



## TRENDS IN TELEVISION VIEWING

2014

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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>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
	<b>2014</b>	3.90	3.52	3.43	3.86	3.68

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**

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Individuals</b>	3.71	3.65	3.60	3.63	3.74	3.75	4.03	4.03	4.01	3.87	3.68
<b>Men</b>	3.69	3.64	3.58	3.56	3.70	3.72	3.99	4.04	4.03	3.87	3.72
<b>Women</b>	4.22	4.18	4.12	4.19	4.29	4.28	4.60	4.59	4.54	4.42	4.22
<b>Adults</b>	3.96	3.92	3.86	3.89	4.00	4.01	4.30	4.30	4.29	4.15	3.98
<b>Adults 16-24</b>	2.61	2.62	2.59	2.51	2.49	2.57	2.81	2.75	2.62	2.47	2.31
<b>Adults 25-34</b>	3.53	3.47	3.33	3.29	3.41	3.39	3.31	3.26	3.27	3.08	2.82
<b>Adults 35-44</b>	3.71	3.66	3.60	3.62	3.65	3.61	3.90	3.86	3.78	3.60	3.32
<b>Adults 45-54</b>	4.03	4.03	4.04	4.02	4.22	4.24	4.48	4.49	4.49	4.27	4.08
<b>Adults 55-64</b>	4.48	4.39	4.38	4.52	4.62	4.65	5.18	5.26	5.24	5.15	4.97
<b>Adults 65+</b>	5.10	5.01	4.90	5.02	5.24	5.23	5.71	5.75	5.78	5.68	5.67
<b>Children</b>	2.40	2.25	2.20	2.23	2.31	2.29	2.51	2.45	2.37	2.23	1.96

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**

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Individuals</b>	94.0	93.4	93.0	93.4	93.1	93.7	93.9	94.8	94.2	94.2	93.7
<b>Men</b>	93.4	93.0	92.5	92.6	92.5	93.1	93.5	94.2	93.6	93.4	93.2
<b>Women</b>	95.1	94.6	94.3	94.6	94.2	94.7	95.1	96.0	95.4	95.6	95.0
<b>Adults</b>	94.3	93.8	93.5	93.6	93.4	93.9	94.3	95.1	94.5	94.5	94.1
<b>Adults 16-24</b>	86.6	86.1	85.1	84.9	84.0	84.5	86.4	88.4	86.5	86.7	86.0
<b>Adults 25-34</b>	93.4	92.5	92.5	92.5	91.9	93.0	92.1	93.6	92.8	92.6	91.9
<b>Adults 35-44</b>	95.4	94.9	94.5	94.5	94.6	95.2	95.4	96.0	95.3	95.1	94.6
<b>Adults 45-54</b>	95.7	95.1	95.0	95.4	95.5	96.0	96.1	96.7	96.4	96.4	96.1
<b>Adults 55-64</b>	96.1	96.1	95.8	96.3	96.0	96.5	96.8	97.1	97.1	97.1	96.9
<b>Adults 65+</b>	96.6	96.4	96.1	96.4	96.5	96.4	97.1	97.5	96.9	97.2	97.2
<b>Children</b>	92.6	91.4	90.6	91.9	91.6	92.3	91.7	93.2	92.3	92.3	91.1

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**

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
<b>TV Households</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>26130</b>

<b>Total Digital</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>26130</b>
<b>Digital Satellite</b>	7146	7815	8320	8752	9332	10262	11012	11509	11462	11429	10997
<b>Digital Cable</b>	2599	2703	2933	3274	3442	3664	3997	3822	4029	4137	4037
<b>Digital Terrestrial</b>	4216	6363	8831	12017	14008	16882	18376	20075	19633	19327	18888

<b>Total Analogue</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>	764	594	368	131	143	119	25	-	-	-	-
<b>Analogue Satellite</b>	131	117	117	108	108	108	108	-	-	-	-
<b>Analogue Terrestrial</b>	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**

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>BBC</b>	36.65	35.21	34.46	34.01	33.54	32.65	33.17	33.19	33.63	32.36	33.15
<b>ITV</b>	24.14	24.13	23.12	23.21	23.23	23.13	22.86	23.09	22.34	23.05	21.99
<b>Channel 4</b>	10.48	11.00	12.09	11.71	11.57	11.24	11.18	11.31	11.29	10.77	10.53
<b>BSkyB</b>	6.45	6.36	6.73	6.36	6.02	6.88	6.61	8.71	8.32	8.39	8.28
<b>Channel 5</b>	6.57	6.43	5.87	5.99	6.08	6.12	5.91	5.92	5.98	5.99	5.92
<b>UK Channel Mgt</b>	2.50	2.68	2.99	3.15	3.46	3.73	3.86	3.93	4.29	4.51	4.89
<b>Discovery Ltd.</b>	1.39	1.58	1.39	1.17	1.21	1.30	1.55	1.57	1.61	1.92	2.12
<b>Walt Disney Co Ltd.</b>	0.68	0.65	0.89	1.04	1.26	1.37	1.26	1.37	1.38	1.21	1.09
<b>CSC Media Group</b>	0.23	0.42	0.51	0.52	0.48	0.50	0.66	0.65	0.72	0.82	1.05
<b>Turner BSE Ltd.</b>	1.23	1.07	0.90	0.87	0.81	0.82	0.80	0.97	0.94	1.04	0.97
<b>Nickelodeon</b>	0.88	0.94	1.08	1.09	1.20	1.12	0.86	0.86	0.91	0.97	0.91
<b>CBS ChelloZone</b>	0.13	0.16	0.26	0.30	0.28	0.28	0.39	0.51	0.57	0.58	0.78
<b>Entertainment Networks</b>	-	-	-	-	-	-	-	-	0.21	0.53	0.78
<b>Comedy Central</b>	0.28	0.28	0.45	0.51	0.54	0.66	0.68	0.70	0.77	0.72	0.66
<b>MTV Networks Europe</b>	0.89	0.90	0.77	0.67	0.65	0.72	0.61	0.69	0.67	0.65	0.65
<b>AETN</b>	0.22	0.21	0.25	0.33	0.39	0.40	0.43	0.47	0.55	0.53	0.60
<b>NBC Universal</b>	0.60	0.58	0.48	0.62	0.70	0.68	0.57	0.58	0.53	0.51	0.57
<b>Box Television</b>	0.67	0.61	0.55	0.62	0.56	0.59	0.50	0.54	0.48	0.49	0.54
<b>Dolphin TV</b>	-	0.01	0.06	0.10	0.13	0.13	0.14	0.15	-	-	-
<b>Living TV Group</b>	1.73	1.97	2.03	2.29	2.36	2.50	2.45	-	-	-	-
<b>Others</b>	4.29	4.83	5.14	5.44	5.53	5.18	5.53	4.79	4.81	4.97	4.52

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	2013	2014
<b>ITV</b>	40.65	38.09	37.65	37.60	36.81	36.92	36.73	35.53	35.74	33.65
<b>Channel 4</b>	17.10	18.65	18.51	18.64	18.16	18.51	25.54	26.30	25.32	25.84
<b>Sky Sales</b>	12.00	12.52	12.48	12.70	13.85	16.33	20.40	20.35	20.20	23.65
<b>Channel 5</b>	10.75	9.88	10.12	10.25	10.19	9.90	9.76	9.72	9.33	9.25
<b>Others</b>	4.50	4.58	4.03	3.27	2.77	4.24	4.49	5.04	5.16	5.81
<b>Turner Sales</b>	1.98	1.58	1.55	1.41	1.44	1.51	1.54	1.58	1.79	1.64
<b>Media Icon</b>	-	-	0.03	0.13	0.17	0.11	0.21	0.09	0.06	0.06
<b>Ethnic Media Sales</b>	-	-	-	-	-	-	0.10	0.46	0.78	0.05
<b>Media 15</b>	-	-	-	-	-	-	-	-	0.05	0.05
<b>Dolphin TV</b>	0.65	0.94	1.16	0.96	0.94	1.10	1.13	0.93	1.57	-
<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	-	-	-	-	-

Annual percentage share of total commercial impacts by Sales House.

**Appendix - Channels by Broadcaster 2014 (includes HD Channels)**

<b><u>BBC</u></b>	5*	Sky Sports 5	Pop	Sony Movies Channel +1	Cartoon Network Too
BBC News	5* +1	Sky Sports Active Hi 1-5	Pop +1	Sony TV	Cartoonito
BBC Parliament	Channel 5	Sky Sports Active Lo 1-9	Pop Girl	Sony TV +1	TCM
BBC Red Button	Channel 5 +24	Sky Sports Active Other	Scuzz		TCM +1
BBC1	Channel 5 +1	Sky Sports F1	The Vault	<b><u>MTV Networks Europe</u></b>	Tru TV
BBC2		Sky Sports News HQ	Tiny Pop	MTV	
BBC3	<b><u>BSkyB</u></b>		Tiny Pop +1	MTV +1	<b><u>UK Channel Management</u></b>
BBC4	Challenge TV	<b><u>AETN Ltd.</u></b>	True Drama	MTV Base	Alibi
CBBC	Challenge TV +1	Crime + Investigation	True Entertainment	MTV Classic	Alibi +1
Cbeebies	Pick	Crime + Investigation +1	True Entertainment +1	MTV Dance	Dave
BBC Freeview	Pick +1	H2	True Movies 1	MTV Hits	Dave ja vu
	Sky 1	History	True Movies 2	MTV Live	Drama
<b><u>ITV</u></b>	Sky 1 +1	History +1		MTV Music	Eden
CITV	Sky 2	Lifetime	<b><u>Discovery</u></b>	MTV Rocks	Eden +1
ITV	Sky Arts 1	Lifetime +1	Animal Planet	VH1	G.O.L.D.
ITV +1	Sky Arts 2		Animal Planet +1	VIVA	G.O.L.D. +1
ITV Be	Sky Atlantic	<b><u>Box Television</u></b>	Discovery		Good Food
ITV Be+1	Sky Atlantic +1	4Music	Discovery +1	<b><u>NBC Universal</u></b>	Good Food +1
ITV Encore	Sky Box Office (Events)	heat	Discovery History	Movies 24	Home
ITV Encore +1	Sky Box Office (Movies)	Kerrang	Discovery History +1	Movies 24+	Home +1
ITV2	Sky Living	Kiss TV	Discovery Home and Health	Universal	Really
ITV2 +1	Sky Living +1	Magic TV	Discovery Home and Health +1	Universal +1	Watch
ITV3	Sky LIVINGit	Smash Hits	Discovery Science		Watch +1
ITV3 +1	Sky LIVINGit +1	The Box	Discovery Science +1	<b><u>Nickelodeon UK</u></b>	Yesterday
ITV4	Sky Movies Action and Adventure		Discovery Shed	Nickelodeon	Yesterday +1
ITV4 +1	Sky Movies Comedy	<b><u>CBS Chellozone</u></b>	Discovery Turbo	Nickelodeon +1	
STV Glasgow	Sky Movies Crime and Thriller	CBS Action	DMAX	Nick Jr	<b><u>Walt Disney Co</u></b>
	Sky Movies Disney	CBS Drama	DMAX +1	Nick Jr +1	Disney Channel
<b><u>CH4</u></b>	Sky Movies Drama and Romance	CBS Reality	Investigation Discovery	Nick Jr 2	Disney Channel +1
4seven	Sky Movies Family	CBS Reality +1	Investigation Discovery +1	Nicktoons TV	Disney Junior
CH4	Sky Movies Greats	Horror Channel	Quest		Disney Junior Plus
CH4+1	Sky Movies Premiere	Horror Channel +1	Quest +1	<b><u>Comedy Central</u></b>	Disney XD
E4	Sky Movies Premiere +1		TLC	Comedy Central	Disney XD +1
E4 +1	Sky Movies SciFi/Horror	<b><u>CSC Media Group</u></b>	TLC +1	Comedy Central +1	
Film 4	Sky Movies Select	Bliss	TLC +2	Comedy Central Extra	
Film 4 +1	Sky Movies Showcase	BuzMuzik		Comedy Central Extra +1	
More 4	Sky News	Chart Show Dance	<b><u>Entertainment Networks</u></b>		
More 4 +1	Sky News Active	Chart Show TV	Movies4Men	<b><u>Turner Broadcasting</u></b>	
	Sky Sports 1	flava	Movies4Men +1	Boomerang	
<b><u>CH5</u></b>	Sky Sports 2	Kix	more>movies/movies mix	Boomerang +1	
5 USA	Sky Sports 3	Kix +1	more>movies/movies mix +1	Cartoon Network	
5 USA +1	Sky Sports 4	Kix+	Sony Movie Channel	Cartoon Network +1	