

THE MONTH'S VIEWING IN SUMMARY

JULY 1988

Period 4 w/e 31st July 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	
	JULY		JULY	
	Hrs : Mins	(JUNE)	%	(JUNE)
ALL TV	3 : 15	(3 : 13)	100	(100.0)
BBC1 (incl. Brkfast Time)	1 : 12	(1 : 10)	37.2	(36.6)
BBC2	0 : 24	(0 : 26)	12.2	(13.3)
TOTAL BBC	1 : 36	(1 : 36)	49.4	(49.9)
ITV (Incl. TV-am)	1 : 22	(1 : 19)	42.0	(41.0)
CHANNEL 4 / S4C	0 : 17	(0 : 18)	8.6	(9.1)
TOTAL ITV	1 : 39	(1 : 37)	50.6	(50.1)

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	
	JULY	(JUNE)	JULY	(JUNE)	JULY	(JUNE)	JULY	(JUNE)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	40.3	(38.4)	7.7	(8.7)	39.5	(38.3)	12.5	(14.6)
MIDLANDS (E & W)	45.9	(44.2)	7.8	(8.2)	35.8	(34.9)	10.5	(12.6)
NORTH WEST	42.2	(41.6)	8.8	(8.9)	36.6	(36.5)	12.4	(13.0)
YORKSHIRE	45.1	(44.0)	8.6	(9.0)	35.7	(35.5)	10.5	(11.5)
C. SCOTLAND	41.5	(41.8)	9.0	(10.1)	35.9	(35.2)	13.6	(12.9)
WALES & THE WEST	45.1	(44.4)	7.1	(7.2)	36.1	(35.5)	11.7	(13.0)
SOUTH & S. EAST	39.5	(38.0)	7.2	(7.6)	39.4	(39.1)	13.9	(15.3)
NORTH EAST	41.6	(41.4)	9.4	(10.1)	37.3	(37.1)	11.7	(11.4)
EAST OF ENGLAND	41.6	(39.6)	7.6	(8.0)	38.2	(38.1)	12.6	(14.2)
SOUTH WEST	39.1	(37.0)	7.2	(7.5)	42.6	(41.8)	11.0	(13.7)
ULSTER	37.8	(36.7)	9.3	(9.7)	40.6	(42.2)	12.2	(11.5)
BORDER	47.2	(44.4)	7.8	(8.3)	35.0	(36.0)	10.0	(11.3)
N. SCOTLAND	41.9	(38.8)	8.5	(10.4)	37.0	(37.1)	12.6	(13.6)
NETWORK	42.0	(41.0)	8.6	(9.1)	37.2	(36.6)	12.2	(13.3)

- 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)
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During July the programmes with the highest audiences were:-

1	Eastenders	(Thu 14th Jul/Sun 17th Jul)	BBC1	19.45
2	Eastenders	(Thu 21st Jul/Sun 24th Jul)	BBC1	19.00
3	Eastenders	(Thu 28th Jul/Sun 31st Jul)	BBC1	18.70
4	Eastenders	(Tue 12th Jul/Sun 17th Jul)	BBC1	18.25
5	Eastenders	(Tue 19th Jul/Sun 24th Jul)	BBC1	18.10
6	Eastenders	(Tue 26th Jul/Sun 31st Jul)	BBC1	17.15
7	Eastenders	(Thu 07th Jul/Sun 10th Jul)	BBC1	16.80
8	Eastenders	(Tue 05th Jul/Sun 10th Jul)	BBC1	15.55
9	Neighbours (13:29/17:36)	(Thu 28th Jul)	BBC1	15.35
10	Neighbours (13:31/17:36)	(Fri 29th Jul)	BBC1	14.85
11	Neighbours (13:32/17:36)	(Wed 13th Jul)	BBC1	14.50
11=	Neighbours (13:30/17:36)	(Thu 14th Jul)	BBC1	14.50
13	Neighbours (13:29/17:36)	(Fri 22nd Jul)	BBC1	14.35
14	Neighbours (13:31/17:36)	(Mon 04th Jul)	BBC1	14.30
14=	Neighbours (13:31/17:36)	(Fri 08th Jul)	BBC1	14.30
14=	Neighbours (13:32/17:36)	(Tue 12th Jul)	BBC1	14.30
14=	Neighbours (13:30/17:36)	(Tue 19th Jul)	BBC1	14.30
18	Neighbours (13:32/17:36)	(Thu 07th Jul)	BBC1	14.20
18=	Neighbours (13:29/17:37)	(Mon 25th Jul)	BBC1	14.20
20	Neighbours (13:30/17:36)	(Mon 11th Jul)	BBC1	14.15
21	Neighbours (13:30/17:36)	(Tue 26th Jul)	BBC1	14.05
22	Neighbours (13:30/17:36)	(Tue 05th Jul)	BBC1	13.90
23	Neighbours (13:30/17:36)	(Fri 15th Jul)	BBC1	13.80
23=	Neighbours (13:33/17:36)	(Mon 18th Jul)	BBC1	13.80
25	Neighbours (13:32/17:36)	(Wed 06th Jul)	BBC1	13.75
25=	Coronation Street	(Mon 04th Jul)	GRANADA	13.75
25=	Neighbours (13:30/17:36)	(Thu 21st Jul)	BBC1	13.75
28	Coronation Street	(Mon 25th Jul)	GRANADA	13.70
29	Bread (excl. N. Ireland)	(Thu 14th Jul)	BBC1	13.45
29=	Neighbours (13:30/17:56)	(Wed 27th Jul)	BBC1	13.45
31	Bread (ex N. Ireland)	(Thu 28th Jul)	BBC1	13.40
32	Coronation Street	(Mon 11th Jul)	GRANADA	13.25
33	Coronation Street	(Wed 27th Jul)	GRANADA	13.10
34	Coronation Street	(Wed 13th Jul)	GRANADA	13.05
35	Coronation Street	(Wed 06th Jul)	GRANADA	13.00
36	Coronation Street	(Mon 18th Jul)	GRANADA	12.65
37	In Sickness and in Health	(Mon 04th Jul)	BBC1	12.15
38	Bread (excl. N. Ireland)	(Thu 21st Jul)	BBC1	12.00
38=	Coronation Street	(Wed 20th Jul)	GRANADA	12.00
40	The Bill	(Thu 28th Jul/Fri 29th Jul*)	THAMES	11.90
41	Bread (Excl. N. Ireland)	(Thu 07th Jul)	BBC1	11.90
42	The Bill	(Thu 21st Jul/Fri 22nd Jul*)	THAMES	11.60
43	9 O' Clock News	(Tue 12th Jul)	BBC1	10.60
44	The Bill	(Tue 26th Jul/Fri 29th Jul*)	THAMES	10.35
45	Monte Carlo	(Sun 10th Jul)	ITV	10.25
45=	News, Sport & Weather (21:55)	(Sat 16th Jul)	BBC1	10.25
45=	Columbo	(Sat 23rd Jul)	BBC1	10.25
48	News at Ten	(Thu 07th Jul)	ITN	10.20
48=	In Sickness and in Health	(Mon 11th Jul)	BBC1	10.20
48=	Through Naked Eyes	(Tue 26th Jul)	BBC1	10.20
48=	Emmerdale Farm	(Thu 28th Jul)	YORKSHIRE	10.20

* Friday London Only

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