

THE MONTH'S VIEWING IN SUMMARY

JANUARY 1987

Period 5 w/e 1st February 1987

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	
	JANUARY	(DECEMBER)	JANUARY	(DECEMBER)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	4 : 23	(4 : 10)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 40	(1 : 37)	38.9	(38.9)
BBC2	0 : 28	(0 : 23)	10.8	(9.0)
TOTAL BBC	2 : 08	(2 : 00)	48.8	(47.9)
ITV (Incl. TV-am)	1 : 54	(1 : 52)	43.3	(44.6)
CHANNEL 4	0 : 21	(0 : 19)	7.9	(7.4)
TOTAL ITV	2 : 15	(2 : 10)	51.2	(52.1)

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	
	JAN	(DEC)	JAN	(DEC)	JAN	(DEC)	JAN	(DEC)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	41.4	(42.9)	7.1	(7.3)	40.8	(41.0)	10.7	(8.7)
MIDLANDS (E & W)	45.2	(45.9)	7.7	(7.4)	36.4	(37.8)	10.7	(9.0)
NORTH WEST	43.3	(44.6)	7.7	(7.4)	38.2	(38.9)	10.9	(9.1)
YORKSHIRE	44.3	(46.8)	7.8	(7.3)	37.8	(37.9)	10.1	(8.0)
C. SCOTLAND	40.8	(43.8)	9.9	(9.3)	38.2	(37.9)	11.1	(8.9)
WALES & THE WEST	46.3	(46.5)	6.7	(6.4)	35.7	(38.0)	11.3	(9.1)
SOUTH & S. EAST	41.9	(42.5)	6.5	(6.3)	40.4	(41.6)	11.2	(9.6)
NORTH EAST	43.0	(44.6)	8.5	(8.0)	38.1	(38.4)	10.4	(9.0)
EAST OF ENGLAND	43.2	(44.2)	6.7	(6.6)	40.0	(41.1)	10.1	(8.0)
SOUTH WEST	41.4	(42.9)	6.9	(6.4)	41.2	(42.3)	10.5	(8.4)
ULSTER	42.1	(44.7)	8.0	(6.9)	38.6	(40.1)	11.3	(8.4)
BORDER	46.5	(48.7)	7.4	(6.9)	36.8	(37.1)	9.3	(7.3)
N. SCOTLAND	45.2	(47.8)	8.3	(8.0)	37.2	(37.2)	9.3	(7.0)
NETWORK	43.3	(44.6)	7.9	(7.4)	38.0	(38.9)	10.8	(9.0)

- 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 January, the programmes with the highest audiences were:-

1 ✓ Eastenders	(Thu 1st Jan/Sun 4th Jan)	BBC1	28.00
2 ✓ Eastenders	(Tue 30th Dec/Sun 4th Jan)	BBC1	27.75
3 ✓ Eastenders	(Thu 15th Jan/Sun 18th Jan)	BBC1	27.15
4 ✓ Eastenders	(Tue 13th Jan/Sun 18th Jan)	BBC1	27.10
5 ✓ Eastenders	(Thu 8th Jan/Sun 11th Jan)	BBC1	25.60
6 ✓ Eastenders	(Tue 6th Jan/Sun 11th Jan)	BBC1	25.10
7 ✓ Eastenders	(Thu 22nd Jan/Sun 25th Jan)	BBC1	24.90
8 ✓ Eastenders	(Tue 20th Jan/Sun 25th Jan)	BBC1	24.20
9 ✓ Eastenders	(Thu 29th Jan/Sun 1st Feb)	BBC1	24.10
10 ✓ Eastenders	(Tue 27th Jan/Sun 1st Feb)	BBC1	24.00
11 ✓ Coronation Street	(Wed 14th Jan)	GRANADA	19.75
12 ✓ Coronation Street	(Mon 12th Jan)	GRANADA	19.10
13 ✓ Wish You Were Here	(Mon 12th Jan/Fri 16th Jan)	THAMES	18.05
14 ✓ Coronation Street	(Mon 19th Jan)	GRANADA	17.95
15 ✓ Coronation Street	(Wed 7th Jan)	GRANADA	17.85
16 ✓ Coronation Street	(Wed 21st Jan)	GRANADA	17.70
17 ✓ Coronation Street	(Mon 5th Jan)	GRANADA	17.35
17= ✓ Coronation Street	(Wed 28th Jan)	GRANADA	17.35
19 ✓ Coronation Street	(Mon 29th Dec)	GRANADA	16.95
20 ✓ Coronation Street	(Mon 26th Jan)	GRANADA	16.85
21 ✓ Wish You Were Here	(Mon 29th Dec/Wed 31st Dec)	THAMES	16.70
22 ✓ The Love Bug	(Thu 1st Jan)	ITV	16.55
22= ✓ Wish You Were Here	(Mon 5th Jan/Fri 9th Jan)	THAMES	16.55
24 ✓ Wish You Were Here	(Mon 19th Jan/Fri 23rd Jan)	THAMES	16.20
25 ✓ Bergerac	(Sat 17th Jan)	BBC1	15.85
26 ✓ Wish you Were Here	(Mon 26th Jan/Fri 20th Jan)	THAMES	15.65
27 ✓ New At 5:45	(Wed 14th Jan)	ITN	15.35
27= ✓ Bergerac	(Sat 31st Jan)	BBC1	15.35
29 ✓ Bergerac	(Sat 10th Jan)	BBC1	15.25
30 ✓ Three Up, Two Down	(Mon 12th Jan)	BBC1	15.15
31 ✓ Inspector Morse	(Tue 20th Jan)	CENTRAL	14.80
32 ✓ Joe Kidd	(Thu 8th Jan)	ITV	14.70
33 ✓ Inspector Morse	(Tue 13th Jan)	CENTRAL	14.65
34 ✓ Bergerac	(Sat 24th Jan)	BBC1	14.50
35 ✓ The Paul Daniels Magic Show	(Sat 17th Jan)	BBC1	14.45
36 ✓ Miss Marple: Sleeping Murder	(Sun 11th Jan)	BBC1	14.35
37 ✓ The Paul Daniels Magic Show	(Sat 10th Jan)	BBC1	14.25
37= ✓ Sporting Triangles	(Wed 14th Jan)	CENTRAL	14.25
39 ✓ Seduced	(Sun 4th Jan)	ITV	14.20
40 ✓ Miss Marple: Sleeping Murder	(Sun 18th Jan)	BBC1	14.15
41 ✓ Jaws 3	(Thu 1st Jan)	ITV	14.10
41= ✓ Bread	(Thu 22nd Jan)	BBC1	14.10
43 ✓ Nine O'Clock News	(Mon 5th Jan)	BBC1	14.05
43= ✓ The Growing Pains of Adrian Mole	(Mon 12th Jan)	THAMES	14.05
45 ✓ Goldfinger	(Tue 27th Jan)	ITV	13.95
45= ✓ The Paul Daniels Magic Show	(Sat 31st Jan)	BBC1	13.95
47 ✓ Inspector Morse	(Tue 6th Jan)	CENTRAL	13.90
47= ✓ A Question of Sport (Exc. N.I.)	(Thu 15th Jan)	BBC1	13.90
47= ✓ The A-Team	(Sat 17th Jan)	ITV	13.90
50 ✓ Three Up, Two Down	(Mon 5th Jan)	BBC1	13.85
50= ✓ This Is Your Life	(Wed 28th Jan)	THAMES	13.85

Issued on 16th February 1987