

TRENDS IN TELEVISION VIEWING

QUARTER 4 2010

Published February 2011

TABLE 1**AVERAGE DAILY HOURS OF VIEWING - ALL 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
NEW PANEL	2010	4.27	3.76	3.76	4.35	4.03

TABLE 2

TRENDS IN AUDIENCE SHARE BY CHANNEL

ALL INDIVIDUALS

	TERRESTRIAL							NON-TERRESTRIAL	TOTAL	% OF VIEWING TO ADVERTISING CHANNELS
	BBC1	BBC2	ITV1 + ITV B'fast	CH 4	CH 4 + 1	Five	TOTAL			
	%	%	%	%	%	%	%	%	%	
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
NEW PANEL										
2010 - Qtr 1	20.7	7.1	17.0	6.7	0.8	4.7	56.8	43.2	100.0	61.1
2010 - Qtr 2	21.1	6.7	16.9	6.1	0.8	4.6	56.2	43.8	100.0	61.7
2010 - Qtr 3	20.3	6.9	15.7	6.3	0.9	4.6	54.7	45.3	100.0	62.6
2010 - Qtr 4	21.0	6.9	18.1	5.9	0.8	4.4	57.1	42.9	100.0	62.8

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

ALL INDIVIDUALS - 4th October 2010 - 2nd January 2011

	TERRESTRIAL						NON- TERRESTRIAL	TOTAL
	BBC1	BBC2	ITV1 + ITV B'fast	CH 4/4+1	Five	TOTAL		
	%	%	%	%	%	%	%	%
All Individuals	21.0	6.9	18.1	6.6	4.4	57.1	42.9	100.0
All Adults	21.9	7.3	18.5	6.8	4.5	58.9	41.1	100.0
Men	21.5	7.8	15.3	6.5	4.2	55.2	44.8	100.0
Women	22.2	6.9	21.2	7.0	4.7	62.0	38.0	100.0
Housewives	22.2	7.4	19.7	6.8	4.8	60.9	39.1	100.0
HW with children	16.5	4.4	19.2	6.9	4.4	51.4	48.6	100.0
16-34	14.9	4.4	15.7	8.0	4.0	47.0	53.0	100.0
35-54	19.6	6.3	18.7	6.9	4.2	55.7	44.3	100.0
55+	27.0	9.4	19.7	6.0	4.9	67.1	32.9	100.0
Adults ABC1	24.5	8.4	17.1	6.7	3.6	60.4	39.6	100.0
Adults C2DE	19.9	6.4	19.6	6.8	5.1	57.8	42.2	100.0
16-34 ABC1	16.9	5.3	14.8	8.2	3.5	48.7	51.3	100.0
35-54 ABC1	22.2	7.3	17.2	6.7	3.6	57.0	43.0	100.0
55+ ABC1	30.7	11.2	18.3	5.9	3.7	69.8	30.2	100.0
16-34 C2DE	13.2	3.6	16.5	7.9	4.4	45.6	54.4	100.0
35-54 C2DE	17.4	5.4	19.9	7.1	4.7	54.5	45.5	100.0
55+ C2DE	26.5	9.1	21.2	6.0	5.6	68.4	31.6	100.0
Children	12.9	3.5	13.8	5.5	3.8	39.4	60.6	100.0

TABLE 4**PLATFORM UNIVERSES - HOMES**

	Digital Sat	Digital Cable	Digital Terr	Total Digital	Total Anlg	Anlg Cable	Anlg Terr	All Platforms
01.04.07	8335	3074	9233	18642	6788	288	6383	25380
	32.8	12.1	36.4	73.5	26.7	1.1	25.1	100.0
01.07.07	8382	3134	9811	19213	6285	228	5949	25442
	32.9	12.3	38.6	75.5	24.7	0.9	23.4	100.0
01.10.07	8493	3225	10545	19877	5663	173	5382	25503
	33.3	12.6	41.3	77.9	22.2	0.7	21.1	100.0
01.01.08	8752	3274	12017	21104	4596	131	4357	25633
	34.1	12.8	46.9	82.3	17.9	0.5	17.0	100.0
01.04.08	8808	3277	12239	21316	4394	148	4138	25696
	34.3	12.8	47.6	83.0	17.1	0.6	16.1	100.0
01.07.08	8876	3336	12465	21506	4305	151	4046	25760
	34.5	13.0	48.4	83.5	16.7	0.6	15.7	100.0
01.10.08	9084	3379	12989	21618	4273	144	4021	25823
	35.2	13.1	50.3	83.7	16.5	0.6	15.6	100.0
01.01.09	9332	3442	14008	22294	3711	143	3460	25931
	36.0	13.3	54.0	86.0	14.3	0.6	13.3	100.0
01.04.09	9530	3465	14292	22483	3616	120	3388	25996
	36.7	13.3	55.0	86.5	13.9	0.5	13.0	100.0
01.07.09	9738	3497	14735	22763	3395	132	3155	26062
	37.4	13.4	56.5	87.3	13.0	0.5	12.1	100.0
01.10.09	9966	3543	15562	23542	2643	117	2418	26127
	38.1	13.6	59.6	90.1	10.1	0.4	9.3	100.0
01.01.10	10262	3664	16882	23831	2136	119	1909	25950
	39.5	14.1	65.1	91.8	8.2	0.5	7.4	100.0
01.04.10	10366	3801	17305	24342	1718	111	1499	26020
	39.8	14.6	66.5	93.6	6.6	0.4	5.8	100.0
01.07.10	10565	3880	17761	24686	1442	91	1243	26090
	40.5	14.9	68.1	94.6	5.5	0.3	4.8	100.0
01.10.10	10739	4068	18132	24776	1424	30	1286	26159
	41.1	15.6	69.3	94.7	5.4	0.1	4.9	100.0

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	ITV1 + ITV B'fast	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
NEW PANEL								
2010	Qtr 1	83.9	65.9	75.8	67.4	52.3	86.9	94.1
	Qtr 2	83.0	62.2	75.4	63.1	49.3	85.4	93.6
	Qtr 3	81.6	62.5	72.1	61.0	49.1	84.9	93.0
	Qtr 4	85.5	66.9	78.8	66.0	52.6	87.4	94.8

* 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>	BBC	Non-BBC	ITV	CH 4	Five	Sky	UKTV	Living TV Group*	Discovery Channels	Other Broadcaster
	%	%	%	%	%	%	%	%	%	%
2007 - Qtr 3	33.4	66.6	23.1	11.9	6.0	6.1	3.2	2.3	1.3	12.8
2007 - Qtr 4	34.5	65.5	23.9	10.8	5.8	6.4	3.5	2.3	1.1	11.7
2008 - Qtr 1	33.3	66.7	23.4	11.7	6.3	6.1	3.5	2.2	1.2	12.3
2008 - Qtr 2	33.5	66.5	23.6	11.7	6.1	5.7	3.3	2.2	1.2	12.7
2008 - Qtr 3	34.1	65.9	21.9	11.8	5.9	6.0	3.5	2.6	1.2	13.0
2008 - Qtr 4	33.4	66.6	24.0	11.2	6.0	6.3	3.6	2.5	1.2	11.8
2009 - Qtr 1	32.8	67.2	23.3	11.8	6.2	6.8	3.7	2.8	1.2	11.4
2009 - Qtr 2	32.2	67.8	23.0	11.5	6.3	7.0	3.7	2.8	1.3	12.2
2009 - Qtr 3	32.9	67.1	21.7	11.2	6.2	7.2	3.9	2.7	1.2	13.1
2009 - Qtr 4	32.7	67.3	24.5	10.5	5.8	6.6	3.7	2.4	1.2	12.6
NEW PANEL										
2010 - Qtr 1	32.7	67.3	22.5	11.4	6.0	6.4	3.7	2.4	1.5	13.6
2010 - Qtr 2	33.2	66.8	22.9	10.9	5.9	6.6	3.7	2.6	1.6	12.6
2010 - Qtr 3	32.6	67.4	21.8	11.6	6.0	6.7	4.1	2.6	1.7	12.9
2010 - Qtr 4	33.2	66.8	24.1	10.7	5.8	6.7	4.0	2.3	1.5	11.8

* Formerly known as Virgin Media Television.

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

	ITV1	Other ITV	ITV B'fast	CH 4	Five	BSkyB	IDS	All others
	%	%	%	%	%	%	%	%
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
NEW PANEL								
2010 - Qtr 1	26.8	10.1	2.1	19.1	9.9	16.1	11.1	4.9
2010 - Qtr 2	25.8	10.8	2.1	18.3	10.0	16.8	11.3	5.0
2010 - Qtr 3	24.3	10.7	1.8	19.1	10.1	16.9	11.6	5.5
2010 - Qtr 4	28.2	10.7	1.6	17.7	9.7	15.8	10.6	5.3

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
ITV Breakfast
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 HD
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

Living TV Group

Bravo
Bravo +1
Bravo 2
Challenge TV
Chanllenge TV +1
Living
Living +1
Living +2
LIVINGit
LIVINGit +1
LIVING Loves
Channel One
Channel One +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 Moives 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