

THE MONTH'S VIEWING IN SUMMARY

AUGUST 1985

Period

5 W/E 1st SEPTEMBER 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	
	AUGUST	(JULY)	AUGUST	(JULY)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 27	(3 : 21)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 10	(1 : 07)	33.4	(33.3)
BBC2	0 : 26	(0 : 30)	12.7	(14.7)
TOTAL BBC	1 : 36	(1 : 37)	46.1	(48.1)
ITV (Incl. TV-am)	1 : 35	(1 : 30)	46.0	(44.6)
CHANNEL 4 / S4C	0 : 16	(0 : 15)	7.9	(7.4)
TOTAL ITV	1 : 51	(1 : 45)	53.9	(51.9)

Definitions

- (i) Average Daily Viewing per Head — the number of hrs:mins spent by individuals viewing each channel as a daily average over the population.
- (ii) 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	
	AUGUST	(JULY)	AUGUST	(JULY)	AUGUST	(JULY)	AUGUST	(JULY)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	46.6	(41.3)	7.7	(7.1)	33.3	(35.9)	12.4	(15.7)
MIDLANDS	47.1	(45.4)	7.1	(7.1)	32.1	(31.5)	13.6	(16.0)
NORTH WEST	45.6	(47.0)	7.8	(6.8)	33.7	(32.0)	12.9	(14.2)
YORKSHIRE	49.2	(49.3)	7.2	(7.0)	31.4	(30.2)	12.2	(13.4)
C. SCOTLAND	47.0	(42.5)	8.5	(8.1)	32.7	(34.9)	11.8	(14.5)
WALES & THE WEST	47.1	(43.7)	7.2	(7.1)	33.4	(34.1)	12.3	(15.2)
SOUTH & SOUTH EAST	45.6	(42.0)	6.1	(5.8)	35.2	(36.4)	13.2	(15.8)
NORTH EAST	42.5	(43.2)	9.3	(8.2)	36.1	(35.0)	12.1	(13.6)
EAST OF ENGLAND	48.2	(44.5)	6.2	(6.0)	33.4	(34.7)	12.2	(14.8)
SOUTH WEST	44.8	(43.2)	6.9	(6.3)	36.6	(36.9)	11.6	(13.6)
ULSTER	46.7	(44.0)	8.0	(6.8)	33.3	(35.5)	12.0	(13.7)
BORDER	47.6	(46.3)	7.7	(6.5)	32.8	(32.7)	11.9	(14.4)
NORTH SCOTLAND	46.3	(42.2)	8.0	(6.6)	34.4	(36.1)	11.3	(15.1)
NETWORK	46.0	(44.6)	7.9	(7.4)	33.4	(33.3)	12.7	(14.7)

- 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)
During August, the programmes with the highest Audiences were:			
1 Coronation Street	(Mon 29 July)	GRANADA	16.70
2 Coronation Street	(Wed 07 Aug)	GRANADA	16.45
3 Coronation Street	(Wed 31 July)	GRANADA	16.10
4 Eastenders	(Thu 08 Aug/ Sun 11 Aug)	BBC1	15.85
5 Open All Hours	(Sun 01 Sep)	BBC1	15.70
6 Coronation Street	(Wed 14 Aug)	GRANADA	15.65
7 In Sickness And In Health	(Sun 01 Sep)	BBC1	15.60
8 Eastenders	(Tue 27 Aug/ Sun 01 Sep)	BBC1	15.40
9 Eastenders	(Thu 15 Aug/ Sun 18 Aug)	BBC1	15.15
10 Coronation Street	(Wed 28 Aug)	GRANADA	15.05
11 Coronation Street	(Mon 05 Aug)	GRANADA	15.00
12 Coronation Street	(Wed 21 Aug)	GRANADA	14.90
13 Coronation Street	(Mon 26 Aug)	GRANADA	14.25
14 Coronation Street	(Mon 12 Aug)	GRANADA	14.20
15 Duty Free	(Wed 07 Aug)	YORKSHIRE	14.15
16 Eastenders	(Tue 20 Aug/ Sun 25 Aug)	BBC1	14.10
17 Coronation Street	(Mon 19 Aug)	GRANADA	14.05
18 Eastenders	(Tue 13 Aug/ Sun 18 Aug)	BBC1	14.00
19 Eastenders	(Tue 06 Aug/ Sun 11 Aug)	BBC1	13.85
20 Duty Free	(Wed 31 July)	YORKSHIRE	13.70
20= Eastenders	(Thu 29 Aug/ Sun 01 Sep)	BBC1	13.70
22 Eastenders	(Thu 22 Aug/ Sun 25 Aug)	BBC1	13.55
22= Firefox	(Sat 24 Aug)	ITV	13.55
24 Queen Mother: A Birthday Portrait	(Sun 04 Aug)	ITN	13.50
25 Duty Free	(Wed 14 Aug)	YORKSHIRE	13.35
25= Crimewatch UK	(Thu 29 Aug)	BBC1	13.35
27 Eastenders	(Thu 01 Aug/ Sun 04 Aug)	BBC1	13.30
27= It Shouldn't Happen To A Vet	(Sun 18 Aug)	BBC1	13.30
29 Benny Hill Show	(Wed 28 Aug)	THAMES	13.15
30 Bulman	(Wed 28 Aug)	GRANADA	13.10
31 Crossroads	(Tue 06 Aug)	CENTRAL	12.95
31= News And Weather (21:34)	(Sun 18 Aug)	BBC1	12.95
33 Eastenders	(Tue 30 July/ Sun 04 Aug)	BBC1	12.85
34 Dempsey And Makepeace	(Sat 31 Aug)	LWT	12.80
35 Russ Abbot's Madhouse	(Sat 31 Aug)	LWT	12.60
36 Murder She Wrote	(Sun 11 Aug)	ITV	12.50
37 Miami Vice	(Thu 08 Aug)	BBC1	12.45
38 3-2-1	(Sat 31 Aug)	YORKSHIRE	12.40
39 Crossroads	(Tue 30 July)	CENTRAL	12.30
40 Emmerdale Farm	(Tue 06 Aug)	YORKSHIRE	12.10
41 News At Ten	(Wed 28 Aug)	ITN	12.00
42 Lace II	(Sun 01 Sep)	ITV	11.95
43 Smokey And The Bandit II	(Thu 29 Aug)	ITV	11.90
44 Emmerdale Farm	(Tue 30 July)	YORKSHIRE	11.85
44= Crossroads	(Wed 31 July)	CENTRAL	11.85
44= Crossroads	(Thu 08 Aug)	CENTRAL	11.85
47 Crossroads	(Thu 01 Aug)	CENTRAL	11.75
48 The Two Ronnies	(Sun 18 Aug)	BBC2	11.70
49 Bulman	(Wed 31 July)	GRANADA	11.65
49= Crossroads	(Wed 07 Aug)	CENTRAL	11.65
49= Child's Play	(Sat 31 Aug)	LWT	11.65

Issued on 19th September 1985