

## Annex 2

# Children's TV viewing: BARB analysis

**Note:** On 1 January 2010 the new BARB measurement panel of 5,100 homes went live. Any comparison of trend data using both the old and new panels should therefore be made with caution.

## Overall viewing trends

### Time spent viewing

In 2010 the hours children spent viewing showed a significant increase after a period of relative stability. There was much debate about how much of an impact the change in the BARB panel had. The 2011 data show that while hours of viewing appears to have declined slightly from 2010, they are significantly higher than the pre-panel change figures in 2009 (figure A2.1).

In 2011 children aged 4-15 watched an average of 17 hours and 9 minutes of television per week, slightly down on 17 hours and 34 minutes per week in 2010 but still up 1 hour and 24 minutes from 2005. Younger children, aged 4-9, watched slightly more at 17 hours and 34 minutes and older children aged 10-15 slightly less, at 16 hours and 31 minutes (figure A2.1).

### Live broadcasts vs. time-shifting

The vast majority of time spent viewing is to live broadcasts (86% among all children 4-15) and this has remained fairly stable since 2007. Older children (10-15) time-shift a higher proportion of their viewing (16%) compared to younger children aged 4-9 (13%) (figure A2.2).

### When children are viewing

The distribution of viewing throughout the day is in line with previous years, with the proportion of the audience that is made up of children peaking in the early morning, with a smaller peak in the late afternoon.

When looking at actual numbers of children viewing, the largest numbers are found between 20:00-20:30. However, at this time they actually make up only a small proportion of the total viewing audience, somewhere between 8-9%. This means that the vast majority of the audience at this time are 16+ adults, even though the largest numbers of children are also viewing during this time (figures A2.3 – A2.5).

In terms of post-watershed viewing, there remains a significant proportion of children watching television during the 21:00-24:00 time band. In 2007 this figure was 12% of children in the UK with a television set, in 2010 it had increased to 14% and the 2011 figures show that it has remained stable at 14%. Among 4-9 year olds the figure went from 8% in 2007 to 10% in 2010 and in 2011 was 9%. Among the 10-15 age group it increased from 15% in 2007 to 18% in 2010 and remained at 15% in 2011.

### Where children are viewing

While it is still the case that the majority of viewing is taking place on what is defined as the 'main set' (which is not in the child's bedroom), the proportion of viewing attributed to the

television set in the child's bedroom has increased from around 3% of total viewing among all children in 2007 to 5% in 2011 (figure A2.6).

It continues to be the case that the proportion of viewing attributed to the set in the child's bedroom varies by day-part, with an increasing proportion attributed after 21:00. Among all children 11% of total viewing after 21:00 is on the bedroom set (more than double the whole day proportion). Among 10-15 year olds this increases to 14% (figure A2.7).

### **Types of programming children are watching**

Overall, 72% of children's viewing is spent in commercial airtime (both children's and adults). While this proportion hasn't changed significantly over the past six years, the split between terrestrial and non-terrestrial commercial airtime has changed. There has been growth in the proportion of viewing attributed to commercial multichannel airtime; from 42% in 2005 to 53% in 2011, and a gradual decrease attributed to terrestrial commercial channels; from 29% in 2005 to 19% in 2011 (figure A2.11).

Sixty-seven per cent of total viewing takes place in 'adult' airtime, and this has remained fairly constant since 2005. However, this figure varies significantly by age, increasing to 80% among 10-15 year olds and decreasing to 53% among 4-9 year olds. Thirty-three per cent of total viewing takes place in 'children's' airtime, with the majority (22%) attributed to commercial children's airtime and 11% attributed to non-commercial children's airtime (figure A2.13).

Drilling down into viewing in children's airtime, the majority (66%) of viewing is to commercial children's airtime, with no significant change since 2010 (65%). The majority of viewing to commercial children's airtime is attributed to commercial multi-channel children's channels. The main area of growth in children's viewing has been to the BBC non-terrestrial channels; from 18% in 2005 to 31% in 2011 (30% in 2010) (figure A2.12).

### **With whom children are watching**

Across total television viewing as a whole, 29% of viewing by all children is done alone. This figure rises to 34% among children aged 10-15, and falls to 24% among 4-9s (figure A2.14). Among all children, more than a fifth (21%) are watching television alone between 21:00-22:00. Among 4-9s this figure is 14%; among 10-15s it is a quarter (25%) (figure A2.15).

**Figure A2.1: Average hours of weekly viewing, by age**

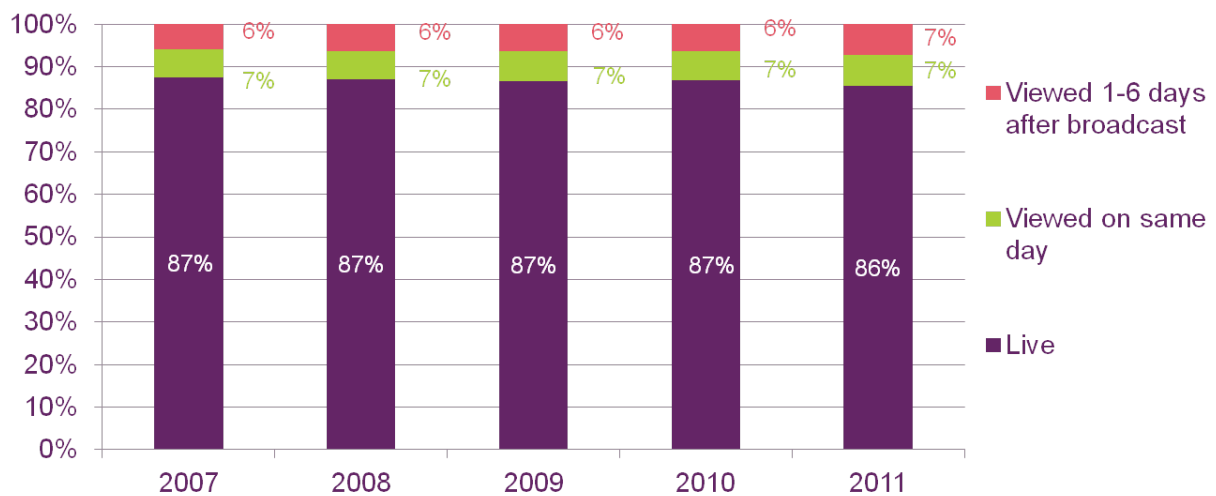
Average weekly viewing (hrs, mins)



Source: BARB, 2005-2011

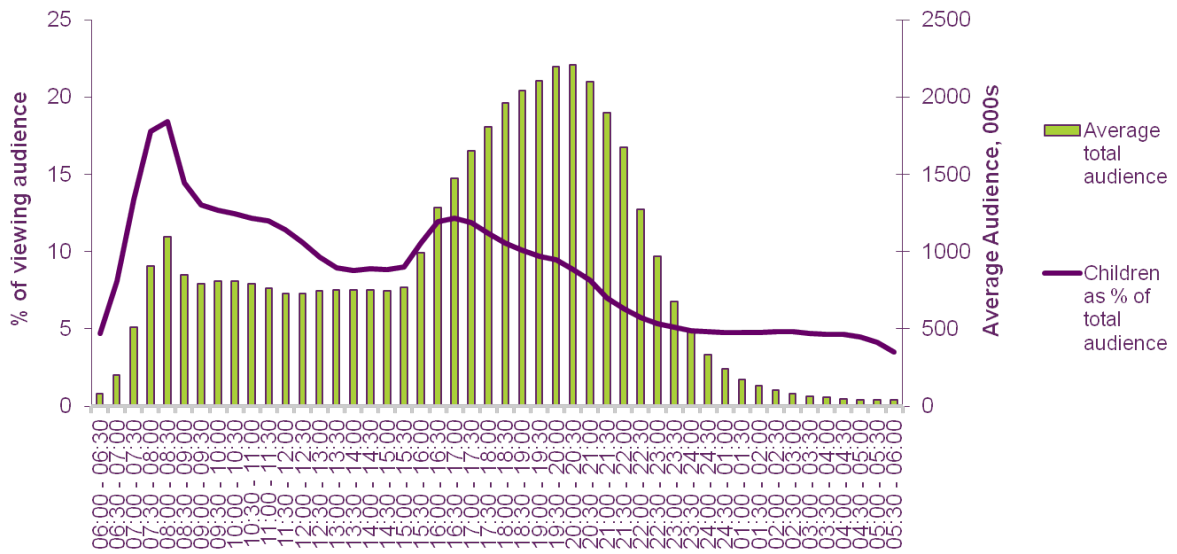
**Figure A2.2: Live versus time-shifted TV viewing, all children (4-15)**

Proportion of viewing (%)



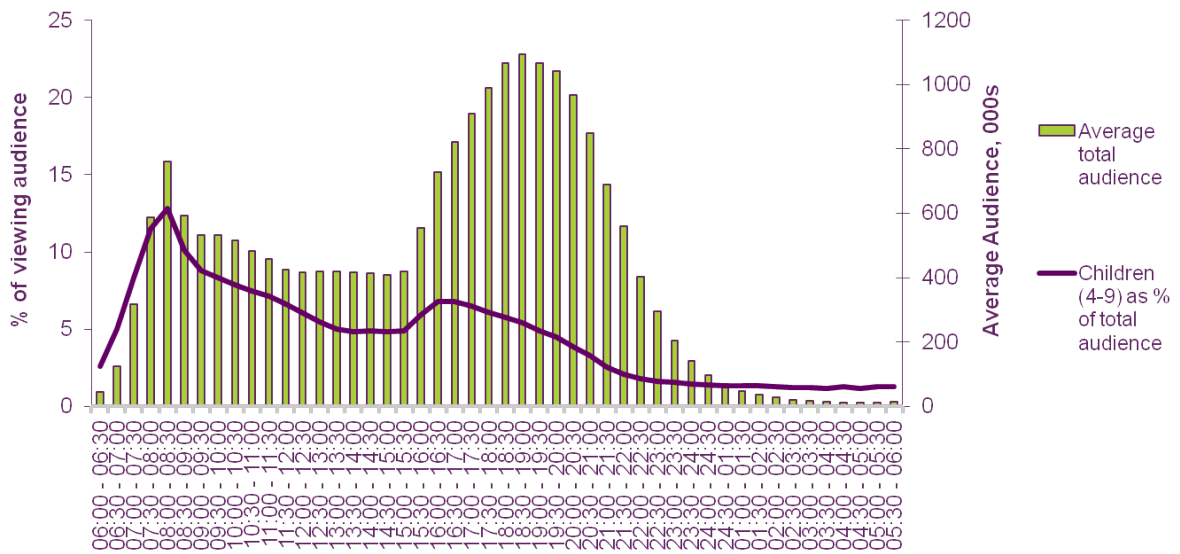
Source: BARB, 2007-2011, all children 4-15

**Figure A2.3: Day part profile by hour vs. average audience - all children (4-15)**



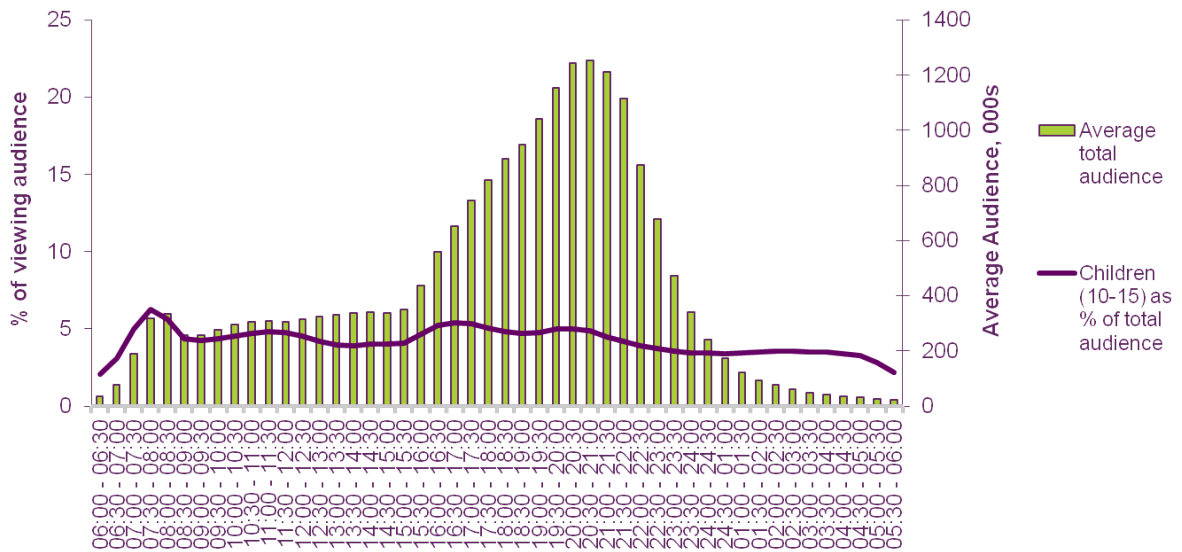
Source: BARB, 2011. TOTAL TV VIEWING. Profile data calculated on a base of all Individuals

**Figure A2.4: Day part profile by hour vs. average audience - children (4-9)**



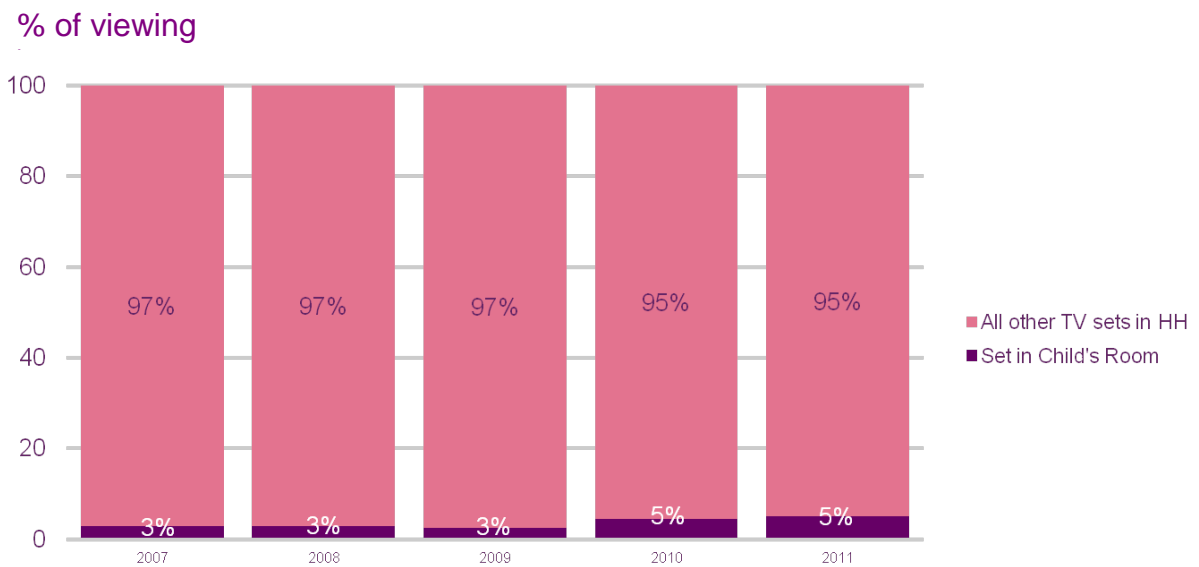
Source: BARB, 2011. TOTAL TV VIEWING. Profile data calculated on a base of all Individuals

**Figure A2.5: Day part profile by hour vs. average audience - children (10-15)**



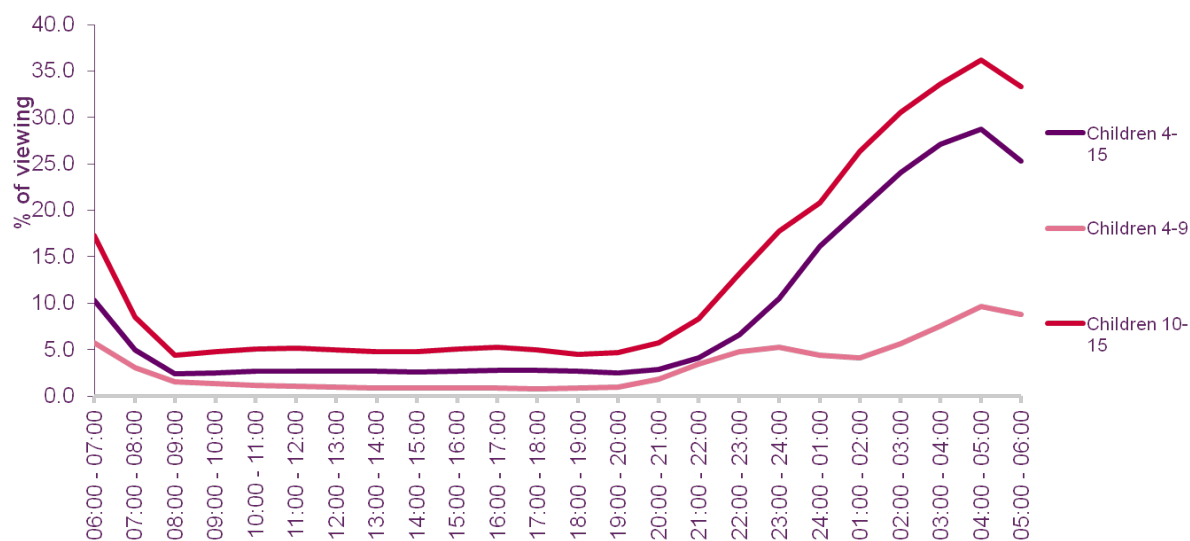
Source: BARB, 2011. TOTAL TV VIEWING. Profile data calculated on a base of all Individuals

**Figure A2.6: Viewing by set location – proportion of total daily time spent viewing – all children**



Source: BARB, 2007-2011, all children 4-15

**Figure A2.7: Proportion of total viewing in child's bedroom by day part**



Source: BARB, 2011

**Figure A2.8: Top 10 programmes in 2011 amongst all children 4-15**

Title	Channel	Date	Start time	End time	Duration	000s
Doctor Who	BBC1 (SD+HD)	25/12/2011	18:59:47	19:58:09	00:58:22	1921
Britain's Got Talent	ITV1 (SD+HD)	07/05/2011	20:00:45	20:59:38	00:58:53	1820
The X Factor Results	ITV1 (SD+HD)	11/12/2011	19:29:00	21:29:40	02:00:40	1762
The X Factor	ITV1 (SD+HD)	10/09/2011	20:15:00	21:15:09	01:00:09	1757
The Gruffalo's Child	BBC1 (SD+HD)	25/12/2011	18:31:32	18:57:28	00:25:56	1611
I'm A Celebrity – Get Me Out Of Here!	ITV1 (SD+HD)	03/12/2011	21:31:45	22:31:07	00:59:22	1572
Comic Relief	BBC1 (SD+HD)	18/03/2011	18:58:55	21:59:04	03:00:09	1557
Britain's Got Talent – Result	ITV1 (SD+HD)	04/06/2011	21:29:55	22:01:39	00:31:44	1542
Eastenders	BBC1 (SD+HD)	25/12/2011	21:01:11	22:02:34	01:01:23	1402
The Royal Wedding (BBC)	BBC1 (SD+HD)	29/04/2011	08:00:01	13:39:05	05:39:04	1400

Source: BARB, 2011

**Figure A2.9: Top 10 programmes in 2011 amongst all children 4-9**

Title	Channel	Date	Start time	End time	Duration	000s
<b>The Gruffalo's Child</b>	BBC1 (SD+HD)	25/12/2011	18:31:32	18:57:28	00:25:56	1050
<b>Doctor Who</b>	BBC1 (SD+HD)	25/12/2011	18:59:47	19:58:09	00:58:22	894
<b>Britain's Got Talent</b>	ITV1 (SD+HD)	07/05/2011	20:00:45	20:59:38	00:58:53	827
<b>The X Factor</b>	ITV1 (SD+HD)	03/12/2011	20:00:10	21:29:10	01:29:00	773
<b>The X Factor Results</b>	ITV1 (SD+HD)	11/12/2011	19:29:00	21:29:40	02:00:40	734
<b>The Royal Wedding (BBC)</b>	BBC1 (SD+HD)	29/04/2011	08:00:01	13:39:05	05:39:04	718
<b>Film: Kung Fu Panda (2008)</b>	BBC1 (SD+HD)	18/06/2011	18:36:26	19:58:15	01:21:49	693
<b>Strictly Come Dancing</b>	BBC1 (SD+HD)	17/12/2011	19:00:15	20:06:18	01:06:03	673
<b>Eastenders</b>	BBC1 (SD+HD)	25/12/2011	21:01:11	22:02:34	01:01:23	658
<b>Children In Need</b>	BBC1 (SD+HD)	18/11/2011	19:29:03	21:59:05	02:30:02	647

Source: BARB, 2011

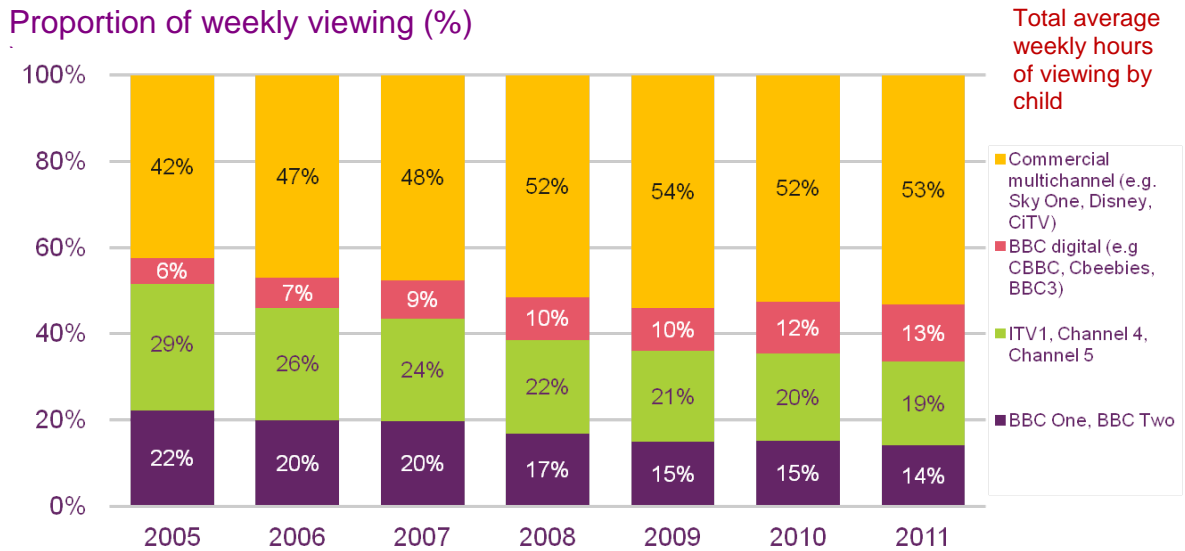
**Figure A2.10: Top 10 programmes in 2011 amongst all children 10-15**

Title	Channel	Date	Start time	End time	Duration	000s
<b>Britain's Got Talent</b>	ITV1 (SD+HD)	16/04/2011	20:20:14	21:49:42	01:29:28	1081
<b>I'm A Celebrity – Get Me Out Of Here!</b>	ITV1 (SD+HD)	13/11/2011	21:02:00	22:31:06	01:29:06	1054
<b>The X Factor Results</b>	ITV1 (SD+HD)	11/12/2011	19:29:00	21:29:40	02:00:40	1029
<b>Doctor Who</b>	BBC1 (SD+HD)	25/12/2011	18:59:47	19:58:09	00:58:22	1027
<b>Britain's Got Talent – Result</b>	ITV1 (SD+HD)	04/06/2011	21:29:55	22:01:39	00:31:44	1004
<b>The X Factor</b>	ITV1 (SD+HD)	10/09/2011	20:15:00	21:15:09	01:00:09	999
<b>Comic Relief</b>	BBC1 (SD+HD)	18/03/2011	18:58:55	21:59:04	03:00:09	937
<b>New Year Live</b>	BBC1 (SD+HD)	31/12/2011	23:53:20	24:14:42	00:21:22	777

<b>Outnumbered</b>	BBC1 (SD+HD)	24/12/2011	21:18:55	21:57:52	00:38:57	766
<b>Eastenders</b>	BBC1 (SD+HD)	25/12/2011	21:01:11	22:02:34	01:01:23	744

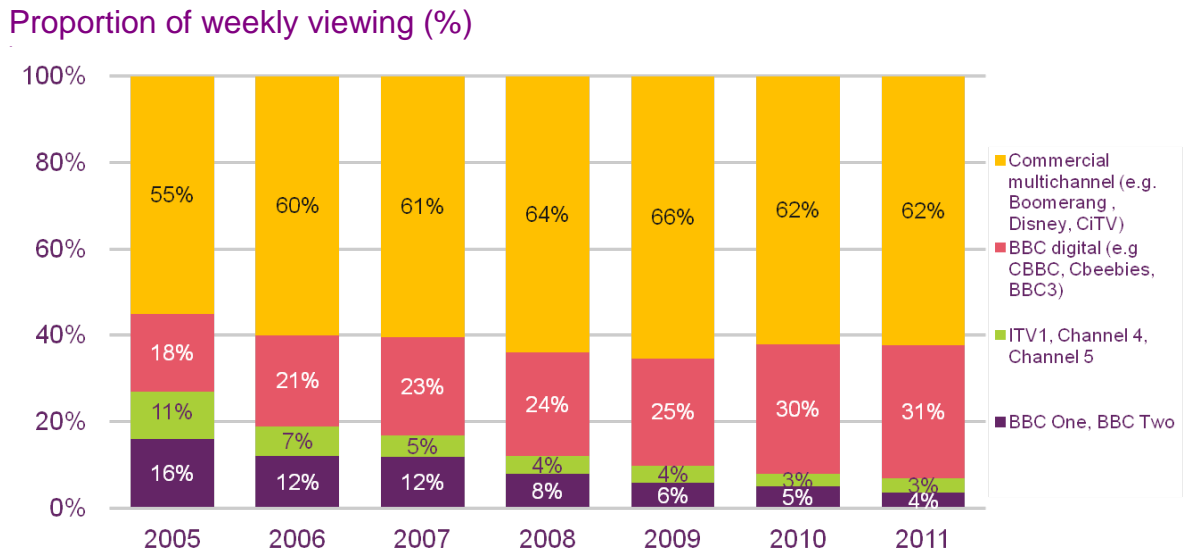
Source: BARB, 2011

**Figure A2.11: Children’s total weekly viewing, by channel type**



Source: BARB, 2005-2011, all children 4-15

**Figure A2.12: Children’s weekly viewing of children’s airtime, by channel type**



Source: BARB, 2005-2011, all children 4-15



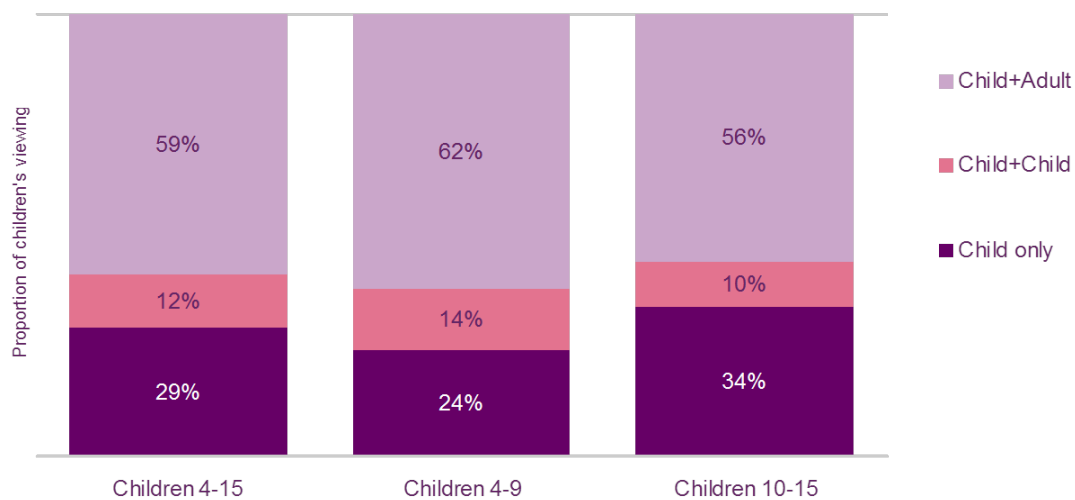
**Figure A2.13: Demographic differences**

Weekly Viewing Summary	Children	4-9	10-15
Total hours of viewing	17.1	17.5	16.7
Total hours of viewing in comm. airtime	12.4	12.4	12.4
Total hours of viewing in adult airtime	11.3	9.2	13.3
Total hours of viewing in comm. adult airtime	8.6	7.0	10.1
Total hours of viewing in children's airtime	5.8	8.2	3.4
Total hours of viewing in comm. children's air.	3.8	5.4	2.3
% total time spent in commercial airtime	72%	71%	74%
% total time spent in adult airtime	66%	52%	79%
<b>% total time spent in comm. adult air.</b>	<b>50%</b>	<b>40%</b>	<b>61%</b>
% total time spent in children's airtime	33%	47%	20%
<b>% total time spent in comm. children's airtime.</b>	<b>22%</b>	<b>31%</b>	<b>14%</b>

Source: BARB, 2011

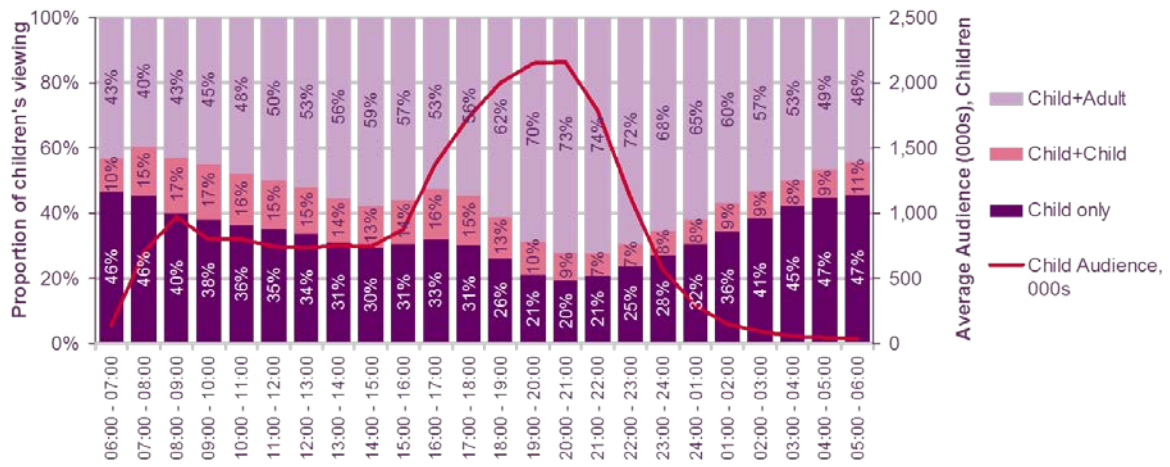
**Figure A2.14: Mutual viewing across total TV**

Network, 2011, all children and adults



Source: BARB, 2011

**Figure A2.15: Mutual viewing across the day – all TV viewing**  
**Network, 2011 – Total TV - all children and**



Source: BARB, 2011

## **Glossary**

**Adult airtime** – This consists of all the main terrestrial channels excluding the slots when children’s programmes are shown, combined with all digital channels except the dedicated children’s channels.

**Children’s airtime** - This consists of the children’s programme slots on the main terrestrial channels and the dedicated children’s channels on the digital platform

**DVRs** – digital video recorders

**Time-shifted viewing** – This is defined as viewing programmes within seven days, as well as viewing after pausing or rewinding live TV. Viewing outside the seven-day window is not accounted for.