

Effects of Covid-19 on TV viewing

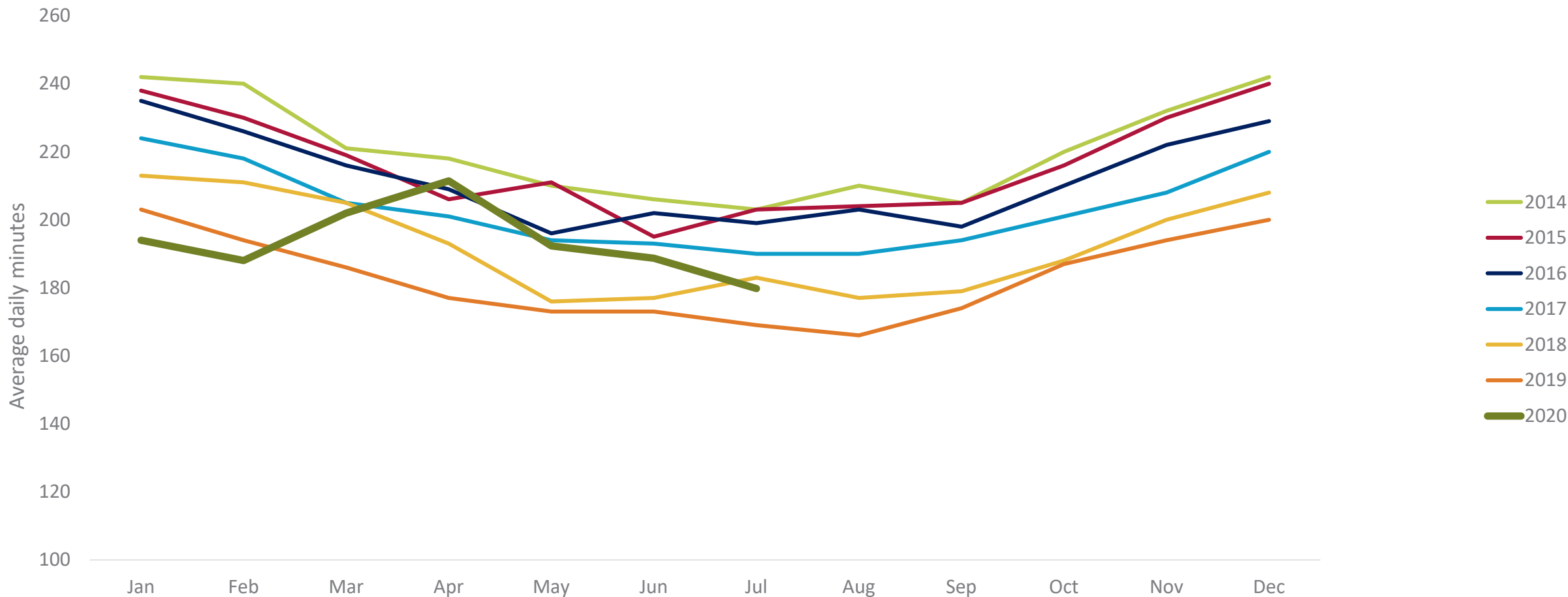
18 August 2020

Time spent viewing broadcast TV has been declining since April but July figures remain higher than last year

- Average daily viewing to broadcast TV on the TV set for **July is averaging 3 hours per person. This is the lowest time spent so far this year but is higher than July's average in 2019.**
- In July, the **share of viewing to all PSB channels has fallen to its lowest level so far this year whilst the share of viewing to the multichannels has increased to its highest.**
- The number of people watching news programming has remained higher than 2019 levels **with the exception of calendar week 28 (w/c 6th July) where it fell below.**

Viewing of broadcast TV has fallen since April 2020, however, viewing in July has remained higher than last year

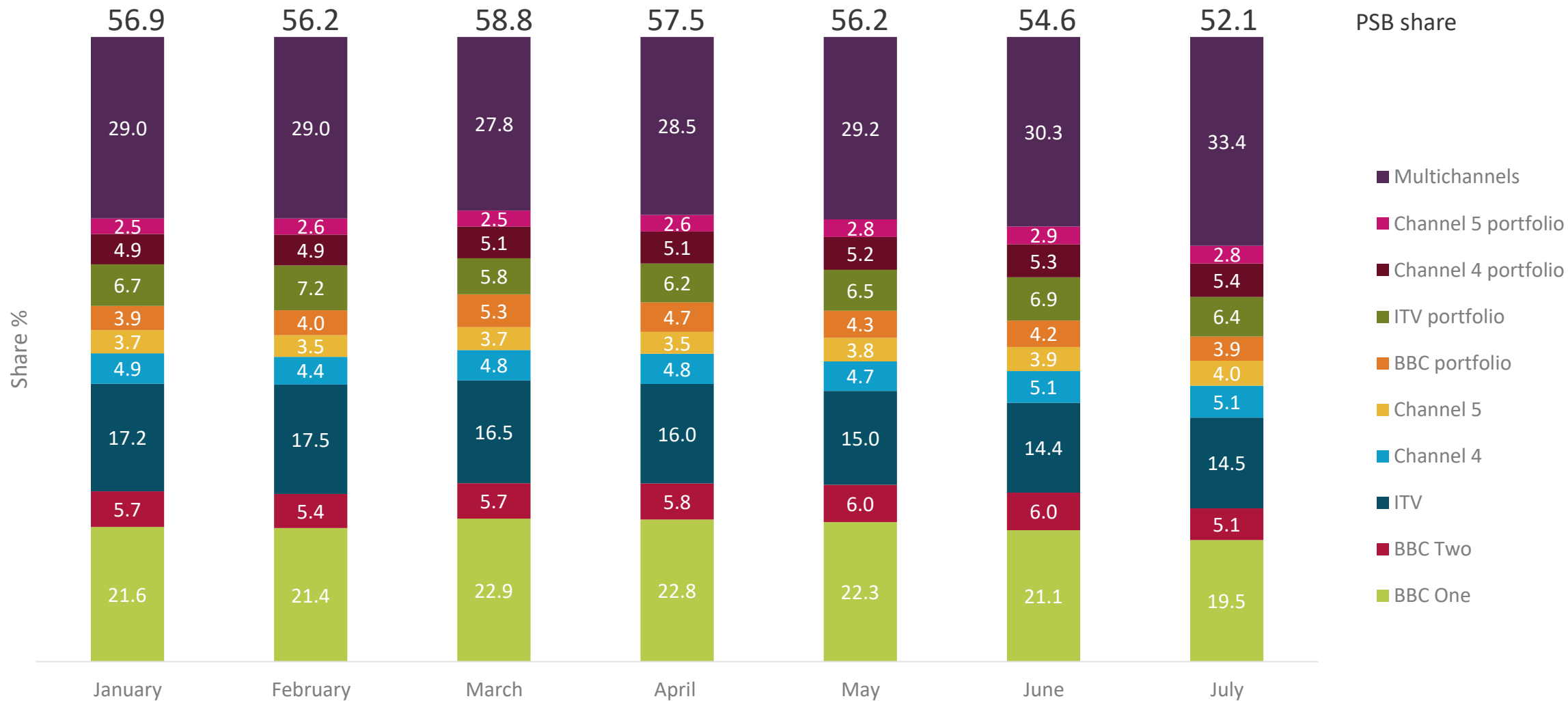
Total TV average daily minutes by month



3 Source: BARB. Total TV, all individuals (4+).

Share of all PSB channels falls steeply in July to 52% whilst the multichannels see their highest share so far this year

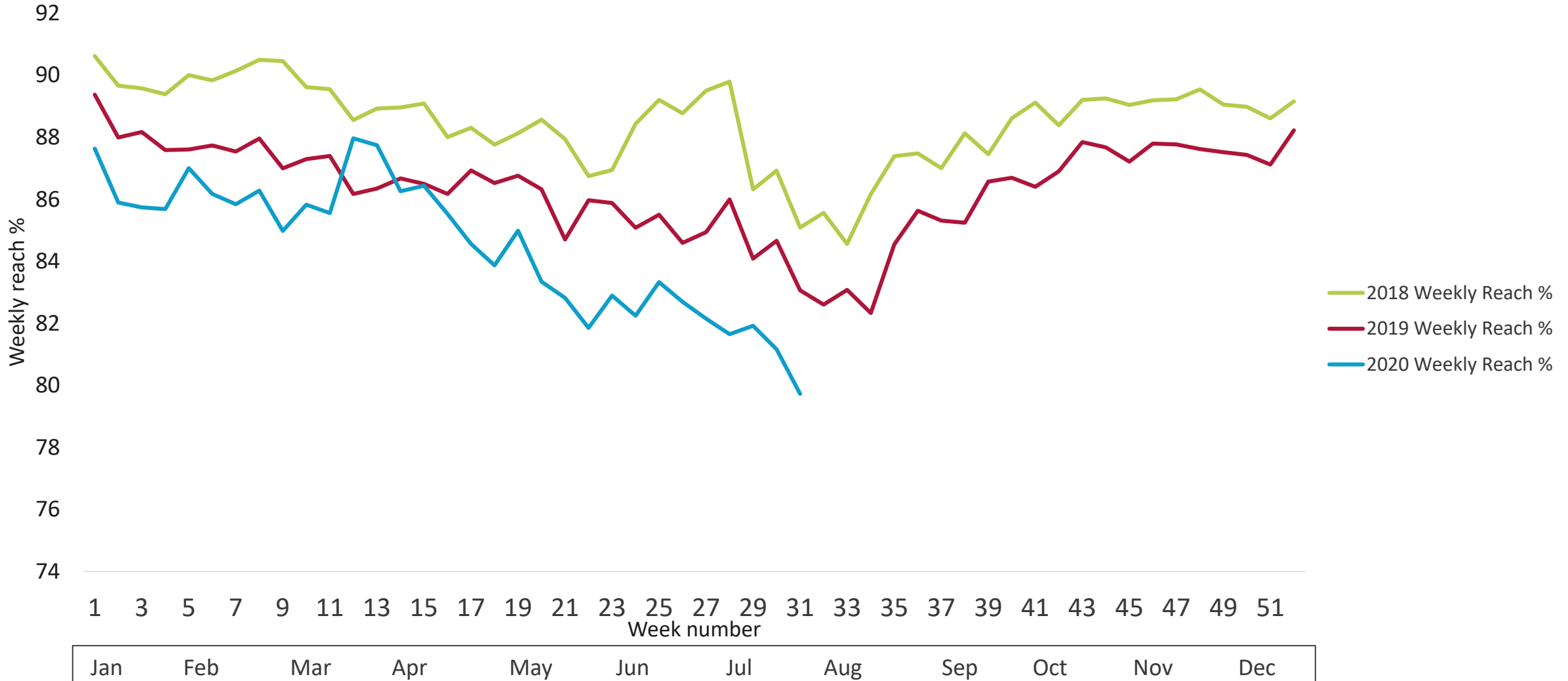
Average share of viewing by channel / channel group 2020



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

The number of people watching broadcast TV has dropped steeply in the last week to the lowest level we have seen so far this year (80%)

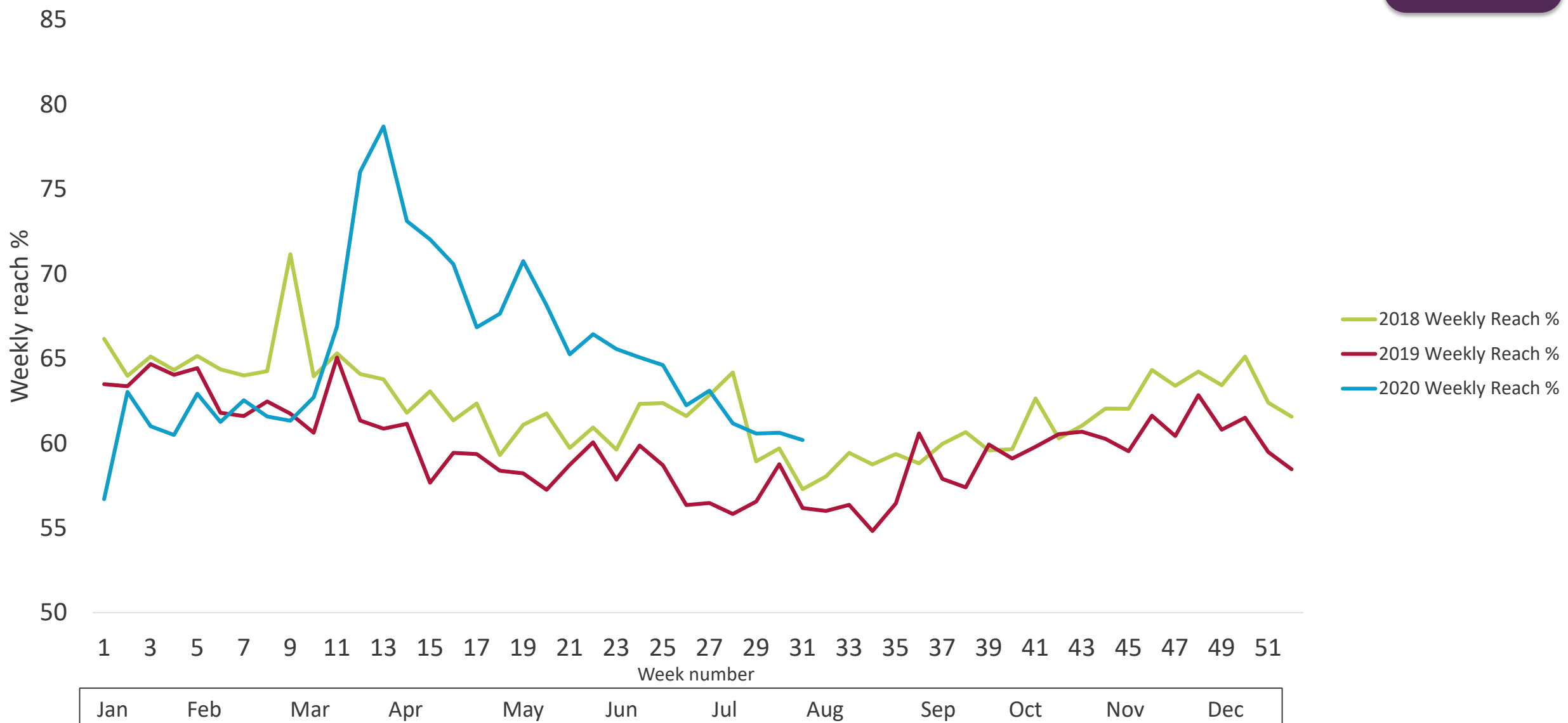
Total TV – weekly reach % (15+ mins)



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

The number of people watching news fell below 2018 levels in w/c 6th July

National/International news genre – weekly reach % (3+ mins)



⁶ Source: BARB, national/international news sub genre for 4+ regions. Reach criteria: 3+ consecutive minutes