

THE MONTH'S VIEWING IN SUMMARY

JUNE 1984

Period 4 W/E 1st July 1984

Produced for BARB by AGB

HOURS OF DAILY VIEWING AND SHARE OF TOTAL VIEWING OF INDIVIDUALS

CORRECTED VERSION

Channel	Average Daily Viewing per Head		Share of Total Viewing	
	JUNE	(MAY)	JUNE	(MAY)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	2 : 48	(3 : 04)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	0 : 59	(1 : 07)	35.2	(36.3)
BBC2	0 : 21	(0 : 22)	12.5	(11.9)
TOTAL BBC	1 : 20	(1 : 29)	47.7	(48.2)
ITV (incl. TV-am)	1 : 17	(1 : 25)	46.0	(45.8)
CHANNEL 4	0 : 10	(0 : 11)	6.3	(6.0)
TOTAL ITV	1 : 28	(1 : 35)	52.3	(51.8)

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 percentage 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	
	JUNE	(MAY)	JUNE	(MAY)	JUNE	(MAY)	JUNE	(MAY)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	46.5	(43.2)	5.2	(5.7)	35.6	(38.2)	12.7	(12.9)
MIDLANDS (E & W)	46.0	(45.5)	6.0	(6.1)	35.5	(36.7)	12.5	(11.7)
NORTH WEST	47.1	(48.4)	5.6	(4.9)	36.5	(36.8)	10.8	(9.9)
YORKSHIRE	48.0	(47.0)	6.4	(5.9)	33.4	(34.4)	12.2	(12.7)
C. SCOTLAND	43.8	(43.7)	7.8	(7.2)	36.4	(37.9)	12.0	(11.2)
WALES & THE WEST	43.4	(43.1)	5.2	(5.3)	38.0	(38.6)	13.4	(13.0)
SOUTH & SOUTH EAST	40.0	(39.7)	5.7	(5.7)	38.7	(40.1)	15.6	(14.5)
NORTH EAST	45.4	(45.7)	6.1	(5.5)	37.2	(37.5)	11.3	(11.3)
EAST OF ENGLAND	43.7	(45.4)	5.2	(4.9)	38.0	(37.9)	13.1	(11.8)
SOUTH WEST	44.8	(43.4)	5.0	(3.7)	39.2	(42.1)	11.0	(10.8)
ULSTER	46.9	(47.9)	5.8	(4.8)	36.9	(36.7)	10.4	(10.6)
BORDER	47.7	(47.6)	6.0	(4.9)	34.8	(35.2)	11.5	(12.3)
N. SCOTLAND	46.1	(48.8)	5.7	(4.0)	37.1	(37.7)	11.1	(9.5)
NETWORK	46.0	(45.8)	6.3	(6.0)	35.2	(36.3)	12.5	(11.9)

- 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 June, the programmes with the highest Audience were:-				
1	Coronation Street	(Wed 13th Jun)	Granada	14.35
2	Jim Davidson's Special	(Wed 6th Jun)	Thames	14.05
3	Coronation Street	(Wed 6th Jun)	Granada	13.70
4	Coronation Street	(Mon 4th Jun)	Granada	12.95
5	Coronation Street	(Mon 11th Jun)	Granada	12.65
6	Coronation Street	(Mon 25th Jun)	Granada	12.60
7	The Morecambe & Wise Show	(Tue 5th Jun)	Thames	12.30
8	Children's Royal Variety Performance	(Sat 23rd Jun)	LWT	12.15
9	Coronation Street	(Wed 20th Jun)	Granada	12.10
10	The Morecambe & Wise Show	(Tue 12th Jun)	Thames	12.05
11	That's Life	(Sun 24th Jun)	BBC1	12.00
12	Coronation Street	(Mon 18th Jun)	Granada	11.85
13	The Price is Right	(Sat 9th Jun)	Central	11.65
14	Crossroads	(Tue 12th Jun)	Central	11.60
15	Crossroads	(Wed 13th Jun)	Central	11.55
15=	Tommy Cooper	(Wed 13th Jun)	Thames	11.55
17	Crossroads	(Thu 7th Jun)	Central	11.40
18	News & Weather (22:20)	(Sun 17th Jun)	BBC1	11.35
19	Crossroads	(Tue 5th Jun)	Central	11.30
20	Coronation Street	(Wed 27th Jun)	Granada	11.25
21	That's Life	(Sun 17th Jun)	BBC1	11.20
21=	Along Came A Spider	(Sun 1st Jul)	ITV	11.20
23	Crossroads	(Wed 6th Jun)	Central	11.15
24	The Price is Right	(Sat 16th Jun)	Central	11.10
25	Crossroads	(Thu 21st Jun)	Central	11.00
26	Porridge	(Thu 14th Jun)	BBC1	10.85
27	Crossroads	(Thu 14th Jun)	Central	10.80
28	News at Ten	(Mon 25th Jun)	ITN	10.75
29	Only Fools and Horses	(Wed 13th Jun)	BBC1	10.65
30	Emmerdale Farm	(Tue 5th Jun)	Yorkshire	10.60
31	Crossroads	(Wed 20th Jun)	Central	10.55
32	Emmerdale Farm	(Tue 12th Jun)	Yorkshire	10.30
33	News & Weather (21:14)	(Sun 24th Jun)	BBC1	10.25
34	That's Life	(Sun 1st Jul)	BBC1	10.20
35	Crossroads	(Wed 27th Jun)	Central	10.15
36	Where There's Life	(Wed 13th Jun)	Yorkshire	10.05
37	Sorrell and Son	(Wed 6th Jun)	Yorkshire	10.00
37=	The Professionals	(Sun 1st Jul)	LWT	10.00
39	Crossroads	(Tue 19th Jun)	Central	9.95
40	The Two Ronnies	(Mon 4th Jun)	BBC2	9.90
40=	That's My Boy	(Fri 8th Jun)	Yorkshire	9.90
40=	That's Life	(Sun 10th Jun)	BBC1	9.90
43	Emmerdale Farm	(Thu 7th Jun)	Yorkshire	9.80
43=	Winner Takes All (ex.A)	(Fri 22nd Jun)	Yorkshire	9.80
45	What's My Line	(Mon 4th Jun)	Thames	9.75
45=	News (21:18)	(Sat 9th Jun)	ITN	9.75
45=	Brazil v England	(Sun 10th Jun)	ITV	9.75
45=	What's My Line	(Mon 11th Jun)	Thames	9.75
49	Scarecrow and Mrs King	(Tue 5th Jun)	ITV	9.65
50	The Morecambe & Wise Show	(Tue 26th Jun)	Thames	9.55

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MONTH'S VIEWING IN SUMMARY - JUNE 1984

Please note that the Month's Viewing In Summary issued on 12th July 1984 contained a typographical error.

In the 'Share of Total Viewing by ITV Region' the area name 'NORTH EAST' appeared twice. Under 'Midlands(E & W)' the area name should have read 'NORTH WEST' not 'NORTH EAST' .

The figures in that line refer to North West.

Please find attached a corrected version. Please destroy your original copy.

AGB apologises for any inconvenience caused.

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