

THE MONTH'S VIEWING IN SUMMARY

AUGUST 1986

Period 4 w/e 31st August 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	
	AUGUST	(JULY)	AUGUST	(JULY)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 21	(3 : 15)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 08	(1 : 12)	34.1	(37.1)
BBC2	0 : 25	(0 : 28)	12.2	(14.2)
TOTAL BBC	1 : 33	(1 : 40)	46.3	(51.3)
ITV (Incl. TV-am)	1 : 32	(1 : 21)	45.9	(41.4)
CHANNEL 4	0 : 16	(0 : 14)	7.8	(7.2)
TOTAL ITV	1 : 48	(1 : 35)	53.7	(48.7)

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	
	AUG	(JUL)	AUG	(JUL)	AUG	(JUL)	AUG	(JUL)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	45.5	(41.7)	6.8	(5.8)	35.7	(38.9)	11.9	(13.6)
MIDLANDS (E & W)	47.2	(44.2)	8.0	(7.2)	33.2	(35.1)	11.7	(13.4)
NORTH WEST	46.6	(42.1)	7.7	(6.6)	33.7	(37.1)	12.0	(14.2)
YORKSHIRE	46.6	(42.7)	8.4	(7.3)	33.6	(37.0)	11.4	(13.0)
C. SCOTLAND	43.9	(41.0)	9.5	(8.5)	34.3	(37.2)	12.2	(13.3)
WALES & THE WEST	45.3	(41.8)	6.7	(6.5)	35.3	(36.6)	12.7	(15.0)
SOUTH & S. EAST	42.7	(40.0)	6.8	(5.7)	36.5	(39.5)	14.0	(14.9)
NORTH EAST	45.4	(41.3)	8.2	(7.5)	34.7	(37.8)	11.7	(13.4)
EAST OF ENGLAND	46.9	(43.5)	6.0	(6.1)	35.0	(36.3)	12.1	(14.1)
SOUTH WEST	43.2	(40.3)	6.7	(5.8)	37.9	(40.5)	12.2	(13.4)
ULSTER	44.8	(42.3)	7.4	(7.0)	37.4	(38.6)	10.4	(12.1)
BORDER	49.4	(45.7)	7.4	(6.4)	32.5	(35.4)	10.7	(12.5)
N. SCOTLAND	46.6	(43.0)	6.8	(6.2)	36.0	(38.8)	10.6	(12.0)
NETWORK	45.9	(41.4)	7.8	(7.2)	34.1	(37.1)	12.2	(14.2)

- 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)
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During August, the programmes with the highest audiences were:-

1	Eastenders	(Tue 26th Aug/Sun 31st Aug)	BBC1	19.35
2	Eastenders	(Thu 21st Aug/Sun 24th Aug)	BBC1	18.90
3	Eastenders	(Thu 14th Aug/Sun 17th Aug)	BBC1	18.10
4	Eastenders	(Tue 19th Aug/Sun 24th Aug)	BBC1	18.00
5	Eastenders	(Tue 12th Aug/Sun 17th Aug)	BBC1	17.15
6	Eastenders	(Thu 7th Aug/Sun 10th Aug)	BBC1	16.85
6=	Eastenders	(Thu 28th Aug/Sun 31st Aug)	BBC1	16.85
8	Coronation Street	(Mon 25th Aug)	GRANADA	15.60
9	Eastenders	(Thu 5th Aug/Sun 10th Aug)	BBC1	15.50
10	Coronation Street	(Mon 18th Aug)	GRANADA	14.90
11	Coronation Street	(Mon 11th Aug)	GRANADA	14.75
12	For Your Eyes Only	(Sun 31st Aug)	ITV	14.70
13	Coronation Street	(Wed 6th Aug)	GRANADA	14.25
14	Coronation Street	(Wed 13th Aug)	GRANADA	14.20
15	Coronation Street	(Mon 4th Aug)	GRANADA	14.15
16	Nine O'Clock News	(Tue 26th Aug)	BBC1	13.65
17	Coronation Street	(Wed 20th Aug)	GRANADA	13.60
18	Coronation Street	(Wed 27th Aug)	GRANADA	13.35
19	Return to Eden	(Mon 25th Aug)	ITV	13.25
20	Blind Date	(Sat 30th Aug)	LWT	12.70
21	Only Fools and Horses	(Sun 31st Aug)	BBC1	12.15
22	Copy Cats	(Sat 30th Aug)	LWT	12.00
23	News at Ten	(Mon 18th Aug)	ITN	11.85
24	Dempsey and Makepeace	(Sat 30th Aug)	LWT	11.75
25	Emmerdale Farm	(Tue 26th Aug)	YORKSHIRE	11.65
26	Tales of the Unexpected	(Fri 22nd Aug)	ANGLIA	11.60
27	News (21:00)	(Sat 9th Aug)	ITN	11.55
27=	3-2-1	(Sat 30th Aug)	YORKSHIRE	11.55
29	The Thorn Birds	(Thu 14th Aug)	BBC1	11.50
29=	Nine O'Clock News	(Fri 29th Aug)	BBC1	11.50
31	News at 5:45	(Tue 26th Aug)	ITN	11.35
31=	Deadly Encounters	(Tue 26th Aug)	BBC1	11.35
33	Street Cop	(Tue 5th Aug)	BBC1	11.30
33=	Dallas	(Wed 13th Aug)	BBC1	11.30
35	Return to Eden	(Mon 18th Aug)	ITV	11.25
35=	The Benny Hill Show	(Mon 25th Aug)	THAMES	11.25
37	Crossroads	(Tue 26th Aug)	CENTRAL	11.10
38	Dallas	(Wed 27th Aug)	BBC1	11.05
39	Crossroads	(Wed 13th Aug)	CENTRAL	11.00
40	Howards Way	(Sun 31st Aug)	BBC1	10.95
41	Return to Eden	(Mon 11th Aug)	ITV	10.90
41=	Return to Eden	(Sun 24th Aug)	ITV	10.90
43	Crossroads	(Tue 19th Aug)	CENTRAL	10.85
44	Return to Eden	(Sun 10th Aug)	ITV	10.80
44=	The Dirty Dozen :			
	The Next Mission	(Fri 29th Aug)	BBC1	10.80
46	Return to Eden	(Sun 17th Aug)	ITV	10.70
47	Emmerdale Farm	(Tue 5th Aug)	YORKSHIRE	10.65
48	Crossroads	(Thu 21st Aug)	CENTRAL	10.60
48=	Arthur Haileys :			
	Strong Medicine	(Thu 21st Aug)	TVS	10.60
50	Return to Eden	(Mon 4th Aug)	ITV	10.55
50=	Emmerdale Farm	(Tue 19th Aug)	YORKSHIRE	10.55

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