

THE MONTH'S VIEWING IN SUMMARY

APRIL 1987

Period 5 w/e 3rd May 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	
	APRIL		(MARCH)	
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 32	(3 : 52)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 20	(1 : 29)	37.6	(38.3)
BBC2	0 : 28	(0 : 23)	13.3	(10.1)
TOTAL BBC	1 : 48	(1 : 52)	50.9	(48.4)
ITV (Incl. TV-am)	1 : 25	(1 : 40)	40.3	(43.2)
CHANNEL 4 / S4C	0 : 19	(0 : 20)	8.8	(8.4)
TOTAL ITV	1 : 44	(2 : 00)	49.1	(51.6)

Definitions

- Average Daily Viewing per Head — the number of hrs:mins spent by individuals viewing each channel as a daily average over the population.
- 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	
	APR	(MAR)	APR	(MAR)	APR	(MAR)	APR	(MAR)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	38.1	(42.0)	8.5	(7.6)	39.1	(40.0)	14.4	(10.4)
MIDLANDS (E & W)	42.3	(44.2)	8.4	(8.3)	36.6	(37.9)	12.7	(9.7)
NORTH WEST	40.2	(43.4)	8.7	(8.0)	37.5	(38.7)	13.6	(9.9)
YORKSHIRE	41.2	(44.5)	8.6	(8.9)	37.3	(37.0)	12.9	(9.6)
C. SCOTLAND	39.7	(42.5)	10.5	(10.2)	36.5	(37.6)	13.3	(9.7)
WALES & THE WEST	42.5	(45.5)	7.1	(6.7)	36.5	(36.9)	13.9	(10.8)
SOUTH & S. EAST	38.6	(41.0)	7.6	(7.2)	40.0	(41.0)	13.8	(10.8)
NORTH EAST	41.0	(44.2)	8.9	(8.4)	36.8	(37.9)	13.3	(9.5)
EAST OF ENGLAND	42.9	(44.3)	7.3	(6.8)	37.1	(39.0)	12.7	(9.9)
SOUTH WEST	39.5	(41.3)	7.9	(7.2)	40.1	(41.6)	12.5	(9.9)
ULSTER	28.6	(42.9)	9.3	(7.7)	46.9	(39.4)	15.2	(10.0)
BORDER	45.4	(48.2)	8.6	(8.0)	34.9	(36.0)	11.1	(7.8)
N. SCOTLAND	42.7	(45.7)	9.2	(8.4)	36.6	(37.4)	11.6	(8.4)
NETWORK	40.3	(43.2)	8.8	(8.4)	37.6	(38.3)	13.3	(10.1)

- 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.

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TOP 50 PROGRAMMES

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

1	Eastenders	(Thu 2nd Apr/Sun 5th Apr)	BBC1	24.35
2	Eastenders	(Tue 31st Mar/Sun 5th Apr)	BBC1	22.85
3	Eastenders	(Tue 7th Apr/Sun 12th Apr)	BBC1	22.20
4	Eastenders	(Thu 9th Apr/Sun 12th Apr)	BBC1	22.05
5	Eastenders	(Thu 30th Apr/Sun 3rd May)	BBC1	20.70
6	Eastenders	(Tue 14th Apr/Sun 19th Apr)	BBC1	20.65
7	Eastenders	(Thu 16th Apr/Sun 19th Apr)	BBC1	20.35
8	Eastenders	(Tue 21st Apr/Sun 26th Apr)	BBC1	19.15
9	Eastenders	(Tue 28th Apr/Sun 3rd May)	BBC1	19.05
10	Eastenders	(Thu 23rd Apr/Sun 26th Apr)	BBC1	18.80
11	Don't Wait Up	(Mon 30th Mar)	BBC1	16.65
12	Coronation Street	(Wed 1st Apr)	GRANADA	16.50
13	Coronation Street	(Wed 8th Apr)	GRANADA	16.10
14	Coronation Street	(Mon 6th Apr)	GRANADA	15.60
15	Coronation Street (1)	(Mon 13th Apr)	GRANADA	15.55
16	Live From The Palladium	(Sun 5th Apr)	LWT	15.20
17	Coronation Street	(Mon 30th Mar)	GRANADA	15.15
18	Don't Wait Up	(Mon 6th Apr)	BBC1	15.05
19	Ever Decreasing Circles	(Mon 13th Apr)	BBC1	14.60
20	Coronation Street	(Mon 20th Apr)	GRANADA	14.25
21	Live From The Palladium (1)	(Sun 12th Apr)	LWT	14.05
22	Bergerac	(Sat 4th Apr)	BBC1	13.70
23	Just Good Friends	(Sun 12th Apr)	BBC1	13.45
24	Coronation Street	(Wed 22nd Apr)	GRANADA	13.40
25	Coronation Street (1)	(Wed 15th Apr)	GRANADA	13.35
26	Boon	(Tue 31st Mar)	CENTRAL	13.30
26=	Bob Says Opportunity Knocks	(Sat 4th Apr)	BBC1	13.30
28	This Is Your Life	(Wed 8th Apr)	THAMES	13.25
28=	Coronation Street	(Mon 27th Apr)	GRANADA	13.25
30	Live World Championship Boxing	(Sat 18th Apr)	BBC1	13.10
31	Only Fools And Horses	(Sun 12th Apr)	BBC1	13.00
32	Bergerac	(Sat 11th Apr)	BBC1	12.95
33	Uncrowned Jewels	(Mon 30th Mar)	BBC1	12.90
33=	Clive James On TV	(Sun 5th Apr)	LWT	12.90
35	The Mirror Crack'd	(Sat 18th Apr)	BBC1	12.85
36	Bob Says Opportunity Knocks	(Sat 11th Apr)	BBC1	12.80
37	News, Sport & Weather (21:35)	(Sat 18th Apr)	BBC1	12.75
37=	Live From The Palladium	(Sun 3rd May)	LWT	12.75
39	Coronation Street	(Wed 29th Apr)	GRANADA	12.70
39=	Fields Of Fire	(Sun 3rd May)	ITV	12.70
41	This Is Your Life	(Wed 1st Apr)	THAMES	12.40
41=	Bergerac	(Sat 2nd May)	BBC1	12.40
43	One By One	(Sat 4th Apr)	BBC1	12.30
44	Clive James On TV (1)	(Sun 19th Apr)	LWT	12.25
45	The Grand National	(Sat 4th Apr)	BBC1	12.20
46	News And Weather (21:00)	(Sun 12th Apr)	BBC1	11.95
46=	Taggart	(Wed 29th Apr)	STV	11.95
48	Wargames	(Mon 20th Apr)	BBC1	11.90
48=	Bob Says Opportunity Knocks	(Sat 2nd May)	BBC1	11.90
50	News, Sports & Weather (21:35)	(Sat 4th Apr)	BBC1	11.85
50=	Live From The Palladium	(Sun 26th Apr)	LWT	11.85

(1) NETWORK EXCLUDING ULSTER

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N.B. Individuals Viewing (millions) is the average of the audience size over the duration of the programme.