

THE MONTH'S VIEWING IN SUMMARY

SEPTEMBER 1986

Period 4 w/e 28th September 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	
	SEP		(AUG)		SEP	(AUG)
	Hrs	Mins	(Hrs	Mins)	%	(%)
ALL TV	3	: 13	(3	: 21)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1	: 06	(1	: 08)	34.3	(34.1)
BBC2	0	: 19	(0	: 25)	10.0	(12.2)
TOTAL BBC	1	: 26	(1	: 33)	44.3	(46.3)
ITV (Incl. TV-am)	1	: 35	(1	: 32)	49.3	(45.9)
CHANNEL 4	0	: 12	(0	: 16)	6.4	(7.8)
TOTAL ITV	1	: 47	(1	: 48)	55.7	(53.7)

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	
	SEP	(AUG)	SEP	(AUG)	SEP	(AUG)	SEP	(AUG)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	48.1	(45.5)	5.9	(6.8)	36.2	(35.7)	9.8	(11.9)
MIDLANDS (E & W)	50.3	(47.2)	6.1	(8.0)	34.3	(33.2)	9.3	(11.7)
NORTH WEST	50.4	(46.6)	5.9	(7.7)	33.5	(33.7)	10.2	(12.0)
YORKSHIRE	51.8	(46.6)	6.0	(8.4)	33.5	(33.6)	8.7	(11.4)
C. SCOTLAND	46.8	(43.9)	8.0	(9.5)	34.6	(34.3)	10.6	(12.2)
WALES & THE WEST	50.5	(45.3)	4.8	(6.7)	34.8	(35.3)	9.9	(12.7)
SOUTH & S. EAST	46.4	(42.7)	5.3	(6.8)	37.8	(36.5)	10.6	(14.0)
NORTH EAST	49.4	(45.4)	6.5	(8.2)	34.5	(34.7)	9.6	(11.7)
EAST OF ENGLAND	50.2	(46.9)	4.5	(6.0)	35.8	(35.0)	9.4	(12.1)
SOUTH WEST	45.4	(43.2)	4.9	(6.7)	39.6	(37.9)	10.1	(12.2)
ULSTER	48.7	(44.8)	6.2	(7.4)	35.8	(37.4)	9.3	(10.4)
BORDER	54.8	(49.4)	5.6	(7.4)	31.5	(32.5)	8.1	(10.7)
N. SCOTLAND	51.8	(46.6)	5.8	(6.8)	32.8	(36.0)	9.6	(10.6)
NETWORK	49.3	(45.9)	6.4	(7.8)	34.3	(34.1)	10.0	(12.2)

- 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.

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TOP 50 PROGRAMMES

Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
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During September, the programmes with the highest audiences were:-

1	Eastenders	(Thu 25th Sep/Sun 28th Sep)	BBC1	21.70
2	Eastenders	(Tue 16th Sep/Sun 21st Sep)	BBC1	19.45
3	Eastenders	(Thu 11th Sep/Sun 14th Sep)	BBC1	18.70
4	Eastenders	(Tue 23rd Sep/Sun 28th Sep)	BBC1	18.65
5	Eastenders	(Tue 9th Sep/Sun 14th Sep)	BBC1	18.50
6	In Private, In Public: The Prince and Princess of Wales	(Mon 22nd Sep)	ITN	18.45
7	Eastenders	(Thu 18th Sep/Sun 21st Sep)	BBC1	18.40
8	Eastenders	(Tue 2nd Sep/Sun 7th Sep)	BBC1	18.10
9	Only Fools and Horses	(Sun 28th Sep)	BBC1	17.50
10	Eastenders	(Thu 4th Sep/Sun 7th Sep)	BBC1	16.85
11	Only Fools and Horses	(Sun 14th Sep)	BBC1	16.65
12	Only Fools and Horses	(Sun 21st Sep)	BBC1	16.50
13	Coronation Street	(Mon 15th Sep)	GRANADA	16.20
14	Coronation Street	(Mon 8th Sep)	GRANADA	15.90
15	Coronation Street	(Mon 1st Sep)	GRANADA	15.45
16	Coronation Street	(Wed 17th Sep)	GRANADA	15.25
17	Coronation Street	(Wed 10th Sep)	GRANADA	15.10
18	Coronation Street	(Wed 24th Sep)	GRANADA	15.05
19	Coronation Street	(Mon 22nd Sep)	GRANADA	14.65
20	Coronation Street	(Wed 3rd Sep)	GRANADA	14.35
21	Only Fools and Horses	(Sun 7th Sep)	BBC1	14.20
22	Blind Date	(Sat 27th Sep)	LWT	13.85
23	In Private, In Public: The Prince and Princess of Wales	(Sun 21st Sep)	ITN	13.55
24	Murder With Mirrors	(Mon 1st Sep)	ITV	13.40
25	Blind Date	(Sat 13th Sep)	LWT	13.10
26	Howards Way	(Sun 14th Sep)	BBC1	12.95
27	Dempsey and Makepeace	(Sat 13th Sep)	LWT	12.80
28	News (20:49)	(Sat 6th Sep)	ITN	12.70
29	Blind Date	(Sat 6th Sep)	LWT	12.60
30	Howards Way	(Sun 28th Sep)	BBC1	12.40
31	The Benny Hill Show	(Mon 8th Sep)	THAMES	12.20
31=	Open All Hours	(Tue 16th Sep)	BBC1	12.20
33	Taggart	(Tue 16th Sep)	STV	12.10
33=	In Sickness and In Health	(Thu 25th Sep)	BBC1	12.10
33=	3-2-1	(Sat 27th Sep)	YORKSHIRE	12.10
36	Howards Way	(Sun 7th Sep)	BBC1	12.05
37	A Tribute to Pat Phoenix	(Wed 17th Sep)	GRANADA	11.95
37=	Blind Date	(Sat 20th Sep)	LWT	11.95
39	Crimewatch UK	(Thu 18th Sep)	BBC1	11.90
40	Crossroads	(Tue 23rd Sep)	CENTRAL	11.85
41	Emmerdale Farm	(Tue 2nd Sep)	YORKSHIRE	11.75
41=	Open All Hours	(Tue 9th Sep)	BBC1	11.75
43	In Sickness and In Health	(Thu 11th Sep)	BBC1	11.70
43=	Crossroads	(Wed 17th Sep)	CENTRAL	11.70
45	Ever Decreasing Circles	(Sun 7th Sep)	BBC1	11.65
45=	The Benny Hill Show	(Mon 15th Sep)	THAMES	11.65
47	Crossroads	(Wed 24th Sep)	CENTRAL	11.50
48	First Blood	(Mon 15th Sep)	BBC1	11.45
48=	Crossroads	(Tue 16th Sep)	CENTRAL	11.45
50	The Russ Abbot Show	(Sat 13th Sep)	BBC1	11.40

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