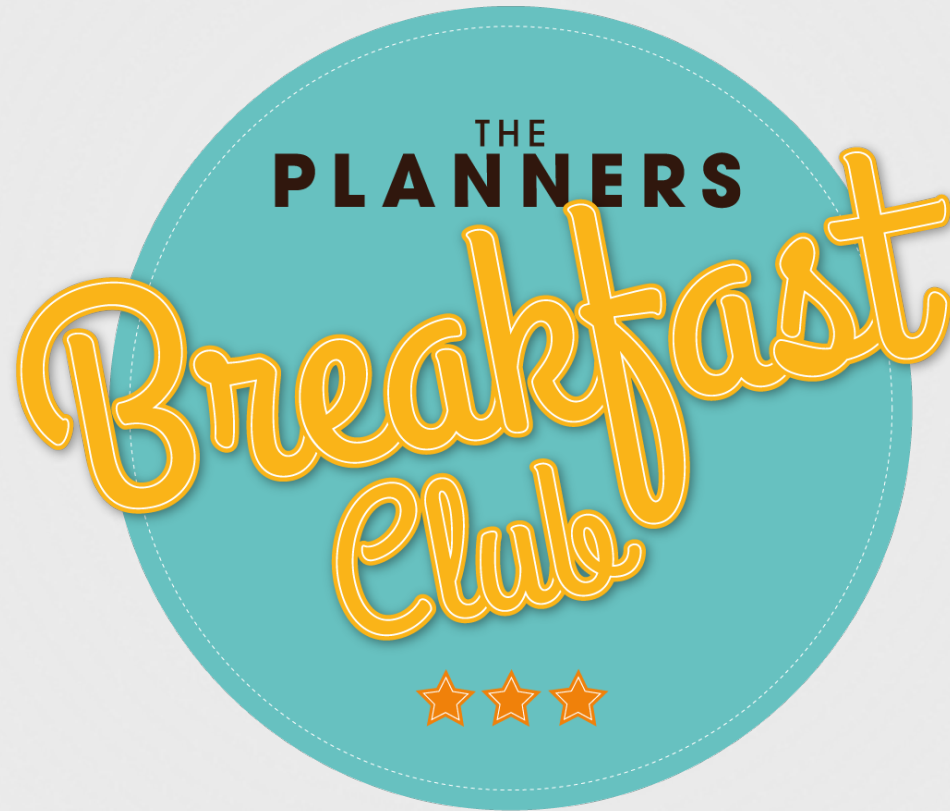


sky | MEDIA

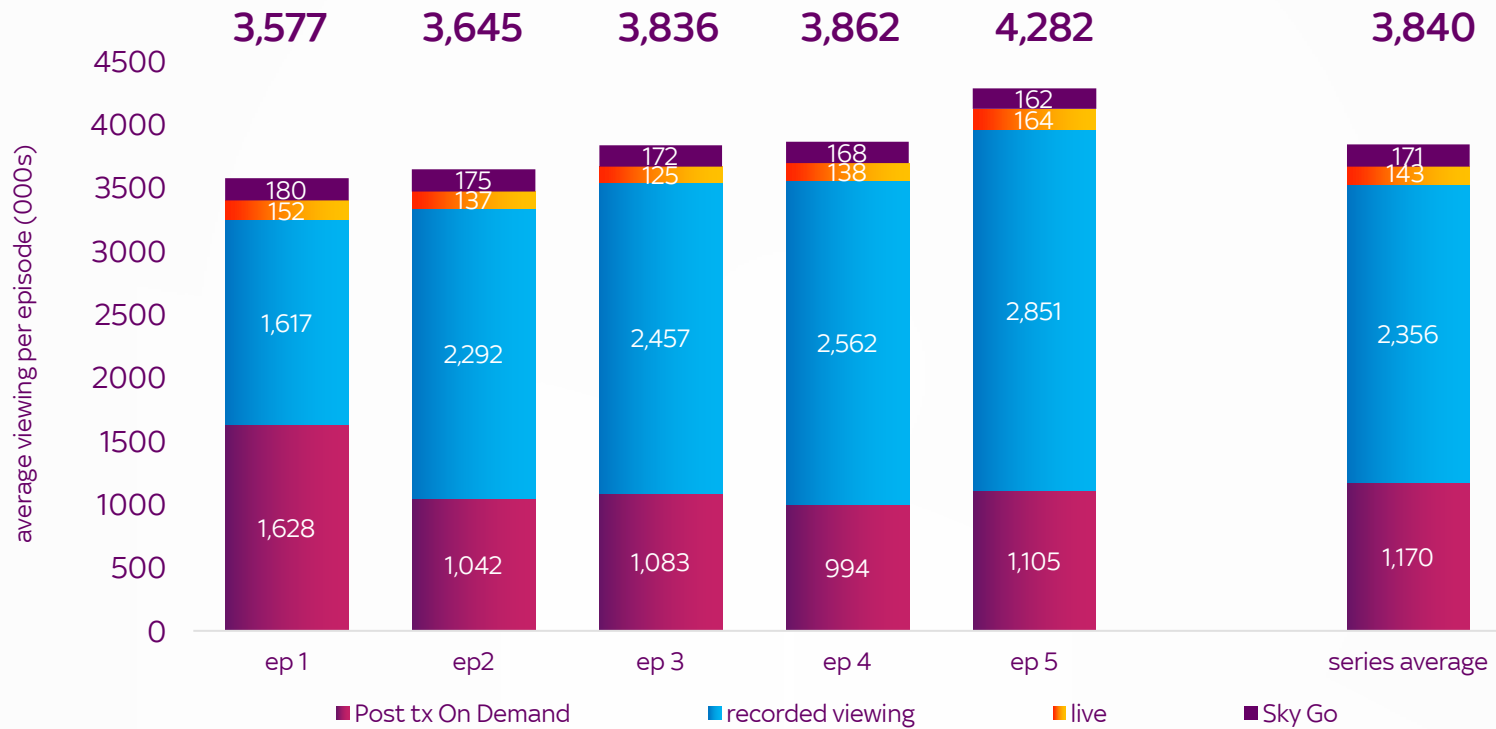


Snowball TV

Chernobyl

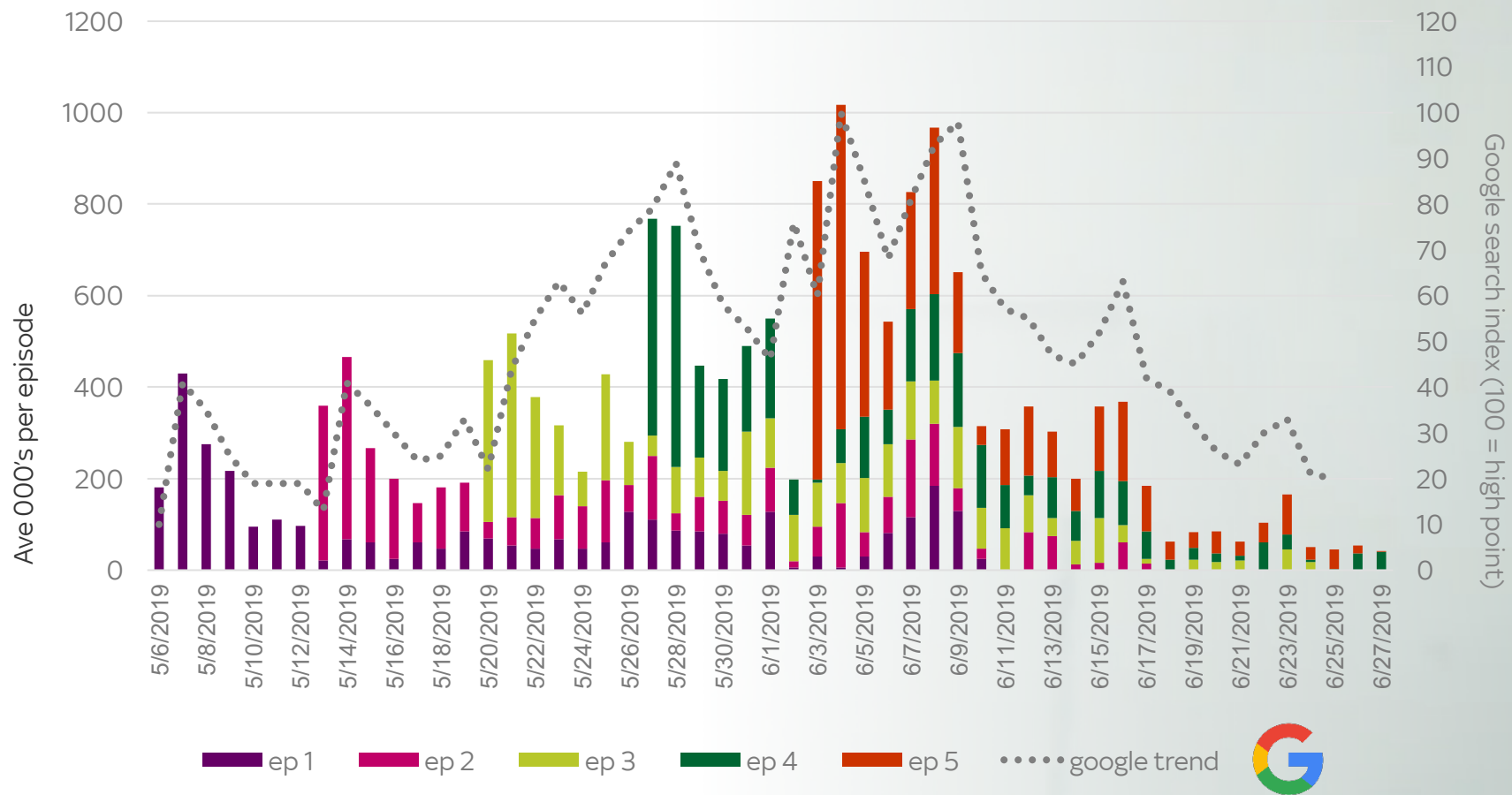
sky atlantic

Chernobyl



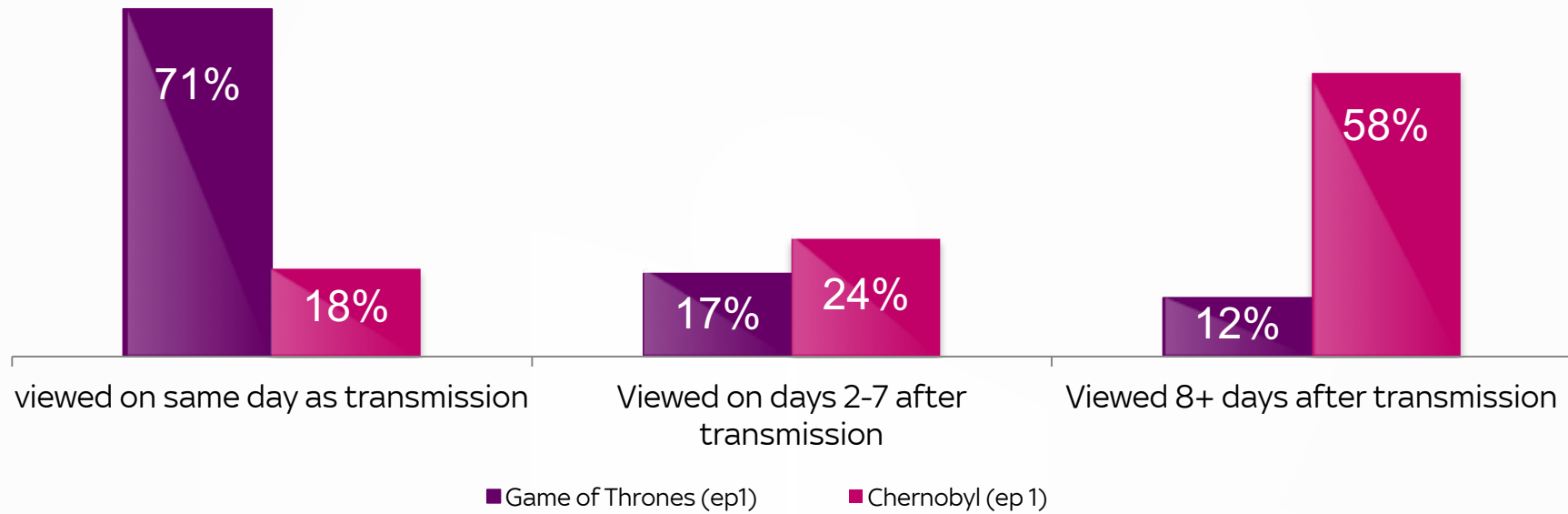
Source: live, recorded and post tx on demand based on BARB / Tech Edge, 28 day consolidated viewing (based on all tx),
Post tx On Demand based on BARB non linear (via TRP), Sky Go based on BARB Dovetail, based on all inds within 28 days of final tx

Chernobyl grew with word of mouth



Source: BARB based on 28 day data, includes all tx, Google data from Google analytics (index vs highest point)

Content discovery affects when viewers consume content



Source: BARB based on 28 day data, includes all tx