

watchingbrief

Powered by SportBusiness Intelligence

VOL 232

Friday 26th October 2018



7-Day audience information from
Monday 8th October to
Sunday 14th 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 13/10	2100-2230	209
Non-football broadcasts				
H/rcing: Newmarket and York. L	ITV4 Total	Fri 12/10	1330-1600	280
Ice Hockey: EIHL, Belfast Giants v Guildford Flames. L	FreeSp	Wed 10/10	1900-2225	70
Boxing: Incl supr-flywght, Frank v Yahaya. L	FreeSp	Fri 12/10	2100-2245	28
Ice Hockey, EIHL, Vaxjo Lakers v Cardiff Devils. L	FreeSp	Tue 9/10	1725-1955	28
Ice Hockey: NHL, NY Islanders v San Jose Sharks. L	FreeSp	Mon 8/10	1800-2030	24
M/sport: V8 Supercars, rd 13, Bathurst 1000. H	FreeSp	Fri 12/10	2300-2330	19
Boxing: Steel City Showdown. H	FreeSp	Sat 13/10	0100-0120	17
Ice Hockey: KHL, Riga v Kunlun. L	FreeSp	Fri 12/10	1730-1930	15
RU: Pro14, incl Scarlets v Ospreys. H	FreeSp	Mon 8/10	2100-2300	14
Cricket: Afghanistan Premier Lge, Paktia v Kadahar. L	FreeSp	Fri 12/10	1245-1630	13
Ice Hockey: NHL, Philadelphia v Las Vegas. L	FreeSp	Sat 13/10	1800-2000	12
RU: The Pro14 Hour (mgzn)	FreeSp	Wed 10/10	2230-2335	12
Boxing: Queensbury Boxing League. H	FreeSp	Fri 12/10	2000-2100	12
Ice Hockey: NHL On the Fly. H	FreeSp	Mon 8/10	2300-2330	11

Pay-television broadcasts	Channel	Date	Time	7 day Audience (000s)
Football broadcasts				
Uefa Nations Lge, Croatia v England. L	SSpM/Evt	Fri 12/10	1900-2230	770
Friendly, Scotland v Portugal. L*	Ftbl+prrt M/Evt	Sun 14/10	1630-1935	257
Gillette Soccer Saturday (composite)	SSpN	Sat 13/10	1400-1730	209
Lge 1, Barnsley v Luton. L	SSpFtbl	Sat 13/10	1130-1400	146
Uefa Nations Lge, Netherlands v Germany. L	SSpMx	Sat 13/10	1940-2200	141
Uefa Nations Lge, Rep. Ireland v Denmark. L*	Ftbl+M/Evt	Sat 13/10	1900-2230	125
Wmn's friendly, England v Australia. L	BTSp1	Tue 9/10	1845-2115	120
Uefa Nations Lge, Poland v Italy. L	SSpFtbl	Sun 14/10	1940-2145	112
Uefa U21 Euro Chmp qlfy, England v Andorra. L	BTSp1	Thu 11/10	1930-2200	96
Soccer AM (mgzn)	SSpPrLge	Sat 13/10	1000-1130	82
Non-football broadcasts				
RL: Super League, Wigan v Warrington. L*	M/Evt+Aren	Sat 13/10	1700-2030	287
Cricket: ODI Series, gm 2, Sri Lanka v England. L*	M/Evt+Ckt	Sat 13/10	0600-1230	194
RU: Euro Chmps Cup, Glasgow v Saracens. L	BTSp2	Sun 14/10	1500-1730	188
Golf: British Masters, fnl day. L*	Glf+M/Evt	Sun 14/10	1030-1815	160
RU: Euro Chmps Cup, Gloucester v Castres. L	BTSp2	Sun 14/10	1230-1500	159
RU: Euro Chmps Cup, Exeter v Munster. L	BTSp2	Sat 13/10	1500-1715	156
Golf: British Masters, day 3. L*	Glf+M/Evt	Sat 13/10	1130-1730	143
RU: Euro Chmps Cup, Ulster v Leicester. L	BTSp2	Sat 13/10	1715-1945	133
M/cyc: British Superbike Chmp, fnl rd, rces 2/3. L	Eursp2	Sun 14/10	1215-1720	122
RU: Euro Chmps Cup, Leinster v Wasps, L	BTSp2	Fri 12/10	1900-2200	118

*Simulcast

Sky channels

Sky Sports Main Event	Date	Time	7 day Audience (000s)
Ftbl: Uefa Nations Lge, Croatia v England. L	Fri 12/10	1900-2230	770
RL: Super League, Wigan v Warrington. L*	Sat 13/10	1700-2030	214
Cricket: ODI Series, gm 2, Sri Lanka v England. L**	Sat 13/10	0600-1230	104
Ftbl: Friendly, Scotland v Portugal. L***	Sun 14/10	1745-1855	101
Golf: British Masters, fnl day. L†	Sun 14/10	1030-1745	76
Ftbl: Friendly, Italy v Ukraine. L	Wed 10/10	1940-2145	61
Golf: British Masters, day 3. L†	Sat 13/10	1230-1655	60
Ftbl: Uefa Nations Lge, Rep of Ireland v Denmark. L***	Sat 13/10	2045-2155	56
Golf: British Masters, day 2. L	Fri 12/10	0930-1750	50
Boxing: Incl Ightwght, Ritson v Patera. L §	Sat 13/10	2200-2340	48

*Simulcast on SSpAren **Simulcast on SSpFtbl §Simulcast on SSpAct
 **Simulcast on SSpCkt †Simulcast on SSpGlf

Sky Sports Premier League	Date	Time	7 day Audience (000s)
Soccer AM (mgzn)	Sat 13/10	1000-1130	82
Soccerbox: Matt Le Tissier	Sun 14/10	2000-2030	33
Football's Greatest Games - Cardiff v Man City 2013	Sun 14/10	2030-2045	32
Sunday Supplement (mgzn)	Sun 14/10	0930-1100	32
Premier League Greatest Games. H	Sun 14/10	2045-2100	31
Premier League Years - 2017/18	Sun 14/10	1300-1500	30
The Debate Live	Tue 9/10	2200-2300	29
Mo Salah's Golden Boot	Wed 10/10	2130-2200	28
Premier League World (mgzn)	Wed 10/10	1900-1930	27
Mo Salah's Golden Boot	Sat 13/10	1730-1800	24

Sky Sports Football	Date	Time	7 day Audience (000s)
Friendly, Scotland v Portugal. L*	Sun 14/10	1630-1935	220
Lge 1, Barnsley v Luton. L	Sat 13/10	1130-1400	146
Uefa Nations Lge, Poland v Italy. L	Sun 14/10	1940-2145	112
Uefa Nations Lge, Rep of Ireland v Denmark. L*	Sat 13/10	1900-2230	106
Uefa Nations Lge, Slovakia v Czech Republic. L	Sat 13/10	1400-1600	76
Uefa Nations Lge, Rep of Ireland v Denmark. H	Sun 14/10	1600-1630	68
Uefa Nations Lge Romania v Serbia. L	Sun 14/10	1355-1600	65
Uefa Nations Lge, Norway v Slovenia. L	Sat 13/10	1655-1900	40
One2Eleven - Rui Costa	Sat 13/10	1630-1655	35
Uefa Nations Lge, Croatia v England. H	Sat 13/10	1600-1630	33

*Simulcast on SSpM/Evt

Sky Sports Cricket	Date	Time	7 day Audience (000s)
ODI Series, gm 2, Sri Lanka v England. L*	Sat 13/10	0600-1300	90
ODI Series, gm 1, Sri Lanka v England. H	Wed 10/10	2000-2100	57
ODI Series, gm 1, Sri Lanka v England. L	Wed 10/10	0930-1230	48
ODI Series, gm 2, Sri Lanka v England. H	Sat 13/10	1800-1900	47
ODI Series, gm 2, Sri Lanka v England. H	Sat 13/10	1500-1600	37
ODI Series, gm 1, South Africa v Zimbabwe. L	Tue 9/10	1655-2025	33
ODI Series, gm 2, South Africa v Zimbabwe. L	Fri 12/10	1655-2000	33
ODI Series, gm 2, Sri Lanka v England. H	Sat 13/10	2000-2055	29
Twenty20 series, fnl gm, South Africa v Zimbabwe. L	Sun 14/10	1325-1700	29
Joe Root v South Africa	Sat 13/10	1330-1400	26

*Simulcast on SSpM/Evt

Sky channels (continued)

Sky Sports Golf	Date	Time	7 day Audience (000s)
British Masters, fnl day. L*	Sun 14/10	1030-1815	84
British Masters, day 3. L*	Sat 13/10	1130-1730	84
British Masters, day 2. H	Fri 12/10	1930-2030	39
In Bloom - Justin Rose	Mon 8/10	2200-2325	31
British Masters, day 1. H	Thu 11/10	1920-2020	31
American Golf Junior Chmp. H	Wed 10/10	1900-1955	31
British Masters, Hero Challenge. L	Tue 9/10	1830-1925	24
British Masters, day 1. L	Thu 11/10	0930-1750	21
PGA Tour, CMB Classic, day 1. H	Thu 11/10	1820-1920	21
LPGA Tour, KEB Hana Bank Chmp. H	Sun 14/10	0820-1025	17

*Simulcast on SSPM/Evt

Sky Sports F1	Date	Time	7 day Audience (000s)
The Inside Line (mgzn)	Wed 10/10	2235-2300	29
French GP. H	Sun 14/10	1500-1600	26
Azerbaijan GP. H	Sun 14/10	1200-1255	16
Canadian GP. H	Sun 14/10	1400-1500	15
Hungarian GP. H	Sun 14/10	1800-1900	14
The F1 Show (mgzn)	Tue 9/10	1200-1230	13
German GP. H	Sun 14/10	1700-1800	13
Spanish GP. H	Sun 14/10	1300-1355	13
M/sport: F1 Esports Pro Series. H	Fri 12/10	1755-2000	12
Japanese GP. H	Sat 13/10	2330-0025	12

Sky Sports Action	Date	Time	7 day Audience (000s)
Am Ftbl: NFL, Oakland v Seattle. L	Sun 14/10	1700-2125	84
Boxing: Incl Ightwght, Ritson v Patera. L*	Sat 13/10	1900-2345	73
Am Ftbl: NFL, Baltimore v Tennessee. L	Sun 14/10	2125-0030	62
RU: Currie Cup, Blue Bulls v Western Province. L	Sat 13/10	1610-1800	13
Am Ftbl: NFL Inside The Huddle (mgzn)	Wed 10/10	2100-2200	13
Boxing Gold. H	Sun 14/10	1645-1700	12
Boxing: Incl Ightwght, Ritson v Patera. H	Sun 14/10	1200-1700	12
Am Ftbl: NFL, Philadelphia v Minnesota. H	Mon 8/10	2000-2100	11
RU: NPC, Manukau v Canterbury. L	Sat 13/10	0730-0920	11
RL: Shaun Wane Special	Sat 13/10	1300-1330	11

*Simulcast on SSPM/Evt

Sky Sports Arena	Date	Time	7 day Audience (000s)
RL: Super League, Grand Final, Wigan v Warrington. L*	Sat 13/10	1700-2030	73
Wrestling: WWE Late Night Raw Live	Mon 8/10	0100-0410	62
Wrestling: WWE Late Night Smackdown Live	Tue 9/10	0100-0300	45
Wrestling: WWE Late Night Smackdown	Sat 13/10	2200-2255	30
Wrestling: WWE Smackdown	Sat 13/10	0955-1155	29
RL: Shaun Wane Special	Sat 13/10	1630-1700	24
Wrestling: WWE Late Night Smackdown	Wed 10/10	2100-2255	18
Triathlon: Ironman Wales. H	Mon 8/10	1930-2000	17
Sporting Greats: Daley Thompson	Sat 13/10	2045-2100	16
RU: Test, New Zealand v Australia. L	Sat 13/10	0715-0955	14

*Simulcast on SSPM/Evt

Sky channels (continued)

Sky Sports Mix	Date	Time	7 day Audience (000s)
Ftbl: Uefa Nations Lge, Netherlands v Germany. L	Sat 13/10	1940-2200	141
My Icon: Heather Watson	Sat 13/10	2140-2155	82
Ftbl: MLS, DC Utd v Dallas. L	Sat 13/10	2155-0000	49
Am Ftbl: NFL Redzone Live	Sun 14/10	1800-0100	30
Am Ftbl: NFL, New Orleans v Washington. H	Tue 9/10	2000-2055	19
Ftbl: Premier League Review	Tue 9/10	2100-2155	19
Ftbl: Best Premier League Goals - Merseyside derby. H	Fri 12/10	2330-0000	18
My Icon: Chris Hughton	Sat 13/10	1900-1915	16
M/sport: F1 Esports Pro Series. H	Wed 10/10	1900-2100	15
Wrestling: WWE Experience	Fri 12/10	1700-1755	14

BT Sport channels

BT Sport 1	Date	Time	7 day Audience (000s)
Ftbl: Wmn's friendly, England v Australia. L	Tue 9/10	1845-2115	120
Ftbl: Uefa U21 Euro Chmp qlfy, England v Andorra. L	Thu 11/10	1930-2200	96
Ftbl: Wmn's Super League, Chelsea v Arsenal. L	Sun 14/10	1345-1615	59
Speedway: Premiership, Gnd Fnl (2), King's Lynn v Poole. L	Wed 10/10	1930-2145	54
Ftbl: National Lge, Halifax v Chesterfield. L	Sat 13/10	1700-1930	52
Speedway: Premiership, Gnd Fnl (1), Poole v King's Lynn. L	Mon 8/10	1930-2205	44
Ftbl: Premier League World (mgzn)	Thu 11/10	1900-1930	22
Cricket: WICB Super50, Leewards v USA. H	Thu 11/10	2200-2300	20
M/sport: FIA F3 European Chmp. L	Sat 13/10	1520-1615	19
Sailing: Spirit of Yachting (mgzn)	Fri 12/10	2130-2200	17

BT Sport 2	Date	Time	7 day Audience (000s)
RU: Euro Chmps Cup, Glasgow v Saracens. L	Sun 14/10	1500-1730	188
RU: Euro Chmps Cup, Gloucester v Castres. L	Sun 14/10	1230-1500	159
RU: Euro Chmps Cup, Exeter v Munster. L	Sat 13/10	1500-1715	156
RU: Euro Chmps Cup, Ulster v Leicester. L	Sat 13/10	1715-1945	133
RU: Euro Chmps Cup, Leinster v Wasps, L	Fri 12/10	1900-2200	118
RU: Euro Chmps Cup, Bath v Toulouse. L	Sat 13/10	1230-1500	112
RU: Euro Chmps Cup, incl Toulon v Newcastle. H	Sun 14/10	1730-1830	45
Rugby Tonight Live (mgzn)	Wed 10/10	2000-2100	28
Squash: PSA, US Open, fnls. L	Sat 13/10	2200-0030	16
Ftbl: National Lge, incl Barrow v Sutton. H	Mon 8/10	1800-1830	11

BT Sport 3	Date	Time	7 day Audience (000s)
RU: Euro Chmps Cup, Toulon v Newcastle. L	Sun 14/10	1500-1715	73
RU: Euro Chmps Cup, Scarlets v Racing. L	Sat 13/10	1715-1930	29
RU: Euro Chmps Cup, Montpellier v Edinburgh. L	Sat 13/10	1500-1715	21
RU: Euro Chmps Cup, Lyon v Cardiff. L	Sun 14/10	1245-1500	19
Cricket: WICB Super50, Leewards v USA. L	Wed 10/10	1830-2230	17
Baseball: MLB, NLCS gm 2, Milwaukee v LA Dodgers. L	Sat 13/10	2100-0045	12
BT Sport Reload	Sun 14/10	1720-1735	11
BT Sport Goals Reload. H	Mon 8/10	0345-0400	9
Squash: PSA, US Open. L	Sun 14/10	1805-1930	8
Mixed Martial Arts: UFC 229. H	Thu 11/10	2100-2355	7

BT Sport/ESPN	Date	Time	7 day Audience (000s)
Ftbl: ESPN FC (mgzn)	Wed 10/10	1130-1200	14
Am Ftbl: NCAA, LSU v Georgia. L	Sat 13/10	2030-0010	13
Am Ftbl: NCAA, Indiana v Iowa. L	Sat 13/10	1700-2030	12
Ftbl: ESPN FC (mgzn)	Fri 12/10	1800-1830	12
Ftbl: ESPN FC (mgzn)	Fri 12/10	1130-1200	12
Am Ftbl: NCAA, Alabama v Missouri. L	Sat 13/10	0010-0325	10
Cricket: WICB Super50, Barbados v USA. L	Fri 12/10	1830-2235	9
Cricket: WICB Super50, Barbados v USA. L	Fri 12/10	2310-0225	8
Am Ftbl: College Football Final. H	Sun 14/10	2100-2155	6
Ftbl: ESPN FC (mgzn)	Wed 10/10	1800-1830	6

Eurosport channels

Eurosport 1	Date	Time	7 day Audience (000s)
Tennis: WTA, Linz Open, fnl. L	Sun 14/10	1300-1425	34
Cycling: Tour of Lombardy race. L	Sat 13/10	1330-1630	29
Cycling: Tour of Turkey, stg 6. H	Sun 14/10	1500-1610	29
Cycling: UCI Cyclocross Wld Chmp. H	Sun 14/10	1425-1450	20
Cycling: Tour of Turkey, stg 3. H	Thu 11/10	2205-2305	18
Tennis: WTA, Linz Open, day 2. L	Wed 10/10	1650-1815	16
Tennis: WTA, Linz Open, day 2. L	Wed 10/10	2035-2210	15
Tennis: WTA, Linz Open, day 3. L	Thu 11/10	1905-2205	15
Youth Olympics: Day 3, Buenos Aires. L	Sun 14/10	1755-2210	15
Voxwomen Cycling Show (mgzn)	Sat 13/10	1255-1325	14

Eurosport 2	Date	Time	7 day Audience (000s)
M/cyc: British Superbike Chmp, fnl rd, races 2 & 3. L	Sun 14/10	1215-1720	122
M/cyc: Wld Superbike Chmp, fnl rd, race 2. L	Sun 14/10	1800-2115	69
M/cyc: Wld Superbike Chmp, fnl rd, race 1. H	Sun 14/10	1720-1800	37
Tennis: WTA, Linz Open, q-f. L	Fri 12/10	1540-1755	24
M/cyc: British Superbike Chmp, fnl rd. H	Sun 14/10	2115-2245	22
M/cyc: Wld Superbike Chmp, fnl rd. H	Sun 14/10	2245-2345	19
M/cyc: FIM Motocross of Nations. H	Mon 8/10	1135-1210	14
M/cyc: British Superbike Chmp, fnl rd, race 1. H	Sun 14/10	1115-1215	14
Triathlon: Ironman Wales. H	Wed 10/10	1310-1340	11
Cycling: Gran Premio Bruno Beghelli race. H	Mon 8/10	2030-2130	11

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.

For more information including if you are interested in commissioning bespoke audience reports:

Contact Mike Kiernan at mike@sb-intelligence.com

Head of SportBusiness Intelligence:

Simon Cory-Wright

Researcher:

Linda Buskell

Designer:

Richard Low

Cover Photo:

Getty Images Sport

Published by:

SportBusiness Intelligence,
a division of SBG Companies Ltd,
5th Floor
New Penderel House
283-288 High Holborn
London, WC1V 7HP

T: +44 (0) 207 265 4100

Watching Brief, powered by SportBusiness Intelligence, is published weekly © SBG Companies Ltd 2018. No part of this publication may be reproduced or transmitted in any form or by any means, or stored in a retrieval system of any nature without prior written permission. Application for permission for use of copyright material including permission to reproduce extracts shall be made to the SportBusiness Intelligence management. Full acknowledgement of author, publisher and source must be given.