

# Effects of Covid-19 on TV viewing

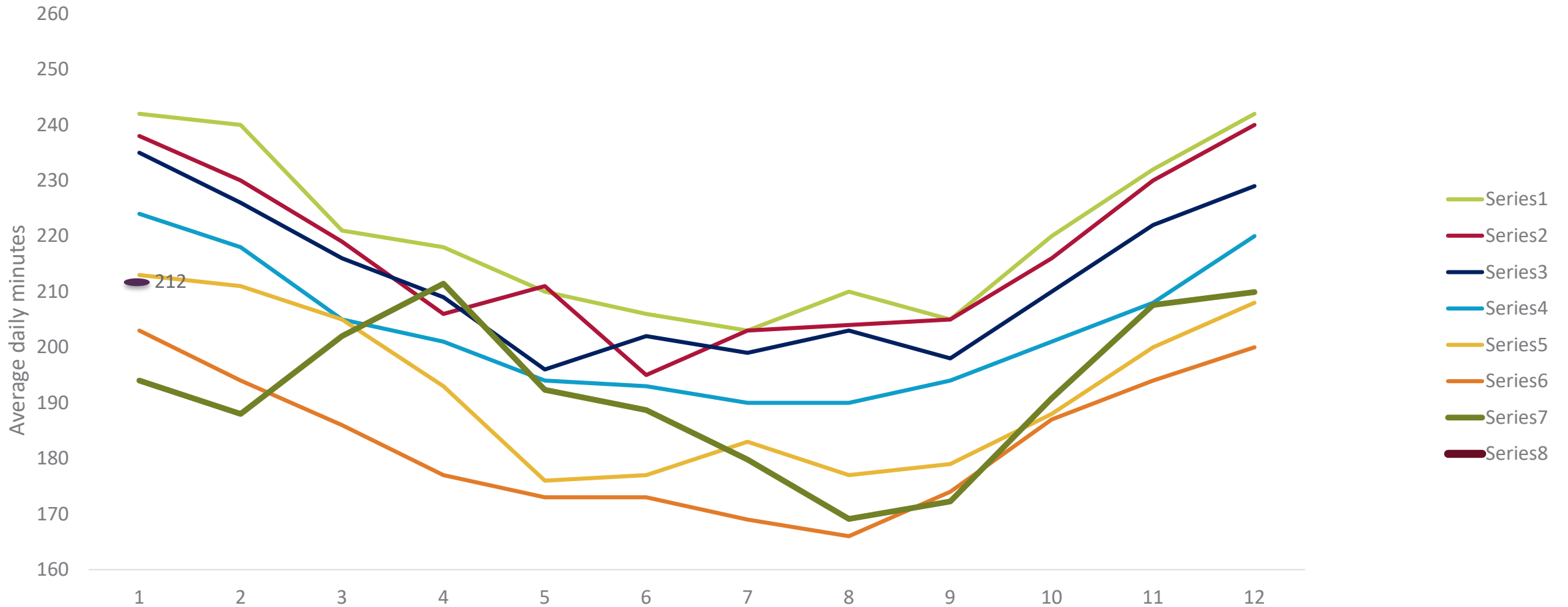
# Time spent viewing broadcast TV in January 2021 averaged over three and a half hours per person

- Average daily viewing to broadcast TV on the TV set for January 2021 averaged **3 hours 32 minutes per person. This was 18 minutes higher than the time spent in January 2020 and was also higher than January 2019.**
- **However, the number of people watching broadcast TV on the TV set in January 2021 was lower than in previous years.** Average weekly reach of broadcast TV was 83% in January 2021, down from 86% in January 2020.
- **Time spent watching content on a television which was not live or broadcast within the last 28 days (unmatched viewing\*) averaged 93 minutes per person in January 2021** - this is the highest monthly average we have ever seen.
- **The number of people watching news was very high in the first week of January (71% of people),** with many of us tuning in to the PM's announcement of the third lockdown. However, news viewing has since declined.
- **The PM's statement announcing the third lockdown on 4<sup>th</sup> January was the most-viewed programme of the month.**

\*Unmatched viewing includes gaming, viewing 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.

# The average monthly time spent viewing broadcast TV in January 2021 was higher than the January in the prior two years

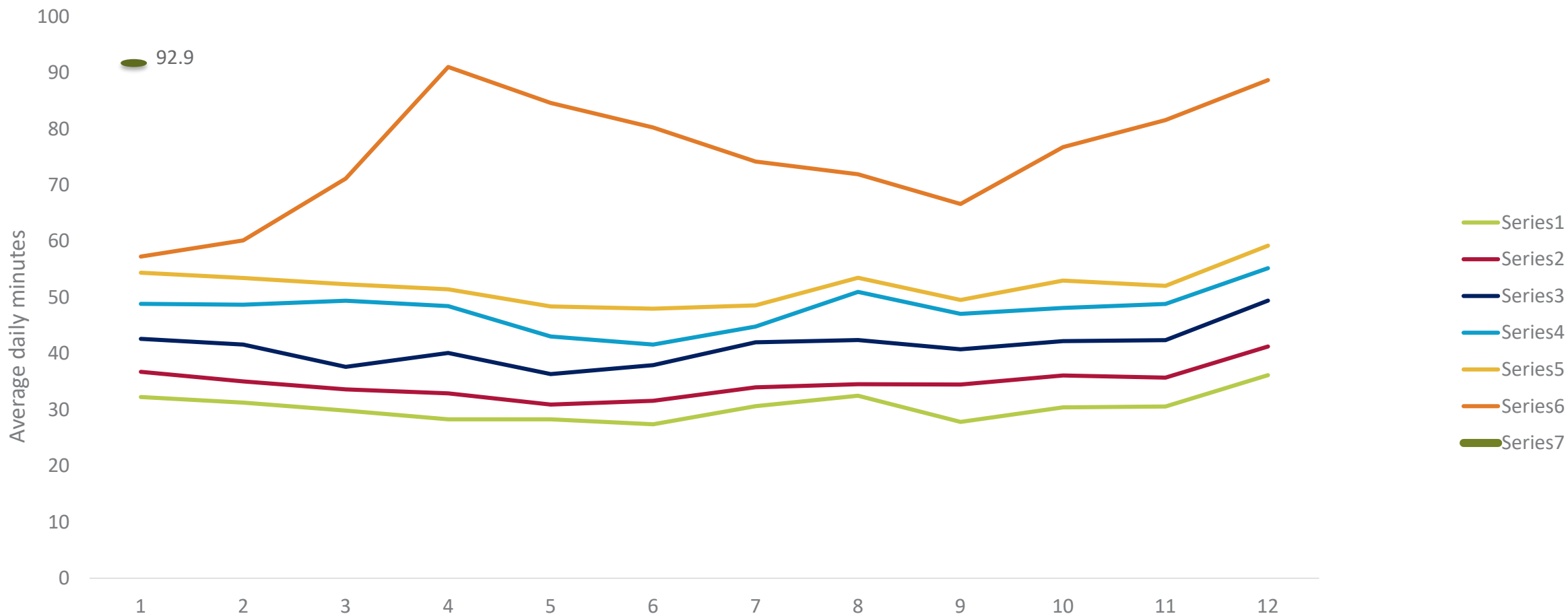
Total TV average daily minutes by month



<sup>3</sup> Source: BARB. Total TV, all individuals (4+).

# Unmatched viewing in January was at the highest level ever seen with an average of 93 minutes

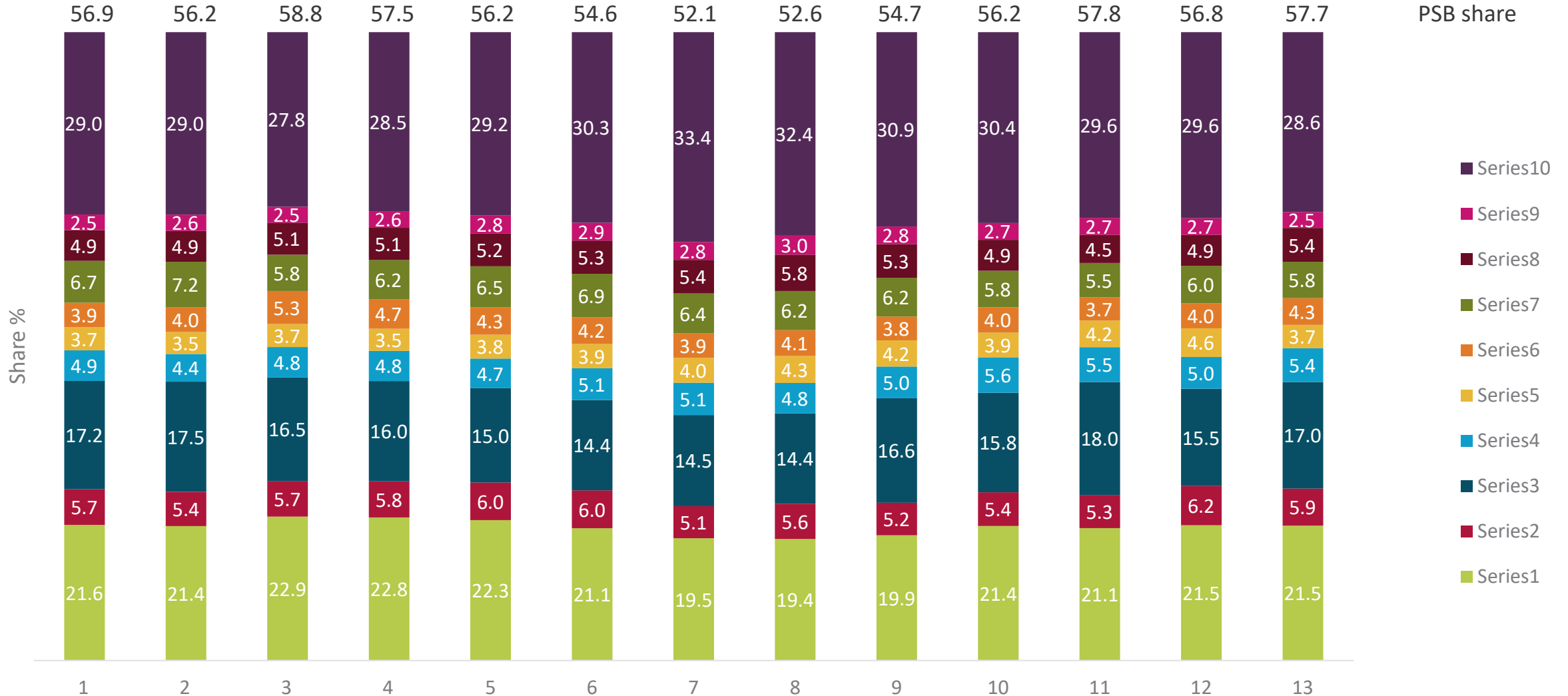
Unmatched viewing average daily minutes by month



Source: BARB. Total TV, all individuals (4+). Note: Unmatched viewing = TV in use but content cannot be audio-matched or otherwise identified. Includes gaming, viewing 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.

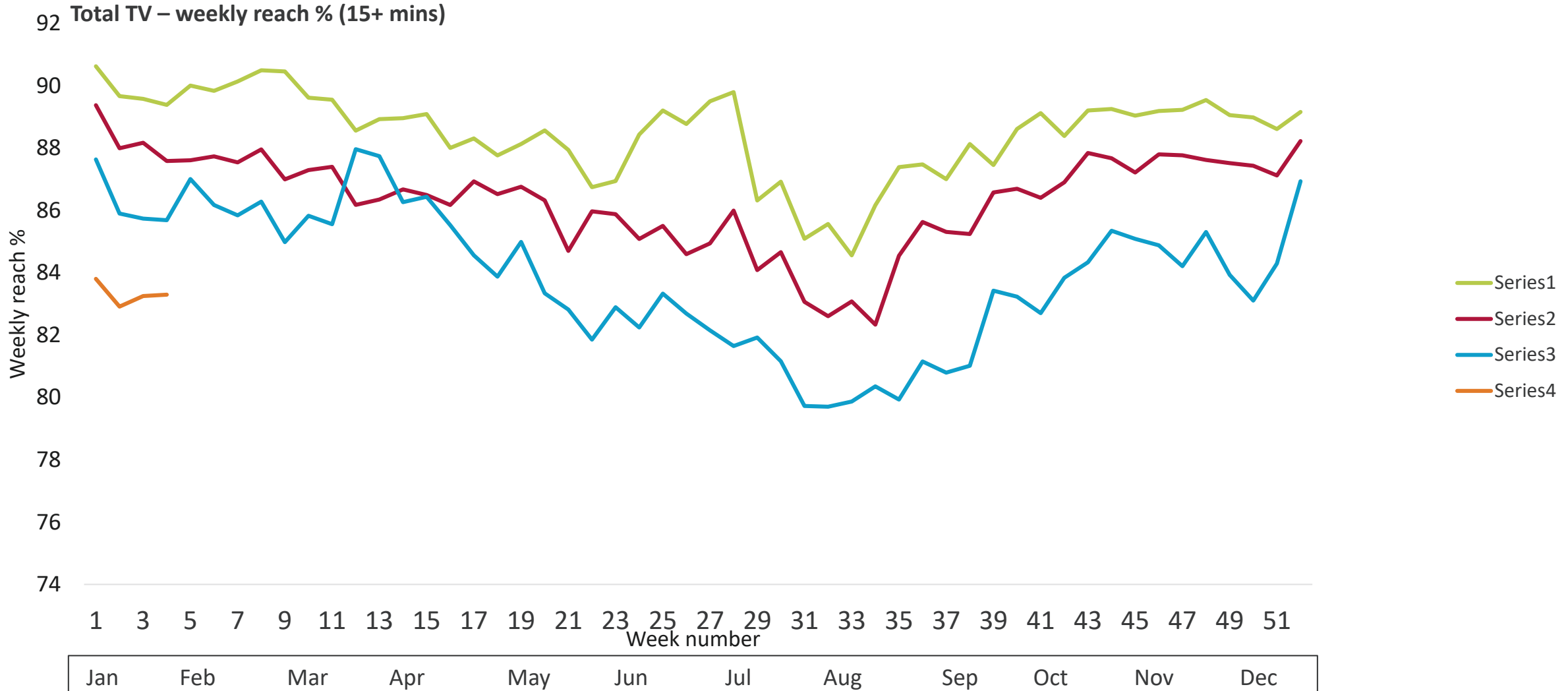
# Share of all PSB channels was at 57.7% in January 2021, up nearly 1% compared to January 2020

Average share of viewing by channel / channel group 2020



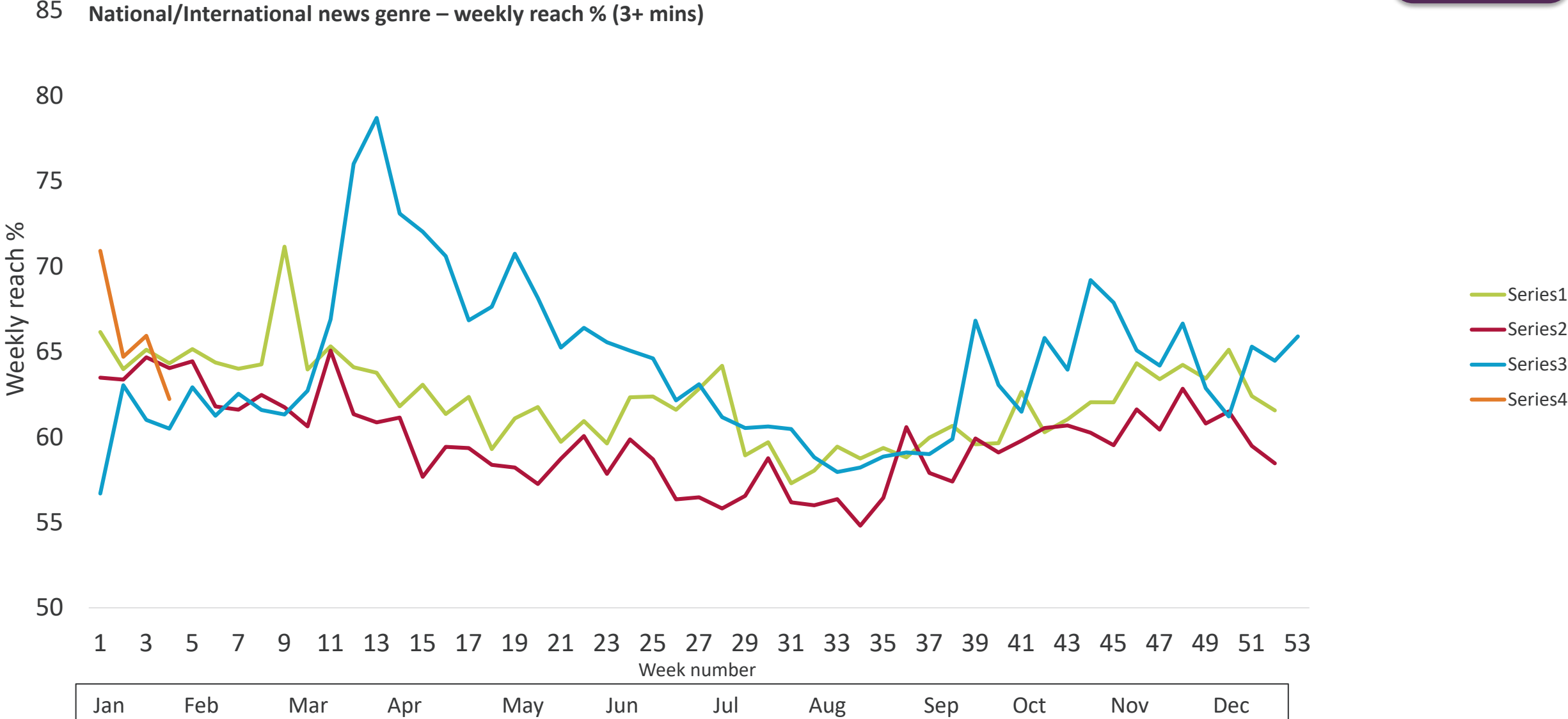
Source: BARB. Total TV, all individuals (4+). PSB +1s are included in their portfolio groups. All PSB share includes the main 5 (excluding +1s) and all BBC channels.

# Fewer people watched broadcast TV in January 2021 compared with the same month in all previous years



6 Source: BARB. Total TV, all individuals (4+). Reach criteria: 15+ consecutive minutes.

The number of people watching news was very high in the first week of Jan with many of us tuning in to the PM’s announcement of the third lockdown, however, viewing has since declined



7 Source: BARB, national/international news sub genre for 4+ regions. Reach criteria: 3+ consecutive minutes

# The PM's statement about the third lockdown on 4<sup>th</sup> January 2021 was the most watched programme in January with over 14 million tuning in on BBC One

## January 2021 consolidated TV viewing on all devices

Channel	Programme Title	Date	Start time	Duration	Prog Share (%)	Ave audience (000s)
					4+ individuals	
BBC One	Prime Ministerial Statement	04/01/2021	20:00:00	00:08:45	43	14,083
BBC One	BBC News Special	04/01/2021	20:08:00	00:26:14	38	11,052
ITV	The Pembrokeshire Murders	11/01/2021	21:00:00	01:00:43	37	9,537
BBC One	Death in Paradise	07/01/2021	21:00:00	00:58:02	34	8,319
ITV	The Masked Singer	30/01/2021	19:02:00	01:26:59	37	8,102
ITV	Finding Alice	17/01/2021	21:00:00	00:59:01	33	7,579
BBC One	The FA Cup	24/01/2021	16:30:00	02:32:21	38	7,369
BBC One	A Perfect Planet	03/01/2021	20:01:00	00:59:10	29	7,002
ITV	Coronation Street	25/01/2021	19:31:00	00:26:33	33	6,957
ITV	The Bay	20/01/2021	21:01:00	00:58:54	30	6,857