

Viewing in Sky+ Households: Executive Summary

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an instinct for entertainment

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Viewing Time:

- People in Sky+ households are light viewers, watching an average of 194 minutes per day in the 12 months ending August 2007 (22 minutes less than the All Individuals average of 216 minutes per day).
- People in the higher social groups tend to be light viewers, and Adults ABC1 account for 59% of viewers in Sky+ Households compared to 49% of viewers in Other Sky Households and 42% of all viewers.
- Adults ABC1 viewers (across all platforms) watched an average of 195 minutes per day, and the consumption of Adults ABC1 viewers in Sky+ Households was actually slightly higher at 199 minutes per day.
- The difference in viewing levels between Sky+ viewers and Other Sky viewers is most notable in off-peak slots, particularly in weekday daytime (0900–1900hrs). Weekday daytime viewing is 22% lower in Sky+ households than in Other Sky households.
- The drop in peaktime (1900-2300hrs) viewing is less pronounced, down by 9.6% on weekdays and 10.9% on weekends
- In Sky+ Households, live viewing accounted for 162 minutes per day (83.6% of total viewing), with playback contributing 32 minutes.
- The split between live and non-live viewing is similar across all demographic groups. Children spend the highest proportion of time on live viewing at 85.3%, but the ratio is similar for Adults 16-34 (83.6%) and Adults 35+ (83.2%).
- Playback viewing accounts for a high proportion of viewing in peaktime. On weekdays 22% of peaktime viewing in Sky+ households is non-live, compared to an all-day average of 17%. In the weekday 2100-2200hrs slot (when total viewing in Sky+ households is at its peak), 26% of viewing is non-live.
- Total viewing by Adults 16-34 in Sky+ households is 7.6% lower than in Other Sky households on weekdays, but there is little difference in total peaktime viewing. Adults 16-34 in Sky+ households actually watched slightly more television in the weekday 2100-2200hrs slot than their equivalents in Other Sky households.
- Overall viewing levels at weekends are almost identical for Adults 16-34 in Sky+ households and Other Sky households in all timeslots.
- The difference in total viewing time between Sky+ and Other Sky households is much more significant in the Adults 35+ age group than in the Adults 16-34 age group.
- Total viewing by Men in Sky+ households is 8.6% lower than Men in Other Sky households on weekdays, but most of this decrease is observed in off-peak slots. The overall difference in viewing time of Men is less apparent at weekends (down 7.6%), but the difference is

more pronounced in peaktime slots (the opposite of the weekday pattern).

- Adults ABC1 in Sky+ households show a significant decrease in total viewing during weekday daytime slots compared to Adults ABC1 in Other Sky households, but the decrease is less apparent in weekday peaktime slots or in all weekend slots.
- Playback viewing accounts for over 20% of total Adults ABC1 viewing in Sky+ households in the weekday slots between 20:00 and 00:00hrs.

Viewing by Sky EPG Genre:

- Recorded playback accounts for 23.4% of total viewing to the Entertainment channels in Sky+ households (excluding terrestrial channels), a higher proportion than any other Sky EPG genre.
- The terrestrial channels (also mixed schedule) are subject to high levels of playback viewing, with 18.5% of viewing to these channels coming through playback. Movie channels also have an above-average amount of playback viewing at 17.1%, compared to the all-channels average of 16.3%.
- 99% of viewing to the News channels occurs live. Music channels and Sport channels also have low levels of playback viewing at 6.6% and 7.4% respectively.
- The younger and more upmarket Sky+ users typically watch less of the Terrestrial Channels and Entertainment channels and more of the Sport channels than viewers in Other Sky households. Sport channels account for a higher proportion of viewing in Sky+ households across all demographic groups used in this report.
- However, Adults 16-34 in Sky+ households actually spend marginally more of their viewing time on the terrestrial and entertainment channels, at the expense of viewing to Childrens's channels and Music channels.

Viewing by Programme Genre:

- This analysis is based on nine mixed-schedule channels on the Sky platform (BBC1, BBC2, ITV1, Channel 4, Five, BBC3, ITV2, E4, and Sky One) in the period 1st January 2007 to 31st August 2007.
- Drama is affected by PVR ownership more than any other genre. One third of all Drama viewing by Sky+ viewers is recorded playback, and the genre accounts for 43.6% of total playback viewing.
- The proportion of Drama viewing occurring through playback is even higher among Adults 16-34 at 39%.

- Within the Drama genre, Soaps are more likely to be watched live — playback viewing accounted for 25% of Soap viewing. At the other extreme are Drama Series and Drama Serials, where playback viewing accounts for 40% and 44% of total viewing respectively.
- Factual Entertainment is the second most popular genre among All Individuals, and accounts for a near-identical proportion of playback viewing (20.6%) and total viewing (20.1%). In total, 22.1% of all Factual Entertainment viewing was playback.
- News/Weather and Sport are largely impervious to Sky+ usage. Only 6.3% of News/Weather viewing and 9.2% of Sport viewing was playback.
- Sky+ viewers still endeavour to watch live sport 'live' — playback viewing accounts for just 7.2% of viewing to Sport – Live Coverage, compared to 18.6% of viewing to Sport – Highlights/Replay.

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