SKY: THE ATTENTION INDEX

How we watch and connect

January – June 2024

How we connect and what we watch

At Sky, we're here for millions of people, every day.

If you're a Sky customer, we bring you all the TV you love. The adrenaline of the big match. The series you can't stop watching. The shows you love to talk about. And we help you stay close to the people who matter. Bringing you small but mighty moments of connection, every day, through broadband and mobile.

We focus on what matters to you. Our ambition is to bring everyone the joy of a better experience – in TV, in mobile, in broadband. Because these things have the potential to add colour to our lives and make them richer. We can't strive to fulfil this ambition without understanding what all of us in the UK want.

We've researched attitudes and lifestyles across the UK, which reveals new and sometimes surprising things about how people's lives are changing and where we're placing our attention.

Through this report, we're sharing the things we've learnt over the last six months, from January to June 2024. Our focus is on people in the UK – on how they connect and what they watch.

This is the first of a regular series of six-monthly reports that will help us understand what is competing for our attention, and we hope you find them as fascinating as we do.

Dana Strong, Group CEO, Sky

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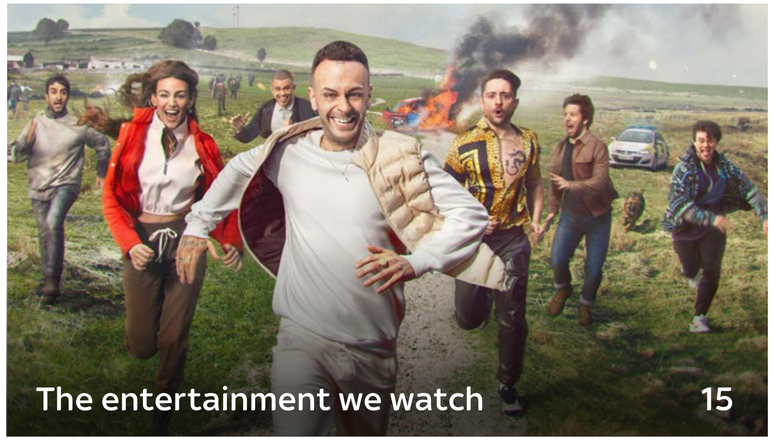
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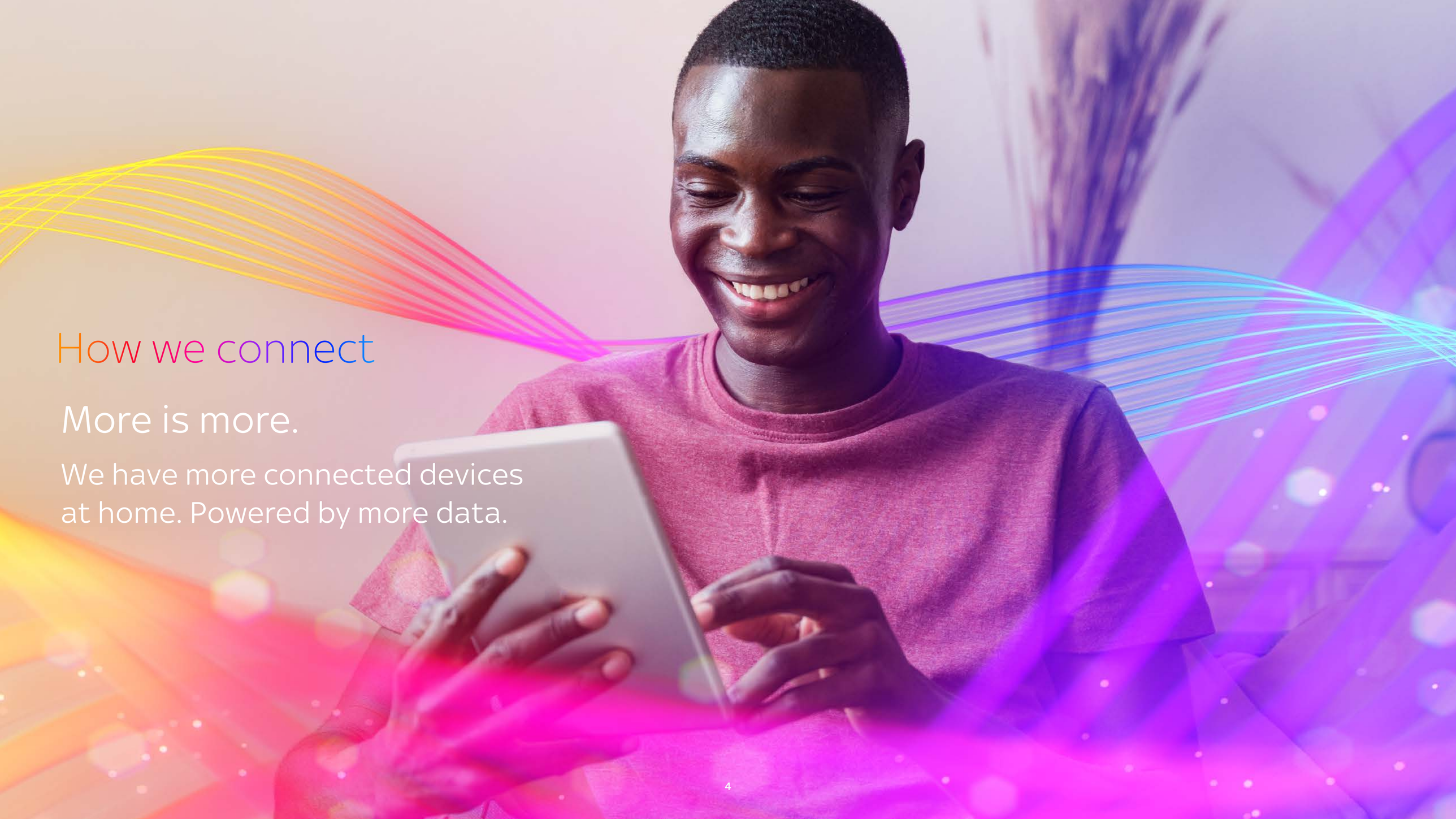
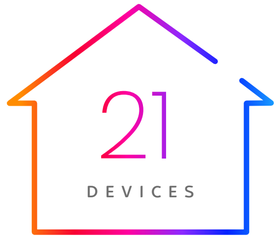


How we connect

More is more.

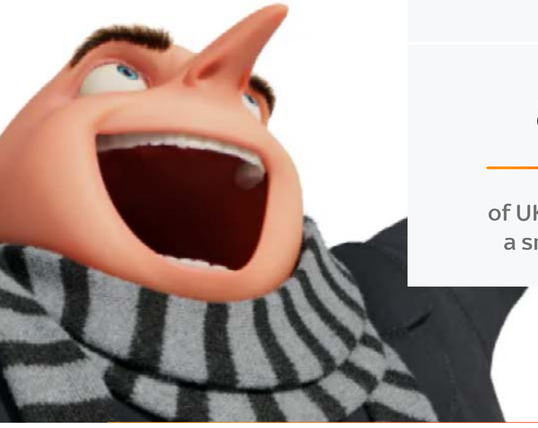
We have more connected devices at home. Powered by more data.

How we connect



At home, we use more connected devices than ever.

The UK average is 21 of these smart devices per household. And we're consuming vast amounts of data to get the most from all of them – powering everything from our wearable tech, to our home appliances, to our smart TVs. The numbers speak for themselves and show that the UK is moving towards an ultra-connected future.



Even smarter homes

88%

of UK adults own a smartphone

70%

of UK adults have smart TVs

41%

of UK adults have smart speakers

Sky Broadband customers used enough data to stream 13 billion movies in the last six months

To power this hyper-connected home life, Sky Broadband customers used over 19 billion gigabytes in the last six months alone[1]. That's enough data to stream 13 billion movies[2]. We're responding to this growing demand for data with more bandwidth and faster speeds. We now have 1.5 million homes taking a full fibre connection. And we want even more of our customers to be able to experience the connected home in all its glory.

Broadband usage surged when fans stayed home to watch the Champions League on the 9th of April

On the 9th of April, broadband usage peaked at 24.35 Tbps as people stayed in to watch Arsenal vs Bayern Munich and Real Madrid vs Manchester City. It's not just football that drives broadband usage though; on the 7th of February we saw a surge to 23.92 Tbps as Call of Duty Modern Warfare III Season 2 was released.

24.35 Tbps

Usage on 9th of April
Arsenal vs Bayern Munich and Real Madrid vs Manchester City

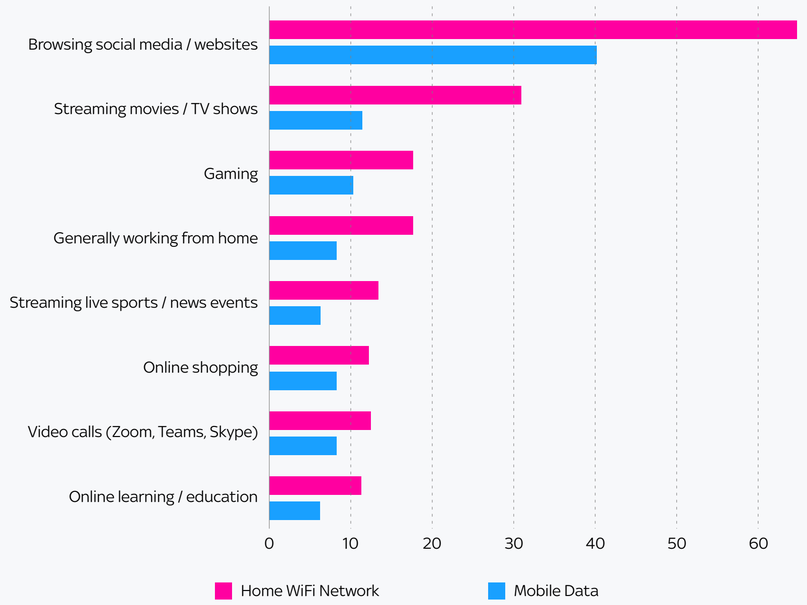
Social media and streaming TV eclipsed working from home on a daily basis

When we asked people what they use their home internet for every day, the most popular answer was browsing social media and websites, followed by streaming movies and TV.

Whilst some Brits are working from home nowadays, people report using their home WiFi more for social media, entertainment and gaming.

Our broadband traffic shows that the biggest uptick in traffic between 9am and 5pm is on Monday and Friday – suggesting they could be the most popular days to work from home.

Activities performed at least once a day (%)



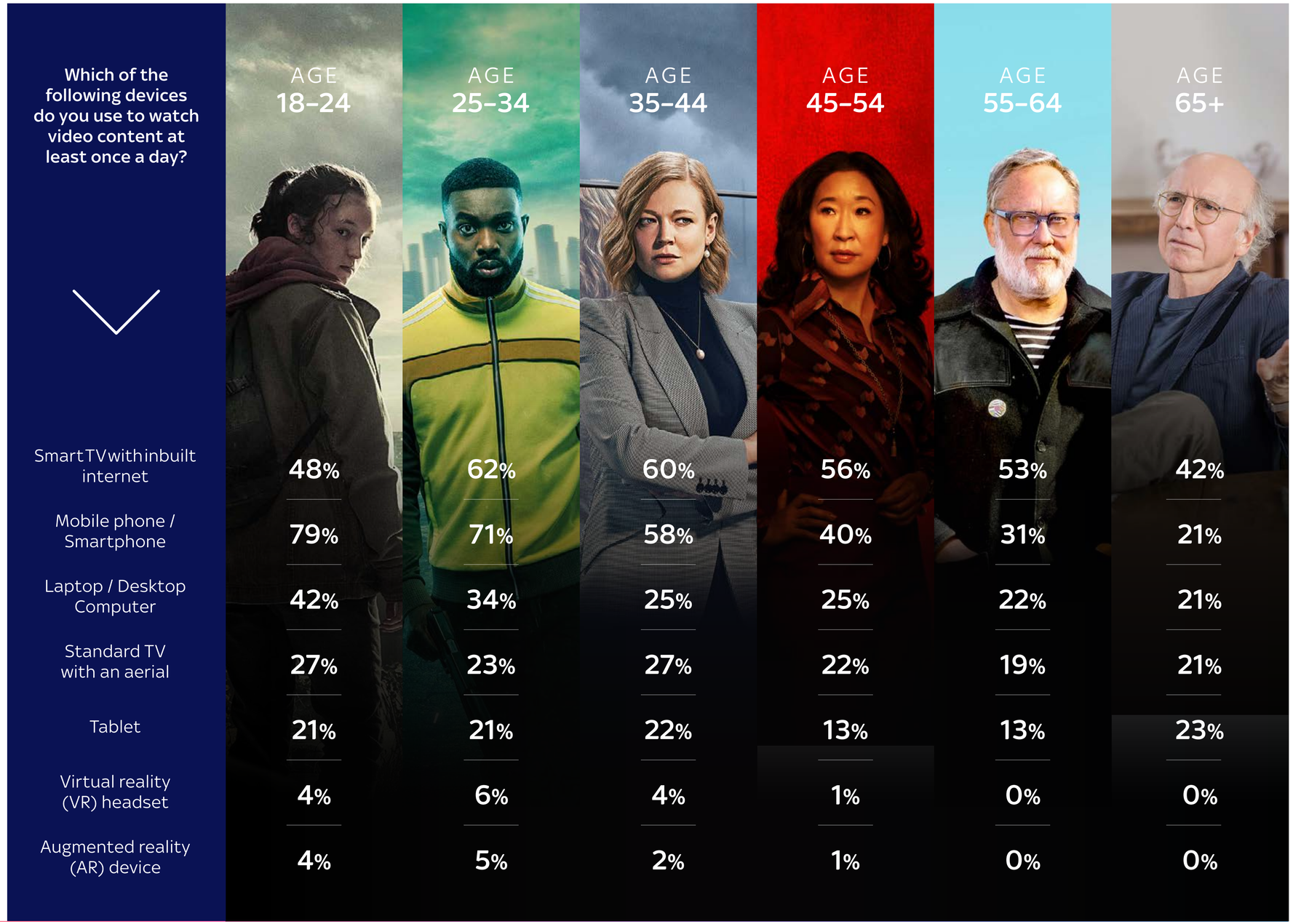
1 Sky Broadband customers used a total of 19.6 billion GB of data.
2 Based on the average size of an SD movie – 19 billion divided by 1.5 GB/Movie = 12,666,666,667 movies

Our screens grab our attention in and out of the home, with people watching more videos than ever on mobile.

Smart TVs are booming and according to our research, they're now people's favourite way to watch video content every day[3]. But when we're not watching videos on the big screen at the heart of our homes, chances are we're switching to the small screen we carry in our pockets.

Almost half of UK adults use phones to watch videos, every day[4].

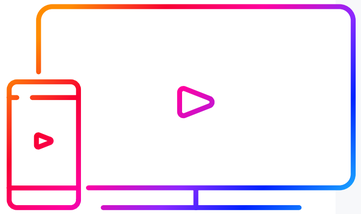
When it comes to watching video content on our phones, there's a generational gap. Gen Zs are three times more likely to watch videos on their smartphone, than those over 65.



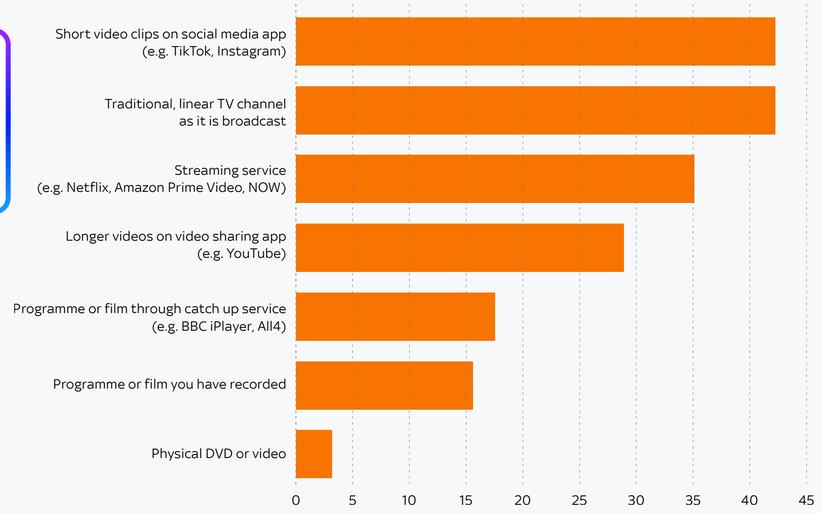
3 53%
4 49%

Social media viewership of video content is increasing, while linear TV broadcasts remain strong

Here's another important way that people's viewing habits are changing. Our research revealed that the two most common ways people are watching video content every day are via social media and traditional, linear TV broadcasts[5]. While social media viewership has increased in recent years, particularly for people in their teens, twenties, and thirties[6], linear TV remains strong, significantly outpacing streaming services and video sharing apps like YouTube in terms of daily viewership of video content[7].



Ways of watching video content at least once a day (%)



Three out of every ten Londoners watch video on the move

Around 30% of the Londoners we surveyed said they watch videos at least once a week when they're travelling. Across the country, Sky Mobile sees a spike in mobile traffic on weekdays at 8.30am to 95-100 Gbps, which shows that people are using their phones to entertain themselves on their way to work.

That Friday feeling drives a surge in mobile usage

The biggest spike of the week though comes on Friday afternoons, just after 3pm, when people are preparing for the weekend. The peak throughput typically reaches 130 Gbps on Friday afternoons, up to 5% higher than other weekday peaks at school closing time.

Sky Mobile customers made the most of spring, using more mobile data than in the winter

As the sun comes out, so do we. For Sky Mobile customers, average mobile data usage was 21% higher in June than in January. Usage grew consistently during the first half of the year as the weather got warmer and people spent more time out and about, to the point of reaching record levels in late June.

21% higher

Mobile data
Higher in June than in January

5 41% of UK adults reported watching video content daily on social media, and 41% of UK adults reported watching video content daily via a linear TV broadcast.
6 Those aged 18-24 were the most likely to report viewing video content via social media daily, at 77%.
7 34% of UK adults reported watching video content daily via streaming services, compared to 29% of UK adults who watch video content daily on video sharing apps.

Amber Pine

Managing Director of Connectivity, Sky

We're at an inflection point when it comes to the growing demand in the UK for data, bandwidth and speed. As this report shows, our homes are increasingly connected and on top of that, we want to scroll, stream and game, wherever we are. The roll out and take up of full fibre and 5G are crucial to meet this increasing need, in and out of the home. At Sky, we have brought our broadband and mobile teams together, to focus on the nation's connectivity holistically. We're scaling up to meet people's changing needs.

How we watch

One third of the TV watched by Sky customers is made by Sky.

How we watch

We spend an average of seven minutes looking for something to watch. That adds up to 120 days of our lives.

48%

scroll through the channels

34%

stick to their favourite channels or shows

32%

follow recommendations from friends or family

Time spent watching TV is higher than ever in Sky homes, outside of lockdown.

On average, Sky customers watch over four and a half hours of TV, every day[8]. One third of the TV they watch is made by Sky – including all our world-class sports, news, entertainment and movies.

From January to June, our customers watched over 2.1 billion hours of brilliant content made by Sky[9]. End to end, that's nearly 240,000 years' worth of viewing - longer than the entire span of recorded human history, in just six months.

We spend an average of seven minutes per day looking for something to watch. That adds up to 120 days of our lives

There's so much great TV out there. People told us that it takes an average of seven minutes per day for them to pick something to watch. That's 42 hours a year. Or 120 days of our lives[10].

Nearly half of us still scroll through the channels to find something to watch

We asked people how they make up their minds. Lots of people still do it the old-fashioned way, scrolling through the channels to find something they like the look of.

But Sky Glass and Sky Stream make life easier through Entertainment OS. Long gone is the endless scrolling, with Sky customers finding what they want to watch, faster and easier. They bring all the best TV from our partners – including the public service broadcasters and global streaming services Netflix, Paramount, Amazon Prime Video and much more – into one place. That means our customers can find what they want to watch, faster, without having to log in and out of multiple different apps.

Sky data shows that around 32% of app launches are from users that have found what they want to watch via the Sky Glass and Stream Entertainment OS user interface, instead of endless scrolling through individual apps. This is up 7% in a year.

Talking to our TVs

Sky customers can also talk to their TVs to find what they want to watch. Every week, people give Sky around 25 million voice commands. The most requested shows by voice are Peppa Pig and Paw Patrol, perhaps suggesting young families use voice when they're multitasking or in a hurry to put something on for the kids.

We're also a polite nation – in the last six months, we've seen over three million 'please' and 'thank you's' when people are making commands.

In the week House of the Dragon launched we saw over 30,000 voice commands to watch the show, and when Barbie launched, 25,000 voice searches for 'Barbie'.

8 BARB data
9 Sky Cinema/Kids/Sports/Ents/Store + FTA (Mix, Challenge and Arts), Sky News, Sky Sports News & Pay Partners
10 Based on average Brit watching TV once every day. 7 x 365 = 2555 minutes (or 42.5 hours). 2555 x 68 [average life span, 80, minus first 12 years of life] = 173,740. 173, 740minutes converted into days is 120.6.

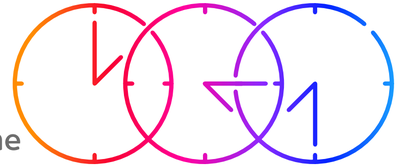
Sometimes, we can't get enough.

Nearly four in ten people watched an entire series in one go.

Often some of the best series leave us hanging at the end of each episode, desperate to find out what happens next.

Around four in every ten people couldn't shake that "maybe just one more..." feeling and said they had watched an entire series in one sitting over the last few months[11].

Young people aged 18-24 were more likely than any other age group to do this, with 55% having watched an entire series in a single sitting in the last few months.



More than ever, we do it in our own sweet time

More and more people are choosing to watch their favourite shows at a time that suits them, instead of watching them through live, linear broadcasts.

You can see this trend picking up pace in the way people have watched True Detective on Sky. True Detective Season Four clocked up almost 10 million viewing hours since it launched in January 2024. Around 46% of this viewing was through video on demand, whenever and wherever it suited people. When True Detective Season One launched ten years ago, only 9% of viewing was done via video on demand.

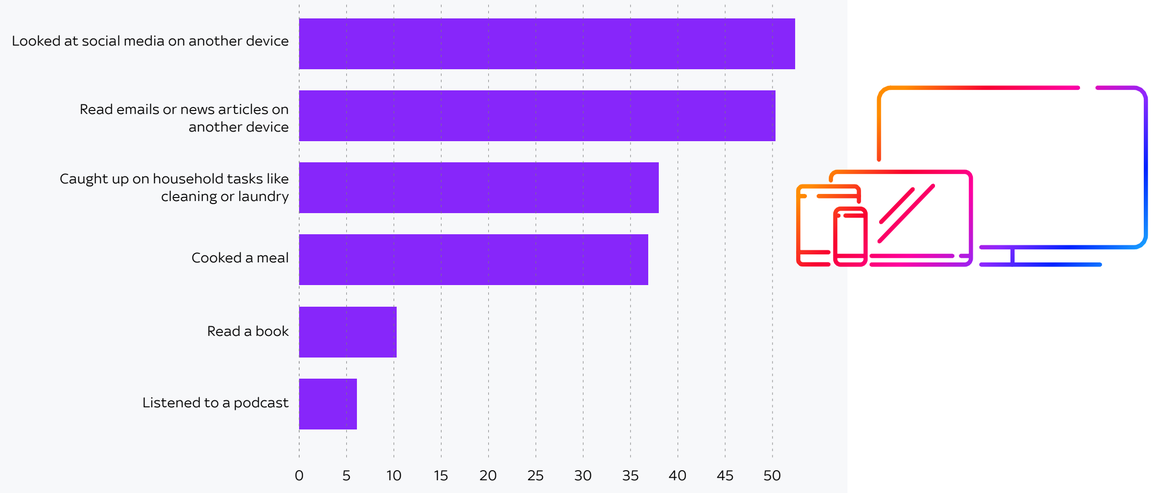
TV is the soundtrack to our lives, with 63% of people doing something else whilst they watch

With busy lives and long to-do lists, most people do something else while they watch TV. The most popular things to do whilst watching TV are browsing social media and reading emails or news articles.

We found that 18-24 year olds are most likely to watch TV whilst using their phone or tablet, with 43% saying they do this every day. They were also the only age group that said they enjoy TV more when they are multitasking, at 49%.

But they like to read what's on the screen, too - two out of every five 18-24 year olds said they watch TV with subtitles at least once a day. Only 10% of those aged 55-64 use subtitles on a daily basis.

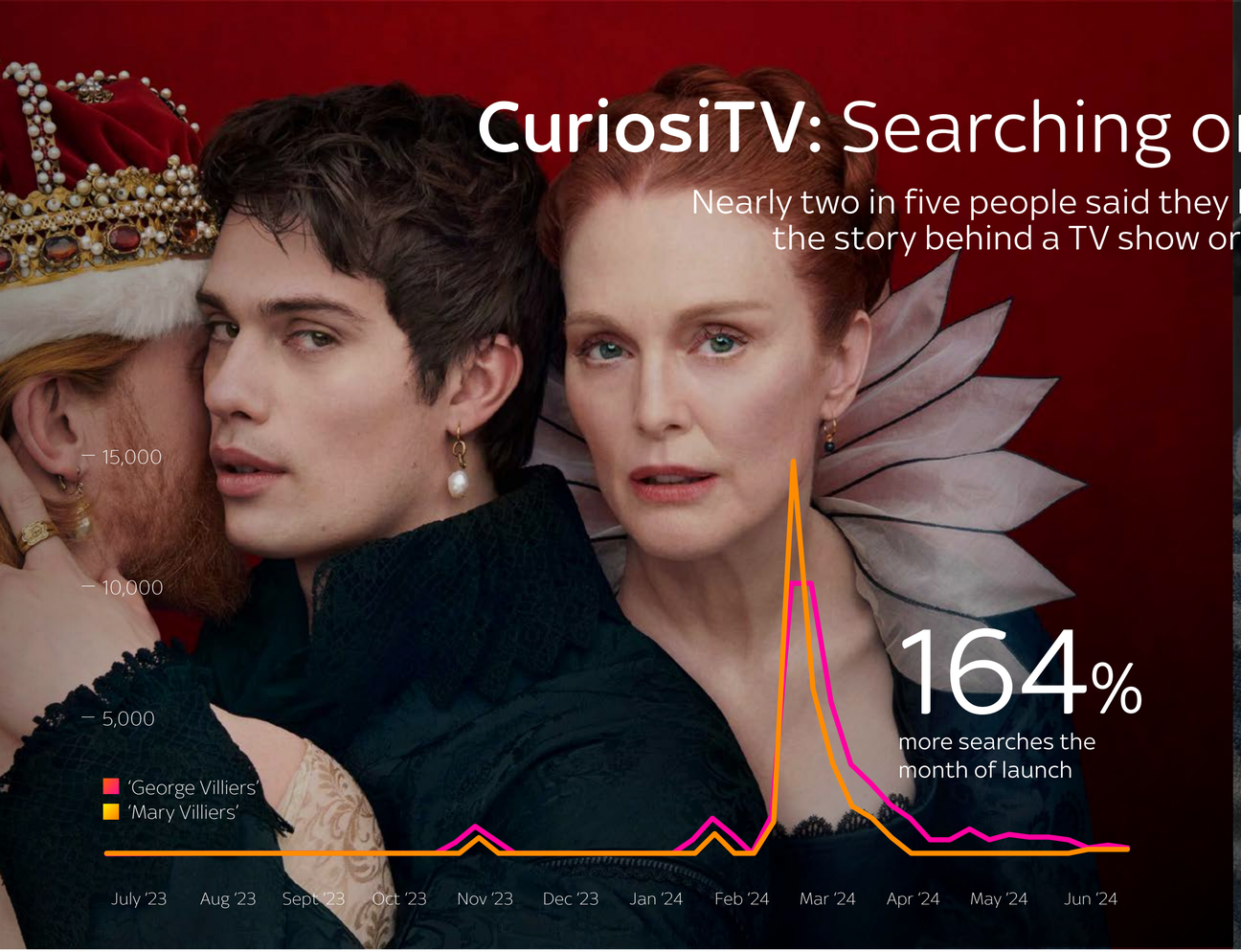
Which have you done while watching TV in the last two weeks



11 37%

CuriosiTV: Searching online, whilst you watch

Nearly two in five people said they looked up more information about the story behind a TV show or film, whilst they watched it[12].



164%
more searches the month of launch

230,000
searches in the month of launch

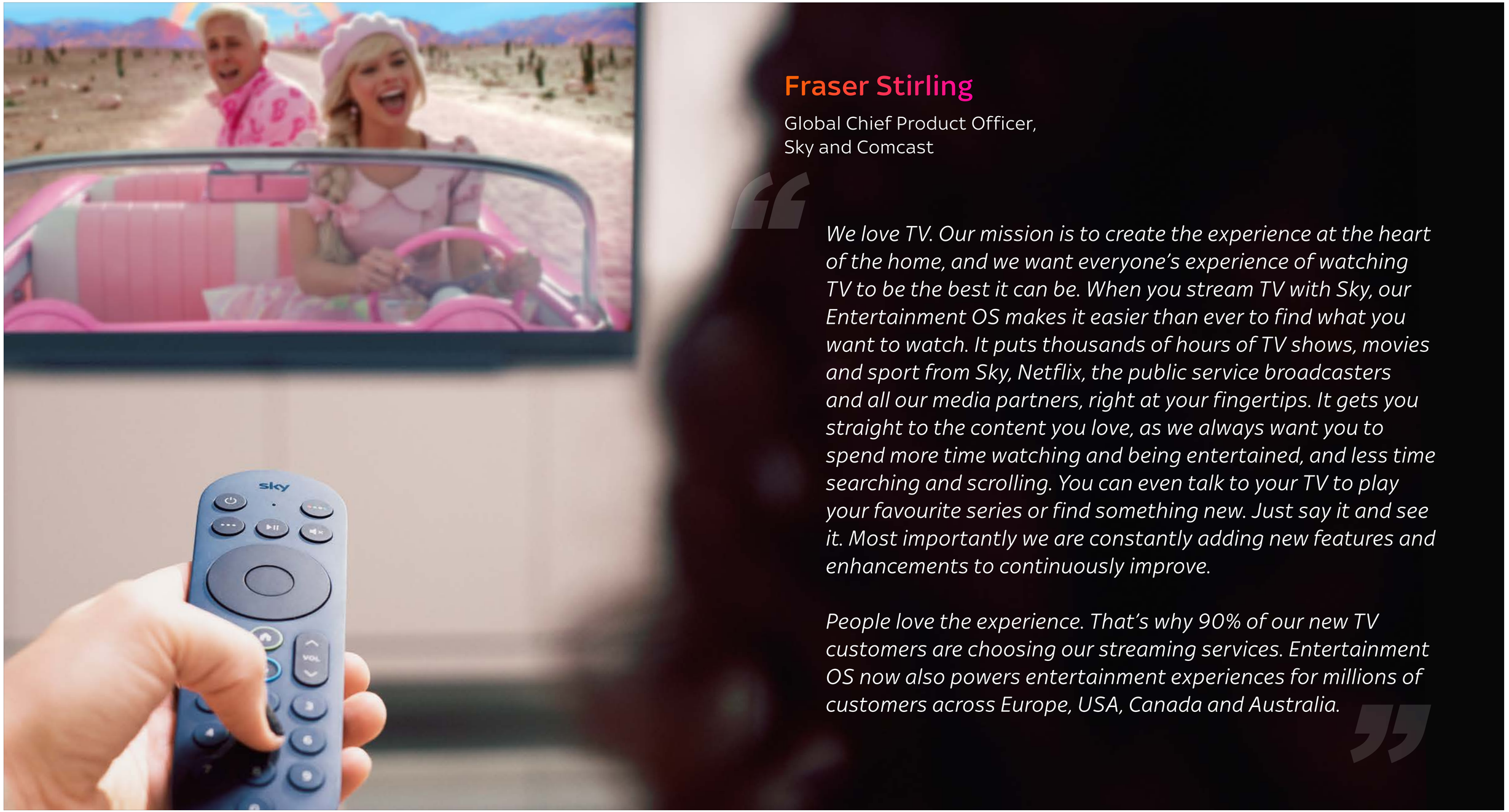
Mary & George

Google searches for **'Mary Villiers'** and **'George Villiers'** spiked the week 'Mary & George', our Sky Original drama, starring Julianne Moore and Nicholas Galitzine was released. Searches were up 164% for Mary and George collectively the month of launch vs the previous month.

The Tattooist of Auschwitz

Internet searches for **Auschwitz** in the UK increased by 107% in line with The Tattooist of Auschwitz airing on Sky – with over 230,000 searches in the month of launch. According to Google Trends figures, interest in Auschwitz was at its highest in 20 years, with other peaks being January 2005, January 2015 and January 2020, which coincided with 60, 70 and 75 years since the liberation of the camp.

12 37%



Fraser Stirling

Global Chief Product Officer,
Sky and Comcast

We love TV. Our mission is to create the experience at the heart of the home, and we want everyone's experience of watching TV to be the best it can be. When you stream TV with Sky, our Entertainment OS makes it easier than ever to find what you want to watch. It puts thousands of hours of TV shows, movies and sport from Sky, Netflix, the public service broadcasters and all our media partners, right at your fingertips. It gets you straight to the content you love, as we always want you to spend more time watching and being entertained, and less time searching and scrolling. You can even talk to your TV to play your favourite series or find something new. Just say it and see it. Most importantly we are constantly adding new features and enhancements to continuously improve.

People love the experience. That's why 90% of our new TV customers are choosing our streaming services. Entertainment OS now also powers entertainment experiences for millions of customers across Europe, USA, Canada and Australia.

The entertainment we watch

People love TV made in the UK.

Brassic

sky max

The entertainment we watch

Seven out of ten people told us it's important to support British production teams and performers[13]

At Sky, we invest in British made film and TV, because audiences at home and across the world love it. Through Sky Studios Elstree, we're proud to bring £3 billion in investment and thousands of jobs to the UK's creative industries.

Almost half of UK adults are more likely to watch a show if it's made in the UK

Almost half of the people we surveyed said that they are more likely to try a show if it's set or made in the UK, whilst 43% say their favourite films and TV shows are British[14].

Above all else, we think we're particularly funny - with 76% of UK adults agreeing that they enjoy the dry British sense of humour.

It's probably why our comedy does so well on Sky. Sky's biggest Original comedy, Brassic, had 2.3 million views across seasons one to five in the last six months, and that's before season six launches in September.

2.3m

views for Brassic in last six months

The Tattooist of Auschwitz was the top Sky Original drama

But it's not just UK content. The best-selling book, The Tattooist of Auschwitz, is loved across the world. Now Sky's adaptation for the small screen is winning people over. The Tattooist of Auschwitz, starring Jonah Hauer-King, Anna Próchniak and Harvey Keitel, was Sky's most popular original drama series in the last six months and the biggest Sky Original Drama launch since 2022[15]. More people watched the first episode of The Tattooist of Auschwitz than the first episode of the final series of Succession. And every episode has been watched by at least 1.3 million viewers. In total, it's clocked up 6.8 million viewing hours since it launched in May.

The Beekeeper was the Queen of Sky Cinema

The Beekeeper, starring Jason Statham, has been the best performing title on Sky Cinema this year, with 4.1 million viewing hours since premiering on the 8th of March. This is even higher than Barbie, which launched on Sky Cinema on the 29th of March and has had 2.6 million viewing hours.

Ted got the biggest laughs in 15 years

Ted, the comedy series about an irreverent and badly-behaved teddy bear, was a big hit with Sky viewers. It was the most successful US comedy launch audience on Sky, since records began in 2002, with 3.6 million viewing hours in the last six months.

Most Wanted in every way

It's not just new releases that are doing well on Sky. The FBI franchise remains a hugely popular TV show. In the last six months, our customers spent 24 million hours watching it[16].

13 70% 14 45% 15 Since Gangs of London Season 1 16 FBI S1-S6, FBI Most Wanted S1-S5 and FBI International S1-S3

One in three said old favourites lift them up when they're down

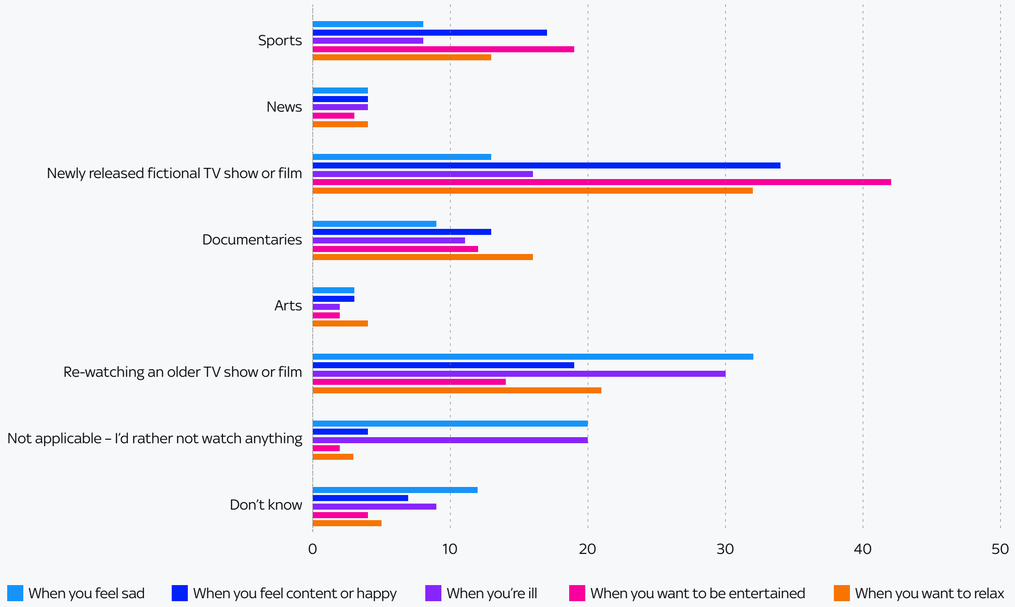
The old ones are the best – half of us watch them again

We love to return to the old classics. Over half of UK adults rewatch a favourite show or movie once a month[17].

One in three people told us they turn to their favourite shows when they feel sad[18]. Three in ten reported that they watch old favourites when they feel ill[19].

People are most open to new releases when they're feeling happy and want to be entertained[20].

In these different moments, which kind of programme are you most interested in watching (%)



Top 5 trips down memory lane

In the past six months, these have been the most popular series in our back catalogue. Millions of people enjoyed them again, or discovered them for the first time.

1

2

3

4

5

Reigniting the passion for old favourites

We often find that a new show will spark interest in an old series. Our hunch is that the standout success of True Detective Season 4 with Jodie Foster inspired fans to fall in love with the rest of the franchise, all over again.

Season One attracted three million viewing hours in this six month period, over a decade after it was first launched.

17 54% 18 32% 19 30% 20 34% of people are most interested in watching a new release when feeling happy, and 42% are most interested in watching a new release when they want to be entertained

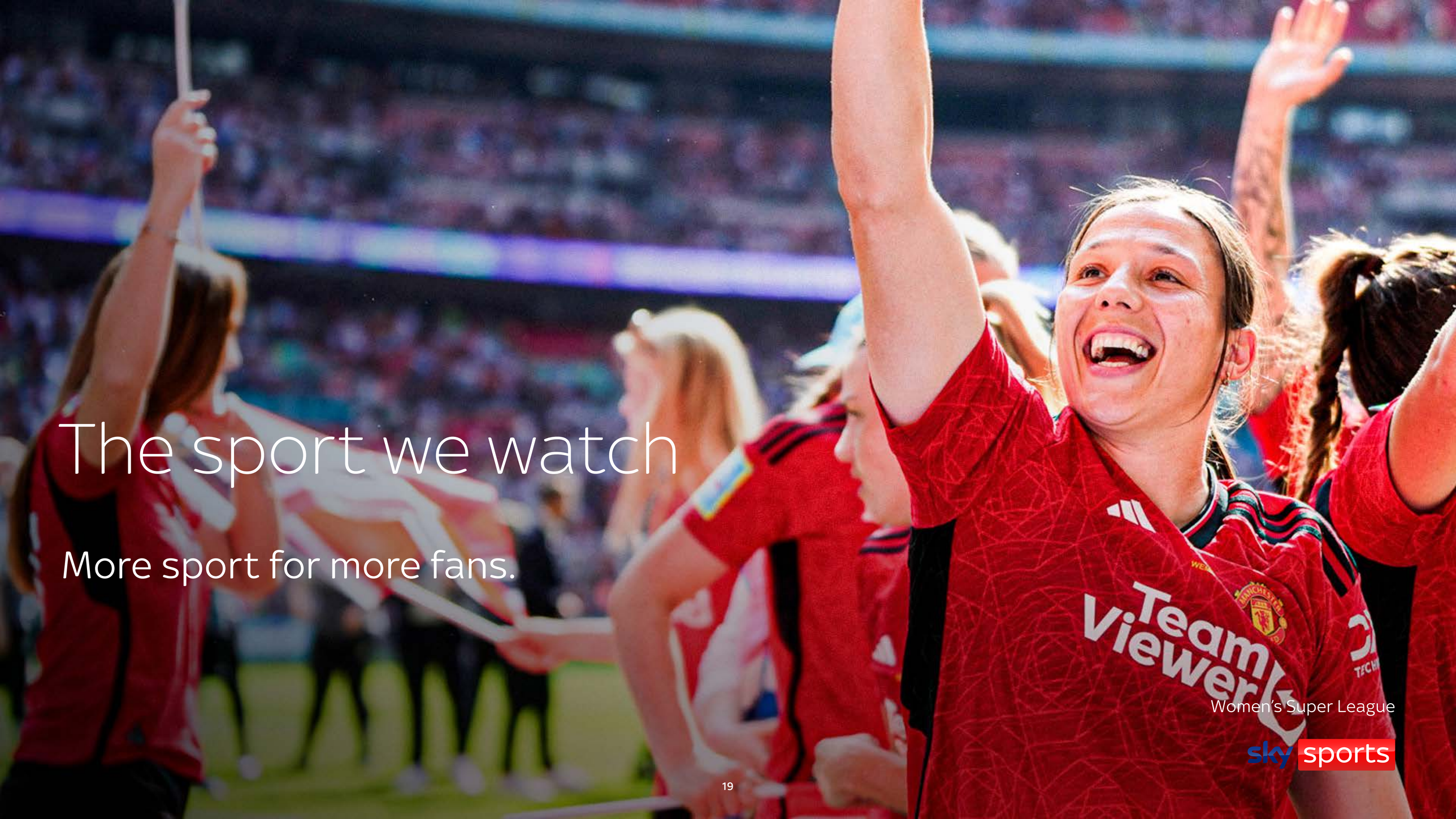
Cécile Frot-Coutaz

CEO of Sky Studios & Chief Content Officer for Sky

In the first six months of this year, we successfully premiered ambitious Sky Original series such as the historical psychodrama 'Mary and George' or the powerful and moving 'The Tattooist of Auschwitz'. Alongside this, we curate the best series from across the world, from 'True Detective Season 4', to the hilariously funny 'Ted' and post-apocalyptic 'The Walking Dead'. Our ambition is to bring our customers exclusive, original content that they love and that also creates a lasting impact. We can't wait for the rest of this year to offer our viewers even more of what they enjoy, including 'The Day of The Jackal', starring Eddie Redmayne and Lashana Lynch, the coming of 'rage' story 'Sweetpea', starring Ella Purnell, fan favourite 'A League of Their Own', and much more.

The Walking Dead: The Ones Who Live

sky max



The sport we watch

More sport for more fans.

Women's Super League

sky sports

The Sport we watch

Overall, viewing of Sky Sports was up 17% in 2023 - a record year for Sky Sports.

Over the last six months, sports fans watched nearly one billion hours of sport on Sky[21]. To put that into perspective, that's the amount of time it would take to train 100,000 football players to compete in the Premier League[22]. And our fan base keeps growing - in 2023, female viewing of Sky Sports was up 18%, and under 35 viewing was up 26%.

Female viewing up 18% and under 35s up 26%

To meet this growing demand for sport on Sky, we've locked in major sports rights until the end of the decade. This includes tennis, England Cricket, Formula One, Rugby Union and our landmark deals with the EFL and Premier League. This breadth of sport ensures we have something for everyone.

Our new deals mean an increase in the amount of sport customers can watch. From 2025, at least 215 Premier League games will be available to Sky customers, every season. That's an increase of 70%. And it's not just the Premier League. Our deal with the English Football League, starting this summer, will see over 1,000 matches broadcast live each season on Sky Sports. All 72 EFL clubs will be shown at least 20 times live each season.

21 936m hours watched of Sky Sport
22 Average training hours from 6-21 years old for a Premier League player is 10,920 hours. One billion divided by 10,920 = 91,575

Football's top of the tables

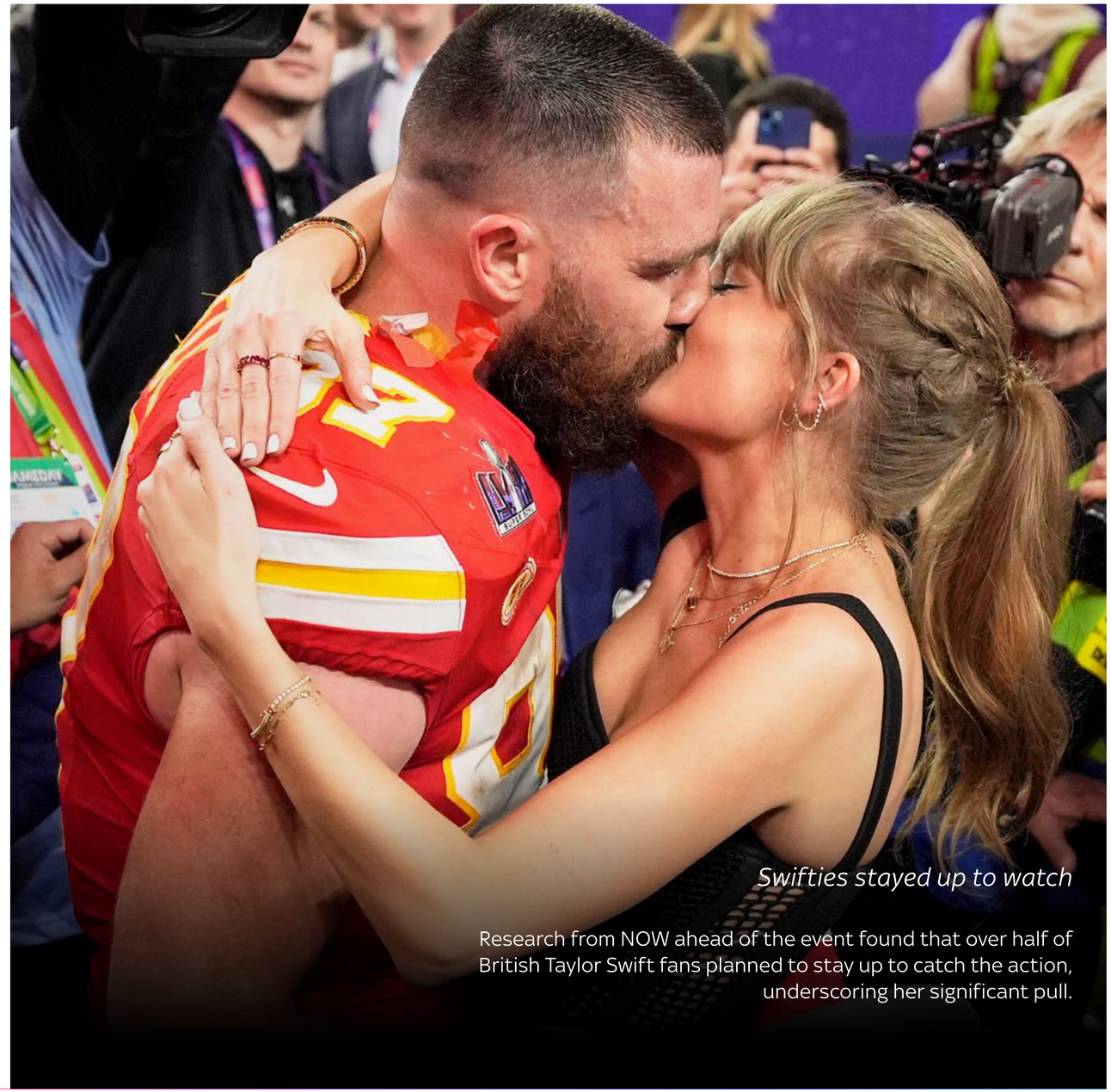
In the UK, we're football crazy, and football mad. And football is by far the most watched sport on Sky. In total, a staggering 313 million hours of live football were devoured by Sky viewers over the six-month period. In the 23/24 season, across the Premier League, English Football League, Scottish Professional Football League and Women's Super League, viewership was up 9%.

Football moves the dial for Sky Mobile

Football is the single biggest traffic driver for Sky Mobile. On the 14th of May, the Premier League match between Tottenham and Man City caused a 5% spike in data usage, rising from 84 to 88 Gbps. This was felt even more on Championship Sunday, 19th of May, when the final match day saw a 13% surge in data consumption after 4pm, from 102 to 115 Gbps. This translated across to the Euros, too, with data up 10% from the previous Sunday to 113 Gbps during the gripping England vs Slovakia match on the 30th of June.

The Taylor effect on the NFL

The Super Bowl lit up screens in February 2024, blasting previous records with an impressive 49% boost in viewership. Thanks, perhaps, to the Taylor Swift effect, the event saw a surge in female viewers, reaching 100,000 more women – a 93% jump from the previous year. Sky Sports coverage proved more popular among younger audiences than free to air coverage, with Sky Sports taking a 56% share of total Super Bowl viewing vs ITV for under 35s.



Swifties stayed up to watch

Research from NOW ahead of the event found that over half of British Taylor Swift fans planned to stay up to catch the action, underscoring her significant pull.

Darts hits the bullseye

The meteoric rise of 17-year-old Luke Littler in the PDC World Darts Championship sent shockwaves through the sport, dramatically boosting viewership figures. The young sensation from Warrington dazzled at London's Alexandra Palace, defeating experienced competitors and coming second overall.

Viewership increased by over 200%

This buzz translated into record-breaking numbers: the PDC World Darts Championship final enjoyed a 204% increase in viewing, with average viewing for the final at 3.1 million. Outside of football, it was the most-watched event in Sky Sports history.

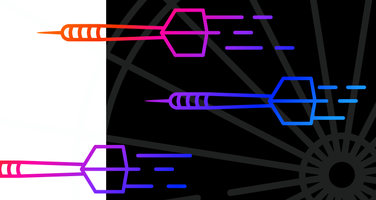
Public excitement for darts after the World Darts Championship was palpable, with Luke Littler becoming one of the most watched individuals on Sky Sports web and app with average views across his videos reaching 23.6k – more than Harry Kane (12.5k) and Erling Haaland (19.2k).

Luke Littler became a household name

A combination of Luke's rising stardom and greater public awareness of the sport brought darts into mainstream culture. Luke was a guest on the Jonathan Ross Show, Comic Relief and appeared on The Sidemen podcast with social media stars.

It was clear that Luke Littler was going to be a household name when Sky Documentaries commissioned a celebratory access-all-areas docuseries ahead of the 2023/2024 PDC World Championship. The documentary, 'Darts', will come out later this year.

Premier League Darts viewership was up 189% this year, cementing darts' status as a thrilling spectator sport.



The rise and rise of women's sport

Sky has been working hand-in-hand with our partners to help grow women's sport for three decades. In 2023, we were home to over 70% of all televised women's sport. We broadcast more hours of women's sport than all other broadcasters put together.

We have an unrivalled year-long women's sport calendar, including Women's Super League, Scottish Women's Premier League, England Cricket, The Hundred, US Open Tennis, Women's Tennis Association Tour, all five women's golf Majors, England & Super League netball, boxing, Rugby League, National Collegiate Athletic Association & Women's British Basketball League, F1 Academy, darts, and more.

Nearly half of UK adults watched a women's event in the last year

More people are watching women's sport than ever. Around 44% of people said they watched a women's sporting event on TV in the last year.

Female tennis fans outnumber the men

The number of female fans watching sport on Sky is growing. In 2024, all tennis on Sky Sports has reached 2.75m individuals - women make up over half of the average daily viewing on the Sky Sports Tennis channel.[23].

The Miami Open in March was a particular highlight, drawing the highest viewing to the channel yet. Women accounted for 52% of the viewing, and we're excited to bring a new group of fans the sport they love.

Even more love for women's football

We are attracting even more female fans and younger fans to the WSL, with Sky Sports live games seeing females make up 38% of the viewing vs 37% on free to air, and 26% of the viewing under 35 vs 14% on free to air.

The Women's Super League also enjoyed eye-catching moments this season, with the final game of the season, Manchester United v Chelsea, peaking at 392,000 viewers, up 66% from last year's final of the season peak.

23 57%

Jonathan Licht

Managing Director, Sky Sports

Sky is the home of live sport in the UK & Ireland, connecting millions of people to the sports they care most about. With rights to many of our biggest sports events locked in until the end of the decade, we will keep delivering these captivating moments week in, week out.

For the last 30 years, we have provided exceptional coverage of live sport, keeping innovation at the heart of what we do to give sports fans the best possible viewing experience, and 2024 is no exception. With the launch of Sky Sports+ this summer, Sky Sports subscribers will get to watch even more of the sport they love.

The news we watch
The full story, first, for millions of people.
sky news

The news we watch

At Sky News, we give you the full story, first

Because when you've got the full story, you can make up your own mind. We believe this has never mattered more. We are available free, wherever you get your news: online, live-streaming, on TV, and via our app

Sky News reach over the last six months

15m	24m	169m
	Reach per month	Reach per month
People watched Sky news broadcasts	Sky News website and app	Facebook, Instagram, TikTok, and YouTube

The biggest stories

The news cycle in 2024 has been densely packed. This election year of 2024 has come on top of wars in Ukraine and in the Mideast—and now renewed interest in the political environment in Europe and especially in America.

Sky News was again named 'News Channel of the Year' by the Royal Television Society, who called out our comprehensive reporting of the main news stories in the UK and around the world. It's the seventh year running that Sky News has received this honour.

Some of the biggest stories from Sky News: January – June

The lead up to the General Election

When the General Election was called on 22nd of May – Sky News had a reach of over two million on TV, as people watched the Prime Minister at the time, Rishi Sunak, stand outside of Number 10 where he declared it was the "moment for Britain to choose its future".

The idea that this was a momentous moment for the country was felt and the public continued to be hooked as the political campaigning went on. On the 12th of June, Sky News held its leader special, The Battle for Number 10, reaching 2.45 million people over its 90 minutes. Around 18% of these viewers were under 34, 37% were aged 35-54 and 45% were over 55.

The audience for the Battle beat our 2015 and 2017 leaders debate viewing figures and provided our highest peak audience figures for the year so far.

Israel-Gaza war

Over nine months into the Israel-Gaza war, the public continue to watch and engage with the pivotal moments happening in the Middle East. On the 13th of April, Sky News reached 1.92 million people, rising to two million the following day. This followed Iran's missile strikes on Israel – one of a number of international crises that put our share of all UK TV viewing above 5%, including PSB channels.

Sydney Westfield Attack

The devastating attack in a Sydney mall, where six people were killed, happened the same weekend as the Iran attack on Israel. Sky News reach a combined 2.9 million over this April weekend.

Trump Trial Verdict

Sky News reached 1.89 million people when the historic verdict of Trump's trial was announced, making him the first former US president to be criminally convicted. Coming just six months before he makes his bid to return to the White House, a moment like this felt so big and momentous it caught the attention of so many of us in the UK

Lessons from the lead up to the General Election

by Jonathan Levy, Executive Editor and Managing Director, Sky News

Our Battle for Number 10 leaders format proved resilient and informative for audiences in this campaign. By approaching it in a different way, we avoided the traps experienced by other broadcasters of shouty exchanges and a wave of soundbites.

Our viewing numbers told the story of our success. The Grimsby event beat our 2015 and 2017 leaders debate viewing figures and provided our highest peak audience figures for the year so far.

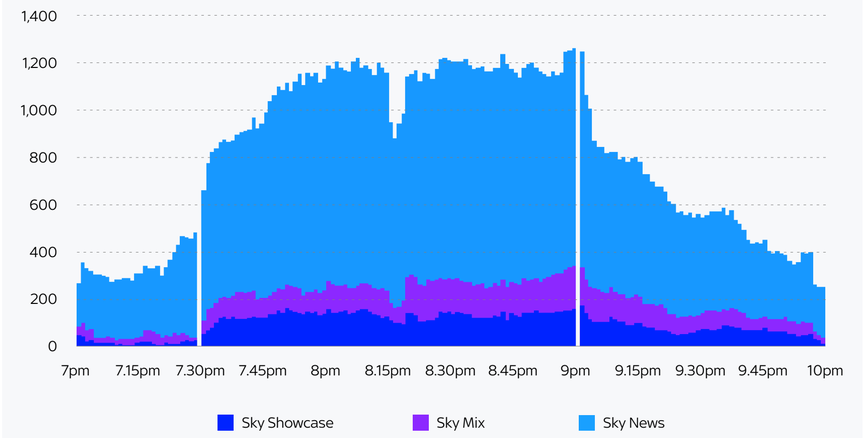
In this election, the political parties have utilised data more than ever. Much of the media decided to do the same. From our regular campaign checks and online focus groups to the in-depth polling and analysis of the online election, we were able to identify the trends that matter and learn which claims from politicians that people just didn't believe.

Audiences increasingly expect data-driven journalism, especially online, and in this election we saw broadcasters doubling efforts to meet this challenge – if done correctly, that's an asset to election coverage.

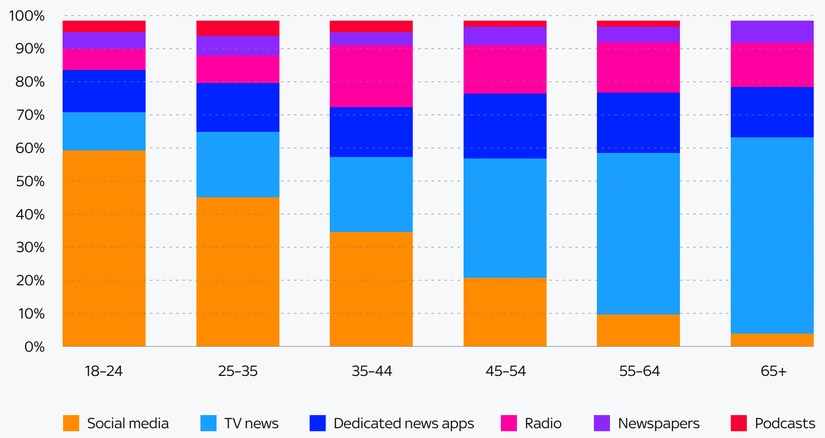
Our own social channels saw more engagement during this election than any other campaign in history and in today's world social media is a good litmus test of how much people are engaging with an issue.

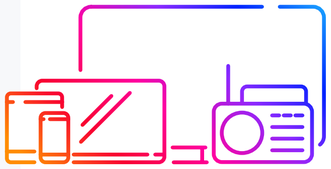
This was truly the first podcast election. We've seen many media organisations double down on their audio output. Our own Electoral Dysfunction and Politics at Jack and Sam's podcasts have each almost received two million downloads around the General Election. I believe that political podcasts are only going to increase in their influence, so watch this space for what comes next time around.

Minute by minute audience figures for the Battle for Number 10 [24]



From which platform do you hear about news stories first?





Connecting with younger audiences on social media

Linear TV is the most popular way to watch the news for those aged over 45, whilst social media is the dominant source of news for people aged 18-44. Over half of (56%) 18-24 year olds get the latest headlines from their social feeds first.

It has never been more important for news brands to get their stories into people's social media feeds to ensure everyone has access to news they can trust.

Sky News is one of the most-watched English language news brands on social media

In 2024 to date Sky News has had 1.23 billion global video views across Facebook, TikTok and YouTube. This makes Sky News the second biggest major news publisher in the UK on these platforms.

From January – June 2024, the most viewed videos on Sky News platforms included:

- Three out of four Moscow terror suspects plead guilty – **41.9 million** TikTok
- Farmers smash through police barricades and dump manure in protest over EU policies – **30.9 million** YouTube
- Biden freezes during holiday celebrations – **28.6 million** TikTok
- Moment bridge in Baltimore collapsed – **9.3 million** YouTube
- Moment man flees after attempted break-in at a Texas property – **8.4 million** TikTok

24 BARB data

David Rhodes

Executive Chairman, Sky News Group

The full story, first – that's our journalistic proposition, and our audience promise.

Our award-winning news report is available free, wherever you get your news.

We know that millions turn to Sky News for eyewitness reporting whenever something big happens. People stay with us for fair, expert analysis.

We are so encouraged that this approach brought a greater share of audience to our General Election coverage in 2024 than in either of the last two such cycles – and equally encouraged to see a one-third uplift in digital traffic across the same coverage.

The upcoming US Presidential Election has implications for audiences everywhere, and we're more committed than ever to serving our audiences with the best reporting through these delicate times.

Find out more.

From the explosion of smart devices in our homes, to the rise of watching video on our phones. From the evolving search for our next favourite series, to the power of sport reaching a new generation of fans and new female viewers. These are just a handful of the trends that are shining through in our data, revealing how people's lifestyles, tastes and appetites are changing.

For more on Sky's economic and cultural contribution to the UK, take a look at *Powering Creativity*, our report on Sky's impact on the creative industries.

About Our Research

Working with Public First, we conducted extensive polling of a representative sample of over 3,000 individuals representing every region in the UK. Public First is a member of the Market Research Society. The full tables for all the data used in this report are available to download from Public First's website.