 : 37	(1 : 38)	46.7	(48.1)
CHANNEL 4	0 : 11	(0 : 09)	5.3	(4.6)
TOTAL ITV	1 : 49	(1 : 47)	52.0	(52.7)

Definitions

(i) Average Daily Viewing per Head — the number of hrs:mins spent by individuals viewing each channel as a daily average over the population.

(ii) Share of Total Viewing — the percentage of total TV viewing time accounted for by each channel, is the viewing times in (i) above percentaged on the total.

The population in each case is all individuals aged four and over in UK private households containing a TV set in working order.

Share of Total Viewing by ITV Region

	ITV		CHANNEL 4		BBC1		BBC2	
	Jan	(Dec)	Jan	(Dec)	Jan	(Dec)	Jan	(Dec)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	42.0	(44.2)	5.4	(4.7)	41.5	(42.2)	11.1	(8.9)
MIDLANDS	47.2	(47.7)	5.0	(4.4)	37.3	(39.7)	10.5	(8.2)
NORTH WEST	47.8	(49.0)	4.3	(3.9)	37.8	(39.3)	10.1	(7.8)
YORKSHIRE	48.7	(50.1)	5.4	(4.7)	34.7	(37.3)	11.2	(7.9)
C. SCOTLAND	47.5	(49.7)	5.8	(4.3)	37.0	(37.6)	9.7	(8.4)
WALES & THE WEST	45.5	(46.7)	5.0	(4.3)	38.6	(40.7)	10.9	(8.3)
SOUTH & S. EAST	40.3	(42.8)	5.6	(4.6)	42.1	(43.4)	12.0	(9.2)
NORTH EAST	44.3	(45.5)	5.1	(5.0)	39.7	(40.9)	10.9	(8.6)
EAST OF ENGLAND	44.4	(45.8)	4.2	(4.3)	40.6	(41.8)	10.8	(8.1)
SOUTH WEST	45.1	(45.0)	3.1	(3.3)	42.2	(44.1)	9.6	(7.6)
ULSTER	46.4	(48.2)	5.0	(4.2)	35.8	(38.6)	12.8	(9.0)
BORDER	44.8	(45.7)	5.0	(4.5)	37.8	(39.5)	12.4	(10.3)
N. SCOTLAND	47.6	(46.8)	3.4	(3.6)	40.0	(40.0)	9.0	(9.6)
NETWORK	46.7	(48.1)	5.3	(4.6)	37.5	(39.0)	10.5	(8.3)

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. The figures in brackets refer to the previous month.

TOP 50 PROGRAMMES

Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
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During January, the programmes with the highest Audience were:-

1	✓ Coronation Street	(Wed 18th Jan)	Granada	17.80
2	✓ Coronation Street	(Mon 16th Jan)	Granada	17.40
3	✓ Coronation Street	(Mon 23rd Jan)	Granada	17.05
4	✓ Coronation Street	(Mon 9th Jan)	Granada	16.90
4=	✓ Coronation Street	(Wed 11th Jan)	Granada	16.90
4=	✓ Coronation Street	(Wed 25th Jan)	Granada	16.90
7	✓ Thunderball	(Mon 2nd Jan)	ITV	16.65
8	✓ This is Your Life	(Wed 18th Jan)	Thames	16.05
9	✓ Coronation Street	(Wed 4th Jan)	Granada	15.80
10	✓ The Thorn Birds	(Sun 22nd Jan)	BBC1	15.75
11	✓ The Thorn Birds	(Mon 16th Jan)	BBC1	15.45
12	✓ In Loving Memory	(Mon 23rd Jan)	Yorkshire	15.30
13	✓ Coronation Street	(Mon 2nd Jan)	Granada	14.90
14	✓ The Thorn Birds	(Mon 9th Jan)	BBC1	14.85
15	✓ This is Your Life	(Wed 11th Jan)	Thames	14.80
16	✓ Name That Tune	(Wed 18th Jan)	Thames	14.75
17	✓ Wish You Were Here	(Mon 9th Jan)	Thames	14.65
17=	✓ This is Your Life	(Wed 25th Jan)	Thames	14.65
19	✓ Name That Tune	(Wed 25th Jan)	Thames	14.60
20	✓ Bergerac	(Sat 14th Jan)	BBC1	14.50
21	✓ Name That Tune	(Wed 11th Jan)	Thames	14.45
21=	✓ Wish You Were Here	(Mon 16th Jan)	Thames	14.45
23	✓ News & Weather (21:10)	(Sun 22nd Jan)	BBC1	14.40
24	✓ A Fine Romance	(Fri 27th Jan)	LWT	14.20
25	✓ The Thorn Birds	(Sun 15th Jan)	BBC1	14.10
26	✓ Name That Tune	(Wed 4th Jan)	Thames	13.95
27	✓ Up The Elephant And Round the Castle	(Wed 11th Jan)	Thames	13.80
28	✓ 3-2-1	(Sat 14th Jan)	Yorkshire	13.60
29	✓ The Two Ronnies	(Sat 14th Jan)	BBC1	13.55
30	✓ The Two Ronnies	(Sat 7th Jan)	BBC1	13.50
30=	✓ Minder	(Wed 18th Jan)	Thames	13.50
30=	✓ That's Life	(Sun 22nd Jan)	BBC1	13.50
33	✓ Wish You Were Here	(Mon 23rd Jan)	Thames	13.45
34	✓ Child's Play	(Sat 14th Jan)	LWT	13.35
35	✓ News & Weather (21:30)	(Mon 16th Jan)	BBC1	13.20
36	✓ A Fine Romance	(Fri 20th Jan)	LWT	13.15
37	✓ Give Us a Clue	(Mon 2nd Jan)	Thames	13.00
38	✓ This is Your Life	(Wed 4th Jan)	Thames	12.95
38=	✓ Minder	(Wed 11th Jan)	Thames	12.95
38=	✓ News & Sport (21:46)	(Sat 14th Jan)	BBC1	12.95
41	✓ A Fine Romance	(Fri 13th Jan)	LWT	12.90
41=	✓ World In Action	(Mon 23rd Jan)	Granada	12.90
43	✓ Up the Elephant And Round the Castle	(Wed 4th Jan)	Thames	12.75
43=	✓ Hi-De-Hi	(Sun 22nd Jan)	BBC1	12.75
43=	✓ 3-2-1	(Sat 28th Jan)	Yorkshire	12.75
46	✓ Crossroads	(Thu 26th Jan)	Central	12.70
47	✓ That's Life	(Sun 15th Jan)	BBC1	12.60
48	✓ Hi-De-Hi	(Sun 15th Jan)	BBC1	12.55
49	✓ Foxy Lady	(Wed 18th Jan)	Granada	12.50
50	✓ 3-2-1	(Sat 21st Jan)	Yorkshire	12.45
50=	✓ Crossroads	(Tue 24th Jan)	Central	12.45

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Please note that the above, issued on 9th February, 1984, contained some errors.

The share of total viewing table percentages for December 1983 were incorrectly reported; the figures published related to November 1983. In the Top 50 programmes analysis, programme number 32 should have been reported as 30 =, and programme number 40 should have been reported as 38 =.

Please find enclosed a reissued corrected version.
Please destroy your original copy.

AGB apologises for any inconvenience caused.

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