

THE MONTH'S VIEWING IN SUMMARY

JUNE 1987

Period 4 w/e 28th June 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	
	JUNE		(MAY)	
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 14	(3 : 16)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 13	(1 : 12)	37.6	(36.5)
BBC2	0 : 25	(0 : 24)	13.0	(12.3)
TOTAL BBC	1 : 38	(1 : 36)	50.6	(48.8)
ITV (Incl. TV-am)	1 : 19	(1 : 22)	40.7	(41.9)
CHANNEL 4 / S4C	0 : 17	(0 : 18)	8.7	(9.3)
TOTAL ITV	1 : 36	(1 : 40)	49.4	(51.2)

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	
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	39.3	(40.1)	8.0	(8.6)	39.6	(38.3)	13.1	(13.0)
MIDLANDS (E & W)	43.4	(44.1)	8.0	(8.8)	36.1	(34.9)	12.5	(12.2)
NORTH WEST	39.9	(42.0)	8.6	(9.2)	38.4	(36.8)	13.2	(12.0)
YORKSHIRE	41.2	(43.4)	8.6	(9.3)	38.2	(35.9)	12.0	(11.5)
C. SCOTLAND	38.9	(41.9)	10.5	(10.5)	37.0	(35.8)	13.6	(11.8)
WALES & THE WEST	42.2	(43.3)	6.7	(7.9)	38.0	(36.2)	13.1	(12.6)
SOUTH & S. EAST	38.9	(40.2)	7.0	(7.7)	40.4	(38.6)	13.7	(13.4)
NORTH EAST	41.2	(41.8)	8.7	(9.2)	38.1	(37.1)	12.0	(11.9)
EAST OF ENGLAND	42.7	(44.2)	7.2	(8.0)	37.4	(35.4)	12.7	(12.4)
SOUTH WEST	38.8	(39.6)	7.6	(7.7)	41.5	(40.6)	12.2	(12.1)
ULSTER	36.4	(39.4)	9.0	(9.0)	42.0	(40.2)	12.6	(11.5)
BORDER	44.7	(44.8)	8.6	(9.5)	36.2	(35.0)	10.5	(10.7)
N. SCOTLAND	45.0	(44.6)	8.6	(10.2)	34.8	(35.0)	11.6	(10.2)
NETWORK	40.7	(41.9)	8.7	(9.3)	37.6	(36.5)	13.0	(12.3)

- 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.

TOP 50 PROGRAMMES

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

1	Eastenders	(Thu 25th Jun/Sun 28th Jun)	BBC1	21.15
2	Eastenders	(Thu 4th Jun/Sun 7th Jun)	BBC1	19.45
3	Eastenders	(Tue 2nd Jun/Sun 7th Jun)	BBC1	19.10
4	Eastenders	(Thu 18th Jun/Sun 21st Jun)	BBC1	18.85
5	Eastenders	(Thu 11th Jun/Sun 14th Jun)	BBC1	18.75
5=	Eastenders	(Tue 23rd Jun/Sun 28th Jun)	BBC1	18.75
7	Eastenders	(Tue 16th Jun/Sun 21st Jun)	BBC1	18.45
8	The Grand Knockout Tournament	(Fri 19th Jun)	BBC1	18.35
9	Eastenders	(Tue 9th Jun/Sun 14th Jun)	BBC1	18.25
10	Coronation Street	(Mon 8th Jun)	GRANADA	14.05
11	Coronation Street	(Mon 22nd Jun)	GRANADA	13.80
12	Coronation Street	(Wed 10th Jun)	GRANADA	13.75
13	Coronation Street	(Wed 17th Jun)	GRANADA	13.70
14	Coronation Street	(Wed 3rd Jun)	GRANADA	13.65
15	Coronation Street	(Mon 1st Jun)	GRANADA	13.40
16	If Tomorrow Comes	(Thu 11th Jun)	ITV	13.15
17	Coronation Street	(Mon 15th Jun)	GRANADA	12.95
18	Coronation Street	(Wed 24th Jun)	GRANADA	12.85
19	Bob Says Opportunity Knocks	(Sat 20th Jun)	BBC1	12.50
20	Sorry	(Mon 22nd Jun)	BBC1	12.10
21	That's Life	(Sun 28th Jun)	BBC1	11.65
22	Nine O'Clock News	(Fri 19th Jun)	BBC1	11.55
22=	That's Life	(Sun 21st Jun)	BBC1	11.55
24	Strike It Lucky	(Wed 3rd Jun)	THAMES	11.50
24=	Strike It Lucky	(Wed 10th Jun)	THAMES	11.50
24=	That's Life	(Sun 14th Jun)	BBC1	11.50
27	Crimewatch UK	(Thu 18th Jun)	BBC1	11.30
28	Emmerdale Farm	(Tue 25th Jun)	YORKSHIRE	11.20
29	News and Sport (20:51)	(Sat 13th Jun)	BBC1	11.10
30	Bob Says Opportunity Knocks	(Sat 13th Jun)	BBC1	11.05
31	Tomorrows World	(Thu 25th Jun)	BBC1	10.95
32	Strike It Lucky	(Wed 17th Jun)	THAMES	10.90
33	If Tomorrow Comes	(Thu 11th Jun)	ITV	10.85
34	Bread	(Sun 21st Jun)	BBC1	10.80
35	Sorry	(Mon 15th Jun)	BBC1	10.75
36	That's Life	(Sun 7th Jun)	BBC1	10.70
36=	Bread	(Sun 14th Jun)	BBC1	10.70
36=	News, Sport and Weather (21:23)	(Sat 20th Jun)	BBC1	10.70
36=	Family Fortunes	(Sat 27th Jun)	CENTRAL	10.70
40	Mastermind Final	(Sun 7th Jun)	BBC1	10.60
41	Les Dennis's Laughter Show	(Sat 13th Jun)	BBC1	10.55
42	Crossroads	(Tue 2nd Jun)	CENTRAL	10.40
42=	If Tomorrow Comes	(Sun 7th Jun)	ITV	10.40
42=	News and Weather (22:06)	(Sun 28th Jun)	BBC1	10.40
45	C.A.T.S. Eyes	(Sat 6th Jun)	TVS	10.25
46	Strike It Lucky	(Wed 24th Jun)	THAMES	10.15
47	People Do The Funniest Things	(Sat 27th Jun)	LWT	10.10
48	Crossroads	(Tue 9th Jun)	CENTRAL	10.05
49	If Tomorrow Comes	(Tue 9th Jun)	ITV	10.00
49=	News, Sport and Weather (21:25)	(Sat 27th Jun)	BBC1	10.00

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