

 **Join in live**

Reclaiming the second screen

How broadcasters can turn existing viewing habits into
owned engagement

UK research | September 2026

JIL has a credible opportunity to reclaim attention broadcasters already create

70%

often use a mobile while watching television

66%

say relevant content is spread across too many places

59%

find the JIL concept appealing

50%

would be more likely to watch live

The strongest opportunity lies among under-55 viewers of sport, reality television and live entertainment.

39% would use other apps less | 46% would feel more positively about the provider

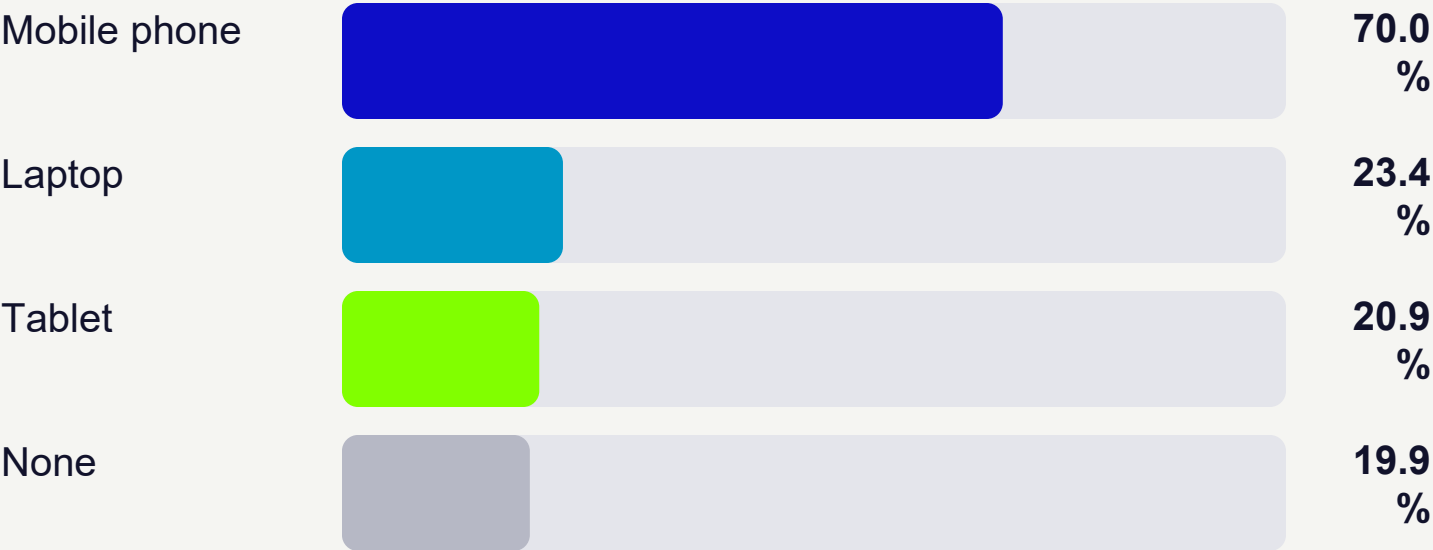
Four in five UK internet users often use a second screen while watching television

80%

use at least one of these devices

Mobile alone represents approximately 38 million UK internet users.

QUESTION: Which of these devices do you often use while watching television?

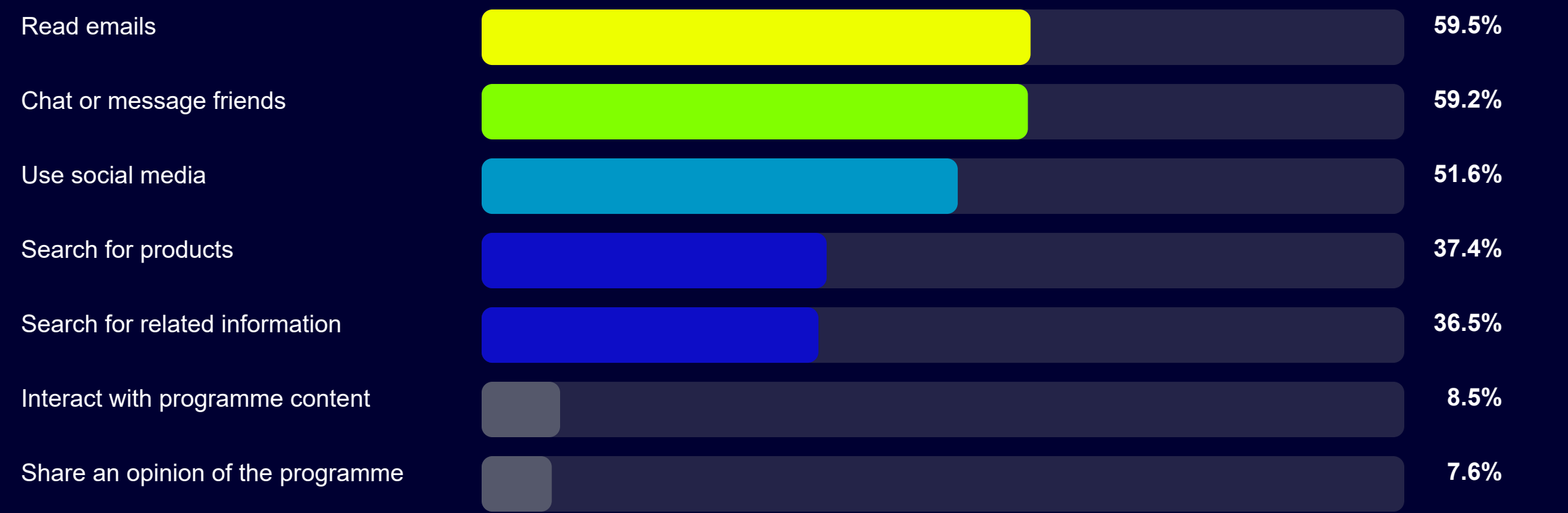


Second-screening is already a mass-market behaviour, and it is overwhelmingly mobile-first.

Source: GWI Core, UK Internet Users, Q4 2024-Q1 2026. Multi-select.

Second-screen activity spans social, search and commerce

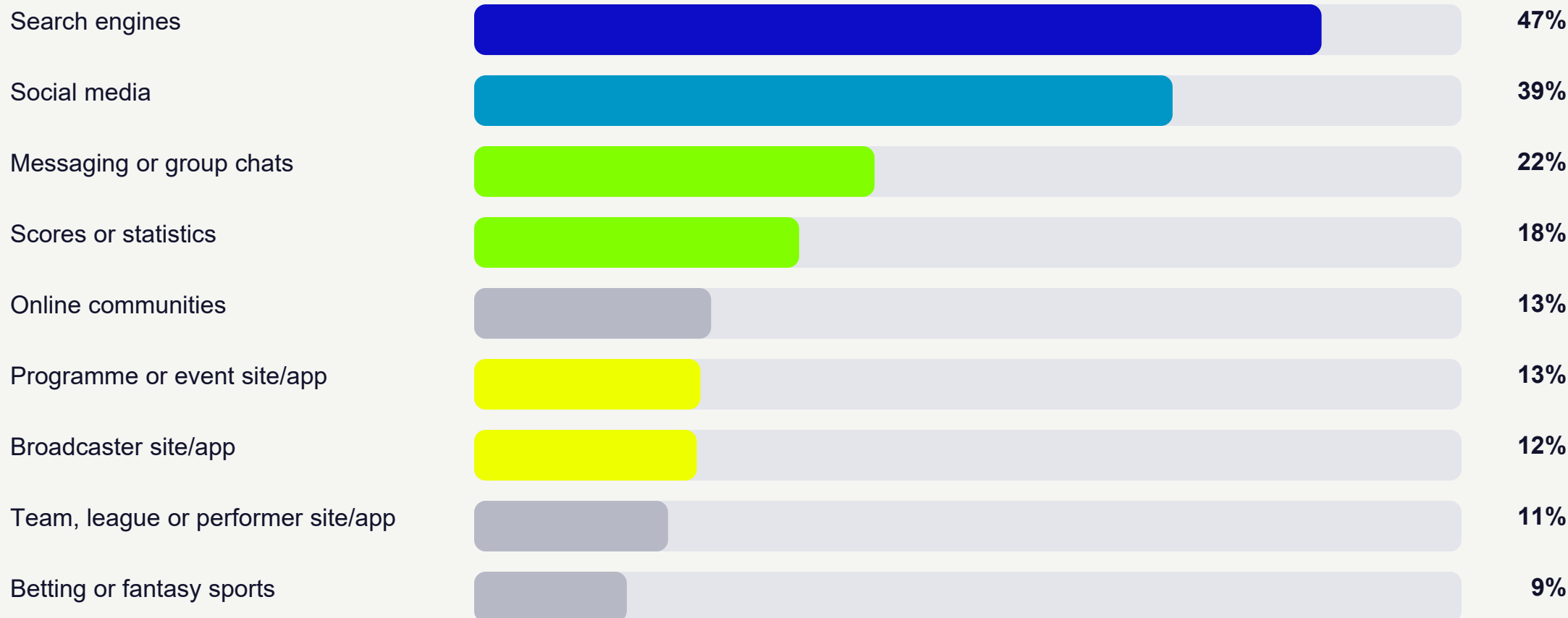
QUESTION: Which of these things do you do online when watching TV?



The audience is highly active, but broadcaster-relevant interaction remains a minority behaviour.

Source: GWI Core, UK users of a second screen while watching TV, Q4 2024-Q1 2026.

Broadcasters create the content moment, but search and social capture the response



Only around one in eight currently turns to a broadcaster-owned destination.

QUESTION: Where do you usually go for content or activities related to what you are watching?

The current experience is engaging, but fragmented and easy to lose control of

WHAT IT ADDS

59%

makes live content more entertaining

43%

helps viewers feel more involved

WHERE IT BREAKS DOWN

Related content is spread across too many places



66%

Drift into unrelated scrolling



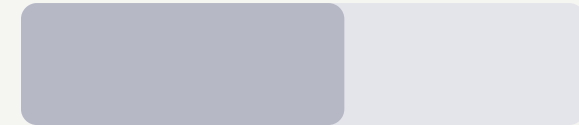
63%

Miss something they wanted to see or hear



53%

Cannot find worthwhile related content



43%

The problem is not second-screening itself. It is unmanaged second-screening.

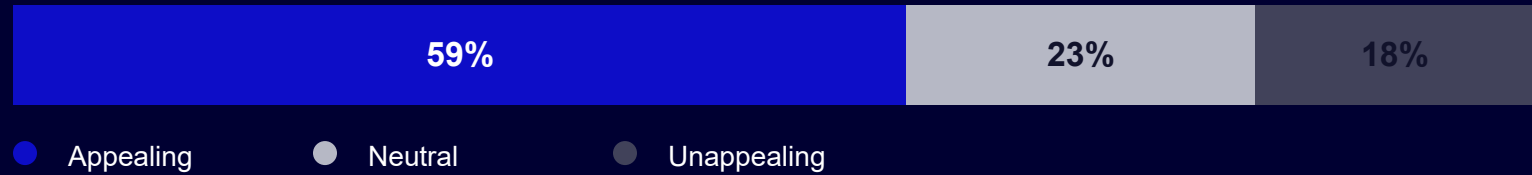
QUESTIONS: Please rate your level of agreement with the following statements: | Thinking about occasions when you watch a programme or event live that you are particularly interested in, how often do the following happen?

The JIL concept clears the basic demand hurdle

CONCEPT APPEAL

59%

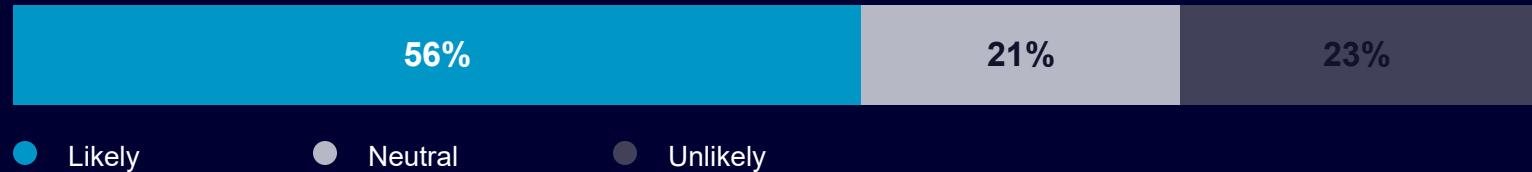
QUESTION: How appealing is this idea to you?



LIKELIHOOD TO USE

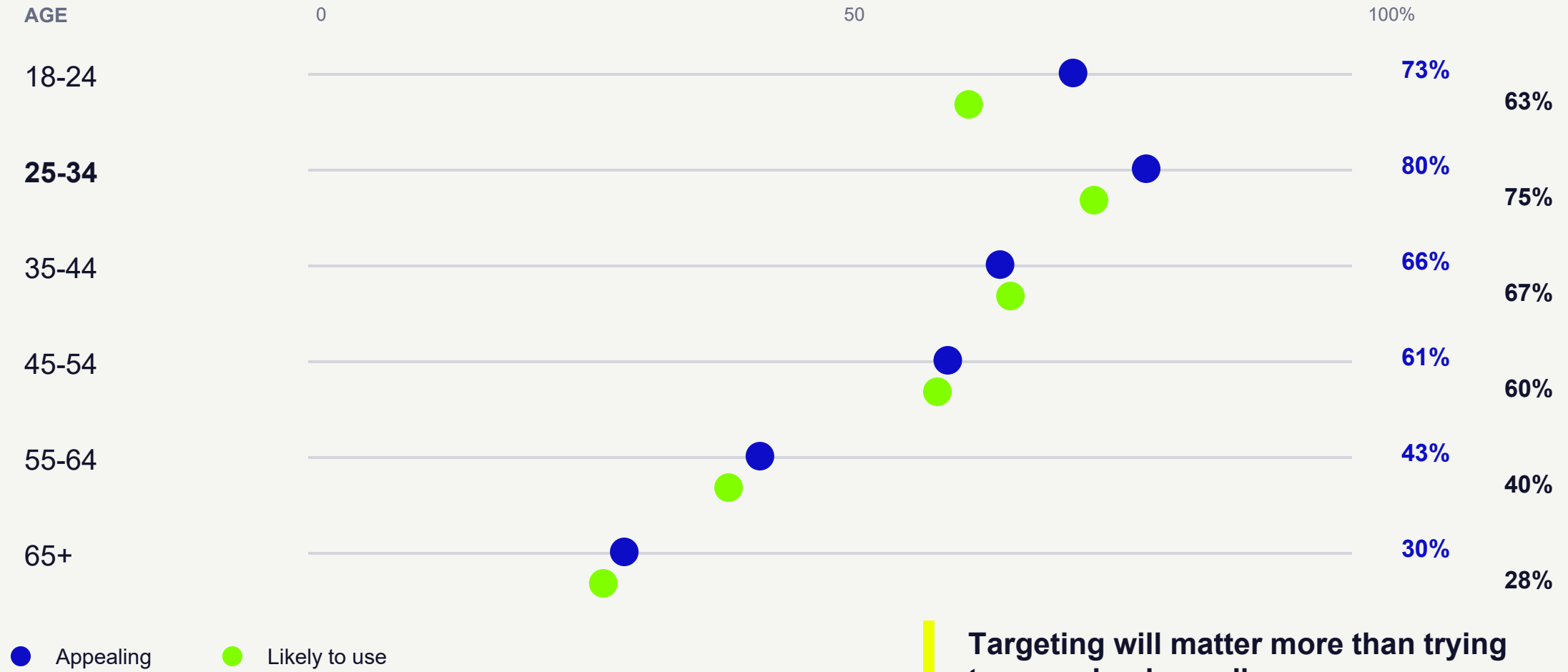
56%

QUESTION: How likely would you be to use an experience like this while watching a programme or event you were interested in?



A clear majority responds positively before experiencing it within a live programme.

Demand peaks among people aged 25-34 and falls sharply after age 55



Targeting will matter more than trying to appeal universally.

QUESTIONS: How appealing is this idea to you? | How likely would you be to use an experience like this while watching a programme or event you were interested in?

Reality and live entertainment audiences offer the strongest launch opportunity

Sport is close behind, while other-only viewers are much less receptive.

Audience	Appealing [1]	Likely to use [2]	More live [3]	Provider positive [4]
Reality	72%	68%	63%	57%
Live entertainment	70%	67%	61%	55%
Sport	66%	62%	58%	53%
Other-only	39%	34%	26%	23%

[1] How appealing is this idea to you?
[2] How likely would you be to use an experience like this while watching a programme or event you were interested in?

[3] Would access to an experience like this make you more or less likely to watch a programme or event live rather than later?
[4] If a broadcaster or streaming service offered an experience like this, how would it affect your opinion of them?

Socially reactive genres provide stronger demand and stronger expected commercial outcomes.

Live, reactive formats offer the clearest entry point

QUESTION: During which types of content would you consider using it?



Sport provides the broadest individual occasion. Reality and entertainment add natural moments for judging, voting and shared reaction.

No single feature will carry the proposition: the experience needs a configurable toolkit



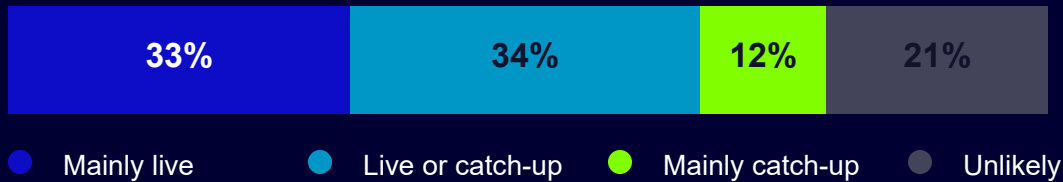
Each programme should activate only the mechanics that naturally fit its content moment.

QUESTION: Which features would you be most likely to use?

The concept is anchored in live viewing and could make it more valuable

WHEN PEOPLE WOULD USE IT

QUESTION: When would you be most likely to use an experience like this?



Two-thirds would use it mainly live or equally across live and catch-up.

EFFECT ON WATCHING LIVE RATHER THAN LATER

QUESTION: Would access to an experience like this make you more or less likely to watch a programme or event live rather than later?

50%

more likely to watch live

42%

no difference

8%

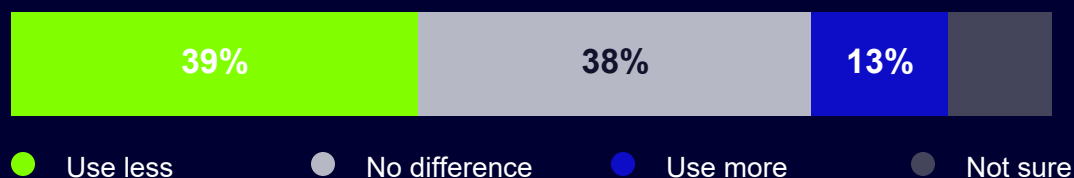
less likely

JIL can make appointment viewing more participatory.

JIL could retain attention and strengthen the broadcaster relationship

USE OF OTHER APPS AND WEBSITES

QUESTION: If you used this experience while watching, how do you think it would affect your use of other apps or websites at the same time?



39% expect to use other apps less

OPINION OF THE PROVIDER

QUESTION: If a broadcaster or streaming service offered an experience like this, how would it affect your opinion of them?



46% expect a positive provider halo

GWI: 37% search for products while watching

QUESTION: Which of these things do you do online when watching TV?

This creates potential for contextual commerce and sponsorship, but monetisation should be tested rather than assumed.

Expected self-reported effects; actual behaviour should be validated in-market.

Adoption depends on adding value without becoming another distraction

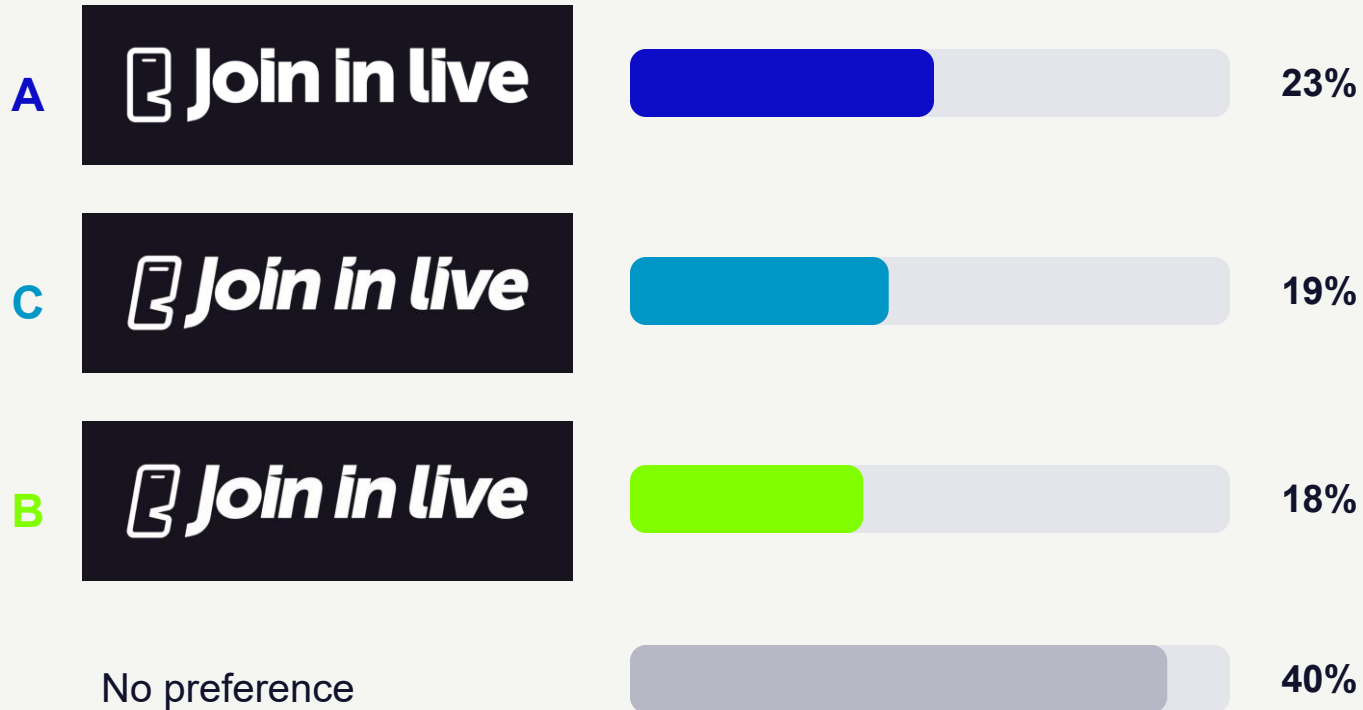


JIL must be quicker and more rewarding than leaving the programme for an established feed, search engine or messaging app.

QUESTION: What, if anything, might stop you from using an experience like this while watching a live programme or event you were interested in?

Variation A leads, but the logo routes are weakly differentiated

QUESTION: Which variation do you prefer?



QUESTION: Thinking about the logo design overall, how appealing do you find it?

55%

find the logo family appealing

QUESTION: How well does this logo design fit a technology that powers this type of interactive viewing experience?

61%

say it fits the technology

Take A forward as the working route, but make the final choice using brand-system and usability criteria.

A vs B $p=0.008$ | A vs C $p=0.105$

The redesigned UX holds a modest overall preference advantage

QUESTION: Having seen both designs, which do you prefer overall?



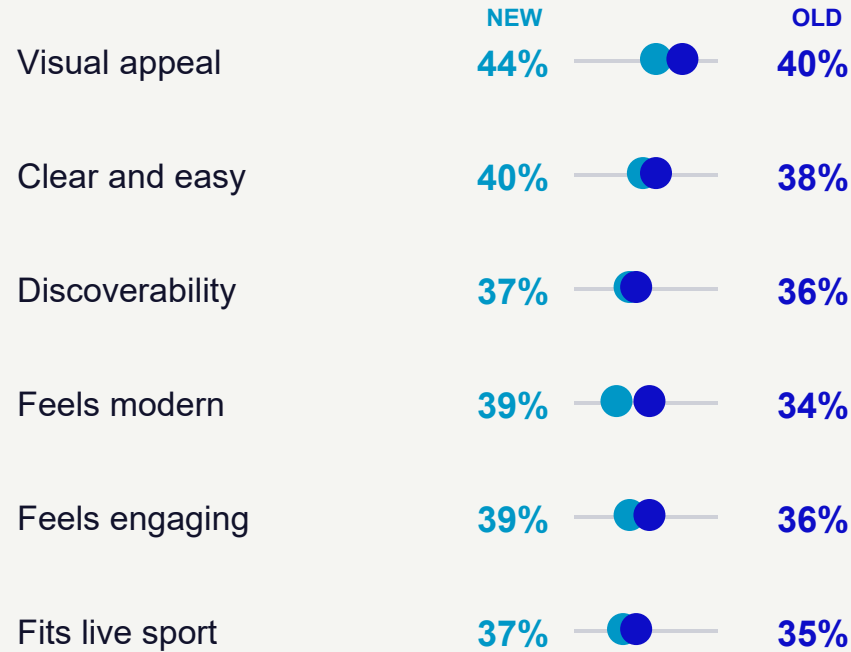
Among respondents choosing a design, the New UX leads the Old UX by 56% to 44%.

Older viewers are less decisive; the New/Old split is broadly stable by age.

Live-sport viewers, n=739. New vs Old $p=0.008$; age variation among preference holders $p=0.309$.

New UX leads on every measured attribute

WHICH DESIGN PERFORMS BETTER?



The New UX leads on every attribute, most clearly on visual appeal and modernity.

QUESTION: Which design performs better on each of the following?

QUESTION: Having seen both designs, which do you prefer overall?

JIL should focus on owning high-value viewing moments, not replacing every behaviour

- | | | |
|----|------------------------------------|--|
| 01 | Own the interaction | Redirect activity viewers already undertake rather than ask them to form a wholly new habit. |
| 02 | Prioritise reactive formats | Start with reality television, live entertainment and sport. |
| 03 | Target the natural audience | Build initial reach among under-55 genre enthusiasts. |
| 04 | Configure by programme | Use a focused mix of voting, predictions, quizzes, information, reactions and rewards. |
| 05 | Keep entry frictionless | Browser-based entry, no mandatory account and immediate value from the first interaction. |

Brand and UX

Take Variation A forward as the working logo and develop the New UX as the lead route, with task-based usability testing before launch.

The research combines market-scale context with a robust concept test

GWICORE

UK data covering Q4 2024 to Q1 2026

PRIMARY RESEARCH

Online survey of 1,041 UK active second-screener

FIELDWORK

August 2026, supplied by Walr

REPORTING

Unweighted results; multi-select questions may exceed 100%

SPORT UX

739 sport viewers; A: Old → New (n=367); B: New → Old (n=372)

The final sample provides strong coverage across the priority audiences

AUDIENCE BASES

739

sport viewers

626

reality viewers

653

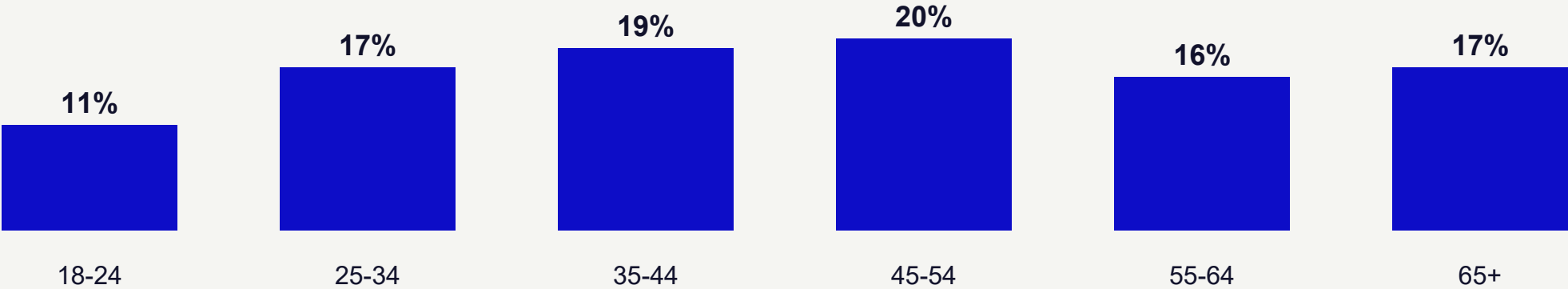
live entertainment
viewers

140

other-only viewers

AGE PROFILE

QUESTION: What is your age?



QUESTION: How do you describe your gender? 48% men | 51% women | 1% another identity or prefer not to say

The analysis uses a clean, unique and fully tagged respondent base

$$\begin{array}{ccccccc} 1,066 & - & -24 & - & -1 & = & 1,041 \\ \text{source submissions} & & \text{untagged or direct-link records} & & \text{later duplicate completion} & & \text{final analytical base} \end{array}$$

Four known Walr test records had already been deleted before export and are absent from the source data.

All 739 sport viewers completed the UX section; all 302 non-sport viewers bypassed it.