

BARB

Broadcasters' Audience Research Board Ltd. — A joint Company of the
British Broadcasting Corporation and the Independent Television Association

THE MONTH'S VIEWING IN SUMMARY

REVISED

Period 5 weeks ending 2nd September 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	
	AUGUST	(JULY)	AUGUST	(JULY)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 03	(3 : 00)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 08	(1 : 06)	37.2	(36.8)
BBC2	0 : 21	(0 : 21)	11.6	(11.9)
TOTAL BBC	1 : 29	(1 : 28)	48.8	(48.7)
ITV (Incl. TV-am)	1 : 16	(1 : 16)	41.5	(42.0)
CHANNEL 4 / S4C	0 : 18	(0 : 17)	9.7	(9.3)
TOTAL ITV	1 : 34	(1 : 32)	51.2	(51.3)

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	
	AUG	(JULY)	AUG	(JULY)	AUG	(JULY)	AUG	(JULY)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	40.3	(40.1)	10.4	(9.3)	38.0	(38.6)	11.3	(12.1)
MIDLANDS (E & W)	44.4	(46.0)	8.3	(7.9)	36.9	(36.0)	10.4	(10.1)
NORTH WEST	42.5	(42.9)	10.0	(9.6)	35.8	(35.8)	11.7	(11.8)
YORKSHIRE	42.4	(43.2)	9.6	(9.5)	36.3	(35.9)	11.7	(11.5)
C. SCOTLAND	42.9	(43.2)	11.7	(10.2)	35.9	(35.4)	9.5	(11.2)
WALES & WEST	44.2	(44.7)	6.9	(7.9)	37.4	(35.9)	11.6	(11.4)
SOUTH & S. EAST	40.5	(41.0)	7.9	(7.7)	39.0	(38.4)	12.7	(12.9)
NORTH EAST	41.4	(43.1)	10.1	(9.4)	37.8	(36.4)	10.7	(11.1)
EAST OF ENGLAND	41.6	(42.7)	8.5	(8.3)	38.0	(36.7)	11.9	(12.3)
SOUTH WEST	38.6	(38.2)	8.4	(8.6)	41.5	(40.5)	11.4	(12.7)
ULSTER	44.6	(45.5)	10.2	(10.0)	35.2	(34.4)	9.9	(10.1)
BORDER	43.2	(43.2)	10.6	(10.2)	36.0	(35.0)	10.2	(11.6)
N. SCOTLAND	43.0	(41.1)	9.9	(9.2)	37.7	(38.1)	9.4	(11.6)
NETWORK	41.5	(42.0)	9.7	(9.3)	37.2	(36.8)	11.6	(11.9)

- 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 August, the programmes with the highest audiences were:				
1	Coronation Street	Wed 15 August/Sat 18 August	Granada	17.26
2	Coronation Street	Mon 13 August/Wed 15 August	Granada	16.94
3=	Eastenders	Thu 16 August/Sun 19 August	BBC1	16.41
3=	Coronation Street	Mon 20 August/Wed 22 August	Granada	16.41
5	Coronation Street	Fri 17 August/Sat 18 August	Granada	16.24
6	Coronation Street	Wed 29 August/Sat 1 September	Granada	16.22
7	Coronation Street	Fri 10 August/Sat 11 August	Granada	16.15
8	Neighbours (1330/1736)	Thu 16 August	BBC1	16.04
9	Coronation Street	Wed 8 August/Sat 11 August	Granada	15.99
10	Coronation Street	Fri 31 August/Sat 1 September	Granada	15.96
11	Coronation Street	Wed 22 August/Sat 25 August	Granada	15.83
12	Neighbours (1333/1736)	Wed 15 August	BBC1	15.78
13	Eastenders	Tue 7 August/Sun 12 August	BBC1	15.77
14	Coronation Street	Mon 27 August/Wed 29 August	Granada	15.73
15	Coronation Street	Mon 6 August/Wed 8 August	Granada	15.64
16	Coronation Street	Fri 24 August/Sat 25 August	Granada	15.53
17	Coronation Street	Mon 30 July/Wed 1 August	Granada	15.47
18	Coronation Street	Wed 1 August/Sat 4 August	Granada	15.44
19	Eastenders	Tue 14 August/Sun 19 August	BBC1	15.36
20	Neighbours (1330/1736)	Mon 20 August	BBC1	15.23
21	Neighbours (1329/1736)	Thu 30 August	BBC1	15.20
22	Eastenders	Thu 9 August/Sun 12 August	BBC1	15.10
23	Neighbours (1331/1736)	Tue 21 August	BBC1	15.05
24	Neighbours (1330/1736)	Tue 14 August	BBC1	14.96
25	Neighbours (1331/1736)	Fri 31 August	BBC1	14.74
26	Neighbours (1331/1736)	Wed 29 August	BBC1	14.72
27	Eastenders	Thu 30 August/Sun 2 September	BBC1	14.71
28	Neighbours (1329/1736)	Tue 7 August	BBC1	14.65
29	Neighbours (1330/1736)	Tue 28 August	BBC1	14.64
30=	Neighbours (1330/1736)	Thu 9 August	BBC1	14.57
30=	Neighbours (1329/1736)	Mon 13 August	BBC1	14.57
32	Neighbours (1332/1736)	Wed 22 August	BBC1	14.57
33	Neighbours (1330/1736)	Fri 17 August	BBC1	14.45
34	Neighbours (1332/1736)	Wed 8 August	BBC1	14.39
35	Neighbours (1331/1736)	Thu 23 August	BBC1	14.32
36	Neighbours (1334/1736)	Mon 30 July	BBC1	14.23
37	Eastenders	Thu 23 August/Sun 26 August	BBC1	14.15
38	Eastenders	Tue 21 August/Sun 26 August	BBC1	14.09
39	Neighbours (1332/1736)	Thu 2 August	BBC1	14.02
40	Neighbours (1330/1736)	Fri 24 August	BBC1	13.96
41	Neighbours (1330/1736)	Mon 6 August	BBC1	13.95
42	Eastenders	Tue 28 August/Sun 2 September	BBC1	13.83
43	Neighbours (1331/1736)	Fri 3 August	BBC1	13.82
44	Eastenders	Thu 2 August/Sun 5 August	BBC1	13.74
45	Coronation Street	Fri 3 August/Sat 4 August	Granada	13.71
46	Neighbours (1330/1736)	Tue 31 July	BBC1	13.69
47=	Neighbours (1330/1736)	Wed 1 August	BBC1	13.63
47=	Neighbours (1331/1736)	Fri 10 August	BBC1	13.63
49	Eastenders	Tue 31 July/Sun 5 August	BBC1	13.25
50	Home and Away (1225/1710)	Wed 15 August	ITV	12.56

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