

THE MONTH'S VIEWING IN SUMMARY

MAY 1987

Period 4 w/e 31st 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	
	MAY		(APRIL)	
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 16	(3 : 32)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 12	(1 : 20)	36.5	(37.6)
BBC2	0 : 24	(0 : 28)	12.3	(13.3)
TOTAL BBC	1 : 36	(1 : 48)	48.8	(50.9)
ITV (Incl. TV-am)	1 : 22	(1 : 25)	41.9	(40.3)
CHANNEL 4 / S4C	0 : 18	(0 : 19)	9.3	(8.8)
TOTAL ITV	1 : 40	(1 : 44)	51.2	(49.1)

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 / S4C		BBC1		BBC2	
	MAY		MAY		MAY		MAY	
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	40.1	(38.1)	8.6	(8.5)	38.3	(39.1)	13.0	(14.4)
MIDLANDS (E & W)	44.1	(42.3)	8.8	(8.4)	34.9	(36.6)	12.2	(12.7)
NORTH WEST	42.0	(40.2)	9.2	(8.7)	36.8	(37.5)	12.0	(13.6)
YORKSHIRE	43.4	(41.2)	9.3	(8.6)	35.9	(37.3)	11.5	(12.9)
C. SCOTLAND	41.9	(39.7)	10.5	(10.5)	35.8	(36.5)	11.8	(13.3)
WALES & THE WEST	43.3	(42.5)	7.9	(7.1)	36.2	(36.5)	12.6	(13.9)
SOUTH & S. EAST	40.2	(38.6)	7.7	(7.6)	38.6	(40.0)	13.4	(13.8)
NORTH EAST	41.8	(41.0)	9.2	(8.9)	37.1	(36.8)	11.9	(13.3)
EAST OF ENGLAND	44.2	(42.9)	8.0	(7.3)	35.4	(37.1)	12.4	(12.7)
SOUTH WEST	39.6	(39.5)	7.7	(7.9)	40.6	(40.1)	12.1	(12.5)
ULSTER	39.4	(28.6)	9.0	(9.3)	40.2	(46.9)	11.5	(15.2)
BORDER	44.8	(45.4)	9.5	(8.6)	35.0	(34.9)	10.7	(11.1)
N. SCOTLAND	44.6	(42.7)	10.2	(9.2)	35.0	(36.6)	10.2	(11.6)
NETWORK	41.9	(40.3)	9.3	(8.8)	36.5	(37.6)	12.3	(13.3)

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 May, the programmes with the highest audiences were:-

1	Eastenders	(Thu 14th May/Sun 17th May)	BBC1	22.90
2	Eastenders	(Tue 12th May/Sun 17th May)	BBC1	20.70
3	Eastenders	(Thu 21st May/Sun 24th May)	BBC1	20.20
4	Eastenders	(Thu 28th May/Sun 31st May)	BBC1	18.75
5	Eastenders	(Tue 5th May/Sun 10th May)	BBC1	18.55
5=	Eastenders	(Thu 7th May/Sun 10th May)	BBC1	18.55
7	Eastenders	(Tue 26th May/Sun 31st May)	BBC1	17.70
8	Eastenders	(Tue 19th May/Sun 24th May)	BBC1	17.45
9	Murder In Three Acts	(Sun 17th May)	ITV	15.30
10	Coronation Street	(Mon 11th May)	GRANADA	15.25
11	Coronation Street	(Mon 18th May)	GRANADA	14.25
12	Flight 90: Disaster On The Potomac	(Mon 25th May)	ITV	13.85
13	Coronation Street	(Wed 13th May)	GRANADA	13.55
14	Coronation Street	(Wed 20th May)	GRANADA	13.20
15	Escape From Sobibor	(Sun 10th May)	CENTRAL	13.00
16	Coronation Street	(Wed 27th May)	GRANADA	12.55
17	Live From The Palladium	(Sun 10th May)	LWT	12.50
18	Coronation Street	(Mon 25th May)	GRANADA	12.45
19	Coronation Street	(Wed 6th May)	GRANADA	12.40
20	Coronation Street	(Mon 4th May)	GRANADA	11.90
21	Tomorrows World	(Thu 21st May)	BBC1	11.60
21=	Grease	(Sat 23rd May)	BBC1	11.60
23	Tomorrows World	(Thu 28th May)	BBC1	11.40
24	Ever Decreasing Circles (Exc. Scot)	(Mon 11th May)	BBC1	11.35
25	Fields Of Fire	(Mon 4th May)	CENTRAL	11.10
25=	That's Life	(Sun 24th May)	BBC1	11.10
27	Bob Says Opportunity Knocks	(Sat 30th May)	BBC1	11.00
28	News & Weather (21:40)	(Sun 24th May)	BBC1	10.95
29	That's Life	(Sun 31st May)	BBC1	10.90
30	Int. Snooker Final (18:55)	(Mon 4th May)	BBC2	10.60
30=	News & Weather (22:02)	(Sun 31st May)	BBC1	10.60
32	C.A.T.S. Eyes	(Sat 9th May)	TVS	10.55
33	News, Sport & Weather (21:00)	(Sat 16th May)	BBC1	10.45
34	The Michael Barrymore Special	(Mon 25th May)	THAMES	10.35
35	Crossroads	(Tue 12th May)	CENTRAL	10.30
35=	Emmerdale Farm	(Tue 12th May)	YORKSHIRE	10.30
37	Crimewatch UK	(Thu 21st May)	BBC1	10.25
38	The A-Team	(Sat 9th May)	ITV	10.20
38=	Tomorrows World	(Thu 14th May)	BBC1	10.20
38=	A Question Of Sport (Exc. N.I.)	(Thu 14th May)	BBC1	10.20
38=	That's Life	(Sun 17th May)	BBC1	10.20
38=	Strike It Lucky	(Wed 27th May)	THAMES	10.20
43	A Question Of Sport	(Thu 7th May)	BBC1	10.15
43=	Strike It Lucky	(Wed 13th May)	THAMES	10.15
45	Crossroads	(Thu 14th May)	CENTRAL	10.10
45=	Bob Says Opportunity Knocks	(Sat 23rd May)	BBC1	10.10
47	What's My Line	(Mon 18th May)	THAMES	10.05
47=	Every Second Counts	(Fri 22nd May)	BBC1	10.05
49	Emmerdale Farm	(Tue 5th May)	YORKSHIRE	10.00
50	Every Second Counts	(Fri 15th May)	BBC1	9.95
50=	Dagger Of The Mind	(Sun 31st May)	ITV	9.95

Issued on 15th June 1987