

THE MONTH'S VIEWING IN SUMMARY

APRIL 1985

Period 4 W/E 28TH APRIL 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	
	APR		APR	
	Hrs : Mins	(MAR)	%	(%)
ALL TV	3 : 56	(3 : 55)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 18	(1 : 27)	32.9	(37.1)
BBC2	0 : 38	(0 : 22)	16.0	(9.4)
TOTAL BBC	1 : 55	(1 : 49)	49.0	(46.5)
ITV (Incl. TV-am)	1 : 47	(1 : 50)	45.4	(46.6)
CHANNEL 4 / S4C	0 : 13	(0 : 16)	5.6	(6.9)
TOTAL ITV	2 : 00	(2 : 06)	51.0	(53.5)

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	
	APR	(MAR)	APR	(MAR)	APR	(MAR)	APR	(MAR)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	43.2	(43.6)	5.8	(6.8)	34.7	(39.8)	16.3	(9.7)
MIDLANDS (E & W)	46.9	(47.7)	5.7	(6.6)	32.0	(36.0)	15.4	(9.6)
NORTH WEST	46.6	(47.2)	5.7	(7.1)	32.0	(36.0)	15.8	(9.7)
YORKSHIRE	46.7	(50.2)	5.5	(6.4)	30.6	(34.7)	17.2	(8.7)
C. SCOTLAND	42.8	(45.6)	6.5	(7.4)	34.0	(37.2)	16.8	(9.7)
WALES & THE WEST	45.1	(46.4)	5.3	(6.2)	32.7	(37.3)	16.9	(10.1)
SOUTH & SOUTH EAST	44.1	(45.6)	5.0	(5.9)	34.1	(39.3)	16.8	(9.2)
NORTH EAST	45.4	(45.5)	6.9	(8.9)	32.0	(37.0)	15.7	(8.6)
EAST OF ENGLAND	45.0	(47.0)	4.8	(5.6)	34.6	(38.2)	15.6	(9.2)
SOUTH WEST	39.3	(41.2)	5.7	(6.2)	39.1	(44.0)	15.9	(8.7)
ULSTER	43.7	(47.3)	4.8	(5.9)	34.1	(36.6)	17.4	(10.2)
BORDER	44.0	(47.0)	5.5	(7.1)	34.4	(36.9)	16.1	(8.9)
NORTH SCOTLAND	44.4	(46.5)	5.0	(5.9)	35.5	(39.1)	15.1	(8.6)
NETWORK	45.4	(46.6)	5.6	(6.9)	32.9	(37.1)	16.0	(9.4)

- 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 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

Programme Title

Day & Date

Originating
Programme
CompanyIndividuals
Viewing
(millions)

4 weeks ending 28.4

During April, the programmes with the highest Audiences were :-

1	Coronation Street	(Wed 10th Apr)	Granada	18.85
2	Coronation Street	(Mon 1st Apr)	Granada	18.30
3	Coronation Street	(Wed 3rd Apr)	Granada	17.75
4	Coronation Street	(Mon 15th Apr)	Granada	17.50
5	Goldfinger	(Sun 21st Apr)	ITV	17.05
6	Coronation Street	(Mon 8th Apr)	Granada	16.70
7	David Frost/Guinness Book of Records	(Sat 13th Apr /Sat 20th Apr)	ITV	16.40
8	Coronation Street	(Wed 17th Apr)	Granada	16.25
9	Coronation Street	(Wed 24th Apr)	Granada	16.15
10	Coronation Street	(Mon 22nd Apr)	Granada	15.65
11	Celebrity	(Sun 14th Apr)	ITV	15.30
12	This is Your Life	(Wed 10th Apr)	Thames	14.95
13	Last of the Summer Wine	(Sun 7th Apr)	BBC1	14.55
14	The Cannonball Run	(Mon 8th Apr)	BBC1	14.45
14=	Crossroads	(Thu 11th Apr)	Central	14.45
16	World Snooker Final	(Sun 28th Apr)	BBC2	14.40
16=	Last of the Summer Wine	(Sun 14th Apr)	BBC1	14.40
18	Crossroads	(Tue 9th Apr)	Central	14.25
19	Crossroads	(Tue 2nd Apr)	Central	14.15
19=	Dallas	(Wed 3rd Apr)	BBC1	14.15
19=	Only Fools and Horses	(Thu 4th Apr)	BBC1	14.15
22	Blazing Saddles	(Sat 6th Apr)	BBC1	14.10
22=	Minder	(Thu 11th Apr)	Thames	14.10
24	News at Ten	(Mon 15th Apr)	ITN	13.85
25	Emmerdale Farm	(Thu 4th Apr)	Yorkshire	13.80
25=	Busman's Holiday	(Tue 9th Apr)	Granada	13.80
27	Dallas	(Wed 10th Apr)	BBC1	13.75
27=	Widows	(Wed 10th Apr)	Thames	13.75
29	Up the Elephant and Round the Castle	(Tue 9th Apr)	Thames	13.65
29=	The Price is Right	(Sat 13th Apr)	Central	13.65
31	Emmerdale Farm	(Tue 2nd Apr)	Yorkshire	13.55
32	Emmerdale Farm	(Tue 9th Apr)	Yorkshire	13.50
32=	Crossroads	(Wed 10th Apr)	Central	13.50
32=	The Kenny Everett Television Show	(Sat 13th Apr)	BBC1	13.50
32=	Minder	(Thu 25th Apr)	Thames	13.50
36	C.A.T.S. Eyes	(Fri 12th Apr)	TVS	13.45
36=	Crossroads	(Tue 16th Apr)	Central	13.45
38	Emmerdale Farm	(Tue 16th Apr)	Yorkshire	13.40
39	Widows	(Wed 3rd Apr)	Thames	13.35
39=	Emmerdale Farm	(Tue 23rd Apr)	Yorkshire	13.35
41	The Kenny Everett Television Show	(Sat 20th Apr)	BBC1	13.25
42	Minder	(Thu 4th Apr)	Thames	13.15
42=	The Best of Cannon & Ball	(Sun 7th Apr)	LWT	13.15
42=	Eastenders	(Thu 11th Apr)	BBC1	13.15
42=	Emmerdale Farm (Excl CS, E, NS)	(Thu 11th Apr)	Yorkshire	13.15
42=	Crossroads	(Tue 23rd Apr)	Central	13.15
47	Are You Being Served?	(Mon 1st Apr)	BBC1	13.10
47=	Emmerdale Farm	(Thu 18th Apr)	Yorkshire	13.10
47=	The Price is Right	(Sat 20th Apr)	Central	13.10
50	Bird Brain of Britain	(Sun 7th Apr)	BBC1	13.05

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