



The TV Player Report

A beta report
into online TV viewing

Week ending 30th October 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 30th October 2016



		Total viewing time (minutes)			
		All platforms	Android app	Apple iOS app	Website player
All TV players	TOTAL	1,238,391,583	164,532,300	569,257,275	504,602,008
	Live streaming	366,202,179	44,119,129	157,395,087	164,687,964
	On-demand	872,189,404	120,413,172	411,862,188	339,914,044
 All 4	Live streaming	19,784,760	1,099,007	6,217,711	12,468,042
	On-demand	109,514,840	9,648,042	46,871,198	52,995,601
 BBC iPlayer (incl iPlayer Kids)	Live streaming	123,558,495	8,777,054	36,136,207	78,645,234
	On-demand	514,833,218	75,790,960	224,739,805	214,302,452
 ITV Hub and STV Player	Live streaming	42,189,591	7,305,044	20,079,763	14,804,784
	On-demand	126,218,922	20,012,376	58,810,553	47,395,993
 My5	On-demand	5,468,118	-	5,468,118	-
 Sky Go*	Live Streaming	180,669,333	26,938,024	94,961,406	58,769,904
	On-demand	109,834,580	13,958,747	73,279,350	22,596,483
 UKTV Play	On-demand	6,319,726	1,003,047	2,693,165	2,623,515

* 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 30th October 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	1,238,391,584	872,189,404	366,202,180	247,521,606		61,974,351		109,834,580	180,669,334	514,833,218	123,558,495
BBC	638,912,116	515,433,398	123,478,718	-		-		600,180	-	514,833,218	123,478,718
ITV	190,792,577	135,056,680	55,735,897	126,218,922	A, I, W	42,189,591	A, I, W	8,837,758	13,546,306	-	-
Sky	180,697,001	57,959,213	122,737,787	-	A, I, W	-	A, I, W	57,959,213	122,737,787	-	-
Channel 4	140,227,564	112,579,088	27,648,477	109,514,840	A, I, W	19,784,760	A, I, W	3,064,247	7,863,717	-	-
Fox	16,039,473	10,639,536	5,399,937	-		-		10,639,536	5,399,937	-	-
Viacom	15,981,637	9,739,864	6,241,773	-		-		9,739,864	6,241,773	-	-
UKTV	15,917,808	8,890,912	7,026,896	6,319,726	A, I, W	-		2,571,186	7,026,896	-	-
Channel 5	10,620,242	7,112,665	3,507,577	5,468,118	I	-		1,644,547	3,507,577	-	-
Disney	10,321,809	9,646,167	675,642	-		-		9,646,167	675,642	-	-
Discovery	6,440,038	1,747,369	4,692,669	-		-		1,747,369	4,692,669	-	-
NBC Universal	5,294,510	1,541,998	3,752,512	-		-		1,541,998	3,752,512	-	-
AETN	4,267,702	473,711	3,793,991	-		-		473,711	3,793,991	-	-
Turner	1,893,023	1,239,805	653,218	-		-		1,239,805	653,218	-	-
Star India	777,308	-	777,308	-		-		-	777,308	-	-
Vice UK TV Ltd	96,267	96,267	-	-		-		96,267	-	-	-
S4C	79,777	-	79,777	-		-		-	-	-	79,777
UTV Entertainment TV	153	153	-	-		-		153	-	-	-
Not Attributable	32,579	32,579	-	-		-		32,579	-	-	-

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

Only viewing time for audited platforms is included. See page 28.

Live streaming channels

Week ending 30th October 2016



	Total viewing time (minutes)			
	Total	Own apps	BBC iPlayer	Sky Go
BBC1	84,369,527	-	84,369,527	-
Sky Sports 1	63,395,677	-	-	63,395,677
ITV	30,707,153	23,568,051	-	7,139,103
BBC2	17,072,871	-	17,072,871	-
Channel 4	16,959,387	12,793,656	-	4,165,732
Sky Sports 2	16,244,926	-	-	16,244,926
BBC News 24	14,463,476	-	14,463,476	-
Sky Sports Formula 1	9,566,057	-	-	9,566,057
ITVbe	8,230,517	7,318,801	-	911,717
ITV2	8,219,957	5,426,066	-	2,793,891
Sky Sports News HQ	6,512,235	-	-	6,512,235
E4	5,470,977	3,638,200	-	1,832,777
Sky Sports 3	4,902,681	-	-	4,902,681
FOX	4,337,015	-	-	4,337,015
ITV4	4,259,276	2,668,803	-	1,590,473
ITV3	3,684,761	2,982,558	-	702,203
Sky News	3,397,404	-	-	3,397,404
Cbeebies	3,264,874	-	3,264,874	-
Comedy Central	3,168,579	-	-	3,168,579
Sky Sports 5	2,701,307	-	-	2,701,307
Sky Sports 4	2,469,104	-	-	2,469,104
Film4	2,348,827	1,466,220	-	882,607
Sky 1	2,333,564	-	-	2,333,564
MTV	2,324,606	-	-	2,324,606
Gold	2,209,424	-	-	2,209,424
BBC4	2,208,097	-	2,208,097	-
Channel 5	2,172,478	-	-	2,172,478
More4	2,120,772	1,138,171	-	982,601
Universal	2,061,811	-	-	2,061,811
CI	1,941,293	-	-	1,941,293
Sky Cinema Greats	1,881,327	-	-	1,881,327
Sky Sports Mix	1,725,663	-	-	1,725,663
Dave	1,558,592	-	-	1,558,592
Eurosport UK	1,507,297	-	-	1,507,297
CBBC	1,285,867	-	1,285,867	-
Watch	1,265,226	-	-	1,265,226
Sky Living	1,199,096	-	-	1,199,096
Sky Atlantic	1,105,547	-	-	1,105,547
Discovery	1,099,203	-	-	1,099,203
E! Entertainment	1,020,104	-	-	1,020,104
TLC	996,759	-	-	996,759
History	843,046	-	-	843,046
Lifetime	833,260	-	-	833,260
Sky Cinema Family	788,049	-	-	788,049
Star Plus	777,308	-	-	777,308
Sky Cinema Action	774,416	-	-	774,416

Live streaming channels

Week ending 30th October 2016



	Total viewing time (minutes)			
	Total	Own apps	BBC iPlayer	Sky Go
4 Seven	748,514	748,514	-	-
Good Food	731,154	-	-	731,154
National Geographic	731,002	-	-	731,002
5 USA	730,036	-	-	730,036
Syfy	670,597	-	-	670,597
Alibi	614,041	-	-	614,041
5*	605,064	-	-	605,064
Sky Cinema Showcase	578,890	-	-	578,890
BBC Parliament	577,921	-	577,921	-
Discovery Turbo	558,071	-	-	558,071
Sky Cinema Comedy	542,083	-	-	542,083
Sky Cinema Crime	521,665	-	-	521,665
Sky Cinema Sci-Fi/Horror	517,371	-	-	517,371
Nick Jr.	406,003	-	-	406,003
Home	393,549	-	-	393,549
Animal Planet	380,952	-	-	380,952
Sky Cinema Disney	371,636	-	-	371,636
Disney Channel	359,230	-	-	359,230
ITV Encore	348,518	-	-	348,518
Nickelodeon	342,585	-	-	342,585
Sky Cinema Select	337,835	-	-	337,835
National Geographic Wild	331,920	-	-	331,920
Disney Junior	316,412	-	-	316,412
Sky Cinema Drama & Romance	312,135	-	-	312,135
Sky Cinema Premier	309,910	-	-	309,910
CITV	285,540	225,137	-	60,403
Cartoon Network	284,564	-	-	284,564
Boomerang	258,698	-	-	258,698
Eden	254,899	-	-	254,899
Viceland	176,392	-	-	176,392
Sky Arts 1	175,870	-	-	175,870
Quest	150,387	-	-	150,387
Cartoonito	109,955	-	-	109,955
S4C	79,777	-	79,777	-
Real Lives	70,319	-	-	70,319
BBC Webcast	622	-	622	-

This is a continuation of the report on page 7.

Top 50 on-demand programmes

Week ending 30th October 2016



Rank	Programme	TV Player		Avg Programme Streams
		TV Player	TV Player	
1	The Great British Bake Off Series 7 The Final	BBC	A, I, W	413,036
2	The Apprentice Series 12 Department Store	BBC	A, I, W	368,739
3	Eastenders 25/10/2016	BBC	A, I, W	298,902
4	Eastenders 24/10/2016	BBC	A, I, W	280,188
5	Eastenders 27/10/2016	BBC	A, I, W	265,927
6	Eastenders 28/10/2016	BBC	A, I, W	242,270
7	The Missing Series 2 A Prison Without Walls	BBC	A, I, W	223,470
8	Made In Chelsea S12E3	ALL 4	A, I, W	197,256
9	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	BBC	A, I, W	196,355
10	The Fall Series 3 Episode 5	BBC	A, I, W	168,436
11	The Next Step Series 4 The Game Belongs To Me	BBC	A, I, W	163,447
12	Have I Got News For You Series 52 Episode 4	BBC	A, I, W	155,587
13	Poldark Series 2 Episode 8	BBC	A, I, W	151,571
14	The Only Way Is Essex (Series 19) Episode 0005	ITV	A, I, W	147,337
15	The Dumping Ground Series 4 It Takes Two	BBC	A, I, W	130,488
16	The Fall Series 3 Episode 6	BBC	A, I, W	128,335
17	The Only Way Is Essex (Series 19) Episode 0006	ITV	A, I, W	126,301
18	The Apprentice: Honest Subtitles Series 12 Department Store	BBC	A, I, W	119,626
19	The Graham Norton Show Series 20 Episode 5	BBC	A, I, W	118,851
20	The Apprentice Series 12 Corporate Candy	BBC	A, I, W	118,769
21	Ordinary Lies Series 2 Episode 2	BBC	A, I, W	111,979
22	The Missing Series 2 The Turtle And The Stick	BBC	A, I, W	107,940
23	Josh Series 2 Close Up & Long Shot	BBC	A, I, W	105,681
24	Casualty Series 31 Shock To The System	BBC	A, I, W	97,942
25	Strictly Come Dancing Series 14 Week 6	BBC	A, I, W	95,236
26	So Awkward Series 2 What Would Emmeline Do?	BBC	A, I, W	91,499
27	Still Game Series 7 Small Change	BBC	A, I, W	89,440
28	The Fall Series 3 Episode 4	BBC	A, I, W	84,068

Rank	Programme	TV Player		Avg Programme Streams
		TV Player	TV Player	
29	The Only Way Is Essex (Series 19) S26 : Episode 0005	ITV	A, I, W	79,974
30	Eastenders 21/10/2016	BBC	A, I, W	79,485
31	Holby City Series 19 Black Dog	BBC	A, I, W	77,711
32	Sas: Who Dares Wins S2E2	ALL 4	A, I, W	77,115
33	The Only Way Is Essex (Series 19) S26 : Episode 0006	ITV	A, I, W	76,433
34	The Missing Series 2 Come Home	BBC	A, I, W	75,480
35	Cold Feet (Series 6) Episode 0008	ITV	A, I, W	74,935
36	The Great British Bake Off Series 7 Patisserie Week	BBC	A, I, W	73,471
37	Coronation Street (Series 57) 2016 Episode 9020	ITV	A, I, W	71,961
38	Asian Provocateur Series Mum's American Dream Brother Dinesh	BBC	A, I, W	68,941
39	Coronation Street (Series 57) 2016 Episode 9021	ITV	A, I, W	67,250
40	Ordinary Lies Series 2 Episode 1	BBC	A, I, W	67,012
41	Emmerdale (Series 45) 2016 Episode 7649	ITV	A, I, W	66,804
42	First Dates S5E14	ALL 4	A, I, W	65,267
43	The Great British Bake Off: An Extra Slice Series 3 Episode 10	BBC	A, I, W	64,537
44	Transgender Love	BBC	A, I, W	64,355
45	Bing: Ice Cream	BBC	A, I, W	64,091
46	Coronation Street (Series 57) 2016 Episode 9019	ITV	A, I, W	63,800
47	Clown Attacks: Wtf?	BBC	A, I, W	63,011
48	Would I Lie To You? Series 10 The Unseen Bits	BBC	A, I, W	61,158
49	Hunted S3E6	ALL 4	A, I, W	61,125
50	Emmerdale (Series 45) 2016 Episode 7650	ITV	A, I, W	60,608

Only viewing time for audited platforms is included. See page 28.

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 30th October 2016



	Programme	Channel and Platform	Avg Programme Streams
1	Live Efl Cup: Man Utd V Man City 2016-10-26 19:30:00	Sky Sports 1/Sky	111,645
2	The Great British Bake Off 2016-10-26 19:59:13	BBC1/BBC	105,066
3	Live Efl Cup: Liverpool V Tottenham 2016-10-25 19:00:00	Sky Sports 1/Sky	65,766
4	Match Of The Day 2016-10-29 22:21:35	BBC1/BBC	61,972
5	The Apprentice 2016-10-27 20:59:40	BBC1/BBC	56,900
6	The Missing 2016-10-26 21:00:43	BBC1/BBC	52,392
7	Live Pl: Southampton v Chelsea 2016-10-30 15:30:42	Sky Sports 1/Sky	46,880
8	Strictly Come Dancing: The Results 2016-10-30 19:17:44	BBC1/BBC	35,646
9	The Only Way Is Essex 2016-10-30 22:03:42	ITVbe/ITV	35,068
10	The X Factor Results 2016-10-30 20:00:23	ITV/ITV	34,225
11	Live Pl- Sunderland V Arsenal/#Sunderlan 2016-10-29 11:30:15	Sky Sports 1/Sky	33,400
12	Match Of The Day 2 2016-10-30 22:30:20	BBC1/BBC	32,304
13	Live Pl: Everton V West Ham 2016-10-30 12:30:24	Sky Sports 1/Sky	30,114
14	BBC News 2016-10-26 19:56:43	BBC1/BBC	29,247
15	Ten O'clock News 2016-10-27 22:00:00	BBC1/BBC	28,771
16	Poldark 2016-10-30 21:00:03	BBC1/BBC	28,377
17	Strictly Come Dancing 2016-10-29 18:45:00	BBC1/BBC	28,072
18	The Only Way Is Essex 2016-10-26 22:04:39	ITVbe/ITV	27,954
19	F1: Mexican Grand Prix Live 2016-10-30 18:00:00	Channel 4/ALL 4	27,466
20	Match Of The Day 2016-10-30 07:34:40	BBC1/BBC	26,365
21	Eastenders 2016-10-24 20:00:31	BBC1/BBC	26,170
22	Ten O'clock News 2016-10-26 22:00:35	BBC1/BBC	23,229
23	Geordie Shore 2016-10-25 22:00:20	MTV/Sky	22,896
24	Live Mexican Grand Prix 2016-10-30 18:29:30	Sky Sports Formula 1/Sky	22,891

	Programme	Channel and Platform	Avg Programme Streams
25	Eastenders 2016-10-25 19:30:00	BBC1/BBC	22,533
26	The X Factor 2016-10-29 20:00:30	ITV/ITV	22,472
27	Weather 2016-10-29 22:18:07	BBC1/BBC	21,856
28	BBC News 2016-10-25 19:58:21	BBC1/BBC	21,573
29	Asian Provocateur: Mum's American Dream 2016-10-29 23:47:57	BBC1/BBC	21,465
30	BBC London News 2016-10-27 22:31:08	BBC1/BBC	21,047
31	Eastenders 2016-10-27 19:29:04	BBC1/BBC	20,492
32	Weather 2016-10-27 22:42:08	BBC1/BBC	20,436
33	Question Time 2016-10-27 22:46:20	BBC1/BBC	20,380
34	Weather 2016-10-30 22:27:20	BBC1/BBC	20,226
35	Eastenders 2016-10-28 20:00:39	BBC1/BBC	19,907
36	BBC News 2016-10-30 22:00:00	BBC1/BBC	19,626
37	BBC London News 2016-10-30 22:22:19	BBC1/BBC	18,872
38	The Andrew Marr Show 2016-10-30 09:00:00	BBC1/BBC	18,866
39	BBC News 2016-10-27 19:58:21	BBC1/BBC	18,366
40	Gillette Soccer Saturday 2016-10-29 15:00:00	Sky Sports 1/Sky	17,906
41	Live Mexican Grand Prix 2016-10-30 18:29:30	Sky Sports 1/Sky	17,239
42	Have I Got News For You 2016-10-28 21:00:19	BBC1/BBC	16,616
43	Cold Feet 2016-10-24 21:00:14	ITV/ITV	16,557
44	The Apprentice - You're Fired! 2016-10-27 22:01:37	BBC2/BBC	16,169
45	The Graham Norton Show 2016-10-28 22:38:04	BBC1/BBC	15,969
46	Holby City 2016-10-25 20:01:13	BBC1/BBC	15,681
47	Ordinary Lies 2016-10-25 21:00:45	BBC1/BBC	15,559
48	Coronation Street 2016-10-24 19:31:10	ITV/ITV	15,510
49	Made In Chelsea 2016-10-24 21:00:06	E4/ALL 4	15,494
50	Casualty 2016-10-29 21:11:25	BBC1/BBC	15,467

Only viewing time for audited platforms is included. See page 28.

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

Top 50 on-demand programmes

4 weeks ending 30th October 2016



	Programme	TV Player		Avg Programme Streams
1	The Apprentice Series 12 Collectables	BBC	A, I, W	591,824
2	The Great British Bake Off Series 7 Dessert Week	BBC	A, I, W	585,937
3	The Great British Bake Off Series 7 Tudor Week	BBC	A, I, W	544,858
4	The Apprentice Series 12 Advertising - Jeans	BBC	A, I, W	538,607
5	The Great British Bake Off Series 7 Patisserie Week	BBC	A, I, W	524,716
6	The Apprentice Series 12 Corporate Candy	BBC	A, I, W	478,771
7	Louis Theroux: Savile	BBC	A, I, W	458,157
8	The Great British Bake Off Series 7 The Final	BBC	A, I, W	413,036
9	The Apprentice Series 12 Department Store	BBC	A, I, W	368,739
10	Eastenders 07/10/2016	BBC	A, I, W	351,455
11	Our Girl Series 2 Episode 5	BBC	A, I, W	333,216
12	Eastenders 04/10/2016	BBC	A, I, W	332,875
13	Eastenders 11/10/2016	BBC	A, I, W	329,056
14	Eastenders 14/10/2016	BBC	A, I, W	327,503
15	Eastenders 06/10/2016	BBC	A, I, W	325,399
16	Eastenders 03/10/2016	BBC	A, I, W	321,650
17	Eastenders 18/10/2016	BBC	A, I, W	318,050
18	Eastenders 21/10/2016	BBC	A, I, W	317,628
19	Eastenders 10/10/2016	BBC	A, I, W	317,254
20	Eastenders 13/10/2016	BBC	A, I, W	314,704
21	Eastenders 20/10/2016	BBC	A, I, W	313,642
22	The Missing Series 2 The Turtle And The Stick	BBC	A, I, W	307,397
23	Eastenders 17/10/2016	BBC	A, I, W	303,216
24	Eastenders 25/10/2016	BBC	A, I, W	298,902
25	The Fall Series 3 Episode 2	BBC	A, I, W	285,892
26	Eastenders 24/10/2016	BBC	A, I, W	280,188
27	The Fall Series 3 Episode 3	BBC	A, I, W	269,192
28	Eastenders 27/10/2016	BBC	A, I, W	265,927
29	Made In Chelsea S12E1	ALL 4	A, I, W	260,704
30	Have I Got News For You Series 52 Episode 1	BBC	A, I, W	256,033

	Programme	TV Player		Avg Programme Streams
31	The Missing Series 2 Episode 1	BBC	A, I, W	249,641
32	Made In Chelsea S12E2	ALL 4	A, I, W	243,598
33	Eastenders 28/10/2016	BBC	A, I, W	242,270
34	The Fall Series 3 Episode 4	BBC	A, I, W	232,523
35	Have I Got News For You Series 52 Episode 2	BBC	A, I, W	224,386
36	The Missing Series 2 A Prison Without Walls	BBC	A, I, W	223,470
37	Poldark Series 2 Episode 5	BBC	A, I, W	212,556
38	The Dumping Ground Series 4 Doris	BBC	A, I, W	212,532
39	Poldark Series 2 Episode 6	BBC	A, I, W	209,579
40	The Dumping Ground Series 4 Risky Business	BBC	A, I, W	203,205
41	Have I Got News For You Series 52 Episode 3	BBC	A, I, W	201,263
42	Ordinary Lies Series 2 Episode 1	BBC	A, I, W	199,053
43	Still Game Series 7 Gadgets	BBC	A, I, W	197,856
44	Made In Chelsea S12E3	ALL 4	A, I, W	197,256
45	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	BBC	A, I, W	196,355
46	The Next Step Series 4 Simple Twist Of Fate	BBC	A, I, W	196,139
47	The Fall Series 3 Episode 1	BBC	A, I, W	193,839
48	The Apprentice: Honest Subtitles Series 12 Collectables	BBC	A, I, W	187,039
49	The Next Step Series 4 On The Rocks	BBC	A, I, W	185,872
50	Panorama: Paxman On Trump V Clinton: Divided America	BBC	A, I, W	181,251

Only viewing time for audited platforms is included. See page 28.

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 30th October 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 S12E3	197,256	Made In Chelsea S12E1	260,704
2	Sas: Who Dares Wins S2E2	77,115	Made In Chelsea S12E2	243,598
3	First Dates S5E14	65,267	Made In Chelsea S12E3	197,256
4	Hunted S3E6	61,125	National Treasure S1E3	144,246
5	Hollyoaks S25E212	58,093	National Treasure S1E4	127,005
6	Hollyoaks S25E213	56,312	Sas: Who Dares Wins S2E1	123,891
7	Married At First Sight S2E2	54,229	Hunted S3E3	114,410
8	Hollyoaks S25E214	50,770	First Dates S5E12	99,141
9	The Big Bang Theory S10E2	50,524	Hunted S3E4	97,444
10	Hollyoaks S25E215	45,396	National Treasure S1E2	95,731



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	The Great British Bake Off Series 7 The Final	413,036	The Apprentice Series 12 Collectables	591,824
2	The Apprentice Series 12 Department Store	368,739	The Great British Bake Off Series 7 Dessert Week	585,937
3	Eastenders 25/10/2016	298,902	The Great British Bake Off Series 7 Tudor Week	544,858
4	Eastenders 24/10/2016	280,188	The Apprentice Series 12 Advertising - Jeans	538,607
5	Eastenders 27/10/2016	265,927	The Great British Bake Off Series 7 Patisserie Week	524,716
6	Eastenders 28/10/2016	242,270	The Apprentice Series 12 Corporate Candy	478,771
7	The Missing Series 2 A Prison Without Walls	223,470	Louis Theroux: Savile	458,157
8	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	196,355	The Great British Bake Off Series 7 The Final	413,036
9	The Fall Series 3 Episode 5	168,436	The Apprentice Series 12 Department Store	368,739
10	The Next Step Series 4 The Game Belongs To Me	163,447	Eastenders 07/10/2016	351,455

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 30th October 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) Episode 0005	147,337	The Only Way Is Essex (Series 19) Episode 0002	161,623
2	The Only Way Is Essex (Series 19) Episode 0006	126,301	The Only Way Is Essex (Series 19) Episode 0003	157,112
3	The Only Way Is Essex (Series 19) S26 : Episode 0005	79,974	The Only Way Is Essex (Series 19) Episode 0001	154,464
4	The Only Way Is Essex (Series 19) S26 : Episode 0006	76,433	The Only Way Is Essex (Series 19) Episode 0004	152,916
5	Cold Feet (Series 6) Episode 0008	74,935	The Only Way Is Essex (Series 19) Episode 0005	147,610
6	Coronation Street (Series 57) 2016 Episode 9020	71,961	The Only Way Is Essex (Series 19) Episode 0006	126,301
7	Coronation Street (Series 57) 2016 Episode 9021	67,250	Victoria Episode 0007	118,395
8	Emmerdale (Series 45) 2016 Episode 7649	66,804	Victoria Episode 0008	107,361
9	Coronation Street (Series 57) 2016 Episode 9019	63,800	Cold Feet (Series 6) Episode 5	107,310
10	Emmerdale (Series 45) 2016 Episode 7650	60,608	Emmerdale (Series 45) 2016 Episode 7648	104,868



My5

Platforms included: iOS app

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Neighbours Episode 7481	7,803	Neighbours Episode 7473	9,984
2	Neighbours Episode 7482	7,456	Neighbours Episode 7472	9,294
3	Neighbours Episode 7483	6,958	Neighbours Episode 7474	8,984
4	Neighbours Episode 7484	6,598	Neighbours Episode 7478	8,387
5	Home And Away Episode 6506	6,090	Neighbours Episode 7469	8,341
6	Home And Away Episode 6507	6,009	Neighbours Episode 7475	8,253
7	Home And Away Episode 6508	5,572	Neighbours Episode 7476	8,242
8	Neighbours Episode 7485	5,443	Neighbours Episode 7477	8,159
9	Home And Away Episode 6509	5,132	Neighbours Episode 7471	8,141
10	Home And Away Episode 6510	4,604	Neighbours Episode 7479	8,101

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 30th October 2016



Sky Go

Platforms included: Android app, iOS app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	The Walking Dead S7E1 (Fox)	57,240	Westworld S1E1 (Sky)	89,980
2	Geordie Shore S13E1 (Viacom)	46,323	Westworld S1E2 (Sky)	65,724
3	Westworld S1E4 (Sky)	33,992	Ex On The Beach S5E8 (Viacom)	58,422
4	Film: Grimsby (Sky)	15,059	The Walking Dead S7E1 (Fox)	57,243
5	Peppa Pig S3E108 (Viacom)	14,989	Ex On The Beach S5E9 (Viacom)	54,776
6	Westworld S1E3 (Sky)	14,389	Westworld S1E3 (Sky)	53,086
7	A League Of Their Own S11E6 (Sky)	12,900	Ex On The Beach S5E10 (Viacom)	49,228
8	Chelsea V Man Utd (Sky)	12,624	Geordie Shore S13E1 (Viacom)	46,323
9	Peppa Pig S3E109 (Viacom)	11,516	Film: Sisters (Sky)	34,747
10	The Young Pope S1E1 (Sky)	9,761	Westworld S1E4 (Sky)	33,992



STV Player

Platforms included: Android app, Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Emmerdale (Series 45) 2016 Episode 7649	3,656	Victoria Episode 0007	6,340
2	Cold Feet (Series 6) Episode 0008	3,624	Emmerdale (Series 45) 2016 Episode 7648	6,318
3	Coronation Street (Series 57) 2016 Episode 9020	3,546	Emmerdale (Series 45) 2016 Episode 7647	5,949
4	Emmerdale (Series 45) 2016 Episode 7650	3,428	Victoria Episode 0008	5,880
5	Coronation Street (Series 57) 2016 Episode 9021	3,342	Cold Feet (Series 6) Episode 5	5,399
6	Coronation Street (Series 57) 2016 Episode 9019	3,297	Cold Feet (Series 6) Episode 6	5,343
7	Emmerdale (Series 45) 2016 Episode 7651	3,160	Cold Feet (Series 6) Episode 0007	5,300
8	Emmerdale (Series 45) 2016 Episode 7654	3,042	Emmerdale (Series 45) 2016 Episode 7646	5,213
9	Emmerdale (Series 45) 2016 Episode 7653	2,852	Coronation Street (Series 57) 2016 Episode 9018	5,042
10	Coronation Street (Series 57) 2016 Episode 9023	2,786	Emmerdale (Series 45) 2016 Episode 7645	4,773

Top 10 on-demand programmes by TV player

Week and 4 weeks ending 30th October 2016



UKTV Play

Platforms included: Website player

Rank	Last week	Average Programme Streams	Last 4 weeks	Average Programme Streams
1	Red Dwarf S11E6	15,556	Red Dwarf S11E4	43,506
2	Taskmaster S3E4	15,373	Red Dwarf S11E5	39,221
3	Taskmaster S3E3	5,533	Red Dwarf S11E6	32,427
4	Red Dwarf S11E5	5,345	Red Dwarf S11E3	31,463
5	Taskmaster S3E2	3,346	Taskmaster S3E2	24,914
6	Red Dwarf S11E4	3,331	Taskmaster S3E1	24,110
7	Red Dwarf S11E3	2,799	Taskmaster S3E3	21,275
8	Taskmaster S3E1	2,761	Red Dwarf S11E2	18,870
9	Zapped S1E2	2,489	Taskmaster S3E4	15,373
10	Red Dwarf S11E2	2,245	Zapped S1E1	12,845

Top 10 live programmes by TV player

Week ending 30th October 2016



All 4

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	F1: Mexican Grand Prix Live 2016-10-30 18:00:00	Channel 4/ALL 4	27,466
2	Made In Chelsea 2016-10-24 21:00:06	E4/ALL 4	15,494
3	Humans 2016-10-30 21:06:32	Channel 4/ALL 4	10,990
4	F1: Mexican Gp Qualifying Live 2016-10-29 18:00:00	Channel 4/ALL 4	8,561
5	Sas: Who Dares Wins 2016-10-24 21:01:43	Channel 4/ALL 4	7,336
6	First Dates 2016-10-24 22:03:20	Channel 4/ALL 4	5,465
7	Hunted 2016-10-27 21:02:18	Channel 4/ALL 4	4,098
8	Married At First Sight 2016-10-25 21:01:34	Channel 4/ALL 4	4,024
9	Gogglebox 2016-10-28 21:02:25	Channel 4/ALL 4	3,482
10	Hollyoaks 2016-10-24 18:59:34	E4/ALL 4	2,971



BBC iPlayer (includes iPlayer Kids)

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	The Great British Bake Off 2016-10-26 19:59:13	BBC1/BBC	105,066
2	Match Of The Day 2016-10-29 22:21:35	BBC1/BBC	61,972
3	The Apprentice 2016-10-27 20:59:40	BBC1/BBC	56,900
4	The Missing 2016-10-26 21:00:43	BBC1/BBC	52,392
5	Strictly Come Dancing: The Results 2016-10-30 19:17:44	BBC1/BBC	35,646
6	Match Of The Day 2 2016-10-30 22:30:20	BBC1/BBC	32,304
7	BBC News 2016-10-26 19:56:43	BBC1/BBC	29,247
8	Ten O'clock News 2016-10-27 22:00:00	BBC1/BBC	28,771
9	Poldark 2016-10-30 21:00:03	BBC1/BBC	28,377
10	Strictly Come Dancing 2016-10-29 18:45:00	BBC1/BBC	28,072

Top 10 live programmes by TV player

Week ending 30th October 2016



ITV Hub

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	The Only Way Is Essex 2016-10-30 22:03:42	ITVbe/ITV	35,068
2	The X Factor Results 2016-10-30 20:00:23	ITV/ITV	34,225
3	The Only Way Is Essex 2016-10-26 22:04:39	ITVbe/ITV	27,954
4	The X Factor 2016-10-29 20:00:30	ITV/ITV	22,472
5	Cold Feet 2016-10-24 21:00:14	ITV/ITV	16,557
6	Coronation Street 2016-10-24 19:31:10	ITV/ITV	15,510
7	Coronation Street 2016-10-24 20:29:11	ITV/ITV	13,370
8	Emmerdale 2016-10-24 19:00:24	ITV/ITV	12,317
9	Coronation Street 2016-10-26 19:31:52	ITV/ITV	12,097
10	Coronation Street 2016-10-28 19:31:59	ITV/ITV	10,790



Sky Go

Platforms included: Android app, iOS app, Website player

Rank	Programme Name	Channel and Platform	Average Programme Streams
1	Live Efl Cup: Man Utd V Man City 2016-10-26 19:30:00	Sky Sports 1/Sky	111,645
2	Live Efl Cup: Liverpool V Tottenham 2016-10-25 19:00:00	Sky Sports 1/Sky	65,766
3	Live Pl: Southampton v Chelsea 2016-10-30 15:30:42	Sky Sports 1/Sky	46,880
4	Live Pl- Sunderland V Arsenal/#Sunderlan 2016-10-29 11:30:15	Sky Sports 1/Sky	33,400
5	Live Pl: Everton V West Ham 2016-10-30 12:30:24	Sky Sports 1/Sky	30,114
6	Geordie Shore 2016-10-25 22:00:20	MTV/Sky	22,896
7	Live Mexican Grand Prix 2016-10-30 18:29:30	Sky Sports Formula 1/Sky	22,891
8	Gillette Soccer Saturday 2016-10-29 15:00:00	Sky Sports 1/Sky	17,906
9	Live Mexican Grand Prix 2016-10-30 18:29:30	Sky Sports 1/Sky	17,239
10	Live Efl: Birmingham V Aston Villa 2016-10-30 11:30:00	Sky Sports 2/Sky	12,612

Top 50 on-demand programmes (Android players)

Week ending 30th October 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 25/10/2016	BBC	51,299
2	Eastenders 24/10/2016	BBC	48,372
3	Eastenders 27/10/2016	BBC	45,678
4	Eastenders 28/10/2016	BBC	42,596
5	The Great British Bake Off Series 7 The Final	BBC	39,963
6	The Apprentice Series 12 Department Store	BBC	35,764
7	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	BBC	31,943
8	The Next Step Series 4 The Game Belongs To Me	BBC	28,041
9	The Missing Series 2 A Prison Without Walls	BBC	27,376
10	The Only Way Is Essex (Series 19) Episode 0005	ITV	24,235
11	The Dumping Ground Series 4 It Takes Two	BBC	23,598
12	Emmerdale (Series 45) 2016 Episode 7649	ITV	21,348
13	The Fall Series 3 Episode 5	BBC	20,190
14	Coronation Street (Series 57) 2016 Episode 9020	ITV	19,708
15	Emmerdale (Series 45) 2016 Episode 7650	ITV	18,554
16	Poldark Series 2 Episode 8	BBC	18,318
17	The Apprentice: Honest Subtitles Series 12 Department Store	BBC	17,292
18	The Only Way Is Essex (Series 19) Episode 0006	ITV	17,097
19	Coronation Street (Series 57) 2016 Episode 9021	ITV	17,067
20	Ordinary Lies Series 2 Episode 2	BBC	16,993
21	Coronation Street (Series 57) 2016 Episode 9019	ITV	16,936
22	So Awkward Series 2 What Would Emmeline Do?	BBC	16,918
23	Have I Got News For You Series 52 Episode 4	BBC	16,754
24	Casualty Series 31 Shock To The System	BBC	16,711
25	Emmerdale (Series 45) 2016 Episode 7651	ITV	16,377
26	The Fall Series 3 Episode 6	BBC	15,733
27	Bing: Ice Cream	BBC	15,711
28	Still Game Series 7 Small Change	BBC	15,097

	Programme	TV Player	Avg Programme Streams
29	Cold Feet (Series 6) Episode 0008	ITV	14,643
30	Josh Series 2 Close Up & Long Shot	BBC	14,222
31	Emmerdale (Series 45) 2016 Episode 7653	ITV	13,752
32	Eastenders 21/10/2016	BBC	13,146
33	Holby City Series 19 Black Dog	BBC	13,133
34	Emmerdale (Series 45) 2016 Episode 7654	ITV	12,998
35	The Missing Series 2 The Turtle And The Stick	BBC	12,592
36	Emmerdale (Series 45) 2016 Episode 7652	ITV	11,778
37	Strictly Come Dancing Series 14 Week 6	BBC	11,662
38	Coronation Street (Series 57) 2016 Episode 9023	ITV	11,497
39	The Graham Norton Show Series 20 Episode 5	BBC	11,398
40	The Apprentice Series 12 Corporate Candy	BBC	11,223
41	Eve Series 3 Children Of Eve	BBC	10,764
42	Made In Chelsea S12E3	ALL 4	10,472
43	Coronation Street (Series 57) 2016 Episode 9022	ITV	10,468
44	Sex, Drugs & Murder: Life In The Red Light Zone	BBC	10,454
45	Clown Attacks: Wtf?	BBC	10,179
46	Bing: Plasters	BBC	10,149
47	Ordinary Lies Series 2 Episode 1	BBC	9,962
48	Transgender Love	BBC	9,795
49	The Fall Series 3 Episode 4	BBC	9,736
50	The Furchester Hotel: Preview	BBC	9,584

Only viewing time for audited platforms is included. See page 28.

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 30th October 2016



	Programme	TV Player	Avg Programme Streams
1	The Great British Bake Off Series 7 The Final	BBC	159,267
2	Eastenders 25/10/2016	BBC	142,634
3	The Apprentice Series 12 Department Store	BBC	138,579
4	Eastenders 24/10/2016	BBC	132,636
5	Eastenders 27/10/2016	BBC	128,223
6	The Only Way Is Essex (Series 19) Episode 0005	ITV	123,102
7	Eastenders 28/10/2016	BBC	118,648
8	The Only Way Is Essex (Series 19) Episode 0006	ITV	109,204
9	The Missing Series 2 A Prison Without Walls	BBC	98,467
10	The Next Step Series 4 The Game Belongs To Me	BBC	90,968
11	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	BBC	89,733
12	Made In Chelsea S12E3	ALL 4	81,647
13	The Dumping Ground Series 4 It Takes Two	BBC	75,220
14	The Fall Series 3 Episode 5	BBC	73,452
15	Poldark Series 2 Episode 8	BBC	61,713
16	Cold Feet (Series 6) Episode 0008	ITV	57,641
17	Ordinary Lies Series 2 Episode 2	BBC	56,612
18	The Fall Series 3 Episode 6	BBC	54,495
19	Have I Got News For You Series 52 Episode 4	BBC	53,985
20	So Awkward Series 2 What Would Emmeline Do?	BBC	53,091
21	The Apprentice: Honest Subtitles Series 12 Department Store	BBC	51,701
22	Casualty Series 31 Shock To The System	BBC	51,033
23	Josh Series 2 Close Up & Long Shot	BBC	50,581
24	Coronation Street (Series 57) 2016 Episode 9020	ITV	50,087
25	Coronation Street (Series 57) 2016 Episode 9021	ITV	48,166
26	The Graham Norton Show Series 20 Episode 5	BBC	47,385
27	The Missing Series 2 The Turtle And The Stick	BBC	46,232
28	Coronation Street (Series 57) 2016 Episode 9019	ITV	44,719

	Programme	TV Player	Avg Programme Streams
29	Emmerdale (Series 45) 2016 Episode 7649	ITV	43,408
30	The Real Housewives Of Cheshire (Series 4) Episode 0008	ITV	43,205
31	The Apprentice Series 12 Corporate Candy	BBC	43,140
32	Strictly Come Dancing Series 14 Week 6	BBC	41,707
33	Sam Faiers: The Mummy Diaries - Episode 0003	ITV	41,545
34	Emmerdale (Series 45) 2016 Episode 7650	ITV	40,195
35	Coronation Street (Series 57) 2016 Episode 9023	ITV	39,648
36	Coronation Street (Series 57) 2016 Episode 9022	ITV	38,737
37	Bing: Ice Cream	BBC	38,554
38	Holby City Series 19 Black Dog	BBC	38,168
39	Emmerdale (Series 45) 2016 Episode 7651	ITV	37,143
40	The Fall Series 3 Episode 4	BBC	36,379
41	Eastenders 21/10/2016	BBC	36,231
42	Emmerdale (Series 45) 2016 Episode 7653	ITV	36,053
43	Emmerdale (Series 45) 2016 Episode 7654	ITV	35,839
44	Celebrity Juice (Series 16) Episode 0008	ITV	35,589
45	Still Game Series 7 Small Change	BBC	33,666
46	Ordinary Lies Series 2 Episode 1	BBC	33,062
47	Hollyoaks S25E212	ALL 4	32,739
48	Sas: Who Dares Wins S2E2	ALL 4	32,705
49	The Walking Dead S7E1 (Fox)	Sky	32,545
50	Hollyoaks S25E213	ALL 4	31,600

Only viewing time for audited platforms is included. See page 28.

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 30th October 2016



	Programme	TV Player	Avg Programme Streams
1	The Great British Bake Off Series 7 The Final	BBC	213,805
2	The Apprentice Series 12 Department Store	BBC	194,395
3	Made In Chelsea S12E3	ALL 4	105,136
4	Eastenders 25/10/2016	BBC	104,968
5	Eastenders 24/10/2016	BBC	99,180
6	The Missing Series 2 A Prison Without Walls	BBC	97,626
7	Eastenders 27/10/2016	BBC	92,025
8	Have I Got News For You Series 52 Episode 4	BBC	84,847
9	Eastenders 28/10/2016	BBC	81,025
10	The Only Way Is Essex (Series 19) S26 : Episode 0005	ITV	78,991
11	The Fall Series 3 Episode 5	BBC	74,793
12	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	BBC	74,678
13	The Only Way Is Essex (Series 19) S26 : Episode 0006	ITV	72,210
14	Poldark Series 2 Episode 8	BBC	71,538
15	The Apprentice Series 12 Corporate Candy	BBC	64,405
16	The Graham Norton Show Series 20 Episode 5	BBC	60,066
17	The Fall Series 3 Episode 6	BBC	58,106
18	The Apprentice: Honest Subtitles Series 12 Department Store	BBC	50,633
19	The Missing Series 2 The Turtle And The Stick	BBC	49,115
20	The Next Step Series 4 The Game Belongs To Me	BBC	44,438
21	Strictly Come Dancing Series 14 Week 6	BBC	41,866
22	Cold Feet (Series 6) S8 : Episode 0008	ITV	41,115
23	Josh Series 2 Close Up & Long Shot	BBC	40,877
24	Still Game Series 7 Small Change	BBC	40,675
25	First Dates S5E14	ALL 4	40,429
26	The Great British Bake Off Series 7 Patisserie Week	BBC	39,291
27	Sas: Who Dares Wins S2E2	ALL 4	38,837
28	Ordinary Lies Series 2 Episode 2	BBC	38,374

	Programme	TV Player	Avg Programme Streams
29	The Fall Series 3 Episode 4	BBC	37,952
30	The Missing Series 2 Come Home	BBC	35,546
31	Coronation Street (Series 57) 2016 S58 : Episode 9020	ITV	33,936
32	Hunted S3E6	ALL 4	33,432
33	Asian Provocateur Series Mum's American Dream Brother Dinesh	BBC	32,727
34	The Dumping Ground Series 4 It Takes Two	BBC	31,670
35	Coronation Street (Series 57) 2016 S58 : Episode 9021	ITV	31,048
36	Coronation Street (Series 57) 2016 S58 : Episode 9019	ITV	30,694
37	Casualty Series 31 Shock To The System	BBC	30,197
38	Eastenders 21/10/2016	BBC	30,107
39	The Apprentice: You're Fired Series 12 Department Store	BBC	30,062
40	Would I Lie To You? Series 10 The Unseen Bits	BBC	28,528
41	Class Series 1 For Tonight We Might Die	BBC	27,666
42	Adam Curtis: Hypernormalisation	BBC	27,318
43	Celebrity Juice (Series 16) S16 : Halloween	ITV	26,949
44	The Great British Bake Off: An Extra Slice Series 3 Episode 10	BBC	26,849
45	Would I Lie To You? Series 10 Episode 8	BBC	26,707
46	Holby City Series 19 Black Dog	BBC	26,409
47	The X Factor (Series 13) S10 : Live Show 4	ITV	26,269
48	Clown Attacks: Wtf?	BBC	26,231
49	Married At First Sight S2E2	ALL 4	25,792
50	Coronation Street (Series 57) 2016 S58 : Episode 9023	ITV	25,520

Only viewing time for audited platforms is included. See page 28.

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 30th October 2016



	Programme	Channel and Platform	Avg Programme Streams
1	The Great British Bake Off 2016-10-26 19:59:13	BBC1/BBC	6,091
2	Match Of The Day 2016-10-29 22:21:35	BBC1/BBC	5,244
3	The X Factor Results 2016-10-30 20:00:23	ITV/ITV	4,532
4	Live Pl- Sunderland V Arsenal/#Sunderlan 2016-10-29 11:30:15	Sky Sports 1/Sky	4,531
5	The Apprentice 2016-10-27 20:59:40	BBC1/BBC	4,153
6	Live Pl: Everton V West Ham 2016-10-30 12:30:24	Sky Sports 1/Sky	4,076
7	The Only Way Is Essex 2016-10-30 22:03:42	ITVbe/ITV	3,477
8	Live Mexican Grand Prix 2016-10-30 18:29:30	Sky Sports Formula 1/Sky	3,431
9	Strictly Come Dancing: The Results 2016-10-30 19:17:44	BBC1/BBC	3,256
10	The X Factor 2016-10-29 20:00:30	ITV/ITV	3,005
11	Eastenders 2016-10-24 20:00:31	BBC1/BBC	2,921
12	The Only Way Is Essex 2016-10-26 22:04:39	ITVbe/ITV	2,878
13	Coronation Street 2016-10-24 19:31:10	ITV/ITV	2,744
14	Match Of The Day 2 2016-10-30 22:30:20	BBC1/BBC	2,688
15	The Missing 2016-10-26 21:00:43	BBC1/BBC	2,674
16	BBC News 2016-10-25 19:58:21	BBC1/BBC	2,617
17	Gillette Soccer Saturday 2016-10-29 15:00:00	Sky Sports 1/Sky	2,599
18	Eastenders 2016-10-25 19:30:00	BBC1/BBC	2,522
19	Emmerdale 2016-10-24 19:00:24	ITV/ITV	2,448
20	Strictly Come Dancing 2016-10-29 18:45:00	BBC1/BBC	2,422
21	Live Mexican Grand Prix 2016-10-30 18:29:30	Sky Sports 1/Sky	2,400
22	Coronation Street 2016-10-24 20:29:11	ITV/ITV	2,390
23	Match Of The Day 2016-10-30 07:34:40	BBC1/BBC	2,298
24	Coronation Street 2016-10-26 19:31:52	ITV/ITV	2,278
25	Eastenders 2016-10-28 20:00:39	BBC1/BBC	2,258
26	Eastenders 2016-10-27 19:29:04	BBC1/BBC	2,244

	Programme	Channel and Platform	Avg Programme Streams
27	BBC News 2016-10-27 19:58:21	BBC1/BBC	2,174
28	Coronation Street 2016-10-28 19:31:59	ITV/ITV	2,116
29	Emmerdale 2016-10-25 19:00:34	ITV/ITV	2,105
30	Ten O'clock News 2016-10-27 22:00:00	BBC1/BBC	2,048
31	Emmerdale 2016-10-26 19:00:00	ITV/ITV	2,001
32	Emmerdale 2016-10-27 19:01:24	ITV/ITV	1,977
33	Poldark 2016-10-30 21:00:03	BBC1/BBC	1,977
34	Cold Feet 2016-10-24 21:00:14	ITV/ITV	1,943
35	F1: Mexican Grand Prix Live 2016-10-30 18:00:00	Channel 4/ALL 4	1,937
36	Live Test Cricket: Bang V Eng 2016-10-30 06:00:00	Sky Sports 2/Sky	1,910
37	Emmerdale 2016-10-27 20:00:15	ITV/ITV	1,903
38	Live Efl: Birmingham V Aston Villa 2016-10-30 11:30:00	Sky Sports 2/Sky	1,901
39	Emmerdale 2016-10-28 19:00:24	ITV/ITV	1,810
40	Question Time 2016-10-27 22:46:20	BBC1/BBC	1,697
41	Coronation Street 2016-10-28 20:30:02	ITV/ITV	1,674
42	Casualty 2016-10-29 21:11:25	BBC1/BBC	1,648
43	Weather 2016-10-29 22:18:07	BBC1/BBC	1,625
44	Asian Provocateur: Mum's American Dream 2016-10-29 23:47:57	BBC1/BBC	1,591
45	Holby City 2016-10-25 20:01:13	BBC1/BBC	1,525
46	Weather 2016-10-27 22:42:08	BBC1/BBC	1,515
47	BBC London News 2016-10-27 22:31:08	BBC1/BBC	1,508
48	The Great British Bake Off 2016-10-26 19:59:13	BBC1/BBC	6,091
49	Match Of The Day 2016-10-29 22:21:35	BBC1/BBC	5,244
50	The X Factor Results 2016-10-30 20:00:23	ITV/ITV	4,532

Only viewing time for audited platforms is included. See page 28.

Top 50 live programmes (iOS players)

Week ending 30th October 2016



	Programme	Channel and Platform	Avg Programme Streams
1	Live Efl Cup: Man Utd V Man City 2016-10-26 19:30:00	Sky Sports 1/Sky	58,869
2	Live Efl Cup: Liverpool V Tottenham 2016-10-25 19:00:00	Sky Sports 1/Sky	33,393
3	The Great British Bake Off 2016-10-26 19:59:13	BBC1/BBC	31,210
4	Live Pl: Southampton v Chelsea 2016-10-30 15:30:42	Sky Sports 1/Sky	21,306
5	The Only Way Is Essex 2016-10-30 22:03:42	ITVbe/ITV	20,844
6	The Apprentice 2016-10-27 20:59:40	BBC1/BBC	19,299
7	Match Of The Day 2016-10-29 22:21:35	BBC1/BBC	16,900
8	The Only Way Is Essex 2016-10-26 22:04:39	ITVbe/ITV	16,812
9	Live Pl- Sunderland V Arsenal/#Sunderlan 2016-10-29 11:30:15	Sky Sports 1/Sky	16,014
10	Strictly Come Dancing: The Results 2016-10-30 19:17:44	BBC1/BBC	14,711
11	The X Factor Results 2016-10-30 20:00:23	ITV/ITV	14,537
12	Live Pl: Everton V West Ham 2016-10-30 12:30:24	Sky Sports 1/Sky	14,508
13	Geordie Shore 2016-10-25 22:00:20	MTV/Sky	14,490
14	The Missing 2016-10-26 21:00:43	BBC1/BBC	13,008
15	Strictly Come Dancing 2016-10-29 18:45:00	BBC1/BBC	11,084
16	Eastenders 2016-10-24 20:00:31	BBC1/BBC	11,037
17	Live Mexican Grand Prix 2016-10-30 18:29:30	Sky Sports Formula 1/Sky	10,894
18	Poldark 2016-10-30 21:00:03	BBC1/BBC	9,910
19	Live Mexican Grand Prix 2016-10-30 18:29:30	Sky Sports 1/Sky	9,620
20	Eastenders 2016-10-25 19:30:00	BBC1/BBC	9,473
21	Cold Feet 2016-10-24 21:00:14	ITV/ITV	9,001
22	Gillette Soccer Saturday 2016-10-29 15:00:00	Sky Sports 1/Sky	8,806
23	Eastenders 2016-10-27 19:29:04	BBC1/BBC	8,566

	Programme	Channel and Platform	Avg Programme Streams
24	Match Of The Day 2 2016-10-30 22:30:20	BBC1/BBC	8,329
25	Eastenders 2016-10-28 20:00:39	BBC1/BBC	8,231
26	BBC News 2016-10-25 19:58:21	BBC1/BBC	8,090
27	Ten O'clock News 2016-10-27 22:00:00	BBC1/BBC	8,037
28	F1: Mexican Grand Prix Live 2016-10-30 18:00:00	Channel 4/ALL 4	7,978
29	The X Factor 2016-10-29 20:00:30	ITV/ITV	7,925
30	Live Test Cricket: Bang V Eng 2016-10-30 06:00:00	Sky Sports 2/Sky	7,855
31	Match Of The Day 2016-10-30 07:34:40	BBC1/BBC	7,720
32	Coronation Street 2016-10-24 19:31:10	ITV/ITV	7,641
33	BBC News 2016-10-26 19:56:43	BBC1/BBC	7,069
34	BBC News 2016-10-27 19:58:21	BBC1/BBC	6,606
35	Coronation Street 2016-10-24 20:29:11	ITV/ITV	6,583
36	Question Time 2016-10-27 22:46:20	BBC1/BBC	6,416
37	The Graham Norton Show 2016-10-28 22:38:04	BBC1/BBC	6,400
38	Live Efl: Birmingham V Aston Villa 2016-10-30 11:30:00	Sky Sports 2/Sky	6,392
39	Emmerdale 2016-10-24 19:00:24	ITV/ITV	5,964
40	Ordinary Lies 2016-10-25 21:00:45	BBC1/BBC	5,958
41	Coronation Street 2016-10-26 19:31:52	ITV/ITV	5,950
42	BBC London News 2016-10-27 22:31:08	BBC1/BBC	5,912
43	Casualty 2016-10-29 21:11:25	BBC1/BBC	5,809
44	Weather 2016-10-27 22:42:08	BBC1/BBC	5,774
45	Live Mexican Gp: Pit Lane Live 2016-10-30 17:57:54	Sky Sports Formula 1/Sky	5,677
46	Sam Faiers: The Mummy Diaries 2016-10-26 21:00:02	ITVbe/ITV	5,671
47	Holby City 2016-10-25 20:01:13	BBC1/BBC	5,642
48	Weather 2016-10-29 22:18:07	BBC1/BBC	5,601
49	The Andrew Marr Show 2016-10-30 09:00:00	BBC1/BBC	5,593
50	The Real Housewives Of Cheshire 2016-10-24 21:59:33	ITVbe/ITV	5,489

Only viewing time for audited platforms is included. See page 28.

Top 50 live programmes (Website players)

Week ending 30th October 2016



	Programme	Channel and Platform	Avg Programme Streams
1	The Great British Bake Off 2016-10-26 19:59:13	BBC1/BBC	67,765
2	Match Of The Day 2016-10-29 22:21:35	BBC1/BBC	39,827
3	The Missing 2016-10-26 21:00:43	BBC1/BBC	36,710
4	Live Efl Cup: Man Utd V Man City 2016-10-26 19:30:00	Sky Sports 1/Sky	36,047
5	The Apprentice 2016-10-27 20:59:40	BBC1/BBC	33,448
6	Live Efl Cup: Liverpool V Tottenham 2016-10-25 19:00:00	Sky Sports 1/Sky	22,663
7	Match Of The Day 2 2016-10-30 22:30:20	BBC1/BBC	21,285
8	BBC News 2016-10-26 19:56:43	BBC1/BBC	20,757
9	Live Pl: Southampton v Chelsea 2016-10-30 15:30:42	Sky Sports 1/Sky	19,444
10	Ten O'clock News 2016-10-27 22:00:00	BBC1/BBC	18,685
11	Strictly Come Dancing: The Results 2016-10-30 19:17:44	BBC1/BBC	17,679
12	F1: Mexican Grand Prix Live 2016-10-30 18:00:00	Channel 4/ALL 4	17,550
13	Ten O'clock News 2016-10-26 22:00:35	BBC1/BBC	16,796
14	Poldark 2016-10-30 21:00:03	BBC1/BBC	16,489
15	Match Of The Day 2016-10-30 07:34:40	BBC1/BBC	16,346
16	Asian Provocateur: Mum's American Dream 2016-10-29 23:47:57	BBC1/BBC	15,329
17	The X Factor Results 2016-10-30 20:00:23	ITV/ITV	15,155
18	Weather 2016-10-29 22:18:07	BBC1/BBC	14,628
19	Strictly Come Dancing 2016-10-29 18:45:00	BBC1/BBC	14,565
20	Weather 2016-10-30 22:27:20	BBC1/BBC	13,725
21	BBC London News 2016-10-27 22:31:08	BBC1/BBC	13,626
22	BBC News 2016-10-30 22:00:00	BBC1/BBC	13,455
23	Weather 2016-10-27 22:42:08	BBC1/BBC	13,146
24	Live Pl- Sunderland V Arsenal/#Sunderlan 2016-10-29 11:30:15	Sky Sports 1/Sky	12,854
25	BBC London News 2016-10-30 22:22:19	BBC1/BBC	12,788

	Programme	Channel and Platform	Avg Programme Streams
26	Question Time 2016-10-27 22:46:20	BBC1/BBC	12,265
27	Eastenders 2016-10-24 20:00:31	BBC1/BBC	12,212
28	The Andrew Marr Show 2016-10-30 09:00:00	BBC1/BBC	11,972
29	The X Factor 2016-10-29 20:00:30	ITV/ITV	11,541
30	Live Pl: Everton V West Ham 2016-10-30 12:30:24	Sky Sports 1/Sky	11,529
31	BBC News 2016-10-25 19:58:21	BBC1/BBC	10,865
32	BBC London News 2016-10-26 22:32:18	BBC1/BBC	10,841
33	Have I Got News For You 2016-10-28 21:00:19	BBC1/BBC	10,799
34	The Only Way Is Essex 2016-10-30 22:03:42	ITVbe/ITV	10,747
35	Eastenders 2016-10-25 19:30:00	BBC1/BBC	10,536
36	Made In Chelsea 2016-10-24 21:00:06	E4/ALL 4	10,433
37	The Apprentice - You're Fired! 2016-10-27 22:01:37	BBC2/BBC	10,393
38	BBC News 2016-10-29 22:02:00	BBC1/BBC	10,083
39	Eastenders 2016-10-27 19:29:04	BBC1/BBC	9,681
40	BBC News 2016-10-27 19:58:21	BBC1/BBC	9,585
41	Eastenders 2016-10-28 20:00:39	BBC1/BBC	9,416
42	Weather 2016-10-26 22:43:18	BBC1/BBC	9,228
43	The Great British Bake Off: Class Of 201 2016-10-27 20:00:51	BBC1/BBC	9,107
44	Antiques Roadshow 2016-10-30 20:00:18	BBC1/BBC	8,957
45	Still Game 2016-10-28 21:30:05	BBC1/BBC	8,899
46	Live Mexican Grand Prix 2016-10-30 18:29:30	Sky Sports Formula 1/Sky	8,566
47	Ten O'clock News 2016-10-25 22:00:00	BBC1/BBC	8,523
48	Holby City 2016-10-25 20:01:13	BBC1/BBC	8,513
49	Ordinary Lies 2016-10-25 21:00:45	BBC1/BBC	8,283
50	The Only Way Is Essex 2016-10-26 22:04:39	ITVbe/ITV	8,263

Only viewing time for audited platforms is included. See page 28.

Top 50 on-demand programmes (Android players)

4 weeks ending 30th October 2016



	Programme	TV Player	Avg Programme Streams
1	Eastenders 07/10/2016	BBC	59,600
2	Eastenders 14/10/2016	BBC	56,113
3	Eastenders 21/10/2016	BBC	55,022
4	Eastenders 04/10/2016	BBC	54,583
5	Eastenders 03/10/2016	BBC	54,181
6	The Apprentice Series 12 Collectables	BBC	54,054
7	Eastenders 18/10/2016	BBC	53,885
8	Eastenders 20/10/2016	BBC	53,754
9	Eastenders 13/10/2016	BBC	53,158
10	Eastenders 17/10/2016	BBC	52,025
11	Eastenders 25/10/2016	BBC	51,299
12	The Great British Bake Off Series 7 Dessert Week	BBC	51,018
13	Eastenders 06/10/2016	BBC	50,993
14	The Apprentice Series 12 Advertising - Jeans	BBC	50,335
15	The Great British Bake Off Series 7 Patisserie Week	BBC	49,093
16	Eastenders 11/10/2016	BBC	48,398
17	Eastenders 24/10/2016	BBC	48,372
18	Eastenders 10/10/2016	BBC	47,850
19	The Great British Bake Off Series 7 Tudor Week	BBC	47,837
20	The Apprentice Series 12 Corporate Candy	BBC	45,895
21	Eastenders 27/10/2016	BBC	45,678
22	Eastenders 28/10/2016	BBC	42,596
23	Louis Theroux: Savile	BBC	42,209
24	The Great British Bake Off Series 7 The Final	BBC	39,963
25	Our Girl Series 2 Episode 5	BBC	38,698
26	The Missing Series 2 The Turtle And The Stick	BBC	37,075
27	The Apprentice Series 12 Department Store	BBC	35,764
28	The Dumping Ground Series 4 Doris	BBC	35,389
29	Emmerdale (Series 45) 2016 Episode 7648	ITV	34,649
30	The Dumping Ground Series 4 Risky Business	BBC	34,590

	Programme	TV Player	Avg Programme Streams
31	Still Game Series 7 Gadgets	BBC	33,478
32	The Fall Series 3 Episode 2	BBC	32,522
33	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	BBC	31,943
34	Emmerdale (Series 45) 2016 Episode 7647	ITV	31,520
35	The Fall Series 3 Episode 3	BBC	31,474
36	The Next Step Series 4 Simple Twist Of Fate	BBC	31,364
37	The Missing Series 2 Episode 1	BBC	30,943
38	The Dumping Ground Series 4 Troll	BBC	30,429
39	Still Game Series 7 The Undrinkables	BBC	30,359
40	Ordinary Lies Series 2 Episode 1	BBC	29,636
41	Emmerdale (Series 45) 2016 Episode 7646	ITV	29,188
42	Have I Got News For You Series 52 Episode 1	BBC	29,126
43	The Next Step Series 4 Knowing Me Knowing You	BBC	28,727
44	The Next Step Series 4 On The Rocks	BBC	28,091
45	The Next Step Series 4 The Game Belongs To Me	BBC	28,041
46	Coronation Street (Series 57) 2016 Episode 9018	ITV	27,885
47	Casualty Series 31 The Big Day	BBC	27,813
48	The Missing Series 2 A Prison Without Walls	BBC	27,376
49	The Only Way Is Essex (Series 19) Episode 0003	ITV	27,068
50	Casualty Series 31 Too Much Love Will Kill You	BBC	27,014

Only viewing time for audited platforms is included. See page 28.

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 30th October 2016



	Programme	TV Player	Avg Programme Streams
1	The Great British Bake Off Series 7 Dessert Week	BBC	219,102
2	The Apprentice Series 12 Collectables	BBC	210,606
3	The Great British Bake Off Series 7 Tudor Week	BBC	202,061
4	The Great British Bake Off Series 7 Patisserie Week	BBC	196,961
5	The Apprentice Series 12 Advertising - Jeans	BBC	192,195
6	The Apprentice Series 12 Corporate Candy	BBC	175,738
7	Eastenders 07/10/2016	BBC	167,737
8	The Great British Bake Off Series 7 The Final	BBC	159,267
9	Eastenders 11/10/2016	BBC	158,687
10	Eastenders 04/10/2016	BBC	156,853
11	Eastenders 06/10/2016	BBC	156,168
12	Eastenders 14/10/2016	BBC	155,616
13	Our Girl Series 2 Episode 5	BBC	155,586
14	Louis Theroux: Savile	BBC	154,257
15	Eastenders 21/10/2016	BBC	152,086
16	Eastenders 03/10/2016	BBC	151,012
17	Eastenders 10/10/2016	BBC	150,645
18	Eastenders 18/10/2016	BBC	150,006
19	Eastenders 20/10/2016	BBC	149,188
20	Eastenders 13/10/2016	BBC	148,113
21	Eastenders 25/10/2016	BBC	142,634
22	Eastenders 17/10/2016	BBC	142,283
23	The Apprentice Series 12 Department Store	BBC	138,579
24	The Only Way Is Essex (Series 19) Episode 0002	ITV	134,661
25	The Missing Series 2 The Turtle And The Stick	BBC	133,731
26	Eastenders 24/10/2016	BBC	132,636
27	The Only Way Is Essex (Series 19) Episode 0001	ITV	130,545
28	The Only Way Is Essex (Series 19) Episode 0003	ITV	130,043
29	Eastenders 27/10/2016	BBC	128,223
30	The Only Way Is Essex (Series 19) Episode 0004	ITV	127,254

	Programme	TV Player	Avg Programme Streams
31	The Only Way Is Essex (Series 19) Episode 0005	ITV	123,337
32	The Dumping Ground Series 4 Doris	BBC	121,519
33	Eastenders 28/10/2016	BBC	118,648
34	The Fall Series 3 Episode 2	BBC	117,516
35	The Dumping Ground Series 4 Risky Business	BBC	116,689
36	The Fall Series 3 Episode 3	BBC	113,643
37	The Only Way Is Essex (Series 19) Episode 0006	ITV	109,204
38	The Next Step Series 4 Simple Twist Of Fate	BBC	109,003
39	The Missing Series 2 Episode 1	BBC	108,762
40	Made In Chelsea S12E1	ALL 4	105,968
41	The Next Step Series 4 On The Rocks	BBC	104,313
42	The Fall Series 3 Episode 4	BBC	100,270
43	Ordinary Lies Series 2 Episode 1	BBC	99,892
44	The Dumping Ground Series 4 Troll	BBC	98,669
45	The Missing Series 2 A Prison Without Walls	BBC	98,467
46	Made In Chelsea S12E2	ALL 4	98,066
47	The Next Step Series 4 Knowing Me Knowing You	BBC	96,710
48	The Next Step Series 4 The Game Belongs To Me	BBC	90,968
49	Sex, Drugs & Murder: Life In The Red Light Zone: Complicated Love	BBC	89,733
50	Have I Got News For You Series 52 Episode 1	BBC	89,062

Only viewing time for audited platforms is included. See page 28.

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 30th October 2016



	Programme	TV Player	Avg Programme Streams
1	The Apprentice Series 12 Collectables	BBC	327,163
2	The Great British Bake Off Series 7 Dessert Week	BBC	315,816
3	The Apprentice Series 12 Advertising - Jeans	BBC	296,076
4	The Great British Bake Off Series 7 Tudor Week	BBC	294,959
5	The Great British Bake Off Series 7 Patisserie Week	BBC	278,660
6	Louis Theroux: Savile	BBC	261,690
7	The Apprentice Series 12 Corporate Candy	BBC	257,137
8	The Great British Bake Off Series 7 The Final	BBC	213,805
9	The Apprentice Series 12 Department Store	BBC	194,395
10	Made In Chelsea S12E1	ALL 4	143,023
11	Our Girl Series 2 Episode 5	BBC	138,931
12	Have I Got News For You Series 52 Episode 1	BBC	137,844
13	The Missing Series 2 The Turtle And The Stick	BBC	136,589
14	The Fall Series 3 Episode 2	BBC	135,853
15	Made In Chelsea S12E2	ALL 4	133,232
16	Eastenders 07/10/2016	BBC	124,118
17	The Fall Series 3 Episode 3	BBC	124,074
18	Eastenders 11/10/2016	BBC	121,969
19	Eastenders 04/10/2016	BBC	121,438
20	Have I Got News For You Series 52 Episode 2	BBC	120,582
21	Eastenders 10/10/2016	BBC	118,758
22	Eastenders 06/10/2016	BBC	118,237
23	Eastenders 03/10/2016	BBC	116,456
24	Eastenders 14/10/2016	BBC	115,773
25	Eastenders 18/10/2016	BBC	114,158
26	Eastenders 13/10/2016	BBC	113,433
27	Eastenders 20/10/2016	BBC	110,699
28	Eastenders 21/10/2016	BBC	110,519
29	The Missing Series 2 Episode 1	BBC	109,935
30	Eastenders 17/10/2016	BBC	108,908
31	Have I Got News For You Series 52 Episode 3	BBC	107,980

	Programme	TV Player	Avg Programme Streams
32	Adam Curtis: Hypernormalisation	BBC	107,624
33	Poldark Series 2 Episode 5	BBC	105,492
34	The Fall Series 3 Episode 4	BBC	105,272
35	Made In Chelsea S12E3	ALL 4	105,136
36	Eastenders 25/10/2016	BBC	104,968
37	Poldark Series 2 Episode 6	BBC	100,990
38	Eastenders 24/10/2016	BBC	99,180
39	The Missing Series 2 A Prison Without Walls	BBC	97,626
40	The Only Way Is Essex Series 19 - Episode 1	ITV	96,221
41	The Only Way Is Essex Series 19 - Episode 2	ITV	96,079
42	The Fall Series 3 Episode 1	BBC	95,186
43	Panorama: Paxman On Trump V Clinton: Divided America	BBC	95,078
44	Eastenders 27/10/2016	BBC	92,025
45	Still Game Series 7 Gadgets	BBC	91,764
46	Mock The Week Series 15 Episode 11	BBC	90,390
47	The Only Way Is Essex (Series 19) S26 : Episode 0003	ITV	89,115
48	Reggie Yates: Life And Death In Chicago	BBC	89,071
49	Victoria S1 : Engine Of Change	ITV	88,272
50	The Only Way Is Essex (Series 19) S26 : Episode 0004	ITV	88,117

Only viewing time for audited platforms is included. See page 28.

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			
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 28 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.