

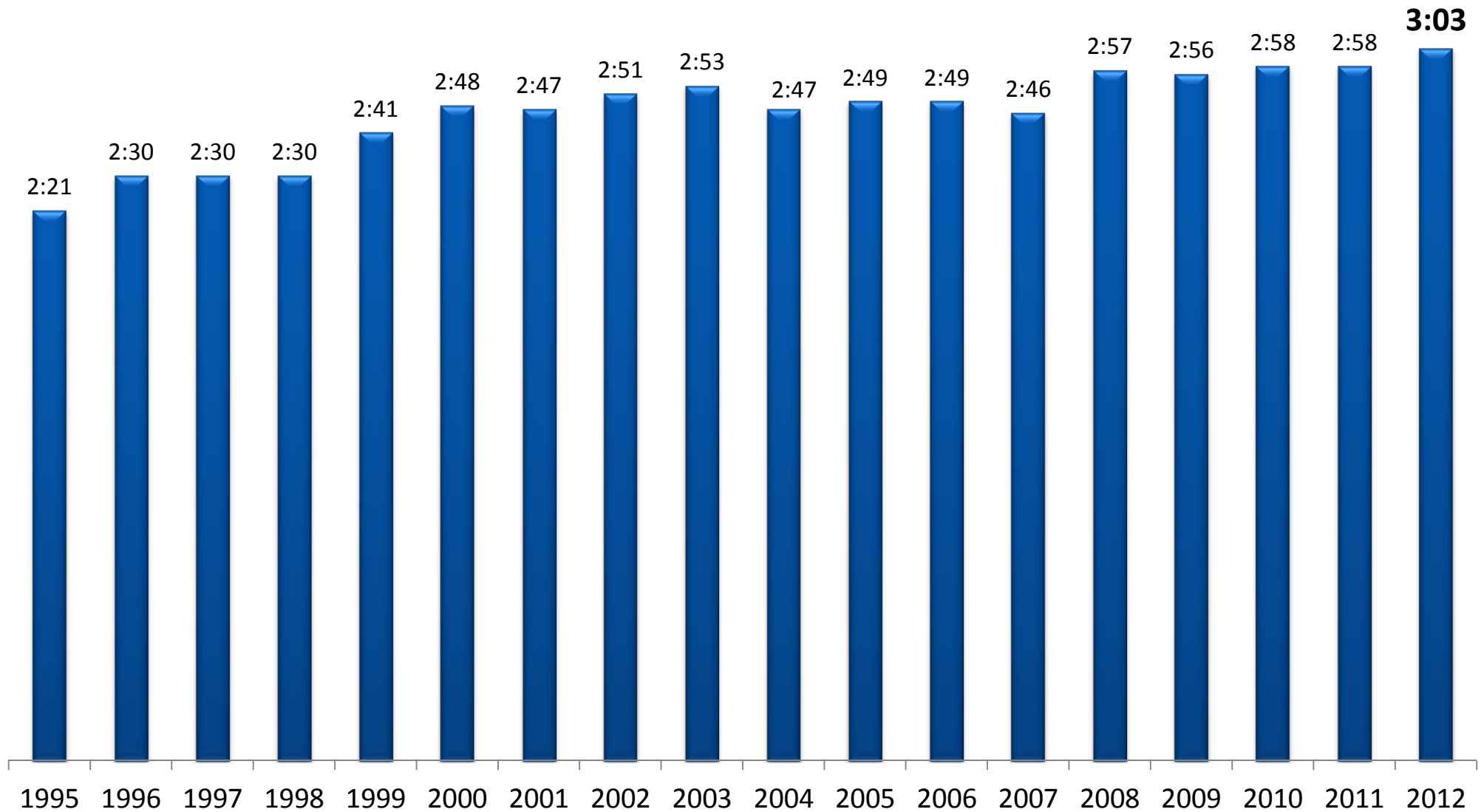
Television viewing in Finland 2012

Tennispalatsi 6.2.2013

Lena Sandell

Daily viewing time (hrs;min)

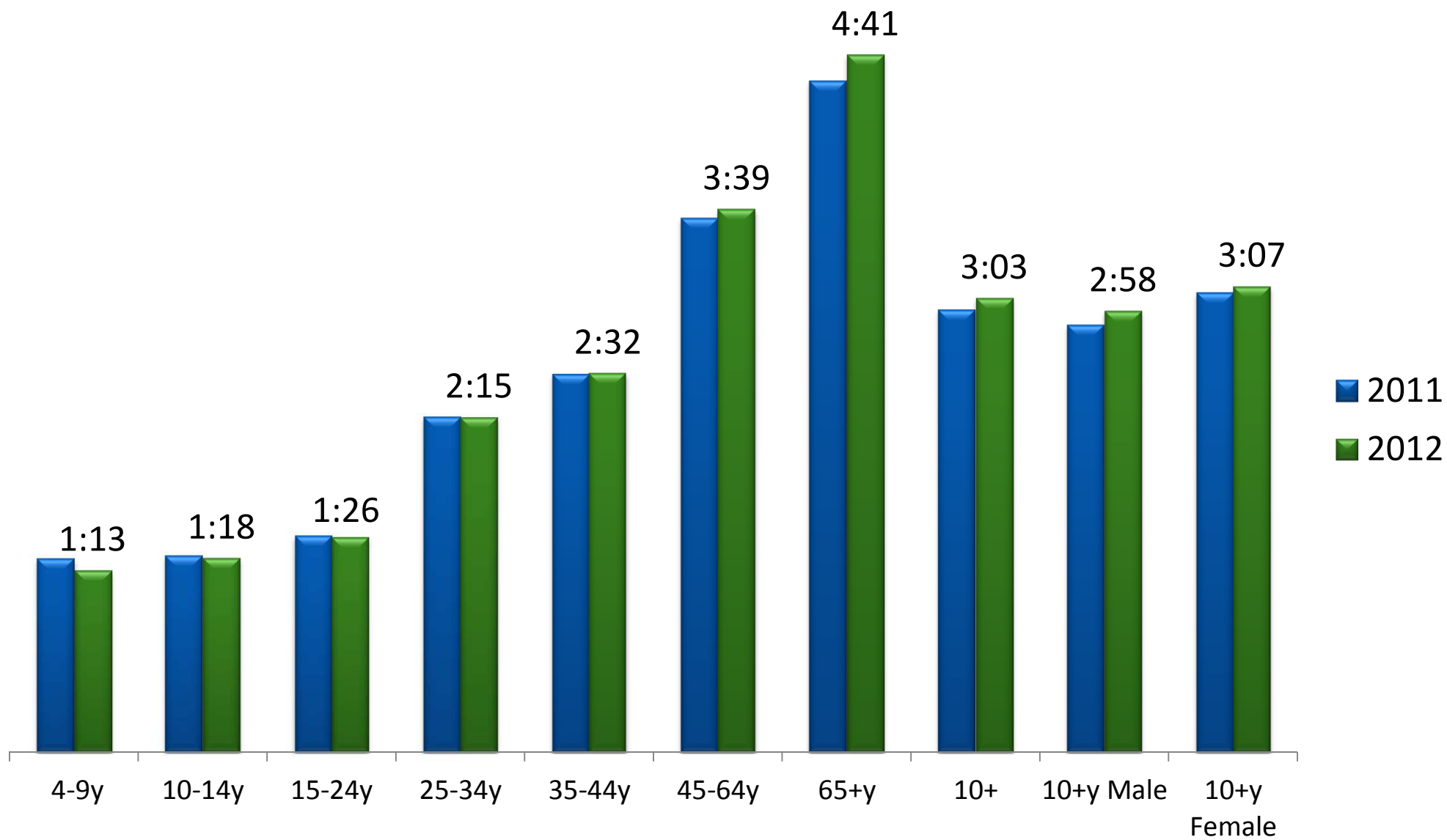
Timeshift and guest viewing included since 2008



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



Daily viewing time (hrs;min) by age groups

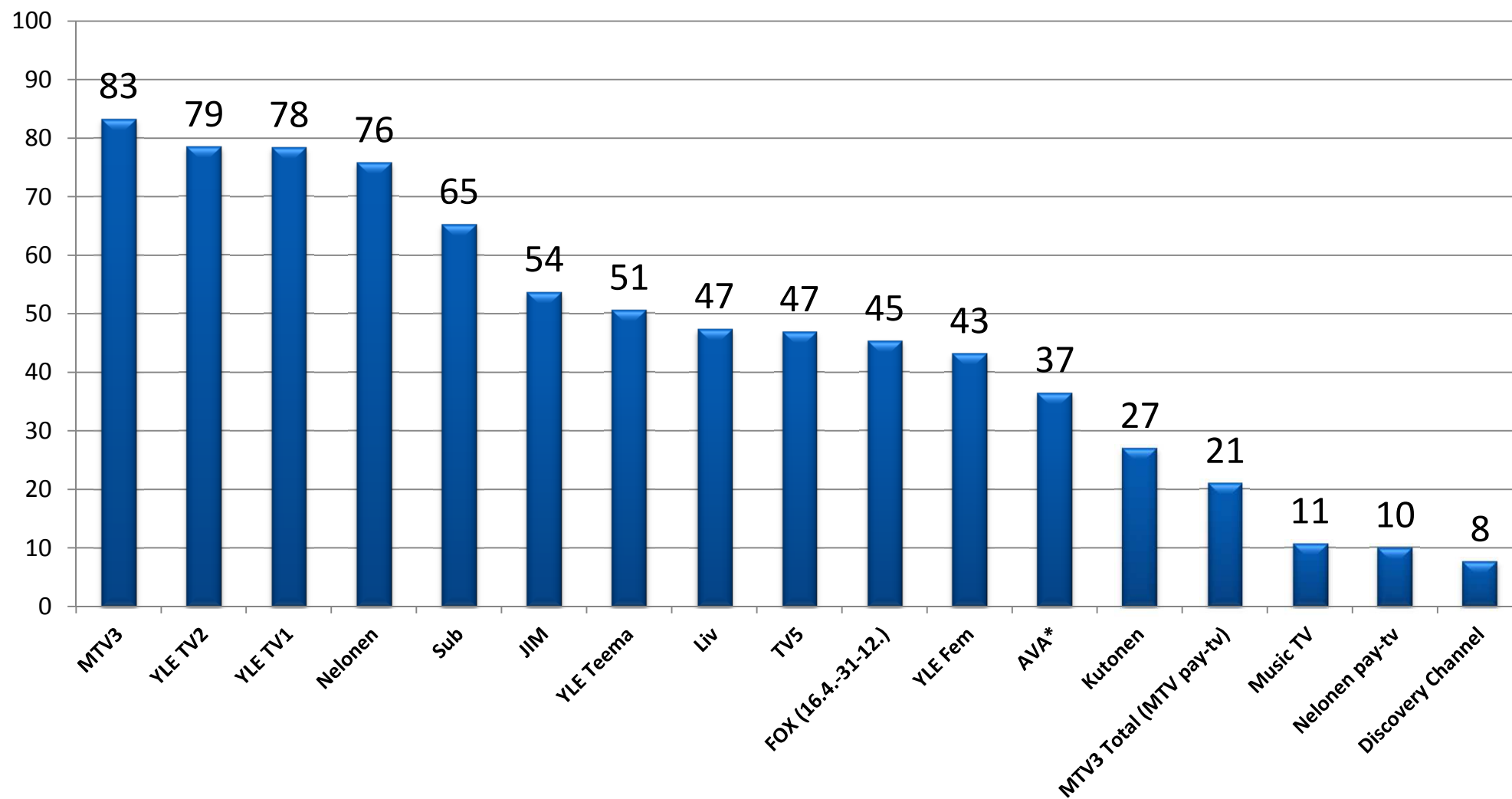


Source: Finnpanel Oy, TAM, incl. timeshift and guest viewing



Average weekly reach (%) 2012

Source: Finnpanel Oy, TAM, 10+ y incl. timeshift viewing

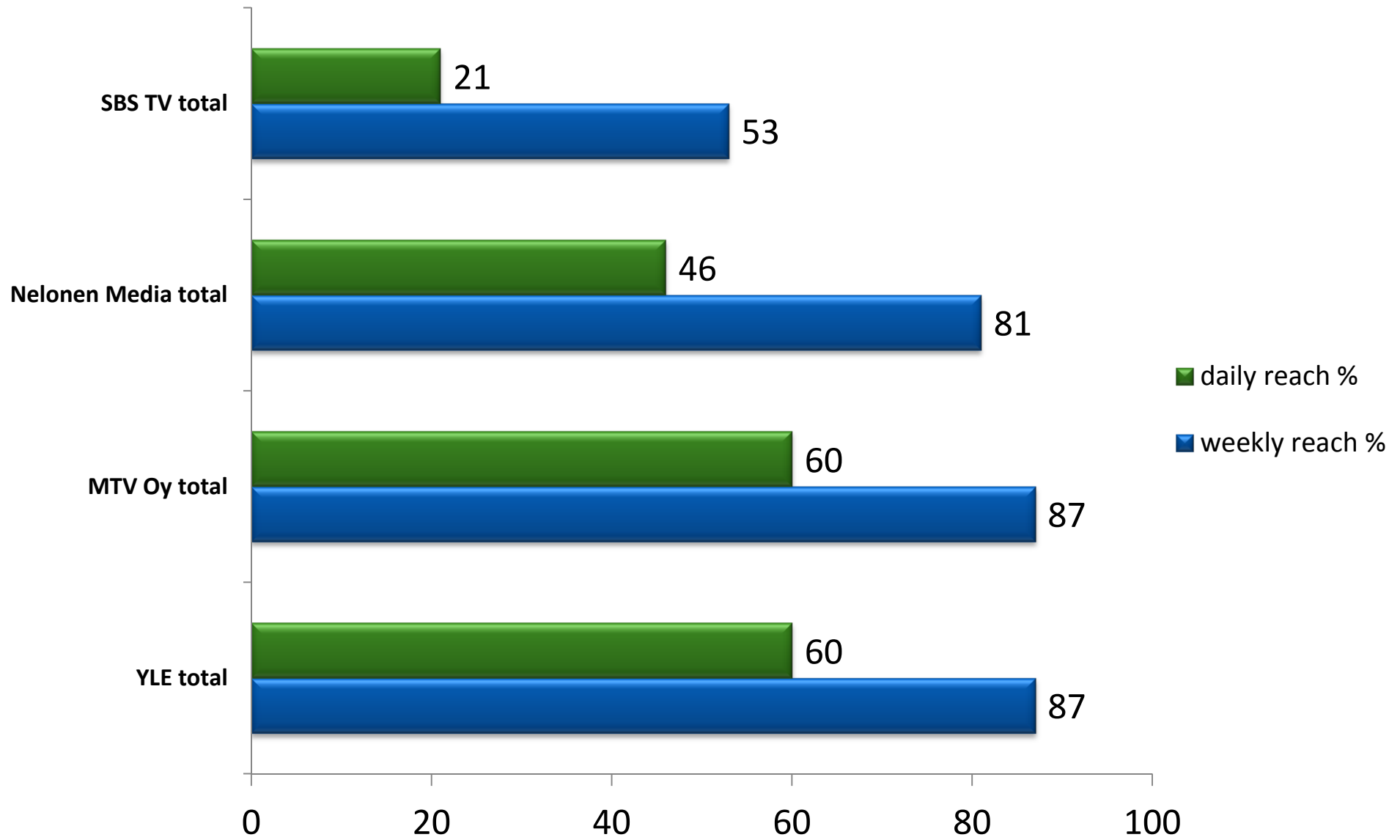


*AVA expanded to terrestrial 1.2. -12.

FOX launched 16.4.-12 at SuomiTV's channel frequency.



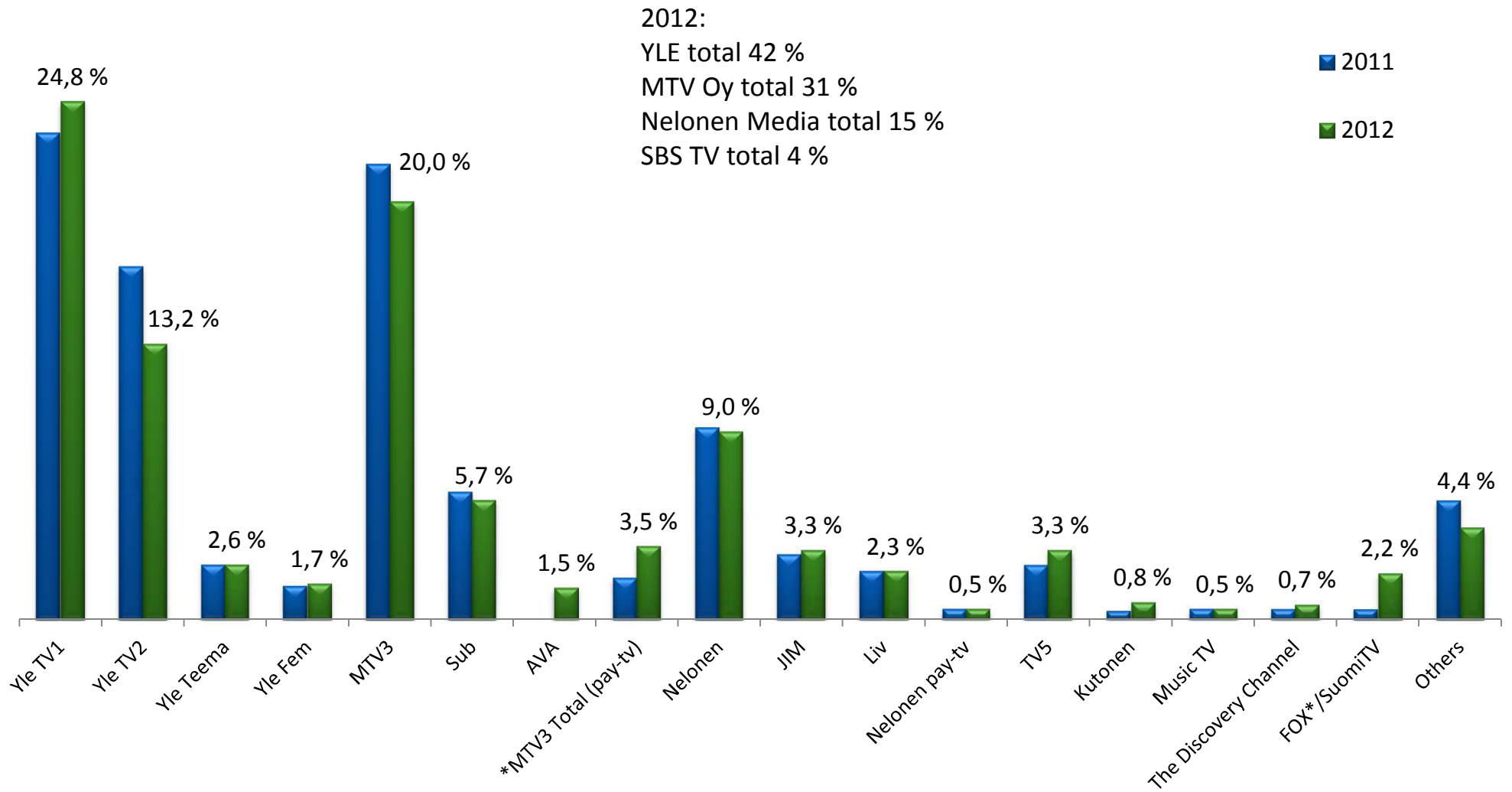
Television reach by main media companies



Source: Finnpanel Oy, TAM, incl. timeshift viewing



Channel shares (%) of total viewing

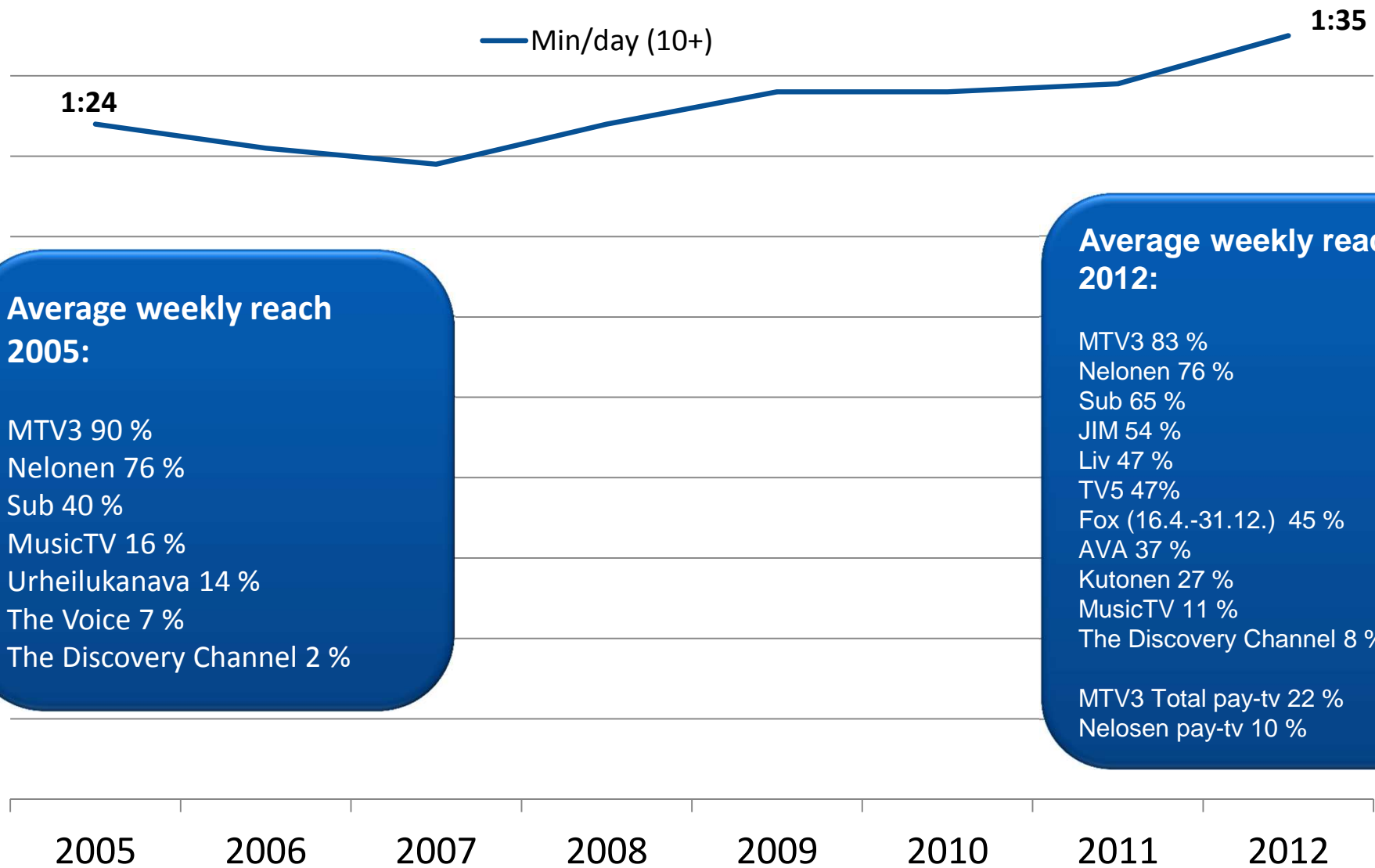


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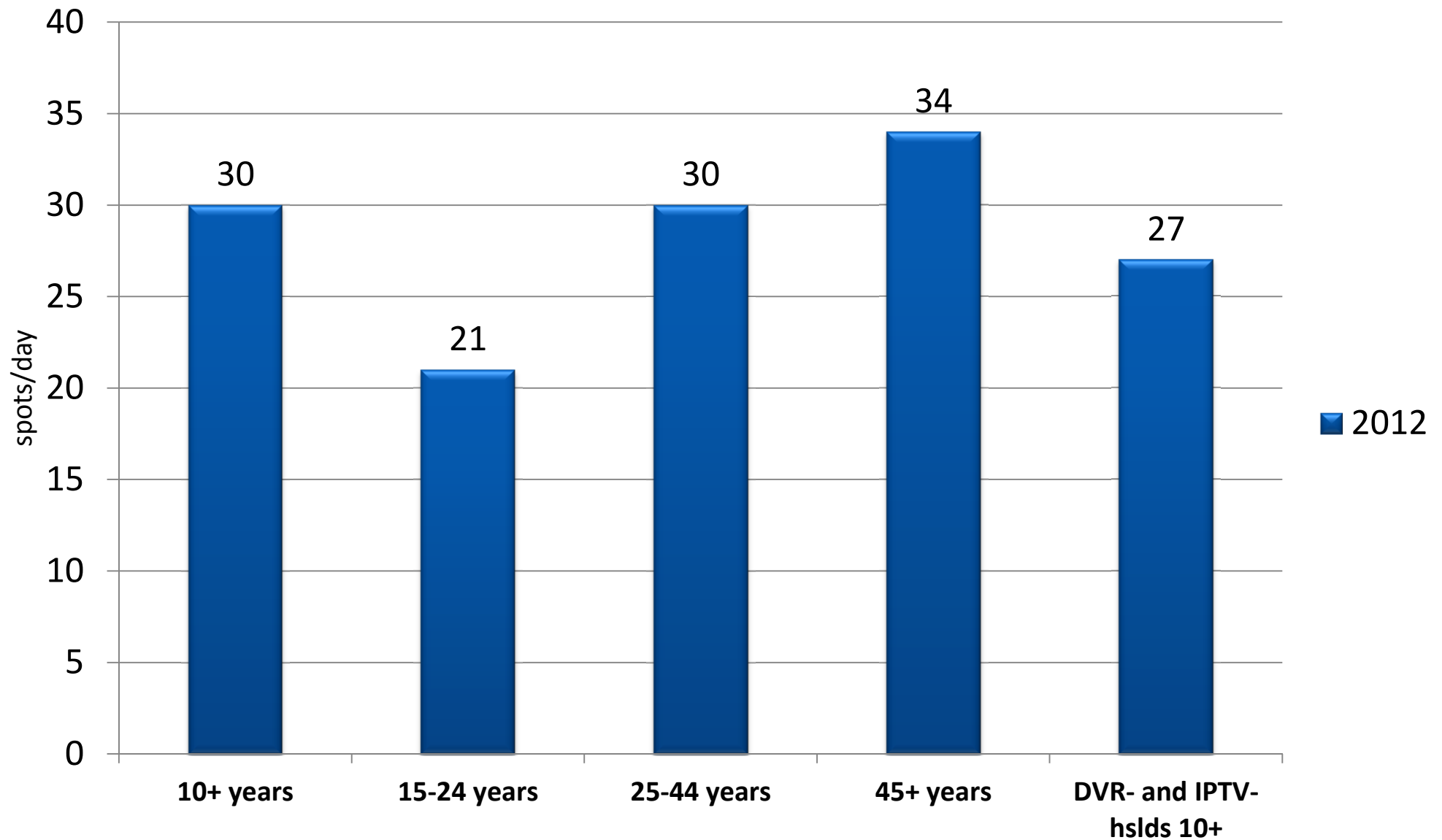
Daily commercial viewing time 1,5 hours



Source Finnpanel Oy, TAM (population: 10+ years) Timeshift and guest viewing included since 2008
Commercial channels = selling air time in Finland



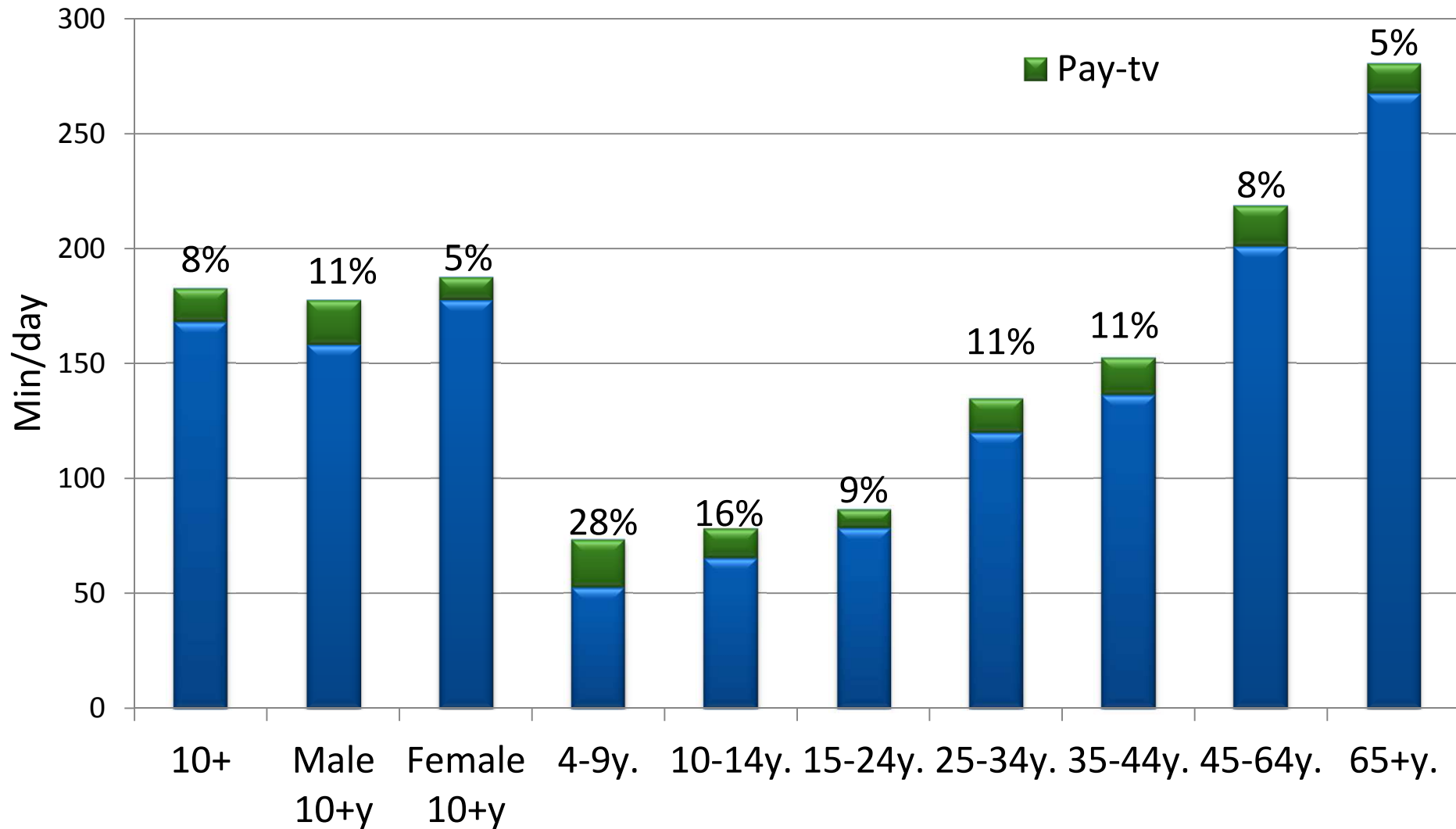
In average 30 TV ads per day



Source: Finnpanel Oy, TAM 2012.
Commercial national spots in Finland.
DVR (Digital Video Recorder), IPTV (IPTV-reception)



Pay-TV viewing share by age group 2012



Source: Finnpanel Oy, TAM 2012, incl. timeshift and guest viewing



Top programmes (recurrent programmes) 2012

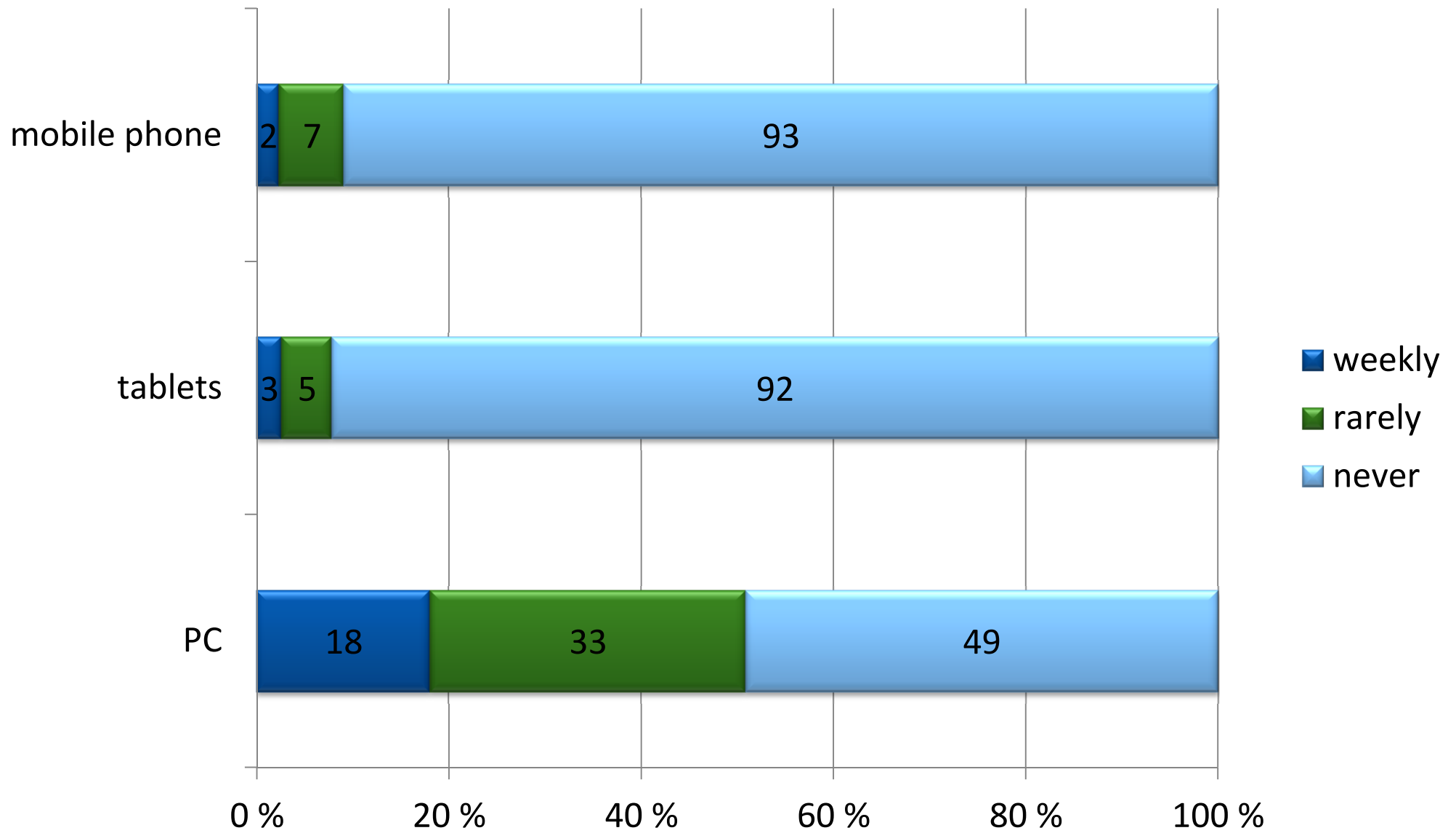
Title	Channel	Average rating of all episodes (10+)	Number of episodes
Putous	MTV3	1 210 000	8
Strictly Come Dancing	MTV3	1 173 000	10
Presidential election 2012	YLE 1	909 000	14
Farmer Wants a Wife	MTV3	877 000	12
Roba	MTV3	832 000	12
Salatut elämät	MTV3	805 000	180
Idols	MTV3	783 000	20
Vain elämää	Nelonen	727 000	8
Yle TV-News 20.30	YLE 1	714 000	363
The Voice of Finland	Nelonen	693 000	16

Source: Finnpanel Oy, TAM, incl. timeshift and guest viewing.

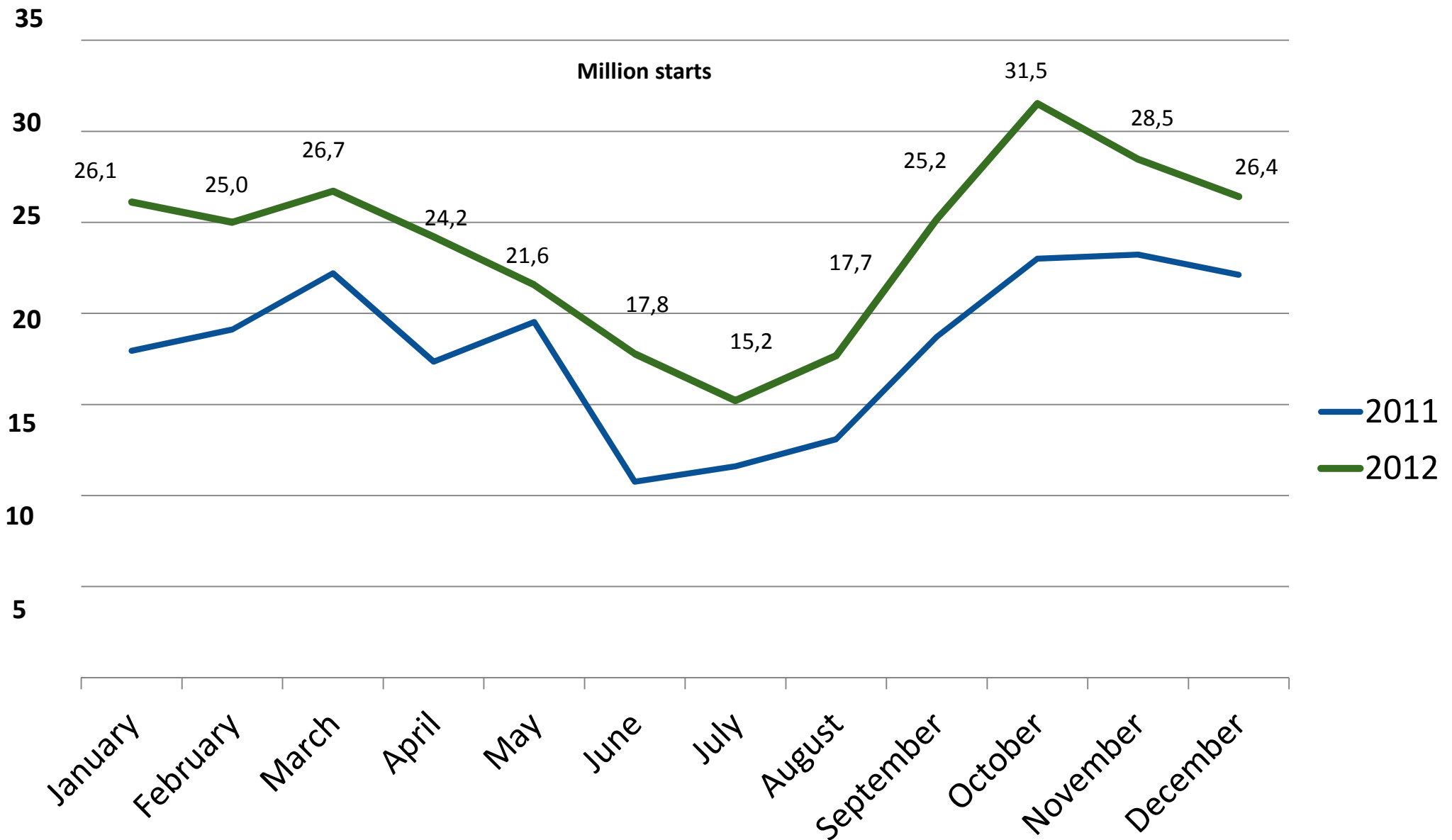
Recurrent programmes (excl. Reruns, sports events, programmes aired less than 3 times, programmes shorter than 3 minutes).



Besides TV, what other devices do you use to watch TV programmes?

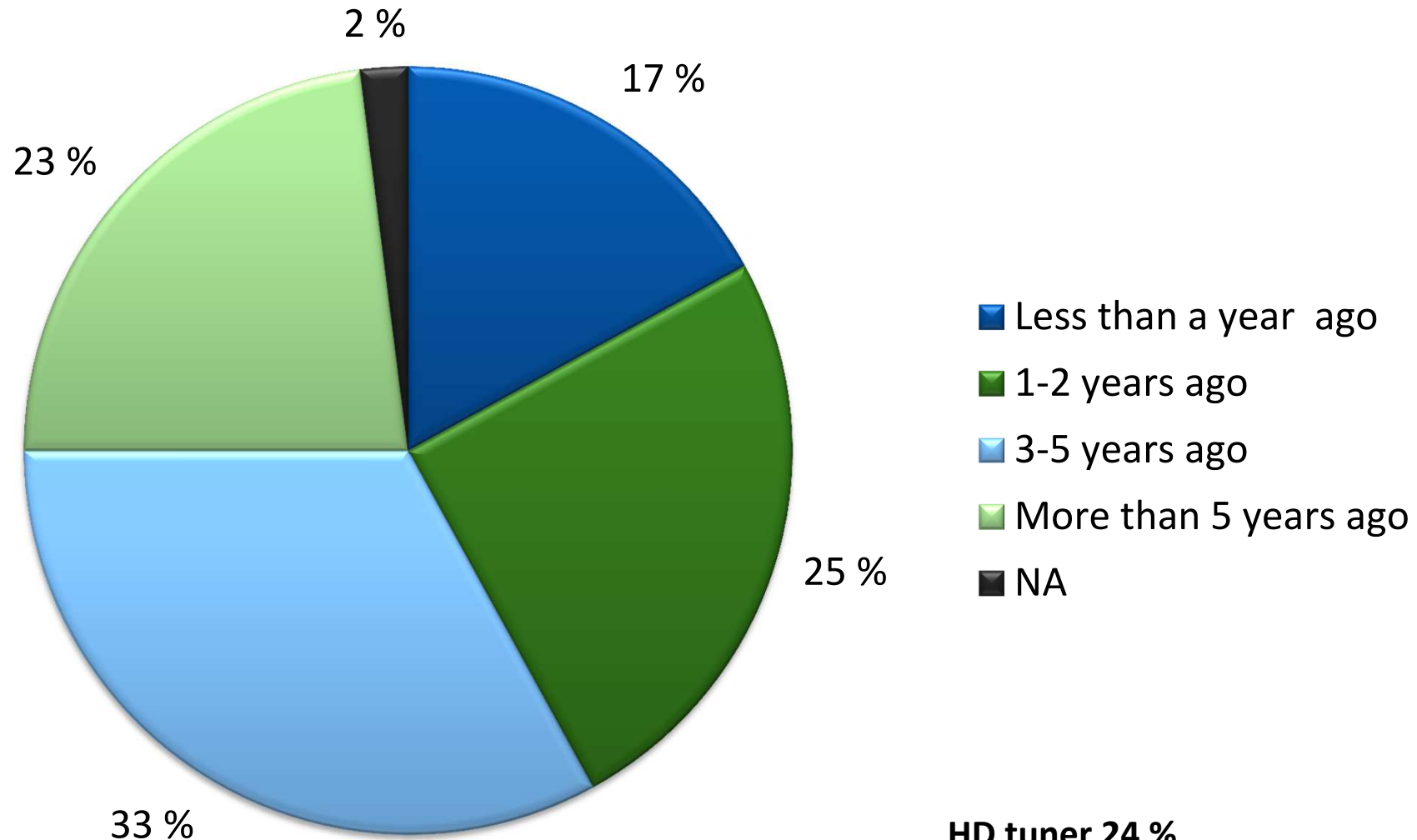


Web-TV services Areena, Katsomo and Ruutu.fi: in average 24 million web-tv starts monthly



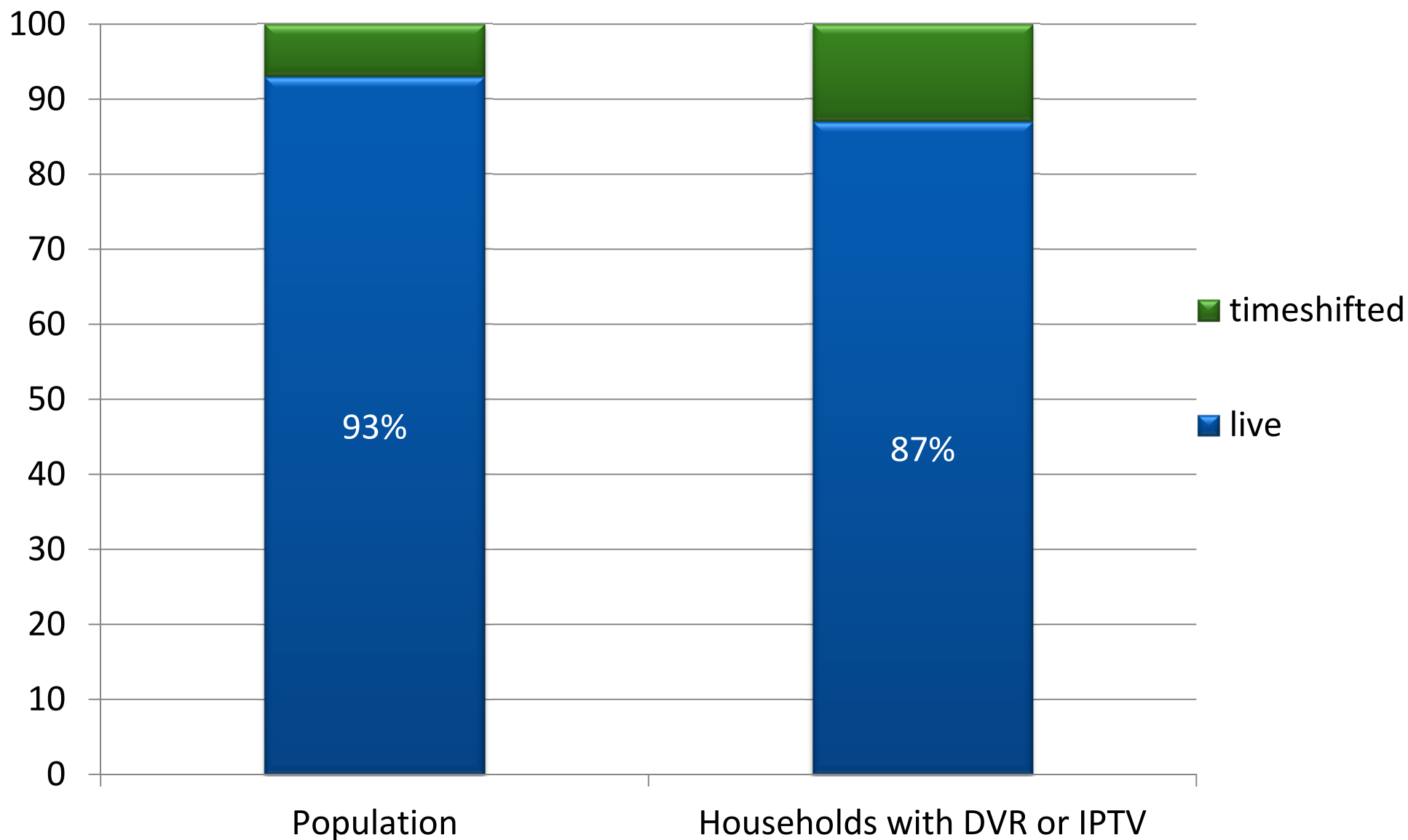
Source: YLE, MTV Oy and Nelonen Media (free to air content from TV1, TV2, Teema, Fem, MTV3, Sub, AVA, Nelonen, JIM and Liv)

When was the newest TV-set in your household bought?



HD tuner 24 %
Subscribes to HD Channels 5 %
DVR (box/tv) 43 %

Most of the TV-programmes are watched live even in households with DVR or IPTV



Source: Finnpanel Oy, TAM 2012, Population 10+y. excl. guests in DVR- or IPTV-households, year 2012



Top 10 timeshifted programmes 2012:

Channel	Title	Date	Starting time	Rating (000) Live+timeshift	Timeshift share of consolidated
MTV3	Putous	Sat 18.2.	19:28	1026 + 219	18 %
MTV3	Roba	Mon 17.2.	21:00	727 + 151	17 %
Nelonen	Vain elämää	Fri 9.11.	20:00	498 + 137	22 %
MTV3	Putous-UNICEF	Sat 3.3.	19:27	668 + 125	16 %
MTV3	Helsingin herra	Tue 7.2.	21:03	762 + 125	14 %
MTV3	Terra Nova	Sat 28.1.	20:59	502 + 124	20 %
Nelonen	The Voice of Finland	Fri 9.3.	19:57	578 + 120	17 %
YLE 1	Uutisvuoto	Sat 28.1.	21:30	714 + 116	14 %
YLE 1	Midsomerin murhat	Sat 25.2.	19:40	434 + 112	21 %
YLE 2	Pirunpelto	Wed 19.12.	21:00	853 + 112	12 %

Source: Finnpanel Oy, TAM 2012, 10+y. incl. guests

For recurring programs, only the best broadcast is listed.



Top-10 programmes 2012:

Title	Channel	Date	Rating	Rating-%
Independence day gala	YLE 1	Thu 6.12.	2 189 000	46
Yle TV-News	YLE 1	Thu 6.12.	2 185 000	46
London Olympics: Day 15	YLE 2	Sat 11.8.	1 672 000	35
Putous	MTV3	Sat 25.2.	1 397 000	29
London Olympics: Day 12	YLE 2	Wed 8.8.	1 354 000	28
Presidential election 2012	YLE 1	Sun 22.1.	1 315 000	28
Strictly Come Dancing	MTV3	Sun 21.10.	1 284 000	27
Ice Hockey W. Ch.: Quarterfinal / USA – FIN	Ava	Thu 17.5.	1 248 000	26
Jääkiekon MM-kisat: FIN – CAN	Ava	Fri 11.5.	1 228 000	26
London Olympics: Day 9	YLE 2	Sun 5.8.	1 143 000	24

Source: Finnpanel Oy, TAM, Population 10+y.
Best performance / programme



Top Programs by Channel

Yle TV1	Nelonen	Yle Fem	TV5	The Discovery Channel
Yle TV2	Sub	JIM	Liv	Kutonen
MTV3	Yle Teema	MTV	FOX	AVA

Top Programs by Age Group and Sex

10+	10-24	25-44	45-64	65+	4-9
10+ Male	10-24 Male	25-44 Male	45-64 Male	65+ Male	
10+ Female	10-24 Female	25-44 Female	45-64 Female	65+ Female	

Top Programs by Genre

Actual	Domestic Fiction	Sports Programs
Factual	Childrens' Programs	News
Movies	Foreign Series	Entertainment

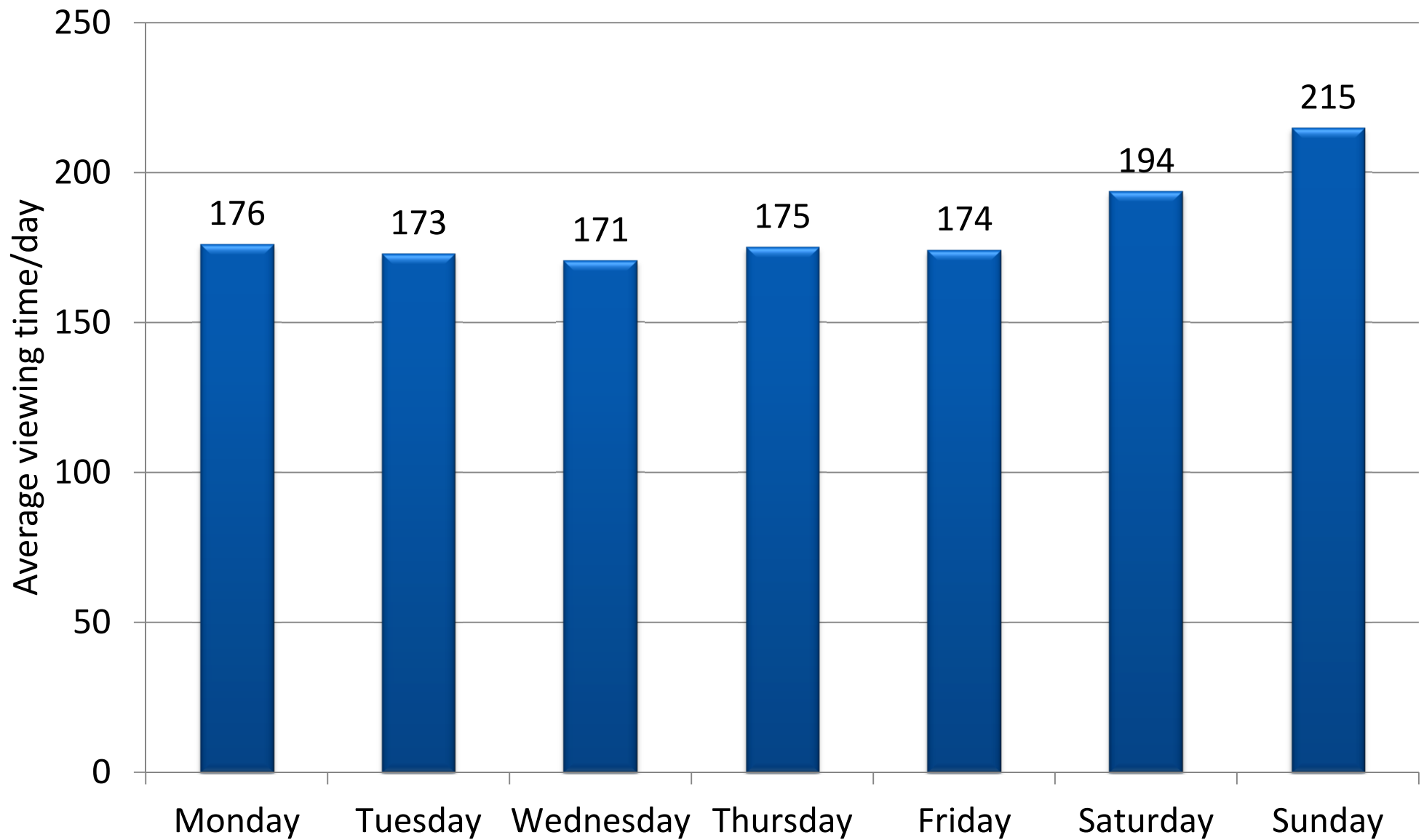


2012 was a good year for TV ...

- In average, Finns watch approximately three hours of television every day – 21 hours of weekly viewing
- Web-TV starts increased 50 %
- Wide choice for TV viewers - Finns watch 10 different channels weekly
- Popular TV-content attract millions of viewers



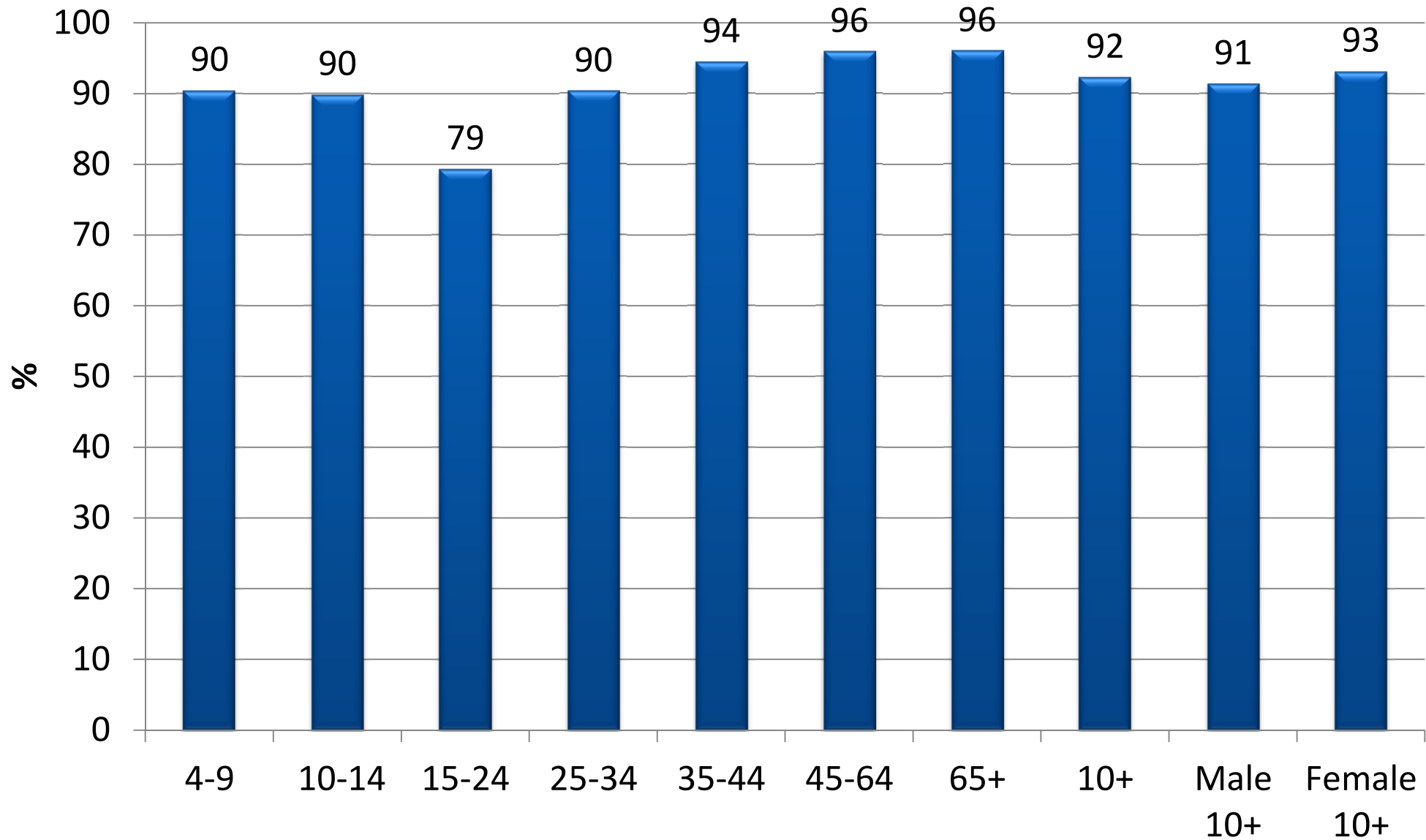
Variation of viewing by weekdays 2012



Source: Finnpanel Oy, TAM 2012 (10+), incl. timeshift and guest viewing

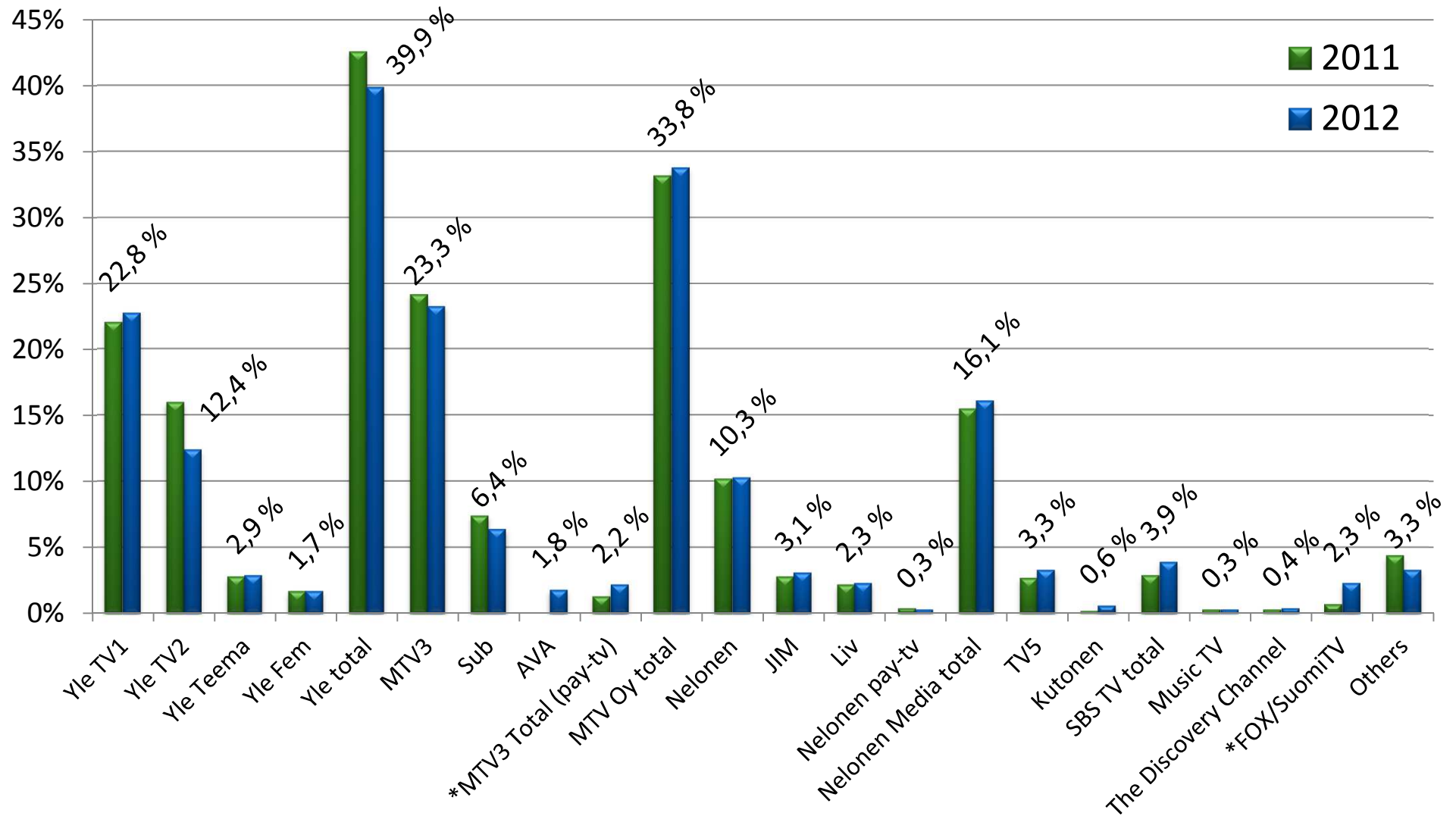


Weekly reach 2012, % by age group



Source: Finnpanel Oy, TAM 2012, incl. timeshift. At least 1 minute weekly viewing.

Channel shares (%), prime time viewing 18-23



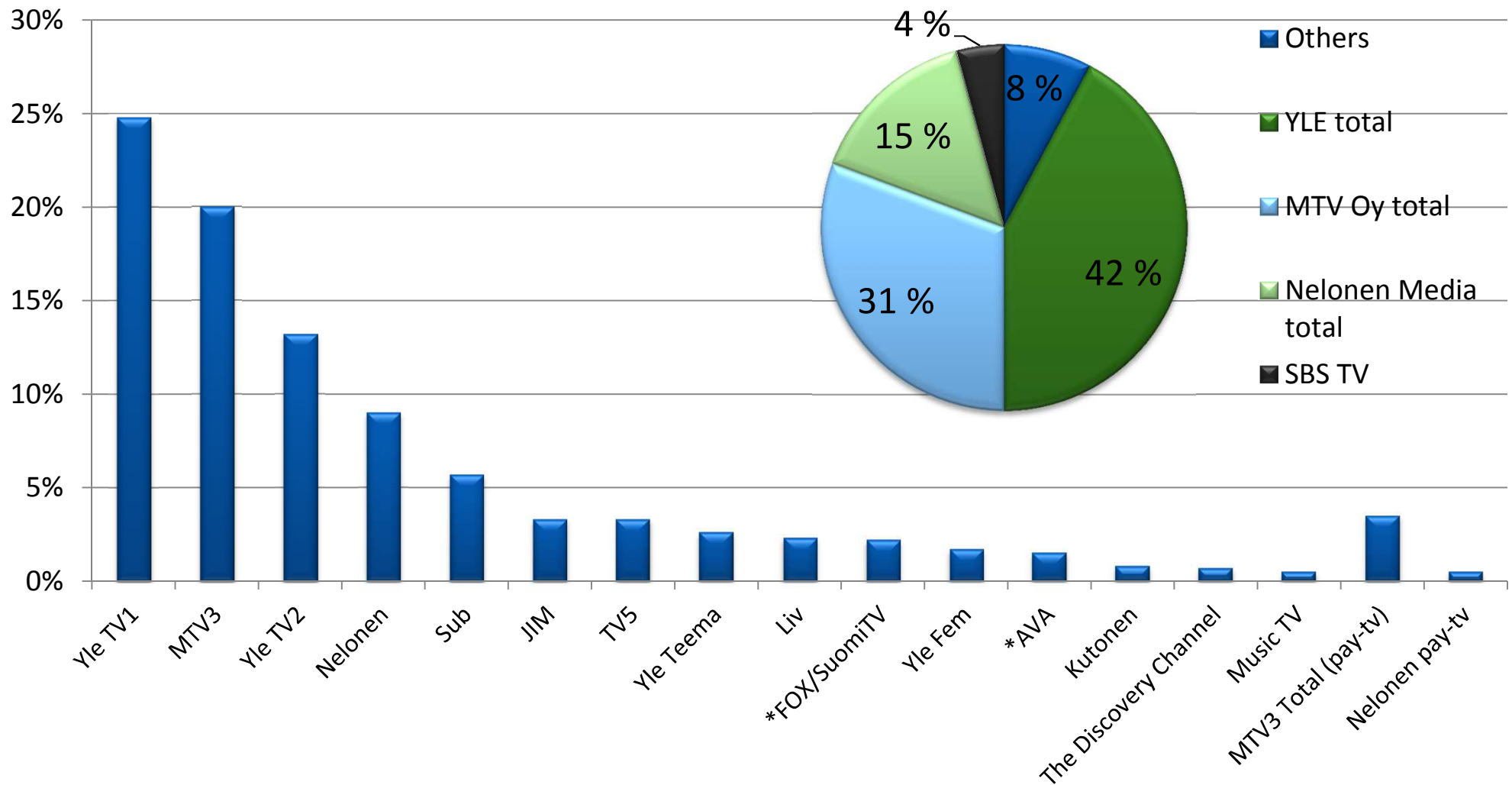
Source Finnpanel Oy, TAM, 10+ y. incl. timeshift and guest viewing.

*incl. AVA in 2011. AVA expanded to terrestrial 1.2. -12..

*FOX started 16.4.-12 (includes SuomiTV viewing during 1.1.-15.4.).



Channel shares (%) 2012



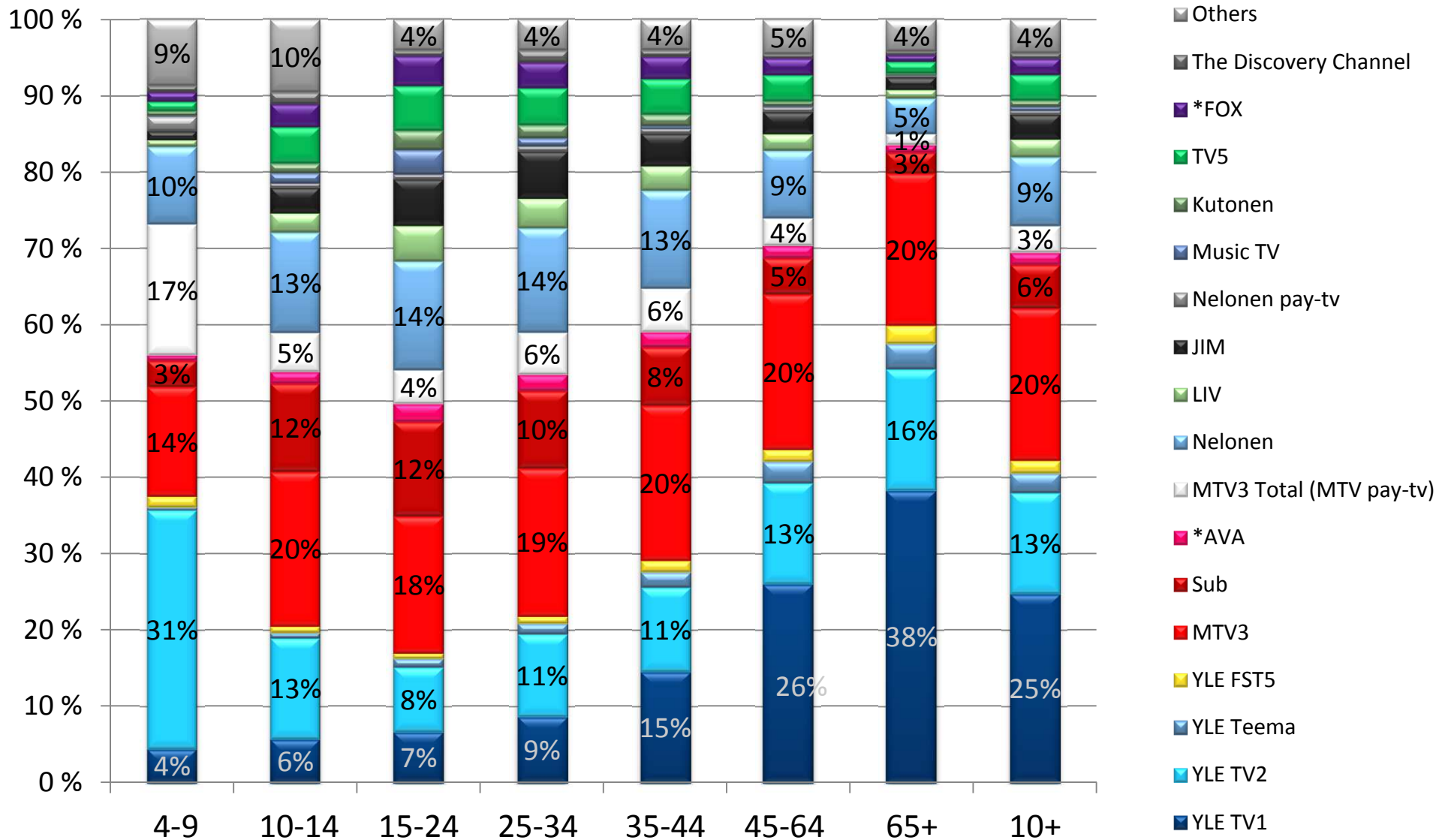
Source Finnpanel Oy, TAM, 10+ y. incl. timeshift and guest viewing.

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Channel shares (%) by age groups 2012



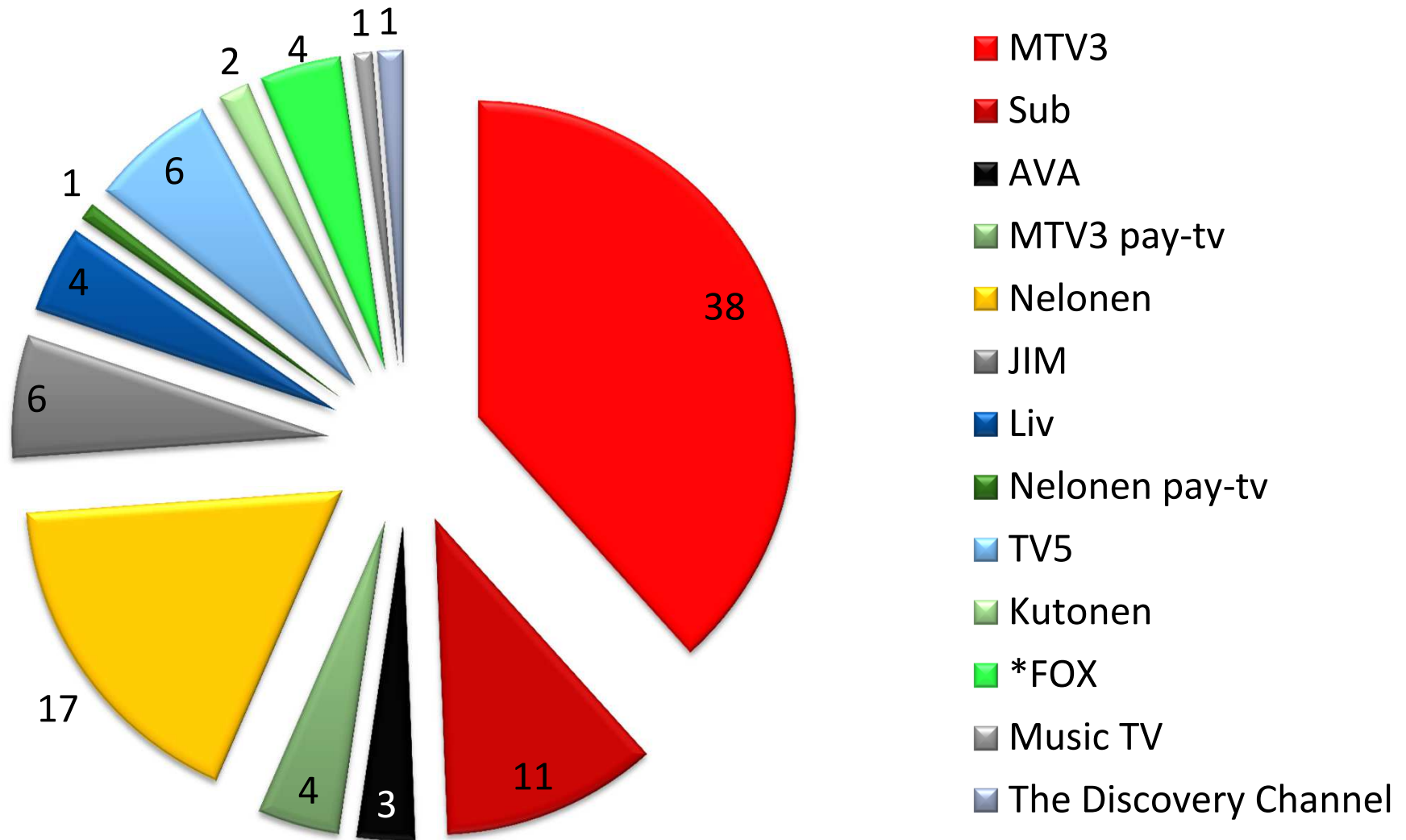
Source: TAM, 10+ years incl. timeshift and guest viewing.

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Channel share of commercial viewing 2012 (%)

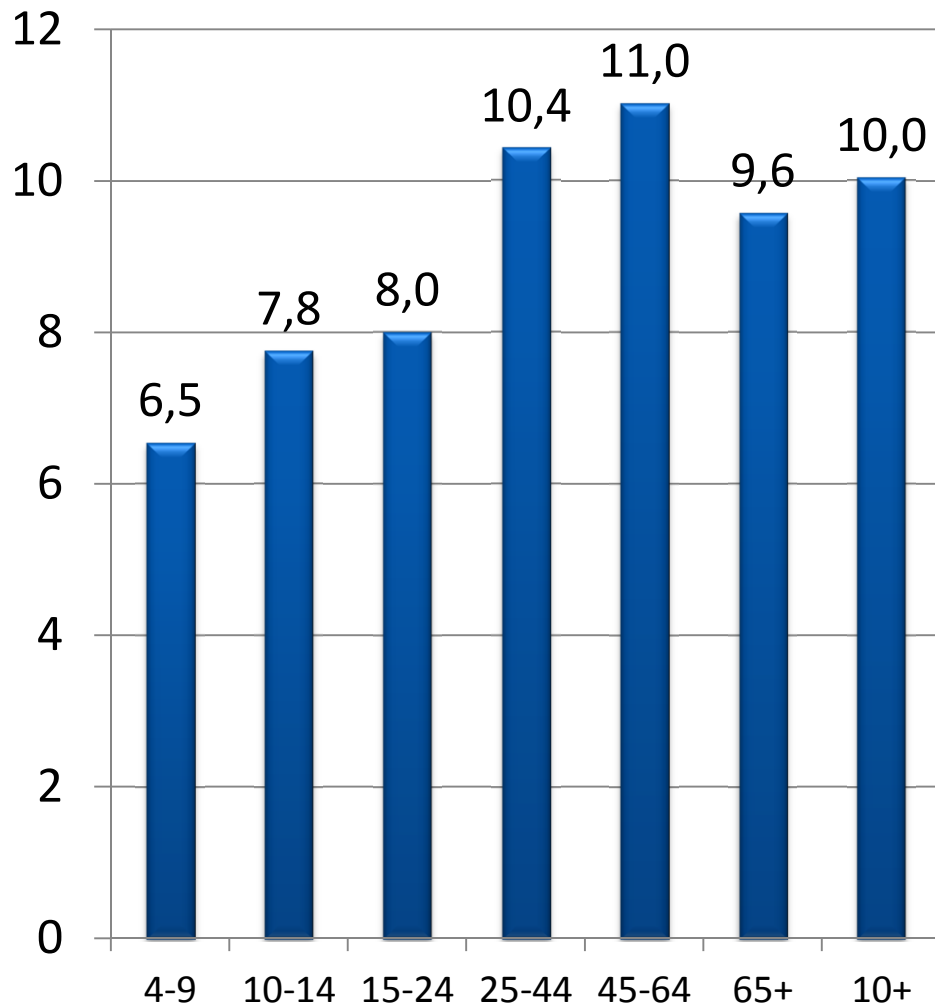


Source: TAM 2012, 10+ years incl. timeshift and guest viewing.
 Commercial channels = selling air time in Finland (23 channels)
 *FOX started 16.4.-12 (includes SuomiTV viewing during 1.1.-15.4.).

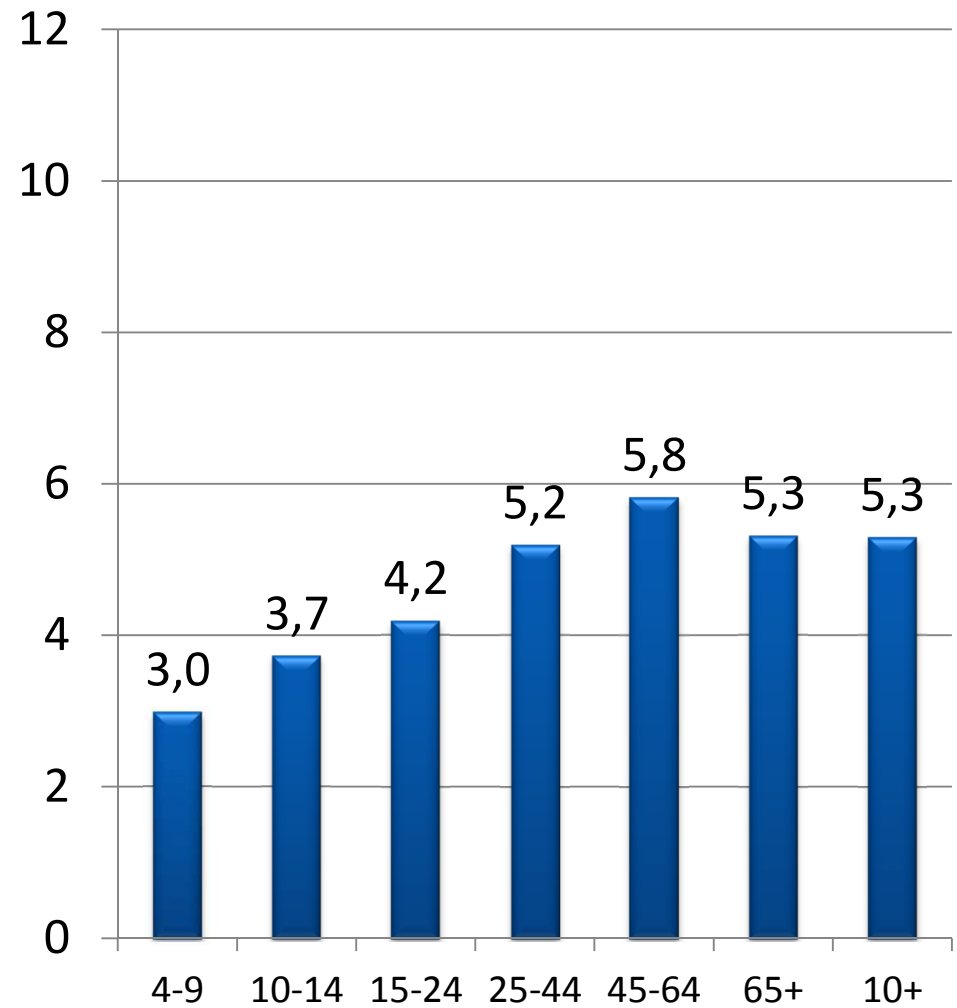


Number of channels viewed

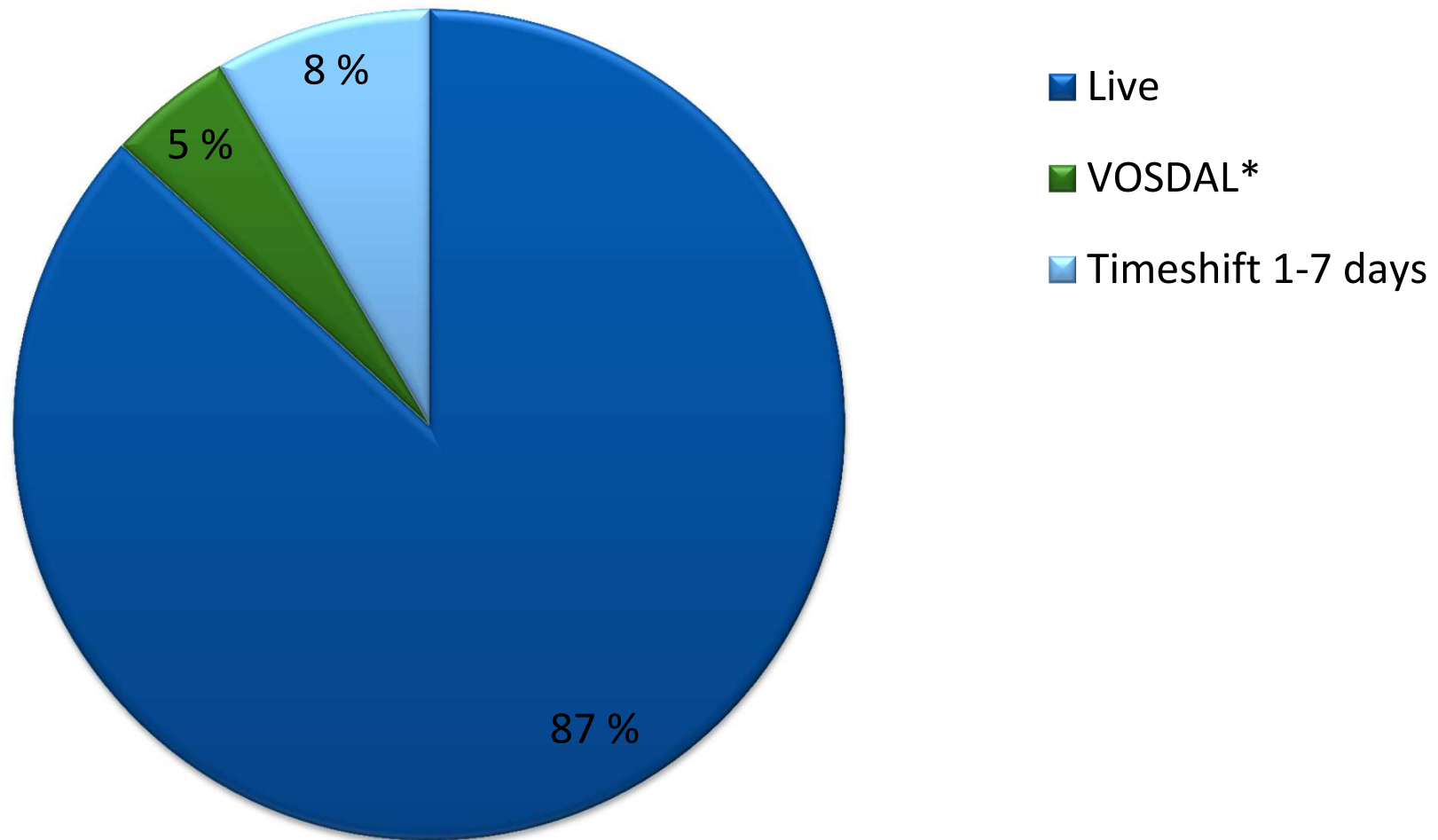
Weekly



Daily



Most viewing is still 'live'



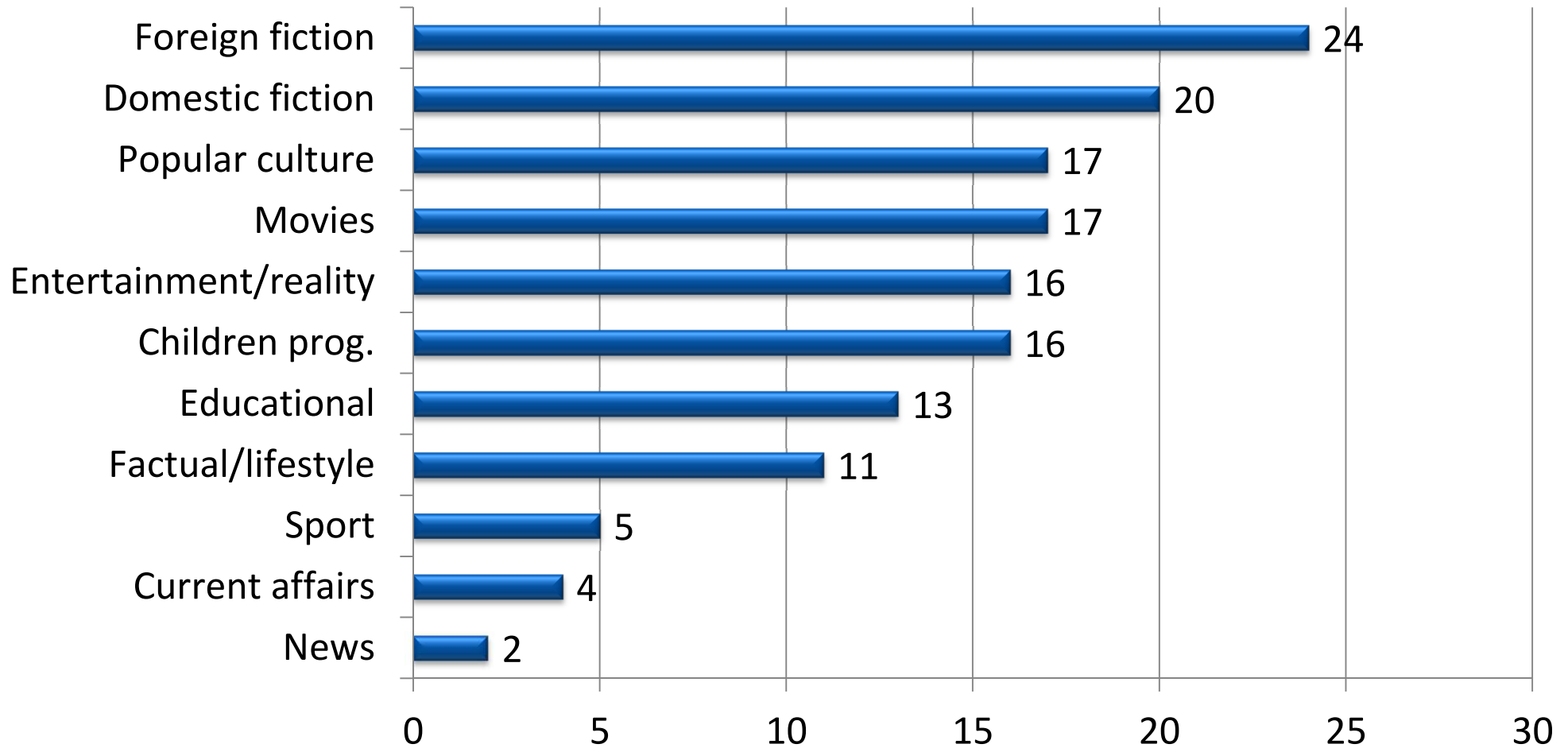
Source: Finnpanel Oy, TAM, 10+y. excl. guests in DVR- and IPTV-hslds, 2012

* VOSDAL = Viewed on same day as live

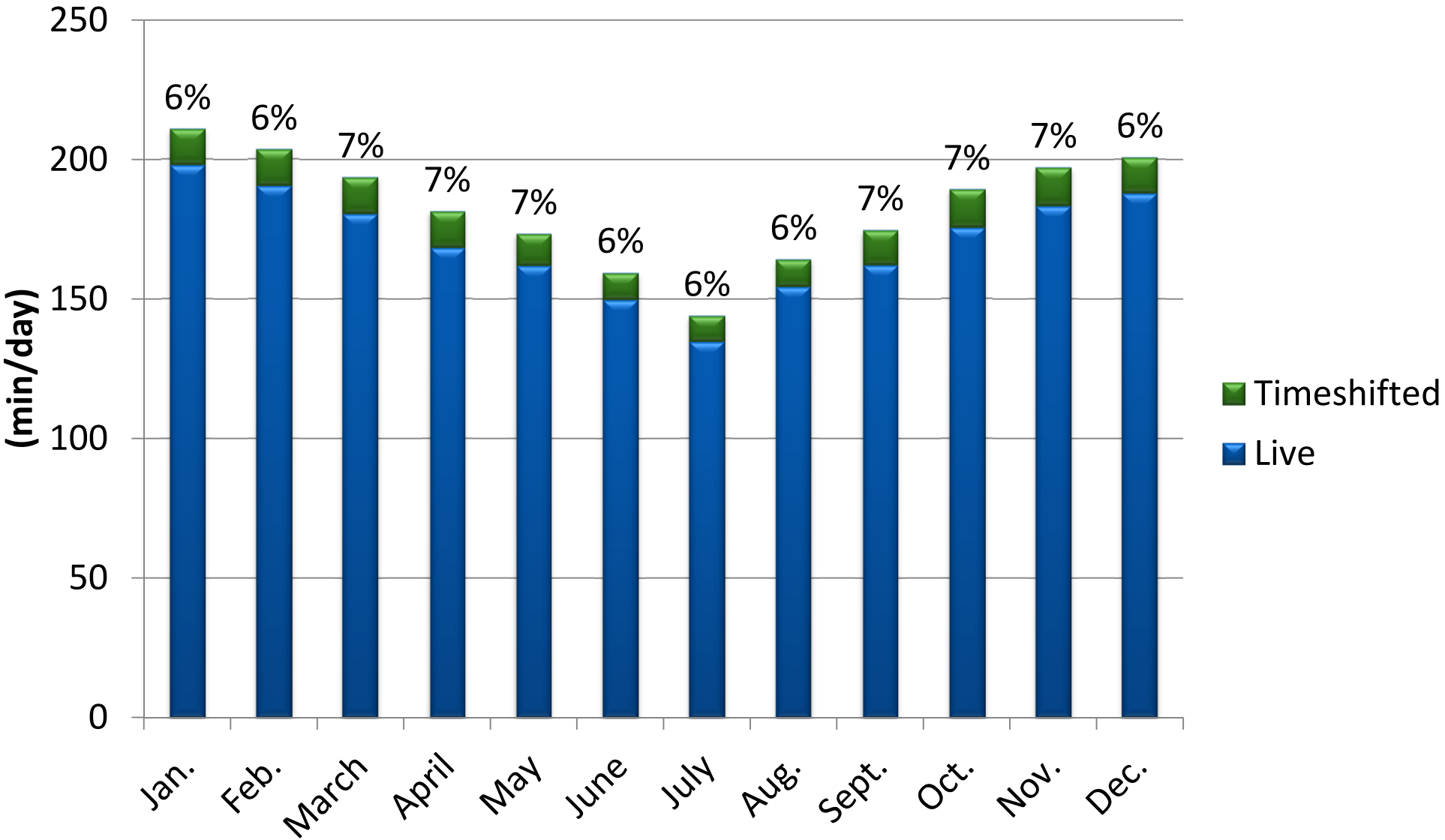


Most timeshifted viewing for Foreign fiction – least for News and Current affairs

Share of timeshifted viewing - by genre
in DVR- and IPTV-households (%)



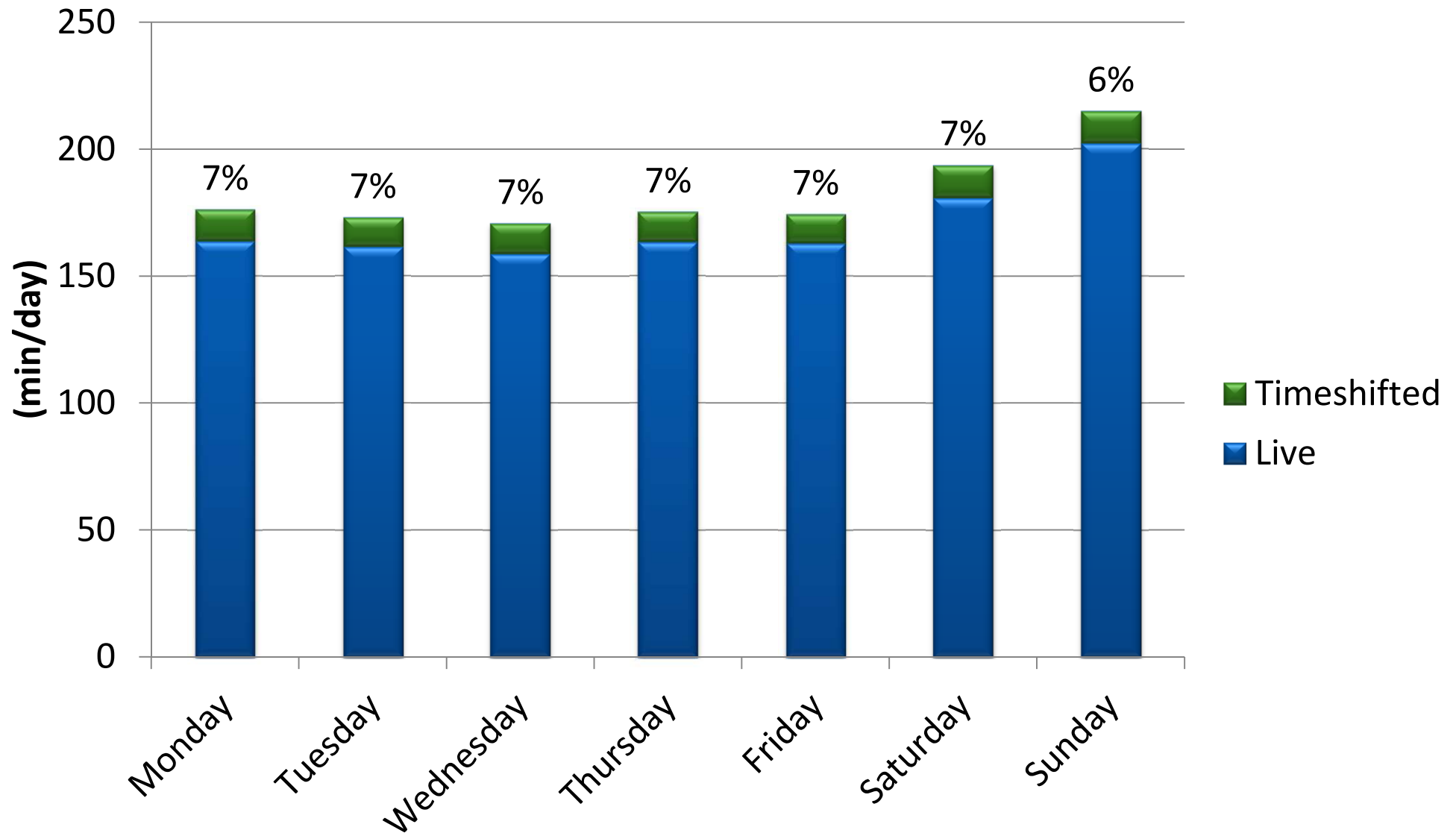
Share of timeshifted viewing is stable during the year



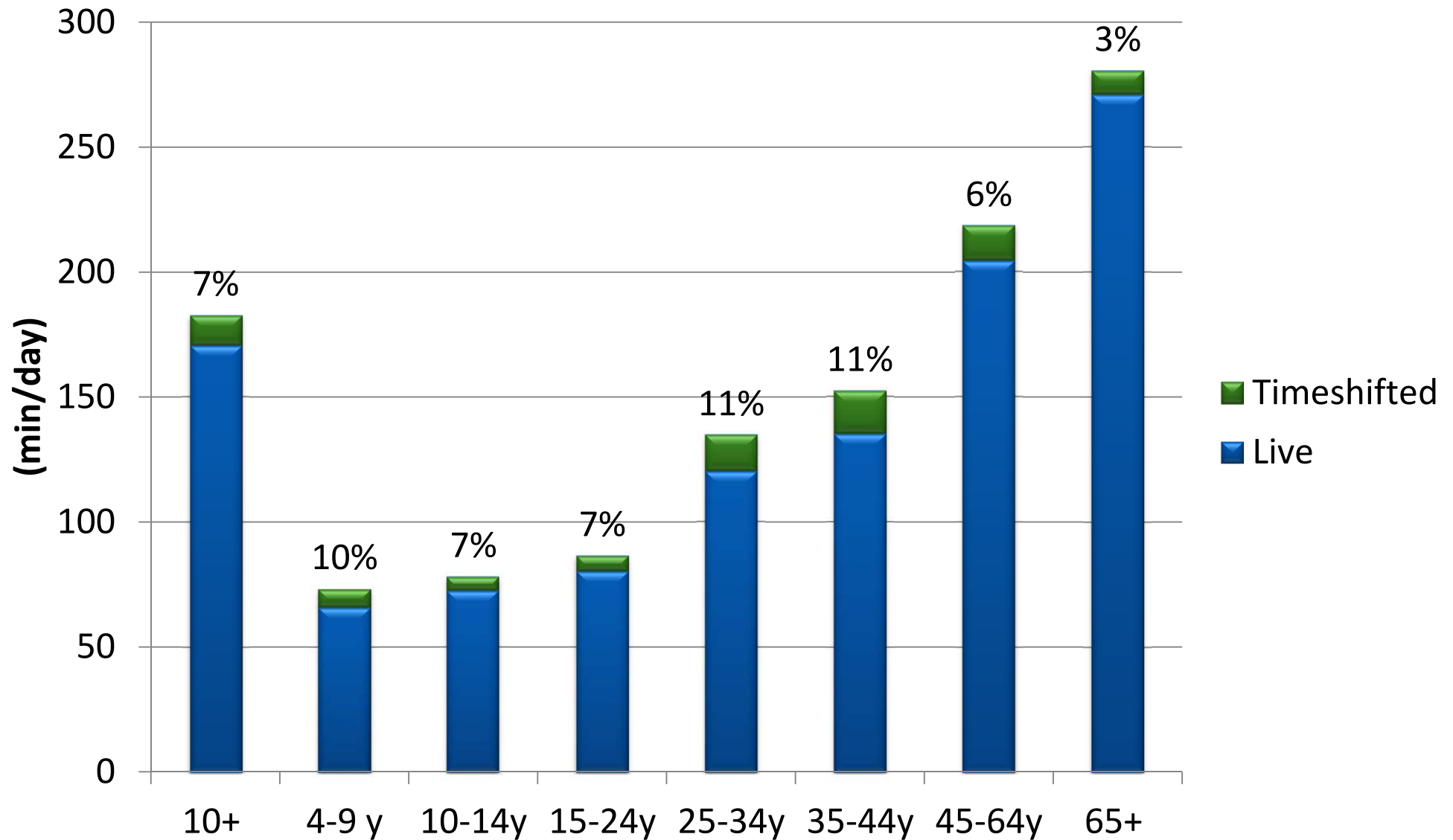
Source: Finnpanel Oy, TAM, 10+ years incl. guests, 2012



Share of timeshifted viewing during weekdays is stable



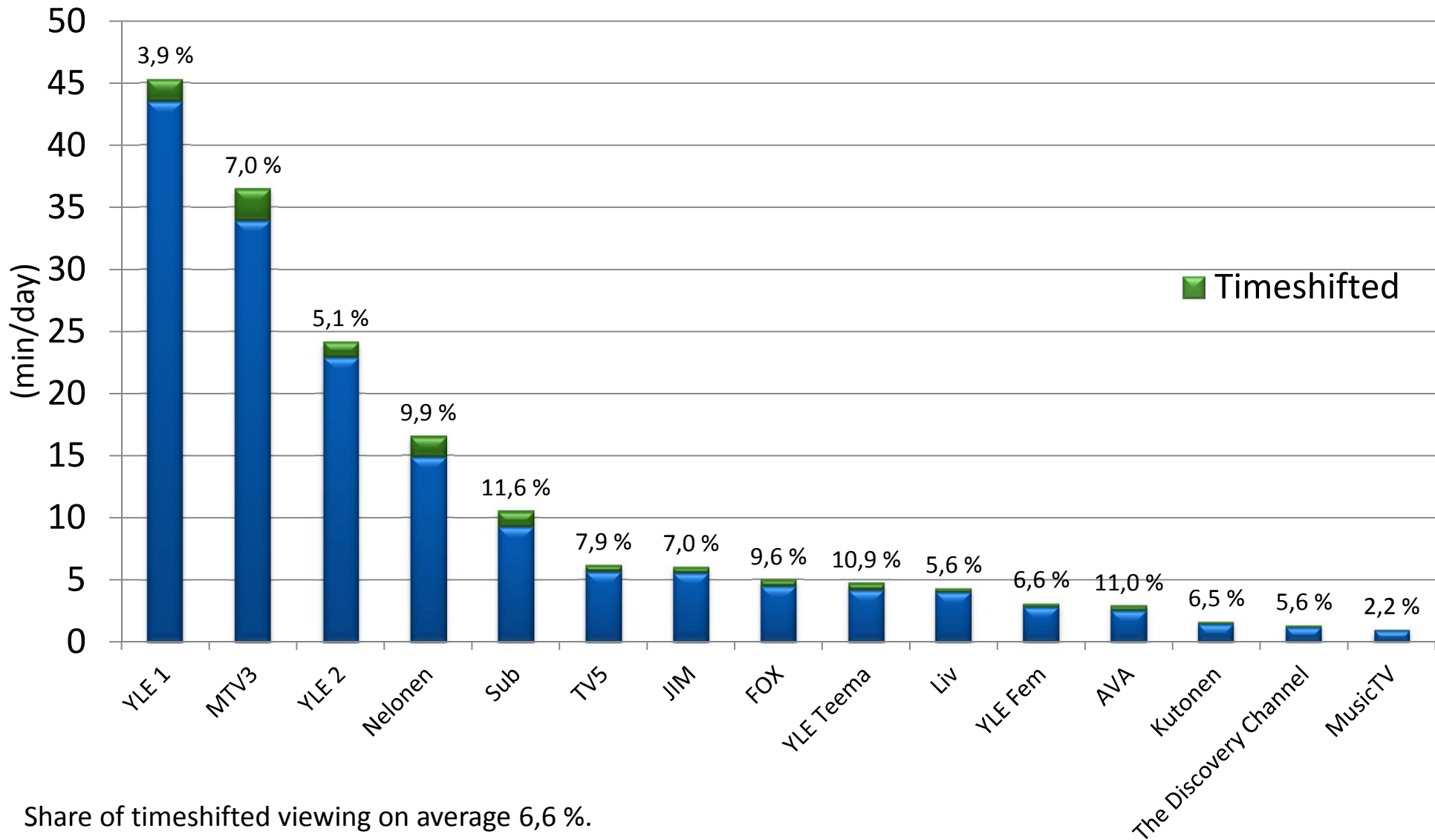
Share of timeshifted viewing - by agegroup 2012



Source: Finnpanel Oy, TAM, 10+ years incl. guests



Share of timeshifted viewing - by channel



Source: Finnpanel Oy, TAM, 10+ years incl. guests
 FOX started 16.4.-12 at SuomiTV's frequency.



Top-5 programmes 2012 by age groups (rating-%)

10-14y

1.	Putous 4.2.	44 %
2.	Duudsonit tuli taloon 19.1.	31 %
3.	Putous-Unicef 3.3.	28 %
4.	Ice Hockey W.Ch. FIN-CAN 11.5.	24 %
5.	Salatut elämät 12.11.	24 %

15-24y

1.	Yle TV-News 6.12.	26 %
2.	Independence day gala 6.12.	25 %
3.	Ice Hockey W.Ch. USA-FIN 17.5.	23 %
4.	Ice Hockey W.Ch. FRA-FIN 10.5.	22 %
5.	Ice Hockey W.Ch. FIN-CAN 11.5.	22 %

25-44y

1.	Putous 25.2.	36 %
2.	Independence day gala. 6.12.	35 %
3.	Yle TV-News 6.12.	34 %
4.	London Olympic games 11.8.	32 %
5.	London Olympic games 8.8.	27 %

45-64y

1.	Yle TV-News 6.12.	56 %
2.	Independence day gala 6.12.	54 %
3.	London Olympic games 11.8.	41 %
4.	TV-News and weather 22.1.	38 %
5.	London Olympic games 8.8.	36 %

65+

1.	Independence day gala 6.12.	73 %
2.	Yle TV-News 6.12.	71 %
3.	Strictly come dancing 21.10.	53 %
4.	Presidential election 2012 22.1.	49 %
5.	Tangomarkkinat final 14.7.	49 %

