

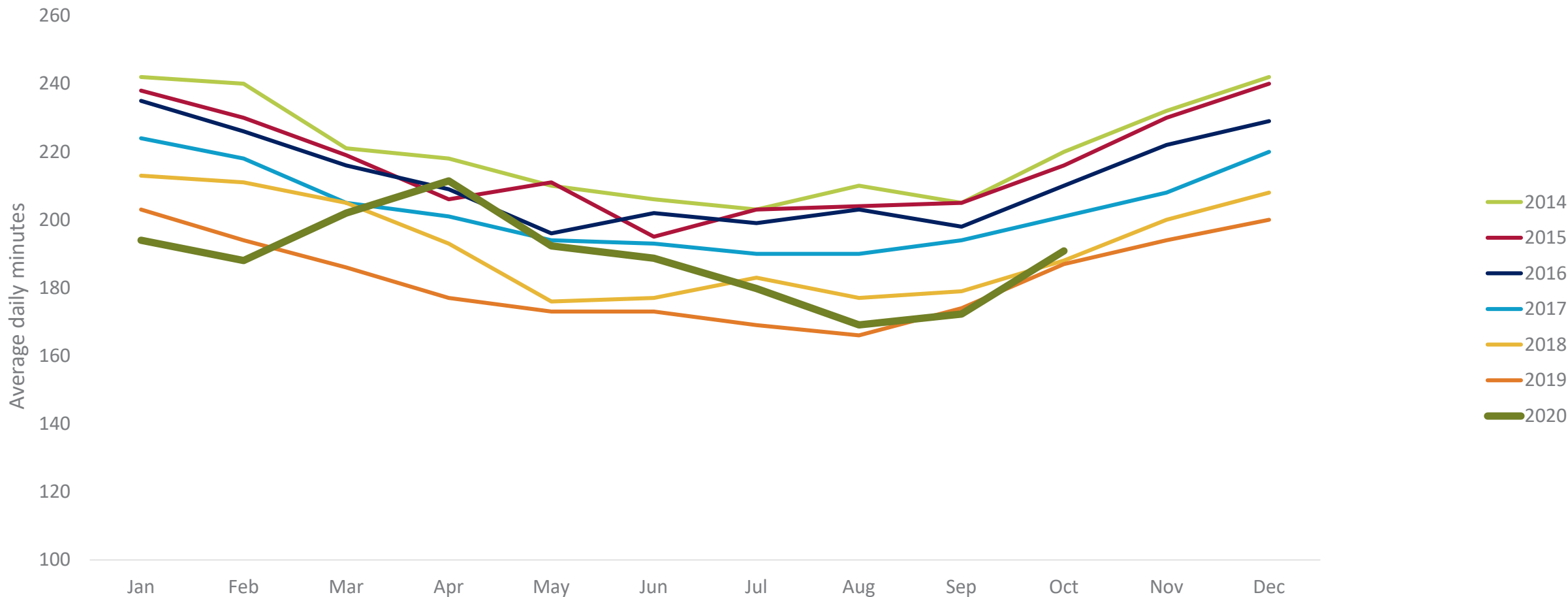
Effects of Covid-19 on TV viewing

Time spent viewing broadcast TV in October 2020 was higher than that of October 2018 and 2019

- Average daily viewing to broadcast TV on the TV set for **October averaged 3 hours 11 minutes per person**. In line with seasonal trends, this was higher than in September, but it was also **higher than the October average for the prior two years**.
- **In October, the share of viewing to all PSB channels increased to 52.6%** which was as high as in May 2020. The increases primarily came from BBC channels and Channel 4.
- In the past few weeks, **the number of people watching news has been higher than the same time in the previous two years**.

Average monthly time spent viewing broadcast TV increased in October 2020 and was higher than the October in the previous two years

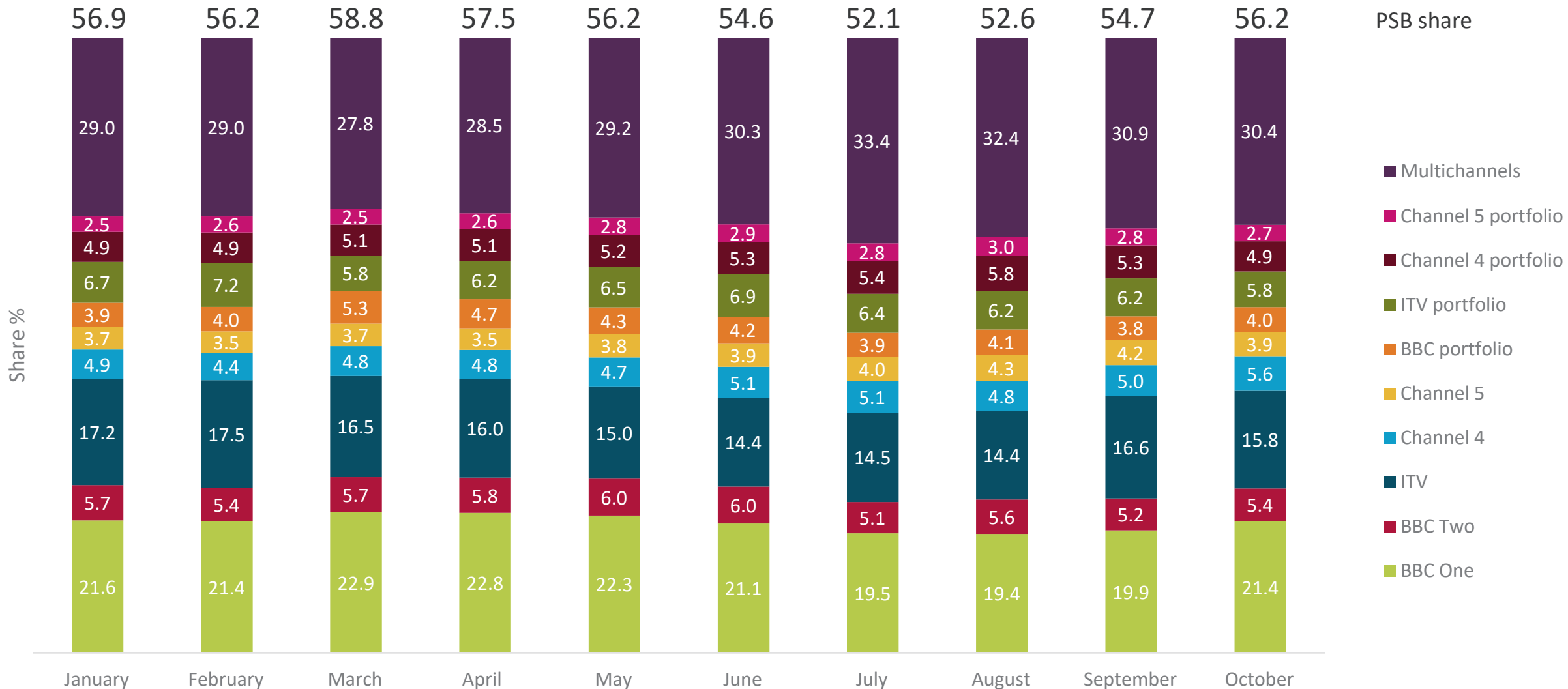
Total TV average daily minutes by month



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

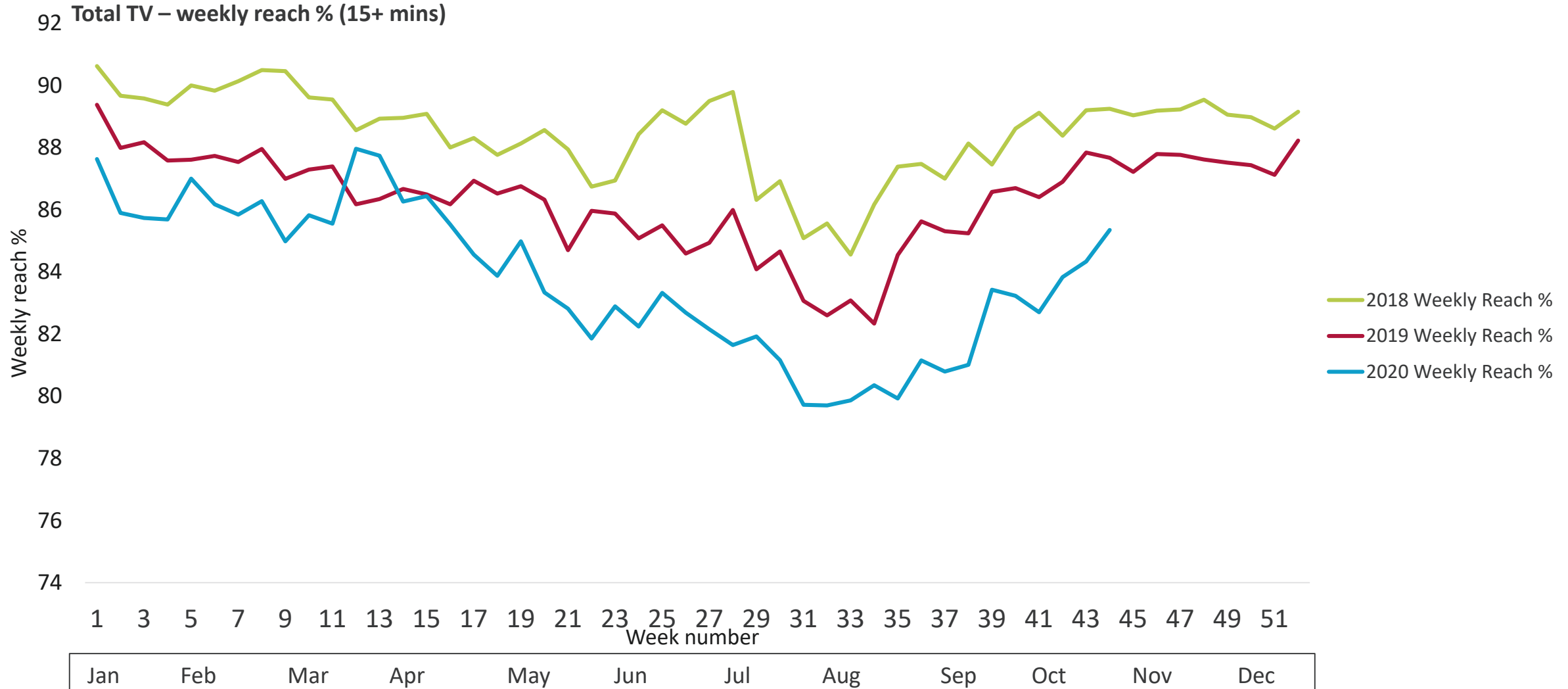
Share of all PSB channels in October increased slightly due to the BBC channels and Channel 4

Average share of viewing by channel / channel group 2020



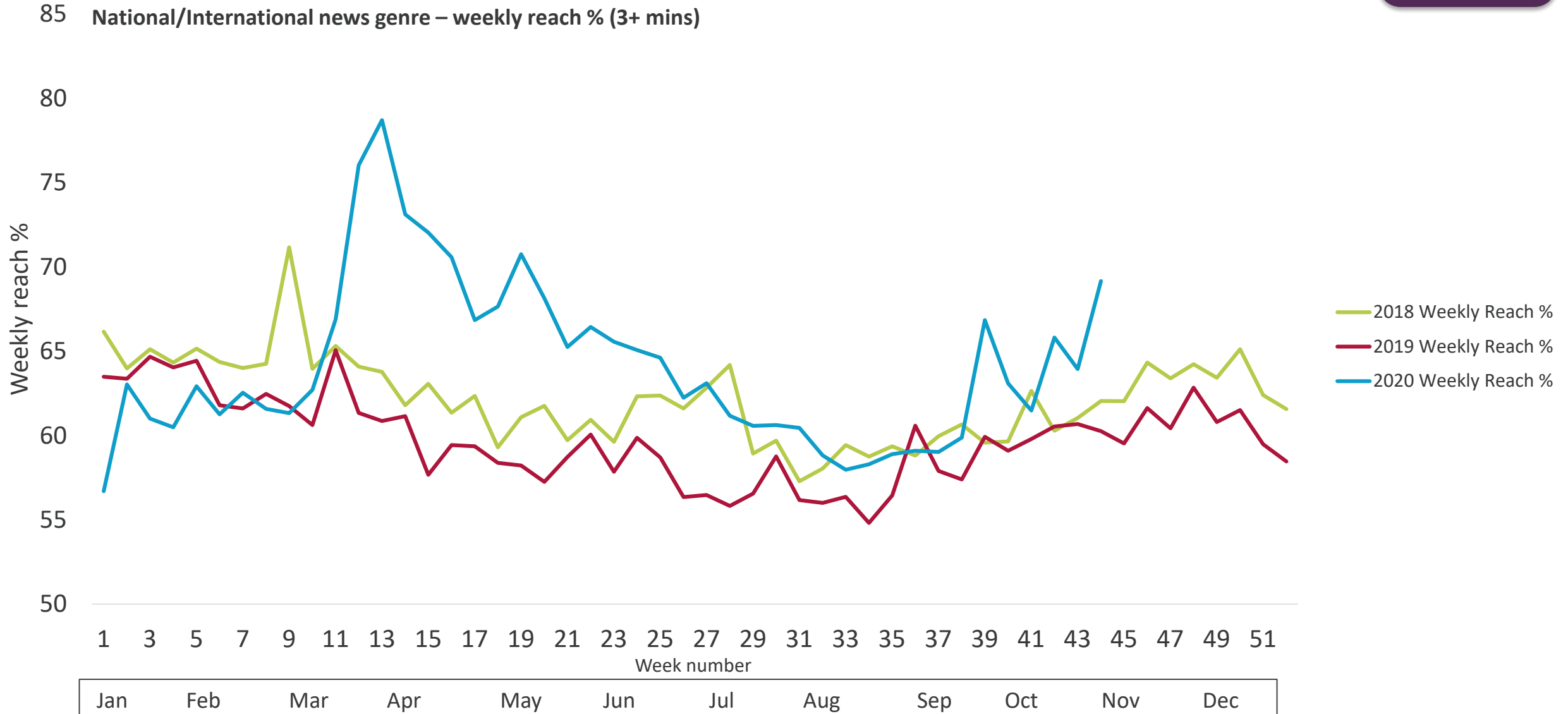
Source: BARB. Total TV, all individuals (4+). PSB +1s are included in their portfolio groups. All PSB share includes the main 5 (excluding +1s) and all BBC channels.

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



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

In the past few weeks, the number of people watching news has been higher than the same time in the last two years



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