

THE MONTH'S VIEWING IN SUMMARY

APRIL 1984

Period 4 W/E 29th 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	
	Apr	(Mar)	Apr	(Mar)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 05	(3 : 18)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 06	(1 : 13)	35.6	(37.2)
BBC2	0 : 21	(0 : 16)	11.2	(8.3)
TOTAL BBC	1 : 26	(1 : 30)	46.8	(45.5)
ITV (Incl. TV-am)	1 : 28	(1 : 39)	47.8	(49.9)
CHANNEL 4	0 : 10	(0 : 09)	5.4	(4.6)
TOTAL ITV	1 : 38	(1 : 48)	53.2	(54.5)

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	
	Apr	(Mar)	Apr	(Mar)	Apr	(Mar)	Apr	(Mar)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	45.1	(46.3)	5.7	(4.8)	37.6	(40.5)	11.6	(8.4)
MIDLANDS (E & W)	47.6	(49.7)	4.7	(4.4)	37.1	(38.2)	10.6	(7.7)
NORTH WEST	50.3	(51.8)	4.6	(4.2)	34.7	(36.1)	10.4	(7.9)
YORKSHIRE	49.3	(52.1)	5.6	(4.9)	33.4	(35.1)	11.7	(7.9)
C. SCOTLAND	47.2	(49.7)	6.5	(4.9)	34.8	(36.8)	11.5	(8.6)
WALES & THE WEST	45.3	(48.4)	5.1	(4.9)	37.3	(38.3)	12.3	(8.4)
SOUTH & S.EAST	42.4	(45.1)	4.9	(4.2)	40.6	(41.4)	12.1	(9.3)
NORTH EAST	46.4	(47.6)	5.1	(4.5)	36.9	(38.3)	11.6	(9.6)
EAST OF ENGLAND	47.7	(49.0)	4.2	(3.4)	36.7	(39.0)	11.4	(8.6)
SOUTH WEST	45.1	(44.2)	3.2	(2.9)	40.5	(44.7)	11.2	(8.2)
ULSTER	48.9	(49.6)	4.7	(4.0)	35.8	(38.8)	10.6	(7.6)
BORDER	49.6	(49.7)	4.7	(3.7)	34.1	(37.5)	11.6	(9.1)
N. SCOTLAND	49.6	(49.4)	3.5	(3.1)	36.7	(39.0)	10.2	(8.5)
NETWORK	47.8	(49.9)	5.4	(4.6)	35.6	(37.2)	11.2	(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.

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TOP 50 PROGRAMMES

	Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During April, the programmes with the highest Audience were:-				
1	The Price is Right	(Sat 7th Apr)	Central	16.05
2	Coronation Street	(Wed 4th Apr)	Granada	15.60
3	Coronation Street	(Mon 9th Apr)	Granada	15.50
4	Coronation Street	(Mon 2nd Apr)	Granada	15.45
5	Coronation Street	(Wed 11th Apr)	Granada	15.30
6	Coronation Street	(Mon 16th Apr)	Granada	14.75
7	This Is Your Life	(Wed 18th Apr)	Thames	14.45
8	Coronation Street	(Wed 18th Apr)	Granada	14.30
8=	Chariots of Fire	(Sun 22nd Apr)	BBC1	14.30
10	Smokey and The Bandit			
	Ride Again	(Sat 7th Apr)	ITV	14.15
11	Child's Play	(Sat 7th Apr)	LWT	13.95
12	News at 5.45	(Thu 5th Apr)	ITN	13.90
13	Fresh Fields	(Wed 11th Apr)	Thames	13.70
14	Shroud For a Nightingale	(Fri 6th Apr)	Anglia	13.65
15	Crossroads	(Thu 5th Apr)	Central	13.35
15=	Coronation Street	(Wed 25th Apr)	Granada	13.35
17	This Is Your Life	(Wed 4th Apr)	Thames	13.20
18	This Is Your Life	(Wed 11th Apr)	Thames	13.15
19	Bear Island (ex. M,SSE)	(Thu 5th Apr)	ITV	13.10
20	Live From Her Majesty's	(Sun 8th Apr)	LWT	13.00
21	Sky Riders	(Fri 13th Apr)	ITV	12.50
21=	Live From Her Majesty's	(Sun 15th Apr)	LWT	12.50
21=	What's My Line	(Mon 16th Apr)	Thames	12.50
24	Missing From Home	(Thu 19th Apr)	BBC1	12.40
25	What's My Line	(Mon 9th Apr)	Thames	12.30
26	Dallas	(Tue 17th Apr)	BBC1	12.25
27	Fresh Fields	(Wed 4th Apr)	Thames	12.20
28	The Benny Hill Show	(Thu 26th Apr)	Thames	12.15
29	Dallas	(Tue 10th Apr)	BBC1	12.05
30	Emmerdale Farm	(Thu 5th Apr)	Yorkshire	11.90
31	A Question of Sport	(Tue 10th Apr)	BBC1	11.80
31=	Nine O'Clock News	(Tue 24th Apr)	BBC1	11.80
33	Crossroads	(Tue 3rd Apr)	Central	11.75
33=	Child's Play	(Sat 14th Apr)	LWT	11.75
35	A Question of Sport	(Tue 3rd Apr)	BBC1	11.70
35=	The Professionals	(Sun 8th Apr)	LWT	11.70
35=	Crossroads	(Tue 10th Apr)	Central	11.70
38	The Professionals	(Sun 15th Apr)	LWT	11.65
39	Missing From Home	(Thu 26th Apr)	BBC1	11.60
40	Last of The Summer Wine	(Sun 15th Apr)	BBC1	11.50
41	Family Fortunes	(Sun 8th Apr)	Central	11.45
42	What's My Line	(Mon 2nd Apr)	Thames	11.35
42=	Candid Camera	(Sat 14th Apr)	LWT	11.35
42=	Dallas	(Tue 24th Apr)	BBC1	11.35
45	Crossroads	(Thu 12th Apr)	Central	11.30
45=	Sparling Cyanide	(Thu 26th Apr)	Thames	11.30
47	Crossroads	(Wed 11th Apr)	Central	11.25
48	Crossroads	(Wed 4th Apr)	Central	11.20
48=	Emmerdale Farm	(Thu 12th Apr)	Yorkshire	11.20
48=	Missing From Home	(Thu 12th Apr)	BBC1	11.20

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Please note that for one day this month, Thursday April 5th, BBC1 was off air for 24 hours. This has led to slightly lower viewing figures for BBC1 and Total BBC than would otherwise have been the case.