

THE MONTH'S VIEWING IN SUMMARY

FEBRUARY 1985

Period 4 W/E 3RD MARCH 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	
	FEB Hrs : Mins	(JAN) (Hrs : Mins)	FEB %	(JAN) (%)
ALL TV	4 : 10	(4 : 28)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 29	(1 : 27)	35.5	(32.6)
BBC2	0 : 23	(0 : 25)	9.1	(9.5)
TOTAL BBC	1 : 52	(1 : 52)	44.6	(42.1)
ITV (Incl. TV-am)	1 : 59	(2 : 11)	47.7	(49.3)
CHANNEL 4 / S4C	0 : 19	(0 : 23)	7.7	(8.6)
TOTAL ITV	2 : 19	(2 : 34)	55.4	(57.9)

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 / S4C		BBC1		BBC2	
	FEB %	(JAN) (%)	FEB %	(JAN) (%)	FEB %	(JAN) (%)	FEB %	(JAN) (%)
LONDON	45.2	(46.7)	7.9	(8.9)	37.8	(34.8)	9.1	(9.5)
MIDLANDS (E & W)	48.3	(50.8)	7.7	(8.0)	34.9	(31.4)	9.1	(9.7)
NORTH WEST	47.8	(49.2)	7.9	(9.0)	35.3	(32.4)	9.1	(9.3)
YORKSHIRE	50.6	(51.6)	7.5	(8.5)	33.6	(31.0)	8.4	(8.9)
C. SCOTLAND	45.5	(46.9)	8.6	(8.8)	35.8	(34.2)	10.0	(10.1)
WALES & THE WEST	46.6	(48.2)	7.3	(8.9)	36.2	(33.1)	9.9	(9.8)
SOUTH & SOUTH EAST	45.2	(46.6)	6.7	(8.4)	38.6	(35.2)	9.5	(9.8)
NORTH EAST	47.1	(48.3)	9.4	(9.8)	35.4	(32.9)	8.1	(9.0)
EAST OF ENGLAND	48.5	(49.4)	6.6	(8.1)	35.4	(32.8)	9.4	(9.7)
SOUTH WEST	41.6	(44.8)	7.1	(7.9)	42.2	(38.0)	9.1	(9.3)
ULSTER	47.2	(47.3)	7.3	(7.8)	35.7	(34.4)	9.9	(10.5)
BORDER	46.8	(48.2)	7.7	(9.2)	36.3	(33.5)	9.2	(9.0)
N. SCOTLAND	47.0	(47.3)	6.6	(7.3)	37.8	(36.2)	8.6	(9.2)
NETWORK	47.7	(49.3)	7.7	(8.6)	35.5	(32.6)	9.1	(9.5)

- 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.

TOP 50 PROGRAMMES

4 weeks ending 3.3.

Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During February, the programmes with the highest Audience were:-			

1	Coronation Street	(Mon 11th Feb)	Granada	19.55
2	Coronation Street	(Wed 6th Feb)	Granada	18.95
3	Last of The Summer Wine	(Sun 10th Feb)	BBC1	18.80
4	Coronation Street	(Mon 4th Feb)	Granada	18.70
5	That's Life	(Sun 17th Feb)	BBC1	18.35
5=	Coronation Street	(Mon 18th Feb)	Granada	18.35
7	Coronation Street	(Wed 20th Feb)	Granada	18.25
8	Coronation Street	(Mon 25th Feb)	Granada	18.05
9	The Two Ronnies	(Wed 20th Feb)	BBC1	17.90
10	Coronation Street	(Wed 13th Feb)	Granada	17.65
11	Last of The Summer Wine	(Sun 17th Feb)	BBC1	17.55
12	Eastenders	(Tue 19th Feb)	BBC1	17.35
12	Last of The Summer Wine	(Sun 24th Feb)	BBC1	16.85
14	Last of The Summer Wine	(Sun 3rd Mar)	BBC1	16.75
15	Coronation Street	(Wed 27th Feb)	Granada	16.55
16	That's Life	(Sun 10th Feb)	BBC1	16.50
17	Game For A Laugh	(Sun 10th Feb)	LWT	16.10
17=	The Two Ronnies	(Wed 13th Feb)	BBC1	16.10
19	Full House	(Mon 11th Feb)	Thames	15.95
20	Wish You Were Here	(Wed 6th Feb)	Thames	15.65
20=	Wish You Were Here	(Wed 13th Feb)	Thames	15.65
22	Bullseye	(Sun 10th Feb)	Central	15.50
23	Crossroads	(Tue 12th Feb)	Central	15.35
23=	Miss Marple: A Murder Is Announced	(Fri 1st Mar)	BBC1	15.35
25	Family Fortunes	(Fri 15th Feb)	Central	15.30
26	Crossroads	(Thu 7th Feb)	Central	15.20
27	Only Fools And Horses	(Thu 21st Feb)	BBC1	15.15
27=	The Laughter Show	(Sat 2nd Mar)	BBC1	15.15
29	Crossroads	(Thu 14th Feb)	Central	15.05
30	Crossroads	(Tue 5th Feb)	Central	15.00
31	Name That Tune	(Tue 12th Feb)	Thames	14.90
31=	Crossroads	(Thu 21st Feb)	Central	14.90
31=	Only Fools And Horses	(Thu 28th Feb)	BBC1	14.90
34	Emmerdale Farm	(Tue 12th Feb)	Yorkshire	14.85
34=	Dirty Harry	(Mon 18th Feb)	BBC1	14.85
36	Emmerdale Farm	(Tue 5th Feb)	Yorkshire	14.80
36=	Crossroads	(Thu 28th Feb)	Central	14.80
38	Name That Tune	(Tue 5th Feb)	Thames	14.75
38=	Dempsey And Makepeace	(Fri 15th Feb)	LWT	14.75
40	The Laughter Show	(Sat 16th Feb)	BBC1	14.70
40=	Family Fortunes	(Fri 22nd Feb)	Central	14.70
40=	That's Life	(Sun 24th Feb)	BBC1	14.70
43	Name That Tune	(Tue 19th Feb)	Thames	14.55
44	Family Fortunes	(Fri 8th Feb)	Central	14.50
44=	Are You Being Served?	(Mon 18th Feb)	BBC1	14.50
46	Crossroads	(Wed 13th Feb)	Central	14.45
46=	Me And My Girl	(Fri 15th Feb)	LWT	14.45
46=	Eastenders	(Thu 21st Feb)	BBC1	14.45
46=	Miss Marple: A Murder Is Announced	(Sat 2nd Mar)	BBC1	14.45
50	Crossroads	(Tue 19th Feb)	Central	14.40
50=	Crossroads	(Tue 26th Feb)	Central	14.40

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