

Consumer Insights 2024



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Half-year highlights

July

Rumpus Media picks up award for Gamechanger Programme of the Year award for **Out of Order** at the Broadcast Digital Awards.

Programme sponsorship deal announced with Tesco Bank for **Animal 999**.

STV Studios commissioned by BBC Factual to produce landmark documentary film **Disease X**.

UEFA European Championships 2024 becomes the most viewed sporting event ever on STV Player with 2.3m streaming hours.

Tuesdays Child title, **The Fortune Hotel**, confirmed for a second series.

October

STV's Sean Batty and Laura Boyd embark on their **48-hour Monument Marathon** in aid of STV Children's Appeal.

Primal Media picks up best reality format for **The Underdog: Josh Must Win** at the C21 International Format Awards.

Red Rock is the quickest acquisition title to hit 1m streams on STV Player.

August

Rufus Radcliffe announced as the new incoming Chief Executive Officer of STV.

The Fortune Hotel named as Best New Show at the National Reality TV Awards.

Apple TV+ announce second series commissioned for STV Studios thriller **Criminal Record**.

Hello Mary lands a second series of **The Royals: A History of Scandals** for Channel 4.

November

STV Children's Appeal raises over £2.4m to support children and families affected by poverty across Scotland.

Tuesdays Child picks up BAFTA Scotland award for best features for **Extraordinary Escapes with Sandi Toksvig**.

Opening episode of **I'm a Celeb...** was the highest non-Euros programming overnights audience of the year.

STV Studios Factual commissioned by BBC Scotland to produce a second series of **The Firm**.

Five STV Studio titles shortlisted at the Broadcast Awards - **Blue Lights, The Underdog: Josh Must Win, The Assembly, The Flight Attendant Murders** and **Joe Lycett vs Sewage**.

September

STV airs **Scottish Conservative Leadership Debate** on September 2nd, ahead of the leadership election that ran from the 4th to 26th.

STV announces Scotland's two upcoming **UEFA Nations League** matches will be available to stream live on STV Player.

STV Sustainable Scotland Week gets underway, with channel sponsorship from SSE, green themed ad breaks, and a promotional campaign.

Flicker Productions, **Kate Garraway: Derek's Story**, picks up The National Television Award for best authored documentary.

STV publishes its Interim results.

December

STV Studios Factual commissioned for three more series from the **Auction House** franchise for Warner Brothers Discovery.

STV Player announce acquisition of **Brookside** spin-off, **Damon and Debbie**.

Loose Women undertake a 25hr talkathon to support the Britain Get Talking campaign which tackles mental health.

STV Studios commissioned by ITV to create a four episode run of **The Assembly**.

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

Q4 was STV Player's biggest ever quarter, with 20m+ hours of viewing.



Broadcast

STV in numbers

3.6m

Scots watched STV in 2024

Source: Barb (AsViewed), Jan-Dec 2024 (09:30-29:59), adults, 3+ min continuous reach

4h 47m

The average Scot spends 4 hours 47 minutes in front of their TV set each day

Source: Barb (AsViewed) Jan-Dec 2024 (all day), individuals, TV sets



67 years

of STV being Scotland's most-watched commercial channel.

97%

of the top 500 commercial audiences in 2024 were on STV

Source: Barb, Scotland, Jan-Dec 2024 (09:30-24:00), individuals, individual TXs

All time
09:30 – 24:00

Daytime
09:30 – 18:00 (Mon-Fri)

Peak time
18:00 – 22:30

Avg. Audience

129k

93k

241k

Share

17%

18%

21%

Source: Barb Jan-Dec 2024, individuals, viewing to STV

Joan, STV & STV Player

Reach

Daily: 27%

1.1m

Weekly: 51%

2.1m

Monthly: 70%

2.8m

Source: Barb (AsViewed) Jan - Dec 2024 (09:30-29:59), adults, 3+ min continuous reach, 4-screen



Monthly reach and top genres by key audience

Men	66%	1.3m	Sport, quiz shows, news, documentaries
Women	69%	1.4m	Soaps, drama, documentaries, talent shows
ABC1 Adults	68%	1.5m	Drama, documentaries, entertainment
ABC1 Men	67%	686k	Sport, drama, entertainment, documentaries
ABC1 Women	69%	792k	Drama, talent shows, quiz shows, documentaries
16-34	41%	443k	Talent shows, quiz shows, drama, sport
35-54	65%	819k	Talent shows, quiz shows, sport, documentaries
55+	87%	1.5m	Drama, quiz shows, documentaries, daytime
Main shoppers	69%	1.6m	Soaps, drama, entertainment, documentaries, daytime
Main shoppers with children	55%	272k	Soaps, talent shows, drama, quiz shows

Source: Barb Jan - Dec 2024 (09:30-29:59), 3+ min continuous reach

The Voice, STV & STV Player

TV set usage

Scots spend 4 hours 47 minutes in front of the TV set each day – that’s 49 minutes longer than the UK average.

Source: Barb (As-Viewed), Jan-Dec 2024, all day, individuals, TV sets (UK average: 3 hours 57 mins)

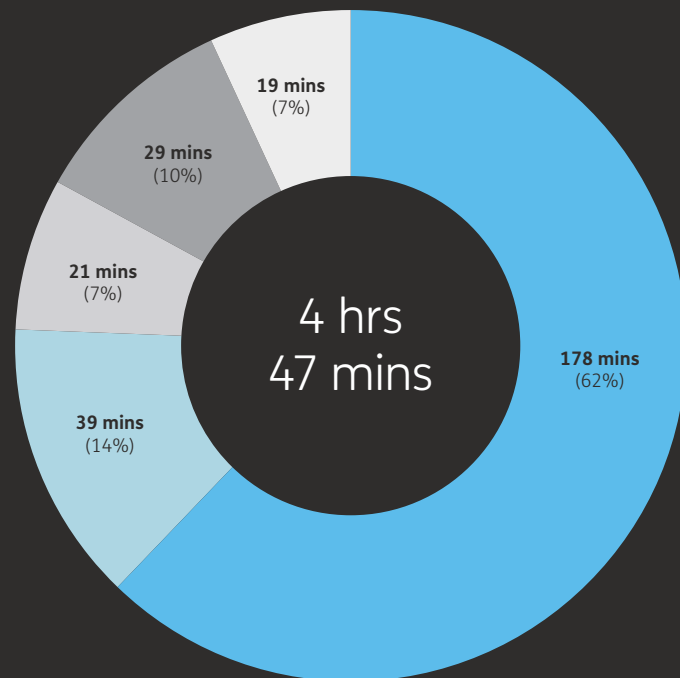
The average Scot spent over 45 days straight watching broadcast TV in 2024.

Source: Barb (As-Viewed), Jan-Dec 2024, all day, individuals, TV sets

Scots spend almost 3 hours each day watching broadcaster content – three times longer than they spend with SVOD services and video sharing platforms combined.

Source: Barb (As-Viewed), Jan-Dec 2024, all day, individuals, TV sets

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 or watching DVD's.
- Silence**
The TV is on but there is no audio, no watermarks or SI/SK codes detected, and no active FM data is observed. This is inclusive of browsing and EPG usage.

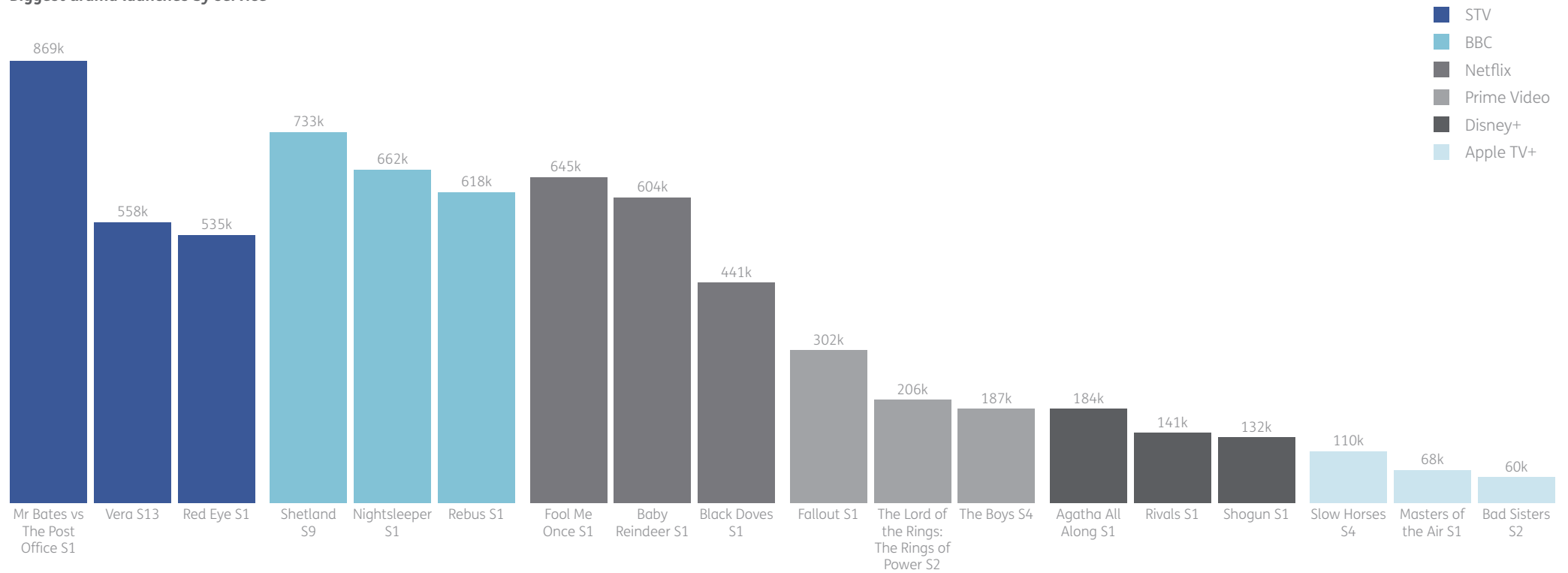
The drama landscape

2024 was a year where drama series held a very prominent position in the public domain. The success of **Mr Bates vs The Post Office** is testament to this fact, with the on-screen portrayal of the well publicised true story making it the leading drama across all platforms this year.

Mr Bates vs The Post Office delivered 13 times the audience of Apple TV+ drama, **Masters of the Air**.

Source: Barb (As-Viewed) Jan-Dec 2024, Series average viewing, + 28 days catch-up, individuals (STV viewing inclusive of 4-screen and pre-tx)

Biggest drama launches by service



Source: Barb (As-Viewed) Jan-Dec 2024, Series average viewing, + 28 days catch-up, individuals (STV viewing inclusive of 4-screen and pre-tx)

All time audience

STV's all time audience of 129k is higher than the next five commercial channels combined.

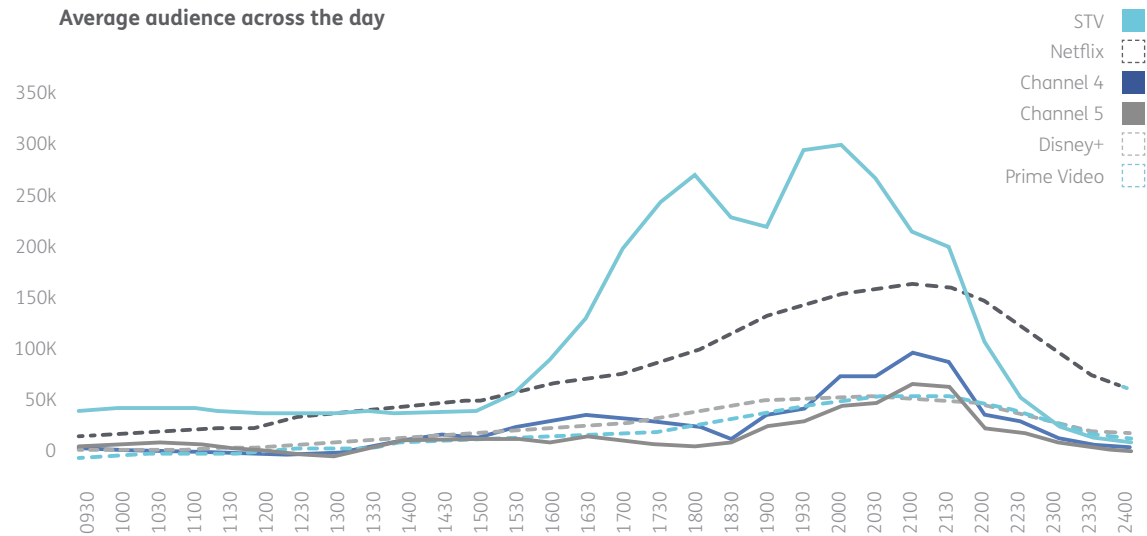
Source: Barb Jan-Dec 2024 (09:30-24:00), individuals

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

Source: Barb Jan-Dec 2024 (09:30-24:00), individuals

STV's average audience across the day is 3x larger than Channel 4 and almost 4x larger than Channel 5 (x3.9)

Source: Barb Jan-Dec 2024 (09:30-24:00), individuals



Source: Barb As-Broadcast/As-Viewed Jan-Dec 2024, average audience, individuals, TV set viewing only

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 Jan 2019 - Dec 2024 (09:30-24:00), individuals

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

Source: Barb Jan 2018 - Dec 2024 (09:30-24:00), individuals

	STV/ITV1	BBC 1	BBC 2	Channel 4	Channel 5
Scotland	17.2%	19.7%	5.8%	5.5%	4.4%
UK	16.8%	22.8%	6.2%	5.5%	4.4%
Difference vs Network	+0.4	-3.1	-0.4	Flat	Flat

Source: Barb Jan-Dec 2024 (09:30-24:00), individuals

Daytime

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

Source: Barb Jan-Dec 2024 (Mon-Fri 09:30-18:00), individuals

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

Source: Barb Jan-Dec 2024 (Mon-Fri 09:30-18:00), individuals

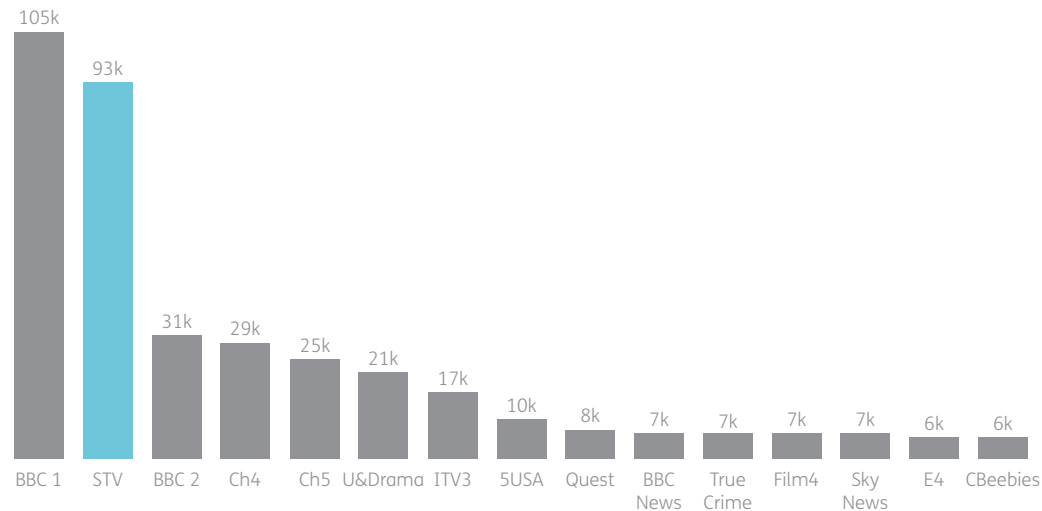
The Chase is Scotland's most-watched daytime series across all channels for the 9th year running. Every new episode in 2024 won its timeslot (138 episodes in total).

Source: Barb Jan 2016 - Dec 2024 (Mon-Fri 09:30-18:00), individuals, excludes repeats, timeslot is overnight figures

STV attracts more 16-34's, 35-54's, and main shoppers with children than any other channel across daytime viewing.

Source: Barb Jan-Dec 2024 (Mon-Fri 09:30-18:00)

Average audience (daytime) – Top 15 Channels



Source: Barb Jan-Dec 2024 (Mon-Fri 09:30-18:00), individuals

	Avg. audience	TVR	Share	Reach
9am				
Lorraine	64k	1	17%	1.3m
This Morning	64k	1	16%	2.0m
Loose Women	59k	1	12%	1.6m
ITV Lunchtime News	56k	1	10%	1.5m
Dickinson's Real Deal	84k	2	16%	628k
Lingo	71k	2	15%	698k
Ridiculous	95k	2	16%	794k
Deal or No Deal	135k	3	20%	1.1m
Jeopardy!	160k	3	20%	1.1m
Tipping Point	169k	4	25%	1.3m
5pm				
The Chase	287k	6	32%	1.9m

Source: Barb Jan-Dec 2024 (Mon-Fri 09:30-18:00), Lorraine (Mon-Fri 09:00-10:00), programme figures exclude repeats, 28-day viewing

Top programmes

■ Includes pre-TX viewing

	7 Days			28 Days		
	Avg. audience	TVR	Share	Reach	Avg. audience	% Uplift
UEFA Euros: Germany v Scotland	889k	19	57%	1.8m	889k	0%
I'm a Celebrity... Get Me Out of Here!	581k	12	40%	1.7m	592k	2%
Mr Bates vs The Post Office S1	580k	12	33%	979k	869k	50%
Vera S13	511k	11	34%	876k	558k	9%
Six Nations: Italy v Scotland	446k	10	50%	784k	446k	0%
The Masked Singer	440k	9	32%	1.2m	475k	8%
Britain's Got Talent	439k	9	34%	1.7m	459k	5%
FA Cup: Manchester United v Liverpool	416k	9	43%	843k	416k	0%
Coronation Street	406k	9	30%	2.m	417k	3%
The 1% Club	398k	9	31%	1.7m	417k	5%
Emmerdale	386k	8	30%	2.2m	391k	1%
Ant & Dec's Saturday Night Takeaway	375k	8	30%	1.3m	387k	3%
Sunak v Starmer: The ITV Debate	374k	8	25%	537k	374k	0%
Ant & Dec's Limitless Win	372k	8	30%	993k	384k	3%
Until I Kill You S1	330k	7	21%	624k	479k	45%
Breathtaking S1	327k	7	24%	610k	409k	25%
After The Flood S1	267k	6	17%	698k	488k	83%
DI Ray S2	262k	6	20%	608k	361k	38%
Red Eye S1	250k	5	19%	815k	535k	114%
Trigger Point S2	235k	5	17%	755k	479k	104%

Source: Barb As-Broadcast/As-viewed, Jan - Dec 2024, individuals, 3+ mins continuous reach, 7-day TV set and 28 days consolidated 4-screens viewing, excl. repeats, specials, sport programme brands, and party political broadcasts, includes Pre_TX for Drama. Sports figures are full programme broadcast from top performing fixture.

Top programmes by genre

Top programmes by genre (avg. audience):

Drama

Mr Bates vs The Post Office	869k
Vera	558k
Red Eye	535k

Sport*

UEFA Euros: Germany v Scotland	889k
Six Nations: Italy v Scotland	446k
FA Cup: Manchester Utd v Liverpool	416k

Factual Entertainment

Sunak v Starmer: The ITV Debate	374k
The National Television Awards	278k
What's On Scotland	278k

Entertainment

I'm A Celebrity... Get Me Out Of Here!	592k
Britain's Got Talent	459k
The Masked Singer	475k

Quiz, panel & game shows

The 1% Club	417k
Ant & Dec's Limitless Win	384k
Wheel of Fortune	268k

Daytime

Celebrity Catchphrase	314k
The Chase	287k
The Chase Celebrity Special	233k

*Most watched programme per tournament

Source: Barb (AdvantEdge/AsViewed), Jan-Dec 2024, individuals, 28 days consolidated, excludes repeats, daytime = (09:30-18:00), Dramas= All Screen All Viewing pre-TX .

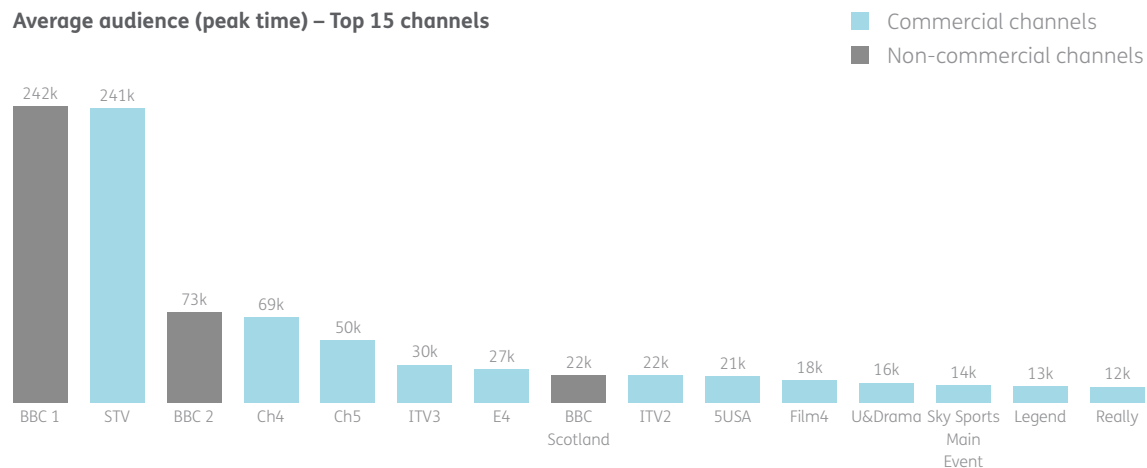
Peak time audience

STV is Scotland's most-watched commercial channel in peak time for over 60 years.

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

Source: Barb Jan-Dec 2024 (18:00-22:30), individuals

Average audience (peak time) – Top 15 channels



Source: Barb Jan-Dec 2024 (18:00-22:30), individuals

Peak time share

STV narrowly missed out as top peak time PSB in Scotland for the first time in five years, with BBC1's Olympics coverage nudging it very marginally ahead.

Source: Barb 2018-2024 (18:00-22:30), individuals

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

Source: Barb 2017-2024 (18:00-22:30), individuals

STV has a greater peak time share than BBC2, Channel 4, and Channel 5 combined

Source: Barb 2024 (18:00-22:30), individuals

	STV	BBC 1	BBC 2	Channel 4	Channel 5
Scotland	20.6%	20.7%	6.2%	5.9%	4.3%
UK	19.3%	23.8%	7.0%	6.0%	4.8%
Difference vs Network	+1.3	-3.1	-0.8	-0.1	-0.5

Source: Barb Jan-Dec 2024 (18:00-22:30), individuals

Commercial landscape

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

Source: Barb 2002-2024 (09:30-24:00), individuals

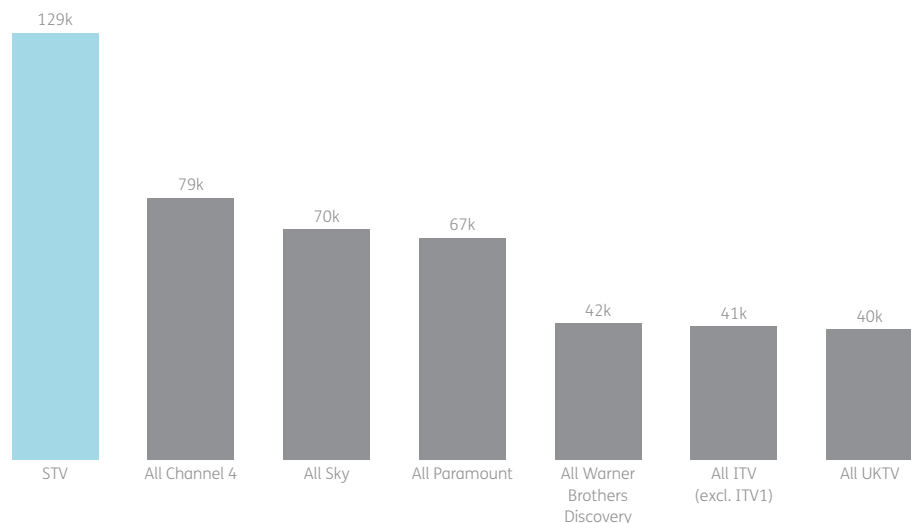
STV was the most-watched commercial TV channel on 363 out of 366 days in 2024.

Source: Barb Jan-Dec 2024 (09:30-24:00), individuals

STV alone has more viewers across an average day than:

- All 12 Channel 4 channels combined
- All 65 Sky channels combined
- All 25 Paramount channels combined (including Channel 5)
- All 5 ITV digital channels combined
- All 8 UKTV channels combined
- All 34 WBD channels combined

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



Source: Barb Jan-Dec 2024 (09:30-24:00), individuals, commercial channels, TV sets only

STV delivered 97% of the top 500 commercial audiences in 2024.

Source: Barb Jan-Dec 2024 (09:30-24:00), individuals, individual TXs

Of the top 500 commercial audiences in 2024, STV delivered 487 episodes from 25 different titles including:

- UEFA European Football Championship
- Six Nations Championship
- I'm a Celebrity... Get Me Out of Here!
- Mr Bates vs The Post Office
- Vera
- Red Eye
- Ant & Dec's Saturday Night Takeaway

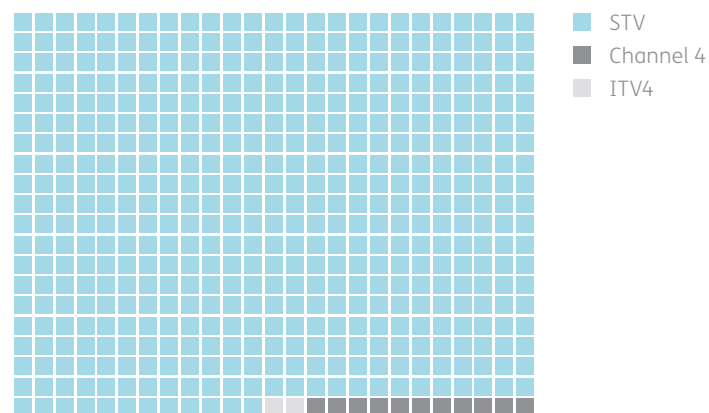
Channel 4 delivered 11 episodes across two different titles:

- The Great British Bake Off
- Gogglebox

ITV4 delivered 2 episodes of:

- UEFA Nations League

Top 500 commercial audiences in 2024

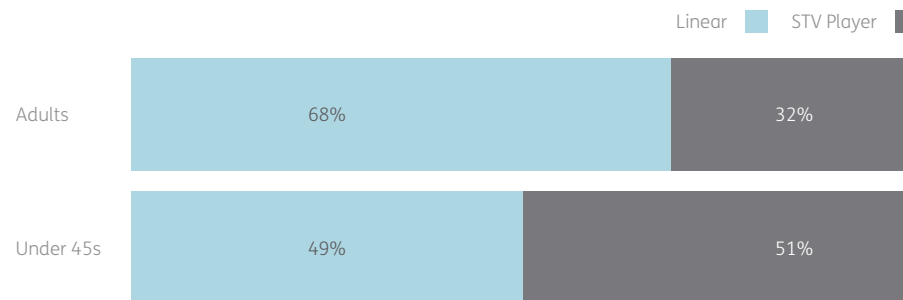


Source: Barb Jan-Dec 2024 (09:30-24:00), individuals, top 500 commercial TXs, TV sets only

Drama consumption

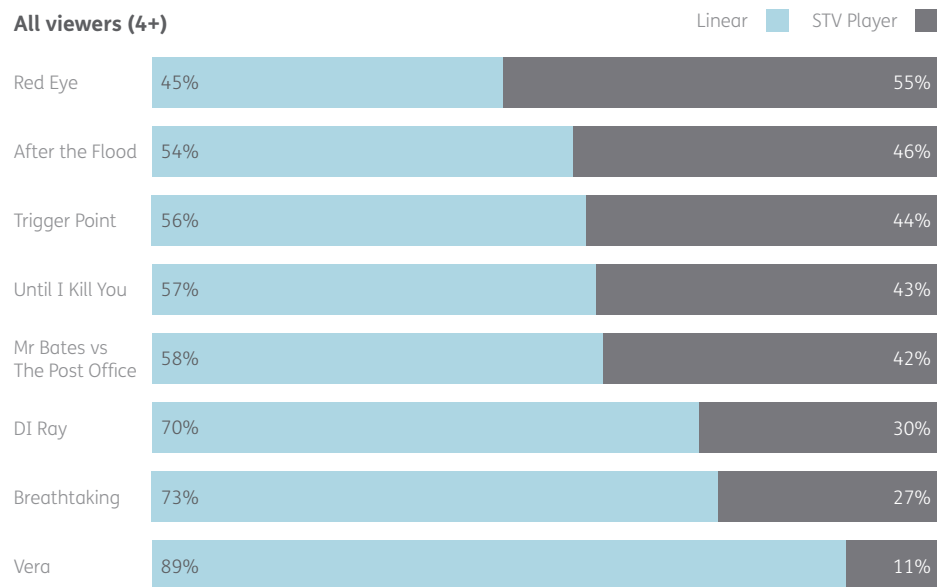
The bulk of STV dramas across 2024 were series boxset drops, meaning that the entirety of the series was made available to stream on STV Player at 7am on the first day of TX. This gives STV viewers choice as to how and when they watch our drama titles. More viewers aged under 45 will watch drama via STV Player compared to linear TV 51% v 49%. Across all drama viewers, 1 in 3 watch via STV Player.

STV Drama viewing consumption: Linear v STV Player



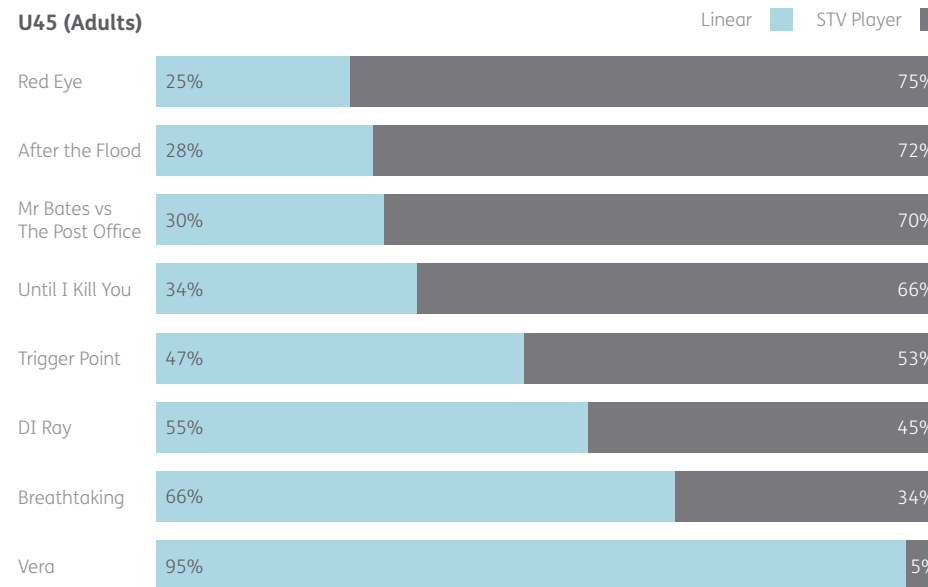
Top 8 best watched dramas of 2024 and how they were viewed

All viewers (4+)



U45s chose STV Player first for the big drama titles.

U45 (Adults)



Source: Barb (As-viewed), adults, viewing to drama on STV, 1st Jan – 31st Dec 2024, includes pre-TX, 28 day viewing with 4-screens, excludes repeats, excludes soaps

Sport on STV

For the last three years, STV has shown more sport on the channel than drama. The volume of sport on STV is +80% more than it was 5 years ago.
Source : Barb (AdvantEdge), individuals, Jan 2019 - Dec 2024, viewing to "sport" genre

3.5m

reach across all sport programming on STV and STV Player in 2024

1.2m

Tournament opener Germany vs Scotland was STV's best watched match and programme across 2024

8.3m

Sport streams on Player across 2024
+61% YoY

3.4m hrs

Time spent with sport on Player in 2024
+63% YoY

Top Sports programming on STV

Event	Channel Reach	Peak fixture Aud.	Player streams (vol.)	Player Time Spent (hrs)
UEFA European Football Championship 2024	3.1m	1.4m	5.6m	2.3m
FA Cup	2.0m	634k	608k	254k
Six Nations Championship 2024	1.8m	619k	738k	358k
STV Racing	1.6m	593k	508k	220k
UEFA Nations League	1.4m	356k	254k	113k

Source: Barb (AsViewed), Jan - Dec 2024, Individuals, 3+min. continuous reach, All Screens All Viewing; Adobe Analytics, FreeWheel, STV Database Jan - Dec 2024

UEFA European Football Championship 2024, STV & STV Player



Regional programmes

3m Scots tuned in to STV's regional programmes across 2024.

Source: Barb, 2024, individuals, 3+ mins continuous reach

This year the STV Children's Appeal campaign ran across a week, with the documentary **The Game Changers** kickstarting activity and **STV Children's Appeal 2024** running a week later. Combined, they reached 333k Scots, a significant increase on last year's 181k. The charity raised an impressive £2.4m in 2024!

Source: Barb, 2024, individuals, 3+ mins continuous reach

	Avg. audience	TVR	Share	Reach
STV News at Six	324k	7	30%	2.4m
What's On Scotland - Rewind	212k	5	18%	576k
STV Leader's Debate	191k	4	14%	437k
Bringing in the Bells	180k	4	13%	326k
What's On Scotland	173k	4	17%	1.1m
STV Children's Appeal: The Game Changers	154k	3	15%	212k
What's On Scotland at Christmas	143k	3	13%	343k
STV Children's Appeal 2024	137k	3	14%	185k
Scotland Tonight (Peak)	88k	2	7%	931k
Scotland Tonight (Late)	52k	1	8%	1.4m

Source: Barb Jan-Dec 2024, individuals, 3+ mins continuous reach, 28 days consolidated.



Behind the scenes of STV Children's Appeal 2024

STV News

STV News at Six is Scotland's most watched news programme for the sixth consecutive year.

Source: Barb 2019-2024, individuals

STV News at Six won 88% of its timeslots in 2024

Source: Barb Jan-Dec 2024, individuals

STV continued its commitment to diversity and inclusion across 2024, resulting in the **STV News at Six** team exceeding their on-screen targets for gender and ethnic diversity for the third year running.

TV reach

Across all programmes, STV News reaches:

Daily

362k

Weekly

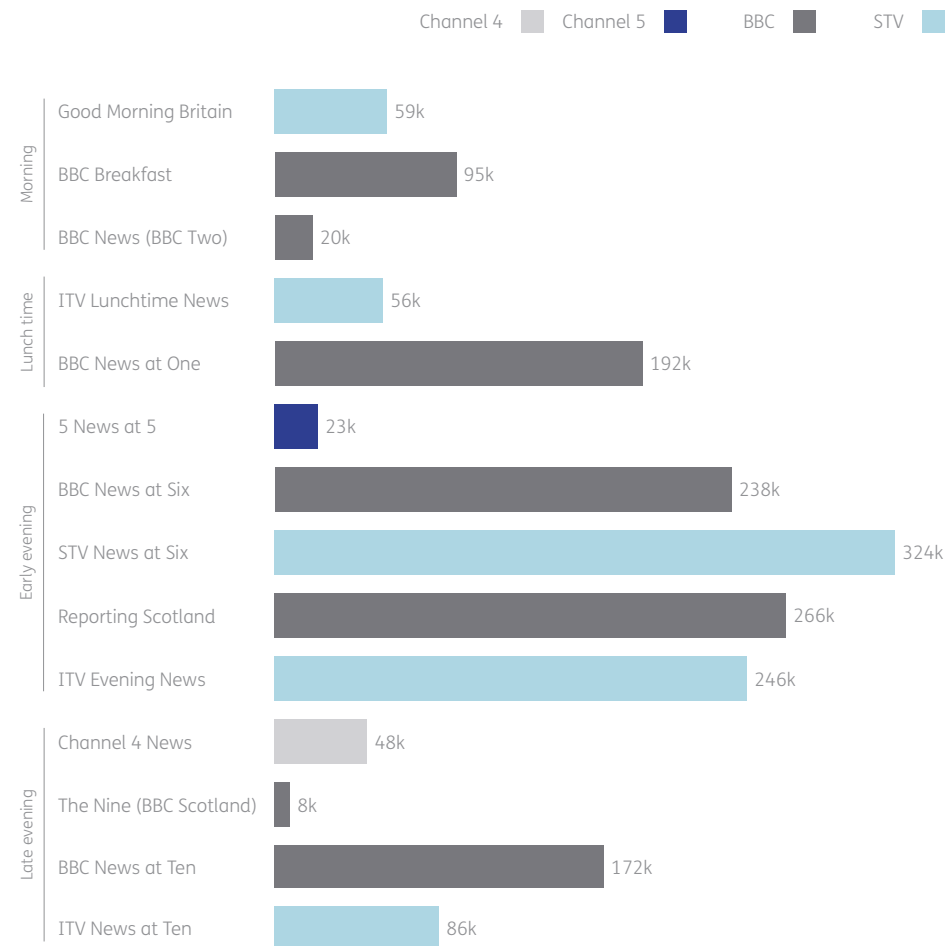
960k

Monthly

1.6m

Source: Barb Jan-Dec 2024, individuals, 3+ mins continuous reach of all STV News and STV Weather programmes

All major news programmes



Source: Barb Jan-Dec 2024 (Mon-Fri), full length programmes, individuals



Digital News

2024 was a strong year for STV's news website, once again exceeding the monthly target of 27m views per month. The top four stories were all driven by members of the Scottish political landscape, whilst in video, Netflix's "Baby Reindeer" and the Glasgow based "Willy's Chocolate Experience", drew attention for all the wrong reasons. Average monthly video views were down -4% vs the previous year, though TikTok showed strong growth, achieving 1.1m more video views on average YoY (+63%).

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

Total views

27.5m

Page views

15.8m

+

Video views

11.7m

Most-read stories

Page views

Humza Yousaf resigns with John Swinney favourite to replace First Minister	851k
Former First Minister of Scotland Alex Salmond dies aged 69	576k
Nicola Sturgeon tearful as large part wishes she wasn't FM during Covid	237k
First Minister John Swinney reveals cabinet with Kate Forbes as deputy	201k
Police haul 26 men from Glasgow EasyJet flight due to disruptive behaviour	193k

Most-watched videos

Video views

Piers Morgan claims there is 'no evidence' real life Martha from Baby Reindeer ever appeared in court	1.4m
Oompa Loompa what did we do, Wonka Glasgow was a nightmare come true	858k
Crime boss Jamie 'Iceman' Stevenson boasted would rake in 'life-changing' amount of cash before drug trafficking operation uncovered	844k
Willy Wonka chocolate experience boss truly sorry after chaos	685k
Scottish Tony Soprano jailed for 20 years	634k

Meta

X

TikTok

YouTube

5.8m

2.4m

2.9m

575k

50% of total

21% of total

24% of total

6% of total

Digital



STV Player in numbers

2.0m

active annual registered users
(1.6m in Scotland)

6h 37m

average monthly time
spent per registered user

69m

hours viewed

730k

of registered users watched 5 or more titles

86%

of viewing is through connected TVs

+18%

increase in live viewing hours year-on-year

Source: Adobe Analytics, FreeWheel, STV Database, Sky, Jan-Dec 2024
Numbers are UK-wide unless otherwise specified



Year-on-year overview

2024 was a record year for live viewing on STV Player, **Euro 2024** was our biggest live sporting event to date and the latest series of **I'm A Celebrity...** recording its best ever viewing figures.

STV owned and operated platforms saw an 8% increase in consumption, with Q4 2024 being our highest ever quarter with 20m+ hours of viewing.

Total active registered users - individuals who have signed up to the service, provided their details and viewed content - were up 200k, to 2m, an increase of 11%.

KPI	FY 2023	FY 2024	% change
Total content time spent (hours)	71.4m	69.3m	-3%
Total VOD time spent (hours)	54.9m	49.8m	-9%
Total live time spent (hours)	16.5m	19.5m	18%
Total long-form streams	148.8m	147.9m	-1%
Total VOD streams	104.6m	102.0m	-2%
Total live streams	44.2m	45.9m	4%
Total ad impressions available	1.3bn	1.3bn	0%
Active registered users (total)	1.8m	2.0m	11%
Active monthly users*	1.0m	1.0m	0%
Monthly time spent/Users - STV own platforms (hh:mm)	06:35	06:37	1%

*Includes unregistered users

Source: Adobe Analytics, STV Database, FreeWheel, Jan-Dec 2024 & 2023
Numbers are UK-wide unless otherwise specified

STV Player reach

UK

Daily

200k

Weekly

560k

Monthly

1.3m

Scotland

Daily

180k

Weekly

490k

Monthly

1.0m

Source: Adobe Analytics, FreeWheel, STV Database, Jan-Dec 2024
Viewing is factored up to reflect unregistered users

Genre profiles

	Soaps	Drama	Entertainment	STV Player Exclusive content*	Live	All
Men	29%	35%	29%	32%	38%	34%
Women	71%	65%	71%	68%	62%	66%
ABC1	34%	45%	39%	40%	41%	40%
C2DE	66%	55%	61%	60%	59%	60%
18-34	10%	8%	36%	6%	17%	22%
35-54	36%	27%	39%	30%	36%	34%
55+	54%	64%	25%	64%	47%	44%



Source: STV Database / Adobe , Jan-Dec 2024
 Numbers may not total 100% due to rounding - based on % of hours viewed v total hours
 *STV Player Exclusive includes Network, acquired, and archive content

Top programmes

The delivery strategy for **Coronation Street** and **Emmerdale** changed in October, with episodes dropped on STV Player at 7am on the day of linear TX, resulting in overall increase of 27% in VoD viewing, with Coronation Street and Emmerdale up by 24% and 31% respectively.

Source: Adobe Analytics & FreeWheel, Jan-Dec 2024

I'm A Celebrity... had its biggest ever audience on STV Player in 2024.

Source: Adobe Analytics & FreeWheel, Jan-Dec 2024

Top 15: VOD

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

	Streams	Hours	Streams per episode
Coronation Street	11m	5.5m	29k
Emmerdale	14.9m	5.2m	17k
Brookside	10.8m	3.7m	7k
Red Rock	5.6m	2.8m	24k
I'm A Celebrity... Get Me Out Of Here!	3.3m	1.9m	41k
After the Flood	2m	1.3m	215k
Red Eye	2m	1.2m	201k
Trigger Point	2m	1.2m	105k
Mr Bates vs The Post Office	1.7m	1.1m	267k
Betrayal	2m	1m	78k
Taggart	1.1m	885k	8k
Joan	1.3m	783k	131k
Until I Kill You	1.2m	736k	184k
The Twelve	1.1m	723k	40k
The Fix	1.4m	682k	68k

Source: Adobe Analytics & FreeWheel, Jan-Dec 2024

Top 15: Live

	Streams	Hours
UEFA Euro 2024	5.6m	2.3m
ITV News	3.8m	1.3m
The Chase	2.3m	1m
Emmerdale	2.2m	716k
This Morning	2m	1.6m
STV News	3m	692k
Coronation Street	1.8m	726k
Lorraine	1.5m	721k
I'm A Celebrity... Get Me Out Of Here!	1.5m	685k
Loose Women	1m	492k
Tipping Point	886k	385k
Rugby: Six Nations	738k	358k
FA Cup Live	608k	254k
Racing on STV	508k	220k
Scotland Tonight	803k	184k

Source: Adobe Analytics & FreeWheel, Jan-Dec 2024

How people watch

We saw a significant boost in live viewing at 19.5m hours, which is up 18% compared with 2024, with additional live functionality on Sky Glass / Sky Q / Virgin Media & YouView apps delivering new audiences.

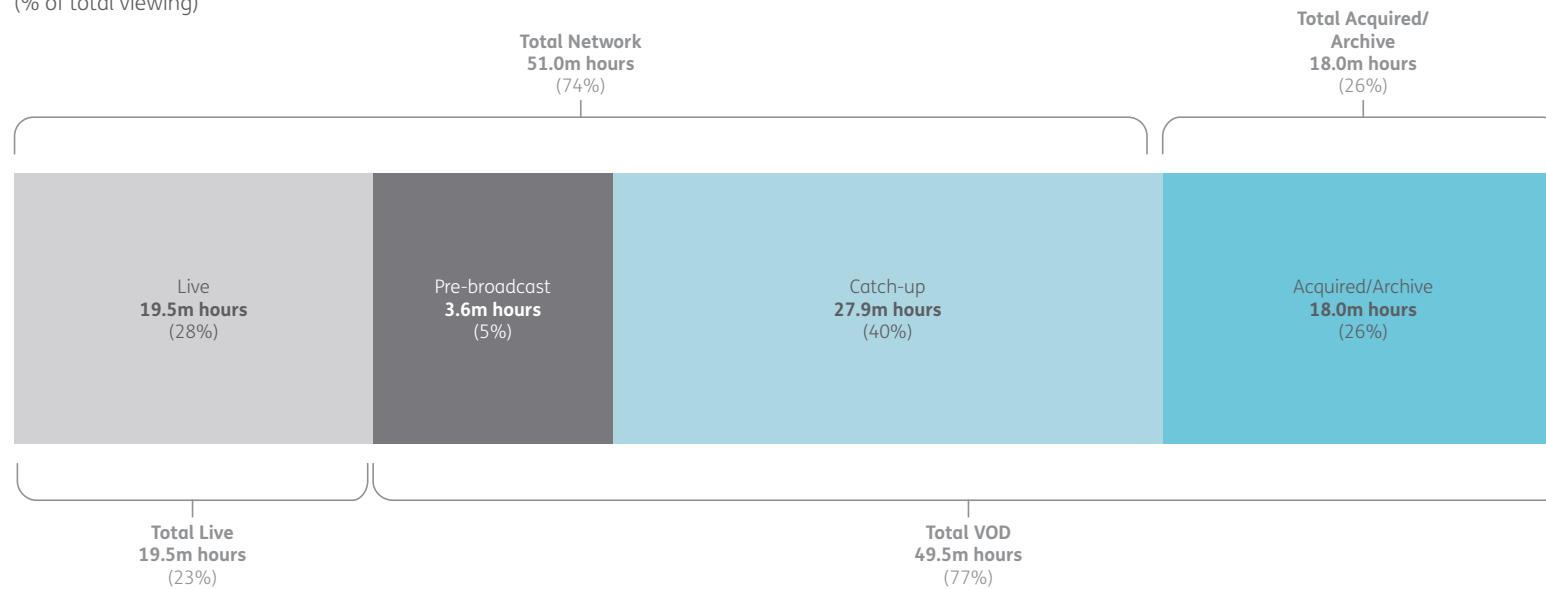
Source: Adobe Analytics & FreeWheel, Jan-Dec 2024

Overall 3rd party acquired & archive content consumption grew by 9% across 2024 and doubled across Q4 versus previous year

Source: Adobe Analytics & FreeWheel, Jan-Dec 2024

Hours of STV Player content viewed

(% of total viewing)



Source: Adobe Analytics & FreeWheel, Jan-Dec 2024

Red Rock

All3Media acquisition drama **Red Rock** has been a runaway success across its short life to date on STV Player.

Launched on October 1st, the Irish crime drama managed to rack up 1m streaming hours in its first month, outpacing all network dramas in reaching the milestone.

Despite a presence of only three months, it finished the year as the fourth most viewed title on STV Player and continues to garner an audience.

Highlighting a clear appetite for locale-oriented programming, this has led to the acquisition of New Zealand medical drama **Shortland Street**, which is sure to tantalise this new found audience.

2.8m

viewing hours

40%

of 2024 Q4 VoD drama hours

20k

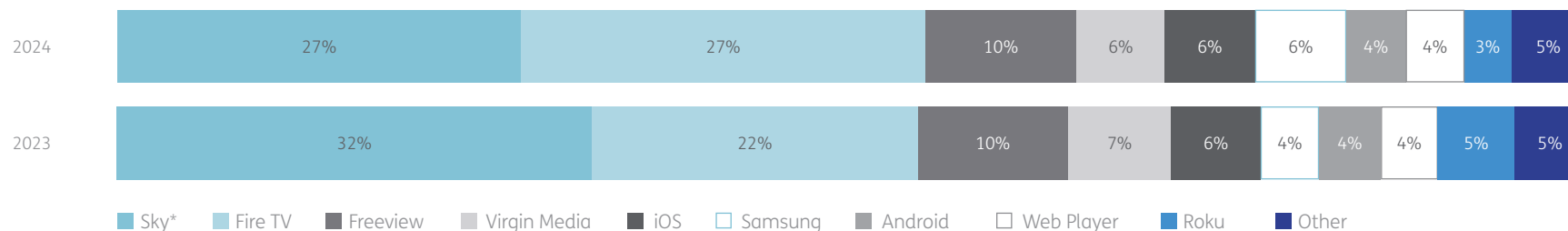
viewers who have watched all 114 episodes

31 days

to hit 1m streaming hours

Viewing by platform

% of time spent

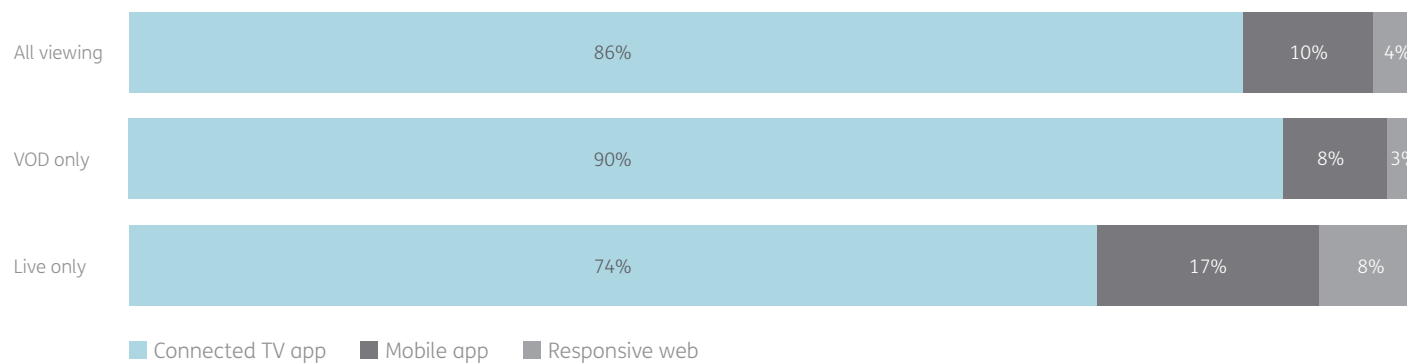


*Sky includes Sky Glass and Sky Q

Source: Adobe Analytics & FreeWheel, Jan-Dec 2023 vs Jan-Dec 2024. Percentages may not add up to 100% due to rounding

Viewing by device

% of time spent



Source: Adobe Analytics & FreeWheel, Jan-Dec 2024. Percentages may not add up to 100% due to rounding



Studios

2024 Highlights

STV Studios productions have won a total of eight awards this year, with a notable win at this year's BAFTA's for **Ellie Simmonds: Finding My Secret Family**, taking home the trophy for Best Single Documentary.

STV Studios delivered its first global streaming commission in 2024, with Apple TV+ crime drama **Criminal Record**, the fifth most viewed title and third most viewed new title on the platform this year in the UK.
Source: Barb (AsViewed), UK, individuals, Jan-Dec 2024, 28-day viewing to Apple TV+

STV Studios' antiques content has dominated Warner Brothers Discovery-owned channel, Really, for yet another year. Collectively, **Yorkshire Auction House**, **Celebrity Auction House**, and **Derbyshire Auction House** have reached 7.2m viewers across the UK in 2024, with the titles securing the top three most watched programmes on Really this year.

Source: Barb (AdvantEdge), UK, individuals, Jan-Dec 2024, viewing to Really channel, 3+ mins. continuous reach (reach inclusive of repeat programming)

21

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

403

hours produced

51

new series commissioned or recommissioned

25

returning series

14

new, returnable series

49

shows produced or delivered

Criminal Record

Criminal Record was STV Studios first commissioned title for a global streaming platform, premiering on Apple TV+ in January.

The crime thriller was a huge success, with the series the third most viewed new title on the platform in the UK across 2024.

In August it was announced that a second series has been commissioned, with production already underway as of January 2025.

5.9m

total views on Apple TV+ in 2024

62%

of viewers watched in the first 28 days of release

79%

of viewing was done by ABC1 Adults

752k

average views across the series.

52%

of viewers were 54 or under

1.2m

individual viewers reached



Essentials

Profiles

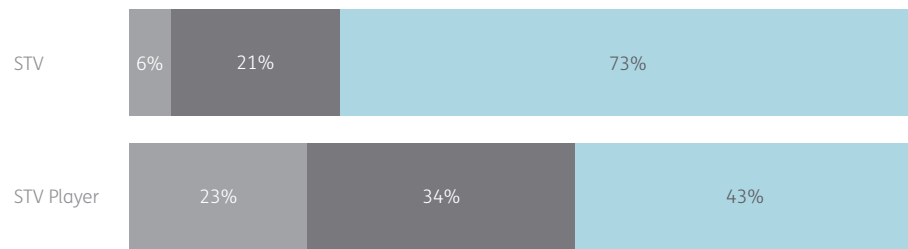
Gender

Men Women



Age

16-34* 35-54 55+



Social Grade

ABC1 C2DE

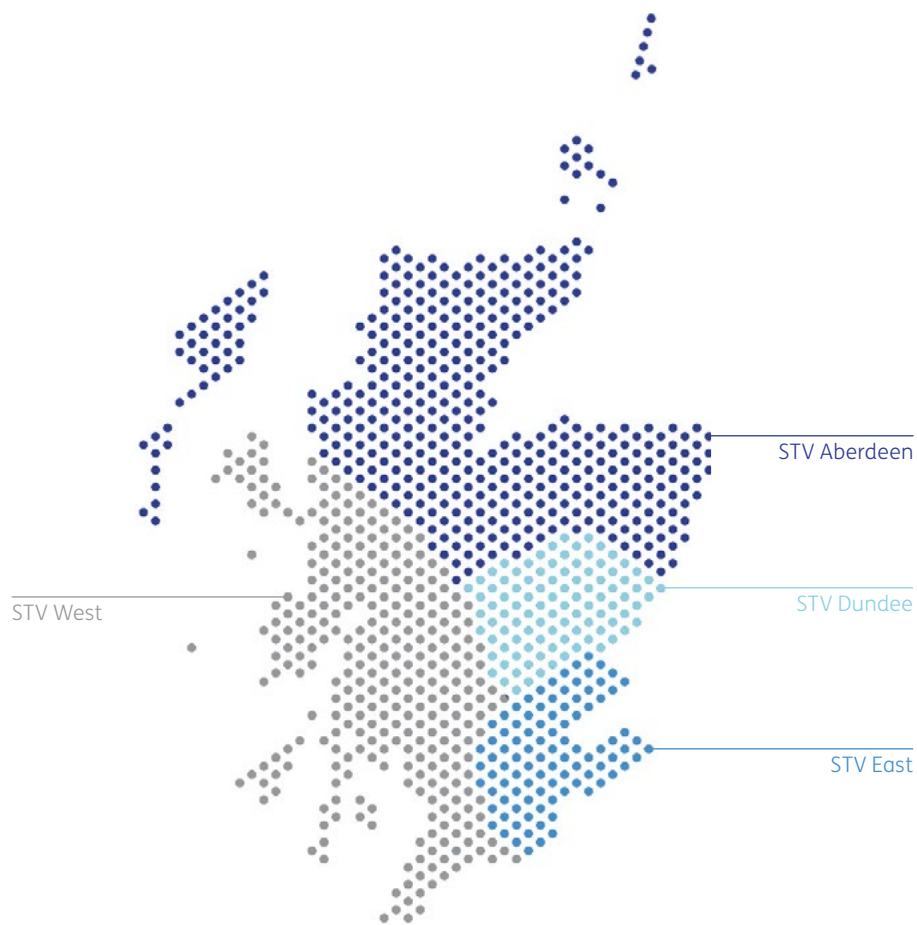


*18-34 on STV Player
 Percentages may not add up to 100% due to rounding.
 Source: Barb Jan-Dec 2024 (09:30-24:00), base (adults).



Changing Ends, STV & STV Player

Micro regions



Macro	4,078,000	Central	3,028,000	North	1,050,000
		West	2,073,000	Aberdeen	759,000
		East	955,000	Dundee	290,000

Source: Barb, Jan 2025, adults

Advertising by micro region

■ West Feed ■ East Feed ■ Aberdeen Feed ■ Dundee Feed

West

	SD	HD	+1
Freeview	■	■	■
Virgin	n/a	■	■
Sky	■	■	n/a
Freesat	■	■	n/a

East

	SD	HD	+1
Freeview	■	■	■
Virgin	n/a	■	■
Sky	■	■	n/a
Freesat	■	■	n/a

Aberdeen

	SD	HD	+1
Freeview	■	■	■
Virgin	n/a	n/a	n/a
Sky	■	■	n/a
Freesat	■	■	n/a

Dundee

	SD	HD	+1
Freeview	■	■	■
Virgin	n/a	■	■
Sky	■	■	n/a
Freesat	■	■	n/a

Platforms

Viewing by STV channel

	STV SD	STV HD	STV +1
All platforms	33%	64%	3%
Freeview	76%	19%	5%
Sky & Freesat	3%	97%	0%
Virgin	1%	98%	2%

Source: Barb Jan-Dec 2024 (09:30-24:00), individuals
Percentages may not add up to 100% due to rounding.

Service available in TV household

	Scotland	UK
Any TV	94%	94%
Freeview	41%	53%
Sky	26%	27%
Virgin	16%	13%
BT Vision	3%	3%
Freesat	2%	3%
OTT Homes	22%	17%
Any SVOD	70%	68%
Netflix	60%	58%
Netflix ad tier	9%	13%
Prime Video	46%	45%
Disney+	25%	25%
Disney+ ad tier	4%	2%
Discovery+	9%	9%
Paramount+	9%	8%
Apple TV+	7%	7%
NOW	6%	6%

Source: Barb Establishment Survey, Q3 2024 (OTT full year 2024)





Bringing in the Bells, STV & STV Player