

# Effects of Covid-19 on TV viewing

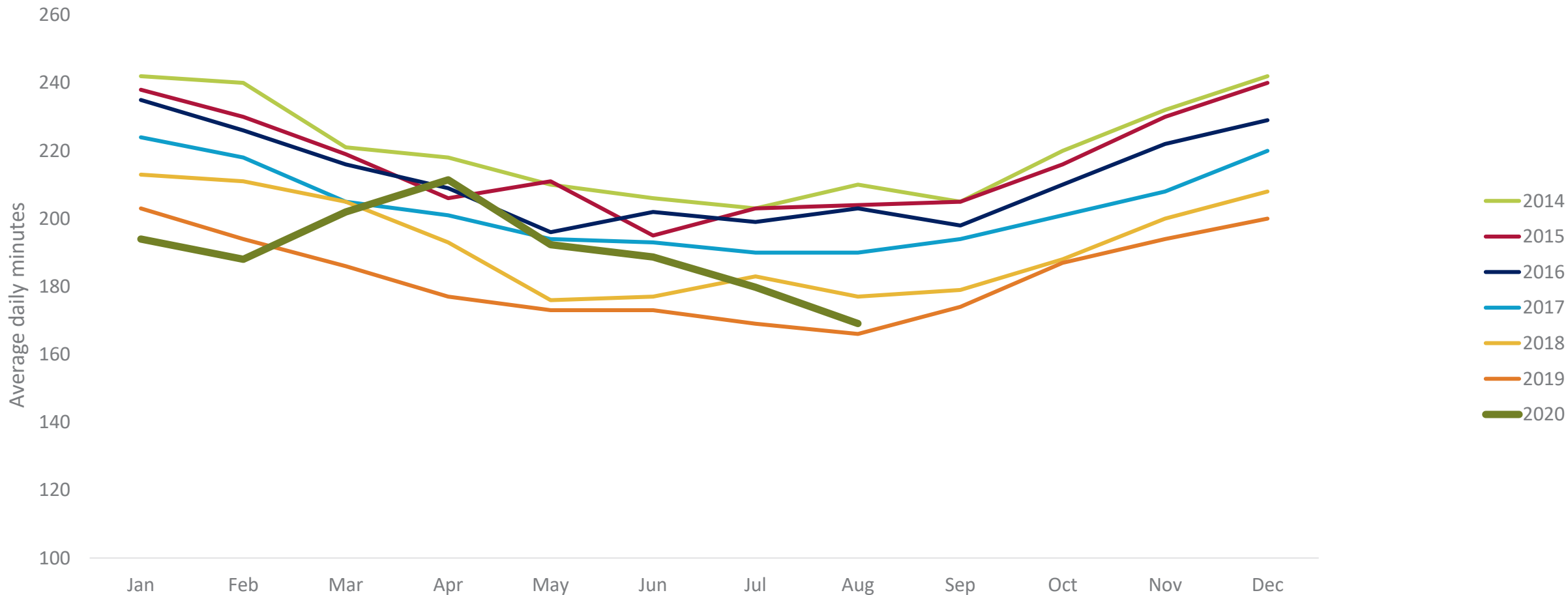
20 September 2020

## 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

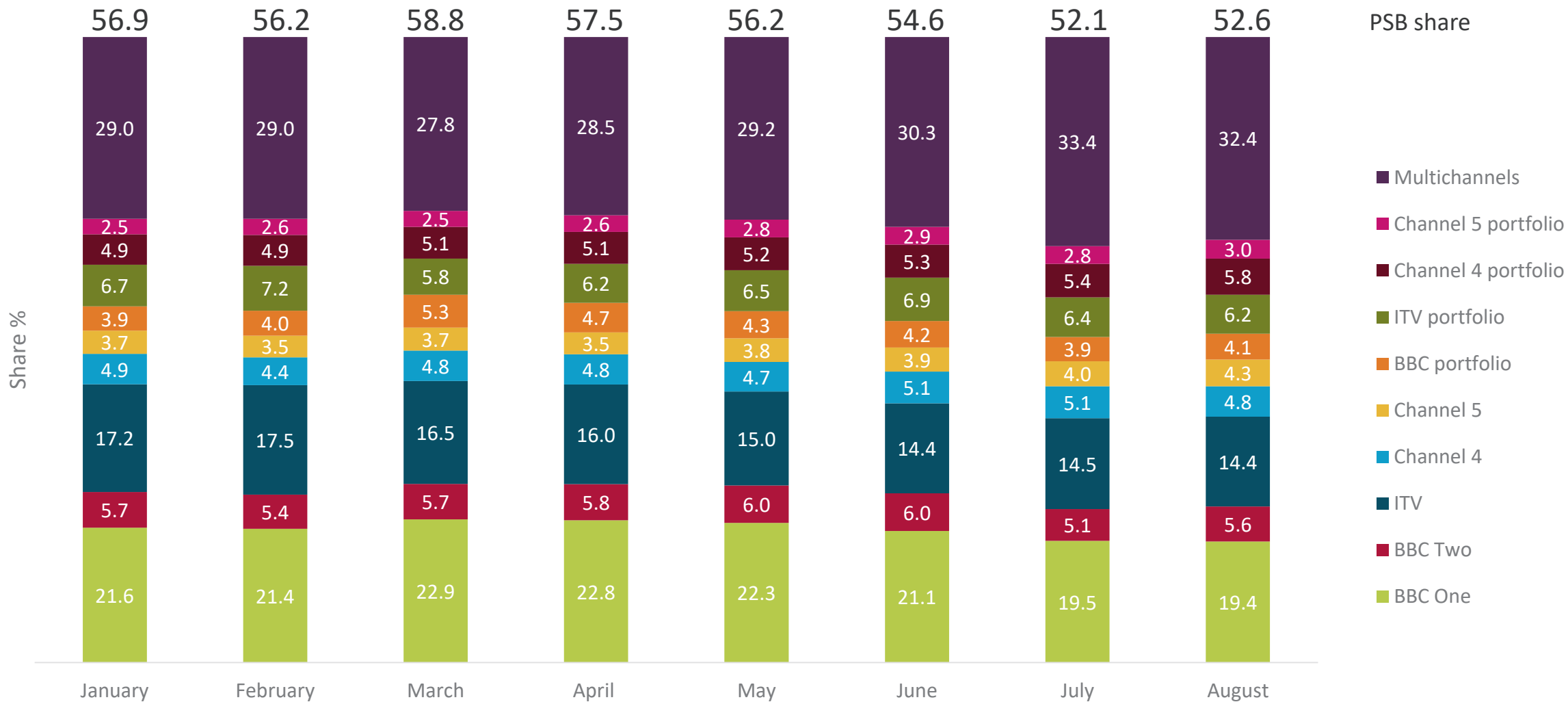
Total TV average daily minutes by month



3 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

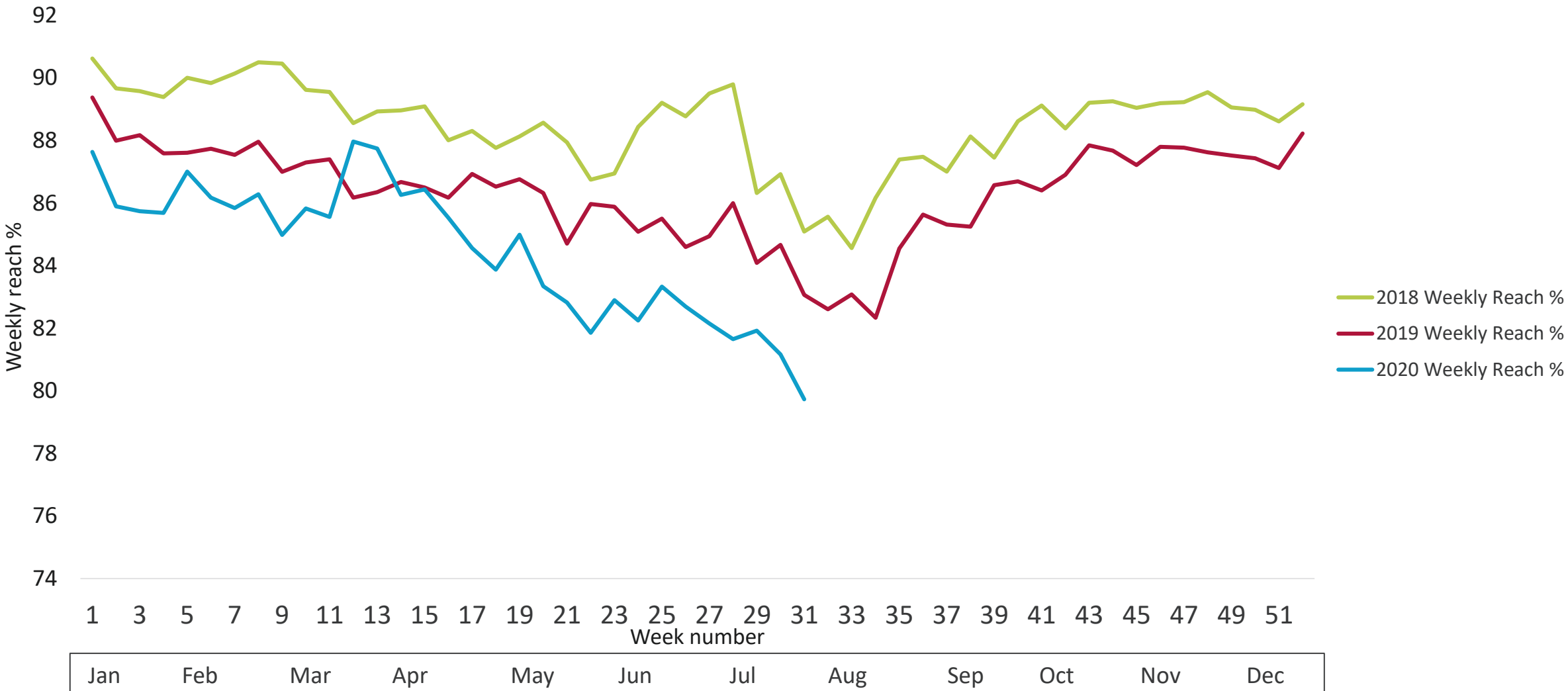
Average share of viewing by channel / channel group 2020



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%)

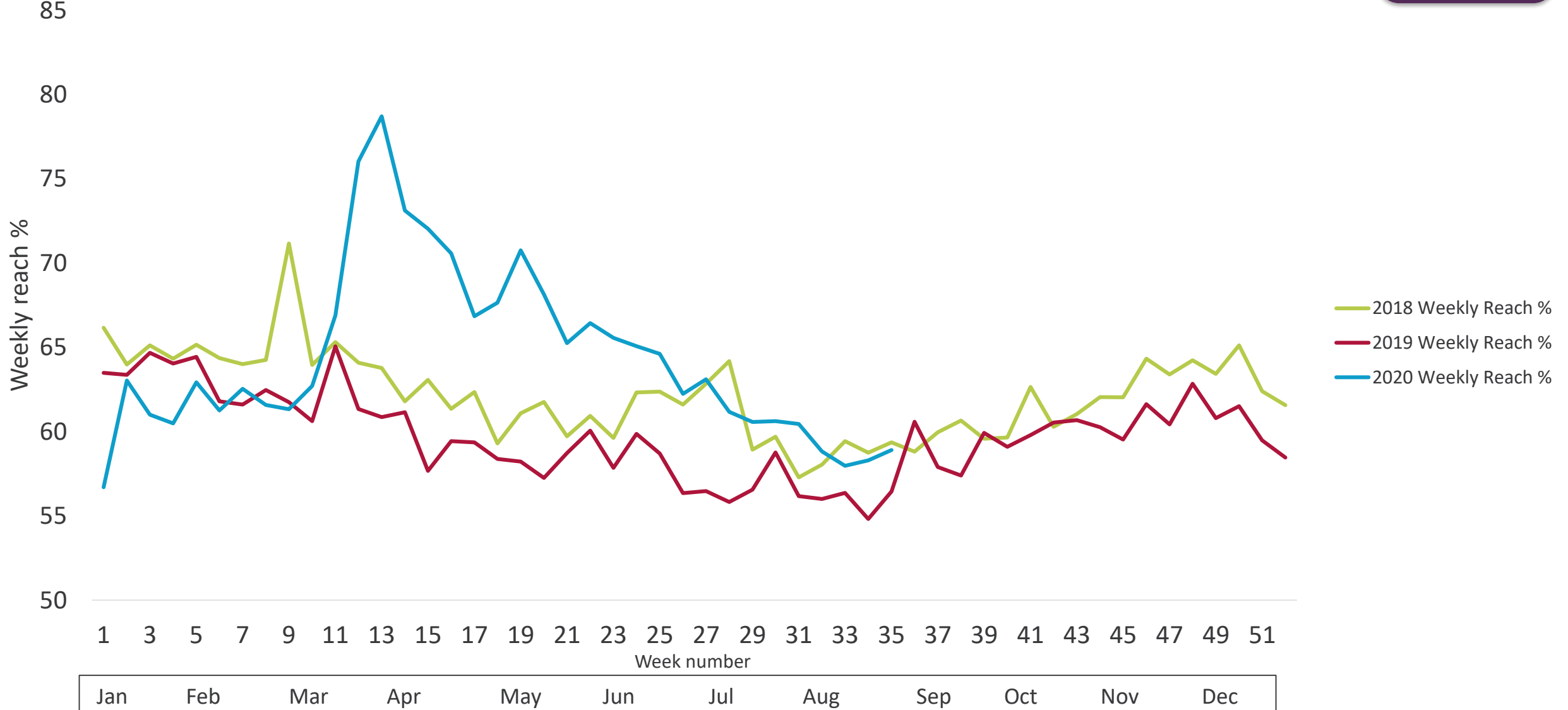
Total TV – weekly reach % (15+ mins)



5 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)



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