

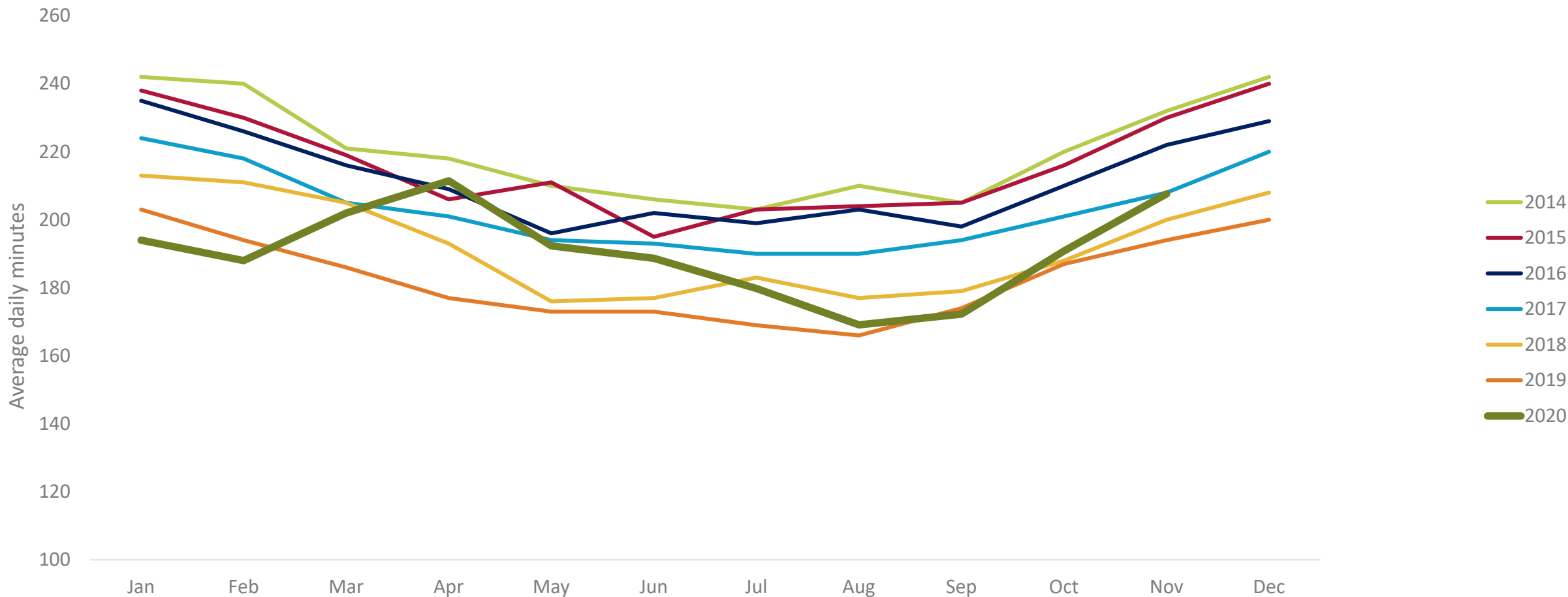
# Effects of Covid-19 on TV viewing

# Time spent viewing broadcast TV in November 2020 averaged just under 3 and a half hours per person

- Average daily viewing to broadcast TV on the TV set for **November averaged 3 hours 28 minutes per person**. In line with seasonal trends, this was higher than the previous month. It was also **higher than the November average for the prior two years**.
- **In November, the share of viewing to all PSB channels increased to 57.8%, the highest since March**. The increases came from ITV which saw large audiences for the *I'm A Celebrity* series.
- In the past few weeks, the number of people watching news has been higher than the same time in the previous two years.

# Average monthly time spent viewing broadcast TV increased in November 2020 and was higher than the November in the previous two years

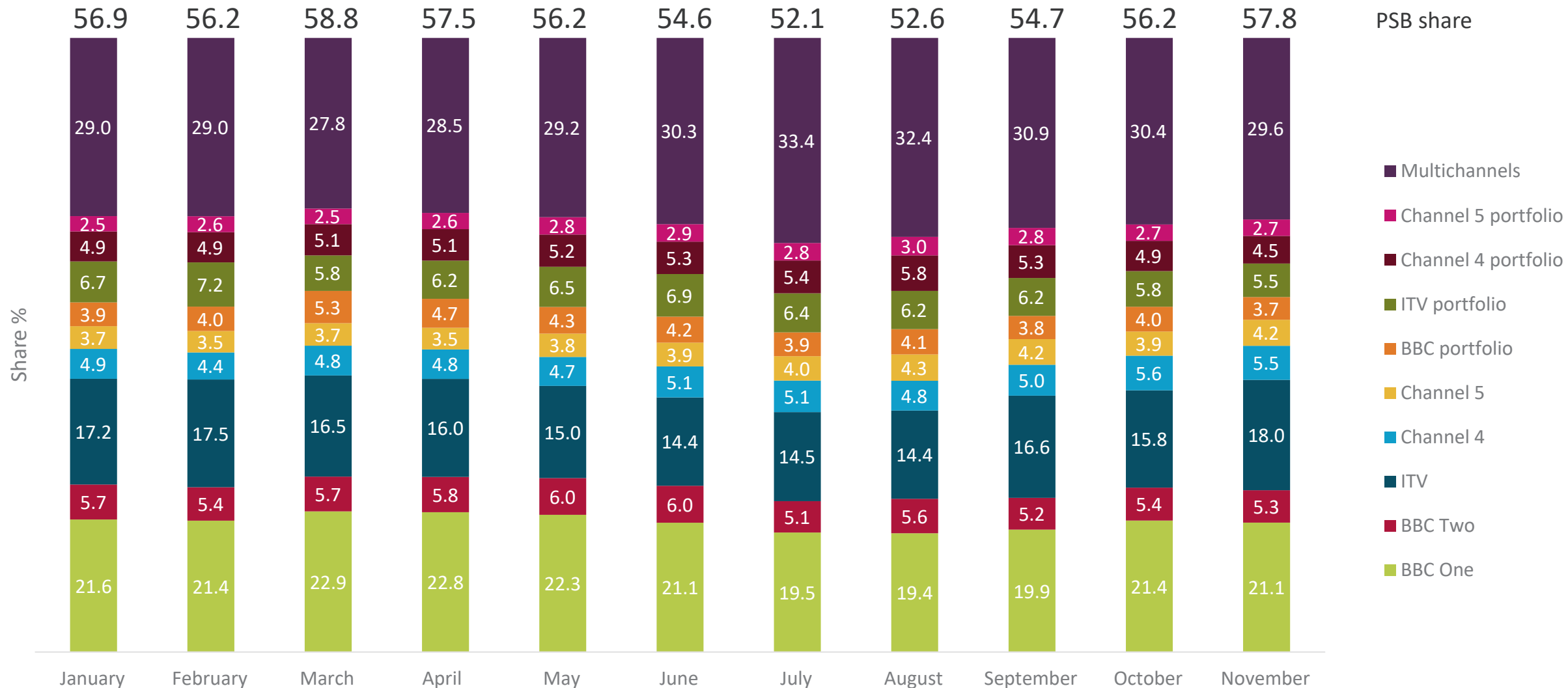
Total TV average daily minutes by month



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

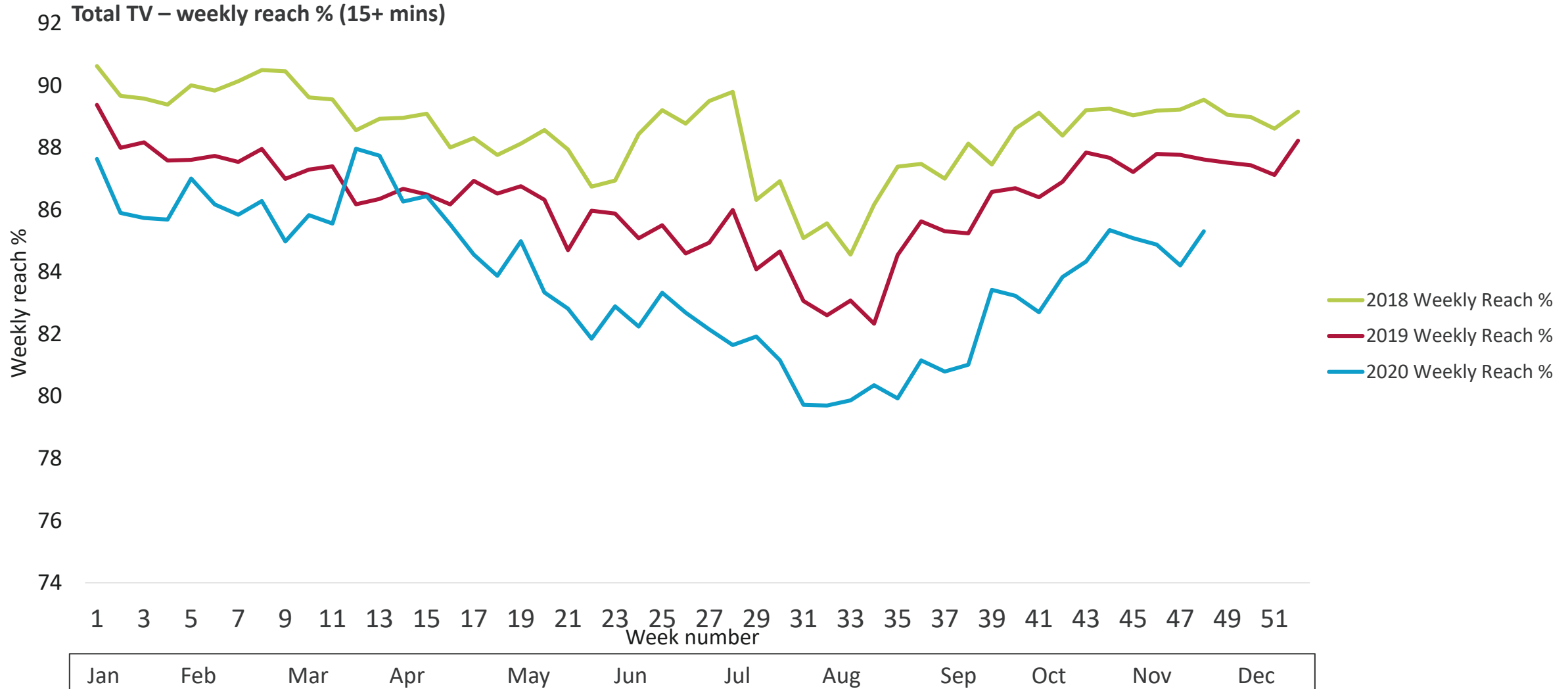
# Share of PSB channels in November increased due to ITV which saw its highest monthly share so far this year

Average share of viewing by channel / channel group 2020



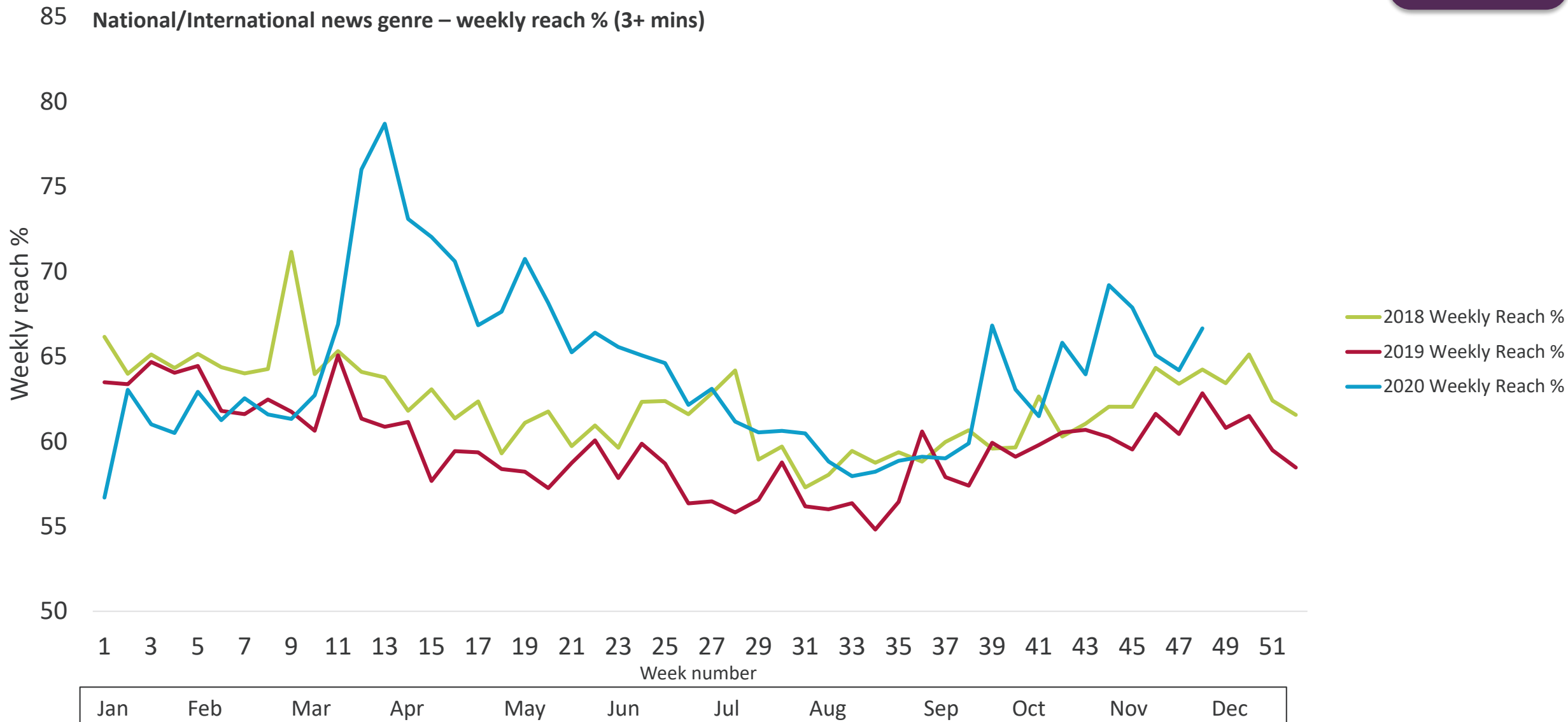
Source: BARB. Total TV, all individuals (4+). PSB +1s are included in their portfolio groups. All PSB share includes the main 5 (excluding +1s) and all BBC channels.

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



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

# In the past few weeks, the number of people watching news has been higher than equivalent weeks in the last two years



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