

THE MONTH'S VIEWING IN SUMMARY

MAY 1985

Period

5 W/E 2ND JUNE 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	
	MAY	(APR)	MAY	(APR)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 26	(3 : 56)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 13	(1 : 18)	35.4	(32.9)
BBC2	0 : 17	(0 : 38)	8.5	(16.0)
TOTAL BBC	1 : 30	(1 : 55)	43.8	(49.0)
ITV (Incl. TV-am)	1 : 41	(1 : 47)	49.0	(45.4)
CHANNEL 4 / S4C	0 : 15	(0 : 13)	7.2	(5.6)
TOTAL ITV	1 : 56	(2 : 00)	56.2	(51.0)

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	
	MAY	(APR)	MAY	(APR)	MAY	(APR)	MAY	(APR)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	47.0	(43.2)	6.7	(5.8)	38.0	(34.7)	8.3	(16.3)
MIDLANDS (E & W)	50.6	(46.9)	7.2	(5.7)	34.0	(32.0)	8.3	(15.4)
NORTH WEST	49.5	(46.6)	6.8	(5.7)	35.2	(32.0)	8.5	(15.8)
YORKSHIRE	52.6	(46.7)	6.3	(5.5)	32.7	(30.6)	8.4	(17.2)
C. SCOTLAND	46.6	(42.8)	7.6	(6.5)	37.3	(34.0)	8.5	(16.8)
WALES & THE WEST	49.6	(45.1)	6.2	(5.3)	35.2	(32.7)	9.0	(16.9)
SOUTH & SOUTH EAST	47.4	(44.1)	6.2	(5.0)	37.7	(34.1)	8.7	(16.8)
NORTH EAST	49.7	(45.4)	7.9	(6.9)	35.3	(32.0)	7.1	(15.7)
EAST OF ENGLAND	48.4	(45.0)	5.8	(4.8)	37.3	(34.6)	8.4	(15.6)
SOUTH WEST	44.9	(39.3)	7.0	(5.7)	40.0	(39.1)	8.1	(15.9)
ULSTER	47.7	(43.7)	6.3	(4.8)	38.1	(34.1)	8.0	(17.4)
BORDER	49.9	(44.0)	6.3	(5.5)	35.8	(34.4)	7.9	(16.1)
NORTH SCOTLAND	49.3	(44.4)	5.7	(5.0)	37.2	(35.5)	7.9	(15.1)
NETWORK	49.0	(45.4)	7.2	(5.6)	35.4	(32.9)	8.5	(16.0)

- 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

5 weeks ending 2.6

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

1	Coronation Street	(Wed 1st May)	Granada	17.40
2	Coronation Street	(Mon 29th Apr)	Granada	16.55
3	Coronation Street	(Wed 22nd May)	Granada	16.30
4	Coronation Street	(Mon 13th May)	Granada	16.15
5	Coronation Street	(Mon 20th May)	Granada	16.10
6	Coronation Street	(Wed 8th May)	Granada	15.90
7	Coronation Street	(Mon 6th May)	Granada	15.75
7=	Coronation Street	(Wed 15th May)	Granada	15.75
9	Coronation Street	(Mon 27th May)	Granada	15.45
10	News (21:00)	(Mon 27th May)	ITN	15.00
11	A Royal Celebration... Forty Years of Peace	(Sun 5th May)	LWT	14.75
12	European Cup Final 1985	(Wed 29th May)	BBC1	14.60
13	Crossroads	(Tue 14th May)	Central	14.20
14	Emmerdale Farm	(Tue 14th May)	Yorkshire	14.15
15	Minder	(Thu 2nd May)	Thames	14.05
16	Eurovision Song Contest 1985	(Sat 4th May)	BBC1	13.85
17	Emmerdale Farm	(Tue 30th Apr)	Yorkshire	13.70
18	Three Up, Two Down	(Mon 20th May)	BBC1	13.60
19	Crossroads	(Tue 30th Apr)	Central	13.55
19=	Crossroads	(Wed 8th May)	Central	13.55
21	News and Sport (21:55)	(Sat 11th May)	BBC1	13.45
21=	Emmerdale Farm	(Tue 21st May)	Yorkshire	13.45
23	Crossroads	(Wed 1st May)	Central	13.40
23=	Crossroads	(Tue 21st May)	Central	13.40
25	Emmerdale Farm	(Thu 2nd May)	Yorkshire	13.35
26	Alligator	(Mon 27th May)	ITV	13.30
27	Main News (22:29)	(Wed 29th May)	BBC1	13.25
28	Widows	(Wed 8th May)	Thames	13.15
29	Three Up, Two Down	(Mon 29th Apr)	BBC1	13.10
29=	Dallas	(Wed 1st May)	BBC1	13.10
29=	Busman's Holiday	(Tue 14th May)	Granada	13.10
32	Busman's Holiday	(Tue 30th Apr)	Granada	13.05
32=	Widows	(Wed 1st May)	Thames	13.05
32=	Hawk the Slayer	(Mon 6th May)	ITV	13.05
32=	Three Up, Two down	(Mon 13th May)	BBC1	13.05
36	Crossroads	(Thu 2nd May)	Central	12.95
37	The Benny Hill Show	(Mon 27th May)	Thames	12.90
38	Emmerdale Farm	(Tue 7th May)	Yorkshire	12.85
38=	Crossroads	(Wed 22nd May)	Central	12.85
40	News at 5:45	(Mon 13th May)	ITN	12.80
41	Minder	(Thu 9th May)	Thames	12.75
42	News (22:04)	(Sun 2nd Jun)	BBC1	12.70
43	Crossroads	(Tue 7th May)	Central	12.60
44	Eastenders	(Tue 7th May)	BBC1	12.55
44=	European Cup Winners Cup Final 1985	(Wed 15th May)	ITV	12.55
44=	Crossroads	(Thu 23rd May)	Central	12.55
47	Eastenders	(Tue 14th May)	BBC1	12.50
47=	Murder She Wrote	(Sun 19th May)	ITV	12.50
49	News at Ten	(Mon 29th Apr)	ITN	12.45
49=	Eastenders	(Thu 9th May)	BBC1	12.45
49=	News at 5:45	(Tue 14th May)	ITN	12.45
49=	Emmerdale Farm	(Thu 16th May)	Yorkshire	12.45
49=	That's Life	(Sun 19th May)	BBC1	12.45

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