

THE MONTH'S VIEWING IN SUMMARY

NOVEMBER 1984

Period 5 W/E 2ND DECEMBER 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	
	NOV Hrs : Mins	(OCT) (Hrs : Mins)	NOV %	(OCT) (%)
ALL TV	3 : 51	(3 : 30)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 21	(1 : 09)	35.2	(32.9)
BBC2	0 : 22	(0 : 23)	9.6	(11.1)
TOTAL BBC	1 : 43	(1 : 32)	44.7	(44.0)
ITV (Incl. TV-am)	1 : 53	(1 : 45)	48.8	(49.9)
CHANNEL 4	0 : 15	(0 : 13)	6.5	(6.1)
TOTAL ITV	2 : 08	(1 : 58)	55.3	(56.0)

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	
	NOV %	(OCT) (%)	NOV %	(OCT) (%)	NOV %	(OCT) (%)	NOV %	(OCT) (%)
LONDON	45.0	(45.0)	6.1	(6.1)	39.0	(37.1)	9.9	(11.8)
MIDLANDS (E & W)	49.2	(51.3)	5.9	(5.8)	35.3	(32.3)	9.6	(10.6)
NORTH WEST	48.8	(51.4)	6.2	(5.0)	35.1	(33.2)	9.9	(10.4)
YORKSHIRE	53.2	(55.5)	6.0	(6.1)	32.2	(28.7)	8.6	(9.7)
C. SCOTLAND	46.0	(49.6)	7.1	(6.6)	36.2	(32.4)	10.6	(11.4)
WALES & THE WEST	45.0	(47.3)	5.8	(5.6)	38.6	(35.2)	10.5	(11.9)
SOUTH & SOUTH EAST	44.1	(45.4)	5.1	(4.8)	40.2	(37.2)	10.6	(12.6)
NORTH EAST	48.2	(51.6)	7.9	(6.9)	35.2	(31.5)	8.6	(10.0)
EAST OF ENGLAND	44.2	(46.0)	4.7	(4.7)	41.2	(37.8)	9.9	(11.5)
SOUTH WEST	43.1	(46.9)	4.8	(5.0)	42.2	(37.3)	9.9	(10.8)
ULSTER	51.3	(54.3)	5.5	(4.7)	33.6	(30.4)	9.5	(10.6)
BORDER	49.7	(54.0)	6.0	(5.4)	34.7	(30.3)	9.6	(10.3)
N. SCOTLAND	47.1	(48.6)	5.6	(4.5)	37.0	(36.2)	10.3	(10.7)
NETWORK	48.8	(49.9)	6.5	(6.1)	35.2	(32.9)	9.6	(11.1)

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)
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During November, the programmes with the highest Audience were:-

1	Royal Variety Performance	(Sun 25th Nov)	BBC1	20.55
2	Coronation Street	(Wed 14th Nov)	Granada	20.45
3	Coronation Street	(Wed 28th Nov)	Granada	20.25
4	Coronation Street	(Wed 21st Nov)	Granada	20.20
5	Coronation Street	(Wed 7th Nov)	Granada	19.20
6	Coronation Street	(Mon 19th Nov)	Granada	19.15
7	Coronation Street	(Mon 12th Nov)	Granada	18.95
8	Coronation Street	(Mon 26th Nov)	Granada	18.85
9	Miss World 1984	(Thu 15th Nov)	ITV	17.10
10	Coronation Street	(Mon 5th Nov)	Granada	16.15
11	Give Us A Clue	(Tue 13th Nov)	Thames	16.05
12	Give Us A Clue	(Tue 20th Nov)	Thames	15.90
13	Name That Tune	(Wed 21st Nov)	Thames	15.80
14	Coronation Street (Ex. Lon)	(Mon 29th Oct)	Granada	15.65
15	Give Us A Clue	(Tue 6th Nov)	Thames	15.60
16	Hi-De-Hi	(Sat 17th Nov)	BBC1	15.55
17	Name That Tune	(Wed 14th Nov)	Thames	15.50
18	Tenko	(Sun 11th Nov)	BBC1	15.35
18=	Just Good Friends	(Sun 18th Nov)	BBC1	15.35
18=	Hi-De-Hi	(Sat 24th Nov)	BBC1	15.35
21	Name That Tune	(Wed 28th Nov)	Thames	15.30
22	Just Good Friends	(Sun 11th Nov)	BBC1	15.15
23	Hi-De-Hi	(Sat 1st Dec)	BBC1	15.05
24	Tenko	(Sun 18th Nov)	BBC1	14.95
24=	Tenko	(Sun 2nd Dec)	BBC1	14.95
26	Tenko	(Sun 4th Nov)	BBC1	14.75
27	Name That Tune	(Wed 7th Nov)	Thames	14.70
28	Dallas	(Wed 7th Nov)	BBC1	14.65
29	Hi-De-Hi	(Sat 10th Nov)	BBC1	14.60
29=	Crossroads	(Wed 21st Nov)	Central	14.60
29=	Six of The Best	(Fri 23rd Nov)	BBC1	14.60
32	Play Your Cards Right	(Fri 9th Nov)	LWT	14.55
32=	The A-Team	(Sat 24th Nov)	ITV	14.55
34	Coronation Street (Ex. Lon)	(Wed 31st Nov)	Granada	14.50
35	Crossroads	(Wed 7th Nov)	Central	14.45
35=	Ch'ship Snooker (20:37)	(Sun 2nd Dec)	BBC1	14.45
37	Crossroads	(Wed 14th Nov)	Central	14.40
37=	Play Your Cards Right	(Fri 16th Nov)	LWT	14.40
37=	Surprise Surprise	(Sun 18th Nov)	LWT	14.40
40	Play Your Cards Right	(Fri 30th Nov)	LWT	14.35
41	Surprise Surprise	(Sun 2nd Dec)	LWT	14.30
42	Crossroads	(Tue 20th Nov)	Central	14.15
42=	Juliet Bravo	(Sat 24th Nov)	BBC1	14.15
42=	Crossroads	(Wed 28th Nov)	Central	14.15
45	Play Your Cards Right	(Fri 2nd Nov)	LWT	14.10
45=	Hi-De-Hi	(Sat 3rd Nov)	BBC1	14.10
45=	Crossroads	(Thu 15th Nov)	Central	14.10
45=	Children In Need (21:29)	(Fri 23rd Nov)	BBC1	14.10
45=	The Gentle Touch	(Sat 24th Nov)	LWT	14.10
50	Clive James On Television	(Sun 18th Nov)	LWT	14.00

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