



SKY

SKY: THE ATTENTION INDEX

How we watch and connect

July - December 2024

Foreword: Dana Strong

"At Sky, we have data from millions of customers on how they're watching TV and how they're connecting online and on mobile. We're always working to find newer, better ways to bring people the joy of a better experience in TV, mobile and broadband. So, understanding the trends in this data enables us to do better for everyone, giving people more of what they need and love.

To build on our own insights about how people's tastes, habits and expectations are changing, we partnered with Public First, to commission new research. The result is this report - the latest in our series - a comprehensive look at where millions of Britons are placing their attention, and what that means for the future of TV and the future of connectivity in the UK.

Through this report, we're sharing insights from the last six months of 2024. And we identify the emerging trends that will shape the way we watch and connect over the coming years. I hope you find these insights just as fascinating as we do."



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How We Watch

Meet the Future of TV in the UK

The UK's entertainment landscape has changed beyond recognition. We've shifted from a world of limited choice with a shared **"mono-culture"**—where a handful of shows and channels are watched by the entire nation simultaneously—to a **"multi-culture"** media environment with more diverse, personalised content spread across multiple formats and devices.

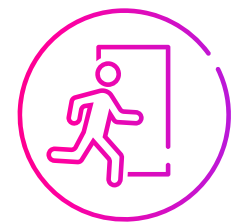
As viewer preferences evolve, the **TV landscape is transforming**. No longer are viewers passive recipients of pre-scheduled programming; they have become **active curators of their own entertainment experiences**. In other words, the **difficulty today is not lack of choice, but instead crafting an engaging and cohesive TV experience**. Viewers must navigate an unprecedented array of linear channels, streaming services and social media platforms to construct their personal viewing schedule.

To better understand these shifts, we worked with independent research agency **Public First** to uncover what truly shapes modern viewing habits. Surprisingly, demographics like ethnicity, financial background or even political leanings play less of a role than expected. Instead, our research reveals that audiences naturally cluster around three core motivations:



WATCHING TO BE INFORMED

seeking knowledge and staying up to date



WATCHING TO ESCAPE

immersing in storytelling and entertainment



WATCHING TO KEEP UP WITH TRENDS

engaging with culturally relevant content

These motivations give rise to four distinct **viewing personalities** that define how UK audiences engage with media today.

The Four Viewing Personalities Shaping the Industry



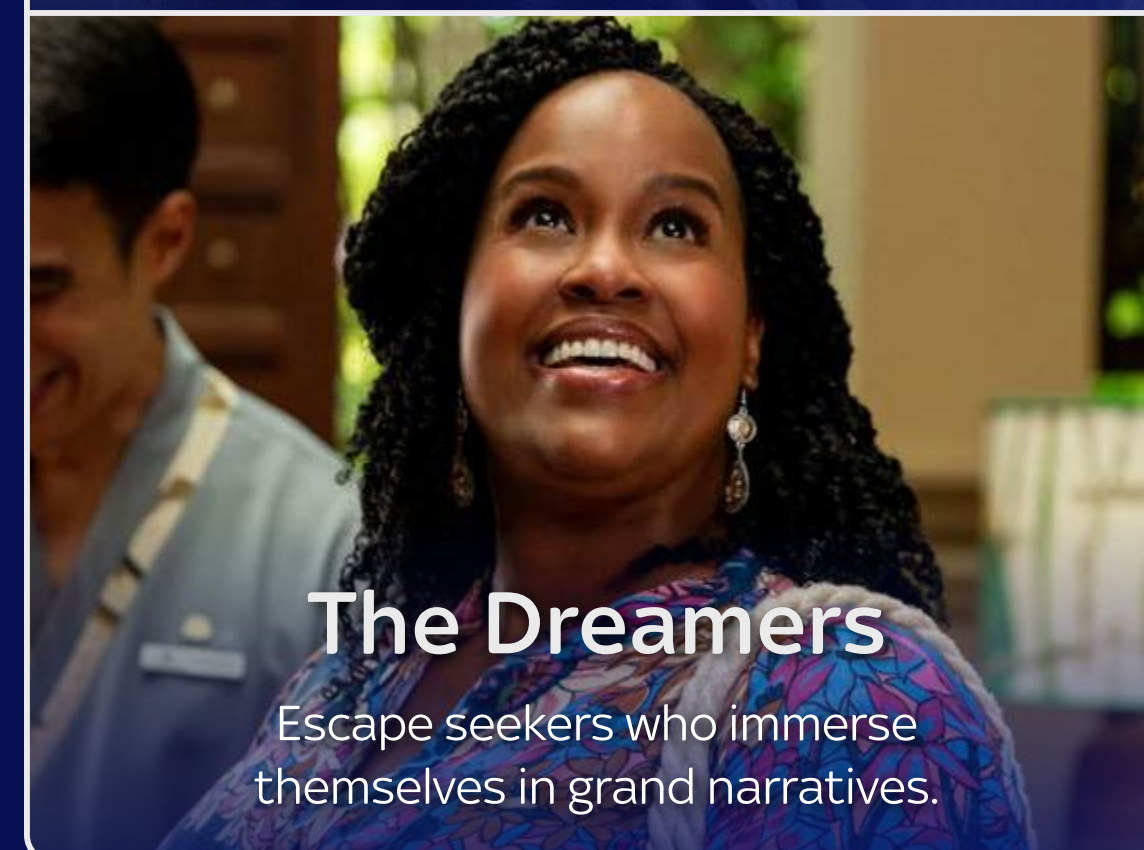
The Detectives

News-driven, inquisitive, and purposeful viewers.



The Casuals

Passive, routine-driven viewers who stick to familiar genres.



The Dreamers

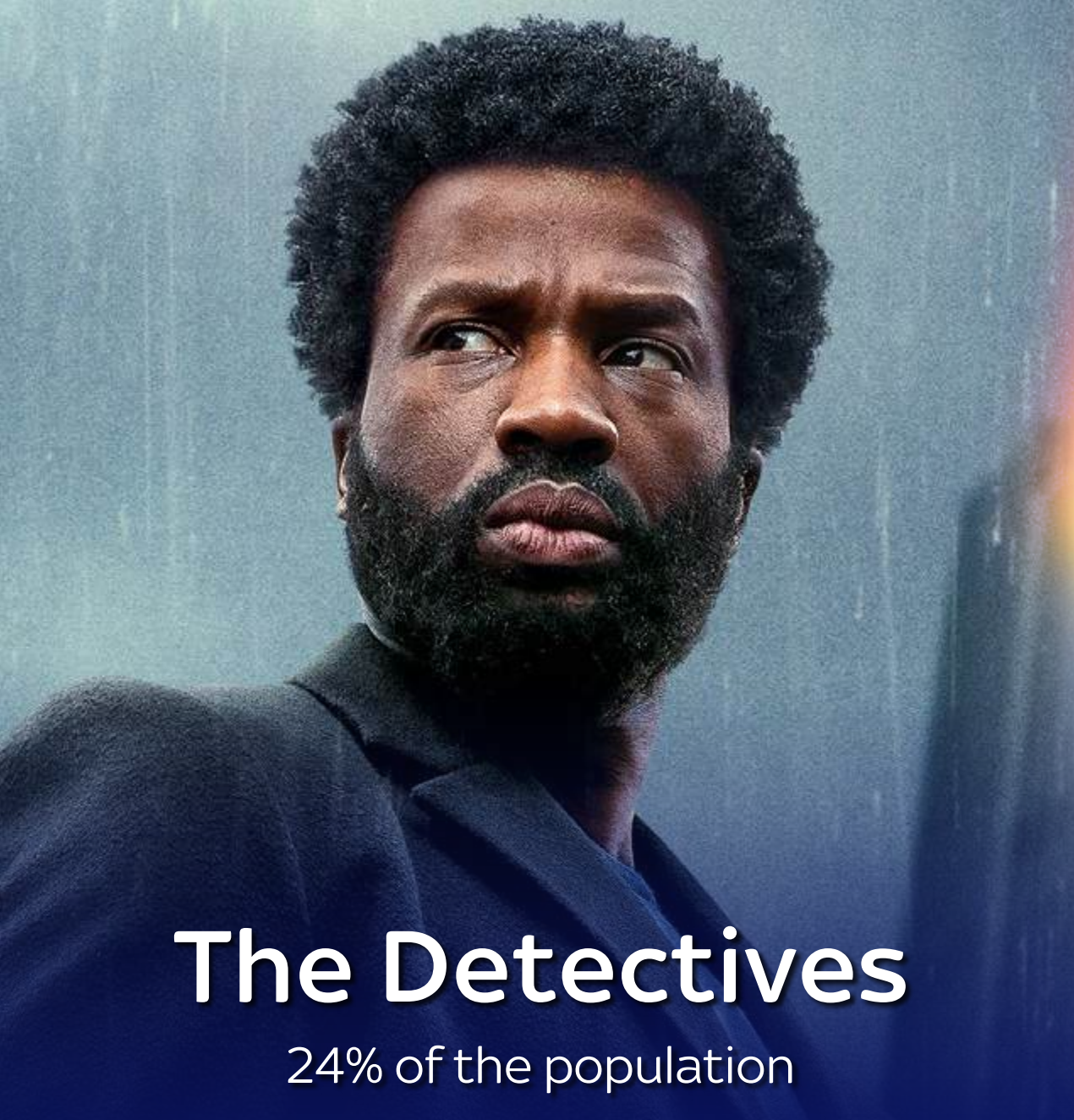
Escape seekers who immerse themselves in grand narratives.



The Trendsetters

Trend-savvy curators who consume a variety of acclaimed content.

This segmentation offers fresh insights into how content is consumed, how streaming platforms can better serve their audiences, and where the future of TV is headed.



The Detectives

24% of the population

Driven by an insatiable curiosity and a commitment to **staying informed** (87%), this group thrives on traditional, linear TV. Known as 'The Detectives,' they are the most likely to tune in to **live broadcasts** multiple times a week (67%).

The oldest bunch, with an average age of 55, The Detectives watch TV with a purpose—**news updates** after work, a **well-crafted documentary** and **sporting events** particularly football. The majority of this group are **averse to binge-watching** (83%) and horror films (64%).

That being said, they still appreciate comedy and annual traditions like **holiday specials** and **New Year's Eve countdowns**, proving that even the most analytical minds enjoy a bit of light-hearted entertainment.



The Dreamers

28% of the population

The Dreamers turn to TV for a break from reality. From the epic stakes of House of the Dragon to the spellbinding allure of Wicked, The Dreamers seek out grand, emotional, and visually stunning narratives. For them, entertainment is more than just a pastime—it's a way to immerse themselves in gripping narratives and escape the pressures of daily life.

This group, with a slightly younger average age and a strong skew towards **women (64%)**, is the most likely to binge-watch an entire series in one sitting. They gravitate toward **drama, mystery, and thriller genres**, and tend to dislike sports and reality TV.

This cohort wants to be entertained without thinking too hard (86%), allowing them to **relax and unwind** after a long day (89%). However, their escapism doesn't mean total disconnection—they're the **most likely to read texts and messages while watching TV (66%)**.



The Casuals

14% of the population

Unlike other segments, this group is the least engaged with content, often consuming TV **passively** or **out of habit**. In fact, 1 in 10 people in this cohort told us that they never watch TV with their full attention.

The Casuals, who are **slightly older than the national average**, prefer a more selective approach to their TV viewing. They enjoy a **calm and steady routine**, often steering clear of reality TV and major sports finales. Instead, they find joy in the familiar and the comfortable, appreciating the simplicity of **their favourite shows**.

While they may not be the first to adopt new technology, with only 2% reporting that they try new tech upon release, The Casuals value **reliability and tradition**. They're most likely to take their time to embrace new gadgets, ensuring they fit seamlessly into their **well-established routines**.



The Trendsetters

34% of the population

This **highly passionate** bunch is the **youngest group** and **most voracious content consumers**, The Trendsetters carefully curate their entertainment choices, seeking out **globally acclaimed series** and **award-winning films**.

They love both popular shows and hidden gems, with 89% enjoying buzz-worthy content and 82% seeking undiscovered content.

They invest heavily in entertainment, being the largest group of Sky subscribers and often paying for multiple subscriptions from different providers. Additionally, **42% go to the cinema monthly**, nearly double the national average. The Trendsetters are also **early adopters of new gadgets and technologies**, with high ownership of wearable tech (32%), smart home devices (31%), and VR headsets (9%).

What does this tell us about content consumption habits?

Our findings reveal that people are watching more than ever before—a trend that isn't confined solely to traditional TV viewing. Audiences immersed in high-quality content are also more likely to be active online, using platforms to discuss plot twists, dissect character arcs, and share cultural moments as they happen. This **cross-platform behaviour is creating a dynamic environment** where content isn't just consumed—it's celebrated, critiqued, and shared in real time, deepening the viewer's overall experience.

Moreover, the **shift in consumption habits is closely tied to technology adoption**. The same groups driving demand for premium shows are also the most eager to invest in state-of-the-art devices, and **consistently watch the majority of their content on smart TVs**.

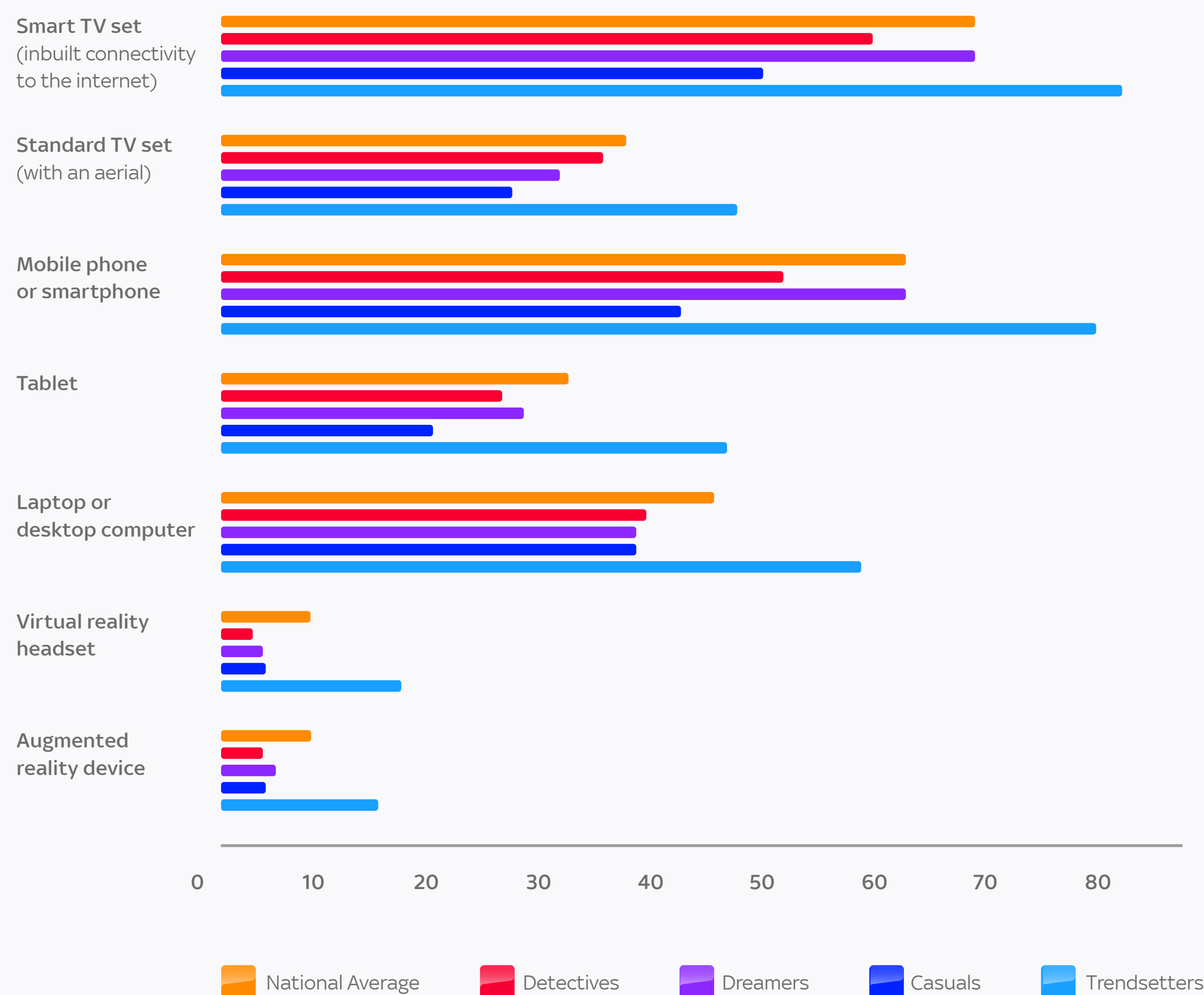
As these tech-savvy, engaged viewers continue to set the pace, those who remain passive are gradually phasing out, signalling a transformative moment for the industry—one where **active participation and technological innovation go hand in hand**.



Sky Introduces Sky Essential TV

Sky is making premium entertainment more accessible with **Sky Essential TV**, a new entry-level pack offering top-tier content from **Sky, Netflix, and discovery+** for **just £15 a month**. With **over 100 channels**, including hits like *The Day of the Jackal* and *House of the Dragon* on Sky Atlantic, plus Netflix favourites like *Squid Game* and *Stranger Things*, it's the perfect way for new customers to experience Sky's world-class entertainment. Available on **Sky Stream and Sky Glass**, Essential TV requires no dish—just plug in and start watching.

Which devices do the clusters watch video content on multiple times a week?



“TV is at the heart of Sky. Our passion for delivering a better viewing experience drives us to continually evolve our products and shape the future of entertainment. As a comprehensive aggregator of entertainment, news, sports, and more, **Sky brings together the best of all worlds across multiple platforms**, ensuring that everyone finds something they love.

Building on this commitment, **our recent launch of Sky Glass Gen 2 represents the next evolution in delivering a smarter, more integrated TV experience.** Drawing on the success of our first-generation Sky Glass, Gen 2 redefines home entertainment—**delivering immersive cinematic quality through brilliant picture and sound** without the clutter of wires or multiple devices.

Designed with a sleek, elegant aesthetic that fits seamlessly into modern living spaces, Sky Glass Gen 2 is powered by our intelligent Sky OS platform, which curates everything viewers want to watch from live TV, streaming apps, and social platforms all in one place. In doing so, it not only **simplifies the viewing experience but also keeps pace with the evolving habits of today’s audiences.**

Whether individuals tune in for the excitement of the latest must-watch show, or to unwind after a long day, we help to ensure every moment spent watching is **nothing short of extraordinary.**”

Fraser Stirling

Chief Global Product Officer





The Entertainment We Watch

Beyond the Screen: Film and TV Spark New Hobbies

For younger generations, film and TV aren't just entertainment—they're a gateway to new passions, experiences, and connections. With an unprecedented variety of content at their fingertips, young audiences are **turning their favourite films and shows into real-world experiences**.

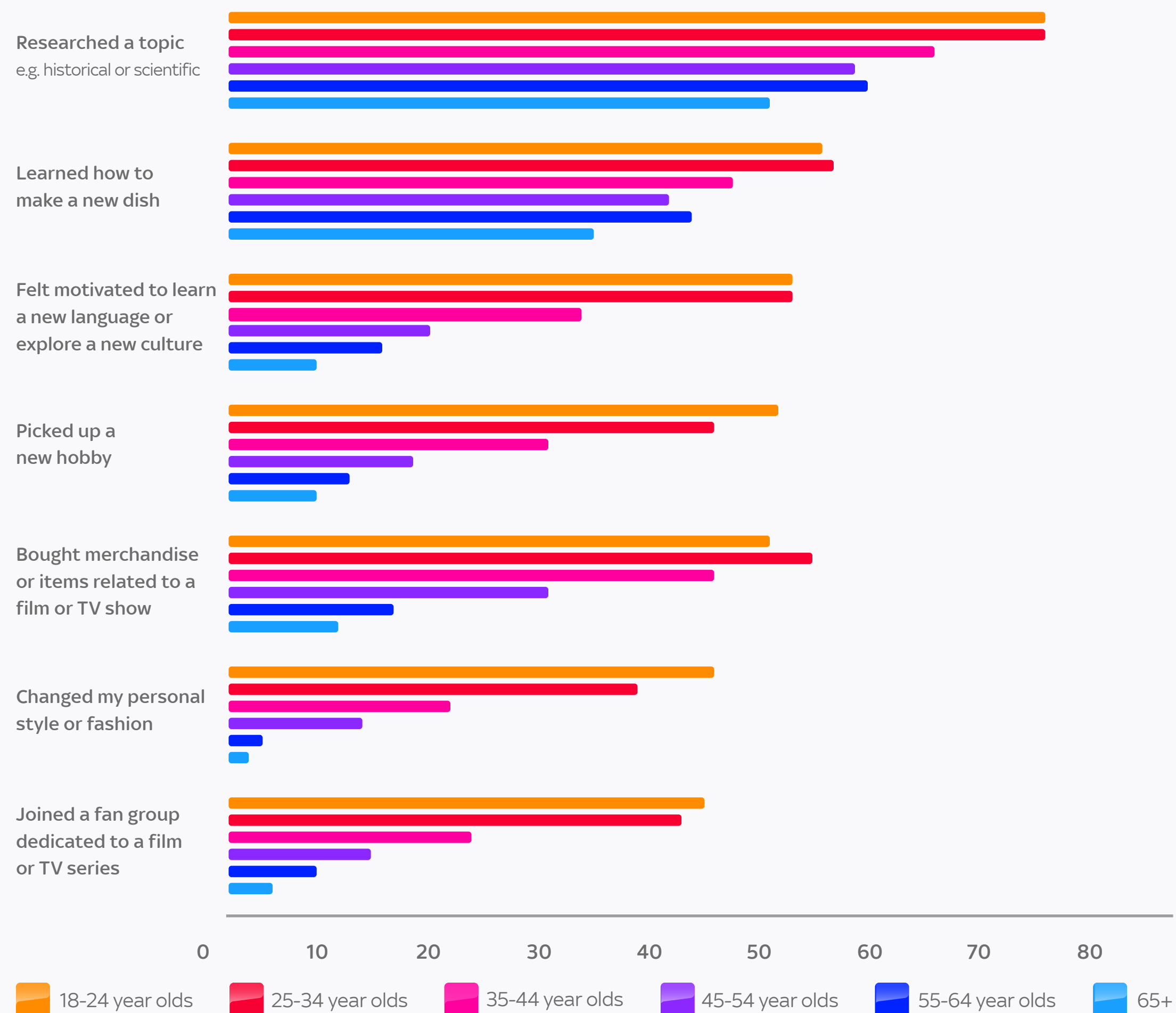
18-24 year olds reported that their favourite shows have encouraged them to pick up new hobbies, try new fashions and make social connections, many times at double the national average.

Sky customers watched a staggering **16 billion hours of content in 2024**. From record-breaking premieres to the continued rise of on-demand viewing, this year's trends highlight how deeply audiences connect with the stories they see on screen. Whether through award season buzz, must-see blockbusters, or fan-driven communities, entertainment continues to shape tastes and conversations across the UK.



¹2,844,230. Using a population assumption of 5,688,459 from Statista.

Which of the following, if any, have you done because you were inspired by something in a film or TV show?



Young people are also more likely to be TV and film superfans, with almost half of young people reporting that they've purchased merchandise or items related to their favourite shows (49%) and joined fan communities dedicated to the series they love (43%), compared to just 14% and 8% of those aged 55-64.

Among our **Younger Trendsetters**, this influence is even stronger. A striking **80%** have **researched a new topic** after watching something on screen, while **66%** have **tried cooking a dish** they saw in film or TV. Younger Trendsetters are also the most passionate superfans, with 3 out of 5 (59%) purchasing merch.

As media continues to evolve, it's clear that for many, the stories they watch don't end when the credits roll. They become part of their everyday lives.

Sky Originals See a Blockbuster Year

2024 has been Sky Original drama's most successful year to date, attracting record-breaking audiences with its compelling slate of shows.² *The Tattooist of Auschwitz*, *Sweetpea*, and *The Day of the Jackal* each premiered to audiences of over **2 million viewers**, cementing Sky's position as a leader in original storytelling.

When it comes to holiday classics, *Elf* claimed the **top spot as the most-watched film of the second half of 2024**, racking up 2.7 million views. Sky Original *Bad Tidings* also proved to be a breakout hit, becoming our best performing Christmas special in four years.

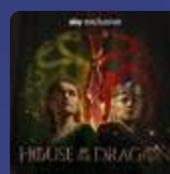
Top Five Films by Viewing Hours

from July-December 2024

	Elf	2.7m
	Anyone But You	2.0m
	Dune: Part Two (2024)	1.8m
	Aquaman and the Lost Kingdom	1.8m
	Ghostbusters: Frozen Empire	1.7m

Top Five TV Series by Viewing

from July-December 2024

	The Day of the Jackal	25.9m
	Game of Thrones	22.8m
	House of the Dragon	20.8m
	The Rookie	13.3m
	Nothing to Declare	13.1m

LEE

Sky Original's **critically acclaimed film** *LEE*, headlined by Academy Award winner Kate Winslet, was Sky's largest theatrical release to date. The film has resonated deeply with audiences through its powerful portrayal of renowned war photographer Lee Miller. With performances by Andy Samberg, Alexander Skarsgård, Marion Cotillard, and Andrea Riseborough, *LEE* brings to life Miller's journey to the front lines of World War II, solidifying its place as one of Sky's standout cinematic achievements of the year.

THE BODY NEXT DOOR

The Body Next Door became **Sky Original's best-performing documentary series** in 2024 across the Sky factual channels, drawing in an engaged audience with its gripping storytelling. The series achieved a **28-day series average of 1.1 million viewers**, with a remarkable **93% of people who started watching, completing the whole series**. Since its premiere in August, the first episode alone has already reached **1.2 million viewers**, cementing its status as a must-watch true-crime sensation.

² According to BARB data.



The Year's Biggest Viewing Moments Driven by Video On Demand (VoD)

The rise of on-demand viewing shows no sign of slowing down. More people are choosing to watch content when and where they want, making VoD a key driver of some of last year's most popular series.

The Day of the Jackal

Starring Eddie Redmayne, *The Day of the Jackal* has taken audiences by storm, becoming **the biggest new series to ever launch on Sky**, with a 28-day series average of 3.7 million viewers across all 10 episodes. **61%** of total viewing across the series has come from VoD.

Sweetpea

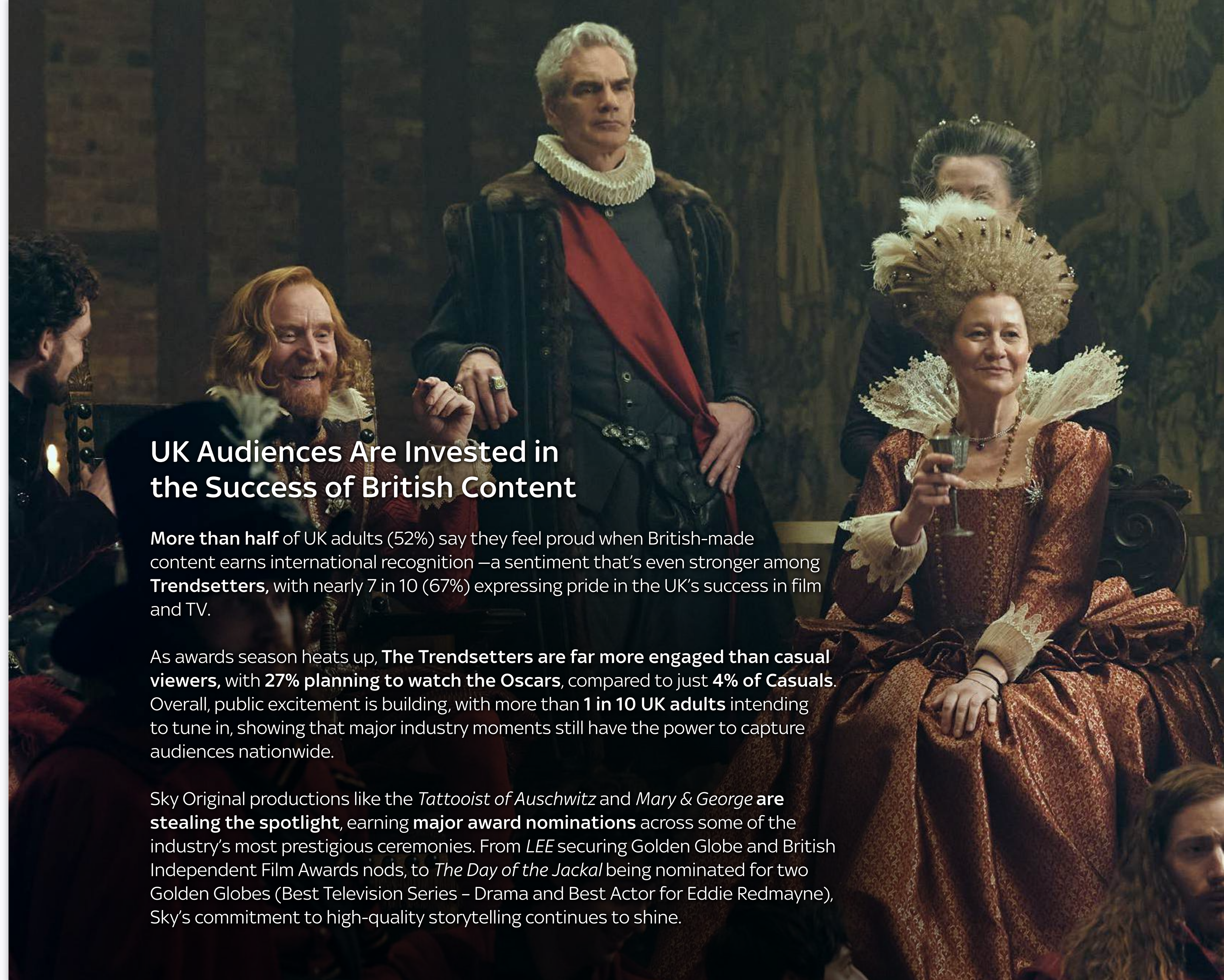
Sky's darkly comedic thriller *Sweetpea* has become a major success, reaching almost **6 million viewing hours** over the last 6 months. In December, Sky announced it will return for a highly anticipated second season. On-demand viewing played a significant role in its success, with **more than 3 in 5 viewers** watching Episode 1 via VoD.

UK Audiences Are Invested in the Success of British Content

More than half of UK adults (52%) say they feel proud when British-made content earns international recognition – a sentiment that's even stronger among **Trendsetters**, with nearly 7 in 10 (67%) expressing pride in the UK's success in film and TV.

As awards season heats up, **The Trendsetters are far more engaged than casual viewers**, with **27% planning to watch the Oscars**, compared to just **4% of Casuals**. Overall, public excitement is building, with more than **1 in 10 UK adults** intending to tune in, showing that major industry moments still have the power to capture audiences nationwide.

Sky Original productions like the *Tattooist of Auschwitz* and *Mary & George* are **stealing the spotlight**, earning **major award nominations** across some of the industry's most prestigious ceremonies. From *LEE* securing Golden Globe and British Independent Film Awards nods, to *The Day of the Jackal* being nominated for two Golden Globes (Best Television Series – Drama and Best Actor for Eddie Redmayne), Sky's commitment to high-quality storytelling continues to shine.



How are you feeling today?



WANT TO BE ENTERTAINED



Looking for excitement?

43% of UK adults prefer a newly released fictional TV show

Close seconds include: A comforting rewatch, sports, documentaries.
Suggestions: Go for a gripping thriller or an inspiring sports doc.



CONTENT OR HAPPY



Ready for something new or familiar?

34% of UK adults recommend a newly released fictional TV show or film

Other top picks include: A nostalgic rewatch, a sports event.
Suggestions: Try a trending drama or dive back into a old favourite.



NEED TO RELAX



Take your pick:

Newly released fiction and rewatch are almost tied as a top choice

Documentaries got their highest nod here from 15% of UK adults. Sports are another great option.
Suggestions: A soothing documentary or a drama you can unwind with.



SAD



Go for comfort:

35% of UK adults say rewatching an older TV show or film is the perfect pick

Suggestions: Your favourite classic sitcom, an uplifting movie you've seen before.



FEELING ILL



Take it easy with something familiar:

34% of UK adults say they like to rewatch a older film

Suggestions: Light-hearted sitcoms or feel-good films are your best bet.

Love, Laughter, and Lightsabers: the Nation's Recommendations for Feel-Good Films

Our research shows that films featuring **comedy, action and romance** are the nation's top picks when it comes to matters of the heart. Whether it's cuddling up on Valentine's Day, planning a first date movie night, or getting through a break-up, people turn to light-hearted and familiar favourites for comfort and connection.

For those who are less lucky in love, **Brits overwhelmingly recommended *Love Actually*** as their top pick for post-breakup viewing, followed by classics like *Bridget Jones's Diary*, *Dirty Dancing*, *Star Wars*, and *Harry Potter*.



sky **ARTS** awards

hosted by
Joe Lycett


A Celebration of Creativity

The inaugural **Sky Arts Awards** in September 2024 brought together the best of British and Irish arts and culture for an unforgettable night at The Roundhouse. Hosted by Joe Lycett, the event **honoured outstanding talent across 11 art forms**, from literature and film to dance and visual arts, with exclusive live performances making the night even more special.

Broadcast live on Sky Arts and Freeview, Joe Lycett used the event to unveil his Manifesto for the Arts, a bold set of proposals tackling some of the sector's biggest challenges, from funding cuts to job security.

Beyond the venue, the awards made waves online and in the media. Content from **@SkyArts** reached nearly **3 million people**, while **over 450 press articles** covered the event, sparking conversations about the importance of the arts and the need to support them.



A man and a woman are shown from the chest up, facing slightly to the left. The man is on the left, wearing a dark turtleneck and a dark jacket. The woman is on the right, wearing a dark long-sleeved shirt and a brown tactical vest with a metal carabiner and a water bottle. Both have serious expressions. The background is a solid, vibrant red.

"2024 has been a landmark year for Sky's Original programming. Our diverse lineup of shows and films has engaged audiences and delivered record-breaking viewership across all genres. In the past six months alone, we achieved our biggest theatrical release to date with *LEE*, and our best-performing original documentary series, *The Body Next Door*. The launch of two unmissable new Sky Original series, *Sweetpea* and *The Day of The Jackal*, marked the best performance for Sky Original drama in our history. In an era of limitless content, we take pride in delivering British-made programming that not only entertains our audience on screen but also sparks conversations beyond it. This year got off to a great start with *Lockerbie*, and there's lots more to look forward to, including the highly anticipated return of *Gangs of London* for its third season, as well as *The Death of Bunny Munro*, Neil Cross's *Iris*, *Amadeus* and the farewell series of our critically acclaimed original comedy, *Brassic*."

Cecile Frot-Coutaz

CEO of Sky Studios & Chief Content Officer



The Sport We Watch

A NATION OF SPORTS FANS

In the last six months of 2024, sports fans watched nearly **950 million hours of sport on Sky**, with **football holding its position as the most-watched sport**, followed by cricket.

Sky Sports also continues to thrive on digital platforms, marking its **10th consecutive year of growth on YouTube with over 1.5 billion views** in 2024—up 7% year-on-year. The Sky Sports Premier League channel led the way, with its 822 million views accounting for 54% of total views.

TOP SPORTS BY VIEWING HOURS

July-December 2024



FOOTBALL

CRICKET

DARTS

F1

GOLF

TENNIS

NFL

RUGBY

FI HITS TOP SPEEDS

Formula 1 continues to captivate Sky Sports audiences, with the **British Grand Prix becoming the most-watched European race ever**, drawing an average of 2.19 million viewers, peaking at 2.33 million.



Four other races also had their biggest ever Sky audience:

	United States	1.86m average	2.07m peak
	Mexico	1.85m average	2.01m peak
	Azerbaijan	1.52m average	1.78m peak
	Belgium	1.72m average	1.77m peak

Overall, **live viewing hours for F1 increased by 3% year-on-year**, reaffirming the sport's steadily increasing appeal and Sky Sports' position as the home of F1 in the UK.

DARTS (AND LUKE LITTLER) CONTINUE A METEORIC RISE

Darts' surge in popularity, first highlighted in last year's report, has only intensified. **Live viewing of darts soared by 46%** in H2 2024 with viewers watching a total of **56 million hours of darts**. Since the start of the Premier League Darts season in February 2024, overall viewing is up by an incredible **57%** highlighting the sport's growth.



Several other tournaments also saw strong YoY viewership growth, including the World Cup of Darts (+74% YoY) and Grand Slam of Darts (+22% YoY).

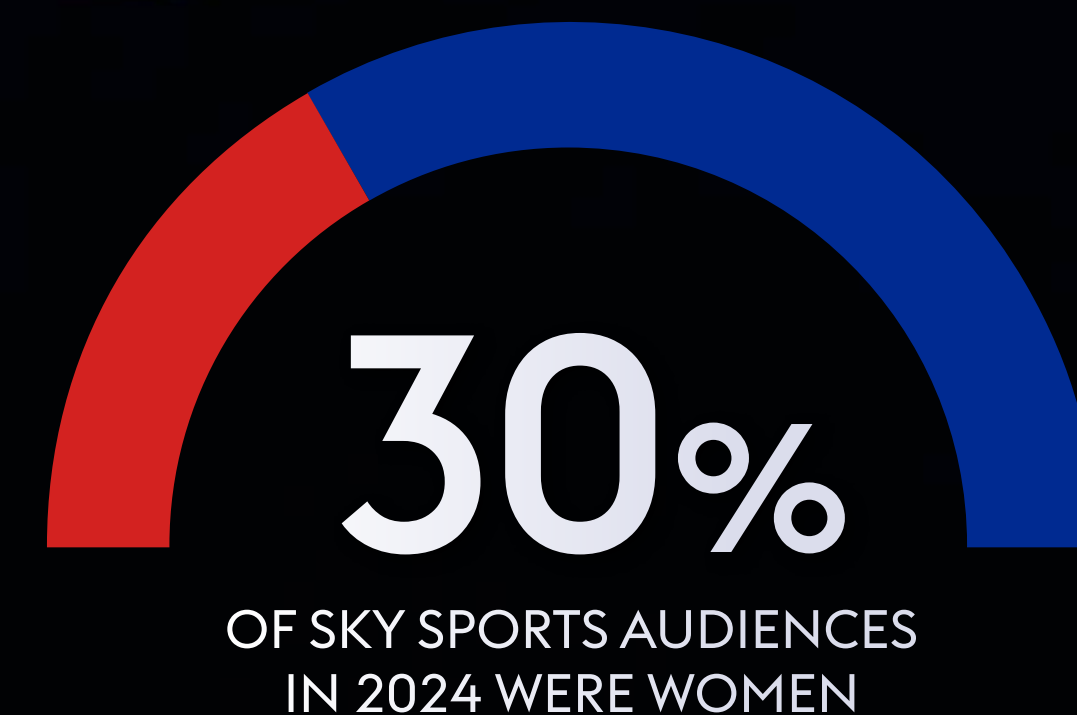
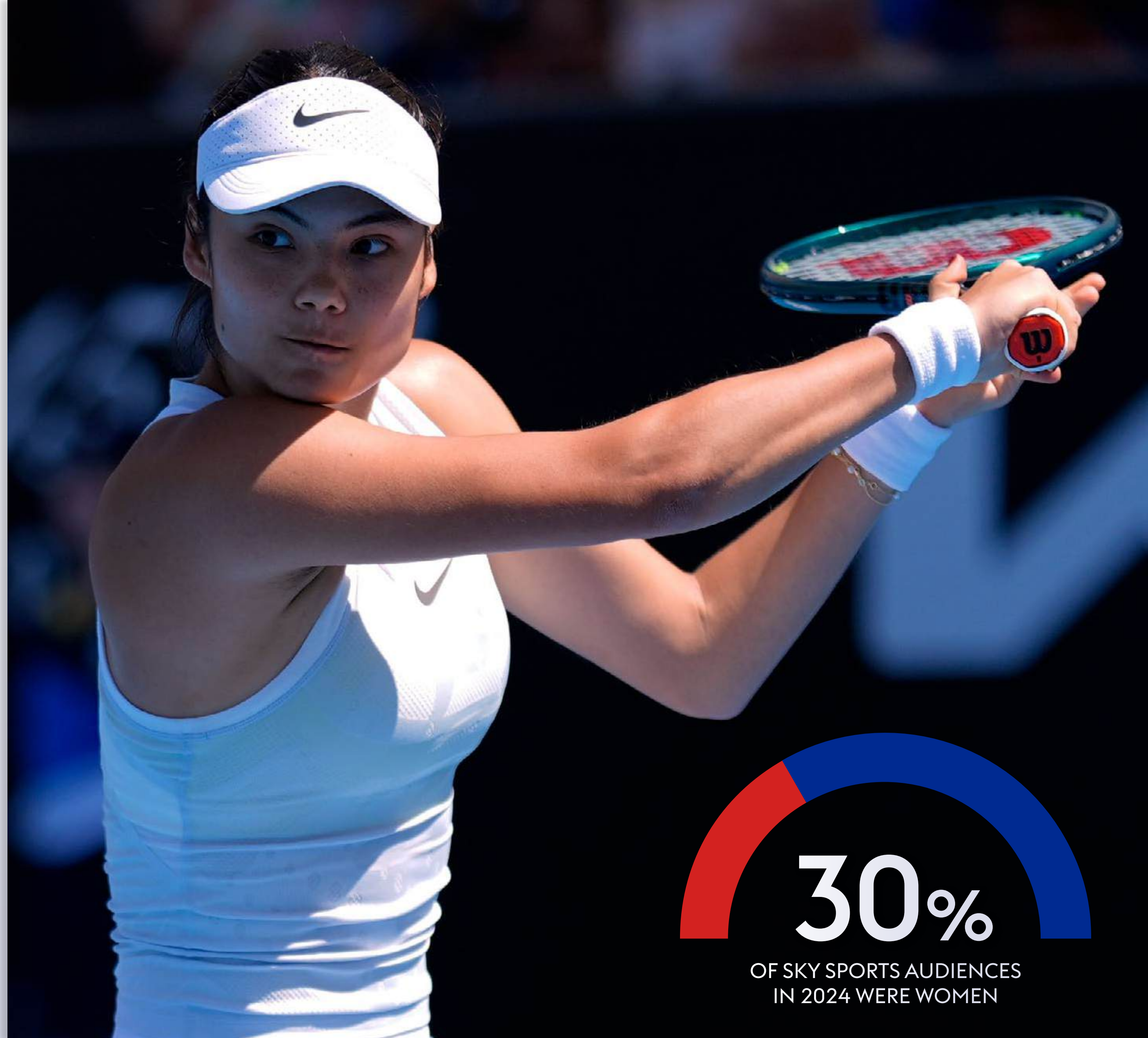
When he was just 17 years old, **Luke Littler cemented his place in darts history** by claiming the World Darts Championship title, defeating Michael van Gerwen 7-3 in an electrifying final. Littler's victory captivated fans and contributed to another record-breaking year for darts on Sky Sports. **The PDC World Championship Final became the second most-watched non-football event ever on Sky Sports**, surpassed only by last year's final—a testament to the sport's sustained momentum.

Women's Sport Viewership Sees Growth, but Hurdles Remain

In October 2024, Sky announced a historic five-year partnership with the Women's Professional Leagues Ltd., securing the rights to broadcast nearly 90% of all Women's Super League matches from the 2025/26 season. This deal will see 118 matches aired per season, more than tripling current coverage, with 78 fixtures shown exclusively on Sky. The agreement reflects Sky's long-term investment in women's sport at a time of growing momentum and opportunity.

Yet, while 53% of UK adults say they are optimistic about the future of women's sport, the data also highlights areas where progress is still needed to deepen engagement. **Men are more likely than women to say they watch women's sport**, often drawn in through their passion for established men's sports and finding a distinctive, compelling version of the game in women's competitions. Meanwhile, **women are more likely to believe women's competitions are equally as exciting as men's**, with emerging audiences engaging in new ways—particularly in sports like women's football and netball, and through competitions like The Hundred, which have made accessibility and fresh storytelling central to their appeal. This contrast highlights a **perception gap**: while men may be tuning in, women are the ones championing the excitement, skill, and potential of women's sports.

This signals a double opportunity: to strengthen engagement with women's sport among existing sports fans while also continuing to grow a new, enthusiastic audience for women's sport. To reach its full potential, broadcasters, leagues, and sponsors need to build on this momentum—not just by increasing visibility but by creating deeper, more resonant connections with both audiences. UK adults identified athletes (57%) and broadcasters (51%) as key drivers of fandom, with star athletes inspiring audiences through their performances and personalities, while broadcasters shape the narratives that bring the game to life.





"2024 was an extraordinary year for Sky Sports. We secured major sports rights until the end of the decade, forged ground-breaking partnerships, and launched Sky Sports+ across TV and app. Over the last six months of the year, the nation spent nearly 950 million hours watching sport with us, with football leading the charge as our most-watched sport.

The thrill of Luke Littler's World Darts Championship victory was unforgettable, and darts viewership soared by an impressive 46%.

As the UK's leading investor in women's sports, we proudly offer the broadest portfolio, growing engagement, and the most live hours of any broadcaster. In 2024, women's sports viewership reached new heights, driven by our coverage of women's tennis and international cricket.

We're excited to keep innovating and bringing fans closer to the action through our unrivalled coverage. We look forward to celebrating more of the sports our viewers love in 2025!"

Jonathan Licht

Managing Director of Sky Sports



The News We Watch



In 2024, Sky News delivered the year’s biggest stories across the web, TV, social media, and our app, meeting audiences wherever they are. Committed to providing free, high-quality journalism, our award-winning coverage helps people get the full story, first.

Over the course of the year, **37.6 million people** have tuned into our broadcasts across TV and YouTube—while our social media presence continued to grow. Each month we secured:

- Average reach of **63.6 million people across Facebook, Instagram, and YouTube**
- Average of **almost 100 million Sky News app views**

Sky News is reaching younger and more global audiences than ever before, with TikTok views up 22.3% this year and Instagram reach growing by 50%. On YouTube, 64% of our views came from outside the UK, while on TikTok, 62% of our audience was under 35 and these younger viewers also provided the highest engagement.

The biggest news days of the year? The **US and UK elections**, driving our top five viewership days. During the General Election people used their voices to stay informed, issuing **54,000 election-related voice commands** across June and July.




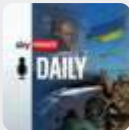

Nearly Half of the UK Report Listening to Podcasts

Podcasts are becoming an essential part of daily life for many Brits, with nearly **half the population** tuning in. UK adults told us their top reasons for listening to podcasts included learning new things, staying entertained, and hearing diverse opinions. In fact, nearly **1 in 2 listeners** (45%) say podcasts have changed their perspective on certain topics or issues.

When it comes to current events, podcasts are gaining ground, with **almost 1 in 10** UK adults listening daily to keep up with the news and **1 in 4** tuning in weekly. Younger generations are leading this trend, with **45% of 18-34 year olds** keeping up with the news via podcasts weekly. Interestingly, **a quarter** of listeners (26%) say they trust news on podcasts more than news from other sources, highlighting their growing influence beyond entertainment.

Sky’s podcast listens have increased by **12% over the past 12 months**, with **20.4 million listeners over the year**, driven by several exciting new additions to Sky’s lineup this year.

TOP 5 PODCAST EPISODES OF THE YEAR

-  **1. HOW UKRAINE’S INVASION CROSSED PUTIN’S ‘RED LINE’**
435k listens
-  **2. UKRAINE: WHY IS THERE TALK OF WORLD WAR THREE?**
420k listens
-  **3. LIAM PAYNE: FAME IN A FLASH AND WHY IT WOULDN’T HAPPEN AGAIN**
418k listens
-  **4. SHOULD THE UK SEND TROOPS TO UKRAINE?**
415k listens
-  **5. HOW UK-MADE CARS ARE GETTING INTO RUSSIA DESPITE SANCTIONS**
303k listens



US Election Captivates UK and US Audiences

The way Brits follow major global events is evolving, and the 2024 US presidential election was no exception.

Nearly 1 in 10 UK adults got their election news the moment it happened—straight from a push notification. For younger audiences, social media reigned supreme—38% of UK adults aged 18-24 said they first learned about the election results through platforms like Twitter and TikTok, compared to just 5% of those aged 55-64. In contrast, traditional TV news remains the go-to for older audiences, with 53% of those aged 55-64 tuning in to get the latest updates. The US election also dominated Sky's YouTube livestreams, securing 3 of the top 5 spots with a combined total of over 6 million views.

Meanwhile, Sky News saw a surge in US interest, attracting **4.3 million users from the US in July**—a staggering **250% increase** on the monthly average to that point—driven by high-profile moments such as the assassination attempt on President Trump and President Biden's withdrawal from the race.

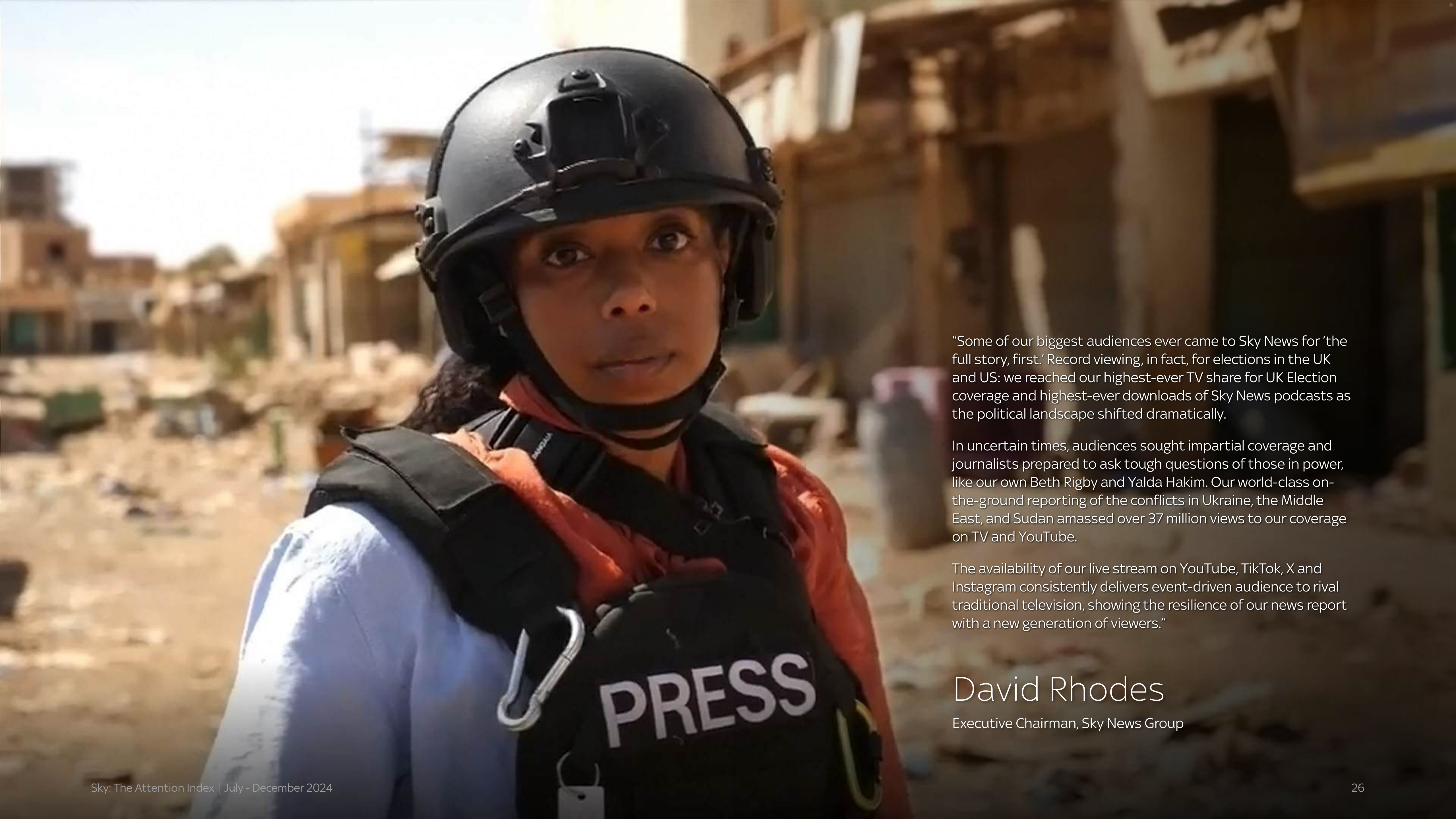


UK Election Night: TV's Staying Power Amid Digital Growth

While digital platforms continue to reshape news consumption, the UK election reinforced the enduring power of live television for major political moments. Sky News' TV share in 2024 **was up 24% from 2019**, standing out in a fiercely competitive linear TV environment. **The Battle for Number 10** debate attracted a peak audience of **979,000**, the highest since the landmark 2010 leaders' debate—surpassing comparable Sky/Channel 4 debates in **2015 and 2017**.

At the same time, digital engagement surged. Across **Sky News' O&O, YouTube, and TikTok**, election night live streams generated **4.8 million views**. On average, digital product usage was **33% higher per hour** than in the 2019 election, underscoring how audiences are increasingly blending digital and traditional formats to follow political events in real time.





“Some of our biggest audiences ever came to Sky News for ‘the full story, first.’ Record viewing, in fact, for elections in the UK and US: we reached our highest-ever TV share for UK Election coverage and highest-ever downloads of Sky News podcasts as the political landscape shifted dramatically.

In uncertain times, audiences sought impartial coverage and journalists prepared to ask tough questions of those in power, like our own Beth Rigby and Yalda Hakim. Our world-class on-the-ground reporting of the conflicts in Ukraine, the Middle East, and Sudan amassed over 37 million views to our coverage on TV and YouTube.

The availability of our live stream on YouTube, TikTok, X and Instagram consistently delivers event-driven audience to rival traditional television, showing the resilience of our news report with a new generation of viewers.”

David Rhodes

Executive Chairman, Sky News Group



How We Connect

1 in 3 UK Adults Plan to Upgrade Their Mobile Device in the Next 6 Months

Brits are quick to upgrade their phones, but TVs? They're left to soldier on. Our research reveals that smaller devices like smartphones and laptops see regular refresh cycles, while **two-thirds** of UK adults admit they only replace their TVs when they give out.

When it comes to choosing the right device, consumers aren't just looking for the latest features or lowest prices—UK adults told us that **brand reputation and positive online reviews** are the most important factors when buying a new device.

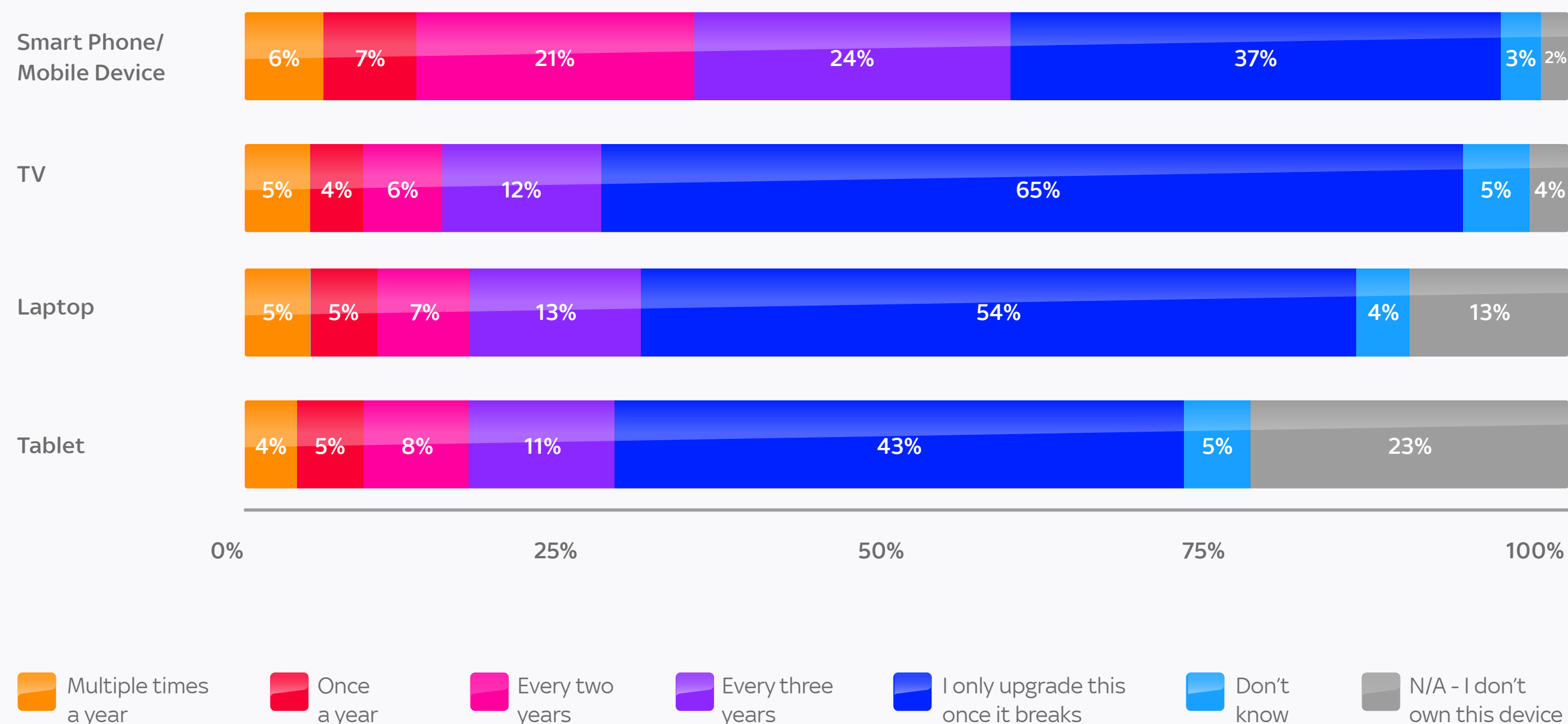
Looking ahead, **1 in 3 adults plan to upgrade their mobile device within the next six months**, and **1 in 10 are eyeing a new TV**.

With Thousands of New Devices Wrapped Up Under the Christmas tree

Christmas and Boxing Day brought a wave of new devices coming online as people unwrapped their gifts and connected to the network. **Sky Mobile recorded 12,000 activations on Christmas Day alone**—a number usually seen across an entire week—as customers got their hands on new phones and tablets.

On the flipside, on **New Year's Eve**, mobile usage slowed significantly as people put down their devices to see in **2025** with family and friends. Throughout the holiday period, calls, SMS, and data consumption dropped as more people stayed home and relied on broadband and WiFi rather than mobile data.

How often on average would you say you upgrade the following technology or devices?



Over 13.5 Million Brits Bought New Devices on Black Friday and Cyber Monday

Tech shopping saw spikes during key retail moments last year, with **1 in 4 UK adults** making a purchase on Black Friday or Cyber Monday, equivalent to more than **13.5 million people**³. Among them, **40%** opted for a new smartphone, while **32%** invested in a new computer.

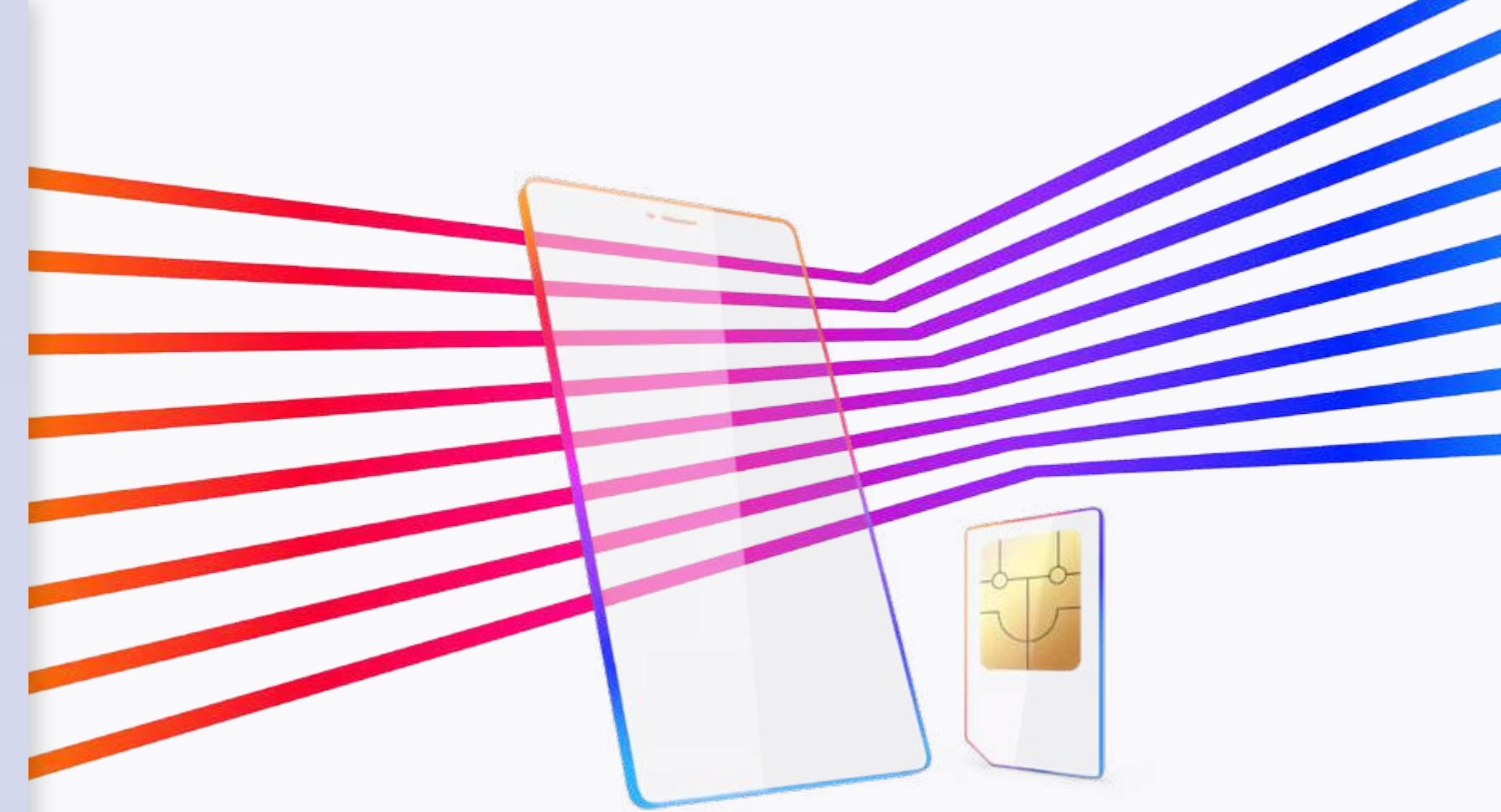
³Assumption based on a UK population of 54,136,464 people aged 18 or older. [Statista](#)



Sky Speaks: What the Nation Asked For

Sky customers weren't shy about using their voice remotes in 2024, with **millions of commands** reflecting the year's biggest moments in sports, politics, and entertainment.

- **Olympic fever took over**, with nearly **400,000 voice commands** in just two weeks during the 2024 Games.
- **Formula 1 fans stayed engaged**, issuing around **30,000 commands** during the Abu Dhabi Grand Prix weekend, the final race of the season.
- **Christmas came early**, with viewers starting their festive film searches as early as **September 30th**.
- **Deadpool vs Wolverine was a knockout**, with a massive **528,000 searches**, with commands showing a clear preference for the 'Merc with a Mouth.'
- When it came to **family time**, entertainment for the little ones was high on the agenda. The top five voice searches for TV and films over the last 6 months included **Peppa Pig, Paw Patrol, Despicable Me, Minions, and Inside Out**.



Sky Customers Consuming Data at Record Levels

Sky Broadband customers used **19.1 billion gigabytes** of data in the last six months—enough to stream the entirety of Charli XCX's **Brat** over 193 billion times.⁴

Peak data usage has grown by 17% since the first half of last year, rising from **24 Tbps to 28 Tbit/s**.

The biggest spike came on **December 1st**, when broadband usage peaked at **28 Tbps**, fuelled by a blockbuster day of live sports, including **Manchester United vs Everton, Manchester City vs Liverpool**, and the **Qatar Grand Prix**.

Meanwhile, Sky Mobile traffic consistently peaked at school closing times, as students and parents alike logged onto social media and streaming platforms.

⁴Estimate based on a 41 minute album with 95 MB of data used.



“Delivering a **best-in-class connectivity experience** underpins everything we do at Sky. We know that customers want a seamless connectivity experience whether in their living rooms or on the go, so they can connect, stream and game seamlessly. What this report shows is that **the demand for data has increased** yet again, as more of our customers unlock the benefits of a full-fibre broadband connection. Our mission is to make Connectivity as easy as possible for our customers, bringing them the most innovative products with the fastest and most reliable speeds.

2024 was an exciting year for connectivity at Sky as we launched our **award-winning mobile offer to customers in Ireland** and introduced the UK’s only 24/7 switching support service from a major provider. In 2025, we look forward to **expanding our full-fibre footprint** even further, pairing our strong existing relationship with Openreach with our new partnership with alt-net CityFibre.”

Ben Case

Manging Director, Connectivity



Sky Mobile Launches in Ireland with 'Price for Life'

Sky Mobile officially made its **debut** in Ireland on September 10, 2024. To celebrate the launch, Sky introduced a groundbreaking 'Price for Life' plan—offering customers unlimited calls, texts, and 5G data for just **€15 per month, for life.**

Sky's entry into the Irish telecoms market is already making waves—**Sky Mobile Ireland customers are consuming significantly more data than their UK counterparts.** The dominance of unlimited plans, particularly among younger customers—**90%** of Sky Mobile Ireland users have opted for one—is the primary driver behind the higher consumption.

Expect More with Ireland's newest network 🇮🇪🇮🇪🇮🇪

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 our research on [Powering Creativity](#) and [the Power of Sports Fandom](#).

About Our Research

Working with Public First, we conducted extensive polling of a representative sample of over 4,158 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.