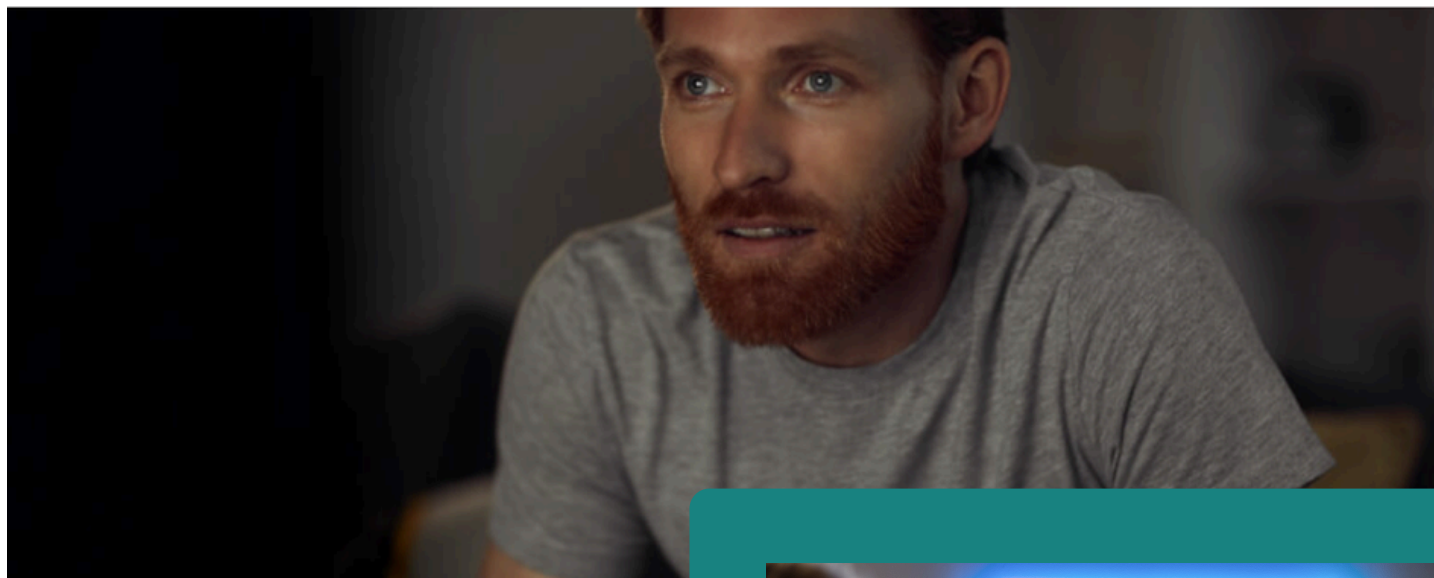


## Barb Panel Newsletter:

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**A VERY WARM WELCOME TO THE  
FIRST IN A NEW SERIES OF SIX  
WEEKLY ONLINE UPDATES THAT  
WE'LL BE SENDING TO YOU**



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

These updates are designed so we can share interesting and relevant information and to show the impact your participation on the panel has. We've had a great start to the year with some fantastic new programming that's got a lot of people talking.

[Read More](#)

## SOME HIGHLIGHTS FROM 2025 SO FAR:

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### The Traitors

Series 3 saw an average of 9.7m viewers with the final on 24<sup>th</sup> January seeing the largest audience of the series **10.1m.**

### Unforgotten

ITV's Unforgotten is now at series 6 but still pulling in a solid audience, with the opening episode of the series on 9<sup>th</sup> February averaging **8.1m** viewers.



### Patience

The drama series Patience has been Channel 4's biggest success of the year so far with a series average of 4.2m with the best episode averaging **4.6m**



## Adolescence

Episode 1 of the drama Adolescence was watched by **6.5m** viewers across its first seven days of availability in March and became the first ever programme from a streaming service to be the most watched programme of the week.



## LOL: Last One Laughing

Prime Video picked up a hit with the first UK series of Last One Laughing – the first episodes were watched by **3m** viewers during its first week of availability

IN THE LAST FEW WEEKS ALONE, WE'VE ALSO HAD A COUPLE OF KNOCK OUT LIVE EVENTS:

## FA Cup Final 2025

The 17<sup>th</sup> May saw Crystal Palace beat Manchester City to lift the FA Cup – the match was watched by an average of **6m** viewers (BBC1 and ITV1 combined) with a peak just before the final whistle of **7.6m**.





## Eurovision Song Contest

This year's competition in Switzerland picked up an average of **6.7m** viewers, with a peak of **7.9m** viewers just before 9pm for the performance of the UK entry.

WE'RE LOOKING FORWARD TO SEEING WHAT THE REST OF 2025 HAS IN STORE, WE'RE SURE IT WON'T DISAPPOINT!

Barb have been busy producing some great videos which are definitely worth a watch, and you can find them [here](#).

What People Watch:

## What did LOL:UK ever do for Amazon?

Presented by: Doug Whelpdale, Head of Insight at Barb

Barb

For May's What People Watch, Douglas Whelpdale, Head of Insight at Barb, asks what has LOL: Last One Laughing UK done for Prime Video and Amazon MGM Studios.

If you enjoy this video you'll be pleased to hear there's a new What People Watch video coming out soon so keep an eye out for that.

In other news I'm sure many of you will be aware that Barb introduced a panel satisfaction survey back in 2024. Some of you will have been contacted earlier in the year and the results are in. We're delighted to report that your experiences are largely positive which we're really happy to hear.

A key highlight was the positive experience many of you reported when interacting with our team. Responses indicated that many of you strongly agree that all contact types are courteous and 88% of those surveyed indicated that email responses had improved and were more efficient.



However, one area for improvement did emerge. Some panellists expressed a need for a little more information on how to access the rewards scheme.

Full information about the rewards scheme can be found on page 23 of the Barb Panel Member Guide. You can find this on the Barb Panel Portal [click here to access](#).

The rewards scheme allows you to exchange your points for vouchers. There's a huge selection to choose from including John Lewis, Argos and [Love2shop](#). You can check out what's on offer at [www.Barbpanel.com](http://www.Barbpanel.com).


To redeem your vouchers just contact our friendly BI rewards team on 0800 328 3983 (Monday - Friday 9am - 5.30pm) or email them at [help@Barbrewards.co.uk](mailto:help@Barbrewards.co.uk)

## THANK YOU!

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

[Read More](#)



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