







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

Week ending 23rd October 2016



		Total viewing time (minutes)			
		All platforms	Android app	Apple iOS app	Website player
All TV players	TOTAL	1,209,762,505	157,097,737	545,936,025	506,728,743
	Live streaming	366,669,133	43,400,402	157,827,987	165,440,744
	On-demand	843,093,372	113,697,335	388,108,038	341,287,998
 All 4	Live streaming	13,169,289	619,394	4,342,190	8,207,705
	On-demand	106,209,519	9,141,250	45,261,882	51,806,387
 BBC iPlayer (incl iPlayer Kids)	Live streaming	121,609,118	8,661,048	35,949,636	76,998,434
	On-demand	496,136,355	70,203,240	209,424,834	216,508,280
 ITV Hub and STV Player	Live streaming	43,450,154	7,287,462	20,777,255	15,385,437
	On-demand	130,189,580	20,878,170	60,095,268	49,216,141
 My5	On-demand	5,465,995	-	5,465,995	-
 Sky Go*	Live Streaming	188,440,572	26,832,498	96,758,906	64,849,168
	On-demand	98,271,808	12,405,256	65,150,975	20,715,577
 UKTV Play	On-demand	6,820,116	1,069,420	2,709,084	3,041,612

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