

Consumer Insights
2023



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Half-year highlights

July

STV Studios acquires Greenbird Media.

STV meets First Minister Humza Yousaf at STV Appeal-funded charity, Heavy Sound.

New campaign goes live to promote our partnership with Specsavers to sponsor subtitles on STV Player.

STV launches new UNLOCKED inclusion programme.

Spanish version of STV Studios’ quiz show **Bridge of Lies** debuts on La 1.

August

STV Studios is named Production Group of the Year at the prestigious Edinburgh TV Awards.

Sustainable Scotland Week gets underway on screen, online, and across STV.

STV Studios labels, Tuesday’s Child and Interstellar, announce two new entertainment commissions: **Battle in the Box** and **Bad Baby**.

STV Creative launches new TV advert for Inclusion Fund winner Dates-n-Mates.

The second series of STV Studios’ hit prison drama **Screw** drops on Channel 4.

STV Studios label, Tuesday’s Child, announces new commission **The Fortune Hotel**.

September

STV celebrates 40 years of **Taggart**.

STV launches the latest Britain Get Talking mental health campaign.

Big Scottish Breakfast events take place across the country in partnership with Kellogg’s.

STV releases ‘Market Voices: Christmas in 2023’, the third market research monitor for Scottish businesses using research commissioned from ScotPulse.

The men’s **Rugby World Cup** kicks off on STV.

STV publishes interim results.

October

New STV Studios docuseries **The Firm** launches on BBC Scotland.

STV announces new Royal Television Society (RTS) bursary recipients.

STV airs first TV advert on HIV since the 1980s.

Viewers get an early glimpse into Apple TV+ show **Criminal Record**, produced by STV Studios and Tod Productions.

STV Player records its highest ever month for time spent and streams.

The Long Shadow becomes the fastest-ever single-series drama to reach 2 million streams on STV Player.

November

STV Children’s Appeal raises over £2.2m to support children and families affected by poverty across Scotland.

STV announces that **Celebrity Big Brother** will air in 2024.

STV welcomes the inclusion of the Media Bill in the **King’s Speech**.

STV Studios and NBC Universal sign development deal for **The Underdog**.

December

STV acquires the Scotland vs Germany **Euro 2024** opener.

Launch of Christmas gift drive for donations to those supported by STV Children’s Appeal.

STV launches a Christmas sustainability promo campaign.

STV Commercial launches MND Scotland advert.

BritBox International signs deal to screen both series of **Blue Lights** in North America.

STV airs Hogmanay special **Bringing in the Bells**.

Broadcast



STV in numbers

3.6m

Scots watched STV in 2023

Source: Barb Jan-Dec 2023 (09:30-29:59), adults, 3+ min continuous reach

4h 37m

The average Scot spends 4 hours 37 minutes in front of their TV set each day

Source: Barb Jan-Dec 2023 (all day), individuals, TV sets

5 Years

of STV being the most-watched channel in peak time

Source: Barb 2019-2023 (18:00-22:30), individuals

97%

of the top 500 commercial audiences in 2023 were on STV

Source: Barb Jan-Dec 2023 (09:30-24:00), individuals, individual TXs

Avg. Audience

Share

All time 9:30-24:00

143k 19%

Daytime 9:30-18:00 (Mon-Fri)

104k 20%

Peak time 18:00 - 22:30

265k 22%

Source: Barb Jan-Dec 2023, individuals



Dancing on Ice, STV & STV Player

Reach

Daily: 28%

1.1m

Weekly: 52%

2.1m

Monthly: 68%

2.8m

Source: Barb Jan-Dec 2023 (09:30-29:59), adults, 3+ min continuous reach

Why Didn't They Ask Evans? STV & STV Player



Monthly reach and top genres by key audience

Men	67%	1.3m	Sport, quiz shows, news, documentaries
Women	70%	1.5m	Soaps, drama, documentaries, talent shows
ABC1 Adults	66%	1.4m	Drama, documentaries, entertainment
ABC1 Men	66%	678k	Sport, drama, entertainment, documentaries
ABC1 Women	67%	766k	Drama, talent shows, quiz shows, documentaries
16-34	42%	462k	Talent shows, quiz shows, drama, sport
35-54	63%	808k	Talent shows, quiz shows, sport, documentaries
55+	89%	1.5m	Drama, quiz shows, documentaries, daytime
Main shoppers	71%	1.6m	Soaps, drama, entertainment, documentaries, daytime
Main shoppers with children	55%	272k	Soaps, talent shows, drama, quiz shows

Source: Barb Jan-Dec 2023 (09:30-29:59), 3+ min continuous reach

TV set usage

Scots spend 4 hours 37 minutes in front of the TV set each day — that's 30 minutes longer than the UK average.

Source: Barb (As-Viewed), Jan-Dec 2023, all day, individuals, TV sets (UK average: 4 hours 7 mins)

The average Scot spent over 45 days watching broadcast TV in 2023.

Source: Barb (As-Viewed), Jan-Dec 2023, all day, individuals, TV sets

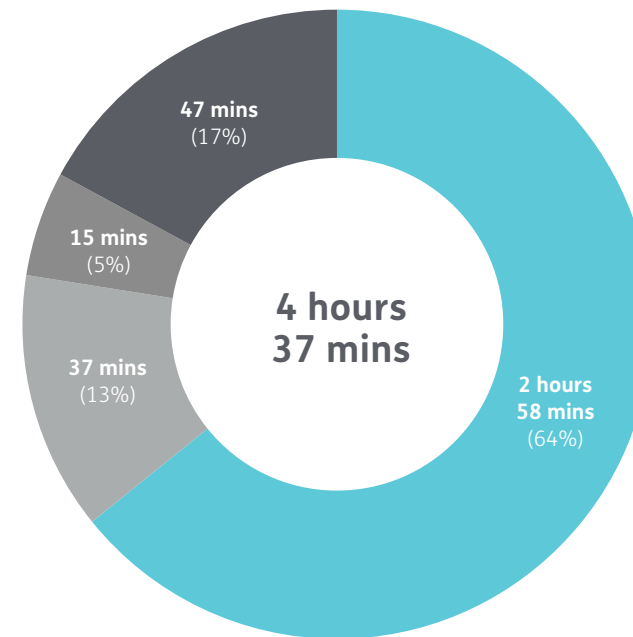
Scots spend almost 3 hours each day watching broadcaster content - five times longer than they spend with SVOD services.

Source: Barb (As-Viewed), Jan-Dec 2023, all day, individuals, TV sets



The Masked Singer, STV & STV Player

Average time spent in front of TV sets each day



■ Broadcast/BVOD

Linear broadcast channels and BVOD services (e.g. BBC One, STV, BBC iPlayer, STV Player, etc.)

■ SVOD/AVOD

Subscription or ad-funded services, excluding BVOD (e.g. Netflix, Disney+, etc.)

■ Video-sharing

YouTube, Twitch, TikTok and Dailymotion

■ Unknown viewing

Unidentified viewing such as gaming and EPG usage

Source: Barb (As-Viewed), Jan-Dec 2023, all day, individuals, TV sets
Instances of +/- 100% due to rounding

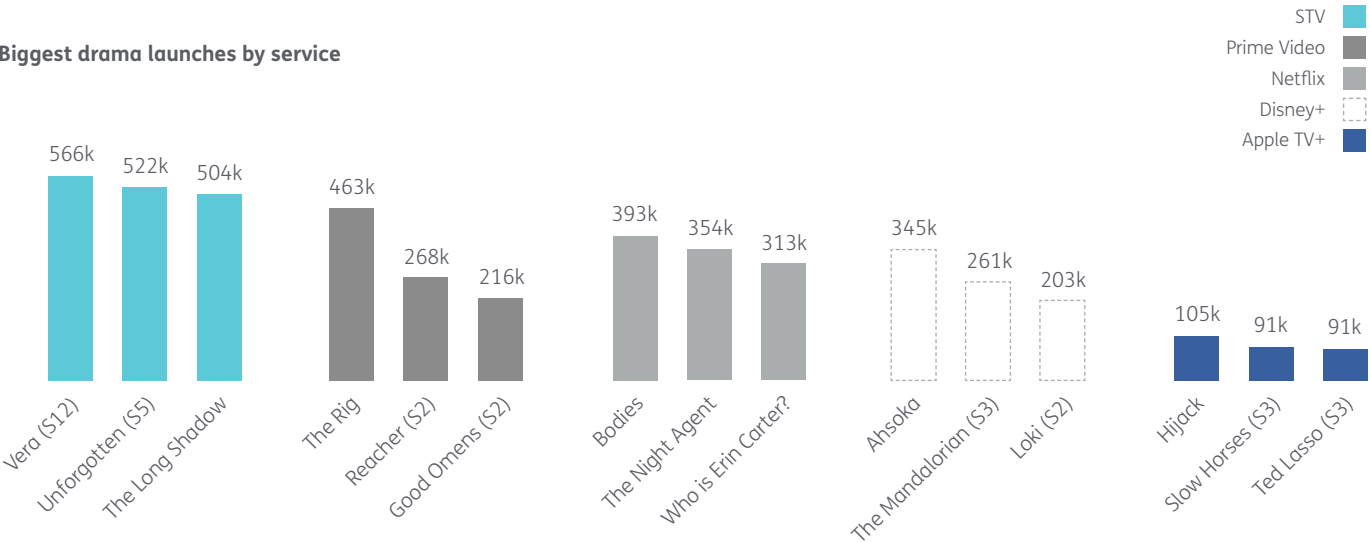
The SVOD landscape

2023 was another year of big drama for the streaming services, but despite their talkability, SVOD dramas rarely attract the mass audiences that TV so often does.

Vera's series 12 launch attracted six times as many viewers as **Ted Lasso's** series 3 launch over the same timeframe (day of release + 28 days catch-up).

Source: Barb (As-Viewed) Jan-Dec 2023, TV set viewing of episode 1 on the day of release + 28 days catch-up, individuals

Biggest drama launches by service



All time audience

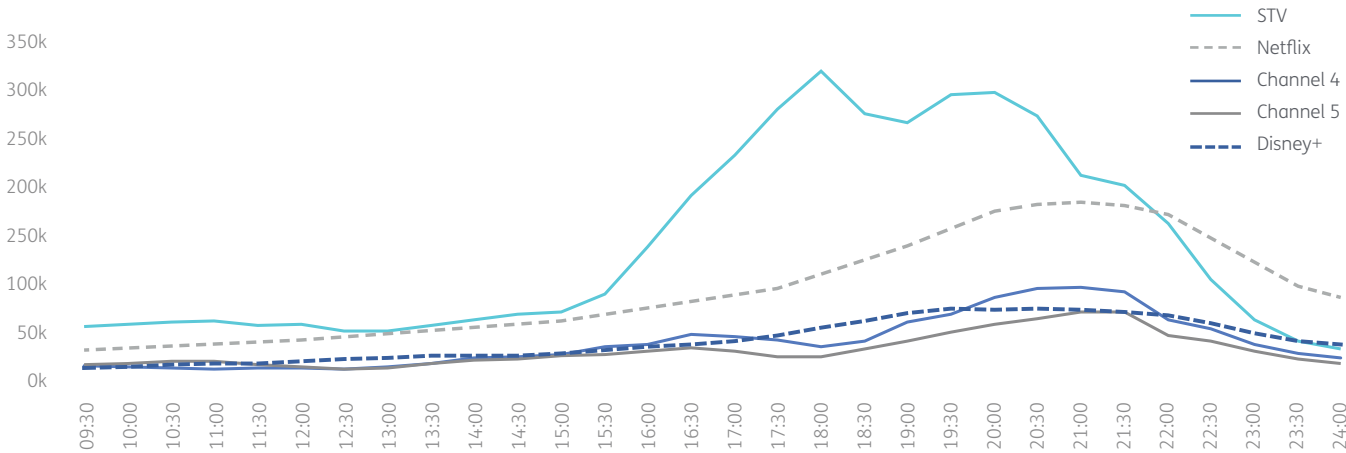
STV's all time audience of 143k is higher than the next seven commercial channels combined.

Barb Jan-Dec 2023 (09:30-24:00), individuals

STV is Scotland's most-watched commercial TV channel at every point across the day.

Barb Jan-Dec 2023 (09:30-24:00), individuals

Average audience across the day



All time share

STV is Scotland's only public service broadcaster that outperforms its UK Network equivalent. No other PSB channel has achieved this since 2019.

Source: Barb 2019-2023 (09:30-24:00), individuals

STV's all time share has been higher than the ITV Network's for six consecutive years.

Source: Barb 2018-2023 (09:30-24:00), individuals

	STV/ITV1	BBC 1	BBC 2	Channel 4	Channel 5
Scotland	18.7%	19.3%	5.7%	5.5%	4.5%
UK	17.3%	20.9%	6.2%	5.5%	4.6%
Difference vs Network	+1.4	-1.6	-0.5	Flat	-0.1

Daytime

STV is Scotland's most popular commercial TV channel during daytime.

Source: Barb Jan-Dec 2023 (Mon-Fri 09:30-18:00), individuals

STV has more viewers during daytime than the next eight commercial channels combined.

Source: Barb Jan-Dec 2023 (Mon-Fri 09:30-18:00), individuals

STV is the most effective channel for reaching women during daytime. On an average weekday, STV has more than twice as many female viewers than Channel 4 and Channel 5 combined.

Source: Barb Jan-Dec 2023 (Mon-Fri 09:30-18:00), women

The Chase is Scotland's most-watched daytime series across all channels for the eighth year running. Every new episode in 2023 won its timeslot.

Source: Barb 2016-2023 (Mon-Fri 09:30-18:00), individuals

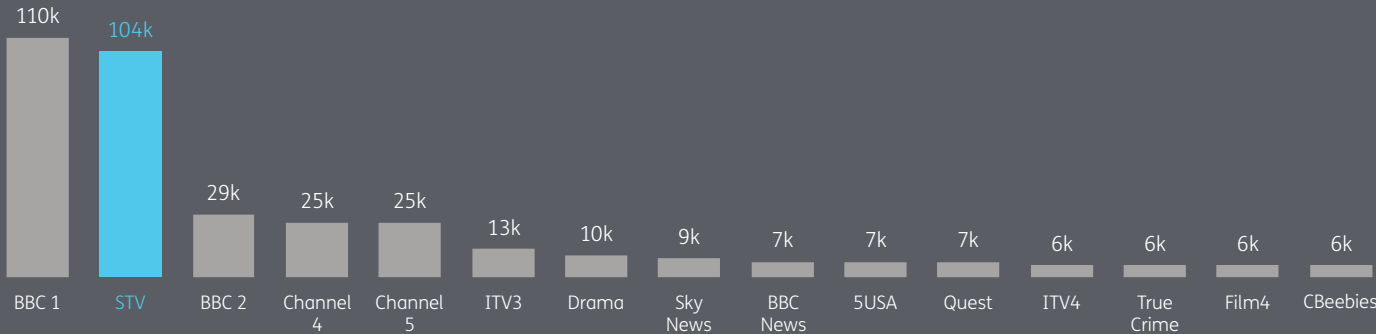
Deal or No Deal returned to TV screens in 2023 after a six-year hiatus. It's proven to be a hit on STV, with every episode winning its timeslot.

Source: Barb 20th Nov-15th Dec 2023 (Mon-Fri 16:00-17:00), individuals

The most-watched episode of **Deal or No Deal** had an average audience of 318k - the format's highest audience since 2011.

Source: Barb 2011-2023, individuals

Average audience (daytime) - top 15 channels



	Avg. audience	TVR	Share	Reach
9am				
Lorraine	68k	1	19%	1.3m
This Morning	62k	1	16%	1.8m
Loose Women	50k	1	10%	1.4m
Tenable	73k	2	15%	680k
Dickinson's Real Deal	85k	2	17%	1.0m
Lingo	111k	2	20%	854k
Tipping Point	209k	4	32%	1.6m
Deal or No Deal	268k	6	34%	1.2m
5pm				
The Chase	311k	7	35%	2.1m

Peak time audience

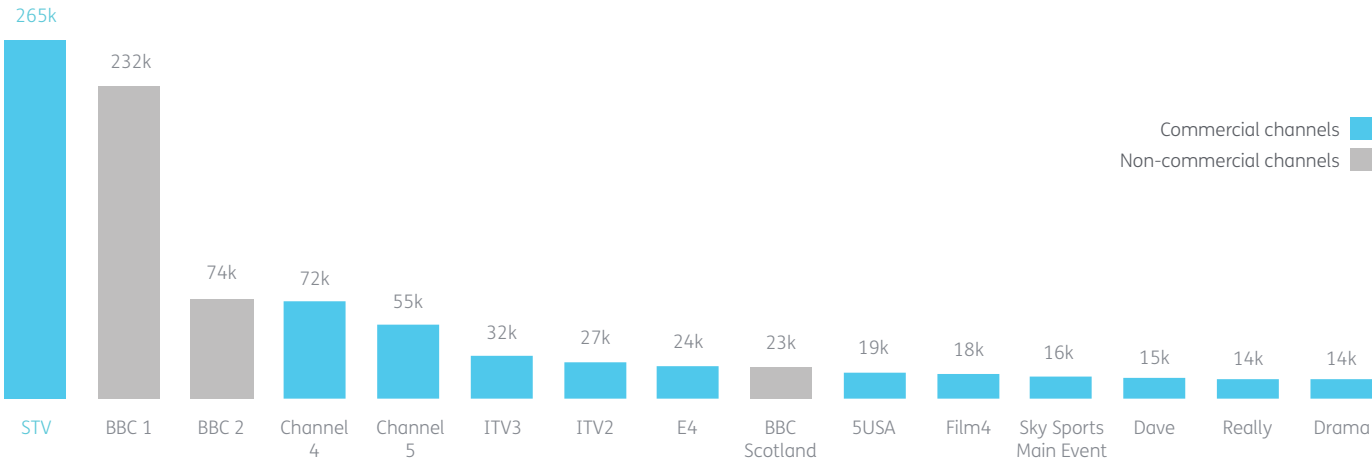
STV is Scotland's most-watched channel in peak time for the fifth year running.

Source: Barb 2019-2023 (18:00-22:30), individuals

On a typical night, STV has more viewers during peak time than the next eight commercial channels combined.

Source: Barb Jan-Dec 2023 (18:00-22:30), individuals

Average audience (peak time) – top 15 channels



Peak time share

STV has had the highest peak time share of any PSB in Scotland for five years in a row.

Source: Barb 2019-2023 (18:00-22:30), individuals

STV is the only PSB in Scotland to outperform its Network equivalent in peak time - something it's done for the past seven years in a row.

Source: Barb 2017-2023 (18:00-22:30), individuals

The gap between STV's and ITV1's peak time viewing share has increased to 2.3 share points - that's the joint biggest gap since records began in 2002.

Source: Barb 2002-2023 (18:00-22:30), individuals

	STV/ITV1	BBC 1	BBC 2	Channel 4	Channel 5
Scotland	21.8%	19.0%	6.1%	6.0%	4.5%
UK	19.5%	21.5%	7.0%	6.2%	5.0%
Difference vs Network	+2.3	-2.5	-0.9	-0.2	-0.5

Commercial landscape

STV is, and always has been, Scotland’s most-watched commercial TV channel.

Source: Barb 2002-2023 (09:30-24:00), individuals

STV was the most-watched commercial TV channel on 361 days in 2023.

Source: Barb Jan-Dec 2023 (09:30-24:00), individuals

STV alone has more viewers across an average day than:

All 11 Channel 4 channels combined

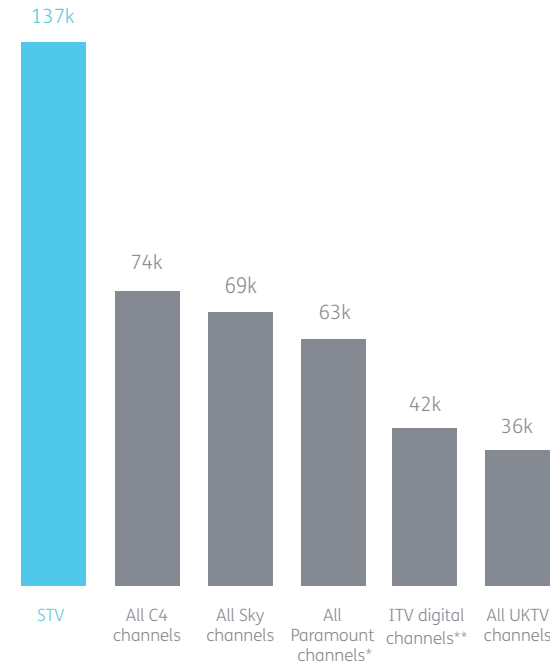
All 39 Sky channels combined

All 17 Paramount channels combined (including Channel 5)

All 5 ITV digital channels combined**

All 7 UKTV channels combined

Average audience by commercial channel group
(combined audience of all channels in group)



*Includes Channel 5; **Excludes ITV1

Source: Barb Jan-Dec 2023 (09:30-24:00), adults, commercial channels

STV delivered 97% of the top 500 commercial audiences in 2023.

Source: Barb Jan-Dec 2023 (09:30-24:00), individuals, individual TXs

Of the top 500 commercial audiences in 2023, STV delivered 486 episodes from 21 different titles including:

Six Nations Championship

Rugby World Cup

I’m A Celebrity... Get Me Out Of Here!

The Masked Singer

Unforgotten

Vera

Ant & Dec’s Saturday Night Takeaway

Channel 4 delivered 14 episodes across three different titles:

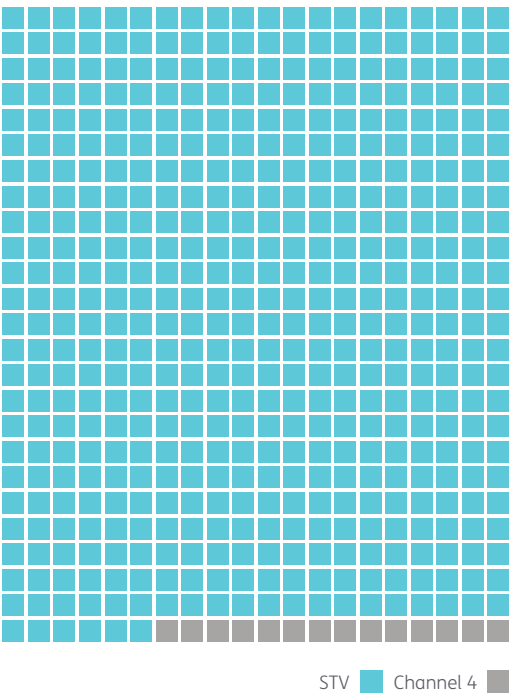
International Football

The Great British Bake Off

Gogglebox

Source: Barb Jan-Dec 2023 (09:30-24:00), individuals, top 500 commercial TXs

Top 500 commercial audiences in 2023



Top programmes

■ Includes pre-TX viewing

7 Days				
	Avg. audience	TVR	Share	Reach
I'm A Celebrity... Get Me Out Of Here!	664k	14	43%	1.8m
Six Nations: England vs Scotland*	585k	12	50%	1.1m
Harry: The Interview	520k	11	35%	708k
The Masked Singer	498k	11	35%	1.5m
Vera	467k	10	27%	1.2m
Coronation Street	436k	9	31%	2.0m
Unforgotten	434k	6	19%	817k
Rugby World Cup: Ireland vs Scotland*	432k	9	30%	900k
Emmerdale	420k	9	32%	2.2m
Ant & Dec's Saturday Night Takeaway	418k	9	32%	1.4m
Ant & Dec's Limitless Win	408k	9	30%	1.1m
Britain's Got Talent	406k	9	31%	1.7m
Dancing On Ice	399k	9	29%	1.4m
Grace	384k	8	28%	679k
I'm a Celebrity... South Africa	376k	8	25%	1.3m

28 Days	
Avg. aud	% uplift
672k	1%
586k	0%
534k	3%
504k	1%
522k	12%
460k	6%
450k	4%
433k	0%
430k	2%
432k	3%
421k	3%
419k	3%
404k	1%
436k	14%
387k	3%

Source: Barb Jan-Dec 2023 (09:30-24:00), individuals, 3+ mins continuous reach, excl. repeats and party political broadcasts.
*Average audience across the full broadcast. Table includes the top Six Nations and Rugby World Cup matches only.



Top programmes by genre

Top programmes by genre (avg. audience):

Drama		Entertainment	
Vera	467k	I'm A Celebrity... Get Me Out Of Here!	664k
Unforgotten	434k	The Masked Singer	498k
Grace	384k	Ant & Dec's Saturday Night Takeaway	418k
Sport*		Quiz, panel & game shows	
Six Nations (England vs Scotland)	692k	Ant & Dec's Limitless Win	408k
Rugby World Cup (Ireland vs Scotland)	547k	The 1% Club	367k
Grand National	538k	The Chase	311k
Factual entertainment		Daytime	
Harry: The Interview	520k	The Chase	311k
Bradley & Barney Walsh: Breaking Dad	320k	Deal or No Deal	268k
For the Love of Paul O'Grady	317k	Tipping Point	209k

*Most-watched programme per tournament (match/race time only)
Source: Barb Jan-Dec 2023, individuals, excludes repeats, daytime = Mon-Fri (09:30-18:00)



Deal or No Deal. STV & STV Player

Drama Viewing

As viewers are given more choice in how they consume content, the relationship between STV and STV Player becomes increasingly important. Taking three dramas as an example, it's evident that a programme's release pattern impacts how viewers choose to consume it.

The Tower (series 2)

Episodes were stripped across the week on STV, with the full boxset available to watch on STV Player after the first episode aired. As viewers didn't have to wait long for the next episode to air, the bulk of viewing was done on the linear channel.

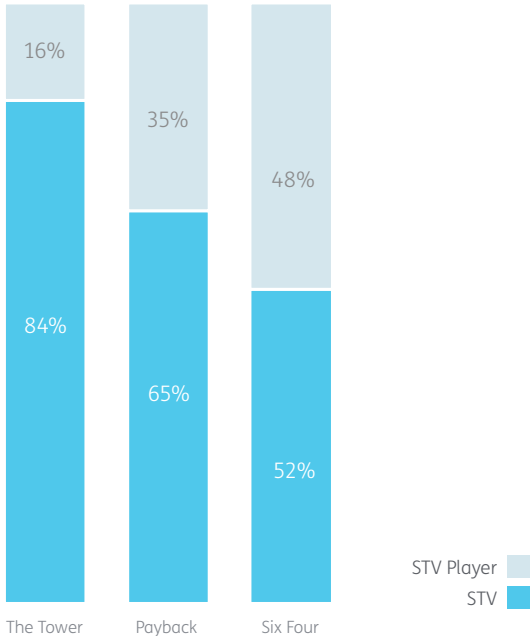
Payback

The full boxset was available to watch on STV Player after the first episode aired on STV. With a week to wait between episodes, many viewers chose to watch the full series online, though almost two thirds of viewing still came from the linear channel.

Six Four

The full boxset was available to watch exclusively on STV Player for over six months prior to broadcast. Though a large proportion of viewing was done in this six month window, the linear broadcast provided a significant boost and accounted for over half of total viewing.

% of viewing done on STV vs STV Player



Source: Barb (As-Viewed), total accumulated viewing across STV & STV Player in 2023, individuals. STV Player viewing includes pre-TX and catch-up viewing



The Tower, STV & STV Player

2023 Rugby World Cup

37

games shown on STV
and STV Player

2.5m

Scots tuned in to watch the
tournament on STV
Source: Barb 8th Sep - 28th Oct 2023, individuals,
3+ mins continuous reach

2.2m

streams on STV Player
Source: Adobe Analytics/FreeWheel,
8th Sep - 28th Oct 2023

#1

STV Player's most-streamed
rugby tournament ever
Source: Adobe Analytics/ FreeWheel

Previous rugby tournaments on STV

Tournament	TV reach	Streams	Avg. streams per match
2023 Rugby World Cup	2.5m	2.2m	61k
2023 Six Nations Championship	1.9m	763k	76k
2022 Six Nations Championship	1.9m	462k	46k
2021 Six Nations Championship	2.2m	330k	41k
2020 Six Nations Championship	2.0m	218k	31k
2019 Rugby World Cup	2.4m	1.1m	28k

Source: Barb/Adobe Analytics/FreeWheel 2019-2023, individuals, 3+ mins
continuous reach, full tournament including highlights

Regional programmes

3.1m Scots tuned in to STV's regional programmes across 2023.

Source: Barb Jan-Dec 2023, individuals, 3+ mins continuous reach

STV aired its first-ever Sustainable Scotland Week in August, a week-long channel takeover which championed all things green. 1.5m Scots tuned in for a range of bespoke content that highlighted the little changes Scots can make to help the planet.

Source: Barb 21st -29th Aug 2023, individuals, 3+ mins continuous reach

	Avg. audience	TVR	Share	Reach
STV News at Six	357k	8	33%	2.4m
Scotland's Next First Minister: The STV Debate	232k	5	16%	449k
What's On Scotland	215k	5	22%	1.2m
What's On Scotland at Christmas	209k	5	19%	242k
Scotland's Stories: A Sporting Chance?	191k	4	19%	261k
Bringing in the Bells	141k	3	11%	358k
Sean's Scotland SOS	138k	3	10%	169k
Scotland Tonight (Peak)	104k	2	8%	1.2m
STV Children's Appeal 2023	71k	2	5%	157k
Scotland Tonight (Late)	69k	2	10%	1.3m
Scotland Tonight: By Election Special (Late)	3k	0	1%	29k



STV Children's Appeal, STV & STV Player

STV News

STV News at Six is Scotland’s most-watched news programme for the fifth consecutive year.

Source: Barb 2019-2023, individuals

STV continued its commitment to diversity and inclusion across 2023, resulting in the **STV News at Six** team exceeding their on-screen targets for gender and ethnic diversity for the second year running.

STV News at Six won 98% of its timeslots in 2023 - up from 88% in 2022.

Source: Barb 2022-2023, individuals

TV Reach

Across all programmes, STV News reaches:

Daily

417k

Weekly

1.1m

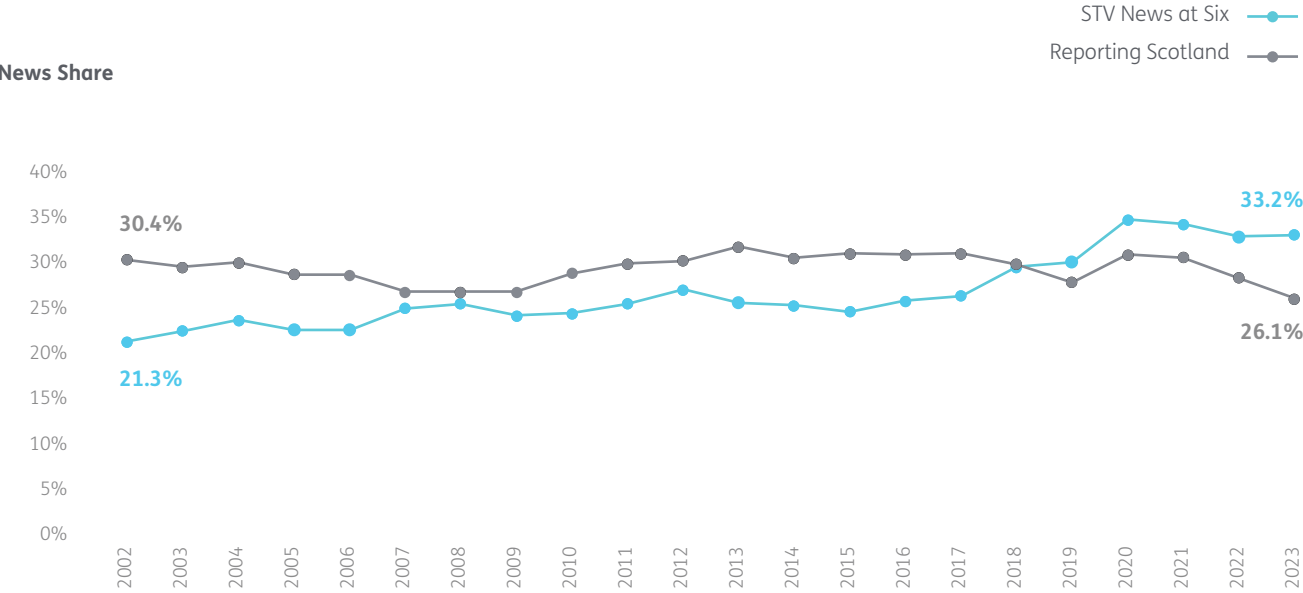
Monthly

1.7m

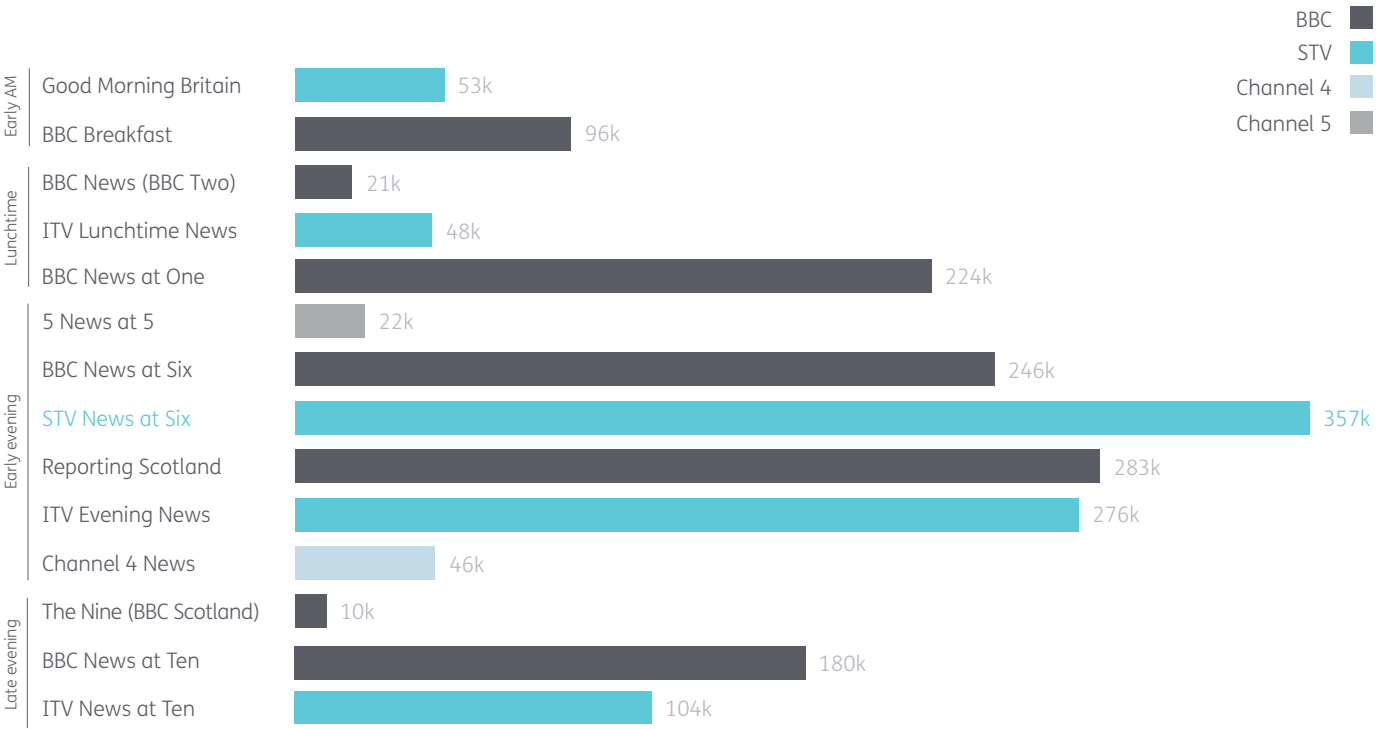
In 2023 **STV News at Six** increased its share lead over **Reporting Scotland** for the third year running. **STV News at Six** is now seven share points ahead of **Reporting Scotland**, its highest ever share lead over the programme. (33% vs 26%).

Source: Barb 2002-2023, individuals.

News Share



All major news programmes



Digital News

2023 was a strong year for STV’s News website. Average monthly page views were up 20% vs the previous year, and the site boasted its **most-read story ever**.

Across an average month, STV’s digital news site attracts:



STV News also generates 12.2m video views each month across its social media platforms:



Most-read stories	Page views
Nicola Sturgeon: Former SNP leader and First Minister of Scotland arrested in party finance probe	1.1m
Nicola Sturgeon’s husband Peter Murrell arrested amid SNP finances investigation as home raided by police	995k
Life-threatening rain as Met Office escalates Storm Babet to rare red warning	685k
Humza Yousaf set to succeed Nicola Sturgeon as Scotland’s next First Minister after winning SNP leadership	515k
SNP auditors quit amid Nicola Sturgeon’s husband Peter Murrell’s arrest in police investigation	495k

Most-watched videos	Video views
Holly Willoughby felt ‘shaken’ in emotional This Morning return (Facebook)	2.0m
Snoop Dogg welcomed to Scotland with bagpipes (Facebook)	1.8m
Teen who murdered schoolboy in train station handed life term (TikTok)	1.6m
A serial offender’s ‘dreadful criminal record’ was highlighted by a judge during sentencing at Glasgow High Court (TikTok)	1.0m
Working ferry dog leaps aboard boat to Skye for first day of season (Facebook)	810k

Three Little Birds, STV & STV Player

Digital



STV Player in numbers

1.0m

monthly active users
(800k in Scotland)

1h23m

average daily time spent per user

71.4m

hours viewed

77%

of viewing on STV Player is
on-demand

86%

of viewing is done on connected TVs

+25%

increase in viewing hours year-on-year

Source: Adobe Analytics, FreeWheel, STV Database, Sky, Jan-Dec 2023
Numbers are UK-wide unless otherwise specified

Year-on-year overview

2023 was a record-breaking year for STV Player, with growth in every quarter.

	FY 2022	FY 2023	% change
Total content time spent (hours)	57.3m	71.4m	25%
Total VOD time spent (hours)	42.3m	54.9m	30%
Total live time spent (hours)	15.0m	16.5m	10%
Total long-form streams	116.3m	148.8m	28%
Total VOD streams	80.8m	104.6m	29%
Total live streams	35.5m	44.2m	25%
Total ad impressions available	1.2bn	1.3bn	5%
Active registered users (total)	1.5m	1.8m	20%
Active monthly users*	1.1m	1.0m	-9%
Daily time spent per user (hh:mm)	01:25	01:23	-2%

*Includes unregistered users
Source: Adobe Analytics, STV Database, FreeWheel, 2022-2023
Numbers are UK-wide unless otherwise specified

STV Player reach



Source: Adobe Analytics, FreeWheel, STV Database, Jan-Dec 2023
Viewing is factored up to reflect shared viewing

Love and Death, STV Player



Genre profiles

	Soaps	Drama	Entertainment	STV Player Exclusive content*	Live	All
Male	34%	33%	28%	42%	54%	47%
Female	66%	67%	72%	58%	46%	53%
ABC1	40%	49%	41%	49%	53%	50%
C2DE	60%	51%	59%	51%	47%	50%
18-34	11%	6%	10%	16%	30%	22%
35-54	33%	25%	30%	33%	35%	34%
55+	55%	70%	60%	50%	35%	44%

Source: STV Database, Jan-Dec 2023
Instances of +/- 100% due to rounding
*STV Player Exclusive includes Network, acquired, and archive content

Top programmes

Top 15: VOD

	Time spent (hrs)	Total streams	Streams per episode
Coronation Street	4.8m	9.2m	52k
Brookside	4.6m	13.3m	51k
Emmerdale	4.4m	11.8m	42k
Crime	2.4m	3.9m	323k
I'm A Celebrity... Get Me Out Of Here!	1.5m	2.6m	41k
The Long Shadow	1.4m	2.3m	282k
Payback	1.2m	1.9m	314k
The Bay	1.0m	1.8m	97k
Suspects	1.0m	1.6m	69k
Unforgotten	1.0m	1.7m	143k
Taggart	923k	1.2m	10k
Wild at Heart	858k	1.2m	18k
Six Four	853k	1.4m	352k
Take The High Road	837k	2.5m	6k
Malpractice	730k	1.1m	227k

- STV Player Exclusive (acquired/archive)
- STV Player Exclusive (Network)

Top 15: Live

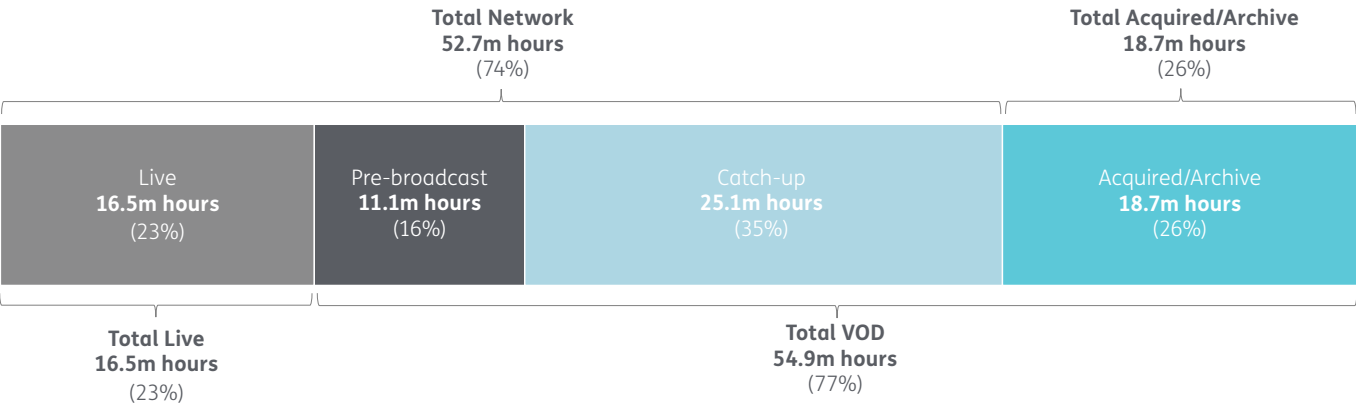
	Time spent (hrs)	Total streams	Streams per episode
Good Morning Britain	2.1m	3.0m	11k
This Morning	1.3m	2.0m	8k
Rugby World Cup	1.1m	2.2m	61k
The Chase	1.0m	2.2m	9k
ITV News	862k	2.8m	5k
Coronation Street	746k	1.7m	10k
Emmerdale	709k	2.2m	8k
Lorraine	655k	1.5m	6k
I'm A Celebrity... Get Me Out Of Here!	537k	1.1m	46k
Tipping Point	533k	1.2m	5k
Loose Women	431k	1.3m	5k
STV News	387k	1.0m	5k
Rugby: Six Nations	313k	763k	76k
Lingo	277k	656k	5k
FA Cup Live	173k	431k	31k

How people watch

Viewers have more choice than ever when it comes to content and how they consume it. On-demand viewing continues to dominate, accounting for over three-quarters of total viewing hours.

STV Player's acquired and archive titles, such as **Brookside** and **Taggart**, account for a quarter of all viewing.

Hours of STV Player content viewed
(% of total viewing)



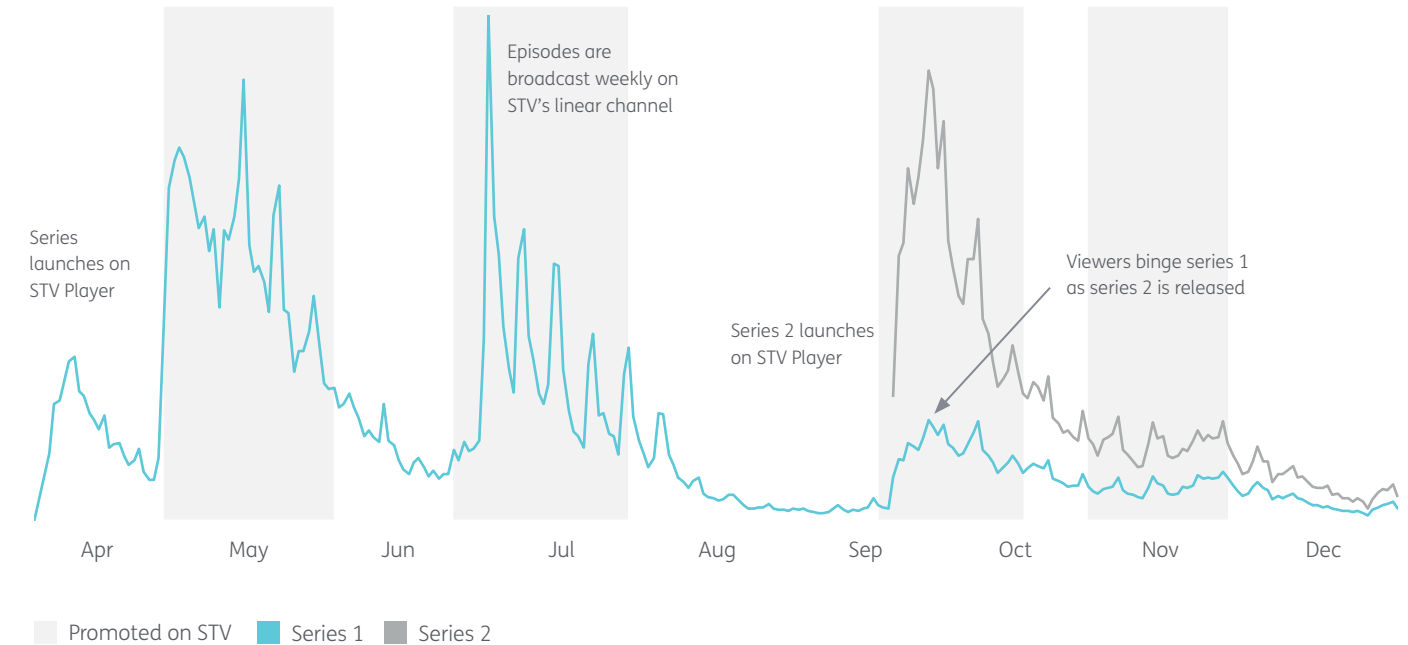
Drama viewing

While the majority of broadcast viewing occurs within the first 7 days of transmission, content on STV Player continues to build viewing for months after release.

Taking **Irvine Welsh's Crime** as an example, viewing spiked at various points across the year. High volumes of viewing were seen in April and May when the boxset was first launched and promoted on STV. Viewing increased again in July when the series was broadcast and promoted on the linear channel. The second series then launched on STV Player in September, which caused a further spike in series 1 viewing.

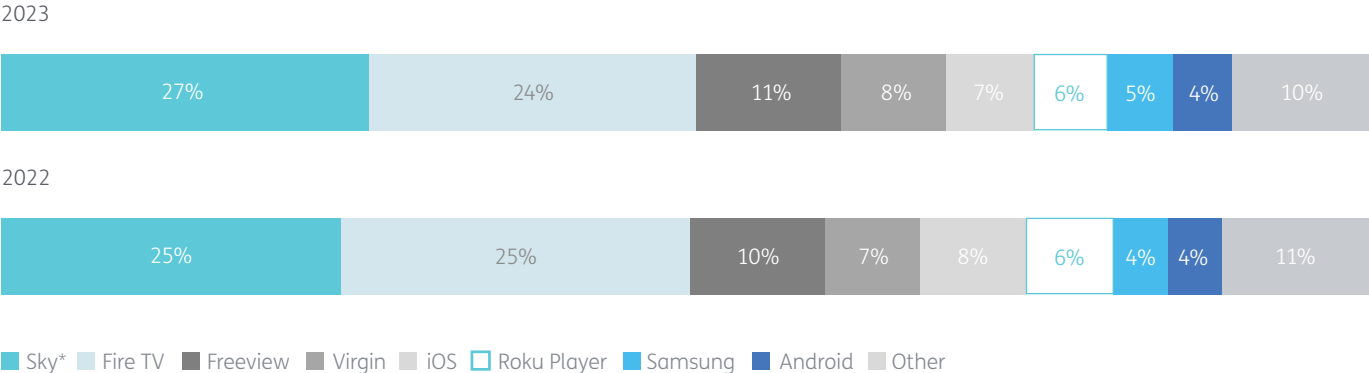


Viewing hours over time: Irvine Welsh's Crime



Viewing by platform

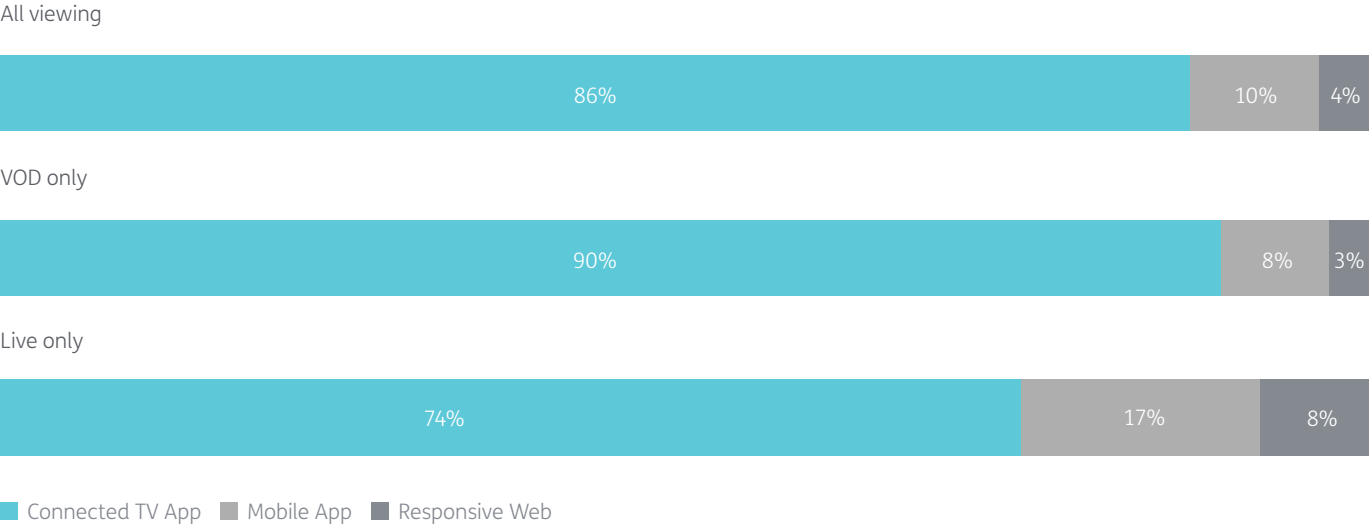
% of time spent



*Sky includes Sky Glass and Sky Q
Source: Adobe Analytics & FreeWheel, Jan-Dec 2022 vs Jan-Dec 2023
Instances of +/- 100% due to rounding

Viewing by device

% of time spent



Source: Adobe Analytics & FreeWheel, Jan-Dec 2023
Instances of +/- 100% due to rounding

Blue Lights, Two Cities Television for BBC One

STV Studios



Studios highlights

20+

labels in the STV Studios family
following the acquisition of
Greenbird Media

620

hours produced

68

shows produced
or delivered

58

new series commissioned
or recommissioned

34

returning series

8

new, returnable series

STV Studios was named **Production Group of the Year** at the prestigious Edinburgh TV Awards.

Northern Irish police drama **Blue Lights** was an immediate ratings hit for BBC One, attracting an average audience of 5.7m across the UK. It was quickly recommissioned for a second series, with two further series commissioned in early 2024.

Source: Barb, UK, individuals, 28-day consolidated including pre-TX

STV Studios' antiques content continues to dominate viewing on Discovery-owned channel, Really. **The Yorkshire Auction House** was their most-watched show for the third year in a row, closely followed by its celebrity version, **The Edinburgh Auction House**, and **Antiques Road Trip**. These four shows alone accounted for 84 of Really's top 100 transmissions across the year.

Source: Barb 2021-2023, UK, individuals

The Firm

169k

people watched the series on BBC Scotland, BBC One, or BBC iPlayer

40%

of viewing came through BBC iPlayer

18%

of viewing was done before broadcast

30%

of viewers came from outside Scotland

17%

of viewers were aged 35 or under

Source: Barb (As-Viewed), UK figures, individuals, accumulated audience between 8th Oct and 31st Dec 2023, viewing on BBC Scotland, BBC One Scotland, and BBC iPlayer

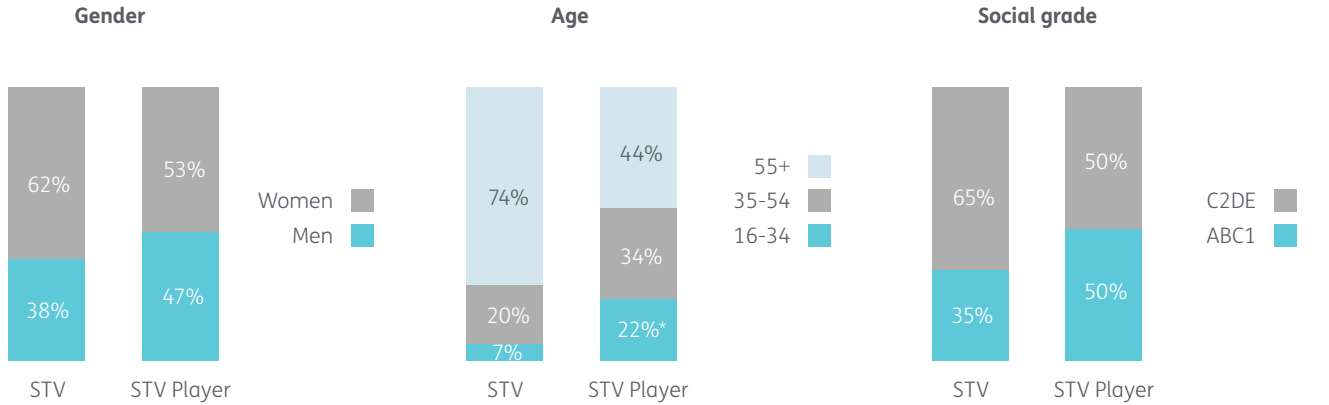


The Firm, STV Studios Factual for BBC Scotland



Essentials

Profiles



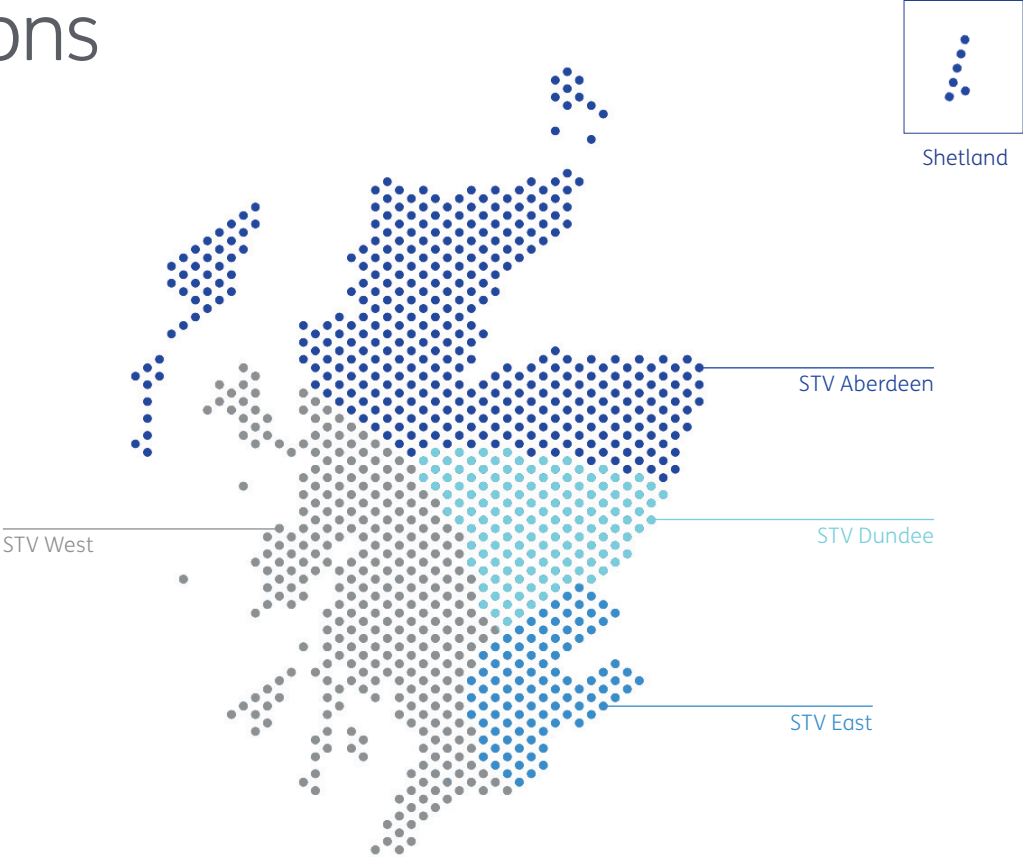
*18-34
Instances of +/- 100% due to rounding
Source: Barb Jan-Dec 2023 (09:30-24:00)



I'm a Celebrity... Get Me Out of Here! STV & STV Player

Micro regions

Macro	4,034,000
Central	2,996,000
West	2,024,000
East	972,000
North	1,038,000
Aberdeen	696,000
Dundee	342,000



Advertising by micro region

		SD	HD	+1
West	Freeview			
	Virgin			
	Sky			n/a
	Freesat			n/a
East	Freeview			
	Virgin			
	Sky			n/a
	Freesat			n/a

		SD	HD	+1
Aberdeen	Freeview			
	Virgin	n/a	n/a	n/a
	Sky			n/a
	Freesat			n/a
Dundee	Freeview			
	Virgin			
	Sky			n/a
	Freesat			n/a

- West feed
- East feed
- Aberdeen feed
- Dundee feed

Platforms

Viewing by STV channel

	STV SD	STV HD	STV +1
All platforms	42%	56%	3%
Freeview	81%	14%	5%
Sky & Freesat	5%	95%	0%
Virgin	0%	97%	2%

Source: Barb Jan-Dec 2023 (09:30-24:00), individuals
Instances of +/- 100% due to rounding

Service available in TV household

	Scotland	UK
Any TV	94%	95%
Freeview	49%	56%
Sky	30%	29%
Virgin	15%	13%
BT Vision	4%	4%
Freesat	2%	3%
Any SVOD	69%	67%
Netflix	63%	60%
Prime Video	45%	46%
Disney+	28%	26%
Apple TV+	7%	7%
NOW	6%	7%

Source: Barb Establishment Survey, Q4 2022-Q3 2023, service available in TV household





Ant & Dec's Saturday Night Takeaway, STV & STV Player

In keeping with STV's sustainability promise, this book uses Carbon Balanced Paper.