






# Aggregate viewing by TV player (on-demand and live streaming)

Week ending 24th July 2016



		Total viewing time (minutes)			
		All platforms	Android app	Apple iOS app	Website player
<b>All TV players</b>	<b>TOTAL</b>	<b>913,040,933</b>	<b>118,525,827</b>	<b>414,327,487</b>	<b>380,187,619</b>
	Live streaming	<b>281,746,731</b>	<b>31,517,121</b>	<b>116,201,767</b>	<b>134,027,843</b>
	On-demand	<b>631,294,202</b>	<b>87,008,706</b>	<b>298,125,720</b>	<b>246,159,776</b>
 <b>All 4</b>	Live streaming	<b>13,546,130</b>	<b>604,918</b>	<b>4,882,760</b>	<b>8,058,452</b>
	On-demand	<b>70,808,092</b>	<b>7,381,331</b>	<b>30,058,479</b>	<b>33,368,282</b>
 <b>BBC iPlayer (incl iPlayer Kids)</b>	Live streaming	<b>97,956,182</b>	<b>5,608,427</b>	<b>26,329,239</b>	<b>66,018,516</b>
	On-demand	<b>355,141,738</b>	<b>48,253,352</b>	<b>153,763,376</b>	<b>153,125,010</b>
 <b>ITV Hub (incl STV Player)</b>	Live streaming	<b>45,154,557</b>	<b>6,316,673</b>	<b>18,946,333</b>	<b>19,891,551</b>
	On-demand	<b>116,050,045</b>	<b>19,500,434</b>	<b>55,674,916</b>	<b>40,874,695</b>
 <b>Sky Go*</b>	Live Streaming	<b>125,089,862</b>	<b>18,987,103</b>	<b>66,043,435</b>	<b>40,059,324</b>
	On-demand	<b>86,838,814</b>	<b>11,873,589</b>	<b>58,628,949</b>	<b>16,336,276</b>
 <b>UKTV Play</b>	On-demand	<b>2,455,513</b>	-	-	<b>2,455,513</b>

\* The viewing time given for Sky Go includes viewing to other broadcasters. See the Sky Go column on page 6 for the detailed breakdown.