

THE MONTH'S VIEWING IN SUMMARY

MAY 1984

Period 5 W/E 3rd June 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	
	MAY	(APR)	MAY	(APR)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 04	(3 : 05)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 07	(1 : 06)	36.3	(35.6)
BBC2	0 : 22	(0 : 21)	11.9	(11.2)
TOTAL BBC	1 : 29	(1 : 26)	48.2	(46.8)
ITV (Incl. TV-am)	1 : 25	(1 : 28)	45.8	(47.8)
CHANNEL 4	0 : 11	(0 : 10)	6.0	(5.4)
TOTAL ITV	1 : 35	(1 : 38)	51.8	(53.2)

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	
	MAY	(APR)	MAY	(APR)	MAY	(APR)	MAY	(APR)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	43.2	(45.1)	5.7	(5.7)	38.2	(37.6)	12.9	(11.6)
MIDLANDS (E & W)	45.5	(47.6)	6.1	(4.7)	36.7	(37.1)	11.7	(10.6)
NORTH WEST	48.4	(50.3)	4.9	(4.6)	36.8	(34.7)	9.9	(10.4)
YORKSHIRE	47.0	(49.3)	5.9	(5.6)	34.4	(33.4)	12.7	(11.7)
C. SCOTLAND	43.7	(47.2)	7.2	(6.5)	37.9	(34.8)	11.2	(11.5)
WALES & THE WEST	43.1	(45.3)	5.3	(5.1)	38.6	(37.3)	13.0	(12.3)
SOUTH & SOUTH EAST	39.7	(42.4)	5.7	(4.9)	40.1	(40.6)	14.5	(12.1)
NORTH EAST	45.7	(46.4)	5.5	(5.1)	37.5	(36.9)	11.3	(11.6)
EAST OF ENGLAND	45.4	(47.7)	4.9	(4.2)	37.9	(36.7)	11.8	(11.4)
SOUTH WEST	43.4	(45.1)	3.7	(3.2)	42.1	(40.5)	10.8	(11.2)
ULSTER	47.9	(48.9)	4.8	(4.7)	36.7	(35.8)	10.6	(10.6)
BORDER	47.6	(49.6)	4.9	(4.7)	35.2	(34.1)	12.3	(11.6)
N. SCOTLAND	48.8	(49.6)	4.0	(3.5)	37.7	(36.7)	9.5	(10.2)
NETWORK	45.8	(47.8)	6.0	(5.4)	36.3	(35.6)	11.9	(11.2)

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 May, the programmes with the highest Audience were:-			
1 Coronation Street	(Mon 21st May)	Granada	15.85
2 Coronation Street	(Mon 30th Apr)	Granada	15.05
3 Dallas	(Tue 22nd May)	BBC1	14.85
4 News (21:00)	(Mon 28th May)	ITN	14.25
4= News At Ten	(Wed 30th May)	ITN	14.25
6 Coronation Street	(Wed 16th May)	Granada	14.15
6= The European Cup Final	(Wed 30th May)	ITV	14.15
8 The Price Is Right	(Sat 2nd Jun)	Central	13.95
9 Coronation Street	(Wed 9th May)	Granada	13.65
10 Coronation Street	(Mon 14th May)	Granada	13.35
11 The Price Is Right	(Sat 26th May)	Central	13.25
12 Coronation Street	(Wed 23rd May)	Granada	12.95
13 Missing From Home	(Thu 10th May)	BBC1	12.80
13= Private Benjamin	(Mon 28th May)	ITV	12.80
15 Benny Hill Show	(Thu 3rd May)	Thames	12.65
16 Coronation Street	(Wed 30th May)	Granada	12.55
17 Last Of The Summer Wine	(Sun 20th May)	BBC1	12.35
18 Dallas	(Tue 15th May)	BBC1	12.30
19 Tribute To Eric Morecambe	(Mon 28th May)	Thames	12.25
20 What's My Line?	(Mon 21st May)	Thames	12.20
21 Uefa Cup Final 1984	(Wed 23rd May)	ITV	12.15
22 The Price Is Right	(Sat 19th May)	Central	12.10
23 Last Of The Summer Wine	(Sun 27th May)	BBC1	12.00
23= That's My Boy	(Fri 1st Jun)	Yorkshire	12.00
25 Coronation Street	(Mon 28th May)	Granada	11.95
26 Coronation Street	(Wed 2nd May)	Granada	11.90
27 Dallas	(Tue 1st May)	BBC1	11.85
28 Torvill And Dean	(Thu 3rd May)	ITV	11.80
29 Crossroads	(Tue 22nd May)	Central	11.75
29= T.J. Hooker	(Sat 2nd Jun)	ITV	11.75
31 Dallas	(Tue 8th May)	BBC1	11.65
31= The Price Is Right	(Sat 12th May)	Central	11.65
33 Mastermind	(Sun 27th May)	BBC1	11.60
34 Missing From Home	(Thu 3rd May)	BBC1	11.50
34= T.J. Hooker	(Sat 26th May)	ITV	11.50
36 That's My Boy	(Fri 25th May)	Yorkshire	11.45
37 Coronation Street	(Mon 7th May)	Granada	11.40
38 Crossroads	(Thu 10th May)	Central	11.35
39 Crossroads	(Thu 17th May)	Central	11.30
39= Just Amazing	(Sat 2nd Jun)	Yorkshire	11.30
41 That's My Boy	(Fri 4th May)	Yorkshire	11.25
41= Just Amazing	(Sat 26th May)	Yorkshire	11.25
43 Crossroads	(Wed 16th May)	Central	11.20
44 Winner Takes All (EX. ANG)	(Fri 1st Jun)	Yorkshire	11.15
45 Last Of The Summer Wine	(Sun 6th May)	BBC1	11.10
45= Porridge	(Thu 10th May)	BBC1	11.10
45= Winner Takes All (EX. ANG)	(Fri 25th May)	Yorkshire	11.10
48 The Two Ronnies	(Mon 7th May)	BBC1	11.05
48= Crossroads	(Thu 24th May)	Central	11.05
50 That's Life	(Sun 13th May)	BBC1	11.00
50= Crossroads	(Tue 15th May)	Central	11.00
50= Nine O'Clock News	(Tue 22nd May)	BBC1	11.00

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