

Television viewing in Finland **2015**

Tennispalatsi 21.1.2016
Lena Sandell

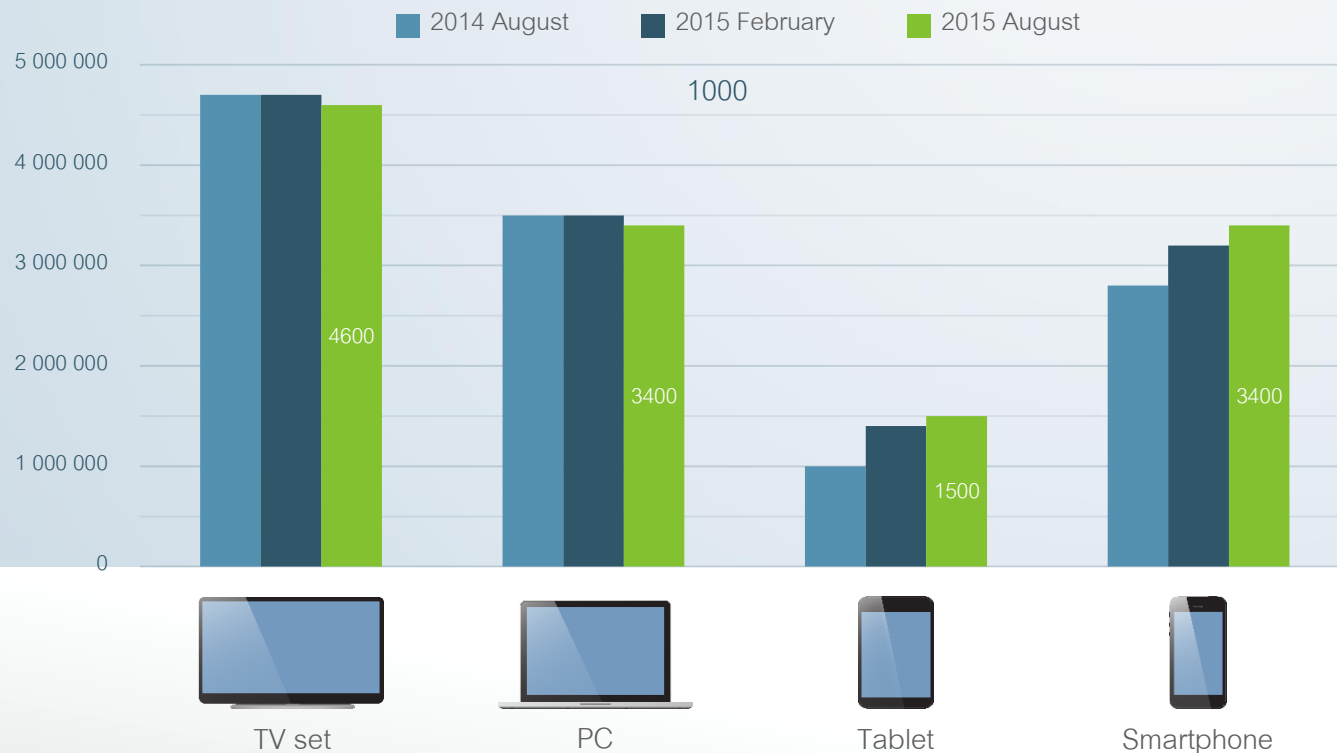


TELEVISION?

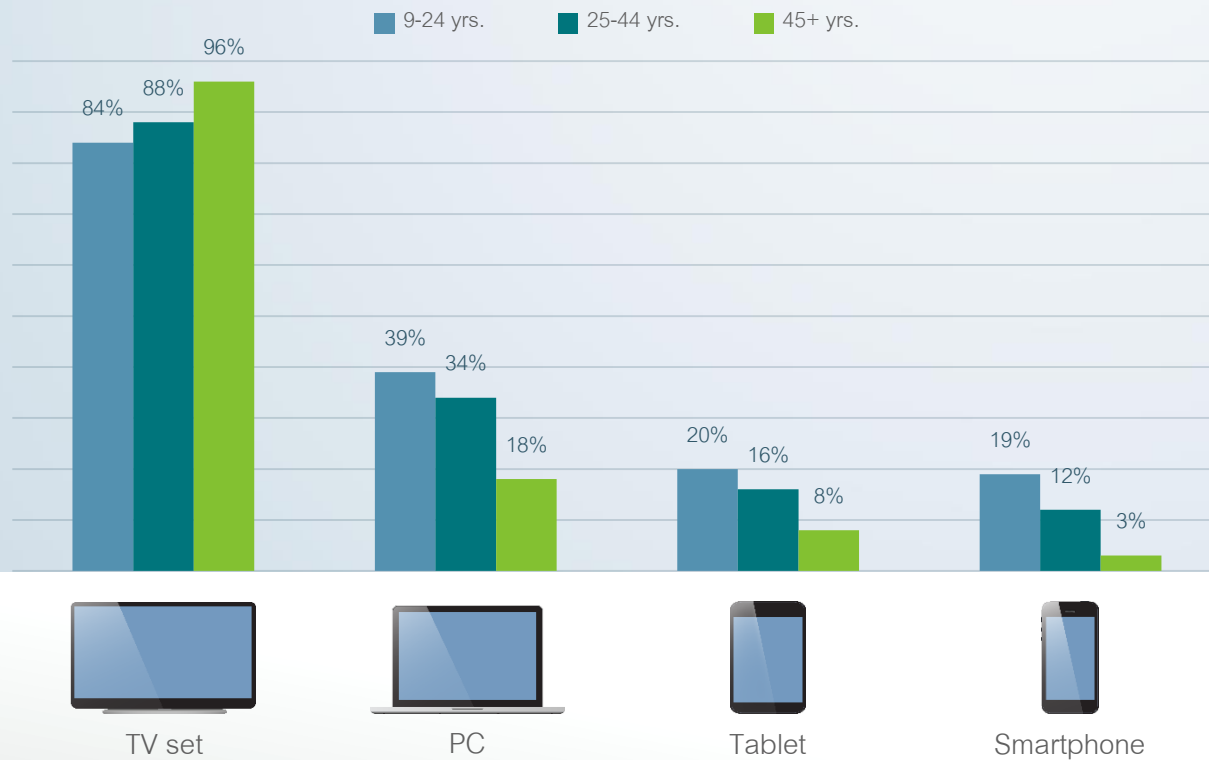
“A piece of electrical equipment with a screen on which you can watch programs with moving pictures and sounds”

(Oxford
Advanced Learner's
Dictionary)

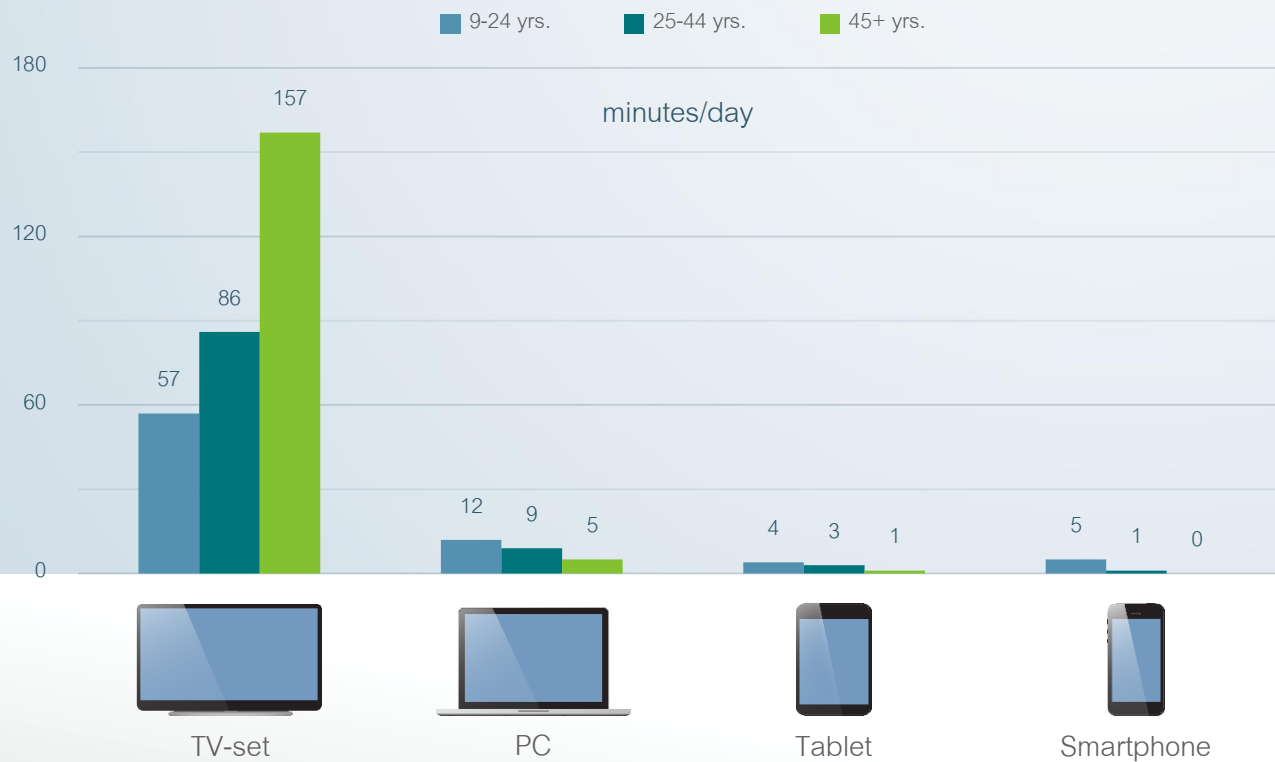
THE NUMBER OF DEVICES IN FINNISH HOUSEHOLDS



REACH OF TV PROGRAMMES BY DIFFERENT DEVICES (%)



DAILY VIEWING TIME OF TV PROGRAMMES (MINUTES/DAY)



TELEVISION?

“A piece of electrical equipment with a screen on which you can watch programs with moving pictures and sounds”

(Oxford
Advanced Learner's
Dictionary)

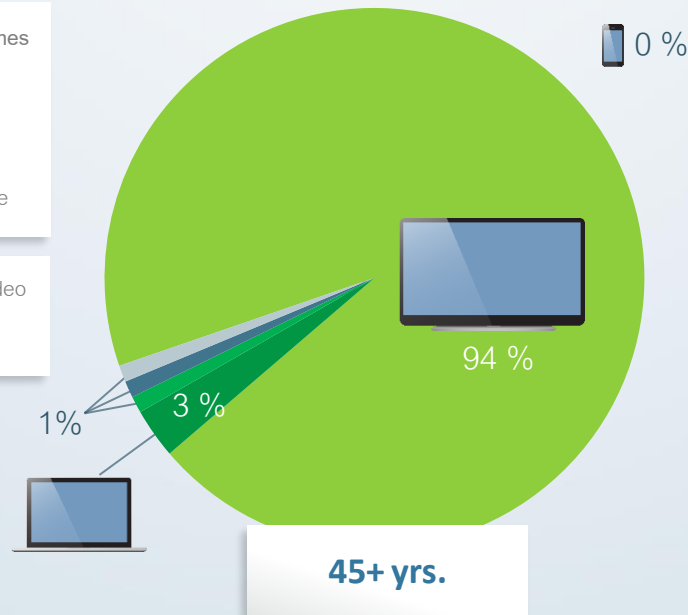
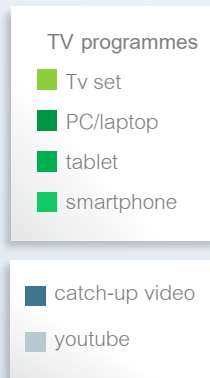
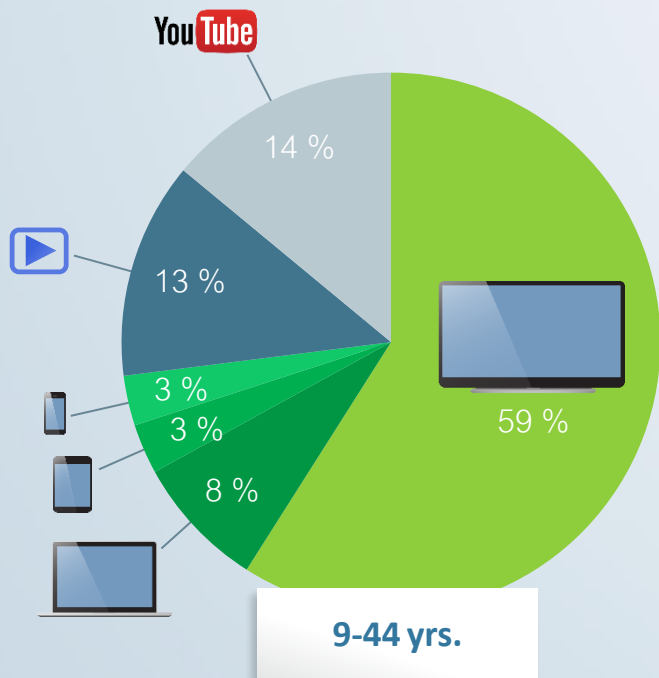
CONSUMPTION OF TV PROGRAMMES AND VIDEO

**TV
PROGRAMMES
VIA DIFFERENT
DEVICES**

**VIDEO SERVICES
(NETFLIX, HBO, etc.)**

**YOUTUBE
VIDEO**

CONSUMPTION OF TV PROGRAMMES AND VIDEO



SHARE OF TOTAL VIDEO ADVERTISING EXPENDITURE..?

TV ADVERTISING

Q1-Q3/2015

-3,7%
change

92,5%
share of video
advertising

185
million €

(TNS Ad Intelligence)

INSTREAM VIDEO ADVERTISING

Q1-Q3/2015

+15-20%
change

5,5%
share of video
advertising

11
million €

(IAB Finland)

YOUTUBE ADVERTISING

Q1-Q3/2015

+100%
change

2%
share of video
advertising

~4,4
million €

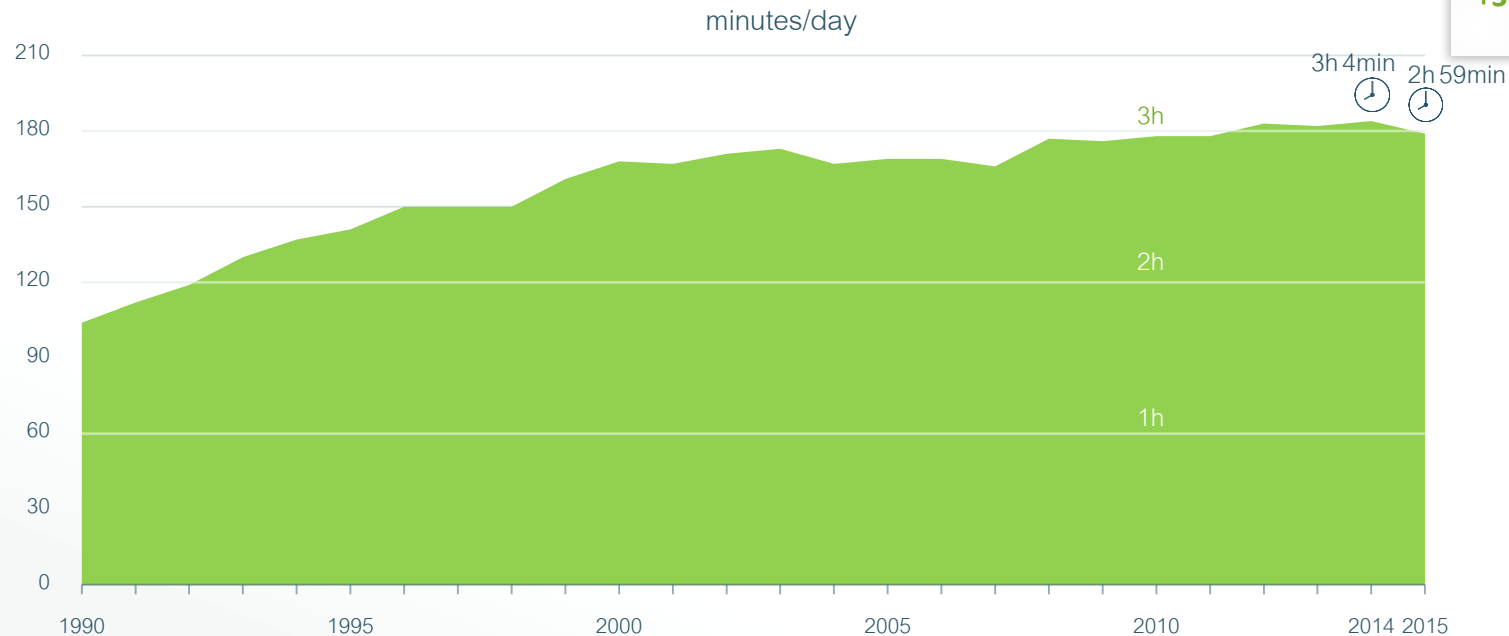
(IAB Finland)

TELEVISION VIEWING IN FINLAND 2015

DATA SOURCES:

- Television Audience Measurement
- comScore Digital Analytix (Areena, Katsomo, Ruutu)

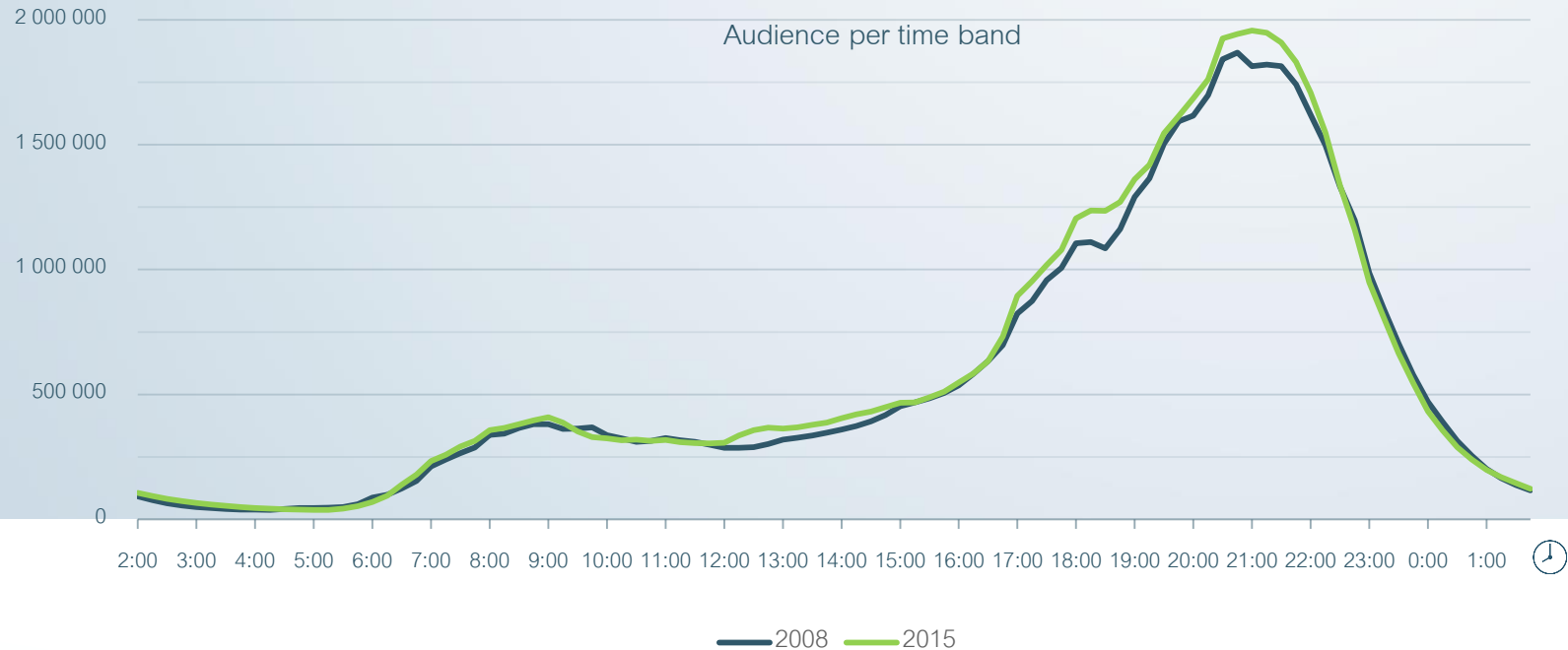
AVERAGE DAILY VIEWING TIME



Arena,
Katsomo and
Ruutu total
+3 minutes

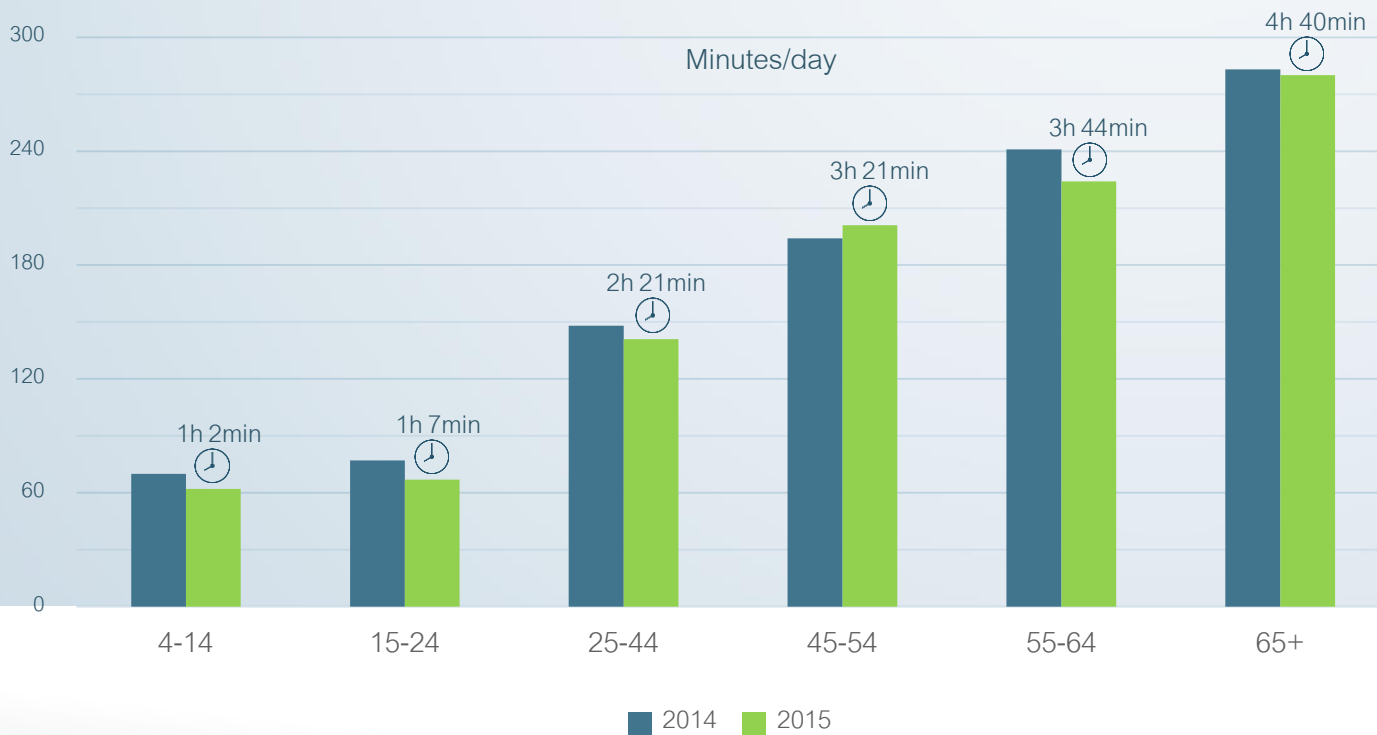
AVERAGE DAILY VIEWING

2008 AND 2015



VIEWING BY AGE GROUPS

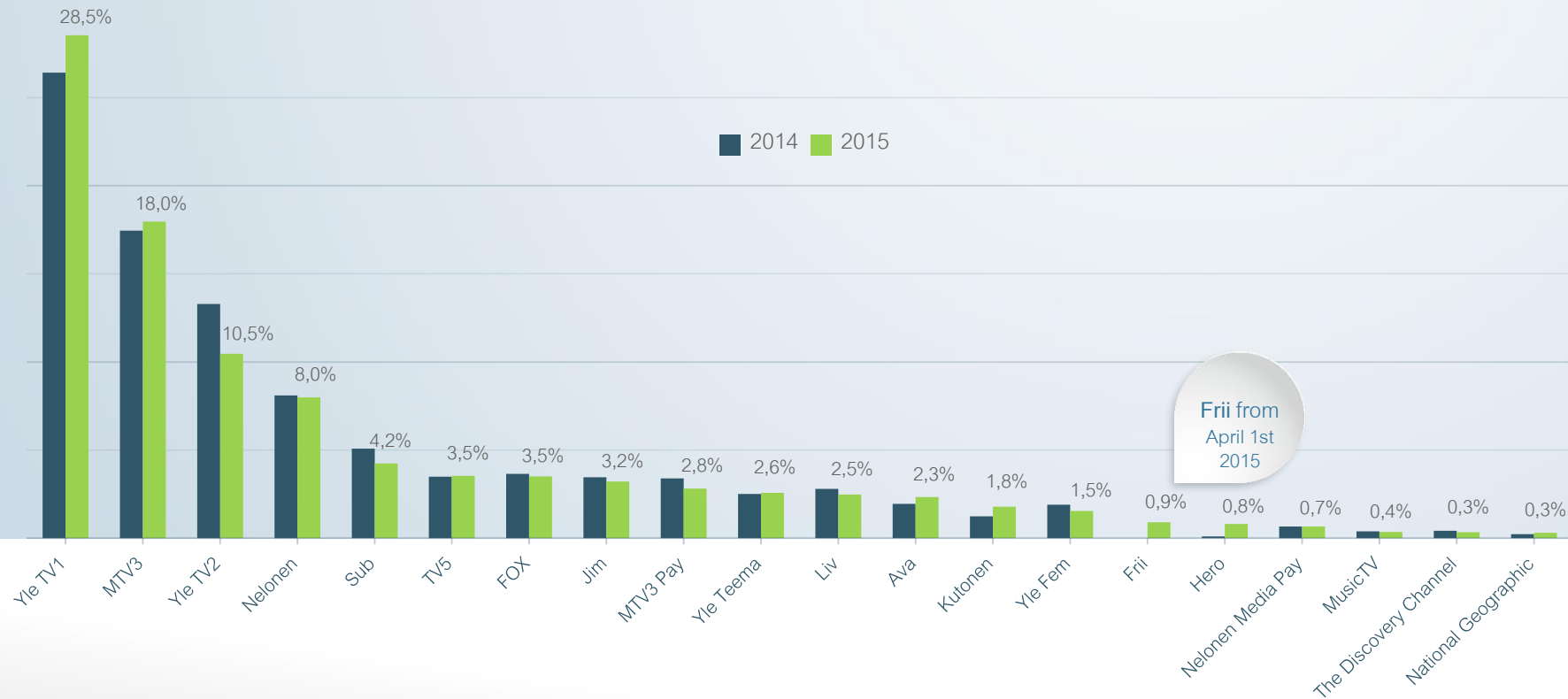
2014 AND 2015



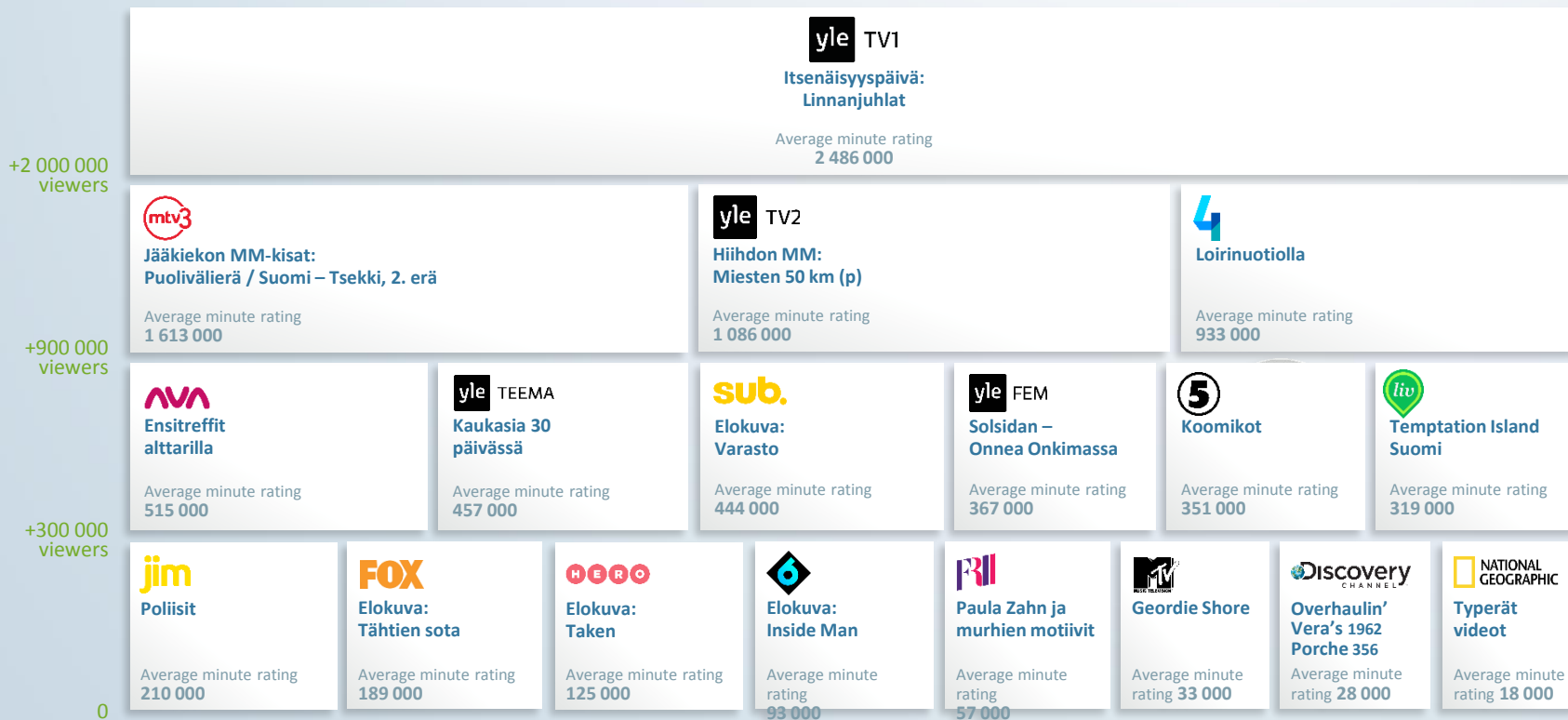
MONTHLY VIEWING 2014 AND 2015



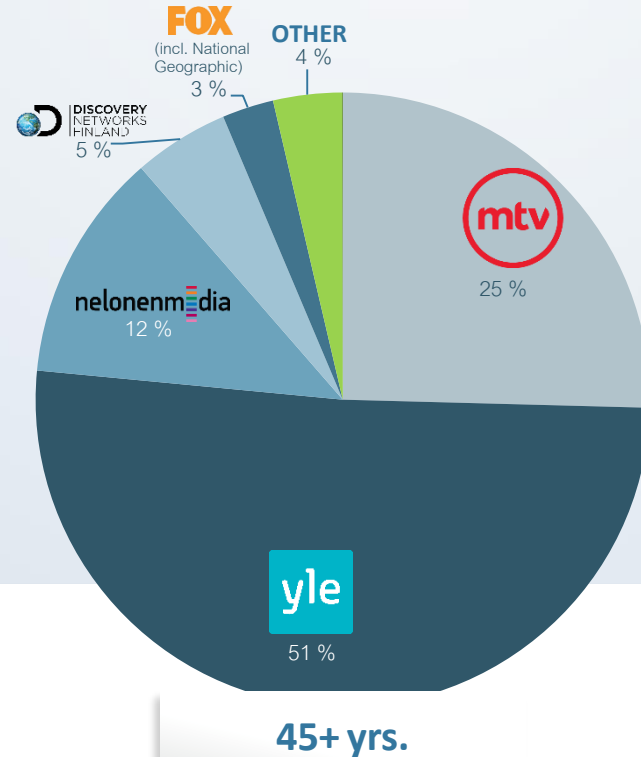
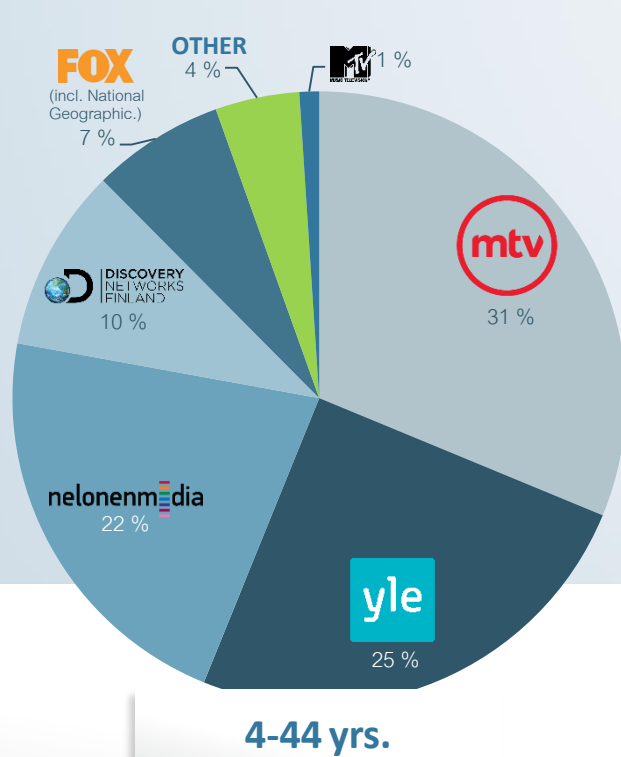
CHANNEL SHARES, %



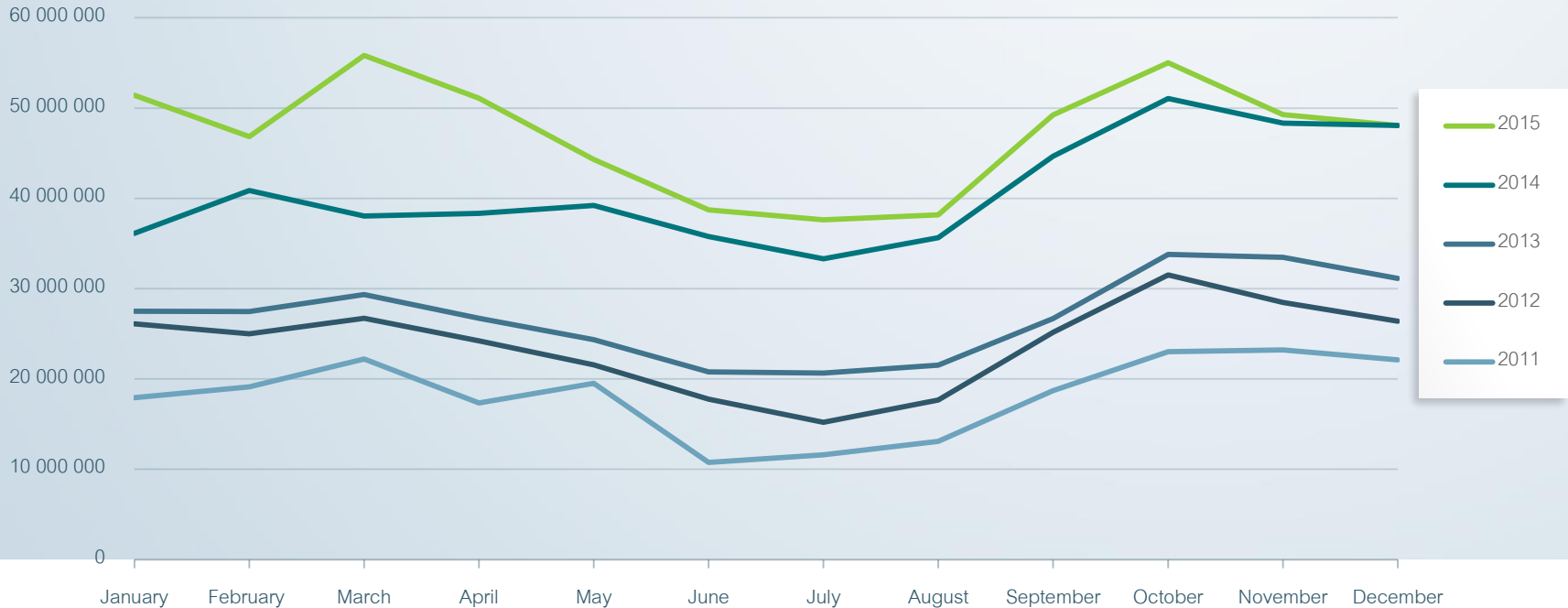
TOP PROGRAMMES BY CHANNEL IN 2015



CHANNEL SHARE, % OVER/UNDER 45 YRS.



AREENA, KATSOMO AND RUUTU 2015: 47 MILLION STARTS MONTHLY

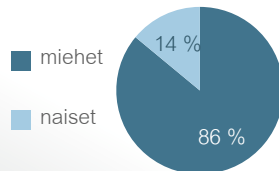


VIEWER PROFILES

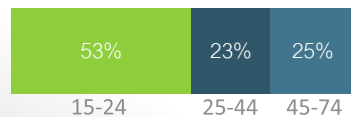


A2 PAKOLAISILTA

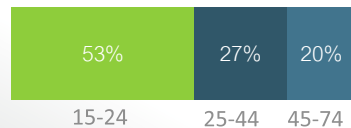
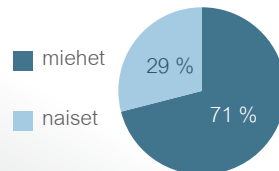
GENDER



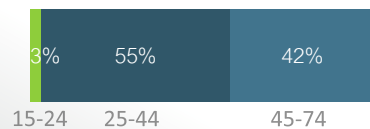
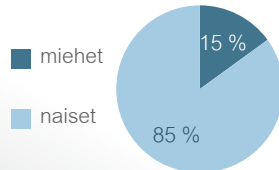
AGE



NAURUN TASAPAINO



DOC MARTIN

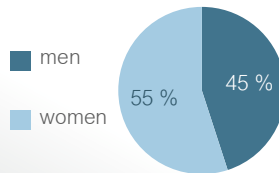


VIEWER PROFILES

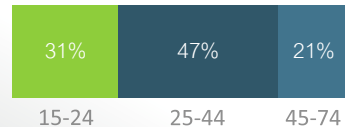


VAIN ELÄMÄÄ:
ANTTI TUISKUN PÄIVÄ

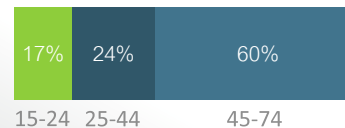
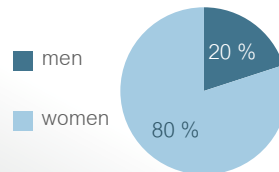
GENDER



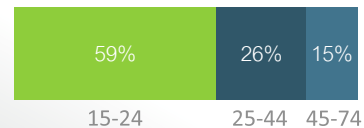
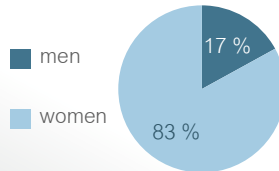
AGE



VAIN ELÄMÄÄ:
VIRVE ROSTIN PÄIVÄ



HOTTIKSET

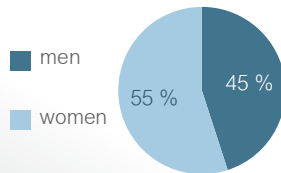


VIEWER PROFILES

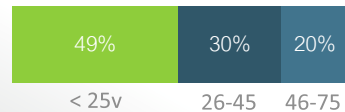


SALATUT ELÄMÄT

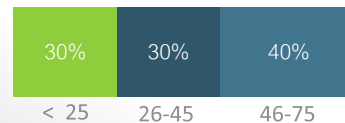
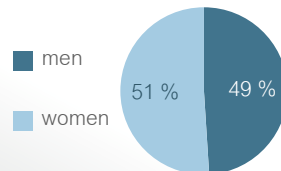
GENDER



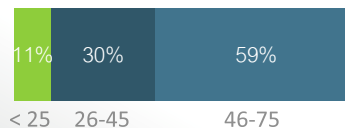
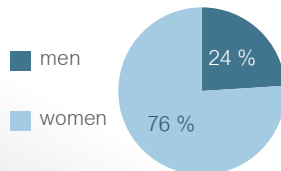
AGE



PUTOUS



EMMERDALE



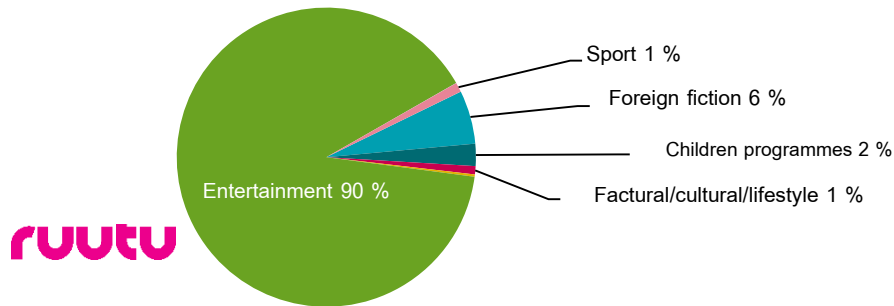
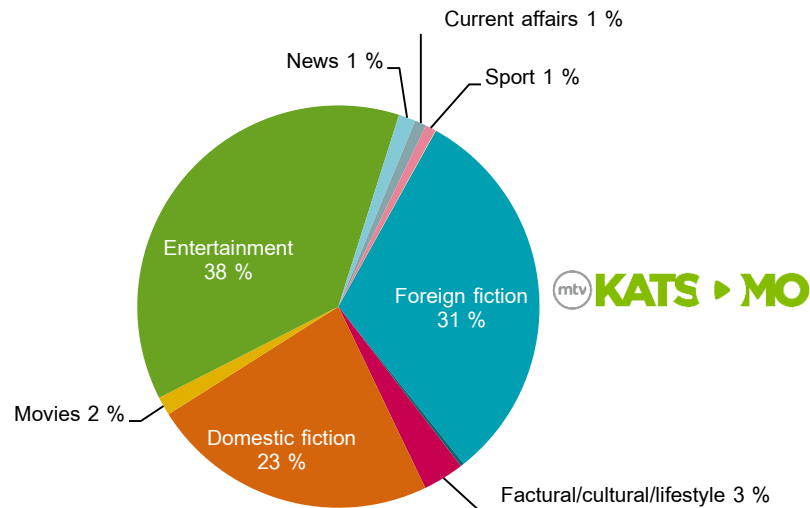
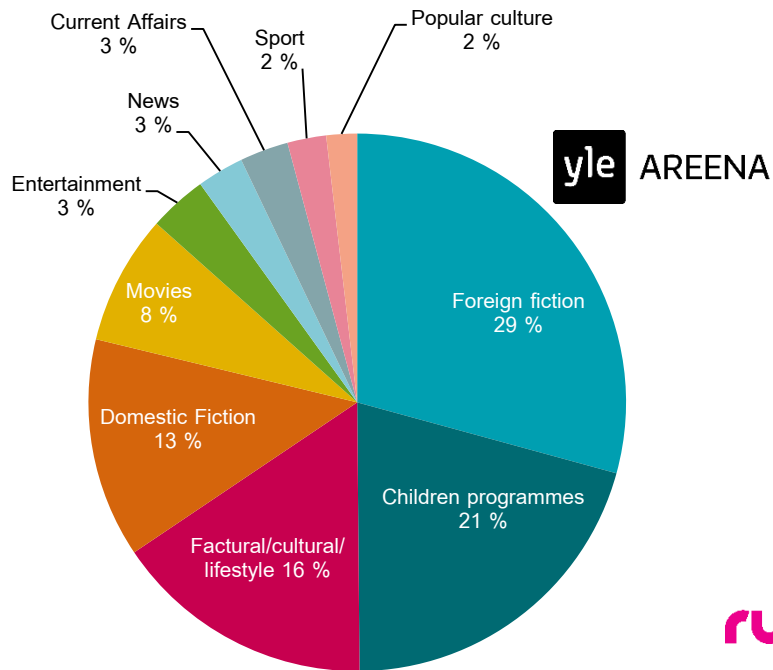
AREENA, KATSOMO AND RUUTU 2015: TOP PROGRAMMES

	SERVICE	PREMIER BROADCAST IN TV	WEB-TV RATING	WEB-TV SHARE OF AUDIENCE
Ryhmä Hau	Yle Areena	28.2.	214 000	54 %
Vain elämää: Anssi Kelan päivä	Ruutu	16.10.	184 000	12 %
Hullu - hullumpi - yläaste	Yle Areena	29.7.	167 000	78 %
Syke	Yle Areena	11.3.	165 000	18 %
Aatami etsii Eevaa	Ruutu	6.4.	127 000	13 %
Joulukalenteri: Kadonneiden lahjojen tapaus	Yle Areena	1.12.	124 000	25 %
Posse	MTV Katsomo	25.9.	110 000	13 %
Salatut elämät	MTV Katsomo	30.1.	108 000	13 %
Hottikset	Ruutu	8.9.	108 000	17 %
Siskonpeti	Yle Areena	22.10.	106 000	15 %

(For recurring programs, only the highest rated episode is listed.)



Areena, Katsomo and Ruutu share of viewing by genres



TOP PROGRAMMES 2015

	CHANNEL	WEEKDAY	DATE	TIME 🕒	AVE. MINUTE RATING	AVE. MINUTE RATING %
Itsenäisyyspäivä: Linnan juhlat	YLE 1	su	6.12.	18:55	2 486 000	52 %
Yle Uutiset	YLE 1	su	6.12.	20:30	2 376 000	49 %
Jääkiekon MM-kisat: Puolivälierä / Suomi-Tsekki, 2. erä	MTV3	to	14.5.	21:57	1 613 000	33 %
Pääministerin puhe	YLE 1	ke	16.9.	21:06	1 564 000	32 %
Itsenäisyyspäivä: Kohti Linnan juhlia	YLE 1	su	6.12.	18:15	1 561 000	32 %
Kymmenen Uutiset	MTV3	to	14.5.	21:51	1 509 000	31 %
Urheiluruutu	YLE 1	su	6.12.	18:10	1 377 000	29 %
Päivän sää	MTV3	to	14.5.	22:44	1 360 000	28 %
Eduskuntavaalit 2015 - tulosilta	YLE 1	su	19.4.	20:44	1 316 000	27 %
Jääkiekon MM-kisat: Suomi - Venäjä	MTV3	ti	12.5.	22:01	1 314 000	27 %

TOP SERIES 2015

	AVE. MINUTE RATING LINEAR-TV (10+)	AVE. MINUTE RATING TIME-SHIFTED ON WEB-TV
Kingi MTV3	1 271 000	48 000
Vain elämää Nelonen, Liv	1 139 000	159 000
Putous MTV3, Sub	1 123 000	59 000
YleLeaks Yle TV1	1 011 000	8 000
Uutisvuoto Yle TV1	944 000	14 000
Tähdet, tähdet MTV3	884 000	12 000
Suomen huutokauppakeisari Nelonen, Jim	859 000	25 000
Doc Martin Yle TV1	844 000	32 000
Loirinuotiolla Nelonen	800 000	34 000
The Voice of Finland Nelonen	763 000	32 000

TV YEAR 2015: DIVERSE AND ENTERTAINING TELEVISION

behind big numbers
there are thousands of
viewers and stories

Music, news,
events and domestic
fiction were popular
content on TV

**CHILDREN'S
PROGRAMMES** most
popular on web-tv

**NO. OF STREAM
STARTS**
+15%

Areena,
Katsomo and Ruutu
**SHARE OF TOTAL
VIEWING**
3%



TV YEAR
2015

viewing
3 hrs/day
21 hrs/week



Lisää tietoa osoitteesta

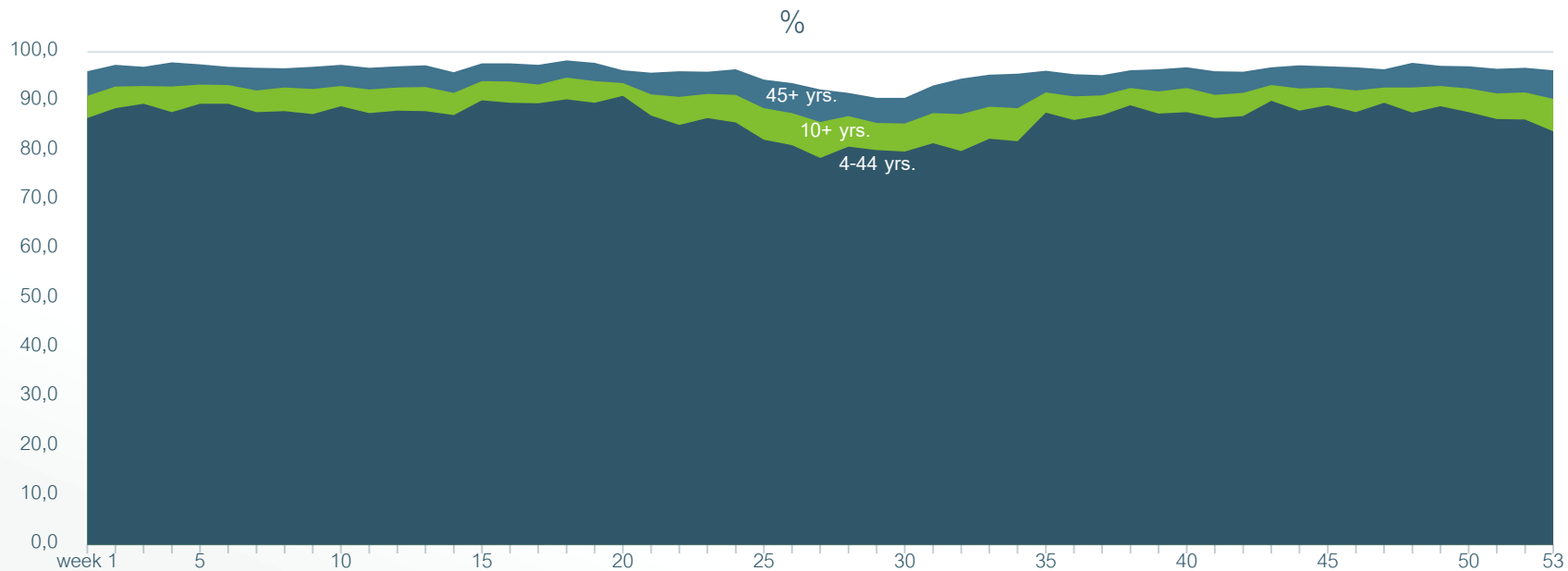
www.finnpanel.fi

TV VIEWING IN 2015



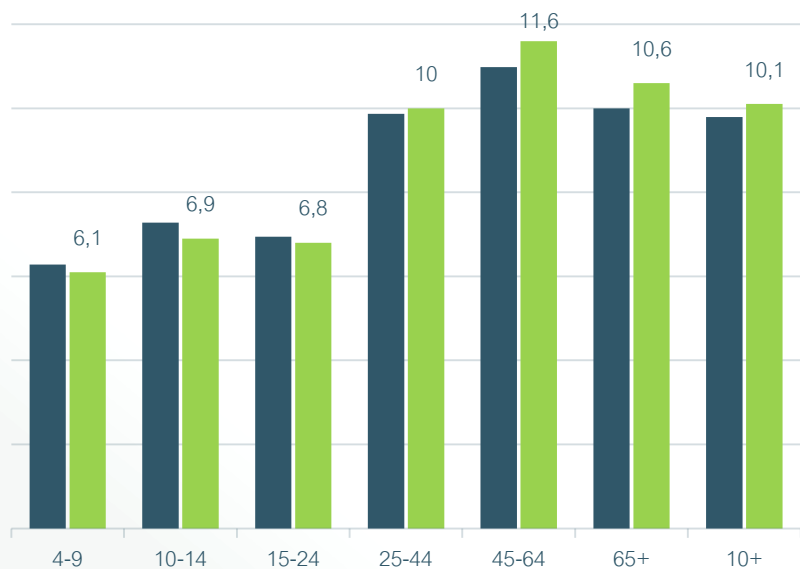
WEEKLY REACH

– TV REACHES WEEKLY 92 % (10+ POPULATION)

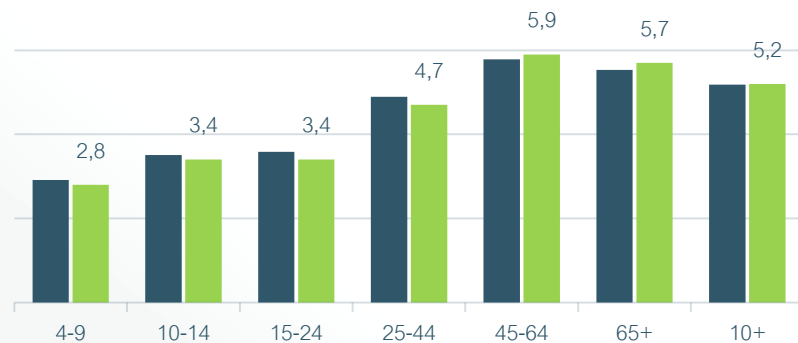


AVERAGE NUMBER OF CHANNELS VIEWED

Weekly

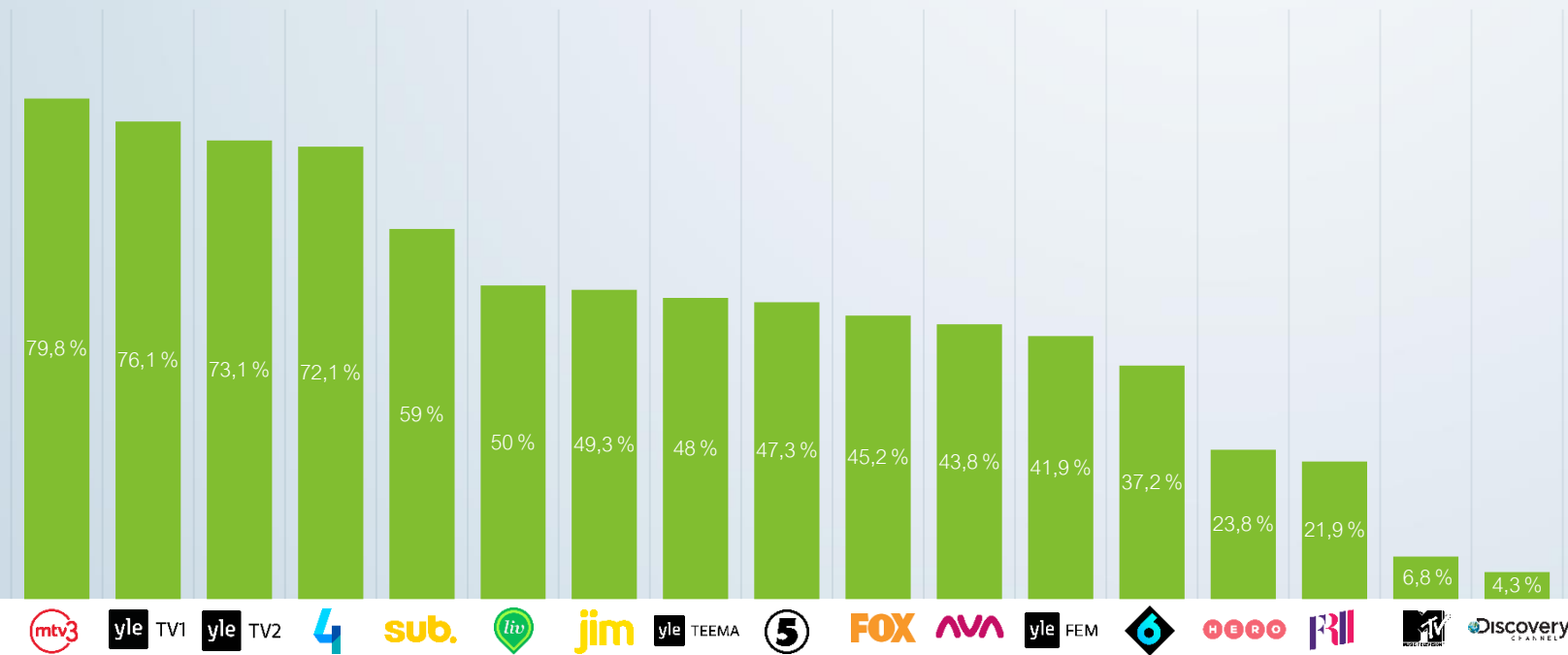


Daily

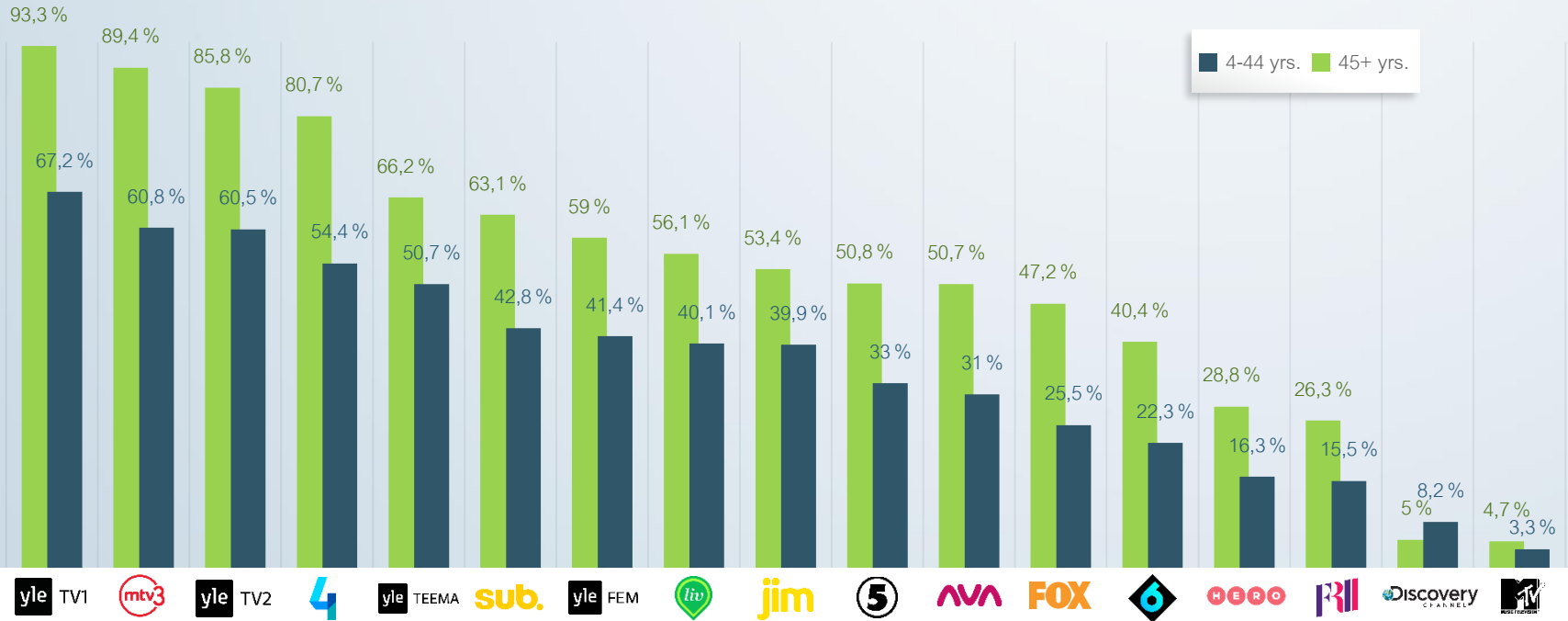


2014 2015

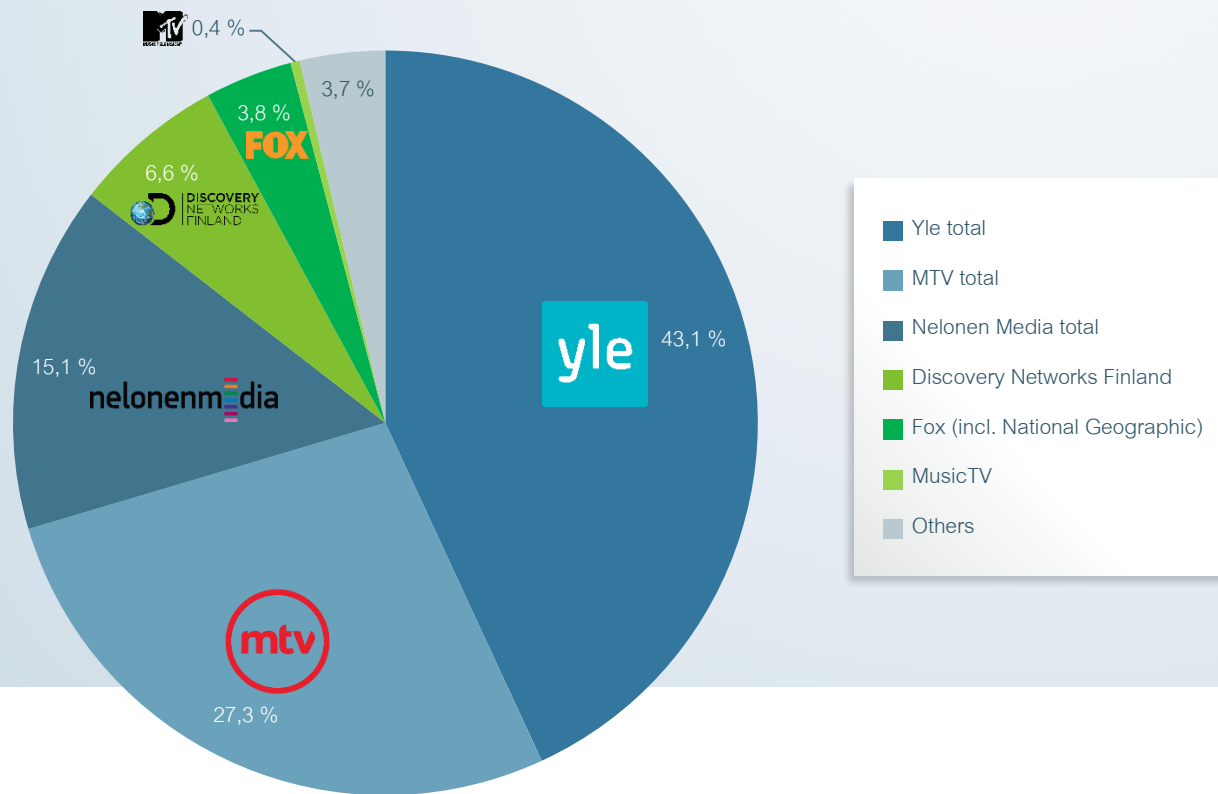
WEEKLY REACH (%), 10+



WEEKLY REACH, % OVER/UNDER 45 YRS.

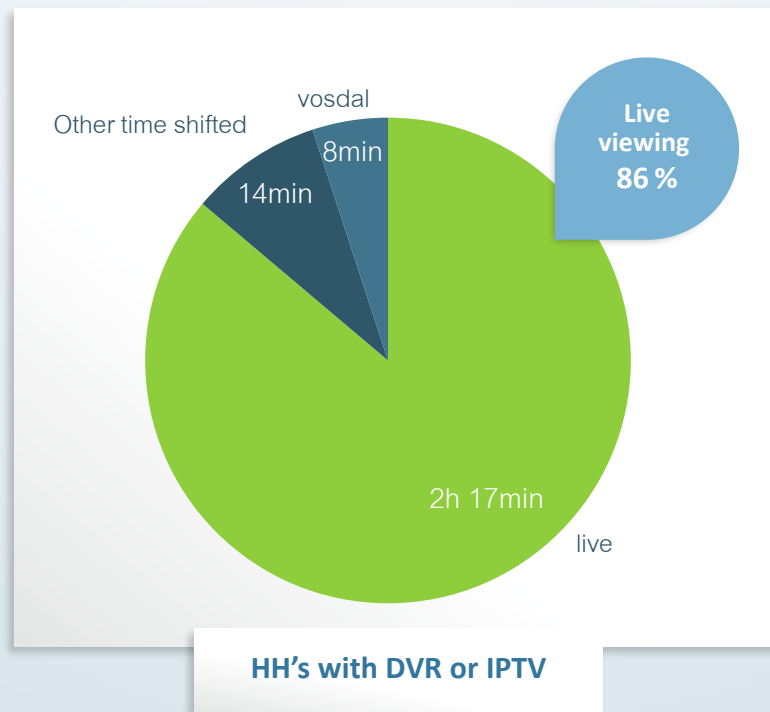
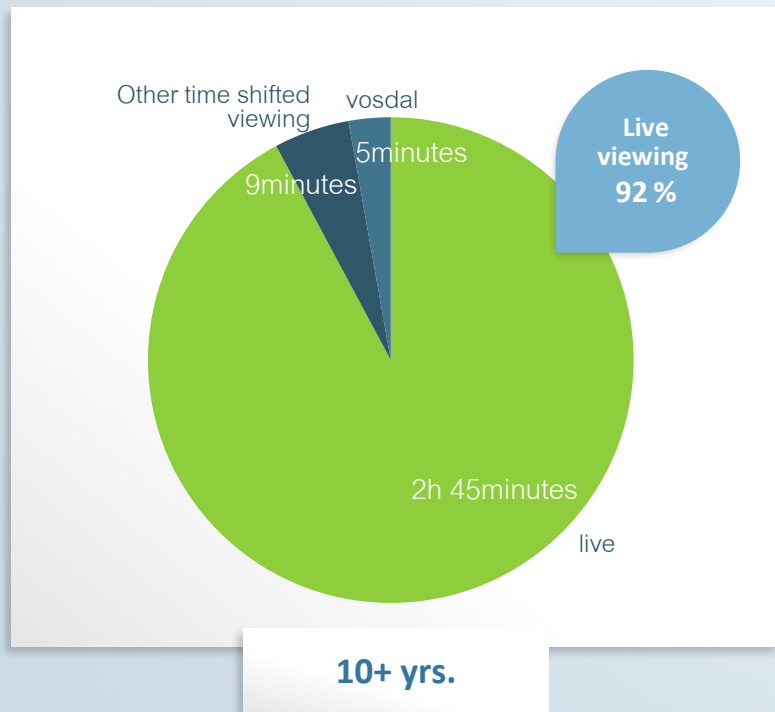


CHANNEL SHARE (%), 10+

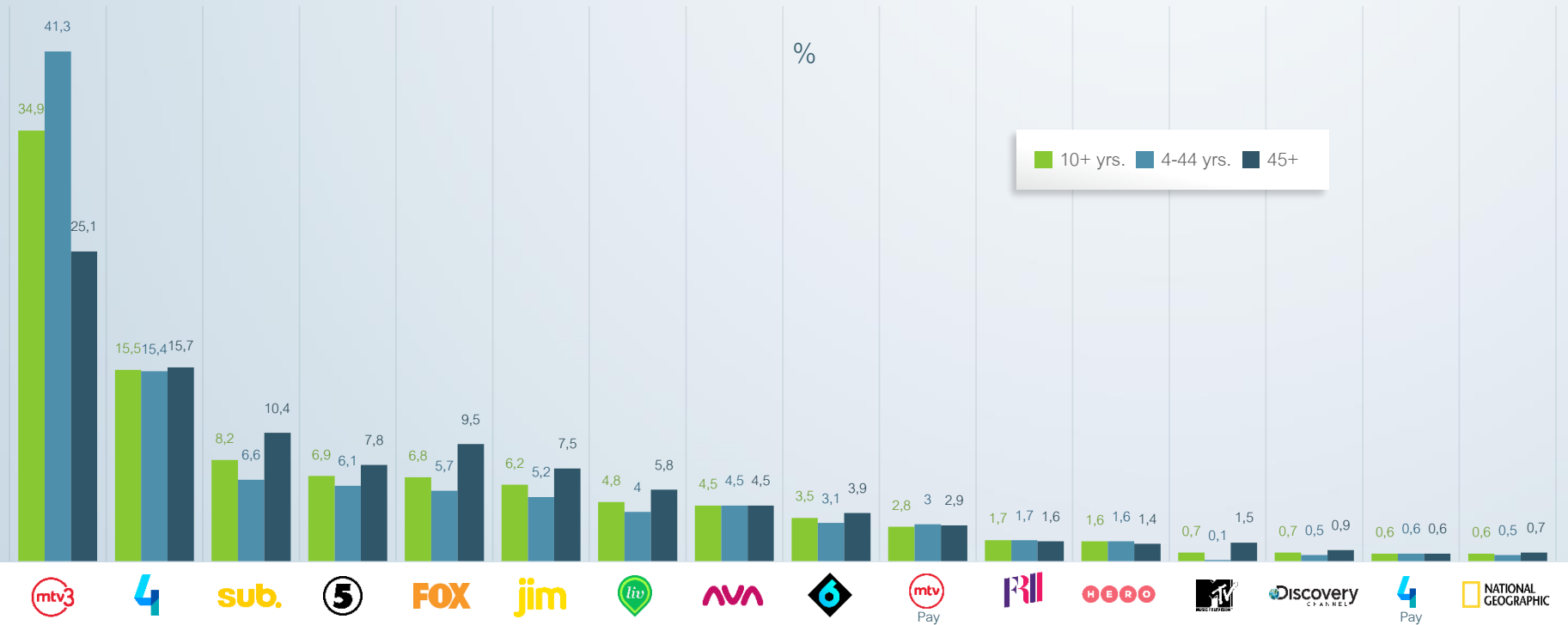


MOST TV PROGRAMMES ARE BEING WATCHED LIVE

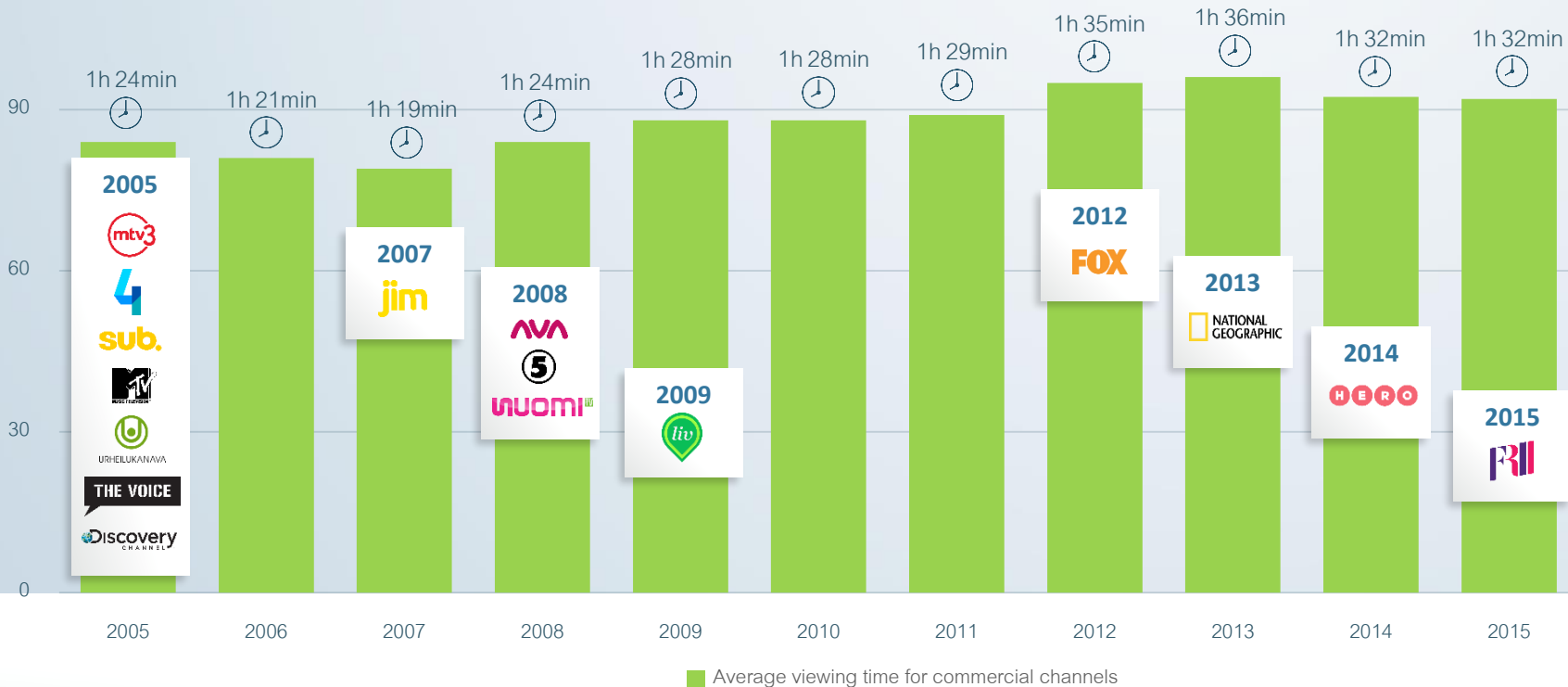
🕒/day



COMMERCIAL CHANNEL SHARE 2015, %

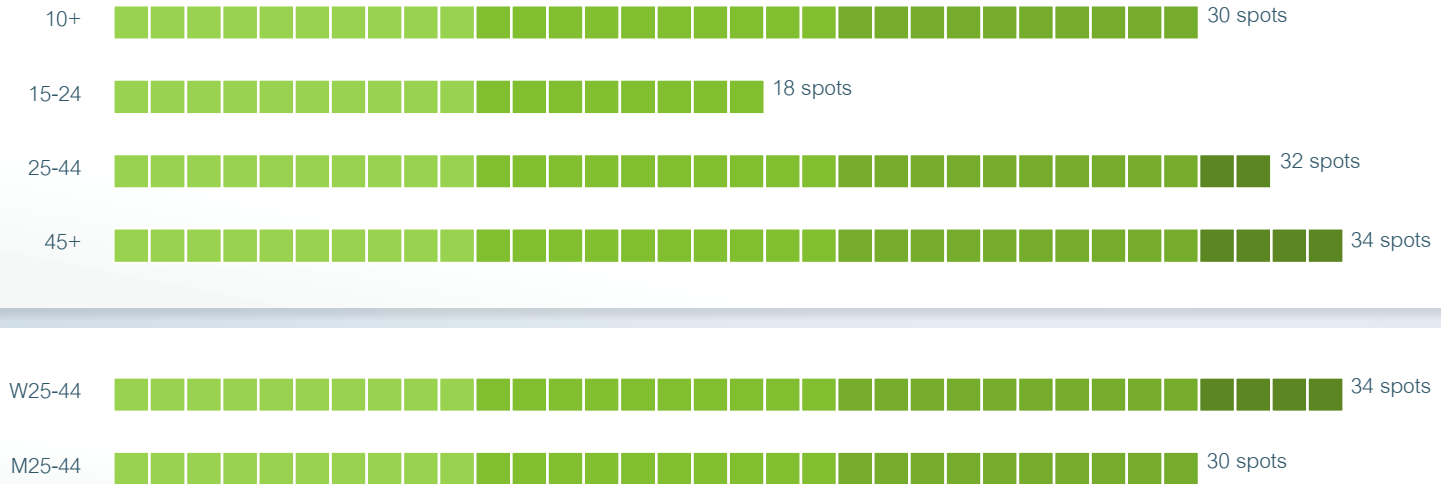


DAILY VIEWING TIME FOR COMMERCIAL CHANNELS IS OVER 1,5 HRS.

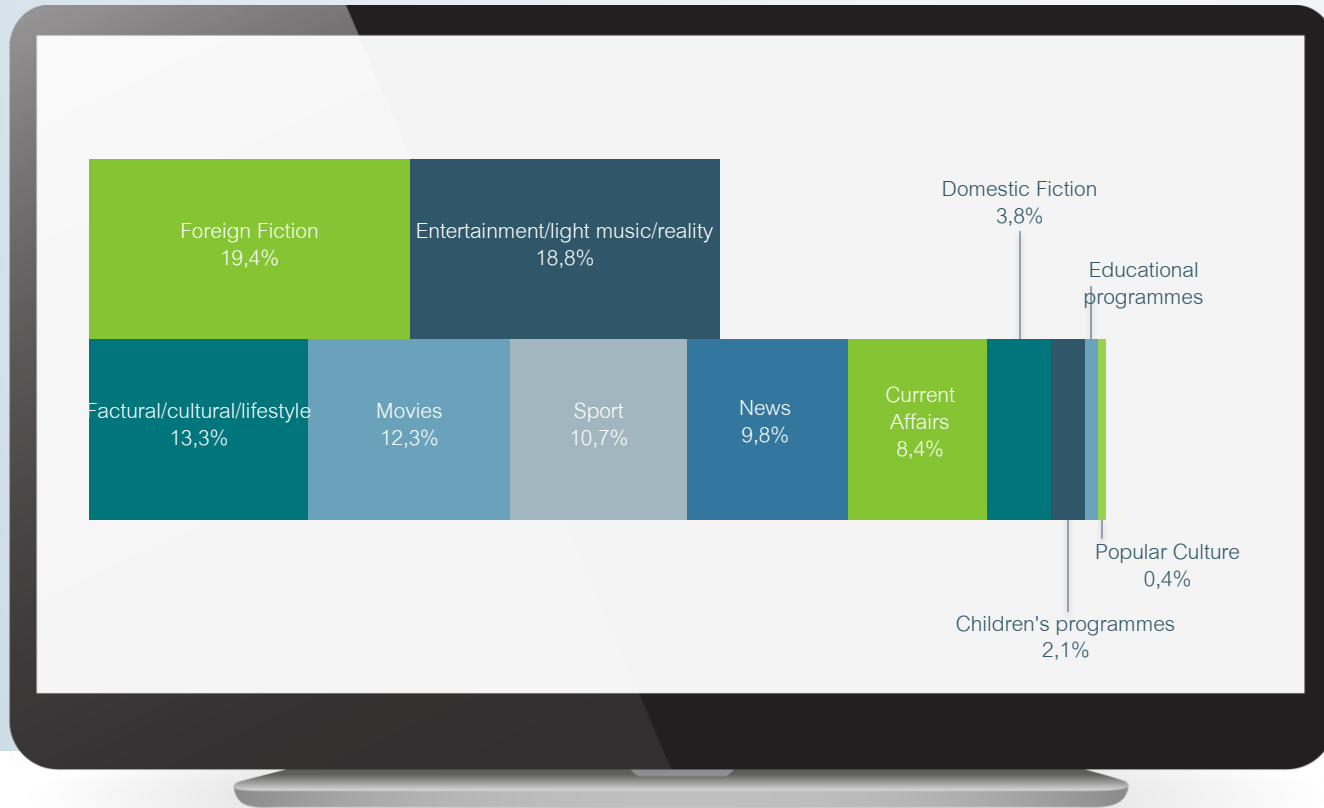


FINNS WATCH DAILY 30 ADS IN AVERAGE

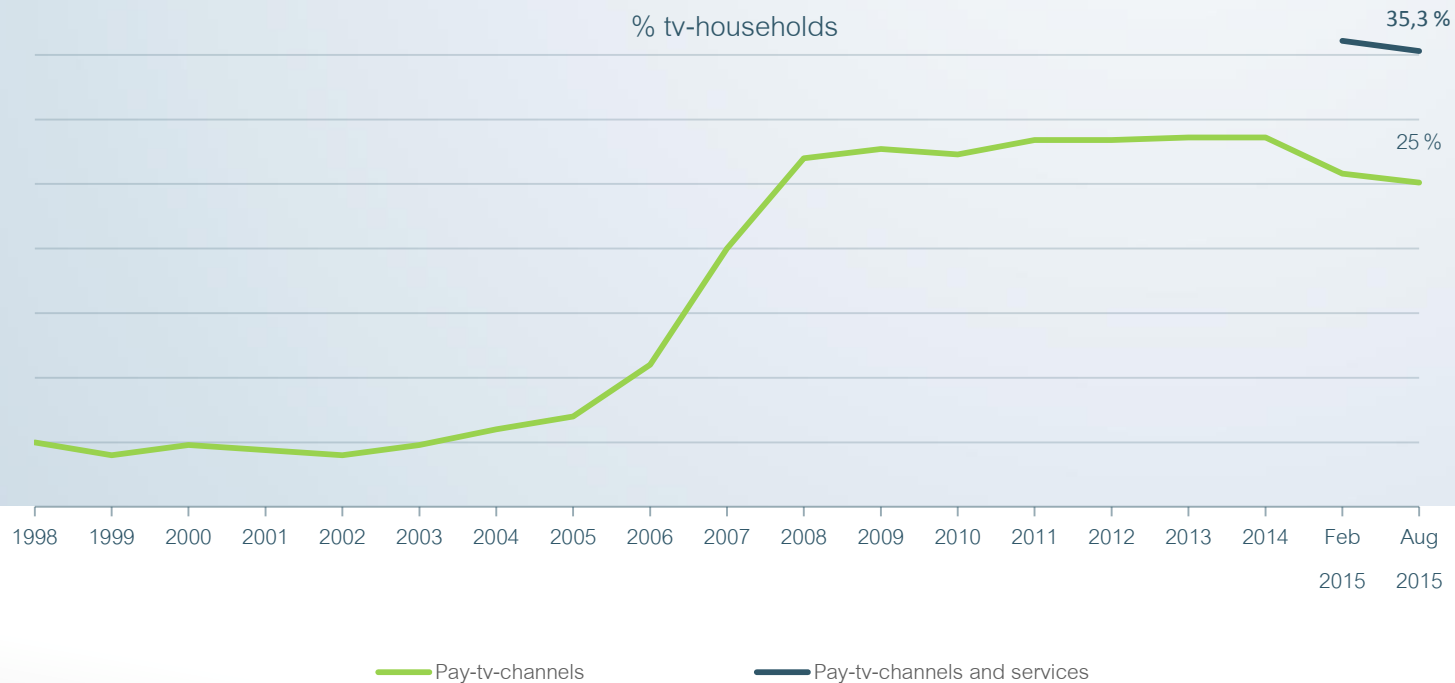
spots/day



VIEWING BY GENRE ON LINEAR TV 2015, %



PAY TV SERVICES IN 1998-2015



PAY TV SHARE OF TOTAL LINEAR TV VIEWING 2015 (10+ YRS.)



