

THE MONTH'S VIEWING IN SUMMARY

AUGUST 1987

Period 4 w/e 30th 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	
	AUGUST Hrs : Mins	(JULY) (Hrs : Mins)	AUGUST %	(JULY) (%)
ALL TV	3 : 07	(3 : 09)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 09	(1 : 08)	36.8	(35.8)
BBC2	0 : 22	(0 : 27)	11.8	(14.2)
TOTAL BBC	1 : 31	(1 : 35)	48.6	(50.0)
ITV (Incl. TV-am)	1 : 21	(1 : 18)	43.2	(41.6)
CHANNEL 4 / S4C	0 : 15	(0 : 16)	8.2	(8.5)
TOTAL ITV	1 : 36	(1 : 34)	51.4	(50.0)

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 percentage 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	
	AUG	(JUL)	AUG	(JUL)	AUG	(JUL)	AUG	(JUL)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	42.8	(40.7)	7.8	(7.8)	37.6	(36.5)	11.7	(14.9)
MIDLANDS (E & W)	46.7	(44.5)	7.2	(7.8)	35.1	(34.1)	11.0	(13.6)
NORTH WEST	43.4	(42.2)	8.3	(8.8)	36.6	(35.1)	11.7	(13.8)
YORKSHIRE	43.2	(42.1)	8.5	(8.6)	36.2	(35.5)	12.0	(13.8)
C. SCOTLAND	39.8	(39.5)	10.8	(10.6)	37.1	(35.8)	12.3	(14.2)
WALES & THE WEST	44.3	(43.3)	6.7	(7.3)	36.2	(35.1)	12.8	(14.3)
SOUTH & S. EAST	42.5	(39.6)	6.5	(6.6)	38.0	(37.8)	12.9	(15.9)
NORTH EAST	43.5	(41.6)	7.7	(8.1)	37.2	(37.1)	11.6	(13.2)
EAST OF ENGLAND	44.9	(42.7)	6.3	(7.1)	36.4	(35.5)	12.3	(14.6)
SOUTH WEST	43.2	(40.7)	6.0	(6.6)	40.1	(39.0)	10.7	(13.7)
ULSTER	40.2	(38.9)	8.3	(8.4)	40.1	(39.2)	11.4	(13.4)
BORDER	45.5	(44.2)	8.4	(8.1)	35.9	(34.5)	10.2	(13.1)
N. SCOTLAND	46.6	(43.7)	8.5	(8.5)	36.0	(34.9)	8.9	(12.9)
NETWORK	43.2	(41.6)	8.2	(8.5)	36.8	(35.8)	11.8	(14.2)

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 August, the programmes with the highest audiences were:-

1	Eastenders	(Tue 18th Aug/Sun 23rd Aug)	BBC1	18.95
2	Eastenders	(Thu 20th Aug/Sun 23rd Aug)	BBC1	18.65
3	Eastenders	(Tue 11th Aug/Sun 16th Aug)	BBC1	18.25
4	Eastenders	(Thu 6th Aug/Sun 9th Aug)	BBC1	17.80
5	Eastenders	(Tue 4th Aug/Sun 9th Aug)	BBC1	17.60
5=	Eastenders	(Tue 25th Aug/Sun 30th Aug)	BBC1	17.60
7	Eastenders	(Thu 13th Aug/Sun 16th Aug)	BBC1	17.40
8	Eastenders	(Tue 27th Aug/Sun 30th Aug)	BBC1	16.70
9	Coronation Street	(Wed 26th Aug)	GRANADA	14.50
10	Coronation Street	(Wed 5th Aug)	GRANADA	14.15
11	Coronation Street	(Wed 19th Aug)	GRANADA	13.95
12	Coronation Street	(Wed 12th Aug)	GRANADA	13.80
13	Coronation Street	(Mon 3rd Aug)	GRANADA	13.50
14	Coronation Street	(Mon 17th Aug)	GRANADA	13.40
15	Coronation Street	(Mon 24th Aug)	GRANADA	13.10
16	Coronation Street	(Mon 10th Aug)	GRANADA	12.00
17	News at Ten	(Wed 19th Aug)	ITN	11.75
18	Bread	(Sun 23rd Aug)	BBC1	11.55
19	Nine O'Clock News	(Mon 17th Aug)	BBC1	11.50
20	Carry On At Your Convenience	(Sat 22nd Aug)	BBC1	11.15
21	Terry and June	(Mon 24th Aug)	BBC1	11.10
22	Tales of the Unexpected	(Sat 15th Aug)	ANGLIA	10.95
23	News and Weather (21:25)	(Sun 23rd Aug)	BBC1	10.75
24	News at Ten	(Mon 24th Aug)	ITN	10.65
25	Summertime Special	(Sat 8th Aug)	TVS	10.45
26	The Equalizer	(Thu 6th Aug)	ITV	10.35
26=	Bread	(Sun 9th Aug)	BBC1	10.35
28	Terry and June	(Mon 17th Aug)	BBC1	10.30
29	Carry On Cowboy	(Sat 8th Aug)	BBC1	10.25
30	Bulman	(Sat 8th Aug)	GRANADA	10.20
30=	Nine O'Clock News	(Mon 10th Aug)	BBC1	10.20
32	Name That Tune	(Mon 3rd Aug)	THAMES	10.15
32=	Terry and June	(Mon 10th Aug)	BBC1	10.15
34	The Professionals	(Fri 28th Aug)	LWT	10.10
35	The Equalizer	(Thu 27th Aug)	ITV	9.95
36	Home James	(Wed 5th Aug)	THAMES	9.85
36=	The Equalizer	(Thu 20th Aug)	ITV	9.85
38	Minder	(Wed 26th Aug)	THAMES	9.80
38=	Bodymatters	(Thu 27th Aug)	BBC1	9.80
40	Minder	(Wed 5th Aug)	THAMES	9.70
40=	Wolf To The Slaughter	(Sun 9th Aug)	TVS	9.70
42	The Bill	(Tue 11th Aug)	THAMES	9.65
42=	Wolf To The Slaughter	(Sun 16th Aug)	TVS	9.65
42=	Crazy Like a Fox - The Movie	(Sat 29th Aug)	ITV	9.65
45	Nine O'Clock News	(Mon 3rd Aug)	BBC1	9.55
45=	Presley	(Mon 17th Aug)	BBC1	9.55
45=	Witness for the Prosecution	(Sun 23rd Aug)	BBC1	9.55
45=	Name That Tune	(Mon 24th Aug)	THAMES	9.55
49	Every Second Counts	(Fri 14th Aug)	BBC1	9.50
49=	Minder	(Wed 26th Aug)	THAMES	9.50

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