

THE MONTH'S VIEWING IN SUMMARY

MARCH 1988

Period 5 w/e 3rd April 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	
	MARCH		MARCH	
	Hrs : Mins	(FEBRUARY) (Hrs : Mins)	%	(FEBRUARY) (%)
ALL TV	3 : 49	(3 : 56)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 27	(1 : 31)	37.8	(38.6)
BBC2	0 : 23	(0 : 25)	10.1	(10.7)
TOTAL BBC	1 : 50	(1 : 56)	47.9	(49.3)
ITV (Incl. TV-am)	1 : 34	(1 : 38)	41.2	(41.2)
CHANNEL 4 / S4C	0 : 25	(0 : 22)	10.9	(9.5)
TOTAL ITV	1 : 59	(2 : 00)	52.1	(50.7)

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	
	MAR	(FEB)	MAR	(FEB)	MAR	(FEB)	MAR	(FEB)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	39.3	(39.7)	10.8	(8.8)	39.1	(39.8)	10.8	(11.8)
MIDLANDS (E & W)	43.8	(44.0)	10.4	(8.9)	36.8	(37.5)	9.0	(9.5)
NORTH WEST	41.8	(41.2)	11.5	(10.4)	37.1	(38.4)	9.6	(10.0)
YORKSHIRE	42.7	(43.5)	11.3	(9.7)	36.5	(37.3)	9.5	(9.5)
C. SCOTLAND	41.4	(39.9)	12.0	(10.7)	37.3	(38.1)	9.3	(11.3)
WALES & THE WEST	43.8	(44.3)	7.9	(7.2)	37.3	(37.4)	11.0	(11.1)
SOUTH & S. EAST	39.9	(39.6)	9.2	(8.3)	40.4	(40.5)	10.5	(11.6)
NORTH EAST	39.9	(40.1)	11.6	(9.9)	38.4	(39.6)	10.1	(10.4)
EAST OF ENGLAND	41.9	(42.5)	9.6	(8.0)	38.4	(38.7)	10.1	(10.8)
SOUTH WEST	38.2	(38.3)	9.3	(7.9)	43.1	(42.8)	9.3	(11.0)
ULSTER	37.0	(37.2)	11.2	(10.0)	42.3	(42.5)	9.5	(10.2)
BORDER	44.1	(45.2)	10.6	(8.8)	36.6	(37.0)	8.7	(9.0)
N. SCOTLAND	42.1	(41.0)	11.9	(9.5)	37.1	(39.4)	8.9	(10.1)
NETWORK	41.2	(41.2)	10.9	(9.5)	37.8	(38.6)	10.1	(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.

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TOP 50 PROGRAMMES

Programme Title

Day & Date

Originating
Programme
Company

Individuals
Viewing
(millions)

During March, the programmes with the highest audiences were:-

1	Eastenders	(Tue 1st Mar/Sun 6th Mar)	BBC1	23.90
2	Eastenders	(Thu 3rd Mar/Sun 6th Mar)	BBC1	23.80
3	Eastenders	(Thu 10th Mar/Sun 13th Mar)	BBC1	22.85
4	Eastenders	(Thu 24th Mar/Sun 27th Mar)	BBC1	22.10
5	Eastenders	(Tue 8th Mar/Sun 13th Mar)	BBC1	21.60
6	Eastenders	(Tue 22nd Mar/Sun 27th Mar)	BBC1	21.30
7	Eastenders	(Tue 15th Mar/Sun 20th Mar)	BBC1	21.10
8	Eastenders	(Thu 17th Mar/Sun 20th Mar)	BBC1	20.10
9	Eastenders	(Tue 29th Mar/Sun 3rd Apr)	BBC1	19.40
10	Eastenders	(Thu 31st Mar/Sun 3rd Apr)	BBC1	18.85
11	Coronation Street	(Mon 29th Feb)	GRANADA	16.65
12	Coronation Street	(Mon 21st Mar)	GRANADA	16.55
13	Coronation Street	(Mon 28th Mar)	GRANADA	16.30
14	Coronation Street	(Mon 7th Mar)	GRANADA	16.15
15	Coronation Street	(Mon 14th Mar)	GRANADA	16.05
16	Coronation Street	(Wed 2nd Mar)	GRANADA	16.00
17	Coronation Street	(Wed 9th Mar)	GRANADA	15.95
18	Neighbours (13:28/17:36)	(Tue 15th Mar)	BBC1	15.55
19	Neighbours (13:31/17:36)	(Fri 4th Mar)	BBC1	15.4
20	Neighbours (13:29/17:36)	(Mon 14th Mar)	BBC1	15.35
21	Neighbours (13:29/17:36)	(Tue 22nd Mar)	BBC1	15.25
22	Neighbours (13:31/17:36)	(Tue 29th Mar)	BBC1	15.20
23	Neighbours (13:30/17:36)	(Fri 18th Mar)	BBC1	15.15
24	Neighbours (13:29/17:36)	(Tue 1st Mar)	BBC1	15.05
24=	Neighbours (13:28/17:36)	(Wed 16th Mar)	BBC1	15.05
26	Neighbours (13:31/17:36)	(Fri 11th Mar)	BBC1	15.00
27	Neighbours (13:32/17:36)	(Wed 2nd Mar)	BBC1	14.95
27=	Coronation Street	(Wed 23rd Mar)	GRANADA	14.95
27=	Coronation Street	(Wed 30th Mar)	GRANADA	14.95
30	Neighbours (13:28/17:36)	(Mon 29th Feb)	BBC1	14.80
31	Neighbours (13:31/17:36)	(Tue 8th Mar)	BBC1	14.75
32	Neighbours (13:29/17:36)	(Mon 7th Mar)	BBC1	14.70
32=	Neighbours (13:29/17:36)	(Mon 28th Mar)	BBC1	14.70
34	Neighbours (13:30/17:36)	(Fri 25th Mar)	BBC1	14.65
35	Neighbours (13:29/17:36)	(Thu 3rd Mar)	BBC1	14.60
36	Coronation Street	(Wed 16th Mar)	GRANADA	14.55
36=	Neighbours (13:31/17:36)	(Wed 23rd Mar)	BBC1	14.55
36=	Neighbours (13:29/17:36)	(Thu 24th Mar)	BBC1	14.55
39	That's Life	(Sun 6th Mar)	BBC1	14.30
39=	Neighbours (13:28/17:37)	(Thu 17th Mar)	BBC1	14.30
41	Antiques Roadshow	(Sun 13th Mar)	BBC1	14.25
41=	Neighbours (13:30/17:36)	(Mon 21st Mar)	BBC1	14.25
43	Neighbours (13:29/17:36)	(Thu 10th Mar)	BBC1	14.15
44	Neighbours (13:31/17:36)	(Wed 30th Mar)	BBC1	14.10
44=	Neighbours (13:30/17:36)	(Thu 31st Mar)	BBC1	14.10
46	Neighbours (13:31/17:36)	(Wed 9th Mar)	BBC1	13.80
47	Holiday '88	(Tue 1st Mar)	BBC1	13.70
48	Neighbours (13:20/17:36)	(Fri 1st Apr)	BBC1	13.60
49	Wish You Were Here (Not repeated Midlands & East of England)	(Mon 29th Feb/Wed 2nd Mar)	THAMES	13.55
50	A Question Of Sport	(Tue 1st Mar)	BBC1	13.40

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