

PSB Annual Report 2015

TV Viewing annex

July 2015

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Background and notes

- This document reports, industry recognised, television viewing figures provided by BARB (Broadcasters' Audience Research Board) which consists of a panel of 5,100 television homes.
- In 2010, a new BARB panel was introduced – as a result data pre and post 2010 are based on different viewer panels. In addition, refined geographic boundaries were also introduced. Data comparisons pre and post 2010 should be considered with caution.
- Changes made to the BARB reporting system in 2010 now allow broadcasters to retrospectively amend the genre labelling of broadcasts they have aired. These changes will apply to all historic data for respective programmes. The analysis within this report is based on a snapshot of data at a given point in time, therefore any subsequent genre labelling amendments will not be accounted for here. The analysis reported here is based on data generated in April/May 2015.
- The analysis presented is based on BARB data extracted from the Kantar Media InfoSys+ system. This system was introduced in 2012 and as a result there may be some minor data variations compared with previously presented data.
- Due to the use of large datasets, there may be some minor data discrepancies as a result of rounding.

Background and notes

- Unless stated, all analysis is based on whole days. Peak time is defined as 6pm to 10.30pm.
- The analysis looks at trends in viewing across PSB channels; BBC One, BBC Two, ITV, Channel 4, S4C, Channel 5, BBC Three, BBC Four, CBeebies, CBBC, BBC News, BBC Parliament and BBC HD – as well as viewing to the commercial portfolios channels owned by ITV, Channel 4 and Channel 5, and all other multichannel channels.
- Channel 4 data for 2009 includes S4C viewing. Following digital switchover in Wales in 2010, S4C ceased to carry Channel 4 programming. Therefore data from 2010 onwards relates to viewing to Channel 4 only.
- The majority of the genre analysis focuses on total annual viewing hours, which shows the total annual hours of viewing by an average individual (aged 4+) to a given programme genre. Unless indicated, figures show averages for all viewers aged 4+.
- Genre groups used across the viewing analysis are based on Ofcom definitions, which are based on using existing BARB genre groups, or in most cases, combining a number of sub-genres (see *Definitions*). These definitions vary from genre groups used in previously presented data and therefore comparisons between reports are not recommended.
- The main multichannel channel data shown in some genre analysis is based on the most viewed multichannel channel in 2014. The corresponding viewing data from 2009-2014 for this channel is shown.

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Definitions: Channel groups

Main five PSB channels	BBC portfolio channels	Commercial PSBs' portfolio channels			Multichannels
		ITV portfolio channels	Channel 4 portfolio channels	Channel 5 portfolio channels	
BBC One	BBC Three	ITV+1	Channel 4+1	Channel 5 +1	All other remaining channels
BBC Two	BBC Four	ITV2	E4	5*	
ITV	BBC HD	ITV2+1	E4+1	5*+1	
Channel 4*	BBC News	ITV3	More4	5 USA	
Channel 5	BBC Parliament	ITV3+1	More4+1	5 USA+1	
	CBeebies	ITV4	Film4	Channel 5+24	
	CBBC	ITV4+1	Film4+1		
	BBC Olympics channels	CITV	4Music		
	BBC red button channels	ITV Encore	4seven		
		ITV Encore+1	Channel 4 Olympics channels		
		ITVBe			
		ITVBe+1			

Channels include HD variants where applicable

*Channel 4 data for 2009 includes S4C viewing. Following DSO in Wales in 2010, Channel 4 data from 2010 relates to viewing to Channel 4 only.

Definitions: Genre analysis



Genre label	Definition – BARB genres	Genre label	Definition – BARB genres
UK Drama	Drama: Single Plays – UK Drama: Series/Serials - UK	Comedy	Ent: Situation Comedy – UK Ent: Situation Comedy – US Ent: Situation Comedy - Rest of World Ent: Other Comedy Ent: Comedy Stand Up
UK Soaps	Drama: Soaps - UK	Entertainment	Ent: Variety/M.O.R.Music Ent: Variety/Youth Ent: Chat Shows – General Ent: Chat Shows - Audience Participation Ent: Quiz, Panel and Game Shows Ent: Lottery Show/Updates Ent: Animations – Cartoons Ent: Animations – Puppets Ent: Family Shows Ent: Special Events Ent: Reality Ent: Cookery Ent: Bollywood Ent: Generic
Drama: Other	Drama: Single Plays - Non-UK Drama: Single Plays – Generic Drama: Soaps - Non-UK Drama: Soaps – Miscellaneous Drama: Series/Serials - Non UK Drama: Series/Serials - Generic		
UK Films	Cinema Films: UK TV Films: UK		
Films: Other	Cinema Films: US Cinema Films: Rest of World - Foreign Language Cinema Films: Rest of World - English Language Cinema Films: Bollywood Cinema Films: Generic TV Films: US TV Films: Rest of World - Foreign Language TV Films: Rest of World - English Language TV Films: Bollywood TV Films: Generic Other Films (All)		
		Music: Classical	Music: Classical – General Music: Classical - Documentary
		Music: Contemporary	Music: Contemporary – General Music: Contemporary – Documentary Music: Contemporary – Performance/Live Music: Contemporary – Chart Show or Countdown
		Music: Other	Music: Generic

Unless stated, analysis is based on 'Network' programming as defined by the use of the 'number of areas' filter (4+ areas). Genres shown in bold represent PSB genres.

Definitions: Genre analysis

Genre label	Definition – BARB genres	Genre label	Definition – BARB genres
Visual & Performing Arts	Arts (All)	Documentaries: Other	Documentaries: Human Interest Documentaries: Factual Drama Documentaries: Factual Entertainment Documentaries: History Documentaries: Crime/Real Life Documentaries: Travel Documentaries: Fly on The Wall Documentaries: Celebrity Documentaries: Generic
National/ International News	News: National/International	Religion	Religious (All)
Nations & Regions News	News: Regional	Sport	Sport (All)
News: Other	News: Generic	Children's	Children (All)
Weather	Weather: National Weather: Regional	Party Political Broadcast	Party Political Broadcast (All)
Current Affairs: Political/Economical/Social	Current Affairs: Political/Economical/Social	Education	Education (All)
Current Affairs: Other	Current Affairs: Consumer Affairs Current Affairs: Special Events Current Affairs: Magazine Current Affairs: Generic	Other	Other: New Programme
Leisure Interests	Hobbies/Leisure (All)		
Documentaries: Science & Natural History	Documentaries: Natural History & Nature Documentaries: Science/Medical		

Unless stated, analysis is based on 'Network' programming as defined by the use of the 'number of areas' filter (4+ areas). Genres shown in bold represent PSB genres.

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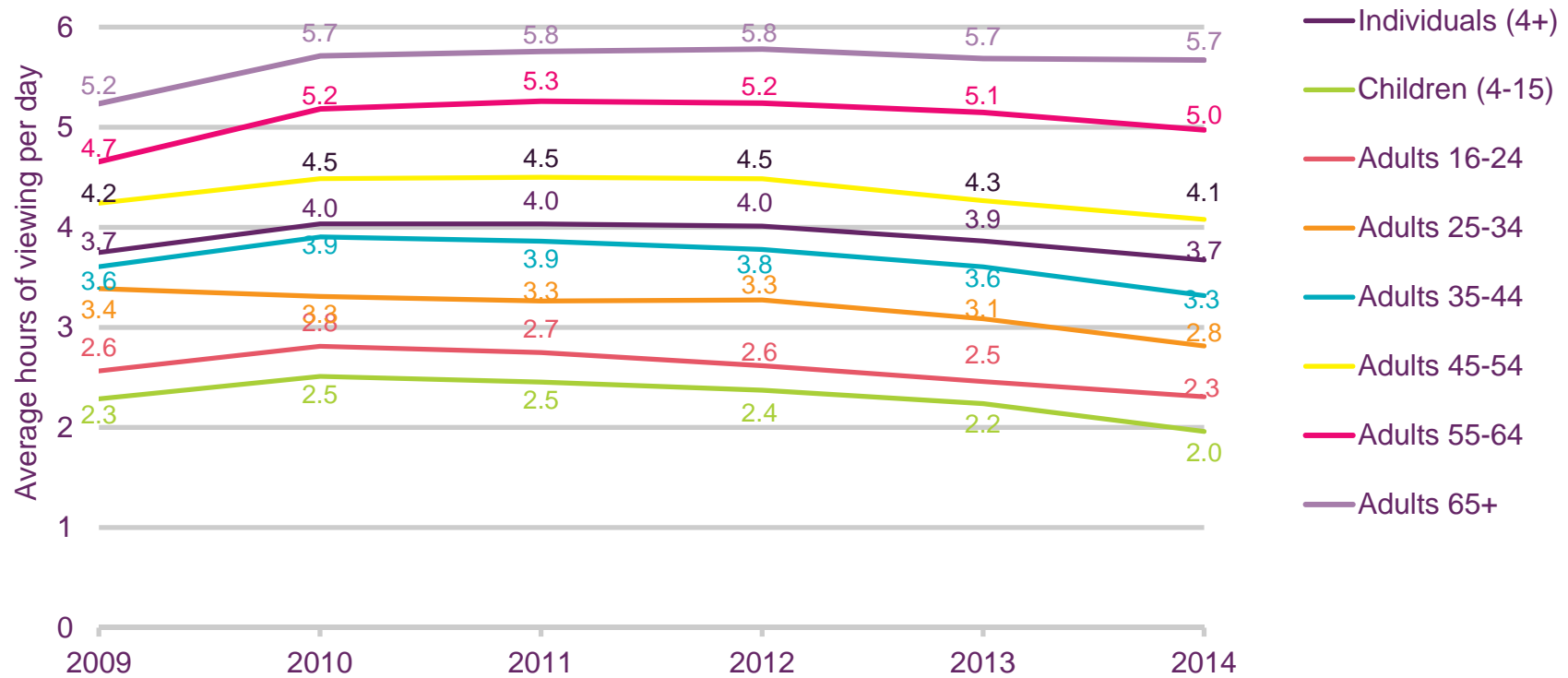
Summary: Hours of viewing

- In 2014, individuals aged 4 or over spent 3.7 hours/day watching television – this was down on 3.9 hours in 2013 and the second consecutive period of decline in television viewing . At 3.7 hours/day, viewing levels in 2014 were similar to 2009 (Figure 1).
- Television viewing in 2014 ranged from 2.0 hours/day among children and 5.7 hours/day among viewers aged 65 or over. Compared with 2009, viewing levels in 2014 were higher among viewers aged 55 or over and lower among children and those aged between 16-54 (Figure 1).
- In 2014, viewing to PSB channels (all BBC channels, ITV, Channel 4 and Channel 5) ranged from 0.8 hours/day among 4-15 year old children and 3.8 hours/day among those aged 65 or over. The average time spent by individuals aged 4 or over watching PSB channels has continued to decline – falling to 2.1 hours/day in 2014, down from 2.5 hours/day in 2010 (Figure 2).
- Comparison of the split in television viewing between 2009 and 2014, by channel group, shows that while overall viewing levels among all individuals are similar (3.7 hours/day), viewing has declined across most age groups. Viewing to the main five PSB channels has fallen across all age groups and while BBC portfolio channels have remained stable in their popularity, the commercial portfolio channels have all grown in popularity, accounting for 0.6 hours/day in 2014 compared with 0.4 hours/day in 2009 (Figures 3 & 4).

Figure 1



Average hours of daily viewing – Total TV, 2009-2014

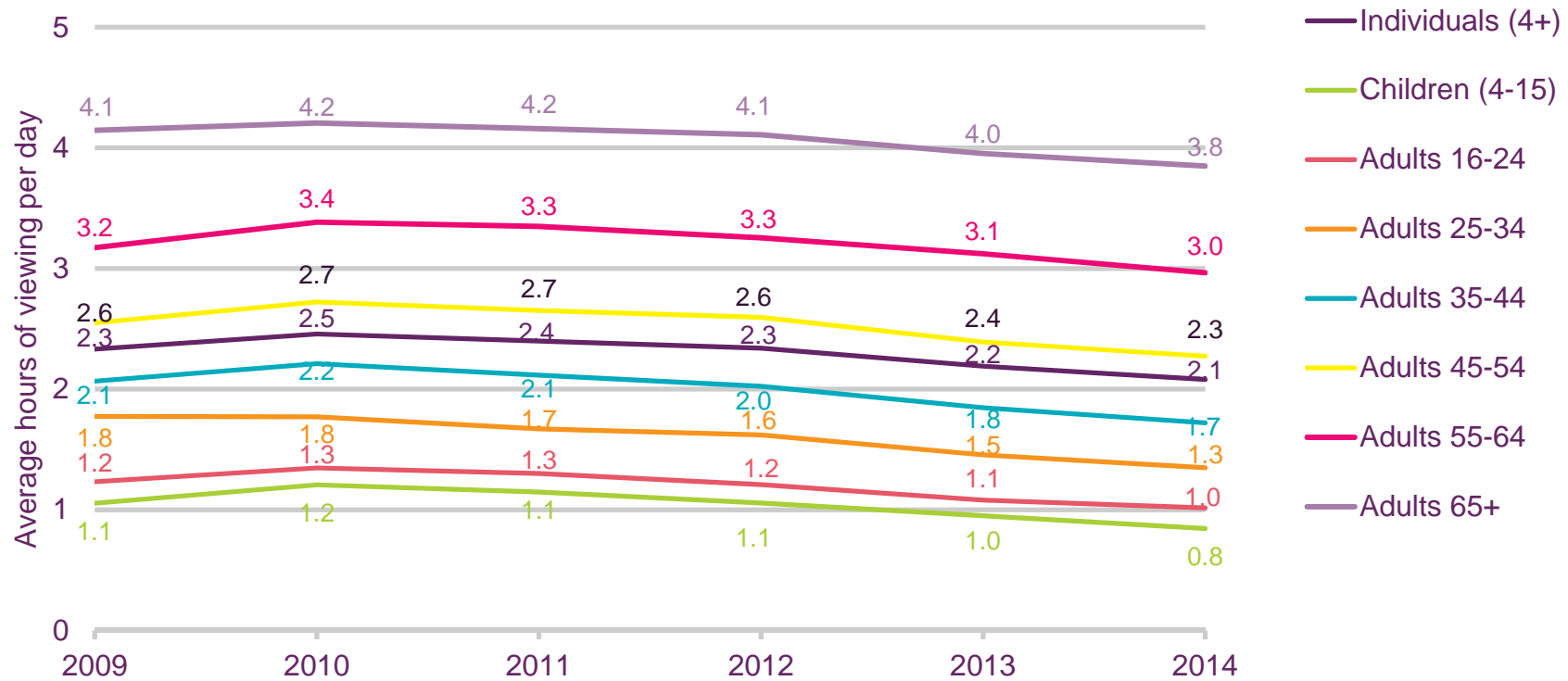


Source: BARB. All Individuals (4+), Network.

Figure 2



Average hours of daily viewing – PSB channels, 2009-2014

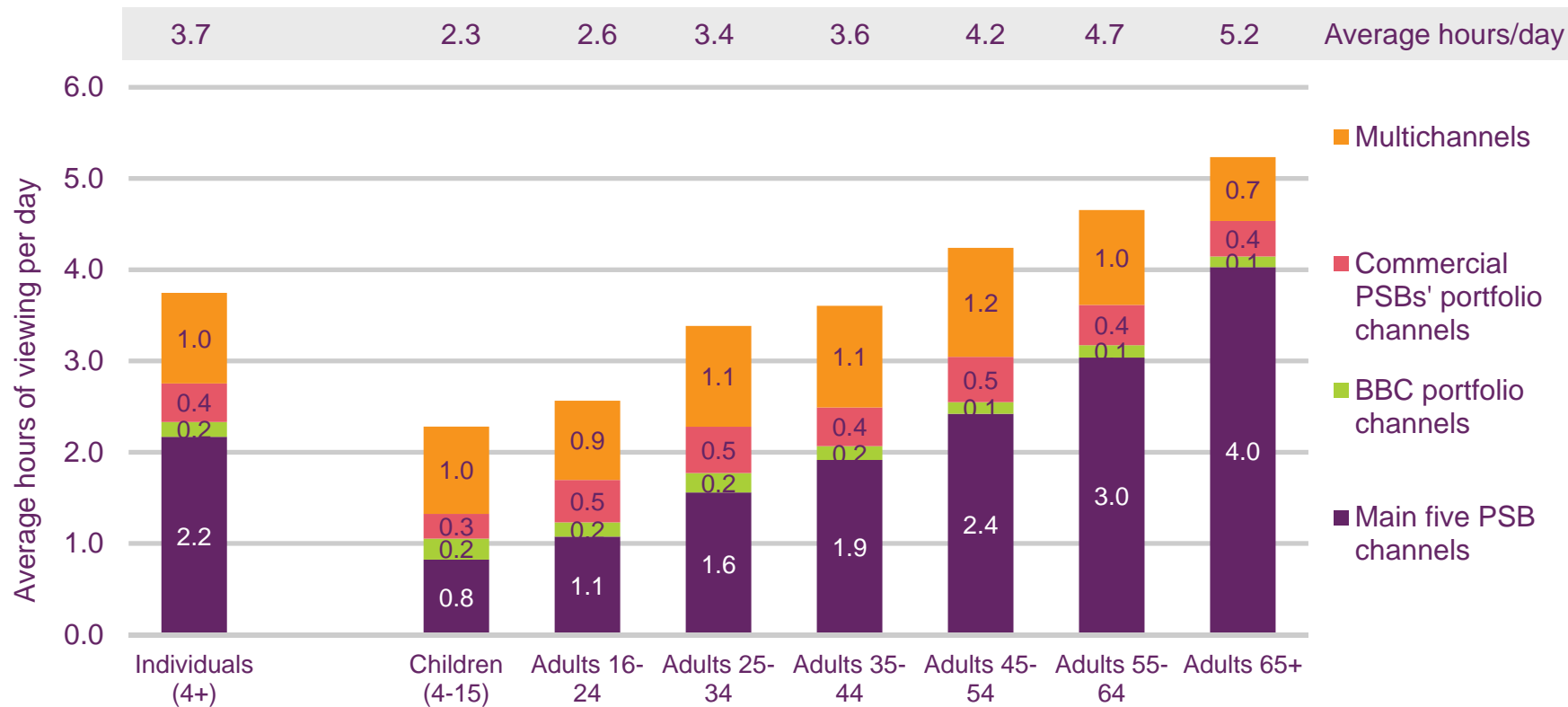


Source: BARB. All Individuals (4+), Network.
 PSB channels = Main five PSB channels + BBC portfolio channels.

Figure 3



Average hours of daily viewing by channel group – Total TV, 2009

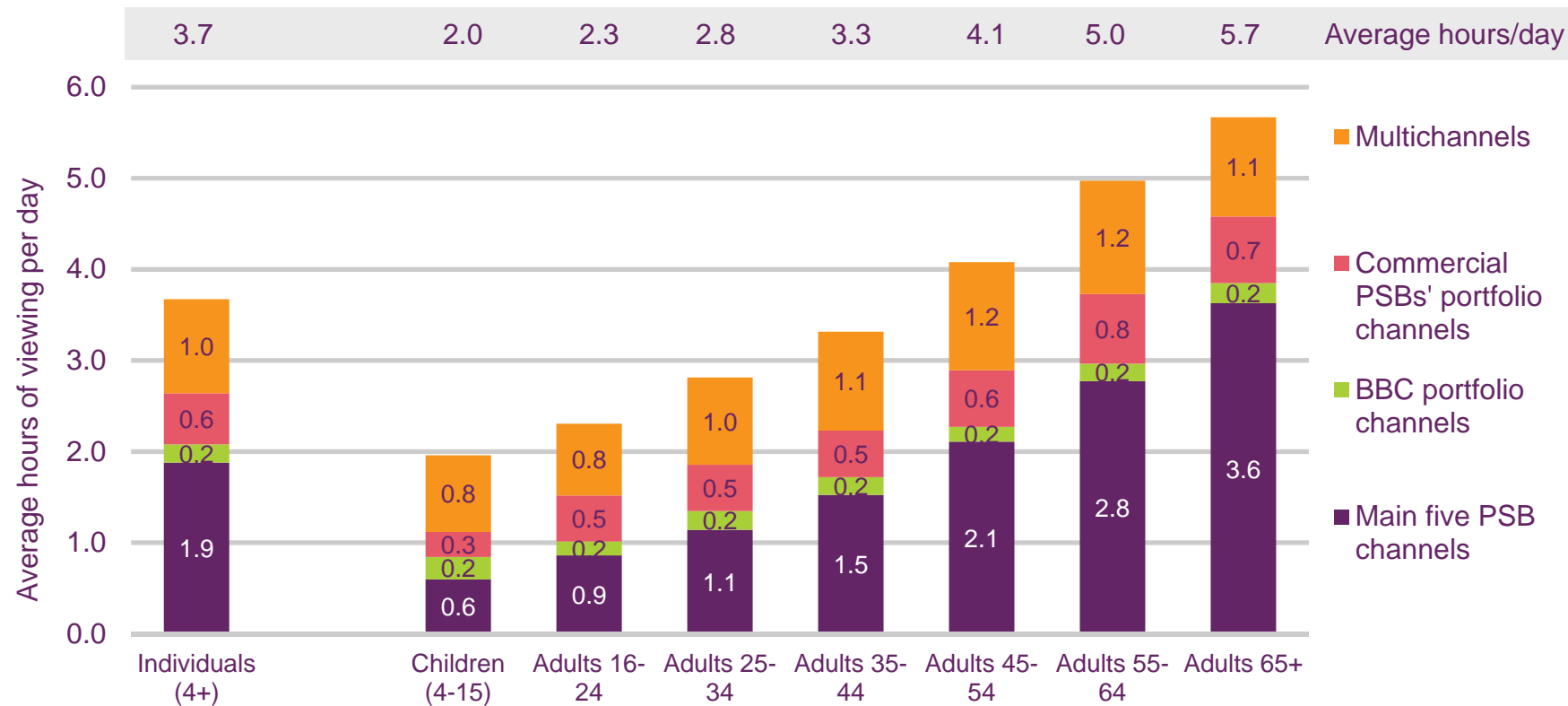


Source: BARB. All Individuals (4+), Network.

Figure 4



Average hours of daily viewing by channel group – Total TV, 2014



Source: BARB. All Individuals (4+), Network.

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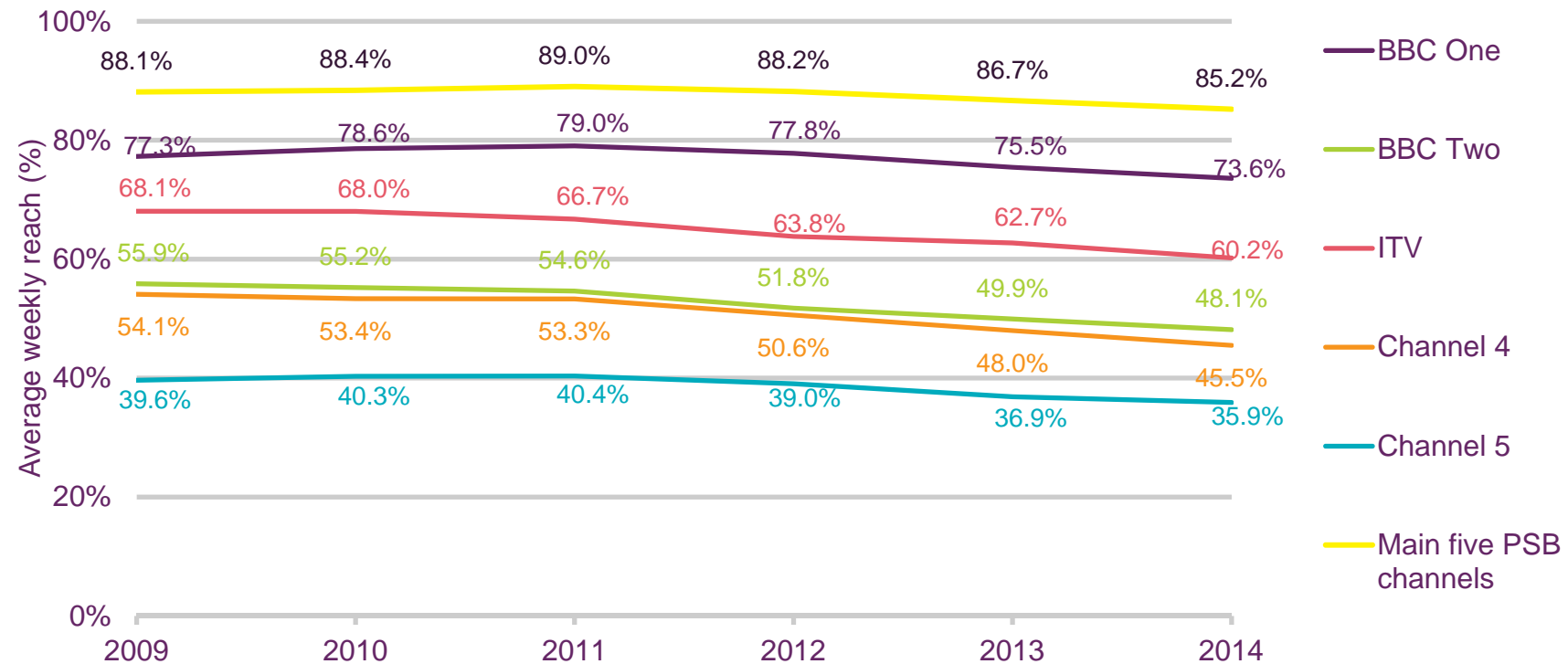
Summary: Channel Reach – main five PSB channels and PSB families

- The average weekly reach of each of the main five PSB channels fell between 2013 and 2014. The combined average weekly reach of the main five PSB channels fell from 86.7% in 2013 to 85.2% in 2014 - the third consecutive period of decline since 2011 (Figure 5).
- BBC One's average weekly reach fell from 75.5% in 2013 to 73.6% in 2014 – over the same period BBC Two's average weekly reach fell from 49.9% to 48.1% (Figure 5).
- ITV's average weekly reach stood at 60.2% in 2014 – down from 62.7% in 2013. Channel 4 and Channel 5 average weekly reach figures fell to 45.5% and 35.9%, respectively (Figure 5).
- Similarly, there was a fall in the average weekly of each of the PSB families between 2013 and 2014, among all individuals. The BBC family saw its reach fall from 84.2% in 2013 to 82.5% in 2014 – over the same period the average weekly reach of the ITV family fell from 73.4% to 71.0%. The combined reach of the Channel 4 family fell to 62.5% in 2014, from 64.6% in 2013 and Channel 5's combined reach fell to 42.8%. 2014 was the third consecutive period of decline in the average weekly reach of each of the PSB families (Figure 6).
- Similar trends in the average weekly reach of PSB families were noted among 16-34 year old viewers and those aged 35 or over. The average weekly reach of the Channel 4 family among 16-34 year olds remains on par with that of the ITV family and the average weekly reach of each of the families is higher among viewers aged 35 or over compared with all individuals (Figures 7 and 8).

Figure 5



Average weekly reach of the main PSB channels – All Individuals, 2009-2014

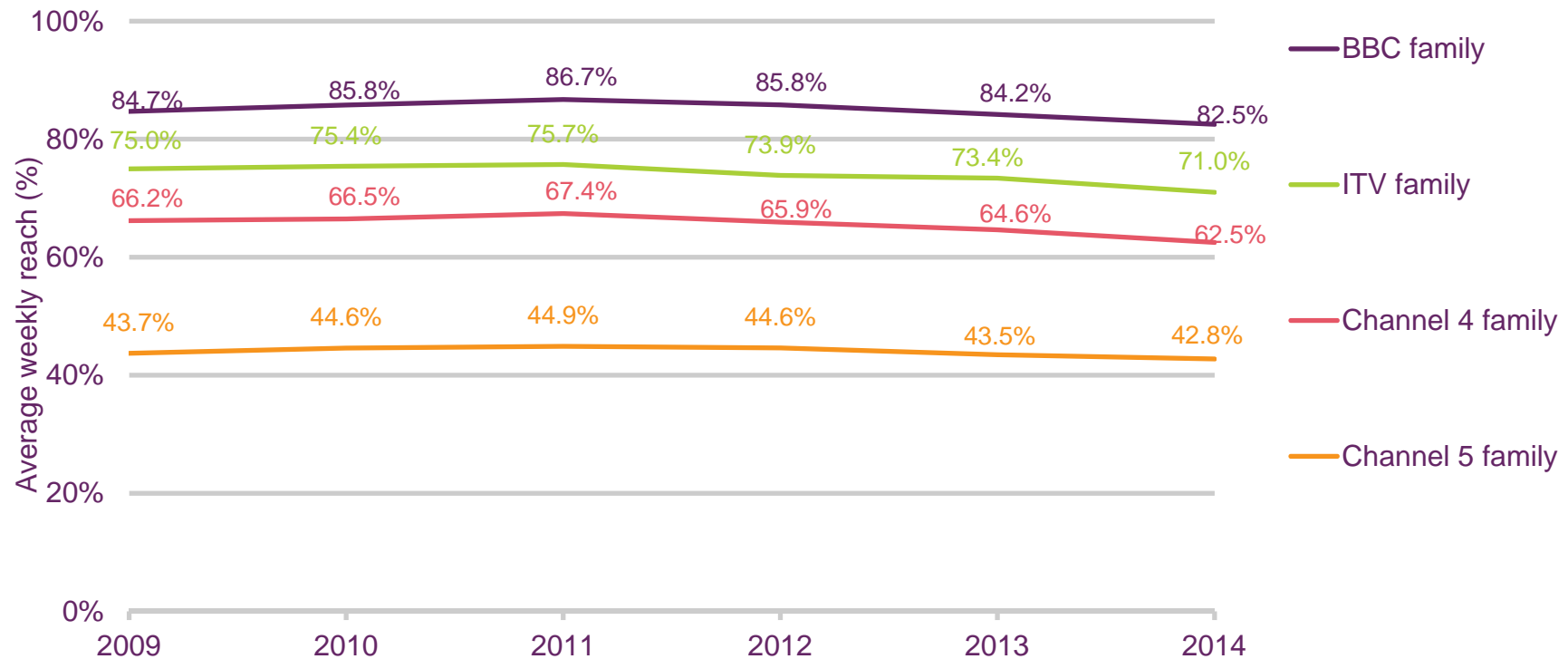


Source: BARB. All Individuals (4+), Network.
 Reach criteria: 15 consecutive minutes, full weeks used.
 S4C average weekly reach 2014 = 0.5%.

Figure 6



Average weekly reach of the PSB families – All Individuals, 2009-2014

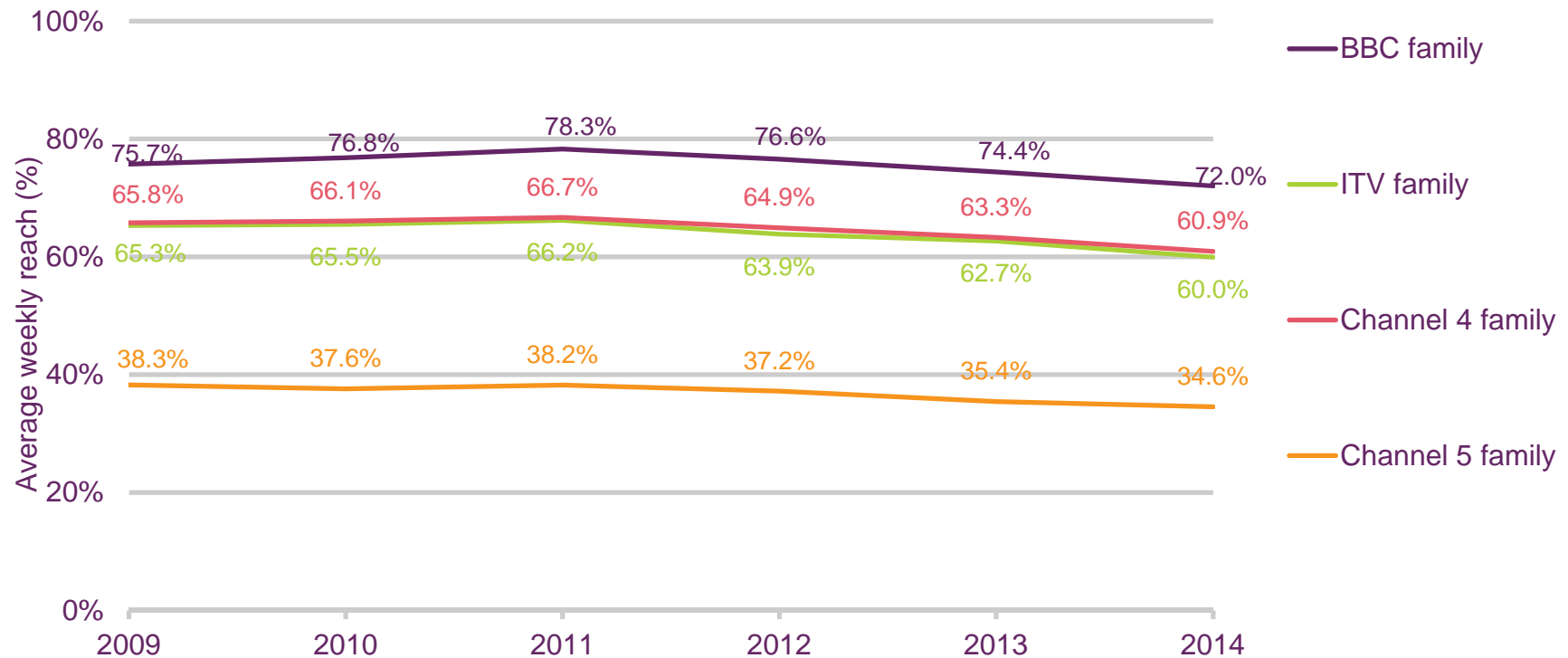


Source: BARB. All Individuals (4+), Network. PSB portfolio groups including main PSB channels.
Reach criteria: 15 consecutive minutes, full weeks used.

Figure 7



Average weekly reach of the PSB families – Adults 16-34, 2009-2014

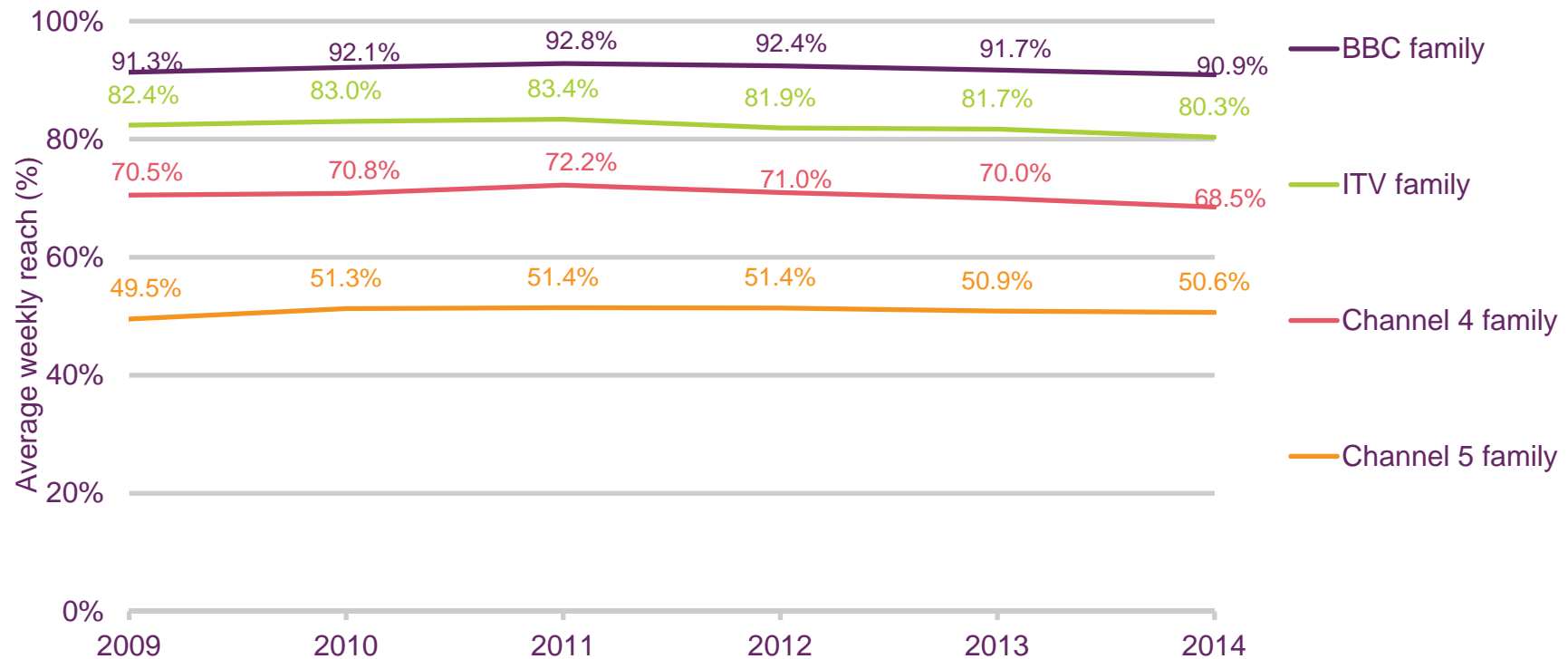


Source: BARB. Adults 16-34, Network. PSB portfolio groups including main PSB channels.
Reach criteria: 15 consecutive minutes, full weeks used.

Figure 8



Average weekly reach of the PSB families – Adults 35+, 2009-2014



Source: BARB. Adults 35+, Network. PSB portfolio groups including main PSB channels.
Reach criteria: 15 consecutive minutes, full weeks used.

Summary: Channel Reach: PSB families

BBC

- In 2014, the average weekly reach of the entire BBC family of channels was 82.5%. The combined weekly reach of the two main PSB channels, BBC One and BBC Two, stood at 77.1%, with an additional 5.4% in reach represented by the portfolio channels. The average weekly reach of the most popular of the BBC portfolio channels, BBC Three, stood at 19.1%.
- Between 2013 and 2014, the combined average weekly reach of BBC One and BBC Two fell from 79.0% to 77.1% and the combined reach of the portfolio channels increased only slightly (5.2% in 2013, 5.4% in 2014) – this resulted in an overall decline in the reach of the BBC family from 84.2% to 82.5% (Figure 9).

ITV

- Compared with the BBC family, the ITV portfolio channels represent twice the amount of additional reach (10.8% in 2014) as the BBC portfolio channels (5.4%). In 2014, the combined average weekly reach of all ITV channels was 71.0% - the portfolio channels represented 10.8% in additional reach to the main ITV channel (60.2%).
- ITV's average weekly reach has been in decline since 2009 – the growth in the number and popularity of the portfolio channels has helped the ITV family maintain a combined reach figure of over 70%. Between 2013 and 2014, ITV's average weekly reach fell by over two points (62.7% to 60.2%) and the additional reach from the portfolio channels remained stable (10.7% in 2013, 10.8% in 2014) – this resulted in a 2.4 percentage point decline in the combined family reach from 73.4% to 71.0% (Figure 10).

Summary: Channel Reach: PSB families

Channel 4

- Channel 4's average weekly reach fell from 48.0% in 2013 to 45.5% in 2014 – over the same period the additional reach from the portfolio channels increased marginally from 16.6% to 17.0%. The combined reach of the Channel 4 family fell from 64.6% to 62.5%.
- While the average weekly reach of the main channel has fallen steadily from 54.1% in 2009 to 45.5% in 2014, the additional reach from the portfolio channels has increased year-on-year and represented the highest levels of additional reach when compared against the other channel families (Figure 11).

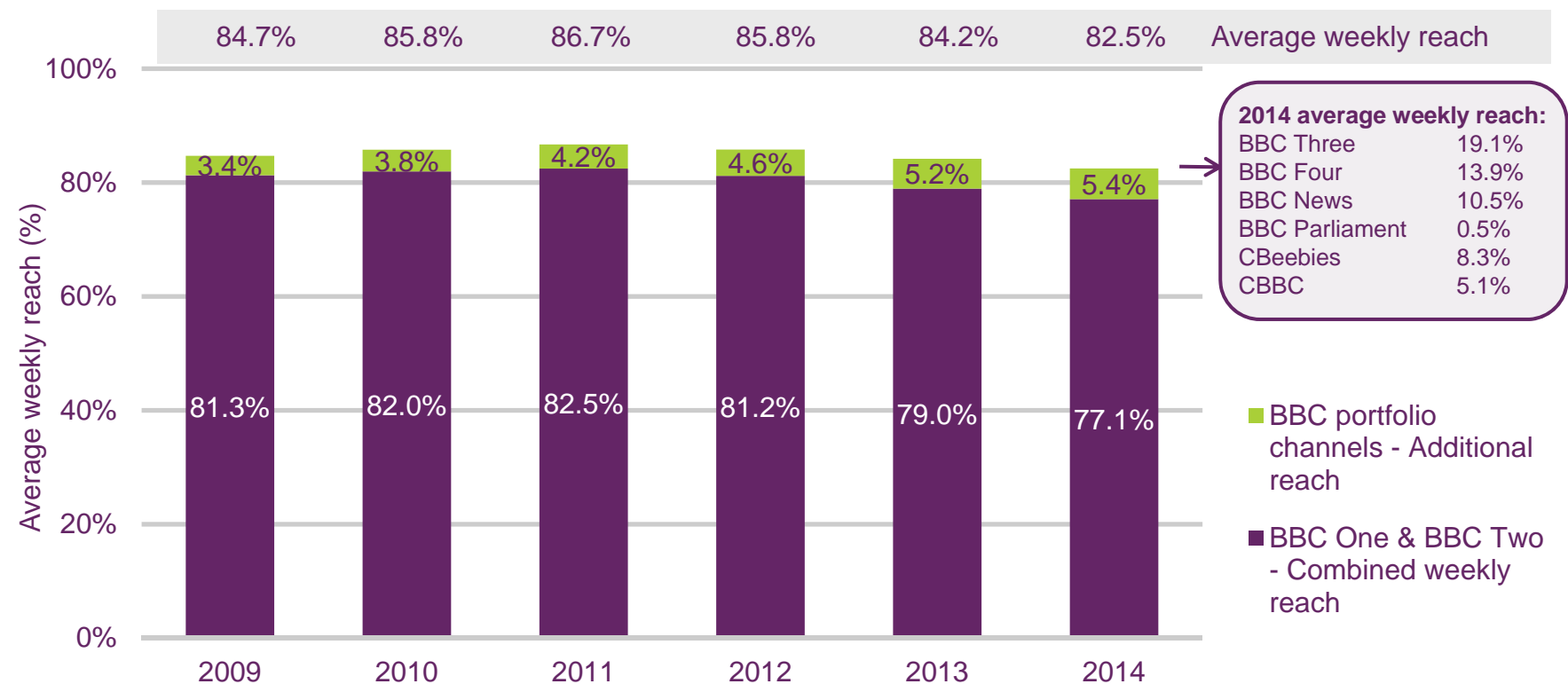
Channel 5

- The average weekly reach of the Channel 5 family of channels has remained fairly steady over the analysis period (43.7% in 2009, 42.8% in 2014). While the average weekly reach of the main PSB channel has fallen steadily from 40.4% in 2011 to 35.9% in 2014, the additional reach of the portfolio channels has increased from 4.5% in 2011 to 6.9% in 2014 – over this period the number of portfolio channels operated by the group has also increased (Figure 12).

Figure 9



Average weekly reach of total BBC portfolio split by main PSB channels and portfolio channels – All Individuals, 2009-2014



Source: BARB. All Individuals (4+), Network.

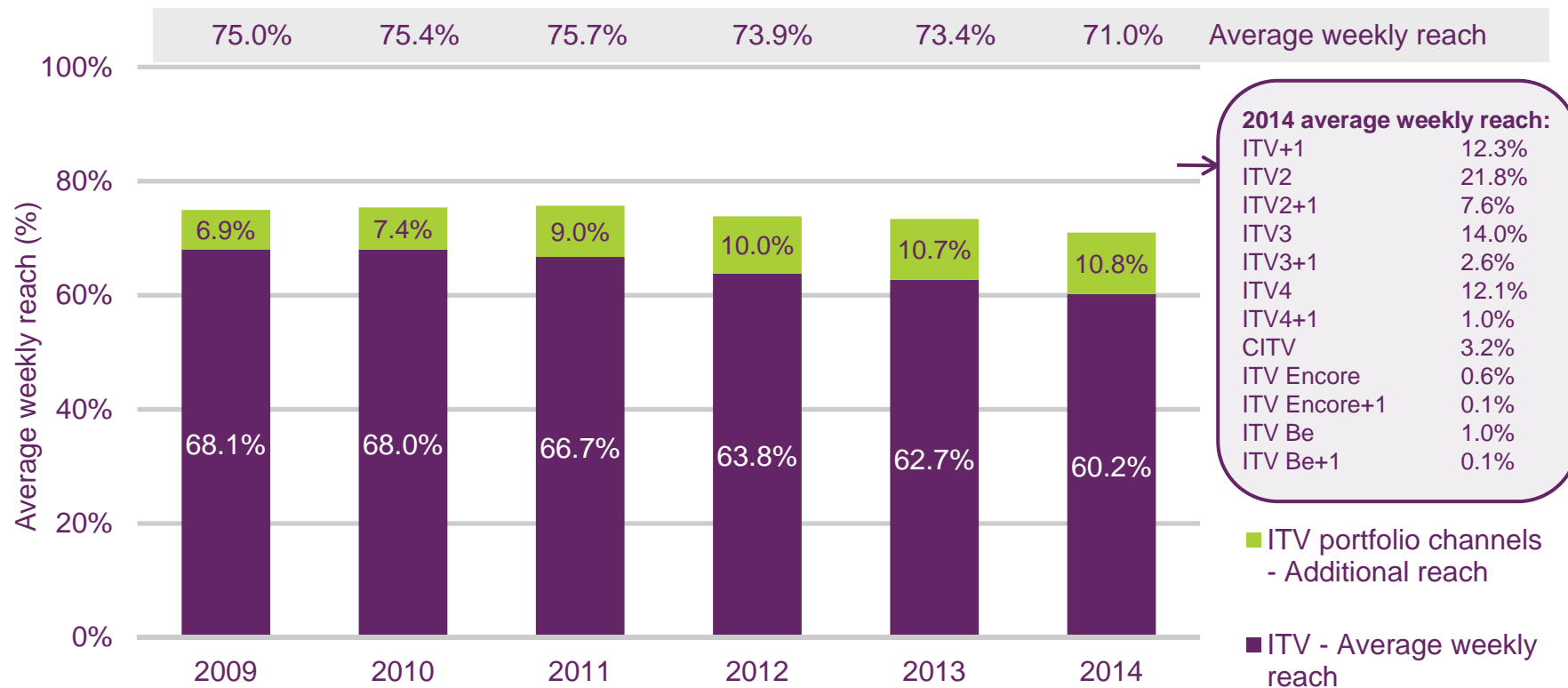
Reach criteria: 15 consecutive minutes, full weeks used.

Analysis looks at reach of all BBC channels combined, BBC One + BBC Two and the additive reach from the portfolio channels.

Figure 10



Average weekly reach of total ITV portfolio split by main PSB channel and portfolio channels – All Individuals, 2009-2014



Source: BARB. All Individuals (4+), Network.

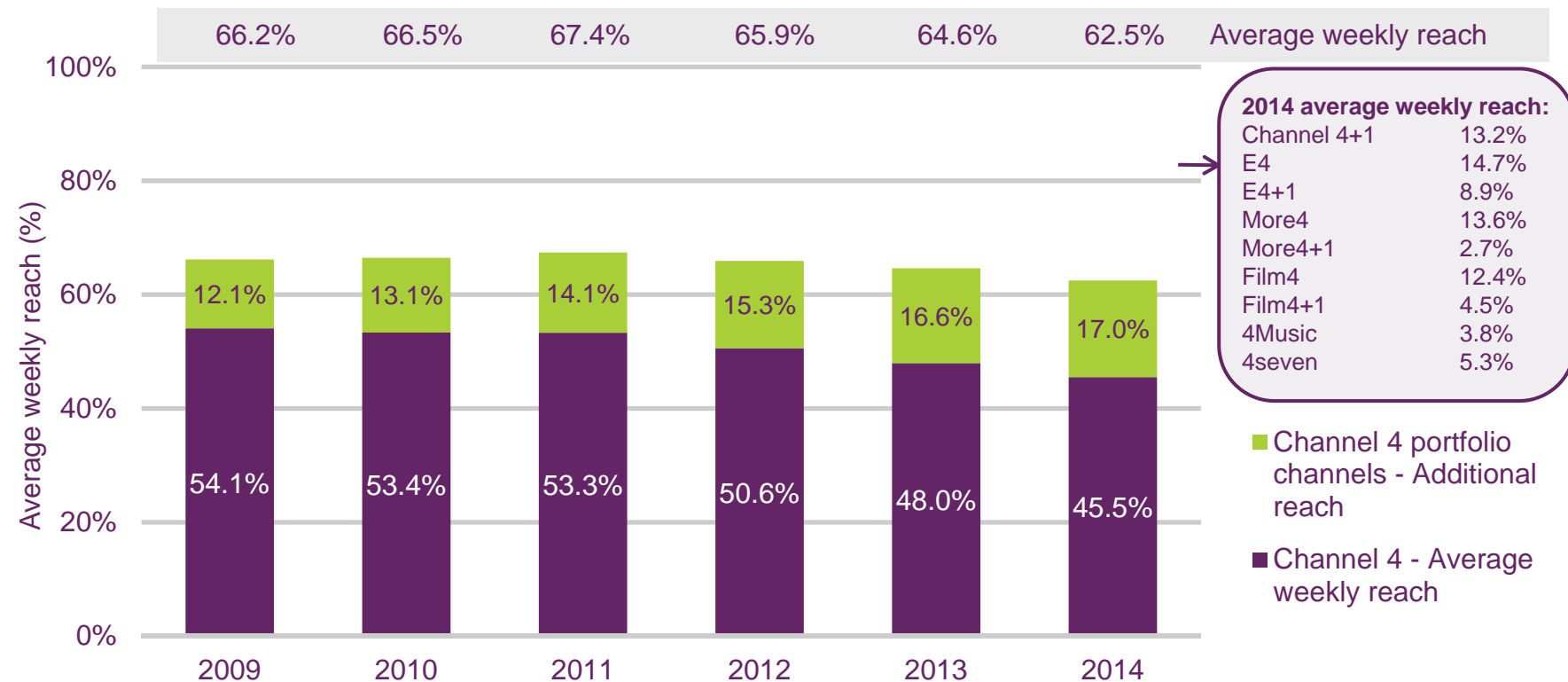
Reach criteria: 15 consecutive minutes, full weeks used.

Analysis looks at reach of all ITV channels combined, ITV and the additive reach from the portfolio channels.

Figure 11



Average weekly reach of total Channel 4 portfolio split by main PSB channel and portfolio channels – All Individuals, 2009-2014



Source: BARB. All Individuals (4+), Network.

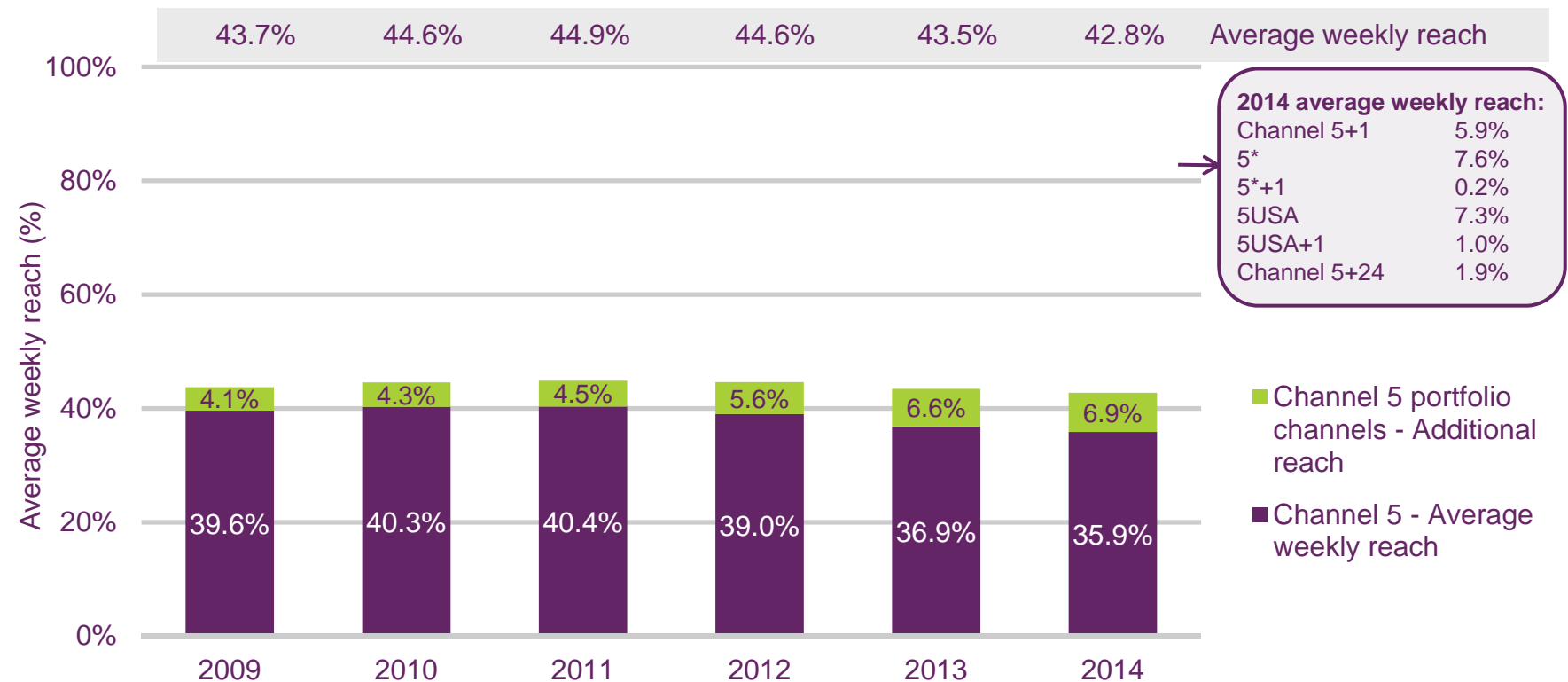
Reach criteria: 15 consecutive minutes, full weeks used.

Analysis looks at reach of all Channel 4 channels combined, Channel 4 and the additive reach from the portfolio channels.

Figure 12



Average weekly reach of total Channel 5 portfolio split by main PSB channel and portfolio channels – All Individuals, 2009-2014



Source: BARB. All Individuals (4+), Network.

Reach criteria: 15 consecutive minutes, full weeks used.

Analysis looks at reach of all Channel 5 channels combined, Channel 5 and the additive reach from the portfolio channels.

Summary: Portfolio channels

BBC

- Among all individuals, there was a decline in the average weekly reach of all BBC portfolio channels between 2013 and 2014. BBC Three, the most popular of the portfolio channels, saw its average weekly reach fall from 21.1% in 2013 to 19.1% in 2014 – the channel's reach peaked at 23.6% in 2011. The average weekly reach of BBC News fell from 11.4% in 2013 to 10.5% in 2014 (Figure 13).
- Among 16-34 year olds, the average weekly reach of all the BBC portfolio channels fell between 2013 and 2014, with the exception of CBeebies. BBC Three's average weekly reach fell to 24.9% in 2014 – over five points lower than its peak in 2011 (30.6%). The average weekly reach of the BBC News channel more than halved in 2014 (3.3%) compared with its peak in 2011 (6.8%) (Figure 17).
- BBC Four is more popular among viewers aged 35 or over than younger adults – its average weekly reach remained stable at 20.8% in 2014 compared with the peak of 21.0% in 2013. While BBC News attracts a larger proportion of viewers aged 35 or over, the channel saw its reach among this audience fall slightly from 16.0% in 2013 to 15.0% in 2014 (Figure 21).

Summary: Portfolio channels

ITV

- Among all individuals, a number of ITV portfolio channels experienced a decline in average weekly reach between 2013 and 2014, including ITV+1 (13.4% to 12.3%), ITV2 (24.7% to 21.9%) and ITV3 (15.3% to 14.0%). The broadcaster launched a number of new portfolio channels during the course of 2014, with the weekly reach of ITVBe averaging at 1.0% (Figure 14).
- Among 16-34 viewers, with the exception of ITV3+1 and the newly launched channels, all ITV portfolio channels saw a decline in their average weekly reach figures between 2013 and 2014. The average weekly reach of ITV2, the most popular of the broadcaster's portfolio channels, fell from 26.4% in 2013 to 23.3% in 2014 – this was down over four percentage points compared with its peak of 27.7% in 2011 (Figure 18).
- ITV+1, ITV3 and ITV4 are all more popular among viewers aged 35 or over compared with 16-34 year olds. While ITV2 remains the most popular among those aged 35 or over in terms of reach, the channel saw its average weekly reach fall from 25.4% in 2013 to 22.9% in 2014 (Figure 22).

Summary: Portfolio channels



Channel 4

- The weekly reach of Channel 4+1, E4, More 4 and Film4 is similar among viewers aged 4+, averaging between 12-15% in 2014. The average weekly reach of E4 rose marginally from 14.5% in 2013 to 14.7% in 2014 and that of Film4+1 increased from 3.5% to 4.5% over the same period. The average weekly reach of most other channels fell (Figure 15).
- Among 16-34 year old viewers, E4 remains the Channel 4 portfolio channel that reaches the highest level of viewers – its reach stood at 24.4% in 2014 compared with 24.2% in 2013 (Figure 19).
- Among viewers aged 35 or over, More4 is the most popular of Channel 4's portfolio channels in terms of average weekly reach (17.8% in 2014). The average weekly reach of Film4+1 increased from 4.1% in 2013 to 5.3% in 2014 among this audience (Figure 23).

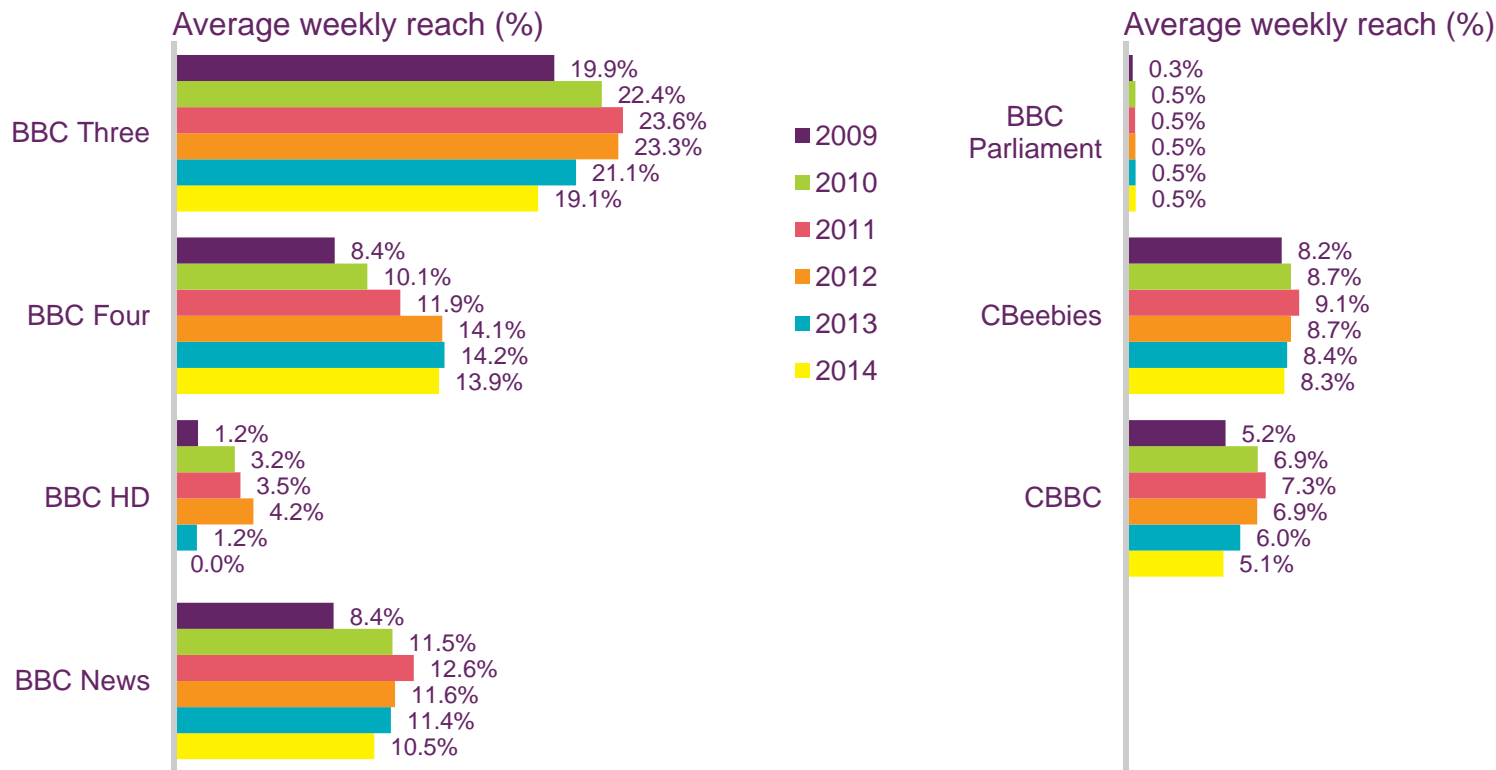
Channel 5

- Among all individuals, the Channel 5 portfolio channels maintained their respective average weekly reach figures between 2013 and 2014. There was a decline in the average weekly reach of 5*+1 from 1.0% in 2013 to 0.2% in 2014 – although this may be related to the fact that the channel came off air for some months during the course of 2014. The broadcaster launched Channel 5+24 in 2014 (Figure 16).
- 5* was the most popular of Channel 5's portfolio channels based on average weekly reach among 16-34 year olds - its reach stood at 6.9% in 2014 (Figure 20).
- Among viewers aged 35 or over, 5USA was the most popular of the broadcaster's portfolio channels with an average weekly reach of 10.1% in 2014 – the average weekly reach for 5* stood at 9.0% in 2014 (Figure 24).

Figure 13



Average weekly reach of BBC portfolio channels – All Individuals, 2009-2014

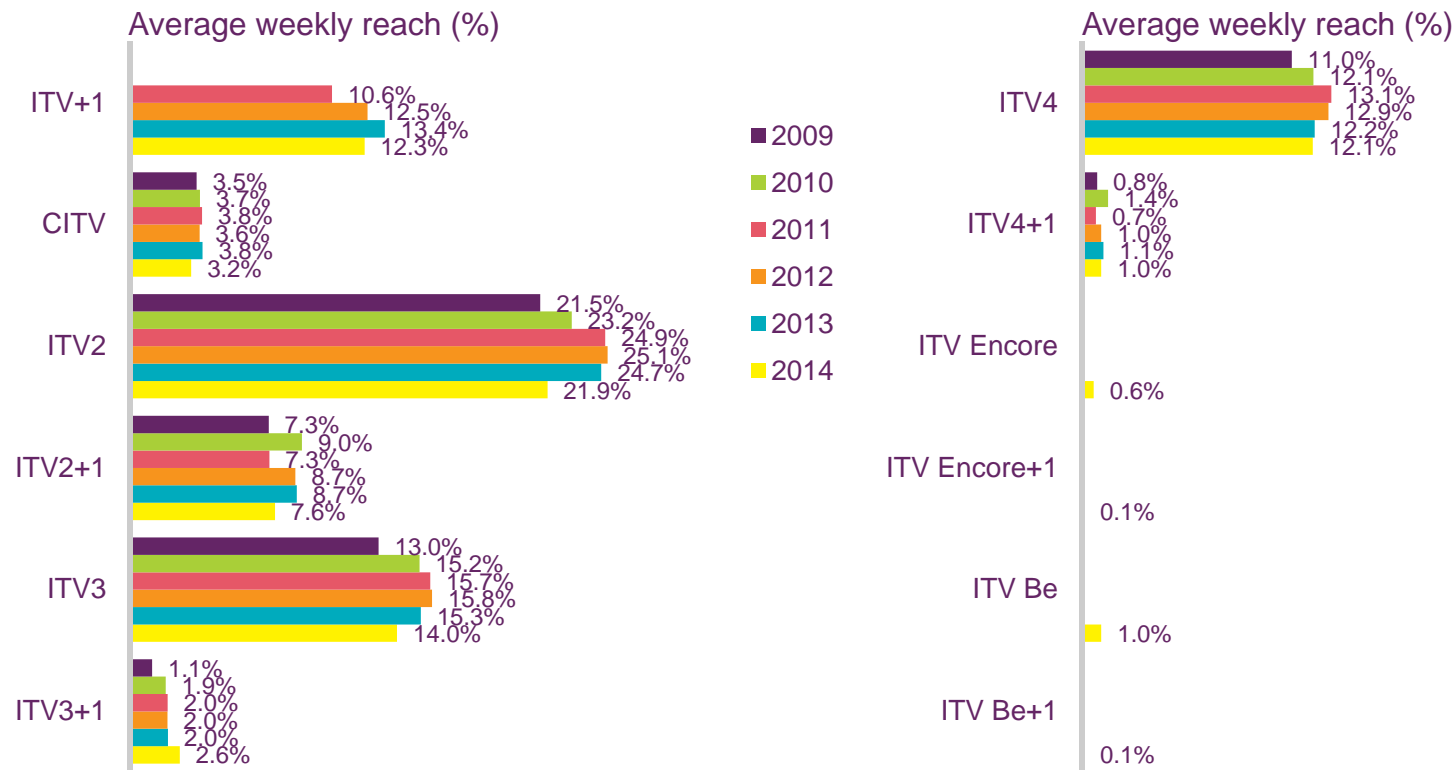


Source: BARB. All Individuals (4+), Network.
 Reach criteria: 15 consecutive minutes, full weeks used.
 BBC HD ceased broadcasting in March 2013.

Figure 14



Average weekly reach of ITV portfolio channels – All Individuals, 2009-2014



Source: BARB. All Individuals (4+), Network.

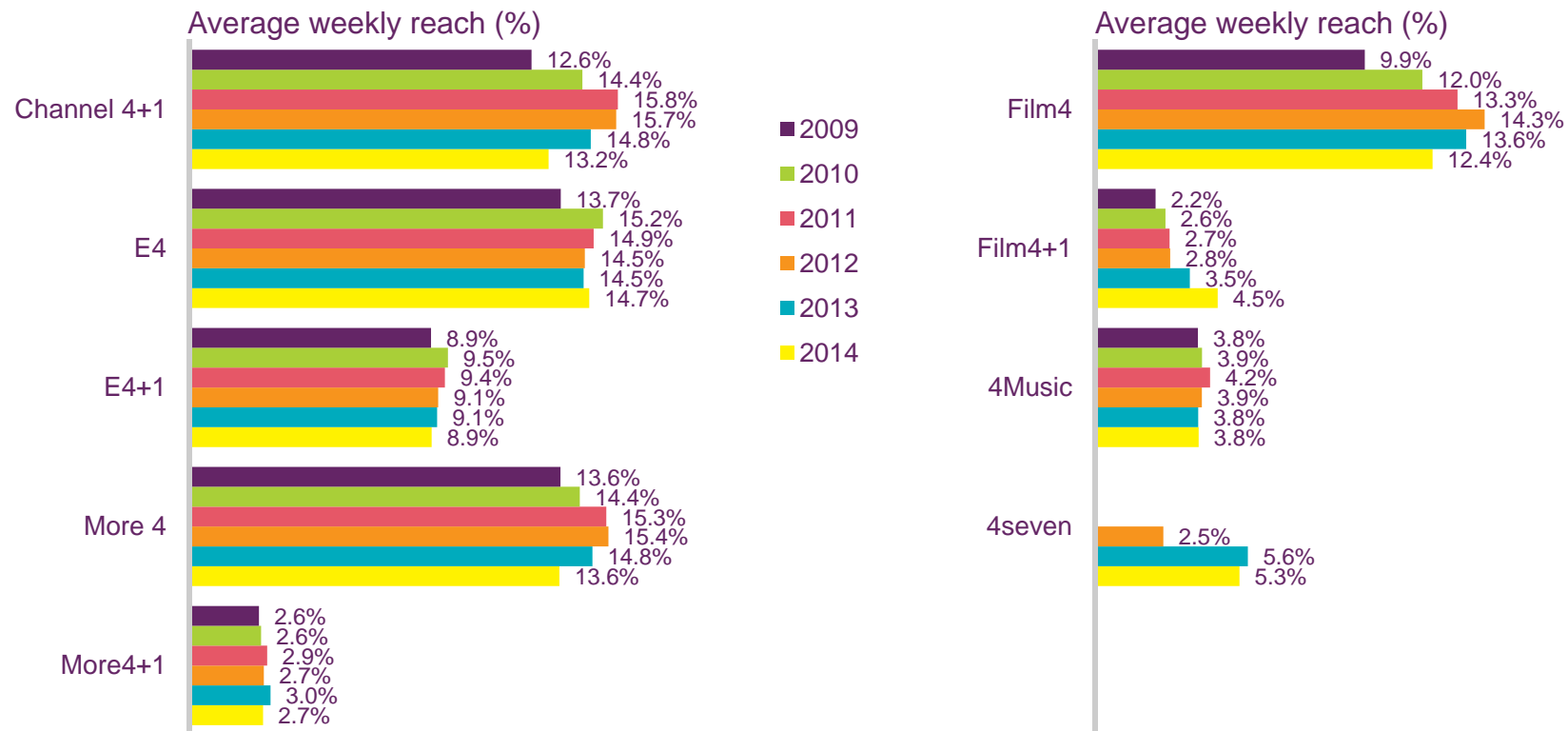
Reach criteria: 15 consecutive minutes, full weeks used.

ITV+1 commenced BARB reporting in January 2011. ITV Encore & ITV Be channels commenced BARB reporting in mid/late 2014.

Figure 15



Average weekly reach of Channel 4 portfolio channels – All Individuals, 2009-2014

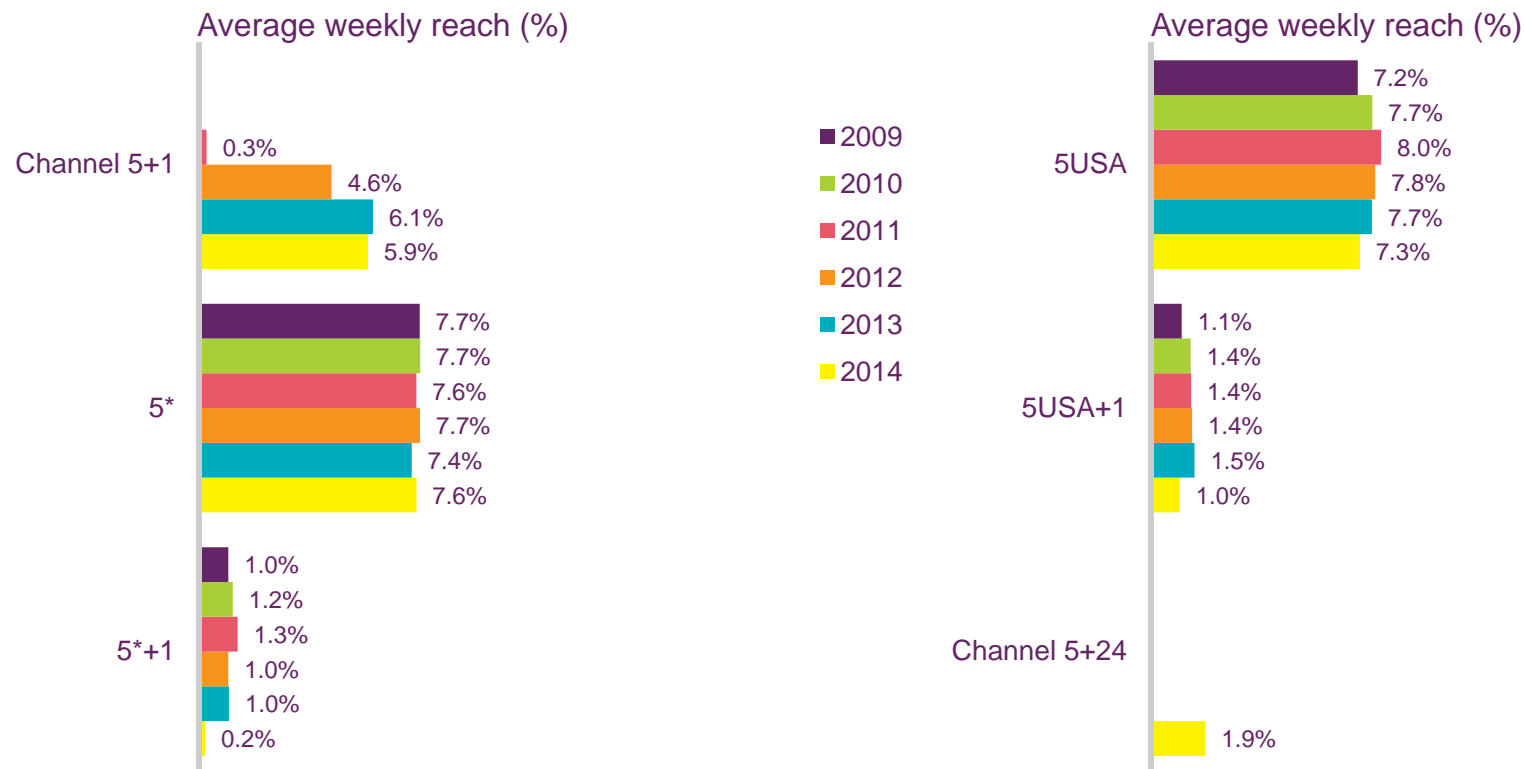


Source: BARB. All Individuals (4+), Network.
 Reach criteria: 15 consecutive minutes, full weeks used.
 4seven commenced BARB reporting in July 2012.

Figure 16



Average weekly reach of Channel 5 portfolio channels – All Individuals, 2009-2014



Source: BARB. All Individuals (4+), Network.

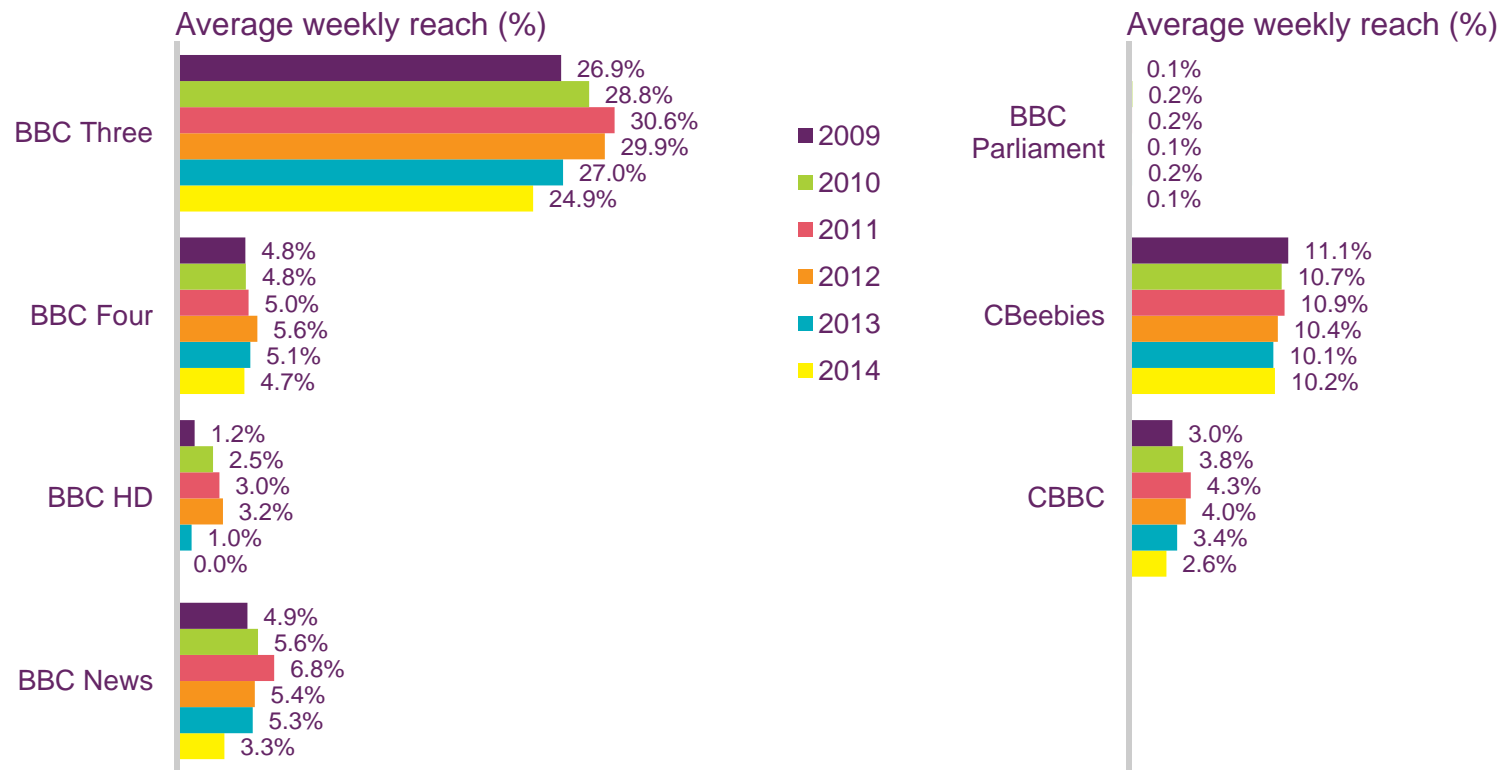
Reach criteria: 15 consecutive minutes, full weeks used.

Channel 5+1 commenced BARB reporting in December 2011. Channel 5+24 commenced BARB reporting in February 2014.

Figure 17



Average weekly reach of BBC portfolio channels – Adults 16-34, 2009-2014

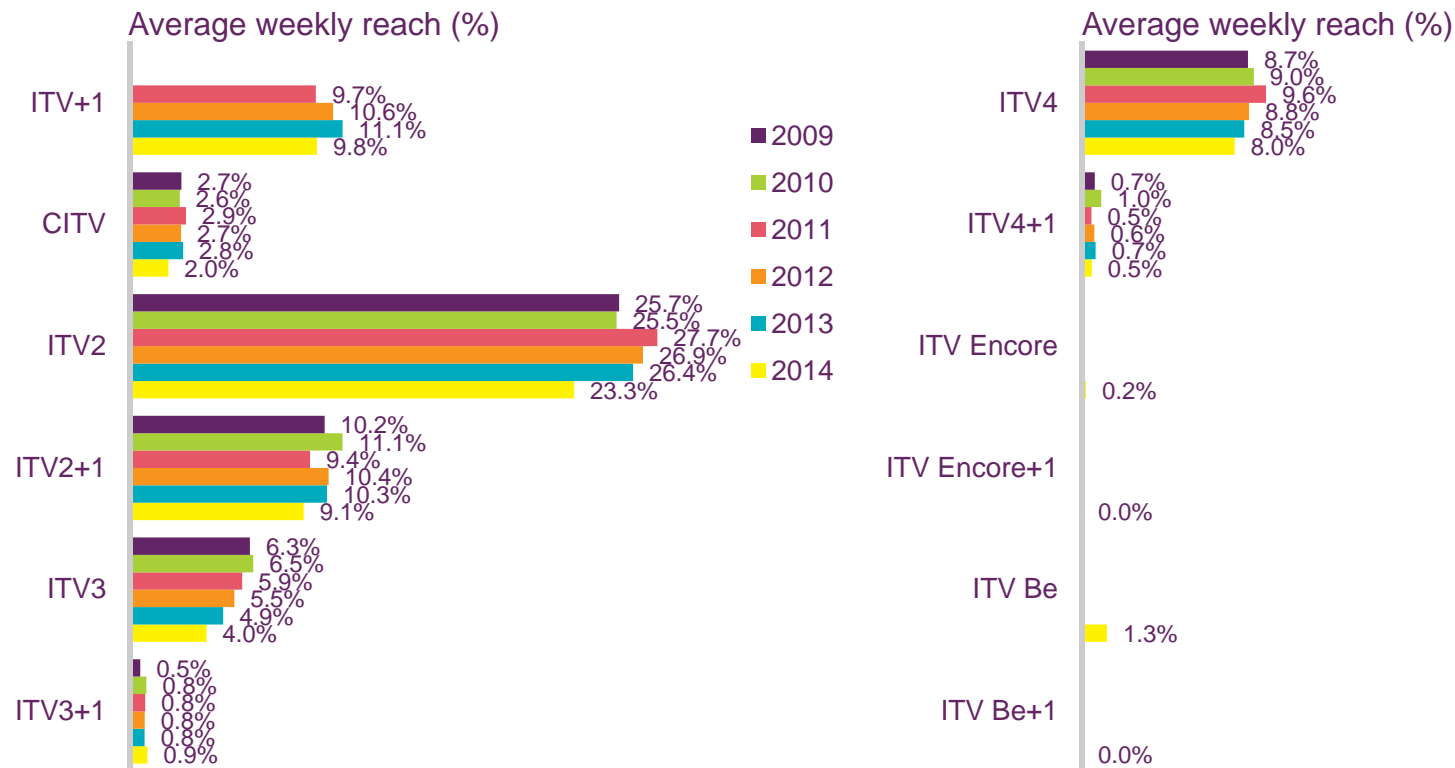


Source: BARB. Adults 16-34, Network.
 Reach criteria: 15 consecutive minutes, full weeks used.
 BBC HD ceased broadcasting in March 2013.

Figure 18



Average weekly reach of ITV portfolio channels – Adults 16-34, 2009-2014



Source: BARB. Adults 16-34, Network.

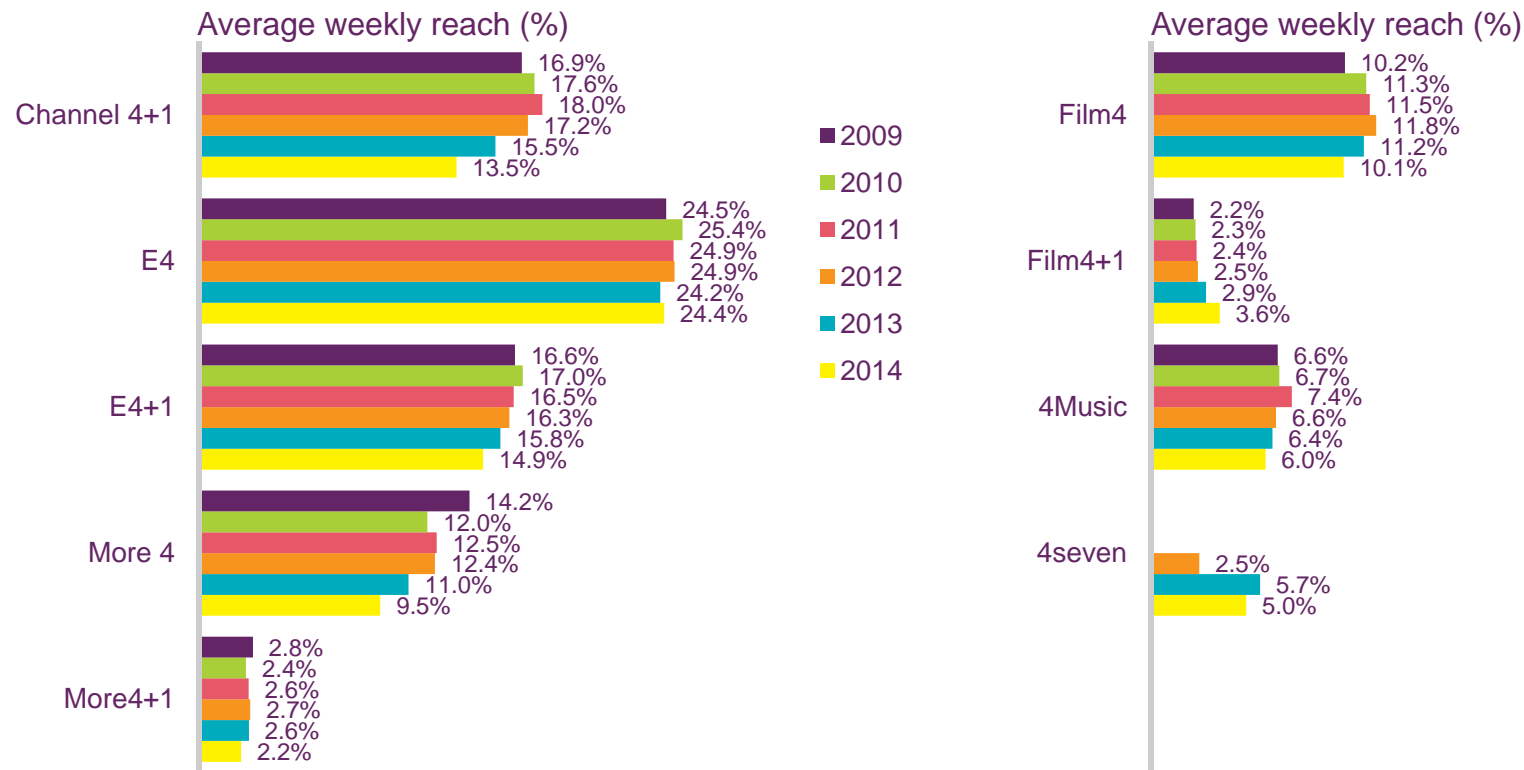
Reach criteria: 15 consecutive minutes, full weeks used.

ITV+1 commenced BARB reporting in January 2011. ITV Encore & ITV Be channels commenced BARB reporting in mid/late 2014.

Figure 19



Average weekly reach of Channel 4 portfolio channels – Adults 16-34, 2009-2014

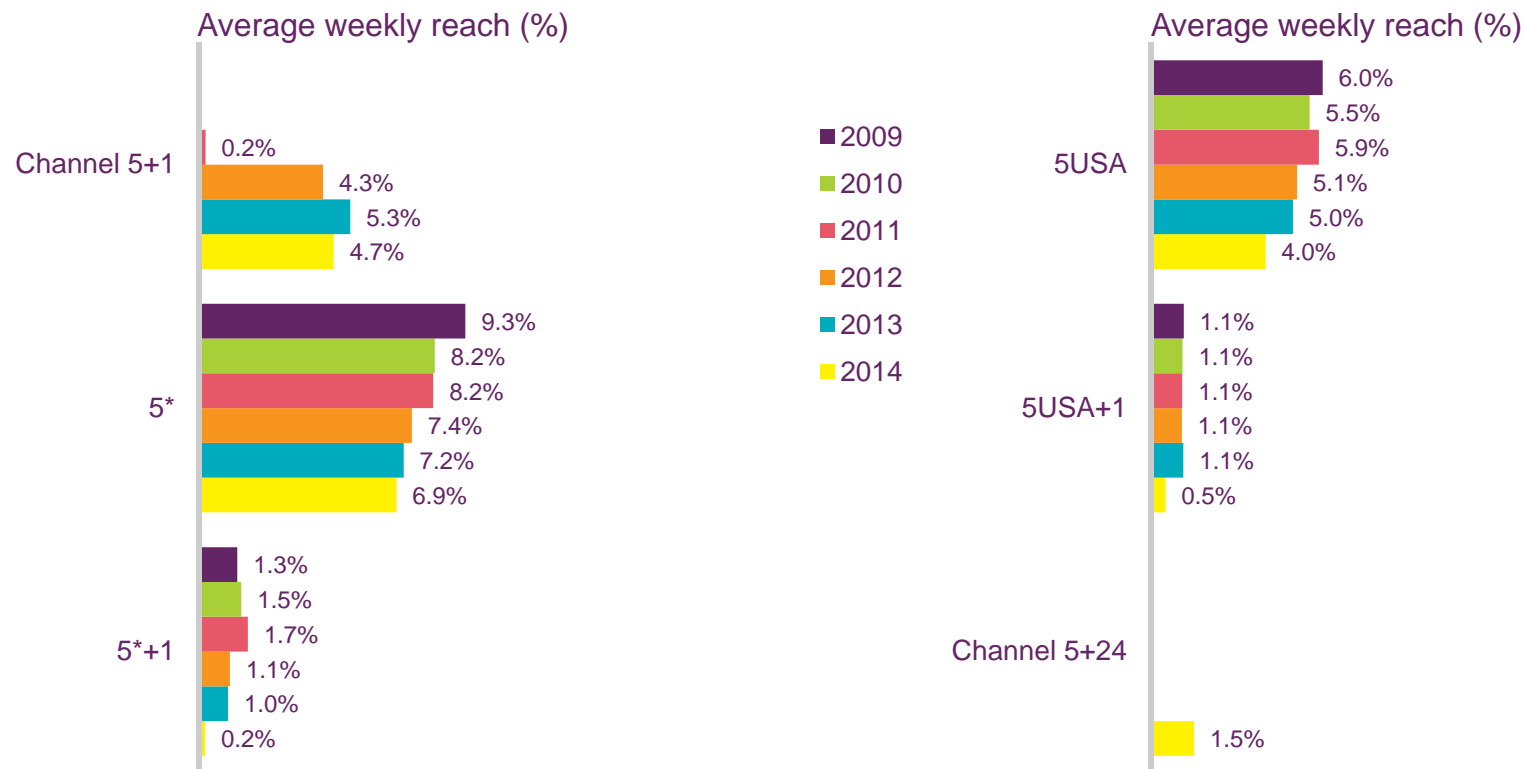


Source: BARB. Adults 16-34, Network.
 Reach criteria: 15 consecutive minutes, full weeks used.
 4seven commenced BARB reporting in July 2012.

Figure 20



Average weekly reach of Channel 5 portfolio channels – Adults 16-34, 2009-2014



Source: BARB. Adults 16-34, Network.

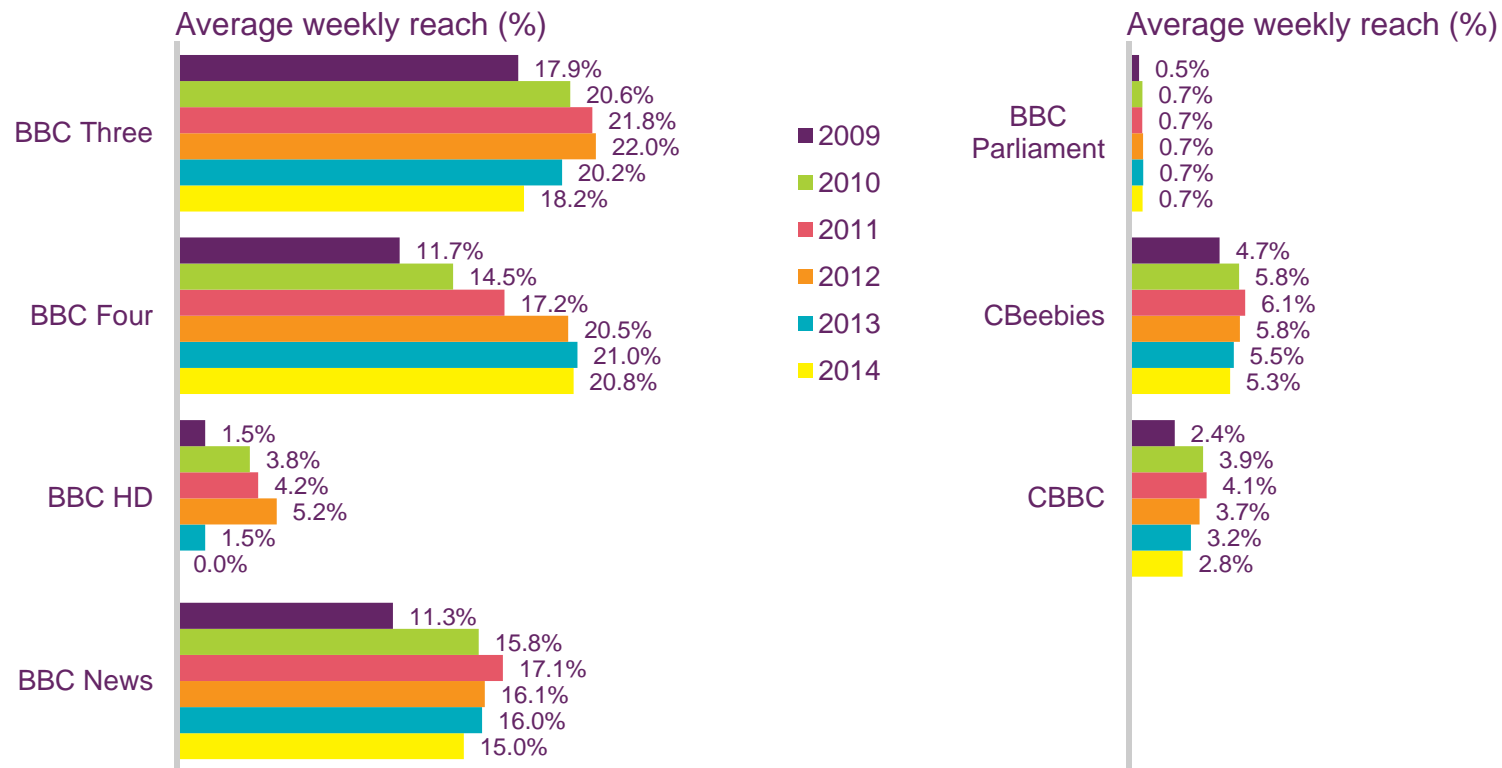
Reach criteria: 15 consecutive minutes, full weeks used.

Channel 5+1 commenced BARB reporting in December 2011. Channel 5+24 commenced BARB reporting in February 2014.

Figure 21



Average weekly reach of BBC portfolio channels – Adults 35+, 2009-2014

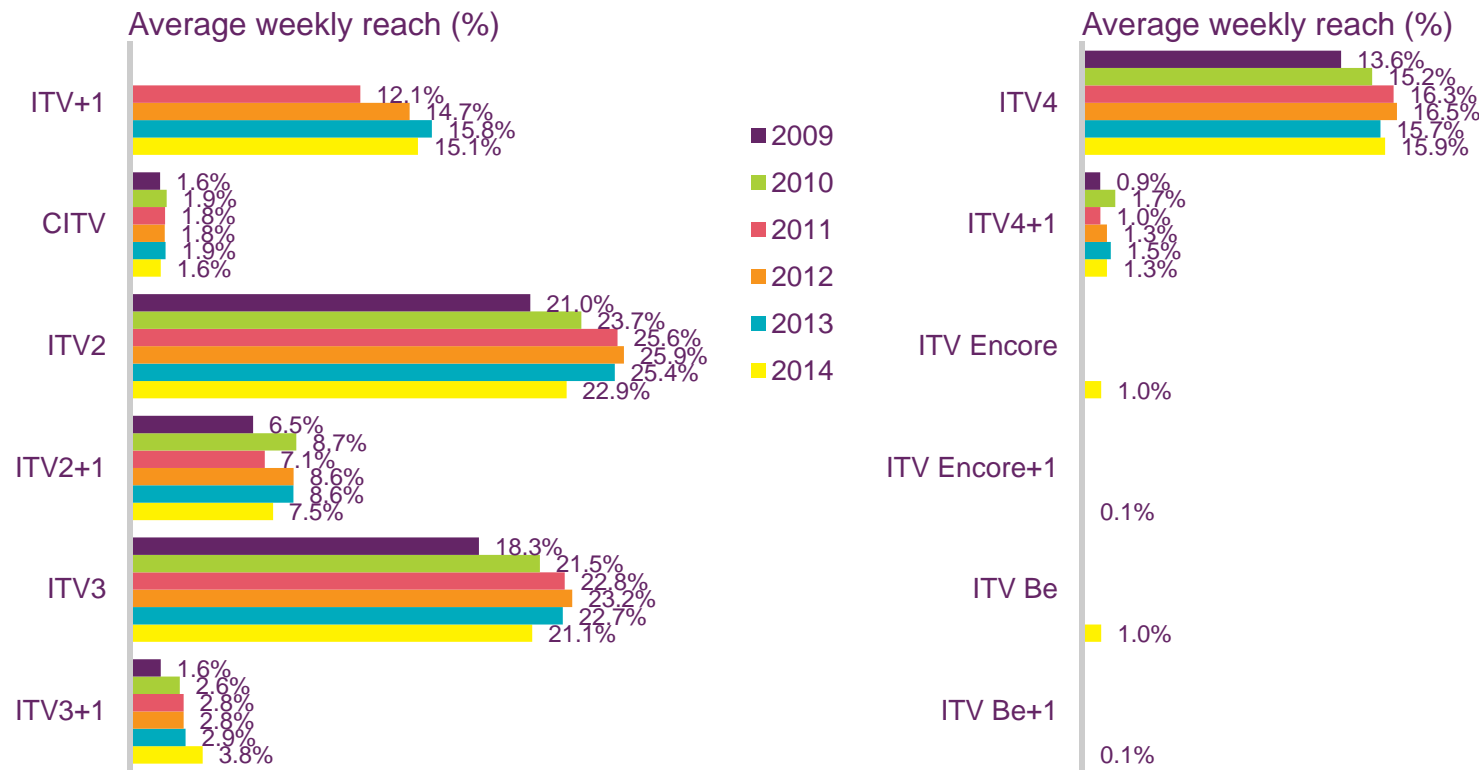


Source: BARB. Adults 35+, Network.
 Reach criteria: 15 consecutive minutes, full weeks used.
 BBC HD ceased broadcasting in March 2013.

Figure 22



Average weekly reach of ITV portfolio channels – Adults 35+, 2009-2014



Source: BARB. Adults 35+, Network.

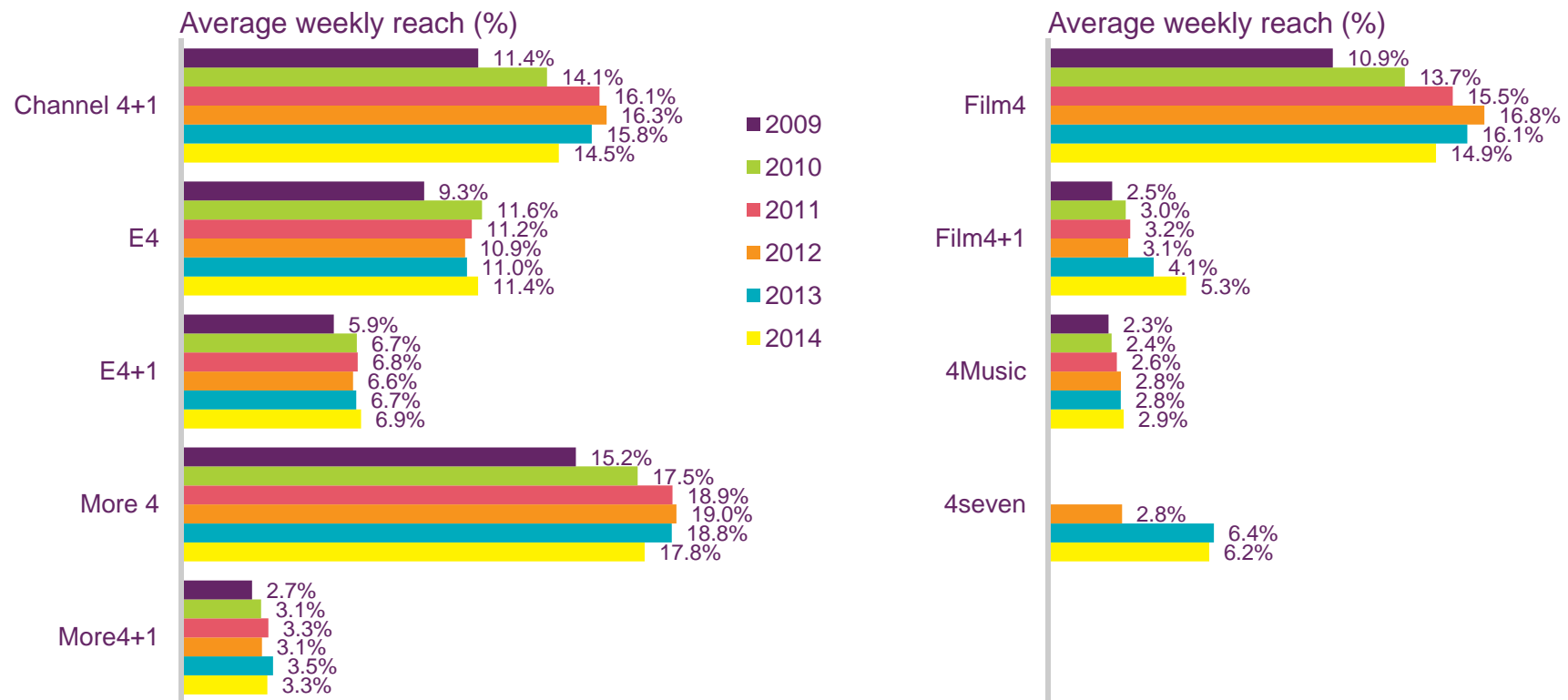
Reach criteria: 15 consecutive minutes, full weeks used.

ITV+1 commenced BARB reporting in January 2011. ITV Encore & ITV Be channels commenced BARB reporting in mid/late 2014.

Figure 23



Average weekly reach of Channel 4 portfolio channels – Adults 35+, 2009-2014

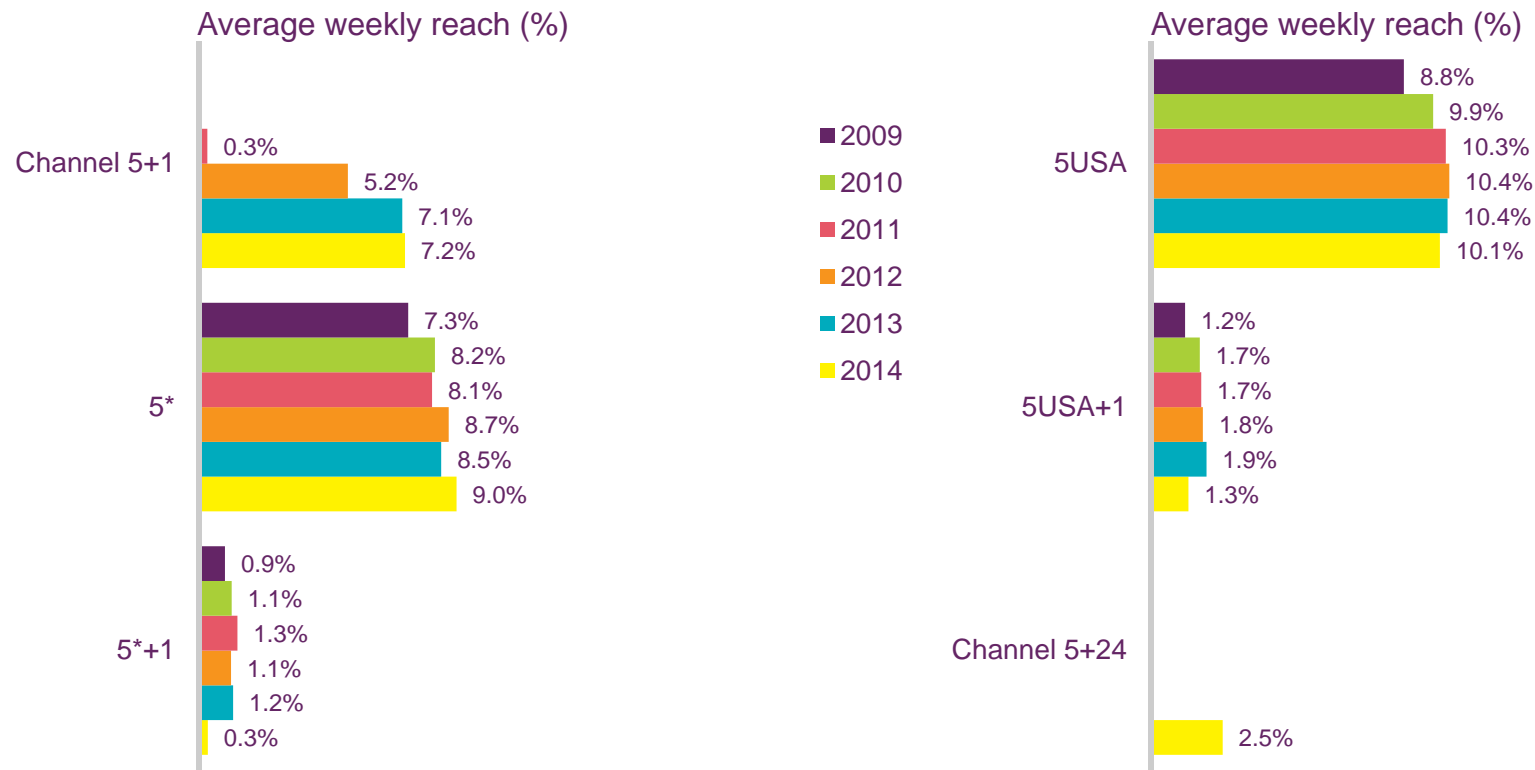


Source: BARB. Adults 35+, Network.
 Reach criteria: 15 consecutive minutes, full weeks used.
 4seven commenced BARB reporting in July 2012.

Figure 24



Average weekly reach of Channel 5 portfolio channels – Adults 35+, 2009-2014



Source: BARB. Adults 35+, Network.

Reach criteria: 15 consecutive minutes, full weeks used.

Channel 5+1 commenced BARB reporting in December 2011. Channel 5+24 commenced BARB reporting in February 2014.

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Summary: Channel shares

- In 2009, the main five PSB channels accounted for 57.8% of all viewing – this share ranged from 36.0% among children and 77.0% among viewers aged 65 or over. The BBC portfolio channels accounted for 4.3% of all viewing in 2009 – these channels were particularly popular among children (10.1%). The commercial portfolio channels represented 11.3% of all viewing, rising to 18.0% among 16-24 year olds. All other remaining channels represented just over a quarter of viewing (26.5%) - this share fell by age group from 41.7% among children to 13.4% among viewers aged 65 or over (Figures 25 and 26).
- Similar patterns in channel share trends by channel group are noted during the peak time daypart. While the share of peak time viewing represented by the main five PSB channels fell from 66.0% in 2009 to 59.4% in 2014, this group of channels remains the most popular during this slot across all age groups. The combined peak time share of the main five PSB channels and their respective portfolio channels fell by almost two percentage points, from 79.6% in 2009 to 77.7% in 2014 (Figures 27 and 28).
- The main five PSB channels represented 51.2% of all viewing in 2014, ranging from 30.5% among children to 64.0% among those aged 65 or over. The BBC and commercial portfolio channels gained share between the two periods - as a result the PSB broadcasters were able to maintain a combined share of viewing over 70% (73.4% in 2009, 71.9% in 2014) (Figure 29).

Summary: Channel shares

- Following a fall in its channel share between 2012 (21.3%) and 2013 (21.0%) , BBC One's share rose to 21.7% in 2014 – the highest level over the course of the analysis period. ITV's share rose between 2012(14.9%) and 2013 (15.3%) and fell to 14.7% in 2014. BBC Two's share also rose in 2014 while Channel 4 and Channel 5 experienced marginal falls in share. The combined share of BBC's portfolio channels fell from 5.6% in 2013 to 5.4% in 2014 – over the same period the combined share of ITV portfolio channels fell from 7.7% to 7.3%. The Channel 4 portfolio channels represented 6.1% of viewing in 2014 – higher than Channel 4 which represented 4.8% of viewing (Figure 29).
- Among 16-34 year olds, BBC One, BBC Two and ITV all attract lower shares of viewing when compared with all individuals. Channel 4 represented 6.4% of viewing by this age group, compared with 4.8% among all individuals – similarly, the Channel 4 portfolio channels represented a greater share of 16-34 viewing (10.7% in 2014) than across all individuals (6.1% in 2014) (Figure 30).
- The main five PSB channels accounted for 56.3% of viewing by adults aged 35 or over in 2014 – this was down marginally on the combined share of 56.7% in 2013. These channels account for a greater share of viewing across this age group compared with all individuals (51.2% in 2014) and 16-34 year olds (39.3% in 2014). ITV's share among this age group fell from 16.8% in 2013 to 15.9% in 2014 (Figure 31).
- While all television households now have access to multichannel services, analysis of trends in channel shares among individuals shows that while the main five PSB channels experienced a decline in viewing over the years, they maintain a combined share of over half of all viewing in 2014 (51.2%). The growth in popularity of the portfolio channels has meant the PSB broadcasters accounted for over 70% of viewing – although this share fell from 72.5% in 2013 to 71.9% in 2014 (Figure 29).

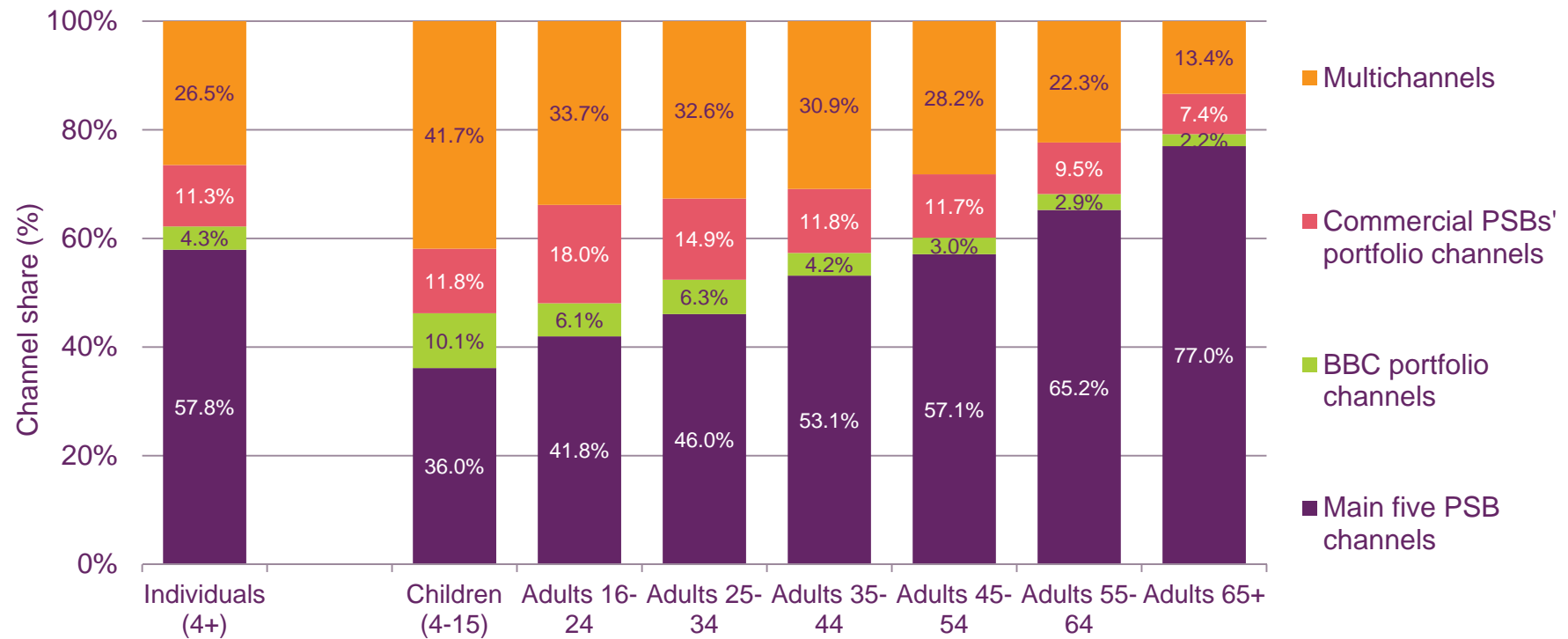
Summary: Channel shares

- The share of viewing accounted for by the PSB channels varies across multichannel platform – these channels accounted for 64.6% of viewing in homes with digital terrestrial television only compared with 46.7% of viewing among those with digital cable or satellite television only. These trends are likely to be linked to the number of channels available across different platforms (Figure 32).
- Many viewers will have access to different platforms across different television sets in the home and may even run different platforms through the same set. Analysis of viewing by 'signal' shows that over half (51.5%) of all viewing to the PSB channels took place through the digital terrestrial 'signal' in 2014 – a third took place through digital satellite and 14.4% through digital cable (Figure 33).

Figure 25



All day channel shares by channel group - 2009

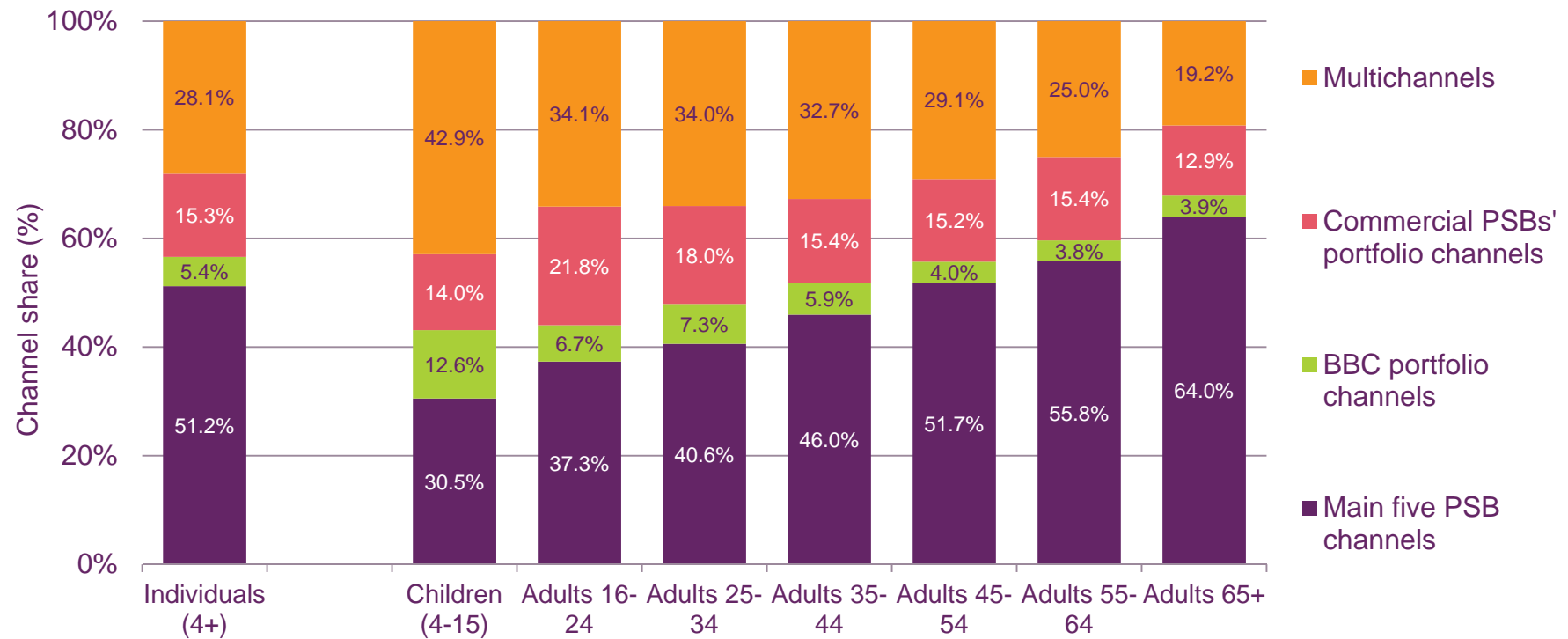


Source: BARB. All Individuals (4+), Network.

Figure 26



All day channel shares by channel group - 2014

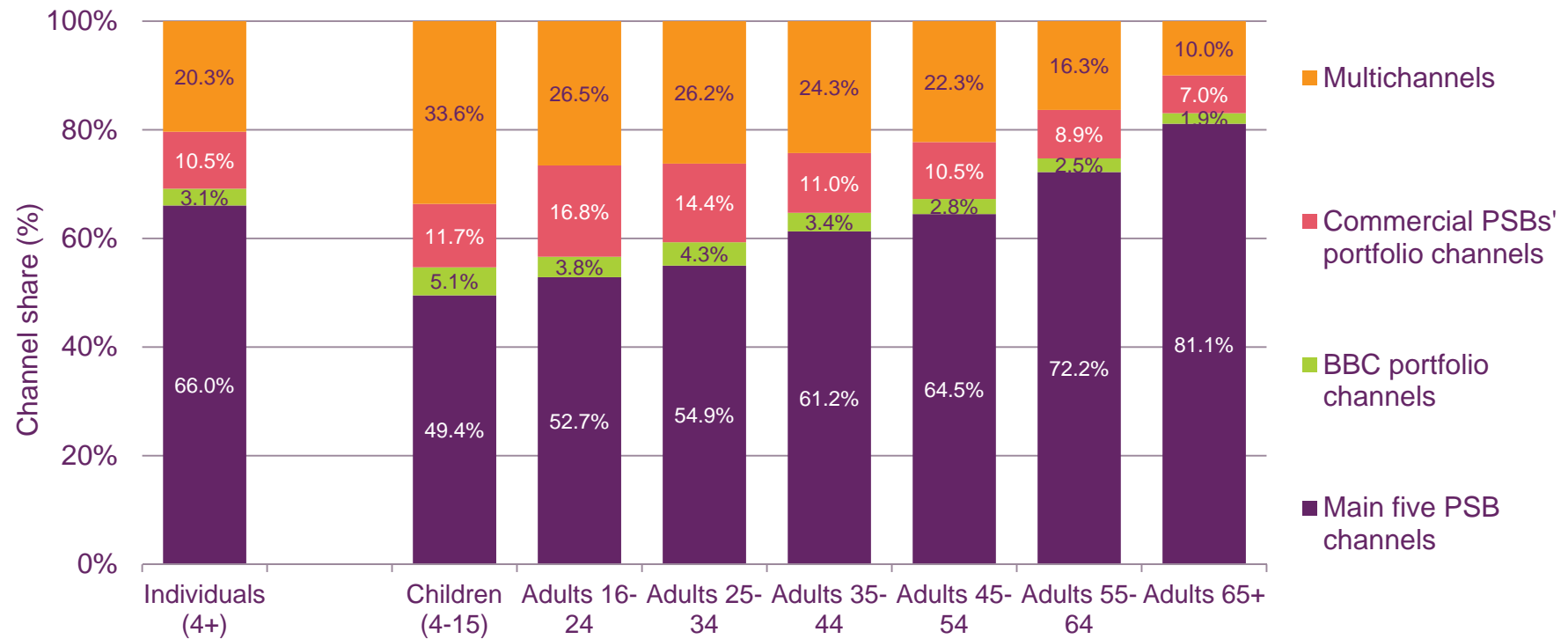


Source: BARB. All Individuals (4+), Network.

Figure 27



Peak time channel shares by channel group - 2009

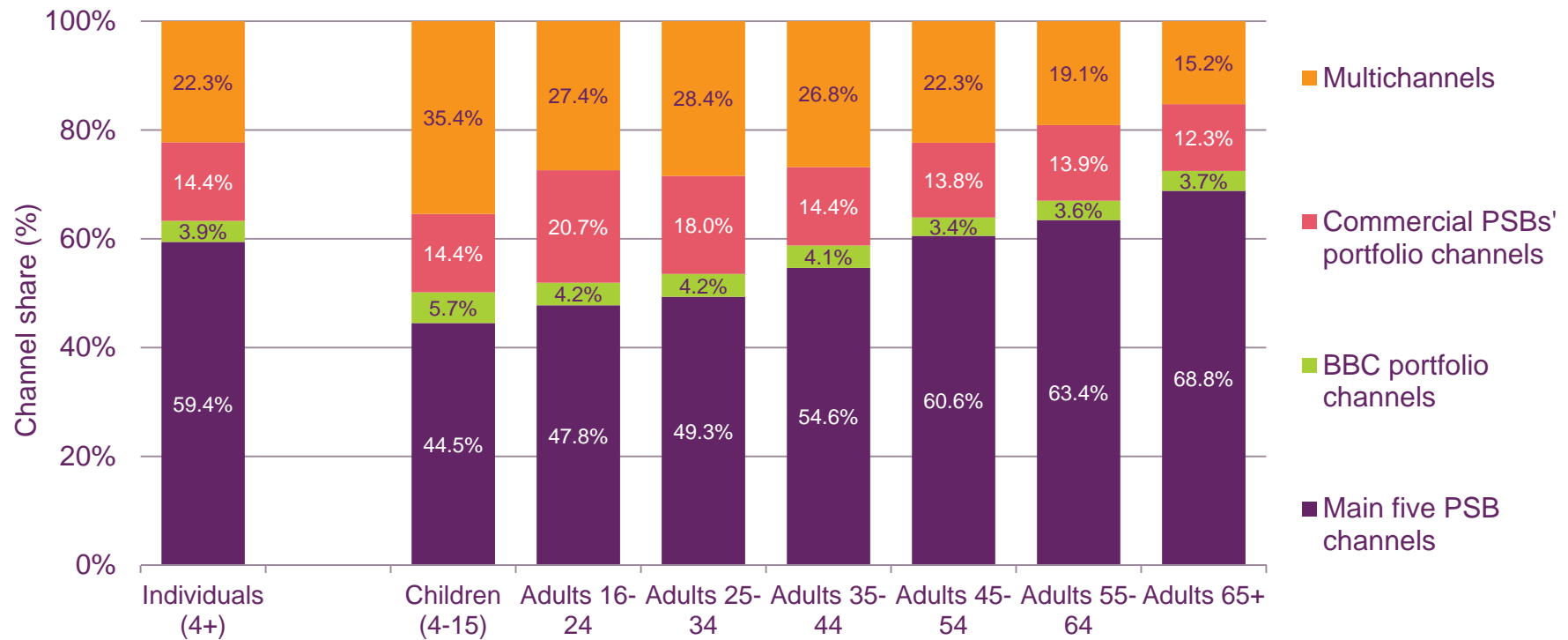


Source: BARB. All Individuals (4+), Network. Peak time = 18:00-22:30.

Figure 28



Peak time channel shares by channel group - 2014

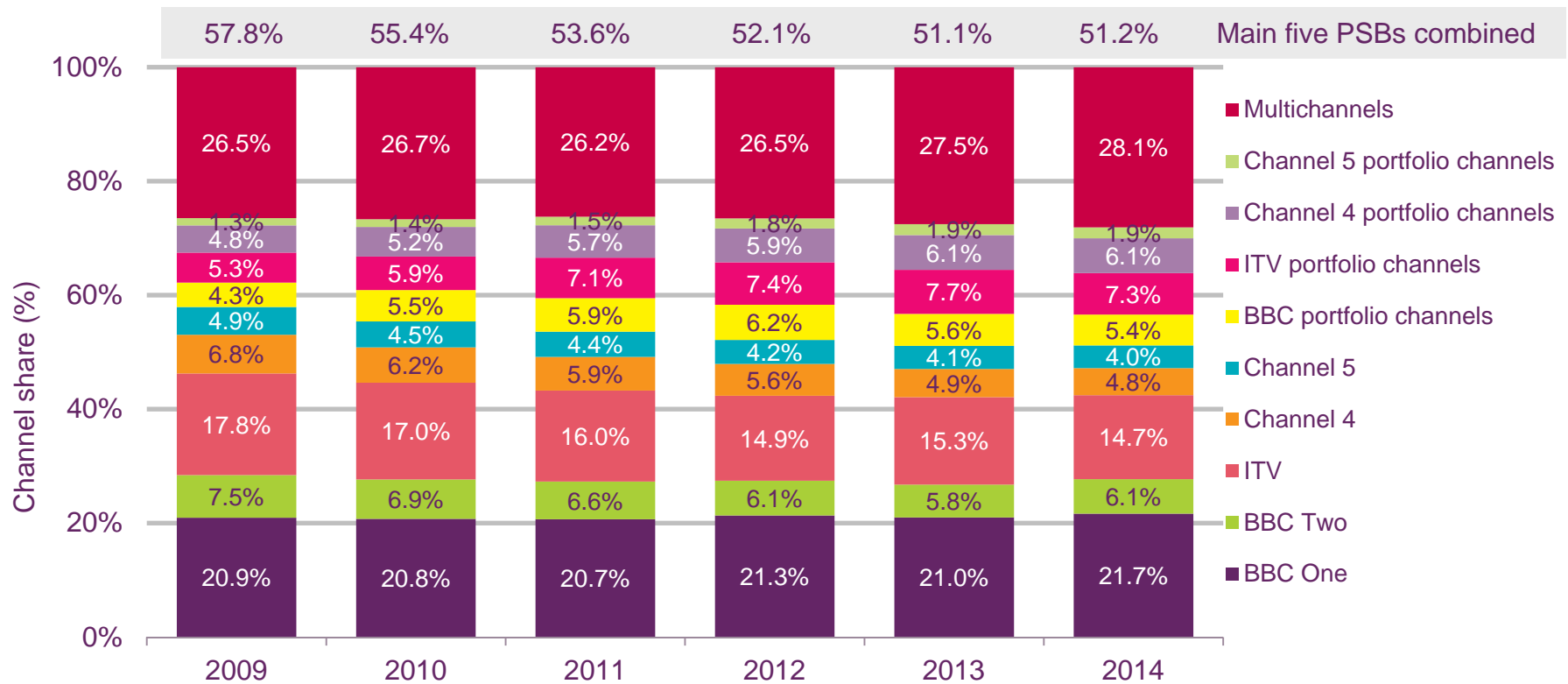


Source: BARB. All Individuals (4+), Network. Peak time = 18:00-22:30.

Figure 29



Channel shares for the main PSB channels and their portfolio channels – All Individuals, 2009-2014

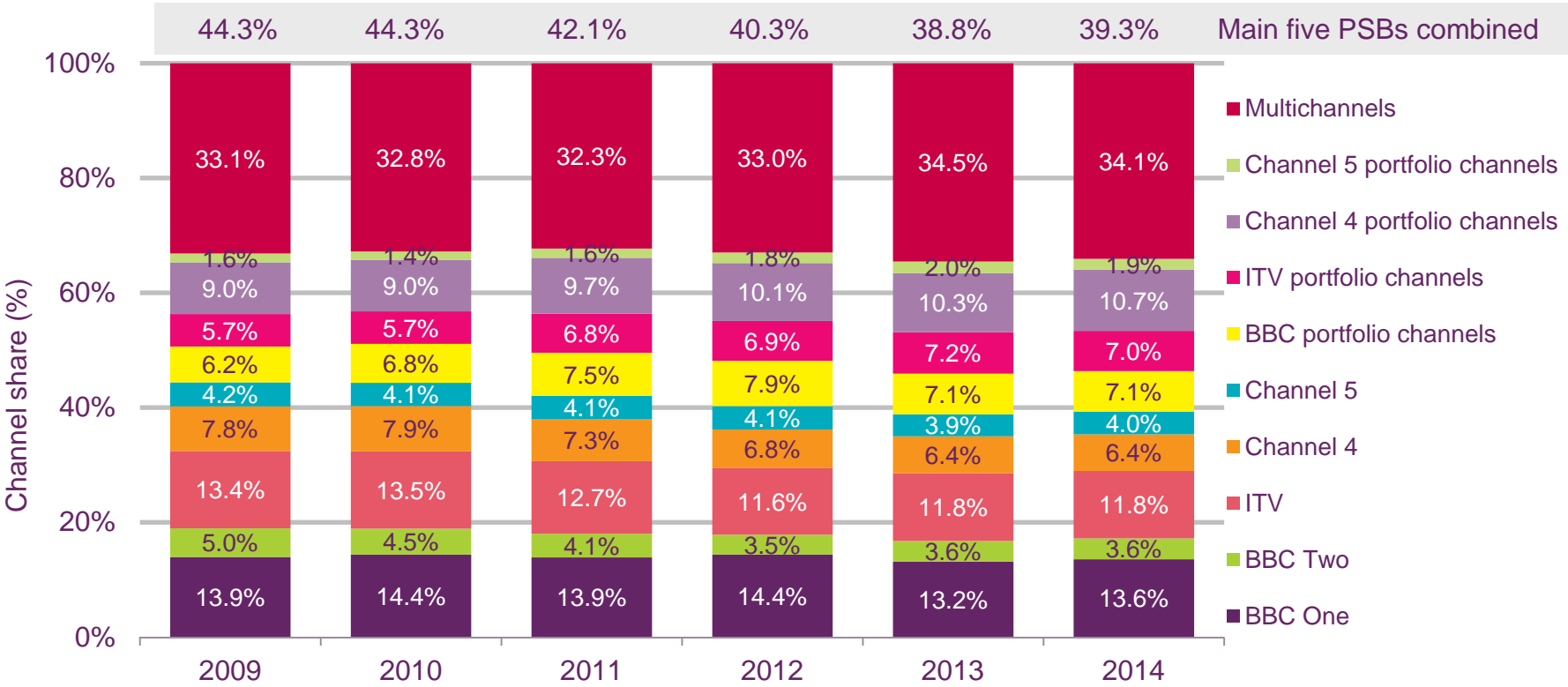


Source: BARB, All Individuals (4+), Network.

Figure 30



Channel shares for the main PSB channels and their portfolio channels – Adults 16-34, 2009-2014

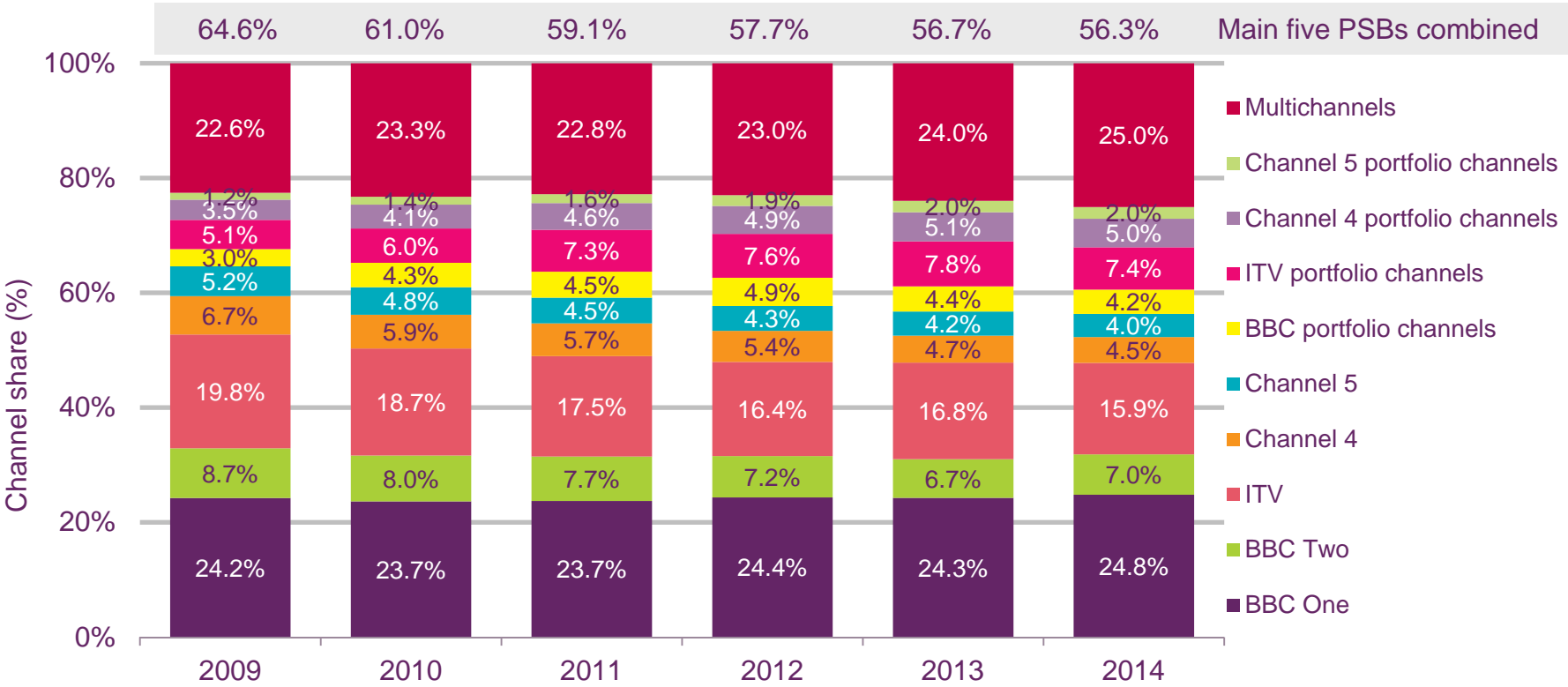


Source: BARB, Adults 16-34, Network.

Figure 31



Channel shares for the main PSB channels and their portfolio channels – Adults 35+, 2009-2014

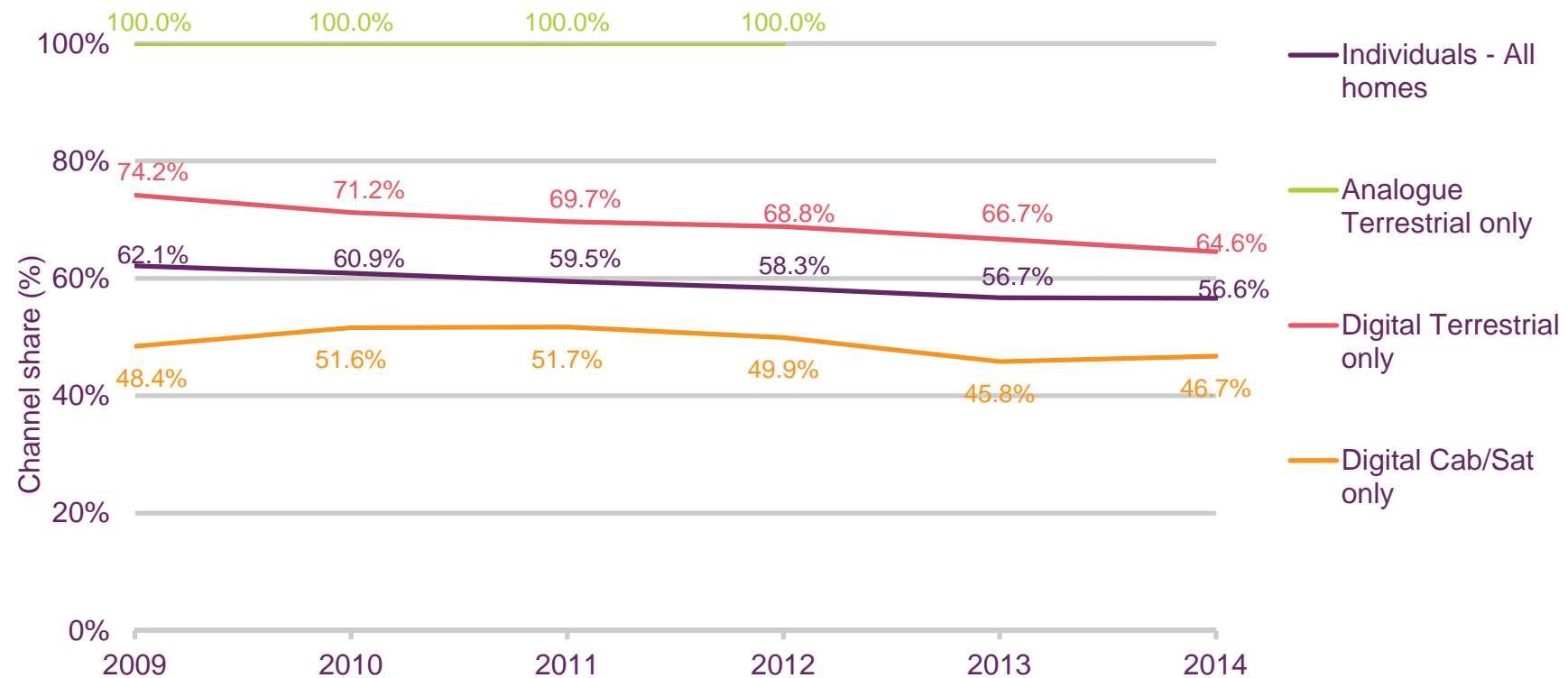


Source: BARB, Adults 35+, Network.

Figure 32



PSB channels' share in homes with different television platforms – Individuals, 2009-2014



Source: BARB, Individuals (4+), Network.

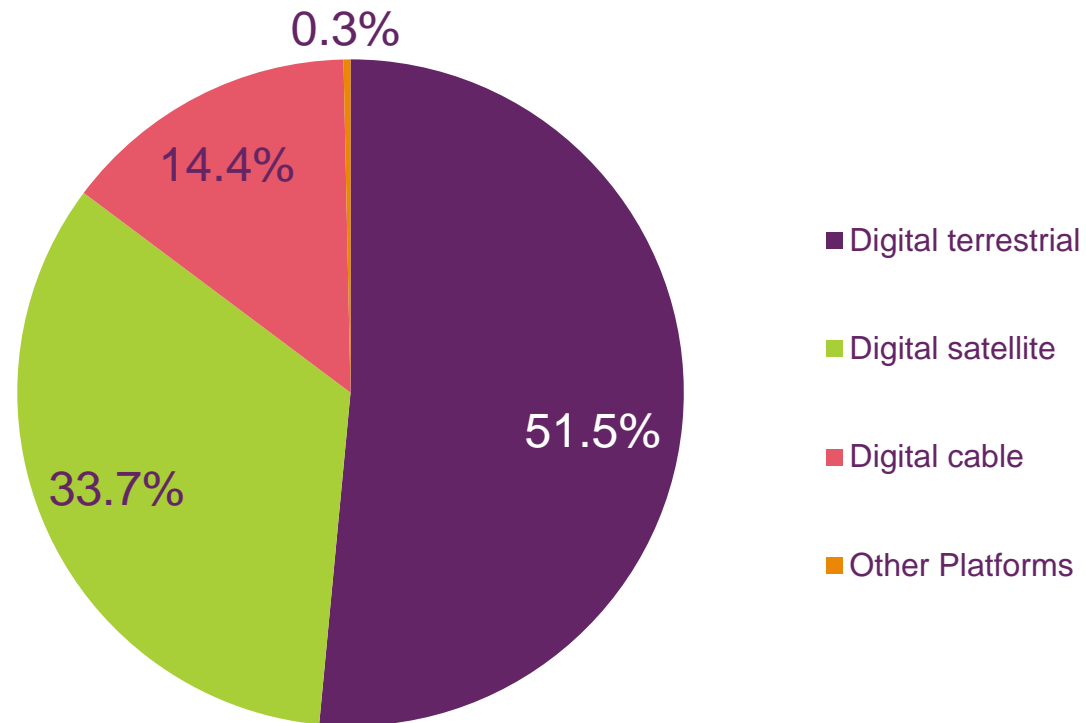
PSB channels = Main five PSB channels + BBC portfolio channels.

'Digital Cab/Sat only' refers to homes with Digital Cable and/or Digital Satellite but no Digital Terrestrial television.

Figure 33



Viewing to PSB channels by platform – All Individuals, 2014



Source: BARB, All Individuals (4+), Network.
PSB channels = Main five PSB channels + BBC portfolio channels.
Data refers to actual 'signal' through which channel is viewed.

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Summary: Age Profile

- In 2009, BBC One, BBC Two and ITV attracted relatively larger proportions of viewers aged 55 or over compared with the profile of all television viewers and the two other PSB channels, Channel 4 and Channel 5. In 2014, similar trends are noted – furthermore, the proportion of viewers aged 55 or over increased across Total TV, BBC One, BBC Two and ITV. The proportion of Channel 4 viewers aged 45-54 increased from 15.4% in 2009 to 18.0% in 2014, as the proportion of viewers aged 65 or over fell from 24.0% to 21.9% over the same period. (Figures 34 and 35).
- Given the niche programming and targeting of most of the portfolio channels across the broadcasters, the profile of these channels can vary significantly to that of the main five PSB channels.
- The profile of BBC Three was similar in 2009 and 2014, attracting a relatively young audience. In comparison, BBC Four which attracts an older audience, attracted a larger proportion of viewers aged 55 or over in 2014 compared with 2009. Similarly, there was a notable shift in the profile of audiences to BBC News between the two periods – viewers aged 65 or over represented 41.8% of its audience in 2014 compared with 31.4% in 2009 (Figure 36).
- ITV2, ITV3, ITV4 and their respective '+1' channels all attracted a greater proportion of viewers aged 65 or over in 2014 compared with 2009. The newly launched ITVBe attracted an audience similar in profile to ITV2, while ITV Encore's profile was relatively older with 44.9% aged 65 or over in its launch year (Figure 37).

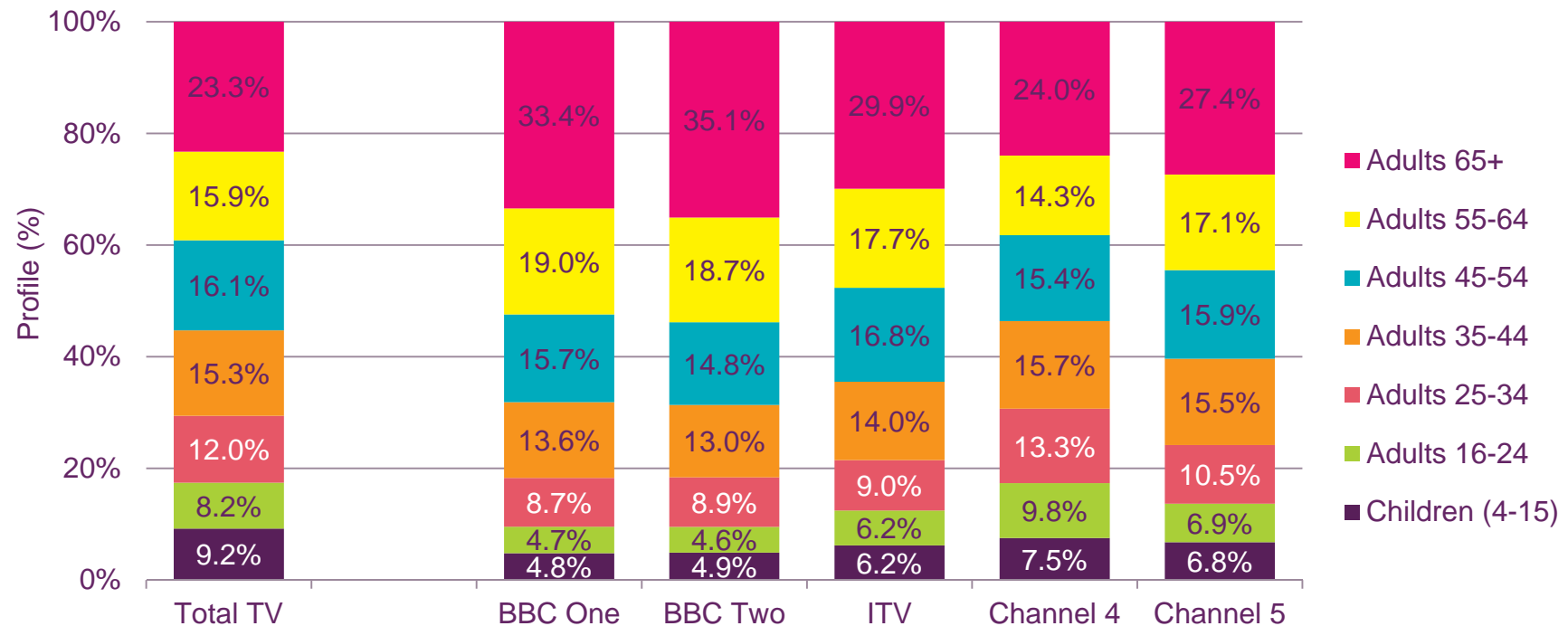
Summary: Age Profile

- Between 2009 and 2014 the proportion of Channel 4+1's audience that was aged between 16-44 fell from 55.9% to 44.7% as the proportion of those aged 45 or over increased from 34.1% to 48.2%. The proportion of More 4's audience aged 55 or over rose from 30.8% in 2009 to 48.3% in 2014 (Figure 38).
- 5*, 5USA and their respective '+1' channels all attracted relatively older audiences in 2014 compared with 2009. On 5USA, the proportion of viewers aged 65 or over increased from 22.1% to 41.5%. The profile of viewers to Channel5+24 was marginally older than the profile of Channel 5+1 in 2014 (Figure 39).
- Between 2009 and 2014, there was an increase in the proportion of all television audiences aged 45 or over from 55.3% to 61.4%. Similar trends were noted in the proportion of older viewers tuning in across all channel groups. The main five PSB channels attracted the largest proportion of viewers aged 45 or over, followed by the commercial PSB portfolio channels group (Figures 40 and 41).

Figure 34



Age profile of viewers – Total TV and main five PSB channels, 2009

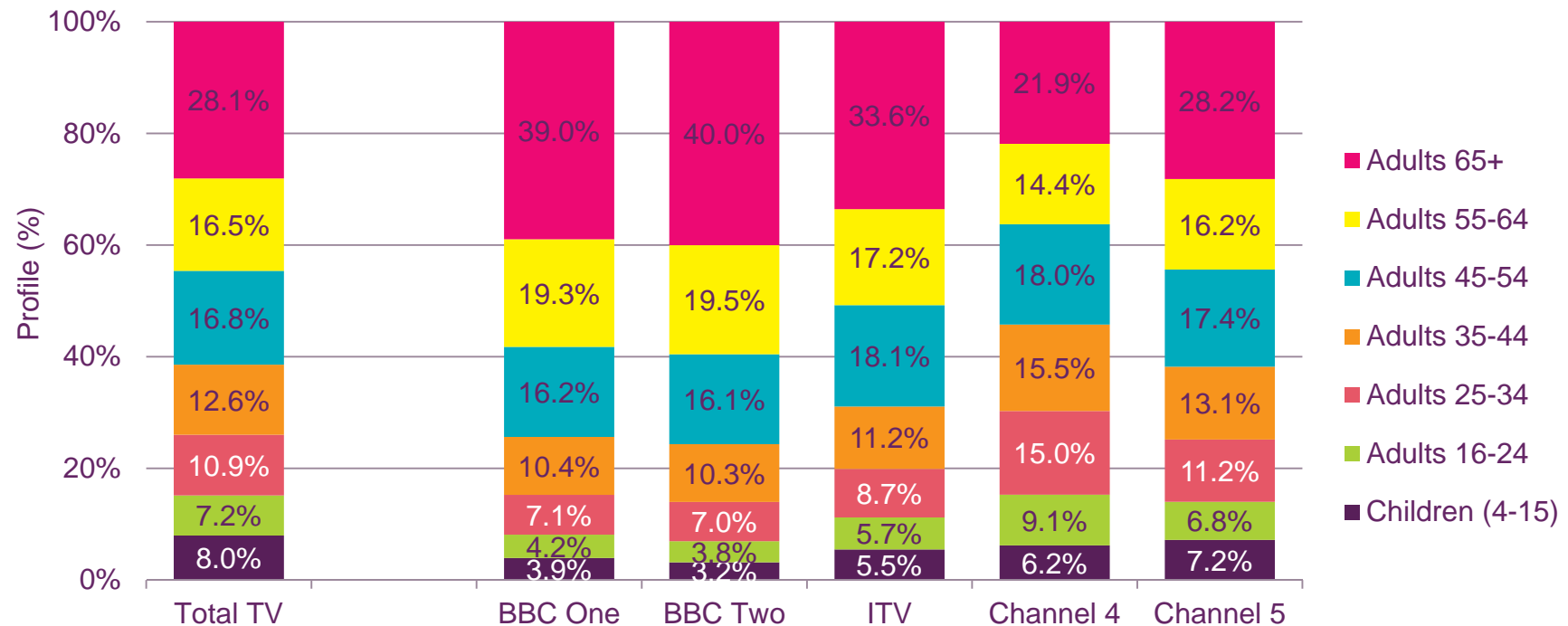


Source: BARB. All Individuals (4+), Network.

Figure 35



Age profile of viewers – Total TV and main five PSB channels, 2014

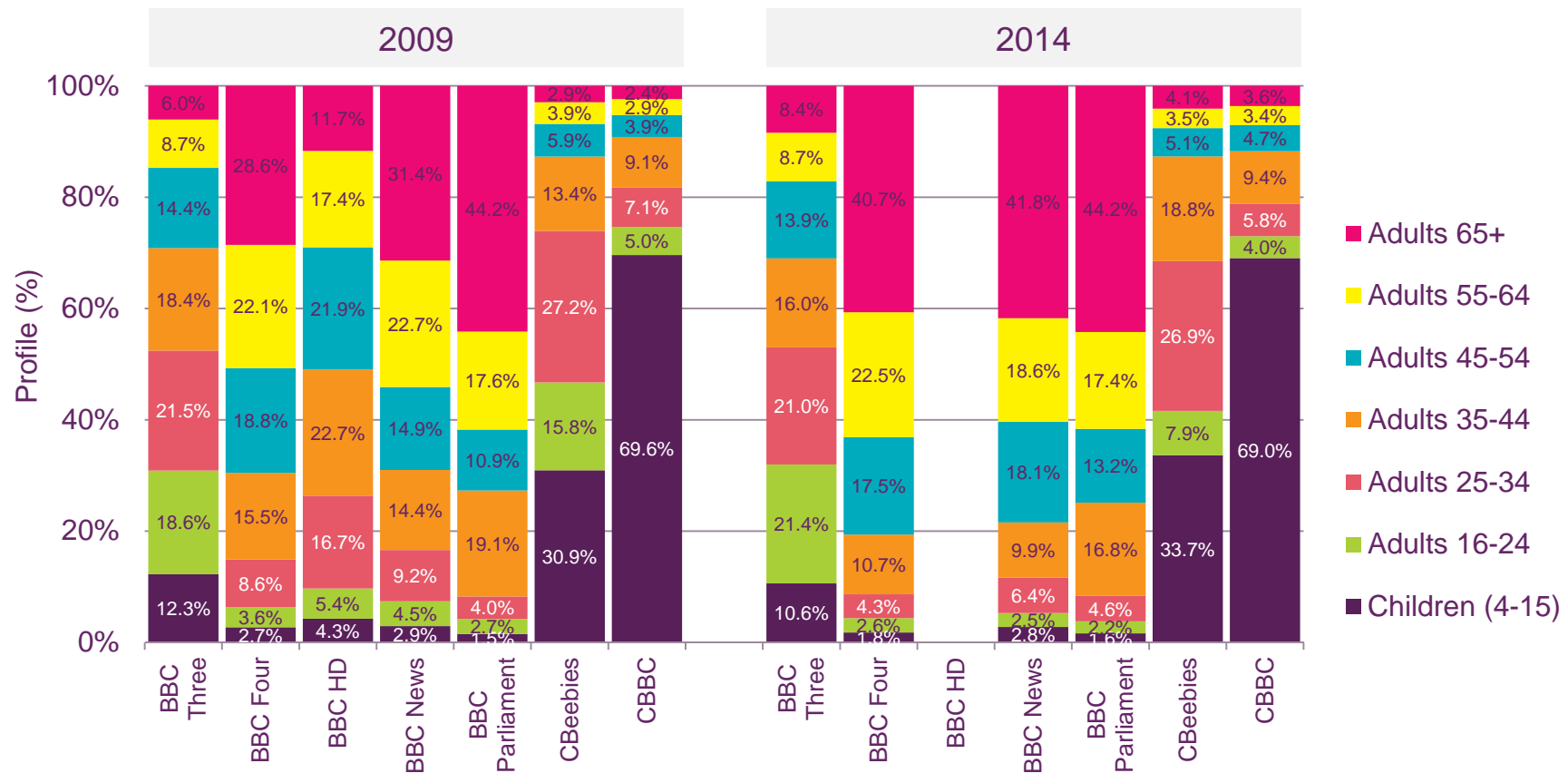


Source: BARB. All Individuals (4+), Network.

Figure 36



Age profile of viewers – BBC portfolio channels, 2009 and 2014

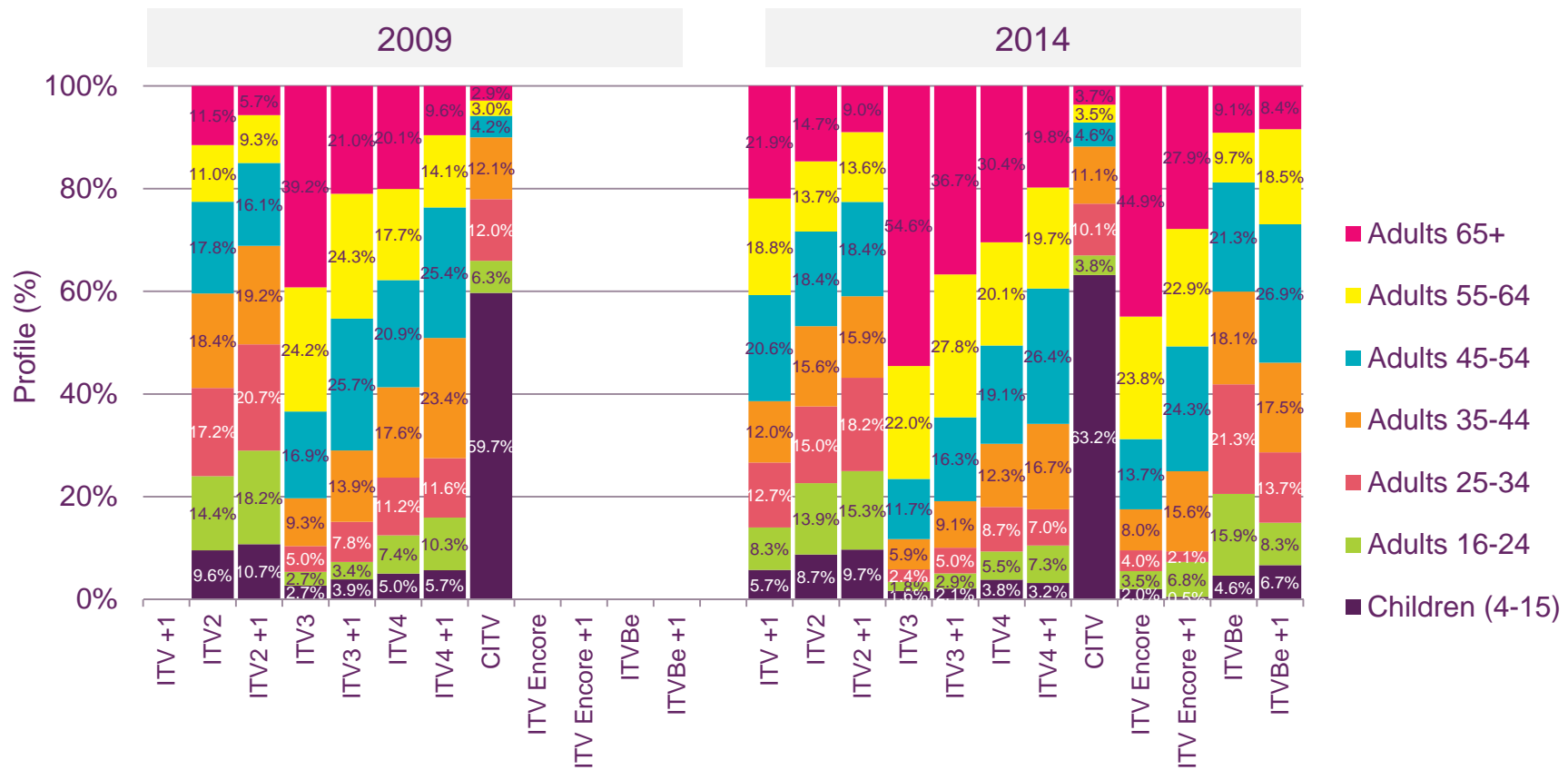


Source: BARB. All Individuals (4+), Network.

Figure 37



Age profile of viewers –ITV portfolio channels, 2009 and 2014

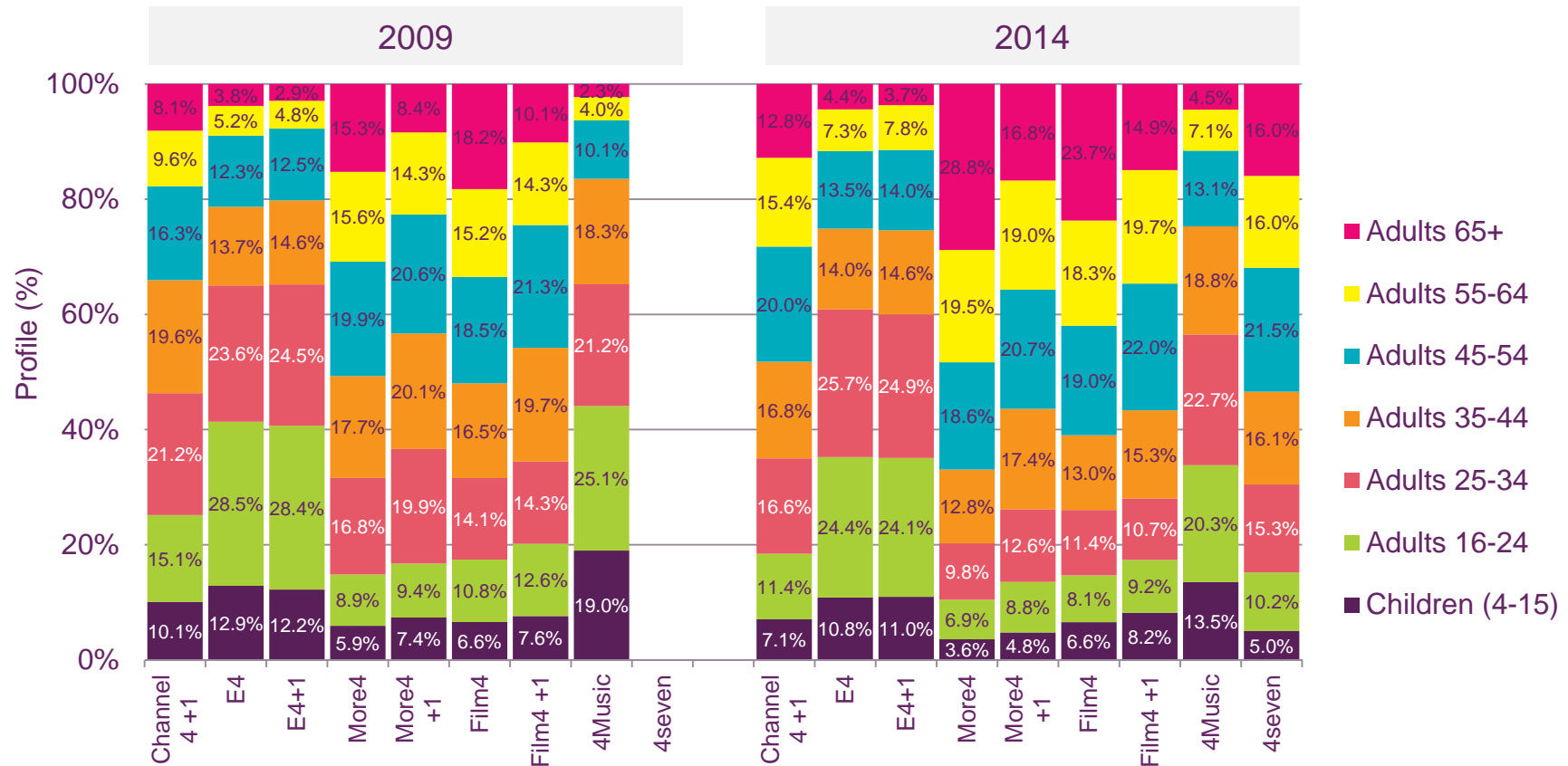


Source: BARB. All Individuals (4+), Network.

Figure 38



Age profile of viewers – Channel 4 portfolio channels, 2009 and 2014

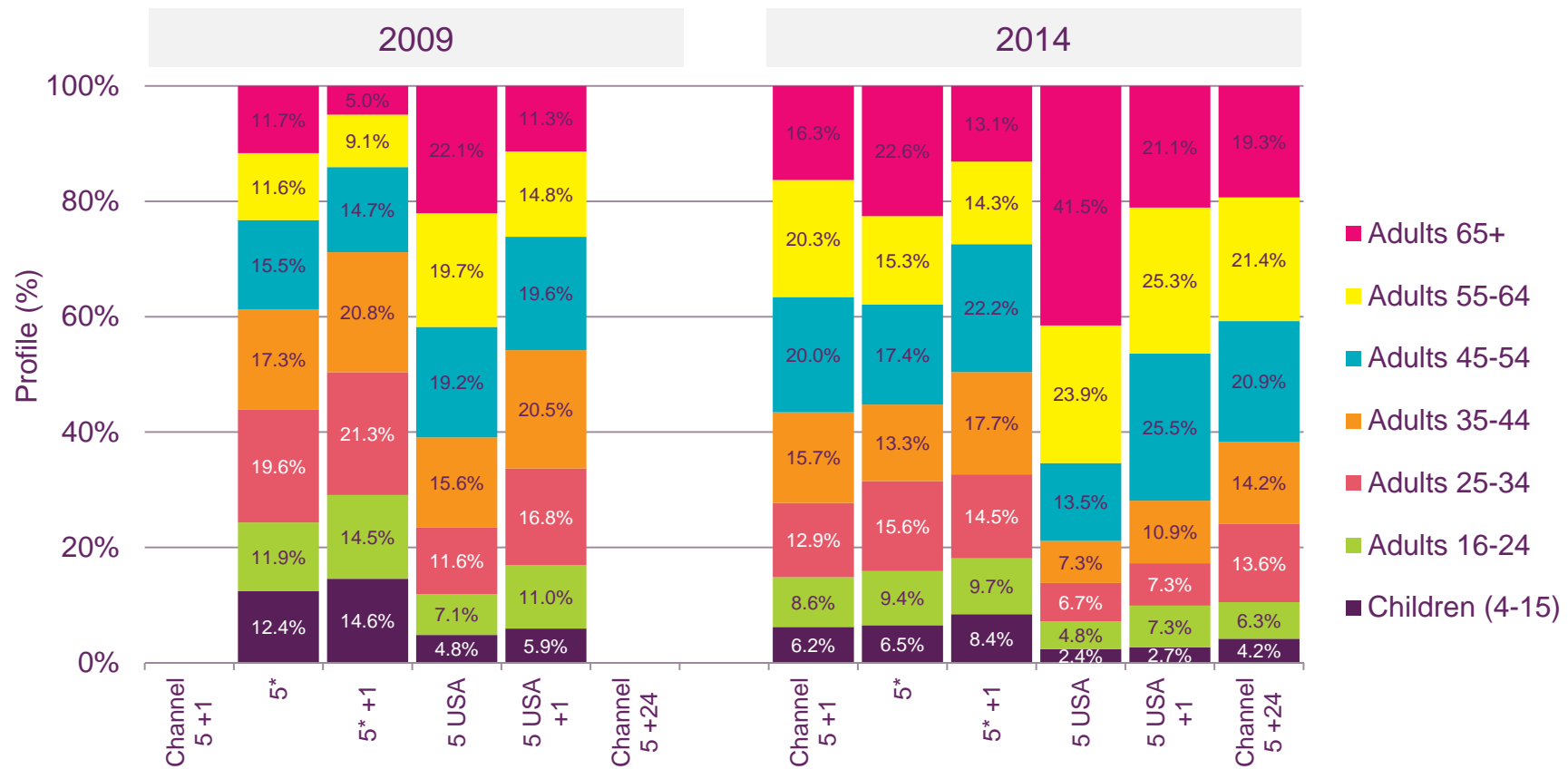


Source: BARB. All Individuals (4+), Network.

Figure 39



Age profile of viewers –Channel 5 portfolio channels, 2009 and 2014

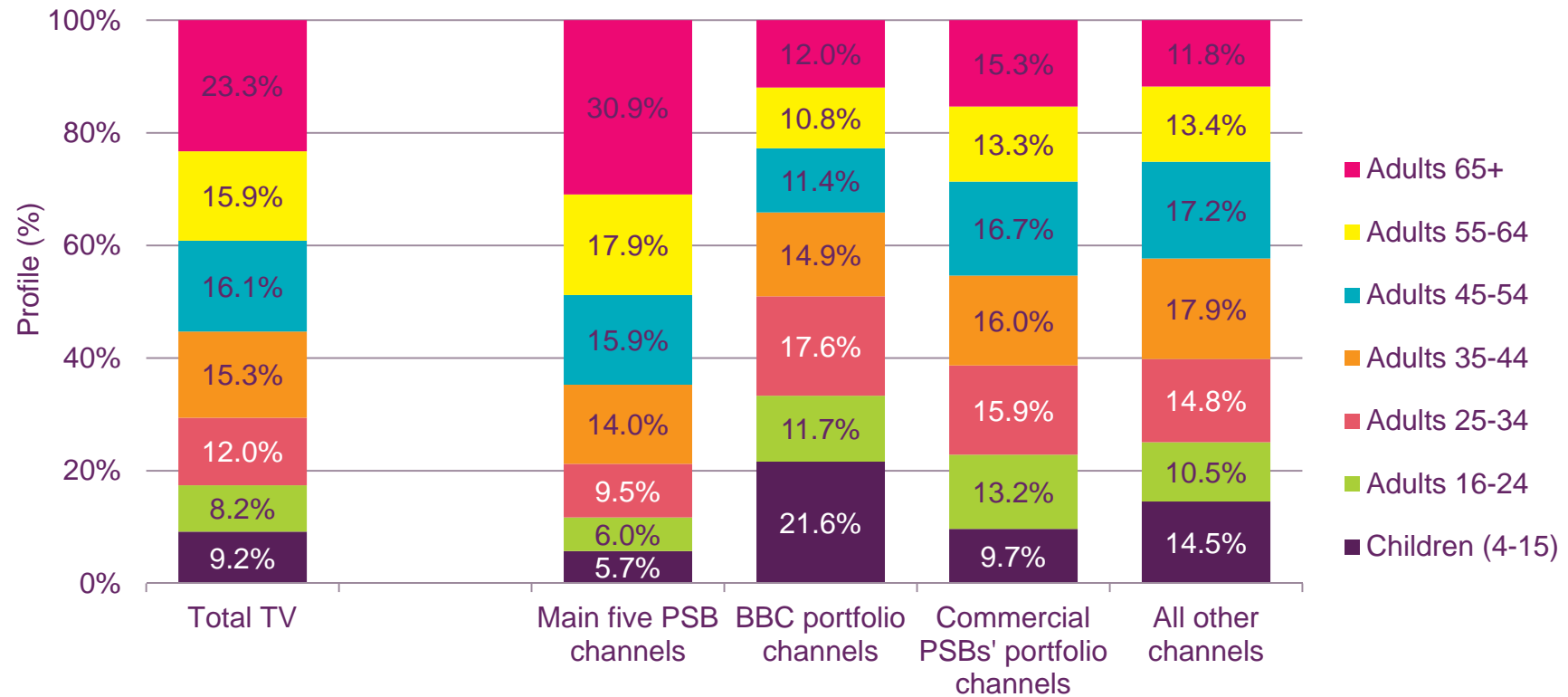


Source: BARB. All Individuals (4+), Network.

Figure 40



Age profile of viewers by channel group, 2009

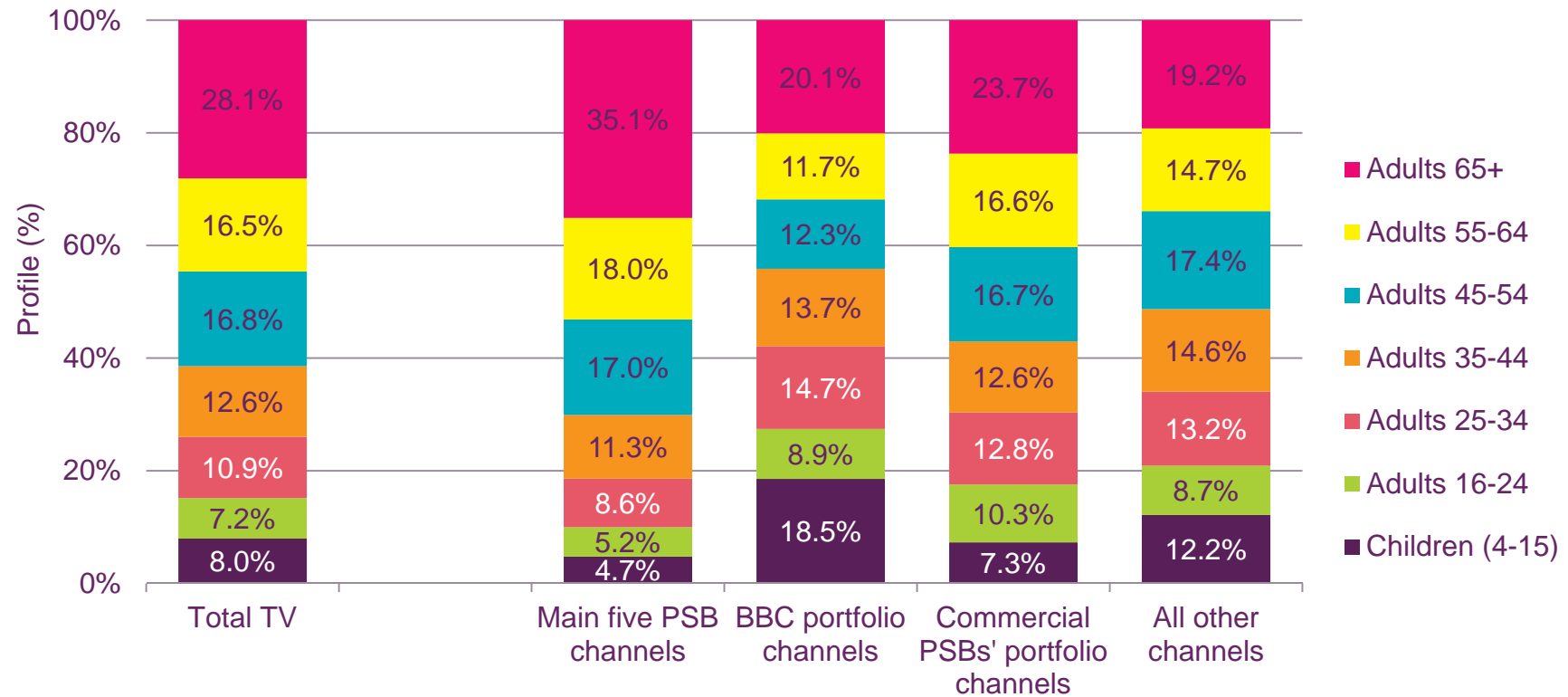


Source: BARB. All Individuals (4+), Network.

Figure 41



Age profile of viewers by channel group, 2014



Source: BARB. All Individuals (4+), Network.

Summary: Socio-economic profile

- Analysis of the socio-economic profile of audiences shows that between 2009 and 2014 there was an increase in the proportion represented by ABC1 viewers across Total TV and the main five PSB channels. Across all television channels, ABC1 viewers accounted for 45.1% of the audience in 2014, up from 43.3% in 2009. Similar increases were noted across each of the main five PSB channels with the BBC channels continuing to attract a higher proportion of this demographic compared with other PSB channels (Figures 42 and 43).
- The socio-economic profile of most channels in BBC's portfolio remained fairly stable between 2009 and 2014. ABC1 viewers represented 52.0% of all viewers to BBC News in 2014, down from 56.8% in 2009 – similarly the proportion of viewers to BBC Parliament represented by ABC1 viewers fell from 49.5% to 44.4% over this period. ABC1 viewers accounted for 47.6% of viewers to CBeebies in 2014 – up from 42.3% in 2009 (Figure 44).
- The split between ABC and C2DE viewers across the various ITV portfolio channels remained fairly stable between 2009 and 2014, at around 40%:60%. Half of all viewers (50.7%) to ITV Encore were from the ABC1 socio-economic group (SEG) (Figure 45).
- The proportion of viewers to More4 from the ABC1 group increased from 43.4% in 2009 to 46.4% in 2014 – over this period ABC1 viewers accounted for a declining share of Film4+1 viewers, falling from 43.4% to 38.1% (Figure 46).

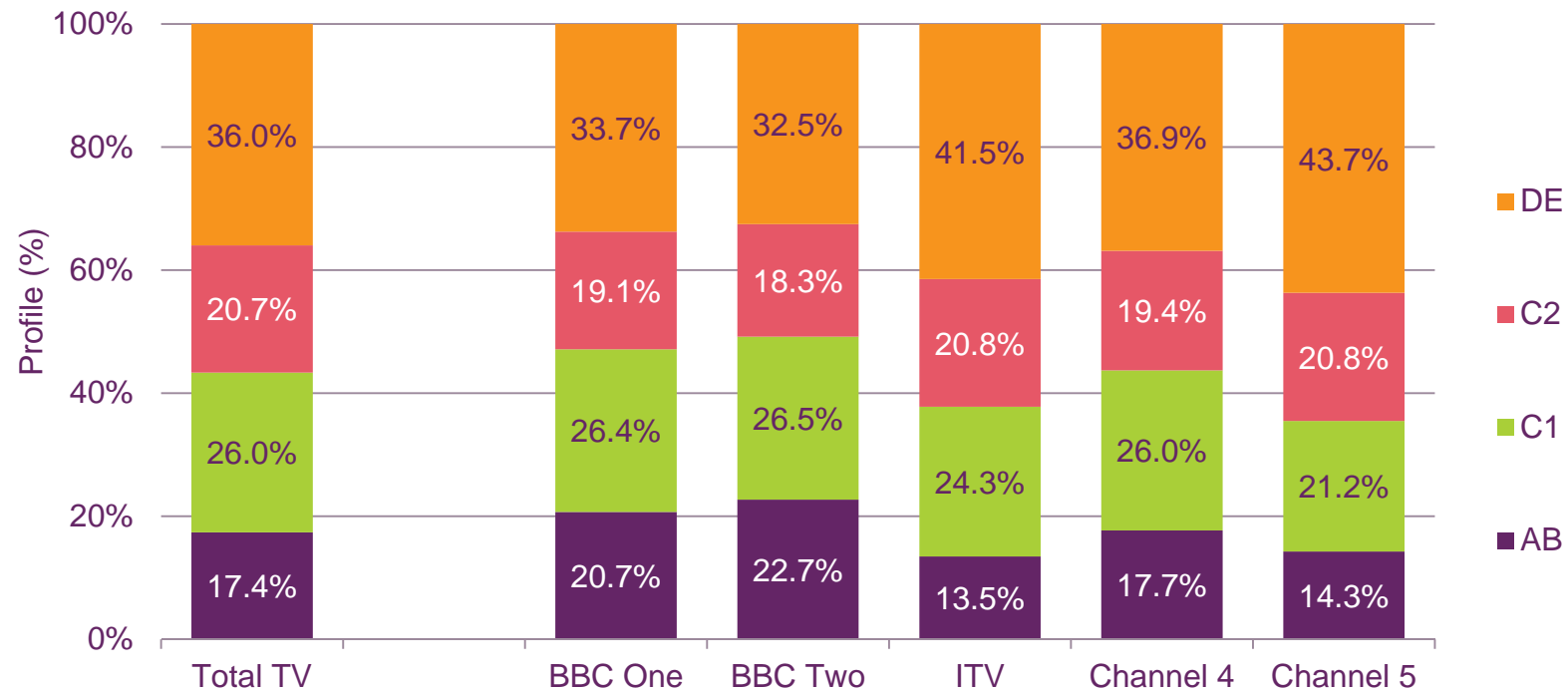
Summary: Socio-economic profile

- The socio-economic profile of Channel 5's portfolio channels were similar across the two analysis periods. The two 'catch-up' channels attracted similar viewer profiles with ABC1 viewers accounting for 37.3% of viewers to Channel5 +1 and 39.3% of Channel 5+24 viewers (Figure 47).
- The increase in the ABC1 profile of viewers across all television from 43.3% in 2009 to 45.1% in 2014 was driven by increases in the share of audiences from the SEG across the main five PSB channels (43.1% to 47.4%) and, to a lesser extent, the BBC portfolio channels (47.9% to 49.0%). The ABC1 profile of the commercial portfolio channels combined remained stable (39.3% in 2009, 39.8% in 2014) and fell across 'all other channels' (44.7% to 42.8%) (Figures 48 and 49).

Figure 42



Socio-economic profile of viewers – Total TV and main five PSB channels, 2009

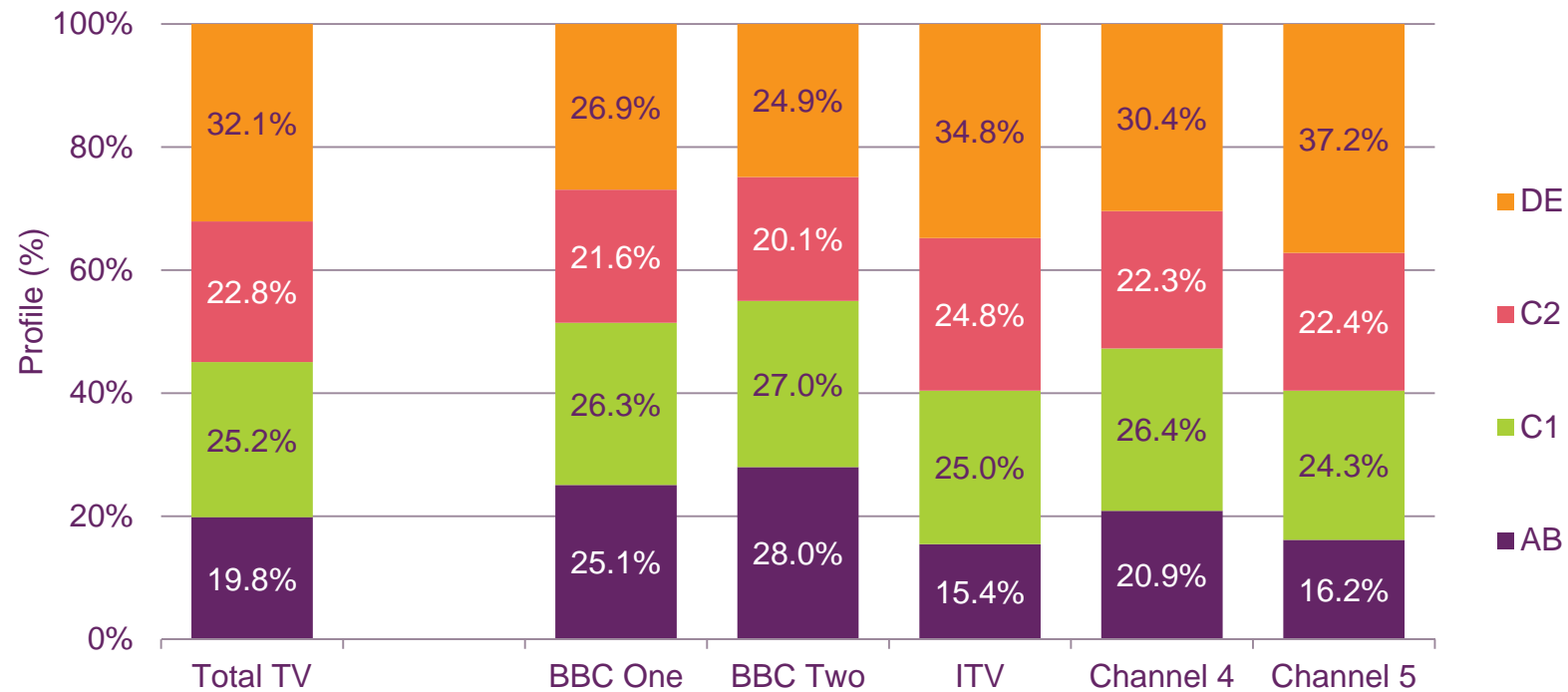


Source: BARB. All Individuals (4+), Network.

Figure 43



Socio-economic profile of viewers – Total TV and main five PSB channels, 2014

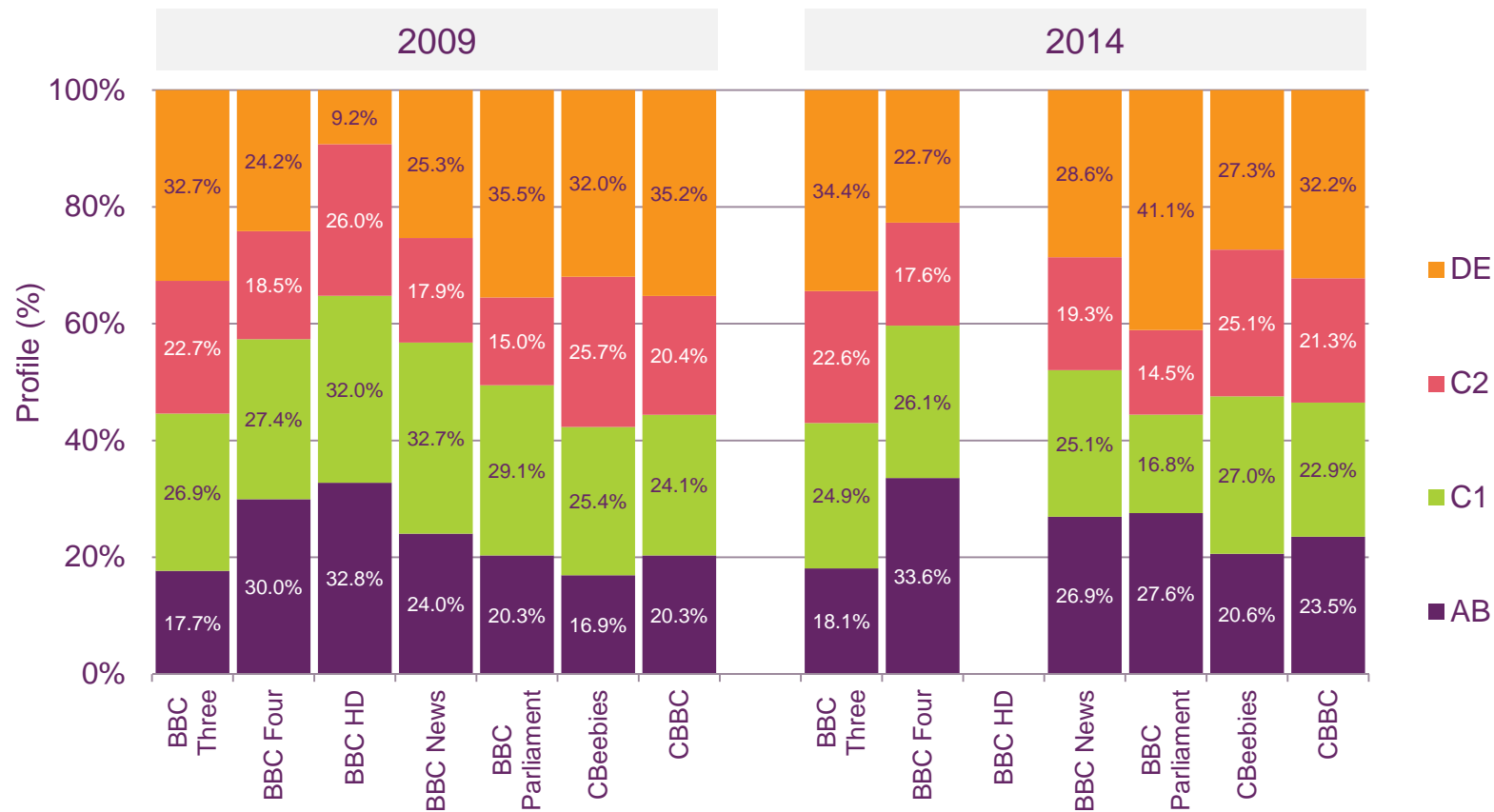


Source: BARB. All Individuals (4+), Network.

Figure 44



Socio-economic profile of viewers – BBC portfolio channels, 2009 and 2014

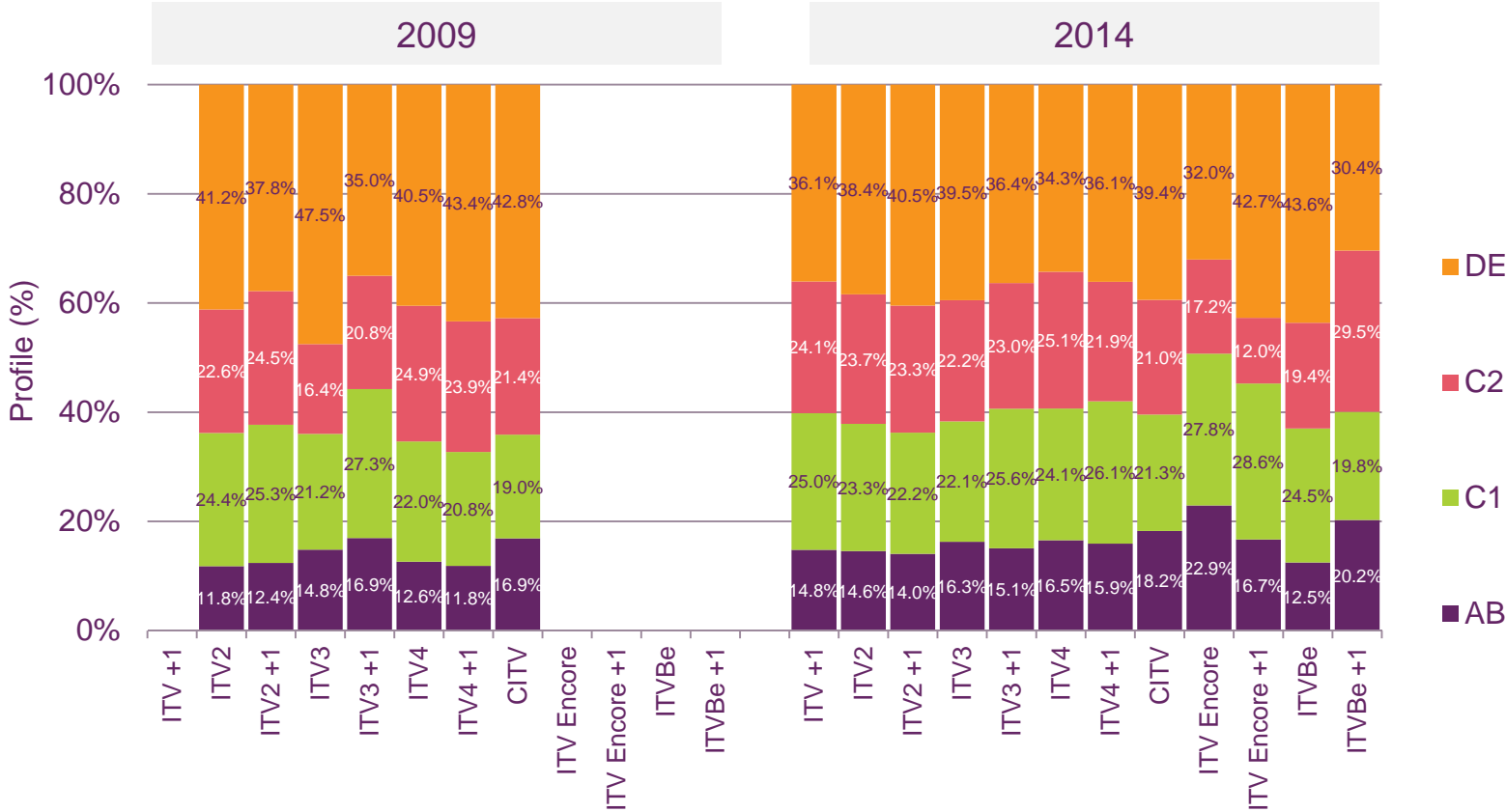


Source: BARB. All Individuals (4+), Network.

Figure 45



Socio-economic profile of viewers –ITV portfolio channels, 2009 and 2014

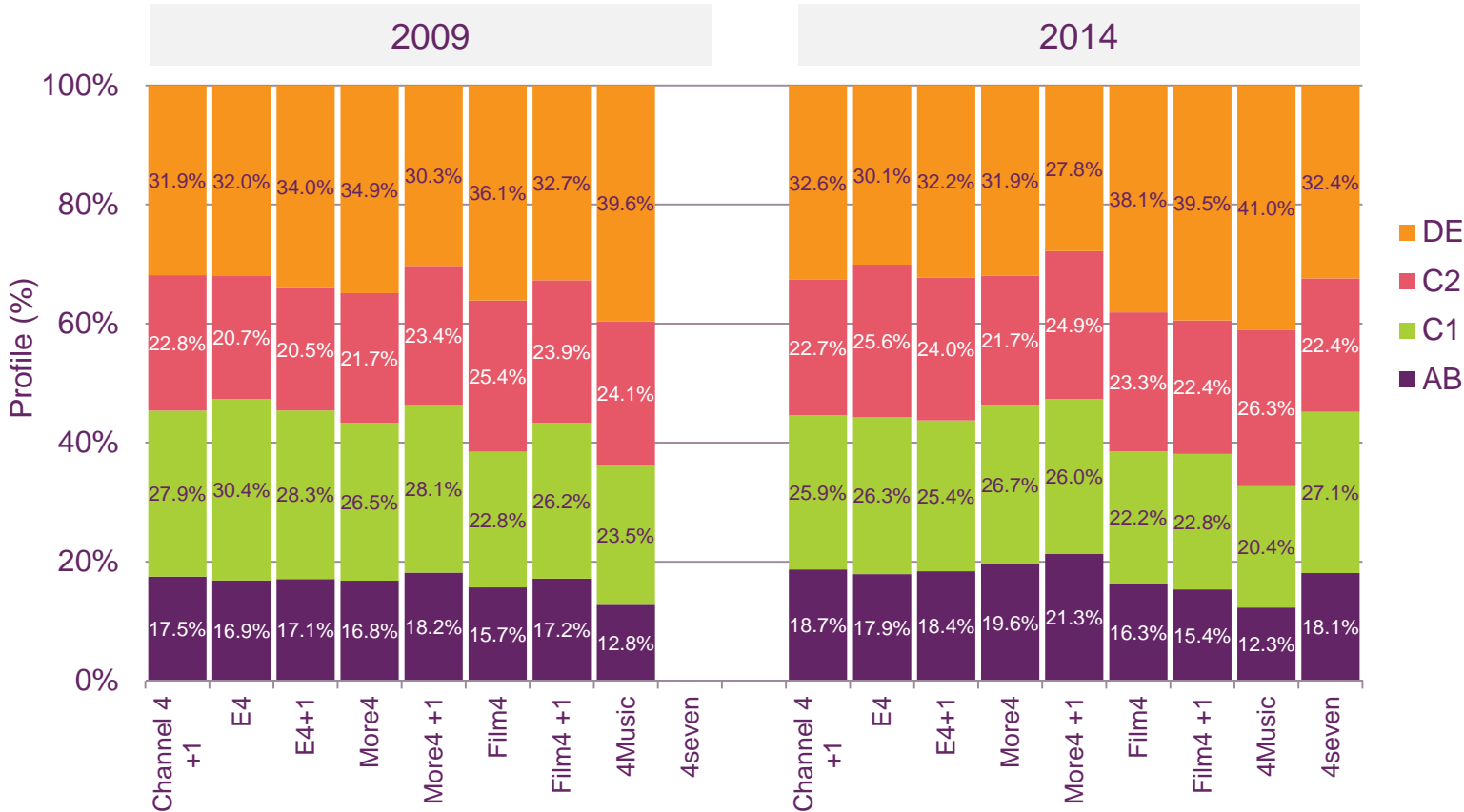


Source: BARB. All Individuals (4+), Network.

Figure 46



Socio-economic profile of viewers – Channel 4 & portfolio channels, 2009 and 2014

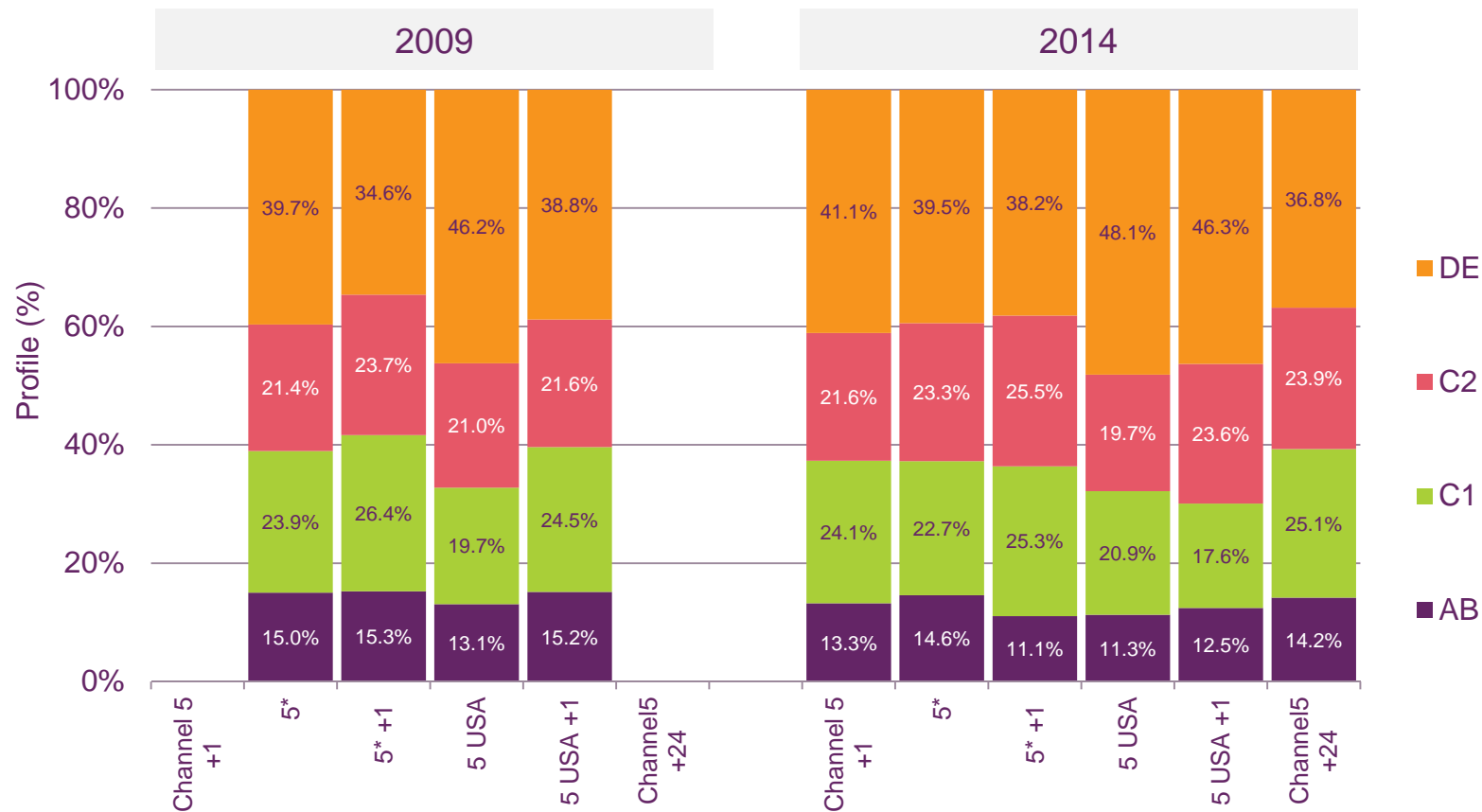


Source: BARB. All Individuals (4+), Network.

Figure 47



Socio-economic profile of viewers – Channel 5 portfolio channels, 2009 and 2014

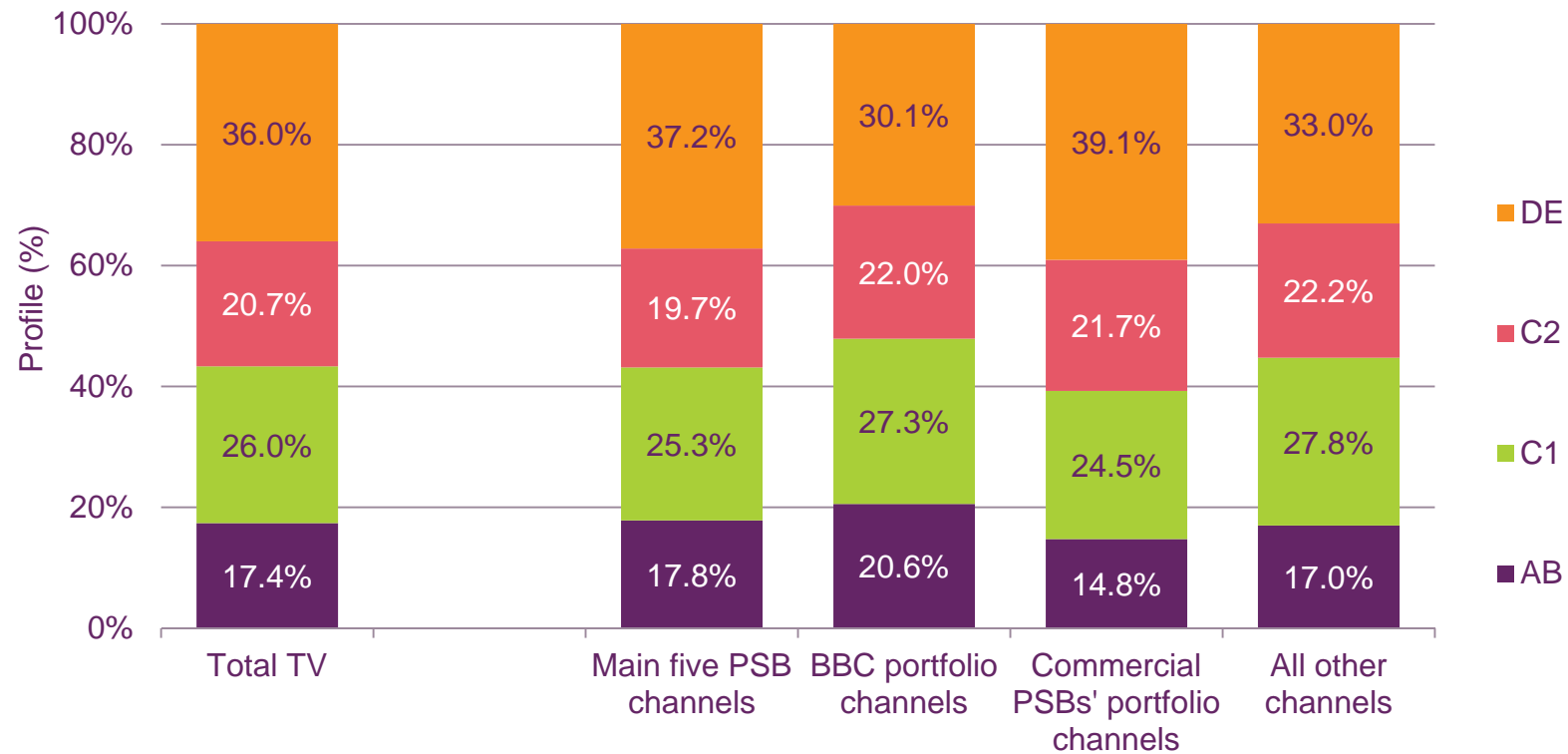


Source: BARB. All Individuals (4+), Network.

Figure 48



Socio-economic profile of viewers by channel group, 2009

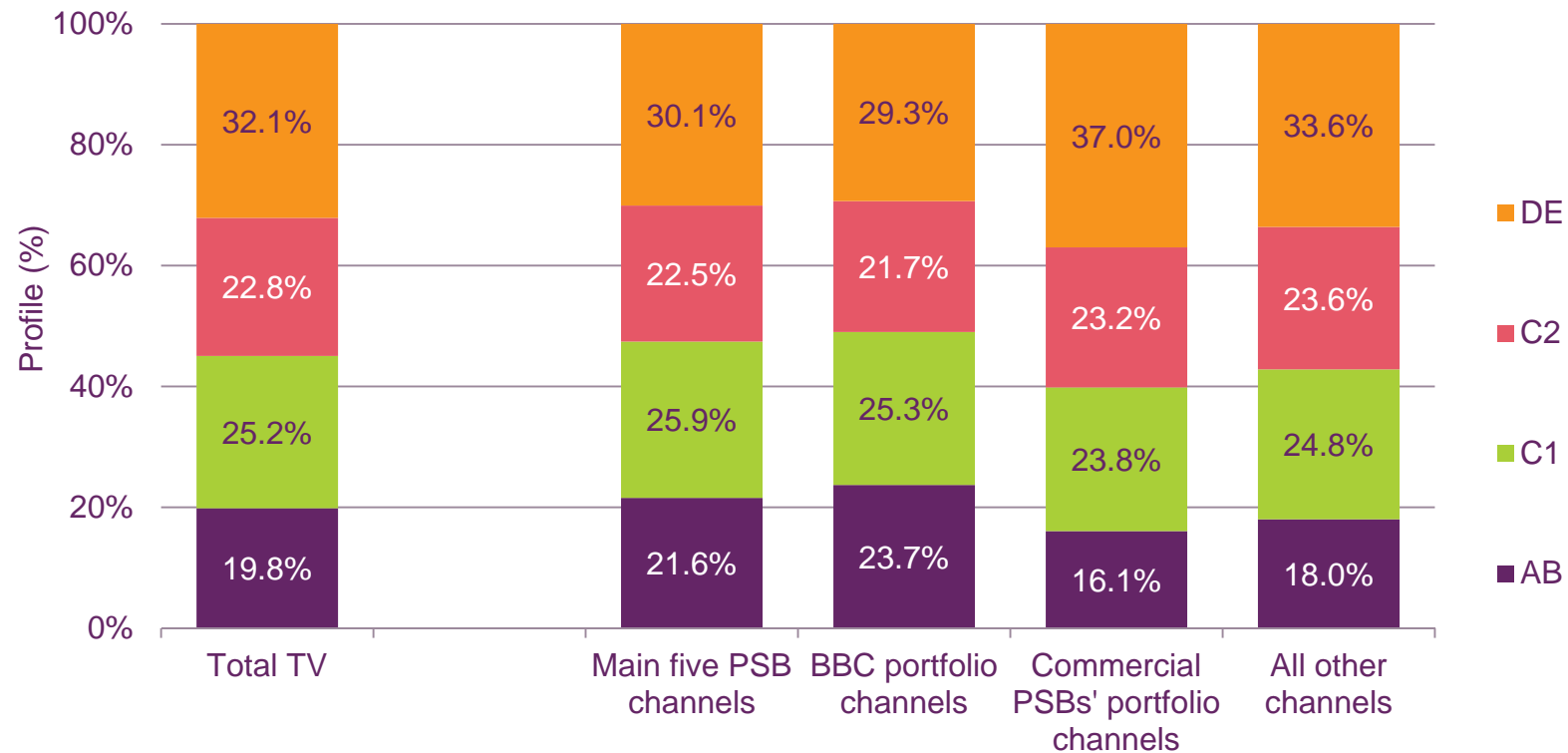


Source: BARB. All Individuals (4+), Network.

Figure 49



Socio-economic profile of viewers by channel group, 2014



Source: BARB. All Individuals (4+), Network.

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Summary: Time-shift viewing

- Time-shifted viewing is defined in BARB analysis as viewing of scheduled programmes recorded and subsequently played back within seven days, as well as viewing after pausing or rewinding live TV. The data presented looks at time-shifted viewing of programmes through the use of recording devices (such as the DVR) and catch-up services – it does not include viewing which takes place on the '+1' channel variants which may be viewed as a type of time-shifting.
- While the proportion of television viewers with a DVR has increased over the analysis period from 37.1% in 2009 to 73.2% in 2014, the proportion of Total TV viewing taking place live at the time the programme was originally broadcast has had small, but steady declines. Live viewing accounted for 84.9% of all viewing by DVR owners in 2009 – this fell to 83.0% in 2014. The split in time-shift viewing between watching on the same day or watching up to 7 days later remains broadly even (Figure 50).
- The time-shift patterns across viewing to the main five PSB channels are similar to those across Total TV. Live viewing accounted for 83.4% of viewing to these channels in 2014, a further 8.7% was viewed on the same day as the initial broadcast and 7.9% up to 7 days later (Figure 51).
- Viewing to Channel 4 and Channel 5 is more likely to be time-shifted than the other main five PSB channels. In 2009, 81.7% of viewing to Channel 4 was viewed live, this fell to 76.1% in 2014 – over the same period live viewing on Channel 5 fell from 80.3% to 77.2% (Figure 52).

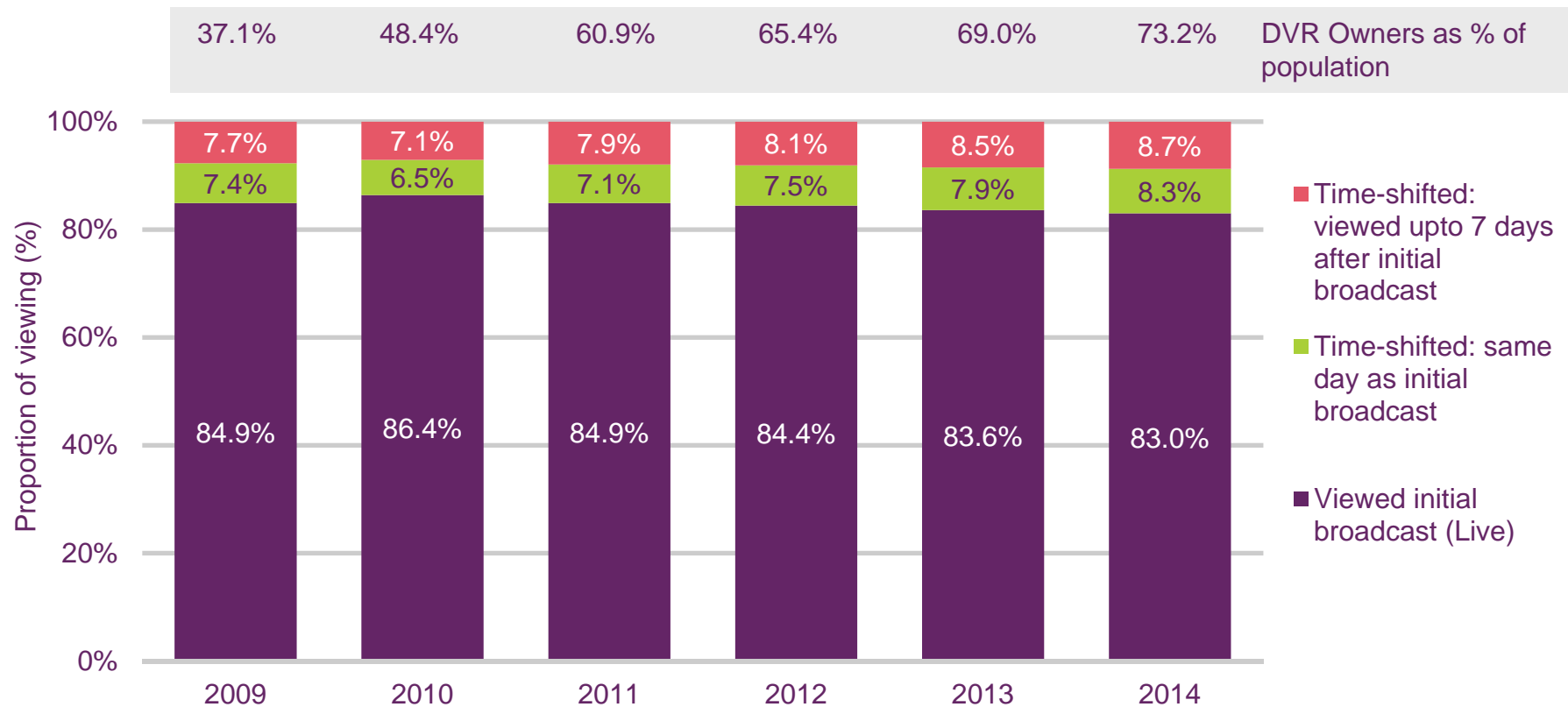
Summary: Time-shift viewing

- In 2009, 25-34 year olds with DVRs were most likely to time-shift their viewing – 80.6% of total television viewing was viewed live and 19.4% was time-shifted. Viewers aged 65 or over with DVRs were least likely to time-shift their viewing, with 90.5% of viewing taking place live. This trend was similar in 2014 with 76.3% of viewing by 25-34 year old DVR owners taking place live and 88.0% among those aged 65 or over with a DVR taking place live (Figure 53).
- As with total television viewing, 25-34 year old DVR owners are most likely to time-shift viewing to main five PSB channels. In 2014, 73.0% of their viewing to the main five PSB channels took place live and 27.0% was time-shifted – this is compared with 83.4% of live viewing among all individuals aged 4 or over with DVRs (Figure 54).
- Viewing to drama programming is most likely to be time-shifted among those who own a DVR. In 2009, 28.9% of viewing to *drama: other* programmes across the main five channels was time-shifted – this increased to 44.6% in 2014. The proportion of viewing to *UK drama* taking place after the live broadcast increased from 28.8% in 2009 to 36.0% in 2014 - over the same period, time-shifted viewing to *UK soaps* programmes also increased from 22.3% to 29.4%. Due to the nature and immediacy of the genres, *national/international news*, *sport* and *current affairs* programmes are less likely to be time-shifted (Figure 55).

Figure 50



Live vs. time-shifted viewing – Total TV, 2009-2014 : DVR individuals

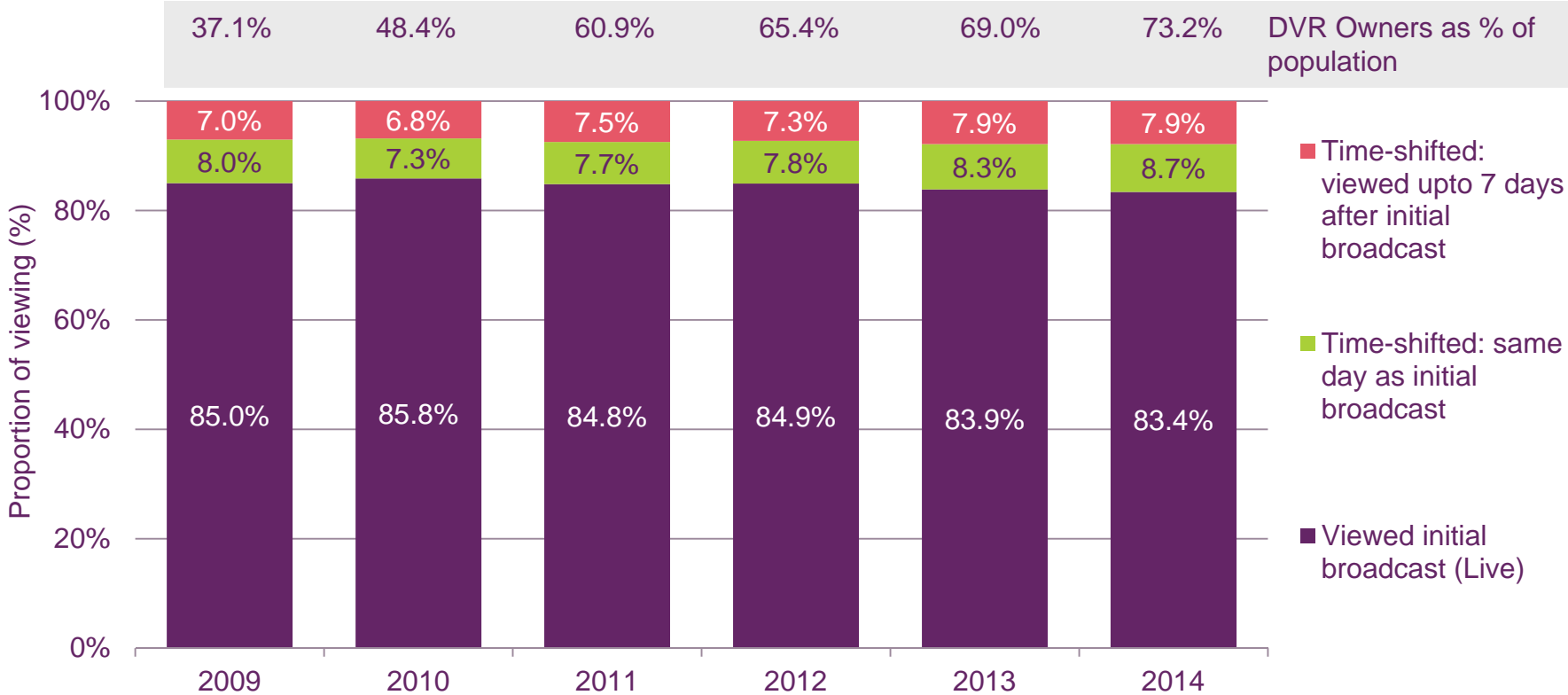


Source: BARB. All DVR owners aged 4+.
 2009: DVR owners, Multichannel Network/ 2010+: DVR owners, Network.

Figure 51



Live vs. time-shifted viewing – Main five PSB channels, 2009-2014 : DVR individuals

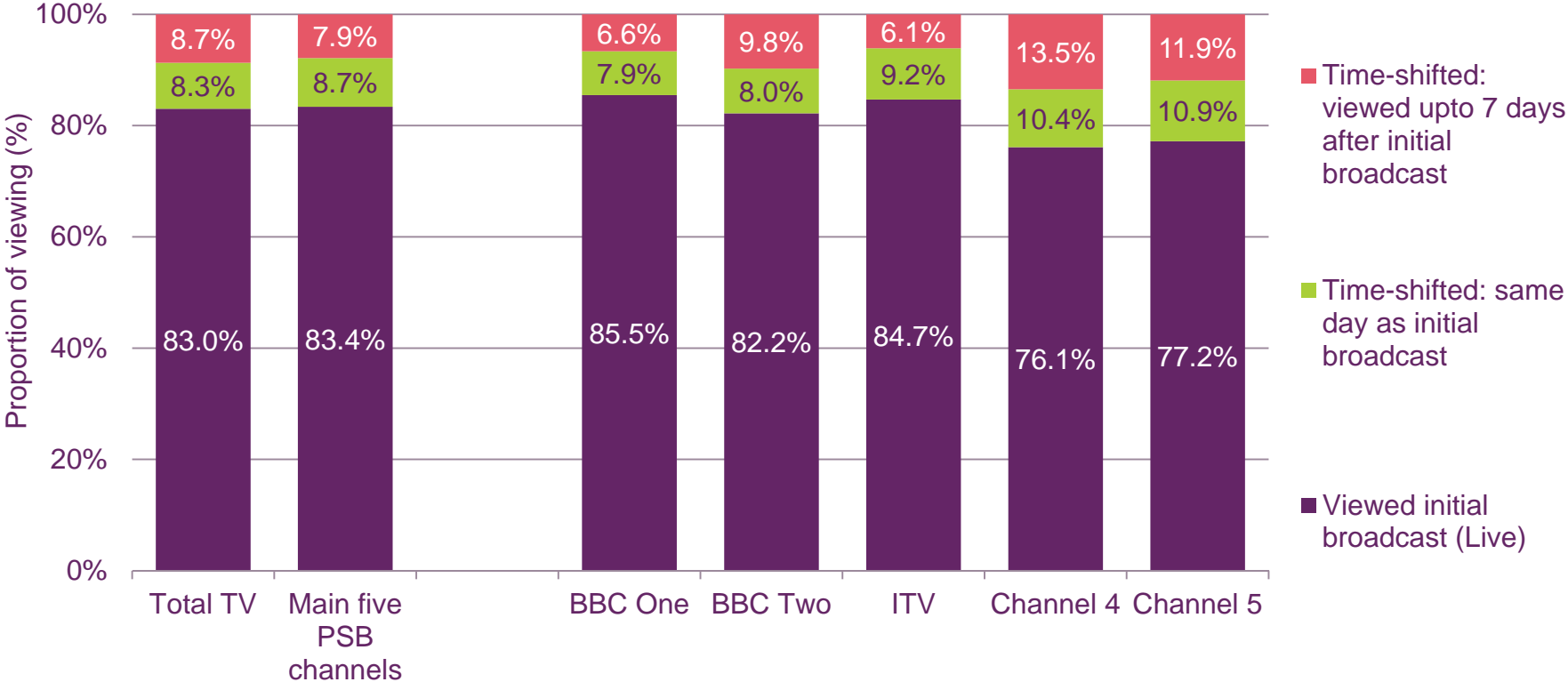


Source: BARB. All DVR owners.
 22009: DVR owners, Multichannel Network/ 2010+: DVR owners, Network.

Figure 52



Live vs. time-shifted viewing by channel – Main five PSB channels, 2014 : DVR individuals

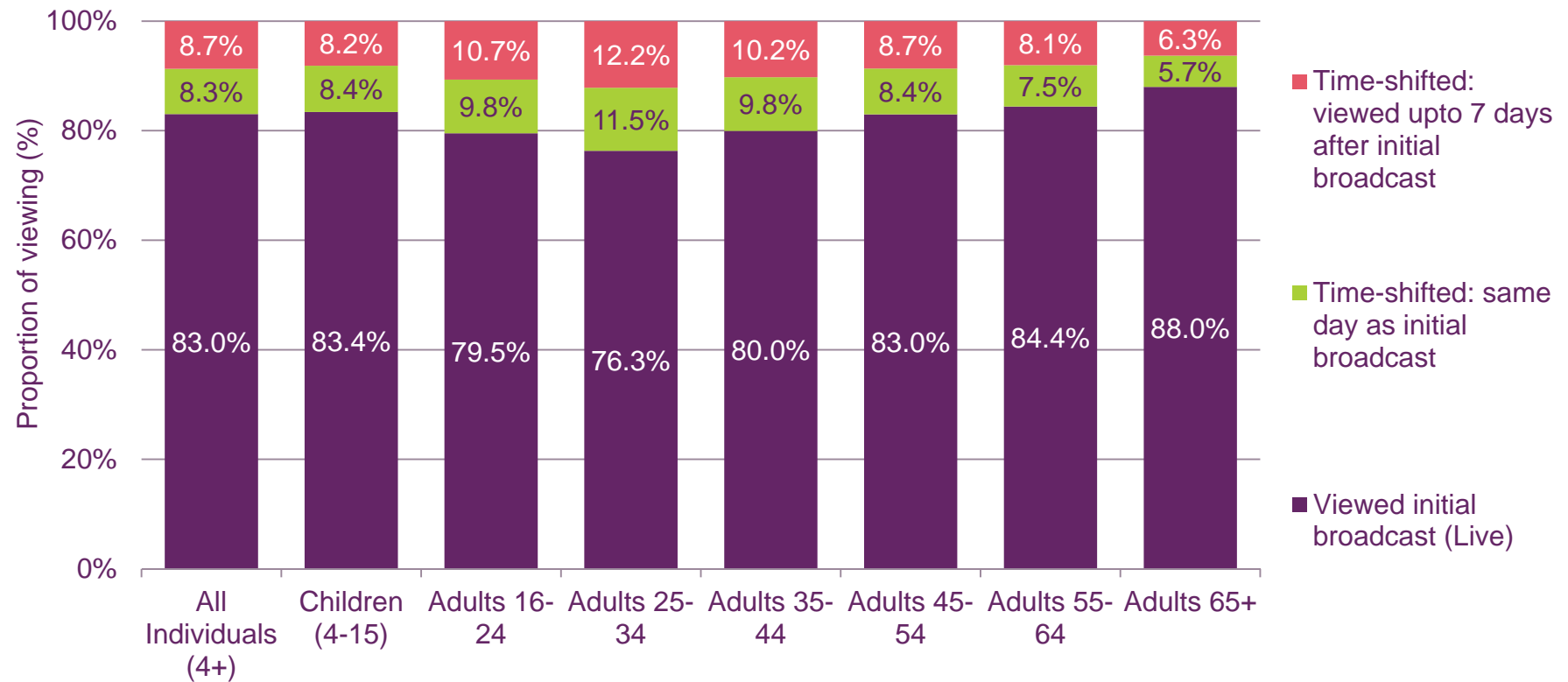


Source: BARB. All DVR owners, Network.

Figure 53



Live vs. time-shifted viewing by age group – Total TV, 2014 : DVR individuals

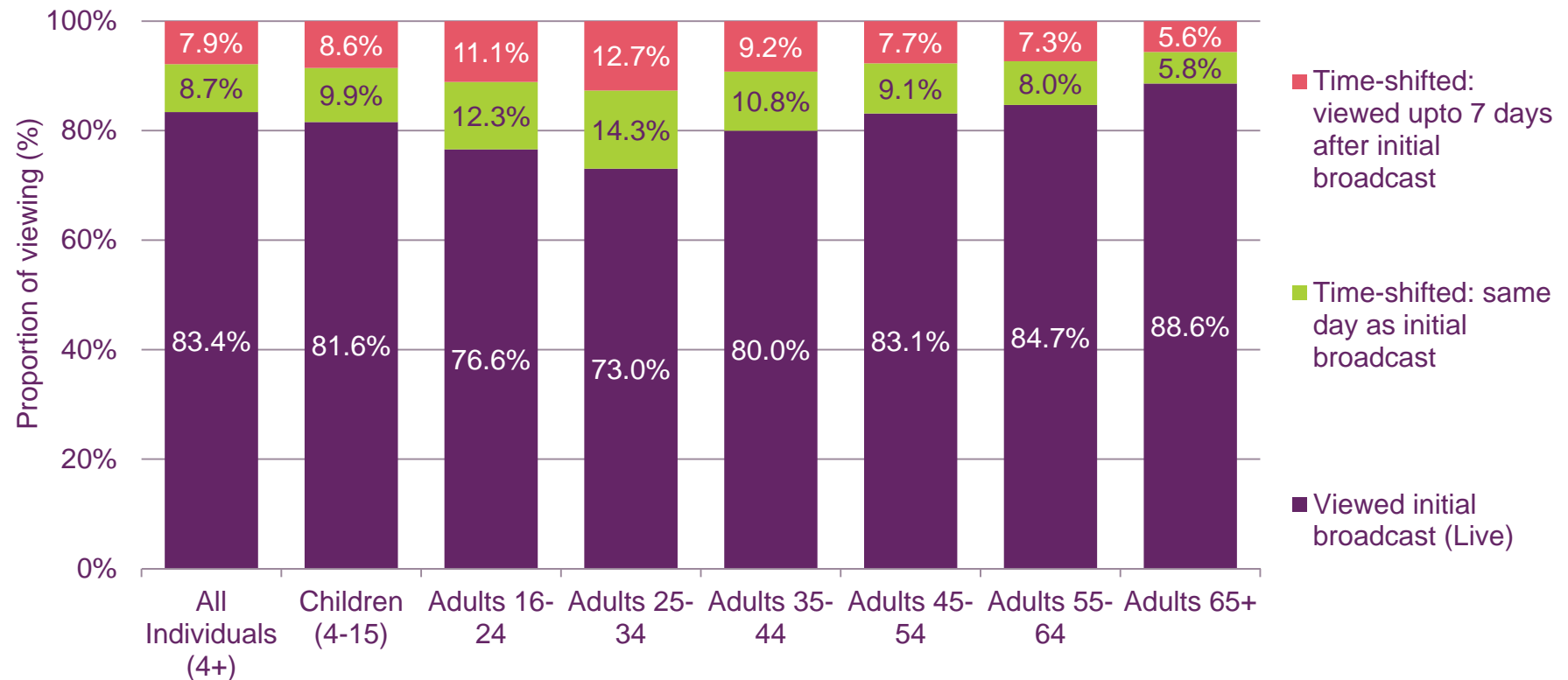


Source: BARB. All DVR owners by age group, Network.

Figure 54



Live vs. time-shifted viewing by age group – Main five PSB channels, 2014 : DVR individuals

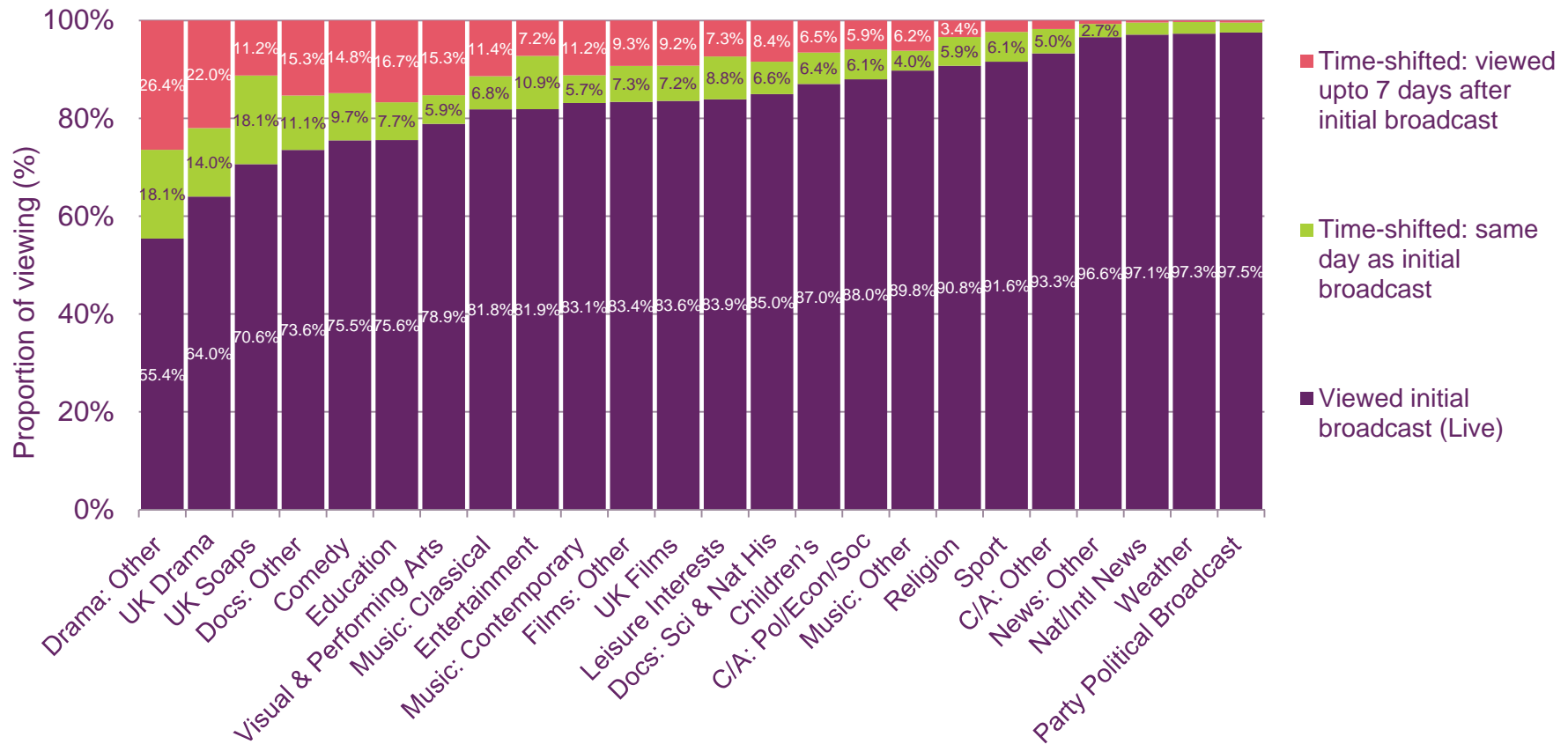


Source: BARB. All DVR owners by age group, Network.

Figure 55



Live vs. time-shifted viewing by genre – Main five PSB channels, 2014: DVR individuals



Source: BARB. All DVR owners, Network. Network programming based on 4+ area filter.

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Summary: Range of viewing by genre – All day

- Over the analysis, the split in viewing across the main five PSB channels by genre remained fairly stable. Between 2009 and 2014, there was an increase in the proportion of viewing represented by *entertainment* programming (16.1% to 19.4%). The proportion of viewing time represented by *sport* has fluctuated over the analysis period, peaking at 12.6% in 2012 and increasing to 11.4% in 2014 after a fall in 2013 (8.0%) – these trends are likely to be related to the timings of event programming such as the London Olympics, World Cup, etc (Figure 56).
- As across all years over the analysis period, *national/international news* represented the largest proportion of viewing to BBC One in 2014, accounting for 23.4% of viewing. *Entertainment* (13.6%), *sport* (12.4%), *leisure interests* (12.3%) and *UK drama* (11.4%) each represented over 10% of viewing to BBC One (Figure 57).
- While *leisure interests* programming continues to represent the largest proportion of viewing to BBC Two (22.4% in 2014), the proportion of viewing represented by *sport* increased from 14.7% in 2013 to 22.0% in 2014 (Figure 58).
- The proportion of viewing to ITV represented by *entertainment* programming increased for the fifth consecutive period (over the analysis period) – increasing steadily from 24.4% in 2009 to 35.5% in 2014. While viewing to the second most popular genre on the channel, *UK soaps*, has remained stable over this period, there has been a decline in viewing to *UK drama, films: other, leisure interests* and *national/international news* (Figure 59).

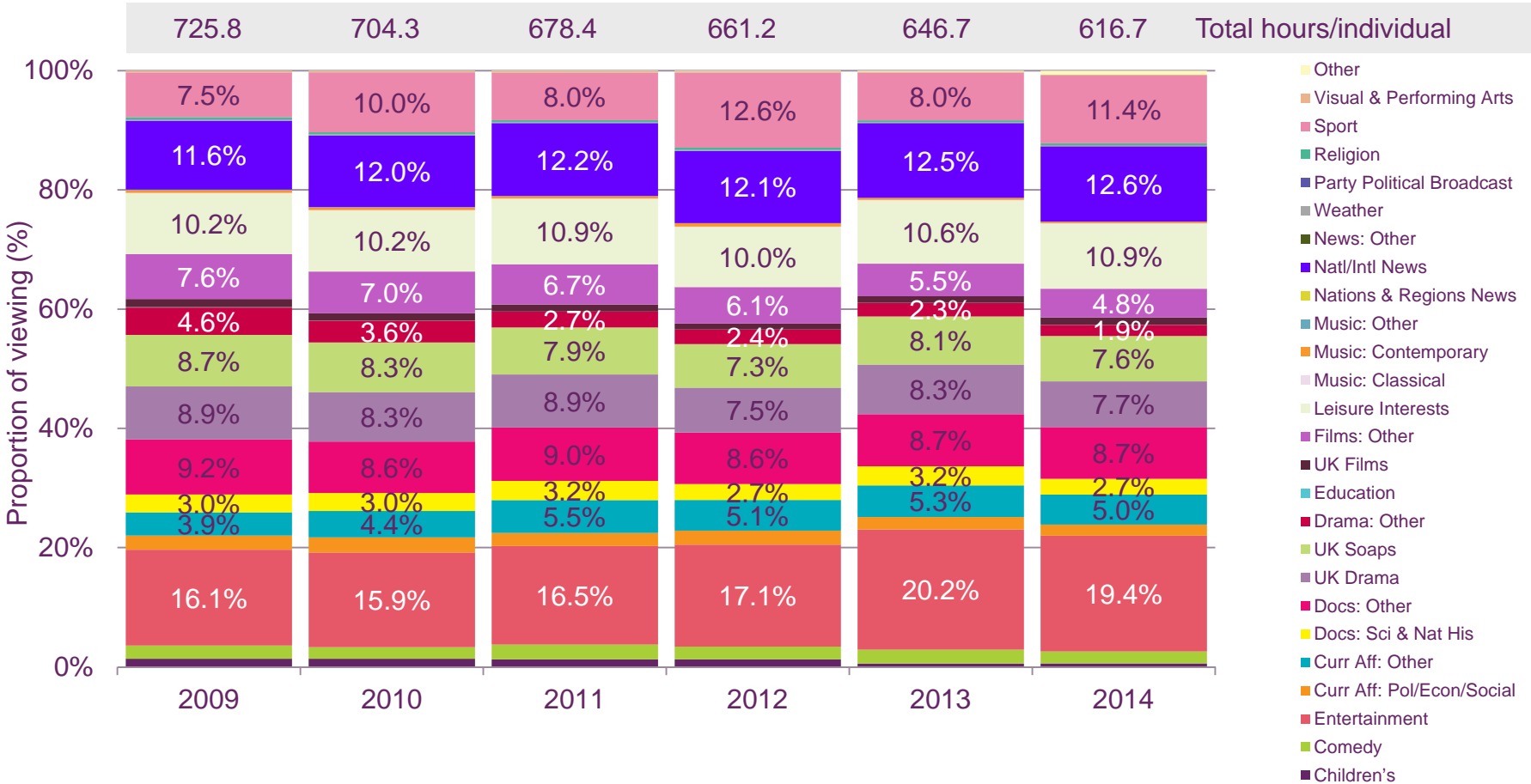
Summary: Range of viewing by genre – All day

- *Documentaries: other* accounted for the largest proportion of viewing to Channel 4 in 2014, increasing in share from 19.5% in 2013 to 21.1% in 2014. The second most watched genre on the channel, *leisure interests*, also increased share from 18.9% in 2013 to 20.7% in 2014. Between 2013 and 2014, there was a decline in the proportion of viewing to Channel 4 represented by *comedy* (7.3% to 5.9%), *entertainment* (18.9% to 18.2%) and *films: other* (12.8% to 11.3%) (Figure 60).
- Viewing to Channel 5 in 2014 continued to be dominated by viewing to *documentaries: other* (29.9%), *films: other* (24.4%) and *drama: other* (20.3%). Over the six-year analysis period, the proportion of viewing represented by *documentaries: other* increased (14.5% in 2009 to 29.9% in 2014) and that represented by *drama: other* fell (35.6% in 2009 to 20.3% in 2014). The proportion of viewing by all individuals represented by *children's* programming increased from 3.3% in 2009 to 6.2% in 2014 (Figure 61).

Figure 56



Range of viewing by genre on the main five PSB channels – All Individuals, 2009-2014, All day

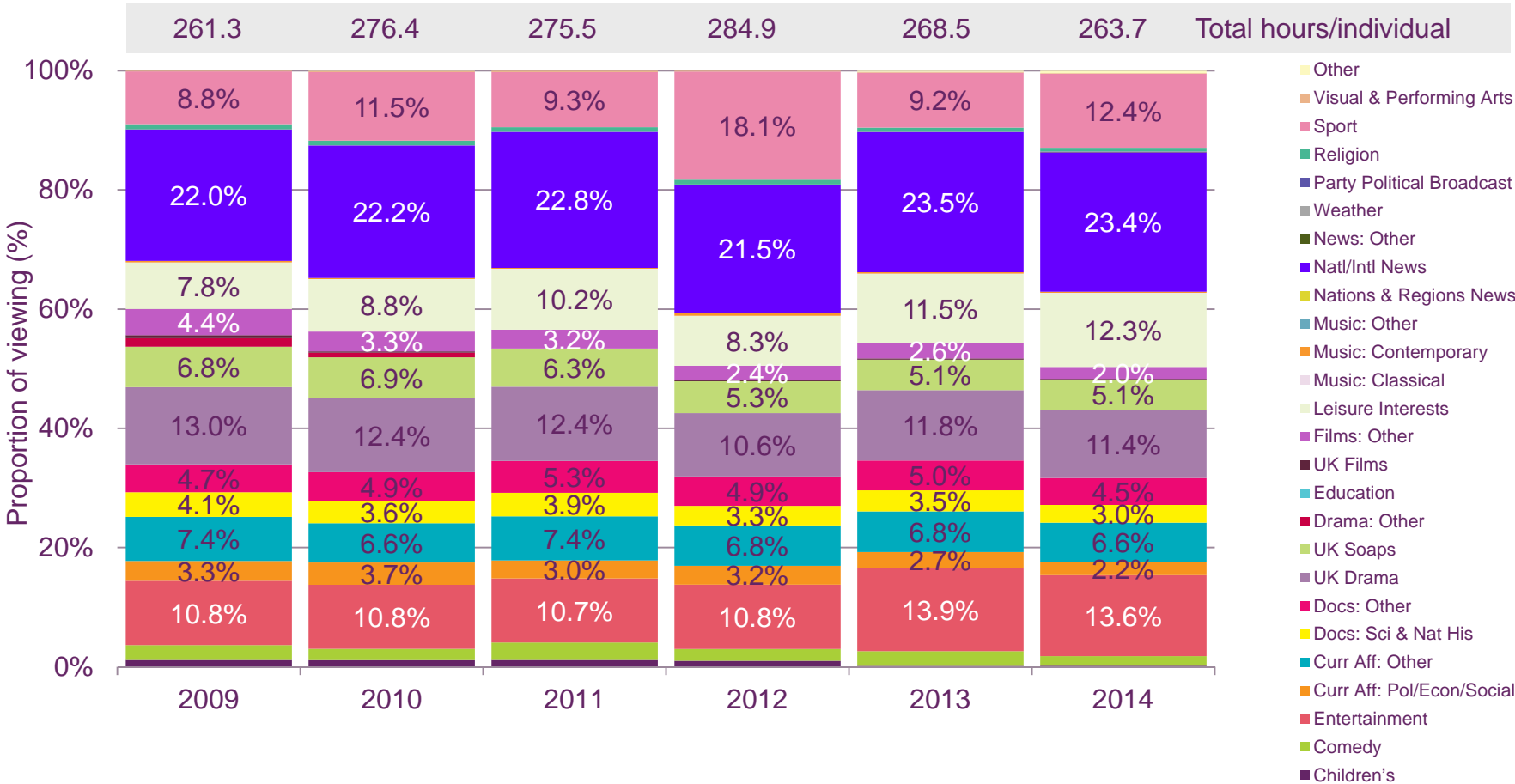


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 57



Range of viewing by genre on BBC One – All Individuals, 2009-2014, All day

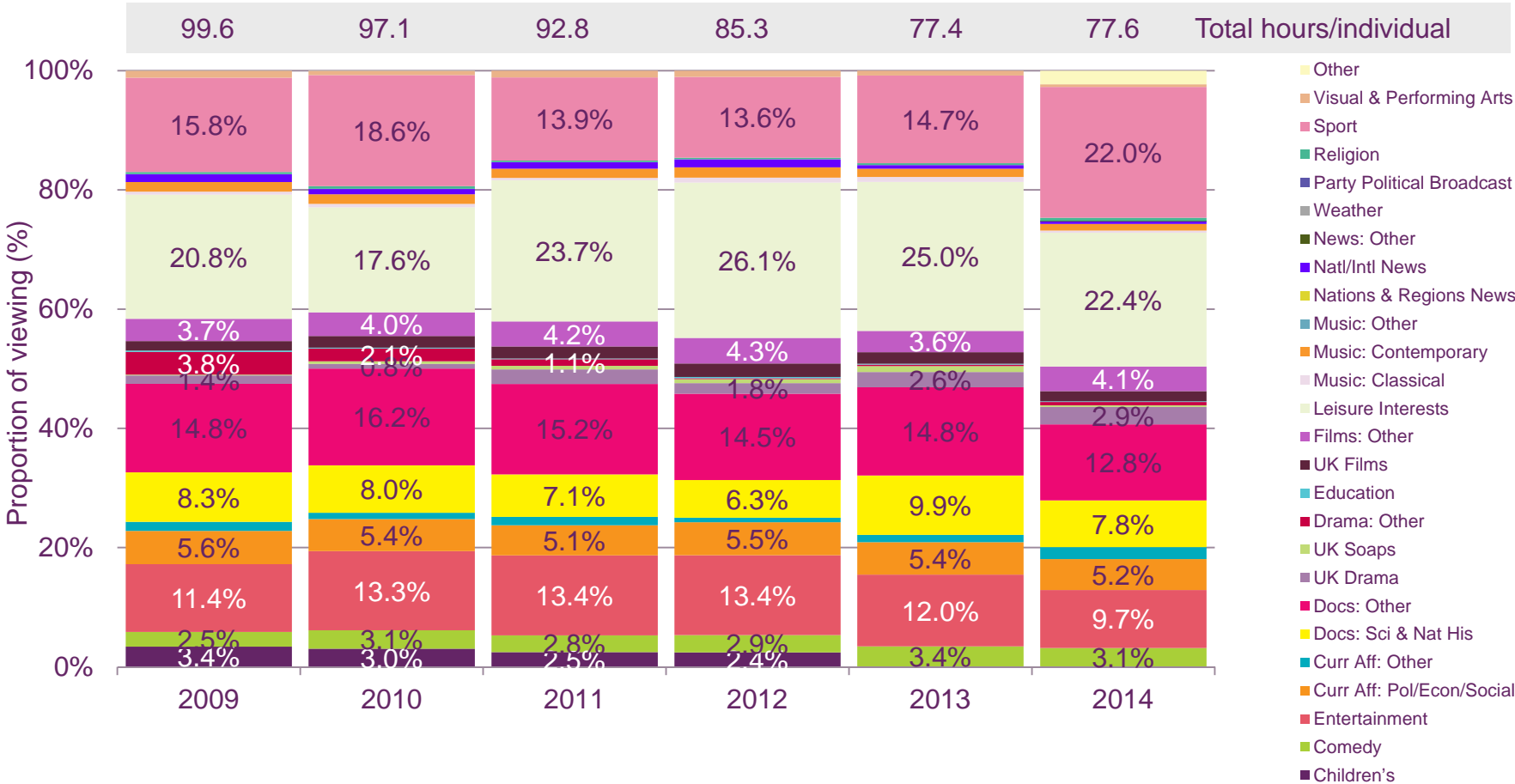


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 58



Range of viewing by genre on BBC Two – All Individuals, 2009-2014, All day

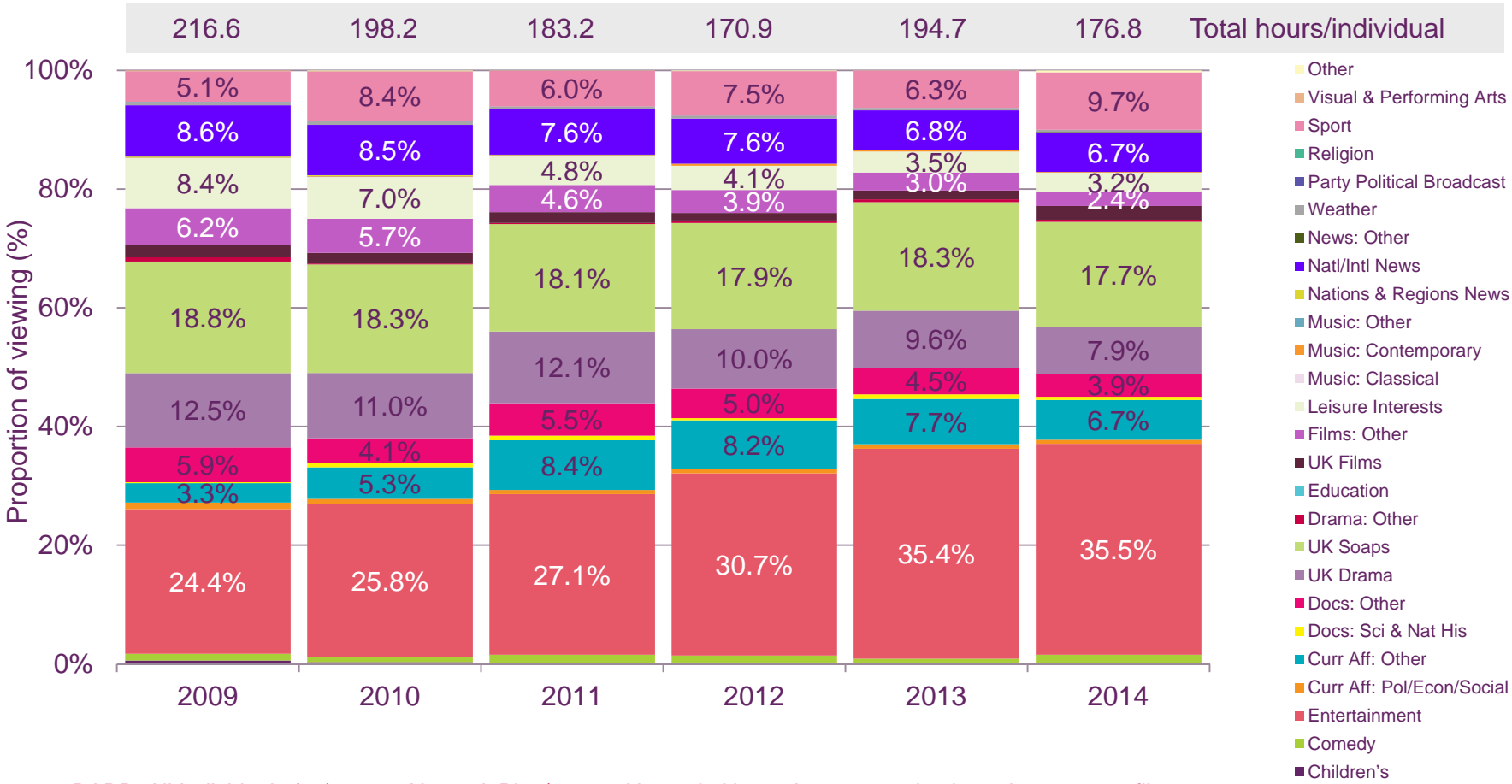


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 59



Range of viewing by genre on ITV – All Individuals, 2009-2014, All day

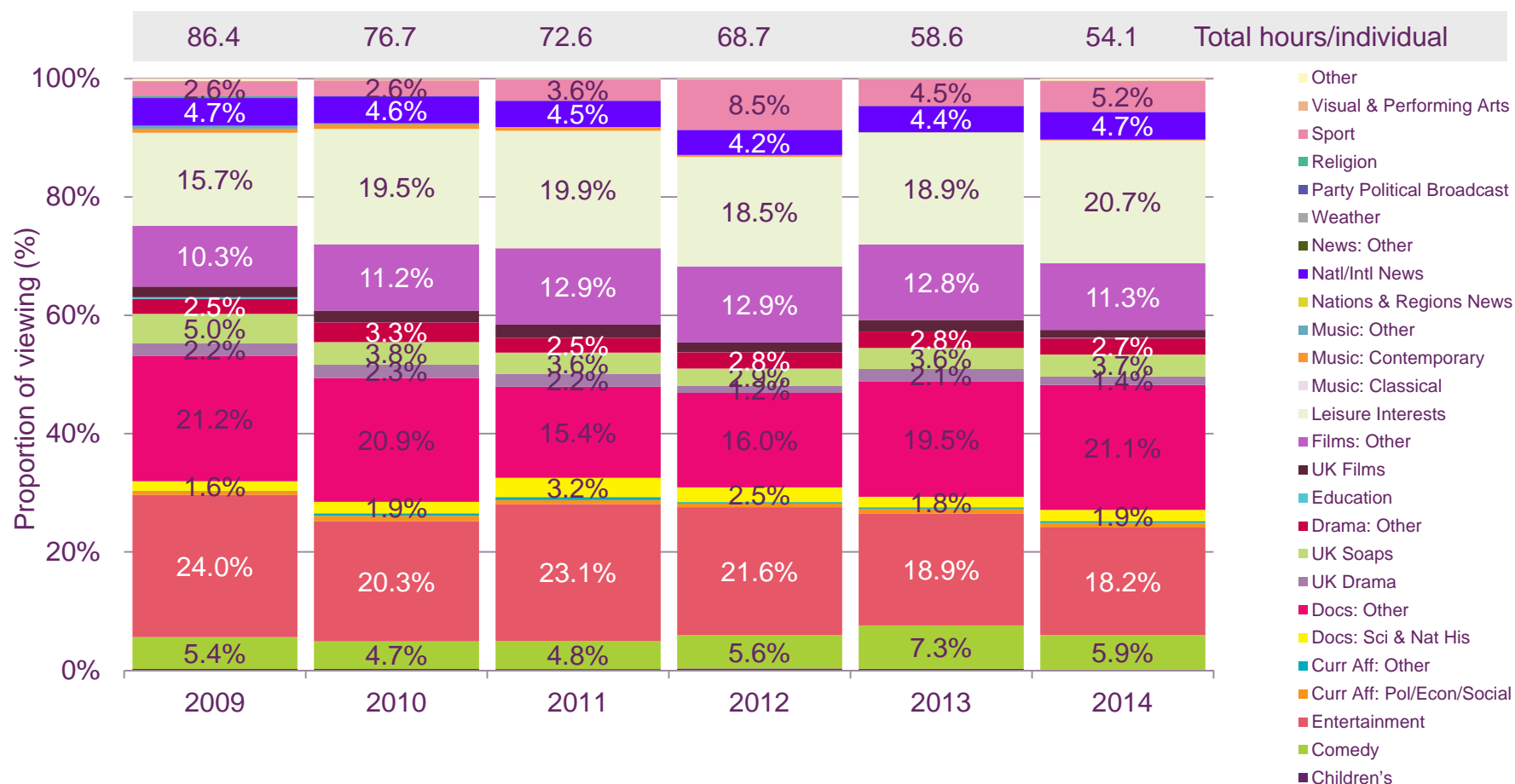


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 60



Range of viewing by genre on Channel 4 – All Individuals, 2009-2014, All day

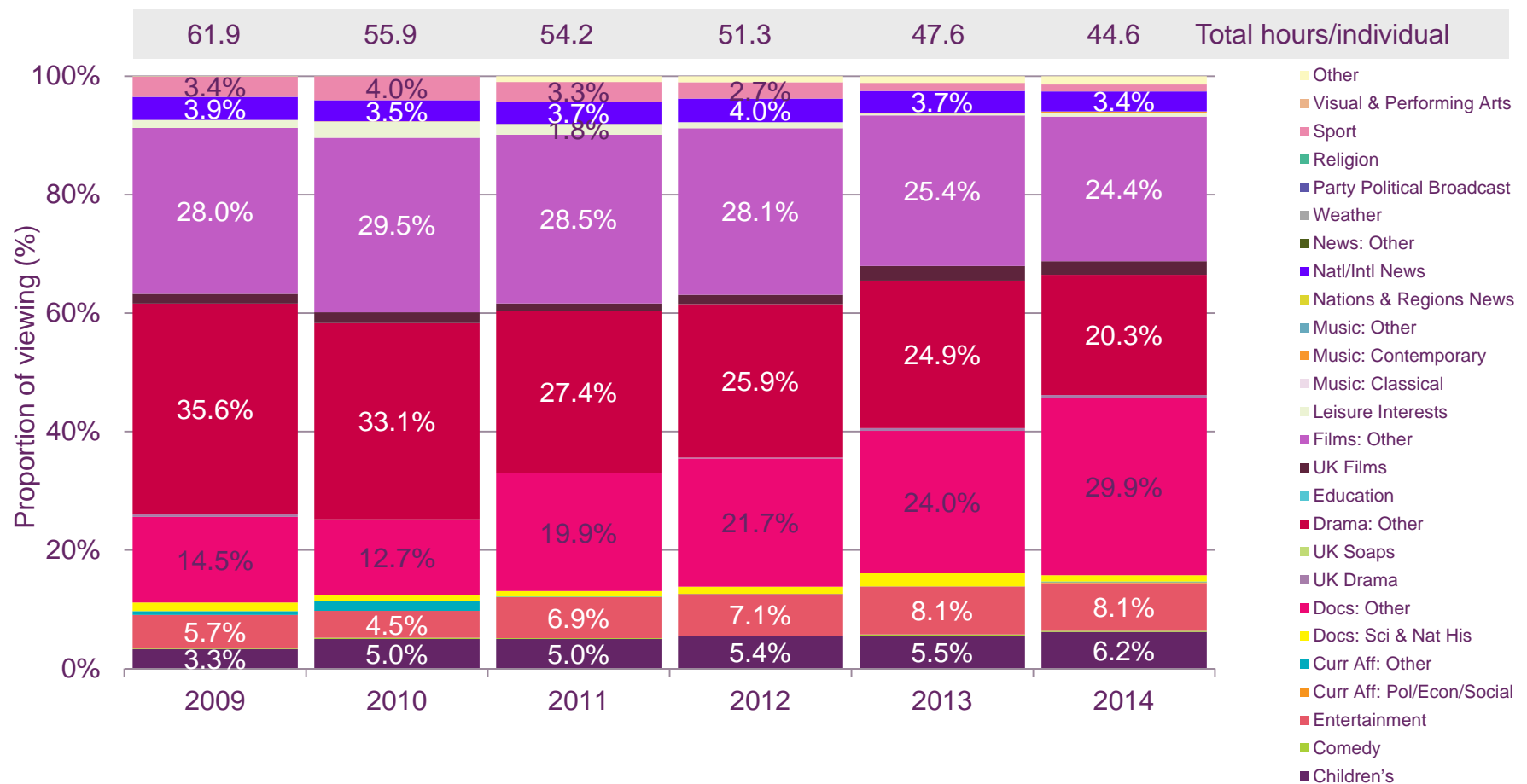


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 61



Range of viewing by genre on Channel 5 – All Individuals, 2009-2014, All day



Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Summary: Range of viewing by genre – peak time

- During the peak time slot of 18:00-22:30, *entertainment* programming (18.3%) accounted for the largest proportion of viewing to the main five PSB channels in 2014. The proportion of viewing represented by *UK drama* fell from 13.6% in 2013 to 12.7% in 2014 – over the same period the proportion accounted for by *UK soaps* also fell from 14.8% to 14.1%. Viewing to *sport* increased from 4.9% in 2013 to 7.7% in 2014. *National/international news* continued to account for around 10% of peak time viewing on the main five PSB channels (Figure 62).
- During peak time on BBC One, *UK drama* accounted for 20.7% of viewing in 2014. Between 2013 and 2014 there was a fall in the proportion of viewing accounted for by *current affairs: other* (9.9% to 8.3%), *documentaries: science and natural history* (5.9% to 5.3%), *documentaries: other* (4.5% to 3.7%) and *UK soaps* (10.7% to 9.9%). The proportion of viewing represented by *leisure interests* (5.5% to 7.0%) and *sport* (3.9% to 7.9%) increased year-on-year (Figure 63).
- As noted with viewing across the whole day, *leisure interests* programming accounted for the largest proportion of peak time viewing to BBC Two in 2014 (27.1%). *Documentaries: other* was the second most watched genre on BBC Two in 2014, representing 18.1% of viewing – down from 21.4% in 2013. *Sport* accounted for 8.8% in viewing in 2014, up from 5.8% in 2013 (Figure 64).
- During peak time viewing on ITV, over half (57.0%) of viewing in 2014 was accounted for by *UK soaps* (28.8%) and *entertainment* programming (28.2%). Compared with 2009, the proportion of peak time viewing on ITV represented by *UK drama* fell (15.0% to 11.7%) and the proportion represented by *sport* increased (5.3% to 10.1%) (Figure 65).

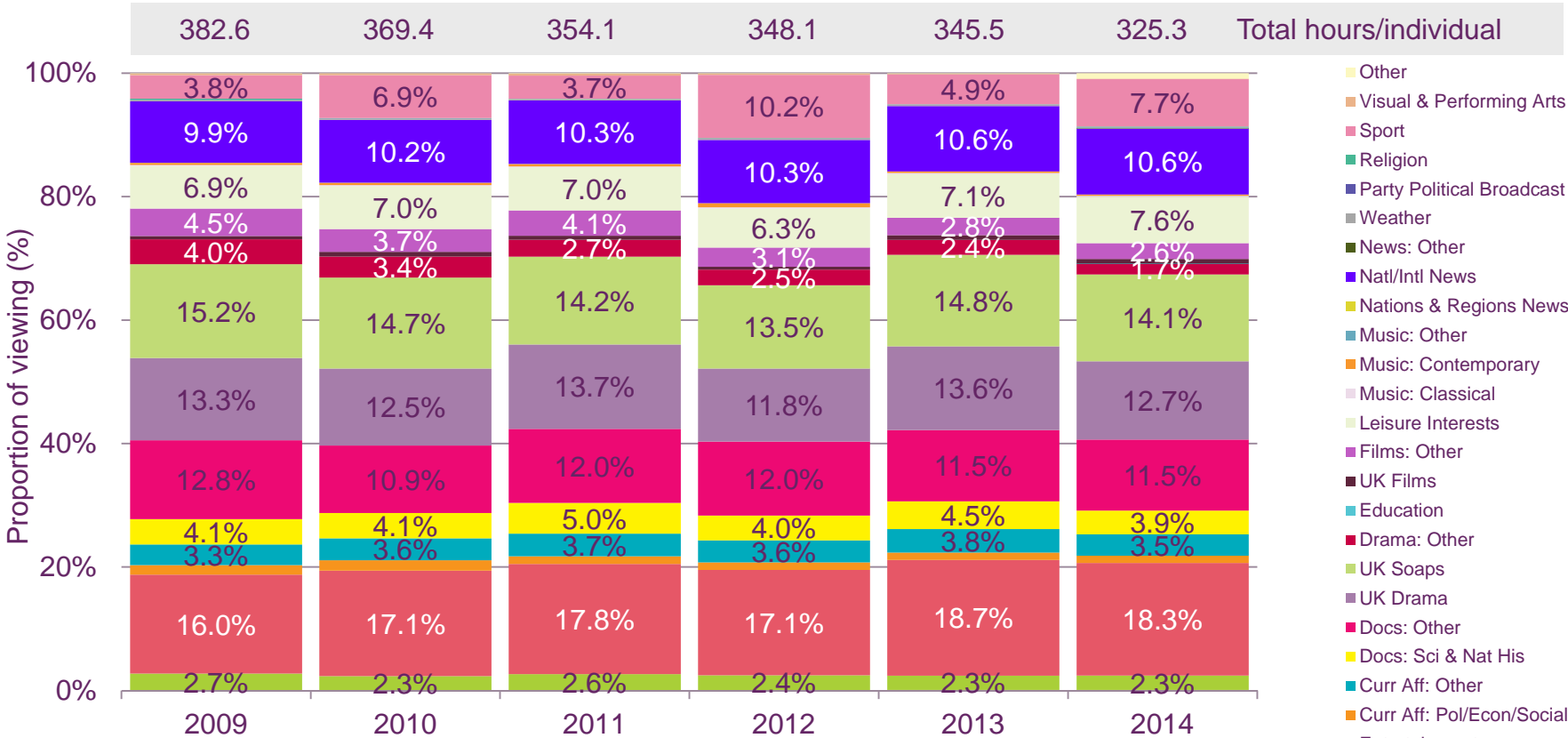
Summary: Range of viewing by genre – Peak time

- Almost a third of all peak time viewing on Channel 4 was to the *documentaries: other* genre (29.8%). *entertainment* programming accounted for a greater proportion of viewing in 2014 compared with 2013 (up from 14.7% to 16.1%), as did the *leisure interests* genre (13.0% to 14.2%) – *films: other* accounted for 10.6% of peak time viewing in 2014, down from 12.1% in 2013 (Figure 66).
- As with trends across all day viewing on Channel 5, *documentaries: other* (51.0%), *drama: other* (20.6%) and *films: other* (13.6%) have dominated peak time viewing on Channel 5 – these genres accounted for a combined share of 85.2% of viewing in 2014 (Figure 67).

Figure 62



Range of viewing by genre on the main five PSB channels – All Individuals, 2009-2014, Peak time

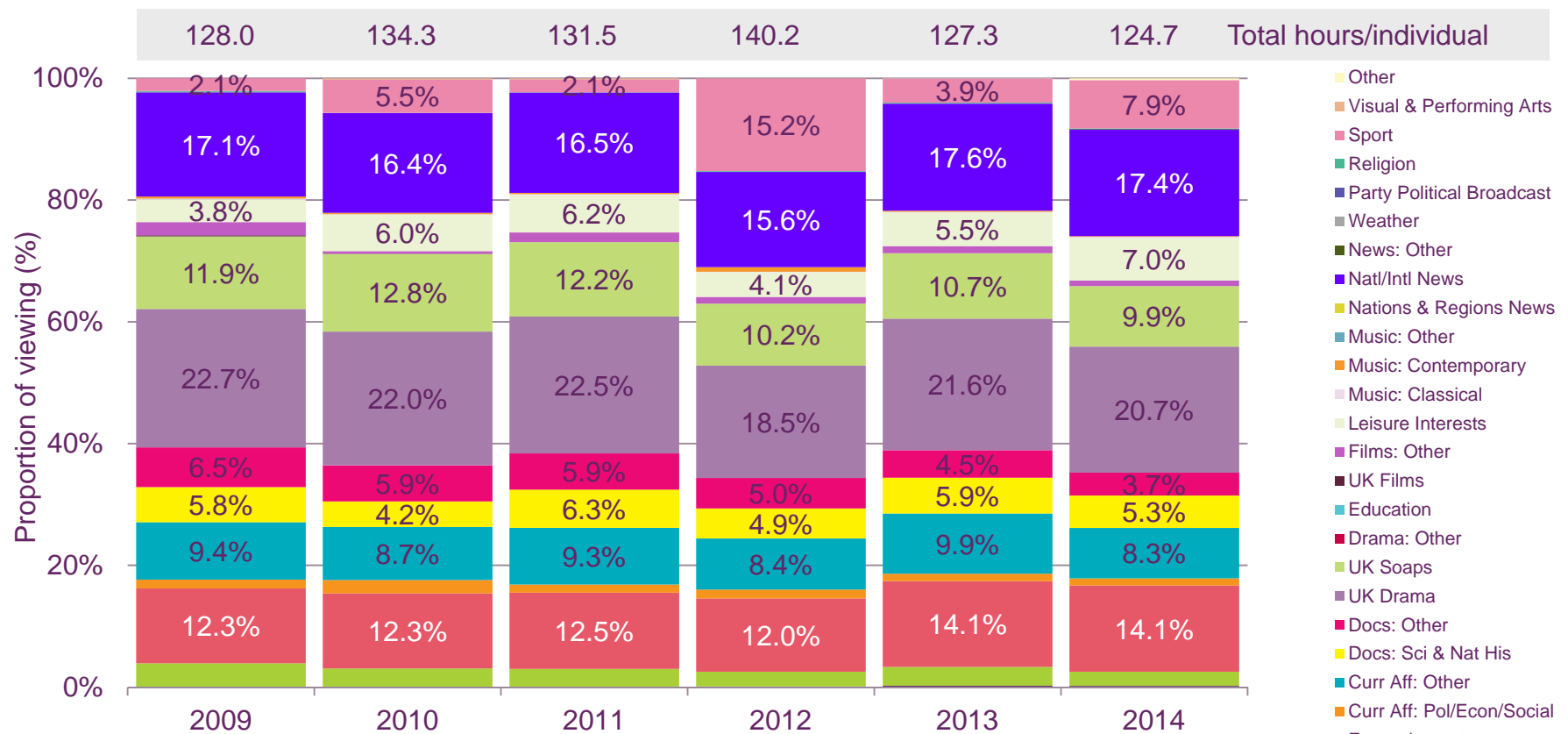


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30.

Figure 63



Range of viewing by genre on BBC One – All Individuals, 2009-2014, Peak time

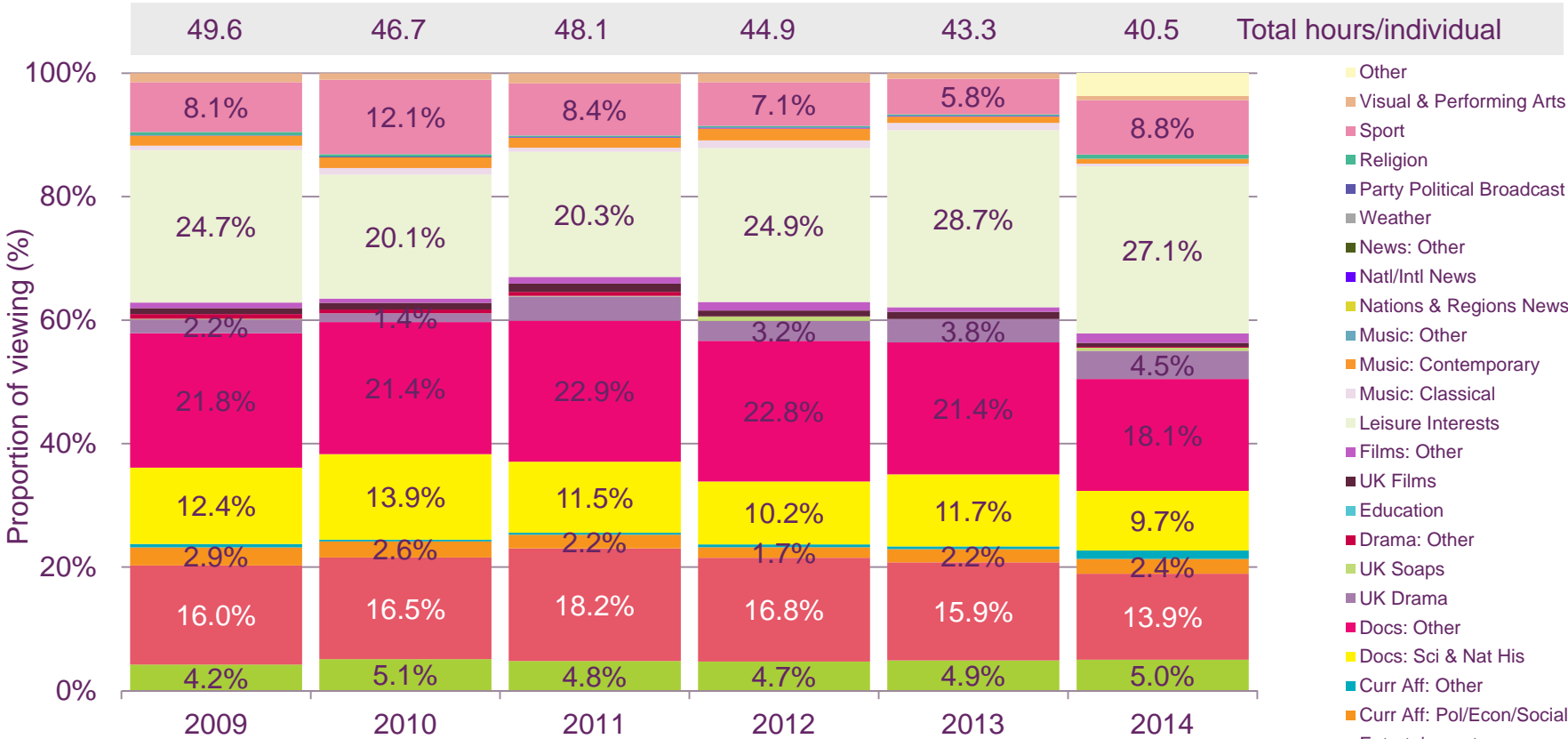


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30.

Figure 64



Range of viewing by genre on BBC Two – All Individuals, 2009-2014, Peak time

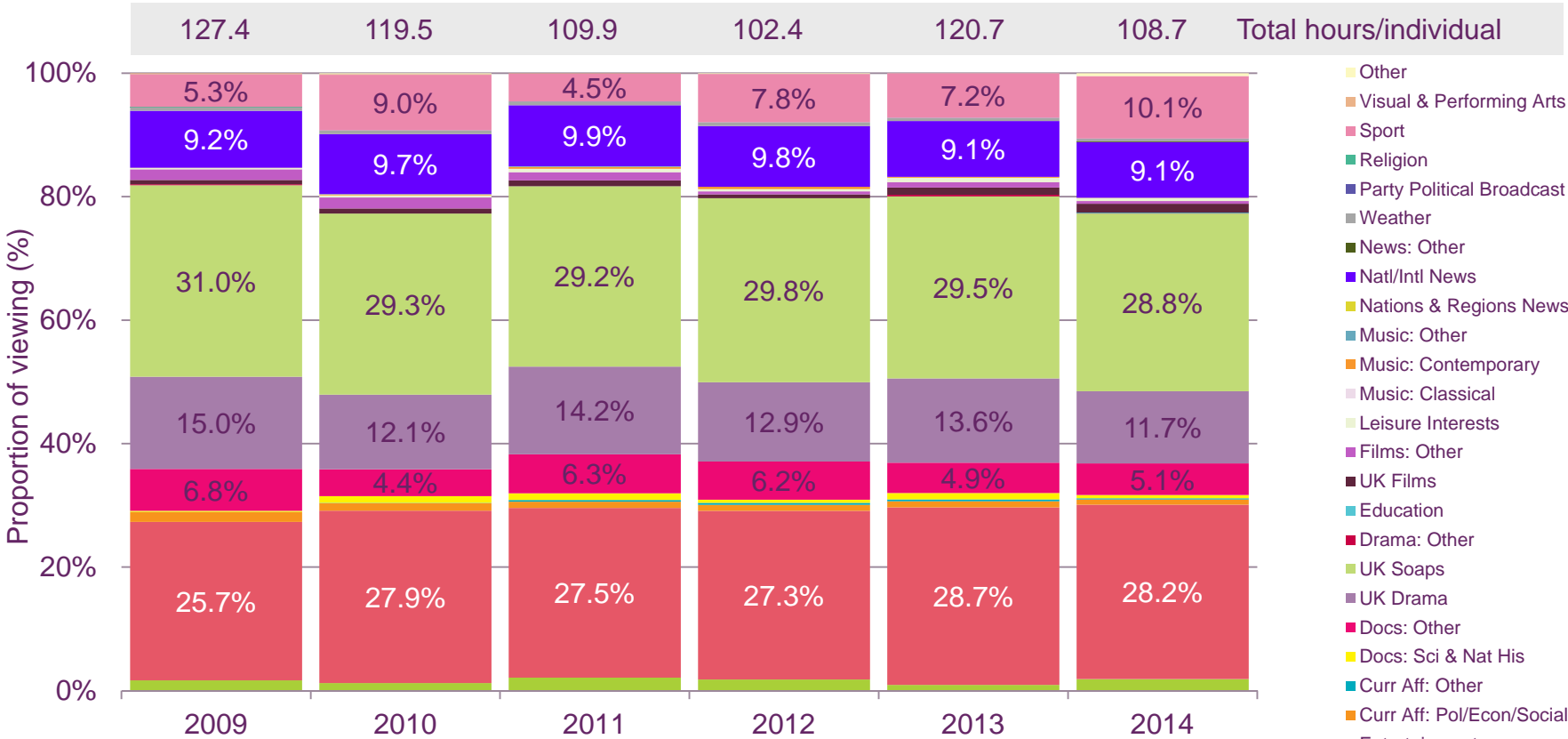


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30.

Figure 65



Range of viewing by genre on ITV – All Individuals, 2009-2014, Peak time

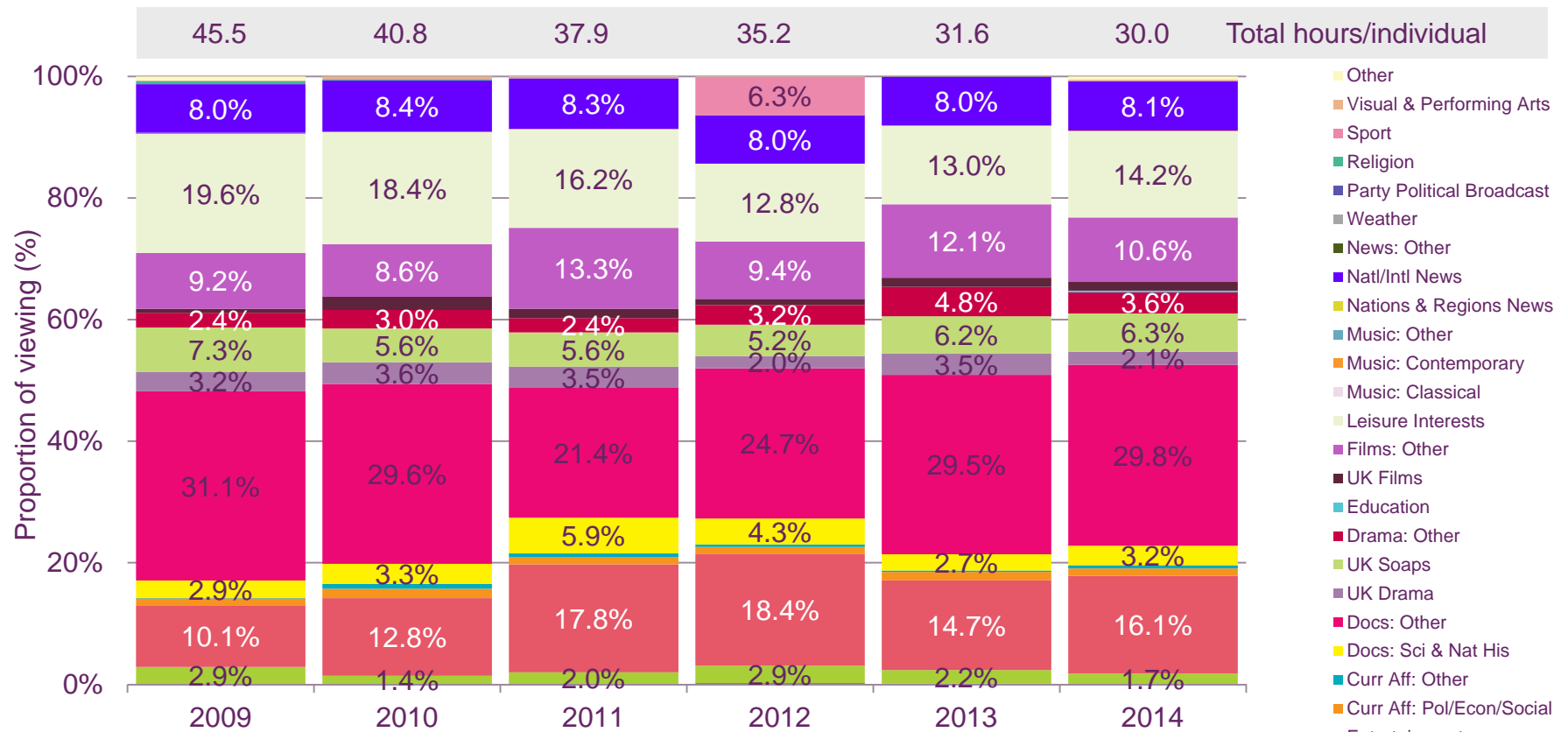


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30.

Figure 66



Range of viewing by genre on Channel 4 – All Individuals, 2009-2014, Peak time

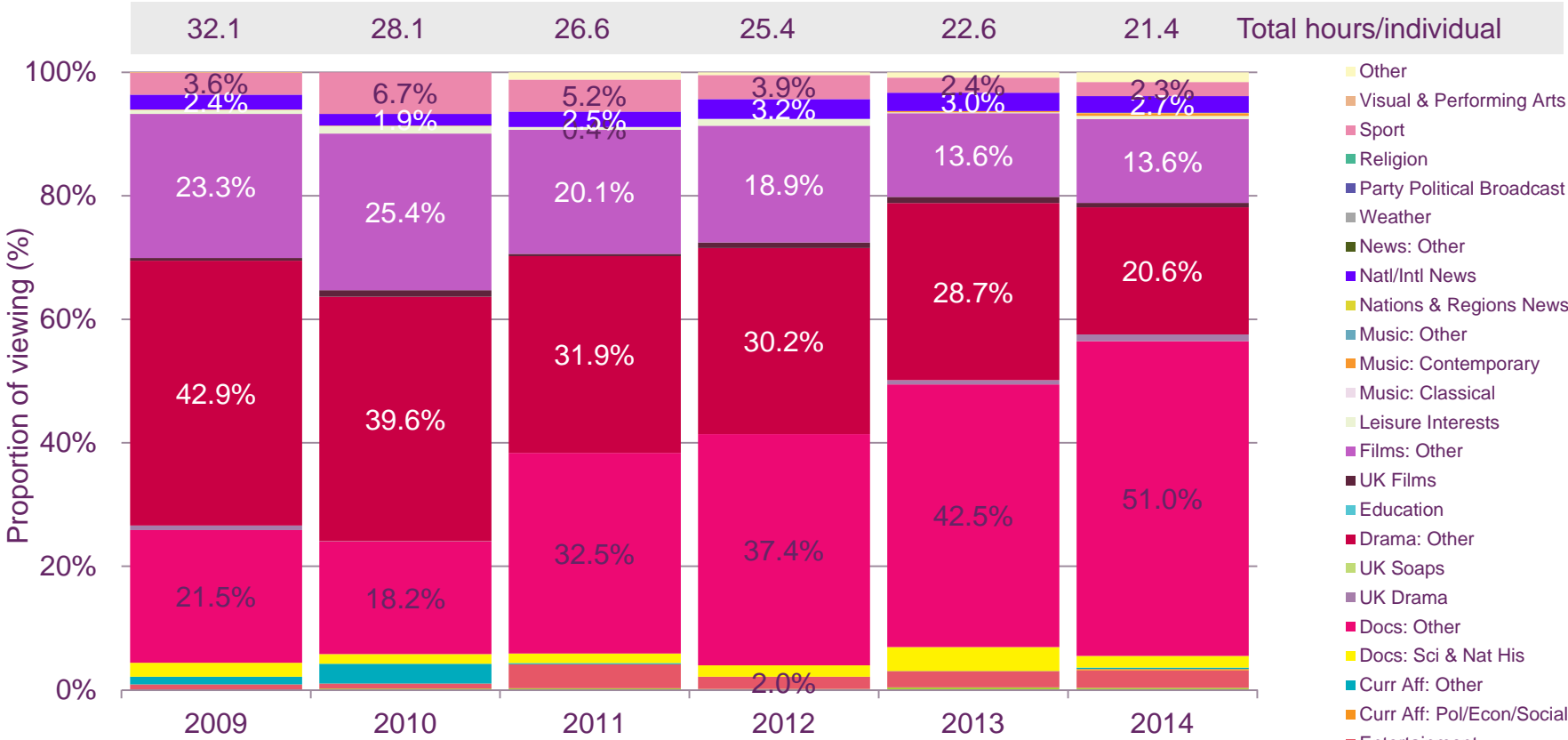


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30.

Figure 67



Range of viewing by genre on Channel 5 – All Individuals, 2009-2014, Peak time



Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30.

Summary: Range of viewing by genre – Output versus Viewing, All day

- The proportion of time viewers spend watching a particular genre will be related to the amount of time dedicated to those genres on a channel's schedule. Often due to the popularity of a particular genre or the scheduling of programming, the proportion of time spent by viewers watching a genre may be higher than the proportion of time the genre is shown.

Main five PSB channels

- *National/international news* accounted for 29.4% of BBC One's output in 2009 – this rose by 10 percentage points to 39.9% in 2014. The share of viewing represented by this genre remained comparably stable at 23.4% in 2014 compared with 22.0% in 2009. The share of BBC One's output represented by *leisure interests* programming also increased over the two periods, from 9.8% to 12.4% - viewing also increased from 7.8% to 12.3%. *Entertainment* programming accounted for 7.9% of output and 13.4% of viewing in 2014 – similarly *UK drama* (5.3% output, 11.4% viewing) and *sport* (9.6% output, 12.4% viewing) were particularly popular when comparing output versus viewing shares (Figure 68).
- *Children's* programming fell from 20.9% of output on BBC Two in 2009 to 0.3% in 2014. The proportion of output represented by *national/international news* also fell, from 8.3% to 2.2%, while the share of output accounted for by *leisure interests* increased from 10.5% to 19.4%. *Entertainment* programming (4.6% output, 9.7% viewing in 2014) and *sport* (15.6% output, 22.0% viewing) were both relatively popular among viewers (Figure 68).

Summary: Range of viewing by genre – Output versus Viewing, All day

Main five PSB channels

- While there were increased in the shares of ITV's output accounted for by *entertainment* (from 18.3% in 2009 to 33.6% in 2014) and *current affairs: other* (4.9% to 14.4%), the shares represented by *films: other* (10.0% to 5.7%), *leisure interests* (12.4% to 7.0%) and *national/international news* (18.1% to 12.2%) fell. Comparing output with viewing shares suggests *UK soaps* (3.6% output, 17.7% viewing) and *sport* (5.0% output, 9.7% viewing) were popular among viewers in 2014. While *leisure interests* programming increased as a share of output over the two periods, the genre accounted for 6.7% of viewing in 2014, compared with 14.4% of output (Figure 68).
- Between 2009 and 2014 the shares of Channel 4's output represented by *children's* (4.7% to 0.5%), *documentaries: other* (18.7% to 11.8%) and *education* (3.4% to 0.02%) programming fell, while the shares accounted for by *comedy* (9.4% to 12.6%), *entertainment* (12.3% to 15.5%), *leisure interests* (8.0% to 22.8%) and *sport* (7.5% to 10.0%) increased. The share of viewing accounted for by *entertainment* fell from 24.0% to 18.2% in 2014 – although this was higher than the share of output represented by this genre (15.5%) (Figure 68).
- Between 2009 and 2014, the share of Channel 5's output represented by *children's* (13.0% to 19.6%) and *documentaries: other* (12.0% to 24.7%) increased as the share accounted for by *entertainment* (14.6% to 8.6%), *drama: other* (15.6% to 13.4%) and *sport* (11.8% to 0.8%) fell. With the increase in output, there was an increase in the share of viewing accounted for by *documentaries: other* from 14.5% to 29.9%. Given the niche nature of *children's* programming, the genre accounted for 6.2% of viewing to Channel 5 across all individuals, compared with 19.6% of output in 2014 (Figure 68).

Summary: Range of viewing by genre – Output versus Viewing, All day

With many portfolio channels targeted towards specific audiences or broadcasting particular strands of programming, the differentials between the share of output and viewing accounted for by a particular genre may be less notable.

BBC portfolio channels

- BBC Three's share of output represented by *documentaries: other* fell from 35.9% in 2009 to 28.6% in 2014 – over the same period there were increases in the shares of output represented by *comedy* (13.6% to 20.1%) and *entertainment* (8.5% to 20.3%). The share of viewing represented by *entertainment* also increased, from 15.1% in 2009 to 30.6% in 2014, demonstrating the relative popularity of this genre on the channel.
- On BBC Four there was an increase in the share of programming represented by *documentaries: science and natural history* (4.5% to 16.2%) and *music: contemporary* (15.8% to 25.1%) – the share represented by *documentaries: other* (34.7% to 30.6%) and *UK drama* (7.1% to 2.6%) fell.
- Between 2009 and 2014, the share of output on BBC Parliament accounted for by *current affairs: political/economical/social* fell from 99.1% to 58.0% - 38.1% of output in 2014 was classified as *news: other*.
- Given the specific output on BBC News and BBC's children's channels, CBeebies and CBBC, there was little change in the range of programming shown and viewed on these channels between the two analysis periods (Figure 69).

Summary: Range of viewing by genre – Output versus Viewing, All day

ITV portfolio channels

- Between 2009 and 2014 the share of ITV2's output made up of *Comedy* programming increased from 1.1% to 8.1% as the share represented by *entertainment* (49.7% to 47.7%) and *UK soaps* (16.7% to 14.6%) fell. *Films: other* were relatively popular on ITV2 in 2014, accounting for 20.1% of viewing compared with 14.3% of output.
- With *UK drama* continuing to make up the majority of ITV3's output, there was little change in the make up of programming on the channel between 2009 and 2014. The genre accounted for 74.8% of viewing to the channel in 2014, compared with 63.8% of output.
- The proportion of ITV4's output made up of *comedy* (0.3% to 7.0%), *drama: other* (7.5% to 16.5%), and *sport* (15.5% to 20.7%) increased between 2009 and 2014. Over the same periods, the share of output accounted for by *UK drama* (28.3% to 16.1%) and *films: other* (21.6% to 17.0%) fell. With an increase in output, the share of viewing represented by *sport* increased from 24.1% in 2009 to 40.2% in 2014 - almost double the share of output (20.7%). In 2014, *sport* accounted for the largest proportion of viewing on ITV4, while *films: other* accounted for the largest proportion on ITV4+1 – this difference maybe linked to the immediacy and nature of live sporting events.
- In 2014, *entertainment* programming accounted for the largest proportion of output (33.7%) and viewing (40.7%) on ITV+1. When comparing output with viewing share, *current affairs: other* (14.7% output, 6.0% viewing) and *national/international news* (11.7% output, 5.9% viewing) were relatively less popular on this channel.
- *UK drama* accounted for 54.1% of output on ITV Encore in 2014 and 90.5% of viewing, while *leisure interests* accounted for 39.8% of output and 4.6% of viewing. *Entertainment* dominated ITVBe's output and viewing in 2014 (Figures 70 and 71).

Summary: Range of viewing by genre – Output versus Viewing, All day

Channel 4 portfolio channels

- As a '+1' channel, Channel 4+1's output trends are similar to those for Channel 4. As on the main channel, viewing to Channel 4+1 in 2014 was dominated by *leisure interests* (21.8%), *documentaries: other* (21.1%) and *entertainment* (17.6%).
- Between 2009 and 2014, there was a move towards *comedy* programming on E4, with the genre accounting for 23.0% of output in 2009 and 45.8% in 2014. Over the same periods, there was a fall in the share of output represented by *documentaries: other* (22.7% to 11.3%) and *drama: other* (28.9% to 21.5%). *Comedy* was the most viewed genre in 2014 (48.0% of viewing).
- Output and viewing on More 4 was dominated by *documentaries: other* and *leisure interests* in both 2009 and 2014. In 2014, *documentaries: other* accounted for 23.5% of output and 22.9% of viewing and *leisure interests* represented 51.0% of output and 51.3% of viewing.
- Film4 output and viewing was split between *UK films* and *films: other* in both periods. *UK films* accounted for 21.4% of output in 2009 – this fell to 16.6% in 2014.
- The majority of output and viewing on 4Music in 2009 was categorised as *music: other* (88.4% output, 88.4% viewing). In 2014, 42.3% of the channel's output was classified as *music: contemporary* and a further 47.2% as *other* – these two genres accounted for the majority of viewing to the channel.
- *Documentaries: other* (34.2% output, 40.1% viewing) and *leisure interests* (51.8% output, 47.0% viewing) accounted for most of the output and viewing on 4seven in 2014 (Figure 72).

Summary: Range of viewing by genre – Output versus Viewing, All day

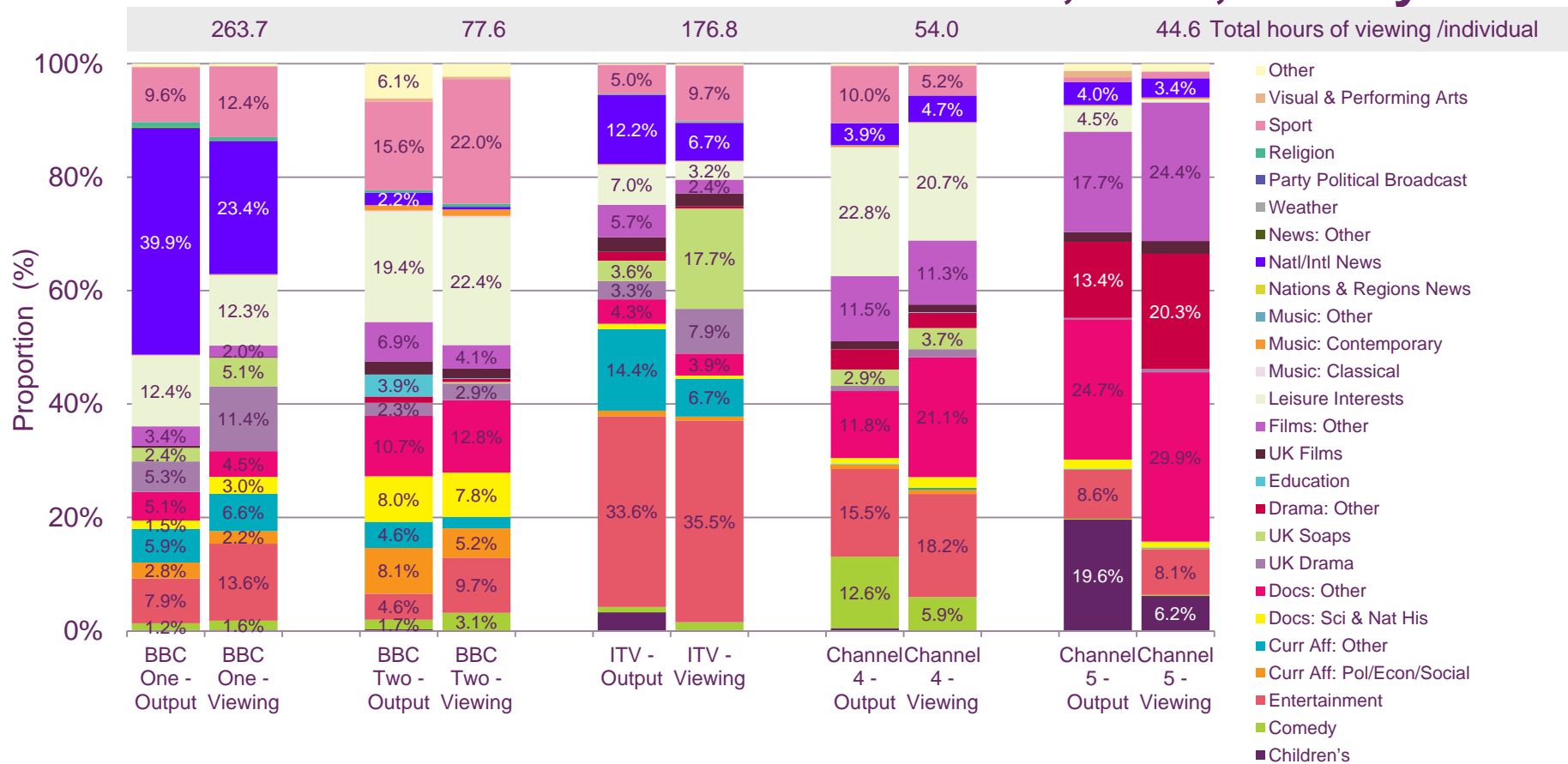
Channel 5 portfolio channels

- In 2009, programming on 5* was spread across *children's* (7.5%), *comedy* (11.0%), *entertainment* (13.4%), *documentaries: other* (25.3%), *drama: other* (23.1%) and *leisure interests* (9.9%). In 2014, output and viewing was dominated by *documentaries: other* (36.8% output, 26.1% viewing), *drama: other* (25.2% output, 28.0% viewing) and *films: other* (28.3% output, 39.2% viewing).
- Output and viewing on 5USA continued to be dominated by two key genres; *drama: other* (58.4% output, 66.9% viewing in 2014) and *films: other* (31.6% output, 27.7% viewing in 2014).
- While *drama: other* represented almost half of output (48.4%) on Channel 5+24 in 2014, the genre accounted for 33.6% of viewing. *Documentaries: other* represented a further third of viewing (33.3%) compared with 16.7% output and *films: other* represented 22.1% of viewing (Figure 73).

Figure 68



Range of viewing by genre versus output range on the main five PSB channels - All Individuals, 2014, All day

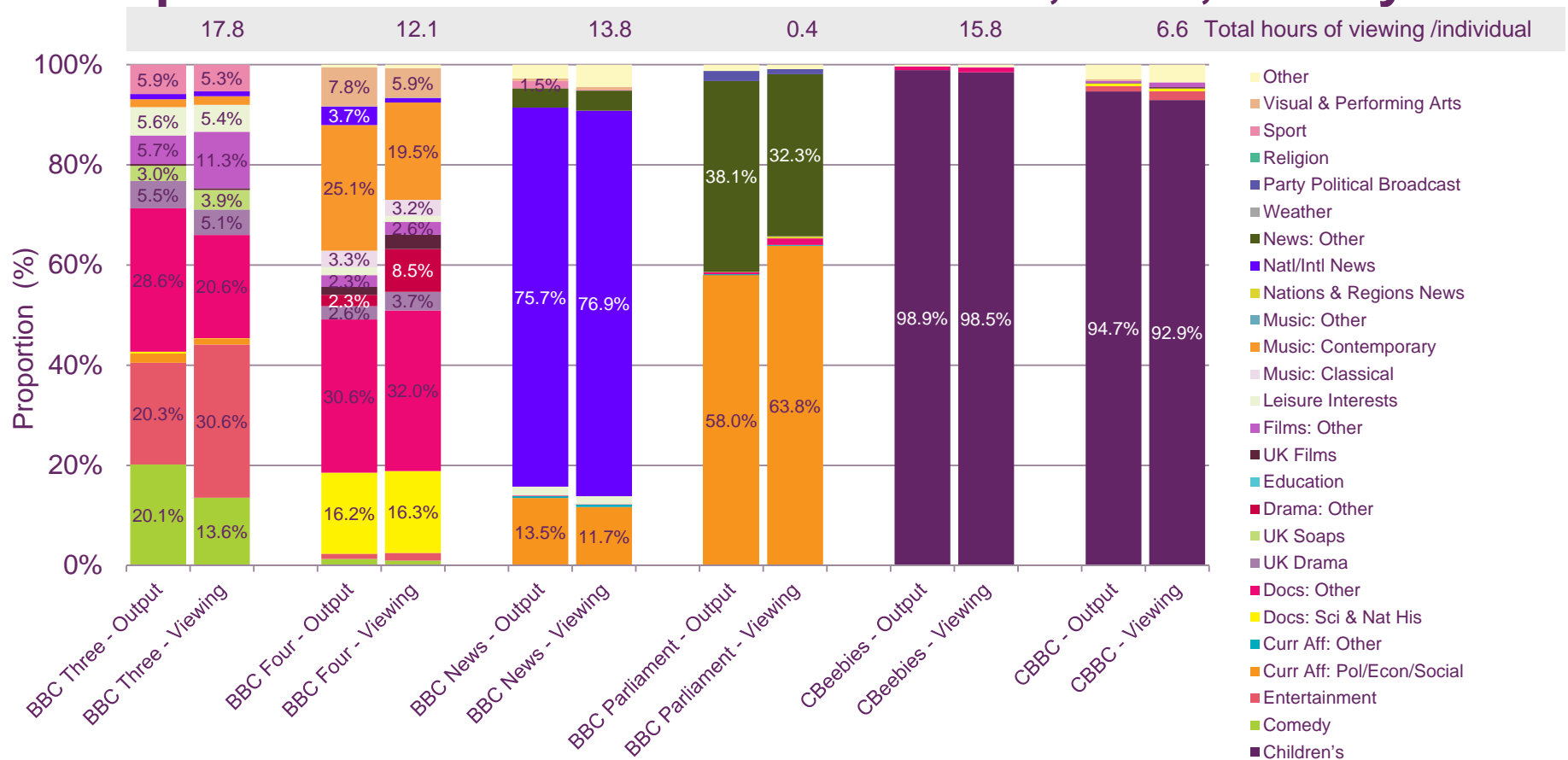


Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter.

Figure 69



Range of viewing by genre versus output range on the BBC portfolio channels - All Individuals, 2014, All day



Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter.

Figure 70



Range of viewing by genre versus output range on the ITV portfolio channels - All Individuals, 2014, All day

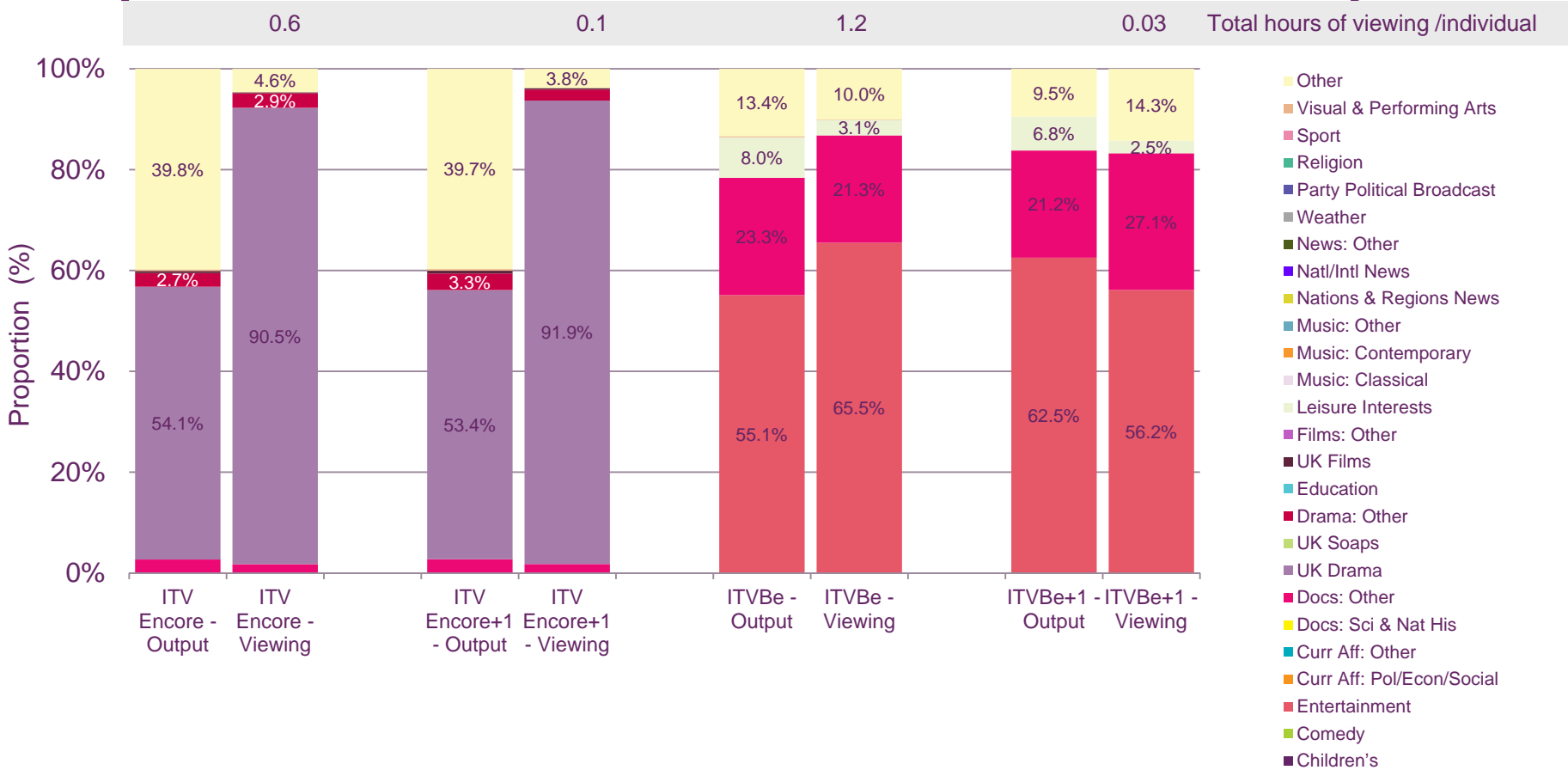


Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter.

Figure 71



Range of viewing by genre versus output range on the ITV portfolio channels - All Individuals, 2014, All day

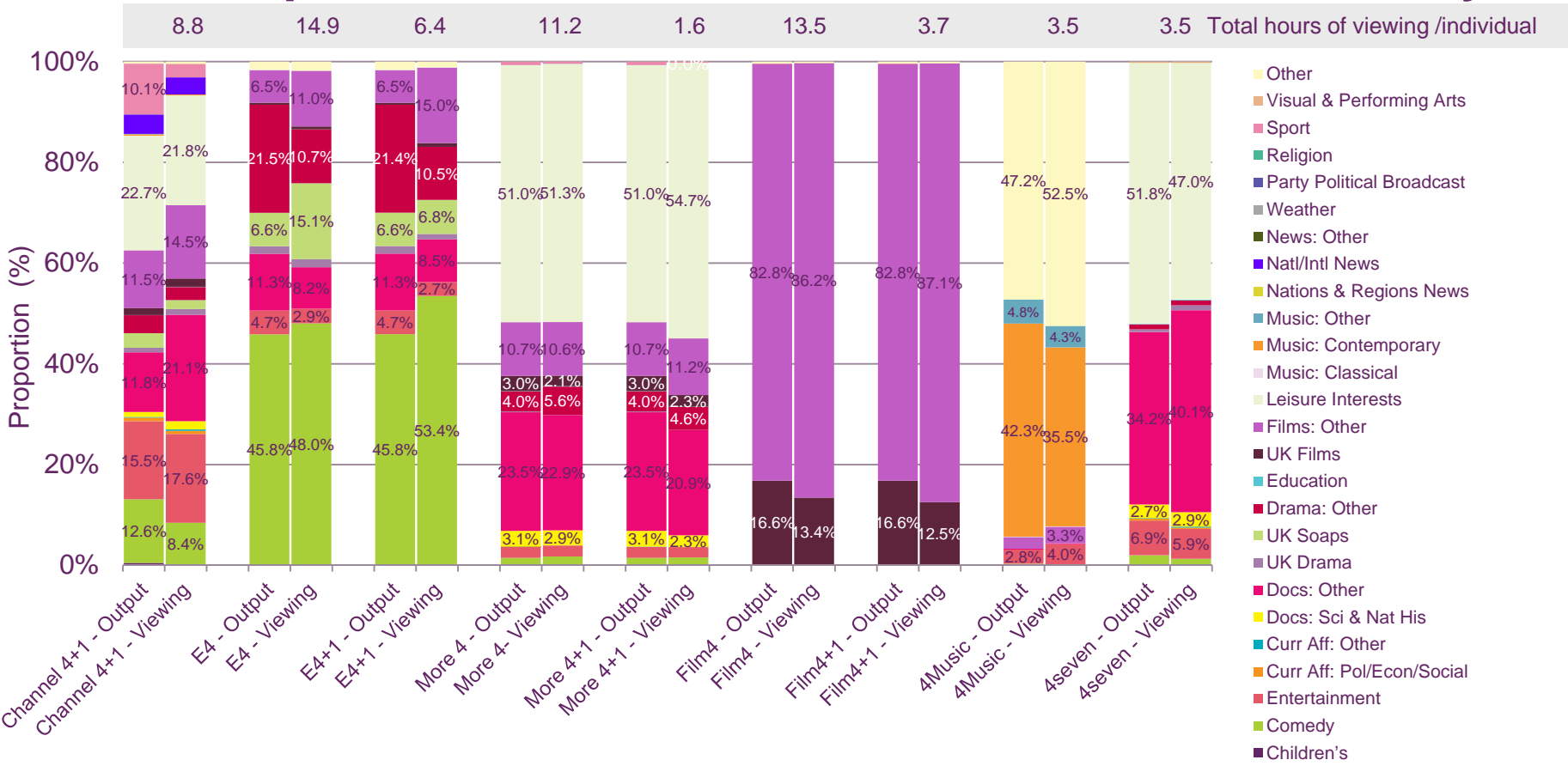


Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter.

Figure 72



Range of viewing by genre versus output range on the Channel 4 portfolio channels - All Individuals, 2014, All day

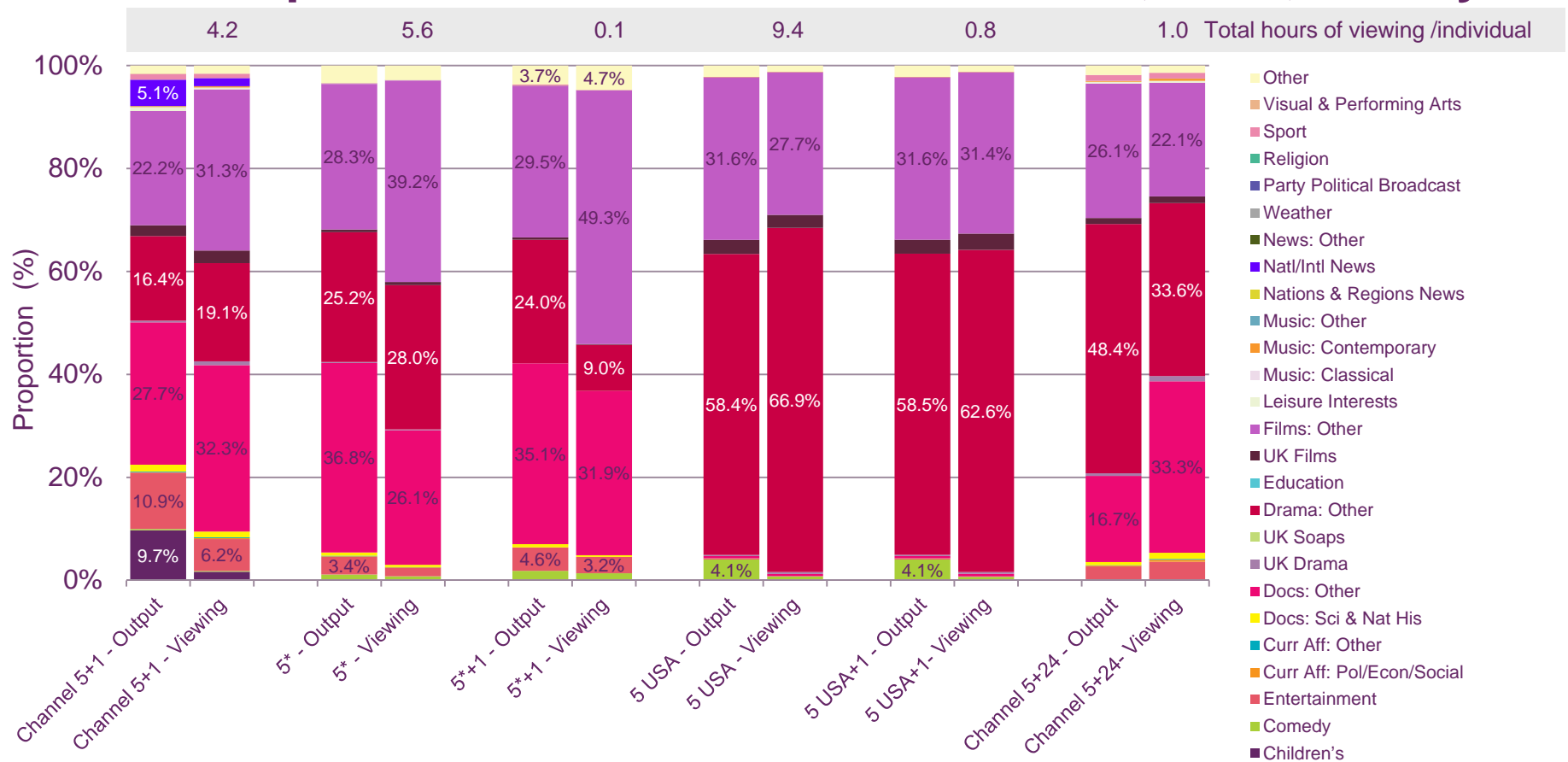


Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter.

Figure 73



Range of viewing by genre versus output range on the Channel 5 portfolio channels - All Individuals, 2014, All day



Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter.

Summary: Range of viewing by genre – output versus viewing, peak time

- Possibly due to more targeted scheduling during the key hours of 1800-2230, the differentials between the shares of output and shares of viewing tend to be less marked during peak hours (Figure 74).
- Some key trends across the main five PSB channels, between 2009 and 2014, are:
 - **BBC One** – The share of output and viewing represented by *leisure interests* and *sport* increased between the two periods. *National/international news* accounted for the largest share of output in 2014 (19.4%), while *UK drama* accounted for the largest share of viewing (20.7%).
 - **BBC Two** – In the main, the split in output by genre remained similar over the two periods. The share of output accounted for by *documentaries: other* fell (23.4% to 18.5%) as the share accounted for *leisure interests* (18.6% to 24.3%) increased – the latter represented the largest share of output and viewing (27.1%) in 2014.
 - **ITV** – *entertainment* programmes represented a higher share of output in 2014, up from 18.6% to 25.3%. Over the two periods, the share of output represented by *UK drama* (15.5% to 10.8%) and *UK soaps* (22.3% to 18.0%) fell. While *UK soaps* accounted for a smaller share of output in 2014, the genre continued to be the most watched during peak time on ITV, accounting for 28.8% of viewing – this was closely followed by *entertainment* programming (28.2% of viewing).

Summary: Range of viewing by genre – output versus viewing, peak time

- Possibly due to more targeted scheduling during the key hours of 1800-2230, the differentials between the shares of output and shares of viewing tend to be less marked during peak hours (Figure 74).
- Some key trends across the main five PSB channels, between 2009 and 2014, are:
 - **Channel 4** – The share of output represented by *documentaries: other* fell from 27.1% to 21.8% as the share represented by *entertainment* (8.7% to 15.2%) and *national/international news* (15.1% to 17.5%) increased. *Documentaries: other* continued to be particularly popular among viewers, accounting for 29.8% of viewing compared with 21.8% of output in 2014.
 - **Channel 5** – The share of output represented by *documentaries: other* increased from 25.2% to 43.5% - the genre accounted for 51.0% of peak time viewing on the channel in 2014, compared with 21.5% in 2009. Over the two periods, output and viewing to *drama: other* and *films: other* fell.

Summary: Range of viewing by genre – Output versus Viewing, Peak time

- As with trends across the whole day, while there are differences between the shares of output and shares of viewing represented by different genres across the portfolio channels, in many cases the more specific genre targeting of the channels (as well as the effect of more targeted scheduling during peak hours) results in fewer, notable differences (Figures 75-79).
- In many cases, changes in output and viewing during peak time between 2009 and 2014 are similar to those noted across the whole day. Some key changes between these periods are:
 - **BBC Portfolio** – *documentaries: other* accounted for a greater share of output and viewing on BBC Three in 2014 as the share represented by *UK drama* fell. The share of output and viewing to BBC Four made up of *documentaries: science and natural history* increased as the share represented by *documentaries: other* and *UK drama* fell.
 - **ITV Portfolio** – The share of peak time output and viewing represented by *comedy*, *UK films* and *films: other* increased on ITV2 between 2009 and 2014 – over the same period output and viewing to *documentaries: other* and *drama: other* fell. The share of ITV4's peak time output represented by *UK drama* fell from 26.9% in 2009 to 4.3% in 2014 – viewing fell from 27.4% to 2.8% over the two periods. There was an increase in the share of output on ITV4 accounted for by *films: other* from 13.9% to 27.4% - viewing increased from 16.8% to 25.6%.

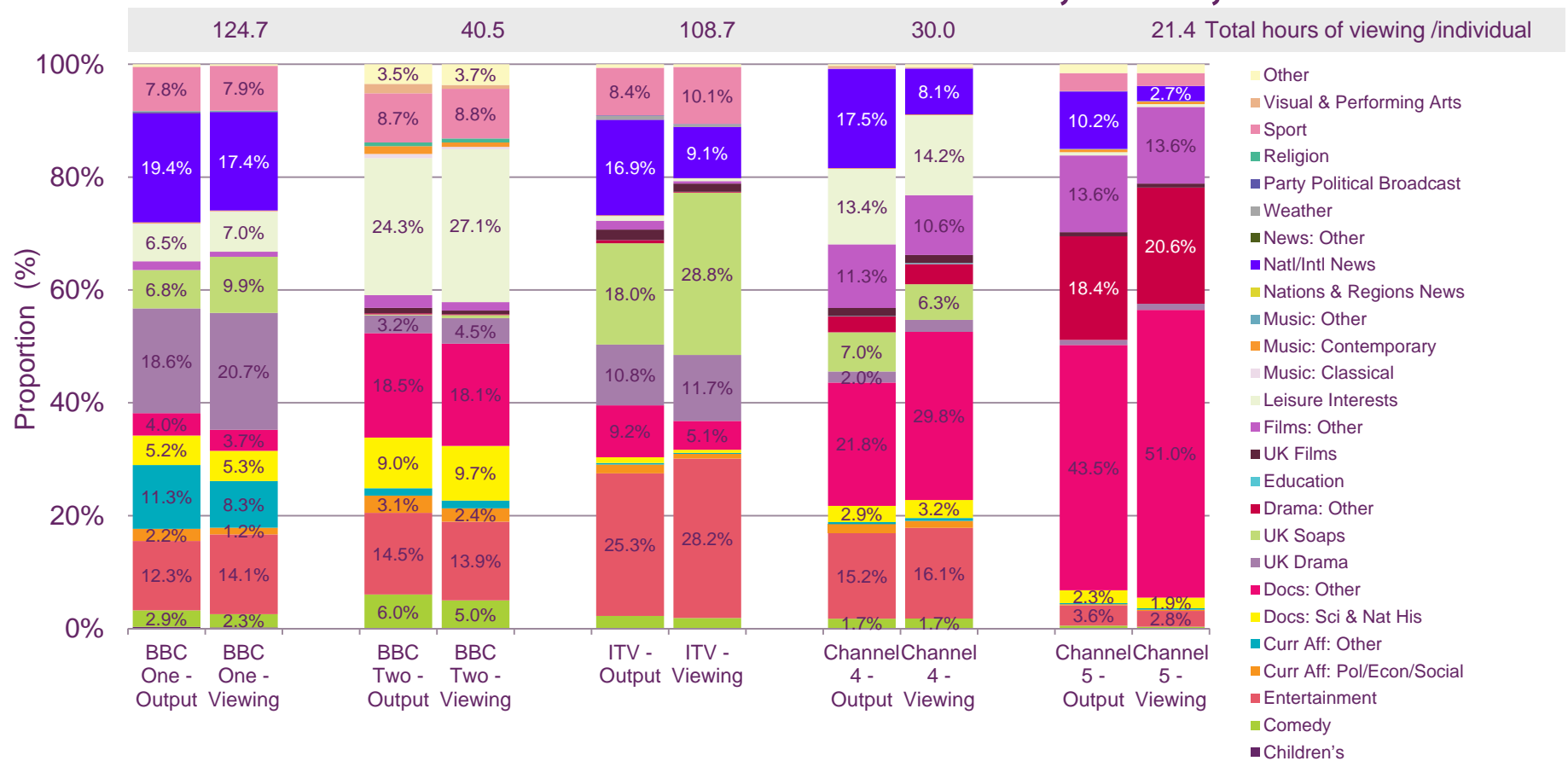
Summary: Range of viewing by genre – Output versus Viewing, Peak time

- As with trends across the whole day, while there are differences between the shares of output and shares of viewing represented by different genres across the portfolio channels, in many cases the more specific genre targeting of the channels (as well as the effect of more targeted scheduling during peak hours) results in fewer, notable differences (Figures 75-79).
- In many cases, changes in output and viewing during peak time between 2009 and 2014 are similar to those noted across the whole day. Some key changes between these periods are:
 - **Channel 4 portfolio** – The share of E4's peak time output represented by *documentaries: other* fell from 15.1% in 2009 to 8.0% in 2014. There was also a fall in the share of the channel's output made up of *drama: other* (10.4% to 4.8%), while the share of output and viewing accounted for by *films: other* increased.
 - **Channel 5 portfolio** – As the share of output and viewing to *comedy* and *drama: other* programming fell on 5* between 2009 and 2014, the share represented by *films: other* increased, accounting for 38.5% of output and 41.7% of viewing in 2014.

Figure 74



Range of viewing by genre versus output range on the main five PSB channels - All Individuals, 2014, Peak time

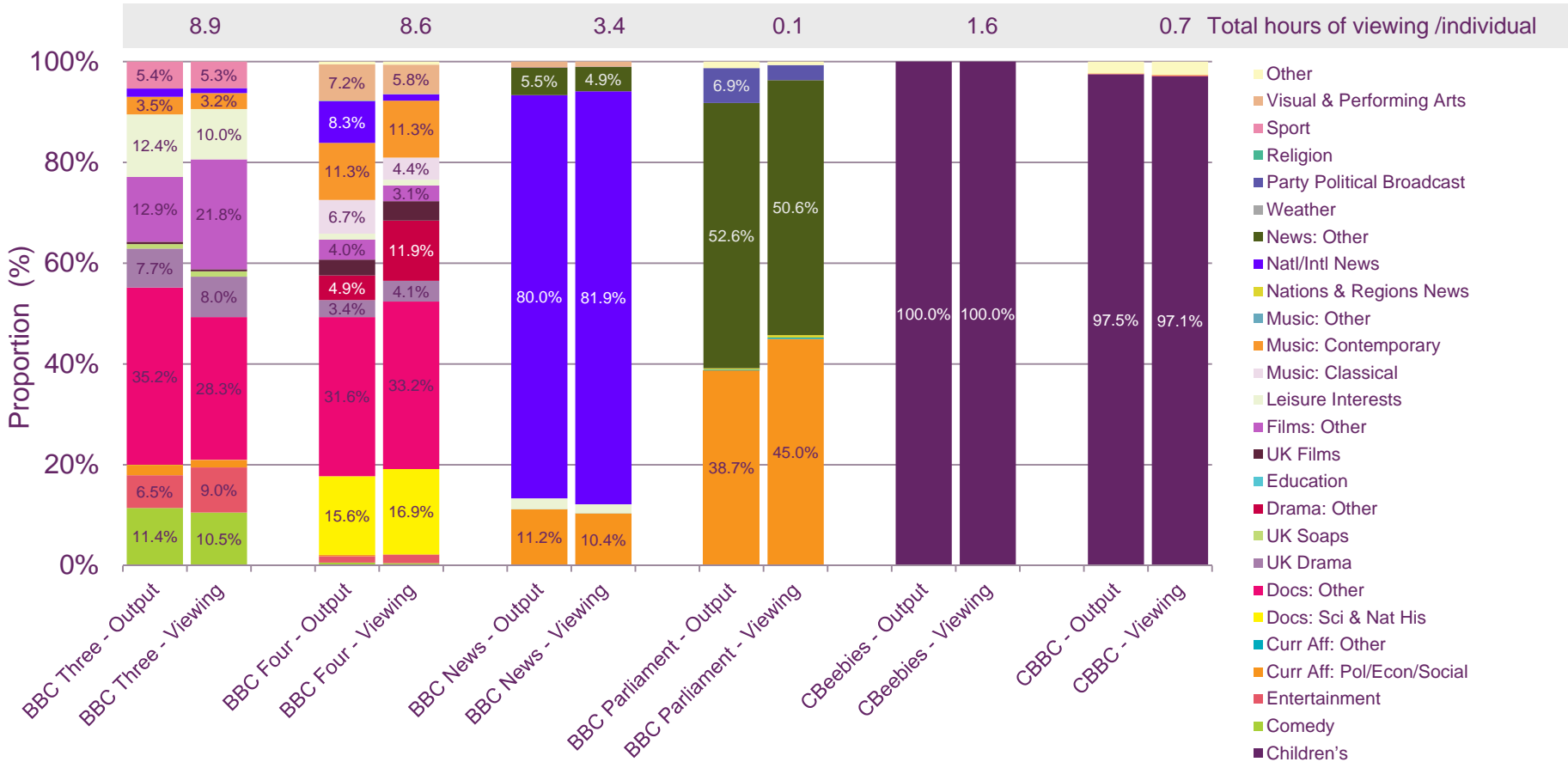


Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30.

Figure 75



Range of viewing by genre versus output range on the BBC portfolio channels - All Individuals, 2014, Peak time

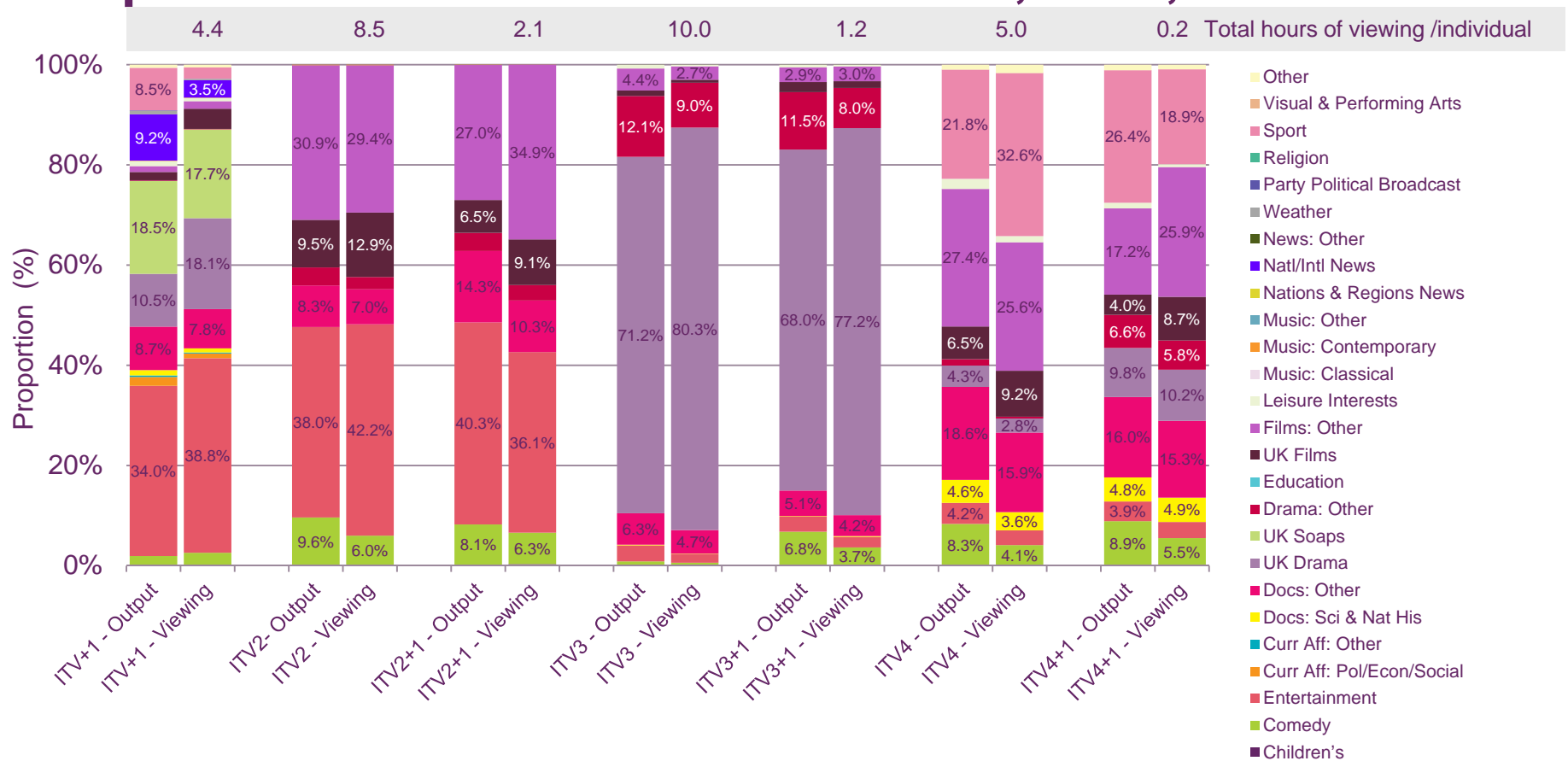


Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30.

Figure 76



Range of viewing by genre versus output range on the ITV portfolio channels - All Individuals, 2014, Peak time

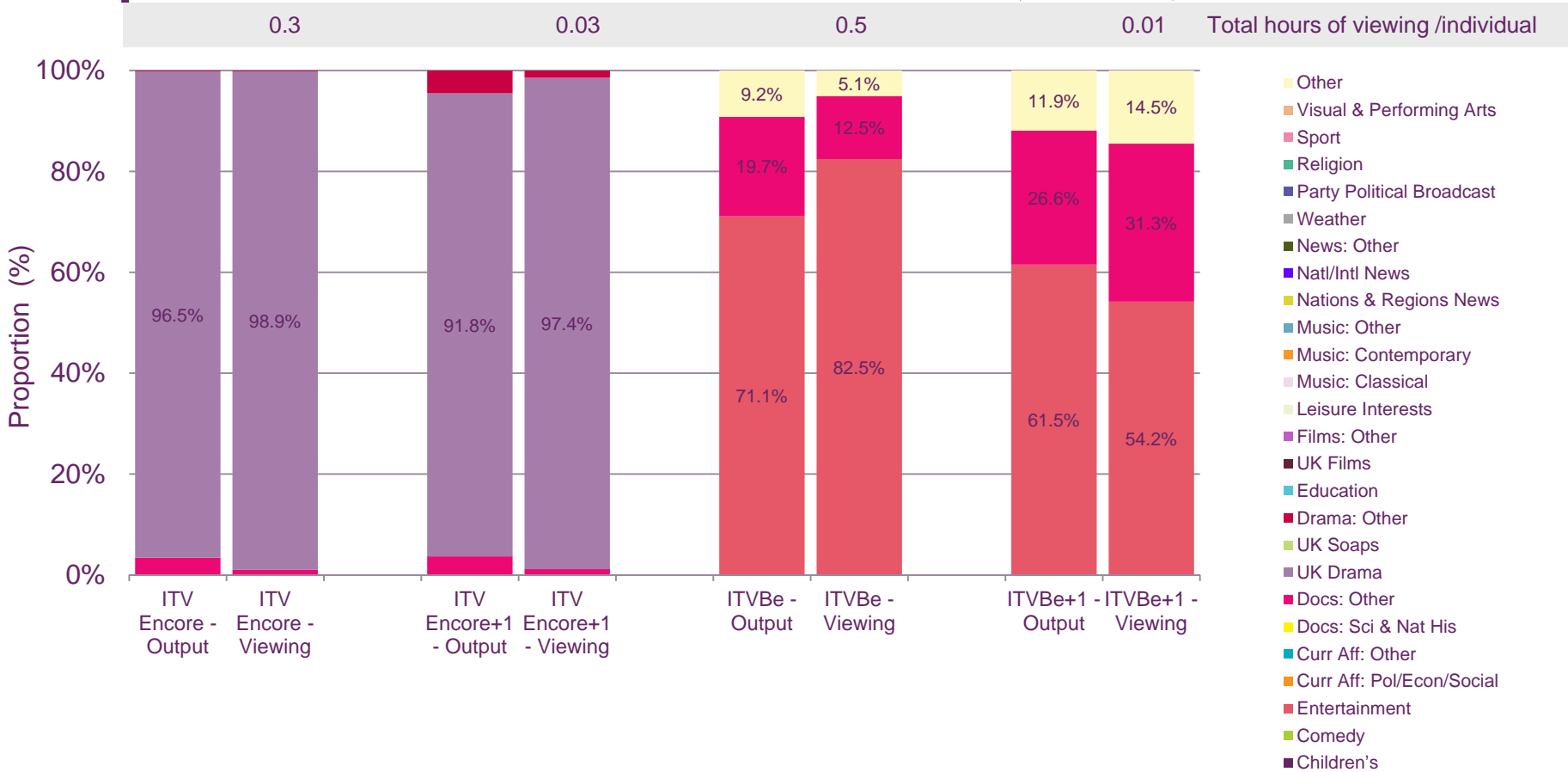


Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30. CITV closes at 1800.

Figure 77



Range of viewing by genre versus output range on the ITV portfolio channels - All Individuals, 2014, Peak time

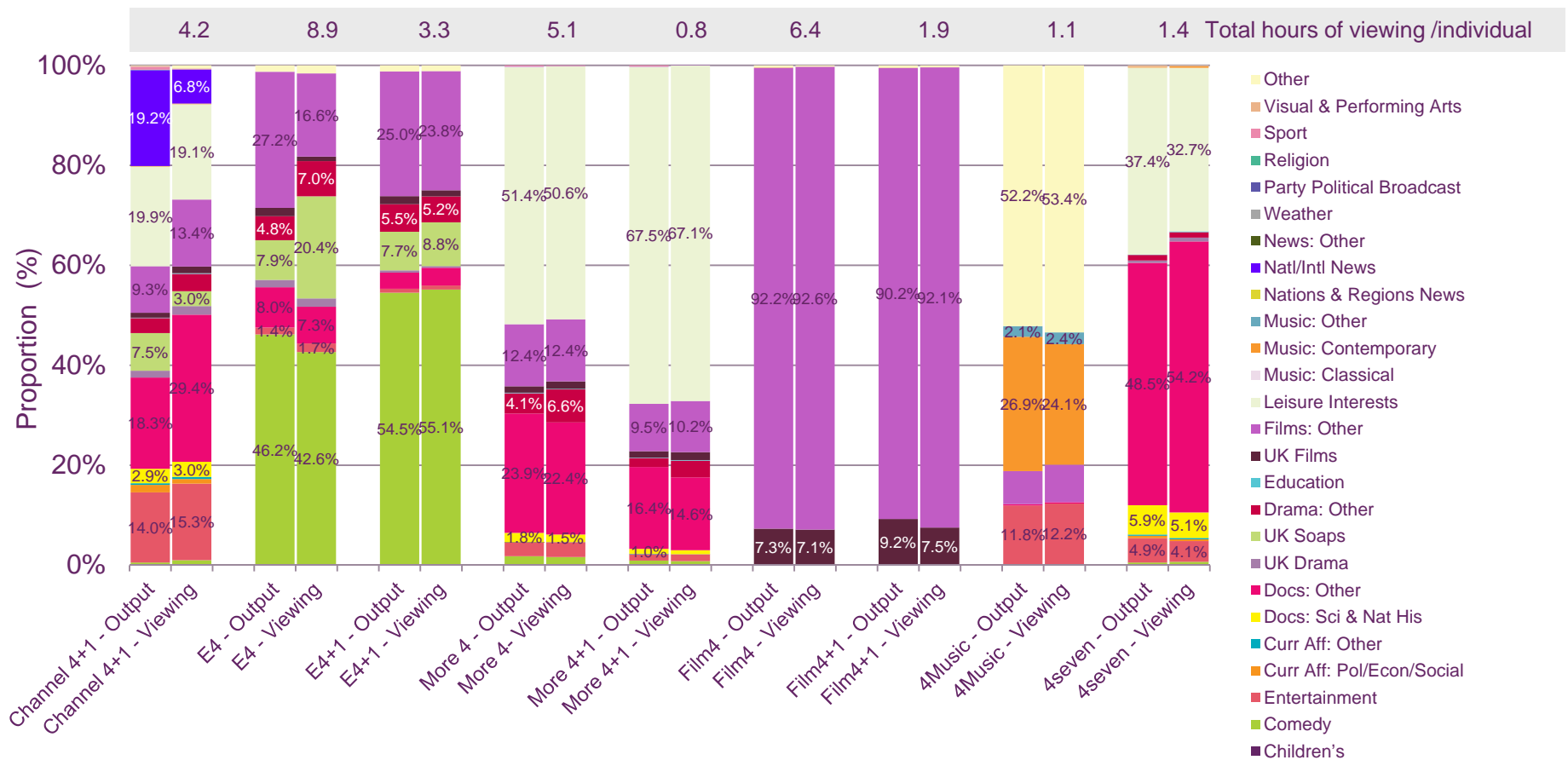


Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30. CITV closes at 1800.

Figure 78

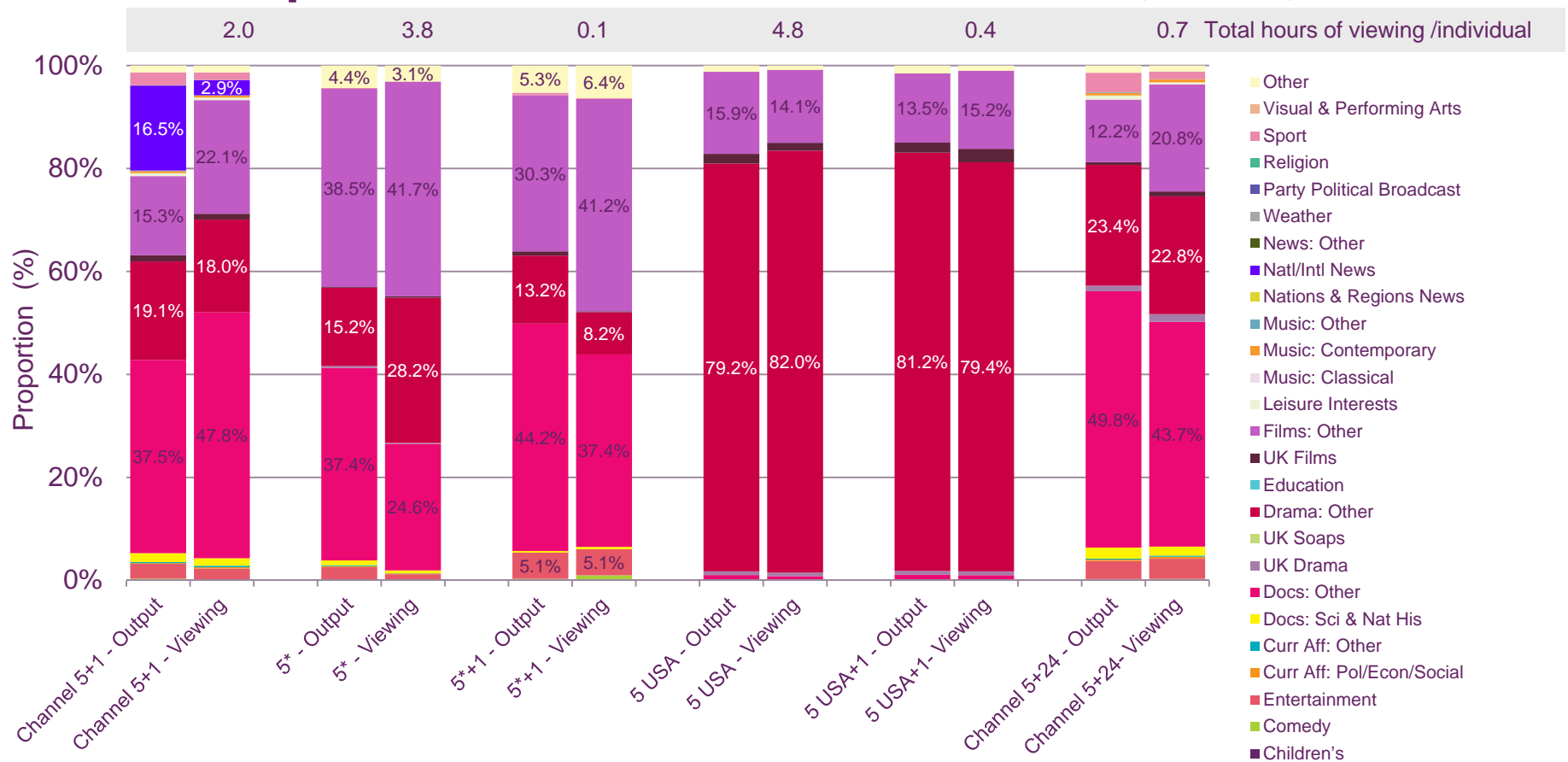


Range of viewing by genre versus output range on the Channel 4 portfolio channels - All Individuals, 2014, Peak time



Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30.

Range of viewing by genre versus output range on the Channel 5 portfolio channels - All Individuals, 2014, Peak time



Source: BARB. All Individuals (4+), Network. Network programming based on 4+ area filter. Peak time = 18:00-22:30.

Summary: Hours of viewing by genre

- Analysis of the number of hours spent per individual per year viewing each of the PSB genres shows there has been a decline in viewing to the majority of genres on the main five PSB channels between 2009 and 2014. Between the two periods viewing to *UK drama* fell by 17.2 hours, *UK soaps* fell by 15.9 hours and *documentaries: other* fell by 13.5 hours. There was an increase in viewing to *sport* (up 15.9 hours), *entertainment* (up 3.1 hours) and *current affairs: other* (up 2.5 hours) (Figure 80).
- While viewing to many PSB genres fell between 2009 and 2014 across the main five PSB channels, viewing to many of these genres increased across the BBC portfolio channels. While these were relatively small increases in hours of viewing per individual per year across the BBC portfolio channels, genres such as *entertainment* (up 3.4 hours) and *documentaries: other* (up 1.9 hours) saw more notable increases. Viewing to *UK drama* (down 1.7 hours) and *UK soaps* (down 1.0 hour) fell between 2009 and 2014 across this group of channels (Figure 81).
- With the exception of *children's* and *visual and performing arts* programming, the hours of viewing per individual increased across all PSB genres shown on the Commercial portfolio channels. The most notable increases were across the *entertainment* (up 3.2 hours between 2009 and 2014), *UK films* (up 2.1 hours) and *comedy* (up 2.0 hours) genres (Figure 82).
- The time spent viewing PSB programming across all other multichannels fell between 2009 and 2014 across a number of genres including *documentaries: other* (down 10.0 hours), *comedy* (down 7.6 hours), *sport* (down 6.1 hours) and *children's* programming (down 5.3 hours). Viewing to *music: contemporary* increased by 2.4 hours between 2009 and 2014 (Figure 83).

Figure 80



Summary of viewing to the main five PSB channels by genre – All Individuals, 2009 vs. 2014

	Total hours viewed per year per individual – Main five PSB channels, Individuals (4+)	
	2009	2014
Children's	9.8	3.5
Comedy	16.1	12.4
Entertainment	116.6	119.6
Current Affairs: Political/Economical/Social	17.2	11.6
Current Affairs: Other	28.4	30.9
Documentaries: Science & Natural History	21.7	16.4
Documentaries: Other	66.9	53.4
UK Drama	64.6	47.4
UK Soaps	62.8	46.9
Education	0.5	0.2
UK Films	9.9	7.4
Leisure Interests	73.7	67.1
Music: Classical	0.8	0.6
Music: Contemporary	3.0	1.7
National/International News	84.0	77.9
Religion	2.9	2.0
Sport	54.3	70.2
Visual & Performing Arts	1.9	0.8

Source: BARB. All Individuals (4+), 2009: Network Plus/2014 Network. Network programming based on 4+ area filter. PSB genres only.

Figure 81



Summary of viewing to the BBC portfolio channels by genre – All Individuals, 2009 vs. 2014

	Total hours viewed per year per individual – BBC portfolio channels, Individuals (4+)	
	2009	2014
Children's	21.5	21.7
Comedy	1.9	2.5
Entertainment	2.9	6.2
Current Affairs: Political/Economical/Social	1.6	2.1
Current Affairs: Other	0.2	0.1
Documentaries: Science & Natural History	0.8	2.0
Documentaries: Other	5.8	7.7
UK Drama	3.0	1.4
UK Soaps	1.7	0.7
Education	0.0	0.0
UK Films	0.3	0.4
Leisure Interests	1.2	1.3
Music: Classical	0.2	0.4
Music: Contemporary	1.4	2.7
National/International News	9.2	10.9
Religion	0.1	0.0
Sport	0.8	1.0
Visual & Performing Arts	0.4	0.8

Source: BARB. All Individuals (4+), 2009: Network Plus/2014 Network. Network programming based on 4+ area filter. PSB genres only.

Figure 82



Summary of viewing to the Commercial portfolio channels by genre – All Individuals, 2009 vs. 2014

	Total hours viewed per year per individual – Commercial portfolio channels, Individuals (4+)	
	2009	2014
Children's	3.5	3.1
Comedy	12.4	14.5
Entertainment	19.2	22.4
Current Affairs: Political/Economical/Social	0.2	0.2
Current Affairs: Other	0.0	0.6
Documentaries: Science & Natural History	0.6	1.0
Documentaries: Other	15.1	15.4
UK Drama	20.5	22.1
UK Soaps	6.1	6.6
Education	0.0	0.0
UK Films	4.9	7.0
Leisure Interests	9.2	10.8
Music: Classical	0.0	0.0
Music: Contemporary	0.5	1.3
National/International News	0.4	0.9
Religion	0.0	0.0
Sport	2.8	5.7
Visual & Performing Arts	0.2	0.0

Source: BARB. All Individuals (4+), 2009: Network Plus/2014 Network. Network programming based on 4+ area filter. PSB genres only.

Figure 83



Summary of viewing to multichannel channels by genre – All Individuals, 2009 vs. 2014

	Total hours viewed per year per individual – All Other channels, Individuals (4+)	
	2009	2014
Children's	36.1	30.8
Comedy	21.6	14.0
Entertainment	24.6	24.6
Current Affairs: Political/Economical/Social	0.3	0.9
Current Affairs: Other	0.5	0.2
Documentaries: Science & Natural History	4.4	4.5
Documentaries: Other	48.1	38.1
UK Drama	7.2	8.5
UK Soaps	0.6	1.0
Education	0.0	0.0
UK Films	2.3	1.2
Leisure Interests	17.0	16.8
Music: Classical	0.0	0.1
Music: Contemporary	0.8	3.2
National/International News	6.5	5.0
Religion	0.1	0.0
Sport	42.9	36.8
Visual & Performing Arts	0.4	0.7

Source: BARB. All Individuals (4+), 2009: Network Plus/2014 Network. Network programming based on 4+ area filter. PSB genres only.

Figure 84



Top programmes on the main five PSB channels by genre, 2014

	Programme	Channel	Date	Avg Audience 000s
Children's	The Boy In The Dress	BBC One	26/12/2014	6,312
Comedy	Mrs Brown's Boys	BBC One	25/12/2014	9,689
Entertainment	New Year's Eve Fireworks	BBC One	31/12/2014	12,501
Current Affairs: Political/Economical/Social	Pound Shop Wars	BBC One	06/02/2014	5,663
Current Affairs: Other	The Queen's Christmas Message	BBC One	25/12/2014	5,969
Documentaries: Science & Natural History	Countryfile	BBC One	02/11/2014	8,657
Documentaries: Other	The Apprentice	BBC One	14/10/2014	8,219
UK Drama	Sherlock	BBC One	01/01/2014	12,724
UK Soaps	Coronation Street	ITV	20/01/2014	10,646
Education	Dec Appeal: Ebola (2014)	ITV	30/10/2014	3,057
UK Films	Film: Skyfall (2012)	ITV	24/12/2014	7,148
Leisure Interests	The Great British Bake Off	BBC One	08/10/2014	13,510
Music: Classical	Gareth's All Star Choir	BBC One	10/11/2014	4,389
Music: Contemporary	Queen And Adam Lambert Rock Big Ben Live	BBC One	31/12/2014	9,472
National/International News	Weather For The Week Ahead.	BBC One	02/11/2014	8,560
Religion	The Royal British Legion Festival Of Rem	BBC One	08/11/2014	5,216
Sport	World Cup 2014: Ger v Arg	BBC One	13/07/2014	14,965
Visual & Performing Arts	Darcey Bussell's Looking For Audrey Hepb	BBC One	29/12/2014	2,682

Source: BARB. All Individuals (4+), Network. PSB genres only.

Figure 85



Top programmes on the PSBs' portfolio channels by genre, 2014

	Programme	Channel	Date	Avg Audience 000s
Children's	CBeebies Peter Pan	CBeebies	20/12/2014	854
Comedy	The Big Bang Theory	E4	23/10/2014	2,585
Entertainment	Celebrity Juice (Series 11)	ITV2	20/02/2014	2,185
Current Affairs: Political/Economical/Social	Is Amanda Knox Guilty?	BBC Three	17/02/2014	751
Current Affairs: Other	Benefits Britain: The Debate	Channel 4 +1	17/02/2014	564
Documentaries: Science & Natural History	The Code	BBC Four	11/10/2014	1,023
Documentaries: Other	The Call Centre	BBC Three	15/04/2014	1,317
UK Drama	Midsomer Murders	ITV3	04/07/2014	1,425
UK Soaps	Hollyoaks	E4	11/11/2014	1,460
Education	Guy Martin's Spitfire	Channel 4 +1	12/10/2014	274
UK Films	Film: Tomorrow Never Dies (1997)	ITV2	11/01/2014	1,087
Leisure Interests	Hair	BBC Three	01/04/2014	1,089
Music: Classical	New Year's Day Concert From Vienna	BBC Four	01/01/2014	487
Music: Contemporary	Ellie Goulding @ Glastonbury	BBC Three	29/06/2014	978
National/International News	60 Seconds	BBC Three	29/06/2014	1,001
Religion	Vatican - The Hidden World	BBC Four	14/09/2014	285
Sport	FA Cup Replay	ITV4	04/02/2014	1,247
Visual & Performing Arts	Dancing Cheek To Cheek: An Intimate Hist	BBC Four	17/11/2014	1,149

Source: BARB. All Individuals (4+), Network. PSB genres only.

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- Definitions
- Hours of viewing
- Channel reach
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- Time-shift viewing
- Range of viewing by genre
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Genre analysis

- This section looks at how viewing to the various PSB programme genres is split across the channels.
- The analysis focuses on total annual viewing hours, which shows the total annual hours of viewing by an average individual to a given programme genre. Unless indicated, figures show averages for all viewers aged 4+.
- Genre groups used are based on Ofcom definitions, which are based on using existing BARB genre groups, or in most cases, combining a number of sub-genres (see Definitions). These definitions vary from genre groups used in previously presented data and therefore comparisons between reports are not recommended.
- In each case, viewing to the main five PSB channels and their respective portfolio channels is shown grouped. Viewing to all other multichannels is shown grouped together and for some genres the main channel within the combined multichannel group channel is also split out.
- The main channel among the multichannel group where shown in some genre analysis is the most viewed 'other' channel in 2014. The corresponding viewing data from 2009-2014 for this channel is shown. It is important to note that given the selection of the main 'other' channel is based on 2014 data, there may be other channels accounting for a higher proportion of viewing in other years.

Summary: Genre analysis – national/international news

- The total time spent watching *national/international news* programming fell under the 100 hours mark in 2014, falling from 101.3 hours in 2013 to 94.7 hours per individual. Viewing across each of the channel groups fell. The main five PSB channels accounted for the majority of viewing (77.9 hours in 2014), an additional 10.9 hours were viewed across the BBC portfolio channels with the remaining 5.0 hours across all other multichannels. Taken together, the PSB channels took a combined 94.7% share of *national/international news* in 2014 (Figure 86).
- Of the viewing to *national/international news* across the main five PSB channels, the majority took place on BBC One but viewing fell from 63.1 hours in 2013 to 61.7 hours in 2014. The channel accounted for 65.1% of all viewing to the genre – this share has increased steadily over the analysis period from 57.5% in 2009. Combined with BBC Two, share of news to the BBC main channels in 2014 was 65.5%.
- The majority of viewing across the BBC portfolio channels took place on the dedicated news channel, BBC News – the channel accounted for 10.6 hours (11.2%) in 2014, down from a peak of 14.8 hours in 2011 (Figure 87). The total BBC family share of news increased year-on-year from 75.2% to 77.0% in 2014.
- ITV accounted for 11.8 hours (12.5%) of viewing in 2014, down from 13.2 hours (13.0%) in 2013. When the channel's '+1' variant is taken into account, ITV's share of news in 2014 was 13.1%, down from 13.5% share in 2013 (Figure 87).
- Viewing to Channel 4 remained steady year-on-year between 2013 (2.6 hours, 2.6%) and 2014 (2.5 hours, 2.7%). Share including Channel 4+1 was 3.0% in 2014 and 2.9% in 2013. The main 'other' multichannel channel with regards to *national/international news* viewing was Sky News, representing 4.6 hours (4.9%) of viewing in 2014 – this was 2.9 hours less than its peak in 2011 (7.5 hours) (Figure 87).

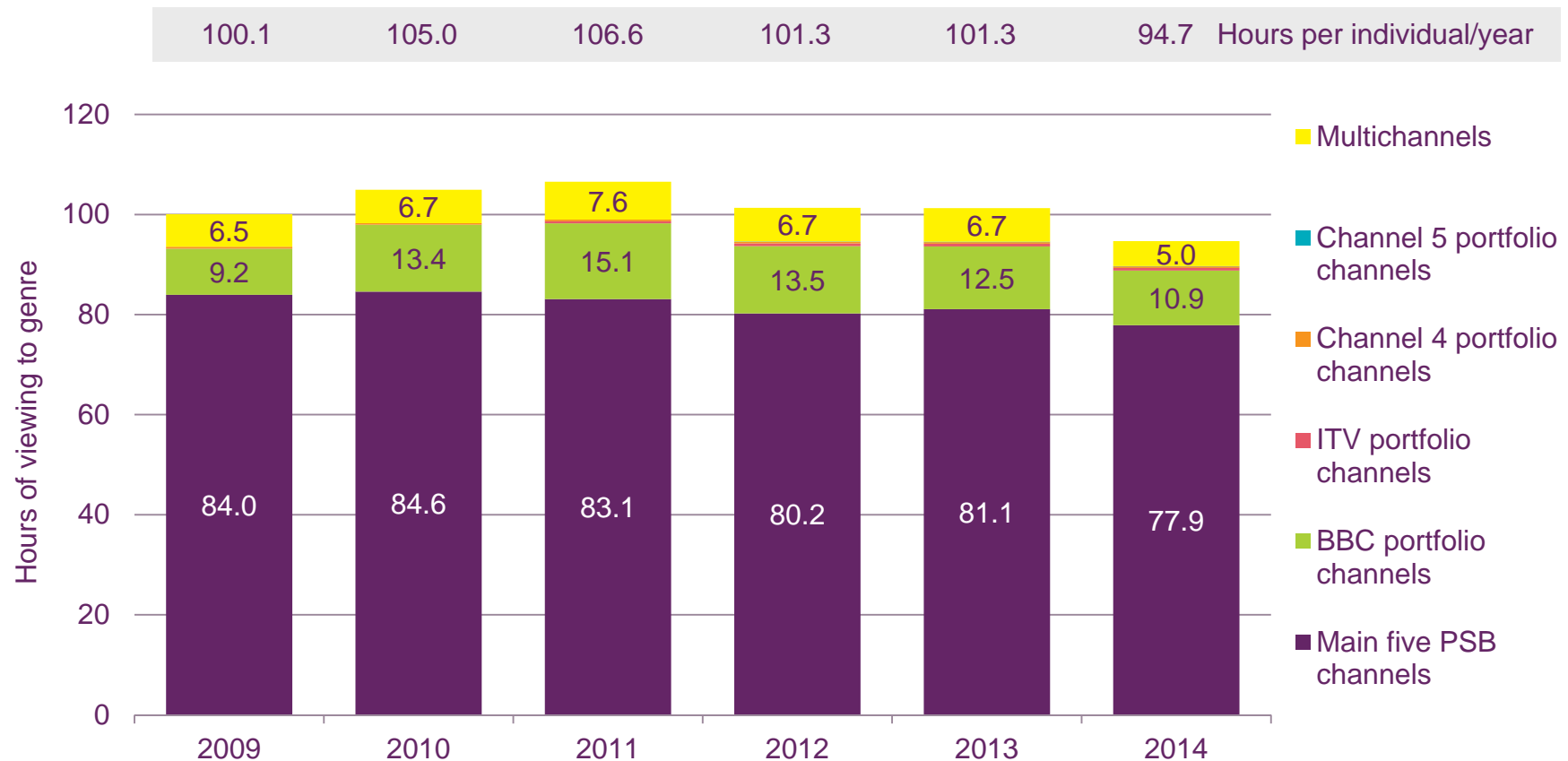
Summary: Genre analysis – national/international news

- The main five PSB channels accounted for the majority of viewing to the *national/international news* genre in 2014. The profile of viewers to this genre varied across the individual channels with Channel 4 attracting relatively younger viewers and a greater proportion of ABC1 viewers compared with the other main PSB channels. (Figures 88 and 89).
- There is a stark difference in *national/international news* consumption between younger and older adult audiences. In 2014, 16-34 year olds spent 33.7 hours watching the genre, down from a peak of 46.2 hours in 2010 – and while trends by channel are similar, ITV and Channel 4 accounted for a higher share of viewing for 16-34s than all adults. Adults aged 35 or over spent 140.3 hours watching the genre in 2014, down from 149.1 hours in 2013 – channel trends were similar among these viewers (Figures 90 and 91).

Figure 86



Hours of viewing to national/international news by channel group – All Individuals, 2009-2014, All day

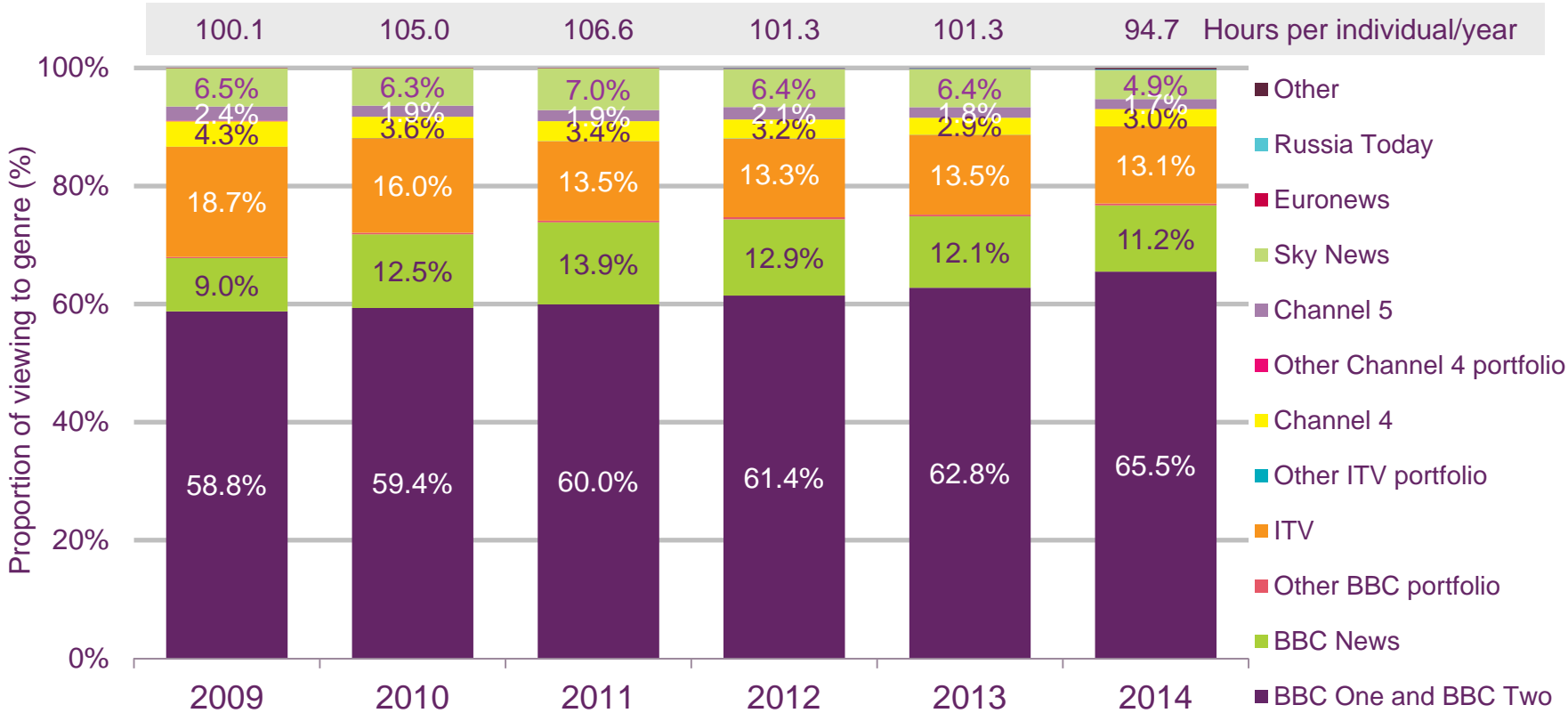


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 87



Proportion of viewing to national/international news by channel group – All Individuals, 2009-2014, All day

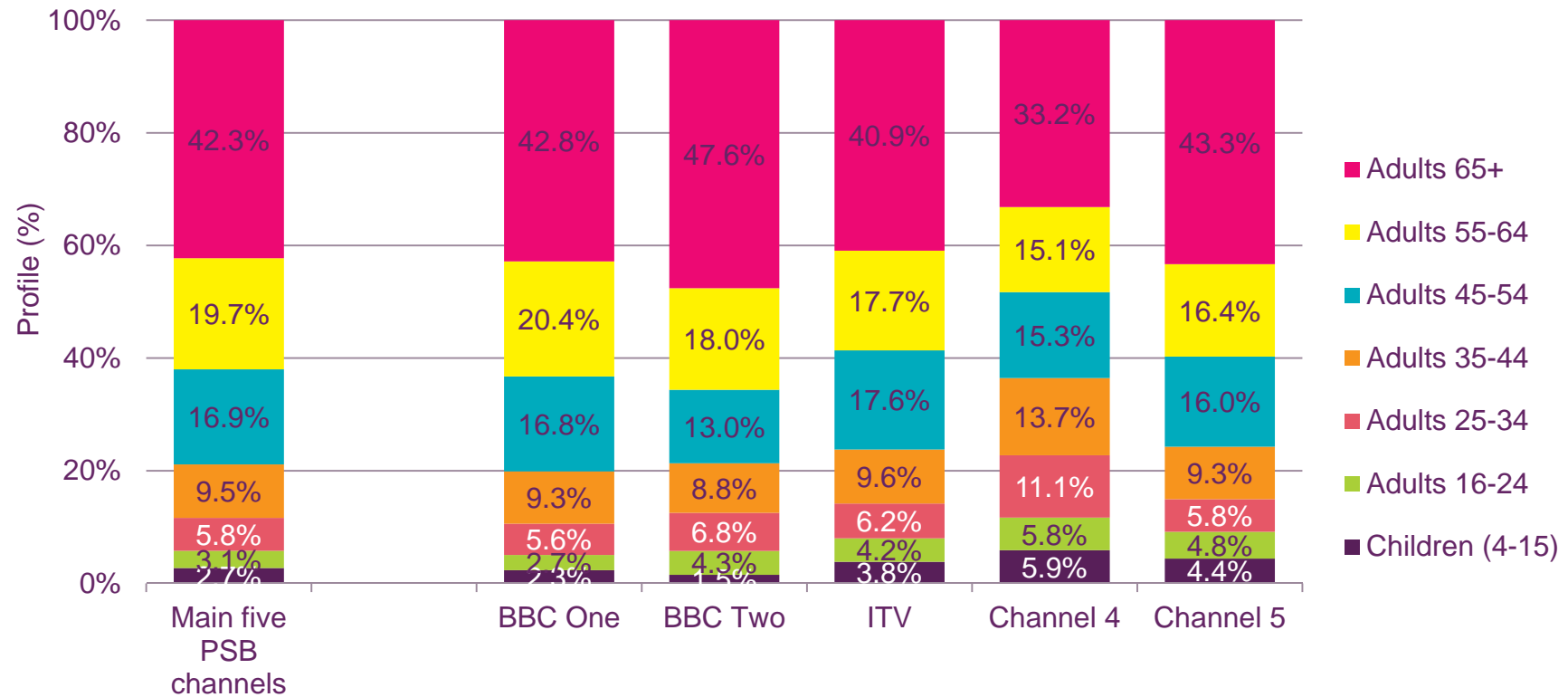


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Shares are based on total minutes of viewing to national/international News. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable.

Figure 88



Age profile of national/international news viewers, 2014

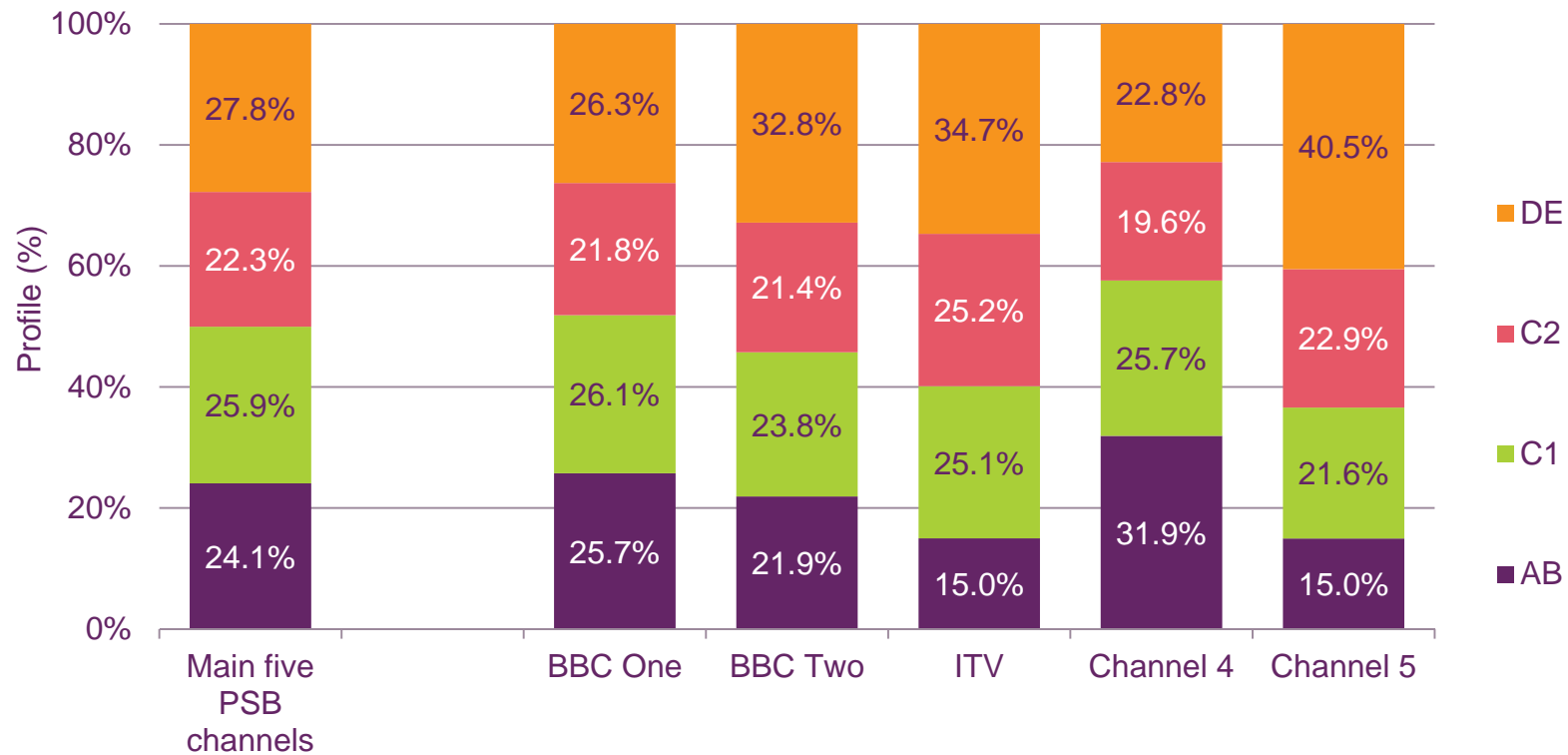


Source: BARB. All Individuals (4+), Network.

Figure 89



Socio-economic profile of national/international news viewers, 2014

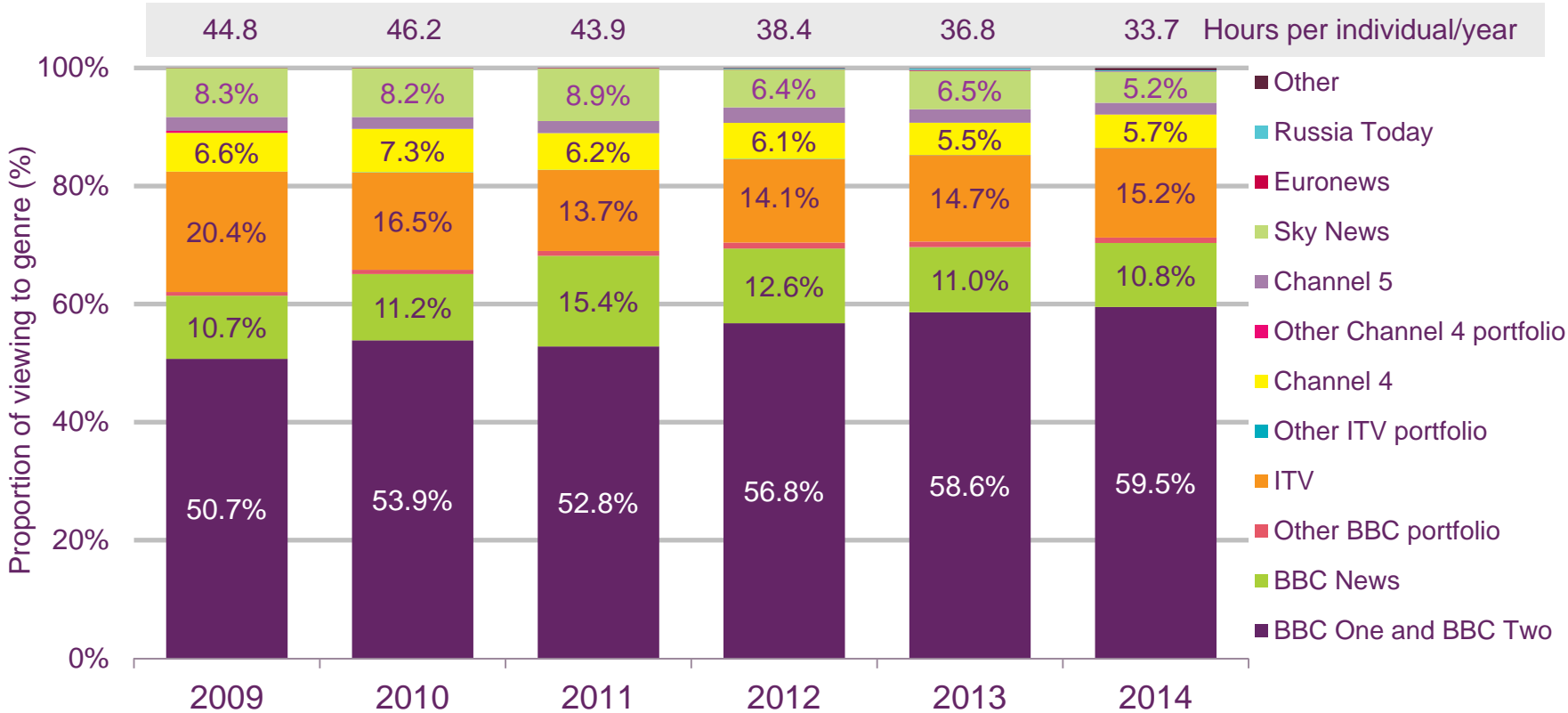


Source: BARB. All Individuals (4+), Network.

Figure 90



Proportion of viewing to national/international news by channel group – Adults 16-34, 2009-2014, All day

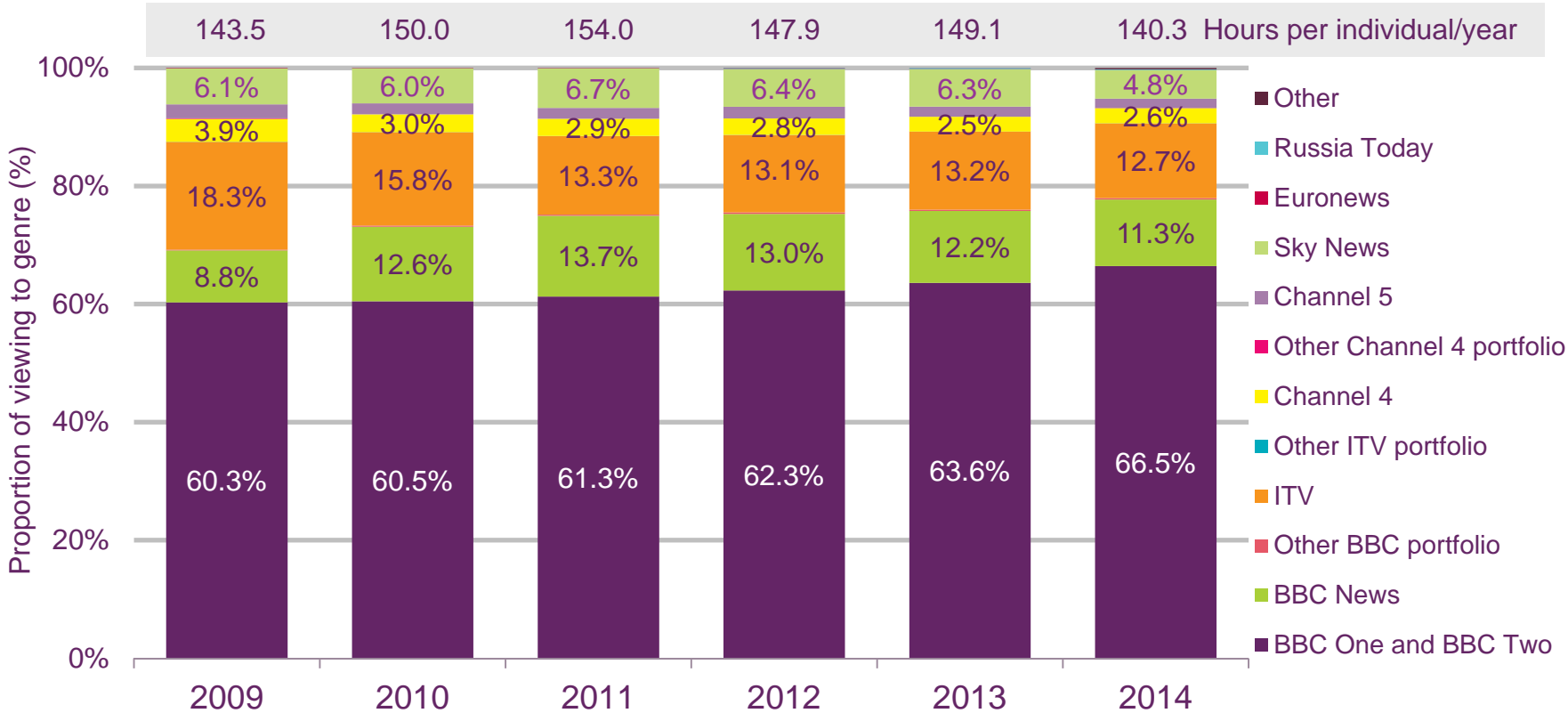


Source: BARB. Adults 16-34, 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Shares are based on total minutes of viewing to national/international News. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable.

Figure 91



Proportion of viewing to national/international news by channel group – Adults 35+, 2009-2014, All day



Source: BARB. Adults 35+, 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Shares are based on total minutes of viewing to national/international News. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable.

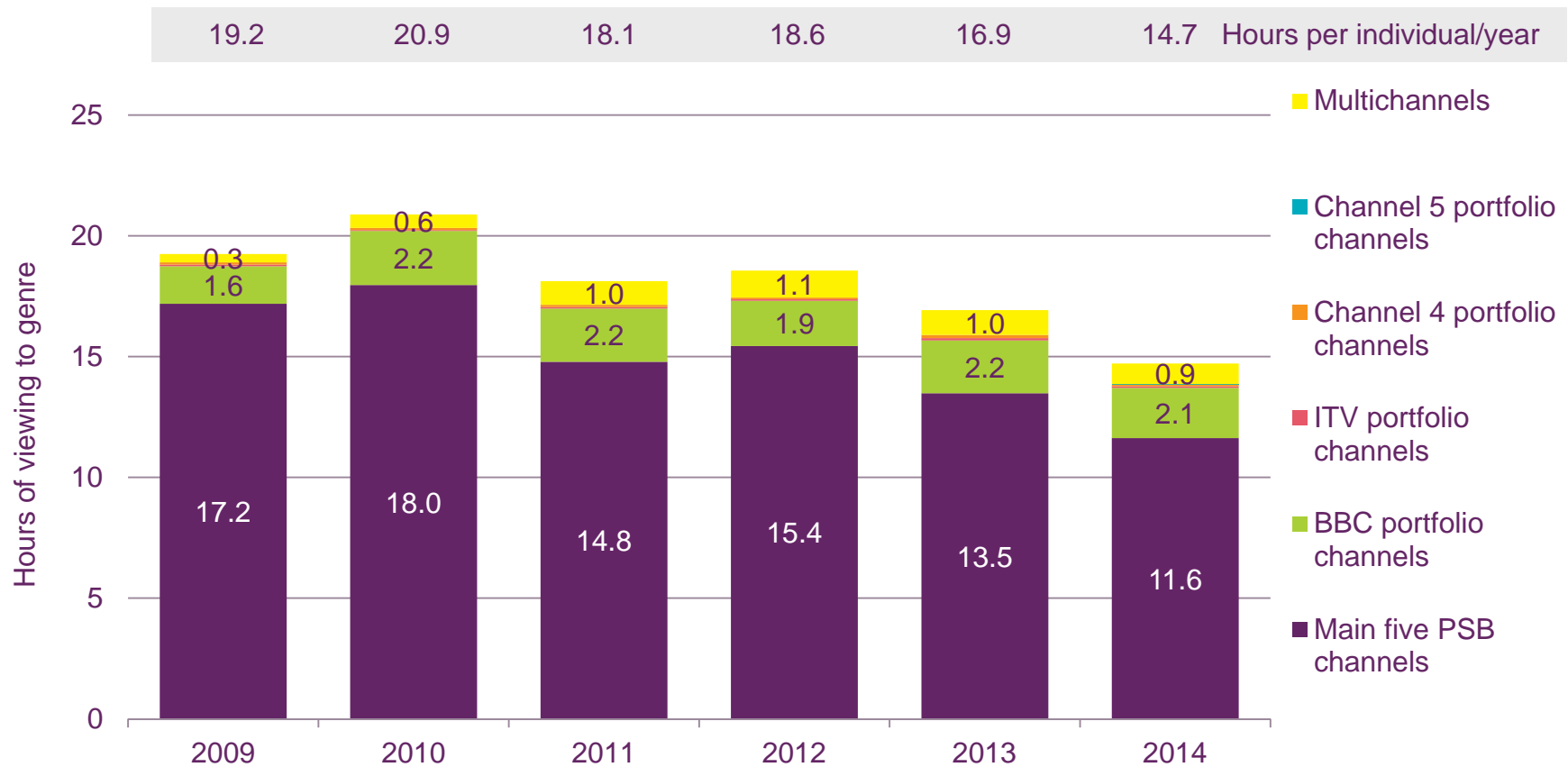
Summary: Genre analysis - current affairs political/ economical/social

- Having peaked at 20.9 hours per individual in 2010, viewing to the *current affairs: political/ economical/ social* genre fell gradually to 14.7 hours in 2014. The main five PSB channels represented the majority of this viewing, accounting for 11.6 hours (79.0%) in 2014 – this was down 6.4 hours from 18.0 hours per individual in 2010 (86.0%). The BBC portfolio channels accounted for a further 2.1 hours (14.1%) and all other multichannels made up 0.9 hours (5.8%) (Figures 92 and 93).
- Analysis by channel shows that BBC One (5.9 hours in 2014) and BBC Two (4.0 hours) were the most watched channels for this genre of programming – together they accounted for 67.4% of viewing to the genre in 2014. These two channels have consistently accounted for over two-thirds of viewing to *current affairs: political/ economical/ social* programming. BBC News accounted for a further 1.6 hours of viewing – 11.0% of viewing to the genre. Viewers spent, on average, 1.2 hours (8.3%) watching this genre on ITV in 2014.
- Sky News was the main ‘other’ multichannel channel viewers tuned into for this type of programming – in 2014, it accounted for 0.6 hours of viewing (4.0%).

Figure 92



Hours of viewing to current affairs: political/ economical/ social by channel group– All Individuals, 2009-2014, All day

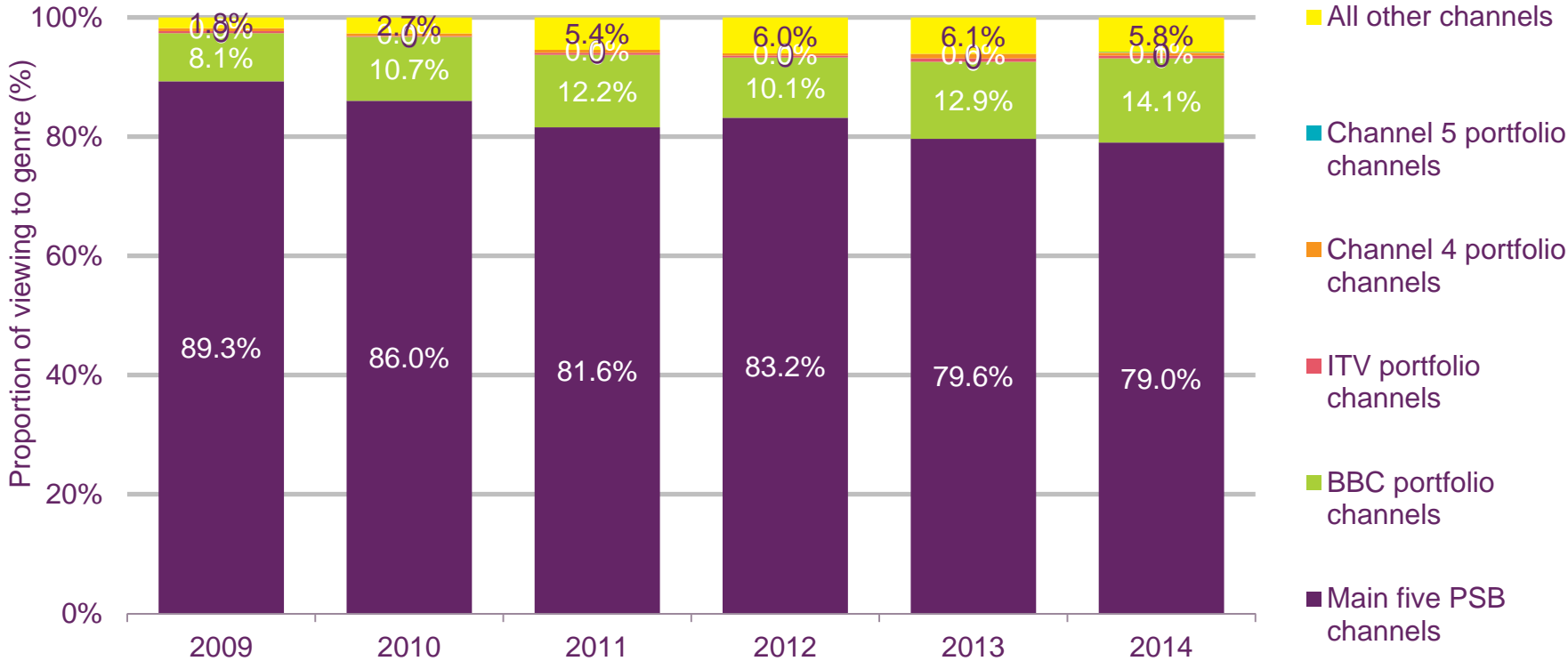


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 93



Proportion of viewing to current affairs: political/economical /social by channel – All Individuals, 2009-2014, All day



Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre. Current Affairs: Political/Economical/Social– Main 'other' channel = Sky News (4.0%).

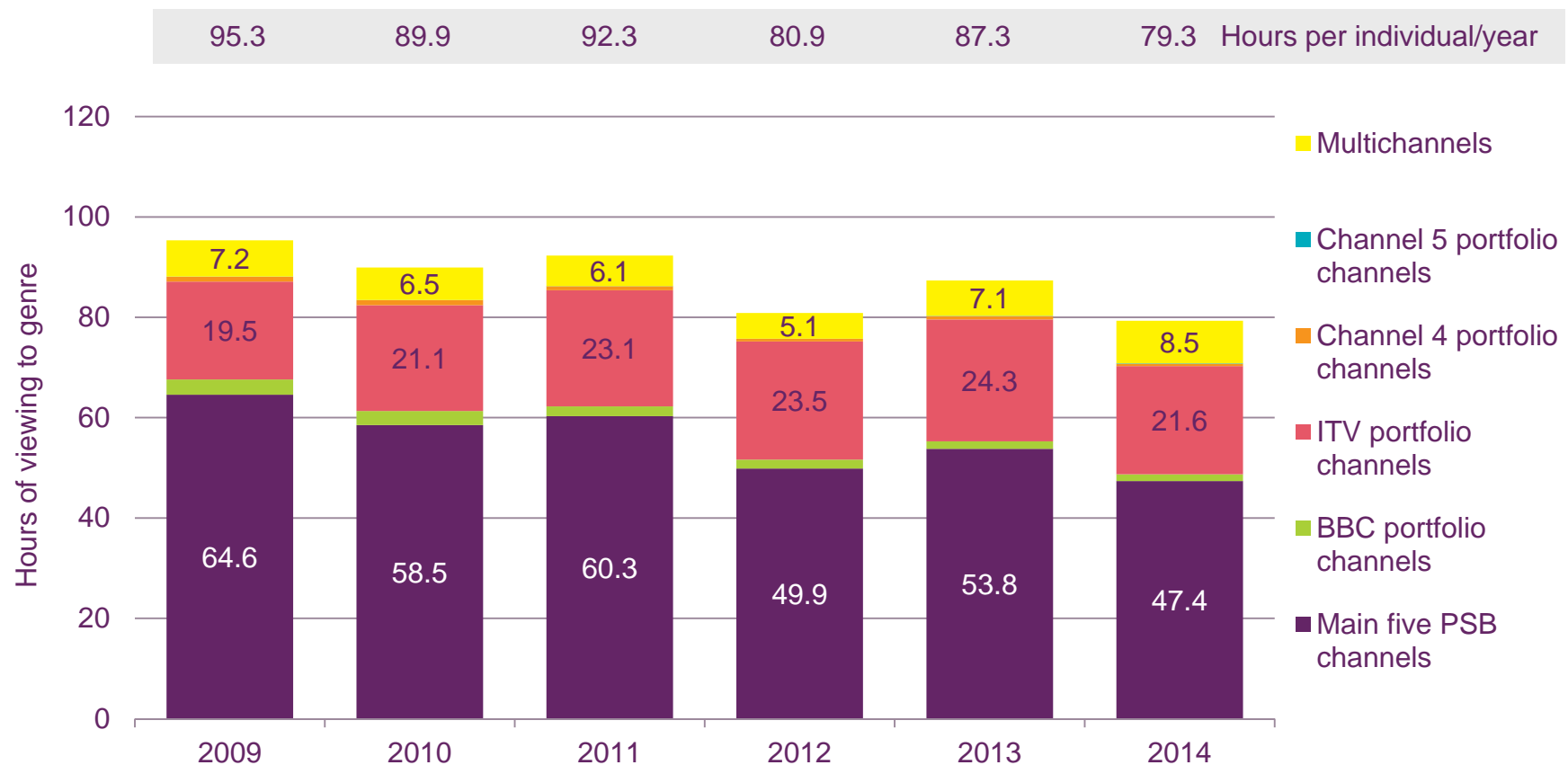
Summary: Genre analysis – UK Drama

- Following an increase in viewing from 80.9 hours per individual in 2012 to 87.3 hours in 2013, viewing to *UK drama* fell to 79.3 hours in 2014. The main five PSB channels accounted for 47.4 hours of viewing to this genre in 2014 – 17.2 hours lower than viewing levels in 2009. The ITV portfolio channels represented 21.6 hours of viewing in 2014 – similar to levels across previous periods. All other multichannels accounted for a further 8.5 hours in 2014 (Figure 94).
- In 2014, individuals spent, on average, 30.1 hours watching *UK drama* on BBC One – a similar level to previous years. This represented 38.0% of viewing – BBC One has consistently accounted for between 35-38% of viewing to this genre.
- Viewers spent 14.0 hours (17.6%) watching *UK drama* on ITV in 2014 – this was almost half the level viewed in 2009 (27.1 hours, 28.5%). The second most watched channel for this type of programming in 2014 was ITV3 (17.4 hours, 21.9%).
- Drama was the most watched ‘other’ multichannel channel in 2014 for this genre, accounting for 5.2 hours (6.6%) of viewing.

Figure 94



Hours of viewing to UK drama by channel group – All Individuals, 2009-2014, All day

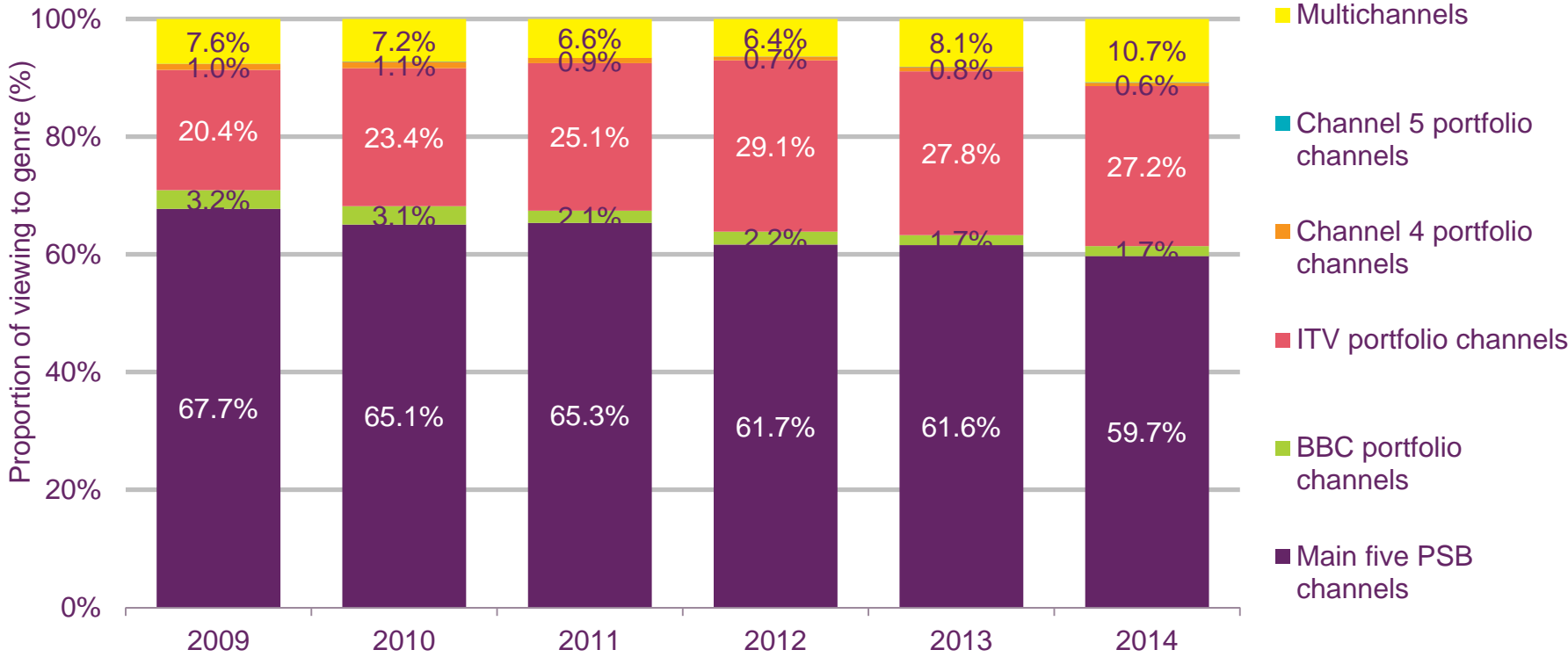


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 95



Proportion of viewing to UK drama by channel – All Individuals, 2009-2014, All day



Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre. UK Drama– Main 'other' channel = Drama (6.6%).

Summary: Genre analysis

- Viewing to **current affairs: other** fell from 35.0 hours per individual in 2013 to 31.8 hours in 2014. The majority of viewing in 2014 continued to take place on BBC One (17.3 hours) and ITV (11.8 hours). Viewing to the genre peaked in 2011 (38.3 hours) – between 2011 and 2014 viewing on BBC One fell from 20.4 hours to 17.3 hours and on ITV from 15.3 hours to 11.8 hours (Figure 96).
- Viewing to **documentaries: science and natural history** peaked at 29.2 hours per individual in 2011 – following a fall in 2012, viewing rose to 28.8 hours in 2013. In 2014, viewing to the genre fell to 23.9 hours, the lowest level across the analysis period. While BBC One (7.9 hours) and BBC Two (6.1 hours) accounted for the majority of viewing in 2014, their combined total fell from 17.2 hours in 2013 to 13.9 hours in 2014. The BBC portfolio channels represented 2.0 hours of viewing in 2014 and all other multichannels a further 4.5 hours per individual (Figure 97).
- Viewing to **documentaries: other** has continued to decline steadily over the years – falling from 136.0 hours per individual in 2009 to 114.6 hours in 2014. While viewing on BBC One has remained fairly steady, viewing on BBC Two fell from 14.8 hours in 2009 to 9.9 hours in 2014. On ITV, viewing to this genre almost halved from 12.7 hours in 2009 to 6.9 hours in 2014 and on Channel 4, fell from 18.3 hours to 11.4 hours over the same period. Viewing on Channel 5 has continued to increase since 2010, up from 7.1 hours to 13.3 hours in 2014. The largest proportion of viewing to this genre continues to take place across ‘all other channels’ – 38.1 hours in 2014 (Figure 98).

Summary: Genre analysis

- Viewing to programming within the **visual and performing arts** genre peaked at 3.2 hours per individual in 2011 – since then viewing has been in steady decline, falling to 2.3 hours in 2014. The BBC channels represented the majority of viewing to this genre – a total of 1.5 hours per individual in 2014. A further 0.7 hours of viewing took place across ‘all other channels’ (Figure 99).
- Viewing to the **music: classical** genre fell from its peak of 1.4 hours per individual in 2013 to 1.1 hours in 2014 – 1.0 hour of viewing took place across BBC channels. Between 2013 and 2014, while viewing on BBC Two, the BBC portfolio channels and ‘all other channels’ fell, viewing on BBC One increased (Figure 100).
- Having peaked at 9.1 hours per individual in 2012, viewing to the **music: contemporary** genre has remained steady since then with 8.8 hours spent watching this genre in 2014. The BBC portfolio channels (2.7 hours) and ‘all other channels’ (3.2 hours) accounted for most viewing to this genre. Viewing across the Channel 4 portfolio channels increased from 0.4 hours in 2013 to 1.2 hours in 2014 (Figure 101).
- Viewers spent an average of 2.1 hours over the course of 2014 watching programmes within the **religion** genre - viewing to the genre was at its highest in 2009 (3.1 hours) . Almost all of the 2014 viewing to this genre took place across the two main BBC channels, BBC One (1.6 hours) and BBC Two (0.4 hours) (Figure 102).

Summary: Genre analysis

- Viewing to programming with the **education** genre was at its peak in 2009 (0.5 hours per individual). In 2014, 0.2 hours were spent watching this genre with 0.1 hours viewed on BBC Two and 0.1 hours on Channel 4 (Figure 103).
- Following a peak in viewing in 2013 (186.2 hours), viewing to **entertainment** programming fell to 172.9 hours per individual in 2014 – this level was similar to previous years. While viewing fell from 68.9 hours in 2013 to 62.9 hours in 2014, ITV remains the most watched channel for this genre. ITV's portfolio channels accounted for a further 19.3 hours of viewing in 2014. The BBC channels, combined, accounted for 49.6 hours of viewing in 2014 (Figure 104).
- Viewing to **comedy** programming remained steady between 2009 and 2013 at around 50 hours per individual per year. Between 2013 and 2014 viewing to the genre fell from 48.7 hours to 43.4 hours. While representing the majority of viewing to this type of programming, viewing levels fell between 2013 and 2014 across the Channel 4 portfolio channels (from 12.8 hours to 11.6 hours) and 'all other channels' (from 15.6 hours to 14.0 hours) (Figure 105).
- Viewing to **sport** has fluctuated across the analysis period – this is likely to be related to variations in sporting events from year to year. Viewing peaked at 135.7 hours in 2012, with 51.7 hours viewed on BBC One and 39.1 hours across all other multichannels. Viewing dipped to its lowest point over the six-year period in 2013 (95.5 hours) and rose to 113.6 hours in 2014. While viewing across all other multichannels stood at 36.8 hours – the lowest level across the analysis period – there was an increase in viewing between 2013 and 2014 across BBC One (24.7 hours to 32.7 hours), BBC Two (11.4 hours to 17.0 hours) and ITV (12.2 hours to 17.1 hours) (Figure 106).

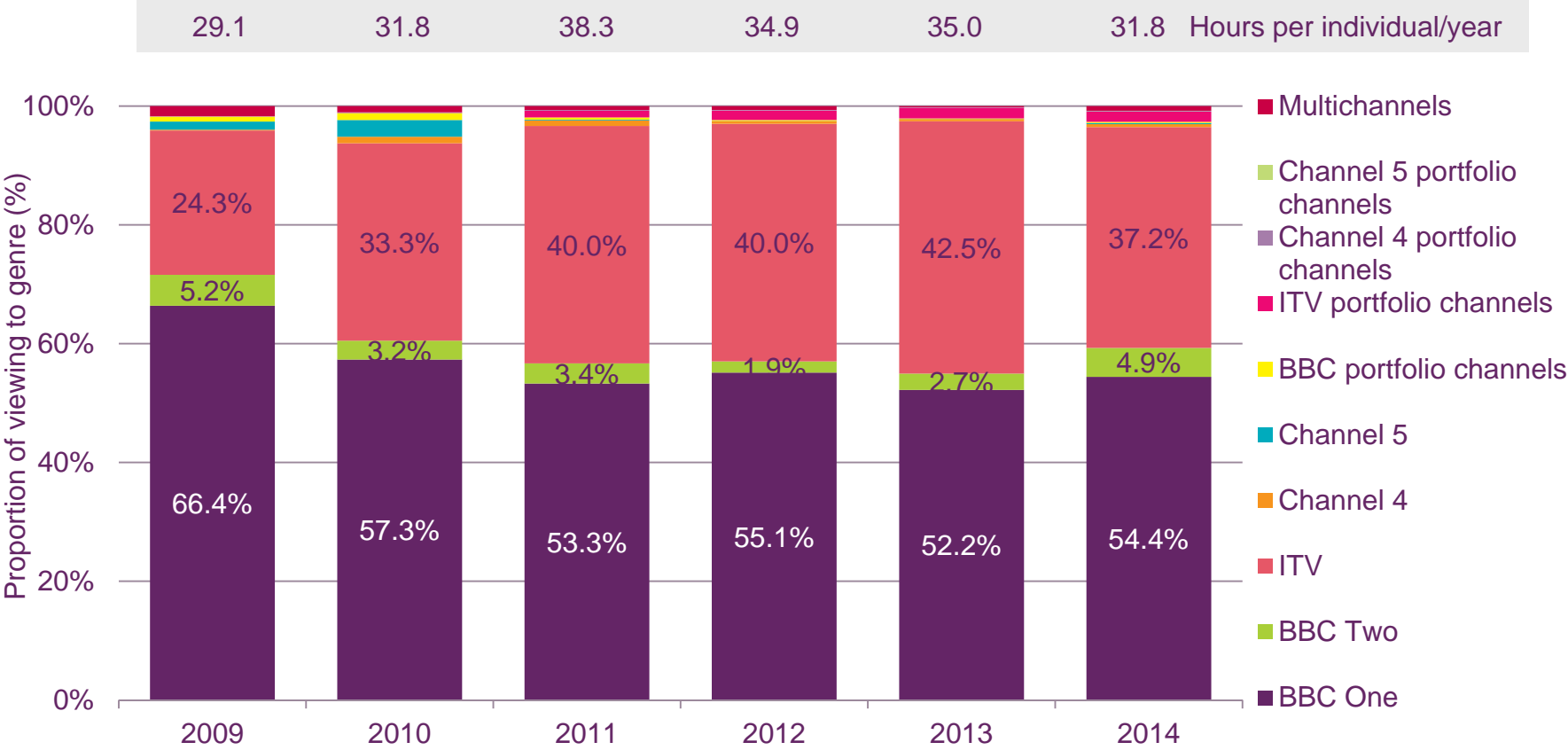
Summary: Genre analysis

- Viewing to **UK soaps** has been in steady decline, falling from 71.2 hours in 2009 to 57.2 hours in 2012, increasing to 61.1 hours in 2013 and falling again to 55.2 hours in 2014. ITV has remained the most watched channel for this genre, accounting for 31.3 hours of viewing in 2014, down from 40.7 hours in 2009. Viewing to the ITV portfolio channels also fell, from 4.7 hours in 2013 to 3.7 hours in 2014. BBC One was the second most watched channel for this genre, accounting for 13.4 hours in 2014. (Figure 107).
- Viewing to **UK films** remained stable over the six-year analysis period and has been distributed across a range of channel/channel groups. In 2014, individuals spent 16.0 hours watching this genre – 4.1 hours of this took place on ITV (up from 2.9 hours in 2013) and a further 3.8 hours across the broadcaster's portfolio channels. Channel 4 portfolio channels represented 2.8 hours of viewing in 2014, down from 3.4 hours in 2013. (Figure 108).
- **Leisure interests** programming accounted for 96.1 hours of viewing in 2014 – viewing to the genre has remained steady over the last three years following a fall from 103.2 hours in 2011 to 92.4 hours in 2012. BBC One (32.5 hours) and BBC Two (17.4 hours) accounted for almost 50 hours of viewing to this type of programming in 2014 – similar levels to 2013 (Figure 109).

Figure 96



Proportion of viewing to current affairs: other by channel group – All Individuals, 2009-2014, All day

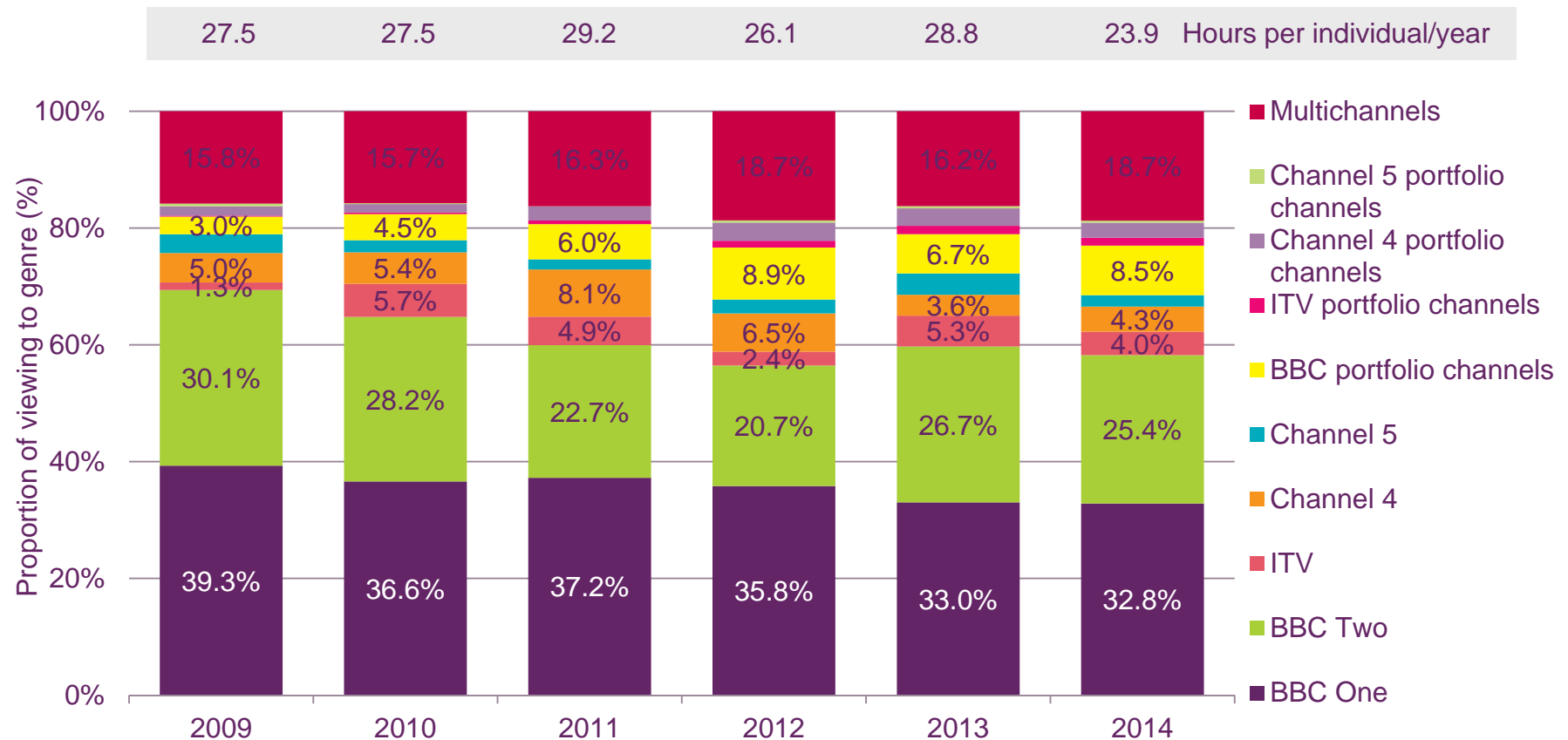


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 97



Proportion of viewing to documentaries : science and natural history by channel group – All Individuals, 2009-2014, All day

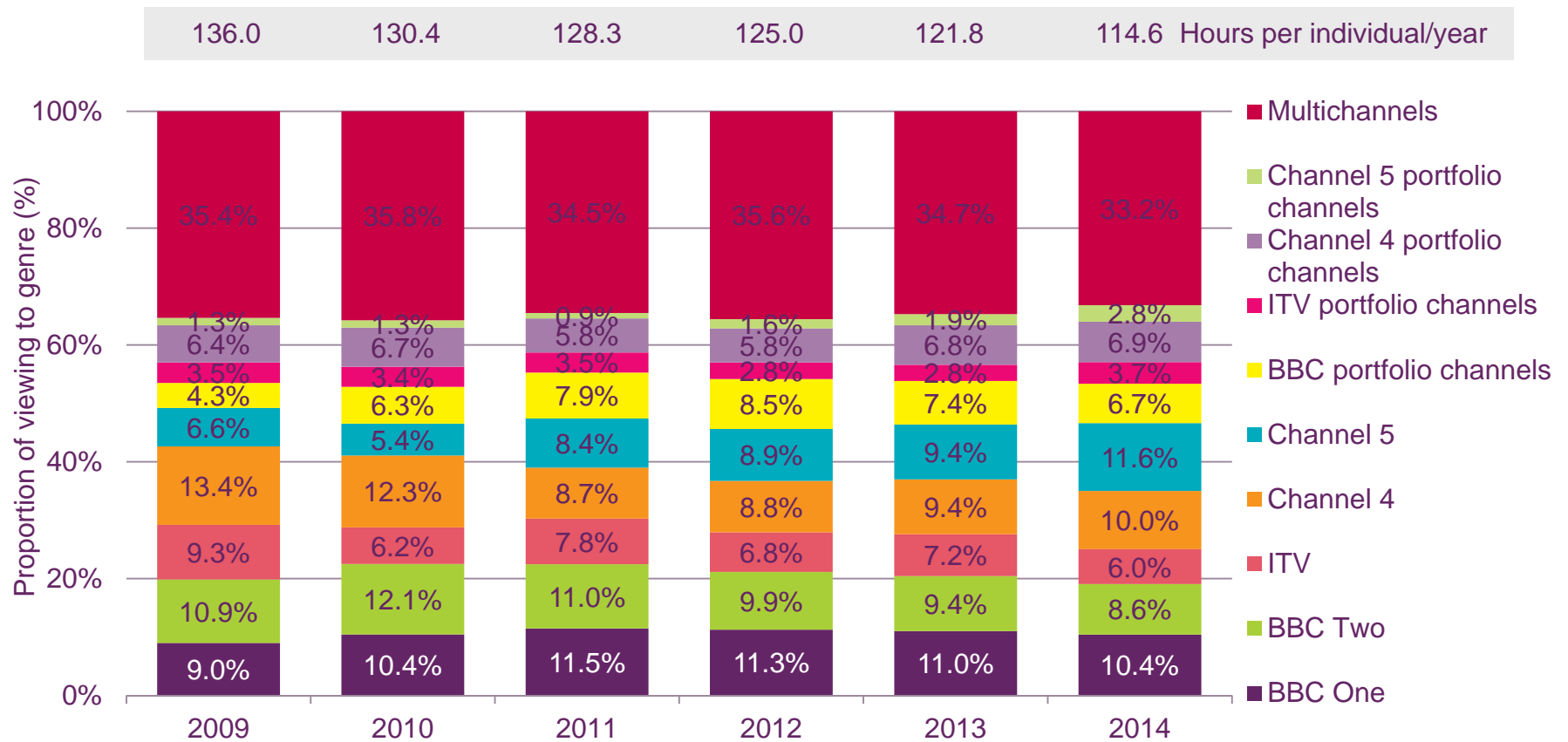


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 98



Proportion of viewing to documentaries : other by channel group – All Individuals, 2009-2014, All day

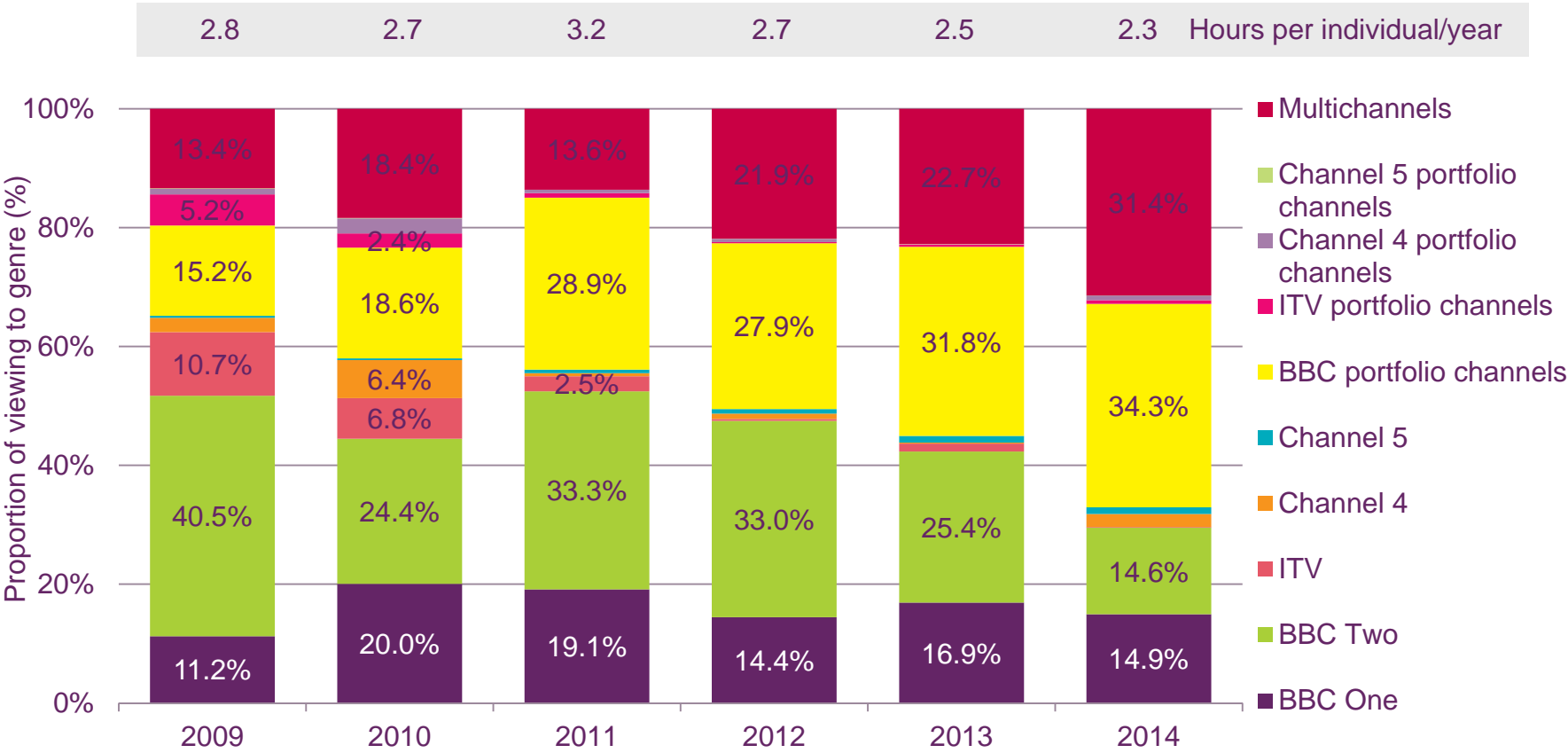


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 99



Proportion of viewing to visual and performing arts by channel group – All Individuals, 2009-2014, All day

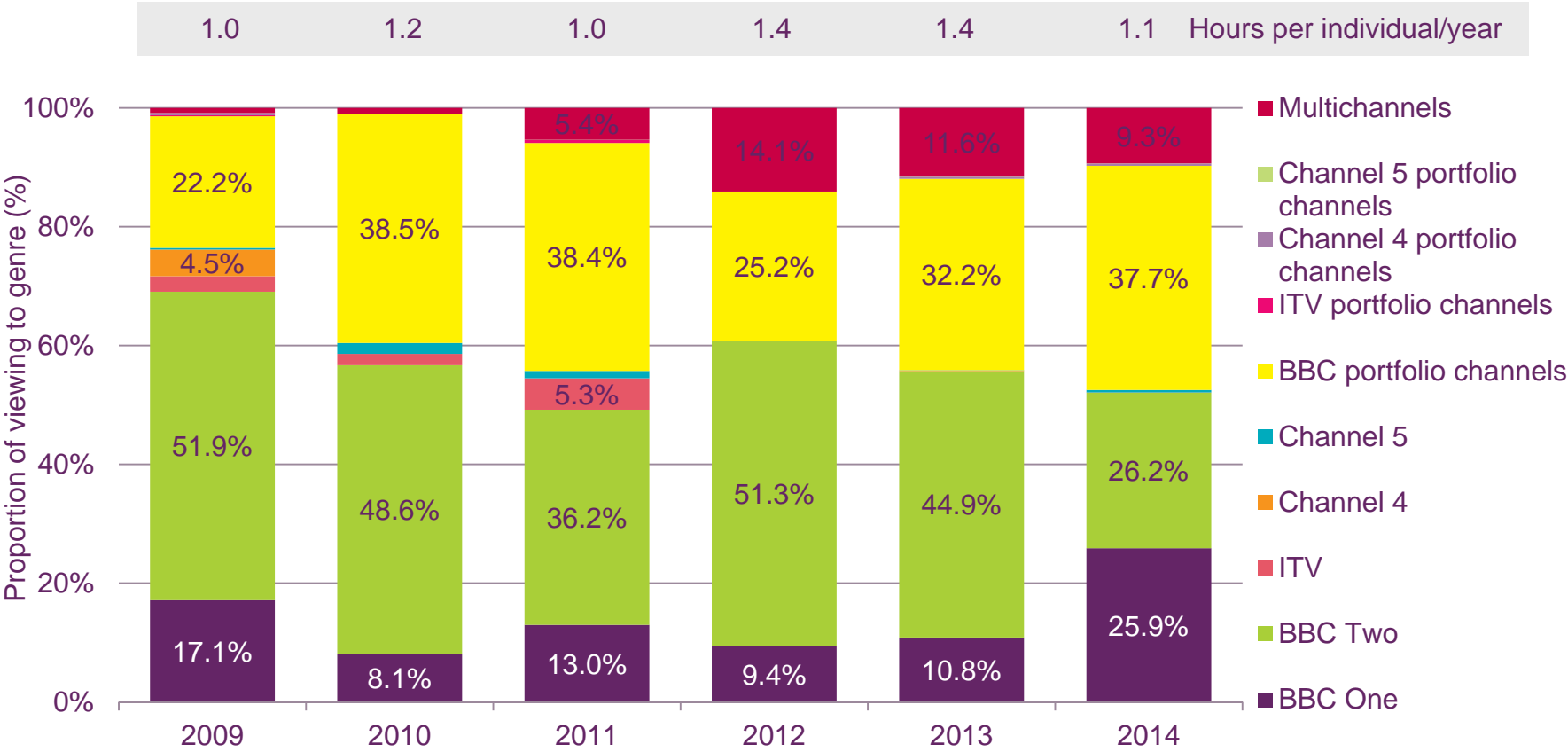


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 100



Proportion of viewing to music: classical by channel group – All Individuals, 2009-2014, All day

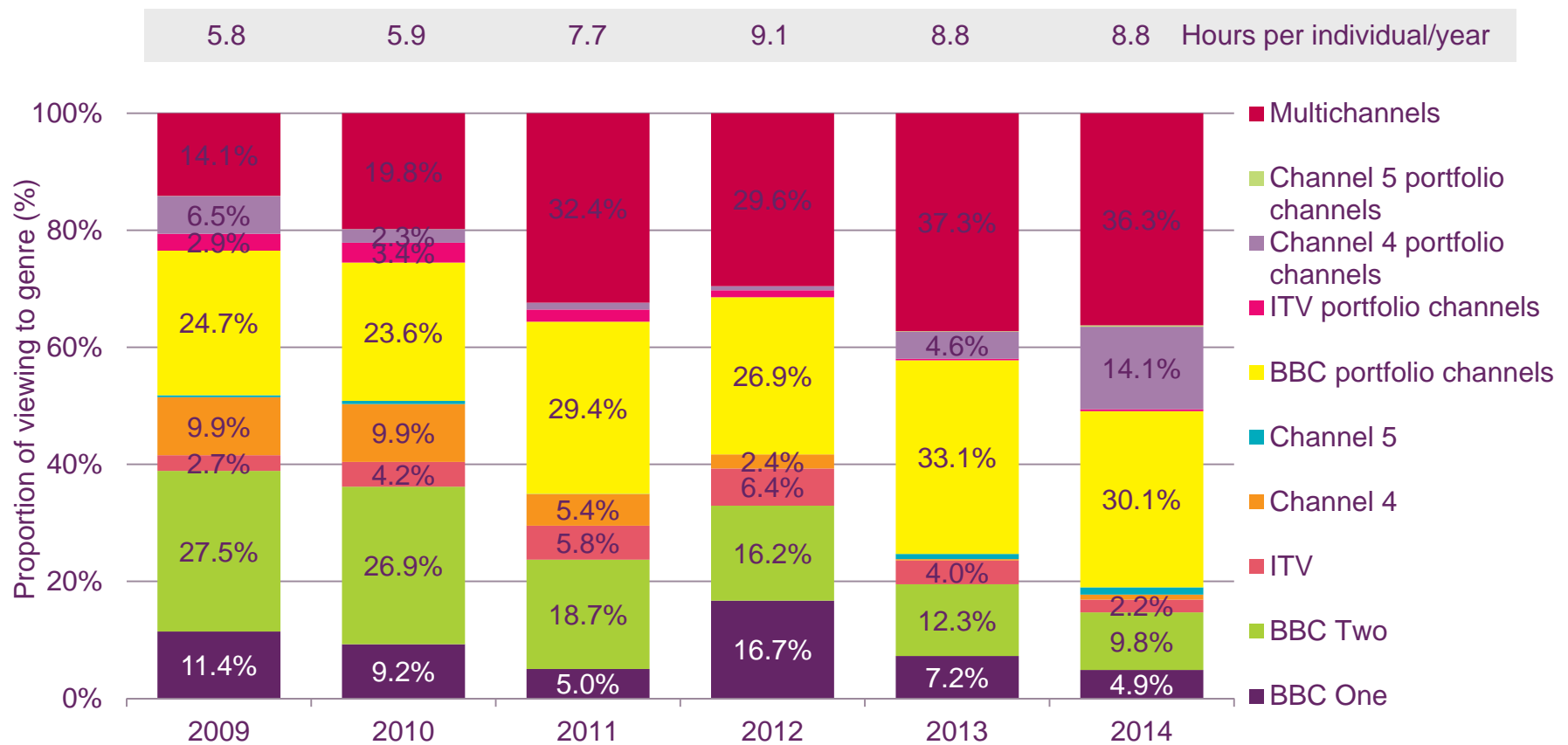


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 101



Proportion of viewing to music: contemporary by channel group – All Individuals, 2009-2014, All day

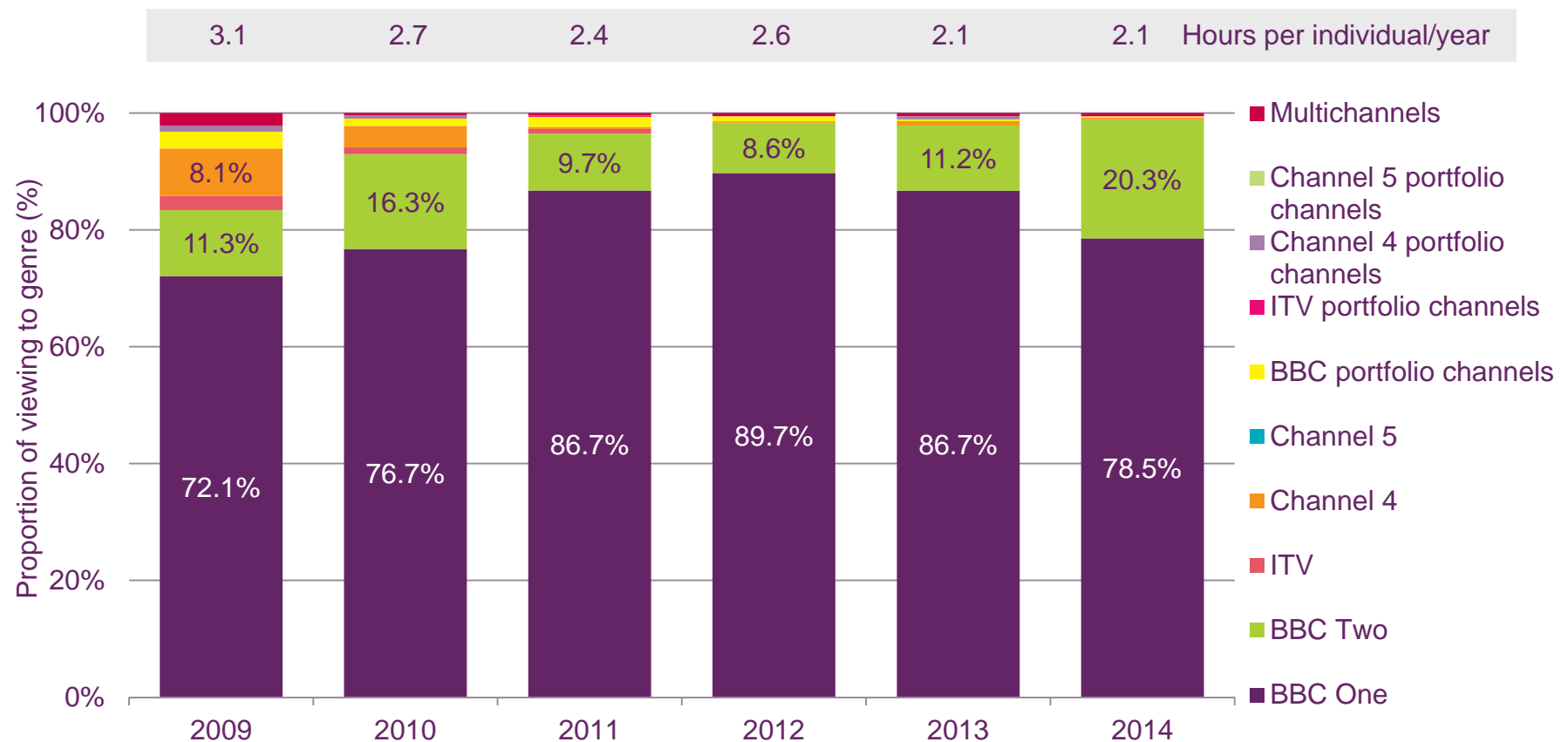


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 102



Proportion of viewing to religion by channel group – All Individuals, 2009-2014, All day

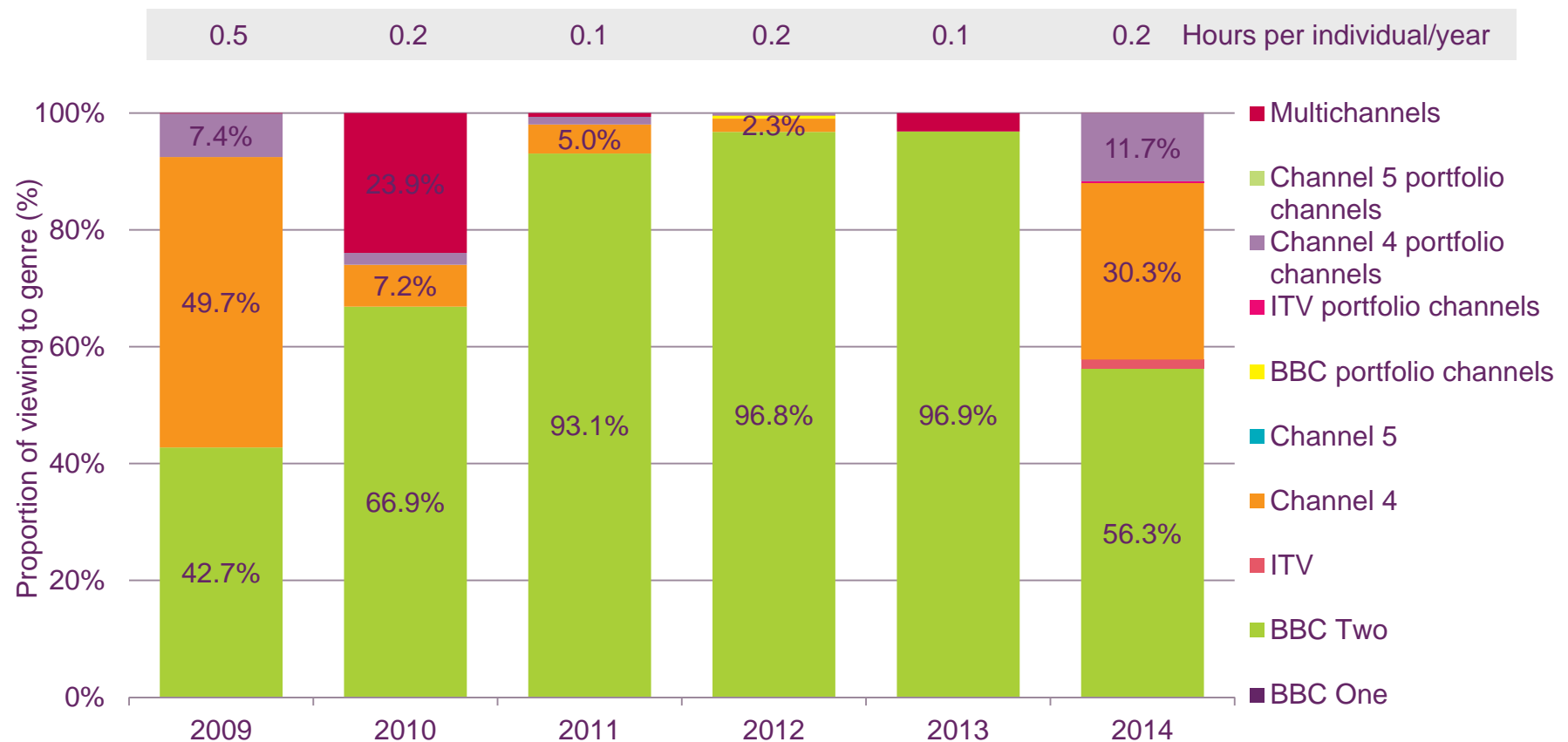


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 103



Proportion of viewing to education by channel group – All Individuals, 2009-2014, All day

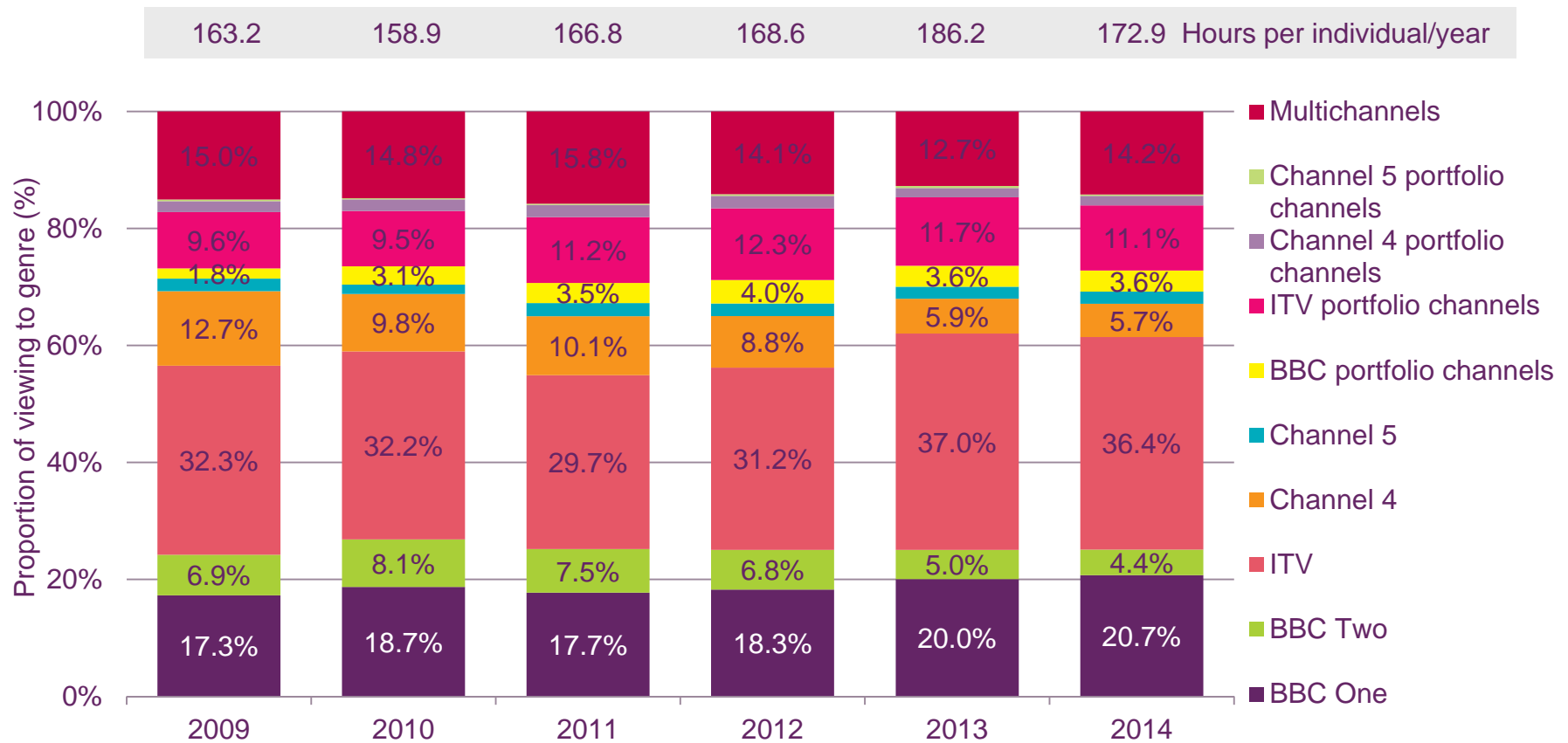


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 104



Proportion of viewing to entertainment by channel group – All Individuals, 2009-2014, All day

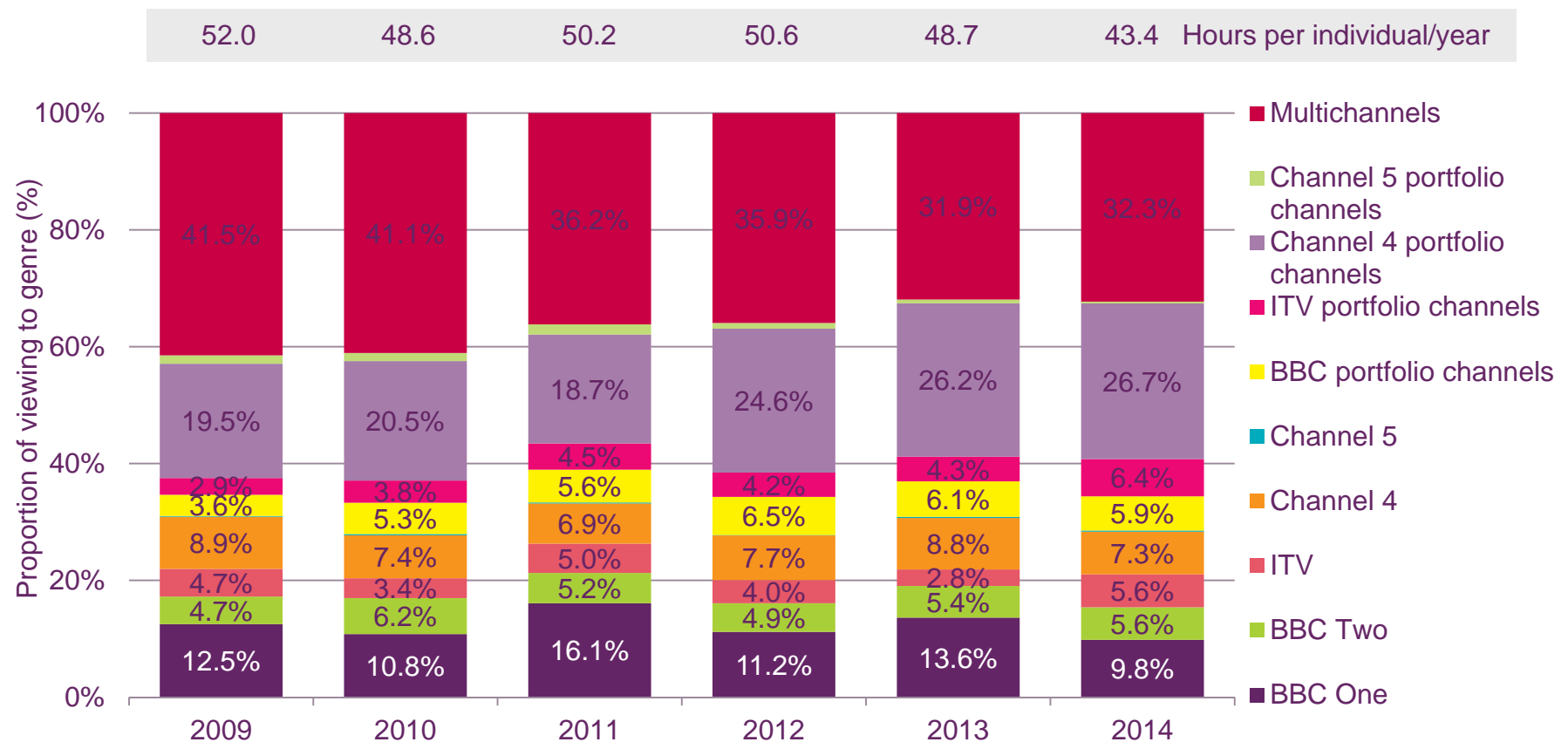


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 105



Proportion of viewing to comedy by channel group – All Individuals, 2009-2014, All day

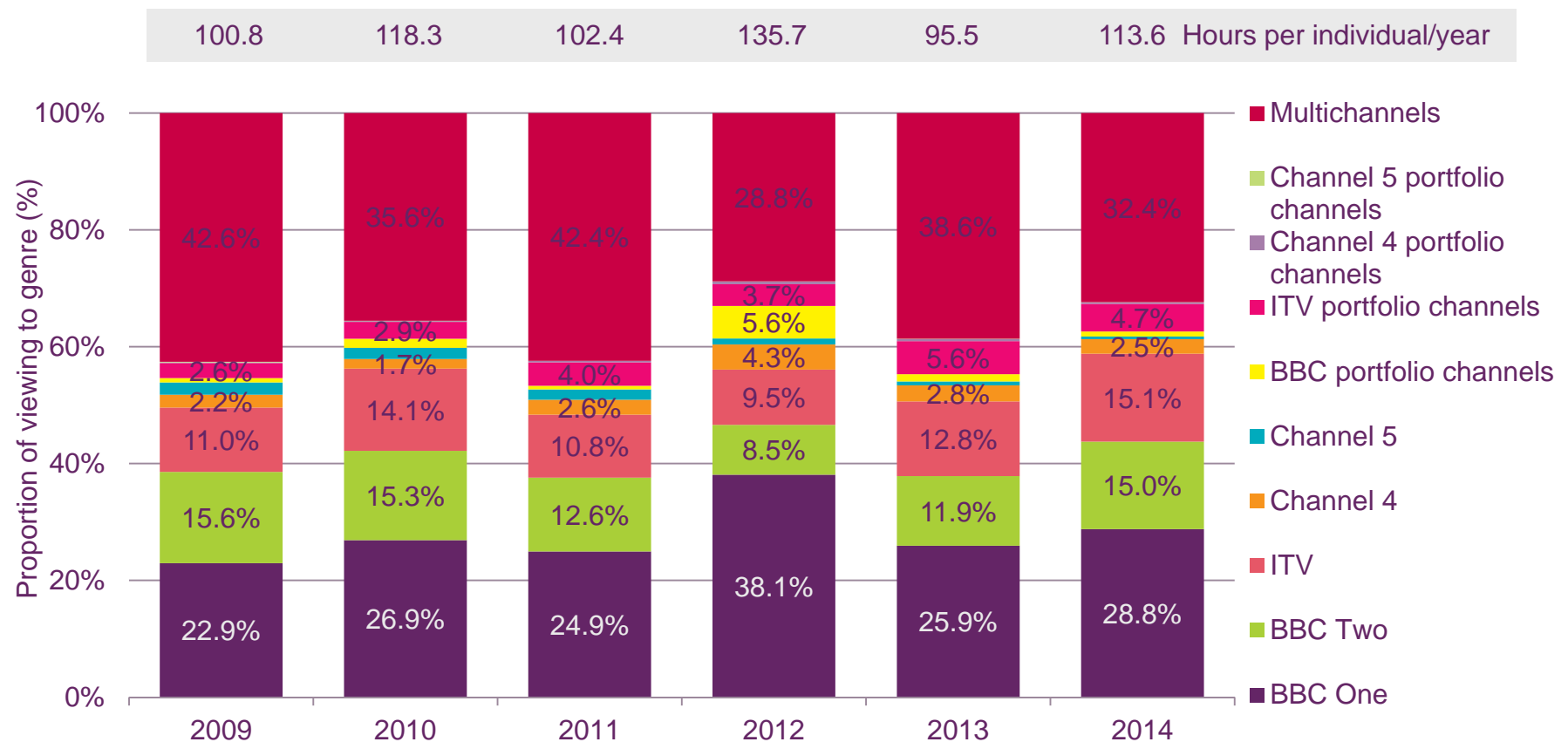


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 106



Proportion of viewing to sport by channel group – All Individuals, 2009-2014, All day

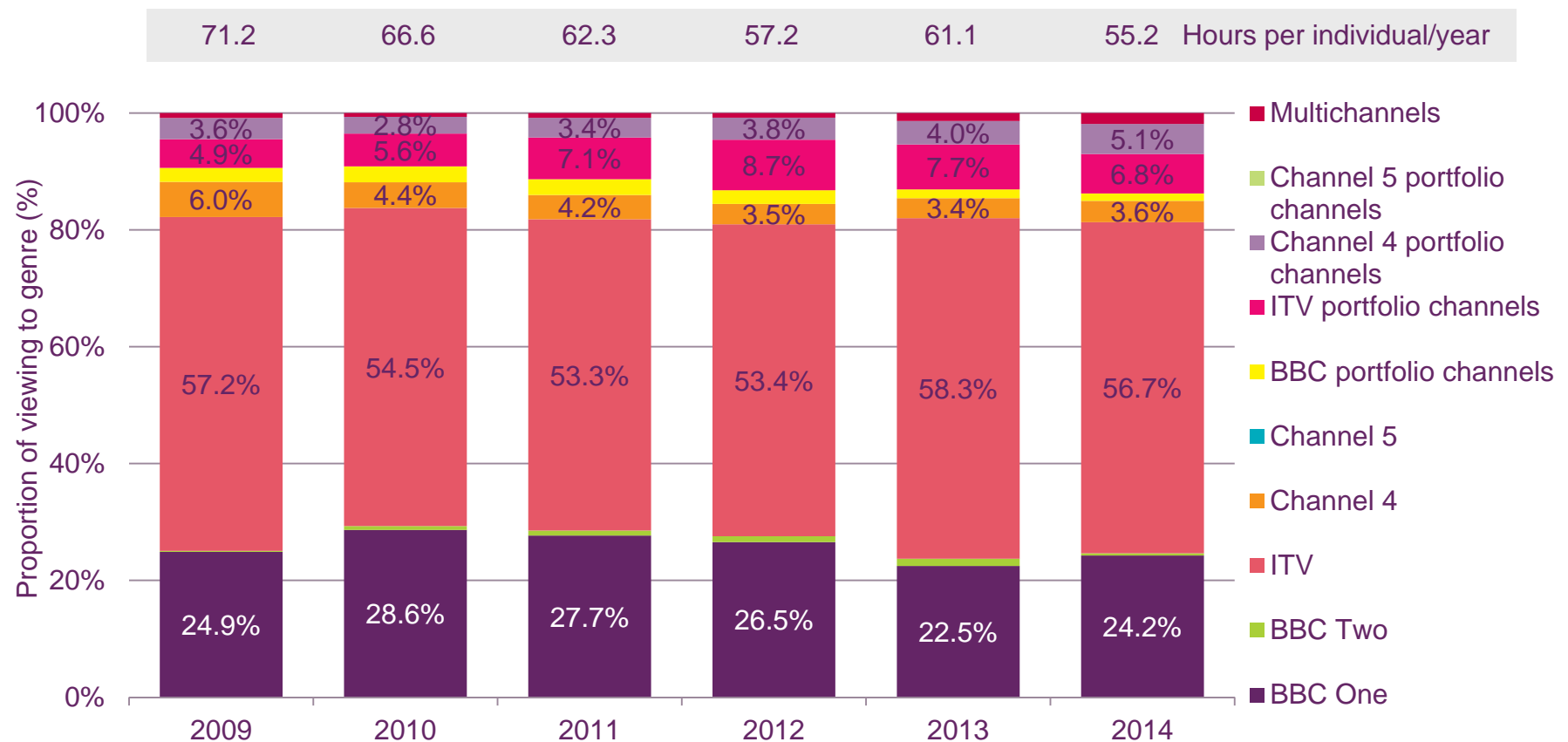


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 107



Proportion of viewing to UK soaps by channel group – All Individuals, 2009-2014, All day

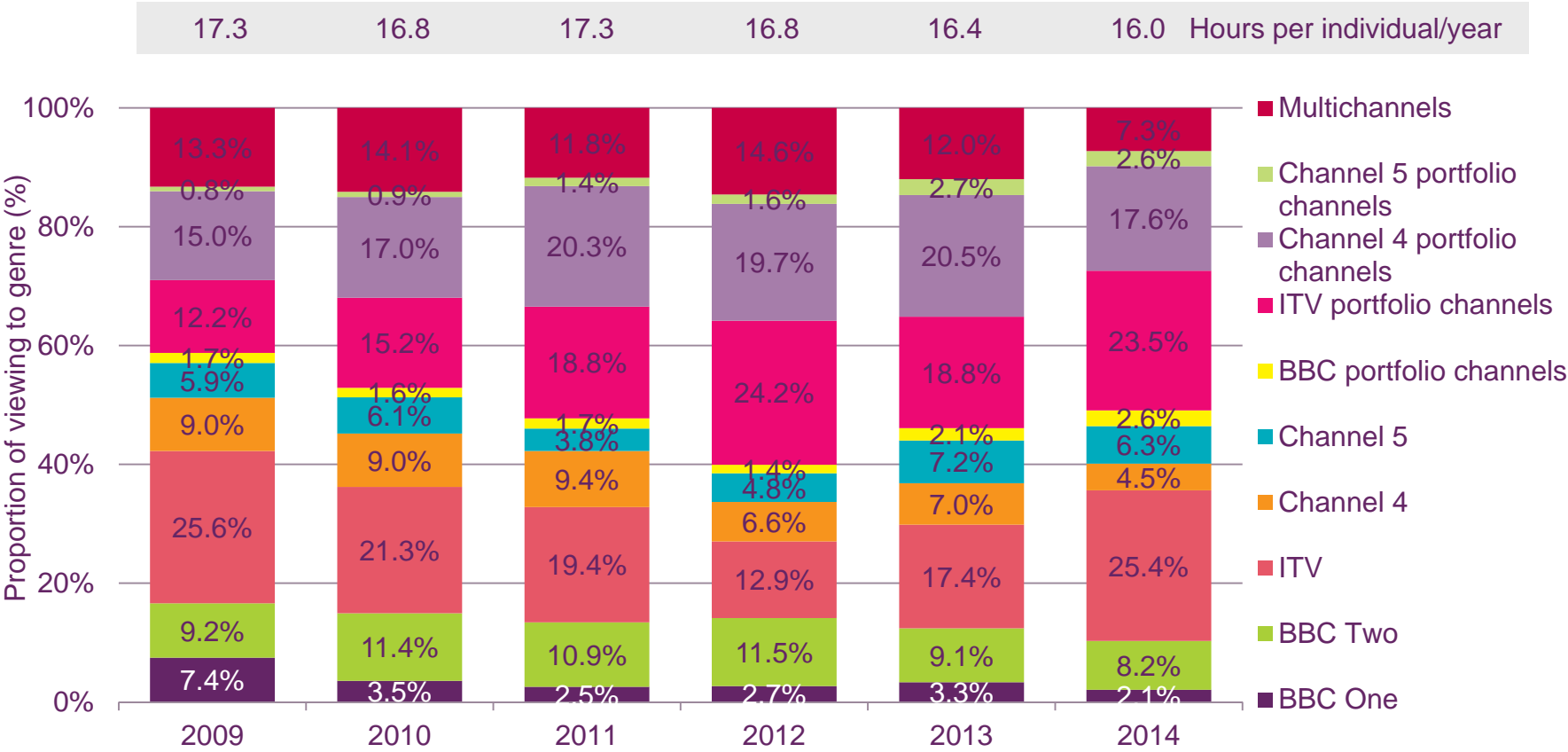


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 108



Proportion of viewing to UK films by channel group – All Individuals, 2009-2014, All day

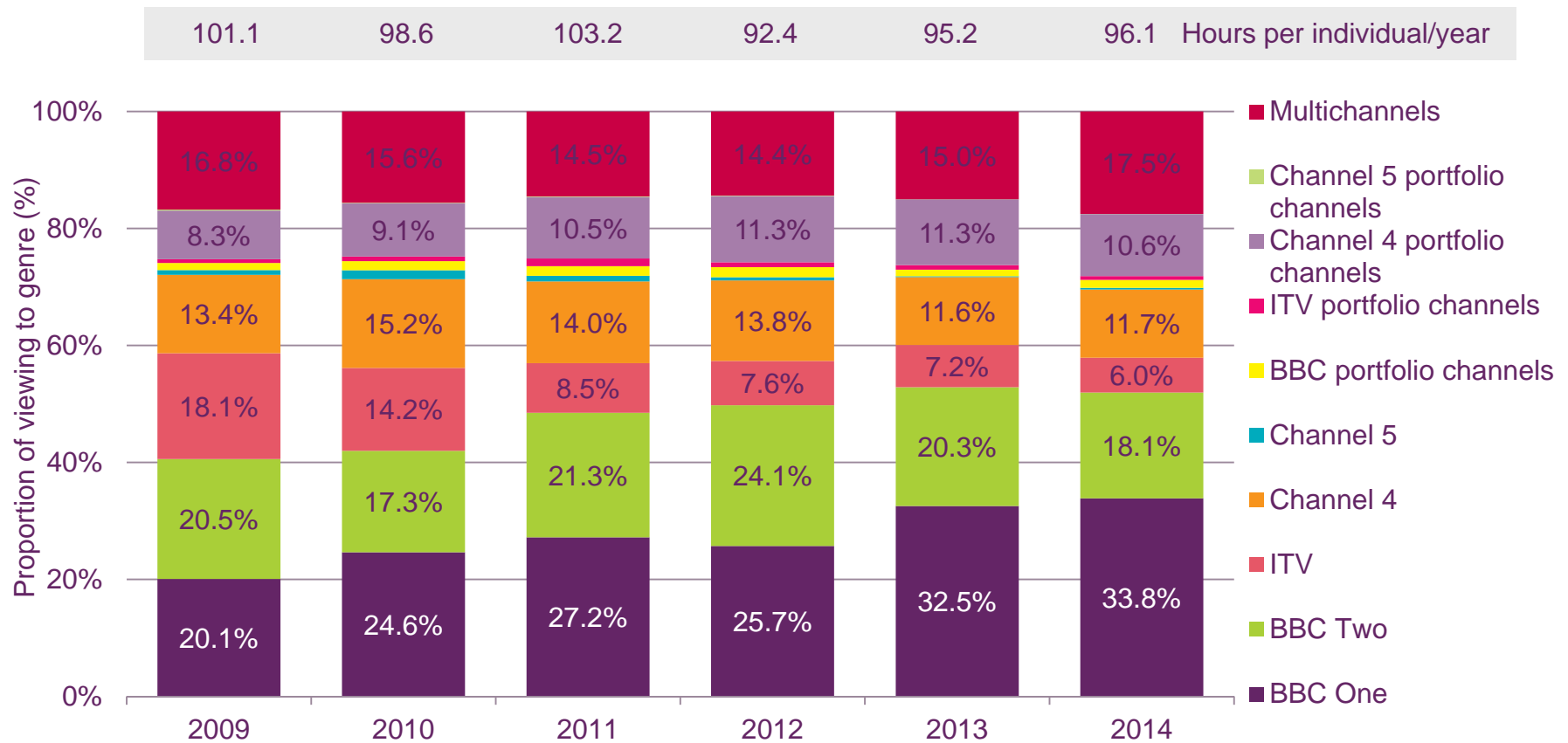


Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 109



Proportion of viewing to leisure interests by channel group – All Individuals, 2009-2014, All day



Source: BARB. All Individuals (4+), 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

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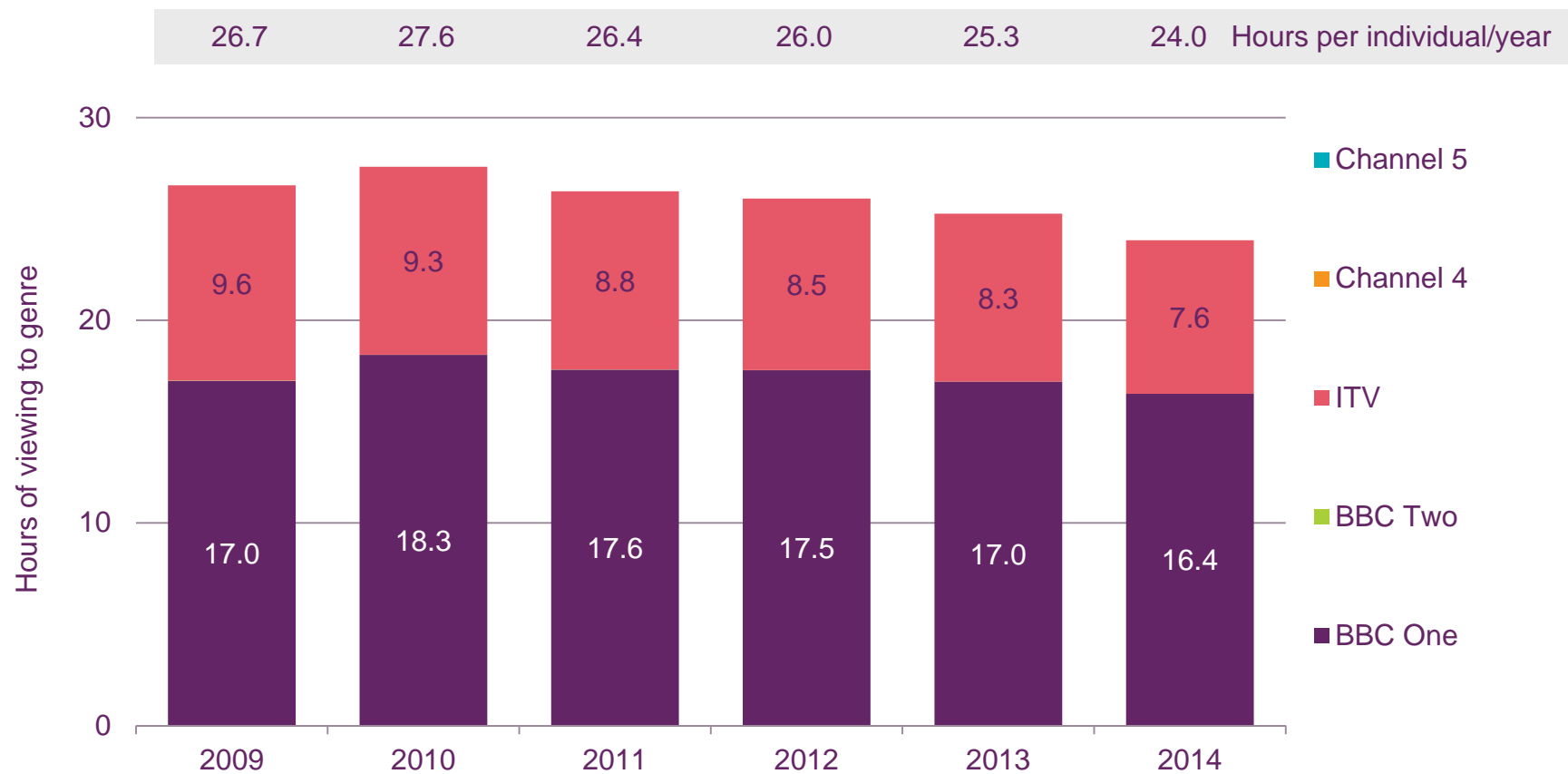
Summary: nations and regions news

- Viewing to the *nations and regions news* genre fell for the fourth consecutive period, from 27.6 hours in 2010 to 25.3 hours in 2013 and to 24.0 hours in 2014. Viewing fell across both of the key channels, BBC One (16.4 hours in 2014) and ITV (7.6 hours in 2014) (Figure 110).
- During weekdays, the early evening nations and regions news bulletin is broadcast at 1800 on Channel 3/ITV. The share of viewing achieved by this bulletin stood at 18.0% across the UK in 2014 – shares across each of the nations was higher than the UK average and highest in Northern Ireland (34.9% in 2013). Across the English regions, the share of viewing achieved by Channel 3's early evening news bulletin was highest in Border (41.0% in 2014, up from 37.7% in 2013). The share of viewing in the North West fell from 17.2% in 2013 to 15.7% in 2014 - a fall of 1.6 percentage points. (Figures 111 and 112).
- BBC One's early evening nations and regions bulletin is broadcast at 1830. In 2014, the share of viewing to these programmes across the UK stood at 28.7% - shares in each of the three nations was higher than the UK average and highest in Wales (31.5% in 2014). The share of viewing to the BBC early evening bulletin in Northern Ireland increased from 26.7% in 2013 to 29.0% in 2014. Across the English regions, BBC One's share for the early evening news programme in 2014 was highest in the South West (45.1%) and lowest in London (23.0%) (Figures 113 and 114).

Figure 110



Hours of viewing to nations and regions news by channel – All Individuals, 2009-2014, All day

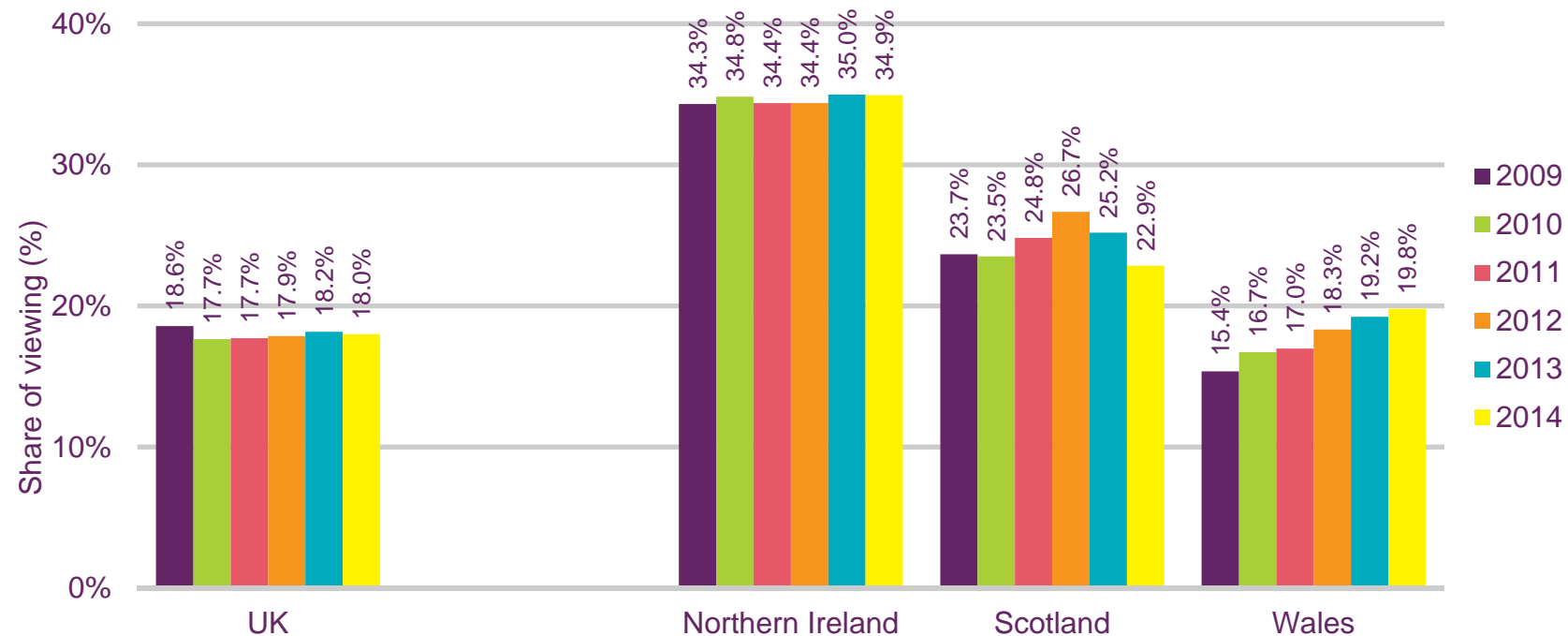


Source: BARB. All Individuals (4+), Network. Based on total minutes of viewing to the genre across the main five PSB channels only.

Figure 111



Channel 3 nations and regions evening news viewing share – nations, 2009-2014



Source: BARB. All Individuals (4+). Shares refer to data for ITV SD only.
 Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.
 UK figures based on dayparts data: Channel 3 Monday-Friday 1800-1830.
 As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

Figure 112



Channel 3 nations and regions evening news viewing share – English regions, 2009-2014



Source: BARB. All Individuals (4+). Shares refer to data for ITV SD only.

Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.

UK figures based on dayparts data: Channel 3 Monday-Friday 1800-1830.

As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

Figure 113



BBC One nations and regions evening news viewing share – nations, 2009-2014



Source: BARB. All Individuals (4+).

Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.

UK figures based on dayparts data: BBC One Monday-Friday 1830-1900.

ITV regions used for analysis, therefore BBC One share may not exactly correlate with distinct BBC regional news programmes.

As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

Figure 114



BBC One nations and regions evening news viewing share – English regions, 2009-2014



Source: BARB. All Individuals (4+).

Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.

UK figures based on dayparts data: BBC One Monday-Friday 1830-1900.

ITV regions used for analysis, therefore BBC One share may not exactly correlate with distinct BBC regional news programmes.

As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.

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Summary: Children's viewing

- While the time children aged 4-15 spent watching television has declined since 2010, falling from 17.6 hours per week in 2010 to 13.7 hours in 2014, the split in viewing between PSB owned channels and all other multichannels has remained similar across the analysis period at around 60%/40%. As viewing to the main five PSB channels has fallen viewing to the portfolio channels has increased (Figure 115).
- Analysis of children's viewing to all television broken down by that taking place in children's airtime* and that taking place in 'adult' airtime** shows that there has been little change in the overall split between the two segments. While viewing by 4-15 year olds to the main five PSB channels in children's airtime has fallen, viewing to the BBC and commercial children's channels has increased – as a result children's airtime has continued to account for around a third of viewing. Children's airtime represented 34.6% of viewing by 4-15 year olds in 2014 (Figures 116).
- In 2014, children aged 4-15 spent 32.0% of their total TV viewing time watching *children's* programming – this is compared with 30.2% in 2009. Following *children's* programming, *entertainment* was the second most viewed genre, accounting for 13.5% of viewing time in 2014 (Figure 117).

*Children's airtime = all airtime dedicated to children's programming. Includes programming slots on the main five PSBs (e.g. *Milkshake* on Channel 5) and dedicated children's channels.

**Adult airtime = airtime excluding children's airtime

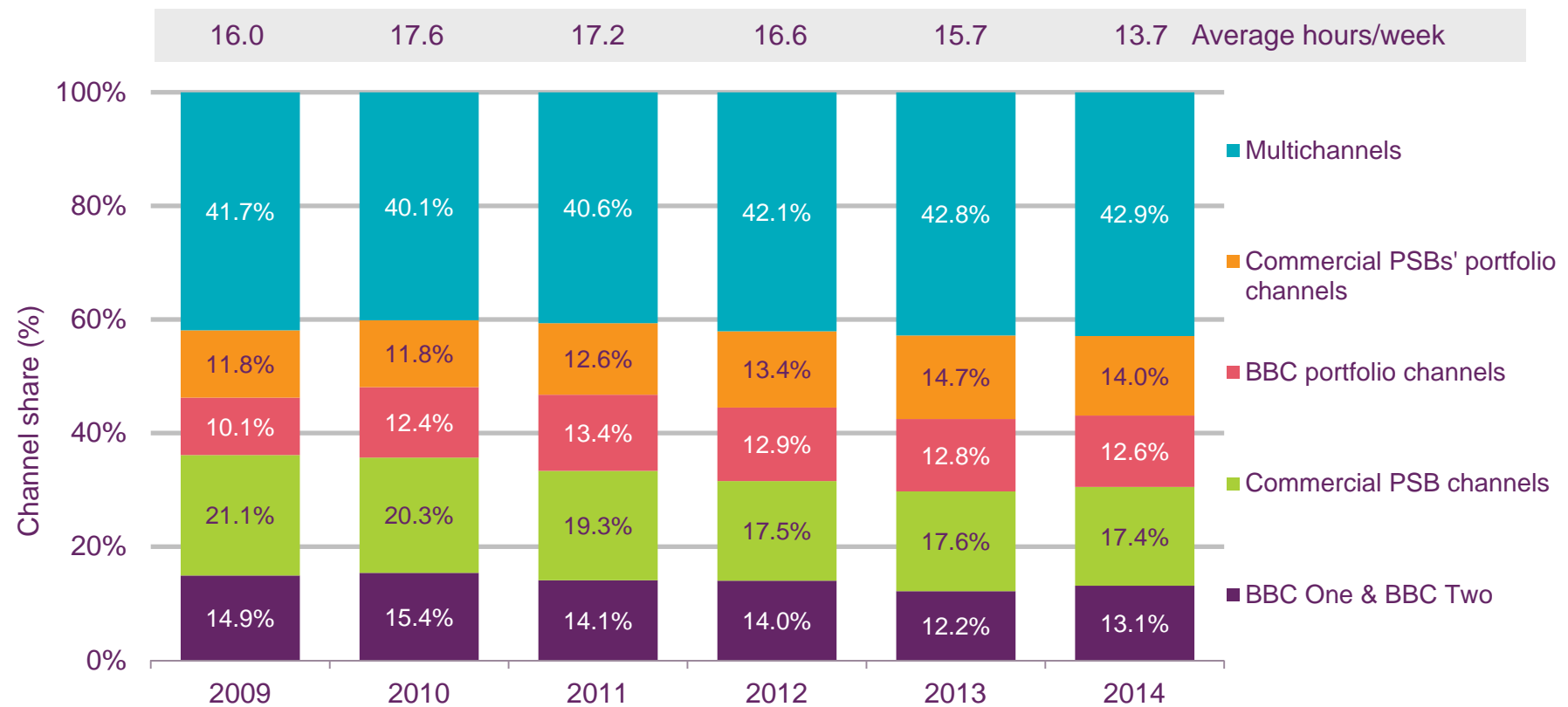
Summary: Children's viewing

- Viewing to *children's* programming by 4-15 year olds fell to 193.5 hours in 2014 – down from 225.6 hours in 2013 and down from a peak of 230.4 hours in 2012. Viewing on the main five PSB channels fell gradually over the analysis period from 21.7 hours (9.8%) in 2009 to 7.9 hours (3.5%) in 2013 and stood at 8.0 hours in 2014 (4.0%). The BBC portfolio channels represented 63.4 hours (32.8%) of viewing in 2014 (down from 74.7 hours in 2013) and all other multichannels represented the majority of viewing, 109.1 hours, which represented 56.4% share (down from 125.0 hours in 2013, a 55.4% share) (Figures 118 and 119).
- Channel 5 represented the majority of viewing across the main five PSB channels, accounting for 6.9 hours in 2014 . Across the BBC portfolio channels, viewing was split between the two children's channels, CBeebies (35.1 hours, 18.1%) and CBBC (28.3 hours, 14.6%). CITV accounted for 12.5 hours of viewing in 2014 (6.4%) and of all multichannels, the main 'other' channel, Cartoon Network, accounted for 11.1 hours (5.7%). All other remaining multichannels represented 98.0 hours of viewing (50.6%).
- Of the 193.5 hours spent watching *children's* programming in 2014, a third (33.0%) was accounted for by viewing to *pre school* programmes and a further 30.3% was represented by *cartoons/animation*. Viewing by sub-genre varied across the various channels with *pre school* dominating viewing on Channel 5 and CBeebies; *cartoons/animation* representing the majority of viewing on CITV; *cartoons/animation* and *pre school* representing over three-fifths of all viewing (61.6%) to all other multichannels; and viewing to CBBC spread across a range of sub-genres (Figure 120).

Figure 115



Children's total weekly viewing by channel type – Children 4-15, 2009-2014

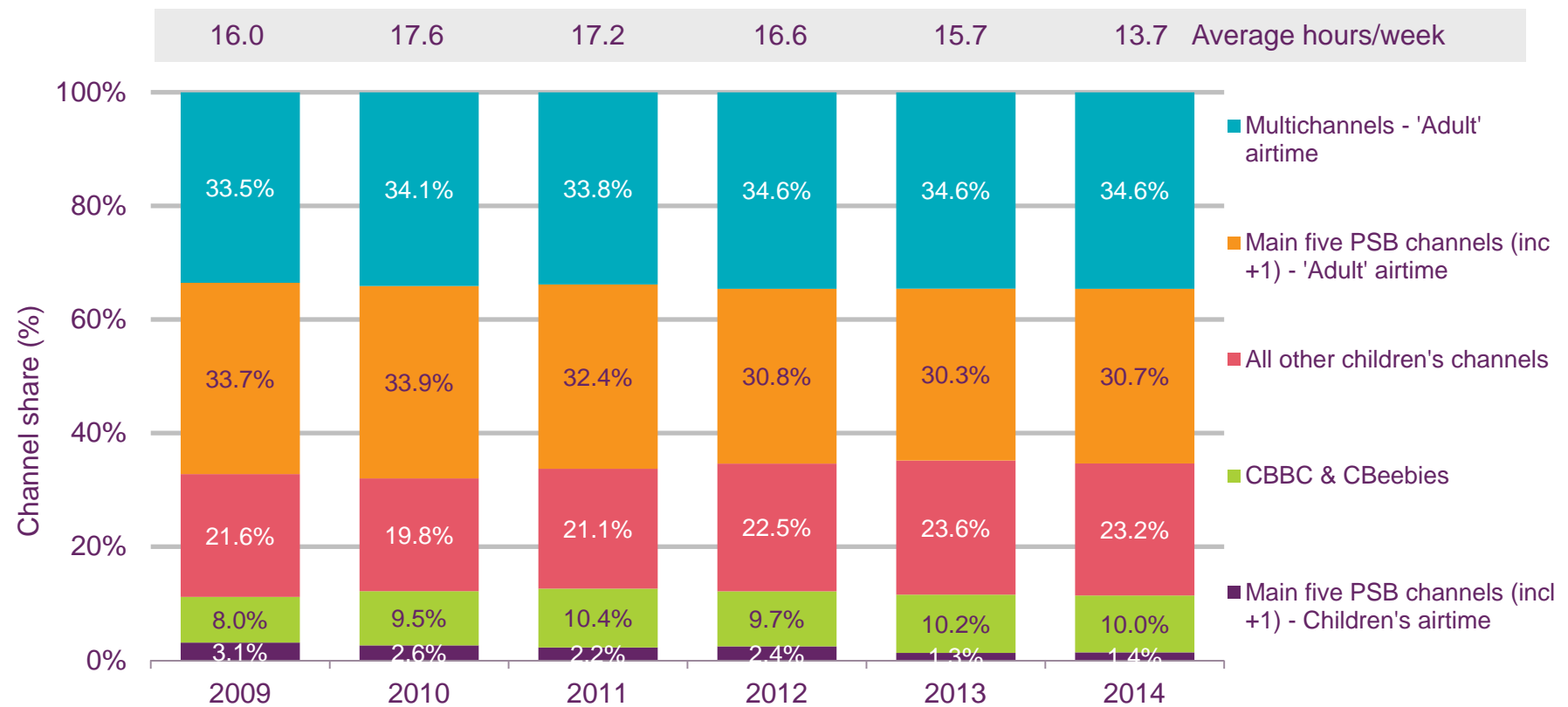


Source: BARB, Children 4-15, Network.

Figure 116



Children's total weekly viewing in 'adult' and children's airtime – Children 4-15, 2009-2014



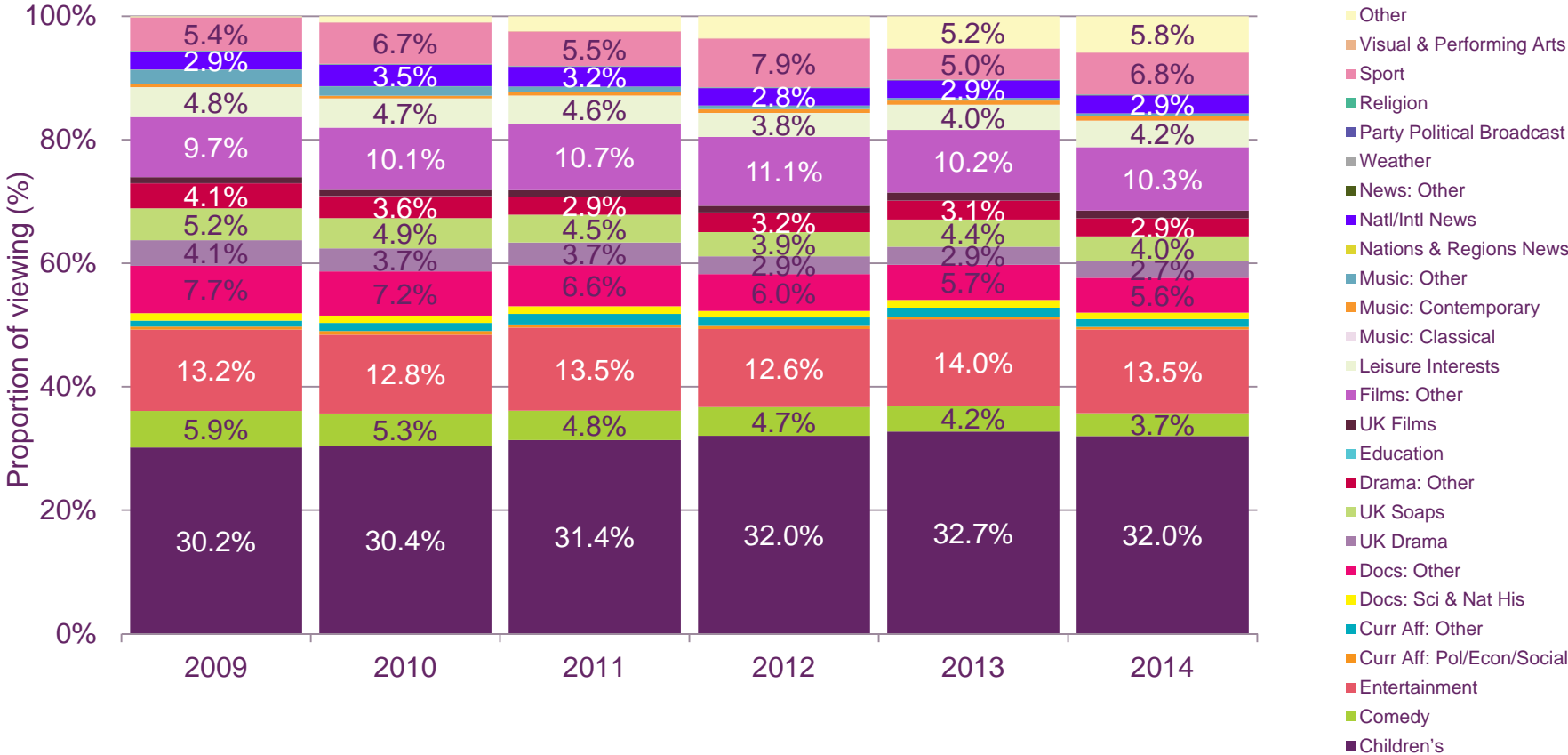
Source: BARB, Children 4-15, Network.

Children's airtime slots taken to calculate 'Children's airtime – Main five PSB channels' vary from year to year and may vary throughout a specific year, therefore approximations have been taken.

Figure 117



Range of viewing by genre across Total TV – Children 4-15, 2009-2014, All day

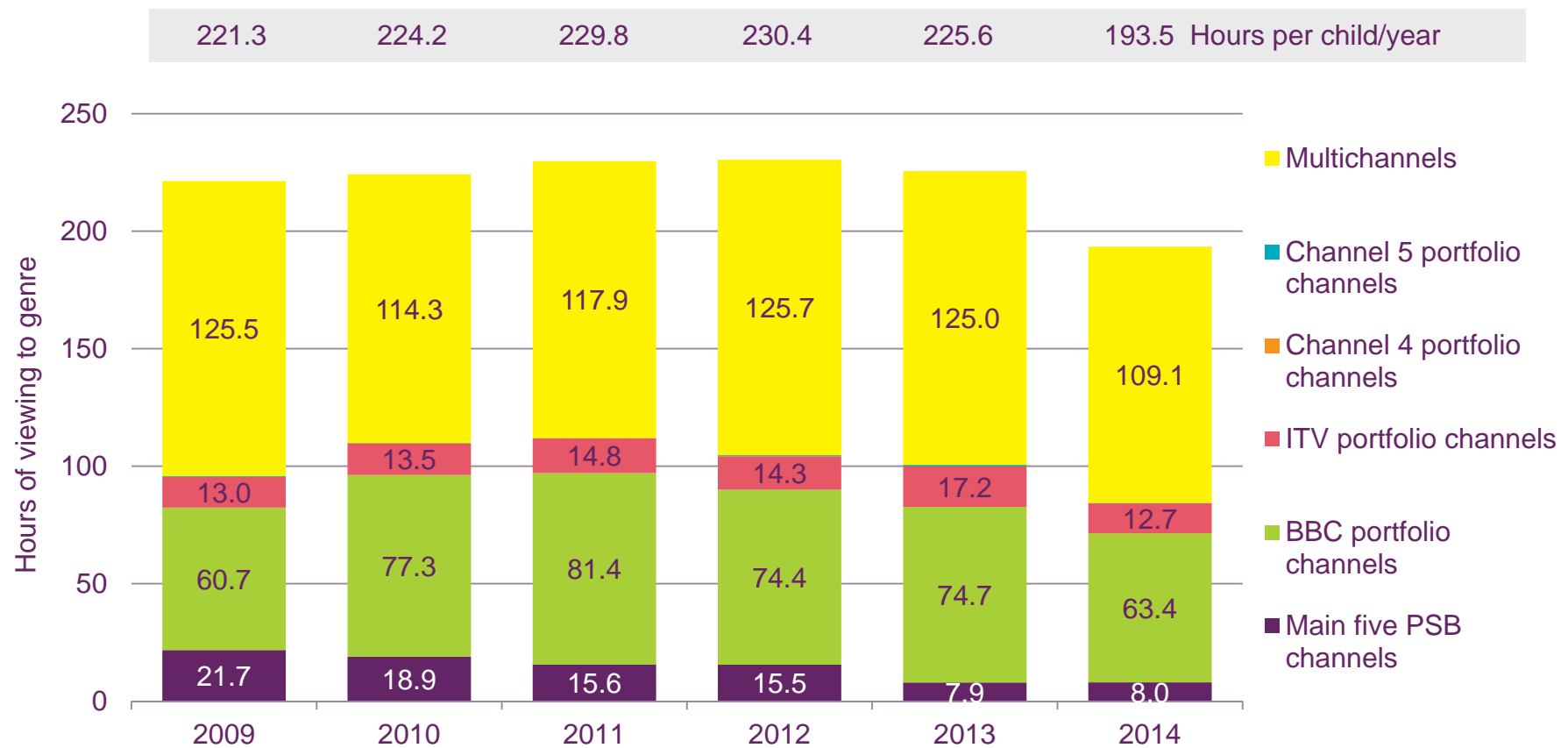


Source: BARB. Children 4-15. 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter.

Figure 118



Hours of viewing to children's programming by channel group – Children 4-15, 2009-2014, All day

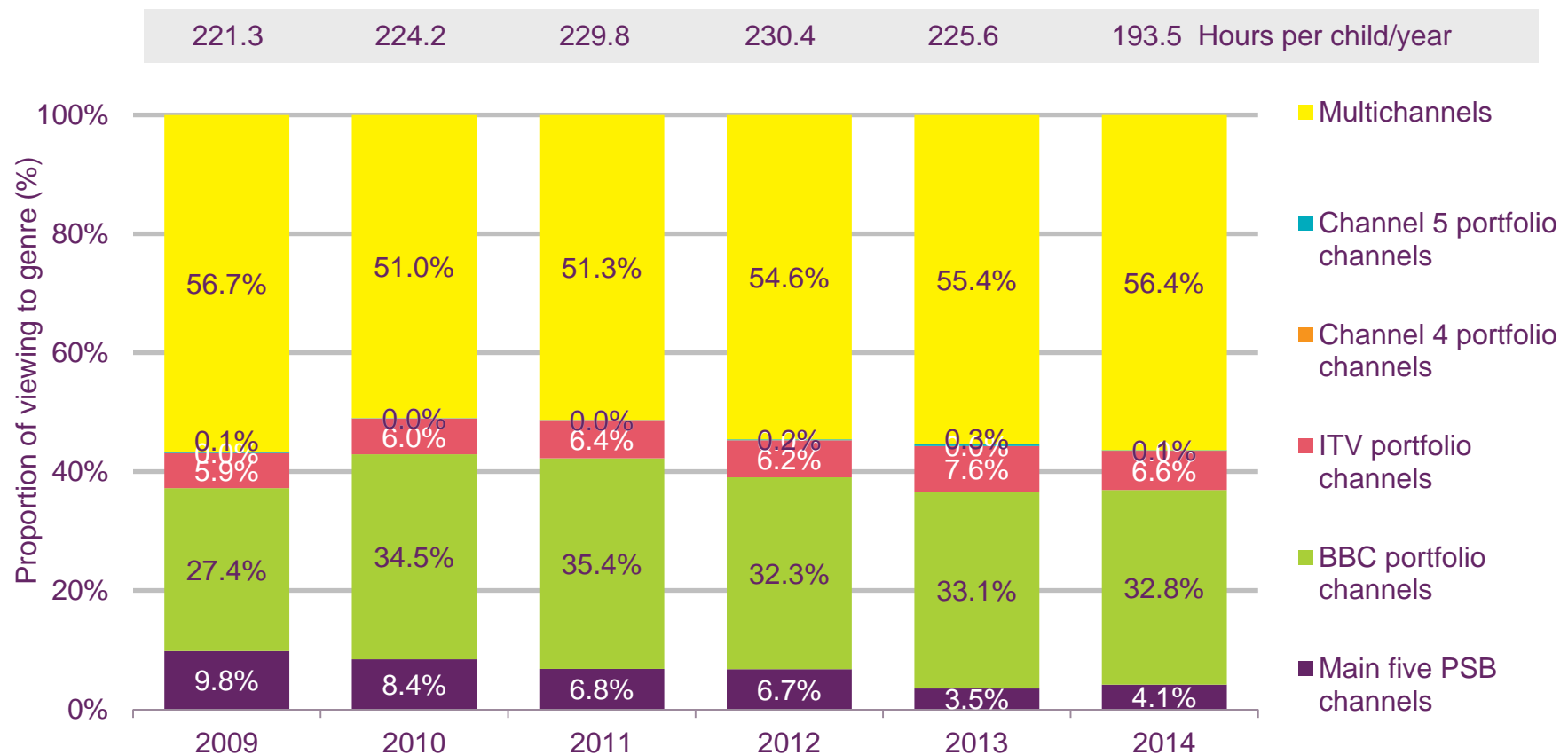


Source: BARB. Children 4-15, 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre.

Figure 119



Proportion of viewing to children’s programming by channel group – Children 4-15, 2009-2014, All

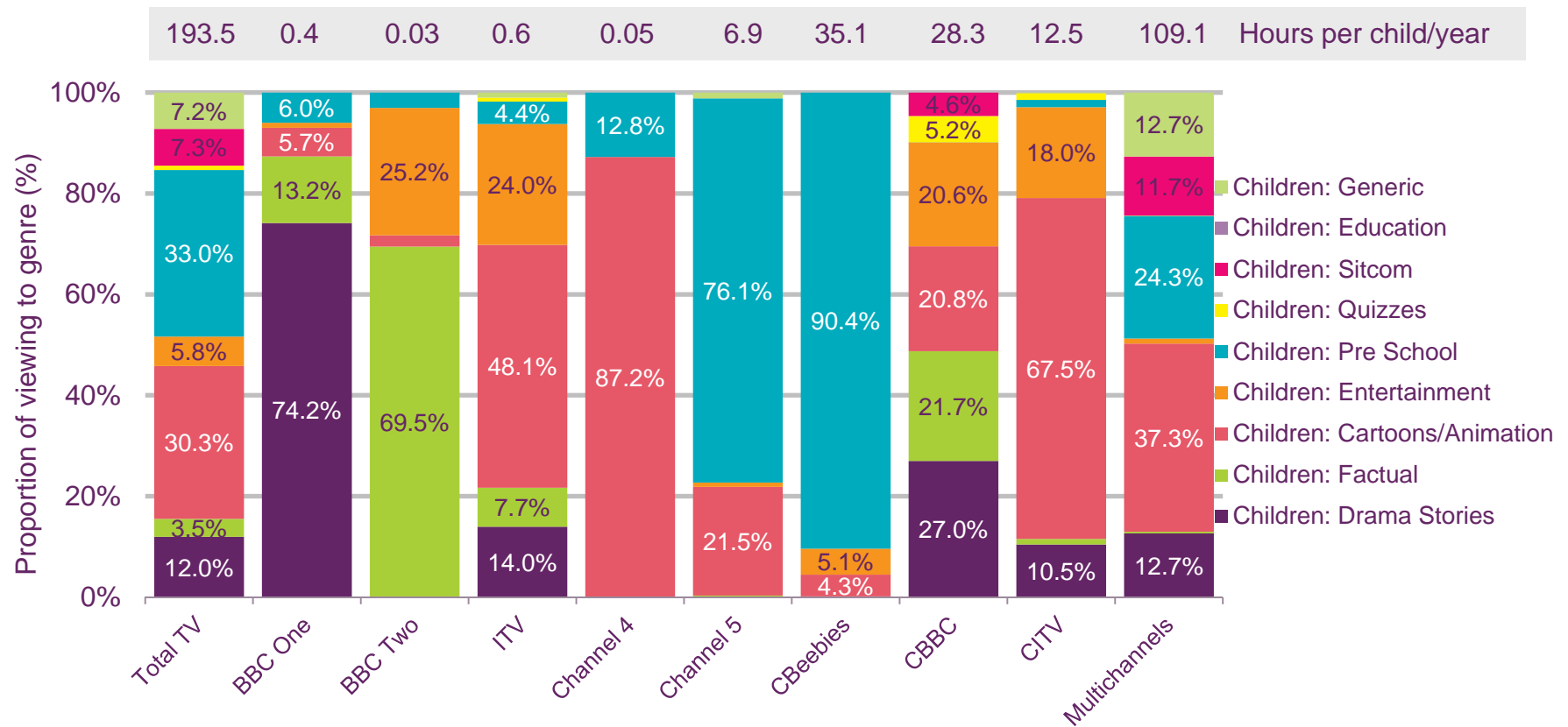


Source: BARB. Children 4-15, 2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre. children’s – Main ‘other’ channel = Cartoon Network (5.7%).

Figure 120



Children’s viewing of the children’s genre by sub-genre – Children 4-15, 2014



Source: BARB. Children 4-15, Network. Network programming based on 4+ area filter.

*Multichannels refers to all channels excluding the main five PSB channels and all their respective portfolio channels.

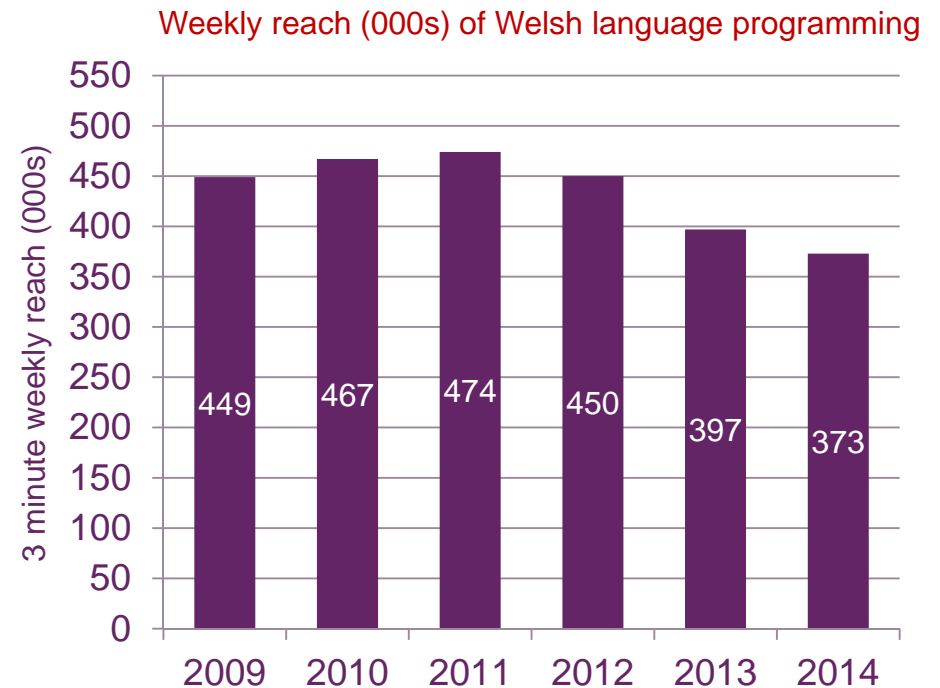
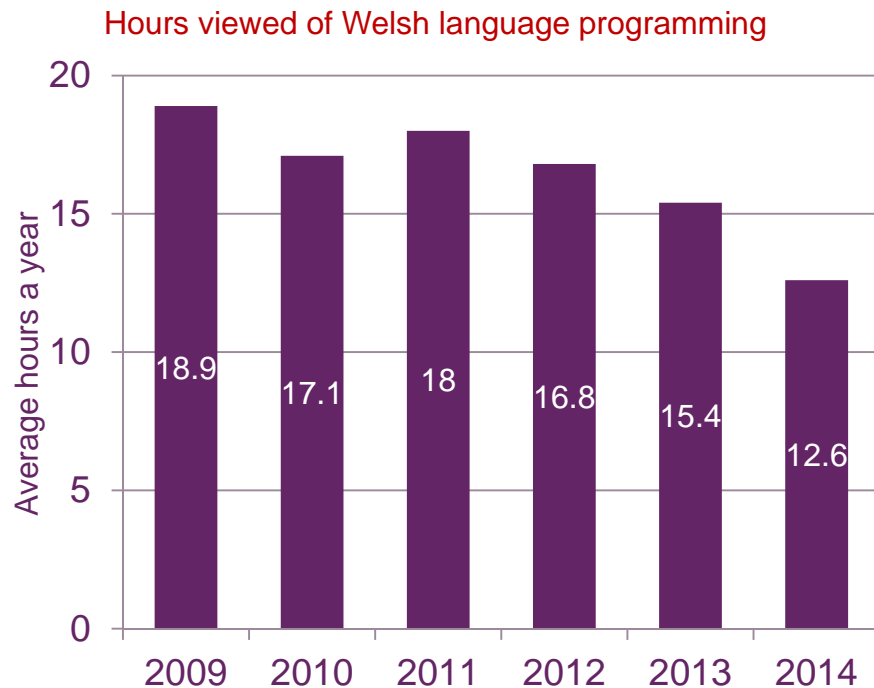
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Figure 121



Viewing of Welsh language output on S4C: 2009-2014



Source: S4C/BARB, all individuals (4+). S4C Region.

Note: new BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution.

Figure 122



Share of viewing in Wales; all viewers, all hours and peak time: 2009-2014

	Share (%)	
	All hours (0600-3000)	Peak time (1800-2230)
2009	2.2%	2.6%
2010 *	1.3%	1.9%
2011 *	1.3%	2.0%
2012 *	1.2%	1.7%
2013 *	1.1%	1.6%
2014 *	1.0%	1.3%

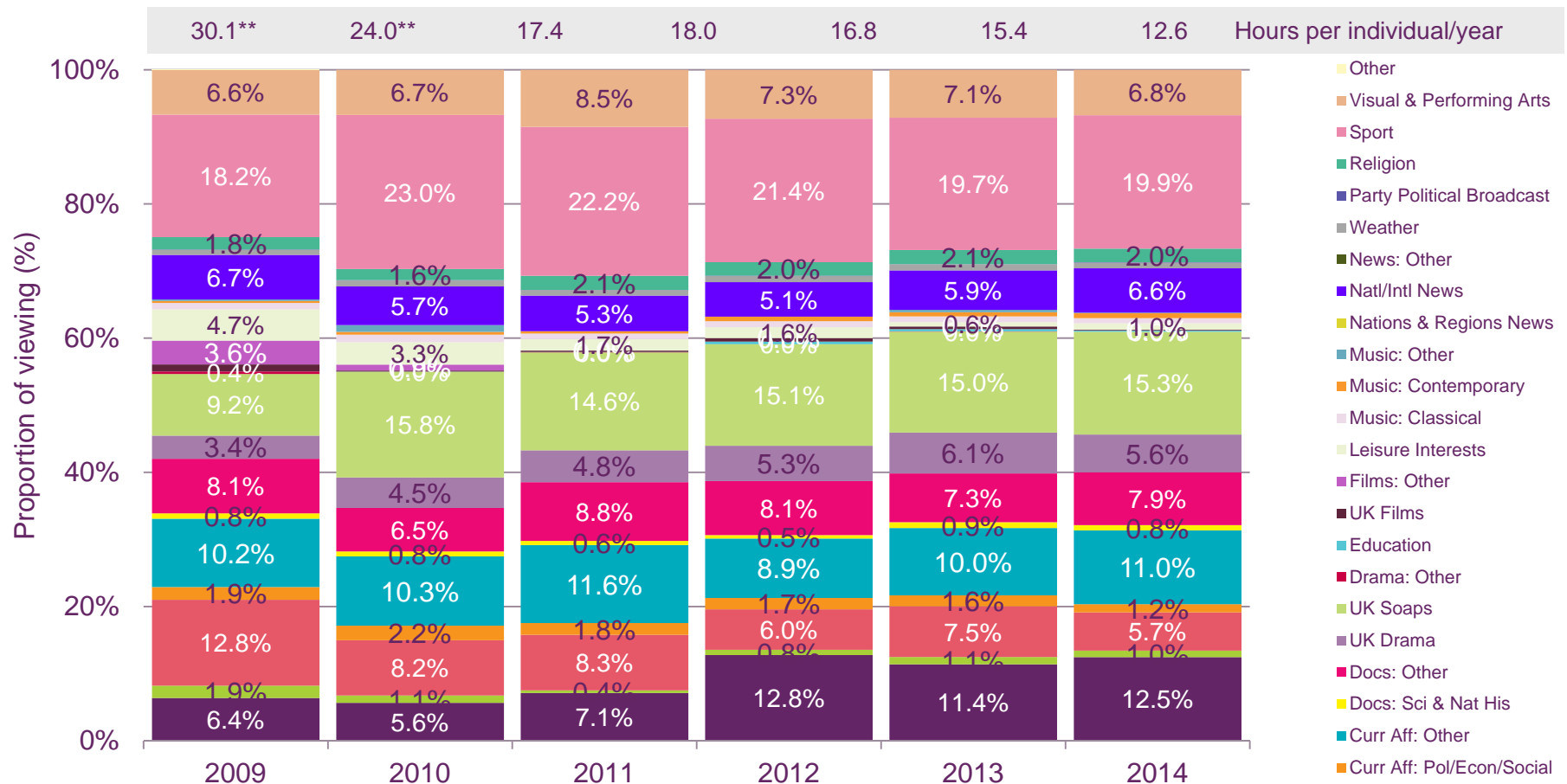
Source: S4C/InfoSys+. S4C Region, All Individuals (4+).

** BARB introduced a new panel on 1st January 2010 and a new regional definition of Wales was used instead of 'any homes that could receive S4C', this increased the universe population. Other changes saw the inclusion of Channel 4 and all ITV viewing (not just the ITV Wales region) to the share calculation. This meant the Total TV figure increased which has resulted in a step change in S4C's share figures, as illustrated in the table above.*

Figure 123



Range of viewing by genre on S4C: 2009-2014*



Source: S4C/BARB/InfoSys+. S4C Region, All Individuals 4+.

*The above total hours is based on all S4C hours, which includes Channel 4 programming up until March 31st 2010 (Pre DSO).

**Hours include Channel 4 programming.

New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution. Note: News & Weather on S4C is for Wales only, but for the purpose of this graph data has been placed in the national news/weather category