



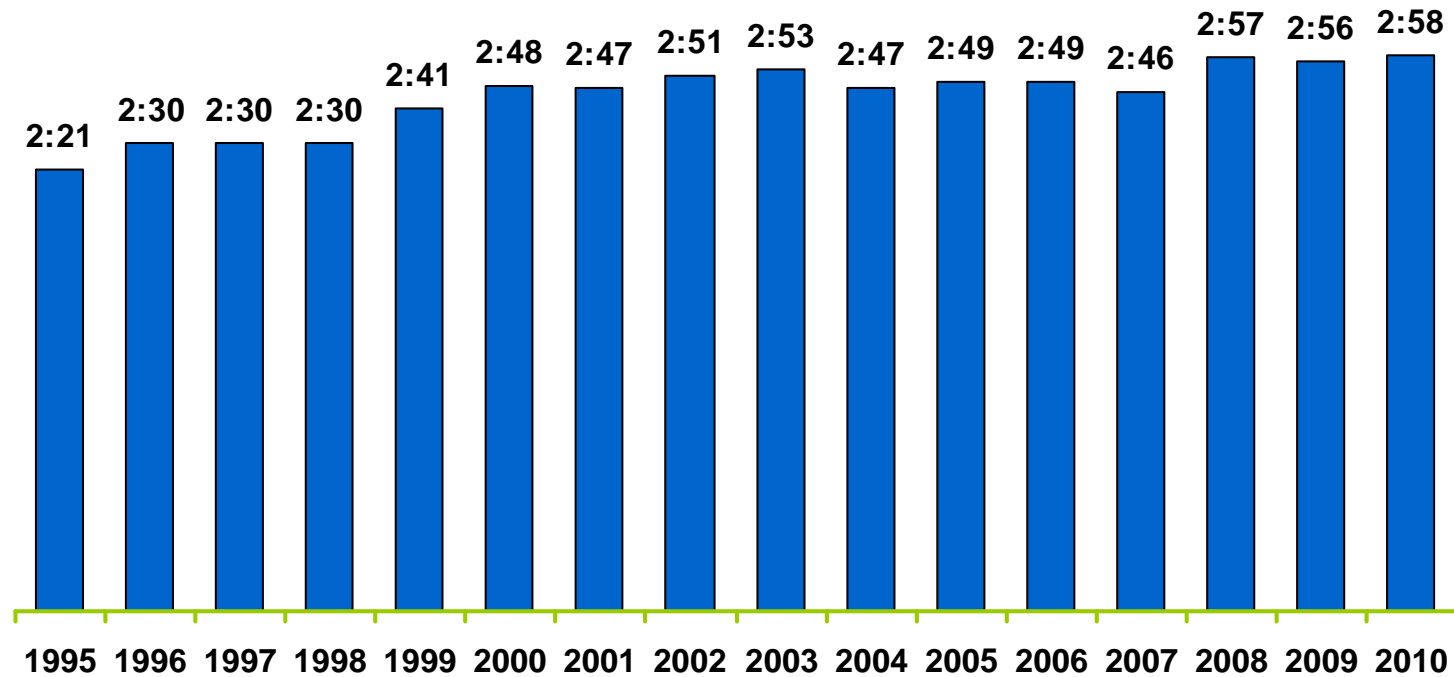
Television viewing in Finland 2010



Tennispalatsi, 1.2.2011
Lena Sandell

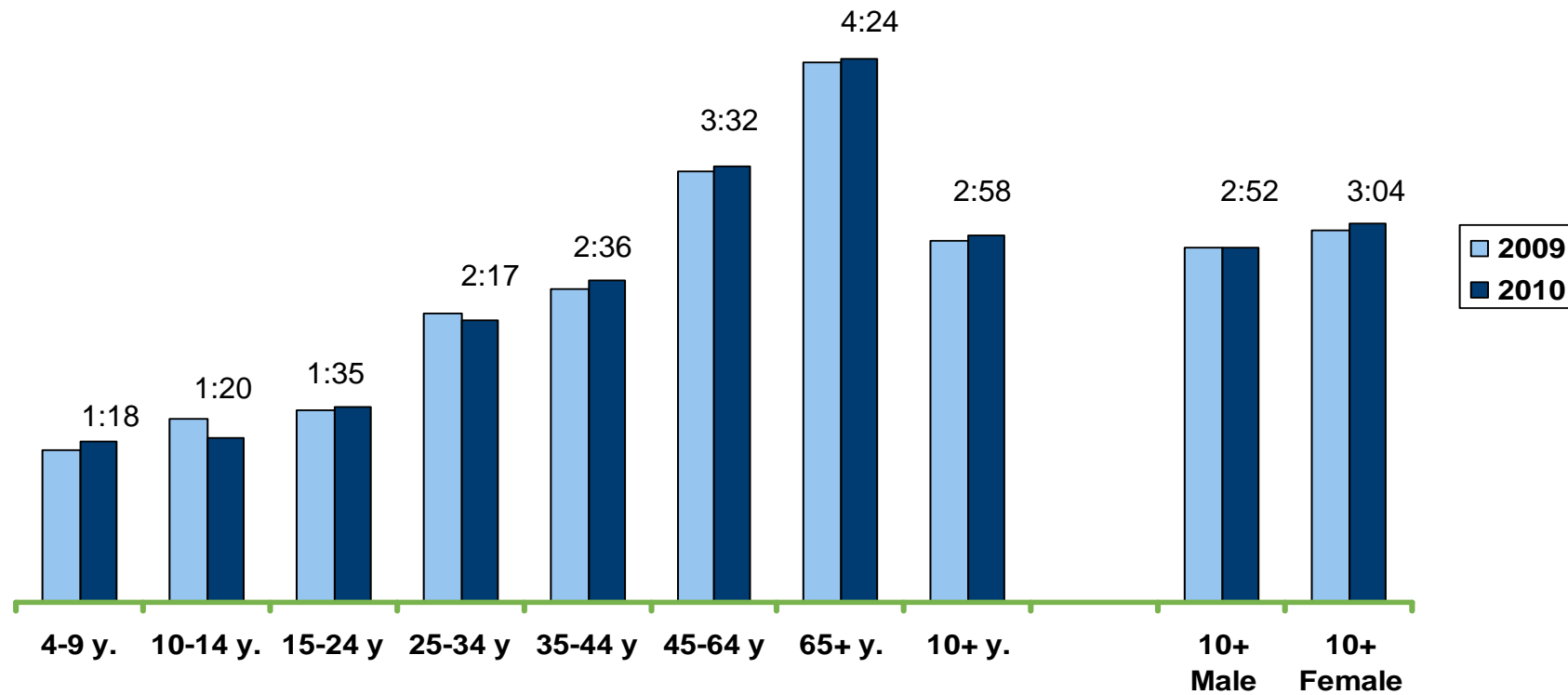
Average viewing time (hrs;min) / day

Total population, 10+ y.



Source: Finnpanel Oy, TAM

Television viewing time (hrs;min) by age groups / average day



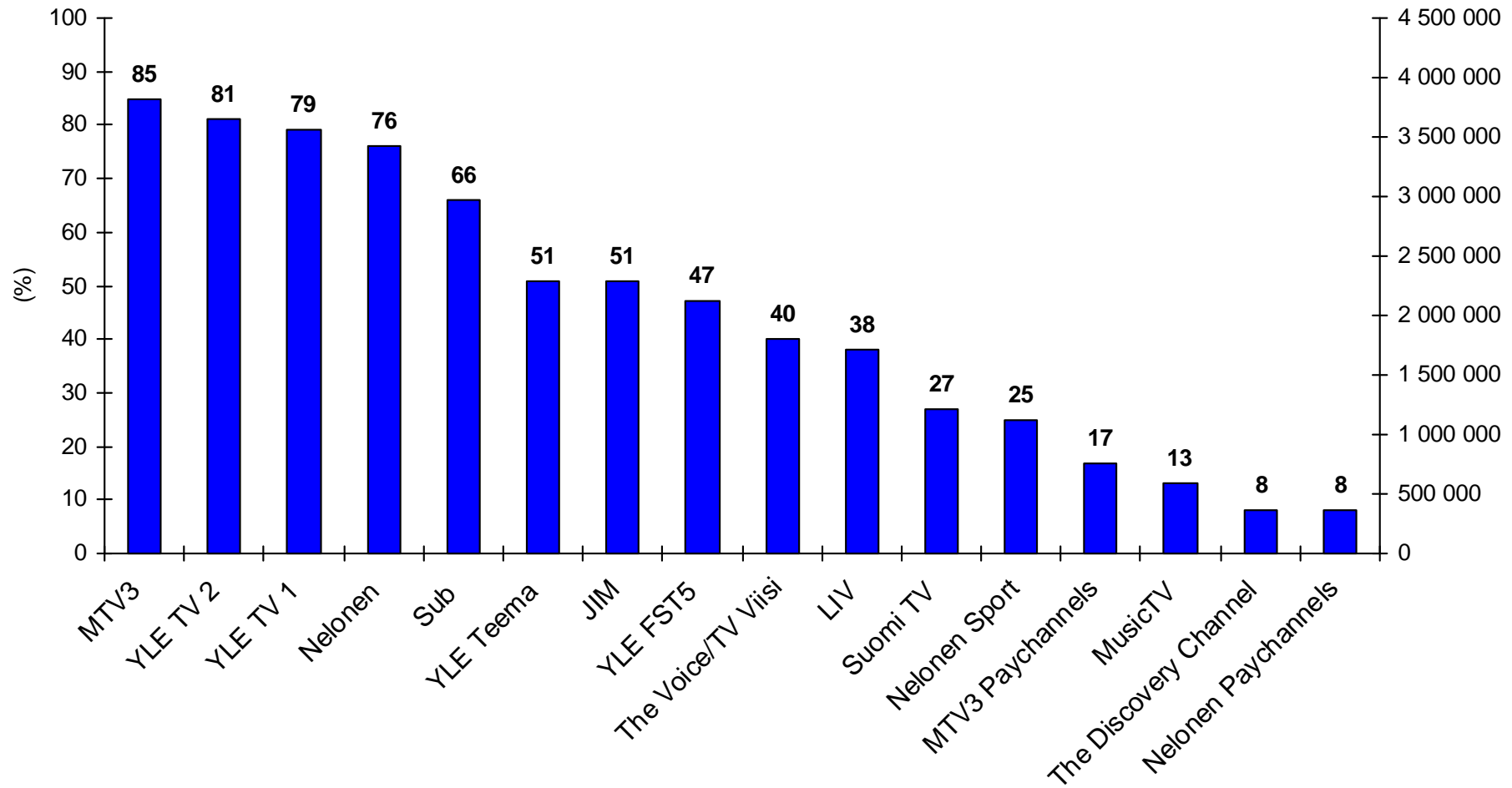
Weekly reach %

2010: 91 90 81 92 96 95 95 93 92 93

Source: Finnpanel Oy, TAM



Average weekly reach (%) 2010

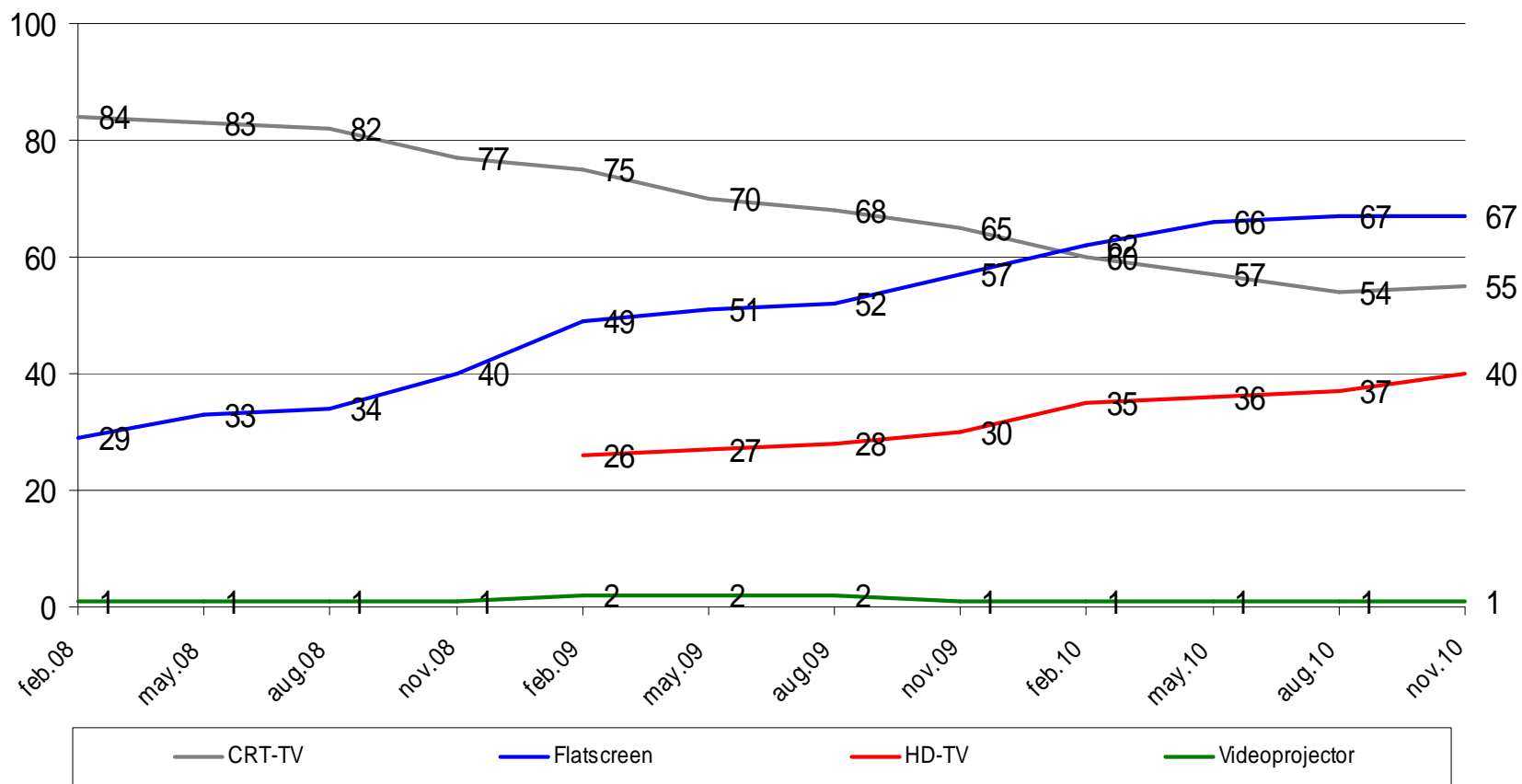


Source Finnpanel Oy, TAM, 10+ y.



Development of ownership of TV sets since analogue switch-off

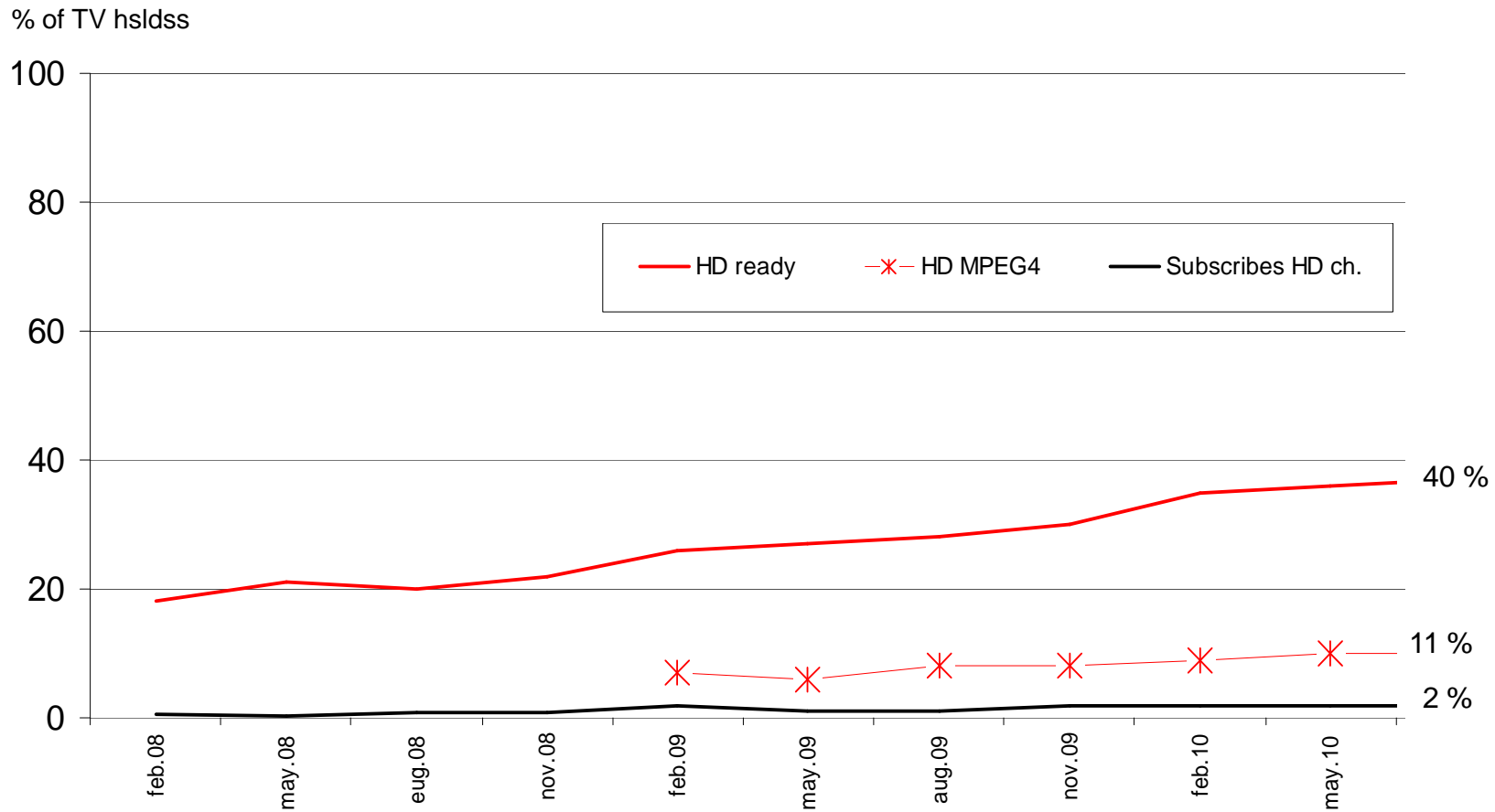
% of TV Hslds



Source: Finnpanel, Establishment survey

Development of ownership of HD-TV

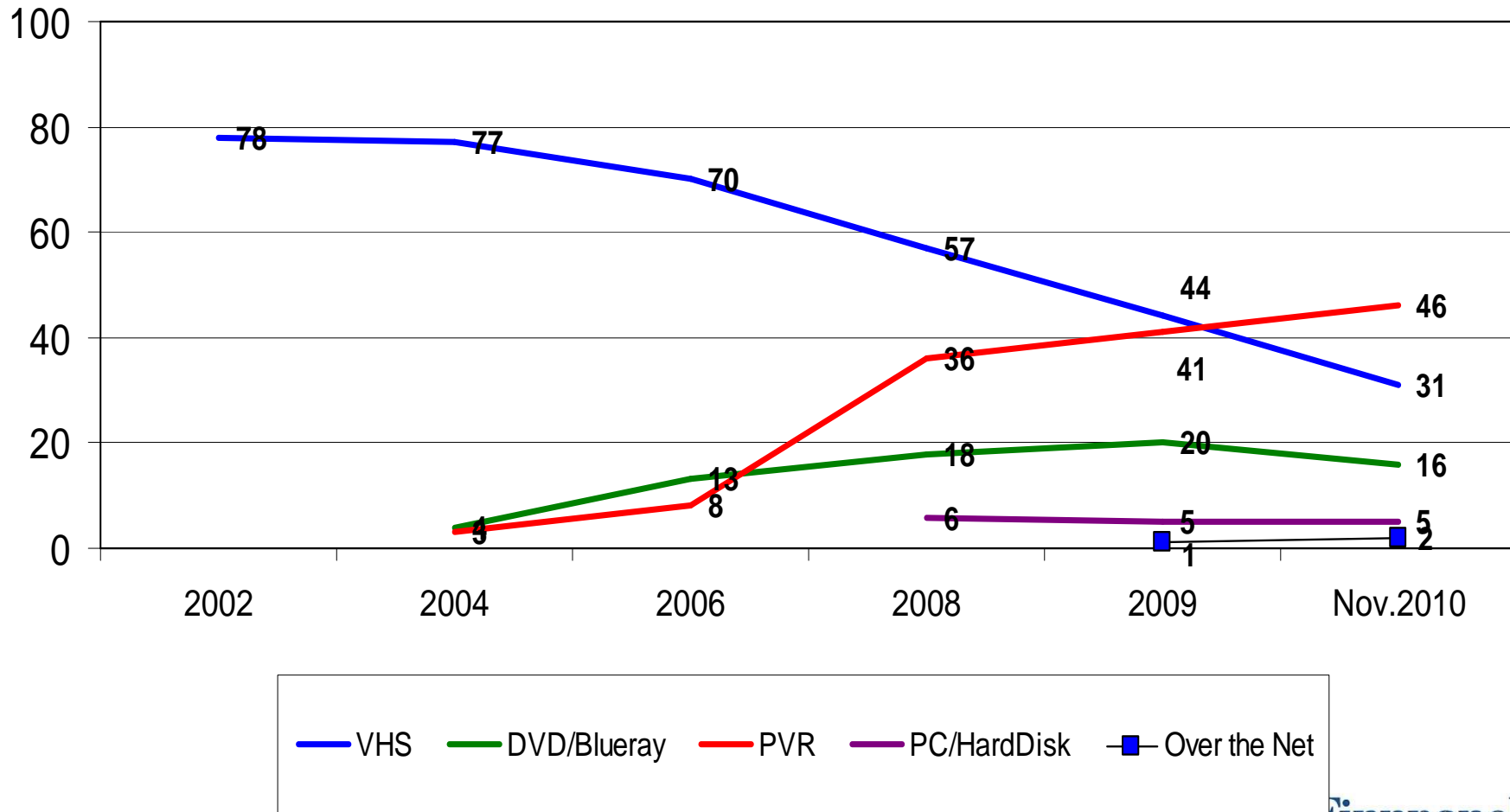
HD-TV Sets (Full HD or HD Ready) in 890 000 hsllds, 40 000 hsllds subscribe HD-channels



Source: Finnpanel, Establishment Survey

Ownership of recording devices

% of TV hslds

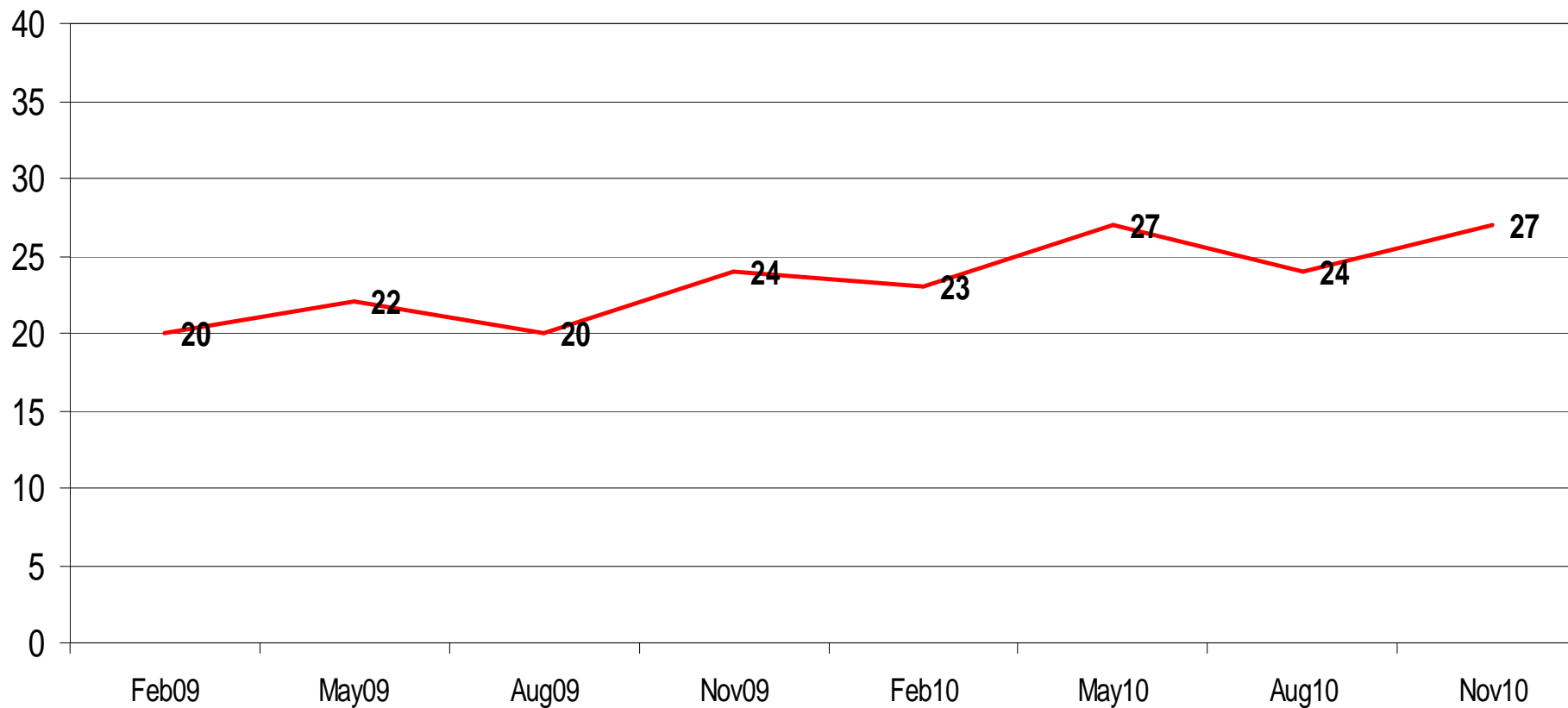


Source: Finnpanel, Establishment Survey

Viewing to TV-programmes via PC

% of all hslds

November 2010: over 650 000 households



Source:: Finnpanel, Establishment Survey



Establishment survey

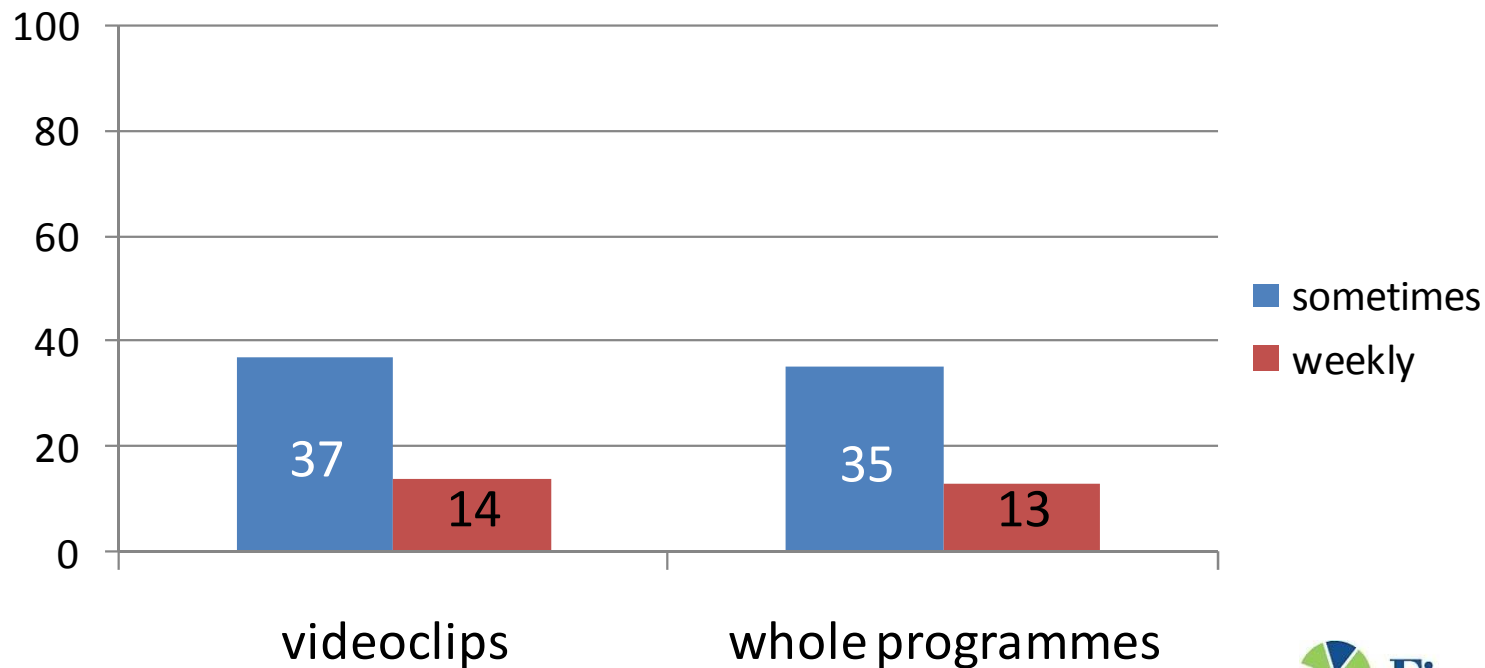
2008

2010

Broadband	57 %	->	72 %
TV card or receiver in PC	10 %	->	4 %
IP-TV	1 %	->	2 %

In your household, is anyone watching web-TV content produced by the national TV stations?

% hslds

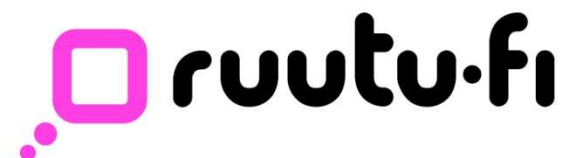


Source: Finnpanel, Establishment survey, 4/2008 and 4/2010

Most popular web-TV content on national TV 2010:



Salatut Elämät, Uutis- ja ajankohtaisohjelmat ja sää, Putous, Kadonneen Jäljillä, Maajussille Morsian, X-Factor, Diili



SM-liiga, Nelosen Uutiset, Dance, Matkaoppaat, Kuorosota, Miljonääriäidit Maira & Nina, Neljän tähden illallinen, Pelastushelikopteri



Big Brother, Ketonen ja Myllyrinne, Duudsonit, Teräspallit, Poliisikoira Rex, Lemmen viemää, Martina ja Esko – vauvakuumetta

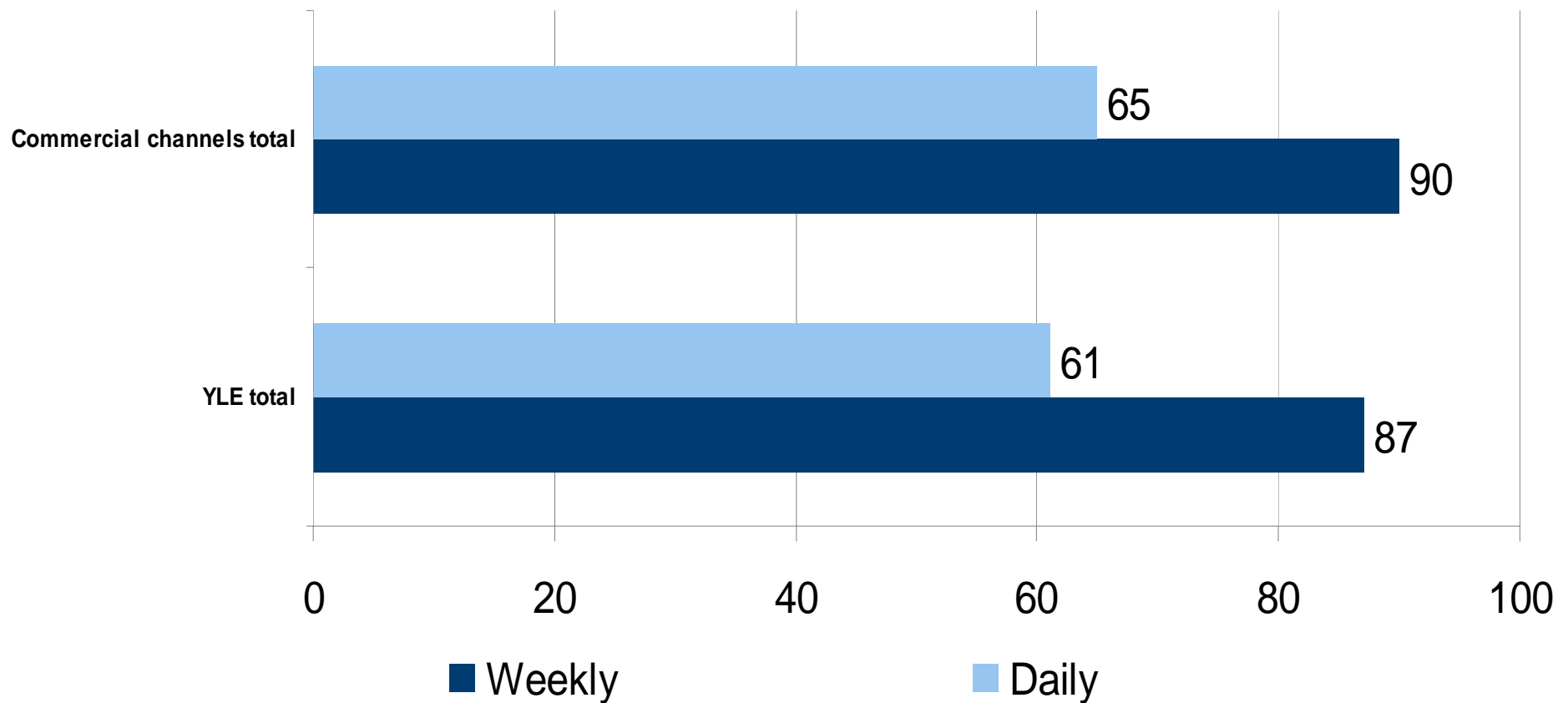


Syksyllä 2010: A2 teema: Homoilta, Chilen kaivosmiesten pelastusoperaatio, Linnan juhlat, Sveitsiläisministeriltä petti pokka, Joulukalenteri, Kakola, Muumilaakson tarinoita

Source: MTV, Nelonen and YLE 2010



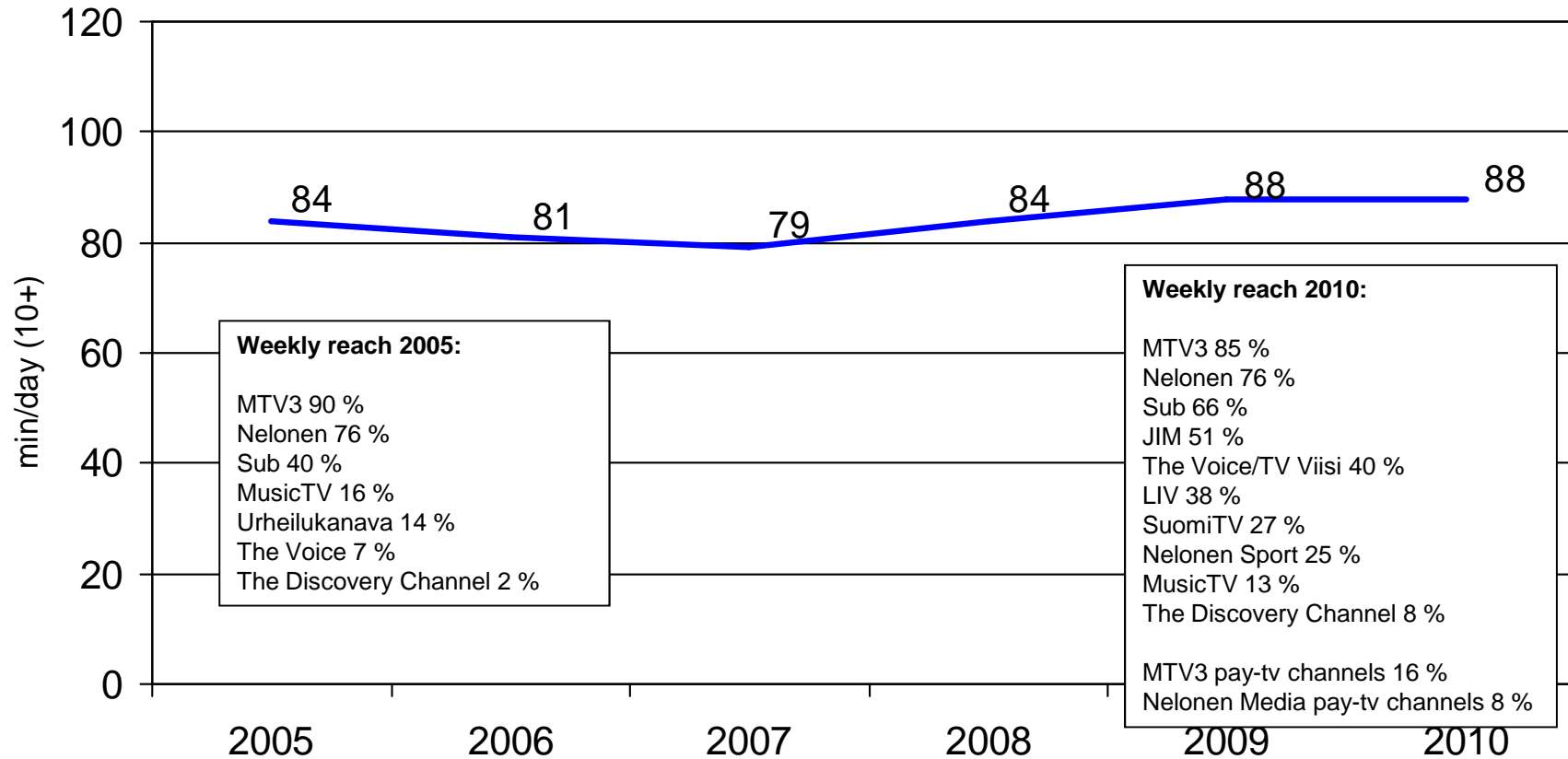
Weekly reach 2010



Source: Finnpanel TAM 2010, 10+ years

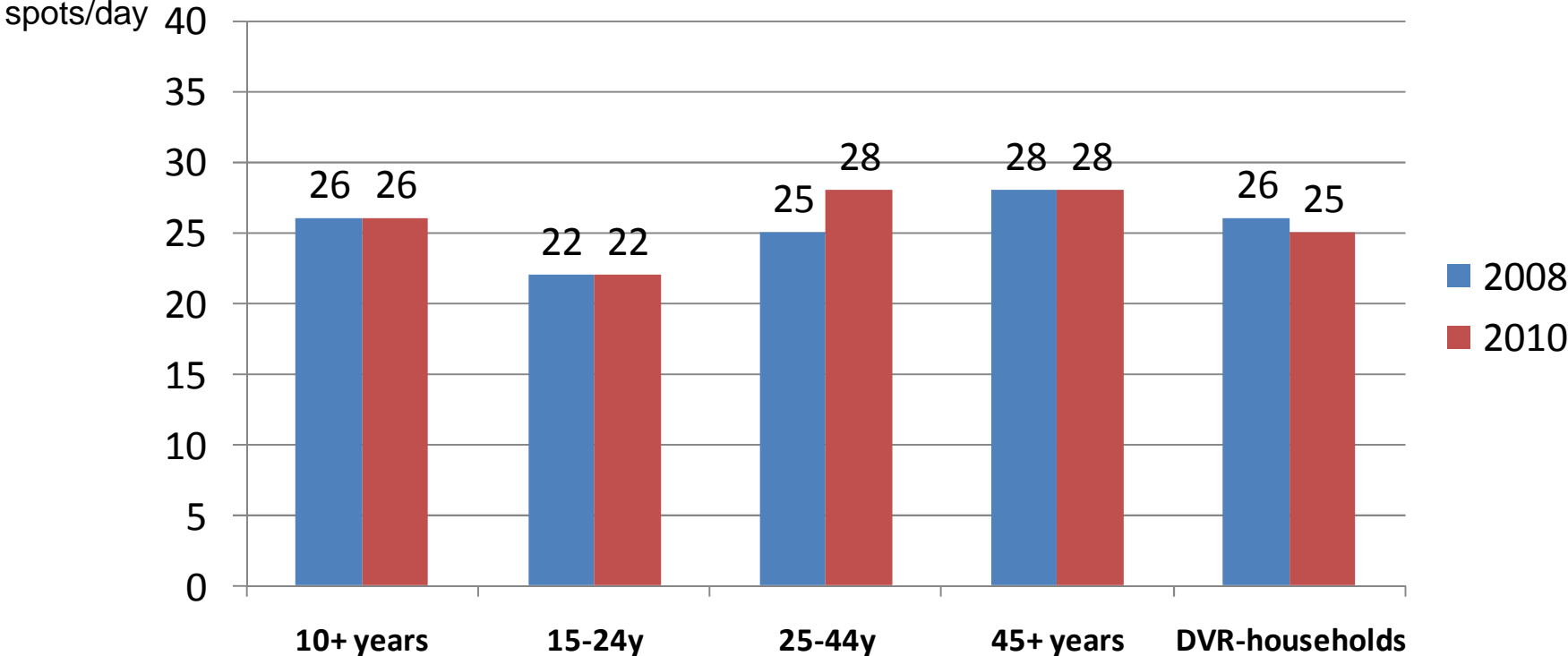
Commercial channels = Channels which sell airtime in Finland

Average viewing time for commercials channels 2005-2010



Source : Finnpanel TAM 10+ years, Commercial channels = selling air time in Finland

Average number of viewed spots /day



Source: Finnpanel, TAM 2010, 10+ y.



TOP-10 programmes 2010

Title/Channel	Date	Rating	Rating-%
Independence day gala, TV1	Sun 6.12.2010	2.123.000	(45)
TV-News, TV1	Sun 6.12.2010	2.036.000	(43)
Strictly Come Dancing, MTV3	Sun 28.11.2010	1.446.000	(31)
Ski-jumping MC: Bischofshofen, MTV3	Wed 6.1.2010	1.445.000	(31)
TV-News, TV2	Wed 18.5.2010	1.271.000	(27)
Ice Hockey W Ch: FIN-RUS, TV2	Mon 18.5.2010	1.206.000	(26)
Seven o'clock news, MTV3	Wed 6.1.2010	1.196.000	(25)
Miss Finland 2010, MTV3	Sun 17.1.2010	1.117.000	(24)
Ice Hockey W Ch.: GER-FIN, TV2	We 10.5.2010	1.112.000	(24)
Ten o'clock News, MTV3	Thu 27.5.2010	1.096.000	(23)

Source: Finnpanel Oy, TAM, Population 10+ y. (only best performance per programme)

Top-5 programmes 2010 by age groups

10-14 y.

	Rating
1. Salatut elämät 3.2	27 %
2. Putous 6.2	25 %
3. X Factor 24.1	24 %
4. Simpsons 30.9	22 %
5. Strictly come dancing 28.11	21 %

15-24 y.

	Rating
1. TV-News TV2 18.5	24 %
2. Ice Hoceky W.Ch FIN-Rus 18.5	22 %
3. Independence Day Gala 6.12	22 %
4. Big Brother 25.8	21 %
5. X Factor 24.11	21 %

25-44 y.

	Rating
1. Independence Day Gala	39 %
2. TV-News TV1 6.12.	34 %
3. Ice Hockey W.Ch. FIN-USA 12.5	26 %
4. TV-news TV2 18.5	26 %
5. Ice Hoceky W.ch. FIN-RUS 18.5.	26 %

45-64 y.

	Rating
1. Independence Day Gala	52 %
2. Tv-News TV1, 6.12.	52 %
3. Ski Jumping MC:Bischofshofen	40 %
4. Strictly come dancing 28.11	38 %
5. TV-News TV2 20.2.	34 %

65 + y.

	Rating
1. TV-News TV1 6.12.	71 %
2. Independence Day Gala	69 %
1. Strictly come dancing 27.4.	52 %
2. Ski Jumping MC:Bischofsh. 6.1	50 %
3. TV-news TV2 20.2.	46 %

Source: Finnpanel, TAM (only best performance per programme)

YLE TV1 TOP-programmes 2010

Title	Date	Rating	Rating-%
1. Independence Day Gala	Mon 6.12.2010	2.123.000	(45)
2. Tv-News	Mon 6.12.2010	2.036.000	(43)
3. Princess Victoria wedding Cerem.	Sat 19.6.2010	1.049.000	(22)
4. Linnan jatkot	Mon 6.12.2010	1.014.000	(22)
5. Suomen Turku julistaa Joulurauhan	Wed 24.12.2010	947.000	(20)
6. Kotikatsomo: Postia Pappi Jaakobille	Mon 4.1.2010	940.000	(20)
7. Sport News	Mon 4.1.2010	931.000	(20)
8. Kotikatsomo: Tauno Tukevan sota	Mon 20.12.2010	847.000	(18)
9. Have I Got News for You	Sat 25.12.2010	801.000	(17)
10. Six o'clock News	Sat 19.6.2010	787.000	(17)

Source: Finnpanel Oy, TAM, Population 10+ years (only best performance per programme)

YLE TV2 TOP-programmes 2010

Title	Date	Rating	Rating-%
1. TV-News	Tue 18.5.2010	1.271.000	(27)
2. Ice Hockey W.Ch.2010:FIN-RUS	Tue 18.5.2010	1.206.000	(26)
3. Ice Hockey W.Ch.2010: GER-FIN	Mon 10.5.2010	1.112.000	(24)
4. FIFA W. CUP 2010: Final game	Sat 11.7.2010	1.067.000	(23)
5. Vancouver Olympics: 16. Day	Sun 28.2.2010	1.063.000	(23)
6. Ice Hockey W.Ch. 2010: FIN-USA	Fri 12.5.2010	1.044.000	(22)
7. European Athletics Champ.ships	Sun 2.8.2010	1.028.000	(22)
8. Vancouver Olympics: 13. Day	Thu 25.2.2010	1.027.000	(22)
9. Eurovision Song Contest 2010	Sat 30.1.2010	1.004.000	(21)
10. Ice Hockey W.Ch. FIN-DEN	Sat 8.5.2010	987.000	(21)

Source: Finnpanel Oy, TAM Population 10+ years (only best performance per programme)



Top-programmes 2010

Title	Date	Rating	Rating-%
1. Strictly Come Dancing	Sun 28.11.2010	1.446.000	(31)
2. Ski Jumping W.C: Bischofshofen	Wed 6.1.2010	1.445.000	(31)
3. Seven o'clock News	Wed 6.1.2010	1.196.000	(25)
4. Miss Finland 2010	Sun 17.1.2010	1.117.000	(24)
5. Ten o'clock News	Thu 27.5.2010	1.096.000	(23)
6. Farmer wants a wife	Fri 9.4.2010	1.014.000	(22)
7. Salatut elämät	Mon 18.1.2010	1.007.000	(21)
8. X Factor	Sun 24.1.2010	956.000	(20)
9. Ski Jumping W.C: Garmisch-Partenk.	Fri 1.1.2010	887.000	(19)
10. Find My Family	Tue 28.9.2010	828.000	(18)

Source: Finnpanel Oy, TAM, Population 10+ years (only best performance per programme)



Nelonen **Top-programmes 2010**

Title	Date	Rating	Rating-%
1. Indiana Jones and the Kindom of..	Sun 19.12.2010	675.000	(14)
2. Indiana Jones and the Last Crusade	Sun 12.12.2010	595.000	(13)
3. Clash of the Choirs results	Sun 19.12.2010	544.000	(12)
4. Clash of the Choirs	Sun 21.3.2010	520.000	(11)
5. FlashForward	Thu 7.1.2010	484.000	(10)
6. Jussi Gala 2010	Sun 31.1.2010	470.000	(10)
7. Nelonen Weather forecast	Sun 19.12.2010	448.000	(10)
8. Nelonen News	Sun 19.12.2010	444.000	(9)
9. Indiana Jones and the Temple of D.	Sun 5.12.2010	437.000	(9)
10. National Treasure: Book of Secrets	Sun 10.10.2010	437.000	(9)

Source: Finnpanel Oy, TAM, population 10+ years (only best performance per programme)



Top-programmes 2010

Title	Date	Rating	Rating-%
1. Big Brother 2010 starts	Wed 25.8.2010	676.000	(14)
2. Big Brother	Wed 25.8.2010	603.000	(13)
3. Big Brother Talk Show	Sun 29.8.2010	588.000	(13)
4. Big Brother – final	Sun 28.11.2010	587.000	(12)
5. Casino Royale	Mon 18.10.2010	491.000	(10)
6. Catch Me If You Can	Sun 17.1.2010	402.000	(9)
7. Harry Potter and the Goblet of Fire	Mon 5.4.2010	390.000	(8)
8. The Devil Wears Prada	Mon 3.5.2010	388.000	(8)
9. Ketonen & Myllyrinne	Sun 5.9.2010	378.000	(8)
10. The Departed	Sun 3.1.2010	360.000	(8)

Source: Finnpanel Oy, TAM, population 10+ years (only best performance of programme)

YLE Teema and YLE FST5 Top-programmes 2010



Rating

1.	Kummeli 30.10.	249 000
2.	Velipuolikuu 30.10.	245 000
3.	Naurun tasavalta 26.11.	237 000
4.	Kino Classic: Way Out West 17.10.	202 000
5.	Studio Julmahovi 30.10.	200 000
6.	Kino: Airplane! 26.11.	197 000
7.	Ihanaa Leijonat ihanaa 6.2.	192 000
8.	Historia: Pako Auschwitzista 2.1.	187 000
9.	Suomen historian myytit: Häjyt 16.4	178 000
10.	Historia: Maailmansodan kurimuks.	172 000



Rating

1.	Vancouver Olympics 25.2.	544 000
2.	FIFA Euro qualification 7.9.	349 000
3.	FIFA W.C 2010: Semifinal 2.7.	292 000
4.	Cross Country skiing W.C 11.12.	224 000
5.	FIFA W.C. 2010: Quarter final 29.6.	187 000
6.	Strömsö 28.2.	151 000
7.	Ski Jumping Flying hill 19.3.	148 000
8.	Bettina 5.4.	132 000
9.	Dok: Hangon sota 21.3.	126 000
10.	Purtavaa Pohjolasta 17.1.	119 000

Source: Finnpanel Oy, TAM, population 10+ years (only best performance by programme)

Nelonen Sport, JIM, Liv Top-10 2010



		Rating
1.	Icehockey LIVE 30.3.	101 000
2.	SM-liiga LIVE 15.1	84 000
3.	Athlelitics: Berlin 22.8.	77 000
4.	Floorball LIVE: Erä-SSV 11.4.	66 000
5.	Superpesis: 4. finaali 12.9.	63 000
6.	Superpesis: 1. finaali 4.9.	53 000
7.	Superpesis: 4. välierä 29.8.	52 000
8.	Superpesis: 3. finaali 11.9.	50 000
9.	Volleyball world league 7.7.	49 000
10.	Raviurheilua LIVE: V5 13.1.	49 000

		Rating
1.	Poliisit 6.3.	163 000
2.	Kenraali Pancho & Pojat Pohjoiskal. 26.1.	163 000
3.	JIM D: Tsunami 25.5.	147 000
4.	JIM D: Asian tsunami 16.2.	129 000
5.	JIM D: Air France 447 – Kadonnut lento 1.6.	126 000
6.	JIM D: 9/11 – Miten kaikki tapahtui? 10.9.	121 000
7.	JIM D: Chile Main Rescue 2.11.	119 000
8.	JIM D Historia: Maailmanloppu 2012 14.2.	117 000
9.	JIM D: Titanicin viimeiset hetket 2.2.	116 000
10.	JIM D Historia: Kadonnut pyramidi 28.2.	114 000



		Rating
1.	Miljonääriäidit Maria & Nina 22.19.	236 000
2.	Movie: Unfaithfull 21.12.	136 000
3.	Kumman kaa 29.12.	125 000
4.	Movie: Maid in Manhattan 14.12.	123 000
5.	Movie: Sooloilua 23.3.	114 000
6.	Movie: What woman want 6.4.	104 000
7.	Huvila & Huussi 18.4.	96 000
8.	Movie: An Unfinished Life 26.10.	87 000
9.	Movie: Princess diaries 23.11	87 000
10.	Sikke – Ruokaa rakkaudella 11.11.	84 000

Source: Finnpanel, TAM, 10+years (only best performance by programme)



SuomiTV and TV Viisi Top-10 programmes 2010



		Rating
1.	Fort Boyard 8.10.	116000
2.	Kymppitonni 9.4.	93 000
3.	SuomiTV News 21.12.	73 000
4.	Linnan juhlat 7.12.	70 000
5.	Victoria and Daniel in Finland 3.11.	63 000
6.	Viihdeutiset 12.12.	60 000
7.	Kari Tapion muistoksi 12.12.	60 000
8.	Outo ja uskomaton Venäjä 23.8.	47 000
9.	Dokumentti: Planeettamme ilmiöt	45 000
10.	SuomiTV News 20:00 8.10.	40 000



		Rating
1.	Movie:What happens in Vegas20.11.	286 000
2.	Movie: Se7en 16.10.	119 000
3.	Movie: Heat 15.12.	111 000
4.	Movie: Red Planet 22.12	111 000
5.	Movie: Air America 21.11.	109 000
6.	Movie: Absolute Power 10.2.	103 000
7.	Movie: Murder at 1600 29.12.	103 000
8.	Movie: What a girl wants 23.10.	103 000
9.	Movie: Hostage 30.11.	99 000
10.	Movie: Cliffhanger 4.9.	98 000

Source: Finnpanel, TAM, 10+years (only best performance by programme).

MusicTV, Discovery Channel, The Voice Top-10 programmes 2010



		Rating
1.	Hogan Knows Best 27.1.	33 000
2.	Axl Meets 12.11.	30 000
3.	Hard Times 10.10.	30 000
4.	Disaster Date 6.1.	27 000
5.	My Super Sweet 16 2.4.	27 000



		Rating
1.	Deadliest Catch 9.11.	33 000
2.	Destroyed In Seconds 5.4.	33 000
3.	Mythbusters 10.1.	29 000
4.	Wheeler Dealers 18.9.	29 000
5.	How Stuff's Made 30.5.	24 000

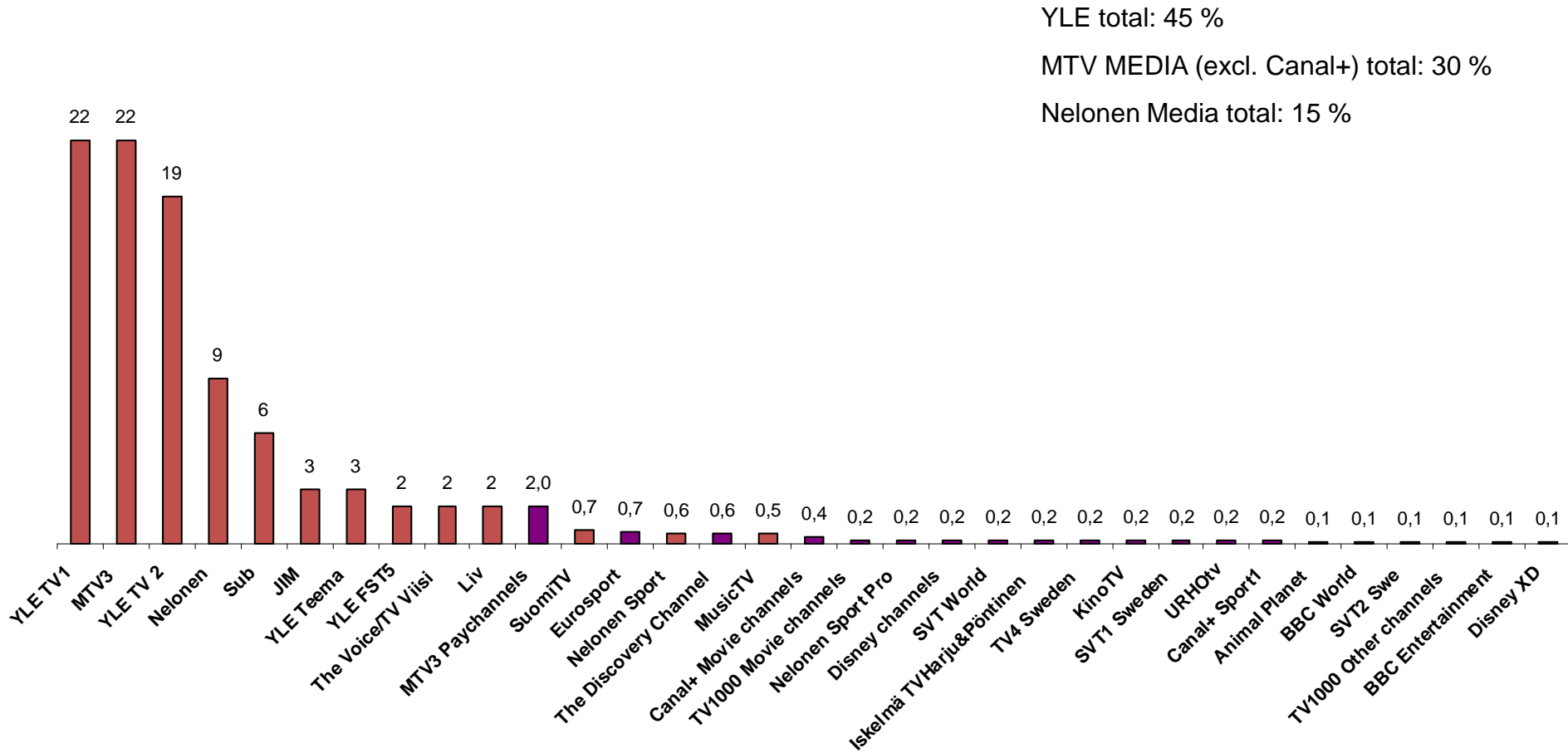
THE VOICE

		Rating
1.	Latauslista 11.12.	36 000
2.	Viikonloppu Voicella 9.10.	32 000
3.	Killer Karaoke 20.2.	30 000
4.	Me rakastamme musiikkia 26.8.	27 000
5.	Pop 16.10.	27 000

Source: Finnpanel, TAM, 10+years (only best performance by programme)

Channel shares (%) 2010

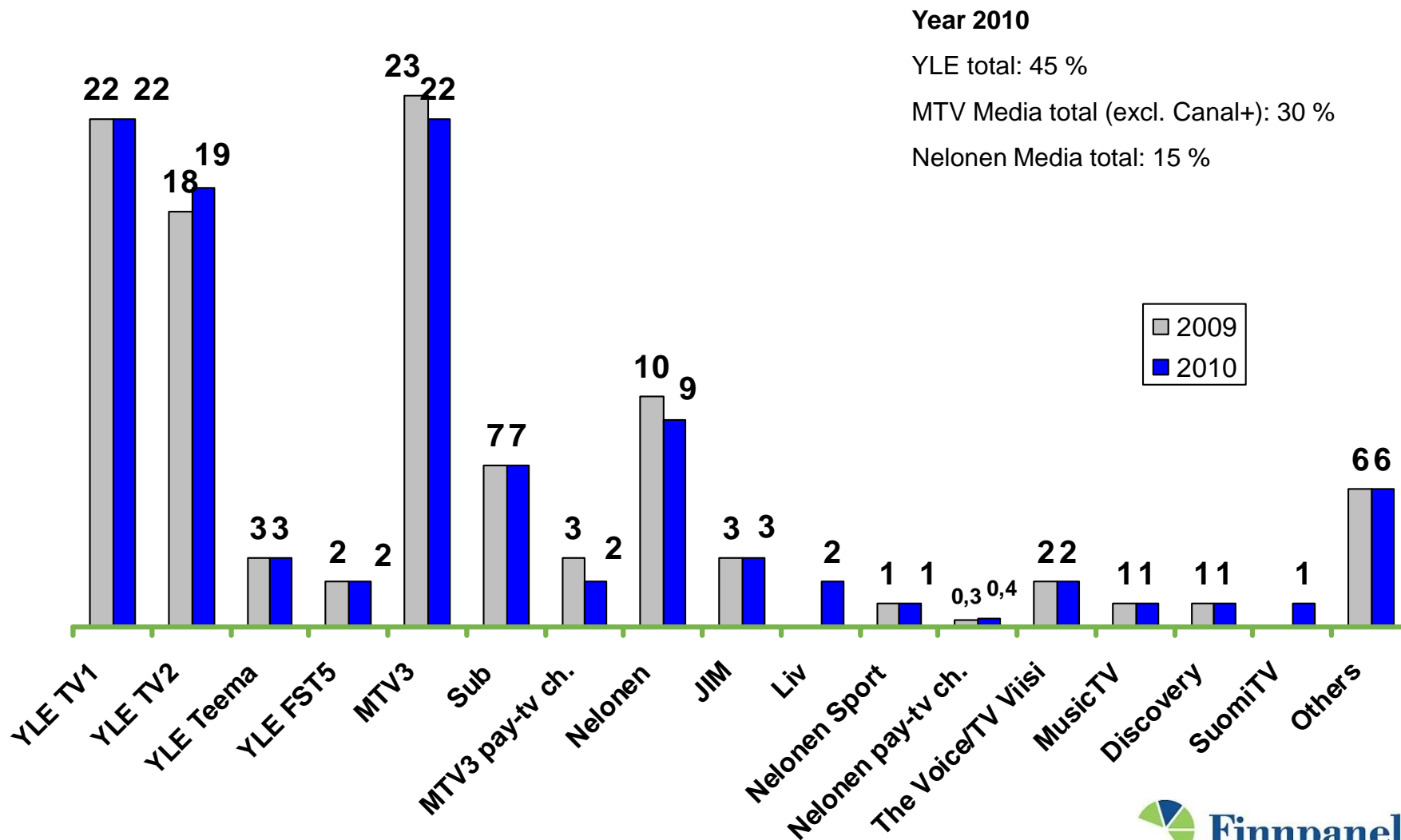
Total viewing, 10+ years



Source: Finnpanel Oy, TAM, 10+ years

Channel shares (%) 2009 and 2010

Total viewing, 10+ years



Source: Finnpanel Oy, TAM, 10+ y.



Channel shares (%) 2009 and 2010

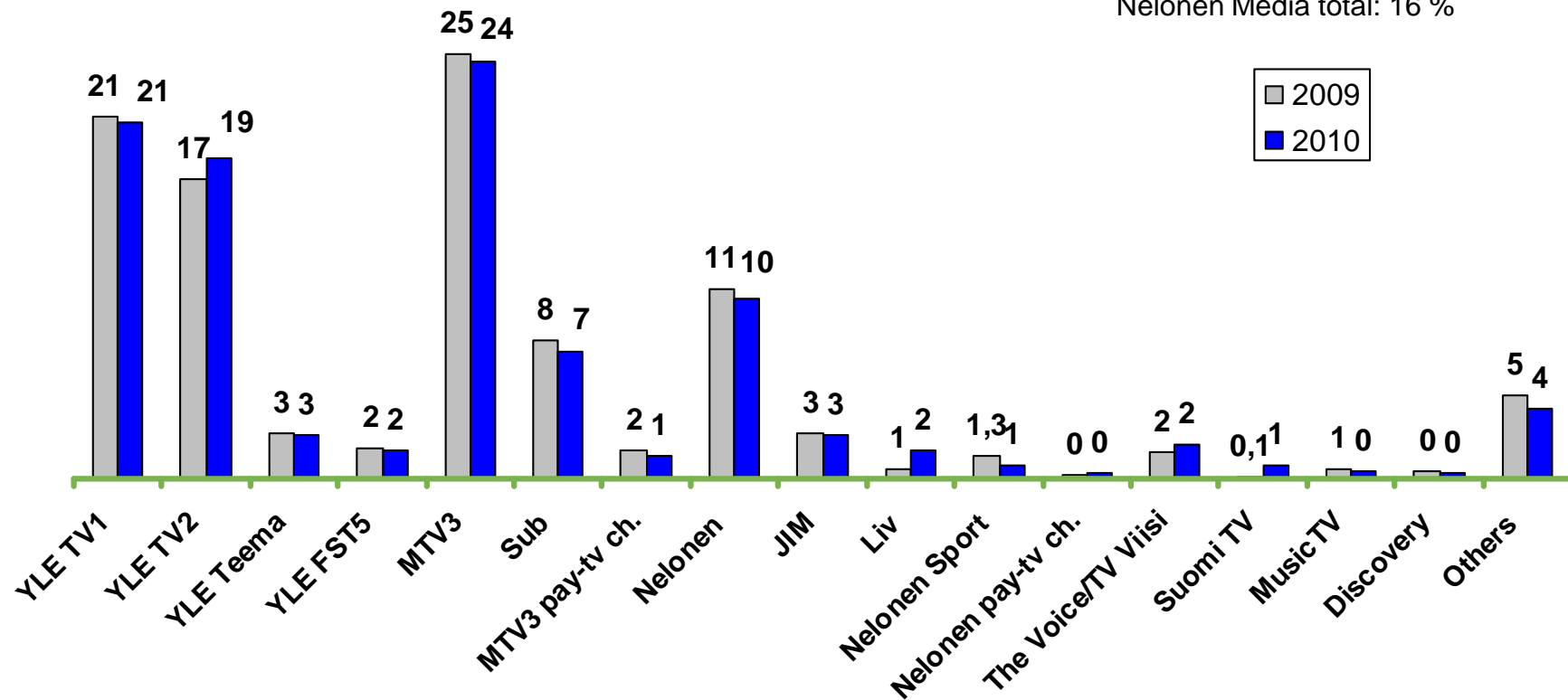
Prime time viewing, 10+ years

Year 2010

YLE total: 44 %

MTV Media total (excl. Canal+): 33 %

Nelonen Media total: 16 %



Source: Finnpanel Oy, TAM, 10+ y.

Channel shares (%) 2009 and 2010

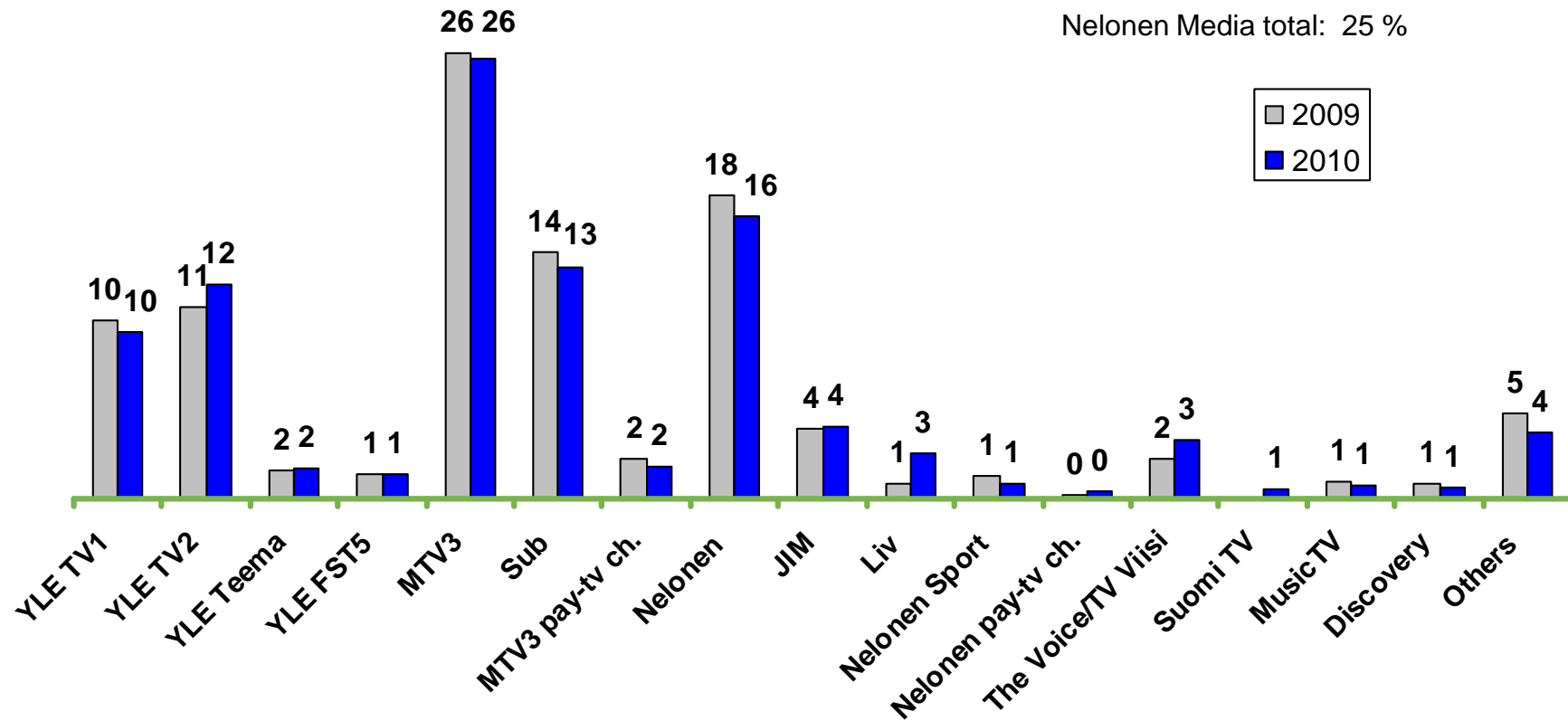
Prime time viewing, 10-44 years

Year 2010

YLE total: 25 %

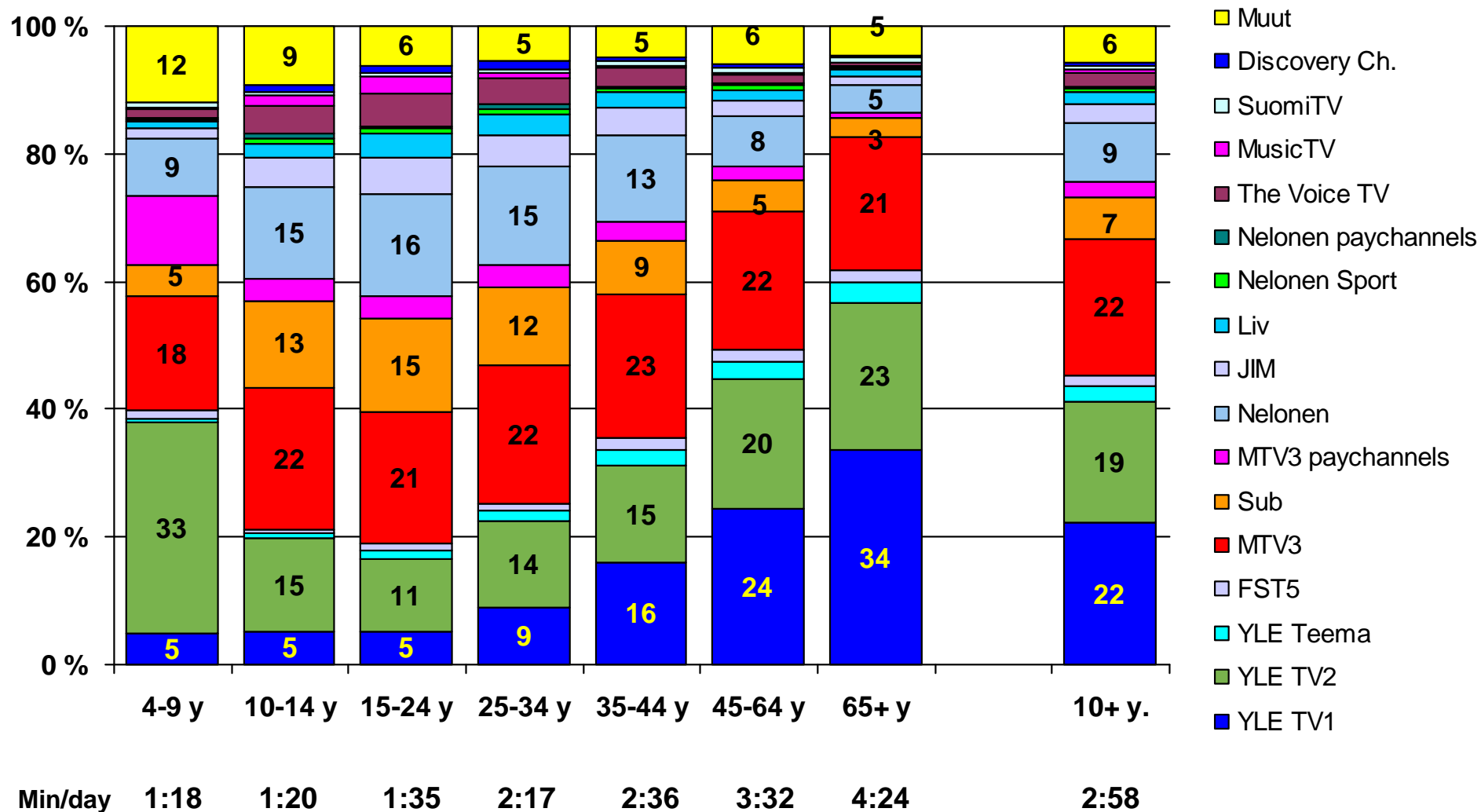
MTV Media total (excl. Canal+): 41 %

Nelonen Media total: 25 %



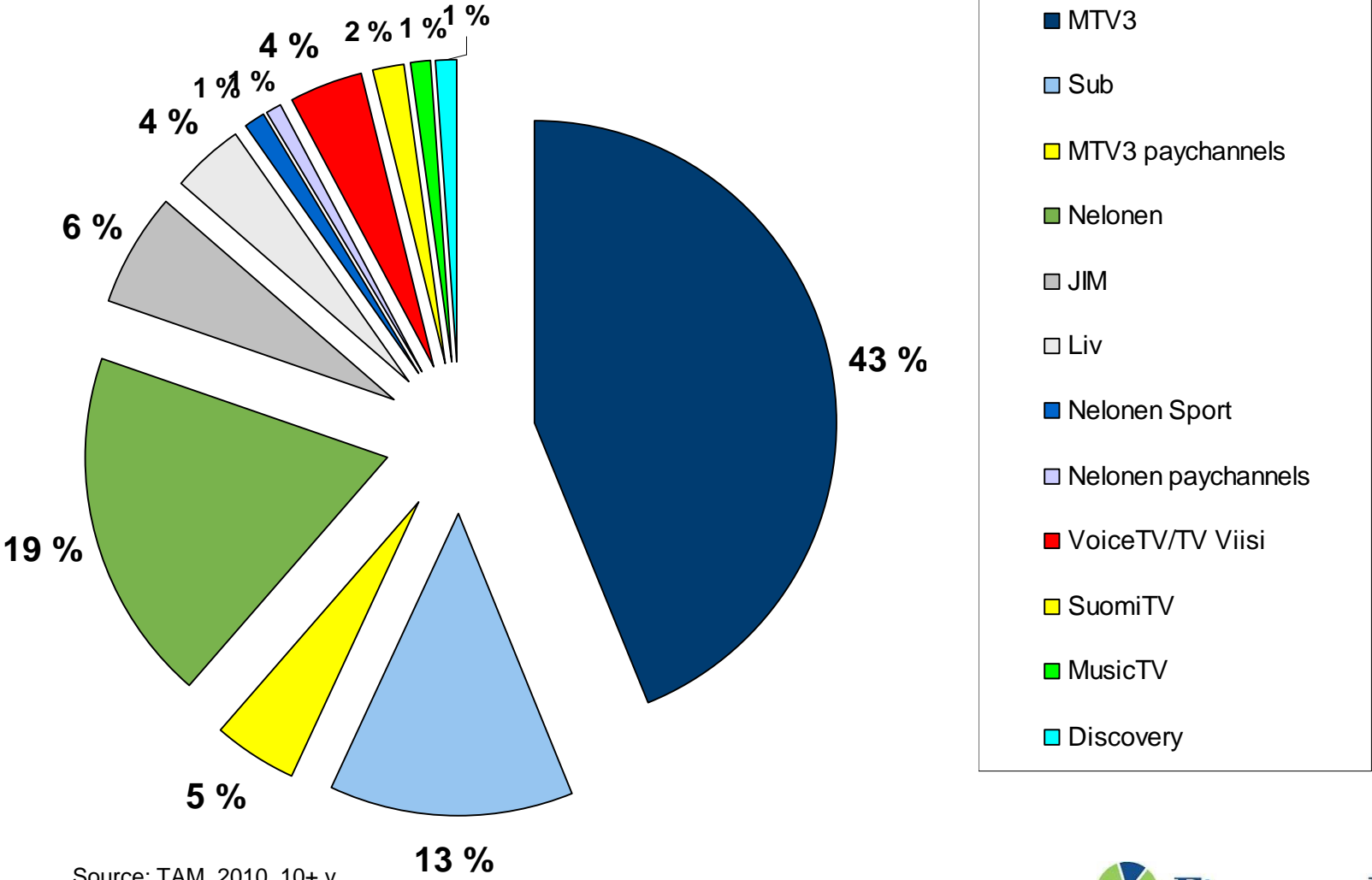
Source: Finnpanel Oy, TAM, 10-44 years

Channel shares (%) by agegroups 2010



Source: Finnpanel Oy, TAM, 10 + years

Channel share of commercial viewing in 2010:

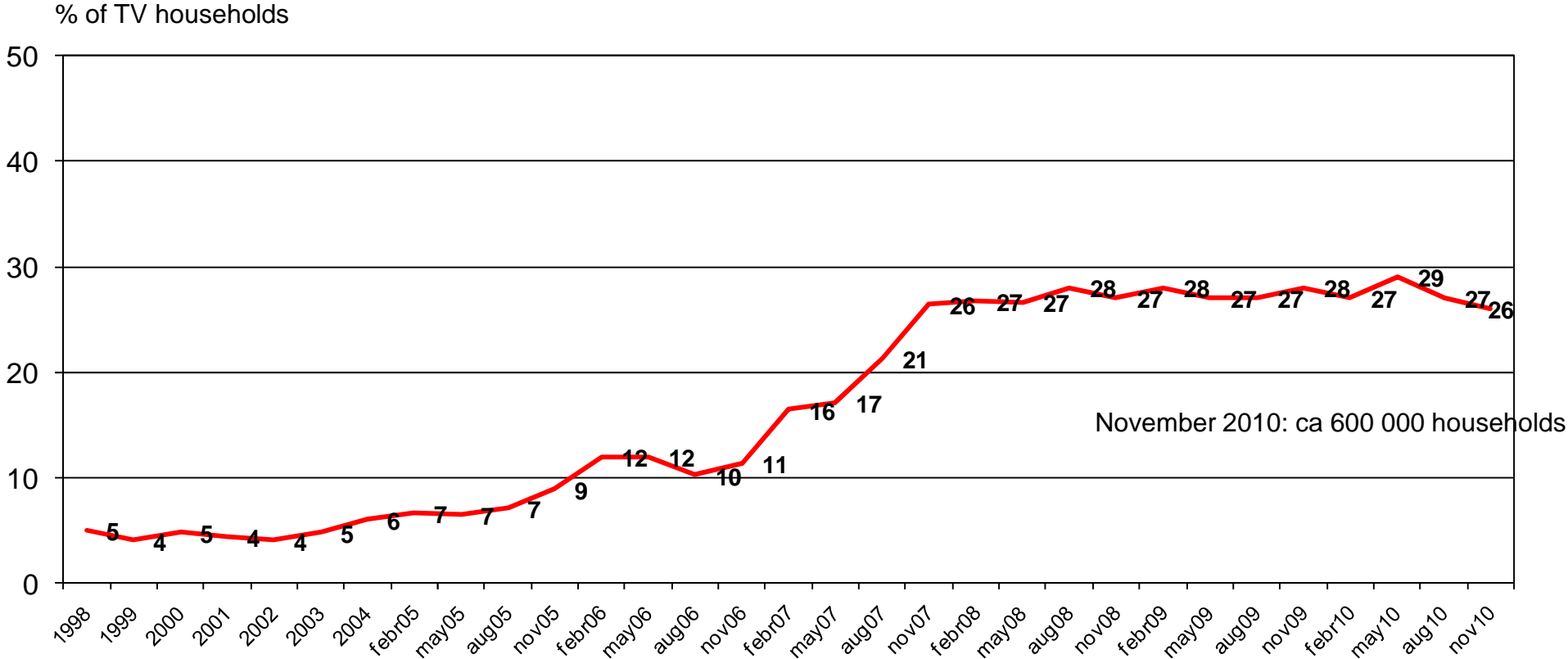


Source: TAM 2010, 10+ y.

Commercial viewing = Channels that sell airtime in Finland



Pay-TV in every fourth TV household



Source: Finnpanel, Establishment Survey



Pay-TV:s share of total viewing: 7 % in 2010

2/3 of pay-TV viewing to men

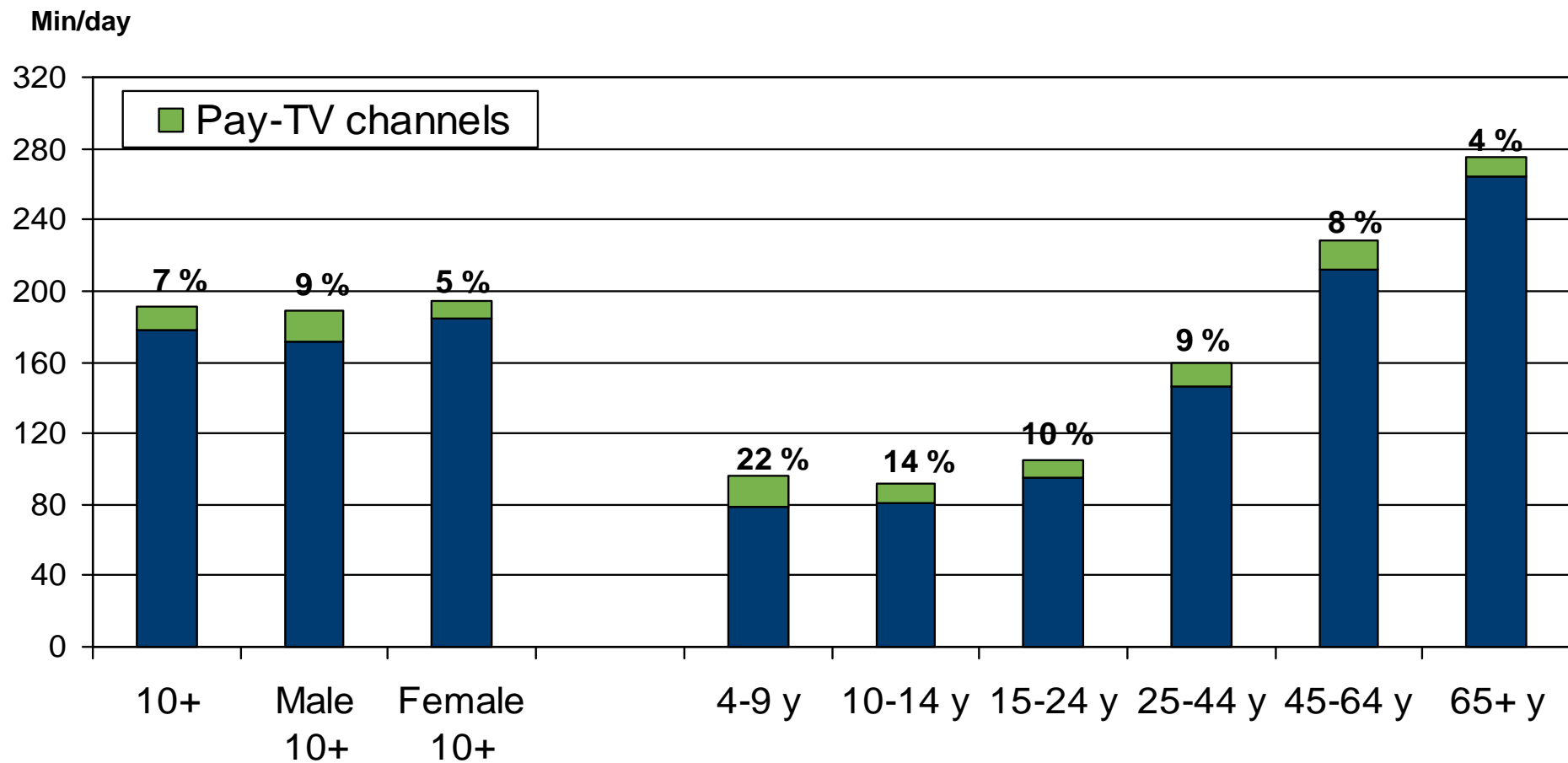
Top-5 pay-TV channels 2010

1. **MTV3 Max**
2. **Eurosport**
3. **Discovery**
4. **MTV3 Fakta**
5. **MTV3 Leffa**

Source: TAM 2010, 10+ y.

Pay-TV-channels: MTV3 pay-tv channels (Max, Leffa, Fakta, Sub Juniori, Ava, Scifi, Sarja) , Nelonen pay-tv channels (Kino, Nelonen Sport 1), Urhotv, Canal+ Movie, Canal+ Sport, TV1000 movie, TV1000 other, Eurosport, Disney Channel, Discovery Channel, SVT World, SVT1, SVT2, TV4 Ruotsi , BBC Prime, BBC Food, Animal Planet, Toon Disney, Jetix, Digiviihde

Pay-TV viewing share by age group 2010



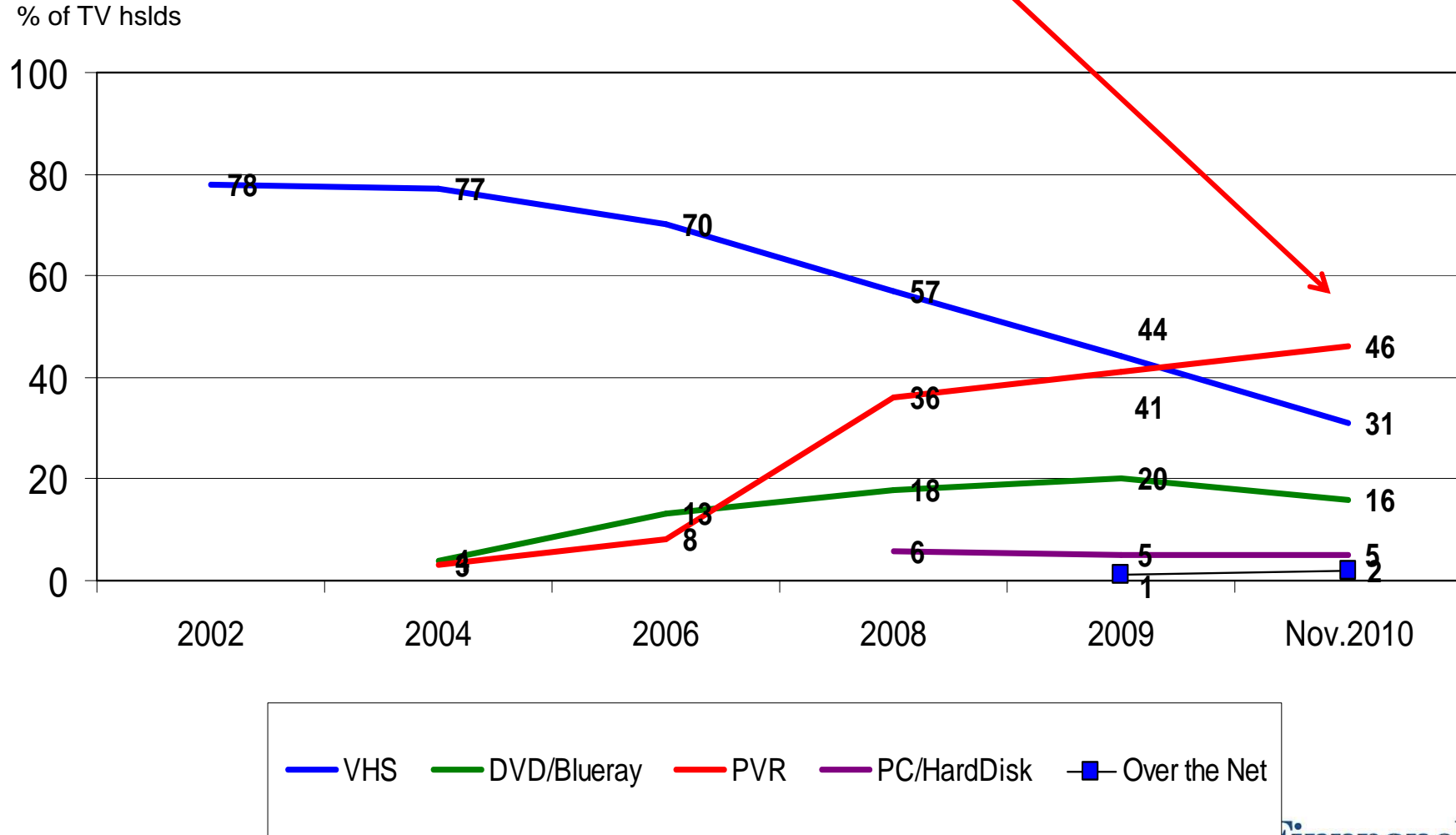
Source:: Finnpanel oy, TAM 2010,

Pay-TV= MTV3 paytv channels (Max, Leffa, Fakta, Juniori, Ava, Scifi, Sarja) , Nelosen pay-tv channels (Kino, NelonenSport1), Urhotv, Canal+ Movie, Canal+ Sport, TV1000 movie, TV1000 other Eurosport, Disney Channel, Discovery Channel, SVT World, SVT1, SVT2, TV4 Ruotsi , BBC Prime, BBC Food, Animal Planet, Toon Disney, Jetix, Digiviihde



DVR's in 46 % of TV households

DVR = Digital Video Recorder



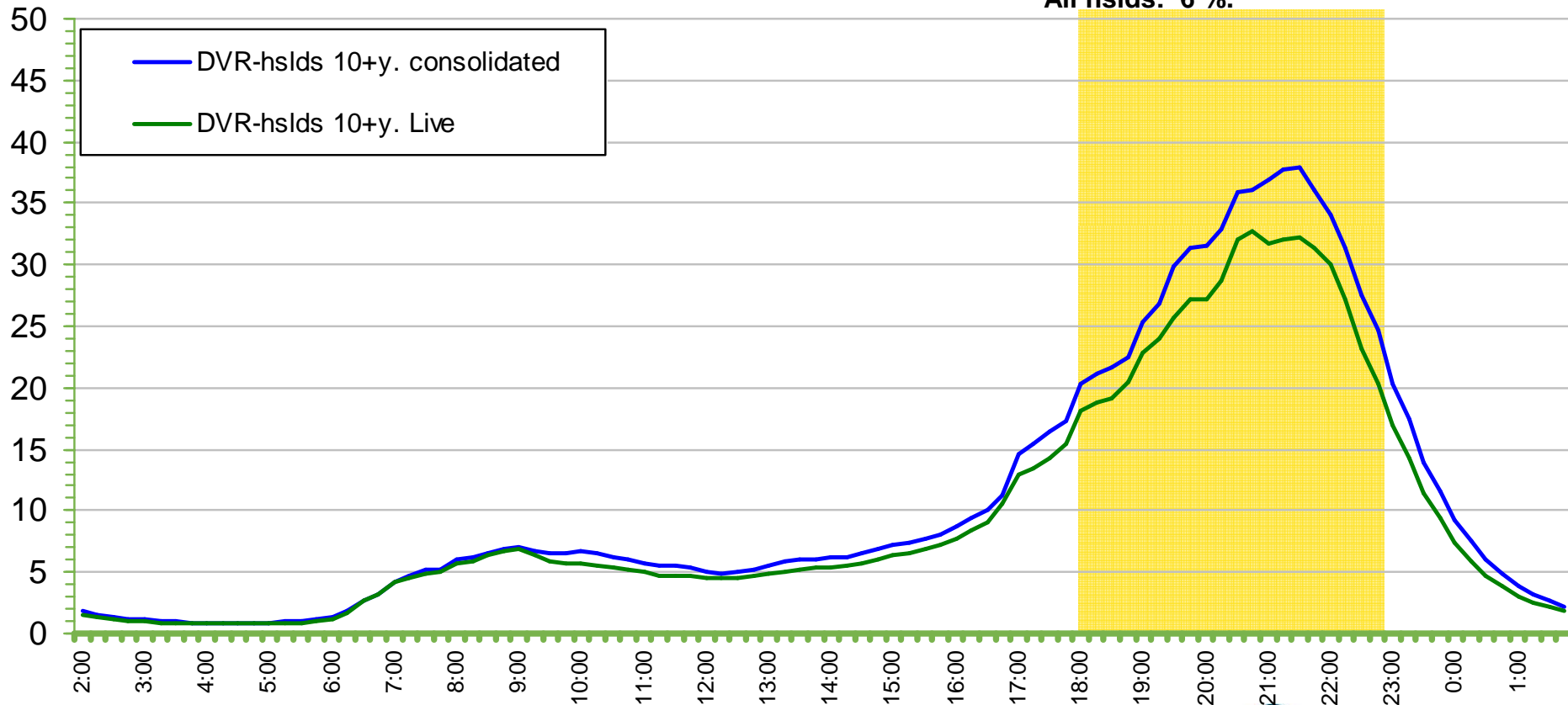
Source: Finnpanel, Establishment Survey



DVR-households: Viewing on weekdays (live and consolidated)

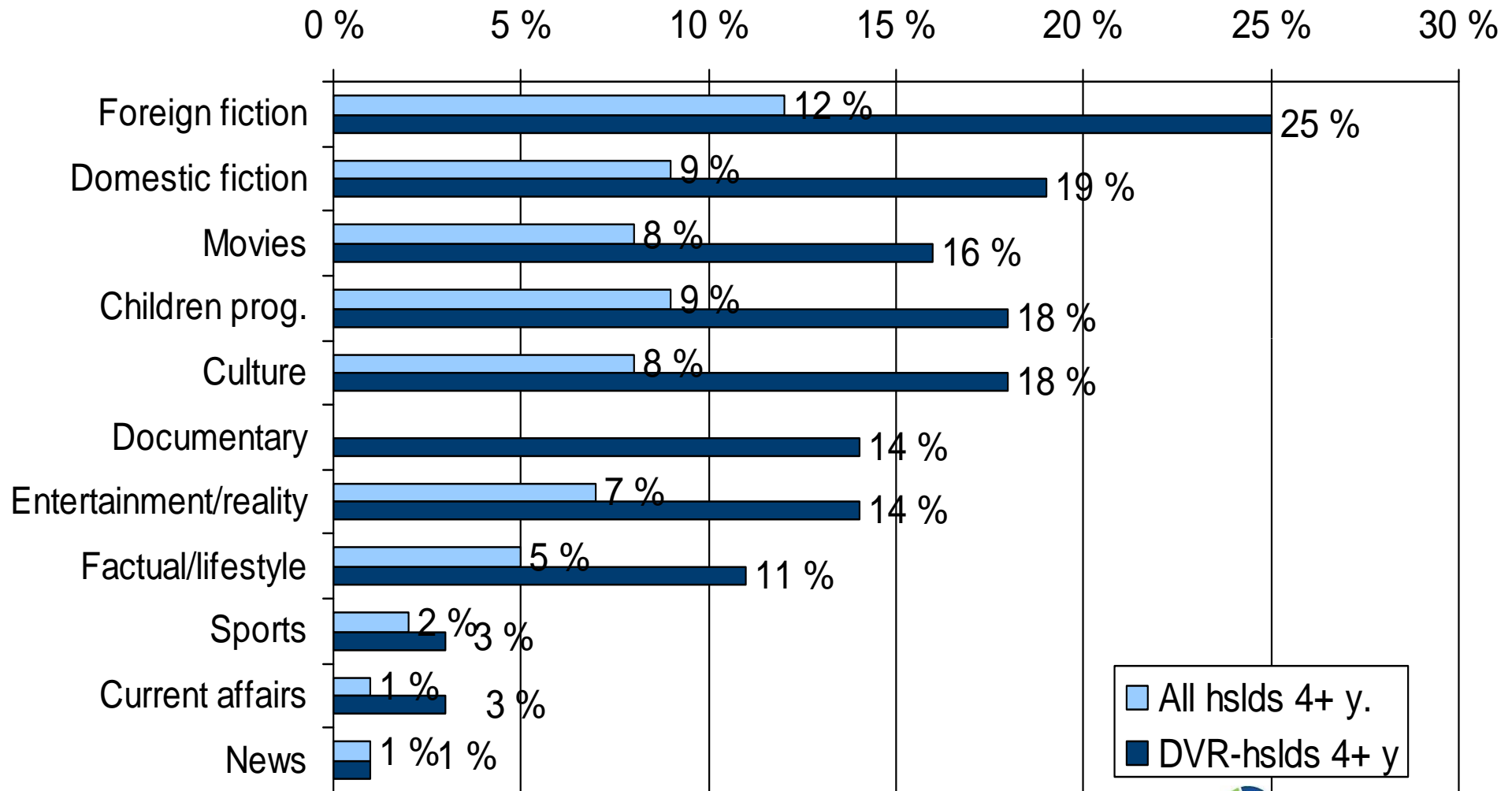
Consolidated = + 7 days viewing

Rating-%



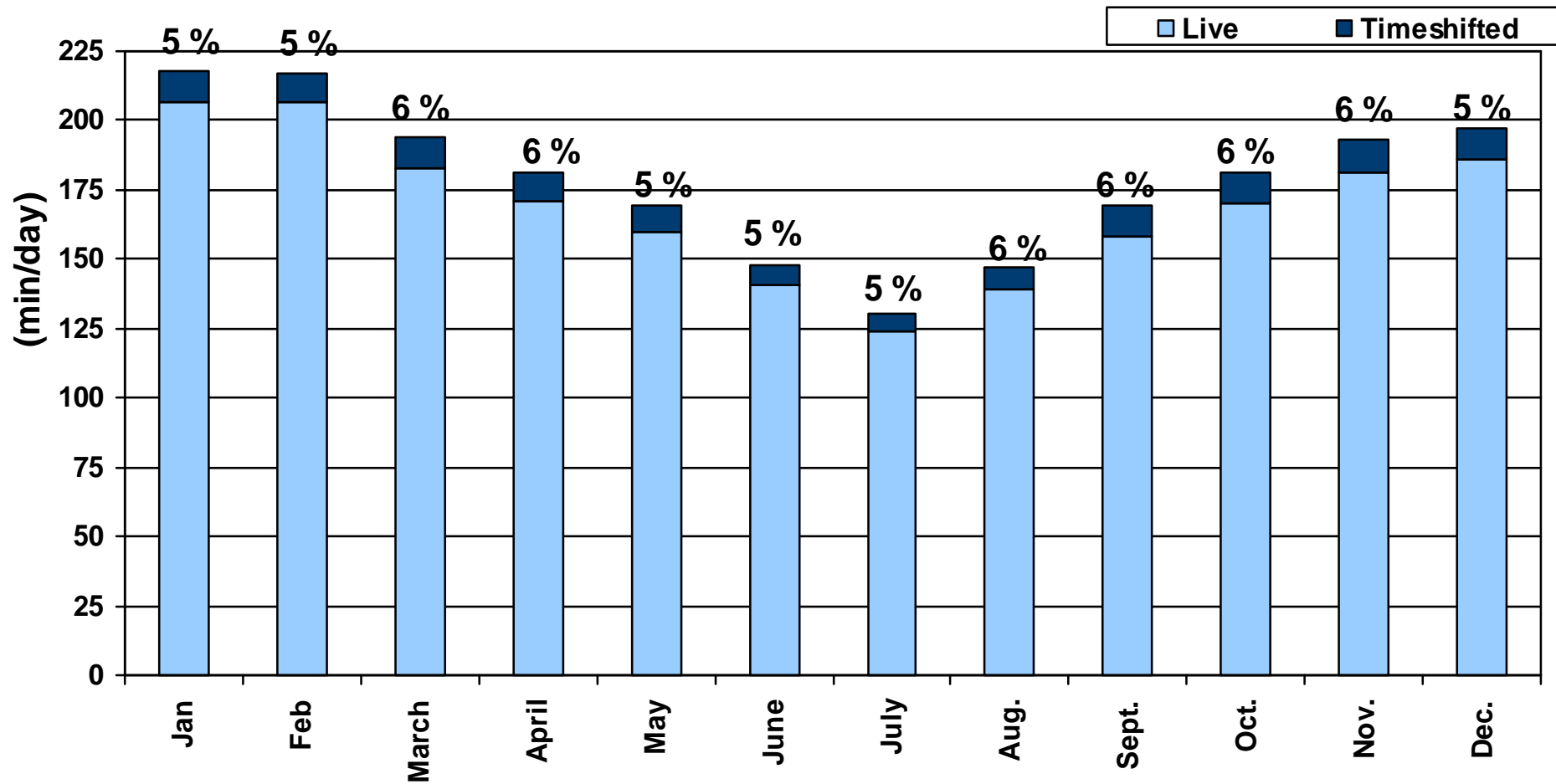
DVR = digital video recorder
Source: Finnpanel Oy, TAM 2010,

Share of timeshifted viewing - by genre 2010



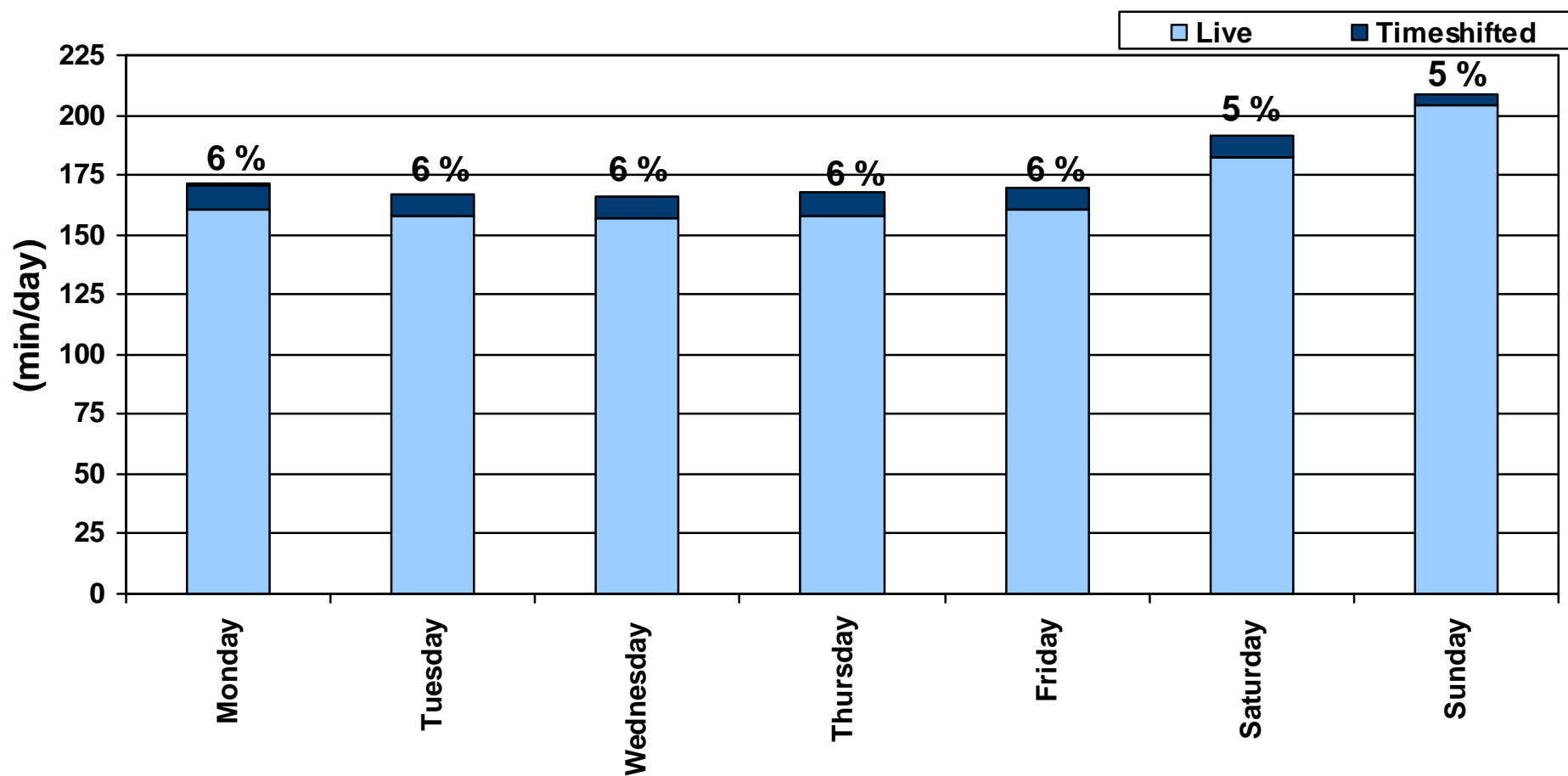
Source: Finnpanel Oy, TAM, 2010 4+ years

Share of timeshifted viewing - by month



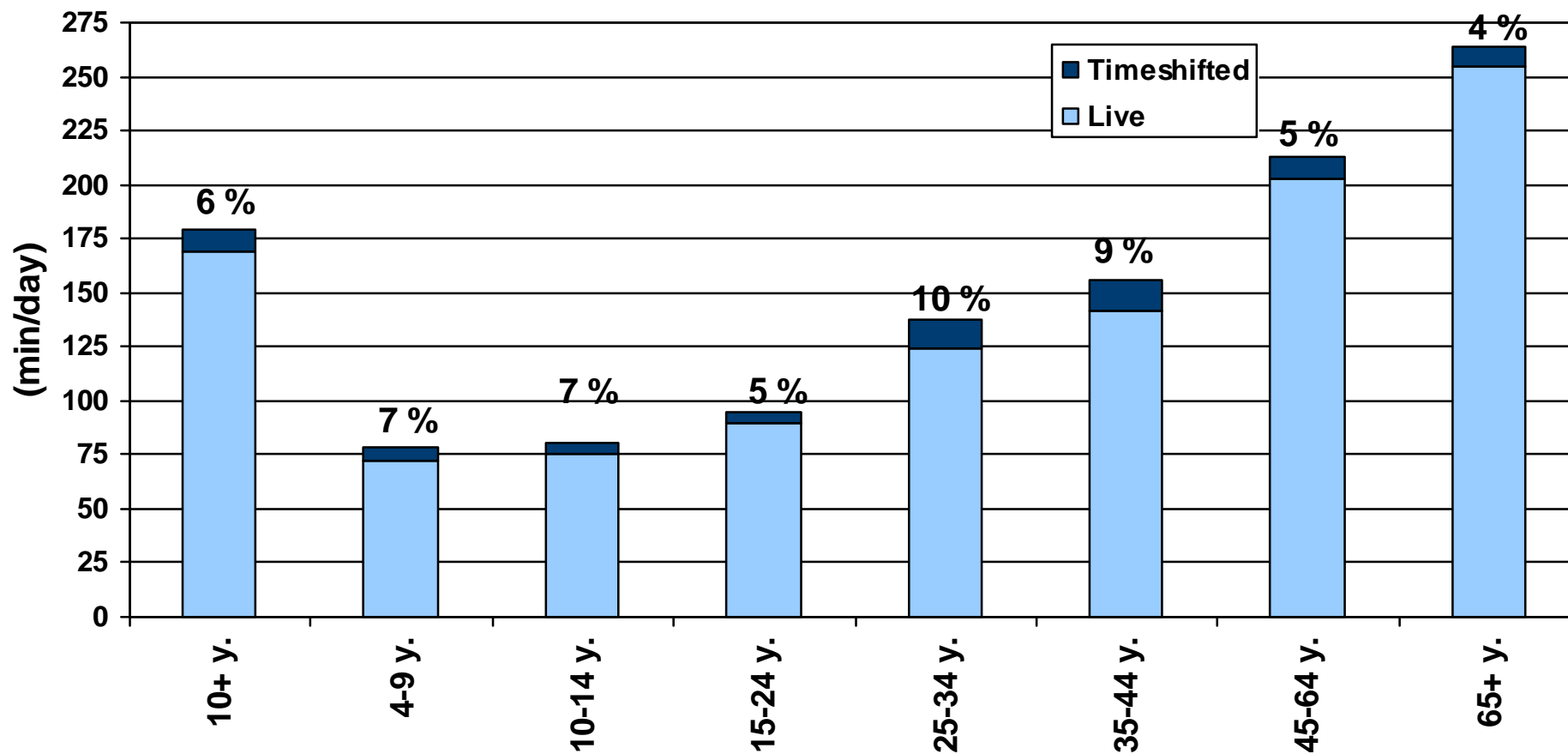
Source: Finnpanel Oy, TAM, 10+ years 2010

Share of timeshifted viewing - by weekday



Source: Finnpanel Oy, TAM, 10+ years 2010

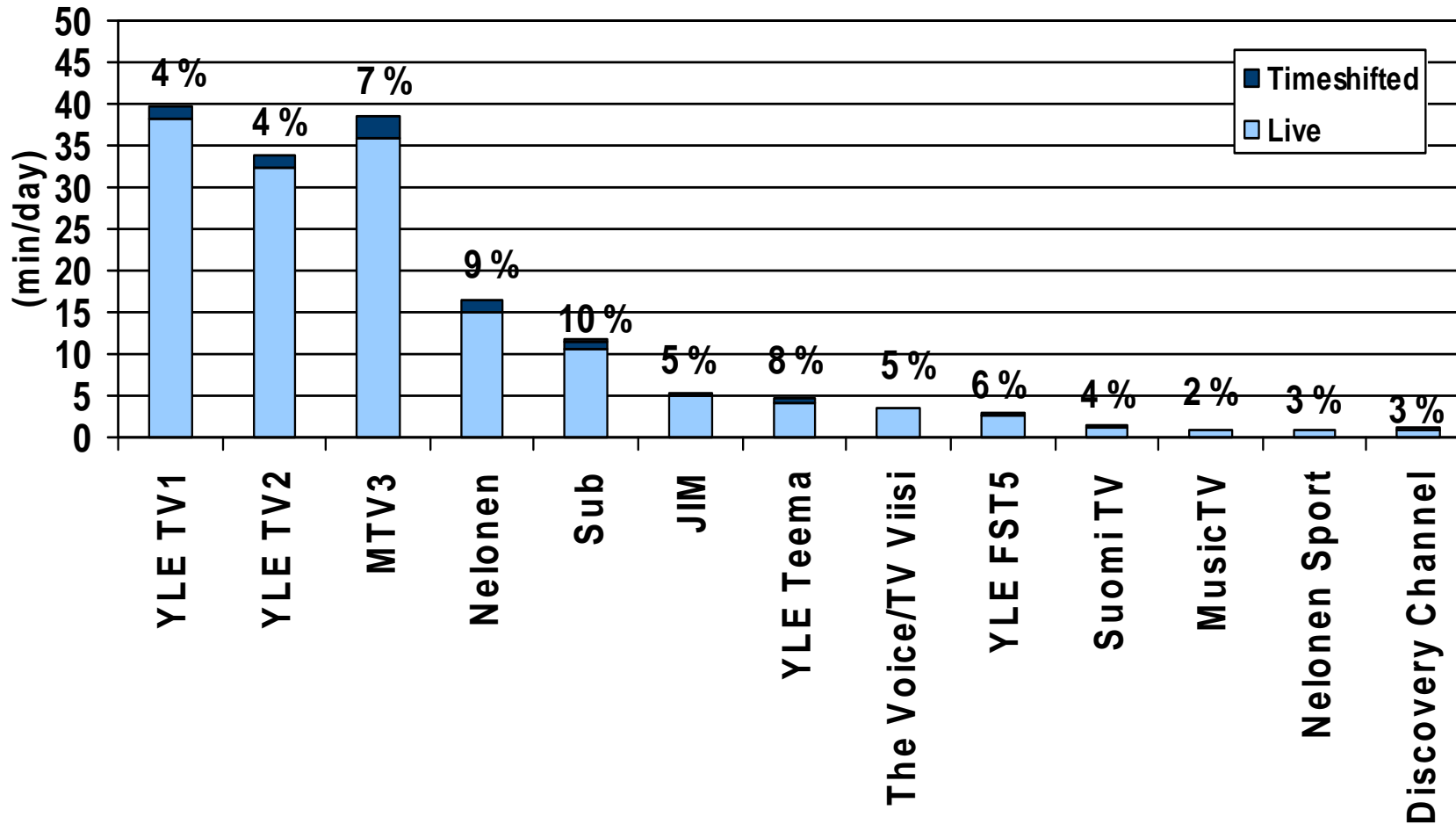
Share of timeshifted viewing - by agegroup 2010



Source: Finnpanel Oy, TAM 2010

Share of timeshifted viewing - by channel

All households, targetgroup: 10 years



Total share of timeshifted viewing = 6 %.

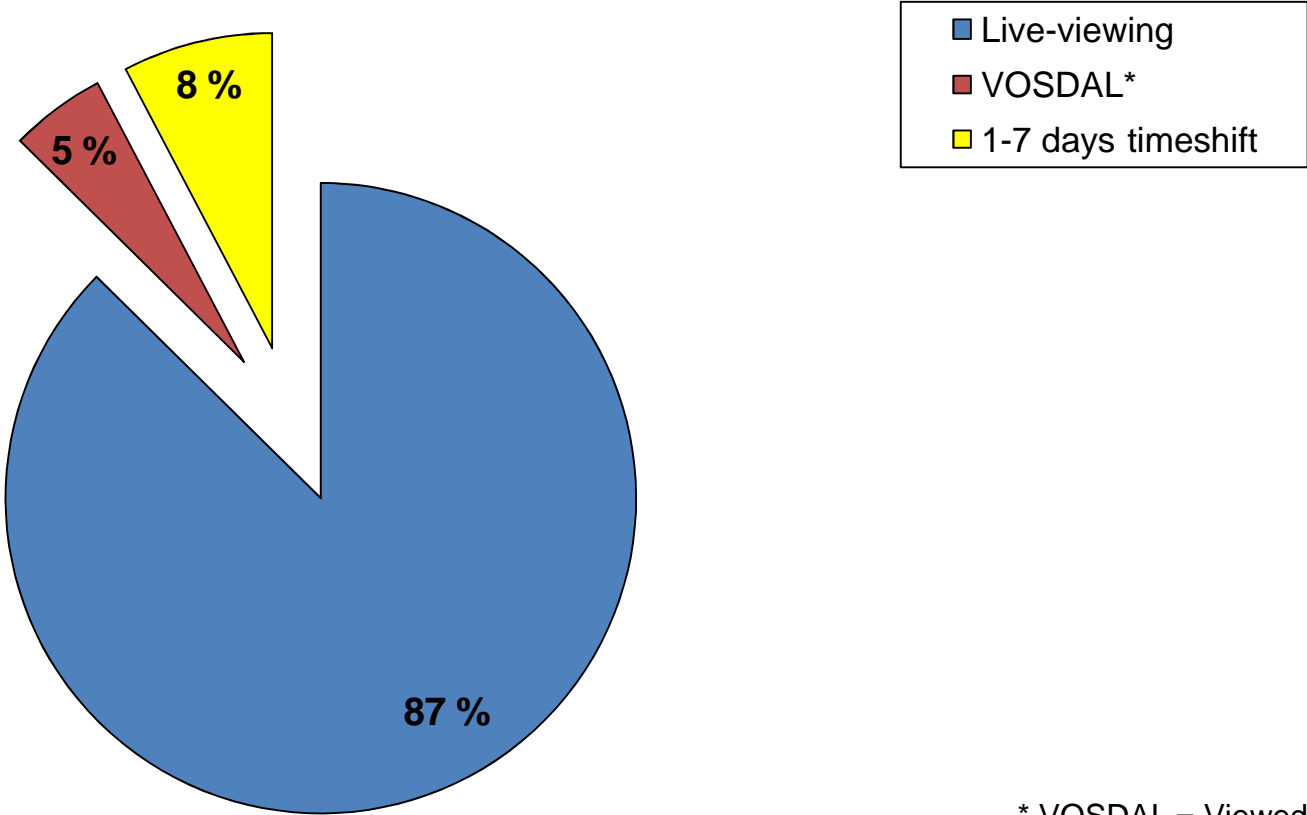
Source: Finnpanel Oy, TAM 10+ years, 2010

Top 20 timeshifted programmes 2010

Channel	Title	Date	Start-time	Rating (000) Live+timeshifted	Timeshifted share of consolidated
MTV3	Salatut elämät	Ke 14.4.	19:28	704+121	15 %
MTV3	Puumanainen	To 19.8.	22:33	259+107	29 %
MTV3	House	To 20.5.	21:03	415+106	20 %
MTV3	Mentalist	To 23.12.	21:04	368+106	22 %
MTV3	Farmer wants a wife	Pe 9.4.	19:59	909+105	10 %
Nelonen	FlashForward	To 28.1.	21:01	255+98	28 %
Nelonen	Desperate housewives	Ma 15.11.	21:01	277+96	26 %
MTV3	Vastaparit	Su 26.9.	21:07	534+94	15 %
MTV3	Helppo elämä	Su 30.5.	21:01	539+94	15 %
TV 2	Karjalan kunnalla	Ke 20.1.	21:00	708+91	11 %
TV 2	Taivaan tulet	Ti 8.12.	21:00	857+89	9 %
MTV3	24	Ma 13.9.	22:33	187+89	32 %
MTV3	Emmerdale	Pe 19.2.	18:00	390+89	19 %
MTV3	Putous	La 27.2.	19:32	570+85	13 %
TV 1	Hearbeat	Pe 19.11.	19:09	381+85	18 %
TV 1	Kotikatsomo: Tauno Tuk	Ma 27.12.	21:30	600+82	12 %
Nelonen	Good Wife	Ma 31.5.	21:01	311+81	21 %
MTV3	C.S.I.	Ke 11.8.	21:01	347+81	19 %
Nelonen	Yksi lensi yli Marin pesä	Ke 8.9.	22:01	210+81	28 %
MTV3	Movie: Wallander	Su 14.11.	22:35	228+80	26 %

Source: Finnpanel Oy, TAM 2010, 10+years.

Most viewing is still "live", even in DVR-households



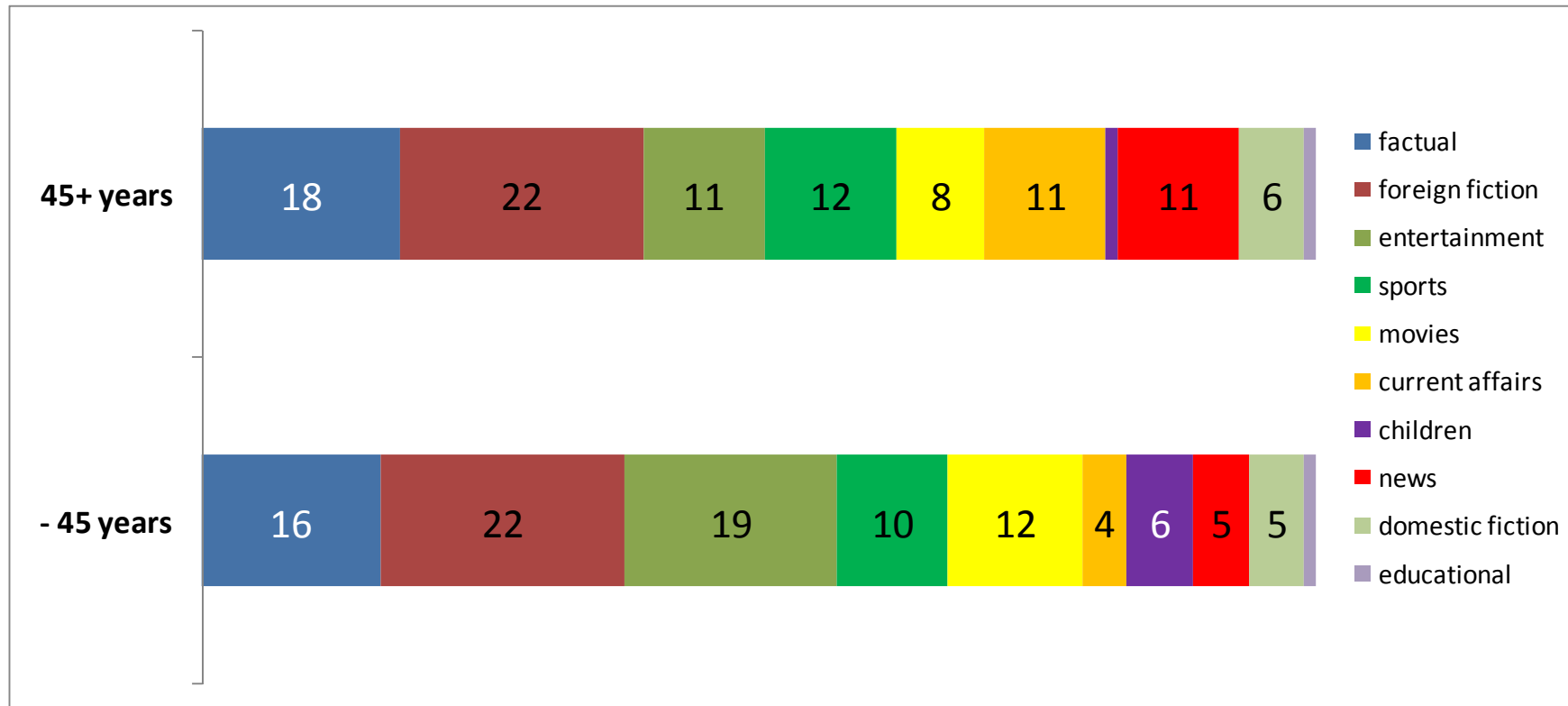
* VOSDAL = Viewed on same day as live



Source: Finnpanel TAM, 10+ in, DVR-households 2010 (guests excluded),

Finns consume versatile programming

Audience share (%) by programme genres in two age groups :



Source: Finnpanel Oy, TAM 2010, 10+years.

2010 – summary of TV viewing

- Average daily viewing time almost 3 hours – weekly viewing time exceeds 20 hours
- Many top programmes with ratings higher than 20 %
- Familiar TV companies launch new channels
- Finns are still buying new receivers
- Web-TV and timeshift viewing via DVR's complement traditional viewing

More information on

www.finnpanel.fi

