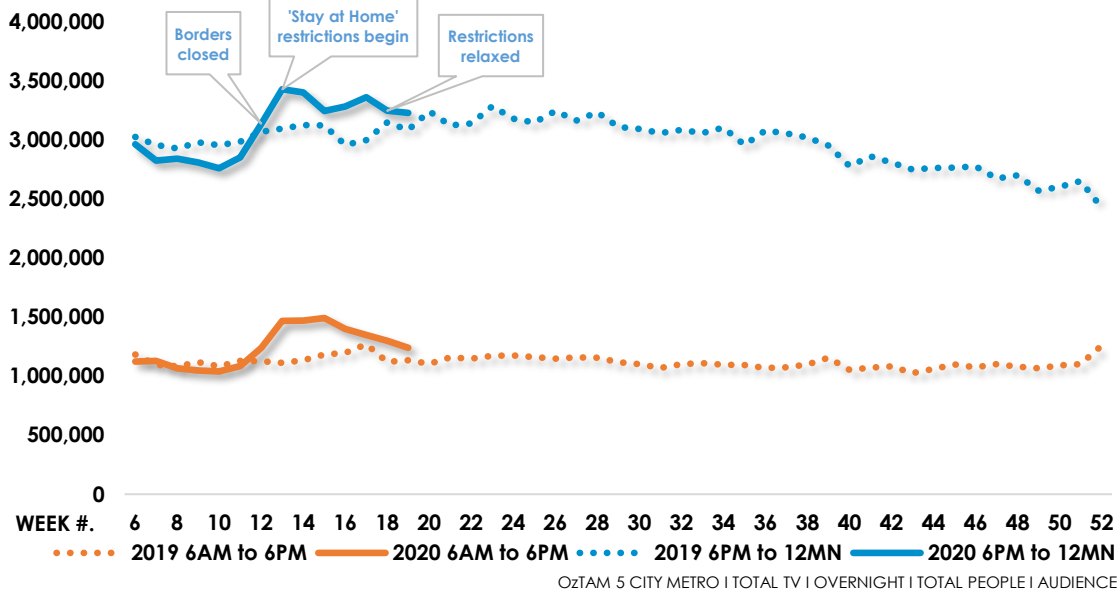


# Special Report: Total TV Viewing

W/C 3rd May, 2020 (Week 19)

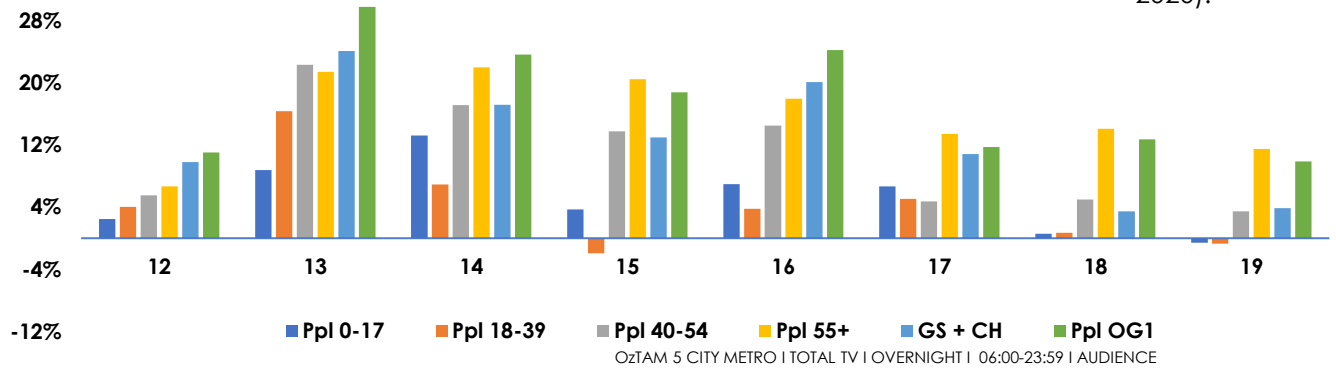
## LINEAR TV AUDIENCE TRENDS

### TOTAL PEOPLE WEEKLY AUDIENCE



Night time linear TV audiences are still recording a 5% increase in the most recent week compared to the same week in 2019 while daytime audiences remain over 9% higher. Viewing levels for the under 40s are returning to pre-pandemic patterns following the initial relaxation of 'stay at home' restrictions at the end of week 18 (W/C 26<sup>th</sup> April 2020).

### DEMOGRAPHIC | AUDIENCE VARIATION % | 2020 VS 2019 BY WEEK



## BVOD TOTAL MINUTES WEEKLY TREND

BVOD minutes have also declined slightly (live down 2% week on week and 'on-demand' (VOD) down 6%) but combined minutes still remain above 1 billion minutes (1,110,235,000) and well above 2019.

### TOTAL PEOPLE | WEEKLY BVOD MINUTES

