

THE MONTH'S VIEWING IN SUMMARY

JANUARY 1988

Period 4 w/e 31st 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	
	JANUARY	(DECEMBER)	JANUARY	(DECEMBER)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	4 : 00	(4 : 14)	100	(100)
BBC1 (incl. Brkfast Time)	1 : 32	(1 : 39)	38.5	(39.1)
BBC2	0 : 28	(0 : 29)	11.5	(11.3)
TOTAL BBC	2 : 00	(2 : 08)	50.0	(50.3)
ITV (Incl. TV-am)	1 : 39	(1 : 45)	41.4	(41.3)
CHANNEL 4 / S4C	0 : 20	(0 : 21)	8.5	(8.4)
TOTAL ITV	2 : 00	(2 : 06)	49.9	(49.7)

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	
	JAN	(DEC)	JAN	(DEC)	JAN	(DEC)	JAN	(DEC)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	39.8	(40.2)	8.2	(8.0)	40.2	(40.5)	11.8	(11.4)
MIDLANDS (E & W)	44.5	(44.1)	7.9	(7.5)	37.3	(38.3)	10.4	(10.0)
NORTH WEST	40.7	(40.6)	8.8	(8.4)	39.3	(39.8)	11.2	(11.1)
YORKSHIRE	42.8	(43.4)	8.9	(8.4)	37.5	(37.9)	10.8	(10.3)
C. SCOTLAND	40.1	(40.2)	10.2	(9.8)	37.9	(37.9)	11.9	(12.1)
WALES & THE WEST	44.2	(43.6)	6.7	(6.3)	37.1	(37.9)	12.0	(12.1)
SOUTH & S. EAST	40.2	(39.9)	7.4	(7.6)	40.3	(40.5)	12.1	(12.1)
NORTH EAST	41.5	(42.3)	8.7	(8.5)	38.9	(38.5)	10.9	(10.7)
EAST OF ENGLAND	41.8	(42.2)	7.3	(7.3)	38.9	(39.7)	12.0	(10.8)
SOUTH WEST	39.2	(39.2)	7.4	(7.1)	42.9	(43.6)	10.5	(10.1)
ULSTER	38.2	(39.5)	8.8	(8.3)	41.9	(41.5)	11.0	(10.7)
BORDER	44.2	(43.6)	8.0	(8.3)	37.7	(37.7)	10.1	(10.4)
N. SCOTLAND	42.6	(41.7)	8.4	(8.2)	38.0	(39.2)	11.0	(10.9)
NETWORK	41.4	(41.3)	8.5	(8.4)	38.5	(39.1)	11.5	(11.3)

- 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 January, the programmes with the highest audiences were:-				
1	Eastenders	(Tue 19th Jan/Sun 24th Jan)	BBC1	24.95
2	Eastenders	(Thu 21st Jan/Sun 24th Jan)	BBC1	24.90
3	Eastenders	(Thu 7th Jan/Sun 10th Jan)	BBC1	24.15
4	Eastenders	(Thu 14th Jan/Sun 17th Jan)	BBC1	23.95
4=	Eastenders	(Tue 26th Jan/Sun 31st Jan)	BBC1	23.95
6	Eastenders	(Tue 12th Jan/Sun 17th Jan)	BBC1	23.55
7	Eastenders	(Thu 28th Jan/Sun 31st Jan)	BBC1	23.40
8	Eastenders	(Tue 5th Jan/Sun 10th Jan)	BBC1	23.10
9	Coronation Street	(Mon 4th Jan)	GRANADA	18.15
10	Coronation Street	(Wed 6th Jan)	GRANADA	17.70
11	Coronation Street	(Mon 11th Jan)	GRANADA	17.25
11=	Coronation Street	(Mon 18th Jan)	GRANADA	17.25
13	Coronation Street	(Wed 20th Jan)	GRANADA	16.95
14	Coronation Street	(Mon 25th Jan)	GRANADA	16.40
15	Coronation Street	(Wed 27th Jan)	GRANADA	16.30
16	Coronation Street	(Wed 13th Jan)	GRANADA	16.15
17	Octopussy	(Sat 30th Jan)	ITV	15.90
18	That's Life	(Sun 31st Jan)	BBC1	15.00
19	Hi-De-Hi	(Sat 30th Jan)	BBC1	14.95
20	Neighbours (13:30/17:36)	(Fri 22nd Jan)	BBC1	14.65
20=	Wish You Were Here (Not Repeated Midlands & East Of England)	(Mon 18th Jan/Wed 20th Jan)	THAMES	14.65
20=	Neighbours (13:10/17:36)	(Fri 29th Jan)	BBC1	14.65
23	Neighbours (13:31/17:36)	(Tue 5th Jan)	BBC1	14.50
24	Wish you Were Here (Not Repeated Yorkshire, C.Scotland, East Of England)	(Mon 4th Jan/Wed 6th Jan)	THAMES	14.25
24=	Neighbours (13:31/17:36)	(Thu 28th Jan)	BBC1	14.25
26	Neighbours (13:30/17:36)	(Fri 8th Jan)	BBC1	14.20
26=	All Creatures Great And Small	(Sun 17th Jan)	BBC1	14.20
26=	Neighbours (13:31/17:36)	(Tue 19th Jan)	BBC1	14.20
26=	Neighbours (13:30/17:36)	(Tue 26th Jan)	BBC1	14.20
30	Neighbours (13:30/17:36)	(Tue 12th Jan)	BBC1	14.15
31	Neighbours (13:31/17:36)	(Mon 4th Jan)	BBC1	14.10
32	Wish You Were Here (Not Repeated East Of England)	(Mon 11th Jan/Wed 13th Jan)	THAMES	14.00
33	Surprise Surprise	(Sun 10th Jan)	LWT	13.85
33=	Neighbours (13:30/17:36)	(Mon 25th Jan)	BBC1	13.85
35	Neighbours (13:31/17:37)	(Thu 21st Jan)	BBC1	13.70
36	Neighbours (13:30/17:36)	(Mon 18th Jan)	BBC1	13.65
37	Neighbours (13:31/17:36)	(Fri 15th Jan)	BBC1	13.60
37=	Neighbours (13:32/17:36)	(Wed 27th Jan)	BBC1	13.60
39	After Henry	(Mon 4th Jan)	THAMES	13.55
40	Neighbours (13:31/17:37)	(Wed 20th Jan)	BBC1	13.50
41	Neighbours (13:31/17:36)	(Wed 6th Jan)	BBC1	13.35
41=	Neighbours (13:31/17:36)	(Thu 7th Jan)	BBC1	13.35
41=	Neighbours (13:31/17:36)	(Thu 14th Jan)	BBC1	13.35
44=	Hi-De-Hi	(Sat 4th Jan)	BBC1	13.30
44=	Neighbours (13:32/17:37)	(Wed 13th Jan)	BBC1	13.30
44=	Hi-De-Hi	(Sat 23rd Jan)	BBC1	13.30
44=	Wish You Were Here (Not Repeated East Of England)	(Mon 25th Jan/Wed 27th Jan)	THAMES	13.30
48	Harem	(Sun 10th Jan)	ITV	13.25
49	Strike It Lucky	(Thu 7th Jan)	THAMES	13.20
49=	All Creatures Great And Small	(Sun 24th Jan)	BBC1	13.20

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