



The TV Player Report

A beta report
into online TV viewing

Week ending 17th July 2016

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- 🏠 In an era of constant change, BARB continues to develop its services in response to fragmenting behaviour patterns. Since our launch in 1981, there has been proliferation of platforms, channels and catch-up services. In recent years, more people have started to watch television and video content distributed through the internet.
- 🏠 Project Dovetail is at the heart of our development strategy. Its premise is that BARB's services need to harness the strengths of two complementary data sources.
 - BARB's panel of 5,100 homes provides representative viewing information that delivers programme reach, demographic viewing profiles and measurement of viewers per screen.
 - Device-based data from web servers provides granular evidence of how online TV is being watched.
- 🏠 The TV Player Report is the first stage of Project Dovetail.
- 🏠 It is a beta report that is based on the first outputs from BARB working with UK television broadcasters to generate data about all content delivered through the internet. This on-going development delivers a census-level dataset that details how different devices are being used to view online TV.
- 🏠 Stage 2 of Project Dovetail will integrate this dataset with the outputs that our customers are used to receiving from BARB. We are in the final stages of tendering the contract for this stage. More news will follow on how we will deliver this.
- 🏠 Click [here](#) to watch a short video that brings Project Dovetail to life. Alternatively, contact sarah.espino@barb.co.uk with any questions.

Frequently asked questions








Click on any of the questions below to get an explanation.

- What is this report telling me?
- What does the terminology mean?
- Which of these numbers are already covered by the BARB panel?
- How is online viewing data generated?
- Are the data generated only from BARB panel homes?
- What is "Average Programme Streams"?
- Why is the report being published in beta format?
- Why are some broadcasters' platforms missing from the report?
- Does the report cover live streaming and on-demand viewing?
- What is the difference between measuring live streaming and on-demand viewing?
- Are you reporting on consumption of advertising?
- Is viewing to downloads included?
- What period does the report cover?
- What are Android, Apple iOS and Website players?
- What proportion of all online viewing does the report account for?
- Will the report encompass other operating platforms?
- Does the TV Player Report include viewing through internet-only content platforms?
- How does the implementation process work?
- How does the auditing process work?

Aggregate viewing by TV player (on-demand and live streaming)

Week ending 17th July 2016



		Total viewing time (minutes)			
		All platforms	Android app	Apple iOS app	Website player
All TV players	TOTAL	1,010,967,969	126,756,506	451,925,682	432,285,781
	Live streaming	364,839,791	37,493,401	150,441,027	176,905,363
	On-demand	646,128,178	89,263,105	301,484,656	255,380,418
 All 4	Live streaming	10,033,509	351,676	4,275,503	5,406,331
	On-demand	70,805,796	7,567,153	29,847,435	33,391,209
 BBC iPlayer (incl iPlayer Kids)	Live streaming	137,392,423	7,530,258	35,669,074	94,193,092
	On-demand	358,684,234	48,865,689	154,723,291	155,095,255
 ITV Hub (incl STV Player)	Live streaming	56,684,420	7,496,124	25,585,740	23,602,556
	On-demand	122,646,271	20,170,938	56,068,199	46,407,135
 Sky Go*	Live Streaming	160,729,438	22,115,343	84,910,711	53,703,384
	On-demand	91,322,842	12,659,325	60,845,731	17,817,785
 UKTV Play	On-demand	2,669,035	-	-	2,669,035

* The viewing time given for Sky Go includes viewing to other broadcasters. See the Sky Go column on page 6 for the detailed breakdown.

Aggregate viewing by broadcaster group

Week ending 17th July 2016



LEGEND:
A = Android app,
I = iOS app,
W = Website player

	Total viewing time (minutes)										
	All viewing			Own apps				Sky Go (A, I, W)		BBC iPlayer (A, I, W)	
	Total	On-demand	Live streaming	On-demand		Live streaming		On-demand	Live streaming	On-demand	Live streaming
TOTAL	1,010,967,969	646,128,178	364,839,791	196,121,102		66,717,930		91,322,842	160,729,438	358,684,234	137,392,423
BBC	496,450,667	359,107,803	137,342,863	<i>See BBC iPlayer column</i>				423,569	-	358,684,234	137,342,863
ITV	201,911,221	132,276,518	69,634,703	122,646,271	A, I, W	56,684,420	A, I, W	9,630,246	12,950,283	-	-
Sky	158,220,951	53,061,759	105,159,192	<i>See Sky Go column</i>				53,061,759	105,159,192	-	-
Channel 4	90,461,444	72,813,822	17,647,622	70,805,796	A, I, W	10,033,509	A, I, W	2,008,026	7,614,112	-	-
UKTV	10,406,974	4,463,233	5,943,741	2,669,035	W	-		1,794,198	5,943,741	-	-
Viacom	10,110,427	5,917,942	4,192,485	-		-		5,917,942	4,192,485	-	-
Channel 5	9,115,265	4,285,012	4,830,253	-		-		4,285,012	4,830,253	-	-
Disney	7,376,803	6,734,868	641,934	-		-		6,734,868	641,934	-	-
Discovery	6,658,673	188,659	6,470,014	-		-		188,659	6,470,014	-	-
Fox	5,857,996	1,253,967	4,604,030	-		-		1,253,967	4,604,030	-	-
AETN	4,496,172	887,981	3,608,191	-		-		887,981	3,608,191	-	-
NBC Universal	4,450,481	999,331	3,451,150	-		-		999,331	3,451,150	-	-
Turner	1,555,427	1,054,260	501,167	-		-		1,054,260	501,167	-	-
Star India	762,886	-	762,886	-		-		-	762,886	-	-
S4C	49,560	-	49,560	-		-		-	-	-	49,560
Not Attributable	3,083,022	3,083,022	-	-		-		3,083,022	-	-	-

Note: All totals are rounded to the nearest whole minute.

Only viewing time for audited platforms is included. See page 27.

Live streaming channels

Week ending 17th July 2016



	Total viewing time (minutes)			
	Total	Own apps	BBC iPlayer	Sky Go
BBC1	66,081,041	-	66,081,041	-
BBC News 24	45,490,285	-	45,490,285	-
Sky Sports 1	44,208,754	-	-	44,208,754
Sky Sports 2	26,267,655	-	-	26,267,655
ITV	23,694,692	17,588,902	-	6,105,790
ITV2	22,034,715	18,208,411	-	3,826,305
BBC2	16,388,396	-	16,388,396	-
ITV4	15,342,691	13,967,620	-	1,375,071
Channel 4	7,912,922	4,344,281	-	3,568,641
Sky News	7,893,703	-	-	7,893,703
Sky Sports 4	7,610,604	-	-	7,610,604
ITVbe	5,026,448	4,300,941	-	725,507
E4	4,485,711	2,455,861	-	2,029,850
FOX	3,567,749	-	-	3,567,749
Sky Sports News HQ	3,561,502	-	-	3,561,502
Channel 5	3,542,309	-	-	3,542,309
Cbeebies	3,263,478	-	3,263,478	-
Eurosport UK	3,251,122	-	-	3,251,122
BBC4	3,242,772	-	3,242,772	-
Sky Sports 3	3,230,531	-	-	3,230,531
Film4	3,119,361	1,935,236	-	1,184,125
ITV3	2,967,050	2,437,540	-	529,510
Comedy Central	2,787,875	-	-	2,787,875
Sky 1	2,781,791	-	-	2,781,791
CI	2,071,154	-	-	2,071,154
Universal	1,694,237	-	-	1,694,237
Gold	1,588,023	-	-	1,588,023
More4	1,557,392	725,895	-	831,496
Dave	1,551,120	-	-	1,551,120
BBC Parliament	1,453,686	-	1,453,686	-
Sky Living	1,269,154	-	-	1,269,154
CBBC	1,248,390	-	1,248,390	-
Discovery	1,050,170	-	-	1,050,170
TLC	1,011,486	-	-	1,011,486
Watch	994,858	-	-	994,858
Sky Sports 5	989,817	-	-	989,817
E! Entertainment	905,015	-	-	905,015
MTV	864,146	-	-	864,146
Syfy	851,897	-	-	851,897
History	827,017	-	-	827,017
Sky Cinema Action	803,111	-	-	803,111
Star Plus	762,886	-	-	762,886
Sky Cinema Greats	743,905	-	-	743,905
5 USA	717,415	-	-	717,415

Live streaming channels

Week ending 17th July 2016



	Total viewing time (minutes)			
	Total	Own apps	BBC iPlayer	Sky Go
Sky Cinema Family	713,404	-	-	713,404
Lifetime	710,020	-	-	710,020
National Geographic	707,792	-	-	707,792
Sky Atlantic	688,905	-	-	688,905
Sky Cinema Premier	677,703	-	-	677,703
Sky Cinema Comedy	641,032	-	-	641,032
Alibi	622,682	-	-	622,682
Discovery Turbo	590,152	-	-	590,152
4 Seven	572,235	572,235	-	-
5*	570,529	-	-	570,529
Good Food	547,331	-	-	547,331
Sky Sports Formula 1	537,988	-	-	537,988
Sky Cinema Showcase	536,608	-	-	536,608
Sky Cinema Sci-Fi/Horror	498,096	-	-	498,096
Animal Planet	420,995	-	-	420,995
Home	391,135	-	-	391,135
Sky Cinema Crime	359,202	-	-	359,202
Nick Jr.	348,114	-	-	348,114
ITV Encore	347,812	-	-	347,812
Sky Cinema Drama & Romance	343,300	-	-	343,300
National Geographic Wild	328,488	-	-	328,488
Disney Channel	323,571	-	-	323,571
Disney Junior	318,363	-	-	318,363
Sky Cinema Disney	290,667	-	-	290,667
Eden	248,593	-	-	248,593
Cartoon Network	236,998	-	-	236,998
Sky Cinema Select	235,098	-	-	235,098
CITV	221,073	180,785	-	40,288
Sky Arts 1	202,139	-	-	202,139
Nickelodeon	192,349	-	-	192,349
Boomerang	187,000	-	-	187,000
Quest	146,089	-	-	146,089
Cartoonito	77,168	-	-	77,168
Real Lives	72,138	-	-	72,138
S4C	49,560	-	49,560	-

This is a continuation of the report on page 7.

Top 50 on-demand programmes

Week ending 17th July 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 12/07/2016	BBC A, I, W	345,323
2	Eastenders 11/07/2016	BBC A, I, W	306,385
3	Eastenders 14/07/2016	BBC A, I, W	296,373
4	Sex, Drugs & Murder: Life In The Red Light Zone	BBC A, I, W	263,005
5	Eastenders 15/07/2016	BBC A, I, W	259,536
6	Love Island (Series 2) Episode 42	ITV A, I, W	218,354
7	Coronation Street (Series 57) 2016 Episode 8946	ITV A, I, W	165,158
8	Clean Eating's Dirty Secrets	BBC A, I, W	163,350
9	Mock The Week Series 15 Episode 6	BBC A, I, W	153,576
10	Robot Wars: Meet The House Robots	BBC A, I, W	151,418
11	Coronation Street (Series 57) 2016 Episode 8945	ITV A, I, W	148,948
12	Love Island (Series 2) Episode 43	ITV A, I, W	140,606
13	Pokémon Go: Wtf?	BBC A, I, W	108,440
14	Coronation Street (Series 57) 2016 Episode 8943	ITV A, I, W	106,591
15	Coronation Street (Series 57) 2016 Episode 8942	ITV A, I, W	104,430
16	Coronation Street (Series 57) 2016 Episode 8944	ITV A, I, W	103,453
17	Coronation Street (Series 57) 2016 Episode 8941	ITV A, I, W	101,598
18	Hetty Feather Series 2 The Reunion	BBC A, I, W	95,067
19	Forces Of Nature With Brian Cox: Somewhere In Spacetime	BBC A, I, W	93,414
20	Eastenders 08/07/2016	BBC A, I, W	87,907
21	Casualty Series 30 The Fear	BBC A, I, W	82,492
22	Eat Well For Less'for Ess Series 3 The Butler Family	BBC A, I, W	80,756
23	Brief Encounters Episode 2	ITV A, I, W	79,188
24	Holby City Series 18 Children Of Men	BBC A, I, W	74,261
25	Celebrity Masterchef Series 11 Episode 7	BBC A, I, W	72,065
26	New Blood: Case 3, Part 2	BBC A, I, W	67,981
27	Mock The Week Series 15 Episode 5	BBC A, I, W	67,563
28	Preview: Clean Eating's Dirty Secrets Trailer (Short)	BBC A, I, W	66,119
29	Emmerdale (Series 45) 2016 Episode 7551	ITV A, I, W	61,687

	Programme	TV Player	Avg Programme Streams
30	Love Island (Series 2) Episode 40	ITV A, I, W	60,026
31	The Musketeers Series 3 Episode 6	BBC A, I, W	59,150
32	Boy Meets Girl Series 2 Episode 2	BBC A, I, W	58,349
33	Hank Zipzer Series 3 School Sleepover	BBC A, I, W	56,251
34	Celebrity Masterchef Series 11 Episode 8	BBC A, I, W	55,466
35	Euro 2016 Catch-Up: Day 23	BBC A, I, W	55,143
36	Emmerdale (Series 45) 2016 Episode 7554	ITV A, I, W	55,038
37	Emmerdale (Series 45) 2016 Episode 7552/53	ITV A, I, W	54,986
38	Emmerdale (Series 45) 2016 Episode 7556	ITV A, I, W	54,664
39	Casualty Series 30 Where The Truth Lies	BBC A, I, W	54,443
40	Emmerdale (Series 45) 2016 Episode 7557	ITV A, I, W	52,911
41	Emmerdale (Series 45) 2016 Episode 7555	ITV A, I, W	51,483
42	Preview: Red Rock Trailer (Short)	BBC A, I, W	48,790
43	Celebrity First Dates S1E2	ALL 4 A, I, W	47,361
44	Hollyoaks S25E138	ALL 4 A, I, W	46,413
45	New Blood: Case 3, Part 1	BBC A, I, W	45,977
46	The Insider: Reggie Yates In The Mexican Drug War	BBC A, I, W	45,841
47	Trust Me, I'm A Doctor: Summer Special 2016	BBC A, I, W	45,714
48	Hollyoaks S25E137	ALL 4 A, I, W	45,403
49	Celebrity First Dates S1E1	ALL 4 A, I, W	44,763
50	Forces Of Nature With Brian Cox: The Universe In A Snowflake	BBC A, I, W	42,680

Only viewing time for audited platforms is included. See page 27.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

A = Android app, I = iOS app, W = Website player

Top 50 live programmes

Week ending 17th July 2016



	Programme	Channel and Platform	Avg Programme Streams
1	Love Island 2016-07-11 21:00:00	ITV2/ITV	98,363
2	Love Island 2016-07-17 21:00:45	ITV2/ITV	53,672
3	The Only Way Is Essex 2016-07-17 22:00:00	ITVbe/ITV	30,819
4	Eastenders 2016-07-11 20:00:09	BBC1/BBC	26,683
5	Ten O'clock News 2016-07-13 22:00:00	BBC1/BBC	21,604
6	Ten O'clock News 2016-07-11 22:00:00	BBC1/BBC	20,815
7	Eastenders 2016-07-15 20:00:44	BBC1/BBC	20,053
8	Eastenders 2016-07-14 19:30:00	BBC1/BBC	19,636
9	The Andrew Marr Show 2016-07-17 09:00:01	BBC1/BBC	19,341
10	Ten O'clock News 2016-07-15 22:00:00	BBC1/BBC	19,293
11	Eastenders 2016-07-12 19:30:00	BBC1/BBC	19,071
12	Six O'clock News 2016-07-13 18:14:14	BBC1/BBC	17,134
13	The Open 2016-07-17 07:31:00	Sky Sports 1/Sky	16,859
14	BBC News 2016-07-14 19:58:31	BBC1/BBC	16,294
15	Breakfast 2016-07-15 06:00:00	BBC1/BBC	15,902
16	BBC News 2016-07-12 19:58:16	BBC1/BBC	15,686
17	Ten O'clock News 2016-07-14 22:00:00	BBC1/BBC	15,195
18	Ten O'clock News 2016-07-12 22:00:00	BBC1/BBC	15,135
19	BBC London News 2016-07-15 22:38:16	BBC1/BBC	14,960
20	BBC London News 2016-07-11 22:39:58	BBC1/BBC	14,420
21	The Daily Politics 2016-07-13 11:30:00	BBC1/BBC	14,378
22	BBC News 2016-07-17 22:00:25	BBC1/BBC	14,312
23	One O'clock News 2016-07-13 13:00:02	BBC1/BBC	14,145
24	Live Test Cricket : Eng V Pak 2016-07-17 10:30:01	Sky Sports 2/Sky	14,022
25	Celebrity Masterchef 2016-07-14 20:01:41	BBC1/BBC	13,350
26	BBC London News 2016-07-13 22:56:03	BBC1/BBC	13,045
27	The Open 2016-07-15 06:30:00	Sky Sports 1/Sky	13,034
28	BBC London News 2016-07-17 22:24:47	BBC1/BBC	13,008
29	Casualty 2016-07-16 21:27:31	BBC1/BBC	13,000
30	Weather 2016-07-15 22:45:47	BBC1/BBC	12,867

	Programme	Channel and Platform	Avg Programme Streams
31	Breakfast 2016-07-11 06:00:00	BBC1/BBC	12,836
32	Coronation Street 2016-07-15 20:30:24	ITV/ITV	12,773
33	BBC London News 2016-07-14 22:35:22	BBC1/BBC	12,767
34	Holby City 2016-07-12 20:01:22	BBC1/BBC	12,669
35	Breakfast 2016-07-14 06:00:00	BBC1/BBC	12,557
36	Six O'clock News 2016-07-11 18:00:00	BBC1/BBC	12,528
37	Tour De France Live 2016 2016-07-15 13:58:30	ITV4/ITV	12,481
38	Tour De France Live 2016 2016-07-14 12:58:30	ITV4/ITV	12,478
39	Coronation Street 2016-07-15 19:31:37	ITV/ITV	12,476
40	Coronation Street 2016-07-11 19:31:30	ITV/ITV	12,301
41	Celebrity Masterchef 2016-07-15 20:31:35	BBC1/BBC	12,226
42	Weather 2016-07-11 22:50:58	BBC1/BBC	12,173
43	Breakfast 2016-07-13 06:00:00	BBC1/BBC	12,091
44	Weather 2016-07-17 22:29:48	BBC1/BBC	12,050
45	The Open 2016-07-16 08:00:00	Sky Sports 1/Sky	12,049
46	Breakfast 2016-07-12 06:00:00	BBC1/BBC	11,900
47	BBC London News 2016-07-13 18:59:39	BBC1/BBC	11,783
48	Newsnight 2016-07-14 22:32:39	BBC2/BBC	11,618
49	Forces Of Nature With Brian Cox 2016-07-11 21:00:32	BBC1/BBC	11,573
50	The Open 2016-07-14 06:30:00	Sky Sports 1/Sky	11,523

Only viewing time for audited platforms is included. See page 27.

A = Android app, I = iOS app, W = Website player

Top 50 on-demand programmes

4 weeks ending 17th July 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 24/06/2016	BBC A, I, W	423,218
2	Eastenders 30/06/2016	BBC A, I, W	416,568
3	Eastenders 27/06/2016	BBC A, I, W	409,967
4	Eastenders 05/07/2016	BBC A, I, W	408,789
5	Eastenders 21/06/2016	BBC A, I, W	408,706
6	Eastenders 28/06/2016	BBC A, I, W	399,810
7	Eastenders 23/06/2016	BBC A, I, W	371,475
8	Eastenders 08/07/2016	BBC A, I, W	364,826
9	Eastenders 04/07/2016	BBC A, I, W	364,769
10	Eastenders 12/07/2016	BBC A, I, W	345,323
11	The Insider: Reggie Yates In A Texan Jail	BBC A, I, W	344,699
12	Love Island (Series 2) Episode 0026	ITV A, I, W	334,044
13	Love Island (Series 2) Episode 33	ITV A, I, W	331,305
14	Eastenders 11/07/2016	BBC A, I, W	306,385
15	Eastenders 14/07/2016	BBC A, I, W	296,373
16	Love Island (Series 2) Episode 0022	ITV A, I, W	293,892
17	Love Island (Series 2) Episode 40	ITV A, I, W	283,338
18	Love Island (Series 2) Episode 0023	ITV A, I, W	278,678
19	Love Island (Series 2) Episode 32	ITV A, I, W	278,444
20	Love Island (Series 2) Episode 0025	ITV A, I, W	274,815
21	Love Island (Series 2) Episode 0024	ITV A, I, W	274,772
22	Love Island (Series 2) Episode 31	ITV A, I, W	273,537
23	Love Island (Series 2) Episode 0021	ITV A, I, W	270,224
24	Love Island (Series 2) Episode 29	ITV A, I, W	268,144
25	Love Island (Series 2) Episode 30	ITV A, I, W	265,272
26	Sex, Drugs & Murder: Life In The Red Light Zone:	BBC A, I, W	263,005
27	Love Island (Series 2) Episode 28	ITV A, I, W	261,263
28	Eastenders 15/07/2016	BBC A, I, W	259,536
29	Love Island (Series 2) Episode 39	ITV A, I, W	253,977
30	Love Island (Series 2) Episode 35	ITV A, I, W	250,811

	Programme	TV Player	Avg Programme Streams
31	Love Island (Series 2) Episode 38	ITV A, I, W	248,344
32	Made In Chelsea S11E11	ALL 4 A, I, W	244,963
33	Love Island (Series 2) Episode 37	ITV A, I, W	236,586
34	Love Island (Series 2) Episode 42	ITV A, I, W	233,468
35	Love Island (Series 2) Episode 36	ITV A, I, W	229,301
36	Game Of Thrones S6E9 (Sky)	Sky A, I, W	226,256
37	Mock The Week Series 15 Episode 2	BBC A, I, W	225,884
38	Game Of Thrones S6E10 (Sky)	Sky A, I, W	217,597
39	Mock The Week Series 15 Episode 4	BBC A, I, W	214,547
40	Mock The Week Series 15 Episode 5	BBC A, I, W	207,371
41	Top Gear Series 23 Episode 6	BBC A, I, W	199,777
42	The Great British Sewing Bee Series 4 Puzzling Patterns And Pattern Cutting	BBC A, I, W	191,246
43	Versailles: Episode 4	BBC A, I, W	188,179
44	The Great British Sewing Bee Series 4 Activewear	BBC A, I, W	183,249
45	Celebrity Masterchef Series 11 Episode 1	BBC A, I, W	182,401
46	Casualty Series 30 History Repeating	BBC A, I, W	170,157
47	Coronation Street (Series 57) 2016 Episode 8946	ITV A, I, W	165,158
48	The Great British Sewing Bee Series 4 Evening Wear	BBC A, I, W	164,941
49	Top Gear Series 23 Episode 4	BBC A, I, W	164,695
50	Versailles: Episode 5	BBC A, I, W	163,453

Only viewing time for audited platforms is included. See page 27.

A = Android app, I = iOS app, W = Website player

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 10 on-demand programmes by TV player



Week and 4 weeks ending 17th July 2016



All 4

Platforms included: Android app, iOS app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Celebrity First Dates S1E2	47,361	Made In Chelsea S11E11	244,963
2	Hollyoaks S25E138	46,413	Made In Chelsea S11E12	152,840
3	Hollyoaks S25E137	45,403	Celebrity First Dates S1E1	81,973
4	Celebrity First Dates S1E1	44,763	Hollyoaks S25E126	60,446
5	Hollyoaks S25E139	41,701	Hollyoaks S25E122	60,260
6	Hollyoaks S25E140	37,149	Hollyoaks S25E131	60,079
7	Hollyoaks S25E141	31,879	Hollyoaks S25E124	59,677
8	The Secret Life Of Brothers And Sisters S1E1	27,179	Hollyoaks S25E127	58,783
9	Man Down S3E1	21,683	Hollyoaks S25E129	58,579
10	Child Genius S2016E1	20,172	Hollyoaks S25E125	58,459



BBC iPlayer (includes iPlayer Kids)

Platforms included: Android app, iOS app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Eastenders 12/07/2016	345,323	Eastenders 24/06/2016	423,218
2	Eastenders 11/07/2016	306,385	Eastenders 30/06/2016	416,568
3	Eastenders 14/07/2016	296,373	Eastenders 27/06/2016	409,967
4	Sex, Drugs & Murder: Life In The Red Light Zone	263,005	Eastenders 05/07/2016	408,789
5	Eastenders 15/07/2016	259,536	Eastenders 21/06/2016	408,706
6	Clean Eating's Dirty Secrets	163,350	Eastenders 28/06/2016	399,810
7	Mock The Week Series 15 Episode 6	153,576	Eastenders 23/06/2016	371,475
8	Robot Wars: Meet The House Robots	151,418	Eastenders 08/07/2016	364,826
9	Pokémon Go: Wtf?	108,440	Eastenders 04/07/2016	364,769
10	Hetty Feather Series 2 The Reunion	95,067	Eastenders 12/07/2016	345,323

Top 10 on-demand programmes by TV player



Week and 4 weeks ending 17th July 2016



ITV Hub (includes STV Player where applicable)

Platforms included: Android app, iOS app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Love Island (Series 2) Episode 42	218,354	Love Island (Series 2) Episode 0026	334,044
2	Coronation Street (Series 57) 2016 Episode 8946	165,158	Love Island (Series 2) Episode 33	331,305
3	Coronation Street (Series 57) 2016 Episode 8945	148,948	Love Island (Series 2) Episode 0022	293,892
4	Love Island (Series 2) Episode 43	140,606	Love Island (Series 2) Episode 40	283,338
5	Coronation Street (Series 57) 2016 Episode 8943	106,591	Love Island (Series 2) Episode 0023	278,678
6	Coronation Street (Series 57) 2016 Episode 8942	104,430	Love Island (Series 2) Episode 32	278,444
7	Coronation Street (Series 57) 2016 Episode 8944	103,453	Love Island (Series 2) Episode 0025	274,815
8	Coronation Street (Series 57) 2016 Episode 8941	101,598	Love Island (Series 2) Episode 0024	274,772
9	Brief Encounters Episode 2	79,188	Love Island (Series 2) Episode 31	273,537
10	Emmerdale (Series 45) 2016 Episode 7551	61,687	Love Island (Series 2) Episode 0021	270,224



Sky Go

Platforms included: Android app, iOS app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Film:Mission: Impossible - Rogue Nation (2015) (Sky)	16,579	Game Of Thrones S6E9 (Sky)	226,256
2	Ross Kemp: Fight Against ISIS S1 (Sky)	16,384	Game Of Thrones S6E10 (Sky)	217,597
3	Love Island S2E42 (ITV)	15,297	Game Of Thrones S6E8 (Sky)	31,739
4	Film:Spectre (2015) (Sky)	14,463	Film:Spectre (2015) (Sky)	29,115
5	Keeping Up With The Kardashians Season 12 Episode: 9 (Nbc)	10,047	Love Island S2E29 (ITV)	26,869
6	Love Island S2E43 (ITV)	9,593	Film:Mission: Impossible - Rogue Nation (2015) (Sky)	26,472
7	Peppa Pig S1E1 (Viacom)	9,521	Love Island S2E33 (ITV)	25,996
8	Film: Everest (2015) (Sky)	8,871	Love Island S2E26 (ITV)	25,653
9	Ray Donovan S4E2 (Sky)	8,374	Love Island S2E21 (ITV)	25,183
10	Shades Of Blue S1E1 (Sky)	6,789	Love Island S2E22 (ITV)	24,814

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 17th July 2016



STV Player

Platforms included: Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Coronation Street (Series 57) 2016 Episode 8946	3,959	Coronation Street (Series 57) 2016 Episode 8946	3,959
2	Coronation Street (Series 57) 2016 Episode 8945	3,248	Coronation Street (Series 57) 2016 Episode 8945	3,248
3	Coronation Street (Series 57) 2016 Episode 8942	2,074	Coronation Street (Series 57) 2016 Episode 8935	2,875
4	Coronation Street (Series 57) 2016 Episode 8944	2,062	Coronation Street (Series 57) 2016 Episode 8937	2,626
5	Coronation Street (Series 57) 2016 Episode 8943	2,042	Coronation Street (Series 57) 2016 Episode 8938	2,581
6	Coronation Street (Series 57) 2016 Episode 8941	2,017	Coronation Street (Series 57) 2016 Episode 8930	2,553
7	Brief Encounters Episode 2	1,269	Coronation Street (Series 57) 2016 Episode 8934	2,526
8	Emmerdale (Series 45) 2016 Episode 7552/53	1,188	Coronation Street (Series 57) 2016 Episode 8940	2,481
9	Emmerdale (Series 45) 2016 Episode 7551	1,138	Coronation Street (Series 57) 2016 Episode 8931	2,409
10	Emmerdale (Series 45) 2016 Episode 7554	1,086	Coronation Street (Series 57) 2016 Episode 8936	2,402



UKTV Play

Platforms included: Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Taskmaster S2E4	8,556	Taskmaster S2E1	13,533
2	Taskmaster S2E3	3,564	Taskmaster S2E2	13,404
3	Taskmaster S2E2	2,492	Taskmaster S2E3	11,482
4	Taskmaster S2E1	2,326	Taskmaster S2E4	8,556
5	Taskmaster S1E1	1,464	Taskmaster S1E1	6,001
6	Taskmaster S1E2	1,274	Taskmaster S1E2	5,018
7	Taskmaster S1E3	1,219	Taskmaster S1E3	4,887
8	Taskmaster S1E4	1,168	Taskmaster S1E4	4,554
9	Taskmaster S1E5	1,107	Taskmaster S1E5	4,323
10	Taskmaster S1E6	1,061	Taskmaster S1E6	4,101

Top 10 live programmes by TV player

Week ending 17th July 2016



All 4

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	First Dates 2016-07-15 21:03:46	Channel 4/ALL 4	2,878
2	The Last Leg With Adam Hills 2016-07-15 22:06:00	Channel 4/ALL 4	2,856
3	Hollyoaks 2016-07-11 18:59:21	E4/ALL 4	2,573
4	Hollyoaks 2016-07-12 18:59:10	E4/ALL 4	2,501
5	Film: Thor (2011) 2016-07-17 20:02:08	Channel 4/ALL 4	2,325
6	Hollyoaks 2016-07-13 18:59:26	E4/ALL 4	2,314
7	Channel 4 News 2016-07-11 19:00:00	Channel 4/ALL 4	2,228
8	Hollyoaks 2016-07-14 18:59:27	E4/ALL 4	2,192
9	Hollyoaks 2016-07-11 18:30:28	Channel 4/ALL 4	2,094
10	Channel 4 News 2016-07-13 19:00:00	Channel 4/ALL 4	2,093



BBC iPlayer (includes iPlayer Kids)

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Eastenders 2016-07-11 20:00:09	BBC1/BBC	26,683
2	Ten O'clock News 2016-07-13 22:00:00	BBC1/BBC	21,604
3	Ten O'clock News 2016-07-11 22:00:00	BBC1/BBC	20,815
4	Eastenders 2016-07-15 20:00:44	BBC1/BBC	20,053
5	Eastenders 2016-07-14 19:30:00	BBC1/BBC	19,636
6	The Andrew Marr Show 2016-07-17 09:00:01	BBC1/BBC	19,341
7	Ten O'clock News 2016-07-15 22:00:00	BBC1/BBC	19,293
8	Eastenders 2016-07-12 19:30:00	BBC1/BBC	19,071
9	Six O'clock News 2016-07-13 18:14:14	BBC1/BBC	17,134
10	BBC News 2016-07-14 19:58:31	BBC1/BBC	16,294

Top 10 live programmes by TV player

Week ending 17th July 2016



ITV Hub

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Love Island 2016-07-11 21:00:00	ITV2/ITV	98,363
2	Love Island 2016-07-17 21:00:45	ITV2/ITV	53,672
3	The Only Way Is Essex 2016-07-17 22:00:00	ITVbe/ITV	30,819
4	Coronation Street 2016-07-15 20:30:24	ITV/ITV	12,773
5	Tour De France Live 2016 2016-07-15 13:58:30	ITV4/ITV	12,481
6	Tour De France Live 2016 2016-07-14 12:58:30	ITV4/ITV	12,478
7	Coronation Street 2016-07-15 19:31:37	ITV/ITV	12,476
8	Coronation Street 2016-07-11 19:31:30	ITV/ITV	12,301
9	Coronation Street 2016-07-11 20:29:20	ITV/ITV	11,264
10	Coronation Street 2016-07-13 19:31:36	ITV/ITV	10,299



Sky Go

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	The Open 2016-07-17 07:31:00	Sky Sports 1/Sky	16,859
2	Live Test Cricket : Eng V Pak 2016-07-17 10:30:01	Sky Sports 2/Sky	14,022
3	The Open 2016-07-15 06:30:00	Sky Sports 1/Sky	13,034
4	The Open 2016-07-16 08:00:00	Sky Sports 1/Sky	12,049
5	The Open 2016-07-14 06:30:00	Sky Sports 1/Sky	11,523
6	Love Island 2016-07-11 21:00:00	ITV2/Sky	11,288
7	Live Test Cricket : Eng V Pak 2016-07-15 10:30:04	Sky Sports 2/Sky	10,801
8	Live Test Cricket : Eng V Pak 2016-07-16 10:29:40	Sky Sports 2/Sky	9,921
9	Live Test Cricket : Eng V Pak 2016-07-14 10:00:00	Sky Sports 2/Sky	8,499
10	Love Island 2016-07-17 21:00:45	ITV2/Sky	6,785

Top 50 on-demand programmes (Android players)

Week ending 17th July 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 12/07/2016	BBC	59,831
2	Eastenders 11/07/2016	BBC	51,390
3	Eastenders 14/07/2016	BBC	49,372
4	Eastenders 15/07/2016	BBC	43,986
5	Sex, Drugs & Murder: Life In The Red Light Zone	BBC	39,077
6	Coronation Street (Series 57) 2016 Episode 8946	ITV	37,024
7	Coronation Street (Series 57) 2016 Episode 8945	ITV	32,522
8	Love Island (Series 2) Episode 42	ITV	26,685
9	Coronation Street (Series 57) 2016 Episode 8943	ITV	19,902
10	Coronation Street (Series 57) 2016 Episode 8944	ITV	19,826
11	Coronation Street (Series 57) 2016 Episode 8942	ITV	18,760
12	Robot Wars: Meet The House Robots	BBC	18,559
13	Coronation Street (Series 57) 2016 Episode 8941	ITV	18,484
14	Love Island (Series 2) Episode 43	ITV	18,342
15	Mock The Week Series 15 Episode 6	BBC	18,200
16	Clean Eating's Dirty Secrets	BBC	17,075
17	Hetty Feather Series 2 The Reunion	BBC	15,703
18	Brief Encounters Episode 2	ITV	14,523
19	Pokémon Go: Wtf?	BBC	14,285
20	Emmerdale (Series 45) 2016 Episode 7551	ITV	13,900
21	Casualty Series 30 The Fear	BBC	13,795
22	Eastenders 08/07/2016	BBC	13,590
23	Emmerdale (Series 45) 2016 Episode 7557	ITV	12,208
24	Emmerdale (Series 45) 2016 Episode 7554	ITV	12,099
25	Holby City Series 18 Children Of Men	BBC	11,863
26	Emmerdale (Series 45) 2016 Episode 7552/53	ITV	11,790
27	Emmerdale (Series 45) 2016 Episode 7556	ITV	11,570
28	Emmerdale (Series 45) 2016 Episode 7555	ITV	11,111
29	Eat Well For Less'for Ess Series 3 The Butler Family	BBC	10,915
30	Forces Of Nature With Brian Cox: Somewhere In Spacetime	BBC	10,769

	Programme	TV Player	Avg Programme Streams
31	Celebrity Masterchef Series 11 Episode 7	BBC	9,302
32	Boy Meets Girl Series 2 Episode 2	BBC	9,273
33	Hank Zipzer Series 3 School Sleepover	BBC	9,178
34	New Blood: Case 3, Part 2	BBC	8,792
35	Mock The Week Series 15 Episode 5	BBC	8,566
36	Casualty Series 30 Where The Truth Lies	BBC	8,327
37	Hollyoaks S25E138	ALL 4	7,947
38	Brief Encounters (Series 1) Episode 0001	ITV	7,826
39	Hollyoaks S25E137	ALL 4	7,743
40	The Musketeers Series 3 Episode 6	BBC	7,352
41	Hollyoaks S25E139	ALL 4	7,119
42	Bing: Mural	BBC	7,062
43	Celebrity Masterchef Series 11 Episode 8	BBC	6,841
44	Love Island (Series 2) Episode 40	ITV	6,422
45	Hollyoaks S25E140	ALL 4	6,370
46	Long Lost Family (Series 6) Episode 0001	ITV	6,269
47	Woolly And Tig Series 1 First Day	BBC	6,199
48	Bing: Ice Lolly	BBC	6,182
49	Coronation Street (Series 57) 2016 Episode 8940	ITV	6,168
50	And Then There Were None Series 1 Gangsta Granny	BBC	6,003

Only viewing time for audited platforms is included. See page 27.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 50 on-demand programmes (iOS players)

Week ending 17th July 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 12/07/2016	BBC	160,904
2	Eastenders 11/07/2016	BBC	141,365
3	Eastenders 14/07/2016	BBC	140,415
4	Eastenders 15/07/2016	BBC	124,381
5	Sex, Drugs & Murder: Life In The Red Light Zone	BBC	117,818
6	Love Island (Series 2) Episode 42	ITV	108,153
7	Coronation Street (Series 57) 2016 Episode 8946	ITV	80,521
8	Coronation Street (Series 57) 2016 Episode 8945	ITV	74,263
9	Clean Eating's Dirty Secrets	BBC	67,069
10	Love Island (Series 2) Episode 43	ITV	66,485
11	Mock The Week Series 15 Episode 6	BBC	57,015
12	Coronation Street (Series 57) 2016 Episode 8943	ITV	52,239
13	Pokémon Go: Wtf?	BBC	51,786
14	Hetty Feather Series 2 The Reunion	BBC	51,575
15	Coronation Street (Series 57) 2016 Episode 8942	ITV	50,457
16	Coronation Street (Series 57) 2016 Episode 8944	ITV	50,375
17	Coronation Street (Series 57) 2016 Episode 8941	ITV	49,662
18	Casualty Series 30 The Fear	BBC	42,601
19	Robot Wars: Meet The House Robots	BBC	40,741
20	Eastenders 08/07/2016	BBC	38,792
21	Brief Encounters Episode 2	ITV	38,490
22	Eat Well For Less'for Ess Series 3 The Butler Family	BBC	37,765
23	Holby City Series 18 Children Of Men	BBC	35,434
24	Hank Zipzer Series 3 School Sleepover	BBC	33,180
25	Emmerdale (Series 45) 2016 Episode 7551	ITV	30,543
26	Celebrity Masterchef Series 11 Episode 7	BBC	29,787
27	Boy Meets Girl Series 2 Episode 2	BBC	28,441
28	Forces Of Nature With Brian Cox: Somewhere In Spacetime	BBC	27,954
29	New Blood: Case 3, Part 2	BBC	27,833

	Programme	TV Player	Avg Programme Streams
30	Patchwork Pals: Chicken	BBC	27,621
31	Emmerdale (Series 45) 2016 Episode 7552/53	ITV	27,076
32	Emmerdale (Series 45) 2016 Episode 7554	ITV	27,070
33	Love Island (Series 2) Episode 40	ITV	26,993
34	Emmerdale (Series 45) 2016 Episode 7556	ITV	26,949
35	Emmerdale (Series 45) 2016 Episode 7557	ITV	26,652
36	Casualty Series 30 Where The Truth Lies	BBC	26,429
37	Bing: Mural	BBC	26,084
38	Hollyoaks S25E138	ALL 4	25,744
39	Emmerdale (Series 45) 2016 Episode 7555	ITV	25,677
40	Woolly And Tig Series 1 First Day	BBC	25,143
41	Hollyoaks S25E137	ALL 4	24,844
42	Mock The Week Series 15 Episode 5	BBC	24,067
43	Bing: Ice Lolly	BBC	23,218
44	Celebrity Masterchef Series 11 Episode 8	BBC	23,057
45	Hollyoaks S25E139	ALL 4	22,991
46	Celebrity First Dates S1E2	ALL 4	22,212
47	Patchwork Pals: Bee	BBC	22,057
48	Celebrity First Dates S1E1	ALL 4	21,988
49	The Musketeers Series 3 Episode 6	BBC	21,673
50	Patchwork Pals: Fish	BBC	20,987

Only viewing time for audited platforms is included. See page 27.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 50 on-demand programmes (Website players)

Week ending 17th July 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 12/07/2016	BBC	124,587
2	Eastenders 11/07/2016	BBC	113,629
3	Eastenders 14/07/2016	BBC	106,585
4	Sex, Drugs & Murder: Life In The Red Light Zone	BBC	106,109
5	Robot Wars: Meet The House Robots	BBC	92,117
6	Eastenders 15/07/2016	BBC	91,169
7	Love Island (Series 2) Episode 42	ITV	83,515
8	Clean Eating's Dirty Secrets	BBC	79,204
9	Mock The Week Series 15 Episode 6	BBC	78,361
10	Preview: Clean Eating's Dirty Secrets Trailer (Short)	BBC	65,782
11	Love Island (Series 2) Episode 43	ITV	55,779
12	Forces Of Nature With Brian Cox: Somewhere In Spacetime	BBC	54,690
13	Preview: Red Rock Trailer (Short)	BBC	48,247
14	Coronation Street (Series 57) 2016 Episode 8946	ITV	47,612
15	Pokémon Go: Wtf?	BBC	42,368
16	Coronation Street (Series 57) 2016 Episode 8945	ITV	42,161
17	Euro 2016 Catch-Up: Day 23	BBC	36,229
18	Eastenders 08/07/2016	BBC	35,523
19	Coronation Street (Series 57) 2016 Episode 8942	ITV	35,212
20	Mock The Week Series 15 Episode 5	BBC	34,929
21	Coronation Street (Series 57) 2016 Episode 8943	ITV	34,450
22	Coronation Street (Series 57) 2016 Episode 8941	ITV	33,451
23	Coronation Street (Series 57) 2016 Episode 8944	ITV	33,252
24	Celebrity Masterchef Series 11 Episode 7	BBC	32,974
25	Eat Well For Less'for Ess Series 3 The Butler Family	BBC	32,075
26	New Blood: Case 3, Part 2	BBC	31,355
27	The Musketeers Series 3 Episode 6	BBC	30,124
28	Preview: Rhod Gilbert's Work Experience Trailer (Short)	BBC	29,312

	Programme	TV Player	Avg Programme Streams
29	Hetty Feather Series 2 The Reunion	BBC	27,788
30	Holby City Series 18 Children Of Men	BBC	26,963
31	Love Island (Series 2) Episode 40	ITV	26,610
32	Brief Encounters Episode 2	ITV	26,174
33	Casualty Series 30 The Fear	BBC	26,094
34	Celebrity Masterchef Series 11 Episode 8	BBC	25,567
35	Forces Of Nature With Brian Cox: The Universe In A Snowflake	BBC	25,188
36	The Insider: Reggie Yates In The Mexican Drug War	BBC	24,220
37	Celebrity First Dates S1E2	ALL 4	21,683
38	New Blood: Case 3, Part 1	BBC	20,875
39	Boy Meets Girl Series 2 Episode 2	BBC	20,633
40	Versailles: Episode 6	BBC	20,570
41	The Musketeers Series 3 Episode 7	BBC	20,383
42	Trust Me, I'm A Doctor: Summer Special 2016	BBC	20,002
43	Casualty Series 30 Where The Truth Lies	BBC	19,687
44	Celebrity First Dates S1E1	ALL 4	19,627
45	Have I Got News For You Series 50 Episode 2	BBC	19,529
46	Celebrity Masterchef Series 11 Episode 6	BBC	19,237
47	Panorama: Pension Rip Offs Exposed	BBC	19,070
48	Exodus: Our Journey To Europe: Episode 1	BBC	18,937
49	Love Island (Series 2) Episode 39	ITV	18,895
50	The Resident	BBC	18,391

Only viewing time for audited platforms is included. See page 27.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 50 live programmes (Android players)

Week ending 17th July 2016



	Programme	Channel and Platform	Avg Programme Streams
1	Love Island 2016-07-11 21:00:00	ITV2/ITV	8,507
2	Love Island 2016-07-17 21:00:45	ITV2/ITV	4,701
3	The Only Way Is Essex 2016-07-17 22:00:00	ITVbe/ITV	3,058
4	Coronation Street 2016-07-15 20:30:24	ITV/ITV	2,402
5	Eastenders 2016-07-11 20:00:09	BBC1/BBC	2,358
6	Coronation Street 2016-07-15 19:31:37	ITV/ITV	2,307
7	Coronation Street 2016-07-11 19:31:30	ITV/ITV	2,101
8	Coronation Street 2016-07-11 20:29:20	ITV/ITV	1,988
9	The Open 2016-07-17 07:31:00	Sky Sports 1/Sky	1,976
10	Eastenders 2016-07-15 20:00:44	BBC1/BBC	1,962
11	Live Test Cricket : Eng V Pak 2016-07-17 10:30:01	Sky Sports 2/Sky	1,921
12	Coronation Street 2016-07-13 19:31:36	ITV/ITV	1,866
13	Eastenders 2016-07-14 19:30:00	BBC1/BBC	1,768
14	The Open 2016-07-15 06:30:00	Sky Sports 1/Sky	1,564
15	Coronation Street 2016-07-14 20:31:24	ITV/ITV	1,534
16	Eastenders 2016-07-12 19:30:00	BBC1/BBC	1,518
17	Live Test Cricket : Eng V Pak 2016-07-15 10:30:04	Sky Sports 2/Sky	1,483
18	The Andrew Marr Show 2016-07-17 09:00:01	BBC1/BBC	1,467
19	Emmerdale 2016-07-11 19:00:24	ITV/ITV	1,457
20	The Open 2016-07-16 08:00:00	Sky Sports 1/Sky	1,443
21	Emmerdale 2016-07-12 18:59:41	ITV/ITV	1,424
22	The Open 2016-07-14 06:30:00	Sky Sports 1/Sky	1,406
23	Live Test Cricket : Eng V Pak 2016-07-16 10:29:40	Sky Sports 2/Sky	1,384
24	Emmerdale 2016-07-13 18:59:13	ITV/ITV	1,355
25	Emmerdale 2016-07-15 19:00:24	ITV/ITV	1,345
26	Breakfast 2016-07-15 06:00:00	BBC1/BBC	1,328
27	Emmerdale 2016-07-14 19:59:46	ITV/ITV	1,293
28	Emmerdale 2016-07-14 18:59:44	ITV/ITV	1,274
29	Casualty 2016-07-16 21:27:31	BBC1/BBC	1,174
30	Brief Encounters 2016-07-11 21:00:00	ITV/ITV	1,149

	Programme	Channel and Platform	Avg Programme Streams
31	Long Lost Family 2016-07-13 21:02:25	ITV/ITV	1,147
32	Live Test Cricket : Eng V Pak 2016-07-14 10:00:00	Sky Sports 2/Sky	1,115
33	Ten O'clock News 2016-07-13 22:00:00	BBC1/BBC	1,109
34	Breakfast 2016-07-14 06:00:00	BBC1/BBC	1,025
35	Ten O'clock News 2016-07-11 22:00:00	BBC1/BBC	1,024
36	Breakfast 2016-07-11 06:00:00	BBC1/BBC	994
37	Breakfast 2016-07-13 06:00:00	BBC1/BBC	987
38	Ten O'clock News 2016-07-15 22:00:00	BBC1/BBC	975
39	Breakfast 2016-07-12 06:00:00	BBC1/BBC	935
40	Holby City 2016-07-12 20:01:22	BBC1/BBC	893
41	Love Island 2016-07-11 21:00:00	ITV2/Sky	890
42	Live Super League 2016-07-15 19:45:00	Sky Sports 3/Sky	888
43	BBC News 2016-07-14 19:58:31	BBC1/BBC	881
44	Breakfast 2016-07-16 06:00:00	BBC1/BBC	845
45	Ten O'clock News 2016-07-14 22:00:00	BBC1/BBC	831
46	Ten O'clock News 2016-07-12 22:00:00	BBC1/BBC	821
47	Tour De France Live 2016 2016-07-15 13:58:30	ITV4/ITV	814
48	Tour De France Live 2016 2016-07-14 12:58:30	ITV4/ITV	809
49	BBC News 2016-07-12 19:58:16	BBC1/BBC	806
50	Family Guy 2016-07-11 22:34:53	ITV2/ITV	799

Only viewing time for audited platforms is included. See page 27.

Top 50 live programmes (iOS players)

Week ending 17th July 2016



	Programme	Channel and Platform	Avg Programme Streams
1	Love Island 2016-07-11 21:00:00	ITV2/ITV	57,122
2	Love Island 2016-07-17 21:00:45	ITV2/ITV	31,933
3	The Only Way Is Essex 2016-07-17 22:00:00	ITVbe/ITV	18,890
4	Eastenders 2016-07-11 20:00:09	BBC1/BBC	11,153
5	The Open 2016-07-17 07:31:00	Sky Sports 1/Sky	9,202
6	Eastenders 2016-07-15 20:00:44	BBC1/BBC	8,013
7	Love Island 2016-07-11 21:00:00	ITV2/Sky	7,998
8	Eastenders 2016-07-14 19:30:00	BBC1/BBC	7,941
9	Ten O'clock News 2016-07-13 22:00:00	BBC1/BBC	7,860
10	Eastenders 2016-07-12 19:30:00	BBC1/BBC	7,619
11	The Andrew Marr Show 2016-07-17 09:00:01	BBC1/BBC	7,599
12	Live Test Cricket : Eng V Pak 2016-07-17 10:30:01	Sky Sports 2/Sky	7,198
13	Breakfast 2016-07-15 06:00:00	BBC1/BBC	7,196
14	Ten O'clock News 2016-07-11 22:00:00	BBC1/BBC	6,861
15	The Open 2016-07-15 06:30:00	Sky Sports 1/Sky	6,723
16	Coronation Street 2016-07-15 20:30:24	ITV/ITV	6,572
17	The Open 2016-07-16 08:00:00	Sky Sports 1/Sky	6,308
18	The Open 2016-07-14 06:30:00	Sky Sports 1/Sky	6,213
19	Coronation Street 2016-07-15 19:31:37	ITV/ITV	6,148
20	Coronation Street 2016-07-11 19:31:30	ITV/ITV	6,118
21	Ten O'clock News 2016-07-15 22:00:00	BBC1/BBC	5,697
22	Breakfast 2016-07-14 06:00:00	BBC1/BBC	5,548
23	BBC News 2016-07-14 19:58:31	BBC1/BBC	5,531
24	Coronation Street 2016-07-11 20:29:20	ITV/ITV	5,493
25	Breakfast 2016-07-13 06:00:00	BBC1/BBC	5,357
26	Ten O'clock News 2016-07-14 22:00:00	BBC1/BBC	5,254

	Programme	Channel and Platform	Avg Programme Streams
27	Live Test Cricket : Eng V Pak 2016-07-15 10:30:04	Sky Sports 2/Sky	5,228
28	Ten O'clock News 2016-07-12 22:00:00	BBC1/BBC	5,215
29	Breakfast 2016-07-11 06:00:00	BBC1/BBC	5,211
30	Coronation Street 2016-07-13 19:31:36	ITV/ITV	5,197
31	Six O'clock News 2016-07-13 18:14:14	BBC1/BBC	5,150
32	Breakfast 2016-07-12 06:00:00	BBC1/BBC	5,140
33	BBC News 2016-07-12 19:58:16	BBC1/BBC	4,926
34	Casualty 2016-07-16 21:27:31	BBC1/BBC	4,843
35	Love Island 2016-07-17 21:00:45	ITV2/Sky	4,813
36	Breakfast 2016-07-16 06:00:00	BBC1/BBC	4,805
37	Live Test Cricket : Eng V Pak 2016-07-16 10:29:40	Sky Sports 2/Sky	4,765
38	BBC News 2016-07-17 22:00:25	BBC1/BBC	4,408
39	BBC London News 2016-07-11 22:39:58	BBC1/BBC	4,096
40	Coronation Street 2016-07-14 20:31:24	ITV/ITV	4,010
41	Live Test Cricket : Eng V Pak 2016-07-14 10:00:00	Sky Sports 2/Sky	3,951
42	Family Guy 2016-07-11 22:34:53	ITV2/ITV	3,927
43	BBC London News 2016-07-14 22:35:22	BBC1/BBC	3,919
44	Celebrity Masterchef 2016-07-14 20:01:41	BBC1/BBC	3,889
45	BBC London News 2016-07-13 22:56:03	BBC1/BBC	3,884
46	BBC London News 2016-07-17 22:24:47	BBC1/BBC	3,878
47	Holby City 2016-07-12 20:01:22	BBC1/BBC	3,859
48	Six O'clock News 2016-07-11 18:00:00	BBC1/BBC	3,844
49	BBC News 2016-07-11 19:57:35	BBC1/BBC	3,838
50	BBC London News 2016-07-15 22:38:16	BBC1/BBC	3,800

Only viewing time for audited platforms is included. See page 27.

Top 50 live programmes (Website players)

Week ending 17th July 2016



	Programme	Channel and Platform	Avg Programme Streams
1	Love Island 2016-07-11 21:00:00	ITV2/ITV	32,734
2	Love Island 2016-07-17 21:00:45	ITV2/ITV	17,036
3	Eastenders 2016-07-11 20:00:09	BBC1/BBC	13,171
4	Ten O'clock News 2016-07-11 22:00:00	BBC1/BBC	12,928
5	Ten O'clock News 2016-07-13 22:00:00	BBC1/BBC	12,634
6	Ten O'clock News 2016-07-15 22:00:00	BBC1/BBC	12,620
7	Six O'clock News 2016-07-13 18:14:14	BBC1/BBC	11,287
8	One O'clock News 2016-07-13 13:00:02	BBC1/BBC	10,749
9	The Daily Politics 2016-07-13 11:30:00	BBC1/BBC	10,682
10	BBC London News 2016-07-15 22:38:16	BBC1/BBC	10,451
11	The Andrew Marr Show 2016-07-17 09:00:01	BBC1/BBC	10,273
12	Eastenders 2016-07-15 20:00:44	BBC1/BBC	10,077
13	BBC News 2016-07-12 19:58:16	BBC1/BBC	9,954
14	Eastenders 2016-07-12 19:30:00	BBC1/BBC	9,933
15	Eastenders 2016-07-14 19:30:00	BBC1/BBC	9,926
16	BBC News 2016-07-14 19:58:31	BBC1/BBC	9,882
17	BBC London News 2016-07-11 22:39:58	BBC1/BBC	9,649
18	Tour De France Live 2016 2016-07-15 13:58:30	ITV4/ITV	9,295
19	Tour De France Live 2016 2016-07-14 12:58:30	ITV4/ITV	9,277
20	BBC News 2016-07-17 22:00:25	BBC1/BBC	9,187
21	Weather 2016-07-15 22:45:47	BBC1/BBC	9,179
22	Ten O'clock News 2016-07-14 22:00:00	BBC1/BBC	9,109
23	Ten O'clock News 2016-07-12 22:00:00	BBC1/BBC	9,098
24	The Only Way Is Essex 2016-07-17 22:00:00	ITVbe/ITV	8,871
25	Celebrity Masterchef 2016-07-14 20:01:41	BBC1/BBC	8,714
26	BBC London News 2016-07-13 22:56:03	BBC1/BBC	8,518
27	BBC London News 2016-07-17 22:24:47	BBC1/BBC	8,490
28	BBC London News 2016-07-13 13:34:05	BBC1/BBC	8,397
29	Weather 2016-07-11 22:50:58	BBC1/BBC	8,337
30	BBC London News 2016-07-13 18:59:39	BBC1/BBC	8,297

	Programme	Channel and Platform	Avg Programme Streams
31	Panorama 2016-07-11 20:30:38	BBC1/BBC	8,211
32	Celebrity Masterchef 2016-07-15 20:31:35	BBC1/BBC	8,162
33	BBC London News 2016-07-14 22:35:22	BBC1/BBC	8,134
34	Forces Of Nature With Brian Cox 2016-07-11 21:00:32	BBC1/BBC	8,132
35	Six O'clock News 2016-07-11 18:00:00	BBC1/BBC	7,997
36	Weather 2016-07-17 22:29:48	BBC1/BBC	7,971
37	Holby City 2016-07-12 20:01:22	BBC1/BBC	7,917
38	Newsnight 2016-07-14 22:32:39	BBC2/BBC	7,749
39	BBC London News 2016-07-11 18:28:50	BBC1/BBC	7,697
40	The Secret Agent (Drama) 2016-07-17 21:02:10	BBC1/BBC	7,517
41	BBC London News 2016-07-12 22:35:12	BBC1/BBC	7,451
42	Weather 2016-07-14 22:46:23	BBC1/BBC	7,389
43	Breakfast 2016-07-15 06:00:00	BBC1/BBC	7,376
44	Weather 2016-07-13 23:07:03	BBC1/BBC	7,212
45	Tour De France Live 2016 2016-07-13 13:58:30	ITV4/ITV	7,204
46	Six O'clock News 2016-07-12 18:00:00	BBC1/BBC	7,135
47	BBC London News 2016-07-12 18:28:39	BBC1/BBC	7,083
48	One O'clock News 2016-07-11 13:00:00	BBC1/BBC	7,057
49	BBC News 2016-07-16 22:16:30	BBC1/BBC	7,020
50	Casualty 2016-07-16 21:27:31	BBC1/BBC	6,982

Only viewing time for audited platforms is included. See page 27.

Top 50 on-demand programmes (Android players)

4 weeks ending 17th July 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 24/06/2016	BBC	72,248
2	Eastenders 05/07/2016	BBC	71,354
3	Eastenders 30/06/2016	BBC	71,015
4	Eastenders 27/06/2016	BBC	70,061
5	Eastenders 28/06/2016	BBC	69,675
6	Eastenders 21/06/2016	BBC	68,270
7	Eastenders 04/07/2016	BBC	63,325
8	Eastenders 23/06/2016	BBC	61,818
9	Eastenders 08/07/2016	BBC	61,097
10	Eastenders 12/07/2016	BBC	59,831
11	Eastenders 11/07/2016	BBC	51,390
12	Eastenders 14/07/2016	BBC	49,372
13	Eastenders 15/07/2016	BBC	43,986
14	The Insider: Reggie Yates In A Texan Jail	BBC	40,468
15	Love Island (Series 2) Episode 33	ITV	40,220
16	Sex, Drugs & Murder: Life In The Red Light Zone	BBC	39,077
17	Love Island (Series 2) Episode 0026	ITV	38,823
18	Coronation Street (Series 57) 2016 Episode 8946	ITV	37,024
19	Love Island (Series 2) Episode 32	ITV	35,808
20	Love Island (Series 2) Episode 29	ITV	35,538
21	Love Island (Series 2) Episode 0022	ITV	34,543
22	Love Island (Series 2) Episode 40	ITV	33,238
23	Coronation Street (Series 57) 2016 Episode 8945	ITV	32,522
24	Love Island (Series 2) Episode 0024	ITV	32,047
25	Love Island (Series 2) Episode 0023	ITV	31,949
26	Love Island (Series 2) Episode 0025	ITV	31,637
27	Love Island (Series 2) Episode 31	ITV	31,617
28	Love Island (Series 2) Episode 0021	ITV	31,477
29	Love Island (Series 2) Episode 35	ITV	30,982
30	Love Island (Series 2) Episode 28	ITV	30,956

	Programme	TV Player	Avg Programme Streams
31	Love Island (Series 2) Episode 30	ITV	30,841
32	Love Island (Series 2) Episode 39	ITV	30,509
33	Love Island (Series 2) Episode 38	ITV	30,011
34	Love Island (Series 2) Episode 36	ITV	29,623
35	Love Island (Series 2) Episode 37	ITV	29,110
36	Mock The Week Series 15 Episode 2	BBC	28,517
37	Love Island (Series 2) Episode 42	ITV	28,339
38	Casualty Series 30 History Repeating	BBC	28,153
39	Coronation Street (Series 57) 2016 Episode 8935	ITV	26,426
40	Mock The Week Series 15 Episode 4	BBC	25,516
41	Top Gear Series 23 Episode 6	BBC	25,399
42	Mock The Week Series 15 Episode 5	BBC	24,577
43	The Great British Sewing Bee Series 4 Puzzling Patterns And Pattern Cutting	BBC	23,660
44	Casualty Series 30 What Lies Beneath	BBC	23,538
45	Coronation Street (Series 57) 2016 Episode 8930	ITV	23,191
46	Coronation Street (Series 57) 2016 Episode 8934	ITV	22,845
47	Versailles: Episode 4	BBC	22,802
48	Game Of Thrones S6E9 (Sky)	Sky	22,801
49	Game Of Thrones S6E10 (Sky)	Sky	22,441
50	The Great British Sewing Bee Series 4 Activewear	BBC	22,427

Only viewing time for audited platforms is included. See page 27.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 50 on-demand programmes (iOS players)

4 weeks ending 17th July 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 24/06/2016	BBC	196,101
2	Eastenders 30/06/2016	BBC	193,466
3	Eastenders 05/07/2016	BBC	188,764
4	Eastenders 21/06/2016	BBC	188,441
5	Eastenders 27/06/2016	BBC	187,875
6	Eastenders 28/06/2016	BBC	181,960
7	Eastenders 23/06/2016	BBC	170,916
8	Eastenders 08/07/2016	BBC	170,393
9	Eastenders 04/07/2016	BBC	167,383
10	Love Island (Series 2) Episode 0026	ITV	163,323
11	Eastenders 12/07/2016	BBC	160,904
12	Love Island (Series 2) Episode 33	ITV	160,826
13	Love Island (Series 2) Episode 0022	ITV	142,570
14	Eastenders 11/07/2016	BBC	141,365
15	The Insider: Reggie Yates In A Texan Jail	BBC	140,499
16	Eastenders 14/07/2016	BBC	140,415
17	Love Island (Series 2) Episode 40	ITV	140,147
18	Love Island (Series 2) Episode 0023	ITV	134,312
19	Love Island (Series 2) Episode 31	ITV	132,783
20	Love Island (Series 2) Episode 0025	ITV	132,136
21	Love Island (Series 2) Episode 0024	ITV	131,496
22	Love Island (Series 2) Episode 0021	ITV	130,497
23	Love Island (Series 2) Episode 30	ITV	128,687
24	Love Island (Series 2) Episode 28	ITV	125,062
25	Love Island (Series 2) Episode 32	ITV	124,956
26	Eastenders 15/07/2016	BBC	124,381
27	Love Island (Series 2) Episode 39	ITV	123,159
28	Love Island (Series 2) Episode 35	ITV	120,180
29	Love Island (Series 2) Episode 38	ITV	118,913
30	Sex, Drugs & Murder: Life In The Red Light Zone:	BBC	117,818

	Programme	TV Player	Avg Programme Streams
31	Love Island (Series 2) Episode 37	ITV	117,220
32	Game Of Thrones S6E9 (Sky)	Sky	113,347
33	Love Island (Series 2) Episode 42	ITV	112,975
34	Love Island (Series 2) Episode 29	ITV	111,142
35	Game Of Thrones S6E10 (Sky)	Sky	109,113
36	Love Island (Series 2) Episode 36	ITV	105,550
37	Made In Chelsea S11E11	ALL 4	98,421
38	Kazoops: Animal Pals	BBC	83,646
39	Casualty Series 30 History Repeating	BBC	83,574
40	The Great British Sewing Bee Series 4 Puzzling Patterns And Pattern Cutting	BBC	82,723
41	Coronation Street (Series 57) 2016 Episode 8946	ITV	80,521
42	Mock The Week Series 15 Episode 2	BBC	79,647
43	The Great British Sewing Bee Series 4 Activewear	BBC	78,124
44	Celebrity Masterchef Series 11 Episode 1	BBC	76,734
45	Mock The Week Series 15 Episode 4	BBC	75,717
46	Coronation Street (Series 57) 2016 Episode 8945	ITV	74,263
47	Mock The Week Series 15 Episode 5	BBC	72,108
48	The Great British Sewing Bee Series 4 Evening Wear	BBC	71,775
49	Versailles: Episode 4	BBC	70,936
50	Casualty Series 30 What Lies Beneath	BBC	70,744

Only viewing time for audited platforms is included. See page 27.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.

Top 50 on-demand programmes (Website players)

4 weeks ending 17th July 2016



	Programme	TV Player	Avg Programme Streams
1	The Insider: Reggie Yates In A Texan Jail	BBC	163,730
2	Eastenders 24/06/2016	BBC	154,868
3	Eastenders 30/06/2016	BBC	152,085
4	Eastenders 27/06/2016	BBC	152,031
5	Eastenders 21/06/2016	BBC	151,993
6	Eastenders 05/07/2016	BBC	148,670
7	Eastenders 28/06/2016	BBC	148,175
8	Eastenders 23/06/2016	BBC	138,741
9	Eastenders 04/07/2016	BBC	134,060
10	Eastenders 08/07/2016	BBC	133,335
11	Love Island (Series 2) Episode 0026	ITV	131,896
12	Made In Chelsea S11E11	ALL 4	130,854
13	Love Island (Series 2) Episode 33	ITV	130,259
14	Eastenders 12/07/2016	BBC	124,587
15	Love Island (Series 2) Episode 29	ITV	121,463
16	Mock The Week Series 15 Episode 2	BBC	117,719
17	Love Island (Series 2) Episode 32	ITV	117,679
18	Love Island (Series 2) Episode 0022	ITV	116,778
19	Eastenders 11/07/2016	BBC	113,629
20	Mock The Week Series 15 Episode 4	BBC	113,312
21	Love Island (Series 2) Episode 0023	ITV	112,417
22	Love Island (Series 2) Episode 0024	ITV	111,227
23	Love Island (Series 2) Episode 0025	ITV	111,041
24	Mock The Week Series 15 Episode 5	BBC	110,685
25	Love Island (Series 2) Episode 40	ITV	109,952
26	Top Gear Series 23 Episode 6	BBC	109,862
27	Love Island (Series 2) Episode 31	ITV	109,135
28	Love Island (Series 2) Episode 0021	ITV	108,249
29	Eastenders 14/07/2016	BBC	106,585
30	Sex, Drugs & Murder: Life In The Red Light Zone:	BBC	106,109

	Programme	TV Player	Avg Programme Streams
31	Love Island (Series 2) Episode 30	ITV	105,743
32	Love Island (Series 2) Episode 28	ITV	105,245
33	Love Island (Series 2) Episode 39	ITV	100,309
34	Love Island (Series 2) Episode 35	ITV	99,648
35	Love Island (Series 2) Episode 38	ITV	99,420
36	Preview: The Living And The Dead Trailer (Short)	BBC	98,951
37	Versailles: Episode 4	BBC	94,440
38	Forces Of Nature With Brian Cox: The Universe In A Snowflake	BBC	94,262
39	Love Island (Series 2) Episode 36	ITV	94,127
40	Top Gear Series 23 Episode 4	BBC	93,058
41	Love Island (Series 2) Episode 42	ITV	92,153
42	Robot Wars: Meet The House Robots	BBC	92,117
43	Eastenders 15/07/2016	BBC	91,169
44	Love Island (Series 2) Episode 37	ITV	90,254
45	Game Of Thrones S6E9 (Sky)	Sky	90,108
46	Game Of Thrones S6E10 (Sky)	Sky	86,042
47	The Great British Sewing Bee Series 4 Puzzling Patterns And Pattern Cutting	BBC	84,862
48	Celebrity Masterchef Series 11 Episode 1	BBC	83,479
49	The Great British Sewing Bee Series 4 Activewear	BBC	82,697
50	The Graham Norton Show Series 19 Episode 14	BBC	81,122

Only viewing time for audited platforms is included. See page 27.

Excludes live streaming and viewing of broadcaster's content through third-party apps such as Sky Go.



Terminology

- 🏠 BARB's customers are used to working with data that represents the viewing habits of people. The TV Player Report focuses instead on devices.
- 🏠 The core metric for determining the popularity of a programme is Average Programme Streams, which represents the average number of devices that played the programme across its duration. It is analogous to the average audience measure that our customers often use to report programme audiences. Each of these metrics conveys the popularity of a programme, although Average Programme Streams is a measure of device usage rather than a measure of how many people are viewing.
- 🏠 We also use the following terminology in the TV Player Report.
 - **Total Viewing Time**
The total number of minutes that devices have received content (this enables a headline comparison of the volume of delivery through each TV player).
 - **Android**
Viewing to content that is made available through TV player apps that can be downloaded on tablets and smartphones running the Android operating system.
 - **Apple iOS**
Viewing to content that is made available through TV player apps that can be downloaded on Apple tablets, smartphones and other handheld devices.
 - **Website player**
Viewing to content that is made available by broadcasters through their own website (accessible through browsers on multiple devices and operating systems).



Generating online viewing data

- UK television broadcasters are implementing software measurement code within their TV player apps. This software code has been developed by Kantar Media and generates analytics tags each time a device requests content from a TV player. This allows BARB to record the total number of times content is watched and how long each viewing session is.
- The TV Player Report only includes data for platforms that have successfully completed a number of steps that are necessary for them to be live and reporting. The table below shows current implementation status by TV player.
- An explanatory note details whether the reported data includes on-demand and/or live streaming for TV players that are live.

	Android app	Apple iOS app	Website player
All 4	OD & Live	OD & Live	OD & Live
BBC iPlayer	OD & Live	OD & Live	OD & Live
ITV Player	OD & Live	OD & Live	OD & Live
My5			
S4C Clic			
Sky Go	OD & Live	OD & Live	OD & Live
STV Player			On-demand only
UKTV Play			On-demand only

	Measurement live & reporting
	Measurement being audited/tested
	Software code not yet implemented by broadcaster

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Capturing on-demand viewing and live streaming

- 🏠 The delivery of on-demand content and live streaming are separate technical processes within a TV player. Each of these requires distinct coding and auditing. Some TV players make both types of content available, while others only offer one. The intention is to report both forms of content across all TV players in due course.
- 🏠 TV players serve on-demand content in such a way that content IDs can be applied to individual programmes. This allows precise reporting of Average Programme Streams.
- 🏠 The process of identifying viewing to live channel streams is different.
 - The software measurement code deployed by BARB can establish when a TV player is being used to watch a live channel stream. It also identifies which channel is being watched live.
 - To establish which programmes were streamed live requires a process that matches the timestamp of the viewing session with the programme logs for the channel that was tuned to. This is equivalent to a process that BARB has used for many years to attribute our panel members' viewing to the right programme. This information can then be used to calculate Average Programme Streams for these programmes.
- 🏠 Live streaming is included on page 5 within the viewing time for the TV player that is used by the viewer.



What is this report telling me?

The TV Player Report is the first joint-industry, audited measure of viewing to online TV in the UK.

It reports on the consumption of online TV content in TV players controlled by the broadcasters. Data from all users of these players, not just a panel, go into the report.

We are also reporting on gross live consumption via online.

Which of these numbers are already covered by the BARB panel?

Currently BARB only reports online TV viewing when PCs, tablets or smartphones are being cast or projected onto a panel member's TV screen. As such some of the viewing reported in the TV Player Report is currently included in the viewing estimates provided from the BARB panel.

Are the data generated only from BARB panel homes?

The viewing levels are generated from across the whole population, not just from our nationally representative panel of homes. This census-level approach provides great certainty in overall viewing levels. The viewing data in this report do not represent the number of people that are watching. Instead, the figures are based on device usage.

What is "Average Programme Streams"?

“Average programme streams” is an industry-agreed metric that indicates the popularity of an online TV programme. It's the total viewing time of a programme on a TV Player by all devices in the reported period, divided by the full length of the programme.

It is analogous to the average audience measure that our customers often use to report programme audiences. Each of these metrics conveys the popularity of a programme, although average programme streams is a measure of device usage rather than a measure of how many people are viewing.

The average programme streams metric has been ratified by JICWEBS, the industry body responsible for the development of standards in measuring online media performance.

Why is the report being published in beta format?

We are continuing to make developments that will turn the TV Player Report into an increasingly comprehensive picture of online TV viewing.

BARB, with the research agency Kantar, is working with broadcasters to implement the analytics tag into more and more TV player platforms. This has to be done platform by platform. The report will include each platform as soon as its tagging implementation has been independently audited.



The second area of ongoing development is identifying which programmes are being watched live. The analytics tag can determine when someone has chosen to use a TV player to watch a channel live, although it can't access content IDs that identify which particular programme was on at the time. We therefore report live programmes by matching the timestamp of the viewing session to the programme logs for the channel being viewed. The next intended development is to report an aggregate figure for a programme whether viewed live or on-demand; this requires live programmes to have the same content identifiers as on-demand ones.

Why are some broadcasters' platforms missing from the report?

Each broadcaster has to schedule the development work in alongside other software development priorities. Many broadcasters have started implementing the software code which means that the report will provide an increasingly comprehensive picture of online TV viewing as time goes on. A number of implementations are currently being audited, which is the final stage of preparation prior to reporting.

BARB will publish data from TV players that have passed an independent audit by ABC. This gives us added reassurance that the analytics are performing as expected and the numbers make sense.

Does the report cover live streaming and on-demand viewing?

Yes, it is designed to report online minutes for both types of viewing, although the following needs to be considered when reading the report.

Firstly, the specific content watched is already identified for on-demand viewing through a system of content IDs. We are able to report which programmes were viewed live by integrating BARB's comprehensive, as-run programme data logs. Consequently, we can report average programme streams for both live and on-demand viewing. The next step we are working on is to present unified figures; this will be possible when broadcasters make content IDs available in the as-run programme logs.

Secondly, some TV players are still developing the ability to deliver data on live streaming. The delivery of on-demand content and live streaming are often separate technical processes within a TV player. Each of these requires distinct coding, implementation and auditing.

Are you reporting on consumption of advertising?

We are developing this and will report it in due course. Serving and identifying ads on the internet is more complex than programme content, with multiple suppliers and technologies involved.

Is viewing to downloads included?

Yes, offline viewing of downloaded content can be captured for broadcasters that have enabled this feature in their TV players. When this feature is enabled, the data for offline viewing of downloaded content are retrieved the next time a device goes online.

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What period does the report cover?

The report is published on a Wednesday and covers the calendar week that ended ten days previously. It also includes rolling cumulative information for the last four weeks. It is published on the home page of the BARB website (www.barb.co.uk).

What are Android, Apple iOS and Website players?

These are internet platforms on which broadcasters have developed TV players. The Android figures reflect usage of TV player apps developed for this operating system that is used on a range of tablets and smartphones, while the Apple iOS data cover viewing that takes place on TV player apps developed for use on iPhones, iPads and iPod Touches.

Website players are found on broadcaster websites which can be accessed through a variety of browsers on multiple devices and operating systems.

What proportion of all online viewing does the report account for?

There is no accepted currency that covers all forms of online TV and video. That said, broadcasters' own data suggest that as much as 80% of online TV viewing is covered by Android apps, Apple iOS apps and Website players.

Will the report encompass other operating platforms?

Yes, we are continuously working to make measurement available for other online distribution platforms, starting with games consoles and Smart TVs.

Does the TV Player Report include viewing through internet-only content platforms?

The methodology is designed to be inclusive for content distributed through online TV players. BARB has no intention to restrict inclusion in the report to its current channel subscribers.

How does the implementation process work?

Kantar provides the software code for the analytics tags to broadcasters in an SDK (Software Development Kit). The broadcaster's app development teams implement this code within each of their TV player apps.

Having done this, the broadcaster works with Kantar on a series of acceptance tests to ensure that data are being generated in line with BARB's expectations.

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How does the auditing process work?

Once the broadcaster and Kantar are satisfied that the software code (SDK) has been implemented properly, the player is ready for audit.

During the designated audit period, ABC watches content on appropriate devices and checks that what's reported by the broadcaster aligns with what it expects. It also seeks reassurance that there is no robotic traffic going into the reports, and that the overall numbers claimed for the period can be substantiated by the data supplied. All of this aims to prove that the figures reported make sense and reflect genuine human activity.

Once ABC is satisfied with all its tests, the audit is passed and the player goes live for reporting. Once a player is live, random audits are scheduled during the year to ensure that we can still have confidence in the system. A new audit will be commissioned if a broadcaster makes a major update to a player, such that it's effectively a new piece of technology.