

watchingbrief

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7-Day audience information from
Monday 24th September to
Sunday 30th September 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)
Football broadcasts				
Football League On Quest. H	Quest Tot	Sat 29/9	2100-2245	271
Football League Cup On Quest. H	Quest Tot	Wed 26/9	2230-0000	185
FtBlI: National Lge, incl Barnet v Fylde. H	FreeSp	Mon 24/9	1500-1530	9
Non-football broadcasts				
Formula 1: Russian GP. H	C4 Tot	Sun 30/9	1845-2100	2,030
Golf: Ryder Cup, fnl day. H	BBC2	Sun 30/9	1930-2130	1,602
Golf: Ryder Cup, day 2. H	BBC2	Sat 29/9	2030-2230	1,335
Formula 1: Russian GP, qlfy. H	C4 Tot	Sat 29/9	1630-1830	1,011
H/rcing: Newmarket and Harmarket. L	ITV4 Tot	Sat 29/9	1330-1600	318
M/sport: British Touring Car Chmp, fnl rd, Brands Hatch. L	ITV4 Tot	Sun 30/9	1030-1830	180
Ice Hockey: EIHL, Nottingham Panthers v Cardiff Devils. L	FreeSp	Wed 26/9	1900-2200	82
Ice Hockey: SHL, Lulea v Skelleftea. L	FreeSp	Thu 27/9	1755-2030	20
Ice Hockey: Until Now - Nottinghamshire Panthers	FreeSp	Wed 26/9	1800-1900	17
Speedway: Elitserien, fnl (1), Dackarna Malilla v Smederna. L	FreeSp	Tue 25/9	1800-2000	14
Speedway: Ekstraliga, fnl (1), Sparta Wroclaw v Czestochowa. H	FreeSp	Sun 30/9	1800-2000	14
Hockey: FIH - Inside The D. H	FreeSp	Wed 26/9	0900-0930	11
Hockey: FIH - Inside The D. H	FreeSp	Wed 26/9	0100-0130	11
Speedway: Elitserien, fnl (1), Dackarna Malilla v Smederna. H	FreeSp	Wed 26/9	2305-0100	11
RU: Pro14, Glasgow v Dragons. L	FreeSp	Sat 29/9	1900-2150	11
Ice Hockey: EIHL, Nottingham Panthers v Cardiff Devils. H	FreeSp	Thu 27/9	2030-2300	10
Hockey: FIH - Inside The D. H	FreeSp	Wed 26/9	0830-0900	10
Ice Hockey: Until Now - Nottinghamshire Panthers	FreeSp	Sun 30/9	0100-0200	10
Rugby League Backchat (mgzn)	FreeSp	Thu 27/9	1655-1755	10
Mixed Martial Arts: Glory Wld Series Kickboxing. H	FreeSp	Sat 29/9	2245-0035	9

Pay-television broadcasts	Channel	Date	Time	7 day Audience (000s)
Football broadcasts				
League Cup, rd 3, Man Utd v Derby. L*	M/Evt+Ftbl	Tue 25/9	1930-2215	1,063
League Cup, rd 3, Liverpool v Chelsea. L*	M/Evt+Ftbl	Wed 26/9	1900-2215	1,062
Premier League, Chelsea v Liverpool. L	BTSp1	Sat 29/9	1700-2000	940
Gillette Soccer Saturday (composite)*	N+PrLge+Ftbl	Sat 29/9	1500-1715	532
Premier League, West Ham v Man Utd. L	BTSp1	Sat 29/9	1200-1450	504
Premier League, Cardiff v Burnley. L	SSpPrLge	Sun 30/9	1530-1830	483
Lge Chmpnshp, Sheffield Wed v Leeds. L*	M/Evt+Ftbl	Fri 28/9	1900-2200	310
Gillette Soccer Special (composite)*	N+PrLge	Tue 25/9	1930-2215	187
Gillette Soccer Special (composite)*	N+PrLge	Wed 26/9	1930-2205	180
BT Sport Score (composite)	BTSp1	Sat 29/9	1455-1700	138
Non-football broadcasts				
Golf: Ryder Cup, fnl day. L*	M/Evt+Glf	Sun 30/9	0930-1710	900
Formula 1: Russian GP, race. L	SSpF1	Sun 30/9	1205-1410	754
Golf: Ryder Cup Closing Ceremony Live*	M/Evt+Glf	Sun 30/9	1710-1740	692
Golf: Ryder Cup, day 2. L*	M/Evt+Glf	Sat 29/9	0630-1800	563
Golf: Ryder Cup, day 1. L*	M/Evt+Glf	Fri 28/9	0630-1800	358
Formula 1: Russian GP, qlfy. L	SSpF1	Sat 29/9	1250-1435	330
Golf: Ryder Cup, fnl day - The Verdict Live*	M/Evt+Glf	Sun 30/9	1740-1830	266
Formula 1: Russian GP, grid. L	SSpF1	Sun 30/9	1130-1205	161
Formula 1: Russian GP, paddock. L	SSpF1	Sun 30/9	1410-1510	135
RU: Premiership, Leicester v Sale. L	BTSp1	Sun 30/9	1430-1715	114

*Simulcast

Sky channels

Sky Sports Main Event	Date	Time	7 day Audience (000s)
Ftbl: League Cup, rd 3, Liverpool v Chelsea. L*	Wed 26/9	1900-2215	838
Ftbl: League Cup, rd 3, Man Utd v Derby. L*	Tue 25/9	1930-2215	819
Golf: Ryder Cup, fnl day. L**	Sun 30/9	0930-1710	585
Golf: Ryder Cup Closing Ceremony Live**	Sun 30/9	1710-1740	490
Golf: Ryder Cup, day 2. L**	Sat 29/9	0630-1800	331
Ftbl: Lge Chmpnshp, Sheffield Wed v Leeds. L*	Fri 28/9	1900-2200	250
Golf: Ryder Cup, day 1. L**	Fri 28/9	0630-1800	202
Golf: Ryder Cup, fnl day - The Verdict Live**	Sun 30/9	1740-1830	175
Ftbl: The Debate Live	Wed 26/9	2220-2315	101
Golf: Ryder Cup, day 1 - The Verdict Live	Fri 28/9	1800-1830	70

*Simulcast on SSpFtbl

**Simulcast on SSpGlf

Sky Sports Premier League	Date	Time	7 day Audience (000s)
Premier League, Cardiff v Burnley. L	Sun 30/9	1530-1830	483
Premier League 100 Club - Steven Gerrard	Sun 30/9	1830-1900	102
Gillette Soccer Saturday (composite)*	Sat 29/9	1200-1755	100
Gillette Soccer Special (composite)**	Tue 25/9	1930-2215	61
Goals On Sunday. H	Sun 30/9	1100-1230	57
Sunday Supplement (mgzn)	Sun 30/9	0930-1100	55
Gillette Soccer Special (composite)**	Wed 26/9	1930-2205	44
Soccer AM (mgzn)	Sat 29/9	1000-1130	41
Premier League Today	Thu 27/9	1800-1830	38
Goals Express. H	Sat 29/9	1800-1900	37

*Simulcast on SSpN, SSpFtbl

**Simulcast on SSpN

Sky Sports Football	Date	Time	7 day Audience (000s)
League Cup, rd 3, Man Utd v Derby. L*	Tue 25/9	1930-2215	244
League Cup, rd 3, Liverpool v Chelsea. L*	Wed 26/9	1900-2215	224
Lge Chmpnshp, Rotherham v Stoke. L	Sat 29/9	1715-2000	112
Lge 1, Coventry v Sunderland. L	Sat 29/9	1200-1445	109
SPL, Livingston v Rangers. L	Sun 30/9	1300-1600	106
Gillette Soccer Saturday (composite)**	Sat 29/9	1500-1715	81
Lge Chmpnshp, Sheffield Wed v Leeds. L*	Fri 28/9	1900-2215	60
MLS Round-up	Tue 25/9	1900-1930	35
League Cup, rd 3, Man Utd v Derby. H	Wed 26/9	1830-1900	34
SPL Round-up	Tue 25/9	1830-1845	32

*Simulcast on SSpM/Evt

**Simulcast on SSpN, SSpPrLge

Sky Sports Cricket	Date	Time	7 day Audience (000s)
Root and Broad Season Review	Tue 25/9	1810-1840	35
County Chmp, day 2, Surrey v Essex. H	Tue 25/9	2005-2100	29
ODI series, gm 2, England v Australia. H	Sun 30/9	1530-1630	26
County Chmp, day 4, Surrey v Essex. L	Thu 27/9	1015-1800	24
5th Test, day 4, England v India. H	Mon 24/9	1900-2000	24
Wld Cup Classic 2003 - Australia v India Final	Wed 26/9	2300-0000	23
ODI series, gm 1, England v Australia. H	Sun 30/9	1425-1525	20
Wmn's ODI Series, gm 3, England v South Africa. H	Wed 26/9	0000-0100	19
Wmn's ODI Series, gm 2, England v South Africa. H	Wed 26/9	1800-1900	15
ODI series, gm 1, South Africa v Zimbabwe. H	Sun 30/9	2300-0000	15

Sky channels (continued)

Sky Sports Golf	Date	Time	7 day Audience (000s)
Ryder Cup, fnl day. L*	Sun 30/9	0930-1710	315
Ryder Cup, day 2. L*	Sat 29/9	0630-1800	232
Ryder Cup Closing Ceremony Live*	Sun 30/9	1710-1740	202
Ryder Cup, day 1. L*	Fri 28/9	0630-1800	156
Ryder Cup, day 2. H	Fri 28/9	1830-2100	110
Ryder Cup, fnl day - The Verdict Live*	Sun 30/9	1740-1830	91
Ryder Cup, day 1 - The Verdict	Fri 28/9	2100-2130	67
Ryder Cup, fnl day. H	Sun 30/9	1830-2100	61
Ryder Cup, day 1. H	Fri 28/9	2200-0030	56
Ryder Cup Countdown Live	Wed 26/9	1830-1900	53

*Simulcast on SSpm/Evt

Sky Sports F1	Date	Time	7 day Audience (000s)
Russian GP, race. L	Sun 30/9	1205-1410	754
Russian GP, qfy. L	Sat 29/9	1250-1435	330
Russian GP, grid. L	Sun 30/9	1130-1205	161
Russian GP, paddock. L	Sun 30/9	1410-1510	135
Russian GP, pre-qfy show. L	Sat 29/9	1200-1250	114
Russian GP, practice 2. L	Fri 28/9	1245-1450	74
Russian GP, pit lane. L	Sun 30/9	1030-1130	60
Russian GP, practice 1. L	Fri 28/9	0845-1055	53
Russian GP, race rerun. D	Sun 30/9	1605-1810	52
When Daniel Met Paul	Sat 29/9	1130-1200	49

Sky Sports Action	Date	Time	7 day Audience (000s)
RU: Rugby Chmpnshp, South Africa v Australia. L	Sat 29/9	1530-1830	67
Am Ftbl: NFL, New England v Miami. L	Sun 30/9	1700-2120	56
RU: Rugby Chmpnshp, Argentina v New Zealand. L	Sat 29/9	2330-0130	28
Am Ftbl: NFL, Pittsburgh v Baltimore. L	Sun 30/9	0120-0500	20
Am Ftbl: NFL, Detroit v New England. H	Mon 24/9	2100-2200	20
Am Ftbl: NFL, NY Giants v New Orleans. L	Sun 30/9	2125-0100	18
Boxing: Hvywght, Joshua v Povetkin. H*	Fri 28/9	2200-0000	16
Am Ftbl: NFL, Tampa Bay v Pittsburgh. H	Tue 25/9	1900-2000	14
Am Ftbl: NFL, LA Rams v Minnesota. H	Fri 28/9	1900-2000	13
RU: Rugby Chmpnshp, Argentina v New Zealand. H	Sun 30/9	1430-1630	12

Sky Sports Arena	Date	Time	7 day Audience (000s)
RL: Super League, Leeds v Toronto. L	Fri 28/9	1930-2200	107
Wrestling: WWE Late Night Raw Live	Mon 24/9	0100-0415	77
Darts: PDC Grand Prix of Darts, day 1. L	Sun 30/9	1900-2355	71
Wrestling: WWE Late Night Smackdown Live	Tue 25/9	0100-0300	70
RL: NRL, Sydney Roosters v Melbourne Storm. L	Sun 30/9	0930-1230	42
RL: Super League, Salford v Toulouse. L	Thu 27/9	1930-2200	35
RL: Super League, London Broncos v Halifax. L	Sat 29/9	1900-2100	29
RU: Crusaders v Sharks 2014. H	Sun 30/9	1735-1750	24
Wrestling: WWE Raw	Thu 27/9	1700-1900	21
RU: Top14, Stade Français v Racing. L	Sun 30/9	1545-1735	15

Sky channels (continued)

Sky Sports Mix	Date	Time	7 day Audience (000s)
Am Ftbl: NFL Redzone (composite)	Sun 30/9	1800-0100	75
RL: NRL, Sydney Roosters v Melbourne Storm. H	Sun 30/9	0120-0230	20
Am Ftbl: NFL, LA Rams v Minnesota. H	Fri 28/9	2000-2100	18
Wrestling: WWE Experience	Fri 28/9	1700-1800	13
Am Ftbl: NFL, New England v Miami. L	Sun 30/9	1700-1800	13
Endurance Sport: Tough Mudder X, finals. H	Wed 26/9	2030-2100	12
Am Ftbl: NFL, LA Rams v LA Chargers. H	Mon 24/9	2200-2300	11
My Icon - Stef Reid	Sun 30/9	0230-0245	11
Endurance Sport: Tough Mudder X, finals. H	Wed 26/9	2300-0000	9
Cycling: UCI Mountain Bike Wld Cup. H	Wed 26/9	0730-0800	8

BT Sport channels

BT Sport 1	Date	Time	7 day Audience (000s)
Ftball: Premier League, Chelsea v Liverpool. L	Sat 29/9	1700-2000	940
Ftball: Premier League, West Ham v Man Utd. L	Sat 29/9	1200-1450	504
Ftball: BT Sport Score (composite)	Sat 29/9	1455-1700	138
Ftball: Scottish League Cup, q-f, St Johnstone v Celtic. L	Wed 26/9	1915-2200	130
RU: Premiership, Leicester v Sale. L	Sun 30/9	1430-1715	114
Ftball: Premier League Tonight (mgzn)	Sat 29/9	2000-2100	112
RU: Premiership, Newcastle v Wasps. L	Fri 28/9	1900-2200	107
Ftball: Bundesliga 2, Fürth v Hamburg. L	Thu 27/9	1925-2130	33
Ftball: National Lge, incl Bromley v Halifax. H	Sun 30/9	2200-2230	27
Speedway: Premiership, s-f (1), Belle Vue v King's Lynn. L	Mon 24/9	1930-2145	26

BT Sport 2	Date	Time	7 day Audience (000s)
Rugby Tonight (mgzn)	Wed 26/9	2000-2100	21
Ftball: Scottish League Cup, St Johnstone v Celtic. R	Thu 27/9	2000-2130	18
Ftball: Premier League Review (mgzn)	Mon 24/9	1800-1900	14
Ftball: Wmn's Super League, Brighton v Liverpool. R	Mon 24/9	1900-2030	12
M/cyc: MotoGP, rd 14, MotoGP race, Aragón. H	Mon 24/9	1030-1130	11
Ftball: Bundesliga, Bayern Munich v Augsburg. L	Tue 25/9	1925-2130	10
Tennis: WTA, Tashkent Open, Uzbekistan. L	Thu 27/9	1125-1330	9
Ftball: Premier League World (mgzn)	Wed 26/9	1930-2000	8
Boxing: Incl mddlwtg, Golovkin v Alvarez. H	Wed 26/9	2100-2300	8
Ftball: Premier League Review (mgzn)	Mon 24/9	0600-0700	7

BT Sport 3	Date	Time	7 day Audience (000s)
Ftball: Bundesliga, Borussia Dortmund v Nürnberg. L	Wed 26/9	1930-2130	27
Ftball: Bundesliga, Fortuna Dusseldorf v Bayer Leverkusen. L	Wed 26/9	1725-1930	14
Ftball: Ligue 1, Monaco v Angers. L	Tue 25/9	1755-2000	12
Ftball: Bundesliga, Hannover v Hoffenheim. H	Wed 26/9	1430-1600	11
Ftball: Bundesliga, Freiburg v Schalke. H	Wed 26/9	1600-1730	9
Ftball: Bundesliga, incl Schalke v Bayern Munich. H	Mon 24/9	2045-2145	7
Tennis: WTA, China Open, Beijing. L	Sun 30/9	1230-1540	7
Tennis: WTA, China Open, Beijing. H	Sun 30/9	1540-1655	7
Mixed Martial Arts: UFC, 25 Greatest Fights. H	Mon 24/9	2315-0145	6
Rugby Tonight (mgzn)	Thu 27/9	2000-2100	5

BT Sport/ESPN	Date	Time	7 day Audience (000s)
Am Ftball: NCAA, Georgia v Tennessee. L	Sat 29/9	2030-0000	20
Am Ftball: NCAA, Clemson v Syracuse. L	Sat 29/9	1700-2030	12
Ftball: ESPN FC (mgzn)	Thu 27/9	1200-1230	11
Ftball: Ligue 1, Paris St-Germain v Reims. L	Wed 26/9	2000-2200	10
Ftball: ESPN FC (mgzn)	Tue 25/9	1200-1230	10
Am Ftball: NCAA Final. H	Sun 30/9	1905-2000	8
Am Ftball: NCAA, Penn State v Ohio. L	Sat 29/9	0030-0400	8
Ftball: ESPN FC (mgzn)	Wed 26/9	1130-1200	7
Baseball: MLB, Chicago Cubs v St Louis. L	Fri 28/9	1900-2200	5
M/sport: NHRA Drag Racing Nationals. H	Sat 29/9	0830-0930	5

In review: Leading audiences on Eurosport channels in September 2018

Eurosport 1	Date	Time	7 day Audience (000s)
Snooker: China Chmpnshp, fnl, sessn 2, Selby v Higgins. L	Sun 30/9	1225-1735	48
Cycling: UCI Road Wld Chmp, mn's elite indiv t/t. H	Wed 26/9	1900-2030	35
Cycling: UCI Road Wld Chmp, wmn's junior indiv t/t. H	Mon 24/9	2200-2300	20
Cycling: UCI Road Wld Chmp, mn's indiv t/t. H	Mon 24/9	2000-2100	18
M/cyc: Wld Superbike Chmp, rd 11, practice. H	Fri 28/9	2330-0010	18
Cycling: UCI Road Wld Chmp, mn's elite indiv t/t. H	Wed 26/9	2205-2340	17
Cycling: Cyclo-Cross Wld Cup, rd 1, USA. H	Mon 24/9	2100-2200	17
Athletics: Diamond League 2018, rd 10, Monaco. H	Wed 26/9	1800-1900	16
Cycling: UCI Road Wld Chmp, wmn's elite indiv t/t. H	Tue 25/9	2200-2310	16
Cycling: UCI Road Wld Chmp, mn's junior race. L	Thu 27/9	1330-1725	15

Eurosport 2	Date	Time	7 day Audience (000s)
M/cyc: British Superbike Chmp, rd 11, race 2. L	Sun 30/9	1515-1630	103
M/cyc: Wld Superbike Chmp, rd 11, race 2. H	Sun 30/9	1630-1655	86
M/cyc: British Superbike Chmp, rd 11, race 2. H	Sun 30/9	1655-1710	75
M/cyc: British Superbike Chmp, rd 11, race 1. L	Sun 30/9	1130-1345	71
M/cyc: Wld Superbike Chmp, rd 11, race 2. L	Sun 30/9	1345-1515	64
M/cyc: Wld Superbike Chmp, rd 11, race 1. L	Sat 29/9	1200-1245	62
M/cyc: British Superbike Chmp, rd 11, qlfy. L	Sat 29/9	1400-1615	38
M/cyc: MotoCross Wld Chmp, fnl rd. H	Sun 30/9	2100-2130	35
M/cyc: Wld Superbike Chmp, rd x, race 1. H	Sun 30/9	1115-1130	31
Snooker: China Chmpnshp, day 3. L	Wed 26/9	1225-1545	26

In review: Leading audiences on pay-television in September 2018

Pay-television broadcasts	Channel	Date	Time	7 day Audience (000s)
Football broadcasts				
Chmp Lge, gp stg, Liverpool v Paris St-Germain. L	BTSp2	Tue 18/9	1950-2205	1,217
Premier League, Everton v West Ham. L	M/Evt+Ftbl	Sun 16/9	1525-1815	1,098
League Cup, rd 3, Man Utd v Derby. L	M/Evt+Ftbl	Tue 25/9	1930-2215	1,063
League Cup, rd 3, Liverpool v Chelsea. L	M/Evt+Ftbl	Wed 26/9	1900-2215	1,062
Premier League, Arsenal v Everton. L	M/Evt+PrLge	Sun 23/9	1525-1900	1,048
Premier League, Watford v Tottenham. L	M/Evt+PrLge	Sun 2/9	1530-1855	948
Premier League, Chelsea v Liverpool. L	BTSp1	Sat 29/9	1700-2000	940
Premier League, West Ham v Chelsea. L	M/Evt+PrLge	Sun 23/9	1230-1525	904
Premier League, Tottenham v Liverpool. L	M/Evt+PrLge	Sat 15/9	1130-1510	903
Premier League, Leicester v Liverpool. L	PrLge+M/Evt	Sat 1/9	1130-1515	864
Premier League, Cardiff v Arsenal. L	PrLge+M/Evt	Sun 2/9	1230-1525	725
Gillette Soccer Saturday (composite)	N+PrLge+Ftbl	Sat 22/9	1515-1715	717
Non-football broadcasts				
Formula 1: Italian GP, race. L	SSpF1	Sun 2/9	1405-1610	902
Golf: Ryder Cup, fnl day. L	M/Evt+Glf	Sun 30/9	0930-1710	900
Formula 1: Singapore GP, race. L	SSpF1	Sun 16/9	1305-1545	819
Formula 1: Russian GP, race. L	SSpF1	Sun 30/9	1205-1410	754
Golf: Ryder Cup, day 2. L	M/Evt+Glf	Sat 29/9	0630-1800	563
Formula 1: Singapore GP, qlfy. L	SSpF1	Sat 15/9	1345-1545	371
Formula 1: Italian GP, grid. L	SSpF1	Sun 2/9	1330-1405	369
Golf: Ryder Cup, day 1. L	M/Evt+Glf	Fri 28/9	0630-1800	358
Formula 1: Italian GP, qlfy. L	SSpF1	Sat 1/9	1345-1540	351
Cricket: 4th Test, day 3, England v India. L	SSpCkt/prt M/Evt	Sat 1/9	1000-1855	338
Formula 1: Singapore GP, grid. L	SSpF1	Sun 16/9	1230-1305	336
Cricket: 4th Test, day 4, England v India. L	SSpCkt	Sun 2/9	1000-1855	332

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 pages 2,7 and 8 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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