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## Viewing record for EastEnders / Christmas television figures

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The two Christmas evening episodes of EastEnders drew audiences of 29 1/2 and 30 million, a record since the present method of computing audiences was started five years ago.

But the enormous viewing figures - which far exceeded the BBC's forecast of 25 million - included the number of viewers seeing the omnibus programme the following Sunday. The Sunday audience for the early evening episode was 10 million and for the late evening episode 11.2 million.

ITV has consistently claimed that if EastEnders' Sunday repeat figures are stripped away its own **Coronation Street** almost invariably leads. This Christmas week, Monday's **Coronation Street** drew 15.15 million and Wednesday's 13.85 million.

These look shaky beside the 19.5 million who watched the early EastEnders episode - in preference to the first run of the James Bond film, Never Say Never Again - and the 18.9 million who watched the late evening episode.

Figures released yesterday by the joint BBC-ITV controlled Broadcasters' Audience Research Board showed that the BBC won 51.3 per cent of all viewing during Christmas week, compared with ITV's 48.7 per cent. The BBC had eight programmes in the top ten.

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