



Official 2016 WTVD spot

<http://www.worldtelevisionday.tv/video-love-tv/>

Sources

» 60,000 hours of pure entertainment per day in Europe

Source:

Fiction on European TV channels, 2006-2013, European Audio-visual Observatory

Calculated by making the product of channels in Europe x 24h (information : 48% of the total broadcast time of European TV channels is devoted to fiction. basis 17 countries – European Audio-visual Observatory on ROVI data.)

» 5,463 Channels

Source:

<http://www.satindex.de/europa.php>

» 600,000 Jobs

Source:

Ernest & Young, Creating Growth, measuring cultural and creative markets in the EU

<http://www.creatingeurope.eu/en/wp-content/uploads/2014/11/study-full-en.pdf> (p.54)

<http://www.handelsblatt.com/unternehmen/dienstleister/top-10-ranking-das-sind-die-groessten-arbeitgeber-europas/8464058.html>

» 610 Million viewers

Source:

Eurodata, One year in TV 2016

2015 universe for Europe (16,2% of world TV audience)

List of countries included in Europe in 2015: Austria, Belarus, Belgium, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Macedonia, Moldova, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom.

» 03:55 hours average viewing time per day

Source:

Eurodata, One year in TV 2016

Year: 2015, Base: 37 countries, see above