

THE MONTH'S VIEWING IN SUMMARY

Period 4 w/e 1 July 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	
	JUNE	(MAY)	JUNE	(MAY)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 18	(3 : 02)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 13	(1 : 08)	37.1	(37.1)
BBC2	0 : 18	(0 : 15)	9.1	(8.4)
TOTAL BBC	1 : 31	(1 : 23)	46.2	(45.5)
ITV (Incl. TV-am)	1 : 30	(1 : 23)	45.5	(45.3)
CHANNEL 4 / S4C	0 : 16	(0 : 17)	8.3	(9.2)
TOTAL ITV	1 : 47	(1 : 39)	53.8	(54.5)

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	
	JUNE	(MAY)	JUNE	(MAY)	JUNE	(MAY)	JUNE	(MAY)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	43.6	(43.1)	8.7	(9.6)	38.6	(38.4)	9.1	(8.8)
MIDLANDS (E & W)	48.0	(48.5)	7.7	(7.8)	36.3	(36.6)	8.0	(7.1)
NORTH WEST	47.7	(46.7)	8.0	(8.4)	36.1	(37.4)	8.2	(7.5)
YORKSHIRE	47.2	(47.4)	8.1	(9.0)	36.2	(35.5)	8.6	(8.0)
C. SCOTLAND	48.2	(46.4)	9.2	(10.7)	34.8	(35.2)	7.8	(7.6)
WALES & WEST	46.7	(47.5)	7.1	(7.2)	37.2	(37.5)	9.0	(7.8)
SOUTH & S. EAST	44.1	(44.8)	7.1	(7.7)	38.7	(38.5)	10.1	(8.9)
NORTH EAST	46.2	(46.6)	8.6	(9.8)	36.7	(35.6)	8.6	(7.9)
EAST OF ENGLAND	45.6	(46.3)	7.6	(8.2)	38.1	(37.3)	8.6	(8.2)
SOUTH WEST	42.2	(42.3)	8.3	(8.7)	40.1	(41.1)	9.3	(8.0)
ULSTER	49.3	(49.0)	9.1	(9.8)	33.5	(33.2)	8.0	(8.0)
BORDER	46.0	(47.4)	9.0	(9.3)	35.9	(35.4)	9.1	(8.0)
N. SCOTLAND	46.8	(46.6)	7.1	(8.9)	37.5	(37.1)	8.6	(7.4)
NETWORK	45.5	(45.3)	8.3	(9.2)	37.1	(37.1)	9.1	(8.4)

- 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 June, the programmes with the highest audiences were:				
1	Coronation Street	Fri 8 June/Sat 9 June	Granada	18.50
2	Coronation Street	Wed 6 June/Sat 9 June	Granada	18.36
3	Coronation Street	Mon 18 June/Wed 20 June	Granada	17.77
4	Neighbours (1333/1736)	Wed 6 June	BBC1	16.88
5	Coronation Street	Fri 22 June/Sat 23 June	Granada	16.71
6	Neighbours (1332/1736)	Tue 5 June	BBC1	16.63
7	Neighbours (1330/1736)	Mon 18 June	BBC1	16.44
8	Coronation Street	Mon 11 June/Wed 13 June	Granada	16.43
9	Coronation Street	Fri 29 June/Sat 30 June	Granada	16.29
10	Eastenders	Thu 28 June/Sun 1 July	BBC1	16.24
11	Coronation Street	Wed 20 June/Sat 23 June	Granada	16.22
12	Coronation Street	Wed 27 June/Sat 30 June	Granada	16.17
13	Coronation Street	Mon 4 June/Wed 6 June	Granada	15.97
14	ITV World Cup 90 (1934)	Mon 11 June	ITV	15.96
15	Neighbours (1333/1736)	Wed 20 June	BBC1	15.80
16	Neighbours (1330/1736)	Mon 4 June	BBC1	15.78
17	Neighbours (1330/1736)	Thu 7 June	BBC1	15.76
18	BBC World Cup 90 (1932)	Sun 1 July	BBC1	15.67
19	Neighbours (1330/1736)	Fri 22 June	BBC1	15.63
20	Eastenders	Thu 7 June/Sun 10 June	BBC1	15.45
21	Coronation Street	Wed 13 June/Sat 16 June	Granada	15.35
22	Neighbours (1330/1736)	Thu 21 June	BBC1	15.32
23	BBC World Cup 90 (1930)	Thu 21 June	BBC1	15.31
24	Eastenders	Tue 5 June/Sun 10 June	BBC1	15.27
25	Coronation Street	Mon 25 June/Wed 27 June	Granada	14.90
26	Neighbours (1330/1736)	Fri 8 June	BBC1	14.84
27	Neighbours (1330/1736)	Thu 28 June	BBC1	14.80
28	Neighbours (1333/1736)	Wed 27 June	BBC1	14.51
29	Neighbours (1332/1736)	Tue 12 June	BBC1	14.47
30	Neighbours (1333/1736)	Wed 13 June	BBC1	14.44
31	Eastenders	Thu 14 June/Sun 17 June	BBC1	14.43
32	Neighbours (1332/1736)	Tue 19 June	BBC1	14.31
33	Neighbours (1330/1736)	Fri 29 June	BBC1	14.20
34	Coronation Street	Fri 15 June/Sat 16 June	Granada	14.14
35=	Neighbours (1330/1736)	Mon 11 June	BBC1	13.97
35=	Eastenders	Thu 21 June/Sun 24 June	BBC1	13.97
37	Neighbours (1330/1736)	Thu 14 June	BBC1	13.65
38	Home and Away (1225/1929)	Mon 25 June	ITV	13.49
39	BBC World Cup 90 (1931)	Tue 26 June	BBC1	13.28
40	Neighbours (1330/1736)	Fri 15 June	BBC1	13.08
41	Eastenders	Tue 19 June/Sun 24 June	BBC1	12.84
42	Eastenders	Tue 26 June/Sun 1 July	BBC1	12.83
43	Neighbours (1330/1736)	Mon 25 June	BBC1	12.81
44	News and Weather (2236)	Sun 1 July	BBC1	12.76
45	Home and Away (1230/1710)	Wed 6 June	ITV	12.58
46	Eastenders	Tue 12 June/Sun 17 June	BBC1	12.33
47=	Home and Away (1230/1711)	Tue 5 June	ITV	12.32
47=	\$64,000 Question	Fri 8 June	Central	12.32
49	Home and Away (1225/1833)	Thu 21 June	ITV	12.27
50	Home and Away (1225/1838)	Mon 11 June	ITV	12.10

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