

THE MONTH'S VIEWING IN SUMMARY

DECEMBER 1987

Period 5 w/e 3rd January 1988

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	
	DECEMBER Hrs : Mins	(NOVEMBER) (Hrs : Mins)	DECEMBER %	(NOVEMBER) (%)
ALL TV	4 : 14	(3 : 55)	100	(100.0)
BBC1 (incl. Brkfast Time)	1 : 39	(1 : 28)	39.1	(37.5)
BBC2	0 : 29	(0 : 26)	11.3	(11.1)
TOTAL BBC	2 : 08	(1 : 55)	50.3	(48.7)
ITV (Incl. TV-am)	1 : 45	(1 : 40)	41.3	(42.5)
CHANNEL 4 / S4C	0 : 21	(0 : 21)	8.4	(8.8)
TOTAL ITV	2 : 06	(2 : 01)	49.7	(51.3)

Definitions

- Average Daily Viewing per Head — the number of hrs:mins spent by individuals viewing each channel as a daily average over the population.
- 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	
	DEC %	(NOV) (%)	DEC %	(NOV) (%)	DEC %	(NOV) (%)	DEC %	(NOV) (%)
LONDON	40.2	(40.0)	8.0	(8.6)	40.5	(39.8)	11.4	(11.6)
MIDLANDS (E & W)	44.1	(47.2)	7.5	(8.4)	38.3	(35.2)	10.0	(9.2)
NORTH WEST	40.6	(41.2)	8.4	(9.0)	39.8	(38.5)	11.1	(11.2)
YORKSHIRE	43.4	(43.8)	8.4	(8.5)	37.9	(37.2)	10.3	(10.5)
C. SCOTLAND	40.2	(40.4)	9.8	(11.2)	37.9	(37.2)	12.1	(11.2)
WALES & THE WEST	43.6	(46.8)	6.3	(7.0)	37.9	(35.2)	12.1	(11.1)
SOUTH & S. EAST	39.9	(40.7)	7.6	(7.2)	40.5	(40.2)	12.1	(11.9)
NORTH EAST	42.3	(43.5)	8.5	(8.5)	38.5	(37.5)	10.7	(10.5)
EAST OF ENGLAND	42.2	(44.1)	7.3	(7.2)	39.7	(38.2)	10.8	(10.5)
SOUTH WEST	39.2	(39.2)	7.1	(7.4)	43.6	(42.8)	10.1	(10.5)
ULSTER	39.5	(40.8)	8.3	(8.4)	41.5	(40.4)	10.7	(10.4)
BORDER	43.6	(45.1)	8.3	(8.4)	37.7	(35.7)	10.4	(10.3)
N. SCOTLAND	41.7	(44.0)	8.2	(8.8)	39.2	(36.9)	10.9	(10.4)
NETWORK	41.3	(42.5)	8.4	(8.8)	39.1	(37.5)	11.3	(11.1)

- 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 December, the programmes with the highest audiences were:-				
1	Coronation Street	(Fri 25th Dec/Sun 27th Dec)	GRANADA	26.65
2	Eastenders	(Fri 25th Dec/Sun 27th Dec)	BBC1	25.20
3	Eastenders	(Thu 24th Dec/Sun 27th Dec)	BBC1	23.20
4	Eastenders Part 1	(Thu 31st Dec/Sun 3rd Jan)	BBC1	22.60
5	Coronation Street	(Wed 23rd Dec/Sun 27th Dec)	GRANADA	22.15
6	Eastenders	(Thu 3rd Dec/Sun 6th Dec)	BBC1	21.55
7	Eastenders	(Tue 8th Dec/Sun 13th Dec)	BBC1	21.40
7=	Eastenders	(Tue 22nd Dec/Sun 27th Dec)	BBC1	21.40
9	Eastenders	(Thu 10th Dec/Sun 13th Dec)	BBC1	21.35
10	Eastenders	(Tue 1st Dec/Sun 6th Dec)	BBC1	20.80
11	Eastenders	(Tue 15th Dec/Sun 20th Dec)	BBC1	20.75
12	Eastenders	(Tue 29th Dec/Sun 3rd Jan)	BBC1	20.60
13	Eastenders	(Thu 17th Dec/Sun 20th Dec)	BBC1	19.85
13=	Eastenders Part 2	(Thu 31st Dec/Sun 3rd Jan)	BBC1	19.85
15	Indiana Jones And The Temple Of Doom	(Fri 25th Dec)	BBC1	18.95
16	It'll Be Alright On Christmas Night	(Fri 25th Dec)	LWT	17.00
17	Coronation Street	(Mon 30th Nov)	GRANADA	17.20
18	Coronation Street	(Mon 28th Dec)	GRANADA	16.85
19	Coronation Street	(Mon 14th Dec)	GRANADA	16.80
20	Coronation Street	(Mon 21st Dec)	GRANADA	16.60
21	Ghost Busters	(Sat 26th Dec)	ITV	16.45
22	Coronation Street	(Wed 2nd Dec)	GRANADA	16.00
22=	Coronation Street	(Mon 7th Dec)	GRANADA	16.00
22=	Coronation Street	(Wed 9th Dec)	GRANADA	16.00
25	Blind Date	(Sat 12th Dec)	LWT	15.65
25=	Coronation Street	(Wed 16th Dec)	GRANADA	15.65
27	Coronation Street	(Wed 30th Dec)	GRANADA	15.60
28	The Bill	(Mon 7th Dec)	THAMES	15.15
29	Blind Date	(Sat 19th Dec)	LWT	14.95
30	Twenty Years Of The Two Ronnies	(Fri 4th Dec)	BBC1	14.70
31	A Question Of Sport	(Thu 24th Dec)	BBC1	14.65
31=	Hi-De-Hi	(Sat 26th Dec)	BBC1	14.65
31=	Escape To Victory	(Sat 26th Dec)	BBC1	14.65
34	The Bill (Exc. C. Scotland)	(Mon 30th Nov)	THAMES	14.60
34=	Blind Date	(Sat 5th Dec)	LWT	14.00
34=	Russ Abbot Christmas Show	(Fri 25th Dec)	BBC1	14.60
34=	Bergerac	(Sat 2nd Jan)	BBC1	14.60
38	Christmas Blind Date	(Fri 25th Dec)	LWT	14.55
39	Only Fools and Horses Special	(Fri 25th Dec)	BBC1	14.50
40	A Question Of Sport (Exc. N. Ireland)	(Thu 3rd Dec)	BBC1	14.45
41	Twenty Year Of The Two Ronnies	(Fri 11th Dec)	BBC1	14.25
41=	Krypton Factor Final	(Mon 28th Dec)	GRANADA	14.25
43	A Question Of Sport (Exc. N. Ireland)	(Thu 10th Dec)	BBC1	13.65
43=	Superman II	(Fri 1st Jan)	ITV	13.65
45	News and Weather (21:05)	(Sun 6th Dec)	BBC1	13.60
46	Greystoke: Tarzan Lord Of The Apes	(Mon 28th Dec)	BBC1	13.55
47	Twenty Years Of The Two Ronnies	(Fri 18th Dec)	BBC1	13.50
48	Bullseye	(Sun 13th Dec)	CENTRAL	13.25
48=	Hi-De-Hi	(Sat 2nd Jan)	BBC1	13.25
48=	News, Sport & Weather (21:12)	(Sat 2nd Jan)	BBC	13.25

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