

THE MONTH'S VIEWING IN SUMMARY

AUGUST 1984

Period 5 W/E 2ND SEPTEMBER 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	
	AUGUST	(JULY)	AUGUST	(JULY)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	2 : 55	(2 : 47)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 09	(1 : 00)	39.3	(35.8)
BBC2	0 : 18	(0 : 22)	10.4	(13.1)
TOTAL BBC	1 : 27	(1 : 22)	49.8	(48.9)
ITV (Incl. TV-am)	1 : 19	(1 : 15)	44.8	(45.1)
CHANNEL 4	0 : 10	(0 : 10)	5.5	(6.0)
TOTAL ITV	1 : 28	(1 : 25)	50.2	(51.1)

Definitions

- Average Daily Viewing per Head — the number of hrs:mins spent by individuals viewing each channel as a daily average over the population.
- 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	
	AUG	(JULY)	AUG	(JULY)	AUG	(JULY)	AUG	(JULY)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	39.1	(44.6)	5.2	(5.2)	44.7	(36.7)	11.0	(13.5)
MIDLANDS (E & W)	46.6	(46.3)	5.0	(5.5)	38.4	(35.7)	10.0	(12.5)
NORTH WEST	46.3	(45.3)	5.0	(6.0)	38.8	(36.5)	9.9	(12.2)
YORKSHIRE	49.2	(48.0)	4.8	(6.1)	36.6	(33.7)	9.4	(12.2)
C. SCOTLAND	43.8	(42.2)	6.7	(7.0)	39.8	(37.5)	9.7	(13.3)
WALES & THE WEST	42.5	(41.4)	5.4	(5.9)	41.6	(38.7)	10.5	(14.0)
SOUTH & SOUTH EAST	40.9	(40.6)	4.5	(5.3)	42.6	(38.8)	12.0	(15.3)
NORTH EAST	44.8	(46.2)	5.5	(5.8)	40.7	(36.9)	9.0	(11.1)
EAST OF ENGLAND	43.6	(42.4)	4.3	(4.7)	40.8	(38.9)	11.3	(14.0)
SOUTH WEST	41.5	(42.6)	4.0	(5.1)	45.0	(40.0)	9.5	(12.3)
ULSTER	48.4	(46.9)	4.9	(5.1)	38.2	(36.8)	8.5	(11.2)
BORDER	46.6	(46.7)	5.1	(5.6)	39.0	(36.3)	9.3	(11.4)
N. SCOTLAND	43.5	(43.9)	4.0	(4.8)	42.6	(37.8)	9.9	(13.5)
NETWORK	44.8	(45.1)	5.5	(6.0)	39.3	(35.8)	10.4	(13.1)

- 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 August, the programmes with the highest Audience were:-				
1	Moonraker	(Sun 2nd Sept)	ITV	15.25
2	Coronation Street	(Mon 6th Aug)	Granada	13.55
3	Coronation Street	(Mon 30th Jul)	Granada	12.75
4	Coronation Street	(Mon 13th Aug)	Granada	12.50
5	Coronation Street	(Wed 1st Aug)	Granada	12.45
5=	The Gentle Touch	(Sat 1st Sept)	LWT	12.45
7	Coronation Street	(Wed 8th Aug)	Granada	12.15
8	Coronation Street	(Mon 20th Aug)	Granada	12.05
8=	Porridge	(Sun 26th Aug)	BBC1	12.05
10	Coronation Street	(Wed 22nd Aug)	Granada	11.80
11	News (21:17)	(Sun 5th Aug)	ITN	11.75
12	Only Fools and Horses	(Mon 6th Aug)	BBC1	11.70
12=	Olympic Grandstand (21:27)	(Thu 9th Aug)	BBC1	11.70
14	Solo	(Thu 2nd Aug)	BBC1	11.65
14	'V' Part 5	(Fri 3rd Aug)	ITV	11.55
15=	Coronation Street	(Wed 15th Aug)	Granada	11.55
17	News at Ten	(Mon 30th July)	ITN	11.35
17=	Nine O'Clock News	(Tue 7th Aug)	BBC1	11.35
17=	Only Fools and Horses	(Mon 27th Aug)	BBC1	11.35
20	Nine O'Clock News	(Thu 9th Aug)	BBC1	11.30
21	Nine O'Clock News	(Thu 2nd Aug)	BBC1	11.25
22	The A-Team	(Sat 1st Sept)	ITV	11.20
23	Me and My Girl	(Fri 31st Aug)	LWT	11.10
24	News and Weather (20:45)	(Mon 27th Aug)	BBC1	11.05
25	Coronation Street (ex. Lon)	(Wed 29th Aug)	Granada	10.80
26	Butterflies	(Tue 28th Aug)	BBC1	10.70
26=	Play Your Cards Right	(Fri 31st Aug)	LWT	10.70
26=	The Enforcer	(Sat 1st Sept)	ITV	10.70
29	Nine O'Clock News	(Tue 28th Aug)	BBC1	10.65
30	News and Weather (22:01)	(Sun 26th Aug)	BBC1	10.60
30=	Mitch	(Fri 31st Aug)	LWT	10.60
30=	3-2-1	(Sat 1st Sept)	Yorkshire	10.60
33	Crimewatch U.K.	(Thu 16th Aug)	BBC1	10.50
34	Voyage of the Damned	(Sun 5th Aug)	ITV	10.45
34=	Every Which Way But Loose	(Sat 25th Aug)	ITV	10.45
36	Only Fools and Horses	(Mon 13th Aug)	BBC1	10.40
37	Crossroads	(Wed 1st Aug)	Central	10.35
37=	Nine O'Clock News	(Mon 6th Aug)	BBC1	10.35
39	Carry on Doctor	(Tue 31st July)	BBC1	10.30
40	Only Fools and Horses	(Mon 30th July)	BBC1	10.25
40=	Olympic Grandstand (21:28)	(Fri 3rd Aug)	BBC1	10.25
40=	News and Sport (21:45)	(Sat 4th Aug)	BBC1	10.25
43	Crossroads	(Tue 7th Aug)	Central	10.15
43=	Nine O'Clock News	(Wed 22nd Aug)	BBC1	10.15
45	Crossroads	(Tue 31st July)	Central	10.10
46	Crossroads	(Tue 21st Aug)	Central	10.05
46=	Crossroads	(Thu 23rd Aug)	Central	10.05
48	'V' Part 4	(Thu 2nd Aug)	ITV	10.00
48=	Crossroads	(Thu 2nd Aug)	Central	10.00
48=	A Town Like Alice	(Mon 6th Aug)	BBC1	10.00
48=	A Town Like Alice	(Tue 7th Aug)	BBC1	10.00

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