

THE MONTH'S VIEWING IN SUMMARY

OCTOBER 1988

Period 4 w/e 30th 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	
	OCT	(SEP)	OCT	(SEP)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 40	(3 : 27)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 21	(1 : 23)	36.8	(40.1)
BBC2	0 : 23	(0 : 19)	10.6	(9.1)
TOTAL BBC	1 : 44	(1 : 42)	47.4	(49.2)
ITV (Incl. TV-am)	1 : 37	(1 : 27)	44.3	(42.1)
CHANNEL 4 / S4C	0 : 18	(0 : 18)	8.3	(8.7)
TOTAL ITV	1 : 56	(1 : 45)	52.6	(50.8)

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	
	OCT	(SEP)	OCT	(SEP)	OCT	(SEP)	OCT	(SEP)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	42.7	(39.6)	8.1	(8.1)	38.2	(43.0)	10.9	(9.2)
MIDLANDS (E & W)	47.8	(45.7)	7.7	(7.5)	35.1	(38.0)	9.4	(8.8)
NORTH WEST	45.8	(42.8)	8.8	(9.6)	35.7	(38.6)	9.8	(9.0)
YORKSHIRE	46.9	(44.8)	8.8	(8.8)	34.9	(38.2)	9.4	(8.2)
C. SCOTLAND	42.5	(42.6)	9.2	(9.3)	36.2	(38.0)	12.0	(10.1)
WALES & THE WEST	48.1	(45.7)	6.0	(6.5)	35.6	(39.1)	10.3	(8.7)
SOUTH & S. EAST	43.1	(41.0)	6.3	(6.9)	39.1	(42.0)	11.4	(10.1)
NORTH EAST	43.2	(42.0)	8.6	(9.3)	37.3	(39.4)	11.0	(9.3)
EAST OF ENGLAND	43.3	(40.8)	6.6	(7.4)	39.9	(42.2)	10.2	(9.6)
SOUTH WEST	40.3	(37.5)	6.8	(7.1)	43.0	(45.8)	9.9	(9.5)
ULSTER	43.5	(40.1)	8.3	(8.2)	37.7	(43.4)	10.5	(8.2)
BORDER	46.8	(45.5)	7.7	(8.1)	36.9	(38.5)	8.6	(7.9)
N. SCOTLAND	43.4	(41.6)	9.6	(9.5)	36.4	(40.0)	10.7	(8.9)
NETWORK	44.3	(42.1)	8.3	(8.7)	36.8	(40.1)	10.6	(9.1)

- 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.

TOP 50 PROGRAMMES

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

1	Bread	(Sun 30th Oct)	BBC1	19.90
2	Eastenders	(Thu 20th Oct/Sun 23rd Oct)	BBC1	19.50
3	Eastenders	(Thu 27th Oct/Sun 30th Oct)	BBC1	19.30
4	Eastenders	(Thu 13th Oct/Sun 16th Oct)	BBC1	19.00
5	Eastenders	(Tue 25th Oct/Sun 30th Oct)	BBC1	18.95
6	Eastenders	(Thu 6th Oct/Sun 9th Oct)	BBC1	18.85
7	Eastenders	(Tue 4th Oct/Sun 9th Oct)	BBC1	18.20
8	Eastenders	(Tue 18th Oct/Sun 23rd Oct)	BBC1	18.15
9	Eastenders	(Tue 11th Oct/Sun 16th Oct)	BBC1	18.00
10	Neighbours (13:29/17:36)	(Tue 25th Oct)	BBC1	17.35
10=	Neighbours (13:32/17:36)	(Thu 27th Oct)	BBC1	17.35
12	Bread	(Sun 16th Oct)	BBC1	17.25
13	Bread	(Sun 23rd Oct)	BBC1	17.10
14	Neighbours (13:30/17:36)	(Wed 26th Oct)	BBC1	17.05
15	Neighbours (13:29/17:36)	(Mon 24th Oct)	BBC1	16.80
16	Neighbours (13:29/17:36)	(Fri 28th Oct)	BBC1	16.55
17	Bread	(Sun 9th Oct)	BBC1	16.45
17=	Coronation Street	(Mon 24th Oct)	GRANADA	16.45
19	Neighbours (13:30/17:36)	(Mon 17th Oct)	BBC1	16.40
19=	Neighbours (13:29/17:36)	(Tue 18th Oct)	BBC1	16.40
21	Neighbours (13:30/17:36)	(Thu 20th Oct)	BBC1	16.35
22	Coronation Street	(Wed 26th Oct)	GRANADA	16.15
23	Neighbours (13:30/17:36)	(Tue 11th Oct)	BBC1	15.80
24	Neighbours (13:30/17:36)	(Wed 19th Oct)	BBC1	15.70
25	Neighbours (13:30/17:36)	(Tue 4th Oct)	BBC1	15.65
26	Coronation Street	(Mon 10th Oct)	GRANADA	15.65
27	Coronation Street	(Wed 19th Oct)	GRANADA	15.55
28	Neighbours (13:31/17:36)	(Wed 5th Oct)	BBC1	15.50
28=	Neighbours (13:30/17:36)	(Thu 6th Oct)	BBC1	15.50
28=	Coronation Street	(Mon 17th Oct)	GRANADA	15.50
31	Neighbours (13:29/17:36)	(Mon 10th Oct)	BBC1	15.40
32	Neighbours (13:30/17:36)	(Fri 7th Oct)	BBC1	15.20
33	Neighbours (13:30/17:36)	(Wed 12th Oct)	BBC1	15.10
34	Neighbours (13:30/17:36)	(Fri 21st Oct)	BBC1	15.05
35	Coronation Street	(Wed 12th Oct)	GRANADA	15.00
36	Coronation Street	(Mon 3rd Oct)	GRANADA	14.90
37	Neighbours (13:30/17:36)	(Thu 13th Oct)	BBC1	14.85
38	This Is Your Life	(Wed 26th Oct)	THAMES	14.80
39	Neighbours (13:30/17:36)	(Mon 3rd Oct)	BBC1	14.55
40	Neighbours (13:29/17:36)	(Fri 14th Oct)	BBC1	14.50
40=	This Is Your Life	(Wed 19th Oct)	THAMES	14.50
42	Blind Date	(Sat 29th Oct)	LWT	14.30
43	Coronation Street	(Wed 5th Oct)	GRANADA	14.25
44	Jack The Ripper	(Tue 18th Oct)	THAMES	14.10
45	'Allo 'Allo	(Sat 15th Oct)	BBC1	14.00
46	Blind Date	(Sat 8th Oct)	LWT	13.80
46=	'Allo 'Allo	(Sat 8th Oct)	BBC1	13.80
46=	Blind Date	(Sat 15th Oct)	LWT	13.80
49	Taggart	(Wed 12th Oct)	STV	13.30
49=	First Born	(Sun 30th Oct)	BBC1	13.30

10th November 1988

Issued on