

THE MONTH'S VIEWING IN SUMMARY

OCTOBER 1987

Period 5 w/e 1st November 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	
	OCTOBER		(SEPTEMBER)	
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 35	(3 : 15)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 17	(1 : 13)	35.9	(37.5)
BBC2	0 : 25	(0 : 21)	11.8	(10.7)
TOTAL BBC	1 : 42	(1 : 34)	47.7	(48.1)
ITV (Incl. TV-am)	1 : 34	(1 : 27)	43.7	(44.7)
CHANNEL 4 / S4C	0 : 19	(0 : 14)	8.6	(7.2)
TOTAL ITV	1 : 53	(1 : 41)	52.3	(51.9)

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	
	OCT	(SEP)	OCT	(SEP)	OCT	(SEP)	OCT	(SEP)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	41.5	(42.2)	8.2	(6.0)	38.2	(41.0)	12.0	(10.8)
MIDLANDS (E & W)	39.1	(47.9)	6.8	(6.7)	45.7	(35.9)	8.4	(9.5)
NORTH WEST	43.6	(45.2)	8.6	(7.3)	36.2	(36.7)	11.7	(10.7)
YORKSHIRE	45.0	(46.2)	8.7	(7.1)	35.2	(36.5)	11.1	(10.1)
C. SCOTLAND	42.5	(44.0)	10.7	(9.2)	34.8	(36.6)	12.0	(10.2)
WALES & THE WEST	46.5	(47.8)	7.4	(6.0)	33.9	(35.6)	12.2	(10.6)
SOUTH & S. EAST	42.4	(42.8)	6.7	(5.1)	38.2	(39.6)	12.7	(12.4)
NORTH EAST	45.5	(46.7)	7.9	(6.8)	35.9	(37.0)	10.7	(9.5)
EAST OF ENGLAND	46.3	(46.8)	7.3	(5.1)	35.4	(38.0)	11.1	(10.2)
SOUTH WEST	40.4	(41.2)	7.2	(6.0)	40.8	(42.4)	11.5	(10.4)
ULSTER	41.6	(43.2)	8.8	(8.0)	37.5	(37.9)	12.1	(10.9)
BORDER	46.6	(48.8)	8.8	(7.8)	33.4	(34.4)	11.2	(9.0)
N. SCOTLAND	45.9	(48.4)	8.2	(7.0)	34.5	(35.9)	11.3	(8.7)
NETWORK	43.7	(44.7)	8.6	(7.2)	35.9	(37.5)	11.8	(10.7)

- 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 October, the programmes with the highest audiences were:-

1	Eastenders	(Tue 27th Oct/Sun 1st Nov)	BBC1	22.60
2	Eastenders	(Thu 29th Oct/Sun 1st Nov)	BBC1	21.80
3	Eastenders	(Tue 13th Oct/Sun 18th Oct)	BBC1	21.00
4	Eastenders	(Tue 6th Oct/Sun 11th Oct)	BBC1	20.75
5	Eastenders	(Thu 15th Oct/Sun 18th Oct)	BBC1	20.45
5=	Eastenders	(Tue 20th Oct/Sun 25th Oct)	BBC1	20.45
7	Eastenders	(Thu 22nd Oct/Sun 25th Oct)	BBC1	19.85
8	Eastenders	(Thu 8th Oct/Sun 11th Oct)	BBC1	19.80
8=	Eastenders	(Tue 29th Sep/Sun 4th Oct)	BBC1	19.80
10	Eastenders	(Thu 1st Oct/Sun 4th Oct)	BBC1	19.60
11	Bruno v Bugner	(Sat 24th Oct)	ITV	16.30
12	Coronation Street	(Mon 26th Oct)	GRANADA	16.15
13	Coronation Street	(Wed 28th Oct)	GRANADA	15.95
14	Coronation Street	(Wed 21st Oct)	GRANADA	15.85
15	Coronation Street	(Wed 7th Oct)	GRANADA	15.70
16	Coronation Street	(Mon 5th Oct)	GRANADA	15.45
17	Coronation Street	(Mon 12th Oct)	GRANADA	15.35
18	Coronation Street	(Wed 14th Oct)	GRANADA	15.30
19	Blind Date	(Sat 17th Oct)	LWT	15.25
20	Bread	(Sun 1st Nov)	BBC1	15.00
21	Coronation Street	(Mon 28th Sep)	GRANADA	14.95
21=	Blind Date	(Sat 31st Oct)	LWT	14.95
23	Blind Date	(Sat 24th Oct)	LWT	14.90
24	Blind Date	(Sat 10th Oct)	LWT	14.60
24=	Bread	(Sun 25th Oct)	BBC1	14.60
26	Coronation Street	(Mon 19th Oct)	GRANADA	14.55
27	Bread	(Sun 18th Oct)	BBC1	14.40
28	Coronation Street	(Wed 30th Sep)	GRANADA	14.00
28=	Raiders of the Lost Ark	(Tue 6th Oct)	ITV	14.00
30	Ransom for a Dead Man	(Sat 24th Oct)	ITV	13.85
30=	Twenty One Years of the Two Ronnies	(Fri 30th Oct)	BBC1	13.85
32	Bread	(Sun 11th Oct)	BBC1	13.65
33	Only Fools and Horses	(Thu 8th Oct)	BBC1	13.60
34	Blind Date	(Sat 3rd Oct)	LWT	13.20
34=	Only Fools and Horses	(Thu 15th Oct)	BBC1	13.20
34=	Boon	(Tue 27th Oct)	CENTRAL	13.20
37	Twenty One Years of the Two Ronnies	(Fri 23rd Oct)	BBC1	13.00
38	Dear John	(Mon 12th Oct)	BBC1	12.95
39	Only Fools and Horses (Ex. N.Ireland)	(Thu 1st Oct)	BBC1	12.80
39=	In Sickness and in Health	(Thu 22nd Oct)	BBC1	12.80
41	The Bill	(Mon 19th Oct)	THAMES	12.75
41=	News (22:10)	(Sat 24th Oct)	ITN	12.75
43	In Sickness and in Health (Ex. N.Ireland)	(Thu 29th Oct)	BBC1	12.70
44	Bread	(Sun 4th Oct)	BBC1	12.50
44=	Nine O'Clock News	(Fri 16th Oct)	BBC1	12.50
46	Dear John	(Mon 5th Oct)	BBC1	12.45
46=	Whatever Next....	(Mon 19th Oct)	BBC1	12.45
48	Home to Roost	(Sat 24th Oct)	YORKSHIRE	12.40
49	Beadle's About	(Sat 10th Oct)	LWT	12.35
49=	This is Your Life	(Wed 21st Oct)	THAMES	12.35

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