

Representation & Portrayal

BARB Viewing data

April 2017 – March 2018

Introduction

How to use this information pack

- This pack contains a summary of viewing to the BBC from the Broadcasters' Audience Research Board (BARB).
- It looks at time spent, the proportion of each audience that watched the BBC at least once in an average week, and the share of total TV viewing that the BBC channels accounted for. Analysis is based on April 2017 to March 2018.
- Slides 4-7 provide an initial view of the performance of the combined BBC family of channels among key adult audiences* set against total TV viewing for context.
- The remaining slides include more detailed analysis of viewing to the BBC among a wider range of adult audiences and include some comparisons to other channels.
- BARB data in this pack is based on viewing to broadcast TV on TV sets, including to catch-up and recorded programmes up to seven days after first broadcast. We analyse audiences to a granular a level as is possible with the datasets.
- Data is based on BARB audience classifications which may be different to those used elsewhere in our main report.
- An annex at the end of this information pack contains definitions of audiences, the viewing measures and the socio-economic group classifications used in our analysis.

* All UK adults, men, women, women aged 55+, C2DE adults, minority ethnic adults, black ethnic adults, Asian ethnic adults, disabled adults, adults in England, adults in Wales, adults in Scotland and adults in Northern Ireland.

Summary

Viewing to the BBC family of TV channels among key audiences

Across key viewing measures, women of any age, women aged 55+, disabled adults and adults in Wales and Scotland watched on average more TV and more of the BBC family of channels compared to all UK adults.

Measure of viewing	All UK adults aged 16+	Men	Women	Women 55+	C2DE adults	Minority ethnic adults	Black ethnic adults	Asian ethnic adults	Disabled adults	Adults in England	Adults in Wales	Adults in Scotland	Adults in Northern Ireland
Total TV Time spent	3hrs 42m	3hrs 24m	4hrs	5hrs 36m	4hrs 28	2 hrs 39m	3 hrs 8m	2 hrs 35 m	6hrs 11m	3hrs 39m	4hrs 3m	4hrs 8m	3hrs 39m
BBC Family Time spent	1hr 11	1hr 6m	1hr 16m	2hrs 3m	1hr 12m	38 mins	44 mins	36 mins	1hr 54m	1 hr 10m	1 hr 22m	1 hr 20m	1 hr 3m
Total TV Average weekly reach %	91%	90%	93%	97%	92%	87%	87%	89%	95%	91%	92%	92%	92%
BBC Family Average weekly reach%	80%	78%	82%	94%	80%	69%	71%	70%	89%	80%	82%	82%	81%
BBC Family Share of total TV viewing	32%	32%	31%	37%	27%	24%	23%	23%	31%	32%	34%	32%	29%

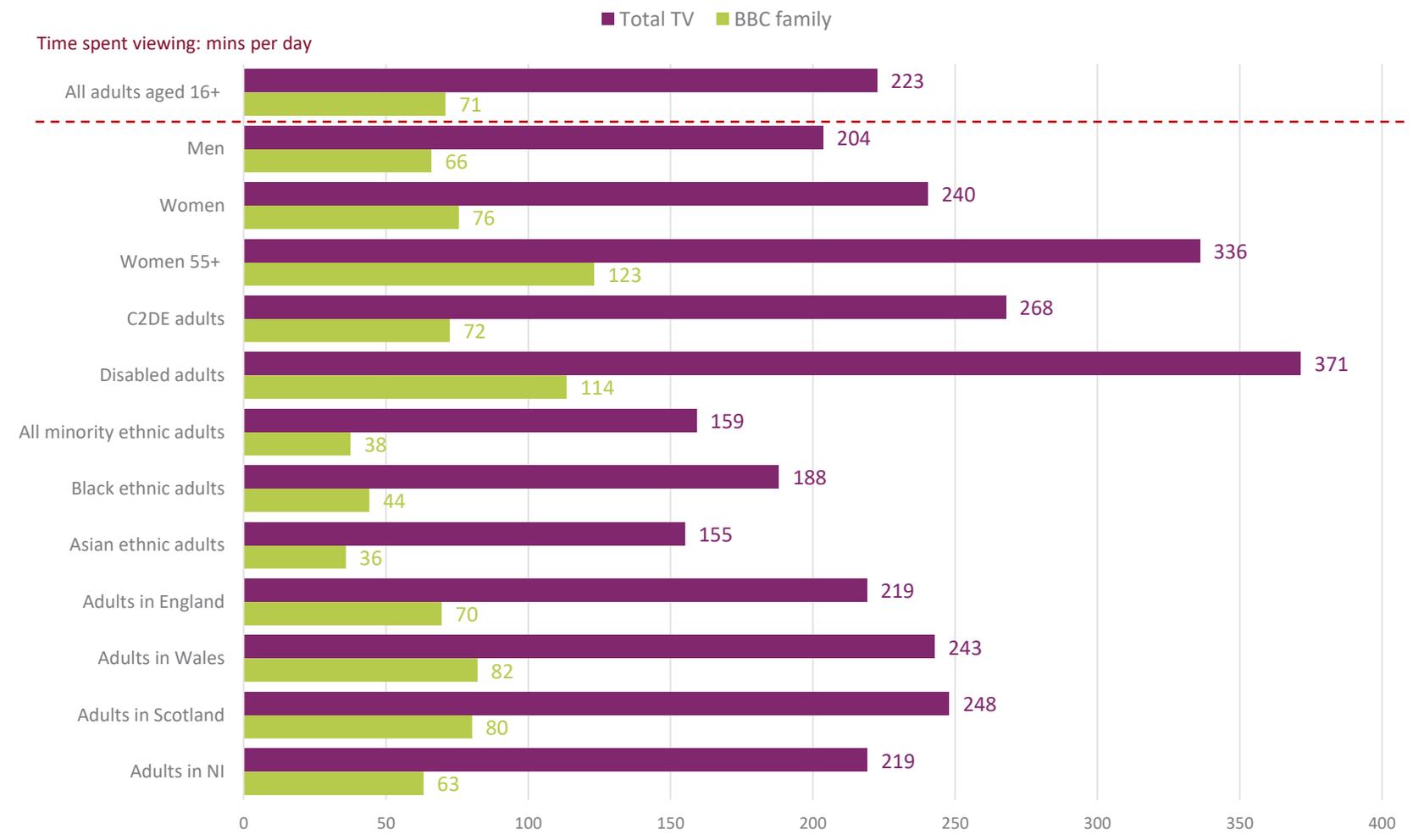
Source: BARB. Network, unless otherwise stated.

Date range = 1 April 2017-31 March 2018 apart from average weekly reach which uses 3 April 2017-1 April 2018 for the correct calculation of weekly averages. Reach criteria for average weekly reach = at least 15 consecutive minutes of viewing at least once in a typical week.

Time spent is based on average daily viewing minutes per person.

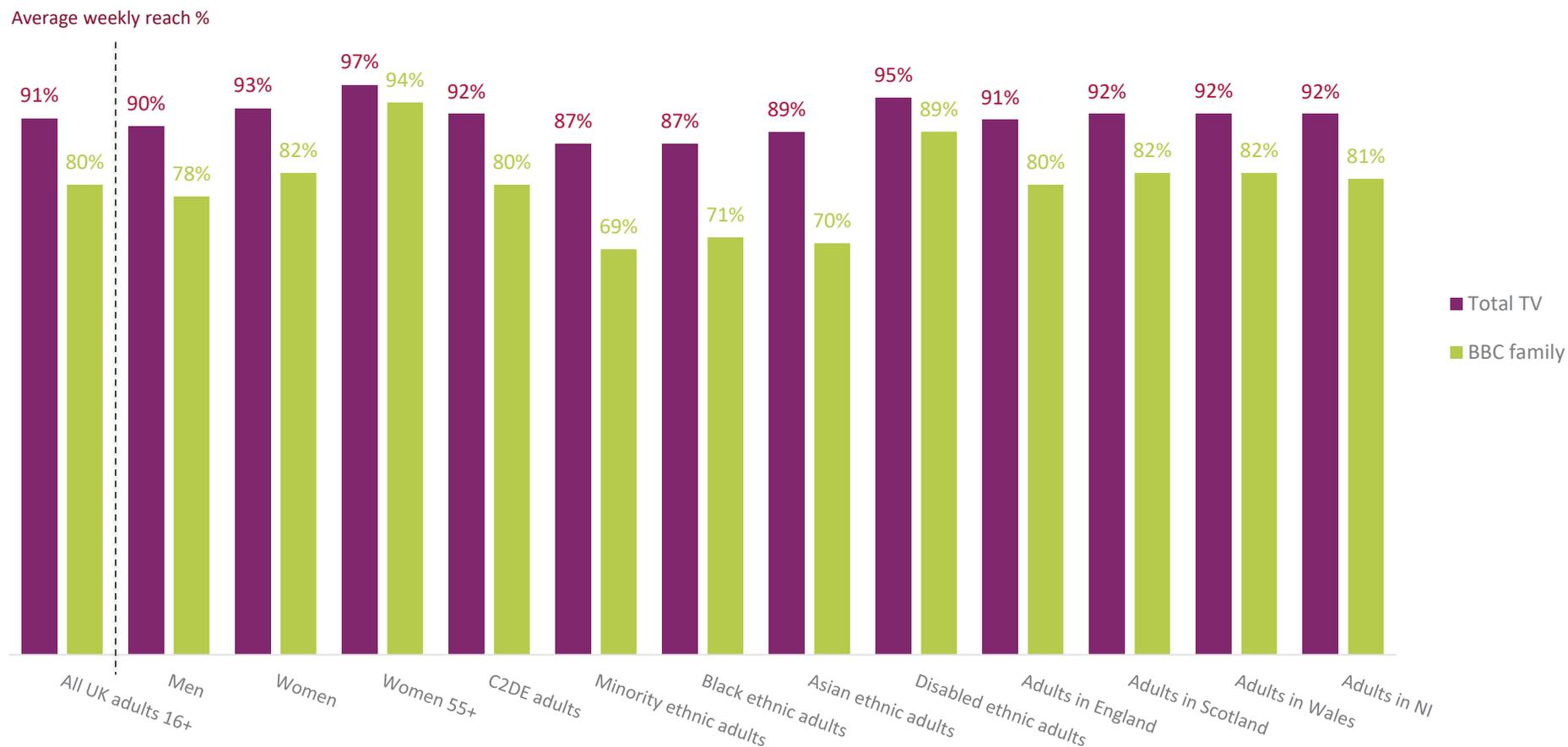
BBC family = BBC One, Two, BBC Four, BBC News, BBC Parliament, CBeebies, CBBC and BBC red button channels.

Disabled adults, women 55+ and C2DE adults were some of the heaviest TV viewers. Women 55+ spent an additional 52 minutes a day watching BBC channels compared to all adults; disabled adults spent an additional 43 minutes a day.



Source: BARB. Network, unless otherwise stated. Date range = 1 April 2017-31 March 2018. Time spent is based on average daily viewing minutes per person.
 BBC family = BBC One, Two, BBC Four, BBC News, BBC Parliament, CBeebies, CBBC and BBC red button channels.

The BBC family had the lowest weekly reach among people from a minority ethnic background and the highest reach among women 55+, similar to the pattern of viewing to total TV.



Source: BARB. Network, unless otherwise stated.

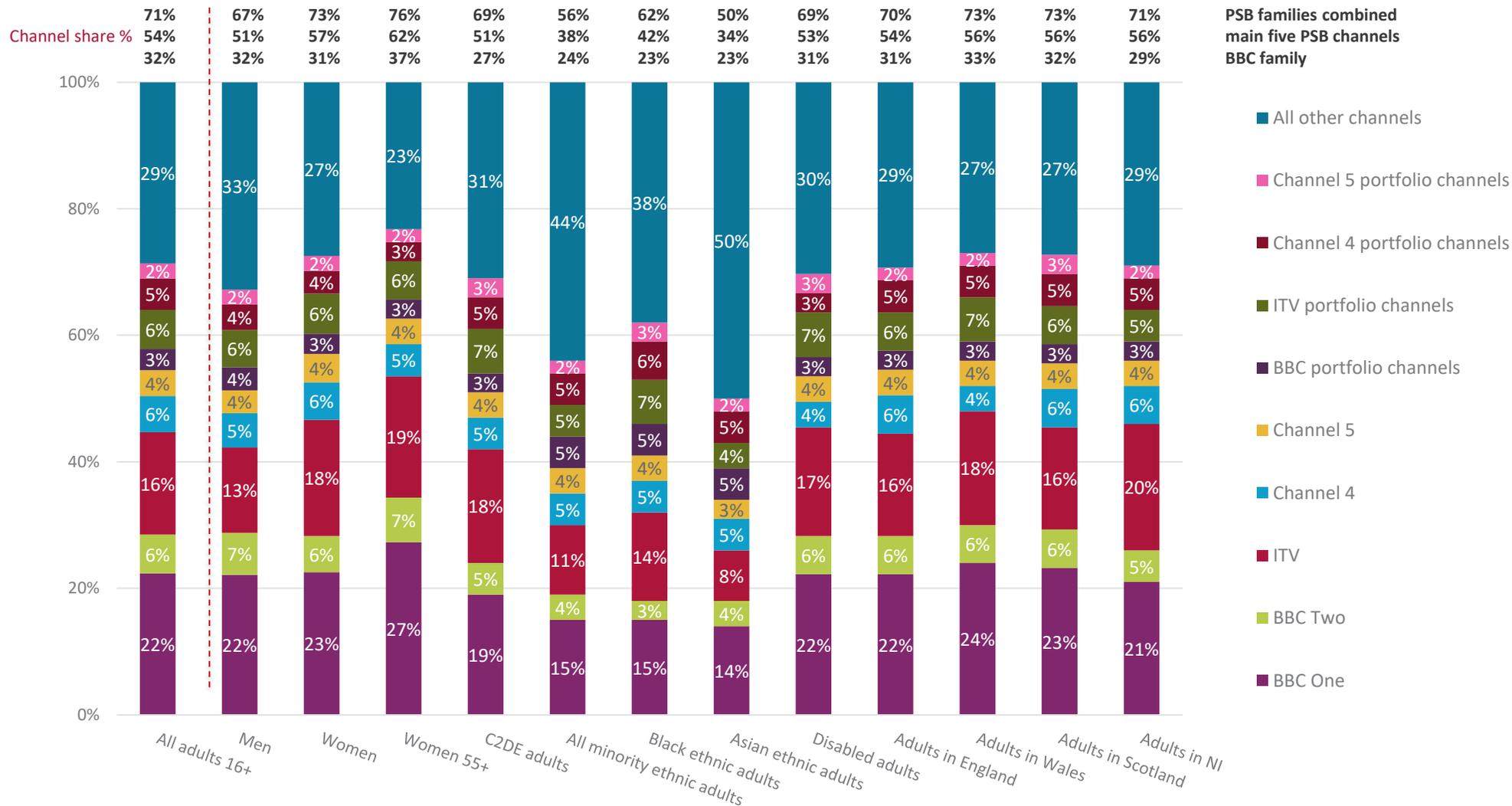
Date range = 3 April 2017-1 April 2018 for the correct calculation of weekly averages. Reach criteria = at least 15 consecutive minutes of viewing to at least one of the BBC family of channels at least once in a typical week.

BBC family = BBC One, Two, BBC Four, BBC News, BBC Parliament, CBeebies, CBBC, BBC red button channels.



BBC One had the highest share among women aged 55+, and the lowest among people from a minority ethnic background.

People from an Asian ethnic background had the highest share of viewing to all other channels at 50%.



Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018. ITV, Channel 4 and Channel 5 main channels include ITV+, Channel 4+1 and Channel 5+1 respectively. HD variants are included where applicable.

Further analysis

Expanded BBC viewing analysis across key audiences

Age and gender

Summary

Total TV viewing

- Viewing increased with age. Higher proportions of those aged over 45 watched TV each week, and spent more time watching each day than the average UK adult.
- 73% of the total adult TV audience were aged 45+, and over half (55%) of adult TV viewers belonged to the oldest 55+ age groups.
- Overall, women watched more TV than men. This was also true within each age group. Women made up 56% of the total adult TV audience.

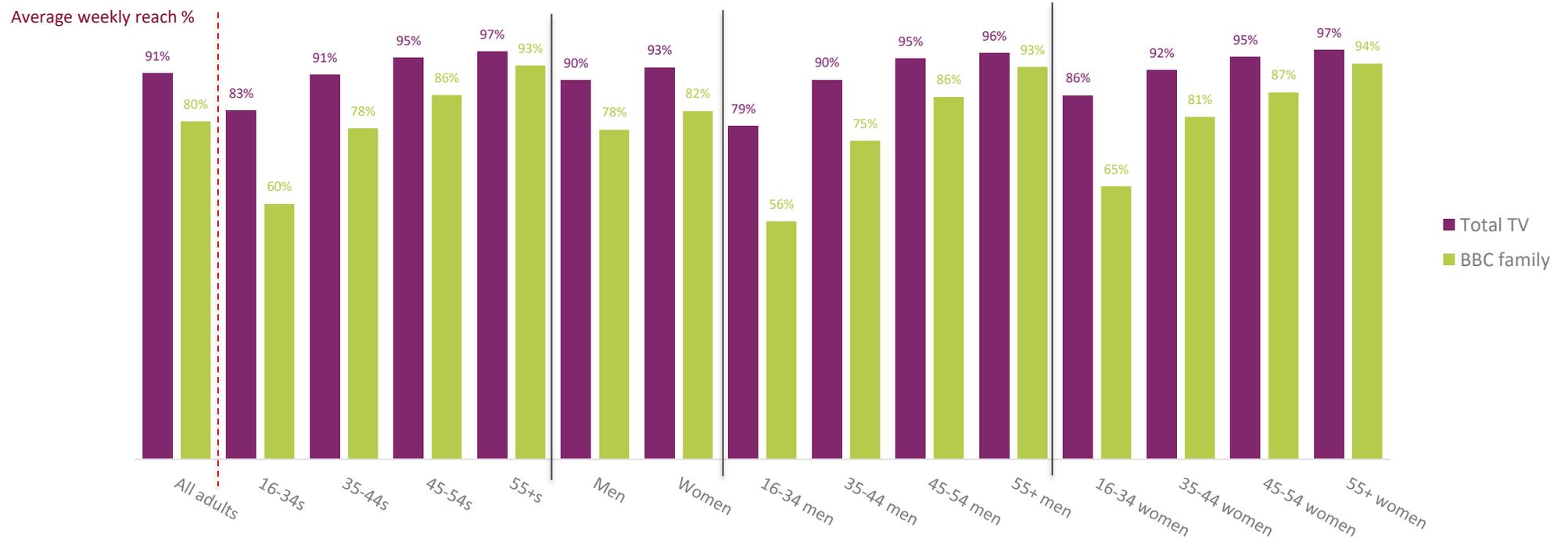
BBC

- Like viewing to total TV, viewing to the BBC was higher among older audiences and women in time spent, weekly reach and audience share.
- BBC One and the BBC family had the highest weekly reach of all the PSB broadcasters.
- 66% of BBC One's audience was made up of 55+s, higher than the 55+ profile to TV overall.

Like viewing to TV overall, viewing to the BBC was highest among women and older audiences, and lowest among 16-34s.

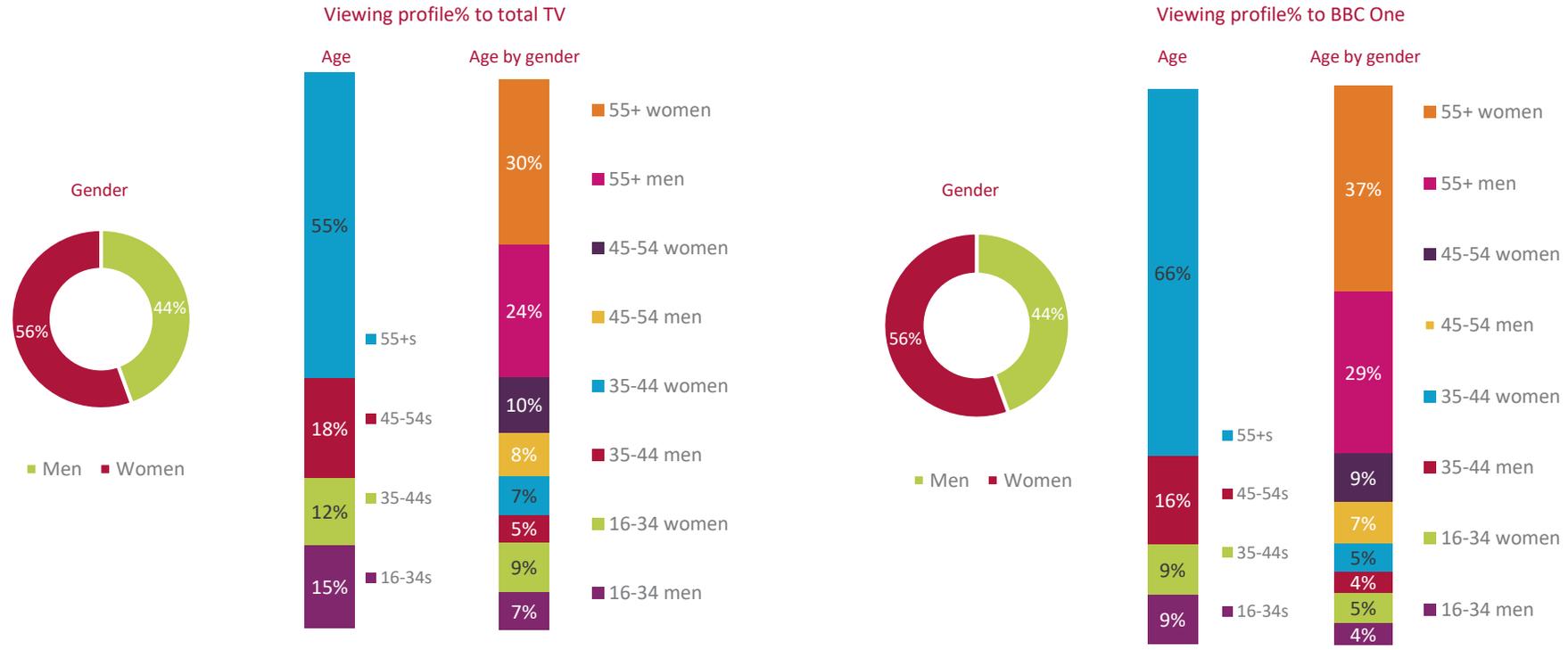
Time spent: viewing mins per day

	All adults	16-34s	35-44s	45-54s	55+s	Men	Women	16-34 men	35-44 men	45-54 men	55+ men	1634 women	35-44 women	45-54 women	55+ women
Total TV	3hrs 42m	2hrs	2hrs 48m	3hrs 47m	5hrs 20m	3hrs 24m	4hrs	1hr 41m	2hrs 35m	3hrs 32m	5hrs 3m	2hrs 18m	3hrs 2m	4hrs 1m	5hrs 36m
BBC family	1hr 11m	26mins	43mins	1hr 5m	1hr 59m	1hr 6m	1hr 16m	21mins	39mins	1hr 4m	1hr 54m	30mins	47mins	1hr 7m	2hrs 3m



Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018 (for channel shares and time spent), 3 April 2017 - 1 April 2018 for average weekly reach (full weeks used for the correct calculation of averages). Reach criteria: 15 or more minutes of consecutive viewing time, at least once in a given week.

Two thirds of BBC One’s adult viewers were aged 55+ - higher than the proportion (55%) watching any TV. Within the 55+ age group, the skew towards women was higher in every age group.



Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018. Profile base: adults (aged 16+).

Of the PSBs, BBC One and the BBC family of channels both had the highest weekly reach among all age groups.

Average weekly reach % and 000s

	All adults	16-34s	35-44s	45-54s	55+	All adults	16-34s	35-44s	45-54s	55+
	Average weekly reach %					Average weekly reach 000s				
BBC One	75%	52%	70%	81%	91%	37,699	7,574	5,518	7,240	17,382
BBC Two	50%	26%	41%	53%	70%	25,243	3,789	3,280	4,760	13,430
ITV	61%	42%	53%	66%	76%	30,776	6,113	4,163	5,942	14,576
Channel 4	50%	38%	49%	54%	56%	25,063	5,489	3,906	4,870	10,802
Channel 5	38%	23%	34%	39%	49%	18,984	3,336	2,652	3,512	9,489
BBC family	80%	60%	78%	86%	93%	40,580	8,752	6,202	7,741	17,901
ITV family	70%	53%	63%	74%	83%	35,261	7,708	4,964	6,679	15,929
Channel 4 family	62%	51%	62%	68%	69%	31,485	7,359	4,874	6,072	13,180
Channel 5 family	45%	29%	40%	47%	58%	22,709	4,195	3,184	4,195	11,148
All other channels	71%	58%	72%	76%	77%	35,742	8,457	5,696	6,821	14,779
Total TV	91%	83%	91%	95%	97%	46,205	11,949	7,209	8,529	18,526

Source: BARB. Network. Date range: 3 April 2017 - 1 April 2018 (full weeks used for the correct calculation of averages).

Reach criteria: 15mins or more consecutive viewing at least once in a typical week.

Main five PSB channels include their +1 channels. HD channel variants included where applicable. PSB families include the main channel plus all other portfolio channels.

All other channels = other, non-PSB broadcaster channels.

Higher proportions of women than men in each age group between 16-54 watched BBC One, while there were less notable differences by gender and age for BBC Two.

Average weekly reach % and 000s

	16-34 men	35-44 men	45-54 men	55+ men	16-34 women	35-44 women	45-54 women	55+ women	16-34 men	35-44 men	45-54 men	55+ men	16-34 women	35-44 women	45-54 women	55+ women
	Average weekly reach %								Average weekly reach 000s							
BBC One	49%	66%	79%	90%	56%	73%	82%	91%	3,545	2,571	3,458	8,111	4,030	2,947	3,782	9,271
BBC Two	25%	41%	54%	70%	27%	42%	52%	70%	1,840	1,595	2,372	6,346	1,949	1,686	2,387	7,084
ITV	37%	48%	62%	72%	48%	57%	71%	79%	2,695	1,867	2,704	6,526	3,419	2,295	3,239	8,051
Channel 4	33%	47%	52%	53%	43%	52%	57%	59%	2,413	1,804	2,275	4,808	3,076	2,102	2,595	5,996
Channel 5	19%	31%	37%	47%	27%	36%	42%	52%	1,390	1,198	1,599	4,232	1,948	1,454	1,915	5,258
BBC family	56%	75%	86%	93%	65%	81%	87%	94%	4,095	2,922	3,752	8,398	4,657	3,280	3,990	9,503
ITV family	48%	60%	71%	80%	58%	66%	78%	85%	3,498	2,303	3,113	7,273	4,211	2,662	3,566	8,655
Channel 4 family	45%	59%	66%	67%	57%	64%	69%	70%	3,286	2,274	2,900	6,081	4,074	2,600	3,172	7,099
Channel 5 family	25%	38%	45%	56%	33%	42%	49%	60%	1,800	1,473	1,947	5,106	2,395	1,711	2,248	6,043
All other channels	56%	73%	78%	79%	61%	71%	74%	75%	4,063	2,815	3,407	7,132	4,394	2,881	3,415	7,647
Total TV	79%	90%	95%	96%	86%	92%	95%	97%	5,742	3,479	4,150	8,697	6,207	3,729	4,379	9,829

Source: BARB. Network. Date range: 3 April 2017 - 1 April 2018 (full weeks used for the correct calculation of averages).

Reach criteria: 15mins or more consecutive viewing at least once in an average week. Main five PSB channels include their +1 channels. HD channel variants included where applicable.

All other channels = other, non-PSB broadcaster channels.

BBC One and BBC Two's share increased with each age band, rising from 14% among 16-34s to 27% among 55+s for BBC One, and 4% and 7% respectively for BBC Two.



Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018. ITV, Channel 4 and Channel 5 main channels include ITV+, Channel 4+1 and Channel 5+1 respectively. HD variants are included where applicable. Main five PSB channels include their +1 channels. HD channel variants included where applicable. PSB families include the main channel plus all other portfolio channels. All other channels = other, non-PSB broadcaster channels.

BBC One had the highest share across all age groups except 16-34s.
 Channel 4, ITV2, E4 and Channel 5 were more popular than BBC Two for this age group.

Top 10 channels by share and time spent

All adults	Share %	Time spent	16-34 adults	Share %	Time spent	35-44 adults	Share %	Time spent	45-54 adults	Share %	Time spent	55+ adults	Share %	Time spent
BBC One	22.3%	50	ITV	13.8	16	BBC One	16.7	28	BBC One	20.1	46	BBC One	26.8	86
ITV	16.2%	36	BBC One	13.6	16	ITV	13.8	23	ITV	16.9	38	ITV	17.2	55
BBC Two	6.1%	14	Channel 4	7.7	9	Channel 4	7.5	13	Channel 4	6.2	14	BBC Two	7.3	23
Channel 4	5.7%	13	ITV2	5.6	7	BBC Two	4.7	8	BBC Two	5.6	13	Channel 4	4.6	15
Channel 5	4.1%	9	E4	5.3	6	Channel 5	4.5	8	Channel 5	4.1	9	Channel 5	4.0	13
ITV2	2.2%	5	Channel 5	4.3	5	ITV2	2.8	5	ITV2	2.4	5	ITV3	3.1	10
ITV3	2.1%	5	BBC Two	3.8	5	E4	2.6	4	Film4	1.9	4	Drama	1.8	6
E4	1.7%	4	CBeebies	2.8	3	CBeebies	2.1	4	E4	1.6	4	BBC News	1.3	4
Film4	1.5%	3	Comedy Central	1.8	2	Dave	1.9	3	ITV3	1.4	3	ITV4	1.3	4
Drama	1.2%	3	Dave	1.7	2	Film4	1.7	3	Dave	1.3	3	Film4	1.3	4

Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018. Main five PSB channels and other channels shown include their +1 channels (and HD variants where applicable).

Time spent is based on average daily viewing minutes per person.

Disabled audiences

Total TV viewing

- At 6 hours and 11 minutes a day, disabled adults spent much more time watching TV than non-disabled adults (3 hours and 20 mins a day) and the UK average (3 hours 42 minutes a day).
- In a typical week, 95% of disabled adults watched TV compared to 91% among non-disabled adults and the UK average.
- Disabled viewers accounted for 22% of the total TV viewing audience.

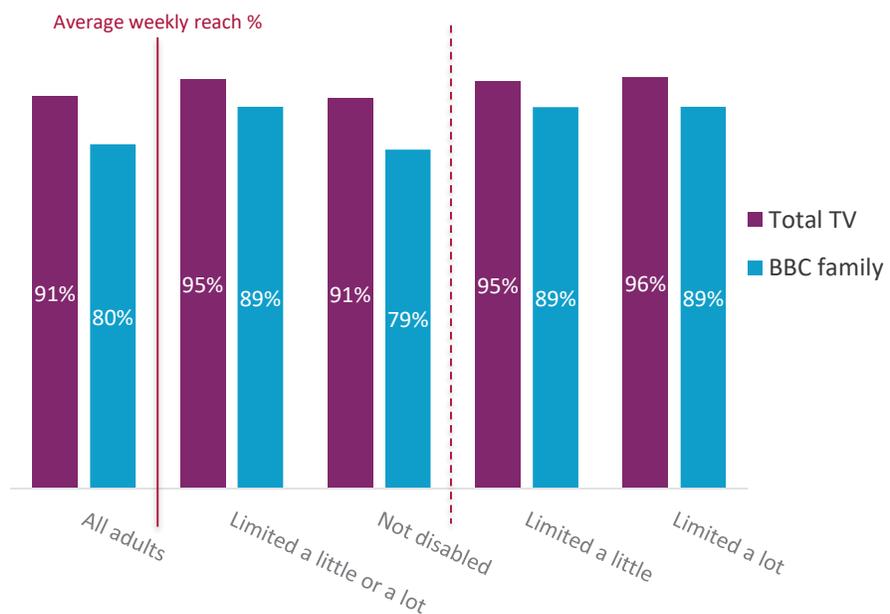
BBC

- On a typical day disabled adults spent 1 hour 54 minutes watching the BBC family of channels, this is above the UK average of 1 hour 11 minutes a day.
- 89% of disabled adults watched the BBC family of channels in an average week, higher than the BBC's reach among all adults and non-disabled adults.
- Disabled viewers accounted for 21% of the BBC family audience, similar to the profile of total TV viewers overall.

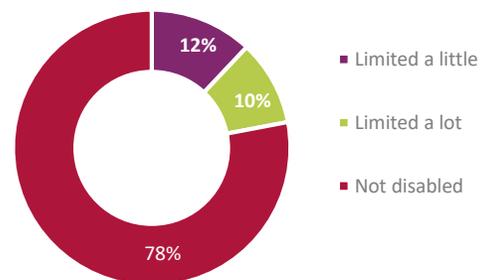
Time spent and weekly reach to all TV and the BBC family of channels were higher among disabled people than non-disabled people and the UK average.

Time spent: viewing minutes per day

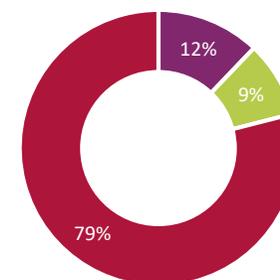
	All adults	Disabled – limited a little or a lot	Not disabled	Disabled – limited a little	Disabled – limited a lot
Total TV	3hrs 42mins	6hrs 11mins	3hrs 20mins	5hrs 43mins	6hrs 49mins
BBC family	1hr 11mins	1hr 54mins	1hr 4mins	1hr 55mins	1hr 52mins



Viewing profile% to total TV



Viewing profile% to BBC family



Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018 (for channel shares and time spent), 3 April 2017 - 1 April 2018 for average weekly reach (full weeks used for the correct calculation of averages). Reach criteria for weekly reach: 15 or more minutes of consecutive viewing time, at least once in a given week. Audiences are based on panel members being asked if their day-to-day activities are limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months.

Disabled viewers spent around double the time watching BBC One and BBC Two than non-disabled viewers.

Top 10 channels by share and time spent

All adults	Share%	Time spent	Disabled (limited a little or a lot)	Share%	Time spent	Not disabled	Share%	Time spent
BBC One	22.3%	50	BBC One	22.1%	82	BBC One	22.4%	45
ITV	16.2%	36	ITV	16.9%	63	ITV	16.0%	32
BBC Two	6.1%	14	BBC Two	5.9%	22	BBC Two	6.2%	12
Channel 4	5.7%	13	Channel 4	4.4%	16	Channel 4	6.1%	12
Channel 5	4.1%	9	Channel 5	4.4%	16	Channel 5	4.0%	8
ITV2	2.2%	5	ITV3	3.5%	13	ITV2	2.3%	5
ITV3	2.1%	5	Drama	2.0%	7	E4	1.9%	4
E4	1.7%	4	ITV2	1.9%	7	ITV3	1.7%	3
Film4	1.5%	3	Film4	1.7%	6	Film4	1.4%	3
Drama	1.2%	3	Pick	1.4%	5	BBC News	1.2%	2

Disabled – limited a little	Share%	Time spent	Disabled – limited a lot	Share%	Time spent
BBC One	23.7%	81	BBC One	20.3%	83
ITV	17.3%	59	ITV	16.4%	67
BBC Two	6.6%	23	BBC Two	5.0%	21
Channel 4	4.5%	15	Channel 5	4.3%	18
Channel 5	4.4%	15	Channel 4	4.2%	17
ITV3	3.7%	13	ITV3	3.4%	14
Drama	2.0%	7	ITV2	2.1%	9
ITV2	1.7%	6	Drama	1.9%	8
Film4	1.7%	6	Pick	1.9%	8
ITV4	1.4%	5	Film4	1.7%	7

Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018. Main five PSB channels include their +1 channels (and HD variants). All other channels that are not separately reported by BARB (combined as 'other cable/satellite') have been excluded in the top 10's for this analysis.

People from minority ethnic backgrounds

Total TV viewing

- Overall people from a minority ethnic background did not watch as much TV as people from white ethnic backgrounds or the UK average.
- In a typical week, 92% people from white ethnic backgrounds watched TV compared to 87% of all adults from minority ethnic backgrounds.
- Minority ethnic audiences made up 7% of the total TV audience, lower than their total population profile (13-14%).

Channel preferences

- BBC One was the most watched channel for white and the individual minority ethnic audiences alike in both weekly reach, time spent and share of total TV viewing, followed by ITV.
- While BBC Two and Channel 4 had similar shares among white adult viewers and the UK average, Channel 4 had a higher share than BBC Two for minority ethnic audiences.
- There were a notable number of South Asian news and entertainment channels that featured in the 30 most watched channels among people from Asian ethnic backgrounds, such as Star Plus which ranked 4th in terms of share, above Channel 4 and Channel 5.

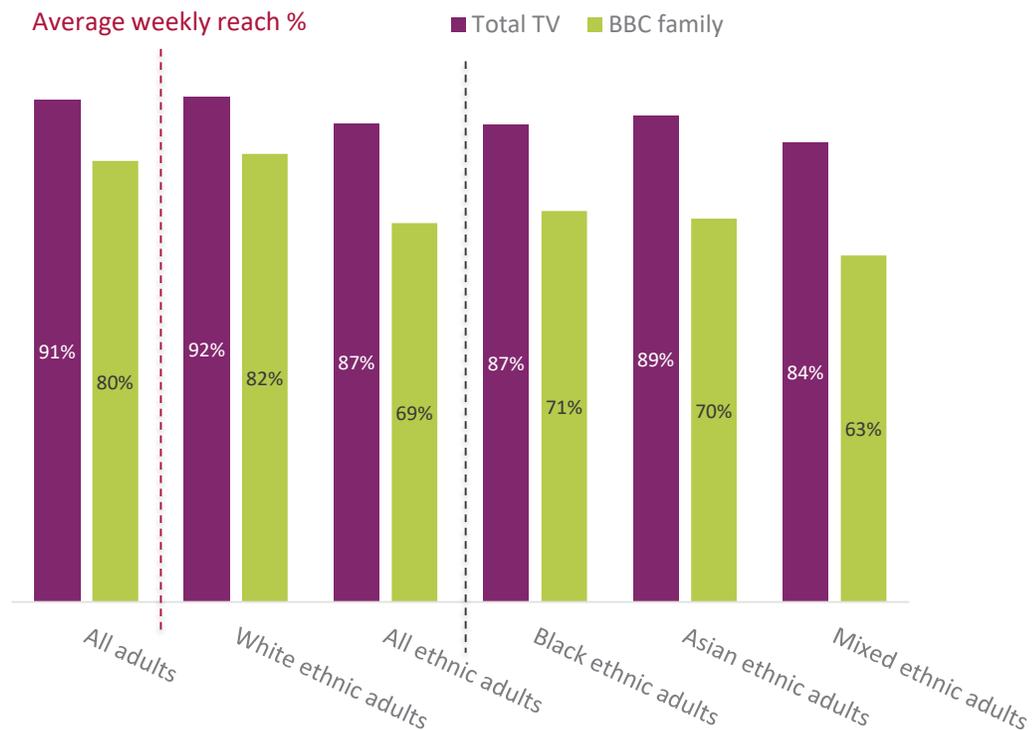


A higher proportion of white ethnic adults watched TV in an average week, spent more time watching TV per day and made up the largest proportion of the TV audience compared to adults from other ethnic backgrounds.

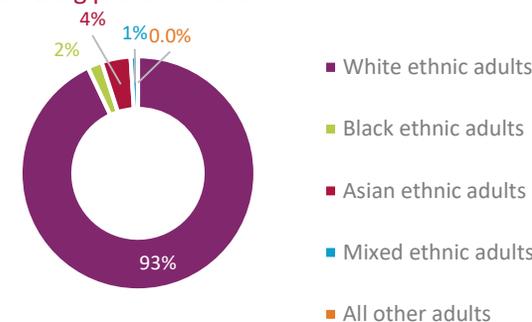
Time spent: viewing per day

	All adults	White ethnic adults	All minority ethnic adults	Black ethnic adults	Asian ethnic adults	Mixed ethnic adults
Total TV	3 hrs 42 mins	3 hrs 49 mins	2 hrs 39 mins	3 hrs 8 mins	2 hrs 35 mins	2 hrs 15 mins
BBC family	1 hr 11 mins	1 hr 15 mins	38 mins	44 mins	36 mins	34 mins

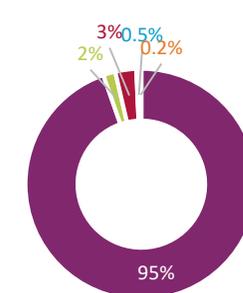
Average weekly reach %



Viewing profile to total TV



Viewing profile to BBC family



Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018 (for channel shares and time spent), 3 April 2017 - 1 April 2018 for average weekly reach (full weeks used for the correct calculation of averages). Reach criteria for weekly reach: 15 or more minutes of consecutive viewing time, at least once in a given week. Data may not sum to 100% due to rounding.

Lower proportions of people from a minority ethnic background watched BBC One and BBC Two than people from a white ethnic background while higher proportions of black and Asian ethnic adults watched non-PSB broadcaster channels in a typical week ('all other channels'), compared to white ethnic adults.

Average weekly reach %

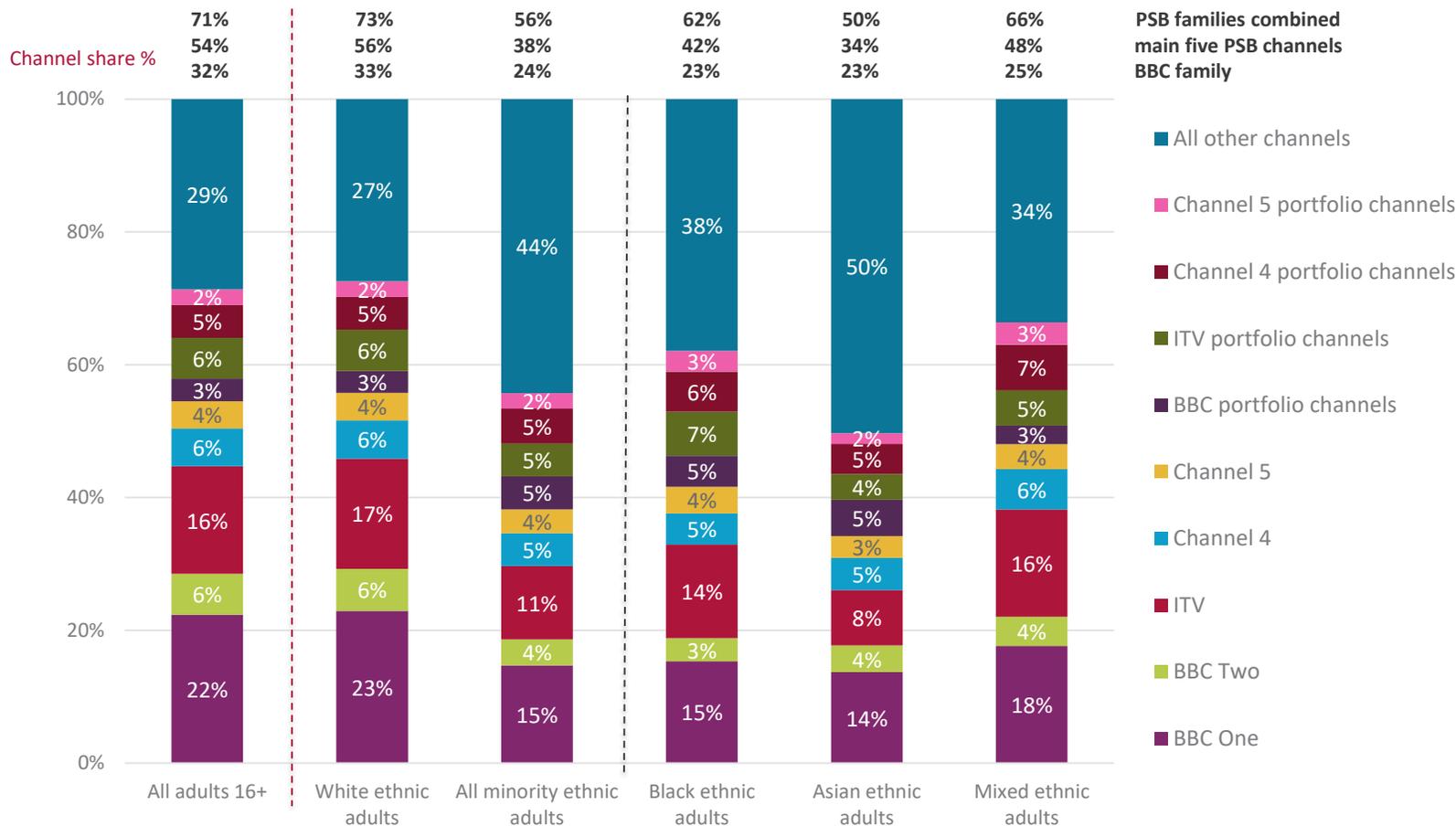
	All adults	White ethnic adults	All minority ethnic adults	Black ethnic adults	Asian ethnic adults	Mixed ethnic adults
BBC One	75%	76%	59%	63%	58%	56%
BBC Two	50%	52%	31%	30%	31%	32%
ITV	61%	63%	42%	47%	38%	47%
Channel 4	50%	51%	34%	37%	32%	38%
Channel 5	38%	39%	26%	27%	26%	23%
BBC family	80%	82%	69%	71%	70%	63%
ITV family	70%	72%	52%	59%	49%	55%
Channel 4 family	62%	64%	48%	51%	46%	51%
Channel 5 family	45%	46%	32%	35%	32%	28%
All other channels	71%	71%	71%	73%	75%	59%
Total TV	91%	92%	87%	87%	89%	84%

Source: BARB, Network. Date range: 3 April 2017 - 1 April 2018 (full weeks used for the correct calculation of averages).

Reach criteria: 15mins or more consecutive viewing. Main five PSB channels include their +1 channels. HD channel variants included where applicable. 'All other channels' = other, non-PSB broadcaster channels.

38% of total TV viewing among people from a minority ethnic background was to the main five PSBs compared to 56% among people from a white ethnic background and 54% among the all adult average.

The BBC family of channels accounted for a third of viewing among white audiences compared to around a quarter among minority ethnic viewers.



Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018. ITV, Channel 4 and Channel 5 main channels include ITV+, Channel 4+1 and Channel 5+1 respectively. HD variants are included where applicable. Data may not sum to 100% due to rounding.

Channel 4 had a higher share than BBC Two among minority ethnic audiences.
 A Hindi entertainment channel, Star Plus, ranked fourth among Asian ethnic viewers.

Top 10 channels by share and time spent

All adults	Share%	Time spent	White ethnic adults	Share%	Time spent	All minority ethnic adults	Share%	Time spent
BBC One	22.3%	50	BBC One	22.9%	53	BBC One	14.7%	23
ITV	16.2%	36	ITV	16.6%	38	ITV	11.0%	18
BBC Two	6.1%	14	BBC 2	6.3%	15	Channel 4	4.9%	8
Channel 4	5.7%	13	Channel 4	5.8%	13	BBC 2	3.9%	6
Channel 5	4.1%	9	Channel 5	4.1%	10	Channel 5	3.6%	6
ITV2	2.2%	5	ITV3	2.2%	5	Star Plus	2.6%	4
ITV3	2.1%	5	ITV2	2.2%	5	ITV2	2.4%	4
E4	1.7%	4	E4	1.7%	4	E4	2.2%	3
Film4	1.5%	3	Film4	1.4%	3	BBC News	2.1%	3
Drama	1.2%	3	Drama	1.3%	3	CBeebies	1.9%	3

Black ethnic adults	Share%	Time spent	Asian ethnic adults	Share%	Time spent	Mixed ethnic adults	Share%	Time spent
BBC One	15.3%	29	BBC One	13.7%	21	BBC One	17.6%	24
ITV	14.1%	27	ITV	8.3%	13	ITV	16.1%	22
Channel 4	4.7%	9	Channel 4	4.8%	7	Channel 4	6.1%	8
Channel 5	4.0%	8	Star Plus	4.7%	7	BBC 2	4.4%	6
BBC 2	3.5%	7	BBC Two	4.0%	6	Channel 5	3.8%	5
ITV2	3.3%	6	Channel 5	3.3%	5	E4	3.6%	5
E4	2.4%	4	CBeebies	2.4%	4	ITV2	2.9%	4
CBS Reality	2.3%	4	BBC News	2.2%	3	5 USA	2.4%	3
BBC News	2.2%	4	E4	1.8%	3	Sky One	1.5%	2
Film4	1.7%	3	ITV2	1.8%	3	Dave	1.4%	2

Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018. Channels include their +1 channels (and HD variants). All 'other' combined channels not separately reported by BARB in the top 10s for black, Asian and all ethnic groups have been excluded in the top 10's for this analysis.

A notable number of South Asian news and entertainment channels featured in the top 30 most watched channels among Asian ethnic audiences.

Top 30 channels by share

	White ethnic adults	Share %
1	BBC One	22.9
2	ITV	16.6
3	BBC Two	6.3
4	Channel 4	5.8
5	Channel 5	4.1
6	ITV3	2.2
7	ITV2	2.2
8	E4	1.7
9	Film4	1.4
10	Drama	1.3
11	More4	1.2
12	ITV4	1.2
13	Dave	1.2
14	BBC News	1.1
15	BBC 4	1.0
16	5 USA	1.0
17	Pick	1.0
18	Sky Sports Main Event	0.8
19	CBeebies	0.8
20	Sky One	0.8
21	Sky News	0.8
22	Quest	0.7
23	Yesterday	0.7
24	Challenge	0.7
25	Really	0.7
26	5Spike	0.6
27	CBS Reality	0.6
28	GOLD	0.6
29	5Star	0.5
30	Sony Movie Channel	0.5

	Asian ethnic adults	Share %
1	BBC One	13.7
2	ITV	8.3
3	Channel 4	4.8
4	Star Plus	4.7
5	BBC Two	4.0
6	Channel 5	3.3
7	CBeebies	2.4
8	BBC News	2.2
9	E4	1.8
10	ITV2	1.8
11	HUM	1.7
12	Film4	1.5
13	Colors TV	1.0
14	Sky News	1.0
15	Rishtey	0.9
16	Sky Sports Main Event	0.8
17	Sky One	0.8
18	Star Bharat	0.8
19	Sky Sports Cricket	0.8
20	Sky Living	0.8
21	Star Gold	0.8
22	Comedy Central	0.7
23	SAB	0.7
24	Dave	0.7
25	5Star	0.7
26	CITV	0.7
27	Rishtey Cineplex	0.6
28	More4	0.6
29	Geo TV	0.6
30	Geo News	0.6

	Black ethnic adults	Share %
1	BBC One	15.3
2	ITV	14.1
3	Channel 4	4.7
4	Channel 5	4.0
5	BBC Two	3.5
6	ITV2	3.3
7	E4	2.4
8	CBS Reality	2.3
9	BBC News	2.2
10	Film4	1.7
11	5 USA	1.6
12	Sky News	1.5
13	CBeebies	1.5
14	ITVBe	1.3
15	Nollywood Movies	1.3
16	Challenge	1.2
17	ITV3	1.0
18	More4	1.0
19	5Star	1.0
20	Sky One	0.9
21	ABN TV	0.9
22	TLC	0.9
23	ROK TV	0.9
24	Sky Sports Main Event	0.7
25	Nick Jr	0.7
26	Sky Living	0.7
27	ITV4	0.7
28	Pick	0.7
29	Sky Sports News	0.6
30	Universal	0.6

Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018. Channels include their +1 variants. HD variants are included where applicable.

Top programmes based on the single best performing episode 000s: white ethnic adults.

Channel	Date	Start time	End time	Genre	Programme Title	Av '000 White adults	TVR White adults	Share White adults	Index (Adults) White adults
BBC One	29/10/2017	20:01:04	20:59:06	DOCUMENTARIES	BLUE PLANET II	12,438	27	47	106
BBC One	16/12/2017	18:32:45	21:00:46	ENTERTAINMENT	STRICTLY COME DANCING	11,473	25	59	106
BBC One	10/12/2017	19:17:07	19:59:38	ENTERTAINMENT	STRICTLY COME DANCING: THE RESULTS	10,635	23	49	107
BBC One	04/06/2017	18:55:00	22:09:48	MUSIC	ONE LOVE MANCHESTER	10,023	22	48	105
BBC One	30/04/2017	21:01:11	21:58:38	DRAMA - SERIES/SERIALS	LINE OF DUTY	9,396	21	38	107
BBC One	03/10/2017	21:01:50	21:58:51	DRAMA - SERIES/SERIALS	DOCTOR FOSTER	9,140	20	41	106
BBC One	09/09/2017	19:01:04	20:38:27	ENTERTAINMENT	STRICTLY COME DANCING LAUNCH SHOW	9,025	20	48	106
CH4	31/10/2017	19:59:00	21:13:13	DOCUMENTARIES	THE GREAT BRITISH BAKE OFF	8,698	19	36	104
BBC One	25/12/2017	19:43:03	21:01:44	DRAMA - SERIES/SERIALS	CALL THE MIDWIFE	8,623	19	35	107
ITV	17/04/2017	21:00:00	21:58:58	DRAMA - SERIES/SERIALS	BROADCHURCH	8,322	18	30	107
BBC One	25/12/2017	22:04:10	22:34:30	ENTERTAINMENT	MRS BROWN'S BOYS CHRISTMAS SPECIAL	8,222	18	35	107
BBC One	08/01/2018	21:01:14	21:58:55	DRAMA - SERIES/SERIALS	SILENT WITNESS	8,200	18	33	108
BBC One	31/12/2017	23:59:19	00:13:42	ENTERTAINMENT	NEW YEAR'S EVE FIREWORKS	8,195	18	50	101
BBC One	01/01/2018	21:02:39	21:58:43	DRAMA - SERIES/SERIALS	MCMAFIA	7,935	17	32	106
ITV	19/11/2017	21:02:30	22:45:59	ENTERTAINMENT	I'M A CELEBRITY - GET ME OUT OF HERE!	7,930	17	34	103
BBC One	11/04/2017	21:02:11	21:29:09	ENTERTAINMENT	PETER KAY'S CAR SHARE	7,769	17	35	108
BBC One	16/05/2017	21:00:29	22:00:14	DRAMA - SERIES/SERIALS	THREE GIRLS	7,656	17	32	106
BBC One	04/01/2018	21:01:09	21:58:49	DRAMA - SERIES/SERIALS	DEATH IN PARADISE	7,624	17	32	107
BBC One	27/08/2017	21:06:45	22:03:56	DRAMA - SERIES/SERIALS	STRIKE: THE CUCKOO'S CALLING	7,505	17	34	108
ITV	22/04/2017	20:02:00	21:20:25	ENTERTAINMENT	BRITAIN'S GOT TALENT (SERIES 11)	7,404	16	35	103

Source: BARB. Networks. All adults aged 16+. Based on the single best performing episode of a programme title, based on average audience 000s. Network programming based on programmes that went out in 4 or more regions. Channels include HD variant where available.

Date range: 1 April 2017 to 31 March 2018.

Top programmes based on the single best performing episode 000s: black ethnic adults

Channel	Date	Start time	End time	Genre	Programme Title	Av '000 Black Adults	TVR Black Adults	Share Black Adults	Index (Adults) Black Adults
BBC One	12/08/2017	22:29:09	22:46:23	NEWS/WEATHER	BBC NEWS	262	19	54	146
BBC One	07/09/2017	19:30:32	19:57:37	DRAMA - LONG RUNNING SERIALS ("SOAPS")	EASTENDERS	225	16	43	119
ITV	03/12/2017	19:15:35	20:57:04	ENTERTAINMENT	THE X FACTOR	215	15	39	194
BBC One	16/12/2017	18:32:45	21:00:46	ENTERTAINMENT	STRICTLY COME DANCING	215	15	50	64
ITV	06/05/2017	20:02:00	21:15:45	ENTERTAINMENT	BRITAIN'S GOT TALENT (SERIES 11)	204	15	42	93
BBC One	31/12/2017	23:59:19	00:13:42	ENTERTAINMENT	NEW YEAR'S EVE FIREWORKS	199	14	47	78
BBC One	05/08/2017	18:29:05	21:59:04	SPORT	ATHLETICS: WORLD CHAMPIONSHIPS	190	14	55	123
BBC One	27/05/2017	17:18:08	19:50:00	SPORT	MATCH OF THE DAY LIVE	188	14	54	102
ITV	19/11/2017	21:02:30	22:45:59	ENTERTAINMENT	I'M A CELEBRITY - GET ME OUT OF HERE!	188	14	38	80
BBC One	26/12/2017	22:47:08	00:16:41	SPORT	MATCH OF THE DAY	184	13	38	206
BBC One	04/06/2017	18:55:00	22:09:48	MUSIC	ONE LOVE MANCHESTER	178	13	39	62
ITV2	07/07/2017	21:00:00	22:00:51	ENTERTAINMENT	LOVE ISLAND	177	13	34	244
BBC One	25/12/2017	18:29:53	19:42:05	ENTERTAINMENT	STRICTLY COME DANCING CHRISTMAS SPECIAL	174	12	30	83
BBC One	31/07/2017	20:29:46	21:58:46	DOCUMENTARIES	I AM BOLT	170	12	36	193
BBC One	18/01/2018	21:01:01	21:58:58	DRAMA - SERIES/SERIALS	DEATH IN PARADISE	169	12	30	76
BBC One	03/10/2017	21:01:50	21:58:51	DRAMA - SERIES/SERIALS	DOCTOR FOSTER	168	13	35	66
BBC One	10/12/2017	19:17:07	19:59:38	ENTERTAINMENT	STRICTLY COME DANCING: THE RESULTS	164	12	34	54
ITV	06/01/2018	20:02:28	21:33:54	ENTERTAINMENT	THE VOICE UK	158	11	28	127
ITV	10/12/2017	22:39:25	22:52:24	NEWS/WEATHER	ITV NEWS	158	11	28	240
ITV	27/07/2017	19:01:54	19:28:14	DRAMA - LONG RUNNING SERIALS ("SOAPS")	EMMERDALE	157	11	39	107

Source: BARB. Network. Black adults aged 16+ (Black African/Caribbean/Other). Based on the single best performing episode of a programme title, based on average audience 000 and a minimum duration of five minutes. Network programming based on programmes that went out in 4 or more regions. Channels include +1, and HD variant where available.

Date range: 1 April 2017 to 31 March 2018. Average universe size: 1,381,174 (panel sample: 218)

Top programmes based on the single best performing episode 000s: Asian ethnic adults

Channel	Date	Start time	End time	Genre	Programme Title	'000 (U/W) Asian Adults	TVR Asian Adults	Share Asian Adults	Index (Adults) Asian Adults
BBC One	31/12/2017	23:59:19	00:13:42	ENTERTAINMENT	NEW YEAR'S EVE FIREWORKS	512	17	51	97
BBC One	25/10/2017	21:00:32	21:59:29	DOCUMENTARIES	THE APPRENTICE	511	18	46	140
BBC One	17/12/2017	21:12:37	22:13:07	DOCUMENTARIES	THE APPRENTICE: THE FINAL	495	17	44	115
CH4	24/10/2017	19:59:04	21:13:11	DOCUMENTARIES	THE GREAT BRITISH BAKE OFF	373	13	32	78
BBC One	08/01/2018	20:00:58	20:29:56	DRAMA - LONG RUNNING SERIALS ("SOAPS")	EASTENDERS	368	13	39	88
ITV	06/05/2017	20:02:00	21:15:45	ENTERTAINMENT	BRITAIN'S GOT TALENT (SERIES 11)	364	12	40	75
BBC One	29/10/2017	20:01:04	20:59:06	DOCUMENTARIES	BLUE PLANET II	351	12	33	47
BBC One	25/12/2017	17:28:48	18:28:38	DRAMA - SERIES/SERIALS	DOCTOR WHO	349	12	35	86
ITV	19/11/2017	21:02:30	22:45:59	ENTERTAINMENT	I'M A CELEBRITY - GET ME OUT OF HERE!	341	12	33	70
BBC One	12/05/2017	20:31:14	21:29:24	HOBBIES / LEISURE	MASTERCHEF	327	11	28	86
BBC One	27/05/2017	17:18:08	19:50:00	SPORT	MATCH OF THE DAY LIVE	326	11	46	76
CH4	23/10/2017	21:01:55	22:00:17	DOCUMENTARIES	MY WEEK AS A MUSLIM	324	11	29	302
BBC One	04/06/2017	18:55:00	22:09:48	MUSIC	ONE LOVE MANCHESTER	313	10	32	49
BBC One	16/08/2017	21:00:42	21:58:56	DOCUMENTARIES	MY FAMILY, PARTITION AND ME: INDIA 1947	300	10	37	178
BBC One	04/06/2017	22:10:52	23:06:33	NEWS/WEATHER	BBC NEWS	295	10	36	61
BBC One	19/06/2017	22:00:00	22:35:05	NEWS/WEATHER	TEN O'CLOCK NEWS	288	10	35	102
CH4	25/12/2017	17:49:51	19:36:50	CINEMA FILMS	FILM: HOME ALONE (1990)	264	9	27	162
BBC Two	13/11/2017	21:02:29	22:29:49	DRAMA - SINGLE PLAYS	THE BOY WITH THE TOPKNOT	262	9	28	180
BBC One	02/06/2017	20:30:00	21:59:03	CURRENT AFFAIRS	QUESTION TIME	261	9	25	109
ITV	17/09/2017	20:00:07	20:58:24	ENTERTAINMENT	THE X FACTOR	254	9	33	84

Source: BARB. Network. Asian adults aged 16+ (Asian Pakistani/Indian/Bangladeshi/Other). Based on the single best performing episode of a programme title, based on average audience 000s, with a minimum duration of five minutes. Network programming based on programmes that went out in 4 or more regions. Minimum duration of 10 minutes. Channels [include](#) +1, and HD variant where available.

Date range: 1 April 2017 to 31 March 2018. Average universe size: 2,935,228 (panel sample: 525)

Top programmes based on the single best performing episode 000s: mixed ethnic adults

Channel	Date	Start time	End time	Genre	Programme Title	Av '000 Mixed ethnic Adults	TVR Mixed Adults	Share Mixed Adults	Index (Adults) Mixed Adults
ITV	27/05/2017	20:02:00	21:17:29	ENTERTAINMENT	BRITAIN'S GOT TALENT (SERIES 11)	119	22	66	148
BBC One	11/10/2017	21:00:19	21:59:08	DOCUMENTARIES	THE APPRENTICE	107	19	54	147
BBC One	31/12/2017	23:59:19	24:13:42	ENTERTAINMENT	NEW YEAR'S EVE FIREWORKS	106	2	77	118
CH4	05/09/2017	19:59:00	21:13:29	DOCUMENTARIES	THE GREAT BRITISH BAKE OFF	102	18	50	108
BBC One	04/06/2017	18:55:00	22:09:48	MUSIC	ONE LOVE MANCHESTER	101	19	63	89
BBC One	04/04/2017	19:28:53	19:56:02	DRAMA - LONG RUNNING SERIALS ("SOAPS")	EASTENDERS	89	17	61	132
ITV	31/07/2017	20:30:11	20:56:54	DRAMA - LONG RUNNING SERIALS ("SOAPS")	CORONATION STREET	89	16	49	134
BBC One	29/10/2017	20:01:04	20:59:06	DOCUMENTARIES	BLUE PLANET II	88	17	55	67
ITV	01/10/2017	19:29:45	20:58:24	ENTERTAINMENT	THE X FACTOR	84	15	51	173
ITV	19/11/2017	21:02:30	22:45:59	ENTERTAINMENT	I'M A CELEBRITY - GET ME OUT OF HERE!	84	17	51	98
BBC One	17/12/2017	21:12:37	22:13:07	DOCUMENTARIES	THE APPRENTICE: THE FINAL	81	17	55	111
BBC One	16/04/2017	21:00:51	21:59:07	DRAMA - SERIES/SERIALS	LINE OF DUTY	81	14	42	86
BBC One	21/01/2018	20:02:02	21:00:50	DRAMA - SERIES/SERIALS	CALL THE MIDWIFE	75	16	56	90
BBC One	12/11/2017	19:20:30	20:03:16	ENTERTAINMENT	STRICTLY COME DANCING: THE RESULTS	74	14	42	67
ITV	17/04/2017	21:00:00	21:58:58	DRAMA - SERIES/SERIALS	BROADCHURCH	72	13	26	76
ITV	10/06/2017	19:48:29	21:15:04	ENTERTAINMENT	THE VOICE KIDS	72	13	57	180
ITV2	13/07/2017	21:00:00	21:59:59	ENTERTAINMENT	LOVE ISLAND	69	12	31	241
BBC One	07/10/2017	18:35:00	20:39:30	ENTERTAINMENT	STRICTLY COME DANCING	68	13	56	61
ITV	24/07/2017	21:01:13	22:26:01	DOCUMENTARIES	DIANA, OUR MOTHER: HER LIFE AND LEGACY	67	12	35	78
BBC One	19/09/2017	21:00:43	21:57:43	DRAMA - SERIES/SERIALS	DOCTOR FOSTER	66	12	39	73

Source: BARB. Network. Mixed adults aged 16+. Based on the single best performing episode of a programme title, based on average audience 000s, with a minimum duration of five minutes. Network programming based on programmes that went out in 4 or more regions. Channels include +1, HD variant where available.

Date range: 1 April 2017 to 31 March 2018. Average universe size: 535,419 (panel sample: 112)

Nations

Total TV viewing

- Audiences in Scotland and Wales spent over 4 hours a day watching TV, more than in Northern Ireland and England (both at 3h 39 minutes).
- Weekly reach was similar across the nations at between 91-92%.
- The devolved nations combined accounted for 17% of viewing across the UK, the same as London.

BBC

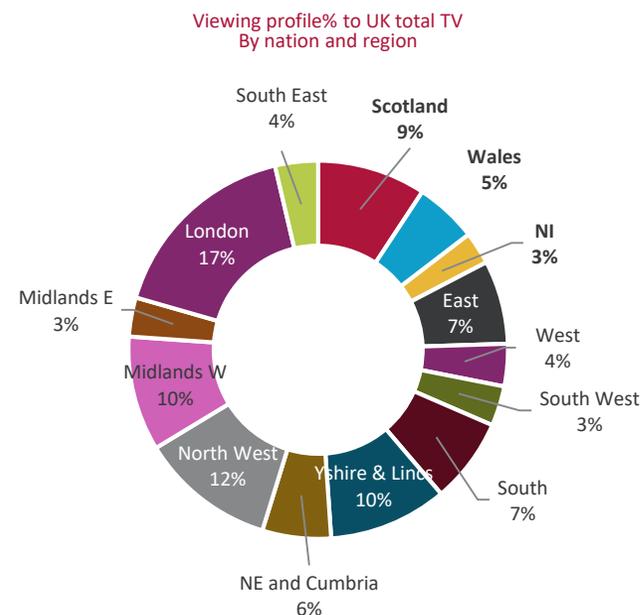
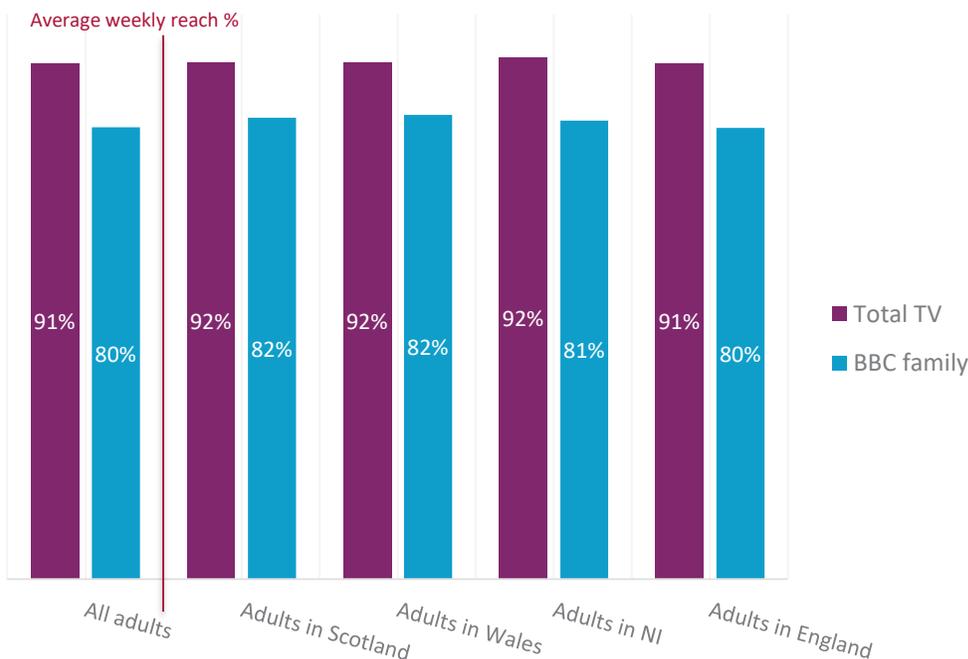
- Weekly reach to BBC One was similar across the devolved nations at between 77-78% while weekly reach to BBC Two was lowest in Northern Ireland and highest in Wales.
- The weekly reach to BBC Two and Channel 4 were the same in Scotland (53%) and England (50%), whereas reach to BBC Two was higher than Channel 4 in Wales and lower than Channel 4 in Northern Ireland.
- The top 10 channels by nation were dominated by the main five PSB channels but after that most of the channels were ITV or Channel 4 'spin-offs' and UKTV channels.
- Thematically relevant programmes or regional only programmes ('opts') were among some of the most watched programmes in the devolved nations.
- There was a wider variety of genres in the top 20 programmes among viewers in Scotland and Northern Ireland compared to the other nations.

Adults in Scotland and Wales spent the most time watching TV per day. Time spent watching the BBC family was also highest in Scotland and Wales whereas weekly reach was similar across nations.

The devolved nations accounted for 17% of viewing across the UK, the same as London.

Time spent: viewing mins per day

	All adults	Adults in Scotland	Adults in Wales	Adults in NI	Adults in England
Total TV	3hrs 42 mins	4hrs 8 mins	4hrs 3mins	3hrs 39mins	3hrs 39mins
BBC family	1hr 11 mins	1 hr 20 mins	1 hr 22mins	1 hr 3mins	1 hr 10mins



Source: BARB, BBC regions. Date range: 1 April 2017 to 31 March 2018 (for channel shares and time spent), 3 April 2017 - 1 April 2018 for average weekly reach (full weeks used for the correct calculation of averages). Reach criteria: 15 or more minutes of consecutive viewing time, at least once in a given week. Adults in England uses the 'BBC England' panel.

There was more variation between nations in reach to non-BBC channels than to the BBC family of channels.

Average weekly reach % and 000s

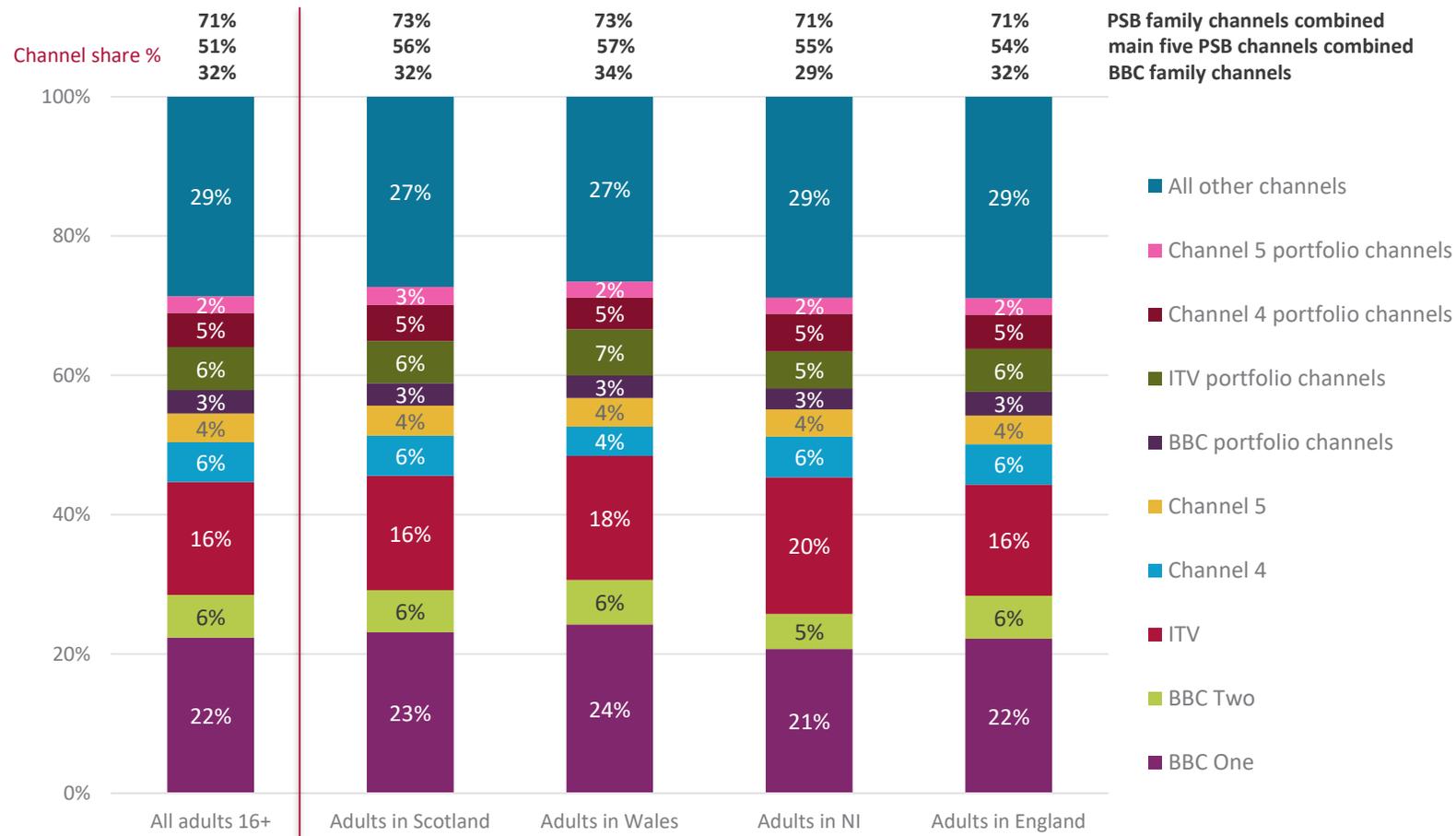
	All adults	Adults in Scotland	Adults in Wales	Adults in NI	Adults in England	All adults	Adults in Scotland	Adults in Wales	Adults in NI	Adults in England
	Average weekly reach %					Average weekly reach %				
BBC One	75%	77%	78%	77%	74%	37,699	3,236	1,912	1,093	31,458
BBC Two	50%	53%	54%	47%	50%	25,243	2,227	1,327	664	21,026
ITV	61%	63%	66%	70%	60%	30,776	2,636	1,623	1,002	25,516
Channel 4	50%	53%	41%	52%	50%	25,063	2,214	1,018	741	21,091
Channel 5	38%	40%	38%	36%	37%	18,984	1,687	940	518	15,840
BBC family	80%	82%	82%	81%	80%	40,580	3,434	2,023	1,156	33,967
ITV family	70%	71%	74%	77%	69%	35,261	2,985	1,813	1,092	29,370
Channel 4 family	62%	65%	57%	66%	62%	31,485	2,730	1,406	934	26,415
Channel 5 family	45%	47%	45%	44%	45%	22,709	1,989	1,115	630	18,976
All other channels	71%	72%	72%	72%	70%	35,742	3,043	1,773	1,021	29,847
Total TV	91%	92%	92%	92%	91%	46,205	3,844	2,254	1,315	38,792

Source: BARB, BBC regions. Date range: 3 April 2017 - 1 April 2018 (full weeks used for the correct calculation of averages).

Reach criteria: 15mins or more consecutive viewing. Main five PSB channels include their +1 channels. HD channel variants included where applicable. 'All other channels' = other, non-PSB broadcaster channels.

BBC One had the highest audience share in Wales and Scotland and lowest in Northern Ireland, where ITV's share was on a par with BBC One.

The BBC family of channels accounted for the highest proportion of viewing in Wales and the lowest proportion in Northern Ireland.



Source: BARB, BBC regions. Date range: 1 April 2017 to 31 March 2018. ITV, Channel 4 and Channel 5 main channels include ITV+1, Channel 4+1 and Channel 5+1 respectively. HD variants are included where applicable.

Top programmes based on the single best performing episode 000s.

Scotland

Channel	Genre	Programme Title	Av '000 Ads in Scotland	TVR% Ads in Scotland	Share% Ads in Scotland
BBC One	ENT: SITCOM UK	STILL GAME	1,303	31	56
BBC One	ENTERTAINMENT	STRICTLY COME DANCING	1,095	26	60
BBC One	DOCUMENTARIES	BLUE PLANET II	1,014	24	45
BBC One	ENTERTAINMENT	STRICTLY COME DANCING: THE RESULTS	988	24	45
ITV/STV	DRAMA - SERIES/SERIALS	BROADCHURCH	987	23	42
BBC One	ENT: OTHER COMEDY	ONLY AN EXCUSE?	900	22	55
BBC One	DRAMA - SERIES/SERIALS	LINE OF DUTY	893	21	38
BBC One	SPORT: RUGBY UNION	SIX NATIONS: SCOTLAND V ENGLAND	889	21	55
ITV/STV	DRAMA - LONG RUNNING SERIALS ("SOAPS")	CORONATION STREET	878	21	44
BBC One	DRAMA - SERIES/SERIALS	SHETLAND	873	21	42
BBC One	NEWS/WEATHER	REPORTING SCOTLAND	871	21	42
ITV/STV	ENTERTAINMENT	I'M A CELEBRITY - GET ME OUT OF HERE!	866	21	44
BBC One	MUSIC	ONE LOVE MANCHESTER	865	21	45
ITV/STV	ENTERTAINMENT	BRITAIN'S GOT TALENT (SERIES 11)	865	21	44
BBC One	ENTERTAINMENT	STRICTLY COME DANCING LAUNCH SHOW	814	19	47
BBC One	ENT: SITCOM UK	MRS BROWN'S BOYS CHRISTMAS SPECIAL	805	19	37
BBC One	ENT: SITCOM UK	MRS BROWN'S BOYS	805	19	43
BBC One	ENTERTAINMENT	HOGMANAY LIVE	805	19	51
ITV/STV	DRAMA - LONG RUNNING SERIALS ("SOAPS")	EMMERDALE	797	19	43
BBC One	DRAMA - SERIES/SERIALS	SILENT WITNESS	797	19	36

Wales

Channel	Genre	Programme Title	Av '000 Ads in Wales	TVR% Ads in Wales	Share% Ads in Wales
ITV	ENTERTAINMENT	I'M A CELEBRITY - GET ME OUT OF HERE!	692	28	52
ITV	SPORT	RUGBY: SIX NATIONS LIVE 2018	686	28	62
BBC One	ENTERTAINMENT	STRICTLY COME DANCING	683	28	58
BBC One	SPORT	SIX NATIONS: WALES V SCOTLAND	676	28	72
BBC One	ENTERTAINMENT	MRS BROWN'S BOYS CHRISTMAS SPECIAL	671	27	48
BBC One	DOCUMENTARIES	BLUE PLANET II	657	27	48
BBC One	SPORT	RUGBY SIX NATIONS: WALES V ITALY	609	25	69
ITV	ENTERTAINMENT	BRITAIN'S GOT TALENT (SERIES 11)	599	24	49
ITV	DRAMA - SERIES/SERIALS	BROADCHURCH	596	24	41
BBC One	DRAMA - SERIES/SERIALS	CALL THE MIDWIFE	588	24	38
BBC One	ENTERTAINMENT	MRS BROWN'S BOYS	587	24	47
BBC One	ENTERTAINMENT	STRICTLY COME DANCING: THE RESULTS	573	23	46
ITV	DRAMA - SERIES/SERIALS	VERA	573	23	41
BBC One	ENTERTAINMENT	NEW YEAR'S EVE FIREWORKS	569	23	54
BBC One	SPORT	RUGBY SIX NATIONS: WALES V FRANCE	550	23	56
BBC Two	SPORT	RUGBY UNION	546	22	50
BBC One	DRAMA - SERIES/SERIALS	LINE OF DUTY	538	22	37
BBC One	SPORT	SIX NATIONS: FRANCE V IRELAND	535	22	54
BBC One	DRAMA - SERIES/SERIALS	SILENT WITNESS	532	22	37
BBC One	MUSIC	ONE LOVE MANCHESTER	532	22	48

Source: BARB, BBC regions. Based on the single best performing episode of a programme title, based on average audience 000s and a minimum duration of five minutes.

Channels include +1 channels and HD variant where available. Date range: 1 April 2017 to 31 March 2018.

Top programmes based on the single best performing episode 000s.

Northern Ireland

Channel	Genre	Programme Title	Av '000 Ads in NI	TVR% Ads in NI	Share% Ads in NI
Channel 4	ENTERTAINMENT	DERRY GIRLS	584	41	70
ITV/UTV	ENTERTAINMENT	I'M A CELEBRITY - GET ME OUT OF HERE!	363	26	52
ITV/UTV	NEWS/WEATHER	UTV LIVE	361	25	54
BBC One	NEWS/WEATHER	NEWSLINE	354	25	49
ITV/UTV	DRAMA - LONG RUNNING SERIALS ("SOAPS")	CORONATION STREET	344	24	52
BBC One	ENTERTAINMENT	MRS BROWN'S BOYS CHRISTMAS SPECIAL	327	23	41
BBC One	DOCUMENTARIES	BLUE PLANET II	316	22	44
ITV/UTV	DOCUMENTARIES	DIANA, OUR MOTHER: HER LIFE AND LEGACY	306	22	44
ITV/UTV	NEWS/WEATHER	UTV LIVE NEWS	305	21	47
ITV/UTV	DRAMA - SERIES/SERIALS	LIAR	300	21	39
BBC One	ENTERTAINMENT	STRICTLY COME DANCING	294	21	47
ITV/UTV	DRAMA - LONG RUNNING SERIALS ("SOAPS")	EMMERDALE	288	20	44
BBC One	ENTERTAINMENT	MRS BROWN'S BOYS	285	20	44
ITV/UTV	ENTERTAINMENT	BRITAIN'S GOT TALENT (SERIES 11)	283	20	47
BBC One	ENTERTAINMENT	STRICTLY COME DANCING: THE RESULTS	283	20	43
BBC One	MUSIC	ONE LOVE MANCHESTER	281	20	45
ITV/UTV	DRAMA - SERIES/SERIALS	BROADCHURCH	269	19	37
BBC One	ENTERTAINMENT	ALL ROUND TO MRS BROWN'S	259	18	44
ITV/UTV	ENTERTAINMENT	ANT & DEC'S SATURDAY NIGHT TAKEAWAY	258	18	49
BBC One	NEWS/WEATHER	BBC NEWS	256	18	47

England

Channel	Genre	Programme Title	Av '000 Ads in Eng	TVR% Ads in Eng
BBC One	DOCUMENTARIES	BLUE PLANET II	11,181	26
BBC One	ENTERTAINMENT	STRICTLY COME DANCING	9,925	23
ITV	ENTERTAINMENT	I'M A CELEBRITY - GET ME OUT OF HERE!	9,744	23
ITV	DRAMA - SERIES/SERIALS	BROADCHURCH	9,559	23
BBC One	ENTERTAINMENT	STRICTLY COME DANCING: THE RESULTS	9,327	22
BBC One	MUSIC	ONE LOVE MANCHESTER	8,969	21
ITV	ENTERTAINMENT	BRITAIN'S GOT TALENT (SERIES 11)	8,527	20
BBC One	ENTERTAINMENT	NEW YEAR'S EVE FIREWORKS	8,269	19
Channel 4	DOCUMENTARIES	THE GREAT BRITISH BAKE OFF	8,123	19
BBC One	DRAMA - SERIES/SERIALS	DOCTOR FOSTER	8,118	19
BBC One	DRAMA - SERIES/SERIALS	LINE OF DUTY	8,117	19
BBC One	ENTERTAINMENT	STRICTLY COME DANCING LAUNCH SHOW	7,879	19
BBC One	DRAMA - SERIES/SERIALS	CALL THE MIDWIFE	7,768	18
ITV	DOCUMENTARIES	DIANA, OUR MOTHER: HER LIFE AND LEGACY	7,683	18
ITV	DRAMA - SERIES/SERIALS	LIAR	7,468	18
ITV	DRAMA - LONG RUNNING SERIALS ("SOAPS")	CORONATION STREET	7,276	17
ITV	DRAMA - SERIES/SERIALS	VERA	7,116	17
BBC One	DRAMA - SERIES/SERIALS	SILENT WITNESS	7,062	17
BBC One	DRAMA - SERIES/SERIALS	MCMAFIA	6,987	16
BBC One	DRAMA - SERIES/SERIALS	THREE GIRLS	6,873	16

Source: BARB, BBC regions. Based on the single best performing episode of a programme title, based on average audience 000s and a minimum duration of five minutes Channels include +1 channels and HD variant where available.

Date range: 1 April 2017 to 31 March 2018. England viewing is based on the 'BBC England' region for which no share measure was available.

Socio-economic group (SEG) & SEG by Gender

Total TV viewing

- Viewing time was higher among C2DE audiences than ABC1 audiences and C2DEs made up a higher proportion of TV audiences.
- BBC One was the most watched channel for all audiences in terms of weekly reach. For share and time spent, ITV ranked above BBC One among C2DE women, while BBC One topped the list of channels for all other audiences.

BBC

- BBC One and BBC Two's share was above the UK adult average for ABC1 men and ABC1 women.
- The channel mix of the top 10 channels by age and gender were dominated by the main five PSB channels but after that most of the channels were ITV or Channel4 'spin-offs' and UKTV.



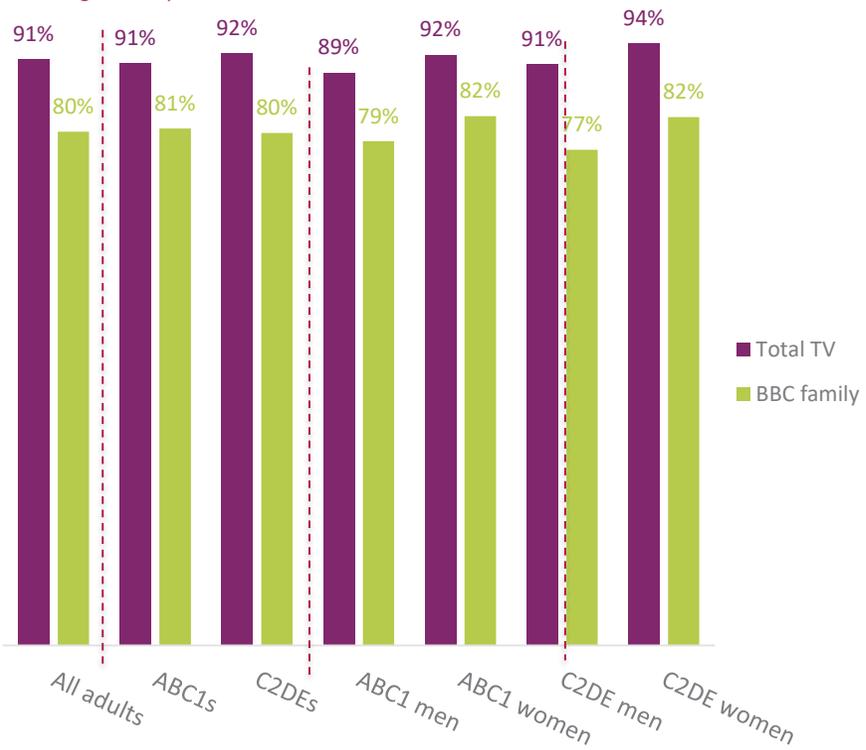
C2DE audiences spent more time watching TV and made up a higher proportion of the total TV audience.

ABC1 and C2DE women were higher than their male counterparts on all viewing measures

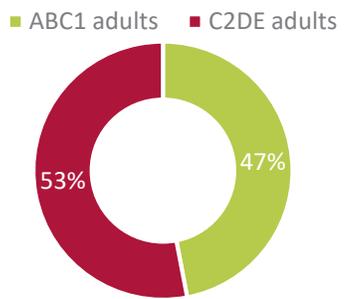
Time spent: viewing mins per day

	All adults	ABC1 adults	C2DE adults	ABC1 men	ABC1 women	C2DE Men	C2DE Women
Total TV	3hrs 42	3hrs 7	4hrs 28	2hrs 50	3hrs 22	4hrs 6	4hrs 49
BBC family	1hr 11	1hr 10	1hr 12	1hr 4	1hr 15	1hr 8	1hr 16

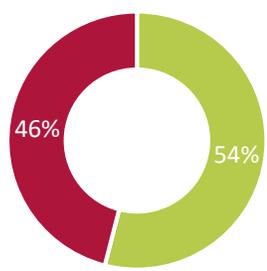
Average weekly reach %



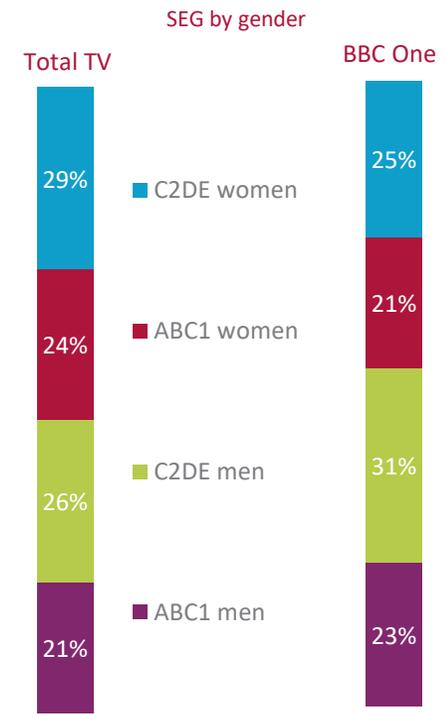
SEG – total TV



SEG – BBC One



Viewing profile%



Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018 (for channel shares and time spent), 3 April 2017 - 1 April 2018 for average weekly reach (full weeks used for the correct calculation of averages). Reach criteria: 15 or more minutes of consecutive viewing time, at least once in a given week.

BBC One and ITV and their respective family of channels had the highest weekly reach for all audiences.

Overall, BBC Two was comparatively more upmarket, whereas gender differences were less apparent for BBC Two than for any other channel.

Average weekly reach % and 000s

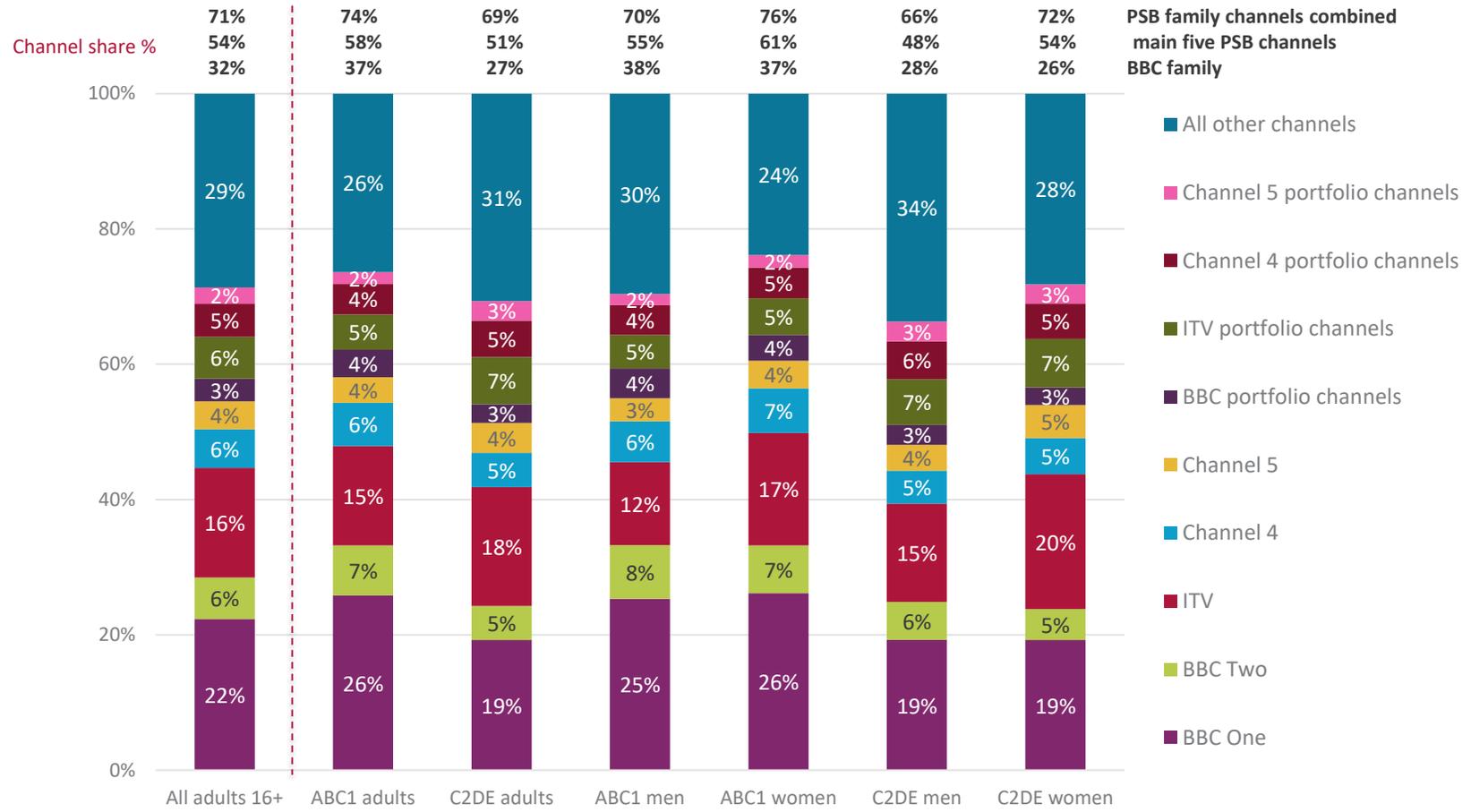
	All adults	ABC1 adults	C2DE adults	ABC1 men	ABC1 women	C2DE men	C2DE women	All adults	C2DE adults	ABC1 men	ABC1 women	C2DE men	C2DE women	ABC1 adults
	Average weekly reach %							Average weekly reach 000s						
BBC One	75%	75%	74%	72%	77%	71%	77%	37,699	21,080	16,619	9,883	11,197	7,794	8,825
BBC Two	50%	52%	47%	51%	53%	47%	47%	25,243	14,692	10,550	6,998	7,695	5,148	5,403
ITV	61%	56%	67%	51%	60%	62%	72%	30,776	15,724	15,053	6,974	8,751	6,810	8,243
Channel 4	50%	49%	51%	45%	52%	47%	54%	25,063	13,725	11,339	6,151	7,574	5,147	6,192
Channel 5	38%	33%	43%	30%	36%	39%	47%	18,984	9,299	9,685	4,111	5,190	4,304	5,381
BBC family	80%	81%	80%	79%	82%	77%	82%	40,580	22,750	17,830	10,730	12,020	8,429	9,401
ITV family	70%	65%	76%	61%	68%	72%	80%	35,261	18,288	16,974	8,309	9,980	7,869	9,105
Channel 4 family	62%	60%	65%	57%	63%	62%	68%	31,485	16,959	14,525	7,736	9,224	6,805	7,720
Channel 5 family	45%	39%	52%	36%	42%	49%	55%	22,709	11,003	11,708	4,937	6,067	5,383	6,324
All other channels	71%	66%	76%	67%	66%	76%	76%	35,742	18,772	16,970	9,112	9,660	8,299	8,671
Total TV	91%	91%	92%	89%	92%	91%	94%	46,205	25,619	20,586	12,191	13,428	9,873	10,712

Source: BARB. Network. Date range: 3 April 2017 - 1 April 2018 (full weeks used for the correct calculation of averages).

Reach criteria: 15mins or more consecutive viewing. Main five PSB channels include their +1 channels. HD channel variants included where applicable. All other channels = other, non-PSB broadcaster channels.

BBC One and BBC Two's channel shares were higher among ABC1 male and female audiences, compared to their C2DE counterparts.

The biggest differences in share between men and women audiences by SEG were for ITV and all other non-PSB broadcaster channels.



Source: BARB. Network. Date range: 1 April 2017 to 31 March 2018. ITV, Channel 4 and Channel 5 main channels include ITV+, Channel 4+1 and Channel 5+1 respectively. HD variants are included where applicable. All other channels = other, non-PSB broadcaster channels.

Top programmes based on the single best performing episode 000s : ABC1 adults

Channel	Date	Start time	End time	Genre	Programme Title	Av '000 ABC1 adults	TVR ABC1 adults	Share ABC1 adults	Index (base Adults) ABC1 adults
BBC One	29/10/2017	20:01:04	20:59:06	DOCUMENTARIES	BLUE PLANET II	8,478	30	52	115
BBC One	16/12/2017	18:32:45	21:00:46	ENTERTAINMENT	STRICTLY COME DANCING	7,296	26	65	108
BBC One	10/12/2017	19:17:07	19:59:38	ENTERTAINMENT	STRICTLY COME DANCING: THE RESULTS	6,665	23	56	107
Channel 4	31/10/2017	19:59:00	21:13:13	DOCUMENTARIES	THE GREAT BRITISH BAKE OFF	6,198	22	44	117
BBC One	30/04/2017	21:01:11	21:58:38	DRAMA - SERIES/SERIALS	LINE OF DUTY	6,135	22	42	114
BBC One	04/06/2017	18:55:00	22:09:48	MUSIC	ONE LOVE MANCHESTER	5,914	21	51	101
BBC One	03/10/2017	21:01:50	21:58:51	DRAMA - SERIES/SERIALS	DOCTOR FOSTER	5,732	20	44	106
BBC One	09/09/2017	19:01:04	20:38:27	ENTERTAINMENT	STRICTLY COME DANCING LAUNCH SHOW	5,681	20	54	108
BBC One	25/12/2017	19:43:03	21:01:44	DRAMA - SERIES/SERIALS	CALL THE MIDWIFE	5,543	19	38	109
BBC One	01/01/2018	21:02:39	21:58:43	DRAMA - SERIES/SERIALS	MCMAFIA	5,531	19	38	117
BBC One	17/12/2017	21:12:37	22:13:07	DOCUMENTARIES	THE APPRENTICE: THE FINAL	5,275	18	40	124
BBC One	31/12/2017	23:59:19	00:13:42	ENTERTAINMENT	NEW YEAR'S EVE FIREWORKS	5,252	18	52	103
BBC One	08/01/2018	21:01:14	21:58:55	DRAMA - SERIES/SERIALS	SILENT WITNESS	5,091	18	35	106
BBC One	27/08/2017	21:06:45	22:03:56	DRAMA - SERIES/SERIALS	STRIKE: THE CUCKOO'S CALLING	4,896	17	37	114
BBC One	12/11/2017	21:04:10	21:57:10	DRAMA - SERIES/SERIALS	HOWARDS END	4,894	17	40	118
BBC One	04/06/2017	22:10:52	23:06:33	NEWS/WEATHER	BBC NEWS	4,871	18	54	112
BBC One	25/12/2017	18:29:53	19:42:05	ENTERTAINMENT	STRICTLY COME DANCING CHRISTMAS SPECIAL	4,860	17	43	115
BBC One	04/01/2018	21:01:09	21:58:49	DRAMA - SERIES/SERIALS	DEATH IN PARADISE	4,854	17	35	109
ITV (STAGGER)	17/04/2017	21:00:00	21:58:58	DRAMA - SERIES/SERIALS	BROADCHURCH	4,796	17	30	101
BBC One	10/09/2017	21:00:58	21:58:42	DRAMA - SERIES/SERIALS	STRIKE: THE SILKWORM	4,670	17	33	116

Source: BARB/AdvantEdge. Based on the single best performing episode of a programme title, based on average audience 000s and a minimum duration of five minutes. Network programming based on programmes that went out in 4 or more regions. Channels include HD variant where available.

Date range: 1 April 2017 to 31 March 2018.

Top programmes based on the single best performing episode 000s : C2DE adults

Channel	Date	Start time	End time	Genre	Programme Title	Av '000 C2DE adults	TVR C2DE adults	Share C2DE adults	Index (base Adults) C2DE adults
BBC One	19/11/2017	20:02:45	21:01:04	DOCUMENTARIES	BLUE PLANET II	4,826	22	40	90
BBC One	25/12/2017	22:04:10	22:34:30	ENTERTAINMENT	MRS BROWN'S BOYS CHRISTMAS SPECIAL	4,752	22	40	128
BBC One	04/06/2017	18:55:00	22:09:48	MUSIC	ONE LOVE MANCHESTER	4,733	21	43	99
BBC One	16/12/2017	18:32:45	21:00:46	ENTERTAINMENT	STRICTLY COME DANCING	4,697	21	49	90
ITV	19/11/2017	21:02:30	22:45:59	ENTERTAINMENT	I'M A CELEBRITY - GET ME OUT OF HERE!	4,593	21	39	123
BBC One	10/12/2017	19:17:07	19:59:38	ENTERTAINMENT	STRICTLY COME DANCING: THE RESULTS	4,401	20	40	91
ITV	22/04/2017	20:02:00	21:20:25	ENTERTAINMENT	BRITAIN'S GOT TALENT (SERIES 11)	4,332	19	38	120
ITV	01/06/2017	21:03:45	21:30:39	DRAMA - LONG RUNNING SERIALS ("SOAPS")	CORONATION STREET	4,163	18	36	131
BBC One	25/12/2017	21:03:00	22:03:23	DRAMA - LONG RUNNING SERIALS ("SOAPS")	EASTENDERS	4,115	19	35	128
BBC One	04/02/2018	20:00:58	21:00:22	DRAMA - SERIES/SERIALS	CALL THE MIDWIFE	4,015	18	34	99
ITV	28/02/2018	19:00:57	19:27:27	DRAMA - LONG RUNNING SERIALS ("SOAPS")	EMMERDALE	3,873	17	35	146
BBC One	16/05/2017	21:00:29	22:00:14	DRAMA - SERIES/SERIALS	THREE GIRLS	3,867	17	31	107
ITV	17/04/2017	21:00:00	21:58:58	DRAMA - SERIES/SERIALS	BROADCHURCH	3,853	17	28	99
BBC One	03/10/2017	21:01:50	21:58:51	DRAMA - SERIES/SERIALS	DOCTOR FOSTER	3,845	18	36	92
BBC One	31/12/2017	23:59:19	00:13:42	ENTERTAINMENT	NEW YEAR'S EVE FIREWORKS	3,799	17	47	97
BBC One	09/09/2017	19:01:04	20:38:27	ENTERTAINMENT	STRICTLY COME DANCING LAUNCH SHOW	3,791	17	39	90
ITV	24/07/2017	21:01:13	22:26:01	DOCUMENTARIES	DIANA, OUR MOTHER: HER LIFE AND LEGACY	3,776	17	32	110
BBC One	01/04/2017	21:15:24	22:14:44	ENTERTAINMENT	ALL ROUND TO MRS BROWN'S	3,686	16	35	124
BBC One	30/04/2017	21:01:11	21:58:38	DRAMA - SERIES/SERIALS	LINE OF DUTY	3,654	16	30	83
BBC One	01/01/2018	22:00:27	22:31:07	ENTERTAINMENT	MRS BROWN'S BOYS	3,627	16	34	115

Source: BARB/AdvantEdge. Based on the single best performing episode of a programme title, based on average audience 000 and a minimum duration of five minutes. Network programming based on programmes that went out in 4 or more regions. Channels include +1, and HD variant where available.

Date range: 1 April 2017 to 31 March 2018. Stagger = main channel and +1 channel viewing combined.

Annex: definitions

Audience definitions - BARB

Audience	Definition – BARB audiences
White adults	White British, White other
Black adults	Black African/Caribbean/Other black
Asian adults	Asian Pakistani/Indian/Bangladeshi/Other Asian
Mixed ethnicity adults	Mixed white/black African/ Mixed white/black Caribbean Mixed white/Asian Mixed other
Other adults	Chinese Any other background
All minority ethnic	Black African/Black Caribbean/Black Other Asian Indian/Pakistani/Bangladeshi/Other Asian Mixed White/Black Caribbean Mixed White/Black African Mixed White/Asian Other mixed background Chinese Any other background

Social grade definitions – BARB/NRS

A classification of household social status based on the occupation of the chief income earner. BARB reports the following social grades based on NRS classifications:

Grade	Occupation
AB	Higher (A) or intermediate (B) managerial, administrative or professional
C1	Supervisory or clerical and junior managerial, administrative or professional
C2	Skilled manual workers
D	Semi-skilled and unskilled workers
E	State pensioners, casual or lowest grade workers

Viewing measures

Measure	BARB definition
Time spent	Average daily minutes of viewing per person (compared to the population) per day to total TV, channels or groups of channels.
Average weekly reach	<p>The cumulative % or total number of people who have seen a channel or group of channels in a typical week. A person is considered reached if they watched a specified amount of a channel (or at least one channel in a group of channels), at least once in a week.</p> <p>There are various ways of defining the amount of viewing an individual must have done in order to be counted as having been reached. The BARB definition is for this to be at least three consecutive minutes while we use 15 consecutive minutes of viewing in this information pack.</p>
Share	<p>Programme share shows the viewing to a channel as a percentage of the total TV viewing audience. For programmes, share is based on the total TV audience in the same slot that the programme was on.</p> <p>For example, a channel share of 20% among adults means that of all adults who watched TV, 20% watched the channel in question (and 80% was to other channels).</p>
Profile	<p>The audience profile shows how a main audience category is divided into its subcategories (such as age, gender, ethnicity, social grade etc) in percentage terms.</p> <p>For example, if a channel achieves an Adult ABC1 profile of 30%, this means that 30% of adult viewers were ABC1, while the other 70% were C2 or DE Adults.</p>
Average audience (used in top programmes analysis)	The average audience is calculated by adding together the audience for each individual minute of a daypart, programme or whole day and dividing it by the daypart, programme or whole day's total duration.
TVR% (used in top programmes analysis)	Measures the popularity of a programme, daypart, or channel by comparing its audience to the TV population as a whole (whether they watched TV or not). One TVR is equivalent to 1% of a target audience.
Index% (used in top programmes analysis)	The index measures the efficiency of a particular programme in reaching a particular audience compared to a base audience. If the TVR% of the target audience is higher than the base audience this will result in an index of over a 100%