

Effects of Covid-19 on TV viewing

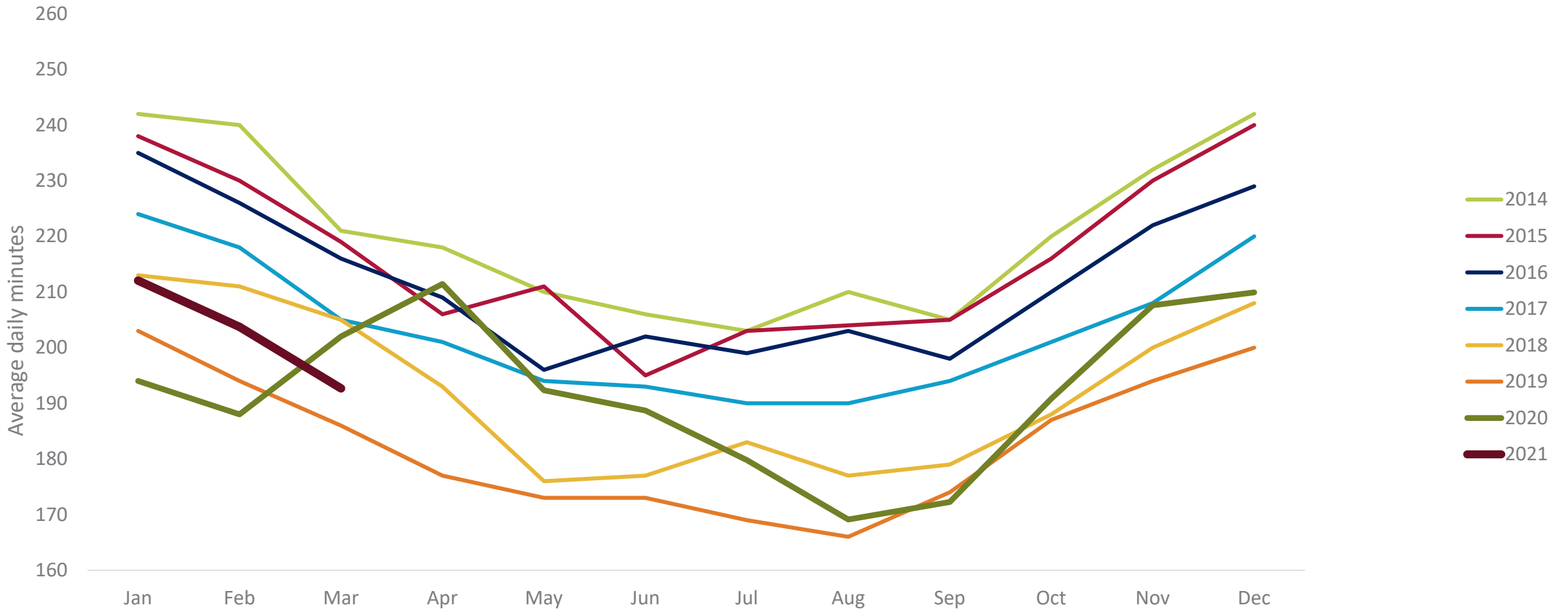
Time spent viewing broadcast TV in March 2021 averaged just under three and a quarter hours per person

- Average daily viewing to broadcast TV on the TV set for March 2021 **averaged 3 hours 13 minutes per person. This was 9 minutes lower than the time spent in March 2020.**
- **The reach of broadcast TV continues to fall and was lower in March 2021 than it was in previous years.**
- **Time spent watching content on a television which was not live or broadcast within the last 28 days (unmatched viewing*) averaged 77 minutes per person in March 2021** – this was slightly higher than in March last year (71 minutes) but a lot lower than in February 2021 (90 minutes)
- **The number of people watching news peaked in the week commencing 22 February where it was higher than the same week in the prior three years.**
- **The PM’s statement announcing the third lockdown on 4 January remains the most-viewed programme in the first three months of the year with an audience of just under 14.1 million.** Oprah’s interview with Harry and Meghan on 8 March claimed the number two spot with an audience of over 13.8 million.

*Unmatched viewing includes gaming, viewing DVDs/box sets/archives, SVoD, time-shifted viewing beyond 28 days, apps on smart TVs and navigation around EPG guides where there is no in-picture broadcast content.

The average monthly time spent viewing broadcast TV in March 2021 was lower than in March 2020

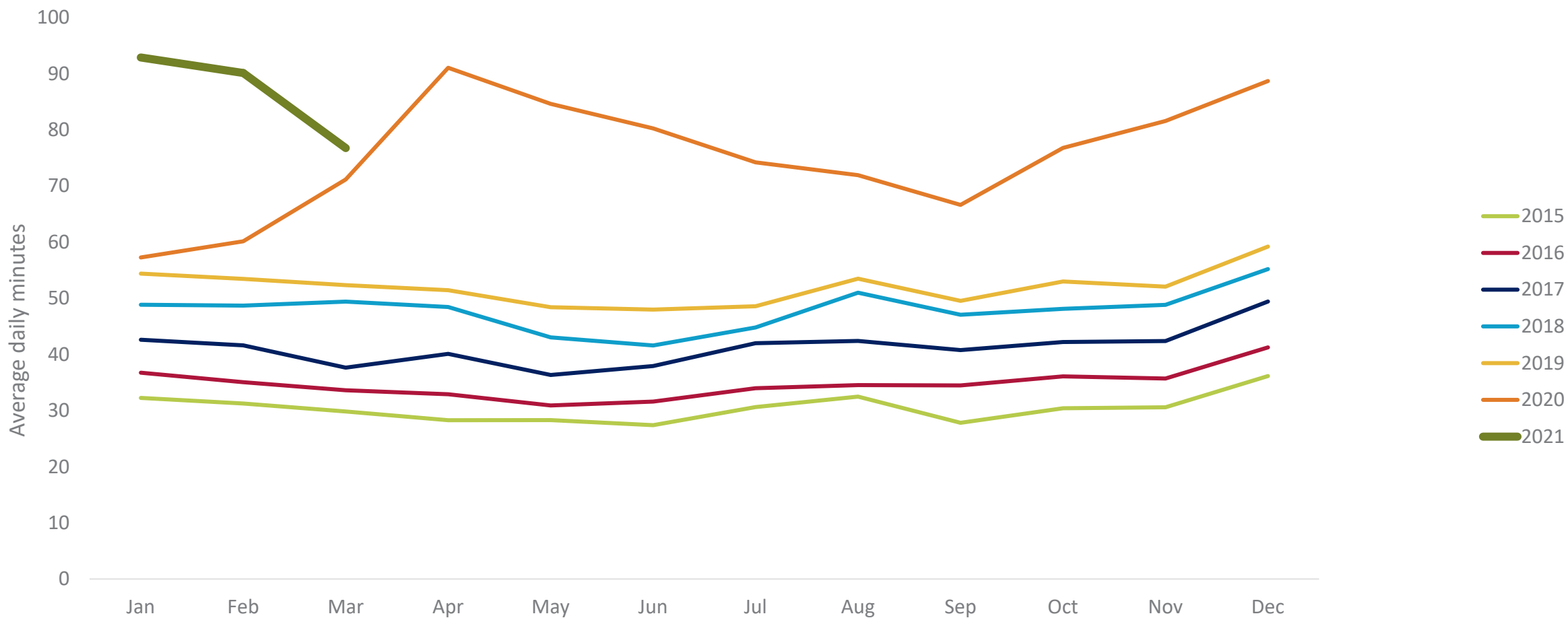
Total TV average daily minutes by month



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

In January 2021 unmatched viewing was the highest level ever seen with an average of 93 minutes. Although this fell in March, at 77 minutes this was still higher than in March 2020

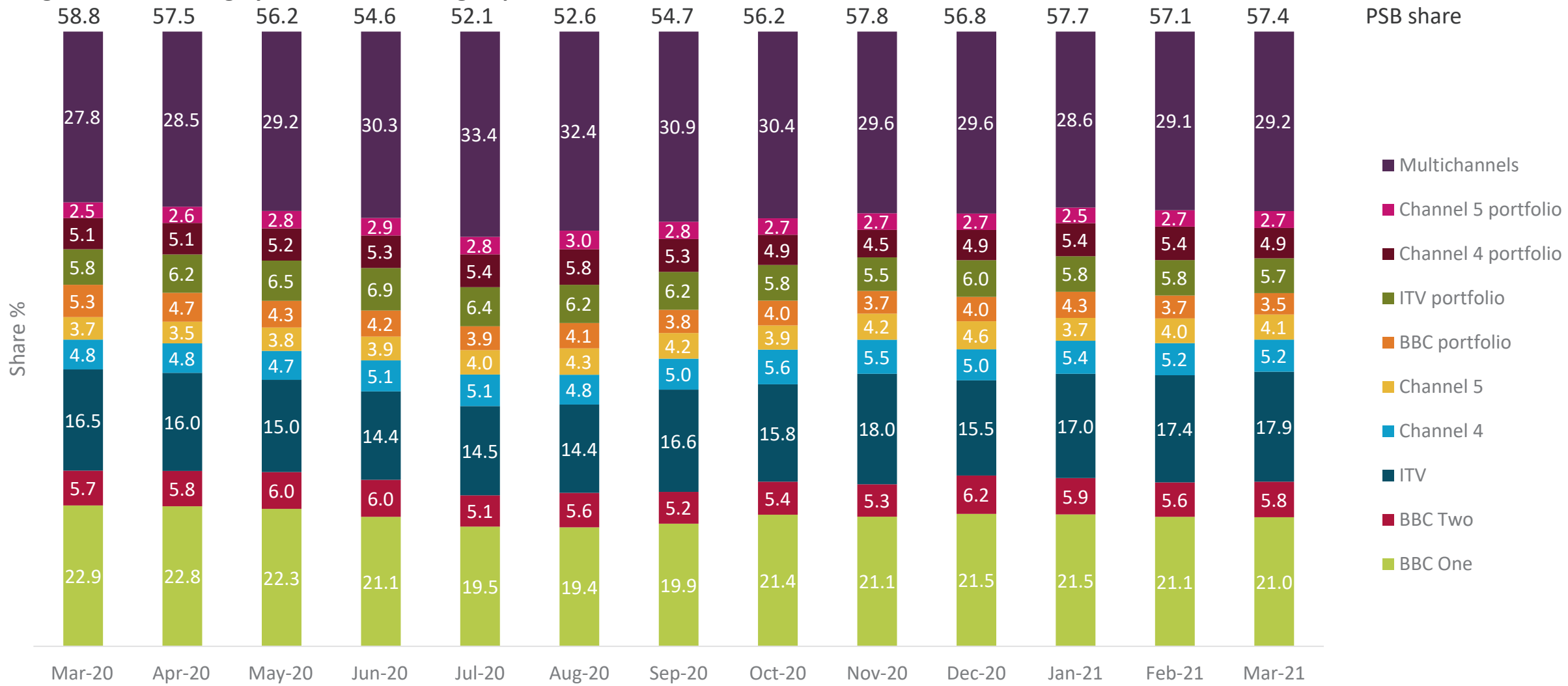
Unmatched viewing average daily minutes by month



Source: BARB. Total TV, all individuals (4+). Note: Unmatched viewing = TV in use but content cannot be audio-matched or otherwise identified. Includes gaming, viewing DVDs/box sets/archives, SVoD, time-shifted viewing beyond 28 days, apps on smart TVs and navigation around EPG guides where there is no in-picture broadcast content.

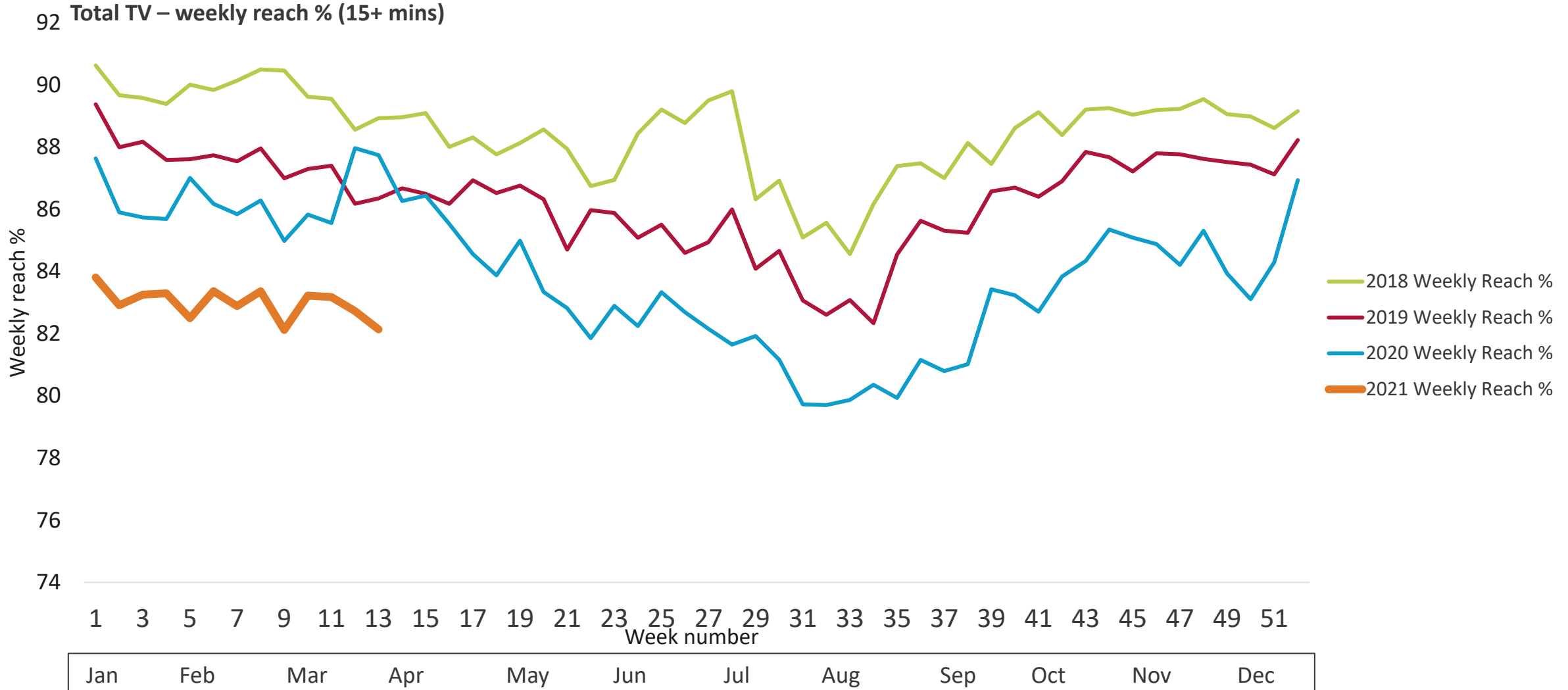
Share of all PSB channels was at 57.4% in March 2021. This was lower than in March last year (58.8%)

Average share of viewing by channel / channel group 2020



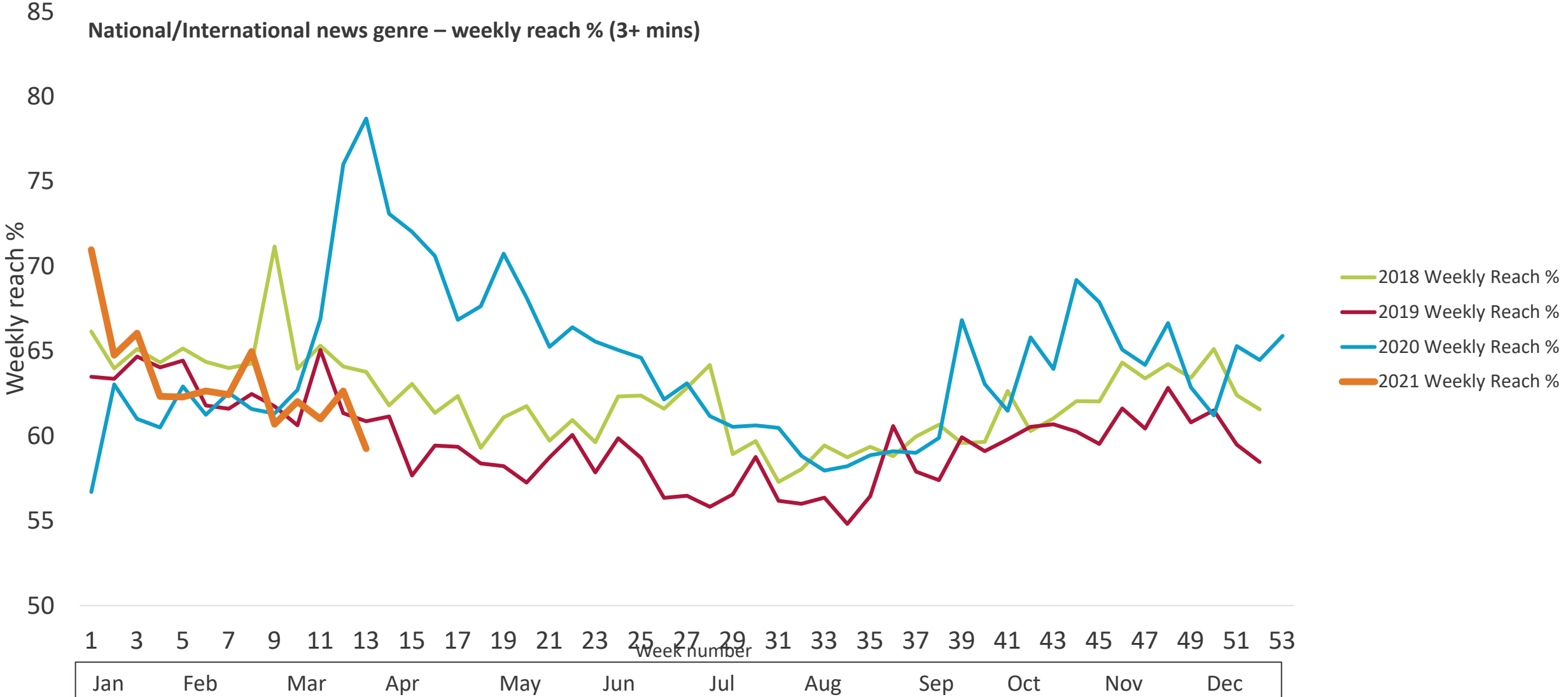
Source: BARB. Total TV, all individuals (4+). PSB +1s are included in their portfolio groups. All PSB share includes the main 5 (excluding +1s) and all BBC channels.

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



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

The number of people watching news spiked in February and on w/c 22 Feb it was above that of the same week in the previous three years



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

The PM's statement about the third lockdown on 4 January 2021 was the most watched programme in the first three months of the year followed closely by Harry and Meghan's interview with Oprah on ITV

2021 TV viewing (Jan-Mar)

Programme Title	Channel	Date	Start time	Duration	Prog Share (%)	Ave audience (000s)
					4+ individuals	
Prime Ministerial Statement	BBC One	04/01/2021	20:00:00	00:08:45	43	14,083
Oprah with Meghan and Harry	ITV	08/03/2021	21:00:00	01:44:21	53	13,854
Line of Duty	BBC One	21/03/2021	21:02:00	00:56:44	47	13,059
BBC News Special	BBC One	04/01/2021	20:08:00	00:26:14	38	11,052
The Masked Singer	ITV	13/02/2021	19:01:00	01:26:58	43	9,851
The Pembrokehire Murders	ITV	11/01/2021	21:00:00	01:00:43	37	9,537
Death in Paradise	BBC One	05/02/2021	21:00:00	00:59:00	37	8,505
Ant and Dec's Saturday Night Takeaway	ITV	20/02/2021	19:00:00	01:34:55	38	8,457
Unforgotten	ITV	29/03/2021	21:01:00	00:59:14	30	8,415
Bloodlands	BBC One	14/03/2021	21:03:00	00:55:25	29	7,975