

Effects of Covid-19 on TV viewing

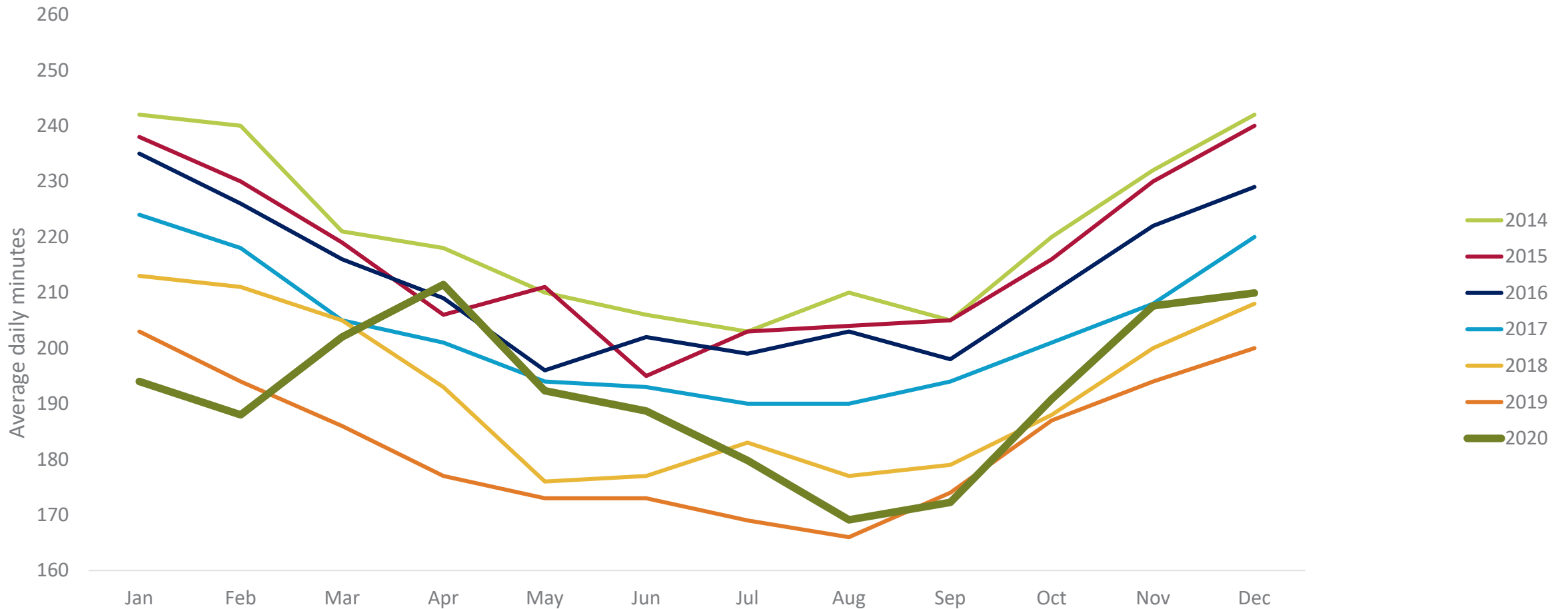
Time spent viewing broadcast TV in December 2020 averaged three and a half hours per person

- Average daily viewing to broadcast TV on the TV set for December **averaged 3 hours 30 minutes per person**. In line with seasonal trends this was higher than the previous month, and also **higher than the December average for the prior two years**.
- **Unmatched viewing**, where a TV is in use but the content cannot be identified, **averaged 89 minutes per person in December**.*
- In December, the overall share of viewing to all PSB channels fell slightly from the previous month to 56.8%, however, **BBC Two and Channel 5 saw their highest monthly share of 2020**.
- In weeks 49 and 50 (**30th November-13th December**) the number of people watching news dipped below viewing in equivalent weeks in 2019.
- The **PM's statement about social distancing restrictions on 10 May 2020 was the most-viewed programme of 2020**.

*Unmatched viewing includes gaming, viewing DVDs/box sets/archives, SVoD, time-shifted viewing beyond 28 days, apps on smart TVs and navigation around EPG guides where there is no in-picture broadcast content.

The average monthly time spent viewing broadcast TV in December 2020 was higher than the December in the prior two years

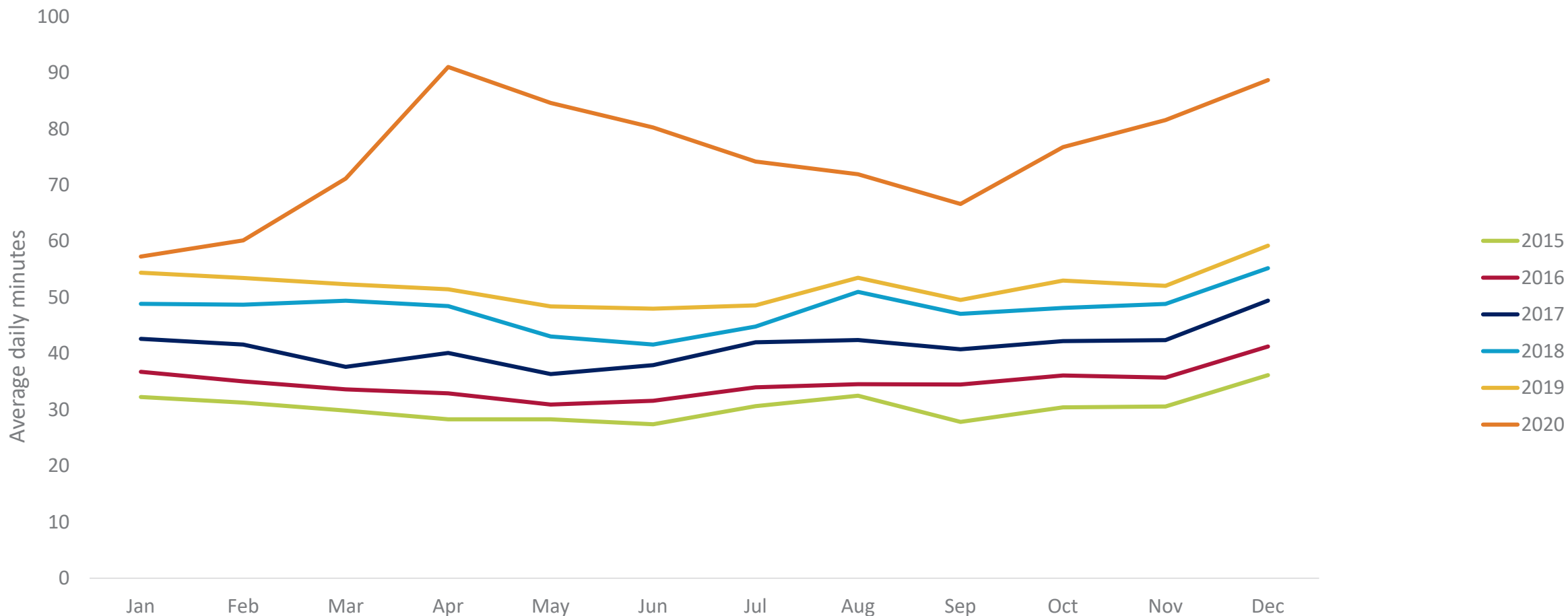
Total TV average daily minutes by month



³ Source: BARB. Total TV, all individuals (4+). December 2020 figures are not yet fully consolidated.

Unmatched viewing peaked in April 2020 with 91 minutes per person whilst December was almost as high at 89 mins

Unmatched viewing average daily minutes by month



Source: BARB. Total TV, all individuals (4+). Note: Unmatched viewing = TV in use but content cannot be audio-matched or otherwise identified. Includes gaming, viewing DVDs/box sets/archives, SVoD, time-shifted viewing beyond 28 days, apps on smart TVs and navigation around EPG guides where there is no in-picture broadcast content.

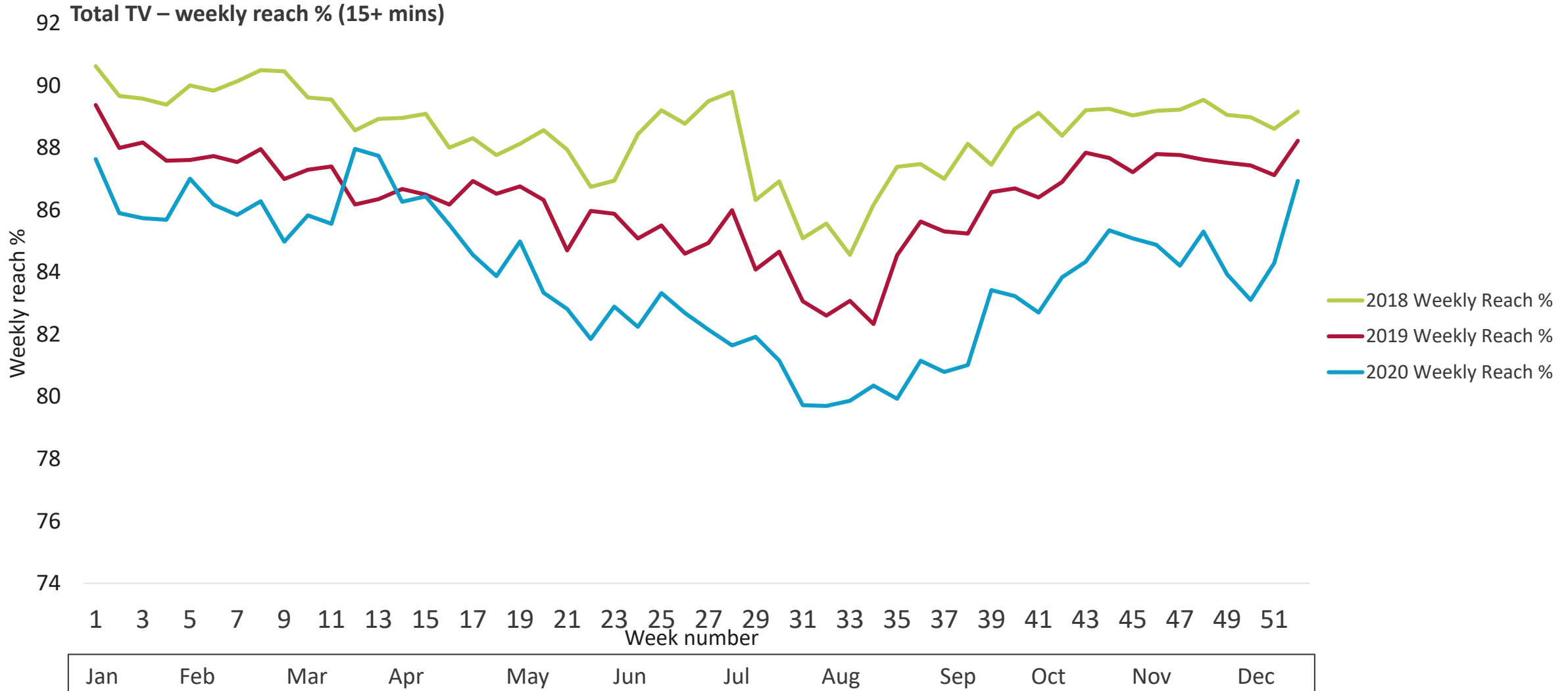
Share of all PSB channels fell slightly in December although BBC Two and Channel 5 saw their highest monthly share of 2020

Average share of viewing by channel / channel group 2020



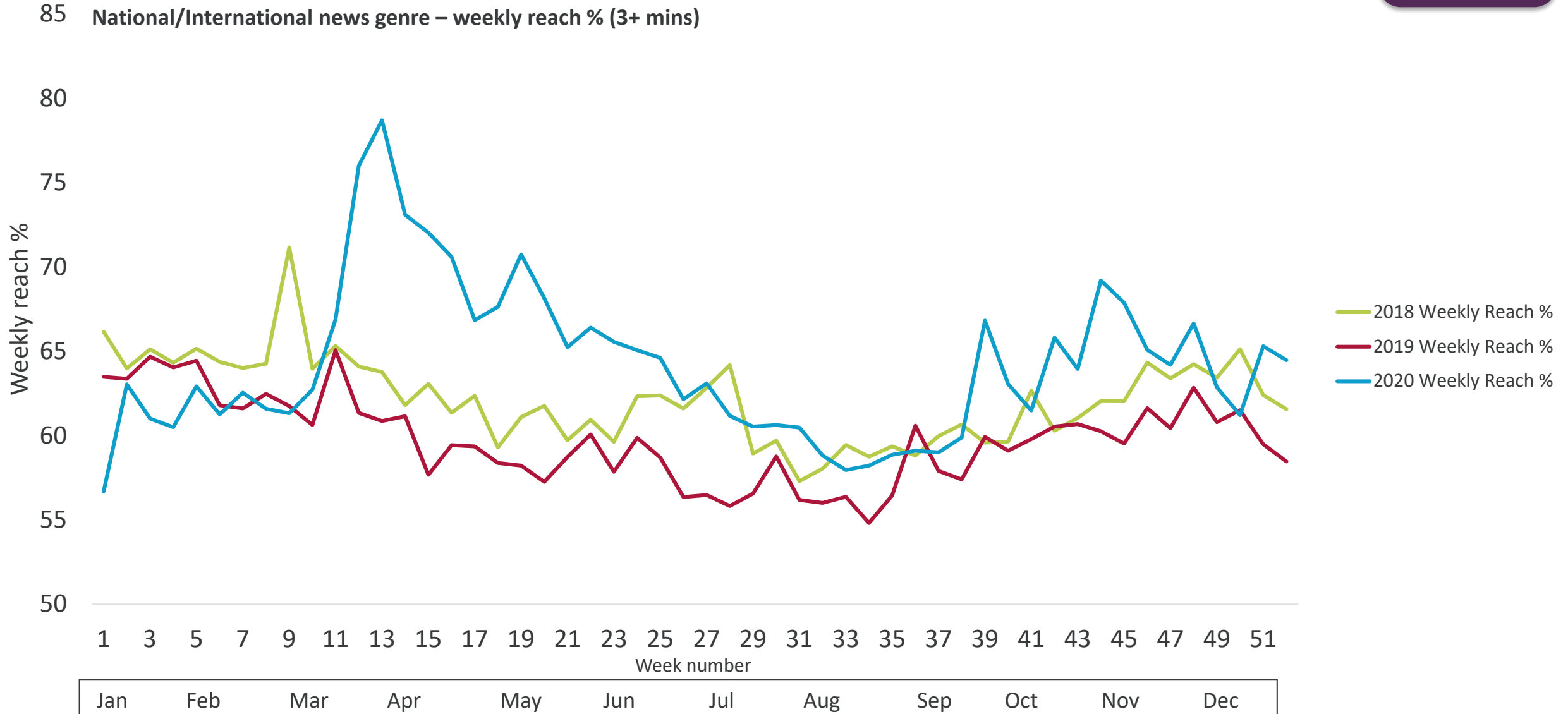
Source: BARB. Total TV, all individuals (4+). PSB +1s are included in their portfolio groups. All PSB share includes the main 5 (excluding +1s) and all BBC channels.

Fewer people are watching broadcast TV than in previous years, although reach increased in December in line with seasonal trends



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

In weeks 49 and 50 (30 November to 13 December) the number of people watching news dipped below prior year levels



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

The PM's statement about social distancing restrictions was the most-viewed programme of 2020. The *New Year Live Fireworks* also made it into the top 10 programmes of 2020 with 11 million people having watched it so far

2020 consolidated TV viewing on all devices

Channel	Programme Title	Date	Start time	Duration	Prog Share (%)	Ave audience (000s)
					4+ individuals	
BBC One	Prime Ministerial Statement	10/05/2020	19:00	00:13:44	59.0	18,754
BBC One	BBC News Special	23/03/2020	20:30	00:06:16	42.5	14,612
BBC One	An Address by Her Majesty the Queen	05/04/2020	20:00	00:04:30	45.5	14,067
ITV	I'm a Celebrity Get Me Out of Here!	15/11/2020	21:03	01:34:55	50.1	13,872
BBC One	Strictly Come Dancing	19/12/2020	18:00	02:24:25	52.8	12,444
Channel 4	The Great British Bake Off	24/11/2020	19:59	01:14:27	40.7	11,531
BBC One	Happy New Year Live!	31/12/2020	00:00	00:10:00	51.0	11,480
ITV	Des	14/09/2020	21:00	00:59:30	43.6	11,430
ITV	Britain's Got Talent	11/04/2020	20:01	01:21:22	46.2	11,246
BBC One	The Salisbury Poisonings	14/06/2020	21:02	00:56:06	45.4	11,204

Source: BARB. TV & online consolidated up to 28 days (not fully consolidated for December yet) and including pre-broadcast.