

THE MONTH'S VIEWING IN SUMMARY

FEBRUARY 1984

Period 4 w/e 26th February 1984

Produced for BARB by AGB

HOURS OF DAILY VIEWING AND SHARE OF TOTAL VIEWING OF INDIVIDUALS

Channel	Average Daily Viewing per Head		Share of Total Viewing	
	Feb		Feb	
	Hrs : Mins	(Jan)	%	(Jan)
ALL TV	3 : 18	(3 : 29)	100	(100)
BBC1 (incl. Brkfst Time)	1 : 13	(1 : 18)	36.8	(37.5)
BBC2	0 : 17	(0 : 22)	8.4	(10.5)
TOTAL BBC	1 : 29	(1 : 40)	45.2	(48.0)
ITV (Incl. TV-am)	1 : 38	(1 : 37)	49.4	(46.7)
CHANNEL 4	0 : 11	(0 : 11)	5.4	(5.3)
TOTAL ITV	1 : 49	(1 : 49)	54.8	(52.0)

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	
	Feb		Feb		Feb		Feb	
	%	(Jan)	%	(Jan)	%	(Jan)	%	(Jan)
LONDON	44.6	(42.0)	5.1	(5.4)	41.8	(41.5)	8.5	(11.1)
MIDLANDS (E & W)	50.0	(47.2)	5.4	(5.0)	36.6	(37.3)	8.0	(10.5)
NORTH WEST	50.0	(47.8)	5.0	(4.3)	36.7	(37.8)	8.3	(10.1)
YORKSHIRE	52.5	(48.7)	5.7	(5.4)	34.0	(34.7)	7.8	(11.2)
C. SCOTLAND	51.0	(47.5)	5.8	(5.8)	34.7	(37.0)	8.5	(9.7)
WALES & THE WEST	47.4	(45.5)	4.9	(5.0)	39.6	(38.6)	8.1	(10.9)
SOUTH & S. EAST	43.9	(40.3)	5.4	(5.6)	41.0	(42.1)	9.7	(12.0)
NORTH EAST	45.9	(44.3)	5.7	(5.1)	39.3	(39.7)	9.1	(10.9)
EAST OF ENGLAND	48.0	(44.4)	4.3	(4.2)	38.9	(40.6)	8.8	(10.8)
SOUTH WEST	45.4	(45.1)	3.5	(3.1)	43.8	(42.2)	7.3	(9.6)
ULSTER	48.2	(46.4)	4.8	(5.0)	38.2	(35.8)	8.8	(12.8)
BORDER	49.0	(44.8)	4.9	(5.0)	36.8	(37.8)	9.3	(12.4)
N. SCOTLAND	50.4	(47.6)	3.5	(3.4)	38.3	(40.0)	7.8	(9.0)
NETWORK	49.4	(46.7)	5.4	(5.3)	36.8	(37.5)	8.4	(10.5)

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.

Further enquiries to Michael De Salis, BARB, Knighton House,
56 Mortimer Street, London W1 Tel: 01-636 6866

TOP 50 PROGRAMMES

	Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During February, the programmes with the highest Audience were:-				
1	Coronation Street	(Wed 8th Feb)	Granada	17.65
2	Coronation Street	(Wed 22nd Feb)	Granada	17.25
3	Coronation Street	(Wed 15th Feb)	Granada	16.75
4	Coronation Street	(Wed 1st Feb)	Granada	16.55
5	Coronation Street	(Mon 20th Feb)	Granada	16.10
6	This Is Your Life	(Wed 1st Feb)	Thames	16.00
7	Olympic Grandstand (19:40)	(Tue 14th Feb)	BBC1	15.95
8	The A-Team	(Fri 24th Feb)	ITV	15.80
9	Coronation Street	(Mon 30th Jan)	Granada	15.65
10	3-2-1	(Sat 25th Feb)	Yorkshire	15.45
11	Coronation Street	(Mon 6th Feb)	Granada	15.30
11=	Minder	(Wed 15th Feb)	Thames	15.30
11=	Child's Play	(Sat 25th Feb)	LWT	15.30
14	Name That Tune	(Wed 8th Feb)	Thames	15.20
14=	Coronation Street	(Mon 13th Feb)	Granada	15.20
14=	This Is Your Life	(Wed 15th Feb)	Thames	15.20
17	Duty Free	(Mon 13th Feb)	Yorkshire	15.10
18	Duty Free	(Mon 20th Feb)	Yorkshire	15.00
18=	This Is Your Life	(Wed 22nd Feb)	Thames	15.0
20	This Is Your Life	(Wed 8th Feb)	Thames	14.95
21	A Fine Romance	(Fri 10th Feb)	LWT	14.80
22	Wish You Were Here	(Mon 20th Feb)	Thames	14.75
23	A Fine Romance	(Fri 3rd Feb)	LWT	14.70
23=	Minder	(Wed 8th Feb)	Thames	14.70
23=	Minder	(Wed 22nd Feb)	Thames	14.70
26	Name That Tune	(Wed 1st Feb)	Thames	14.55
27	In Loving Memory	(Mon 30th Jan)	Yorkshire	14.45
28	The A-Team	(Fri 10th Feb)	ITV	14.25
29	Wish You Were Here	(Mon 6th Feb)	Thames	14.15
30	Wish You Were Here	(Mon 30th Jan)	Thames	14.05
30=	In Loving Memory	(Mon 6th Feb)	Yorkshire	14.05
30=	The Other 'Arf	(Fri 24th Feb)	Central	14.05
33	Minder	(Wed 1st Feb)	Thames	13.85
33=	The A-Team	(Fri 17th Feb)	ITV	13.85
35	Yanks	(Sun 19th Feb)	ITV	13.75
36	3-2-1	(Sat 18th Feb)	Yorkshire	13.60
37	Country Diary of an Edwardian Lady	(Wed 22nd Feb)	Central	13.5
38	Name That Tune	(Wed 15th Feb)	Thames	13.50
39	Child's Play	(Sat 4th Feb)	LWT	13.45
39=	3-2-1	(Sat 4th Feb)	Yorkshire	13.45
41	Auf Wiedersehen Pet	(Fri 10th Feb)	Central	13.40
41=	Silver Streak	(Sat 25th Feb)	ITV	13.40
43	Child's Play	(Sat 11th Feb)	LWT	13.35
43=	3-2-1	(Sat 11th Feb)	Yorkshire	13.35
45	A Fine Romance	(Fri 17th Feb)	LWT	13.20
46	Child's Play	(Sat 18th Feb)	LWT	13.00
47	Foxy Lady	(Wed 1st Feb)	Granada	12.80
48	Auf Wiedersehen Pet	(Fri 3rd Feb)	Central	12.70
49	Crossroads	(Thu 23rd Feb)	Central	12.45
50	Crossroads	(Thu 9th Feb)	Central	12.35

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