

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

Week ending 27th November 2016



		Total viewing time (minutes)			
		All platforms	Android app	Apple iOS app	Website player
All TV players	TOTAL	1,203,466,733	153,612,789	526,768,650	523,085,293
	Live streaming	376,767,300	44,286,603	156,035,849	176,444,849
	On-demand	826,699,432	109,326,187	370,732,801	346,640,444
All 4	Live streaming	19,878,298	1,026,537	6,069,168	12,782,594
	On-demand	96,702,292	8,438,500	39,856,479	48,407,313
BBC iPlayer (incl iPlayer Kids)	Live streaming	131,369,752	9,081,618	37,213,360	85,074,774
	On-demand	486,515,085	67,455,152	203,019,372	216,040,561
ITV Hub and STV Player	Live streaming	77,599,185	12,290,813	34,603,399	30,704,973
	On-demand	137,699,948	20,201,186	57,497,927	60,000,835
My5	On-demand	5,400,046	-	5,400,046	-
S4C	Live Streaming	77,765	-		77,765
Sky Go*	Live Streaming	147,842,299	21,887,635	78,149,922	47,804,742
	On-demand	96,771,447	12,612,787	63,306,381	20,852,279
UKTV Play	On-demand	3,610,614	618,562	1,652,595	1,339,457

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