

Source: results produced by EBU and based on Eurodata TV's / relevant partners' data and Members' data, 2015

EBU

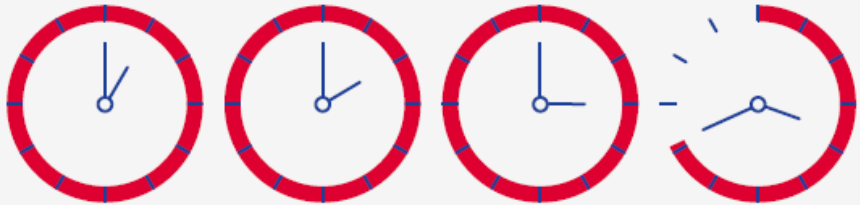
OPERATING EUROVISION AND EURORADIO

egta.

ACT

Association of Commercial
Television in Europe

The average European citizen watches
3 hours 41 minutes
of TV every day



Source: results produced by EBU and based on Eurodata TV's / relevant partners' data and Members' data, 2015

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ACT

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The average European youth watches
2 hours 6 minutes
of TV every day



Youth: 15-24 year olds. Source: results produced by EBU and based on Eurodata TV's / relevant partners' data and Members' data, 2015

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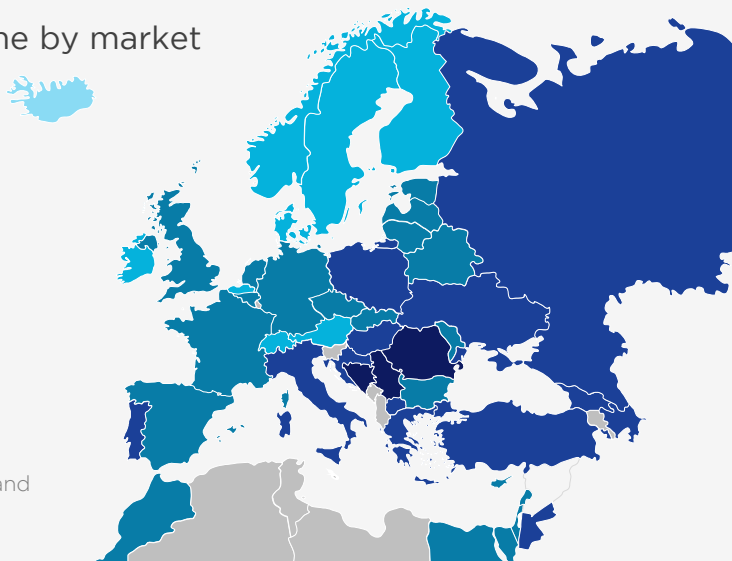
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Viewers in Romania, Bosnia-Herzegovina and Serbia watch the most TV - over 5 hours per day

Daily TV viewing time by market



Source: results produced by EBU and based on Eurodata TV's / relevant partners' data, 2015

3% Online short video clips

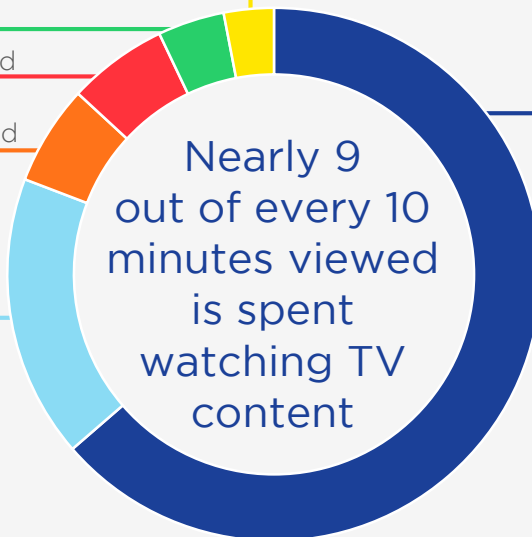
4% Physical video

6% Paid on-demand

6% Free on-demand

17% Recorded TV

Live TV **63%**



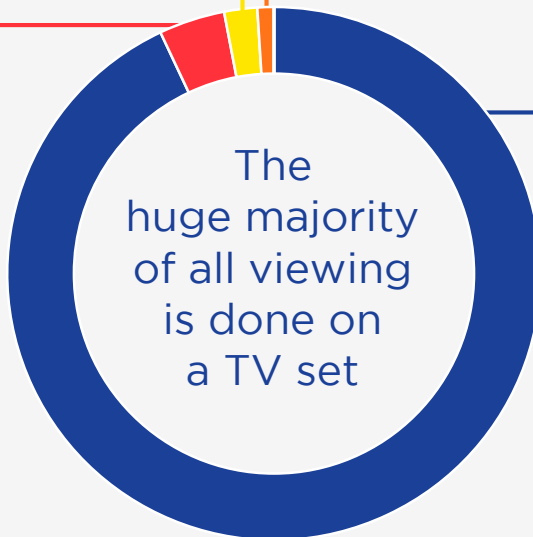
TV content: live TV + recorded TV + free on-demand.

Source: EBU based on Ofcom Digital Day, UK 16+, Q1 2016, type of content as % of total viewing time.

1% Smartphone

2% Tablet

4% Computer

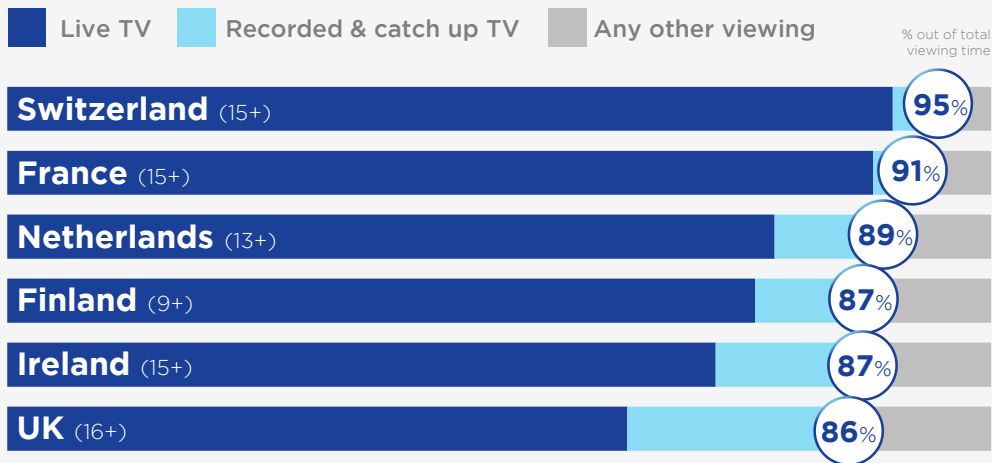


TV Set **93%**

The huge majority of all viewing is done on a TV set

Source: EBU based on Ofcom Digital Day, base UK 16+, time spent in % by device, Q1 2016.

TV remains by far the dominant type of viewing



Source: EBU based on Mediapulse Time Use Study, 2015/2016 (Switzerland), Médiamétrie, 2015 (France), Media:Tijd, 2015 (Netherlands), Ipsos MRBI Total Viewing Study, 2016 (Ireland), Finnpanel / Yle, Autumn 2015 (Finland), Ofcom Digital Day, 2016 (UK)

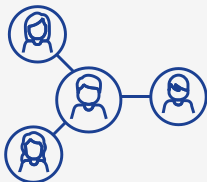
TV viewing time is more than double the time online adults spend on social networks



The average European citizen watches

3 hours 41 minutes

of TV every day



The average European online adult spends

1 hour 29 minutes

on social networks every day

Source: results produced by EBU and based on Eurodata TV's / relevant partners' data, 2015 and GlobalWebIndex, online adults aged 16-64 in 13 European countries, Q1 2016