

MARKET SNAPSHOT

UK Broadcasters on Social Video





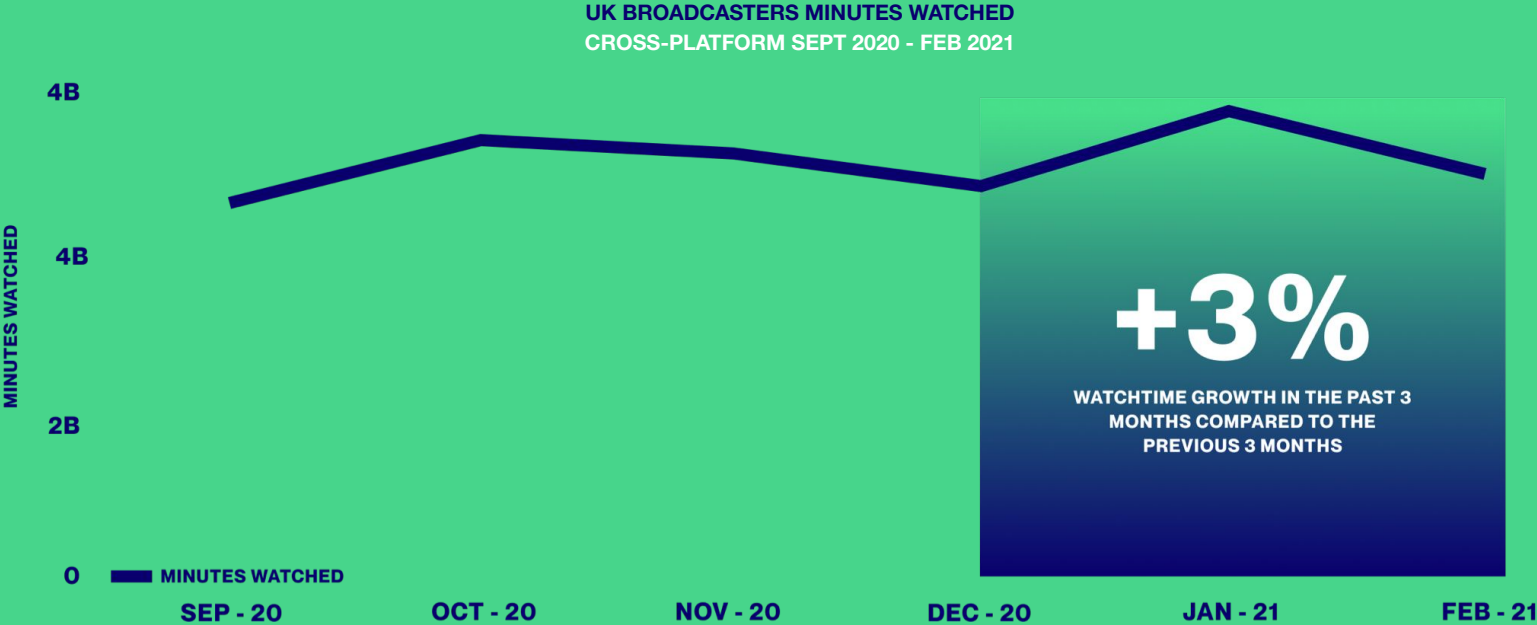
In the last several years, broadcasters around the world have seen younger audiences move away from the TV screen to smaller screens: their smartphones.

Broadcasters responded with different strategies and diversified content offerings to target these 18-24 year old audiences.

This snapshot analyses the performance and strategies of the biggest UK broadcasters as they aim to reach these Gen Z viewers on social video.

UK broadcasters generated **3%** more watchtime between Dec 2020 and Feb 2021 than in the previous 3 months.

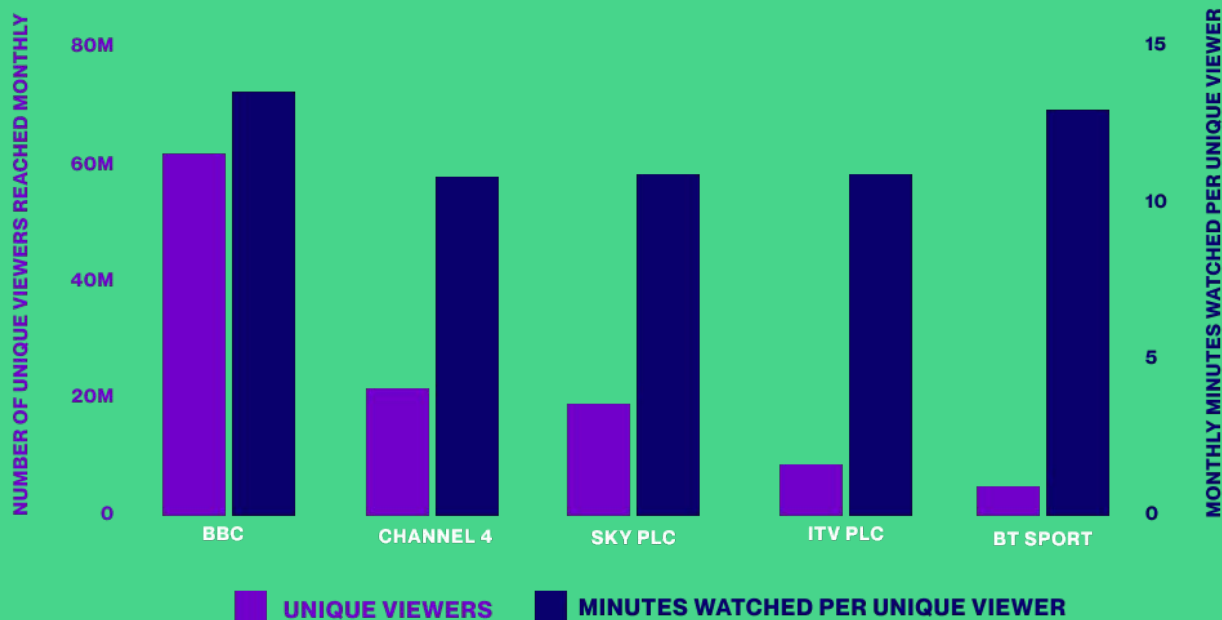
These broadcasters totaled more than **32B** minutes watched cross-platform between September 2020 and February 2021, which is the same as **60,882** years of watchtime.



BBC is the leading UK broadcaster for reaching and engaging 18-24 audiences.

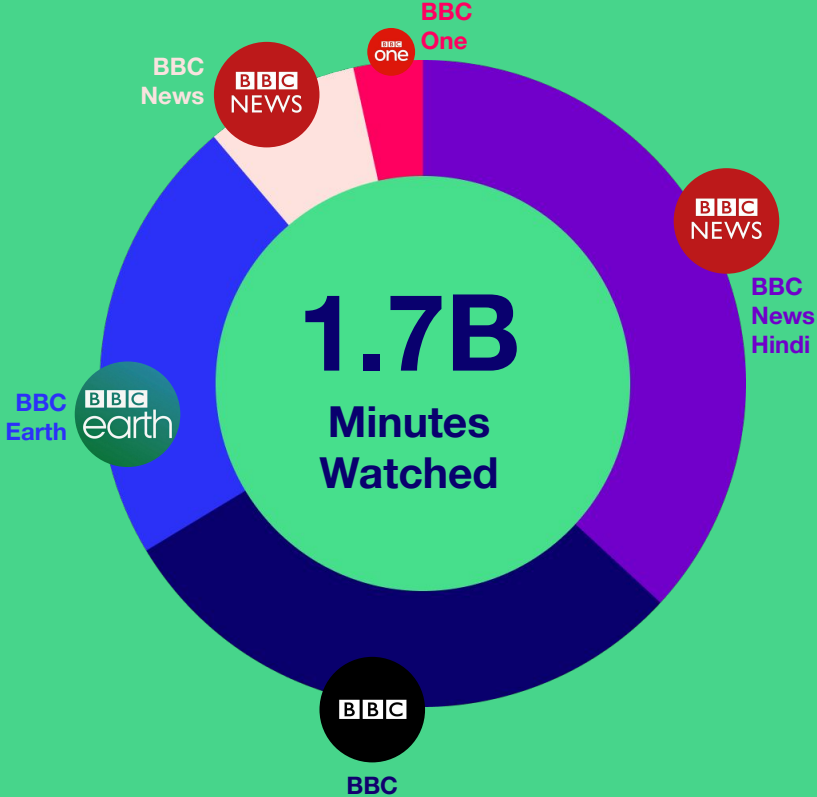
Tubular Labs | Audience Ratings | Average Monthly Number September 2020-February 2021 | Minutes Watched per Unique Viewers | Unique Viewers | Global | 18-24 | De-duplicated unique viewers across Facebook and YouTube based on 30-second views | Property Level | Custom List

Unique Viewers and Minutes Watched for 18-24 Audience from September 2020 to February 2021



Top UK broadcaster BBC engages young audiences primarily with its mix of News and Entertainment, as well as nature documentaries on BBC Earth.

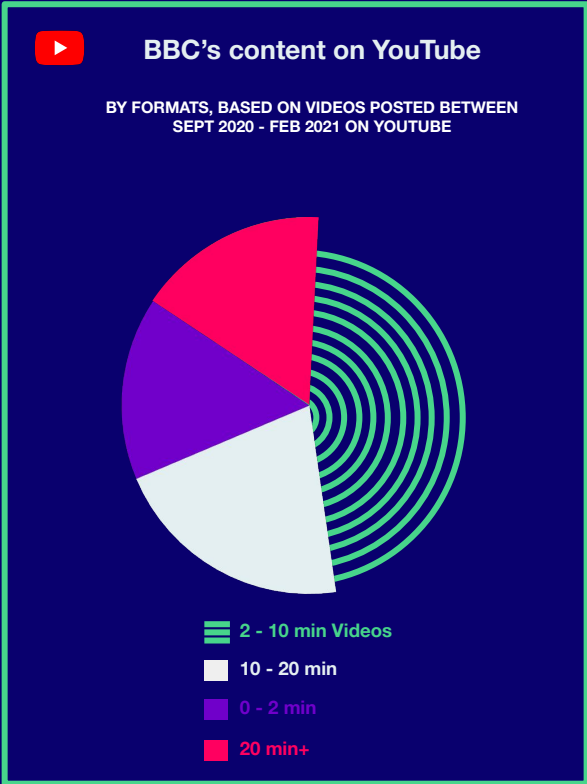
3150 years of content were watched by 18-24 year olds between September 2020 and February 2021 on BBC's top five channels reaching this audience demographic.



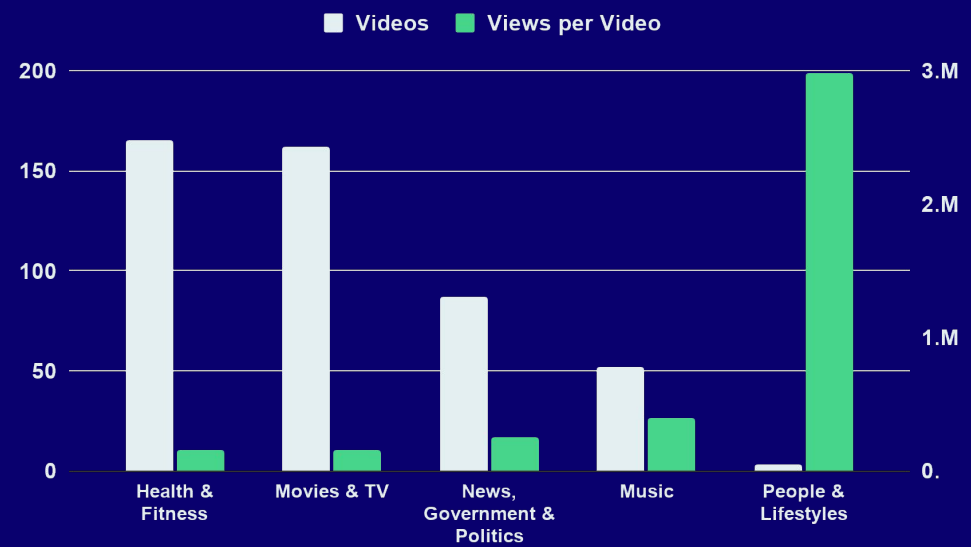
Tubular Labs | Audience Ratings | Minutes Watched September 2020-February 2021 | Global | 18-24 | De-duplicated unique viewers across Facebook and YouTube based on 30-second views | Creator Level | Top 5 BBC creators by 18-24 reach



BBC's channel strategy is based around **2-10min videos** and on **Health and Movies** content, but also sees demand for **People & Lifestyle** content.



BBC's social channel videos split by categories



Source: Tubular Labs | Intelligence | BBC Creator videos posted between September 1st, 2020 and February 28th, 2021 | YouTube



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