

THE MONTH'S VIEWING IN SUMMARY

SEPTEMBER 1987

Period 4 w/e 27th September 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	
	SEPTEMBER		SEPTEMBER	
	Hrs : Mins	(AUGUST) (Hrs : Mins)	%	(AUGUST) (%)
ALL TV	3 : 15	(3 : 07)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 13	(1 : 09)	37.5	(36.8)
BBC2	0 : 21	(0 : 22)	10.7	(11.8)
TOTAL BBC	1 : 34	(1 : 31)	48.1	(48.6)
ITV (Incl. TV-am)	1 : 27	(1 : 21)	44.7	(43.2)
CHANNEL 4 / S4C	0 : 14	(0 : 15)	7.2	(8.2)
TOTAL ITV	1 : 41	(1 : 36)	51.9	(51.4)

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	
	(AUG)							
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	42.2	(42.8)	6.0	(7.8)	41.0	(37.6)	10.8	(11.7)
MIDLANDS (E & W)	47.9	(46.7)	6.7	(7.2)	35.9	(35.1)	9.5	(11.0)
NORTH WEST	45.2	(43.4)	7.3	(8.3)	36.7	(36.6)	10.7	(11.7)
YORKSHIRE	46.2	(43.2)	7.1	(8.5)	36.5	(36.2)	10.1	(12.0)
C. SCOTLAND	44.0	(39.8)	9.2	(10.8)	36.6	(37.1)	10.2	(12.3)
WALES & THE WEST	47.8	(44.3)	6.0	(6.7)	35.6	(36.2)	10.6	(12.8)
SOUTH & S. EAST	42.8	(42.5)	5.1	(6.5)	39.6	(38.0)	12.4	(12.9)
NORTH EAST	46.7	(43.5)	6.8	(7.7)	37.0	(37.2)	9.5	(11.6)
EAST OF ENGLAND	46.8	(44.9)	5.1	(6.3)	38.0	(36.4)	10.2	(12.3)
SOUTH WEST	41.2	(43.2)	6.0	(6.0)	42.4	(40.1)	10.4	(10.7)
ULSTER	43.2	(40.2)	8.0	(8.3)	37.9	(40.1)	10.9	(11.4)
BORDER	48.8	(45.5)	7.8	(8.4)	34.4	(35.9)	9.0	(10.2)
N. SCOTLAND	48.4	(46.6)	7.0	(8.5)	35.9	(36.0)	8.7	(8.9)
NETWORK	44.7	(43.2)	7.2	(8.2)	37.5	(36.8)	10.7	(11.8)

- 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 September, the programmes with the highest audiences were:-				
1	Eastenders	(Thu 24th Sep/Sun 27th Sep)	BBC1	19.30
2	Eastenders	(Thu 10th Sep/Sun 13th Sep)	BBC1	18.35
3	Eastenders	(Thu 17th Sep/Sun 20th Sep)	BBC1	18.20
4	Eastenders	(Tue 22nd Sep/Sun 27th Sep)	BBC1	18.15
5	Eastenders	(Tue 1st Sep/Sun 6th Sep)	BBC1	17.95
5=	Eastenders	(Tue 8th Sep/Sun 13th Sep)	BBC1	17.95
7	Eastenders	(Tue 15th Sep/Sun 20th Sep)	BBC1	17.90
8	Eastenders	(Thu 3rd Sep/Sun 6th Sep)	BBC1	17.60
9	Never Say Never Again	(Sun 27th Sep)	ITV	15.00
10	Coronation Street	(Mon 21st Sep)	GRANADA	14.40
11	Coronation Street	(Mon 14th Sep)	GRANADA	14.30
12	Romancing the Stone	(Thu 10th Sep)	ITV	14.25
13	Coronation Street	(Wed 9th Sep)	GRANADA	14.15
14	Coronation Street	(Mon 7th Sep)	GRANADA	14.10
15	Coronation Street	(Wed 2nd Sep)	GRANADA	13.85
15=	Blind Date	(Sat 19th Sep)	LWT	13.85
17	Coronation Street	(Wed 23rd Sep)	GRANADA	13.80
18	Blind Date	(Sat 26th Sep)	LWT	13.45
19	Beyond the Bermuda Triangle	(Sat 12th Sep)	ITV	13.40
19=	Bread	(Sun 20th Sep)	BBC1	13.40
21	Coronation Street	(Wed 16th Sep)	GRANADA	13.30
22	Coronation Street	(Mon 31st Aug)	GRANADA	12.80
23	Blind Date	(Sat 12th Sep)	LWT	12.50
24	The Last Frontier	(Mon 14th Sep)	ITV	12.45
25	Blind Date	(Sat 5th Sep)	LWT	12.35
25=	Only Fools and Horses (Ex. N.Ireland)	(Thu 24th Sep)	BBC1	12.35
27	Bread	(Sun 6th Sep)	BBC1	12.20
28	Taggart	(Wed 9th Sep)	STV	11.80
28=	The Last Frontier	(Sun 13th Sep)	ITV	11.80
30	Three Up, Two Down	(Sun 6th Sep)	BBC1	11.55
31	Howards' Way	(Sun 6th Sep)	BBC1	11.50
31=	Beadle's About	(Sat 19th Sep)	LWT	11.50
33	News (20:48)	(Sat 12th Sep)	ITN	11.35
34	The Benny Hill Show	(Mon 14th Sep)	THAMES	11.35
35	Howards' Way	(Sun 20th Sep)	BBC1	11.30
36	News, Sport and Weather (20:55)	(Sat 5th Sep)	BBC1	11.20
36=	The Two of Us	(Fri 11th Sep)	LWT	11.20
36=	Only Fools and Horses	(Thu 17th Sep)	BBC1	11.20
39	The Bill	(Mon 21st Sep)	THAMES	11.15
40	Bread	(Sun 13th Sep)	BBC1	11.10
40=	Beadle's About	(Sat 26th Sep)	LWT	11.10
42	Taggart	(Wed 23rd Sep)	STV	11.05
43	Beadle's About	(Sat 5th Sep)	LWT	11.00
43=	Sins	(Mon 7th Sep)	ITV	11.00
45	Dear John	(Mon 21st Sep)	BBC1	10.85
46	New Faces of '87	(Fri 11th Sep)	CENTRAL	10.80
46=	Bergerac	(Wed 23rd Sep)	BBC1	10.80
46=	News (20:48)	(Sat 26th Sep)	ITN	10.80
49	Sins	(Tue 8th Sep)	ITV	10.75
49=	Taggart	(Wed 16th Sep)	STV	10.75
49=	Play Your Cards Right	(Fri 25th Sep)	LWT	10.75

Issued on 20th October 1987