

THE MONTH'S VIEWING IN SUMMARY

AUGUST 1988

Period 4 w/e 28th August 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	
	AUG		(JULY)	
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 10	(3 : 15)	100	(100)
BBC1 (incl. Brkfast Time)	1 : 11	(1 : 12)	37.1	(37.2)
BBC2	0 : 19	(0 : 24)	10.0	(12.2)
TOTAL BBC	1 : 30	(1 : 36)	47.1	(49.4)
ITV (Incl. TV-am)	1 : 23	(1 : 22)	43.6	(42.0)
CHANNEL 4 / S4C	0 : 17	(0 : 17)	9.3	(8.6)
TOTAL ITV	1 : 40	(1 : 39)	52.9	(50.6)

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	
	AUG		AUG		AUG		AUG	
	(JULY)	(JULY)	(JULY)	(JULY)	(JULY)	(JULY)	(JULY)	(JULY)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	41.9	(40.3)	9.0	(7.7)	38.8	(39.5)	10.3	(12.5)
MIDLANDS (E & W)	47.5	(45.9)	8.3	(7.8)	35.1	(35.8)	9.0	(10.5)
NORTH WEST	43.8	(42.2)	9.7	(8.8)	36.1	(36.6)	10.3	(12.4)
YORKSHIRE	46.3	(45.1)	9.2	(8.6)	35.6	(35.7)	8.9	(10.5)
C. SCOTLAND	43.7	(41.5)	10.2	(9.0)	36.5	(35.9)	9.6	(13.6)
WALES & THE WEST	46.8	(45.1)	7.6	(7.1)	36.0	(36.1)	9.6	(11.7)
SOUTH & S. EAST	42.3	(39.5)	8.0	(7.2)	38.2	(39.4)	11.4	(13.9)
NORTH EAST	42.7	(41.6)	10.2	(9.4)	37.8	(37.3)	9.3	(11.7)
EAST OF ENGLAND	42.4	(41.6)	8.3	(7.6)	38.5	(38.2)	10.9	(12.6)
SOUTH WEST	39.7	(39.1)	7.5	(7.2)	43.1	(42.6)	9.8	(11.0)
ULSTER	38.8	(37.8)	9.9	(9.3)	42.9	(40.6)	8.4	(12.2)
BORDER	45.7	(47.2)	9.0	(7.8)	36.8	(35.0)	8.4	(10.0)
N. SCOTLAND	39.4	(41.9)	10.6	(8.5)	40.3	(37.0)	9.6	(12.6)
NETWORK	43.6	(42.0)	9.3	(8.6)	37.1	(37.2)	10.0	(12.2)

- 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 August the programmes with the highest audiences were:-

1	Eastenders	(Thu 18th Aug/Sun 21st Aug)	BBC1	18.55
2	Eastenders	(Thu 11th Aug/Sun 14th Aug)	BBC1	17.85
3	Eastenders	(Thu 25th Aug/Sun 28th Aug)	BBC1	17.05
4	Eastenders	(Tue 23rd Aug/Sun 28th Aug)	BBC1	16.25
5	Neighbours (13:30/17:36)	(Thu 18th Aug)	BBC1	15.40
6	Neighbours (13:30/17:36)	(Fri 12th Aug)	BBC1	15.30
7	Eastenders	(Tue 09th Aug/Sun 14th Aug)	BBC1	15.15
7=	Eastenders	(Tue 16th Aug/Sun 21st Aug)	BBC1	15.15
9	Eastenders	(Thu 04th Aug/Sun 07th Aug)	BBC1	15.05
10	Neighbours (13:29/17:36)	(Fri 19th Aug)	BBC1	14.95
10=	Neighbours (13:30/17:36)	(Thu 25th Aug)	BBC1	14.95
12	Eastenders	(Tue 02nd Aug/Sun 07th Aug)	BBC1	14.65
12=	Neighbours (13:31/17:37)	(Mon 22nd Aug)	BBC1	14.65
14	Neighbours (13:31/17:36)	(Tue 23rd Aug)	BBC1	14.50
15	Neighbours (13:30/17:37)	(Tue 02nd Aug)	BBC1	14.40
15=	Neighbours (13:31/17:36)	(Mon 15th Aug)	BBC1	14.40
17	Neighbours (13:32/17:36)	(Wed 24th Aug)	BBC1	14.30
18	Neighbours (13:29/17:36)	(Thu 11th Aug)	BBC1	14.20
19	Coronation Street	(Wed 10th Aug)	GRANADA	14.10
20=	Bread	(Thu 18th Aug)	BBC1	14.05
21	Neighbours (13:30/17:36)	(Wed 03rd Aug)	BBC1	14.00
21=	Neighbours (13:31/17:36)	(Mon 01st Aug)	BBC1	14.00
23	Neighbours (13:30/17:36)	(Thu 04th Aug)	BBC1	13.80
24	Neighbours (13:30/17:36)	(Tue 09th Aug)	BBC1	13.65
25	Bread	(Thu 11th Aug)	BBC1	13.60
25=	Bread	(Thu 25th Aug)	BBC1	13.60
27	Coronation Street	(Mon 22nd Aug)	GRANADA	13.45
27=	Coronation Street	(Wed 24th Aug)	GRANADA	13.45
27=	Neighbours (13:31/17:36)	(Fri 26th Aug)	BBC1	13.45
30	Neighbours (13:31/17:36)	(Wed 10th Aug)	BBC1	13.40
31	Neighbours (13:29/17:36)	(Mon 08th Aug)	BBC1	13.35
32	Neighbours (13:31/17:36)	(Tue 16th Aug)	BBC1	13.25
33	Coronation Street	(Mon 15th Aug)	GRANADA	13.20
34	Coronation Street	(Mon 01st Aug)	GRANADA	13.05
35	Neighbours (13:30/17:36)	(Fri 05th Aug)	BBC1	13.00
35=	Neighbours (13:31/17:36)	(Wed 17th Aug)	BBC1	13.00
37	Coronation Street	(Mon 08th Aug)	GRANADA	12.80
38	Coronation Street	(Wed 17th Aug)	GRANADA	12.70
39	Coronation Street	(Wed 03rd Aug)	GRANADA	12.40
40	Bread (Excl. N. Ireland)	(Thu 04th Aug)	BBC1	12.20
41	Minder	(Wed 24th Aug)	THAMES	11.75
42	News at Ten	(Mon 15th Aug)	ITN	11.70
42=	The Bill	(Thu 18th Aug/Fri 19th Aug*)	THAMES	11.70
44	The Bill	(Thu 25th Aug/Fri 26th Aug*)	THAMES	11.65
45	The Bill	(Tue 23rd Aug/Fri 26th Aug*)	THAMES	11.25
46	Trading Places	(Mon 15th Aug)	ITV	11.20
47	Carry on Girls	(Sat 20th Aug)	BBC1	11.10
48	News At Ten	(Mon 08th Aug)	ITN	10.90
48=	The Bill	(Thu 11th Aug/Fri 12th Aug*)	THAMES	10.90
50	News (21:03)	(Sat 27th Aug)	ITN	10.85

* 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.