



The TV Player Report

A beta report
into online TV viewing

Week ending 1st January 2017

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- 🏠 In an era of constant change, BARB continues to develop its services in response to fragmenting behaviour patterns. Since our launch in 1981, there has been proliferation of platforms, channels and catch-up services. In recent years, more people have started to watch television and video content distributed through the internet.
- 🏠 Project Dovetail is at the heart of our development strategy. Its premise is that BARB's services need to harness the strengths of two complementary data sources.
 - BARB's panel of 5,100 homes provides representative viewing information that delivers programme reach, demographic viewing profiles and measurement of viewers per screen.
 - Device-based data from web servers provides granular evidence of how online TV is being watched.
- 🏠 The TV Player Report is the first stage of Project Dovetail.
- 🏠 It is a beta report that is based on the first outputs from BARB working with UK television broadcasters to generate data about all content delivered through the internet. This on-going development delivers a census-level dataset that details how different devices are being used to view online TV.
- 🏠 Stage 2 of Project Dovetail will integrate this dataset with the outputs that our customers are used to receiving from BARB. We are in the final stages of tendering the contract for this stage. More news will follow on how we will deliver this.
- 🏠 Click [here](#) to watch a short video that brings Project Dovetail to life. Alternatively, contact sarah.espino@barb.co.uk with any questions.

Frequently asked questions










Click on any of the questions below to get an explanation.

- What is this report telling me?
- What does the terminology mean?
- Which of these numbers are already covered by the BARB panel?
- How is online viewing data generated?
- Are the data generated only from BARB panel homes?
- What is "Average Programme Streams"?
- Why is the report being published in beta format?
- Why are some broadcasters' platforms missing from the report?
- Does the report cover live streaming and on-demand viewing?
- What is the difference between measuring live streaming and on-demand viewing?
- Are you reporting on consumption of advertising?
- Is viewing to downloads included?
- What period does the report cover?
- What are Android, Apple iOS and Website players?
- What proportion of all online viewing does the report account for?
- Will the report encompass other operating platforms?
- Does the TV Player Report include viewing through internet-only content platforms?
- How does the implementation process work?
- How does the auditing process work?

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.

Aggregate viewing by broadcaster group

Week ending 1st January 2017



LEGEND:

A = Android app,

I = iOS app,

W = Website player

	Total viewing time (minutes)										
	All viewing			Own apps				Sky Go (A, I, W)		BBC iPlayer (A, I, W)	
	Total	On-demand	Live streaming	On-demand		Live streaming		On-demand	Live streaming	On-demand	Live streaming
TOTAL	1,140,971,712	803,110,106	337,861,606	163,736,211		35,127,837		97,736,645	191,490,428	541,637,250	111,243,341
BBC	653,014,922	541,978,222	111,036,700	-	-	-	-	340,972	-	541,637,250	111,036,700
Sky	204,905,332	67,477,738	137,427,593	-	-	-	-	67,477,738	137,427,593	-	-
ITV	116,405,571	82,634,210	33,771,361	76,166,993	A, I, W	22,537,121	A, I, W	6,467,217	11,234,240	-	-
Channel 4	103,813,345	83,554,374	20,258,971	81,306,437	A, I, W	12,414,785	A, I, W	2,247,937	7,844,185	-	-
UKTV	14,995,586	5,029,899	9,965,687	3,304,019	A, I, W	-	-	1,725,880	9,965,687	-	-
Viacom	11,218,593	7,423,389	3,795,204	-	-	-	-	7,423,389	3,795,204	-	-
Channel 5	7,980,696	3,911,420	4,069,276	2,958,762	I	-	-	952,657	4,069,276	-	-
Disney	7,238,514	6,693,517	544,996	-	-	-	-	6,693,517	544,996	-	-
Fox	5,665,372	1,153,855	4,511,517	-	-	-	-	1,153,855	4,511,517	-	-
NBC Universal	4,339,519	469,020	3,870,499	-	-	-	-	469,020	3,870,499	-	-
AETN	4,002,201	309,199	3,693,002	-	-	-	-	309,199	3,693,002	-	-
Discovery	3,945,619	802,596	3,143,024	-	-	-	-	802,596	3,143,024	-	-
Turner	1,675,866	1,114,112	561,755	-	-	-	-	1,114,112	561,755	-	-
Star India	829,448	-	829,448	-	-	-	-	-	829,448	-	-
S4C	382,572	-	382,572	-	-	175,931	W	-	-	-	206,641
Vice UK TV Ltd	88,825	88,825	-	-	-	-	-	88,825	-	-	-
UTV Ent't Television	99	99	-	-	-	-	-	99	-	-	-
<i>Not Attributable</i>	<i>469,632</i>	<i>469,632</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>469,632</i>	<i>-</i>	<i>-</i>	<i>-</i>

Note: All totals are rounded to the nearest whole minute.

Live streaming channels

Week ending 1st January 2017



	Total viewing time (minutes)			
	Total	Own apps	BBC iPlayer	Sky Go
Sky Sports 1	81,703,453	-	-	81,703,453
BBC1	69,619,508	-	69,619,508	-
Sky Sports 3	22,707,442	-	-	22,707,442
BBC2	19,376,212	-	19,376,212	-
BBC News 24	15,685,635	-	15,685,635	-
ITV	15,212,755	9,235,083	-	5,977,672
ITV2	8,237,298	5,330,841	-	2,906,456
Channel 4	7,970,756	4,576,819	-	3,393,937
Sky Sports News HQ	6,353,035	-	-	6,353,035
Sky Sports 2	5,398,114	-	-	5,398,114
E4	5,109,997	3,127,822	-	1,982,174
Gold	4,400,676	-	-	4,400,676
Film4	4,185,251	2,682,779	-	1,502,473
ITV3	4,095,580	3,262,267	-	833,313
ITVbe	4,070,388	3,620,219	-	450,169
Sky News	3,429,329	-	-	3,429,329
FOX	3,405,717	-	-	3,405,717
BBC4	2,795,921	-	2,795,921	-
Channel 5	2,599,672	-	-	2,599,672
Cbeebies	2,423,805	-	2,423,805	-
Comedy Central	2,277,329	-	-	2,277,329
Sky 1	2,263,407	-	-	2,263,407
More4	2,146,492	1,180,891	-	965,601
CI	1,884,173	-	-	1,884,173
Universal	1,789,322	-	-	1,789,322
Sky Living	1,567,397	-	-	1,567,397
ITV4	1,527,026	951,926	-	575,100
Dave	1,504,923	-	-	1,504,923
E! Entertainment	1,476,605	-	-	1,476,605
Sky Sports Mix	1,302,938	-	-	1,302,938
Watch	1,274,485	-	-	1,274,485
Sky Cinema Sci-Fi/Horror	1,258,097	-	-	1,258,097
Sky Cinema Premier	1,172,517	-	-	1,172,517
Sky Cinema Action	1,128,453	-	-	1,128,453
Sky Atlantic	1,106,356	-	-	1,106,356
Alibi	1,038,398	-	-	1,038,398
Discovery	1,030,333	-	-	1,030,333
Sky Cinema Greats	955,788	-	-	955,788
Sky Sports 5	916,169	-	-	916,169
Sky Sports 4	906,522	-	-	906,522
History	891,497	-	-	891,497
MTV	874,620	-	-	874,620
TLC	855,487	-	-	855,487
4 Seven	846,475	846,475	-	-

Live streaming channels

Week ending 1st January 2017



	Total viewing time (minutes)			
	Total	Own apps	BBC iPlayer	Sky Go
Good Food	841,264	-	-	841,264
Star Plus	829,448	-	-	829,448
CBBC	785,204	-	785,204	-
5 USA	773,251	-	-	773,251
Sky Cinema Crime	767,030	-	-	767,030
Lifetime	762,555	-	-	762,555
Sky Cinema Disney	755,597	-	-	755,597
National Geographic	745,203	-	-	745,203
5*	696,353	-	-	696,353
Sky Cinema Comedy	689,593	-	-	689,593
Sky Cinema Showcase	674,191	-	-	674,191
Sky Cinema Family	635,284	-	-	635,284
Syfy	604,573	-	-	604,573
Home	526,342	-	-	526,342
Sky Cinema Select	513,359	-	-	513,359
Sky Cinema Drama & Romance	509,174	-	-	509,174
Discovery Turbo	464,418	-	-	464,418
ITV Encore	433,912	-	-	433,912
Sky Arts 1	399,783	-	-	399,783
S4C	382,572	175,931	206,641	-
Eden	379,600	-	-	379,600
National Geographic Wild	360,597	-	-	360,597
Animal Planet	345,530	-	-	345,530
Eurosport UK	335,506	-	-	335,506
Nick Jr.	288,884	-	-	288,884
Disney Channel	272,819	-	-	272,819
Disney Junior	272,177	-	-	272,177
Cartoon Network	258,144	-	-	258,144
Nickelodeon	252,891	-	-	252,891
Sky Sports Formula 1	224,872	-	-	224,872
Boomerang	207,880	-	-	207,880
CITV	194,389	136,770	-	57,619
BBC Parliament	155,089	-	155,089	-
Viceland	154,777	-	-	154,777
Quest	111,750	-	-	111,750
Nicktoons	101,481	-	-	101,481
Cartoonito	95,730	-	-	95,730
Real Lives	79,269	-	-	79,269

This is a continuation of the report on page 7.

Top 50 on-demand programmes

Week ending 1st January 2017



	Programme	TV Player		Avg Programme Streams
1	Outnumbered S1E8	BBC	A, I, W	367,035
2	Eastenders S1E5411	BBC	A, I, W	333,250
3	Eastenders S1E5412	BBC	A, I, W	330,679
4	Eastenders S1E5413	BBC	A, I, W	308,046
5	Eastenders S1E5409	BBC	A, I, W	291,652
6	Eastenders S1E5414	BBC	A, I, W	284,778
7	Mrs Brown's Boys S10E1	BBC	A, I, W	243,424
8	Call The Midwife S1E10	BBC	A, I, W	183,381
9	Doctor Who S1E60	BBC	A, I, W	168,310
10	The Great British Bake Off S12E1	BBC	A, I, W	166,118
11	The Great British Bake Off S12E2	BBC	A, I, W	163,936
12	Charlie Brooker's 2016 Wipe S1E1	BBC	A, I, W	159,144
13	The Witness For The Prosecution S1E1	BBC	A, I, W	158,705
14	Eastenders S1E5415	BBC	A, I, W	126,012
15	The Witness For The Prosecution S1E2	BBC	A, I, W	123,845
16	Eastenders S1E5408	BBC	A, I, W	120,343
17	Coronation Street S57E90661	ITV	A, I, W	118,883
18	Coronation Street S57E9066	ITV	A, I, W	112,888
19	Coronation Street S57E9065	ITV	A, I, W	101,197
20	Jonathan Creek S1E11	BBC	A, I, W	90,562
21	The Real Marigold On Tour S1E1	BBC	A, I, W	84,109
22	Holby City S19E12	BBC	A, I, W	80,710
23	Coronation Street S57E9067	ITV	A, I, W	79,445
24	Casualty S31E16	BBC	A, I, W	78,834
25	Made In Chelsea S12E12	ALL 4	A, I, W	75,988
26	Emmerdale S46E7706	ITV	A, I, W	70,481
27	Hayley S1E1	BBC	A, I, W	68,210
28	Emmerdale S46E7704/05	ITV	A, I, W	65,446
29	Big Fat Quiz S20E1	ALL 4	A, I, W	64,845
30	Eastenders S1E5407	BBC	A, I, W	63,181

	Programme	TV Player		Avg Programme Streams
31	Emmerdale S46E7709	ITV	A, I, W	62,601
32	Emmerdale S46E7707	ITV	A, I, W	62,008
33	Dragons' Den S14E8	BBC	A, I, W	61,926
34	The Lady In The Van S1E1	BBC	A, I, W	61,443
35	Emmerdale S46E7708	ITV	A, I, W	60,434
36	Hollyoaks S25E257	ALL 4	A, I, W	58,945
37	The Graham Norton Show S20 : Series 20: New Year's Eve Show	BBC	A, I, W	57,974
38	Ethel & Ernest S1E1	BBC	A, I, W	57,838
39	To Walk Invisible S1E1	BBC	A, I, W	55,562
40	Hollyoaks S25E258	ALL 4	A, I, W	54,572
41	Coronation Street S57E9064	ITV	A, I, W	54,363
42	Emmerdale S46E7710	ITV	A, I, W	53,730
43	Sex, Drugs & Murder: Life In The Red Light Zone S1E4	BBC	A, I, W	53,052
44	Strictly Come Dancing S14E28	BBC	A, I, W	52,467
45	Revolting Rhymes S1E1	BBC	A, I, W	50,825
46	Cunk On Christmas S1E1	BBC	A, I, W	48,747
47	Hollyoaks S25E259	ALL 4	A, I, W	47,990
48	Bing: House	BBC	A, I, W	47,615
49	Bing: Plasters	BBC	A, I, W	47,400
50	The Real Marigold On Tour S1E2	BBC	A, I, W	45,763

Only viewing time for audited platforms is included. See page 29.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

A = Android app, I = iOS app, W = Website player

Top 50 live programmes

Week ending 1st January 2017



	Programme	Channel and Platform	Avg Programme Streams
1	New Year's Eve Fireworks 2016-12-31 23:59:01	BBC1/BBC	112,987
2	Sherlock 2017-01-01 20:29:55	BBC1/BBC	79,268
3	Match Of The Day 2016-12-26 22:58:40	BBC1/BBC	61,445
4	Mrs Brown's Boys Christmas Special 2017-01-01 22:00:21	BBC1/BBC	60,558
5	Live Pl: Liverpool V Stoke 2016-12-27 17:00:16	Sky Sports 1/Sky	57,640
6	Live Pl: Arsenal V Crystal Palace 2017-01-01 15:26:55	Sky Sports 1/Sky	46,615
7	Robbie Rocks Big Ben Live 2016-12-31 23:27:00	BBC1/BBC	43,444
8	Weather 2016-12-26 22:54:52	BBC1/BBC	42,682
9	Live Pl: Southampton V Spurs 2016-12-28 19:30:00	Sky Sports 1/Sky	42,678
10	Robbie Rocks Big Ben Live 2017-01-01 00:15:01	BBC1/BBC	38,548
11	Match Of The Day 2 2017-01-01 23:00:55	BBC1/BBC	37,964
12	BBC News 2017-01-01 22:35:15	BBC1/BBC	37,683
13	Live Pl: Hull V Man City 2016-12-26 17:00:17	Sky Sports 1/Sky	36,754
14	Live Pl: Watford V Tottenham 2017-01-01 12:30:11	Sky Sports 1/Sky	35,442
15	Weather 2017-01-01 22:57:44	BBC1/BBC	33,860
16	BBC London News 2017-01-01 22:52:43	BBC1/BBC	32,737
17	Match Of The Day 2016-12-31 22:00:20	BBC2/BBC	32,128
18	Eastenders 2017-01-01 19:00:51	BBC1/BBC	30,185
19	BBC News 2016-12-26 22:42:00	BBC1/BBC	26,870
20	Still Open All Hours 2017-01-01 19:59:15	BBC1/BBC	26,545
21	Live Spfl: Rangers V Celtic 2016-12-31 11:30:00	Sky Sports 1/Sky	25,839
22	Live Pl: Hull V Everton 2016-12-30 19:00:00	Sky Sports 1/Sky	25,502
23	Live Pl: Watford V Crystal Palace 2016-12-26 12:00:10	Sky Sports 1/Sky	25,021
24	Eastenders 2016-12-26 19:59:31	BBC1/BBC	24,992
25	Live Efl: Newcastle V Sheff Weds 2016-12-26 19:29:53	Sky Sports 1/Sky	24,727
26	Eastenders 2016-12-30 19:59:16	BBC1/BBC	24,700
27	Outnumbered 2016-12-26 22:01:36	BBC1/BBC	24,329
28	Live World Darts Championships 2017-01-01 19:00:10	Sky Sports 1/Sky	23,807
29	Live Efl: Aston Villa V Leeds 2016-12-29 19:28:00	Sky Sports 1/Sky	23,662

	Programme	Channel and Platform	Avg Programme Streams
30	Eastenders 2016-12-27 19:29:35	BBC1/BBC	22,419
31	Live World Darts Championships 2016-12-30 19:00:00	Sky Sports 3/Sky	22,406
32	Fleabag 2016-12-27 00:27:59	BBC1/BBC	21,412
33	Eastenders 2016-12-29 19:30:11	BBC1/BBC	20,625
34	Gillette Soccer Special 2016-12-26 15:00:00	Sky Sports 1/Sky	20,161
35	Live World Darts Championships 2016-12-29 19:00:00	Sky Sports 3/Sky	18,260
36	Gillette Soccer Saturday 2016-12-31 14:30:00	Sky Sports 1/Sky	17,615
37	Match Of The Day 2017-01-01 08:19:43	BBC1/BBC	16,675
38	Match Of The Day 2016-12-27 07:36:28	BBC1/BBC	16,005
39	Live World Darts Championships 2016-12-28 19:00:00	Sky Sports 3/Sky	15,820
40	The Witness For The Prosecution 2016-12-27 21:01:07	BBC1/BBC	15,539
41	BBC News 2016-12-28 22:30:00	BBC1/BBC	15,145
42	Jonathan Creek 2016-12-28 20:59:51	BBC1/BBC	14,880
43	Jools's Annual Hootenanny 2016-12-31 23:21:38	BBC2/BBC	14,871
44	Charlie Brooker's 2016 Wipe 2016-12-29 21:00:24	BBC2/BBC	14,837
45	The Graham Norton New Year's Eve Show 2016-12-31 22:25:05	BBC1/BBC	14,621
46	Holby City 2016-12-27 20:02:03	BBC1/BBC	14,404
47	Cunk On Christmas 2016-12-29 22:02:00	BBC2/BBC	13,677
48	BBC London News 2016-12-28 22:40:48	BBC1/BBC	13,663
49	Weather 2016-12-28 22:47:19	BBC1/BBC	12,854
50	The Witness For The Prosecution 2016-12-26 21:00:38	BBC1/BBC	12,608

Only viewing time for audited platforms is included. See page 29.

A = Android app, I = iOS app, W = Website player

Top 50 on-demand programmes

4 weeks ending 1st January 2017



	Programme	TV Player		Avg Programme Streams
1	Planet Earth II: Cities	BBC	A, I, W	442,243
2	The Apprentice S12E10	BBC	A, I, W	438,840
3	Planet Earth II S1E5	BBC	A, I, W	408,991
4	The Apprentice S12E12	BBC	A, I, W	402,729
5	Outnumbered S1E8	BBC	A, I, W	367,035
6	Eastenders S1E5411	BBC	A, I, W	333,250
7	Eastenders S1E5412	BBC	A, I, W	330,679
8	Eastenders S1E5409	BBC	A, I, W	316,633
9	Eastenders S1E5401	BBC	A, I, W	312,055
10	Eastenders S1E5403	BBC	A, I, W	311,660
11	Eastenders S1E5413	BBC	A, I, W	308,046
12	Eastenders S1E5397	BBC	A, I, W	306,549
13	Eastenders S1E5405	BBC	A, I, W	306,280
14	Eastenders 09/12/2016	BBC	A, I, W	305,432
15	Eastenders S1E5398	BBC	A, I, W	301,083
16	Eastenders S1E5406	BBC	A, I, W	295,966
17	Eastenders S1E5396	BBC	A, I, W	293,898
18	Eastenders S1E5402	BBC	A, I, W	291,080
19	Eastenders S1E5408	BBC	A, I, W	291,067
20	Eastenders S1E5404	BBC	A, I, W	290,522
21	Eastenders S1E5407	BBC	A, I, W	288,520
22	Eastenders S1E5414	BBC	A, I, W	284,778
23	Eastenders S1E5400	BBC	A, I, W	278,001
24	The Apprentice S12E14	BBC	A, I, W	277,826
25	Mrs Brown's Boys S10E1	BBC	A, I, W	249,930
26	Made In Chelsea S12E9	ALL 4	A, I, W	233,348
27	Rillington Place S1E2	BBC	A, I, W	228,506
28	Have I Got News For You Series 52 Episode 9	BBC	A, I, W	213,012
29	Made In Chelsea S12E10	ALL 4	A, I, W	212,404
30	Doctor Who S1E60	BBC	A, I, W	208,261

	Programme	TV Player		Avg Programme Streams
31	Have I Got News For You S52E10	BBC	A, I, W	206,605
32	Rillington Place S1E3	BBC	A, I, W	205,788
33	The Apprentice S12E11	BBC	A, I, W	198,279
34	Rillington Place S1E1	BBC	A, I, W	193,951
35	The Great British Bake Off S12E1	BBC	A, I, W	193,637
36	Call The Midwife S1E10	BBC	A, I, W	192,067
37	Made In Chelsea S12E11	ALL 4	A, I, W	188,644
38	Who Do You Think You Are? S13E4	BBC	A, I, W	183,315
39	The Only Way Is Essex (Christmas Special) Part 1	ITV	A, I, W	177,804
40	The Only Way Is Essex (Christmas Special) Part 2	ITV	A, I, W	177,575
41	The Next Step S4E20	BBC	A, I, W	176,645
42	Muslims Like Us S1E1	BBC	A, I, W	168,969
43	Six Wives With Lucy Worsley S1E1	BBC	A, I, W	167,725
44	Casualty Series 31 Bah Humbug	BBC	A, I, W	166,889
45	The Great British Bake Off S12E2	BBC	A, I, W	163,936
46	Millie Inbetween S3E4	BBC	A, I, W	161,406
47	Charlie Brooker's 2016 Wipe S1E1	BBC	A, I, W	159,144
48	The Witness For The Prosecution S1E1	BBC	A, I, W	158,705
49	Topsy And Tim: Topsy And Tim's Christmas Eve	BBC	A, I, W	156,930
50	Last Tango In Halifax S4E1	BBC	A, I, W	155,235

Only viewing time for audited platforms is included. See page 29.

A = Android app, I = iOS app, W = Website player

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 10 on-demand programmes by TV player



Week and 4 weeks ending 1st January 2017



All 4

Platforms included: Android app, iOS app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Made In Chelsea S12E12	75,988	Made In Chelsea S12E9	233,348
2	Big Fat Quiz S20E1	64,845	Made In Chelsea S12E10	212,404
3	Hollyoaks S25E257	58,945	Made In Chelsea S12E11	188,644
4	Hollyoaks S25E258	54,572	First Dates S5E20	105,586
5	Hollyoaks S25E259	47,990	First Dates S5E22	97,510
6	Hollyoaks S25E260	40,084	First Dates S5E21	95,876
7	The Big Bang Theory S10E11	38,380	Humans S2E6	86,278
8	Made In Chelsea S12E11	31,769	Humans S2E7	76,286
9	Hollyoaks S25E256	27,676	Made In Chelsea S12E12	75,988
10	We're Going On A Bear Hunt S1E1	23,216	The Big Bang Theory S10E8	67,718



BBC iPlayer (includes iPlayer Kids)

Platforms included: Android app, iOS app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Outnumbered S1E8	367,035	Planet Earth II: Cities	442,243
2	Eastenders S1E5411	333,250	The Apprentice S12E10	438,840
3	Eastenders S1E5412	330,679	Planet Earth II S1E5	408,991
4	Eastenders S1E5413	308,046	The Apprentice S12E12	402,729
5	Eastenders S1E5409	291,652	Outnumbered S1E8	367,035
6	Eastenders S1E5414	284,778	Eastenders S1E5411	333,250
7	Mrs Brown's Boys S10E1	243,424	Eastenders S1E5412	330,679
8	Call The Midwife S1E10	183,381	Eastenders S1E5409	316,633
9	Doctor Who S1E60	168,310	Eastenders S1E5401	312,055
10	The Great British Bake Off S12E1	166,118	Eastenders S1E5403	311,660

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 1st January 2017



ITV Hub

Platforms included: Android app, iOS app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Coronation Street S57E90661	118,883	The Only Way Is Essex (Christmas Special) Part 1	177,804
2	Coronation Street S57E9066	112,888	The Only Way Is Essex (Christmas Special) Part 2	177,575
3	Coronation Street S57E9065	101,197	Coronation Street S57E90661	118,884
4	Coronation Street S57E9067	79,445	Coronation Street S57E9065	113,509
5	Emmerdale S46E7706	70,481	Coronation Street S57E9066	112,890
6	Emmerdale S46E7704/05	65,446	I'm A Celebrity... Get Me Out Of Here! - Coming Out	108,802
7	Emmerdale S46E7709	62,601	Coronation Street S57E9064	107,704
8	Emmerdale S46E7707	62,008	Coronation Street S57E9063	98,563
9	Emmerdale S46E7708	60,434	Coronation Street S57E9059	98,510
10	Coronation Street S57E9064	54,363	Coronation Street S57E9053	96,208



My5

Platforms included: iOS app

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	The Story Of... The Adele Story	2,083	Xmas Excess: Parents Splash The Cash	5,459
2	Dance Moms Episode 21 Part 2	1,793	Neighbours Episode 7510	4,060
3	World's Strongest Man 2016 Episode 7	1,312	Home And Away Episode 6535	3,646
4	Eamonn & Ruth: A Million Pound Christmas	1,260	Dance Moms Episode 19	3,212
5	World's Strongest Man 2016 Episode 6	1,103	All New Traffic Cops Episode 4	2,808
6	World's Strongest Man 2016 Episode 8	1,081	Dance Moms Episode 21 Part 1	2,509
7	Castle Episode 16	1,057	All New Traffic Cops Episode 6	2,495
8	World's Strongest Man 2016 Episode 10	950	Slum Britain: 50 Years On	2,467
9	World's Strongest Man 2016 Episode 09	921	Castle Episode 14	2,456
10	Paw Patrol Pups Save A Snowboard Competition	838	Building The World's Most Luxurious Cruis... Episode 1	2,380

Top 10 on-demand programmes by TV player



Week and 4 weeks ending 1st January 2017



Sky Go

Platforms included: Android app, iOS app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Film: Deadpool (Sky)	37,541	Geordie Shore S13E7 (Viacom)	60,110
2	Film: Zootropolis (Sky)	20,112	Geordie Shore S13E8 (Viacom)	55,948
3	Man Utd V Sunderland (Sky)	17,415	Westworld S1E10 (Sky)	55,279
4	Film: The Jungle Book (Sky)	16,877	Geordie Shore S13E10 (Viacom)	46,395
5	Film: Captain America: Civil War (Sky)	16,087	The Walking Dead S7E7 (Fox)	46,009
6	Film: How To Be Single (Sky)	15,553	The Walking Dead S7E8 (Fox)	39,577
7	A League Of Their Own Xmas... S1E1 (Sky)	12,999	Film: Deadpool (Sky)	37,542
8	Film: Kung Fu Panda 3 (Sky)	12,579	Geordie Shore S13E9 (Viacom)	37,436
9	Liverpool V Stoke (Sky)	12,360	Film: Zootropolis (Sky)	31,309
10	Man Utd V Middlesbrough (Sky)	9,912	Film: How To Be Single (Sky)	29,979



STV Player

Platforms included: Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Coronation Street S57E90661	2,597	In Plain Sight - Episode 1	8,088
2	Coronation Street S57E9065	2,329	In Plain Sight - Episode 0002	5,047
3	Coronation Street S57E9066	2,304	In Plain Sight Episode 0003	4,454
4	Coronation Street S57E90661	2,208	I'm A Celebrity... Get Me Out Of Here! - Coming Out	4,439
5	Coronation Street S57E9065	1,815	In Plain Sight - Episode 2	3,855
6	Coronation Street S57E9067	1,706	Coronation Street S57E9049	3,654
7	Emmerdale S46E7704/05	1,636	Coronation Street S57E9053	3,614
8	Emmerdale S46E7704/05	1,630	Coronation Street S57E9050	3,496
9	Emmerdale S46E7706	1,629	In Plain Sight S1 : Episode 0001	3,432
10	Emmerdale S46E7706	1,606	Coronation Street S57E9055	3,346

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 1st January 2017



UKTV Play

Platforms included: Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	The Bill S21E316	1,150	Dave Gorman: Modern Life Is Goodish S4E5	8,577
2	The Bill S21E315	1,107	Dave Gorman: Modern Life Is Goodish S4E6	7,662
3	Top Gear: Africa Special	1,088	Dave Gorman: Modern Life Is Goodish S4E4	4,147
4	The Bill S21E317	1,066	After Hitler S1E1	2,842
5	The Bill S21E312	1,063	Dave Gorman: Modern Life Is Goodish S4E3	2,506
6	Dave Gorman: Modern Life Is Goodish S4E6	912	Taskmaster S3E5	2,487
7	Dave Gorman: Modern Life Is Goodish S4E5	598	Taskmaster S3E4	2,361
8	Taskmaster S3E1	595	Taskmaster S3E1	2,331
9	Taskmaster S3E2	594	Taskmaster S3E2	2,267
10	Taskmaster S3E3	564	Taskmaster S3E3	2,255

Top 10 live programmes by TV player

Week ending 1st January 2017



All 4

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Big Fat Quiz Of The Year 2016 2016-12-26 21:03:24	Channel 4/ALL 4	5,067
2	Hollyoaks 2016-12-29 18:59:30	E4/ALL 4	3,589
3	Hollyoaks 2016-12-28 18:59:58	E4/ALL 4	3,051
4	Hollyoaks 2016-12-30 18:59:44	E4/ALL 4	2,832
5	Hollyoaks 2016-12-27 18:57:00	E4/ALL 4	2,649
6	Hollyoaks 2016-12-28 18:29:38	Channel 4/ALL 4	2,230
7	Film: Mission Impossible - Ghost (2011) 2017-01-01 21:00:15	Channel 4/ALL 4	2,156
8	Hollyoaks 2016-12-29 18:29:44	Channel 4/ALL 4	2,131
9	Hollyoaks 2016-12-27 18:29:39	Channel 4/ALL 4	2,081
10	Film: Pitch Perfect (2012) 2016-12-26 23:09:20	Channel 4/ALL 4	1,994



BBC iPlayer (includes iPlayer Kids)

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	New Year's Eve Fireworks 2016-12-31 23:59:01	BBC1/BBC	112,987
2	Sherlock 2017-01-01 20:29:55	BBC1/BBC	79,268
3	Match Of The Day 2016-12-26 22:58:40	BBC1/BBC	61,445
4	Mrs Brown's Boys Christmas Special 2017-01-01 22:00:21	BBC1/BBC	60,558
5	Robbie Rocks Big Ben Live 2016-12-31 23:27:00	BBC1/BBC	43,444
6	Weather 2016-12-26 22:54:52	BBC1/BBC	42,682
7	Robbie Rocks Big Ben Live 2017-01-01 00:15:01	BBC1/BBC	38,548
8	Match Of The Day 2 2017-01-01 23:00:55	BBC1/BBC	37,964
9	BBC News 2017-01-01 22:35:15	BBC1/BBC	37,683
10	Weather 2017-01-01 22:57:44	BBC1/BBC	33,860

Top 10 live programmes by TV player

Week ending 1st January 2017



ITV Hub

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Coronation Street 2016-12-30 19:31:22	ITV/ITV	11,455
2	Coronation Street 2016-12-26 19:31:07	ITV/ITV	8,703
3	Emmerdale 2016-12-29 20:29:46	ITV/ITV	8,648
4	Coronation Street 2017-01-01 20:00:11	ITV/ITV	8,615
5	Emmerdale 2016-12-28 19:01:28	ITV/ITV	8,335
6	Emmerdale 2016-12-27 19:00:57	ITV/ITV	7,769
7	Emmerdale 2016-12-30 19:00:16	ITV/ITV	7,757
8	Coronation Street 2016-12-26 20:29:20	ITV/ITV	7,672
9	Emmerdale 2016-12-26 19:00:00	ITV/ITV	5,667
10	Film: Captain Phillips (2013) 2016-12-26 21:00:51	ITV/ITV	4,616

S4C

S4C

Platforms included: Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Clwb Rygbi 2016-12-27 14:30:17	S4C/S4C	500
2	Clwb Rygbi 2017-01-01 14:44:32	S4C/S4C	451
3	Sgorio 2017-01-01 17:01:32	S4C/S4C	55
4	Rygbi 2016-12-31 14:44:32	S4C/S4C	45
5	Rygbi 2016-12-26 16:31:53	S4C/S4C	36
6	Crwbanod Ninja 2016-12-27 17:00:27	S4C/S4C	35
7	Gwyl Corau Meibion Cymry Llundain 2016-12-31 18:32:00	S4C/S4C	18
8	Y Tywydd 2017-01-01 19:29:30	S4C/S4C	14
9	Cefn Gwlad 2016-12-26 20:30:28	S4C/S4C	14
10	Rownd A Rownd 2016-12-29 19:32:54	S4C/S4C	13

Top 10 live programmes by TV player

Week ending 1st January 2017



sky Sky Go

Platforms included: Android app, iOS app

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Live Pl: Liverpool V Stoke 2016-12-27 17:00:16	Sky Sports 1/Sky	57,640
2	Live Pl: Arsenal V Crystal Palace 2017-01-01 15:26:55	Sky Sports 1/Sky	46,615
3	Live Pl: Southampton V Spurs 2016-12-28 19:30:00	Sky Sports 1/Sky	42,678
4	Live Pl: Hull V Man City 2016-12-26 17:00:17	Sky Sports 1/Sky	36,754
5	Live Pl: Watford V Tottenham 2017-01-01 12:30:11	Sky Sports 1/Sky	35,442
6	Live Spfl: Rangers V Celtic 2016-12-31 11:30:00	Sky Sports 1/Sky	25,839
7	Live Pl: Hull V Everton 2016-12-30 19:00:00	Sky Sports 1/Sky	25,502
8	Live Pl: Watford V Crystal Palace 2016-12-26 12:00:10	Sky Sports 1/Sky	25,021
9	Live Efl: Newcastle V Sheff Weds 2016-12-26 19:29:53	Sky Sports 1/Sky	24,727
10	Live World Darts Championships 2017-01-01 19:00:10	Sky Sports 1/Sky	23,807

Top 50 on-demand programmes (Android players)

Week ending 1st January 2017



	Programme	TV Player	Avg Programme Streams
1	Eastenders S1E5411	BBC	58,500
2	Eastenders S1E5412	BBC	56,970
3	Eastenders S1E5413	BBC	54,275
4	Eastenders S1E5414	BBC	50,276
5	Eastenders S1E5409	BBC	50,251
6	Mrs Brown's Boys S10E1	BBC	48,699
7	Outnumbered S1E8	BBC	41,551
8	Call The Midwife S1E10	BBC	27,165
9	Doctor Who S1E60	BBC	23,177
10	Eastenders S1E5408	BBC	21,312
11	Eastenders S1E5415	BBC	21,015
12	The Great British Bake Off S12E1	BBC	20,037
13	The Great British Bake Off S12E2	BBC	19,664
14	The Witness For The Prosecution S1E1	BBC	18,120
15	Coronation Street S57E9066	ITV	16,648
16	Coronation Street S57E90661	ITV	16,311
17	Bing: House	BBC	15,842
18	Bing: Plasters	BBC	14,976
19	Coronation Street S57E9065	ITV	14,745
20	The Witness For The Prosecution S1E2	BBC	14,065
21	Holby City S19E12	BBC	13,830
22	Charlie Brooker's 2016 Wipe S1E1	BBC	13,713
23	Casualty S31E16	BBC	13,501
24	Bing: Cat	BBC	13,477
25	Topsy And Tim: Topsy And Tim's Christmas Eve	BBC	13,014
26	Topsy And Tim Series 2 Birthday Party	BBC	12,739
27	Bing: Mural	BBC	12,688
28	Emmerdale S46E7706	ITV	12,364
29	Coronation Street S57E9067	ITV	11,913
30	Bing: Ice Cream	BBC	11,861
31	The Real Marigold On Tour S1E1	BBC	11,720
32	Cbeebies Christmas Panto: Alice In Wonderland	BBC	11,630

	Programme	TV Player	Avg Programme Streams
33	Emmerdale S46E7709	ITV	11,285
34	Eastenders S1E5407	BBC	11,279
35	Emmerdale S46E7704/05	ITV	11,252
36	Bing: Toy Party	BBC	11,144
37	Emmerdale S46E7707	ITV	10,871
38	Jonathan Creek S1E11	BBC	10,864
39	Emmerdale S46E7708	ITV	10,781
40	Coronation Street S57E90661	ITV	10,446
41	Bing: Ice Lolly	BBC	10,248
42	Hollyoaks S25E257	ALL 4	10,167
43	Coronation Street S57E9066	ITV	9,828
44	Bing: Nature Explorer	BBC	9,737
45	Emmerdale S46E7710	ITV	9,680
46	Coronation Street S57E9065	ITV	9,605
47	Hollyoaks S25E258	ALL 4	9,513
48	Bing: Dandelion	BBC	9,131
49	Revolting Rhymes S1E1	BBC	9,068
50	Hayley S1E1	BBC	9,000

Only viewing time for audited platforms is included. See page 29.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 50 on-demand programmes (iOS players)

Week ending 1st January 2017



	Programme	TV Player	Avg Programme Streams
1	Outnumbered S1E8	BBC	170,444
2	Eastenders S1E5411	BBC	159,480
3	Eastenders S1E5412	BBC	157,806
4	Eastenders S1E5413	BBC	147,731
5	Eastenders S1E5409	BBC	140,463
6	Eastenders S1E5414	BBC	135,885
7	Mrs Brown's Boys S10E1	BBC	110,410
8	Call The Midwife S1E10	BBC	91,672
9	The Great British Bake Off S12E1	BBC	77,549
10	The Great British Bake Off S12E2	BBC	74,752
11	The Witness For The Prosecution S1E1	BBC	62,489
12	Coronation Street S57E90661	ITV	62,391
13	Coronation Street S57E9066	ITV	60,089
14	Eastenders S1E5415	BBC	57,742
15	Eastenders S1E5408	BBC	56,432
16	Coronation Street S57E9065	ITV	52,913
17	Doctor Who S1E60	BBC	50,617
18	The Witness For The Prosecution S1E2	BBC	48,619
19	The Real Marigold On Tour S1E1	BBC	42,445
20	Casualty S31E16	BBC	42,055
21	Coronation Street S57E9067	ITV	41,065
22	Holby City S19E12	BBC	40,932
23	Charlie Brooker's 2016 Wipe S1E1	BBC	40,553
24	Emmerdale S46E7706	ITV	37,223
25	Made In Chelsea S12E12	ALL 4	36,722
26	Emmerdale S46E7704/05	ITV	35,331
27	Hollyoaks S25E257	ALL 4	34,267
28	Emmerdale S46E7709	ITV	33,667
29	Hayley S1E1	BBC	33,014
30	Emmerdale S46E7707	ITV	32,492

	Programme	TV Player	Avg Programme Streams
31	Emmerdale S46E7708	ITV	31,813
32	Hollyoaks S25E258	ALL 4	31,749
33	Jonathan Creek S1E11	BBC	31,331
34	Eastenders S1E5407	BBC	29,079
35	Emmerdale S46E7710	ITV	28,515
36	Hollyoaks S25E259	ALL 4	28,076
37	Coronation Street S57E9064	ITV	27,650
38	Bing: Plasters	BBC	26,386
39	Bing: House	BBC	26,231
40	Dragons' Den S14E8	BBC	26,105
41	Ethel & Ernest S1E1	BBC	26,016
42	The Lady In The Van S1E1	BBC	25,851
43	Sex, Drugs & Murder: Life In The Red Light Zone S1E4	BBC	25,450
44	Strictly Come Dancing S14E28	BBC	24,674
45	Bing: Cat	BBC	24,312
46	Film: Deadpool (Sky)	Sky	24,247
47	Hollyoaks S25E260	ALL 4	23,888
48	Revoluting Rhymes S1E1	BBC	22,736
49	The Real Marigold On Tour S1E2	BBC	22,666
50	Cbeebies Christmas Panto: Alice In Wonderland	BBC	22,427

Only viewing time for audited platforms is included. See page 29.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 50 on-demand programmes (Website players)

Week ending 1st January 2017



	Programme	TV Player	Avg Programme Streams
1	Outnumbered S1E8	BBC	155,039
2	Eastenders S1E5412	BBC	115,901
3	Eastenders S1E5411	BBC	115,269
4	Eastenders S1E5413	BBC	106,039
5	Charlie Brooker's 2016 Wipe S1E1	BBC	104,876
6	Eastenders S1E5409	BBC	100,937
7	Eastenders S1E5414	BBC	98,616
8	Doctor Who S1E60	BBC	94,515
9	Mrs Brown's Boys S10E1	BBC	84,314
10	The Witness For The Prosecution S1E1	BBC	78,096
11	The Great British Bake Off S12E2	BBC	69,518
12	The Great British Bake Off S12E1	BBC	68,532
13	Call The Midwife S1E10	BBC	64,543
14	The Witness For The Prosecution S1E2	BBC	61,160
15	Jonathan Creek S1E11	BBC	48,367
16	Eastenders S1E5415	BBC	47,254
17	Big Fat Quiz S20E1	ALL 4	43,829
18	Eastenders S1E5408	BBC	42,598
19	Coronation Street S57E90661	ITV	40,180
20	Coronation Street S57E9066	ITV	36,150
21	Made In Chelsea S12E12	ALL 4	34,633
22	Coronation Street S57E9065	ITV	33,538
23	The Graham Norton Show S20 : Series 20: New Year's Eve Show	BBC	30,424
24	The Real Marigold On Tour S1E1	BBC	29,943
25	The Lady In The Van S1E1	BBC	28,066
26	Dragons' Den S14E8	BBC	28,046
27	Cunk On Christmas S1E1	BBC	27,756
28	To Walk Invisible S1E1	BBC	27,025
29	Coronation Street S57E9067	ITV	26,466

	Programme	TV Player	Avg Programme Streams
30	Hayley S1E1	BBC	26,194
31	Holby City S19E12	BBC	25,947
32	Ethel & Ernest S1E1	BBC	23,431
33	Match Of The Day S1 : 2016/2017: 26/12/2016	BBC	23,400
34	Casualty S31E16	BBC	23,278
35	Eastenders S1E5407	BBC	22,821
36	James May: The Reassembler S2E1	BBC	22,474
37	QI S14E10	BBC	22,267
38	Emmerdale S46E7706	ITV	20,893
39	Strictly Come Dancing S14E28	BBC	20,036
40	Coronation Street S57E9064	ITV	19,132
41	Revoluting Rhymes S1E1	BBC	19,019
42	Emmerdale S46E7704/05	ITV	18,863
43	The Graham Norton Show S20E12	BBC	18,778
44	Sex, Drugs & Murder: Life In The Red Light Zone S1E4	BBC	18,654
45	Emmerdale S46E7707	ITV	18,644
46	Sherlock S4E1	BBC	18,143
47	Planet Earth II: Cities	BBC	17,866
48	Emmerdale S46E7708	ITV	17,839
49	Emmerdale S46E7709	ITV	17,648
50	How To Train Your Dragon 2 S1E1	BBC	16,622

Only viewing time for audited platforms is included. See page 29.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 50 live programmes (Android players)

Week ending 1st January 2017



	Programme	Channel and Platform	Avg Programme Streams
1	Live Pl: Liverpool V Stoke 2016-12-27 17:00:16	Sky Sports 1/Sky	9,423
2	New Year's Eve Fireworks 2016-12-31 23:59:01	BBC1/BBC	8,947
3	Live Pl: Arsenal V Crystal Palace 2017-01-01 15:26:55	Sky Sports 1/Sky	6,841
4	Live Pl: Southampton V Spurs 2016-12-28 19:30:00	Sky Sports 1/Sky	6,754
5	Live Pl: Hull V Man City 2016-12-26 17:00:17	Sky Sports 1/Sky	6,031
6	Match Of The Day 2016-12-26 22:58:40	BBC1/BBC	5,562
7	Live Pl: Watford V Tottenham 2017-01-01 12:30:11	Sky Sports 1/Sky	5,330
8	Live World Darts Championships 2016-12-30 19:00:00	Sky Sports 3/Sky	4,525
9	Live World Darts Championships 2017-01-01 19:00:10	Sky Sports 1/Sky	4,408
10	Live Spfl: Rangers V Celtic 2016-12-31 11:30:00	Sky Sports 1/Sky	4,379
11	Live Efl: Aston Villa V Leeds 2016-12-29 19:28:00	Sky Sports 1/Sky	4,333
12	Live Efl: Newcastle V Sheff Weds 2016-12-26 19:29:53	Sky Sports 1/Sky	4,277
13	Live Pl: Hull V Everton 2016-12-30 19:00:00	Sky Sports 1/Sky	4,272
14	Weather 2016-12-26 22:54:52	BBC1/BBC	3,911
15	Live Pl: Watford V Crystal Palace 2016-12-26 12:00:10	Sky Sports 1/Sky	3,821
16	Live World Darts Championships 2016-12-29 19:00:00	Sky Sports 3/Sky	3,713
17	Mrs Brown's Boys Christmas Special 2017-01-01 22:00:21	BBC1/BBC	3,573
18	Gillette Soccer Special 2016-12-26 15:00:00	Sky Sports 1/Sky	3,485
19	Sherlock 2017-01-01 20:29:55	BBC1/BBC	3,476
20	Match Of The Day 2 2017-01-01 23:00:55	BBC1/BBC	3,471
21	Robbie Rocks Big Ben Live 2016-12-31 23:27:00	BBC1/BBC	3,444
22	Eastenders 2017-01-01 19:00:51	BBC1/BBC	3,234
23	Live World Darts Championships 2016-12-28 19:00:00	Sky Sports 3/Sky	3,188
24	Match Of The Day 2016-12-31 22:00:20	BBC2/BBC	3,164
25	Eastenders 2016-12-30 19:59:16	BBC1/BBC	3,112
26	Eastenders 2016-12-26 19:59:31	BBC1/BBC	2,916
27	Eastenders 2016-12-27 19:29:35	BBC1/BBC	2,736
28	Gillette Soccer Saturday 2016-12-31 14:30:00	Sky Sports 1/Sky	2,693
29	Eastenders 2016-12-29 19:30:11	BBC1/BBC	2,439
30	Coronation Street 2016-12-30 19:31:22	ITV/ITV	2,384

	Programme	Channel and Platform	Avg Programme Streams
31	BBC News 2017-01-01 22:35:15	BBC1/BBC	2,326
32	Robbie Rocks Big Ben Live 2017-01-01 00:15:01	BBC1/BBC	2,301
33	BBC News 2016-12-26 22:42:00	BBC1/BBC	2,301
34	Darts Gold 2017-01-01 22:30:00	Sky Sports 3/Sky	2,251
35	Weather 2017-01-01 22:57:44	BBC1/BBC	2,178
36	Live World Darts Championships 2016-12-27 19:45:10	Sky Sports 1/Sky	2,055
37	Emmerdale 2016-12-29 20:29:46	ITV/ITV	2,051
38	BBC London News 2017-01-01 22:52:43	BBC1/BBC	2,000
39	Emmerdale 2016-12-28 19:01:28	ITV/ITV	1,940
40	Outnumbered 2016-12-26 22:01:36	BBC1/BBC	1,916
41	Live Efl: Derby V Birmingham 2016-12-27 14:46:22	Sky Sports 1/Sky	1,880
42	Coronation Street 2016-12-26 19:31:07	ITV/ITV	1,826
43	Emmerdale 2016-12-30 19:00:16	ITV/ITV	1,821
44	Still Open All Hours 2017-01-01 19:59:15	BBC1/BBC	1,808
45	Live World Darts Championships 2017-01-01 19:00:00	Sky Sports 3/Sky	1,802
46	Coronation Street 2017-01-01 20:00:11	ITV/ITV	1,798
47	Emmerdale 2016-12-27 19:00:57	ITV/ITV	1,772
48	Fleabag 2016-12-27 00:27:59	BBC1/BBC	1,738
49	Coronation Street 2016-12-26 20:29:20	ITV/ITV	1,602
50	Live World Darts Championships 2016-12-30 13:00:00	Sky Sports 1/Sky	1,596

Only viewing time for audited platforms is included. See page 29.

Top 50 live programmes (iOS players)

Week ending 1st January 2017



	Programme	Channel and Platform	Avg Programme Streams
1	Live Pl: Liverpool V Stoke 2016-12-27 17:00:16	Sky Sports 1/Sky	29,697
2	New Year's Eve Fireworks 2016-12-31 23:59:01	BBC1/BBC	28,636
3	Live Pl: Southampton V Spurs 2016-12-28 19:30:00	Sky Sports 1/Sky	23,284
4	Live Pl: Arsenal V Crystal Palace 2017-01-01 15:26:55	Sky Sports 1/Sky	22,701
5	Live Pl: Watford V Tottenham 2017-01-01 12:30:11	Sky Sports 1/Sky	18,730
6	Live Pl: Hull V Man City 2016-12-26 17:00:17	Sky Sports 1/Sky	18,691
7	Match Of The Day 2016-12-26 22:58:40	BBC1/BBC	17,192
8	Sherlock 2017-01-01 20:29:55	BBC1/BBC	13,965
9	Live Pl: Hull V Everton 2016-12-30 19:00:00	Sky Sports 1/Sky	13,896
10	Live Spfl: Rangers V Celtic 2016-12-31 11:30:00	Sky Sports 1/Sky	13,773
11	Weather 2016-12-26 22:54:52	BBC1/BBC	13,568
12	Live World Darts Championships 2017-01-01 19:00:10	Sky Sports 1/Sky	13,398
13	Live Pl: Watford V Crystal Palace 2016-12-26 12:00:10	Sky Sports 1/Sky	13,109
14	Live Efl: Aston Villa V Leeds 2016-12-29 19:28:00	Sky Sports 1/Sky	13,000
15	Live Efl: Newcastle V Sheff Weds 2016-12-26 19:29:53	Sky Sports 1/Sky	12,764
16	Live World Darts Championships 2016-12-30 19:00:00	Sky Sports 3/Sky	12,619
17	Mrs Brown's Boys Christmas Special 2017-01-01 22:00:21	BBC1/BBC	12,453
18	Eastenders 2017-01-01 19:00:51	BBC1/BBC	11,511
19	Gillette Soccer Special 2016-12-26 15:00:00	Sky Sports 1/Sky	11,163
20	Robbie Rocks Big Ben Live 2016-12-31 23:27:00	BBC1/BBC	10,826
21	Match Of The Day 2 2017-01-01 23:00:55	BBC1/BBC	10,547
22	Live World Darts Championships 2016-12-29 19:00:00	Sky Sports 3/Sky	10,180
23	Eastenders 2016-12-30 19:59:16	BBC1/BBC	10,144
24	Eastenders 2016-12-26 19:59:31	BBC1/BBC	9,856
25	Gillette Soccer Saturday 2016-12-31 14:30:00	Sky Sports 1/Sky	9,578
26	Eastenders 2016-12-27 19:29:35	BBC1/BBC	9,167
27	Outnumbered 2016-12-26 22:01:36	BBC1/BBC	9,142
28	BBC News 2016-12-26 22:42:00	BBC1/BBC	9,072
29	Live World Darts Championships 2016-12-28 19:00:00	Sky Sports 3/Sky	8,870
30	Match Of The Day 2016-12-31 22:00:20	BBC2/BBC	8,318

	Programme	Channel and Platform	Avg Programme Streams
31	Eastenders 2016-12-29 19:30:11	BBC1/BBC	8,298
32	Robbie Rocks Big Ben Live 2017-01-01 00:15:01	BBC1/BBC	8,197
33	BBC News 2017-01-01 22:35:15	BBC1/BBC	8,099
34	Weather 2017-01-01 22:57:44	BBC1/BBC	7,326
35	BBC London News 2017-01-01 22:52:43	BBC1/BBC	6,983
36	Still Open All Hours 2017-01-01 19:59:15	BBC1/BBC	6,132
37	Live Efl: Derby V Birmingham 2016-12-27 14:46:22	Sky Sports 1/Sky	5,713
38	Live World Darts Championships 2016-12-27 19:45:10	Sky Sports 1/Sky	5,627
39	Fleabag 2016-12-27 00:27:59	BBC1/BBC	5,543
40	Coronation Street 2016-12-30 19:31:22	ITV/ITV	5,527
41	Holby City 2016-12-27 20:02:03	BBC1/BBC	5,114
42	Live World Darts Championships 2017-01-01 19:00:00	Sky Sports 3/Sky	4,642
43	The Witness For The Prosecution 2016-12-27 21:01:07	BBC1/BBC	4,561
44	Darts Gold 2017-01-01 22:30:00	Sky Sports 3/Sky	4,553
45	Match Of The Day 2016-12-27 07:36:28	BBC1/BBC	4,483
46	Live World Darts Championships 2016-12-30 13:00:00	Sky Sports 1/Sky	4,447
47	Match Of The Day 2017-01-01 08:19:43	BBC1/BBC	4,348
48	Coronation Street 2017-01-01 20:00:11	ITV/ITV	4,322
49	Jonathan Creek 2016-12-28 20:59:51	BBC1/BBC	4,305
50	The Graham Norton New Year's Eve Show 2016-12-31 22:25:05	BBC1/BBC	4,249

Only viewing time for audited platforms is included. See page 29.

Top 50 live programmes (Website players)

Week ending 1st January 2017



	Programme	Channel and Platform	Avg Programme Streams
1	New Year's Eve Fireworks 2016-12-31 23:59:01	BBC1/BBC	75,402
2	Sherlock 2017-01-01 20:29:55	BBC1/BBC	61,826
3	Mrs Brown's Boys Christmas Special 2017-01-01 22:00:21	BBC1/BBC	44,531
4	Match Of The Day 2016-12-26 22:58:40	BBC1/BBC	38,689
5	Robbie Rocks Big Ben Live 2016-12-31 23:27:00	BBC1/BBC	29,173
6	Robbie Rocks Big Ben Live 2017-01-01 00:15:01	BBC1/BBC	28,049
7	BBC News 2017-01-01 22:35:15	BBC1/BBC	27,257
8	Weather 2016-12-26 22:54:52	BBC1/BBC	25,202
9	Weather 2017-01-01 22:57:44	BBC1/BBC	24,355
10	Match Of The Day 2 2017-01-01 23:00:55	BBC1/BBC	23,945
11	BBC London News 2017-01-01 22:52:43	BBC1/BBC	23,754
12	Match Of The Day 2016-12-31 22:00:20	BBC2/BBC	20,645
13	Still Open All Hours 2017-01-01 19:59:15	BBC1/BBC	18,604
14	Live Pl: Liverpool V Stoke 2016-12-27 17:00:16	Sky Sports 1/Sky	18,519
15	Live Pl: Arsenal V Crystal Palace 2017-01-01 15:26:55	Sky Sports 1/Sky	17,072
16	BBC News 2016-12-26 22:42:00	BBC1/BBC	15,496
17	Eastenders 2017-01-01 19:00:51	BBC1/BBC	15,440
18	Fleabag 2016-12-27 00:27:59	BBC1/BBC	14,130
19	Outnumbered 2016-12-26 22:01:36	BBC1/BBC	13,270
20	Live Pl: Southampton V Spurs 2016-12-28 19:30:00	Sky Sports 1/Sky	12,639
21	Eastenders 2016-12-26 19:59:31	BBC1/BBC	12,219
22	Live Pl: Hull V Man City 2016-12-26 17:00:17	Sky Sports 1/Sky	12,031
23	Charlie Brooker's 2016 Wipe 2016-12-29 21:00:24	BBC2/BBC	11,462
24	Eastenders 2016-12-30 19:59:16	BBC1/BBC	11,443
25	Live Pl: Watford V Tottenham 2017-01-01 12:30:11	Sky Sports 1/Sky	11,381
26	Match Of The Day 2017-01-01 08:19:43	BBC1/BBC	11,008
27	Cunk On Christmas 2016-12-29 22:02:00	BBC2/BBC	10,976
28	Eastenders 2016-12-27 19:29:35	BBC1/BBC	10,515

	Programme	Channel and Platform	Avg Programme Streams
29	Match Of The Day 2016-12-27 07:36:28	BBC1/BBC	10,262
30	Jools's Annual Hootenanny 2016-12-31 23:21:38	BBC2/BBC	10,213
31	BBC News 2016-12-28 22:30:00	BBC1/BBC	10,209
32	Eastenders 2016-12-29 19:30:11	BBC1/BBC	9,888
33	The Witness For The Prosecution 2016-12-27 21:01:07	BBC1/BBC	9,824
34	Jonathan Creek 2016-12-28 20:59:51	BBC1/BBC	9,462
35	The Graham Norton New Year's Eve Show 2016-12-31 22:25:05	BBC1/BBC	9,270
36	BBC London News 2016-12-28 22:40:48	BBC1/BBC	9,269
37	Weather 2016-12-28 22:47:19	BBC1/BBC	8,730
38	Fleabag 2016-12-27 00:55:38	BBC1/BBC	8,181
39	Live Pl: Watford V Crystal Palace 2016-12-26 12:00:10	Sky Sports 1/Sky	8,091
40	The Witness For The Prosecution 2016-12-26 21:00:38	BBC1/BBC	7,971
41	Holby City 2016-12-27 20:02:03	BBC1/BBC	7,781
42	Live Spfl: Rangers V Celtic 2016-12-31 11:30:00	Sky Sports 1/Sky	7,686
43	Live Efl: Newcastle V Sheff Weds 2016-12-26 19:29:53	Sky Sports 1/Sky	7,685
44	Live Pl: Hull V Everton 2016-12-30 19:00:00	Sky Sports 1/Sky	7,333
45	Still Open All Hours 2016-12-26 20:30:40	BBC1/BBC	7,038
46	Miranda Hart: My What I Call Live Show 2017-01-01 00:58:25	BBC1/BBC	6,867
47	George Michael At The Palais Garnier, Pa 2016-12-27 22:00:55	BBC1/BBC	6,575
48	Weather 2017-01-01 18:56:39	BBC1/BBC	6,340
49	Live Efl: Aston Villa V Leeds 2016-12-29 19:28:00	Sky Sports 1/Sky	6,328
50	Mrs Brown's Boys 2016-12-28 22:51:53	BBC1/BBC	6,179

Only viewing time for audited platforms is included. See page 29.

Top 50 on-demand programmes (Android players)

4 weeks ending 1st January 2017



	Programme	TV Player	Avg Programme Streams
1	Eastenders S1E5411	BBC	58,500
2	Eastenders S1E5412	BBC	56,970
3	Eastenders S1E5409	BBC	54,630
4	Eastenders S1E5413	BBC	54,275
5	Eastenders S1E5403	BBC	52,713
6	Eastenders S1E5408	BBC	52,011
7	Eastenders S1E5401	BBC	51,710
8	Eastenders S1E5405	BBC	51,306
9	Eastenders S1E5406	BBC	50,684
10	Eastenders S1E5407	BBC	50,551
11	Eastenders 09/12/2016	BBC	50,506
12	Eastenders S1E5414	BBC	50,276
13	Eastenders S1E5397	BBC	50,254
14	Mrs Brown's Boys S10E1	BBC	49,918
15	Eastenders S1E5398	BBC	49,639
16	Eastenders S1E5404	BBC	49,167
17	Eastenders S1E5402	BBC	48,741
18	Eastenders S1E5396	BBC	48,738
19	Eastenders S1E5400	BBC	45,754
20	Topsy And Tim: Topsy And Tim's Christmas Eve	BBC	44,802
21	Outnumbered S1E8	BBC	41,551
22	The Apprentice S12E10	BBC	40,514
23	The Apprentice S12E12	BBC	38,281
24	Planet Earth II: Cities	BBC	33,266
25	Rillington Place S1E2	BBC	32,515
26	Planet Earth II S1E5	BBC	31,702
27	The Next Step S4E20	BBC	30,549
28	Rillington Place S1E3	BBC	30,514
29	Bing: Mural	BBC	30,427
30	Millie Inbetween S3E4	BBC	30,068

	Programme	TV Player	Avg Programme Streams
31	Call The Midwife S1E10	BBC	28,558
32	Hank Zipzer S1E4	BBC	28,185
33	Citizen Khan Series 5 Alia's University	BBC	28,115
34	Millie Inbetween S3E3	BBC	27,996
35	Doctor Who S1E60	BBC	27,905
36	Casualty Series 31 Bah Humbug	BBC	27,725
37	The Apprentice S12E14	BBC	27,261
38	Rillington Place S1E1	BBC	27,255
39	Citizen Khan S5E6	BBC	25,411
40	Have I Got News For You Series 52 Episode 9	BBC	24,685
41	Who Do You Think You Are? S13E4	BBC	24,605
42	The Next Step S4E19	BBC	24,595
43	Go Jetters S1E40	BBC	23,613
44	The Great British Bake Off S12E1	BBC	23,086
45	Have I Got News For You S52E10	BBC	23,052
46	Muslims Like Us S1E1	BBC	22,666
47	Six Wives With Lucy Worsley S1E1	BBC	22,645
48	Bing: Ice Cream	BBC	22,574
49	Bing: Plasters	BBC	22,548
50	Cbeebies: The Nutcracker S1E1	BBC	21,940

Only viewing time for audited platforms is included. See page 29.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 50 on-demand programmes (iOS players)

4 weeks ending 1st January 2017



	Programme	TV Player	Avg Programme Streams
1	Outnumbered S1E8	BBC	170,444
2	The Apprentice S12E10	BBC	160,957
3	Eastenders S1E5411	BBC	159,480
4	Eastenders S1E5412	BBC	157,806
5	Eastenders S1E5409	BBC	153,220
6	Eastenders S1E5403	BBC	149,817
7	The Apprentice S12E12	BBC	149,574
8	Eastenders S1E5401	BBC	148,779
9	Eastenders S1E5413	BBC	147,731
10	Eastenders S1E5405	BBC	146,941
11	Eastenders 09/12/2016	BBC	144,442
12	Eastenders S1E5397	BBC	143,341
13	Eastenders S1E5406	BBC	143,199
14	Eastenders S1E5398	BBC	142,338
15	Eastenders S1E5408	BBC	140,207
16	Eastenders S1E5404	BBC	139,935
17	Eastenders S1E5407	BBC	139,561
18	Eastenders S1E5402	BBC	137,958
19	Eastenders S1E5396	BBC	137,252
20	Eastenders S1E5414	BBC	135,885
21	Eastenders S1E5400	BBC	131,248
22	Mrs Brown's Boys S10E1	BBC	113,627
23	Planet Earth II: Cities	BBC	108,664
24	The Apprentice S12E14	BBC	103,834
25	Planet Earth II S1E5	BBC	99,237
26	The Only Way Is Essex (Christmas Special) Part 1	ITV	98,078
27	Made In Chelsea S12E9	ALL 4	96,824
28	The Only Way Is Essex (Christmas Special) Part 2	ITV	96,774
29	Call The Midwife S1E10	BBC	95,860
30	Rillington Place S1E2	BBC	94,139

	Programme	TV Player	Avg Programme Streams
31	The Next Step S4E20	BBC	92,084
32	Topsy And Tim: Topsy And Tim's Christmas Eve	BBC	90,516
33	Millie Inbetween S3E4	BBC	90,064
34	Made In Chelsea S12E10	ALL 4	90,009
35	The Great British Bake Off S12E1	BBC	88,967
36	Who Do You Think You Are? S13E4	BBC	86,549
37	Rillington Place S1E3	BBC	85,996
38	Casualty Series 31 Bah Humbug	BBC	85,403
39	Made In Chelsea S12E11	ALL 4	84,378
40	Millie Inbetween S3E3	BBC	84,312
41	The Apprentice S12E11	BBC	80,871
42	Hank Zipzer S1E4	BBC	80,324
43	Rillington Place S1E1	BBC	79,325
44	The Next Step S4E19	BBC	75,805
45	The Great British Bake Off S12E2	BBC	74,752
46	Six Wives With Lucy Worsley S1E1	BBC	74,729
47	Have I Got News For You Series 52 Episode 9	BBC	74,644
48	Have I Got News For You S52E10	BBC	73,130
49	Last Tango In Halifax S4E1	BBC	72,367
50	Citizen Khan Series 5 Alia's University	BBC	67,831

Only viewing time for audited platforms is included. See page 29.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 50 on-demand programmes (Website players)

4 weeks ending 1st January 2017



	Programme	TV Player	Avg Programme Streams
1	Planet Earth II: Cities	BBC	300,311
2	Planet Earth II S1E5	BBC	278,051
3	The Apprentice S12E10	BBC	237,368
4	The Apprentice S12E12	BBC	214,873
5	Outnumbered S1E8	BBC	155,039
6	The Apprentice S12E14	BBC	146,730
7	Made In Chelsea S12E9	ALL 4	123,910
8	Doctor Who S1E60	BBC	119,684
9	Eastenders S1E5412	BBC	115,901
10	Eastenders S1E5411	BBC	115,269
11	Have I Got News For You Series 52 Episode 9	BBC	113,682
12	Eastenders S1E5397	BBC	112,953
13	Eastenders S1E5401	BBC	111,564
14	Eastenders 09/12/2016	BBC	110,483
15	Have I Got News For You S52E10	BBC	110,422
16	Made In Chelsea S12E10	ALL 4	110,278
17	Eastenders S1E5403	BBC	109,129
18	Eastenders S1E5398	BBC	109,105
19	Eastenders S1E5409	BBC	108,783
20	Eastenders S1E5405	BBC	108,031
21	Eastenders S1E5396	BBC	107,907
22	Eastenders S1E5413	BBC	106,039
23	Charlie Brooker's 2016 Wipe S1E1	BBC	104,876
24	Eastenders S1E5402	BBC	104,379
25	Planet Earth II S1E4	BBC	103,360
26	Eastenders S1E5406	BBC	102,082
27	Rillington Place S1E2	BBC	101,851
28	Eastenders S1E5404	BBC	101,419
29	Eastenders S1E5400	BBC	100,998
30	Eastenders S1E5408	BBC	98,848

	Programme	TV Player	Avg Programme Streams
31	Eastenders S1E5414	BBC	98,616
32	Eastenders S1E5407	BBC	98,407
33	The Apprentice S12E11	BBC	97,237
34	Made In Chelsea S12E11	ALL 4	92,864
35	Rillington Place S1E3	BBC	89,277
36	Rillington Place S1E1	BBC	87,370
37	Mrs Brown's Boys S10E1	BBC	86,384
38	The Great British Bake Off S12E1	BBC	81,582
39	Muslims Like Us S1E1	BBC	81,052
40	The Witness For The Prosecution S1E1	BBC	78,096
41	Lawful Killing: Mark Duggan S1E1	BBC	76,318
42	Planet Earth II: Jungles	BBC	73,182
43	Who Do You Think You Are? S13E4	BBC	72,159
44	Movies & Megastars: Jennifer Lawrence & Chris Pratt: Playground Insults	BBC	71,498
45	The Apprentice S12E9	BBC	70,589
46	Six Wives With Lucy Worsley S1E1	BBC	70,349
47	The Great British Bake Off S12E2	BBC	69,518
48	Call The Midwife S1E10	BBC	67,648
49	The Only Way Is Essex (Christmas Special) Part 2	ITV	64,625
50	Brainwashing Stacey S1E2	BBC	63,587

Only viewing time for audited platforms is included. See page 29.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.



Terminology

- 🏠 BARB's customers are used to working with data that represents the viewing habits of people. The TV Player Report focuses instead on devices.
- 🏠 The core metric for determining the popularity of a programme is Average Programme Streams, which represents the average number of devices that played the programme across its duration. It is analogous to the average audience measure that our customers often use to report programme audiences. Each of these metrics conveys the popularity of a programme, although Average Programme Streams is a measure of device usage rather than a measure of how many people are viewing.
- 🏠 We also use the following terminology in the TV Player Report.
 - **Total Viewing Time**
The total number of minutes that devices have received content (this enables a headline comparison of the volume of delivery through each TV player).
 - **Android**
Viewing to content that is made available through TV player apps that can be downloaded on tablets and smartphones running the Android operating system.
 - **Apple iOS**
Viewing to content that is made available through TV player apps that can be downloaded on Apple tablets, smartphones and other handheld devices.
 - **Website player**
Viewing to content that is made available by broadcasters through their own website (accessible through browsers on multiple devices and operating systems).



Generating online viewing data

- UK television broadcasters are implementing software measurement code within their TV player apps. This software code has been developed by Kantar Media and generates analytics tags each time a device requests content from a TV player. This allows BARB to record the total number of times content is watched and how long each viewing session is.
- The TV Player Report only includes data for platforms that have successfully completed a number of steps that are necessary for them to be live and reporting. The table below shows current implementation status by TV player.
- An explanatory note details whether the reported data includes on-demand and/or live streaming for TV players that are live.

	Android app	Apple iOS app	Website player
All 4	OD & Live	OD & Live	OD & Live
BBC iPlayer	OD & Live	OD & Live	OD & Live
ITV Player	OD & Live	OD & Live	OD & Live
My5		On-demand only	
S4C Clic			Live only
Sky Go	OD & Live	OD & Live	OD & Live
STV Player	On-demand only		On-demand only
UKTV Play	On-demand only	On-demand only	On-demand only

	Measurement live & reporting
	Measurement being audited/tested
	Software code not yet implemented by broadcaster

[Return to Frequently Asked Questions](#)



Capturing on-demand viewing and live streaming

- 🏠 The delivery of on-demand content and live streaming are separate technical processes within a TV player. Each of these requires distinct coding and auditing. Some TV players make both types of content available, while others only offer one. The intention is to report both forms of content across all TV players in due course.
- 🏠 TV players serve on-demand content in such a way that content IDs can be applied to individual programmes. This allows precise reporting of Average Programme Streams.
- 🏠 The process of identifying viewing to live channel streams is different.
 - The software measurement code deployed by BARB can establish when a TV player is being used to watch a live channel stream. It also identifies which channel is being watched live.
 - To establish which programmes were streamed live requires a process that matches the timestamp of the viewing session with the programme logs for the channel that was tuned to. This is equivalent to a process that BARB has used for many years to attribute our panel members' viewing to the right programme.
- 🏠 BARB is developing the solution to report Average Programme Streams for content that is watched live. We will report the level of live streaming to individual programmes once this is in place.
- 🏠 Live streaming is included on page 5 within the viewing time for the TV player that is used by the viewer.



What is this report telling me?

The TV Player Report is the first joint-industry, audited measure of viewing to online TV in the UK.

It reports on the consumption of online TV content in TV players controlled by the broadcasters. Data from all users of these players, not just a panel, go into the report.

We are also reporting on gross live consumption via online.

Which of these numbers are already covered by the BARB panel?

Currently BARB only reports online TV viewing when PCs, tablets or smartphones are being cast or projected onto a panel member's TV screen. As such some of the viewing reported in the TV Player Report is currently included in the viewing estimates provided from the BARB panel.

Are the data generated only from BARB panel homes?

The viewing levels are generated from across the whole population, not just from our nationally representative panel of homes. This census-level approach provides great certainty in overall viewing levels. The viewing data in this report do not represent the number of people that are watching. Instead, the figures are based on device usage.

What is "Average Programme Streams"?

“Average programme streams” is an industry-agreed metric that indicates the popularity of an online TV programme. It's the total viewing time of a programme on a TV Player by all devices in the reported period, divided by the full length of the programme.

It is analogous to the average audience measure that our customers often use to report programme audiences. Each of these metrics conveys the popularity of a programme, although average programme streams is a measure of device usage rather than a measure of how many people are viewing.

The average programme streams metric has been ratified by JICWEBS, the industry body responsible for the development of standards in measuring online media performance.

Why is the report being published in beta format?

We are continuing to make developments that will turn the TV Player Report into an increasingly comprehensive picture of online TV viewing.

BARB, with the research agency Kantar, is working with broadcasters to implement the analytics tag into more and more TV player platforms. This has to be done platform by platform. The report will include each platform as soon as its tagging implementation has been independently audited.

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The second area of ongoing development is identifying which programmes are being watched live. The analytics tag can determine when someone has chosen to use a TV player to watch a channel live, although it can't access content IDs that identify which particular programme was on at the time. We therefore report live programmes by matching the timestamp of the viewing session to the programme logs for the channel being viewed. The next intended development is to report an aggregate figure for a programme whether viewed live or on-demand; this requires live programmes to have the same content identifiers as on-demand ones.

Why are some platforms missing from the report?

Each broadcaster has to schedule the development work in alongside other software development priorities. This means that they are adding platforms over time, and therefore that the report will provide an increasingly comprehensive picture of online TV viewing as time goes on. A number of implementations are currently being audited, which is the final stage of preparation prior to reporting. The table on page 28 shows current progress.

BARB will publish data from TV players that have passed an independent audit by ABC. This gives us added reassurance that the analytics are performing as expected and the numbers make sense.

Does the report cover live streaming and on-demand viewing?

Yes, it is designed to report online minutes for both types of viewing, although the following needs to be considered when reading the report.

Firstly, the specific content watched is already identified for on-demand viewing through a system of content IDs. We are able to report which programmes were viewed live by integrating BARB's comprehensive, as-run programme data logs. Consequently, we can report average programme streams for both live and on-demand viewing. The next step we are working on is to present unified figures; this will be possible when broadcasters make content IDs available in the as-run programme logs.

Secondly, some TV players are still developing the ability to deliver data on live streaming. The delivery of on-demand content and live streaming are often separate technical processes within a TV player. Each of these requires distinct coding, implementation and auditing.

Are you reporting on consumption of advertising?

We are developing this and will report it in due course. Serving and identifying ads on the internet is more complex than programme content, with multiple suppliers and technologies involved.

Is viewing to downloads included?

Yes, offline viewing of downloaded content can be captured for broadcasters that have enabled this feature in their TV players. When this feature is enabled, the data for offline viewing of downloaded content are retrieved the next time a device goes online.

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What period does the report cover?

The report is published on a Wednesday and covers the calendar week that ended ten days previously. It also includes rolling cumulative information for the last four weeks. It is published on the home page of the BARB website (www.barb.co.uk).

What are Android, Apple iOS and Website players?

These are internet platforms on which broadcasters have developed TV players. The Android figures reflect usage of TV player apps developed for this operating system that is used on a range of tablets and smartphones, while the Apple iOS data cover viewing that takes place on TV player apps developed for use on iPhones, iPads and iPod Touches.

Website players are found on broadcaster websites which can be accessed through a variety of browsers on multiple devices and operating systems.

What proportion of all online viewing does the report account for?

There is no accepted currency that covers all forms of online TV and video. That said, broadcasters' own data suggest that as much as 80% of online TV viewing is covered by Android apps, Apple iOS apps and Website players.

Will the report encompass other operating platforms?

Yes, we are continuously working to make measurement available for other online distribution platforms, starting with games consoles and Smart TVs.

Does the TV Player Report include viewing through internet-only content platforms?

The methodology is designed to be inclusive for content distributed through online TV players. BARB has no intention to restrict inclusion in the report to its current channel subscribers.

How does the implementation process work?

Kantar provides the software code for the analytics tags to broadcasters in an SDK (Software Development Kit). The broadcaster's app development teams implement this code within each of their TV player apps.

Having done this, the broadcaster works with Kantar on a series of acceptance tests to ensure that data are being generated in line with BARB's expectations.

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How does the auditing process work?

Once the broadcaster and Kantar are satisfied that the software code (SDK) has been implemented properly, the player is ready for audit.

During the designated audit period, ABC watches content on appropriate devices and checks that what's reported by the broadcaster aligns with what it expects. It also seeks reassurance that there is no robotic traffic going into the reports, and that the overall numbers claimed for the period can be substantiated by the data supplied. All of this aims to prove that the figures reported make sense and reflect genuine human activity.

Once ABC is satisfied with all its tests, the audit is passed and the player goes live for reporting. Once a player is live, random audits are scheduled during the year to ensure that we can still have confidence in the system. A new audit will be commissioned if a broadcaster makes a major update to a player, such that it's effectively a new piece of technology.