

THE MONTH'S VIEWING IN SUMMARY

SEPTEMBER 1988

Period 5 w/e 2nd October 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	
	SEP	(AUG)	SEP	(AUG)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 27	(3 : 10)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 23	(1 : 11)	40.1	(37.1)
BBC2	0 : 19	(0 : 19)	9.1	(10.0)
TOTAL BBC	1 : 42	(1 : 30)	49.2	(47.1)
ITV (Incl. TV-am)	1 : 27	(1 : 23)	42.1	(43.6)
CHANNEL 4 / S4C	0 : 18	(0 : 17)	8.7	(9.3)
TOTAL ITV	1 : 45	(1 : 40)	50.8	(52.9)

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	
	SEP	(AUG)	SEP	(AUG)	SEP	(AUG)	AUG	(SEP)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	39.6	(41.9)	8.1	(9.0)	43.0	(38.8)	9.2	(10.3)
MIDLANDS (E & W)	45.7	(47.5)	7.5	(8.3)	38.0	(35.1)	8.8	(9.0)
NORTH WEST	42.8	(43.8)	9.6	(9.7)	38.6	(36.1)	9.0	(10.3)
YORKSHIRE	44.8	(46.3)	8.8	(9.2)	38.2	(35.6)	8.2	(8.9)
C. SCOTLAND	42.6	(43.7)	9.3	(10.2)	38.0	(36.5)	10.1	(9.6)
WALES & THE WEST	45.7	(46.8)	6.5	(7.6)	39.1	(36.0)	8.7	(9.6)
SOUTH & S. EAST	41.0	(42.3)	6.9	(8.0)	42.0	(38.2)	10.1	(11.4)
NORTH EAST	42.0	(42.7)	9.3	(10.2)	39.4	(37.8)	9.3	(9.3)
EAST OF ENGLAND	40.8	(42.4)	7.4	(8.3)	42.2	(38.5)	9.6	(10.9)
SOUTH WEST	37.5	(39.7)	7.1	(7.5)	45.8	(43.1)	9.5	(9.8)
ULSTER	40.1	(38.8)	8.2	(9.9)	43.4	(42.9)	8.2	(8.4)
BORDER	45.5	(45.7)	8.1	(9.0)	38.5	(36.8)	7.9	(8.4)
N. SCOTLAND	41.6	(39.4)	9.5	(10.6)	40.0	(40.3)	8.9	(9.6)
NETWORK	42.1	(43.6)	8.7	(9.3)	40.1	(37.1)	9.1	(10.0)

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 September the programmes with the highest audiences were:-				
1	Eastenders	(Thu 1st Sep/Sun 4th Sep)	BBC1	18.70
1=	Eastenders	(Thu 22nd Sep/Sun 25th Sep)	BBC1	18.70
3	Eastenders	(Thu 29th Sep/Sun 2nd Oct)	BBC1	17.90
4	Eastenders	(Thu 8th Sep/Sun 11th Sep)	BBC1	17.05
5	Eastenders	(Thu 15th Sep/Sun 18th Sep)	BBC1	16.75
6	Eastenders	(Tue 30th Aug/Sun 4th Sep)	BBC1	16.25
7	Bread	(Sun 18th Sep)	BBC1	16.20
8	Eastenders	(Tue 6th Sep/Sun 11th Sep)	BBC1	16.15
9	Eastenders	(Tue 13th Sep/Sun 18th Sep)	BBC1	16.05
10	Eastenders	(Tue 20th Sep/Sun 25th Sep)	BBC1	15.95
11	Bread	(Sun 2nd Oct)	BBC1	15.90
12	Eastenders	(Tue 27th Sep/Sun 2nd Oct)	BBC1	15.65
13	Neighbours (13:30/17:37)	(Tue 27th Sep)	BBC1	15.60
14	Neighbours (13:30/17:37)	(Thu 1st Sep)	BBC1	15.50
15	Neighbours (13:29/17:37)	(Tue 30th Aug)	BBC1	15.35
16	Neighbours (13:31/17:36)	(Wed 28th Sep)	BBC1	15.20
17	Neighbours (13:30/17:37)	(Fri 2nd Sep)	BBC1	15.1
18	Neighbours (13:32/17:36)	(Tue 20th Sep)	BBC1	15.00
19	Neighbours (13:30/17:36)	(Mon 26th Sep)	BBC1	14.90
20	Neighbours (13:30/17:36)	(Mon 5th Sep)	BBC1	14.75
21	Coronation Street	(Wed 28th Sep)	GRANADA	14.70
22	Coronation Street	(Mon 29th Aug)	GRANADA	14.50
22=	Neighbours (13:32/17:37)	(Tue 6th Sep)	BBC1	14.50
22=	Neighbours (13:29/17:36)	(Mon 12th Sep)	BBC1	14.50
25	Neighbours (13:31/17:36)	(Wed 21st Sep)	BBC1	14.45
26	Neighbours (13:32/17:36)	(Fri 23rd Sep)	BBC1	14.40
26=	Neighbours (13:31/17:37)	(Thu 29th Sep)	BBC1	14.40
28	Neighbours (13:31/17:37)	(Fri 30th Sep)	BBC1	14.30
29	Neighbours (13:30/17:36)	(Thu 15th Sep)	BBC1	14.25
29=	Neighbours (13:30/17:36)	(Mon 19th Sep)	BBC1	14.25
31	Neighbours (13:30/17:36)	(Thu 22ns Sep)	BBC1	14.15
32	Neighbours (13:29/17:36)	(Tue 13th Sep)	BBC1	14.10
32=	Coronation Street	(Mon 26th Sep)	GRANADA	14.10
34	Coronation Street	(Wed 14th Sep)	GRANADA	13.95
34=	Neighbours (13:31/17:36)	(Wed 14th Sep)	BBC1	13.95
34=	Bread	(Sun 25th Sep)	BBC1	13.9
37	Neighbours (13:29/17:37)	(Wed 31st Aug)	BBC1	13.90
38	Coronation Street	(Mon 5th Sep)	GRANADA	13.80
38=	Neighbours (13:30/17:36)	(Thu 8th Sep)	BBC1	13.80
46	It'll Be Alright On The Night	(Sun 2nd Oct)	LWT	13.75
41	Coronation Street	(Mon 12th Sep)	GRANADA	13.70
42	Neighbours (13:31/17:36)	(Fri 16th Sep)	BBC1	13.60
42=	Coronation Street	(Wed 21st Sep)	GRANADA	13.60
44	Coronation Street	(Mon 19th Sep)	GRANADA	13.45
45	Never Say Never Again	(Mon 29th Aug)	LWT	13.40
46	Neighbours (13:32/17:37)	(Wed 7th Sep)	BBC1	13.25
47	Coronation Street	(Wed 31st Aug)	GRANADA	13.20
48	Neighbours (13:30/17:36)	(Fri 9th Sep)	BBC1	13.10
49	Bread	(Sun 4th Sep)	BBC1	13.00
50	Bread	(Sun 11th Sep)	BBC1	12.95

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