



The TV Player Report

A beta report
into online TV viewing

Week ending 13th November 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 13th November 2016



		Total viewing time (minutes)			
		All platforms	Android app	Apple iOS app	Website player
All TV players	TOTAL	1,250,241,281	159,966,327	547,521,075	542,753,878
	Live streaming	438,509,824	49,083,518	176,924,236	212,502,070
	On-demand	811,731,457	110,882,809	370,596,839	330,251,809
 All 4	Live streaming	15,994,323	815,864	5,450,678	9,727,781
	On-demand	103,890,859	8,975,815	43,465,915	51,449,129
 BBC iPlayer (incl iPlayer Kids)	Live streaming	189,888,400	13,726,331	55,360,667	120,801,401
	On-demand	485,540,141	69,980,373	202,747,340	212,812,427
 ITV Hub and STV Player	Live streaming	69,601,165	11,258,644	28,629,486	29,713,035
	On-demand	112,864,093	18,303,206	51,473,123	43,087,764
 My5	On-demand	5,380,278	-	5,380,278	-
 S4C	Live Streaming	94,263	-	-	94,263
 Sky Go*	Live Streaming	162,931,673	23,282,679	87,483,405	52,165,590
	On-demand	99,394,594	12,845,362	65,459,451	21,089,782
 UKTV Play	On-demand	4,661,492	778,053	2,070,732	1,812,707

* 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 13th November 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	1,250,241,281	811,731,457	438,509,824	226,796,722	85,689,751	99,394,594	162,931,673	485,540,141	189,888,400		
BBC	675,780,832	485,960,426	189,820,406	-	-	420,285	-	485,540,141	189,820,406		
ITV	212,493,250	121,009,142	91,484,108	112,864,093	A, I, W 69,601,165	A, I, W 8,145,049	21,882,943	-	-		
Sky	153,195,019	54,709,638	98,485,380	-	-	54,709,638	98,485,380	-	-		
Channel 4	130,812,031	106,573,316	24,238,715	103,890,859	A, I, W 15,994,323	A, I, W 2,682,457	8,244,392	-	-		
Viacom	15,769,591	9,699,724	6,069,867	-	-	9,699,724	6,069,867	-	-		
UKTV	13,752,095	6,841,473	6,910,622	4,661,492	A, I, W -	2,179,980	6,910,622	-	-		
Fox	12,347,292	6,814,665	5,532,627	-	-	6,814,665	5,532,627	-	-		
Channel 5	10,650,206	6,923,468	3,726,738	5,380,278	I -	1,543,191	3,726,738	-	-		
Disney	8,890,870	8,277,067	613,803	-	-	8,277,067	613,803	-	-		
NBC Universal	4,794,993	1,411,758	3,383,235	-	-	1,411,758	3,383,235	-	-		
Discovery	4,507,338	1,412,189	3,095,149	-	-	1,412,189	3,095,149	-	-		
AETN	4,080,612	397,703	3,682,909	-	-	397,703	3,682,909	-	-		
Turner	1,716,913	1,190,228	526,686	-	-	1,190,228	526,686	-	-		
Star India	777,322	-	777,322	-	-	-	777,322	-	-		
S4C	162,256	-	162,256	-	94,263	W -	-	-	67,993		
Vice UK TV Ltd	83,303	83,303	-	-	-	83,303	-	-	-		
UTV Ent't TV	138	138	-	-	-	138	-	-	-		
Not Attributable	427,219	427,219	-	-	-	427,219	-	-	-		

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

Only viewing time for audited platforms is included. See page 29.

Live streaming channels

Week ending 13th November 2016



	Total viewing time (minutes)			
	Total	Own apps	BBC iPlayer	Sky Go
BBC1	114,714,351	-	114,714,351	-
ITV	68,176,929	52,309,273	-	15,867,656
BBC News 24	45,329,395	-	45,329,395	-
Sky Sports 2	27,006,988	-	-	27,006,988
BBC2	21,534,551	-	21,534,551	-
Sky Sports 1	21,523,315	-	-	21,523,315
Sky Sports Formula 1	14,570,670	-	-	14,570,670
Channel 4	12,566,947	8,522,907	-	4,044,040
Sky News	10,593,763	-	-	10,593,763
ITV2	7,516,437	4,925,297	-	2,591,140
ITVbe	6,594,149	5,776,412	-	817,737
E4	6,180,021	4,096,859	-	2,083,161
ITV4	5,233,815	3,706,831	-	1,526,984
FOX	4,313,828	-	-	4,313,828
Sky Sports News HQ	3,938,225	-	-	3,938,225
Comedy Central	3,433,051	-	-	3,433,051
ITV3	3,353,650	2,716,338	-	637,313
Cbeebies	3,340,388	-	3,340,388	-
Sky Sports 5	3,057,075	-	-	3,057,075
Film4	2,964,610	1,780,205	-	1,184,405
BBC4	2,960,425	-	2,960,425	-
Sky Sports 4	2,444,071	-	-	2,444,071
Sky 1	2,356,845	-	-	2,356,845
Gold	2,165,983	-	-	2,165,983
Channel 5	2,164,730	-	-	2,164,730
Sky Sports 3	2,097,089	-	-	2,097,089
CI	1,871,195	-	-	1,871,195
MTV	1,862,682	-	-	1,862,682
More4	1,854,276	921,490	-	932,786
Sky Sports Mix	1,849,653	-	-	1,849,653
Universal	1,698,287	-	-	1,698,287
Dave	1,695,289	-	-	1,695,289
Sky Atlantic	1,393,070	-	-	1,393,070
Sky Living	1,350,690	-	-	1,350,690
CBBC	1,256,174	-	1,256,174	-
Discovery	1,072,284	-	-	1,072,284
Watch	966,215	-	-	966,215
TLC	959,211	-	-	959,211
Sky Cinema Action	861,261	-	-	861,261
5 USA	854,210	-	-	854,210
E! Entertainment	848,935	-	-	848,935
Syfy	836,013	-	-	836,013
Lifetime	829,510	-	-	829,510
History	823,619	-	-	823,619

Live streaming channels

Week ending 13th November 2016



	Total viewing time (minutes)			
	Total	Own apps	BBC iPlayer	Sky Go
Sky Cinema Drama & Romance	810,244	-	-	810,244
Star Plus	777,322	-	-	777,322
Sky Cinema Greats	751,172	-	-	751,172
National Geographic	731,292	-	-	731,292
Good Food	717,824	-	-	717,824
5*	707,798	-	-	707,798
4 Seven	672,863	672,863	-	-
Sky Cinema Showcase	658,448	-	-	658,448
Alibi	645,523	-	-	645,523
Sky Cinema Comedy	610,808	-	-	610,808
Sky Cinema Crime	584,444	-	-	584,444
BBC Parliament	562,993	-	562,993	-
National Geographic Wild	487,508	-	-	487,508
Sky Cinema Disney	480,322	-	-	480,322
Nick Jr.	408,972	-	-	408,972
Home	402,680	-	-	402,680
ITV Encore	396,908	-	-	396,908
Animal Planet	395,929	-	-	395,929
Sky Cinema Sci-Fi/Horror	388,074	-	-	388,074
Eurosport UK	337,617	-	-	337,617
Disney Channel	330,212	-	-	330,212
Eden	317,109	-	-	317,109
Sky Cinema Select	316,104	-	-	316,104
Sky Cinema Premier	311,371	-	-	311,371
Disney Junior	283,590	-	-	283,590
Sky Cinema Family	271,597	-	-	271,597
Nickelodeon	262,025	-	-	262,025
Cartoon Network	246,919	-	-	246,919
CITV	211,951	166,746	-	45,205
Boomerang	199,076	-	-	199,076
Discovery Turbo	181,629	-	-	181,629
Sky Arts 1	175,004	-	-	175,004
S4C	162,256	94,263	67,993	-
Viceland	158,586	-	-	158,586
Quest	148,480	-	-	148,480
Nicktoons	103,137	-	-	103,137
Cartoonito	80,690	-	-	80,690
Real Lives	76,692	-	-	76,692
BBC Webcast	24,708	-	24,708	-

This is a continuation of the report on page 7.

Top 50 on-demand programmes

Week ending 13th November 2016



	Programme	TV Player	Avg Programme Streams
1	Planet Earth II: Islands	BBC A, I, W	524,060
2	The Apprentice Series 12 Discount Buying	BBC A, I, W	344,023
3	Eastenders 08/11/2016	BBC A, I, W	282,964
4	The Missing Series 2 Das Vergessen	BBC A, I, W	274,751
5	Eastenders 07/11/2016	BBC A, I, W	273,167
6	Eastenders 10/11/2016	BBC A, I, W	263,450
7	Eastenders 11/11/2016	BBC A, I, W	256,126
8	Have I Got News For You Series 52 Episode 6	BBC A, I, W	206,331
9	Made In Chelsea S12E5	ALL 4 A, I, W	196,502
10	The Only Way Is Essex (Series 19) S26 : Episode 0009	ITV A, I, W	175,004
11	The Only Way Is Essex (Series 19) S26 : Episode 0010	ITV A, I, W	160,130
12	The Next Step Series 4 I Only Have Eyes For You	BBC A, I, W	143,609
13	Poldark Series 2 Episode 10	BBC A, I, W	135,282
14	The Dumping Ground Series 4 Two Camps	BBC A, I, W	134,758
15	Breaking Into Prison	BBC A, I, W	111,878
16	The Apprentice: Honest Subtitles Series 12 Discount Buying	BBC A, I, W	104,480
17	Masterchef: The Professionals Series 9 Episode 1	BBC A, I, W	100,483
18	The Missing Series 2 Static	BBC A, I, W	98,493
19	Citizen Khan Series 5 Bullies	BBC A, I, W	98,345
20	The Apprentice Series 12 Cycling Crowdfunding	BBC A, I, W	97,142
21	Strictly Come Dancing Series 14 Week 8	BBC A, I, W	95,566
22	Still Game Series 7 Down And Out	BBC A, I, W	92,406
23	Ordinary Lies Series 2 Episode 4	BBC A, I, W	90,693
24	Damilola, Our Loved Boy	BBC A, I, W	90,285
25	The Graham Norton Show Series 20 Episode 7	BBC A, I, W	88,758
26	So Awkward Series 2 Eye Contact	BBC A, I, W	82,420
27	Eastenders 04/11/2016	BBC A, I, W	79,777
28	First Dates S5E16	ALL 4 A, I, W	79,510
29	Holby City Series 19 Song Of Self, Part One	BBC A, I, W	77,834

	Programme	TV Player	Avg Programme Streams
30	Masterchef: The Professionals Series 9 Episode 2	BBC A, I, W	75,424
31	Close To The Enemy: Episode 1	BBC A, I, W	74,767
32	Humans S3E2	ALL 4 A, I, W	73,003
33	Coronation Street (Series 57) 2016 S58 : Episode 9032	ITV A, I, W	72,656
34	Coronation Street (Series 57) 2016 S58 : Episode 9030	ITV A, I, W	72,172
35	Coronation Street (Series 57) 2016 S58 : Episode 9031	ITV A, I, W	70,509
36	Citizen Khan Series 5 Cricket	BBC A, I, W	68,571
37	QI Series N Noble Rot	BBC A, I, W	67,159
38	Coronation Street (Series 57) 2016 S58 : Episode 9029	ITV A, I, W	66,934
39	The Apprentice: You're Fired Series 12 Discount Buying	BBC A, I, W	66,370
40	Live At The Apollo Series 12 Episode 1	BBC A, I, W	66,219
41	Sas: Who Dares Wins S2E4	ALL 4 A, I, W	64,400
42	Masterchef: The Professionals Series 9 Episode 3	BBC A, I, W	63,068
43	Dark Angel S1 : Episode 0002	ITV A, I, W	62,498
44	Asian Provocateur Series Mum's American Dream Uncle Ragu Returns	BBC A, I, W	61,409
45	The Real Housewives Of Cheshire (Series 4) S4 : Bollywood Or Bust	ITV A, I, W	59,607
46	The Missing Series 2 A Prison Without Walls	BBC A, I, W	58,620
47	Louis Theroux's Weird Weekends Series 2 Swingers	BBC A, I, W	57,838
48	Planet Earth II: Mountains	BBC A, I, W	57,297
49	Sam Faiers: The Mummy Diaries S1 : Episode 0005	ITV A, I, W	57,147
50	Married At First Sight S2E4	ALL 4 A, I, W	55,226

Only viewing time for audited platforms is included. See page 29.

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 13th November 2016



	Programme	Channel and Platform	Avg Programme Streams
1	I'm A Celebrity - Get Me Out Of Here! 2016-11-13 21:02:05	ITV/ITV	119,132
2	World Cup 2018 Qualifier 2016-11-11 19:14:00	ITV/ITV	77,941
3	The Apprentice 2016-11-10 20:59:43	BBC1/BBC	63,346
4	Election Night In America 2016-11-08 23:18:20	BBC1/BBC	50,823
5	Election Night In America 2016-11-09 06:00:00	BBC1/BBC	50,133
6	Planet Earth li 2016-11-13 20:00:39	BBC1/BBC	46,910
7	Us Election 2016: BBC News Special 2016-11-09 06:00:00	BBC News 24/BBC	46,419
8	The Missing 2016-11-09 21:00:48	BBC1/BBC	38,299
9	Ten O'clock News 2016-11-10 22:00:00	BBC1/BBC	36,446
10	The X Factor Results 2016-11-13 19:59:00	ITV/ITV	35,749
11	Strictly Come Dancing: The Results 2016-11-13 19:18:05	BBC1/BBC	35,156
12	Live Test Rugby: England V S Africa 2016-11-12 14:00:00	Sky Sports 1/Sky	32,970
13	Live Brazilian Grand Prix 2016-11-13 15:29:27	Sky Sports Formula 1/Sky	31,708
14	Live Brazilian Grand Prix 2016-11-13 15:29:27	Sky Sports 1/Sky	31,003
15	Annual Cenotaph Two-Minute Silence 2016-11-11 10:59:30	BBC1/BBC	30,361
16	Eastenders 2016-11-07 20:00:38	BBC1/BBC	30,120
17	Strictly Come Dancing 2016-11-12 18:55:00	BBC1/BBC	29,497
18	Ten O'clock News 2016-11-09 22:00:00	BBC1/BBC	29,421
19	Question Time 2016-11-10 22:45:30	BBC1/BBC	29,295
20	The Only Way Is Essex 2016-11-09 22:04:02	ITVbe/ITV	27,529
21	BBC London News 2016-11-10 22:30:47	BBC1/BBC	26,372
22	I'm A Celebrity - Get Me Out Of Here! 2016-11-13 21:02:05	ITV/Sky	26,344
23	Weather 2016-11-10 22:41:48	BBC1/BBC	25,481
24	Eastenders 2016-11-08 19:29:23	BBC1/BBC	25,330
25	The X Factor 2016-11-12 20:02:00	ITV/ITV	24,228
26	BBC News 2016-11-08 19:57:25	BBC1/BBC	23,756

	Programme	Channel and Platform	Avg Programme Streams
27	Eastenders 2016-11-10 19:28:52	BBC1/BBC	22,505
28	Eastenders 2016-11-11 19:59:57	BBC1/BBC	22,350
29	Ten O'clock News 2016-11-08 22:00:00	BBC1/BBC	21,624
30	My Mother And Other Strangers 2016-11-13 21:00:48	BBC1/BBC	21,261
31	BBC News 2016-11-10 19:58:14	BBC1/BBC	20,549
32	Us Election 2016: Live From Washington 2016-11-09 09:00:18	BBC1/BBC	20,157
33	World Cup 2018 Qualifier 2016-11-11 19:14:00	ITV/Sky	19,990
34	Citizen Khan 2016-11-07 00:01:36	BBC1/BBC	19,242
35	Us Election 2016: Live From Washington 2016-11-09 09:00:00	BBC News 24/BBC	19,216
36	Have I Got News For You 2016-11-11 21:00:19	BBC1/BBC	18,017
37	BBC London News 2016-11-08 22:32:30	BBC1/BBC	17,880
38	Live Wcq: Wales V Serbia 2016-11-12 19:17:01	Sky Sports 1/Sky	17,796
39	Remembrance Sunday: The Cenotaph 2016-11-13 10:19:53	BBC1/BBC	17,495
40	Six O'clock News 2016-11-09 18:00:00	BBC1/BBC	17,357
41	The Andrew Marr Show 2016-11-13 09:00:05	BBC1/BBC	17,154
42	Geordie Shore 2016-11-08 22:00:04	MTV/Sky	16,995
43	Ten O'clock News 2016-11-07 22:00:00	BBC1/BBC	16,918
44	Rugby Union 2016-11-12 19:29:02	BBC2/BBC	16,863
45	Made In Chelsea 2016-11-07 21:00:15	E4/ALL 4	16,673
46	The Graham Norton Show 2016-11-11 22:38:19	BBC1/BBC	16,455
47	Rugby Union 2016-11-12 17:00:00	BBC2/BBC	16,122
48	BBC London News 2016-11-09 22:55:04	BBC1/BBC	16,109
49	Weather 2016-11-08 22:43:31	BBC1/BBC	16,076
50	Live Brazilian Gp: Qualifying 2016-11-12 15:00:00	Sky Sports Formula 1/Sky	15,997

Only viewing time for audited platforms is included. See page 29.

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

Top 50 on-demand programmes

4 weeks ending 13th November 2016



	Programme	TV Player	Avg Programme Streams
1	Planet Earth II: Islands	BBC A, I, W	575,529
2	The Great British Bake Off Series 7 Patisserie Week	BBC A, I, W	537,878
3	The Apprentice Series 12 Corporate Candy	BBC A, I, W	531,405
4	The Apprentice Series 12 Department Store	BBC A, I, W	517,700
5	The Great British Bake Off Series 7 The Final	BBC A, I, W	458,695
6	The Apprentice Series 12 Cycling Crowdfunding	BBC A, I, W	441,407
7	The Missing Series 2 The Turtle And The Stick	BBC A, I, W	421,515
8	The Missing Series 2 A Prison Without Walls	BBC A, I, W	392,510
9	The Missing Series 2 Static	BBC A, I, W	354,500
10	Eastenders 04/11/2016	BBC A, I, W	352,731
11	The Apprentice Series 12 Discount Buying	BBC A, I, W	344,023
12	Eastenders 21/10/2016	BBC A, I, W	337,580
13	Eastenders 25/10/2016	BBC A, I, W	335,034
14	Eastenders 20/10/2016	BBC A, I, W	331,742
15	Eastenders 18/10/2016	BBC A, I, W	331,482
16	Eastenders 28/10/2016	BBC A, I, W	329,552
17	Eastenders 27/10/2016	BBC A, I, W	318,902
18	Eastenders 17/10/2016	BBC A, I, W	314,663
19	Eastenders 31/10/2016	BBC A, I, W	314,330
20	Eastenders 01/11/2016	BBC A, I, W	309,046
21	Eastenders 24/10/2016	BBC A, I, W	307,368
22	Eastenders 03/11/2016	BBC A, I, W	290,926
23	Eastenders 08/11/2016	BBC A, I, W	282,964
24	The Missing Series 2 Das Vergessen	BBC A, I, W	274,751
25	Eastenders 07/11/2016	BBC A, I, W	273,167
26	Made In Chelsea S12E2	ALL 4 A, I, W	269,280
27	The Fall Series 3 Episode 4	BBC A, I, W	268,303
28	Eastenders 10/11/2016	BBC A, I, W	263,450
29	Eastenders 11/11/2016	BBC A, I, W	256,126
30	Ordinary Lies Series 2 Episode 1	BBC A, I, W	255,655

	Programme	TV Player	Avg Programme Streams
31	The Fall Series 3 Episode 6	BBC A, I, W	249,926
32	Made In Chelsea S12E3	ALL 4 A, I, W	247,644
33	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	BBC A, I, W	246,708
34	The Fall Series 3 Episode 5	BBC A, I, W	245,588
35	The Missing Series 2 Come Home	BBC A, I, W	242,956
36	Made In Chelsea S12E4	ALL 4 A, I, W	241,445
37	Have I Got News For You Series 52 Episode 4	BBC A, I, W	229,149
38	Have I Got News For You Series 52 Episode 3	BBC A, I, W	217,641
39	Have I Got News For You Series 52 Episode 6	BBC A, I, W	206,331
40	Poldark Series 2 Episode 8	BBC A, I, W	206,165
41	Have I Got News For You Series 52 Episode 5	BBC A, I, W	200,007
42	The Dumping Ground Series 4 Troll	BBC A, I, W	196,856
43	Made In Chelsea S12E5	ALL 4 A, I, W	196,502
44	The Dumping Ground Series 4 It Takes Two	BBC A, I, W	195,379
45	The Apprentice Series 12 Advertising - Jeans	BBC A, I, W	193,944
46	The Next Step Series 4 The Game Belongs To Me	BBC A, I, W	193,515
47	Panorama: Paxman On Trump V Clinton: Divided America	BBC A, I, W	190,915
48	The Only Way Is Essex (Series 19) S26 : Episode 0008	ITV A, I, W	190,046
49	The Next Step Series 4 Knowing Me Knowing You	BBC A, I, W	189,134
50	Citizen Khan Series 5 Cricket	BBC A, I, W	185,688

Only viewing time for audited platforms is included. See page 29.

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 13th November 2016



All 4

Platforms included: Android app, iOS app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Made In Chelsea S12E5	196,502	Made In Chelsea S12E2	269,280
2	First Dates S5E16	79,510	Made In Chelsea S12E3	247,644
3	Humans S3E2	73,003	Made In Chelsea S12E4	241,445
4	Sas: Who Dares Wins S2E4	64,400	Made In Chelsea S12E5	196,502
5	Married At First Sight S2E4	55,226	Sas: Who Dares Wins S2E1	143,666
6	Hollyoaks S25E222	55,020	Humans S3E1	124,111
7	The Big Bang Theory S10E4	53,607	Married At First Sight S2E1	105,680
8	Hollyoaks S25E223	53,222	Sas: Who Dares Wins S2E2	104,484
9	Hollyoaks S25E224	50,724	First Dates S5E13	103,442
10	Hollyoaks S25E225	45,304	Hunted S3E5	99,366



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	Planet Earth II: Islands	524,060	Planet Earth II: Islands	575,529
2	The Apprentice Series 12 Discount Buying	344,023	The Great British Bake Off Series 7 Patisserie Week	537,878
3	Eastenders 08/11/2016	282,964	The Apprentice Series 12 Corporate Candy	531,405
4	The Missing Series 2 Das Vergessen	274,751	The Apprentice Series 12 Department Store	517,700
5	Eastenders 07/11/2016	273,167	The Great British Bake Off Series 7 The Final	458,695
6	Eastenders 10/11/2016	263,450	The Apprentice Series 12 Cycling Crowdfunding	441,407
7	Eastenders 11/11/2016	256,126	The Missing Series 2 The Turtle And The Stick	421,515
8	Have I Got News For You Series 52 Episode 6	206,331	The Missing Series 2 A Prison Without Walls	392,510
9	The Next Step Series 4 I Only Have Eyes For You	143,609	The Missing Series 2 Static	354,500
10	Poldark Series 2 Episode 10	135,282	Eastenders 04/11/2016	352,731

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 13th November 2016



ITV Hub

Platforms included: Android app, iOS app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	The Only Way Is Essex (Series 19) S26 : Episode 0009	175,004	The Only Way Is Essex (Series 19) S26 : Episode 0008	190,046
2	The Only Way Is Essex (Series 19) S26 : Episode 0010	160,130	The Only Way Is Essex (Series 19) S26 : Episode 0009	177,042
3	Coronation Street (Series 57) 2016 S58 : Episode 9032	72,656	The Only Way Is Essex (Series 19) S26 : Episode 0010	160,130
4	Coronation Street (Series 57) 2016 S58 : Episode 9030	72,172	The Only Way Is Essex (Series 19) Episode 0003	158,944
5	Coronation Street (Series 57) 2016 S58 : Episode 9031	70,509	The Only Way Is Essex (Series 19) Episode 0004	156,383
6	Coronation Street (Series 57) 2016 S58 : Episode 9029	66,934	The Only Way Is Essex (Series 19) Episode 0005	153,987
7	Dark Angel S1 : Episode 0002	62,498	The Only Way Is Essex (Series 19) Episode 0006	142,573
8	The Real Housewives Of Cheshire (Series 4) S4 : Bollywood Or Bust	59,607	The Only Way Is Essex (Series 19) S26 : Episode 0007	138,027
9	Sam Faiers: The Mummy Diaries S1 : Episode 0005	57,147	The Only Way Is Essex (Series 19) Episode 0007	115,928
10	Emmerdale (Series 45) 2016 S45 : Episode 7662	53,912	The Only Way Is Essex (Series 19) S26 : Episode 0006	109,586



My5

Platforms included: iOS app

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Neighbours Episode 7491	6,760	Neighbours Episode 7478	8,903
2	Neighbours Episode 7492	6,631	Neighbours Episode 7481	8,766
3	Neighbours Episode 7493	6,306	Neighbours Episode 7476	8,726
4	Neighbours Episode 7494	6,148	Neighbours Episode 7479	8,708
5	Home And Away Episode 6516	5,756	Neighbours Episode 7477	8,648
6	Home And Away Episode 6517	5,670	Neighbours Episode 7480	8,573
7	Home And Away Episode 6518	5,403	Neighbours Episode 7482	8,565
8	Home And Away Episode 6519	5,209	Neighbours Episode 7484	8,322
9	Neighbours Episode 7495	4,945	Neighbours Episode 7485	8,321
10	Home And Away Episode 6520	4,768	Neighbours Episode 7483	8,282

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 13th November 2016



Sky Go

Platforms included: Android app, iOS app

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Geordie Shore S13E3 (Viacom)	49,744	Westworld S1E3 (Sky)	67,785
2	The Walking Dead S7E3 (Fox)	38,366	The Walking Dead S7E1 (Fox)	66,771
3	Westworld S1E6 (Sky)	33,291	Geordie Shore S13E1 (Viacom)	64,961
4	Liverpool V Watford (Sky)	13,581	Geordie Shore S13E2 (Viacom)	61,891
5	Film: Ride Along 2 (Sky)	13,028	Westworld S1E4 (Sky)	57,778
6	Westworld S1E5 (Sky)	12,513	Ex On The Beach S5E10 (Viacom)	51,876
7	A League Of Their Own S11E8 (Sky)	12,506	Geordie Shore S13E3 (Viacom)	49,744
8	Swansea V Man Utd (Sky)	12,195	Westworld S1E5 (Sky)	48,626
9	Grey's Anatomy S13E2 (Sky)	10,502	The Walking Dead S7E2 (Fox)	47,723
10	The Flash S3E3 (Sky)	10,309	Film: Grimsby (Sky)	45,726



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 9032	3,344	Emmerdale (Series 45) 2016 Episode 7648	6,538
2	Coronation Street (Series 57) 2016 Episode 9030	3,157	Emmerdale (Series 45) 2016 Episode 7647	6,146
3	Coronation Street (Series 57) 2016 Episode 9031	3,008	Cold Feet (Series 6) Episode 0007	5,773
4	Emmerdale (Series 45) 2016 Episode 7661	3,005	Emmerdale (Series 45) 2016 Episode 7646	5,422
5	Emmerdale (Series 45) 2016 Episode 7662	2,927	Coronation Street (Series 57) 2016 Episode 9018	5,358
6	Coronation Street (Series 57) 2016 Episode 9029	2,909	Emmerdale (Series 45) 2016 Episode 7645	4,957
7	Dark Angel Episode 0002	2,888	Coronation Street (Series 57) 2016 Episode 9017	4,819
8	Emmerdale (Series 45) 2016 Episode 7666	2,624	Cold Feet (Series 6) Episode 0008	4,631
9	Emmerdale (Series 45) 2016 Episode 7663	2,595	Emmerdale (Series 45) 2016 Episode 7644	4,589
10	Emmerdale (Series 45) 2016 Episode 7665	2,404	Coronation Street (Series 57) 2016 Episode 9016	4,451

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 13th November 2016



UKTV Play

Platforms included: Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Dave Gorman: Modern Life Is Goodish S4E1	5,205	Red Dwarf S11E6	39,983
2	Taskmaster S3E5	4,359	Taskmaster S3E3	25,719
3	Red Dwarf S11E6	2,413	Red Dwarf S11E5	24,629
4	Taskmaster S3E4	2,088	Taskmaster S3E4	23,132
5	Taskmaster S3E3	1,562	Taskmaster S3E5	19,952
6	Red Dwarf S11E5	1,514	Taskmaster S3E2	13,173
7	Taskmaster S3E2	1,505	Red Dwarf S11E4	12,257
8	Taskmaster S3E1	1,354	Taskmaster S3E1	10,120
9	Red Dwarf S11E4	1,061	Most Haunted Halloween Special	9,819
10	The Bill S21E250	1,029	Red Dwarf S11E3	8,068

Top 10 live programmes by TV player

Week ending 13th November 2016



All 4

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Made In Chelsea 2016-11-07 21:00:15	E4/ALL 4	16,673
2	F1: Brazilian Grand Prix Highlights 2016-11-13 22:03:00	Channel 4/ALL 4	12,218
3	Sas: Who Dares Wins 2016-11-07 21:01:38	Channel 4/ALL 4	6,501
4	First Dates 2016-11-07 22:03:18	Channel 4/ALL 4	6,010
5	F1: Brazilian Gp Qualifying Highlights 2016-11-12 19:59:00	Channel 4/ALL 4	5,453
6	Married At First Sight 2016-11-08 21:00:58	Channel 4/ALL 4	4,982
7	The Last Leg: Us Election Special 2016-11-09 21:01:00	Channel 4/ALL 4	4,655
8	Gogglebox 2016-11-11 21:01:26	Channel 4/ALL 4	4,485
9	Humans 2016-11-13 21:00:57	Channel 4/ALL 4	4,419
10	Hollyoaks 2016-11-07 18:59:43	E4/ALL 4	3,752



BBC iPlayer (includes iPlayer Kids)

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	The Apprentice 2016-11-10 20:59:43	BBC1/BBC	63,346
2	Election Night In America 2016-11-08 23:18:20	BBC1/BBC	50,823
3	Election Night In America 2016-11-09 06:00:00	BBC1/BBC	50,133
4	Planet Earth li 2016-11-13 20:00:39	BBC1/BBC	46,910
5	Us Election 2016: BBC News Special 2016-11-09 06:00:00	BBC News 24/BBC	46,419
6	The Missing 2016-11-09 21:00:48	BBC1/BBC	38,299
7	Ten O'clock News 2016-11-10 22:00:00	BBC1/BBC	36,446
8	Strictly Come Dancing: The Results 2016-11-13 19:18:05	BBC1/BBC	35,156
9	Annual Cenotaph Two-Minute Silence 2016-11-11 10:59:30	BBC1/BBC	30,361
10	Eastenders 2016-11-07 20:00:38	BBC1/BBC	30,120

Top 10 live programmes by TV player

Week ending 13th November 2016



ITV Hub

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	I'm A Celebrity - Get Me Out Of Here! 2016-11-13 21:02:05	ITV/ITV	119,132
2	World Cup 2018 Qualifier 2016-11-11 19:14:00	ITV/ITV	77,941
3	The X Factor Results 2016-11-13 19:59:00	ITV/ITV	35,749
4	The Only Way Is Essex 2016-11-09 22:04:02	ITVbe/ITV	27,529
5	The X Factor 2016-11-12 20:02:00	ITV/ITV	24,228
6	Itv News 2016-11-13 22:49:55	ITV/ITV	15,444
7	Coronation Street 2016-11-07 19:31:57	ITV/ITV	13,143
8	I'm A Celebrity Get Me Out Of Here.. ... 2016-11-13 22:46:35	ITV2/ITV	13,043
9	Coronation Street 2016-11-07 20:31:07	ITV/ITV	12,742
10	Coronation Street 2016-11-09 19:31:52	ITV/ITV	12,020

S4C

S4C

Platforms included: Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Sgorio Rhyngwladol 2016-11-12 22:31:32	S4C/S4C	184
2	Clwb Rygbi Rhyngwladol: Gemau'r Hydref 2016-11-12 16:59:02	S4C/S4C	144
3	Fferm Ffactor: Brwydr Y Ffermwyr 2016-11-12 19:36:14	S4C/S4C	113
4	Gwyl Cerdd Dant Llyn Ac Eifionydd 2016 2016-11-12 20:30:17	S4C/S4C	59
5	Gwyl Cerdd Dant Llyn Ac Eifionydd 2016 2016-11-12 23:32:12	S4C/S4C	48
6	Y Gwyll 2016-11-13 21:00:51	S4C/S4C	40
7	Y Tywydd 2016-11-12 16:57:00	S4C/S4C	38
8	Sgorio 2016-11-13 15:45:45	S4C/S4C	35
9	Newyddion A Chwaraeon 2016-11-12 16:50:00	S4C/S4C	34
10	Priodas Pum Mil 2016-11-13 20:00:47	S4C/S4C	27

Top 10 live programmes by TV player

Week ending 13th November 2016



sky Sky Go

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Live Test Rugby: England V S Africa 2016-11-12 14:00:00	Sky Sports 1/Sky	32,970
2	Live Brazilian Grand Prix 2016-11-13 15:29:27	Sky Sports Formula 1/Sky	31,708
3	Live Brazilian Grand Prix 2016-11-13 15:29:27	Sky Sports 1/Sky	31,003
4	I'm A Celebrity - Get Me Out Of Here! 2016-11-13 21:02:05	ITV/Sky	26,344
5	World Cup 2018 Qualifier 2016-11-11 19:14:00	ITV/Sky	19,990
6	Live Wcq: Wales V Serbia 2016-11-12 19:17:01	Sky Sports 1/Sky	17,796
7	Geordie Shore 2016-11-08 22:00:04	MTV/Sky	16,995
8	Live Brazilian Gp: Qualifying 2016-11-12 15:00:00	Sky Sports Formula 1/Sky	15,997
9	Sunrise With Sarah-Jane Mee 2016-11-09 07:30:00	Sky News/Sky	13,647
10	Live Test Cricket: Ind V Eng 2016-11-13 06:00:00	Sky Sports 2/Sky	12,781

Top 50 on-demand programmes (Android players)

Week ending 13th November 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 08/11/2016	BBC	48,061
2	Eastenders 07/11/2016	BBC	46,689
3	Eastenders 10/11/2016	BBC	44,836
4	Eastenders 11/11/2016	BBC	44,207
5	Planet Earth II: Islands	BBC	41,237
6	The Apprentice Series 12 Discount Buying	BBC	33,554
7	The Missing Series 2 Das Vergessen	BBC	32,799
8	The Next Step Series 4 I Only Have Eyes For You	BBC	24,591
9	The Dumping Ground Series 4 Two Camps	BBC	23,876
10	Have I Got News For You Series 52 Episode 6	BBC	22,051
11	Citizen Khan Series 5 Bullies	BBC	18,442
12	Poldark Series 2 Episode 10	BBC	16,274
13	Still Game Series 7 Down And Out	BBC	15,549
14	So Awkward Series 2 Eye Contact	BBC	14,819
15	The Only Way Is Essex (Series 19) S26 : Episode 0009	ITV	14,201
16	The Apprentice: Honest Subtitles Series 12 Discount Buying	BBC	14,190
17	Ordinary Lies Series 2 Episode 4	BBC	13,753
18	The Only Way Is Essex (Series 19) S26 : Episode 0010	ITV	13,742
19	Breaking Into Prison	BBC	13,700
20	Eastenders 04/11/2016	BBC	13,578
21	Bing: Lunch	BBC	13,417
22	Topsy And Tim Series 3 Camping Weekend	BBC	13,374
23	Holby City Series 19 Song Of Self, Part One	BBC	13,104
24	Citizen Khan Series 5 Cricket	BBC	12,991
25	Damilola, Our Loved Boy	BBC	12,359
26	Bing: Eggy Head	BBC	11,828
27	Masterchef: The Professionals Series 9 Episode 1	BBC	11,579
28	Topsy And Tim Series 3 Getting Better	BBC	11,536
29	Strictly Come Dancing Series 14 Week 8	BBC	11,408

	Programme	TV Player	Avg Programme Streams
30	Bing: Woof!	BBC	11,245
31	Bing: Toy Party	BBC	11,205
32	The Missing Series 2 Statice	BBC	11,079
33	Bing: Mine	BBC	10,813
34	Do You Know?: Cake And Soft Play	BBC	10,129
35	Made In Chelsea S12E5	ALL 4	10,078
36	The Only Way Is Essex (Series 19) Episode 0009	ITV	9,984
37	Topsy And Tim Series 3 Hospital Visit	BBC	9,670
38	Poppies	BBC	9,466
39	The Only Way Is Essex (Series 19) Episode 0010	ITV	9,219
40	Close To The Enemy: Episode 1	BBC	9,210
41	Live At The Apollo Series 12 Episode 1	BBC	9,154
42	The Apprentice Series 12 Cycling Crowdfunding	BBC	9,031
43	Masterchef: The Professionals Series 9 Episode 2	BBC	8,901
44	Coronation Street (Series 57) 2016 S58 : Episode 9032	ITV	8,763
45	Coronation Street (Series 57) 2016 Episode 9032	ITV	8,690
46	Casualty Series 31 Thirty Years	BBC	8,632
47	Coronation Street (Series 57) 2016 S58 : Episode 9030	ITV	8,619
48	Coronation Street (Series 57) 2016 Episode 9030	ITV	8,446
49	Emmerdale (Series 45) 2016 S45 : Episode 7662	ITV	8,428
50	Dark Angel Episode 0002	ITV	8,410

Only viewing time for audited platforms is included. See page 29.

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 13th November 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 08/11/2016	BBC	133,338
2	Planet Earth II: Islands	BBC	131,417
3	Eastenders 07/11/2016	BBC	128,819
4	Eastenders 10/11/2016	BBC	126,671
5	The Apprentice Series 12 Discount Buying	BBC	126,266
6	Eastenders 11/11/2016	BBC	124,367
7	The Missing Series 2 Das Vergessen	BBC	119,414
8	The Only Way Is Essex (Series 19) S26 : Episode 0009	ITV	85,452
9	The Only Way Is Essex (Series 19) S26 : Episode 0010	ITV	82,529
10	Made In Chelsea S12E5	ALL 4	80,237
11	The Next Step Series 4 I Only Have Eyes For You	BBC	78,947
12	The Dumping Ground Series 4 Two Camps	BBC	76,869
13	Have I Got News For You Series 52 Episode 6	BBC	68,970
14	Poldark Series 2 Episode 10	BBC	53,640
15	So Awkward Series 2 Eye Contact	BBC	46,794
16	Citizen Khan Series 5 Bullies	BBC	45,488
17	The Apprentice: Honest Subtitles Series 12 Discount Buying	BBC	45,243
18	Ordinary Lies Series 2 Episode 4	BBC	44,863
19	Breaking Into Prison	BBC	43,874
20	The Missing Series 2 Static	BBC	40,947
21	Masterchef: The Professionals Series 9 Episode 1	BBC	40,386
22	Strictly Come Dancing Series 14 Week 8	BBC	40,259
23	Damilola, Our Loved Boy	BBC	37,736
24	Holby City Series 19 Song Of Self, Part One	BBC	37,706
25	The Graham Norton Show Series 20 Episode 7	BBC	36,224
26	Eastenders 04/11/2016	BBC	35,363
27	Still Game Series 7 Down And Out	BBC	34,766
28	Coronation Street (Series 57) 2016 S58 : Episode 9032	ITV	34,278
29	The Apprentice Series 12 Cycling Crowdfunding	BBC	34,179

	Programme	TV Player	Avg Programme Streams
30	Coronation Street (Series 57) 2016 S58 : Episode 9031	ITV	33,080
31	Sam Faiers: The Mummy Diaries S1 : Episode 0005	ITV	32,379
32	Coronation Street (Series 57) 2016 S58 : Episode 9030	ITV	32,338
33	Geordie Shore S13E3 (Viacom)	Sky	32,246
34	The Real Housewives Of Cheshire (Series 4) S4 : Bollywood Or Bust	ITV	31,773
35	The Only Way Is Essex (Series 19) Episode 0009	ITV	31,230
36	Hollyoaks S25E222	ALL 4	30,801
37	Citizen Khan Series 5 Cricket	BBC	30,677
38	Close To The Enemy: Episode 1	BBC	30,515
39	Masterchef: The Professionals Series 9 Episode 2	BBC	29,992
40	Coronation Street (Series 57) 2016 S58 : Episode 9029	ITV	29,734
41	Hollyoaks S25E223	ALL 4	29,596
42	Topsy And Tim Series 3 Camping Weekend	BBC	29,557
43	Bing: Lunch	BBC	29,540
44	Hollyoaks S25E224	ALL 4	28,337
45	First Dates S5E16	ALL 4	28,323
46	Dark Angel S1 : Episode 0002	ITV	27,850
47	Sas: Who Dares Wins S2E4	ALL 4	27,494
48	The Only Way Is Essex (Series 19) Episode 0010	ITV	26,462
49	Live At The Apollo Series 12 Episode 1	BBC	26,378
50	Emmerdale (Series 45) 2016 S45 : Episode 7662	ITV	25,933

Only viewing time for audited platforms is included. See page 29.

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 13th November 2016



	Programme	TV Player	Avg Programme Streams
1	Planet Earth II: Islands	BBC	351,404
2	The Apprentice Series 12 Discount Buying	BBC	184,202
3	The Missing Series 2 Das Vergessen	BBC	122,537
4	Have I Got News For You Series 52 Episode 6	BBC	115,310
5	Made In Chelsea S12E5	ALL 4	106,186
6	Eastenders 08/11/2016	BBC	101,564
7	Eastenders 07/11/2016	BBC	97,658
8	Eastenders 10/11/2016	BBC	91,942
9	Eastenders 11/11/2016	BBC	87,552
10	The Only Way Is Essex (Series 19) S26 : Episode 0009	ITV	75,350
11	Poldark Series 2 Episode 10	BBC	65,366
12	The Only Way Is Essex (Series 19) S26 : Episode 0010	ITV	63,858
13	Breaking Into Prison	BBC	54,303
14	The Apprentice Series 12 Cycling Crowdfunding	BBC	53,931
15	Masterchef: The Professionals Series 9 Episode 1	BBC	48,518
16	First Dates S5E16	ALL 4	48,078
17	The Missing Series 2 Static	BBC	46,465
18	The Apprentice: Honest Subtitles Series 12 Discount Buying	BBC	45,045
19	The Graham Norton Show Series 20 Episode 7	BBC	44,186
20	Strictly Come Dancing Series 14 Week 8	BBC	43,899
21	Still Game Series 7 Down And Out	BBC	42,090
22	Humans S3E2	ALL 4	41,134
23	Planet Earth II: Mountains	BBC	40,993
24	Damilola, Our Loved Boy	BBC	40,189
25	The Next Step Series 4 I Only Have Eyes For You	BBC	40,070
26	Masterchef: The Professionals Series 9 Episode 2	BBC	36,530
27	QI Series N Noble Rot	BBC	36,263
28	Close To The Enemy: Episode 1	BBC	35,040
29	Citizen Khan Series 5 Bullies	BBC	34,413

	Programme	TV Player	Avg Programme Streams
30	The Apprentice: You're Fired Series 12 Discount Buying	BBC	34,149
31	The Dumping Ground Series 4 Two Camps	BBC	34,012
32	Sas: Who Dares Wins S2E4	ALL 4	32,327
33	Ordinary Lies Series 2 Episode 4	BBC	32,076
34	Coronation Street (Series 57) 2016 S58 : Episode 9030	ITV	31,214
35	Eastenders 04/11/2016	BBC	30,834
36	Live At The Apollo Series 12 Episode 1	BBC	30,687
37	Masterchef: The Professionals Series 9 Episode 3	BBC	30,358
38	Coronation Street (Series 57) 2016 S58 : Episode 9032	ITV	29,614
39	Asian Provocateur Series Mum's American Dream Uncle Ragu Returns	BBC	29,491
40	Coronation Street (Series 57) 2016 S58 : Episode 9029	ITV	29,181
41	Coronation Street (Series 57) 2016 S58 : Episode 9031	ITV	29,028
42	The Missing Series 2 A Prison Without Walls	BBC	28,184
43	Dark Angel S1 : Episode 0002	ITV	27,377
44	Holby City Series 19 Song Of Self, Part One	BBC	27,023
45	Married At First Sight S2E4	ALL 4	26,078
46	Louis Theroux's Weird Weekends Series 2 Swingers	BBC	26,069
47	The Missing Series 2 Come Home	BBC	25,654
48	Panorama S1 : The Trouble With Our Trains	BBC	25,297
49	Citizen Khan Series 5 Cricket	BBC	24,902
50	Match Of The Day 2 S1 : 2016/17: 06/11/2016	BBC	24,617

Only viewing time for audited platforms is included. See page 29.

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 13th November 2016



	Programme	Channel and Platform	Avg Programme Streams
1	I'm A Celebrity - Get Me Out Of Here! 2016-11-13 21:02:05	ITV/ITV	12,572
2	World Cup 2018 Qualifier 2016-11-11 19:14:00	ITV/ITV	11,937
3	Us Election 2016: BBC News Special 2016-11-09 06:00:00	BBC News 24/BBC	4,996
4	The Apprentice 2016-11-10 20:59:43	BBC1/BBC	4,909
5	Live Brazilian Grand Prix 2016-11-13 15:29:27	Sky Sports Formula 1/Sky	4,890
6	Election Night In America 2016-11-08 23:18:20	BBC1/BBC	4,784
7	The X Factor Results 2016-11-13 19:59:00	ITV/ITV	4,765
8	Election Night In America 2016-11-09 06:00:00	BBC1/BBC	4,357
9	Live Brazilian Grand Prix 2016-11-13 15:29:27	Sky Sports 1/Sky	4,200
10	World Cup 2018 Qualifier 2016-11-11 19:14:00	ITV/Sky	3,533
11	The X Factor 2016-11-12 20:02:00	ITV/ITV	3,419
12	Eastenders 2016-11-07 20:00:38	BBC1/BBC	3,350
13	Live Test Rugby: England V S Africa 2016-11-12 14:00:00	Sky Sports 1/Sky	3,094
14	The Only Way Is Essex 2016-11-09 22:04:02	ITVbe/ITV	2,984
15	Strictly Come Dancing: The Results 2016-11-13 19:18:05	BBC1/BBC	2,981
16	Live Wcq: Wales V Serbia 2016-11-12 19:17:01	Sky Sports 1/Sky	2,918
17	BBC News 2016-11-08 19:57:25	BBC1/BBC	2,895
18	Eastenders 2016-11-08 19:29:23	BBC1/BBC	2,774
19	The Missing 2016-11-09 21:00:48	BBC1/BBC	2,753
20	I'm A Celebrity - Get Me Out Of Here! 2016-11-13 21:02:05	ITV/Sky	2,720
21	Ten O'clock News 2016-11-10 22:00:00	BBC1/BBC	2,712
22	Planet Earth li 2016-11-13 20:00:39	BBC1/BBC	2,638
23	Eastenders 2016-11-11 19:59:57	BBC1/BBC	2,583
24	Strictly Come Dancing 2016-11-12 18:55:00	BBC1/BBC	2,507
25	Coronation Street 2016-11-07 20:31:07	ITV/ITV	2,495

	Programme	Channel and Platform	Avg Programme Streams
26	Eastenders 2016-11-10 19:28:52	BBC1/BBC	2,488
27	BBC News 2016-11-10 19:58:14	BBC1/BBC	2,486
28	Coronation Street 2016-11-07 19:31:57	ITV/ITV	2,468
29	Question Time 2016-11-10 22:45:30	BBC1/BBC	2,452
30	Coronation Street 2016-11-09 19:31:52	ITV/ITV	2,341
31	Live Brazilian Gp: Qualifying 2016-11-12 15:00:00	Sky Sports Formula 1/Sky	2,166
32	Emmerdale 2016-11-07 19:00:34	ITV/ITV	2,164
33	Emmerdale 2016-11-08 19:00:24	ITV/ITV	2,084
34	Live Test Cricket: Ind V Eng 2016-11-13 06:00:00	Sky Sports 2/Sky	2,037
35	Emmerdale 2016-11-09 19:00:24	ITV/ITV	2,023
36	Dark Angel 2016-11-07 21:03:20	ITV/ITV	2,008
37	Emmerdale 2016-11-10 19:00:24	ITV/ITV	2,006
38	BBC London News 2016-11-10 22:30:47	BBC1/BBC	1,953
39	Coronation Street 2016-11-10 20:31:24	ITV/ITV	1,944
40	Weather 2016-11-10 22:41:48	BBC1/BBC	1,923
41	Emmerdale 2016-11-10 19:59:48	ITV/ITV	1,903
42	I'm A Celebrity Get Me Out Of Here... ... 2016-11-13 22:46:35	ITV2/ITV	1,799
43	Live Test Cricket: Ind V Eng 2016-11-12 06:00:00	Sky Sports 2/Sky	1,758
44	Itv News 2016-11-13 22:49:55	ITV/ITV	1,683
45	Ten O'clock News 2016-11-09 22:00:00	BBC1/BBC	1,674
46	Good Morning Britain 2016-11-09 06:00:00	ITV/ITV	1,631
47	Citizen Khan 2016-11-07 00:01:36	BBC1/BBC	1,576
48	Live Test Cricket: Ind V Eng 2016-11-10 06:00:00	Sky Sports 2/Sky	1,525
49	Holby City 2016-11-08 20:01:03	BBC1/BBC	1,477
50	Have I Got News For You 2016-11-11 21:00:19	BBC1/BBC	1,471

Only viewing time for audited platforms is included. See page 29.

Top 50 live programmes (iOS players)

Week ending 13th November 2016



	Programme	Channel and Platform	Avg Programme Streams
1	I'm A Celebrity - Get Me Out Of Here! 2016-11-13 21:02:05	ITV/ITV	49,127
2	World Cup 2018 Qualifier 2016-11-11 19:14:00	ITV/ITV	23,268
3	The Apprentice 2016-11-10 20:59:43	BBC1/BBC	22,721
4	Election Night In America 2016-11-09 06:00:00	BBC1/BBC	18,425
5	Us Election 2016: BBC News Special 2016-11-09 06:00:00	BBC News 24/BBC	17,523
6	Live Brazilian Grand Prix 2016-11-13 15:29:27	Sky Sports 1/Sky	17,458
7	I'm A Celebrity - Get Me Out Of Here! 2016-11-13 21:02:05	ITV/Sky	16,487
8	The Only Way Is Essex 2016-11-09 22:04:02	ITVbe/ITV	16,344
9	Election Night In America 2016-11-08 23:18:20	BBC1/BBC	15,824
10	Live Test Rugby: England V S Africa 2016-11-12 14:00:00	Sky Sports 1/Sky	14,815
11	The Missing 2016-11-09 21:00:48	BBC1/BBC	14,144
12	The X Factor Results 2016-11-13 19:59:00	ITV/ITV	13,417
13	Strictly Come Dancing: The Results 2016-11-13 19:18:05	BBC1/BBC	13,274
14	Eastenders 2016-11-07 20:00:38	BBC1/BBC	12,707
15	Live Brazilian Grand Prix 2016-11-13 15:29:27	Sky Sports Formula 1/Sky	12,666
16	Ten O'clock News 2016-11-10 22:00:00	BBC1/BBC	11,818
17	World Cup 2018 Qualifier 2016-11-11 19:14:00	ITV/Sky	11,447
18	Sunrise With Sarah-Jane Mee 2016-11-09 07:30:00	Sky News/Sky	11,393
19	Strictly Come Dancing 2016-11-12 18:55:00	BBC1/BBC	11,145
20	Geordie Shore 2016-11-08 22:00:04	MTV/Sky	10,834
21	Eastenders 2016-11-08 19:29:23	BBC1/BBC	10,471
22	Question Time 2016-11-10 22:45:30	BBC1/BBC	10,307
23	Sunrise With Sarah-Jane Mee 2016-11-09 07:00:00	Sky News/Sky	9,755
24	Eastenders 2016-11-11 19:59:57	BBC1/BBC	9,609
25	Eastenders 2016-11-10 19:28:52	BBC1/BBC	9,160
26	Ten O'clock News 2016-11-09 22:00:00	BBC1/BBC	8,922
27	Live Wcq: Wales V Serbia 2016-11-12 19:17:01	Sky Sports 1/Sky	8,882
28	BBC News 2016-11-08 19:57:25	BBC1/BBC	8,744
29	Planet Earth II 2016-11-13 20:00:39	BBC1/BBC	8,488

	Programme	Channel and Platform	Avg Programme Streams
30	The X Factor 2016-11-12 20:02:00	ITV/ITV	8,398
31	BBC London News 2016-11-10 22:30:47	BBC1/BBC	8,364
32	Clinton V Trump: America Decides 2016-11-09 06:30:00	Sky News/Sky	8,354
33	Weather 2016-11-10 22:41:48	BBC1/BBC	8,184
34	Live Test Cricket: Ind V Eng 2016-11-13 06:00:00	Sky Sports 2/Sky	7,891
35	Ten O'clock News 2016-11-08 22:00:00	BBC1/BBC	7,498
36	BBC News 2016-11-10 19:58:14	BBC1/BBC	7,489
37	Live Brazilian Gp: Qualifying 2016-11-12 15:00:00	Sky Sports Formula 1/Sky	7,232
38	Sunrise With Sarah-Jane Mee 2016-11-09 08:00:00	Sky News/Sky	7,075
39	Live Test Cricket: Ind V Eng 2016-11-12 06:00:00	Sky Sports 2/Sky	7,023
40	The Graham Norton Show 2016-11-11 22:38:19	BBC1/BBC	7,003
41	The Andrew Marr Show 2016-11-13 09:00:05	BBC1/BBC	6,529
42	Breakfast 2016-11-08 06:00:00	BBC1/BBC	6,138
43	I'm A Celebrity Get Me Out Of Here... ... 2016-11-13 22:46:35	ITV2/ITV	6,092
44	Live Test Cricket: Ind V Eng 2016-11-10 06:00:00	Sky Sports 2/Sky	6,085
45	Sam Faiers: The Mummy Diaries 2016-11-09 21:01:05	ITVbe/ITV	6,039
46	Coronation Street 2016-11-07 19:31:57	ITV/ITV	5,946
47	Coronation Street 2016-11-07 20:31:07	ITV/ITV	5,857
48	Breakfast 2016-11-10 06:00:00	BBC1/BBC	5,824
49	Clinton V Trump: America Decides 2016-11-09 06:00:00	Sky News/Sky	5,806
50	BBC London News 2016-11-08 22:32:30	BBC1/BBC	5,794

Only viewing time for audited platforms is included. See page 29.

Top 50 live programmes (Website players)

Week ending 13th November 2016



	Programme	Channel and Platform	Avg Programme Streams
1	I'm A Celebrity - Get Me Out Of Here! 2016-11-13 21:02:05	ITV/ITV	57,432
2	World Cup 2018 Qualifier 2016-11-11 19:14:00	ITV/ITV	42,735
3	Planet Earth II 2016-11-13 20:00:39	BBC1/BBC	35,783
4	The Apprentice 2016-11-10 20:59:43	BBC1/BBC	35,715
5	Election Night In America 2016-11-08 23:18:20	BBC1/BBC	30,214
6	Election Night In America 2016-11-09 06:00:00	BBC1/BBC	27,350
7	Annual Cenotaph Two-Minute Silence 2016-11-11 10:59:30	BBC1/BBC	26,271
8	Us Election 2016: BBC News Special 2016-11-09 06:00:00	BBC News 24/BBC	23,899
9	Ten O'clock News 2016-11-10 22:00:00	BBC1/BBC	21,916
10	The Missing 2016-11-09 21:00:48	BBC1/BBC	21,401
11	Strictly Come Dancing: The Results 2016-11-13 19:18:05	BBC1/BBC	18,899
12	Ten O'clock News 2016-11-09 22:00:00	BBC1/BBC	18,824
13	The X Factor Results 2016-11-13 19:59:00	ITV/ITV	17,566
14	Question Time 2016-11-10 22:45:30	BBC1/BBC	16,536
15	BBC London News 2016-11-10 22:30:47	BBC1/BBC	16,054
16	Strictly Come Dancing 2016-11-12 18:55:00	BBC1/BBC	15,843
17	Weather 2016-11-10 22:41:48	BBC1/BBC	15,373
18	My Mother And Other Strangers 2016-11-13 21:00:48	BBC1/BBC	15,139
19	Live Test Rugby: England V S Africa 2016-11-12 14:00:00	Sky Sports 1/Sky	15,060
20	Us Election 2016: Live From Washington 2016-11-09 09:00:00	BBC News 24/BBC	14,995
21	Live Brazilian Grand Prix 2016-11-13 15:29:27	Sky Sports Formula 1/Sky	14,150
22	Eastenders 2016-11-07 20:00:38	BBC1/BBC	14,063
23	Us Election 2016: Live From Washington 2016-11-09 09:00:18	BBC1/BBC	13,658
24	Citizen Khan 2016-11-07 00:01:36	BBC1/BBC	12,944
25	Us Election 2016: BBC News Special 2016-11-09 11:00:00	BBC News 24/BBC	12,870
26	Ten O'clock News 2016-11-08 22:00:00	BBC1/BBC	12,747
27	BBC News 2016-11-09 16:00:00	BBC News 24/BBC	12,676

	Programme	Channel and Platform	Avg Programme Streams
28	The X Factor 2016-11-12 20:02:00	ITV/ITV	12,410
29	BBC News 2016-11-08 19:57:25	BBC1/BBC	12,116
30	Eastenders 2016-11-08 19:29:23	BBC1/BBC	12,084
31	Rugby Union 2016-11-12 19:29:02	BBC2/BBC	11,990
32	One O'clock News 2016-11-09 13:00:00	BBC News 24/BBC	11,644
33	BBC London News 2016-11-08 22:32:30	BBC1/BBC	10,977
34	Six O'clock News 2016-11-09 18:00:00	BBC1/BBC	10,962
35	Remembrance Sunday: The Cenotaph 2016-11-13 10:19:53	BBC1/BBC	10,907
36	Eastenders 2016-11-10 19:28:52	BBC1/BBC	10,856
37	Have I Got News For You 2016-11-11 21:00:19	BBC1/BBC	10,846
38	Made In Chelsea 2016-11-07 21:00:15	E4/ALL 4	10,670
39	BBC News 2016-11-10 19:58:14	BBC1/BBC	10,574
40	BBC News 2016-11-09 15:00:00	BBC News 24/BBC	10,564
41	BBC News 2016-11-09 13:30:00	BBC News 24/BBC	10,484
42	Ten O'clock News 2016-11-07 22:00:00	BBC1/BBC	10,414
43	BBC London News 2016-11-09 22:55:04	BBC1/BBC	10,383
44	BBC News 2016-11-09 14:00:00	BBC News 24/BBC	10,328
45	Eastenders 2016-11-11 19:59:57	BBC1/BBC	10,157
46	BBC News At Five 2016-11-09 17:00:00	BBC News 24/BBC	9,981
47	Weather 2016-11-08 22:43:31	BBC1/BBC	9,895
48	BBC News 2016-11-13 22:00:00	BBC1/BBC	9,727
49	BBC London News 2016-11-09 18:40:10	BBC1/BBC	9,672
50	Election Night In America 2016-11-08 23:15:00	BBC News 24/BBC	9,598

Only viewing time for audited platforms is included. See page 29.

Top 50 on-demand programmes (Android players)

4 weeks ending 13th November 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 04/11/2016	BBC	61,664
2	Eastenders 21/10/2016	BBC	58,385
3	Eastenders 25/10/2016	BBC	57,929
4	Eastenders 28/10/2016	BBC	56,946
5	Eastenders 20/10/2016	BBC	56,816
6	Eastenders 18/10/2016	BBC	56,202
7	Eastenders 27/10/2016	BBC	54,449
8	Eastenders 31/10/2016	BBC	54,339
9	Eastenders 17/10/2016	BBC	54,011
10	Eastenders 01/11/2016	BBC	53,090
11	Eastenders 24/10/2016	BBC	52,868
12	The Apprentice Series 12 Corporate Candy	BBC	50,947
13	The Great British Bake Off Series 7 Patisserie Week	BBC	50,275
14	The Apprentice Series 12 Department Store	BBC	49,677
15	Eastenders 03/11/2016	BBC	49,619
16	The Missing Series 2 The Turtle And The Stick	BBC	49,509
17	Eastenders 08/11/2016	BBC	48,061
18	Eastenders 07/11/2016	BBC	46,689
19	The Missing Series 2 A Prison Without Walls	BBC	46,497
20	Planet Earth II: Islands	BBC	44,880
21	Eastenders 10/11/2016	BBC	44,836
22	Eastenders 11/11/2016	BBC	44,207
23	The Great British Bake Off Series 7 The Final	BBC	44,137
24	The Apprentice Series 12 Cycling Crowdfunding	BBC	42,701
25	The Missing Series 2 Static	BBC	42,168
26	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	BBC	41,387
27	Ordinary Lies Series 2 Episode 1	BBC	38,050
28	Emmerdale (Series 45) 2016 Episode 7648	ITV	35,189
29	Citizen Khan Series 5 Cricket	BBC	34,915

	Programme	TV Player	Avg Programme Streams
30	The Dumping Ground Series 4 It Takes Two	BBC	34,386
31	The Dumping Ground Series 4 Troll	BBC	34,175
32	The Apprentice Series 12 Discount Buying	BBC	33,554
33	The Missing Series 2 Das Vergessen	BBC	32,799
34	The Next Step Series 4 The Game Belongs To Me	BBC	32,516
35	Emmerdale (Series 45) 2016 Episode 7647	ITV	31,993
36	The Fall Series 3 Episode 4	BBC	31,116
37	The Next Step Series 4 Knowing Me Knowing You	BBC	30,822
38	Emmerdale (Series 45) 2016 Episode 7646	ITV	29,655
39	The Fall Series 3 Episode 6	BBC	29,498
40	Murdered For Her Selfies: Episode 1	BBC	29,372
41	The Fall Series 3 Episode 5	BBC	28,808
42	Coronation Street (Series 57) 2016 Episode 9018	ITV	28,670
43	Still Game Series 7 Job	BBC	28,588
44	Casualty Series 31 Night Of The Loving Dead	BBC	28,049
45	The Next Step Series 4 I Can't Go For That	BBC	28,035
46	Ordinary Lies Series 2 Episode 2	BBC	27,315
47	The Only Way Is Essex (Series 19) Episode 0003	ITV	27,172
48	Casualty Series 31 Shock To The System	BBC	27,153
49	The Missing Series 2 Come Home	BBC	26,792
50	Have I Got News For You Series 52 Episode 4	BBC	26,463

Only viewing time for audited platforms is included. See page 29.

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 13th November 2016



	Programme	TV Player	Avg Programme Streams
1	The Great British Bake Off Series 7 Patisserie Week	BBC	201,757
2	The Apprentice Series 12 Corporate Candy	BBC	194,057
3	The Apprentice Series 12 Department Store	BBC	192,009
4	The Missing Series 2 The Turtle And The Stick	BBC	180,699
5	The Great British Bake Off Series 7 The Final	BBC	176,164
6	The Missing Series 2 A Prison Without Walls	BBC	169,247
7	Eastenders 04/11/2016	BBC	168,427
8	The Apprentice Series 12 Cycling Crowdfunding	BBC	162,224
9	Eastenders 21/10/2016	BBC	160,648
10	Eastenders 25/10/2016	BBC	158,222
11	Eastenders 28/10/2016	BBC	157,599
12	Eastenders 20/10/2016	BBC	156,785
13	Eastenders 18/10/2016	BBC	155,748
14	The Missing Series 2 Static	BBC	152,391
15	Eastenders 27/10/2016	BBC	151,464
16	Eastenders 31/10/2016	BBC	147,909
17	Eastenders 17/10/2016	BBC	147,007
18	Planet Earth II: Islands	BBC	144,666
19	Eastenders 24/10/2016	BBC	144,460
20	Eastenders 01/11/2016	BBC	143,888
21	Eastenders 03/11/2016	BBC	136,010
22	Eastenders 08/11/2016	BBC	133,338
23	The Only Way Is Essex (Series 19) Episode 0003	ITV	131,771
24	The Only Way Is Essex (Series 19) Episode 0004	ITV	130,128
25	Eastenders 07/11/2016	BBC	128,819
26	The Only Way Is Essex (Series 19) Episode 0005	ITV	128,686
27	Ordinary Lies Series 2 Episode 1	BBC	126,933
28	Eastenders 10/11/2016	BBC	126,671
29	The Apprentice Series 12 Discount Buying	BBC	126,266
30	Eastenders 11/11/2016	BBC	124,367

	Programme	TV Player	Avg Programme Streams
31	The Only Way Is Essex (Series 19) Episode 0006	ITV	123,234
32	The Missing Series 2 Das Vergessen	BBC	119,414
33	The Fall Series 3 Episode 4	BBC	115,848
34	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	BBC	112,634
35	The Dumping Ground Series 4 Troll	BBC	111,679
36	The Dumping Ground Series 4 It Takes Two	BBC	111,608
37	Made In Chelsea S12E2	ALL 4	108,393
38	The Fall Series 3 Episode 5	BBC	106,707
39	The Next Step Series 4 The Game Belongs To Me	BBC	106,187
40	The Fall Series 3 Episode 6	BBC	106,058
41	The Next Step Series 4 Knowing Me Knowing You	BBC	103,638
42	The Only Way Is Essex (Series 19) Episode 0007	ITV	102,220
43	Made In Chelsea S12E3	ALL 4	101,740
44	The Missing Series 2 Come Home	BBC	99,143
45	Made In Chelsea S12E4	ALL 4	97,449
46	The Next Step Series 4 I Can't Go For That	BBC	92,380
47	Ordinary Lies Series 2 Episode 2	BBC	91,267
48	The Only Way Is Essex (Series 19) S26 : Episode 0008	ITV	89,959
49	The Only Way Is Essex (Series 19) S26 : Episode 0009	ITV	85,695
50	Casualty Series 31 Night Of The Loving Dead	BBC	85,551

Only viewing time for audited platforms is included. See page 29.

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 13th November 2016



	Programme	TV Player	Avg Programme Streams
1	Planet Earth II: Islands	BBC	385,982
2	The Apprentice Series 12 Corporate Candy	BBC	286,400
3	The Great British Bake Off Series 7 Patisserie Week	BBC	285,845
4	The Apprentice Series 12 Department Store	BBC	276,012
5	The Great British Bake Off Series 7 The Final	BBC	238,392
6	The Apprentice Series 12 Cycling Crowdfunding	BBC	236,482
7	The Missing Series 2 The Turtle And The Stick	BBC	191,305
8	The Apprentice Series 12 Discount Buying	BBC	184,202
9	The Missing Series 2 A Prison Without Walls	BBC	176,766
10	The Missing Series 2 Static	BBC	159,940
11	Made In Chelsea S12E2	ALL 4	147,175
12	Made In Chelsea S12E3	ALL 4	132,781
13	Made In Chelsea S12E4	ALL 4	131,649
14	Adam Curtis: Hypernormalisation	BBC	125,161
15	Eastenders 04/11/2016	BBC	122,639
16	The Missing Series 2 Das Vergessen	BBC	122,537
17	The Fall Series 3 Episode 4	BBC	121,338
18	Have I Got News For You Series 52 Episode 4	BBC	120,720
19	Eastenders 18/10/2016	BBC	119,532
20	Eastenders 25/10/2016	BBC	118,881
21	Eastenders 21/10/2016	BBC	118,546
22	Eastenders 20/10/2016	BBC	118,140
23	The Missing Series 2 Come Home	BBC	117,020
24	Have I Got News For You Series 52 Episode 3	BBC	115,637
25	Have I Got News For You Series 52 Episode 6	BBC	115,310
26	Eastenders 28/10/2016	BBC	115,006
27	The Fall Series 3 Episode 6	BBC	114,369
28	Eastenders 17/10/2016	BBC	113,645
29	Eastenders 27/10/2016	BBC	112,988
30	Eastenders 31/10/2016	BBC	112,080

	Programme	TV Player	Avg Programme Streams
31	Eastenders 01/11/2016	BBC	112,067
32	The Fall Series 3 Episode 5	BBC	110,072
33	Eastenders 24/10/2016	BBC	110,039
34	The Apprentice Series 12 Advertising - Jeans	BBC	109,161
35	Made In Chelsea S12E5	ALL 4	106,186
36	Have I Got News For You Series 52 Episode 5	BBC	105,755
37	Eastenders 03/11/2016	BBC	105,296
38	Eastenders 08/11/2016	BBC	101,564
39	Panorama: Paxman On Trump V Clinton: Divided America	BBC	99,720
40	Eastenders 07/11/2016	BBC	97,658
41	Poldark Series 2 Episode 8	BBC	97,194
42	The Only Way Is Essex (Series 19) S26 : Episode 0004	ITV	95,243
43	The Only Way Is Essex (Series 19) S26 : Episode 0006	ITV	92,758
44	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	BBC	92,685
45	Eastenders 10/11/2016	BBC	91,942
46	The Only Way Is Essex (Series 19) S26 : Episode 0003	ITV	91,440
47	The Graham Norton Show Series 20 Episode 5	BBC	91,221
48	The Only Way Is Essex (Series 19) S26 : Episode 0005	ITV	90,966
49	Ordinary Lies Series 2 Episode 1	BBC	90,671
50	Poldark Series 2 Episode 7	BBC	89,022

Only viewing time for audited platforms is included. See page 29.

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		On-demand only	
S4C Clic			Live only
Sky Go	OD & Live	OD & Live	OD & Live
STV Player	On-demand only		On-demand only
UKTV Play	On-demand only	On-demand only	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.
- 🏠 BARB is developing the solution to report Average Programme Streams for content that is watched live. We will report the level of live streaming to individual programmes once this is in place.
- 🏠 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.

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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 platforms missing from the report?

Each broadcaster has to schedule the development work in alongside other software development priorities. This means that they are adding platforms over time, and therefore 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. The table on page 29 shows current progress.

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.