



# **TRENDS IN TELEVISION VIEWING**

**2016**

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**TABLE 1****AVERAGE DAILY HOURS OF VIEWING - TOTAL TV****ALL INDIVIDUALS**

		<b>Qtr 1</b>	<b>Qtr 2</b>	<b>Qtr 3</b>	<b>Qtr 4</b>	<b>FULL YEAR</b>
<b>1991-2001 PANEL</b>	<b>1998</b>	3.84	3.46	3.34	3.78	3.61
	<b>1999</b>	3.91	3.48	3.35	3.93	3.67
	<b>2000</b>	3.86	3.49	3.43	3.91	3.67
	<b>2001</b>	3.95	3.46	3.34	3.75	3.62
<b>2002-2009 PANEL</b>	<b>2002</b>	3.54	3.47	3.36	3.80	3.54
	<b>2003</b>	3.99	3.55	3.41	3.95	3.73
	<b>2004</b>	4.00	3.50	3.46	3.89	3.71
	<b>2005</b>	3.91	3.45	3.42	3.81	3.65
	<b>2006</b>	3.89	3.43	3.31	3.76	3.60
	<b>2007</b>	3.85	3.46	3.38	3.83	3.63
	<b>2008</b>	3.97	3.57	3.54	3.88	3.74
	<b>2009</b>	3.96	3.56	3.54	3.94	3.75
<b>CURRENT PANEL</b>	<b>2010</b>	4.27	3.76	3.76	4.35	4.03
	<b>2011</b>	4.21	3.86	3.83	4.22	4.03
	<b>2012</b>	4.12	3.92	3.86	4.12	4.01
	<b>2013</b>	4.20	3.72	3.53	4.00	3.87
	<b>2014</b>	3.90	3.52	3.43	3.86	3.68
	<b>2015</b>	3.82	3.40	3.50	3.81	3.61
	<b>2016</b>	3.76	3.37	3.33	3.67	3.53

Average daily hours of viewing is in decimal form; i.e. 3.75 is equivalent to 3 hours and 45 minutes.

**TABLE 2****AVERAGE DAILY HOURS OF VIEWING - TOTAL TV**

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>Individuals</b>	3.60	3.63	3.74	3.75	4.03	4.03	4.01	3.87	3.68	3.61	3.53
<b>Men</b>	3.58	3.56	3.70	3.72	3.99	4.04	4.03	3.87	3.72	3.64	3.59
<b>Women</b>	4.12	4.19	4.29	4.28	4.60	4.59	4.54	4.42	4.22	4.18	4.12
<b>Adults</b>	3.86	3.89	4.00	4.01	4.30	4.30	4.29	4.15	3.98	3.91	3.86
<b>Adults 16-24</b>	2.59	2.51	2.49	2.57	2.81	2.75	2.62	2.47	2.31	2.07	1.89
<b>Adults 25-34</b>	3.33	3.29	3.41	3.39	3.31	3.26	3.27	3.08	2.82	2.70	2.61
<b>Adults 35-44</b>	3.60	3.62	3.65	3.61	3.90	3.86	3.78	3.60	3.32	3.24	3.04
<b>Adults 45-54</b>	4.04	4.02	4.22	4.24	4.48	4.49	4.49	4.27	4.08	3.99	3.92
<b>Adults 55-64</b>	4.38	4.52	4.62	4.65	5.18	5.26	5.24	5.15	4.97	4.94	4.92
<b>Adults 65+</b>	4.90	5.02	5.24	5.23	5.71	5.75	5.78	5.68	5.67	5.70	5.73
<b>Children</b>	2.20	2.23	2.31	2.29	2.51	2.45	2.37	2.23	1.96	1.85	1.69

Average daily hours of viewing is in decimal form; i.e. 3.75 is equivalent to 3 hours and 45 minutes.

**TABLE 3****AVERAGE WEEKLY REACH (%) - TOTAL TV**

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>Individuals</b>	93.0	93.4	93.1	93.7	93.9	94.8	94.2	94.2	93.7	93.5	93.5
<b>Men</b>	92.5	92.6	92.5	93.1	93.5	94.2	93.6	93.4	93.2	93.0	93.2
<b>Women</b>	94.3	94.6	94.2	94.7	95.1	96.0	95.4	95.6	95.0	94.9	94.8
<b>Adults</b>	93.5	93.6	93.4	93.9	94.3	95.1	94.5	94.5	94.1	93.9	94.0
<b>Adults 16-24</b>	85.1	84.9	84.0	84.5	86.4	88.4	86.5	86.7	86.0	85.0	84.7
<b>Adults 25-34</b>	92.5	92.5	91.9	93.0	92.1	93.6	92.8	92.6	91.9	91.8	92.0
<b>Adults 35-44</b>	94.5	94.5	94.6	95.2	95.4	96.0	95.3	95.1	94.6	94.6	94.8
<b>Adults 45-54</b>	95.0	95.4	95.5	96.0	96.1	96.7	96.4	96.4	96.1	95.9	96.1
<b>Adults 55-64</b>	95.8	96.3	96.0	96.5	96.8	97.1	97.1	97.1	96.9	96.9	96.8
<b>Adults 65+</b>	96.1	96.4	96.5	96.4	97.1	97.5	96.9	97.2	97.2	97.0	96.9
<b>Children</b>	90.6	91.9	91.6	92.3	91.7	93.2	92.3	92.3	91.1	90.9	90.5

Average number of people viewing weekly, expressed as a percentage. Based on at least three minutes consecutive viewing.

**TABLE 4****PLATFORM UNIVERSES (000s)****HOMES AT 1ST JANUARY**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>TV Households</b>	<b>25319</b>	<b>25633</b>	<b>25931</b>	<b>25950</b>	<b>26224</b>	<b>26201</b>	<b>26452</b>	<b>26197</b>	<b>26130</b>	<b>26504</b>	<b>26735</b>
<b>Total Digital</b>	<b>18226</b>	<b>21104</b>	<b>22294</b>	<b>23831</b>	<b>24574</b>	<b>25711</b>	<b>26452</b>	<b>26197</b>	<b>26130</b>	<b>26504</b>	<b>26735</b>
<b>Digital Satellite</b>	8320	8752	9332	10262	11012	11509	11462	11429	10997	11259	10852
<b>Digital Cable</b>	2933	3274	3442	3664	3997	3822	4029	4137	4037	4110	4171
<b>Digital Terrestrial</b>	8831	12017	14008	16882	18376	20075	19633	19327	18888	19004	19624

**Total population of TV Homes on a specific platform.**

TABLE 5

## AUDIENCE SHARE (%) BY BROADCASTER

## ALL INDIVIDUALS

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>BBC</b>	34.46	34.01	33.54	32.65	33.17	33.19	33.63	32.36	33.15	32.85	32.14
<b>ITV</b>	23.12	23.21	23.23	23.13	22.86	23.09	22.34	23.05	21.99	21.23	21.35
<b>Channel 4</b>	12.09	11.71	11.57	11.24	11.18	11.31	11.29	10.77	10.53	10.34	10.27
<b>BSkyB</b>	6.73	6.36	6.02	6.88	6.61	8.71	8.32	8.39	8.28	8.35	8.35
<b>Channel 5</b>	5.87	5.99	6.08	6.12	5.91	5.92	5.98	5.99	5.92	6.01	6.21
<b>UK Channel Management Ltd.</b>	2.99	3.15	3.46	3.73	3.86	3.93	4.29	4.51	4.89	5.06	5.41
<b>Discovery Corporate Services</b>	1.39	1.17	1.21	1.30	1.55	1.57	1.61	1.92	2.12	2.06	2.13
<b>CBS AMC Networks</b>	0.26	0.30	0.28	0.28	0.39	0.51	0.57	0.58	0.78	1.24	1.38
<b>CSC Media Group Ltd.</b>	0.51	0.52	0.48	0.50	0.66	0.65	0.72	0.82	1.05	1.37	1.35
<b>Turner BSE Ltd.</b>	0.90	0.87	0.81	0.82	0.80	0.97	0.94	1.04	0.97	1.11	1.08
<b>Nickelodeon UK</b>	1.08	1.09	1.20	1.12	0.86	0.86	0.91	0.97	0.91	1.04	0.98
<b>NBC Universal</b>	0.48	0.62	0.70	0.68	0.57	0.58	0.53	0.51	0.57	0.96	0.95
<b>Entertainment Networks</b>	-	-	-	-	-	-	0.21	0.53	0.78	0.79	0.88
<b>Walt Disney Co.</b>	0.89	1.04	1.26	1.37	1.26	1.37	1.38	1.21	1.09	1.00	0.82
<b>Comedy Central</b>	0.45	0.51	0.54	0.66	0.68	0.70	0.77	0.72	0.66	0.65	0.64
<b>BT Sport</b>	-	-	-	-	-	-	-	-	-	0.44	0.57
<b>A+E Networks UK</b>	0.25	0.33	0.39	0.40	0.43	0.47	0.55	0.53	0.60	0.55	0.54
<b>MTV Networks Europe</b>	0.77	0.67	0.65	0.72	0.61	0.69	0.67	0.65	0.65	0.49	0.46
<b>Box Television Ltd.</b>	0.55	0.62	0.56	0.59	0.50	0.54	0.48	0.49	0.54	0.48	0.43
<b>Star India</b>										-	0.41
<b>Scripps Network International</b>	-	-	-	-	-	-	-	-	-	0.30	0.37
<b>AATW Ltd.</b>	-	-	-	-	-	-	-	-	-	0.05	0.05
<b>Others</b>	5.14	5.44	5.53	5.18	5.53	4.79	4.81	4.97	4.52	3.65	3.25

Annual percentage share of total viewing by Broadcaster. The Broadcasters listed all own 4 or more BARB reported channels (see Appendix for list).

**TABLE 6****TRENDS IN COMMERCIAL IMPACTS SHARE (%) BY SALES HOUSE****ALL INDIVIDUALS**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>Sky Sales</b>	12.48	12.70	13.85	16.33	20.40	20.35	20.20	23.65	29.17	33.13
<b>ITV</b>	37.65	37.60	36.81	36.92	36.73	35.53	35.74	33.65	32.53	32.13
<b>Channel 4</b>	18.51	18.64	18.16	18.51	25.54	26.30	25.32	25.84	25.56	25.60
<b>Turner Sales</b>	1.55	1.41	1.44	1.51	1.54	1.58	1.79	1.64	1.82	1.78
<b>Walt Disney Co.</b>	0.25	0.33	0.24	0.33	0.43	0.34	0.67	0.98	1.01	1.09
<b>Ethnic Media Sales</b>	-	-	-	-	0.10	0.46	0.78	0.05	0.23	0.37
<b>Media 15</b>	-	-	-	-	-	-	0.05	0.05	0.06	0.15
<b>Axiom Media</b>	-	-	-	-	-	0.01	0.02	0.02	0.04	0.14
<b>ESI Media</b>	-	-	-	-	-	-	-	0.04	0.08	0.12
<b>Star UK</b>	-	-	-	-	-	-	0.27	0.17	0.14	0.11
<b>Media Icon</b>	0.03	0.13	0.17	0.11	0.21	0.09	0.06	0.06	0.09	0.11
<b>BOX</b>	-	-	-	-	-	-	0.08	0.07	0.06	0.07
<b>Channel 5</b>	10.12	10.25	10.19	9.90	9.76	9.72	9.33	9.25	3.83	-
<b>Others</b>	19.42	18.95	19.14	16.38	5.29	5.62	5.69	4.53	5.37	5.20

Annual percentage share of total commercial impacts by Sales House.

**Appendix - Channels by Broadcaster 2016 (includes HD Channels)**

<b>BBC</b>	Channel 5+1	<b>A+E Networks UK</b>	Channel Starz	Investigation Discovery +1	<b>Nickelodeon UK</b>	Good Food +1
BBC News	My5	Blaze	Chart Show Hits	Quest	Nick Jr	Home
BBC Parliament	Spike	Crime + Investigation	Chart Show TV	Quest +1	Nick Jr +1	Home +1
BBC Red Button		Crime + Investigation +1	flava	TLC	Nick Jr 2	Really
BBC1	<b>BSkyB</b>	H2	Kix	TLC +1	Nickelodeon	W
BBC2	Challenge TV	History	Kix +1	TLC +2	Nickelodeon +1	W +1
BBC3	Challenge TV +1	History +1	Kix Power		Nicktoons TV	Yesterday
BBC4	Pick	Lifetime	Pop	<b>Entertainment Networks</b>		Yesterday +1
CBBC	Pick +1	Lifetime +1	Pop +1	<i>more&gt;movies/movies mix</i>	<b>Scripps Network Ltd.</b>	
Cbeebies	Real Lives		Scuzz	<i>more&gt;movies/movies mix +1</i>	Food Network	<b>Walt Disney Co.</b>
	Real Lives +1	<b>AATW Ltd.</b>	The Vault	Movies4Men	Food Network +1	Disney Channel
<b>ITV</b>	Sky 1	Channel AKA	Tiny Pop	Movies4Men +1	Travel Channel	Disney Channel +1
CITV	Sky 1 +1	Chilled	<i>Tiny Pop +1</i>	Sony Channel	Travel Channel +1	Disney Junior
ITV	Sky 2	Clubland TV	<i>True Drama</i>	Sony Channel +1		Disney Junior Plus
ITV +1	Sky Arts	NOWM	True Entertainment	Sony Movie Channel	<b>Star India</b>	Disney XD
ITV Be	Sky Atlantic		True Movies 1	Sony Movies Channel +1	Star Gold	Disney XD +1
ITV Be+1	Sky Atlantic +1	<b>BT Sport</b>	True Movies +1	True Crime	Star Life OK	
ITV Encore	Sky Box Office (Events)	BT Sport 1	<i>True Movies 2</i>	<i>True Crime +1</i>	Star Plus	
ITV Encore +1	Sky Box Office (Movies)	BT Sport 2			Star Utsav	
ITV2	Sky Cinema Action and Adventure	BT Sport 3	<b>Comedy Central</b>	<b>MTV Networks Europe</b>		
ITV2 +1	Sky Cinema Comedy	BT Sport Showcase	Comedy Central	MTV	<b>Turner BSE Ltd</b>	
ITV3	Sky Cinema Crime and Thriller	BT SPORT/ESPN	Comedy Central +1	MTV +1	Boomerang	
ITV3 +1	Sky Cinema Disney		Comedy Central Extra	MTV Base	Boomerang +1	
ITV4	Sky Cinema Drama and Romance	<b>Box Television Ltd.</b>	Comedy Central Extra +1	MTV Classic	Cartoon Network	
ITV4 +1	Sky Cinema Family	4Music		MTV Dance	Cartoon Network +1	
	Sky Cinema Greats	Box Hits	<b>Discovery Corporate Services</b>	MTV Euro Live	Cartoon Network Too	
<b>CH4</b>	Sky Cinema Hits	heat	Animal Planet	MTV Hits	Cartoonito	
4seven	Sky Cinema Premiere	Kerrang	Animal Planet +1	MTV Music	TCM	
CH4	Sky Cinema Premiere +1	Kiss TV	Discovery	MTV Music +1	TCM +1	
CH4+1	Sky Cinema SciFi/Horror	Magic TV	Discovery +1	MTV Rocks	Tru TV	
E4	Sky Cinema Select	The Box	Discovery History	VH1	<i>Tru TV +1</i>	
E4 +1	Sky Living		Discovery History +1	VIVA		
Film 4	Sky Living +1	<b>CBS AMC Networks</b>	Discovery Home and Health		<b>UK Channel Management</b>	
Film 4 +1	Sky News	AMC	Discovery Home and Health +1	<b>NBC Universal</b>	Alibi	
More 4	Sky Sports 1	CBS Action	Discovery Science	E!	Alibi +1	
More 4 +1	Sky Sports 2	CBS Drama	Discovery Science +1	E!+1	Dave	
	Sky Sports 3	CBS Reality	Discovery Shed	Movies 24	Dave ja vu	
<b>CH5</b>	Sky Sports 4	CBS Reality +1	Discovery Turbo	Movies 24+	Drama	
5 USA	Sky Sports 5	Horror Channel	DMAX	Syfy	Eden	
5 USA +1	Sky Sports Active Lo 1-9	Horror Channel +1	DMAX +1	Syfy +1	Eden +1	
5STAR	Sky Sports F1		Eurosport	Universal	G.O.L.D.	
5STAR+1	Sky Sports Mix	<b>CSC Media Group</b>	Eurosport 2	Universal +1	G.O.L.D. +1	
Channel 5	Sky Sports News HQ	BuzMuzik	Investigation Discovery		Good Food	