

THE MONTH'S VIEWING IN SUMMARY

DECEMBER 1988

Period 5 w/e 1st January 1989

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	
	DEC	(NOV)	DEC	(NOV)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	4 : 11	(3 : 54)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 42	(1 : 30)	40.7	(38.5)
BBC2	0 : 24	(0 : 24)	9.6	(10.1)
TOTAL BBC	2 : 06	(1 : 54)	50.3	(48.6)
ITV (Incl. TV-am)	1 : 45	(1 : 41)	41.9	(42.8)
CHANNEL 4 / S4C	0 : 20	(0 : 20)	7.8	(8.6)
TOTAL ITV	2 : 05	(2 : 01)	49.7	(51.4)

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	
	DEC	(NOV)	DEC	(NOV)	DEC	(NOV)	DEC	(NOV)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	40.1	(41.6)	7.9	(9.0)	41.8	(39.1)	10.2	(10.2)
MIDLANDS (E & W)	44.2	(45.9)	7.1	(7.7)	39.9	(36.9)	8.8	(9.6)
NORTH WEST	42.5	(43.7)	8.7	(9.3)	39.9	(37.9)	8.7	(9.1)
YORKSHIRE	45.5	(46.2)	7.6	(8.7)	38.1	(36.3)	8.8	(8.7)
C. SCOTLAND	40.8	(40.6)	8.8	(9.4)	40.8	(39.4)	9.6	(10.5)
WALES & THE WEST	44.5	(45.7)	6.2	(6.6)	40.1	(37.5)	9.1	(10.1)
SOUTH & S. EAST	40.8	(40.8)	6.7	(7.3)	42.2	(41.0)	10.2	(10.9)
NORTH EAST	42.1	(42.1)	7.7	(9.2)	40.9	(38.5)	9.3	(10.2)
EAST OF ENGLAND	41.2	(42.2)	7.0	(7.1)	42.0	(40.9)	9.7	(9.8)
SOUTH WEST	39.3	(38.6)	6.3	(6.6)	45.1	(44.9)	9.4	(9.8)
ULSTER	41.0	(40.9)	7.5	(8.3)	42.8	(41.0)	8.7	(9.8)
BORDER	44.4	(44.9)	7.8	(7.7)	38.8	(38.0)	9.1	(9.4)
N. SCOTLAND	40.7	(41.6)	7.3	(8.4)	42.7	(40.5)	9.2	(9.5)
NETWORK	41.9	(42.8)	7.8	(8.6)	40.7	(38.5)	9.6	(10.1)

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.

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TOP 50 PROGRAMMES

Programme Title

Day & Date

Originating
Programme
Company

Individuals
Viewing
(millions)

During December the programmes with the highest audiences were:-

1	Eastenders	(Thu 1st Dec/Sun 4th Dec)	BBC1	21.90
2	Eastenders	(Thu 8th Dec/Sun 11th Dec)	BBC1	21.55
3	Eastenders	(Thu 29th Dec/Sun 1st Jan)	BBC1	21.10
4	Eastenders	(Tue 29th Nov/Sun 4th Dec)	BBC1	21.00
5	Bread	(Sun 11th Dec)	BBC1	20.95
6	Eastenders	(Tue 6th Dec/Sun 11th Dec)	BBC1	20.55
6=	Neighbours (13:31/17:36)	(Fri 23rd Dec)	BBC1	20.55
8	Eastenders	(Thu 22nd Dec/Sun 25th Dec)	BBC1	20.50
9	Bread	(Sun 4th Dec)	BBC1	20.15
10	Eastenders	(Tue 13th Dec/Sun 18th Dec)	BBC1	19.80
11	Eastenders	(Thu 15th Dec/Sun 18th Dec)	BBC1	19.35
11=	Eastenders	(Tue 20th Dec/Sun 25th Dec)	BBC1	19.35
13	Neighbours (13:32/17:36)	(Thu 22nd Dec)	BBC1	19.30
13=	Neighbours (13:17/17:36)	(Thu 29th Dec)	BBC1	19.30
13=	Neighbours (13:20/17:37)	(Fri 30th Dec)	BBC1	19.30
16	Neighbours (13:19/17:36)	(Wed 28th Dec)	BBC1	19.25
17	Eastenders	(Tue 27th Dec/Sun 1st Jan)	BBC1	19.00
18	Neighbours (13:30/17:36)	(Mon 28th Nov)	BBC1	19.00
18=	Neighbours (13:31/17:36)	(Thu 1st Dec)	BBC1	19.00
20	Neighbours (13:32/17:36)	(Fri 2nd Dec)	BBC1	18.85
20=	Neighbours (13:30/17:36)	(Wed 7th Dec)	BBC1	18.85
22	Neighbours (13:30/17:37)	(Tue 20th Dec)	BBC1	18.70
23	Neighbours (13:30/17:36)	(Wed 21st Dec)	BBC1	18.55
24	Neighbours (13:30/17:36)	(Mon 5th Dec)	BBC1	18.50
24=	Neighbours (13:31/17:37)	(Mon 19th Dec)	BBC1	18.50
26	Neighbours (13:32/17:36)	(Tue 6th Dec)	BBC1	18.35
27	Neighbours (13:30/17:36)	(Wed 30th Nov)	BBC1	18.25
28	Neighbours (13:31/17:36)	(Tue 29th Nov)	BBC1	18.00
28=	Neighbours (13:30/17:36)	(Mon 12th Dec)	BBC1	18.00
28=	Bread	(Sun 25th Dec)	BBC1	18.00
31	Neighbours (13:30/17:37)	(Tue 13th Dec)	BBC1	17.85
32	Neighbours (13:32/17:36)	(Thu 8th Dec)	BBC1	17.70
32=	Neighbours (13:30/17:37)	(Fri 9th Dec)	BBC1	17.70
34	Neighbours (13:29/17:36)	(Wed 14th Dec)	BBC1	17.55
35	Neighbours (13:33/17:37)	(Thu 15th Dec)	BBC1	17.25
36	Coronation Street	(Mon 28th Nov)	GRANADA	17.00
37	Last of the Summer Wine	(Sat 24th Dec)	BBC1	17.10
38	Neighbours (13:30/17:36)	(Fri 16th Dec)	BBC1	17.05
38=	'Allo 'Allo	(Sat 24th Dec)	BBC1	17.05
40	Coronation Street	(Mon 5th Dec)	GRANADA	17.00
41	Coronation Street	(Mon 12th Dec)	GRANADA	16.85
42	Coronation Street	(Wed 7th Dec)	GRANADA	16.70
43	Coronation Street	(Wed 30th Nov)	GRANADA	16.60
44	Coronation Street	(Wed 28th Dec)	GRANADA	16.55
45	Coronation Street	(Wed 21st Dec)	GRANADA	16.15
46	Coronation Street	(Wed 14th Dec)	GRANADA	16.00
47	Coronation Street	(Mon 19th Dec)	GRANADA	15.80
48	Coronation Street	(Mon 26th Dec)	GRANADA	15.60
49	This is Your Life	(Wed 30th Nov)	THAMES	14.70
50	This is Your Life	(Wed 7th Dec)	THAMES	14.35

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