

## 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)

Happy New Year! We hope you've had a fantastic start to 2026 and enjoyed a lovely break over the festive season. Christmas 2025 saw some cracking TV, let's take a look at which shows knocked it out of the park and got people talking.

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## HIGHLIGHTS FOR DECEMBER 2025:

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### The King's Speech

The King's Christmas Message, broadcast at 3pm on Christmas Day, reached a combined audience of **7.5** million viewers across multiple channels, reaffirming its place as one of the most enduring fixtures of the festive television schedule.

### Happy New Year!

BBC One's New Year fireworks coverage drew an audience of **10.6** million viewers, making it one of the most-watched moments of the festive period.





## OTHER HIGHLIGHTS ON CHRISTMAS DAY INCLUDED:

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**The Scarecrow's Wedding** on BBC One averaged **6.7** million viewers, delivering a strong festive performance and reinforcing the enduring appeal of family-friendly storytelling during peak holiday viewing



**Amandaland** attracted an audience of **6.3** million viewers, delivering a strong performance that highlights the continued appeal of established comedy brands.

**The Great British Bake Off: Peep Show Special** on Channel 4 averaged **3.6** million viewers on Christmas Day, delivering a solid festive performance for the channel.





**BBC1 also made New Year's Day a big launch night:**

**The Traitors:** The launch episode of the new series was watched by **11.2** million viewers, delivering a standout performance and marking one of the strongest starts for an entertainment series in recent years.



**The Night Manager:** season 2 launched with an audience of **6.0** million viewers, delivering a strong start for the new series. The figure reflects continued audience appetite for high-end, returning drama and demonstrates the enduring pull of established titles in a competitive, on-demand-led viewing environment.





**Stranger Things:** finale was watched by **5.5** million viewers on Netflix within its first seven days of availability. The figure highlights the scale streaming titles can achieve without a fixed broadcast slot, underscoring the strength of on-demand viewing for major global franchises and the different audience dynamics at play compared with live, scheduled television.



**World Darts Championship Final:** averaged **1.9** million viewers on Sky Sports, delivering a strong performance for subscription television. The audience underlines the continued appeal of live sport as an appointment viewing experience and its ability to attract sizeable audiences despite being behind a paywall.



A hand holding a black marker is drawing the number '10' in red on a whiteboard. The word 'Top' is already written in black. The background of the whiteboard has faint concentric circles.

Barb have compiled their annual Top 10 programmes of 2025 and we can reveal to you all that the top programme for 2025 was the **Celebrity Traitors Final**. Check out [this link](#) for a full list.

## In Other News:

Barb have appointed three agencies to deliver the Establishment Survey which will run from 2027 – 2029. This survey is one of the UK's largest continuous household studies and plays a crucial part in ensuring Barb's audience measurement panel accurately reflects the UK population. Check out [this link](#) for more details.







Christmas can be a time when some lucky people receive new devices. If you or a member of your household has a new device it would be great if you could register this on the Barb Panel Portal. It's really simple, all you need to do is click on the My Devices image and you'll be taken through to a page where you can add the details.

Don't forget while you're there the portal has some exclusive competitions where you have the chance to win an extra 50,000 reward points. There's also now a newsfeed function where you'll be able catch up on the latest stories and updates. You can access the portal by following [this link](#).



We really value your participation on the Barb panel. Viewing figures for television are based upon the information that we receive from you. To help us report this accurately, please remember to use the handset to log in whenever you are in the room with the TV on and of course it is equally important to log out whenever you leave the room. If there are any changes in your household for example someone moves out or a new permanent member moves in do let us know by calling our friendly help desk team on 0800 018 9671 or via the [panelist portal](#).




Some of you will remember that in the October edition of this newsletter we shared some results of the coincidental study where a third of respondents mentioned the rewards scheme. We've taken on board your feedback and we're delighted to announce that the rewards site is having a refresh which we hope will make it easier for you to navigate and more user friendly. These changes are imminent so watch this space. While the site is being refreshed you'll still be able to log in and claim your rewards. To claim your rewards you just need to log in and follow [this link](#), which will take you to the rewards catalogue where you'll be able to see your points balance and pick the products you'd like. If you have any questions please contact BI rewards team on 0800 328 3983 (Open Monday - Friday 9am - 5.30pm).

## THANK YOU!

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

[Read More](#)



 0800 328 3983

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