

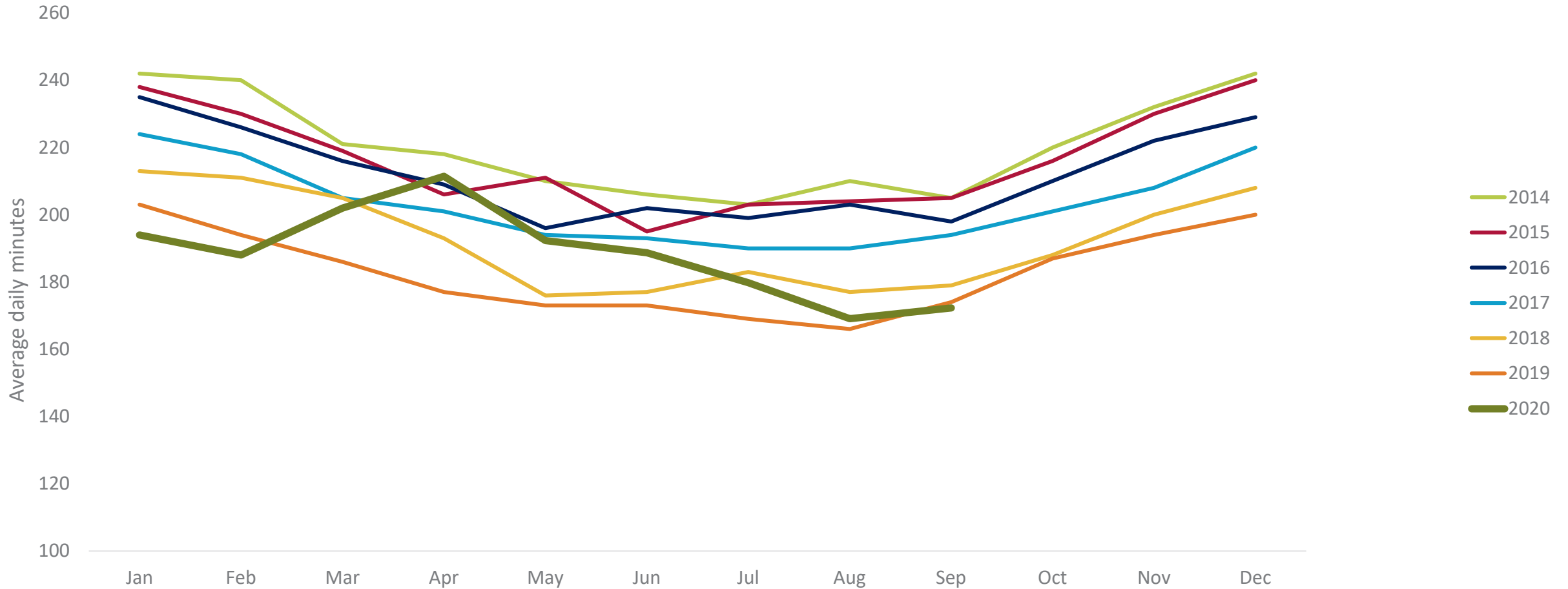
Effects of Covid-19 on TV viewing

Time spent viewing broadcast TV in September 2020 was lower than that of September last year

- Average daily viewing to broadcast TV on the TV set for **September averaged 2 hours 52 minutes per person. This was slightly higher than the time spent in August 2020, but it was lower than the September average in 2019.**
- In September, the share of viewing to all PSB channels increased slightly and was similar to June's levels. The **increase was driven by ITV which saw the biggest month on month increase**; this was partially due to a new TV drama *Des* which performed very well on the channel as well as the live shows of *Britain's Got Talent*.
- The number of people watching **news programming spiked in w/c 21st September** which correlated to another coronavirus briefing by the Prime Minister. In the latest week, viewing has continued to remain above 2019 and 2018 levels.

Average monthly time spent viewing broadcast TV had remained higher than 2019 levels since March 2020, however, viewing in September 2020 was lower than September 2019

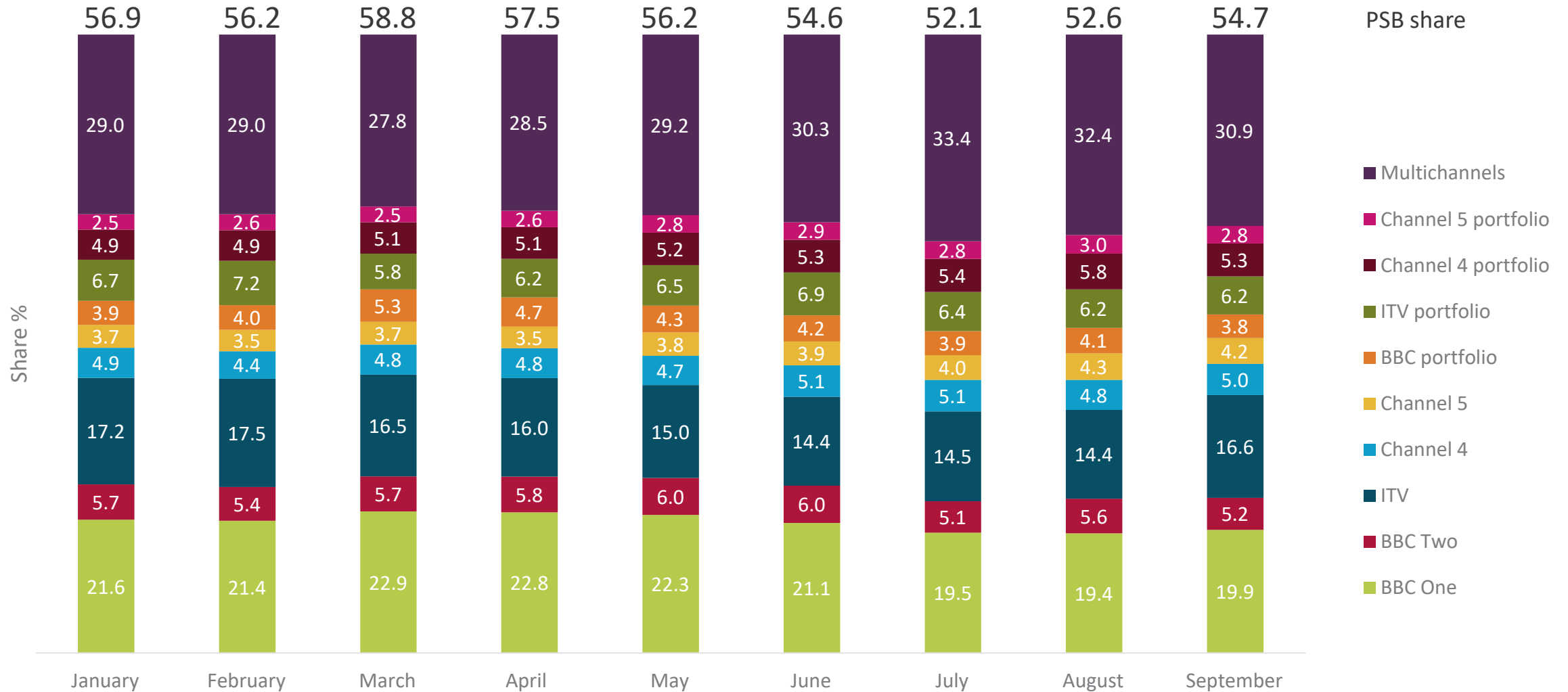
Total TV average daily minutes by month



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

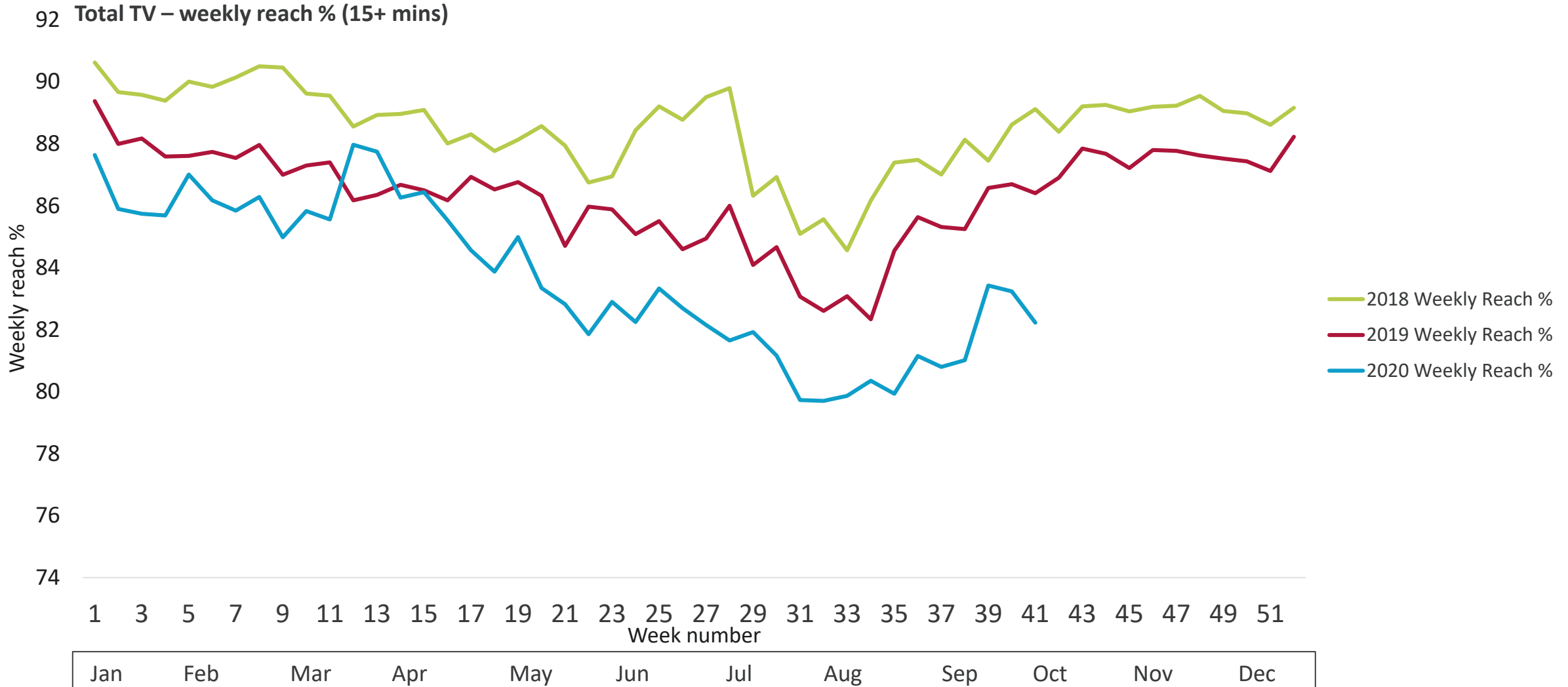
Share of all PSB channels in September increased slightly mainly due to ITV which saw the biggest increase this month

Average share of viewing by channel / channel group 2020



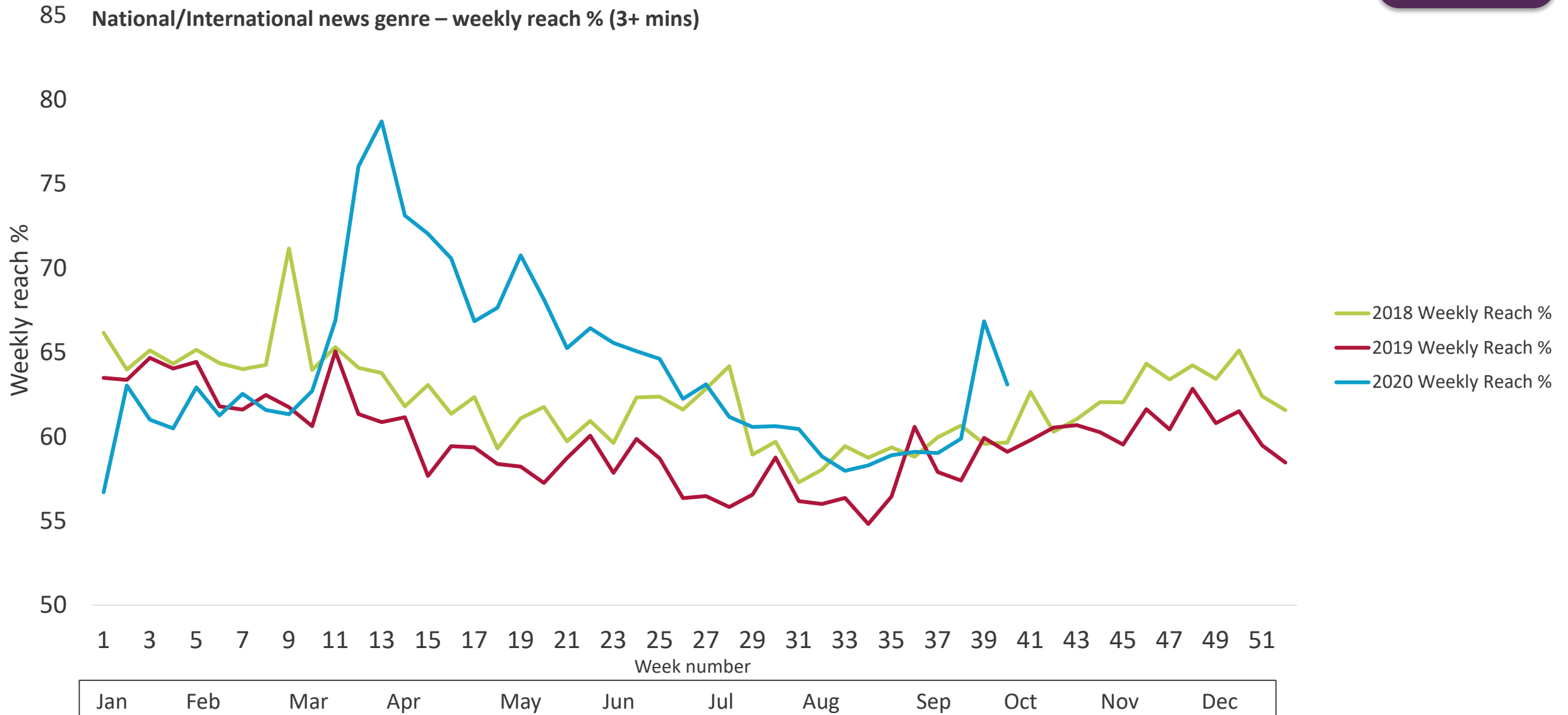
Source: BARB. Total TV, all individuals (4+). PSB +1s are included in their portfolio groups. All PSB share includes the main 5 (excluding +1s) and all BBC channels.

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



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

The number of people watching news spiked again in w/c 21st September which corresponded with another covid-19 briefing by the Prime Minister



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