

BARB data: Covid-19 analysis (1)

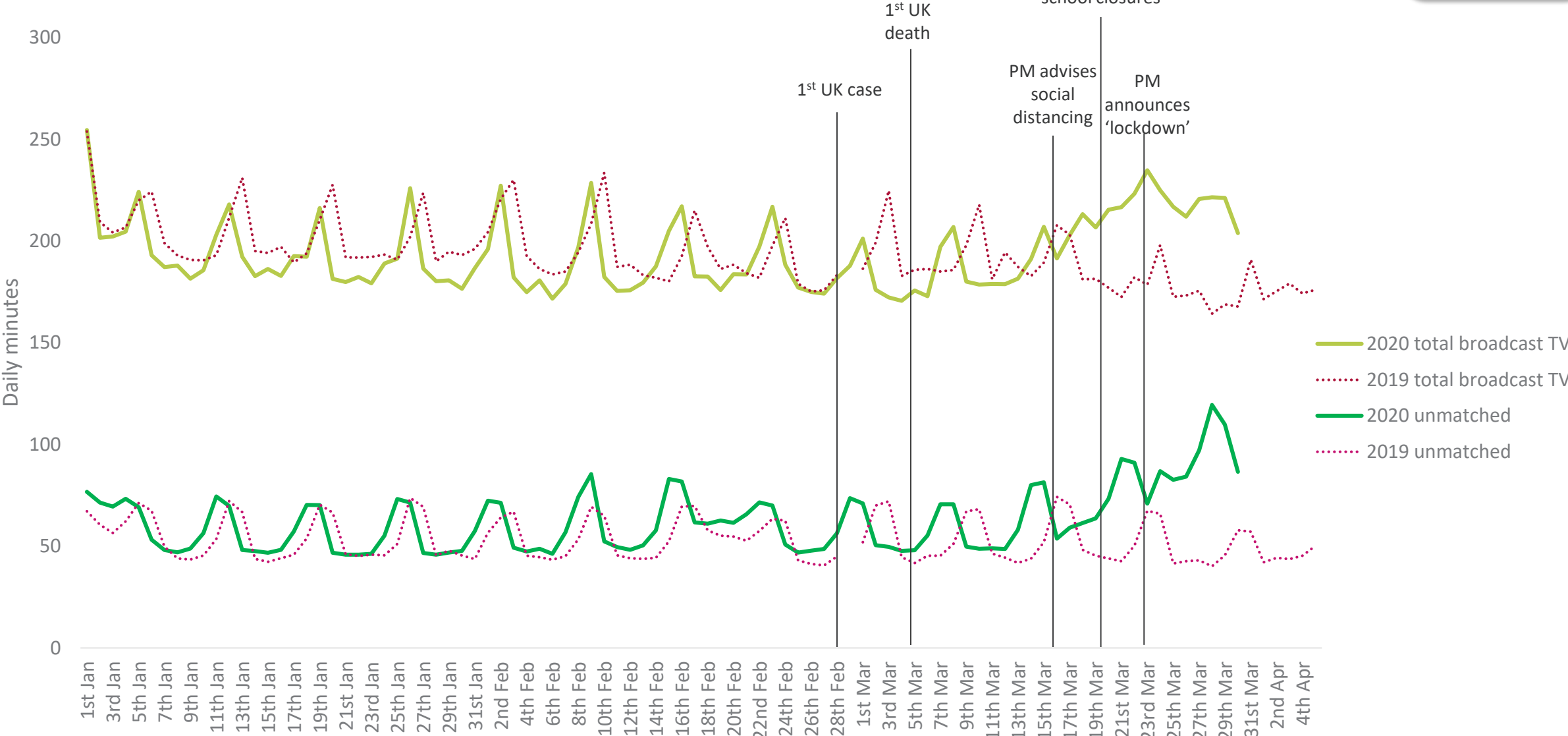
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Covid-19 brings people to their TV set

- The UK's lifestyle changes due to Covid-19 has brought an **increase to TV viewing** compared to the same time last year. This is true of both broadcast TV and viewing on the TV set that can't be matched to viewing from the broadcasters (known as 'unmatched viewing' and consists of a combination of SVoD, gaming, YouTube etc).
- For the two weeks 16/03 - 29/03 2020 compared to the same period in 2019 average daily viewing by person to **all broadcast TV was up 35 minutes**, after we had previously been seeing year-on-year decreases.
- **Unmatched viewing's rate of its increase has accelerated** and for the same period was up by **30 minutes** year-on-year.
- BBC One and BBC News have both benefitted from the increase in news viewing, pushing the **share of all PSB channels up to 59%** for March*, compared to 56% in February.

Viewing to broadcast TV and unmatched content on the TV set have both seen increases

Total TV and unmatched – daily minutes per person and Covid-19 related events

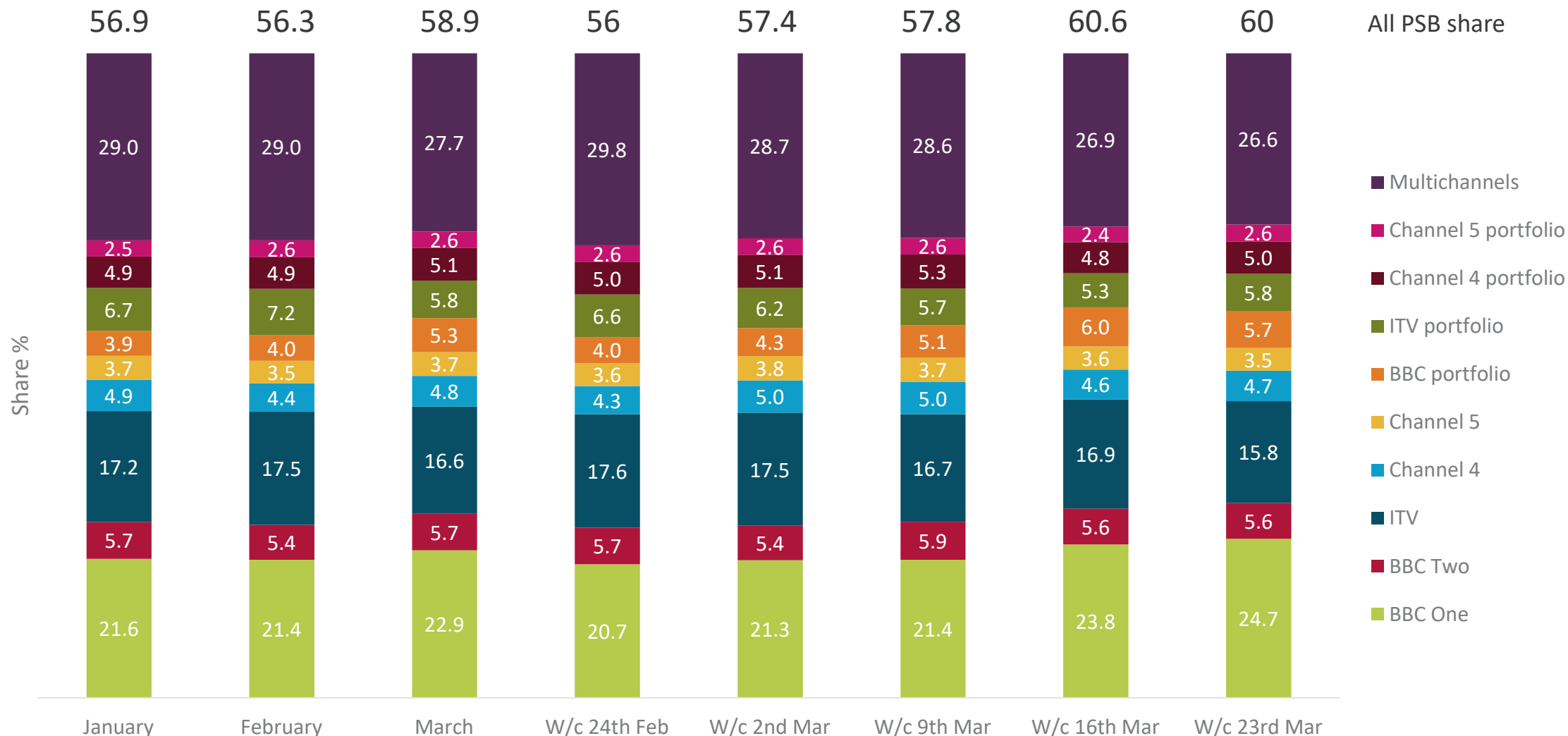


3 Source: BARB. Total TV, all individuals (4+). Figures for 24th March 2020 onwards are not fully consolidated

PSB channels increase their share of all viewing driven by BBC

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Average share of viewing by channel / channel group 2020



All PSB share

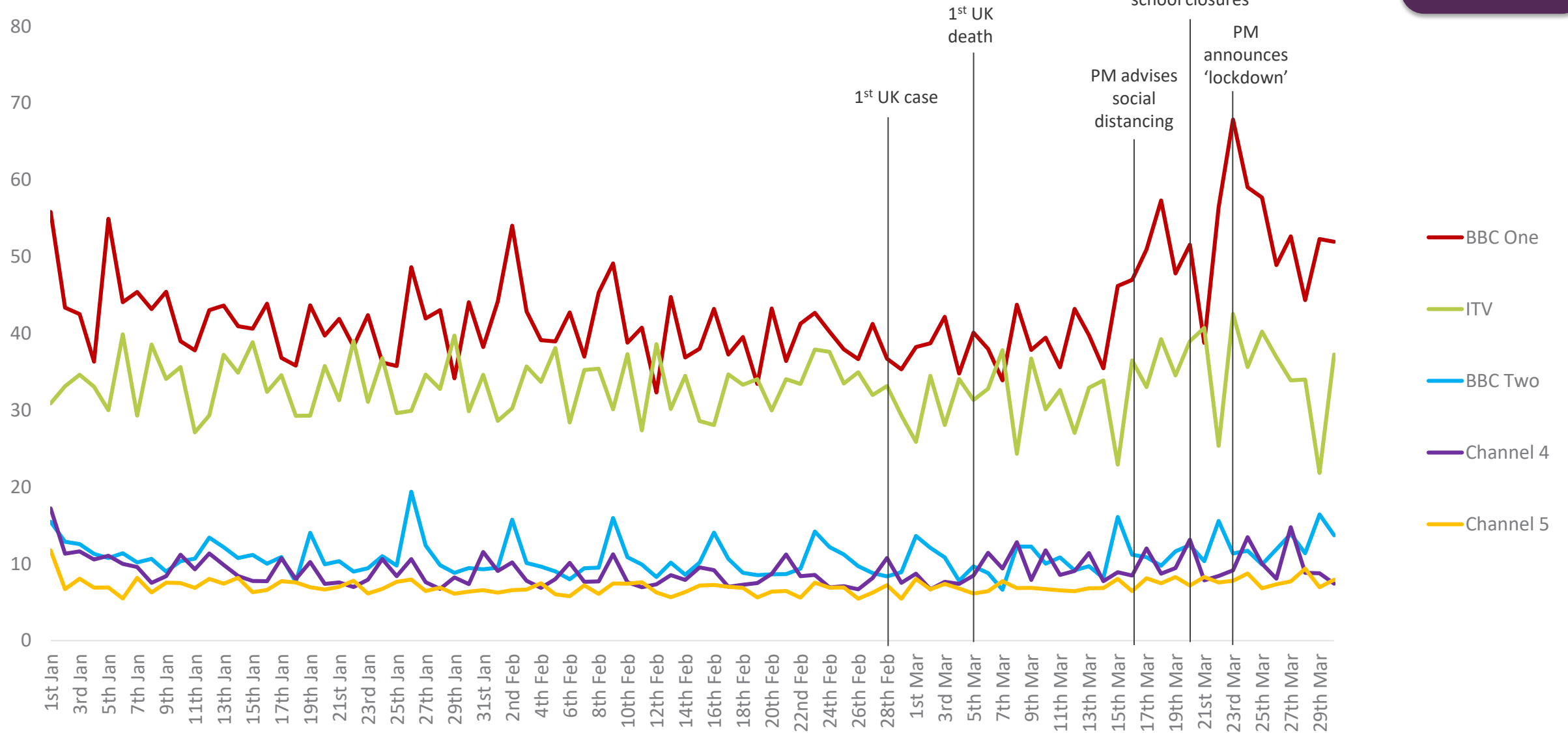
- Multichannels
- Channel 5 portfolio
- Channel 4 portfolio
- ITV portfolio
- BBC portfolio
- Channel 5
- Channel 4
- ITV
- BBC Two
- BBC One

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. Figures for 24th March onwards are not fully consolidated

Spikes in Covid-19 announcements helps to increase viewing to BBC One

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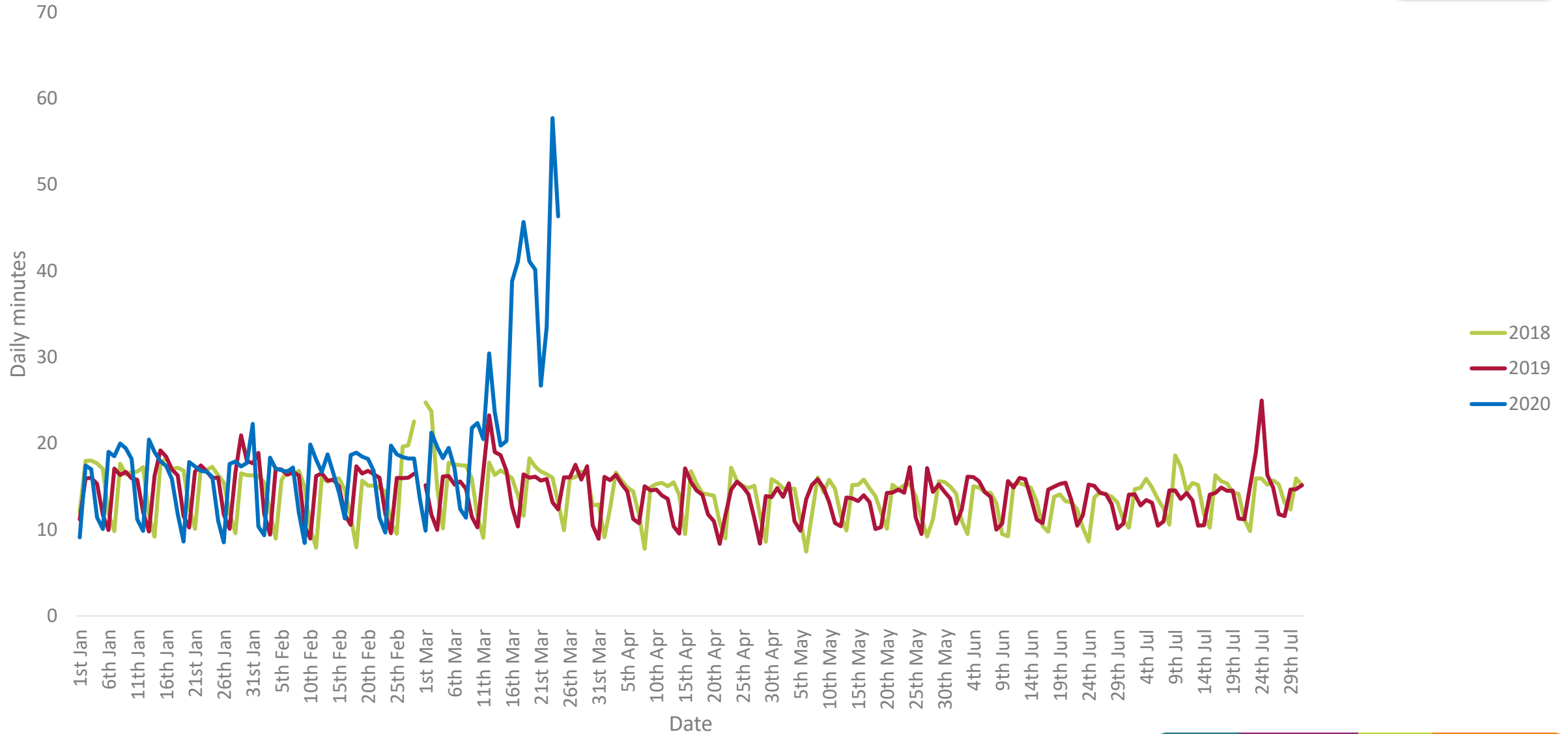
Average daily minutes per person for main five PSBs in 2020



5 Source: BARB. Total TV, all individuals (4+). Figures for 24th March onwards are not fully consolidated. Excludes +1 channels

News sees a sharp increase in viewing

All channels – average daily mins per person to national/international news



Covid-19 special announcements top the most watched programmes this year so far

Most watched programmes by channel for 2020 so far

Programme Title	Channel	Date	Start time	Average audience (000s)	Programme Share %
Prime Ministerial Statement	BBC One	23/03/2020	20:30:00	14,612	43
An Address By Her Majesty The Queen	BBC One	05/04/2020	20:00:00	14,060	48
BBC News Special	BBC One	23/03/2020	20:36:00	13,512	40
Ant and Dec's Saturday Night Takeaway	ITV	21/03/2020	19:00:00	10,609	46
Ant and Dec's Saturday Night Takeaway	ITV	28/03/2020	18:59:00	9,296	41
BBC News At Six	BBC One	18/03/2020	18:00:00	8,778	43
Call The Midwife	BBC One	05/01/2020	20:01:00	8,611	34
Ant and Dec's Saturday Night Takeaway	ITV	22/02/2020	19:00:00	8,611	42
White House Farm	ITV	12/02/2020	21:00:00	8,425	33
BBC News At Six	BBC One	20/03/2020	18:00:00	8,320	42

The PM Statement on 23/03 averaged **28 million** viewers across the six channels it was shown on

The Queen's address averaged **24 million** viewers who watched it at the time it was broadcast or on the same day, across the seven channels it was shown on

Source: BARB. The PM's statement and the Queen's speech were shown on multiple channels but the table displays the top 10 programmes by channel. Figures are consolidated up to 7-days to 29th March 2020, figures in blue are not fully consolidated. ITV includes ITV+1.

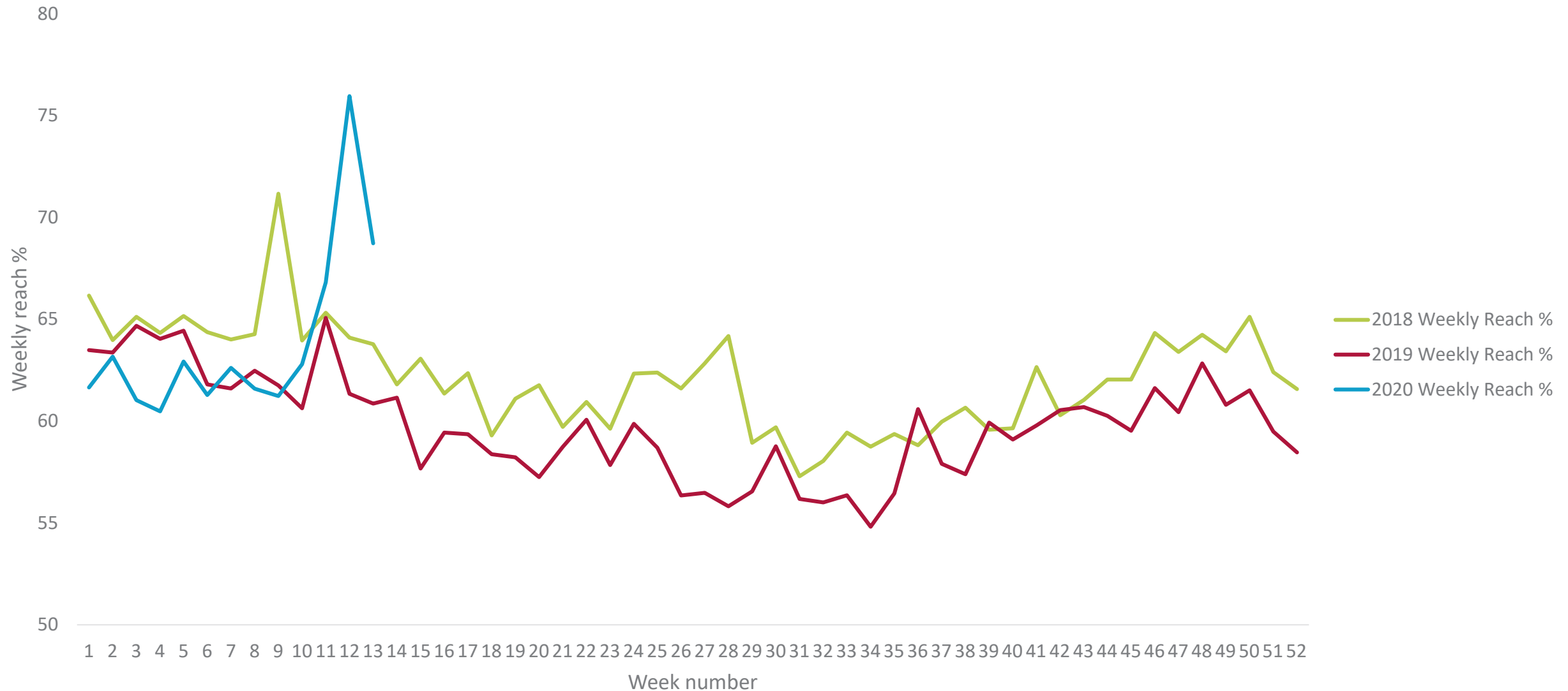
The number of people watching broadcast TV is higher than the same time last year

Total TV – weekly reach % (3+ mins)



The number of people watching news increased sharply

National/International news genre – weekly reach % (3+ mins)



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