



The TV Player Report

A beta report
into online TV viewing

Week ending 8th 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 8th January 2017



		Total viewing time (minutes)			
		All platforms	Android app	Apple iOS app	Website player
All TV players	TOTAL	1,198,500,647	168,739,109	547,517,892	482,243,647
	Live streaming	344,524,503	43,702,827	150,596,526	150,225,149
	On-demand	853,976,145	125,036,282	396,921,365	332,018,498
 All 4	Live streaming	14,908,889	1,082,479	5,350,387	8,476,023
	On-demand	103,093,947	10,252,583	46,127,434	46,713,930
 BBC iPlayer (incl iPlayer Kids)	Live streaming	130,019,611	10,216,066	38,996,737	80,806,808
	On-demand	552,022,476	84,584,751	232,795,480	234,642,244
 ITV Hub and STV Player	Live streaming	32,675,855	5,616,724	15,776,631	11,282,500
	On-demand	79,375,643	14,844,995	35,466,425	29,064,223
 My5	On-demand	10,289,795	-	10,289,795	-
 S4C	Live Streaming	69,133	-	-	69,133
 Sky Go*	Live Streaming	166,851,014	26,787,557	90,472,771	49,590,686
	On-demand	105,474,890	14,581,365	70,331,479	20,562,046
 UKTV Play	On-demand	3,719,394	772,588	1,910,751	1,036,054

* 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 8th 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	1,198,500,647	853,976,145	344,524,503	196,478,779		47,653,877		105,474,890	166,851,014	552,022,476	130,019,611
BBC	682,285,038	552,373,726	129,911,312	-	-	-	-	351,251	-	552,022,476	129,911,312
Sky	173,768,535	70,082,008	103,686,527	-	-	-	-	70,082,008	103,686,527	-	-
ITV	131,617,469	87,322,320	44,295,150	79,375,643	A, I, W	32,675,855	A, I, W	7,946,676	11,619,294	-	-
Channel 4	129,685,580	105,791,710	23,893,870	103,093,947	A, I, W	14,908,889	A, I, W	2,697,763	8,984,981	-	-
Channel 5	20,255,827	12,560,850	7,694,978	10,289,795	I	-	-	2,271,055	7,694,978	-	-
Viacom	12,970,003	8,434,052	4,535,951	-	-	-	-	8,434,052	4,535,951	-	-
UKTV	12,326,240	5,397,455	6,928,785	3,719,394	A, I, W	-	-	1,678,061	6,928,785	-	-
Discovery	8,184,865	1,238,149	6,946,716	-	-	-	-	1,238,149	6,946,716	-	-
Disney	7,696,695	7,119,349	577,345	-	-	-	-	7,119,349	577,345	-	-
Fox	6,941,484	1,313,776	5,627,707	-	-	-	-	1,313,776	5,627,707	-	-
NBC Universal	5,471,690	644,267	4,827,423	-	-	-	-	644,267	4,827,423	-	-
AETN	4,344,081	342,374	4,001,707	-	-	-	-	342,374	4,001,707	-	-
Turner	1,810,751	1,238,322	572,429	-	-	-	-	1,238,322	572,429	-	-
Star India	847,171	-	847,171	-	-	-	-	-	847,171	-	-
S4C	177,432	-	177,432	-	-	69,133	W	-	-	-	108,299
Vice UK TV Ltd	108,391	108,391	-	-	-	-	-	108,391	-	-	-
<i>Not Attributable</i>	<i>9,394</i>	<i>9,394</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>9,394</i>	<i>-</i>	<i>-</i>	<i>-</i>

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

Live streaming channels

Week ending 8th January 2017



	Total viewing time (minutes)			
	Total	Own apps	BBC iPlayer	Sky Go
BBC1	92,410,974	-	92,410,974	-
Sky Sports 1	66,771,143	-	-	66,771,143
ITV	27,273,931	20,646,121	-	6,627,809
BBC News 24	15,833,375	-	15,833,375	-
BBC2	14,155,493	-	14,155,493	-
Channel 4	11,224,193	6,857,366	-	4,366,827
Sky Sports News HQ	10,495,423	-	-	10,495,423
ITV2	6,950,713	4,433,075	-	2,517,639
Channel 5	6,016,116	-	-	6,016,116
E4	5,381,435	3,356,666	-	2,024,769
FOX	4,392,779	-	-	4,392,779
Sky Sports 2	4,005,683	-	-	4,005,683
Film4	3,951,617	2,536,075	-	1,415,543
ITVbe	3,731,286	3,289,107	-	442,179
ITV3	3,620,025	2,888,982	-	731,043
Sky News	3,500,049	-	-	3,500,049
Discovery Turbo	3,359,277	-	-	3,359,277
Comedy Central	3,041,254	-	-	3,041,254
Cbeebies	2,985,928	-	2,985,928	-
BBC4	2,856,872	-	2,856,872	-
Sky 1	2,688,541	-	-	2,688,541
Sky Sports 3	2,513,895	-	-	2,513,895
More4	2,461,613	1,283,771	-	1,177,842
Universal	2,169,360	-	-	2,169,360
ITV4	2,147,032	1,288,744	-	858,288
CI	2,081,043	-	-	2,081,043
E! Entertainment	1,878,543	-	-	1,878,543
Gold	1,853,749	-	-	1,853,749
Dave	1,832,120	-	-	1,832,120
Sky Sports 4	1,639,976	-	-	1,639,976
Sky Living	1,401,756	-	-	1,401,756
Sky Atlantic	1,363,700	-	-	1,363,700
Discovery	1,354,611	-	-	1,354,611
TLC	1,117,601	-	-	1,117,601
Sky Cinema Greats	1,092,410	-	-	1,092,410
Watch	1,071,152	-	-	1,071,152
Sky Cinema Action	946,374	-	-	946,374
5 USA	928,312	-	-	928,312
History	921,274	-	-	921,274
Sky Sports 5	908,310	-	-	908,310
Sky Cinema Premier	878,171	-	-	878,171
4 Seven	875,011	875,011	-	-
MTV	856,785	-	-	856,785
Star Plus	847,171	-	-	847,171

Live streaming channels

Week ending 8th January 2017



	Total viewing time (minutes)			
	Total	Own apps	BBC iPlayer	Sky Go
Lifetime	817,317	-	-	817,317
Good Food	815,778	-	-	815,778
CBBC	803,019	-	803,019	-
National Geographic	788,044	-	-	788,044
Syfy	779,521	-	-	779,521
5*	750,549	-	-	750,549
Sky Cinema Showcase	743,197	-	-	743,197
Sky Cinema Disney	700,056	-	-	700,056
Sky Cinema Comedy	696,843	-	-	696,843
Alibi	636,484	-	-	636,484
Sky Cinema Crime	564,310	-	-	564,310
Sky Cinema Sci-Fi/Horror	556,096	-	-	556,096
Eurosport UK	556,088	-	-	556,088
Sky Cinema Drama & Romance	483,621	-	-	483,621
Home	461,602	-	-	461,602
Sky Cinema Select	450,122	-	-	450,122
National Geographic Wild	446,884	-	-	446,884
Animal Planet	401,517	-	-	401,517
ITV Encore	394,577	-	-	394,577
Sky Cinema Family	391,601	-	-	391,601
Sky Sports Mix	383,859	-	-	383,859
Sky Arts 1	302,463	-	-	302,463
Disney Channel	291,766	-	-	291,766
Nick Jr.	291,400	-	-	291,400
Disney Junior	285,580	-	-	285,580
Eden	257,898	-	-	257,898
Cartoon Network	255,208	-	-	255,208
Nickelodeon	239,089	-	-	239,089
Boomerang	215,065	-	-	215,065
Viceland	182,072	-	-	182,072
CITV	177,576	129,818	-	47,758
S4C	177,432	69,133	108,299	-
Quest	157,622	-	-	157,622
BBC Parliament	156,748	-	156,748	-
Sky Sports Formula 1	119,666	-	-	119,666
Nicktoons	107,422	-	-	107,422
Cartoonito	102,156	-	-	102,156
Real Lives	78,015	-	-	78,015
BBC Webcast	565	-	565	-

This is a continuation of the report on page 7.

Top 50 on-demand programmes

Week ending 8th January 2017



	Programme	TV Player	Avg Programme Streams
1	Sherlock S4E1	BBC A, I, W	432,997
2	Eastenders S1E5417	BBC A, I, W	363,361
3	Eastenders S1E5418	BBC A, I, W	339,978
4	Eastenders S1E5415	BBC A, I, W	335,975
5	Eastenders S1E5419	BBC A, I, W	287,685
6	Silent Witness S1E1	BBC A, I, W	243,316
7	Mrs Brown's Boys S10E2	BBC A, I, W	198,438
8	Silent Witness S1E2	BBC A, I, W	187,379
9	Death In Paradise S6E1	BBC A, I, W	149,426
10	Uncle S3E1	BBC A, I, W	129,523
11	Taboo S1E1	BBC A, I, W	110,846
12	Millie Inbetween S3E5	BBC A, I, W	104,257
13	Sex, Drugs & Murder: Life In The Red Light Zone S1E4	BBC A, I, W	102,571
14	Casualty S31E17	BBC A, I, W	95,575
15	Series 5 Preview - The Dumping Ground	BBC A, I, W	94,310
16	Coronation Street S58E9070	ITV A, I, W	89,270
17	Coronation Street S58E9071	ITV A, I, W	84,892
18	Illegal Job Centre S1E1	BBC A, I, W	83,417
19	Holby City S19E13	BBC A, I, W	80,578
20	Coronation Street S58E9073	ITV A, I, W	79,067
21	Coronation Street S58E9069	ITV A, I, W	78,628
22	What We Did On Our Holiday S1E1	BBC A, I, W	78,556
23	Casualty S31E16	BBC A, I, W	75,684
24	Coronation Street S57E 9068	ITV A, I, W	74,043
25	Opening Performance – Let It Shine	BBC A, I, W	73,804
26	Coronation Street S58E9072	ITV A, I, W	71,285
27	Eastenders S1E5414	BBC A, I, W	71,117
28	Thailand: Earth's Tropical Paradise S1E1	BBC A, I, W	69,839
29	First Dates Hotel S1E1	ALL 4 A, I, W	67,620
30	Dragons' Den S14E9	BBC A, I, W	65,974

	Programme	TV Player	Avg Programme Streams
31	Charlie Brooker's 2016 Wipe S1E1	BBC A, I, W	65,333
32	The Halcyon S1 : Episode 0001	ITV A, I, W	63,031
33	Outnumbered S1E8	BBC A, I, W	61,971
34	Revolting S1E1	BBC A, I, W	60,876
35	The Undateables S6E1	ALL 4 A, I, W	60,539
36	Bing: Toy Party	BBC A, I, W	59,038
37	Let It Shine S1E1	BBC A, I, W	58,988
38	Emmerdale S46E7711	ITV A, I, W	56,993
39	Bing: Cake	BBC A, I, W	56,120
40	Emmerdale S46E7713	ITV A, I, W	55,605
41	A Very British Brothel S2E1	ALL 4 A, I, W	54,691
42	Emmerdale S46E7712	ITV A, I, W	54,223
43	Hollyoaks S26E2	ALL 4 A, I, W	53,457
44	Hollyoaks S26E1	ALL 4 A, I, W	53,029
45	The Graham Norton Show S20 : Series 20: New Year's Eve Show	BBC A, I, W	51,765
46	9 To 5 Lip Dub - 4 O'clock Club	BBC A, I, W	51,378
47	The Great Interior Design Challenge S4E1	BBC A, I, W	51,286
48	Unforgotten (Series 2) Episode 0001	ITV A, I, W	50,711
49	Hollyoaks S26E3	ALL 4 A, I, W	50,428
50	Planet Earth li S1 : Planet Earth li: A World Of Wonder	BBC A, I, W	50,010

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 8th January 2017



	Programme	Channel and Platform	Avg Programme Streams
1	Live Pl: Spurs V Chelsea 2017-01-04 19:30:00	Sky Sports 1/Sky	116,775
2	Sherlock 2017-01-08 21:00:29	BBC1/BBC	87,192
3	Live Pl: Bournemouth V Arsenal 2017-01-03 19:30:00	Sky Sports 1/Sky	75,928
4	Live Pl: West Ham V Man Utd 2017-01-02 17:00:05	Sky Sports 1/Sky	71,180
5	BBC News 2017-01-08 22:30:00	BBC1/BBC	63,468
6	Eastenders 2017-01-02 20:00:56	BBC1/BBC	49,253
7	Match Of The Day 2017-01-02 22:31:37	BBC1/BBC	48,901
8	Fa Cup Match Of The Day Live 2017-01-06 19:29:45	BBC1/BBC	46,560
9	BBC London News 2017-01-08 22:52:40	BBC1/BBC	45,347
10	Weather 2017-01-08 22:57:40	BBC1/BBC	42,947
11	Live World Darts Final 2017-01-02 20:00:10	Sky Sports 1/Sky	38,799
12	Eastenders 2017-01-05 20:00:49	BBC1/BBC	38,624
13	Eastenders 2017-01-03 19:29:39	BBC1/BBC	35,464
14	Fa Cup Match Of The Day 2017-01-07 22:31:48	BBC1/BBC	33,759
15	BBC News 2017-01-03 19:59:28	BBC1/BBC	33,276
16	Fa Cup Match Of The Day Live 2017-01-08 15:35:00	BBC1/BBC	32,230
17	Fa Cup Match Of The Day 2017-01-08 23:00:39	BBC1/BBC	29,341
18	Death In Paradise 2017-01-05 21:00:28	BBC1/BBC	27,714
19	Silent Witness 2017-01-03 21:02:04	BBC1/BBC	26,372
20	Weather 2017-01-02 22:26:43	BBC1/BBC	25,356
21	Live Pl: Middlesbrough V Leicester 2017-01-02 12:00:12	Sky Sports 1/Sky	22,822
22	Silent Witness 2017-01-02 21:02:50	BBC1/BBC	22,367
23	BBC London News 2017-01-02 22:20:42	BBC1/BBC	21,001
24	Weather 2017-01-07 22:27:38	BBC1/BBC	20,636
25	Holby City 2017-01-03 20:02:35	BBC1/BBC	19,905

	Programme	Channel and Platform	Avg Programme Streams
26	BBC News 2017-01-02 22:00:00	BBC1/BBC	19,359
27	Taboo (Drama) 2017-01-07 21:15:30	BBC1/BBC	19,182
28	Ten O'clock News 2017-01-03 22:00:00	BBC1/BBC	19,026
29	Ten O'clock News 2017-01-05 22:00:00	BBC1/BBC	18,315
30	Would I Lie To You? 2017-01-02 20:32:29	BBC1/BBC	18,311
31	BBC News 2017-01-07 22:11:45	BBC1/BBC	18,081
32	Live Efl: Blackburn V Newcastle 2017-01-02 14:44:46	Sky Sports 1/Sky	15,473
33	Casualty 2017-01-07 20:24:47	BBC1/BBC	15,462
34	Still Open All Hours 2017-01-08 20:29:49	BBC1/BBC	15,154
35	Let It Shine 2017-01-07 19:00:56	BBC1/BBC	15,153
36	Coronation Street 2017-01-02 19:31:27	ITV/ITV	14,949
37	Ten O'clock News 2017-01-06 22:00:21	BBC1/BBC	14,717
38	The Voice UK 2017-01-07 20:02:30	ITV/ITV	14,300
39	Coronation Street 2017-01-04 19:31:29	ITV/ITV	14,140
40	The Andrew Marr Show 2017-01-08 08:59:51	BBC1/BBC	13,948
41	BBC News 2017-01-08 18:05:03	BBC1/BBC	13,660
42	BBC London News 2017-01-05 22:31:12	BBC1/BBC	13,468
43	BBC London News 2017-01-03 22:31:16	BBC1/BBC	13,416
44	Coronation Street 2017-01-06 19:31:38	ITV/ITV	12,923
45	Graham Norton's Big Red Chair 2017-01-06 22:39:26	BBC1/BBC	12,344
46	BBC London News 2017-01-08 18:21:06	BBC1/BBC	12,155
47	BBC London News 2017-01-06 22:27:22	BBC1/BBC	12,137
48	Coronation Street 2017-01-02 20:30:00	ITV/ITV	12,028
49	Weather 2017-01-06 22:34:53	BBC1/BBC	11,990
50	Weather 2017-01-05 22:42:12	BBC1/BBC	11,976

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 8th January 2017



	Programme	TV Player	Avg Programme Streams
1	Eastenders S1E5415	BBC A, I, W	461,988
2	Sherlock S4E1	BBC A, I, W	460,814
3	Outnumbered S1E8	BBC A, I, W	429,007
4	Planet Earth II: Cities	BBC A, I, W	411,691
5	The Apprentice S12E12	BBC A, I, W	408,118
6	Eastenders S1E5412	BBC A, I, W	365,834
7	Eastenders S1E5417	BBC A, I, W	363,361
8	Eastenders S1E5411	BBC A, I, W	362,422
9	Eastenders S1E5414	BBC A, I, W	355,895
10	Eastenders S1E5413	BBC A, I, W	355,503
11	Eastenders S1E5409	BBC A, I, W	341,387
12	Eastenders S1E5418	BBC A, I, W	339,978
13	Eastenders S1E5403	BBC A, I, W	319,056
14	Eastenders S1E5401	BBC A, I, W	318,212
15	Eastenders S1E5405	BBC A, I, W	316,246
16	Eastenders S1E5408	BBC A, I, W	308,701
17	Eastenders S1E5406	BBC A, I, W	308,010
18	Eastenders S1E5407	BBC A, I, W	303,093
19	Eastenders S1E5404	BBC A, I, W	299,197
20	Eastenders S1E5402	BBC A, I, W	297,866
21	Mrs Brown's Boys S10E1	BBC A, I, W	294,346
22	Eastenders S1E5419	BBC A, I, W	287,685
23	Eastenders S1E5400	BBC A, I, W	283,584
24	The Apprentice S12E14	BBC A, I, W	278,025
25	Silent Witness S1E1	BBC A, I, W	243,316
26	Doctor Who S1E60	BBC A, I, W	233,883
27	Call The Midwife S1E10	BBC A, I, W	227,217
28	Charlie Brooker's 2016 Wipe S1E1	BBC A, I, W	224,477
29	Made In Chelsea S12E10	ALL 4 A, I, W	220,581
30	Rillington Place S1E3	BBC A, I, W	213,357

	Programme	TV Player	Avg Programme Streams
31	Mrs Brown's Boys S10E2	BBC A, I, W	211,959
32	The Great British Bake Off S12E1	BBC A, I, W	209,582
33	Have I Got News For You S52E10	BBC A, I, W	209,487
34	Made In Chelsea S12E11	ALL 4 A, I, W	207,197
35	The Witness For The Prosecution S1E1	BBC A, I, W	203,728
36	The Apprentice S12E11	BBC A, I, W	200,338
37	The Only Way Is Essex (Christmas Special) Part 2	ITV A, I, W	193,587
38	The Only Way Is Essex (Christmas Special) Part 1	ITV A, I, W	189,352
39	Who Do You Think You Are? S13E4	BBC A, I, W	188,447
40	Silent Witness S1E2	BBC A, I, W	187,379
41	The Great British Bake Off S12E2	BBC A, I, W	184,493
42	Muslims Like Us S1E1	BBC A, I, W	178,266
43	Topsy And Tim: Topsy And Tim's Christmas Eve	BBC A, I, W	176,689
44	Millie Inbetween S3E4	BBC A, I, W	173,241
45	The Witness For The Prosecution S1E2	BBC A, I, W	169,258
46	Last Tango In Halifax S4E1	BBC A, I, W	165,973
47	Uncle S3E1	BBC A, I, W	161,141
48	Hank Zipzer S1E4	BBC A, I, W	159,985
49	Sex, Drugs & Murder: Life In The Red Light Zone S1E4	BBC A, I, W	155,624
50	Casualty S31E16	BBC A, I, W	154,519

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 8th 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	First Dates Hotel S1E1	67,620	Made In Chelsea S12E10	220,581
2	The Undateables S6E1	60,539	Made In Chelsea S12E11	207,197
3	A Very British Brothel S2E1	54,691	First Dates S5E22	109,542
4	Hollyoaks S26E2	53,457	Made In Chelsea S12E12	103,556
5	Hollyoaks S26E1	53,029	First Dates S5E21	102,542
6	Hollyoaks S26E3	50,428	Big Fat Quiz S20E1	85,435
7	Hollyoaks S26E4	45,989	Humans S2E7	78,526
8	Hollyoaks S26E5	41,551	Humans S2E8	71,125
9	No Offence S2E1	35,778	Hollyoaks S25E256	70,017
10	Spies S1E1	35,637	Hollyoaks S25E257	69,152



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	Sherlock S4E1	432,997	Eastenders S1E5415	461,988
2	Eastenders S1E5417	363,361	Sherlock S4E1	460,814
3	Eastenders S1E5418	339,978	Outnumbered S1E8	429,007
4	Eastenders S1E5415	335,975	Planet Earth II: Cities	411,691
5	Eastenders S1E5419	287,685	The Apprentice S12E12	408,118
6	Silent Witness S1E1	243,316	Eastenders S1E5412	365,834
7	Mrs Brown's Boys S10E2	198,438	Eastenders S1E5417	363,361
8	Silent Witness S1E2	187,379	Eastenders S1E5411	362,422
9	Death In Paradise S6E1	149,426	Eastenders S1E5414	355,895
10	Uncle S3E1	129,523	Eastenders S1E5413	355,503

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 8th 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 S58E9070	89,270	The Only Way Is Essex (Christmas Special) Part 2	193,587
2	Coronation Street S58E9071	84,892	The Only Way Is Essex (Christmas Special) Part 1	189,352
3	Coronation Street S58E9073	79,067	Coronation Street S57E 90661	131,926
4	Coronation Street S58E9069	78,628	Coronation Street S57E 9066	126,039
5	Coronation Street S57E 9068	74,043	Coronation Street S57E 9065	124,003
6	Coronation Street S58E9072	71,285	Coronation Street S57E 9064	116,768
7	The Halcyon S1 : Episode 0001	63,031	Coronation Street S57E 9067	106,383
8	Emmerdale S46E7711	56,993	Coronation Street S57E 9063	105,874
9	Emmerdale S46E7713	55,605	Coronation Street S57E 9059	101,919
10	Emmerdale S46E7712	54,223	Coronation Street S57E 9062	100,788



My5

Platforms included: iOS app

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Celebrity Big Brother Episode 5	24,828	Celebrity Big Brother Episode 5	24,828
2	Celebrity Big Brother Episode 2	24,069	Celebrity Big Brother Episode 2	24,069
3	Celebrity Big Brother Episode 3	23,928	Celebrity Big Brother Episode 3	23,928
4	Celebrity Big Brother Episode 4	21,312	Celebrity Big Brother Episode 4	21,312
5	Celebrity Big Brother Episode 6	20,928	Celebrity Big Brother Episode 6	20,928
6	Celebrity Big Brother Episode 1	15,480	Celebrity Big Brother Episode 1	15,480
7	In Therapy Coleen Nolan	4,194	Xmas Excess: Parents Splash The Cash	5,535
8	Celebrity Big Brother's Bit On The Side Episode 1	3,948	In Therapy Coleen Nolan	4,194
9	Lip Sync Battle UK Lip Sync Battle UK: Danny Dyer Vs Craig Revel-Horwood	3,403	Celebrity Big Brother's Bit On The Side Episode 1	3,948
10	Celebrity Big Brother's Bit On The Side Episode 4	2,707	Lip Sync Battle UK Lip Sync Battle UK: Danny Dyer Vs Craig Revel-Horwood	3,403

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 8th 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	The Affair S3E6 (Sky)	18,934	Geordie Shore S13E8 (Viacom)	57,796
2	Delicious S1E1 (Sky)	18,652	Geordie Shore S13E10 (Viacom)	51,067
3	Film: Batman V Superman: Dawn.... (Sky)	15,405	Film: Deadpool (Sky)	48,448
4	Delicious S1E2 (Sky)	14,789	Film: Zootropolis (Sky)	42,054
5	Peppa Pig S3E105 (Viacom)	13,223	The Walking Dead S7E8 (Fox)	41,250
6	Film: Captain America: Civil War (Sky)	13,048	Geordie Shore S13E9 (Viacom)	41,092
7	Tottenham V Chelsea (Sky)	12,924	Film: How To Be Single (Sky)	39,119
8	Bournemouth V Arsenal (Sky)	12,283	Film: Captain America: Civil War (Sky)	29,135
9	Film: My Big Fat Greek Wedding 2 (Sky)	12,207	Film: The Jungle Book (Sky)	26,518
10	Modern Family S8E1 (Sky)	11,654	Frozen: Magic Of The... S1E1 (Disney)	26,384



STV Player

Platforms included: Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Coronation Street S58E9068	1,958	In Plain Sight S1 : Episode 0002	5,466
2	Coronation Street S58E9070	1,935	In Plain Sight S1 : Episode 0003	5,081
3	Coronation Street S58E9069	1,907	In Plain Sight - Episode 2	4,043
4	Coronation Street S58E9071	1,884	In Plain Sight S1 : Episode 0001	3,765
5	The Halcyon S1 : Episode 0001	1,718	In Plain Sight - Episode 1	3,634
6	Coronation Street S58E9073	1,648	Coronation Street S57E 9055	3,375
7	Coronation Street S58E9072	1,569	Coronation Street S57E 9066: Part 2	2,923
8	Coronation Street S57E 9070	1,560	Coronation Street S57E 9054	2,872
9	Coronation Street S57E 9071	1,427	Coronation Street S57E 9065	2,803
10	Coronation Street S57E 9068	1,412	Coronation Street S57E 9056	2,761

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 8th January 2017



UKTV Play

Platforms included: Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Dave Gorman: Modern Life Is Goodish S4E6	1,024	Dave Gorman: Modern Life Is Goodish S4E6	8,686
2	The Bill S21E320	987	Dave Gorman: Modern Life Is Goodish S4E5	4,136
3	The Bill S21E321	982	After Hitler S1E1	2,475
4	The Bill S21E319	911	Top Gear: Africa Special	2,469
5	The Bill S21E322	893	Dave Gorman: Modern Life Is Goodish S4E4	2,301
6	The Bill S21E318	854	Taskmaster S3E1	2,241
7	Top Gear: Africa Special	803	Taskmaster S3E5	2,199
8	Dave Gorman: Modern Life Is Goodish S4E5	742	Taskmaster S3E2	2,160
9	Red Dwarf S11E1	619	Taskmaster S3E4	2,136
10	After Hitler S1E1	618	Taskmaster S3E3	2,100

Top 10 live programmes by TV player

Week ending 8th January 2017



All 4

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	First Dates Hotel 2017-01-02 22:02:53	Channel 4/ALL 4	8,165
2	The Undateables 2017-01-02 21:00:59	Channel 4/ALL 4	6,287
3	Big Fat Quiz Of Everything 2017-01-06 21:00:44	Channel 4/ALL 4	4,493
4	Hollyoaks 2017-01-04 18:59:39	E4/ALL 4	4,384
5	Hollyoaks 2017-01-05 18:59:47	E4/ALL 4	4,366
6	Hollyoaks 2017-01-03 19:00:03	E4/ALL 4	4,135
7	Hollyoaks 2017-01-06 18:59:23	E4/ALL 4	3,817
8	Spies 2017-01-05 21:01:20	Channel 4/ALL 4	3,707
9	Hollyoaks 2017-01-02 18:59:41	E4/ALL 4	3,436
10	A Very British Brothel 2017-01-04 22:03:33	Channel 4/ALL 4	3,403



BBC iPlayer (includes iPlayer Kids)

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Sherlock 2017-01-08 21:00:29	BBC1/BBC	87,192
2	BBC News 2017-01-08 22:30:00	BBC1/BBC	63,468
3	Eastenders 2017-01-02 20:00:56	BBC1/BBC	49,253
4	Match Of The Day 2017-01-02 22:31:37	BBC1/BBC	48,901
5	Fa Cup Match Of The Day Live 2017-01-06 19:29:45	BBC1/BBC	46,560
6	BBC London News 2017-01-08 22:52:40	BBC1/BBC	45,347
7	Weather 2017-01-08 22:57:40	BBC1/BBC	42,947
8	Eastenders 2017-01-05 20:00:49	BBC1/BBC	38,624
9	Eastenders 2017-01-03 19:29:39	BBC1/BBC	35,464
10	Fa Cup Match Of The Day 2017-01-07 22:31:48	BBC1/BBC	33,759

Top 10 live programmes by TV player

Week ending 8th January 2017



ITV Hub

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Coronation Street 2017-01-02 19:31:27	ITV/ITV	14,949
2	The Voice UK 2017-01-07 20:02:30	ITV/ITV	14,300
3	Coronation Street 2017-01-04 19:31:29	ITV/ITV	14,140
4	Coronation Street 2017-01-06 19:31:38	ITV/ITV	12,923
5	Coronation Street 2017-01-02 20:30:00	ITV/ITV	12,028
6	Coronation Street 2017-01-06 20:30:05	ITV/ITV	11,005
7	Emmerdale 2017-01-02 19:00:26	ITV/ITV	10,553
8	Emmerdale 2017-01-05 19:00:24	ITV/ITV	10,533
9	Emmerdale 2017-01-03 19:01:54	ITV/ITV	10,192
10	Emmerdale 2017-01-04 19:00:24	ITV/ITV	9,967

S4C

S4C

Platforms included: Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Clwb Rygbi 2017-01-07 19:14:15	S4C/S4C	267
2	Rygbi 2017-01-07 13:59:22	S4C/S4C	36
3	Darren Drws Nesa 2017-01-05 20:29:27	S4C/S4C	31
4	Byw Celwydd 2017-01-08 21:01:09	S4C/S4C	30
5	Rownd A Rownd 2017-01-05 19:32:05	S4C/S4C	26
6	Rownd A Rownd 2017-01-03 19:32:04	S4C/S4C	21
7	Pobol Y Cwm 2017-01-05 20:00:52	S4C/S4C	21
8	Cefn Gwlad 2017-01-02 20:27:49	S4C/S4C	17
9	Y Tywydd 2017-01-07 19:12:00	S4C/S4C	16
10	Pobol Y Cwm 2017-01-02 19:59:55	S4C/S4C	16

Top 10 live programmes by TV player

Week ending 8th January 2017



sky Sky Go

Platforms included: Android app, iOS app

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Live Pl: Spurs V Chelsea 2017-01-04 19:30:00	Sky Sports 1/Sky	116,775
2	Live Pl: Bournemouth V Arsenal 2017-01-03 19:30:00	Sky Sports 1/Sky	75,928
3	Live Pl: West Ham V Man Utd 2017-01-02 17:00:05	Sky Sports 1/Sky	71,180
4	Live World Darts Final 2017-01-02 20:00:10	Sky Sports 1/Sky	38,799
5	Live Pl: Middlesbrough V Leicester 2017-01-02 12:00:12	Sky Sports 1/Sky	22,822
6	Live Efl: Blackburn V Newcastle 2017-01-02 14:44:46	Sky Sports 1/Sky	15,473
7	Live Nfl: Ny Giants V Green Bay 2017-01-08 21:24:47	Sky Sports 1/Sky	11,103
8	Celebrity Big Brother 2017-01-03 21:00:40	Channel 5/Sky	10,596
9	Live World Darts Final 2017-01-02 20:00:10	Sky Sports 3/Sky	10,058
10	Gillette Soccer Special 2017-01-02 12:00:00	Sky Sports News HQ/Sky	9,602

Top 50 on-demand programmes (Android players)

Week ending 8th January 2017



	Programme	TV Player	Avg Programme Streams
1	Eastenders S1E5417	BBC	62,036
2	Eastenders S1E5418	BBC	57,748
3	Eastenders S1E5415	BBC	56,790
4	Eastenders S1E5419	BBC	47,412
5	Mrs Brown's Boys S10E2	BBC	37,126
6	Sherlock S4E1	BBC	35,483
7	Silent Witness S1E1	BBC	29,610
8	Silent Witness S1E2	BBC	22,821
9	Millie Inbetween S3E5	BBC	19,897
10	Death In Paradise S6E1	BBC	19,438
11	Series 5 Preview - The Dumping Ground	BBC	19,124
12	Bing: Toy Party	BBC	19,092
13	Bing: Cake	BBC	16,648
14	Uncle S3E1	BBC	16,354
15	Casualty S31E17	BBC	16,251
16	Bing: Not Yours	BBC	16,142
17	Sex, Drugs & Murder: Life In The Red Light Zone S1E4	BBC	16,114
18	Bing: Dark	BBC	15,084
19	Holby City S19E13	BBC	13,607
20	Illegal Job Centre S1E1	BBC	13,315
21	9 To 5 Lip Dub - 4 O'clock Club	BBC	12,659
22	Casualty S31E16	BBC	12,144
23	Coronation Street S58E9071	ITV	12,138
24	Coronation Street S58E9070	ITV	11,937
25	Eastenders S1E5414	BBC	11,683
26	Taboo S1E1	BBC	11,480
27	Coronation Street S58E9073	ITV	11,171
28	Bing: Stuck	BBC	11,082
29	Opening Performance - Let It Shine	BBC	10,842
30	Coronation Street S57E 9068	ITV	10,759

	Programme	TV Player	Avg Programme Streams
31	Coronation Street S58E9069	ITV	10,568
32	Emmerdale S46E7711	ITV	10,352
33	Coronation Street S58E9072	ITV	10,212
34	Hey Duggee S1E3	BBC	10,083
35	Emmerdale S46E7713	ITV	9,916
36	What We Did On Our Holiday S1E1	BBC	9,734
37	Emmerdale S46E7712	ITV	9,430
38	Cbeebies Peter Pan S1E1	BBC	9,352
39	Bing: Nature Explorer	BBC	9,224
40	Hollyoaks S26E2	ALL 4	8,950
41	Hollyoaks S26E1	ALL 4	8,929
42	Emmerdale S46E7716	ITV	8,839
43	Mrs Brown's Boys S10E1	BBC	8,773
44	Hollyoaks S26E3	ALL 4	8,473
45	Emmerdale S46E7714	ITV	8,469
46	Thailand: Earth's Tropical Paradise S1E1	BBC	8,462
47	Dragons' Den S14E9	BBC	7,888
48	Eastenders S1E5413	BBC	7,766
49	Hollyoaks S26E4	ALL 4	7,662
50	Outnumbered S1E8	BBC	7,472

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 8th January 2017



	Programme	TV Player	Avg Programme Streams
1	Eastenders S1E5417	BBC	162,216
2	Eastenders S1E5418	BBC	156,250
3	Eastenders S1E5415	BBC	147,947
4	Eastenders S1E5419	BBC	135,713
5	Sherlock S4E1	BBC	120,019
6	Silent Witness S1E1	BBC	106,653
7	Mrs Brown's Boys S10E2	BBC	88,349
8	Silent Witness S1E2	BBC	81,713
9	Death In Paradise S6E1	BBC	64,372
10	Millie Inbetween S3E5	BBC	60,308
11	Uncle S3E1	BBC	58,011
12	Series 5 Preview - The Dumping Ground	BBC	57,321
13	Casualty S31E17	BBC	49,583
14	Sex, Drugs & Murder: Life In The Red Light Zone S1E4	BBC	48,412
15	Coronation Street S58E9070	ITV	44,356
16	Coronation Street S58E9071	ITV	41,898
17	Coronation Street S58E9073	ITV	40,352
18	Holby City S19E13	BBC	39,896
19	Casualty S31E16	BBC	38,156
20	Opening Performance - Let It Shine	BBC	38,005
21	Coronation Street S58E9069	ITV	37,884
22	Illegal Job Centre S1E1	BBC	36,886
23	What We Did On Our Holiday S1E1	BBC	36,433
24	Coronation Street S57E 9068	ITV	36,296
25	Coronation Street S58E9072	ITV	35,739
26	Taboo S1E1	BBC	33,773
27	Eastenders S1E5414	BBC	30,875
28	Hollyoaks S26E2	ALL 4	30,687
29	Bing: Cake	BBC	30,660
30	Bing: Toy Party	BBC	30,453

	Programme	TV Player	Avg Programme Streams
31	Hollyoaks S26E1	ALL 4	30,272
32	9 To 5 Lip Dub - 4 O'clock Club	BBC	30,036
33	The Halcyon S1 : Episode 0001	ITV	29,555
34	First Dates Hotel S1E1	ALL 4	29,046
35	Hollyoaks S26E3	ALL 4	28,885
36	Emmerdale S46E7711	ITV	28,789
37	Emmerdale S46E7713	ITV	28,415
38	Outnumbered S1E8	BBC	27,967
39	Emmerdale S46E7712	ITV	27,481
40	Let It Shine S1E1	BBC	26,728
41	Hollyoaks S26E4	ALL 4	26,551
42	Dragons' Den S14E9	BBC	26,459
43	Bing: Dark	BBC	26,225
44	Thailand: Earth's Tropical Paradise S1E1	BBC	26,110
45	Emmerdale S46E7716	ITV	26,073
46	The Undateables S6E1	ALL 4	26,003
47	A Very British Brothel S2E1	ALL 4	25,363
48	Bing: Not Yours	BBC	24,861
49	Emmerdale S46E7714	ITV	24,834
50	Celebrity Big Brother Episode 5	C5	24,828

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 8th January 2017



	Programme	TV Player	Avg Programme Streams
1	Sherlock S4E1	BBC	277,493
2	Eastenders S1E5417	BBC	139,108
3	Eastenders S1E5415	BBC	131,237
4	Eastenders S1E5418	BBC	125,979
5	Silent Witness S1E1	BBC	107,051
6	Eastenders S1E5419	BBC	104,558
7	Silent Witness S1E2	BBC	82,844
8	Mrs Brown's Boys S10E2	BBC	72,962
9	Death In Paradise S6E1	BBC	65,616
10	Taboo S1E1	BBC	65,593
11	Uncle S3E1	BBC	55,156
12	Charlie Brooker's 2016 Wipe S1E1	BBC	40,034
13	Sex, Drugs & Murder: Life In The Red Light Zone S1E4	BBC	38,044
14	Revoluting S1E1	BBC	37,444
15	Thailand: Earth's Tropical Paradise S1E1	BBC	35,266
16	First Dates Hotel S1E1	ALL 4	34,621
17	Illegal Job Centre S1E1	BBC	33,216
18	Coronation Street S58E9070	ITV	32,976
19	What We Did On Our Holiday S1E1	BBC	32,388
20	Dragons' Den S14E9	BBC	31,625
21	Coronation Street S58E9071	ITV	30,856
22	The Undateables S6E1	ALL 4	30,238
23	Coronation Street S58E9069	ITV	30,175
24	Casualty S31E17	BBC	29,740
25	Eastenders S1E5414	BBC	28,558
26	The Halcyon S1 : Episode 0001	ITV	27,849
27	Coronation Street S58E9073	ITV	27,542
28	Jonathan Creek S1E11	BBC	27,413
29	Planet Earth II S1 : Planet Earth II: A World Of Wonder	BBC	27,131
30	Holby City S19E13	BBC	27,074

	Programme	TV Player	Avg Programme Streams
31	Coronation Street S57E 9068	ITV	26,987
32	Outnumbered S1E8	BBC	26,531
33	The Graham Norton Show S20 : Series 20: New Year's Eve Show	BBC	26,471
34	Casualty S31E16	BBC	25,383
35	Coronation Street S58E9072	ITV	25,333
36	Opening Performance – Let It Shine	BBC	24,957
37	Let It Shine S1E1	BBC	24,840
38	A Very British Brothel S2E1	ALL 4	24,195
39	Millie Inbetween S3E5	BBC	24,051
40	Unforgotten (Series 2) Episode 0001	ITV	22,807
41	QI S14E11	BBC	22,784
42	The Witness For The Prosecution S1E2	BBC	22,257
43	Italy's Invisible Cities S1E1	BBC	21,436
44	The Witness For The Prosecution S1E1	BBC	21,218
45	The Great Interior Design Challenge S4E1	BBC	21,041
46	Match Of The Day S1 : 2016/2017: 31/12/2016	BBC	20,832
47	Little Fockers S1E1	BBC	20,509
48	Britain's Ancient Capital: Secrets Of Orkney S1E1	BBC	20,485
49	The Graham Norton Show S1E20	BBC	20,290
50	Drugs In The Post - Newsbeat Documentaries	BBC	19,647

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 8th January 2017



	Programme	Channel and Platform	Avg Programme Streams
1	Live Pl: Spurs V Chelsea 2017-01-04 19:30:00	Sky Sports 1/Sky	17,926
2	Live Pl: Bournemouth V Arsenal 2017-01-03 19:30:00	Sky Sports 1/Sky	11,662
3	Live Pl: West Ham V Man Utd 2017-01-02 17:00:05	Sky Sports 1/Sky	10,479
4	Live World Darts Final 2017-01-02 20:00:10	Sky Sports 1/Sky	6,727
5	Fa Cup Match Of The Day Live 2017-01-06 19:29:45	BBC1/BBC	6,270
6	Eastenders 2017-01-02 20:00:56	BBC1/BBC	5,818
7	Match Of The Day 2017-01-02 22:31:37	BBC1/BBC	5,070
8	Eastenders 2017-01-05 20:00:49	BBC1/BBC	4,291
9	Fa Cup Match Of The Day Live 2017-01-08 15:35:00	BBC1/BBC	4,099
10	Eastenders 2017-01-03 19:29:39	BBC1/BBC	4,075
11	Sherlock 2017-01-08 21:00:29	BBC1/BBC	4,059
12	BBC News 2017-01-03 19:59:28	BBC1/BBC	3,994
13	Live Pl: Middlesbrough V Leicester 2017-01-02 12:00:12	Sky Sports 1/Sky	3,515
14	Fa Cup Match Of The Day 2017-01-07 22:31:48	BBC1/BBC	3,083
15	Coronation Street 2017-01-02 19:31:27	ITV/ITV	2,940
16	Coronation Street 2017-01-04 19:31:29	ITV/ITV	2,731
17	BBC News 2017-01-08 22:30:00	BBC1/BBC	2,597
18	Coronation Street 2017-01-06 19:31:38	ITV/ITV	2,535
19	Death In Paradise 2017-01-05 21:00:28	BBC1/BBC	2,410
20	Coronation Street 2017-01-02 20:30:00	ITV/ITV	2,352
21	Coronation Street 2017-01-06 20:30:05	ITV/ITV	2,342
22	Emmerdale 2017-01-05 19:00:24	ITV/ITV	2,325
23	Emmerdale 2017-01-02 19:00:26	ITV/ITV	2,313
24	Emmerdale 2017-01-03 19:01:54	ITV/ITV	2,243
25	Live Efl: Blackburn V Newcastle 2017-01-02 14:44:46	Sky Sports 1/Sky	2,200
26	The Voice UK 2017-01-07 20:02:30	ITV/ITV	2,110
27	Emmerdale 2017-01-04 19:00:24	ITV/ITV	2,107
28	Silent Witness 2017-01-03 21:02:04	BBC1/BBC	2,089
29	Holby City 2017-01-03 20:02:35	BBC1/BBC	2,031

	Programme	Channel and Platform	Avg Programme Streams
30	Weather 2017-01-02 22:26:43	BBC1/BBC	1,944
31	BBC London News 2017-01-08 22:52:40	BBC1/BBC	1,916
32	Weather 2017-01-08 22:57:40	BBC1/BBC	1,884
33	Fa Cup Match Of The Day 2017-01-08 23:00:39	BBC1/BBC	1,865
34	Emmerdale 2017-01-06 19:00:24	ITV/ITV	1,860
35	Silent Witness 2017-01-02 21:02:50	BBC1/BBC	1,732
36	Gillette Soccer Special 2017-01-02 12:00:00	Sky Sports News HQ/Sky	1,662
37	Casualty 2017-01-07 20:24:47	BBC1/BBC	1,631
38	Live World Darts Final 2017-01-02 20:00:10	Sky Sports 3/Sky	1,609
39	BBC London News 2017-01-02 22:20:42	BBC1/BBC	1,501
40	Would I Lie To You? 2017-01-02 20:32:29	BBC1/BBC	1,495
41	Live Nfl: Ny Giants V Green Bay 2017-01-08 21:24:47	Sky Sports 1/Sky	1,458
42	Weather 2017-01-07 22:27:38	BBC1/BBC	1,416
43	Taboo (Drama) 2017-01-07 21:15:30	BBC1/BBC	1,403
44	Live Sf: Villarreal V Barcelona 2017-01-08 19:29:07	Sky Sports 2/Sky	1,391
45	Let It Shine 2017-01-07 19:00:56	BBC1/BBC	1,365
46	Live Efl L2: Doncaster V Portsmouth 2017-01-05 19:30:00	Sky Sports 1/Sky	1,351
47	Celebrity Big Brother 2017-01-03 21:00:40	Channel 5/Sky	1,349
48	BBC News 2017-01-02 22:00:00	BBC1/BBC	1,327
49	Gillette Soccer Saturday 2017-01-07 12:00:00	Sky Sports News HQ/Sky	1,300
50	Ten O'clock News 2017-01-05 22:00:00	BBC1/BBC	1,246

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

Top 50 live programmes (iOS players)

Week ending 8th January 2017



	Programme	Channel and Platform	Avg Programme Streams
1	Live Pl: Spurs V Chelsea 2017-01-04 19:30:00	Sky Sports 1/Sky	62,238
2	Live Pl: Bournemouth V Arsenal 2017-01-03 19:30:00	Sky Sports 1/Sky	41,848
3	Live Pl: West Ham V Man Utd 2017-01-02 17:00:05	Sky Sports 1/Sky	35,564
4	Live World Darts Final 2017-01-02 20:00:10	Sky Sports 1/Sky	21,468
5	Eastenders 2017-01-02 20:00:56	BBC1/BBC	21,167
6	Fa Cup Match Of The Day Live 2017-01-06 19:29:45	BBC1/BBC	19,111
7	Sherlock 2017-01-08 21:00:29	BBC1/BBC	17,737
8	Eastenders 2017-01-05 20:00:49	BBC1/BBC	15,924
9	Eastenders 2017-01-03 19:29:39	BBC1/BBC	15,231
10	Fa Cup Match Of The Day Live 2017-01-08 15:35:00	BBC1/BBC	13,651
11	BBC News 2017-01-03 19:59:28	BBC1/BBC	12,857
12	Live Pl: Middlesbrough V Leicester 2017-01-02 12:00:12	Sky Sports 1/Sky	11,490
13	BBC News 2017-01-08 22:30:00	BBC1/BBC	11,076
14	Silent Witness 2017-01-03 21:02:04	BBC1/BBC	10,103
15	Death In Paradise 2017-01-05 21:00:28	BBC1/BBC	9,645
16	Match Of The Day 2017-01-02 22:31:37	BBC1/BBC	9,461
17	Fa Cup Match Of The Day 2017-01-07 22:31:48	BBC1/BBC	8,764
18	Silent Witness 2017-01-02 21:02:50	BBC1/BBC	8,204
19	BBC London News 2017-01-08 22:52:40	BBC1/BBC	8,157
20	Weather 2017-01-08 22:57:40	BBC1/BBC	7,714
21	Coronation Street 2017-01-02 19:31:27	ITV/ITV	7,511
22	Weather 2017-01-02 22:26:43	BBC1/BBC	7,452
23	Holby City 2017-01-03 20:02:35	BBC1/BBC	7,396
24	Celebrity Big Brother 2017-01-03 21:00:40	Channel 5/Sky	7,199
25	Coronation Street 2017-01-04 19:31:29	ITV/ITV	7,005

	Programme	Channel and Platform	Avg Programme Streams
26	Live Efl: Blackburn V Newcastle 2017-01-02 14:44:46	Sky Sports 1/Sky	6,605
27	BBC London News 2017-01-02 22:20:42	BBC1/BBC	6,290
28	Coronation Street 2017-01-06 19:31:38	ITV/ITV	6,266
29	Let It Shine 2017-01-07 19:00:56	BBC1/BBC	6,147
30	Ten O'clock News 2017-01-03 22:00:00	BBC1/BBC	6,129
31	Fa Cup Match Of The Day 2017-01-08 23:00:39	BBC1/BBC	6,123
32	Coronation Street 2017-01-02 20:30:00	ITV/ITV	6,000
33	BBC News 2017-01-02 22:00:00	BBC1/BBC	5,956
34	Casualty 2017-01-07 20:24:47	BBC1/BBC	5,929
35	Celebrity Big Brother 2017-01-04 21:00:15	Channel 5/Sky	5,575
36	Ten O'clock News 2017-01-05 22:00:00	BBC1/BBC	5,555
37	Would I Lie To You? 2017-01-02 20:32:29	BBC1/BBC	5,480
38	Gillette Soccer Special 2017-01-02 12:00:00	Sky Sports News HQ/Sky	5,419
39	Taboo (Drama) 2017-01-07 21:15:30	BBC1/BBC	5,243
40	The Voice UK 2017-01-07 20:02:30	ITV/ITV	5,237
41	Coronation Street 2017-01-06 20:30:05	ITV/ITV	5,222
42	Emmerdale 2017-01-02 19:00:26	ITV/ITV	5,220
43	The Andrew Marr Show 2017-01-08 08:59:51	BBC1/BBC	5,219
44	Live Nfl: Ny Giants V Green Bay 2017-01-08 21:24:47	Sky Sports 1/Sky	5,193
45	Live World Darts Final 2017-01-02 20:00:10	Sky Sports 3/Sky	5,189
46	Emmerdale 2017-01-05 19:00:24	ITV/ITV	5,001
47	Emmerdale 2017-01-03 19:01:54	ITV/ITV	4,968
48	Weather 2017-01-07 22:27:38	BBC1/BBC	4,915
49	Live Sf: Villarreal V Barcelona 2017-01-08 19:29:07	Sky Sports 2/Sky	4,855
50	Breakfast 2017-01-04 06:00:00	BBC1/BBC	4,832

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

Top 50 live programmes (Website players)

Week ending 8th January 2017



	Programme	Channel and Platform	Avg Programme Streams
1	Sherlock 2017-01-08 21:00:29	BBC1/BBC	65,396
2	BBC News 2017-01-08 22:30:00	BBC1/BBC	49,793
3	Live Pl: Spurs V Chelsea 2017-01-04 19:30:00	Sky Sports 1/Sky	36,610
4	BBC London News 2017-01-08 22:52:40	BBC1/BBC	35,273
5	Match Of The Day 2017-01-02 22:31:37	BBC1/BBC	34,369
6	Weather 2017-01-08 22:57:40	BBC1/BBC	33,348
7	Live Pl: West Ham V Man Utd 2017-01-02 17:00:05	Sky Sports 1/Sky	25,135
8	Live Pl: Bournemouth V Arsenal 2017-01-03 19:30:00	Sky Sports 1/Sky	22,417
9	Eastenders 2017-01-02 20:00:56	BBC1/BBC	22,268
10	Fa Cup Match Of The Day 2017-01-07 22:31:48	BBC1/BBC	21,911
11	Fa Cup Match Of The Day 2017-01-08 23:00:39	BBC1/BBC	21,353
12	Fa Cup Match Of The Day Live 2017-01-06 19:29:45	BBC1/BBC	21,178
13	Eastenders 2017-01-05 20:00:49	BBC1/BBC	18,407
14	BBC News 2017-01-03 19:59:28	BBC1/BBC	16,424
15	Eastenders 2017-01-03 19:29:39	BBC1/BBC	16,158
16	Weather 2017-01-02 22:26:43	BBC1/BBC	15,959
17	Death In Paradise 2017-01-05 21:00:28	BBC1/BBC	15,658
18	Fa Cup Match Of The Day Live 2017-01-08 15:35:00	BBC1/BBC	14,479
19	Weather 2017-01-07 22:27:38	BBC1/BBC	14,304
20	Silent Witness 2017-01-03 21:02:04	BBC1/BBC	14,179
21	BBC London News 2017-01-02 22:20:42	BBC1/BBC	13,209
22	BBC News 2017-01-07 22:11:45	BBC1/BBC	12,725
23	Taboo (Drama) 2017-01-07 21:15:30	BBC1/BBC	12,535
24	Silent Witness 2017-01-02 21:02:50	BBC1/BBC	12,430
25	BBC News 2017-01-02 22:00:00	BBC1/BBC	12,075
26	Ten O'clock News 2017-01-03 22:00:00	BBC1/BBC	11,668
27	Ten O'clock News 2017-01-05 22:00:00	BBC1/BBC	11,513

	Programme	Channel and Platform	Avg Programme Streams
28	Still Open All Hours 2017-01-08 20:29:49	BBC1/BBC	11,458
29	Would I Lie To You? 2017-01-02 20:32:29	BBC1/BBC	11,334
30	Live World Darts Final 2017-01-02 20:00:10	Sky Sports 1/Sky	10,604
31	Holby City 2017-01-03 20:02:35	BBC1/BBC	10,476
32	Ten O'clock News 2017-01-06 22:00:21	BBC1/BBC	8,909
33	BBC London News 2017-01-05 22:31:12	BBC1/BBC	8,619
34	BBC London News 2017-01-03 22:31:16	BBC1/BBC	8,590
35	BBC News 2017-01-08 18:05:03	BBC1/BBC	7,999
36	Casualty 2017-01-07 20:24:47	BBC1/BBC	7,901
37	Live Pl: Middlesbrough V Leicester 2017-01-02 12:00:12	Sky Sports 1/Sky	7,816
38	BBC London News 2017-01-08 18:21:06	BBC1/BBC	7,731
39	Weather 2017-01-05 22:42:12	BBC1/BBC	7,669
40	Film: Eagle Eye (2008) 2017-01-02 23:52:14	BBC1/BBC	7,665
41	BBC London News 2017-01-06 22:27:22	BBC1/BBC	7,653
42	Let It Shine 2017-01-07 19:00:56	BBC1/BBC	7,640
43	The Andrew Marr Show 2017-01-08 08:59:51	BBC1/BBC	7,575
44	Weather 2017-01-08 18:27:06	BBC1/BBC	7,554
45	Weather 2017-01-06 22:34:53	BBC1/BBC	7,543
46	Antiques Roadshow 2017-01-08 19:30:28	BBC1/BBC	7,522
47	Weather 2017-01-03 22:42:17	BBC1/BBC	7,380
48	Graham Norton's Big Red Chair 2017-01-06 22:39:26	BBC1/BBC	7,071
49	The Voice UK 2017-01-07 20:02:30	ITV/ITV	6,952
50	Ten O'clock News 2017-01-04 22:00:00	BBC1/BBC	6,830

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

Top 50 on-demand programmes (Android players)

4 weeks ending 8th January 2017



	Programme	TV Player	Avg Programme Streams
1	Eastenders S1E5415	BBC	77,806
2	Eastenders S1E5411	BBC	63,202
3	Eastenders S1E5412	BBC	62,604
4	Eastenders S1E5413	BBC	62,042
5	Eastenders S1E5417	BBC	62,036
6	Eastenders S1E5414	BBC	61,959
7	Mrs Brown's Boys S10E1	BBC	58,691
8	Eastenders S1E5409	BBC	58,664
9	Eastenders S1E5418	BBC	57,748
10	Eastenders S1E5408	BBC	54,928
11	Eastenders S1E5403	BBC	53,986
12	Eastenders S1E5407	BBC	53,054
13	Eastenders S1E5405	BBC	52,935
14	Eastenders S1E5401	BBC	52,802
15	Eastenders S1E5406	BBC	52,686
16	Topsy And Tim: Topsy And Tim's Christmas Eve	BBC	51,082
17	Eastenders S1E5404	BBC	50,592
18	Eastenders S1E5402	BBC	49,920
19	Outnumbered S1E8	BBC	49,024
20	Eastenders S1E5419	BBC	47,412
21	Eastenders S1E5400	BBC	46,775
22	Mrs Brown's Boys S10E2	BBC	39,734
23	The Apprentice S12E12	BBC	38,730
24	Sherlock S4E1	BBC	37,767
25	Call The Midwife S1E10	BBC	33,287
26	Millie Inbetween S3E4	BBC	32,426
27	Rillington Place S1E3	BBC	31,526
28	Planet Earth II: Cities	BBC	31,470
29	Doctor Who S1E60	BBC	31,216
30	Bing: Toy Party	BBC	30,236

	Programme	TV Player	Avg Programme Streams
31	Hank Zipzer S1E4	BBC	30,145
32	Silent Witness S1E1	BBC	29,610
33	Go Jettlers S1E40	BBC	27,608
34	The Apprentice S12E14	BBC	27,298
35	Citizen Khan S5E6	BBC	26,556
36	Casualty S31E16	BBC	25,645
37	Cbeebies: The Nutcracker S1E1	BBC	25,636
38	Who Do You Think You Are? S13E4	BBC	25,236
39	Sex, Drugs & Murder: Life In The Red Light Zone S1E4	BBC	25,062
40	The Great British Bake Off S12E1	BBC	24,788
41	Citizen Khan S5E7	BBC	23,924
42	Muslims Like Us S1E1	BBC	23,805
43	The Witness For The Prosecution S1E1	BBC	23,392
44	Have I Got News For You S52E10	BBC	23,367
45	Silent Witness S1E2	BBC	22,821
46	Bing: Ice Cream	BBC	22,574
47	The Boy In The Dress:	BBC	22,488
48	The Great British Bake Off S12E2	BBC	21,842
49	Last Tango In Halifax S4E1	BBC	21,424
50	The Apprentice S12E11	BBC	20,372

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 8th January 2017



	Programme	TV Player	Avg Programme Streams
1	Eastenders S1E5415	BBC	205,689
2	Outnumbered S1E8	BBC	198,411
3	Eastenders S1E5412	BBC	173,082
4	Eastenders S1E5411	BBC	172,156
5	Eastenders S1E5413	BBC	168,322
6	Eastenders S1E5414	BBC	166,760
7	Eastenders S1E5409	BBC	164,212
8	Eastenders S1E5417	BBC	162,216
9	Eastenders S1E5418	BBC	156,250
10	Eastenders S1E5403	BBC	152,913
11	The Apprentice S12E12	BBC	151,318
12	Eastenders S1E5401	BBC	151,290
13	Eastenders S1E5405	BBC	151,169
14	Eastenders S1E5406	BBC	148,394
15	Eastenders S1E5408	BBC	147,686
16	Eastenders S1E5407	BBC	145,712
17	Eastenders S1E5404	BBC	143,710
18	Eastenders S1E5402	BBC	140,692
19	Eastenders S1E5419	BBC	135,713
20	Mrs Brown's Boys S10E1	BBC	134,572
21	Eastenders S1E5400	BBC	133,520
22	Sherlock S4E1	BBC	127,409
23	Call The Midwife S1E10	BBC	112,586
24	Silent Witness S1E1	BBC	106,653
25	The Only Way Is Essex (Christmas Special) Part 2	ITV	104,812
26	The Only Way Is Essex (Christmas Special) Part 1	ITV	104,007
27	The Apprentice S12E14	BBC	103,994
28	Planet Earth II: Cities	BBC	101,531
29	Topsy And Tim: Topsy And Tim's Christmas Eve	BBC	100,992
30	Millie Inbetween S3E4	BBC	96,454

	Programme	TV Player	Avg Programme Streams
31	The Great British Bake Off S12E1	BBC	96,078
32	Mrs Brown's Boys S10E2	BBC	94,697
33	Made In Chelsea S12E10	ALL 4	93,520
34	Made In Chelsea S12E11	ALL 4	92,247
35	Rillington Place S1E3	BBC	89,253
36	Who Do You Think You Are? S13E4	BBC	88,808
37	Hank Zipzer S1E4	BBC	85,125
38	The Great British Bake Off S12E2	BBC	83,854
39	Silent Witness S1E2	BBC	81,713
40	The Apprentice S12E11	BBC	81,624
41	The Witness For The Prosecution S1E1	BBC	81,020
42	Casualty S31E16	BBC	80,211
43	Last Tango In Halifax S4E1	BBC	77,390
44	Have I Got News For You S52E10	BBC	74,037
45	Sex, Drugs & Murder: Life In The Red Light Zone S1E4	BBC	73,863
46	Uncle S3E1	BBC	72,905
47	Muslims Like Us S1E1	BBC	69,005
48	Coronation Street S57E 90661	ITV	68,687
49	Doctor Who S1E60	BBC	67,821
50	The Witness For The Prosecution S1E2	BBC	66,680

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 8th January 2017



	Programme	TV Player	Avg Programme Streams
1	Sherlock S4E1	BBC	295,637
2	Planet Earth II: Cities	BBC	278,689
3	The Apprentice S12E12	BBC	218,069
4	Outnumbered S1E8	BBC	181,571
5	Eastenders S1E5415	BBC	178,492
6	The Apprentice S12E14	BBC	146,733
7	Charlie Brooker's 2016 Wipe S1E1	BBC	144,911
8	Eastenders S1E5417	BBC	139,108
9	Doctor Who S1E60	BBC	134,846
10	Eastenders S1E5412	BBC	130,147
11	Eastenders S1E5414	BBC	127,175
12	Eastenders S1E5411	BBC	127,064
13	Eastenders S1E5418	BBC	125,979
14	Eastenders S1E5413	BBC	125,138
15	Eastenders S1E5409	BBC	118,510
16	Made In Chelsea S12E10	ALL 4	114,481
17	Eastenders S1E5401	BBC	114,119
18	Eastenders S1E5403	BBC	112,157
19	Eastenders S1E5405	BBC	112,141
20	Have I Got News For You S52E10	BBC	112,082
21	Eastenders S1E5402	BBC	107,254
22	Silent Witness S1E1	BBC	107,051
23	Eastenders S1E5406	BBC	106,928
24	Eastenders S1E5408	BBC	106,085
25	Eastenders S1E5404	BBC	104,894
26	Eastenders S1E5419	BBC	104,558
27	Eastenders S1E5407	BBC	104,326
28	Eastenders S1E5400	BBC	103,287
29	Made In Chelsea S12E11	ALL 4	102,546
30	Mrs Brown's Boys S10E1	BBC	101,083

	Programme	TV Player	Avg Programme Streams
31	The Witness For The Prosecution S1E1	BBC	99,315
32	The Apprentice S12E11	BBC	98,342
33	Rillington Place S1E3	BBC	92,577
34	The Great British Bake Off S12E1	BBC	88,715
35	Muslims Like Us S1E1	BBC	85,455
36	The Witness For The Prosecution S1E2	BBC	83,417
37	Silent Witness S1E2	BBC	82,844
38	Planet Earth II S1E5	BBC	82,220
39	Call The Midwife S1E10	BBC	81,344
40	The Great British Bake Off S12E2	BBC	78,796
41	Mrs Brown's Boys S10E2	BBC	77,527
42	Jonathan Creek S1E11	BBC	75,781
43	Who Do You Think You Are? S13E4	BBC	74,402
44	Movies & Megastars: Jennifer Lawrence & Chris Pratt: Playground Insults	BBC	73,643
45	The Only Way Is Essex (Christmas Special) Part 2	ITV	71,280
46	Uncle S3E1	BBC	68,143
47	Would I Lie To You? S10 : Series 10: At Christmas	BBC	68,104
48	Mock The Week S15E13	BBC	67,783
49	Last Tango In Halifax S4E1	BBC	67,158
50	The Only Way Is Essex (Christmas Special) Part 1	ITV	66,888

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

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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.