



TRENDS IN TELEVISION VIEWING

2012

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

		Qtr 1	Qtr 2	Qtr 3	Qtr 4	FULL YEAR
1991-2001 PANEL	1995	3.94	3.38	3.21	3.84	3.59
	1996	3.95	3.39	3.25	3.78	3.59
	1997	3.89	3.41	3.29	3.77	3.59
	1998	3.84	3.46	3.34	3.78	3.61
	1999	3.91	3.48	3.35	3.93	3.67
	2000	3.86	3.49	3.43	3.91	3.67
	2001	3.95	3.46	3.34	3.75	3.62
2002-2009 PANEL	2002	3.54	3.47	3.36	3.80	3.54
	2003	3.99	3.55	3.41	3.95	3.73
	2004	4.00	3.50	3.46	3.89	3.71
	2005	3.91	3.45	3.42	3.81	3.65
	2006	3.89	3.43	3.31	3.76	3.60
	2007	3.85	3.46	3.38	3.83	3.63
	2008	3.97	3.57	3.54	3.88	3.74
	2009	3.96	3.56	3.54	3.94	3.75
CURRENT PANEL	2010	4.27	3.76	3.76	4.35	4.03
	2011	4.21	3.86	3.83	4.22	4.03
	2012	4.12	3.92	3.86	4.12	4.01

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**

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Individuals	3.73	3.71	3.65	3.60	3.63	3.74	3.75	4.03	4.03	4.01
Men	3.68	3.69	3.64	3.58	3.56	3.70	3.72	3.99	4.04	4.03
Women	4.26	4.22	4.18	4.12	4.19	4.29	4.28	4.60	4.59	4.54
Adults	3.97	3.96	3.92	3.86	3.89	4.00	4.01	4.30	4.30	4.29
Adults 16-24	2.74	2.61	2.62	2.59	2.51	2.49	2.57	2.81	2.75	2.62
Adults 25-34	3.51	3.53	3.47	3.33	3.29	3.41	3.39	3.31	3.26	3.27
Adults 35-44	3.69	3.71	3.66	3.60	3.62	3.65	3.61	3.90	3.86	3.78
Adults 45-54	4.05	4.03	4.03	4.04	4.02	4.22	4.24	4.48	4.49	4.49
Adults 55-64	4.51	4.48	4.39	4.38	4.52	4.62	4.65	5.18	5.26	5.24
Adults 65+	5.16	5.10	5.01	4.90	5.02	5.24	5.23	5.71	5.75	5.78
Children	2.46	2.40	2.25	2.20	2.23	2.31	2.29	2.51	2.45	2.37

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**

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Individuals	94.3	94.0	93.4	93.0	93.4	93.1	93.7	93.9	94.8	94.2
Men	93.8	93.4	93.0	92.5	92.6	92.5	93.1	93.5	94.2	93.6
Women	95.2	95.1	94.6	94.3	94.6	94.2	94.7	95.1	96.0	95.4
Adults	94.5	94.3	93.8	93.5	93.6	93.4	93.9	94.3	95.1	94.5
Adults 16-24	87.8	86.6	86.1	85.1	84.9	84.0	84.5	86.4	88.4	86.5
Adults 25-34	93.8	93.4	92.5	92.5	92.5	91.9	93.0	92.1	93.6	92.8
Adults 35-44	95.6	95.4	94.9	94.5	94.5	94.6	95.2	95.4	96.0	95.3
Adults 45-54	95.8	95.7	95.1	95.0	95.4	95.5	96.0	96.1	96.7	96.4
Adults 55-64	96.2	96.1	96.1	95.8	96.3	96.0	96.5	96.8	97.1	97.1
Adults 65+	96.8	96.6	96.4	96.1	96.4	96.5	96.4	97.1	97.5	96.9
Children	92.8	92.6	91.4	90.6	91.9	91.6	92.3	91.7	93.2	92.3

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**

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
TV Households	24612	24852	25164	25319	25633	25931	25950	26224	26201	26452

Total Digital	10961	13526	16162	18226	21104	22294	23831	24574	25711	26452
Digital Satellite	6785	7146	7815	8320	8752	9332	10262	11012	11509	11462
Digital Cable	2326	2599	2703	2933	3274	3442	3664	3997	3822	4029
Digital Terrestrial	2075	4216	6363	8831	12017	14008	16882	18376	20075	19633

Total Analogue	13688	11420	9060	7167	4596	3711	2136	1690	490	-
Analogue Cable	951	764	594	368	131	143	119	25	-	-
Analogue Satellite	161	131	117	117	108	108	108	108	-	-
Analogue Terrestrial	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

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
BBC	38.28	36.65	35.21	34.46	34.01	33.54	32.65	33.17	33.19	33.63
ITV	24.66	24.14	24.13	23.12	23.21	23.23	23.13	22.86	23.09	22.34
Channel 4	10.36	10.48	11.00	12.09	11.71	11.57	11.24	11.18	11.31	11.29
BSkyB	6.35	6.45	6.36	6.73	6.36	6.02	6.88	6.61	8.71	8.32
Channel 5	6.46	6.57	6.43	5.87	5.99	6.08	6.12	5.91	5.92	5.98
UK Channel Mgt	2.27	2.50	2.68	2.99	3.15	3.46	3.73	3.86	3.93	4.29
Discovery	1.20	1.39	1.58	1.39	1.17	1.21	1.30	1.55	1.57	1.61
Walt Disney Co Ltd.	0.60	0.68	0.65	0.89	1.04	1.26	1.37	1.26	1.37	1.38
Turner	1.18	1.23	1.07	0.90	0.87	0.81	0.82	0.80	0.97	0.94
Nickelodeon	0.79	0.88	0.94	1.08	1.09	1.20	1.12	0.86	0.86	0.91
Paramount	0.31	0.28	0.28	0.45	0.51	0.54	0.66	0.68	0.70	0.77
CSC Media Group	0.10	0.23	0.42	0.51	0.52	0.48	0.50	0.66	0.65	0.72
MTV	0.83	0.89	0.90	0.77	0.67	0.65	0.72	0.61	0.69	0.67
CBS ChelloZone	0.13	0.13	0.16	0.26	0.30	0.28	0.28	0.39	0.51	0.57
AETN	0.22	0.22	0.21	0.25	0.33	0.39	0.40	0.43	0.47	0.55
NBC Universal	0.47	0.60	0.58	0.48	0.62	0.70	0.68	0.57	0.58	0.53
Box Television	0.62	0.67	0.61	0.55	0.62	0.56	0.59	0.50	0.54	0.48
Entertainment Networks	-	-	-	-	-	-	-	-	-	0.21
Dolphin TV	-	-	0.01	0.06	0.10	0.13	0.13	0.14	0.15	-
Living TV Group	1.41	1.73	1.97	2.03	2.29	2.36	2.50	2.45	-	-
Others	3.78	4.29	4.83	5.14	5.44	5.53	5.18	5.53	4.79	4.81

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 COMMERCIAL IMPACTS SHARE (%) BY SALES HOUSE****ALL INDIVIDUALS**

	2005	2006	2007	2008	2009	2010	2011	2012
ITV	40.65	38.09	37.65	37.60	36.81	36.92	36.73	35.53
Channel 4	17.10	18.65	18.51	18.64	18.16	18.51	25.54	26.30
Sky Sales	12.00	12.52	12.48	12.70	13.85	16.33	20.40	20.35
Channel 5	10.75	9.88	10.12	10.25	10.19	9.90	9.76	9.72
Turner Sales	1.98	1.58	1.55	1.41	1.44	1.51	1.54	1.58
Dolphin TV	0.65	0.94	1.16	0.96	0.94	1.10	1.13	0.93
MEMS	-	-	-	-	-	-	0.10	0.46
Media Icon	-	-	0.03	0.13	0.17	0.11	0.21	0.09
Optimal Media Ltd.	0.09	0.24	0.19	0.03	0.13	0.10	0.10	-
IDS	8.65	9.46	10.25	10.69	11.18	11.28	-	-
VBS	3.64	4.05	4.03	4.33	4.36	-	-	-
Others	4.50	4.58	4.03	3.27	2.77	4.24	4.58	5.04

Annual percentage share of total commercial impacts by Sales House.

Appendix - Channels by Broadcaster 2012 (includes HD Channels)

<u>BBC</u>	<u>CH5</u>	Sky News Active	Chart Show Dance	more>movies/movies mix	Comedy Central Extra +1
BBC1	CH5	Sky Sports F1	flava	more>movies/movies mix +1	<u>Turner Broadcasting</u>
BBC2	CH5+1	Sky Sports 1	Kix!	Sony Movies	Boomerang
BBC3	5*	Sky Sports 2	NME TV	Sony Movies +1	Boomerang +1
BBC4	5* +1	Sky Sports 3	Pop	Sony TV	Cartoon Network
BBC News	Five USA	Sky Sports 4	Pop Girl	Sony TV +1	Cartoon Network Too
BBC Parliament	Five USA +1	Sky Sports Active 1-8	Pop Girl +1		Cartoon Network Too
BBC HD		Sky Sports Active Other	Scuzz	<u>MTV Networks Europe</u>	Cartoonito
Cbeebies	<u>BSkyB</u>	Sky Sports News	The Vault	MTV	Imagine Dil Se
CBBC	Challenge TV		Tiny Pop	MTV +1	TCM
BBC Red Button x16	Challenge TV +1	<u>AETN Ltd.</u>	Tiny Pop +1	MTV Base	TCM 2
BBC Olympic Channels x26	Pick TV	History	True Entertainment	MTV Classic	
	Pick TV +1	History +1	True Movies 1	MTV Dance	<u>UK Channel Management</u>
	Sky One	Bio	True Movies 2	MTV Hits	Alibi
<u>ITV</u>	Sky One +1	Crime and Investigation Network		MTV Live	Alibi +1
ITV	Sky Two	Crime and Investigation Network	<u>Discovery</u>	MTV Music	Blighty
ITV +1	Sky Arts 1	Military History	Animal Planet	MTV Rocks	Dave
ITV2	Sky Arts 2		Animal Planet +1	VH1	Dave ja vu
ITV2 +1	Sky Atlantic	<u>Box Television</u>	Discovery	VIVA	Eden
ITV3	Sky Atlantic +1	4Music	Discovery +1		Eden +1
ITV4	Sky Box Office (Events)	heat	Discovery History	<u>NBC Universal</u>	G.O.L.D.
ITV4 +1	Sky Box Office (Movies)	Kerrang	Discovery History +1	Diva	G.O.L.D. +1
CITV	Sky Living	Kiss TV	Discovery Home and Health	Diva +1	Good Food
	Sky Living +1	Magic TV	Discovery Home and Health +1	Movies 24	Good Food +1
<u>CH4</u>	Sky Living Loves	Smash Hits	Discovery Real Time	Movies 24+	Home
CH4	Sky LIVINGit	The Box	Discovery Real Time +1	Hallmark	Home +1
CH4+1	Sky LIVINGit +1		Discovery Science	Hallmark +1	Really
E4	Sky Movies Action and Adventure	<u>CBS Chellozone</u>	Discovery Science +1		Watch
E4 +1	Sky Movies Classic	CBS Action	Discovery Shed	<u>Nickelodeon UK</u>	Watch +1
Film 4	Sky Movies Comedy	CBS Drama	Discovery Travel and Living	Nickelodeon	Yesterday
Film 4 +1	Sky Movies Crime and Thriller	CBS Reality	Discovery Turbo	Nickelodeon +1	Yesterday +1
More 4	Sky Movies Drama and Romance	CBS Reality +1	DMAX	Nick Jr	
More 4 +1	Sky Movies Family	Extreme Sports	DMAX +1	Nick Jr +1	
4seven	Sky Movies Indie	Horror Channel	DMAX +2	Nick Jr 2	
S4C	Sky Movies Modern Greats	Horror Channel +1	Investigation Discovery	Nicktoons TV	
C4 Paralympics x3	Sky Movies Premiere		Quest	Nicktoons Replay	
	Sky Movies Premiere +1	<u>CSC Media Group</u>	Quest +1		
	Sky Movies SciFi/Horror	Bliss		<u>Paramount UK</u>	Comedy Central
	Sky Movies Showcase	BuzMuzik	<u>Entertainment Networks</u>	Comedy Central +1	Comedy Central Extra
	Sky Multistart 1-8	Chart Show TV	Movies4Men		
	Sky News	Chart Show TV +1	Movies4Men +1		