

THE MONTH'S VIEWING IN SUMMARYPeriod **4 weeks ending 28 October 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	
	October	September	October	September
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 18	3 : 05	100.0	100.0
BBC1 (incl. Brkfst Time)	1 : 15	1 : 10	37.9	37.8
BBC2	0 : 20	0 : 16	9.9	8.6
TOTAL BBC	1 : 35	1 : 26	47.8	46.4
ITV (incl. TV-am)	1 : 25	1 : 21	42.7	43.7
CHANNEL 4 / S4C	0 : 19	0 : 18	9.5	9.9
TOTAL ITV	1 : 43	1 : 39	52.2	53.6

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	
	Oct	Sep	Oct	Sep	Oct	Sep	Oct	Sep
	%	(%)	%	(%)	%	(%)	%	(%)
London	41.7	42.8	10.1	10.9	38.6	38.2	9.6	8.1
Midlands E & W	47.7	48.3	8.1	8.3	36.2	36.2	8.0	7.2
North West	43.8	45.8	9.8	10.2	37.0	36.2	9.4	7.8
Yorkshire	44.6	46.1	9.3	9.7	36.9	36.3	9.2	8.0
C. Scotland	43.8	45.7	10.5	10.8	36.1	35.2	9.6	8.3
Wales & West	45.7	47.2	7.4	7.0	38.1	37.7	8.8	8.2
South & S. East	42.6	42.5	7.8	8.8	39.6	39.7	10.1	9.0
North East	41.6	42.7	10.4	10.1	38.3	38.8	9.8	8.4
East of England	43.3	43.5	8.1	9.0	39.6	40.2	9.0	7.4
South West	39.7	39.8	8.8	8.6	42.0	44.1	9.4	7.5
Ulster	46.4	47.2	9.2	9.1	35.3	36.1	9.1	7.6
Border	43.9	46.2	11.8	11.8	35.7	34.1	8.6	7.9
N. Scotland	44.0	43.9	8.6	9.2	38.5	39.3	8.9	7.7
Network	42.7	43.7	9.5	9.9	37.9	37.8	9.9	8.6

- 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 October 1990, the programmes with the highest audiences were:			
1 Coronation Street	Wed 3 Oct/Sat 6 Oct	Granada	17.76
2 Eastenders	Thu 25 Oct/Sun 28 Oct	BBC1	17.54
3 Coronation Street	Mon 22 Oct/Wed 24 Oct	Granada	17.51
4 Coronation Street	Wed 17 Oct/Sat 20 Oct	Granada	17.45
5 Eastenders	Thu 18 Oct/Sun 21 Oct	BBC1	17.44
6 Eastenders	Thu 4 Oct/Sun 7 Oct	BBC1	17.42
7 Coronation Street	Mon 8 Oct/Wed 10 Oct	Granada	17.37
8 Coronation Street	Wed 24 Oct/Sun 28 Oct	Granada	17.11
9 Neighbours (1330/1736)	Mon 22 Oct	BBC1	17.16
10 Coronation Street	Mon 15 Oct/Wed 17 Oct	Granada	17.15
11 Neighbours (1332/1736)	Tue 23 Oct	BBC1	17.04
12 Coronation Street	Wed 10 Oct/Sat 13 Oct	Granada	17.01
13 Coronation Street	Fri 19 Oct/Sat 20 Oct	Granada	16.81
14 Coronation Street	Fri 5 Oct/Sat 6 Oct	Granada	16.74
15 Neighbours (1333/1736)	Wed 24 Oct	BBC1	16.68
16 Coronation Street	Mon 1 Oct/Wed 3 Oct	Granada	16.62
17 Coronation Street	Fri 26 Oct/Sun 28 Oct	Granada	16.54
18 Eastenders	Tue 23 Oct/Sun 28 Oct	BBC1	16.52
19 Neighbours (1330/1736)	Thu 25 Oct	BBC1	16.51
20 Eastenders	Tue 16 Oct/Sun 21 Oct	BBC1	16.40
21 Neighbours (1330/1736)	Fri 26 Oct	BBC1	16.19
22 Coronation Street	Fri 12 Oct/Sat 13 Oct	Granada	16.08
23 Neighbours (1333/1736)	Wed 17 Oct	BBC1	16.00
24 Eastenders	Thu 11 Oct/Sun 14 Oct	BBC1	15.97
25 Neighbours (1333/1736)	Wed 10 Oct	BBC1	15.94
26 Eastenders	Tue 2 Oct/Sun 7 Oct	BBC1	15.87
27 Neighbours (1330/1736)	Fri 19 Oct	BBC1	15.81
28 Eastenders	Tue 9 Oct/Sun 14 Oct	BBC1	15.78
29 Neighbours (1330/1736)	Mon 15 Oct	BBC1	15.77
30 Neighbours (1330/1736)	Thu 18 Oct	BBC1	15.70
31 Neighbours (1330/1736)	Mon 8 Oct	BBC1	15.55
32 Neighbours (1330/1736)	Mon 1 Oct	BBC1	15.53
33 Neighbours (1332/1736)	Tue 9 Oct	BBC1	15.46
34 Neighbours (1332/1736)	Tue 2 Oct	BBC1	15.31
35 Neighbours (1332/1736)	Tue 16 Oct	BBC1	15.29
36 Neighbours (1330/1736)	Fri 5 Oct	BBC1	15.26
37 Neighbours (1333/1736)	Wed 3 Oct	BBC1	15.15
38 Neighbours (1330/1736)	Thu 11 Oct	BBC1	15.05
39 Neighbours (1330/1736)	Thu 4 Oct	BBC1	14.95
40 'Allo 'Allo	Mon 22 Oct	BBC1	14.24
41 Neighbours (1330/1736)	Fri 12 Oct	BBC1	14.10
42 'Allo 'Allo	Mon 8 Oct	BBC1	13.29
43 Blind Date	Sat 27 Oct	LWT	13.23
44 Beadle's About	Sat 6 Oct	LWT	13.09
45 Blind Date	Sat 6 Oct	LWT	13.02
46 Blind Date	Sat 13 Oct	LWT	12.84
47 Blind Date	Sat 20 Oct	LWT	12.78
48= London's Burning	Sun 28 Oct	LWT	12.71
48= Beadle's About	Sat 20 Oct	LWT	12.71
50 Birds of a Feather	Thu 25 Oct	BBC1	12.68

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