

**MULTIPLE-SCREEN VIEWING:**

AN INTRODUCTION TO HOW PEOPLE WATCH TELEVISION ACROSS FOUR SCREENS

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UNDER EMBARGO UNTIL 00.01, SEPTEMBER 25TH 2018

A train journey across the UK is enough to hint that people are watching television programmes on devices other than the TV set. Similarly, those in homes with more people than TV sets know what it is like to lose control of the big screen; be it child, parent or spouse, there are times when PCs, tablets or smartphones are called into action to provide access to our favourite programmes.

It's in this context that the television and advertising industry needs a trusted, independent source of multiple-screen viewing figures. Since 2015, BARB has been supplying these at a device level. Now we are introducing people-based measurement of viewing on devices. What does this mean in practice and what type of data will now be available?

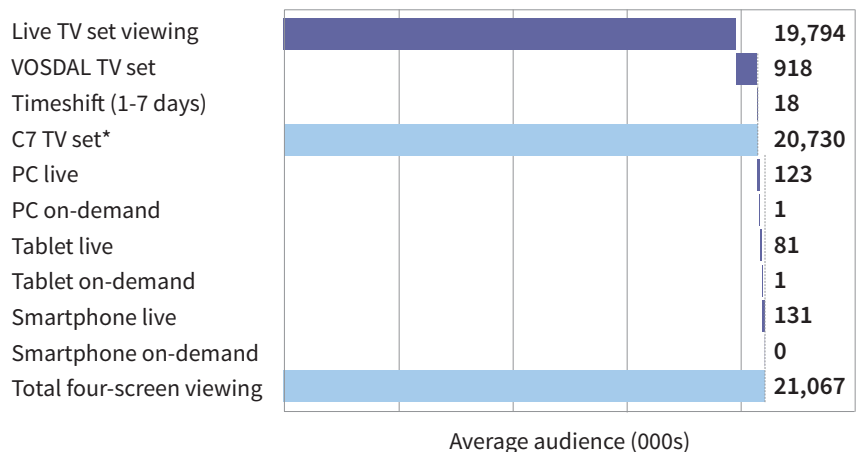
Let's bring this to life with examples from three types of programme: sport, entertainment and drama.

**SPORT: THE WORLD CUP AND SPORTS VIEWING**

First, let's turn to the events of the summer, as England dared to dream that football might come home. Headline-grabbing audience figures resulted as Gareth Southgate's team reached the semi-finals in Russia. Chart 1 shows the multiple-screen viewing figures for England's semi-final clash with Croatia on ITV. We can see that PC, tablet and smartphone viewing added an average audience of 337k to the consolidated 7-day TV set viewing figure of 20.7m – a 1.6% uplift. Unsurprisingly, 99% of this device viewing was live, mirroring the live and VOSDAL audience on TV sets. >>



**1 ENGLAND V CROATIA (ITV) - WEDNESDAY JULY 11TH 2018**



\*C7 TV set = consolidated 7-day TV set viewing. Source: BARB multiple-screen viewing data 11.07.18. All on-demand viewing data are within seven days of broadcast.

**WHEN WE LOOK AT TELEVISED SPORTS, WE SEE DIFFERING LEVELS OF UPLIFT FROM DEVICE VIEWING; THIS DOES NOT SEEM TO NECESSARILY BE DICTATED BY THE SPORT OR THE SIZE OF THE OVERALL AUDIENCE**

A small uplift to a live sporting event that generated large national interest is not surprising. However, when we look at other televised sports, we see differing levels of uplift from device viewing. This does not seem to necessarily be dictated by the sport or the size of the overall audience.

Taking the data in table 1 we can see that uplift for each event is relatively low, with some exceptions. If we consider what was taking place this does appear to influence levels of device uplift. For instance, the first game of the Premier League season, broadcast on Sky Sports, achieved at least a 6.6% uplift (PC data are not currently included for Sky), while subsequent games achieved a smaller increase. This may seem perfectly logical, but it is interesting to see how viewing behaviour we would associate with the TV set translates into device-based viewing.

Looking at the BBC2 coverage of Wimbledon, each day saw a device uplift of around 1%. When this rose to 1.5% on Wednesday July 11th, there were two exceptional games being played – Rafael Nadal beat Juan Martin del Potro in five sets and Roger Federer lost in five sets to Kevin Anderson, with a particularly gruelling fifth set lasting 24 games compared to the usual maximum of 13.

It is easier to understand the comparatively large uplift of 5.3% for the France v Uruguay World Cup quarter-final. Given that it was played between two of the better teams and screened at 3pm on a Friday in the UK, it seems likely that some of those viewing on devices were starting the weekend early. >>



**TABLE 1 SPORT**

Programme	Broadcast channel	Date	Audiences (000s)		
			TV	Devices	Uplift
F1: British Grand Prix live	Channel 4	08/07/18	2,874	53	1.8%
F1: German Grand Prix highlights	Channel 4	22/07/18	2,509	35	1.4%
Today at Wimbledon	BBC2	07/07/18	433	13	3.0%
Wimbledon 2018	BBC2	09/07/18	740	8	1.1%
Wimbledon 2018	BBC2	11/07/18	712	11	1.5%
Wimbledon 2018: Ladies Final	BBC1	14/07/18	3,043	27	0.9%
World Cup Q/F 2018: Uruguay v France	ITV	06/07/18	4,130	219	5.3%
World Cup 2018 S/F : Croatia v England	ITV	11/07/18	20,730	337	1.6%
Live Premier League: Man U v Leicester*	All Sky Sports Main Event and Sky Sports Premier League	10/08/18	1,082	72	6.6%
Live Premier League: Newcastle v Spurs*		11/08/18	621	32	5.2%
Live Premier League: Cardiff v Newcastle*		18/08/18	573	12	2.1%

\* These data do not include viewing via PCs. Once these data are included we expect the absolute non-TV device viewing figure, and therefore the uplift, to increase. Data are Sky Go only, Now TV is not included.

Source: BARB multiple-screen viewing data 07.07.18 – 18.08.18. All on-demand viewing data are within seven days of broadcast. All data are programme averages, not match/event averages.

## REALITY ENTERTAINMENT AND COMEDY SHOWS

Now let's consider a TV event of far larger magnitude – for some – Love Island. Episode 36 of the fourth series of ITV2's summer hit aired on Sunday July 15th. The consolidated 7-day TV set viewing figure was 3.9m.

Turning to non-TV devices, until now, we would have known that the episode achieved 241.8k live average programme streams and 140.5k on-demand average programme streams in the seven days after broadcast: a device uplift of just over 10%. However, these figures only represent the number of non-TV set devices being used to watch, rather than the number of people using those devices.

Looking at the new people-based multiple-screen viewing data, we can see that 387k people watched the episode on PCs and 248k people watched on tablets. We don't have a panel measurement for viewing on smartphones, so we have assumed one viewer-per-view for the average programme streams on smartphones of 325k. This means the average audience on PCs, tablets and smartphones as a whole was 960k, giving a considerably higher people-based device uplift of 24.4%. Adding this figure to the consolidated TV set viewing figure gives a total average audience of 4.9m, all within seven days of broadcast.

Clearly, this is a significant uplift in viewing figures from non-TV devices, but it is not the norm; entertainment reality shows, and Love Island in particular, are much more likely than is usual to be watched on screens other than the TV set. The younger audiences that these shows attract are a factor in this as this group may not always be in control of the TV set. Additionally, as devotees of the show seek to keep up with the narrative, on-demand viewing serves to fill gaps for viewers who have missed a live broadcast. Similarly, live viewing on devices allows participation in conversations around the broadcast itself when the TV set is not available.

A similar show is E4's Made in Chelsea, which has developed a significant following over the years. The audience for its latest series, set in Croatia, doesn't reach the level of Love Island, yet the first episode earned an average audience of 135k on PCs, tablets and smartphones. Added to the consolidated 7-day TV set audience of 809k, this gives a similarly high people-based device uplift of 16.8%.

Another major contributor to this genre is Channel 5's Celebrity Big Brother. The first episode in this summer's series aired on August 16th and achieved a device uplift of 2.1% on a consolidated 7-day TV set audience of 2.5m. >>

**LOVE ISLAND  
EPISODE 36 (ITV)  
DEVICE UPLIFT:  
24.4%**

**MADE IN CHELSEA:  
CROATIA EPISODE  
ONE (E4) DEVICE  
UPLIFT: 16.8%**

Returning to Love Island, in table 2 we can see that non-TV set audiences for Love Island provided the greatest uplift to TV set viewing figures for Wednesday evening episodes, and indeed most weekdays did not deviate drastically from the Monday – Friday average device uplift of 25.8%. As we might expect, Sunday saw the lowest device uplift, as viewers are more likely to be at home watching on a TV set. It would appear that the Weekly Hotlist round-up episode on Saturday evening was not as big a draw for device or TV set viewing when compared with the main show.



**TABLE 2 LOVE ISLAND MULTIPLE-SCREEN VIEWING FIGURES**

	Audiences (000s)						Device uplift
	TV sets	PCs	Tablets	Smartphones	Non-TV total	Total	
Monday	4,080	400	252	411	1,063	5,143	26.1%
Tuesday	4,002	390	247	387	1,024	5,026	25.6%
Wednesday	3,883	395	256	399	1,050	4,933	27.0%
Thursday	3,825	381	241	332	954	4,779	24.9%
Friday	3,888	383	233	368	984	4,872	25.3%
Saturday	836	24	18	11	53	889	6.3%
Sunday	3,904	354	215	319	887	4,791	22.7%

Source: BARB multiple-screen viewing data 09.07.18 – 29.07.18. Average across three days of each week (i.e. Monday = 9/16/23 July). All on-demand viewing data are within seven days of broadcast.

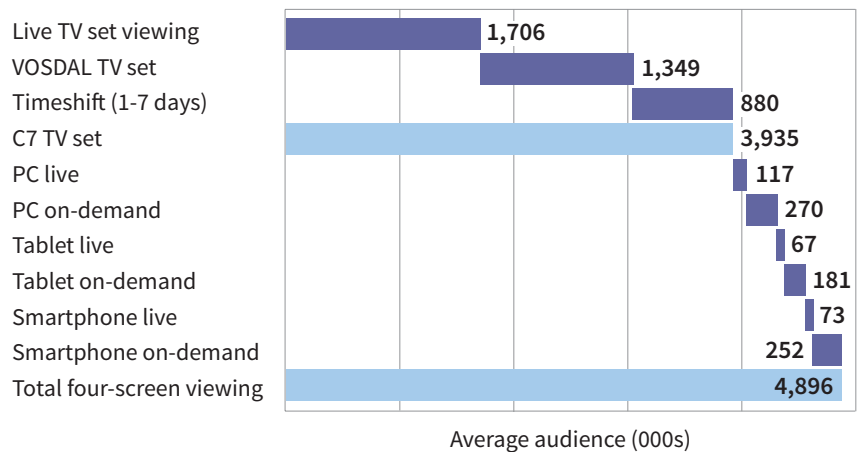
**FOR MADE IN CHELSEA: CROATIA AND CELEBRITY BIG BROTHER, ON-DEMAND CONTRIBUTIONS FROM PERSONAL COMPUTERS AND TABLETS OUTSTRIPPED THOSE FROM SMARTPHONES**

We can further break out these multiple-screen viewing figures into viewing that was live and on-demand within seven days of broadcast for each device. This lets us see how viewing layers up, as demonstrated in chart 2. This shows that for episode 36 of Love Island, viewing via PCs on-demand added the most to consolidated 7-day TV set viewing, closely followed by viewing via smartphones on-demand.

This pattern is similar for Made in Chelsea: Croatia episode 1, although on-demand contributions from PCs (53k) and tablets (41k) outstripped those from smartphones (30k) in this instance. Viewing to Celebrity Big Brother episode one more closely resembled Made in Chelsea: Croatia viewing, in that PCs (22k) and tablets (18k) contributed more viewing than smartphones (13k). ➤



## 2 LOVE ISLAND S4 E36 (ITV) – SUNDAY JULY 15TH 2018



Source: BARB multiple-screen viewing data 15.07.18. All on-demand viewing data are within seven days of broadcast.

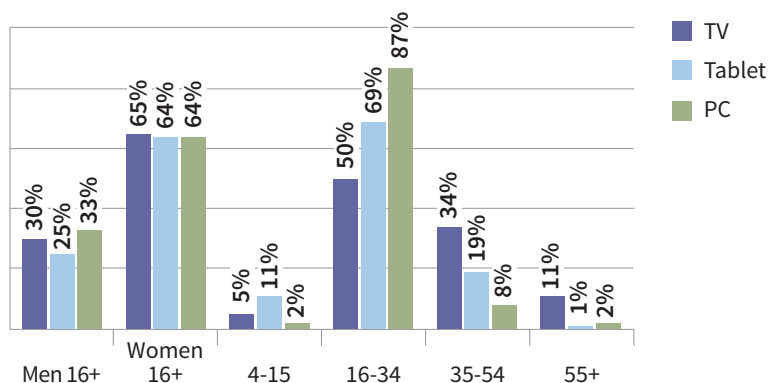
**PC AND TABLET VIEWERS OF LOVE ISLAND WERE MORE HEAVILY SKEWED TO 16-34 YEAR OLDS THAN TV SET VIEWERS; HOWEVER THE PROFILE WAS FAR MORE HEAVILY 16-34 ON PERSONAL COMPUTERS THAN TABLETS**

We can also now investigate the demographic profiles of viewing on tablets and PCs, and see how these differ to TV set viewing. Profiles for viewing on smartphones will be added when we have an agreed way of tracking our panel members' viewing on these devices. In the case of Love Island, we see a viewing profile that is quite different in terms of age, if not in terms of gender (chart 3). Perhaps unsurprisingly, PC and tablet viewers of Love Island were more heavily skewed to 16-34s than TV set viewers.

However, the profile was far more heavily 16-34 on PCs than tablets, which may come as more of a surprise. By way of context, Ofcom's Adults' Media Use and Attitudes Report 2018 shows that 16-24s are more likely to have and use a computer at home than average. The younger viewership of Love Island appear to be using the best available screen to ensure they keep up with events in the villa, while older readers of this paper may recognise the appeal of a tablet after a day spent in front of a work PC. >>



## 3 LOVE ISLAND (ITV): GENDER AND AGE PROFILE



Source: BARB multiple-screen viewing data 09.07.18 – 22.07.18  
 Note: Male and female profiles do not sum to 100% due to viewing by children 4-15

**JUDGE ROMESH  
(DAVE)  
HIGHLIGHTS  
HOW PEOPLE VIEW  
SHOWS PRIOR  
TO BROADCAST,  
AS WELL AS HOW  
THEY WATCH AWAY  
FROM THE TV SET**

Taking entertainment of a slightly different kind, Judge Romesh, the new comedy from UKTV’s Dave, gives us an opportunity to appreciate viewing outside of the linear schedule. Episodes three and four aired consecutively on 15th August. Both gained a 0.6% uplift in terms of post-broadcast device viewing. However, these episodes were also available to watch on UKTV Play a week before their linear broadcast. This pre-broadcast viewing added 1.0% and 0.9% respectively to the consolidated 7-day TV set figures of 398.5k and 386.3k, with PC viewing accounting for most of that in each case.

As we have covered in a [BARB Explained](#) we can also capture pre-broadcast BVOD viewing that takes place through the TV set. In the case of Judge Romesh, pre-broadcast TV set viewing added 13.4% to linear TV set viewing of episode three, and 11.1% to TV set viewing of episode four. Data such as these will be available for analysis via bureaux.

**SERIAL DRAMA AND MINI-SERIES**

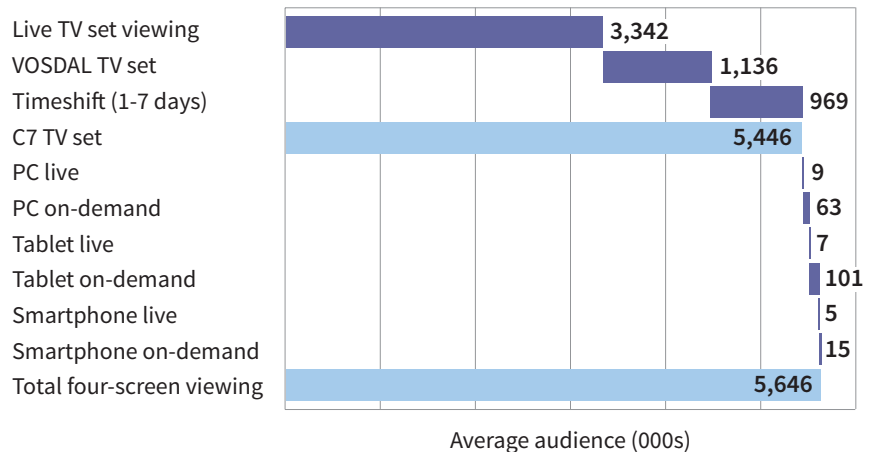
Finally, it makes sense to look one of the stalwarts of the linear broadcast schedule. EastEnders consistently achieved an average TV set audience of around 5m on BBC1 (June – July 2018). This is equally consistently mirrored with an average device audience of around 220k; an average uplift of just over 4%. In common with the reality entertainment shows we looked at earlier, the majority of this viewing is on-demand, as we can see in chart 4.

There is, however, a difference in the devices used. Smartphone viewing alone only represented a 0.4% uplift on TV set viewing for EastEnders, compared to 9.0% for the Love Island episode considered in chart 2. >>

**EASTENDERS  
(BBC1) DEVICE  
AVERAGE UPLIFT  
IN JUNE-JULY  
2018: 4%**



**4 EASTENDERS (BBC1) – THURSDAY JULY 12TH 2018**



Source: BARB multiple-screen viewing data 12.07.18. All on-demand viewing data are within seven days of broadcast.

**CLASSIC  
EASTENDERS  
(DRAMA) DEVICE  
AVERAGE UPLIFT  
IN EARLY AUGUST  
2018: 1.5%**

**MULTIPLE-SCREEN  
VIEWING DATA  
ALLOW THE  
INDUSTRY TO  
DEMONSTRATE  
WHERE TV SET AND  
DEVICE-BASED  
AUDIENCES ARE  
DEMOGRAPHICALLY  
DIFFERENT**

A mark of the show's enduring popularity is evident when considering repeats of the show, titled Classic EastEnders, on UKTV's Drama. The episodes that aired in early August achieved a non-TV device uplift of just over 1.5% on average. Interestingly the additional viewing is almost evenly spread across PCs, tablets and smartphones, suggesting these long-term fans of the programme will watch on any device.

These patterns generally hold when we compare viewing to shorter or newer series as well. Unforgotten on ITV and Our Girl on BBC1 both averaged uplift figures of just over 4%. Poldark, also on BBC1 and Channel 4's Ackley Bridge achieved an uplift of just over 3% and under 6% respectively, but in each case a significant majority of this device-based viewing was on-demand rather than live.

As with any new data set, there is much more analysis to be done. The examples we have looked at here demonstrate that the kind of content, the audience consuming it and the relative competition from other programming will all have a significant impact on how people view via non-TV devices. This is reflective of influences upon viewing we observe to the TV set. As to how we compile these data, readers can click [here](#) for a fuller description of how we turn device-based data into people ratings.

For some time, we have referenced that census data show non-TV devices add less than 1.5% to TV set viewing levels. The data now available demonstrate that the number of people viewing on non-TV devices adds less than 5% to TV set viewing for the vast majority of programmes. We can now see that demographic differences between TV set and device-based viewing do exist, and in some instances, these can be significant.

In creating trusted, independent multiple-screen viewing data BARB is ensuring that the television industry can verifiably demonstrate where these differences lie. This should enable better informed decisions as viewing behaviour evolves to include the myriad of options now available to the viewing public. 🏠

***Note on the data in this paper:***

*The data in this paper are taken from pre-release test data used by BARB to understand how device-based data can be analysed. The period analysed is from June 4th to August 19th 2018.*

*Data were not available for consistent periods from every channel / BVOD service, so comparison time periods may not always match exactly.*

*Multiple-screen viewing figures are formally being published for programmes that were broadcast from August 27th, so readers will not be able to replicate the data in this paper.*