

4 WEEKS ENDING
1 September 1991

THIS MONTH'S VIEWING SUMMARY

Produced for BARB

HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING Including Timeshift

Channel	Average Weekly Viewing per person		Share of Total Viewing	
	August (Hrs : Mins)	July (Hrs : Mins)	August (%)	July (%)
ALL/ANY TV	24 : 04	n/a	100.0	n/a
BBC 1 (incl. Brkfst Time)	8 : 16	n/a	34.3	n/a
BBC 2	2 : 46	n/a	11.5	n/a
TOTAL BBC	11 : 02	n/a	45.8	n/a
ITV (incl. T.V. am)	9 : 50	n/a	40.9	n/a
CHANNEL 4/S4C	2 : 17	n/a	9.5	n/a
TOTAL/ANY ITV	12 : 06	n/a	50.3	n/a
Other Viewing	0 : 56	n/a	3.9	n/a

DEFINITIONS

Share of Total Viewing - The percentage of total viewing accounted for by each channel.

Timeshift - Viewing of broadcast material recorded at home and played back within 7 days of recording.

Population - Individuals aged 4 and over in UK private households containing a TV set in working order.

Other Viewing - Viewing to channels other than ITV, CH4/S4C, BBC1, BBC2. This is for all households.

Satellite/Cable Viewing - Viewing in homes able to receive broadcasts either via dish antenna or cable.

SHARE OF VIEWING BY ITV REGION

	ITV		CHANNEL 4/S4C		BBC 1		BBC 2		OTHER VIEWING	
	Aug (%)	Ju1 (%)	Aug (%)	Ju1 (%)	Aug (%)	Ju1 (%)	Aug (%)	Ju1 (%)	Aug (%)	Ju1 (%)
London	37.7	n/a	8.7	n/a	35.4	n/a	12.2	n/a	6.0	n/a
Midlands E&W	41.5	n/a	9.4	n/a	33.1	n/a	11.8	n/a	4.2	n/a
North West	43.0	n/a	9.2	n/a	34.0	n/a	11.1	n/a	2.7	n/a
Yorkshire	41.1	n/a	9.9	n/a	34.8	n/a	11.5	n/a	2.7	n/a
C. Scotland	40.8	n/a	10.4	n/a	33.7	n/a	10.8	n/a	4.3	n/a
Wales & West	34.2	n/a	9.0	n/a	40.0	n/a	12.7	n/a	4.6	n/a
South & S. East	41.0	n/a	9.0	n/a	34.0	n/a	12.1	n/a	3.9	n/a
North East	40.9	n/a	12.0	n/a	33.7	n/a	10.3	n/a	3.1	n/a
East of England	38.9	n/a	8.9	n/a	34.3	n/a	13.2	n/a	4.8	n/a
South West	40.9	n/a	9.0	n/a	38.2	n/a	11.3	n/a	0.6	n/a
Ulster	42.1	n/a	9.1	n/a	32.3	n/a	8.0	n/a	8.6	n/a
Border	41.6	n/a	10.2	n/a	33.2	n/a	10.4	n/a	4.6	n/a
N. Scotland	41.8	n/a	10.4	n/a	33.8	n/a	10.1	n/a	3.8	n/a
Network	40.9	n/a	9.4	n/a	34.3	n/a	11.5	n/a	3.8	n/a

N.B. 1. The Network Share figures are based on 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.

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THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 CORONATION STREET	Wed 30 October/Sun 03 November	21.04
2 CORONATION STREET	Fri 01 November /Sun 03 November	20.91
3 EASTENDERS	Thu 31 October/Sun 03 November	20.06
4 CORONATION STREET	Wed 16 October/Sun 20 October	19.82
5 EASTENDERS	Thu 17 October/Sun 20 October	19.81
5= CORONATION STREET	Fri 18 October/Sun 20 October	19.81
7 EASTENDERS	Thu 03 October/Sun 06 October	19.73
8 CORONATION STREET	Mon 28 October	19.67
9 CORONATION STREET	Fri 25 October/Sun 27 October	19.60
10 EASTENDERS	Tue 29 October/Sun 03 November	19.55
11 EASTENDERS	Thu 24 October/Sun 27 October	19.48
12 CORONATION STREET	Mon 21 October	19.40
13 EASTENDERS	Thu 10 October/Sun 13 October	19.39
14 CORONATION STREET	Wed 02 October/Sun 06 October	19.22
15 CORONATION STREET	Mon 14 October	18.90
16 CORONATION STREET	Wed 09 October/Sun 13 October	18.71
17 CORONATION STREET	Fri 04 October/Sun 06 October	18.60
18 CORONATION STREET	Fri 11 October/Sun 13 October	18.44
19 CORONATION STREET	Mon 07 October	18.40
19= CORONATION STREET	Wed 23 October/Sun 27 October	18.40
21 EASTENDERS	Tue 01 October/Sun 06 October	18.29
22 EASTENDERS	Tue 22 October/Sun 27 October	18.27
23 EASTENDERS	Tue 15 October/Sun 20 October	18.17
24 CORONATION STREET	Mon 30 September	18.14
25 EASTENDERS	Tue 08 October/Sun 13 October	17.72
26 NEIGHBOURS (1331/1737)	Tue 22 October	17.56
27 NEIGHBOURS (1329/1736)	Tue 29 October	17.46
28 NEIGHBOURS (1330/1737)	Wed 23 October	17.33
29 NEIGHBOURS (1331/1736)	Thu 31 October	16.95
30 BLIND DATE WEDDNG/YR	Sun 20 October	16.89
31 NEIGHBOURS (1329/1737)	Mon 21 October	16.84
32 NEIGHBOURS (1329/1737)	Mon 28 October	16.74
33 NEIGHBOURS (1330/1736)	Fri 01 November	16.64
33= NEIGHBOURS (1331/1737)	Wed 09 October	16.64
35 NEIGHBOURS (1330/1736)	Thu 24 October	16.56
36 NEIGHBOURS (1333/1736)	Wed 30 October	16.52
37 NEIGHBOURS (1330/1736)	Fri 25 October	16.34
38 NEIGHBOURS (1330/1736)	Thu 17 October	15.73
39 NEIGHBOURS (1330/1736)	Mon 30 September	15.67
40 NEIGHBOURS (1331/1737)	Fri 18 October	15.66
41 NEIGHBOURS (1330/1737)	Mon 07 October	15.65
42 LONDON'S BURNING	Sun 03 November	15.62
43 NEIGHBOURS (1330/1736)	Mon 14 October	15.45
44 R.RENDELL MYSTRIES	Sun 20 October	15.41
45 NEIGHBOURS (1331/1736)	Tue 08 October	15.40
46 NEIGHBOURS (1329/1736)	Tue 01 October	15.36
47 CASUALTY	Fri 01 November	15.33
48 THE BILL	Tue 29 October	15.27
49 R.RENDELL MYSTRIES	Sun 03 November	15.24
50. LONDON'S BURNING	Sun 27 October	15.19