

Effects of Covid-19 on TV viewing

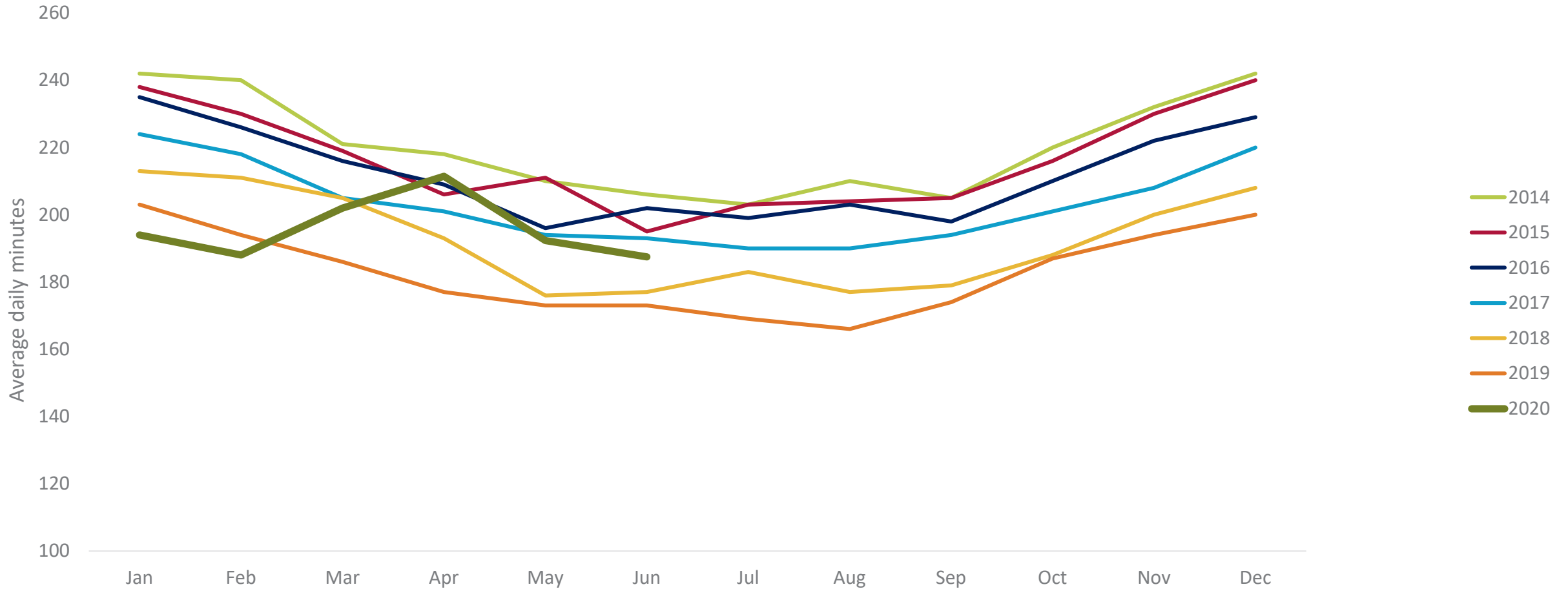
7 July 2020

Time spent viewing broadcast TV has been declining since April but June figures remain higher than the previous two years

- Average daily viewing to broadcast TV on the TV set for **June so far is averaging 3 hours 7 minutes per person. This is higher than June's average in the 2018 and 2019.**
- For June so far, the **share of viewing to all PSB channels remains similar to May and pre lockdown levels**
- Despite the number of people watching broadcast TV being lower than previous years, **the number of people watching news programming is higher**

Viewing of broadcast TV has fallen since April 2020, however, viewing so far in June remains higher than the previous two years

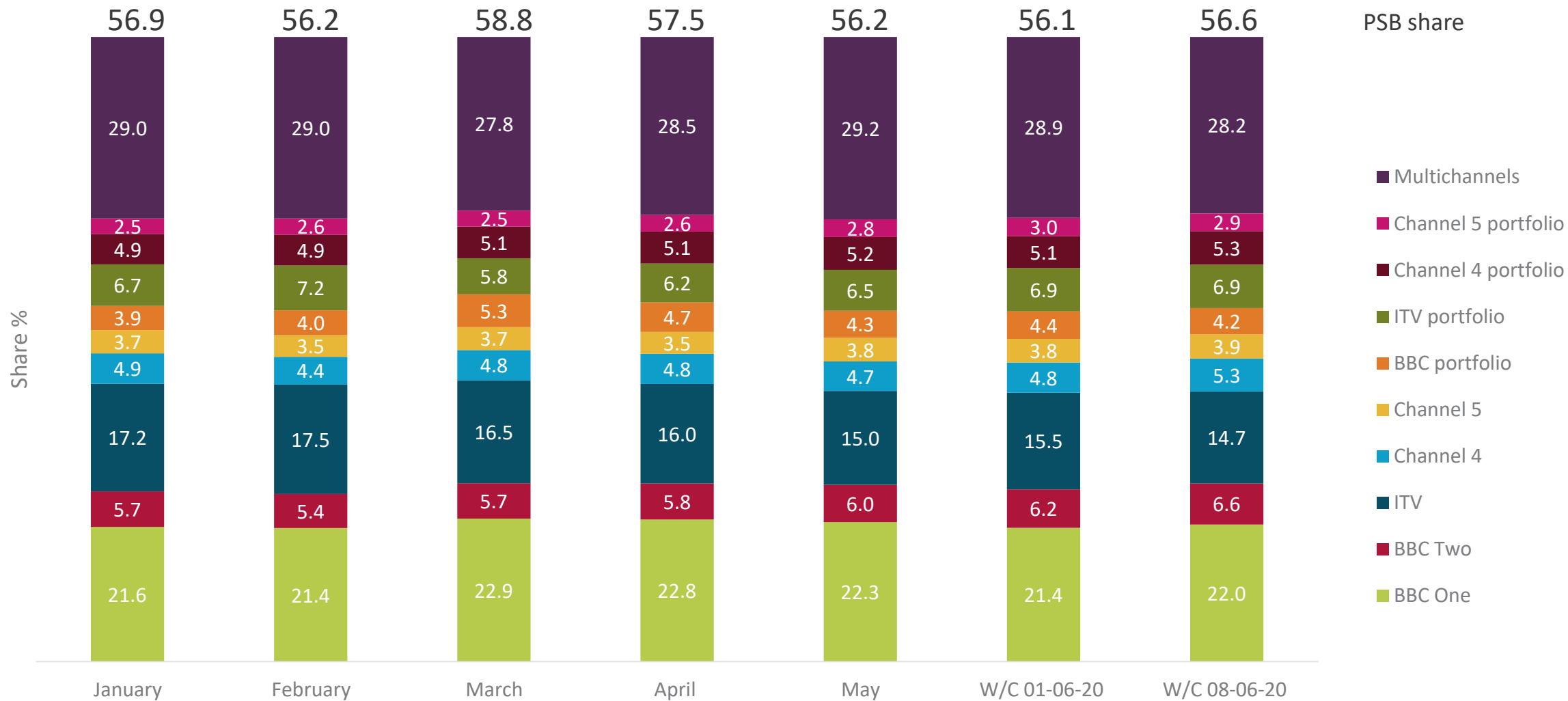
Total TV average daily minutes by month



3 Source: BARB. Total TV, all individuals (4+). June's figure is up to 29th June and part consolidated up to 22nd June.

So far in June the share of all PSB channels remain similar to May and pre Covid-19 levels

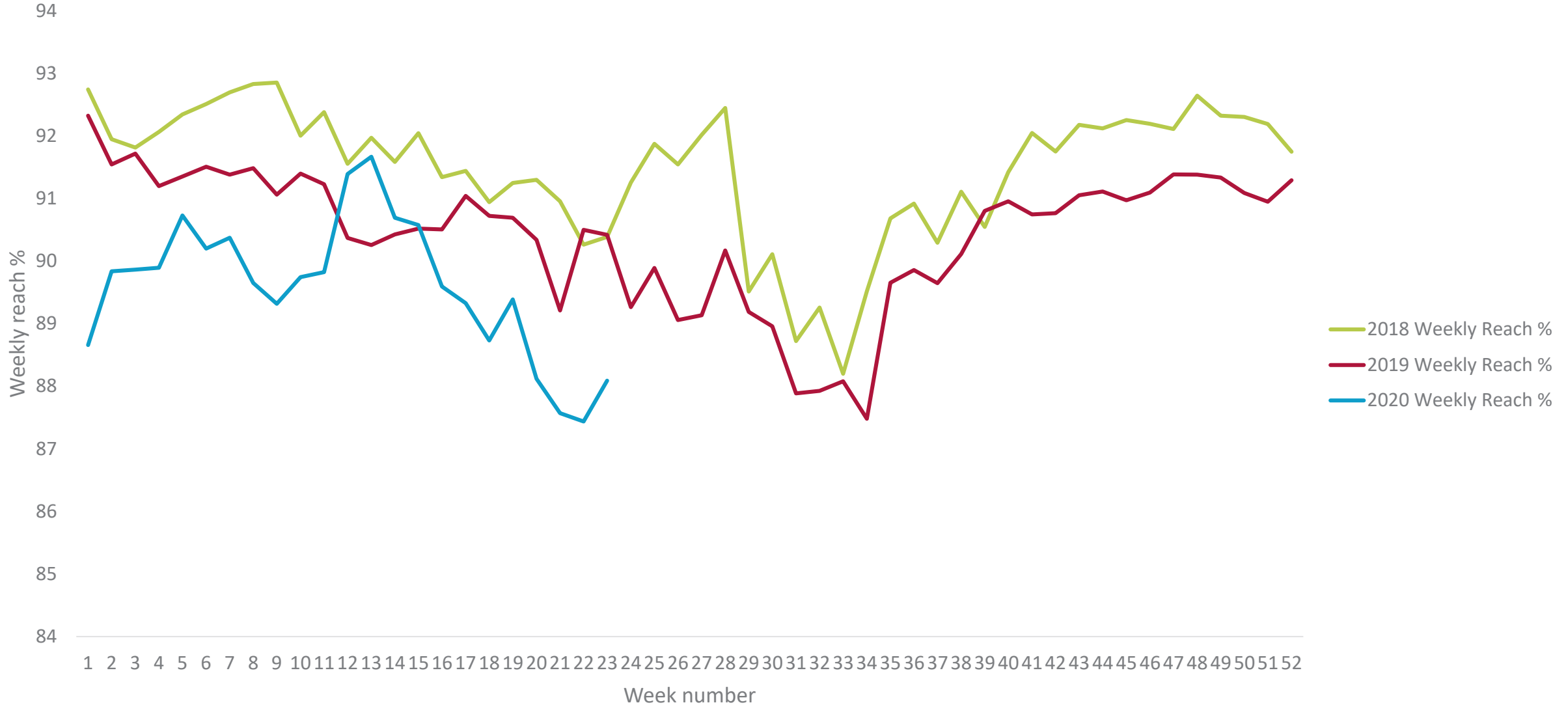
Average share of viewing by channel / channel group 2020



Source: BARB. Total TV, all individuals (4+). PSB +1s are included in their portfolio groups. All PSB share includes the main 5 (excluding +1s) and all BBC channels. Figures for 10th June onwards are not fully consolidated.

The number of people watching broadcast TV increased in the most recent week from the week before but remains below previous years

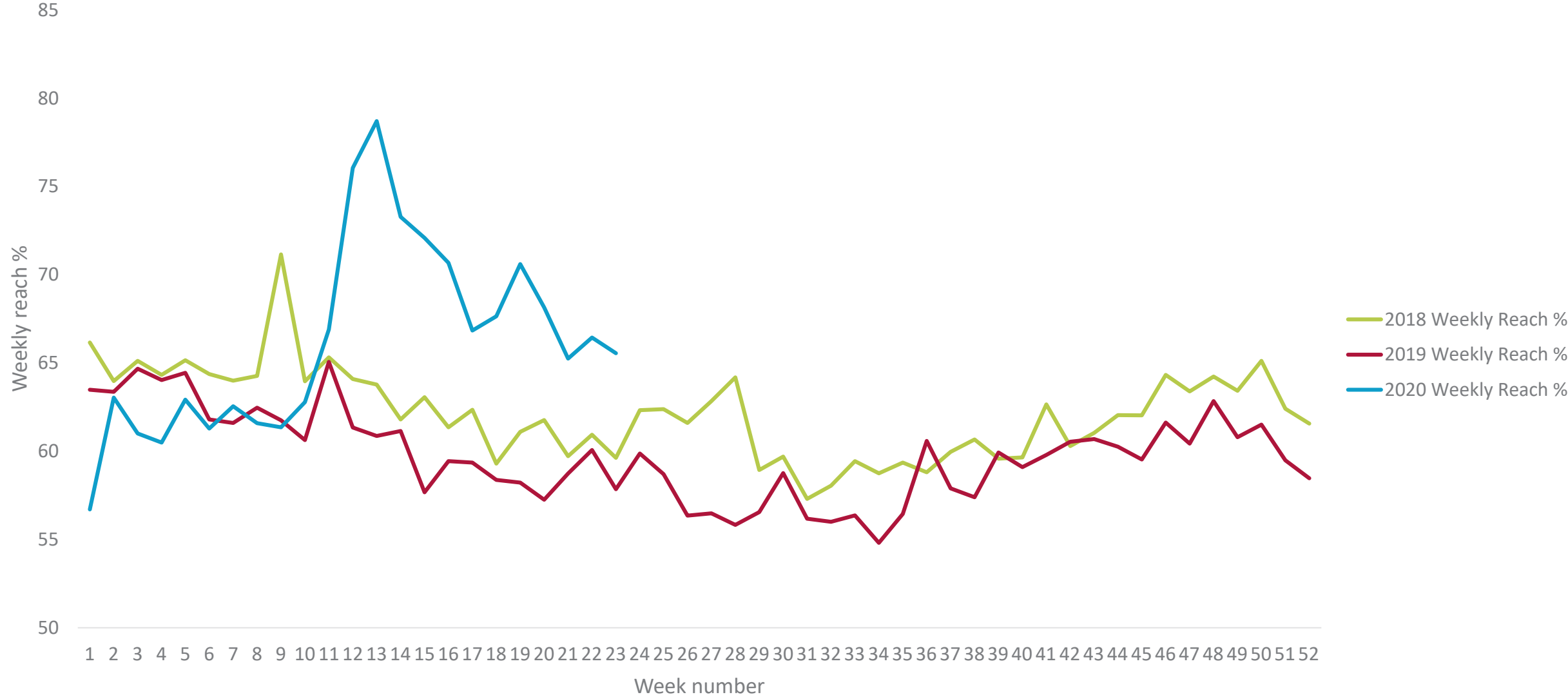
Total TV – weekly reach % (3+ mins)



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

The number of people watching news continues to decline but remains higher than previous years

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



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