

B - PSB Viewing

July 2013

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Background and notes

- This document reports industry recognised television viewing figures provided by BARB (Broadcasters' Audience Research Board) - a panel of 5,100 homes providing TV measurement for the industry.
- **In 2010 a new BARB panel was introduced. The effect of this is data pre and post 2010 are based on different viewer panels and refined geographic boundaries were introduced. As a result, data comparisons pre and post 2010 should be considered with caution.**
- Changes to the BARB reporting system in 2010 now also allow broadcasters to retrospectively amend the genre labelling of broadcasts they have aired. These changes will apply to all historic data for respective programmes/films. The effect of this is analysis within this report is based on a snapshot of data at a given point in time (i.e. when the analysis was conducted). All analysis is based on data as of January/February 2013. *(Note: The BARB viewing figures use different datasets to the output figures in information pack C, which have slightly different programme classifications).*
- The analysis presented is based on BARB data extracted from the Kantar Media InfoSys+ system. This is a new system which was introduced in 2012 and as a result there maybe some minor data variations compared with previously presented data.

Background and notes

- Unless stated all analysis is based on whole days. Peak time is defined as 6pm to 10.30pm.
- Analysis focuses on viewing of the following PSB channels; BBC One, BBC Two, ITV, Channel 4, S4C, Channel 5, BBC Three, BBC Four, CBeebies, CBBC, BBC News, BBC Parliament and BBC HD.

(Note: Channel 4 data for 2007-2009 includes S4C viewing as Channel 4 content was carried on S4C. Following DSO in Wales in 2010, Channel 4 programming ceased to be broadcast on S4C and so data from 2010 onwards relates to viewing to Channel 4 only).

- The majority of the analysis focuses on total annual viewing hours for genres, which shows the total annual hours of viewing by an average individual (aged 4+) of a given programme genre. Unless indicated, figures show viewing averages for all viewers aged 4+, the standard demographic group for BARB analysis.
- Due to the use of large datasets, there maybe some minor data discrepancies as a result of rounding.

Definitions: Channel groups

Main five PSB channels	BBC portfolio channels	Commercial PSBs' portfolio channels	
BBC One (inc HD)	BBC Three	ITV+1	More4
BBC Two	BBC Four	ITV2 (inc HD)	More4+1
ITV (inc HD)	BBC HD	ITV2+1	Film 4
Channel 4 (inc HD)	BBC News	ITV3 (inc HD)	Film 4+1
Channel 5 (inc HD)	BBC Parliament	ITV3+1	4Music
	CBeebies	ITV4 (inc HD)	4seven
	CBBC	ITV4+1	Channel 5+1
		CITV	5*
		Ch4+1	5*+1
		E4	5 USA
		E4+1	5 USA+1

Channel 4 data for 2007-2009 includes S4C viewing as Channel 4 content was broadcast on S4C. Following DSO in Wales in 2010, Channel 4 programmes ceased to be carried on S4C and so data from 2010 relates to viewing to Channel 4 only.

Definitions: All genres analysis

Genre label	Definition – BARB genres
National News/Weather	News: National/International Weather: National
Current Affairs	Current Affairs (All)
Other Factual	Hobbies/Leisure (All) Documentaries: Human Interest Documentaries: Factual Entertainment Documentaries: Crime/Real Life Documentaries: Travel Documentaries: Fly on the Wall Documentaries: Misc Documentaries: Celebrity
Specialist Factual	Documentaries: Natural History & Nature Documentaries: Science/Medical Documentaries: History Documentaries: Factual Drama
Arts & Classical Music	Arts (All) Music: Classical - Documentary Music :Classical - General
Education	Education (All)
Religion	Religious (All)

Genre label	Definition – BARB genres
Drama	Drama: Series/Serials (All) Drama: Single Plays (All)
Soaps	Drama: Soaps (All)
Sport	Sport (All)
Entertainment	Entertainment (All)
Films	Films: Cinema (All) Films: Made for TV (All) Other Films (All)
Children's	Children's (All)
Other	Music: Miscellaneous Music: Contemporary Doc Music: Contemporary General Music: Contemporary Chart Show Music: Contemporary Performance/Live Party Political Broadcast (All) Other: New Programme News: Regional Weather: Regional News: Misc

Unless stated, analysis is based on 'Network' programming as defined by the use of the 'number of areas' filter (4+ areas)

Definitions: PSB genres analysis

Genre label	Definition – BARB genres
National News	News: National/International
Current Affairs	Current Affairs (All)
Other Factual	Hobbies/Leisure (All) Documentaries: Human Interest Documentaries: Factual Entertainment Documentaries: Crime/Real Life Documentaries: Travel Documentaries: Fly on the Wall Documentaries: Misc Documentaries: Celebrity
Specialist Factual	Documentaries: Natural History & Nature Documentaries: Science/Medical Documentaries: History Documentaries: Factual Drama

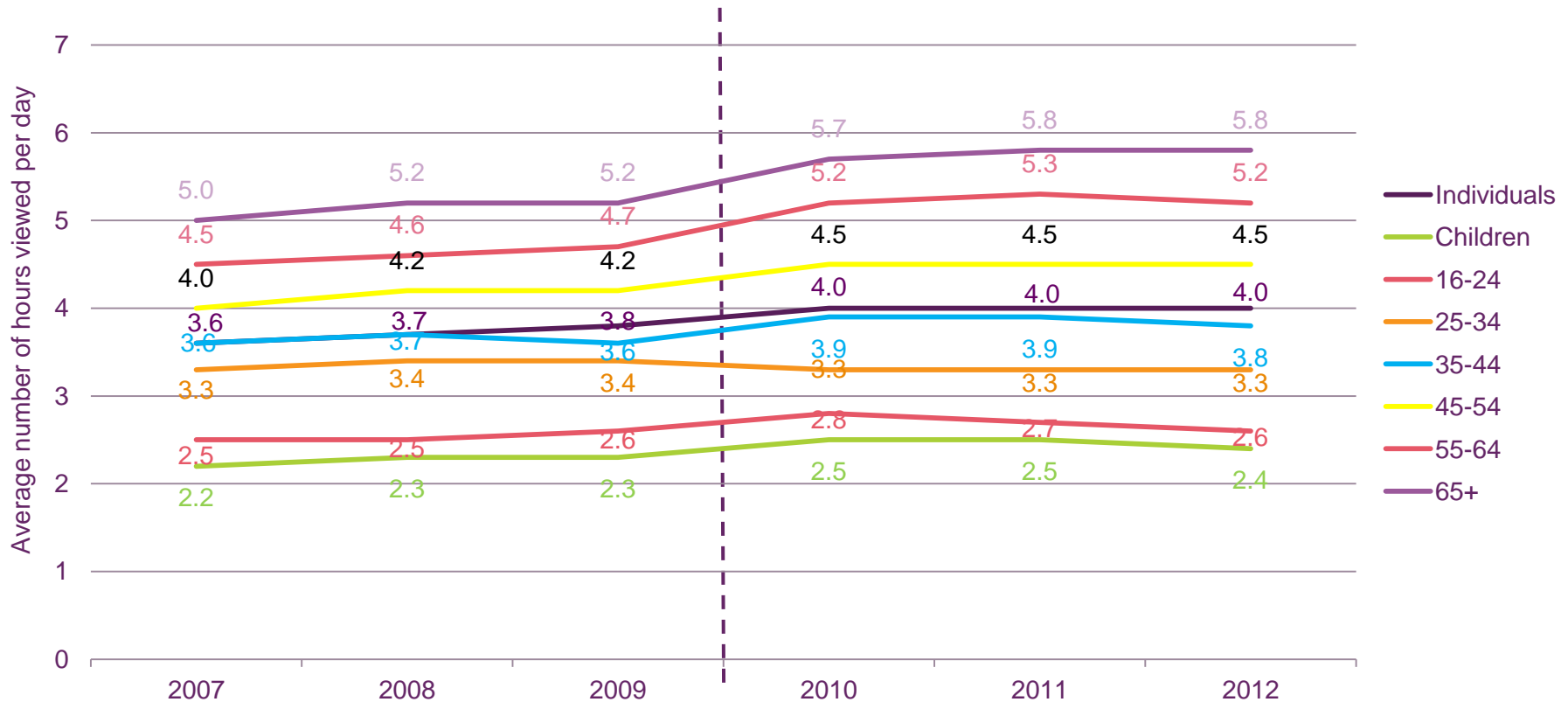
Genre label	Definition – BARB genres
Arts & Classical Music	Arts (All) Music: Classical Documentary Music :Classical General
Education	Education (All)
Religion	Religious (All)
UK Drama	Drama: Series/Serials -UK Drama: Single Plays -UK
UK Soaps	Drama: Soaps -UK
Sport	Sport (All)
UK Sitcom	Entertainment: Situation Comedy-UK

Unless stated, analysis is based on 'Network' programming as defined by the use of the 'number of areas' filter (4+ areas)

Overview of hours watched and reach



Fig 1 Average hours of daily viewing - Total TV, 2007-2012

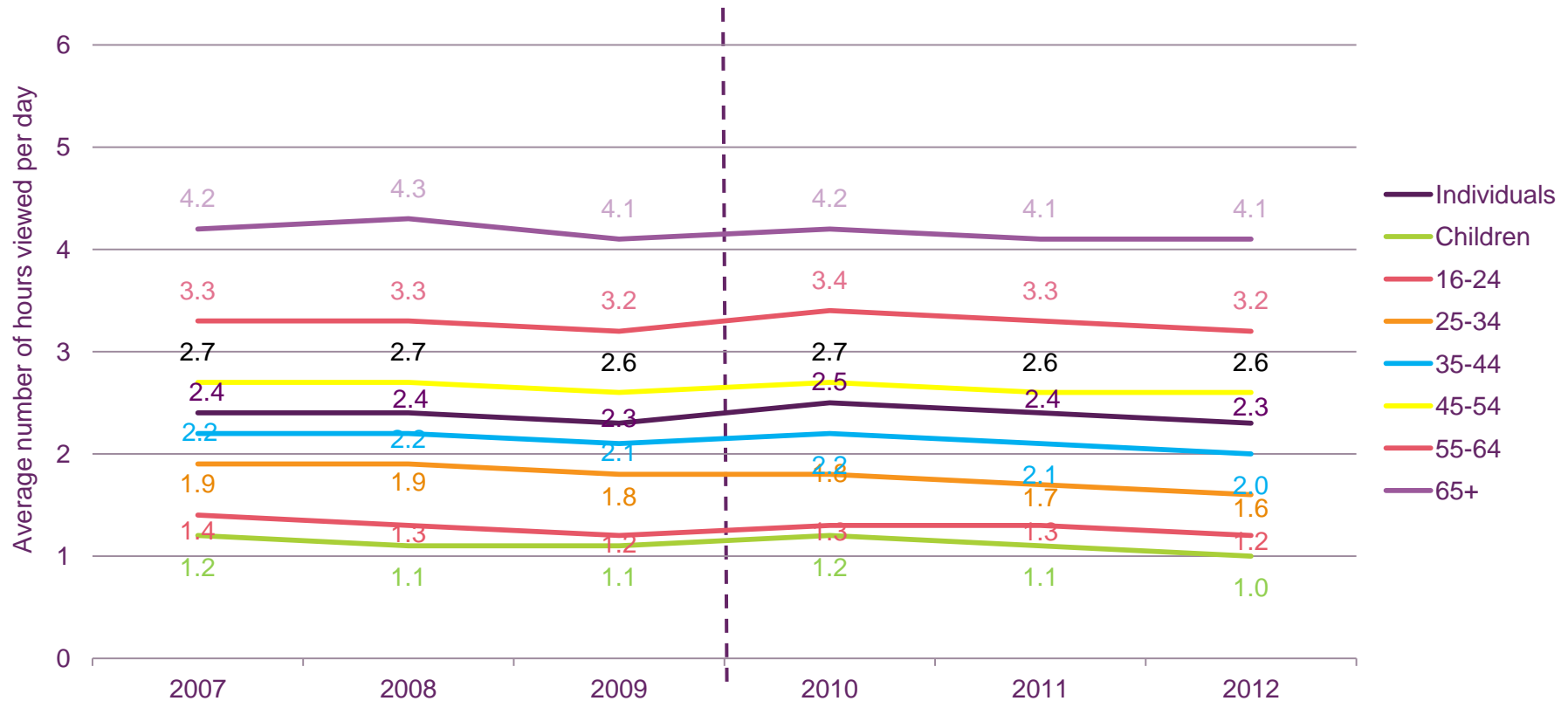


Source: BARB, All Individuals, Network. Individuals= 4+, Children= 4-15 years. Average hours of viewing per day, Total TV.
 - New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

Overview of hours watched and reach



Fig 2 Average hours of daily viewing - PSB channels, 2007-2012



Source: BARB, All Individuals, Network. Individuals= 4+, Children= 4-15 years. Average hours of viewing per day, PSB channels .
 - PSB channels: BBC One, BBC Two, ITV, C4, S4C, Channel 5, BBC Three, BBC Four, BBC HD, BBC News, BBC Parliament, CBeebies, CBBC
 - C4 2007-09 includes S4C as Channel 4 content was carried on the channel; from 2010 it is excluded as S4C ceased to carry Channel 4 content following DSO in Wales.

- New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

Overview of hours watched and reach



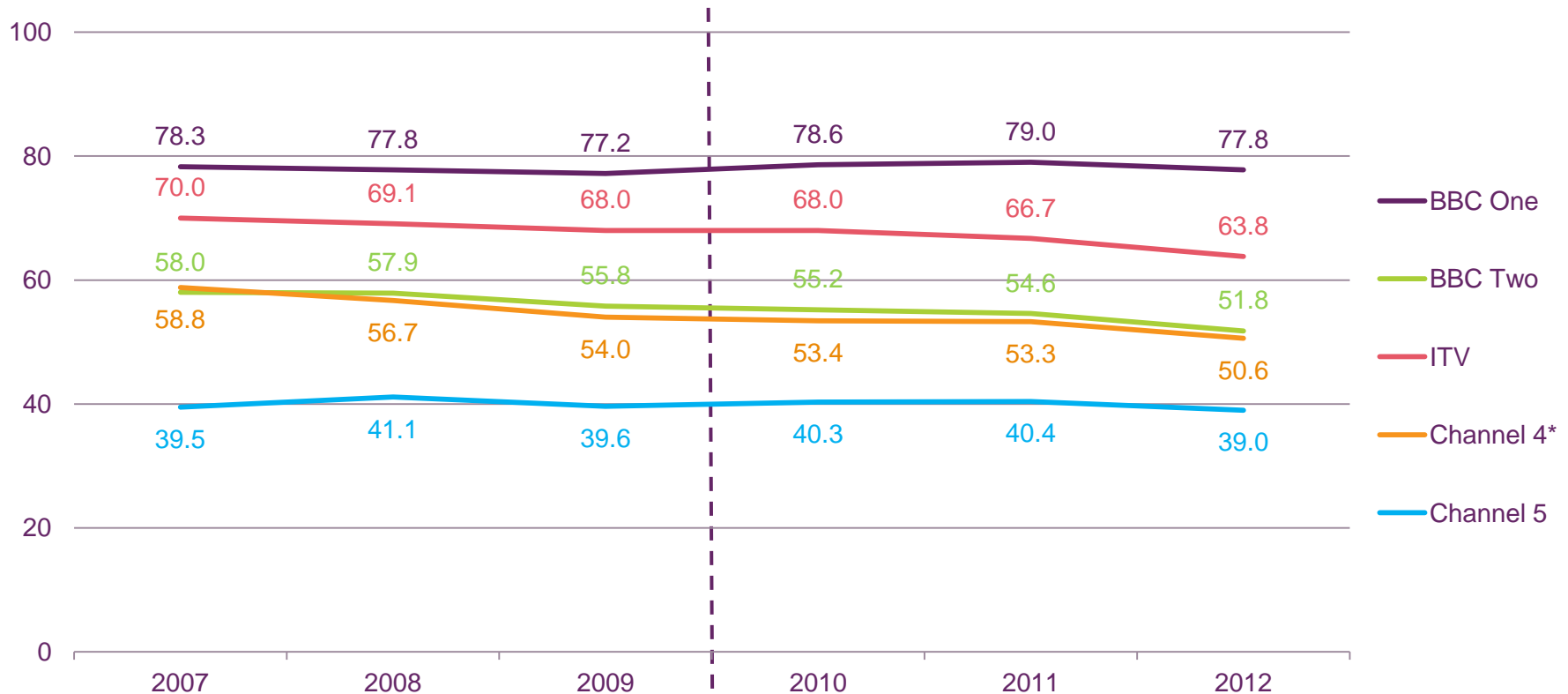
Fig 3 Average hours of daily viewing by age group, 2012



Source: BARB, All Individuals, Network. Individuals= 4+, Children= 4-15 years. Average hours of viewing per day, Total TV.

Fig 4 Average weekly reach of the main PSB channels – All homes, 2007-2012

15+ consecutive minute weekly reach (%)



Source: BARB. All Individuals, Network.

- Reach criteria = 15 consecutive minutes of viewing at least once in the average week. Full weeks used.

- *C4 2007-09 includes S4C as Channel 4 content was broadcast on S4C; from 2010 it is excluded as S4C ceased to carry Channel 4 content following DSO in Wales. S4C weekly reach 2012 = 0.6%.

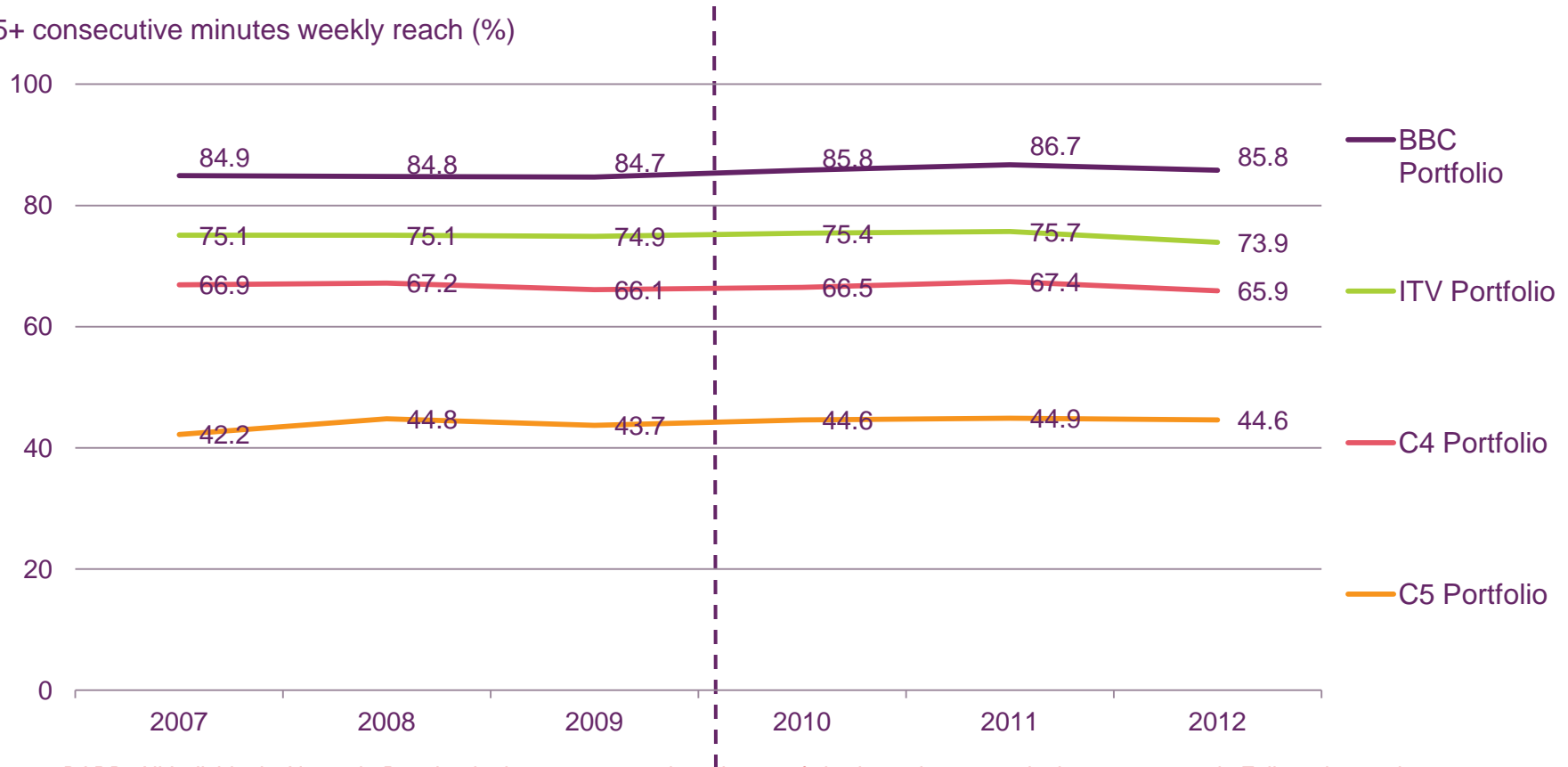
- New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

Overview of hours watched and reach



Fig 5 Average weekly reach of PSB portfolio groups including main PSB channels - All homes, 2007-2012

15+ consecutive minutes weekly reach (%)



Source: BARB. All Individuals, Network. Reach criteria = 15 consecutive minutes of viewing at least once in the average week. Full weeks used.

-BBC = BBC One, BBC Two, BBC Three, BBC Four, BBC HD, BBC News, BBC Parliament, CBeebies, CBBC

-ITV = ITV, ITV+1, ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV

-Channel 4 = Channel 4, Channel 4+1, E4, E4+1, More4, More4+1, Film4, Film4+1, 4Music, 4Seven – 2007-2009 S4C included, 2010+ S4C excluded

-Channel 5 = Channel 5, Channel 5+1, 5*, 5*+1, 5USA, 5USA+1

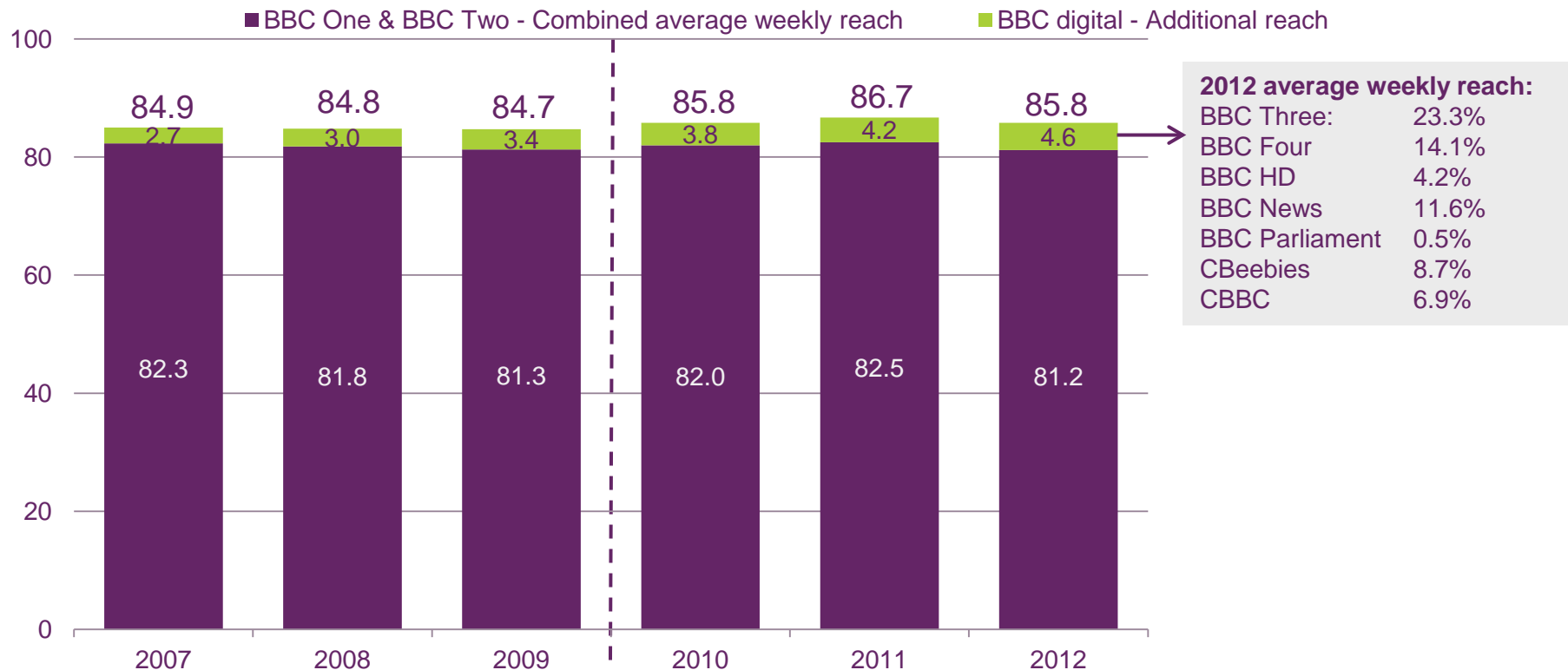
-Actual number of channels that make up the PSB portfolios has increased over the years, and the proportion of people with multichannel television has also grown substantially year on year. New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be viewed with caution (see dotted line).

Overview of hours watched and reach



Fig 6 Average weekly reach of BBC portfolio split by main PSB channels and digital channels – All homes, 2007-2012

15+ consecutive minute weekly reach (%)



Source: BARB. All Individuals, Network. Analysis looks at reach of all BBC channels combined, BBC One + BBC Two and the additive reach from the digital channels.

-Reach criteria = 15 consecutive minutes of viewing at least once in the average week. Full weeks used.

-BBC digital = BBC Three, BBC Four, BBC HD, BBC News, BBC Parliament, CBeebies, CBBC

-The actual number of channels that make up the PSB portfolios has increased over the years, and the proportion of people with multichannel television has also grown substantially year on year.

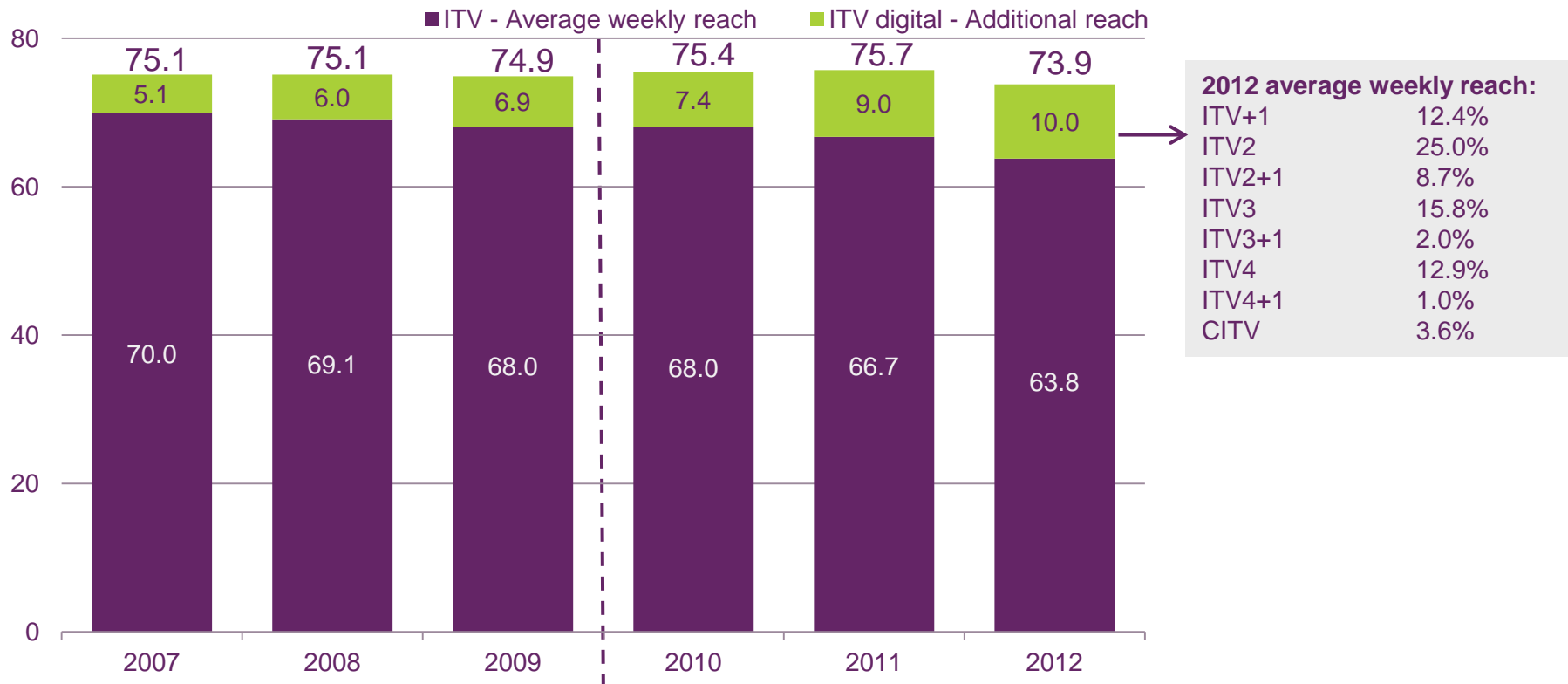
--New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be viewed with caution (see dotted line).

Overview of hours watched and reach



Fig 7 Average weekly reach of ITV portfolio split by main PSB channels and digital channels – All homes, 2007-2012

15+ consecutive minute weekly reach (%)



Source: BARB. All Individuals, Network. Analysis looks at reach of all ITV channels combined, ITV and the additive reach from the digital channels.

-Reach criteria = 15 consecutive minutes of viewing at least once in the average week. Full weeks used.

-ITV digital = ITV+1, ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV

-The actual number of channels that make up the PSB portfolios has increased over the years, and the proportion of people with multichannel television has also grown substantially year on year.

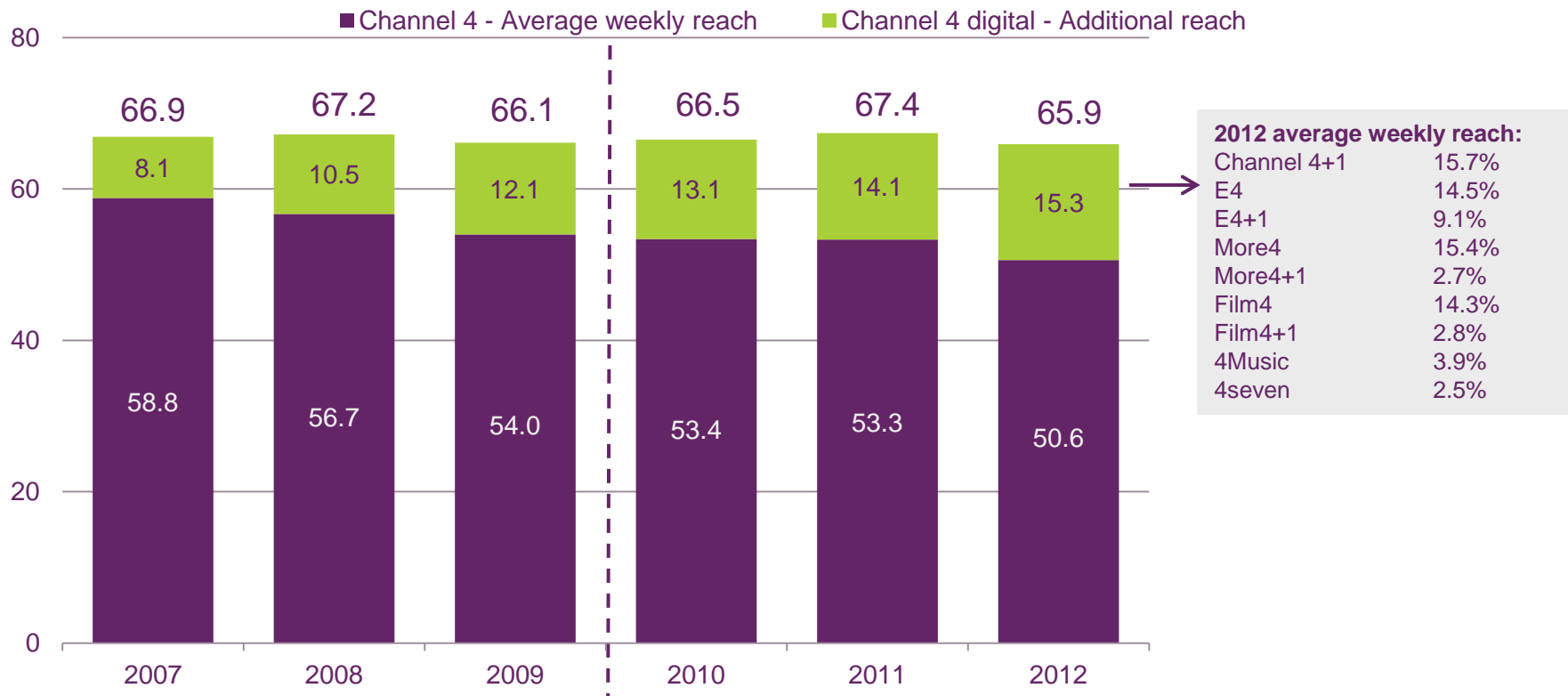
--New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be viewed with caution (see dotted line).

Overview of hours watched and reach



Fig 8 Average weekly reach of Channel 4 portfolio split by main PSB channels and digital channels – All homes, 2007-2012

15+ consecutive minute weekly reach (%)



Source: BARB. All Individuals, Network. Analysis looks at reach of all Channel 4 channels combined, Channel 4 and the additive reach from the digital channels.

-Reach criteria = 15 consecutive minutes of viewing at least once in the average week. Full weeks used.

-Channel 4 digital = Channel 4+1, E4, E4+1, More4, More4+1, Film4, Film4+1, 4Music, 4seven. 2007-2009 S4C included in Channel 4, 2010+ S4C excluded

-The actual number of channels that make up the PSB portfolios has increased over the years, and the proportion of people with multichannel television has also grown substantially year on year.

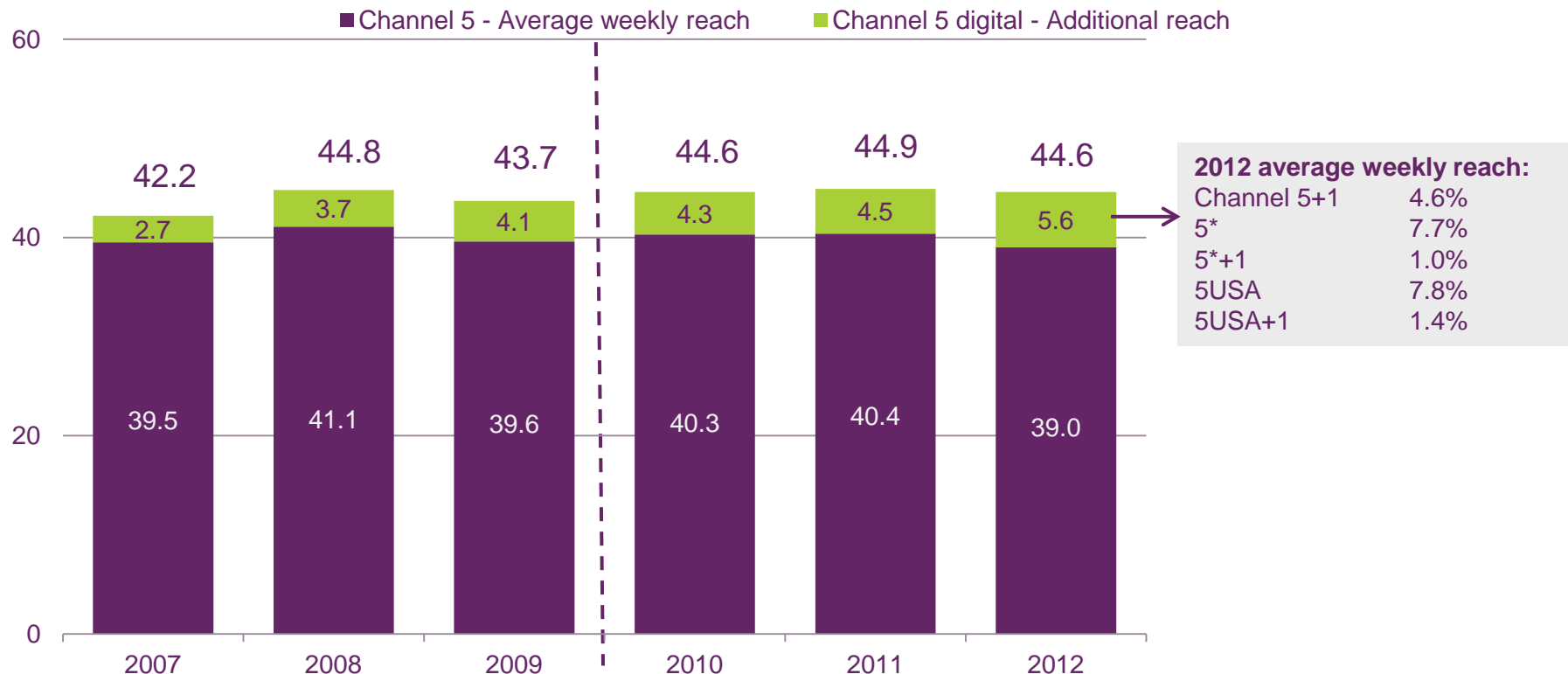
--New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be viewed with caution (see dotted line).

Overview of hours watched and reach



Fig 9 Average weekly reach of Channel 5 portfolio split by main PSB channels and digital channels – All homes, 2007-2012

15+ consecutive minute weekly reach (%)



Source: BARB. All Individuals, Network. Analysis looks at reach of all Channel 5 channels combined, Channel 5 and the additive reach from the digital channels.

-Reach criteria = 15 consecutive minutes of viewing at least once in the average week. Full weeks used.

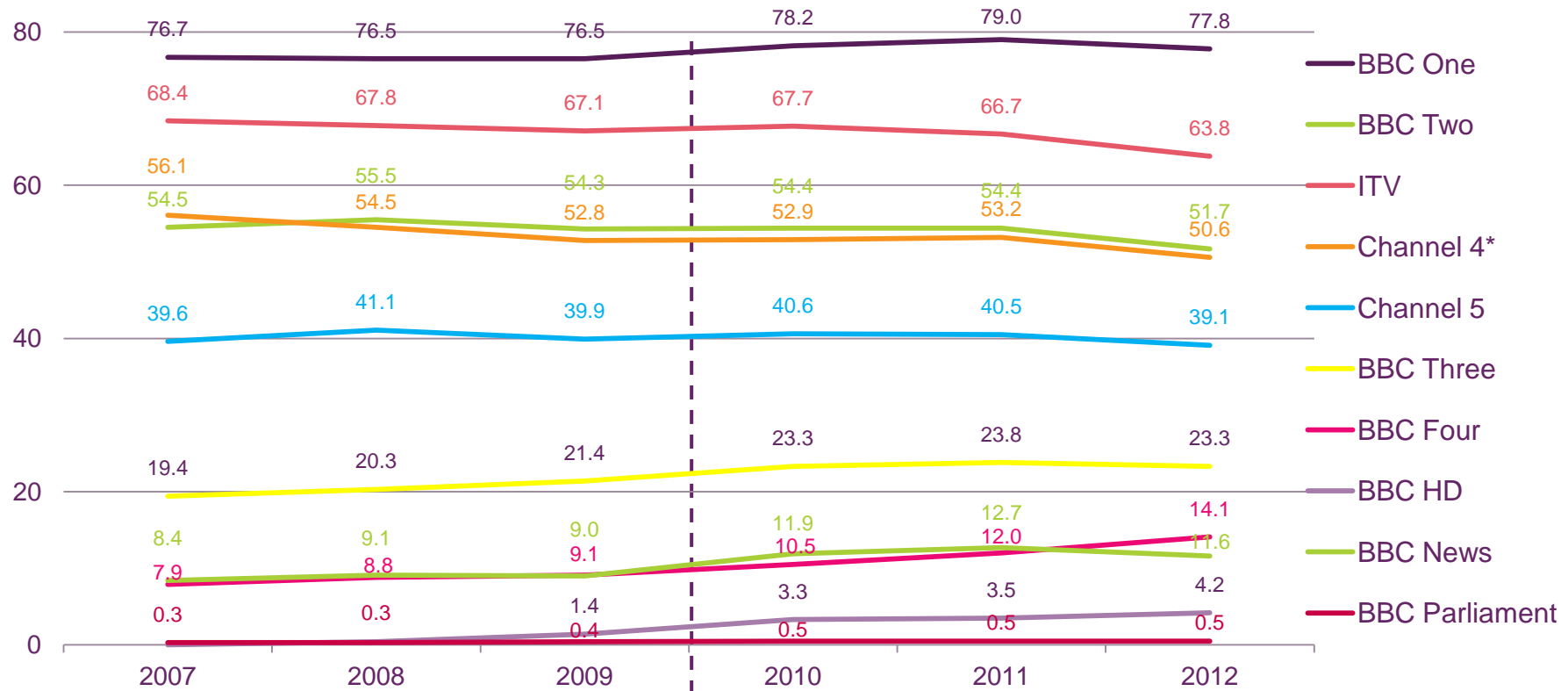
-Channel 5 digital = Channel 5+1 , 5* , 5*+1, 5USA, 5USA+1

-The actual number of channels that make up the PSB portfolios has increased over the years, and the proportion of people with multichannel television has also grown substantially year on year.

--New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be viewed with caution (see dotted line).

Fig 10 Average weekly reach of PSB channels – Multichannel homes, 2007-2012

15+ consecutive minute weekly reach (%)



Source: BARB. 2007-2009: All individuals, Multichannel universe/ 2010+: All individuals in multichannel homes, Network universe.

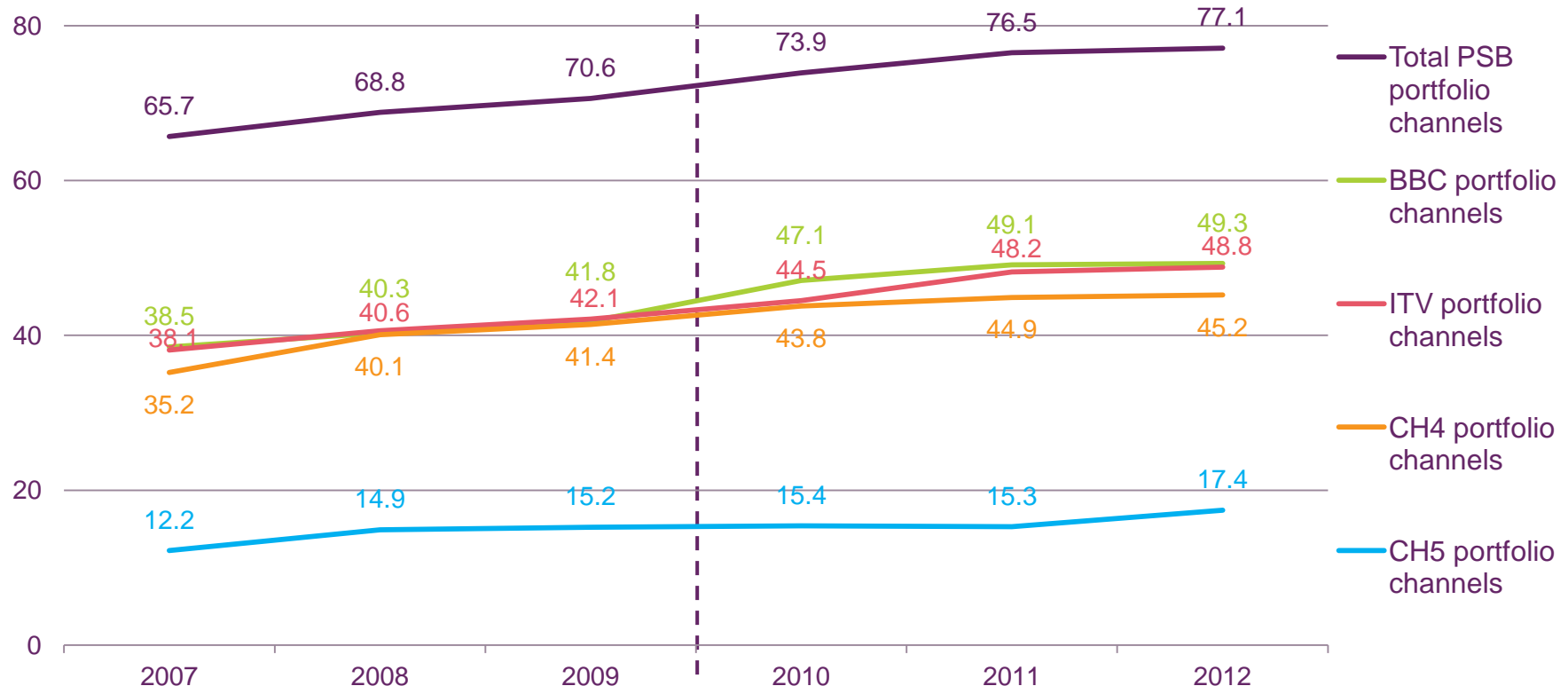
- Reach criteria = 15 consecutive minutes of viewing at least once in the average week. Full weeks used.

- *C4 2007-09 includes S4C as Channel 4 content was carried on the channel; from 2010 it is excluded as S4C ceased to carry Channel 4 content following -DSO in Wales. S4C weekly reach 2012 = 0.6%.

- New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

Fig 11 Average weekly reach of PSB portfolio channels – Multichannel homes, 2007-2012

15+ consecutive minute weekly reach (%)



Source: BARB. 2007-2009: All individuals, Multichannel universe/ 2010+: All individuals in multichannel homes, Network universe.

-Reach criteria = 15 consecutive minutes of viewing at least once in the average week. Full weeks used.

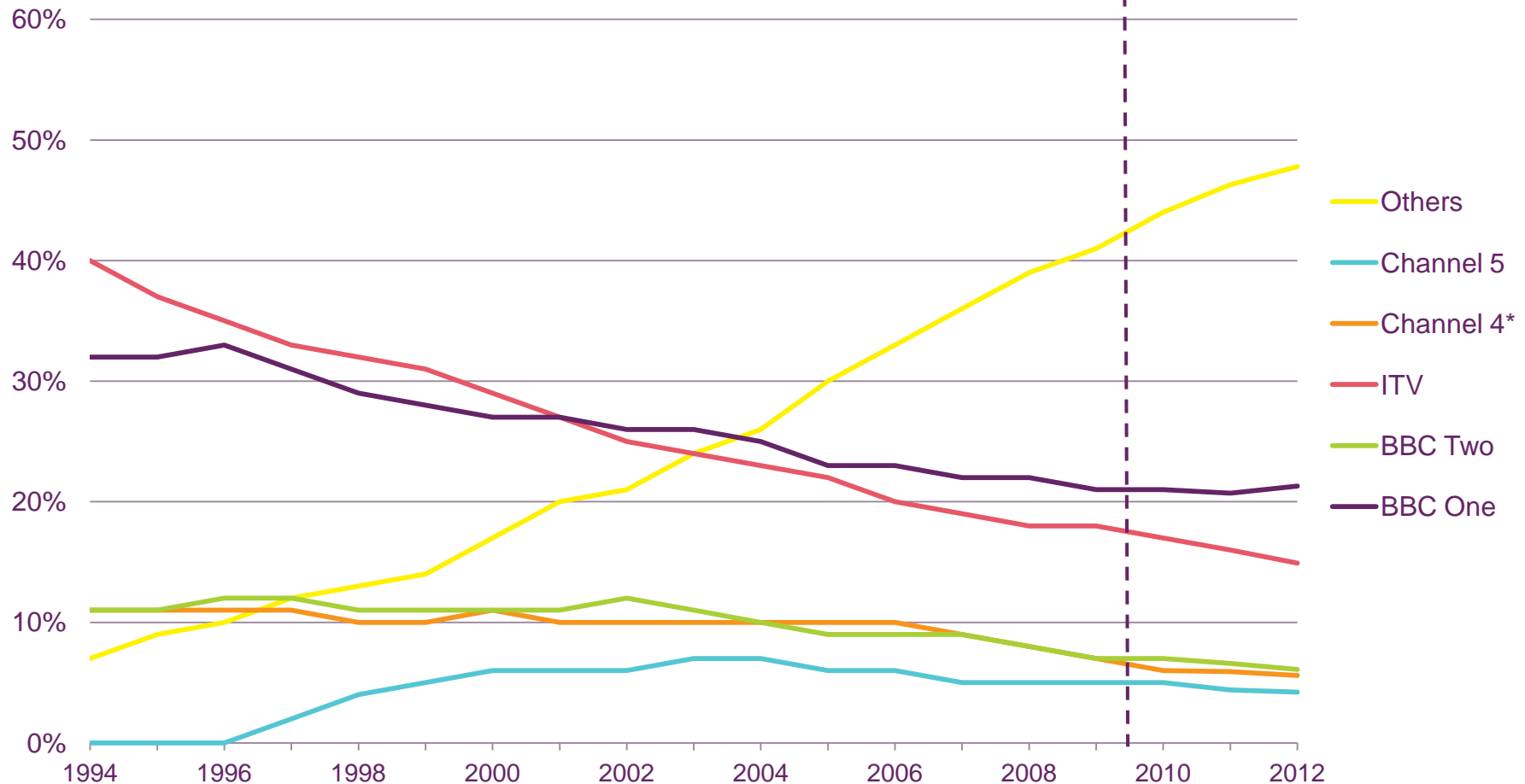
-Portfolio channels: BBC Three, BBC Four, BBC HD, BBC News, BBC Parliament, CBBC, CBeebies, ITV+1, ITV2 Total, ITV3 Total, ITV4 Total, CITV, CH4+1, 4Music, 4Seven, E4 Total, More4 Total, Film4 Total, Ch5+1, 5* Total, 5 USA Total

- The actual number of channels that make up the PSB portfolios has increased over the years and the proportion of people with multichannel television has also grown substantially year on year.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be viewed with caution (see dotted line).



Fig 12 All day channel shares in all homes, 1994-2012

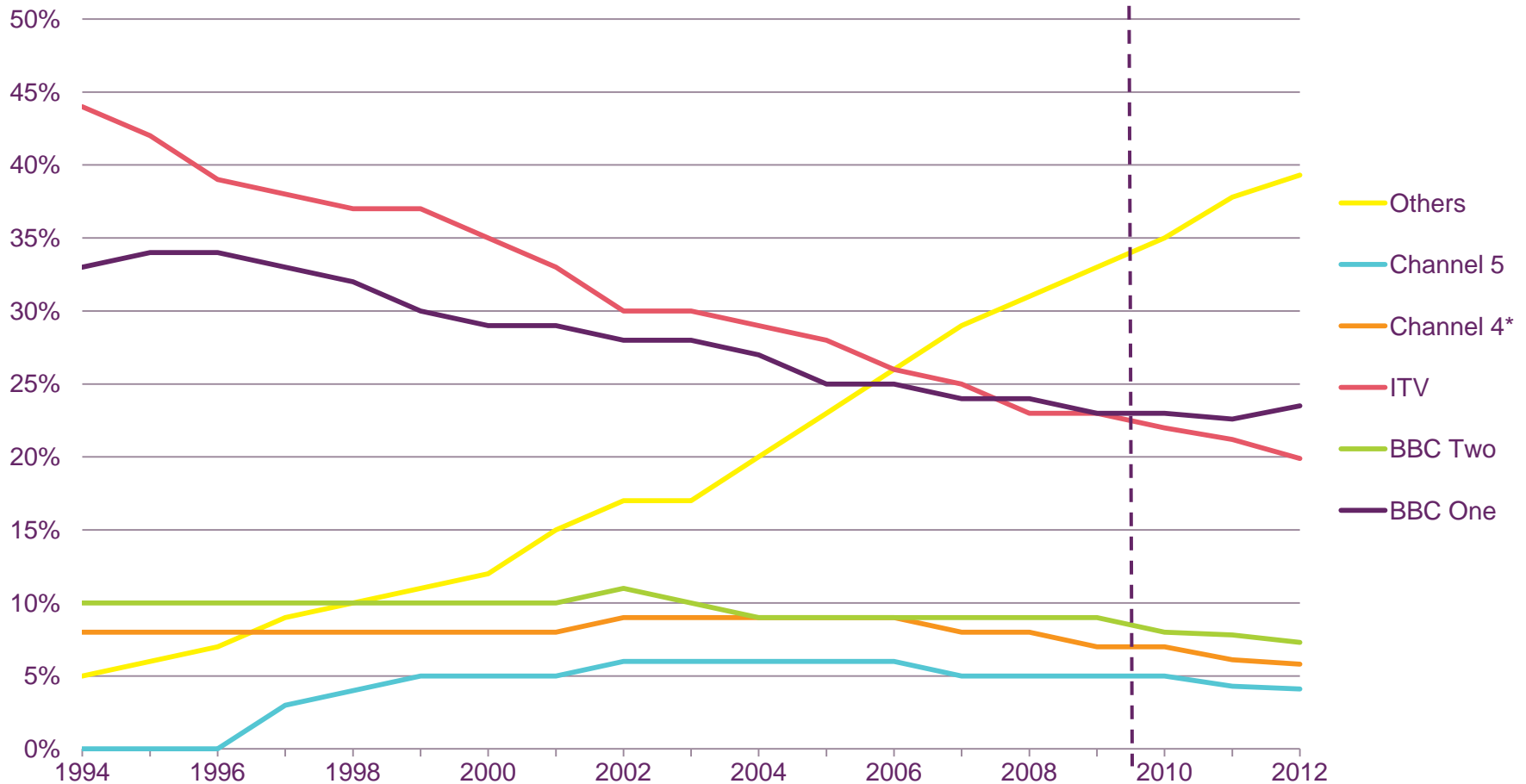


Source: BARB, All Individuals, Network.

* C4 data pre-2010 includes S4C as Channel 4 content was carried on S4C; from 2010 it is excluded as S4C ceased to broadcast Channel 4 content following DSO in Wales. S4C 2012 share = 0.1%

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be viewed with caution (see dotted line).

Fig 13 Peak time channel share in all homes, 1994-2012



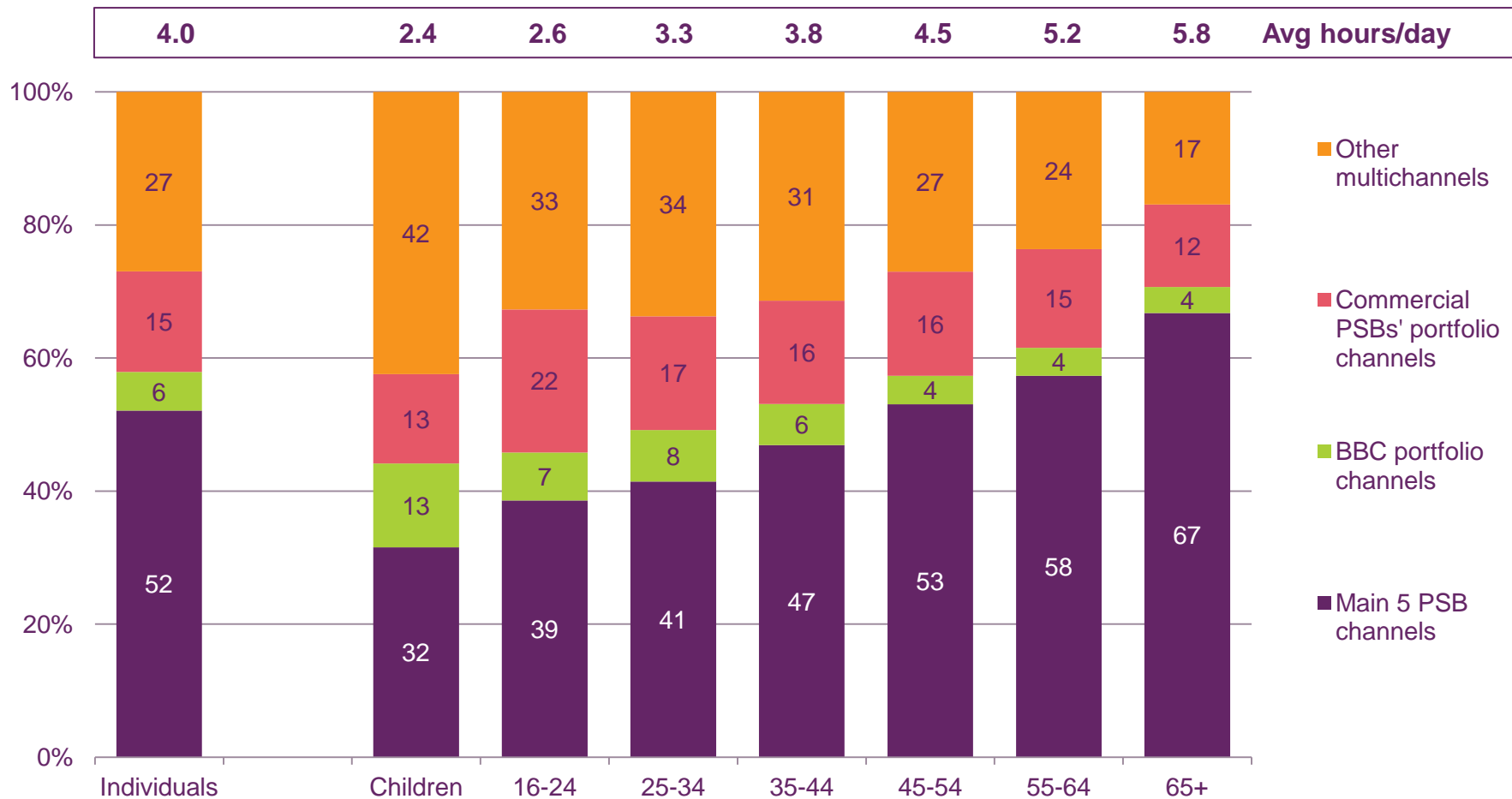
Source: BARB, All Individuals, Network. Peak time = 18:00-22:30

-*C4 pre-2010 data includes S4C as Channel 4 content was carried on S4C; from 2010 it is excluded as S4C ceased to broadcast Channel 4 content following DSO in Wales. S4C 2012 peak share = 0.1%

- New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be viewed with caution (see dotted line).



Fig 14 All day channel shares in all homes by channel group, 2012



Source: BARB, All Individuals, Network. Individuals= 4+, Children= 4-15 years.

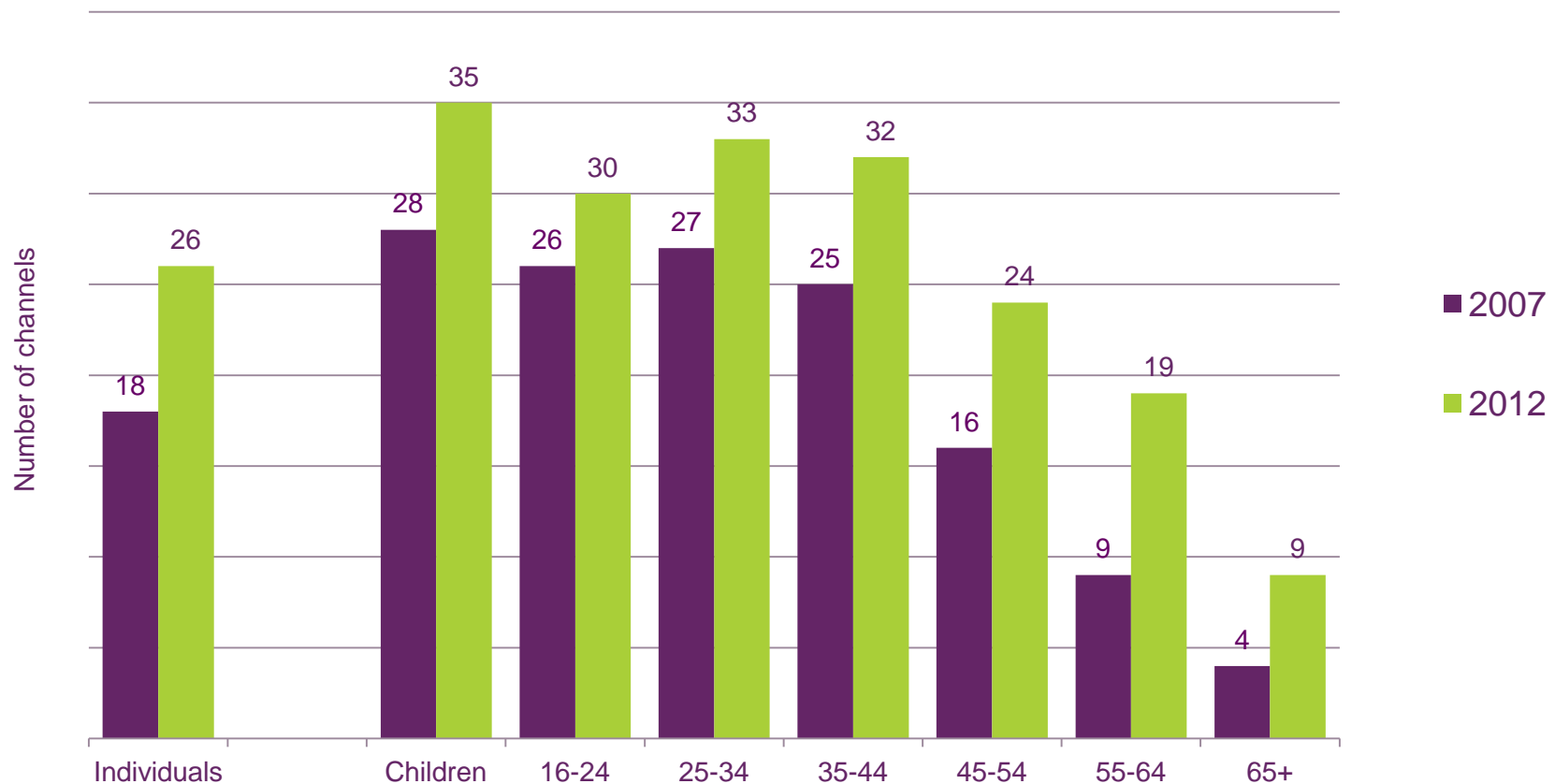


Fig 15 Peak time channel shares in all homes by channel group, 2012



Source: BARB, All Individuals, Network. Individuals= 4+, Children= 4-15 years. Peak time = 18:00-22:30

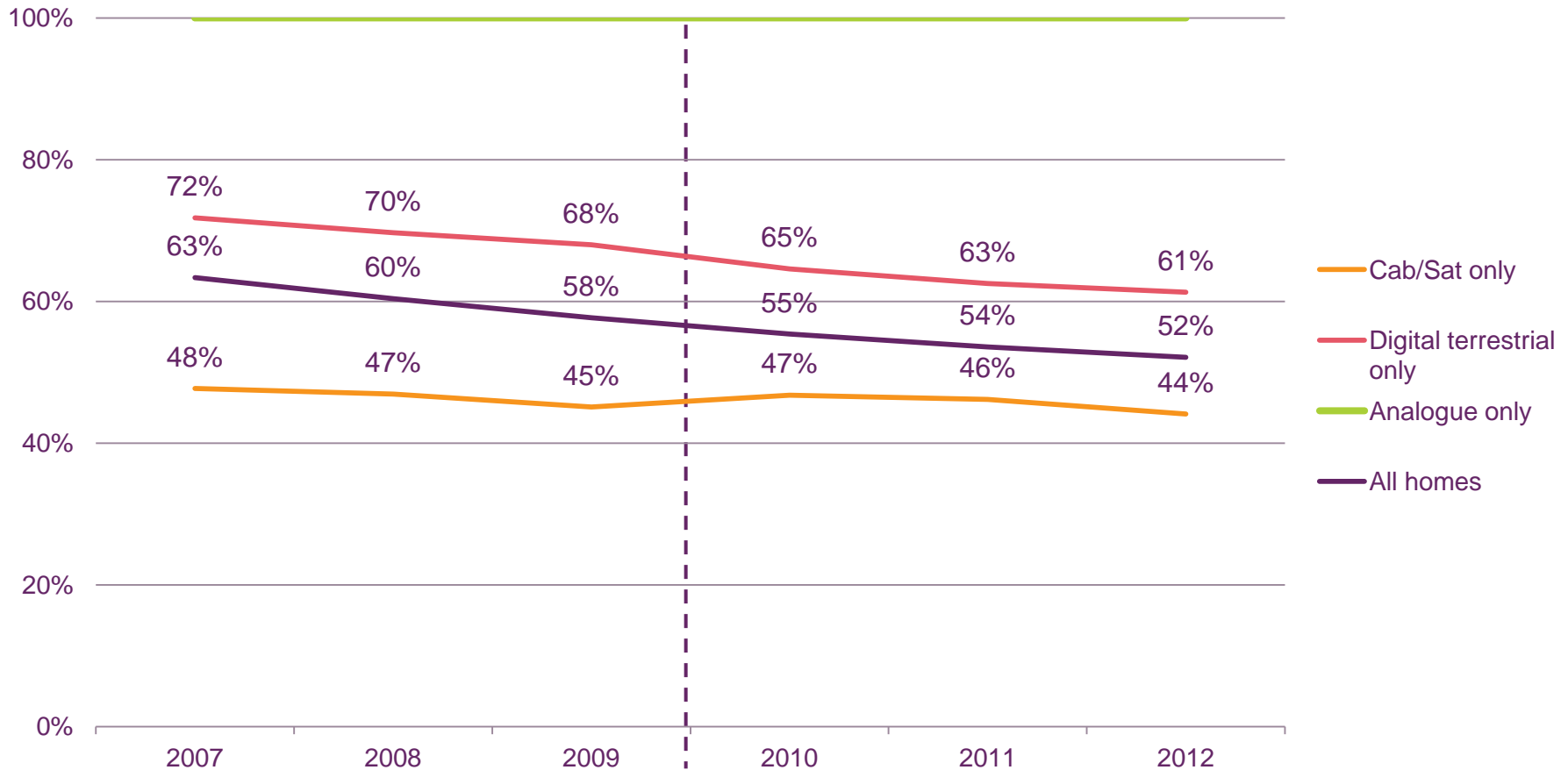
Fig 16 Number of channels representing 75% of viewing by age group, 2012



Source: BARB, All Individuals, Network. Individuals= 4+, Children= 4-15 years.

-Based on the number of channels representing 75% of each demographics viewing (channels ranked by channel share).

Fig 17 Main five PSB channels' share in homes with different television platforms, 2007-2012

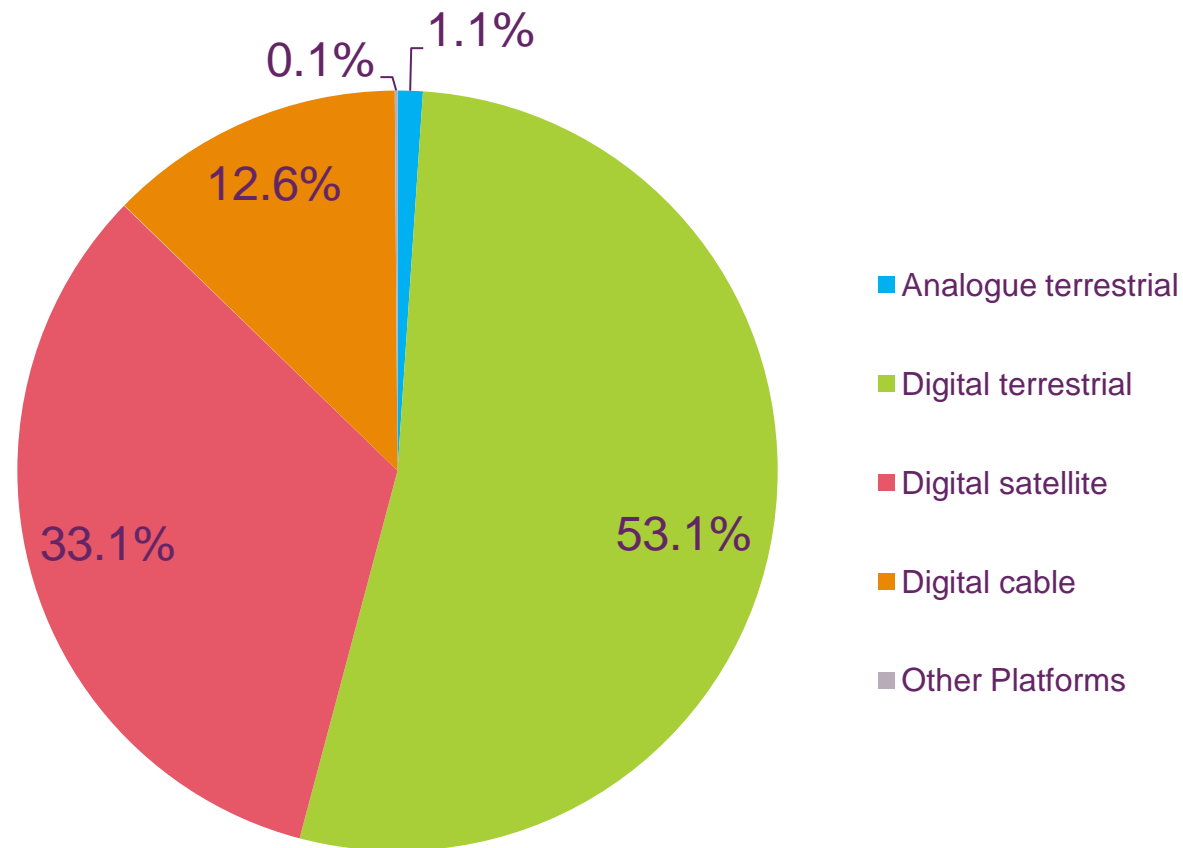


Source: BARB. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).

-Cab/Sat only refers to all homes with digital cable and/or digital satellite but no digital terrestrial

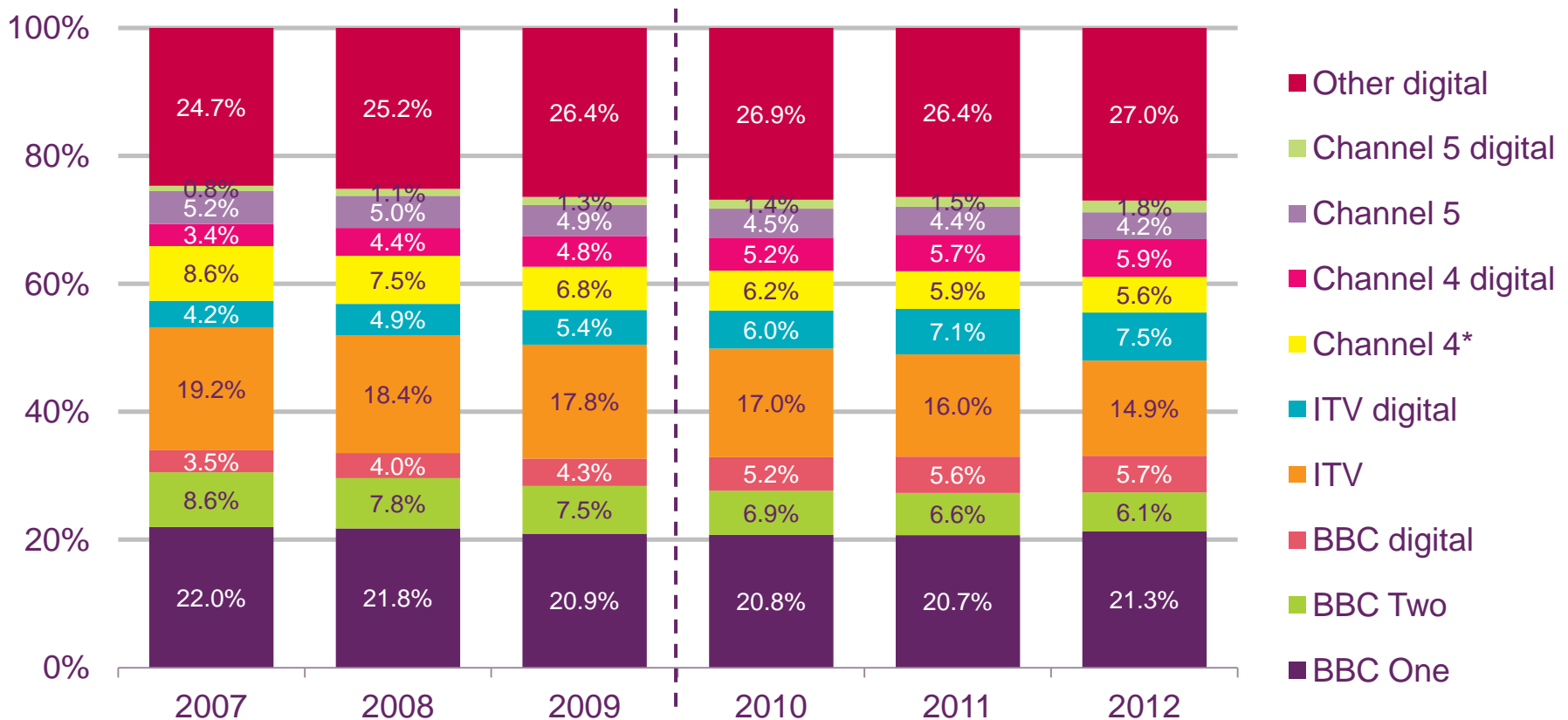
-C4 2007-09 data includes S4C as Channel 4 content was carried on S4C; from 2010 it is excluded as S4C ceased to broadcast Channel 4 content following DSO in Wales. New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

Fig 18 Viewing to main five PSB channels by platform, 2012



Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
-Data refers to actual 'signal' through which channel is viewed.

Fig 19 Channel shares for the main PSB channels and their digital portfolio channels – All homes, 2007-2012



Source: BARB, All Individuals, Network.

* C4 data 2007-09 includes S4C; from 2010 it is excluded as S4C ceased to carry Channel 4 programming following DSO in Wales. S4C 2012 share = 0.1%

-BBC digital = BBC Three, BBC Four, BBC HD, BBC News, BBC Parliament, CBeebies, CBBC

-ITV digital = ITV+1, ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV;

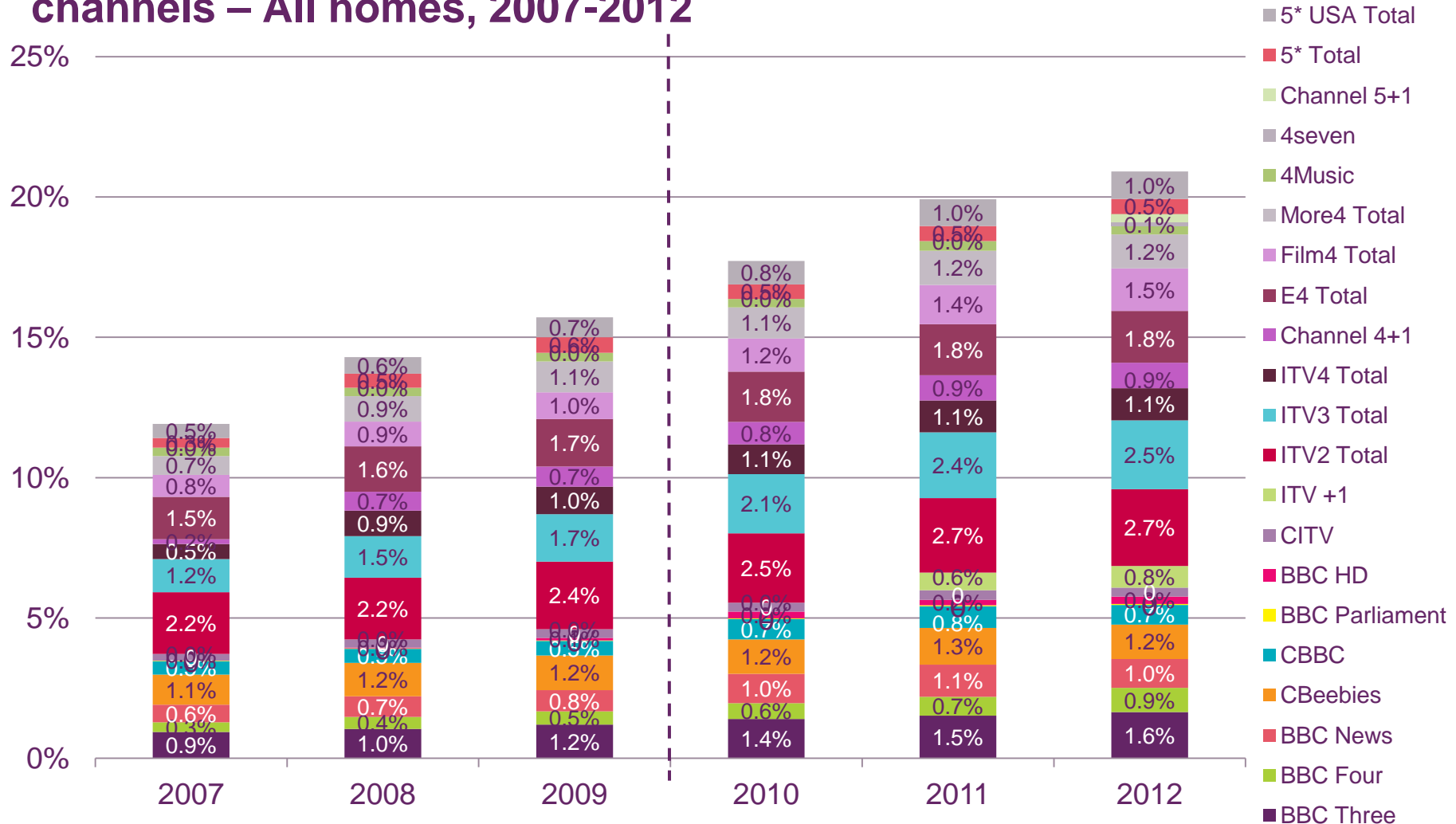
-Channel 4 digital = Channel 4+1, E4, E4+1, More4, More4+1, Film4, Film4+1, 4Music, 4Seven

-Channel 5 digital = Channel 5+1, 5*, 5*+1, 5USA, 5USA+1

- New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).



Fig 20 Channel shares for individual digital portfolio channels – All homes, 2007-2012

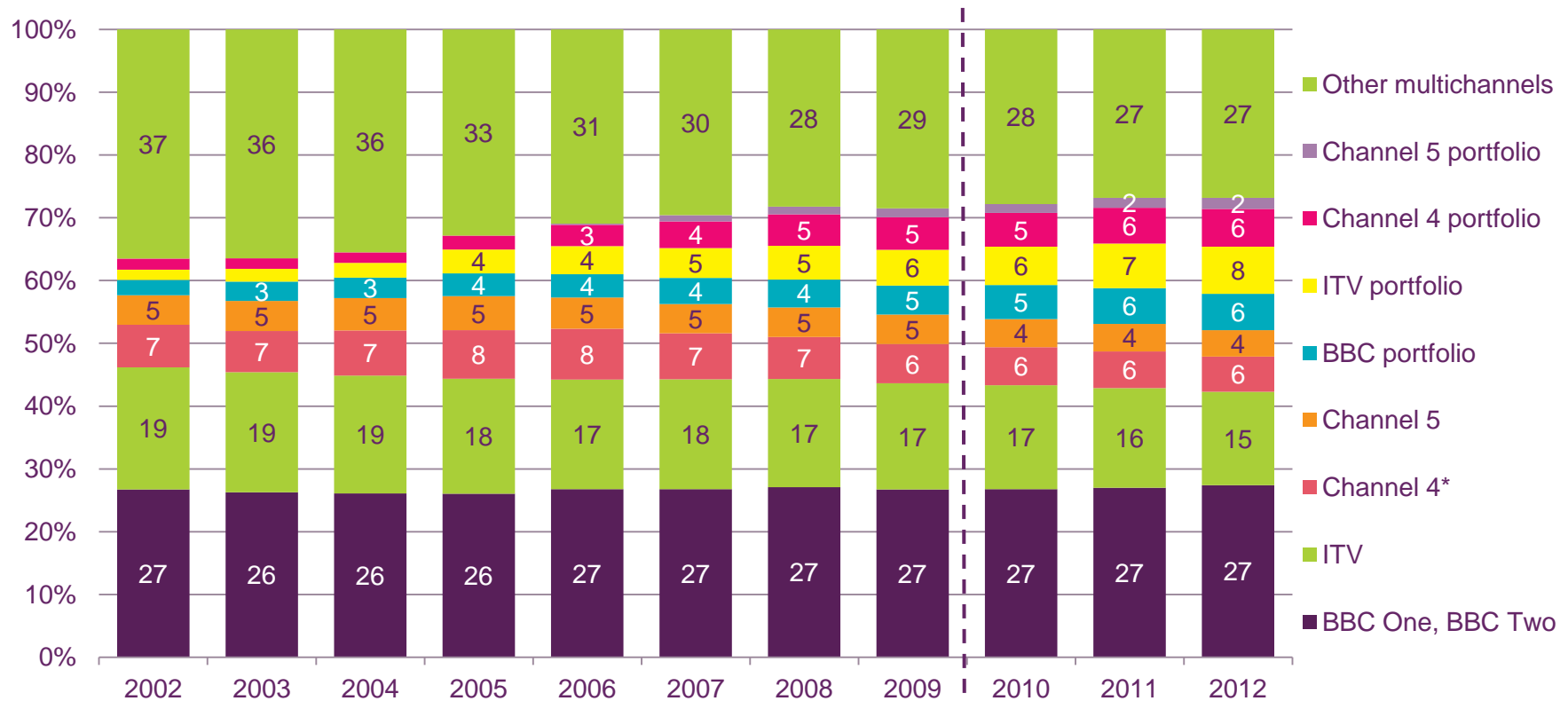


Source: BARB, All Individuals, Network.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be viewed with caution (see dotted line).



Fig 21 Shares in multichannel homes, 2002-2012



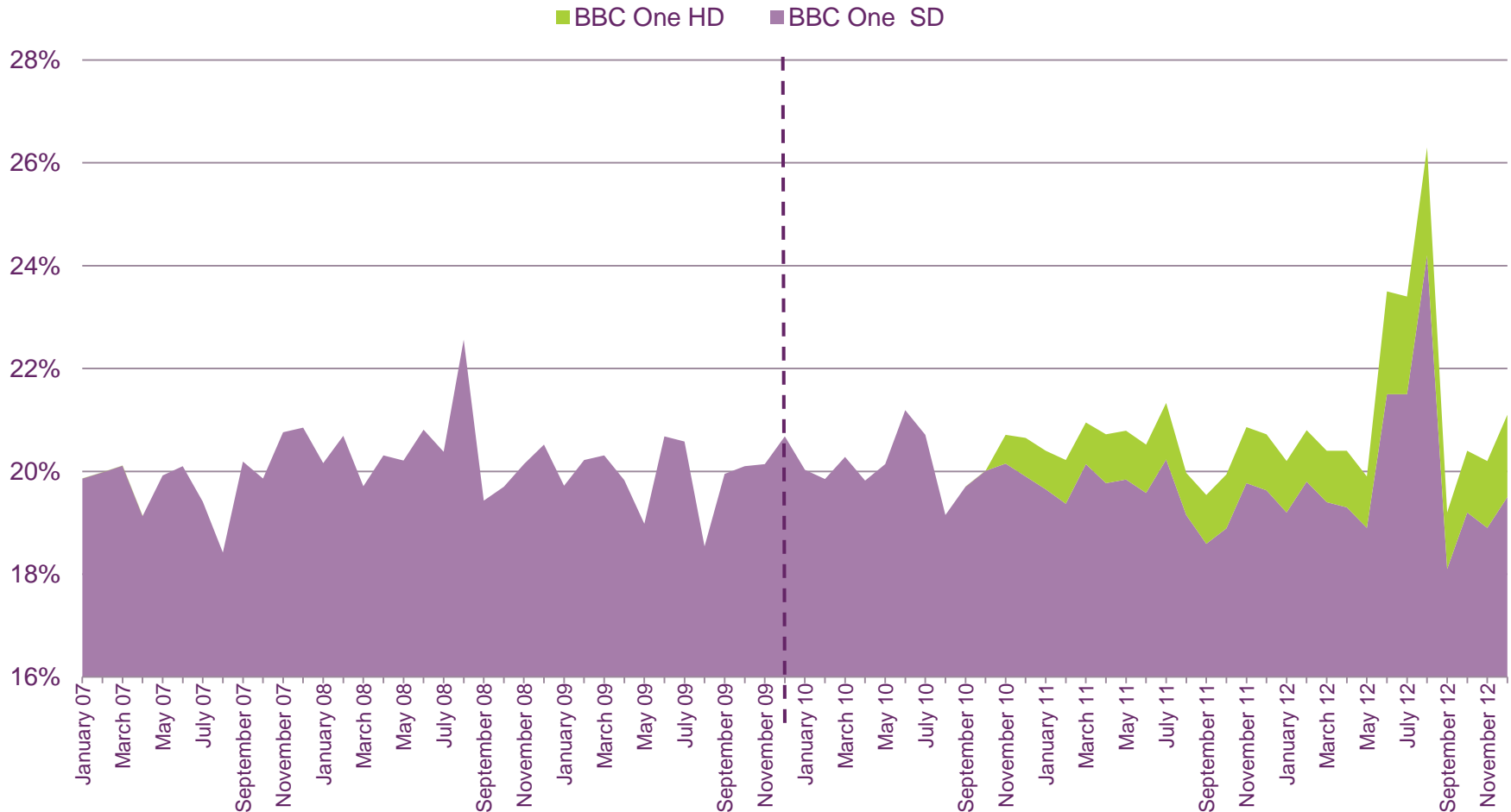
Source: BARB . 2007-2009: All individuals, Multichannel universe/ 2010+: All individuals in multichannel homes, Network universe.

-The actual number of channels that make up the PSB portfolios has increased over the years, and the proportion of people with multichannel television has also grown substantially year on year.

- Main PSB channels include HD components. Their time-shifted channels are included within their portfolio group shares.

*C4 2007-09 data includes S4C as Channel 4 content was carried on the channel; from 2010 onwards it is excluded as S4C ceased broadcasting Channel 4 content following DSO in Wales . New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

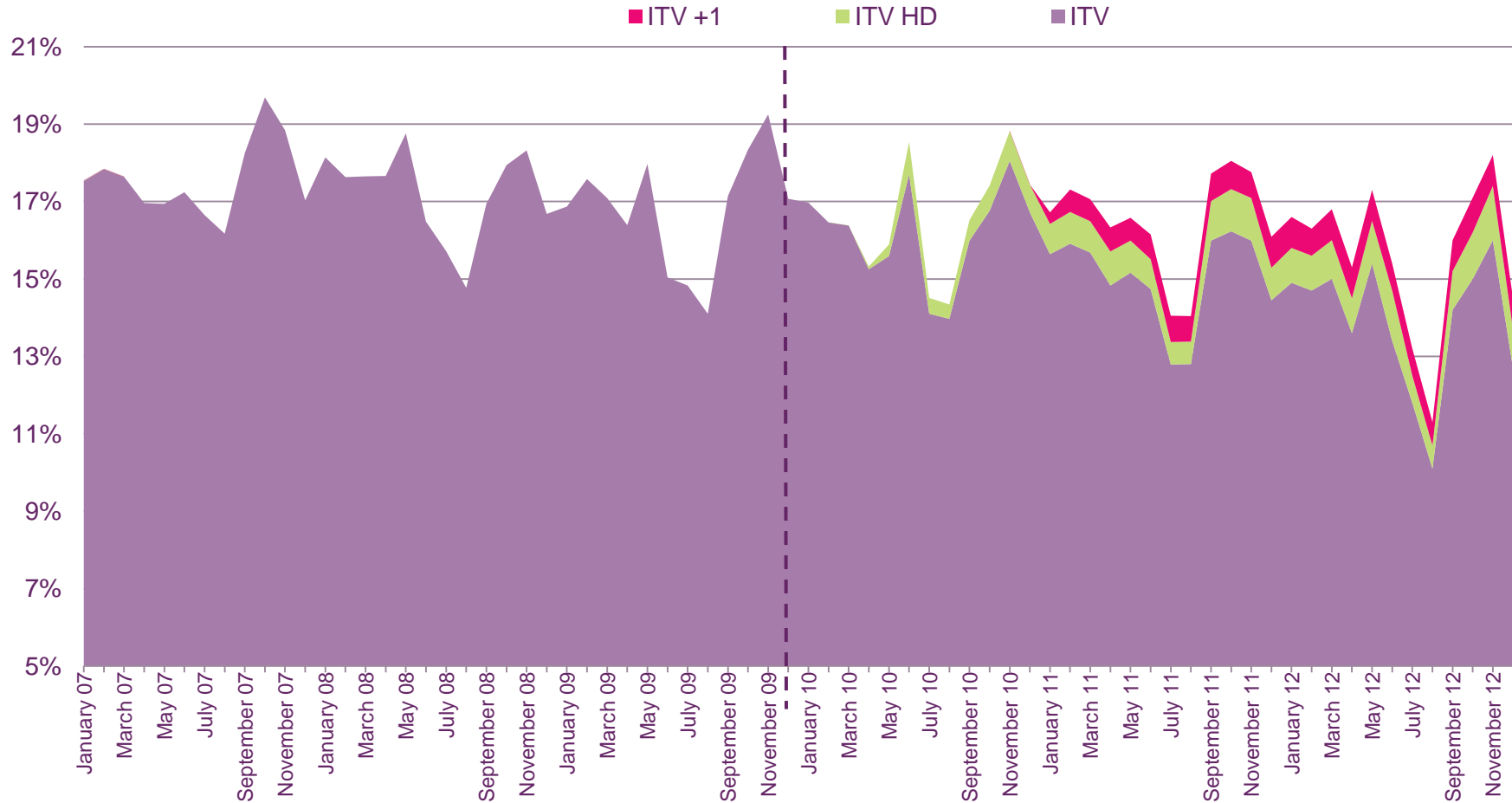
Fig 22 Channel share: BBC One variants, 2007-2012



Source: BARB. 2007-2009: All individuals, Multichannel universe/ 2010+: All individuals in multichannel homes, Network universe.
 -New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).



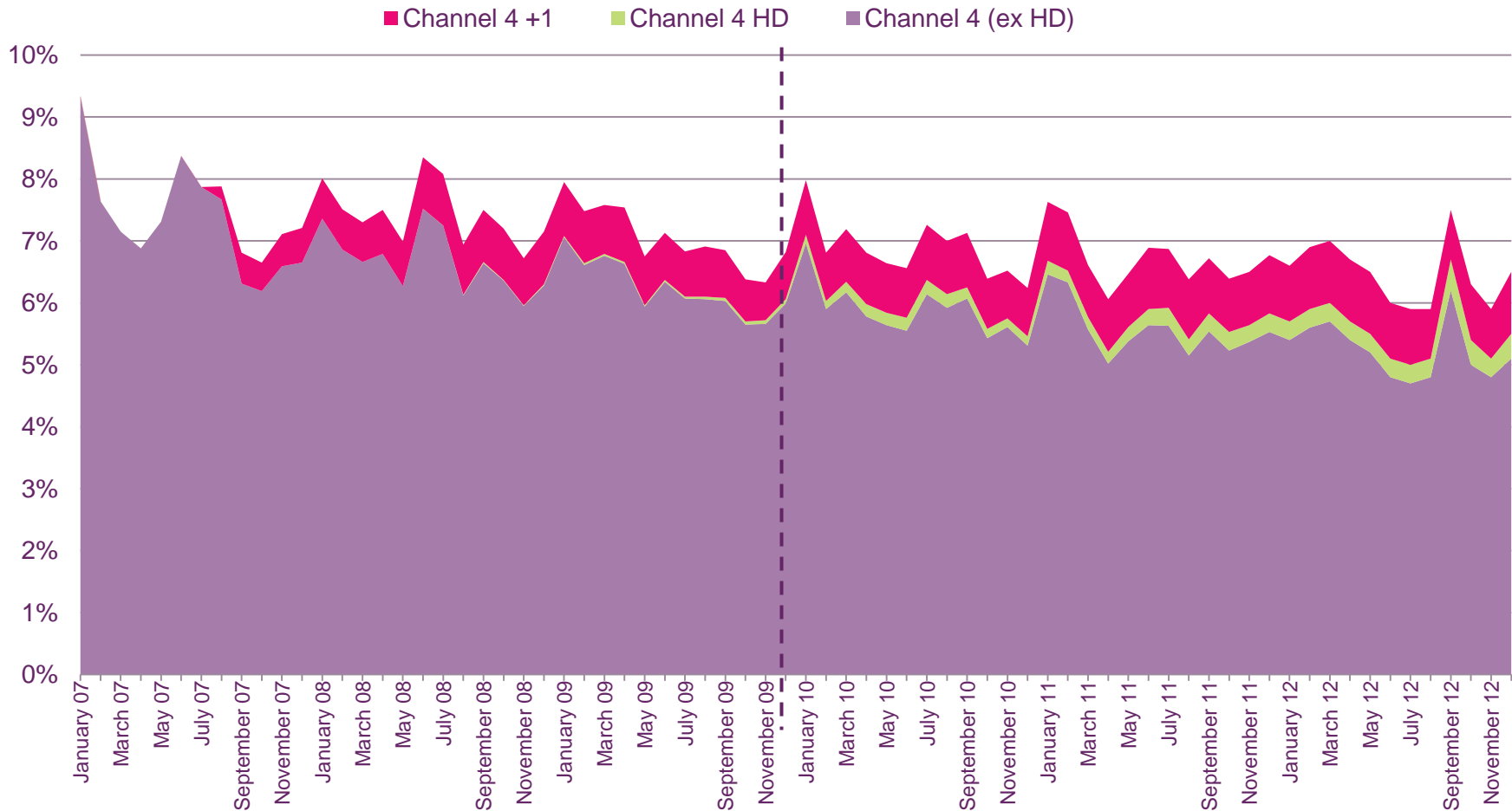
Fig 23 Channel share: ITV variants, 2007-2012



Source: BARB. 2007-2009:All individuals, Multichannel universe/ 2010+:All individuals in multichannel homes, Network universe.
 -New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

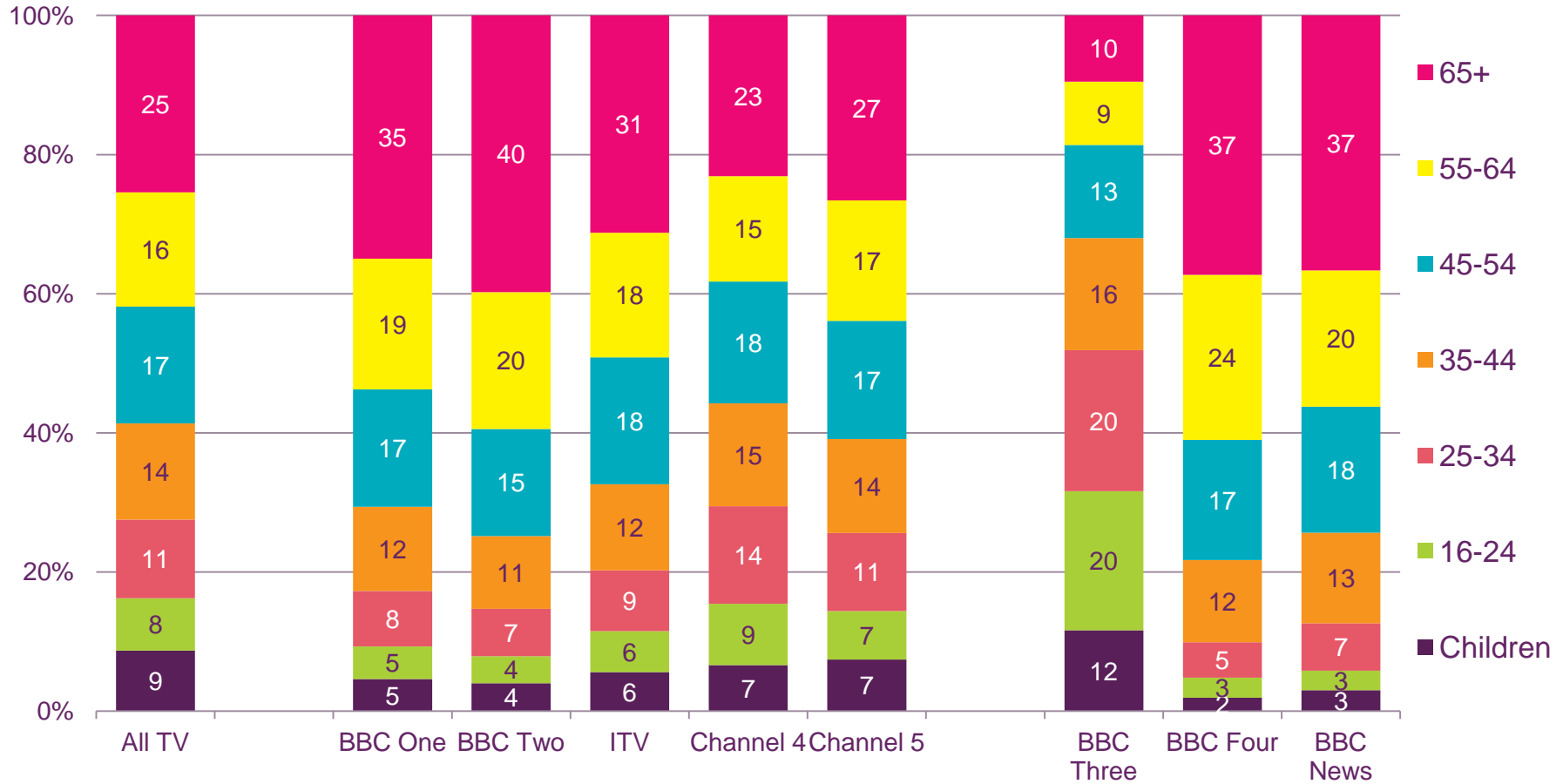


Fig 24 Channel share: Channel 4 variants, 2007-2012



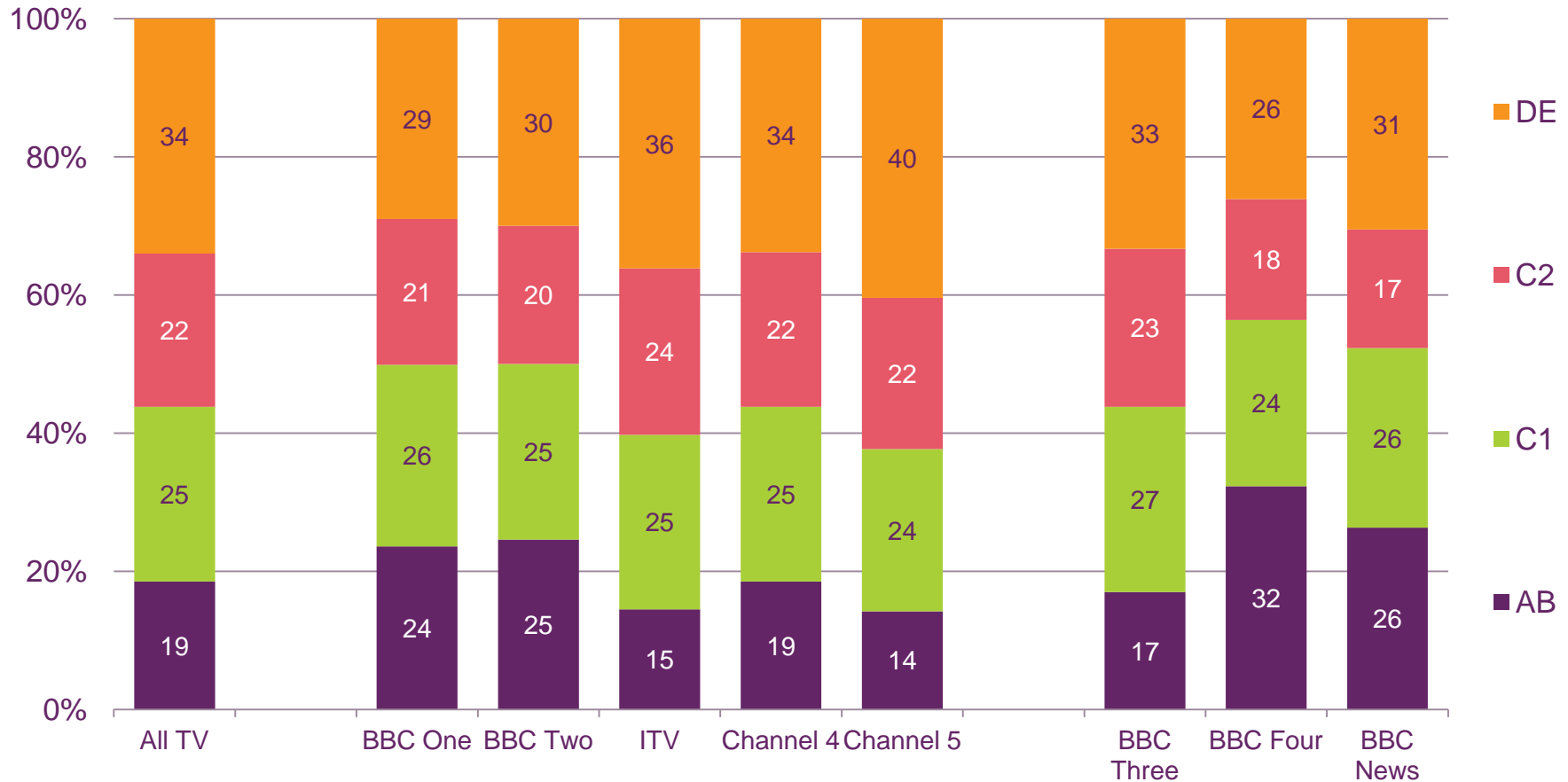
Source: BARB. 2007-2009: All individuals, Multichannel universe/ 2010+: All individuals in multichannel homes, Network universe.
 -New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

Fig 25 Age profile of channel viewers, 2012



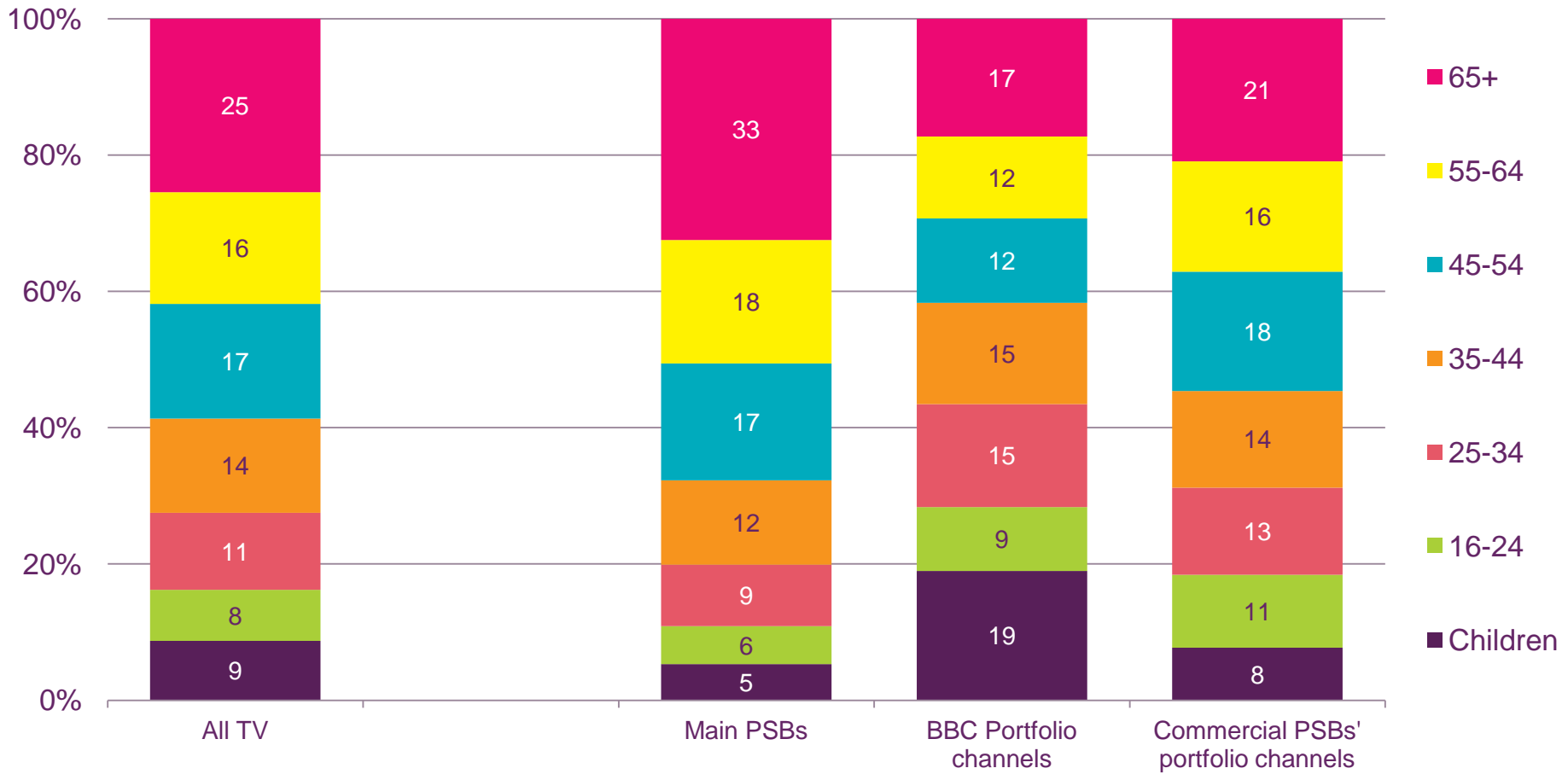
Source: BARB, All Individuals, Network. Profile data calculated on a base of All Individuals.
 -Due to low audience figures profiles have not been included for BBC HD and BBC Parliament.

Fig 26 Socio-economic profile of channel viewers, 2012



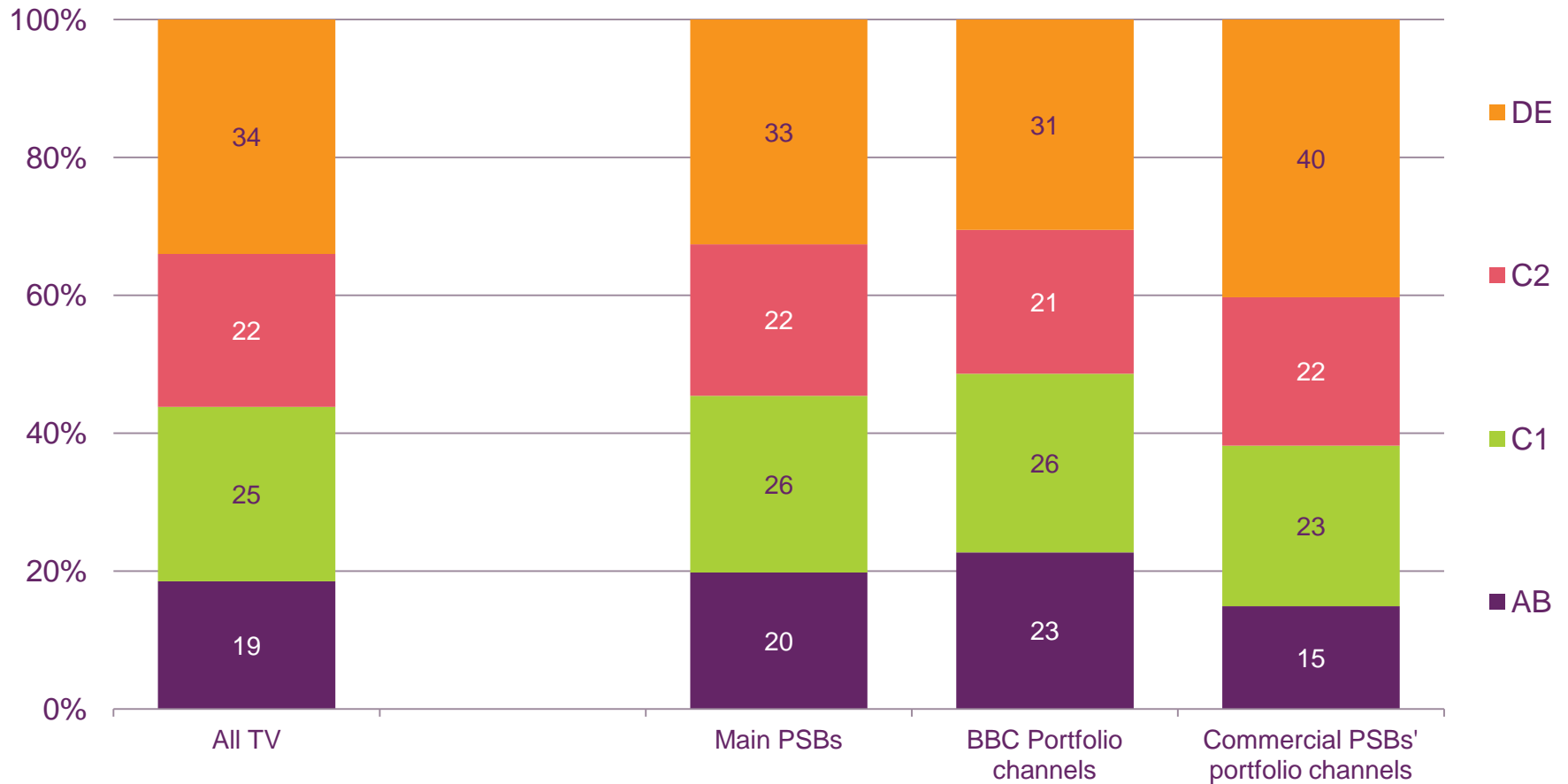
Source: BARB, All Individuals, Network. Profile data calculated on a base of All Individuals.
 -Due to low audience figures profiles have not been included for BBC HD and BBC Parliament.

Fig 27 Age profile of viewers by channel group, 2012



Source: BARB, All Individuals, Network. Profile data calculated on a base of All Individuals.

Fig 28 Socio-economic profile by channel group, 2012

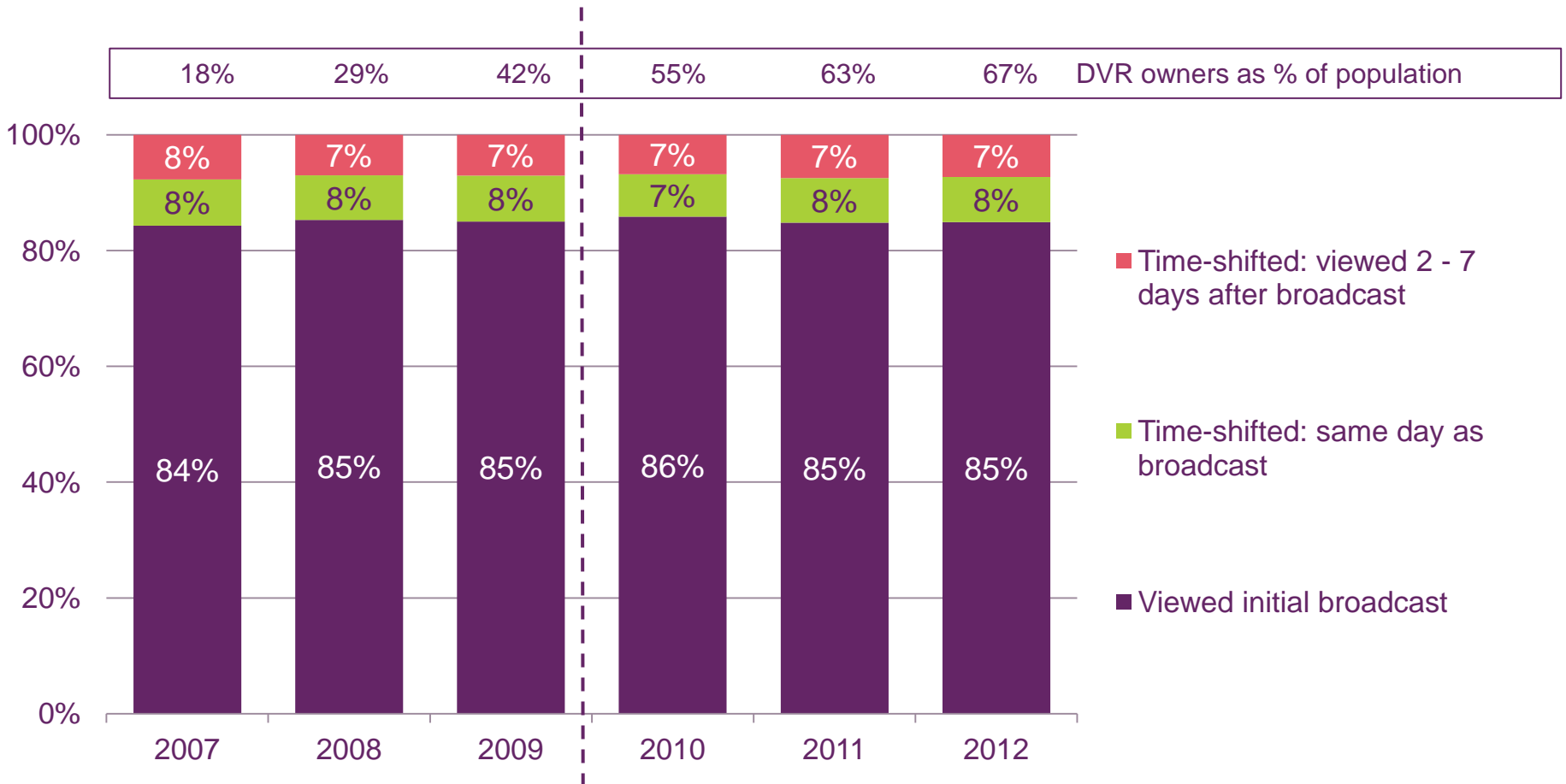


Source: BARB, All Individuals, Network. Profile data calculated on a base of All Individuals.

Non-linear viewing via time-shifting



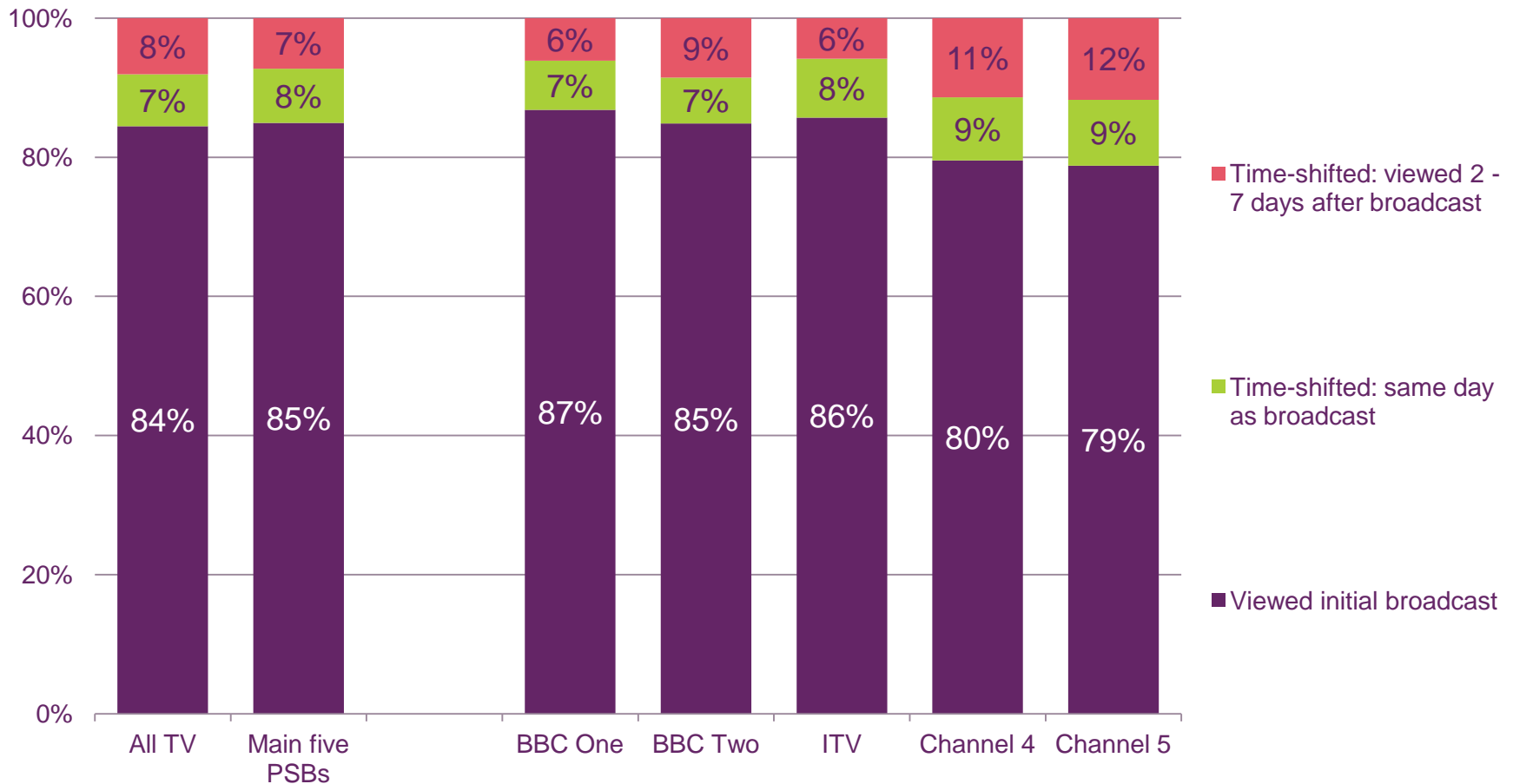
Fig 29 Proportion of live vs. time-shifted viewing - Main five PSB channels, 2007-2012



Source: BARB, All DVR owners. 2007-2009: Multichannel homes/ 2010+: Network.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

Fig 30 Proportion of live vs. time-shifted viewing by channel - Main five PSB channels, 2012

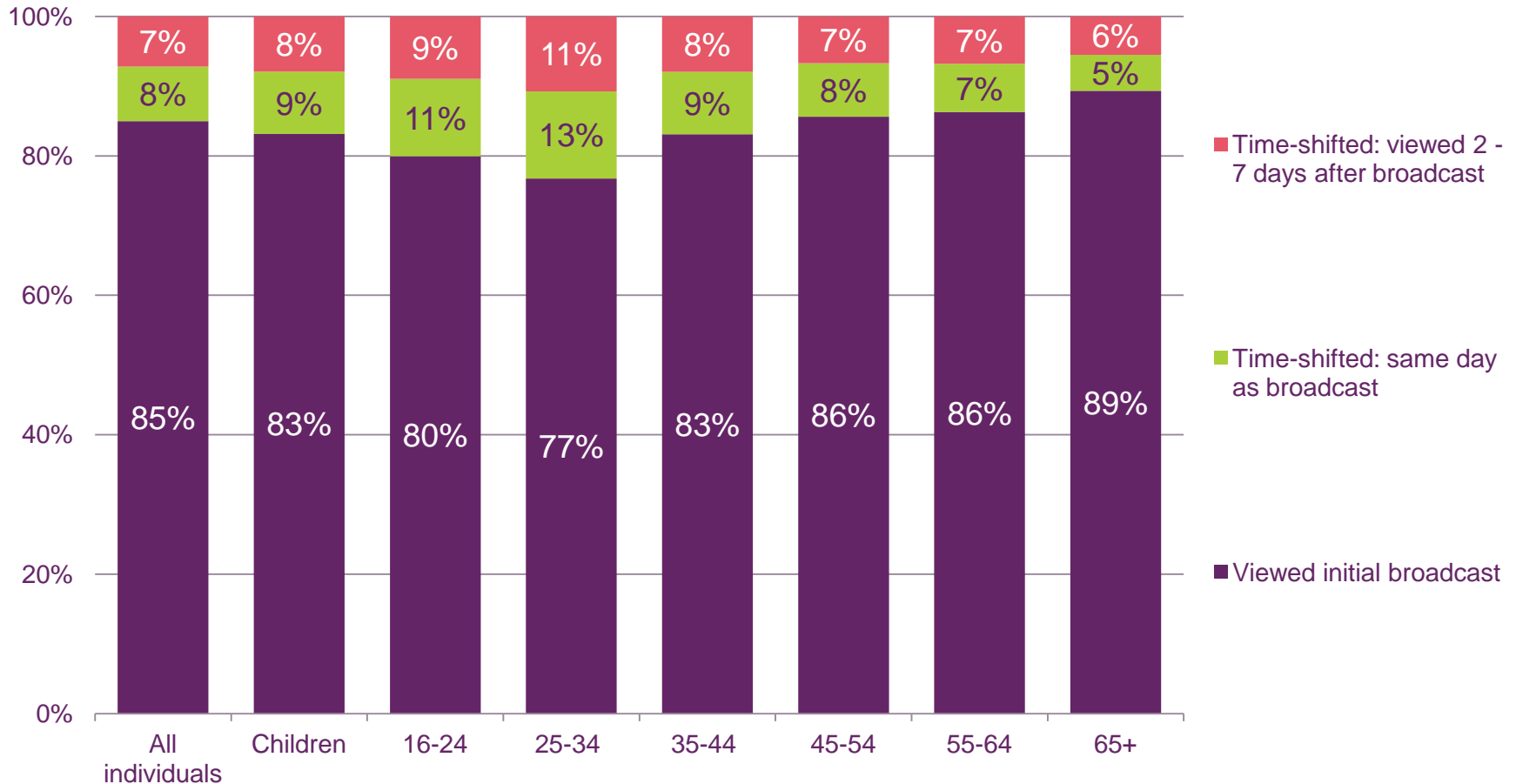


Source: BARB, All DVR owners, Network.
 -In 2012, 'DVR owners' represented 67% of the population

Non-linear viewing via time-shifting



Fig 31 Proportion of live vs. time-shifted viewing across the main five PSB channels by age group, 2012

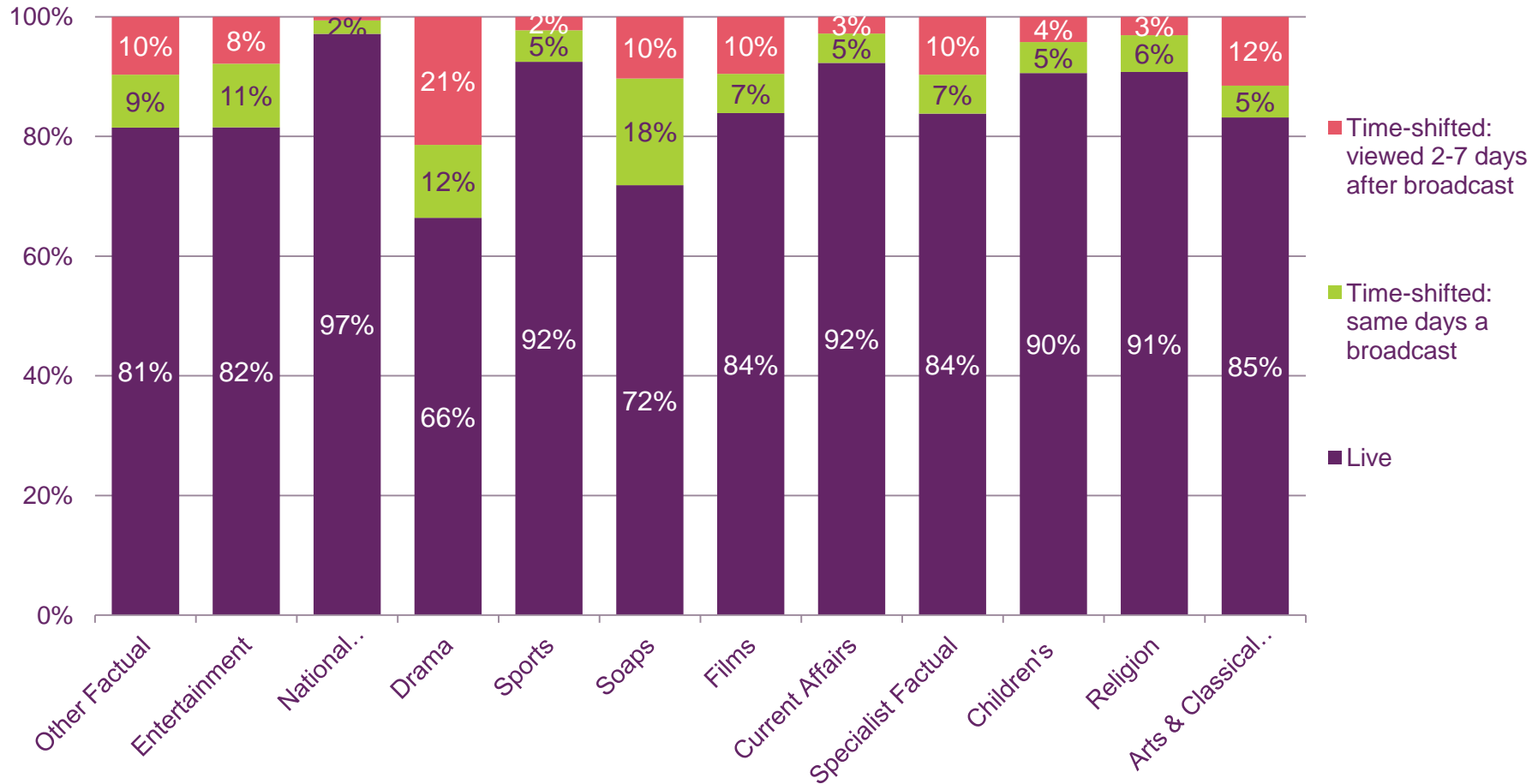


Source: BARB, All DVR owners by age group, Network.

Non-linear viewing via time-shifting



Fig 32 Proportion of live vs. time-shifted viewing across the main five PSB channels by genre, 2012

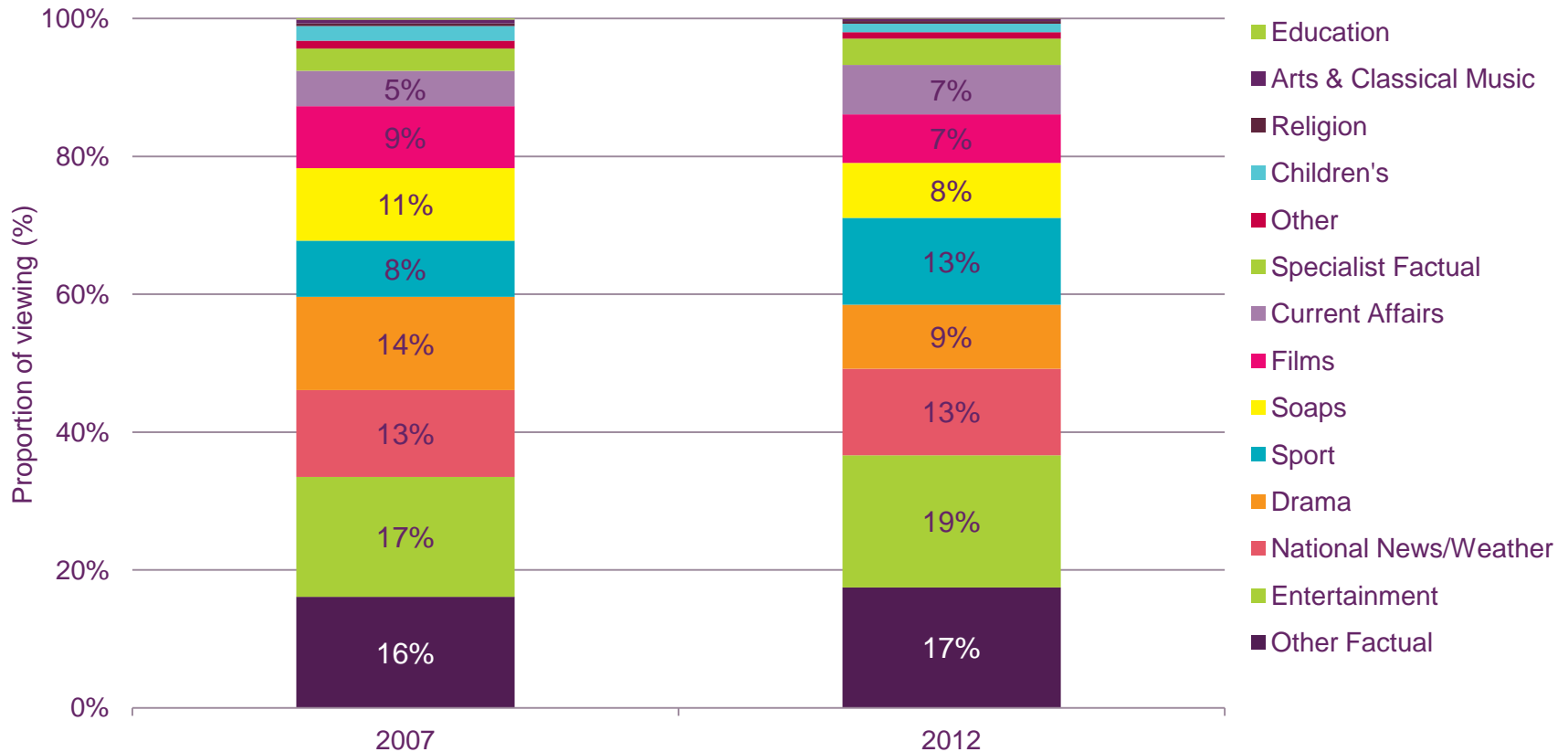


Source: BARB, All DVR owners, Network.
 -See Definitions: All genres analysis.

Viewing of range of programmes: over time



Fig 33 Proportion of viewing by genres on the main five PSB channels - All homes, 2007 vs. 2012

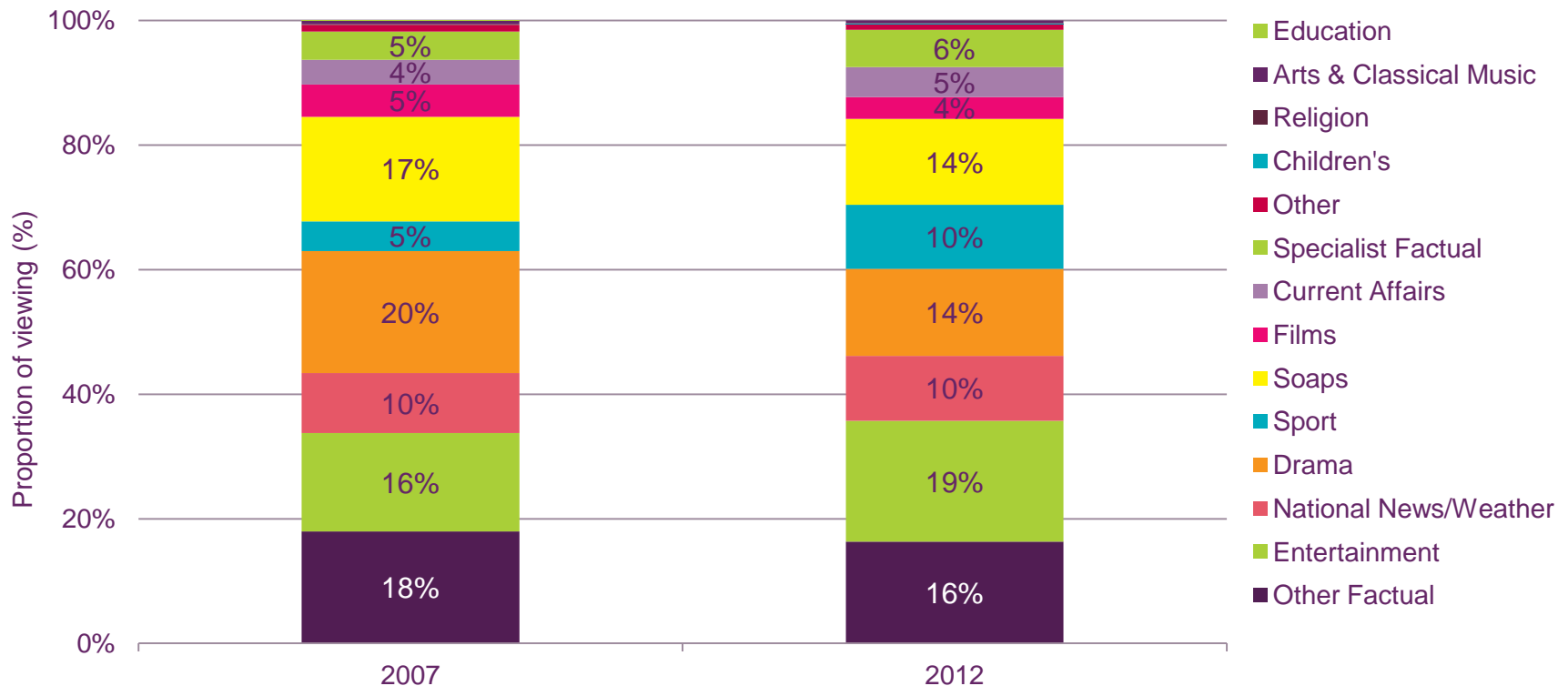


Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
 -Network viewing-excludes nations/regions programmes. See *Definitions: All genres analysis*.
 -New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Viewing of range of programmes: over time



Fig 34 Proportion of viewing by genre on the main five PSB channels - All homes, 2007 vs. 2012, Peak time



Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5). Peak time=18:00-22:30.

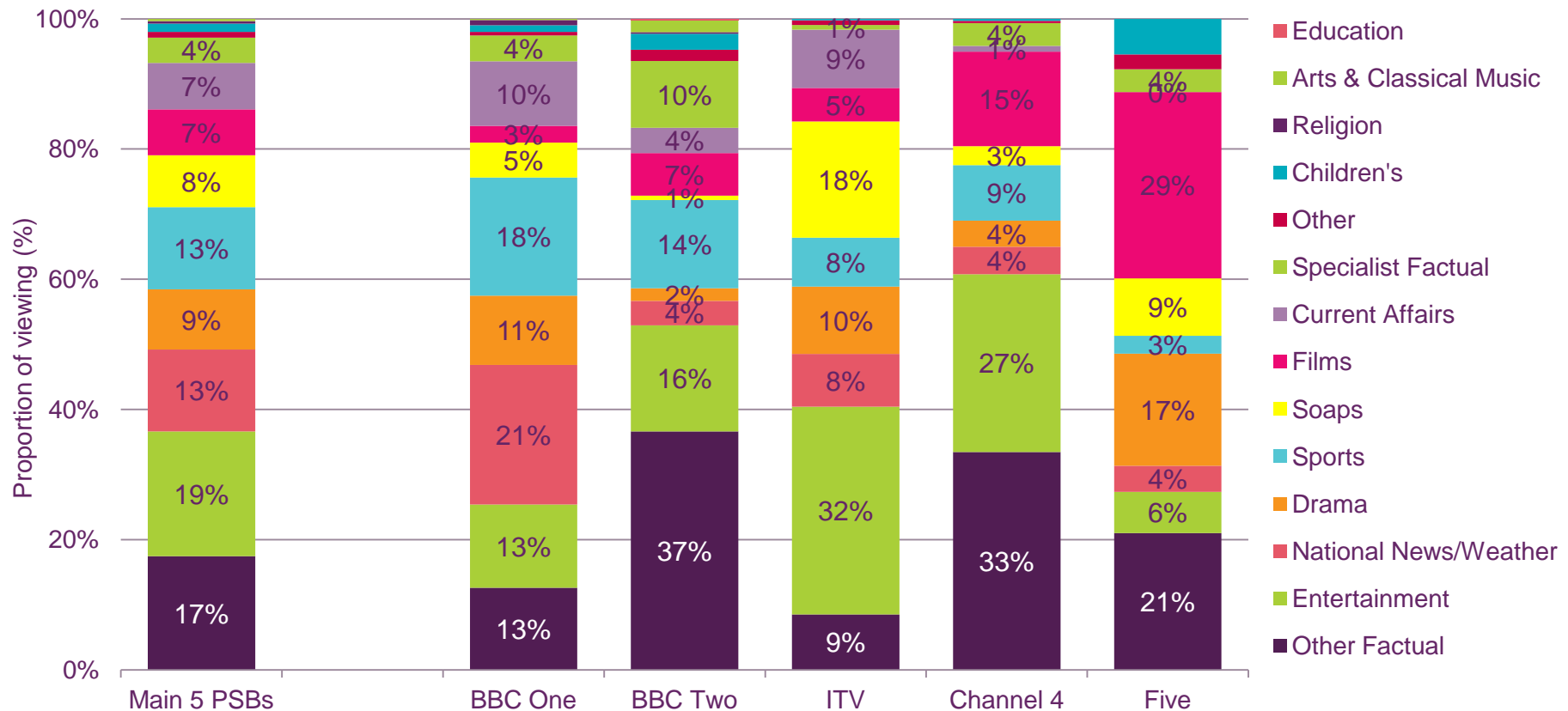
-Network viewing-excludes nations/regions programmes. See *Definitions: All genres analysis*.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Viewing of range of programmes: by channel



Fig 35 Proportion of viewing by genre by channel – Main five PSB channels, 2012

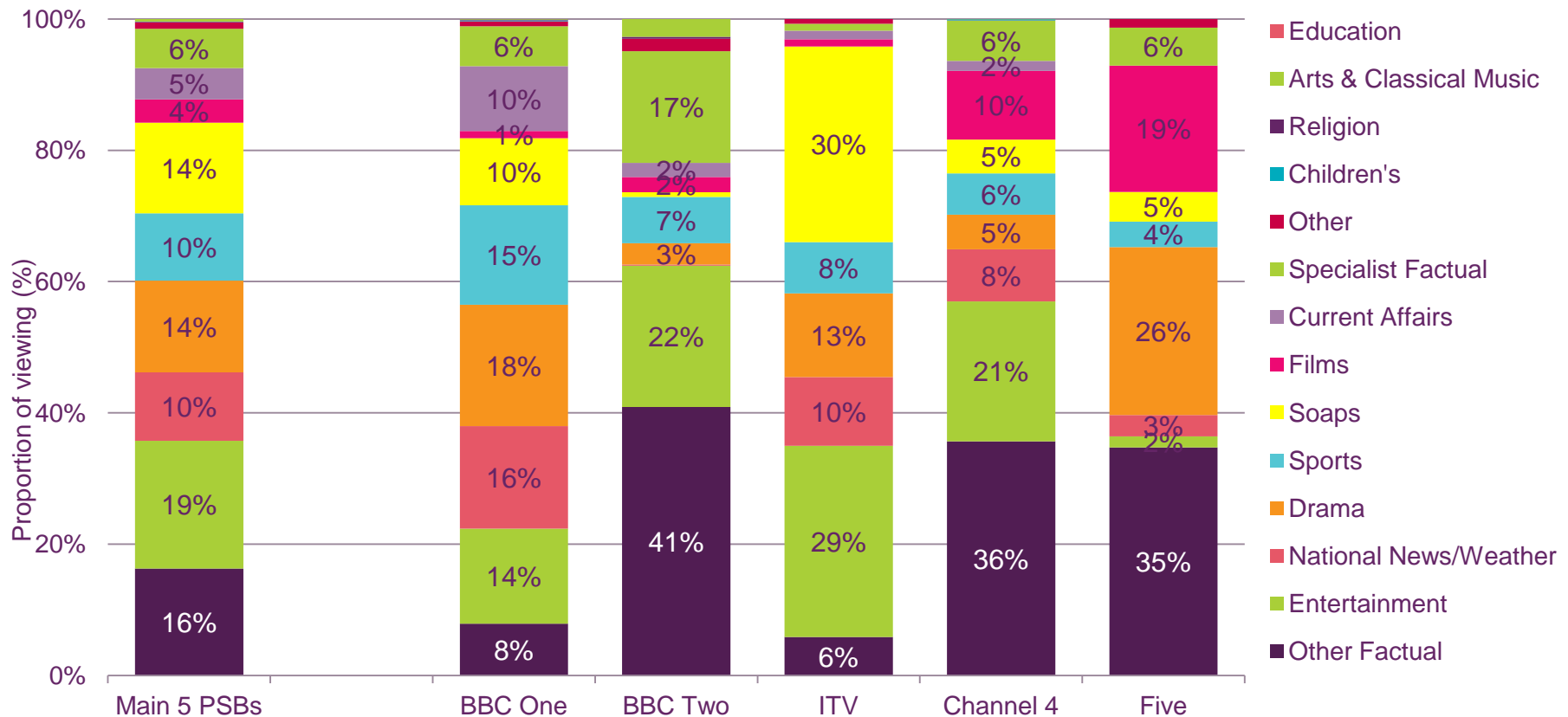


Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
 -Network viewing-excludes nations/regions programmes. See *Definitions: All genres analysis*.

Viewing of range of programmes: by channel



Fig 36 Proportion of viewing by genre by channel - Main five PSB channels, Peak time, 2012

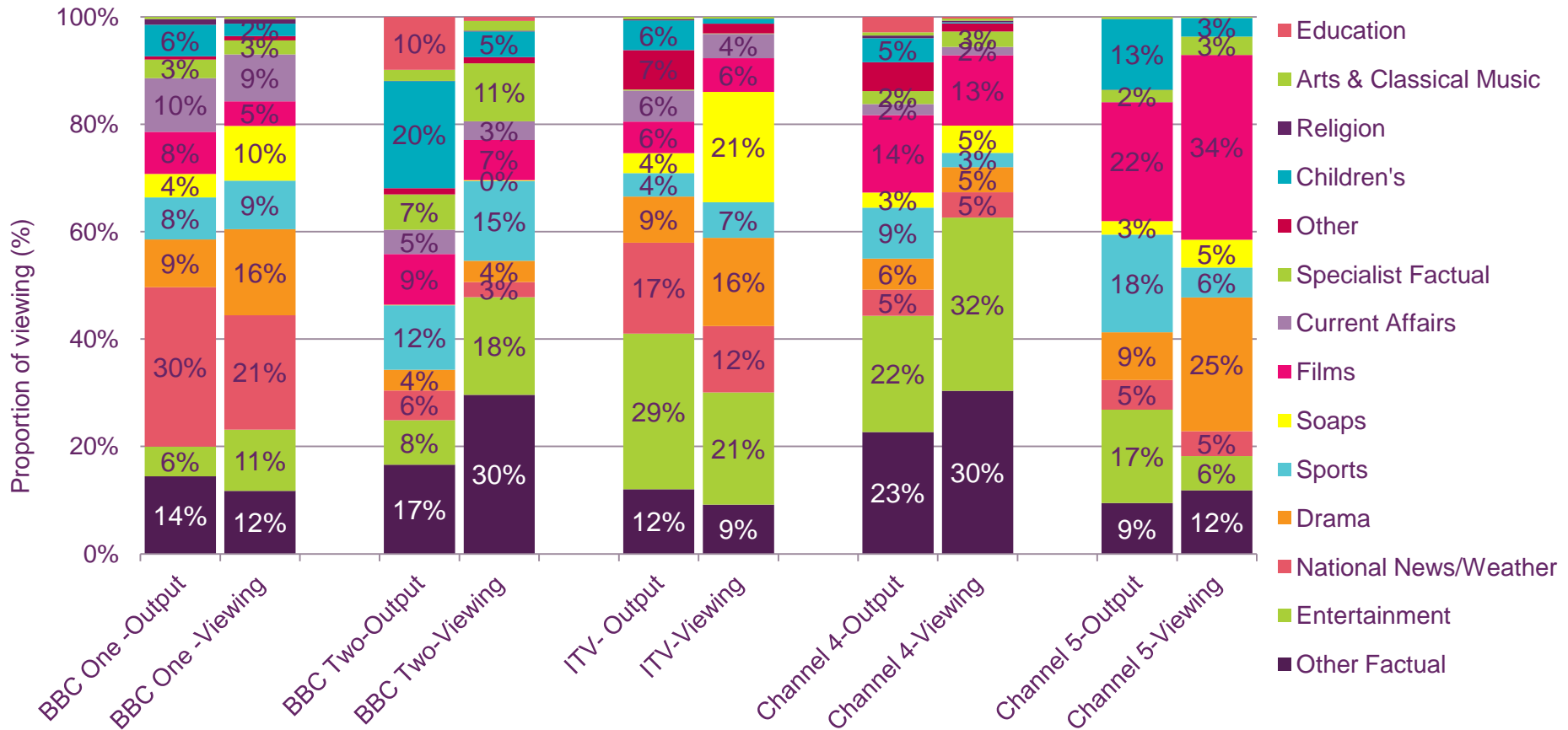


Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5). Peak time=18:00-22:30. -Network viewing-excludes nations/regions programmes. See *Definitions: All genres analysis*.

Viewing of range of programmes: by channel



Fig 37 Proportion of viewing by genre versus output range – Main five PSB channels, 2007

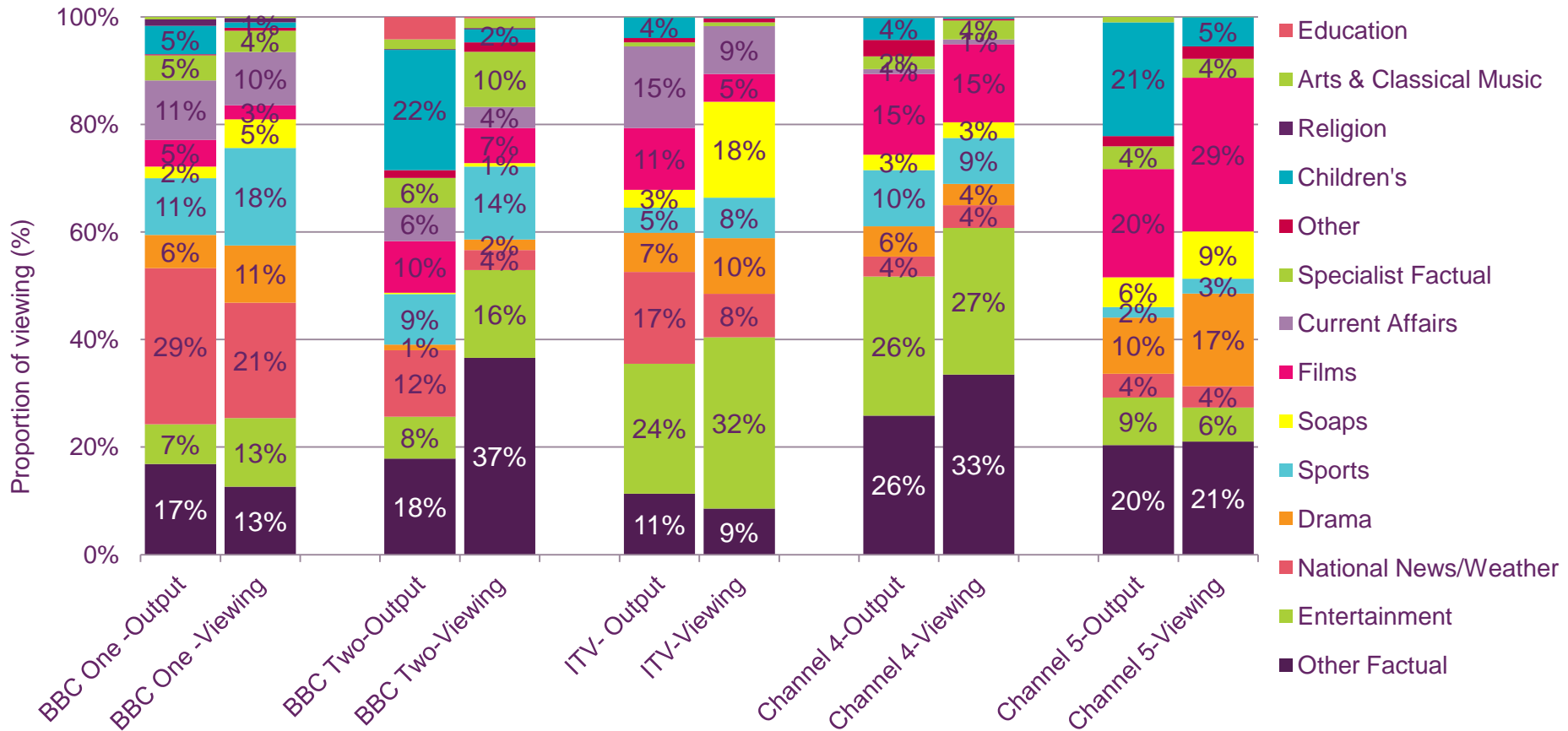


Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Five).
 -Network viewing-excludes nations/regions programmes. See *Definitions: All genres analysis*.

Viewing of range of programmes: by channel



Fig 38 Proportion of viewing by genre versus output range – Main five PSB channels, 2012

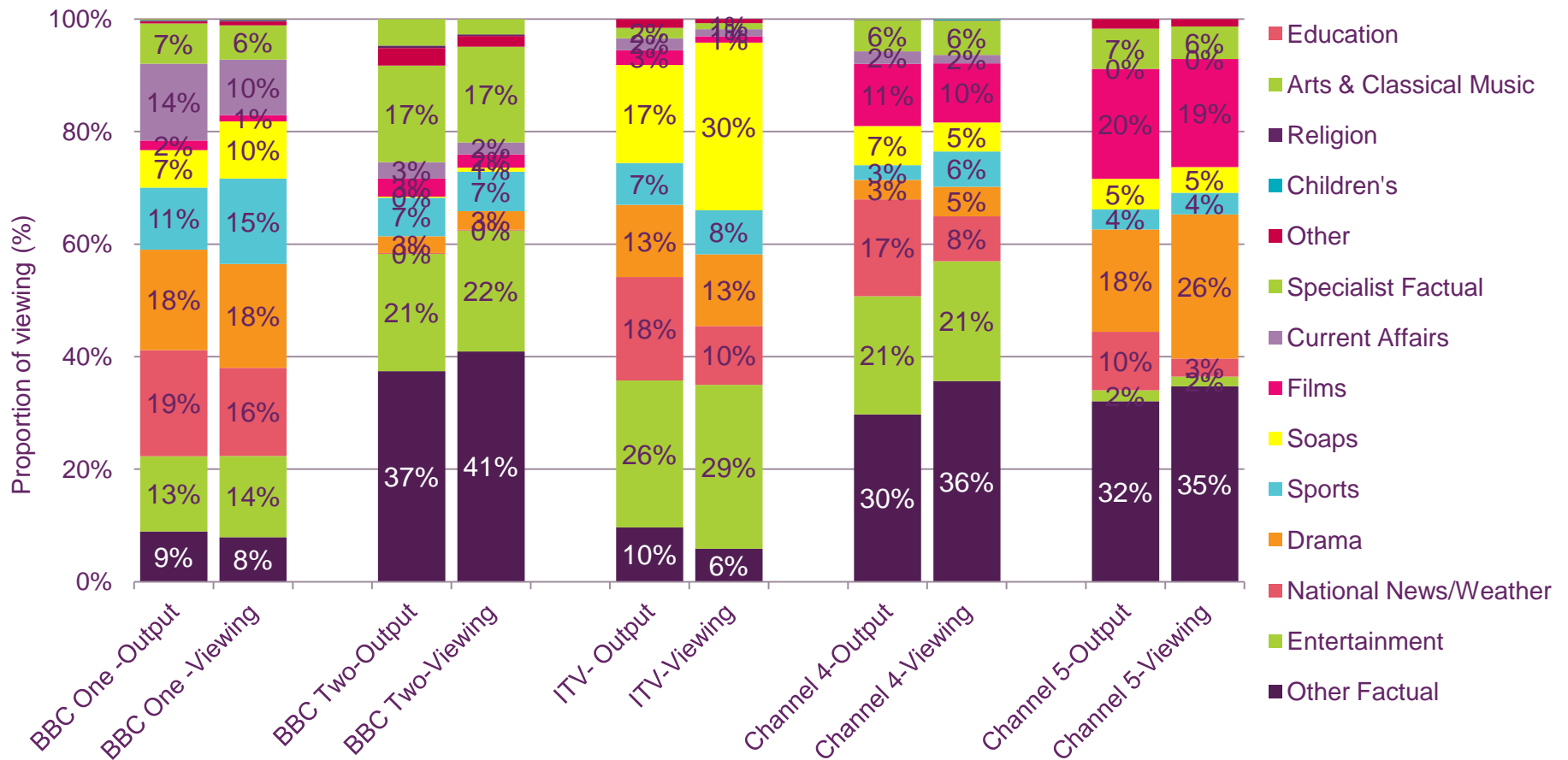


Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
 -Network viewing-excludes nations/regions programmes. See *Definitions: All genres analysis*.

Viewing of range of programmes: by channel



Fig 39 Proportion of viewing by genre versus output range – Main five PSB channels, Peak time, 2012



Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5). Peak time=18:00-22:30. -Network viewing-excludes nations/regions programmes. See *Definitions: All genres analysis*.

Viewing of range of programmes: by genre

Summary of viewing to the main five PSB channels by genre, 2007 vs. 2012



Genre	Total hours (rounded) viewed per year per individual (4+) to the main five PSB channels	
	2007	2012
Other Factual	116	116
Specialist Factual	23	26
Arts & Classical Music	4	2
Education	1	0 (0.2)
Religious	3	3
UK Drama	74	50
UK Soaps	65	48
Sport	59	83
UK Sitcom	8	7
National News	90	82
Current Affairs	37	47

Changes to the BARB reporting system in 2010 now allow broadcasters to retrospectively amend the genre labelling of broadcasts they have aired.

These changes will apply to all historic data for respective programmes/films. The effect of this is analysis within this report is based on a snapshot of data at a given point in time.

All analysis is based as of January/February 2013.

Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).

-Network viewing-excludes nations/regions programmes. See *Definitions: PSB genre analysis*.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Viewing of range of programmes: by genre



Top programmes on the main five PSB channels by genre, 2012

<u>Genre</u>	<u>Programme</u>	<u>Channel</u>	<u>Date of first broadcast (2012)</u>	<u>Average audience (000s)</u>
Other Factual	The Apprentice	BBC One	11 April	8,054
Specialist Factual	Countryfile	BBC One	25 November	7,750
Arts & Classical Music	Rolf Paints the Diamond Jubilee	BBC One	5 June	4,301
Education	Britain Ad: King Arthur's Britain	Channel 4	2 February	121
Religious	Royal British Legion Festival of Remembrance	BBC One	10 November	5,103
UK Drama	Downton Abbey	ITV	4 November	11,767
UK Soaps	Coronation Street	ITV	23 January	12,198
Sport	Olympics 2012: Closing Ceremony	BBC One	12 August	24,465
UK Sitcom	Mrs Brown's Boys	BBC One	24 December	11,686
National News	BBC News	BBC One	4 June	10,743
Current Affairs	The Diamond Jubilee Thames Pageant	BBC One	3 June	10,473

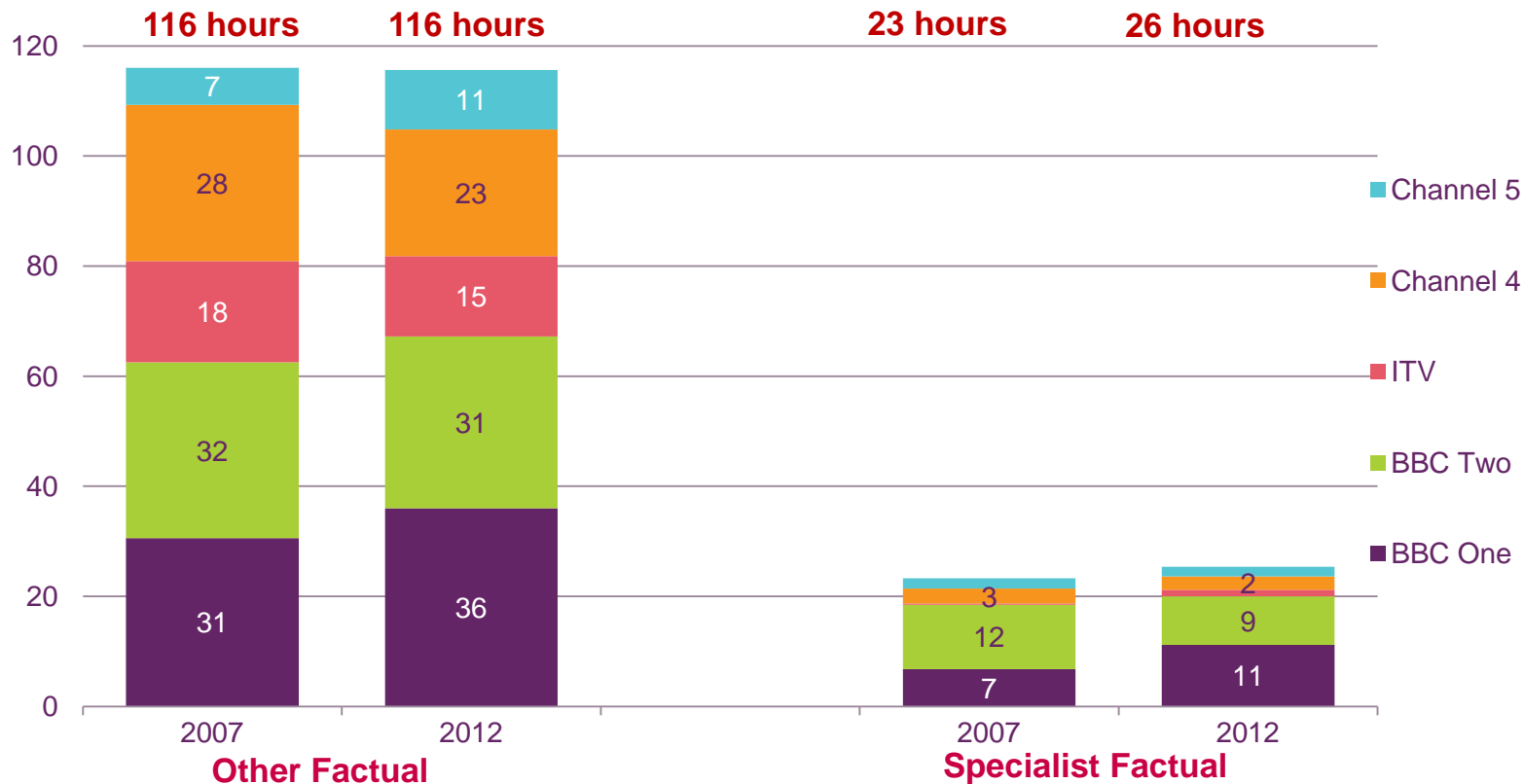
Source: BARB, All individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5). Figures for ITV include ITV HD.
 -Following changes to the BARB reporting system in 2010, programme/genre labelling can be retrospectively changed by broadcasters. Programme data displayed is correct as of January/February 2013.
 -See *Definitions: PSB genre analysis*.

Factual, Arts & Classical Music, Education and Religion,



Fig 40 Total viewing of Other and Specialist Factual – Main five PSB channels, 2007 vs. 2012

Total hours per year watched by average individual (4+)



Source: BARB, All Individuals., Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).

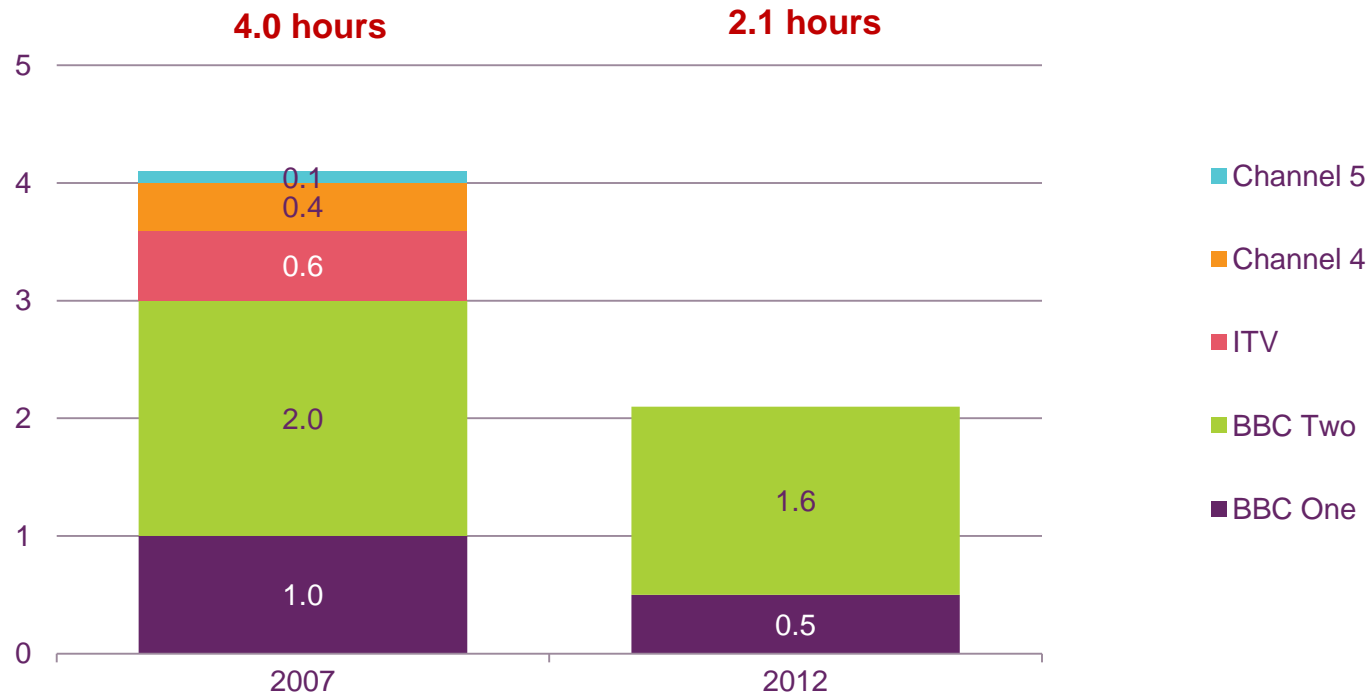
-Other Factual = Hobbies & Leisure(All), Documentaries – Human Interest; Factual Entertainment; Crime/Real Life; Travel; Fly on the Wall; Misc; Celebrity

-Specialist Factual = Documentaries – Natural History; Science & Medical; History; Factual Drama. See *Definitions: PSB genres analysis*.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Fig 41 Total hours of viewing of Arts & Classical Music – Main five PSB channels, 2007 vs. 2012

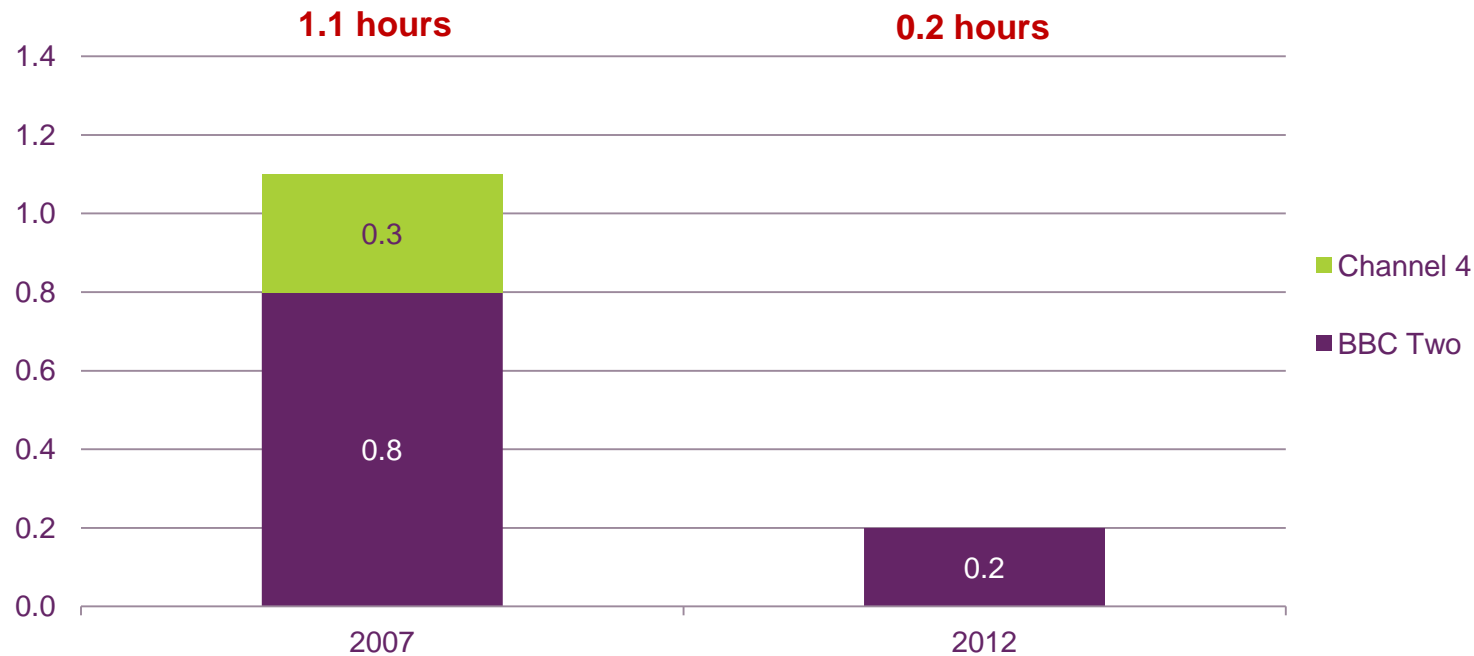
Total hours per year watched by average individual (4+)



Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
 -Arts & Classical Music= Arts (All) , Music: Classical Documentary , Music :Classical General. See *Definitions: PSB genres analysis*.
 -New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Fig 42 Total hours of viewing of Education – Main five PSB channels, 2007 vs. 2012

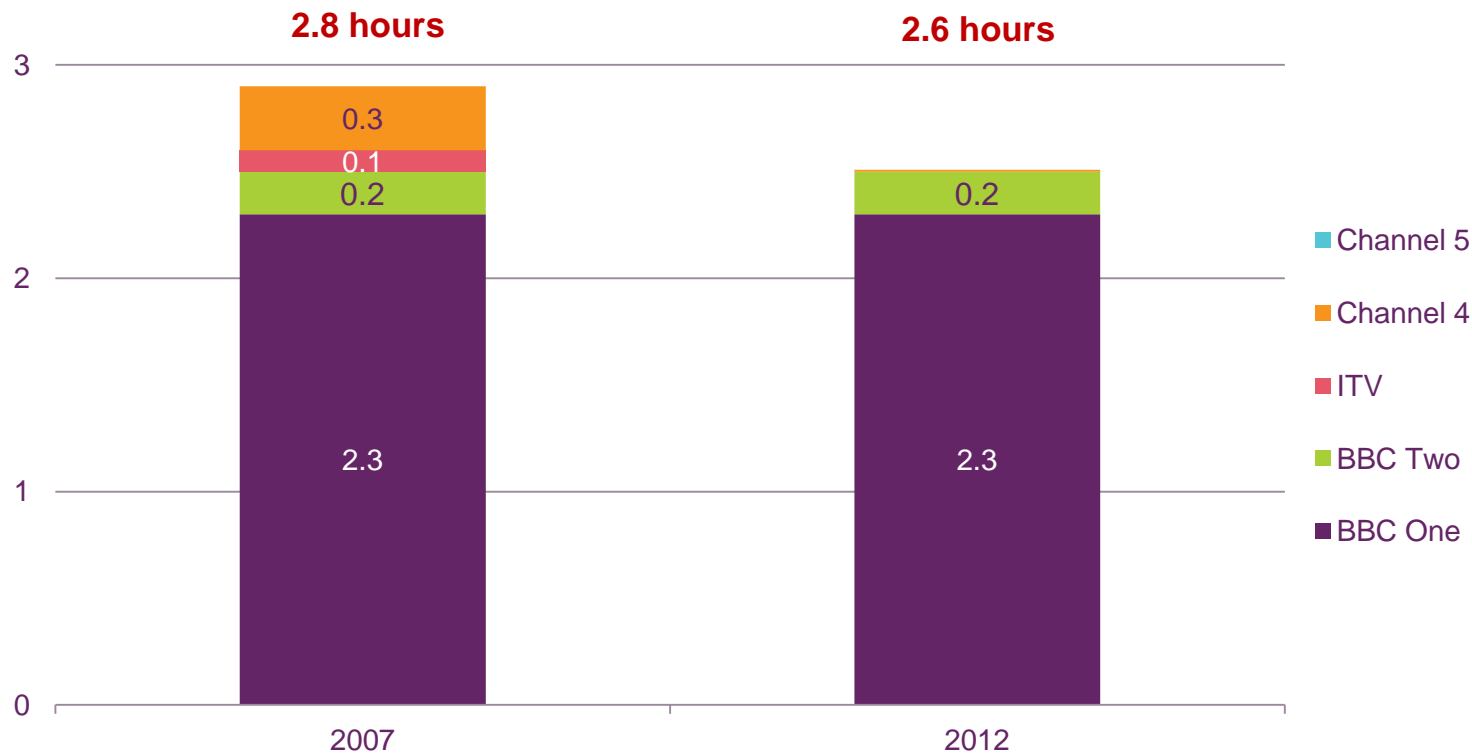
Total hours per year watched by average individual (4+)



Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
-Based on total minutes of viewing of 'Education'. See *Definitions: PSB genres analysis*.
-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

**Fig 43 Total hours of viewing of Religious programmes
Main five PSB channels, 2007 vs. 2012**

Total hours per year watched by average individual (4+)



Source: BARB, Network, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).

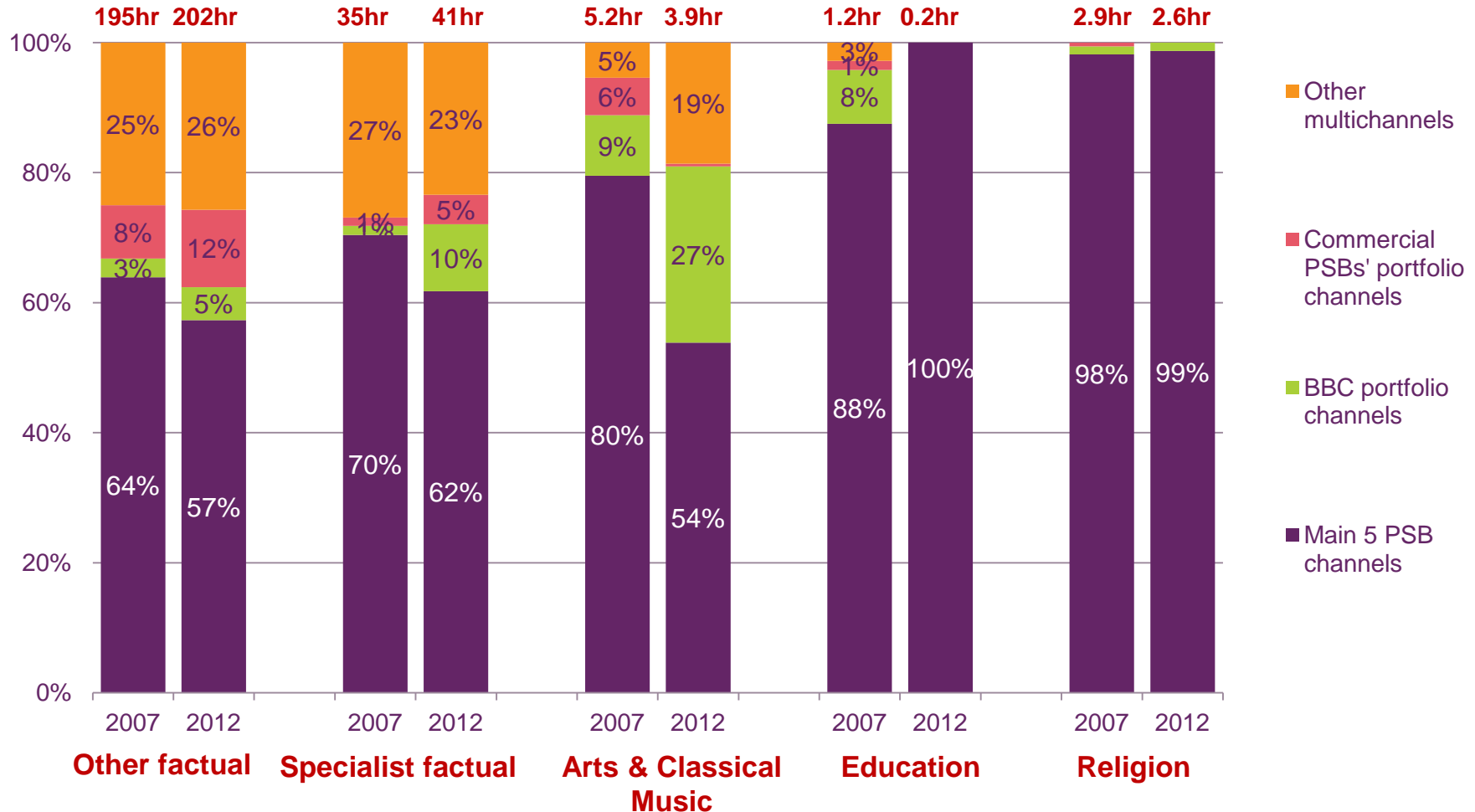
-Based on total minutes of viewing of 'Religious'.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Factual, Arts & Classical Music, Education and Religion,



Fig 44 Share of viewing to genres by channel groups, 2007 vs. 2012



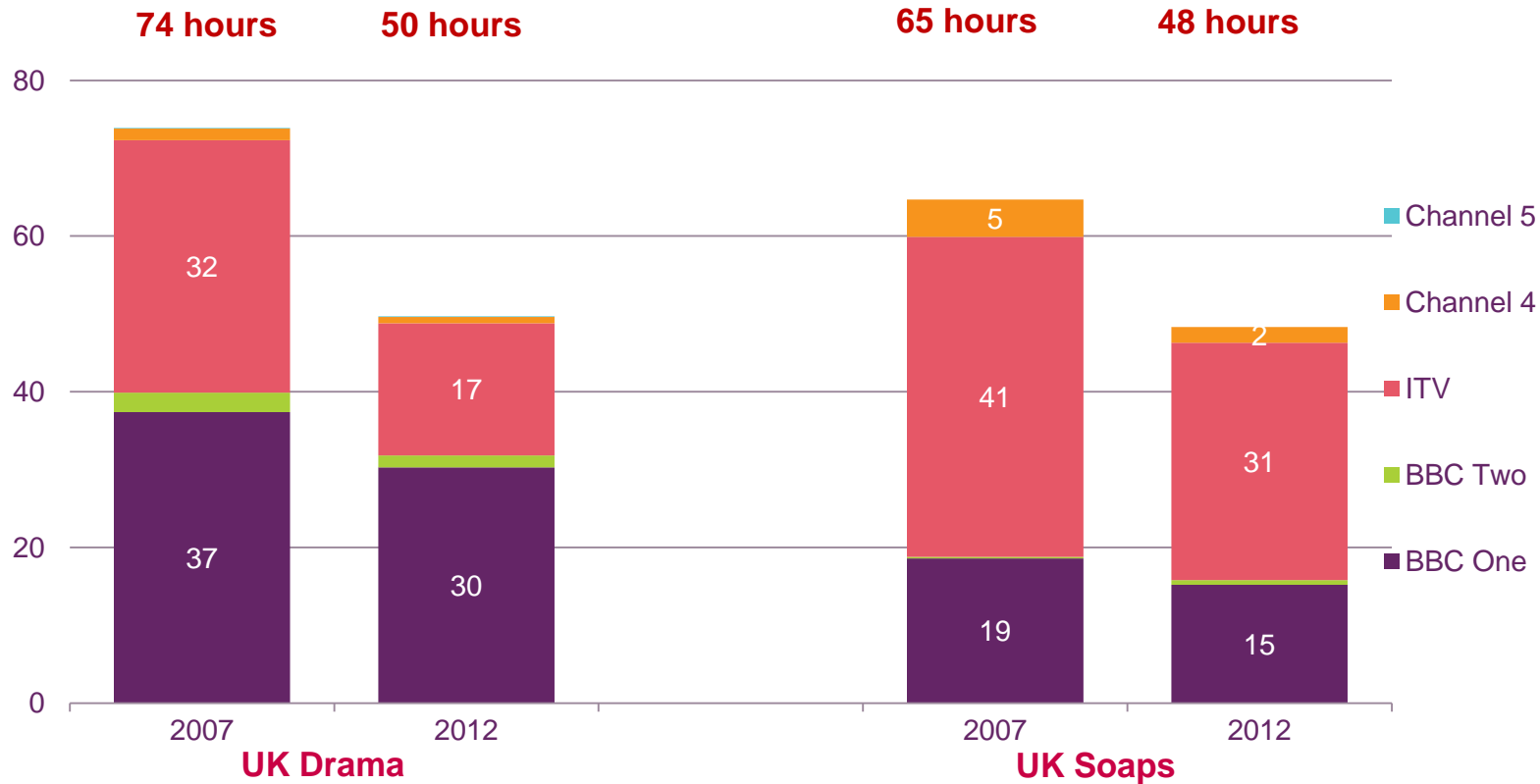
Source: BARB, All Individuals, 2007:Network Plus, 2012 Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
 -Based on total minutes of viewing to each genre groups. See *Definitions: PSB genres analysis*.
 -New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

UK Drama, UK Soaps, UK Situation Comedy and Sport



**Fig 45 Total viewing hours of UK Drama and UK Soaps
Main five PSB channels, 2007 vs. 2012**

Total hours per year watched by average individual (4+)



Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).

-UK Drama= 'Drama: Single Plays'-UK + 'Drama: Series/Serials-UK' - UK Soaps= 'Drama: Soaps-UK'. See *Definitions: PSB genres analysis*.

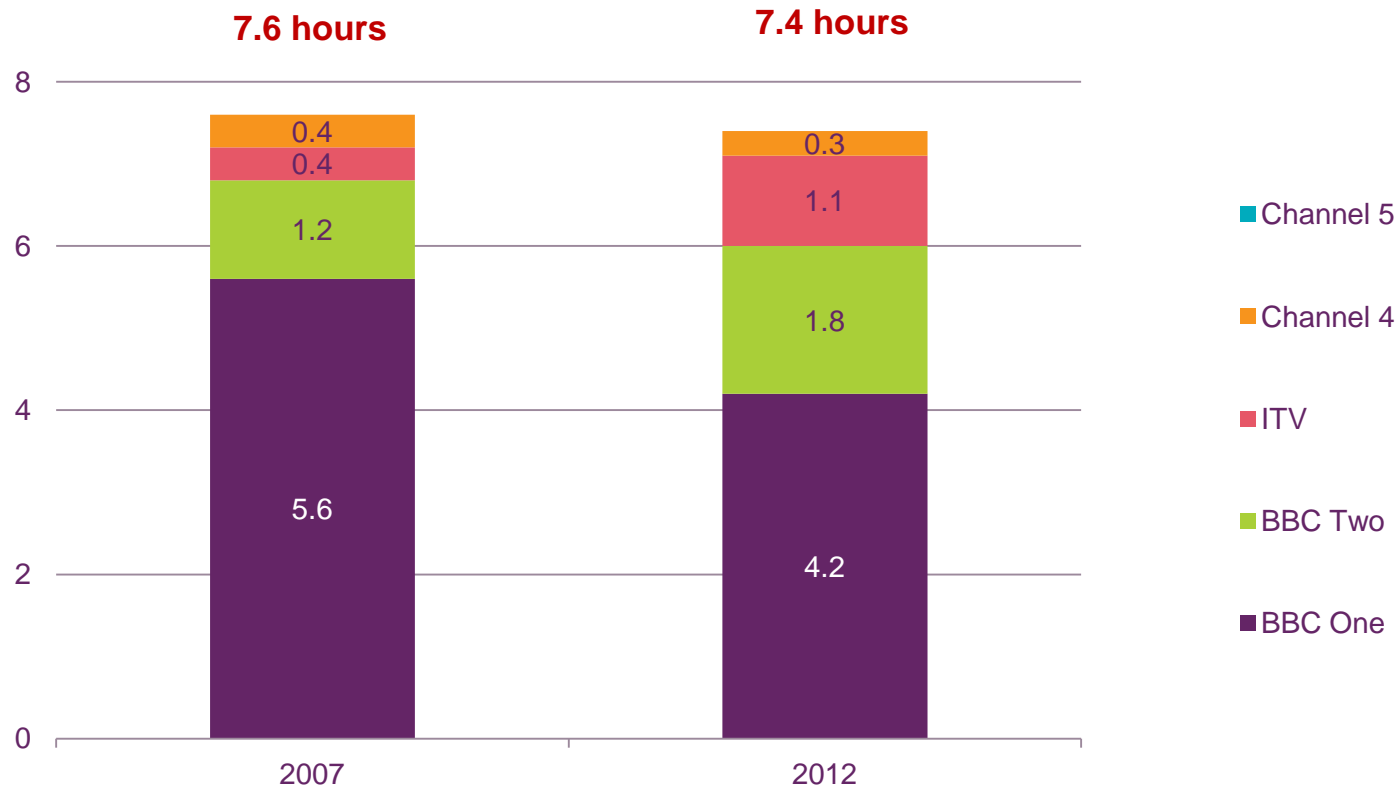
-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

UK Drama, UK Soaps, UK Situation Comedy and Sport



Fig 46 Total viewing hours of UK Situation Comedy - Main five PSB channels, 2007 vs. 2012

Total hours per year watched by average individual (4+)



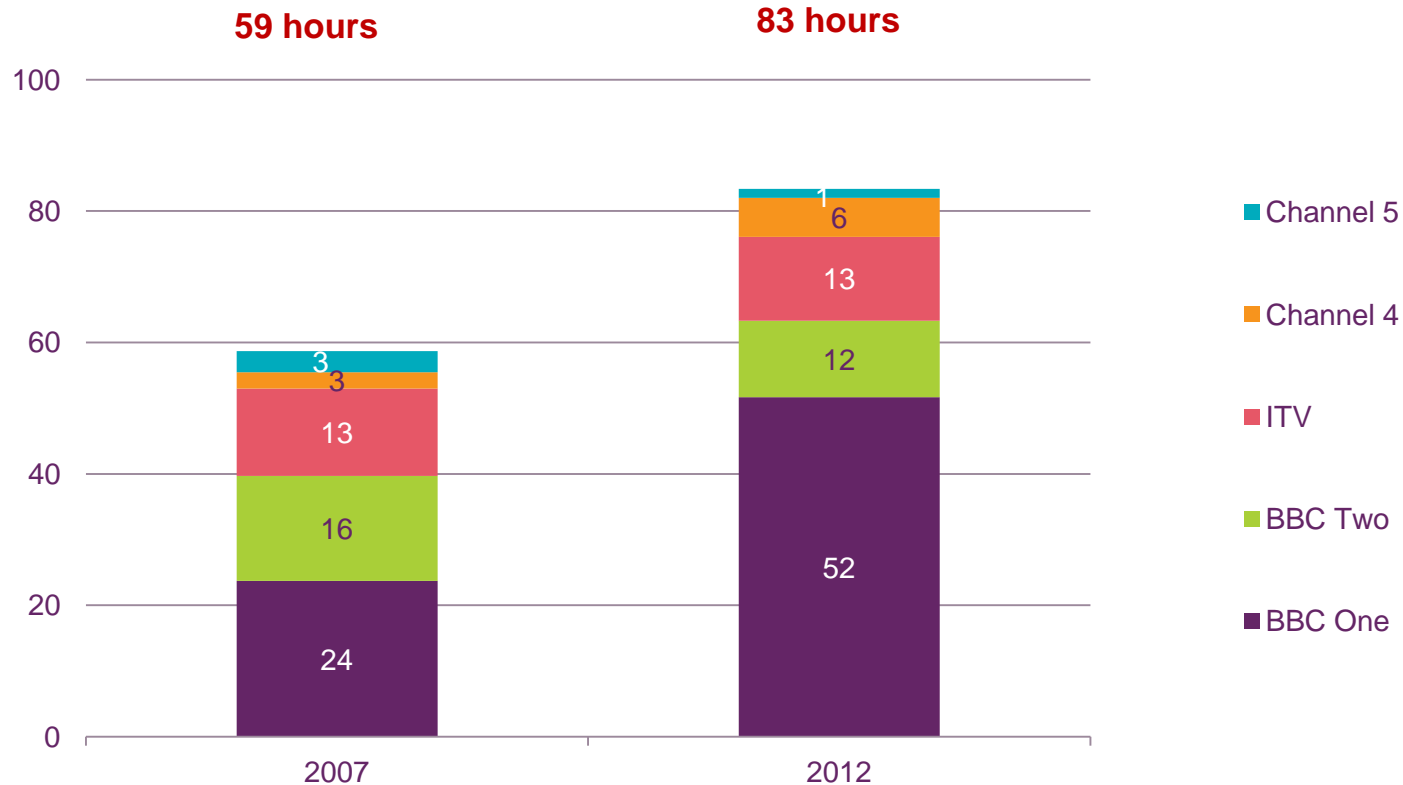
Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
-Based on total minutes of viewing of 'Entertainment: Situation Comedy-UK'. See *Definitions: PSB genres analysis*.
-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

UK Drama, UK Soaps, UK Situation Comedy and Sport



Fig 47 Total viewing hours of Sports - Main five PSB channels, 2007 vs. 2012

Total hours per year watched by average individual (4+)

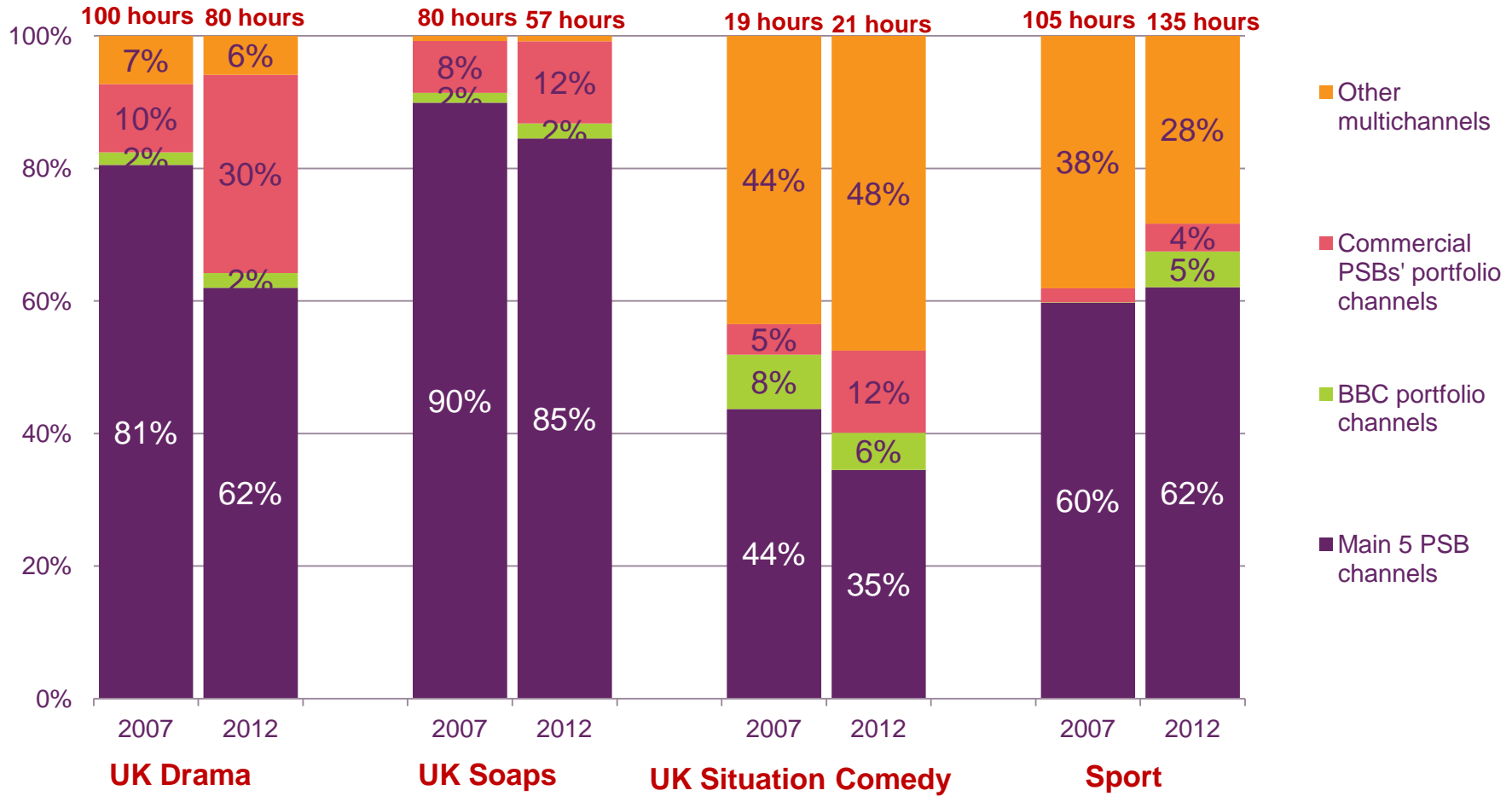


Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
-Based on total minutes of viewing of 'Sport'. See *Definitions: PSB genres analysis*.
-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

UK Drama, UK Soaps, UK Situation Comedy and Sport



Fig 48 Share of viewing to genres by channel groups, 2007 vs. 2012



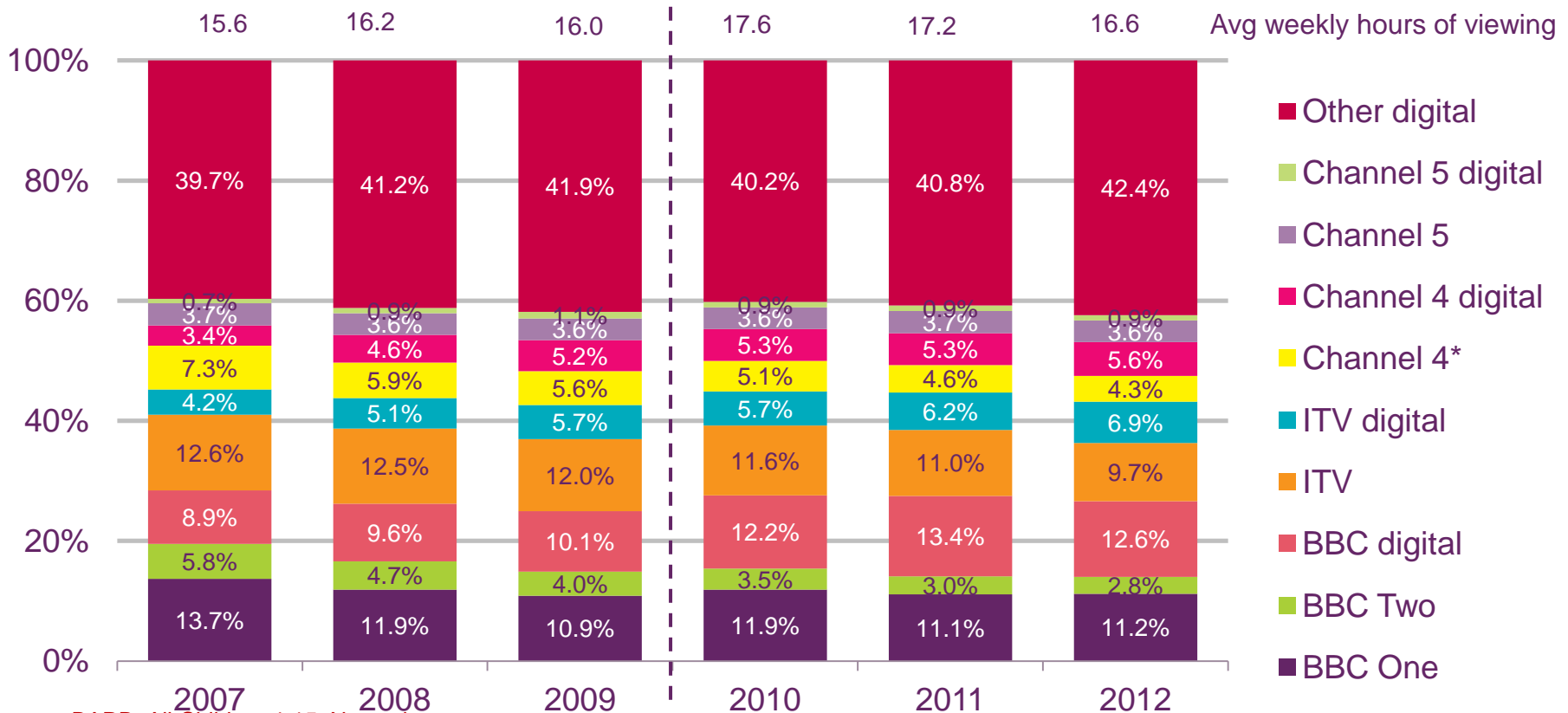
Source: BARB, All Individuals, 2007:Network Plus, 2012:Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).

-Based on total minutes of viewing to each genre group. See *Definitions: PSB genres analysis*.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.



Fig 49 Channel shares for the main PSB channels and their digital portfolio channels – Children, All homes, 2007-2012



Source: BARB, All Children 4-15, Network.

* C4 data 2007-09 includes S4C as Channel 4 content was carried on the channel; from 2010 it is excluded as S4C ceased to broadcast Channel 4 content following DSO in Wales.

-BBC digital = BBC Three, BBC Four, BBC HD, BBC News, BBC Parliament, CBeebies, CBBC

-ITV digital = ITV+1, ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV;

-Channel 4 digital = Channel 4+1, E4, E4+1, More4, More4+1, Film4, Film4+1, 4Music, 4Seven

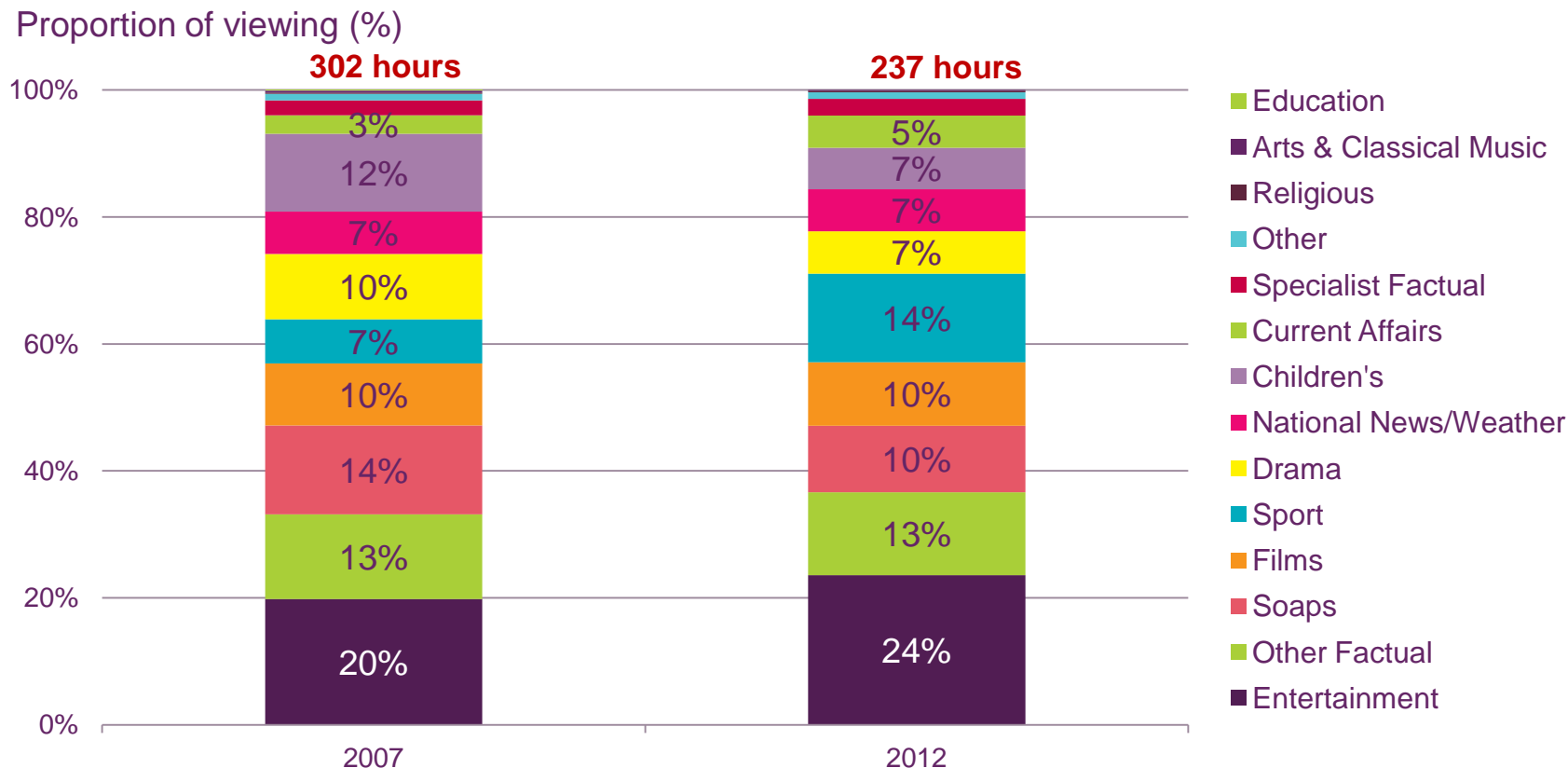
-Channel 5 digital = Channel 5+1, 5*, 5*+1, 5USA, 5USA+1

- New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

Children's viewing and programming



Fig 50 Children's viewing by genre on the main five PSB channels, 2007 vs. 2012



Source: BARB, All children (4-15), Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).

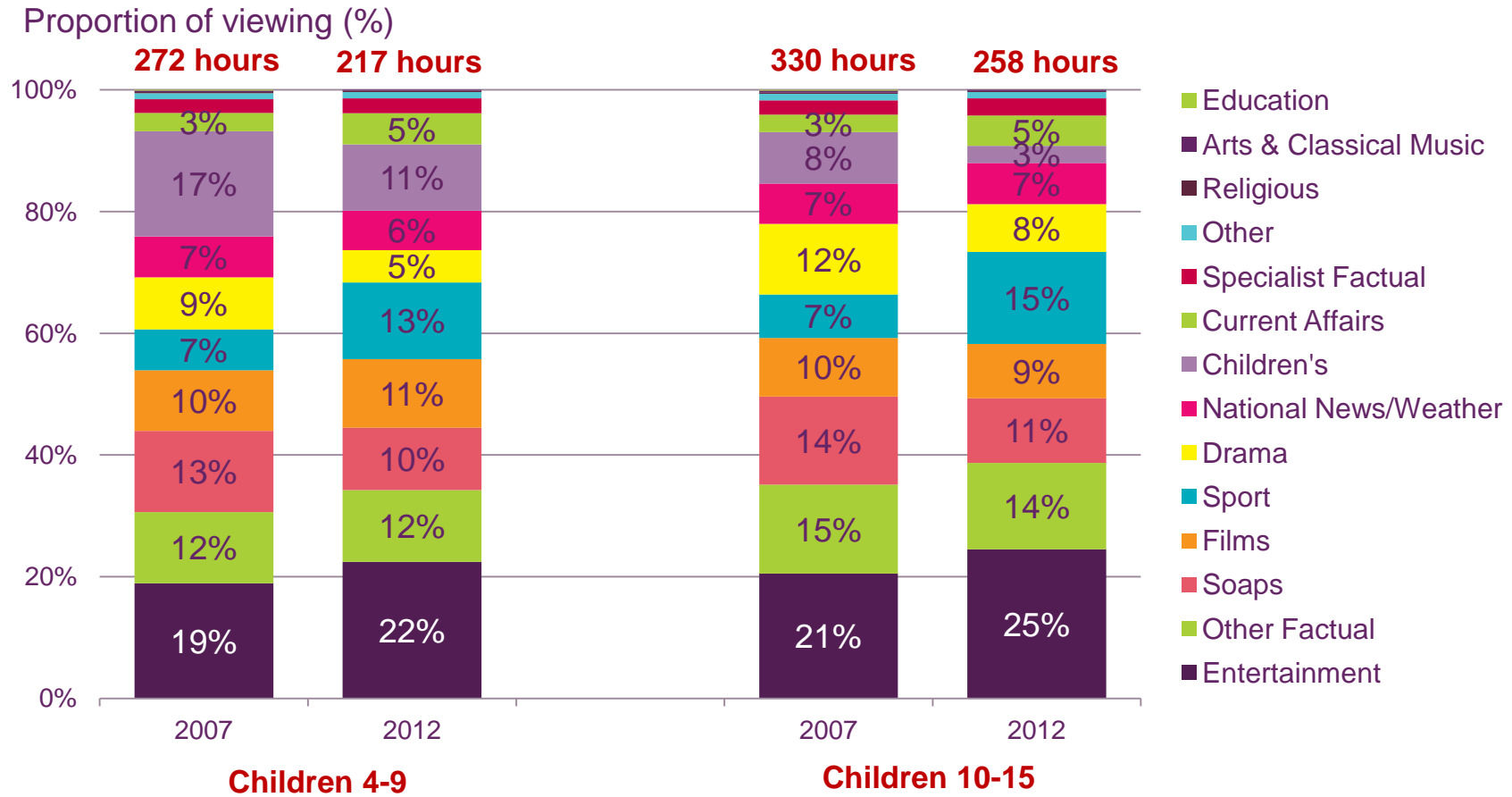
-Network viewing-excludes nations/regions programming. See *Definitions: All genres analysis*.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Children's viewing and programming



Fig 51 Children's viewing by genre on the main five PSB channels, 2007 vs. 2012



Source: BARB. Children 4-9, Children 10-15, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).

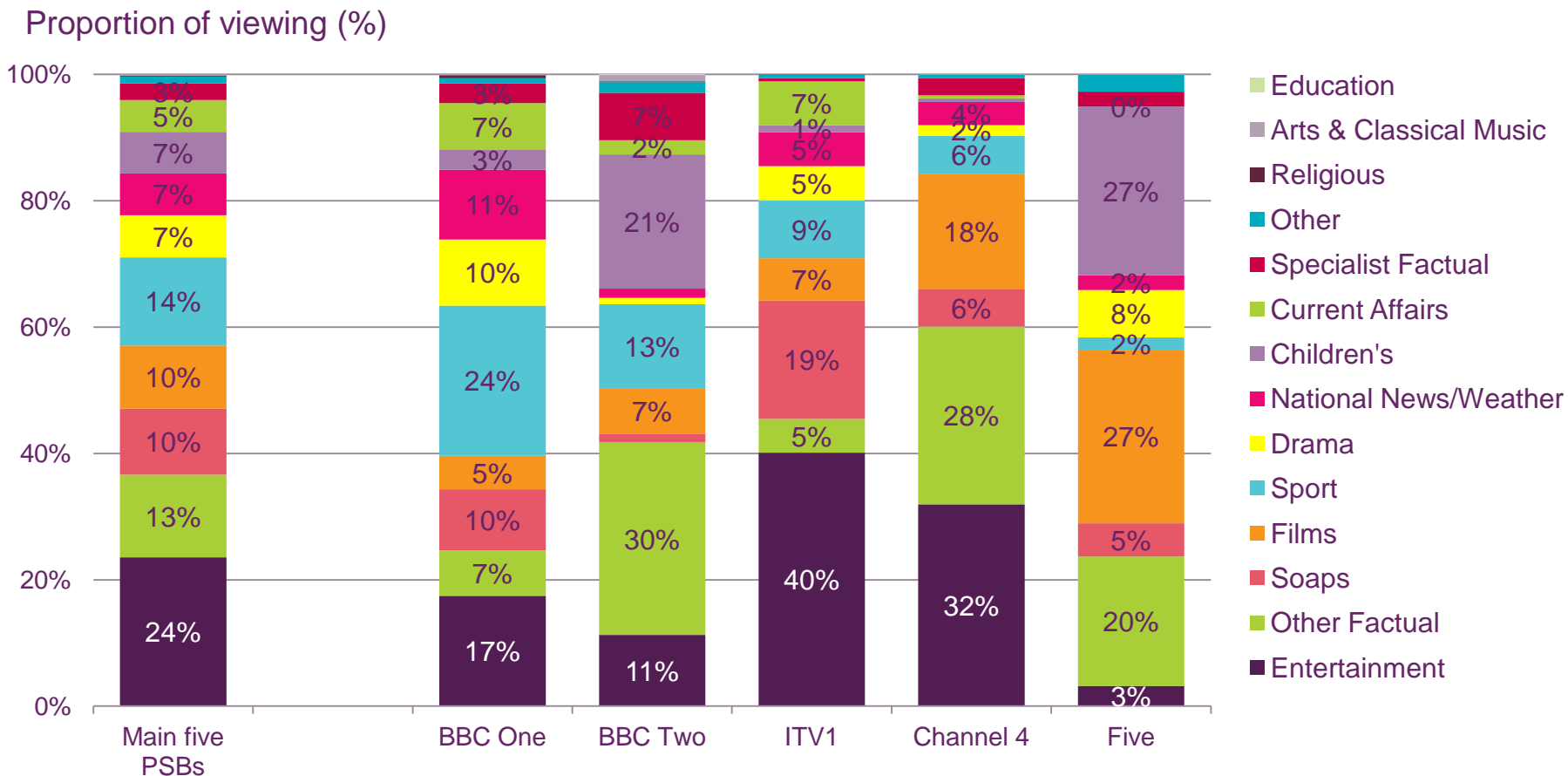
-Network viewing-excludes nations/regions programming. See *Definitions: All genres analysis*.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Children's viewing and programming



Fig 52 Children's viewing by genre on the main five PSB channels by channel, 2012

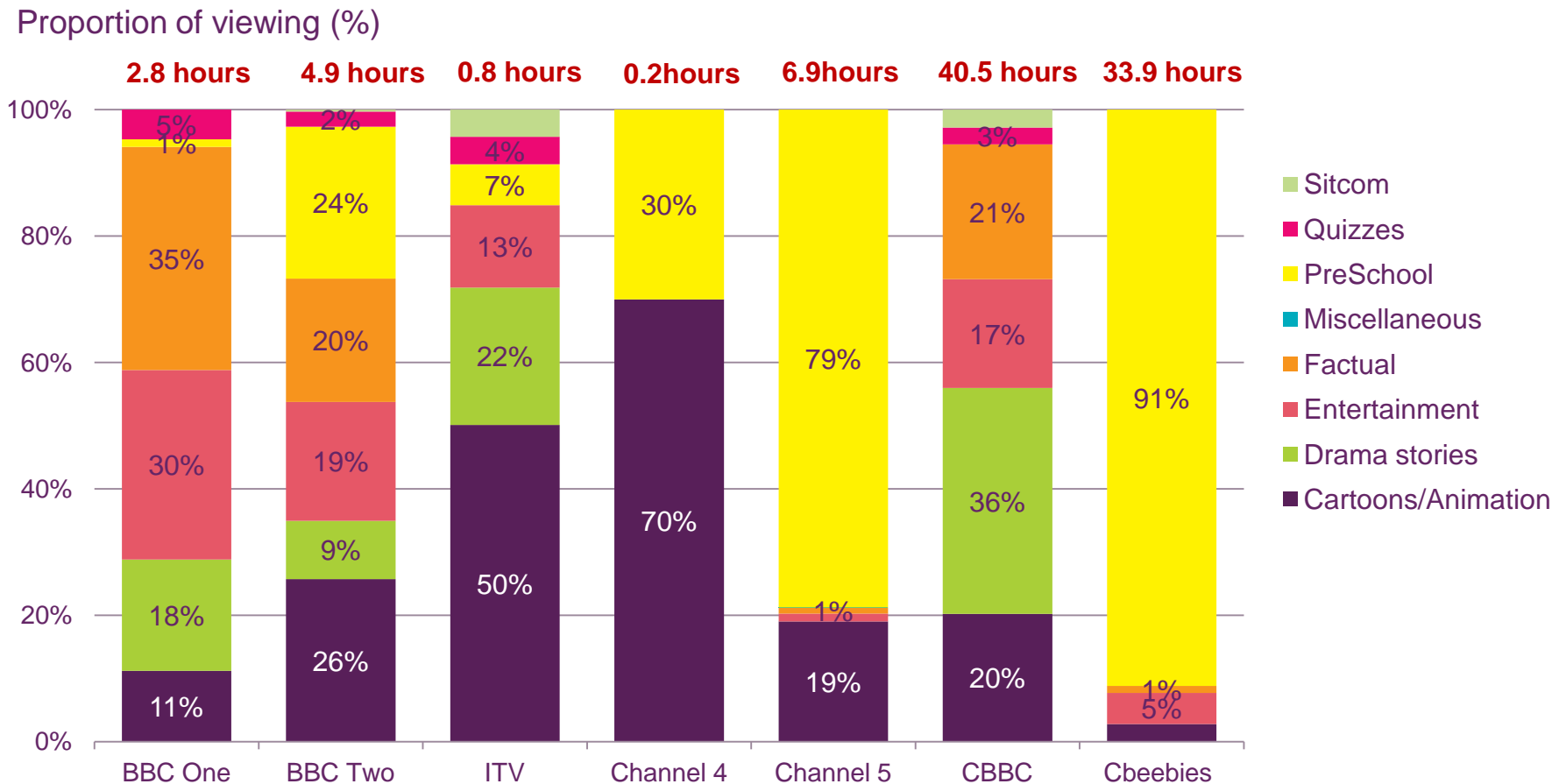


Source: BARB. All Children (4-15), Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
 -Network viewing-excludes nations/regions programming. See *Definitions: All genres analysis*.

Children's viewing and programming



Fig 53 Children's viewing of the Children's genre by subgenre, 2012

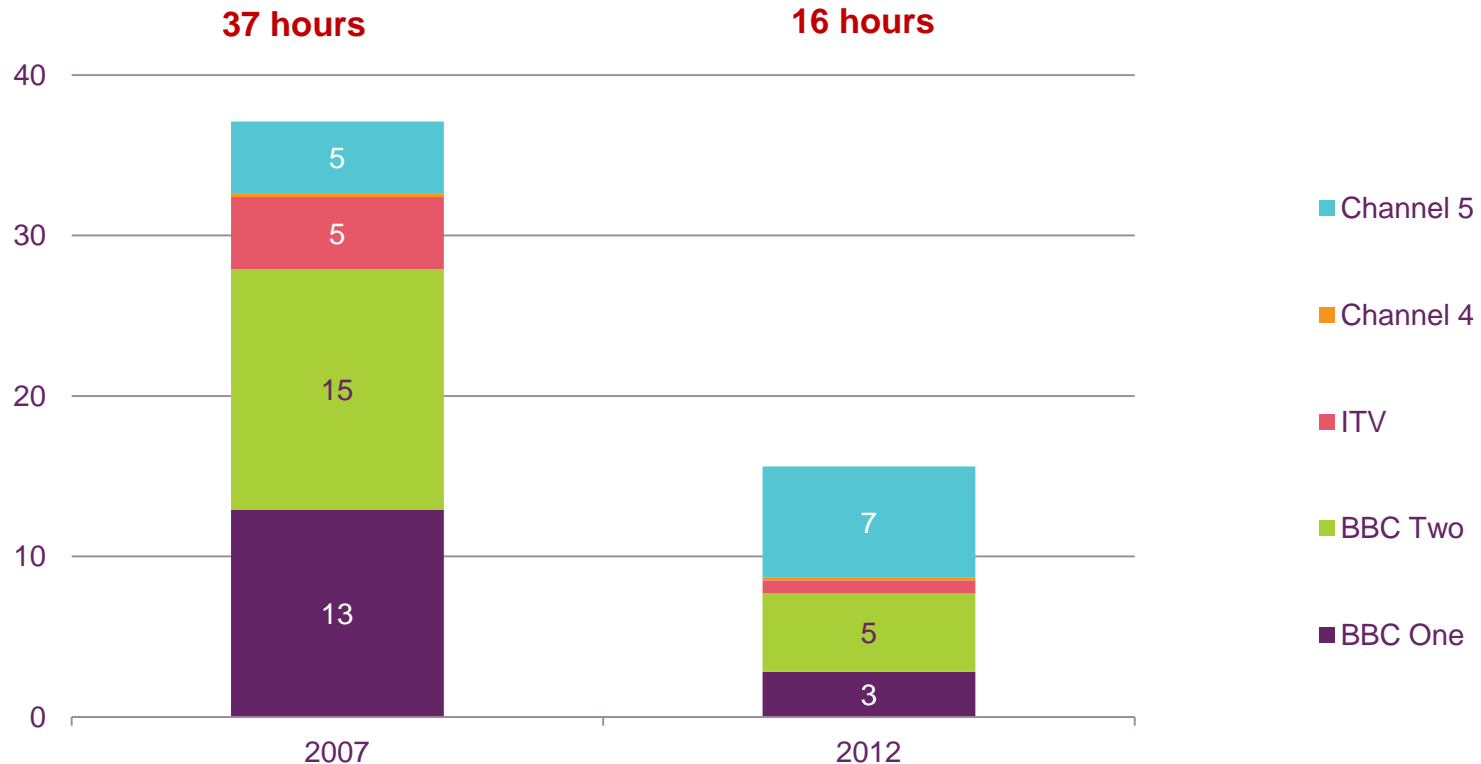


Source: BARB, All children (4-15), Network.

-Based on total minutes of viewing to 'Children's'. Definitions: PSB genres analysis.

Fig 54 Children's viewing hours of Children's genre - Main five PSB channels - 2007 vs. 2012

Total hours per year watched by average child



Source: BARB. Children, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).

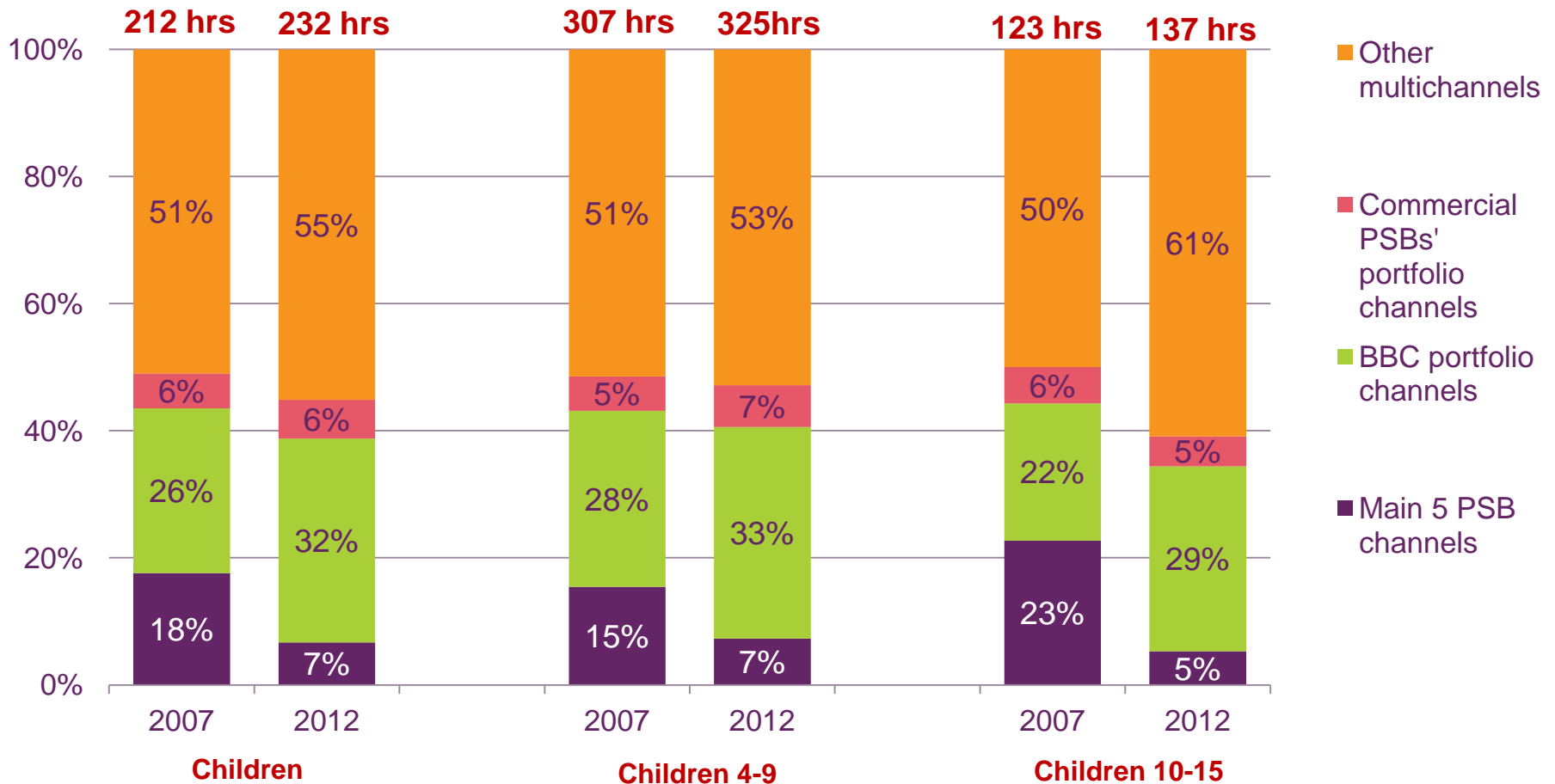
-Based on total minutes of viewing of 'Childrens'. See *Definitions: PSB genres analysis*.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution

Children's viewing and programming



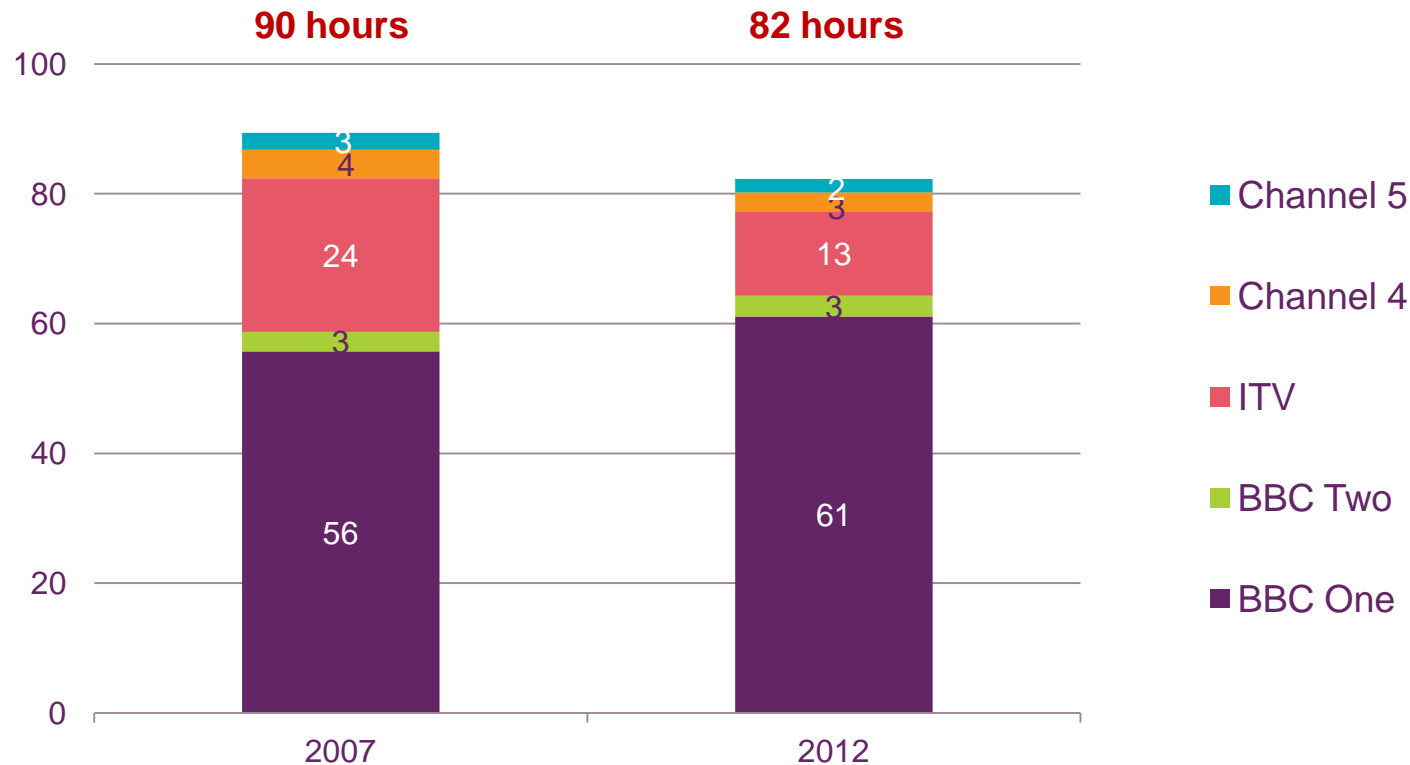
Fig 55 Share of viewing to the Children's genre by channel groups, 2007 vs. 2012



Source: BARB, Children (4-15), 2007:Network Plus, 2012:Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
 -Based on total minutes of viewing to Children's. See *Definitions: PSB genres analysis*.
 -New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Fig 56 Total viewing of National News – Main five PSB channels only, 2007 vs. 2012

Total hours per year watched by average individual (4+)



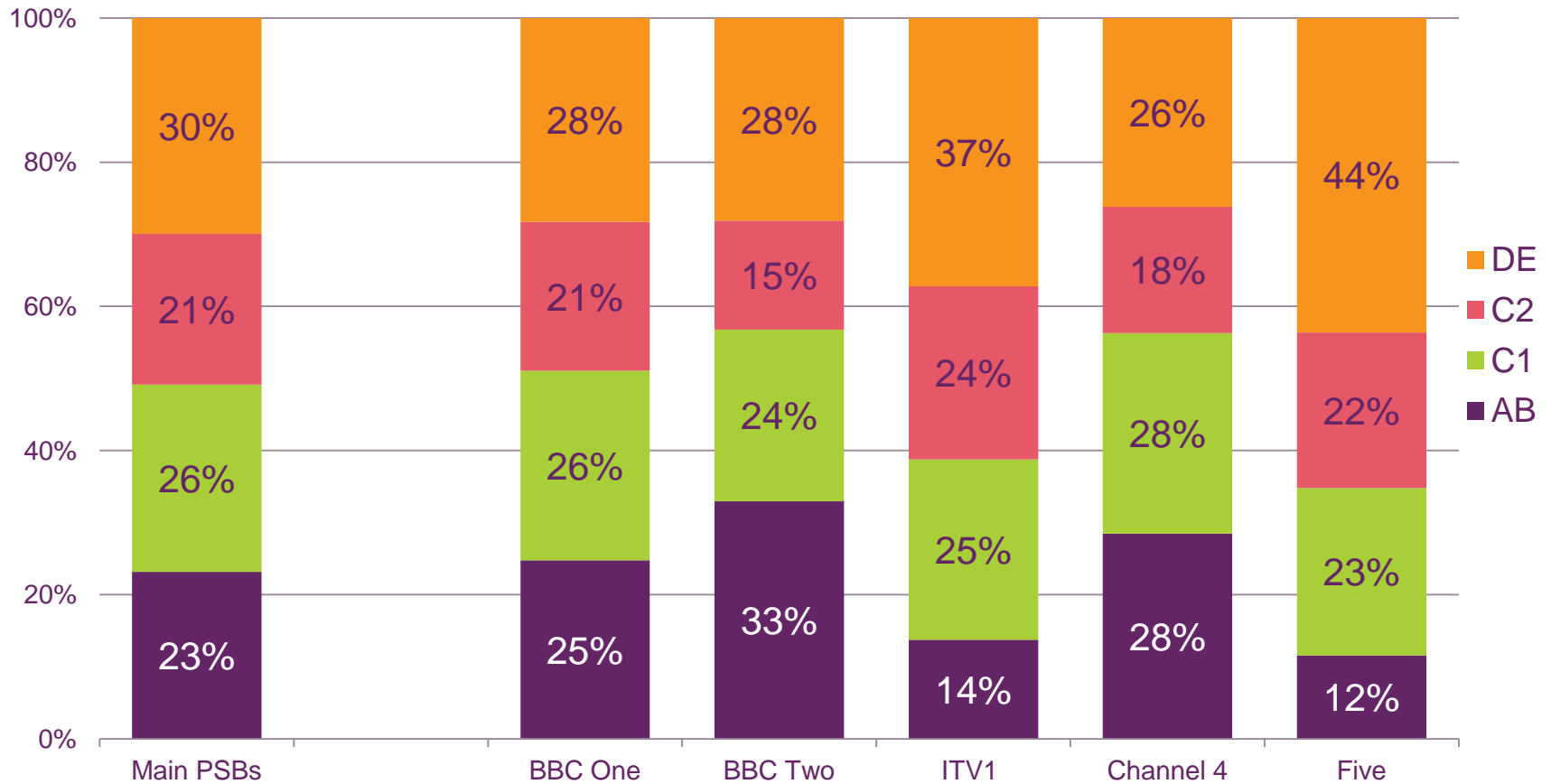
Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
 -Based on total minutes of viewing of 'News: National/International'. See *Definitions: PSB genre analysis*.
 -New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Fig 57 Age profile of National News viewers, 2012



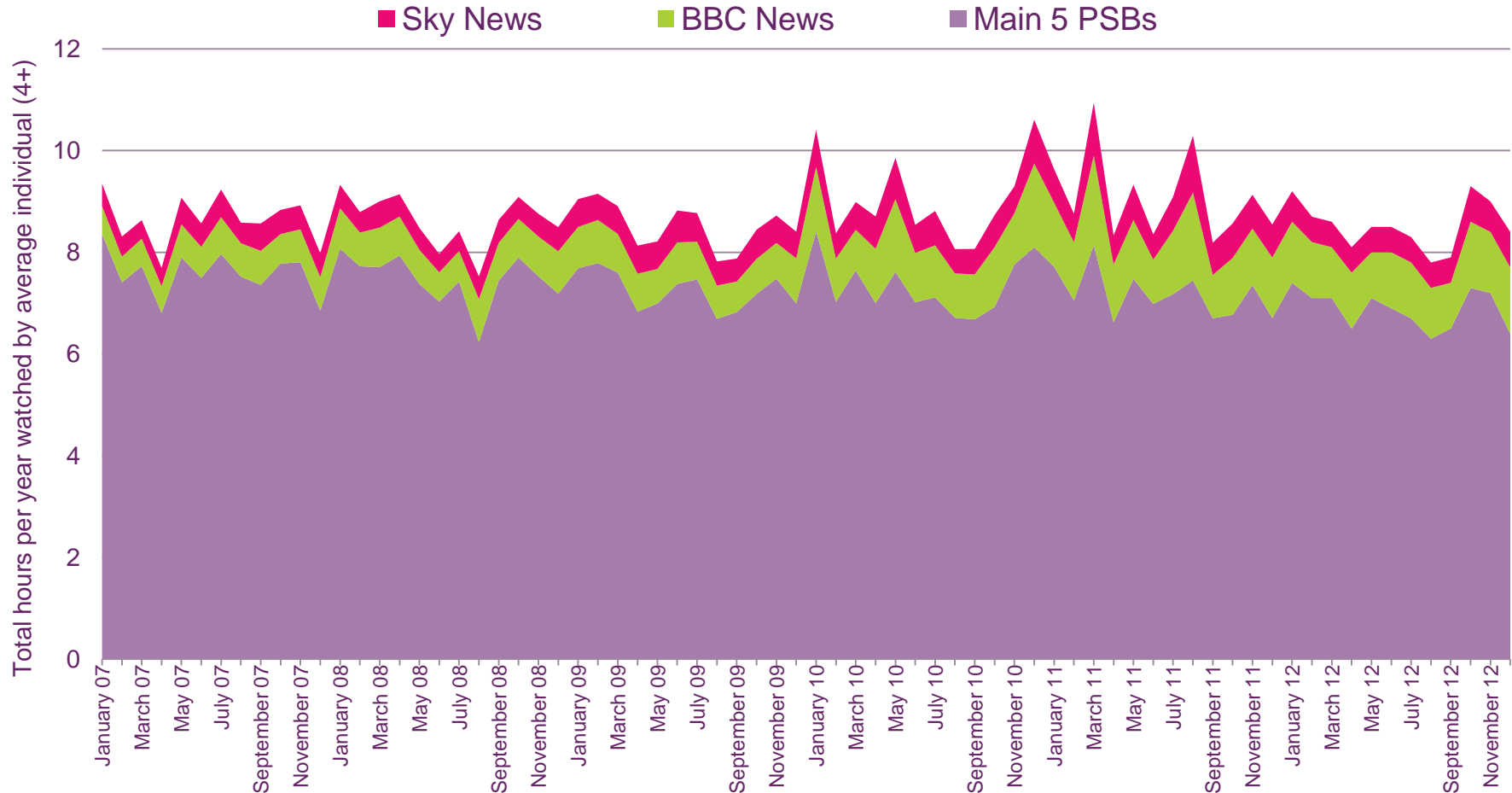
Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5). Profile data calculated on a base of All Individuals.
 -Based on viewing of 'News: National/International'. See *Definitions: PSB genre analysis*.

Fig 58 Socio-economic profile of National News viewers, 2012



Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5). Profile data calculated on a base of All Individuals.
 -Based on viewing of 'News: National/International'. See *Definitions: PSB genre analysis*.

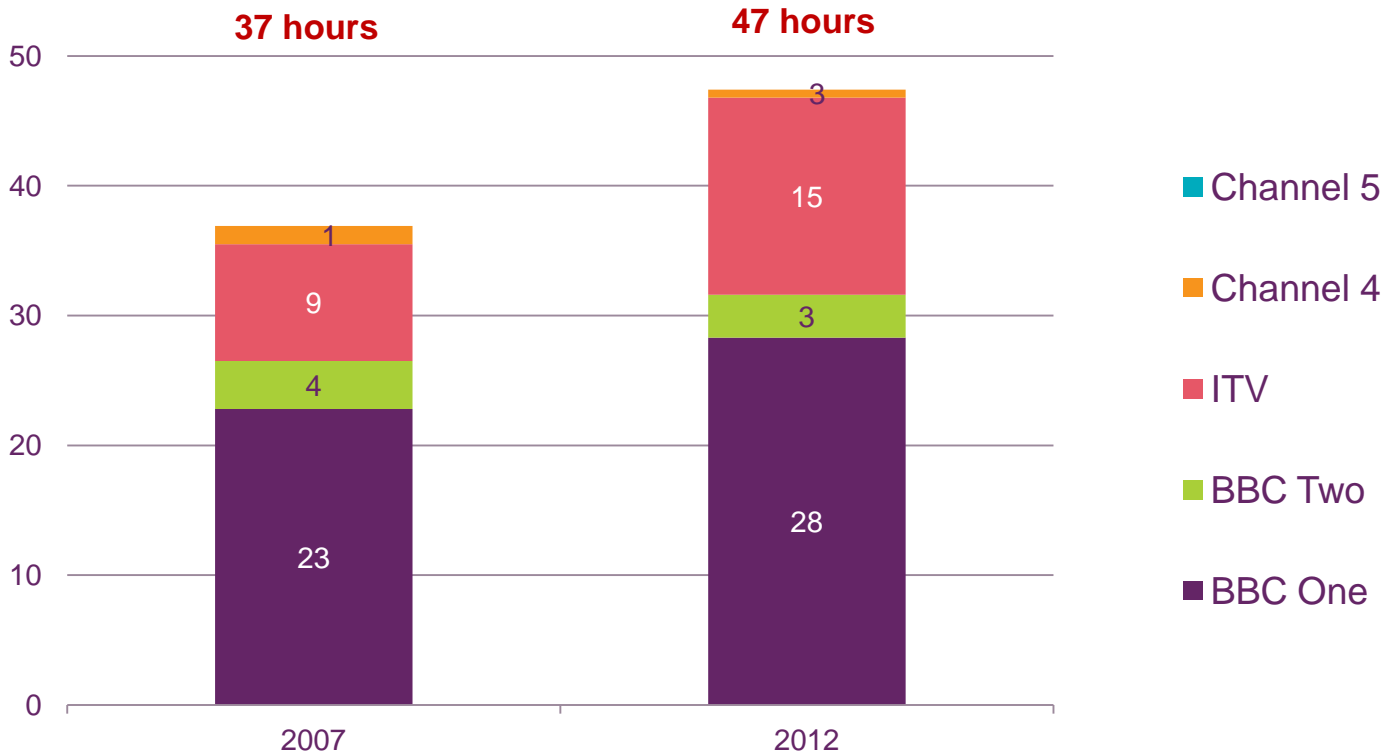
Fig 59 Total viewing to National News across the main five PSB channels and rolling news services, 2007-2012



Source: BARB, All Individuals. 2007-2009:Network Plus/ 2010+:Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
 -Based on total minutes of viewing of 'News: National/International'. See *Definitions: PSB genre analysis*.
 -New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

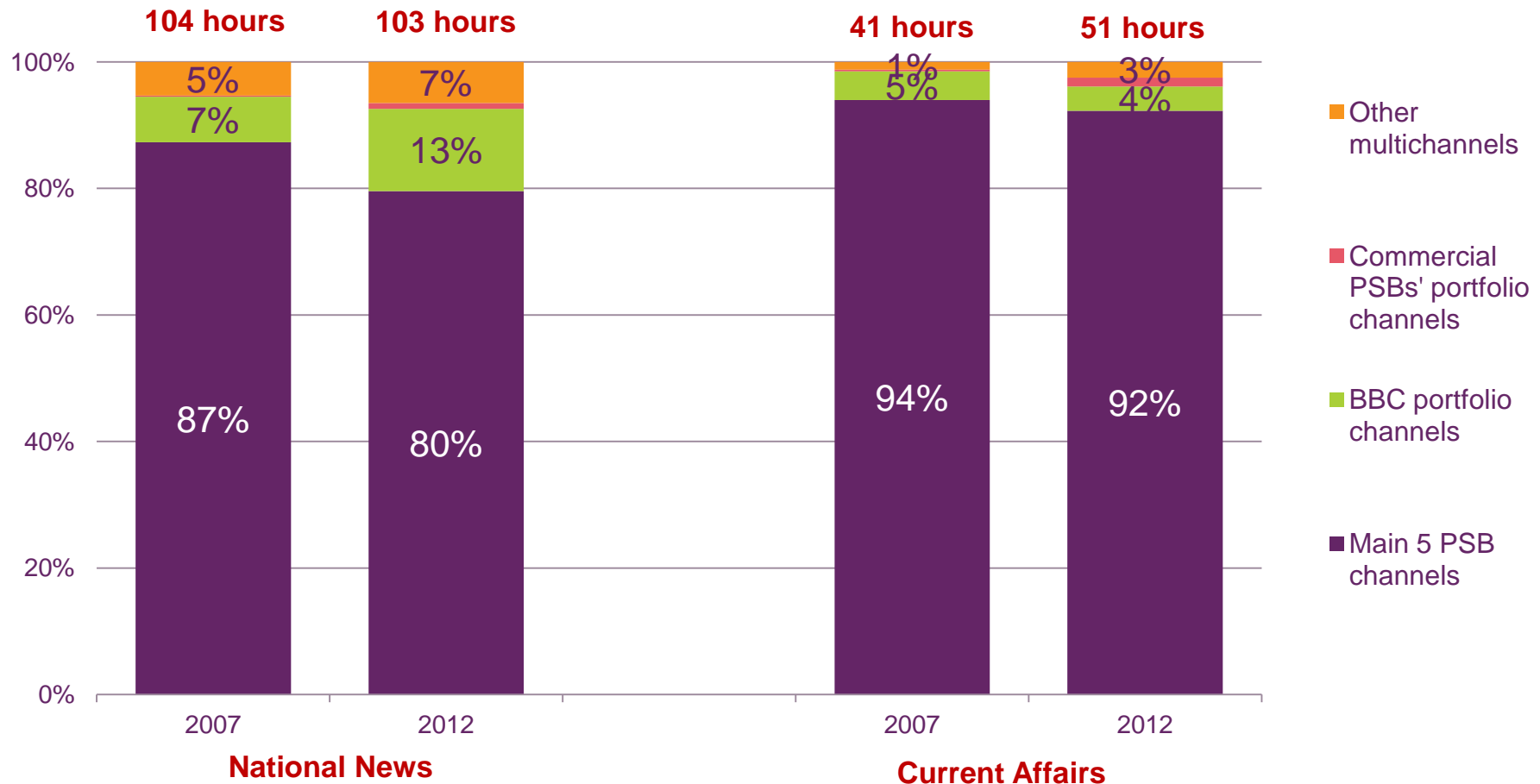
Fig 60 Total viewing of Current Affairs - Main five PSB channels only, 2007 vs. 2012

Total hours per year watched by average individual (4+)



Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).
-Based on total minutes of viewing of 'Current Affairs'. See *Definitions: PSB genre analysis*.
-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Fig 61 Share of viewing to National News and Current Affairs by channel groups, 2007 vs. 2012



Source: BARB, All Individuals, 2007:Network Plus, 2012:Network.

-Based on total minutes of viewing of 'News:National/International' and Current Affairs' genres across all channels. See Definitions: PSB genre analysis.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Fig 62 Total hours of viewing of National News and BBC/Channel 3 nations News by nation, 2012

Total hours per year watched by average individual (4+)

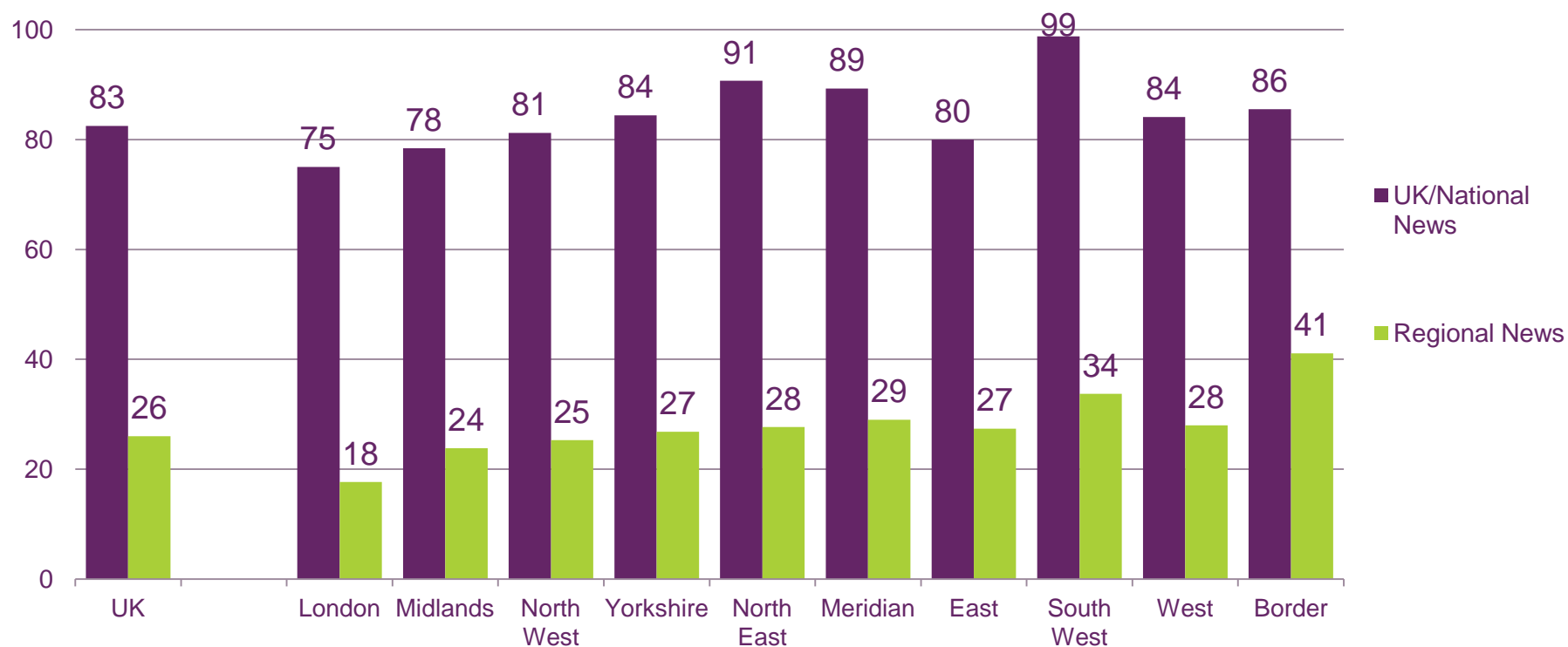


Source: BARB, All Individuals. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).

-Based on total minutes of viewing of 'News: National/International' and 'News: Regional News'. See *Definitions: PSB genres analysis*.

Fig 63 Total hours of viewing of National News and BBC/Channel 3 regions News by English region, 2012

Total hours per year watched by average individual (4+)

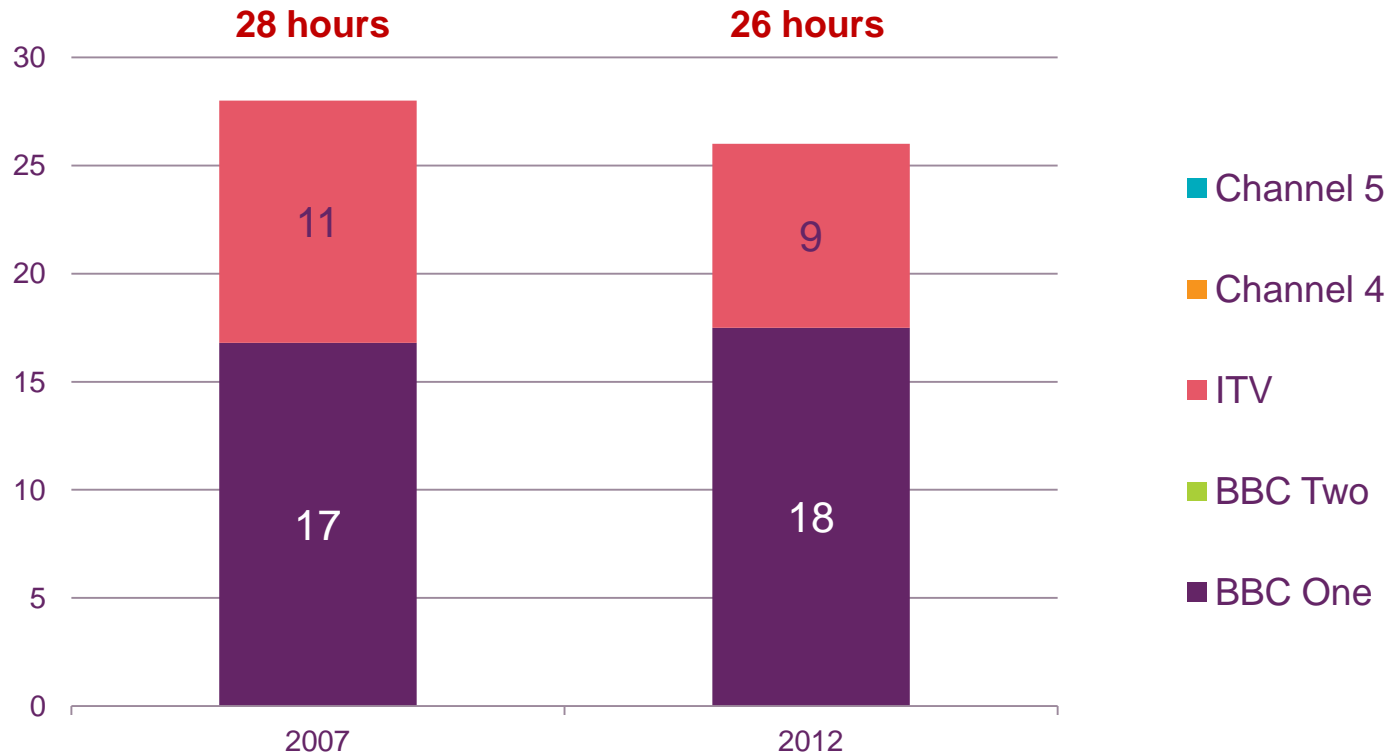


Source: BARB, All Individuals. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5)

-Based on total minutes of viewing of 'News: National/International' and 'News: Regional News'. See *Definitions: PSB genres analysis*.

Fig 64 Total viewing of Nations/Regions News – Main five PSB channels, 2007 vs. 2012

Total hours per year watched by average individual (4+)



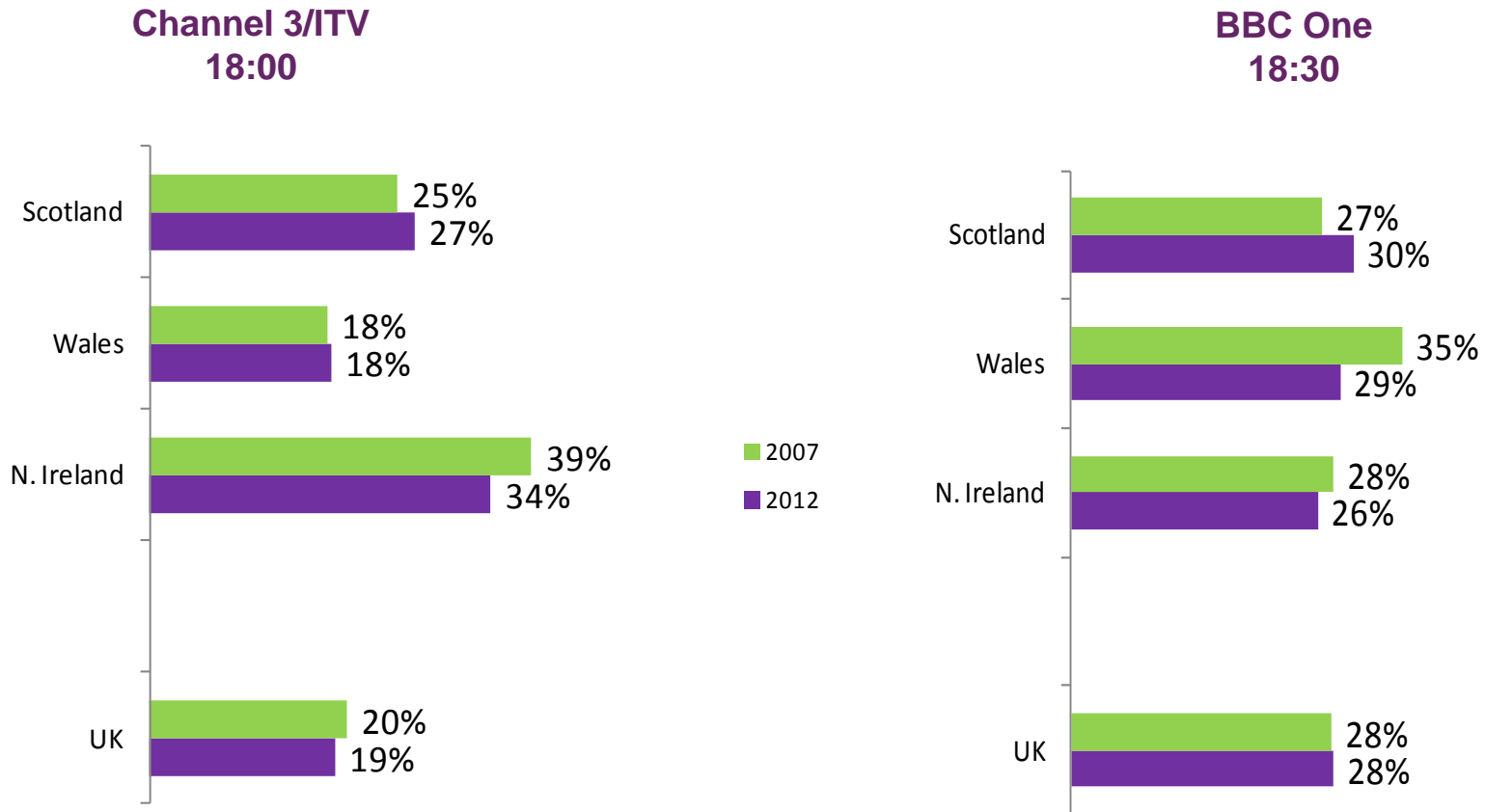
Source: BARB, All Individuals, Network. Main five PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5).

-Based on total minutes of viewing of 'News: Regional'. See *Definitions: PSB genres analysis*.

-New BARB panel introduced 1st Jan 2010. This included a re-defining of geographic boundaries. As a result pre and post panel change data must be treated with caution.



Fig 65 Channel 3 and BBC nations evening news viewing share, 2007 and 2012



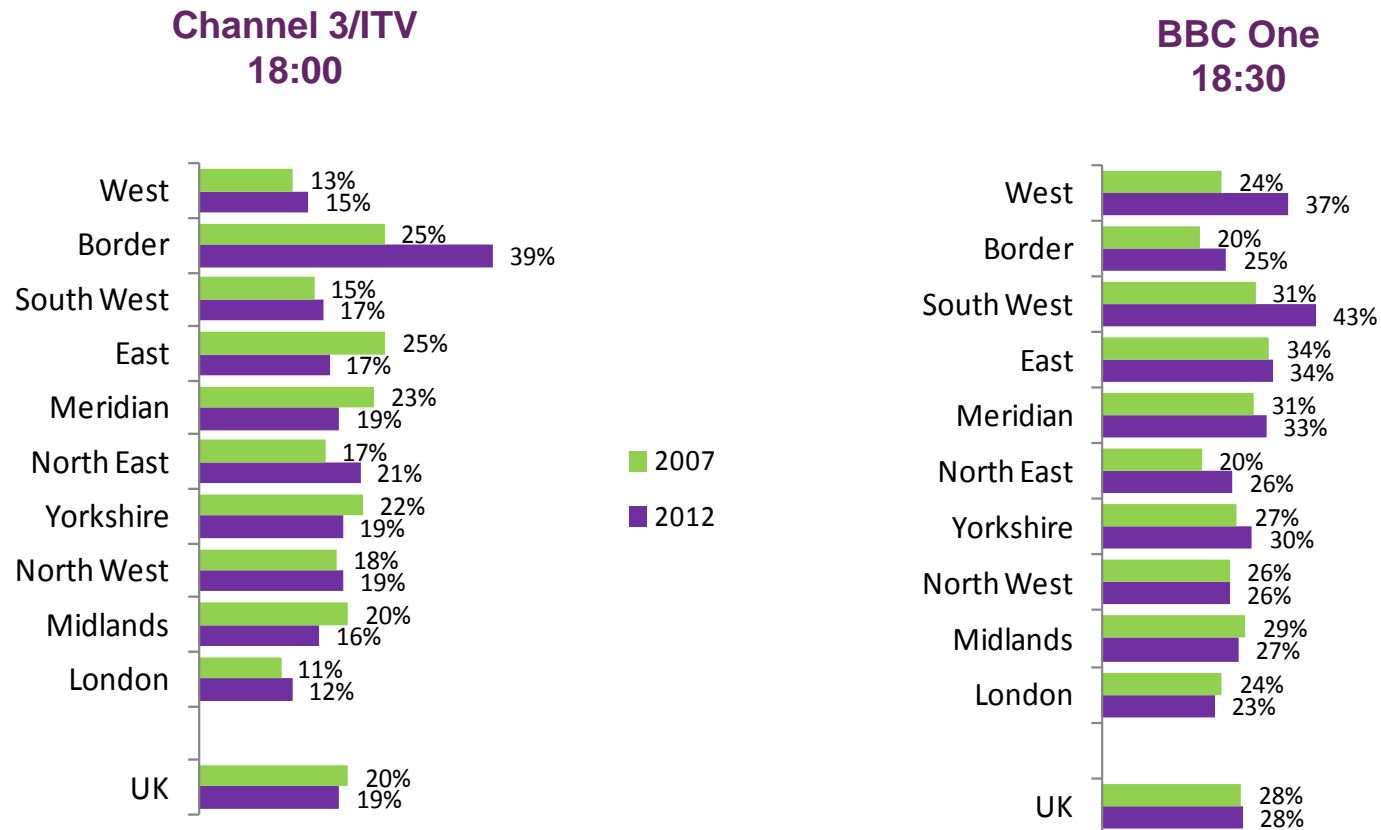
Source: BARB, All Individuals.

-Based on average channel shares of 'News: Regional News' genre programming start time 17:50-18:40 Monday-Friday. UK figure based on dayparts ITV Mon-Fri 1800-1830, BBC Mon-Fri 1830-1900

-ITV regions used for analysis, therefore BBC One share may not exactly correlate with distinct BBC regional news programmes

-As part of the panel change (2010), there was a re-defining of geographic boundaries which may have had a contributing effect to any viewing data changes 2007 vs. 2012. Pre and post panel data should be viewed with caution.

Fig 66 ITV and BBC regional evening news viewing share, 2007 and 2012



Source: BARB, All Individuals.

-Based on average channel shares of 'News: Regional News' genre programming start time 17:50-18:40 Monday-Friday. UK figure based on dayparts ITV Mon-Fri 1800-1830, BBC Mon-Fri 1830-1900. ITV figures based on ITV + ITVHD data.

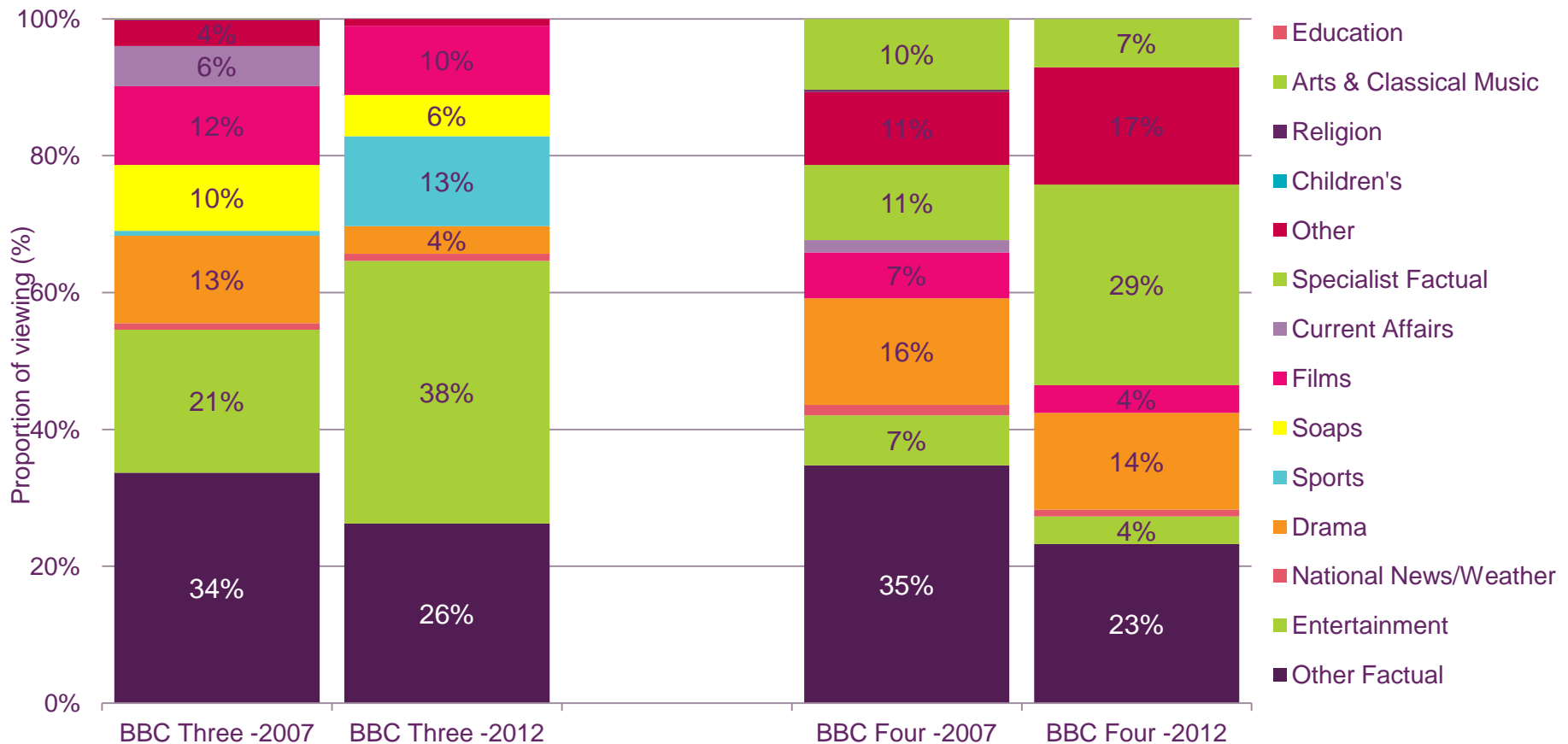
-ITV regions used for analysis, therefore BBC One share may not exactly correlate with distinct BBC regional news programmes

-As part of the panel change (2010), there was a re-defining of geographic boundaries which may have had a contributing effect to any viewing data changes 2007 vs. 2012. Pre and post panel data should be viewed with caution.

Viewing of range of programmes: by channel over time



Fig 67 Proportion of viewing by genre – BBC digital portfolio channels, 2007 vs. 2012



Source: BARB, 2007= Individuals, Multichannel Network, 2012= Individuals, Network.

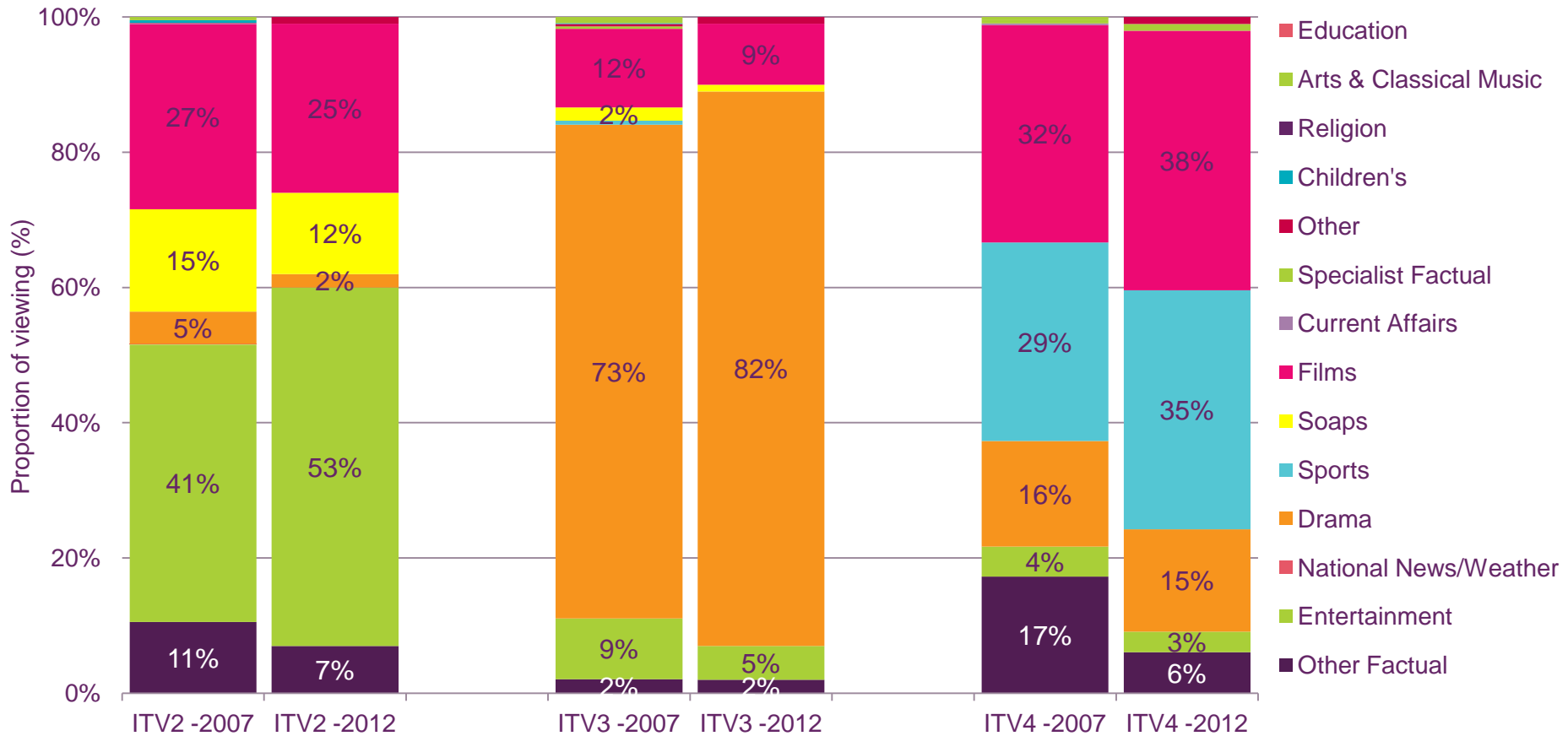
See Definitions: All genres analysis.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Viewing of range of programmes: by channel over time



Fig 68 Proportion of viewing by genre – ITV digital portfolio channels, 2007 vs. 2012



Source: BARB, 2007= Individuals, Multichannel Network, 2012= Individuals, Network.

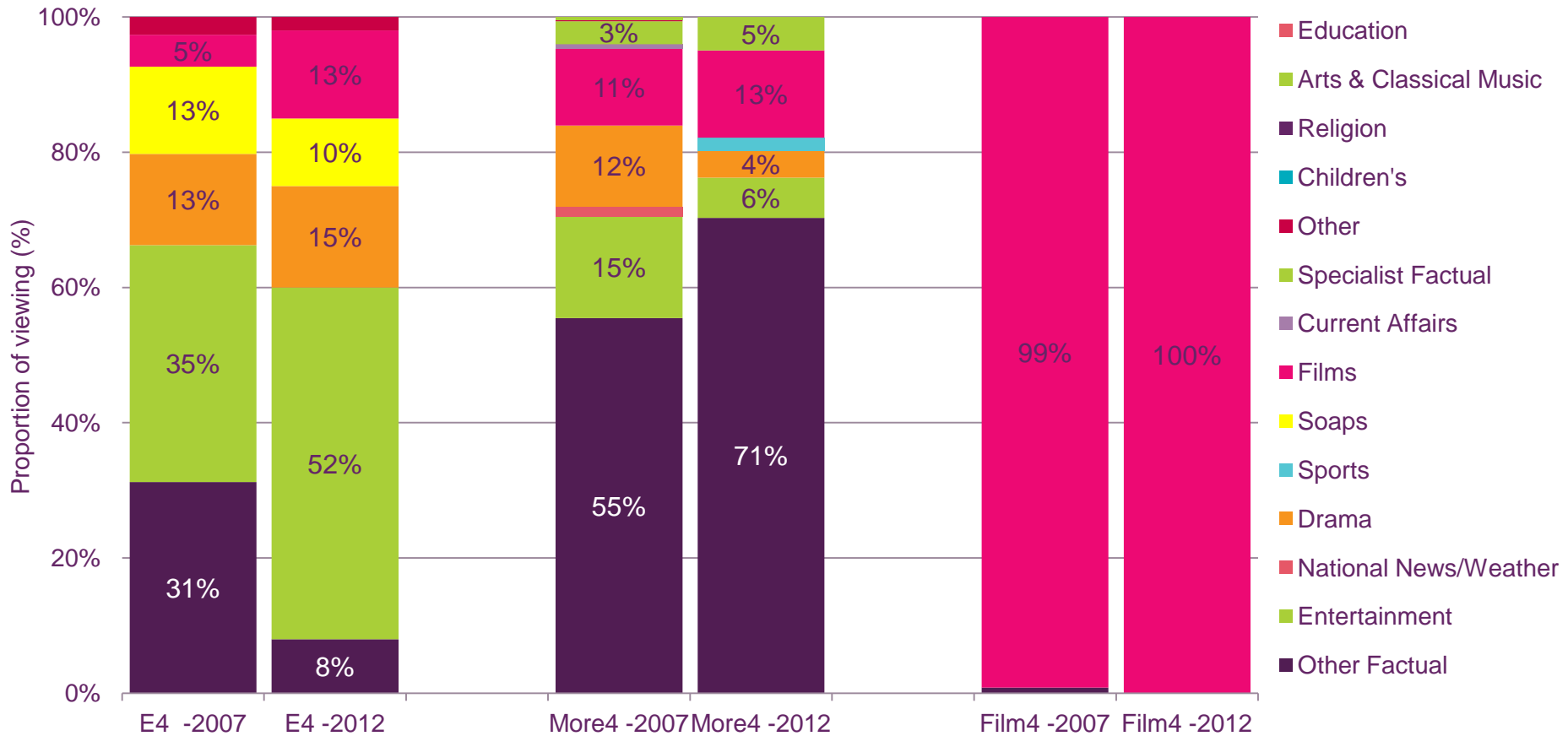
See Definitions: All genres analysis.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Viewing of range of programmes: by channel over time



Fig 69 Proportion of viewing by genre – Channel 4 digital portfolio channels, 2007 vs. 2012



Source: BARB, 2007= Individuals, Multichannel Network, 2012= Individuals, Network.

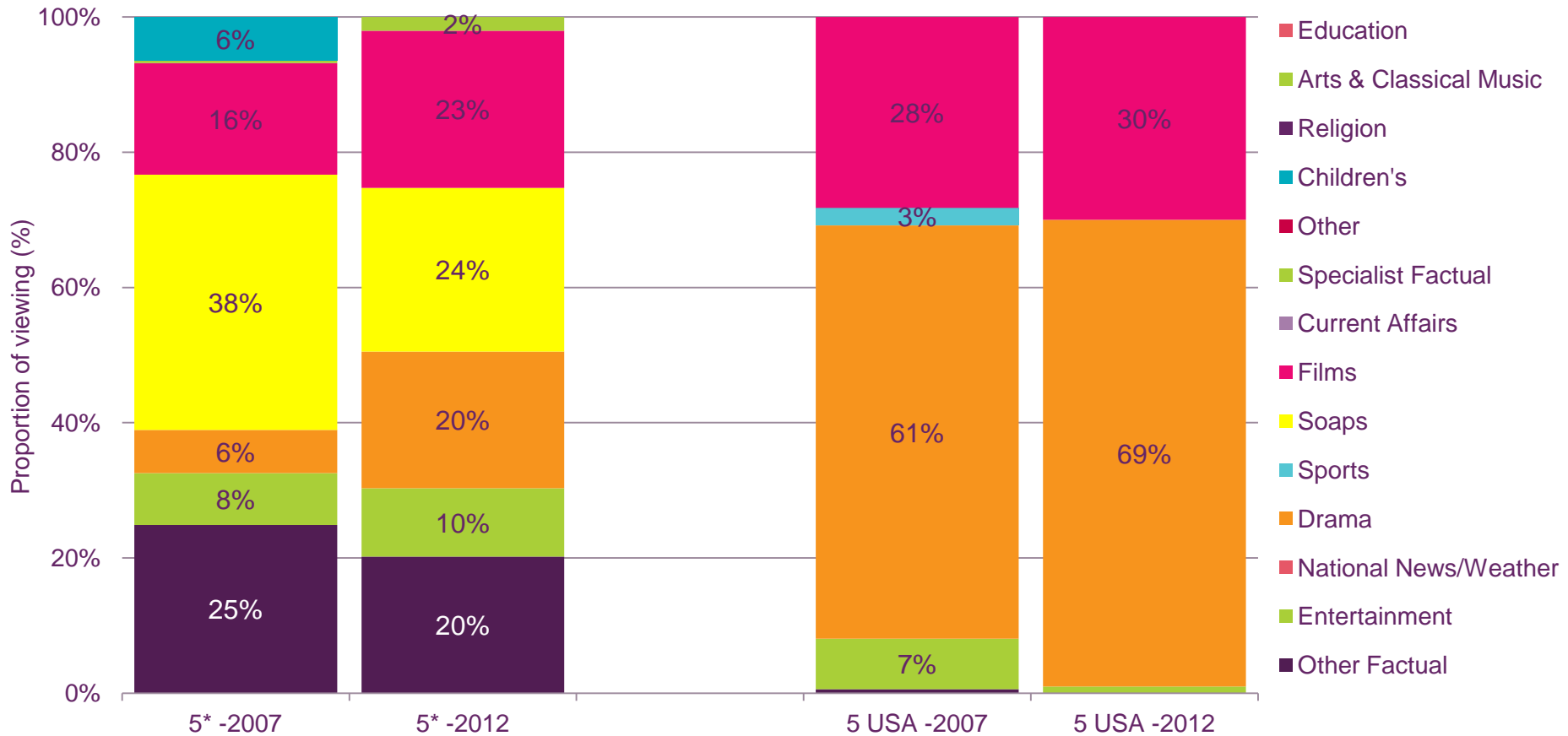
See Definitions: All genres analysis.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Viewing of range of programmes: by channel over time



Fig 70 Proportion of viewing by genre – Channel 5 digital portfolio channels, 2007 vs. 2012



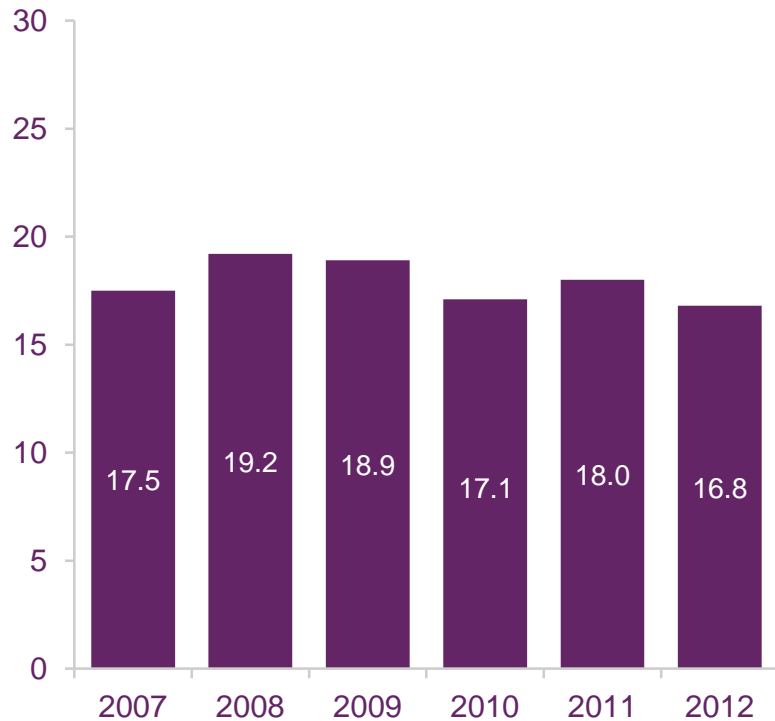
Source: BARB, 2007= Individuals, Multichannel Network, 2012= Individuals, Network.

See Definitions: All genres analysis.

-New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Fig 71 Viewing of Welsh language output on S4C, 2007 - 2012

Hours viewed of Welsh language programming
Average hours a year



Weekly reach of Welsh language programming
3-min weekly reach (000s)



Source: S4C/BARB, all Individuals (4+). S4C Region.

Notes: New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Fig 72 Share of viewing in Wales, all viewers, all hours and peak time, 2007 - 2012

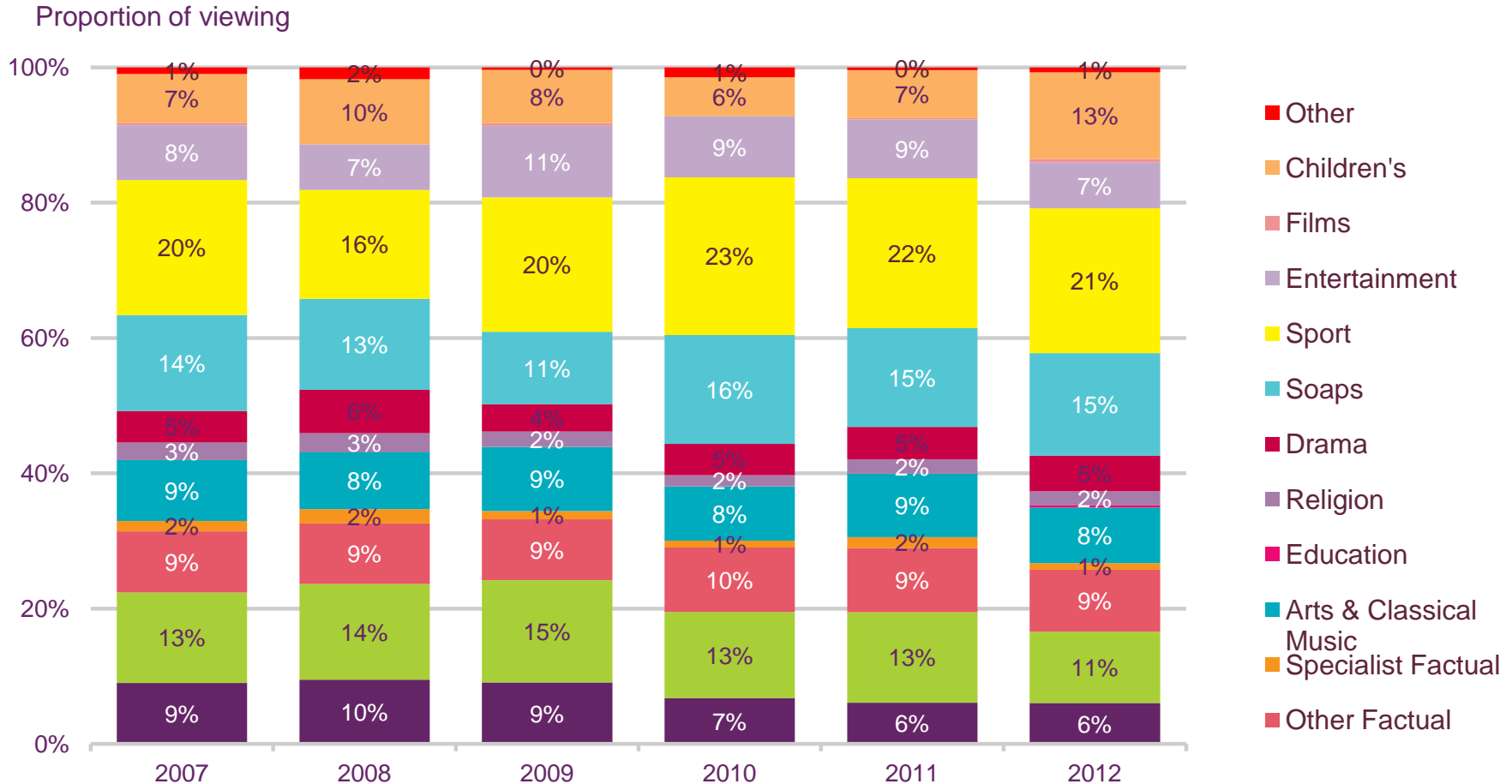
	Share (%)	
	All Hours (0600-3000)	Peak Time (1800-2230)
2007	3.0%	2.9%
2008	2.7%	2.9%
2009	2.2%	2.6%
2010 *	1.3%	1.9%
2011 *	1.3%	2.0%
2012 *	1.2%	1.7%

Source: S4C/InfoSys+, S4C Region, All Individuals.

* BARB introduced a new panel on 1st January 2010 and a new regional definition of Wales was used instead of 'any homes that could receive S4C', this increased the universe population. Other changes saw the inclusion of Channel 4 and all ITV viewing (not just the ITV Wales region) to the share calculation. This meant the Total TV figure increased which has resulted in a step change in S4C's share figures, as illustrated in the table above.



Fig 73 Proportion of viewing of genres on S4C, 2012



Source: S4C/BARB/Infosys (BARB). S4C Region, All Individuals.

New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

*News & Weather on S4C is for Wales only, but for the purpose of this graph data has been placed in the National News/Weather category