

THE MONTH'S VIEWING IN SUMMARY

JULY 1984

Period 4 W/E 29th July 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	
	JULY		JULY	
	Hrs : Mins	(JUNE)	%	(JUNE)
ALL TV	2 : 47	(2 : 48)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 00	(0 : 59)	35.8	(35.2)
BBC2	0 : 22	(0 : 21)	13.1	(12.5)
TOTAL BBC	1 : 22	(1 : 20)	48.9	(47.7)
ITV (Incl. TV-am)	1 : 15	(1 : 17)	45.1	(46.0)
CHANNEL 4	0 : 10	(0 : 10)	6.0	(6.3)
TOTAL ITV	1 : 25	(1 : 28)	51.1	(52.3)

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	
	JULY	(JUNE)	JULY	(JUNE)	JULY	(JUNE)	JULY	(JUNE)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	44.6	(46.5)	5.2	(5.2)	36.7	(35.6)	13.5	(12.7)
MIDLANDS [E & W]	46.3	(46.0)	5.5	(6.0)	35.7	(35.5)	12.5	(12.5)
NORTH WEST	45.3	(47.1)	6.0	(5.6)	36.5	(36.5)	12.2	(10.8)
YORKSHIRE	48.0	(48.0)	6.1	(6.4)	33.7	(33.4)	12.2	(12.2)
C. SCOTLAND	42.2	(43.8)	7.0	(7.8)	37.5	(36.4)	13.3	(12.0)
WALES & THE WEST	41.4	(43.4)	5.9	(5.2)	38.7	(38.0)	14.0	(13.4)
SOUTH & SOUTH EAST	40.6	(40.0)	5.3	(5.7)	38.8	(38.7)	15.3	(15.6)
NORTH EAST	46.2	(45.4)	5.8	(6.1)	36.9	(37.2)	11.1	(11.3)
EAST OF ENGLAND	42.4	(43.7)	4.7	(5.2)	38.9	(38.0)	14.0	(13.1)
SOUTH WEST	42.6	(44.8)	5.1	(5.0)	40.0	(39.2)	12.3	(11.0)
ULSTER	46.9	(46.9)	5.1	(5.8)	36.8	(36.9)	11.2	(10.4)
BORDER	46.7	(47.7)	5.6	(6.0)	36.3	(34.8)	11.4	(11.5)
N. SCOTLAND	43.9	(46.1)	4.8	(5.7)	37.8	(37.1)	13.5	(11.1)
NETWORK	45.1	(46.0)	6.0	(6.3)	35.8	(35.2)	13.1	(12.5)

- 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.

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TOP 50 PROGRAMMES

Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During July, the programmes with the highest Audience were:-			
1 Coronation Street	(Mon 9th July)	Granada	13.70
2 That's Life	(Sun 15th July)	BBC1	13.50
3 Coronation Street	(Mon 2nd July)	Granada	13.25
4 Coronation Street	(Mon 16th July)	Granada	13.10
5 Coronation Street	(Mon 23rd July)	Granada	12.95
6 Coronation Street	(Wed 11th July)	Granada	12.60
7 Coronation Street	(Wed 18th July)	Granada	12.55
8 Coronation Street	(Wed 25th July)	Granada	12.50
9 That's Life	(Sun 8th July)	BBC1	12.10
10 Crossroads	(Thu 12th July)	Central	11.55
11 Coronation Street	(Wed 4th July)	Granada	11.35
12 The Krypton Factor	(Mon 9th July)	Granada	11.20
13 Crossroads	(Wed 11th July)	Central	11.00
14 Crossroads	(Tue 10th July)	Central	10.95
15 Winner Takes All [Ex.A]	(Fri 13th July)	Yorkshire	10.85
15= News & Weather [21:16]	(Sun 15th July)	BBC1	10.85
17 Crossroads	(Tue 17th July)	Central	10.50
18 Only Fools and Horses	(Mon 16th July)	BBC1	10.40
18= Crossroads	(Wed 18th July)	Central	10.40
20 The Elevator	(Sun 15th July)	ITV	10.35
21 The Morecambe & Wise Show	(Tue 10th July)	Thames	10.30
22 The Gentle Touch	(Sat 21st July)	LWT	10.10
23 Crossroads	(Wed 25th July)	Central	10.00
24 Nine O'Clock News	(Thu 26th July)	BBC1	9.95
25 Crossroads	(Thu 19th July)	Central	9.90
26 Dynasty	(Sat 14th July)	BBC1	9.80
27 Crossroads	(Tue 24th July)	Central	9.75
28 Simon and Simon	(Fri 13th July)	ITV	9.65
29 Crossroads	(Tue 3rd July)	Central	9.55
30 The Morecambe & Wise Show	(Tue 3rd July)	Thames	9.50
31 Crossroads	(Wed 4th July)	Central	9.45
31= News at Ten	(Wed 18th July)	ITN	9.45
33 Sorrell and Son	(Wed 11th July)	Yorkshire	9.40
33= The Krypton Factor	(Mon 16th July)	Granada	9.40
33= Winner Takes All [Ex.A]	(Fri 20th July)	Yorkshire	9.40
36 When Michael Calls	(Sun 29th July)	ITV	9.35
37 Crimewatch UK	(Thu 12th July)	BBC1	9.30
38 Shine On Harvey Moon	(Fri 13th July)	Central	9.25
39 Hi-De-Hi	(Thu 12th July)	BBC1	9.20
39= The Gentle Touch	(Sat 14th July)	LWT	9.20
39= Nine O'Clock News	(Mon 16th July)	BBC1	9.20
42 What's My Line	(Mon 2nd July)	Thames	9.15
42= Russ Abbott's Madhouse	(Sat 21st July)	LWT	9.15
42= International Athletics	(Sat 21st July)	BBC1	9.15
42= Ultra Quiz	(Sat 21st July)	TVS	9.15
46 The Pyramid Game	(Sat 14th July)	LWT	9.10
46= Shine On Harvey Moon	(Fri 27th July)	Central	9.10
48 Crossroads	(Thu 5th July)	Central	9.05
48= News at Ten	(Fri 20th July)	ITN	9.05
50 Rio Bravo	(Sat 14th July)	BBC1	9.00
50= The Lonelyhearts Kid	(Tue 17th July)	Thames	9.00

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