

THE MONTH'S VIEWING IN SUMMARY

MARCH 1984

Period 5 W/E 1st April 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	
	Mar		(Feb)	
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 18	(3 : 18)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 13	(1 : 13)	37.2	(36.8)
BBC2	0 : 16	(0 : 17)	8.3	(8.4)
TOTAL BBC	1 : 30	(1 : 29)	45.5	(45.2)
ITV (Incl. TV-am)	1 : 39	(1 : 38)	49.9	(49.4)
CHANNEL 4	0 : 09	(0 : 11)	4.6	(5.4)
TOTAL ITV	1 : 48	(1 : 49)	54.5	(54.8)

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	
	Mar %	(Feb) (%)	Mar %	(Feb) (%)	Mar %	(Feb) (%)	Mar %	(Feb) (%)
LONDON	46.3	(44.6)	4.8	(5.1)	40.5	(41.8)	8.4	(8.5)
MIDLANDS (E & W)	49.7	(50.0)	4.4	(5.4)	38.2	(36.6)	7.7	(8.0)
NORTH WEST	51.8	(50.0)	4.2	(5.0)	36.1	(36.7)	7.9	(8.3)
YORKSHIRE	52.1	(52.5)	4.9	(5.7)	35.1	(34.0)	7.9	(7.8)
C. SCOTLAND	49.7	(51.0)	4.9	(5.8)	36.8	(34.7)	8.6	(8.5)
WALES & THE WEST	48.4	(47.4)	4.9	(4.9)	38.3	(39.6)	8.4	(8.1)
SOUTH & S. EAST	45.1	(43.9)	4.2	(5.4)	41.4	(41.0)	9.3	(9.7)
NORTH EAST	47.6	(45.9)	4.5	(5.7)	38.3	(39.3)	9.6	(9.1)
EAST OF ENGLAND	49.0	(48.0)	3.4	(4.3)	39.0	(38.9)	8.6	(8.8)
SOUTH WEST	44.2	(45.4)	2.9	(3.5)	44.7	(43.8)	8.2	(7.3)
ULSTER	49.6	(48.2)	4.0	(4.8)	38.8	(38.2)	7.6	(8.8)
BORDER	49.7	(49.0)	3.7	(4.9)	37.5	(36.8)	9.1	(9.3)
N. SCOTLAND	49.4	(50.4)	3.1	(3.5)	39.0	(38.3)	8.5	(7.8)
NETWORK	49.9	(49.4)	4.6	(5.4)	37.2	(36.8)	8.3	(8.4)

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.

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TOP 50 PROGRAMMES

	Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During March, the programmes with the highest Audience were:-				
1	It'll Be Alright on The Night 4	(Sun 11th Mar)	LWT	16.90
2	Duty Free	(Mon 12th Mar)	Yorkshire	16.65
3	Coronation Street	(Wed 21st Mar)	Granada	16.60
4	Coronation Street	(Wed 14th Mar)	Granada	16.35
4=	Duty Free	(Mon 26th Mar)	Yorkshire	16.35
6	Minder	(Wed 14th Mar)	Thames	16.25
7	Coronation Street	(Wed 28th Mar)	Granada	15.95
8	Minder	(Wed 21st Mar)	Thames	15.90
9	Coronation Street	(Mon 19th Mar)	Granada	15.80
9=	Coronation Street	(Mon 26th Mar)	Granada	15.80
11	Coronation Street	(Mon 12th Mar)	Granada	15.75
12	Duty Free	(Mon 19th Mar)	Yorkshire	15.65
13	Coronation Street	(Wed 7th Mar)	Granada	15.45
13=	This is Your Life	(Wed 21st Mar)	Thames	15.45
15	Duty Free	(Mon 5th Mar)	Yorkshire	15.40
16	This is Your Life	(Wed 14th Mar)	Thames	15.3
17	Minder	(Wed 7th Mar)	Thames	15.10
18	Coronation Street	(Mon 5th Mar)	Granada	15.05
19	Diamonds Are Forever	(Thu 29th Mar)	ITV	14.90
20	Coronation Street	(Mon 27th Feb)	Granada	14.85
21	Coronation Street	(Wed 29th Feb)	Granada	14.50
22	The Price is Right	(Sat 31st Mar)	Central	14.25
23	3-2-1	(Sat 3rd Mar)	Yorkshire	14.10
24	Duty Free	(Mon 27th Feb)	Yorkshire	14.05
25	Minder	(Wed 29th Feb)	Thames	13.95
26	World Figure Skating Champs.	(Thu 22nd Mar)	BBC1	13.75
27	The Price is Right	(Sat 24th Mar)	Central	13.70
28	3-2-1	(Sat 17th Mar)	Yorkshire	13.65
28=	Fresh Fields	(Wed 21st Mar)	Thames	13.65
30	3-2-1	(Sat 10th Mar)	Yorkshire	13.50
31	Fresh Fields	(Wed 14th Mar)	Thames	13.40
31=	Wish You Were Here	(Mon 27th Feb)	Thames	13.40
33	This Is Your Life	(Wed 7th Mar)	Thames	13.15
34	Live From Her Majesty's	(Sun 1st Apr)	LWT	13.10
35	Child's Play	(Sat 3rd Mar)	LWT	12.8
35=	Wish You Were Here	(Mon 5th Mar)	Thames	12.85
37	Milk Cup Final Replay (Ex. C.S. & N.S.)	(Wed 28th Mar)	ITV	12.80
38	Child's Play	(Sat 31st Mar)	LWT	12.75
39	Wish You Were Here	(Mon 19th Mar)	Thames	12.70
40	Fresh Fields	(Wed 7th Mar)	Thames	12.65
40=	T.J. Hooker	(Sat 10th Mar)	ITV	12.65
40=	This Is Your Life	(Wed 28th Mar)	Thames	12.65
40=	T.J. Hooker	(Sat 31st Mar)	ITV	12.65
44	Crossroads	(Tue 28th Feb)	Central	12.50
44=	Shroud For a Nightingale	(Fri 16th Mar)	Anglia	12.50
44=	Crossroads	(Tue 20th Mar)	Central	12.50
47	Crossroads	(Tue 1st Mar)	Central	12.45
47=	Live From Her Majesty's	(Sun 11th Mar)	LWT	12.45
49	Child's Play	(Sat 24th Mar)	LWT	12.40
50	Shroud For a Nightingale	(Fri 30th Mar)	Anglia	12.25

Issued on 12th April 1984