

# Television in Finland 2007



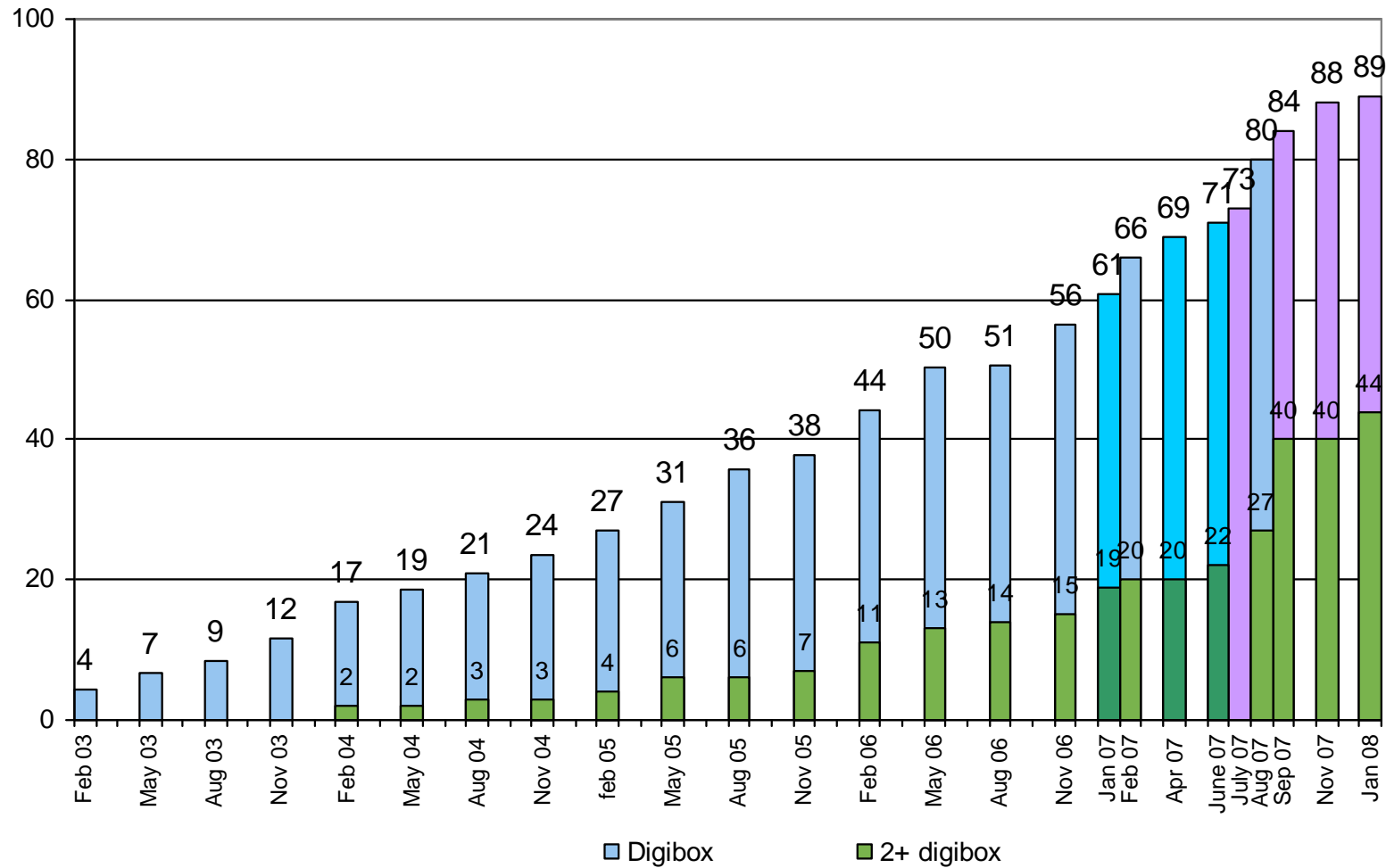
# Television Year 2007 - Agenda

- Terrestrial analogue switch-off 1.9.2007
  - *The whole country at the same time*
- Television viewing in autumn 2007
  - *More channel choices*
- Changes in TV landscape
  - *Pay-TV and PVR penetration is growing*
- Summary of year 2007
  - *Basic statistics*

# The penetration of Digital TV in January 2008: 2.000.000 hslds (89% of total)

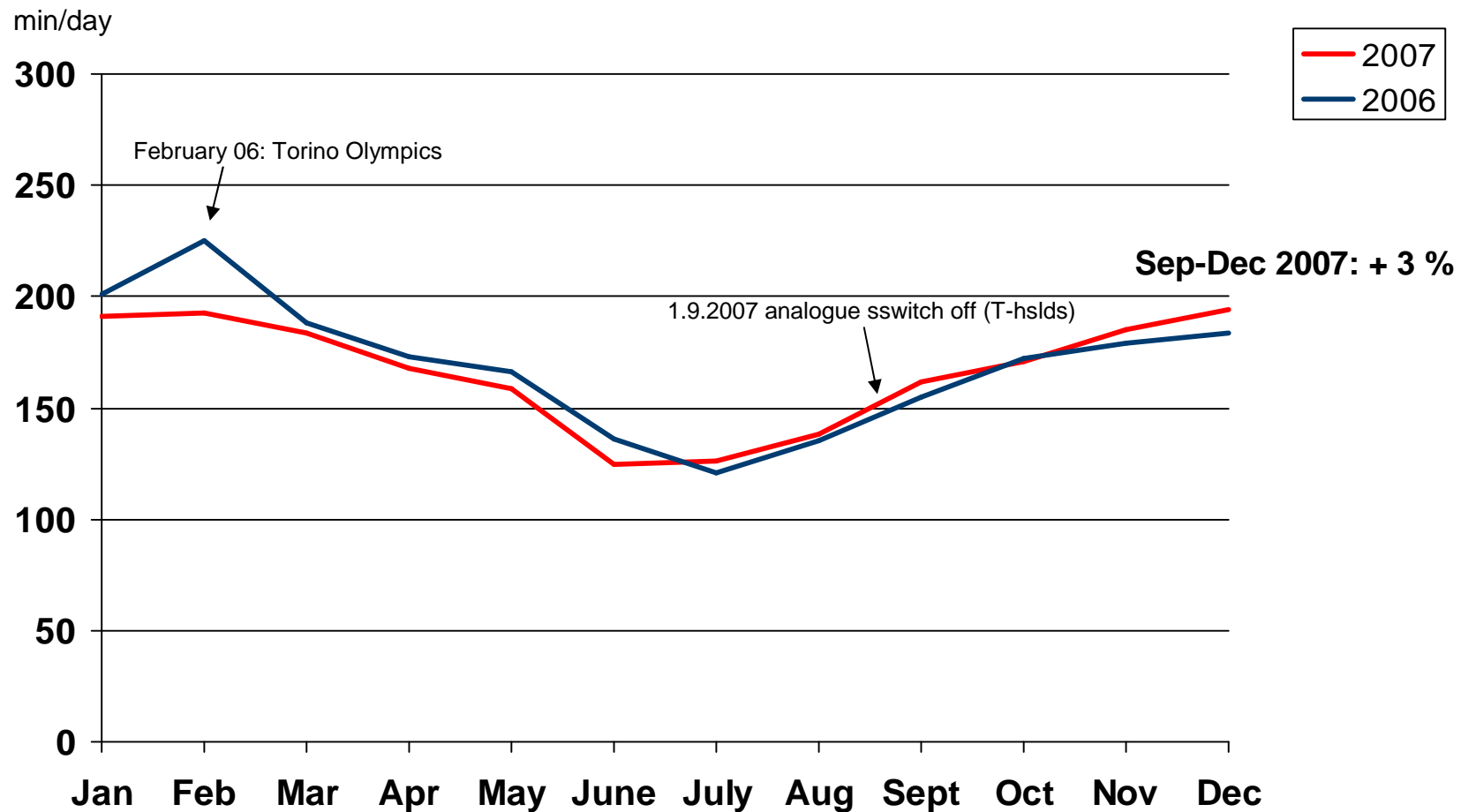
-> 990.000 hslds 2+ set-top-boxes

Amount of TV-hslds %



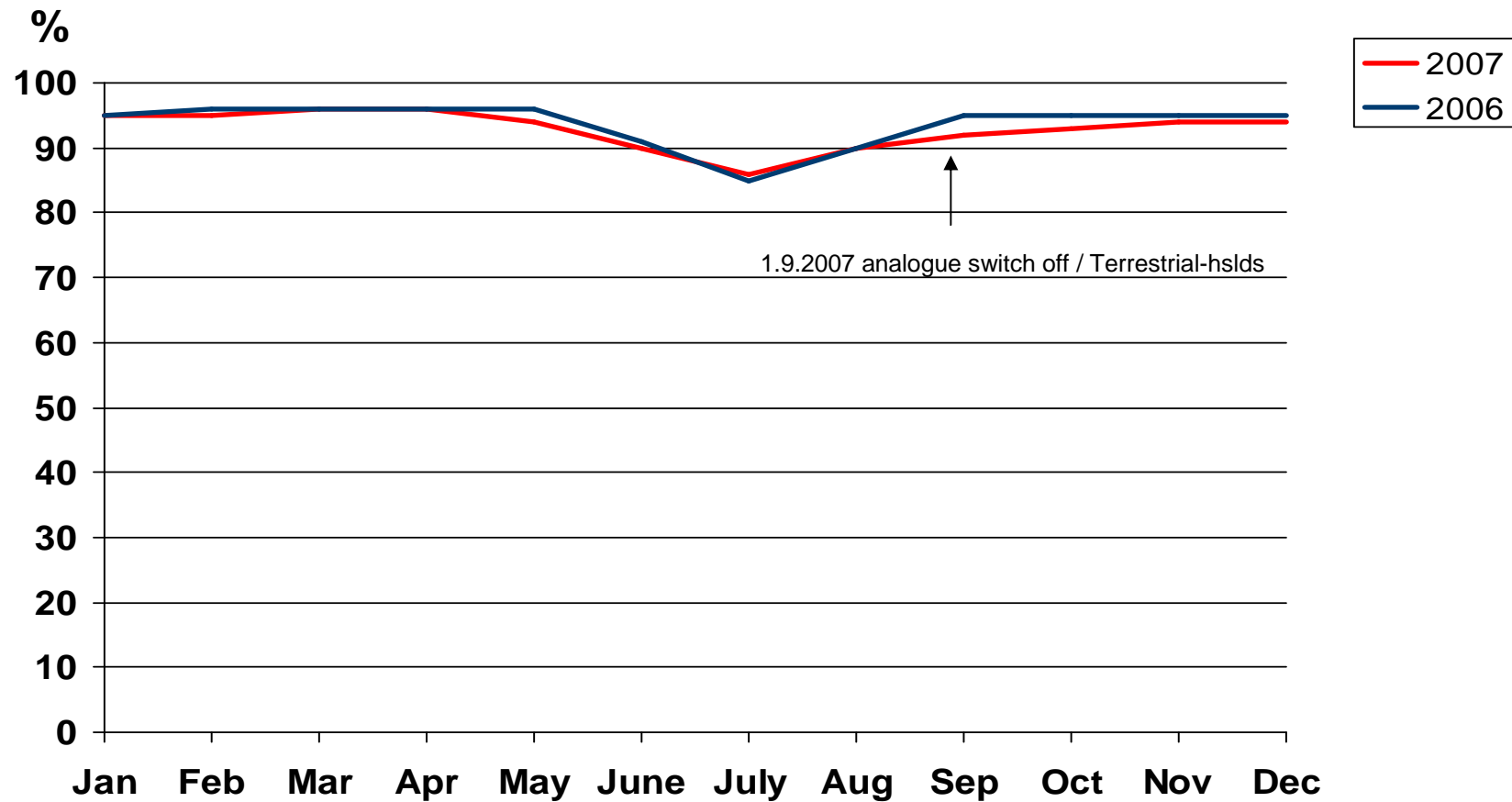
Source: Finnpanel "TV households in Finland"

# Television viewing by month 2006 and 2007



Source: Finnpanel / TAM, target: 10+ years

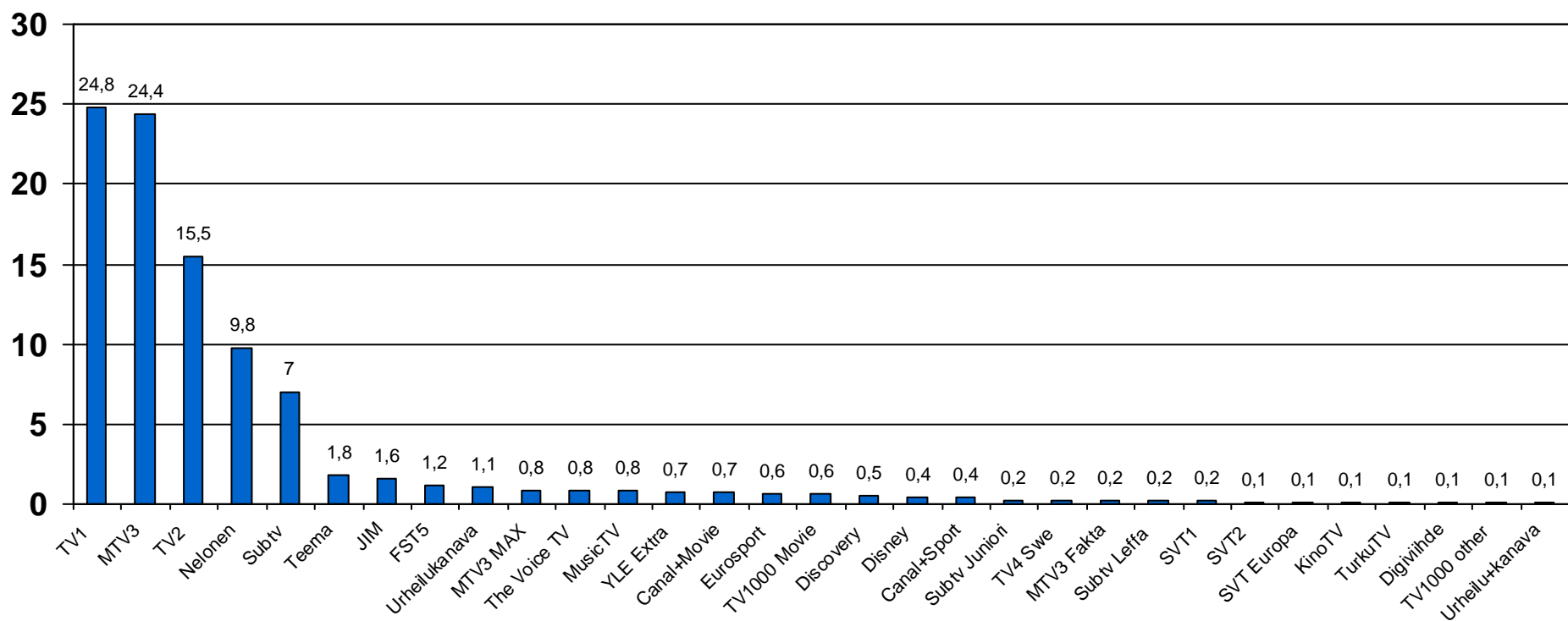
# Television average weekly reach by month 2006/2007



Source: Finnpanel Oy, TAM, 10+ years (size of population: 4 676 000)

# Channel audience shares 1.9.-31.12.2007

Share %



Source: TAM, Target:10 years

# Television trends in autumn 2007 (1.9 – 31.12.2007)

- During\* 2007 about 750.000 hslds from analogue to digital
  - *The coverage of YLE Teema, YLE FST5 Subtv, Urheilukanava and VoiceTV:n increased*
- Television viewing increased 3 % compared with autumn 2006
  - *Average viewing time 2 h 58 min ( y. 2006 2 h 52 min)*
- More choice for viewers
  - *The number of viewed channels/week: 9 channels ( autumn 2006: 6)*
- Big\*\* channels still big, small channels are growing
  - *"Small channels" share 2007 = 19 % (2006 share = 12 %)*

\* "TV establishment survey, Finnpanel": Nov. 06 – Nov. 07

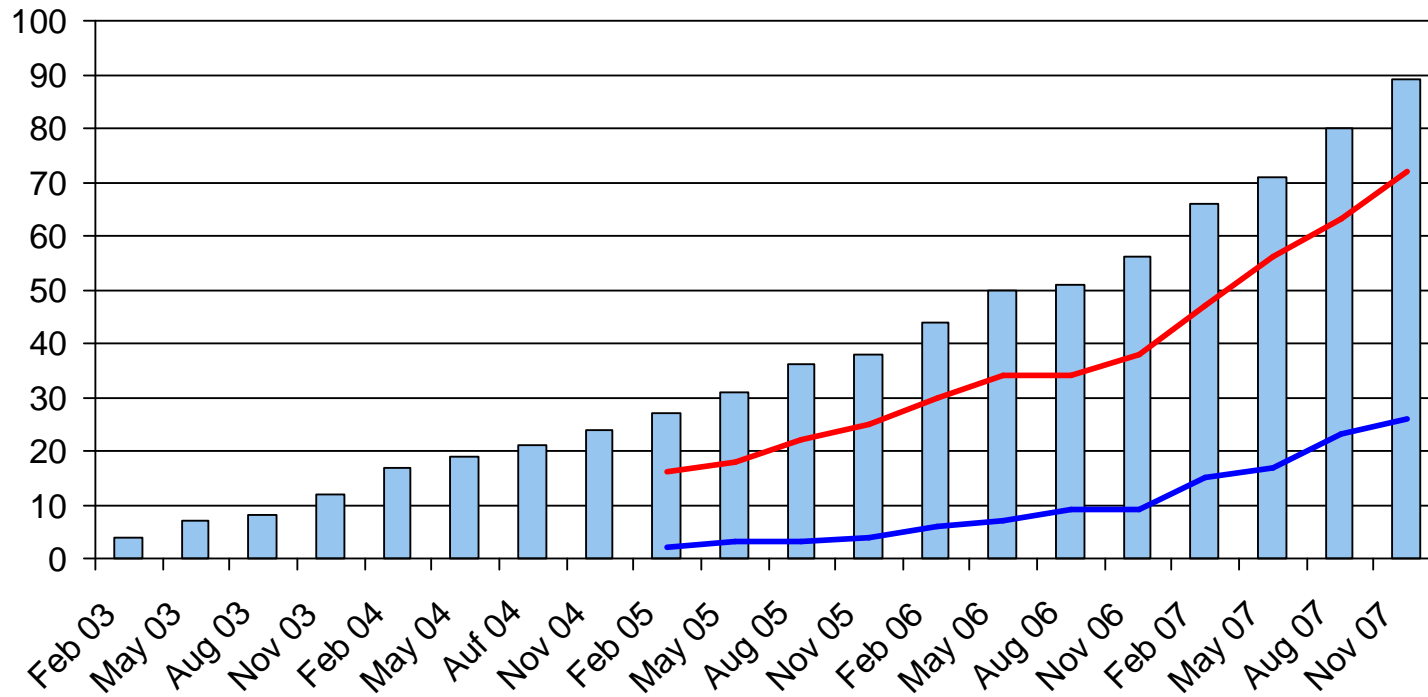
\*\* Big = YLE TV1, YLETV2, MTV3, Nelonen ja Subtv

# Digital households (11/2007)

In 1 600 000 hslds set-top box, with Pay-TV option (72 % of TV hslds)

In 600 000 hslds DVR (26 % of TV hslds)

% of tv-hslds



Source: Finnpanel, Establishment survey



## **From the beginning of 2008 TV-ratings will include timeshift viewing (+7 days timeshift)**

### **Timeshift viewing in December 2007**

- timeshift adds viewing to programmes: + 3 % (target, 10+y.)
- 25-34-years + 8 %
- female are using timeshift more than male
- In households with DVR, timeshift adds viewing to programmes + 12 %

**In every fourth TV-hsld there is DVR, in families with children ( 25-44 years) it is more common**

## Week 1/2008: TOP programmes (timeshift viewing)

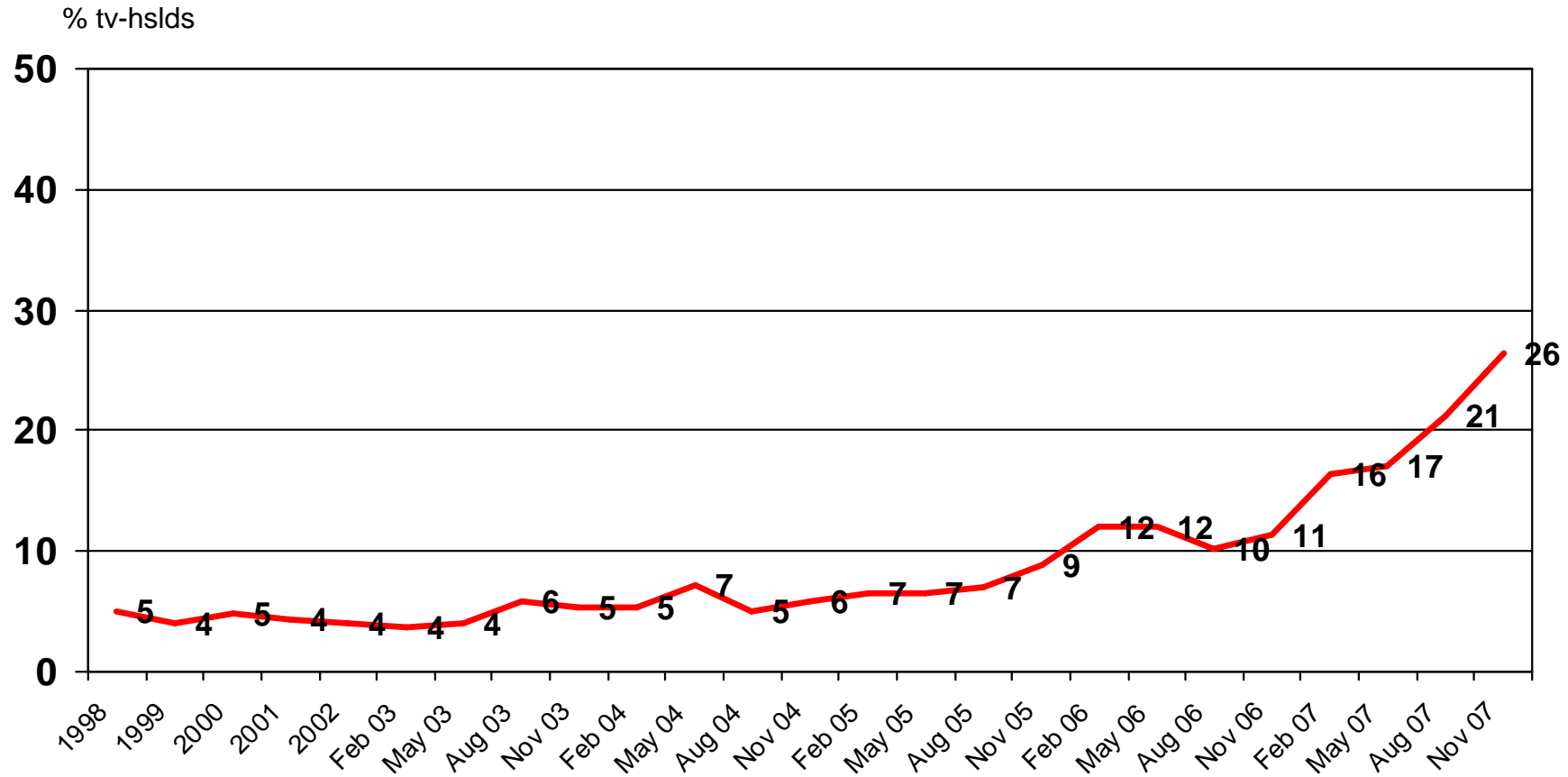
Programme	Rating of timeshft (+7 days)	Increase to live viewing (%)
1. C.S.I.	16 000	6,0
2. Prison break	15 000	2,9
3. Grey's Anatomy	14 000	6,2
4. Emmerdale	14 000	2,6
5. Kotikatu	13 000	1,6
6. C.S.I	13 000	3,8
7. The Bold and the Beautiful	12 000	2,9
8. X-files	12 000	35,7
9. Wallander: Innan Frostén	11 000	4,9
10. Hearthbeat	11 000	2,3
11. Hearthbeat	11 000	7,6
12. Lost	11 000	4,5
13. America's Next Top Model	10 000	4,1

Source: Finnpanel, TAM

# Penetration of Pay-TV in Finland

1998 - 2007

November 2007: 600 000 hslds



Source: Finnpanel "Establishment survey"



# The amount of Pay-TV subscribers have doubled in one years time

Pay-TV more common in families with children (25-44 years)

Most viewed Pay-TV channels (about 5 % share of all TV-viewing)\*

1. *MTV3 Pay-TV channels total*
2. *Canal+ total*
3. *Disney Channel*
4. *TV1000 total*
5. *Discovery Channel*

2/3 of viewing from male

\* Source: Finnpanel TAM Sep-Dec 2007, 4+ years

Analyzed channels: Canal+channels, Discovery, Disney, KinoTV, MTV3 Max&Fakta, Subtv Juniori&Leffa, TV1000 channels, Urheilu+channel, Digiviihde

## Children (4-9y.): The share of Pay-TV is 22 %

### Children 4-9 years TOP5-channels, Sep-Dec 2007

1. *TV2* 24 %
2. *MTV3* 20 %
3. *Subtv Juniori* 11 %
4. *Nelonen* 10 %
5. *Disney Channel* 8 %

\* Source: TAM Sep-Dec 2007, 4-9 years

# Facts about Digital Television in Finland

Digital-TV started 27.8.2001

2002

2003

2004

2005

2006

2007

	2002	2003	2004	2005	2006	2007
<b>Penetration of digital tv</b>	<b>0 %</b>	<b>12 %</b>	<b>24 %</b>	<b>38 %</b>	<b>56 %</b>	<b>88 %</b>
<b>Share of digital viewing</b>	<b>0 %</b>	<b>5 %</b>	<b>7 %</b>	<b>25 %</b>	<b>42 %</b>	<b>87 %</b>
<b>Share of Top4 channels</b>	<b>95 %</b>	<b>93 %</b>	<b>92 %</b>	<b>88 %</b>	<b>85 %</b>	<b>77 %</b>
<b>Pay-Tv subscribers</b>	<b>110 000</b>	<b>120 000</b>	<b>130 000</b>	<b>200 000</b>	<b>250 000</b>	<b>600 000</b>
<b>DVR hslds</b>				<b>80 000</b>	<b>200 000</b>	<b>600 000</b>
<b>Non TV-hslds</b>	<b>5%</b>	<b>6%</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>

# Peoplemeter technology: Viewing data every day – minute by minute

- data collection using meters, connected to all tv sets in the panel household
- 1100 households, ca 2300 persons measured on continuous basis  
*yearly turnover ca 20 %*
- All channels are measured



## Weekly reach

	2007	2007*	(2006)
TV1	82 %	83 %	(84 %)
TV2	81 %	81 %	(85 %)
MTV3	86 %	87 %	(89 %)
Nelonen	77 %	78 %	(77 %)
Subtv	60 %	67 %	(48 %)
Yle Teema	34 %	44 %	(18%)
JIM (starting 1.3.2007)	31 %	38 %	
Urheilukanava	30 %	34 %	(19%)
Yle24/Extra	27 %	32 %	(18%)
Yle FST5			
● 1.1.-31.8.2007	24 %	(14%)	
● 1.9.-31.12.2007	40 %		

2007\* = September-December 2007

Spurce: Finnpanel Oy, TAM, 10+ years (population 4 653 000)



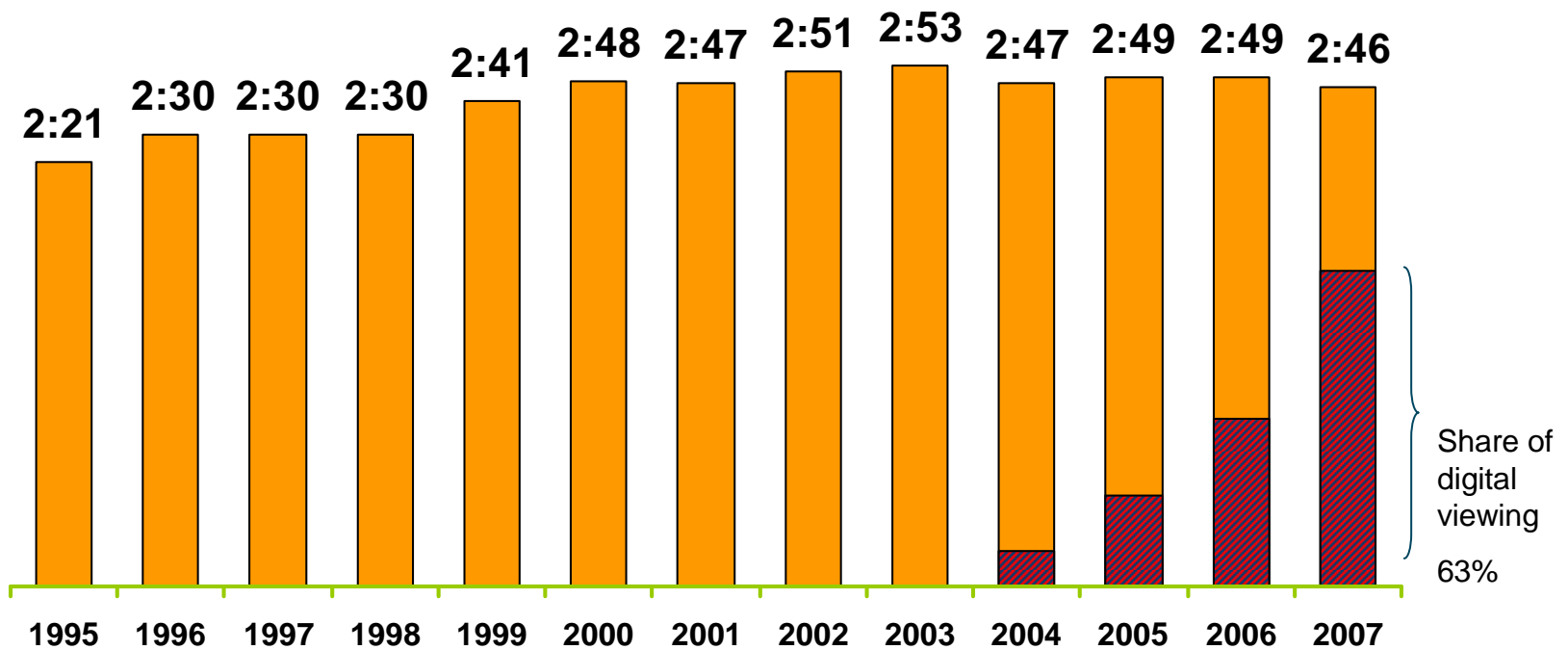
# Weekly reach

	2007	2007*	(2006)
Voice TV	19 %	24 %	(12 %)
Music TV	16 %	15 %	(17 %)
MTV3MAX	12 %	14 %	
Eurosport	11 %	11 %	(12 %)
Canal+	10 %	11 %	(8%)
Urheilun Kanava (starting 1.9.2007)	6 %		
Subtv Juniori	6 %	8 %	
Subtv Leffa	6 %	9 %	
Discovery	4 %	8 %	
SVT1 tai SVT2	4 %	1 %	
MTV3 Fakta	3 %	7 %	
KinoTV (starting 1.9.2007)	3 %		

2007\* = September-December 2007

Source: Finnpanel Oy TAM ,10+ years (population 4 653 000)

# Television viewing time on an average day

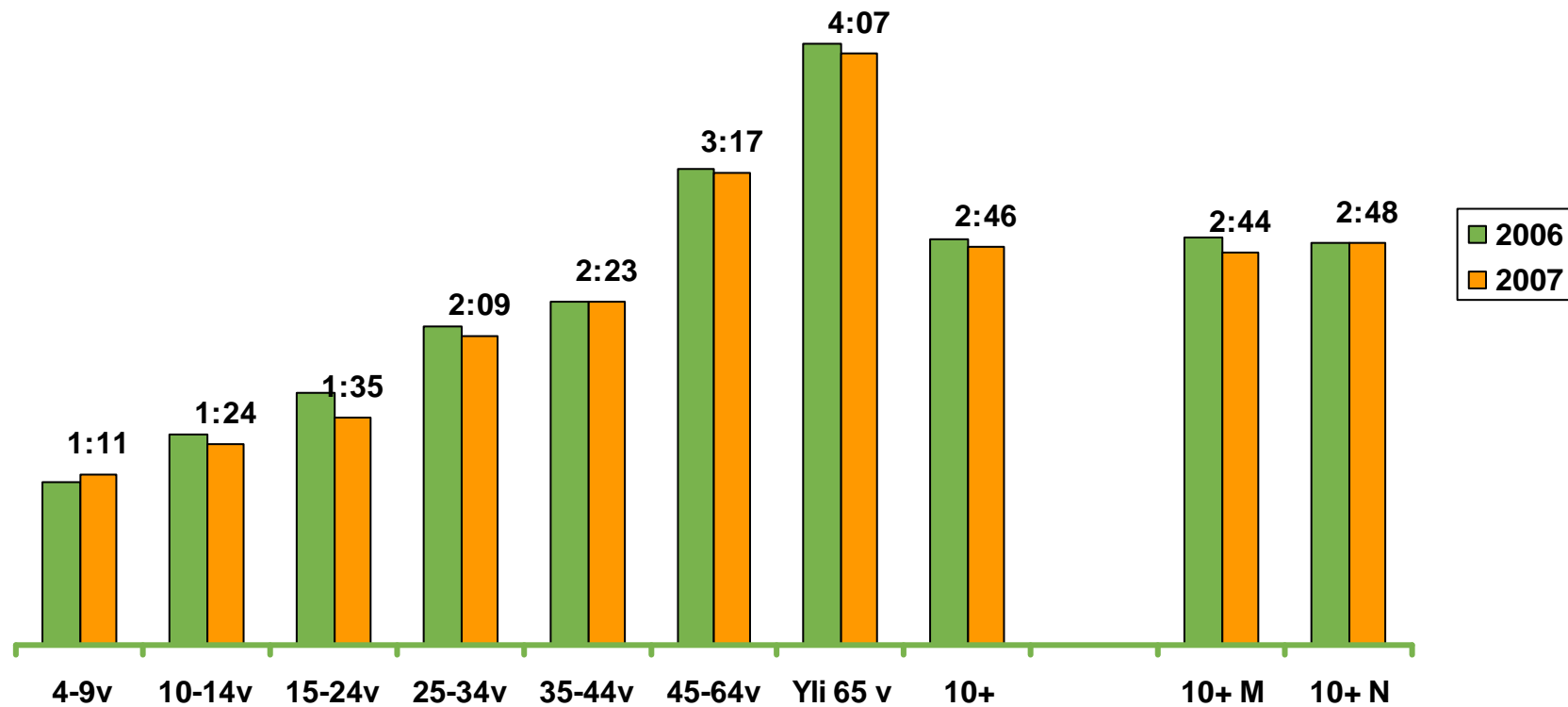


Source: Finnpanel Oy, TAM

Population, 10+ years



# Television viewing time by age groups on an average day (min/day)

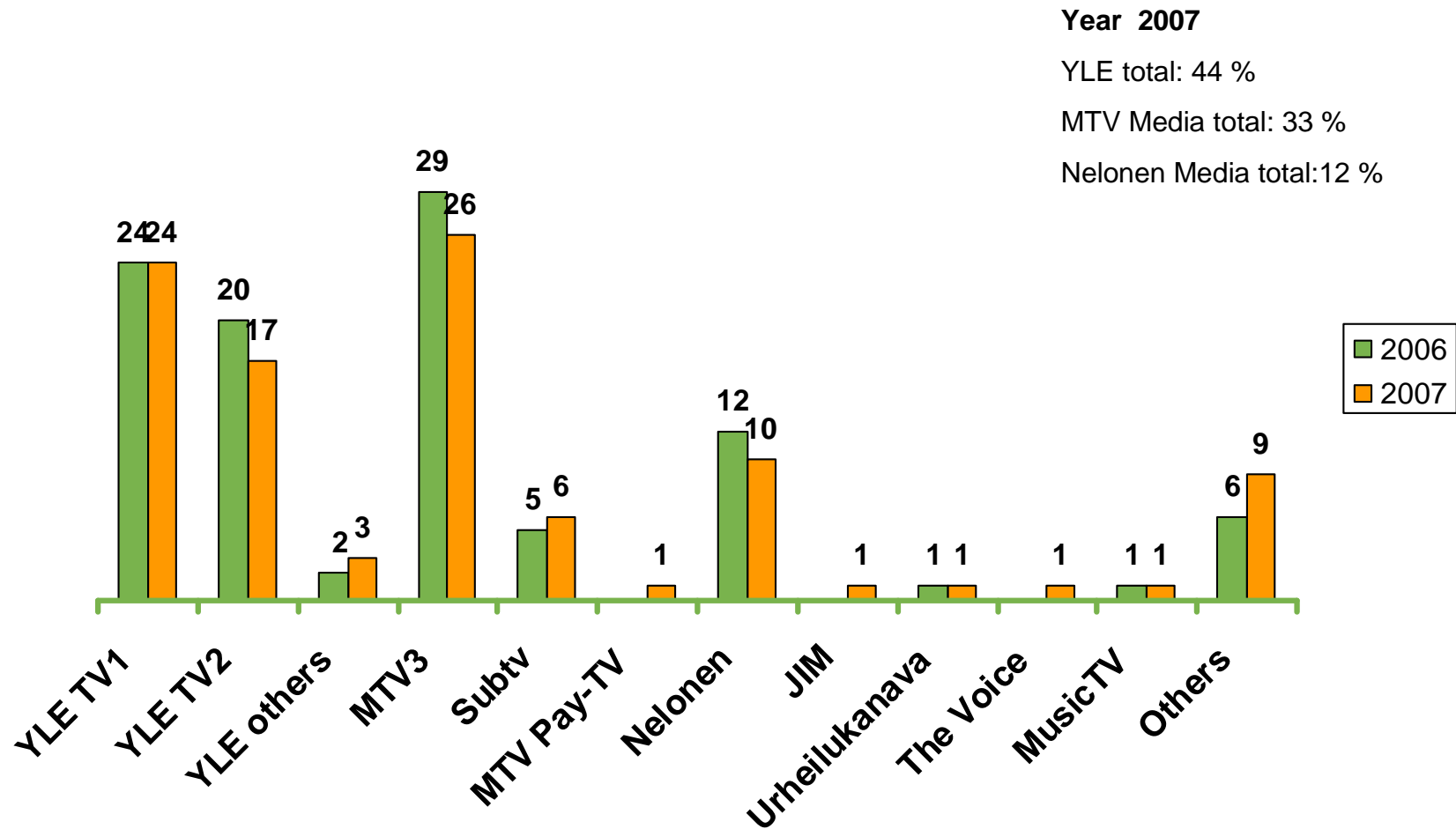


Weekly reach,% of target group

2007: 93 91 86 94 95 95 95 93 92 94

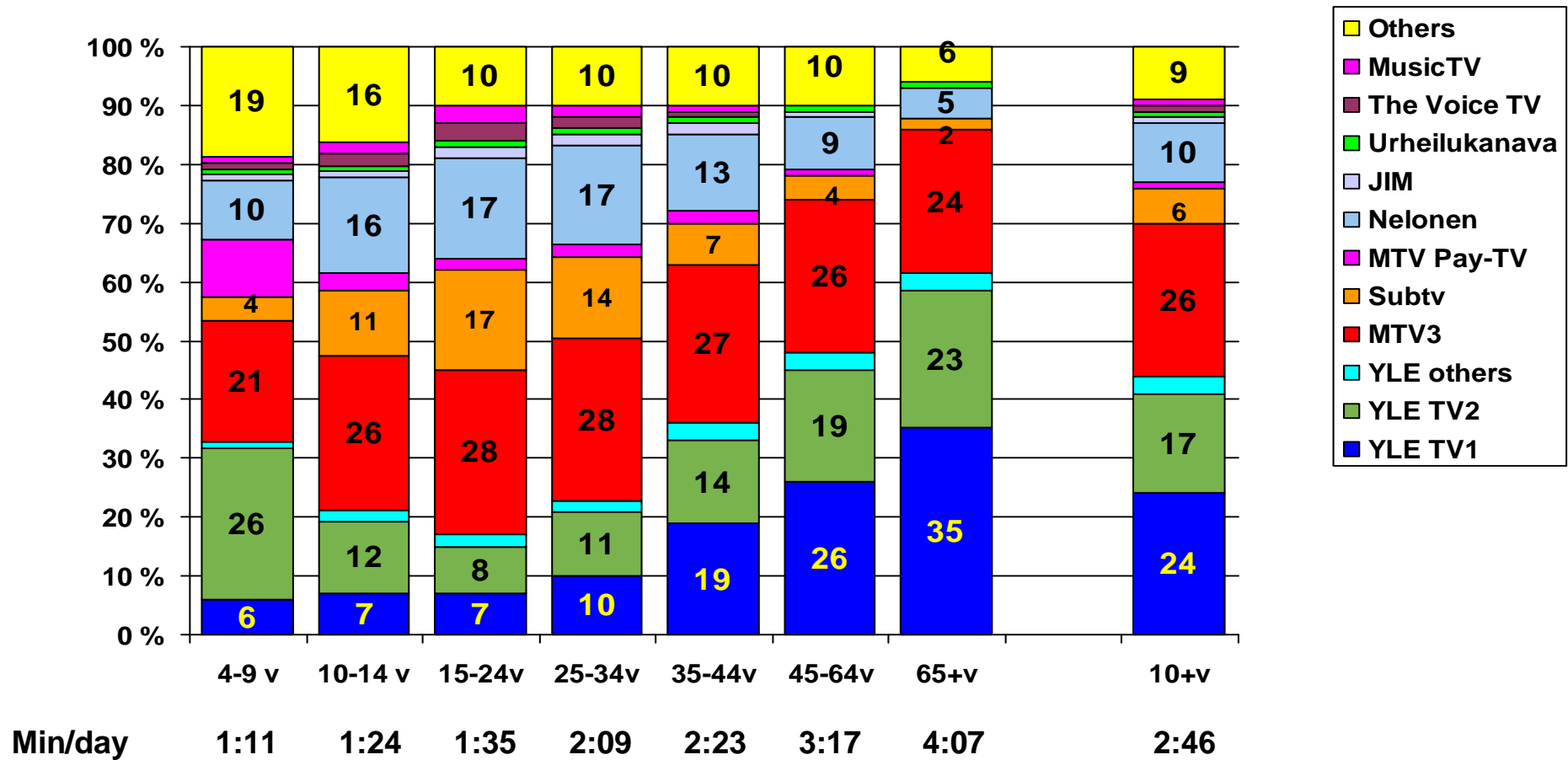
Source: Finnpanel Oy, TAM

# Channel audience shares % 2007



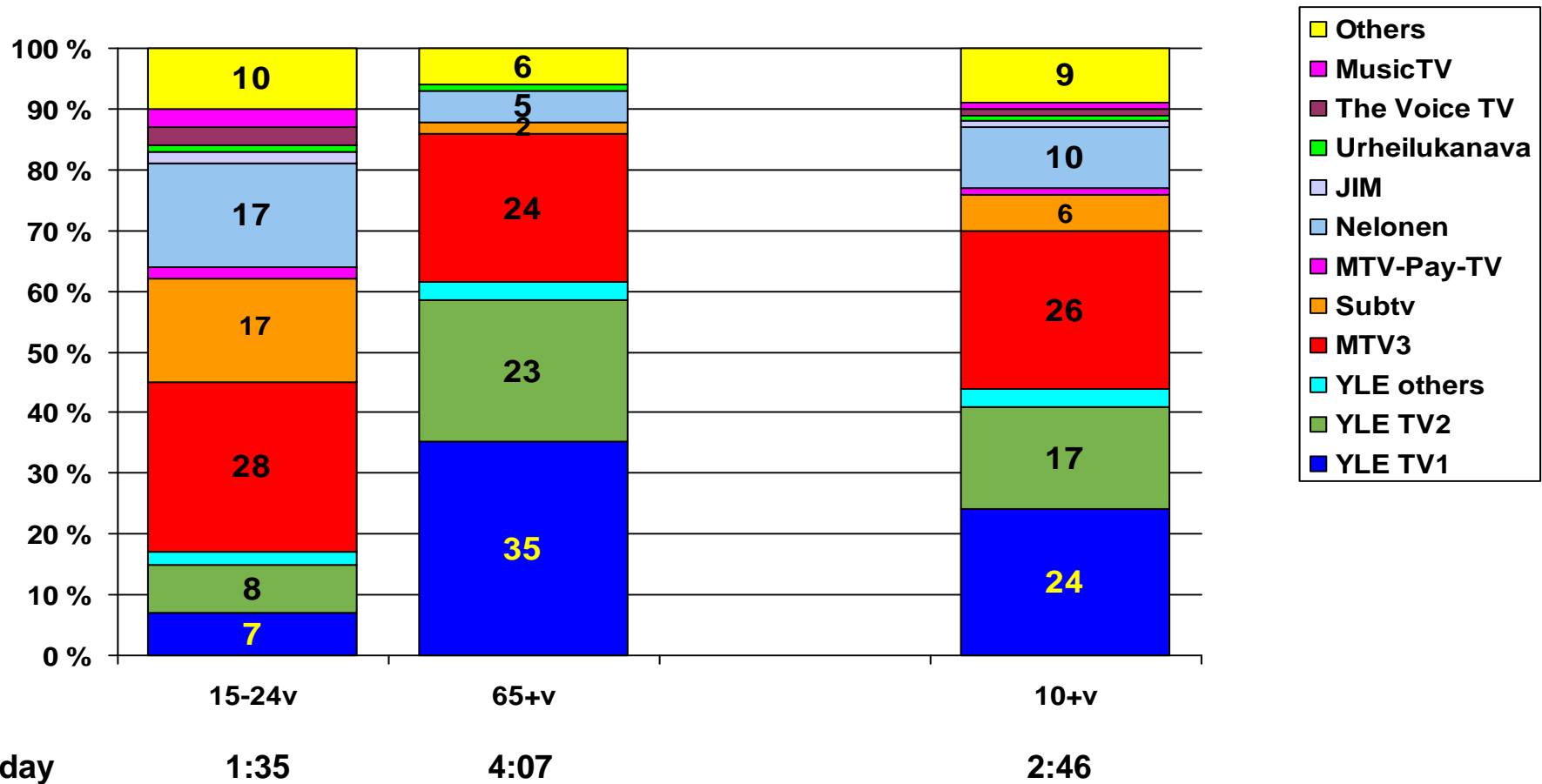
Source: Finnpanel Oy, TAM, target group 10+ years

# Channel audience share by age groups 2007



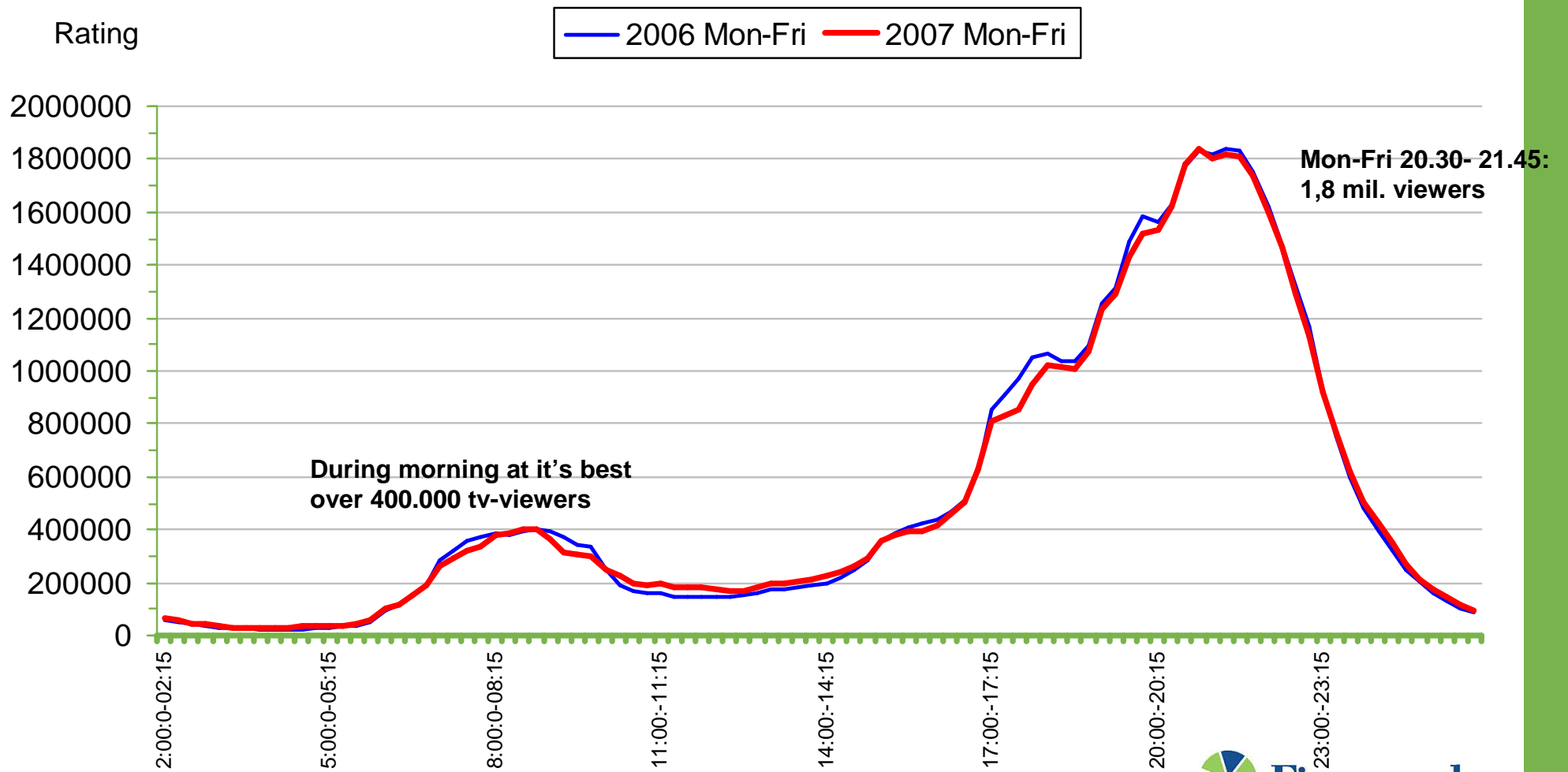
Source: Finnpanel Oy, TAM

# Channel audience share by age groups 2007



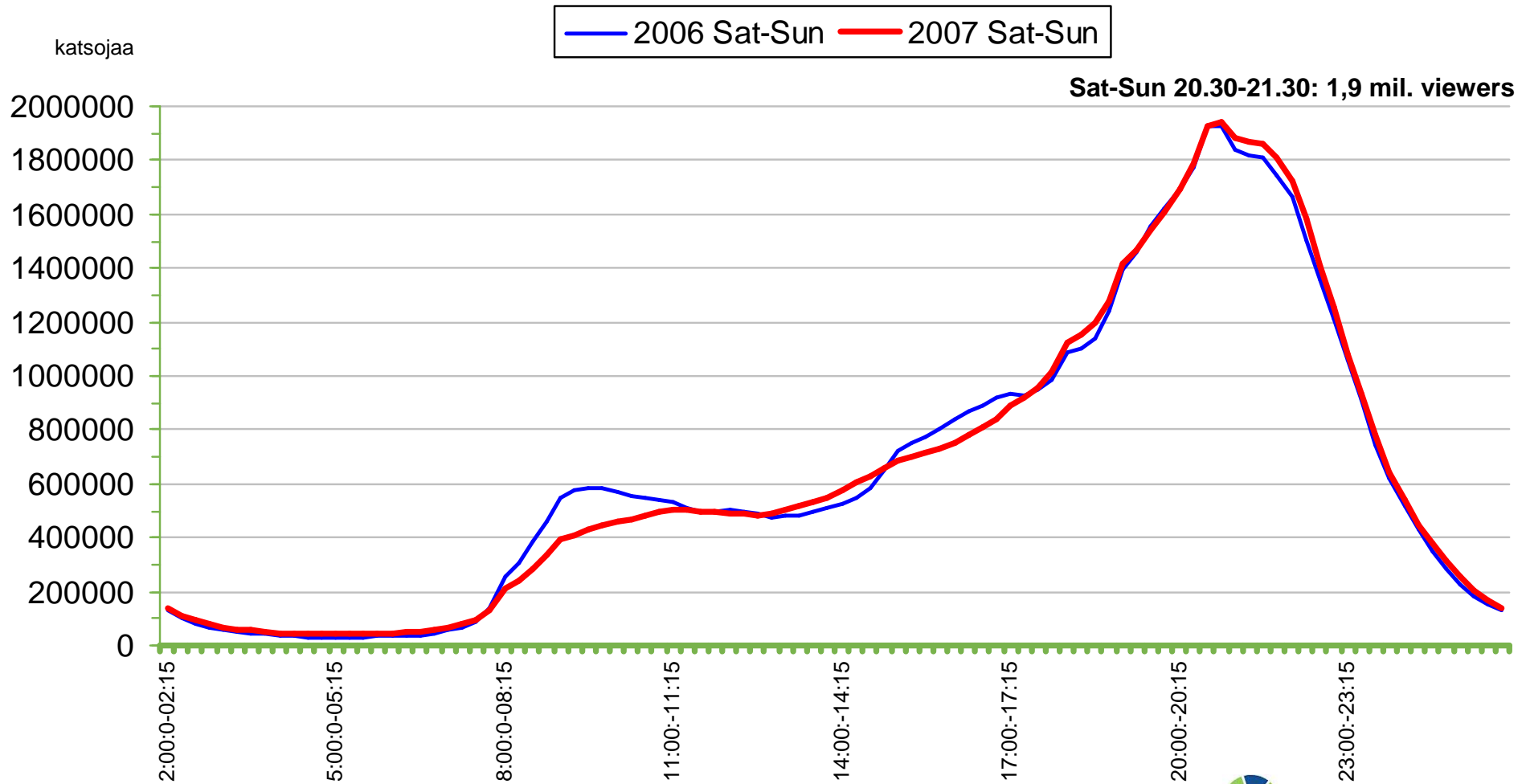
Source: Finnpanel Oy, TAM

# Average viewing by quarter hour, Monday-Friday 2006 ja 2007



Source: Finnpanel Oy, TAM

# Average viewing by quarter hour, Saturday-Sunday 2006 ja 2007



Source: Finnpanel Oy, TAM





## TOP-5 2007 by age groups

### 10-24 y share

1.	Idols, 28.1.	30 %
2.	Eurovision 2007: Final	27 %
3.	Prison Break, 13.2.	23 %
4.	Talent Finland - results	21 %
5.	Salatut elämät, 8.2.	21 %

### 25-44 y Share

1.	Eurovision 2007: Final	41 %
2.	Idols, 28.1.	36 %
3.	Ice Hockey W.Cup 2007	31 %
4.	Independence Day Gala	31 %
5.	Tv-News, 6.12.	29 %

### 45-64 y. Share

1.	Independence Day Gala	46 %
2.	Tv-News, 6.12.	43 %
3.	Eurovision 2007: Final	37 %
4.	Strictly come Dancing, final	35 %
5.	Election of the Parliament 2007	34 %

### 65 + : Share

1.	Independence Day Gala	65 %
2.	Tv-News, 6.12.	57 %
3.	Strictly Come Dancing, 4.3.	48 %
4.	Election fo the Parliament 2007	48 %
5.	Seven O'clock News, 18.3.	47 %

# TOP programmes 2007

Programme, channel	Date	Rating	Rating-%
Indenpendence Day Gala, TV1	to 6.12.2007	1.943.000	(42)
Eurovision 2007: Final, TV2	la 12.5.2007	1.905.000	(41)
Tv-News (time:20.30), TV1	to 6.12.2007	1.744.000	(38)
Strictly Come Dancing, MTV3	su 22.4.2007	1.480.000	(32)
Ice Hockey World Cup2007: Final, TV2	su 13.5.2007	1.469.000	(32)
Idols, MTV3	su 28.1.2007	1.437.000	(31)
TV-News, TV2	la 12.5.2007	1.318.000	(28)
Election of the parliament 2007, TV1	su 18.3.2007	1.280.000	(28)
Idols – results, MTV3	pe 6.4.2007	1.257.000	(27)
Seven o'clock news, MTV3	ma 1.1.2007	1.155.000	(25)
Salatut elämät, MTV3	ma 19.2.2007	1.105.000	(24)
Movie: Uuno Turhapuro armeijan leiv, MTV3	ma 1.1.2007	1.078.000	(23)
World Ch.ships Athletics, Osaka TV2	su 2.9.2007	1.056.000	(23)
Maajussille morsian, MTV3	su 9.12.2007	1.047.000	(23)
Ski jumping WC: Bischofshofen, MTV3	su 7.1.2007	1.044.000	(22)

# TOP-5: Nelonen, Subtv, Urheilukanavan and JIM 2007



	Rating
1. Talent Finland - results	868 000
2. Talent Finland, 9.12.	541 000
3. Deal or No Deal, 7.2.	524 000
4. Ice Hoceky SM-liiga: 3. final	497 000
5. Movie: Entrapment	491 000



	Rating
1. Big Brother final	638 000
2. Idols Extra	475 000
3. Big Brother 2007 starts	465 000
4. Big Brother Talk Show	440 000
5. Big Brother	406 000



1. Football: La Liga	135 000
2. Boxing: Mayweather-Hatton	96 000
3. Athletics IAAF Grand Prix	95 000
4. DTM GP	79 000
5. Champions League	75 000



1. Amazing videos	108 000
2. Amazing Police videos	102 000
3. JIM D: X-mas rubbish	99 000
4. JIM D: New York terrorist-attack	93 000
5. JIM D: Vaarallinen suhde	86 000

Source:: Finnpanel, TAM

# TOP-5 YLE Teema, YLE FST5 and YLE24/Extra 2007



	Rating
1. Maa on syntinen laulu	224 000
2. Täällä Pohjantähden alla	224 000
3. Komisario Palmun erehdys	151 000
4. Rautatie	145 000
5. Movie: Gone with the wind	119 000



	Rating
1. Framom främsta linjen	258 000
2. Strömsö	193 000
3. Emil och griseknoen	118 000
4. Stormskärs Maja	114 000
5. Strömsö Mat med Michael och Matias	113 000



	Rating
1. Nordic Ski Ch.ships, Sapporo	324 000
2. Ice Hockey W.CUp2007	282 300
3. Volleyball European Ch.ships	155 000
4. Tennis	118 000
5. Eurovision 2006: Final – Athens	108 000

# TOP-5 MusicTV and The VoiceTV 2007



Rating

- |    |                     |        |
|----|---------------------|--------|
| 1. | Pimp my Ride UK     | 36 000 |
| 2. | Pimp my Ride US     | 33 000 |
| 3. | EMA spotlight       | 30 000 |
| 4. | Strutter            | 30 000 |
| 5. | Totally Jodie Marsh | 29 000 |



Rating

- |    |                  |        |
|----|------------------|--------|
| 1. | Latauslista      | 24 000 |
| 2. | Voicela Thursday | 24 000 |
| 3. | TOP 10 Thursday  | 24 000 |
| 4. | We Love Music    | 22 000 |
| 5. | TOP 107          | 22 000 |

[www.finnpanel.fi](http://www.finnpanel.fi)

