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What the world loves watching: on World TV Day, international figures show the immense popularity of TV



21 November 2016 – Today is World TV Day, the UN’s celebration of the global cultural impact of television. Today, like every other day, billions of people will together spend billions of hours watching TV, talking about it and sharing it. To mark World Television Day, TV companies from around the world have compiled facts and stats to bring the scale and popularity of TV to life as it continues to live at the heart of the world’s media consumption.

AUSTRALIA

TV reaches 16 million Australians every day, who watch a total of more than 4 billion minutes of broadcast TV every day. In fact, Australian households are 30% more likely to have a TV set than a barbeque.

CANADA

Canadians watch 130 million hours of TV every day – that’s the equivalent of four Super Bowls. What’s more, the average TV campaign in Canada delivers an amazing 317 million impressions.

UNITED KINGDOM

In 2016, the average viewer in the UK will have watched over 1,300 hours of TV – the equivalent of watching all seasons of Breaking Bad, Orange is the New Black and House of Cards more than 10 times over. In addition, every night in the UK there are 17 million conversations about TV advertising.

UNITED STATES OF AMERICA

TV reaches 210 million people every day, who collectively watch 840,000,000 hours of TV per day. If you stood all of TV’s daily viewers one on top of the other, they would stretch all the way to the moon.

GERMANY

Germans watched an average of 223 minutes of TV per day – or 16 billion minutes in total: That’s 30,000 years of TV in one day!

FRANCE

Every day in 2016, 43.5 million people in France tune into TV on a television set. With the average daily audience of 2015, you could fill the Stade de France 558 times.

ITALY

The total time Italians spent watching television in 2015 is equivalent to the time it takes to play 1,032 football matches, to bake 61,911 pizzas or to brew 222,878 cups of espresso.

SPAIN

A whopping 33 million Spaniards watch TV each day. You would have to fill Real Madrid's home stadium 408 times to get the same reach with any other medium.

POLAND

In Poland, 25 million people tune in each day for an average of 4 hours and 18 minutes – totaling a mind-boggling 483,883,433 daily views.

318 stadiums would have been necessary to fit all Poles watching the Poland-Portugal game of the Euro 2016.

PORTUGAL

8.3 Million people watch television daily in Portugal. That's twice as much as Cristiano Ronaldo's followers on Twitter.

SWEDEN

The most-watched program in 2016 – the final of the Eurovision Song Contest – was viewed by 3.6 million people, or four out of every ten Swedes.

FINLAND

3,679,000 Fins watched an average of four hours of TV each day (2015). That means that in average, the equivalent of over 6 million hockey games are being watched on TV by Fins daily.

THE NETHERLANDS

TV reaches 11.2 million people daily who watch a total of 49 million hours every day (2016). You would be a multi-billionaire if you received one Euro for every hour watched by the Dutch in 2015 (18 billion hours).

SWITZERLAND

The most-watched program in 2016 – the Switzerland v. France match during Euro 2016 – reached 2,206,890 viewers, or three times as many Swiss people as there are cows in Switzerland. With this number, you could also fill the biggest stadium in Switzerland 57 times.

BELGIUM

With the average national daily audience in Belgium, you can fill 76 times Camp Nou, the largest stadium in Europe.

BRAZIL

So many people tune in in Brazil – 132.5 million watch daily – that the average minute rating in primetime is equivalent to the entire population of the United Kingdom (64.8 million).

CHILE

Over 5 million people watch television every day in Chile. With the figures of one day you can fill the National Stadium of Chile (Julio Martínez Prádanos) 105 times.

COLOMBIA

This number reaches 13.5 million people daily in Colombia. That's 48% more than Sofia Vergara's followers on Twitter.

PERU

16 million in Peru in one week. With this number you can fill Machu Picchu every day for over 17 years.

Combining a day in Chile, Peru and Colombia equals the number of people who have visited the Rio Carnival in the last 35 years!

CHINA

The Chinese watch an average of 251 minutes of TV per day (2015), and in 2014 created 3,277,400 hours of TV content.

Of course, viewership is only part of TV's success story. The other is the countless roles it plays in our lives, whether it's sharpening the world's focus on major issues, providing a platform for freedom of expression and cultural diversity, nurturing education or – perhaps most importantly – uniting people around once-in-a-lifetime experiences.

Have a happy 2016 World Television Day! More information at www.worldtelevisionday.com

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Sources:

Australia

Reach: OzTAM and RegionalTAM, Q2 2016

TV penetration is 97% The Australian Multi-Screen Report Q2 2016, BBQ household stat is 63.7% Source: <http://www.roymorgan.com/findings/6752-is-australia-barbecue-hotspot-of-the-world-201604072313>

Canada

Numeris, PPM, Total Canada, P2+, Total TV, Full Year 2015-16. Ave TV campaign assumes 150 GRPs x 6 weeks.

United Kingdom

Reach: BARB, 2016 Fact: BARB, 2016 and Craft/Thinkbox 'Screen Life: TV advertising everywhere', 2014

United States of America

Reach: Nielsen, October 2016, Population 2+ (viewed at least one minute)

Fact: according to the U.S. Department of Health & Human Services and their "National Health Statistics Report from August 2016," the average U.S. human being is 5 feet, 6 inches (converting to inches, that's 66 inches).

Average daily hours per viewer in the US is 4 hours.

Germany

AGF in Zusammenarbeit mit GfK, TV Scope 6.1, 01.01.2015 – 31.12.2015, TV Gesamt, 3-3 Uhr, Ø-Sehdauer, own calculation, Mediengruppe RTL 15.11.2016

France

Médiamétrie – Mediamat – Consolidated audience jan-oct 2016, population 4+

Average audience 2015: 45.2 million viewers per day, Médiamétrie

Italy

Average daily minutes for each day of the year: 92.866 minutes, target audience: Total population, source: Auditel Nielsen TAM.

The total time Italians spent watching television in 2015 is equivalent to the time it takes to play 1,032 football matches, to bake 61,911 pizzas or to brew 222,878 cups of espresso.

Spain

Reach: Average Daily Accumulated Audience, Total Spain, Individuals 4+, from January to 7th November 2016.

Fact: Capacity of the Real Madrid stadium (Santiago Bernabeu): 85 454 seats.

Poland

Reach: Nielsen, January to November 2016, population 4+

Fact: Football Euro 2016 quarterfinal match Poland-Portugal was watched by 21 432 231 of people. If all of them wanted to watch this match live on *Stade Velodrome* in Marseille, (capacity 67 346), they would fill in the stadium over 318 times.

Sweden

MMS, 2016 YTD, Population 3-99 years, not including streaming

Finland

Finnpanel, Jan-Oct 2016, population 4+

Fun fact: 3 647 000 viewers, who watch in average 4h per day (240 minutes) = 875.280.000 minutes viewed
875.280.000 minutes viewed divided by the average game of hockey (i.e. 140 minutes) = 6.252.000

Netherlands

SKO, January – October 2016, population 6+ adults,

Switzerland

Audience: Instar Analytics, Switzerland national, P3+ incl Guest, R-T cumulative, CH-National, Overnight+7, all platforms, SRF zwei, RTS deux, RSI LA2.

Fun fact: Capacity of the St.Jakob Park Basel: 38 512 seats. Cows: 701'000, in 2015, *Bundesamt für Statistik*.

Portugal:

Caem_TV, January – October 2016, total population. C. Ronaldo's Twitter account: 48.1 Mio followers on 17.11.2016

Belgium

Daily people reached: North 4.342.230; South: 3.181.019

CIM Audimétrie, Belgium, 4+, Total Day, reach, live+7

Capacity of the Camp Nou stadium: 98.772

China

Blue Book of China's Radio, Film and Television 2015, (SAPPRFT)

Brazil

Average viewers (main cities measured by IBOPE Kantar (jan – october 2016)

Prime time: Kantar Ibope Mídia – Total Individuals – PNT – 01/01/16 a 31/10/16 – Free TV and Paid

Chile, Peru, Colombia

Chile: Capacity of the Estadio Nacional de Chile - Julio Martínez Prádanos – 48.665 (Conmebol)

Peru: Visitors capacity in Machu Pichu – 2.500. <http://boletomachupicchu.com>

Colombia: S. Vergara's Twitter account: 9.08 Mio followers on 17.11.2016

Fun fact: calculation based on "During the 2015 Carnival celebrations the city of Rio de Janeiro welcomed approximately 977,000 tourists, according to the Secretaria Municipal de Turismo, known as Riotur."

PRESS CONTACTS / ABOUT:

PEPPTV is an informal grouping of broadcasters' trade bodies and sales houses, active at EU level and worldwide for the promotion of television. www.pepp.tv

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egta is the association representing television and radio sales houses, either independent from the channel or in-house, that market the advertising space of both private and public television and radio stations throughout Europe and beyond. egta fulfils different functions for its members in fields of activities as diversified as regulatory issues, audience measurement, sales methods, interactivity, cross-media, technical standards, new media, etc. During its over 40 years of existence, egta has become the reference centre for television and radio advertising in Europe. egta counts 140 members operating across over 40 countries.
www.egta.com

ABMA is the Belgian Association for Audiovisual Media.
For more information, please see www.abma-bvam.be/

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Thinkbox is the marketing body for commercial TV in the UK, in all its forms. It works with the marketing community with a single ambition: to help advertisers get the best out of today's TV. Its shareholders are Channel 4, ITV, Sky Media, Turner Media Innovations and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels. Associate Members are Discovery Networks Norway, Disney, London Live, RTL Group, TalkTalk, TAM Ireland, Think TV (Australia), thinktv (Canada), TV Globo (Brazil), TV2 (Norway) and Virgin Media. Discovery Networks UK & Ireland and STV also give direct financial support.
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SNPTV (The Syndicat National de la Publicité TéléVisée) is a professional organisation of the French TV sales houses (TF1 Publicité, M6 Publicité, Canal+ Régie, France Télévisions Publicité, Lagardère Publicité, Next Régie, Be Viacom). SNPTV's main mission is to collect the evidence, through collective studies, that television is the undeniable media for advertisers and for their TV ads in terms of return on investment, construction of brand, fame, image.
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Screenforce is the initiative of the TV Sales houses for television and online video in Germany, Austria and Switzerland. The thirteen partners of Screenforce represent more than 95% of the German and Austrian TV advertising markets.
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Screenforce represents the strength of premium video content on all screens. Content which is measured in an accurate and transparent way. Outside the Netherlands countries like Germany, Finland, Austria and Switzerland also have a TV marketing body under the name of Screenforce. With them and also with other strong international TV markets, we always look for more cooperation and joining forces. Always with the purpose to enable advertisers to achieve their marketing objectives with premium video content on all available platforms.

www.screenforce.nl

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Reklamkraft Sweden is a virtual organisation that is run by a steering group consisting of members from the commercial broadcasting companies. The daily operations and communications work is outsourced to a PR agency in Stockholm. Reklamkraft's members commercialise 90% of the TV market in Sweden.

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thinktv Canada is the trusted and authoritative voice advancing the power of television advertising in Canada. Through leading-edge research and education, thinktv helps marketers optimize their use of television to achieve their business objectives. thinktv's members are local and national broadcast and specialty networks covering over 95% of the Canadian TV market. www.thinktv.ca

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ThinkTV is a marketing initiative of the Australian commercial television industry, helping the advertising and marketing community get the best out of today's television. Think TV represents both free-to-air and subscription TV broadcasters.

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The Broadcast TV International Center is a think tank about broadcast commercial TV industry development and promotes its relevance as a commercial and social medium. The project is supported by: RedUNo and Unitel (Bolivia); TV Globo (Brazil); Caracol and RCN (Colombia); Mega (Chile); Teletica (Costa Rica); TC Television and RTS (Ecuador); Televisa (Mexico); Medcom (Panamá) America TV and Latina (Peru). www.centrotv.org