

THE MONTH'S VIEWING IN SUMMARY

Period 4 w/e 25th February 1990

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	
	FEB	(JAN)	FEB	(JAN)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 52	(3 : 57)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 29	(1 : 28)	38.2	(37.2)
BBC2	0 : 23	(0 : 24)	9.7	(10.1)
TOTAL BBC	1 : 51	(1 : 52)	47.9	(47.3)
ITV (Incl. TV-am)	1 : 40	(1 : 46)	43.1	(44.8)
CHANNEL 4 / S4C	0 : 21	(0 : 19)	9.0	(7.9)
TOTAL ITV	2 : 01	(2 : 05)	52.1	(52.7)

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 percentage 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	
	FEB	(JAN)	FEB	(JAN)	FEB	(JAN)	FEB	(JAN)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	42.1	(44.1)	9.2	(7.9)	38.4	(37.9)	10.4	(10.1)
MIDLANDS (E & W)	47.1	(48.2)	7.8	(6.9)	36.5	(36.2)	8.6	(8.7)
NORTH WEST	43.6	(45.0)	9.1	(8.4)	37.9	(37.1)	9.5	(9.5)
YORKSHIRE	44.9	(47.8)	9.1	(7.9)	36.3	(34.8)	9.8	(9.6)
C. SCOTLAND	43.1	(45.4)	10.4	(9.3)	36.9	(34.7)	9.6	(10.6)
WALES&WEST	45.8	(47.3)	7.2	(6.4)	37.8	(37.2)	9.2	(9.1)
SOUTH & S.EAST	40.7	(42.7)	7.9	(6.9)	41.2	(40.1)	10.2	(10.2)
NORTH EAST	43.0	(45.1)	9.8	(8.4)	37.6	(36.3)	9.5	(10.2)
EAST OF ENGLAND	44.3	(46.4)	7.6	(6.8)	38.8	(37.3)	9.3	(9.5)
SOUTH WEST	39.8	(42.7)	8.2	(7.1)	42.7	(40.6)	9.3	(9.5)
ULSTER	45.2	(46.1)	9.2	(7.8)	37.1	(36.1)	8.6	(10.0)
BORDER	44.8	(47.1)	9.1	(7.5)	37.1	(35.5)	9.0	(9.8)
N. SCOTLAND	43.7	(44.4)	8.5	(7.2)	39.6	(38.4)	8.3	(10.0)

NETWORK	43.1	(44.8)	9.0	(7.9)	38.2	(37.2)	9.7	(10.1)
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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 February, the programmes with the highest audiences were:

1	Coronation Street	Wed 7 Feb/Sat 10 Feb	Granada	21.73
2	Coronation Street	Wed 21 Feb/Sat 24 Feb	Granada	21.40
3	Eastenders	Thu 22 Feb/Sun 25 Feb	BBC1	20.78
4	Neighbours (1330/1736)	Mon 19 Feb	BBC1	20.76
5	Coronation Street	Wed 31 Jan/Sat 3 Feb	Granada	20.67
6	Coronation Street	Fri 23 Feb/Sat 24 Feb	Granada	20.63
7	Coronation Street	Mon 12 Feb/Wed 14 Feb	Granada	20.43
8	Eastenders	Thu 8 Feb/Sun 11 Feb	BBC1	20.16
9	Neighbours (1330/1736)	Thu 1 Feb	BBC1	20.08
10	Neighbours (1332/1736)	Tue 20 Feb	BBC1	20.06
11	Coronation Street	Mon 5 Feb/Wed 7 Feb	Granada	20.01
12	Neighbours (1333/1736)	Wed 7 Feb	BBC1	19.82
13	Eastenders	Tue 20 Feb/Sun 25 Feb	BBC1	19.80
14	Coronation Street	Wed 14 Feb/Sat 17 Feb	Granada	19.61
15	Neighbours (1330/1736)	Mon 29 Jan	BBC1	19.60
16	Neighbours (1333/1736)	Wed 21 Feb	BBC1	19.60
17	Coronation Street	Fri 16 Feb/Sat 17 Feb	Granada	19.47
18	Neighbours (1330/1736)	Fri 2 Feb	BBC1	19.36
19	Neighbours (1332/1736)	Tue 30 Jan	BBC1	19.34
20	Neighbours (1330/1736)	Thu 22 Feb	BBC1	19.31
21	Neighbours (1333/1736)	Wed 31 Jan	BBC1	19.24
22	Coronation Street	Mon 29 Jan/Wed 31 Jan	Granada	19.22
23	Coronation Street	Fri 2 Feb/Sat 3 Feb	Granada	19.17
24	Eastenders	Thu 1 Feb/Sun 4 Feb	BBC1	19.12
25	Coronation Street	Fri 9 Feb/Sat 10 Feb	Granada	19.08
26	Neighbours (1330/1736)	Mon 12 Feb	BBC1	19.06
27	Neighbours (1333/1736)	Wed 14 Feb	BBC1	18.90
28	Coronation Street	Mon 19 Feb/Wed 21 Feb	Granada	18.85
29	Neighbours (1330/1736)	Thu 15 Feb	BBC1	18.84
30	Eastenders	Thu 15 Feb/Sun 18 Feb	BBC1	18.76
31	Neighbours (1332/1736)	Tue 13 Feb	BBC1	18.75
32	Neighbours (1330/1736)	Fri 16 Feb	BBC1	18.70
33	Neighbours (1332/1736)	Fri 23 Feb	BBC1	18.53
34	Neighbours (1330/1736)	Tue 6 Feb	BBC1	18.51
35	Neighbours (1330/1736)	Mon 5 Feb	BBC1	18.43
36	Neighbours (1330/1736)	Fri 9 Feb	BBC1	18.24
37	Eastenders	Tue 30 Jan/Sun 4 Feb	BBC1	18.02
38	Eastenders	Tue 13 Feb/Sun 18 Feb	BBC1	17.73
39	Neighbours (1330/1736)	Thu 8 Feb	BBC1	17.70
40	Eastenders	Tue 6 Feb/Sun 11 Feb	BBC1	17.65
41	View to a Kill	Wed 31 Jan	ITV	16.93
42	Blind Date	Sat 3 Feb	LWT	15.80
43	This is Your Life	Wed 7 Feb	Thames	15.38
44	Wish You Were Here	Mon 12 Feb/Thu 15 Feb	Thames	15.17
45	This is Your Life	Wed 21 Feb	Thames	15.12
46	Wish You Were Here	Mon 5 Feb/Thu 8 Feb	Thames	14.90
47	This is Your Life	Wed 31 Jan	Thames	14.88
48	Blind Date	Sat 10 Feb	LWT	14.82
49	Home and Away (1231/1801)	Mon 19 Feb	ITV	14.70
50	Wish You Were Here	Mon 19 Feb/Thu 22 Feb	Thames	14.42

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