

THE MONTH'S VIEWING IN SUMMARY

Period 4 w/e 29th April 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	
	APRIL		(MARCH)	
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 32	(3 : 33)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 18	(1 : 19)	36.8	(37.3)
BBC2	0 : 27	(0 : 20)	12.9	(9.2)
TOTAL BBC	1 : 45	(1 : 39)	49.7	(46.5)
ITV (incl. TV-am)	1 : 29	(1 : 34)	41.9	(44.2)
CHANNEL 4 / S4C	0 : 18	(0 : 20)	8.4	(9.3)
TOTAL ITV	1 : 47	(1 : 54)	50.3	(53.5)

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	
	APR	(MAR)	APR	(MAR)	APR	(MAR)	APR	(MAR)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	40.5	(41.6)	8.8	(9.9)	37.9	(38.3)	12.8	(10.2)
MIDLANDS (E & W)	45.5	(47.3)	7.0	(7.9)	36.0	(36.7)	11.6	(8.1)
NORTH WEST	43.1	(45.3)	8.6	(9.6)	36.6	(36.5)	11.8	(8.6)
YORKSHIRE	43.1	(46.4)	8.1	(9.1)	35.6	(35.4)	13.2	(9.0)
C. SCOTLAND	41.2	(44.8)	9.6	(11.0)	33.9	(35.0)	15.3	(9.2)
WALES & WEST	44.5	(47.1)	6.8	(6.9)	37.2	(37.7)	11.4	(8.3)
SOUTH & S. EAST	40.3	(42.3)	7.5	(7.6)	39.0	(40.3)	13.2	(9.8)
NORTH EAST	41.0	(44.1)	8.6	(10.1)	36.9	(36.7)	13.4	(9.1)
EAST OF ENGLAND	43.7	(45.3)	7.2	(7.4)	37.1	(38.5)	11.9	(8.8)
SOUTH WEST	38.4	(41.6)	7.7	(8.6)	41.0	(41.3)	12.9	(8.5)
ULSTER	44.4	(48.2)	9.3	(9.9)	33.0	(34.1)	13.3	(7.9)
BORDER	43.2	(46.8)	8.3	(9.5)	35.8	(35.3)	12.8	(8.5)
N. SCOTLAND	42.3	(45.1)	7.4	(8.7)	37.2	(37.6)	13.2	(8.6)
NETWORK	41.9	(44.2)	8.4	(9.3)	36.8	(37.3)	12.9	(9.2)

- 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)
1	Eastenders	Thu 5/Sun 8	BBC1	19.78
2	Coronation Street	Mon 2/Wed 4	Granada	19.45
3	Coronation Street	Mon 9/Wed 11	Granada	19.33
4	Neighbours (1332/1736)	Tue 10	BBC1	19.29
5	Coronation Street	Wed 18/Sat 21	Granada	19.24
6	Coronation Street	Wed 4/Sat 7	Granada	19.00
7	Eastenders	Tue 3/Sun 8	BBC1	18.96
8	Coronation Street	Fri 20/Sat 21	Granada	18.67
9	Neighbours (1330/1736)	Mon 9	BBC1	18.49
10	Neighbours (1332/1736)	Tue 17	BBC1	18.34
11	Coronation Street	Mon 16/Wed 18	Granada	18.33
12	Coronation Street	Fri 27/Sat 28	Granada	18.23
13	Neighbours (1330/1736)	Mon 2	BBC1	18.20
14	Coronation Street	Fri 6/Sat 7	Granada	18.11
15	Neighbours (1330/1736)	Thu 19	BBC1	18.09
16	Neighbours (1330/1736)	Fri 20	BBC1	17.93
17	Coronation Street	Wed 25/Sat 28	Granada	17.85
18	Neighbours (1332/1736)	Tue 3	BBC1	17.80
19=	Neighbours (1330/1736)	Fri 13	BBC1	17.77
19=	Neighbours (1333/1736)	Wed 18	BBC1	17.77
21	Neighbours (1333/1736)	Wed 11	BBC1	17.76
22	Coronation Street	Wed 11/Sat 14	Granada	17.73
23	Coronation Street	Fri 13/Sat 14	Granada	17.67
24	Eastenders	Thu 19/Sun 22	BBC1	17.58
25	Coronation Street	Mon 23/Wed 25	Granada	17.24
26	Neighbours (1333/1736)	Wed 4	BBC1	17.14
27	Neighbours (1330/1736)	Thu 5	BBC1	16.94
28	Neighbours (1330/1736)	Thu 26	BBC1	16.72
29	Neighbours (1330/1736)	Thu 12	BBC1	16.68
30	Eastenders	Thu 12/Sun 15	BBC1	16.39
31	Neighbours (1330/1736)	Fri 6	BBC1	16.17
32	Eastenders	Tue 17/Sun 22	BBC1	15.91
33	Neighbours (1330/1736)	Mon 16	BBC1	15.87
34	Neighbours (1330/1736)	Mon 23	BBC1	15.62
35	Eastenders	Tue 10/Sun 15	BBC1	15.59
36	Eastenders	Thu 26/Sun 29	BBC1	15.43
37	Neighbours (1333/1736)	Wed 25	BBC1	15.08
38	Neighbours (1332/1736)	Tue 24	BBC1	14.92
39	Eastenders	Tue 24/Sun 29	BBC1	14.61
40	Neighbours (1330/1736)	Fri 27	BBC1	14.59
41	Wish You Were Here	Mon 2/Thu 5	Thames	13.77
42	Home and Away (1230/1711)	Tue 10	ITV	13.47
43	Home and Away (1230/1711)	Mon 2	ITV	13.45
44	Home and Away (1230/1711)	Tue 3	ITV	13.43
45	Home and Away (1230/1711)	Mon 9	ITV	13.36
46	Home and Away (1230/1711)	Wed 18	ITV	13.17
47	Home and Away (1230/1711)	Thu 19	ITV	13.04
48	Wild Cats	Mon 16	ITV	13.03
49	This is Your Life	Wed 11	Thames	12.97
50	Home and Away (1230/1711)	Tue 17	ITV	12.85

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