

THE MONTH'S VIEWING IN SUMMARY

DECEMBER 1985

Period 4 w/e 29th December 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	
	DEC		DEC	
	Hrs : Mins	(NOV) (Hrs : Mins)	%	(NOV) (%)
ALL TV	4 : 11	(3 : 57)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 36	(1 : 28)	38.1	(37.2)
BBC2	0 : 24	(0 : 25)	9.6	(10.4)
TOTAL BBC	2 : 00	(1 : 53)	47.7	(47.6)
ITV (Incl. TV-am)	1 : 53	(1 : 47)	45.0	(45.4)
CHANNEL 4 / S4C	0 : 18	(0 : 17)	7.3	(7.1)
TOTAL ITV	2 : 11	(2 : 04)	52.3	(52.4)

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	
	DEC		DEC		DEC		DEC	
	%	(NOV) (%)	%	(NOV) (%)	%	(NOV) (%)	%	(NOV) (%)
LONDON	44.1	(44.3)	6.9	(7.3)	39.9	(38.4)	9.1	(10.0)
MIDLANDS (E & W)	46.8	(47.6)	7.3	(7.0)	36.7	(35.2)	9.2	(10.3)
NORTH WEST	47.2	(46.9)	6.8	(6.3)	37.4	(37.0)	8.6	(9.7)
YORKSHIRE	47.5	(48.4)	7.3	(6.7)	36.4	(35.7)	8.7	(9.2)
C. SCOTLAND	42.6	(43.0)	8.7	(8.3)	38.4	(38.6)	10.2	(10.2)
WALES & THE WEST	46.2	(46.5)	6.9	(6.4)	37.0	(36.4)	9.8	(10.6)
SOUTH & S. EAST	45.2	(45.3)	6.0	(5.3)	39.7	(39.0)	9.1	(10.3)
NORTH EAST	45.7	(46.5)	8.1	(7.4)	38.1	(37.2)	8.1	(8.9)
EAST OF ENGLAND	44.6	(45.1)	6.3	(5.7)	39.6	(39.2)	9.5	(10.0)
SOUTH WEST	41.0	(42.6)	6.5	(5.8)	42.9	(42.2)	9.5	(9.5)
ULSTER	45.8	(47.4)	6.5	(5.8)	37.8	(36.7)	9.9	(10.1)
BORDER	48.3	(49.7)	6.9	(7.0)	36.5	(34.6)	8.3	(8.7)
N. SCOTLAND	46.5	(45.9)	6.7	(6.4)	39.1	(39.6)	7.7	(8.2)
NETWORK	45.0	(45.4)	7.3	(7.1)	38.1	(37.2)	9.6	(10.4)

- 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 Company	Individuals Viewing (millions)
During December, the programmes with the highest Audiences were :-				
1	EastEnders	(Thu 26th/Sun 29th Dec)	BBC1	23.55
2	EastEnders	(Tue 24th/Sun 29th Dec)	BBC1	23.40
3	EastEnders	(Thu 19th/Sun 22nd Dec)	BBC1	21.25
4	EastEnders	(Thu 5th/Sun 8th Dec)	BBC1	20.20
4=	EastEnders	(Thu 12th/Sun 15th Dec)	BBC1	20.20
6	EastEnders	(Tue 10th/Sun 15th Dec)	BBC1	19.50
7	EastEnders	(Tue 17th/Sun 22nd Dec)	BBC1	19.35
8	EastEnders	(Tue 3rd/Sun 8th Dec)	BBC1	19.15
9	The Two Ronnies	(Wed 25th Dec)	BBC1	18.50
10	From Russia With Love	(Sun 8th Dec)	ITV	17.25
11	Only Fools and Horses Special	(Wed 25th Dec)	BBC1	16.90
12	'Allo 'Allo!	(Thu 26th Dec)	BBC1	16.65
13	Coronation Street	(Mon 23rd Dec)	GRANADA	16.20
14	In Sickness and in Health	(Thu 26th Dec)	BBC1	16.15
15	Coronation Street	(Mon 2nd Dec)	GRANADA	16.10
15=	Coronation Street	(Mon 9th Dec)	GRANADA	16.10
17	Open All Hours	(Thu 26th Dec)	BBC1	16.00
18	Wogan	(Wed 25th Dec)	BBC1	15.55
19	Coronation Street	(Wed 11th Dec)	GRANADA	15.80
20	Telly Addicts Christmas Special	(Tue 24th Dec)	BBC1	15.55
21	Coronation Street	(Wed 4th Dec)	GRANADA	15.45
22	All Creatures Great and Small	(Wed 25th Dec)	BBC1	15.35
23	Coronation Street	(Wed 18th Dec)	GRANADA	15.30
24	Death on the Nile	(Sat 28th Dec)	BBC1	15.15
25	Only Fools and Horses	(Sat 21st Dec)	BBC1	15.05
26	Top of the Pops Christmas Party	(Wed 25th Dec)	BBC1	14.75
27	Coronation Street (Ex. Ulster)	(Mon 16th Dec)	GRANADA	14.65
27=	Who Dares Wins	(Thu 26th Dec)	ITV	14.65
29	Stanley Baxter's Christmas Hamper	(Fri 27th Dec)	BBC1	14.05
30	Moonraker	(Wed 25th Dec)	ITV	14.00
30=	Hi-De-Hi	(Wed 25th Dec)	BBC1	14.00
30=	Bob's Christmas Full House	(Thu 26th Dec)	BBC1	14.00
30=	Watership Down	(Sat 28th Dec)	BBC1	14.00
34	Crossroads	(Tue 10th Dec)	CENTRAL	13.55
35	Paul Daniels Christmas Magic Show	(Thu 26th Dec)	BBC1	13.80
36	Minder	(Wed 4th Dec)	THAMES	13.70
36=	Just Good Friends	(Thu 5th Dec)	BBC1	13.70
38	Just Good Friends	(Thu 19th Dec)	BBC1	13.60
39	Only Fools and Horses	(Sat 14th Dec)	BBC1	13.45
40	Crossroads	(Tue 3rd Dec)	CENTRAL	13.40
40=	Porridge	(Sun 15th Dec)	BBC1	13.40
42	Blind Date	(Sat 14th Dec)	LWT	13.25
43	Blind Date	(Sat 28th Dec)	LWT	13.20
44	Porridge	(Sun 8th Dec)	BBC1	13.10
45	Dynasty	(Fri 13th Dec)	BBC1	13.00
46	Don't Wait Up	(Mon 2nd Dec)	BBC1	12.90
46=	Blind Date	(Sat 7th Dec)	LWT	12.90
46=	Only Fools and Horses	(Sat 7th Dec)	BBC1	12.90
46=	News, Sport & Weather (22:13)	(Sat 28th Dec)	BBC1	12.90
50	Full House	(Wed 4th Dec)	THAMES	12.85
50=	Copy Cats	(Sat 7th Dec)	LWT	12.85
50=	Play Your Cards Right	(Sun 8th Dec)	LWT	12.85

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