



# **TRENDS IN TELEVISION VIEWING**

**QUARTER 1 2010**

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**TABLE 1****AVERAGE DAILY HOURS OF VIEWING - ALL 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>	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
<b>2002-2009 PANEL</b>	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
<b>NEW PANEL</b>	2010	4.27				

**TABLE 2****TRENDS IN AUDIENCE SHARE BY CHANNEL****ALL INDIVIDUALS**

	TERRESTRIAL						NON- TERRESTRIAL	TOTAL	% OF VIEWING TO ADVERTISING CHANNELS	
	BBC1	BBC2	ITV1 + GMTV	CH 4	CH 4 + 1	Five	TOTAL			
	%	%	%	%	%	%	%	%		
2007 - Qtr 1	22.2	8.7	19.5	9.5	-	5.4	65.4	34.6	100.0	61.9
2007 - Qtr 2	22.2	8.6	18.8	8.8	-	5.3	63.6	36.4	100.0	61.7
2007 - Qtr 3	21.3	8.2	18.8	8.5	-	5.1	62.1	37.9	100.0	61.8
2007 - Qtr 4	22.4	8.6	19.7	7.6	0.5	4.8	63.5	36.5	100.0	61.6
2008 - Qtr 1	21.6	7.8	18.9	7.8	0.6	5.3	61.9	38.1	100.0	61.8
2008 - Qtr 2	21.7	7.8	18.8	7.8	0.7	5.0	61.8	38.2	100.0	61.4
2008 - Qtr 3	22.3	7.8	17.2	7.4	0.7	4.8	60.2	39.8	100.0	62.0
2008 - Qtr 4	21.6	8.0	18.8	7.0	0.7	4.9	61.0	39.0	100.0	62.4
2009 - Qtr 1	21.1	7.6	18.2	7.4	0.8	4.9	60.1	39.9	100.0	62.9
2009 - Qtr 2	20.7	7.3	17.6	7.0	0.7	5.0	58.3	41.7	100.0	63.4
2009 - Qtr 3	20.8	7.7	16.3	6.5	0.7	4.9	57.0	43.0	100.0	62.6
2009 - Qtr 4	21.0	7.3	19.0	6.2	0.6	4.6	58.8	41.2	100.0	62.7
<b>NEW PANEL</b>										
2010 - Qtr 1	20.7	7.1	17.0	6.7	0.8	4.7	56.8	43.2	100.0	61.1

**TABLE 3****CHANNEL SHARES BY DEMOGRAPHICS - ALL TIME**

ALL INDIVIDUALS - 4th January to 4th April 2010

	TERRESTRIAL						NON-TERRESTRIAL	TOTAL
	BBC1	BBC2	ITV + GMTV	CH 4/4+1	Five	TOTAL		
	%	%	%	%	%	%	%	%
All Individuals	20.7	7.1	17.0	7.5	4.6	56.8	43.2	100.0
All Adults	21.6	7.4	17.6	7.6	4.8	59.0	41.0	100.0
Men	21.5	8.0	14.5	7.1	4.5	55.7	44.3	100.0
Women	21.8	6.9	20.0	8.0	4.9	61.6	38.4	100.0
Housewives	22.0	7.5	18.7	7.7	5.1	61.1	38.9	100.0
HW with children	15.7	4.3	16.6	8.5	4.6	49.6	50.4	100.0
16-34	13.8	4.7	12.8	9.7	4.2	45.1	54.9	100.0
35-54	19.4	6.2	16.9	7.9	4.6	54.9	45.1	100.0
55+	27.0	9.7	20.3	6.4	5.2	68.6	31.4	100.0
Adults ABC1	24.3	8.4	15.9	7.9	4.1	60.5	39.5	100.0
Adults C2DE	19.7	6.8	18.8	7.4	5.3	57.9	42.1	100.0
16-34 ABC1	16.3	5.4	11.7	10.5	4.0	48.0	52.0	100.0
35-54 ABC1	21.9	6.9	15.3	8.1	4.1	56.3	43.7	100.0
55+ ABC1	30.6	11.2	18.7	6.3	4.1	70.8	29.2	100.0
16-34 C2DE	11.8	4.0	13.6	9.1	4.3	42.8	57.2	100.0
35-54 C2DE	17.4	5.6	18.2	7.6	4.9	53.8	46.2	100.0
55+ C2DE	26.7	9.6	22.0	6.5	5.8	70.5	29.5	100.0
Children	11.3	3.6	11.2	6.4	3.5	36.0	64.0	100.0

**TABLE 4****PLATFORM UNIVERSES - HOMES**

	Digital Sat	Digital Cable	Digital Terr	Total Digital	Total Anlg	Anlg Cable	Anlg Terr	All Platforms
01.01.07	8320	2933	8831	<b>18226</b>	<b>7167</b>	368	6682	<b>25319</b>
	32.9	11.6	34.9	<b>72.0</b>	<b>28.3</b>	1.5	26.4	<b>100.0</b>
01.04.07	8335	3074	9233	<b>18642</b>	<b>6788</b>	288	6383	<b>25380</b>
	32.8	12.1	36.4	<b>73.5</b>	<b>26.7</b>	1.1	25.1	<b>100.0</b>
01.07.07	8382	3134	9811	<b>19213</b>	<b>6285</b>	228	5949	<b>25442</b>
	32.9	12.3	38.6	<b>75.5</b>	<b>24.7</b>	0.9	23.4	<b>100.0</b>
01.10.07	8493	3225	10545	<b>19877</b>	<b>5663</b>	173	5382	<b>25503</b>
	33.3	12.6	41.3	<b>77.9</b>	<b>22.2</b>	0.7	21.1	<b>100.0</b>
01.01.08	8752	3274	12017	<b>21104</b>	<b>4596</b>	131	4357	<b>25633</b>
	34.1	12.8	46.9	<b>82.3</b>	<b>17.9</b>	0.5	17.0	<b>100.0</b>
01.04.08	8808	3277	12239	<b>21316</b>	<b>4394</b>	148	4138	<b>25696</b>
	34.3	12.8	47.6	<b>83.0</b>	<b>17.1</b>	0.6	16.1	<b>100.0</b>
01.07.08	8876	3336	12465	<b>21506</b>	<b>4305</b>	151	4046	<b>25760</b>
	34.5	13.0	48.4	<b>83.5</b>	<b>16.7</b>	0.6	15.7	<b>100.0</b>
01.10.08	9084	3379	12989	<b>21618</b>	<b>4273</b>	144	4021	<b>25823</b>
	35.2	13.1	50.3	<b>83.7</b>	<b>16.5</b>	0.6	15.6	<b>100.0</b>
01.01.09	9332	3442	14008	<b>22294</b>	<b>3711</b>	143	3460	<b>25931</b>
	36.0	13.3	54.0	<b>86.0</b>	<b>14.3</b>	0.6	13.3	<b>100.0</b>
01.04.09	9530	3465	14292	<b>22483</b>	<b>3616</b>	120	3388	<b>25996</b>
	36.7	13.3	55.0	<b>86.5</b>	<b>13.9</b>	0.5	13.0	<b>100.0</b>
01.07.09	9738	3497	14735	<b>22763</b>	<b>3395</b>	132	3155	<b>26062</b>
	37.4	13.4	56.5	<b>87.3</b>	<b>13.0</b>	0.5	12.1	<b>100.0</b>
01.10.09	9966	3543	15562	<b>23542</b>	<b>2643</b>	117	2418	<b>26127</b>
	38.1	13.6	59.6	<b>90.1</b>	<b>10.1</b>	0.4	9.3	<b>100.0</b>
01.01.10	10262	3664	16882	<b>23831</b>	<b>2136</b>	119	1909	<b>25950</b>
	39.5	14.1	65.1	<b>91.8</b>	<b>8.2</b>	0.5	7.4	<b>100.0</b>

NOTE: Included in the total are a small number of homes (less than 1%) still receiving analogue satellite signals

**TABLE 5**

**AVERAGE WEEKLY REACH\* - CONSOLIDATED DATA**

		ALL INDIVIDUALS					NON-TERRESTRIAL	ANY TV AT ALL
		TERRESTRIAL						
		BBC1	BBC2	ITV + GMTV	CH 4	Five		
		%	%	%	%	%	%	%
2004	Qtr 1	88.7	76.6	85.5	74.2	55.1	50.7	94.9
	Qtr 2	86.3	70.7	83.3	72.4	52.2	52.0	94.1
	Qtr 3	84.7	70.7	79.7	70.1	51.6	52.3	92.7
	Qtr 4	87.1	72.1	83.9	72.9	56.1	55.7	94.6
2005	Qtr 1	87.2	71.8	82.9	74.6	56.0	59.0	94.4
	Qtr 2	84.6	68.1	80.2	70.9	52.9	59.1	93.3
	Qtr 3	82.0	67.0	77.4	70.6	51.7	59.1	91.8
	Qtr 4	86.0	70.3	81.3	72.1	54.5	62.2	94.1
2006	Qtr 1	85.4	70.7	80.7	73.6	55.0	65.2	94.1
	Qtr 2	83.7	64.9	78.7	70.0	50.6	65.2	92.9
	Qtr 3	80.9	63.9	74.3	66.9	49.7	65.3	91.5
	Qtr 4	84.4	68.4	78.8	70.5	52.2	68.6	93.6
2007	Qtr 1	84.9	69.7	78.7	72.4	52.5	70.6	94.4
	Qtr 2	83.7	65.3	76.3	68.7	48.4	70.5	93.7
	Qtr 3	80.4	63.7	74.4	64.7	46.4	70.2	91.7
	Qtr 4	84.6	69.7	79.4	69.0	50.7	74.6	93.8
2008	Qtr 1	84.3	68.1	78.4	70.6	53.2	77.7	94.1
	Qtr 2	83.2	64.9	76.4	66.6	50.5	77.0	93.6
	Qtr 3	80.3	65.2	72.7	62.5	48.9	75.6	91.6
	Qtr 4	83.3	67.9	77.7	67.0	51.9	78.1	93.4
2009	Qtr 1	83.7	65.7	77.4	68.3	50.9	80.7	93.9
	Qtr 2	82.2	62.5	75.0	64.3	48.5	80.7	93.9
	Qtr 3	80.0	64.3	71.0	60.2	47.9	80.3	92.5
	Qtr 4	84.0	65.6	78.5	65.4	51.3	84.6	94.5
<b>NEW PANEL</b>								
	2010 Qtr 1	83.9	65.9	75.8	67.4	52.3	86.9	94.1

\* Reach is defined as the percentage of the population tuning to a channel for at least three minutes during the week

**TABLE 6****TRENDS IN AUDIENCE SHARE BY BROADCASTER**

<i>See Appendix</i>	<b>BBC</b>	<b>Non-BBC</b>	<b>ITV</b>	<b>CH 4</b>	<b>Five</b>	<b>Sky</b>	<b>UKTV</b>	<b>Virgin</b>	<b>Discovery Channels</b>	<b>Other Broadcasters</b>
	%	%	%	%	%	%	%	%	%	%
<i>2007 - Qtr 3</i>	33.4	66.6	23.1	11.9	6.0	6.1	3.2	2.3	1.3	12.8
<i>2007 - Qtr 4</i>	34.5	65.5	23.9	10.8	5.8	6.4	3.5	2.3	1.1	11.7
<i>2008 - Qtr 1</i>	33.3	66.7	23.4	11.7	6.3	6.1	3.5	2.2	1.2	12.3
<i>2008 - Qtr 2</i>	33.5	66.5	23.6	11.7	6.1	5.7	3.3	2.2	1.2	12.7
<i>2008 - Qtr 3</i>	34.1	65.9	21.9	11.8	5.9	6.0	3.5	2.6	1.2	13.0
<i>2008 - Qtr 4</i>	33.4	66.6	24.0	11.2	6.0	6.3	3.6	2.5	1.2	11.8
<i>2009 - Qtr 1</i>	32.8	67.2	23.3	11.8	6.2	6.8	3.7	2.8	1.2	11.4
<i>2009 - Qtr 2</i>	32.2	67.8	23.0	11.5	6.3	7.0	3.7	2.8	1.3	12.2
<i>2009 - Qtr 3</i>	32.9	67.1	21.7	11.2	6.2	7.2	3.9	2.7	1.2	13.1
<i>2009 - Qtr 4</i>	32.7	67.3	24.5	10.5	5.8	6.6	3.7	2.4	1.2	12.6
<b>NEW PANEL</b>										
<i>2010 - Qtr 1</i>	32.7	67.3	22.5	11.4	6.0	6.4	3.7	2.4	1.5	13.6

**TABLE 7****TRENDS IN IMPACTS SHARE BY SALES HOUSE**

	<b>ITV1</b>	<b>Other ITV</b>	<b>GMTV</b>	<b>CH 4</b>	<b>Five</b>	<b>BSkyB</b>	<b>IDS</b>	<b>All others</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
2007 - Qtr 3	30.8	7.6	2.3	19.5	10.6	9.7	10.5	9.0
2007 - Qtr 4	31.6	7.3	2.1	17.5	9.7	12.7	11.0	8.1
2008 - Qtr 1	30.0	7.8	2.1	18.9	10.5	12.3	10.7	7.9
2008 - Qtr 2	29.9	7.8	2.1	18.8	10.5	12.3	10.7	7.9
2008 - Qtr 3	27.6	8.1	2.1	19.6	10.1	12.7	11.0	8.8
2008 - Qtr 4	29.0	8.9	2.0	18.1	10.0	13.2	10.7	8.2
2009 - Qtr 1	28.1	8.5	2.0	19.1	10.3	13.5	11.2	7.5
2009 - Qtr 2	26.8	8.9	2.1	18.7	10.6	13.5	11.2	8.3
2009 - Qtr 3	25.3	9.1	2.0	18.6	10.4	14.3	11.8	8.6
2009 - Qtr 4	29.4	9.3	1.8	17.1	9.7	13.7	10.8	8.1
<b>NEW PANEL</b>								
2010 - Qtr 1	26.8	10.1	2.1	19.1	9.9	16.1	11.1	4.9



## Appendix

### BBC

BBC1  
BBC2  
BBC3  
BBC 4  
BBC News  
BBC Parliament  
BBC HD  
CBeebies  
CBBC

### ITV Channels

ITV1  
ITV1 HD  
ITV2  
ITV2+1  
ITV3  
ITV3 +1  
ITV4  
ITV4 +1  
CITV  
GMTV  
Men and Motors

### Channel 4

Channel 4  
Channel 4 +1  
E4  
E4 +1  
Film 4  
Film 4 +1  
More 4  
More 4 +1  
S4C

### Five

Five  
Fiver  
Fiver +1  
Five USA  
Five USA +1

### Discovery Channels

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

### Sky Channels

Sky One  
Sky Two  
Sky Three  
Sky Arts 1  
Sky Arts 2  
Sky Movies Action and Adventure  
Sky Movies Classic  
Sky Movies Comedy  
Sky Movies Crime and Thriller  
Sky Movies Drama and Romance  
Sky Movies Family  
Sky Movies Indie  
Sky Movies Modern Greats  
Sky Movies SciFi/Horror  
Sky Movies Premiere  
Sky Movies Premiere +1  
Sky Movies Showcase  
Sky Multistart 1-8  
Sky Box Office (Movies)  
Sky Box Office (Events)  
Sky News  
Sky News Active  
Sky Sports 1  
Sky Sports 2  
Sky Sports 3  
Sky Sports 4  
Sky Sports News  
Sky Sports Active 1-8  
Sky Sports Active Other  
Sky Real Lives  
Sky Real Lives +1  
Sky Real Lives 2  
Sky Travel

### UKTV Channels

Alibi  
Alibi +1  
Blighty  
Dave  
Dave ja vu  
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

### Virgin Channels

Bravo  
Bravo +1  
Bravo 2  
Challenge TV  
Chanllenge TV +1  
Living  
Living +1  
Living +2  
LIVINGit  
LIVINGit +1  
Virgin 1  
Virgin 1+1