








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

Week ending 1st January 2017



		Total viewing time (minutes)			
		All platforms	Android app	Apple iOS app	Website player
All TV players	TOTAL	1,140,971,712	171,033,056	528,398,896	441,539,760
	Live streaming	337,861,606	45,925,826	148,526,668	143,409,112
	On-demand	803,110,106	125,107,230	379,872,228	298,130,648
 All 4	Live streaming	12,414,785	892,026	4,419,709	7,103,050
	On-demand	81,306,437	8,481,634	36,869,887	35,954,916
 BBC iPlayer (incl iPlayer Kids)	Live streaming	111,243,341	8,434,692	30,187,081	72,621,568
	On-demand	541,637,250	87,227,506	238,145,153	216,264,591
 ITV Hub and STV Player	Live streaming	22,537,121	3,834,343	10,739,983	7,962,795
	On-demand	76,166,993	15,125,893	35,142,199	25,898,901
 My5	On-demand	2,958,762	-	2,958,762	-
 S4C	Live Streaming	175,931	-	-	175,931
 Sky Go*	Live Streaming	191,490,428	32,764,764	103,179,894	55,545,769
	On-demand	97,736,645	13,575,263	65,106,205	19,055,176
 UKTV Play	On-demand	3,304,019	696,934	1,650,022	957,063

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