

THE MONTH'S VIEWING IN SUMMARY

FEBRUARY 1988

Period 4 w/e 28th February 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	
	FEBRUARY Hrs : Mins	(JANUARY) (Hrs : Mins)	FEBRUARY %	(JANUARY) (%)
ALL TV	3 : 56	(4 : 00)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 31	(1 : 32)	38.6	(38.5)
BBC2	0 : 25	(0 : 28)	10.7	(11.5)
TOTAL BBC	1 : 56	(2 : 00)	49.3	(50.0)
ITV (Incl. TV-am)	1 : 38	(1 : 39)	41.2	(41.4)
CHANNEL 4 / S4C	0 : 22	(0 : 20)	9.5	(8.5)
TOTAL ITV	2 : 00	(2 : 00)	50.7	(49.9)

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	
	FEB	(JAN)	FEB	(JAN)	FEB	(JAN)	FEB	(JAN)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	39.7	(39.8)	8.8	(8.2)	39.8	(40.2)	11.8	(11.8)
MIDLANDS (E & W)	44.0	(44.5)	8.9	(7.9)	37.5	(37.3)	9.5	(10.4)
NORTH WEST	41.2	(40.7)	10.4	(8.8)	38.4	(39.3)	10.0	(11.2)
YORKSHIRE	43.5	(42.8)	9.7	(8.9)	37.3	(37.5)	9.5	(10.8)
C. SCOTLAND	39.9	(40.1)	10.7	(10.2)	38.1	(37.9)	11.3	(11.9)
WALES & THE WEST	44.3	(44.2)	7.2	(6.7)	37.4	(37.1)	11.1	(12.0)
SOUTH & S. EAST	39.6	(40.2)	8.3	(7.4)	40.5	(40.3)	11.6	(12.1)
NORTH EAST	40.1	(41.5)	9.9	(8.7)	39.6	(38.9)	10.4	(10.9)
EAST OF ENGLAND	42.5	(41.8)	8.0	(7.3)	38.7	(38.9)	10.8	(12.0)
SOUTH WEST	38.3	(39.2)	7.9	(7.4)	42.8	(42.9)	11.0	(10.5)
ULSTER	37.2	(38.2)	10.0	(8.8)	42.5	(41.9)	10.2	(11.0)
BORDER	45.2	(44.2)	8.8	(8.0)	37.0	(37.7)	9.0	(10.1)
N. SCOTLAND	41.0	(42.6)	9.5	(8.4)	39.4	(38.0)	10.1	(11.0)
NETWORK	41.2	(41.4)	9.5	(8.5)	38.6	(38.5)	10.7	(11.5)

- 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 February, the programmes with the highest audiences were:-				
1	Eastenders	(Tue 9th Feb/Sun 14th Feb)	BBC1	24.35
2	Eastenders	(Thu 25th Feb/Sun 28th Feb)	BBC1	24.05
3	Eastenders	(Thu 4th Feb/Sun 7th Feb)	BBC1	23.55
4	Eastenders	(Tue 2nd Feb/Sun 7th Feb)	BBC1	23.50
5	Eastenders	(Thu 11th Feb/Sun 14th Feb)	BBC1	23.35
6	Eastenders	(Thu 18th Feb/Sun 21st Feb)	BBC1	22.85
7	Eastenders	(Tue 23rd Feb/Sun 28th Feb)	BBC1	22.75
8	Eastenders	(Tue 16th Feb/Sun 21st Feb)	BBC1	22.20
9	Coronation Street	(Mon 1st Feb)	GRANADA	17.05
10	Coronation Street	(Mon 15th Feb)	GRANADA	16.80
11	Coronation Street	(Wed 3rd Feb)	GRANADA	16.60
12	Coronation Street	(Mon 22nd Feb)	GRANADA	16.55
13	A Question of Sport Meets Spitting Image	(Fri 5th Feb)	BBC1	16.40
13=	Comic Relief	(Fri 5th Feb)	BBC1	16.40
15	Dad's Army	(Fri 5th Feb)	BBC1	16.35
15=	Coronation Street	(Mon 8th Feb)	GRANADA	16.35
17	Neighbours (13:30/17:36)	(Tue 9th Feb)	BBC1	16.25
18	Jasper Carrott Meets Blackadder	(Fri 5th Feb)	BBC1	15.95
18=	Coronation Street	(Wed 17th Feb)	GRANADA	15.95
20	Coronation Street	(Wed 24th Feb)	GRANADA	15.85
20=	That's Life	(Sun 28th Feb)	BBC1	15.85
22	Neighbours (13:30/17:36)	(Tue 2nd Feb)	BBC1	15.60
23	The Man with the Golden Gun	(Sat 6th Feb)	ITV	15.35
24	Lift Off!	(Fri 5th Feb)	BBC1	15.25
24=	Coronation Street	(Wed 10th Feb)	GRANADA	15.25
24=	Neighbours (13:30/17:36)	(Thu 18th Feb)	BBC1	15.25
27	Neighbours (13:29/17:36)	(Mon 8th Feb)	BBC1	15.20
28	Neighbours (13:30/17:36)	(Fri 26th Feb)	BBC1	15.15
29	Neighbours (13:30/17:36)	(Thu 4th Feb)	BBC1	15.10
29=	Neighbours (13:29/17:36)	(Fri 19th Feb)	BBC1	15.10
31	That's Life	(Sun 21st Feb)	BBC1	15.05
32	That's Life	(Sun 7th Feb)	BBC1	15.00
32=	Neighbours (13:30/17:37)	(Wed 10th Feb)	BBC1	15.00
34	Neighbours (13:30/17:35)	(Tue 23rd Feb)	BBC1	14.95
34=	Neighbours (13:32/17:36)	(Thu 25th Feb)	BBC1	14.95
36	Neighbours (13:31/17:36)	(Tue 16th Feb)	BBC1	14.90
37	That's Life	(Sun 14th Feb)	BBC1	14.65
38	Neighbours (13:29/17:36)	(Fri 12th Feb)	BBC1	14.55
39	Neighbours (13:30/17:36)	(Thu 11th Feb)	BBC1	14.50
39=	Moonraker	(Sat 13th Feb)	ITV	14.50
41	Neighbours (13:30/17:36)	(Wed 24th Feb)	BBC1	14.40
42	Neighbours (13:31/17:36)	(Mon 22nd Feb)	BBC1	14.15
43	Wish You Were Here (Not Repeated East of England)	(Mon 1st Feb/Wed 3rd Feb)	THAMES	14.10
44	Neighbours (13:30/17:36)	(Mon 15th Feb)	BBC1	14.05
45	Nine O'Clock News	(Fri 5th Feb)	BBC1	13.90
46	After Henry	(Mon 1st Feb)	THAMES	13.85
47	Catchphrase	(Sat 13th Feb)	TVS	13.80
47=	Mr H. is Late	(Mon 15th Feb)	THAMES	13.80
47=	You Bet	(Sat 20th Feb)	LWT	13.80
50	Neighbours (13:33/17:37)	(Wed 17th Feb)	BBC1	13.75

Issued on 10th March 1988