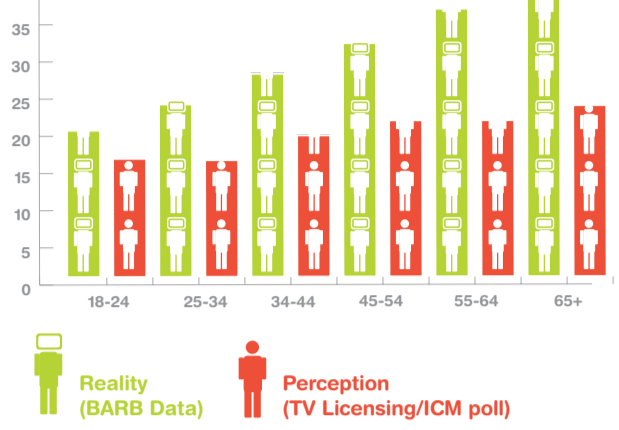


The changing ways we're watching the box

Television is a regular part of our daily lives, but how much are we aware of what, when and how we watch it? The latest data shows we watch more than we think, watch more online, and watch more during winter evenings.

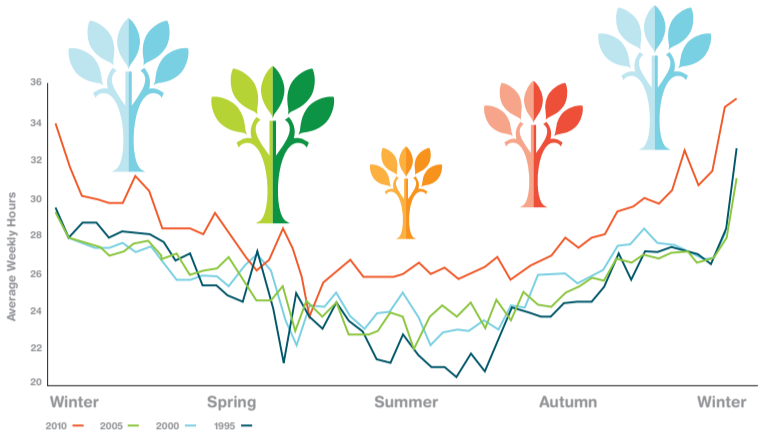


WE WATCH MORE THAN WE THINK



People routinely underestimate how much television they watch by around a third. When asked, adults estimated they watch less than **20 hours a week**, but the actual figure is over **30 hours a week**. And the amount of time spent watching is increasing.

WE'RE WINTER WATCHERS

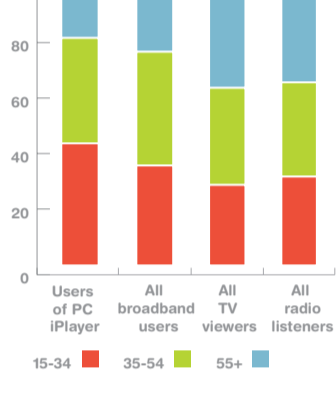


23% of money spent on largescreen TVs (33"+) in Britain in December 2010 went on 3D-enabled sets

WE WATCH ONLINE

Online catch-up services have seen a huge increase in 2010 - with BBC iPlayer receiving more than **887m** requests over the year and by December 2010 receiving an average of almost **2.9m** online requests per day. This is happening in tandem with an increase in the average number of hours people spend watching on TV sets.

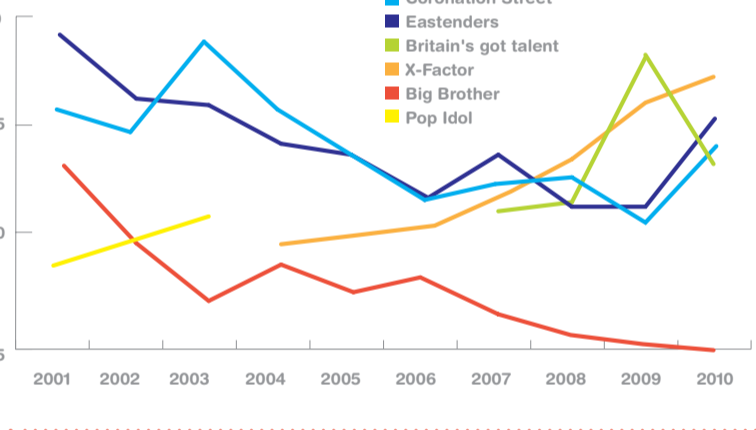
BBC iPlayer usage



Despite the rise in popularity of catch up services, only around **0.2%** of UK adults exclusively watch TV online across an average week

WE'RE WATCHING MORE REALITY TV

Peak viewing figures for selected programmes 2001-2010 (millions)

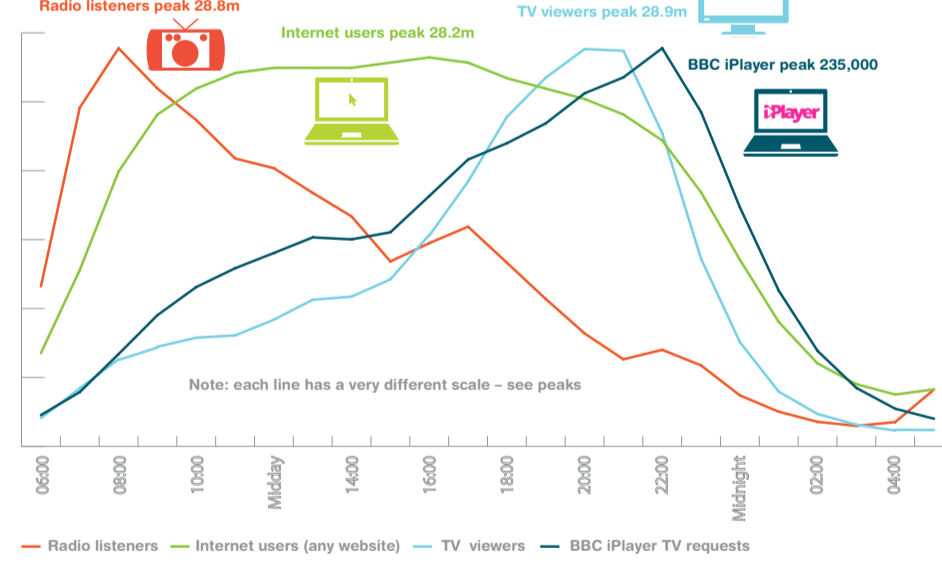


11% of flat screen TVs sold during 2011 were internet-enabled

70% of us have TVs in our bedrooms, compared with 57% a decade ago

WHEN DO WE WATCH?

Catch-up TV hasn't changed the times we tend to consume our media: the average individual wakes up to radio, uses the internet all day and enjoys the bulk of their TV viewing in the evening. What catch-up TV has done for many is extend TV viewing hours later into the night. Linear TV viewing increases through the day to an evening peak between 8-9pm, while the BBC iPlayer requests follow a similar pattern, but tend to peak around an hour later.



Women believe prime time to be earlier than men, with 64% opting for **7pm-9pm** as their preferred time compared to 53% of men. In contrast, the majority of men preferred slightly later viewing, with 59% opting for **8pm-10pm** compared to 53% of women.

WHAT AND WHERE WE WATCH

Top ten of the decade

- 2001 Only Fools and Horses 21.4m
- 2004 Euro 2004 England V Portugal (BBC) 20.7m
- 2001 Eastenders 20.1m
- 2003 Coronation Street 19.4m
- 2006 World Cup England V Sweden (ITV) 18.5m
- 2009 Britain's Got Talent final result show 18.3m
- 2004 Euro 2004 England V Croatia (BBC) 18.3m
- 2004 Euro 2004 England V France (ITV) 17.8m
- 2010 X-Factor Final 17.7m
- 2010 World Cup: England V Germany (BBC) 17.5m

24% of men compared to **17%** of women have a TV in their kitchen

68% of the UK usually eat their evening meal in front of the TV, making it the most popular TV meal

- 20m (56% of population) watched the Queen's Coronation in 1953 on TV
- 39m watched Prince Charles and Lady Diana marry in 1981 - the highest of any TV programme in the last 30 years
- 3bn worldwide are expected to watch Prince William and Kate Middleton marry on April 29 this year

Statistics source:
 • TV Licensing/ICM - conducted online for TV Licensing in December 2010 and January 2011. Sample size was 2,066 UK adults
 • BARB (Broadcasters Audience Research Board) - TV viewing statistics
 • GfK Retail and Technology - GB Panelmarket Flat TV sales statistics; Regional Statistics exclude online sales and sales by Mail Order Houses and Pure Online Players
 • BBC - audience research statistics (including BBC iPlayer data)