

THE MONTH'S VIEWING IN SUMMARY

REISSUE

JULY 1989

Period 4 w/e 30th July 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	
	JULY	(JUNE)	JULY	(JUNE)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 07	(3 : 07)	100.00	(100.0)
BBC1 (incl. Brkfst Time)	1 : 11	(1 : 13)	38.0	(39.0)
BBC2	0 : 24	(0 : 21)	13.0	(11.3)
TOTAL BBC	1 : 35	(1 : 34)	51.0	(50.3)
ITV (incl. TV-am)	1 : 15	(1 : 15)	40.2	(39.9)
CHANNEL 4 / S4C	0 : 17	(0 : 18)	8.8	(9.8)
TOTAL ITV	1 : 32	(1 : 33)	49.0	(49.7)

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	
	JUL	(JUNE)	JUL	(JUNE)	JUL	(JUNE)	JULY	(JUNE)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	39.1	38.1	8.6	9.7	38.7	40.5	13.6	11.7
MIDLANDS (E & W)	43.2	43.4	7.9	8.8	36.6	37.5	12.3	10.3
NORTH WEST	41.2	40.5	9.4	9.9	37.0	38.4	12.4	11.2
YORKSHIRE	42.4	42.2	9.6	10.2	36.8	37.4	11.2	10.2
C. SCOTLAND	38.4	40.0	9.7	11.2	39.0	39.4	12.9	9.4
WALES & WEST	43.2	43.1	6.3	7.3	38.4	38.7	12.1	10.9
SOUTH & S. EAST	36.8	37.0	7.6	7.8	40.8	41.9	14.8	13.3
NORTH EAST	40.5	38.6	9.5	10.6	38.0	40.1	12.0	10.7
EAST OF ENGLAND	41.0	39.9	7.7	8.6	37.9	40.2	13.4	11.3
SOUTH WEST	37.9	36.9	7.4	8.4	42.4	43.4	12.3	11.3
ULSTER	40.3	40.7	8.7	9.0	40.6	41.2	10.4	9.1
BORDER	45.1	44.6	8.4	9.0	34.4	36.2	12.1	10.2
N. SCOTLAND	55.4	40.4	6.3	9.3	30.2	40.9	8.1	9.4

NETWORK	40.2	39.9	8.8	9.8	38.0	39.0	13.0	11.3
---------	------	------	-----	-----	------	------	------	------

- 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)
During July , the programmes with the highest audiences were:-			
1. Coronation Street	(Wed 26th Jul/Sun 30th July)	GRANADA	17.66
2. Neighbours (13:30/17:37)	(Mon 10th July)	BBC1	17.09
3. Neighbours (13:33/17:37)	(Fri 7th July)	BBC1	17.00
4. Neighbours (13:30/17:36)	(Tue 18th July)	BBC1	16.39
5. Coronation Street	(Mon 10th/Sun 16th July)	GRANADA	16.17
6. Coronation Street	(Mon 17th/Sun 23rd July)	GRANADA	16.00
7. Neighbours (13:30/17:37)	(Tue 25th July)	BBC1	15.96
8. Coronation Street	(Wed 12th/Sun 16th July)	GRANADA	15.87
9. Neighbours (13:29/17:36)	(Mon 3rd July)	BBC1	15.76
9=. Coronation Street	(Wed 5th/Sun 9th July)	GRANADA	15.76
11. Neighbours (13:29/17:36)	(Fri 28th July)	BBC1	15.74
12. Neighbours (13:31/17:36)	(Thu 13th July)	BBC1	15.66
13. Neighbours (13:31/17:37)	Mon 17th July	BBC1	15.65
14. Coronation Street	(Wed 19th/Sun 23rd July)	GRANADA	15.64
15. Neighbours (13:30/17:36)	(Thu 6th July)	BBC1	15.57
15= Neighbours (13:33/17:37)	(Wed 26th July)	BBC1	15.5
17. Neighbours (13:30/17:36)	(Tue 11th July)	BBC1	15.54
18. Coronation Street	(Mon 24th/Sun 30th July)	GRANADA	15.52
19. Neighbours (13:31/17:36)	(Wed 12th July)	BBC1	15.37
20. Neighbours (13:31/17:37)	(Fri 14th July)	BBC1	15.26
21. Neighbours (13:29/17:37)	(Mon 24th July)	BBC1	15.24
22. Neighbours (13:29/17:36)	(Tue 4th July)	BBC1	15.19
22= Eastenders	(Thu 27th/Sun 30th July)	BBC1	15.19
24. Neighbours (13:32/17:37)	(Fri 21st July)	BBC1	15.01
25. Neighbours (13:30/17:36)	(Thu 27th July)	BBC1	14.99
26. Neighbours (13:30/17:36)	(Thu 20th July)	BBC1	14.95
27. Neighbours (13:31/17:36)	(Wed 19th July)	BBC1	14.87
28. Eastenders	(Tue 25th/Sun 30th July)	BBC1	14.74
29. Coronation Street	(Mon 3rd/Sun 9th July)	GRANADA	14.71
30. Neighbours (13:30/17:36)	(Wed 5th July)	BBC1	14.68
31. Eastenders	(Thu 13th/Sun 16th July)	BBC1	13.68
32. Eastenders	(Tue 18th/Sun 23rd July)	BBC1	13.64
33. Eastenders	(Thu 6th/Sun 9th July)	BBC1	13.58
34. Eastenders	(Thu 20th/Sun 23rd July)	BBC1	13.5
35. Eastenders	(Tue 11th/Sun 16th July)	BBC1	13.3
36. The Bill	(Thu 27th/Fri 28th July)	THAMES	12.88
37. Eastenders	(Tue 4th/Sun 9th July)	BBC1	12.83
37= The Bill	(Tue 4th/Sun 9th July)	THAMES	12.83
39. The Bill	(Thu 13th/Fri 14th July)	THAMES	12.09
40. Murder Ordained	(Wed 12th July)	BBC1	11.71
40= Wimbledon: Mens Final	(Sun 9th July)	BBC2	11.71
42. Echoes in Darkness	(Wed 26th July)	BBC1	11.28
43. The Bill	(Thu 6th/Fri 7th July)	THAMES	11.18
44. The Bill	(Thu 20th/Fri 21st July)	THAMES	11.06
45. The Bill	(Tue 25th/Fri 28th July)	THAMES	11.04
46. Echoes in Darkness	(Tue 25th July)	BBC1	10.97
47. The Birthday Show	(Thu 27th July)	THAMES	10.76
48. The Bill	(Tue 4th/Fri 7th July)	THAMES	10.56
49. The Bill	(Tue 18th/Fri 21st July)	THAMES	10.53
50. News,Sport/Weather	(Sat 8th July)	BBC1	10.52

18th August 1989

Issued on

1

2

3

4