



# Adults' media use and attitudes 2017 Annex

Top 50 websites visited &  
Top 20 TV programmes viewed

Research Document

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## Section 1

# Websites visited by adults

## 1.1 Introduction

This section of the annex provides tables of the top 50 web properties visited by adults in October 2016<sup>1</sup>. We include two sets of data:

- The first set of tables (1-6) shows the top 50 web properties visited by adults aged 15+, 15-24, 25-34, 35-44, 45-54, and 55+ from laptop and desktop computers at home and work during the month of October 2016, as measured by comScore MMX.
- The second set of tables (7-11) shows the top 50 web entities visited by adults aged 18+, 18-24, 25-34, 35-54 and 55+ from laptop and desktop computers at home and work, mobile phones and tablets<sup>2</sup>, as measured by comScore MMX Multi-Platform<sup>3</sup>. This data is included as it covers a wider platform base, reflecting the reality of multi-platform consumption.

It offers useful context to our adults' media literacy report, showing the specific web properties that adults visit and how this differs according to age group.

## 1.2 Methodology

comScore's Unified Digital Measurement methodology combines panel and census measurement techniques in its approach to digital audience measurement. This method uses the comScore global measurement panel to determine audience reach and demographics. comScore also captures directly measured census-level activity at publishers' digital content assets (i.e. websites, videos, apps), which most accurately account for total media consumption. These data sets are unified into a more accurate view of audiences and their activity. Furthermore, this approach is not affected by variables such as cookie deletion, blocking, and rejection.

comScore MMX measures web activity on laptop and desktop computers. comScore MMX Multi-Platform measures PC website browsing, smartphone app and browsing and tablet app and browsing activity and provides a single unduplicated measure for each entity. comScore models the overlap of a user's consumption of web, video, and app content across laptop and desktop computers, mobile phones and tablet computers by observing single person households with static IP addresses and static PC cookies with all devices present as well as census-level activity from publishers.

The Top 50 websites tables consist of the fifty most popular properties in the UK for the specified target audience among the top 100 Properties and Adult categories.<sup>4</sup>

A *Property* is the parent entity and can represent a full domain (i.e. bbc.co.uk), pages (e.g. bbc.co.uk /sport), applications or online services under common ownership or majority ownership for a single legal entity. A *Media Title* is an editorially and brand consistent collection of content in the digital landscape that provides the marketplace with a view of online user behaviour. This may represent a domain, a group of domains, online service or computer application. Therefore, a

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<sup>1</sup> Date chosen to match the period when fieldwork was conducted for the Adults' Media Literacy Tracker.

<sup>2</sup> Tablets were introduced to comScore MMX Multi-platform in June 2013.

<sup>3</sup> comScore MMX Multi-Platform uses data which is unavailable for individuals aged under 18, which is why the age breaks differ between comScore MMX and comScore MMX Multi-Platform.

<sup>4</sup> The Top 100 Properties report excludes Adult Properties

popular *Property* might contain or more well-known *Media Titles*. The name of most media titles is contained or referenced within the name of their parent property.

The table below shows examples of popular properties and some of the Media Titles that sit within these properties.

Examples of popular properties and the entities they contain:

<b>Property Example</b>	<b>Media Title(s)</b>
BBC Sites	BBC Radio, BBC Sport, BBC News, BBC iPlayer, et cetera
Telegraph Media Group	TELEGRAPH.CO.UK, Telegraph Jobs, Telegraph Finance, Telegraph Lifestyle, et cetera
WikiMedia Foundation Sites	WIKIMEDIA.ORG
AOL Sites	AOL UK Teens, AOL Women, AOL Tickets, AOL Living, et cetera
Google Sites	GOOGLE.CO.UK, YouTube, Blogger

The tables below are ranked by unique audience and active reach. Unique audience is defined as the total number of unique persons who visited a website or used an application at least once in a given month. Persons visiting the same website more than one time in the month are therefore counted only once in this measure. The active audience is the total number of people who visited any website or used any application at least once in a given month. The active reach of a website is therefore the proportion of the unique audience that visit that website at least once during the month.

In the MMX Multi-Platform tables active reach and unique audience are provided for the total digital population and for mobile platforms. The total digital population includes all people who have accessed webpage, video or app content across laptop and desktop computers, mobile phones and tablet computers. Mobile platforms include all mobile handsets and tablet computers.

**Please note:** All rankings included in this report are comScore’s All Properties, Top 100 Report ranking. This data contains properties the methodology for which draws on panel and/or census-level data.

For more information on the data methodology and measurement contained in this annex, please visit [www.comscore.com](http://www.comscore.com)

### 1.3 Data tables (comScore MMX, Oct 2016)

**Table 1: Top 50 web properties accessed by all adults<sup>5</sup> from computers at home or work**

No.	Web Property	Unique Audience (000s)	Active Reach
1	Google Sites	32,814	80.6%
2	Microsoft Sites	30,128	74.0%
3	Facebook	25,064	61.6%
4	Amazon Sites	21,560	53.0%
5	Yahoo Sites	18,733	46.0%
6	eBay	18,511	45.5%
7	BBC Sites	18,412	45.2%
8	WWW.GOV.UK	11,687	28.7%
9	Wikimedia Foundation Sites	11,587	28.5%
10	Apple Inc.	10,818	26.6%
11	PayPal	10,155	24.9%
12	TripAdvisor Inc.	10,089	24.8%
13	Dropbox Sites	9,281	22.8%
14	Mail Online / Daily Mail	8,992	22.1%
15	Home Retail Group	8,901	21.9%
16	Trinity Mirror Group	8,264	20.3%
17	Lloyds Banking Group plc	8,222	20.2%
18	Sky Sites	7,922	19.5%
19	Tesco Stores	7,612	18.7%
20	Twitter	7,579	18.6%
21	Linkedin	7,495	18.4%
22	The Guardian	7,441	18.3%
23	NHS Sites	7,048	17.3%
24	Telegraph Media Group	7,036	17.3%
25	British Telecommunications	7,033	17.3%
26	The Royal Bank Of Scotland	6,419	15.8%
27	SERVICE.GOV.UK	6,349	15.6%
28	ARCOT.COM	6,316	15.5%
29	Barclays Bank	6,156	15.1%
30	Adobe Sites	5,989	14.7%
31	Priceline.com Incorporated	5,749	14.1%
32	Axel Springer SE	5,639	13.9%
33	PINTEREST.COM	5,519	13.6%
34	AOL, Inc.	5,504	13.5%
35	PORNHUB.COM	5,456	13.0%
36	Spotify	5,437	13.4%
37	Rightmove Sites	5,393	13.2%
38	Independent & Evening Standard (ESi Media)	5,389	13.2%
39	CBS Interactive	5,234	12.9%
40	Hearst	5,086	12.5%
41	Moneysupermarket.com Financial Group	4,937	12.1%
42	Expedia Inc	4,933	12.1%
43	Valve Corporation	4,739	11.6%
44	IDG	4,523	11.1%
45	Kingfisher	4,296	10.6%
46	Wal-Mart	4,276	10.5%
47	TRY9.COM	4,271	11.0%
48	Zoopla Property Group	4,264	10.5%
49	Reddit	4,254	10.4%
50	Purch	4,225	10.4%

Source: comScore MMX, October 2016, home and work panel, adults aged 15+.

<sup>5</sup> comScore MMX analysis measures the digital activity of adults aged 15+, therefore 'all adults' refers to those aged fifteen and over.

**Table 2: Top 50 web properties accessed by adults 15-24 from computers at home or work**

No.	Web Property	Unique Audience (000s)	Active Reach
1	Google Sites	6,252	84.4%
2	Microsoft Sites	5,460	73.7%
3	Facebook	4,339	58.6%
4	Amazon Sites	3,370	45.5%
5	BBC Sites	3,113	42.0%
6	Yahoo Sites	2,790	37.7%
7	eBay	2,465	33.3%
8	Apple Inc.	2,108	28.5%
9	Wikimedia Foundation Sites	1,977	26.7%
10	Spotify	1,826	24.7%
11	Valve Corporation	1,785	24.1%
12	WWW.GOV.UK	1,374	18.6%
13	Twitter	1,359	18.4%
14	Reddit	1,326	17.9%
15	Mail Online / Daily Mail	1,246	16.8%
16	Dropbox Sites	1,222	16.5%
17	The Guardian	1,202	16.2%
18	PayPal	1,187	16.0%
19	Sky Sites	1,135	15.3%
20	Trinity Mirror Group	1,127	15.2%
21	PORNHUB.COM	1,123	15.0%
22	Netflix Inc.	1,104	14.9%
23	LinkedIn	1,083	14.6%
24	TripAdvisor Inc.	1,022	13.8%
25	EA Games - Media Network	1,011	13.7%
26	Telegraph Media Group	982	13.3%
27	Home Retail Group	948	12.8%
28	IBT Media	944	12.7%
29	CBS Interactive	937	12.7%
30	Purch	917	12.4%
31	Hearst	904	12.2%
32	NHS Sites	897	12.1%
33	PINTEREST.COM	869	11.7%
34	Tesco Stores	862	11.6%
35	TRY9.COM	816	11.0%
36	Adobe Sites	815	11.0%
37	Axel Springer SE	813	11.0%
38	Lloyds Banking Group plc	784	10.6%
39	BitTorrent Network	783	10.6%
40	ASOS Plc	756	10.2%
41	Indeed	743	10.0%
42	Ziff Davis Tech	743	10.0%
43	IDG	742	10.0%
44	Fandom Powered By Wikia	726	9.8%
45	Independent & Evening Standard (ESi Media)	714	9.6%
46	WIKIHOW.COM	701	9.5%
47	Stack Information Services	692	9.3%
48	British Telecommunications	682	9.2%
49	AOL, Inc.	665	9.0%
50	Dictionary.com Network	663	9.0%

Source: comScore MMX, October 2016, home and work panel, adults aged 15-24.

**Table 3: Top 50 web properties accessed by adults 25-34 from computers at home or work**

No.	Web Property	Unique Audience (000s)	Active Reach
1	Google Sites	6,615	82.0%
2	Microsoft Sites	5,914	73.3%
3	Facebook	5,199	64.4%
4	Amazon Sites	4,196	52.0%
5	eBay	3,515	43.6%
6	Yahoo Sites	3,433	42.5%
7	BBC Sites	3,298	40.9%
8	Wikimedia Foundation Sites	2,538	31.4%
9	WWW.GOV.UK	2,487	30.8%
10	Apple Inc.	2,484	30.8%
11	Dropbox Sites	2,178	27.0%
12	PayPal	1,845	22.9%
13	Twitter	1,762	21.8%
14	Mail Online / Daily Mail	1,732	21.5%
15	TripAdvisor Inc.	1,726	21.4%
16	Home Retail Group	1,713	21.2%
17	LinkedIn	1,708	21.2%
18	The Guardian	1,590	19.7%
19	Sky Sites	1,553	19.2%
20	Lloyds Banking Group plc	1,547	19.2%
21	Trinity Mirror Group	1,484	18.4%
22	Tesco Stores	1,477	18.3%
23	NHS Sites	1,447	17.9%
24	Telegraph Media Group	1,415	17.5%
25	Spotify	1,350	16.7%
26	Axel Springer SE	1,312	16.3%
27	Adobe Sites	1,302	16.1%
28	BitTorrent Network	1,294	16.0%
29	SERVICE.GOV.UK	1,262	15.6%
30	Valve Corporation	1,257	15.6%
31	The Royal Bank Of Scotland	1,248	15.5%
32	Reddit	1,246	15.4%
33	Independent & Evening Standard (ESi Media)	1,240	15.4%
34	PORNHUB.COM	1,238	15.3%
35	Priceline.com Incorporated	1,223	15.2%
36	CBS Interactive	1,210	15.0%
37	Barclays Bank	1,198	14.8%
38	PINTEREST.COM	1,165	14.4%
39	ARCOT.COM	1,137	14.1%
40	IDG	1,066	13.2%
41	Rightmove Sites	1,056	13.1%
42	Expedia Inc	1,019	12.6%
43	Ziff Davis Tech	999	12.4%
44	IBT Media	993	12.3%
45	Hearst	986	12.2%
46	TRY9.COM	957	12.0%
47	Moneysupermarket.com Financial Group	944	11.7%
48	Purch	937	11.6%
49	Gumtree Sites	931	11.5%
50	Indeed	910	11.3%

Source: comScore MMX, October 2016, home and work panel, adults aged 25-34.



**Table 4: Top 50 web properties accessed by adults 35-44 from computers at home or work**

No.	Web Property	Unique Audience (000s)	Active Reach
1	Google Sites	5,964	80.9%
2	Microsoft Sites	5,500	74.6%
3	Facebook	4,488	60.9%
4	Amazon Sites	4,017	54.5%
5	Yahoo Sites	3,568	48.4%
6	eBay	3,534	47.9%
7	BBC Sites	3,432	46.5%
8	WWW.GOV.UK	2,276	30.9%
9	Wikimedia Foundation Sites	2,186	29.6%
10	Apple Inc.	2,085	28.3%
11	PayPal	2,072	28.1%
12	Dropbox Sites	1,988	27.0%
13	Home Retail Group	1,922	26.1%
14	Mail Online / Daily Mail	1,741	23.6%
15	Lloyds Banking Group plc	1,706	23.1%
16	TripAdvisor Inc.	1,681	22.8%
17	Tesco Stores	1,637	22.2%
18	Linkedin	1,512	20.5%
19	Sky Sites	1,479	20.1%
20	Trinity Mirror Group	1,436	19.5%
21	NHS Sites	1,395	18.9%
22	Telegraph Media Group	1,386	18.8%
23	Twitter	1,377	18.7%
24	The Guardian	1,369	18.6%
25	ARCOT.COM	1,309	17.7%
26	Barclays Bank	1,275	17.3%
27	The Royal Bank Of Scotland	1,266	17.2%
28	Axel Springer SE	1,251	17.0%
29	SERVICE.GOV.UK	1,239	16.8%
30	Rightmove Sites	1,161	15.7%
31	PINTEREST.COM	1,147	15.6%
32	British Telecommunications	1,125	15.3%
33	Adobe Sites	1,091	14.8%
34	Moneysupermarket.com Financial Group	1,034	14.0%
35	Hearst	1,019	13.8%
36	Independent & Evening Standard (ESi Media)	980	13.3%
37	IDG	931	12.6%
38	Priceline.com Incorporated	921	12.5%
39	HSBC	919	12.5%
40	AOL, Inc.	916	12.4%
41	CBS Interactive	896	12.1%
42	Expedia Inc	895	12.1%
43	Royal Mail Group	878	11.9%
44	PORNHUB.COM	874	12.0%
45	Ziff Davis Tech	872	11.8%
46	Spotify	869	11.8%
47	Wal-Mart	862	11.7%
48	Dixons Retail Plc.	856	11.6%
49	Zoopla Property Group	852	11.6%
50	Purch	824	11.2%

Source: comScore MMX, October 2016, home and work panel, adults aged 35-44.

**Table 5: Top 50 web properties accessed by adults 45-54 from computers at home or work**

No.	Web Property	Unique Audience (000s)	Active Reach
1	Google Sites	6,055	79.8%
2	Microsoft Sites	5,615	74.0%
3	Facebook	4,862	64.1%
4	Amazon Sites	4,117	54.2%
5	eBay	3,852	50.7%
6	Yahoo Sites	3,678	48.5%
7	BBC Sites	3,671	48.4%
8	WWW.GOV.UK	2,621	34.5%
9	PayPal	2,297	30.3%
10	Wikimedia Foundation Sites	2,250	29.6%
11	TripAdvisor Inc.	2,073	27.3%
12	Apple Inc.	2,009	26.5%
13	Lloyds Banking Group plc	1,874	24.7%
14	Home Retail Group	1,793	23.6%
15	Trinity Mirror Group	1,767	23.3%
16	Dropbox Sites	1,760	23.2%
17	Mail Online / Daily Mail	1,715	22.6%
18	British Telecommunications	1,686	22.2%
19	Tesco Stores	1,629	21.5%
20	Sky Sites	1,597	21.0%
21	NHS Sites	1,537	20.3%
22	ARCOT.COM	1,503	19.8%
23	Linkedin	1,503	19.8%
24	The Royal Bank Of Scotland	1,485	19.6%
25	SERVICE.GOV.UK	1,470	19.4%
26	The Guardian	1,412	18.6%
27	Barclays Bank	1,406	18.5%
28	Twitter	1,365	18.0%
29	Priceline.com Incorporated	1,281	16.9%
30	Telegraph Media Group	1,249	16.5%
31	Adobe Sites	1,210	15.9%
32	Rightmove Sites	1,151	15.2%
33	AOL, Inc.	1,136	15.0%
34	PINTEREST.COM	1,133	14.9%
35	Axel Springer SE	1,122	14.8%
36	Kingfisher	1,012	13.3%
37	Moneysupermarket.com Financial Group	1,007	13.3%
38	Hearst	980	12.9%
39	PORNHUB.COM	973	13.0%
40	Royal Mail Group	953	12.6%
41	Independent & Evening Standard (ESi Media)	953	12.6%
42	Expedia Inc	945	12.5%
43	CBS Interactive	935	12.3%
44	Zoopla Property Group	879	11.6%
45	John Lewis Partnership	857	11.3%
46	NEXT Group	855	11.3%
47	HSBC	853	11.2%
48	Wal-Mart	849	11.2%
49	Marks&Spencer	840	11.1%
50	Camelot Group	840	11.1%

Source: comScore MMX, October 2016, home and work panel, adults aged 45-54.

**Table 6: Top 50 web properties accessed by adults aged 55+ from computers at home or work**

No.	Web Property	Unique Audience (000s)	Active Reach
1	Google Sites	7,928	77.2%
2	Microsoft Sites	7,638	74.4%
3	Facebook	6,175	60.1%
4	Amazon Sites	5,860	57.1%
5	Yahoo Sites	5,266	51.3%
6	eBay	5,146	50.1%
7	BBC Sites	4,898	47.7%
8	TripAdvisor Inc.	3,587	34.9%
9	WWW.GOV.UK	2,930	28.5%
10	PayPal	2,755	26.8%
11	Wikimedia Foundation Sites	2,637	25.7%
12	British Telecommunications	2,635	25.7%
13	Mail Online / Daily Mail	2,558	24.9%
14	Home Retail Group	2,525	24.6%
15	Trinity Mirror Group	2,451	23.9%
16	Lloyds Banking Group plc	2,311	22.5%
17	Sky Sites	2,158	21.0%
18	Apple Inc.	2,132	20.8%
19	Dropbox Sites	2,132	20.8%
20	Tesco Stores	2,006	19.5%
21	Telegraph Media Group	2,003	19.5%
22	AOL, Inc.	1,927	18.8%
23	The Guardian	1,868	18.2%
24	Priceline.com Incorporated	1,821	17.7%
25	The Royal Bank Of Scotland	1,795	17.5%
26	NHS Sites	1,771	17.2%
27	ARCOT.COM	1,716	16.7%
28	Twitter	1,715	16.7%
29	SERVICE.GOV.UK	1,715	16.7%
30	Barclays Bank	1,698	16.5%
31	Linkedin	1,689	16.4%
32	Marks&Spencer	1,657	16.1%
33	Kingfisher	1,630	15.9%
34	Expedia Inc	1,575	15.3%
35	Adobe Sites	1,571	15.3%
36	Rightmove Sites	1,549	15.1%
37	Moneysupermarket.com Financial Group	1,535	14.9%
38	Independent & Evening Standard (ESi Media)	1,501	14.6%
39	Northern & Shell Network	1,441	14.0%
40	Camelot Group	1,441	14.0%
41	USA TODAY Network	1,269	12.4%
42	Zoopla Property Group	1,264	12.3%
43	Dixons Retail Plc.	1,260	12.3%
44	CBS Interactive	1,257	12.2%
45	PORNHUB.COM	1,247	12.0%
46	John Lewis Partnership	1,233	12.0%
47	Wal-Mart	1,211	11.8%
48	PINTEREST.COM	1,204	11.7%
49	Hearst	1,196	11.6%
50	Grupo Santander	1,188	11.6%

Source: comScore MMX, October 2016, home and work panel, adults aged 55+.

## 1.4 Data tables (comScore MMX Multi-platform, Oct 2016)

Table 7: Top 50 web properties accessed from computers at home or work, mobile phone or tablet: adults aged 18+

No.	Web Property	Unique Audience (000s)		Active Reach (%)	
		Total Digital Pop	Mobile	Total Digital Pop	Mobile
1	Google Sites	41,662	33,439	98.0%	93.2%
2	Facebook	37,618	32,497	88.4%	90.6%
3	Amazon Sites	35,297	29,723	83.0%	82.8%
4	Microsoft Sites	34,781	19,279	81.8%	53.7%
5	BBC Sites	33,999	30,492	79.9%	85.0%
6	eBay	29,988	21,073	70.5%	58.7%
7	Yahoo Sites	29,986	18,951	70.5%	52.8%
8	Trinity Mirror Group	27,757	24,074	65.3%	67.1%
9	Sky Sites	26,906	22,717	63.3%	63.3%
10	Mail Online / Daily Mail	26,888	22,084	63.2%	61.5%
11	TripAdvisor Inc.	25,555	20,068	60.1%	55.9%
12	Apple Inc.	24,666	18,858	58.0%	52.6%
13	Wikimedia Foundation Sites	23,439	16,906	55.1%	47.1%
14	News UK Sites	22,230	20,079	52.3%	56.0%
15	Linkedin	21,990	17,949	51.7%	50.0%
16	The Guardian	21,858	17,736	51.4%	49.4%
17	PayPal	21,375	15,045	50.3%	41.9%
18	Twitter	20,270	15,604	47.7%	43.5%
19	Independent & Evening Standard (ESi Media)	19,066	16,021	44.8%	44.6%
20	Telegraph Media Group	18,646	14,409	43.8%	40.2%
21	AOL, Inc.	17,963	13,950	42.2%	38.9%
22	Home Retail Group	17,313	11,234	40.7%	31.3%
23	Gumtree Sites	17,262	14,958	40.6%	41.7%
24	WWW.GOV.UK	17,208	8,651	40.5%	24.1%
25	Adobe Sites	16,809	12,256	39.5%	34.2%
26	Tesco Stores	16,612	11,447	39.1%	31.9%
27	Rightmove Sites	16,151	12,672	38.0%	35.3%
28	Hearst	15,398	12,261	36.2%	34.2%
29	Lloyds Banking Group plc	14,273	8,252	33.6%	23.0%
30	ITV.COM	14,123	12,153	33.2%	33.9%
31	Vimeo	14,102	6,991	33.2%	19.5%
32	USA TODAY Network	13,984	11,092	32.9%	30.9%
33	WORDPRESS.COM*	13,742	11,695	32.3%	32.6%
34	CBS Interactive	13,631	8,403	32.0%	23.4%
35	Northern & Shell Network	13,576	10,673	31.9%	29.7%
36	NHS Sites	13,317	8,341	31.3%	23.2%
37	Zoopla Property Group	12,545	9,609	29.5%	26.8%
38	Axel Springer SE	12,416	8,343	29.2%	23.3%
39	PINTEREST.COM	12,347	8,647	29.0%	24.1%
40	Moneysupermarket.com Financial Group	12,243	8,793	28.8%	24.5%
41	Dropbox Sites	12,229	4,940	28.8%	13.8%
42	SESSIONCAM.COM	12,169	12,128	28.6%	33.8%
43	Spotify	11,824	9,181	27.8%	25.6%
44	The Royal Bank Of Scotland	11,636	6,840	27.4%	19.1%
45	SERVICE.GOV.UK	11,564	6,835	27.2%	19.0%
46	HOTJAR.COM	11,385	11,334	26.8%	31.6%
47	British Telecommunications	10,964	5,560	25.8%	15.5%
48	Barclays Bank	10,928	6,382	25.7%	17.8%
49	MAXYMISER.NET	10,735	10,703	25.2%	29.8%
50	Conde Nast Digital	10,571	8,116	24.9%	22.6%

Source: comScore MMX Multi-Platform, October 2016, adults aged 18+. MMX MP

**Table 8: Top 50 web properties accessed from computers at home or work, mobile phone or tablet: aged 18-24**

No.	Web Property	Unique Audience (000s)		Active Reach (%)	
		Total Digital Pop	Mobile	Total Digital Pop	Mobile
1	Google Sites	6,069	5,421	99.9%	99.1%
2	Facebook	5,565	5,387	91.6%	98.5%
3	Amazon Sites	5,109	4,987	84.1%	91.1%
4	BBC Sites	4,873	4,782	80.2%	87.4%
5	Microsoft Sites	4,573	3,805	75.2%	69.5%
6	Mail Online / Daily Mail	4,173	4,104	68.7%	75.0%
7	Trinity Mirror Group	4,114	4,036	67.7%	73.8%
8	Sky Sites	3,800	3,710	62.5%	67.8%
9	Apple Inc.	3,785	3,661	62.3%	66.9%
10	Yahoo Sites	3,708	3,540	61.0%	64.7%
11	eBay	3,538	3,343	58.2%	61.1%
12	Snapchat, Inc	3,399	3,398	55.9%	62.1%
13	Linkedin	3,262	3,178	53.7%	58.1%
14	Wikimedia Foundation Sites	3,251	3,168	53.5%	57.9%
15	News UK Sites	3,198	3,186	52.6%	58.2%
16	Independent & Evening Standard (ESi Media)	3,166	3,119	52.1%	57.0%
17	The Guardian	3,159	3,073	52.0%	56.2%
18	TripAdvisor Inc.	3,126	2,910	51.4%	53.2%
19	Spotify	3,124	2,962	51.4%	54.1%
20	Hearst	3,009	2,868	49.5%	52.4%
21	Twitter	2,970	2,891	48.9%	52.8%
22	Gumtree Sites	2,777	2,752	45.7%	50.3%
23	BUZZFEED.COM	2,650	2,449	43.6%	44.8%
24	WORDPRESS.COM*	2,574	2,463	42.4%	45.0%
25	PayPal	2,569	2,402	42.3%	43.9%
26	Telegraph Media Group	2,533	2,428	41.7%	44.4%
27	TheLADbible	2,374	2,237	39.1%	40.9%
28	CBS Interactive	2,360	1,859	38.8%	34.0%
29	AOL, Inc.	2,345	2,142	38.6%	39.2%
30	Adobe Sites	2,304	2,112	37.9%	38.6%
31	Conde Nast Digital	2,176	1,960	35.8%	35.8%
32	Time Inc. Network	2,175	1,876	35.8%	34.3%
33	Netflix Inc.	2,149	1,411	35.4%	25.8%
34	Viacom Digital	2,106	1,745	34.7%	31.9%
35	SESSIONCAM.COM	2,084	2,083	34.3%	38.1%
36	WWW.GOV.UK	2,084	1,555	34.3%	28.4%
37	Complex	2,080	1,605	34.2%	29.3%
38	Comcast NBCUniversal	2,059	1,416	33.9%	25.9%
39	WordPress	2,038	2,025	33.5%	37.0%
40	PORNHUB.COM	2,034	1,916	34.0%	35.0%
41	Indeed	2,008	1,559	33.0%	28.5%
42	VEVO	1,993	146	32.8%	2.7%
43	Northern & Shell Network	1,925	1,718	31.7%	31.4%
44	Rightmove Sites	1,920	1,742	31.6%	31.8%
45	ITV.COM	1,914	1,785	31.5%	32.6%
46	USA TODAY Network	1,903	1,690	31.3%	30.9%
47	Axel Springer SE	1,871	1,455	30.8%	26.6%
48	Tesco Stores	1,871	1,520	30.8%	27.8%
49	HOTJAR.COM	1,834	1,829	30.2%	33.4%
50	Time Inc. (UK) Ltd	1,785	1,565	29.4%	28.6%

Source: comScore MMX Multi-Platform, October 2016, adults aged 18-24

**Table 9: Top 50 web properties accessed from computers at home or work, mobile phone or tablet: aged 25-34**

No.	Web Property	Unique Audience (000s)		Active Reach (%)	
		Total Digital Pop	Mobile	Total Digital Pop	Mobile
1	Google Sites	8,956	7,971	99.5%	99.2%
2	Facebook	8,438	7,927	93.7%	98.6%
3	Amazon Sites	8,188	7,331	91.0%	91.2%
4	eBay	7,678	5,645	85.3%	70.2%
5	Microsoft Sites	7,606	5,239	84.5%	65.2%
6	BBC Sites	7,555	7,062	83.9%	87.8%
7	Yahoo Sites	7,164	4,794	79.6%	59.6%
8	Trinity Mirror Group	7,098	6,186	78.9%	76.9%
9	Sky Sites	6,945	5,850	77.2%	72.8%
10	Mail Online / Daily Mail	6,642	5,592	73.8%	69.6%
11	Apple Inc.	6,586	4,861	73.2%	60.5%
12	Wikimedia Foundation Sites	6,228	4,425	69.2%	55.0%
13	TripAdvisor Inc.	5,888	4,991	65.4%	62.1%
14	News UK Sites	5,570	5,133	61.9%	63.8%
15	Linkedin	5,518	4,461	61.3%	55.5%
16	The Guardian	5,384	4,377	59.8%	54.4%
17	Independent & Evening Standard (ESi Media)	5,345	4,528	59.4%	56.3%
18	Gumtree Sites	5,336	4,597	59.3%	57.2%
19	Twitter	5,320	3,889	59.1%	48.4%
20	PayPal	5,164	3,912	57.4%	48.7%
21	Telegraph Media Group	4,806	3,798	53.4%	47.2%
22	AOL, Inc.	4,745	3,982	52.7%	49.5%
23	Rightmove Sites	4,731	4,036	52.6%	50.2%
24	WWW.GOV.UK	4,520	2,681	50.2%	33.4%
25	Home Retail Group	4,468	3,238	49.6%	40.3%
26	Adobe Sites	4,309	3,175	47.9%	39.5%
27	Hearst	4,305	3,510	47.8%	43.7%
28	Tesco Stores	4,202	3,137	46.7%	39.0%
29	Axel Springer SE	3,820	2,751	42.4%	34.2%
30	USA TODAY Network	3,691	3,157	41.0%	39.3%
31	Lloyds Banking Group plc	3,653	2,543	40.6%	31.6%
32	BUZZFEED.COM	3,635	3,011	40.4%	37.5%
33	ITV.COM	3,634	3,240	40.4%	40.3%
34	WORDPRESS.COM*	3,621	3,067	40.2%	38.2%
35	NHS Sites	3,617	2,514	40.2%	31.3%
36	CBS Interactive	3,546	2,158	39.4%	26.8%
37	Zoopla Property Group	3,418	2,747	38.0%	34.2%
38	Spotify	3,418	2,390	38.0%	29.7%
39	PINTEREST.COM	3,363	2,473	37.4%	30.8%
40	Conde Nast Digital	3,286	2,460	36.5%	30.6%
41	Northern & Shell Network	3,284	2,827	36.5%	35.2%
42	Vimeo	3,267	1,564	36.3%	19.4%
43	SESSIONCAM.COM	3,109	3,101	34.5%	38.6%
44	Time Inc. Network	3,092	2,504	34.4%	31.1%
45	The Royal Bank Of Scotland	3,024	2,098	33.6%	26.1%
46	Dropbox Sites	3,011	1,203	33.5%	15.0%
47	Moneysupermarket.com Financial Group	3,009	2,318	33.4%	28.8%
48	SERVICE.GOV.UK	2,976	2,023	33.1%	25.2%
49	Netflix Inc.	2,938	1,495	32.6%	18.6%
50	HOTJAR.COM	2,892	2,880	32.1%	35.8%

Source: comScore MMX Multi-Platform, October 2016, adults aged 25-34

**Table 10: Top 50 web properties accessed from computers at home or work, mobile phone or tablet: aged 35-54**

No.	Web Property	Unique Audience (000s)		Active Reach (%)	
		Total Digital Pop	Mobile	Total Digital Pop	Mobile
1	Google Sites	16,114	13,428	97.5%	94.3%
2	Facebook	14,387	13,097	87.0%	92.0%
3	Microsoft Sites	13,262	7,139	80.2%	50.2%
4	BBC Sites	12,888	12,093	78.0%	85.0%
5	Amazon Sites	12,761	11,698	77.2%	82.2%
6	eBay	11,451	8,599	69.3%	60.4%
7	Yahoo Sites	11,370	7,413	68.8%	52.1%
8	Trinity Mirror Group	11,168	10,039	67.6%	70.5%
9	Sky Sites	10,785	9,324	65.3%	65.5%
10	Mail Online / Daily Mail	10,034	8,238	60.7%	57.9%
11	TripAdvisor Inc.	9,863	8,096	59.7%	56.9%
12	Apple Inc.	9,384	6,819	56.8%	47.9%
13	Wikimedia Foundation Sites	9,342	6,563	56.5%	46.1%
14	The Guardian	9,183	7,399	55.6%	52.0%
15	News UK Sites	9,087	8,138	55.0%	57.2%
16	PayPal	9,059	6,142	54.8%	43.2%
17	LinkedIn	8,918	7,132	54.0%	50.1%
18	Twitter	8,014	6,164	48.5%	43.3%
19	Telegraph Media Group	7,226	5,543	43.7%	38.9%
20	Home Retail Group	7,148	4,568	43.2%	32.1%
21	Independent & Evening Standard (ESi Media)	7,081	5,934	42.8%	41.7%
22	Tesco Stores	7,053	4,788	42.7%	33.6%
23	WWW.GOV.UK	7,048	3,359	42.6%	23.6%
24	AOL, Inc.	6,848	5,344	41.4%	37.6%
25	Rightmove Sites	6,703	5,189	40.6%	36.5%
26	Adobe Sites	6,612	4,816	40.0%	33.8%
27	Gumtree Sites	6,553	5,553	39.6%	39.0%
28	Lloyds Banking Group plc	6,009	3,383	36.4%	23.8%
29	Vimeo	5,762	3,010	34.9%	21.1%
30	Hearst	5,594	4,250	33.8%	29.9%
31	USA TODAY Network	5,578	4,417	33.7%	31.0%
32	NHS Sites	5,350	3,218	32.4%	22.6%
33	WORDPRESS.COM*	5,316	4,378	32.2%	30.8%
34	Northern & Shell Network	5,129	4,028	31.0%	28.3%
35	Dropbox Sites	5,079	2,071	30.7%	14.5%
36	ITV.COM	5,066	4,319	30.7%	30.3%
37	CBS Interactive	5,035	3,147	30.5%	22.1%
38	Axel Springer SE	5,021	3,283	30.4%	23.1%
39	Moneysupermarket.com Financial Group	5,012	3,602	30.3%	25.3%
40	PINTEREST.COM	4,877	3,271	29.5%	23.0%
41	Zoopla Property Group	4,797	3,640	29.0%	25.6%
42	The Royal Bank Of Scotland	4,728	2,670	28.6%	18.8%
43	SERVICE.GOV.UK	4,647	2,662	28.1%	18.7%
44	SESSIONCAM.COM	4,617	4,602	27.9%	32.3%
45	Barclays Bank	4,596	2,624	27.8%	18.4%
46	British Telecommunications	4,499	2,350	27.2%	16.5%
47	HOTJAR.COM	4,359	4,341	26.4%	30.5%
48	MAXYMISER.NET	4,216	4,206	25.5%	29.6%
49	Indeed	4,159	2,928	25.2%	20.6%
50	ARCOT.COM	4,118	1,791	24.9%	12.6%

Source: comScore MMX Multi-Platform, October 2016, adults aged 35-54

**Table 11: Top 50 web properties accessed from computers at home or work, mobile phone or tablet: aged 55+**

No.	Web Property	Unique Audience (000s)		Active Reach (%)	
		Total Digital Pop	Mobile	Total Digital Pop	Mobile
1	Google Sites	10,523	6,619	96.3%	81.3%
2	Microsoft Sites	9,340	3,096	85.5%	38.0%
3	Amazon Sites	9,238	5,707	84.6%	70.1%
4	Facebook	9,228	6,086	84.5%	74.8%
5	BBC Sites	8,684	6,555	79.5%	80.5%
6	Yahoo Sites	7,744	3,204	70.9%	39.4%
7	eBay	7,320	3,485	67.0%	42.8%
8	TripAdvisor Inc.	6,678	4,071	61.1%	50.0%
9	Mail Online / Daily Mail	6,040	4,149	55.3%	51.0%
10	Trinity Mirror Group	5,378	3,814	49.2%	46.9%
11	Sky Sites	5,377	3,833	49.2%	47.1%
12	Apple Inc.	4,911	3,517	45.0%	43.2%
13	Wikimedia Foundation Sites	4,619	2,750	42.3%	33.8%
14	PayPal	4,583	2,589	42.0%	31.8%
15	News UK Sites	4,374	3,622	40.0%	44.5%
16	Linkedin	4,292	3,177	39.3%	39.0%
17	The Guardian	4,132	2,887	37.8%	35.5%
18	Telegraph Media Group	4,081	2,641	37.4%	32.4%
19	Home Retail Group	4,037	2,075	37.0%	25.5%
20	AOL, Inc.	4,024	2,481	36.8%	30.5%
21	Twitter	3,965	2,660	36.3%	32.7%
22	British Telecommunications	3,622	1,228	33.2%	15.1%
23	Adobe Sites	3,585	2,154	32.8%	26.5%
24	WWW.GOV.UK	3,556	1,055	32.5%	13.0%
25	ITV.COM	3,509	2,809	32.1%	34.5%
26	Tesco Stores	3,486	2,003	31.9%	24.6%
27	Independent & Evening Standard (ESi Media)	3,473	2,439	31.8%	30.0%
28	Vimeo	3,386	1,416	31.0%	17.4%
29	Northern & Shell Network	3,238	2,100	29.6%	25.8%
30	Lloyds Banking Group plc	3,083	1,136	28.2%	14.0%
31	Moneysupermarket.com Financial Group	3,050	1,867	27.9%	22.9%
32	Marks&Spencer	2,946	1,518	27.0%	18.6%
33	USA TODAY Network	2,812	1,827	25.7%	22.5%
34	Rightmove Sites	2,797	1,704	25.6%	20.9%
35	Camelot Group	2,769	1,566	25.3%	19.2%
36	Dropbox Sites	2,704	853	24.8%	10.5%
37	CBS Interactive	2,689	1,239	24.6%	15.2%
38	Zoopla Property Group	2,678	1,734	24.5%	21.3%
39	Priceline.com Incorporated	2,670	1,077	24.4%	13.2%
40	The Royal Bank Of Scotland	2,628	1,135	24.1%	13.9%
41	Groupon	2,612	1,813	23.9%	22.3%
42	Gumtree Sites	2,596	2,055	23.8%	25.2%
43	NHS Sites	2,570	1,168	23.5%	14.3%
44	Hearst	2,491	1,633	22.8%	20.1%
45	PINTEREST.COM	2,395	1,484	21.9%	18.2%
46	ARCOT.COM	2,382	933	21.8%	11.5%
47	SESSIONCAM.COM	2,359	2,342	21.6%	28.8%
48	HOTJAR.COM	2,300	2,284	21.0%	28.1%
49	SERVICE.GOV.UK	2,271	824	20.8%	10.1%
50	Barclays Bank	2,268	844	20.8%	10.4%

Source: comScore MMX Multi-Platform, October 2016, adults aged 55+



# Top programmes viewed by adults

## 2.1 Introduction

This section of the annex provides tables of the most popular television programmes in 2016, viewed by adults aged 16+, 16-24, 25-34, 35-44, 45-54, 55-64 and 65+, as reported by the Broadcasters' Audience Research Board (BARB). All viewing is based on scheduled, broadcast TV programmes and films, including time-shifted viewing from recordings and catch-up TV through the TV set, up to 7 days of the original broadcast .

As with comScore internet data, it offers useful context to our adults' media literacy report.

## 2.2 Methodology

BARB provide the industry standard television audience measurement of UK audiences, serving broadcasters and the advertising industry.

Viewing data is collected second-by-second and reported on a minute-by-minute basis for channels received within the UK.

Viewing estimates are obtained from a panel of approximately 5,100 television-owning private homes and around 11,500 individuals representing the viewing behaviour of the 26 million TV households within the UK. The panel is selected to be representative of each ITV and BBC region, with pre-determined sample sizes. Each home represents, on average, about 5,000 of the UK population.

The tables provide the top television programmes, based on the highest ranking individual airing of a programme title, and ranked on the average 000s of viewers across the duration of the programme. Only programmes greater than 15 minutes in duration are included.

For more information on the data methodology and measurement contained in this annex, please visit [www.barb.co.uk](http://www.barb.co.uk)

## 2.3 Data tables (BARB Jan-Dec 2016)

Table 12: Top 20 television programmes viewed by adults aged 16+ in 2016

	Title	Channel	Date	Start time	000s
1	THE GREAT BRITISH BAKE OFF	BBC One	26/10/2016	19:59:13	14568
2	STRICTLY COME DANCING: THE FINAL	BBC One	17/12/2016	18:39:55	12237
3	PLANET EARTH II	BBC One	13/11/2016	20:00:39	12221
4	EURO 2016: POR V FRA	BBC One	10/07/2016	20:01:03	11400
5	STRICTLY COME DANCING	BBC One	19/11/2016	18:58:00	11255
6	EURO 2016: POST MATCH	BBC One	01/07/2016	21:49:51	11207
7	SHERLOCK	BBC One	01/01/2016	21:03:39	11096
8	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	13/11/2016	21:02:05	10987
9	STRICTLY COME DANCING: THE RESULTS	BBC One	11/12/2016	19:19:29	10827
10	CALL THE MIDWIFE	BBC One	06/03/2016	20:00:27	10477
11	BRITAIN'S GOT TALENT	ITV	16/04/2016	20:02:20	10296
12	EURO 2016: WAL V BEL	BBC One	01/07/2016	20:01:33	10155
13	NEW YEAR'S EVE FIREWORKS	BBC One	31/12/2016	23:59:01	9597
14	STRICTLY COME DANCING LAUNCH SHOW	BBC One	03/09/2016	18:51:57	9552
15	EURO 2016: SVK V ENG	ITV	20/06/2016	19:14:00	9548
16	HAPPY VALLEY	BBC One	15/03/2016	21:00:28	9118
17	EURO 2016: GER V FRA	BBC One	07/07/2016	20:00:57	9076
18	THE NIGHT MANAGER	BBC One	27/03/2016	21:01:04	8980
19	EURO 2016: ENG V RUS	ITV	11/06/2016	18:58:40	8958
20	WIMBLEDON 2016: MEN'S SINGLES FINAL	BBC One	10/07/2016	13:50:16	8713

Source: BARB 1st Jan- 31st Dec (2016). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 13: Top 20 television programmes viewed by adults aged 16-24 in 2016**

	<b>Title</b>	<b>Channel</b>	<b>Date</b>	<b>Start time</b>	<b>000s</b>
<b>1</b>	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	13/11/2016	21:02:05	1361
<b>2</b>	THE GREAT BRITISH BAKE OFF	BBC One	31/08/2016	20:00:41	1323
<b>3</b>	SHERLOCK	BBC One	01/01/2016	21:03:39	1131
<b>4</b>	BRITAIN'S GOT TALENT	ITV	09/04/2016	18:58:33	928
<b>5</b>	DOCTOR WHO	BBC One	25/12/2016	17:44:12	922
<b>6</b>	EURO 2016: POR V FRA	BBC One	10/07/2016	20:01:03	916
<b>7</b>	THE X FACTOR	ITV	03/09/2016	20:16:10	893
<b>8</b>	THE GREAT CHRISTMAS BAKE OFF	BBC One	25/12/2016	16:44:01	884
<b>9</b>	PLANET EARTH II	BBC One	04/12/2016	20:00:09	862
<b>10</b>	EASTENDERS	BBC One	01/01/2016	20:01:47	844
<b>11</b>	THE APPRENTICE	BBC One	03/11/2016	20:59:59	839
<b>12</b>	THE APPRENTICE: THE FINAL	BBC One	18/12/2016	21:08:24	801
<b>13</b>	I'M A CELEBRITY GET ME OUT OF HERE: COMI	ITV	07/12/2016	20:00:12	798
<b>14</b>	ANT & DEC'S SATURDAY NIGHT TAKEAWAY	ITV	20/02/2016	19:00:00	789
<b>15</b>	EURO 2016: WAL V BEL	BBC One	01/07/2016	20:01:33	788
<b>16</b>	EURO 2016: SVK V ENG	ITV	20/06/2016	19:14:00	785
<b>17</b>	EURO 2016: ENG V RUS	ITV	11/06/2016	18:58:40	783
<b>18</b>	MRS BROWN'S BOYS CHRISTMAS SPECIAL	BBC One	25/12/2016	22:31:05	780
<b>19</b>	NEW YEAR'S EVE FIREWORKS	BBC One	31/12/2016	23:59:01	778
<b>20</b>	THE X FACTOR RESULTS	ITV	11/12/2016	20:02:05	744

Source: BARB 1st Jan- 31st Dec (2016). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 14: Top 20 television programmes viewed by adults aged 25-34 in 2016**

	<b>Title</b>	<b>Channel</b>	<b>Date</b>	<b>Start time</b>	<b>000s</b>
<b>1</b>	THE GREAT BRITISH BAKE OFF	BBC One	21/09/2016	20:01:15	2352
<b>2</b>	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	13/11/2016	21:02:05	1876
<b>3</b>	BRITAIN'S GOT TALENT	ITV	16/04/2016	20:02:20	1718
<b>4</b>	PLANET EARTH II	BBC One	13/11/2016	20:00:39	1714
<b>5</b>	EURO 2016: POR V FRA	BBC One	10/07/2016	20:01:03	1534
<b>6</b>	SHERLOCK	BBC One	01/01/2016	21:03:39	1521
<b>7</b>	NEW YEAR'S EVE FIREWORKS	BBC One	31/12/2016	23:59:01	1498
<b>8</b>	THE X FACTOR	ITV	03/09/2016	20:16:10	1480
<b>9</b>	EURO 2016: ENG V RUS	ITV	11/06/2016	18:58:40	1414
<b>10</b>	THE APPRENTICE	BBC One	27/10/2016	20:59:40	1362
<b>11</b>	EURO 2016: SVK V ENG	ITV	20/06/2016	19:14:00	1295
<b>12</b>	EURO 2016: GER V FRA	BBC One	07/07/2016	20:00:57	1278
<b>13</b>	EURO 2016: WAL V BEL	BBC One	01/07/2016	20:01:33	1212
<b>14</b>	EASTENDERS	BBC One	01/01/2016	20:01:47	1195
<b>15</b>	WE'RE GOING ON A BEAR HUNT	CH4	24/12/2016	19:29:13	1194
<b>16</b>	THE APPRENTICE: THE FINAL	BBC One	18/12/2016	21:08:24	1150
<b>17</b>	TOP GEAR	BBC2	29/05/2016	19:59:51	1142
<b>18</b>	EURO 2016: GER V ITA	BBC One	02/07/2016	20:03:03	1121
<b>19</b>	THE X FACTOR RESULTS	ITV	16/10/2016	19:59:45	1108
<b>20</b>	THE GREAT SPORT RELIEF BAKE OFF	BBC One	03/02/2016	19:59:47	1073

Source: BARB 1st Jan- 31st Dec (2016). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 15: Top 20 television programmes viewed by adults aged 35-44 in 2016**

	Title	Channel	Date	Start time	000s
1	THE GREAT BRITISH BAKE OFF	BBC One	26/10/2016	20:58:49	2306
2	EURO 2016: POR V FRA	BBC One	10/07/2016	22:32:20	1910
3	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	13/11/2016	22:46:05	1802
4	BRITAIN'S GOT TALENT	ITV	16/04/2016	21:20:46	1787
5	SHERLOCK	BBC One	01/01/2016	22:32:58	1761
6	EURO 2016: POST MATCH	BBC One	01/07/2016	22:08:59	1716
7	EURO 2016: SVK V ENG	ITV	20/06/2016	22:25:52	1715
8	PLANET EARTH II	BBC One	13/11/2016	20:58:50	1629
9	EURO 2016: GER V FRA	BBC One	07/07/2016	21:53:20	1565
10	EURO 2016: WAL V BEL	BBC One	01/07/2016	21:49:51	1490
11	NEW YEAR'S EVE FIREWORKS	BBC One	31/12/2016	00:15:01	1478
12	THE X FACTOR	ITV	03/09/2016	21:14:57	1469
13	THE APPRENTICE	BBC One	13/10/2016	21:59:09	1447
14	EURO 2016: ENG V RUS	ITV	11/06/2016	22:26:02	1414
15	STRICTLY COME DANCING: THE FINAL	BBC One	17/12/2016	20:54:15	1349
16	WE'RE GOING ON A BEAR HUNT	CH4	24/12/2016	19:53:39	1339
17	EASTENDERS	BBC One	01/01/2016	20:33:13	1327
18	STRICTLY COME DANCING	BBC One	08/10/2016	20:48:46	1321
19	TOP GEAR	BBC2	29/05/2016	21:03:02	1297
20	EURO 2016: GER V ITA	BBC One	02/07/2016	22:49:01	1270

Source: BARB 1st Jan- 31st Dec (2016). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 16: Top 20 television programmes viewed by adults aged 45-54 in 2016**

	<b>Title</b>	<b>Channel</b>	<b>Date</b>	<b>Start time</b>	<b>000s</b>
<b>1</b>	THE GREAT BRITISH BAKE OFF	BBC One	21/09/2016	19:59:13	2927
<b>2</b>	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	13/11/2016	21:02:05	2713
<b>3</b>	EURO 2016: POST MATCH	BBC One	01/07/2016	21:49:51	2381
<b>4</b>	EURO 2016: POR V FRA	BBC One	10/07/2016	20:01:03	2372
<b>5</b>	SHERLOCK	BBC One	01/01/2016	21:03:39	2259
<b>6</b>	STRICTLY COME DANCING: THE FINAL	BBC One	17/12/2016	18:39:55	2173
<b>7</b>	BRITAIN'S GOT TALENT	ITV	23/04/2016	20:02:30	2171
<b>8</b>	PLANET EARTH II	BBC One	13/11/2016	20:00:39	2139
<b>9</b>	EURO 2016: WAL V BEL	BBC One	01/07/2016	20:01:33	2132
<b>10</b>	EURO 2016: SVK V ENG	ITV	20/06/2016	19:14:00	2073
<b>11</b>	EURO 2016: ENG V RUS	ITV	11/06/2016	18:58:40	2035
<b>12</b>	STRICTLY COME DANCING	BBC One	19/11/2016	18:58:00	2005
<b>13</b>	EURO 2016: GER V FRA	BBC One	07/07/2016	20:00:57	1987
<b>14</b>	NEW YEAR'S EVE FIREWORKS	BBC One	31/12/2016	23:59:01	1955
<b>15</b>	STRICTLY COME DANCING: THE RESULTS	BBC One	13/11/2016	19:18:05	1943
<b>16</b>	EURO 2016: GER V ITA	BBC One	02/07/2016	20:03:03	1859
<b>17</b>	COLD FEET	ITV	05/09/2016	21:00:14	1851
<b>18</b>	EASTENDERS	BBC One	01/01/2016	20:01:47	1784
<b>19</b>	STRICTLY COME DANCING LAUNCH SHOW	BBC One	03/09/2016	18:51:57	1783
<b>20</b>	EURO 2016: WAL V NIR	BBC One	25/06/2016	17:00:50	1766

Source: BARB 1st Jan- 31st Dec (2016). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 17: Top 20 television programmes viewed by adults aged 55-64 in 2016**

	<b>Title</b>	<b>Channel</b>	<b>Date</b>	<b>Start time</b>	<b>000s</b>
<b>1</b>	STRICTLY COME DANCING: THE FINAL	BBC One	17/12/2016	18:39:55	2489
<b>2</b>	THE GREAT BRITISH BAKE OFF	BBC One	26/10/2016	19:59:13	2458
<b>3</b>	STRICTLY COME DANCING: THE RESULTS	BBC One	11/12/2016	19:19:29	2364
<b>4</b>	CALL THE MIDWIFE	BBC One	06/03/2016	20:00:27	2359
<b>5</b>	STRICTLY COME DANCING	BBC One	03/12/2016	19:02:12	2298
<b>6</b>	PLANET EARTH II	BBC One	13/11/2016	20:00:39	2064
<b>7</b>	EURO 2016: POST MATCH	BBC One	01/07/2016	21:49:51	2052
<b>8</b>	SHERLOCK	BBC One	01/01/2016	21:03:39	2011
<b>9</b>	HAPPY VALLEY	BBC One	15/03/2016	21:00:28	1968
<b>10</b>	SILENT WITNESS	BBC One	05/01/2016	21:00:29	1888
<b>11</b>	COUNTRYFILE	BBC One	07/02/2016	18:59:26	1887
<b>12</b>	DEATH IN PARADISE	BBC One	07/01/2016	21:00:29	1859
<b>13</b>	STRICTLY COME DANCING LAUNCH SHOW	BBC One	03/09/2016	18:51:57	1846
<b>14</b>	MRS BROWN'S BOYS LIVE	BBC One	23/07/2016	21:45:50	1806
<b>15</b>	EURO 2016: POR V FRA	BBC One	10/07/2016	20:01:03	1775
<b>16</b>	THE NIGHT MANAGER	BBC One	20/03/2016	21:02:14	1771
<b>17</b>	EURO 2016: WAL V BEL	BBC One	01/07/2016	20:01:33	1768
<b>18</b>	BRITAIN'S GOT TALENT	ITV	30/04/2016	20:02:20	1732
<b>19</b>	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	13/11/2016	21:02:05	1682
<b>20</b>	ATTENBOROUGH AND THE GIANT DINOSAUR	BBC One	24/01/2016	18:30:40	1652

Source: BARB 1st Jan- 31st Dec (2016). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 18: Top 20 television programmes viewed by adults aged 65+ in 2016**

	<b>Title</b>	<b>Channel</b>	<b>Date</b>	<b>Start time</b>	<b>000s</b>
<b>1</b>	STRICTLY COME DANCING: THE FINAL	BBC One	17/12/2016	18:39:55	4878
<b>2</b>	STRICTLY COME DANCING: THE RESULTS	BBC One	11/12/2016	19:19:29	4725
<b>3</b>	STRICTLY COME DANCING	BBC One	19/11/2016	18:58:00	4648
<b>4</b>	COUNTRYFILE	BBC One	07/02/2016	18:59:26	4325
<b>5</b>	CALL THE MIDWIFE	BBC One	06/03/2016	20:00:27	4256
<b>6</b>	PLANET EARTH II	BBC One	13/11/2016	20:00:39	3854
<b>7</b>	WAR AND PEACE	BBC One	03/01/2016	20:59:37	3668
<b>8</b>	BBC NEWS	BBC One	03/01/2016	18:01:30	3667
<b>9</b>	THE DURRELLS	ITV	03/04/2016	20:00:05	3652
<b>10</b>	HAPPY VALLEY	BBC One	09/02/2016	21:00:38	3638
<b>11</b>	STRICTLY COME DANCING LAUNCH SHOW	BBC One	03/09/2016	18:51:57	3633
<b>12</b>	STILL OPEN ALL HOURS	BBC One	24/01/2016	19:30:21	3602
<b>13</b>	MAIGRET	ITV	28/03/2016	21:04:36	3571
<b>14</b>	LAST TANGO IN HALIFAX	BBC One	19/12/2016	21:02:40	3570
<b>15</b>	ATTENBOROUGH AND THE GIANT DINOSAUR	BBC One	24/01/2016	18:30:40	3527
<b>16</b>	SILENT WITNESS	BBC One	04/01/2016	21:01:29	3426
<b>17</b>	GRANTCHESTER	ITV	02/03/2016	21:03:12	3397
<b>18</b>	MARCELLA	ITV	04/04/2016	21:00:53	3376
<b>19</b>	ANTIQUES ROADSHOW	BBC One	28/08/2016	19:59:27	3370
<b>20</b>	VICTORIA	ITV	28/08/2016	21:02:10	3339

Source: BARB 1st Jan- 31st Dec (2016). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.