

THE MONTH'S VIEWING IN SUMMARY

SEPTEMBER 1984

Period 4 W/E 30th 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	
	SEPT	(AUGUST)	SEPT	(AUGUST)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 09	(2 : 55)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 02	(1 : 09)	32.9	(39.3)
BBC2	0 : 17	(0 : 18)	8.9	(10.4)
TOTAL BBC	1 : 19	(1 : 27)	41.7	(49.8)
ITV (Incl. TV-am)	1 : 40	(1 : 19)	53.1	(44.8)
CHANNEL 4	0 : 10	(0 : 10)	5.1	(5.5)
TOTAL ITV	1 : 50	(1 : 28)	58.3	(50.2)

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	
	SEPT	(AUG)	SEPT	(AUG)	SEPT	(AUG)	SEPT	(AUG)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	51.1	(39.1)	4.6	(5.2)	35.5	(44.7)	8.8	(11.0)
MIDLANDS (E & W)	54.6	(46.6)	4.9	(5.0)	32.1	(38.4)	8.4	(10.0)
NORTH WEST	55.2	(46.3)	4.5	(5.0)	32.2	(38.8)	8.1	(9.9)
YORKSHIRE	58.3	(49.2)	4.6	(4.8)	29.6	(36.6)	7.5	(9.4)
C. SCOTLAND	49.5	(43.8)	5.9	(6.7)	34.9	(39.8)	9.7	(9.7)
WALES & THE WEST	51.4	(42.5)	5.2	(5.4)	34.7	(41.6)	8.7	(10.5)
SOUTH & SOUTH EAST	49.1	(40.9)	4.2	(4.5)	36.9	(42.6)	9.8	(12.0)
NORTH EAST	52.4	(44.8)	6.1	(5.5)	33.9	(40.7)	7.6	(9.0)
EAST OF ENGLAND	50.7	(43.6)	4.1	(4.3)	36.2	(40.8)	9.0	(11.3)
SOUTH WEST	49.9	(41.5)	4.1	(4.0)	36.9	(45.0)	9.1	(9.5)
ULSTER	54.9	(48.4)	4.7	(4.9)	31.5	(38.2)	8.9	(8.5)
BORDER	55.0	(46.6)	4.2	(5.1)	32.5	(39.0)	8.3	(9.3)
N. SCOTLAND	51.8	(43.5)	4.2	(4.0)	34.4	(42.6)	9.6	(9.9)
NETWORK	53.1	(44.8)	5.1	(5.5)	32.9	(39.3)	8.9	(10.4)

- 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.

TOP 50 PROGRAMMES

	Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During September, the programmes with the highest Audience were:-				
1	Coronation Street	(Mon 24 Sept)	Granada	17.05
2	Coronation Street	(Wed 26 Sept)	Granada	17.00
3	Minder	(Wed 19 Sept)	Thames	16.85
4	Minder	(Wed 26 Sept)	Thames	16.30
5	Lace	(Mon 10 Sept)	ITV	16.15
6	Coronation Street	(Wed 19 Sept)	Granada	16.05
7	Coronation Street	(Mon 10 Sept)	Granada	15.90
8	Coronation Street	(Mon 17 Sept)	Granada	15.85
9	Live and Let Die	(Sun 30 Sept)	ITV	15.65
10	Tripper's Day	(Mon 24 Sept)	Thames	15.60
11	Fresh Fields	(Wed 19 Sept)	Thames	15.55
11=	Return To Eden	(Tue 25 Sept)	ITV	15.55
13	Minder	(Wed 5 Sept)	Thames	15.45
13=	Minder	(Wed 12 Sept)	Thames	15.45
15	Duty Free	(Thu 27 Sept)	Yorkshire	15.20
16	Fresh Fields	(Wed 26 Sept)	Thames	15.00
17	Coronation Street	(Wed 12 Sept)	Granada	14.55
18	Duty Free	(Thu 20 Sept)	Yorkshire	14.45
19	Princess Daisy	(Mon 17 Sept)	ITV	14.40
20	Coronation Street	(Wed 5 Sept)	Granada	14.10
21	Return To Eden	(Mon 24 Sept)	ITV	14.05
22	News At Ten	(Tue 25 Sept)	ITN	14.00
23	The Benny Hill Show	(Wed 19 Sept)	Thames	13.80
24	Coronation Street	(Mon 3 Sept)	Granada	13.70
24=	Lace	(Sun 9 Sept)	ITV	13.70
26	Tales Of The Unexpected	(Sun 16 Sept)	Anglia	13.50
26=	The Benny Hill Show	(Wed 26 Sept)	Thames	13.50
28	News At Ten	(Mon 24 Sept)	ITN	13.35
29	The Krypton Factor	(Mon 24 Sept)	Granada	13.30
30	Fresh Fields	(Wed 12 Sept)	Thames	13.15
30=	Duty Free	(Thu 13 Sept)	Yorkshire	13.15
32	Princess Daisy	(Sun 16 Sept)	ITV	13.00
33	Duty Free	(Thu 6 Sept)	Yorkshire	12.90
34	Return To Eden	(Sun 23 Sept)	ITV	12.85
35	The Benny Hill Show	(Wed 12 Sept)	Thames	12.80
36	Jim Davidson's Special	(Thu 6 Sept)	Thames	12.75
37	Fresh Fields	(Wed 5 Sept)	Thames	12.70
38	News (22:04)	(Sat 15 Sept)	ITN	12.50
39	Me & My Girl	(Fri 14 Sept)	LWT	12.45
39=	Paul Daniels Magic Show	(Sat 22 Sept)	BBC1	12.45
41	Play Your Cards Right	(Fri 14 Sept)	LWT	12.15
42	Play Your Cards Right	(Fri 28 Sept)	LWT	12.10
43	Crossroads	(Thu 13 Sept)	Central	12.05
43=	Crossroads	(Wed 19 Sept)	Central	12.05
45	Play Your Cards Right	(Fri 21 Sept)	LWT	12.00
46	Me & My Girl	(Fri 21 Sept)	LWT	11.90
47	Me & My Girl	(Fri 28 Sept)	LWT	11.85
48	The A-Team	(Sat 22 Sept)	ITV	11.80
48=	Crossroads	(Tue 25 Sept)	Central	11.80
50	Crossroads	(Thu 20 Sept)	Central	11.75

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