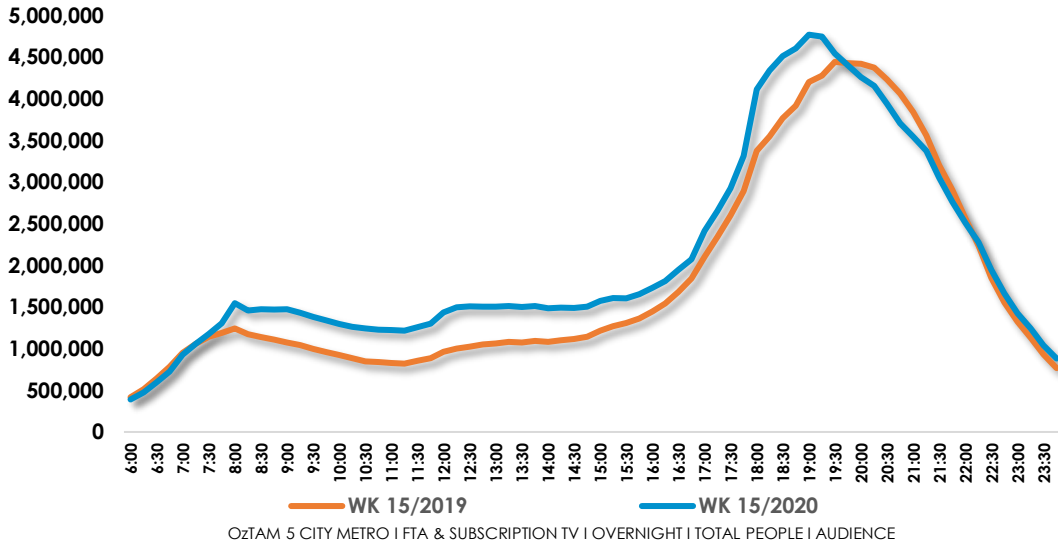


Special Report: Total TV Viewing

W/C 5 April, 2020

LINEAR TV AUDIENCE TRENDS

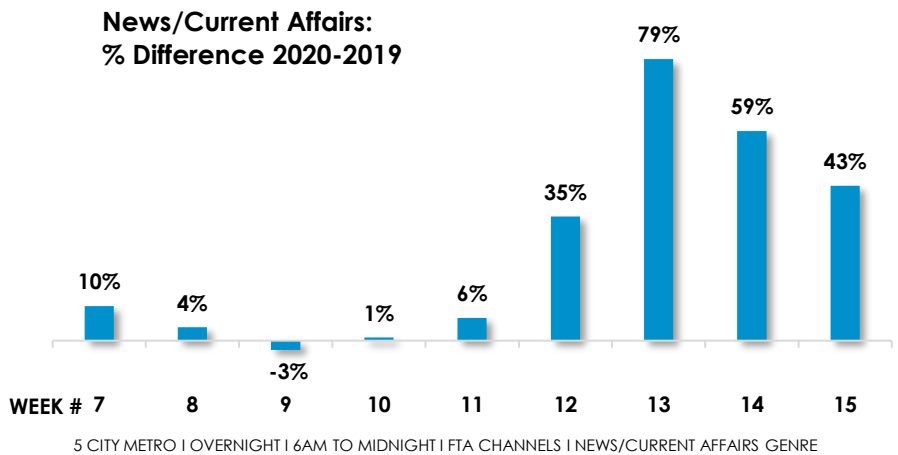
Shape of Viewing Across the Day Year on Year



A comparison of the same week leading into Easter last year highlights the recent changes in viewing behaviour. Elevated viewing is evident from 7.30am across the day. There is a sharper rise in viewing in the early evening coinciding with the main news bulletins and current affairs programming, with peak viewing occurring an hour earlier at 7pm.

Viewing to news and current affairs programming increased by as much as 79% following the start of the COVID-19 crisis and the introduction of strict social distancing measures. In this latest week such viewing is 43% higher than the same week last year.

BVOD minutes viewed (both live and on-demand ('VOD')) continue to build with a 34% increase on 4 weeks ago.*



BVOD TOTAL MINUTES WEEKLY TREND

TOTAL PEOPLE | WEEKLY BVOD MINUTES

