

EurodataTV Worldwide



TV in the world in 2010



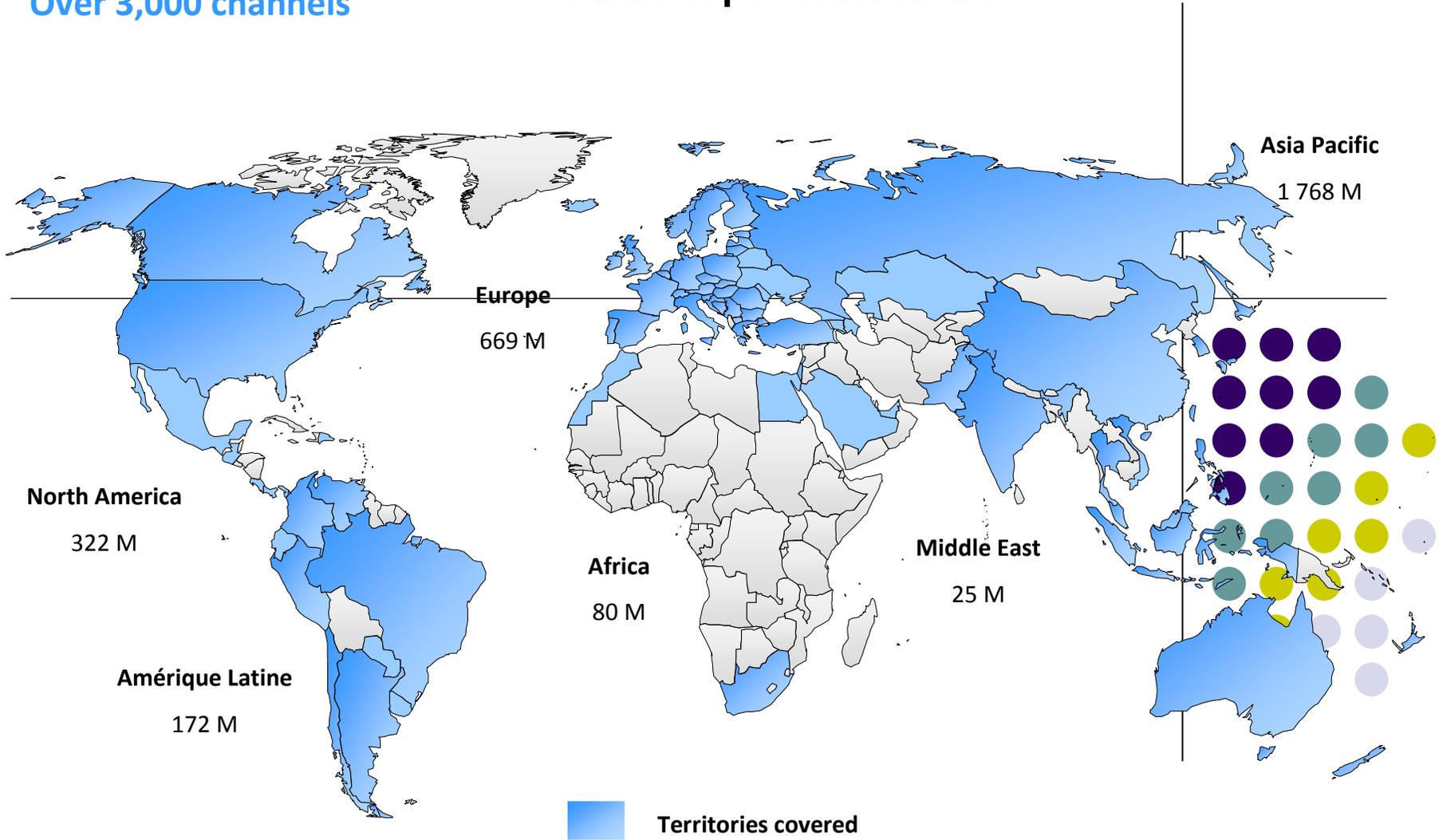
Februray 2011

By Yuliya Sobakar



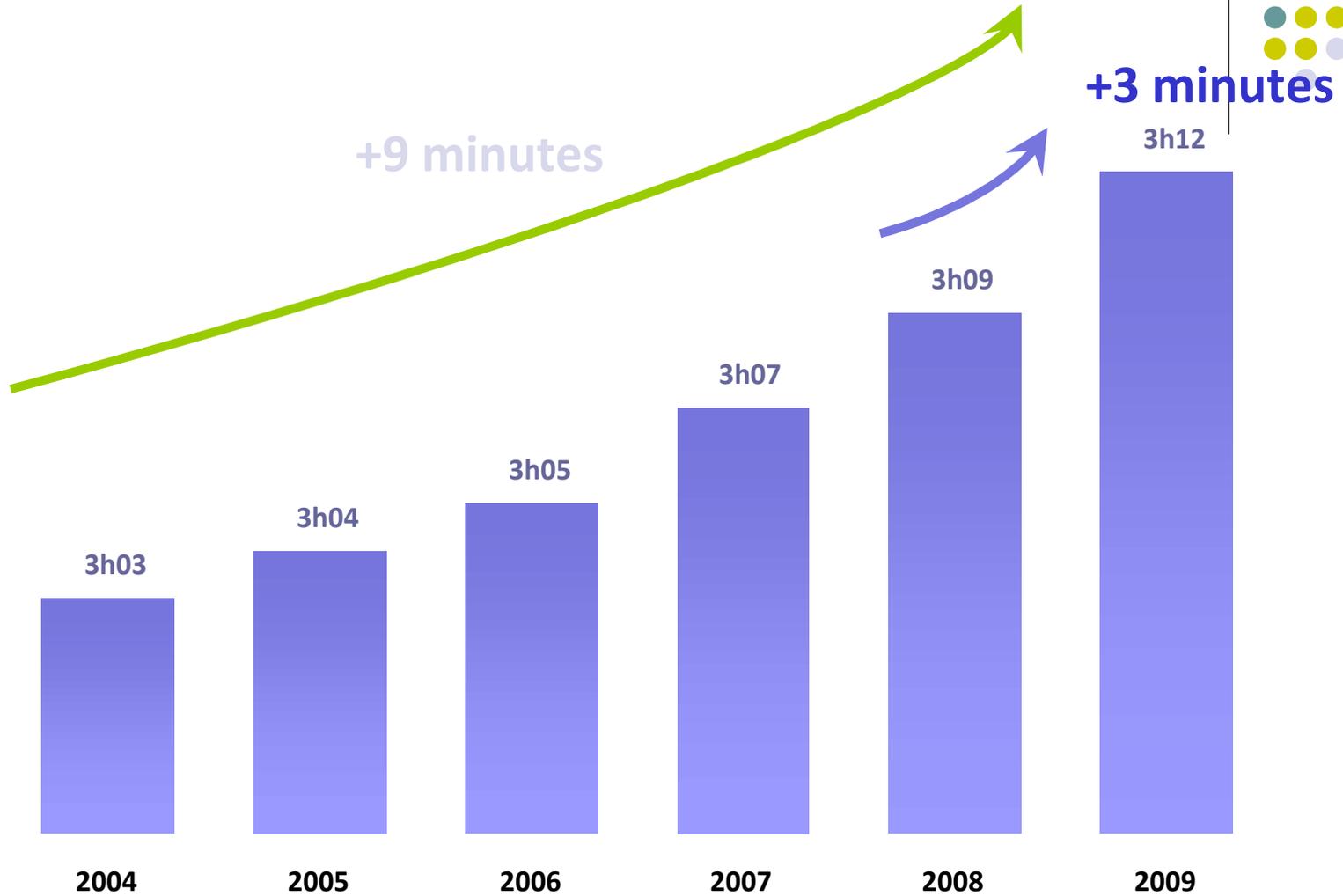
Over 3,000 channels

3 Billion potential viewers



Reminder

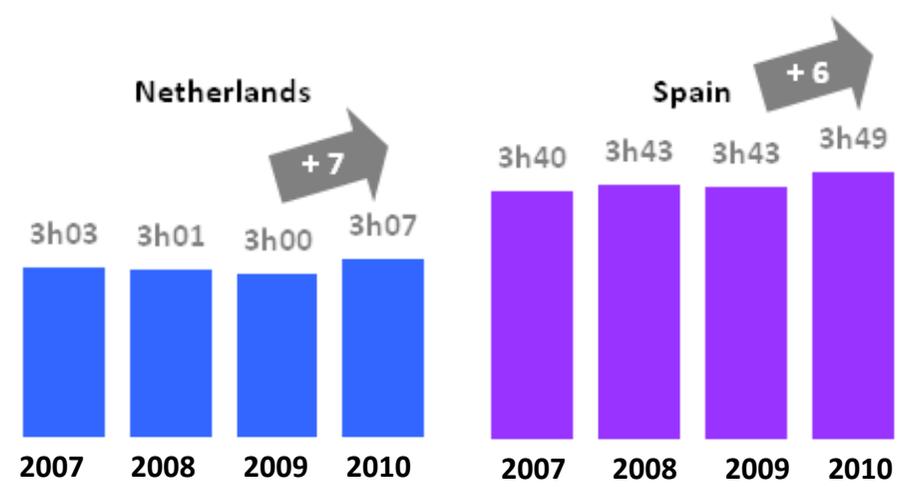
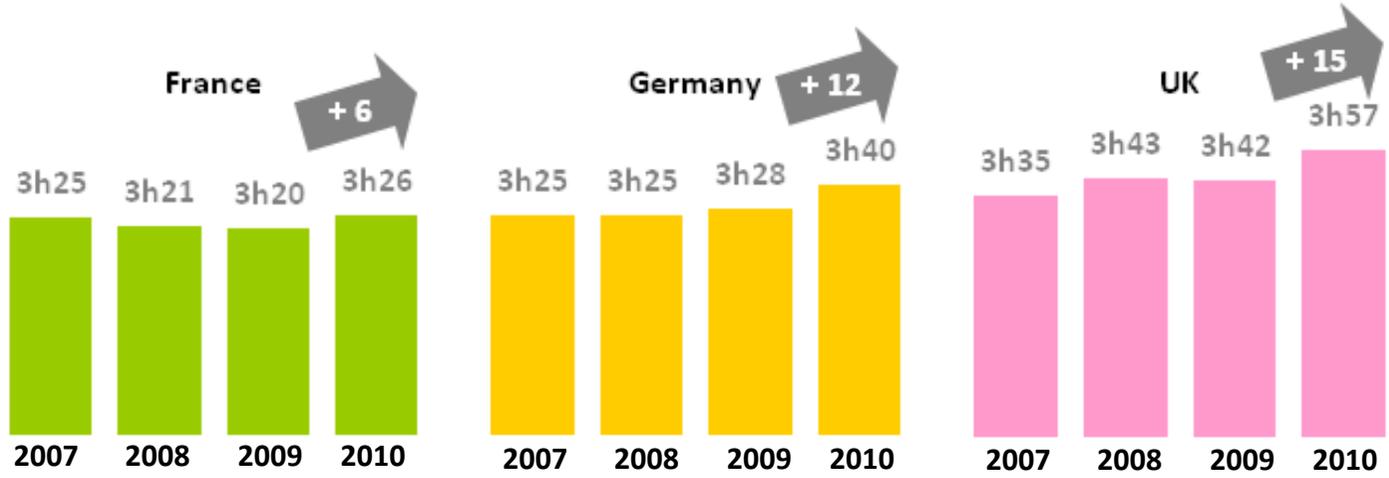
2009 – A record Daily Viewing Time of 3h12



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

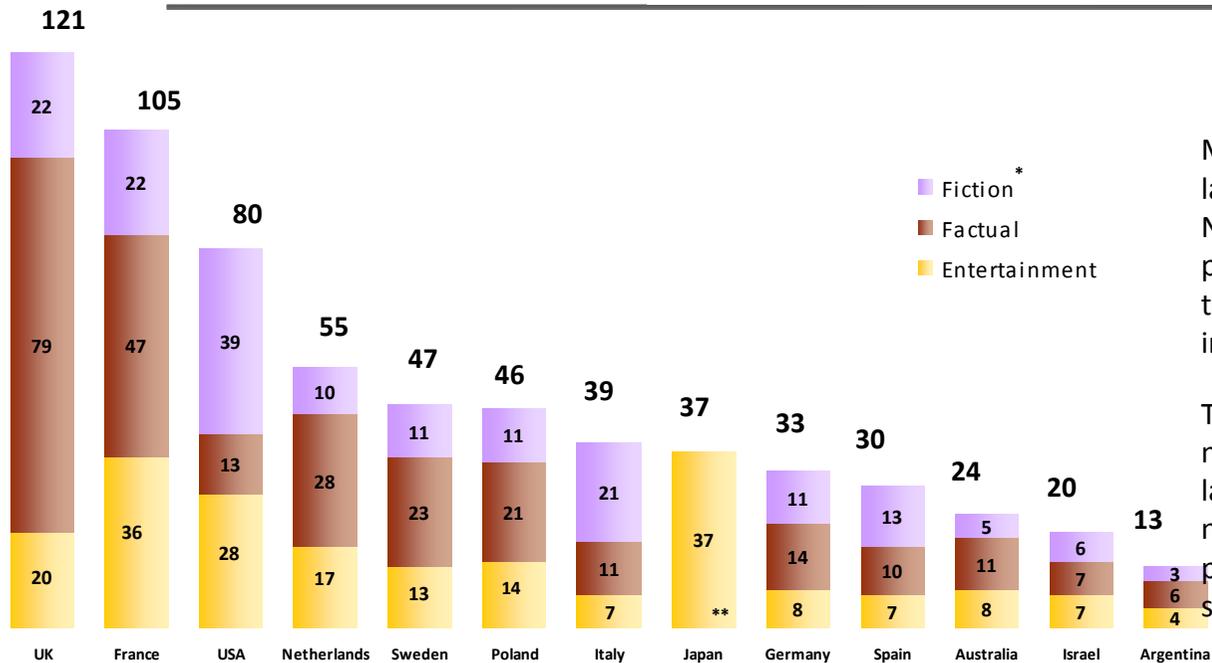
2010 – TV consumption is still growing

Total individuals
Daily Viewing Time,
Weeks 1-34



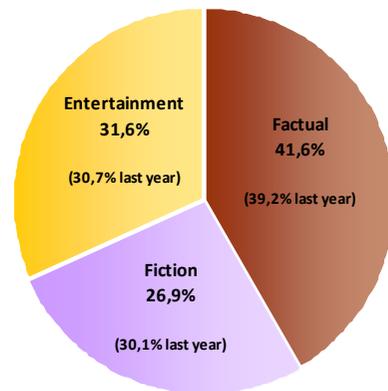
Volume of New Programming by Country

Number of Titles – Sept 6th - Nov 21st 2010



More than 650 new shows have been launched in the major TV markets studied by NOTA this fall season. In comparison to the previous year, on an equivalent study field, the volume of new programs has slightly increased.

The UK is the leader in terms of volume of new programs with 121 new programs launched this season, ahead of France (105 new programs), followed by The USA (80 programs) and The Netherlands (55 new shows).



On an equivalent study field***

Regarding the genres, new programs launched are mainly factual programs, followed by entertainment and fiction.

On an equivalent study field, the proportion of factual programs has increased in comparison to last year's volume as well as the volume of entertainment, in detriment of fiction.

fiction. TV movies are excluded
 ** Only entertainment programs are taken into account in Japan
 *** Excluding new countries and channels added in 2010

All statistics and figures presented in this survey are based on the period from September 6th to November 21st 2010. Nevertheless, in order to give the most accurate analysis, some of the shows featured have been launched beyond this period.

Volume of New programming

Percentage based on the number of titles



Volume comparison made on an equivalent study field (excluding new countries and channels added in 2010)



International TV Trends Fall 2010

The Season of Superlatives

More Dramatization

Entertainment to Die for

Overwhelming Fiction

Web Content Invasion

More Dramatization

Live History



***Battle of Arnhem:
Tour of Duty***

(Documentary – Five)



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 ; Das Mittelalter etc.

More Dramatization

Made-for-TV Reality



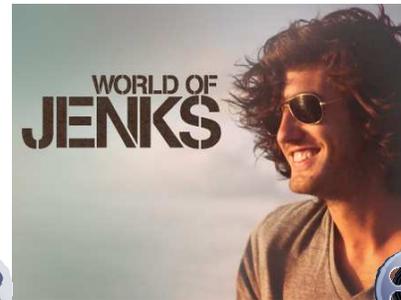
Teach Tony Danza

(Reality – A&E)



Sarah Palin's Alaska

(Reality – TLC)



World of Jenks

(Reality – MTV)



An Idiot Abroad

(Reality – Sky One)

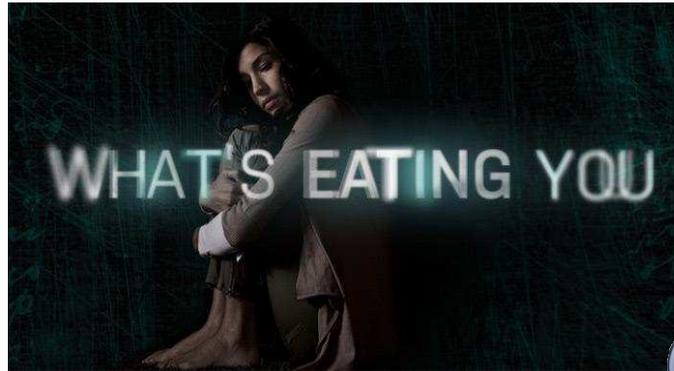
Both celebrities and ordinary people agree to become 'actors' in specific reality experiences.

And also

Beeny's Restoration Nightmare ; Frank de la Jungla ; Natalie Cassidy: Becoming Mum ; Gareth Malone's Extraordinary Schools for Boys, etc.

More Dramatization

Getting Intimate



What's Eating You !
(Reality – E! Entertainment)



Galileo X.perience
(magazine – Pro7)

Some programs go deep into the daily life of ordinary people, showing their intimate particularities and secrets.

And also

Déshabillez-nous (aka Undress Us) ; Sister Wives ; Namens jou ; Elvis I glada hudik ; Inferno ; My Strange Addiction ; Wait til Your Teacher Gets Home !, etc.

Irresistible Entertainment All-Terrain Game Shows



The Voice of Holland
(Game – RTL4)



King of Chair
(Game – TBS)

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 ; Beat de Mol, etc.

Irresistible Entertainment

Comedy Hold Up



Ma'atsar Bait (aka House Arrest)

(Entertainment – Channel 2)



Meet the Parents

(Reality – E4)

Comic relief has taken a traditional turn: from awkward situations to funny surprises, the hoax seems to be having something of a golden age.

And also

Les Humoristes Piratent La Télé ; The Idiot Awards ; Benidorm Bastards ; The Benson Interruption ; Sorry for The Private Travel Diary ; Panic Faces ; The King is Dead ; Veckans Kanin, etc.

Irresistible Entertainment

Glamour at all costs



Bridalplasty

(Reality – E! Entertainment)



***Dramatic Transformation:
Miracle Change***

(Reality – TBS)

Reality TV is still present and this season it proposes glamorous formats as well as plastic surgery and impressive body transformations.

And also

House of Glam ; Svenska Hollywoodfruar ; Norska Hollywoodfruar ; Daniela Katzenberger Natürlich Blond ; Girls' Midnight Party ; Married to Rock ; Fashion Police ; Thintervention with Jackie Warner ; I Used to Be Fat, etc.

Overwhelming Fiction

Nerve wracking fiction



Hawaii Five O
(Series – CBS)



The Event
(Series – NBC)

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

And also

Blue Bloods ; GSI Spezialeinheit Goteborg ; Penza, etc.

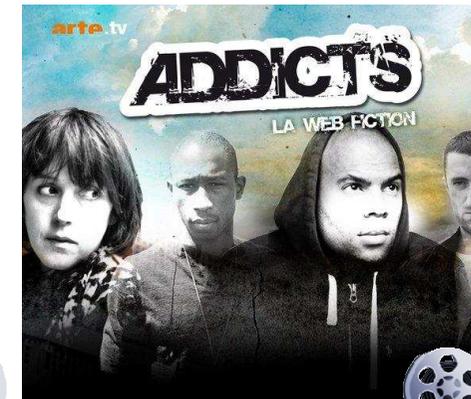
Web Content Invasion



Dial Star



Legion of Extraordinary Dancers



Addict(s)

No need to recall the boom of Internet creations last season, and web content is now multiplying to satisfy insatiable viewers.

And also

A Drop of True Blood ; Seattle Grace of Hope ; Ghostfacers ; Made in Mode ; Before Secret ; After Secret ; Beat Generation ; Cuisinez le Chef! ; New York Minute ; Les Communes de Paris ; Influencers ; How it Should Have Ended, etc.

International TV Trends Fall 2010

- Intimacy, glamour, celebrities : TV broadcasters have brought out the big guns in order to seduce and entrap viewers again and again.
- The trivial becomes important, and this transfiguration of the commonplace is used to create overwhelming narratives.
- In fiction, the audience has been inundated with series, miniseries, sitcoms, all hoping to find the way to their hearts.
- Web content invasion



Essential information to help you keep an alert eye on TV market trends



TELEVISION
WEB
TRANSMEDIA

Identification and tracking of new formats and trends, analysis of performances and of programming in different genres.

ONE TELEVISION YEAR IN THE WORLD
2010 ISSUE

NEW ON THE AIR Online Service

Kids TV Report

Scripted Series Report

Yearly Sport Key Facts
From September 2009 to August 2010