

# TRENDS IN TELEVISION VIEWING

**2011**

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**TABLE 1****AVERAGE DAILY HOURS OF VIEWING - TOTAL TV****ALL INDIVIDUALS**

		<b>Qtr 1</b>	<b>Qtr 2</b>	<b>Qtr 3</b>	<b>Qtr 4</b>	<b>FULL YEAR</b>
<b>1991-2001 PANEL</b>	<b>1995</b>	3.94	3.38	3.21	3.84	3.59
	<b>1996</b>	3.95	3.39	3.25	3.78	3.59
	<b>1997</b>	3.89	3.41	3.29	3.77	3.59
	<b>1998</b>	3.84	3.46	3.34	3.78	3.61
	<b>1999</b>	3.91	3.48	3.35	3.93	3.67
	<b>2000</b>	3.86	3.49	3.43	3.91	3.67
	<b>2001</b>	3.95	3.46	3.34	3.75	3.62
<b>2002-2009 PANEL</b>	<b>2002</b>	3.54	3.47	3.36	3.80	3.54
	<b>2003</b>	3.99	3.55	3.41	3.95	3.73
	<b>2004</b>	4.00	3.50	3.46	3.89	3.71
	<b>2005</b>	3.91	3.45	3.42	3.81	3.65
	<b>2006</b>	3.89	3.43	3.31	3.76	3.60
	<b>2007</b>	3.85	3.46	3.38	3.83	3.63
	<b>2008</b>	3.97	3.57	3.54	3.88	3.74
	<b>2009</b>	3.96	3.56	3.54	3.94	3.75
<b>CURRENT PANEL</b>	<b>2010</b>	4.27	3.76	3.76	4.35	4.03
	<b>2011</b>	4.21	3.86	3.83	4.22	4.03

Average daily hours of viewing is in decimal form; i.e. 3.75 is equivalent to 3 hours and 45 minutes.

**TABLE 2****AVERAGE DAILY HOURS OF VIEWING - TOTAL TV**

	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>Individuals</b>	3.54	3.73	3.71	3.65	3.60	3.63	3.74	3.75	4.03	4.03
<b>Men</b>	3.53	3.68	3.69	3.64	3.58	3.56	3.70	3.72	3.99	4.04
<b>Women</b>	4.05	4.26	4.22	4.18	4.12	4.19	4.29	4.28	4.60	4.59
<b>Adults</b>	3.80	3.97	3.96	3.92	3.86	3.89	4.00	4.01	4.30	4.30
<b>Adults 16-24</b>	2.68	2.74	2.61	2.62	2.59	2.51	2.49	2.57	2.81	2.75
<b>Adults 25-34</b>	3.33	3.51	3.53	3.47	3.33	3.29	3.41	3.39	3.31	3.26
<b>Adults 35-44</b>	3.47	3.69	3.71	3.66	3.60	3.62	3.65	3.61	3.90	3.86
<b>Adults 45-54</b>	3.86	4.05	4.03	4.03	4.04	4.02	4.22	4.24	4.48	4.49
<b>Adults 55-64</b>	4.37	4.51	4.48	4.39	4.38	4.52	4.62	4.65	5.18	5.26
<b>Adults 65+</b>	4.94	5.16	5.10	5.01	4.90	5.02	5.24	5.23	5.71	5.75
<b>Children</b>	2.38	2.46	2.40	2.25	2.20	2.23	2.31	2.29	2.51	2.45

Average daily hours of viewing is in decimal form; i.e. 3.75 is equivalent to 3 hours and 45 minutes.

**TABLE 3****AVERAGE WEEKLY REACH (%) - TOTAL TV**

	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>Individuals</b>	92.5	94.3	94.0	93.4	93.0	93.4	93.1	93.7	93.9	94.8
<b>Men</b>	92.1	93.8	93.4	93.0	92.5	92.6	92.5	93.1	93.5	94.2
<b>Women</b>	93.5	95.2	95.1	94.6	94.3	94.6	94.2	94.7	95.1	96.0
<b>Adults</b>	92.8	94.5	94.3	93.8	93.5	93.6	93.4	93.9	94.3	95.1
<b>Adults 16-24</b>	85.6	87.8	86.6	86.1	85.1	84.9	84.0	84.5	86.4	88.4
<b>Adults 25-34</b>	91.2	93.8	93.4	92.5	92.5	92.5	91.9	93.0	92.1	93.6
<b>Adults 35-44</b>	93.7	95.6	95.4	94.9	94.5	94.5	94.6	95.2	95.4	96.0
<b>Adults 45-54</b>	94.5	95.8	95.7	95.1	95.0	95.4	95.5	96.0	96.1	96.7
<b>Adults 55-64</b>	94.9	96.2	96.1	96.1	95.8	96.3	96.0	96.5	96.8	97.1
<b>Adults 65+</b>	95.7	96.8	96.6	96.4	96.1	96.4	96.5	96.4	97.1	97.5
<b>Children</b>	90.7	92.8	92.6	91.4	90.6	91.9	91.6	92.3	91.7	93.2

Average number of people viewing weekly, expressed as a percentage. Based on at least three minutes consecutive viewing.

**TABLE 4****PLATFORM UNIVERSES (000s)****HOMES AT 1ST JANUARY**

	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>TV Households</b>	<b>24727</b>	<b>24612</b>	<b>24852</b>	<b>25164</b>	<b>25319</b>	<b>25633</b>	<b>25931</b>	<b>25950</b>	<b>26224</b>	<b>26201</b>

<b>Total Digital</b>	<b>9491</b>	<b>10961</b>	<b>13526</b>	<b>16162</b>	<b>18226</b>	<b>21104</b>	<b>22294</b>	<b>23831</b>	<b>24574</b>	<b>25711</b>
<b>Digital Satellite</b>	6247	6785	7146	7815	8320	8752	9332	10262	11012	11509
<b>Digital Cable</b>	2516	2326	2599	2703	2933	3274	3442	3664	3997	3822
<b>Digital Terrestrial</b>	873	2075	4216	6363	8831	12017	14008	16882	18376	20075

<b>Total Analogue</b>	<b>15213</b>	<b>13688</b>	<b>11420</b>	<b>9060</b>	<b>7167</b>	<b>4596</b>	<b>3711</b>	<b>2136</b>	<b>1690</b>	<b>490</b>
<b>Analogue Cable</b>	924	951	764	594	368	131	143	119	25	-
<b>Analogue Satellite</b>	162	161	131	117	117	108	108	108	108	-
<b>Analogue Terrestrial</b>	14127	12576	10525	8349	6682	4357	3460	1909	1557	490

Total population of TV Homes on a specific platform.

TABLE 5

**AUDIENCE SHARE (%) BY BROADCASTER**

## ALL INDIVIDUALS

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
<b>BBC</b>	38.50	38.28	36.65	35.21	34.46	34.01	33.54	32.65	33.17	33.19
<b>ITV</b>	24.87	24.66	24.14	24.13	23.12	23.21	23.23	23.13	22.86	23.09
<b>Channel 4</b>	10.81	10.36	10.48	11.00	12.09	11.71	11.57	11.24	11.18	11.31
<b>BSkyB</b>	6.04	6.35	6.45	6.36	6.73	6.36	6.02	6.88	6.61	8.71
<b>Channel 5</b>	6.29	6.46	6.57	6.43	5.87	5.99	6.08	6.12	5.91	5.92
<b>UK Channel Mgt</b>	2.17	2.27	2.50	2.68	2.99	3.15	3.46	3.73	3.86	3.93
<b>Discovery</b>	1.08	1.20	1.39	1.58	1.39	1.17	1.21	1.30	1.55	1.57
<b>Walt Disney Co Ltd.</b>	0.60	0.60	0.68	0.65	0.89	1.04	1.26	1.37	1.26	1.37
<b>Turner</b>	1.02	1.18	1.23	1.07	0.90	0.87	0.81	0.82	0.80	0.97
<b>Nickelodeon</b>	0.79	0.79	0.88	0.94	1.08	1.09	1.20	1.12	0.86	0.86
<b>Paramount</b>	0.29	0.31	0.28	0.28	0.45	0.51	0.54	0.66	0.68	0.70
<b>MTV</b>	0.72	0.83	0.89	0.90	0.77	0.67	0.65	0.72	0.61	0.69
<b>CSC Media Group</b>	0.01	0.10	0.23	0.42	0.51	0.52	0.48	0.50	0.66	0.65
<b>NBC Universal</b>	0.39	0.47	0.60	0.58	0.48	0.62	0.70	0.68	0.57	0.58
<b>Box Television</b>	0.62	0.62	0.67	0.61	0.55	0.62	0.56	0.59	0.50	0.54
<b>CBS ChelloZone</b>	0.06	0.13	0.13	0.16	0.26	0.30	0.28	0.28	0.39	0.51
<b>AETN</b>	0.25	0.22	0.22	0.21	0.25	0.33	0.39	0.40	0.43	0.47
<b>Dolphin TV</b>	-	-	-	0.01	0.06	0.10	0.13	0.13	0.14	0.15
<b>Living TV Group</b>	1.38	1.41	1.73	1.97	2.03	2.29	2.36	2.50	2.45	-
<b>Others</b>	4.12	3.78	4.29	4.83	5.14	5.44	5.53	5.18	5.53	4.79

Annual percentage share of total viewing by Broadcaster. The Broadcasters listed all own 4 or more BARB reported channels (see Appendix for list).

**TABLE 6****TRENDS IN IMPACTS SHARE (%) BY SALES HOUSE****ALL INDIVIDUALS**

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>ITV</b>	40.65	38.09	37.65	37.60	36.81	36.92	36.73
<b>Channel 4</b>	17.10	18.65	18.51	18.64	18.16	18.51	25.54
<b>Sky Sales</b>	12.00	12.52	12.48	12.70	13.85	16.33	20.40
<b>Channel 5</b>	10.75	9.88	10.12	10.25	10.19	9.90	9.76
<b>Turner Sales</b>	1.98	1.58	1.55	1.41	1.44	1.51	1.54
<b>Dolphin TV</b>	0.65	0.94	1.16	0.96	0.94	1.10	1.13
<b>Media Icon</b>	-	-	0.03	0.13	0.17	0.11	0.21
<b>Optimal Media Ltd.</b>	0.09	0.24	0.19	0.03	0.13	0.10	0.10
<b>VBS</b>	3.64	4.05	4.03	4.33	4.36	-	-
<b>IDS</b>	8.65	9.46	10.25	10.69	11.18	11.28	-
<b>Others</b>	4.50	4.58	4.03	3.27	2.77	4.24	4.58

Annual percentage share of total commercial impacts by Sales House. Impact is a measure of viewing to a commercial spot.

**Appendix - Channels by Broadcaster 2011**

<b><u>BBC</u></b>	<b><u>Five</u></b>	Sky News HD	Pop	<b><u>MTV Networks Europe</u></b>	Imagine Dil Se
BBC1	Channel 5	Sky Sports 1	Pop Girl	MTV	TCM
BBC1 HD	Channel 5 HD	Sky Sports 2	Pop Girl +1	MTV +1	TCM 2
BBC2	Channel 5 +1	Sky Sports 3	Scuzz	MTV Base	
BBC3	5*	Sky Sports 4	The Vault	MTV Classic	<b><u>UK Channel Management</u></b>
BBC4	5* +1	Sky Sports Active 1-8	Tiny Pop	MTV Dance	Alibi
BBC News	Five USA	Sky Sports Active Other	Tiny Pop +1	MTV Hits	Alibi +1
BBC Parliament	Five USA +1	Sky Sports News	True Entertainment	MTV Music	Blighty
BBC HD			True Movies 1	MTV Rocks	Dave
Cbeebies	<b><u>BSkyB</u></b>	<b><u>AETN Ltd.</u></b>	True Movies 2	MTVN HD	Dave ja vu
CBBC	Challenge TV	History		VH1	Eden
BBC Red Button x16	Challenge TV +1	History +1	<b><u>Discovery</u></b>	VIVA	Eden +1
	Pick TV	Bio	Animal Planet		G.O.L.D.
<b><u>ITV</u></b>	Pick TV +1	Crime and Investigation Network	Animal Planet +1	<b><u>NBC Universal</u></b>	G.O.L.D. +1
ITV1	Sky 1	Crime and Investigation Network +1	Discovery	Diva	Good Food
ITV1 +1	Sky 2	Military History	Discovery +1	Diva +1	Good Food +1
ITV1 HD	Sky Arts 1		Discovery History	Movies 24	Home
ITV2	Sky Arts 2	<b><u>Box Television</u></b>	Discovery History +1	Movies 24+	Home +1
ITV2 HD	Sky Atlantic	4Music	Discovery Home and Health	Movies Universal	Really
ITV2 +1	Sky Box Office (Events)	Kerrang	Discovery Home and Health +1	Universal +1	Watch
ITV3	Sky Box Office (Movies)	Kiss TV	Discovery Real Time		Watch +1
ITV3 HD	Sky Living	Magic TV	Discovery Real Time +1	<b><u>Nickelodeon UK</u></b>	Yesterday
ITV4	Sky Living +1	Q Channel	Discovery Science	Nickelodeon	Yesterday +1
ITV4 HD	Sky Living Loves	Smash Hits	Discovery Science +1	Nick Replay	
ITV4 +1	Sky LIVINGit		Discovery Shed	Nick Jnr	<b><u>Walt Disney Co</u></b>
CITV	Sky LIVINGit +1	<b><u>CBS Chellozone</u></b>	Discovery Travel and Living	Nick Jnr 2	Disney Channel
	Sky Movies Action and Adventure	CBS Action	Discovery Turbo	Nicktoons TV	Disney Channel +1
<b><u>Channel 4</u></b>	Sky Movies Classic	CBS Drama	DMAX	Nicktoons Replay	Disney Cinemagic
Channel 4	Sky Movies Comedy	CBS Reality	DMAX +1		Disney Cinemagic +1
Channel 4 HD	Sky Movies Crime and Thriller	CBS Reality +1	DMAX 2	<b><u>Paramount UK</u></b>	Disney Junior
Channel 4+1	Sky Movies Drama and Romance	Extreme Sports	Investigation Discovery	Comedy Central	Disney Junior +1
E4	Sky Movies Family	Horror Channel	Quest	Comedy Central +1	Disney XD
E4 HD	Sky Movies Indie	Horror Channel +1	Quest +1	Comedy Central Extra	Disney XD +1
E4 +1	Sky Movies Modern Greats			Comedy Central Extra +1	
Film 4	Sky Movies Premiere	<b><u>CSC Media Group</u></b>	<b><u>Dolphin Broadcast</u></b>		
Film 4 +1	Sky Movies Premiere +1	Bliss	Movies4Men	<b><u>Turner Broadcasting</u></b>	
More 4	Sky Movies SciFi/Horror	Chart Show TV	Movies4Men +1	Boomerang	
More 4 +1	Sky Movies Showcase	Dance Nation TV	Movies4Men 2	Boomerang +1	
S4C	Sky Multistart 1-8	flava	Movies4Men 2 +1	Cartoon Network	
	Sky News	Kix!	Men & Movies	Cartoon Network Too	
	Sky News Active	NME TV		Cartoonito	