

# The UK children and parents viewing reports

Tuesday 24<sup>th</sup> March 2020

# Headlines

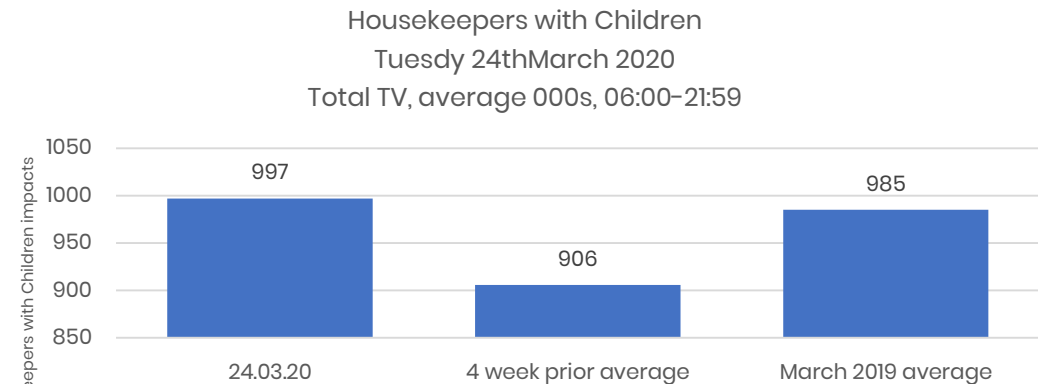
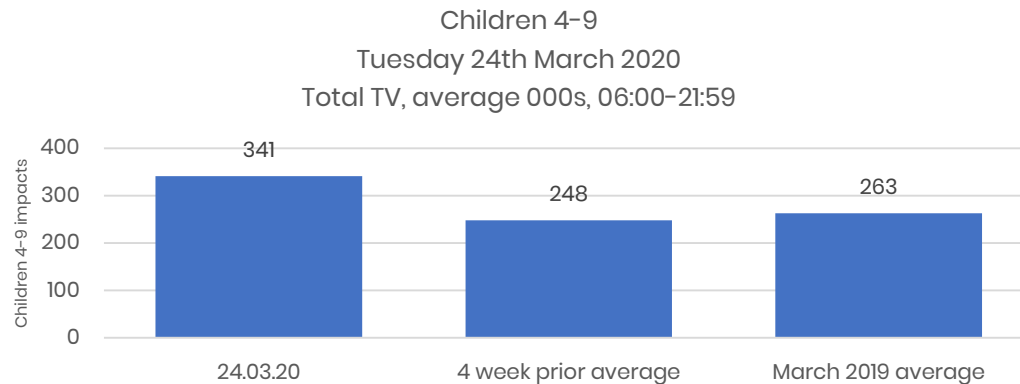
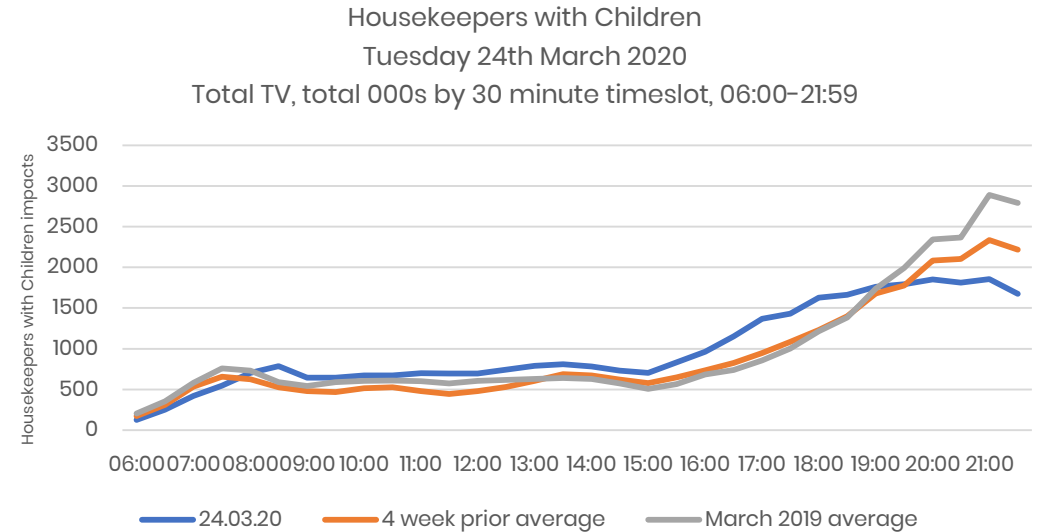
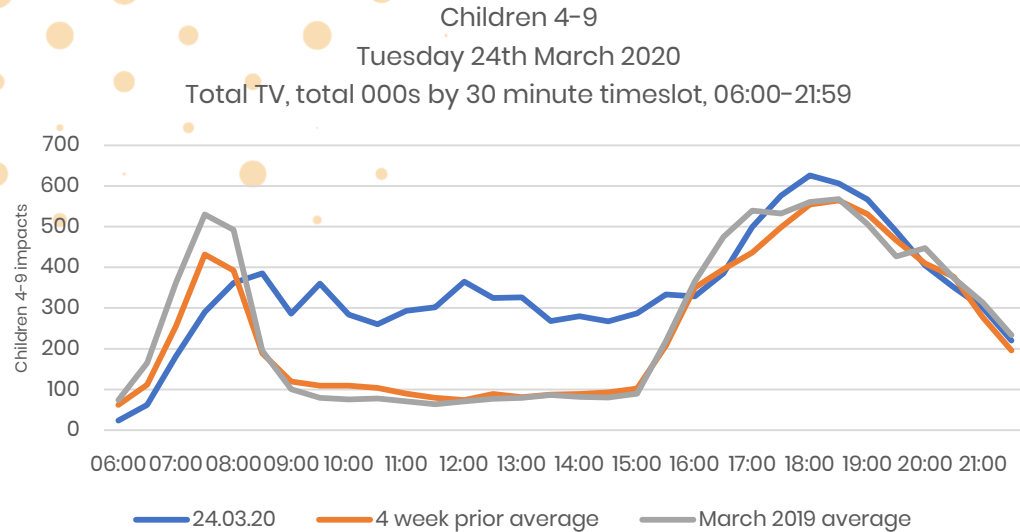
## Tuesday 24<sup>th</sup> March 2020

- Children 4-9 daily average **impacts fell by 7%** compared to day 1 of lockdown
  - The Disney+ effect
- However lunchtime period (12:00) still accounted for the largest growth in CH 4-9 viewing; **+395%** vs. previous 4 weeks and **+414%** vs. March 2019 average
  - Larger than any timeslot increase seen on Monday
- Overall growth in viewing has come at the cost of breakfast viewing; **-33%** vs. previous 4 weeks and **-45%** vs. March 2019 average
  - Bad news for Milkshake and CITV Breakfast
- Elsewhere parents viewing largely returned to normal (**+1.2%** vs. March 2019 average), with the 17:00 spike in viewing offset by a drop in peak viewing
  - 21:00 timeslot **-36%** vs. March 2019 average



# CH4-9 viewing declines 7% in a day as Disney+ enters the market

## Tuesday 24<sup>th</sup> March 2020



- Average daily 000s **+38%** vs. previous 4 weeks and **+30%** vs. March 2019 average
  - 7% decline vs. Monday – impact of Disney+
- 12:00 produced a **+395%** uplift in viewing vs. previous 4 weeks and **+414%** vs. March 2019 average
  - Larger than any single increase produced by “day 1”

- Average daily 000s **+10%** vs. previous 4 weeks and **+1.2%** vs. March 2019 average
- 17:00pm again produced the largest growth in viewing; **+44%** vs. previous 4 weeks and **+60%** vs. March 2019 average
  - PM announcement



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