

## Barb Panel Newsletter:

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



[www.barb.co.uk](http://www.barb.co.uk)

It's been a summer to remember – and not just for the soaring temperatures. From thrilling finals to unforgettable moments, a host of incredible live sporting events have kept many of us on the edge of our seats, cheering for our favourites..

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## HIGHLIGHTS FROM SUMMER 2025:

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BBC One's coverage of the UEFA Women's Euro final attracted **7.2m** viewers (60% for men aged 16–34 and 66% for women aged 16–34) – this was the best single programme performance of the tournament. The combined BBC One and ITV1 audience for the UEFA Women's Euro final averaged 11.9m viewers across the match, with viewership peaking at **16.2m** during the penalty shoot-out – the highest point of the broadcast. A huge well done to the Lionesses!

### Men's Wimbledon Final 2025

The Men's Final at Wimbledon averaged **6.0m** viewers and peaked at **8.3m** as Carlos Alcaraz claimed victory. The match, which saw Alcaraz overcome seven-time champion Novak Djokovic in a thrilling contest, marked a generational shift in the sport and captured the attention of audiences well beyond tennis' traditional fanbase.





## British F1 2025



The British F1 race at Silverstone also performed strongly, with **1.1m** fans tuning in to see Lando Norris take home the win on Sky Sports F1. This win ended a 17-year drought for McLaren, as their previous victory at Silverstone was Lewis Hamilton's in 2008.

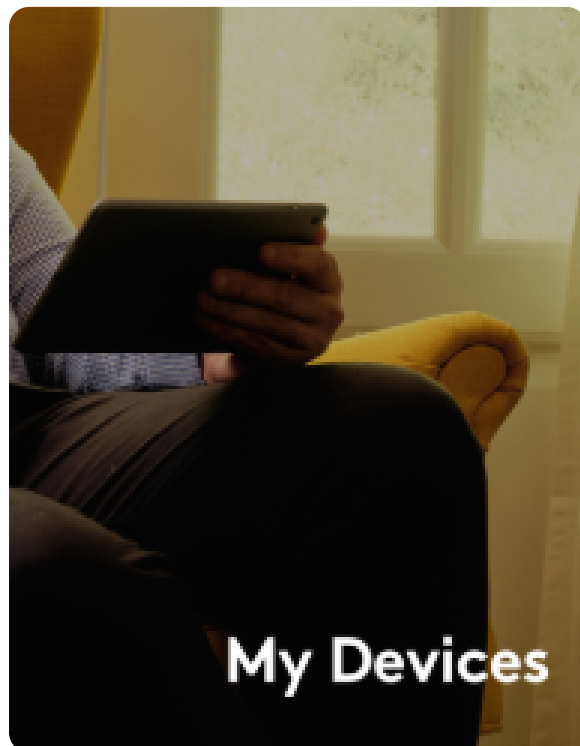
## The Open 2025

The Open attracted golf enthusiasts over the four days, with **3.6m** individuals tuning in to watch at least part of the competition this year. Viewership remained steady throughout the tournament, with peak interest during the final rounds as the leaderboard tightened, highlighting the continued appeal of one of golf's most prestigious events.



WE HOPE YOU'VE HAD A CHANCE TO EXPLORE THE BARB PANEL PORTAL FOLLOWING ITS RECENT REFRESH.

The changes were designed to make it easier for you to navigate. As summer can be a time when households acquire new devices, if you've not yet checked out the Portal and now have a new device, this is the perfect time to log in. It's really simple to update your devices – all you need to do is click on the My Devices image and you'll be taken to a page where you can add the details. While you're there, don't forget there's a chance to win an extra 50,000 reward points by entering our latest competition. You can access the Portal by following this link.

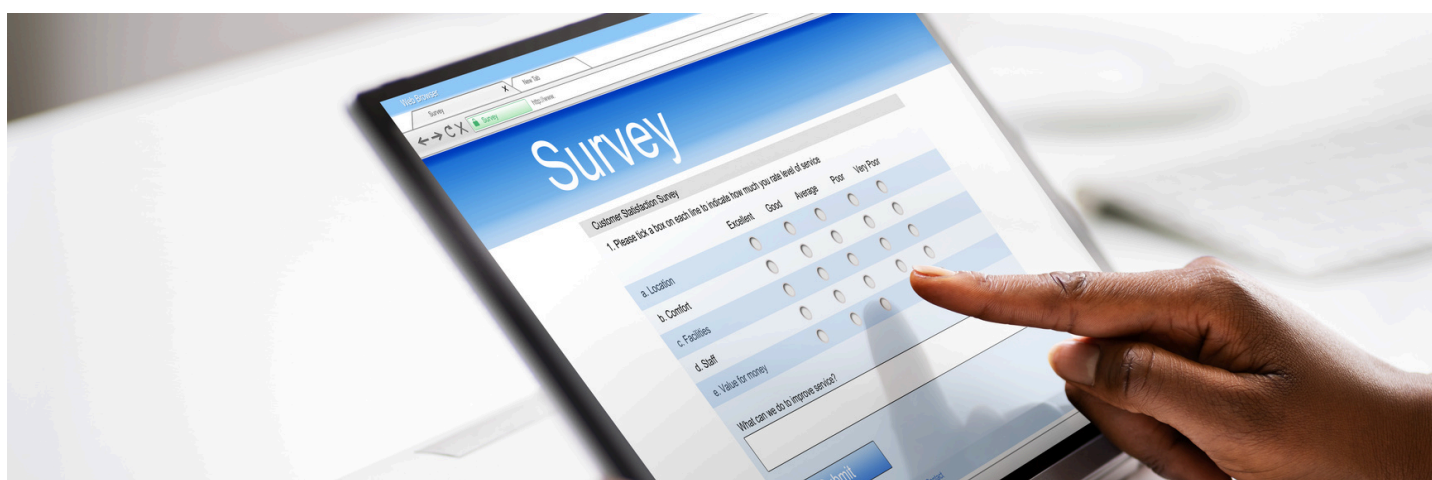


**I'm going on holiday.**



We hope many of you have already, or will soon, have the opportunity to relax on holiday this summer. If you're lucky enough to be going away, don't forget to keep your meters plugged in and press the holiday button on the Barb handset. With the school holidays in full swing, there may also be additional guests visiting your home. If you're all sitting down together to watch the latest blockbuster or hot new series, remember to log your guests in.

We're fast approaching the time of year when household changes occur as young people move away from home, whether for university or work. We'll be sending out a survey to all households with panellists aged between 18 and 22 in the coming months to check whether they're still residing at home, have permanently moved out, or have become regular guests. We would greatly appreciate it if you could keep an eye out for the survey and take a few moments to complete it. The information you provide will allow our team to check any changes in your viewing against the details you've shared, rather than us having to contact you. If you have any questions when you receive the survey, you can call our friendly team on 0800 018 967 or contact them via the Portal.




## THANK YOU!

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

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