

THE MONTH'S VIEWING IN SUMMARY

Period 4 weeks ending 29 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	
	JULY	(JUNE)	JULY	(JUNE)
	Hrs : Mins	(Hrs : Mins)	%	(%)
BBC TV	3 : 00	(3 : 18)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 06	(1 : 13)	36.8	(37.1)
BBC2	0 : 21	(0 : 18)	11.9	(9.1)
TOTAL BBC	1 : 28	(1 : 31)	48.7	(46.2)
ITV (Incl. TV-am)	1 : 16	(1 : 30)	42.0	(45.5)
CHANNEL 4 / S4C	0 : 17	(0 : 16)	9.3	(8.3)
TOTAL ITV	1 : 32	(1 : 47)	51.3	(53.8)

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	
	JULY	(JUNE)	JULY	(JUNE)	JULY	(JUNE)	JULY	(JUNE)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	40.1	(43.6)	9.3	(8.7)	38.6	(38.6)	12.1	(9.1)
MIDLANDS (E & W)	46.0	(48.0)	7.9	(7.7)	36.0	(36.3)	10.1	(8.0)
NORTH WEST	42.9	(47.7)	9.6	(8.0)	35.8	(36.1)	11.8	(8.2)
YORKSHIRE	43.2	(47.2)	9.5	(8.1)	35.9	(36.2)	11.5	(8.6)
C. SCOTLAND	43.2	(48.2)	10.2	(9.2)	35.4	(34.8)	11.2	(7.8)
WALES & WEST	44.7	(46.7)	7.9	(7.1)	35.9	(37.2)	11.4	(9.0)
SOUTH & S. EAST	41.0	(44.1)	7.7	(7.1)	38.4	(38.7)	12.9	(10.1)
NORTH EAST	43.1	(46.2)	9.4	(8.6)	36.4	(36.7)	11.1	(8.6)
EAST OF ENGLAND	42.7	(45.6)	8.3	(7.6)	36.7	(38.1)	12.3	(8.6)
SOUTH WEST	38.2	(42.2)	8.6	(8.3)	40.5	(40.1)	12.7	(9.3)
ULSTER	45.5	(49.3)	10.0	(9.1)	34.4	(33.5)	10.1	(8.0)
BORDER	43.2	(46.0)	10.2	(9.0)	35.0	(35.9)	11.6	(9.1)
N. SCOTLAND	41.1	(46.8)	9.2	(7.1)	38.1	(37.5)	11.6	(8.6)

NETWORK	42.0	(45.5)	9.3	(8.3)	36.8	(37.1)	11.9	(9.1)
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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 July, the programmes with the highest audiences were:

1	Coronation Street	Wed 4 July/Sat 7 July	Granada	17.37
2	Coronation Street	Mon 9 July/Wed 11 July	Granada	16.87
3	BBC World Cup 90 (1833)	Wed 4 July	BBC1	16.69
4	Coronation Street	Wed 25 July/Sat 28 July	Granada	16.28
5	Neighbours (1330/1736)	Mon 9 July	BBC1	16.25
6	Coronation Street	Mon 2 July/Wed 4 July	Granada	16.17
7	Coronation Street	Fri 27 July/Sat 28 July	Granada	16.12
8	Neighbours (1333/1736)	Wed 4 July	BBC1	15.91
9	Neighbours (1330/1736)	Thu 5 July	BBC1	15.71
10	Coronation Street	Fri 6 July/Sat 7 July	Granada	15.64
11	Coronation Street	Mon 16 July/Wed 18 July	Granada	15.52
12	Coronation Street	Wed 11 July/Sat 14 July	Granada	15.34
13	Coronation Street	Mon 23 July/Wed 25 July	Granada	15.11
14	Neighbours (1330/1736)	Fri 27 July	BBC1	14.99
15	Coronation Street	Wed 18 July/Sat 21 July	Granada	14.85
16	Eastenders	Thu 5 July/Sun 8 July	BBC1	14.82
17	Neighbours (1330/1736)	Mon 2 July	BBC1	14.66
18	Neighbours (1330/1736)	Fri 6 July	BBC1	14.54
19	Eastenders	Thu 26 July/Sun 29 July	BBC1	14.53
20	Neighbours (1332/1736)	Tue 10 July	BBC1	14.52
21	Neighbours (1333/1736)	Wed 25 July	BBC1	14.47
22	Neighbours (1333/1736)	Wed 11 July	BBC1	14.43
23	Neighbours (1330/1736)	Fri 13 July	BBC1	14.08
24	Coronation Street	Fri 13 July/Sat 14 July	Granada	13.98
25	Neighbours (1330/1736)	Thu 26 July	BBC1	13.91
26	Neighbours (1332/1736)	Tue 3 July	BBC1	13.89
27	Neighbours (1332/1736)	Tue 24 July	BBC1	13.71
28	Neighbours (1332/1736)	Tue 17 July	BBC1	13.63
29	Neighbours (1330/1736)	Thu 12 July	BBC1	13.57
30	Neighbours (1330/1736)	Mon 16 July	BBC1	13.55
31=	Coronation Street	Fri 20 July/Sat 21 July	Granada	13.36
31=	Neighbours (1330/1736)	Mon 23 July	BBC1	13.36
33	Eastenders	Tue 24 July/Sun 29 July	BBC1	13.25
34	Neighbours (1333/1736)	Wed 18 July	BBC1	13.09
35	BBC World Cup Final	Sun 8 July	BBC1	13.08
36	Eastenders	Thu 19 July/Sun 22 July	BBC1	12.90
37	Neighbours (1330/1736)	Thu 19 July	BBC1	12.83
38	Eastenders	Tue 3 July/Sun 8 July	BBC1	12.77
39	Eastenders	Tue 17 July/Sun 22 July	BBC1	12.65
40	Eastenders	Thu 12 July/Sun 15 July	BBC1	12.56
41	BBC World Cup 90 (1831)	Sat 7 July	BBC1	12.48
42	Eastenders	Tue 10 July/Sun 15 July	BBC1	12.46
43	Neighbours (1330/1736)	Fri 20 July	BBC1	12.45
44	Home and Away (1225/1711)	Thu 5 July	ITV	12.33
45	9 O'Clock News	Tue 3 July	BBC1	12.15
46	Home and Away (1225/1710)	Mon 9 July	ITV	12.06
47	Home and Away (1225/1710)	Wed 4 July	ITV	11.99
48	BBC World Cup 90 (1835)	Tue 3 July	BBC1	11.93
49	Home and Away (1225/1711)	Fri 27 July	ITV	11.38
50	Home and Away (1225/1712)	Wed 25 July	ITV	11.36

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N.B. Individuals Viewing (millions) is the average of the audience size over the duration of the programme.