

THE MONTH'S VIEWING IN SUMMARY

JULY 1987

Period 5 w/e 2nd August 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	
	JULY	(JUNE)	JULY	(JUNE)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 09	(3 : 14)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 08	(1 : 13)	35.8	(37.6)
BBC2	0 : 27	(0 : 25)	14.2	(13.0)
TOTAL BBC	1 : 35	(1 : 38)	50.0	(50.6)
ITV (Incl. TV-am)	1 : 18	(1 : 19)	41.6	(40.7)
CHANNEL 4 / S4C	0 : 16	(0 : 17)	8.5	(8.7)
TOTAL ITV	1 : 34	(1 : 36)	50.0	(49.4)

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	
	JULY	(JUNE)	JULY	(JUNE)	JULY	(JUNE)	JULY	(JUNE)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	40.7	(39.3)	7.8	(8.0)	36.5	(39.6)	14.9	(13.1)
MIDLANDS (E & W)	44.5	(43.4)	7.8	(8.0)	34.1	(36.1)	13.6	(12.5)
NORTH WEST	42.2	(39.9)	8.8	(8.6)	35.1	(38.4)	13.8	(13.2)
YORKSHIRE	42.1	(41.2)	8.6	(8.6)	35.5	(38.2)	13.8	(12.0)
C. SCOTLAND	39.5	(38.9)	10.6	(10.5)	35.8	(37.0)	14.2	(13.6)
WALES & THE WEST	43.3	(42.2)	7.3	(6.7)	35.1	(38.0)	14.3	(13.1)
SOUTH & S. EAST	39.6	(38.9)	6.6	(7.0)	37.8	(40.4)	15.9	(13.7)
NORTH EAST	41.6	(41.2)	8.1	(8.7)	37.1	(38.1)	13.2	(12.0)
EAST OF ENGLAND	42.7	(42.7)	7.1	(7.2)	35.5	(37.4)	14.6	(12.7)
SOUTH WEST	40.7	(38.8)	6.6	(7.6)	39.0	(41.5)	13.7	(12.2)
ULSTER	38.9	(36.4)	8.4	(9.0)	39.2	(42.0)	13.4	(12.6)
BORDER	44.2	(44.7)	8.1	(8.6)	34.5	(36.2)	13.1	(10.5)
N. SCOTLAND	43.7	(45.0)	8.5	(8.6)	34.9	(34.8)	12.9	(11.6)
NETWORK	41.6	(40.7)	8.5	(8.7)	35.8	(37.6)	14.2	(13.0)

- 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 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)

During July, the programmes with the highest audiences were:-

1	Eastenders	(Tue 14th Jul/Sun 19th Jul)	BBC1	20.85
2	Eastenders	(Thu 16th Jul/Sun 19th Jul)	BBC1	20.05
3	Eastenders	(Thu 30th Jul/Sun 2nd Aug)	BBC1	18.80
4	Eastenders	(Thu 23rd Jul/Sun 26th Jul)	BBC1	18.70
5	Eastenders	(Tue 21st Jul/Sun 26th Jul)	BBC1	18.45
6	Eastenders	(Tue 28th Jul/Sun 2nd Aug)	BBC1	17.65
7	Eastenders	(Thu 9th Jul/Sun 12th Jul)	BBC1	17.35
8	Eastenders	(Tue 7th Jul/Sun 12th Jul)	BBC1	16.75
9	Coronation Street	(Wed 15th Jul)	GRANADA	14.90
10	Coronation Street	(Wed 22nd Jul)	GRANADA	14.35
11	Coronation Street	(Wed 29th Jul)	GRANADA	14.10
12	Eastenders	(Thu 2nd Jul/Sun 5th Jul)	BBC1	13.85
13	Coronation Street	(Mon 20th Jul)	GRANADA	13.80
14	Eastenders	(Tue 30th Jun/Sun 5th Jul)	BBC1	13.65
15	Coronation Street	(Wed 8th Jul)	GRANADA	13.60
16	Coronation Street	(Mon 29th Jun)	GRANADA	13.55
17	Coronation Street	(Mon 27th Jul)	GRANADA	13.35
18	Coronation Street	(Mon 6th Jul)	GRANADA	12.55
19	Coronation Street	(Wed 1st Jul)	GRANADA	12.35
20	What a Carry On	(Thu 16th Jul)	BBC1	12.30
21	Coronation Street	(Mon 13th Jul)	GRANADA	12.20
22	What a Carry On	(Thu 23rd Jul)	BBC1	11.80
23	Terry and June	(Mon 27th Jul)	BBC1	11.60
24	What a Carry On	(Thu 9th Jul)	BBC1	11.40
25	Bread	(Sun 19th Jul)	BBC1	11.15
26	Nine O'Clock News	(Mon 27th Jul)	BBC1	10.90
27	Every Second Counts	(Fri 17th Jul)	BBC1	10.85
28	Sorry	(Mon 29th Jun)	BBC1	10.80
28=	Minder	(Wed 22nd Jul)	THAMES	10.80
28=	Emergency 999	(Sun 26th Jul)	ITV	10.80
31	That's Life	(Sun 5th Jul)	BBC1	10.75
32	Wolf to the Slaughter	(Sun 2nd Aug)	TVS	10.55
33	Home James!	(Wed 15th Jul)	THAMES	10.50
34	Home James!	(Wed 22nd Jul)	THAMES	10.35
35	What a Carry On	(Thu 2nd Jul)	BBC1	10.25
35=	Cue Gary	(Sat 18th Jul)	CENTRAL	10.25
37	Nine O'Clock News	(Mon 20th Jul)	BBC1	10.20
38	Bread	(Sun 12th Jul)	BBC1	10.10
38=	Family Fortunes	(Sat 18th Jul)	CENTRAL	10.10
40	Licence to Thrill	(Mon 29th Jun)	ITV	10.00
40=	Summertime Special	(Sat 18th Jul)	TVS	10.00
40=	The Benny Hill Show	(Thu 30th Jul)	THAMES	10.00
40=	The Equalizer	(Thu 30th Jul)	ITV	10.00
40=	Summertime Special	(Sat 1st Aug)	TVS	10.00
45	Bread	(Sun 26th Jul)	BBC1	9.95
45=	The Cook Report	(Wed 22nd Jul)	CENTRAL	9.95
45=	Emmerdale Farm	(Tue 21st Jul)	YORKSHIRE	9.95
48	Tarby's Frame Game	(Sun 26th Jul)	YORKSHIRE	9.90
48=	Minder	(Wed 29th Jul)	THAMES	9.90
50	Crimewatch UK	(Thu 16th Jul)	BBC1	9.85
50=	Carry on Cleo	(Sat 1st Aug)	BBC1	9.85

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