



PRESS RELEASE – EMBARGOED UNTIL 07 JUNE 2016, 05:00

New figures show that TV is the world’s favourite video

6 June 2016 – TV companies and trade bodies from around the world have today reminded marketers about TV’s enduring popularity and strength as an advertising medium.

TV trade bodies from around the globe, including Germany, Spain and the Netherlands, have recently [published reports](#) to put video consumption in perspective.

The studies echo recent research by Thinkbox (the UK’s TV marketing body – [see study here](#)) and the VAB (the American Video Advertising Bureau – see [study here](#)) which showed how TV continues to dominate the video lives of all generations.

How TV dominates the video landscape

(see slides [downloadable here](#) for sources and graphs)

- In the **United Kingdom**, TV accounts for 76% of total average video consumption, whilst YouTube accounts for 4.4% of video viewing. For 16-24s TV accounts for 57.5% of all video, compared to 10.3% for YouTube.
- In the **USA**, ad-supported TV maintains a substantial time spent advantage against YouTube among millennials (18-34) (86% vs. 14%). According to the VAB, a TV show’s monthly audience is on average 50% higher than the average YouTube channel’s video views (and its TV audience per episode is 6 times higher than an average YouTube video).
- In **Austria**, for any given 15 minutes spent watching video content, 79% is live TV for the 14+ target group and 60% for 14-29 years’ old.
- In **Australia**, broadcast TV dominates video consumption. Australians spend 85 hours a month watching linear TV, accounting for 84.5% of all screen-viewing time. In addition to this, viewers also spend 112 minutes a week watching internet delivered Broadcast TV across a range of different screens. For 18-49s seven in every ten hours of screen viewing is spent watching Broadcast TV on a TV. 90% of all TV viewing is watched live.
- In **Belgium**, 71% of the total video volume seen on any screen is spent with linear TV (live and time shifted), whilst VOD – via TV operators or pay-TV services – represents 15% of this total video consumption. If one focuses on young target groups (15-24), online video represents 18% of this volume (an addition of online TV platforms, social networks and other websites), with 8% which can be attributed to YouTube and 10% to other websites.
- In **Canada**, millennials (18-34) spend 19 hours watching TV each week, 6 times more than the time spent watching YouTube.
- In **Germany**, 90% of video usage can be attributed to TV (live +3 days, on the TV set), whilst 3% can be attributed to alternative means of TV distribution (i.e. non-TV set screens) and 5% is spent watching free online videos. These numbers vary slightly when looking at the younger target group (14-49) but the trend remains the same: respectively 79%, 5% and 10%.

- In **France**, 70% of 15-24s' video viewing is live TV rising to 88% for 15+ population. 20% of 15-24s video consumption is attributed to "other forms of video" (incl. YouTube online and on IPTV) and only 6% for the 15+ population.
- In **Ireland**, live TV continues to dominate the world of video content: 71.6% for all adults (15+) and 53.3% for the 15-34s.
- In **Italy**, YouTube represents 5.4% of time spent watching video for 15-34s, whilst TV represents 88.8%.
- In **the Netherlands**, YouTube and other online video viewing only account for a few minutes of total video viewing per day (approx. 8 minutes vs. 70 minutes spent on TV) for teenagers. For the total population, the numbers are even clearer: on average, less than 3 minutes a day are spent watching YouTube compared to almost 160 minutes a day with TV.
- In **Russia**, the story is no different, with an average of 15 minutes per day spent on YouTube compared to 289 minutes for TV (population 6+).
- In **Spain**, TV almost concentrates the entire daily video consumption of 15-34s, (80% linear TV + 17% Timeshifted/VOD). Online video only accounts for 3% of 15-34s' total daily viewing time (of which YouTube accounts for 1.1%)
- In **Switzerland**, live TV accounts for 76 minutes (81%) out of the total 94 minutes of daily video that 15-29s watch.

Said [PEPPTV](#), the informal grouping of broadcasters' trade bodies and sales houses: "Video is a confusing world with lots of numbers flying around. But despite the popularity and occasional hype around video services, this new international data underlines TV's unmatched and continued popularity around the world. It is the world's favourite video. We hope international marketers will base their decisions about advertising investment on these facts and TV's proven effectiveness."

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This press release has been published together with a set of slides available for [download here](#).



PRESS CONTACTS / ABOUT:

PEPPTV, Platform for European Promotion of TV is an informal grouping of broadcasters' trade bodies and sales houses, active at EU level and across EU Member States. www.pepp.tv

Katty Roberfroid, Director General, egta

E-mail: katty.roberfroid@egta.com

Anne-Laure Dreyfus, Director TV, egta

Phone: +32 2 290 31 34

E-mail: annelaure.dreyfus@egta.com

Caroline Brasseur, Director Research, egta

Phone: +32 2 290 31 37

E-mail: caroline.brasseur@egta.com

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 & radio advertising in Europe. egta counts 130 members operating across 38 countries.

Virginie Mary, SNPTV

Deputy Director

Phone: + 33 (0)1 41 41 43 21

E-mail: vmary@snptv.org

SNPTV (The Syndicat National de la Publicité Télévisée) is a professional organisation of the French TV sales houses (TF1 Publicité, M6 Publicité, France Télévisions Publicité, Canal + Régie, TMC Régie, Next Régie, Lagardère Publicité, Be Viacom). SNPTV has as main mission to collect the proofs, through collective studies, that the television is the undeniable media for the advertisers and their TV ads in terms of return on investment, construction of brand, fame, image ...

Michel Van Der Voort, SPOT

Managing Director

Phone: +31 (0)20 – 40 44 271

GSM: +31 (0)6 – 156 35 876

E-mail: egging@spot.nl

SPOT is the Dutch marketing center for television advertising. SPOT provides information about television as a medium for advertising, offers services in support of advertisers, and represents the interests of television broadcasting advertising agencies. The following organizations participate in SPOT: Ster, Discovery Networks Benelux, ORN, RTL Nederland, FOX Channels Benelux, AT5, SBS Broadcasting, Disney Channels Benelux, BE VIACOM Benelux, Eurosport, Eredivisie Live and Sport1.

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

Simon Tunstill, Thinkbox
Head of Communications
Phone: +44 (0)20 7630 2326
E-mail: simon.tunstill@thinkbox.tv

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, Think TV (Australia), TVB (Canada), TV Globo (Brazil), TV2 (Norway) and Virgin Media. Discovery Networks UK & Ireland, UTV and STV also give direct financial support.

Andreas Kühner, Screenforce
Phone: +49-89-12 71 06 96,
GSM: +49-160-586 40 03,
E-mail: presse@screenforce.de

Screenforce is the initiative of the TV Sales houses for television and online video in Germany, Austria and Switzerland. The thirteen partners of Screenforce are representing more than 95% of the German and Austrian TV advertising markets.

Rhonda Brown, ThinkTV
Director of Marketing
E-mail: rbrown@thinktv.com.au

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.

Laura Baehr, thinktv
VP Marketing
E: lbaehr@thinktv.ca
T: 416-413-3885

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.

Reklamkraft 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.

Press contact: robert.svensson@lennoxpr.se