

# Children's TV Viewing Trends 2023 UK Analysis – Prajakta Zaavde

This report provides an analysis of children's TV viewing habits in the UK, utilizing two primary data sources:

1. Weekly BARB viewing figures for children aged 4-15, covering Total TV and children's TV channels.
2. Viewing data for children's shows and films aired on children's TV channels in 2023.

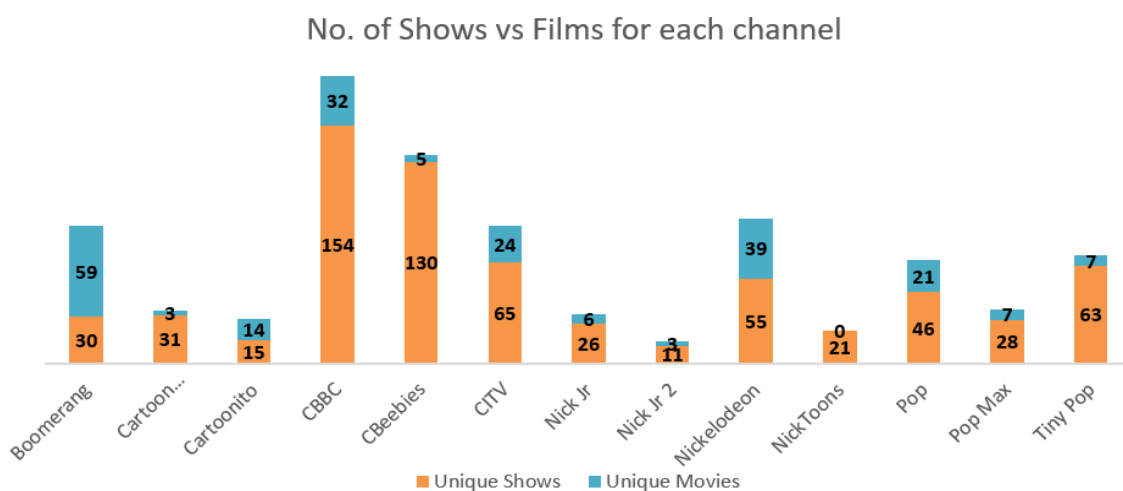
The analysis focuses on audience engagement, viewing trends, and performance patterns, with a particular emphasis on narrative-driven channels such as Pop, Tiny Pop, and Pop Max. Key performance indicators (KPIs) include audience size, runtime, reach, and engagement levels.

## A. Data Preparation

- **Airing Period Categorization:** Shows were categorized into six time slots based on their airing time:
  - Morning (6:00–9:00 AM), Afternoon (9:00 AM–3:00 PM), Peak (3:00–6:00 PM), Late Peak (6:00–8:00 PM), Prime Time (Teens, 8:00–11:00 PM), Late Night (11:00 PM–6:00 AM).
- **Metrics Computed:** Total runtime was calculated using start and end times, and weekly airing frequency was derived from channel and date data.

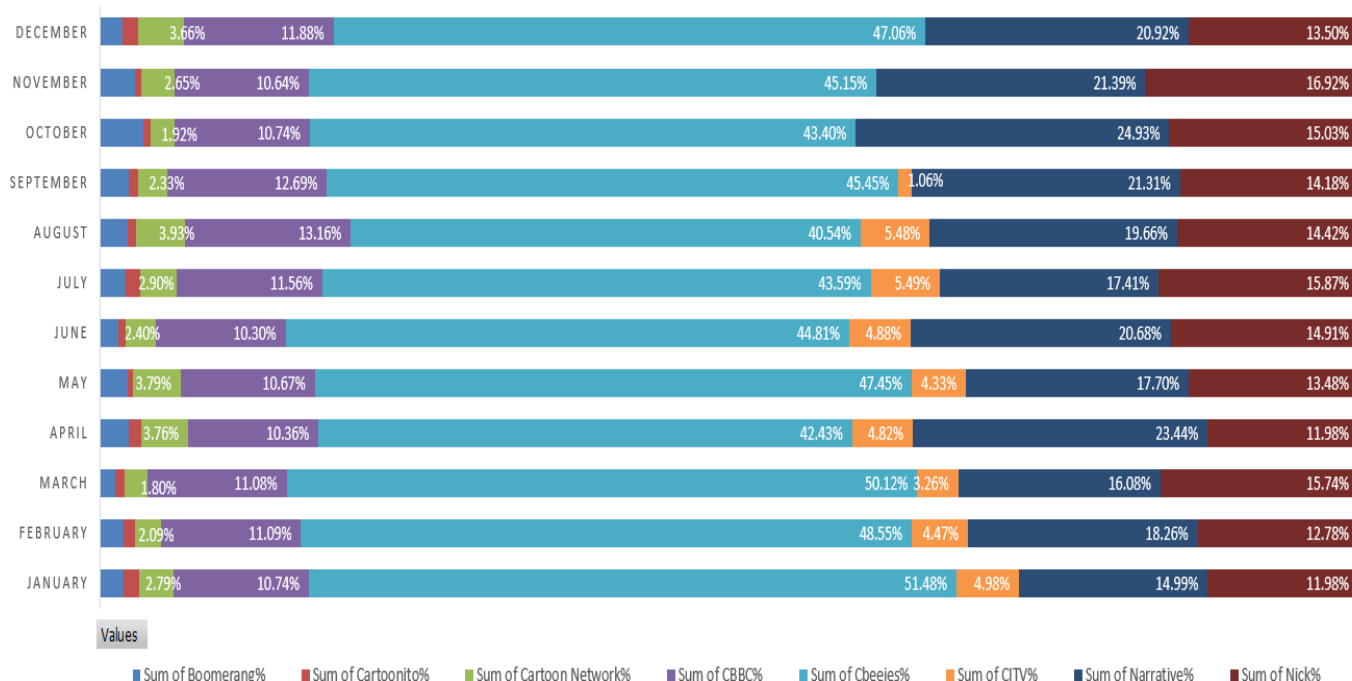
## B. General Overview

- **Content Volume:**
  - All 13 Channels air shows, except Nicktoons, and the other 12 air films as well.
  - 763 shows and 186 films aired in 2023.
  - 462 shows and 153 films aired on weekends, highlighting weekend preferences for children's content.



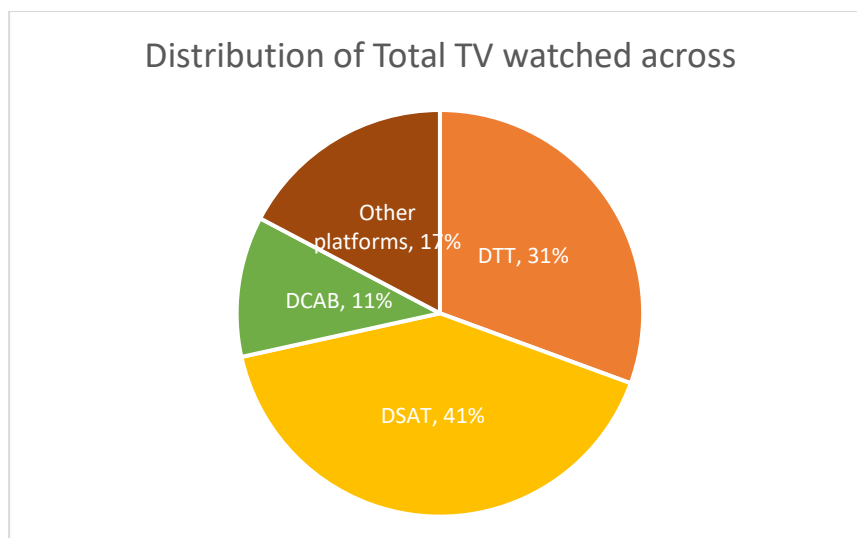
- **Average Runtime:**
  - **Shows: 13 minutes 31 seconds.**
  - **Films: 1 hour 46 minutes 22 seconds.**
- **Audience Distribution by Channel:**
  - On an average, 60,919 is weekly viewership of Kids TV channels.
  - CBeebies led viewership (45.84% share), followed by Narrative Channels (19.66%).
  - Narrative channels (Pop, Tiny Pop, Pop Max) collectively averaged 19.66% of children's TV viewing, peaking in October (24.93%) and dipping in January (14.99%).

## MONTHLY SHARE OF CHANNELS IN VIEWRSHIP

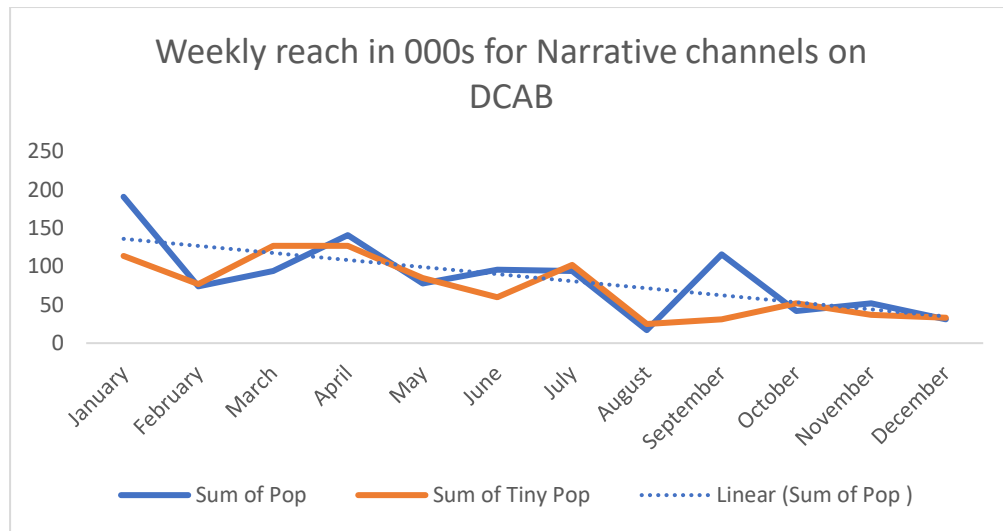


### Key Engagement Insights:

- Based on the ATS data analysis, Kids aged 4-15 spent an average of **46 minutes per week** watching children's TV channels.

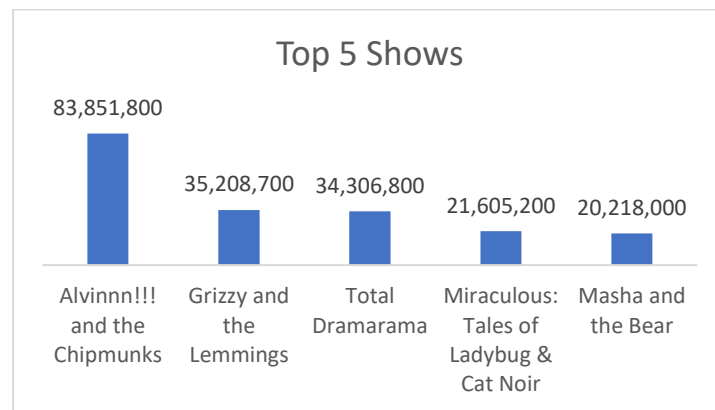


- POP channels (Pop, Pop Max, Tiny Pop)** have been particularly engaging for kids, with viewing sessions exceeding **90 minutes** more than **5 times over the 52 weeks**.
- Based on Weekly reach data, over 64% of children who watch TV tuned in to kids' channels for at least 3 minutes weekly.
- Pop, CBBC, and CBeebies** emerged as the top kids' channels, with each attracting more than **120K viewers** weekly. **CBeebies** leads the pack, particularly on DSAT data, with over **292K viewers**, and occasionally reaching **600K** viewers.
- Pop channels have observed to do well in DTT with 5.46% share, however they appear to be not performing well for DCAB (share of just 1.4%) with weekly reach decreasing down the year.



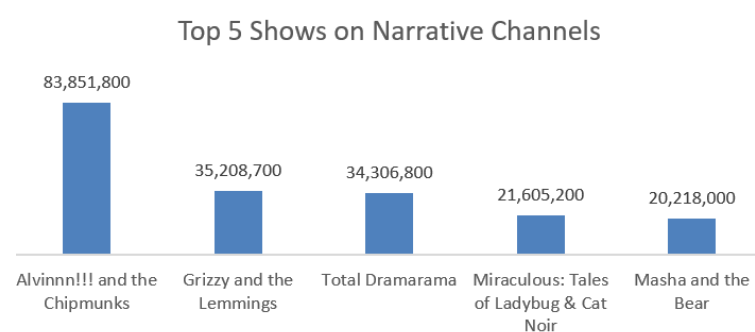
### C. Shows Analysis:

#### Top Performing Shows overall:



- Bluey (*CBeebies*): Exclusive to CBeebies and consistently the highest-audience show.
- Peppa Pig (*Nick Jr.*, *Nick Jr. 2*): Maintained strong popularity across platforms.
- Alvinnn!!! and the Chipmunks (*Nickelodeon*, *NickToons*, *Pop*, *Pop Max*): Aired on four channels, reaching diverse audiences.
- Hey Duggee (*CBeebies*): Exclusively successful, resonating strongly with younger viewers.
- Grizzy and the Lemmings (*Boomerang*, *CBBC*, *Pop*, *Pop Max*, *Tiny Pop*): Aired on five channels, showcasing its broad appeal.

#### Top 5 shows on Narrative channels:



Interestingly, the **top 5 shows on narrative channels** remain largely unchanged throughout **December**, even during the Christmas month.

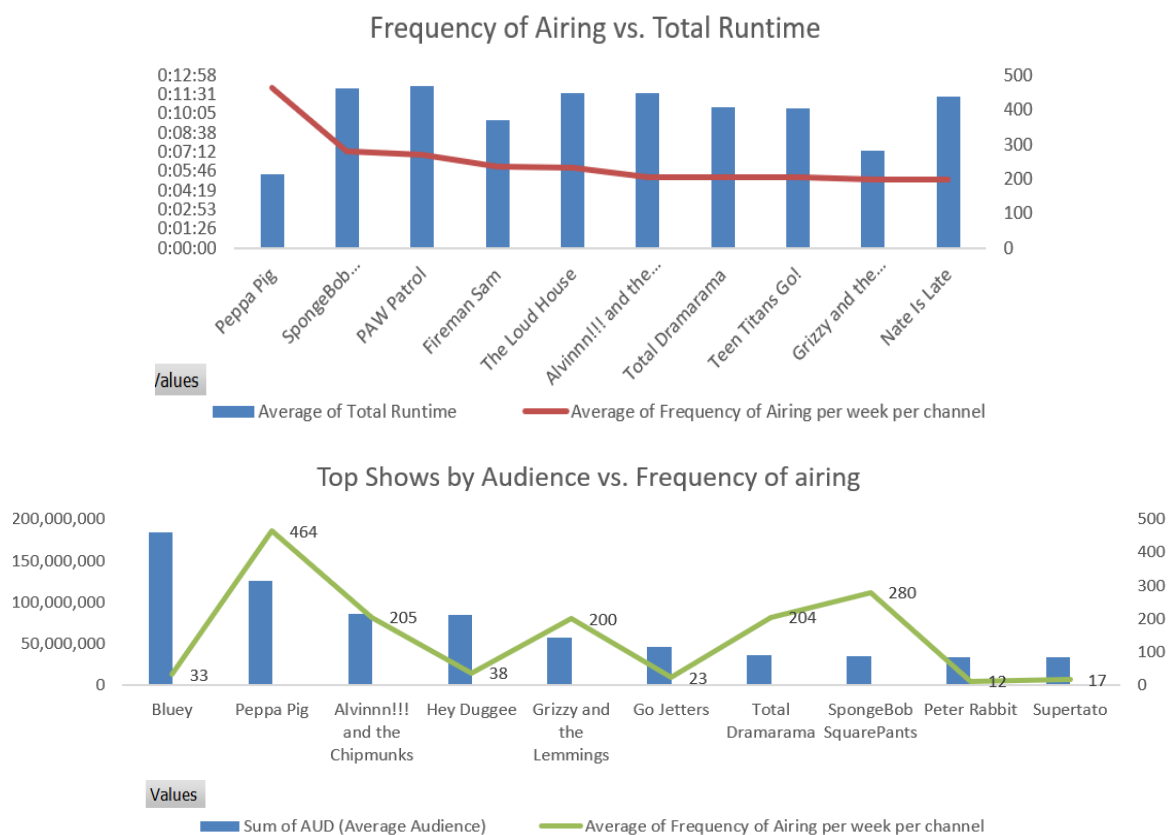
### Underperforming Channels:

- Cartoonito, Boomerang, and Nickelodeon averaged the lowest annual viewership, ranging from 1.37M (*Cartoonito*) to 2M (*Boomerang* and *Nickelodeon*), signalling content misalignment or scheduling issues.

### Frequency of Airing, Audience and total runtime of shows:

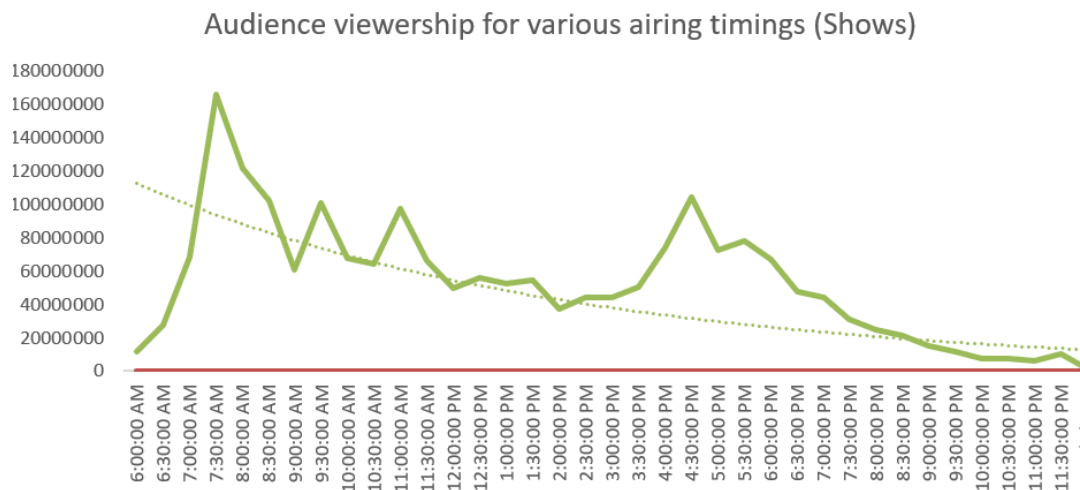
Peppa Pig show, with an average runtime of 5:18 mins, has the highest number of frequency of airing by being aired over 1002 times (highest) in week 38, the month of September. It is aired on 2 channels Nick Jr and Nick Jr 2 leading to reaching larger reach making it 2<sup>nd</sup> most-watched show overall.

It is observed that out of the top 10 shows with the largest audience, 50% have a larger frequency of airing per week, over 200 which can be due to them being released on multiple channels. The larger frequency is seen to be inversely proportional to total runtime. Lower runtime, higher frequency.



### Viewing Patterns by Time Slot:

- **Morning (7:00–7:30 AM):** Viewership peaked with a **147%** increase as children prepared for school.
- **Afternoon (4:00 PM):** Audience rose by **47%** as children returned home, marking another key engagement period.
- **Declines:**
  - **9:00 AM:** A **41%** drop, aligning with the start of school hours.
  - **Post-5:00 PM:** Gradual decreases as children transitioned to evening routines and family time.

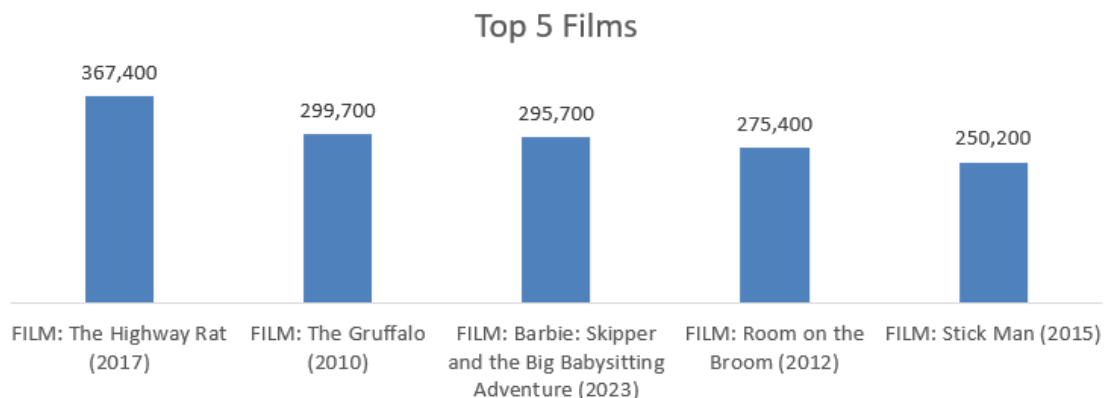


#### Reasons for Audience Fluctuations:

- **Increased Morning Viewership:** Morning spikes coincide with pre-school routines.
- **Afternoon Recovery:** Afternoon engagement aligns with school dismissal times.
- **Seasonal Declines:** Drops in March (post-holiday adjustment) and September (start of school year) reflect shifts in children's schedules, limiting available TV time.

#### D. Film Analysis: Key Insights

##### Top 5 Films by Viewership:

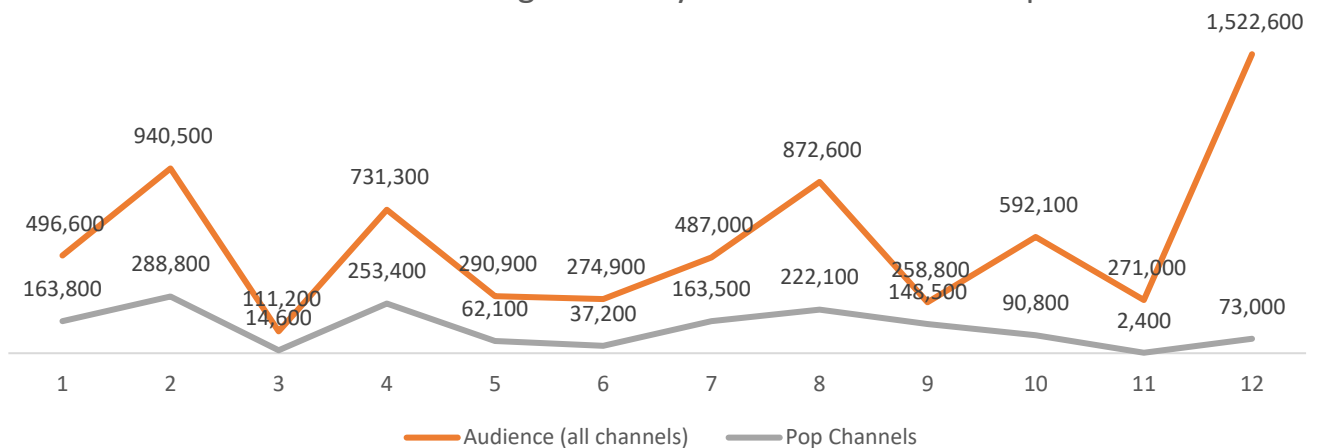


Films like *Scooby-Doo* and other animated titles (ALOHA, LEGO etc., a total of 18 films) aired on multiple platforms (non-relating companies, such as Boomerang, CITV, and Pop, ensuring broad reach across audiences).

#### Audience Trends by Month:

- **Peak Months:**
  - **December:** A sharp increase in viewership (+462% from November), driven by Christmas holidays, family time, and holiday-themed programming.
  - **February:** A 90% rise compared to January, likely due to mid-term breaks and seasonal indoor activities.
- **Decline in March:** Viewership dropped post-winter holidays as children returned to school and routines normalized, limiting TV time.
- **Recovery in September and Beyond:** While September marked the return to school, the second half of the year showed a gradual increase in viewership, possibly due to more structured evening family viewing.

## Audiences throughout the year for films viewership

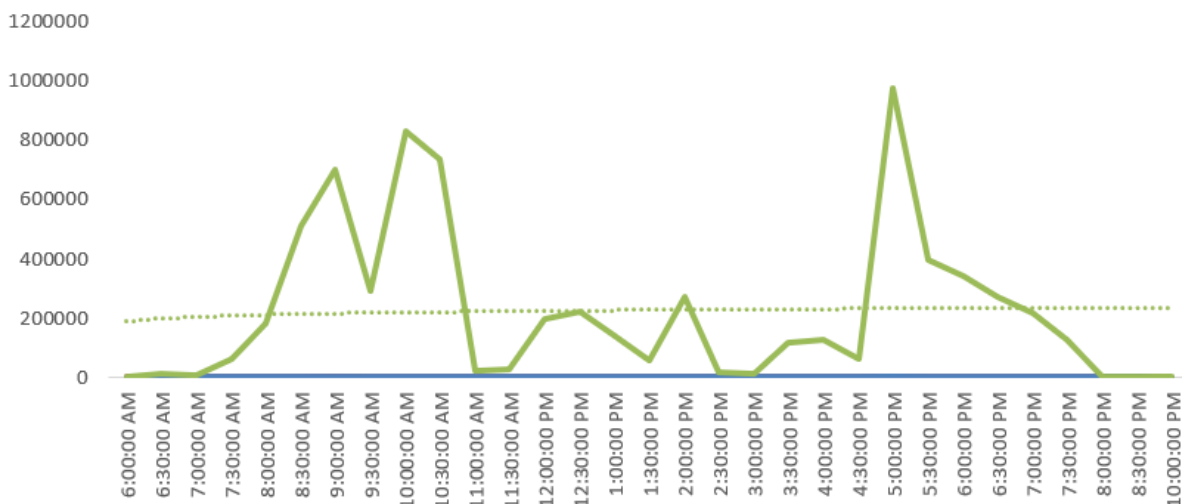


### Peak Viewing Times:

- **Morning (7:00–9:00 AM):** Highest viewership, peaking at 695,000 by 9:00 AM, as families often watch TV during breakfast or school preparation.
- **Evening (5:00 PM):** Peak engagement at 970,300 viewers as families settled in post-school and work hours.
- **Notable Increases:**
  - 7:30–8:00 AM: +198.84% growth from 7:00–7:30 AM, indicating rising engagement.
  - 4:00–5:00 PM: +691% growth, reflecting a strong post-school viewing pattern.

### Declining Audience Post-8:00 PM:

After 8:00 PM, audience numbers fell sharply, with negligible viewership by 10:00 PM, reflecting children's bedtime routines.



### Channel-Specific Performance for films:

- **Top Performers:** CBeebies, CBBC, Pop, Boomerang, CITV, and Tiny Pop emerged as key players in film viewership, successfully capturing large audiences with engaging content.
- **Underperformance:** Nick Jr. 2 recorded zero viewership in June despite airing a film, indicating possible scheduling conflicts or lack of promotion. Cartoon Network, Pop Max have lowest viewership for movies.

## Top 5 Insights for Analysing Content/Channel Performance

1. **Time Slot Engagement:** Morning (7:00–7:30 AM) viewership spikes by **147%**, while afternoon (4:00–5:00 PM) sees a **47% rise**. Post-8:00 PM viewership drops sharply, aligning with children's routines.
2. **Channel Performance:** CBeebies leads with a **45.84% audience share** and weekly peaks over **600K viewers**, while narrative channels (Pop, Tiny Pop, Pop Max) average **19.66%** with October highs at **24.93%**.
3. **Weekend Preference:** **60.6% of shows** and **82% of films** air on weekends, reflecting strong audience demand during non-school days.
4. **Seasonal Trends:** December viewership surges by **+462%** (Christmas holidays), while March declines align with school routines. Viewer recovery begins in September and grows in the year's latter half.
5. **Film Engagement:** Peak times for films are **9:00 AM (695K viewers)** and **5:00 PM (970K viewers)**. Scheduling gaps, like **zero viewership on Nick Jr. 2 in June**, highlight promotional or alignment issues.