



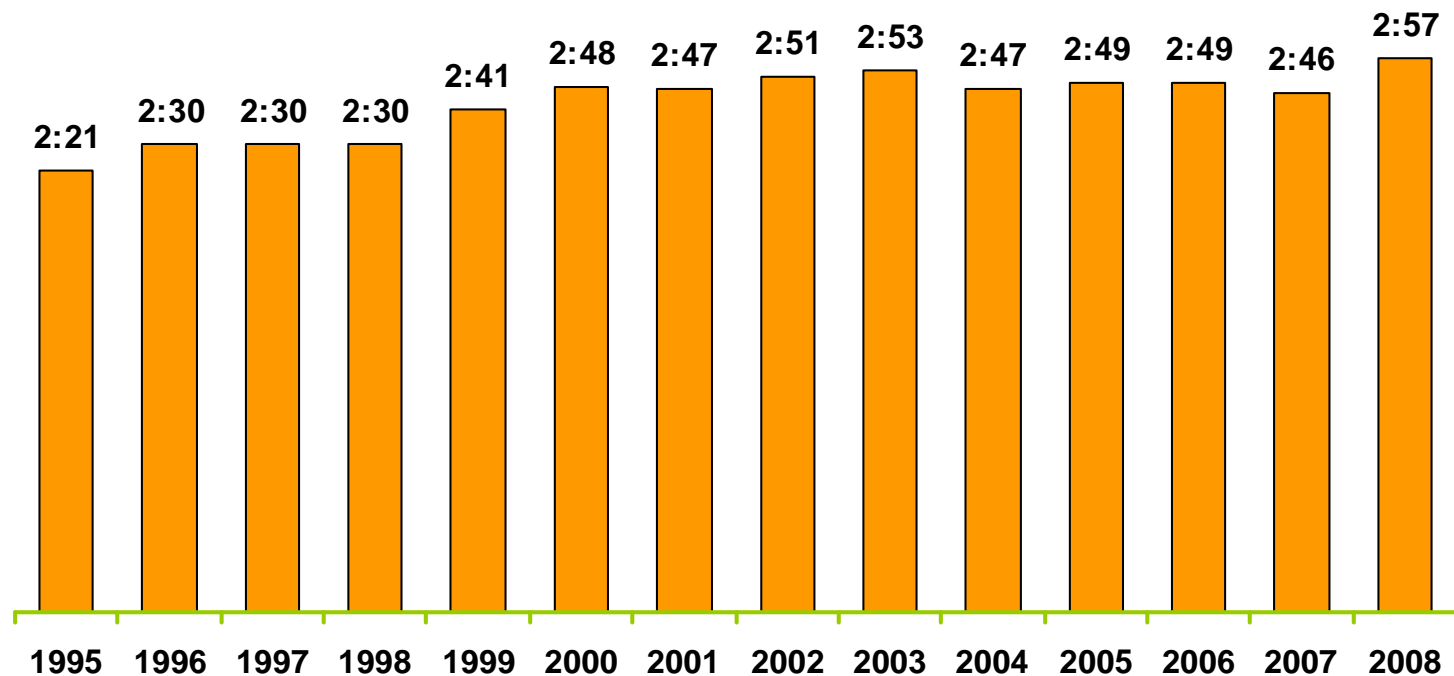
## Television viewing in Finland 2008



Gloria Hall, 27.1.2009  
Lena Sandell ja Anna-Leena Lamberg

# Average viewing time / day

Total population, 10+ y.



Source: Finnpanel Oy, TAM

# Timeshift and guest viewing from 1.1.2008

## 1. Timeshift viewing + 7 days\*

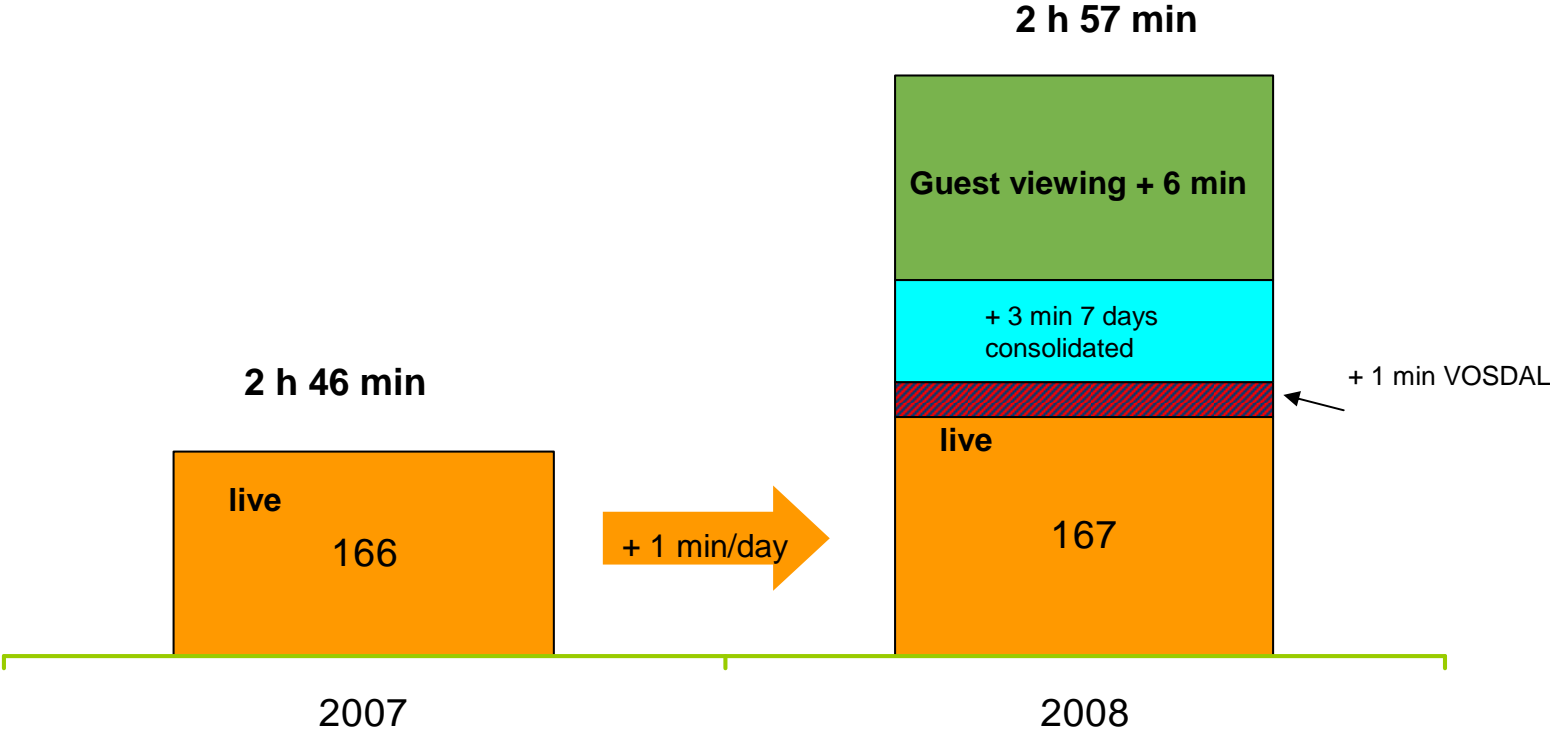
- *Official currency reported after one week (7 days)*

## 2. Guest viewing

- *Guests of the Panel hslds registerate their age and sex*
- *Guest viewing integrated into TAM ratings*

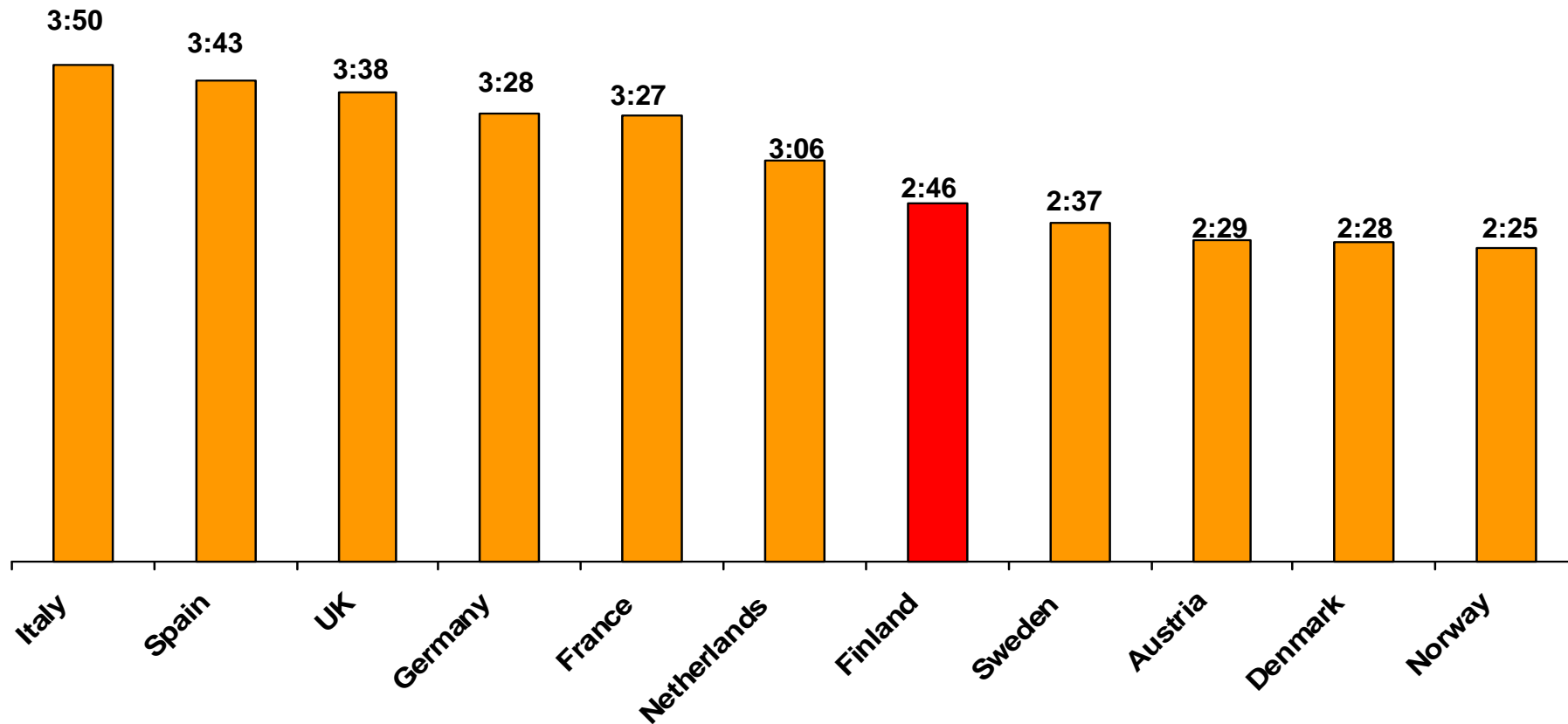
\* Except on every Monday: Weekly Top-20 reported: live+VOSDAL

# Timeshift and quest viewing 2008 / The effect on the ratings



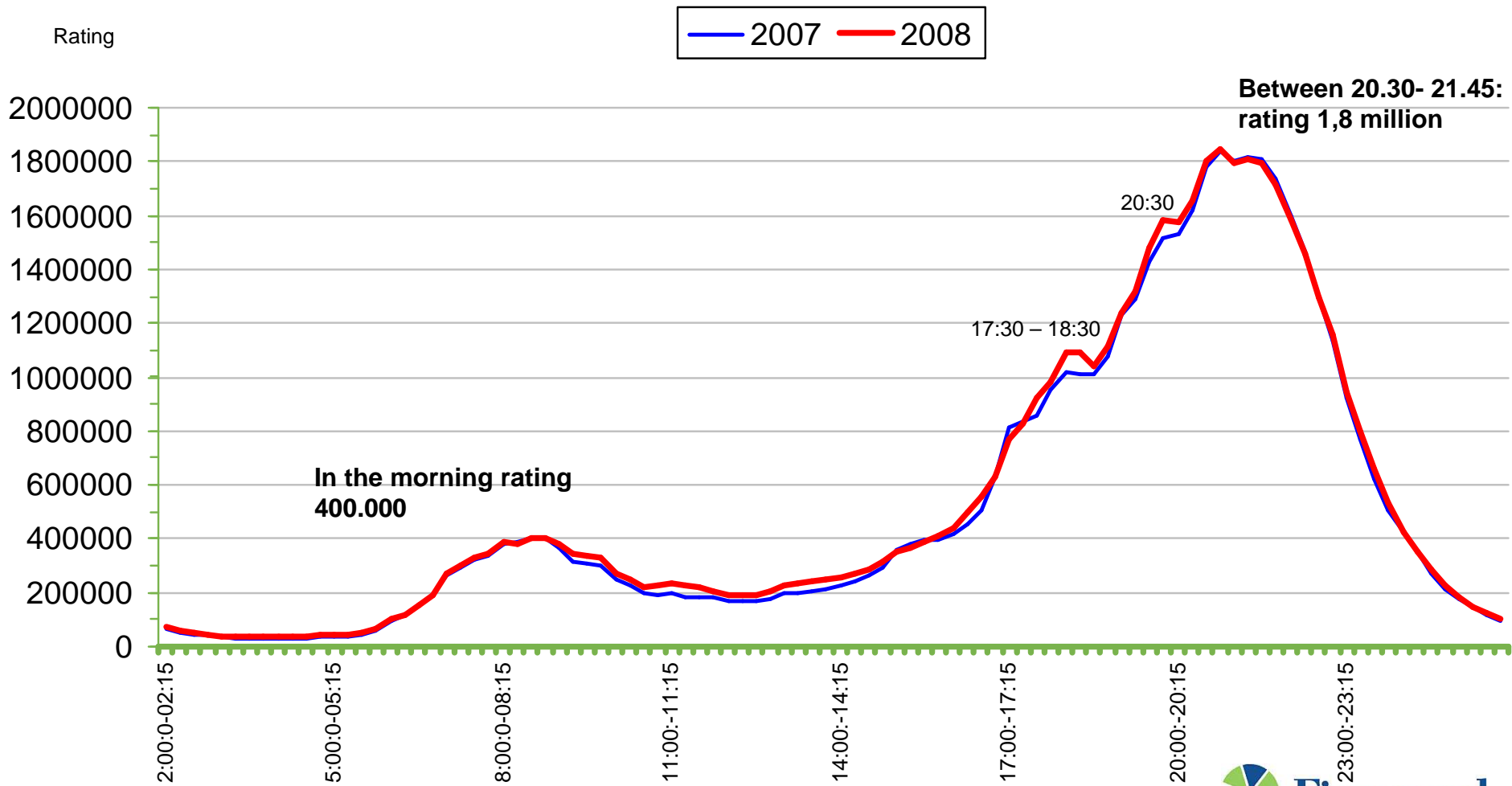
Source: Finnpanel Oy, TAM

# Viewing time in Europe 2007



Source: Mediametrie / One Television Year in the World 2008

# Television viewing (weekdays) 2007 and 2008

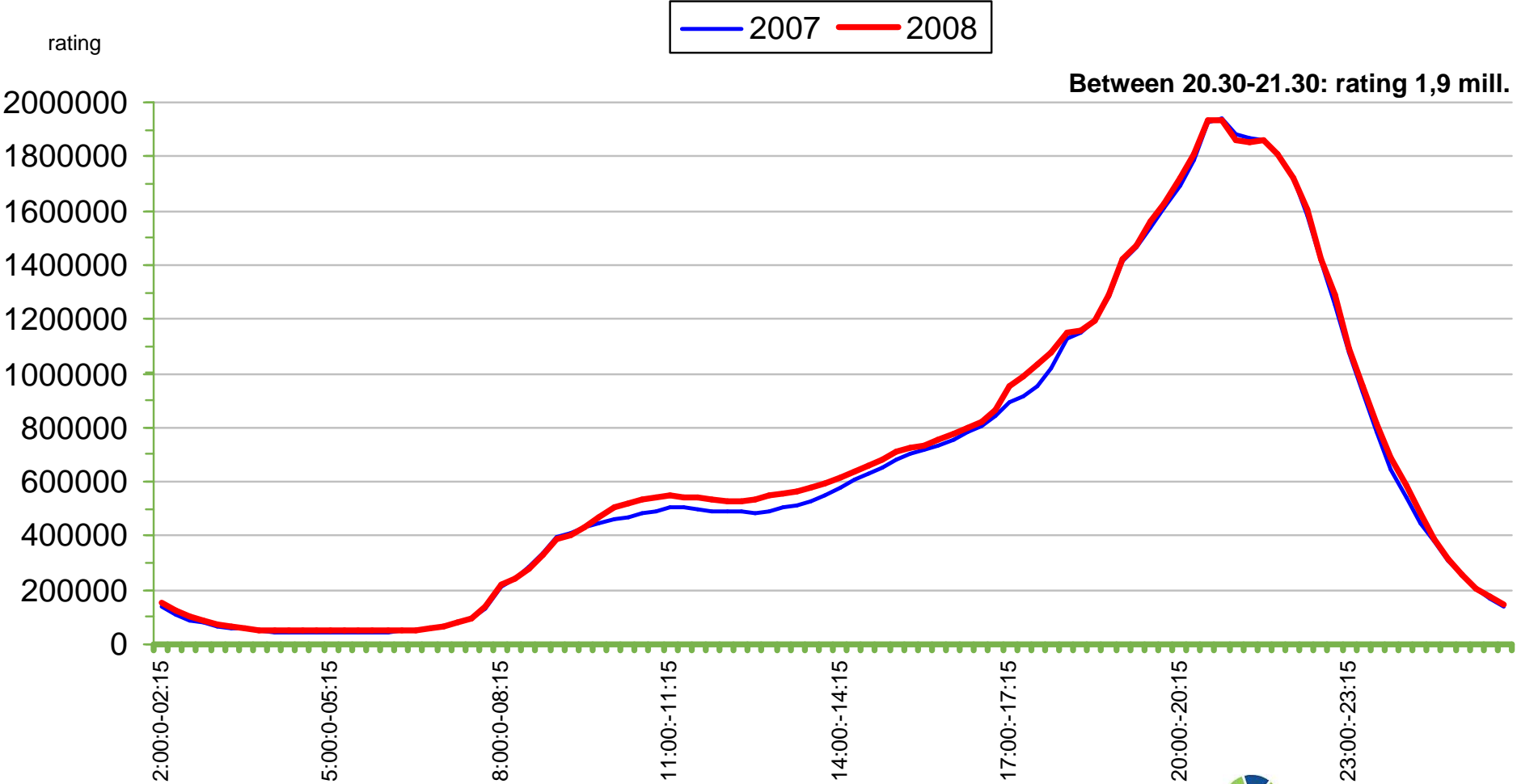


Source: Finnpanel Oy, TAM

Total population 10+ y.



# Television viewing (weekends) 2007 and 2008

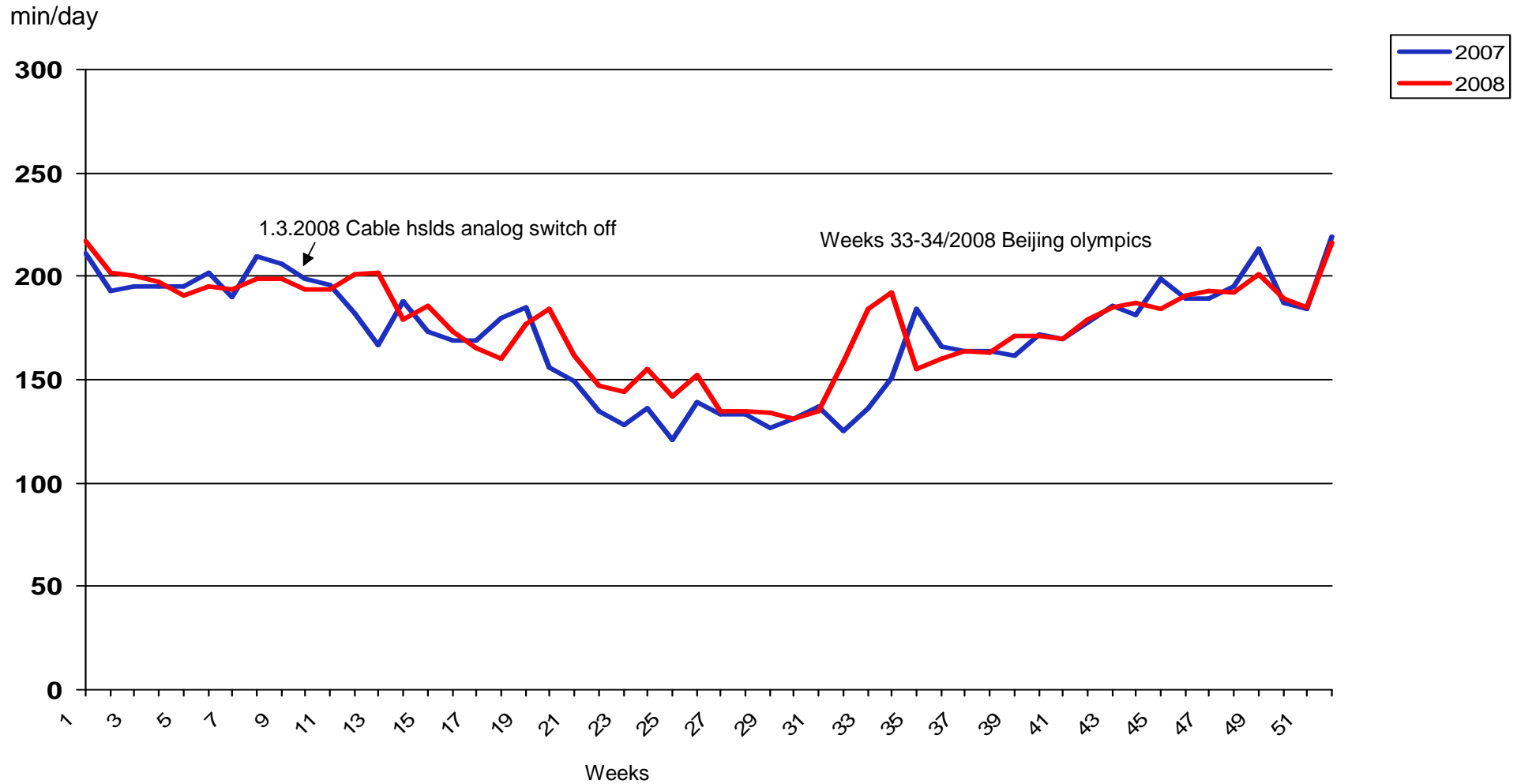


Source: Finnpanel Oy, TAM

Total population 10+ y.



# Television viewing 2007 and 2008



Source: Finnpanel / TAM, population 10+ y.



# Top-10 programmes 2008

Programme/Channel	Date	Rating	Share-%
Independence day gala, TV1	sat 6.12.2008	1.748.000	(37)
TV-News, TV1	sat 6.12.2008	1.607.000	(34)
Ski jumping WC: Bischofshofen, MTV3	sun 6.1.2008	1.338.000	(29)
Dancing with the Stars, MTV3	sun 13.4.2008	1.266.000	(27)
Seven o'clock news, MTV3	sun 6.1.2008	1.233.000	(26)
Idols, MTV3	sun 14.12.2008	1.214.000	(26)
Eurovision 2008: Final, TV2	sat 24.5.2008	1.208.000	(26)
Ice Hockey WC 2008: Russia-Finland, TV2	fri 16.5.2008	1.182.000	(25)
Miss Finland 2008, MTV3	sun 3.2.2008	1.167.000	(25)
Secret Lives, MTV3	mon 18.2.2008	1.033.000	(22)
Missä he ovat nyt?, MTV3	sun 27.1.2008	1.030.000	(22)
Ice Hockey WC 2008: Bronze match	sat 17.5.2008	1.023.000	(22)

Source: Finnpanel Oy, TAM

# Top-5 programmes in the Nordic Countries 2008



## Finland:

### Rating

- |    |                        |      |
|----|------------------------|------|
| 1. | Independence day gala  | 37 % |
| 2. | TV-News                | 34 % |
| 3. | Ski jumping WCup       | 29 % |
| 4. | Dancing with the Stars | 27 % |
| 5. | Seven o'clock News     | 26 % |



## Sweden:

### Rating

- |    |                                  |      |
|----|----------------------------------|------|
| 1. | Eurovision, national final       | 46 % |
| 2. | Eurovision, national selection   | 38 % |
| 3. | Donald Duck and his frends       | 36 % |
| 4. | Football Euro 2008(Greek-Sweden) | 34 % |
| 5. | Eurovision Song contest          | 32 % |



## Norway:

### Rating

- |    |                               |      |
|----|-------------------------------|------|
| 1. | Eurovision Song Contest       | 40 % |
| 2. | Kvelden för kvelden           | 38 % |
| 3. | Have I got news for you       | 35 % |
| 4. | Handball EuroC (Norway-Spain) | 33 % |
| 5. | Idrettsgalla 2008             | 32 % |



## Denmark:

### Rating

- |    |                                 |      |
|----|---------------------------------|------|
| 1. | Handball EuroC, final (Den-Cro) | 43 % |
| 2. | X Factor – final                | 42 % |
| 3. | Vild med dans – final           | 38 % |
| 4. | EuroCup studio                  | 38 % |
| 5. | All starts – Kick Off           | 36 % |

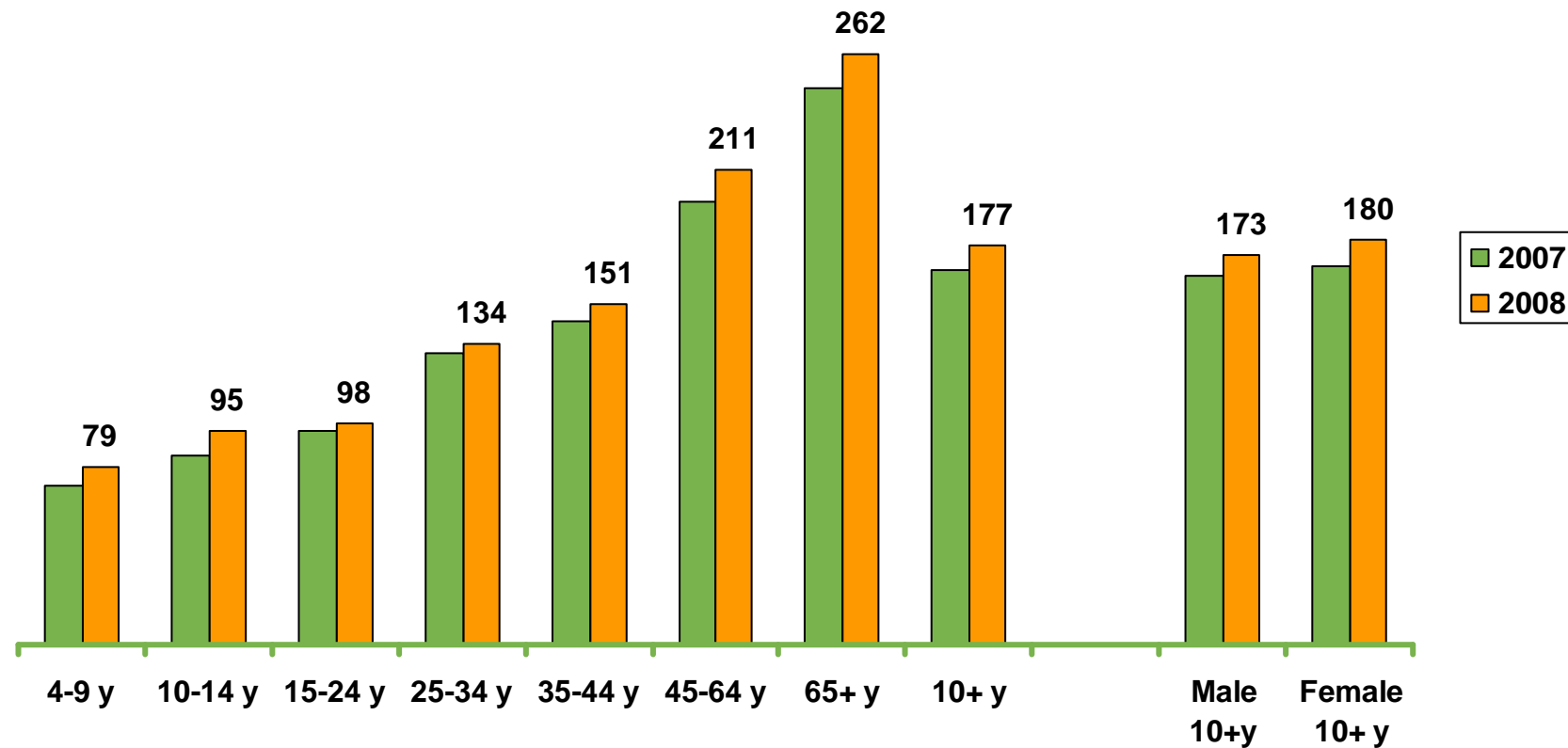
# Top-5 programmes by age groups 2008

10-24 years:	Rating-%	25-44 y:	Rating-%
1. Eurovision 2008: Final	25 %	1. Idols, 14.12.	33 %
2. Idols, 21.9.	24 %	2. Independence Day Gala	31 %
3. Independence Day Gala	22 %	3. Ice Hockey WC: RUS-FIN	30 %
4. Ice Hockey WC: RUS-FIN	19 %	4. Eurovision 2008: Final	27 %
5. Salatut elämät, 15.1.	18 %	5. Tv-News 6.12.2008	27 %

45-64 y:	Rating-%	65 + y :	Rating-%
1. Independence Day Gala	40 %	1. Independence Day Gala	60 %
2. Tv-News, 6.12.	40 %	2. Tv-News, 6.12.	57 %
3. Ski Jumping MC, 6.1.	39 %	3. Dancing with the Stars, 27.4.	48 %
4. Seven o'clock News 6.1	36 %	4. Sportnews 7.1.	44 %
5. Dancing with the Stars, 27.4.	33 %	5. Ski Jumping MC, 6.1.	44 %

# Television viewing by age groups

Source: Finnpanel Oy, TAM

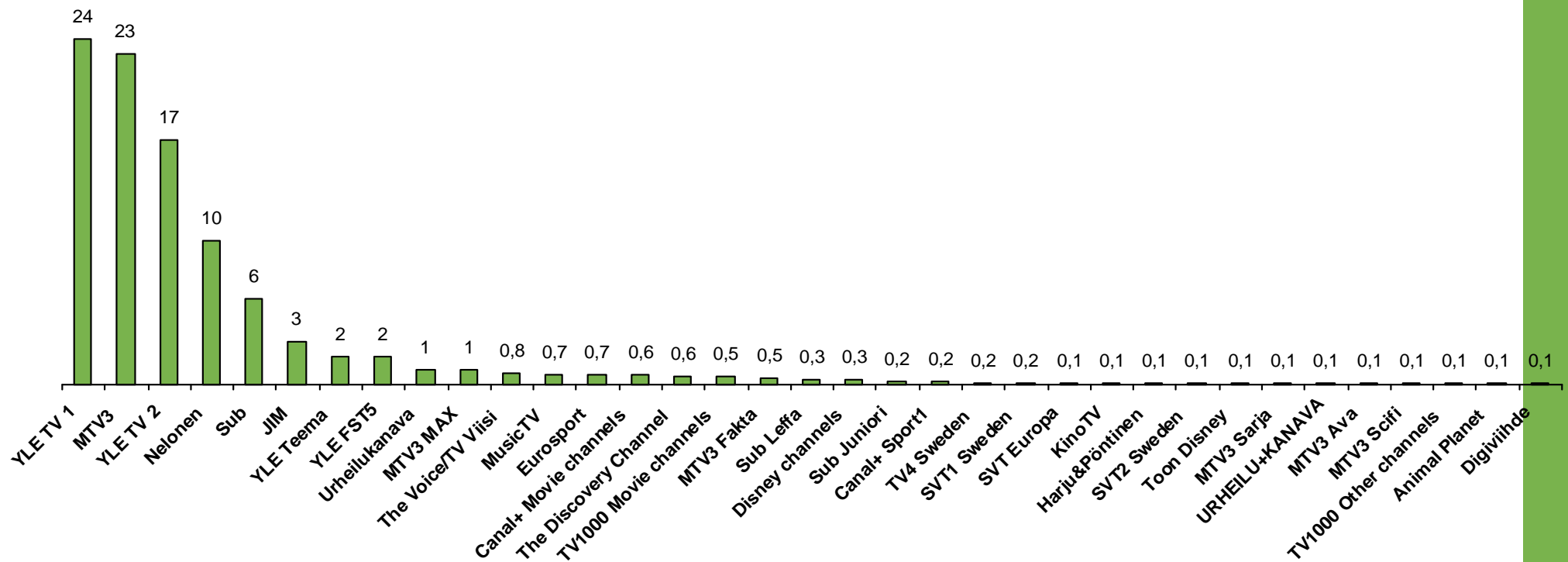


Weekly reach, %

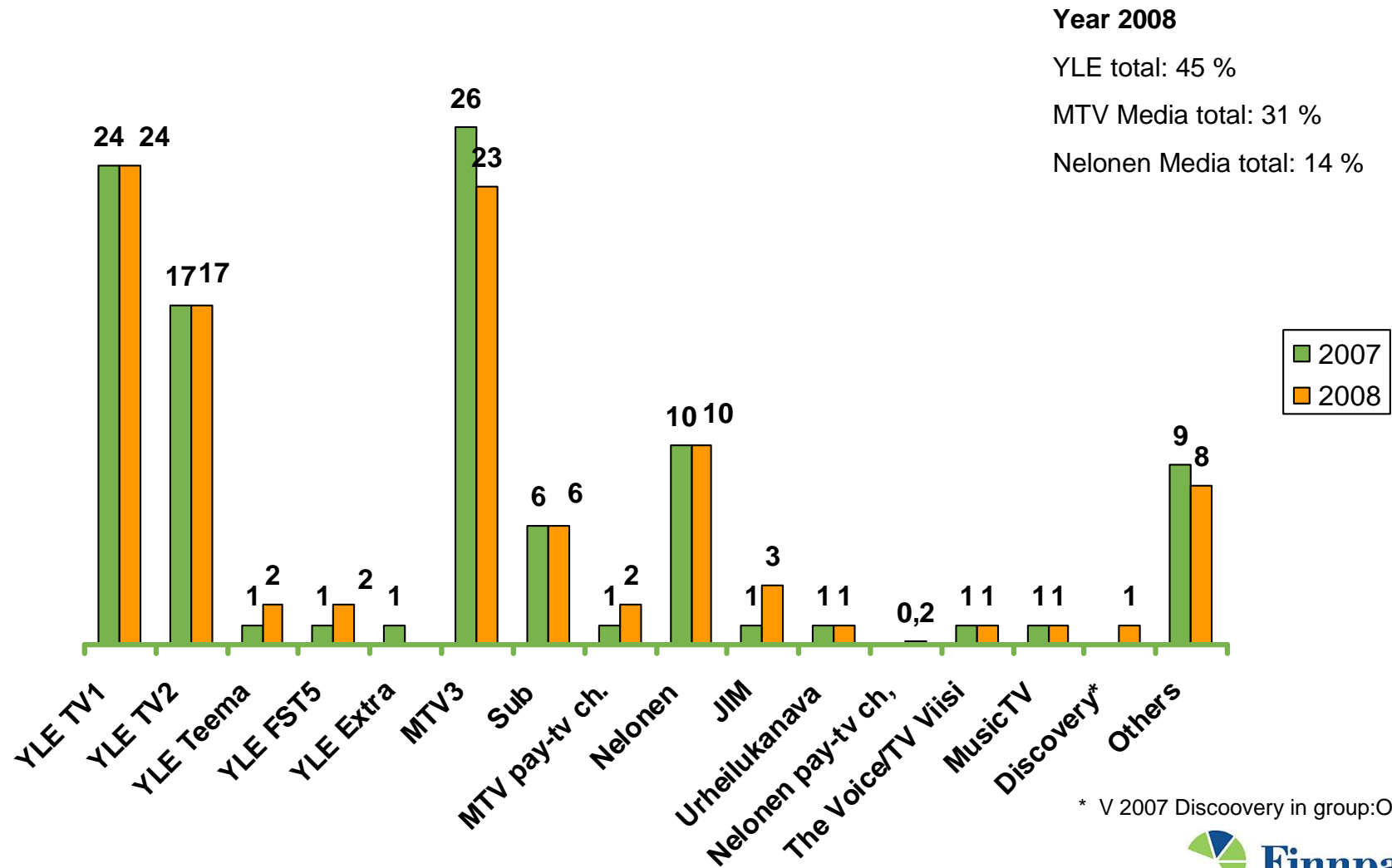
2008: 90 91 82 90 92 95 92 92 91 92

# Channel shares (%) 2008

Source: Finnpanel, TAM



# Channel shares ( 24 hours) %



\* V 2007 Discovery in group:Others

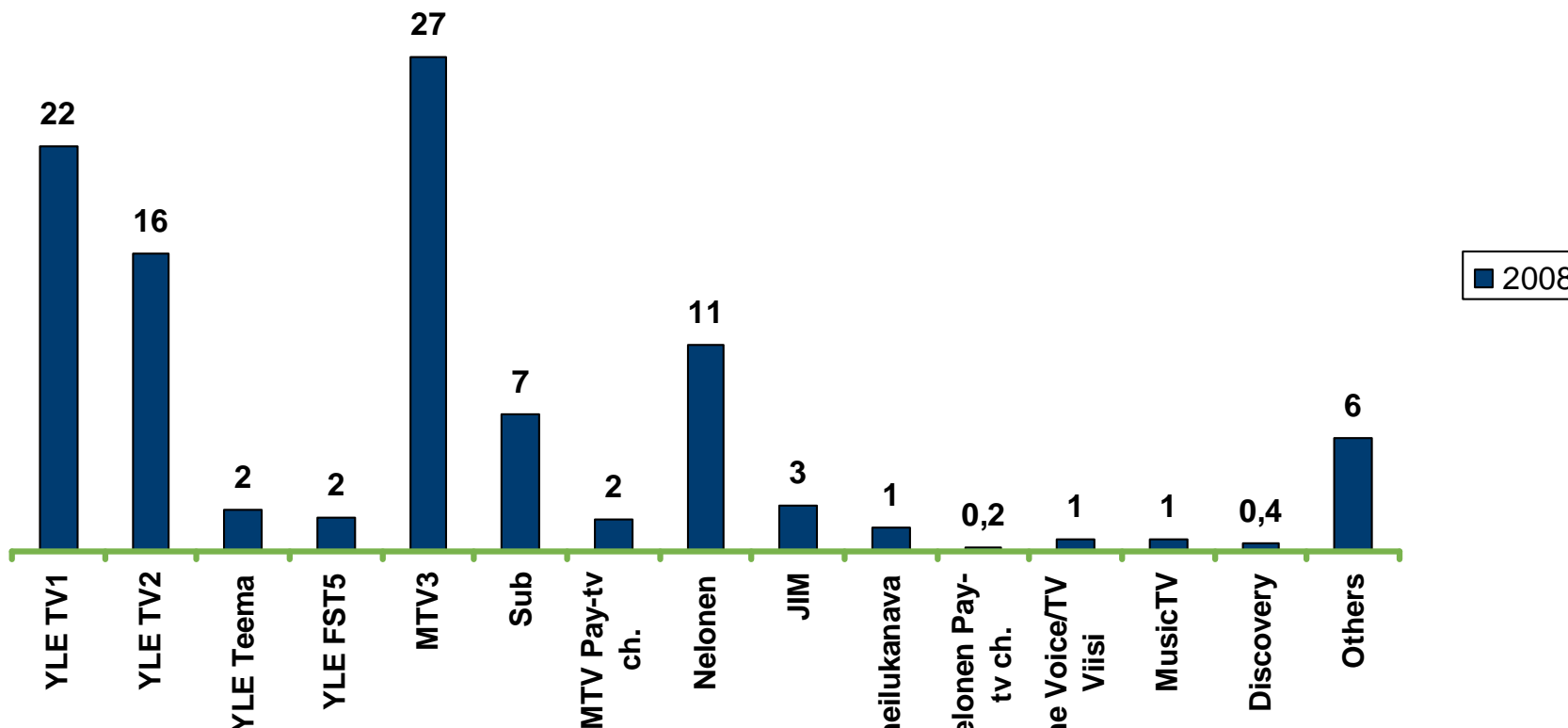


# Channel shares (%) 2008 prime time 18-23

YLE total: 42 %

MTV Media total: 36 %

Nelonen Media total: 15 %

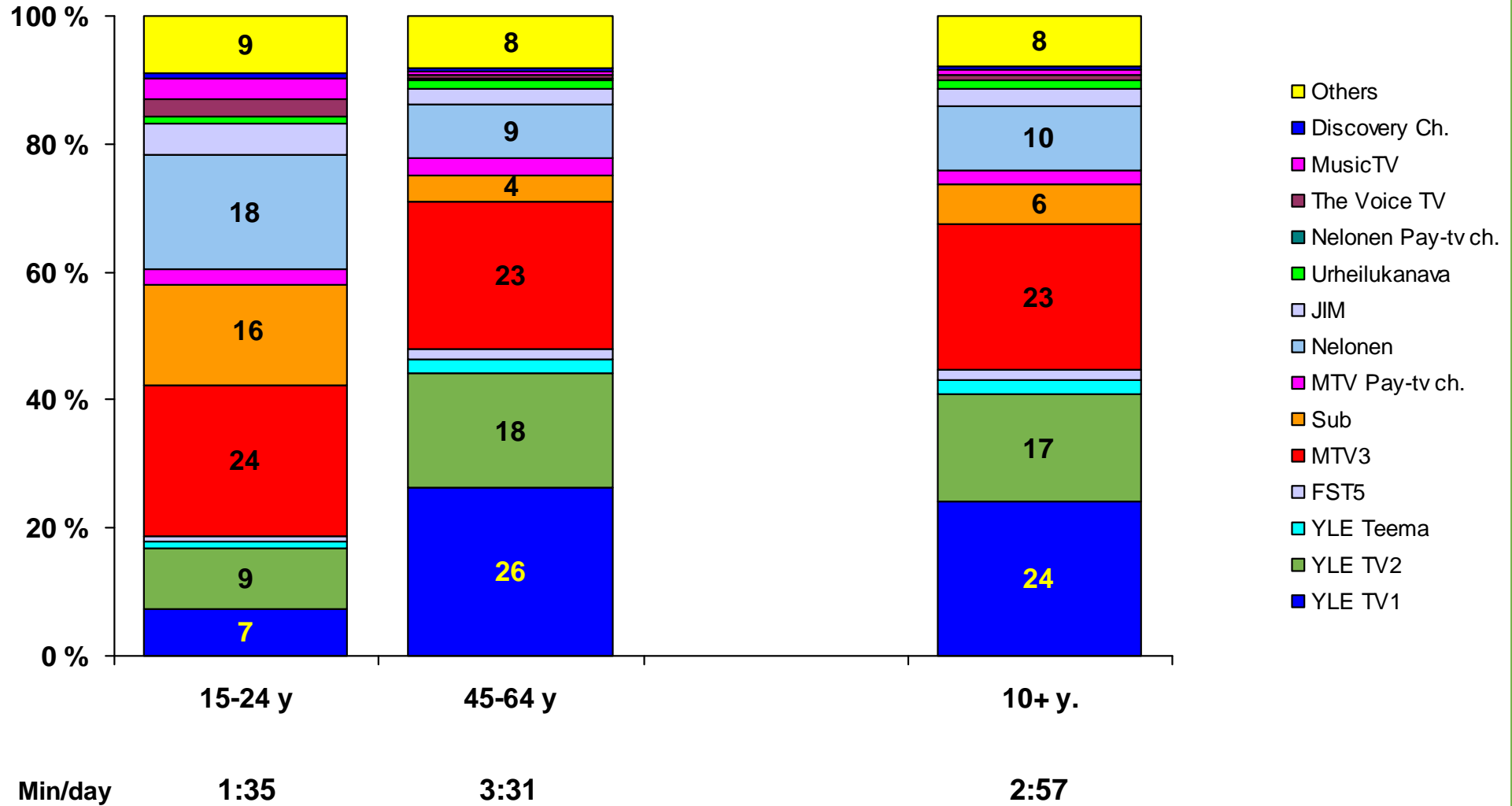


Koko vrk: 24 17 2 2 23 6 2 10 3 1 0,2 1 1 1 8



Source: Finnpanel Oy, TAM, population10+ years

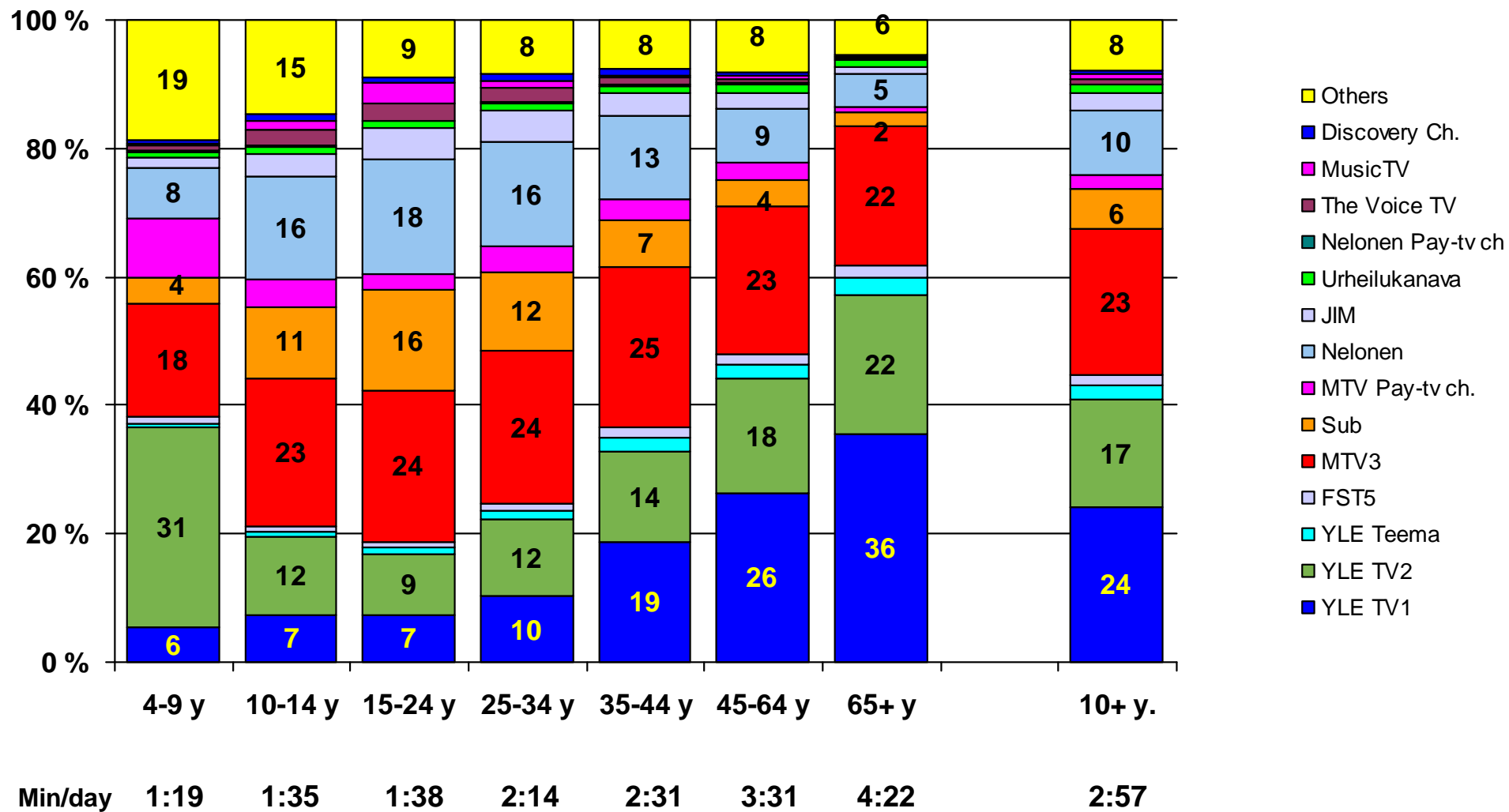
# Channel shares by age groups 2008



Source: Finnpanel Oy, TAM population 10 +y.



# Channel shares by age groups 2008



Source: Finnpanel Oy, TAM, population 10 + y.

# Digital Television brings more choice

## On Free-to-air\* channels 2008:

- *Average 314 programmes / day*
- *30 News programmes / day*
- *29 Children programmes / day*

## 1 737 movies during 2008 on Free-to-air\* channels ...

- *Average 5 movies / day*

## ... and 13 975 Sport programmes during 2008

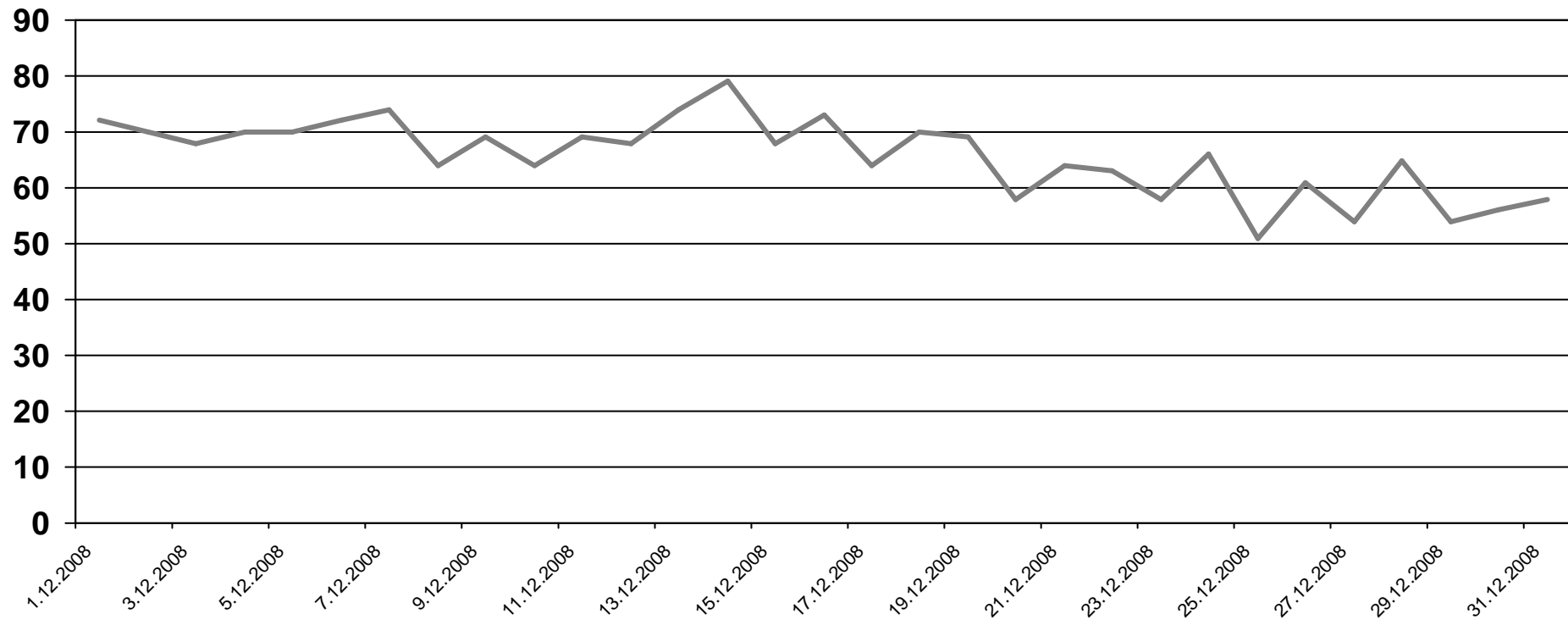
- *Average 38 sport programmes / day*
- *E.g. Ice Hockey WC, Beijing Olympics, Formula 1, Ski Jumping MC, Football Euro Cup, UEFA Champions League, La Liga, Alpine Skiing MC, WC Rally, Cross Country Skiing WC, etc...*

\*) TV1, TV2, MTV3, Nelonen, Sub, JIM, Teema, FST5, Urheilukanava, The Voice/TV Viisi

# December 2008, Target group: 10-14-years

## Two out of three watching TV every day

Daily reach (%)

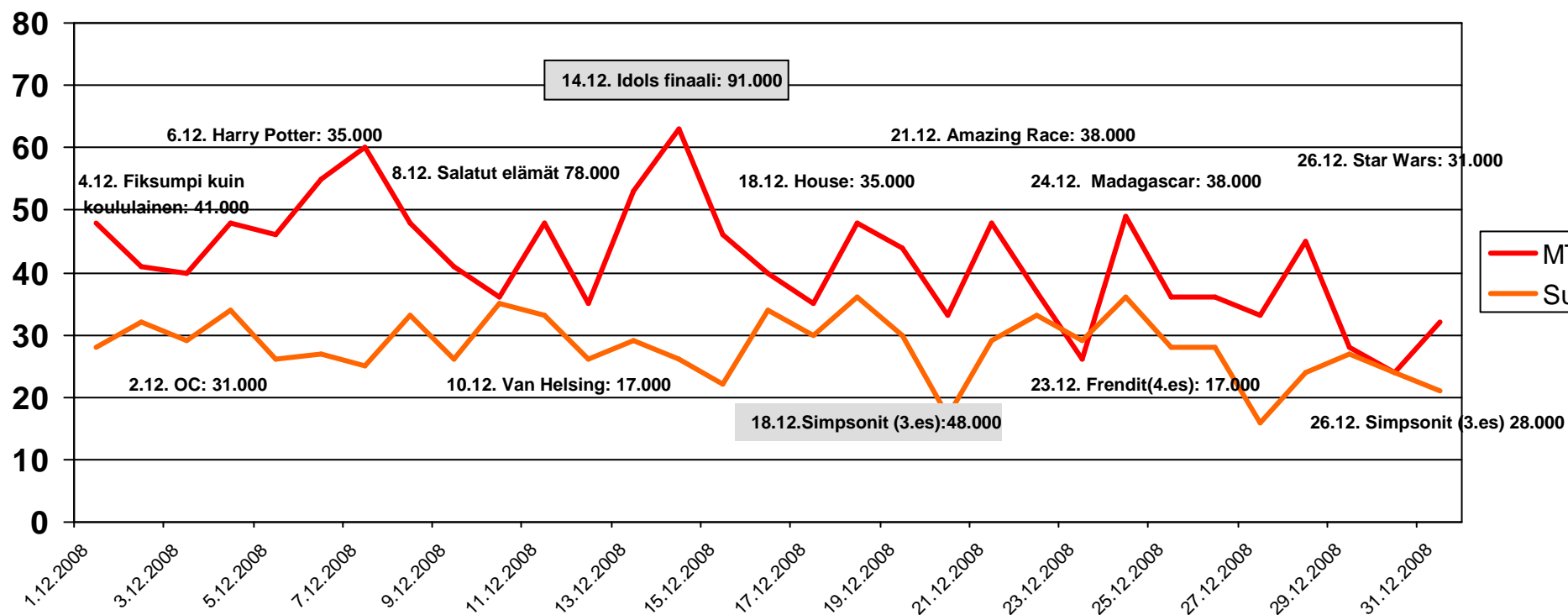


Source: Finnpanel TAM 1.-31.12.2008

# December 2008, Target group: 10-14-years

## Two out of three watching TV every day

Daily reach (%)

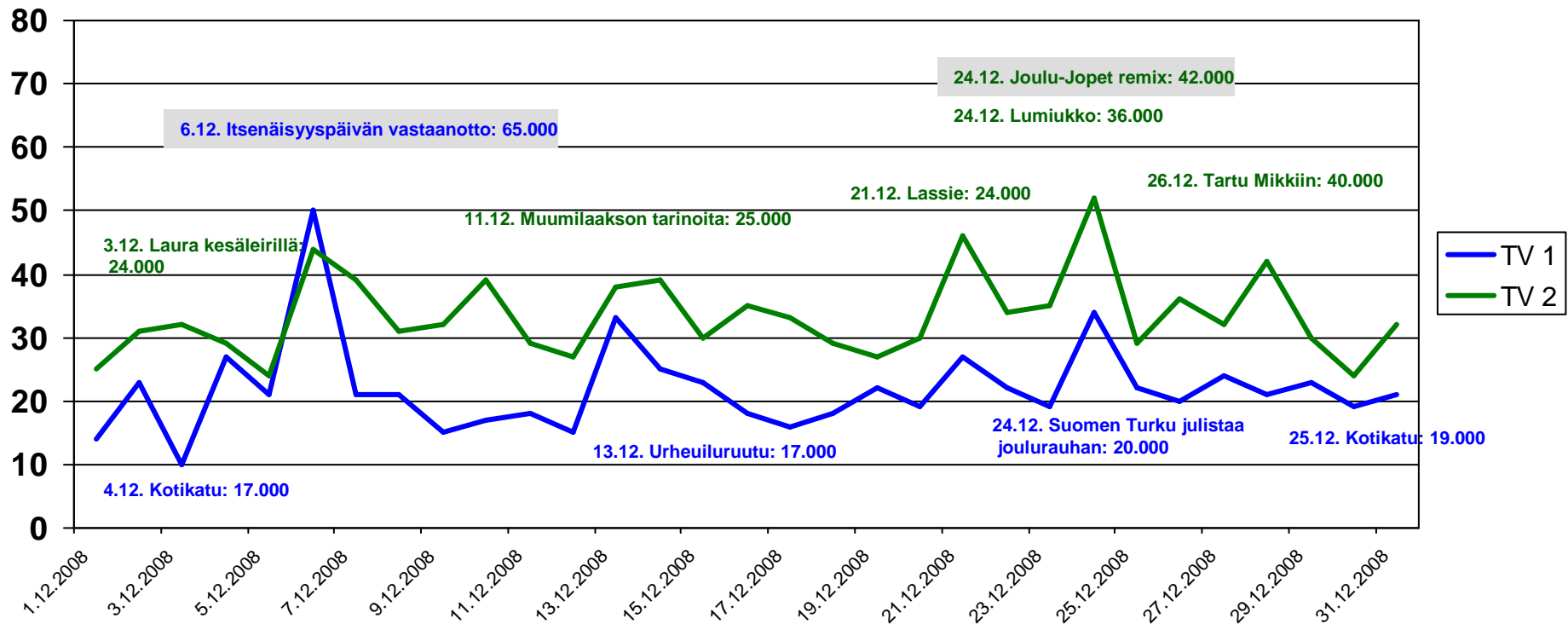


Source: Finnpanel TAM 1.-31.12.2008

# December 2008, Target group: 10-14-years

## Two out of three watching TV every day

Daily reach(%)

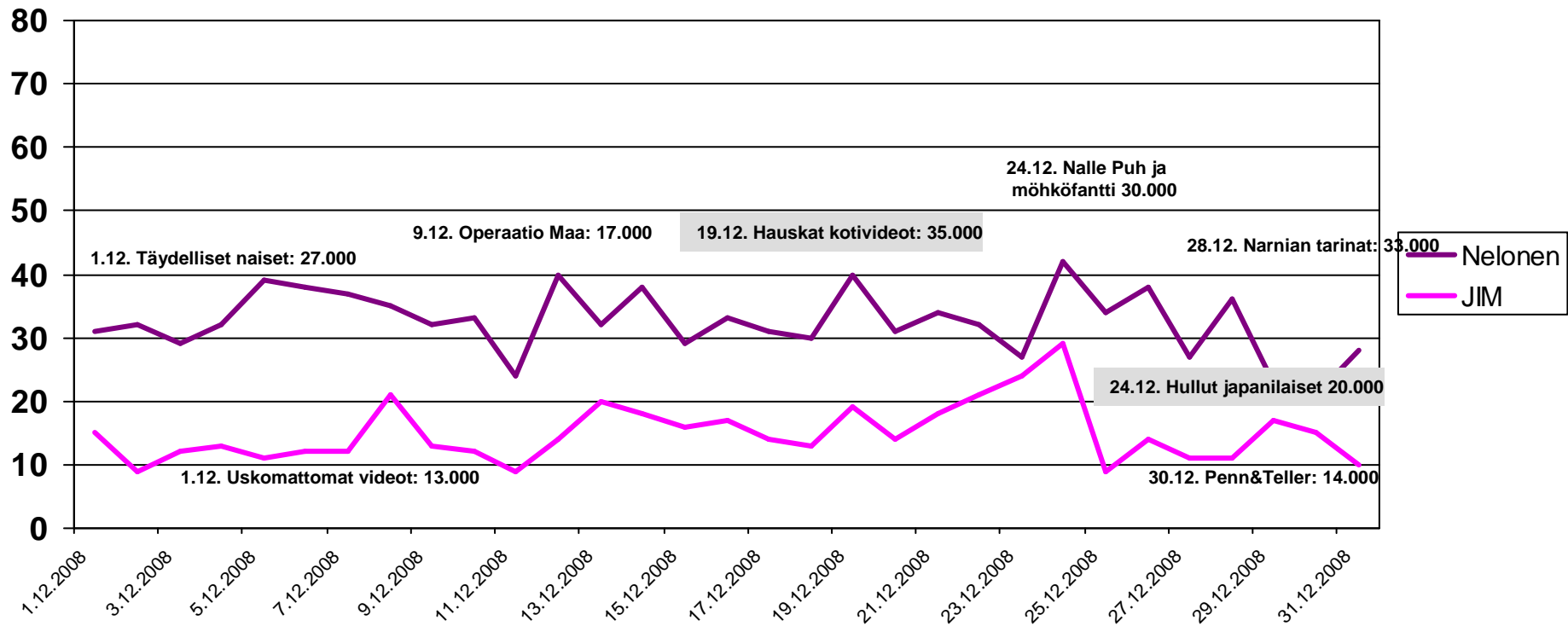


Source: Finnpanel TAM 1.-31.12.2008

# December 2008, Targetgroup: 10-14-years

## Two out of three watching TV every day

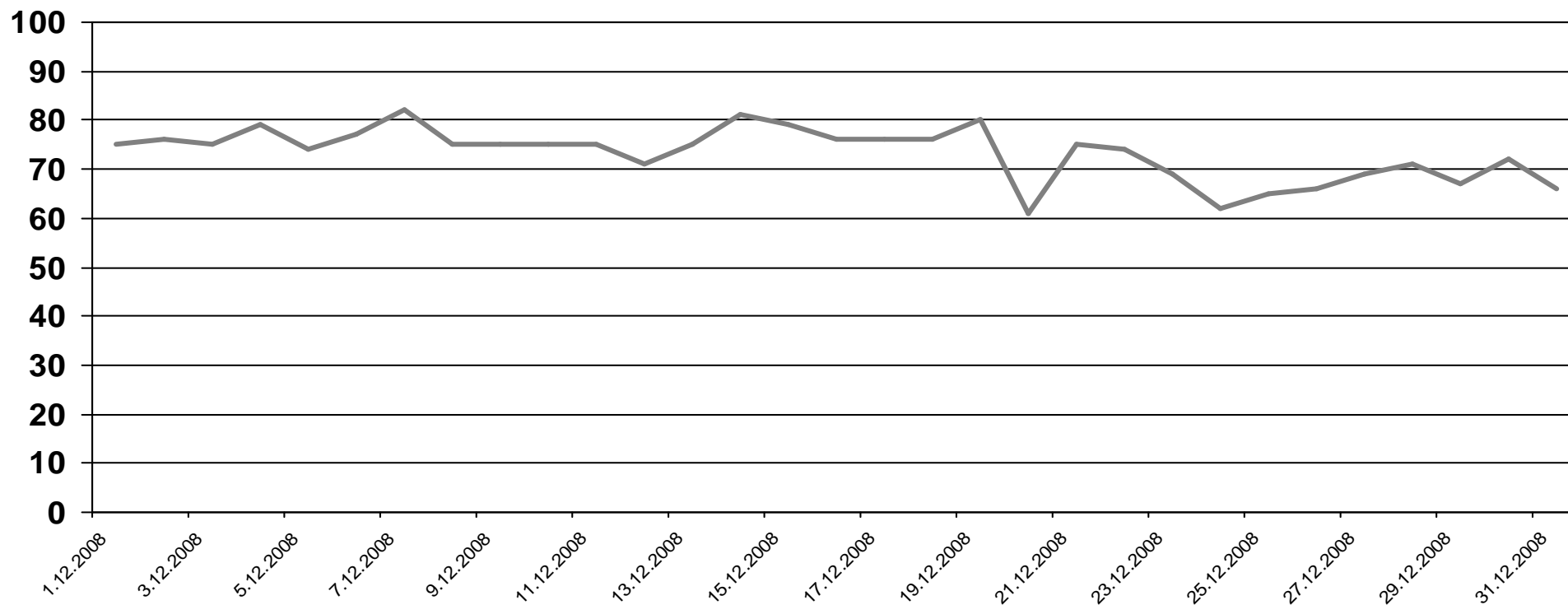
Daily reach



Source: Finnpanel TAM 1.-31.12.2008

# December 2008, Targetgroup: Male 25-44 y. At least two out three watching TV every day

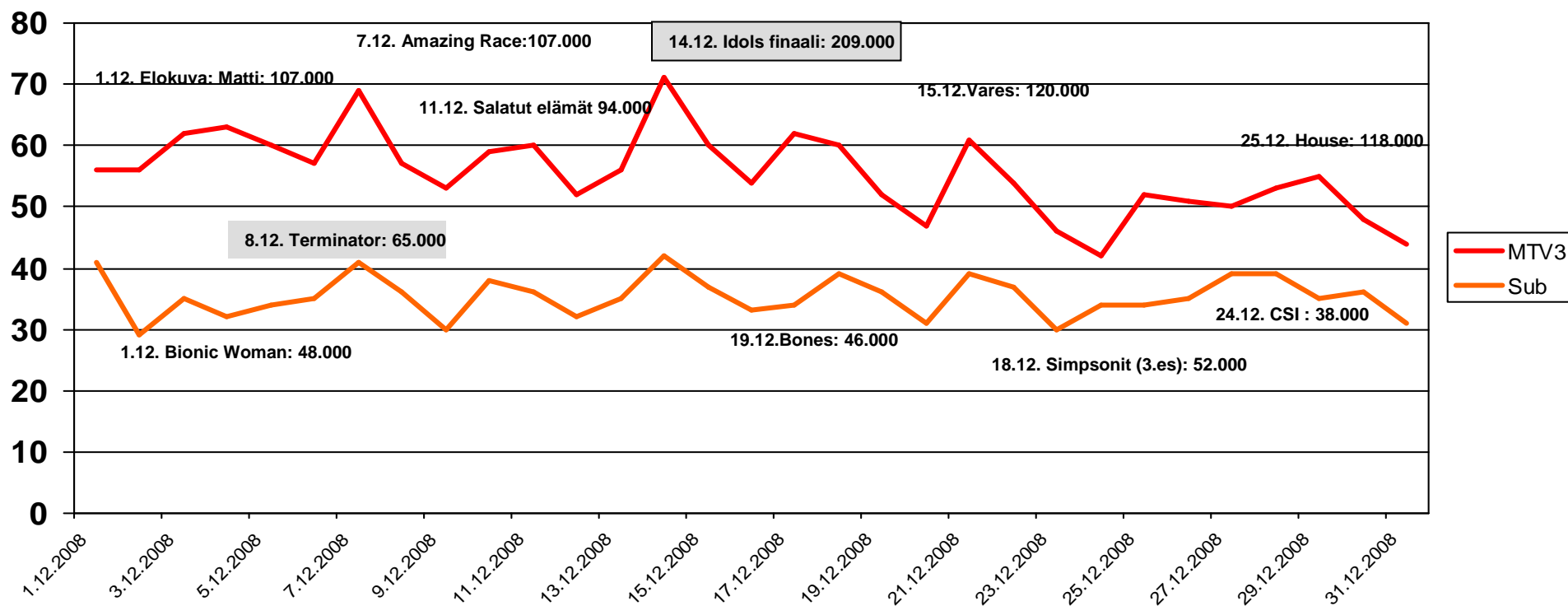
Daily reach (%)



Source: Finnpanel TAM, 1.-31.12.2008

# December 2008, Targetgroup: Male 25-44 y. At least two out three watching TV every day

Daily reach(%)

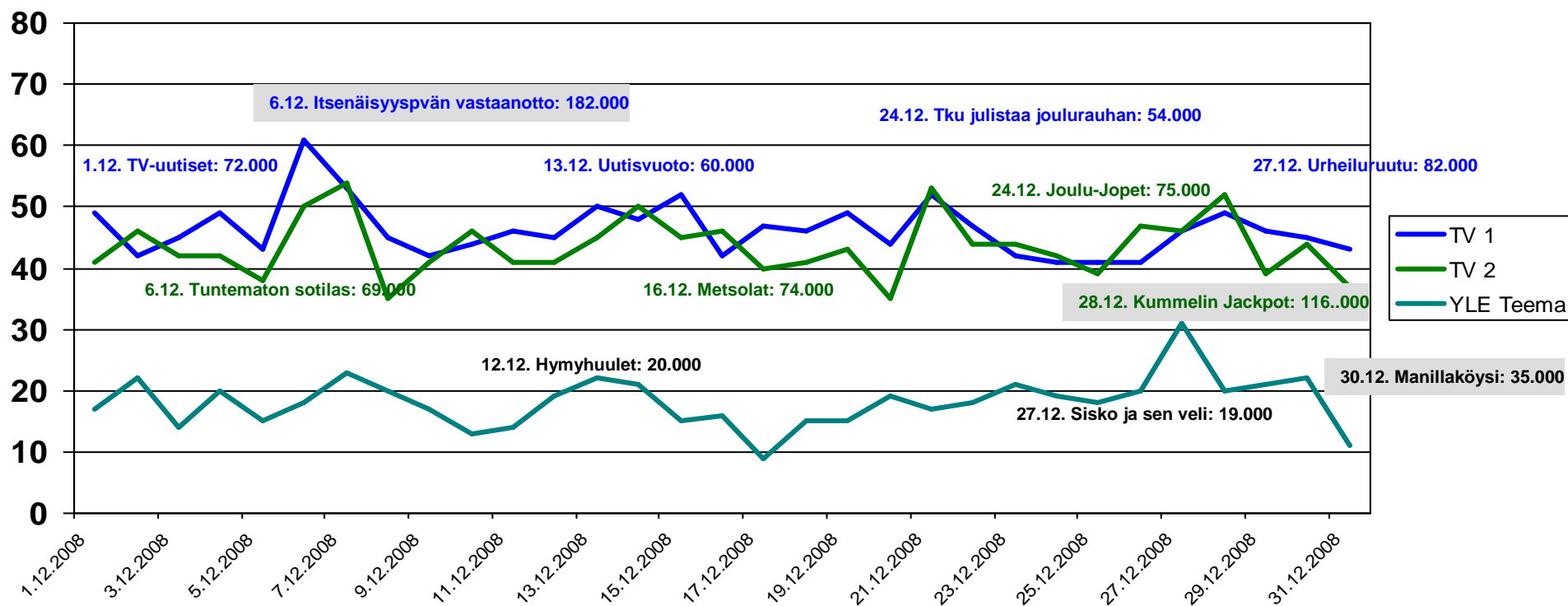


Source: Finnpanel TAM 1.-31.12.2008



# December 2008, Target group: Male 25-44 y. At least two out three watching TV every day

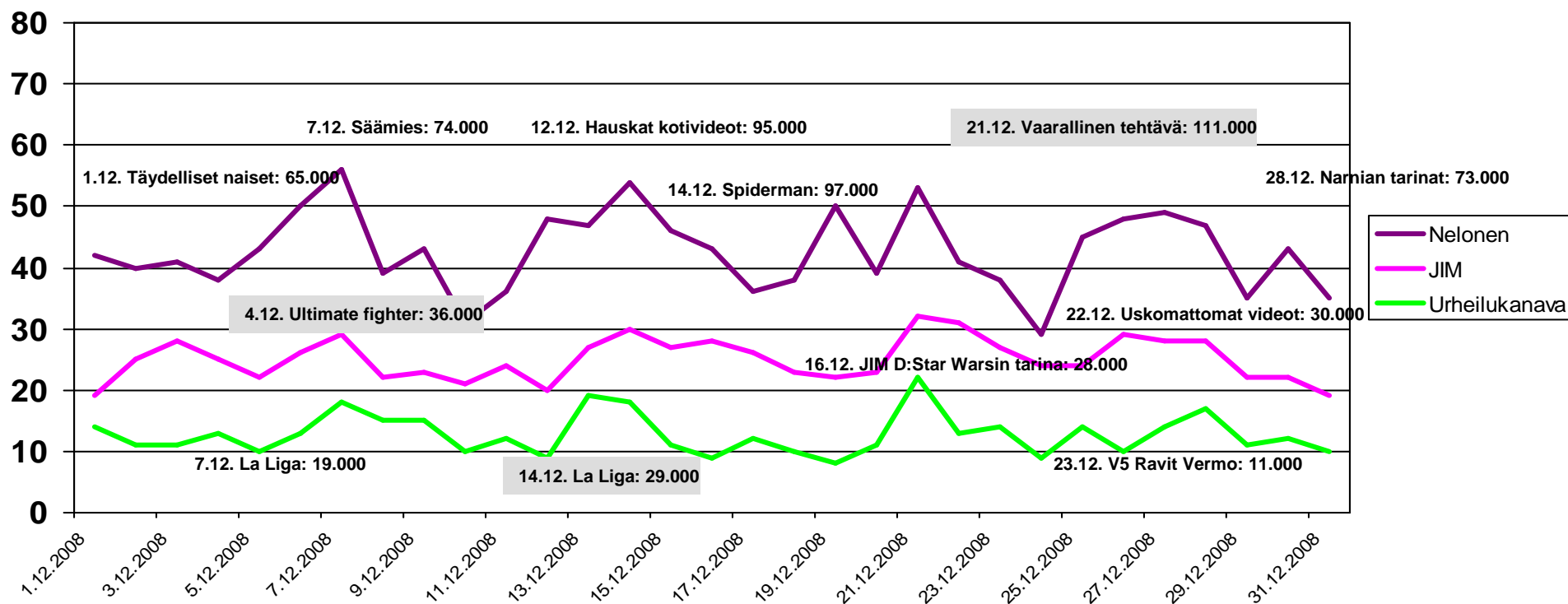
Daily Reach (%)



Source: Finnpanel TAM 1.-31.12.2008

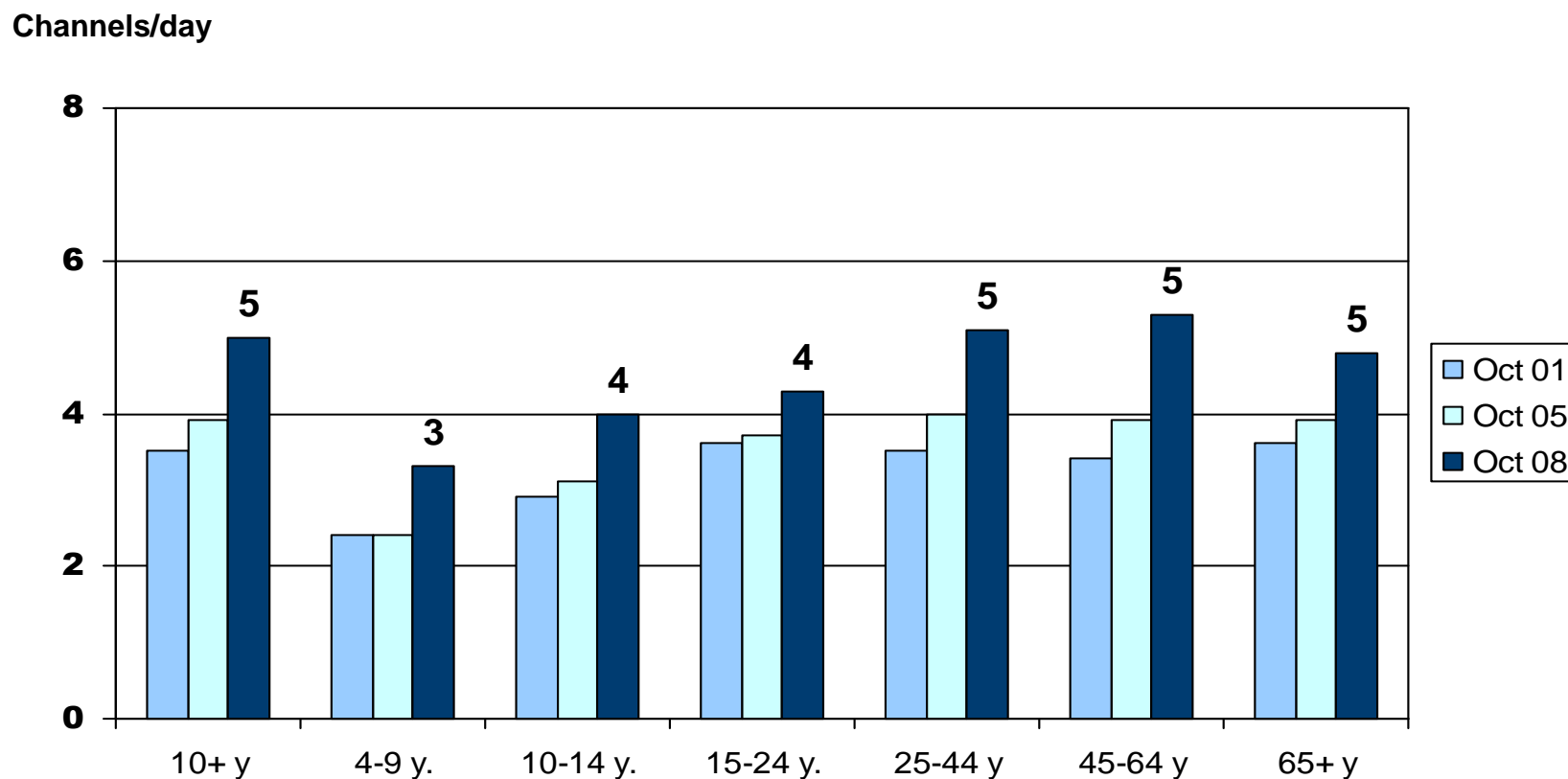
# December 2008, Targetgroup: Male 25-44 y. At least two out three watching TV every day

Daily reach (%)



Source: Finnpanel, TAM. 1-31.12.2008

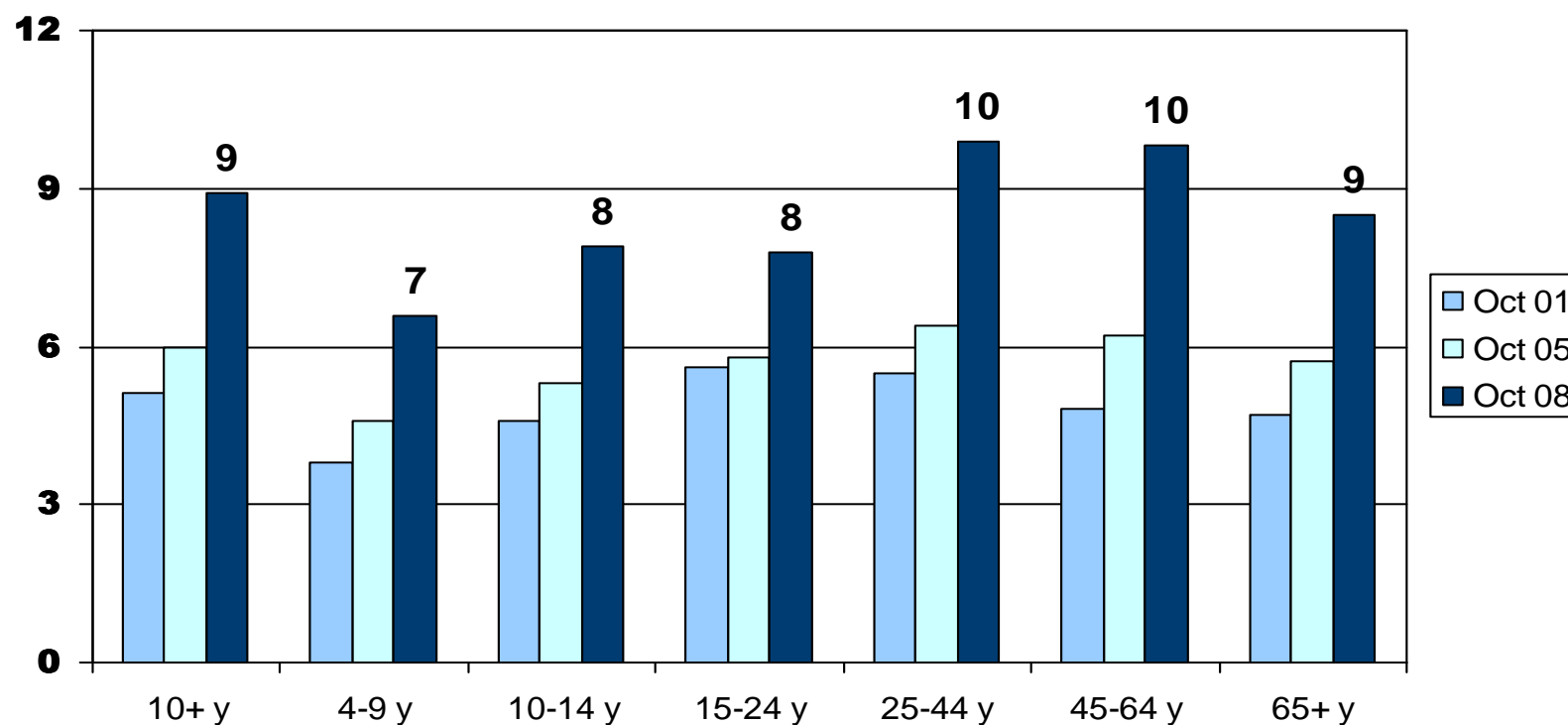
# Number of the channels viewed daily 2001, 2005, 2008 (October)



Source: Finnpanel Oy, TAM

# Number of the channels viewed weekly 2001, 2005, 2008 (October)

Channels/week



Source: Finnpanel Oy, TAM

## Weekly reach:

	2008	2007
TV1	81 %	82%
TV2	80 %	81 %
MTV3	84 %	86 %
Nelonen	76 %	77 %
Sub	64 %	60 %
Yle Teema	48 %	34 %
Yle FST5	45 %	29 %
JIM ( starting 1.3.2007)	45 %	27 %
Urheilukanava	34 %	30 %

# Weekly reach

	2008	2007
Voice TV / TV Viisi	24 %	19 %
Music TV	14 %	16 %
MTV3 MAX	14 %	12 %
MTV3 Fakta	10 %	3 %
MTV3 Sarja (starting 1.3.2008)	3 %	
MTV3 Scifi (starting 1.3.2008)	2 %	
Discovery	9 %	4 %
Sub Leffa	9 %	6 %
Sub Juniori	7 %	6 %
Urheilu+Kanava (starting 1.9.2007)	5 %	4 %
KinoTV (starting 1.9.2007)	4 %	3 %

Source: Finnpanel Oy, TAM, 10+ years

# YLE TV1 TOP-10 2008

Programme	Date	Rating	Share-%
1. Independence Day Gala	Sat 6.12.2008	1.748.000	(37)
2. Tv-News	Sun 6.12.2008	1.607.000	(34)
3. Sportnews	Mon 14.1.2008	944.000	(20)
4. Kotikatsomo: Harvoin tarjolla	Mon 14.1.2008	904.000	(19)
5. Suomen Turku julistaa Joulurauhan	Wed 24.12.2008	879.000	(19)
6. Have I Got News For You	Sat 23.2.2008	815.000	(17)
7. Kuntavaalit 2008	Sun 26.10.2008	797.000	(17)
8. Kotikatu	Thu 3.1.2008	796.000	(17)
9. Kotikatsomo: Kymenlaakson laulu	Mon 14.4.2008	780.000	(17)
10. Kotikatsomo: Lacrimosa	Mon 7.1.2008	761.000	(16)

Source: Finnpanel Oy, TAM

# YLE | TV2 Top-10 2008

Programme	Date	Rating	Share-%
1. Eurovision Song Contest 2008	Sat 24.5.2008	1.208.000	(26)
2. Ice Hockey WC 2008: RUS-FIN	Wed 16.5.2008	1.182.000	(25)
3. Ice Hockey WC 2008: Bronse match	Thu 17.5.2008	1.023.000	(22)
4. Ice Hockey WC 2008: Final	Sun 18.5.2008	918.000	(20)
5. Karjalan kunnaila	Wed 2.1.2008	890.000	(19)
6. Cross Country Skiing WC	Sun 6.1.2008	864.000	(18)
7. Tv-News	Sat 1.3.2008	853.000	(18)
8. Eurovision 2008: National Final	Sat 1.3.2008	825.000	(18)
9. Football EuroC: Final	Sun 29.6.2008	818.000	(18)
10. Beijing Olympics	Fri 8.8.2008	817.000	(18)

Source: Finnpanel Oy, TAM



<b>Programme</b>	<b>Date</b>	<b>Rating</b>	<b>Share-%</b>
1. Ski Jumping WC: Bischofshofen	Sun 6.1.2008	1.338.000	(29)
2. Dancing with the Stars	Sun 13.4.2008	1.266.000	(27)
3. Seven o'clock News	Sun 6.1.2008	1.233.000	(26)
4. Idols	Sun 14.12.2008	1.214.000	(26)
5. Miss Finland 2008	Sun 3.2.2008	1.167.000	(25)
6. Salatut elämät	Mon 18.2.2008	1.033.000	(22)
7. Missä he ovat nyt?	Sun 27.1.2008	1.030.000	(22)
8. Idols – voting results	Sun 14.12.2008	963.000	(21)
9. 45 minutes	Wed 5.11.2008	956.000	(20)
10. Maajussille morsian	Fri21.11.2008	852.000	(18)

# 4 Nelonen Top-10 2008

Programme	Date	Rating	Share-%
1. Ice Hockey Finnish-league: 2. final	Mon 7.4.2008	598.000	(13)
2. Ice Hockey Finnish league 3. final	Wed 9.4.2008	520.000	(11)
3. Ice Hockey Finnish league 4. final	Thu 10.4.2008	511.000	(11)
4. 4D: Matti Nykänen – Uuteen nousuun	Tue 25.3.2008	503.000	(11)
5. Ice Hockey Finnish league: 5. final	Sat 12.4.2008	498.000	(11)
6. Movie: M:I III – Mission:Impossible	Sun 21.12.2008	478.000	(10)
7. 4D: Äitimme painaa 400 kg	Tue 21.10.2008	467.000	(10)
8. Movie: National Treasure	Sun 17.2.2008	463.000	(10)
9. Movie: Indiana Jones – Raiders of ..	Sun 27.4.2008	447.000	(10)
10. Movie: Indiana Jones – Last Crus.	Sun 11.5.2008	441.000	(9)



## Top-10 2008

Programme	Date	Rating	Share-%
1. Big Brother final	Sun 30.11.2008	694.000	(15)
2. Big Brother Talk Show	Sun 19.10.2008	625.000	(13)
3. Big Brother	Tue 2.9.2008	550.000	(12)
4. Big Brother 2008 starts	Wed 27.8.2008	504.000	(11)
5. 24	Sun 6.1.2008	396.000	(9)
6. Idols Extra	Thu 2.10.2008	369.000	(8)
7. Big Brother: Asukasvaihto Afrikkaan	Sun 2.11.2008	353.000	(8)
8. American Idol	Sun 27.1.2008	293.000	(6)
9. Big Brother Extra	Tue 4.11.2008	284.000	(6)
10. Piiri	Sun 5.10.2008	282.000	(6)

## Top-10 / YLE Teema and YLE FST5 2008



	Rating
1. Manillaköysi 30.12.	237 000
2. Tuttu Juttu Show 5.1.	227 000
3. Movie: Fistful of Dollars 8.3.	222 000
4. Suomen tietoviisas 5.1.	209 000
5. Ällitälli 5.1.	196 000
6. Movie: Pianist 12.4.	192 000
7. Movie: North by Northwest 3.12	183 000
8. Tapsa 2.8.	169 000
9. Muistojeni Karjala 18.3.	163 000
10. Heikki ja Kaija: Kuin lapset.. 5.1.	162 000



	Rating
1. Strömsö 2.11.	226 000
2. Cross Country Skiing WC 1.1.	211 000
3. TV-news 16.8.	147 000
4. Etulinjan edessä 6.12.	141 000
5. Dok: Karjalaisten kolme kaup. 21.12.	134 000
6. Palomuuuri 8.1.	127 000
7. Dokumentti: Elämää taivaalla 28.9.	116 000
8. Bettina kiertueella 13.10.	115 000
9. Dokumentti: Vapaasti Kekkosesta 12.5.	109 000
10. Sportnewst 16.8.	106 000

Source: Finnpanel, TAM

## Top-10 / Urheilukanava and JIM 2008



	Rating
1. IAAF Grand Prix 20.7.	109 000
2. IAAF Grand Prix 24.6.	99 000
3. Ice Hockey Mestis 1.4.	92 000
4. Superpesis 4.9.	87 000
5. Yleisurheilun MM-hallikilpailut 24.3.	83 000
6. Volley ball W League 19.7.	80 000
7. Football La-ligaSpain 13.12.	78 000
8. Swimming WC 13.4.	76 000
9. Veikkausliiga 17.8.	69 000
10. Lentopalloliiga 17.4.	69 000

	Rating
1. Hurjat poliisivideot 24.3	151 000
2. JIM D: 9/11 – Loukussa 8.9	133 000
3. JIM D: Maa ihmisten jälkeen osa I 28.10	127 000
4. JIM D: 9/11 – Salaliittoteoriat 9.9.	124 000
5. Uskomattomat videot 15.12.	117 000
6. JIM D Rikos: Kuuluisa kuolemantuomio 1.12	116 000
7. Kahjot ninjat 30.6.	112 000
8. Alaston piilokamera 23.6.	111 000
9. JIM D Rikos: Ruumissäkki 24.3.	106 000
10. JIM D Rikos: Murhaajan kohtaaminen 18.8	101 000

Source: Finnpanel, TAM



## Top-5 / TV Viisi and Discovery 2008



		Rating
1.	Deadliest Catch	29 000
2.	Overhaulin	29 000
3.	Mythbusters Year	27 000
4.	Building The Ultimate II year	25 000
5.	Mythbusters – The Series Year	23 000

		Rating
1.	Finland Germany Football	193 000
2.	Russia Finland Football	135 000
3.	Finland Azerbaijan Football	129 000
4.	Football pre-game interviews	65 000
5.	Dennis The Menace	56 000

## Top-5 / MusicTV and The VoiceTV 2008



	Rating
1. South Park	35 000
2. Pimp my ride	34 000
3. Jackass	33 000
4. X Effect	32 000
5. Dismissed	31 000



	Rating
1. Latauslista	33 000
2. Voice Live	30 000
3. We Love Music	27 000
4. My Voice	25 000
5. TOP 10 Tuesday	24 000

# Facts about Digital Television in Finland

Digi-TV launch 27.8.2001      2002      2003      2004      2005      2006      2007      2008

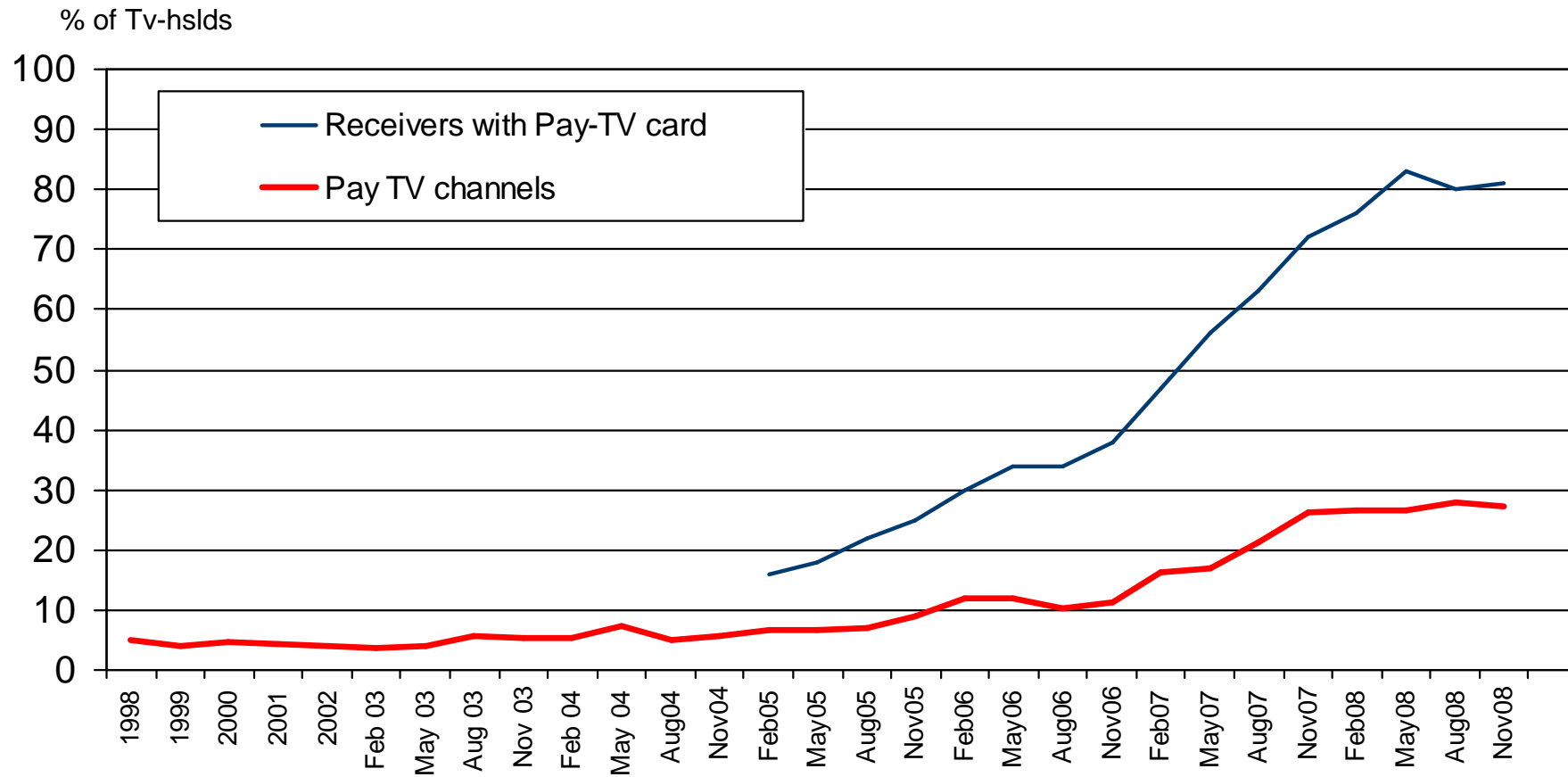


<b>Digital penetration (at the end of the year)</b>	<b>0 %</b>	<b>12 %</b>	<b>24 %</b>	<b>38 %</b>	<b>56 %</b>	<b>88 %</b>	<b>100 %</b>
<b>Av. viewing min/day</b>	<b>2:51</b>	<b>2:53</b>	<b>2:47</b>	<b>2:49</b>	<b>2:49</b>	<b>2:46</b>	<b>2:57</b>
<b>Pay-Tv subscribers</b>	<b>110 000</b>	<b>120 000</b>	<b>130 000</b>	<b>200 000</b>	<b>250 000</b>	<b>600 000</b>	<b>609 000</b>
<b>DVR house- holds</b>				<b>80 000</b>	<b>200 000</b>	<b>600 000</b>	<b>914 000</b>
<b>Non Tv-hslds</b>	<b>5%</b>	<b>6%</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>	<b>6%</b>	<b>8 %</b>

Source: Finnpanel establishment survey



# Pay-TV channels penetration 1998-2008



Source: Finnpanel, Establishment survey

# The number of Pay-TV hslds have quadrupled during the last three years

## Pay-TV:

- The share (viewing) of Pay-TV channels is about 6 %
- More common in hslds with kids
- 2/3 of the viewing minutes from males

## Top-5 Pay-TV channels 2008

1. MTV3 Max
2. Canal+ Movie Channels
3. The Discovery Channel
4. TV1000 Movie Channels
5. Disney Channels

Source: TAM 2008, population 4+ y.

Pay-TV channels: Canal+channels, The Discovery Channel, Disney Channels, KinoTV, Urheil+Kanava, MTV3 Max, Fakta, Ava, Sarja ja Scifi, Sub Juniori ja Leffa, TV1000 channels, Digiviihde

# The share of Pay-TV channels 21 % / Children (4-9 years) 2008

## TOP 5 – channels 2008 / target group 4-9 years

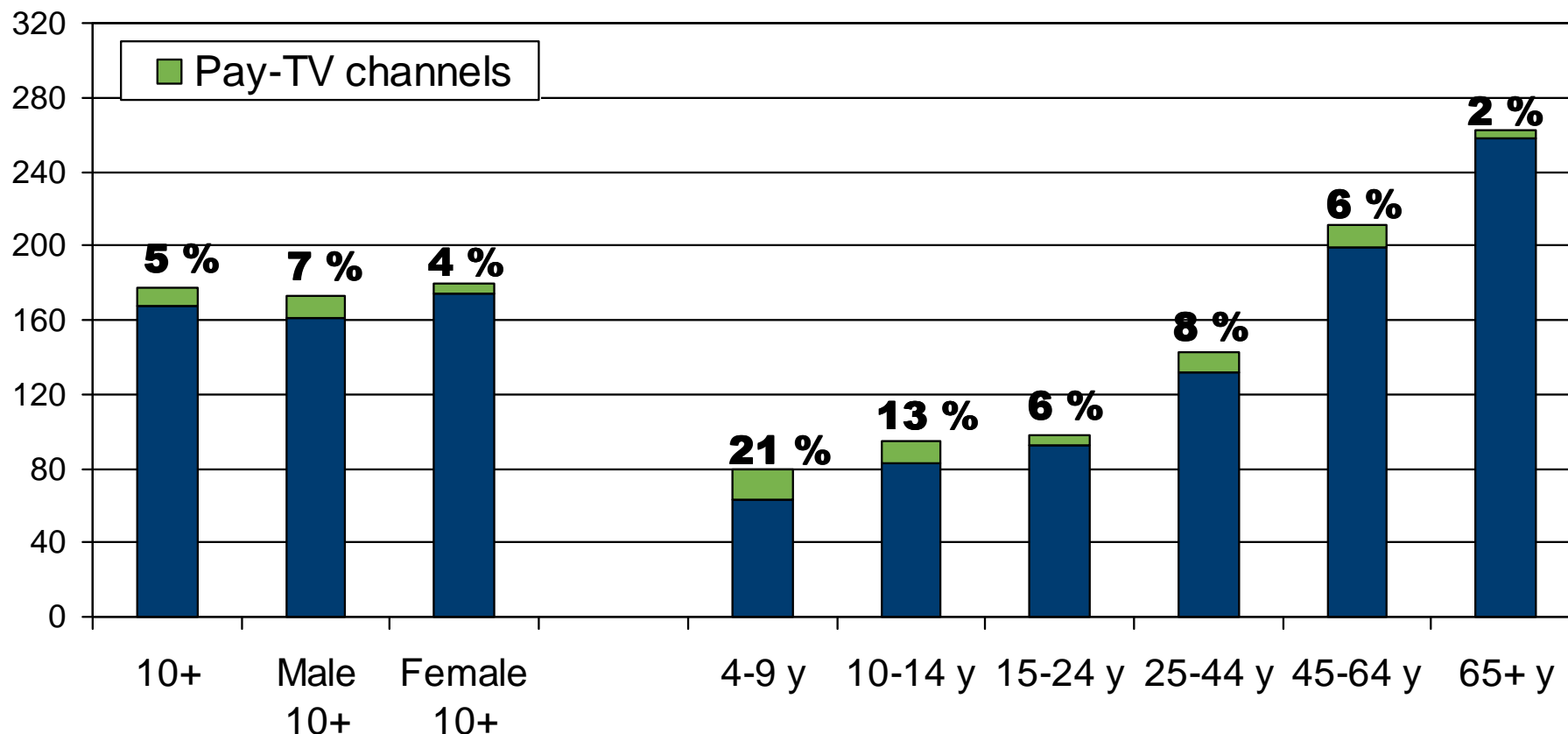
1. YLE TV 2	31 %
2. MTV3	18 %
3. <b>Sub Juniori</b>	8 %
4. Nelonen	8 %
5. <b>Disney Channels</b>	7 %

Source: TAM 2008, population 4+ y.

Pay-TV channels: Canal+channels, The Discovery Channel, Disney Channels, KinoTV, Urheil+Kanava, MTV3 Max, Fakta, Ava, Sarja ja Scifi, Sub Juniori ja Leffa, TV1000 channels, Digiviihde

# The share of Pay-TV channels 2008

Min/day



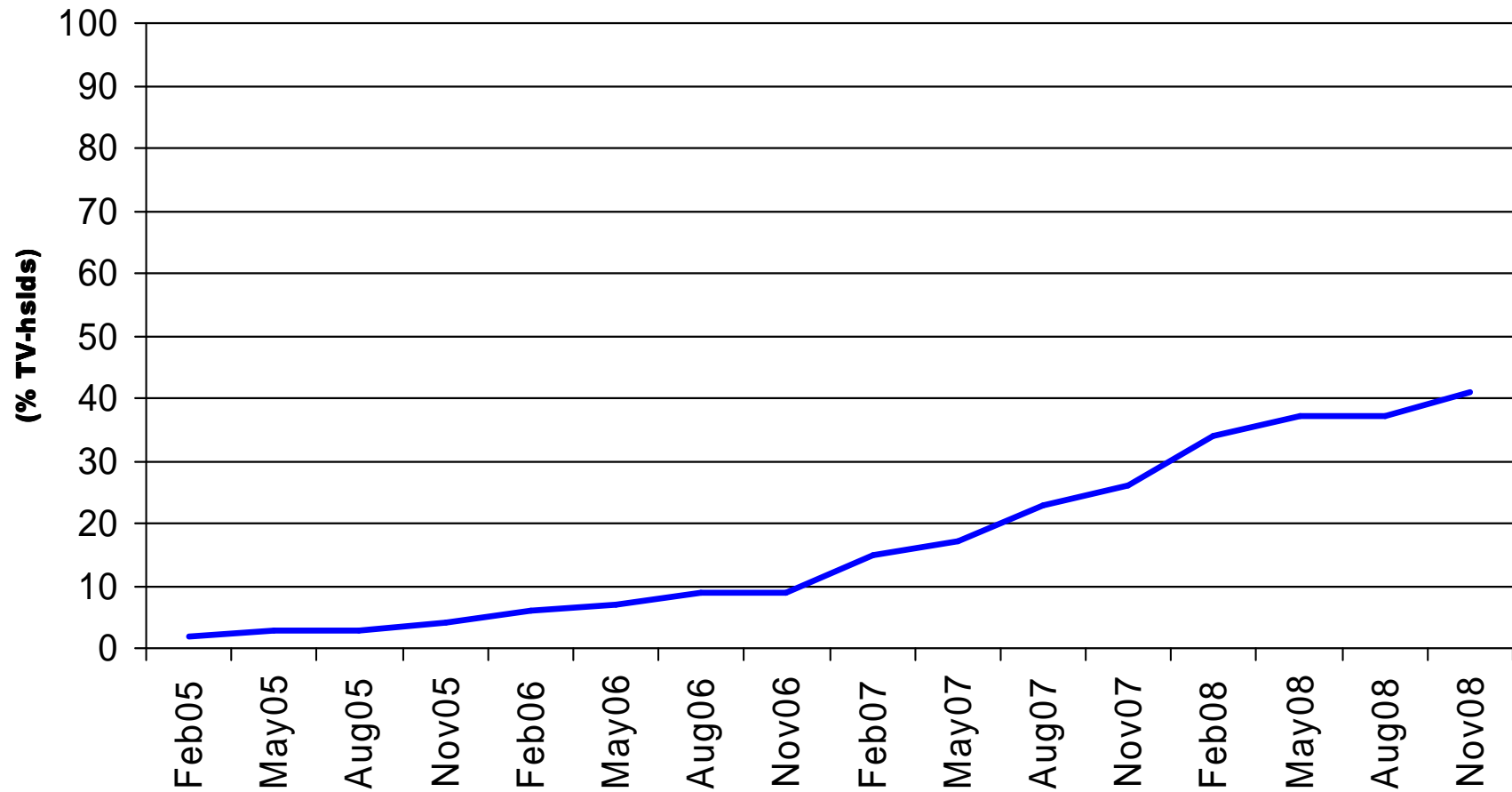
Source: TAM 2008,

Pay-TV channels: Canal+channels, The Discovery Channel, Disney Channels, KinoTV, Urheilu+Kanava, MTV3 Max, Fakta, Ava, Sarja ja Scifi, Sub Juniori ja Leffa, TV1000 channels, Digiviihde



# The penetration of DVR hslds

November 2008 = 914 000 hslds with DVR(41 % of TV-hslds)



Source: Finnpanel, Establishment survey



# Timeshift viewing 2008

## All households:

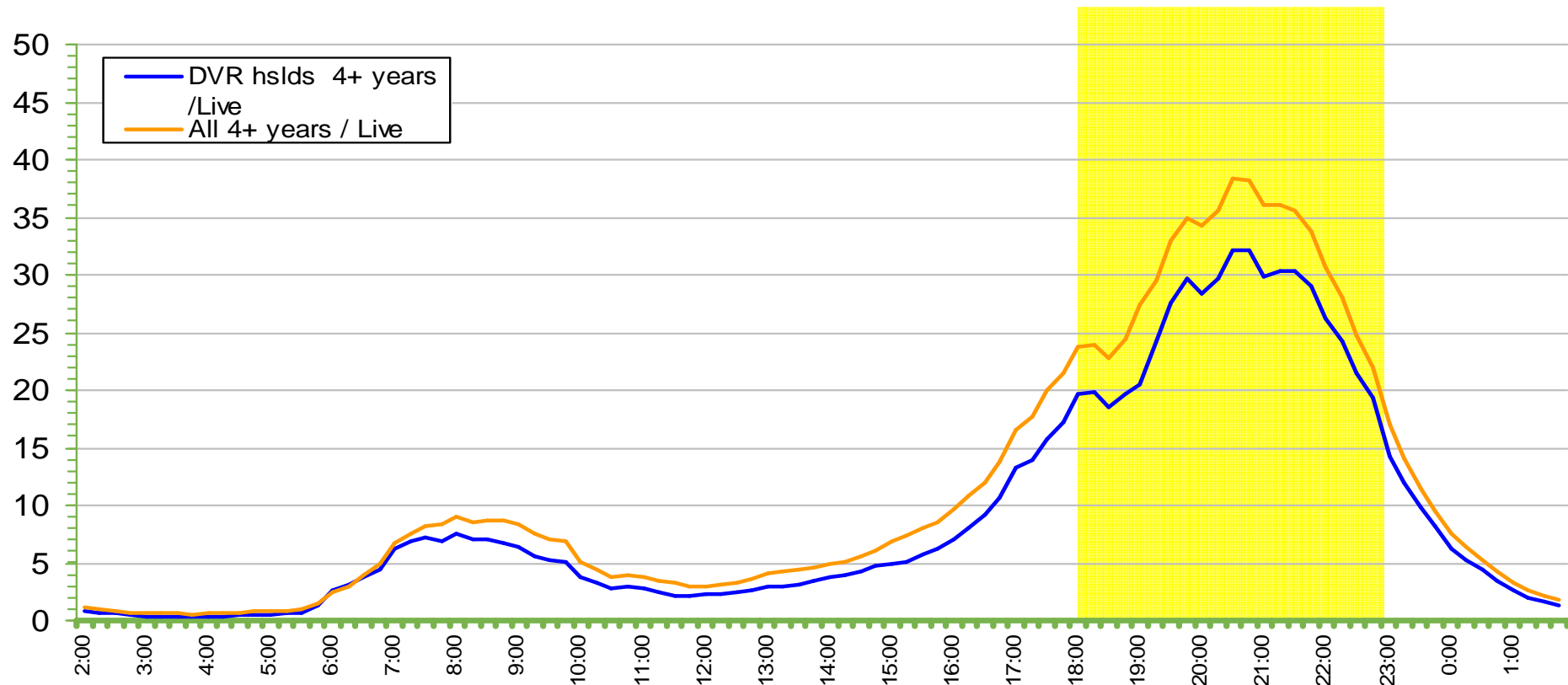
- Timeshift viewing increases viewing 4 % (Total population, 4+ y)
- Timeshift viewing increases viewing of target group 25-34-years about 9 %
- Females use the option of timeshift viewing more often
- Timeshift viewing more common in households with kids

## Households with DVR:

- Timeshift viewing increases viewing 14 %
- Timeshift viewing increases the viewing of the breaks 4 %

# DVR-households: Live-viewing (week days)

Rating-%



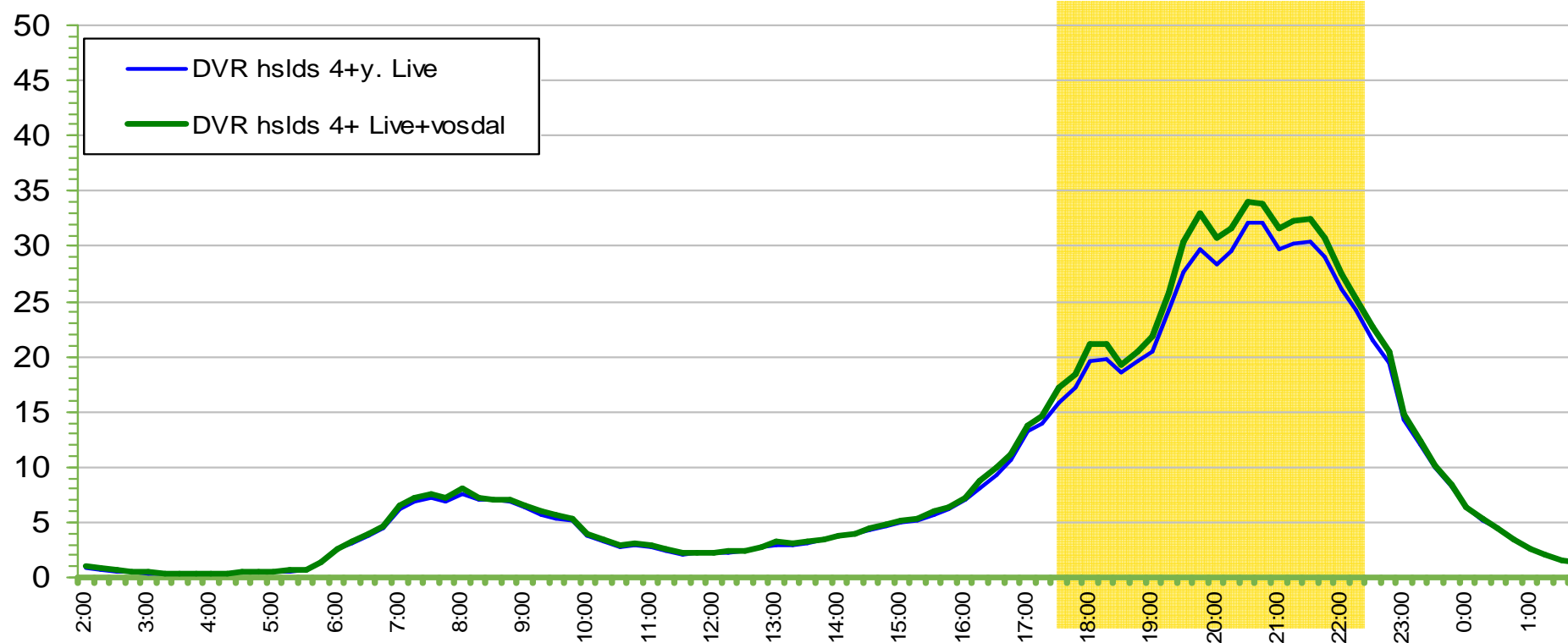
Source: Finnpanel Oy, TAM. weeks 45-50/2008.

# DVR-households: Viewing (live ja vosdal\*) weeks days

\* Vosdal = Viewed On Same Day As Live

Rating-%

Between 18-23:  
DVR-hslds: + 7 %  
(All hslds: + 2 %)



Source: Finnpanel Oy, TAM, weeks 45-50/2008

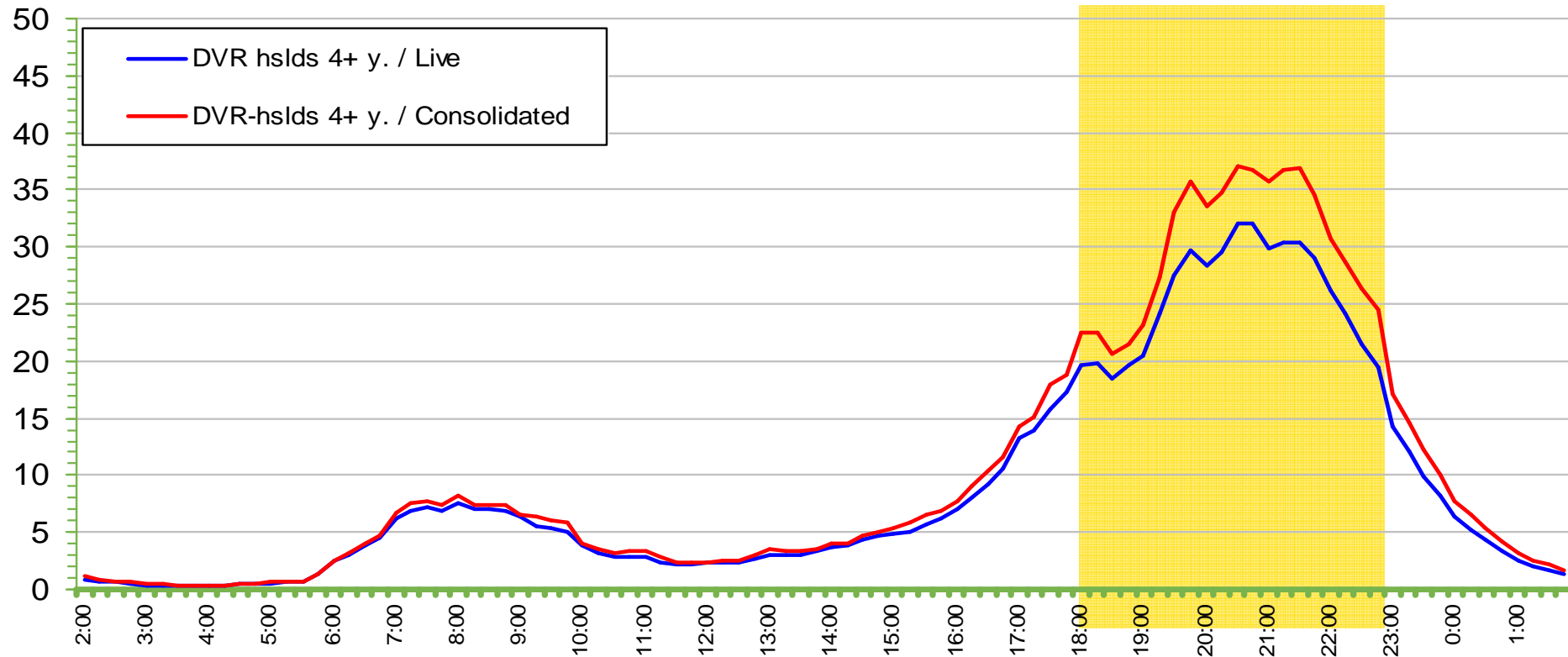


# DVR-households: Live and timeshift viewing, weekdays

Consolidated = +7 days viewing

Rating-%

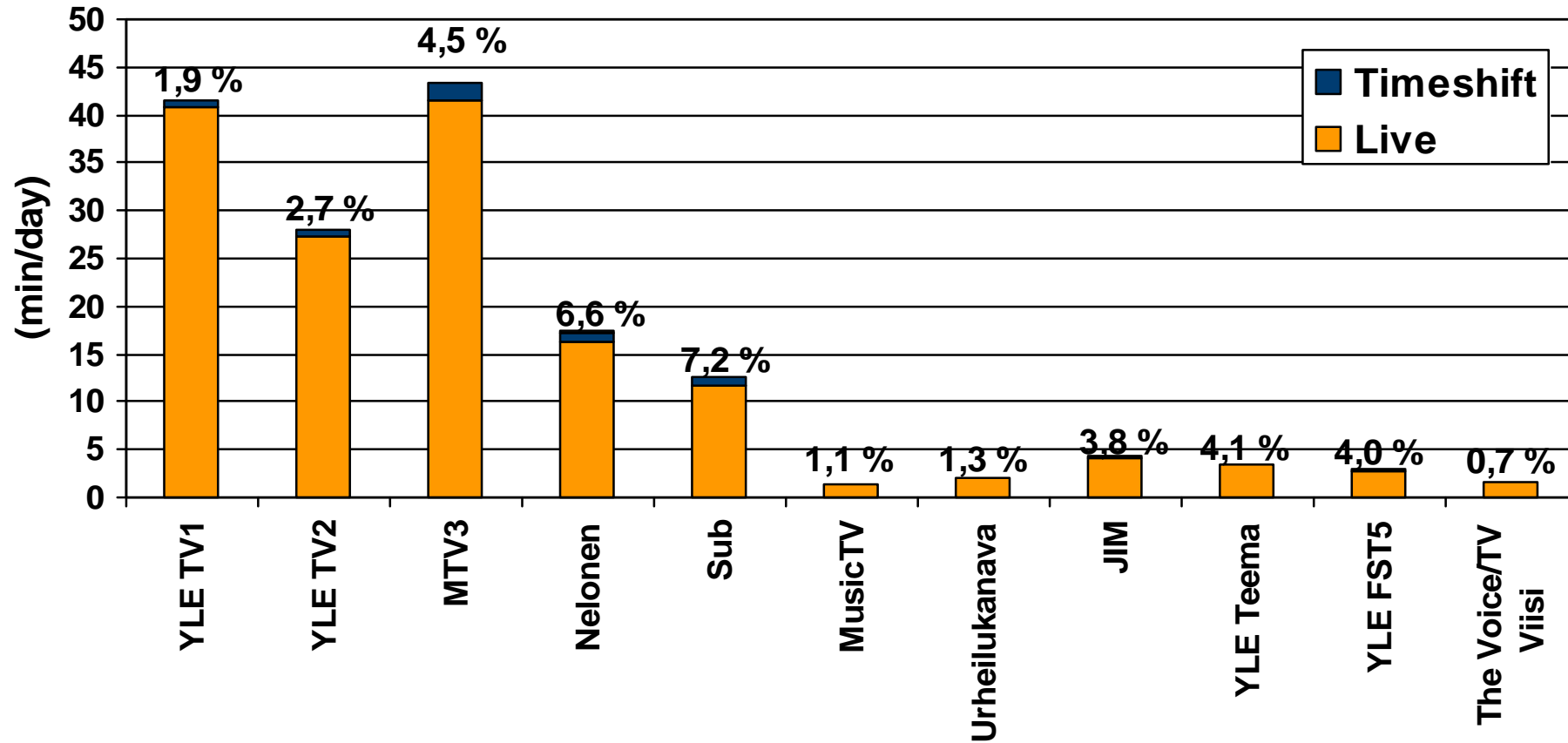
Between 18-23 timeshift viewing:  
DVR-hslds: + 18 % more of viewing  
(All hslds: + 5 %)



Source: Finnpanel Oy, TAM, Weeks 45-50/2008.

# Live + timeshift viewing

All households 4+ years

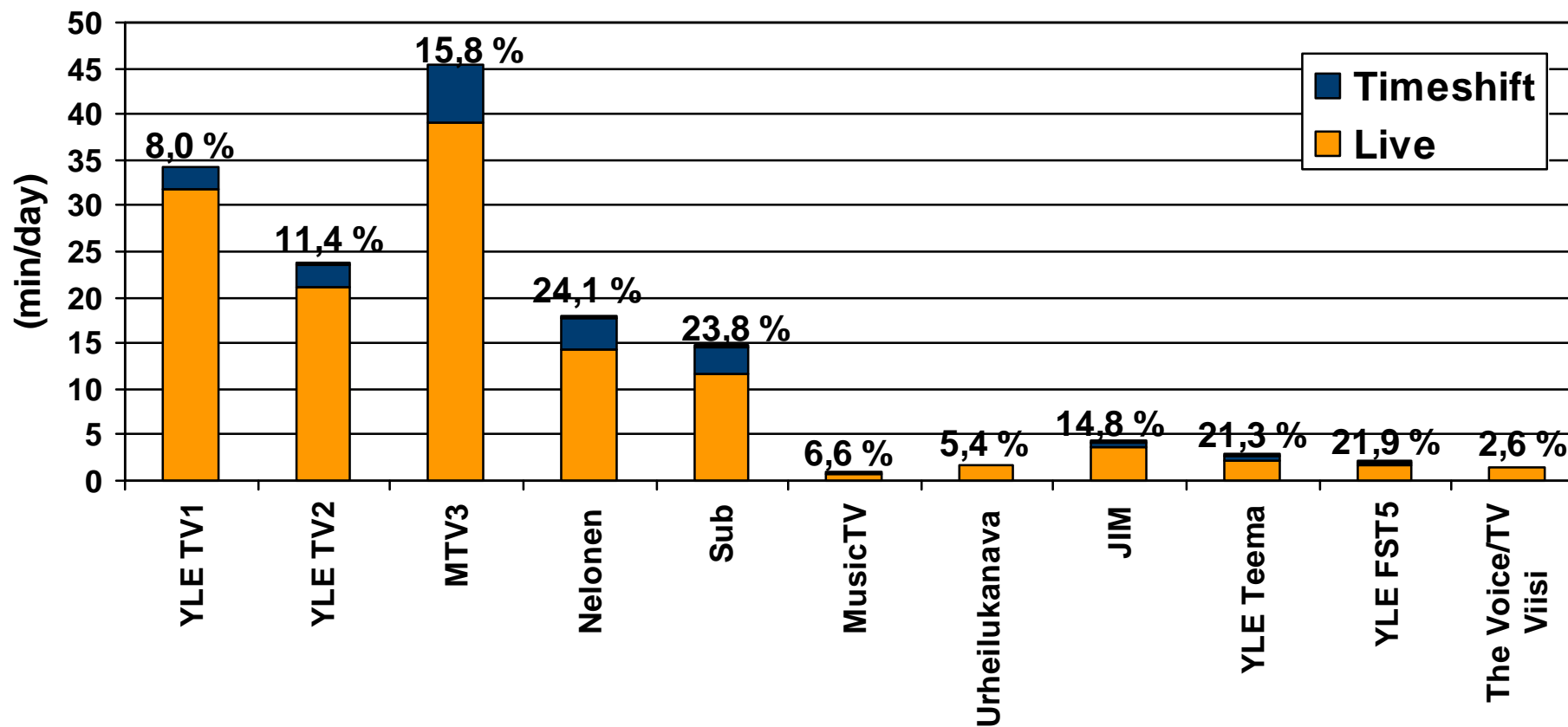


The effect of timeshift viewing = 4 %.

Source: Finnpanel Oy, TAM, weeks 45-50/2008.

# Live + timeshift viewing

DVR-households, population 4+ years

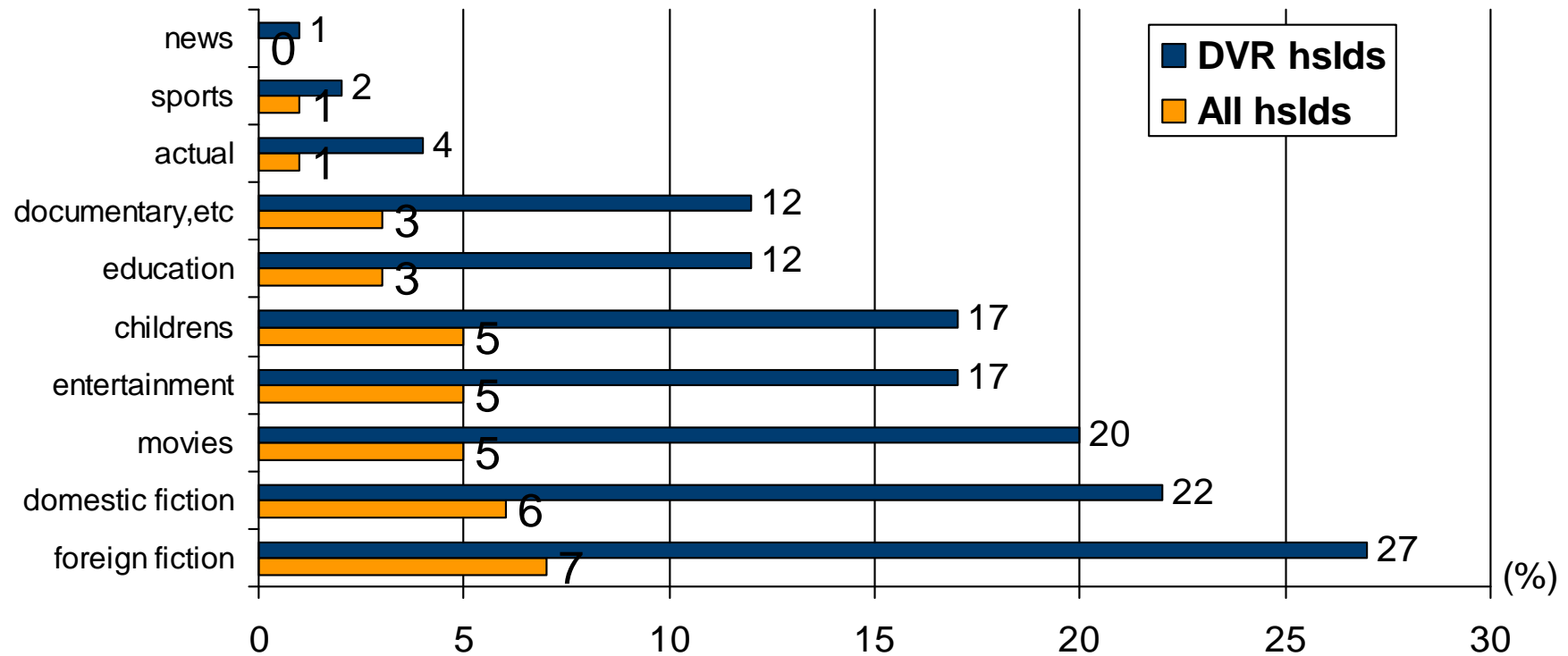


The effect of timeshift viewing = 14 %.

Source: Finnpanel Oy, TAM DVR-households (sample=300), weeks 45-50/2008

# Timeshift viewing by genre

## Increase (%) of timeshift viewing



Source: TAM weeks 45-50/2008, DVR-households (sample=300)

## Timeshift viewing: Top 20 programmes, 4+ years

Channel	Programme	Weekday	Starting time	Rating (000)	Additional viewing (%)
MTV3	Salatut elämät	Pe	19:29	665 + 80	12
MTV3	Maajussille morsian	Pe	20:01	752 + 78	10
YLE TV 1	Heartbeat	Pe	19:10	297 + 74	25
MTV3	Salatut elämät	Pe	19:29	702 + 73	10
MTV3	Salatut elämät	To	19:30	802 + 73	9
MTV3	House	To	21:01	567 + 72	13
MTV3	Salatut elämät	To	19:30	740 + 71	10
MTV3	Salatut elämät	Pe	19:29	753 + 70	9
MTV3	Salatut elämät	Ma	19:30	874 + 69	8
MTV3	Prison break	Ti	21:00	442 + 69	16
YLE TV 1	Kotikatu	To	19:45	589 + 68	12
MTV3	House	To	21:00	602 + 68	11
YLE TV 1	Heartbeat	Pe	19:10	332 + 68	20
MTV3	House	To	21:00	550 + 67	12
MTV3	Prison break	Ti	21:01	433 + 67	15
MTV3	Salatut elämät	To	19:30	799 + 66	8
MTV3	Salatut elämät	To	19:29	787 + 65	8
MTV3	Salatut elämät	Ke	19:30	788 + 65	8
MTV3	Salatut elämät	Ti	19:30	832 + 65	8
MTV3	House	To	21:01	573 + 64	11

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