



# TRENDS IN TELEVISION VIEWING

2013

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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
	<b>2012</b>	4.12	3.92	3.86	4.12	4.01
	<b>2013</b>	4.20	3.72	3.53	4.00	3.87

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>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>2013</b>
<b>Individuals</b>	3.73	3.71	3.65	3.60	3.63	3.74	3.75	4.03	4.03	4.01	3.87
<b>Men</b>	3.68	3.69	3.64	3.58	3.56	3.70	3.72	3.99	4.04	4.03	3.87
<b>Women</b>	4.26	4.22	4.18	4.12	4.19	4.29	4.28	4.60	4.59	4.54	4.42
<b>Adults</b>	3.97	3.96	3.92	3.86	3.89	4.00	4.01	4.30	4.30	4.29	4.15
<b>Adults 16-24</b>	2.74	2.61	2.62	2.59	2.51	2.49	2.57	2.81	2.75	2.62	2.47
<b>Adults 25-34</b>	3.51	3.53	3.47	3.33	3.29	3.41	3.39	3.31	3.26	3.27	3.08
<b>Adults 35-44</b>	3.69	3.71	3.66	3.60	3.62	3.65	3.61	3.90	3.86	3.78	3.60
<b>Adults 45-54</b>	4.05	4.03	4.03	4.04	4.02	4.22	4.24	4.48	4.49	4.49	4.27
<b>Adults 55-64</b>	4.51	4.48	4.39	4.38	4.52	4.62	4.65	5.18	5.26	5.24	5.15
<b>Adults 65+</b>	5.16	5.10	5.01	4.90	5.02	5.24	5.23	5.71	5.75	5.78	5.68
<b>Children</b>	2.46	2.40	2.25	2.20	2.23	2.31	2.29	2.51	2.45	2.37	2.23

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>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>2013</b>
<b>Individuals</b>	94.3	94.0	93.4	93.0	93.4	93.1	93.7	93.9	94.8	94.2	94.2
<b>Men</b>	93.8	93.4	93.0	92.5	92.6	92.5	93.1	93.5	94.2	93.6	93.4
<b>Women</b>	95.2	95.1	94.6	94.3	94.6	94.2	94.7	95.1	96.0	95.4	95.6
<b>Adults</b>	94.5	94.3	93.8	93.5	93.6	93.4	93.9	94.3	95.1	94.5	94.5
<b>Adults 16-24</b>	87.8	86.6	86.1	85.1	84.9	84.0	84.5	86.4	88.4	86.5	86.7
<b>Adults 25-34</b>	93.8	93.4	92.5	92.5	92.5	91.9	93.0	92.1	93.6	92.8	92.6
<b>Adults 35-44</b>	95.6	95.4	94.9	94.5	94.5	94.6	95.2	95.4	96.0	95.3	95.1
<b>Adults 45-54</b>	95.8	95.7	95.1	95.0	95.4	95.5	96.0	96.1	96.7	96.4	96.4
<b>Adults 55-64</b>	96.2	96.1	96.1	95.8	96.3	96.0	96.5	96.8	97.1	97.1	97.1
<b>Adults 65+</b>	96.8	96.6	96.4	96.1	96.4	96.5	96.4	97.1	97.5	96.9	97.2
<b>Children</b>	92.8	92.6	91.4	90.6	91.9	91.6	92.3	91.7	93.2	92.3	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	2014
<b>TV Households</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>26452</b>	<b>26197</b>

<b>Total Digital</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>26452</b>	<b>26197</b>
<b>Digital Satellite</b>	6785	7146	7815	8320	8752	9332	10262	11012	11509	11462	11429
<b>Digital Cable</b>	2326	2599	2703	2933	3274	3442	3664	3997	3822	4029	4137
<b>Digital Terrestrial</b>	2075	4216	6363	8831	12017	14008	16882	18376	20075	19633	19327

<b>Total Analogue</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>	951	764	594	368	131	143	119	25	-	-	-
<b>Analogue Satellite</b>	161	131	117	117	108	108	108	108	-	-	-
<b>Analogue Terrestrial</b>	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	2013
<b>BBC</b>	38.28	36.65	35.21	34.46	34.01	33.54	32.65	33.17	33.19	33.63	32.36
<b>ITV</b>	24.66	24.14	24.13	23.12	23.21	23.23	23.13	22.86	23.09	22.34	23.05
<b>Channel 4</b>	10.36	10.48	11.00	12.09	11.71	11.57	11.24	11.18	11.31	11.29	10.77
<b>BSkyB</b>	6.35	6.45	6.36	6.73	6.36	6.02	6.88	6.61	8.71	8.32	8.39
<b>Channel 5</b>	6.46	6.57	6.43	5.87	5.99	6.08	6.12	5.91	5.92	5.98	5.99
<b>UK Channel Mgt</b>	2.27	2.50	2.68	2.99	3.15	3.46	3.73	3.86	3.93	4.29	4.51
<b>Discovery</b>	1.20	1.39	1.58	1.39	1.17	1.21	1.30	1.55	1.57	1.61	1.92
<b>Walt Disney Co Ltd.</b>	0.60	0.68	0.65	0.89	1.04	1.26	1.37	1.26	1.37	1.38	1.21
<b>Turner</b>	1.18	1.23	1.07	0.90	0.87	0.81	0.82	0.80	0.97	0.94	1.04
<b>Nickelodeon</b>	0.79	0.88	0.94	1.08	1.09	1.20	1.12	0.86	0.86	0.91	0.97
<b>Paramount</b>	0.31	0.28	0.28	0.45	0.51	0.54	0.66	0.68	0.70	0.77	0.72
<b>CSC Media Group</b>	0.10	0.23	0.42	0.51	0.52	0.48	0.50	0.66	0.65	0.72	0.82
<b>MTV</b>	0.83	0.89	0.90	0.77	0.67	0.65	0.72	0.61	0.69	0.67	0.65
<b>CBS ChelloZone</b>	0.13	0.13	0.16	0.26	0.30	0.28	0.28	0.39	0.51	0.57	0.58
<b>AETN</b>	0.22	0.22	0.21	0.25	0.33	0.39	0.40	0.43	0.47	0.55	0.53
<b>NBC Universal</b>	0.47	0.60	0.58	0.48	0.62	0.70	0.68	0.57	0.58	0.53	0.77
<b>Box Television</b>	0.62	0.67	0.61	0.55	0.62	0.56	0.59	0.50	0.54	0.48	0.49
<b>Entertainment Networks</b>	-	-	-	-	-	-	-	-	-	0.21	0.53
<b>Dolphin TV</b>	-	-	0.01	0.06	0.10	0.13	0.13	0.14	0.15	-	-
<b>Living TV Group</b>	1.41	1.73	1.97	2.03	2.29	2.36	2.50	2.45	-	-	-
<b>Others</b>	3.78	4.29	4.83	5.14	5.44	5.53	5.18	5.53	4.79	4.81	4.71

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**

	<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>2013</b>
<b>ITV</b>	40.65	38.09	37.65	37.60	36.81	36.92	36.73	35.53	35.74
<b>Channel 4</b>	17.10	18.65	18.51	18.64	18.16	18.51	25.54	26.30	25.32
<b>Sky Sales</b>	12.00	12.52	12.48	12.70	13.85	16.33	20.40	20.35	20.20
<b>Channel 5</b>	10.75	9.88	10.12	10.25	10.19	9.90	9.76	9.72	9.33
<b>Turner Sales</b>	1.98	1.58	1.55	1.41	1.44	1.51	1.54	1.58	1.79
<b>Dolphin TV</b>	0.65	0.94	1.16	0.96	0.94	1.10	1.13	0.93	1.57
<b>MEMS</b>	-	-	-	-	-	-	0.10	0.46	0.78
<b>Media Icon</b>	-	-	0.03	0.13	0.17	0.11	0.21	0.09	0.06
<b>Optimal Media Ltd.</b>	0.09	0.24	0.19	0.03	0.13	0.10	0.10	-	-
<b>IDS</b>	8.65	9.46	10.25	10.69	11.18	11.28	-	-	-
<b>VBS</b>	3.64	4.05	4.03	4.33	4.36	-	-	-	-
<b>Others</b>	4.50	4.58	4.03	3.27	2.77	4.24	4.49	5.04	5.21

Annual percentage share of total commercial impacts by Sales House.

**Appendix - Channels by Broadcaster 2013 (includes HD Channels)**

**BBC**

BBC HD  
 BBC News  
 BBC Parliament  
 BBC Red Button  
 BBC1  
 BBC2  
 BBC3  
 BBC4  
 CBBC  
 Cbeebies

**ITV**

CITV  
 ITV  
 ITV +1  
 ITV2  
 ITV2 +1  
 ITV3  
 ITV3 +1  
 ITV4  
 ITV4 +1

**CH4**

4seven  
 CH4  
 CH4+1  
 E4  
 E4 +1  
 Film 4  
 Film 4 +1  
 More 4  
 More 4 +1

**CH5**

5\*  
 5\* +1  
 CH5  
 CH5+1  
 Five USA  
 Five USA +1

**BSkyB**

Challenge TV  
 Challenge TV +1  
 Pick TV  
 Pick TV +1  
 Sky 1  
 Sky 1 +1  
 Sky 2  
 Sky Arts 1  
 Sky Arts 2  
 Sky Atlantic  
 Sky Atlantic +1  
 Sky Box Office (Events)  
 Sky Box Office (Movies)  
 Sky Living  
 Sky Living +1  
 Sky LIVINGit  
 Sky LIVINGit +1  
 Sky Movies Action and Adventure  
 Sky Movies Classic  
 Sky Movies Comedy  
 Sky Movies Crime and Thriller  
 Sky Movies Disney  
 Sky Movies Drama and Romance  
 Sky Movies Family  
 Sky Movies Modern Greats  
 Sky Movies Premiere  
 Sky Movies Premiere +1  
 Sky Movies SciFi/Horror  
 Sky Movies Select  
 Sky Movies Showcase  
 Sky News  
 Sky News Active  
 Sky Sports 1  
 Sky Sports 2  
 Sky Sports 3  
 Sky Sports 4  
 Sky Sports Active Hi 1-5  
 Sky Sports Active Lo 1-9  
 Sky Sports Active Other  
 Sky Sports F1  
 Sky Sports News

**AETN Ltd.**

Bio  
 Crime and Investigation Network  
 Crime and Investigation Network  
 H2  
 History  
 History +1  
 Lifetime  
 Lifetime +1

**Box Television**

4Music  
 heat  
 Kerrang  
 Kiss TV  
 Magic TV  
 Smash Hits  
 The Box

**CBS Chellozone**

CBS Action  
 CBS Drama  
 CBS Reality  
 CBS Reality +1  
 Extreme Sports  
 Horror Channel  
 Horror Channel +1

**CSC Media Group**

Bliss  
 BuzMuzik  
 Chart Show Dance  
 Chart Show TV  
 flava  
 Kix  
 Kix +1  
 Kix Power  
 Pop  
 Pop Girl  
 Pop Girl +1  
 Scuzz  
 The Vault

Tiny Pop  
 Tiny Pop +1  
 True Drama  
 True Entertainment  
 True Entertainment +1  
 True Movies 1  
 True Movies 2

**Discovery**

Animal Planet  
 Animal Planet +1  
 Discovery  
 Discovery +1  
 Discovery History  
 Discovery History +1  
 Discovery Home and Health  
 Discovery Home and Health +1  
 Discovery Real Time  
 Discovery Real Time +1  
 Discovery Science  
 Discovery Science +1  
 Discovery Shed  
 Discovery Travel and Living  
 Discovery Turbo  
 DMAX  
 DMAX +1  
 DMAX +2  
 Investigation Discovery  
 Investigation Discovery +1  
 Quest  
 Quest +1  
 TLC  
 TLC +1  
 TLC +2

**Entertainment Networks**

Movies4Men  
 Movies4Men +1  
 more>movies/movies mix  
 more>movies/movies mix +1  
 Sony Movies  
 Sony Movies +1

Sony TV  
 Sony TV +1

**MTV Networks Europe**

MTV  
 MTV +1  
 MTV Base  
 MTV Classic  
 MTV Dance  
 MTV Hits  
 MTV Live  
 MTV Music  
 MTV Rocks  
 VH1  
 VIVA

**NBC Universal**

Movies 24  
 Movies 24+  
 Syfy  
 Syfy +1  
 Universal  
 Universal +1

**Nickelodeon UK**

Nickelodeon  
 Nickelodeon +1  
 Nick Jr  
 Nick Jr +1  
 Nick Jr 2  
 Nicktoons TV

**Comedy Central**

Comedy Central  
 Comedy Central +1  
 Comedy Central Extra  
 Comedy Central Extra +1

**Turner Broadcasting**

Boomerang  
 Boomerang +1  
 Cartoon Network

Cartoon Network Too  
 Cartoonito  
 Imagine Dil Se  
 TCM  
 TCM +1  
 TCM 2

**UK Channel Management**

Alibi  
 Alibi +1  
 Blighty  
 Dave  
 Dave ja vu  
 Drama  
 Eden  
 Eden +1  
 G.O.L.D.  
 G.O.L.D. +1  
 Good Food  
 Good Food +1  
 Home  
 Home +1  
 Really  
 Watch  
 Watch +1  
 Yesterday  
 Yesterday +1

**Walt Disney Co**

Disney Channel  
 Disney Channel +1  
 Disney Junior  
 Disney Junior Plus  
 Disney XD  
 Disney XD +1