

# Effects of Covid-19 on TV viewing

May 2020

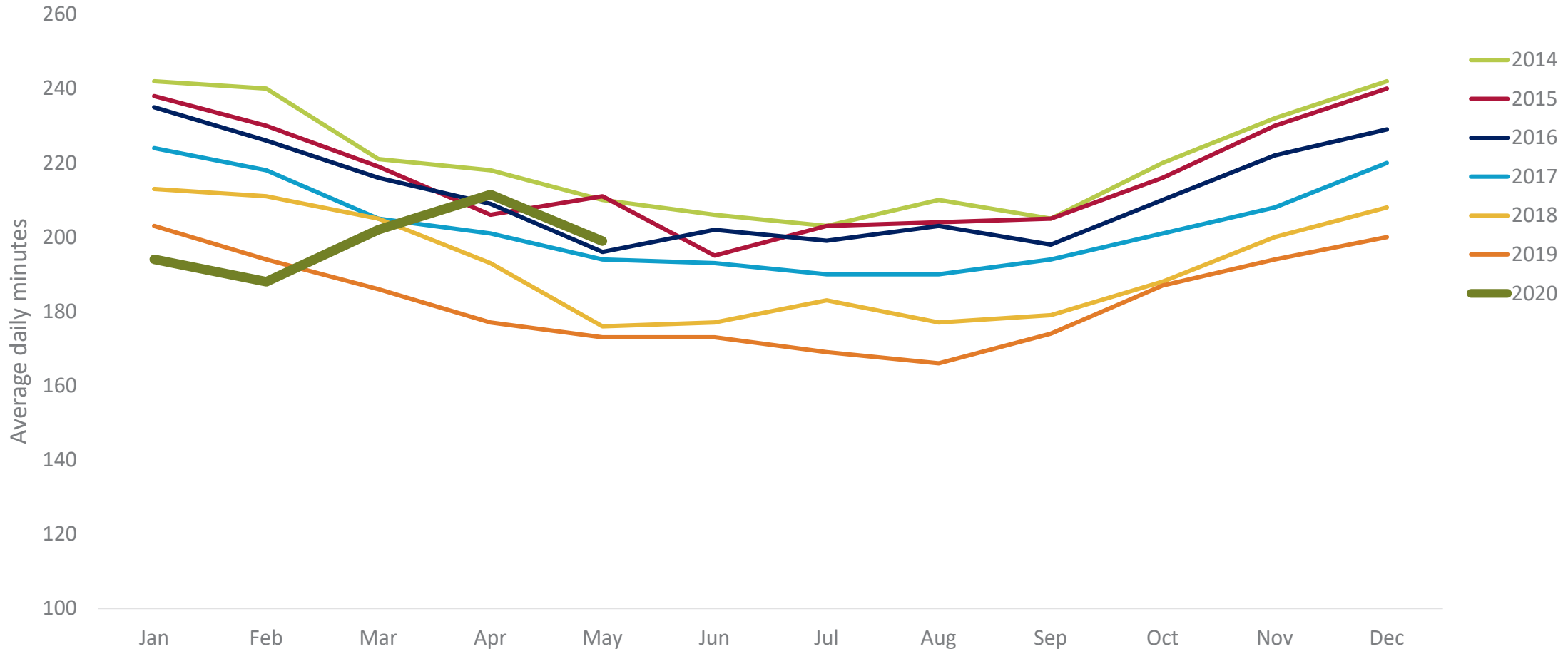
## Weekly reach to broadcast TV is in decline, however, average minutes viewed remain much higher than last year

- With the lockdown continuing throughout the UK, daily TV viewing has **continued to track above that of last year for all of April**. This is true of both broadcast TV and viewing on the TV set that cannot be matched to viewing from the broadcasters (known as ‘unmatched viewing’ consisting of a combination of SVoD, gaming, YouTube etc).
- **Viewing of broadcast TV in May continues to remain high** – at higher levels than the prior four years.
- **March saw the viewing share of all PSB channels the highest so far this year at 58.8%**. April's figure was lower than March but higher than January and February at 57.5%. So far in May we have seen the PSB share at similar levels to April.
- **The average weekly reach to broadcast TV has dropped further in calendar week 18 (w/c 27<sup>th</sup> April 2020), to 88.7%** and is now lower than comparable weeks in 2019 and 2018. The weekly reach to news viewing is also declining although it still remains much higher than viewing in previous years.

# Viewing of broadcast TV in May continues to remain high – at higher levels than the prior four years

MAKING  
COMMUNICATIONS  
WORK FOR  
EVERYONE

Total TV average daily minutes by month



Source: BARB. Total TV, all individuals (4+). May's figure for this year is up to 12<sup>th</sup> May and part consolidated up to 3<sup>rd</sup> 5<sup>th</sup> May.

Excellence

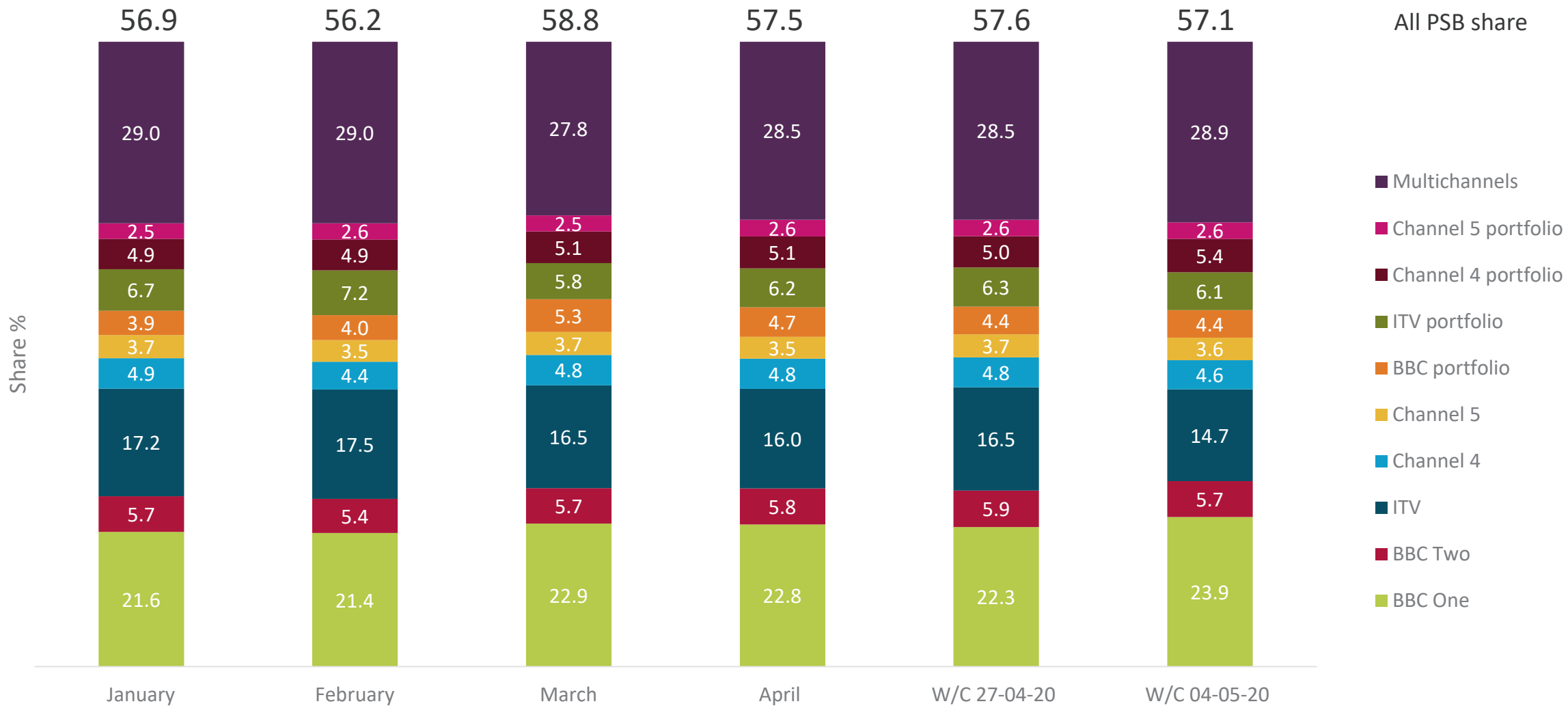
collaboration

agility

EMPOWERMENT

# March saw the viewing share of all PSB channels the highest so far this year at 58.8%

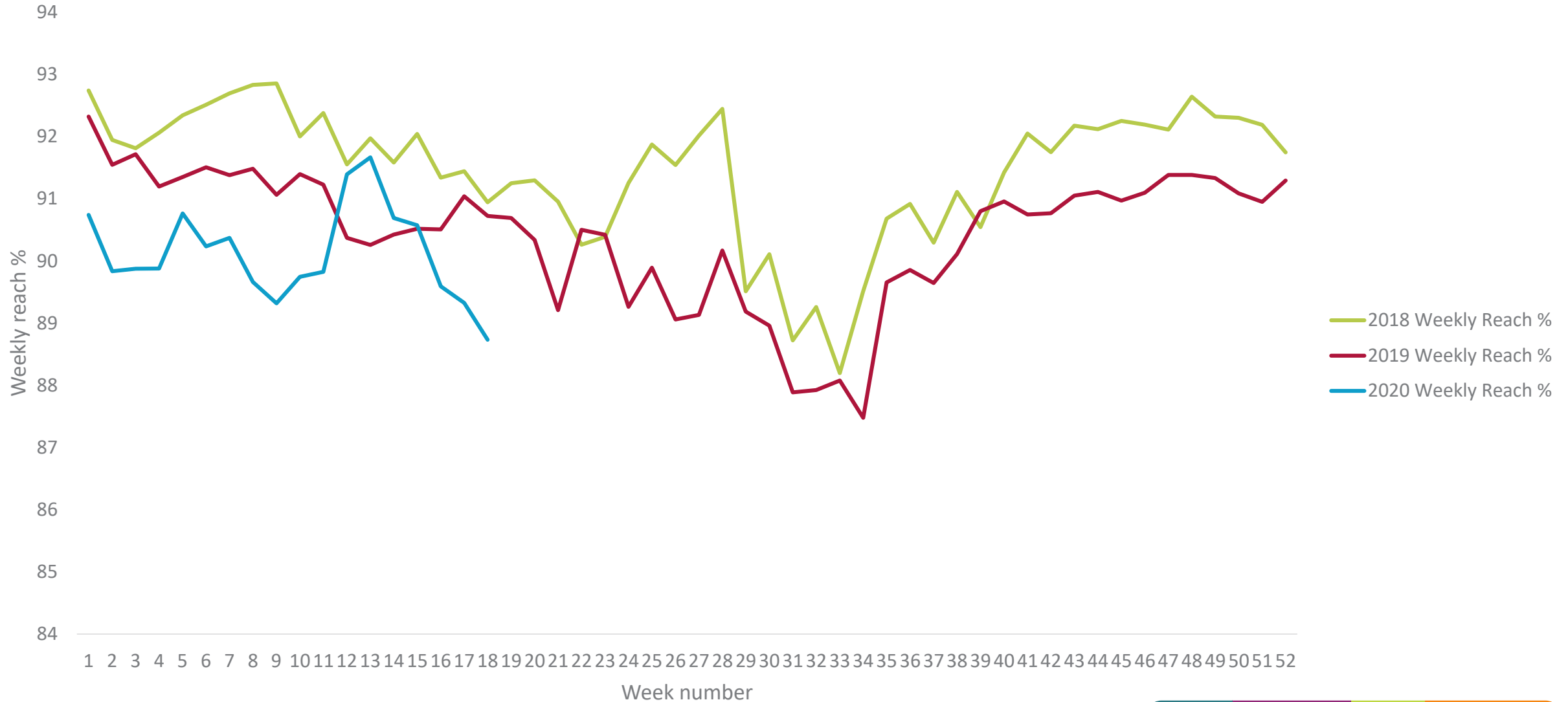
Average share of viewing by channel / channel group 2020



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. Figures for 6<sup>th</sup> May onwards are not fully consolidated.

# Since week 16 (w/c 13 April 2020), the number of people watching broadcast TV dropped below previous years

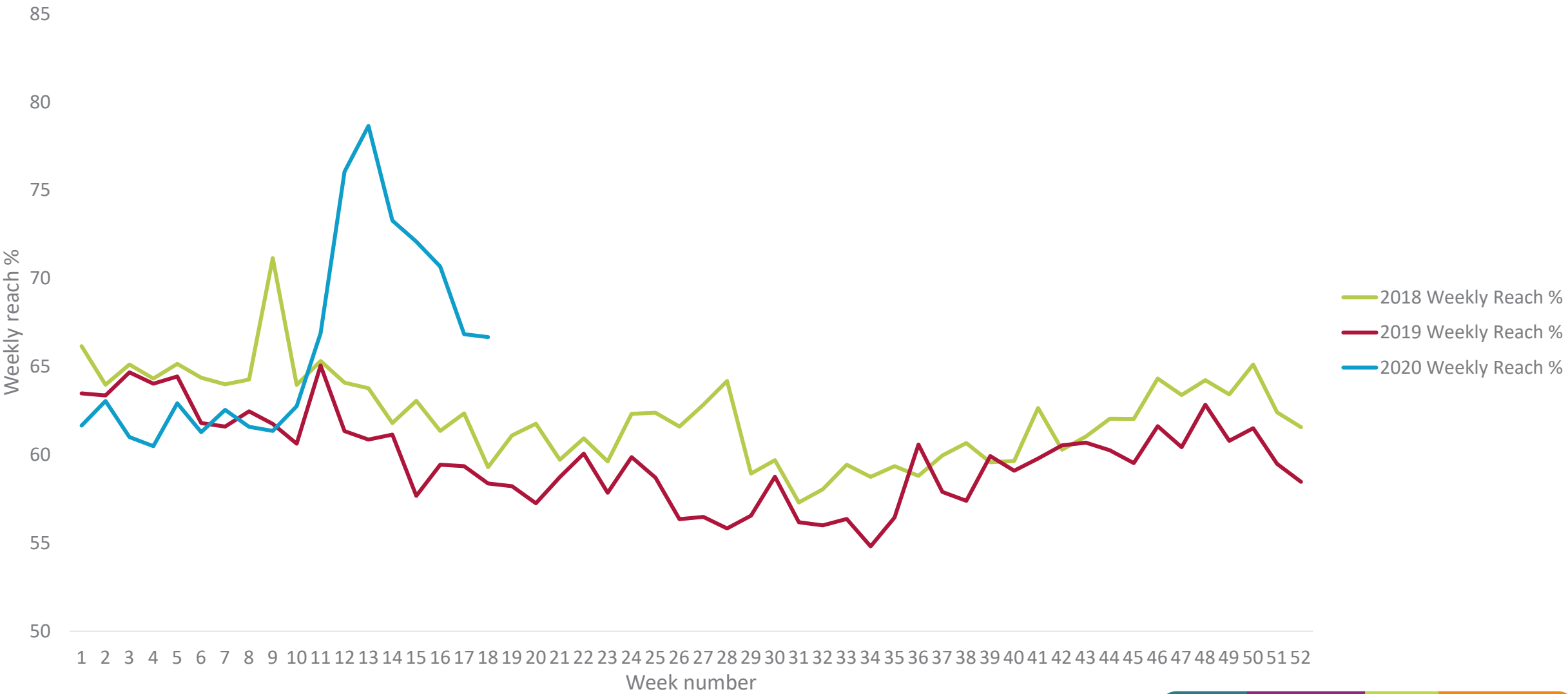
Total TV – weekly reach % (3+ mins)



5 Source: BARB. Total TV, all individuals (4+). Reach criteria: 3+ consecutive minutes

# The number of people watching news has declined since peaking in week 13 (w/c 23 March 2020) but viewing remains much higher than previous years

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



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