

watchingbrief

Powered by SportBusiness Intelligence

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7-Day audience information from
Monday 1st October to
Sunday 7th October 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 6/10	2100-2230	320
Primeira Liga, Portimonense v Sporting. L	FreeSp	Sun 7/10	1725-1930	15
Non-football broadcasts				
H/rcing: Ascot, Newmarket and Redcar. L	ITV4 Tot	Sat 6/10	1330-1600	446
M/cyc: British Superbike Chmp, rd 11, Assen. H	ITV4 Tot	Wed 3/10	2000-2100	235
Cricket: Afghanistan Premier Lge, Paktia v Nangarhar. L	FreeSp	Sun 7/10	1245-1700	25
RU: Pro14, Edinburgh v Cheetahs. L	FreeSp	Fri 5/10	1900-2150	22
Cricket: Abu Dhabi T20, Hobart v Lahore. L	FreeSp	Fri 5/10	1145-1600	14
Ice Hockey: NHL, pre-season, Bern v New Jersey. H	FreeSp	Mon 1/10	2355-0125	14
Ice Hockey: NHL, Carolina v NY Rangers. L	FreeSp	Sun 7/10	2205-0100	14
RL: National Conference Lge, Div 1, Leigh v Milford. H	FreeSp	Sun 7/10	1000-1245	12

Pay-television broadcasts	Channel	Date	Time	7 day Audience (000s)
Football broadcasts				
Premier League, Liverpool v Man City. L*	M/Evt+PrLge	Sun 7/10	1615-1855	2,135
Premier League, Man Utd v Newcastle. L	BTSp1	Sat 6/10	1700-1945	1,135
Chmp Lge, Man Utd v Valencia. L	BTSp2	Tue 2/10	2000-2200	907
Premier League, Southampton v Chelsea. L*	M/Evt+PrLge	Sun 7/10	1300-1615	824
Chmp Lge, Tottenham v Barcelona. L	BTSp2	Wed 3/10	2000-2200	676
Chmp Lge, Napoli v Liverpool. L	BTSp3	Wed 3/10	1915-2225	476
Premier League, Brighton v West Ham. L*	M/Evt+PrLge	Fri 5/10	1900-2230	444
Premier League, Bournemouth v Crystal Palace. L*	M/Evt+PrLge	Mon 1/10	1900-2255	432
Lge Chmpnshp, Leeds v Brentford. L*	M/Evt+Ftbl	Sat 6/10	1200-1500	411
Premier League, Fulham v Arsenal. L	BTSp1	Sun 7/10	1130-1430	401
Non-football broadcasts				
Formula 1: Japanese GP, race. L*	F1+M/Evt	Sun 7/10	0605-0825	576
Mixed Martial Arts: UFC 229, Las Vegas. L	BTSp1	Sat 6/10	0300-0615	273
Formula 1: Japanese GP, qlfy. L	SSpF1	Sat 6/10	0650-0830	273
RL: Super League, Toronto v Lon. Broncos. L*	M/Evt+Aren	Sun 7/10	1900-2125	204
Darts: PDC Grand Prix of Dart, van Gerwen v Wright. L*	M/Evt+Act	Sat 6/10	2000-2155	203
RL: Super League, St Helens v Warrington. L*	M/Evt+Aren	Thu 4/10	1930-2200	166
RU: Chmpnshp, South Arica v New Zealand. L*	M/Evt+Act	Sat 6/10	1530-1830	160
Mixed Martial Arts: UFC 229, pre-lims, Las Vegas. L	BTSp1	Sat 6/10	0100-0300	156
Darts: PDC Grand Prix of Darts, Dublin. L*	Act+Mx	Thu 4/10	1900-2315	148
RL: Super League, Wigan v Castleford. L*	Aren+Mx	Fri 5/10	1930-2200	136

*Simulcast

Sky channels

Sky Sports Main Event	Date	Time	7 day Audience (000s)
Ftball: Premier League, Liverpool v Man City. L*	Sun 7/10	1615-1855	1,548
Ftball: Premier League, Southampton v Chelsea. L*	Sun 7/10	1300-1615	573
Ftball: Premier League, Bournemouth v Crystal Palace. L*	Mon 1/10	1900-2255	344
Ftball: Premier League, Brighton v West Ham. L*	Fri 5/10	1900-2230	324
Ftball: Lge Chmpnshp, Leeds v Brentford. L**	Sat 6/10	1200-1500	299
RL: Super League, Toronto v Lond Broncos. L***	Sun 7/10	1900-2125	139
Darts: PDC Grand Prix of Darts, van Gerwen v Wright. L†	Sat 6/10	2000-2155	138
Ftball: Lge Chmpnshp, Ipswich v Middlesbrough. L**	Tue 2/10	1900-2215	124
RU: Rugby Chmpnshp, South Arica v New Zealand. L†	Sat 6/10	1530-1830	113
Ftball: Lge Chmpnshp, Sheffield Wed v West Bromwich. L**	Wed 3/10	1900-2215	104
RL: Super League, St Helens v Warrington. L***	Thu 4/10	1930-2200	98
Formula 1: Japanese GP, race. L ‡	Sun 7/10	0605-0825	85

*Simulcast on SSpPrLge ***Simulcast on SSpAren ‡ Simulcast on SSpF1
 **Simulcast on SSpFtbl † Simulcast on SSpAct

Sky Sports Premier League	Date	Time	7 day Audience (000s)
Premier League, Liverpool v Man City. L*	Sun 7/10	1615-1900	587
Premier League, Southampton v Chelsea. L*	Sun 7/10	1300-1615	251
Premier League, Brighton v West Ham. L*	Fri 5/10	1900-2230	120
Premier League, Bournemouth v Crystal Palace. L*	Mon 1/10	1900-2255	88
Gillette Soccer Special (composite)**	Wed 3/10	1930-2200	73
Gillette Soccer Special (composite)**	Tue 2/10	1930-2215	61
Premier League, Brighton v West Ham. H	Sat 6/10	1130-1200	57
The Debate Live	Tue 2/10	2215-2315	42
Premier League Match Choice. H	Sat 6/10	2230-2300	42
Soccer AM (mgzn)***	Sat 6/10	1000-1130	41

*Simulcast on SSpM/Evt ***Simulcast on SSpFtbl
 **Simulcast on SSpN

Sky Sports Football	Date	Time	7 day Audience (000s)
Lge Chmpnshp, Leeds v Brentford. L*	Sat 6/10	1200-1500	112
Lge Chmpnshp, Bolton v Blackburn. L	Sat 6/10	1715-2000	83
Lge Chmpnshp, Sheffield Wed v West Bromwich. L*	Wed 3/10	1900-2215	38
SPFL Matters. H	Sat 6/10	1130-1200	29
Soccer AM (mgzn)**	Sat 6/10	1000-1130	22
League Championship review 2016-17	Sun 7/10	1300-1400	22
Lge Chmpnshp, Ipswich v Middlesbrough. L*	Tue 2/10	1900-2215	20
Football League Goals. H	Tue 2/10	2215-2255	19
Championship Goals. H	Sun 7/10	1200-1300	18
Lge Chmpnshp, p/off fnl 2013, Watford v Crystal Palace. H	Fri 5/10	1435-1530	17

*Simulcast on SSpM/Evt
 **Simulcast on SSpPrLge

Sky Sports Cricket	Date	Time	7 day Audience (000s)
ODI Series, gm 2, South Africa v Zimbabwe. H	Wed 3/10	2200-2300	32
ODI Series, fnl gm, South Africa v Zimbabwe. L	Sat 6/10	1225-2025	26
Best of England v Sri Lanka. H	Sun 7/10	2125-2145	25
ODI Series, gm 2, South Africa v Zimbabwe. L	Wed 3/10	1225-1930	22
ODI Series, gm 3, England v Australia. H	Mon 1/10	0900-1000	19
ODI Series, gm 1, England v India. H	Tue 2/10	1900-2000	18
1st Test, England v Pakistan. H	Fri 5/10	1800-2000	16
Cricket Special: England's Conundrum	Fri 5/10	2000-2030	13
Best of IPL 2018. H	Sun 7/10	1500-1600	13
Best of England v Sri Lanka. H	Sun 7/10	1600-1625	13

Sky channels (continued)

Sky Sports Golf	Date	Time	7 day Audience (000s)
European Tour, Links Chmpnshp, day 3. L	Sat 6/10	1300-1700	72
LPGA International Crown, fnl day. L	Sun 7/10	0730-1300	46
European Tour, fnl day. L	Sun 7/10	1300-1730	42
European Tour, Links Chmpnshp, day 2. L	Fri 5/10	1300-1700	35
European Tour, Links Chmpnshp, day 1. H	Thu 4/10	1900-2000	27
European Tour, Links Chmpnshp, day 3. H	Sat 6/10	2130-2230	26
European Tour, Links Chmpnshp, day 1. L	Thu 4/10	1300-1700	25
Ryder Cup Memories - Ian Poulter	Tue 2/10	2200-2300	23
Ryder Cup, day 3. H	Mon 1/10	1055-1825	20
European Tour, Links Chmpnshp, day 1. H	Thu 4/10	2130-2230	17

Sky Sports F1	Date	Time	7 day Audience (000s)
Japanese GP, race. L*	Sun 7/10	0605-0825	492
Japanese GP, qlfy. L	Sat 6/10	0650-0830	273
Japanese GP, grid. L	Sat 6/10	0530-0600	126
Japanese GP, paddock. L	Sun 7/10	0825-0930	118
Japanese GP, qlfy rerun	Sat 6/10	1020-1215	87
Japanese GP, pre-qlfy show. L	Sat 6/10	0600-0650	69
Japanese GP, practice 2. L	Thu 4/10	0545-0745	68
Japanese GP, race rerun	Sun 7/10	1105-1325	60
Japanese GP, practice 3. L	Fri 5/10	0345-0515	53
Japanese GP, practice 1. L	Thu 4/10	0145-0350	53

*Simulcast on SSpM/Evt

Sky Sports Action	Date	Time	7 day Audience (000s)
Darts: PDC Grand Prix of Dart. L*	Thu 4/10	1900-2315	122
Darts: PDC Grand Prix of Darts. L	Fri 5/10	1900-2200	97
Darts: PDC Grand Prix of Darts. L	Tue 2/10	1900-2325	70
Darts: PDC Grand Prix of Darts, van Gerwen v Wright. L**	Sat 6/10	2000-2155	65
Darts: PDC Grand Prix of Darts. L*	Wed 3/10	1900-2255	63
Am Ftbl: NFL, Jacksonville v Kansas. L	Sun 7/10	1700-2130	59
RU: Rugby Chmpnshp, South Arica v New Zealand. L**	Sat 6/10	1530-1830	47
Darts: PDC Grand Prix of Darts. L	Mon 1/10	1900-2355	44
Am Ftbl: NFL, Philadelphia v Minnesota. L	Sun 7/10	2130-0115	35
Am Ftbl: NFL, New England v Indianapolis. H	Fri 5/10	2200-2300	27

*Simulcast on SSpMx

**Simulcast on SSpM/Evt

Sky Sports Arena	Date	Time	7 day Audience (000s)
RL: Super League, Wigan v Castleford. L*	Fri 5/10	1930-2200	92
Wrestling: WWE Late Night Raw Live	Mon 1/10	0100-0410	71
RL: Super League, St Helens v Warrington. L**	Thu 4/10	1930-2200	68
RL: Super League, Toronto v London Broncos. L**	Sun 7/10	1830-2125	65
Wrestling: WWE Late Night Smackdown Live	Tue 2/10	0100-0300	51
Darts: PDC Grand Prix of Darts. H	Sat 6/10	1605-1900	38
Tennis: ATP, China Open. L	Sat 6/10	1400-1605	18
RU: Rugby Chmpnshp, Argentina v Australia. L	Sat 6/10	2330-0130	18
Am Ftbl: NFL, New York Giants v New Orleans. H	Mon 1/10	1400-1500	18
Boxing: Incl Lght hvwyght, Beterbiev v Johnson. H	Sun 7/10	2130-0130	17

*Simulcast on SSpMx

**Simulcast on SSpM/Evt

Sky channels (continued)

Sky Sports Mix	Date	Time	7 day Audience (000s)
Am Ftbl: NFL Redzone Live (composite)	Sun 7/10	1800-0100	68
RL: Super League, Wigan v Castleford. L*	Fri 5/10	1930-2200	44
Action Sport: WFPF Wld Parkour Chmp. H	Tue 2/10	1900-1930	32
Darts: PDC Grand Prix of Darts. L**	Wed 3/10	1900-2255	28
Darts: PDC Grand Prix of Darts. L**	Thu 4/10	1900-2315	26
Great Sporting Moments - Atlanta 1996	Sat 6/10	2045-2100	26
Am Ftbl: NFL, New England v Miami. H	Mon 1/10	1700-1800	18
Ftbl: Premier League Preview (mgzn)	Fri 5/10	2200-2230	16
Am Ftbl: NFL, Pittsburgh v Baltimore. H	Mon 1/10	1900-2000	15
Am Ftbl: NFL, Denver v Kansas. H	Tue 2/10	2000-2100	13

*Simulcast on SSpAren

**Simulcast on SSpAct

BT Sport channels

BT Sport 1	Date	Time	7 day Audience (000s)
Ftball: Premier League, Man Utd v Newcastle. L	Sat 6/10	1700-1945	1,135
Ftball: Premier League, Fulham v Arsenal. L	Sun 7/10	1130-1430	401
Mixed Martial Arts: UFC 229, Las Vegas. L	Sat 6/10	0300-0615	273
Ftball: Premier League Tonight (mgzn)	Sat 6/10	2000-2030	172
Mixed Martial Arts: UFC 229, pre-lims, Las Vegas. L	Sat 6/10	0100-0300	156
Ftball: SPL, St Johnstone v Celtic. L	Sun 7/10	1500-1745	152
Ftball: Chmp Lge, Paris St-Germain v Belgrade. L	Wed 3/10	1730-2000	128
RU: Premiership, Bath v Exeter. L	Fri 5/10	1900-2200	127
Boxing: Incl spr-Ightwght, Catterall v Davies. L	Sat 6/10	2030-0000	115
Ftball: Champions League Goals (composite)	Tue 2/10	1955-2215	104

BT Sport 2	Date	Time	7 day Audience (000s)
Ftball: Chmp Lge, Man Utd v Valencia. L	Tue 2/10	2000-2200	907
Ftball: Chmp Lge, Tottenham v Barcelona. L	Wed 3/10	2000-2200	676
Ftball: Chmp Lge, Man Utd v Valencia, post-match. L	Tue 2/10	2200-2230	339
Ftball: Europa Lge, Chelsea v MOL Vidi. L	Thu 4/10	1955-2230	336
Ftball: Europa Lge, Qarabag v Arsenal. L	Thu 4/10	1715-1955	267
Ftball: Chmp Lge, Tottenham v Barcelona, post-match. L	Wed 3/10	2200-2230	223
Ftball: Chmp Lge, incl Tottenham v Barcelona. H	Wed 3/10	2230-2345	126
Ftball: Chmp Lge, Tottenham v Barcelona, match build-up. L	Wed 3/10	1900-2000	114
M/cyc: MotoGP, rd 15, MotoGP race. L	Sun 7/10	0730-1000	109
RU: Premiership, Harlequins v Saracens. L	Sat 6/10	1900-2145	101

BT Sport 3	Date	Time	7 day Audience (000s)
Ftball: Chmp Lge, Napoli v Liverpool. L	Wed 3/10	1915-2225	476
Ftball: Chmp Lge, Hoffenheim v Man City. L	Tue 2/10	1715-2020	323
Ftball: Europa Lge, Rangers v Rapid Vienna. L	Thu 4/10	1955-2230	215
Ftball: Europa Lge, Salzburg v Celtic. L	Thu 4/10	1715-1955	177
RU: Premiership, Worcester v Bristol. L	Sun 7/10	1430-1715	79
Speedway: FIM Wld Chmp, Torun GP. L	Sat 6/10	1745-2115	53
M/sport: Blancpain GT series review	Fri 5/10	2330-0030	21
Ftball: Chmp Lge, incl Tottenham v Barcelona. H	Wed 3/10	0000-0030	20
Mixed Martial Arts: UFC Main Event. H	Mon 1/10	0000-0030	18
Ftball: Premier League World (mgzn)	Wed 3/10	2230-2300	16

BT Sport/ESPN	Date	Time	7 day Audience (000s)
Ftball: Chmp Lge, Bayern Munich v Ajax. L	Tue 2/10	1945-2200	32
Am Ftball: NCAA, Florida v Louisiana State. L	Sat 6/10	2030-0025	19
Baseball Tonight (mgzn)	Tue 2/10	2200-2300	11
Am Ftball: NCAA, Texas A&M v Kentucky. L	Sat 6/10	0025-0330	9
Baseball: MLB, ALDS gm 2, Houston v Cleveland. R	Sun 7/10	1045-1340	8
Baseball: MLB, Chicago Cubs v Milwaukee. L	Mon 1/10	1800-2115	7
Am Ftball: College Football Final. H	Sun 7/10	0450-0530	7
Baseball: MLB, NLDS gm 3, Atlanta v LA Dodgers. L	Sun 7/10	0100-0450	7
Ftball: Chmp Lge, Lokomotiv Moscow v Schalke. L	Wed 3/10	1745-1950	6
BT Sport Reload. H	Sat 6/10	1700-1715	6

Eurosport channels

Eurosport 1	Date	Time	7 day Audience (000s)
Snooker: European Masters, day 3. L	Wed 3/10	1155-1725	47
Snooker: European Masters, fnl. L	Sun 7/10	1755-2025	44
Snooker: European Masters, day 4. L	Thu 4/10	1805-2245	44
Snooker: European Masters, day 2. L	Tue 2/10	1335-1550	42
Snooker: European Masters, q-f. L	Fri 5/10	1755-2235	35
Snooker: European Masters, s-f. L	Sat 6/10	1155-1530	34
Snooker: European Masters, day 4. H	Thu 4/10	1510-1525	34
Snooker: European Masters, q-f. L	Fri 5/10	1425-1730	34
Snooker: European Masters, day 3. L	Wed 3/10	1755-2035	31
Snooker: European Masters, s-f. L	Sat 6/10	1755-2130	30

Eurosport 2	Date	Time	7 day Audience (000s)
Cycling: Paris-Tours one-day race. L	Sun 7/10	1420-1545	35
M/cyc: FIM Motocross of Nations, race 2. H	Sun 7/10	2030-2100	28
M/cyc: British Superbike Chmp, rd 11. H	Tue 2/10	2000-2030	19
M/cyc: FIM Motocross of Nations, race 1. H	Sun 7/10	2010-2030	18
M/cyc: FIM Motocross of Nations, race 3. L	Sun 7/10	2100-2200	17
Cycling: Giro dell'Emilia one-day race. L	Sat 6/10	1400-1540	15
M/cyc: Wld Superbike Chmp, rd 11. H	Mon 1/10	1830-1955	12
Cycling: UCI Cyclo-Cross Wld Cup, wmn's race. H	Sat 6/10	1640-1710	11
M/cyc: British Superbike Chmp, rd 11. H	Mon 1/10	2000-2100	10
Cycling: UCI Cyclo-Cross Wld Cup, mn's race. H	Sat 6/10	1710-1740	10

In review: Leading audiences on free-to-air television in September 2018

Free-to-air broadcasts	Channel	Date	Time	7 day Audience (000s)
Football broadcasts				
MOTD, incl Tottenham v Liverpool. H	BBC1	Sat 15/9	2220-2345	3,650
MOTD, incl Leicester v Liverpool. H	BBC1	Sat 1/9	2220-2345	3,360
Football League On Quest. H	Quest Tot	Sat 29/9	2100-2245	271
Football League On Quest. H	Quest Tot	Sat 1/9	2100-2230	261
Football League On Quest. H	Quest Tot	Sat 15/9	2100-2230	246
Football League On Quest. H	Quest Tot	Sat 22/9	2100-2230	244
Football League Cup On Quest. H	Quest Tot	Wed 26/9	2230-0000	185
National Lge, incl Leyton Orient v Barnet. H	FreeSp	Mon 17/9	1840-1920	15
National Lge, incl Barnet v Fylde. H	FreeSp	Mon 24/9	1500-1530	9
National Lge, incl Aldershot v Bromley. H	FreeSp	Wed 12/9	1000-1025	9
Non-football broadcasts				
Formula 1: Italian GP. H	C4 Tot	Sun 2/9	1845-2100	2,610
Formula 1: Singapore GP, race. L	C4 Tot	Sun 16/9	1240-1540	2,412
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
Cricket: 4th Test, day 4, England v India. H	C5 Tot	Sun 2/9	1905-2000	1,280
Cricket: 5th Test, fnl day, England v India. H	C5 Tot	Tue 11/9	1900-1955	1,259
Cricket: 5th Test, day 4, England v India. H	C5 Tot	Mon 10/9	1900-1955	1,254
Formula 1: Italian GP, qlfy. H	C4 Tot	Sat 1/9	1700-1830	1,180
Formula 1: Singapore GP, qlfy. L	C4 Tot	Sat 15/9	1255-1545	1,110
Formula 1: Singapore GP, race reaction. L	C4 Tot	Sun 16/9	1540-1615	1,080
Cricket: 4th Test, day 3, England v India. H	C5 Tot	Sat 1/9	1900-1955	1,050
Formula 1: Russian GP, qlfy. H	C4 Tot	Sat 29/9	1630-1830	1,011
Formula 1: Singapore GP, race build-up. L	C4 Tot	Sun 16/9	1200-1240	890

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 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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