

Effects of Covid-19 on TV viewing

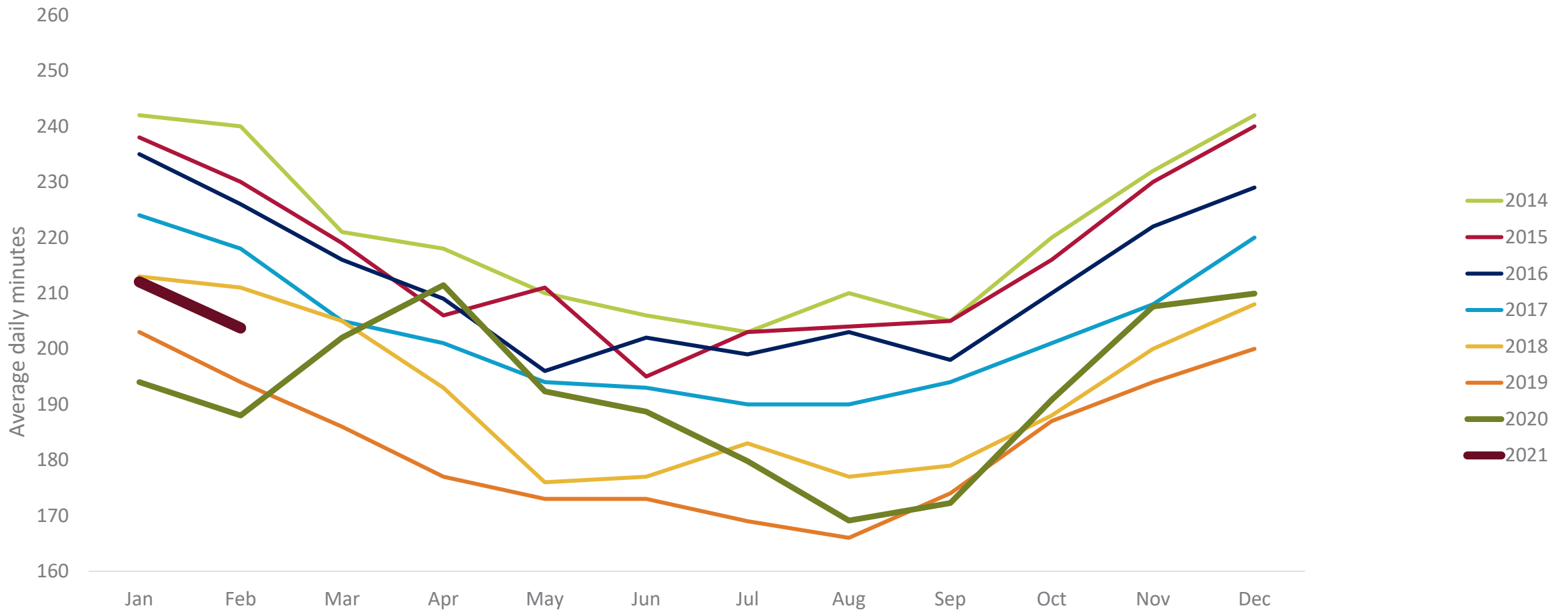
Time spent viewing broadcast TV in February 2021 averaged just under three and a half hours per person

- Average daily viewing to broadcast TV on the TV set for February 2021 **averaged 3 hours 24 minutes per person. This was higher than the time spent in February in the prior two years.**
- **However, the number of people watching broadcast TV on the TV set in February 2021 was lower than in previous years.**
- **Time spent watching content on a television which was not live or broadcast within the last 28 days (unmatched viewing*) averaged 90 minutes per person in February 2021** – this was considerably higher than last year but slightly lower than January 2021.
- **The number of people watching news** was very high in the first week of January (71% of people) but has since dipped and **is now similar to levels seen in previous years.**
- The **PM's statement announcing the third lockdown on 4th January remains the most-viewed programme of the year so far** and Oprah's interview with Harry and Meghan on 8th March claimed the number two spot with an audience of over 12.8 million.

*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 February 2021 was higher than the February in the prior two years

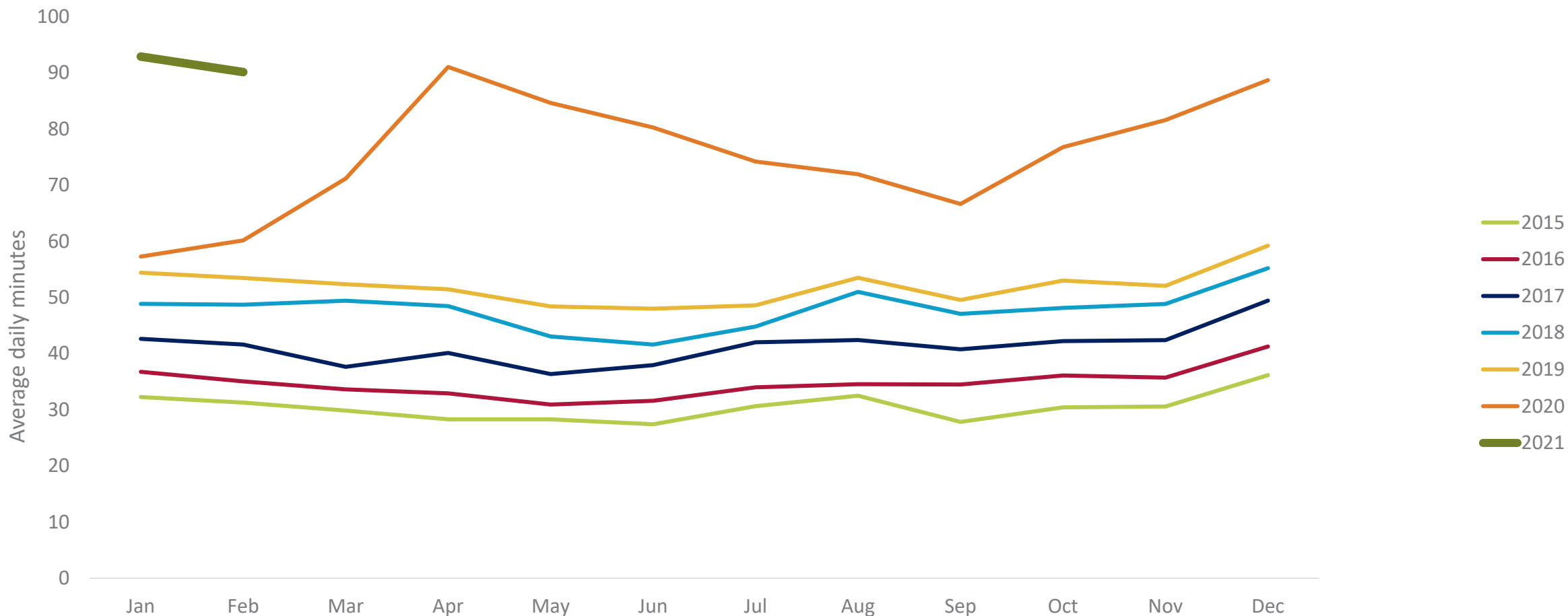
Total TV average daily minutes by month



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

Unmatched viewing in January was at the highest level ever seen with an average of 93 minutes. In February, this fell slightly to 90 minutes.

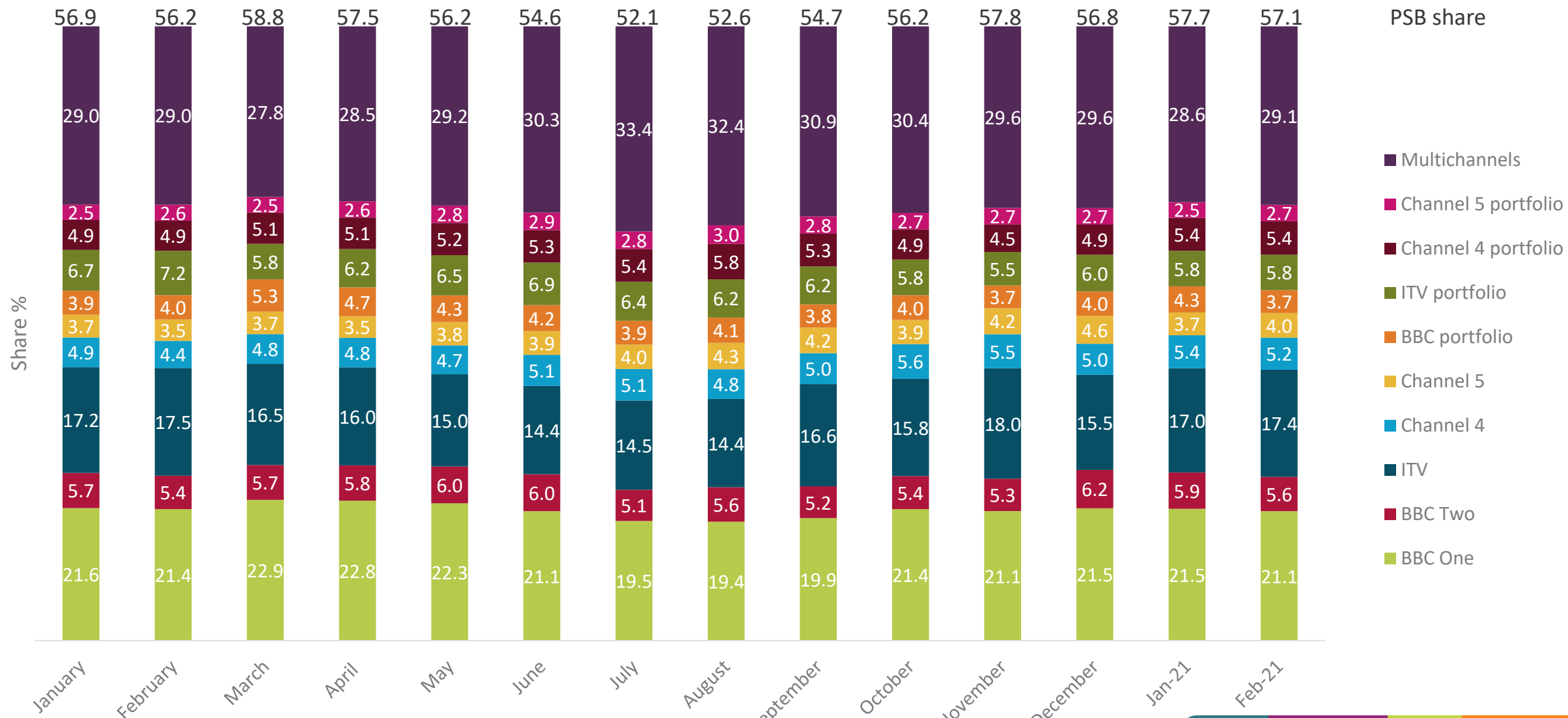
Unmatched viewing average daily minutes by month



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.

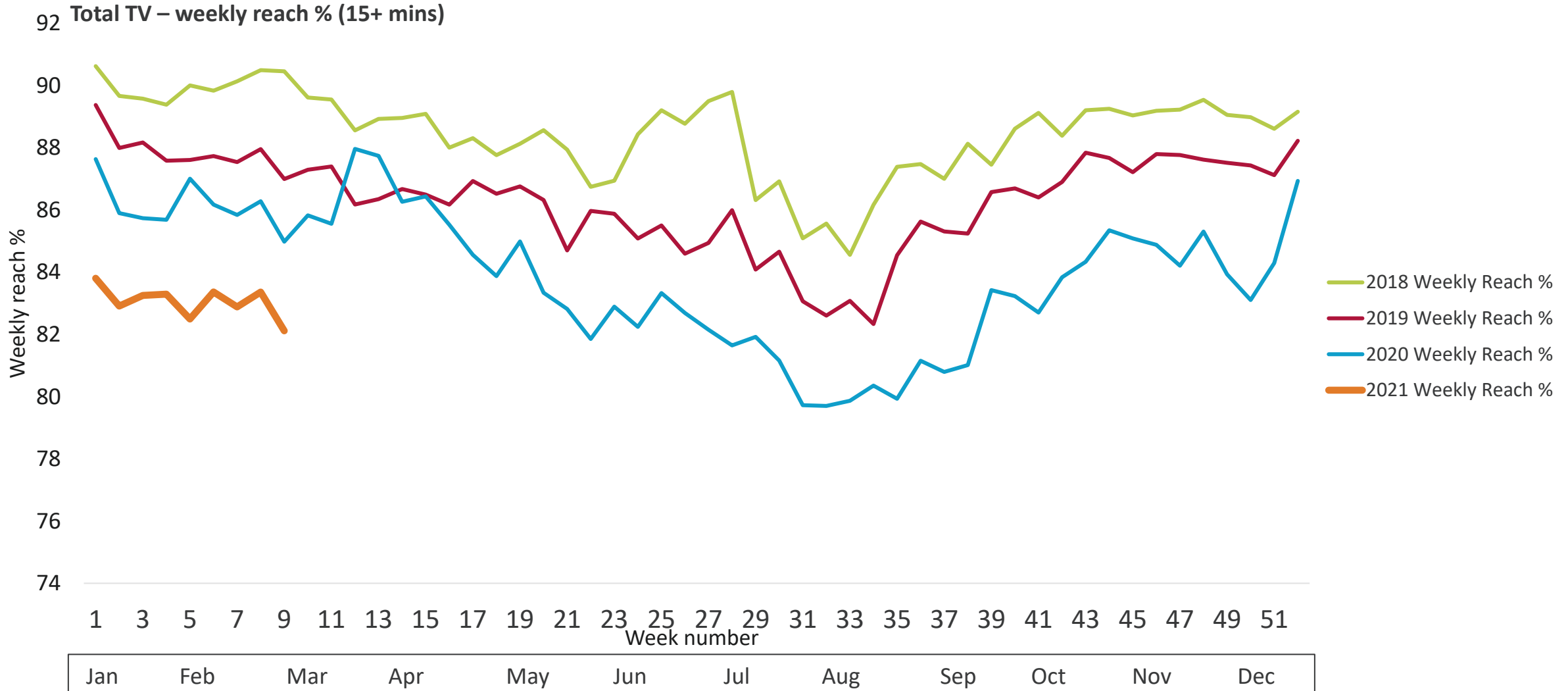
Share of all PSB channels was at 57.1% in February 2021, up nearly 1% compared to February 2020

Average share of viewing by channel / channel group 2020



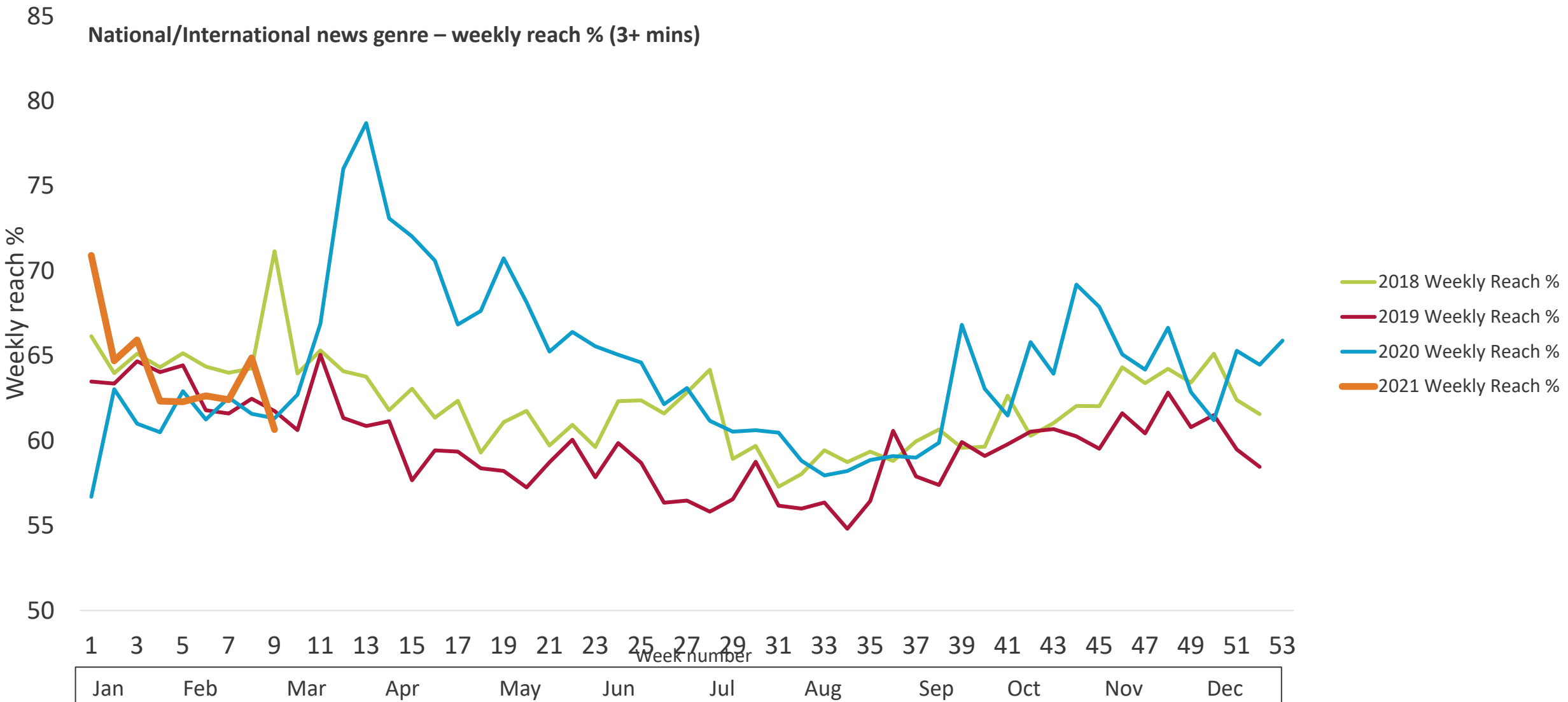
Source: BARB. Total TV, all individuals (4+). PSB +1s are included in their portfolio groups. All PSB share includes the main 5 (excluding +1s) and all BBC channels.

Fewer people watched broadcast TV so far in 2021 than in previous years



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

The number of people watching news was very high in the first week of Jan with many of us tuning in to the PM's announcement of the third lockdown, however, news viewing has since declined



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

The PM's statement about the third lockdown on 4th January 2021 was the most watched programme of the year so far with over 14 million tuning in on BBC One

2021 TV viewing

Channel	Programme Title	Date	Start time	Duration	Prog Share (%)	Ave audience (000s)
					4+ individuals	
BBC One	Prime Ministerial Statement	04/01/2021	20:00:00	00:08:45	43	14,083
ITV	Oprah with Meghan and Harry: A CBS Primetime Special	08/03/2021	21:00:00	01:50:00	52	12,826
BBC One	BBC News Special	04/01/2021	20:08:00	00:26:14	38	11,052
ITV	The Masked Singer	13/02/2021	19:01:00	01:26:58	43	9,851
ITV	The Pembrokeshire Murders	11/01/2021	21:00:00	01:00:43	37	9,537
BBC One	Death in Paradise	05/02/2021	21:00:00	00:59:00	37	8,505
ITV	Ant and Dec's Saturday Night Takeaway	20/02/2021	19:00:00	01:34:55	38	8,457
BBC One	Bloodlands	21/02/2021	21:01:00	00:56:12	33	7,852
ITV	Finding Alice	17/01/2021	21:00:00	00:59:01	33	7,579
ITV	Unforgotten	01/03/2021	21:00:00	00:58:52	28	7,532