

PSB Annual Research Report 2016

TV viewing annex

Published July 2016

Contents

- Background and notes
- The viewing context
- Hours of viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- Definitions

Background and notes

- This document reports, industry recognised, television viewing figures provided by BARB (Broadcasters' Audience Research Board) which consists of a panel of 5,100 television homes. Analysis is based on consolidated data of viewing to broadcast television on television sets within a seven day window of original broadcast.
- In 2010, a new BARB panel was introduced – as a result data pre and post 2010 are based on different viewer panels. In addition, refined geographic boundaries were also introduced. Data comparisons pre and post 2010 should be considered with caution (denoted by dotted line on trend data charts).
- Changes made to the BARB reporting system in 2010 allow broadcasters to retrospectively amend the genre labelling of broadcasts they have aired. These changes will apply to all historic data for respective programmes. The analysis within this report is based on a snapshot of data at a given point in time, therefore any subsequent genre labelling amendments will not be accounted for here. The analysis reported here is based on data generated in April/May 2016.
- The majority of the genre analysis focuses on total annual viewing hours, which shows the total annual hours of viewing by an average individual (aged 4+) to a given programme genre. Unless indicated, figures show averages for all viewers aged 4+.
- Genre groups used across the viewing analysis are based on Ofcom definitions, which are based on using existing BARB genre groups, or in most cases, combining a number of sub-genres (see *Definitions*). These definitions may vary from genre groups used in previously presented data – due to this and the ability for broadcasters to amend programme classifications, comparisons between reports are not recommended.
- Due to the use of large datasets, there may be some minor data discrepancies as a result of rounding.
- All analysis is based on viewing across the whole day.

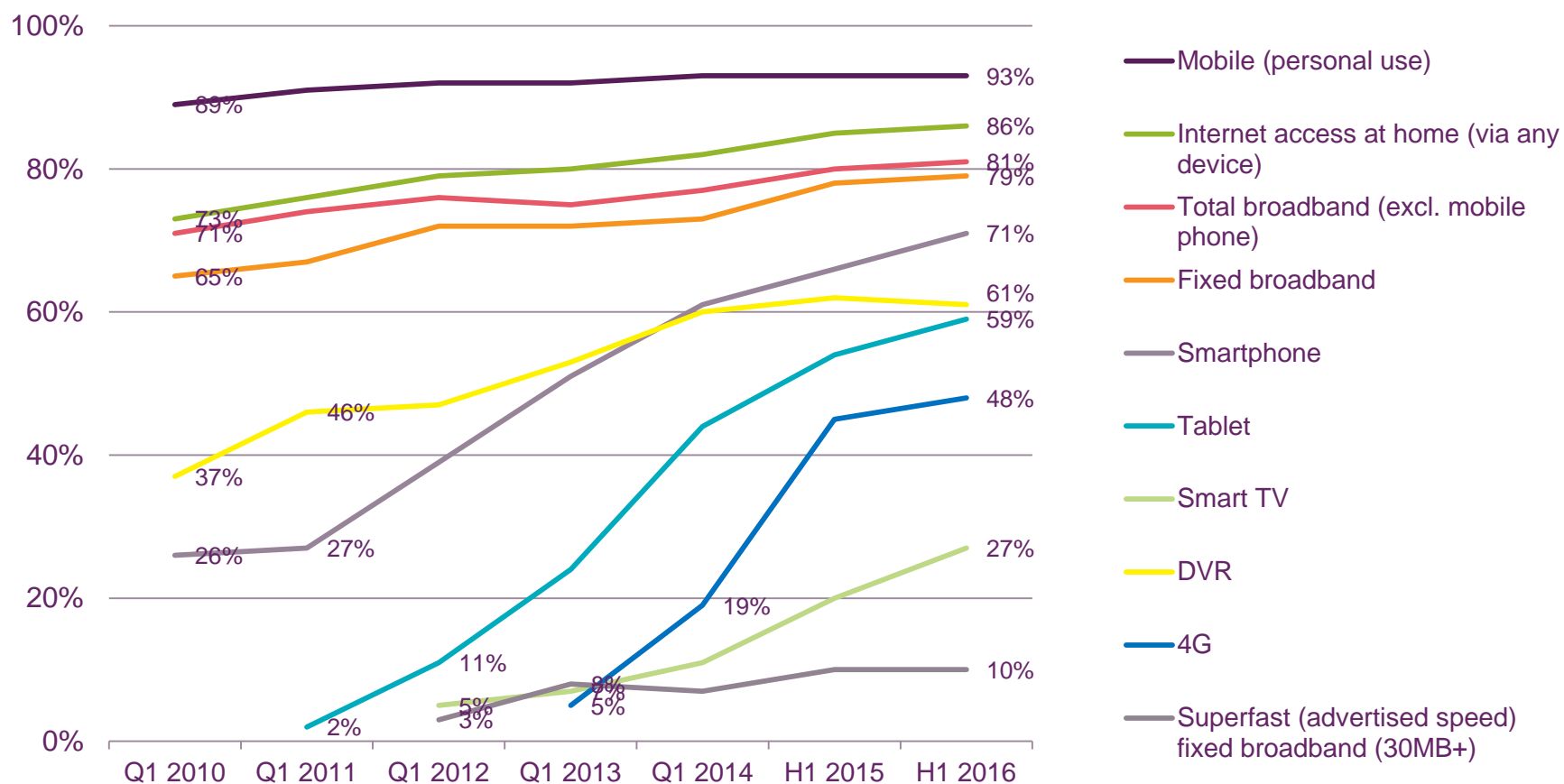
Contents

- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

The viewing context

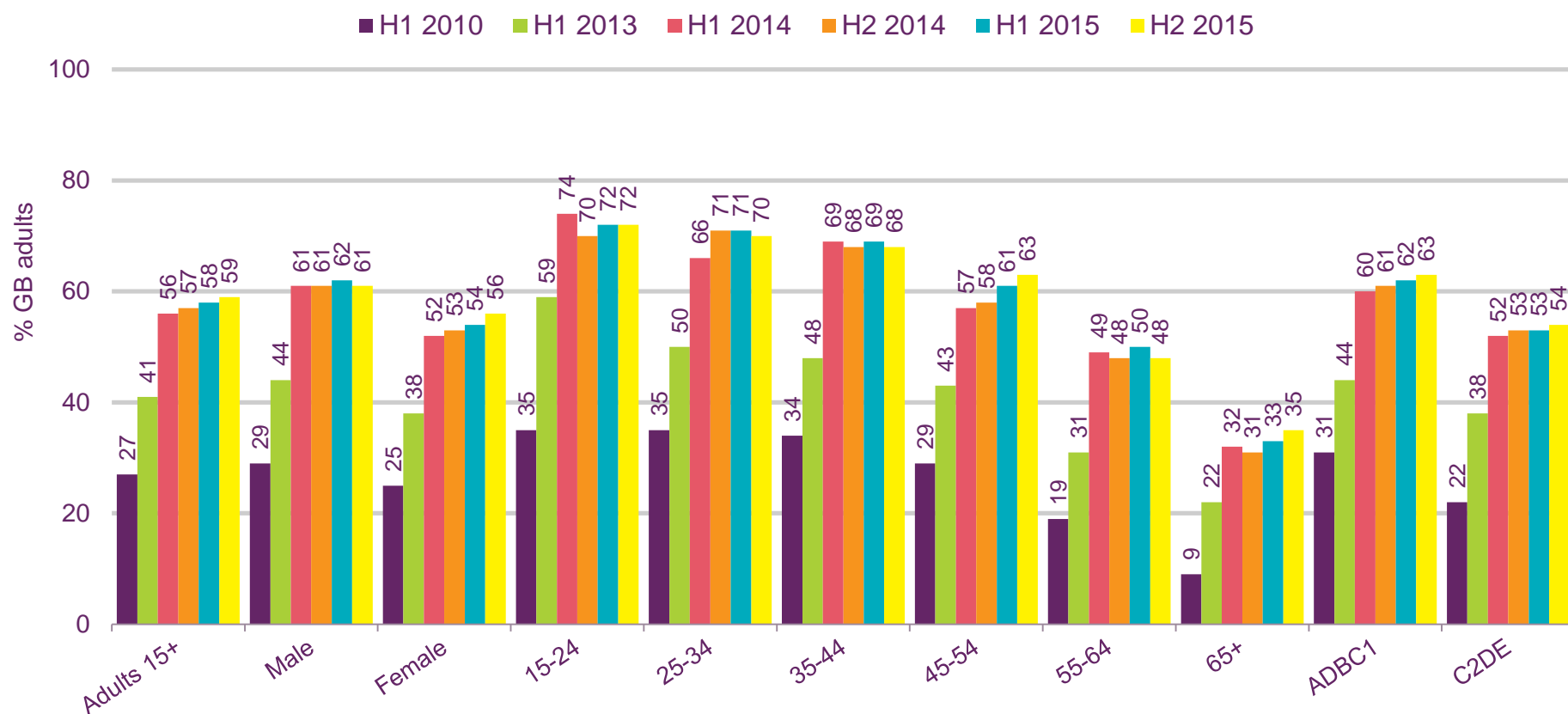
- There have been many developments and innovation in technology and AV in the last five years with take-up of devices and services growing substantially. In 2016, 86% of adults had internet access at home, 71% owned a smartphone and 48% had 4G. Tablet ownership rocketed from a minority of adults owning one in 2011 (2% of adults) to 6 in 10 adults in 2016. While take-up of smart TVs grew from 5% to 27% of adults having one in their home.
- At the same time, the proportion of GB adults who claim to have watched a VOD service increased two-fold since 2010 to 59% in 2015, although reach has slowed since 2014. The largest proportion of VOD users are under 35 years old although there is also high usage among 35-44s. VOD use has also grown remarkably among the oldest 65+ age group from 9% claiming to use VOD services in 2010 to 35% in 2016.
- As there is no industry agreed measure of total audio-visual (AV) viewing across all screens, we draw on our own consumer research to understand consumer behaviour. Our Digital Day 2016 study showed there were stark variations by age group. On-demand (free and paid) made up a third of viewing time among 16-24s while live broadcast TV accounted for 38%, a drop of 14ppt compared to 2014.
- Other sources use different methodologies to estimate total AV consumption. 3 Reasons estimates provide trend data across five years and it shows that live viewing fell from 92% of all long-form, legal viewing in 2010 to 83% in 2016. At the same time the proportion of time spent viewing to recorded and VOD increased but while viewing to recorded has been flat in the last three years, viewing to VOD content has continued to grow to 7% of total viewing time.
- All of these developments provide a backdrop to the industry standard measure of viewing which makes up the rest of this Annex, using data from BARB.

Take-up of VoD related devices and technologies



Source: Ofcom Technology Tracker; Base: UK adults 16+

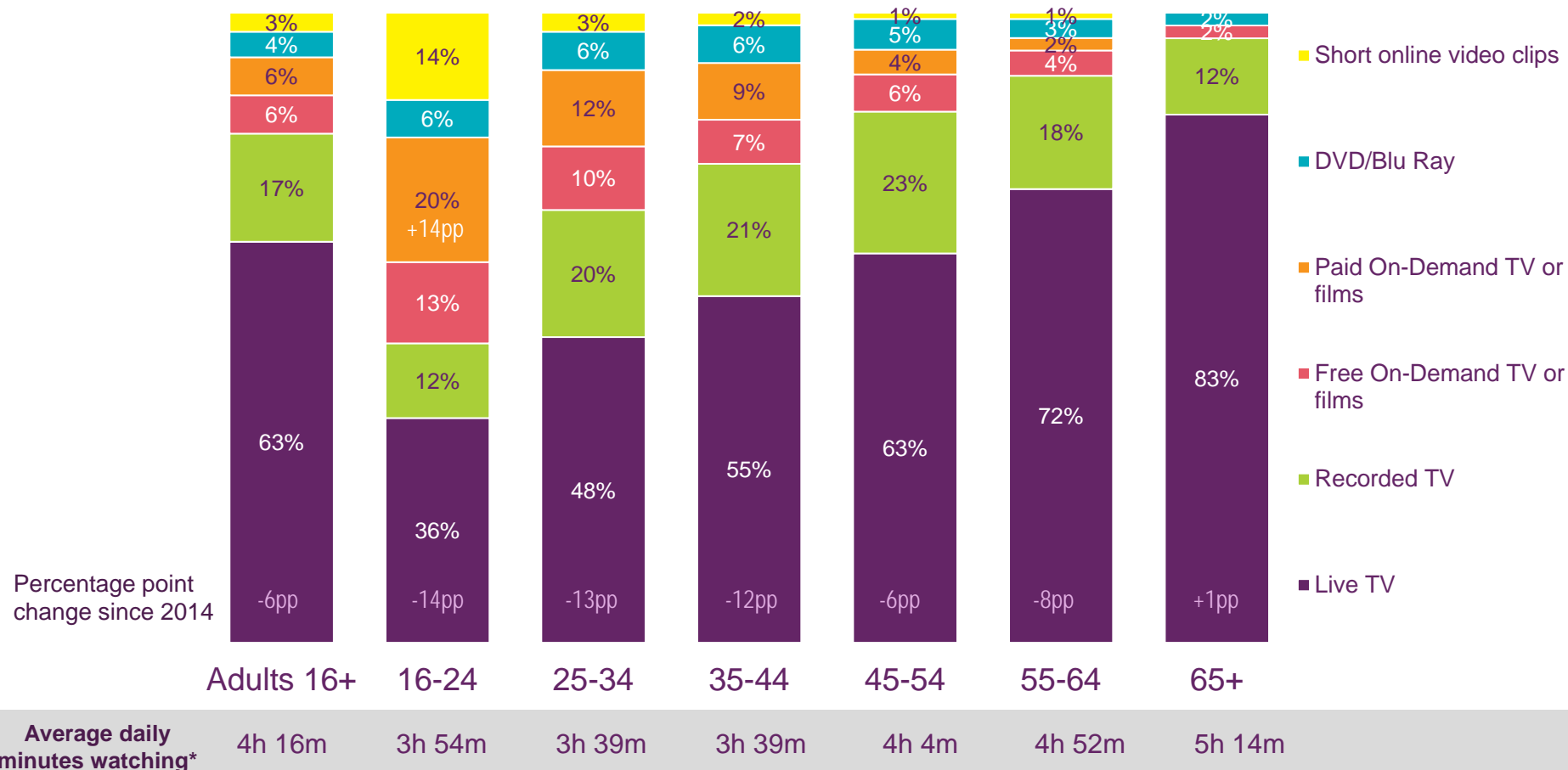
Reach of VoD services in the past 12 months



Source: Kantar Media TGI

Base: GB adults aged 15+, H1 2010 n=12226, H1 2013 n=11853, H1 2014 n=11657, H2 2014 n=12849, H1 2015 n=11972, H2 2015 n=12310

Proportion of time spent watching attributed to activities, by age group. Among adults who watched anything during their diary week

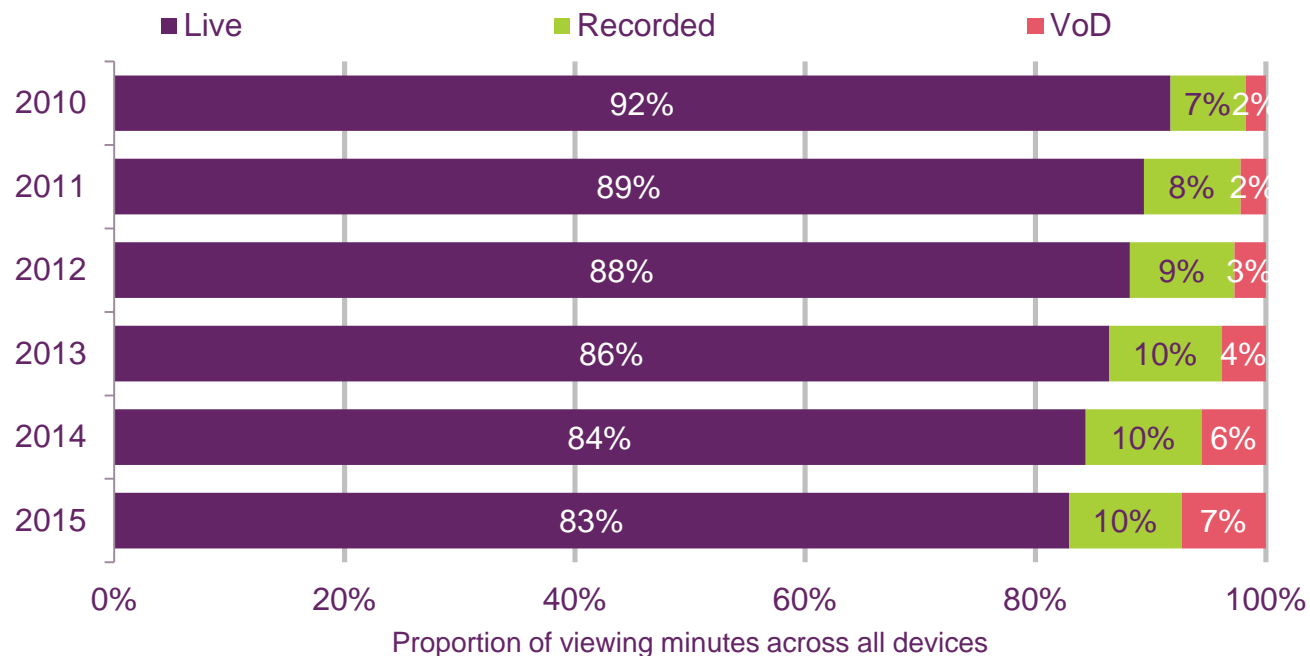


Source: Ofcom Digital Day 2016.

*The average daily minutes figure is among those who did any watching activity across their diary week and also includes simultaneous activity.

Base: Adults aged 16+ (1512) 16-24s (129) 25-34s (189) 34-44s (282) 45-54s (299) 55-64s (259) 65+s (354)

Live, recorded and on-demand estimated viewing across all devices



Source: 3 Reasons estimates (including BARB data).

Base: All devices, long-form professional AV content, Live includes simulcast. Excludes physical consumption (e.g. DVDs), and short-form.

Contents

- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

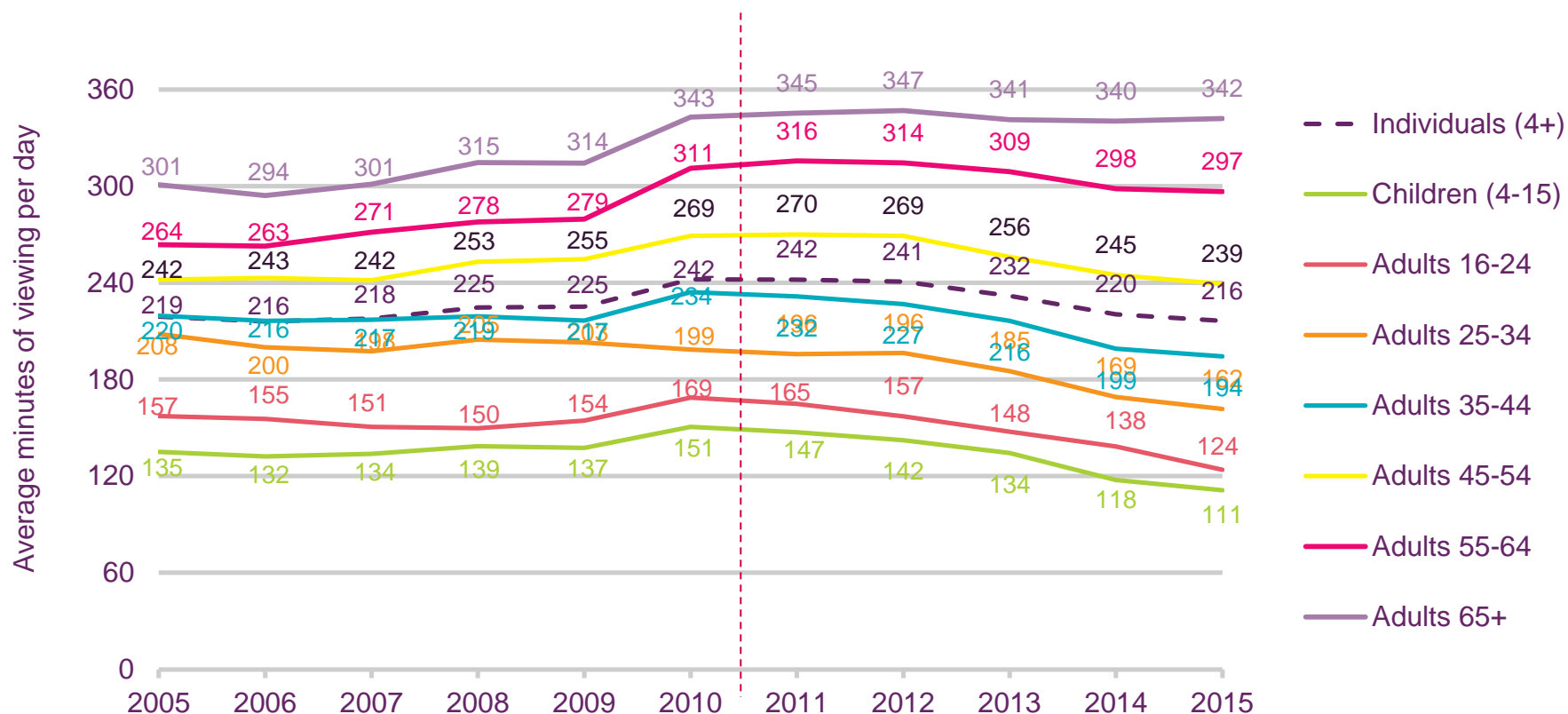
Summary: time spent viewing

- In 2015, individuals (aged 4) spent 3 hours and 36 minutes a day watching broadcast TV on TV sets, the third consecutive year of decline since 2012 although the pace of decline slowed. While the year-on-year decline was less marked for all age groups under 55 years, the speed of decline accelerated among 16-24s.
- In the context of a rapidly changing viewing landscape, a growing divide between younger and older viewers is apparent. Compared to five years ago there were above average falls in daily TV viewing among age groups under the age of 45. It fell by between 26-27% among children and 16-24 year olds respectively, in counterpoint to the 5% reduction in viewing time among 55-64 year olds and the largely unchanged viewing for the oldest 65+ age group. Across the decade, declines have been driven by under 35s while viewing increased among over 55s.
- The average time spent by individuals watching PSB channels (all BBC channels, ITV, Channel 4 and Channel 5) was 2 hours a day in 2015, with viewing continuing to decline from 2.5 hours/day in 2010. Viewing fell among all age groups particularly among children (by 36%), 16-24s and 25-34s (around 30% each). Decreases in daily viewing were even more pronounced across the decade as DSO and technological innovation have taken place. The 25% decline among individuals compared to 45% among 25-34s and 41% and 42% among children and 16-24's while it fell least among 55-64s (18%) and 65+s (16%).

Figure 1



Average minutes of daily viewing by age group – Total TV, 2005-2015

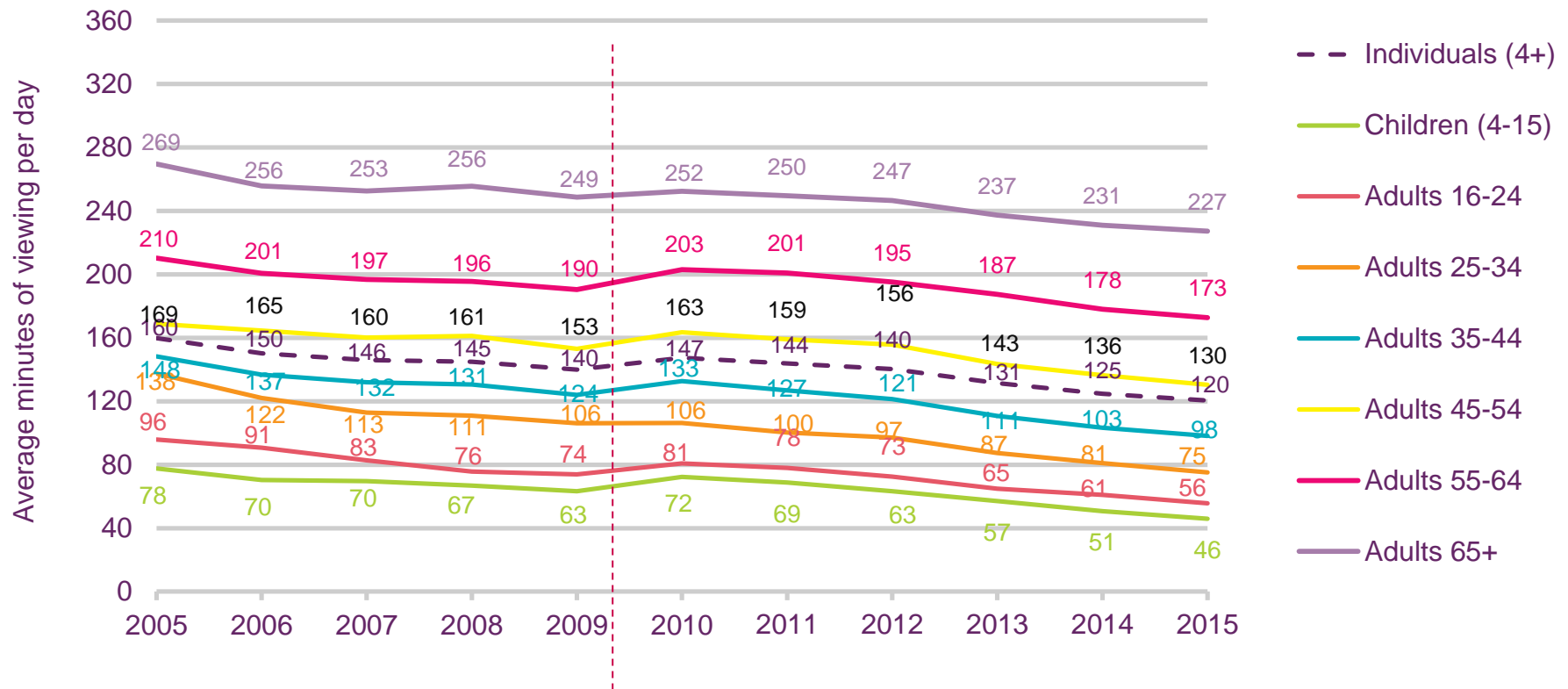


Source: BARB. All Individuals (4+), Network. A new BARB panel was introduced in 2010 therefore pre and post panel change must be treated with some caution.

Figure 2



Average minutes of daily viewing by age group – PSB channels, 2005-2015



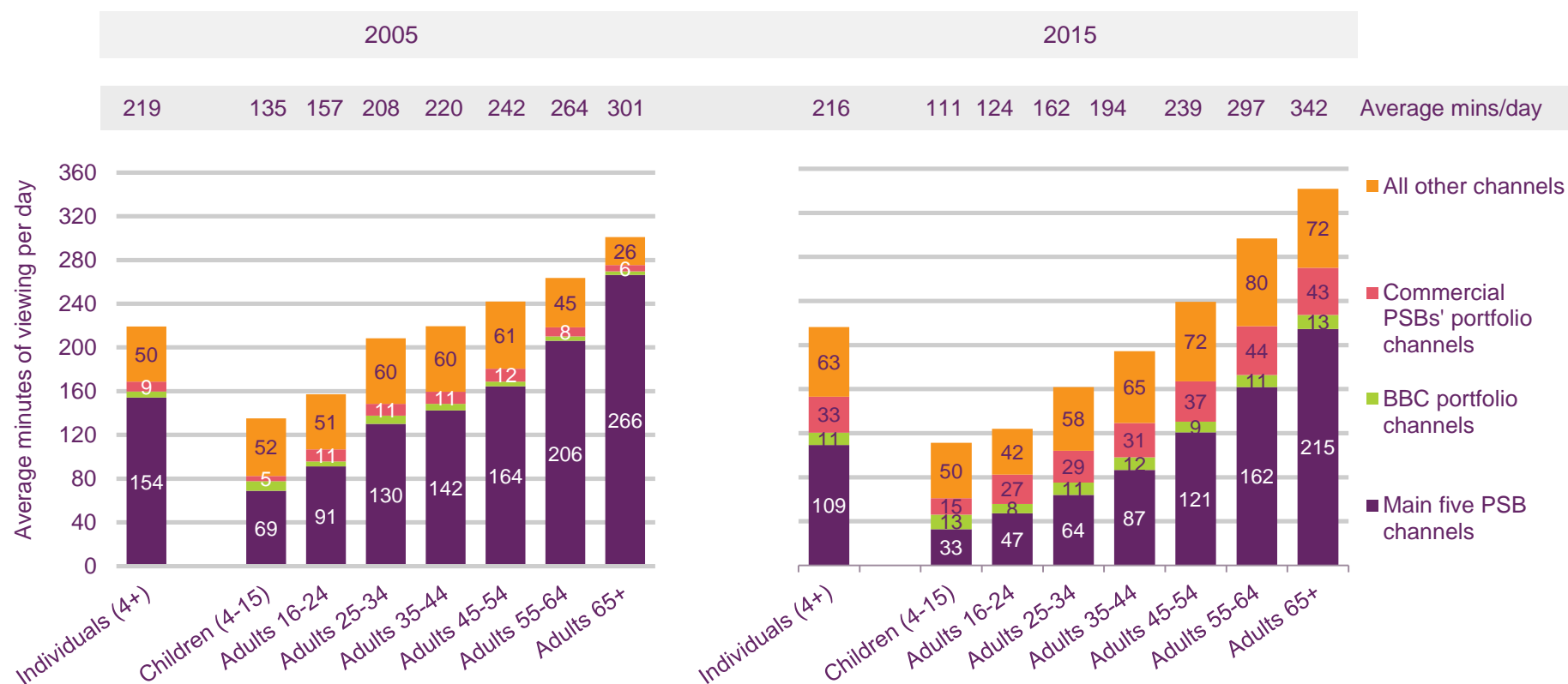
Source: BARB. All Individuals (4+), Network.

PSB channels = Main five PSB channels (inc S4C to 2009) + BBC portfolio channels.

Figure 3



Average minutes of daily viewing by channel group – Total TV, 2005 and 2015



Source: BARB, Network.

S4C included in main five PSB channels in 2005. Men & Motors and Plus included in commercial PSBs' portfolio channels in 2005.

Contents

- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

Summary: Channel reach

- The average weekly reach of total TV fell year-on-year between 2014 and 2015 across all age groups, from a peak, among most age groups, in 2011. Average weekly reach among younger viewers in 2015 were at the lowest point across the analysis period. In comparison, reach figures among viewers aged 55 or over were about the same as in 2010 and marginally higher than a decade ago in 2005 (Figure 4). This has kept the all individuals average weekly reach relatively stable across the long term. Despite the falls, weekly reach remains high among all age groups in 2015.
- The average weekly reach of each of the main PSB channels continued to fall between 2014 and 2015. While BBC One and ITV remain the most popular channels, the gap between their respective reach figures widened in 2015. BBC Two and Channel 4 attracted broadly similar levels of viewers, while Channel 5 reached just over a third of television audiences in 2015. The combined reach of the main five PSB channels was 84.0% in 2015 - the combined reach of all PSB channels (including the BBC portfolio channels) stood 2.6 points higher, at 86.4%.(Figure 5).
- While the reach of each of the PSB families among all individuals has fallen between 2005 and 2015, the decline has been less pronounced than that for the individual main five PSB channels, highlighting the impact of increased viewing to the PSB portfolio channels (Figure 6).
- Reach to the PSB family channels is lower among lighter 16-34 year old viewers than all individuals, or 35+s. Over time, the decline in the proportion of the 16-34 TV population tuning into to the PSB families has been more notable than among the 35+ population. However, for both younger and older age groups, ITV and Channel 4's family groups have declined most across the long-term (Figures 7 & 8).

Figure 4



Average weekly reach of Total TV – by age group, 2005-2015

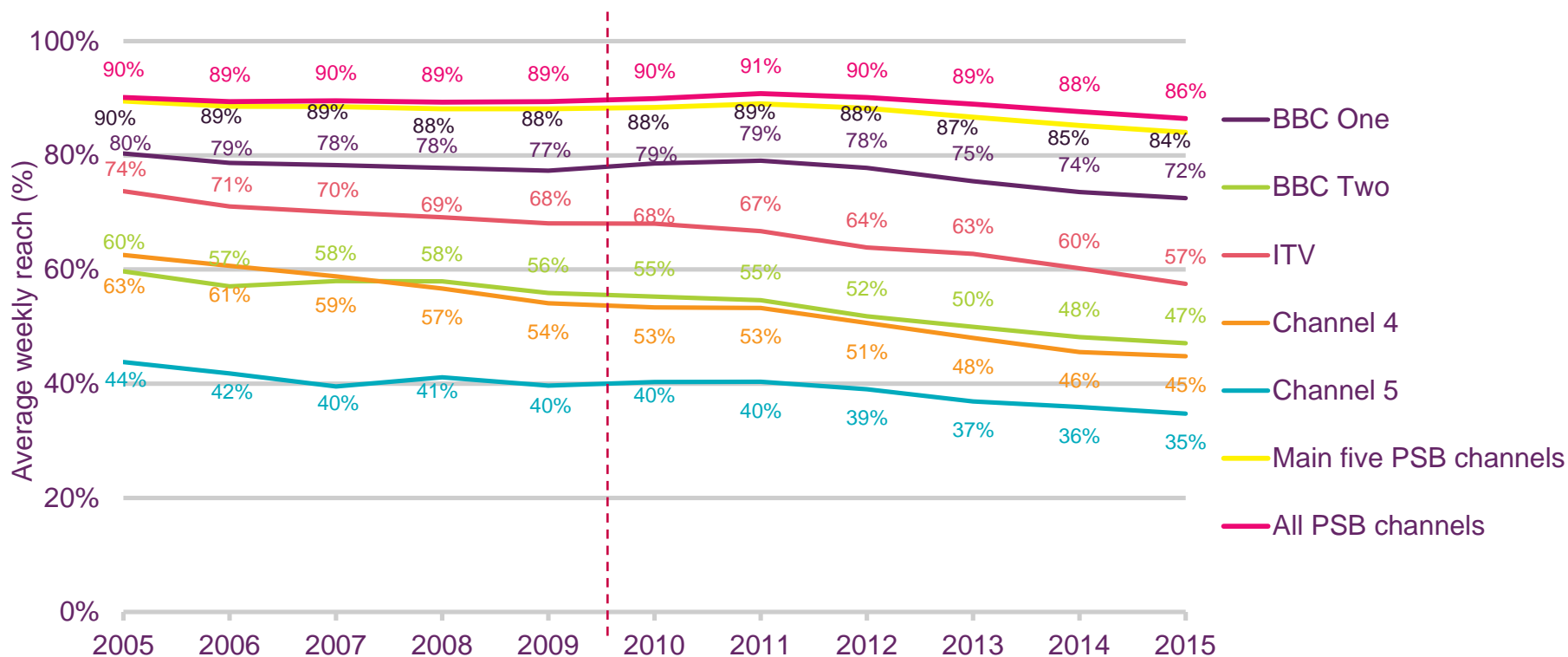
	Individuals 4+	Children (4-15)	Adults 16- 24	Adults 25- 34	Adults 35- 44	Adults 45- 54	Adults 55- 64	Adults 65+
2005	93%	90%	84%	92%	94%	95%	96%	96%
2006	92%	89%	83%	92%	94%	94%	95%	96%
2007	93%	91%	83%	92%	94%	95%	96%	96%
2008	92%	90%	82%	91%	94%	95%	96%	96%
2009	93%	91%	83%	92%	94%	96%	96%	96%
2010	93%	90%	85%	91%	95%	96%	96%	97%
2011	94%	92%	87%	93%	95%	96%	97%	97%
2012	94%	92%	86%	93%	95%	96%	97%	97%
2013	93%	91%	85%	92%	94%	96%	97%	97%
2014	92%	88%	83%	90%	94%	95%	96%	97%
2015	92%	87%	82%	89%	93%	95%	96%	97%

Source: BARB, Network. Reach criteria: 15 consecutive minutes, full weeks used.

Figure 5



Average weekly reach of the PSB channels – All Individuals, 2005-2015



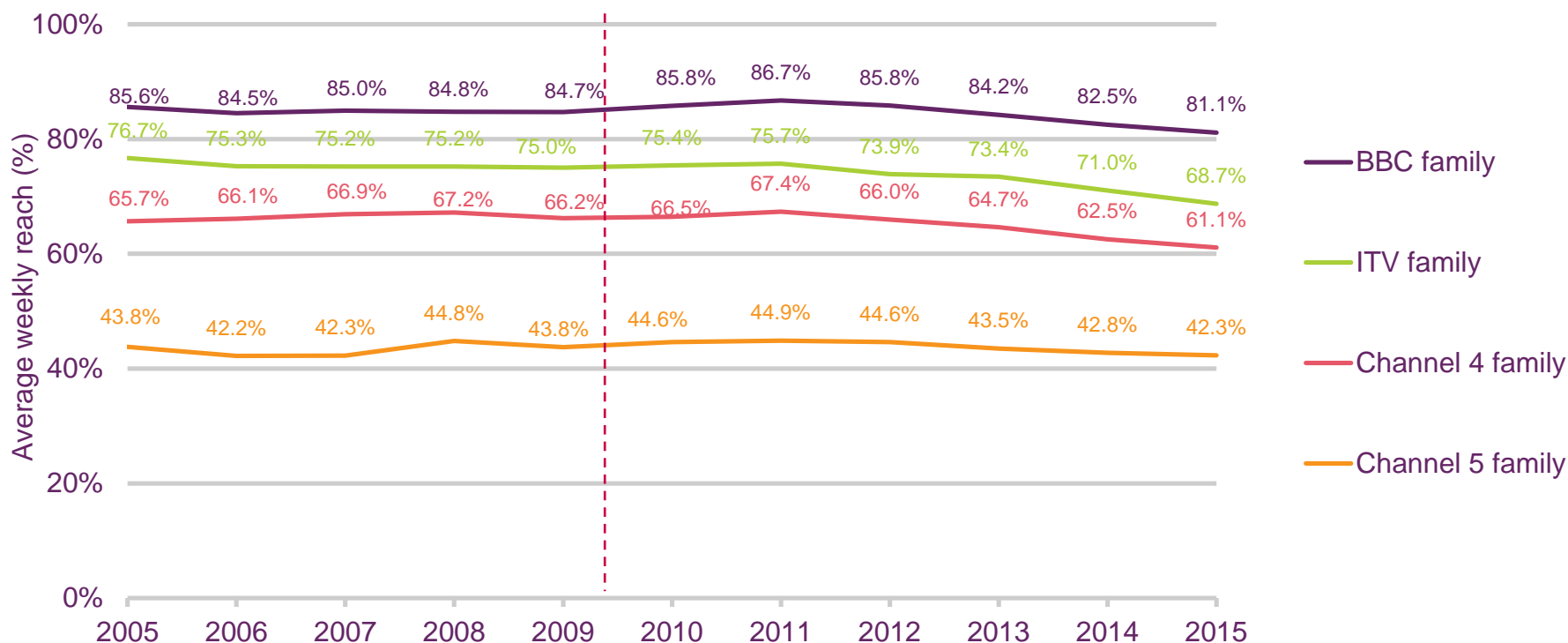
Source: BARB. All Individuals (4+), Network. Reach criteria: 15 consecutive minutes, full weeks used.

Channel 4 includes S4C up to 2009. S4C average weekly reach 2015 = 0.5%.

Figure 6



Average weekly reach of the PSB families – All Individuals, 2005-2015

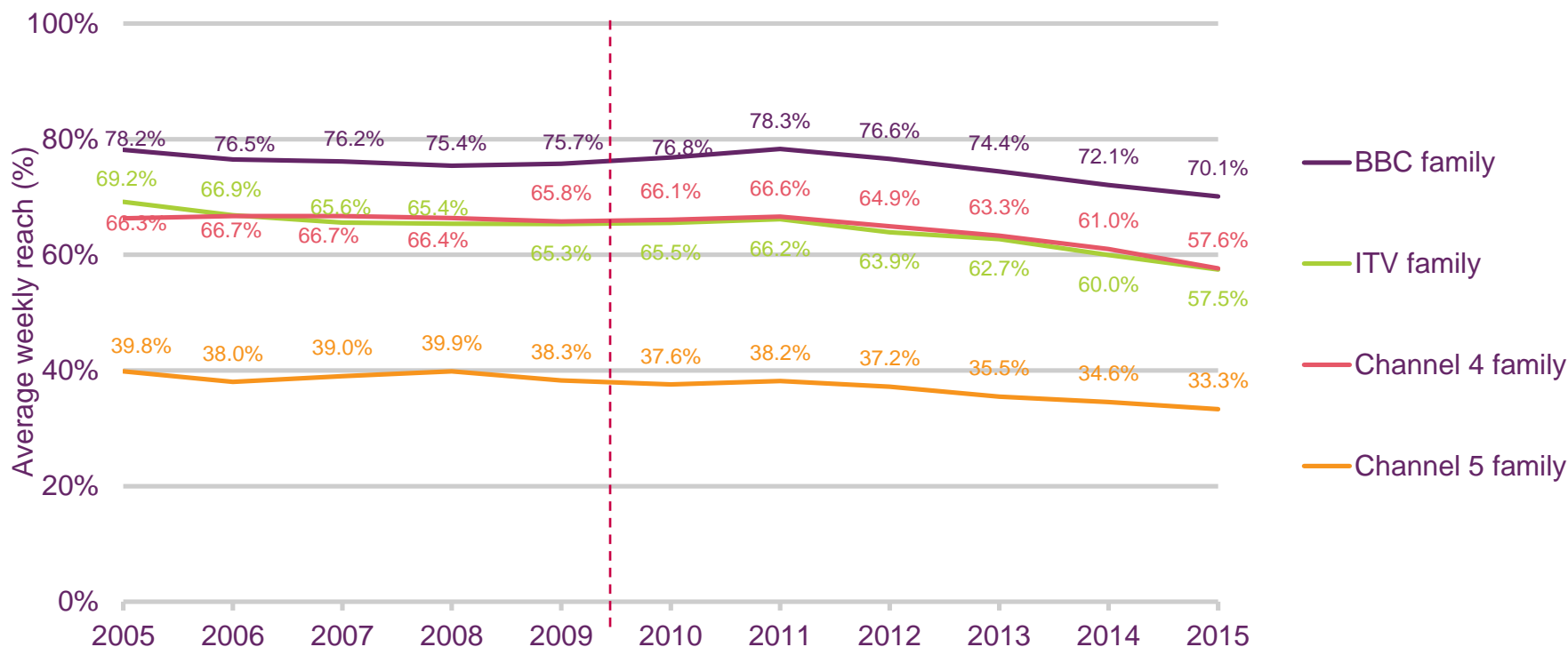


Source: BARB. All Individuals (4+), Network. Reach criteria: 15 consecutive minutes, full weeks used.
S4C is included in the Channel 4 family up to 2009.

Figure 7



Average weekly reach of the PSB families – Adults 16-34, 2005-2015

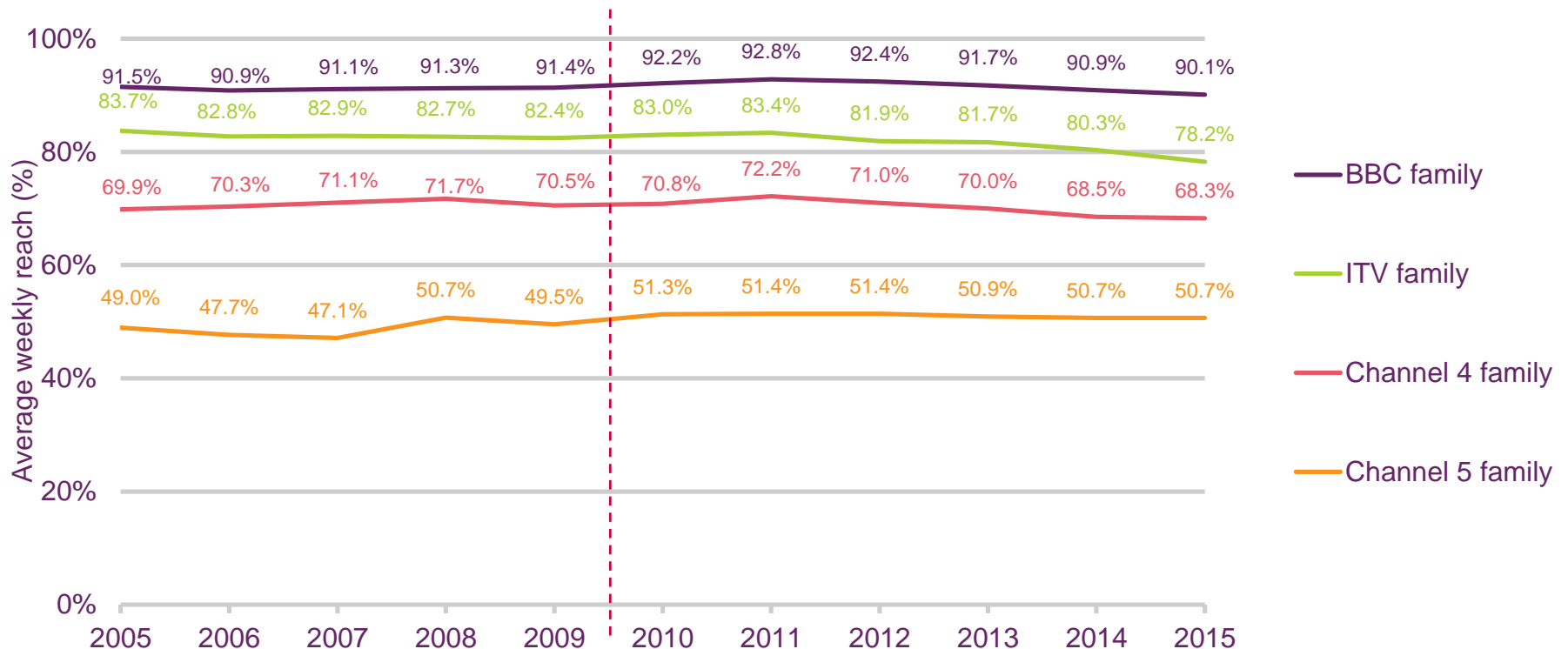


Source: BARB. Adults 16-34, Network. Reach criteria: 15 consecutive minutes, full weeks used.
S4C is included in the Channel 4 family up to 2009.

Figure 8



Average weekly reach of the PSB families – Adults 35+, 2005-2015



Source: BARB. Adults 35+, Network. Reach criteria: 15 consecutive minutes, full weeks used.
S4C is included in the Channel 4 family up to 2009.

Contents

- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

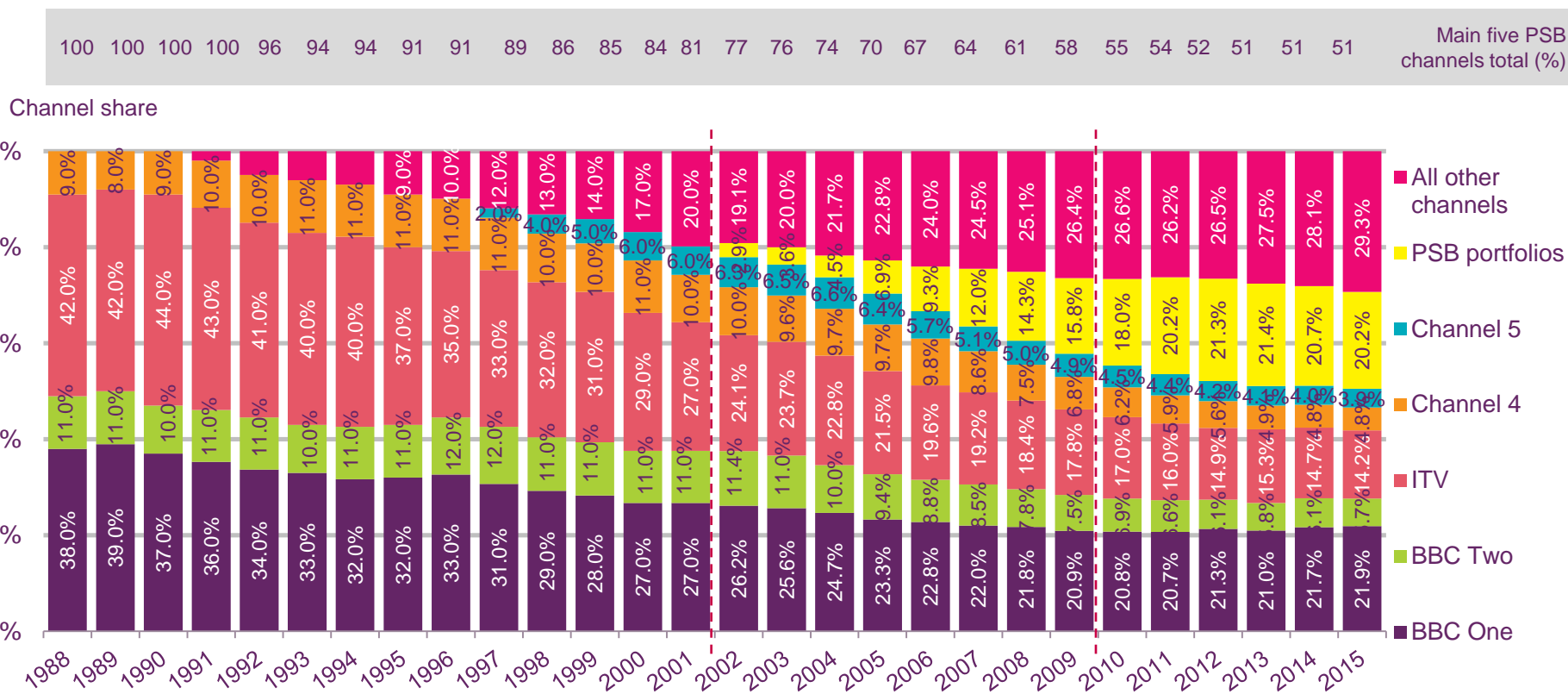
Summary: Channel shares

- Across the decade, the share of the main five PSB channels fell as viewing to the PSB portfolio channels and all other channels increased. The combined share of the main five PSB channels declined from 70.4% in 2005 to 50.5% in 2015, while the increase in popularity of the PSB portfolio channels helped the PSB broadcasters maintain a relatively stable share of total viewing (70.7% in 2015) (Figure 9). The share of the main five PSB channels has held steady in the last three years.
- A similar trend is seen among all age groups but while the main five PSB channels are more popular among viewers aged 55 or over, the portfolio channels and all other channels are more popular among children and 16-44 year olds (Figure 10).
- ITV has seen a marked decline in its share between 2005-2015 but its portfolio channels account for the largest proportion of viewing of all the PSB portfolio groups. Channel 4's portfolio channels, combined, continue to account for a larger share of viewing than the main channel (Figure 11).
- Among 16-34 year olds, the main five PSB channels accounted for 39.0% of viewing in 2015, compared with 60.7% in 2005. Channel 4's portfolio channels were the most popular among this group, representing a combined share of 10.0% in 2015. Among viewers aged 35 or over, the share of viewing accounted for by the main five PSB channels was 55.2% in 2015, down from 76.2% in 2005 (Figures 12 & 13).

Figure 9



PSB share of TV viewing, all individuals, by channel: 1988-2015



Source: BARB, TAM JICTAR and Ofcom estimates. All Individuals (4+)

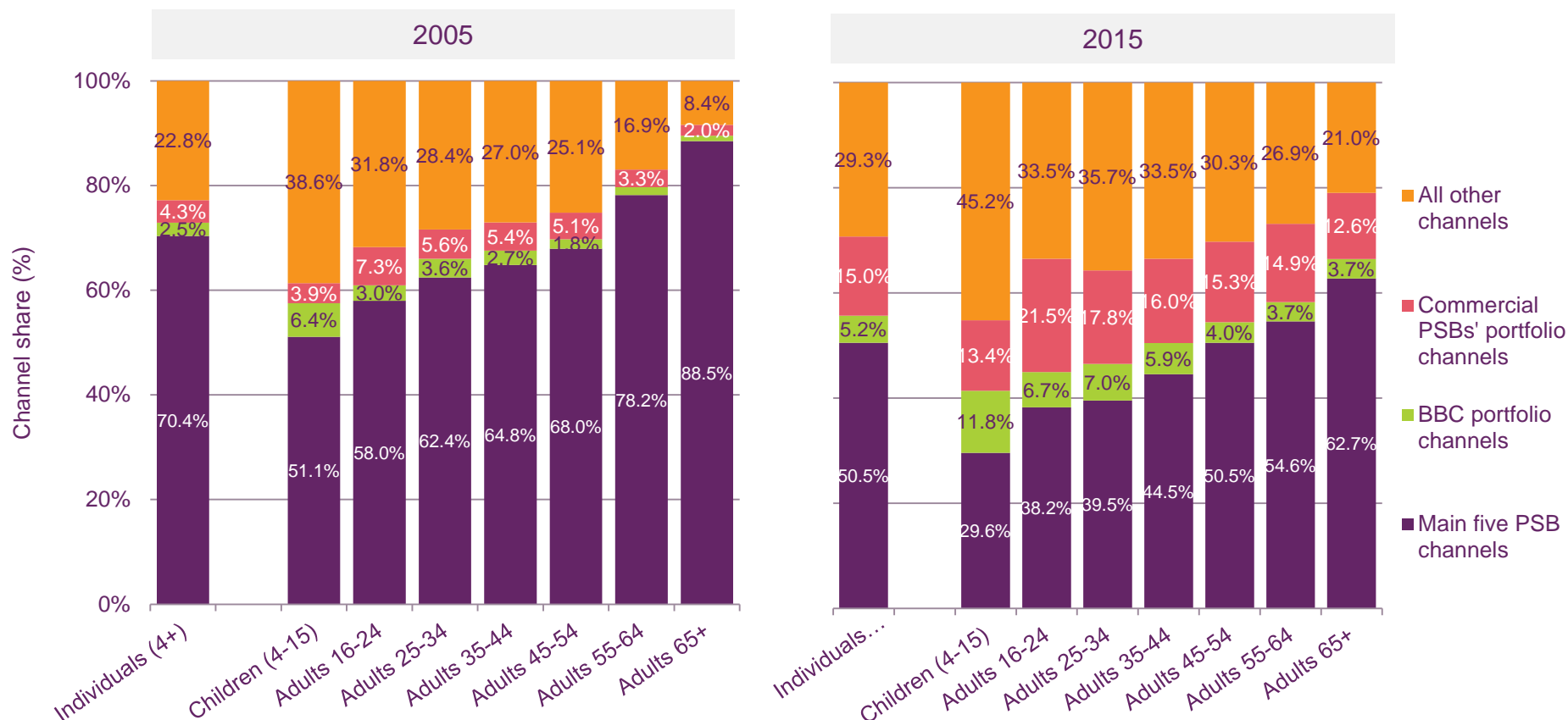
Notes: a new BARB panel was introduced in 2002 and 2010, as a result, pre- and post-panel change data must be compared with caution (see dotted line).

S4C is included in Channel 4 viewing up to 2009.

Figure 10



All day channel shares by channel group – 2005 and 2015



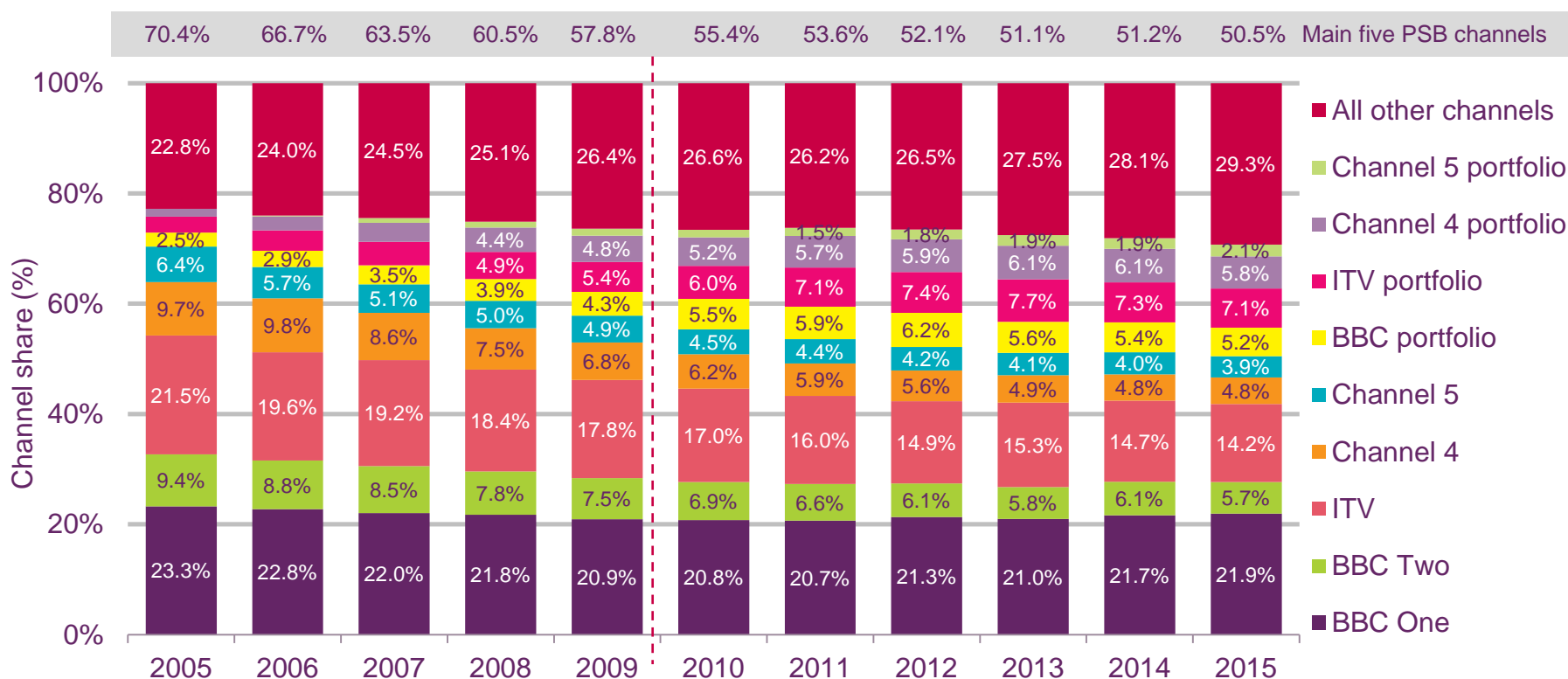
Source: BARB, Network.

S4C included in main five PSB channels in 2005. Men & Motors and Plus included in commercial PSBs' portfolio channels in 2005.

Figure 11



Channel shares for the main PSB channels and their portfolio channels – All Individuals, 2005-2015



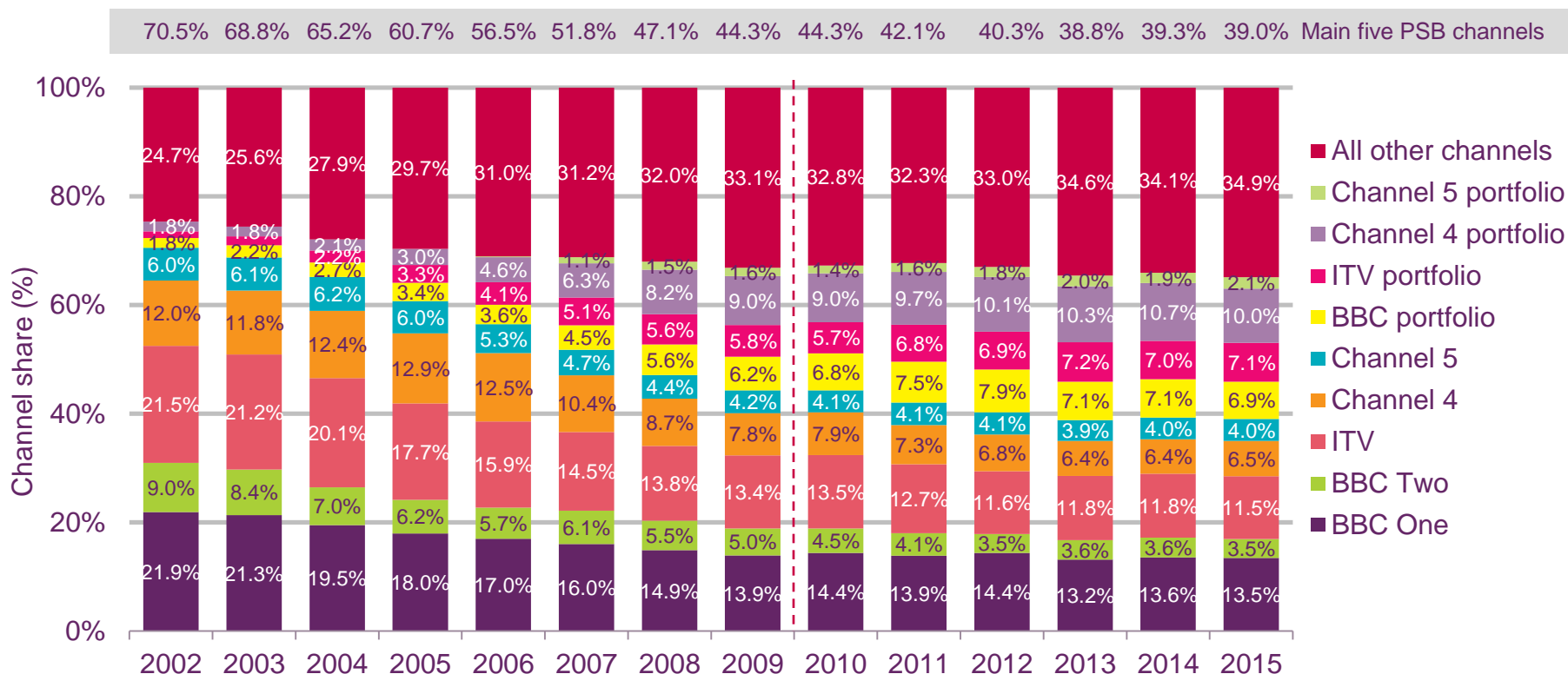
Source: BARB. All Individuals (4+), Network.

S4C included in Channel 4 up to 2009. 2015 channel shares: S4C = 0.1%.

Figure 12



Channel shares for the main PSB channels and their portfolio channels – Adults 16-34, 2005-2015



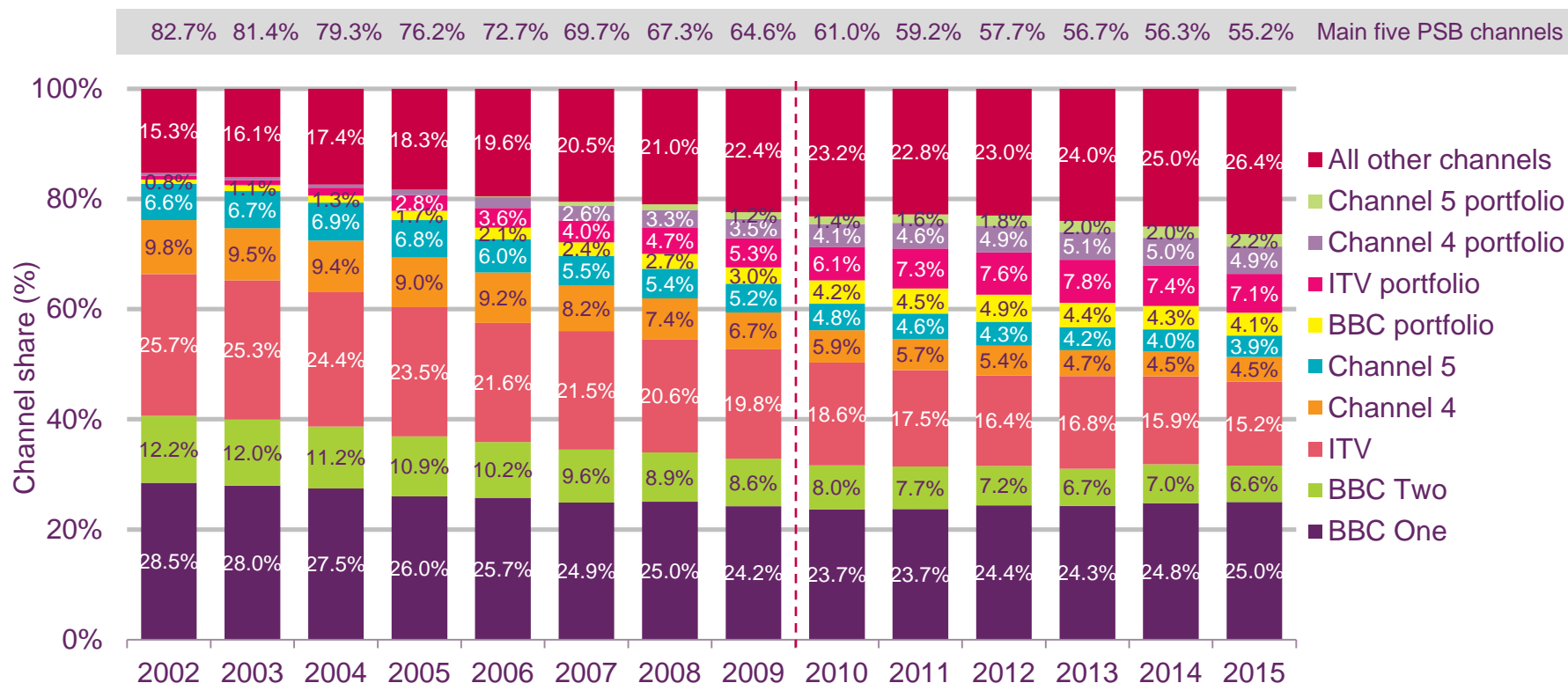
Source: BARB. Adults 16-34, Network.

S4C included in Channel 4 up to 2009. 2015 channel shares: S4C = 0.0%.

Figure 13



Channel shares for the main PSB channels and their portfolio channels – Adults 35+, 2005-2015



Source: BARB. Adults 35+, Network.

S4C included in Channel 4 up to 2009. 2015 channel shares: S4C = 0.1%.

Contents

- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

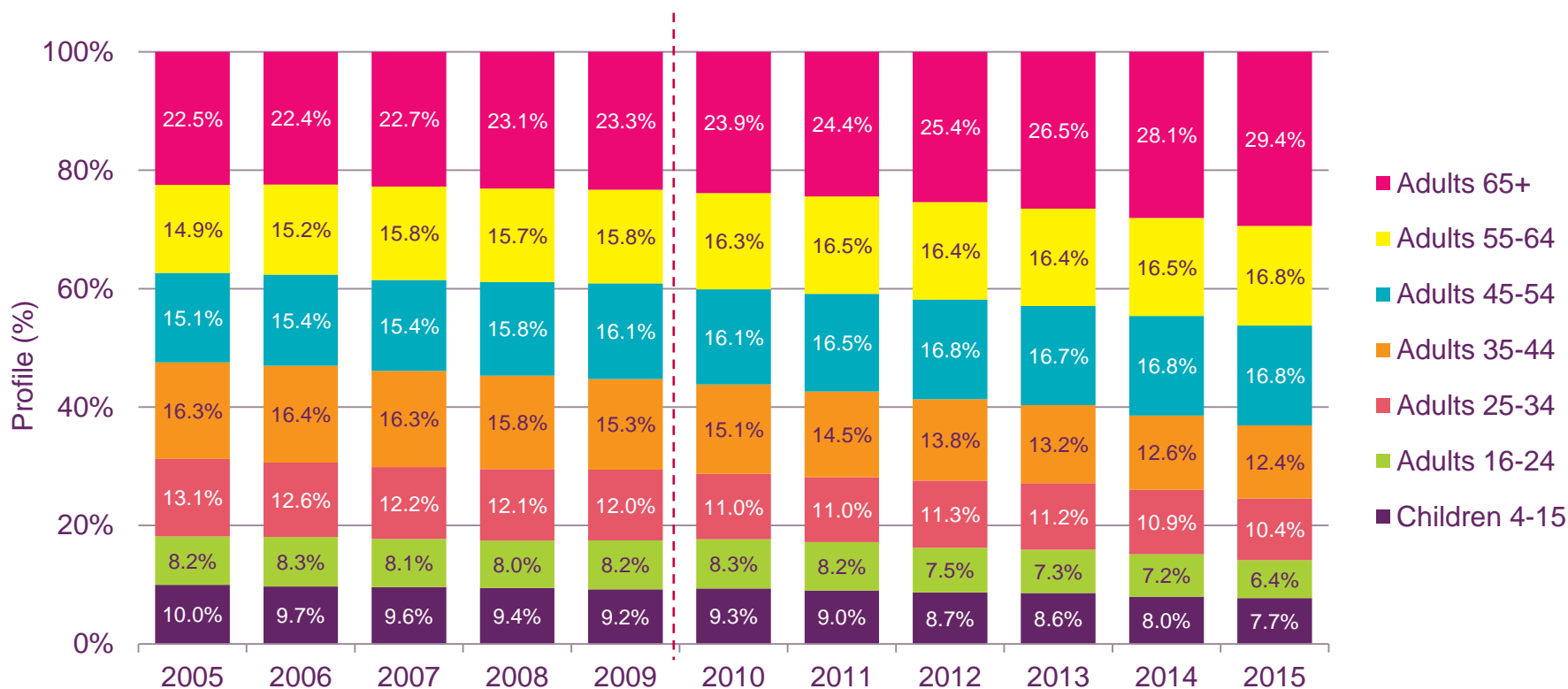
Summary: Age and socio-economic profile

- With falling weekly reach and time spent watching TV particularly among younger audiences, the age profile of broadcast television is getting older. The proportion of viewers aged 45 or over has grown across the analysis period as the proportion of children and viewers aged 16-44 has fallen. Similar trends are noted among the main five PSB channels and various portfolio channels (Figures 14-20).
- The main five PSB channels tend to attract an older audience when compared with total television audiences, the portfolio channel groups and all other channels. With the provision of two children's channels, the BBC portfolio channels drew a larger proportion of viewers aged 4-15 than the other channel groups. The age profile of viewers to the commercial PSBs' portfolio channels is similar to that of all other channels (Figure 15).
- Over the analysis period, there has been a gradual increase in the profile of AB television viewers and a decline in the proportion of DE viewers. (Figures 21-27).
- AB viewers represented 22.4% of viewers to the main five PSB channels in 2015, up from 16.5% in 2005 – over the same period the profile of DE viewers fell from 40.4% to 28.7%. BBC's portfolio channels represent a greater proportion of ABC1 viewers compared with total TV, the main five PSB channels and all other channel groups (Figure 22).

Figure 14



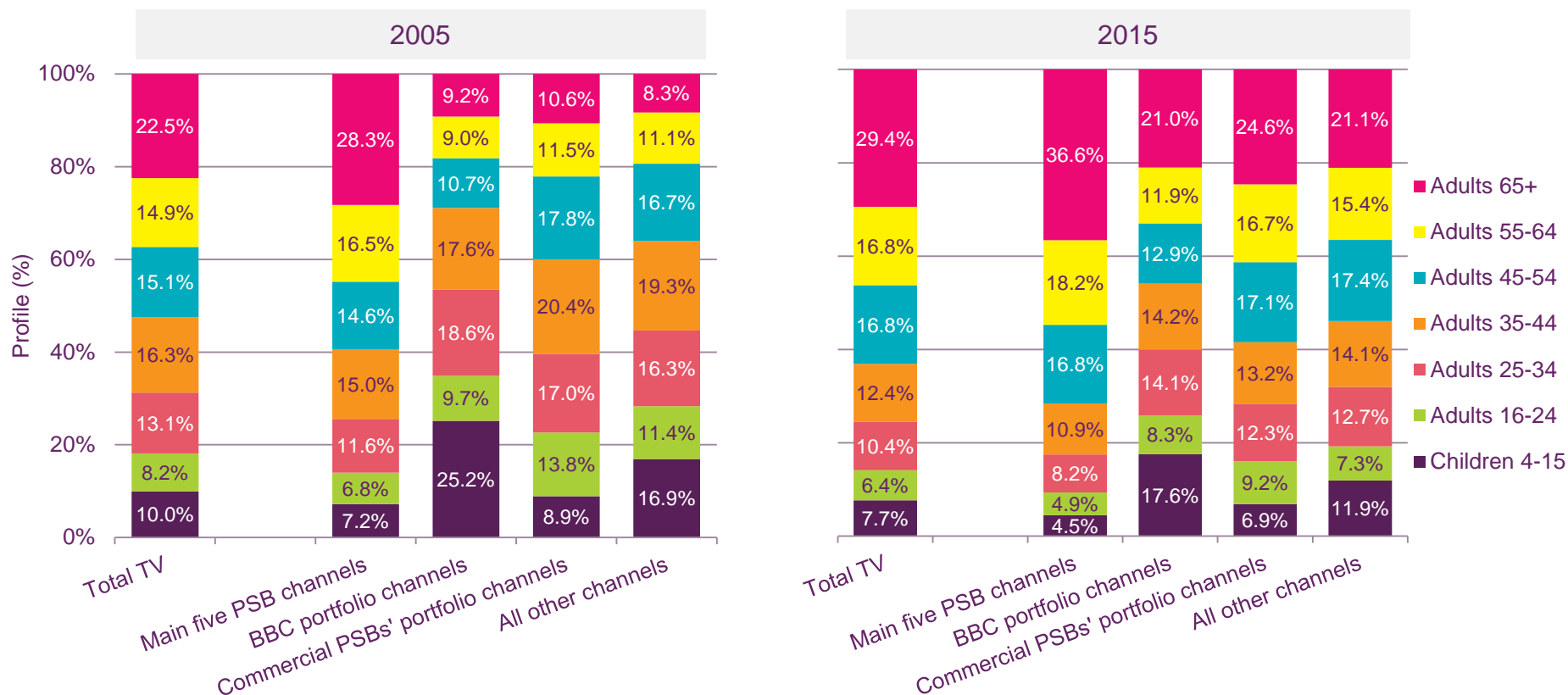
Age profile of viewers - Total TV, 2005-2015



Source: BARB. Based on Individuals 4+, Network.

Figure 15

Age profile of viewers - Total TV and channel groups, 2005 and 2015



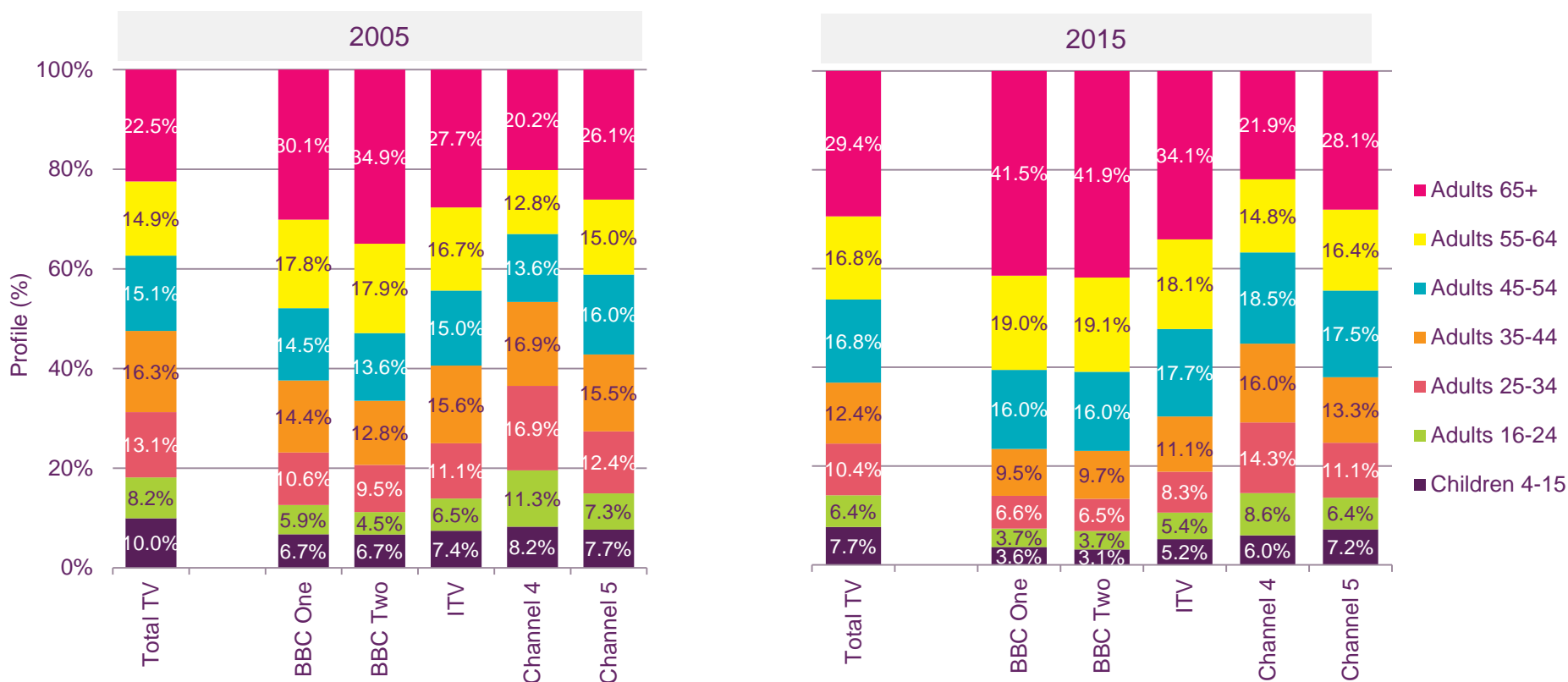
Source: BARB. Based on Individuals (4+), Network.

S4C included in main five PSB channels in 2005. Men & Motors and Plus included in commercial PSBs' portfolio channels in 2005.

Figure 16



Age profile of viewers – Total TV and main five PSB channels, 2005 and 2015

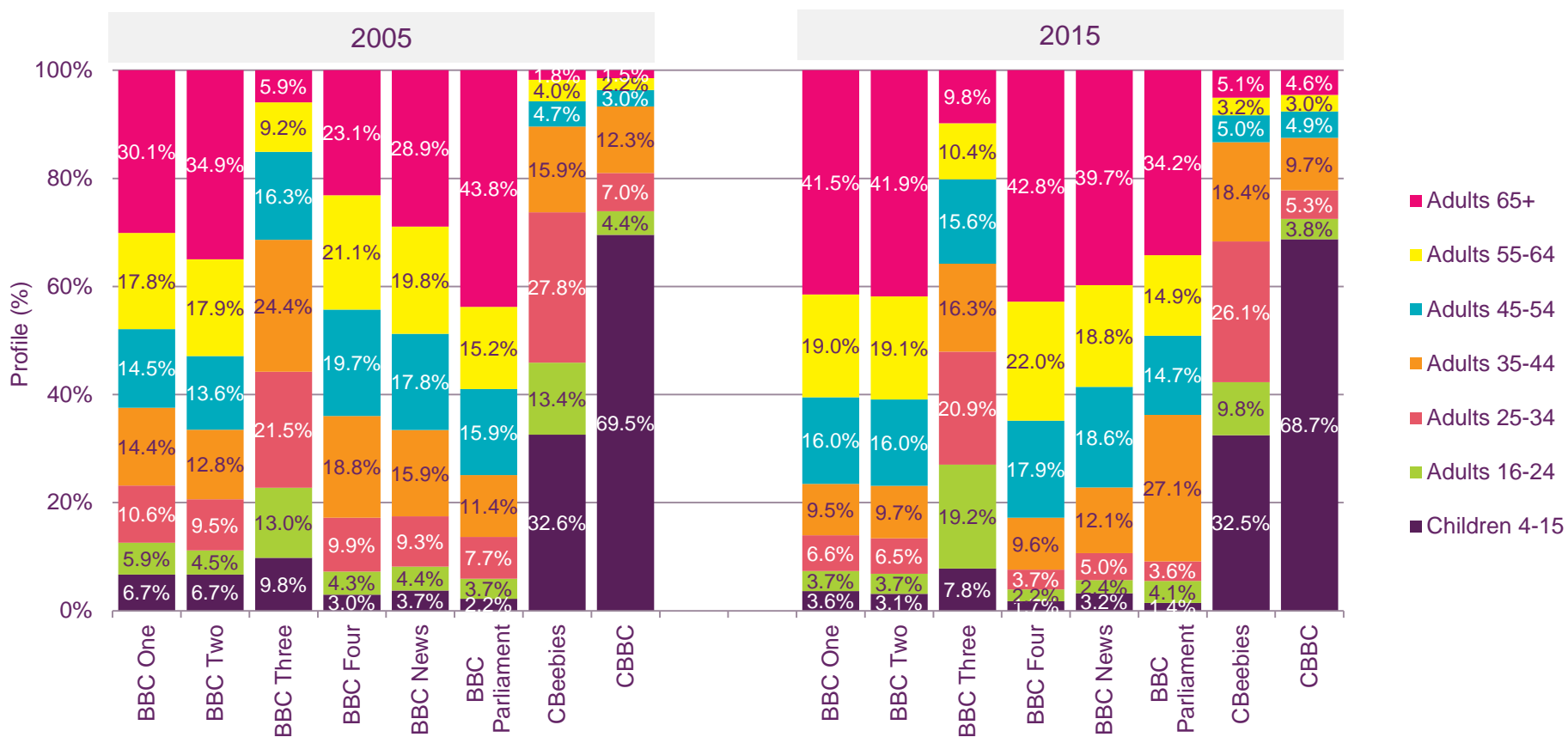


Source: BARB. Based on Individuals (4+), Network.
S4C included in main five PSB channels in 2005.

Figure 17



Age profile of viewers – BBC channels, 2005 and 2015

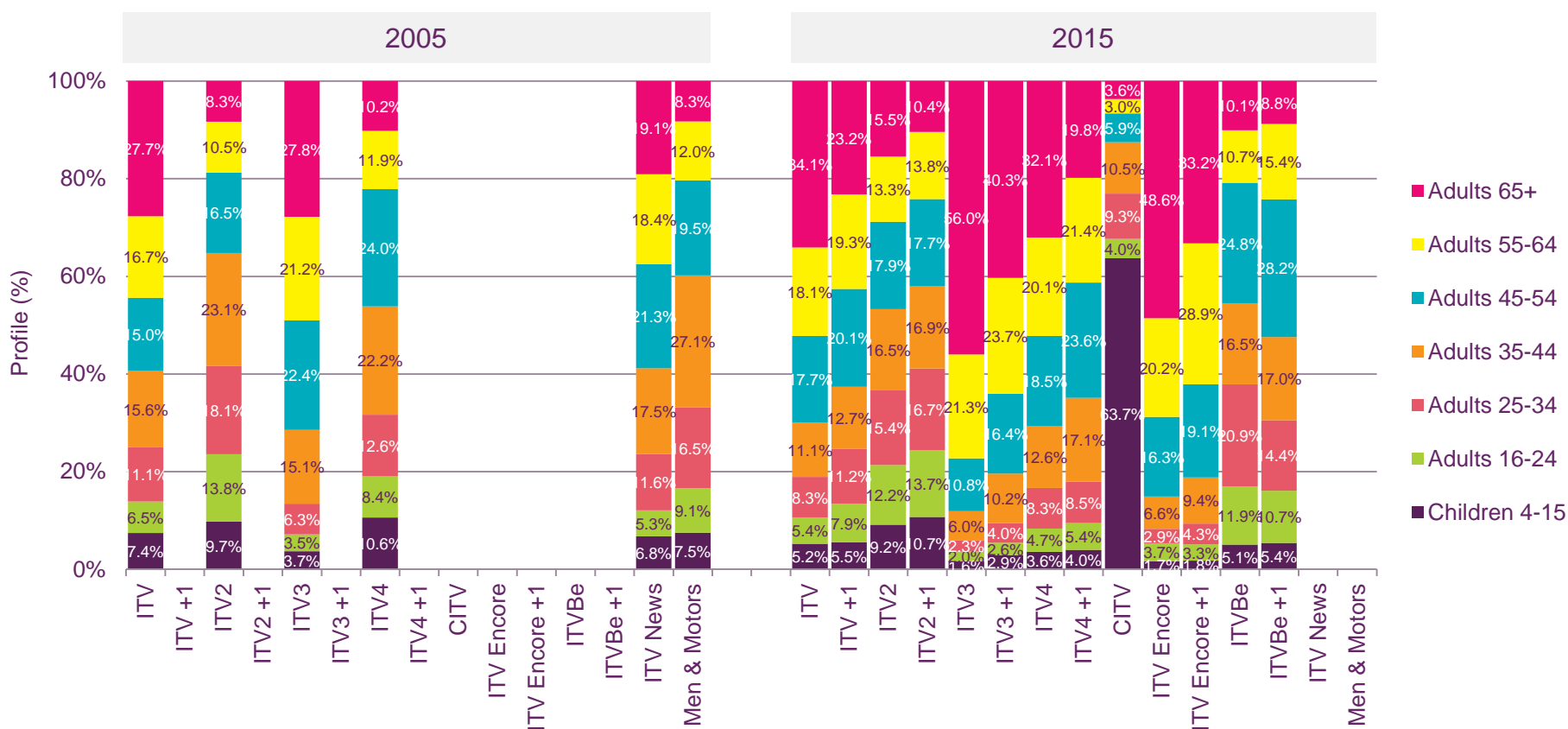


Source: BARB. Based on Individuals (4+), Network.

Figure 18



Age profile of viewers – ITV channels, 2005 and 2015

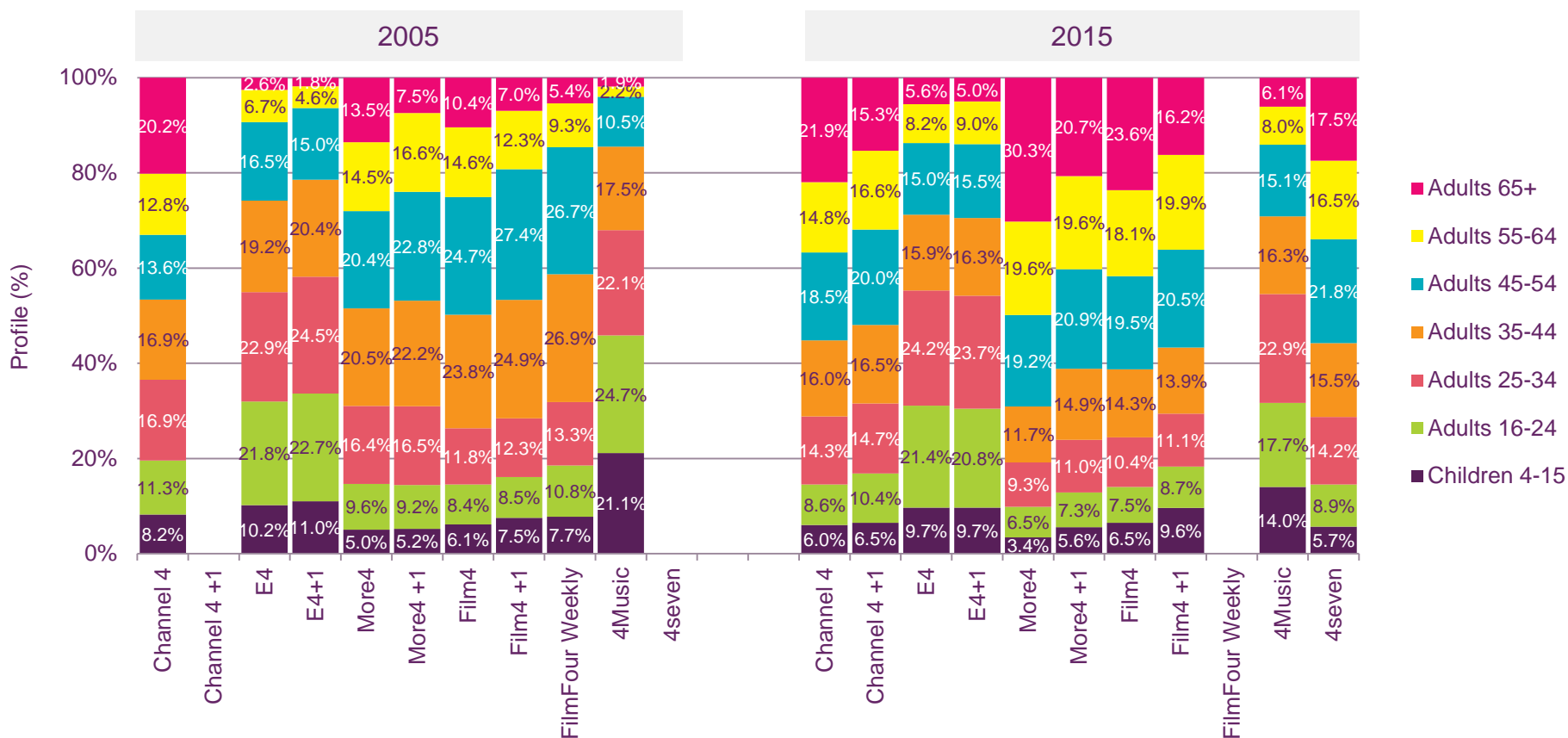


Source: BARB. Based on Individuals (4+), Network.

Figure 19



Age profile of viewers – Channel 4 channels, 2005 and 2015

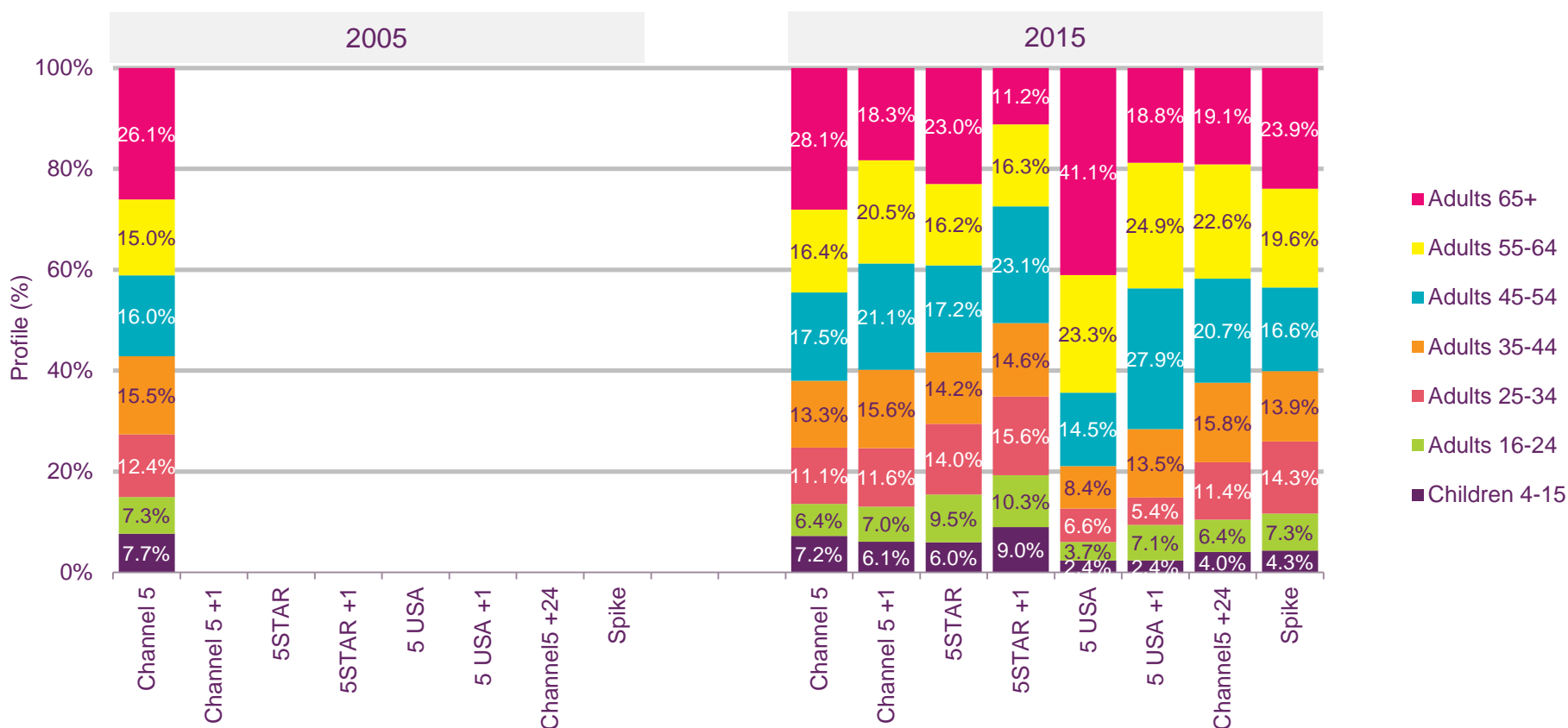


Source: BARB. Based on Individuals (4+), Network.

Figure 20



Age profile of viewers – Channel 5 channels, 2005 and 2015

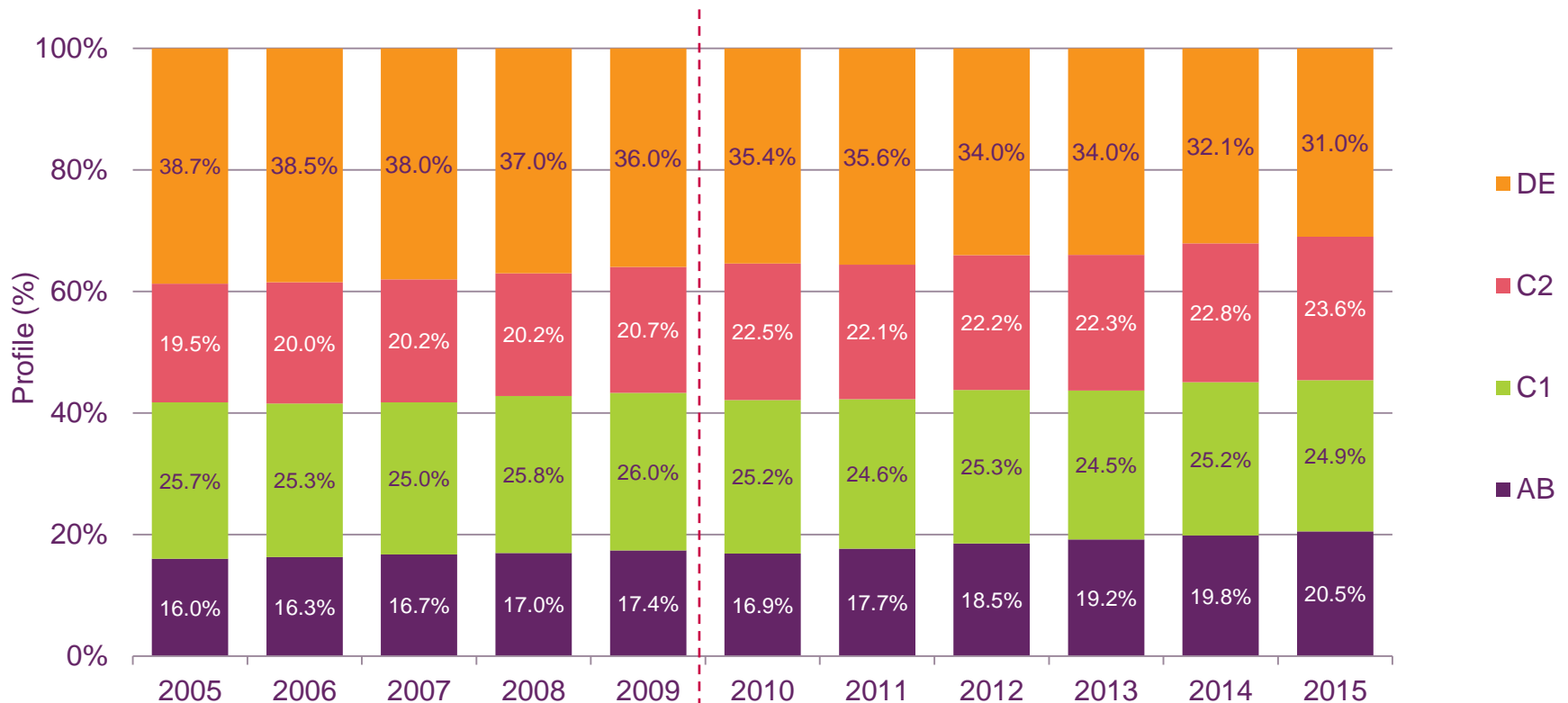


Source: BARB. Based on Individuals (4+), Network.

Figure 21



Socio-economic group profile of viewers - Total TV, 2005-2015



Source: BARB. Based on Individuals (4+), Network.

Figure 22



Socio-economic profile of viewers – Total TV and channel groups, 2005 and 2015



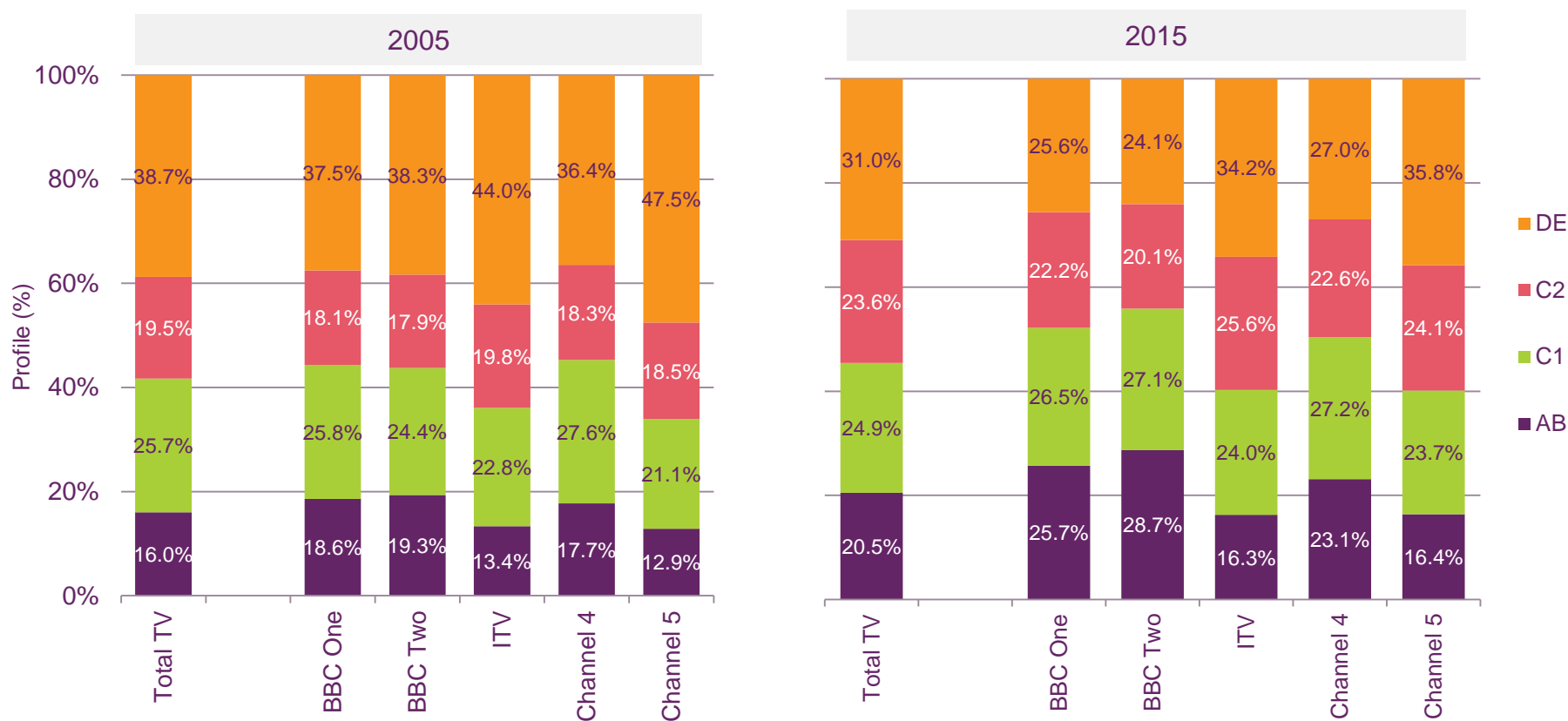
Source: BARB. Based on Individuals (4+), Network.

S4C included in main five PSB channels in 2005. Men & Motors and Plus included in commercial PSBs' portfolio channels in 2005.

Figure 23



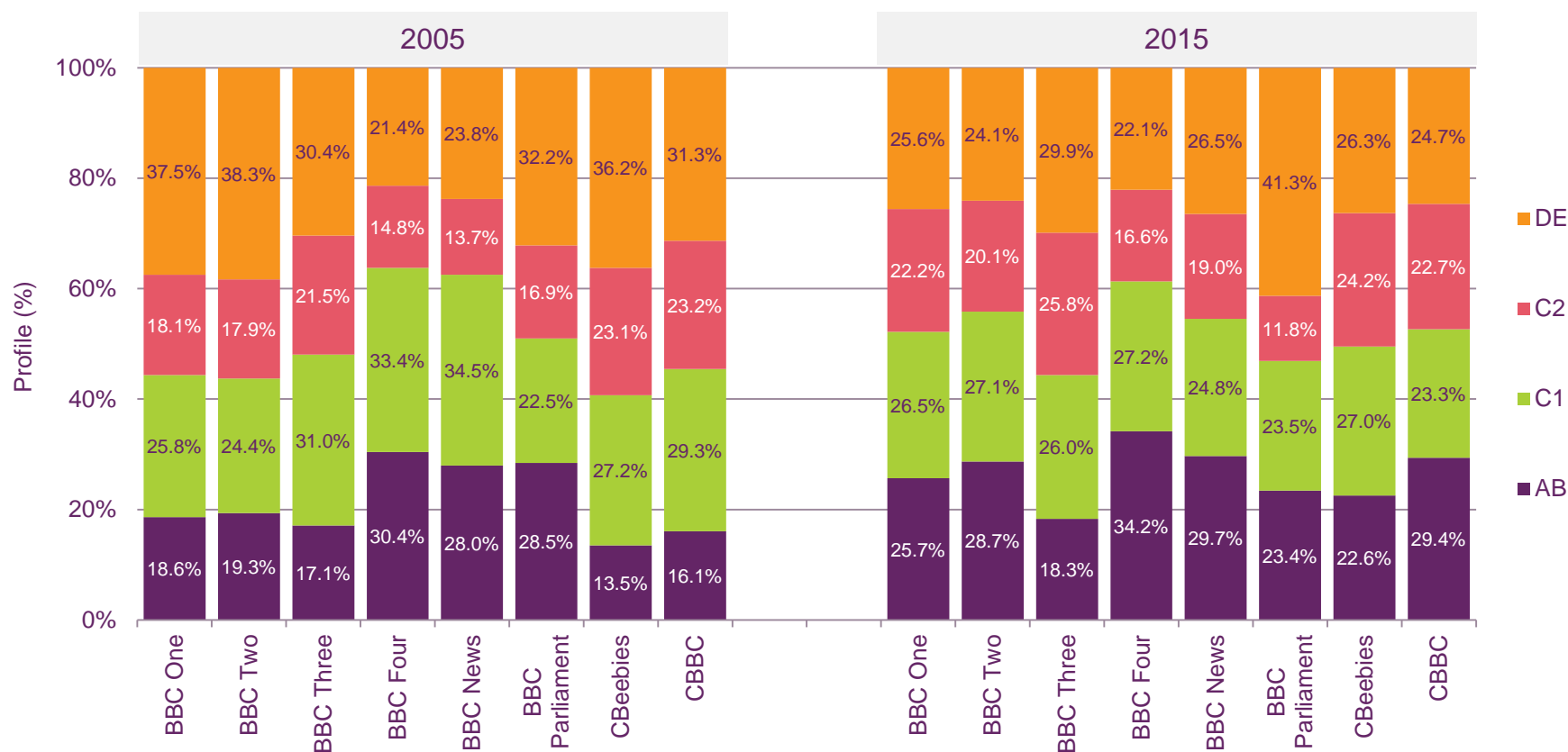
Socio-economic profile of viewers – Total TV and main five PSB channels, 2005 and 2015



Source: BARB. Based on Individuals (4+), Network.
S4C included in main five PSB channels in 2005.

Figure 24

Socio-economic profile of viewers – BBC channels, 2005 and 2015

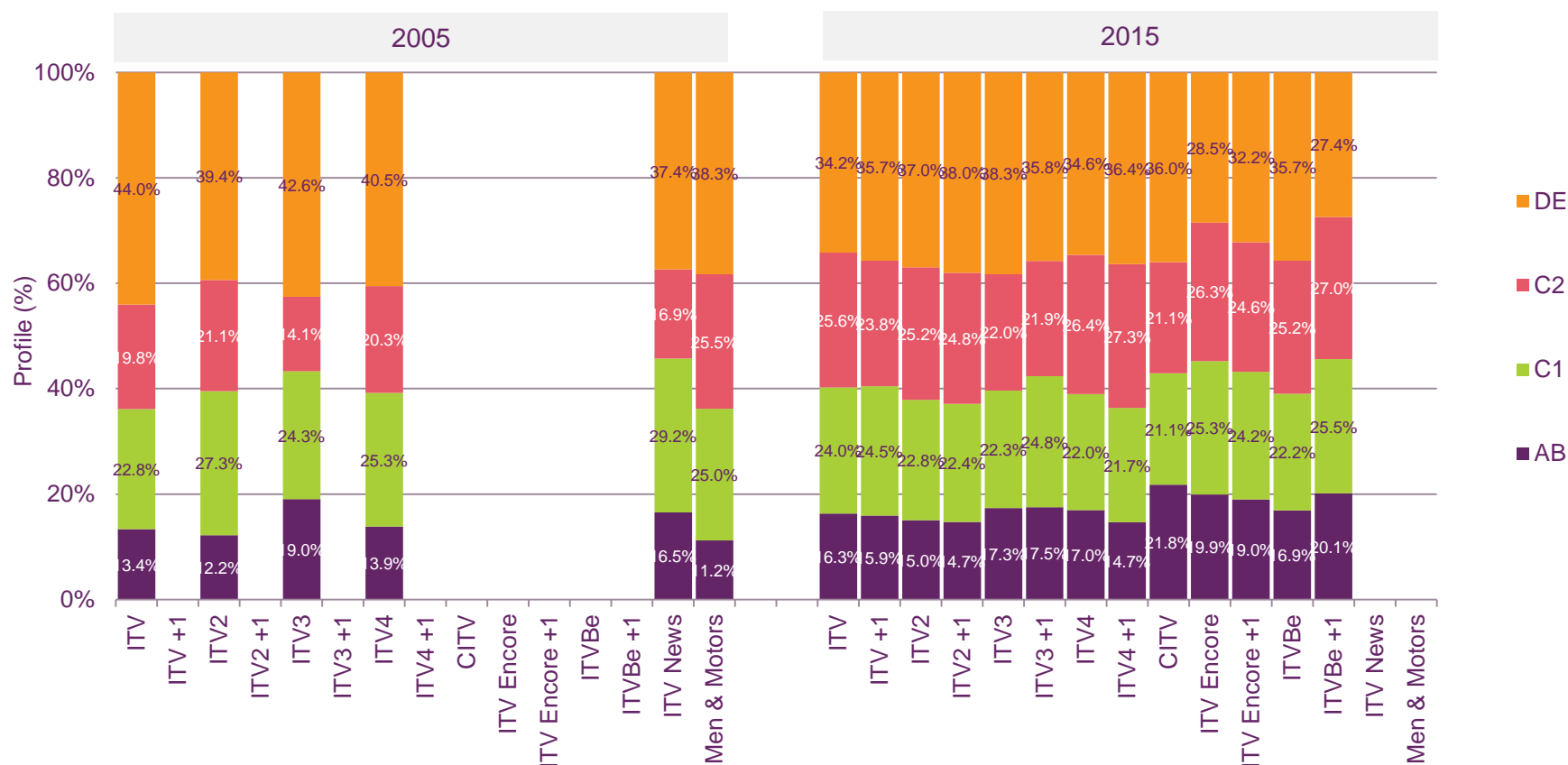


Source: BARB. Based on Individuals (4+), Network.

Figure 25



Socio-economic profile of viewers – ITV channels, 2005 and 2015

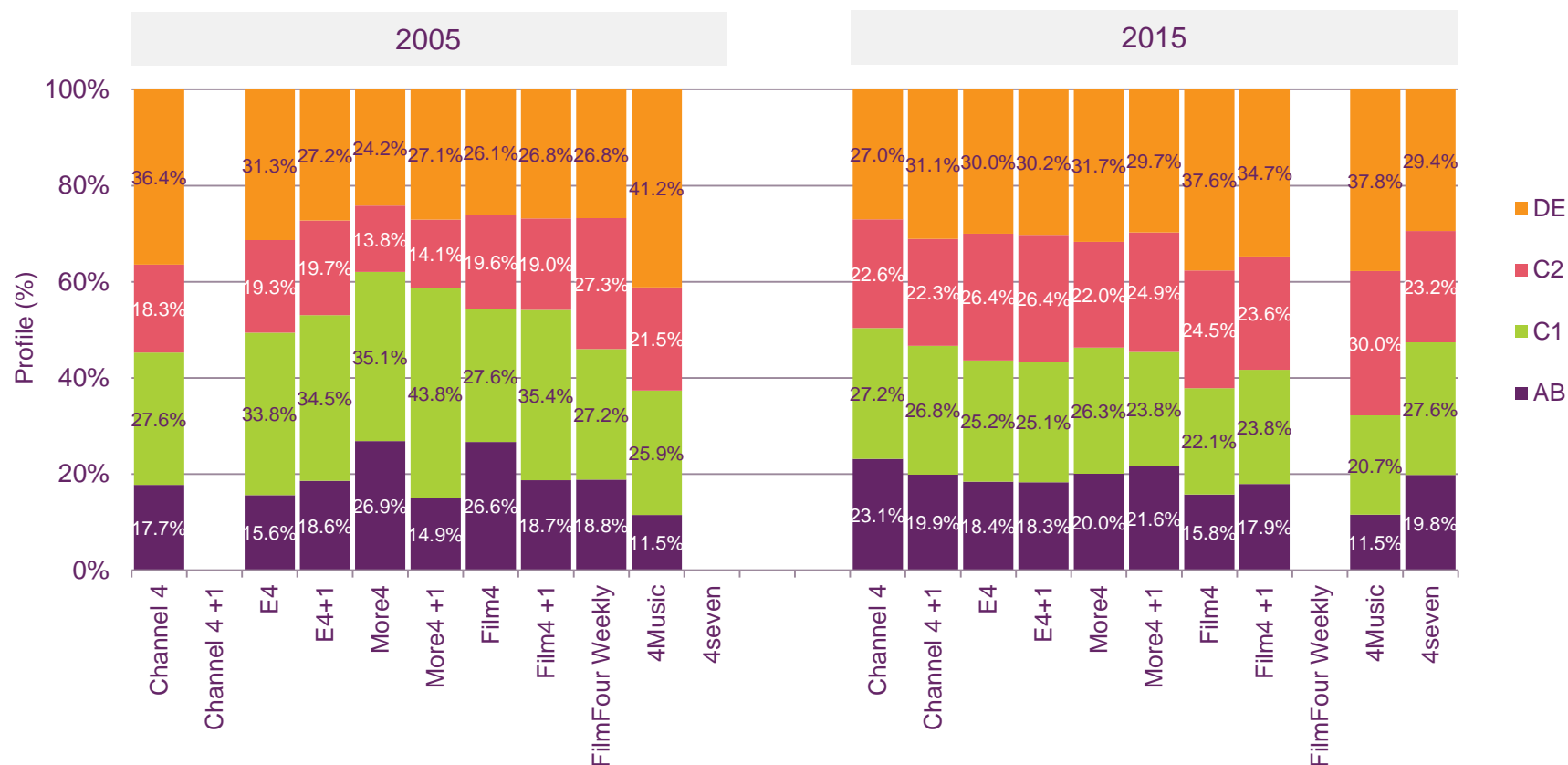


Source: BARB. Based on Individuals (4+), Network.

Figure 26



Socio-economic profile of viewers – Channel 4 channels, 2005 and 2015

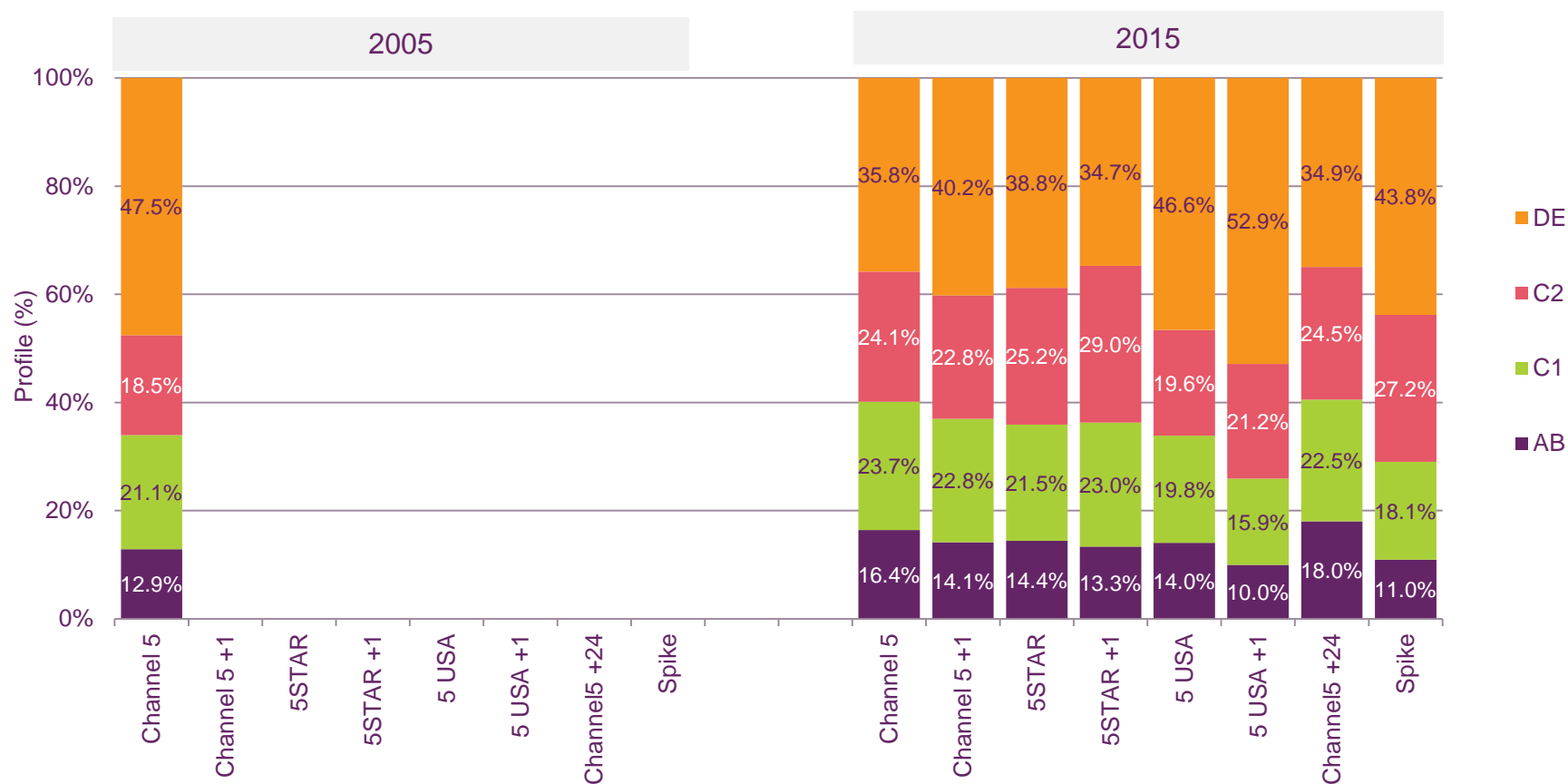


Source: BARB. Based on Individuals (4+), Network.

Figure 27



Socio-economic profile of viewers –Channel 5 channels, 2005 and 2015



Source: BARB. Based on Individuals (4+), Network.

Contents

- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

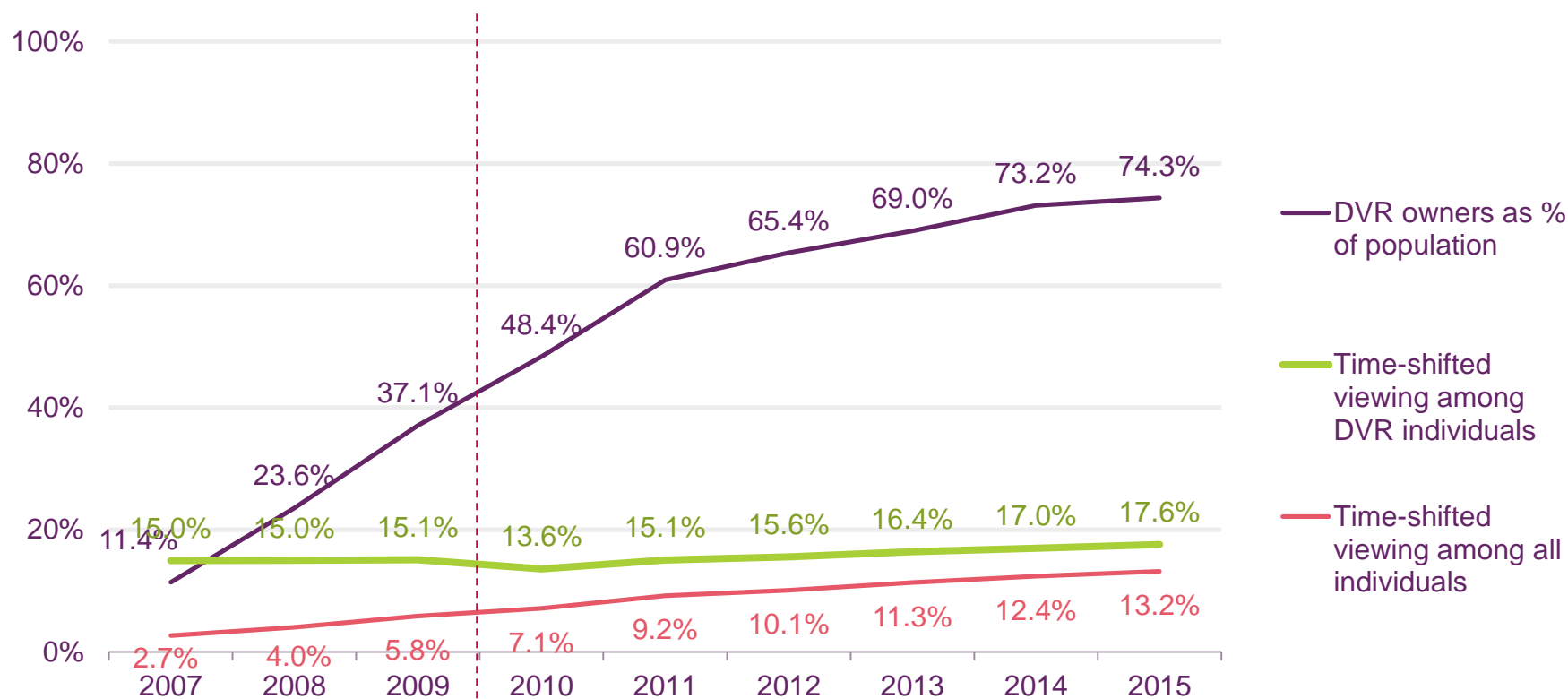
Summary: Time-shifted viewing

- Time-shifted viewing is defined in BARB analysis as viewing of scheduled programmes recorded and subsequently played back on TV sets within seven days, as well as viewing after pausing or rewinding live TV. The data presented looks at time-shifted viewing of programmes through the use of recording devices (such as the DVR) and catch-up services.
- Between 2007 and 2015, the proportion of individuals in television homes owning a DVR increased from 11.4% to 74.3%. Despite the mass take up of DVRs, the proportion of television viewing that was time-shifted among DVR owners and the general population as whole remained below a fifth of viewing in 2015.
- Based on viewing to the main five PSB channels in 2015, non-UK drama (*Drama: Other*) was the most time-shifted genre among all individuals with 34.2% watched either later on the same day or up to 7 days after original transmission – this is up from 5.7% in 2007 (Figure 31).

Figure 28



DVR take-up and time-shifted viewing- All Individuals and Individuals in DVR homes, 2007-2015



Source: BARB, Network.

Figure 29



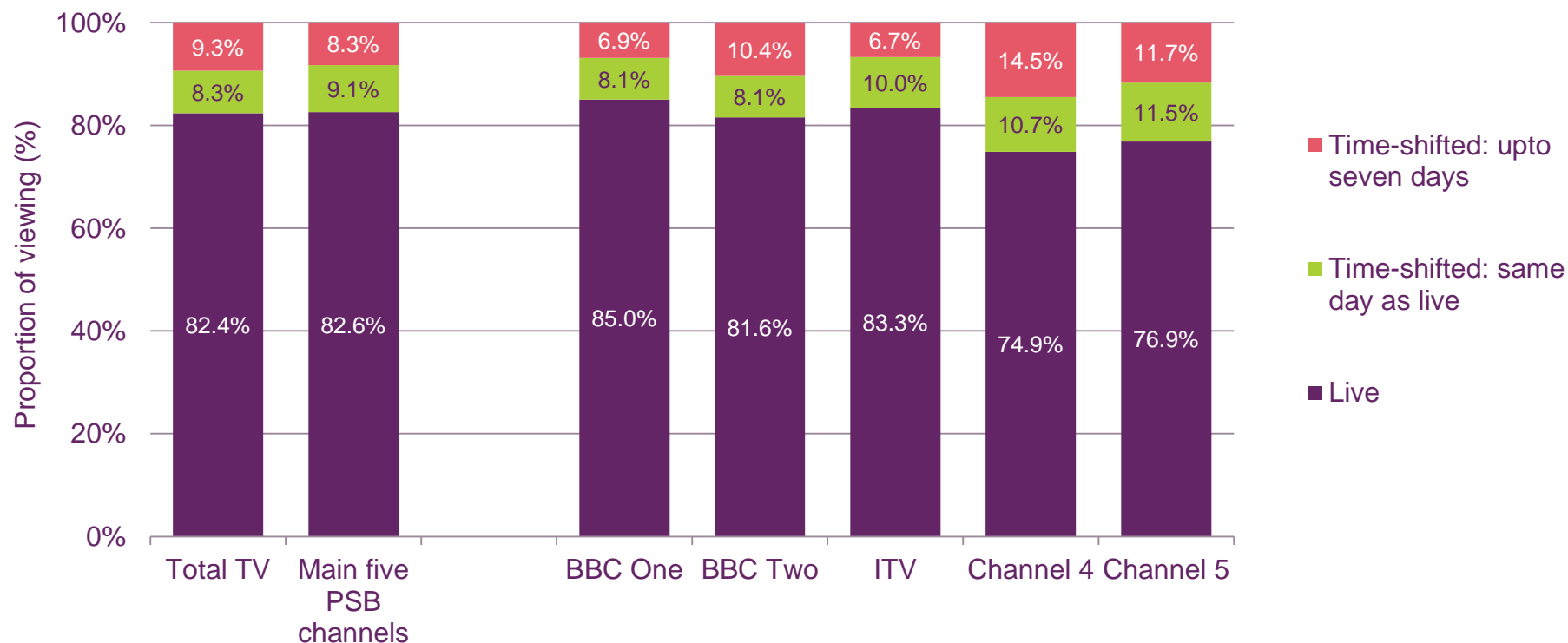
Live vs. time-shifted viewing by age group – Total TV, 2007 and 2014 : DVR Individuals



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

Figure 30

Live vs. time-shifted viewing by channel – Main five PSB channels, 2015 : DVR Individuals

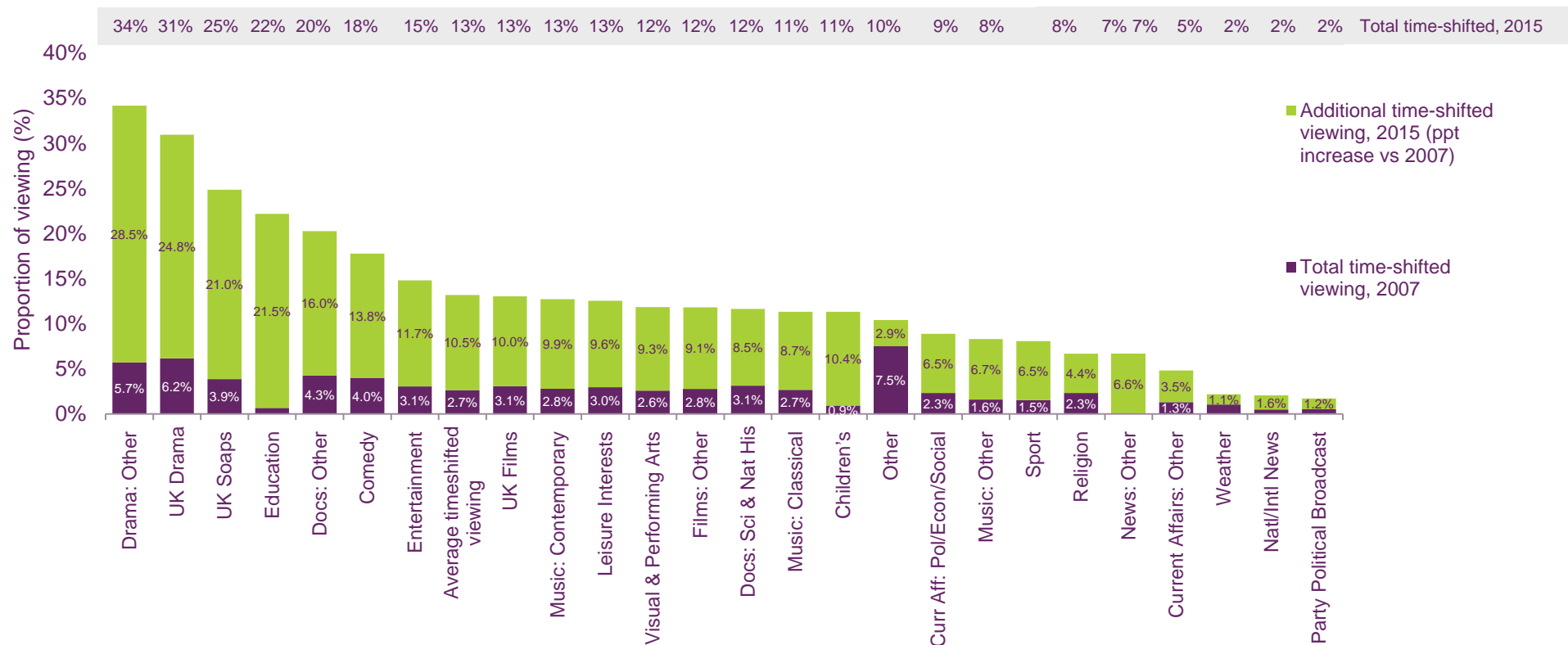


Source: BARB. All DVR owners, Network.

Figure 31



Time-shifted viewing by genre between 2007 and 2015 – main five PSB channels, All Individuals



Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter. Ranked on the proportion of viewing hours that is time-shifted to a programme genre in 2015, descending.

Contents

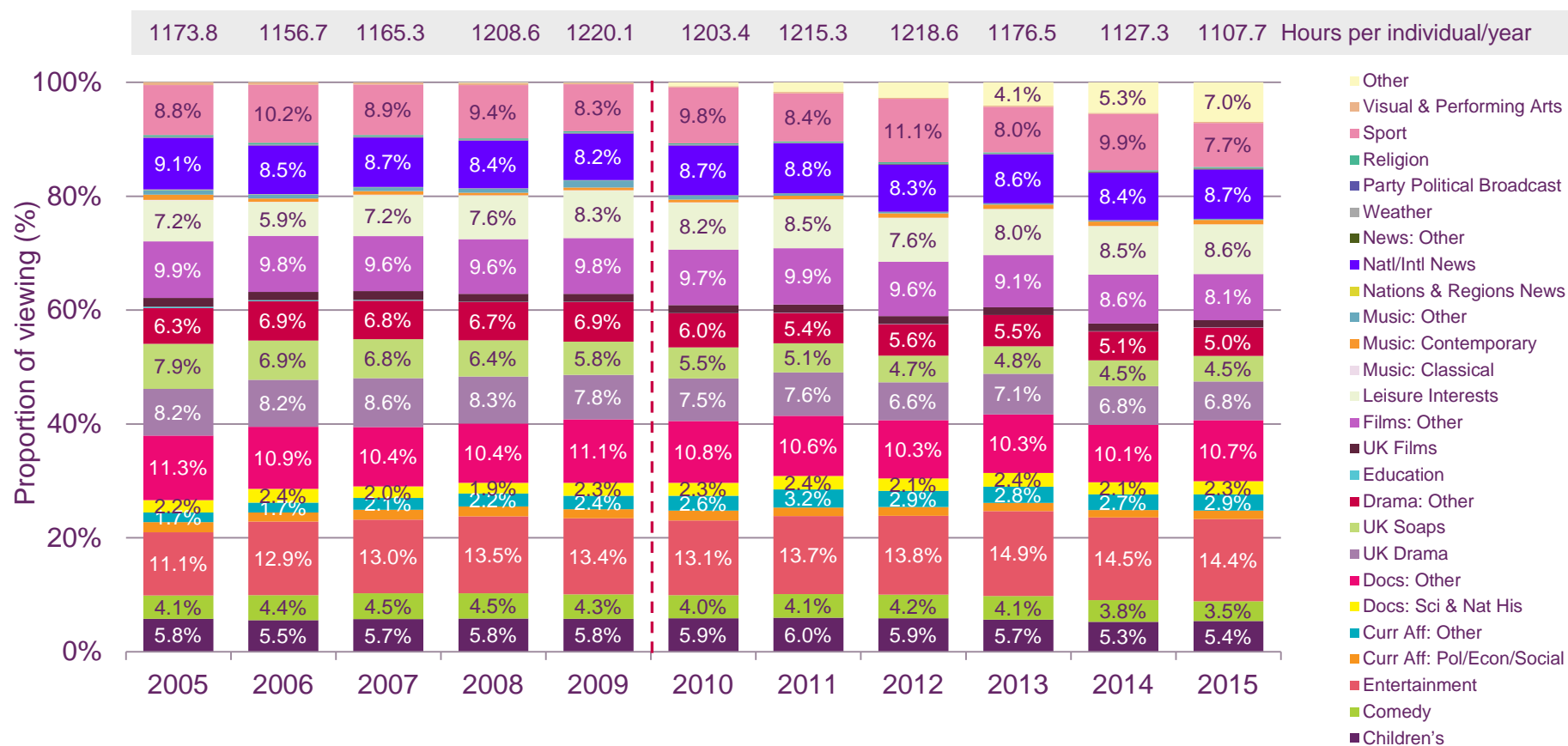
- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

Summary: viewing by genre

- Over the analysis period, the split of viewing by genre across all channels has remained fairly stable. As in 2005, *Entertainment* programming and *Documentaries: Other* were the most popular genres in 2015. *Entertainment*, the most watched genre in 2015, accounted for a larger proportion of viewing across the main five PSB channels than total TV and *National/International News* accounted for the second largest share of viewing across these channels (Figures 32 & 33).
- Since 2005, there has been an increase in the proportion of viewing to *Entertainment*, *Leisure Interests* and *National/International News on BBC One* as the share of viewing to *UK Drama* and *UK Soaps* has fallen. *Leisure Interest* programmes remain the most watched genre on BBC Two, accounting for a growing share of viewing between 2005 and 2015 (Figures 34 & 35).
- In 2005, *Entertainment* accounted for 18.2% of viewing to ITV – this rose steadily over the analysis period to 37.3% in 2015. Over the same period, there was a rise in the share of viewing to *Current Affairs: Other*, while there was a fall in the share of *UK Drama* and *UK Soaps* (Figure 36).
- *Entertainment* programming has represented a declining share of viewing on Channel 4 while *Leisure Interests* programming has grown in share. On Channel 5, *Documentaries: Other* accounted for a growing share of viewing between 2005-2015 while there has been a decline in the share of viewing to *Films: Other* (Figures 37 & 38).

Figure 32

Viewing by genre across total TV – All Individuals, 2005-2015

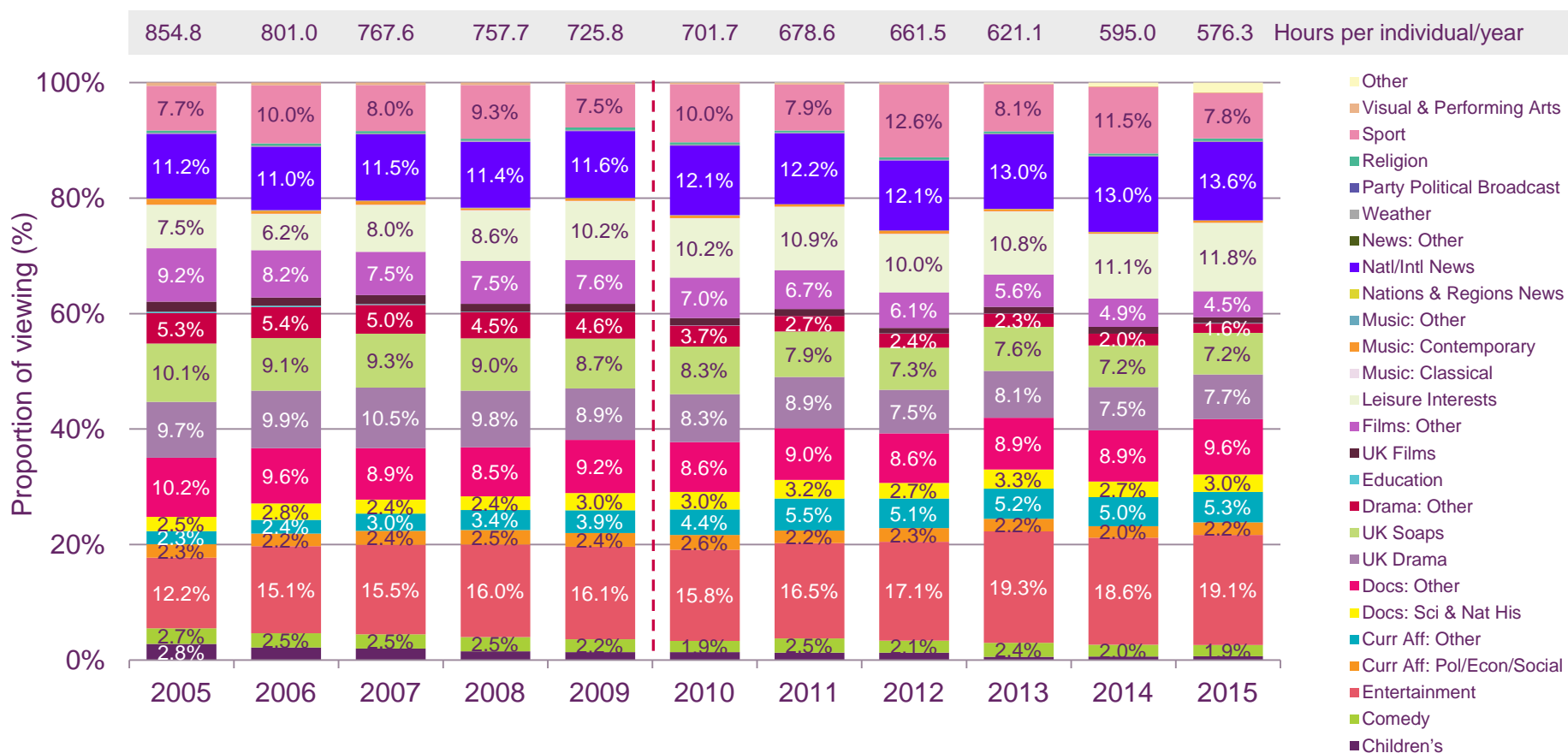


Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 33



Viewing by genre on the main five PSB channels – All Individuals, 2005-2015

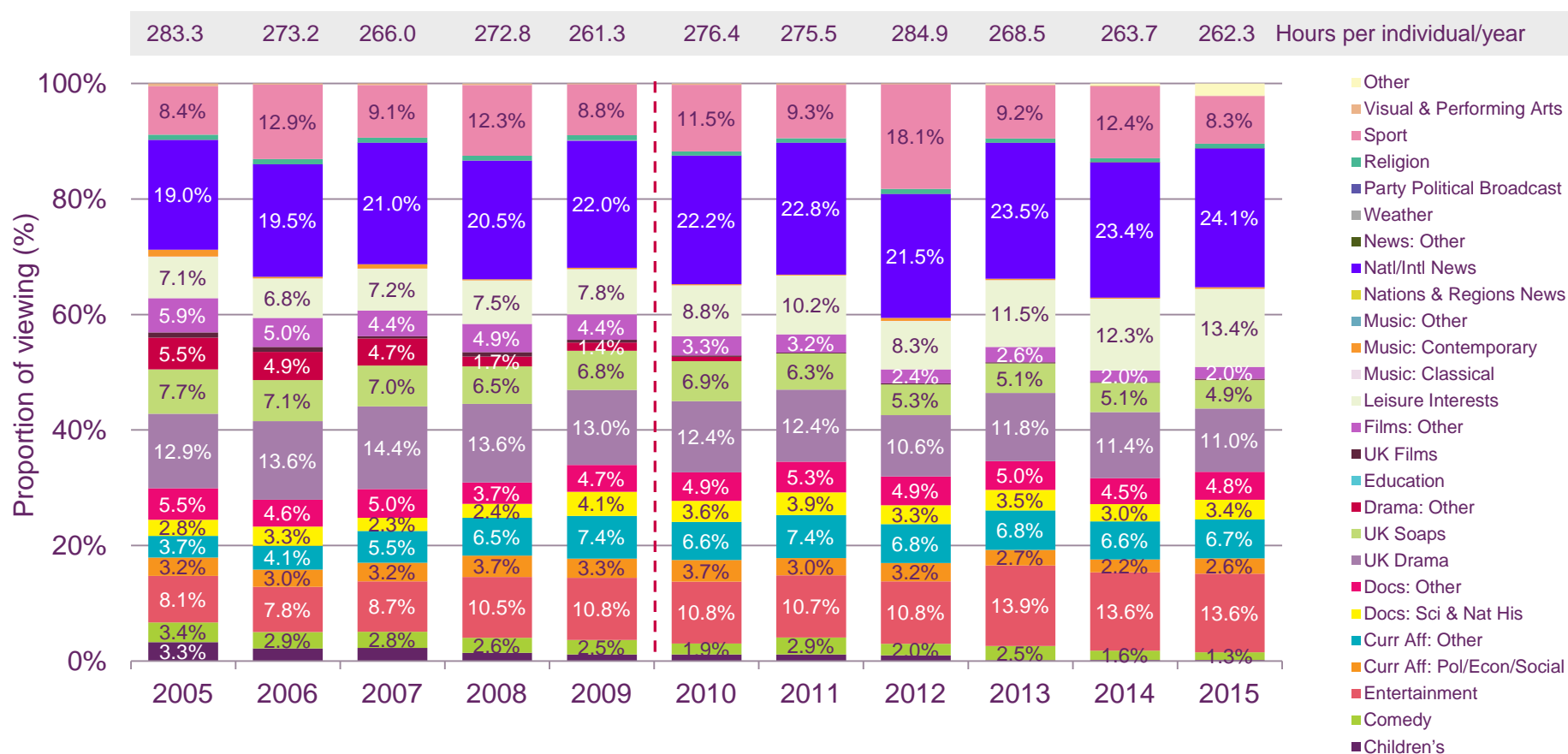


Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 34



Viewing by genre on BBC One – All Individuals, 2005-2015

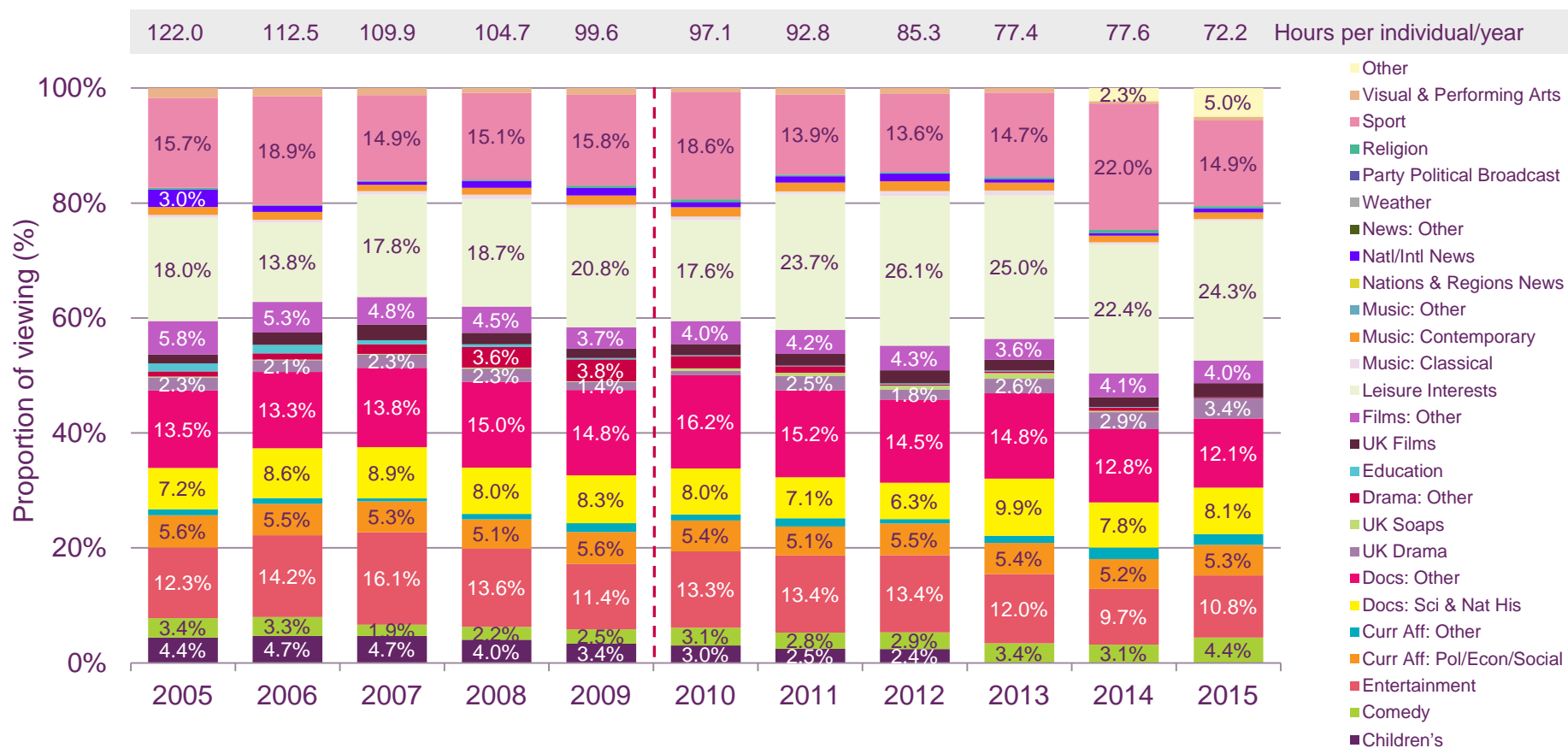


Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 35



Viewing by genre on BBC Two – All Individuals, 2005-2015

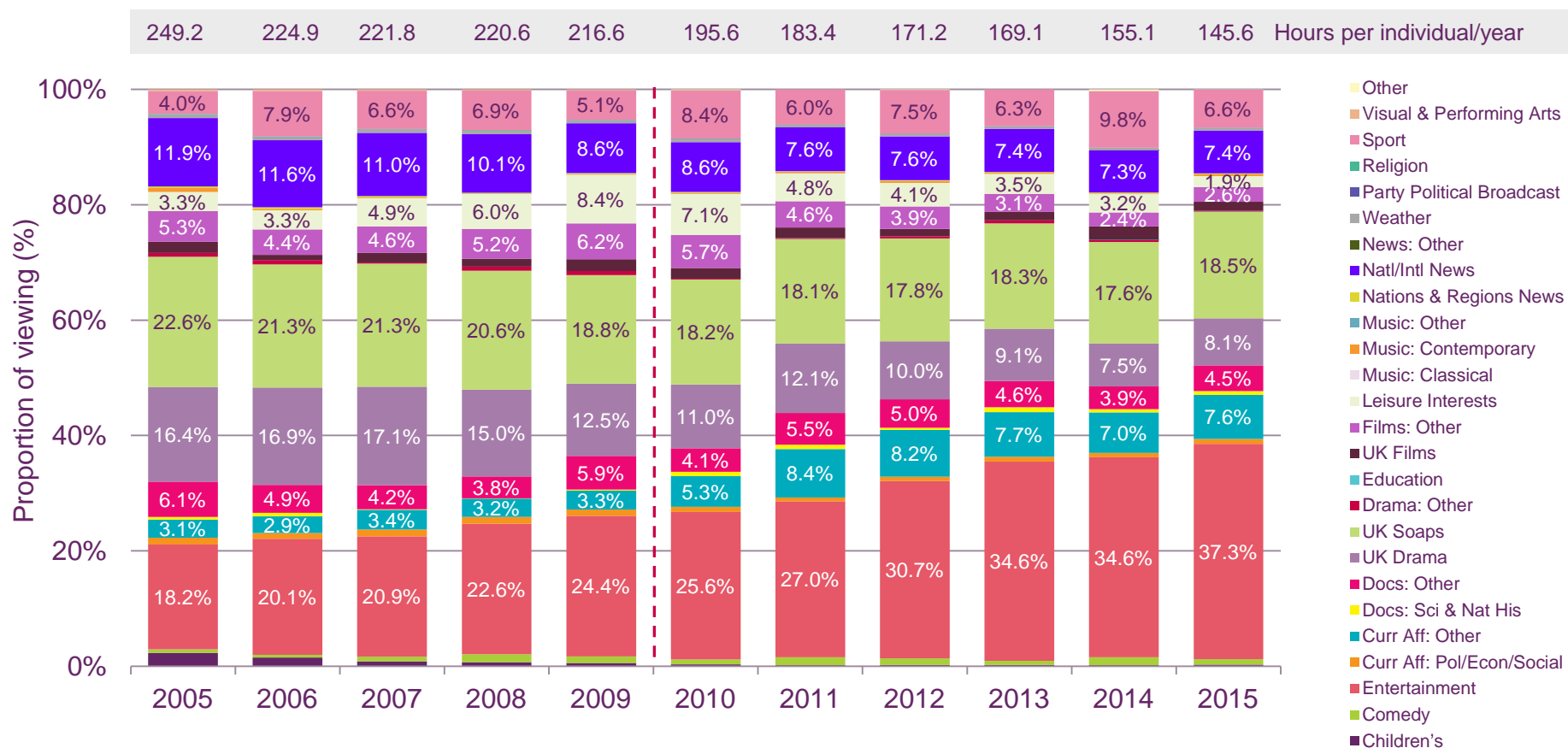


Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 36



Viewing by genre on ITV – All Individuals, 2005-2015

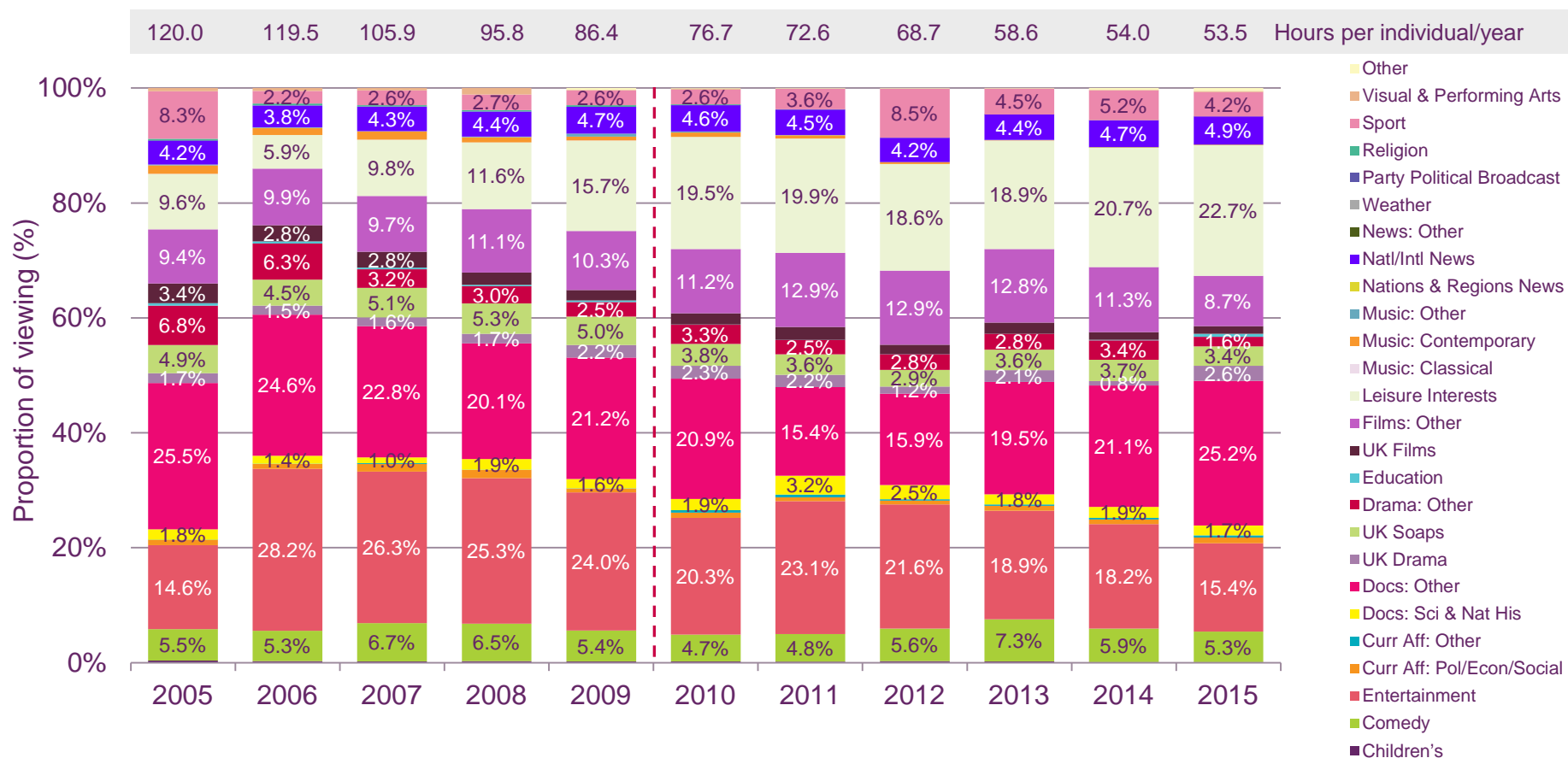


Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 37



Viewing by genre on Channel 4 – All Individuals, 2005-2015

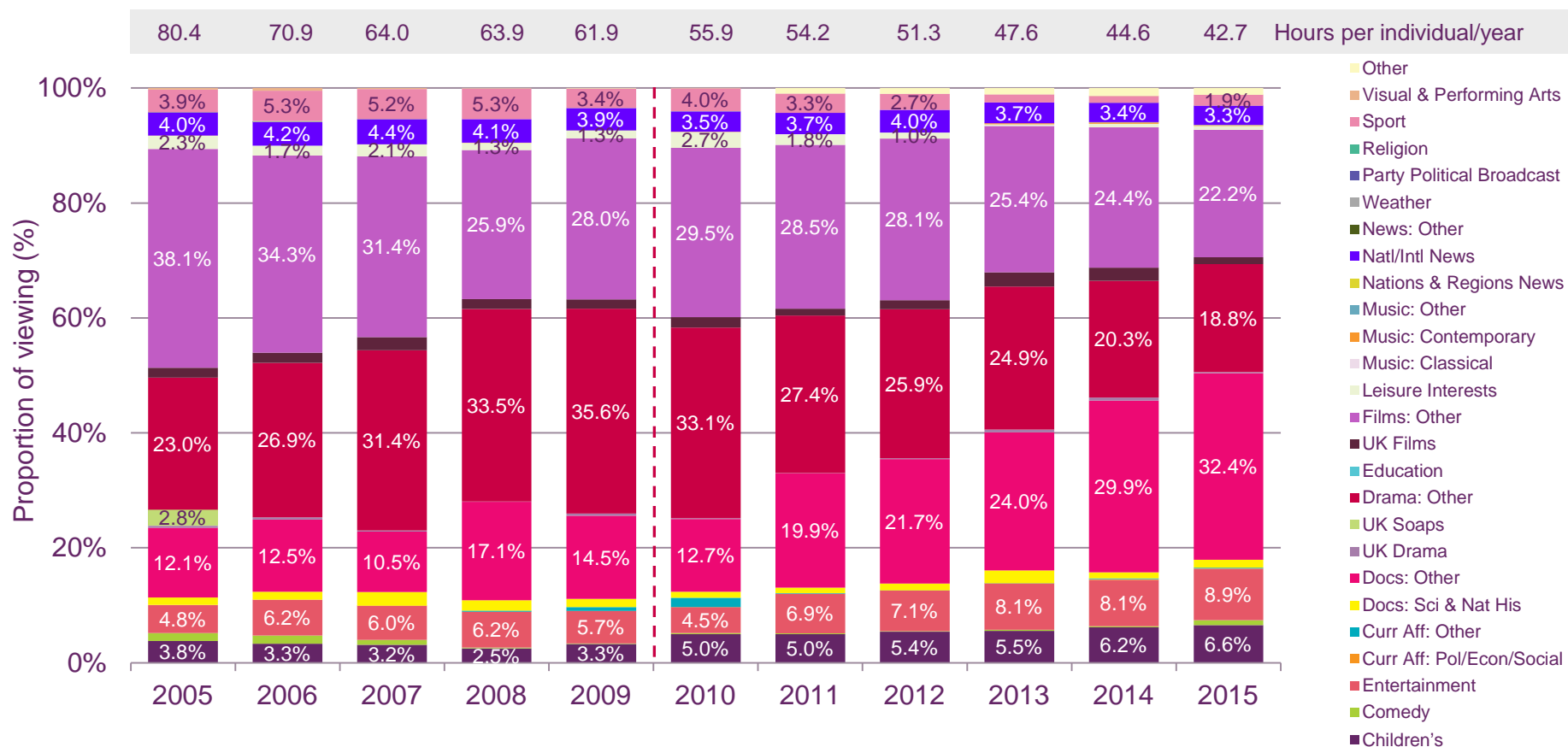


Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 38



Viewing by genre on Channel 5 – All Individuals, 2005-2015



Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

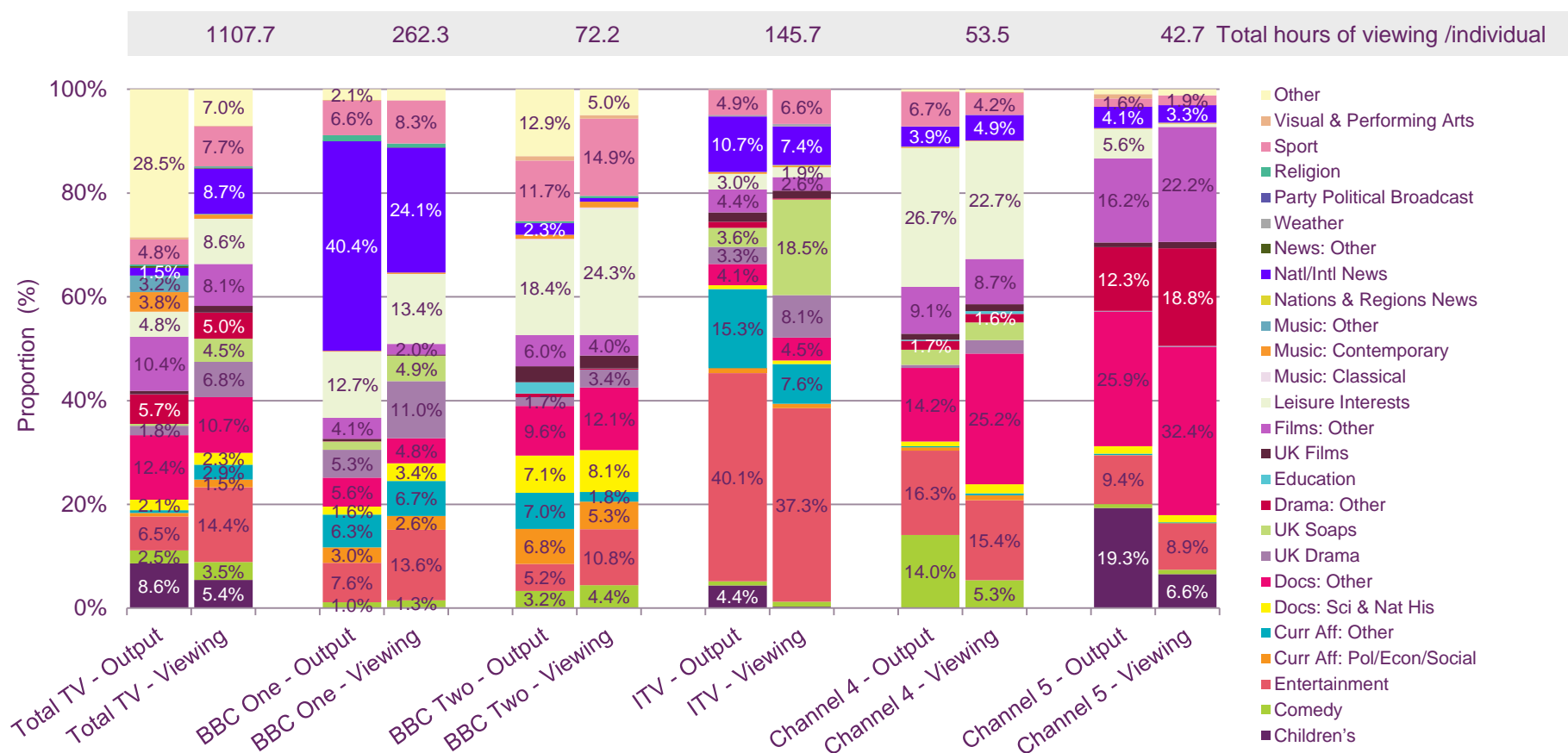
Summary: Viewing by genre – Output versus Viewing

- The proportion of time viewers spend watching a particular genre will be related to the amount of time dedicated to those genres on a channel's schedule. Often due to the popularity of a particular genre or the scheduling of programming, the proportion of time spent by viewers watching a genre may be higher than the proportion of time the genre is shown.
- *Entertainment*, the most watched genre across all channels in 2015, accounted for 14.4% of viewing compared with 6.5% of output.
- The relative popularity of *Entertainment* programming is also seen across BBC One and BBC Two in 2015. *National/International News*, the most viewed programme type on BBC One, accounted for 40.4% of the channel's output compared with 24.1% of viewing (Figure 39).
- On ITV, *Current Affairs: Other* accounted for 15.3% of output and 7.6% of viewing while *UK Soaps* represented 3.6% of output and 18.5% of viewing. *Documentaries: Other* was a popular genre on Channel 4 (14.2% of output, 25.2% of viewing) – in comparison, *Comedy* programming accounted for 5.3% of viewing compared with 14.0% of output. Similarly, *Documentaries: Other* (25.9% of output, 32.4% of viewing) were popular on Channel 5 while *Children's* programming accounted for a lower share of viewing (6.6%) compared with output (19.3%) (Figure 39).
- Given the more specialised or targeted programming across the portfolio channels, the range of viewing tends to be relatively similar to the range of output across these channels (Figures 40-43).

Figure 39



Viewing by genre versus output across Total TV and the main five PSB channels - All Individuals, 2015

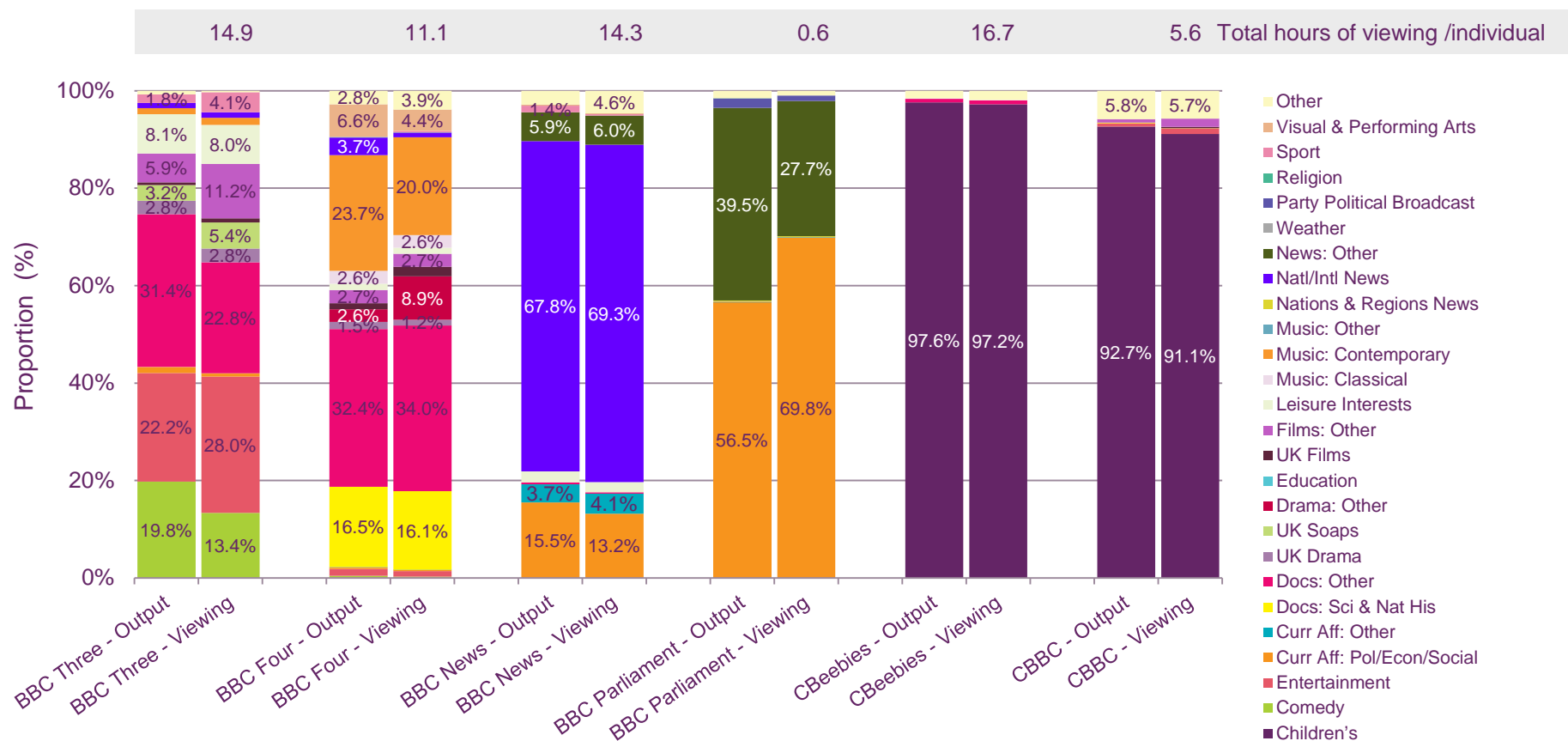


Source: BARB. All Individuals (4+), All day, Network. Network programming based on 4+ area filter. ITV output based on ITV SD.

Figure 40



Viewing by genre versus output on the BBC portfolio channels - All Individuals, 2015

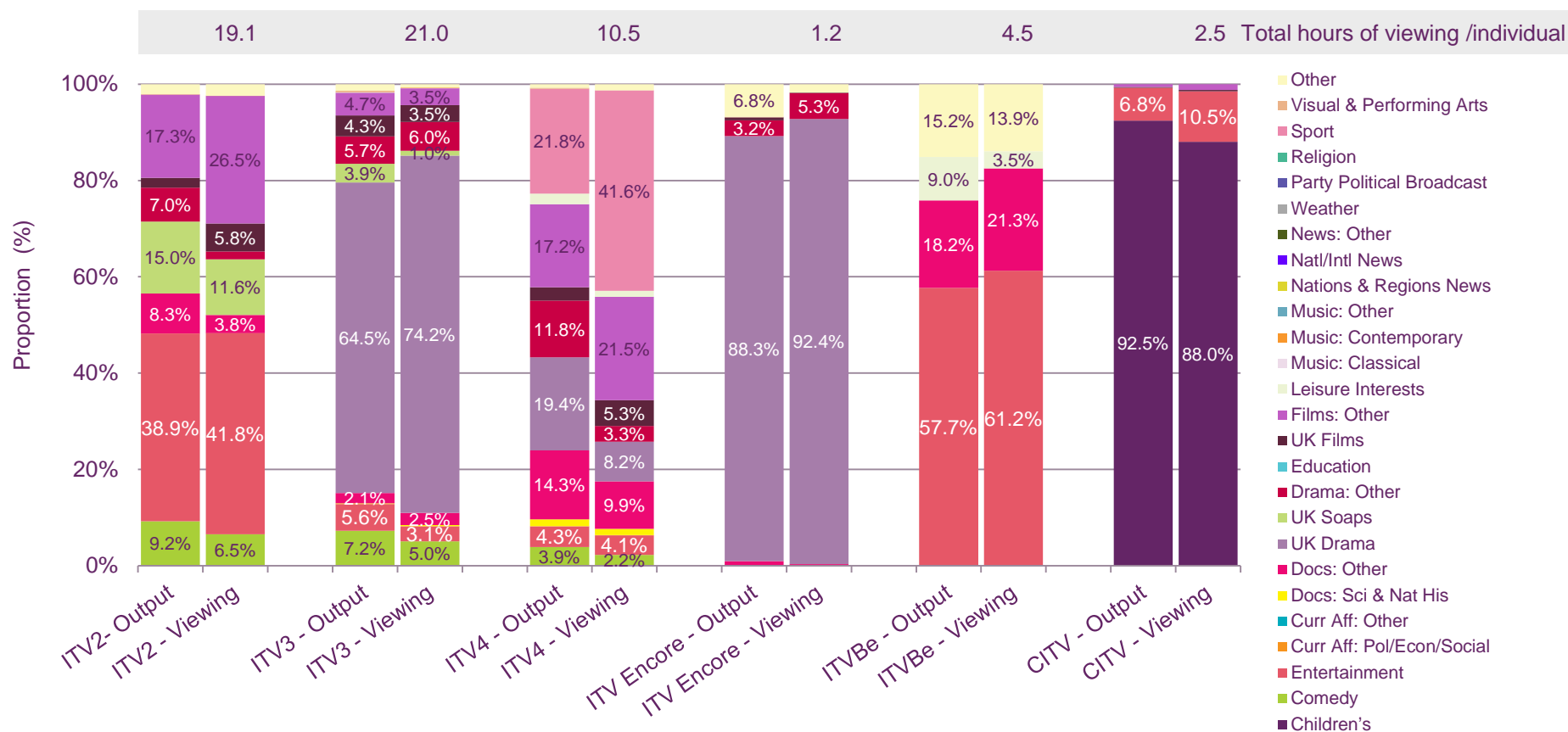


Source: BARB. All Individuals (4+), All day, Network. Network programming based on 4+ area filter.

Figure 41



Viewing by genre versus output on the ITV portfolio channels - All Individuals, 2015

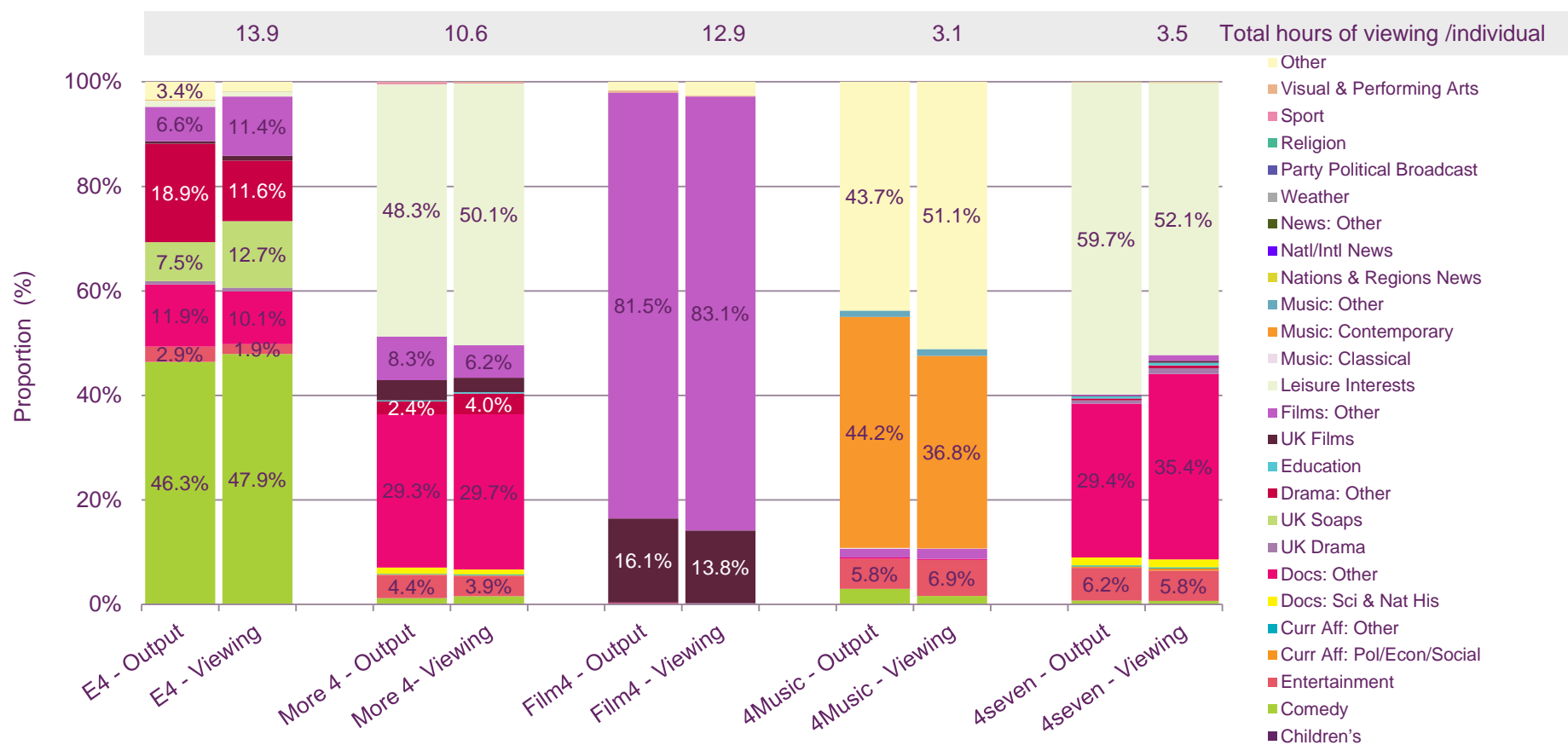


Source: BARB. All Individuals (4+), All day, Network. Network programming based on 4+ area filter.

Figure 42



Viewing by genre versus output on the Channel 4 portfolio channels - All Individuals, 2015

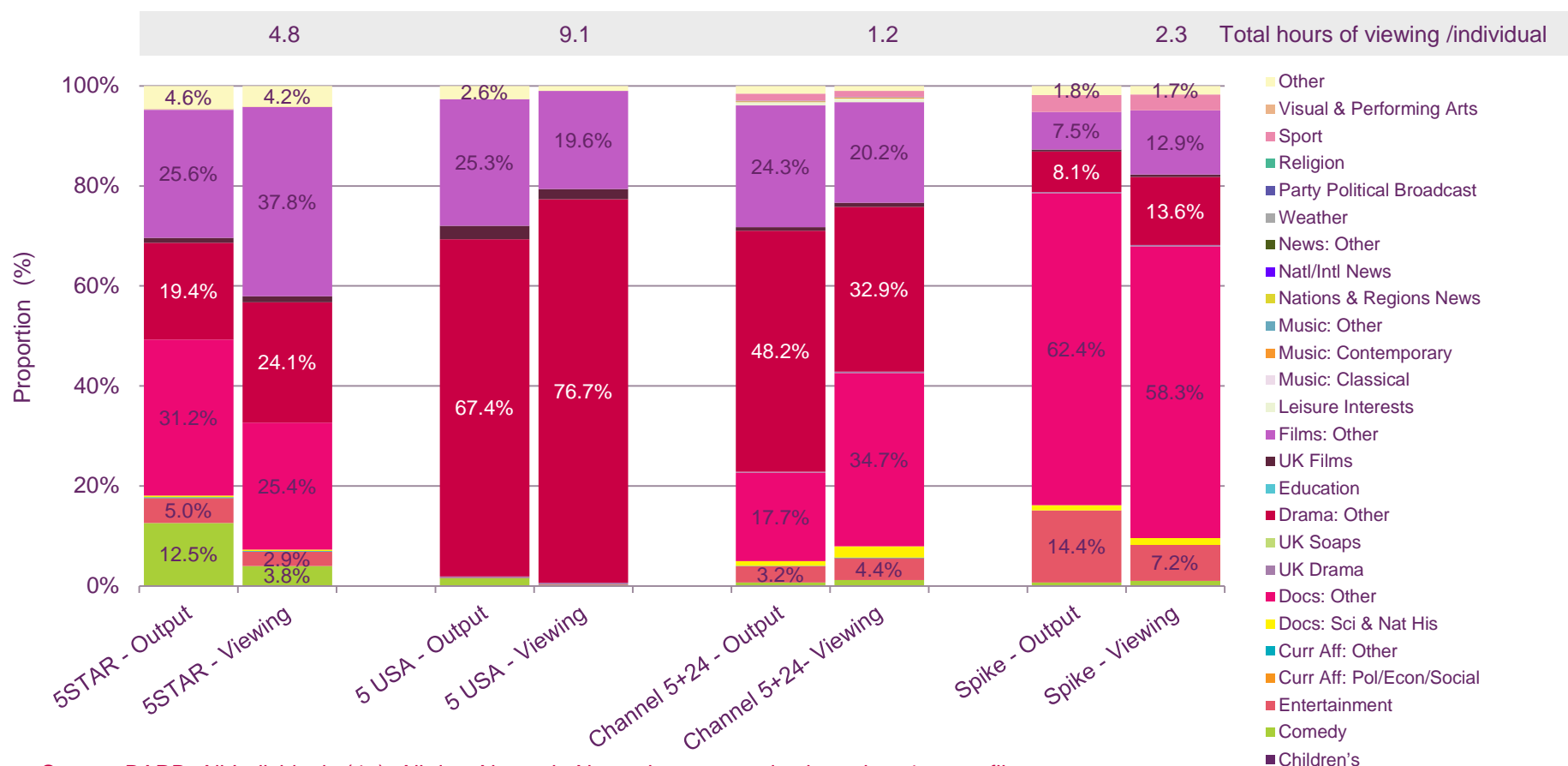


Source: BARB. All Individuals (4+), All day, Network. Network programming based on 4+ area filter.

Figure 43



Viewing by genre versus output on the Channel 5 portfolio channels - All Individuals, 2015



Source: BARB. All Individuals (4+), All day, Network. Network programming based on 4+ area filter.

Contents

- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

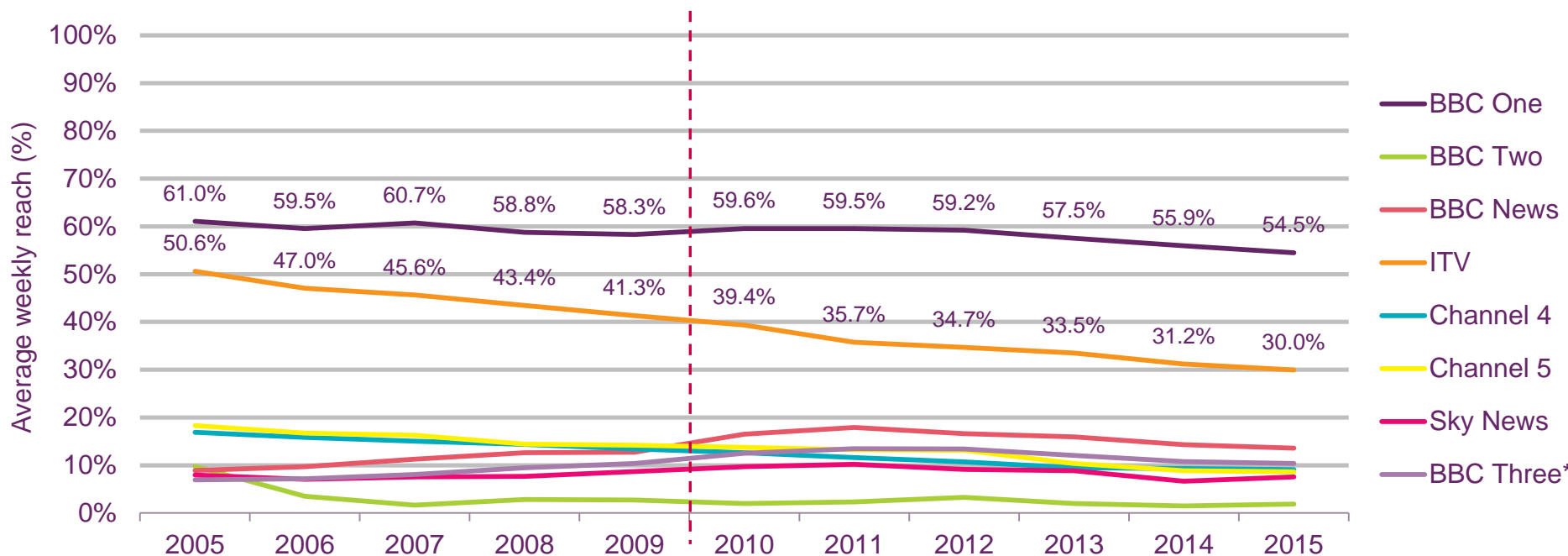
Summary: Genre analysis

- *National/International News*: The total time spent watching *National/International News* programming has remained relatively stable between 2005 and 2015 with an increase year-on-year after three consecutive years of decline. While the reach of news on BBC channels has fallen in recent years, these channels continue to account for the majority, and a growing share, of viewing to this genre – this trend is echoed across the different age groups. News programming across the main five PSB channels attracted a greater proportion of older viewers and AB and C2 viewers in 2015 compared with 2005 (Figures 44-50). Broadcast TV news viewing fell for the fifth consecutive year among 16-34s, the lowest level in a decade and a reflection of the ageing profile of viewers to the genre across the main PSBs. It increased year-on-year among 35+s after a fall between 2013 and 2014 (Figures 49 and 50).
- *Current Affairs*: Viewing to *Current Affairs: Political/Economical/Social* programming has fluctuated over the analysis period, with an underlying decline. The BBC channels continue to account for the majority of viewing to this genre, with 80.0% of viewing in 2015 - the share of viewing accounted for by ITV and Channel 4 has fallen as viewing on the multichannels has increased. Viewing to *Current Affairs: Other* increased from 19.7 hours/individual in 2005 to 31.7 hours in 2015, peaking at 38.3 hours in 2011 with the majority of viewing taking place on BBC One and ITV (Figures 51-53).
- *UK Drama*: Having remained fairly stable between 2005-2011, total viewing to *UK Drama* fell to 75.3 hours/individual in 2015. The share of viewing to the genre on BBC One has remained stable, accounting for 38.2% in 2015. As the share of viewing represented by ITV has fallen gradually, the share accounted for by its portfolio channels has increased (Figure 54).
- *Entertainment*: Viewing to the *Entertainment* genre peaked at 175.8 hours/individual in 2013. The share of viewing to *Entertainment* programming across the main five PSB channels has fallen over the analysis period – at the same time viewing across the portfolio channels has increased and the combined share of viewing to the genre accounted for by the main five PSB channels and their portfolio channels has remained broadly stable (86.6% in 2005, 85.0% in 2015) (Figure 55).

Figure 44



Average weekly reach of national/international news by channel - All Individuals, 2005-2015

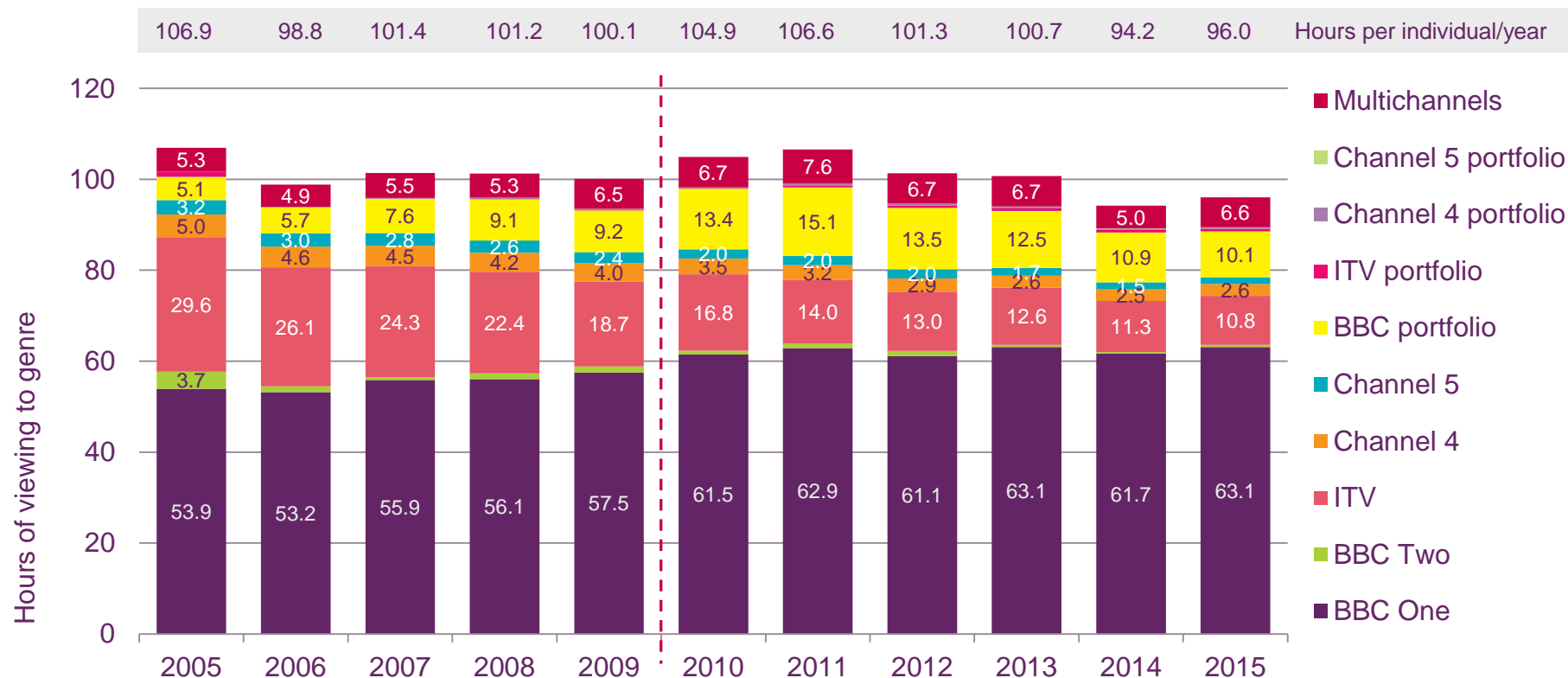


Source: BARB, All Individuals (4+), 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter; Genre= *national / international news*. Reach criteria = 3 consecutive minutes for all channels except BBC Three whose reach criteria is 1 minute as BBC Three's news bulletin is only 1 minute long, BBC Three figures are therefore not directly comparable; S4C and ITV News channel excluded from this analysis; channels include viewing to their HD channel variants but exclude viewing to their +1 channels; from 6 September 2010, following the re-brand of GMTV to the strands of Daybreak (0600-0900) and Lorraine (0900-0925) there was a change to the genre coding of these two distinct programme segments in BARB; from the re-brand, Daybreak was coded as current affairs: magazine (which is included within the current affairs: other category in Ofcom's analysis) while Lorraine was coded as entertainment; prior to 6th September 2010, distinct programming elements within GMTV as a whole were coded up separately; the effect of this is that news and other programming strands which were previously reported separately under GMTV became captured under a single BARB genre category of current affairs: magazine (which forms part of current affairs: other in Ofcom's analysis) from the third quarter of 2010 and across 2011-2013.

Figure 45



Hours of viewing to national/international news by channel group – All Individuals, 2005-2015



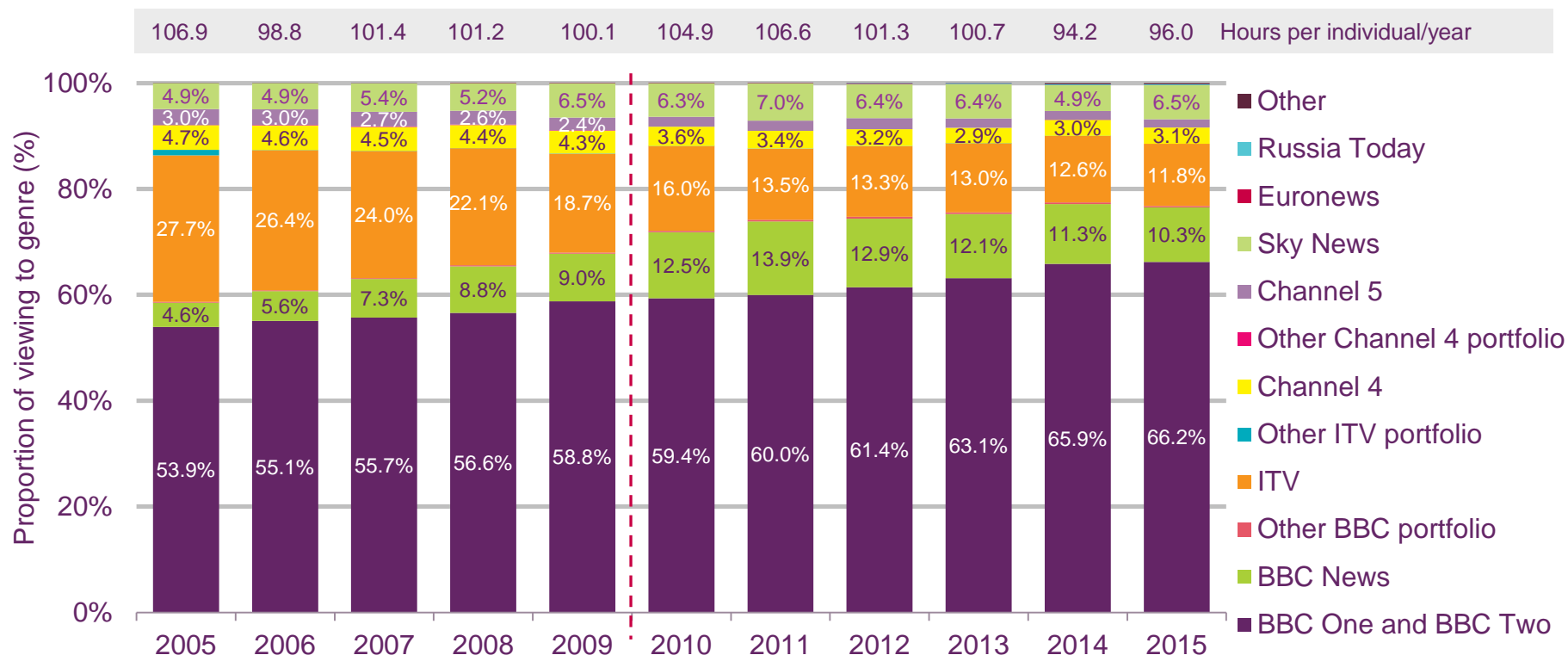
Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Based on total minutes of viewing to the genre; a step-change in the proportion of news viewing attributed to ITV between 2010 and 2011 may be partly explained by the ITV Breakfast re-brand from GMTV to Daybreak, in terms of the coding of programming; from 6 September 2010, following the re-brand of GMTV to the strands of Daybreak (0600-0900) and Lorraine (0900-0925) there was a change to the genre coding of these two distinct programme segments in BARB; from the re-brand, Daybreak was coded as current affairs: magazine (which is included within the current affairs: other category in Ofcom's analysis) while Lorraine was coded as entertainment; prior to 6th September 2010, distinct programming elements within GMTV as a whole were coded up separately; the effect of this is that news and other programming strands which were previously reported separately under GMTV became captured under a single BARB genre category of current affairs: magazine (which forms part of current affairs: other in Ofcom's analysis) from the third quarter of 2010 and across 2011-2013.

Figure 46



Proportion of viewing to national/international news by channel group – All Individuals, 2005-2015



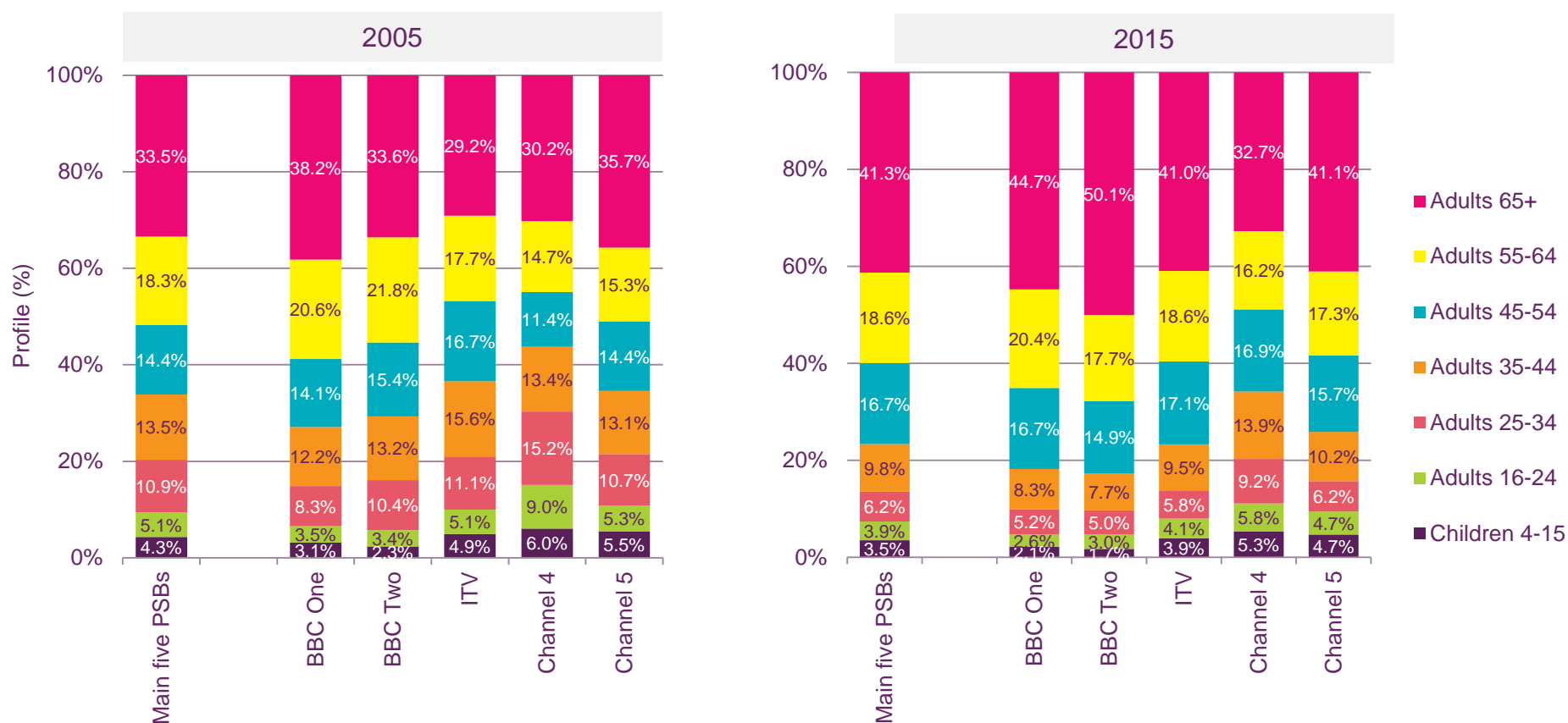
Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Shares are based on total minutes of viewing to national/international news. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable. Note: a step-change in the proportion of news viewing attributed to ITV between 2010 and 2011 may be partly explained by the ITV Breakfast re-brand from GMTV to Daybreak, in terms of the coding of programming; from 6 September 2010, following the re-brand of GMTV to the strands of Daybreak (0600-0900) and Lorraine (0900-0925) there was a change to the genre coding of these two distinct programme segments in BARB; from the re-brand, Daybreak was coded as current affairs: magazine (which is included within the current affairs: other category in Ofcom's analysis) while Lorraine was coded as entertainment; prior to 6th September 2010, distinct programming elements within GMTV as a whole were coded up separately; the effect of this is that news and other programming strands which were previously reported separately under GMTV became captured under a single BARB genre category of current affairs: magazine (which forms part of current affairs: other in Ofcom's analysis) from the third quarter of 2010 and across 2011-2013.

Figure 47



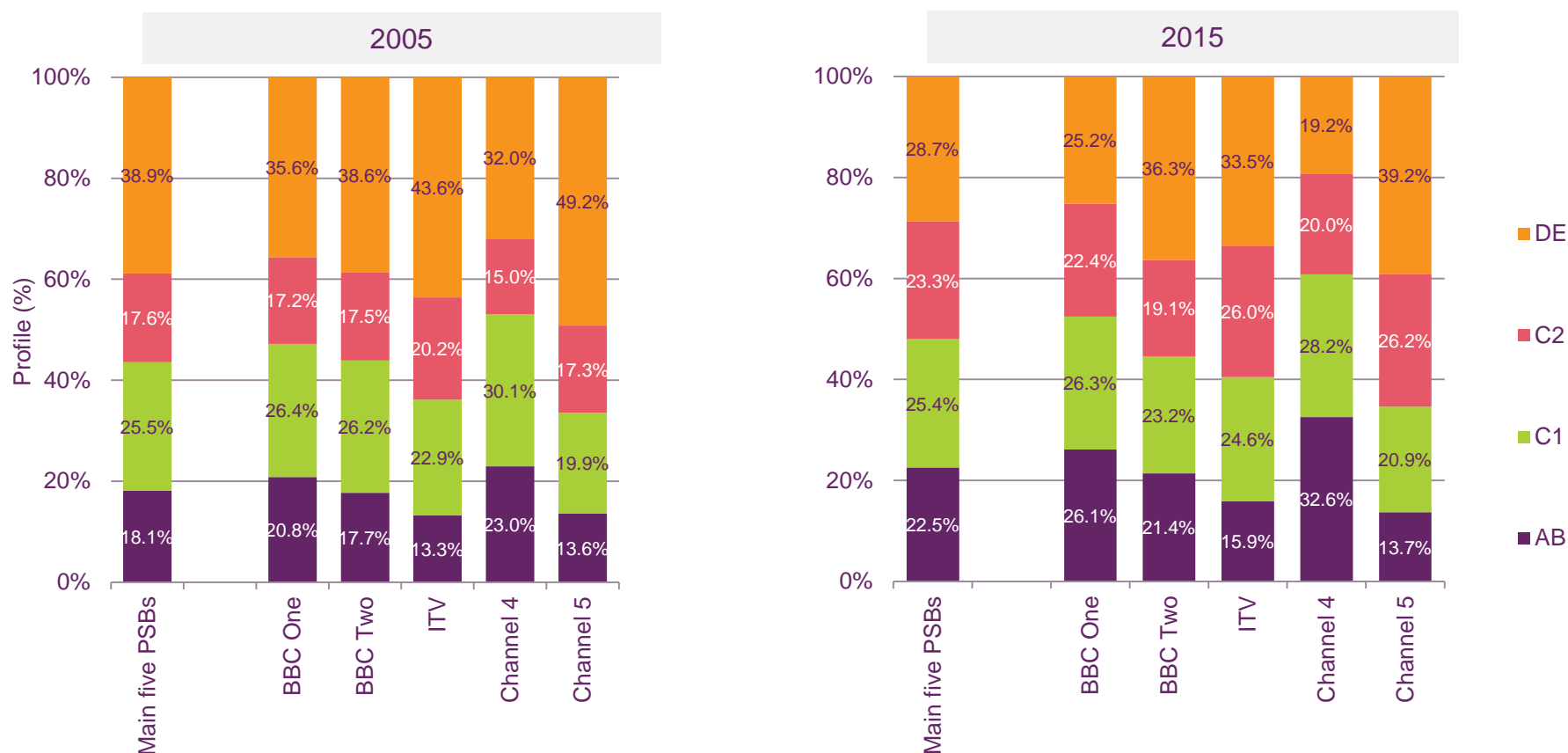
Age profile of national/international news viewers, 2005 and 2015



Source: BARB. All Individuals (4+), 2005: Network Plus/2015: Network. Network programming based on 4+ area filter.

Figure 48

Socio-economic profile of national/international news viewers, 2005 and 2015

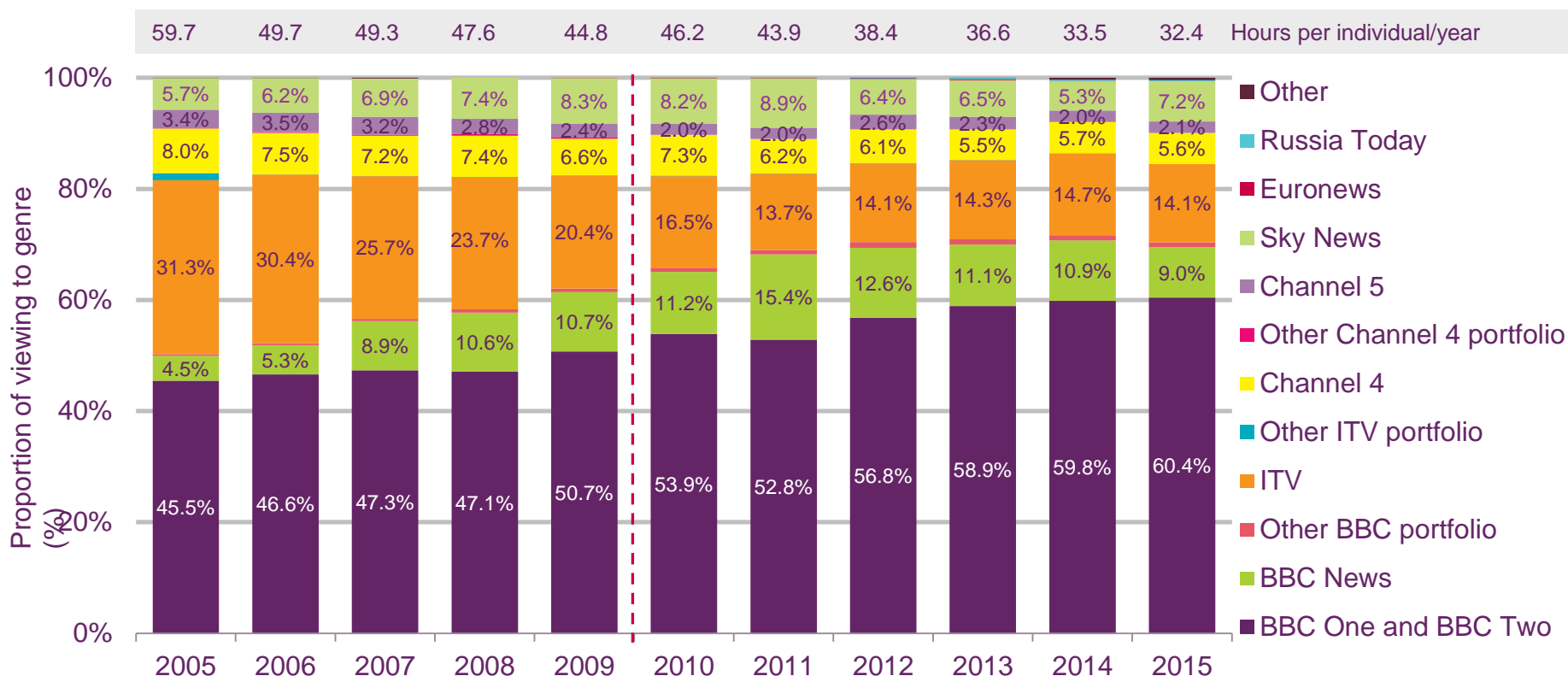


Source: BARB. All Individuals (4+), 2005: Network Plus/2015: Network. Network programming based on 4+ area filter.

Figure 49



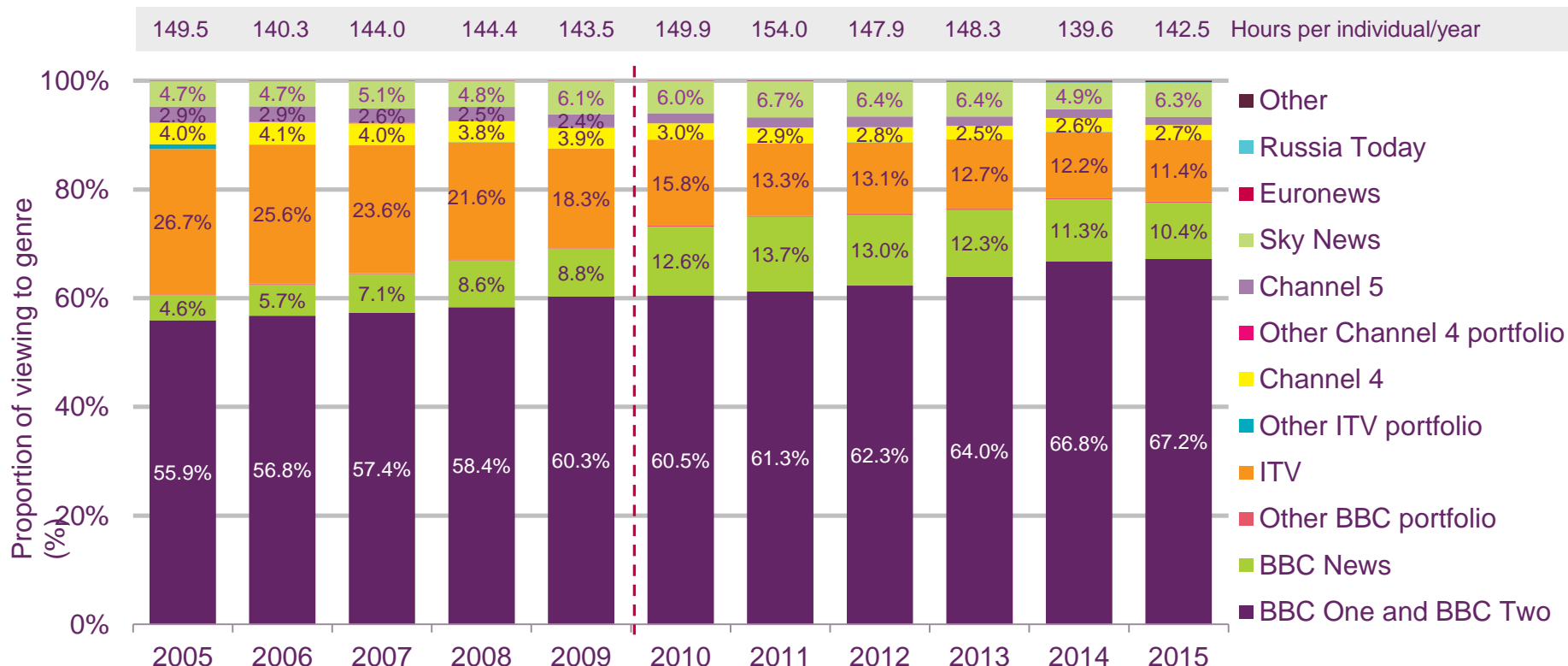
Proportion of viewing to national/international news by channel group – Adults 16-34, 2005-2015



Source: BARB. Adults 16-34, All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Shares are based on total minutes of viewing to national/international News. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable. Note: a step-change in the proportion of news viewing attributed to ITV between 2010 and 2011 may be partly explained by the ITV Breakfast re-brand from GMTV to Daybreak, in terms of the coding of programming; from 6 September 2010, following the re-brand of GMTV to the strands of Daybreak (0600-0900) and Lorraine (0900-0925) there was a change to the genre coding of these two distinct programme segments in BARB; from the re-brand, Daybreak was coded as current affairs: magazine (which is included within the current affairs: other category in Ofcom's analysis) while Lorraine was coded as entertainment; prior to 6th September 2010, distinct programming elements within GMTV as a whole were coded up separately; the effect of this is that news and other programming strands which were previously reported separately under GMTV became captured under a single BARB genre category of current affairs: magazine (which forms part of current affairs: other in Ofcom's analysis) from the third quarter of 2010 and across 2011-2013.

Figure 50

Proportion of viewing to national/international news by channel group – Adults 35+, 2005-2015

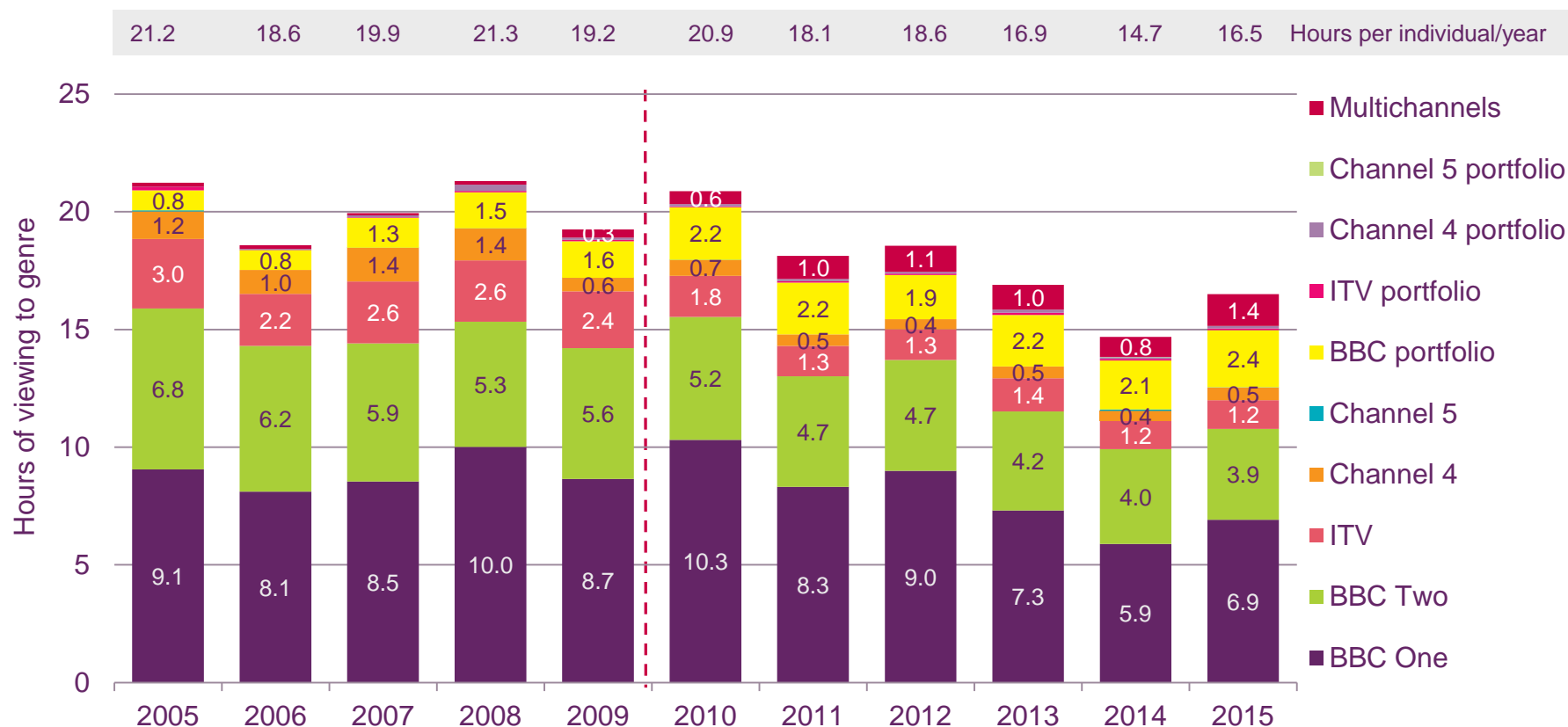


Source: BARB. Adults 35+, All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Shares are based on total minutes of viewing to national/international News. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable. Note: a step-change in the proportion of news viewing attributed to ITV between 2010 and 2011 may be partly explained by the ITV Breakfast re-brand from GMTV to Daybreak, in terms of the coding of programming; from 6 September 2010, following the re-brand of GMTV to the strands of Daybreak (0600-0900) and Lorraine (0900-0925) there was a change to the genre coding of these two distinct programme segments in BARB; from the re-brand, Daybreak was coded as current affairs: magazine (which is included within the current affairs: other category in Ofcom's analysis) while Lorraine was coded as entertainment; prior to 6th September 2010, distinct programming elements within GMTV as a whole were coded up separately; the effect of this is that news and other programming strands which were previously reported separately under GMTV became captured under a single BARB genre category of current affairs: magazine (which forms part of current affairs: other in Ofcom's analysis) from the third quarter of 2010 and across 2011-2013.

Figure 51



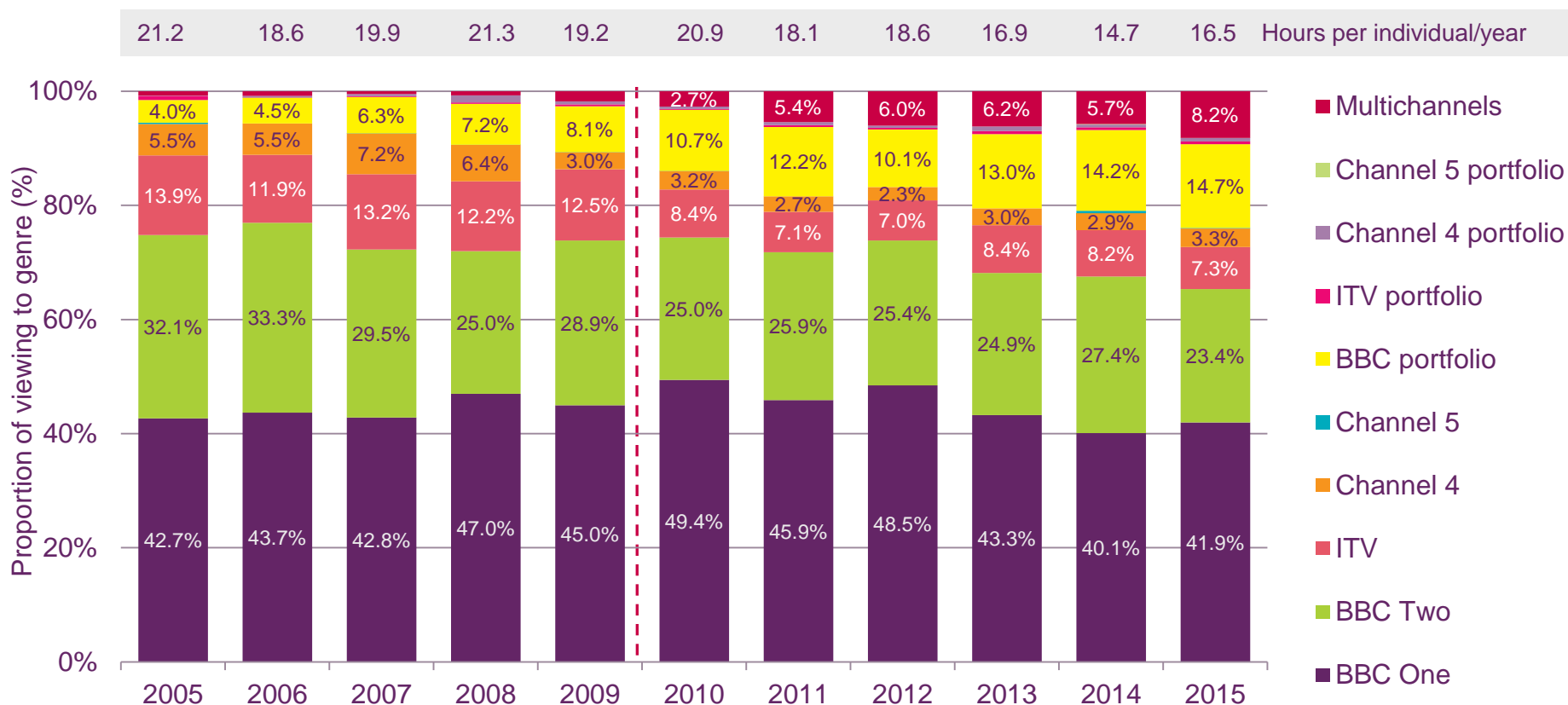
Hours of viewing to current affairs: political/economical /social by channel group – All Individuals, 2005-2015



Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 52

Proportion of viewing to current affairs: political/economical/social by channel – All Individuals, 2005-2015

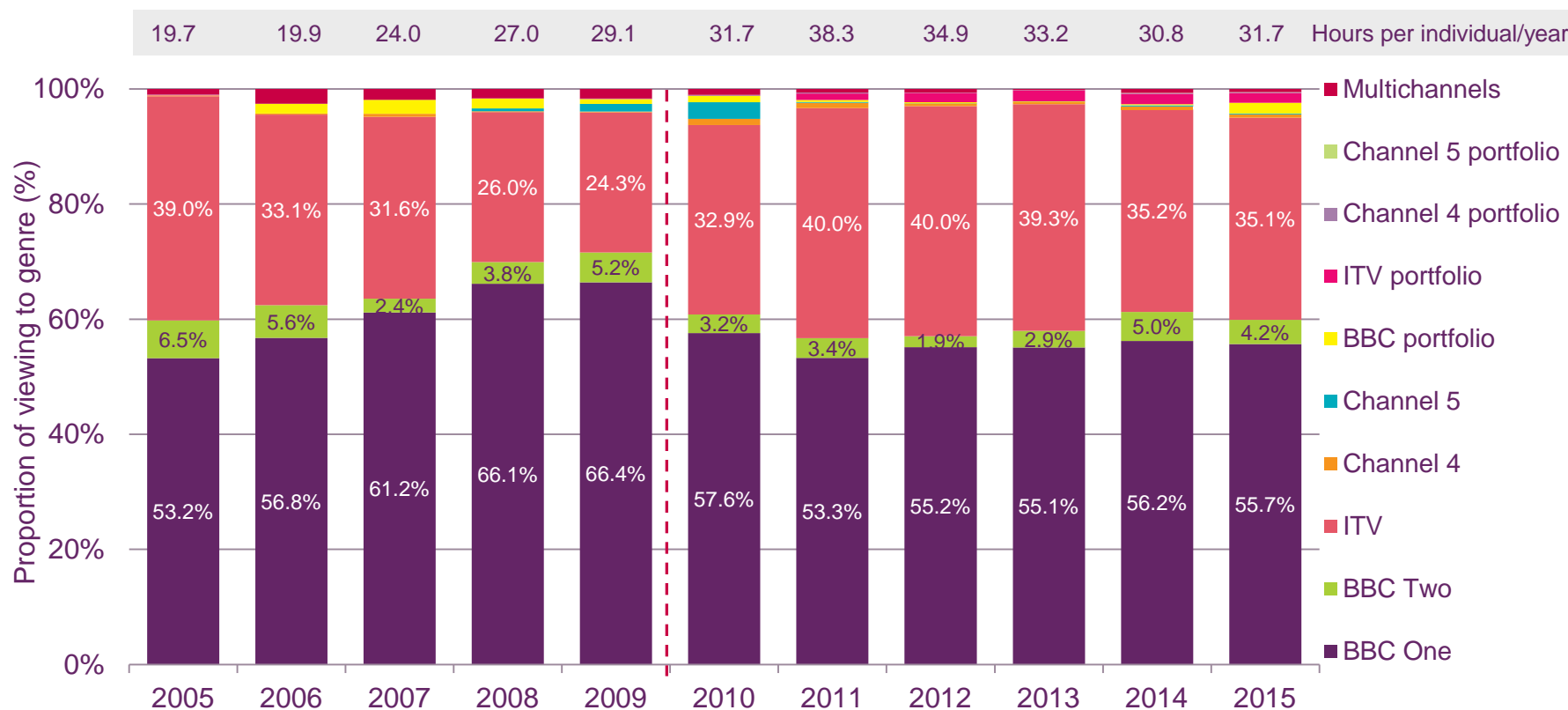


Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 53



Proportion of viewing to current affairs: other by channel group – All Individuals, 2005-2015

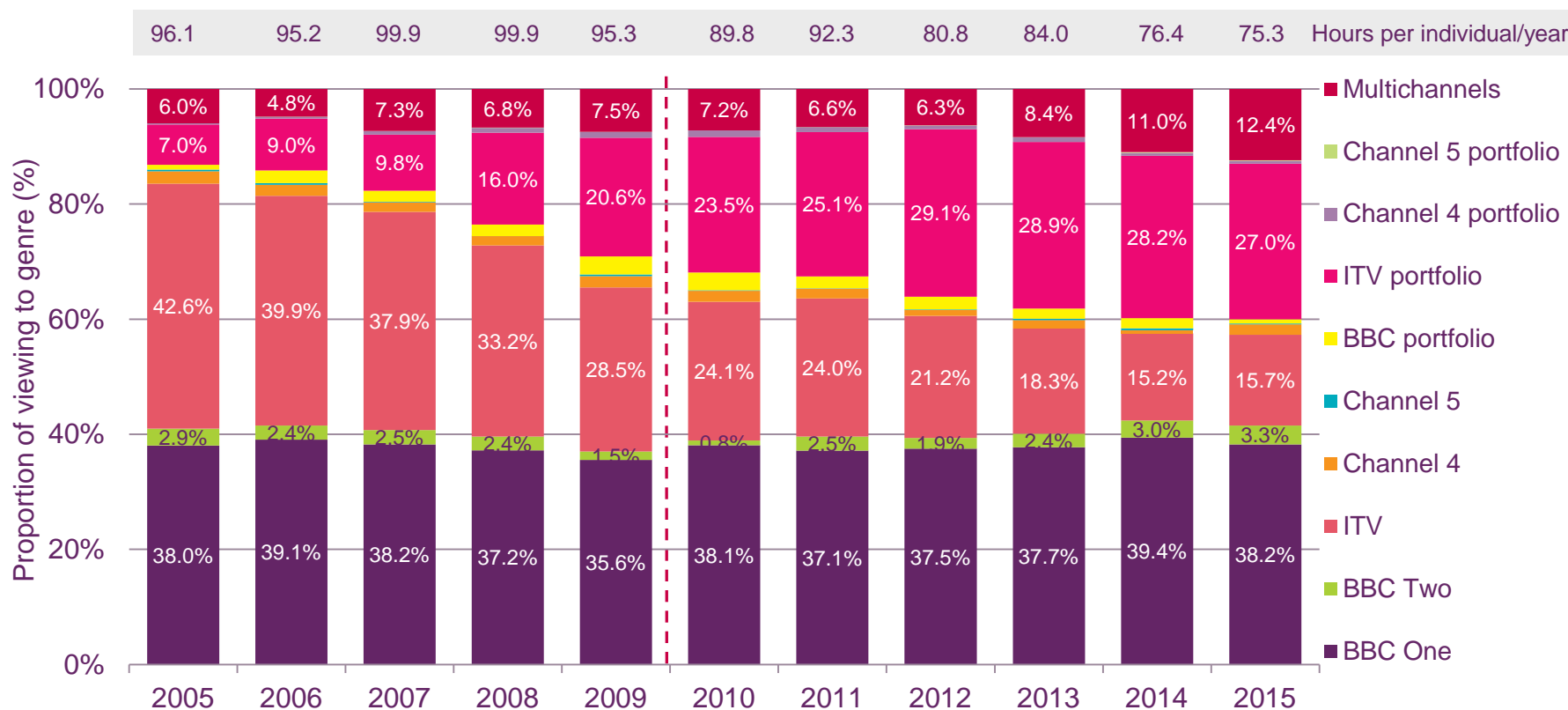


Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 54



Proportion of viewing to UK drama by channel – All Individuals, 2005-2015

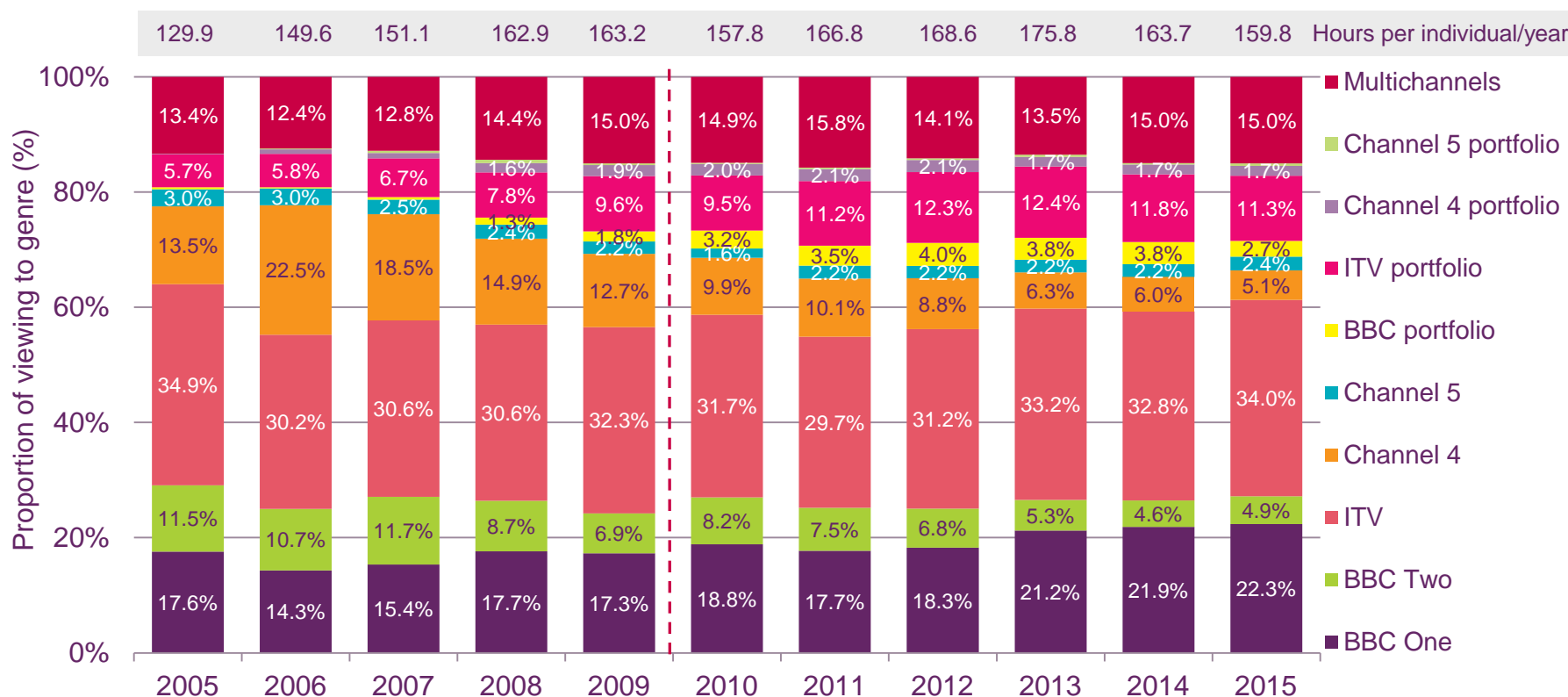


Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 55



Proportion of viewing to entertainment by channel group – All Individuals, 2005-2015

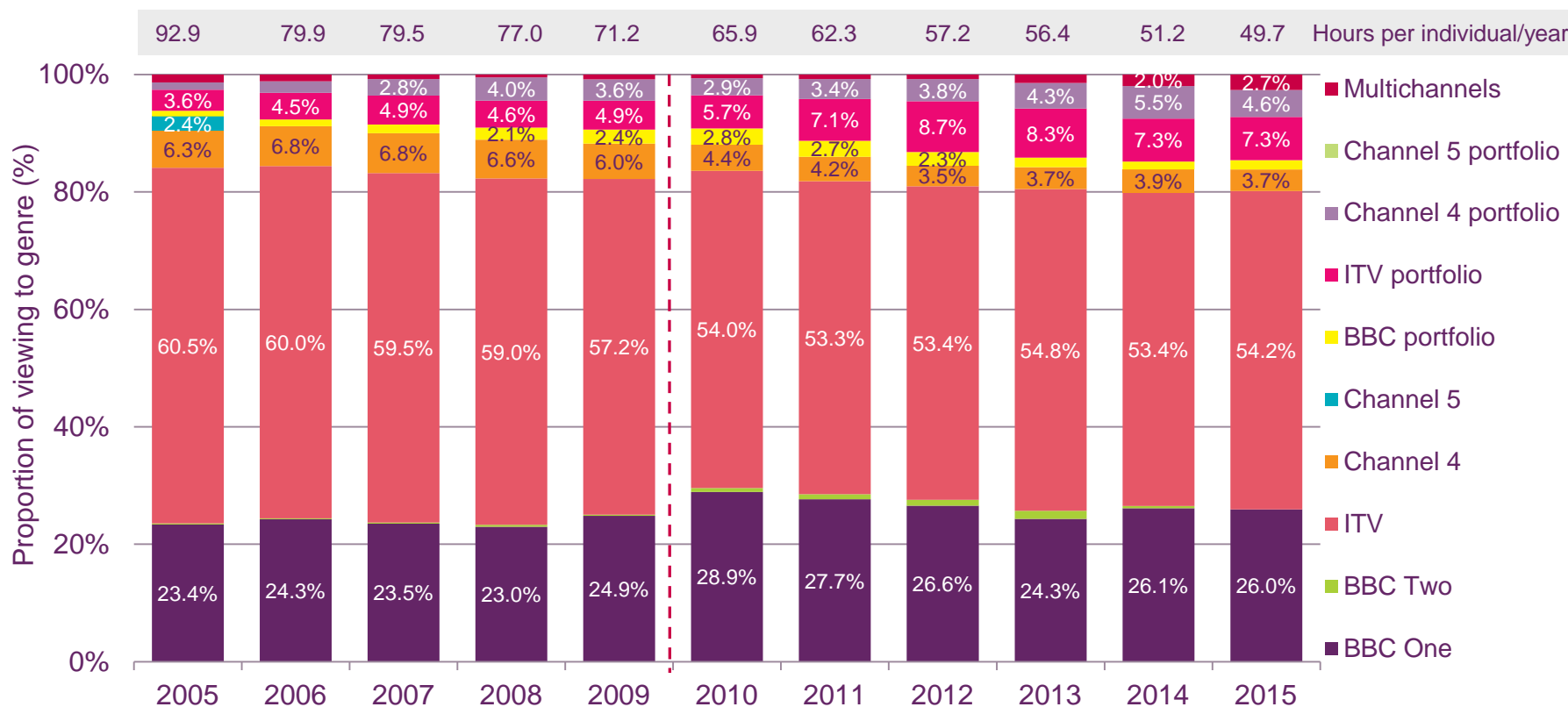


Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 56



Proportion of viewing to UK soaps by channel group – All Individuals, 2005-2015

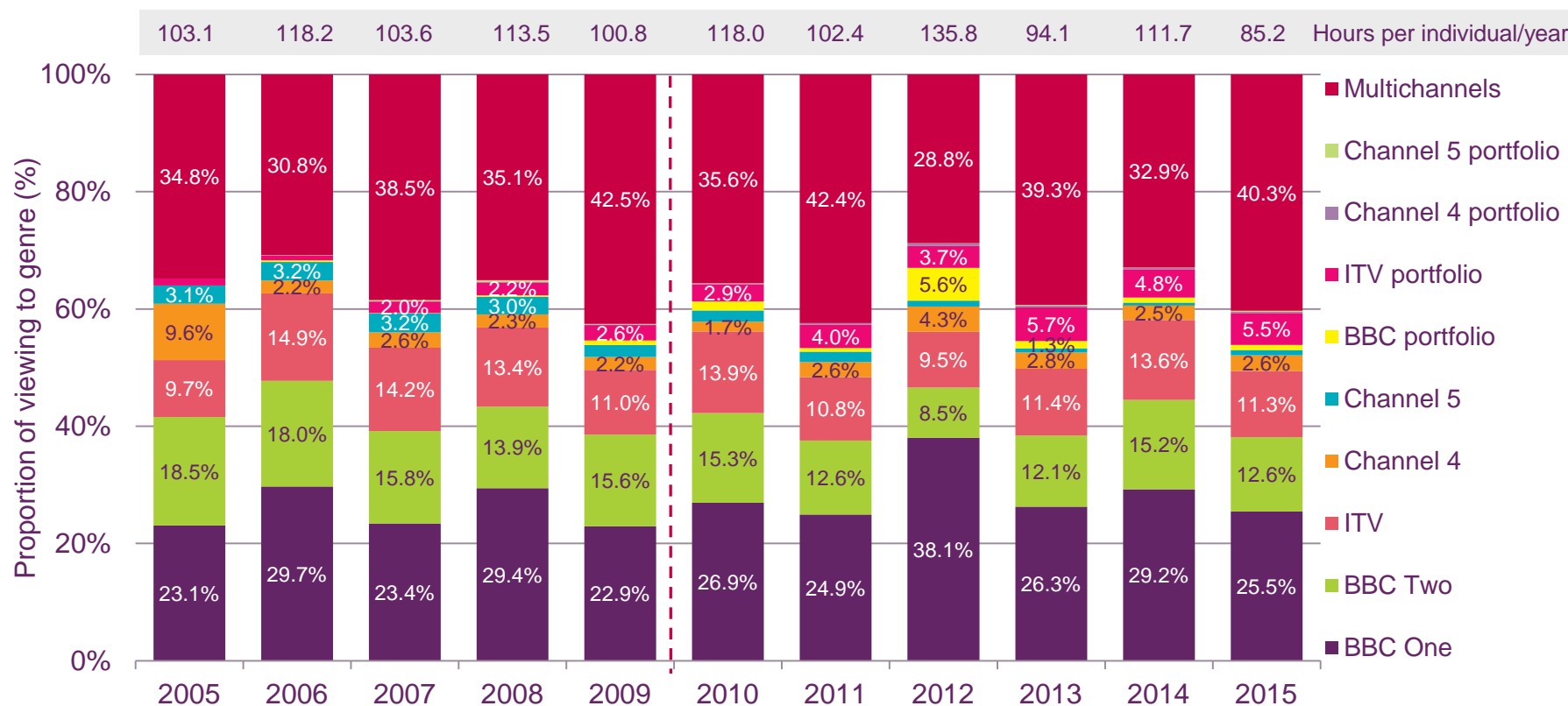


Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 57



Proportion of viewing to sport by channel group – All Individuals, 2005-2015



Source: BARB. All Individuals (4+), All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Contents

- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

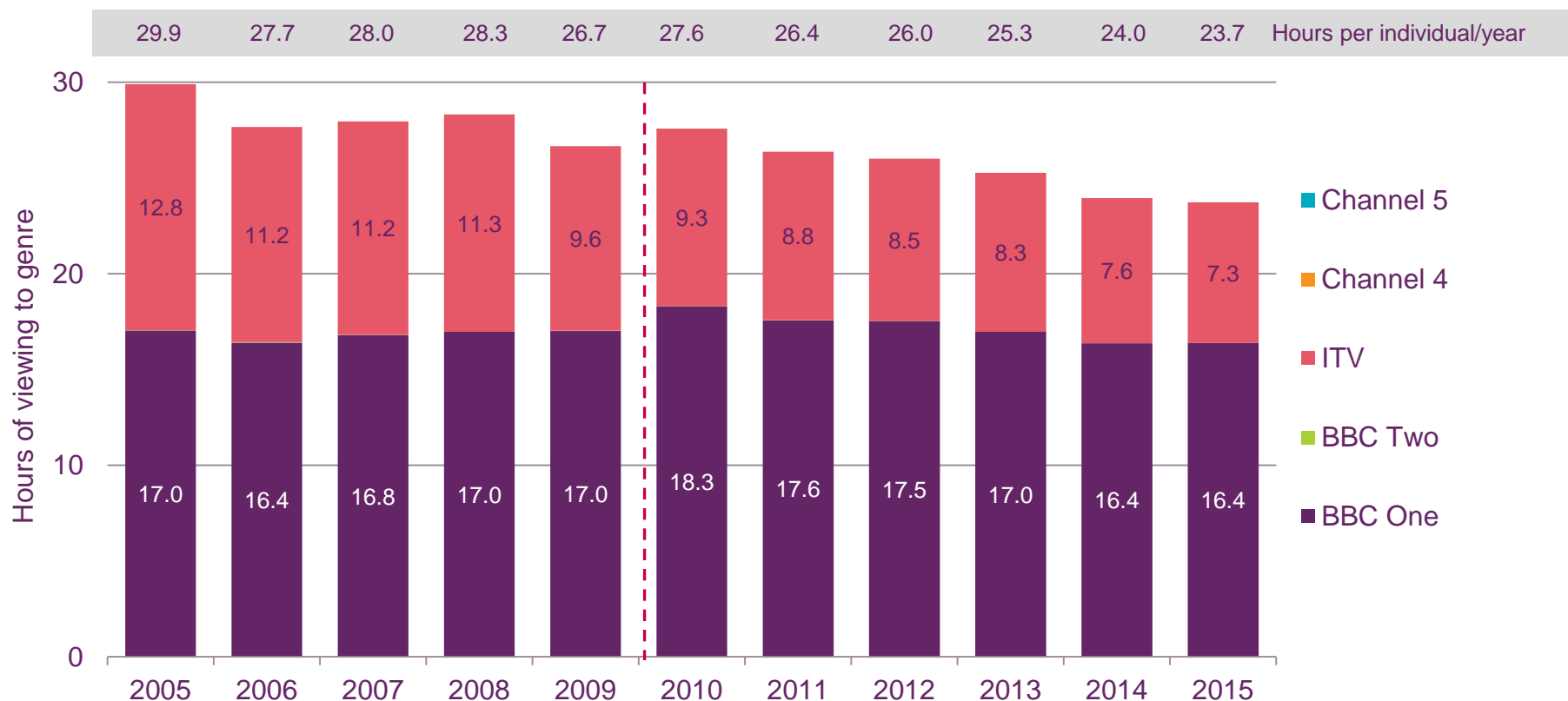
Summary: Nations and regions news

- Viewing to *nations and regions news* dipped from 24.0 hours per individual in 2014 to 23.7 hours in 2015 – the most stable in five years. While the amount of viewing to BBC One’s service has remained largely stable over the analysis period, viewing to ITV’s bulletins have continued to fall (Figure 58).
- During weekdays, the early evening nations and regions news bulletin is broadcast at 1800 on Channel 3/ITV. The share of the total TV audience achieved by this bulletin in the timeslot was 18.5% across the UK in 2015 – the corresponding share was higher in Northern Ireland and Scotland and on par in Wales. Across the English regions, the share of viewing achieved by Channel 3’s early evening news bulletin was highest in Border with the largest fall in share of viewing seen in Meridian (Figures 59 & 60).
- BBC One’s early evening nations and regions bulletin is broadcast at 1830. In 2015, the share of viewing to these programmes across the UK stood at 29.7% with viewing levels relatively similar across the nations. Across the English regions, BBC One’s share for the early evening news programme in 2015 was highest in the South West. The West had the most notable increase in viewing share and London, the region reporting the lowest viewing levels overall, also saw the largest decline in share between 2005 and 2015 (1.7 points) (Figures 61 & 62).

Figure 58



Hours of viewing to nations and regions news by channel – All Individuals, 2005-2015

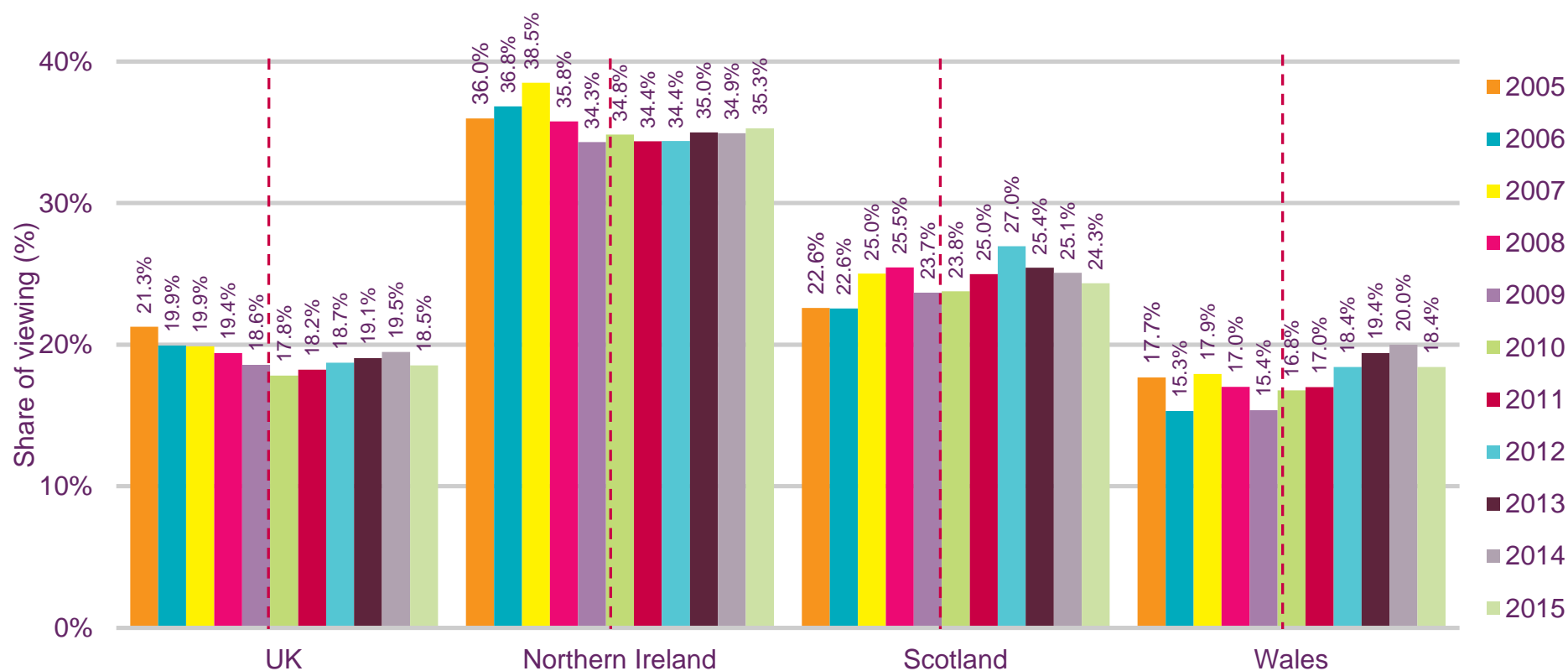


Source: BARB. All Individuals (4+), All day, Network. Based on total minutes of viewing to the genre across the main five PSB channels only.

Figure 59



Channel 3 nations and regions evening news viewing share – nations, 2005-2015



Source: BARB. All Individuals (4+).

Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.

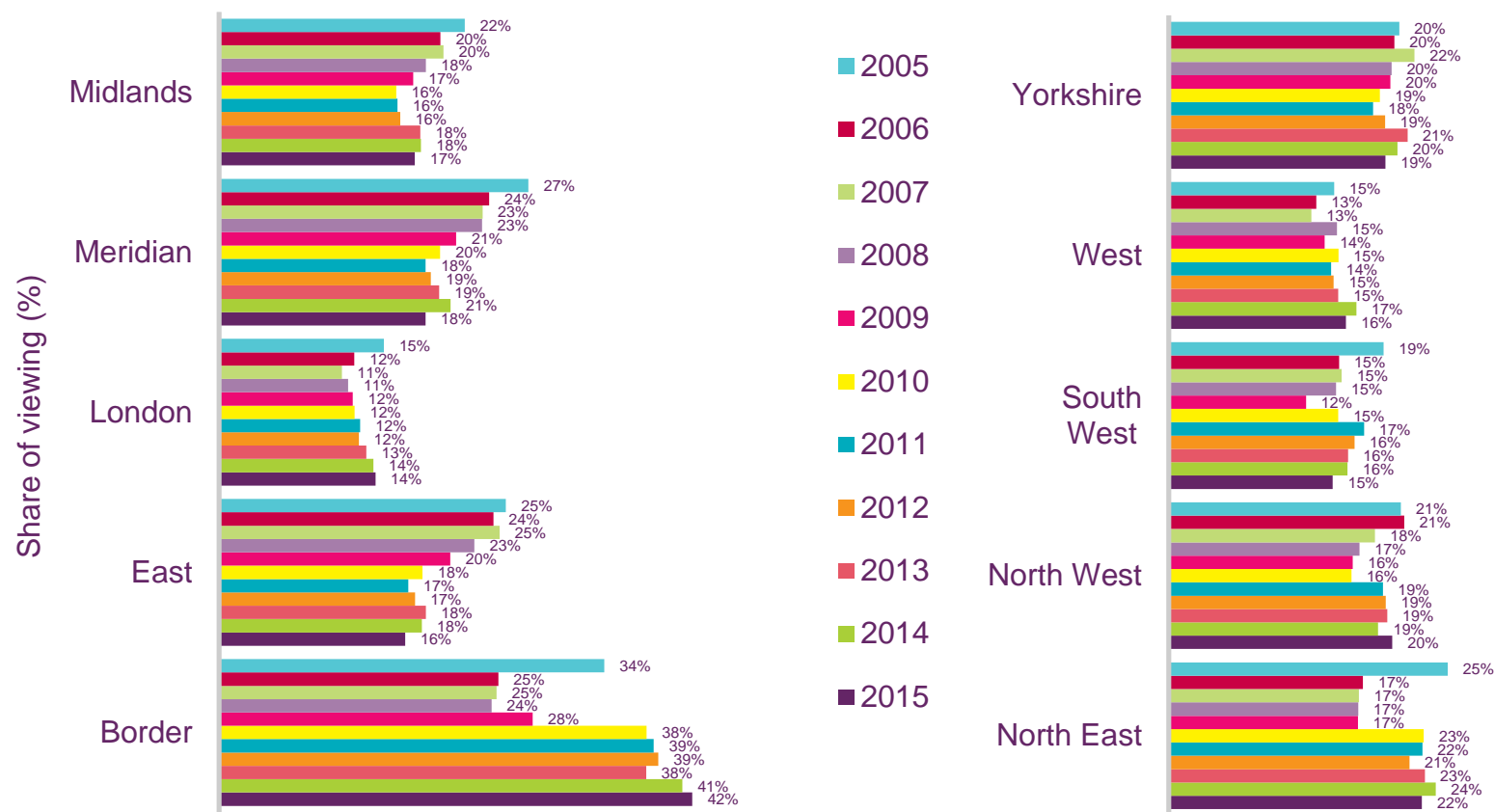
UK figures based on dayparts data: Channel 3 Monday-Friday 1800-1830.

As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

Figure 60



Channel 3 nations and regions evening news viewing share – English regions, 2005-2015



Source: BARB. All Individuals (4+).

Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.

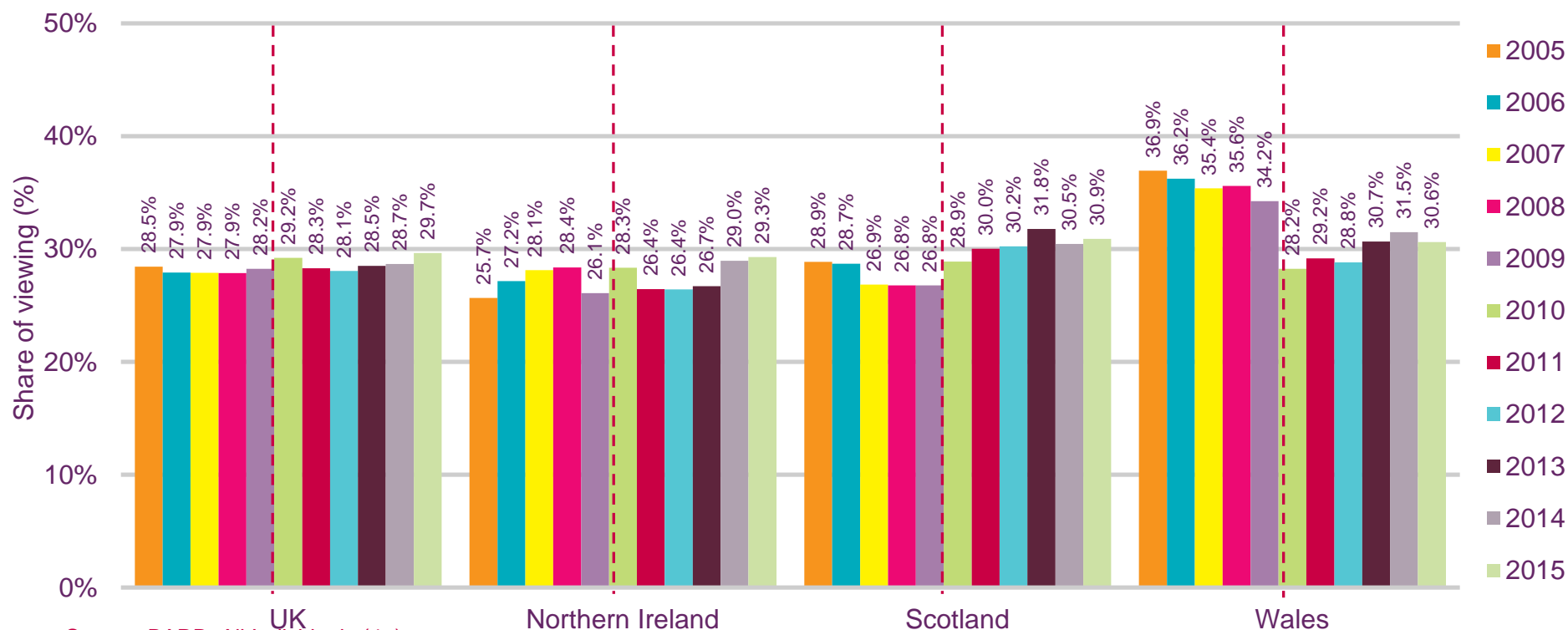
UK figures based on dayparts data: Channel 3 Monday-Friday 1800-1830.

As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

Figure 61



BBC One nations and regions evening news viewing share – nations, 2005-2015



Source: BARB. All Individuals (4+).

Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.

UK figures based on dayparts data: BBC One Monday-Friday 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 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

Figure 62



BBC One nations and regions evening news viewing share – English regions, 2005-2015



Source: BARB. All Individuals (4+).

Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.

UK figures based on dayparts data: BBC One Monday-Friday 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 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

Contents

- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

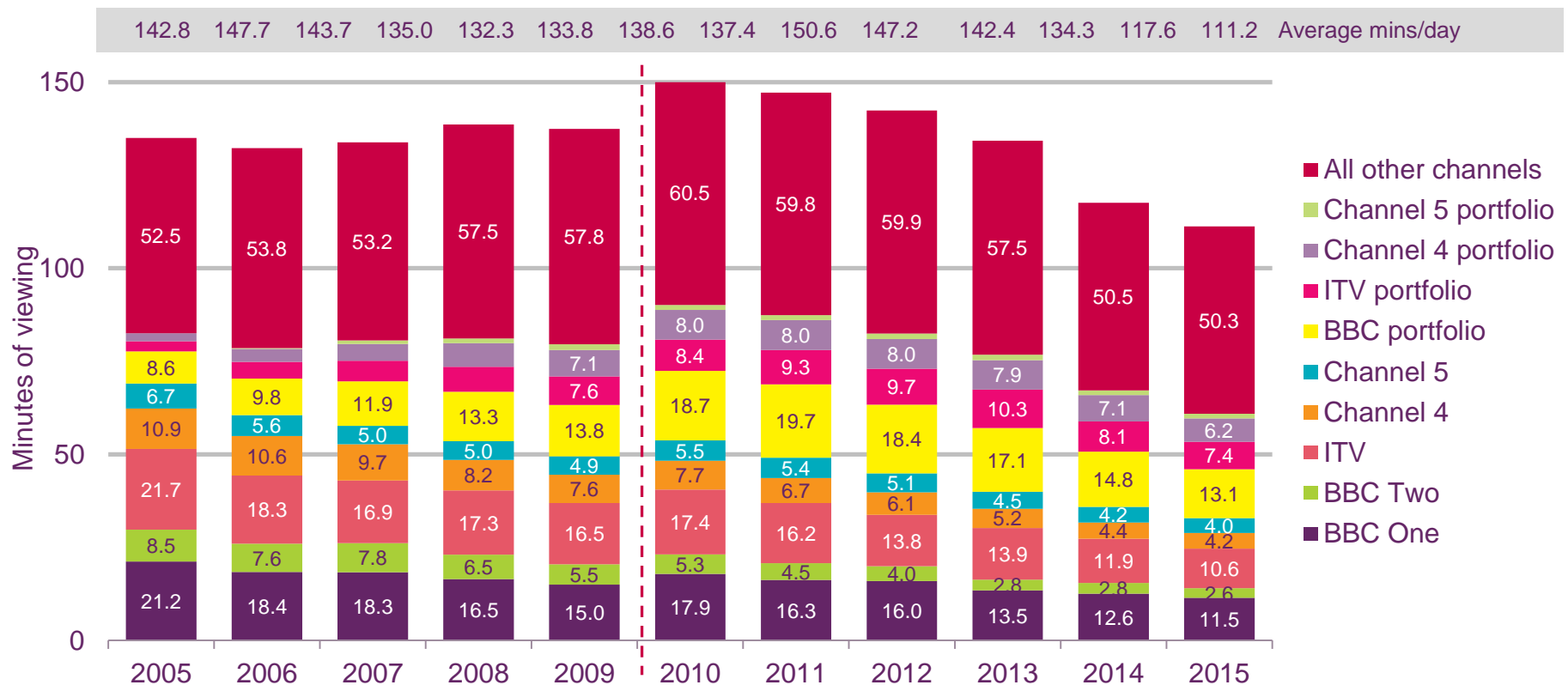
Summary: Children's viewing

- Between 2005 and 2009, the total time children spent watching any broadcast TV remained relatively stable. Following an increase in viewing in 2010, viewing has gradually fallen to its lowest level in a decade. Multichannels accounted for the largest share of children's total viewing (45.2% in 2015) and while viewing to the main five PSB channels has fallen over the analysis period, there has been an increase in the share of viewing accounted for by the portfolio channel groups keeping the combined share of viewing by all the PSB-owned channels stable (63 & 64).
- The range of genres viewed by children has remained fairly stable. While time spent watching *Children's* programming has fallen to the lowest in a decade (reflecting the drop in total TV viewing overall), it continued to account for the largest proportion of children's television viewing - representing a third of viewing in 2015 - followed by *Entertainment* and *Films: Other* (Figure 65).
- The share of children's viewing to the *Children's* genre by the main five PSB channels has fallen noticeably over the analysis period. CBeebies' share continued to increase and accounted for the largest share of children's viewing in 2015, overtaking the group of Disney owned children's channels for the first time (Figure 66).
- Across all channels, *Pre-school* programming accounted for the largest proportion of children's viewing to the *Children's* genre in 2015 followed by *Cartoons/Animation* (Figure 67).

Figure 63



Total daily viewing by channel type – Children 4-15, 2005-2015

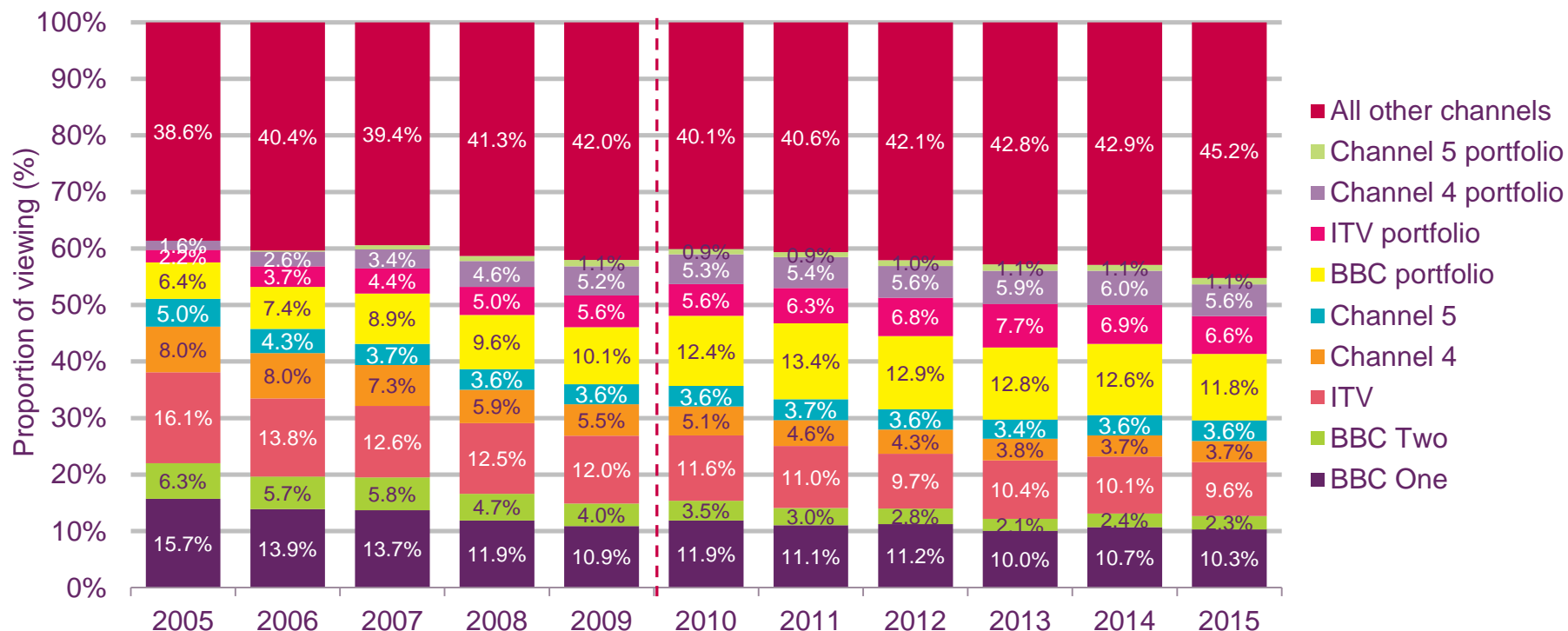


Source: BARB, Children 4-15, Network.

Figure 64



Channel shares for the main PSB channels and their portfolio channels – Children 4-15, 2005-2015

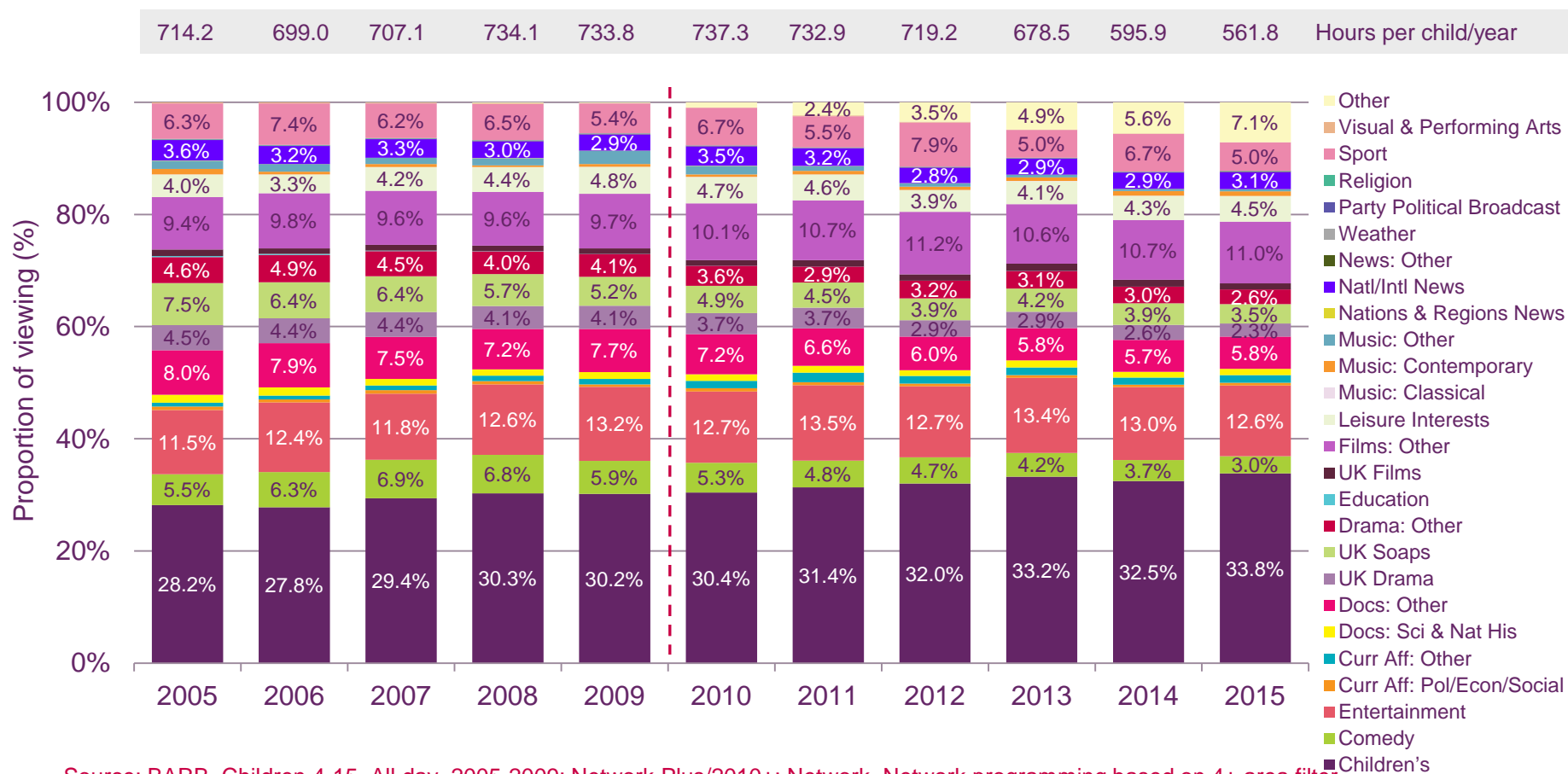


Source: BARB, Children 4-15, Network.

Figure 65



Viewing by genre across Total TV – Children 4-15, 2005-2015

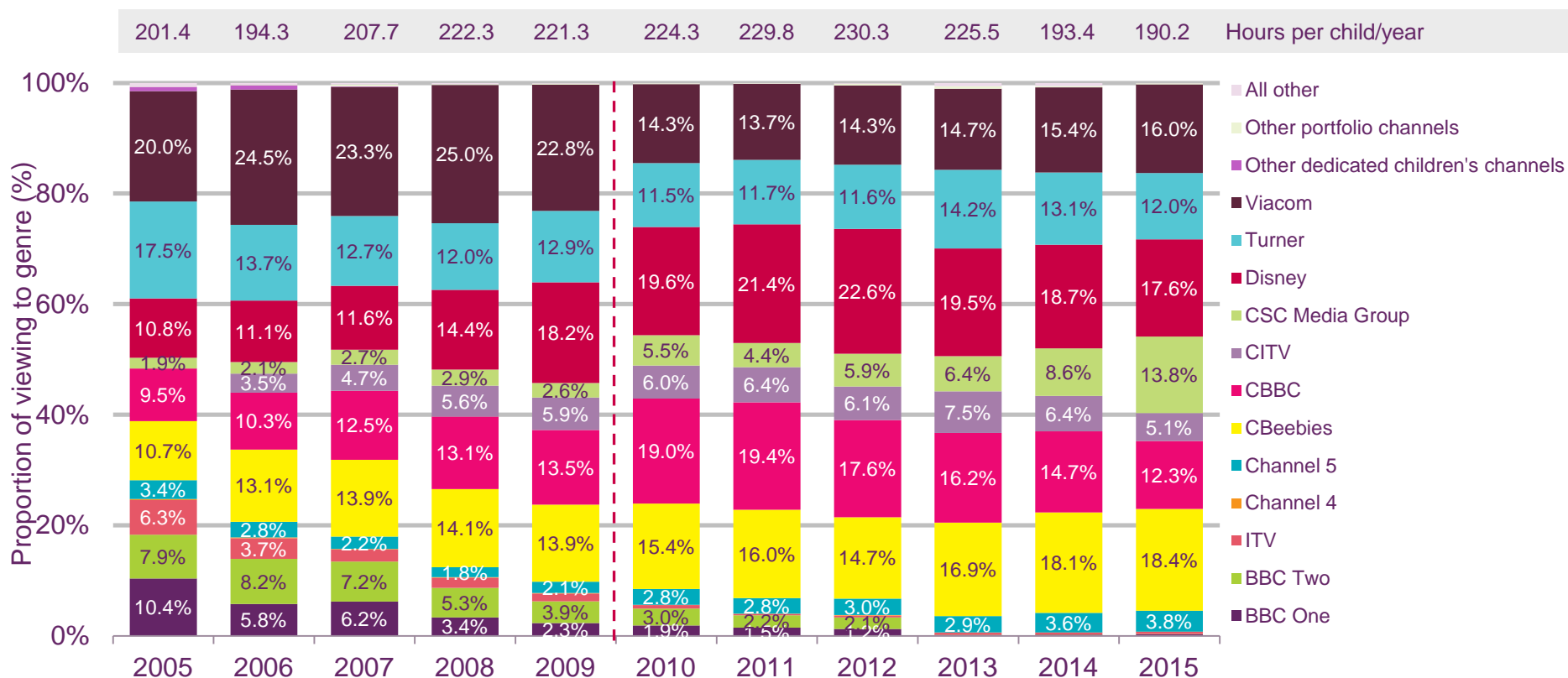


Source: BARB. Children 4-15, All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 66



Proportion of viewing to children's programming by channel group – Children 4-15, 2005-2015



Source: BARB. Children 4-15, All day. 2005-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 67



Children's viewing of the children's genre by sub-genre – Children 4-15, 2015



Source: BARB. Children 4-15, Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

*Multichannels refers to all channels excluding the main five PSB channels and all their respective portfolio channels.

Contents

- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

Summary: S4C

- In a typical week, 345,000 viewers in the S4C region watched Welsh language programming for at least 3 consecutive minutes on S4C. This was the fourth year of decline in weekly reach since 2011. When all viewers across the UK is considered, there is a generally more stable trend in the last five years with weekly reach increasing to 664,000 viewers in 2015, the largest audience in five years.
- Time spent watching Welsh language programmes on the channel followed a similar pattern of decline as weekly reach in Wales, with the 11.0 hours per person in 2015 the lowest in a decade.
- The spread of viewing by genre has remained broadly consistent since 2011 a year after DSO in Wales, with shifts in some genres. The proportion of viewing hours to *Current Affairs: Other* and *UK drama* increased year-on-year and compared to 2011, while the share of viewing to *Entertainment*, *Documentaries: Other* and *News* in Wales increased compared to 2014. The largest fall in viewing since 2011 and in 2015 was to *UK soaps*. *Children's* programming fell by 3ppt in 2015 though the 9.3% share of all programme viewing in 2015 was higher than in 2011.

Figure 68

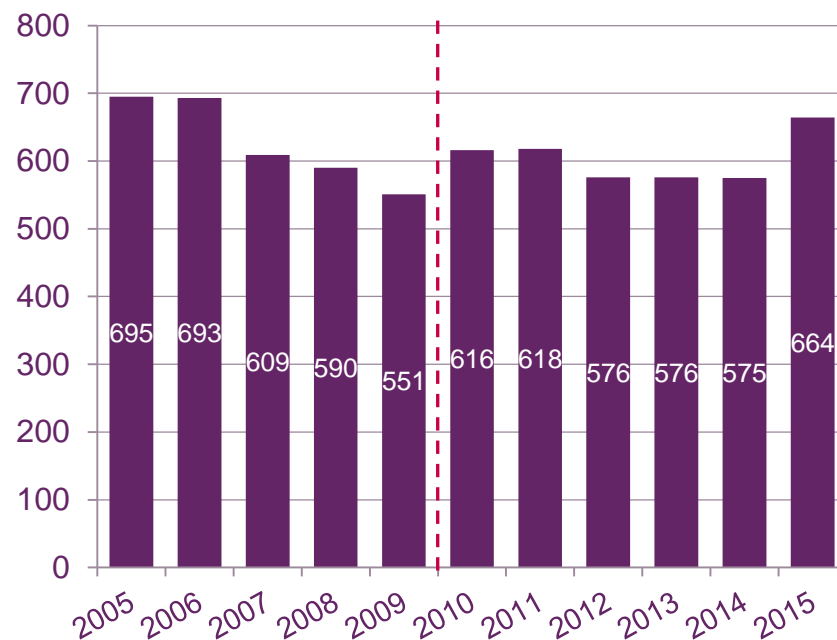


Weekly reach of Welsh language programming on S4C: 2005-2015

Weekly reach of Welsh language programming in Wales
3 minute weekly reach (000s)



Weekly reach of Welsh language programming across the UK
3 minute weekly reach (000s)



Source: S4C/BARB/InfoSys+, individuals (4+). S4C region and S4C Network.

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

Figure 69



Viewing of Welsh language programming on S4C: 2005-2015

Hours viewed of Welsh language programming



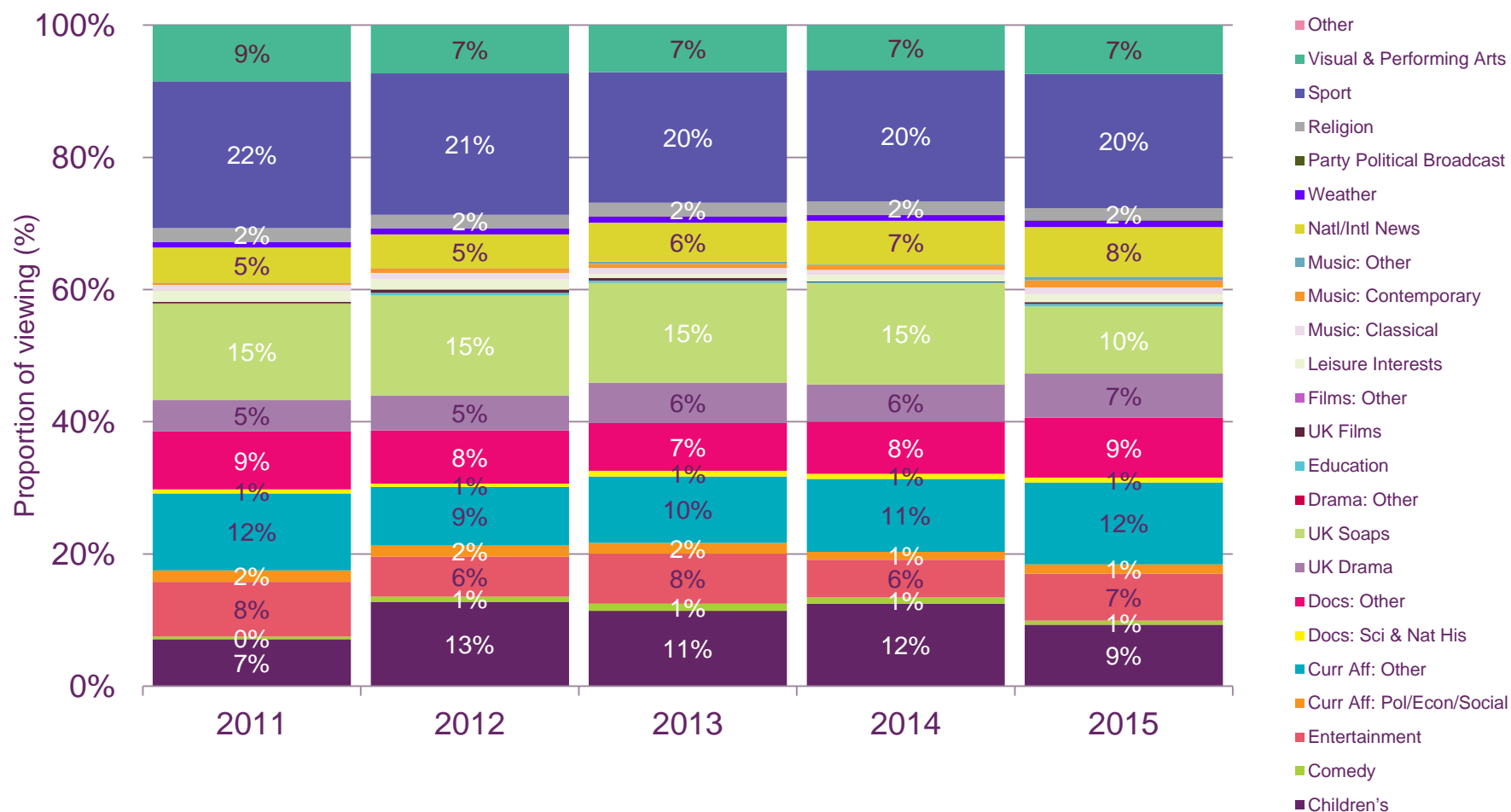
Source: S4C/BARB, individuals (4+). S4C Region.

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

Figure 70



Viewing by genre on S4C: 2011-2015



Source: S4C/BARB/InfoSys+. S4C Region, individuals 4+. Welsh language programming.

Note: News and weather on S4C is for Wales only and has been placed in the national news/weather category

Contents

- Background and notes
- The viewing context
- Time spent viewing
- Channel reach
- Channel shares
- Audience profiles
- Time-shifted viewing
- Viewing by genre across channels
- Genre analysis
- Nations & regions news
- Children's viewing
- S4C
- Definitions

Definitions: Channel groups: 2005-2015

PSB channels		Commercial PSBs' portfolio channels			
Main five PSB channels	BBC portfolio channels	ITV portfolio channels	Channel 4 portfolio channels	Channel 5 portfolio channels	Multichannels
BBC One	BBC Three	ITV+1	Channel 4+1	Channel 5 +1	All other remaining channels
BBC Two	BBC Four	ITV2	E4	5STAR	
ITV	BBC HD	ITV2+1	E4+1	5STAR +1	
Channel 4* (+S4C 2005-2009)	BBC News	ITV3	More4	5 USA	
Channel 5	BBC Parliament	ITV3+1	More4+1	5 USA +1	
	CBeebies	ITV4	Film4	Channel 5 +24	
	CBBC	ITV4+1	Film4+1	Spike	
	BBC Olympics channels	CITV	4Music		
	BBC red button channels	ITV Encore	4seven		
		ITV Encore+1	Channel 4 Paralympic channels		
		ITVBe	FilmFour Weekly		
		ITVBe+1	FilmFour World		
		ITV News			
		ITV Play			
		Men and Motors			

Channels include HD variants where applicable. PSB families which are referred to throughout the pack include the main channel plus portfolio channels.

*Channel 4 data up to and including 2009 includes S4C viewing because Channel 4 programming was carried on S4C before DSO in Wales in 2010. From 2010 S4C became a wholly a Welsh language channel and therefore Channel 4 data from 2010 relates to viewing to Channel 4 only.

Definitions: Channel groups – Children’s channels

CSC Media Group	Disney	Turner	Viacom	Other
Kix!	Disney Channel	Boomerang	Nick Jr	Baby TV
Kix+	Disney Channel +1	Boomerang+1	Nick Jr+1	Discovery Kids
Kix+1	Disney Cinemagic	Cartoon Network	Nick Jr 2	Baby TV
POP	Disney Cinemagic +1	Cartoon Network Plus	Nickelodeon	Discovery Kids
Pop +1	Disney Junior	Cartoon Network +1	Nickelodeon+1	Baby TV
Pop Girl	Disney Junior Plus	Cartoon Network Too	Nicktoons	Discovery Kids
Pop Girl +1	Disney XD	Cartoonito	Nicktoons Replay	Baby TV
Tiny Pop	Disney XD +1		Nicktoonsters	
Tiny Pop+1	Toon Disney			

Definitions: Genre analysis

Genre label	Definition – BARB genres	Genre label	Definition – BARB genres
UK Drama	Drama: Single Plays – UK Drama: Series/Serials - UK	Comedy	Ent: Situation Comedy – UK Ent: Situation Comedy – US Ent: Situation Comedy - Rest of World Ent: Other Comedy Ent: Comedy Stand Up
UK Soaps	Drama: Soaps - UK		
Drama: Other	Drama: Single Plays - Non-UK Drama: Single Plays – Generic Drama: Soaps - Non-UK Drama: Soaps – Miscellaneous Drama: Series/Serials - Non UK Drama: Series/Serials - Generic	Entertainment	Ent: Variety/M.O.R.Music Ent: Variety/Youth Ent: Chat Shows – General Ent: Chat Shows - Audience Participation Ent: Quiz, Panel and Game Shows Ent: Lottery Show/Updates Ent: Animations – Cartoons Ent: Animations – Puppets Ent: Family Shows Ent: Special Events Ent: Reality Ent: Cookery Ent: Bollywood Ent: Generic
UK Films	Cinema Films: UK TV Films: UK		
Films: Other	Cinema Films: US Cinema Films: Rest of World - Foreign Language Cinema Films: Rest of World - English Language Cinema Films: Bollywood Cinema Films: Generic TV Films: US TV Films: Rest of World - Foreign Language TV Films: Rest of World - English Language TV Films: Bollywood TV Films: Generic Other Films (All)	Music: Classical	Music: Classical – General Music: Classical - Documentary
		Music: Contemporary	Music: Contemporary – General Music: Contemporary – Documentary Music: Contemporary – Performance/Live Music: Contemporary – Chart Show or Countdown
		Music: Other	Music: Generic

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

Definitions: Genre analysis

Genre label	Definition – BARB genres	Genre label	Definition – BARB genres
Visual & Performing Arts	Arts (All)	Documentaries: Other	Documentaries: Human Interest Documentaries: Factual Drama Documentaries: Factual Entertainment Documentaries: History Documentaries: Crime/Real Life Documentaries: Travel Documentaries: Fly on The Wall Documentaries: Celebrity Documentaries: Generic
National/ International News	News: National/International		
Nations & Regions News	News: Regional		
News: Other	News: Generic		
Weather	Weather: National Weather: Regional	Religion	Religious (All)
Current Affairs: Political/Economical/Social	Current Affairs: Political/Economical/Social	Sport	Sport (All)
Current Affairs: Other	Current Affairs: Consumer Affairs Current Affairs: Special Events Current Affairs: Magazine Current Affairs: Generic	Children's	Children (All)
Leisure Interests	Hobbies/Leisure (All)	Party Political Broadcast	Party Political Broadcast (All)
Documentaries: Science & Natural History	Documentaries: Natural History & Nature Documentaries: Science/Medical	Education	Education (All)
		Other	Other: New Programme

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