

THE MONTH'S VIEWING IN SUMMARY

RE-ISSUE NOVEMBER 1987

Period 4 w/e 29th 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	
	NOVEMBER	(OCTOBER)	NOVEMBER	(OCTOBER)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 55	(3 : 35)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 28	(1 : 17)	37.5	(35.9)
BBC2	0 : 26	(0 : 25)	11.1	(11.8)
TOTAL BBC	1 : 55	(1 : 42)	48.7	(47.7)
ITV (Incl. TV-am)	1 : 40	(1 : 34)	42.5	(43.7)
CHANNEL 4 / S4C	0 : 21	(0 : 19)	8.8	(8.6)
TOTAL ITV	2 : 01	(1 : 53)	51.3	(52.3)

Definitions

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	
	NOV	(OCT)	NOV	(OCT)	NOV	(OCT)	NOV	(OCT)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	40.0	(41.5)	8.6	(8.2)	39.8	(38.2)	11.6	(12.0)
MIDLANDS (E & W)	47.2	(47.8)	8.4	(8.4)	35.2	(33.6)	9.2	(10.2)
NORTH WEST	41.2	(43.6)	9.0	(8.6)	38.5	(36.2)	11.2	(11.7)
YORKSHIRE	43.8	(45.0)	8.5	(8.7)	37.2	(35.2)	10.5	(11.1)
C. SCOTLAND	40.4	(42.5)	11.2	(10.7)	37.2	(34.8)	11.2	(12.0)
WALES & THE WEST	46.8	(46.5)	7.0	(7.4)	35.2	(33.9)	11.1	(12.2)
SOUTH & S. EAST	40.7	(42.4)	7.2	(6.7)	40.2	(38.2)	11.9	(12.7)
NORTH EAST	43.5	(45.5)	8.5	(7.9)	37.5	(35.9)	10.5	(10.7)
EAST OF ENGLAND	44.1	(46.3)	7.2	(7.3)	38.2	(35.4)	10.5	(11.1)
SOUTH WEST	39.2	(40.4)	7.4	(7.2)	42.8	(40.8)	10.5	(11.5)
ULSTER	40.8	(41.6)	8.4	(8.8)	40.4	(37.5)	10.4	(12.1)
BORDER	45.1	(46.6)	8.4	(8.8)	35.7	(33.4)	10.3	(11.2)
N. SCOTLAND	44.0	(45.9)	8.8	(8.2)	36.9	(34.5)	10.4	(11.3)
NETWORK	42.5	(43.7)	8.8	(8.6)	37.5	(35.9)	11.1	(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 November, the programmes with the highest audiences were:-				
1	Eastenders	(Tue 3rd Nov/Sun 8th Nov)	BBC1	22.85
1=	Eastenders	(Tue 17th Nov/Sun 22nd Nov)	BBC1	22.85
1=	Eastenders	(Thu 19th Nov/Sun 22nd Nov)	BBC1	22.85
4	Eastenders	(Tue 10th Nov/Sun 15th Nov)	BBC1	22.75
5	Eastenders	(Tue 23rd Nov/Sun 29th Nov)	BBC1	22.45
5=	Eastenders	(Thu 26th Nov/Sun 29th Nov)	BBC1	22.45
7	Eastenders	(Thu 12th Nov/Sun 15th Nov)	BBC1	22.35
8	Eastenders	(Thu 5th Nov/Sun 8th Nov)	BBC1	19.95
9	Children in Need Challenge			
	Anneka	(Fri 27th Nov)	BBC1	17.20
10	Coronation Street	(Mon 23rd Nov)	GRANADA	17.05
11	Coronation Street	(Wed 25th Nov)	GRANADA	16.75
12	Coronation Street	(Wed 11th Nov)	GRANADA	16.50
13	Coronation Street	(Mon 2nd Nov)	GRANADA	16.35
14	Blind Date	(Sat 28th Nov)	LWT	16.20
15	Coronation Street	(Mon 9th Nov)	GRANADA	16.05
15=	Coronation Street	(Wed 18th Nov)	GRANADA	16.0
17	Bread	(Sun 22nd Nov)	BBC1	16.00
18	Bread	(Sun 8th Nov)	BBC1	15.80
19	Coronation Street	(Wed 4th Nov)	GRANADA	15.70
20	Coronation Street	(Mon 16th Nov)	GRANADA	15.65
21	Blind Date	(Sat 21st Nov)	LWT	15.45
22	Blind Date	(Sat 14th Nov)	LWT	15.4
22=	The Bill	(Mon 23rd Nov)	THAMES	15.40
24	Bread	(Sun 15th Nov)	BBC1	15.10
25	Bread	(Sun 29th Nov)	BBC1	14.85
26	Children of Courage	(Fri 27th Nov)	BBC1	14.60
27	The Royal Variety Performance	(Sun 29th Nov)	LWT	14.40
28	Twenty Years of the Two Ronnies	(Fri 20th Nov)	BBC1	14.30
29	The Bill	(Mon 16th Nov)	THAMES	14.15
30	Twenty Years of the Two Ronnies	(Fri 13th Nov)	BBC1	14.05
31	Twenty One Years of the			
	Two Ronnies	(Fri 7th Nov)	BBC1	13.65
31=	Children in Need (22:45)	(Fri 27th Nov)	BBC1	13.65
33	Children in Need (19:41)	(Fri 27th Nov)	BBC1	13.55
34	This is your Life	(Wed 4th Nov)	THAMES	13.4
34=	The Charmer	(Sun 22nd Nov)	LWT	13.40
36	Blind Date	(Sat 7th Nov)	LWT	13.35
37	The Charmer	(Sun 15th Nov)	LWT	13.15
38	The Bill	(Mon 2nd Nov)	THAMES	13.10
39	Strike It Lucky	(Thu 12th Nov)	THAMES	13.05
40	News (20:55)	(Sat 28th Nov)	ITN	13.0
41	In Sickness and in Health			
	(Ex. N. Ireland)	(Thu 19th Nov)	BBC1	12.95
41=	New Faces '87 Final	(Sat 28th Nov)	CENTRAL	12.95
43	The Bill	(Mon 9th Nov)	THAMES	12.90
44	The Charmer	(Sun 8th Nov)	LWT	12.85
44=	Strike It Lucky	(Thu 19th Nov)	THAMES	12.85
46	'Allo 'Allo	(Sat 29th Nov)	BBC1	12.75
47	Home To Roost	(Sat 21st Nov)	YORKSHIRE	12.70
48	Strike It Lucky	(Thu 26th Nov)	THAMES	12.65
49	Boon	(Tue 3rd Nov)	CENTRAL	12.50
50	Home To Roost	(Sat 14th Nov)	YORKSHIRE	12.40
50=	Boon	(Tue 24th Nov)	CENTRAL	12.45

Issued on 22nd December 1987

NOTE

The Months Viewing in Summary

4 w/e 29th November 1987

Owing to a clerical error, the Channel 4 Share of Total Viewing figure was shown incorrectly for Border.

The correct shares were as follows:

	<u>ITV</u>	<u>Channel 4/S4C</u>	<u>BBC1</u>	<u>BBC2</u>
	%	%	%	%
Border	45.1	8.9	35.7	10.3

AGB apologise for any inconvenience caused.