

THE MONTH'S VIEWING IN SUMMARY

APRIL 1988

Period 4 w/e 1st May 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	
	APRIL		(MARCH)	
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 38	(3 : 49)	100	(100.0)
BBC1 (incl. Brkfst Time)	1 : 21	(1 : 27)	37.1	(37.8)
BBC2	0 : 29	(0 : 23)	13.5	(10.1)
TOTAL BBC	1 : 50	(1 : 50)	50.7	(47.9)
ITV (Incl. TV-am)	1 : 29	(1 : 34)	41.1	(41.2)
CHANNEL 4 / S4C	0 : 18	(0 : 25)	8.2	(10.9)
TOTAL ITV	1 : 47	(1 : 59)	49.3	(52.1)

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	
	APR	(MAR)	APR	(MAR)	APR	(MAR)	APR	(MAR)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	39.4	(39.3)	7.6	(10.8)	38.5	(39.1)	14.5	(10.8)
MIDLANDS (E & W)	43.1	(43.8)	7.3	(10.4)	36.0	(36.8)	13.5	(9.0)
NORTH WEST	41.3	(41.8)	8.1	(11.5)	36.5	(37.1)	14.1	(9.6)
YORKSHIRE	42.4	(42.7)	8.6	(11.3)	36.2	(36.5)	12.8	(9.5)
C. SCOTLAND	41.0	(41.4)	8.9	(12.0)	36.9	(37.3)	13.2	(9.3)
WALES & THE WEST	44.6	(43.8)	6.8	(7.9)	35.6	(37.3)	13.0	(11.0)
SOUTH & S. EAST	39.4	(39.9)	7.3	(9.2)	38.3	(40.4)	15.0	(10.5)
NORTH EAST	41.1	(39.9)	8.0	(11.6)	37.4	(38.4)	13.5	(10.1)
EAST OF ENGLAND	40.8	(41.9)	7.6	(9.6)	38.0	(38.4)	13.6	(10.1)
SOUTH WEST	38.0	(38.2)	7.2	(9.3)	41.0	(43.1)	13.8	(9.3)
ULSTER	35.3	(37.0)	8.2	(11.2)	43.3	(42.3)	13.1	(9.5)
BORDER	43.7	(44.1)	8.4	(10.6)	35.7	(36.6)	12.2	(8.7)
N. SCOTLAND	40.3	(42.1)	8.9	(11.9)	37.3	(37.1)	13.5	(8.9)
NETWORK	41.1	(41.2)	8.2	(10.9)	37.1	(37.8)	13.5	(10.1)

- 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.

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TOP 50 PROGRAMMES

Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
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During April, the programmes with the highest audiences were:-

1	Eastenders	(Thu 7th Apr/Sun 10th Apr)	BBC1	18.95
2	Eastenders	(Thu 28th Apr/Sun 1st May)	BBC1	18.15
3	For Your Eyes Only	(Mon 4th Apr)	ITV	17.80
4	Eastenders	(Tue 5th Apr/Sun 10th Apr)	BBC1	17.70
5	Eastenders	(Tue 26th Apr/Sun 1st May)	BBC1	17.65
6	Eastenders	(Thu 14th Apr/Sun 17th Apr)	BBC1	17.10
7	Eastenders	(Thu 21st Apr/Sun 24th Apr)	BBC1	16.95
8	Eastenders	(Tue 12th Apr/Sun 17th Apr)	BBC1	16.60
9	Coronation Street	(Mon 4th Apr)	GRANADA	16.40
10	Eastenders	(Tue 19th Apr/Sun 24th Apr)	BBC1	16.20
11	Neighbours (13:31/17:36)	(Fri 8th Apr)	BBC1	16.15
12	Neighbours (13:31/17:36)	(Thu 7th Apr)	BBC1	15.25
12=	Coronation Street	(Mon 18th Apr)	GRANADA	15.25
14	Neighbours (13:30/17:36)	(Tue 12th Apr)	BBC1	15.15
15	Neighbours (13:30/17:36)	(Fri 15th Apr)	BBC1	14.90
15=	Neighbours (13:30/17:36)	(Wed 27th Apr)	BBC1	14.90
17	Coronation Street	(Mon 11th Apr)	GRANADA	14.80
17=	Neighbours (13:30/17:36)	(Fri 29th Apr)	BBC1	14.80
19	Neighbours (13:30/17:36)	(Tue 26th Apr)	BBC1	14.70
20	Neighbours (13:30/17:36)	(Tue 5th Apr)	BBC1	14.65
21	Coronation Street	(Wed 6th Apr)	GRANADA	14.50
22	Neighbours (13:29/17:36)	(Fri 22nd Apr)	BBC1	14.45
23	Coronation Street	(Mon 25th Apr)	GRANADA	14.40
24	Neighbours (13:31/17:37)	(Thu 14th Apr)	BBC1	14.35
25	The Grand National (15:09)	(Sat 9th Apr)	BBC1	14.30
26	Neighbours (13:32/17:36)	(Wed 6th Apr)	BBC1	14.15
26=	Neighbours (13:30/17:36)	(Mon 18th Apr)	BBC1	14.15
28	That's Life	(Sun 24th Apr)	BBC1	14.10
29	Neighbours (13:30/17:36)	(Wed 13th Apr)	BBC1	14.05
29=	Neighbours (13:29/17:36)	(Thu 28th Apr)	BBC1	14.05
31	Coronation Street	(Wed 20th Apr)	GRANADA	13.95
32	Neighbours (13:31/17:36)	(Mon 11th Apr)	BBC1	13.90
32=	Neighbours (13:30/17:36)	(Thu 21st Apr)	BBC1	13.90
34	Coronation Street	(Wed 13th Apr)	GRANADA	13.85
35	Neighbours (13:29/17:36)	(Tue 19th Apr)	BBC1	13.75
36	Neighbours (13:32/17:36)	(Wed 20th Apr)	BBC1	13.70
36=	Neighbours (13:29/17:36)	(Mon 25th Apr)	BBC1	13.70
38	Coronation Street	(Wed 27th Apr)	GRANADA	13.40
39	Neighbours (13:18/17:05)	(Mon 4th Apr)	BBC1	12.85
40	Crossroads	(Mon 4th Apr)	CENTRAL	12.65
41	Steptoe and Son	(Tue 5th Apr)	BBC1	12.35
42	Grand Larceny	(Sat 9th Apr)	ITV	12.30
43	News and Weather (21:06)	(Sun 24th Apr)	BBC1	12.25
44	Holiday '88	(Tue 5th Apr)	BBC1	12.15
44=	Catchphrase	(Sat 9th Apr)	TVS	12.15
46	Steptoe and Son	(Tue 12th Apr)	BBC1	11.95
47	The Two of Us	(Sat 9th Apr)	LWT	11.90
47=	That's Life	(Sun 1st May)	BBC1	11.90
49	Splash	(Sat 16th Apr)	ITV	11.85
50	Crimewatch UK	(Thu 14th Apr)	ITV	11.65

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