

THE MONTH'S VIEWING IN SUMMARYPeriod **4 weeks ending 30 December 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	
	December		December	November
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 56	3 : 36	100.0	100.0
BBC1 (incl. Brkfst Time)	1 : 34	1 : 23	39.8	38.6
BBC2	0 : 23	0 : 22	9.6	10.1
TOTAL BBC	1 : 57	1 : 45	49.4	48.7
ITV (Incl. TV-am)	1 : 41	1 : 32	42.6	42.4
CHANNEL 4 / S4C	0 : 19	0 : 19	8.0	8.8
TOTAL ITV	1 : 59	1 : 51	50.6	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	
	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov
	%	(%)	%	(%)	%	(%)	%	(%)
London	40.0	40.1	8.2	9.6	41.4	39.4	10.4	10.8
Midlands E & W	46.1	46.4	6.8	7.9	38.6	37.1	8.6	8.6
North West	44.5	44.5	8.1	8.6	39.0	37.9	8.4	9.0
Yorkshire	45.0	45.3	8.3	8.6	38.5	36.9	8.1	9.2
C. Scotland	45.7	42.8	9.2	10.0	36.0	37.7	9.2	9.6
Wales & West	45.6	45.9	5.9	6.7	39.4	37.6	9.1	9.9
South & S. East	41.5	41.7	6.8	8.0	41.8	40.2	10.0	10.1
North East	41.4	42.0	8.7	9.2	40.8	38.7	9.1	10.2
East of England	44.3	43.6	7.0	7.3	40.4	40.1	8.3	9.0
South West	40.0	40.4	7.9	8.6	42.9	41.6	9.3	9.4
Ulster	46.1	44.9	8.2	8.7	37.9	37.0	7.8	9.4
Border	43.2	44.0	8.9	9.8	38.7	36.6	9.2	9.5
N. Scotland	44.7	43.4	7.7	8.1	39.2	39.8	8.5	8.7
Network	42.6	42.4	8.0	8.8	39.8	38.6	9.6	10.1

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 December 1990, the programmes with the highest audiences were:

1	Eastenders	Thu 27 Dec/Sun 30 Dec	BBC1	20.17
2	Coronation Street	Fri 28 Dec/Sun 30 Dec	Granada	20.16
3	Coronation Street	Wed 5 Dec/Sat 8 Dec	Granada	19.68
4	Eastenders	Thu 20 Dec/Sun 23 Dec	BBC1	19.66
5	Neighbours (1332/1736)	Tue 4 Dec	BBC1	19.06
6	Coronation Street	Wed 12 Dec/Sat 15 Dec	Granada	18.64
7	Coronation Street	Mon 10 Dec/Wed 12 Dec	Granada	18.45
8	Coronation Street	Mon 3 Dec/Wed 5 Dec	Granada	18.43
9	Eastenders	Thu 6 Dec/Sun 9 Dec	BBC1	18.42
10	Coronation Street	Fri 21 Dec/Sat 22 Dec	Granada	18.41
11	Neighbours (1330/1736)	Mon 24 Dec	BBC1	18.30
12	Neighbours (1330/1736)	Mon 3 Dec	BBC1	18.28
13	Neighbours (1332/1736)	Tue 11 Dec	BBC1	18.19
14	Coronation Street	Wed 19 Dec/Sat 22 Dec	Granada	18.16
15	Coronation Street	Fri 7 Dec/Sat 8 Dec	Granada	18.09
16	Coronation Street	Mon 17 Dec/Wed 19 Dec	Granada	18.01
17	Only Fools and Horses	Tue 25 Dec	BBC1	17.97
18	Eastenders	Tue 18 Dec/Sun 23 Dec	BBC1	17.94
19	Neighbours (1330/1736)	Fri 28 Dec	BBC1	17.93
20	Neighbours (1330/1736)	Mon 17 Dec	BBC1	17.92
21	Coronation Street	Tue 25 Dec/Sat 29 Dec	Granada	17.85
22	Neighbours (1330/1736)	Mon 10 Dec	BBC1	17.77
23	Eastenders	Thu 13 Dec/Sun 16 Dec	BBC1	17.68
24	Neighbours (1330/1736)	Fri 7 Dec	BBC1	17.67
25	Coronation Street	Fri 14 Dec/Sat 15 Dec	Granada	17.59
26	E.T.	Tue 25 Dec	BBC1	17.50
27	Eastenders	Tue 4 Dec/Sun 9 Dec	BBC1	17.46
28	Neighbours (1330/1736)	Thu 6 Dec	BBC1	17.44
29=	Neighbours (1333/1736)	Wed 12 Dec	BBC1	17.40
29=	Neighbours (1330/1736)	Thu 27 Dec	BBC1	17.40
31	Coronation Street	Mon 24 Dec/Sat 29 Dec	Granada	17.34
32	Neighbours (1330/1736)	Thu 13 Dec	BBC1	17.33
33	Neighbours (1333/1736)	Wed 5 Dec	BBC1	17.30
34	Eastenders	Tue 25 Dec/Sun 30 Dec	BBC1	17.25
35	Neighbours (1330/1736)	Thu 20 Dec	BBC1	17.16
36	Neighbours (1330/1736)	Fri 14 Dec	BBC1	17.05
37	Eastenders	Tue 11 Dec/Sun 16 Dec	BBC1	17.02
38	Neighbours (1332/1736)	Tue 18 Dec	BBC1	16.79
39	Christmas Generation Game	Tue 25 Dec	BBC1	16.73
40	Neighbours (1330/1736)	Fri 21 Dec	BBC1	16.69
41	Coronation Street	Wed 26 Dec/Sun 30 Dec	Granada	16.63
42	Neighbours (1333/1736)	Wed 19 Dec	BBC1	16.26
43	Home and Away (1225/1712)	Fri 28 Dec	ITV	15.11
44	Only Fools and Horses	Sun 30 Dec	BBC1	15.00
45	Blind Date	Sat 22 Dec	LWT	14.28
46	Wish You Were Here	Mon 10 Dec/Tue 11 Dec	Thames	14.27
47	Blind Date	Sat 8 Dec	LWT	13.97
48	Appointment with Death	Sun 30 Dec	BBC1	13.92
49	Wish You Were Here	Mon 17 Dec/Tue 18 Dec	Thames	13.86
50	Keeping Up Appearances	Mon 3 Dec	BBC1	13.64

Issued on 15 January 1991

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