

## THE MONTH'S VIEWING IN SUMMARY

JANUARY 1985

Period 5 W/E 3RD FEBRUARY 1985

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 |         |
|---------------------------|--------------------------------|--------------|------------------------|---------|
|                           | JAN                            | (DEC)        | JAN                    | (DEC)   |
|                           | Hrs : Mins                     | (Hrs : Mins) | %                      | (%)     |
| ALL TV                    | 4 : 28                         | (4 : 23)     | 100.0                  | (100.0) |
| BBC1 (incl. Brkfast Time) | 1 : 27                         | (1 : 34)     | 32.6                   | (35.7)  |
| BBC2                      | 0 : 25                         | (0 : 22)     | 9.5                    | (8.6)   |
| TOTAL BBC                 | 1 : 52                         | (1 : 56)     | 42.1                   | (44.3)  |
| ITV (Incl. TV-am)         | 2 : 11                         | (2 : 06)     | 49.3                   | (48.1)  |
| CHANNEL 4 / S4C           | 0 : 23                         | (0 : 19)     | 8.6                    | (7.6)   |
| TOTAL ITV                 | 2 : 34                         | (2 : 26)     | 57.9                   | (55.7)  |

#### 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 percentage 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 / S4C |       | BBC1 |        | BBC2 |       |
|--------------------|------|--------|-----------------|-------|------|--------|------|-------|
|                    | JAN  | (DEC)  | JAN             | (DEC) | JAN  | (DEC)  | JAN  | (DEC) |
|                    | %    | (%)    | %               | (%)   | %    | (%)    | %    | (%)   |
| LONDON             | 46.7 | (45.1) | 8.9             | (7.4) | 34.8 | (38.7) | 9.5  | (8.7) |
| MIDLANDS (E & W)   | 50.8 | (50.2) | 8.0             | (7.7) | 31.4 | (34.0) | 9.7  | (8.1) |
| NORTH WEST         | 49.2 | (47.6) | 9.0             | (7.6) | 32.4 | (36.2) | 9.3  | (8.6) |
| YORKSHIRE          | 51.6 | (52.0) | 8.5             | (7.2) | 31.0 | (32.5) | 8.9  | (8.2) |
| C. SCOTLAND        | 46.9 | (46.4) | 8.8             | (7.7) | 34.2 | (36.6) | 10.1 | (9.3) |
| WALES & THE WEST   | 48.2 | (47.5) | 8.9             | (6.7) | 33.1 | (36.9) | 9.8  | (8.9) |
| SOUTH & SOUTH EAST | 46.6 | (45.7) | 8.4             | (6.9) | 35.2 | (38.4) | 9.8  | (9.0) |
| NORTH EAST         | 48.3 | (48.4) | 9.8             | (9.2) | 32.9 | (34.4) | 9.0  | (8.0) |
| EAST OF ENGLAND    | 49.4 | (47.4) | 8.1             | (6.3) | 32.8 | (37.8) | 9.7  | (8.5) |
| SOUTH WEST         | 44.8 | (44.2) | 7.9             | (6.6) | 38.0 | (40.8) | 9.3  | (8.4) |
| ULSTER             | 47.3 | (48.2) | 7.8             | (6.4) | 34.4 | (35.8) | 10.5 | (9.6) |
| BORDER             | 48.2 | (49.0) | 9.2             | (7.0) | 33.5 | (35.6) | 9.0  | (8.3) |
| N. SCOTLAND        | 47.3 | (45.6) | 7.3             | (6.3) | 36.2 | (39.3) | 9.2  | (8.8) |
| NETWORK            | 49.3 | (48.1) | 8.6             | (7.6) | 32.6 | (35.7) | 9.5  | (8.6) |

- 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 viewing to the individual ITV Channel and to the BBC regional transmitter(s) covering that ITV region.
2. The figures in brackets refer to the previous month.

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TOP 50 PROGRAMMES

| Programme Title | Day & Date | Originating<br>Programme<br>Company | Individuals<br>Viewing<br>(millions) |
|-----------------|------------|-------------------------------------|--------------------------------------|
|-----------------|------------|-------------------------------------|--------------------------------------|

During January, the programmes with the highest Audience were:-

|     |                                    |                |           |       |
|-----|------------------------------------|----------------|-----------|-------|
| 1   | Coronation Street                  | (Wed 2nd Jan)  | Granada   | 21.40 |
| 2   | Coronation Street                  | (Wed 9th Jan)  | Granada   | 20.60 |
| 2=  | Coronation Street                  | (Wed 16th Jan) | Granada   | 20.60 |
| 4   | Coronation Street                  | (Mon 21st Jan) | Granada   | 20.20 |
| 5   | Coronation Street                  | (Mon 14th Jan) | Granada   | 20.15 |
| 6   | Coronation Street                  | (Mon 7th Jan)  | Granada   | 20.10 |
| 7   | Coronation Street                  | (Wed 23rd Jan) | Granada   | 19.55 |
| 8   | Coronation Street                  | (Mon 28th Jan) | Granada   | 19.30 |
| 9   | Wish You Were Here                 | (Wed 2nd Jan)  | Thames    | 18.95 |
| 10  | Coronation Street                  | (Wed 30th Jan) | Granada   | 18.85 |
| 11  | It'll Be Alright On The<br>Night 4 | (Fri 11th Jan) | LWT       | 18.55 |
| 12  | Superman II                        | (Fri 4th Jan)  | ITV       | 17.60 |
| 12= | Wish You Were Here                 | (Wed 9th Jan)  | Thames    | 17.60 |
| 14  | Wish You Were Here                 | (Wed 16th Jan) | Thames    | 17.55 |
| 15  | Dr. No                             | (Tue 1st Jan)  | ITV       | 17.50 |
| 16  | Game For A Laugh                   | (Sun 20th Jan) | LWT       | 17.45 |
| 17  | Game For A Laugh                   | (Sun 27th Jan) | LWT       | 17.15 |
| 18  | That's Life                        | (Sun 20th Jan) | BBC1      | 16.85 |
| 19  | The Practice                       | (Fri 18th Jan) | Granada   | 16.80 |
| 19= | That's Life                        | (Sun 27th Jan) | BBC1      | 16.80 |
| 21  | Name That Tune                     | (Tue 15th Jan) | Thames    | 16.75 |
| 22  | Name That Tune                     | (Tue 8th Jan)  | Thames    | 16.70 |
| 22= | Bullseye                           | (Sun 20th Jan) | Central   | 16.70 |
| 24  | Crossroads                         | (Thu 17th Jan) | Central   | 16.65 |
| 25  | Wish You Were Here                 | (Wed 23rd Jan) | Thames    | 16.60 |
| 26  | Crossroads                         | (Tue 15th Jan) | Central   | 16.25 |
| 27  | This Is Your Life                  | (Wed 16th Jan) | Thames    | 16.15 |
| 27= | Family Fortunes                    | (Fri 18th Jan) | Central   | 16.15 |
| 29  | Dempsey And Makepeace              | (Fri 18th Jan) | LWT       | 16.05 |
| 29= | Coronation Street                  | (Mon 31st Dec) | Granada   | 16.05 |
| 31  | Emmerdale Farm                     | (Tue 15th Jan) | Yorkshire | 16.00 |
| 32  | Crossroads                         | (Wed 23rd Jan) | Central   | 15.95 |
| 32= | Bullseye                           | (Sun 27th Jan) | Central   | 15.95 |
| 34  | Crossroads                         | (Wed 2nd Jan)  | Central   | 15.90 |
| 34= | Crossroads                         | (Thu 10th Jan) | Central   | 15.90 |
| 34= | You'll Never See Me Again          | (Sun 13th Jan) | ITV       | 15.90 |
| 34= | Emmerdale Farm                     | (Thu 17th Jan) | Yorkshire | 15.90 |
| 38  | Last Of The Summer Wine            | (Sun 27th Jan) | BBC1      | 15.80 |
| 39  | Emmerdale Farm                     | (Tue 8th Jan)  | Yorkshire | 15.75 |
| 39= | Crossroads                         | (Tue 8th Jan)  | Central   | 15.75 |
| 41  | That's Life                        | (Sun 13th Jan) | BBC1      | 15.70 |
| 42  | News At 5:45                       | (Tue 15th Jan) | ITN       | 15.65 |
| 42= | Crossroads                         | (Tue 22nd Jan) | Central   | 15.65 |
| 42= | Crossroads                         | (Thu 24th Jan) | Central   | 15.65 |
| 45  | Dempsey And Makepeace              | (Fri 11th Jan) | LWT       | 15.60 |
| 45= | Full House                         | (Mon 28th Jan) | Thames    | 15.60 |
| 45= | That's Life                        | (Sun 3rd Feb)  | BBC1      | 15.60 |
| 48  | Name That Tune                     | (Tue 29th Jan) | Thames    | 15.55 |
| 49  | Crossroads                         | (Thu 31st Jan) | Central   | 15.50 |
| 50  | Full House                         | (Mon 7th Jan)  | Thames    | 15.45 |

Issued on 14th February 1985

N.B. Individuals Viewing (millions) is the average of the audience size over the duration of the programme.

THE WEEK'S VIEWING IN SUMMARY

W/E 6TH JANUARY 1985

Please note that the data for BBC1 Breakfast Time Reach (Mon-Fri) for the above week was incorrect.

Please find enclosed a corrected version. Please destroy your original copy.

AGB apologises for any inconvenience caused.

