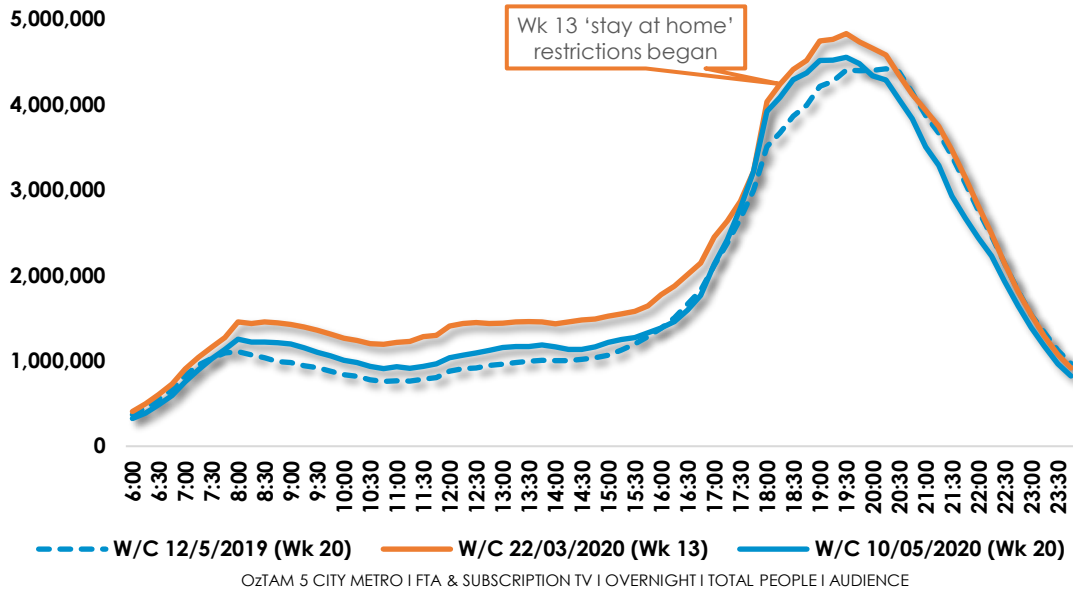


# Special Report: Total TV Viewing

W/C 10<sup>th</sup> May, 2020 (Week 20)

## LINEAR TV AUDIENCE TRENDS

### TOTAL PEOPLE | SHAPE OF VIEWING ACROSS THE DAY



Viewing across the day for the most recent week was up 2.6% on the same week last year and is largely returning to pre-pandemic patterns particularly as more students have now returned to school. Audience levels are notably above the same week last year however in the key night-time news period 17:00 to 19:30.

The sustained Increase in viewing to night time news and current affairs programming in the most recent week is being driven by the 25+ demographics. Grocery Shoppers with children and Occupation Group 1 audiences also remain well above the same week in 2019.

BVOD minutes viewed also continue to track above the same time last year for both live and on-demand ('VOD').

	Week 20 2019	Week 20 2020	YOY % Change
<b>All People</b>	261,000	292,000	<b>+ 12%</b>
<b>0-17</b>	15,000	15,000	<b>+ 0%</b>
<b>18-24</b>	7,000	6,000	<b>- 7%</b>
<b>25-54</b>	87,000	91,000	<b>+ 5%</b>
<b>55+</b>	152,000	180,000	<b>+ 18%</b>
<b>GS+CH</b>	25,000	29,000	<b>+ 16%</b>
<b>OG1</b>	48,000	52,000	<b>+ 8%</b>

5 CITY METRO | OVERNIGHT | 5PM TO MIDNIGHT | FTA CHANNELS | NEWS/CURRENT AFFAIRS GENRE

## BVOD TOTAL MINUTES WEEKLY TREND

### TOTAL PEOPLE | WEEKLY BVOD MINUTES

