

watchingbrief

Powered by SportBusiness Intelligence

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7-Day audience information from
Monday 23rd July to
Sunday 29th July 2018

SportBusiness
INTELLIGENCE

7 day audiences for selected leading sports programmes on UK Television

Free-to-air broadcasts	Channel	Date	Time	7 day Audience (000s)
Non-football broadcasts				
Formula 1: Hungarian GP. H	C4 Tot	Sun 29/7	1845-2100	2,214
Formula 1: Hungarian GP, qlfy. H	C4 Tot	Sat 28/7	1730-1900	1,795
Tour de France, stg 17. H	ITV4 Tot	Wed 25/7	1900-2000	861
Tour de France, stg 16. H	ITV4 Tot	Tue 24/7	1900-2000	857
Tour de France, stg 19. H	ITV4 Tot	Fri 27/7	1900-2000	684
Tour de France, stg 18. H	ITV4 Tot	Thu 26/7	1900-2000	661
Tour de France, stg 20. L	ITV4 Tot	Sat 28/7	1045-1635	547
Tour de France, stg 20. H	ITV4 Tot	Sat 28/7	1900-2000	543
Tour de France, stg 17. L	ITV4 Tot	Wed 25/7	1400-1655	529
Tour de France, week 2 review. H	ITV4 Tot	Mon 23/7	1900-2000	476
Tour de France, stg 19. L	ITV4 Tot	Fri 27/7	1100-1715	415

Pay-television broadcasts	Channel	Date	Time	7 day Audience (000s)
Football broadcasts				
Scottish League Cup, gp stg, Hearts v Inverness. L	BTSp2	Sun 29/7	1430-1700	49
Scottish League Cup, gp stg, Clyde v Motherweil. L	BTSp2	Sat 28/7	1430-1715	48
Chmp Lge 2013/14, s-f (2), Bayern v Real Madrid. H	BTSp3	Thu 26/7	2000-2030	37
Mo Salah's Golden Boot. H	SSpPrLge	Sat 28/7	2200-2230	37
Champions League - Stories of the Finals. H	BTSp3	Fri 27/7	2000-2030	29
Chmp Lge 2014/15, gp stg, Man City v Bayern. H	BTSp3	Thu 26/7	2030-2100	27
Premier League 100 Club - Man City	SSpPrLge	Sat 28/7	1300-1345	27
Chmp Lge 2014/15, last 16 (1), Man City v Barcelona. H	BTSp3	Thu 26/7	2100-2130	22
Premier League Greatest - Man Utd v Liverpool 2014. H	SSpPrLge	Thu 26/7	0600-0615	21
Premier League Years (mgzn)	SSpPrLge	Sun 29/7	1000-1155	20
Non-football broadcasts				
Formula 1: Hungarian GP, race. L*	F1+M/Evt	Sun 29/7	1405-1625	1,265
Formula 1: Hungarian GP, grid. L*	F1+M/Evt	Sun 29/7	1330-1400	763
Formula 1: Hungarian GP, qlfy. L*	F1+M/Evt	Sat 28/7	1345-1525	577
Darts: PDC Wld Matchplay, fnl, Anderson v Suljovic L*	M/Evt+Act	Sun 29/7	1900-2120	313
Formula 1: Hungarian GP, pit lane. L*	F1+M/Evt	Sun 29/7	1230-1325	300
Darts: PDC Wld Matchplay, s-f, Blackpool. L*	M/Evt+Act	Sat 28/7	1900-2245	211
Cricket: T20 Blast, Yorkshire v Birmingham. L*	Ckt+M/Evt	Fri 27/7	1800-2215	193
Cricket: T20 Blast, Somerset v Middlesex. L	SSpCkt	Sun 29/7	1555-1845	186
Formula 1: Hungarian GP, pre-qlfy show (mgzn)	SSpF1	Sat 28/7	1300-1345	183
Formula 1: Hungarian GP, paddock. L	SSpF1	Sun 29/7	1630-1725	180

*Simulcast

Sky channels

Sky Sports Main Event	Date	Time	7 day Audience (000s)
Formula 1: Hungarian GP, race. L*	Sun 29/7	1405-1625	428
Formula 1: Hungarian GP, grid. L*	Sun 29/7	1330-1400	292
Darts: PDC Wld Matchplay, fnl, Anderson v Suljovic. L**	Sun 29/7	1900-2120	179
Darts: PDC Wld Matchplay, s-f, Blackpool. L**	Sat 28/7	1900-2245	120
Darts: PDC Wld Matchplay, day 5, Blackpool. L**	Wed 25/7	1900-2330	112
Formula 1: Hungarian GP, pit lane. L*	Sun 29/7	1230-1325	94
Formula 1: Hungarian GP, qlfy. L*	Sat 28/7	1345-1525	93
Darts: PDC Wld Matchplay, day 4, Blackpool. L**	Tue 24/7	1900-2315	92
Cricket: T20 Blast, Yorkshire v Birmingham. L***	Fri 27/7	1800-2215	81
Darts: PDC Wld Matchplay, day 3, Blackpool. L**	Mon 23/7	1900-2315	75

*Simulcast on SSpF1

***Simulcast on SSpCkt

**Simulcast on SSpAct

Sky Sports Premier League	Date	Time	7 day Audience (000s)
Mo Salah's Golden Boot. H	Sat 28/7	2200-2230	37
Premier League 100 Club - Man City	Sat 28/7	1300-1345	27
Premier League Greatest Games - Man Utd v Liverpool 2014. H	Thu 26/7	0600-0615	21
Premier League Years (mgzn)	Sun 29/7	1000-1155	20
Premier League Legends - Teddy Sheringham	Tue 24/7	2300-2330	17
Premier League Perfect Hatricks. H	Sat 28/7	1215-1300	16
Football's Greatest Games - Man Utd v Liverpool 1992. H	Wed 25/7	2030-2045	14
Premier League Great Games - Burnley v Man Utd 2009. H	Fri 27/7	2030-2045	14
Premier League Great Games - West Ham v Tottenham 2007. H	Sun 29/7	1345-1400	14
Premier League Great Games - West Brom. v Man Utd 2014. H	Sun 29/7	0945-1000	13

Sky Sports Football	Date	Time	7 day Audience (000s)
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No data available for week ending 29th July

Sky Sports Cricket	Date	Time	7 day Audience (000s)
T20 Blast, Somerset v Middlesex. L	Sun 29/7	1555-1845	186
T20 Blast, Durham v Nottinghamshire. L	Sat 28/7	1400-1755	138
T20 Blast, Middlesex v Hampshire. L	Thu 26/7	1800-2130	138
T20 Blast, Yorkshire v Birmingham. L*	Fri 27/7	1800-2215	112
Wmn's T20 Super League, Sthrn Vipers v Lborough Lightning. L	Wed 25/7	1855-2215	62
T20 Masterclass	Thu 26/7	2130-2200	52
Best of England v India. H	Sat 28/7	1315-1400	38
Wmn's T20 Super League, Yorkshire v Lancashire. L	Fri 27/7	1425-1725	37
U19 ODI Series, gm 1, England v South Africa. L	Mon 23/7	1055-1855	33

*Simulcast on SSpM/Evt

Sky channels (continued)

Sky Sports Golf	Date	Time	7 day Audience (000s)
European Senior Tour, Senior Open, fnl day. L	Sun 29/7	1635-1900	107
European Tour, European Open, fnl day. L	Sun 29/7	1130-1635	83
European Senior Tour, Senior Open, day 3. L	Sat 28/7	1445-1715	67
European Tour, European Open, day 2. L	Fri 27/7	1430-1705	45
European Senior Tour, Senior Open, day 2. L	Fri 27/7	1210-1425	37
European Tour, European Open, day 3. L	Sat 28/7	1200-1440	36
European Senior Tour, Senior Open, day 2. L	Fri 27/7	1710-1905	31
PGA Tour, Canadian Open, day 3. L	Sat 28/7	1930-2300	23
Wmn's European Tour, Scottish Open. H	Fri 27/7	2300-2325	22
PGA Tour, Canadian Open, day 2. L	Fri 27/7	2000-2300	19

Sky Sports F1	Date	Time	7 day Audience (000s)
Hungarian GP, race. L*	Sun 29/7	1405-1625	837
Formula 1: Hungarian GP, q1fy. L*	Sat 28/7	1345-1525	484
Hungarian GP, grid. L*	Sun 29/7	1330-1400	471
Hungarian GP, pit lane. L*	Sun 29/7	1230-1325	206
Hungarian GP, pre-q1fy show (mgzn)	Sat 28/7	1300-1345	183
Hungarian GP, paddock. L	Sun 29/7	1630-1725	180
Hungarian GP, practice 3. L	Sat 28/7	1045-1220	164
Hungarian GP, practice 2. L	Fri 27/7	1345-1630	82
F1 Report: Hungarian GP preview	Sat 28/7	1220-1250	78
The F1 Show (mgzn)	Sat 28/7	1530-1600	76

*Simulcast on SSPM/Evt

Sky Sports Action	Date	Time	7 day Audience (000s)
Darts: PDC Wld Matchplay, q-f. L	Thu 26/7	1900-2215	160
Darts: PDC Wld Matchplay, fnl, Anderson v Suljovic. L*	Sun 29/7	1900-2120	134
Darts: PDC Wld Matchplay, q-f. L	Fri 27/7	1900-2215	132
Darts: PDC Wld Matchplay, s-f. L*	Sat 28/7	1900-2245	91
Darts: PDC Wld Matchplay, day 3. L*	Mon 23/7	1900-2315	46
Darts: PDC Wld Matchplay, day 5. L*	Wed 25/7	1900-2330	36
Darts: PDC Wld Matchplay, day 4. L*	Tue 24/7	1900-2315	34
Darts Gold: Lloyd v Van Barneveld. H	Sun 29/7	1845-1900	31
Boxing: Hvywght, Whyte v Parker Countdown	Thu 26/7	2215-2245	28
Powerboating: P1 AquaX Series. H	Sat 28/7	2250-2340	28

*Simulcast on SSPM/Evt

Sky Sports Arena	Date	Time	7 day Audience (000s)
RL: Super League, Hull v Hull KR. L	Fri 27/7	1935-2225	83
Wrestling: WWE Late Night Raw Live	Mon 23/7	0100-0415	80
RL: Super League, St Helens v Warrington. L	Thu 26/7	1930-2200	79
Wrestling: WWE Late Night Smackdown	Tue 24/7	0100-0300	60
Hurling: GAA All-Ireland Chmp, s-f, Cork v Limerick. L	Sun 29/7	1430-1800	23
RL: Super League Golden Point (mgzn)	Thu 26/7	1900-1930	15
Wrestling: WWE Experience	Sun 29/7	1900-1955	13
RL: Super League Fulltime (mgzn)	Mon 23/7	2300-2330	12
Wrestling: WWE Raw	Mon 23/7	2100-2300	12
RL: NRL, Roosters v Dragons. L	Sun 29/7	0705-0905	9

BT Sport channels

BT Sport 1	Date	Time	7 day Audience (000s)
Hockey: FIH Wmn's Wld Cup, England v Ireland. L	Sun 29/7	1855-2100	62
Speedway: Premiership, Swindon Robins v Leicester Lions. L	Mon 23/7	1930-2200	24
Hockey: FIH Wmn's Wld Cup, India v USA. L	Sun 29/7	1645-1850	20
M/sport: Wld Rally Chmp, rd 8, Finland. L	Thu 26/7	1800-1900	19
Hockey: FIH Wmn's Wld Cup, Argentina v South Africa. L	Sat 28/7	1355-1600	17
Hockey: FIH Wmn's Wld Cup, England v USA. L	Wed 25/7	1955-2200	16
M/sport: The WRC Magazine Show	Thu 26/7	1730-1800	16
M/sport: Wld Rally Chmp, rd 8, Finland. H	Fri 27/7	2215-2245	12
Hockey: FIH Wmn's Wld Cup, Korea v Italy. L	Fri 27/7	2010-2200	11
BT Sport Reload (mgzn)	Fri 27/7	2200-2215	10

BT Sport 2	Date	Time	7 day Audience (000s)
Ftbl: Scottish League Cup, gp stg, Hearts v Inverness. L	Sun 29/7	1430-1700	49
Ftbl: Scottish League Cup, gp stg, Clyde v Motherweil. L	Sat 28/7	1430-1715	48
Mixed Martial Arts: UFC Fight Night, Calgary. L	Sat 28/7	0100-0320	46
Rugby Sevens: Premiership Sevens, day 1, Northampton. L	Fri 27/7	1715-2215	24
Mixed Martial Arts: UFC Fight Night, pre-lims, Calgary. L	Sat 28/7	2300-0055	14
Ftbl: Premier League World (mgzn)	Sat 28/7	1720-1750	13
M/cyc: MotoGP - season review	Sat 28/7	2100-2200	11
Ftbl: Goals Reload. H	Sat 28/7	1750-1805	9

BT Sport 3	Date	Time	7 day Audience (000s)
Ftbl: Chmp Lge 2013/14, s-f (2), Bayern v Real Madrid. H	Thu 26/7	2000-2030	37
Ftbl: Champions League - Stories of the Finals. H	Fri 27/7	2000-2030	29
Ftbl: Chmp Lge 2014/15, gp stg, Man City v Munich. H	Thu 26/7	2030-2100	27
Ftbl: Chmp Lge 2014/15, last 16 (1), Man City v Barcelona. H	Thu 26/7	2100-2130	22
Ftbl: Chmp Lge 2013/14, gp stg, Galatasaray v Real Madrid. H	Thu 26/7	1930-2000	17
Ftbl: Chmp Lge 2011/12, s-f (2), Barcelona v Chelsea. H	Thu 26/7	1900-1930	16
Rugby Sevens: Premiership Sevens, day 2, Northampton. L	Sat 28/7	1415-1900	16
Speedway: FIM Speedway: Wld Chmp, rd 5, Cardiff GP. H	Wed 25/7	1930-2030	13
Ftbl: Chmp Lge 2014/15, q-f (1), Paris St-Germain v Barcelona. H	Thu 26/7	2230-2300	10
Mixed Martial Arts: UFC Fight Night, Calgary. R	Sun 29/7	2100-2300	9

BT Sport/ESPN	Date	Time	7 day Audience (000s)
M/sport: Indycar Series, rd 12, Mid-Ohio 200. L	Sun 29/7	2000-2305	19
Baseball: MLB, Miami v Atlanta. L	Tue 24/7	1700-2000	16
Tennis: WTA, Jiangxi Open, q-f. H	Fri 27/7	1715-1730	14
Ftbl: ESPN FC (mgzn)	Tue 24/7	1630-1700	13
Ftbl: ESPN FC (mgzn)	Wed 25/7	1200-1230	11
Ftbl: ESPN FC (mgzn)	Tue 24/7	1200-1230	11
Ftbl: ESPN FC (mgzn)	Thu 26/7	1200-1230	10
Baseball: MLB, Chicago v Arizona. H	Tue 24/7	1330-1630	9
Baseball: MLB, Baltimore v Boston Red Sox. L	Wed 25/7	0000-0300	7
Ftbl: ESPN FC (mgzn)	Thu 26/7	1845-1915	7

Methodology

Data source

Watching Brief data comes from the BARB (Broadcasters' Audience Research Board) website - www.barb.co.uk/viewing-data.

Consolidated 7 day data

All viewing data incorporates playback of time-shifted content within 7 days of the original broadcast.

Timeslots

The audience provided in Watching Brief is the average audience over the entire television broadcast, from programme start to programme end.

Ranking

The rankings on page 2 are compiled using the available data. It cannot be guaranteed that programmes for which audience data was unavailable would not appear on these rankings.



About SportBusiness Intelligence

SportBusiness Intelligence offers high-quality, independent market intelligence and consultancy for those operating in the business of sport.

Tracking closely the changes and developments in the industry, and with exclusive access to the best database of business critical data, we have a comprehensive knowledge of the best practices and strategies used in the sports industry, allowing us to deliver successful solutions and advice for our clients.

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