

THE MONTH'S VIEWING IN SUMMARY

JULY 1985

Period

4 W/E 28th JULY 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	
	JULY Hrs : Mins	(JUNE) (Hrs : Mins)	JULY %	(JUNE) (%)
ALL TV	3 : 21	(3 : 29)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 07	(1 : 12)	33.3	(34.6)
BBC2	0 : 30	(0 : 26)	14.7	(12.4)
TOTAL BBC	1 : 37	(1 : 38)	48.1	(47.0)
ITV (incl. TV-am)	1 : 30	(1 : 36)	44.6	(46.1)
CHANNEL 4 / S4C	0 : 15	(0 : 14)	7.4	(6.9)
TOTAL ITV	1 : 45	(1 : 51)	51.9	(53.0)

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	
	JULY %	(JUNE) (%)	JULY %	(JUNE) (%)	JULY %	(JUNE) (%)	JULY %	(JUNE) (%)
LONDON	41.3	(43.7)	7.1	(6.1)	35.9	(37.1)	15.7	(13.1)
MIDLANDS (E & W)	45.4	(46.8)	7.1	(6.9)	31.5	(33.7)	16.0	(12.5)
NORTH WEST	47.0	(48.7)	6.8	(6.7)	32.0	(32.5)	14.2	(12.0)
YORKSHIRE	49.3	(50.5)	7.0	(6.3)	30.2	(31.9)	13.4	(11.4)
C. SCOTLAND	42.5	(43.5)	8.1	(8.0)	34.9	(36.1)	14.5	(12.3)
WALES & THE WEST	43.7	(45.0)	7.1	(6.1)	34.1	(35.8)	15.2	(13.1)
SOUTH & SOUTH EAST	42.0	(43.8)	5.8	(5.3)	36.4	(37.1)	15.8	(13.8)
NORTH EAST	43.2	(45.6)	8.2	(7.9)	35.0	(35.4)	13.6	(11.1)
EAST OF ENGLAND	44.5	(45.5)	6.0	(5.2)	34.7	(37.0)	14.8	(12.3)
SOUTH WEST	43.2	(42.0)	6.3	(5.8)	36.9	(40.2)	13.6	(12.0)
ULSTER	44.0	(45.8)	6.8	(6.8)	35.5	(36.5)	13.7	(10.9)
BORDER	46.3	(46.9)	6.5	(6.4)	32.7	(35.0)	14.4	(11.7)
NORTH SCOTLAND	42.2	(46.0)	6.6	(7.0)	36.1	(35.6)	15.1	(11.4)
NETWORK	44.6	(46.1)	7.4	(6.9)	33.3	(34.6)	14.7	(12.4)

- 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.

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TOP 50 PROGRAMMES

Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
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4 weeks ending 28.7.

During July, the programmes with the highest Audiences were:

1	Coronation Street	(Mon 22 July)	Granada	16.85
2	Coronation Street	(Mon 15 July)	Granada	16.40
3	Coronation Street	(Wed 10 July)	Granada	15.10
4	News and Weather (20:51)	(Sun 07 July)	BBC1	15.05
5	Dallas	(Wed 17 July)	BBC1	14.95
6	Coronation Street	(Wed 24 July)	Granada	14.90
7	Coronation Street	(Mon 08 July)	Granada	14.65
8	Coronation Street	(Wed 03 July)	Granada	14.55
9	Coronation Street	(Mon 01 July)	Granada	13.95
10	A Royal Gala Performance	(Sun 07 July)	BBC1	13.70
11	Crossroads	(Wed 17 July)	Central	13.25
12	Crimewatch UK	(Thu 11 July)	BBC1	13.05
13	Coronation Street	(Wed 17 July)	Granada	12.80
14	Eastenders	(Thu 25 July/ Sun 28 July)	BBC1	12.30
15	That's Life	(Sun 07 July)	BBC1	12.25
16	Crossroads	(Tue 16 July)	Central	12.20
16=	Crossroads	(Tue 23 July)	Central	12.20
18	Crossroads	(Thu 18 July)	Central	12.15
18=	Duty Free	(Wed 24 July)	Yorkshire	12.15
20	Emmerdale Farm	(Tue 16 July)	Yorkshire	12.10
21	Crossroads	(Wed 10 July)	Central	12.05
22	Crossroads	(Tue 09 July)	Central	12.00
23	Crossroads	(Thu 11 July)	Central	11.95
24	Wimbledon '85 (13:58)	(Sun 07 July)	BBC	11.90
24=	Emmerdale Farm	(Tue 23 July)	Yorkshire	11.90
26	Emmerdale Farm	(Thu 18 July)	Yorkshire	11.85
27	Eastenders	(Thu 18/July/ Sun 21 July)	BBC1	11.80
28	Eastenders	(Tue 23 July/ Sun 28 July)	BBC1	11.75
29	Eastenders	(Thu 11 July/ Sun 14 July)	BBC1	11.70
30	Emmerdale Farm	(Tue 09 July)	Yorkshire	11.65
31	Emmerdale Farm	(Thu 11 July)	Yorkshire	11.55
32	Screaming Woman	(Sat 27 July)	ITV	11.35
33	The Krypton Factor	(Mon 22 July)	Granada	11.20
33=	Emmerdale Farm	(Thu 25 July)	Yorkshire	11.20
33=	Miami Vice	(Thu 25 July)	BBC1	11.20
36	Dallas	(Wed 03 July)	BBC1	11.15
36=	Miami Vice	(Thu 18 July)	BBC1	11.15
38	Crossroads	(Tue 02 July)	Central	11.10
38=	Eastenders	(Tue 16 July/ Sun 21 July)	BBC1	11.10
40	News at Ten	(Fri 19 July)	ITN	11.05
40=	International Athletics (20:46)	(Sat 20 July)	ITV	11.05
42	News at 5:45	(Mon 22 July)	ITN	11.00
42=	News at Ten	(Mon 22 July)	ITN	11.00
44	Dallas	(Wed 10 July)	BBC1	10.95
45	News at Ten	(Tue 23 July)	ITN	10.90
45=	Crossroads	(Thu 25 July)	Central	10.90
47	News at Ten	(Fri 05 July)	ITN	10.85
47=	Never the Twain	(Tue 16 July)	Thames	10.85
47=	Wogan	(Wed 17 July)	BBC1	10.85
50	Murder She Wrote	(Sun 21 July)	ITV	10.75
50=	Crossroads	(Wed 24 July)	Central	10.75

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