

THE MONTH'S VIEWING IN SUMMARY

MAY 1988

Period 4 w/e 29th 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	
	MAY	(APRIL)	MAY	(APRIL)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 12	(3 : 38)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 10	(1 : 21)	36.6	(37.1)
BBC2	0 : 22	(0 : 29)	11.3	(13.5)
TOTAL BBC	1 : 32	(1 : 50)	47.9	(50.7)
ITV (Incl. TV-am)	1 : 21	(1 : 29)	42.3	(41.1)
CHANNEL 4 / S4C	0 : 19	(0 : 18)	9.8	(8.2)
TOTAL ITV	1 : 40	(1 : 47)	52.1	(49.3)

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	
	MAY	(APR)	MAY	(APR)	MAY	(APR)	MAY	(APR)
	%	(%)	%	(%)	%	(%)	%	(%)
LDON	40.8	(39.4)	8.9	(7.6)	38.3	(38.5)	12.0	(14.5)
MIDLANDS (E & W)	44.8	(43.1)	9.2	(7.3)	35.0	(36.0)	10.9	(13.5)
NORTH WEST	43.5	(41.3)	9.9	(8.1)	36.1	(36.5)	10.4	(14.1)
YORKSHIRE	43.6	(42.4)	10.2	(8.6)	35.6	(36.2)	10.5	(12.8)
C. SCOTLAND	42.2	(41.0)	11.3	(8.9)	36.0	(36.9)	10.5	(13.2)
WALES & THE WEST	44.9	(44.6)	7.6	(6.8)	36.0	(35.6)	11.5	(13.0)
SOUTH & S. EAST	40.2	(39.4)	8.3	(7.3)	38.2	(38.3)	13.3	(15.0)
NORTH EAST	42.5	(41.1)	10.4	(8.0)	37.3	(37.4)	9.8	(13.5)
EAST OF ENGLAND	41.5	(40.8)	8.7	(7.6)	37.9	(38.0)	11.9	(13.6)
SOUTH WEST	38.8	(38.0)	8.3	(7.2)	42.2	(41.0)	10.7	(13.8)
ULSTER	36.9	(35.3)	10.3	(8.2)	42.2	(43.3)	10.6	(13.1)
BORDER	46.2	(43.7)	9.4	(8.4)	35.3	(35.7)	9.1	(12.2)
N. SCOTLAND	41.1	(40.3)	10.6	(8.9)	38.0	(37.3)	10.3	(13.5)
NETWORK	42.3	(41.1)	9.8	(8.2)	36.6	(37.1)	11.3	(13.5)

- 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 May, the programmes with the highest audiences were:-				
1	Eastenders	(Thu 3rd May/Sun 8th May)	BBC1	18.00
2	Eastenders	(Thu 5th May/Sun 8th May)	BBC1	17.25
3	Eastenders	(Thu 26th May/Sun 29th May)	BBC1	16.70
4	Eastenders	(Tue 24th May/Sun 29th May)	BBC1	16.50
5	Eastenders	(Thu 19th May/Sun 22nd May)	BBC1	16.40
6	Eastenders	(Thu 12th May/Sun 15th May)	BBC1	15.40
7	Eastenders	(Tue 17th May/Sun 22nd May)	BBC1	15.20
8	Neighbours (13:30/17:36)	(Mon 9th May)	BBC1	15.05
9	Neighbours (13:30/17:36)	(Tue 3rd May)	BBC1	14.95
10	Neighbours (13:30/17:36)	(Tue 24th May)	BBC1	14.90
11	Neighbours (13:31/17:37)	(Thu 12th May)	BBC1	14.85
12	Neighbours (13:29/17:36)	(Tue 17th May)	BBC1	14.80
12=	Neighbours (13:33/17:36)	(Wed 18th May)	BBC1	14.80
12=	Neighbours (13:30/17:36)	(Mon 23rd May)	BBC1	14.80
15	Eastenders	(Tue 10th May/Sun 15th May)	BBC1	14.75
16	Coronation Street	(Mon 9th May)	GRANADA	14.70
17	Neighbours (13:30/17:37)	(Thu 26th May)	BBC1	14.60
18	Neighbours (13:33/17:36)	(Wed 4th May)	BBC1	14.50
19	Neighbours (13:29/17:36)	(Tue 10th May)	BBC1	14.35
19=	Coronation Street	(Mon 23rd May)	GRANADA	14.35
19=	Neighbours (13:32/17:36)	(Wed 25th May)	BBC1	14.35
22	Neighbours (13:29/17:36)	(Thu 19th May)	BBC1	14.25
22=	Neighbours (13:31/17:36)	(Fri 20th May)	BBC1	14.25
22=	Coronation Street	(Wed 25th May)	GRANADA	14.25
25	Coronation Street	(Wed 11th May)	GRANADA	13.90
26	Coronation Street	(Wed 18th May)	GRANADA	13.85
27	Neighbours (13:29/17:36)	(Fri 13th May)	BBC1	13.75
28	Neighbours (13:31/17:36)	(Thu 5th May)	BBC1	13.50
29	Neighbours (13:21/17:23)	(Mon 2nd May)	BBC1	13.45
30	Neighbours (13:31/17:36)	(Wed 11th May)	BBC1	13.35
31	Steptoe and Son	(Tue 3rd May)	BBC1	13.25
31=	Coronation Street	(Wed 4th May)	GRANADA	13.25
33	That's Life	(Sun 8th May)	BBC1	13.20
34	Neighbours (13:30/17:37)	(Fri 27th May)	BBC1	13.10
35	Steptoe and Son	(Tue 17th May)	BBC1	12.90
36	Diamonds are Forever	(Mon 2nd May)	ITV	12.75
36=	Neighbours (13:30/17:36)	(Fri 6th May)	BBC1	12.75
38	Neighbours (13:30/17:36)	(Mon 16th May)	BBC1	12.60
39	Steptoe and Son	(Tue 24th May)	BBC1	12.45
40	Coronation Street	(Mon 16th May)	GRANADA	12.30
41	That's Life	(Sun 22nd May)	BBC1	12.05
42	Coronation Street	(Mon 2nd May)	GRANADA	11.95
42=	That's Life	(Sun 15th May)	BBC1	11.95
44	News and Weather (21:05)	(Sun 8th May)	BBC1	11.90
44=	Telethon '88 PT1 (19:00)	(Sun 29th May)	ITV	11.90
46	Telethon '88 PT1 (22:13)	(Sun 29th May)	ITV	11.75
47	Steptoe and Son	(Tue 10th May)	BBC1	11.55
47=	News and Weather (21:05)	(Sun 15th May)	BBC1	11.55
49	The Equalizer	(Wed 25th May)	ITV	11.30
50	News (22:00)	(Sat 7th May)	ITN	11.25

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