



Adults' media use and attitudes 2016 Annex

Top 50 websites visited &
Top 20 TV programmes viewed

Research Document

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Section 1

Websites visited by adults

1.1 Introduction

This section of the annex provides tables of the top 50 web properties visited by adults in October 2015¹. We include two sets of data:

- The first set of tables (1-6) shows the top 50 web properties visited by adults aged 15+, 15-24, 25-34, 35-44, 45-54, and 55+ from laptop and desktop computers at home and work during the month of October 2015, as measured by comScore MMX.
- The second set of tables (7-11) shows the top 50 web entities visited by adults aged 18+, 18-24, 25-34, 35-54 and 55+ from laptop and desktop computers at home and work, mobile phones and tablets², as measured by comScore MMX Multi-Platform³. This data is included as it covers a wider platform base, reflecting the reality of multi-platform consumption.

It offers useful context to our adults' media literacy report, showing the specific web properties that adults visit and how this differs according to age group.

1.2 Methodology

comScore's Unified Digital Measurement methodology combines panel and census measurement techniques in its approach to digital audience measurement. This method uses the comScore global measurement panel to determine audience reach and demographics. comScore also captures directly measured census-level activity at publishers' digital content assets (i.e. websites, videos, apps), which most accurately account for total media consumption. These data sets are unified into a more accurate view of audiences and their activity. Furthermore, this approach is not affected by variables such as cookie deletion, blocking, and rejection.

comScore MMX measures web activity on laptop and desktop computers. comScore MMX Multi-Platform measures PC website browsing, video streaming, smartphone app and browsing and tablet app and browsing activity and provides a single unduplicated measure for each entity. comScore models the overlap of a user's consumption of web, video, and app content across laptop and desktop computers, mobile phones and tablet computers by observing single person households with static IP addresses and static PC cookies with all devices present as well as census-level activity from publishers. The number of assets (web, video, mobile app, tablet app) for which comScore receives census-level activity from a publisher is indicated in the MMX Multi-Platform tables under 'Platforms tagged'.

The Top 50 websites tables consist of the fifty most popular properties in the UK for the specified target audience among the top 100 Properties⁴.

A *Property* is the parent entity and can represent a full domain (i.e. bbc.co.uk), pages (e.g. bbc.co.uk /sport), applications or online services under common ownership or majority ownership for a single legal entity. A *Media Title* is an editorially and brand consistent collection of content in the digital landscape that provides the marketplace with a view of online user behaviour. This may

¹ Date chosen to match the period when fieldwork was conducted for the Adults' Media Literacy Tracker.

² Tablets were introduced to comScore MMX Multi-platform in June 2013.

³ comScore MMX Multi-Platform uses data which is unavailable for individuals aged under 18, which is why the age breaks differ between comScore MMX and comScore MMX Multi-Platform.

⁴ This description of the methodology was amended in June 2017 as it incorrectly said that Adult Properties were included in the top 100 Properties.

represent a domain, a group of domains, online service or computer application. Therefore, a popular *Property* might contain or more well-known *Media Titles*. The name of most media titles is contained or referenced within the name of their parent property.

Of the properties without media titles in their name, many are media groups. Businesses such as Axel Springer and Mode Media own several media titles.

The table below shows examples of popular properties and some of the Media Titles that sit within these properties.

Examples of popular properties and the entites they contain:

Property Example	Media Title(s)
BBC Sites	BBC Radio, BBC Sport, BBC News, BBC iPlayer, et cetera
Telegraph Media Group	TELEGRAPH.CO.UK, Telegraph Jobs, Telegraph Finance, Telegraph Lifestyle, et cetera
WikiMedia Foundation Sites	WIKIMEDIA.ORG
AOL Sites	AOL UK Teens, AOL Women, AOL Tickets, AOL Living, et cetera
Google Sites	GOOGLE.CO.UK
BitTorrent Network	BITTORRENT.COM

The tables below are ranked by unique audience and active reach. Unique audience is defined as the total number of unique persons who visited a website or used an application at least once in a given month. Persons visiting the same website more than one time in the month are therefore counted only once in this measure. The active audience is the total number of people who visited any website or used any application at least once in a given month. The active reach of a website is therefore the proportion of the unique audience that visit that website at least once during the month.

In the MMX Multi-Platform tables active reach and unique audience are provided for the total digital population and for mobile platforms. The total digital population includes all people who have accessed webpage, video or app content across laptop and desktop computers, mobile phones and tablet computers. Mobile platforms include all mobile handsets and tablet computers.

Please note: All rankings included in this report are based on comScore's own Top 100 Properties ranking. This data contains properties the methodology for which draws on panel and/or census-level data.

For more information on the data methodology and measurement contained in this annex, please visit www.comscore.com

1.3 Data tables (comScore MMX, Oct 2015)

Table 1: Top 50 web properties accessed by all adults⁵ from computers at home or work

No.	Web Property	Unique Audience (000s)	Active Reach (%)
1	Google Sites	38,775	84.7
2	Microsoft Sites	32,676	71.4
3	Facebook	28,492	62.3
4	Amazon Sites	24,337	53.2
5	BBC Sites	23,336	51.0
6	Yahoo Sites	20,872	45.6
7	eBay	20,103	43.9
8	Wikimedia Foundation Sites	16,796	36.7
9	Apple Inc.	12,381	27.1
10	Mode Media	11,954	26.1
11	TripAdvisor Inc.	11,881	26.0
12	WWW.GOV.UK	11,458	25.0
13	Mail Online / Daily Mail	11,246	24.6
14	PayPal	11,205	24.5
15	AOL, Inc.	10,857	23.7
16	Home Retail Group	10,348	22.6
17	The Guardian	9,394	20.5
18	Lloyds Banking Group plc	9,325	20.4
19	Twitter	9,301	20.3
20	Linkedin	9,287	20.3
21	Sky Sites	8,765	19.2
22	Tesco Stores	8,645	18.9
23	Telegraph Media Group	8,556	18.7
24	Dropbox Sites	8,181	17.9
25	Trinity Mirror Group	7,733	16.9
26	Adobe Sites	7,343	16.0
27	IDG Network	7,322	16.0
28	British Telecommunications	7,309	16.0
29	Barclays Bank	6,773	14.8
30	The Royal Bank Of Scotland	6,735	14.7
31	Moneysupermarket.com Financial Group	6,525	14.3
32	Priceline.com Incorporated	6,498	14.2
33	CBS Interactive	6,392	14.0
34	Axel Springer SE	6,349	13.9
35	Rightmove Sites	6,139	13.4
36	Hearst	5,817	12.7
37	Independent & Evening Standard (ESi Media)	5,800	12.7
38	Virgin Media	5,670	12.4
39	Conde Nast Digital	5,649	12.3
40	PINTEREST.COM	5,508	12.0
41	Ask Network	5,432	11.9
42	Ziff Davis Tech	5,405	11.8
43	Valve Corporation	5,387	11.8
44	Purch	5,260	11.5
45	Gumtree Sites	5,200	11.4
46	Wal-Mart	5,158	11.3
47	Expedia Inc	4,965	10.9
48	Spotify	4,927	10.8
49	USA TODAY Network	4,866	10.6
50	BitTorrent Network	4,844	10.6

Source: comScore MMX, October 2015, home and work panel, adults aged 15+.

⁵ comScore MMX analysis measures the digital activity of adults aged 15+, therefore 'all adults' refers to those aged fifteen and over.

Table 2: Top 50 web properties accessed by adults 15-24 from computers at home or work

No.	Web Property	Unique Audience (000s)	Active Reach (%)
1	Google Sites	6,647	89.7
2	Microsoft Sites	5,747	77.6
3	Facebook	4,889	66.0
4	BBC Sites	3,905	52.7
5	Amazon Sites	3,861	52.1
6	Yahoo Sites	3,184	43.0
7	Wikimedia Foundation Sites	3,080	41.6
8	eBay	2,857	38.6
9	Apple Inc.	2,559	34.5
10	Mode Media	2,043	27.6
11	Twitter	1,809	24.4
12	Mail Online / Daily Mail	1,806	24.4
13	Valve Corporation	1,605	21.7
14	The Guardian	1,595	21.5
15	Putlocker Online Media	1,546	20.9
16	Spotify	1,516	20.5
17	WWW.GOV.UK	1,477	19.9
18	IDG Network	1,459	19.7
19	PayPal	1,414	19.1
20	TripAdvisor Inc.	1,410	19.0
21	CBS Interactive	1,407	19.0
22	Linkedin	1,352	18.2
23	Telegraph Media Group	1,338	18.1
24	AOL, Inc.	1,337	18.0
25	Conde Nast Digital	1,331	18.0
26	Trinity Mirror Group	1,214	16.4
27	Sky Sites	1,187	16.0
28	Home Retail Group	1,176	15.9
29	Netflix Inc.	1,175	15.9
30	Tesco Stores	1,169	15.8
31	Hearst	1,090	14.7
32	Lloyds Banking Group plc	1,089	14.7
33	Adobe Sites	1,073	14.5
34	BitTorrent Network	1,042	14.1
35	EA Games - Media Network	1,031	13.9
36	Purch	1,018	13.7
37	Wikia Sites	1,005	13.6
38	Ziff Davis Tech	984	13.3
39	Dropbox Sites	983	13.3
40	Axel Springer SE	971	13.1
41	Independent & Evening Standard (ESi Media)	900	12.2
42	PINTEREST.COM	892	12.0
43	Virgin Media	867	11.7
44	Channel4	852	11.5
45	Indeed	832	11.2
46	Dictionary.com Network	807	10.9
47	WIKIHOW.COM	788	10.6
48	British Telecommunications	784	10.6
49	The Royal Bank Of Scotland	783	10.6
50	ITV.COM	781	10.5

Source: comScore MMX, October 2015, home and work panel, adults aged 15-24.

Table 3: Top 50 web properties accessed by adults 25-34 from computers at home or work

No.	Web Property	Unique Audience (000s)	Active Reach (%)
1	Google Sites	7,276	91.7
2	Microsoft Sites	5,943	74.9
3	Facebook	5,821	73.4
4	Amazon Sites	4,540	57.2
5	BBC Sites	4,056	51.1
6	eBay	3,854	48.6
7	Yahoo Sites	3,695	46.6
8	Wikimedia Foundation Sites	3,635	45.8
9	Apple Inc.	2,623	33.1
10	WWW.GOV.UK	2,402	30.3
11	Mode Media	2,305	29.0
12	PayPal	2,280	28.7
13	TripAdvisor Inc.	2,133	26.9
14	Linkedin	2,055	25.9
15	Mail Online / Daily Mail	2,051	25.8
16	Home Retail Group	1,947	24.5
17	Lloyds Banking Group plc	1,944	24.5
18	The Guardian	1,940	24.4
19	Twitter	1,927	24.3
20	Dropbox Sites	1,822	23.0
21	IDG Network	1,694	21.3
22	Tesco Stores	1,655	20.9
23	Sky Sites	1,652	20.8
24	AOL, Inc.	1,649	20.8
25	Telegraph Media Group	1,585	20.0
26	Adobe Sites	1,544	19.5
27	BitTorrent Network	1,504	19.0
28	Axel Springer SE	1,488	18.8
29	Barclays Bank	1,430	18.0
30	Conde Nast Digital	1,419	17.9
31	Trinity Mirror Group	1,365	17.2
32	The Royal Bank Of Scotland	1,365	17.2
33	Priceline.com Incorporated	1,354	17.1
34	Moneysupermarket.com Financial Group	1,326	16.7
35	PINTEREST.COM	1,280	16.1
36	CBS Interactive	1,275	16.1
37	Hearst	1,264	15.9
38	Ziff Davis Tech	1,257	15.8
39	Gumtree Sites	1,228	15.5
40	Rightmove Sites	1,213	15.3
41	Valve Corporation	1,197	15.1
42	Independent & Evening Standard (ESi Media)	1,163	14.7
43	Virgin Media	1,074	13.5
44	Stack Information Services	1,073	13.5
45	Wal-Mart	1,064	13.4
46	Spotify	1,045	13.2
47	Purch	1,042	13.1
48	WORDPRESS.COM*	1,039	13.1
49	Expedia Inc	1,017	12.8
50	Zoopla Property Group	1,009	12.7

Source: comScore MMX, October 2015, home and work panel, adults aged 25-34.

Table 4: Top 50 web properties accessed by adults 35-44 from computers at home or work

No.	Web Property	Unique Audience (000s)	Active Reach (%)
1	Google Sites	6,591	89.4
2	Microsoft Sites	5,473	74.3
3	Facebook	5,042	68.4
4	Amazon Sites	4,282	58.1
5	BBC Sites	4,058	55.1
6	Yahoo Sites	3,876	52.6
7	eBay	3,778	51.3
8	Wikimedia Foundation Sites	3,296	44.7
9	WWW.GOV.UK	2,392	32.5
10	Apple Inc.	2,346	31.8
11	Mode Media	2,234	30.3
12	PayPal	2,178	29.6
13	Home Retail Group	2,073	28.1
14	Mail Online / Daily Mail	2,035	27.6
15	TripAdvisor Inc.	1,970	26.7
16	Linkedin	1,958	26.6
17	Dropbox Sites	1,849	25.1
18	AOL, Inc.	1,824	24.7
19	The Guardian	1,778	24.1
20	Tesco Stores	1,724	23.4
21	Lloyds Banking Group plc	1,717	23.3
22	Twitter	1,671	22.7
23	The Royal Bank Of Scotland	1,617	21.9
24	Sky Sites	1,609	21.8
25	Telegraph Media Group	1,537	20.9
26	Barclays Bank	1,536	20.8
27	Adobe Sites	1,424	19.3
28	IDG Network	1,408	19.1
29	Trinity Mirror Group	1,403	19.0
30	Axel Springer SE	1,314	17.8
31	Rightmove Sites	1,230	16.7
32	Moneysupermarket.com Financial Group	1,208	16.4
33	PINTEREST.COM	1,208	16.4
34	Priceline.com Incorporated	1,184	16.1
35	Independent & Evening Standard (ESi Media)	1,145	15.5
36	British Telecommunications	1,142	15.5
37	CBS Interactive	1,123	15.2
38	WORDPRESS.COM*	1,115	15.1
39	Purch	1,043	14.1
40	Ziff Davis Tech	1,019	13.8
41	Gumtree Sites	1,002	13.6
42	SERVICE.GOV.UK	997	13.5
43	Conde Nast Digital	994	13.5
44	Virgin Media	989	13.4
45	Expedia Inc	985	13.4
46	Hearst	983	13.3
47	Wal-Mart	981	13.3
48	HSBC	977	13.3
49	ARCOT.COM	973	13.2
50	NEXT Group	954	12.9

Source: comScore MMX, October 2015, home and work panel, adults aged 35-44.

Table 5: Top 50 web properties accessed by adults 45-54 from computers at home or work

No.	Web Property	Unique Audience (000s)	Active Reach (%)
1	Google Sites	6,487	86.8
2	Microsoft Sites	5,524	73.9
3	Facebook	5,223	69.9
4	Amazon Sites	4,433	59.3
5	BBC Sites	4,154	55.6
6	eBay	3,866	51.7
7	Yahoo Sites	3,721	49.8
8	Wikimedia Foundation Sites	3,055	40.9
9	PayPal	2,499	33.4
10	WWW.GOV.UK	2,462	32.9
11	TripAdvisor Inc.	2,459	32.9
12	Home Retail Group	2,215	29.6
13	AOL, Inc.	2,199	29.4
14	Apple Inc.	2,153	28.8
15	Mail Online / Daily Mail	2,066	27.6
16	Lloyds Banking Group plc	2,004	26.8
17	Mode Media	1,878	25.1
18	Twitter	1,787	23.9
19	Tesco Stores	1,782	23.8
20	Linkedin	1,772	23.7
21	Sky Sites	1,756	23.5
22	British Telecommunications	1,709	22.9
23	The Guardian	1,706	22.8
24	Moneysupermarket.com Financial Group	1,655	22.1
25	Dropbox Sites	1,634	21.9
26	Telegraph Media Group	1,535	20.5
27	Trinity Mirror Group	1,478	19.8
28	Priceline.com Incorporated	1,398	18.7
29	Barclays Bank	1,359	18.2
30	The Royal Bank Of Scotland	1,345	18.0
31	Adobe Sites	1,309	17.5
32	Axel Springer SE	1,264	16.9
33	Rightmove Sites	1,254	16.8
34	Ask Network	1,151	15.4
35	Kingfisher	1,094	14.6
36	IDG Network	1,073	14.4
37	Gumtree Sites	1,057	14.1
38	Wal-Mart	1,049	14.0
39	Independent & Evening Standard (ESi Media)	1,041	13.9
40	Royal Mail Group	1,037	13.9
41	Camelot Group	1,024	13.7
42	SERVICE.GOV.UK	1,015	13.6
43	Virgin Media	1,007	13.5
44	John Lewis Partnership	1,001	13.4
45	Zoopla Property Group	991	13.3
46	Expedia Inc	986	13.2
47	CBS Interactive	972	13.0
48	About	967	12.9
49	PINTEREST.COM	966	12.9
50	Hearst	963	12.9

Source: comScore MMX, October 2015, home and work panel, adults aged 45-54.

Table 6: Top 50 web properties accessed by adults aged 55+ from computers at home or work

No.	Web Property	Unique Audience (000s)	Active Reach (%)
1	Google Sites	8,462	85.1
2	Microsoft Sites	7,410	74.5
3	Facebook	6,340	63.8
4	Amazon Sites	6,045	60.8
5	BBC Sites	5,257	52.9
6	Yahoo Sites	5,226	52.6
7	eBay	5,033	50.6
8	TripAdvisor Inc.	3,733	37.5
9	AOL, Inc.	3,396	34.1
10	Wikimedia Foundation Sites	3,122	31.4
11	Mail Online / Daily Mail	2,992	30.1
12	PayPal	2,654	26.7
13	Home Retail Group	2,641	26.6
14	WWW.GOV.UK	2,565	25.8
15	British Telecommunications	2,495	25.1
16	Lloyds Banking Group plc	2,438	24.5
17	Mode Media	2,423	24.4
18	Telegraph Media Group	2,371	23.8
19	Sky Sites	2,245	22.6
20	Apple Inc.	2,163	21.8
21	The Guardian	2,145	21.6
22	Tesco Stores	2,133	21.5
23	Trinity Mirror Group	2,087	21.0
24	Linkedin	1,980	19.9
25	Twitter	1,821	18.3
26	Ask Network	1,786	18.0
27	Priceline.com Incorporated	1,765	17.7
28	Rightmove Sites	1,758	17.7
29	Barclays Bank	1,713	17.2
30	Camelot Group	1,632	16.4
31	Moneysupermarket.com Financial Group	1,625	16.3
32	Adobe Sites	1,624	16.3
33	Dropbox Sites	1,595	16.0
34	The Royal Bank Of Scotland	1,535	15.4
35	Marks&Spencer	1,487	15.0
36	Virgin Media	1,466	14.7
37	USA TODAY Network	1,454	14.6
38	IDG Network	1,417	14.2
39	Independent & Evening Standard (ESi Media)	1,407	14.1
40	Hearst	1,360	13.7
41	Kingfisher	1,358	13.7
42	Expedia Inc	1,335	13.4
43	About	1,323	13.3
44	Zoopla Property Group	1,291	13.0
45	CBS Interactive	1,247	12.5
46	Wal-Mart	1,243	12.5
47	John Lewis Partnership	1,239	12.5
48	Axel Springer SE	1,189	12.0
49	SERVICE.GOV.UK	1,137	11.4
50	Ziff Davis Tech	1,131	11.4

Source: comScore MMX, October 2015, home and work panel, adults aged 55+.

1.4 Data tables (comScore MMX Multi-platform, Oct 2015)

Table 7: Top 50 web properties accessed from computers at home or work, mobile phone or tablet: adults aged 18+

No.	Web Property	Unique Audience (000s)		Active Reach (%)		Platforms tagged
		Total Digital Pop	Mobile	Total Digital Pop	Mobile	
1	Google Sites	40,771	33,693	100.0	90.9	[1]
2	BBC Sites	38,650	29,495	94.8	79.6	[3]
3	Facebook	38,622	32,369	94.7	87.3	[0]
4	Amazon Sites	38,105	28,837	93.5	77.8	[1]
5	Microsoft Sites	35,164	21,806	86.2	58.8	[2]
6	eBay	29,049	21,420	71.2	57.8	[0]
7	Yahoo Sites	28,322	19,639	69.5	53.0	[2]
8	Mail Online / Daily Mail	27,366	21,449	67.1	57.9	[3]
9	Apple Inc.	27,342	20,221	67.1	54.6	[0]
10	Trinity Mirror Group	25,490	20,617	62.5	55.6	[1]
11	Wikimedia Foundation Sites	25,153	16,220	61.7	43.8	[0]
12	Sky Sites	24,597	19,783	60.3	53.4	[3]
13	Twitter	23,757	18,335	58.3	49.5	[0]
14	PayPal	22,612	15,790	55.5	42.6	[0]
15	Linkedin	22,559	17,704	55.3	47.8	[1]
16	The Guardian	21,884	16,053	53.7	43.3	[3]
17	TripAdvisor Inc.	21,433	14,253	52.6	38.5	[1]
18	Telegraph Media Group	20,498	15,246	50.3	41.1	[1]
19	AOL, Inc.	20,365	14,071	50.0	38.0	[4]
20	Mode Media	19,568	12,549	48.0	33.9	[2]
21	Independent & Evening Standard (ESi Media)	17,930	13,989	44.0	37.7	[1]
22	Home Retail Group	17,692	11,497	43.4	31.0	[0]
23	Adobe Sites	17,198	11,582	42.2	31.3	[0]
24	WWW.GOV.UK	17,037	8,731	41.8	23.6	[0]
25	Gumtree Sites	16,780	13,792	41.2	37.2	[3]
26	Tesco Stores	15,737	10,605	38.6	28.6	[0]
27	Hearst	15,431	11,322	37.8	30.6	[2]
28	Rightmove Sites	14,977	11,359	36.7	30.6	[3]
29	ITV.COM	14,900	12,151	36.5	32.8	[3]
30	Vimeo	14,803	6,662	36.3	18.0	[1]
31	Lloyds Banking Group plc	14,261	8,287	35.0	22.4	[0]
32	WORDPRESS.COM*	14,239	10,888	34.9	29.4	[0]
33	BUZZFEED.COM	13,817	11,398	33.9	30.8	[4]
34	USA Today Network	13,499	10,224	33.1	27.6	[2]
35	Conde Nast Digital	13,184	9,441	32.3	25.5	[1]
36	Moneysupermarket.com Financial Group	13,122	8,435	32.2	22.8	[0]
37	Axel Springer SE	13,002	8,868	31.9	23.9	[1]
38	IDG Network	12,891	7,640	31.6	20.6	[2]
39	Dropbox Sites	12,781	6,792	31.3	18.3	[0]
40	CBS Interactive	12,615	7,374	30.9	19.9	[3]
41	Zoopla Property Group	11,766	8,579	28.9	23.1	[1]
42	Answers.com Sites	11,681	9,391	28.7	25.3	[1]
43	Northern & Shell Network	11,173	8,750	27.4	23.6	[2]
44	PINTEREST.COM	10,984	7,290	26.9	19.7	[0]
45	Vice	10,899	8,478	26.7	22.9	[2]
46	VEVO	10,847	1,429	26.6	3.9	[3]
47	SESSIONCAM.COM	10,804	10,678	26.5	28.8	[0]
48	The Royal Bank Of Scotland	10,748	6,183	26.4	16.7	[0]
49	Wal-Mart	10,576	7,135	25.9	19.3	[0]
50	JQUERY.COM*	10,525	10,428	25.8	28.1	[0]

Source: comScore MMX Multi-Platform, October 2015, adults aged 18+. MMX MP includes PC browsing, PC video streams, mobile browsing & apps (on-network only for untagged apps), tablet browsing & apps for tagged sites & apps

Table 8: Top 50 web properties accessed from computers at home or work, mobilephone or tablet: aged 18-24

No.	Web Property	Unique Audience (000s)		Active Reach (%)		Platforms tagged
		Total Digital Pop	Mobile	Total Digital Pop	Mobile	
1	Facebook	6,007	5,399	100.0	93.0	[0]
2	Google Sites	6,007	5,462	100.0	94.1	[1]
3	BBC Sites	5,971	4,687	99.4	80.7	[3]
4	Amazon Sites	5,876	4,733	97.8	81.5	[1]
5	Microsoft Sites	5,449	3,898	90.7	67.2	[2]
6	Yahoo Sites	4,870	3,789	81.1	65.3	[2]
7	Apple Inc.	4,804	3,566	80.0	61.4	[0]
8	Mail Online / Daily Mail	4,692	3,891	78.1	67.0	[3]
9	eBay	4,354	3,353	72.5	57.8	[0]
10	Trinity Mirror Group	4,253	3,577	70.8	61.6	[1]
11	Wikimedia Foundation Sites	4,251	3,008	70.8	51.8	[0]
12	Twitter	4,130	3,295	68.7	56.8	[0]
13	BUZZFEED.COM	4,032	3,515	67.1	60.6	[4]
14	Mode Media	3,798	2,863	63.2	49.3	[2]
15	The Guardian	3,763	2,904	62.6	50.0	[3]
16	Linkedin	3,617	3,020	60.2	52.0	[1]
17	UNILAD.CO.UK	3,542	3,326	59.0	57.3	[1]
18	AOL, Inc.	3,442	2,772	57.3	47.8	[4]
19	65Twenty	3,426	3,158	57.0	54.4	[1]
20	Hearst	3,421	2,829	56.9	48.8	[2]
21	Telegraph Media Group	3,372	2,657	56.1	45.8	[1]
22	Sky Sites	3,339	2,778	55.6	47.9	[3]
23	Gumtree Sites	3,201	2,860	53.3	49.3	[3]
24	Conde Nast Digital	3,198	2,497	53.2	43.0	[1]
25	PayPal	3,139	2,344	52.3	40.4	[0]
26	Vice	3,103	2,684	51.7	46.2	[2]
27	Snapchat, Inc	3,066	3,045	51.0	52.5	[0]
28	Answers.com Sites	3,017	2,693	50.2	46.4	[1]
29	TripAdvisor Inc.	2,987	2,235	49.7	38.5	[1]
30	Spotify	2,912	2,154	48.5	37.1	[3]
31	Independent & Evening Standard (ESi Media)	2,794	2,288	46.5	39.4	[1]
32	CBS Interactive	2,789	1,937	46.4	33.4	[3]
33	WORDPRESS.COM*	2,658	2,193	44.2	37.8	[0]
34	VEVO	2,578	375	42.9	6.5	[3]
35	IDG Network	2,532	1,763	42.2	30.4	[2]
36	WWW.GOV.UK	2,510	1,624	41.8	28.0	[0]
37	ITV.COM	2,333	1,886	38.8	32.5	[3]
38	Adobe Sites	2,286	1,653	38.1	28.5	[0]
39	DIPLY.COM	2,223	2,133	37.0	36.7	[1]
40	Time Inc. Network (U.S)	2,181	1,766	36.3	30.4	[3]
41	Rightmove Sites	2,164	1,829	36.0	31.5	[3]
42	Axel Springer SE	2,162	1,606	36.0	27.7	[1]
43	USA Today Network	2,158	1,782	35.9	30.7	[2]
44	Vimeo	2,120	1,112	35.3	19.2	[1]
45	Home Retail Group	2,114	1,488	35.2	25.6	[0]
46	Tesco Stores	2,046	1,408	34.1	24.3	[0]
47	Indeed	2,028	1,566	33.8	27.0	[1]
48	Netflix Inc.	1,985	966	33.0	16.6	[0]
49	WebMD Health	1,981	1,676	33.0	28.9	[2]
50	Northern & Shell Network	1,961	1,739	32.7	30.0	[2]

Source: comScore MMX Multi-Platform, October 2015, adults aged 18-24.

Table 9: Top 50 web properties accessed from computers at home or work, mobile phone or tablet: aged 25-34

No.	Web Property	Unique Audience (000s)		Active Reach (%)		Platforms tagged
		Total Digital Pop	Mobile	Total Digital Pop	Mobile	
1	Facebook	8,742	7,679	100.0	90.9	[0]
2	Google Sites	8,742	7,859	100.0	93.0	[1]
3	Amazon Sites	8,645	6,842	98.9	81.0	[1]
4	BBC Sites	8,587	6,634	98.2	78.5	[3]
5	Microsoft Sites	7,642	5,418	87.4	64.2	[2]
6	eBay	6,759	5,225	77.3	61.9	[0]
7	Mail Online / Daily Mail	6,639	5,444	75.9	64.5	[3]
8	Yahoo Sites	6,394	4,910	73.1	58.1	[2]
9	Apple Inc.	6,209	4,586	71.0	54.3	[0]
10	Trinity Mirror Group	5,991	5,053	68.5	59.8	[1]
11	Wikimedia Foundation Sites	5,944	3,891	68.0	46.1	[0]
12	Sky Sites	5,899	4,933	67.5	58.4	[3]
13	Twitter	5,259	4,066	60.2	48.1	[0]
14	PayPal	5,167	3,750	59.1	44.4	[0]
15	Linkedin	5,094	3,973	58.3	47.0	[1]
16	The Guardian	5,056	3,780	57.8	44.8	[3]
17	Gumtree Sites	4,954	4,240	56.7	50.2	[3]
18	Mode Media	4,793	3,282	54.8	38.9	[2]
19	TripAdvisor Inc.	4,732	3,364	54.1	39.8	[1]
20	AOL, Inc.	4,674	3,557	53.5	42.1	[4]
21	Independent & Evening Standard (ESi Media)	4,642	3,789	53.1	44.9	[1]
22	Telegraph Media Group	4,604	3,506	52.7	41.5	[1]
23	BUZZFEED.COM	4,226	3,660	48.3	43.3	[4]
24	Hearst	4,160	3,253	47.6	38.5	[2]
25	Home Retail Group	4,117	2,907	47.1	34.4	[0]
26	WWW.GOV.UK	3,966	2,303	45.4	27.3	[0]
27	Rightmove Sites	3,899	3,145	44.6	37.2	[3]
28	Tesco Stores	3,766	2,717	43.1	32.2	[0]
29	Axel Springer SE	3,744	2,788	42.8	33.0	[1]
30	Adobe Sites	3,720	2,525	42.5	29.9	[0]
31	Conde Nast Digital	3,525	2,581	40.3	30.6	[1]
32	65Twenty	3,462	3,225	39.6	38.2	[1]
33	IDG Network	3,408	2,135	39.0	25.3	[2]
34	Lloyds Banking Group plc	3,401	2,248	38.9	26.6	[0]
35	WORDPRESS.COM*	3,338	2,533	38.2	30.0	[0]
36	Vice	3,334	2,631	38.1	31.2	[2]
37	Vimeo	3,329	1,491	38.1	17.7	[1]
38	ITV.COM	3,227	2,662	36.9	31.5	[3]
39	Moneysupermarket.com Financial Group	3,143	2,186	35.9	25.9	[0]
40	USA Today Network	2,987	2,375	34.2	28.1	[2]
41	CBS Interactive	2,950	1,880	33.7	22.3	[3]
42	VEVO	2,936	359	33.6	4.2	[3]
43	Zoopla Property Group	2,917	2,228	33.4	26.4	[1]
44	Answers.com Sites	2,904	2,479	33.2	29.3	[1]
45	Dropbox Sites	2,854	1,457	32.6	17.3	[0]
46	Time Inc. Network (U.S)	2,838	2,251	32.5	26.7	[3]
47	PINTEREST.COM	2,794	1,901	32.0	22.5	[0]
48	Northern & Shell Network	2,788	2,389	31.9	28.3	[2]
49	Wal-Mart	2,715	1,989	31.1	23.5	[0]
50	WebMD Health	2,519	2,027	28.8	24.0	[2]

Source: comScore MMX Multi-Platform, October 2015, adults aged 25-34.

Table 10: Top 50 web properties accessed from computers at home or work, mobilephone or tablet: aged 35-54

No.	Web Property	Unique Audience (000s)		Active Reach (%)		Platforms tagged
		Total Digital Pop	Mobile	Total Digital Pop	Mobile	
1	Google Sites	15,363	12,878	100.0	94.8	[1]
2	Facebook	15,070	12,352	98.1	90.9	[0]
3	BBC Sites	14,806	11,259	96.4	82.9	[3]
4	Amazon Sites	14,757	11,120	96.1	81.8	[1]
5	Microsoft Sites	13,367	7,868	87.0	57.9	[2]
6	eBay	11,267	8,377	73.3	61.6	[0]
7	Yahoo Sites	10,489	7,290	68.3	53.6	[2]
8	Apple Inc.	10,111	7,270	65.8	53.5	[0]
9	Mail Online / Daily Mail	10,107	7,776	65.8	57.2	[3]
10	Wikimedia Foundation Sites	9,873	6,303	64.3	46.4	[0]
11	Sky Sites	9,843	7,877	64.1	58.0	[3]
12	Trinity Mirror Group	9,634	7,711	62.7	56.7	[1]
13	Twitter	8,918	6,777	58.0	49.9	[0]
14	PayPal	8,846	5,947	57.6	43.8	[0]
15	Linkedin	8,680	6,773	56.5	49.8	[1]
16	The Guardian	7,985	5,718	52.0	42.1	[3]
17	TripAdvisor Inc.	7,926	5,201	51.6	38.3	[1]
18	Telegraph Media Group	7,615	5,687	49.6	41.8	[1]
19	AOL, Inc.	7,264	4,886	47.3	36.0	[4]
20	Home Retail Group	7,153	4,463	46.6	32.8	[0]
21	Mode Media Independent & Evening Standard (ESi Media)	6,933	4,152	45.1	30.6	[2]
22	Standard (ESi Media)	6,876	5,319	44.8	39.1	[1]
23	WWW.GOV.UK	6,852	3,141	44.6	23.1	[0]
24	Adobe Sites	6,664	4,302	43.4	31.7	[0]
25	Tesco Stores	6,432	4,351	41.9	32.0	[0]
26	Gumtree Sites	5,962	4,747	38.8	34.9	[3]
27	Rightmove Sites	5,739	4,280	37.4	31.5	[3]
28	Vimeo	5,719	2,277	37.2	16.8	[1]
29	Lloyds Banking Group plc	5,631	3,271	36.7	24.1	[0]
30	Dropbox Sites	5,448	2,760	35.5	20.3	[0]
31	ITV.COM	5,392	4,370	35.1	32.2	[3]
32	WORDPRESS.COM* Moneysupermarket.com	5,357	3,947	34.9	29.0	[0]
33	Financial Group	5,257	3,149	34.2	23.2	[0]
34	USA Today Network	5,099	3,828	33.2	28.2	[2]
35	Hearst	4,997	3,499	32.5	25.7	[2]
36	Axel Springer SE	4,894	3,173	31.9	23.4	[1]
37	IDG Network	4,513	2,529	29.4	18.6	[2]
38	The Royal Bank Of Scotland	4,435	2,398	28.9	17.6	[0]
39	Zoopla Property Group	4,410	3,104	28.7	22.8	[1]
40	Conde Nast Digital	4,392	3,033	28.6	22.3	[1]
41	Barclays Bank	4,306	2,218	28.0	16.3	[0]
42	CBS Interactive	4,272	2,345	27.8	17.3	[3]
43	BUZZFEED.COM	4,244	3,428	27.6	25.2	[4]
44	PINTEREST.COM	4,222	2,688	27.5	19.8	[0]
45	Northern & Shell Network	4,215	3,246	27.4	23.9	[2]
46	Wal-Mart	4,168	2,776	27.1	20.4	[0]
47	British Telecommunications	4,108	2,041	26.7	15.0	[0]
48	Camelot Group	4,000	2,697	26.0	19.8	[0]
49	Local World Sites	3,979	2,924	25.9	21.5	[1]
50	SESSIONCAM.COM	3,918	3,882	25.5	28.6	[0]

Source: comScore MMX Multi-Platform, October 2015, adults aged 35-54.

Table 11: Top 50 web properties accessed from computers at home or work, mobilephone or tablet: aged 55+

No.	Web property	Unique Audience (000s)		Active Reach (%)		Platforms tagged
		Total Digital Pop	Mobile	Total Digital Pop	Mobile	
1	Google Sites	10,658	7,495	100.0	81.3	[1]
2	BBC Sites	9,287	6,915	87.1	75.0	[3]
3	Amazon Sites	8,827	6,143	82.8	66.6	[1]
4	Facebook	8,803	6,939	82.6	75.3	[0]
5	Microsoft Sites	8,705	4,622	81.7	50.1	[2]
6	eBay	6,669	4,465	62.6	48.4	[0]
7	Yahoo Sites	6,569	3,649	61.6	39.6	[2]
8	Apple Inc.	6,217	4,799	58.3	52.0	[0]
9	Mail Online / Daily Mail	5,928	4,337	55.6	47.0	[3]
10	TripAdvisor Inc.	5,788	3,453	54.3	37.4	[1]
11	Trinity Mirror Group	5,612	4,276	52.7	46.4	[1]
12	Sky Sites	5,517	4,195	51.8	45.5	[3]
13	PayPal	5,459	3,749	51.2	40.7	[0]
14	Twitter	5,450	4,198	51.1	45.5	[0]
15	Linkedin	5,169	3,939	48.5	42.7	[1]
16	Wikimedia Foundation Sites	5,085	3,018	47.7	32.7	[0]
17	The Guardian	5,081	3,651	47.7	39.6	[3]
18	AOL, Inc.	4,986	2,857	46.8	31.0	[4]
19	Telegraph Media Group	4,908	3,397	46.0	36.8	[1]
20	Adobe Sites	4,528	3,102	42.5	33.6	[0]
21	Home Retail Group	4,309	2,639	40.4	28.6	[0]
22	Mode Media	4,044	2,252	37.9	24.4	[2]
23	ITV.COM	3,947	3,233	37.0	35.1	[3]
24	WWW.GOV.UK	3,709	1,663	34.8	18.0	[0]
25	Vimeo	3,636	1,782	34.1	19.3	[1]
26	Independent & Evening Standard (ESi Media)	3,618	2,593	33.9	28.1	[1]
27	Tesco Stores	3,493	2,129	32.8	23.1	[0]
28	Lloyds Banking Group plc Moneysupermarket.com	3,310	1,478	31.1	16.0	[0]
29	Financial Group	3,299	2,103	30.9	22.8	[0]
30	British Telecommunications	3,272	1,398	30.7	15.2	[0]
31	USA Today Network	3,255	2,240	30.5	24.3	[2]
32	Rightmove Sites	3,175	2,105	29.8	22.8	[3]
33	Camelot Group	3,109	1,861	29.2	20.2	[0]
34	SESSIONCAM.COM	2,933	2,896	27.5	31.4	[0]
35	JQUERY.COM*	2,906	2,902	27.3	31.5	[0]
36	Zoopla Property Group	2,893	2,000	27.1	21.7	[1]
37	WORDPRESS.COM*	2,887	2,216	27.1	24.0	[0]
38	Hearst	2,853	1,741	26.8	18.9	[2]
39	Dropbox Sites	2,845	1,547	26.7	16.8	[0]
40	MAXYMISER.NET	2,682	2,676	25.2	29.0	[0]
41	Gumtree Sites	2,663	1,944	25.0	21.1	[3]
42	Local World Sites	2,640	1,932	24.8	20.9	[1]
43	CBS Interactive	2,603	1,212	24.4	13.1	[3]
44	Johnston Press Plc	2,575	1,843	24.2	20.0	[1]
45	The Royal Bank Of Scotland	2,553	1,465	24.0	15.9	[0]
46	Symantec	2,497	1,889	23.4	20.5	[0]
47	IDG Network	2,439	1,213	22.9	13.2	[2]
48	Marks&Spencer	2,436	1,422	22.9	15.4	[0]
49	Priceline.com Incorporated	2,404	914	22.6	9.9	[0]
50	Barclays Bank	2,395	1,062	22.5	11.5	[0]

Source: comScore MMX Multi-Platform, October 2015, adults aged 55+.

Top programmes viewed by adults

2.1 Introduction

This section of the annex provides tables of the most popular television programmes in 2015, as reported by BARB (Broadcasters' Audience Research Board), viewed by adults aged 16+, 16-24, 25-34, 35-44, 45-54, 55-64 and 65+. All viewing is based on consolidated data (includes time-shifted up to 7 days of the original broadcast) .

As with comScore internet data, it offers useful context to our adults' media literacy report.

2.2 Methodology

BARB (Broadcasters' Audience Research Board) is responsible for providing estimates of the number of people watching broadcast television in the UK.

Viewing data is collected second-by-second and reported on a minute-by-minute basis for channels received within the UK. The channel viewed the longest in a clock minute is attributed the viewing of that minute.

Viewing estimates are obtained from a panel of 5,100 television-owning private homes and 11,500 individuals representing the viewing behaviour of the 26 million TV households within the UK. The panel is selected to be representative of each ITV and BBC region, with pre-determined sample sizes. Each home represents, on average, about 5,000 of the UK population.

The tables provide the top television programmes, based on the highest ranking individual airing per title, and ranked on the average 000s of viewers across the duration of the programme. Only programmes greater than 15 minutes in duration are included.

For more information on the data methodology and measurement contained in this annex, please visit www.barb.co.uk

2.3 Data tables (BARB Jan-Dec 2015)

Table 12: Top 20 television programmes viewed by adults aged 16+ in 2015

	Title	Channel	Date	Start time	000s
1	THE GREAT BRITISH BAKE OFF	BBC One	07/10/2015	20:00:42	13880
2	STRICTLY COME DANCING: THE RESULTS	BBC One	19/12/2015	21:00:25	11461
3	STRICTLY COME DANCING	BBC One	19/12/2015	18:35:00	11189
4	BRITAIN'S GOT TALENT (SERIES 9)	ITV	31/05/2015	19:29:00	10985
5	EASTENDERS	BBC One	19/02/2015	21:26:30	10531
6	CALL THE MIDWIFE	BBC One	01/02/2015	20:00:19	10338
7	DOWNTON ABBEY (SERIES 6)	ITV	08/11/2015	21:02:25	10164
8	BROADCHURCH	ITV	05/01/2015	21:00:55	10128
9	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	15/11/2015	21:02:30	9973
10	DOCTOR FOSTER	BBC One	07/10/2015	21:02:17	9788
11	THE VOICE UK	BBC One	14/02/2015	19:16:16	9115
12	CORONATION STREET	ITV	19/01/2015	19:30:23	8963
13	MRS BROWN'S BOYS	BBC One	01/01/2015	21:36:22	8956
14	STRICTLY COME DANCING: LAUNCH SHOW	BBC One	05/09/2015	19:15:03	8863
15	DEATH IN PARADISE	BBC One	08/01/2015	21:00:29	8627
16	POLDARK	BBC One	08/03/2015	21:00:13	8567
17	MIRANDA	BBC One	01/01/2015	20:00:17	8513
18	SILENT WITNESS	BBC One	06/01/2015	21:00:23	8418
19	AND THEN THERE WERE NONE	BBC One	26/12/2015	21:03:14	8405
20	RUGBY WORLD CUP 2015 ENG V WAL	ITV	26/09/2015	19:13:30	8080

Source: BARB 1st Jan- 31st Dec (2015). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

Table 13: Top 20 television programmes viewed by adults aged 16-24 in 2015

	Title	Channel	Date	Start time	000s
1	EASTENDERS	BBC One	19/02/2015	21:26:30	1342
2	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	15/11/2015	21:02:30	1288
3	THE GREAT BRITISH BAKE OFF	BBC One	16/09/2015	19:59:53	1119
4	BRITAIN'S GOT TALENT (SERIES 9)	ITV	31/05/2015	19:29:00	1049
5	THE X FACTOR (SERIES 12)	ITV	29/08/2015	20:01:30	851
6	THE X FACTOR RESULTS (SERIES 12)	ITV	13/12/2015	20:02:05	822
7	DOCTOR WHO	BBC One	25/12/2015	17:17:03	791
8	CORONATION STREET	ITV	23/09/2015	19:31:20	781
9	THE APPRENTICE	BBC One	16/12/2015	20:59:48	775
10	MRS BROWN'S BOYS	BBC One	25/12/2015	21:47:01	765
11	TOP GEAR	BBC Two	15/02/2015	19:59:20	754
12	MIRANDA	BBC One	01/01/2015	20:00:17	732
13	THE GREAT COMIC RELIEF BAKE OFF	BBC One	18/02/2015	20:32:15	716
14	THE BRIT AWARDS 2015	ITV	25/02/2015	20:02:05	708
15	THE VOICE UK	BBC One	14/02/2015	19:16:16	689
16	THE APPRENTICE: THE FINAL	BBC One	20/12/2015	21:09:10	664
17	GOGGLEBOX	CH4	11/09/2015	21:00:24	629
18	BRITAIN'S GOT TALENT RESULTS (2015)	ITV	28/05/2015	21:34:15	625
19	CALL THE MIDWIFE	BBC One	25/12/2015	19:31:15	621
20	EASTENDERS: BACKSTAGE LIVE	BBC One	20/02/2015	20:37:09	614

Source: BARB 1st Jan- 31st Dec (2015). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

Table 14: Top 20 television programmes viewed by adults aged 25-34 in 2015

	Title	Channel	Date	Start time	000s
1	THE GREAT BRITISH BAKE OFF	BBC One	07/10/2015	20:00:42	2273
2	EASTENDERS	BBC One	19/02/2015	21:26:30	1636
3	TOP GEAR	BBC Two	28/06/2015	20:02:51	1532
4	BRITAIN'S GOT TALENT (SERIES 9)	ITV	31/05/2015	19:29:00	1504
5	THE X FACTOR (SERIES 12)	ITV	12/09/2015	19:59:04	1452
6	STICK MAN	BBC One	25/12/2015	16:48:43	1391
7	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	15/11/2015	21:02:30	1317
8	THE X FACTOR RESULTS (SERIES 12)	ITV	13/12/2015	20:02:05	1295
9	THE APPRENTICE	BBC One	18/11/2015	21:00:19	1281
10	THE GREAT COMIC RELIEF BAKE OFF	BBC One	18/02/2015	20:32:15	1192
11	RUGBY WORLD CUP 2015 ENG V FJI	ITV	18/09/2015	20:01:52	1183
12	THE VOICE UK	BBC One	14/02/2015	19:16:16	1171
13	RUGBY WORLD CUP 2015 ENG V WAL	ITV	26/09/2015	19:13:30	1142
14	GOGGLEBOX	CH4	16/10/2015	21:02:02	1140
15	MRS BROWN'S BOYS	BBC One	25/12/2015	21:47:01	1130
16	DOCTOR WHO	BBC One	25/12/2015	17:17:03	1060
17	RUGBY WORLD CUP 2015 ENG V AUS	ITV	03/10/2015	19:13:30	1015
18	ANT & DEC'S SATURDAY NIGHT TAKEAWAY (S12)	ITV	21/02/2015	18:59:00	983
19	THE FA CUP FINAL: ARSENAL V ASTON VILLA	BBC One	30/05/2015	17:16:26	973
20	THE APPRENTICE: THE FINAL	BBC One	20/12/2015	21:09:10	971

Source: BARB 1st Jan- 31st Dec (2015). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

Table 15: Top 20 television programmes viewed by adults aged 35-44 in 2015

	Title	Channel	Date	Start time	000s
1	THE GREAT BRITISH BAKE OFF	BBC One	07/10/2015	20:00:42	2288
2	BRITAIN'S GOT TALENT (SERIES 9)	ITV	31/05/2015	19:29:00	1847
3	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	15/11/2015	21:02:30	1836
4	EASTENDERS	BBC One	19/02/2015	21:26:30	1755
5	STICK MAN	BBC One	25/12/2015	16:48:43	1623
6	THE VOICE UK	BBC One	17/01/2015	19:00:28	1512
7	THE X FACTOR (SERIES 12)	ITV	18/10/2015	18:58:57	1512
8	DOCTOR FOSTER	BBC One	07/10/2015	21:02:17	1495
9	TOP GEAR	BBC Two	28/06/2015	20:02:51	1494
10	THE APPRENTICE	BBC One	14/10/2015	21:00:00	1465
11	THE X FACTOR RESULTS (SERIES 12)	ITV	13/12/2015	20:02:05	1459
12	RUGBY WORLD CUP 2015 ENG V WAL	ITV	26/09/2015	19:13:30	1453
13	BROADCHURCH	ITV	23/02/2015	21:00:38	1375
14	MIRANDA	BBC One	01/01/2015	20:00:17	1333
15	STRICTLY COME DANCING	BBC One	14/11/2015	18:51:30	1326
16	RUGBY WORLD CUP 2015 ENG V AUS	ITV	03/10/2015	19:13:30	1303
17	MRS BROWN'S BOYS	BBC One	25/12/2015	21:47:01	1296
18	THE GREAT COMIC RELIEF BAKE OFF	BBC One	18/02/2015	20:32:15	1271
19	COMIC RELIEF: FACE THE FUNNY	BBC One	13/03/2015	18:59:00	1267
20	STRICTLY COME DANCING: THE RESULTS	BBC One	19/12/2015	21:00:25	1246

Source: BARB 1st Jan- 31st Dec (2015). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

Table 16: Top 20 television programmes viewed by adults aged 45-54 in 2015

	Title	Channel	Date	Start time	000s
1	THE GREAT BRITISH BAKE OFF	BBC One	07/10/2015	20:00:42	2948
2	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	15/11/2015	21:02:30	2555
3	BRITAIN'S GOT TALENT (SERIES 9)	ITV	31/05/2015	19:29:00	2293
4	EASTENDERS	BBC One	20/02/2015	20:00:45	2139
5	THE VOICE UK	BBC One	14/02/2015	19:16:16	2117
6	DOCTOR FOSTER	BBC One	07/10/2015	21:02:17	2115
7	STRICTLY COME DANCING: THE RESULTS	BBC One	19/12/2015	21:00:25	2101
8	STRICTLY COME DANCING	BBC One	21/11/2015	18:50:45	2075
9	BROADCHURCH	ITV	23/02/2015	21:00:38	1985
10	MRS BROWN'S BOYS	BBC One	01/01/2015	21:36:22	1835
11	DOWNTON ABBEY (SERIES 6)	ITV	25/12/2015	20:46:10	1802
12	CORONATION STREET	ITV	19/01/2015	20:29:07	1799
13	CALL THE MIDWIFE	BBC One	18/01/2015	20:00:27	1798
14	MIRANDA	BBC One	01/01/2015	20:00:17	1790
15	THE X FACTOR RESULTS (SERIES 12)	ITV	13/12/2015	20:02:05	1760
16	RUGBY WORLD CUP 2015 ENG V AUS	ITV	03/10/2015	19:13:30	1747
17	RUGBY WORLD CUP 2015 ENG V FJI	ITV	18/09/2015	20:01:52	1739
18	THE X FACTOR (SERIES 12)	ITV	29/08/2015	20:01:30	1709
19	RUGBY WORLD CUP 2015 ENG V WAL	ITV	26/09/2015	19:13:30	1676
20	STRICTLY COME DANCING: LAUNCH SHOW	BBC One	05/09/2015	19:15:03	1653

Source: BARB 1st Jan- 31st Dec (2015). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

Table 17: Top 20 television programmes viewed by adults aged 55-64 in 2015

	Title	Channel	Date	Start time	000s
1	CALL THE MIDWIFE	BBC One	01/02/2015	20:00:19	2306
2	STRICTLY COME DANCING: THE RESULTS	BBC One	22/11/2015	19:18:02	2214
3	STRICTLY COME DANCING	BBC One	19/12/2015	18:35:00	2185
4	THE GREAT BRITISH BAKE OFF	BBC One	07/10/2015	20:00:42	2136
5	DOWNTON ABBEY (SERIES 6)	ITV	08/11/2015	21:02:25	2103
6	BROADCHURCH	ITV	05/01/2015	21:00:55	2036
7	DEATH IN PARADISE	BBC One	19/02/2015	20:26:34	1979
8	POLDARK	BBC One	08/03/2015	21:00:13	1879
9	SILENT WITNESS	BBC One	06/01/2015	21:00:23	1828
10	THE CASUAL VACANCY	BBC One	15/02/2015	21:01:03	1816
11	DOCTOR FOSTER	BBC One	07/10/2015	21:02:17	1768
12	PARTNERS IN CRIME	BBC One	26/07/2015	21:02:27	1763
13	BRITAIN'S GOT TALENT (SERIES 9)	ITV	31/05/2015	19:29:00	1747
14	AND THEN THERE WERE NONE	BBC One	26/12/2015	21:03:14	1731
15	STRICTLY COME DANCING: LAUNCH SHOW	BBC One	05/09/2015	19:15:03	1691
16	MRS BROWN'S BOYS	BBC One	01/01/2015	21:36:22	1690
17	DOC MARTIN	ITV	28/09/2015	21:00:37	1664
18	LAST TANGO IN HALIFAX	BBC One	01/02/2015	21:01:05	1647
19	NEW TRICKS	BBC One	11/08/2015	21:00:28	1639
20	COUNTRYFILE	BBC One	01/02/2015	18:59:40	1638

Source: BARB 1st Jan- 31st Dec (2015). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

Table 18: Top 20 television programmes viewed by adults aged 65+ in 2015

	Title	Channel	Date	Start time	000s
1	STRICTLY COME DANCING: THE RESULTS	BBC One	19/12/2015	21:00:25	4722
2	STRICTLY COME DANCING	BBC One	19/12/2015	18:35:00	4511
3	DOWNTON ABBEY (SERIES 6)	ITV	08/11/2015	21:02:25	4455
4	CALL THE MIDWIFE	BBC One	01/02/2015	20:00:19	4364
5	LAST TANGO IN HALIFAX	BBC One	01/02/2015	21:01:05	4040
6	STILL OPEN ALL HOURS	BBC One	25/01/2015	19:29:59	3894
7	COUNTRYFILE	BBC One	01/02/2015	18:59:40	3871
8	PARTNERS IN CRIME	BBC One	26/07/2015	21:02:27	3805
9	INSPECTOR GEORGE GENTLY	BBC One	29/04/2015	20:01:05	3792
10	POLDARK	BBC One	08/03/2015	21:00:13	3704
11	BROADCHURCH	ITV	05/01/2015	21:00:55	3608
12	ANTIQUES ROADSHOW	BBC One	15/11/2015	20:02:30	3561
13	BBC NEWS	BBC One	15/11/2015	18:00:00	3552
14	AN INSPECTOR CALLS	BBC One	13/09/2015	20:31:54	3544
15	DEATH IN PARADISE	BBC One	08/01/2015	21:00:29	3477
16	STRICTLY COME DANCING: LAUNCH SHOW	BBC One	05/09/2015	19:15:03	3437
17	SILENT WITNESS	BBC One	06/01/2015	21:00:23	3411
18	FOYLE'S WAR	ITV	04/01/2015	20:02:50	3369
19	DOC MARTIN	ITV	26/10/2015	21:00:55	3360
20	SIX O'CLOCK NEWS	BBC One	07/10/2015	18:00:00	3336

Source: BARB 1st Jan- 31st Dec (2015). Best performing programme episode only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.