

THE MONTH'S VIEWING IN SUMMARY

OCTOBER 1984

Period 4 W/E 28TH OCTOBER 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	
	OCT Hrs : Mins	(SEPT) (Hrs : Mins)	OCT %	(SEPT) (%)
ALL TV	3 : 30	(3 : 09)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 09	(1 : 02)	32.9	(32.9)
BBC2	0 : 23	(0 : 17)	11.1	(8.9)
TOTAL BBC	1 : 32	(1 : 19)	44.0	(41.7)
ITV (Incl. TV-am)	1 : 45	(1 : 40)	49.9	(53.1)
CHANNEL 4	0 : 13	(0 : 10)	6.1	(5.1)
TOTAL ITV	1 : 58	(1 : 50)	56.0	(58.3)

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	
	OCT %	(SEPT) (%)	OCT %	(SEPT) (%)	OCT %	(SEPT) (%)	OCT %	(SEPT) (%)
LONDON	45.0	(51.1)	6.1	(4.6)	37.1	(35.5)	11.8	(8.8)
MIDLANDS (E & W)	51.3	(54.6)	5.8	(4.9)	32.3	(32.1)	10.6	(8.4)
NORTH WEST	51.4	(55.2)	5.0	(4.5)	33.2	(32.2)	10.4	(8.1)
YORKSHIRE	55.5	(58.3)	6.1	(4.6)	28.7	(29.6)	9.7	(7.5)
C. SCOTLAND	49.6	(49.5)	6.6	(5.9)	32.4	(34.9)	11.4	(9.7)
WALES & THE WEST	47.3	(51.4)	5.6	(5.2)	35.2	(34.7)	11.9	(8.7)
SOUTH & SOUTH EAST	45.4	(49.1)	4.8	(4.2)	37.2	(36.9)	12.6	(9.8)
NORTH EAST	51.6	(52.4)	6.9	(6.1)	31.5	(33.9)	10.0	(7.6)
EAST OF ENGLAND	46.0	(50.7)	4.7	(4.1)	37.8	(36.2)	11.5	(9.0)
SOUTH WEST	46.9	(49.9)	5.0	(4.1)	37.3	(36.9)	10.8	(9.1)
ULSTER	54.3	(54.9)	4.7	(4.7)	30.4	(31.5)	10.6	(8.9)
BORDER	54.0	(55.0)	5.4	(4.2)	30.3	(32.5)	10.3	(8.3)
N. SCOTLAND	48.6	(51.8)	4.5	(4.2)	36.2	(34.4)	10.7	(9.6)
NETWORK	49.9	(53.1)	6.1	(5.1)	32.9	(32.9)	11.1	(8.9)

- 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.

TOP 50 PROGRAMMES

	Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During October, the programmes with the highest Audience were:-				
1	Minder	(Wed 10th Oct)	Thames	17.50
2	Coronation Street	(Mon 8th Oct)	Granada	17.30
3	Coronation Street	(Wed 10th Oct)	Granada	17.05
4	Coronation Street	(Wed 3rd Oct)	Granada	16.85
5	Coronation Street	(Mon 15th Oct)	Granada	16.70
6	Coronation Street	(Mon 1st Oct)	Granada	16.50
7	Fresh Fields	(Wed 3rd Oct)	Thames	16.40
8	Any Which Way You Can	(Tue 9th Oct)	ITV	16.20
8=	Coronation Street (Ex. London)	(Wed 24th Oct)	Granada	16.20
10	Fresh Fields	(Wed 10th Oct)	Thames	16.05
11	Coronation Street (Ex. London)	(Mon 22nd Oct)	Granada	14.85
12	Name That Tune (Ex. Bor)	(Wed 17th Oct)	Thames	14.80
13	Duty Free	(Thu 4th Oct)	Yorkshire	14.75
14	The Benny Hill Show	(Wed 3rd Oct)	Thames	14.65
14=	Duty Free	(Thu 11th Oct)	Yorkshire	14.65
16	Tenko	(Sun 28th Oct)	BBC1	14.55
17	The Benny Hill Show	(Wed 10th Oct)	Thames	14.40
18	The Glory Boys	(Wed 3rd Oct)	Yorkshire	14.35
19	Coronation Street (Ex. London)	(Wed 17th Oct)	Granada	14.30
20	Name That Tune	(Wed 10th Oct)	Thames	14.25
20=	Tenko	(Sun 21st Oct)	BBC1	14.25
22	Just Good Friends	(Sun 28th Oct)	BBC1	14.20
23	Just Good Friends	(Sun 7th Oct)	BBC1	13.90
24	Give Us A Clue	(Tue 16th Oct)	Thames	13.85
25	3-2-1	(Sat 27th Oct)	Yorkshire	13.75
26	Tenko	(Sun 7th Oct)	BBC1	13.70
27	The A-Team	(Sat 27th Oct)	ITV	13.65
28	News At Ten	(Wed 10th Oct)	ITN	13.50
29	The A-Team	(Sat 20th Oct)	ITV	13.45
29=	Play Your Cards Right	(Fri 26th Oct)	LWT	13.45
31	Tripper's Day	(Mon 8th Oct)	Thames	13.35
32	The Gentle Touch	(Sat 27th Oct)	LWT	13.25
33	Child's Play	(Sun 28th Oct)	LWT	13.20
34	Play Your Cards Right	(Fri 19th Oct)	LWT	13.15
35	Paul Daniels Magic Show	(Sat 6th Oct)	BBC1	13.00
35=	Cannon & Ball	(Sat 13th Oct)	LWT	13.00
35=	The Krypton Factor	(Mon 15th Oct)	Granada	13.00
38	Play Your Cards Right	(Fri 5th Oct)	LWT	12.95
39	Tripper's Day	(Mon 1st Oct)	Thames	12.85
40	Crossroads	(Thu 18th Oct)	Central	12.80
40=	Cannon & Ball	(Sat 27th Oct)	LWT	12.80
40=	Punchlines	(Sat 27th Oct)	LWT	12.80
43	Crossroads	(Wed 17th Oct)	Central	12.75
44	We Love TV	(Fri 26th Oct)	LWT	12.70
45	Give Us A Clue	(Tue 9th Oct)	Thames	12.65
45=	Tripper's Day	(Mon 15th Oct)	Thames	12.65
45=	Cannon & Ball	(Sat 20th Oct)	LWT	12.65
48	Me & My Girl	(Fri 5th Oct)	LWT	12.60
48=	Duty Free (Ex. Lon,CS,SW)	(Thu 18th Oct)	Yorkshire	12.60
50	Give Us A Clue	(Tue 2nd Oct)	Thames	12.50

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Please note that the above will have been affected by the industrial dispute at Thames Television. The effects are as follows:-

1. Thames Television was off the air between 19:26 on Wednesday 17th October and 17:14 on Friday 19th October and also between 09:25 and 18:03 on Monday 22nd October. In addition, scheduled transmission hours for Thames Television were reduced in the period Tuesday 23rd October to Friday 26th October (up to 17:15) inclusive. These will have had an effect on the viewing and share of audience data for ITV and for Total TV.
2. For the duration of the industrial dispute, programmes originating from Thames Television and scheduled to be shown across the ITV network have been shown in the London region only. Programmes originating from television companies other than Thames and scheduled to be networked have been shown in all regions excluding London.

The one exception to this was the transmission of "TV Eye" at 21:30 on Thursday 25th October, which was networked by Thames Television.