

THE MONTH'S VIEWING IN SUMMARY

JUNE 1986

Period 4 w/e 29th June 1986

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	
	JUNE	(MAY)	JUNE	(MAY)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 11	(3 : 29)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 12	(1 : 16)	37.7	(36.2)
BBC2	0 : 21	(0 : 26)	11.0	(12.4)
TOTAL BBC	1 : 33	(1 : 42)	48.7	(48.6)
ITV (Incl. TV-am)	1 : 25	(1 : 30)	44.5	(42.9)
CHANNEL 4	0 : 13	(0 : 18)	6.8	(8.5)
TOTAL ITV	1 : 38	(1 : 48)	51.3	(51.4)

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		BBC1		BBC2	
	JUN	(MAY)	JUN	(MAY)	JUN	(MAY)	JUN	(MAY)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	44.8	(42.4)	5.8	(7.7)	39.5	(38.1)	9.9	(11.8)
MIDLANDS (E & W)	45.9	(45.0)	7.2	(8.3)	36.8	(35.3)	10.1	(11.5)
NORTH WEST	46.3	(44.7)	6.4	(8.1)	37.0	(35.0)	10.3	(12.2)
YORKSHIRE	46.7	(44.3)	6.6	(8.5)	36.6	(34.9)	10.1	(12.3)
C. SCOTLAND	45.6	(42.0)	7.5	(9.6)	37.2	(36.6)	9.7	(11.8)
WALES & THE WEST	44.3	(44.2)	6.6	(7.7)	36.8	(35.5)	12.3	(12.6)
SOUTH & S. EAST	42.9	(42.0)	6.1	(7.2)	39.3	(37.4)	11.8	(13.4)
NORTH EAST	46.1	(44.1)	7.9	(9.5)	36.2	(35.2)	9.8	(11.2)
EAST OF ENGLAND	45.4	(45.1)	5.7	(7.2)	38.0	(36.0)	10.8	(11.7)
SOUTH WEST	41.9	(42.0)	5.9	(7.0)	42.3	(39.3)	10.0	(11.7)
ULSTER	45.1	(43.4)	5.8	(7.9)	39.5	(36.4)	9.6	(12.3)
BORDER	49.0	(46.9)	7.0	(8.5)	34.5	(33.7)	9.5	(10.8)
N. SCOTLAND	46.8	(44.1)	6.6	(8.2)	37.0	(36.8)	9.6	(11.0)
NETWORK	44.5	(42.9)	6.8	(8.5)	37.7	(36.2)	11.0	(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 the viewing of the individual ITV Channel, and all BBC viewing, in its region. This, therefore, understates the total ITV share to the extent that there is viewing in that region of another ITV region's transmissions. There is no effect on Network Shares or audiences.
2. The figures in brackets refer to the previous month.

TOP 50 PROGRAMMES

Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During June, the programmes with the highest audiences were:-			
1. Coronation Street	(Wed 18th Jun/Thu 19th Jun)	GRANADA	22.75
2. Eastenders	(Thu 19th Jun/Sun 22nd Jun)	BBC1	18.45
3. Eastenders	(Thu 12th Jun/Sun 15th Jun)	BBC1	17.80
4. Eastenders	(Thu 5th Jun/Sun 8th Jun)	BBC1	17.50
5. Eastenders	(Tue 3rd Jun/Sun 8th Jun)	BBC1	17.10
5= Eastenders	(Tue 17th Jun/Sun 22nd Jun)	BBC1	17.10
7. Eastenders	(Tue 10th Jun/Sun 15th Jun)	BBC1	16.35
8. Eastenders	(Tue 24th Jun/Sun 29th Jun)	BBC1	16.10
8= Eastenders	(Thu 26th Jun/Sun 29th Jun)	BBC1	16.10
10. World Cup Grandstand	(Sun 22nd Jun)	BBC1	15.35
11. Coronation Street	(Mon 23rd Jun)	GRANADA	15.05
12. News, Sport & Weather (21.43)	(Sat 21st Jun)	BBC1	14.90
13. Nine O'Clock News	(Tue 3rd Jun)	BBC1	13.75
14. Coronation Street	(Mon 9th Jun)	GRANADA	13.65
15. Coronation Street	(Wed 4th Jun)	GRANADA	13.60
16. Coronation Street	(Mon 2nd Jun)	GRANADA	13.30
16= Kane and Abel	(Fri 6th Jun)	BBC1	13.30
18. Kane and Abel	(Thu 5th Jun)	BBC1	13.20
19. Coronation Street	(Wed 11th Jun)	GRANADA	12.60
20. It'll be Alright Late At Night	(Sun 29th Jun)	LWT	12.35
21. World Cup Grandstand	(Wed 11th Jun)	BBC1	12.30
22. Kane and Abel	(Tue 3rd Jun)	BBC1	12.25
23. That's Life	(Sun 8th Jun)	BBC1	11.95
24. World Cup Grandstand	(Sat 21st Jun)	BBC1	11.80
24= Mastermind	(Sun 22nd Jun)	BBC1	11.80
26. World Cup '86 Final	(Sun 29th Jun)	BBC1	11.75
27. World Cup Grandstand	(Tue 3rd Jun)	BBC1	11.65
28. News and Weather (21.15)	(Sun 29th Jun)	BBC1	11.55
29. Emmerdale Farm	(Tue 10th Jun)	YORKSHIRE	11.50
29= Coronation Street	(Wed 25th Jun)	GRANADA	11.50
31. Mastermind Final	(Sun 29th Jun)	BBC1	11.45
32. World Cup '86	(Fri 6th Jun)	ITV	11.35
32= Coronation Street	(Mon 16th Jun)	GRANADA	11.35
34. Crossroads	(Tue 10th Jun)	CENTRAL	11.30
34= That's Life	(Sun 15th Jun)	BBC1	11.30
36. World Cup Grandstand	(Sun 8th Jun)	BBC1	11.20
36= News at Ten	(Wed 18th Jun)	ITN	11.20
38. News and Weather (22.15)	(Sun 8th Jun)	BBC1	11.05
39. Crossroads	(Wed 4th Jun)	CENTRAL	11.00
40. Nine O'Clock News	(Thu 5th Jun)	BBC1	10.90
41. Nine O'Clock News	(Tue 10th Jun)	BBC1	10.80
42. World Cup '86	(Wed 25th Jun)	ITV	10.75
43. News at Ten	(Mon 2nd Jun)	ITN	10.70
44. Crossroads	(Mon 23rd Jun)	CENTRAL	10.65
45. News at Ten	(Wed 4th Jun)	ITN	10.60
45= Crossroads	(Mon 9th Jun)	CENTRAL	10.60
45= That's Life	(Sun 29th Jun)	BBC1	10.60
48. Dallas	(Wed 11th Jun)	BBC1	10.55
48= Dempsey and Makepeace	(Sun 22nd Jun)	LWT	10.55
50. Emmerdale Farm	(Tue 3rd Jun)	YORKSHIRE	10.50
50= Crossroads	(Wed 11th Jun)	CENTRAL	10.50
50= News at Ten	(Wed 25th Jun)	ITN	10.50

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