TV in the world in 2010

When more connected means higher TV consumption

January 21\textsuperscript{st} 2011

By Eurodata TV Worldwide

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3 Billion potential viewers

Over 3,000 channels

Territories covered

Europe
669 M

North America
322 M

Amérique Latine
172 M

Africa
80 M

Middle East
25 M

Asia Pacific
1 768 M

Source: Eurodata TV Worldwide / Relevant partners– All rights reserved
2009 – A worldwide Daily Viewing Time record of 3:12

Daily viewing time, in hours, on the all individuals target
Averages weighted according to the size of the universe

Source: Eurodata TV Worldwide / Relevant partners – All rights reserved
2010: a huge boost of the TV consumption!

Total individuals
Daily Viewing Time in hours:minutes

France

2007: 207
2008: 204
2009: 205
2010: 212

Germany

2007: 208
2008: 207
2009: 212
2010: 223

UK

2007: 218
2008: 225
2009: 225
2010: 242

Netherlands

2007: 186
2008: 184
2009: 184
2010: 191

Spain

2007: 223
2008: 227
2009: 226
2010: 234

Source: Eurodata TV Worldwide / Relevant partners—All rights reserved
2010, A year of sport!
Key sport competitions over the past 10 years

European Market (France + Germany + Spain + United Kingdom)

Source: Eurodata TV Worldwide / Relevant partners – All rights reserved
Sport takes off!

Starting with Vancouver 2010...

12 best sport broadcasts
Since 1st January 2009

NRK1
85.4% Share
Biathlon
Mens 20km

TVP1
9.5 million
Ski Jumping
Best score
since 2009

NBC
29.4 million
Snowboard
Half Pipe Final

CTV
10.6 million
Ice Hockey
Canada vs USA

... and the major competitions

10.5 million on RTL in Germany

9.5 million on RAI 1 in Italy

Bahrein GP

In Germany
2010 Final vs 2009 Final: +81%
with 11.8 million on SAT.1

106 million
viewers for the
Superbowl 2010 on CBS

France vs England
8.3 million
on France 2

Source: Eurodata TV Worldwide / Relevant partners – All rights reserved
The FIFA World Cup soars!

**Argentina / Germany**
54.5 million on CCTV5
Best Audience for a match in the FIFA World Cup

**Italy / Paraguay**
17 million on RAI1

**USA / Ghana**
Cumulated Audience > 24.3 million
on ABC and Univision

**Spain / Germany**
>31 million on ARD

**South Africa / Uruguay**
> 8.6 million on SABC1

**South Korea / Greece**
Over 7 million on SBS
Best audience since February 2007

Source: Eurodata TV Worldwide / Relevant partners– All rights reserved
The next generation of TV: The era of « multitasking »
### 2010 – While young adults watch (even more) television...

**Young adults (15-24 or equivalent)**

Daily Viewing Time in hours:minutes

<table>
<thead>
<tr>
<th>Year</th>
<th>Germany</th>
<th>UK</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>2:16</td>
<td>2:34</td>
<td>2:25</td>
</tr>
<tr>
<td>2008</td>
<td>2:16</td>
<td>2:30</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>2:13</td>
<td>2:31</td>
<td>2:28</td>
</tr>
<tr>
<td>2010</td>
<td>2:22</td>
<td>2:49</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Eurodata TV Worldwide / Relevant partners—All rights reserved
... they “tweet”, “post”, “like” and communicate online!

France
Individuals 15-24
All locations

United Kingdom
Individuals 15-24
Home and/or work place

Germany
Individuals 15-24
Home and/or work place

Monthly time spent per individual (hh:mm)
Study period: June 2009 vs June 2010

Source: Eurodata TV Worldwide / Relevant partners—All rights reserved
In The Netherlands young adults’ daily viewing time slightly decreased...

... but online viewing of TV content literally exploded!

### 2009

<table>
<thead>
<tr>
<th>Rank</th>
<th>Date</th>
<th>Programme</th>
<th>Channel</th>
<th>Programmes</th>
<th>nStreams</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>03-07-2009</td>
<td>GOEDE TIJDEN SLECHTE TIJDEN</td>
<td>RTL4</td>
<td></td>
<td>207.062</td>
</tr>
<tr>
<td>2</td>
<td>20-03-2009</td>
<td>X FACTOR</td>
<td>RTL4</td>
<td></td>
<td>206.527</td>
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<tr>
<td>3</td>
<td>22-11-2009</td>
<td>BOER ZOEKT VROUW</td>
<td>Ned1</td>
<td></td>
<td>184.712</td>
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<tr>
<td>4</td>
<td>24-10-2009</td>
<td>USHI &amp; DUSHI</td>
<td>RTL4</td>
<td></td>
<td>169.325</td>
</tr>
<tr>
<td>5</td>
<td>09-12-2009</td>
<td>WERELD DRAAIT DOOR</td>
<td>Ned3</td>
<td></td>
<td>162.370</td>
</tr>
</tbody>
</table>

### 2010

<table>
<thead>
<tr>
<th>Rank</th>
<th>Date</th>
<th>Programme</th>
<th>Channel</th>
<th>Programmes</th>
<th>nStreams</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>23-09-2010</td>
<td>OH OH CHERSO</td>
<td>RTL5</td>
<td></td>
<td>443.323</td>
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<tr>
<td>2</td>
<td>05-03-2010</td>
<td>GOEDE TIJDEN SLECHTE TIJDEN</td>
<td>RTL4</td>
<td></td>
<td>361.975</td>
</tr>
<tr>
<td>3</td>
<td>18-03-2010</td>
<td>WIE IS DE MOL</td>
<td>Ned1</td>
<td></td>
<td>311.145</td>
</tr>
<tr>
<td>4</td>
<td>17-09-2010</td>
<td>VOICE OF HOLLAND</td>
<td>RTL4</td>
<td></td>
<td>254.887</td>
</tr>
<tr>
<td>5</td>
<td>05-09-2010</td>
<td>BOER ZOEKT VROUW</td>
<td>Ned1</td>
<td></td>
<td>209.959</td>
</tr>
</tbody>
</table>

Source: Eurodata TV Worldwide / Relevant partners– All rights reserved
A godsend for broadcasters...

During the 2010 FIFA World Cup / TF1
A godsend for broadcasters...
During the Vancouver Olympic Games / NBC

Comptes / Réseaux Sociaux

iPhone App

Twitter Tracker

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Broadcasting Rights: To have or not to have...

Video

But du jour: le rayon de soleil de Beausejour

LEMONDE.FR | 16.06.10 | 23h56 • Mis à jour le 16.06.10 | 23h56

But du jour: Beausejour fait rêver le Chili


Plus d'infos But du jour

- Le but du jour: Carani, ou la "parra chama".
- Le but du jour: Villa, celui qui marque contre la Portugal.
- Le but du jour: Robben débloque la situation pour les Pays-Bas.
- Le but du jour: Luis Suarez, délivre l'Uruguay.

A ne pas manquer

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New narrative styles
Fiction – Local series counterattack!

In 2010, 70 of the 100 best performing series were British and accounted for 85% of the audience.

Source: Eurodata TV Worldwide / Relevant partners—All rights reserved
The advent of transmedia storytelling

Eastenders Live (BBC)

Lone Star (Fox)
The advent of transmedia storytelling
After tomorrow, our kids’ TV
TV Consumption among children also continues to grow in Europe!

**Daily Viewing Time**

**Italy**

- **1st semester 2009**: 2h39
- **1st semester 2010**: 2h44

Source: Auditel / AGB NMR
Target: Children 4-14

**Spain**

- **1st semester 2009**: 2h25
- **1st semester 2010**: 2h38

Source: Kantar Media
Target: Children 4-12

**Germany**

- **1er semestre 2009**: 1h28
- **1er semestre 2010**: 1h33

Source: AGF/ GfK
Target: Children 3-13

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Globanimation, beyond borders and generations
The adventures continue only with our favorite heroes!
New behaviors for all ages

Télévision + Web TV + Catch-up TV

Heures | Lundi | Mardi | Mercredi | Jeudi | Vendredi | Samedi | Dimanche
-------|------|-------|----------|-------|----------|--------|---------
06:00  |      |       |          |       |          |        |         
07:00  |      |       |          |       |          |        |         
08:00  |      |       |          |       |          |        |         
09:00  |      |       |          |       |          |        |         
10:00  |      |       |          |       |          |        |         
11:00  |      |       |          |       |          |        |         
12:00  |      |       |          |       |          |        |         
13:00  |      |       |          |       |          |        |         
14:00  |      |       |          |       |          |        |         
15:00  |      |       |          |       |          |        |         
16:00  |      |       |          |       |          |        |         
17:00  |      |       |          |       |          |        |         
18:00  |      |       |          |       |          |        |         
19:00  |      |       |          |       |          |        |         
20:00  |      |       |          |       |          |        |         

Source: Eurodata TV Worldwide / Relevant partners—All rights reserved
International TV Trends
Fall 2010

The Season of Superlatives
More Dramatization

Live History

Battle of Arnhem: 
Tour of Duty
(Documentary – Five)

Das Mittelalter
(Docu soap – Sat1)

The Taking of Prince Harry
(Docu drama – Channel 4)

Recalling the past and finding new ways to narrate history: now viewers can experience it for themselves.

And also
Life after Armageddon; Vieni Via con Me; Turn Back Time: The High Street; The Young Ones, etc.
More Dramatization
Made-for-TV Reality

Both celebrities and ordinary people agree to become ‘actors’ in specific reality experiences.

And also

- Teach Tony Danza (Reality – A&E)
- Sarah Palin’s Alaska (Reality – TLC)
- World of Jenks (Reality – MTV)
- An Idiot Abroad (Reality – Sky One)

Beeny’s Restoration Nightmare; Frank de la Jungla; Natalie Cassidy: Becoming Mum; Gareth Malone’s Extraordinary Schools for Boys, etc.
Entertainment frees itself from traditional restraints, and even breaks down new boundaries. Talent quests reinvent themselves, game shows head back outside, invading new territories and getting closer to people.

And also

*Alt Gegen Jung – Das Duell der Generationen ; Urashiman You Didn’t know ; Famous and Fearless, etc.*
Overwhelming Fiction

Nerve wracking fiction

*Hawaii Five O*
(Series – CBS)

*The Event*
(Series – NBC)

*Penoza*
(Series – Ned 3)

This season has cranked up the suspense, with new thrillers popping up across the international scene.

And also

Blue Bloods ; GSI Spezialeinheit Goteborg, etc.
Overwhelming Fiction

Close Encounters of The Third Kind

Fiction creates suspense by exploring the unknown: the ‘other’ can often be closer than we think.

And also

The Gemma Factor; Das Internat – Emma bloggt; 4 Kampfen für dich; The Secret – Jetzt Kommt alles Raus!, etc.
- Television is doing fine, thank you Internet!
- TV/Web Symbiosis, a pool of creativity.
- Towards global programmes: No boundary, time, duration or location constraints.
- And it’s only the beginning...
- ... Tomorrow: Connected TV!