

Barb Panel Newsletter:



A VERY WARM WELCOME TO THE LATEST EDITION OF THE BARB PANEL NEWSLETTER.



www.barb.co.uk

As Autumn draws to a close and the festive season fast approaches, let's take a look back at some of the programmes that have been keeping us entertained as the evenings draw in and the nights get chilly.

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HIGHLIGHTS FROM LATE AUTUMN 2025:



The Celebrity Traitors

The Celebrity Traitors proved to be a huge hit for BBC1 – the nine episodes across the series averaged **13.1m** viewers, with the final on the 6th November averaging **14.8m** viewers, the biggest audience for any programme in 2025 so far.



I'm a celebrity: get me out of here

I'm a Celebrity: Get Me Out of Here returned to ITV on the 16th November with the launch show pulling in **9.6m** viewers.

Great British Bake off 2025

Meanwhile on Channel 4, the latest series of Great British Bake Off came to an end with the final on the 4th November being watched by **6.1m** viewers.



F1 2025

On Sky Sports, the F1 season is coming to a conclusion, but the closeness of the battle for the title has been reflected in some strong performances across Autumn, including **1.7m** viewers for the USA race and **1.8m** for the race in Mexico.



Hollyoaks

E4's soap Hollyoaks celebrated its 30th birthday in October and the episode on the 22nd was watched by **728,000** viewers, the best performing episode of the year. This episode pulled in a **7%** share of viewing for all viewers and a **20%** share of all watching Women 16–34.



Stranger Things 5

On the streaming services, Stranger Things on Netflix had one of the strongest recent launches, with the first episode attracting an audience of **4.4m** viewers in its first seven days of availability.



IN OTHER NEWS:

From the recent coincidental survey results we understand that some of you would like to know a bit more about how your involvement in the Barb Panel and the data you help us to produce is used.

The information from this panel provides the 'currency' for the TV and video market in the UK and provides the industry with an understanding of what people watch. It allows programme and channel performance to be assessed independently, and for programming and advertising to be bought and sold. It also allows measurement of the use of subscription video on demand platforms like Netflix and Disney+ and video sharing platforms, like YouTube, with all of this viewing delivered and watched via multiple platforms and devices.

We use data that you help us to produce to create the viewing figures for television programmes and commercials. We then publish these viewing figures to businesses in the television and advertising industries. The published viewing figures do not reveal any information that identifies you or any member of your household

For more information and some great video resources on the impact your contribution makes, please follow the below link:

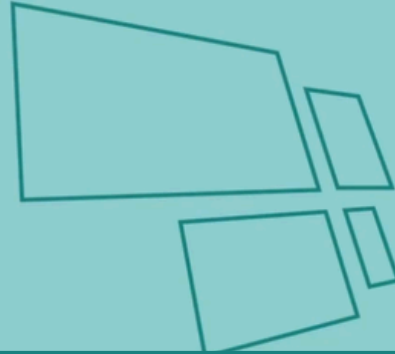
<https://www.barb.co.uk/about-us/how-we-do-what-we-do/>



What People Watch:

Comfort TV that viewers are less comfortable to wait for

Presented by: Doug Whelpdale, Head of Insight at Barb



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The latest Barb video is now available to view on YouTube. For this edition of What People Watch, Doug Whelpdale, Head of Insight at Barb, discusses how viewing to our favourite comfort TV shows is changing.



Little reminders:

We hope many of you will have the opportunity to take some time off to relax and recharge over the festive season. With school Christmas holidays fast approaching and the festive period one where friends and family often pop over more frequently, short visits can end up lasting long into the evening and it's always tempting to end these evenings curled up on the sofa together watching your favourite festive films or TV shows. If this happens in your home, we'd be grateful if you could remember to log your guests in. This really helps to ensure that we're capturing your viewing correctly. If you're lucky enough to be going away don't forget to keep your meters plugged and press the holiday button on the Barb handset.



In order to get paper vouchers in time for Christmas, please place your order before 16th December. Merchandise items will need to be ordered by 10th December and E-vouchers will remain available in the same process until midday 24th December 2025. You can exchange your points for vouchers and there's a huge selection to choose from. Argos, Next and John Lewis are the most popular individual store vouchers offered, while Love2shop, with the vast array of shops under its umbrella, has been the most ordered voucher since the panel began. Check out what's on offer at www.Barbpanel.com.

We are transitioning from physical vouchers to digital Evouchers to enhance user experience and enable instant, hassle free delivery. A new selection of E-Gift cards have been added such as IKEA, Just Eat, M&S, Primark and Sainsbury's. To redeem your vouchers please contact BI rewards team on 0800 328 3983 (Open Monday - Friday 9am - 5.30pm)


We'd like to take this opportunity to thank you all for the incredible contribution that you make and to wish you a happy holiday season.

THANK YOU!

We hope you've enjoyed this edition of the online newsletter. We look forward to sharing the next one with you in January.

[Read More](#)



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