Effects of Covid-19 on TV viewing

20 September 2020
Time spent viewing broadcast TV has been declining since April but August figures remain slightly higher than last year

- Average daily viewing to broadcast TV on the TV set for August is averaging 2 hours 49 minutes per person. This is the lowest time spent so far this year but is higher than August’s average in 2019.

- In August, the share of viewing to all PSB channels remained at fairly similar levels to July and we saw an increase in the share of Channel 5’s main channel and Channel 4 portfolio channels to their highest shares so far this year.

- The number of people watching news programming has remained higher than 2019 but has dipped below 2018 levels.
Viewing of broadcast TV has fallen since April 2020, however, viewing in August has remained slightly higher than last year.

Total TV average daily minutes by month

Source: BARB. Total TV, all individuals (4+).
Share of all PSB channels in August remained fairly similar to July levels – Channel 5 and Channel 4 portfolio channels saw their highest share so far this year

Average share of viewing by channel / channel group 2020

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<th>August</th>
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<td>21.1</td>
<td>19.5</td>
<td>19.4</td>
</tr>
</tbody>
</table>

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 (below 80%)

Total TV – weekly reach % (15+ mins)

Source: BARB. Total TV, all individuals (4+). Reach criteria: 15+ consecutive minutes.
The number of people watching news remains higher than in 2019 but has dipped below 2018 levels

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

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