



TRENDS IN TELEVISION VIEWING

2017

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TABLE 1

AVERAGE DAILY HOURS OF VIEWING - TOTAL TV

ALL INDIVIDUALS

		Qtr 1	Qtr 2	Qtr 3	Qtr 4	FULL YEAR
1991-2001 PANEL	1999	3.91	3.48	3.35	3.93	3.67
	2000	3.86	3.49	3.43	3.91	3.67
	2001	3.95	3.46	3.34	3.75	3.62
2002-2009 PANEL	2002	3.54	3.47	3.36	3.80	3.54
	2003	3.99	3.55	3.41	3.95	3.73
	2004	4.00	3.50	3.46	3.89	3.71
	2005	3.91	3.45	3.42	3.81	3.65
	2006	3.89	3.43	3.31	3.76	3.60
	2007	3.85	3.46	3.38	3.83	3.63
	2008	3.97	3.57	3.54	3.88	3.74
CURRENT PANEL	2009	3.96	3.56	3.54	3.94	3.75
	2010	4.27	3.76	3.76	4.35	4.03
	2011	4.21	3.86	3.83	4.22	4.03
	2012	4.12	3.92	3.86	4.12	4.01
	2013	4.20	3.72	3.53	4.00	3.87
	2014	3.90	3.52	3.43	3.86	3.68
	2015	3.82	3.40	3.50	3.81	3.61
	2016	3.76	3.37	3.33	3.67	3.53
2017	3.59	3.26	3.19	3.50	3.38	

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Individuals	3.63	3.74	3.75	4.03	4.03	4.01	3.87	3.68	3.61	3.53	3.38
Men	3.56	3.70	3.72	3.99	4.04	4.03	3.87	3.72	3.64	3.59	3.41
Women	4.19	4.29	4.28	4.60	4.59	4.54	4.42	4.22	4.18	4.12	4.03
Adults	3.89	4.00	4.01	4.30	4.30	4.29	4.15	3.98	3.91	3.86	3.73
Adults 16-24	2.51	2.49	2.57	2.81	2.75	2.62	2.47	2.31	2.07	1.89	1.67
Adults 25-34	3.29	3.41	3.39	3.31	3.26	3.27	3.08	2.82	2.70	2.61	2.33
Adults 35-44	3.62	3.65	3.61	3.90	3.86	3.78	3.60	3.32	3.24	3.04	2.85
Adults 45-54	4.02	4.22	4.24	4.48	4.49	4.49	4.27	4.08	3.99	3.92	3.80
Adults 55-64	4.52	4.62	4.65	5.18	5.26	5.24	5.15	4.97	4.94	4.92	4.78
Adults 65+	5.02	5.24	5.23	5.71	5.75	5.78	5.68	5.67	5.70	5.73	5.72
Children	2.23	2.31	2.29	2.51	2.45	2.37	2.23	1.96	1.85	1.69	1.43

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Individuals	93.4	93.1	93.7	93.9	94.8	94.2	94.2	93.7	93.5	93.5	92.5
Men	92.6	92.5	93.1	93.5	94.2	93.6	93.4	93.2	93.0	93.2	92.1
Women	94.6	94.2	94.7	95.1	96.0	95.4	95.6	95.0	94.9	94.8	94.5
Adults	93.6	93.4	93.9	94.3	95.1	94.5	94.5	94.1	93.9	94.0	93.3
Adults 16-24	84.9	84.0	84.5	86.4	88.4	86.5	86.7	86.0	85.0	84.7	82.4
Adults 25-34	92.5	91.9	93.0	92.1	93.6	92.8	92.6	91.9	91.8	92.0	89.9
Adults 35-44	94.5	94.6	95.2	95.4	96.0	95.3	95.1	94.6	94.6	94.8	93.9
Adults 45-54	95.4	95.5	96.0	96.1	96.7	96.4	96.4	96.1	95.9	96.1	96.1
Adults 55-64	96.3	96.0	96.5	96.8	97.1	97.1	97.1	96.9	96.9	96.8	96.8
Adults 65+	96.4	96.5	96.4	97.1	97.5	96.9	97.2	97.2	97.0	96.9	96.9
Children	91.9	91.6	92.3	91.7	93.2	92.3	92.3	91.1	90.9	90.5	87.8

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

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
TV Households	25633	25931	25950	26224	26201	26452	26197	26130	26504	26735	27020
Total Digital	21104	22294	23831	24574	25711	26452	26197	26130	26504	26735	27020
Digital Satellite	8752	9332	10262	11012	11509	11462	11429	10997	11259	10852	10434
Digital Cable	3274	3442	3664	3997	3822	4029	4137	4037	4110	4171	4042
Digital Terrestrial	12017	14008	16882	18376	20075	19633	19327	18888	19004	19624	18614

Total population of TV Homes on a specific platform.

TABLE 5

AUDIENCE SHARE (%) BY BROADCASTER

ALL INDIVIDUALS

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
BBC	34.01	33.54	32.65	33.17	33.19	33.63	32.36	33.15	32.85	32.14	31.57
ITV	23.21	23.23	23.13	22.86	23.09	22.34	23.05	21.99	21.23	21.35	21.71
Channel 4	11.71	11.57	11.24	11.18	11.31	11.29	10.77	10.53	10.34	10.27	10.23
BSkyB	6.36	6.02	6.88	6.61	8.71	8.32	8.39	8.28	8.35	8.35	8.26
Channel 5	5.99	6.08	6.12	5.91	5.92	5.98	5.99	5.92	6.01	6.21	6.53
UK Channel Management Ltd.	3.15	3.46	3.73	3.86	3.93	4.29	4.51	4.89	5.06	5.41	5.39
Discovery Corporate Services	1.17	1.21	1.30	1.55	1.57	1.61	1.92	2.12	2.06	2.13	2.30
CBS AMC Networks	0.30	0.28	0.28	0.39	0.51	0.57	0.58	0.78	1.24	1.38	1.45
Entertainment Networks	-	-	-	-	-	0.21	0.53	0.78	0.79	0.88	1.27
CSC Media Group Ltd.	0.52	0.48	0.50	0.66	0.65	0.72	0.82	1.05	1.37	1.35	1.24
NBC Universal	0.62	0.70	0.68	0.57	0.58	0.53	0.51	0.57	0.96	0.95	0.92
Nickelodeon UK	1.09	1.20	1.12	0.86	0.86	0.91	0.97	0.91	1.04	0.98	0.90
A+E Networks UK	0.33	0.39	0.40	0.43	0.47	0.55	0.53	0.60	0.55	0.54	0.72
Turner BSE Ltd.	0.87	0.81	0.82	0.80	0.97	0.94	1.04	0.97	1.11	1.08	0.66
Comedy Central	0.51	0.54	0.66	0.68	0.70	0.77	0.72	0.66	0.65	0.64	0.63
BT Sport	-	-	-	-	-	-	-	-	0.44	0.57	0.63
Walt Disney Co.	1.04	1.26	1.37	1.26	1.37	1.38	1.21	1.09	1.00	0.82	0.60
Scripps Network International	-	-	-	-	-	-	-	-	0.30	0.37	0.47
Box Television Ltd.	0.62	0.56	0.59	0.50	0.54	0.48	0.49	0.54	0.48	0.43	0.39
MTV Networks Europe	0.67	0.65	0.72	0.61	0.69	0.67	0.65	0.65	0.49	0.46	0.37
Indiacast UK Ltd.	-	-	-	-	-	-	-	-	-	-	0.14
Asia TV Ltd.	-	-	-	-	-	-	-	-	-	-	0.07
AATW Ltd.	-	-	-	-	-	-	-	-	0.05	0.05	0.07
Others	5.44	5.53	5.18	5.53	4.79	4.81	4.97	4.52	3.65	3.64	3.48

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Sky Sales	12.48	12.70	13.85	16.33	20.40	20.35	20.20	23.65	29.01	32.81	33.92
ITV	37.65	37.60	36.81	36.92	36.73	35.53	35.74	33.65	32.53	32.14	32.25
Channel 4	18.51	18.64	18.16	18.51	25.54	26.30	25.32	25.84	25.56	25.61	25.04
Sky Kids	-	-	-	1.48	1.57	2.30	2.45	2.48	3.26	3.42	3.29
ITV Breakfast	2.84	2.28	2.11	1.88	1.67	1.59	1.57	1.40	1.43	1.34	1.49
Turner Sales	1.55	1.41	1.44	1.51	1.54	1.58	1.79	1.63	1.82	1.77	1.39
Walt Disney Co.	0.25	0.33	0.24	0.33	0.43	0.34	0.67	0.99	1.03	1.11	0.88
Ethnic Media Sales	-	-	-	-	0.10	0.46	0.78	0.05	0.23	0.35	0.52
Axiom Media	-	-	-	-	-	0.01	0.02	0.02	0.04	0.13	0.26
Media 15	-	-	-	-	-	-	0.05	0.05	0.06	0.13	0.23
ESI Media	-	-	-	-	-	-	-	0.04	0.08	0.11	0.10
Star UK	-	-	-	-	-	-	0.27	0.17	0.14	0.12	0.09
Media Icon	0.03	0.13	0.17	0.11	0.21	0.09	0.06	0.06	0.09	0.11	0.09
BOX	-	-	-	-	-	-	0.08	0.07	0.06	0.05	0.04
Others	26.70	26.92	27.22	22.92	11.81	11.45	11.00	9.90	4.65	0.80	0.41

Annual percentage share of total commercial impacts by Sales House.

Appendix - Channels by Broadcaster 2017 (includes HD Channels)

<u>BBC</u>	5SELECT	Sky Sports Premiere League	<i>CBS Action +1</i>	Discovery Science +1	MTV Hits	Dave
BBC News	5Spike		CBS Drama	Discovery Shed	MTV Music	Dave ja vu
BBC Parliament	5Spike +1	<u>A+E Networks UK</u>	CBS Reality	Discovery Turbo	MTV Music +1	Drama
BBC Red Button		Blaze	CBS Reality +1	DMAX	MTV Rocks	Eden
BBC1	<u>BSkyB</u>	Crime + Investigation	CBS Reality Simulcast	DMAX +1	VH1	Eden +1
BBC2	Challenge TV	Crime + Investigation +1	Horror Channel	Eurosport	MTV Love	G.O.L.D.
BBC4	Challenge TV +1	H2	Horror Channel +1	Eurosport 2		G.O.L.D. +1
CBBC	Pick	History		Investigation Discovery	<u>NBC Universal</u>	Good Food
Cbeebies	Pick +1	History +1	<u>CSC Media Group</u>	Investigation Discovery +1	E!	Good Food +1
	Real Lives	Lifetime	BuzMuzik	Quest	Movies 24	Home
<u>ITV</u>	Real Lives +1	Lifetime +1	Channel Starz	Quest +1	Movies 24+	Home +1
CITV	Sky 1		Chart Show Hits	Quest Red	Syfy	Really
ITV	Sky 1 +1	<u>AATW Ltd.</u>	Chart Show TV	Quest Red +1	Syfy +1	W
ITV +1	Sky 2	Channel AKA	Kix Power	TLC	Universal	W +1
ITV Be	Sky Arts	Now90's	Pop	TLC +1	Universal +1	Yesterday
ITV Be+1	Sky Atlantic	Clubland TV	Pop +1	TLC +2		Yesterday +1
ITV Encore	Sky Atlantic +1	Now80's	Pop Max			
ITV Encore +1	Sky Box Office (Events)		Pop Max +1	<u>Entertainment Networks</u>	<u>Nickelodeon UK</u>	<u>Walt Disney Co.</u>
ITV2	Sky Cinema Action and Adventure	<u>Asia TV Ltd.</u>	Scuzz	Movies4Men	Nick Jr	Disney Channel
ITV2 +1	Sky Cinema Comedy	Zee Cinema	The Vault	Movies4Men +1	Nick Jr +1	Disney Channel +1
ITV3	Sky Cinema Crime and Thriller	Zee Punjabi	Tiny Pop	Sony Crime Channel	Nick Jr 2	Disney Junior
ITV3 +1	Sky Cinema Disney	Zee TV	Tiny Pop +1	Sony Crime Channel +1	Nickelodeon	Disney Junior Plus
ITV4	Sky Cinema Drama and Romance	Zing	True Entertainment	Sony Crime Channel 2	Nickelodeon +1	Disney XD
ITV4 +1	Sky Cinema Family		True Movies +1	Sony Movie Channel	Nicktoons TV	Disney XD +1
	Sky Cinema Greats	<u>BT Sport</u>	True Movies 1	Sony Movies Channel +1		
<u>CH4</u>	Sky Cinema Hits	BT Sport 1		Tru TV	<u>Scripps Network Ltd.</u>	
4seven	Sky Cinema Premiere	BT Sport 2	<u>Comedy Central</u>	Tru TV +1	Food Network	
CH4	Sky Cinema Premiere +1	BT Sport 3	Comedy Central	<i>Tru TV Simulcast</i>	Food Network +1	
CH4+1	Sky Cinema SciFi/Horror	BT Sport Showcase	Comedy Central +1	<i>True Crime +1</i>	Travel Channel	
E4	Sky Cinema Select	BT SPORT/ESPN	Comedy Central Extra		Travel Channel +1	
E4 +1	Sky Living		Comedy Central Extra +1	<u>Indiacast UK Ltd.</u>		
Film 4	Sky Living +1	<u>Box Television Ltd.</u>		Colors TV	<u>Turner BSE Ltd</u>	
Film 4 +1	Sky News	4Music	<u>Discovery Corporate Services</u>	MTV Beats	Boomerang	
More 4	Sky Sports Action	Box Hits	Animal Planet	Rishtey	Boomerang +1	
More 4 +1	Sky Sports Active Lo 1-9	Box Upfront	Animal Planet +1	Rishtey Cineplex	Cartoon Network	
	Sky Sports Arena	Kerrang	Discovery		Cartoon Network +1	
<u>CH5</u>	Sky Sports Cricket	Kiss TV	Discovery +1	<u>MTV Networks Europe</u>	Cartoonito	
5 USA	Sky Sports F1	Magic TV	Discovery History	MTV	TCM	
5 USA +1	Sky Sports Football	The Box	Discovery History +1	MTV +1	TCM +1	
5STAR	Sky Sports Golf		Discovery Home and Health	MTV Base		
5STAR+1	Sky Sports Main Event	<u>CBS AMC Networks</u>	Discovery Home and Health +1	MTV Classic	<u>UK Channel Management</u>	
Channel 5	Sky Sports Mix	AMC	<i>Discovery Home and Health +2</i>	MTV Dance	Alibi	
Channel 5+1	Sky Sports News	CBS Action	Discovery Science	MTV Euro Live	Alibi +1	