

PSB Annual Research Report 2017

TV viewing annex

July 2017

- Background and notes
- The viewing context
- Time spent viewing
- Average weekly reach
- Share of viewing
- Audience profiles
- Time-shifted viewing
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- Key genres in more detail: national/international news, current affairs: political/ economic/ social, UK drama, entertainment, sport
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Background and notes

- This document reports industry-recognised television viewing figures provided by BARB (Broadcasters' Audience Research Board) which consists of a panel of 5,100 television homes. Analysis is based on consolidated data of viewing to broadcast television on television sets within a seven-day window of original broadcast, unless otherwise stated.
- In 2010, a new BARB panel was introduced, and as a result data pre- and post-2010 are based on different viewer panels. In addition, refined geographic boundaries were introduced. Data comparisons pre-and post 2010 should therefore be made with caution (denoted by dotted line on trend data charts).
- Changes made to the BARB reporting system in 2010 allow broadcasters to retrospectively amend the genre labelling of broadcasts they have aired. These changes will apply to all historic data for respective programmes. The analysis within this report is based on a snapshot of data at a given point in time, therefore any subsequent genre labelling amendments will not be accounted for here. The analysis reported here is based on data generated in March and April 2017.
- The majority of the genre analysis focuses on total annual viewing hours, which shows the total annual hours of viewing by an average individual (aged 4+) to a given programme genre. Unless indicated, figures show averages for all viewers aged 4+.
- Genre groups used across the viewing analysis are based on Ofcom definitions, which are based on existing BARB genre groups, or in most cases, combine a number of sub-genres (see *Definitions*). These definitions may vary from genre groups used in previously presented data – due to this, and broadcasters' ability to amend programme classifications, comparisons between reports are not recommended.
- Due to the use of large datasets, there maybe some minor data discrepancies as a result of rounding.
- All analysis is based on viewing across the whole day, unless otherwise stated.

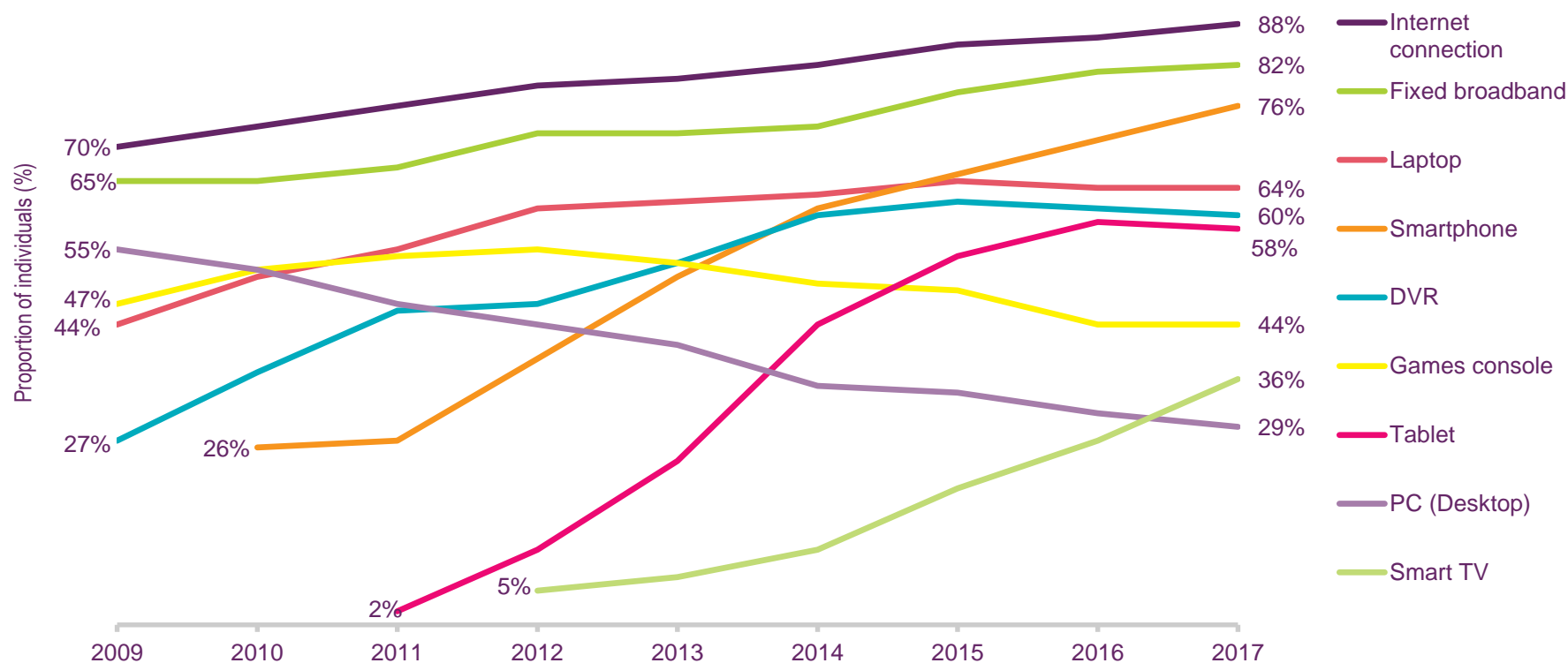
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The viewing context

- There have been many developments and innovation in technology and the delivery of audio visual (AV) in the last five years with take-up of devices and services growing substantially. At the beginning of 2017, 88% of adults had internet access at home, 76% owned a smartphone and 76% a tablet. While take-up of smart TVs grew from 5% in 2012 to 36% of adults having one in their home in 2017.
- Video-on-demand (VoD) services are widely used with most adults claiming to have ever used some kind of VoD service and almost half of all adults having done so in the last week. The VoD services from broadcasters e.g. BBC iPlayer, ITV Player etc. dominate the VoD market with less than half the number of adults who used them in the last week using subscription VoD services like Netflix or Amazon Prime Video or Pay-per-view services like iTunes.
- There is as yet no industry-agreed measure of total AV viewing across all screens but there are several sources that use different methodologies to estimate this total AV consumption. GfK provides survey-based data that looks at the amount of time internet users spend watching AV content that is not broadcast TV (across all devices). This shows us that among the online population, large daily amounts of non-broadcast viewing of AV content are taking place. This is especially apparent among students and people in the pre-family life-stage demographic (about 2.5 hours per day of non-broadcast content). 3 Reasons provides estimated trend data over seven years for viewing minutes, on all devices, to all long-form, lawful content. This shows that live viewing fell from 92% of this total viewing time in 2010 to 80% in 2016. The proportion of time spent viewing recorded and VoD content has increased, but although viewing of recorded content has been flat in the last three years, viewing of VoD content has continued to grow, to 8% of total viewing time.
- While BARB doesn't provide us with AV figures across all devices, it is able to give us figures for the total time spent watching any AV on the TV, and split out by the type of viewing. This shows us that the total time spent watching something on the TV has stayed relatively stable from 2014 with "unmatched viewing" making up for the declines in broadcast TV viewing.
- All of these developments provide a backdrop to the industry standard measure of viewing which makes up the rest of this annex, using data from BARB that looks at seven day consolidated viewing that takes place on the TV set.

Smartphone and smart TV take-up continues to increase

Figure 1: Take-up of VoD-related devices and technologies, adults: 2009-2017

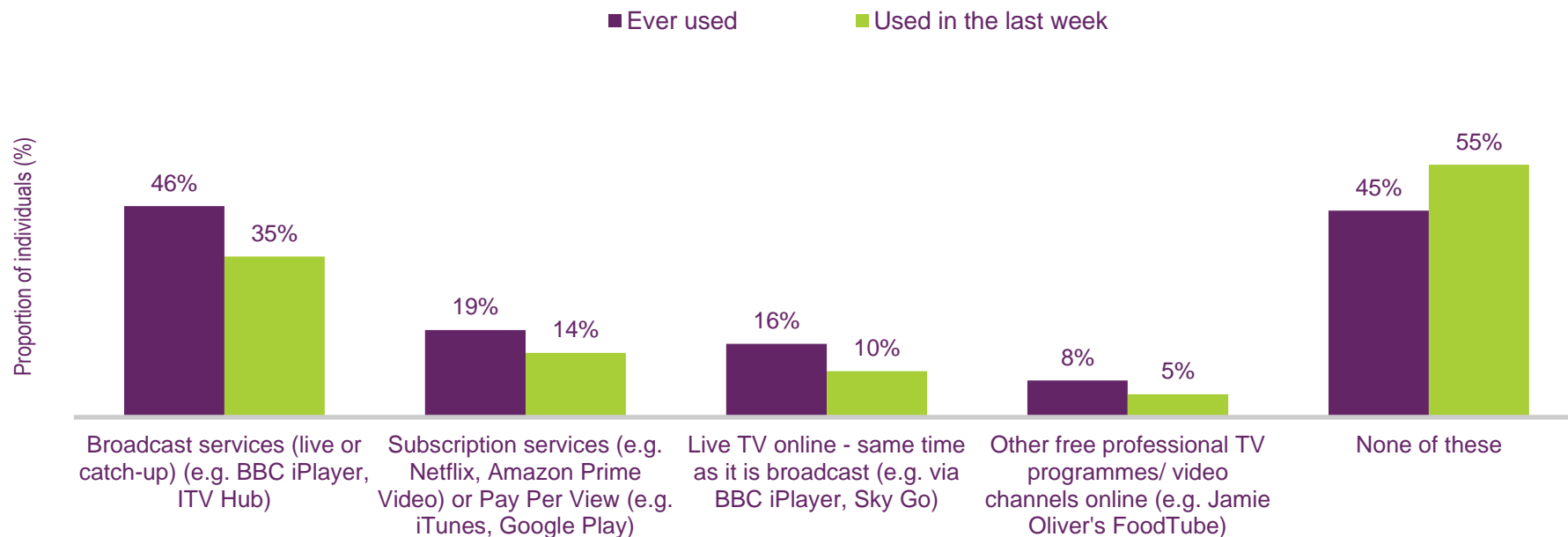


Source: Ofcom Technology Tracker. Data from Q1 of each year 2009-2014, then Half 1 2015-2017. Base: all adults aged 16+ (2017 n=3743).

Notes: Fixed broadband = ADSL through a phone line or cable service – perhaps using a Wi-Fi router. Includes superfast broadband services. Home internet access = connection to the internet through ordinary phone line; fixed broadband; mobile broadband such as USB stick, dongle or built in connectivity through a SIM card; internet access through mobile phone or smartphone (Wi-Fi or mobile network); tethering or MiFi mobile broadband wireless router (taps into a 3G or 4G mobile network within range of the signal)

Most adults have ever watched any on-demand content, and almost half have watched in the past week – dominated by broadcaster services

Figure 2: Use of TV programmes and films on demand on any device, adults: H1 2017

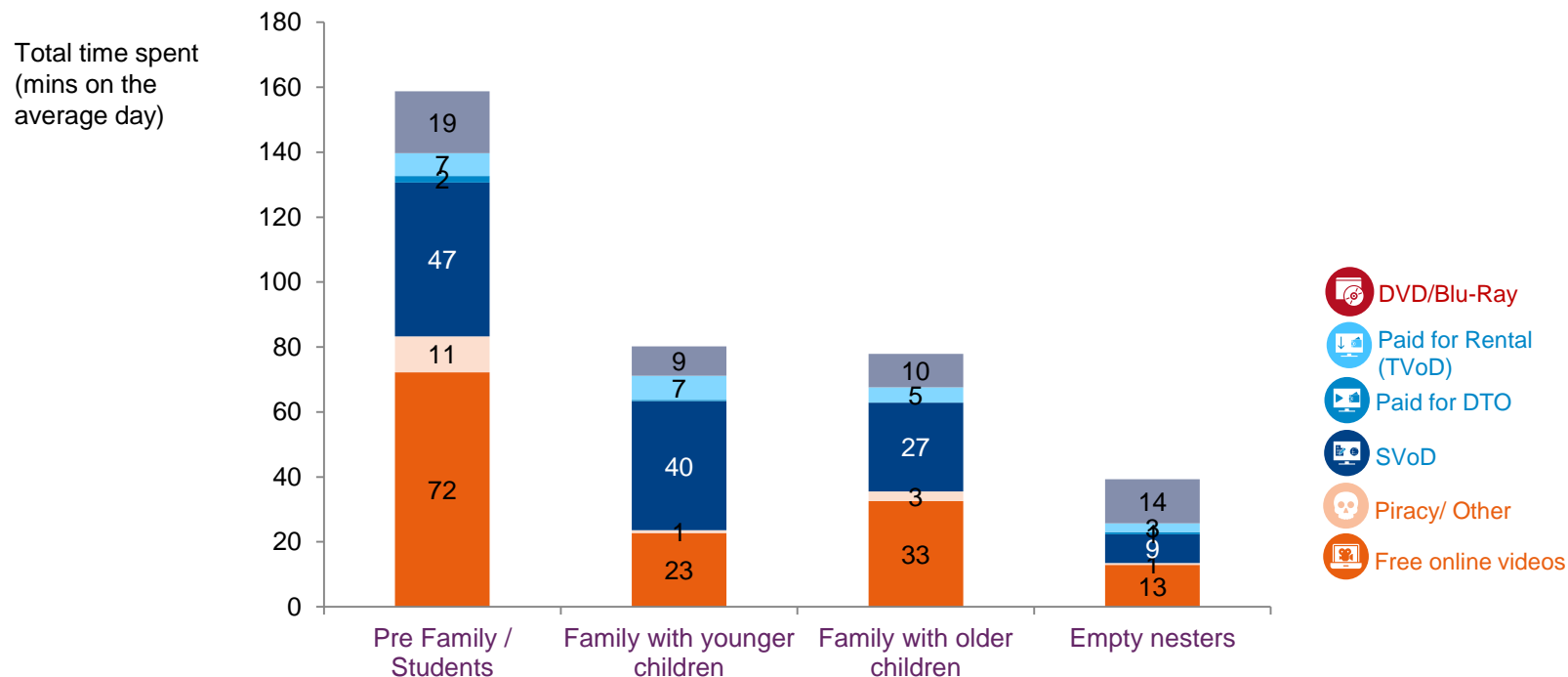


Source: Ofcom Technology Tracker. Half 1 2017. Base: all adults aged 16+ (n = 3743)

QH14 (QH72): Do you use any of the following types of services to view online TV programmes or films via any type of device (including a mobile phone, tablet or TV set)?/ QH15 (QH73): And which of these types of services, if any, have you used in the past week?

Large daily amounts of non-broadcast viewing are taking place, especially among pre-family / students

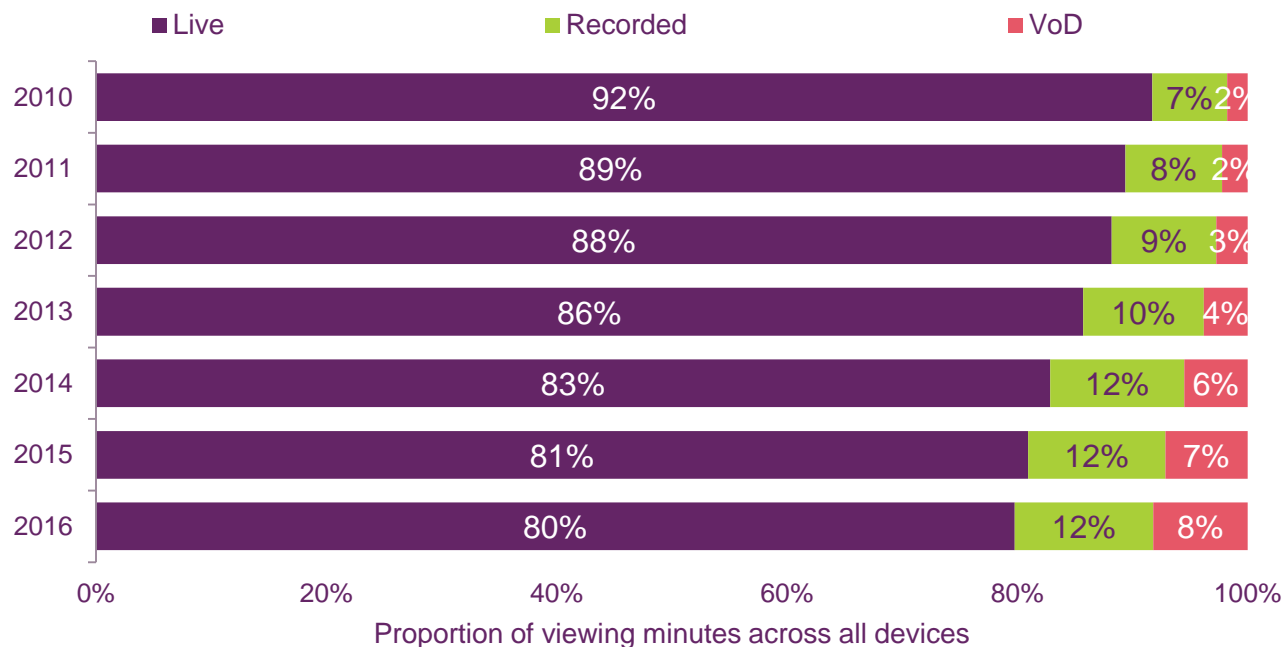
Figure 3: Non-broadcast consumption by life stage, online adults: 2017



Source: GfK ViewScope 2017, total time spent viewing non-broadcast content on the average day, on any device. Base: all UK online adults (n=1347), pre-family/students (n=418), family with younger children (n=300), family with older children (n=291), empty nesters (n=265). DTO = download to own, SVoD = subscription video-on-demand.

Live broadcast TV accounts for 80% of programme viewing time across all screens, but has diminished over time

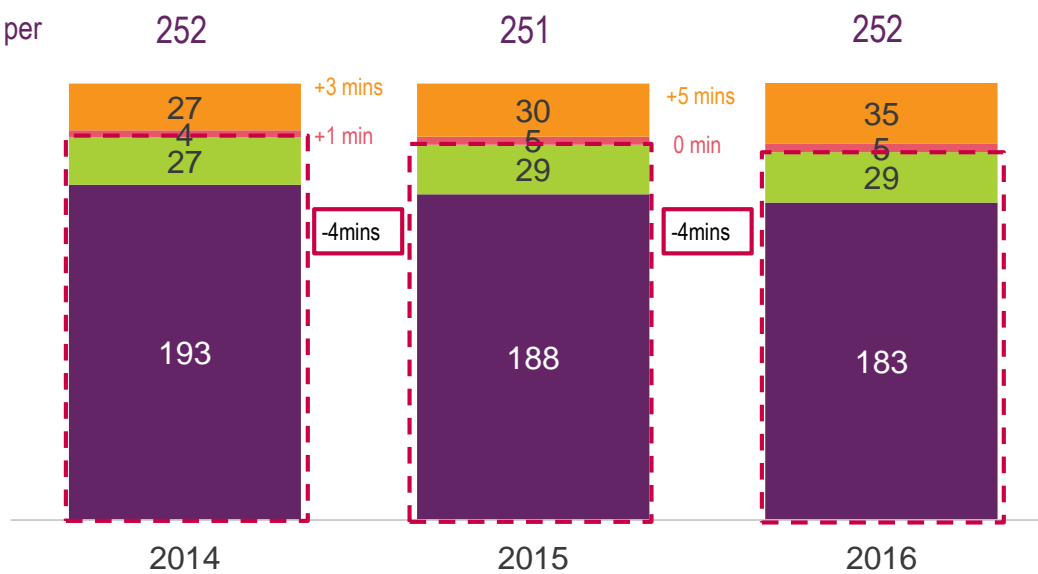
Figure 4: Proportion of all AV viewing: live TV, DVR and VoD: 2010-2016



Total TV screen time has remained stable over the past three years with unmatched viewing making up for the declines in broadcast TV viewing

Figure 5: Average daily minutes of total TV screen time: 2014-2016

Average minutes per day



Total TV screen time

- Unmatched viewing*
- Time-shifted: 8-28 days
- Time-shifted: up to 7 days
- Live viewing

Industry standard BARB measurement is up to 7 days

Source: BARB. All individuals 4+, network, total TV. Average minutes of viewing/day.

*Note: Unmatched viewing = TV in use but content cannot be audio-matched or otherwise identified. Includes gaming, viewing to DVDs/box sets/archives, SVoD, time-shifted viewing beyond 28 days, apps on smart TVs and navigation around EPG guides where there is no in-picture broadcast content. Audio-matched digital radio stations (which accounted for 2 minutes of viewing time per person a day in 2016) are excluded. Unmatched viewing has been reported by BARB since July 2013. Dotted line marks difference between BARB standard industry data and the 8-28 day time-shifted and unmatched viewing.

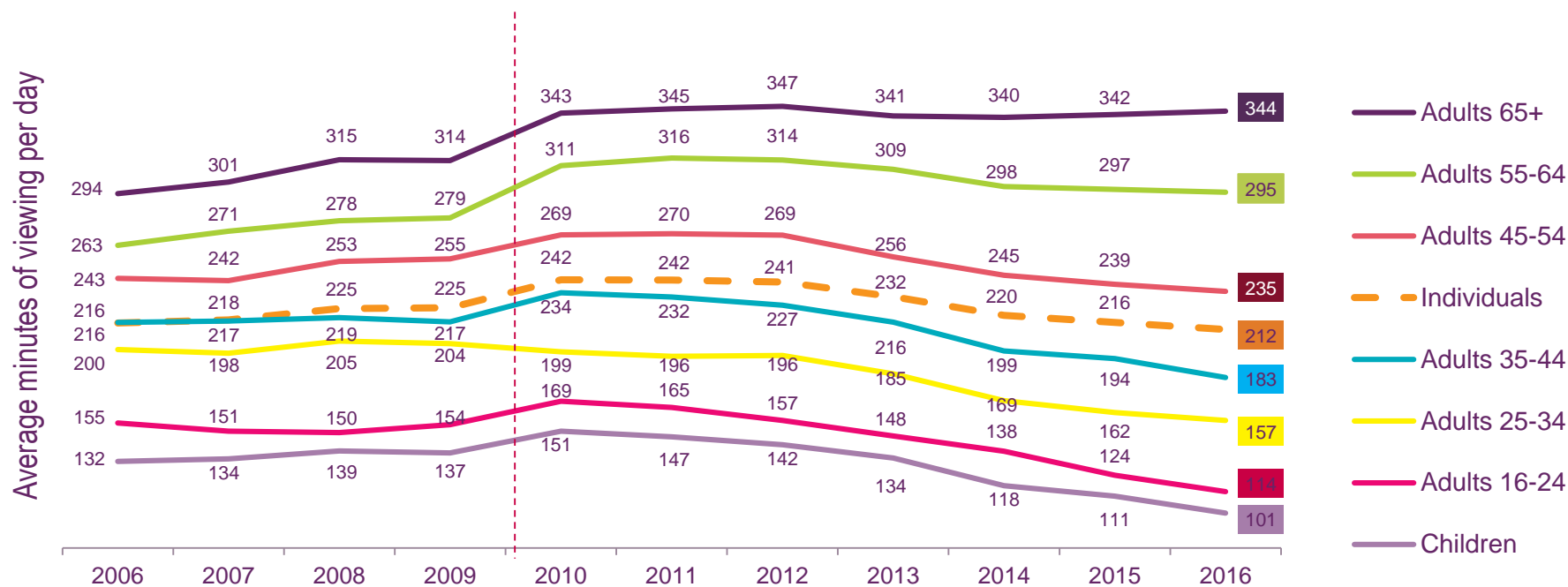
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Summary: time spent viewing

- In 2016, individuals (aged 4+) spent 3 hours 32 minutes a day watching broadcast television on TV sets. While the overall rate of decline in time spent viewing television has slowed, differences across age groups have led to a widening gap between them. Viewing among children and 16-24 year olds fell by ten minutes between 2015 and 2016, while there was a two-minute increase among viewers aged 65 and over.
- Viewing to the PSB channels (all BBC channels, ITV, Channel 4 and Channel 5) has continued to decline, with the average time spent by individuals viewing these channels in 2016 falling to below two hours a day for the first time. The downward trend has continued across all age groups, with viewing falling the most among 35-44 year olds, from 1 hour 38 minutes per day in 2015 to 1 hour 31 minutes in 2016.
- Between 2006 and 2016, viewing to the main five PSB channels halved among children and 16-24 year olds, and while total television viewing has increased among viewers aged 55 and over, their viewing to the main five PSB channels has fallen. The commercial portfolio channels from the PSBs have grown in popularity between the two periods; some of the rise in viewing may be a result of an increase in channel choice made available to viewers.
- With overall viewing levels falling among those aged 44 and under, there has been a fall in viewing to all other channels besides the PSBs and their portfolio channels, while viewing to this group of channels has increased among those aged 45 and over.

The overall rate of decline in time spent viewing on a TV set has slowed, but the differences by age have widened

Figure 6: Average minutes of daily viewing by age, total TV: 2006-2016



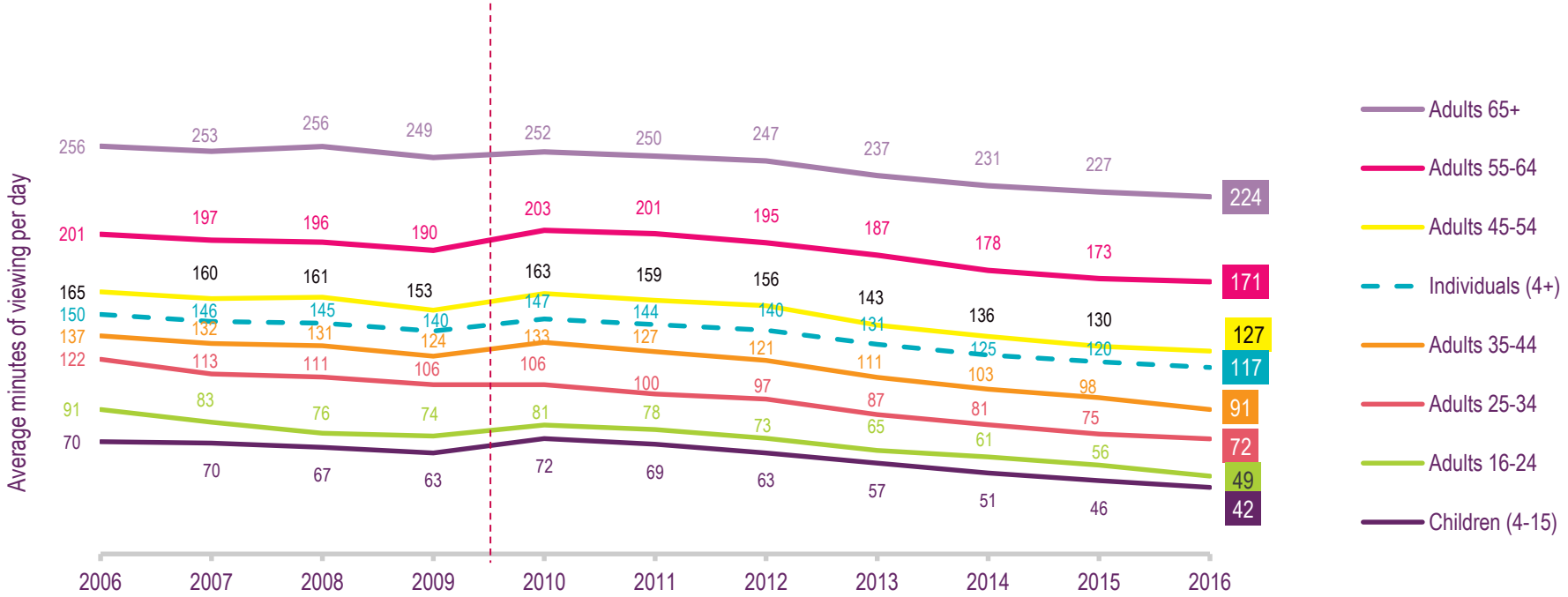
Source: BARB. All individuals (4+), network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution.

Time spent viewing



Viewing to the PSB channels has continued to decline across all age groups, falling to less than two hours/day among all individuals

Figure 7: Average minutes of daily viewing, PSB channels: 2006-2016



Source: BARB. All individuals (4+), network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. PSB channels = main five PSB channels (inc S4C to 2009) + BBC portfolio channels.

Time spent viewing



Viewing to the commercial portfolio channels has increased across all age groups, while viewing to all other channels has fallen among those aged under 44

Figure 8: Average minutes of daily viewing by channel group, total TV: 2006 and 2016



Source: BARB, network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. S4C included in main five PSB channels in 2006. Men & Motors included in commercial PSBs' portfolio channels in 2006.

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Summary: average weekly reach

- The average weekly reach of total TV stood at 91% among all individuals (4+) in 2016. Reach among those aged 25 and over remained stable between 2015 and 2016, while reach among children fell by one percentage point to 86% and by two points among 16-24 years to 80%.
- BBC One and ITV's average weekly reach remained stable between 2015 and 2016. Channel 4's average weekly reach dropped by two percentage points, from 45% in 2015 to 43% in 2016.
- Among all individuals, the average weekly reach of the BBC and Channel 4 families fell by two percentage points between 2015 and 2016. This decline was more pronounced among 16-34 year olds, with a decline of five percentage points and three percentage points respectively. Over the same period, the average weekly reach of the ITV and Channel 5 families remained relatively stable.
- Among viewers aged 35 and over, the average weekly reach of each of the four PSB families has been relatively consistent and remains higher than for 16-34 year olds.

Average weekly reach among those aged 25+ remained stable year on year

Figure 9: Average weekly reach, total TV, by age group: 2006-2016

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Individuals 4+	92%	93%	92%	93%	93%	94%	94%	93%	92%	92%	91%
Children (4-15)	89%	91%	90%	91%	90%	92%	92%	91%	88%	87%	86%
Adults 16-24	83%	83%	82%	83%	85%	87%	86%	85%	83%	82%	80%
Adults 25-34	92%	92%	91%	92%	91%	93%	93%	92%	90%	89%	89%
Adults 35-44	94%	94%	94%	94%	95%	95%	95%	94%	94%	93%	93%
Adults 45-54	94%	95%	95%	96%	96%	96%	96%	96%	95%	95%	95%
Adults 55-64	95%	96%	96%	96%	96%	97%	97%	97%	96%	96%	96%
Adults 65+	96%	96%	96%	96%	97%	97%	97%	97%	97%	97%	97%

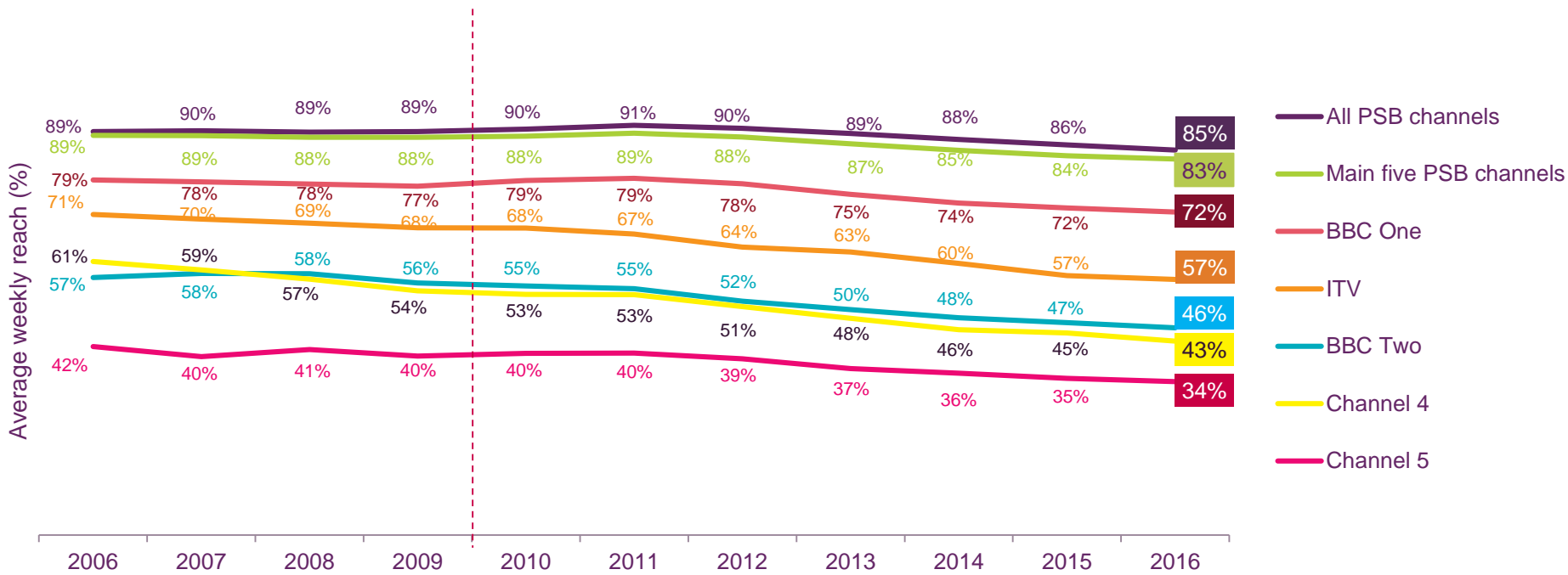
Source: BARB, network. Reach criteria: 15+ consecutive minutes, full weeks used. A new BARB panel was introduced in 2010 therefore pre-and post-panel change must be treated with some caution.

Average weekly reach



BBC One and ITV's average weekly reach % remained stable year on year

Figure 10: Average weekly reach of the PSB channels, all individuals: 2006-2016



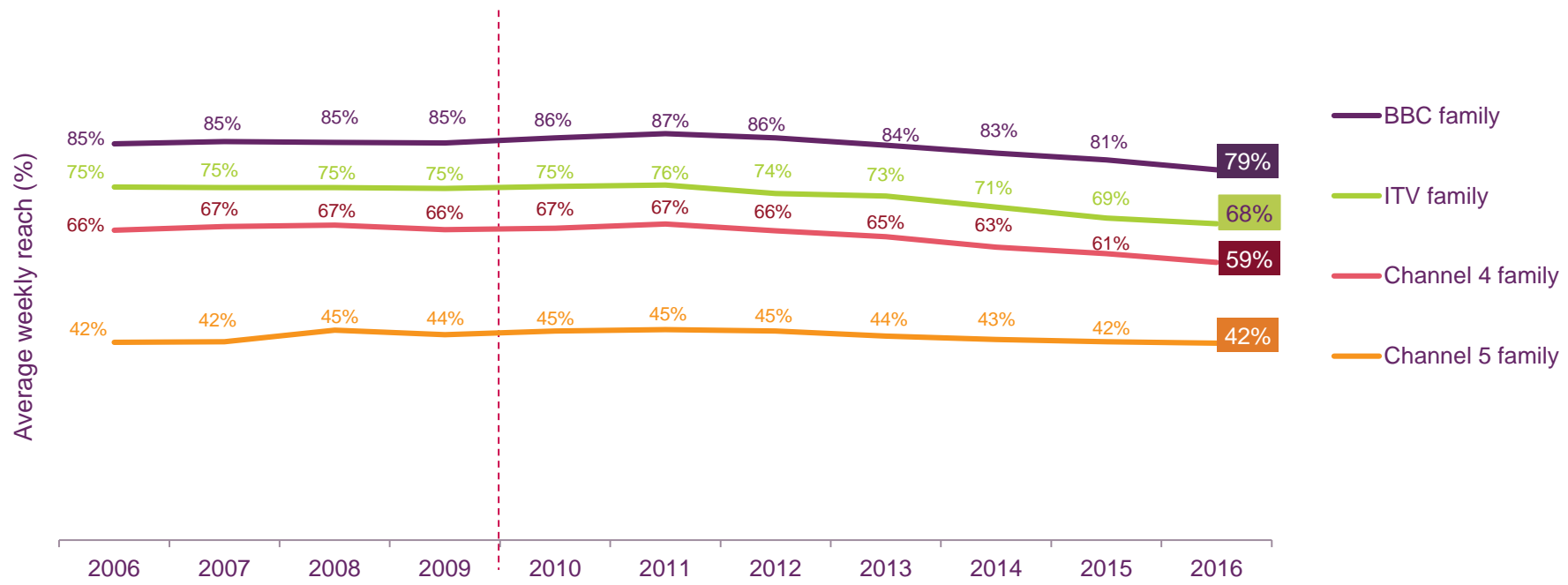
Source: BARB. All individuals (4+), network. Reach criteria: 15+ consecutive minutes, full weeks used. A new BARB panel was introduced in 2010 therefore pre-and post-panel change must be treated with some caution. Channel 4 includes S4C up to 2009. S4C average weekly reach 2016 = 0.4%. All PSB channels = main five + BBC Portfolio channels

Average weekly reach



Reach to the BBC and Channel 4 families fell the most of all the PSB families year on year

Figure 11: Average weekly reach of the PSB families, all individuals: 2006-2016



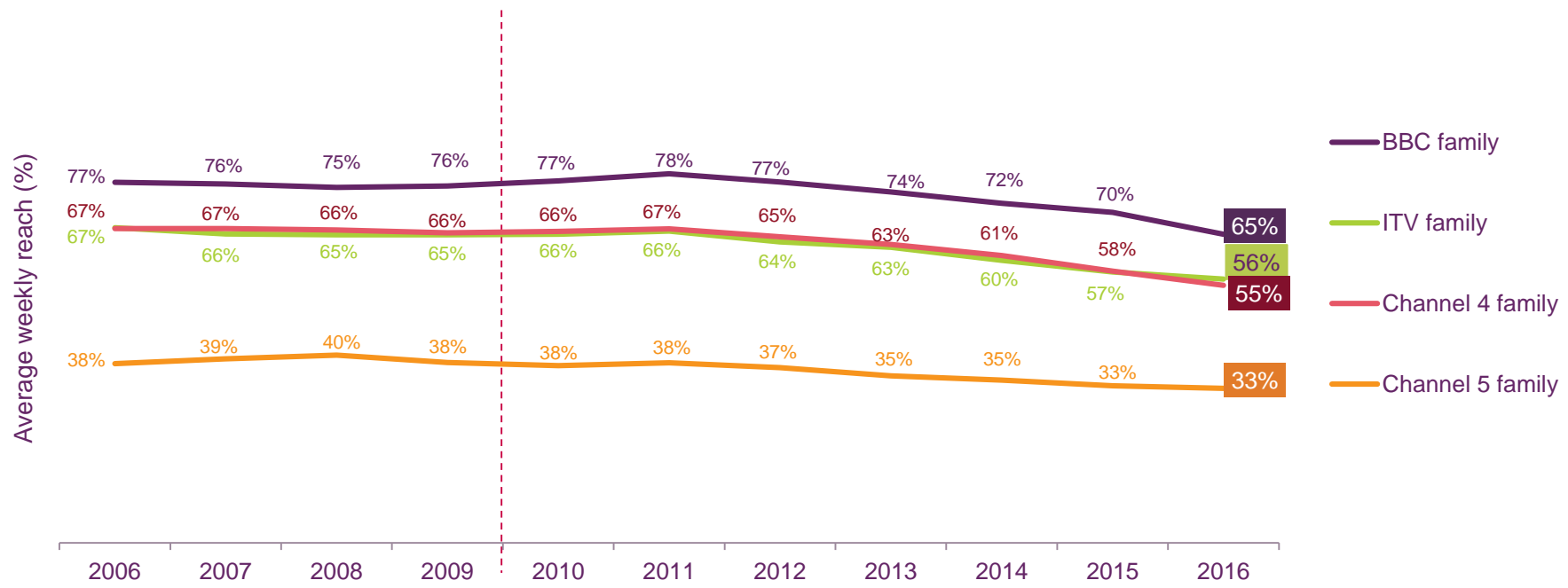
Source: BARB. All individuals (4+), network. Reach criteria: 15+ consecutive minutes, full weeks used. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. Channel 4 includes S4C up to 2009. S4C average weekly reach 2016 = 0.4%.

Average weekly reach



The decline in average weekly reach % for the BBC and Channel 4 families was more pronounced for 16-34s

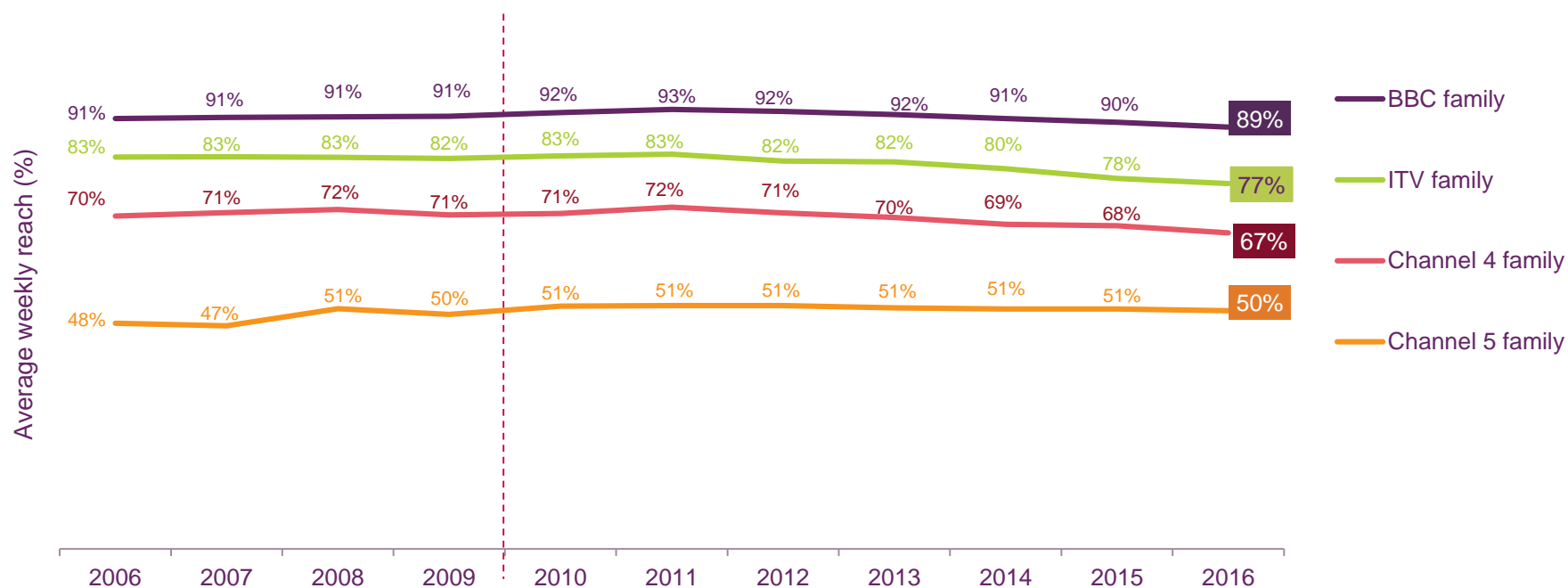
Figure 12: Average weekly reach of the PSB families, adults 16-34: 2006-2016



Source: BARB. Adults 16-34, network. Reach criteria: 15+ consecutive minutes, full weeks used. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. Channel 4 includes S4C up to 2009. S4C average weekly reach 2016 = 0.4%. 21

Average weekly reach to the PSB families for viewers aged 35+ has remained relatively consistent over the years, compared to younger viewers

Figure 13: Average weekly reach of the PSB families, adults 35+: 2006-2016



Source: BARB. Adults 35+, network. Reach criteria: 15+ consecutive minutes, full weeks used. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. Channel 4 includes S4C up to 2009. S4C average weekly reach 2016 = 0.4%.

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Summary: share of viewing

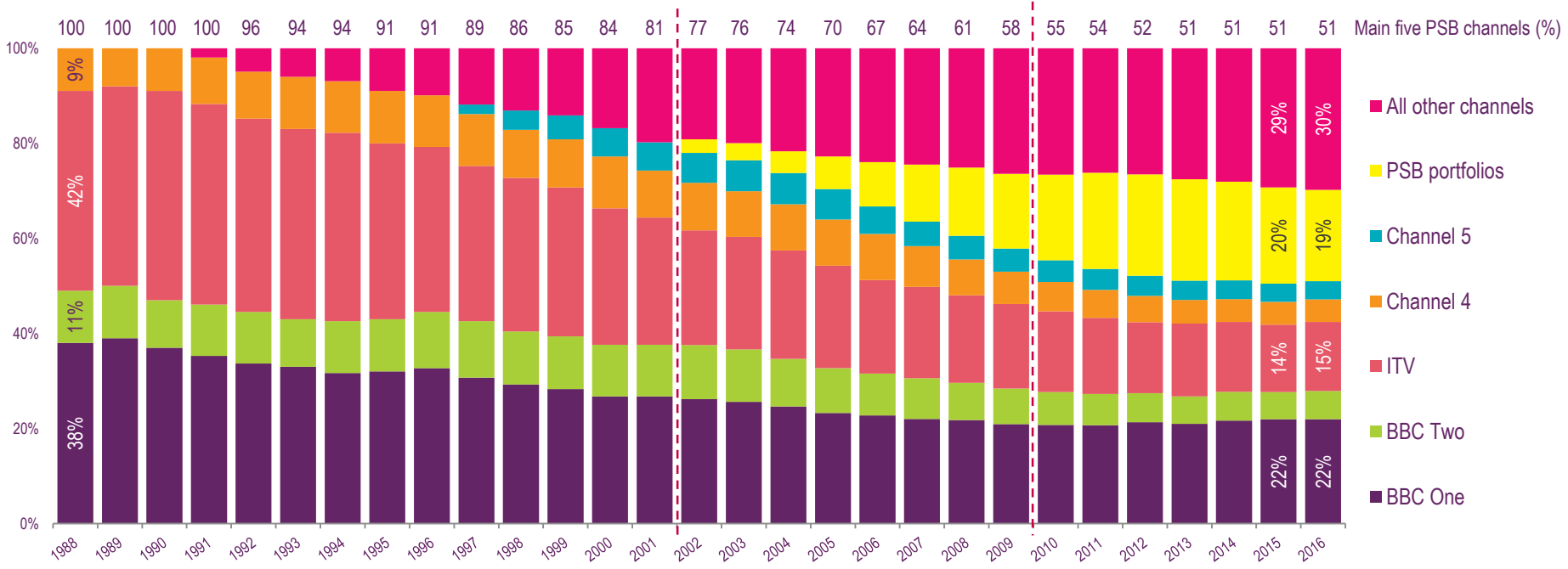
- Analysis of viewing from 1988 onwards shows that, despite the increase in channel choice made available to viewers, the main five PSB channels continue to account for half of total broadcast television viewing. Further, when combining this with viewing to the portfolio channels, the PSB families represented 70% of total television viewing in 2016.
- Year on year, the main five PSB channels have maintained their respective share of viewing among all individuals (4+). With BBC Three ceasing transmission on TV in February 2016, the share of viewing to the BBC portfolio channels fell from 5.2% in 2015 to 4.3% in 2016 – this led to marginal increases in the share of viewing across a number of channels.
- Among 16-34 year olds, the fall in share to BBC portfolio channels was more pronounced, falling from 6.9% to 4.8% year on year – at the same time, the share of viewing to BBC One, ITV and the ITV portfolio channels increased. In contrast, there was a fall in viewing to both the BBC and ITV portfolio channels among viewers aged 35 and over – with a one percentage point increase in viewing to all other channels between 2015 and 2016.

Share of viewing



Despite increased channel choice, the main five PSB channels continue to maintain half of total broadcast TV viewing

Figure 14: all-day channel shares, all individuals: 1988-2016



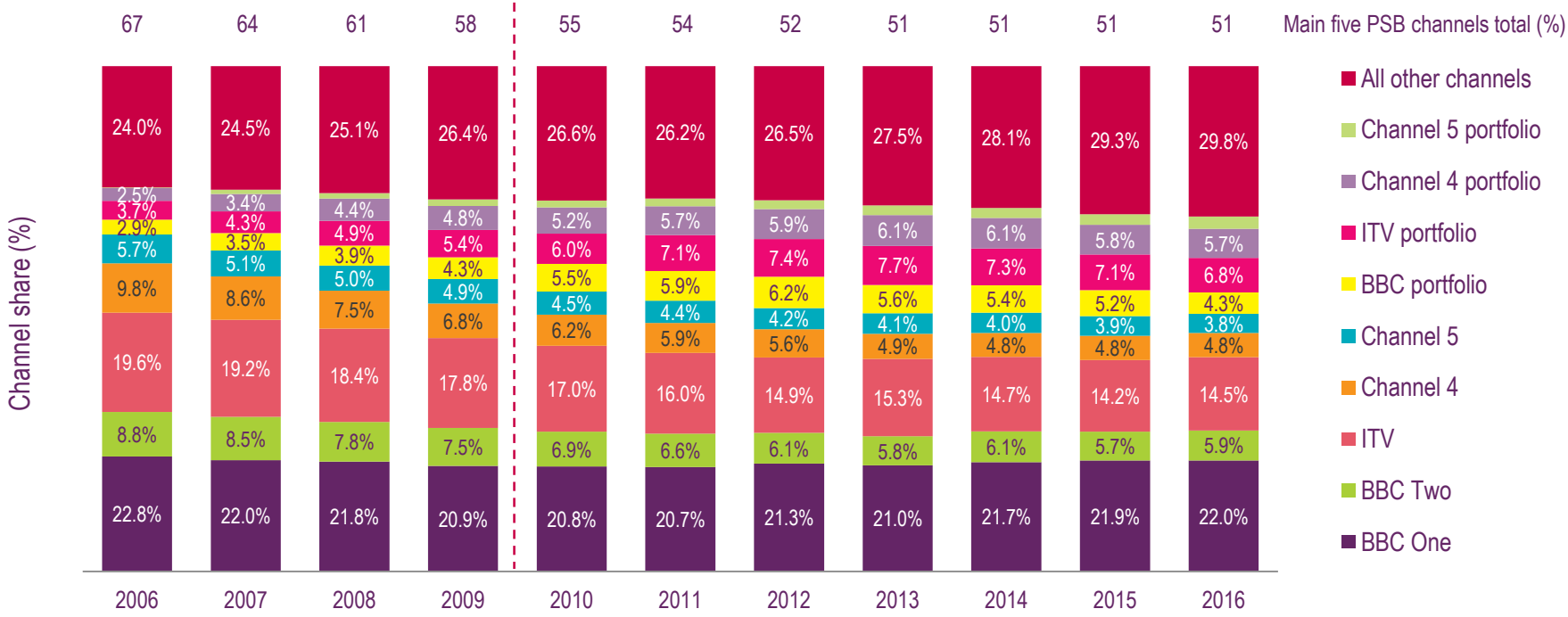
Source: BARB, TAM JICTAR and Ofcom estimates, individuals (4+). Network. New BARB panels introduced in 2002 and 2010, as a result, pre- and post-panel change data must be compared with caution (see dotted lines). Channel 4 includes S4C up to 2009. S4C share 2016 = 0.1%. The main five PSB channels include viewing to their HD channel variants but exclude viewing to their +1 channels.

Share of viewing



The main five PSB channels have maintained their share of viewing in recent years

Figure 15: Channel shares for the main PSB channels and their portfolio channels, all individuals: 2006-2016



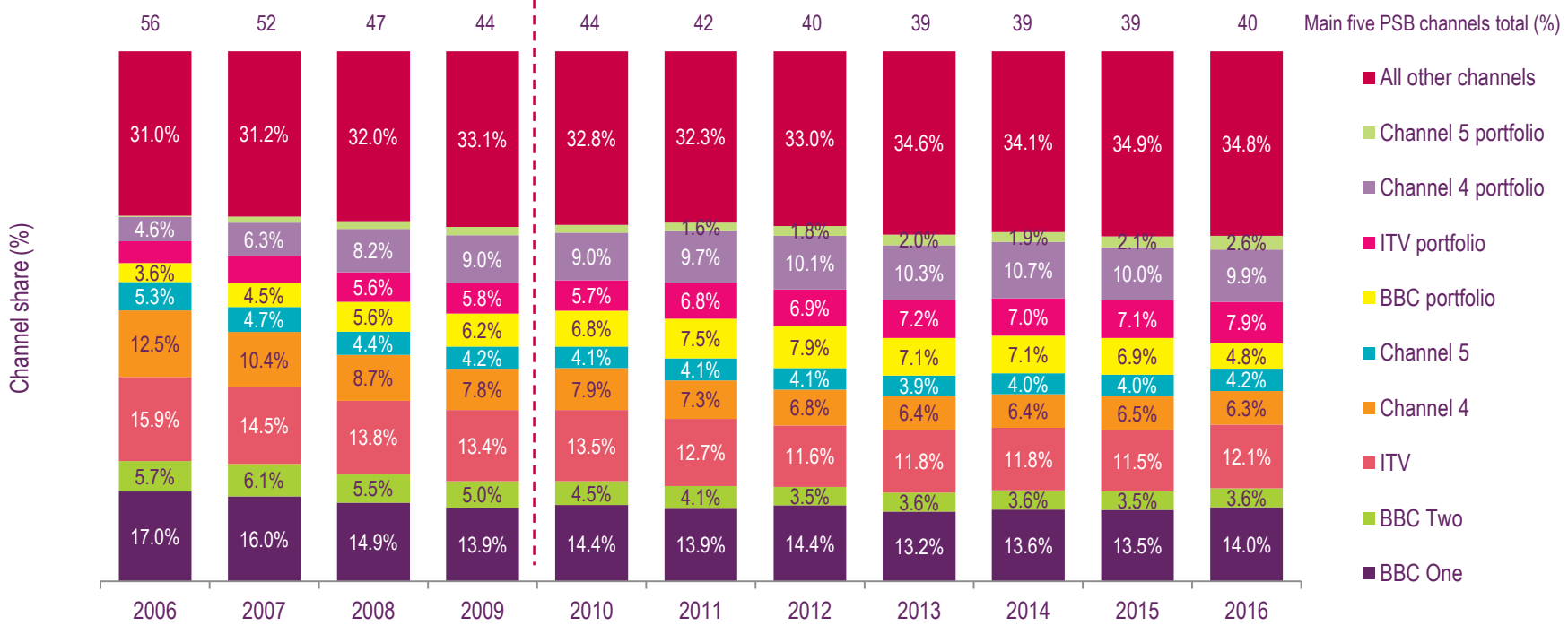
Source: BARB. All individuals, network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. Channel 4 includes S4C up to 2009. S4C Share 2016 = 0.1%

Share of viewing



With BBC Three ceasing as a channel on TV in 2016, the BBC's portfolio channel group share saw a notable decrease

Figure 16: Channel shares for the main PSB channels and their portfolio channels, adults 16-34: 2006-2016



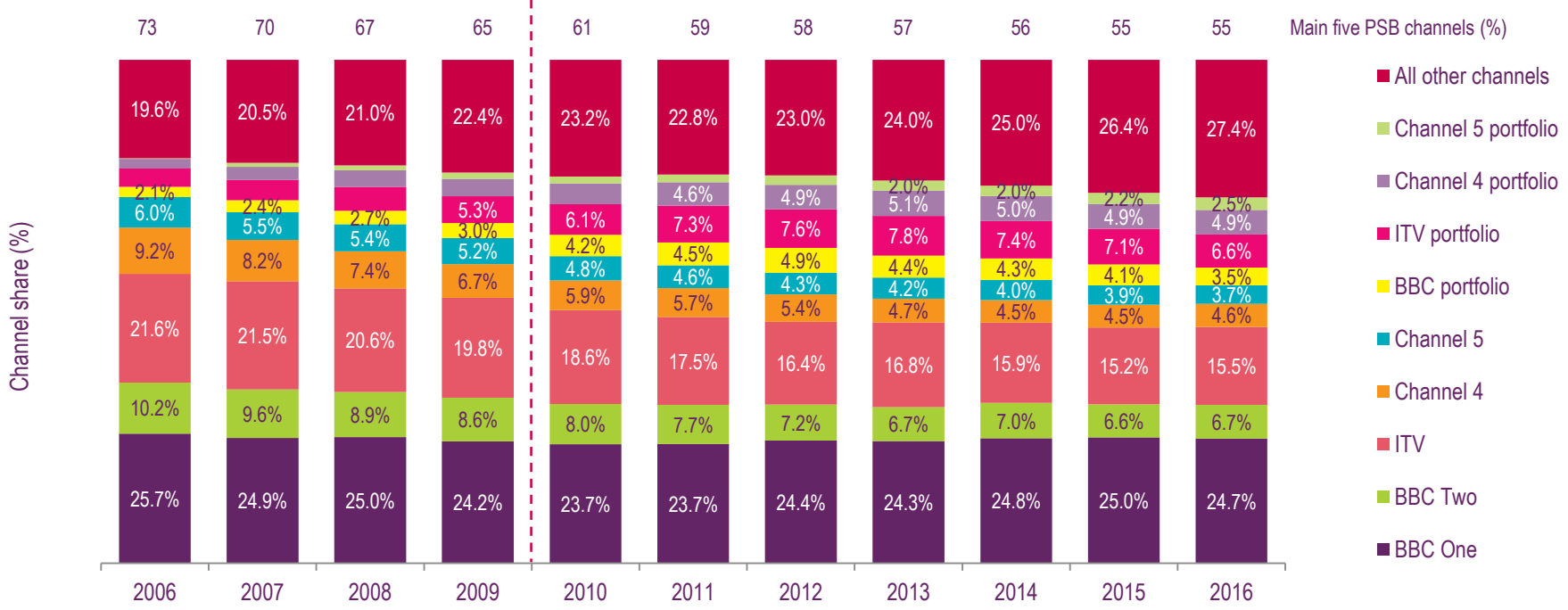
Source: BARB. Adults 16-34, network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. Channel 4 includes S4C up to 2009. S4C Share 2016 = 0.1%

Share of viewing



Viewing to the main five PSB channels has steadied in the past two years while viewing to the BBC and ITV portfolio channels has fallen for viewers aged 35+

Figure 17: Channel shares for the main PSB channels and their portfolio channels, adults 35+: 2006-2016



Source: BARB. Adults 35+, network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. Channel 4 includes S4C up to 2009. S4C share, 2016 = 0.1%.

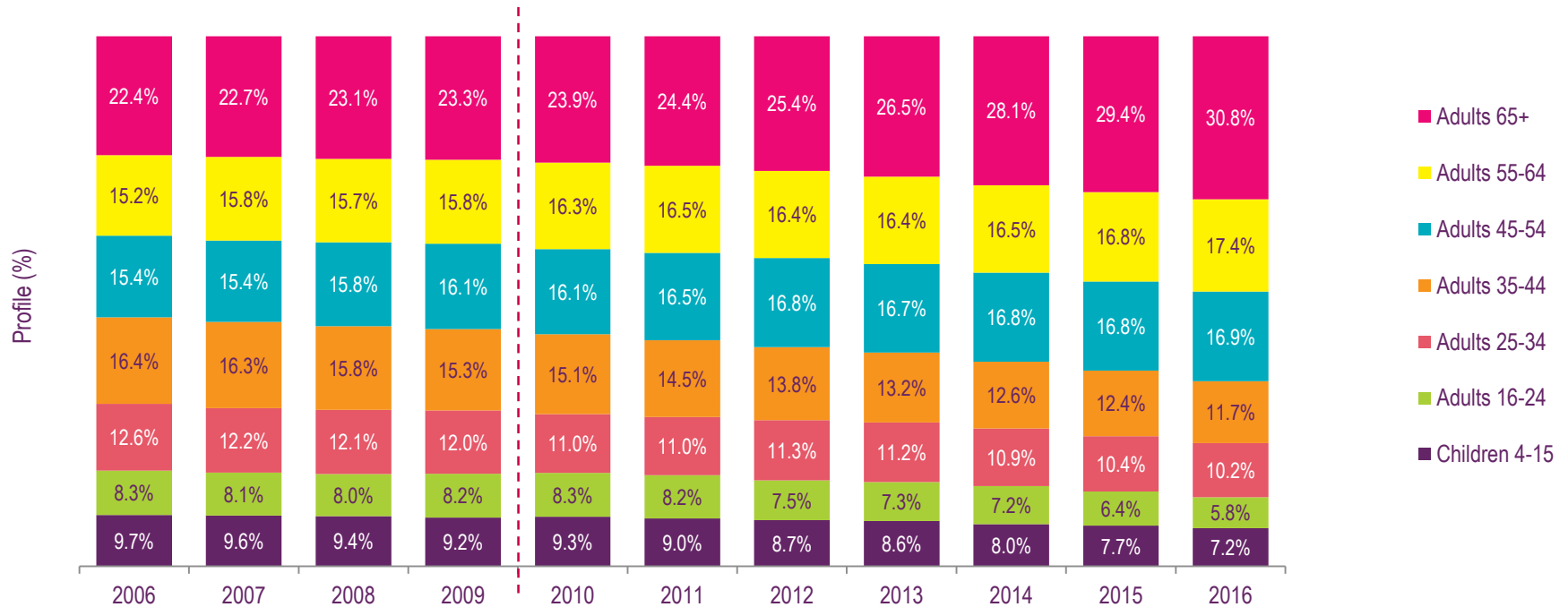
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Summary: audience profiles

- The profile of broadcast television continues to get older, with viewers aged 55 and over representing almost half of all viewers in 2016.
- The age profile of all the channels/groups analysed has become older in 2016, with BBC One, BBC Two and ITV attracting above-average proportions of viewers aged 55 and over, compared with total TV audiences. While the portfolio channel groups and all other channels attract relatively younger audiences, their audience profiles have changed most dramatically; the share of viewers aged 65 and over has more than doubled since 2006.
- Analysis of the individual BBC channels shows that, given their target audiences, BBC Three, CBeebies and CBBC attract a large share of younger viewers, while viewers aged 55 and over now represent three-fifths of audiences to the broadcaster's other channels.
- Between 2006 and 2016 there was a gradual increase in the profile of AB television viewers and a decline in the proportion of DE viewers - although the socio-economic profile of television viewers has remained fairly consistent in more recent years. There has been an increase in the proportion of ABC1 viewers across each of the main five PSB channels and the BBC portfolio channels.
- With the exception of BBC Three, ABC1 viewers represent around half of all viewers to BBC channels, with this group accounting for 58.9% of viewers to BBC Four. The ABC1 profiles of the broadcaster's children's channels have increased by 10 percentage points or more since 2006.

Those aged 55 and over continue to account for a growing proportion of television viewers

Figure 18: Age profile of viewers, total TV: 2006-2016

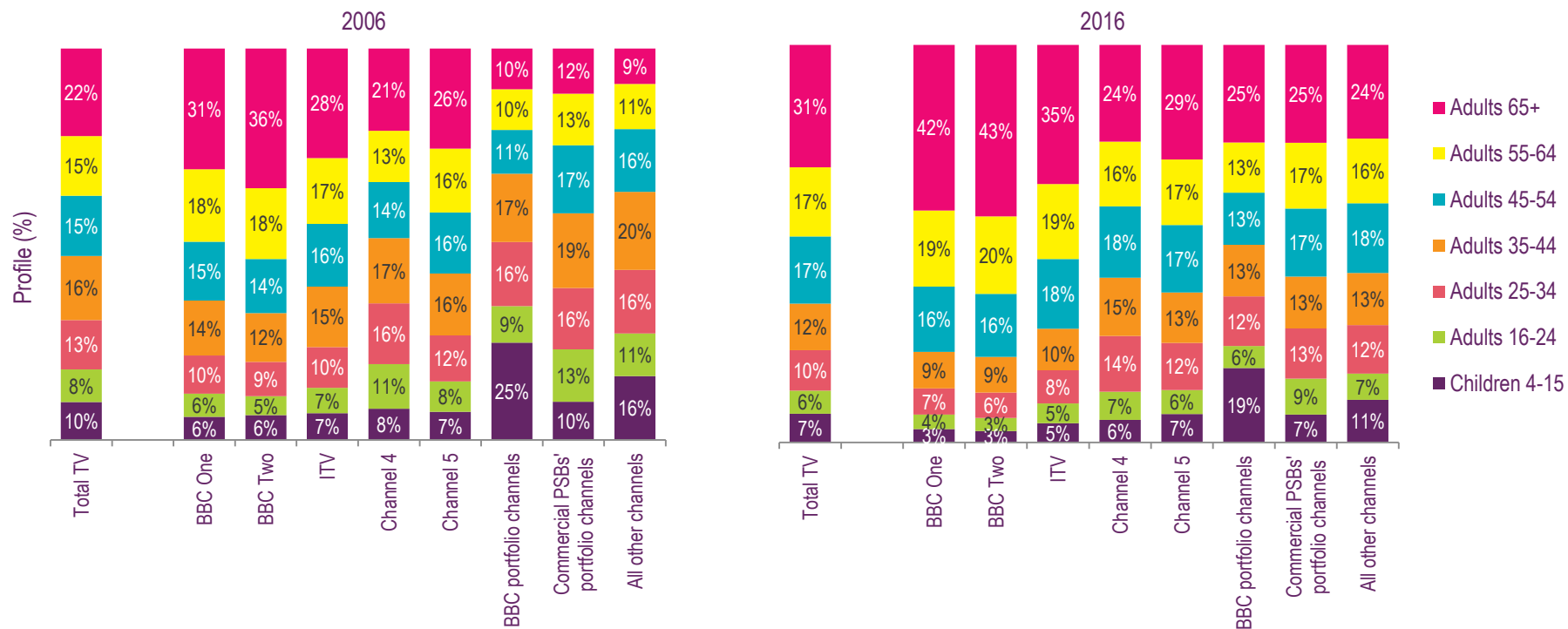


Source: BARB. Base: individuals 4+, network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution..

Audience profiles

The age profile of all channels became older in 2016, with the most marked changes occurring across the portfolio channels and all other channels

Figure 19: Age profile of viewers: 2006 and 2016

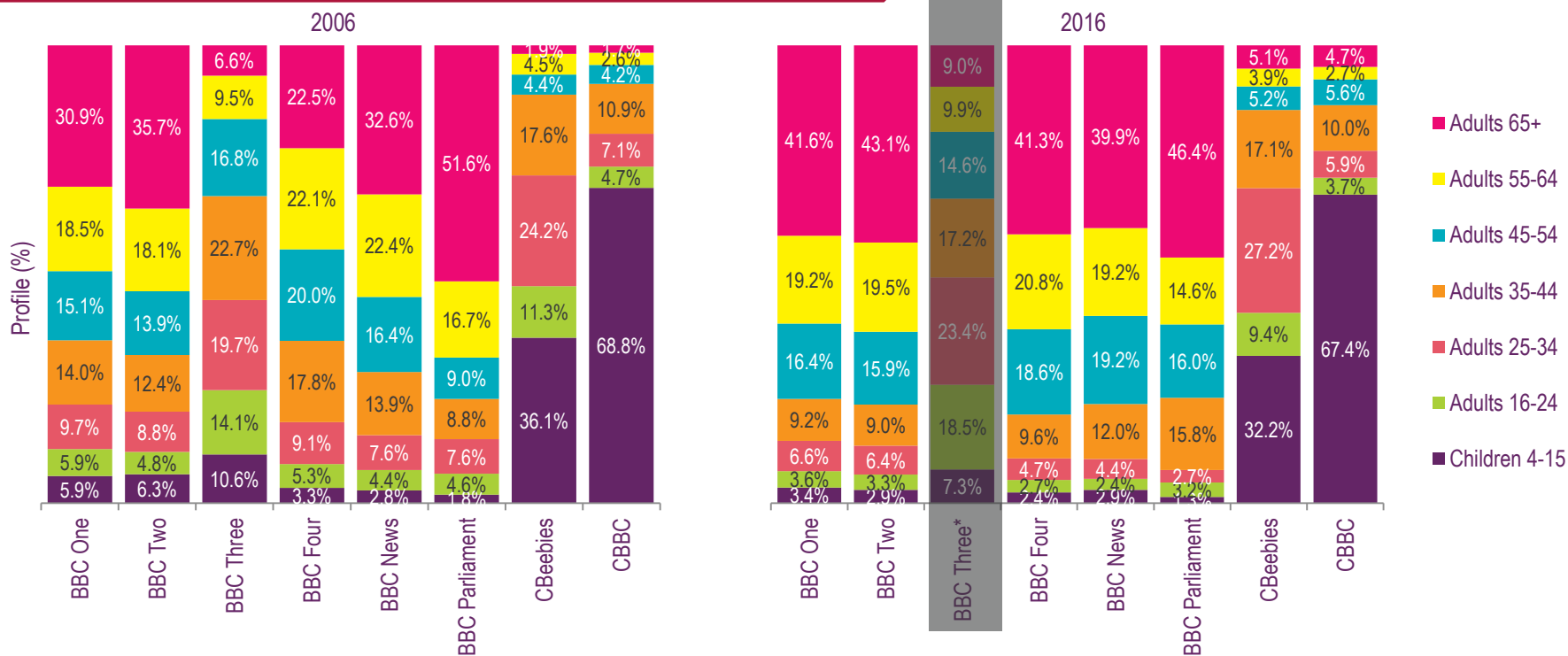


Source: BARB. Base: individuals (4+), network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. S4C included in main five PSB channels in 2006.

Audience profiles

CBeebies and CBBC attract a younger audience base, while viewers aged 55 and over now represent three-fifths of audiences to the BBC's other channels

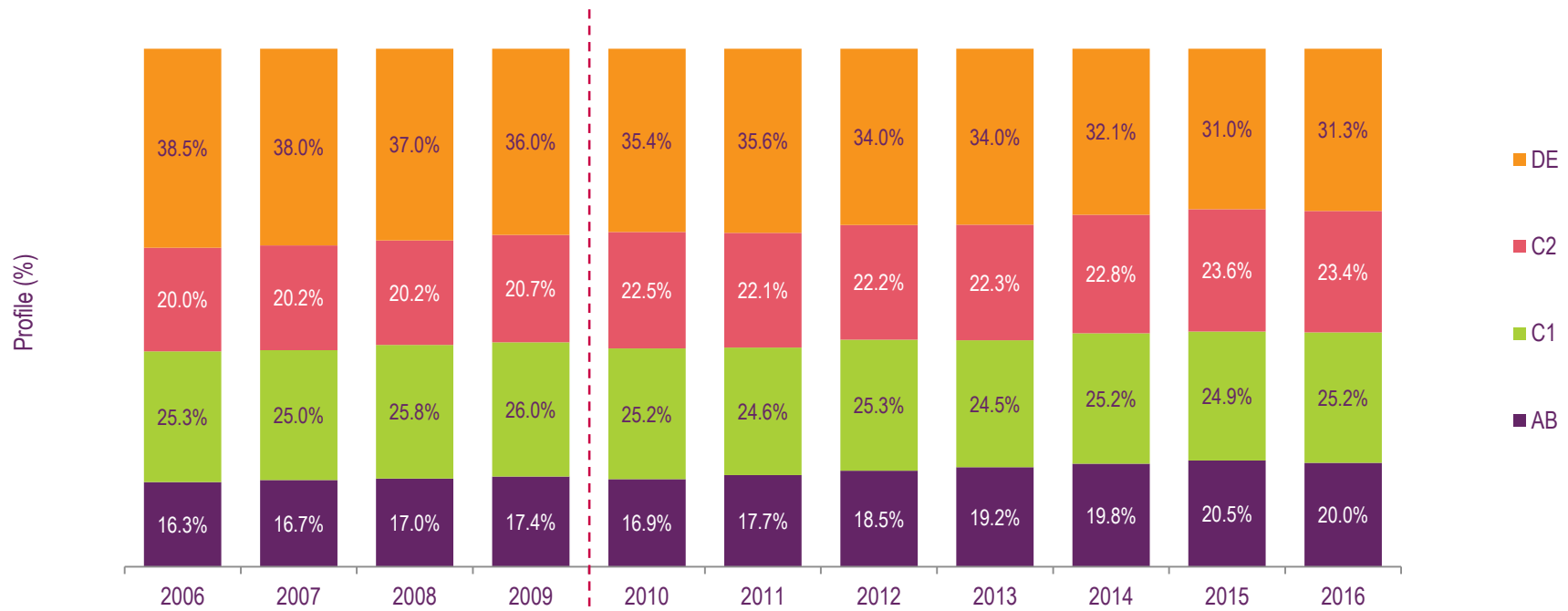
Figure 20: Age profile of viewers - BBC channels: 2006 and 2016



Source: BARB. Base: individuals (4+), network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. *BBC Three ceased broadcasting as a linear TV channel in February 2016 so has been excluded from analysis of 2016.

The socio-economic profile of television viewers has remained fairly consistent in recent years

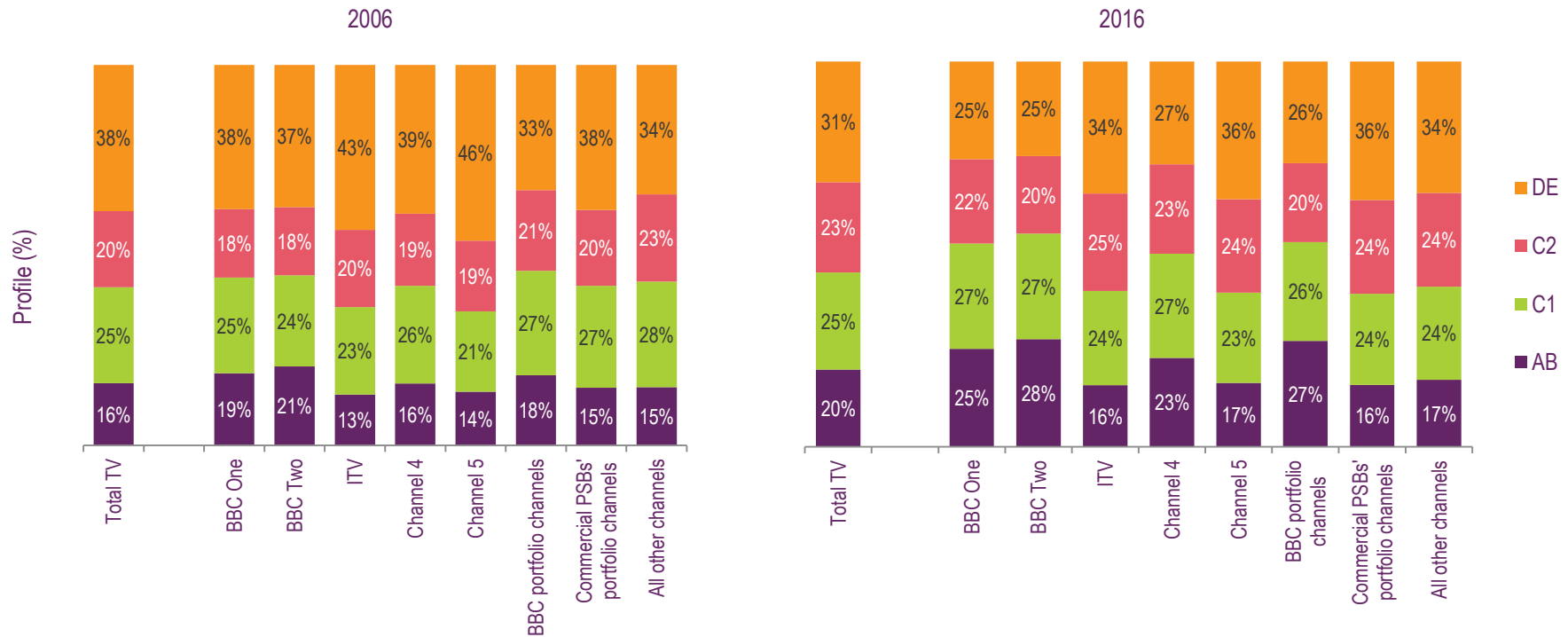
Figure 21: Socio-economic group profile of viewers, total TV: 2006-2016



Source: BARB. Base: individuals (4+), network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution.

There has been an increase in the proportion of ABC1 viewers across the PSB channels

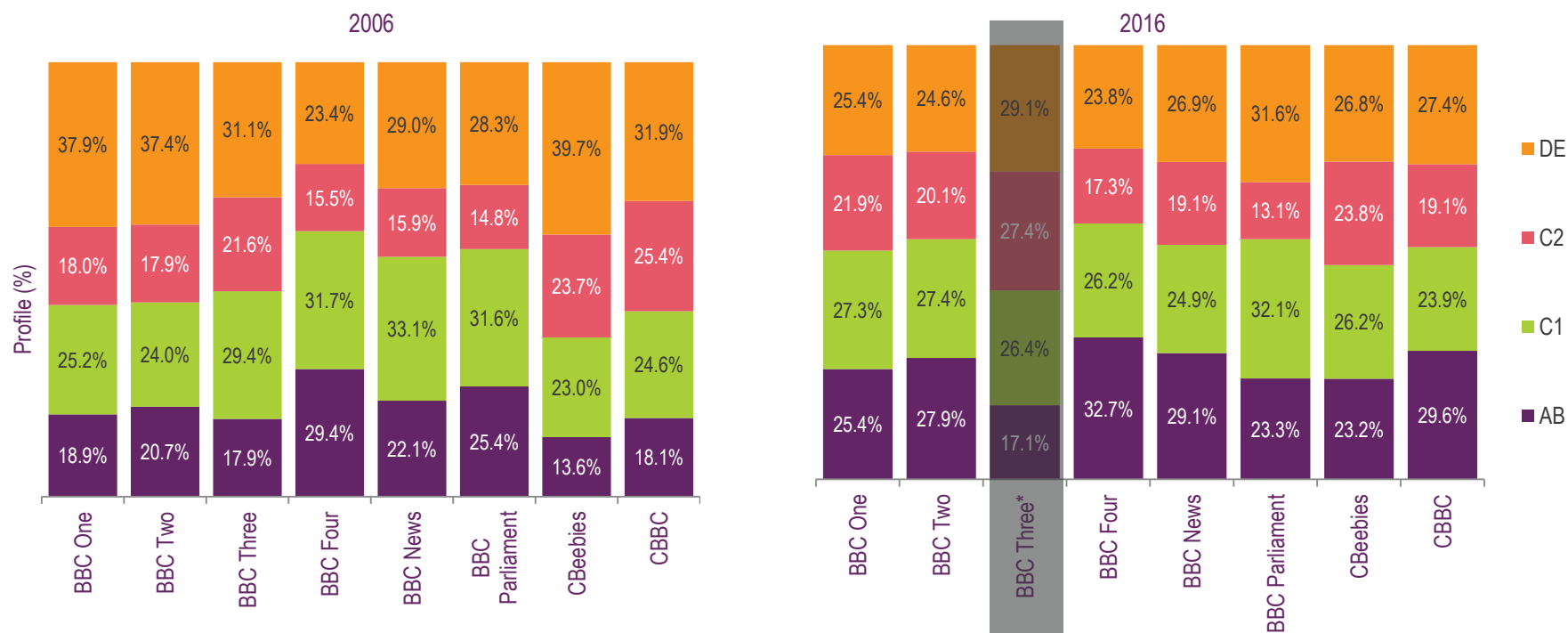
Figure 22: Socio-economic profile of viewers: 2006 and 2016



Source: BARB. Base: individuals (4+), network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. S4C included in main five PSB channels in 2006.

With an increase in the proportion of ABC1 viewers across each of the BBC portfolio channels, this group now accounts for around half the audiences

Figure 23: Socio-economic profile of viewers - BBC channels: 2006 and 2016



Source: BARB. Base: individuals (4+), network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. *BBC Three ceased broadcasting as a linear TV channel in February 2016 so has been excluded from analysis of 2016.

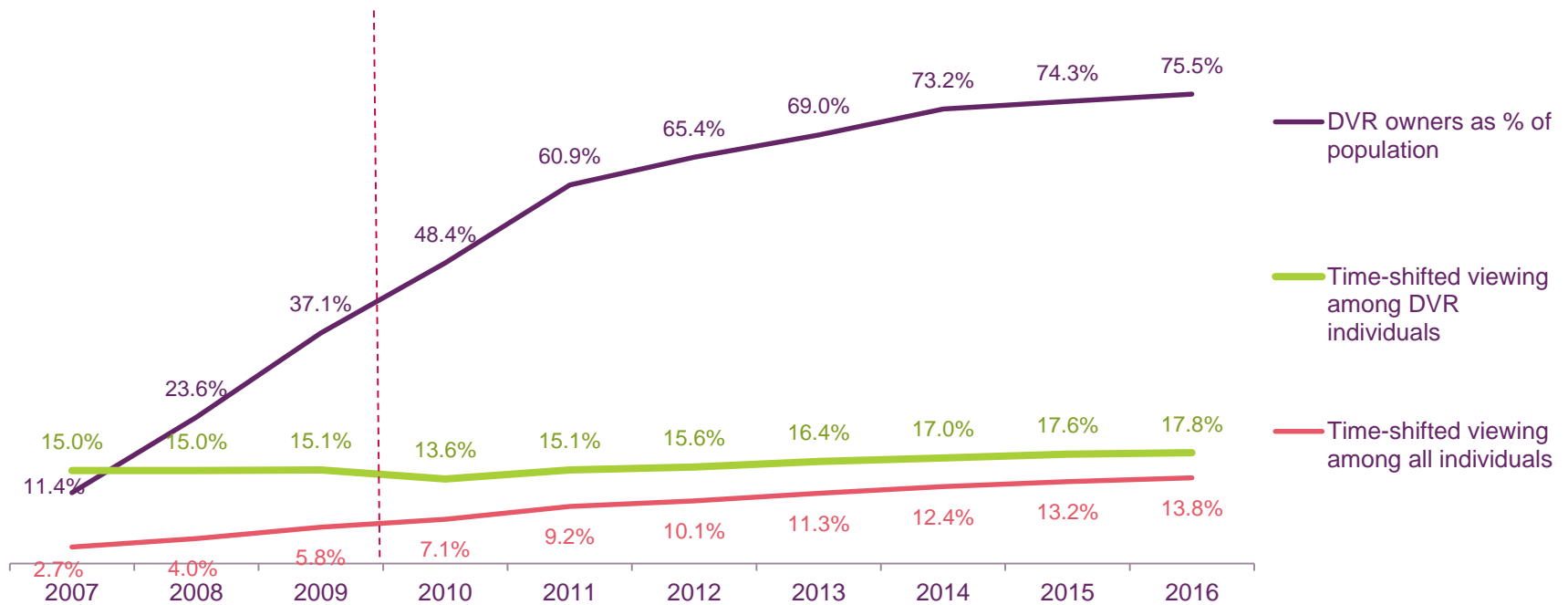
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Summary: time-shifted viewing

- Time-shifted viewing is defined in BARB analysis as viewing of scheduled programmes recorded and subsequently played back on TV sets within seven days, as well as viewing after pausing or rewinding live TV. The data presented looks at time-shifted viewing of programmes through the use of recording devices (such as the DVR) and catch-up services. While viewing within seven days remains the BARB gold standard measure for consolidated viewing, it is now possible to look at viewing that takes place from 8-28 days after the initial transmission.
- Following a steep rate of adoption of DVRs between 2007-2011, the rate of take-up has slowed in recent years; 75.5% of UK viewers have access to a device at home in 2016. The proportion of time-shifted viewing taking place has subsequently stabilised, representing 13.8% of viewing among all viewers and 17.8% of viewing among DVR owners.
- Time-shifted viewing by DVR owners has increased across all age groups. With this increase, time-shifted viewing taking place 1-7 days after the initial transmission now accounts for a larger share of viewing by DVR owners than time-shifted viewing that takes place on the same day. In 2007, viewers aged 35-44 were most likely to time-shift their television viewing – today, it is 25-34 year olds who are most likely to time-shift.
- Analysis of television viewing by DVR owners up to 28 days after the initial transmission shows that in 2016, 2.9% of viewing was time-shifted 8-28 days later. DVR owners are less likely to time-shift viewing to BBC One and ITV programmes, and any time-shifted viewing on these channels is more likely to take place on the same day as the initial transmission
- Time-sensitive genres such as national/ international news, current affairs and sport continue to be the genres most likely to be watched live on the main five PSB channels. In 2016, one-third of all viewing to drama programming was time-shifted.

With the rate of DVR take-up slowing in recent years, the proportion of time-shifted viewing has stabilised

Figure 24: DVR take-up and time-shifted viewing: 2007-2016

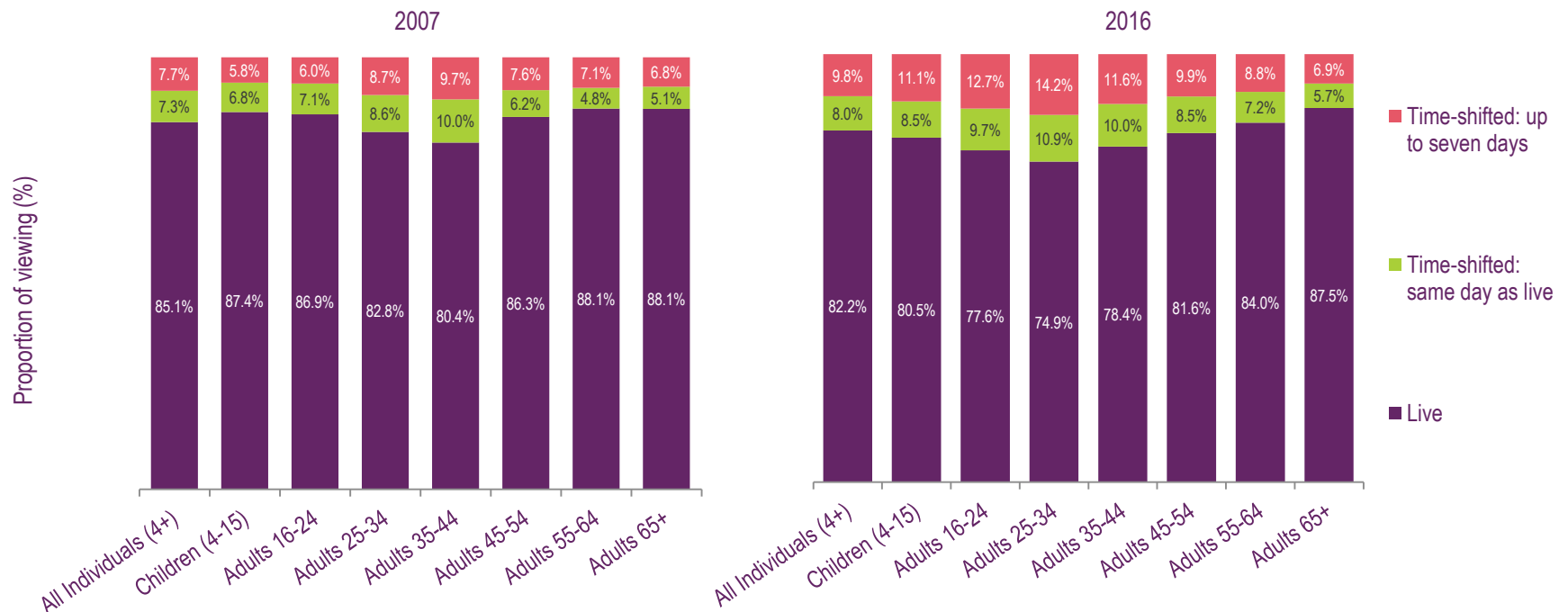


Source: BARB, network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. Based on viewing up to 7 days after initial transmission.

Time-shifted viewing

Across all age groups, viewing 1-7 days after the initial transmission now accounts for a larger proportion of time-shifted viewing than 'same day'

Figure 25: Live vs. time-shifted viewing, total TV - DVR individuals: 2007 and 2016

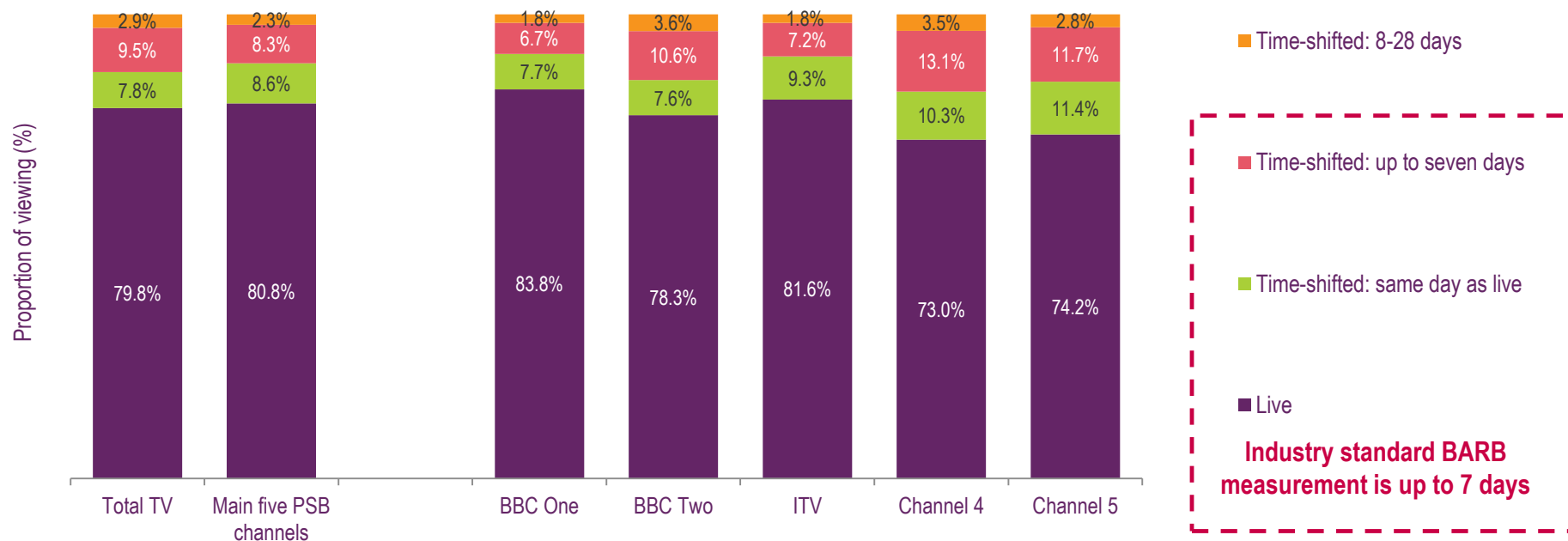


Source: BARB. All DVR owners by age group, network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. Based on viewing up to 7 days after initial transmission.

Time-shifted viewing

A greater proportion of time-shifted viewing on BBC Two, Channel 4 and Channel 5 takes place days after the initial transmission, with around 3% taking place 8-28 days later

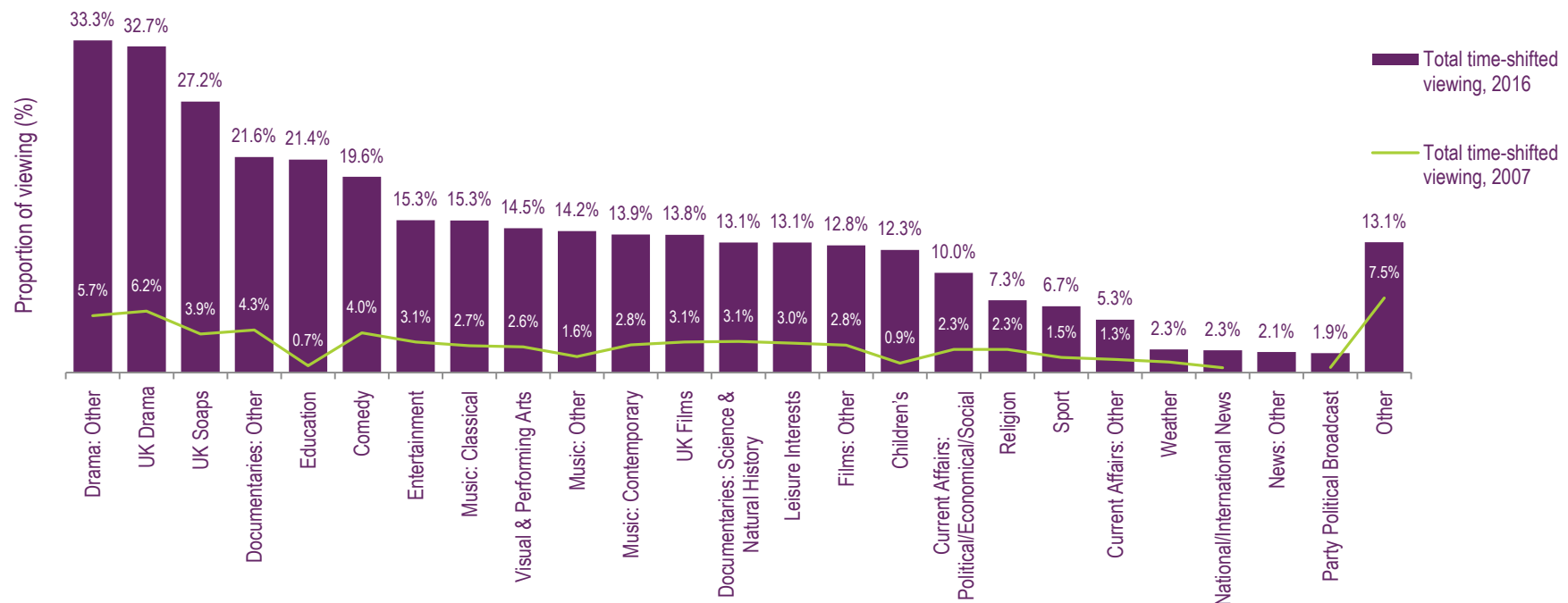
Figure 26: Live vs. time-shifted viewing, Main five PSB channels - DVR Individuals: 2016



Time-shifted viewing

While time-sensitive genres continue to be the most likely to be watched live, one-third of viewing to drama programming is now time-shifted

Figure 27: Time-shifted viewing by genre, main five PSB channels - all individuals: 2007 and 2016



Source: BARB. All individuals (4+), network. Network programming based on 4+ area filter. Based on viewing up to 7 days after initial transmission. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution.

- Background and notes
- The viewing context
- Time spent viewing
- Average weekly reach
- Share of viewing
- Audience profiles
- Time-shifted viewing
- Viewing by genre
- Key genres in more detail: national/international news, current affairs: political/ economic/ social, UK drama, entertainment, sport
- Nations' and regions' news
- Children's viewing
- S4C
- Definitions

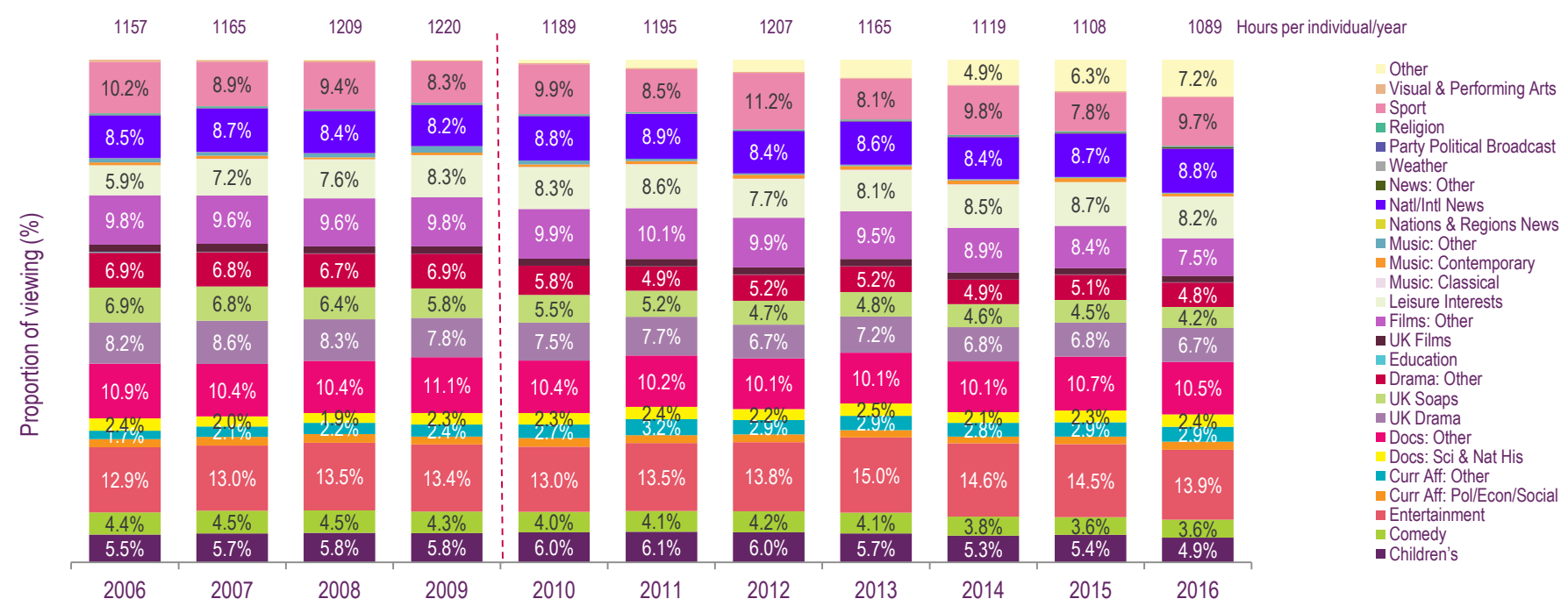
Summary: viewing by genre

- Over the analysis period, the split of viewing by genre across all channels has remained fairly consistent. Entertainment programming remains the most popular genre, accounting for 13.9% of viewing in 2016. This is followed by documentaries: other; sport; national/international news; and leisure interests programming.
- Similarly, entertainment programming was the most-watched genre across the main five PSB channels, accounting for 18.1% of viewing - a greater share than across total TV. Representing 13.9% of viewing, national/international news programming was the second most-watched genre on the main five PSB channels.
- Between 2006 and 2016, there was an increase in viewing to leisure interests programming on BBC One, BBC Two and Channel 4. The proportion of viewing on BBC One represented by national/international news also increased, accounting for a quarter of viewing to the channel in 2016.
- Entertainment programming on ITV has grown in popularity, accounting for a third of all viewing to the channel in 2016. Similarly, following a fall in the share of viewing on Channel 5 represented by drama: other and films: other; the documentaries: other genre accounts for a third of all viewing to the channel.

Viewing by genre

Over the analysis period, the split in viewing by genre has remained stable, with entertainment programming accounting for the largest share of viewing

Figure 28: Viewing by genre across total TV – all individuals: 2006-2016

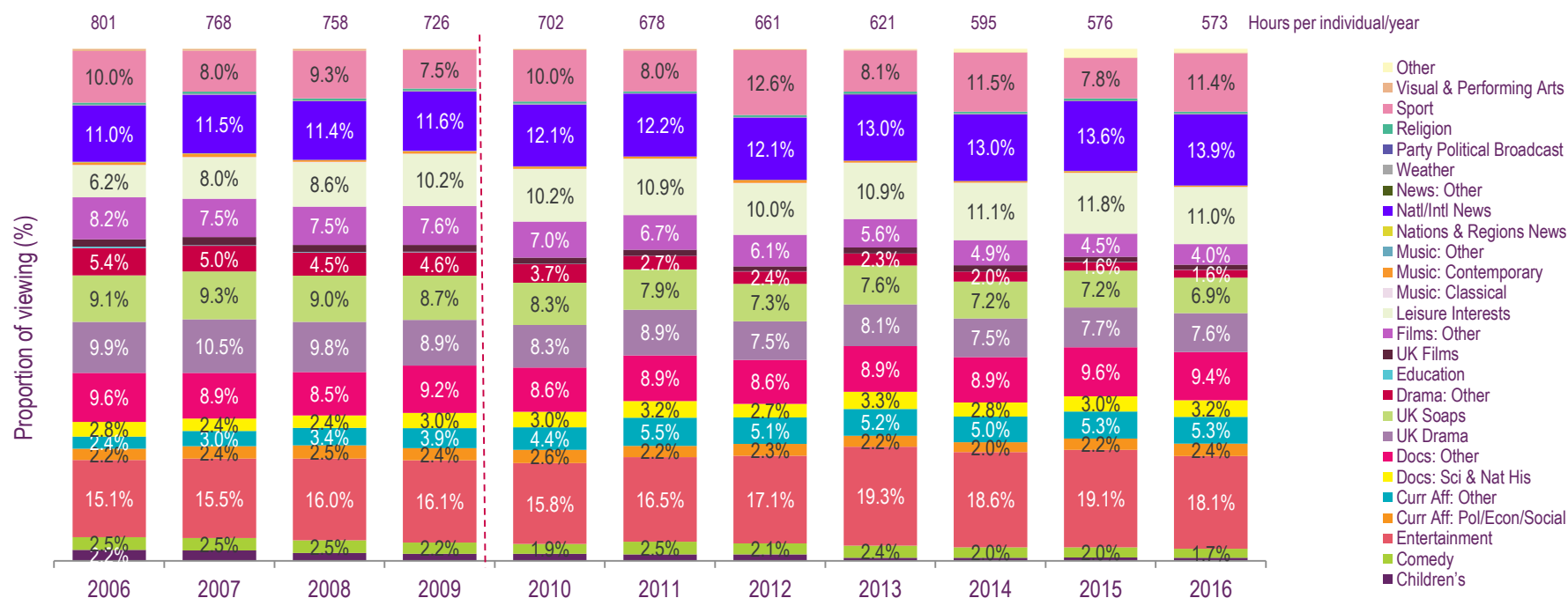


Source: BARB. All individuals (4+), all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution.

Viewing by genre

Entertainment programming remains the most-watched genre on the main five PSB channels followed by news, sport and leisure interests

Figure 29: Viewing by genre on the main five PSB channels – all individuals: 2006-2016

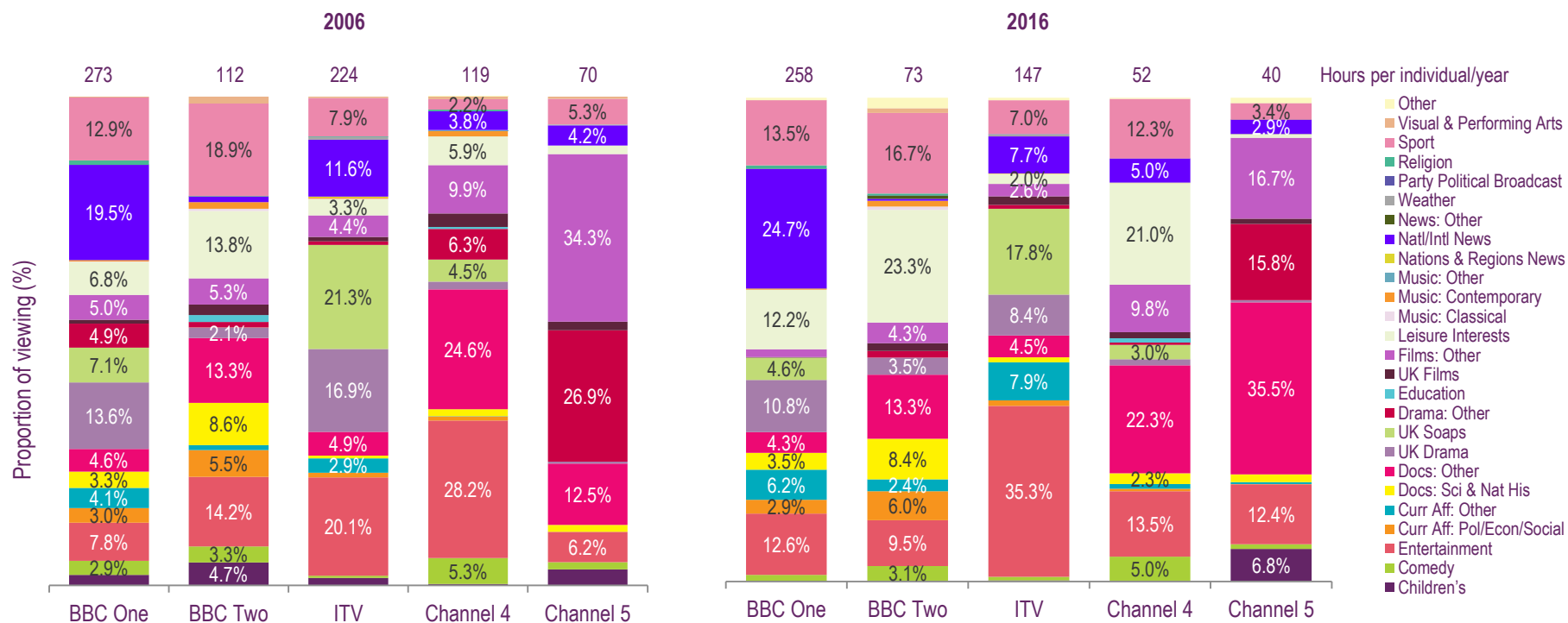


Source: BARB. All individuals (4+), all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution.

Viewing by genre

Leisure interests programming grew in popularity on BBC One, BBC Two and Channel 4 from 2006 to 2016

Figure 30: Viewing by genre on main five PSB channels – all individuals: 2006 and 2016



Source: BARB. All individuals (4+), all day. 2006-2009: network plus/2010+: network. Network programming based on 4+ area filter. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution.

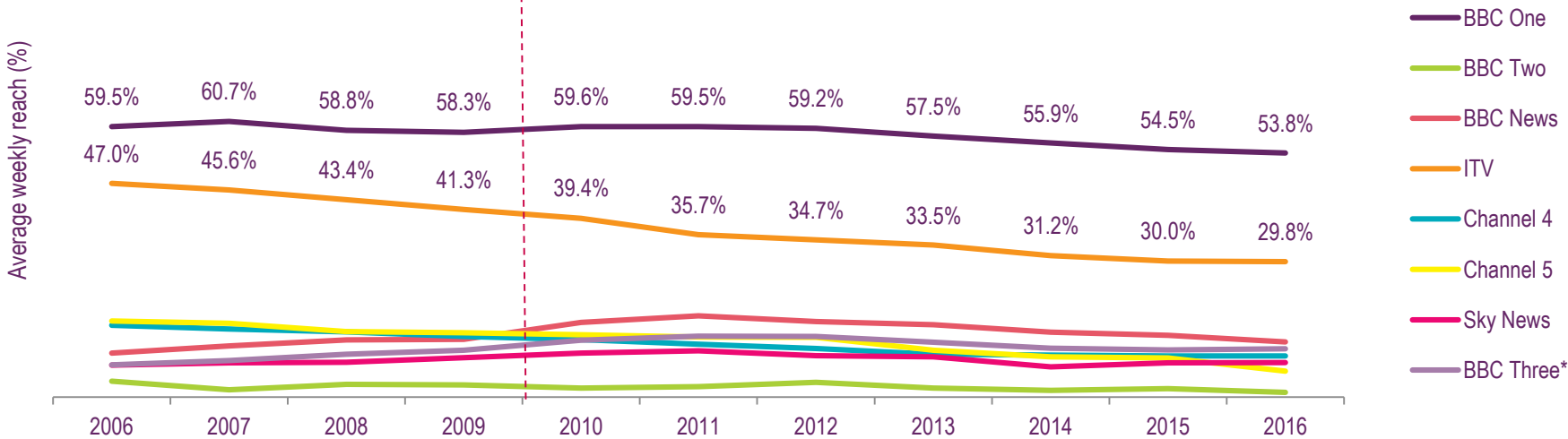
- Background and notes
- The viewing context
- Time spent viewing
- Average weekly reach
- Share of viewing
- Audience profiles
- Time-shifted viewing
- Viewing by genre
- Key genres in more detail: national/international news, current affairs: political/ economic/ social, UK drama, entertainment, sport
- Nations' and regions' news
- Children's viewing
- S4C
- Definitions

Summary: genre analysis

- National/ international news:
 - Year on year, the average weekly reach of national/ international news has remained relatively constant across BBC One, ITV, Channel 4 and Sky News. The average weekly reach of news programming on BBC News fell from 13.6% in 2015 to 12.2% in 2016 and from 8.6% to 5.7% year on year across Channel 5.
 - Among all individuals, the time spent watching national/ international news has remained constant year on year, at 96 hours in 2016. The BBC channels continue to dominate television news consumption, representing three-quarters of viewing to the genre - although year-on-year viewing to BBC News has fallen marginally.
 - Viewing to the genre among 16-34 year olds has fallen from 50 hours in 2006 to 31 hours in 2016, although year-on-year trends are stable. News viewing on BBC One/ BBC Two and ITV has grown in popularity in 2016, while viewing to BBC News and Sky News has fallen. Viewing to national/ international news remains considerably higher among viewers aged 35 and over at 142 hours in 2016, with BBC channels representing the majority of viewing.
- Current affairs: political/ economic/ social: following a period of decline, viewing to the genre has increased for the second successive year, rising to 17.9 hours in 2016. The majority of viewing continues to take place across the BBC channels, representing 79.3% of all viewing to the genre. ITV and the multichannels each account for 9.2% of viewing – a year-on-year increase for both.
- UK drama: total viewing to UK drama has remained fairly stable year on year, representing 73.4 hours per individual in 2016, and the BBC and ITV families continue to account for the majority of viewing. BBC One's share of viewing has remained fairly consistent, while ITV's falling share has been cannibalised by its portfolio channels. The genre is growing in popularity across the multichannels, with share of viewing rising from 12.5% in 2015 to 15.5% in 2016.
- Entertainment: overall viewing to the genre fell for the third successive year from 174.5 hours per individual in 2013 to 151.5 hours in 2016. ITV continues to dominate viewing to entertainment programming – when combined with its portfolio channels, the ITV family represented 44.8% of viewing to the genre in 2016. Over the analysis period, as the share of viewing to Channel 4 has fallen, the share represented by the multichannels has grown, accounting for 17.1% in 2016.
- Sport: given the variety in sporting events taking place each year, and the channels on which they are televised, the channel split in viewing to sport varies more than other genres. However, BBC One, BBC Two and the multichannels continue to dominate viewing to this genre.

While the reach of national/international news on BBC News and Channel 5 has fallen in 2016, it has remained relatively constant across the other channels

Figure 31: Average weekly reach of national/international news by channel - all individuals: 2006-2016



Source: BARB. All individuals (4+), 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter; Genre= national / international news.

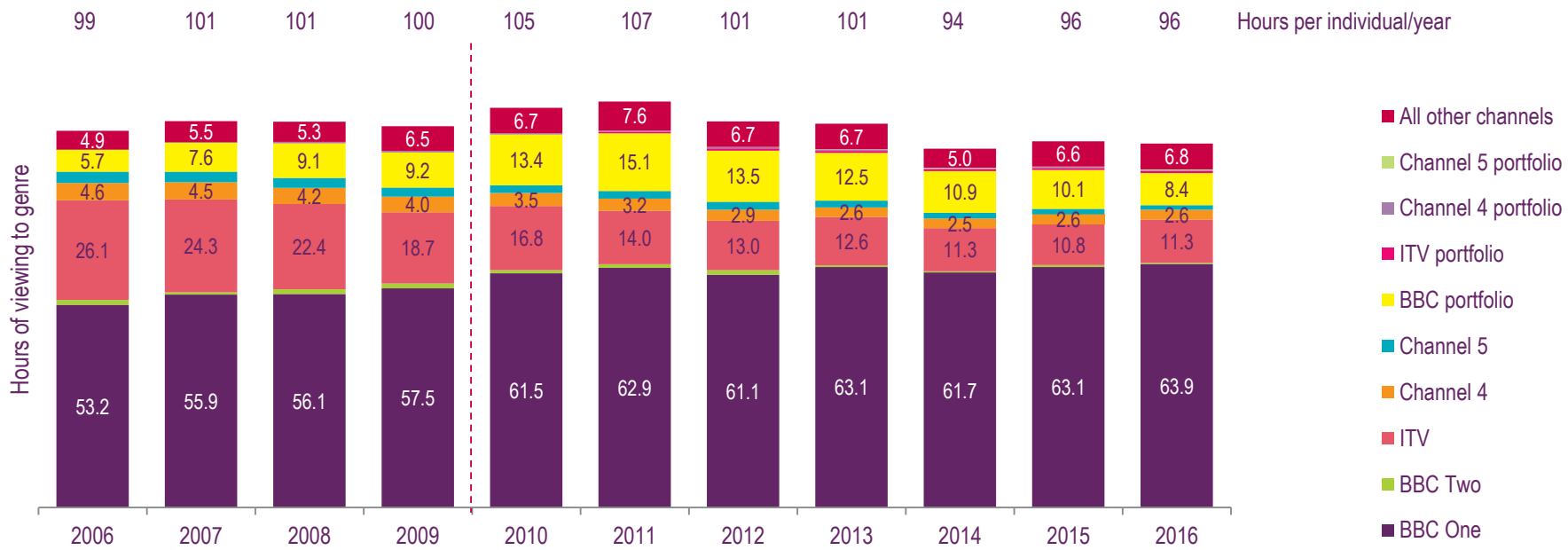
Reach criteria = 3+ consecutive minutes for all channels except BBC Three whose reach criteria is 1 minute as BBC Three's news bulletin is only 1 minute long, BBC Three figures are therefore not directly comparable; S4C and ITV News channel excluded from this analysis; channels include viewing to their HD channel variants but exclude viewing to their +1 channels; from 6 September 2010, following the re-brand of GMTV to the strands of Daybreak (0600-0900) and Lorraine (0900-0925) there was a change to the genre coding of these two distinct programme segments in BARB; from the re-brand, Daybreak was coded as current affairs: magazine (which is included within the current affairs: other category in Ofcom's analysis) while Lorraine was coded as entertainment; prior to 6th September 2010, distinct programming elements within GMTV as a whole were coded up separately; the effect of this is that news and other programming strands which were previously reported separately under GMTV became captured under a single BARB genre category of current affairs: magazine (which forms part of current affairs: other in Ofcom's analysis) from the third quarter of 2010 and across 2011-2013.

Genre analysis



Time spent viewing national/ international news has remained fairly constant year on year, with a marginal decline across the BBC portfolio channels

Figure 32: Hours of viewing to national/international news by channel group – all individuals: 2006-2016



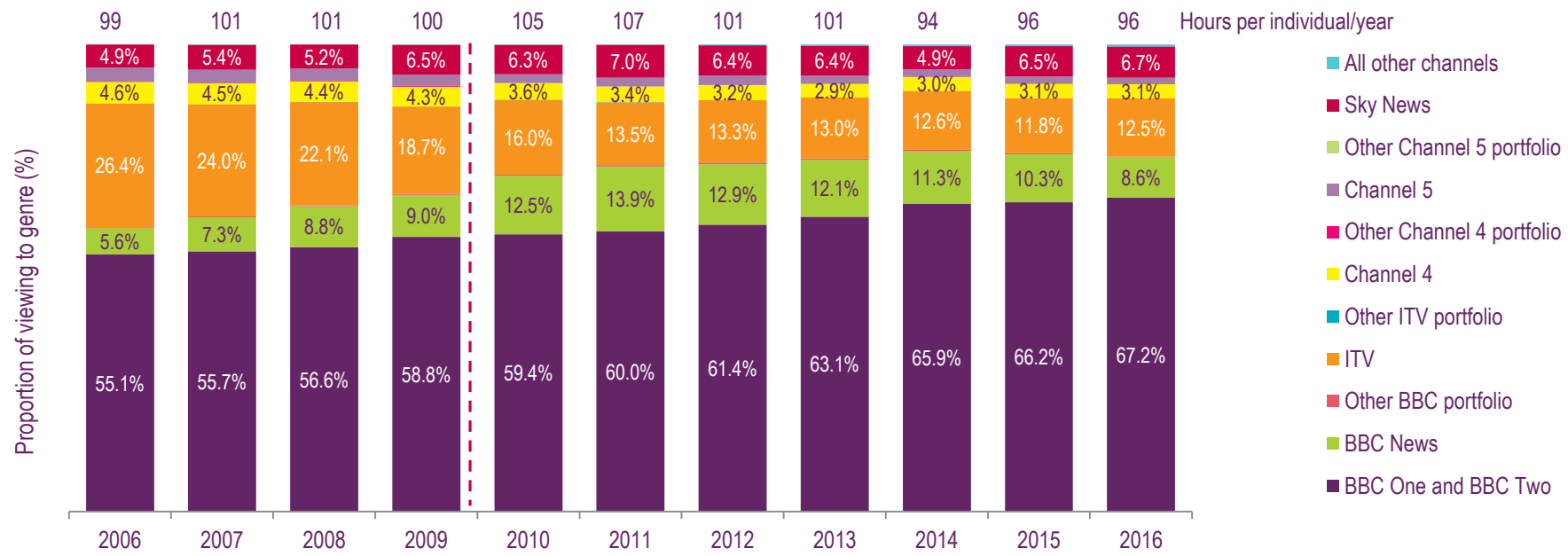
Source: BARB. All individuals (4+), all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. A step-change in the proportion of news viewing attributed to ITV between 2010 and 2011 may be partly explained by the ITV Breakfast re-brand from GMTV to Daybreak, in terms of the coding of programming; from 6 September 2010, following the re-brand of GMTV to the strands of Daybreak (0600-0900) and Lorraine (0900-0925) there was a change to the genre coding of these two distinct programme segments in BARB; from the re-brand, Daybreak was coded as current affairs: magazine (which is included within the current affairs: other category in Ofcom's analysis) while Lorraine was coded as entertainment; prior to 6th September 2010, distinct programming elements within GMTV as a whole were coded up separately; the effect of this is that news and other programming strands which were previously reported separately under GMTV became captured under a single BARB genre category of current affairs: magazine (which forms part of current affairs: other in Ofcom's analysis) from the third quarter of 2010 and across 2011-2013.

Genre analysis



While viewing to BBC News has fallen year on year, the BBC channels continue to dominate news consumption, accounting for three-quarters of viewing to the genre

Figure 33: Proportion of viewing to national/international news by channel group – all individuals: 2006-2016



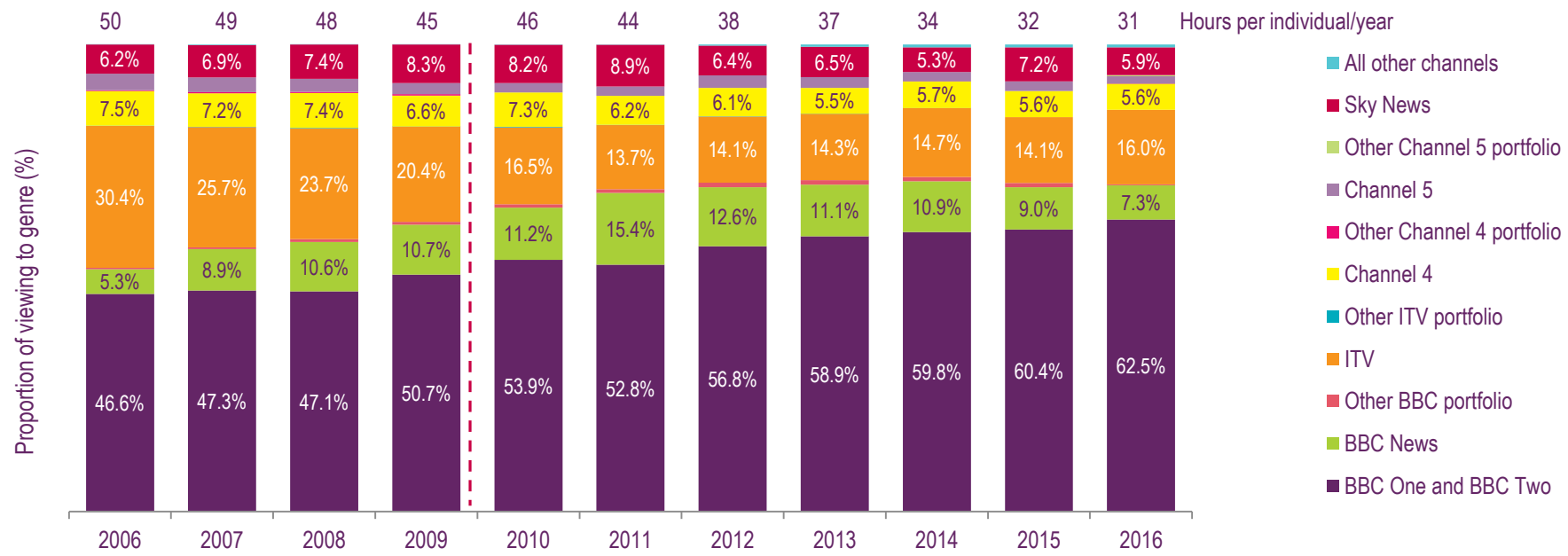
Source: BARB. All individuals (4+), all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. Shares are based on total minutes of viewing to national/international news. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable. Note: a step-change in the proportion of news viewing attributed to ITV between 2010 and 2011 may be partly explained by the ITV Breakfast re-brand from GMTV to Daybreak, in terms of the coding of programming; from 6 September 2010, following the re-brand of GMTV to the strands of Daybreak (0600-0900) and Lorraine (0900-0925) there was a change to the genre coding of these two distinct programme segments in BARB; from the re-brand, Daybreak was coded as current affairs: magazine (which is included within the current affairs: other category in Ofcom's analysis) while Lorraine was coded as entertainment; prior to 6th September 2010, distinct programming elements within GMTV as a whole were coded up separately; the effect of this is that news and other programming strands which were previously reported separately under GMTV became captured under a single BARB genre category of current affairs: magazine (which forms part of current affairs: other in Ofcom's analysis) from the third quarter of 2010 and across 2011-2013.

Genre analysis



Year on year, national/ international news on BBC One, BBC Two and ITV has gained popularity among 16-34 year olds, while viewing to BBC News and Sky News has declined

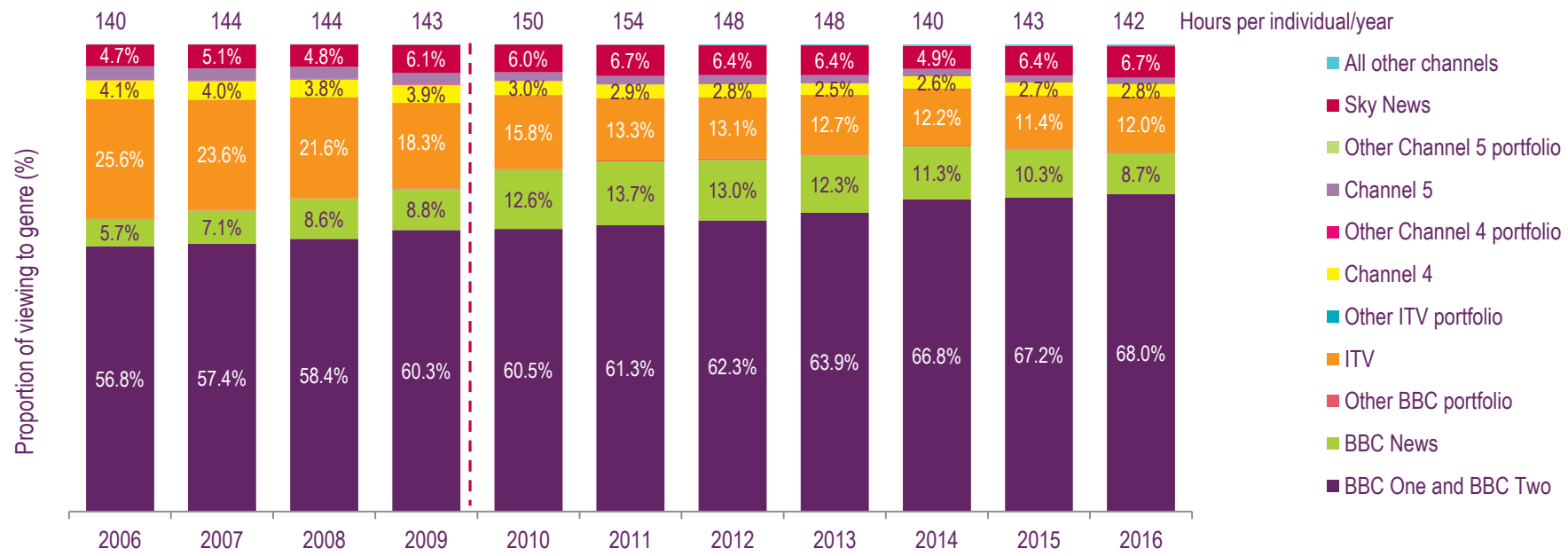
Figure 34: Proportion of viewing to national/international news by channel group – adults 16-34: 2006-2016



Source: BARB. Adults 16-34, all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. Shares are based on total minutes of viewing to national/international News. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable. Note: a step-change in the proportion of news viewing attributed to ITV between 2010 and 2011 may be partly explained by the ITV Breakfast re-brand from GMTV to Daybreak, in terms of the coding of programming; from 6 September 2010, following the re-brand of GMTV to the strands of Daybreak (0600-0900) and Lorraine (0900-0925) there was a change to the genre coding of these two distinct programme segments in BARB; from the re-brand, Daybreak was coded as current affairs: magazine (which is included within the current affairs: other category in Ofcom's analysis) while Lorraine was coded as entertainment; prior to 6th September 2010, distinct programming elements within GMTV as a whole were coded up separately; the effect of this is that news and other programming strands which were previously reported separately under GMTV became captured under a single BARB genre category of current affairs: magazine (which forms part of current affairs: other in Ofcom's analysis) from the third quarter of 2010 and across 2011-2013.

Viewers aged 35 and over continue to spend more time than younger viewers viewing national/ international news

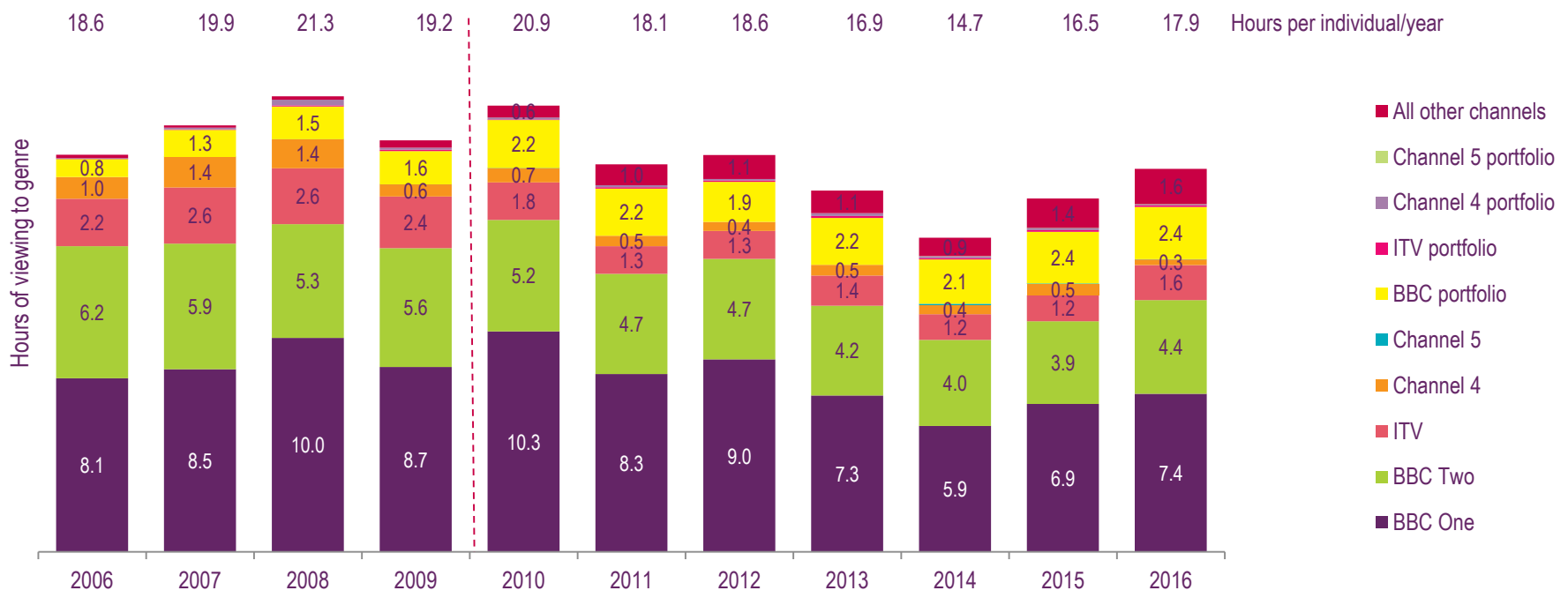
Figure 35: Proportion of viewing to national/international news by channel group, adults 35+: 2006-2016



Source: BARB. Adults 35+, all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. Shares are based on total minutes of viewing to national/international News. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable. Note: a step-change in the proportion of news viewing attributed to ITV between 2010 and 2011 may be partly explained by the ITV Breakfast re-brand from GMTV to Daybreak, in terms of the coding of programming; from 6 September 2010, following the re-brand of GMTV to the strands of Daybreak (0600-0900) and Lorraine (0900-0925) there was a change to the genre coding of these two distinct programme segments in BARB; from the re-brand, Daybreak was coded as current affairs: magazine (which is included within the current affairs: other category in Ofcom's analysis) while Lorraine was coded as entertainment; prior to 6th September 2010, distinct programming elements within GMTV as a whole were coded up separately; the effect of this is that news and other programming strands which were previously reported separately under GMTV became captured under a single BARB genre category of current affairs: magazine (which forms part of current affairs: other in Ofcom's analysis) from the third quarter of 2010 and across 2011-2013.

Viewing to current affairs programming has increased for the second successive year

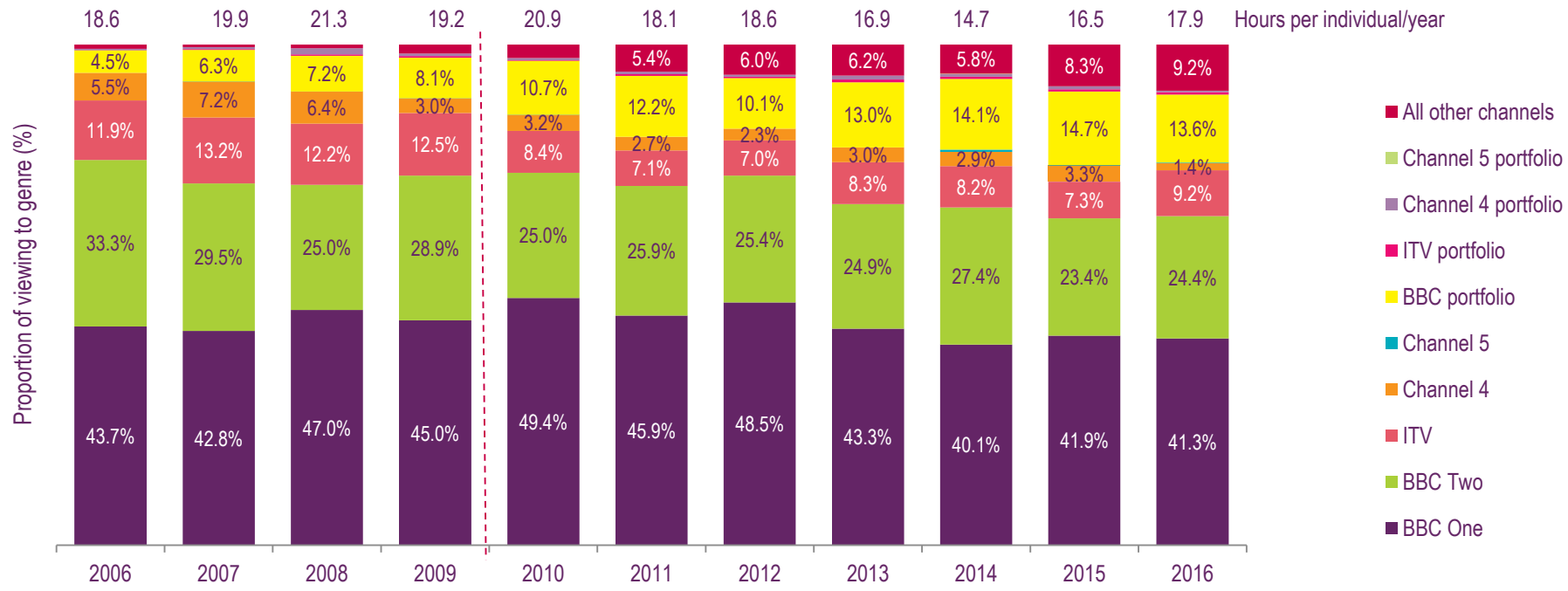
Figure 36: Hours of viewing to current affairs: political/ economic/ social, by channel group, all individuals: 2006-2016



Source: BARB. All individuals (4+), all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution.

The BBC channels accounted for four-fifths of viewing to current affairs programming in 2016 - a similar proportion as in 2006

Figure 37: Proportion of viewing to current affairs: political/ economic/ social, by channel – all individuals: 2006-2016



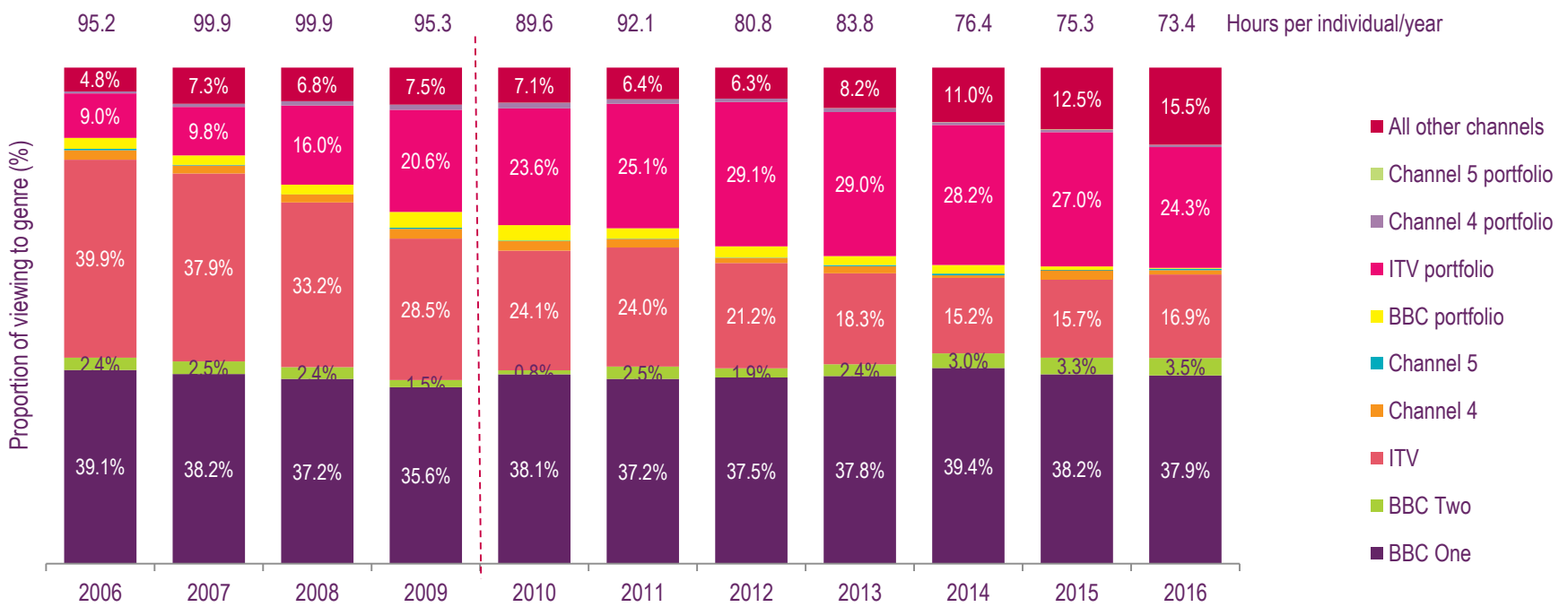
Source: BARB. All individuals (4+), all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution

Genre analysis



While the BBC and ITV families continue to account for the majority of viewing to UK drama, the genre is growing in popularity across the multichannels

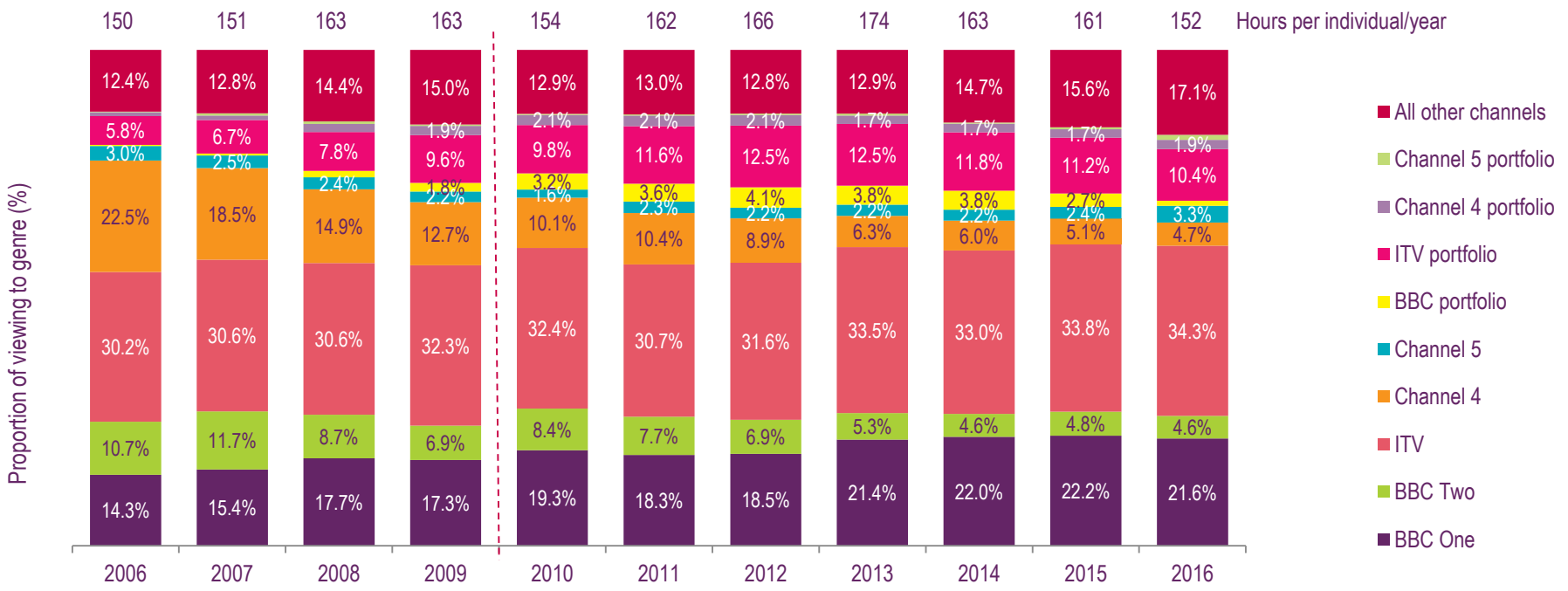
Figure 38: Proportion of viewing to UK drama, by channel – all individuals: 2006-2016



Source: BARB. All individuals (4+), all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution

ITV continues to dominate viewing to the entertainment genre – the share represented by the multichannels has grown for the fourth successive year

Figure 39: Proportion of viewing to entertainment, by channel group – all individuals: 2006-2016



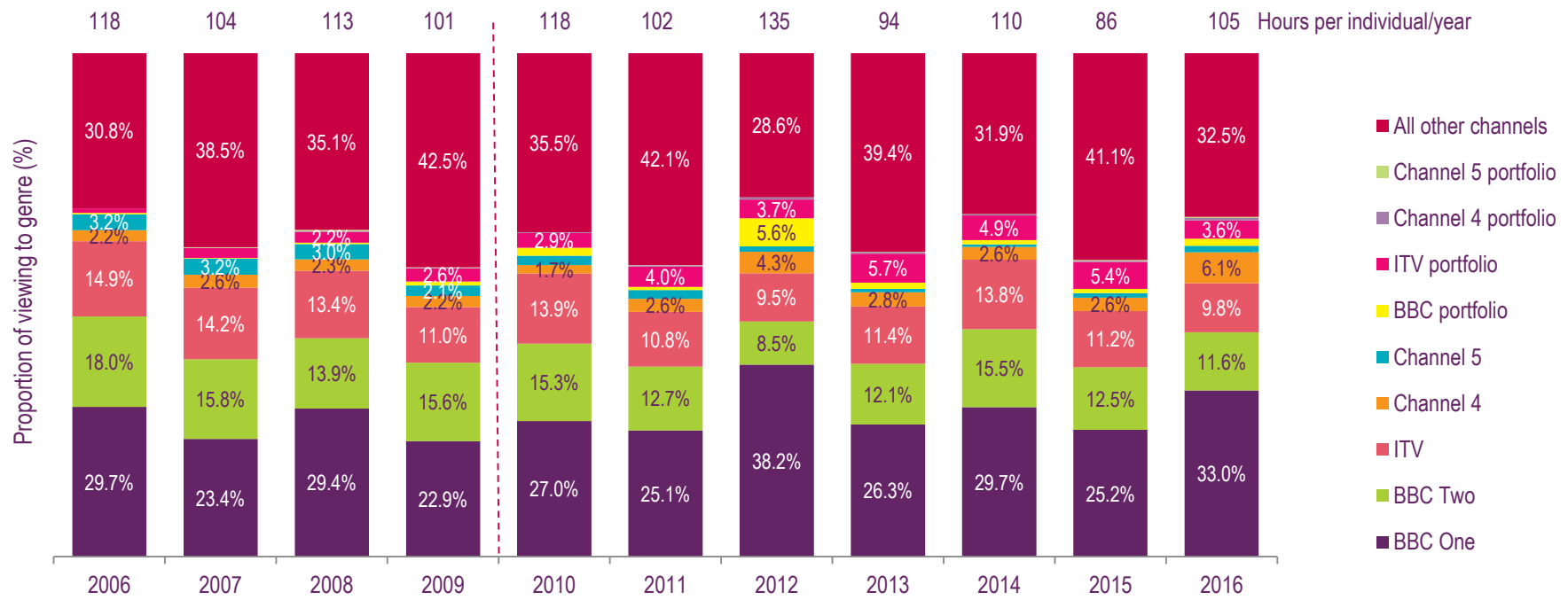
Source: BARB. All individuals (4+), all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution

Genre analysis



While the channel split in viewing to sport varies more than other genres, BBC One, BBC Two and the multichannels continue to account for the majority of viewing

Figure 40: Proportion of viewing to sport, by channel group, all individuals: 2006-2016



Source: BARB. All individuals (4+), all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution.

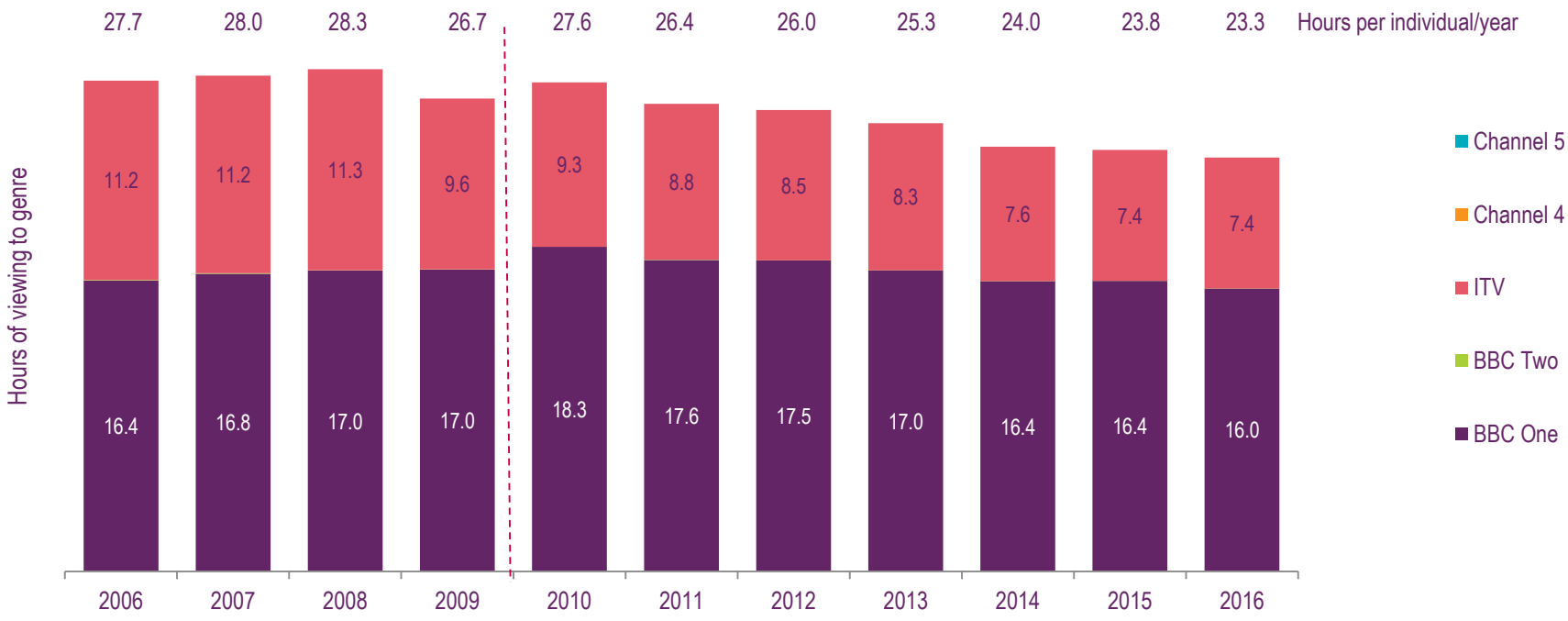
- Background and notes
- The viewing context
- Time spent viewing
- Average weekly reach
- Share of viewing
- Audience profiles
- Time-shifted viewing
- Viewing by genre
- Key genres in more detail: national/international news, current affairs: political/ economic/ social, UK drama, entertainment, sport
- Nations' and regions' news
- Children's viewing
- S4C
- Definitions

Summary: nations' and regions' news

- Following a fall in viewing to nations' and regions' news programming, from 27.6 hours per individual in 2010 to 24 hours in 2014, the time spent watching this genre has stabilised in recent years. BBC One continues to be the main source of such programming, with individuals watching an average of 16 hours on the channel in 2016.
- During weekdays, the early evening nations' and regions' news bulletin is broadcast at 6pm on Channel 3/ITV. The share of viewing to this bulletin is higher in each of the devolved nations than in the UK as a whole, and increased across each of them between 2006 and 2016, while remaining constant across the UK as a whole. Across the English regions, the share of viewing achieved by Channel 3's early-evening news bulletin in 2016 was highest in Border and lowest in London – a similar picture as in 2006.
- BBC One's early-evening nations' and regions' bulletin is broadcast at 6.30pm. Between 2006 and 2016, the share of viewing to the BBC early-evening bulletin increased across Northern Ireland, Scotland and the UK as a whole, while falling in Wales, and is now similar across each of the devolved nations and the UK as a whole, at around 30%. There are, however, differences across the English regions; the bulletin attracts the greatest share in the South West.

Viewing to nations' and regions' news programming has stabilised in recent years

Figure 41: Hours of viewing to nations' and regions' news by channel, all individuals: 2006-2016



Source: BARB. All individuals (4+), all day, network. Based on total minutes of viewing to the genre across the main five PSB channels only. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution.

The share of viewing to ITV's early evening bulletin has increased across each of the nations while remaining constant across the UK as a whole

Figure 42: Channel 3 nations' and regions' evening news viewing share – nations: 2006 and 2016



Source: BARB. All individuals (4+). Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday. UK figures based on dayparts data: Channel 3 Monday-Friday 1800-1830.

As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

The share of viewing to ITV's early evening news programme was highest in Border and lowest in London

Figure 43: Channel 3 nations' and regions' evening news viewing share – English regions: 2006 and 2016



Source: BARB. All individuals (4+). Based on channel shares for nations' and regions' news programming with a start time of 17:50-18:40 Monday-Friday. UK figures based on dayparts data: Channel 3 Monday-Friday 1800-1830.
 *As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

The share of viewing to BBC's early evening news is now similar across each of the devolved nations and the UK as a whole

Figure 44: BBC One nations' and regions' evening news viewing share – nations: 2006 and 2016



Source: BARB. All individuals (4+). Based on channel shares for nations' and regions' news programming with a start time of 17:50-18:40 Monday-Friday. UK figures based on dayparts data: BBC One Monday-Friday 1830-1900. ITV regions used for analysis, therefore BBC One share may not exactly correlate with distinct BBC regional news programmes. As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

However, there are differences across the English regions; the bulletin attracts the greatest share in the South West

Figure 45: BBC One nations' and regions' evening news viewing share – English regions: 2006 and 2016



Source: BARB. All individuals (4+). Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday. UK figures based on dayparts data: BBC One Monday-Friday 1830-1900.

ITV regions used for analysis, therefore BBC One share may not exactly correlate with distinct BBC regional news programmes.
 *As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

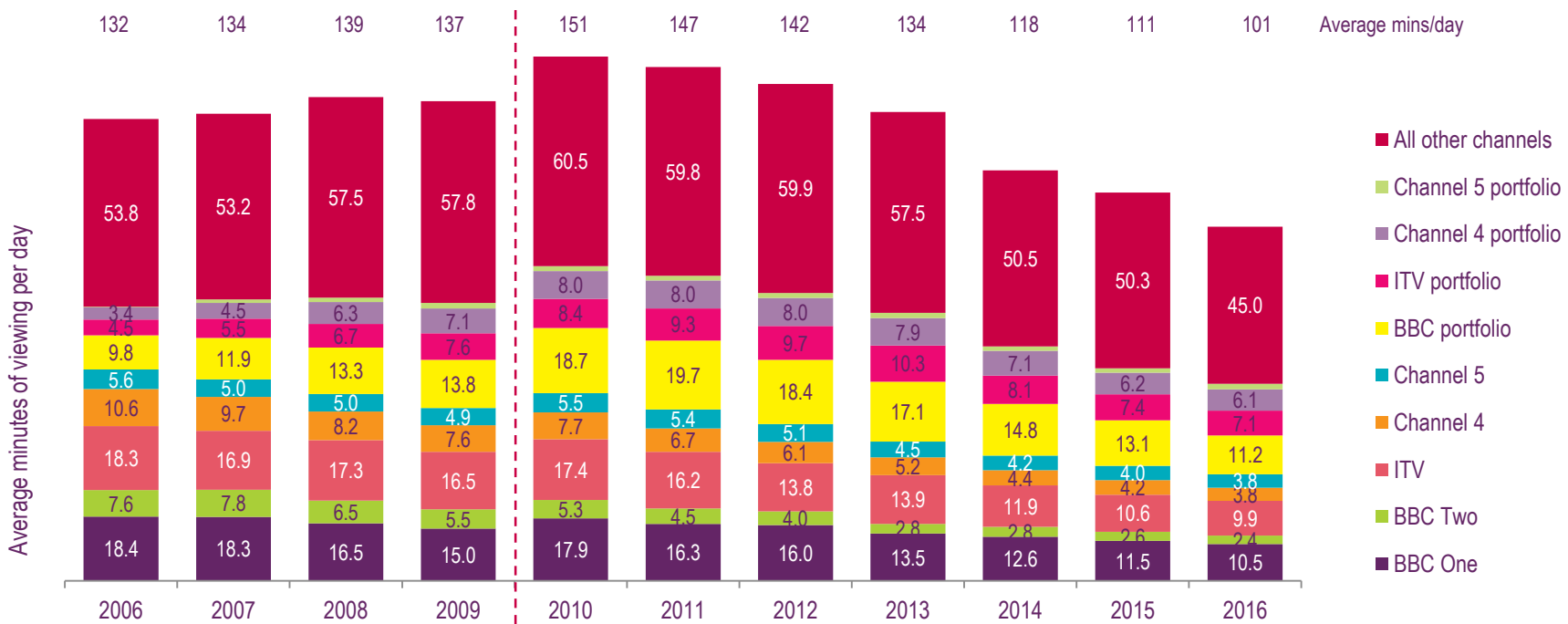
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Summary: children's viewing

- Children's viewing to broadcast television on TV sets continues to decline, falling by ten minutes per day to 1 hour 41 minutes in 2016. Between 2015 and 2016, viewing to the PSBs and their respective portfolios declined to a lesser extent than children's viewing to all other channels, which has fallen by 5.3 minutes per day.
- The trends in children's share of viewing by channel/group have been fairly consistent in recent years, with the main five PSB channels representing around 30% of viewing, and the PSB families combined representing around 55% of viewing. Between 2015 and 2016, while remaining the most popular PSB channel group, the share represented by the BBC portfolio channels fell from 11.8% to 11.0%.
- The overall breakdown in children's television viewing by genre has remained fairly constant over the years, with children's programming representing a third of all viewing. This is followed by entertainment programming and films: other as the most popular genres.
- CBeebies continues to be the most popular channel choice for 4-15 year olds when they are watching children's programming. Between 2015 and 2016, the share of viewing to the children's genre represented by the Disney channels fell from 17.6% to 13.2%, the fourth successive period of decline for the group. Over the same period, the share of viewing to the CSC Media Group, Viacom and PSB portfolio children's channels has increased.
- Across all channels, pre-school and cartoons/animation programming dominate children's viewing to the children's genre, representing three-fifths of viewing.

Average daily viewing to the PSBs and their portfolios have declined to a lesser extent than all other channels year on year

Figure 46: Average minutes of daily viewing by channel – children 4-15: 2006-2016



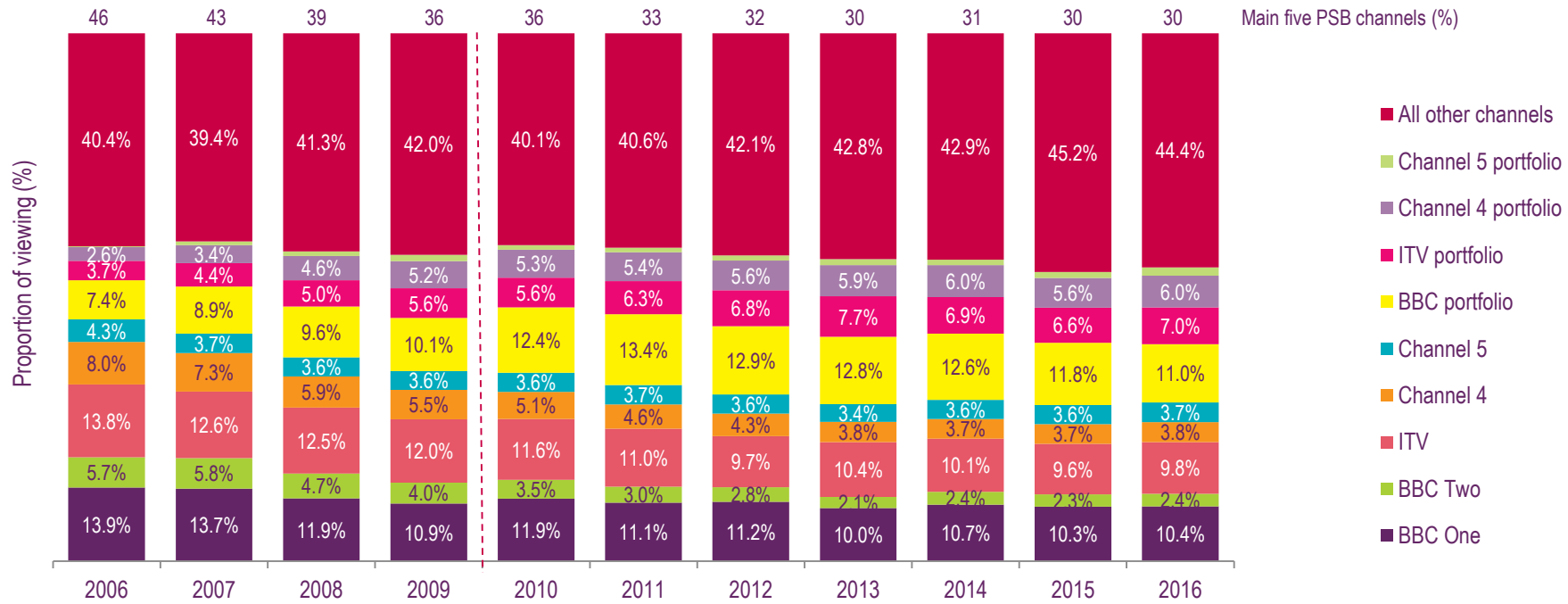
Source: BARB. Children 4-15, network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. Channel 4 includes S4C up to 2009.

Children's viewing



The PSBs and their channel portfolios account for over half of children's television viewing, with BBC portfolio channels attracting the largest share of viewing

Figure 47: Channel shares for the main PSB channels and their portfolio channels – children 4-15: 2006-2016



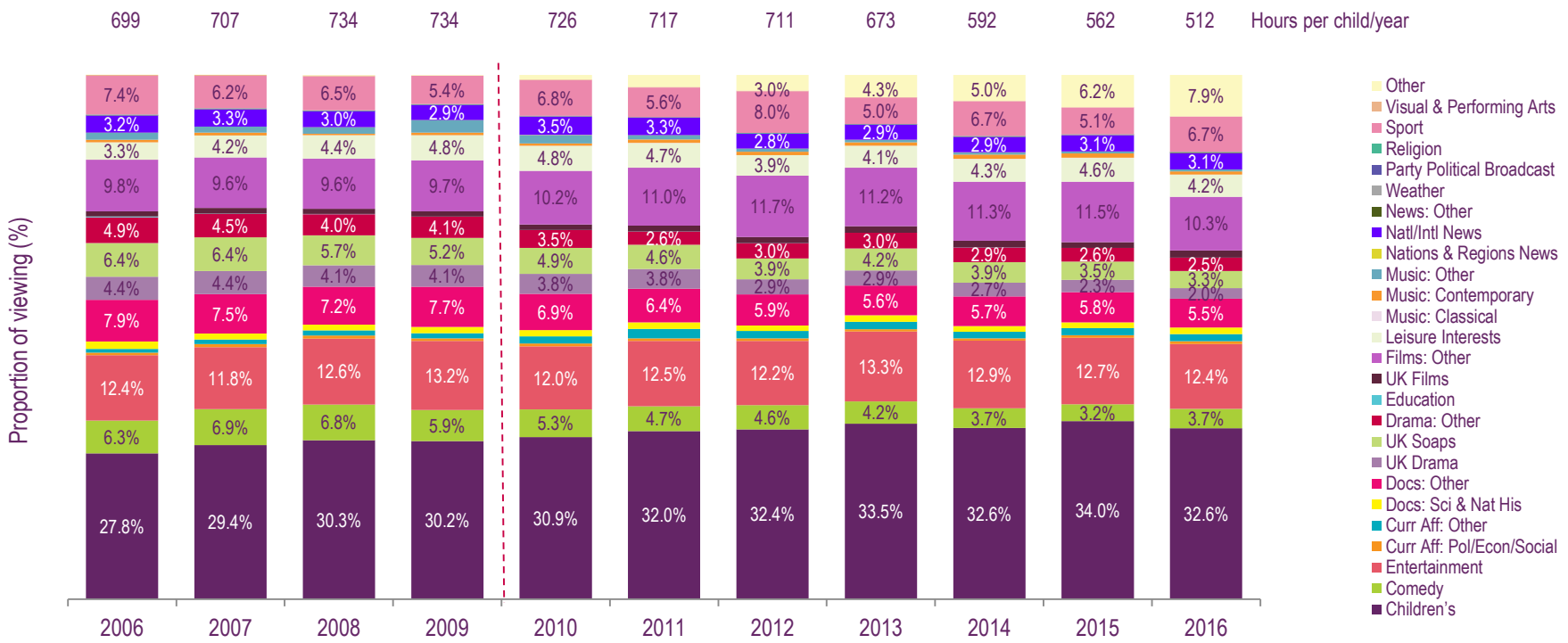
Source: BARB. Children 4-15, network. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution. Channel 4 includes S4C up to 2009.

Children's viewing



The overall split in children's viewing by genre has remained fairly constant over the years, with children's programming representing a third of viewing

Figure 48: Viewing by genre across total TV – children 4-15: 2006-2016



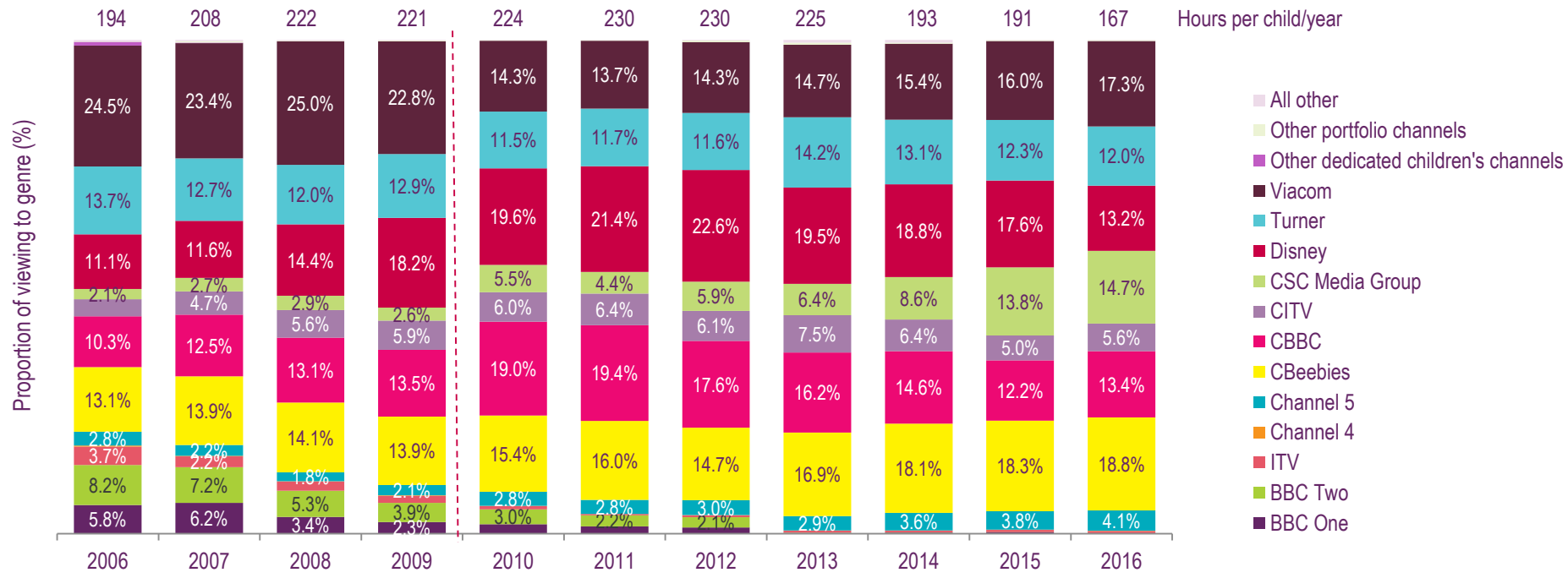
Source: BARB. Children 4-15, all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution.

Children's viewing



As the proportion of viewing to children's programming represented by the Disney channels has fallen, viewing to the CSC Media, Viacom and PSB portfolio children's channels has increased

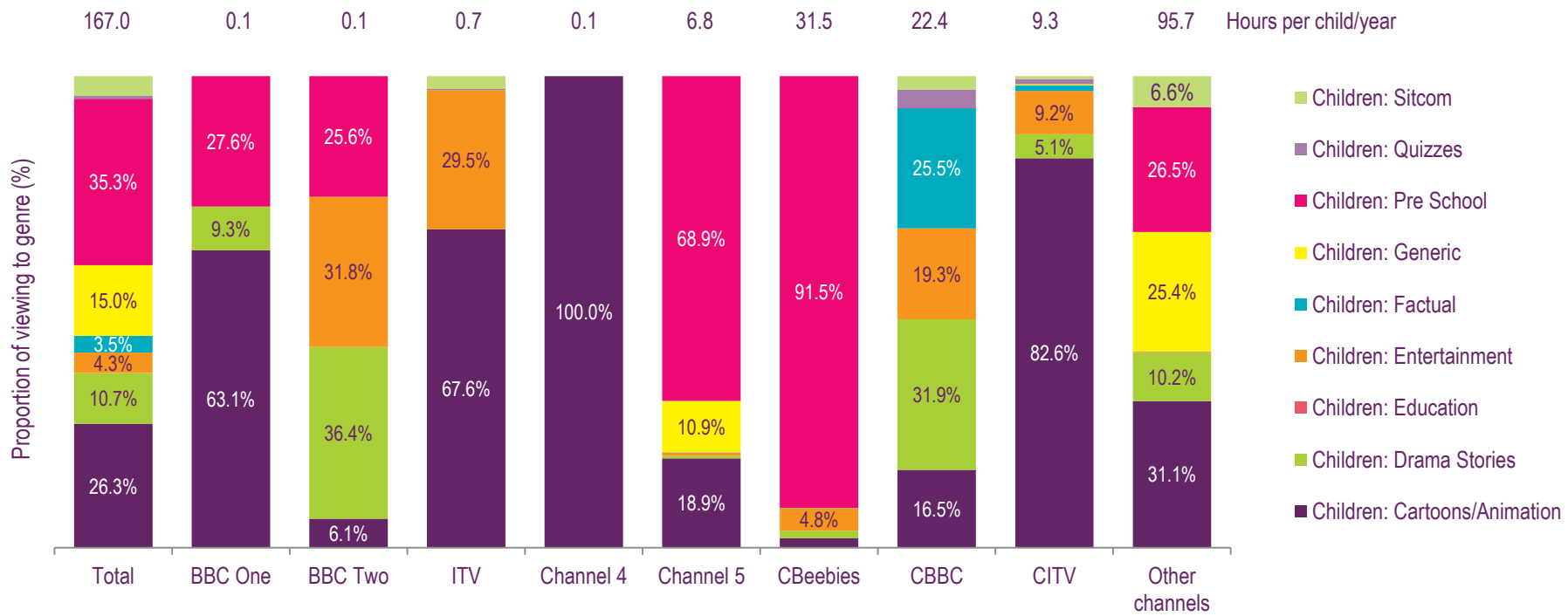
Figure 49: Proportion of viewing to children's programming, by channel group – children 4-15: 2006-2016



Source: BARB. Children 4-15, all day. 2006-2009: network plus. 2010+: network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with some caution

Pre-school and animation programming dominates children's viewing to the children's genre, representing three-fifths of viewing

Figure 50: Children's viewing of the children's genre, by sub-genre – children 4-15: 2016



Source: BARB. Children 4-15, network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.
 *Other channels refers to all channels excluding the main five PSB channels and all their respective portfolio channels.

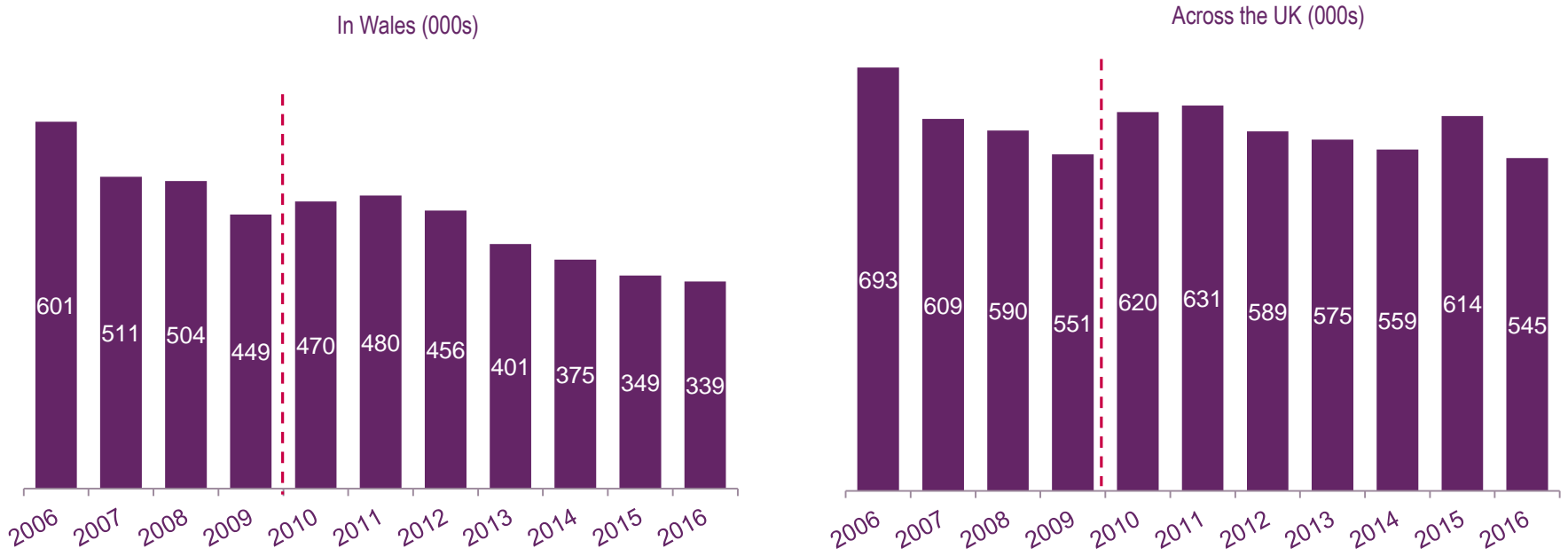
- Background and notes
- The viewing context
- Time spent viewing
- Average weekly reach
- Share of viewing
- Audience profiles
- Time-shifted viewing
- Viewing by genre
- Key genres in more detail: national/international news, current affairs: political/ economic/ social, UK drama, entertainment, sport
- Nations' and regions' news
- Children's viewing
- S4C
- Definitions

Summary: S4C

- In a typical week, 339,000 viewers in Wales watched S4C on television for at least three consecutive minutes. This continues the steady decline in weekly reach since 2011. There is a notable increase in reach when all viewers across the UK are considered, and weekly reach was 545,000 viewers in 2016, a decrease since 2015, which had the largest audience since 2011.
- Up to 28-day time-shifted viewing was introduced by BARB in July 2013. As S4C is a niche channel, its viewing often falls outside the industry-standard seven-day time-shifted window on TV. When we include figures for viewing on the TV set between eight and 28 days after transmission, S4C's 2016 reach increased by 2% to 345,000 in Wales and by 11% across the UK, taking it to 602,000.
- Time spent watching S4C remained stable year on year in Wales, at just below 13 hours, following four years of decline. It increases to 13 hours when the additional eight–28 time-shifting is included.
- In 2016 in Wales, the spread of viewing by genre on S4C has remained broadly consistent year on year, with shifts in some genres since 2011. Sport still accounted for the largest proportion of viewing, at 21% and the proportion of viewing to UK soaps in 2016 increased slightly, bringing it a bit closer to its pre-2015 proportion. The proportion of children's viewing decreased slightly year on year, and is 1pp above its 2011 level.

S4C's weekly reach dipped slightly year on year in 2016, both in Wales and in the rest of the UK

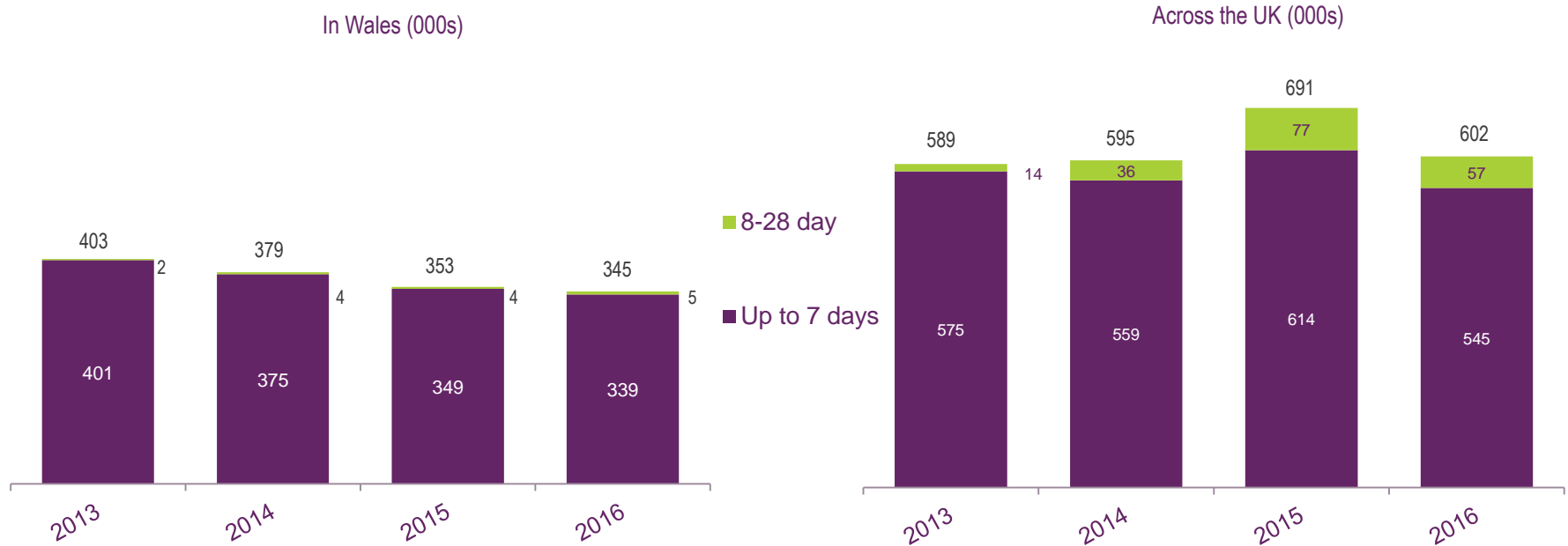
Figure 51: Average weekly reach (000s) of S4C – individuals: 2006-2016



Source: S4C/BARB. Individuals (4+). S4C total area and S4C network. Reach criteria: 3+ consecutive minutes, full weeks used. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with caution. Pre March 31st 2010 data is based on S4C Welsh hours, so as not to include any viewing to Channel 4. Post March 31st 2010 data is based on all S4C hours. Historical figures may differ slightly from previous reports due to S4C changing data providers.

Viewers across the UK watching 8 – 28 days after broadcast increased S4C's 2016 average weekly reach by 11%

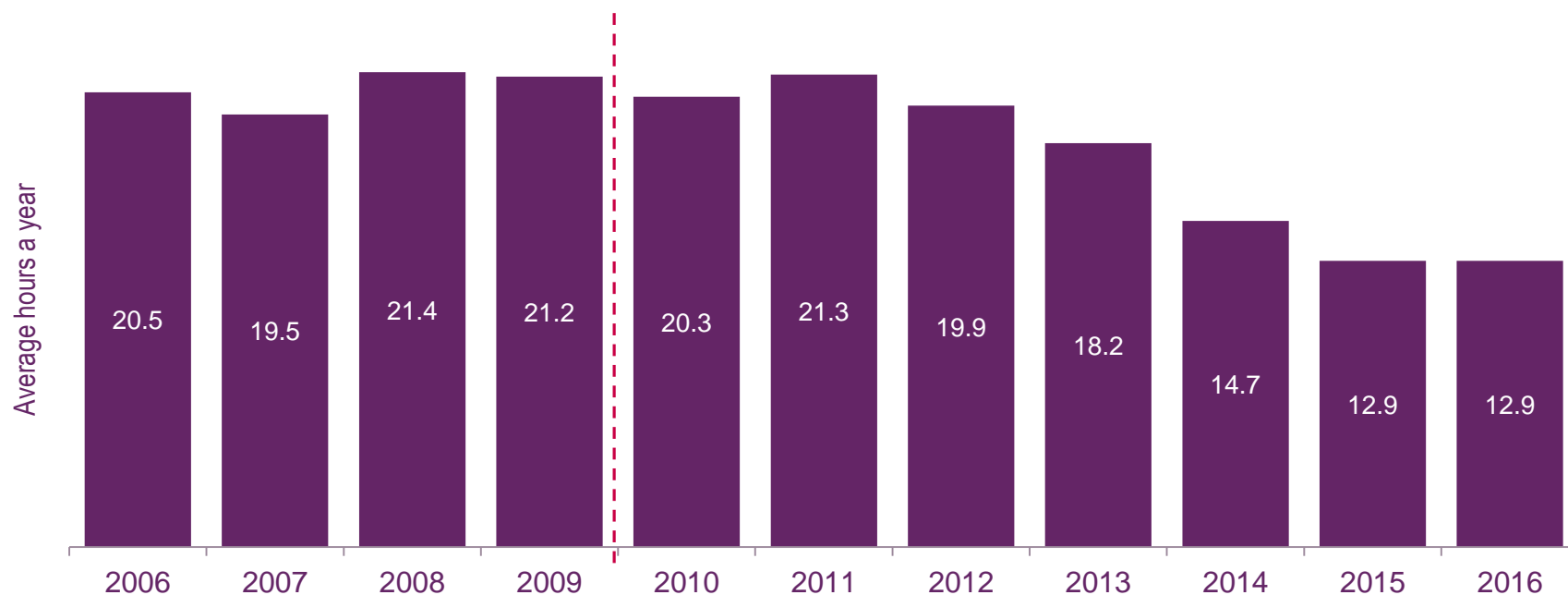
Figure 52: Average weekly reach (000s) of S4C including up to 28 day time-shifting – individuals: 2013-2016



Source: S4C/BARB. Individuals (4+). S4C total area and S4C network. Reach criteria: 3+ consecutive minutes, full weeks used. A new BARB panel was introduced in 2010 therefore pre- and post-panel change must be treated with caution. Pre March 31st 2010 data is based on S4C Welsh hours, so as not to include any viewing to Channel 4. Post March 31st 2010 data is based on all S4C hours. Historical figures may differ slightly from previous reports due to S4C changing data providers.

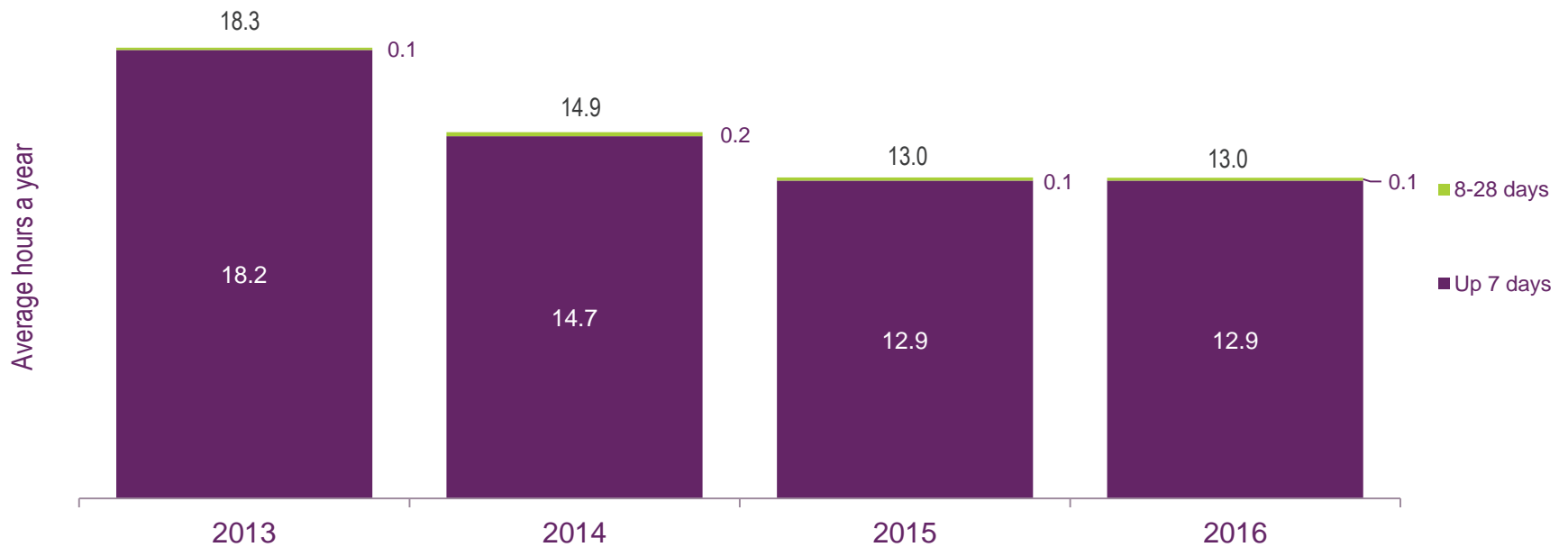
The average time spent watching S4C remained stable year on year in 2016

Figure 53: Hours of S4C viewed in Wales – individuals: 2006-2016



Source: S4C/BARB. Individuals (4+). S4C-total area. A new BARB panel introduced 1st Jan 2010. As a result pre- and post-panel change data must be treated with caution. Historical figures may differ slightly from previous reports due to S4C changing data providers. Pre Digital Switchover Over (March 31st 2010), S4C hours viewed data is based on programme data and do not to include Channel 4 hours. Post DSO, data is based on daypart/time data.

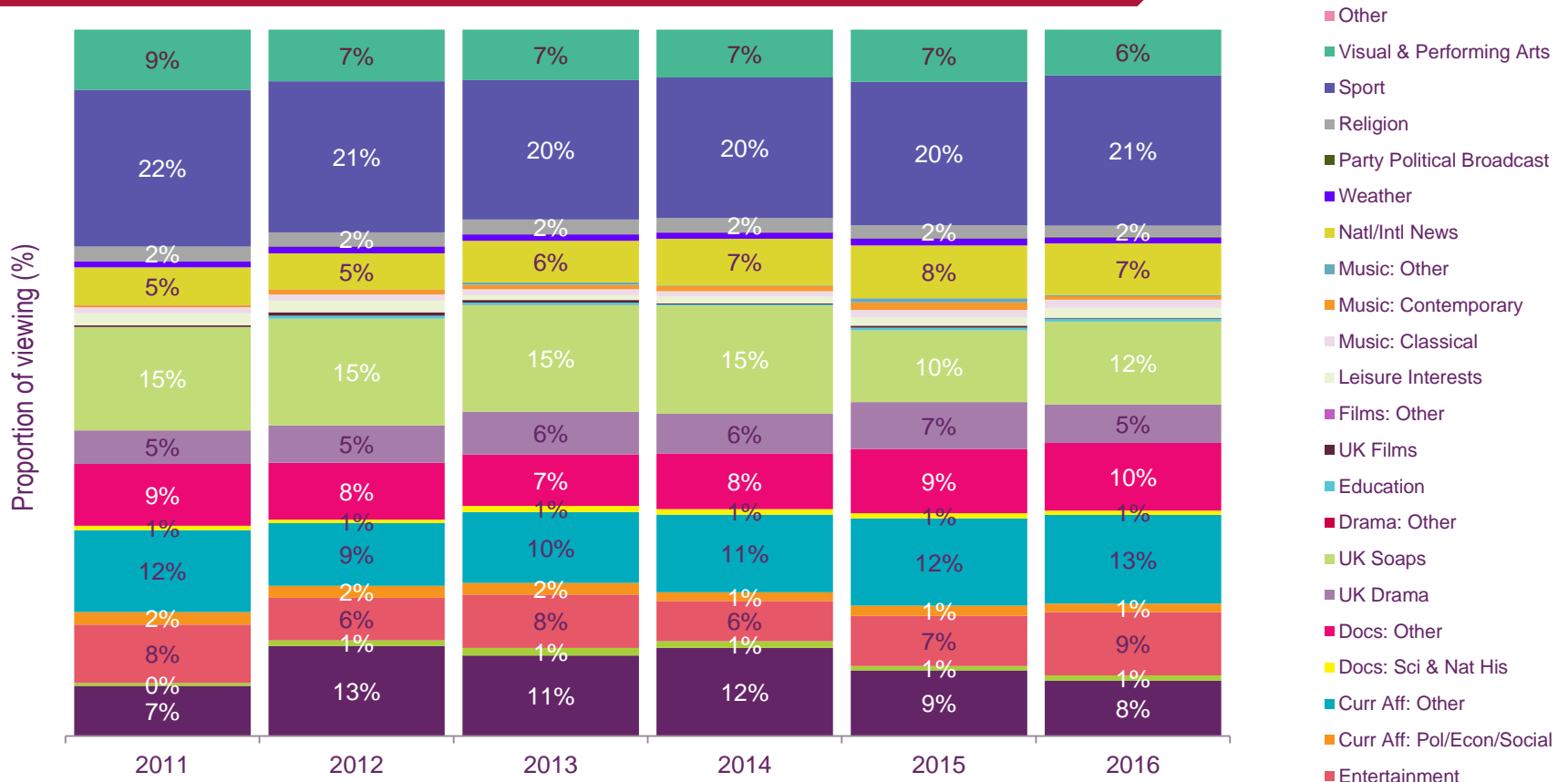
Figure 54: Hours viewed of S4C in Wales including up-to-28-day time-shifting – individuals: 2013-2016



Source: S4C/BARB. Individuals (4+). S4C-total area. Historical figures may differ slightly from previous reports due to S4C changing data providers. Data is based on daypart/time data.

The spread of viewing to each genre has remained broadly consistent year on year

Figure 55: Proportion of viewing by genre to S4C in Wales – individuals: 2011-2016



Source: S4C/BARB. Individuals (4+). S4C total area. News and weather on S4C is for Wales only and has been placed in the national news/weather category. Historical figures may differ slightly from previous reports due to S4C changing data providers.

Definitions: channel groups

PSB channels		Commercial PSBs' portfolio channels			
Main five PSB channels	BBC portfolio channels	ITV portfolio channels	Channel 4 portfolio channels	Channel 5 portfolio channels	Multichannels
BBC One	BBC Three	ITV+1	Channel 4+1	Channel 5 +1	All other remaining channels
BBC Two	BBC Four	ITV2	E4	5STAR	
ITV	BBC HD	ITV2+1	E4+1	5STAR +1	
Channel 4* (+S4C 2005-2009)	BBC News	ITV3	More4	5 USA	
Channel 5	BBC Parliament	ITV3+1	More4+1	5 USA +1	
	CBeebies	ITV4	Film4	My 5	
	CBBC	ITV4+1	Film4+1	Spike	
	BBC Olympics channels	CITV	4Music		
	BBC red button channels	ITV Encore	4seven		
		ITV Encore+1	Channel 4 Paralympic channels		
		ITVBe	FilmFour Weekly		
		ITVBe+1			
		ITV News			
		ITV Play			
		Men and Motors			

Channels include HD variants where applicable. PSB families which are referred to throughout the pack include the main channel plus portfolio channels.

*Channel 4 data up to and including 2009 includes S4C viewing because Channel 4 programming was carried on S4C before DSO in Wales in 2010.

From 2010 S4C became a wholly a Welsh language channel and therefore Channel 4 data from 2010 relates to viewing to Channel 4 only.

Definitions: Channel groups – children’s channels

CSC Media Group	Disney	Turner	Viacom	Other
Kix!	Disney Channel	Boomerang	Nick Jr	Baby TV
Kix+	Disney Channel +1	Boomerang+1	Nick Jr+1	Discovery Kids
Kix+1	Disney Cinemagic	Cartoon Network	Nick Jr 2	
POP	Disney Cinemagic +1	Cartoon Network Plus	Nickelodeon	
Pop +1	Disney Junior	Cartoon Network +1	Nickelodeon+1	
Pop Girl	Disney Junior Plus	Cartoon Network Too	Nicktoons	
Pop Girl +1	Disney XD	Cartoonito	Nicktoons Replay	
Tiny Pop	Disney XD +1		Nicktoonsters	
Tiny Pop+1	Toon Disney			
POP Max				

Definitions: genre analysis

Genre label	Definition – BARB genres
UK Drama	Drama: Single Plays – UK Drama: Series/Serials - UK
UK Soaps	Drama: Soaps - UK
Drama: Other	Drama: Single Plays - Non-UK Drama: Single Plays – Generic Drama: Soaps - Non-UK Drama: Soaps – Generic Drama: Series/Serials - Non UK Drama: Series/Serials - Generic
UK Films	Cinema Films: UK TV Films: UK
Films: Other	Cinema Films: US Cinema Films: Rest of World - Foreign Language Cinema Films: Rest of World - English Language Cinema Films: Bollywood Cinema Films: Generic TV Films: US TV Films: Rest of World - Foreign Language TV Films: Rest of World - English Language TV Films: Bollywood TV Films: Generic Other Films (All)

Genre label	Definition – BARB genres
Comedy	Ent: Situation Comedy – UK Ent: Situation Comedy – US Ent: Situation Comedy - Rest of World Ent: Other Comedy Ent: Comedy Stand Up
Entertainment	Ent: Variety/M.O.R.Music Ent: Variety/Youth Ent: Chat Shows – General Ent: Chat Shows - Audience Participation Ent: Quiz, Panel and Game Shows Ent: Lottery Show/Updates Ent: Animations – Cartoons Ent: Animations – Puppets Ent: Family Shows Ent: Special Events Ent: Reality Ent: Cookery Ent: Bollywood Ent: Generic
Music: Classical	Music: Classical – General Music: Classical - Documentary
Music: Contemporary	Music: Contemporary – General Music: Contemporary – Documentary Music: Contemporary – Performance/Live Music: Contemporary – Chart Show or Countdown
Music: Other	Music: Generic

Definitions: genre analysis

Genre label	Definition – BARB genres
Visual & Performing Arts	Arts (All)
National/ International News*	News: National/International
Nations & Regions News	News: Regional
News: Other	News: Generic
Weather	Weather: National Weather: Regional
Current Affairs: Political/Economical/Social	Current Affairs: Political/Economical/Social
Current Affairs: Other	Current Affairs: Consumer Affairs Current Affairs: Special Events Current Affairs: Magazine Current Affairs: Generic
Leisure Interests	Hobbies/Leisure (All)
Documentaries: Science & Natural History	Documentaries: Natural History & Nature Documentaries: Science/Medical

Genre label	Definition – BARB genres
Documentaries: Other	Documentaries: Human Interest Documentaries: Factual Drama Documentaries: Factual Entertainment Documentaries: History Documentaries: Crime/Real Life Documentaries: Travel Documentaries: Fly on The Wall Documentaries: Celebrity Documentaries: Generic
Religion	Religious (All)
Sport	Sport (All)
Children's	Children (All)
Party Political Broadcast	Party Political Broadcast (All)
Education	Education (All)
Other	Other: New Programme

Unless stated, analysis is based on 'Network' programming as defined by the use of the 'number of areas' filter (4+ areas).

*Of the dedicated news channels that subscribe to BARB, a number do not report programme information and are not included in viewing to the 'news' genre. These are largely international channels and include ARY News, GeoNews, Dunya News TV, Samaa, NDTV 24x7 and Fox News.