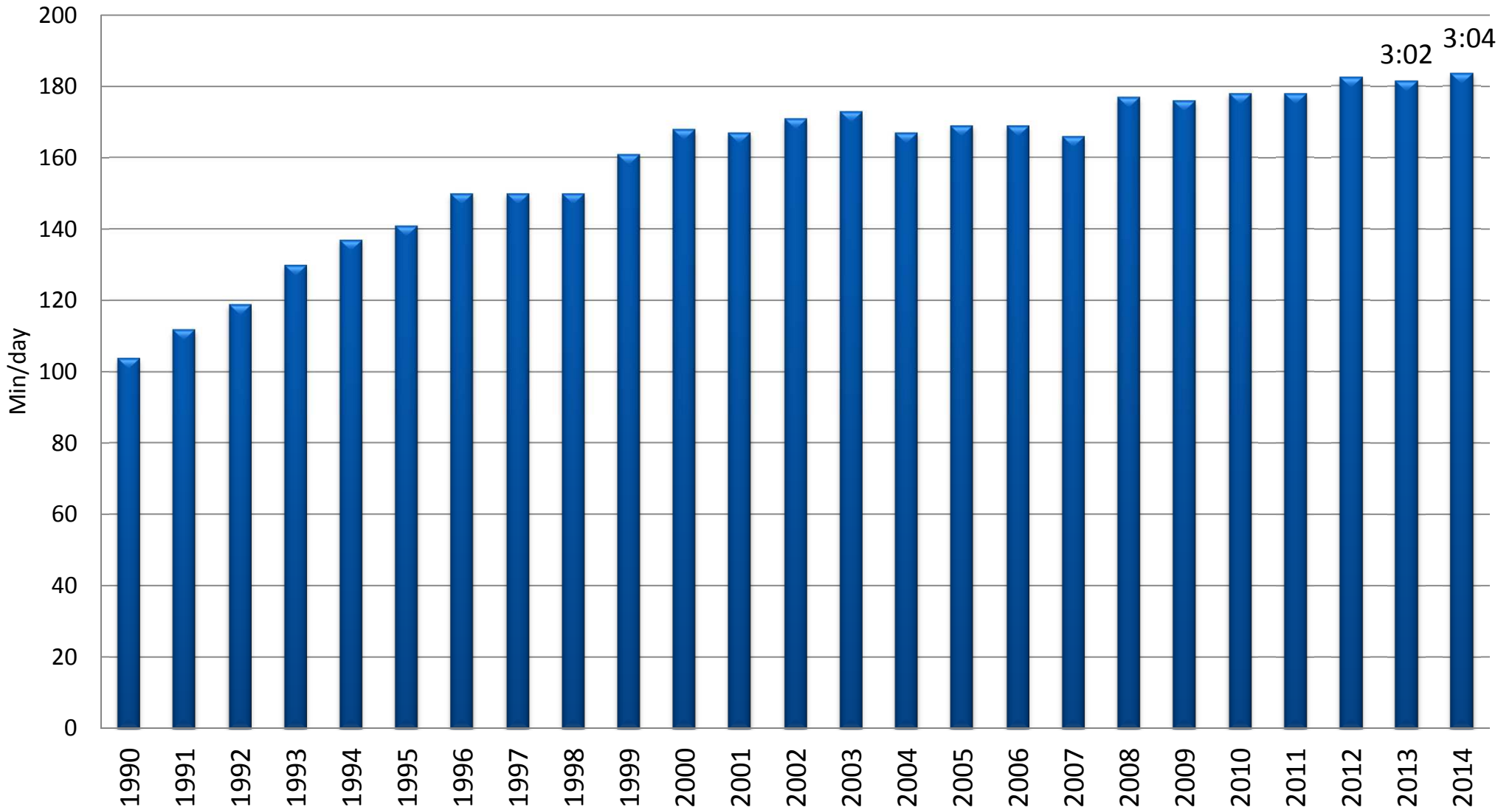


Television viewing in Finland 2014

Tennispalatsi 20.1.2015

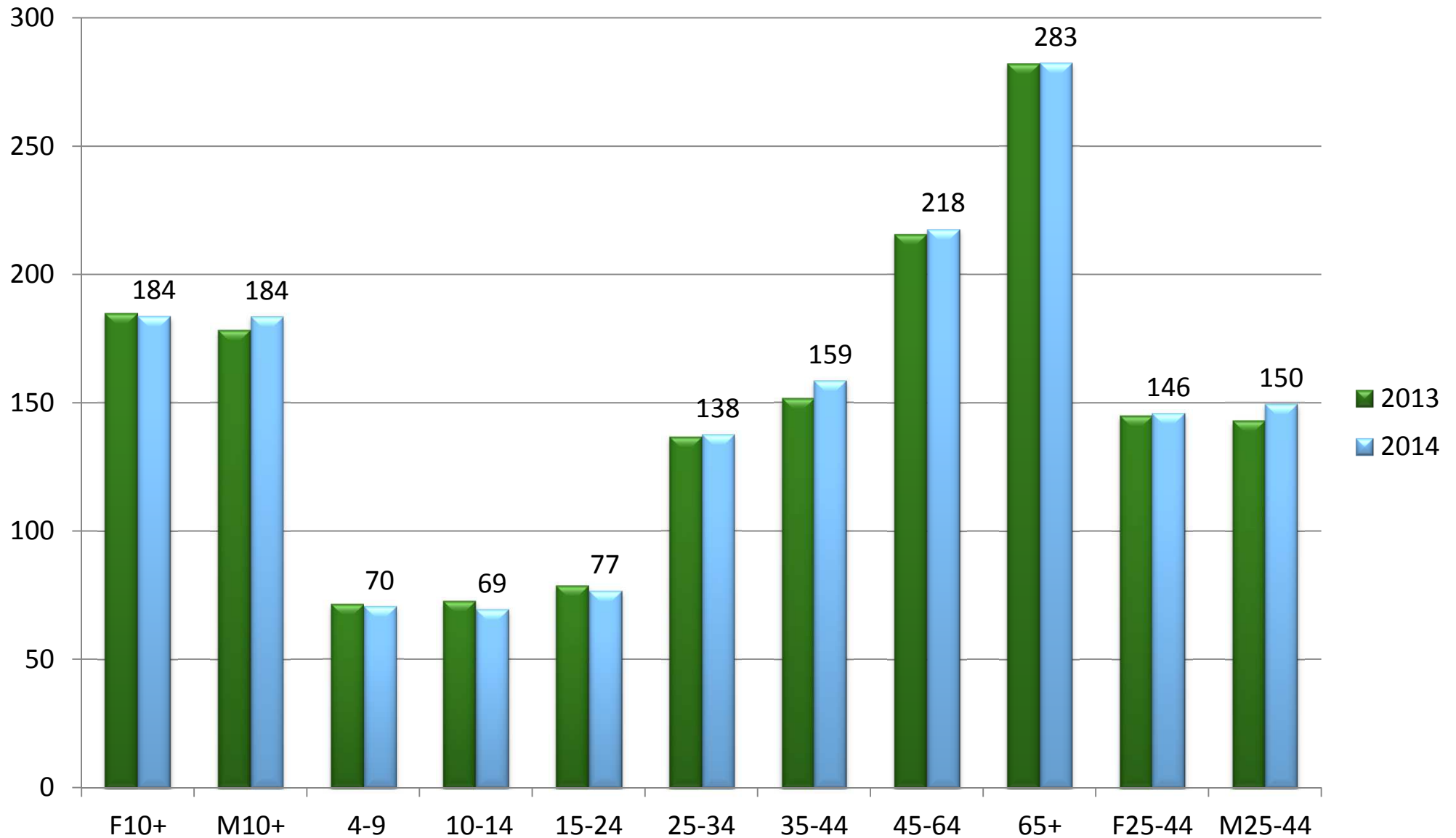
Lena Sandell

Daily viewing time (hrs;min)



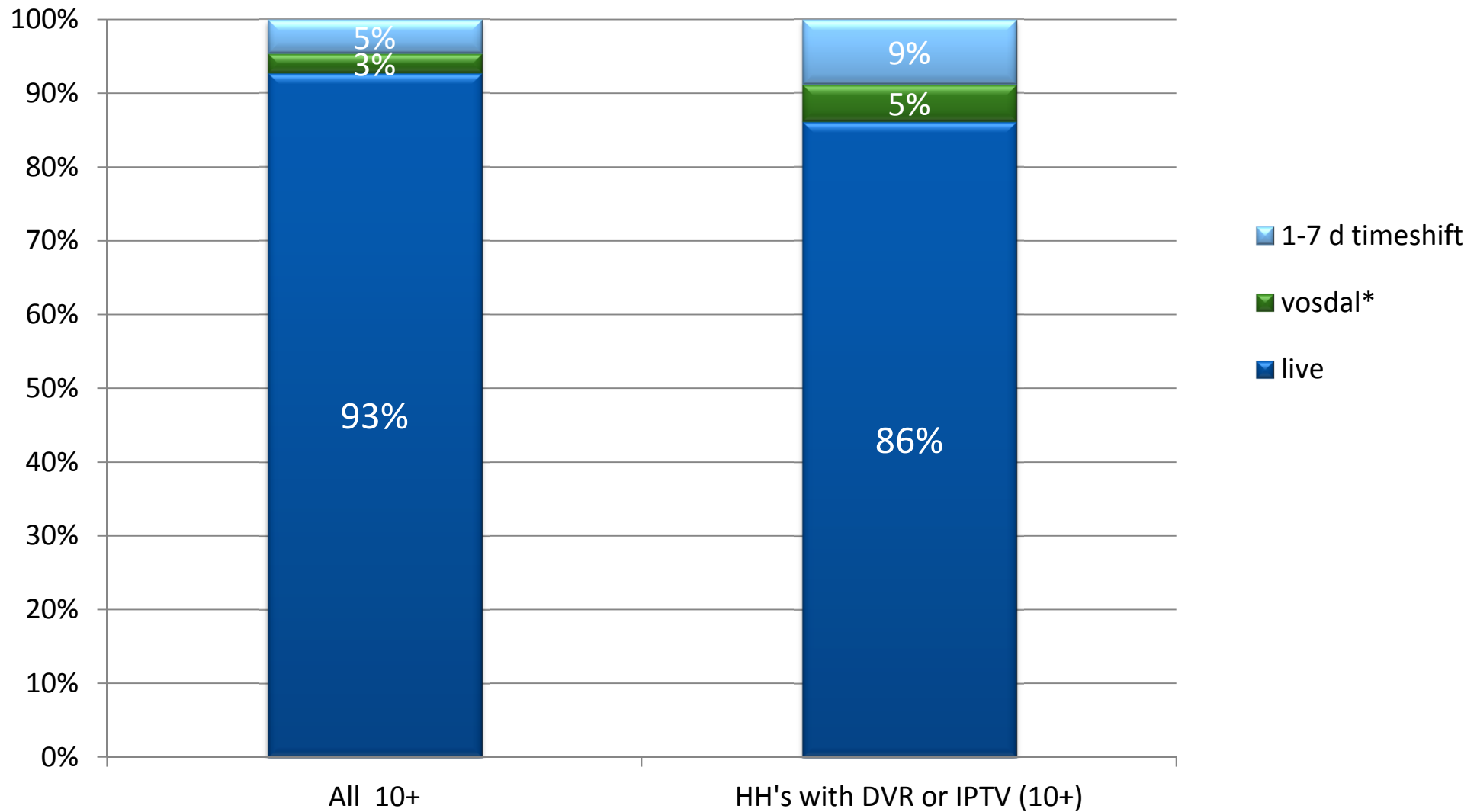
Source: Finnpanel Oy, TAM (population: 10+ years, timeshift and guest viewing included since 2008).

Daily viewing time (minutes) by age groups



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

Most TV programmes are watched live, also in households with DVR or IPTV



Source: Finnpanel Oy, TAM. Timeshift and guest viewing included, 2014

* vosdal = viewed on same day as live

TV viewing including web TV:

- <http://www.finnpanel.fi/en/tulokset/nettitv.php>
- Weekly Results
 - Top TV Content By Web TV Service
 - Top TV Content By Channel



Example: Week 1/2015 top TV content by channel

Programme	Premiere Broadcast (viewers)	Timeshift Viewing+ Reruns	Web TV	Broadcast+ Web TV Total	Web TV Share	Stream Starts
YLE TV1						
Uutisvuoto	587 000	421 000	11 000	1 019 000	1,1 %	17 000
Yle Uutiset	897 000	9 000	5 000	911 000	0,5 %	6 000
Urheiluruutu	815 000	14 000	1 000	830 000	0,1 %	1 000

MTV3

21 tapaa pilata avioliitto	572 000	166 000	18 000	756 000	2,3 %	39 000
Vain hyviä uutisia	235 000	379 000	2 000	616 000	0,3 %	3 000
Rouva Ministeri	335 000	223 000	20 000	579 000	3,5 %	34 000

Nelonen

Loirinuotiolla	829 000	471 000	55 000	1 356 000	4,1 %	122 000
The Voice of Finland	545 000	294 000	36 000	875 000	4,2 %	88 000
Suomen huuto-kauppakeisari	113 000	278 000	1 000	392 000	0,3 %	3 000

Source: Finnpanel Oy (4+), web tv viewing: comScore



Example: Week 1/2015 top TV content by web tv service

Programme	Premiere Broadcast Rating)	Timeshift Viewing+ Reruns	Web TV	Broadcast+ Web TV Total	Web TV Share	Stream Starts
Areena						
Ryhmä Hau	34 000	13 000	73 000	119 000	60,8 %	118 000
Syke	292 000	461 000	62 000	815 000	7,6 %	108 000
Kimmo	181 000	240 000	49 000	470 000	10,5 %	75 000
Katsomo						
Kosto	184 000	72 000	21 000	277 000	7,6 %	32 000
Rouva Ministeri	335 000	223 000	20 000	579 000	3,5 %	34 000
Emmerdale	301 000	126 000	18 000	445 000	4,1 %	23 000
Ruutu						
Loirinuotiolla	829 000	471 000	55 000	1 356 000	4,1 %	122 000
The Voice of Finland	545 000	294 000	36 000	875 000	4,2 %	88 000
Devious Minds	21 000	40 000	14 000	75 000	18,3 %	34 000

Source: Finnpanel Oy (4+). Web tv viewing: comScore



yle

Jaksoilla keskimäärin
yli **900 000**
katsojaa
(tv+Yle Areena)

Ensimmäisen kauden
tavoittavuus
2,9 miljoonaa
yli 10-v suomalaista (= 59 %)

Areenakatselun
osuus **13 %** ja
ennakkokatselu
suurta (vuonna 2014)

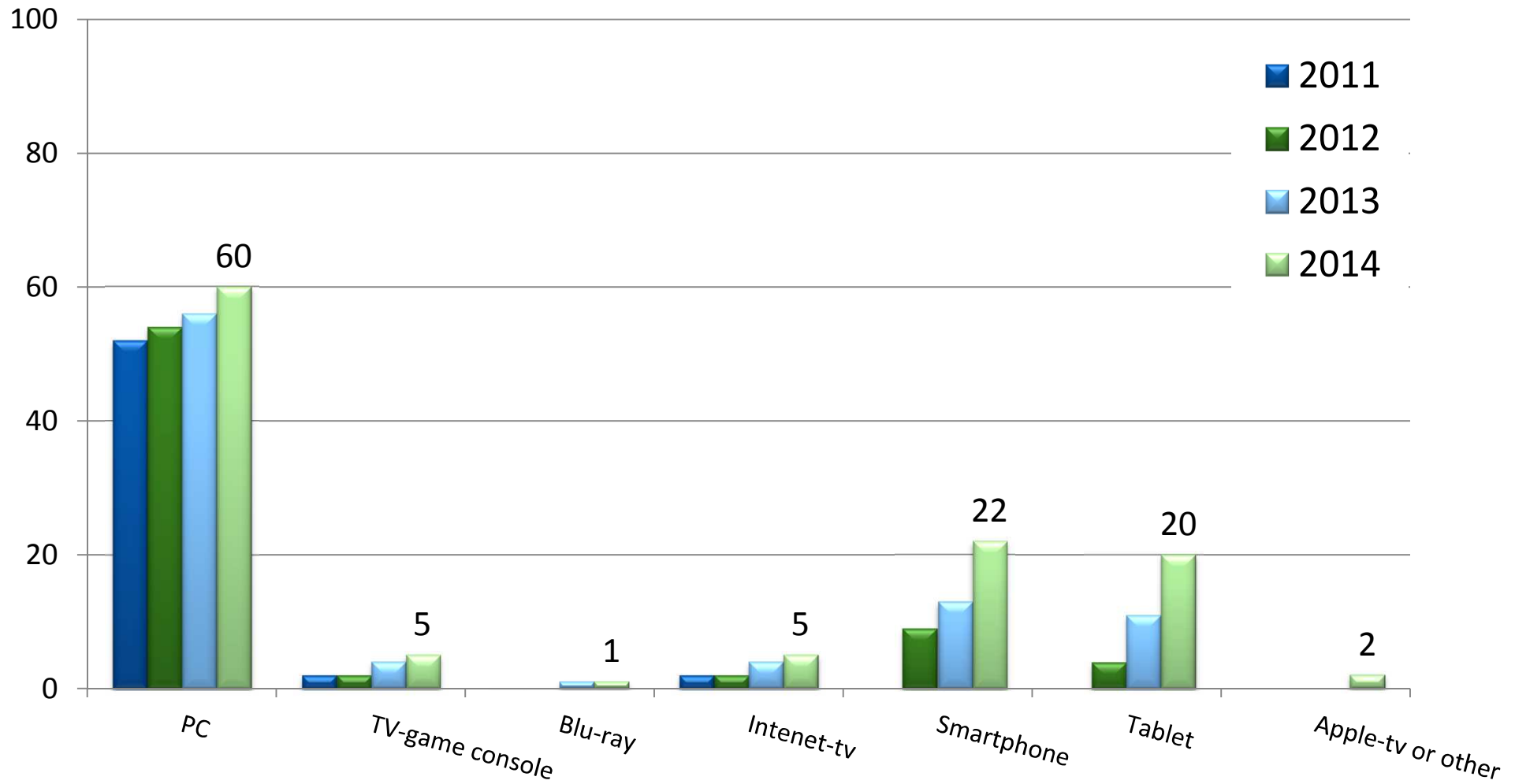
FB-faneja
yli **22 000**

SYKE

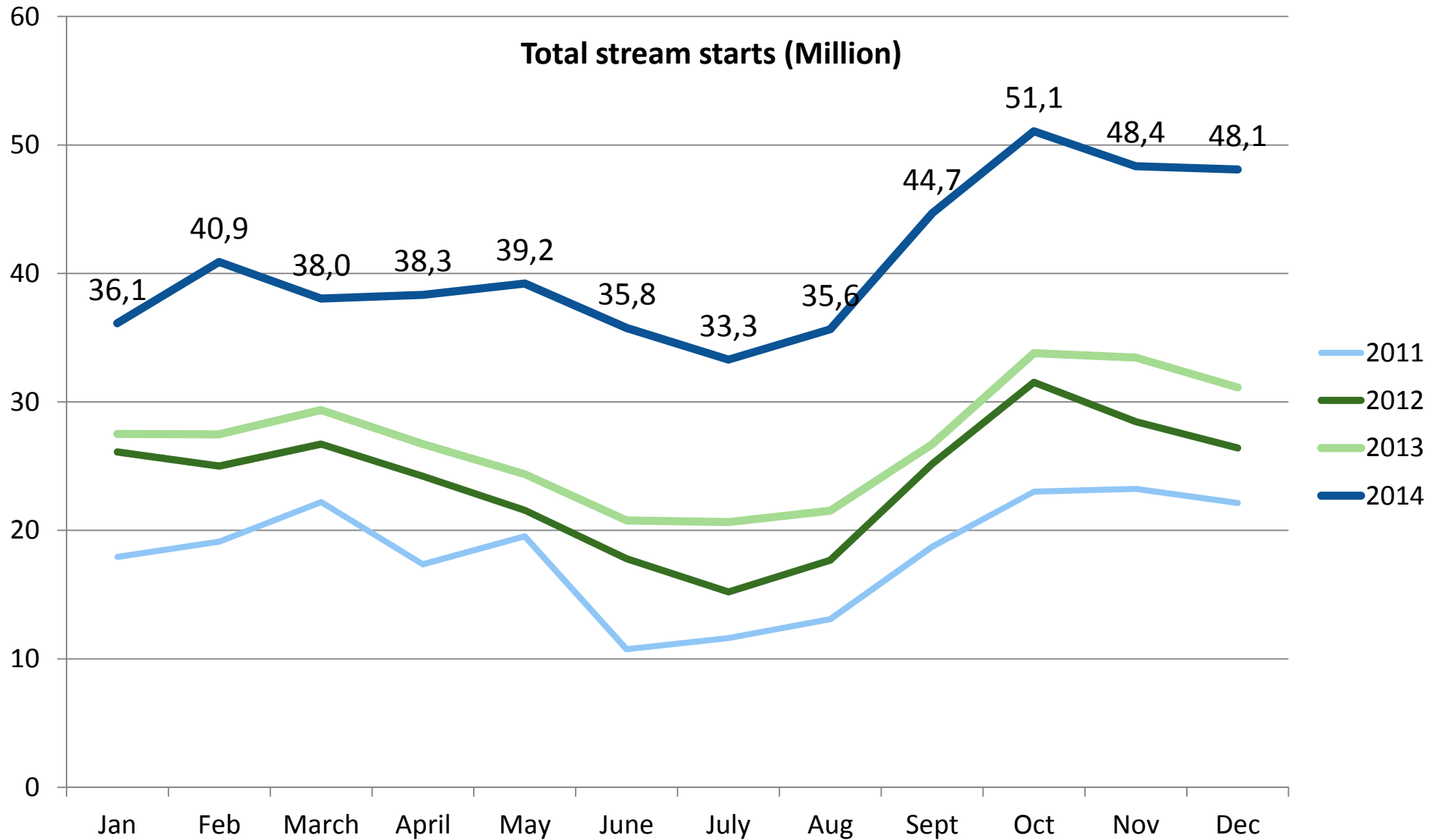
Lähde: Yle Julkaisut Asiakkuus
TV-mittaritutkimus, Finnpanel Oy/Yle EM&AH
DaX, comScore/Yle AH
Facebook

Which devices do you use to watch web tv content?

% total hh's



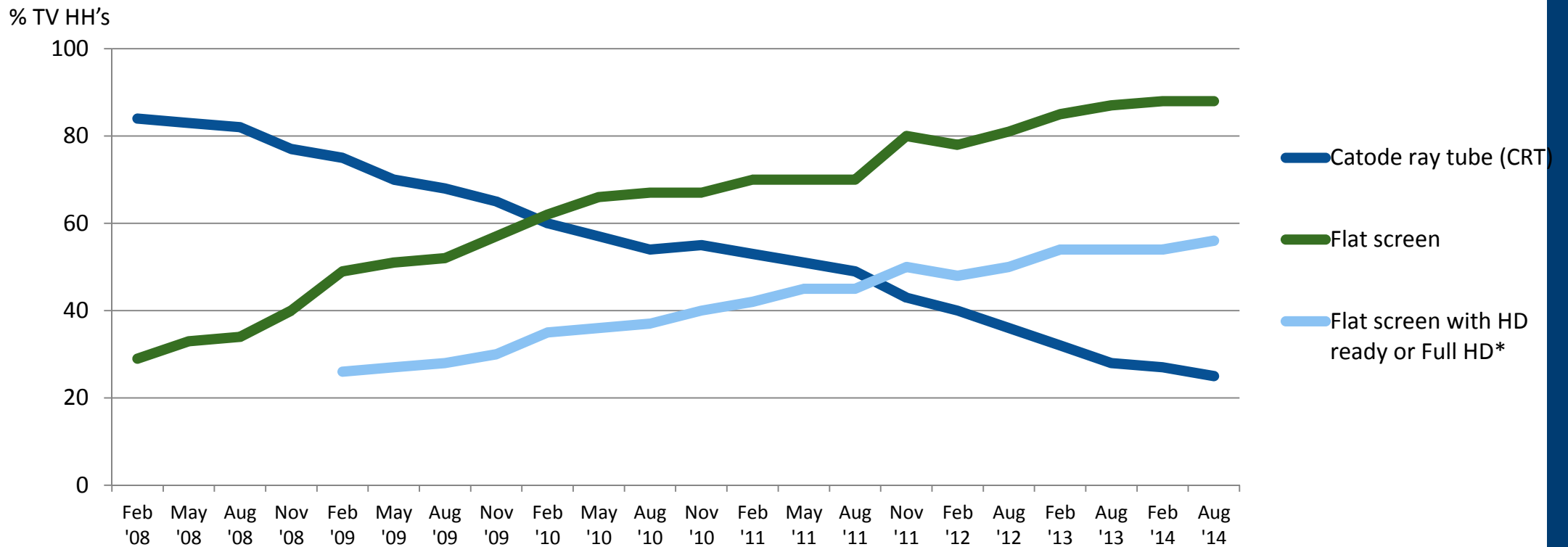
Areena, Katsomo and Ruutu 2014: in average 41 million monthly starts



Source: Web statistics from Yle (comScore), MTV Oy (comScore) and Nelonen Media (Drupal/comScore).

2014: All time high number of TV sets in Finnish Households

	2010	2011	2012	2013	2014
No. of TV sets	4 180 000	4 131 000	4 135 000	4 380 000	4 658 000

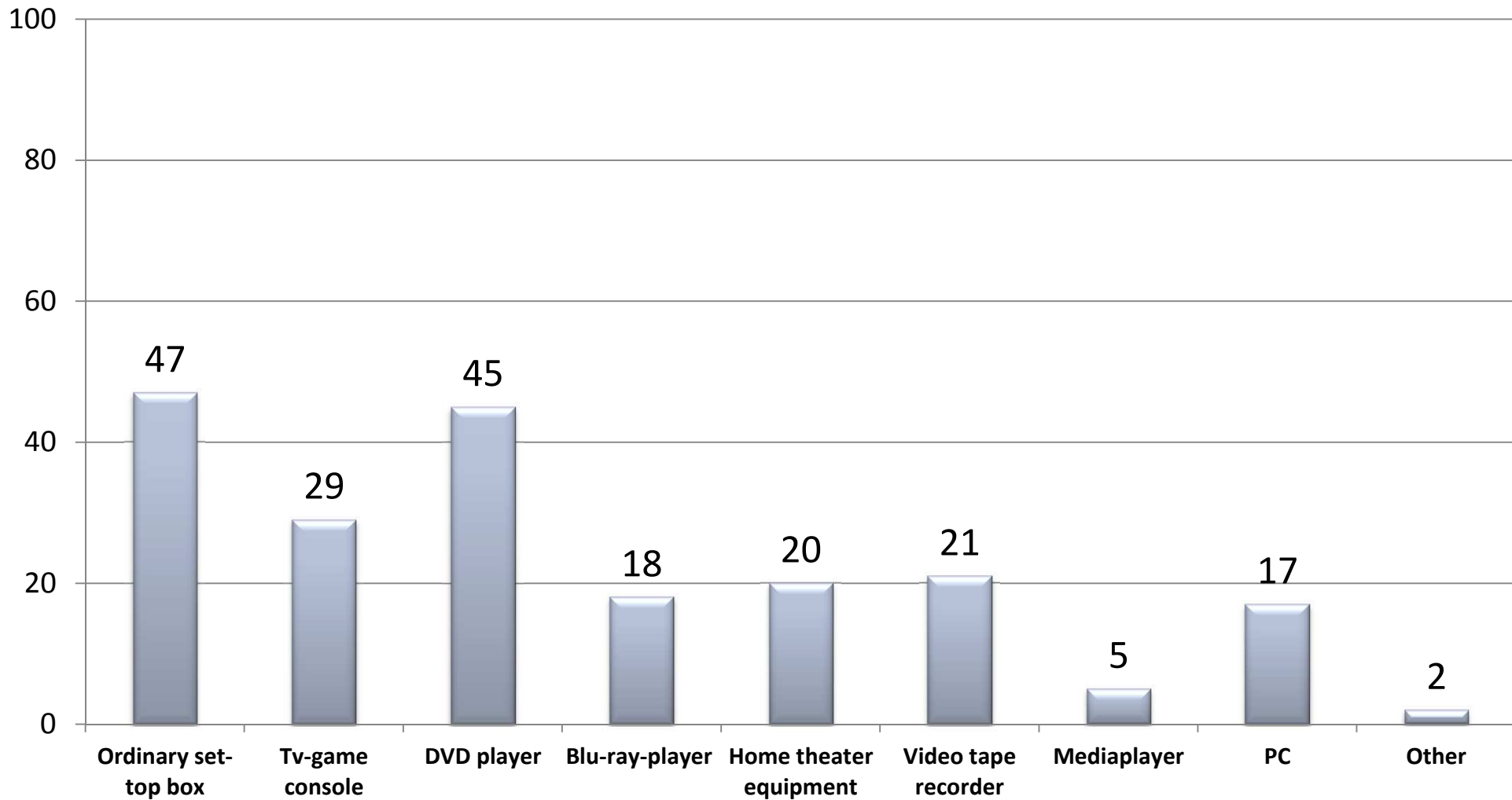


25 % (TV HH's) has HD tuner, internet-TV at 9 % of TV HH's.

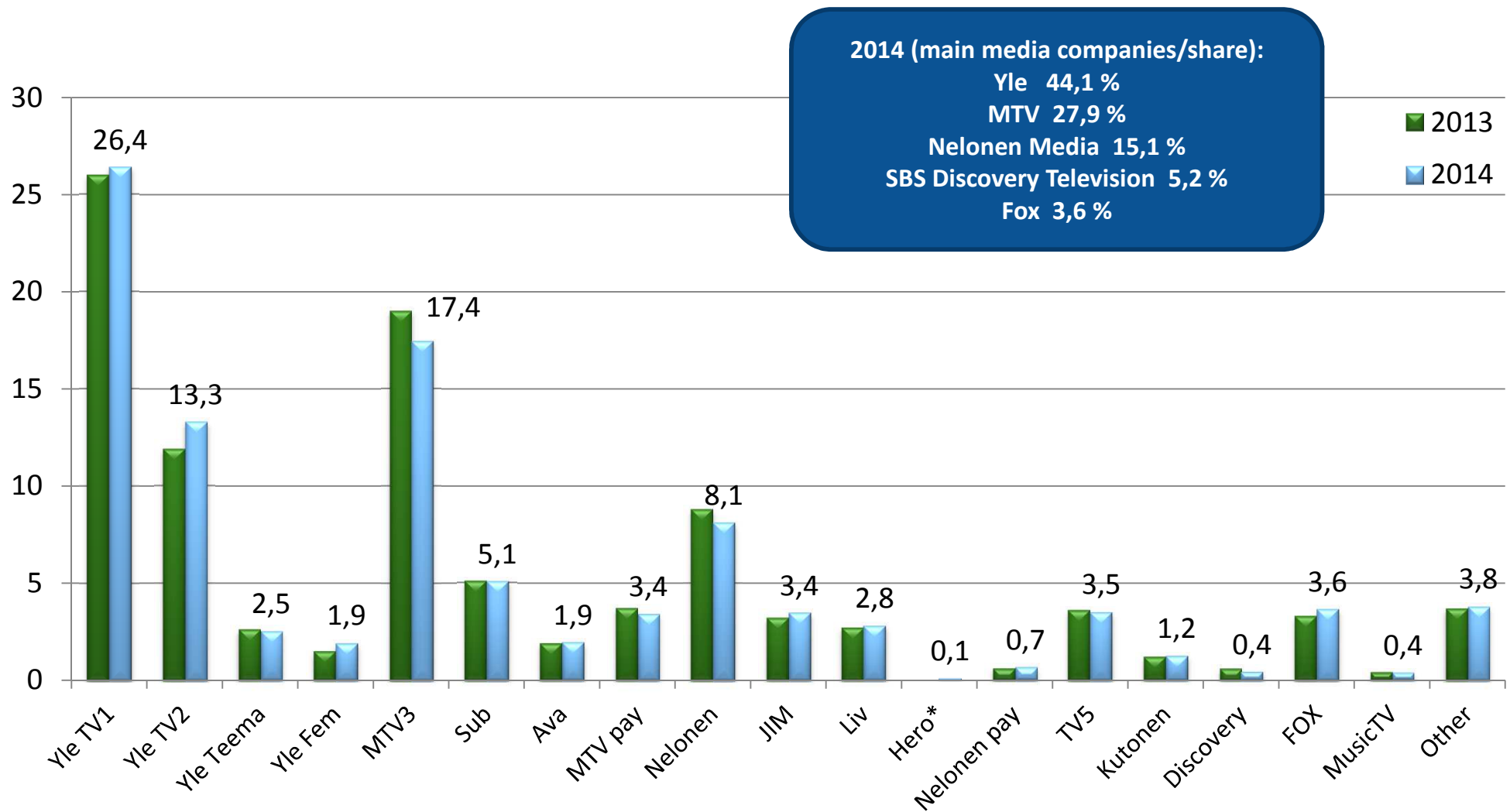


2014: What kind of equipment is connected to your TV set?

% all HH's



Channel share (%)



Source: Finnpanel Oy, TAM (population: 10+ years, timeshift and guest viewing included).

*Hero from 10.11.-14

Top series 2014

Programme	Channel	Rating (000) (ave episode rating)	No. of episodes
Putous (kevät)	MTV3, Ava	1852	8
Vain elämää	Nelonen	1468	8
Putous (syksy)	MTV3, Ava	1279	8
Tanssii Tähtien Kanssa	MTV3	1119	10
Maajussille morsian	MTV3, Ava	1100	12
Uutisvuoto	Yle TV1	1081	35
Posse	MTV3	981	12
Tähdet, tähdet	MTV3, Ava	947	8
YleLeaks	Yle TV1	817	34
Salatut elämät	MTV3, Ava	781	185
Syke	Yle TV2	748	10
The Voice of Finland	Nelonen	741	17
Akuutti	Yle TV1	722	29
Kotikatsomo: Kansanmies	Yle TV1	684	6
Jäämeri 30 päivässä	Yle Teema	680	10

Source: Finnpanel Oy, TAM, incl. timeshift and guest viewing. Sum of premiere broadcast and its reruns 7 d after the premiere broadcast. Recurrent programmes (excl. news, sports events, sport news, events, programmes aired less than 3 times, programmes shorter than 3 minutes).

Putous kausi 5



Katsotuin Putous-
kausi

Katsotuin viihdeohjelma 2014

3,8 miljoonaa (79 %) seurasi

Keskikatsojamäärä 1,83 milj. / jakso

Lauantain lähetys 1,44 milj.



mtv **KATS ▶ MO**

mtv Yli 4 milj.
käynnistystä



37 000
twiittiä



226 000
seuraajaa

Vain
Elämää



Tavoitti Nelosella 3,7
miljoonaa suomalaista
(76 %)

Päälähetyksen
keskikatsojamäärä
1 000 000 (10+)

Pikauusinnat su ja ti
keskikatsojamäärä (yht)
469 000 (10+)

Uusi katsojaennätys
Nelosen historiassa,
Loirin jakson ensiesitys
19.9.
1 115 000 (10+)

Yli 9 miljoonaa
videokäynnistystä

Kokonaisten jaksoiden
käynnistykset yht. 2,3
miljoonaa

FB-fanit
yli 167 000

30 400 twiittiä
(144 000 retwiittiä)

Top programmes 2014

Title	Channel	Day	Date	Time	Rating	Rating %
Itsenäisyyspäivän vastaanotto	YLE 1	Sat	6.12.	18:15	2 147 000	45
Yle Uutiset	YLE 1	Sat	6.12.	20:30	2 080 000	43
Sotshin olympiakisat: 9. kilpailupäivä	YLE 2	Sun	16.2.	18:46	1 784 000	37
Sotshin olympiakisat: 15. kilpailupäivä	YLE 2	Sat	22.2.	17:00	1 761 000	37
Jääkiekon MM-kisat: Loppuottelu	MTV3	Sun	25.5.	21:51	1 717 000	36
Putous	MTV3	Sat	25.1.	19:27	1 608 000	33
Sotshin olympiakisat: 14. kilpailupäivä	YLE 2	Fri	21.2.	14:00	1 469 000	31
Kymmenen Uutiset	MTV3	Sun	25.5.	22:37	1 469 000	31
Linnan jatkot	YLE 1	Sat	6.12.	22:15	1 394 000	29
Sotshin olympiakisat: Avajaiset	YLE 2	Fri	7.2.	18:12	1 329 000	29

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

2014: Year of entertainment and sports

- Year of big sports events
- Average daily viewing time 3 hrs – weekly 21 hrs
- More TV sets than ever before
- Starts increased 50 % for Areenan, Katsomon and Ruutu
- The most popular TV contents attract millions of viewers
- but behind top ratings there are thousands of different viewing habits



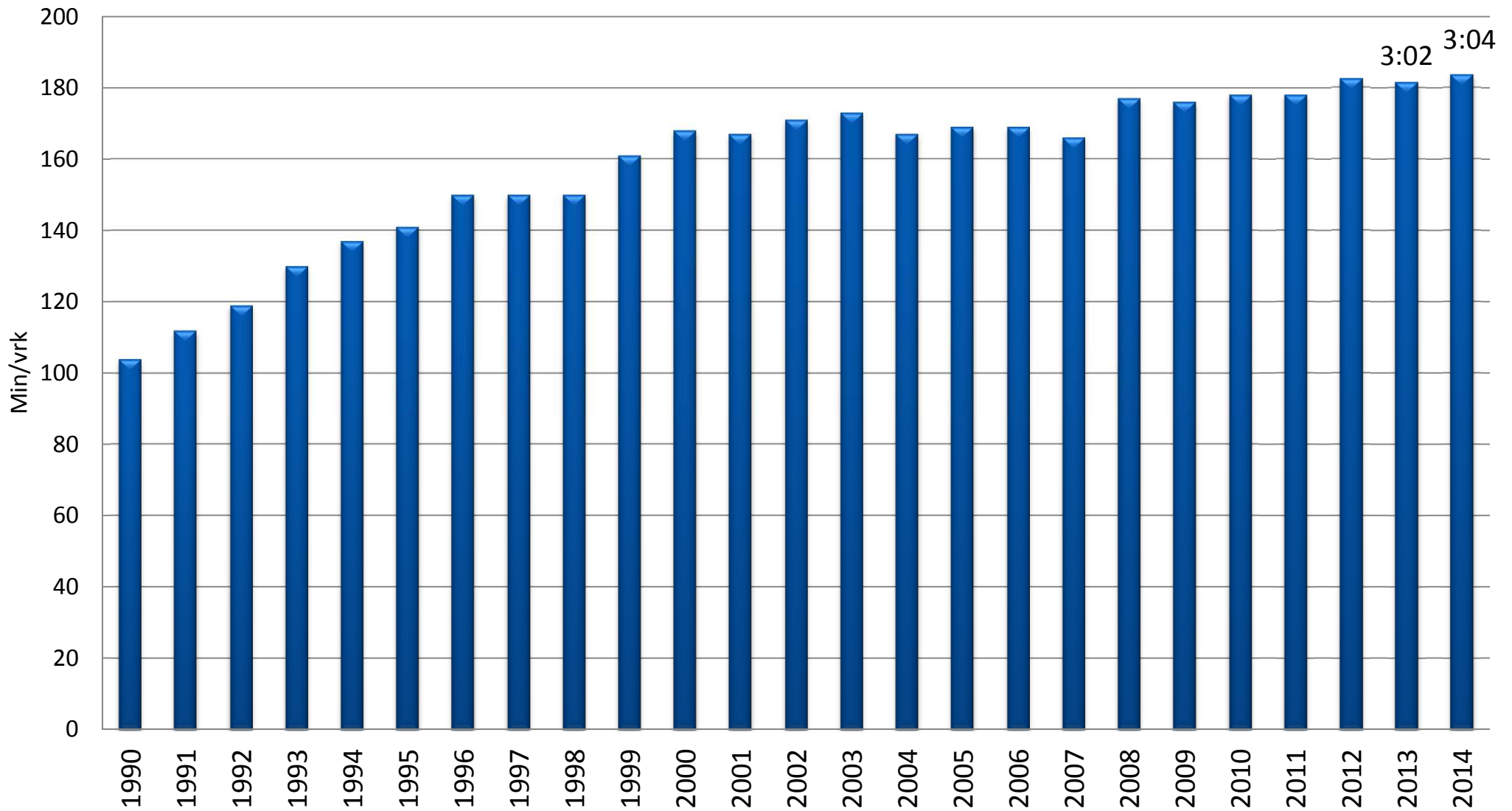


More information at
www.finnpanel.fi



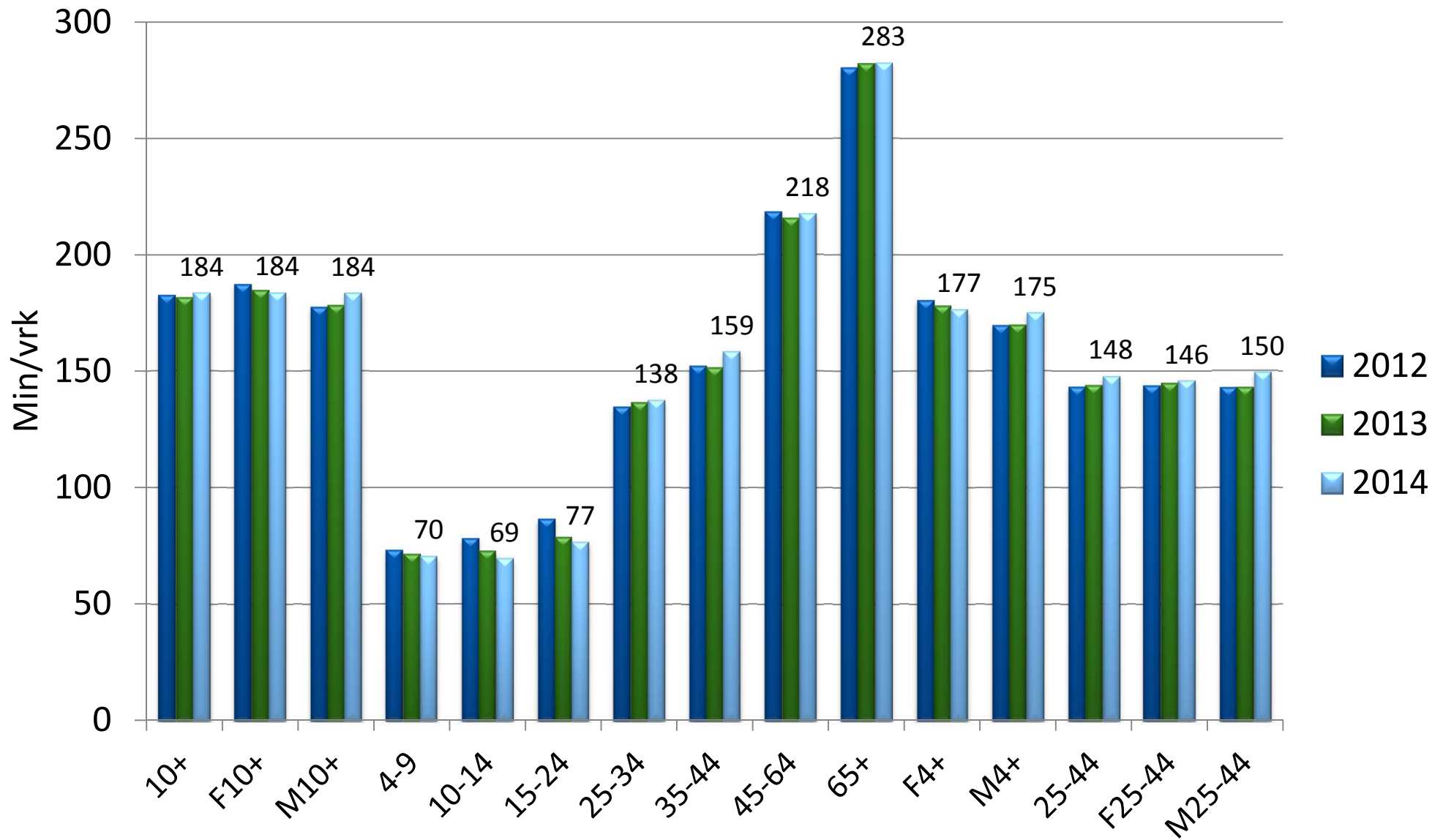
TV viewing 2014

Daily viewing time (hrs;min)



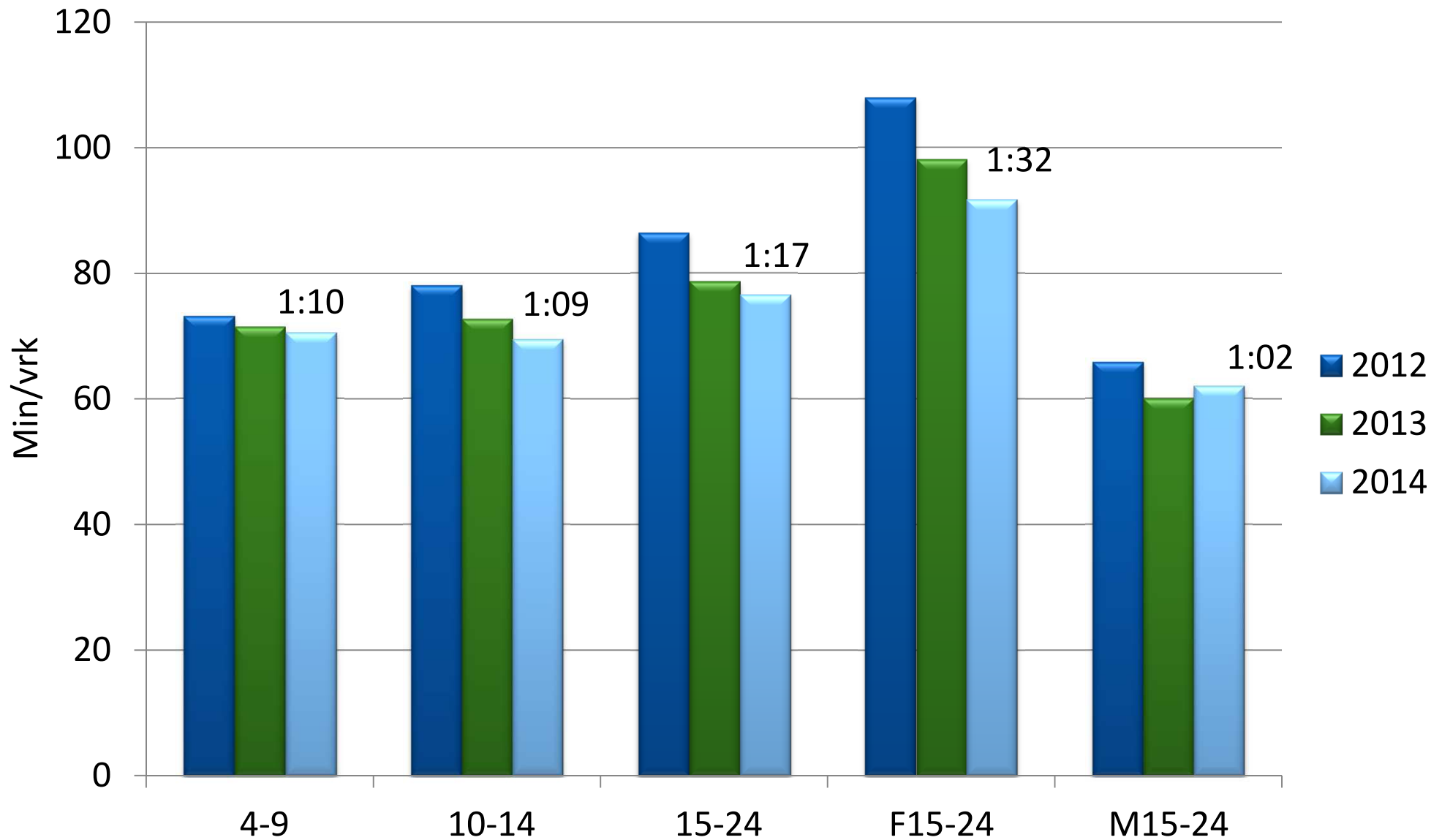
Source: Finnpanel Oy, TAM (population: 10+ years, timeshift and guest viewing included since 2008).

Daily viewing time (min) by age groups



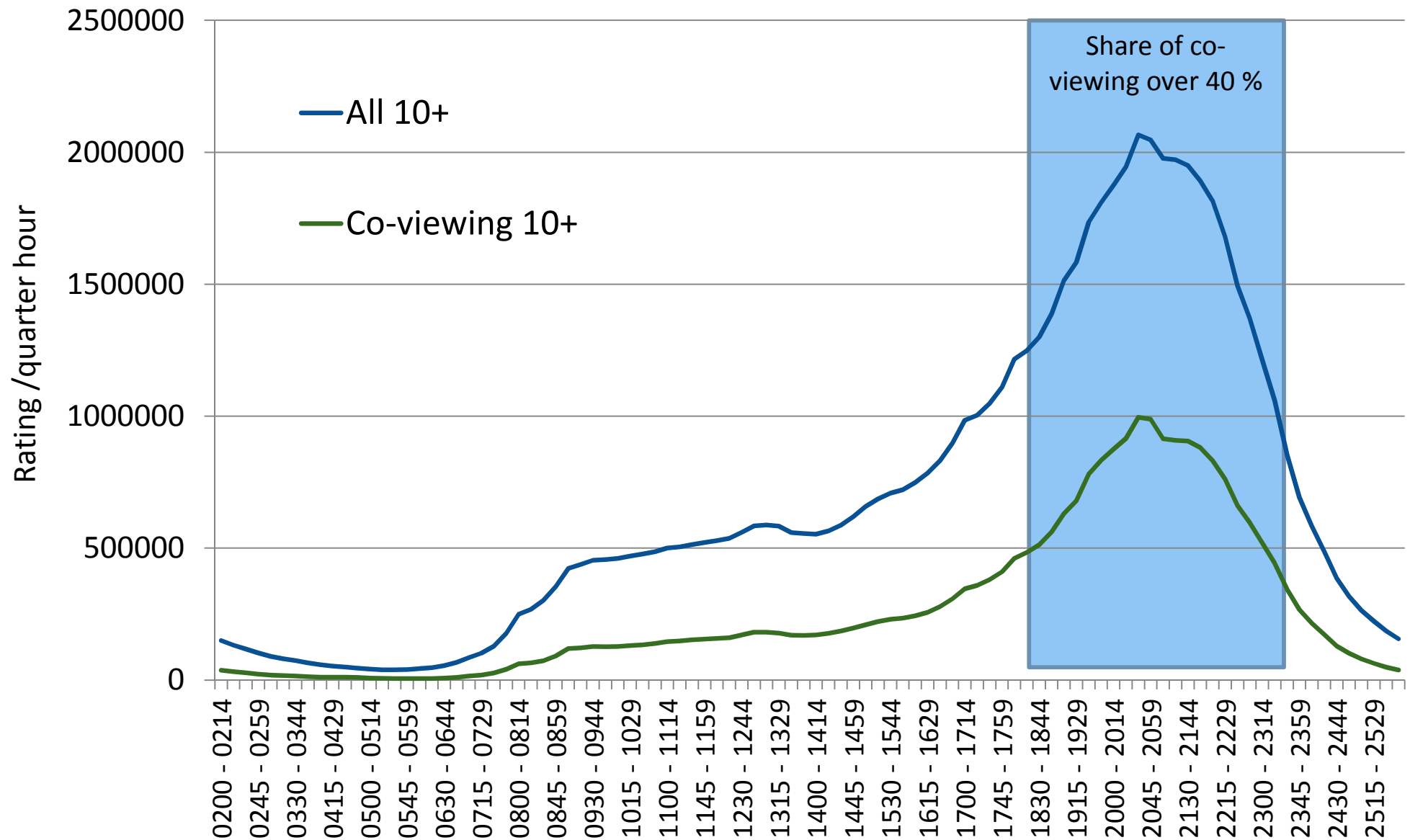
Source: Finnpanel Oy, TAM , incl. timeshift and guest viewing.

Children and young adult's tv viewing



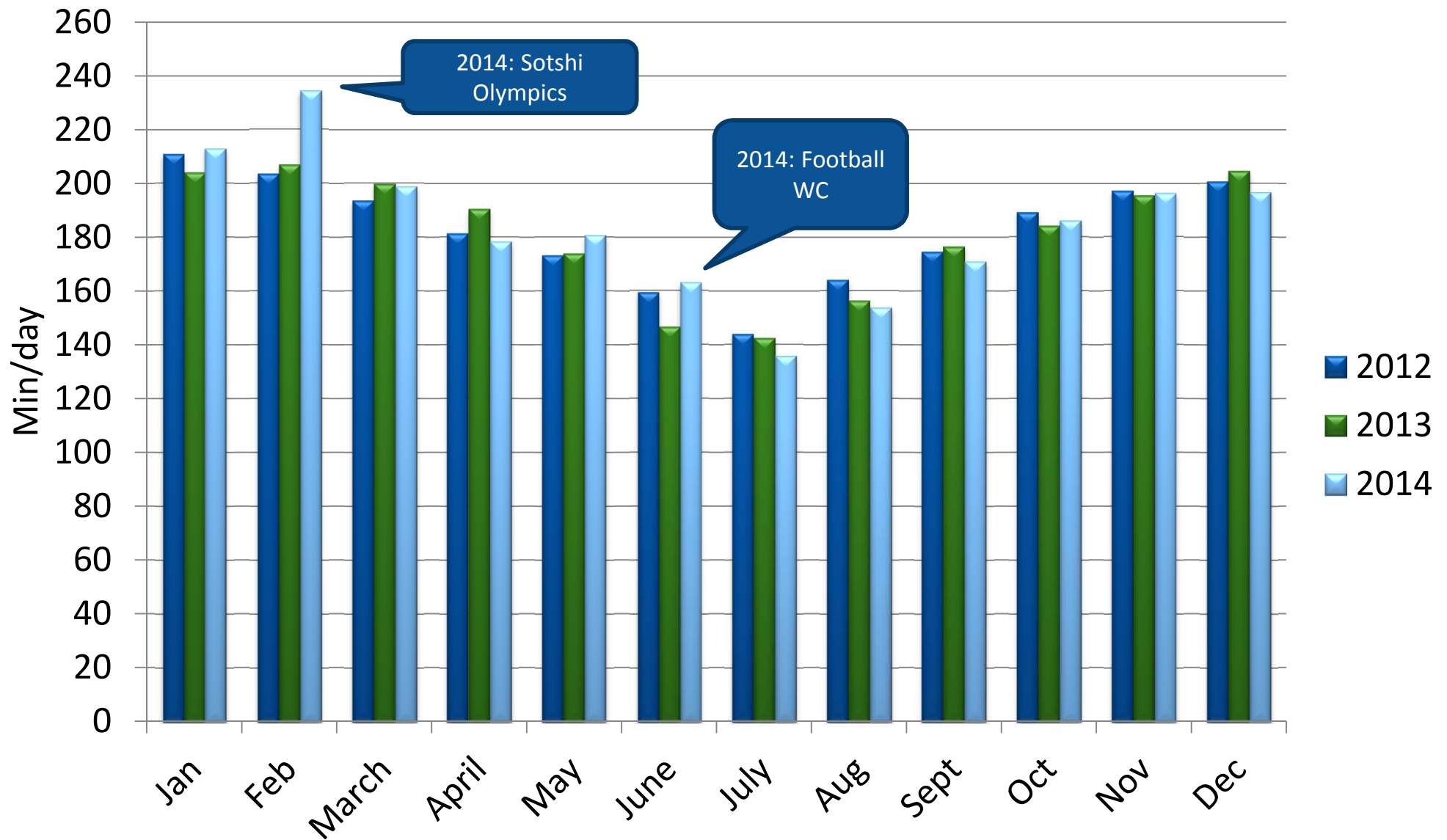
Source: Finnpanel Oy, TAM , incl. timeshift and guest viewing.

Co-viewing at weekends



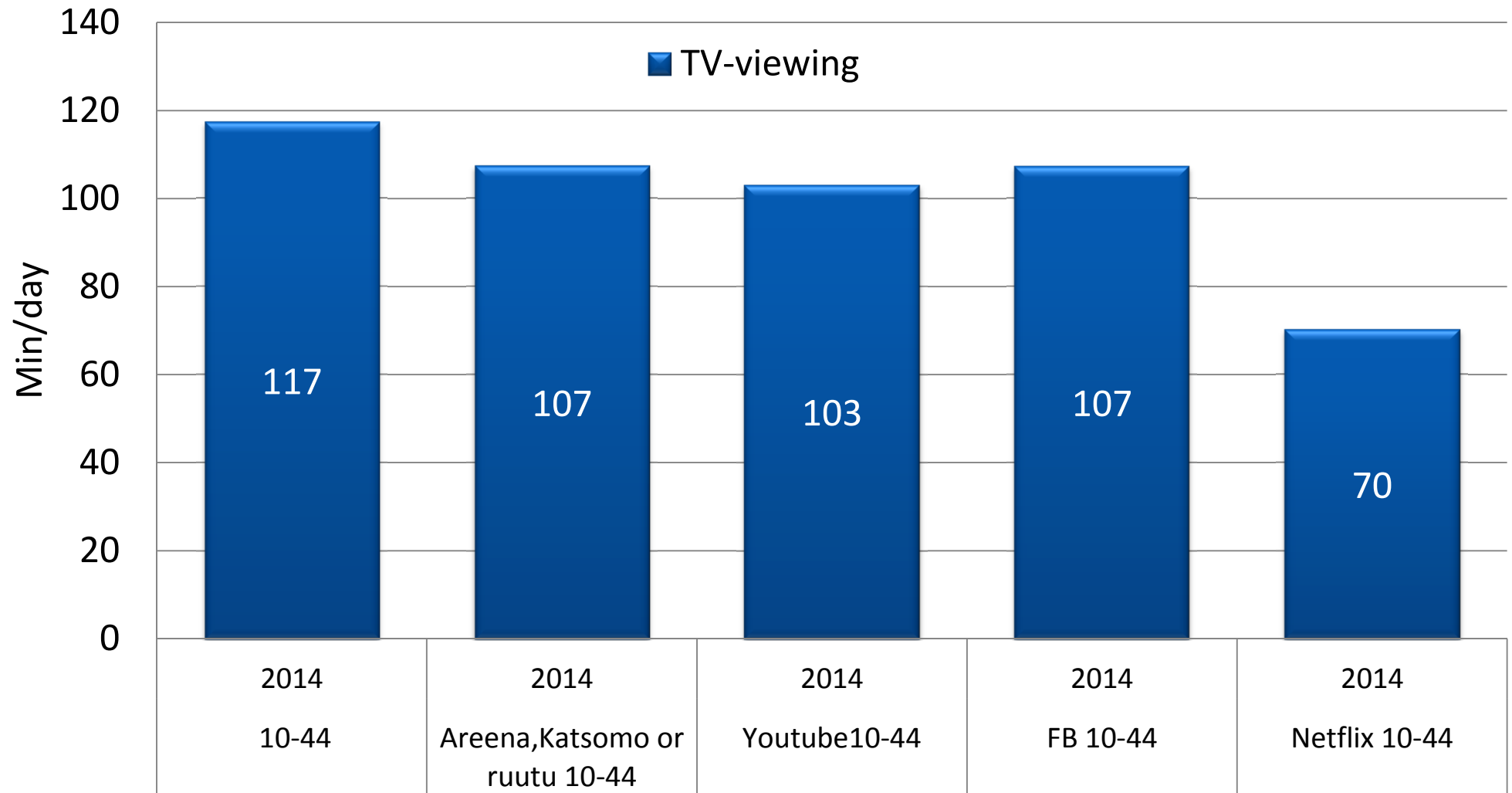
Source: Finnpanel Oy, TAM, incl. timeshift and guest viewing.

TV viewing by month



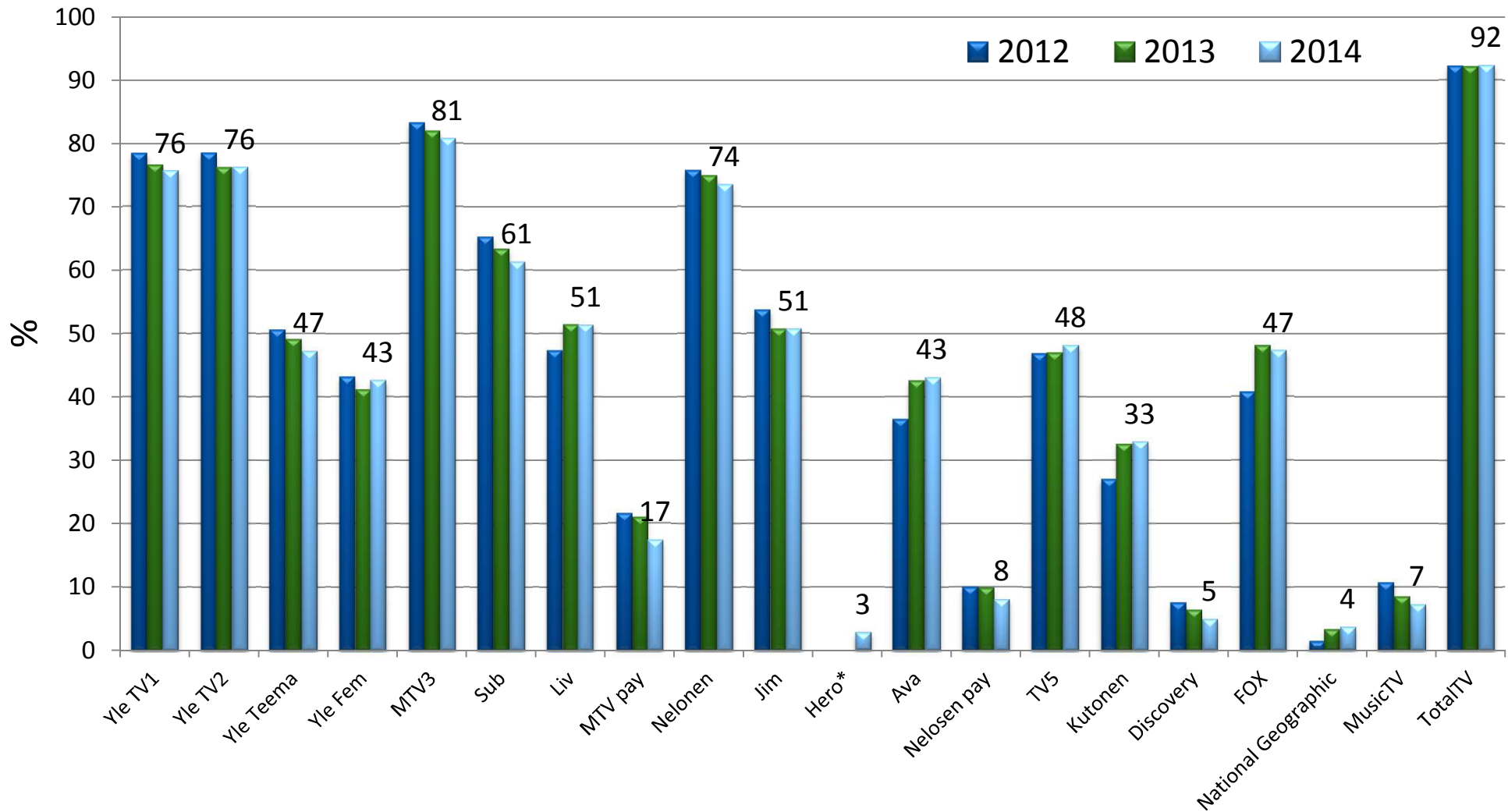
Source: Finnpanel Oy, TAM, incl. timeshift and guest viewing.

TV viewing intrests also users of Internet services



Source: Finnpanel Oy, TAM, using at least once a week.

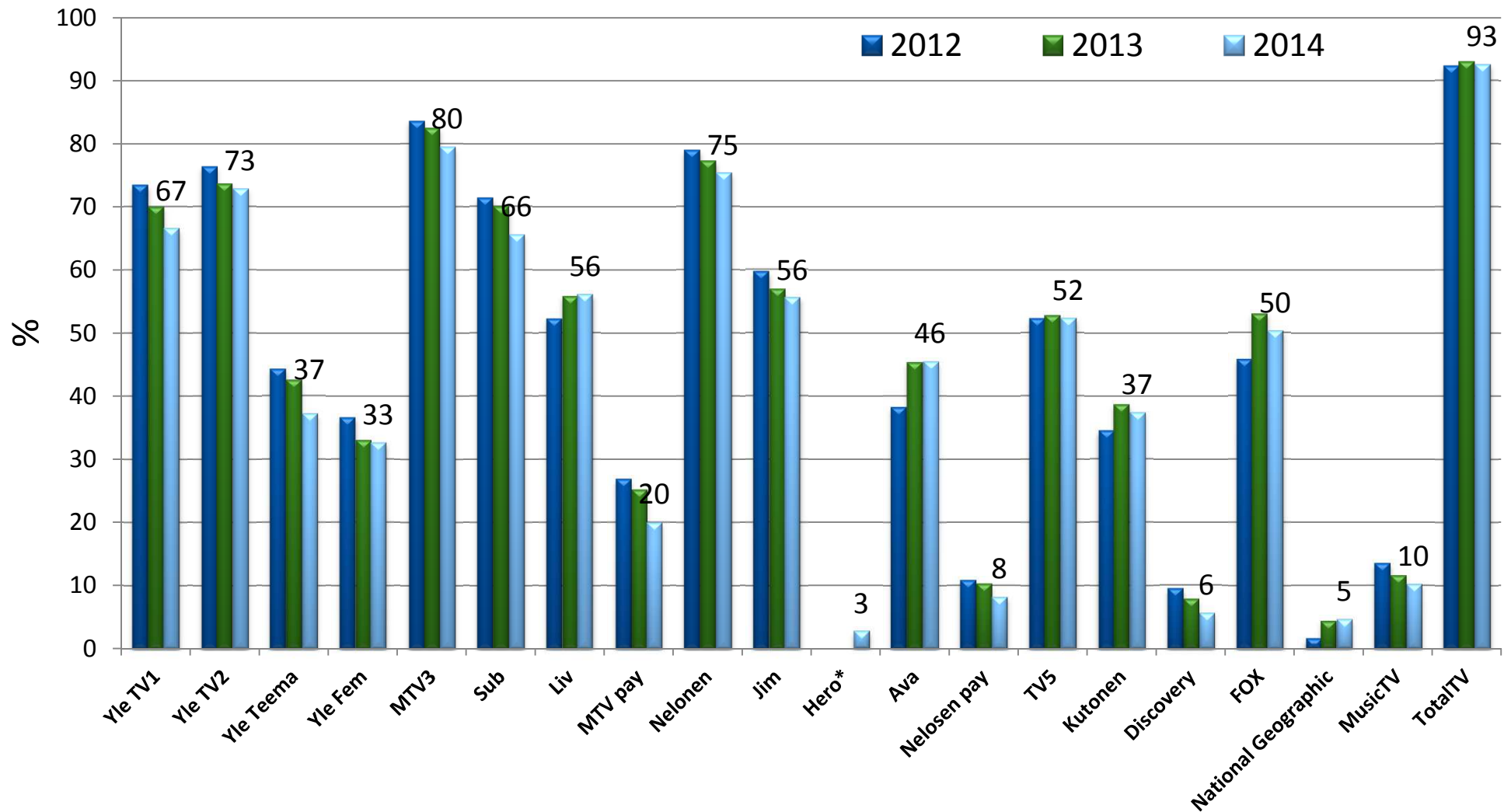
Weekly reach (%) 10+



Source: Finnpanel Oy, TAM, incl. timeshift and guest viewing. At least 1 minute viewing.

AVA expanded to terrestrial 1.2.-12. FOX launched 16.4.-12 at SuomiTV's channel frequency, *Hero launched 10.11.-14.

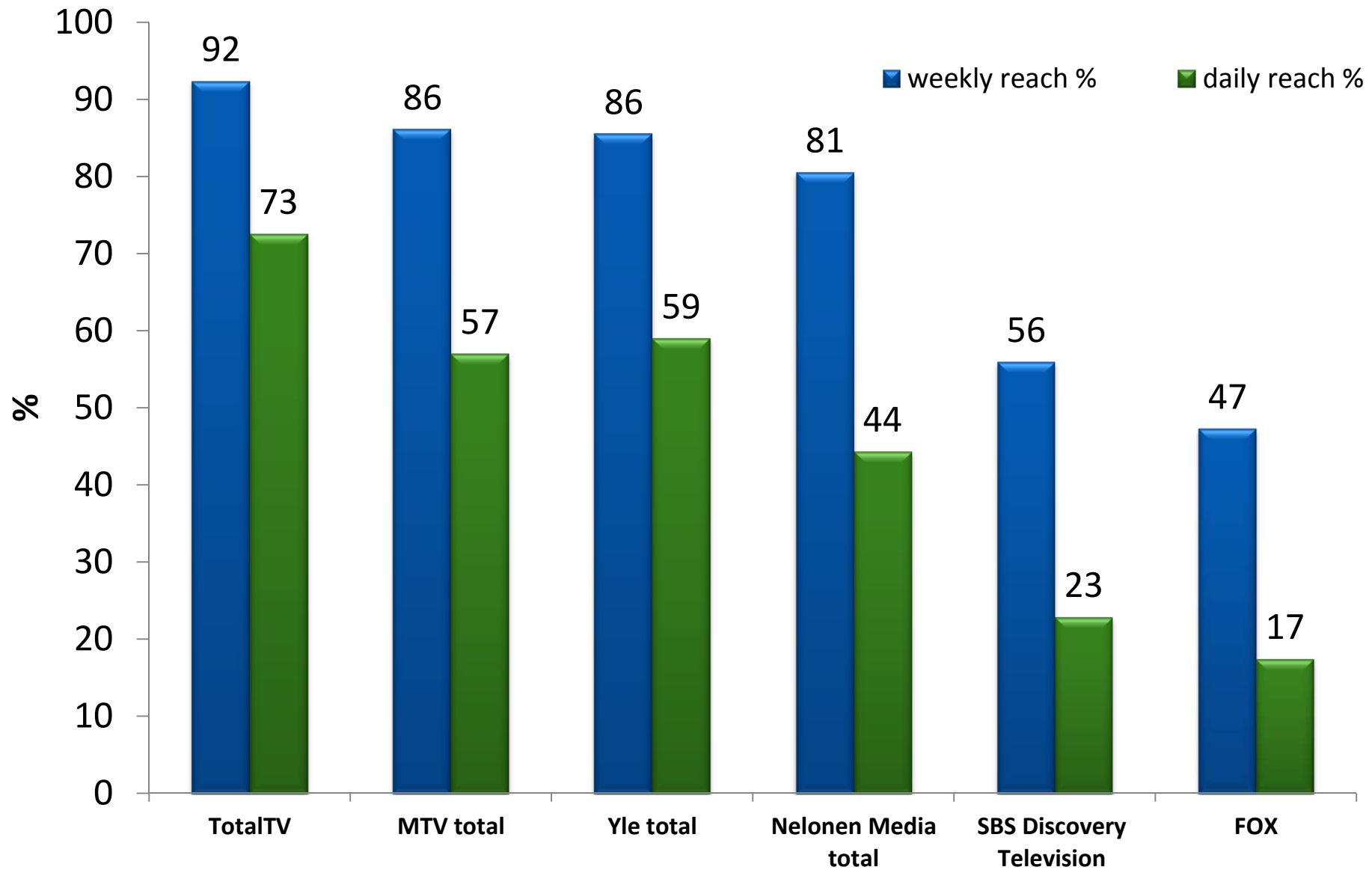
Weekly reach (%) 25-44



Source: Finnpanel Oy, TAM, incl. timeshift and guest viewing. At least 1 minute viewing.

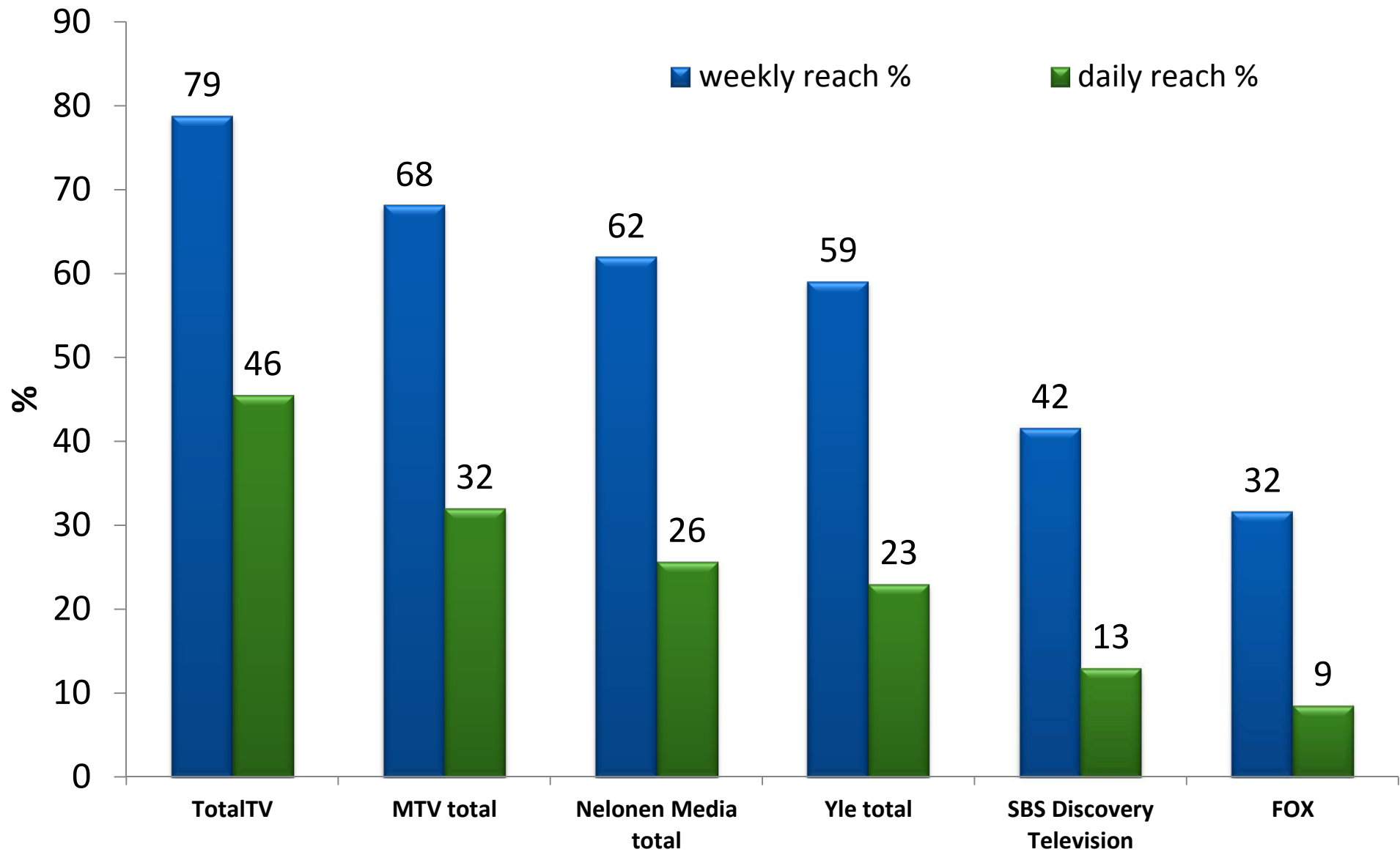
AVA expanded to terrestrial 1.2.-12. FOX launched 16.4.-12 at SuomiTV's channel frequency, *Hero launched 10.11.-14.

Weekly reach of total television is 92 %



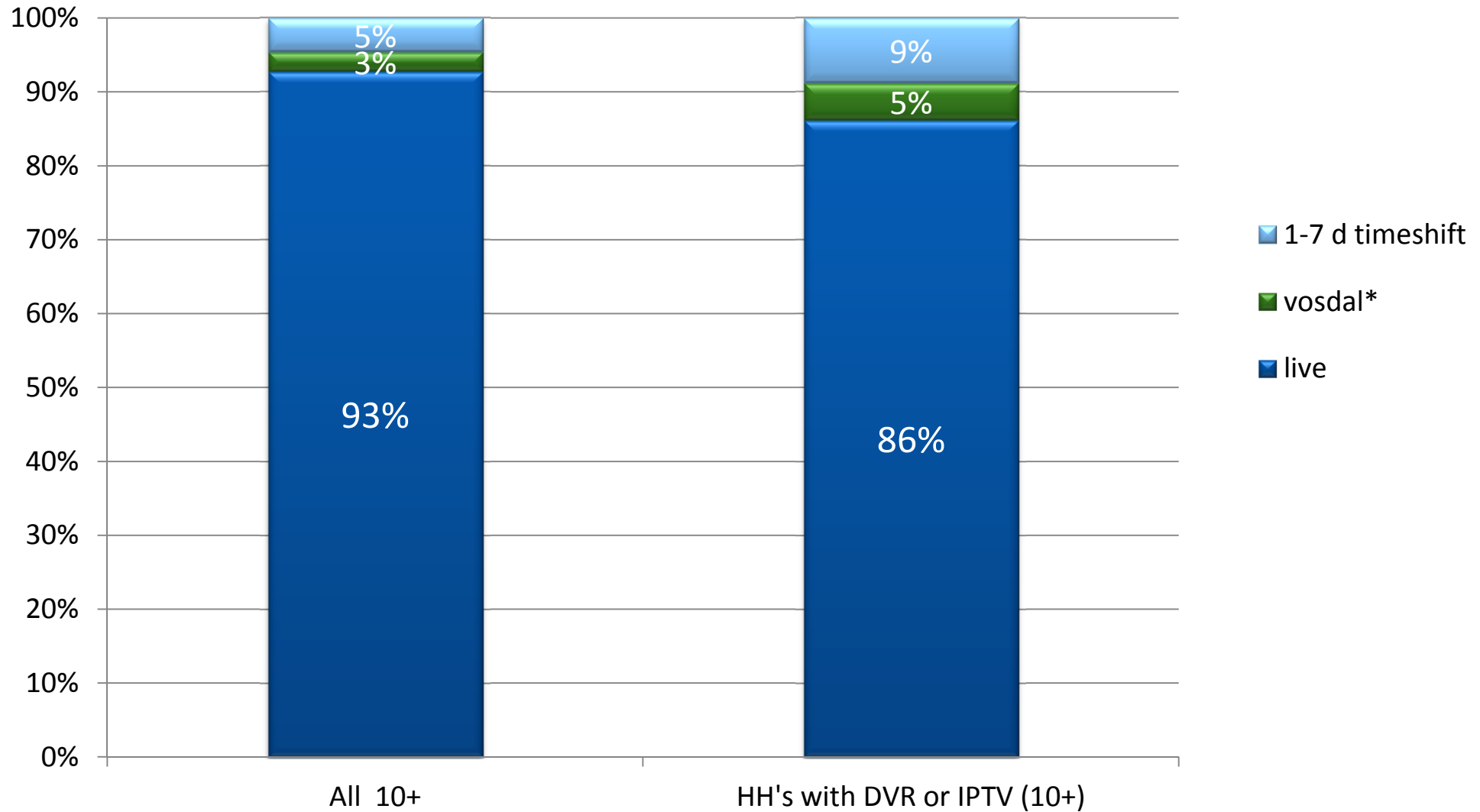
Source: Finnpanel Oy, TAM (population: 10+ years), 2014. From 10.11.-14 Hero is included in Nelonen Media.

TV reaches over half million 15-24 yr. olds



Source: Finnpanel Oy, TAM (2014), From 10.11.-14 Hero is included in Nelonen Media.

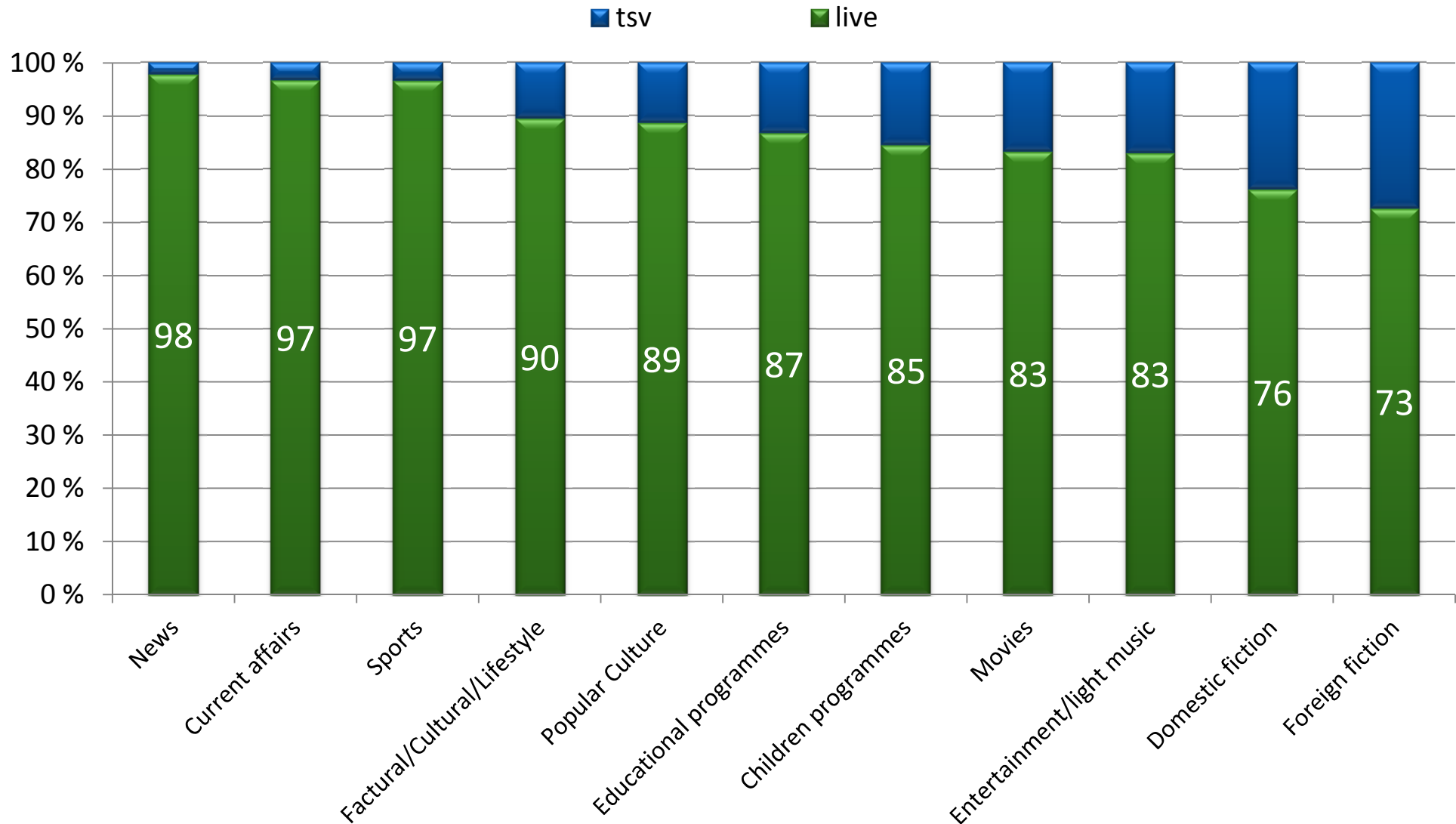
Most TV programmes are watched live even in households with DVR or IPTV



Source: Finnpanel Oy, TAM. Timeshift and guest viewing included, 2014

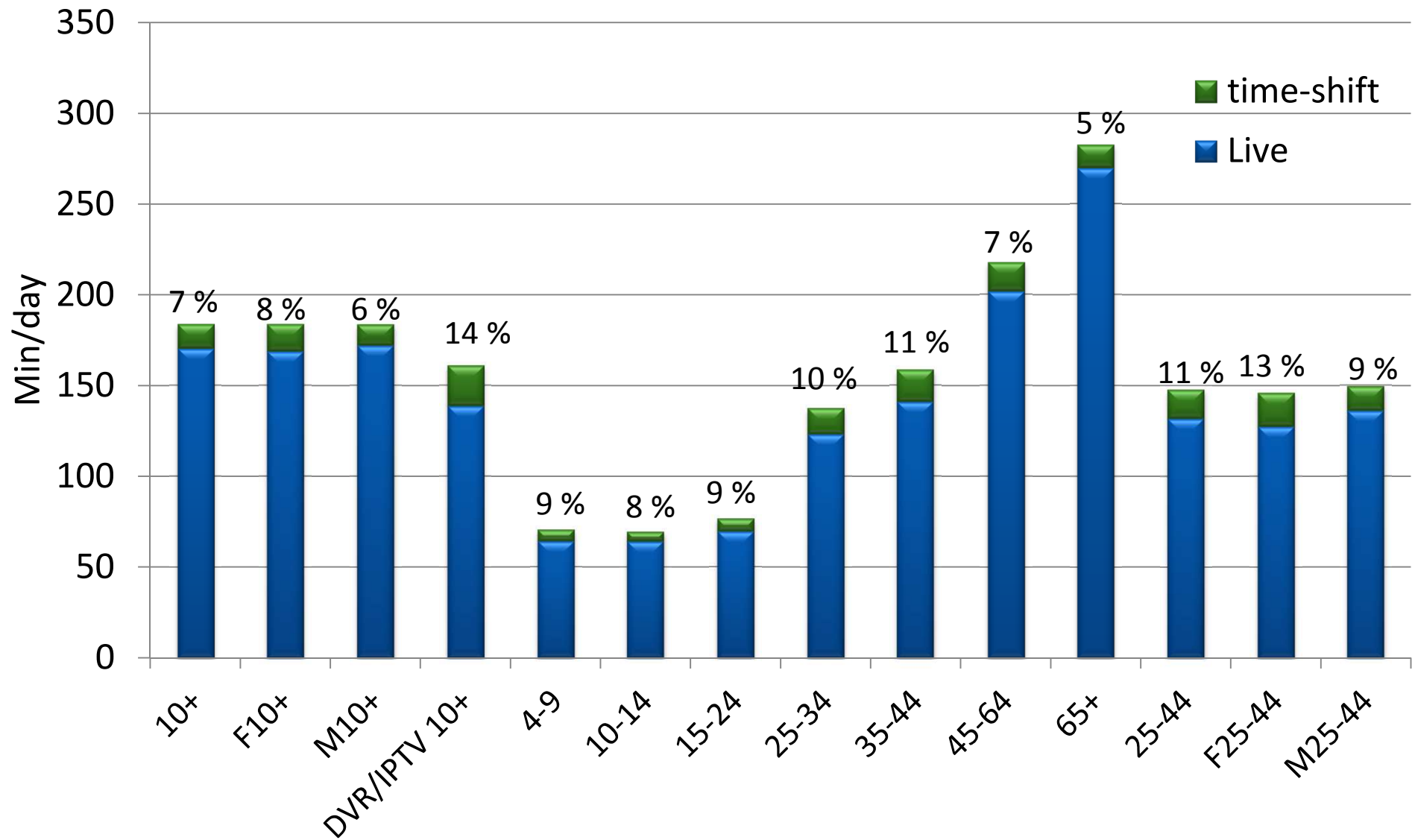
* vosdal = viewed on same day as live

News, Current affairs and Sport programmes are viewed live



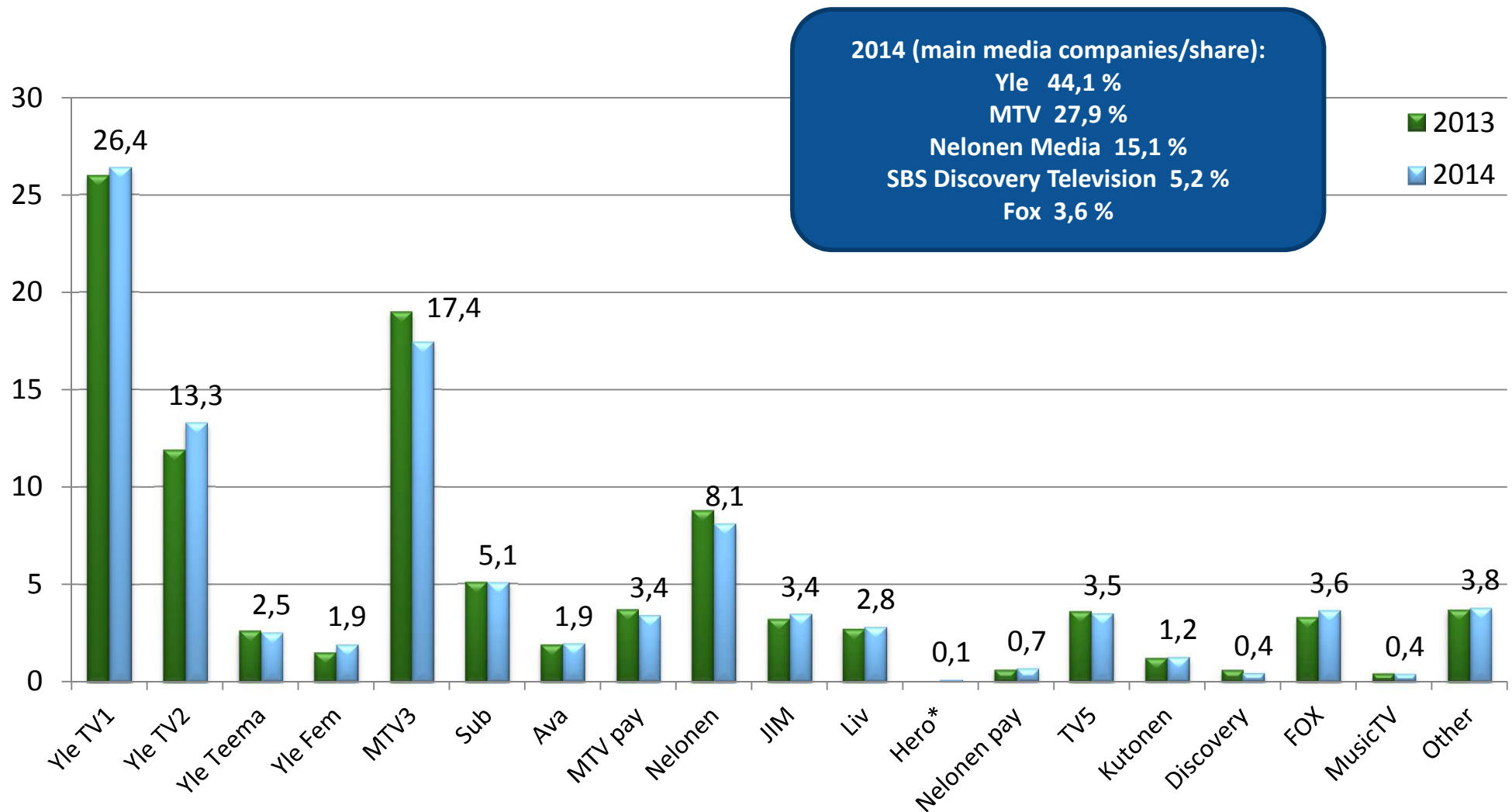
Source: Finnpanel Oy, TAM, 4+y. excl. guests in DVR- and IPTV-hslds.

Share of time shifted viewing (%) 2014



Source: Finnpanel Oy, TAM, incl. guests.

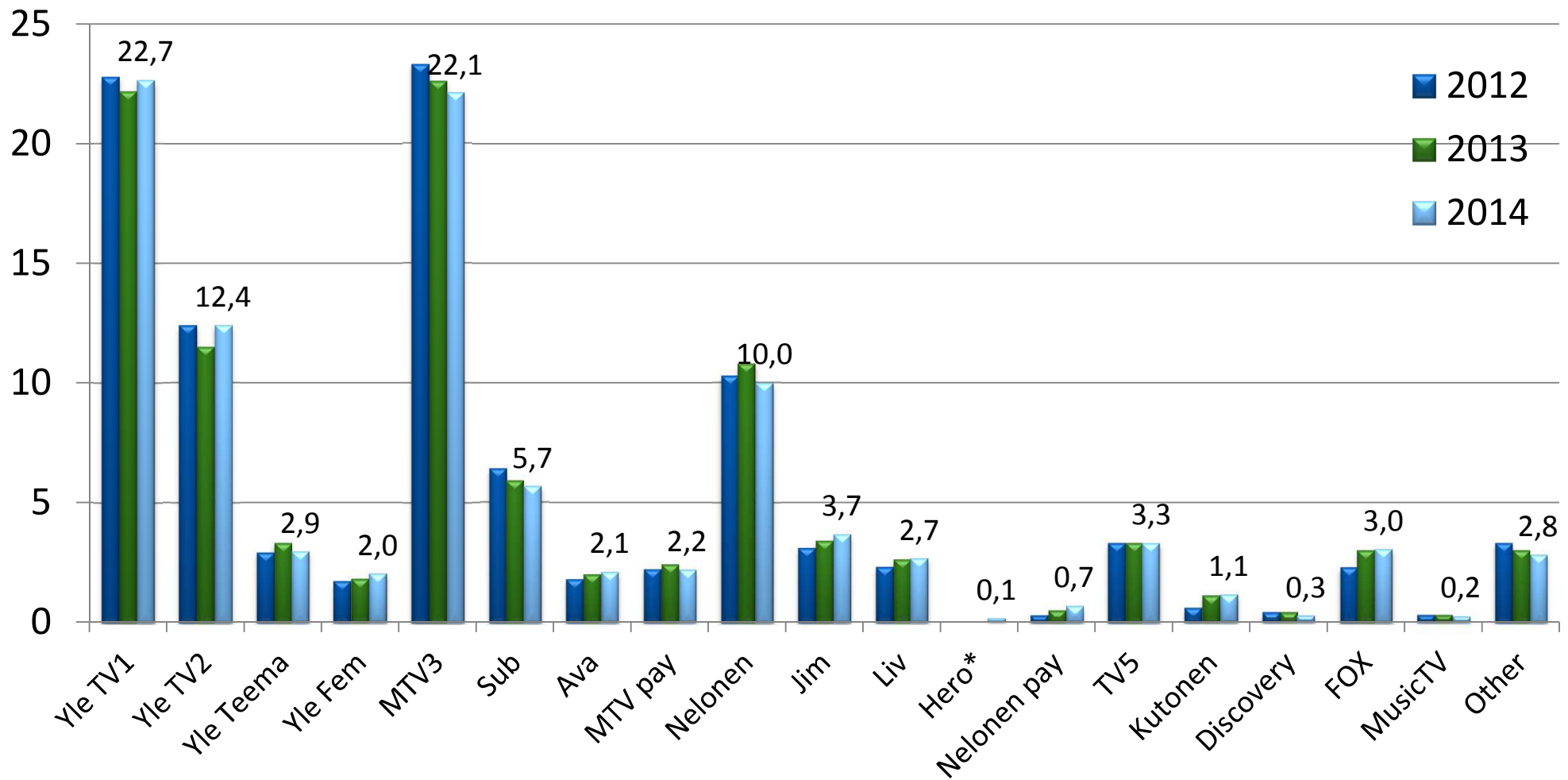
Channel share (%), total day



Source: Finnpanel Oy, TAM (population: 10+ years, timeshift and guest viewing included).

*Hero from 10.11.-14

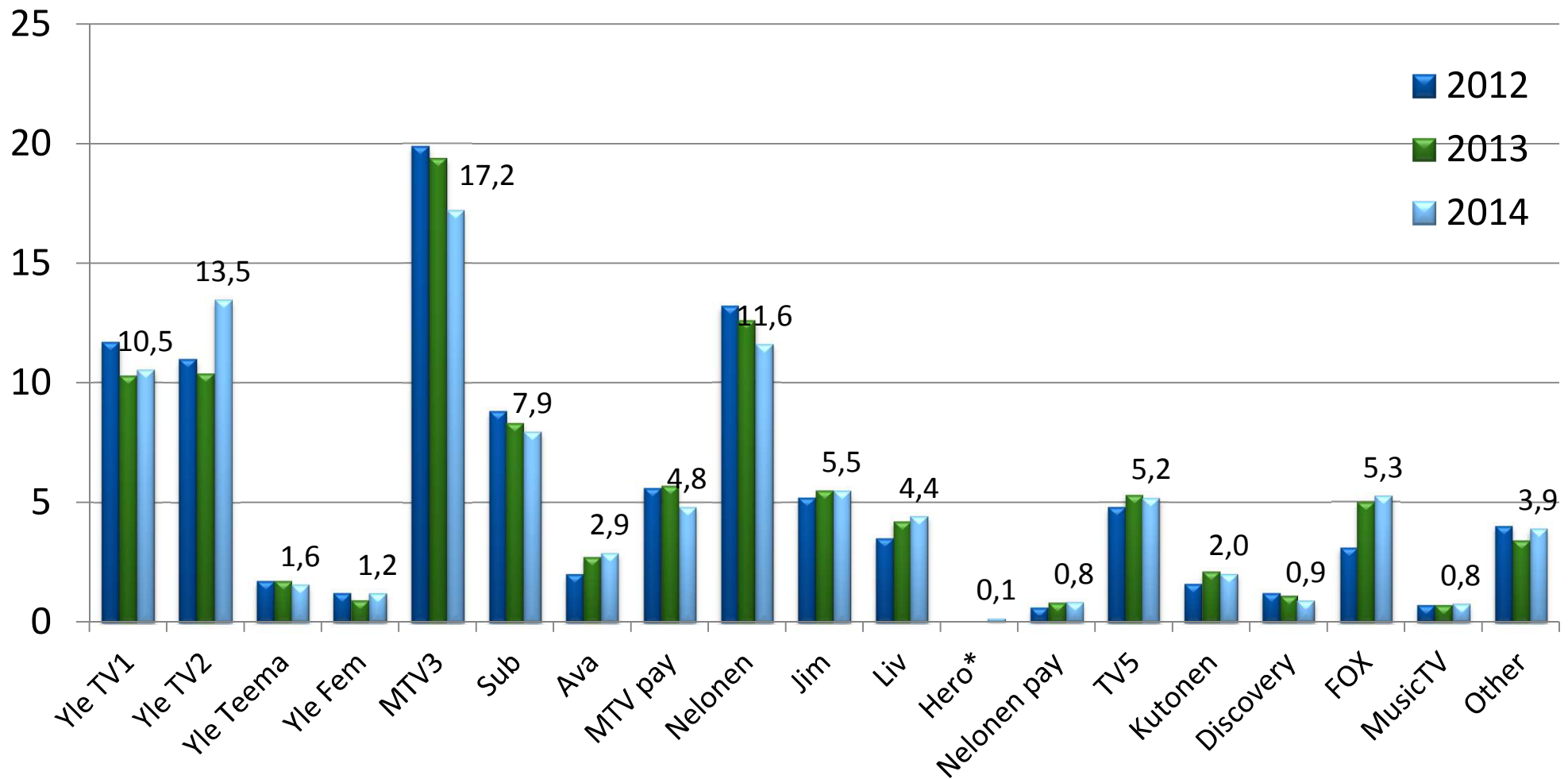
Channel share (%), prime time (18-23)



Source: Finnpanel Oy, TAM (population: 10+ years, timeshift and guest viewing included).

*Hero from 10.11.-14

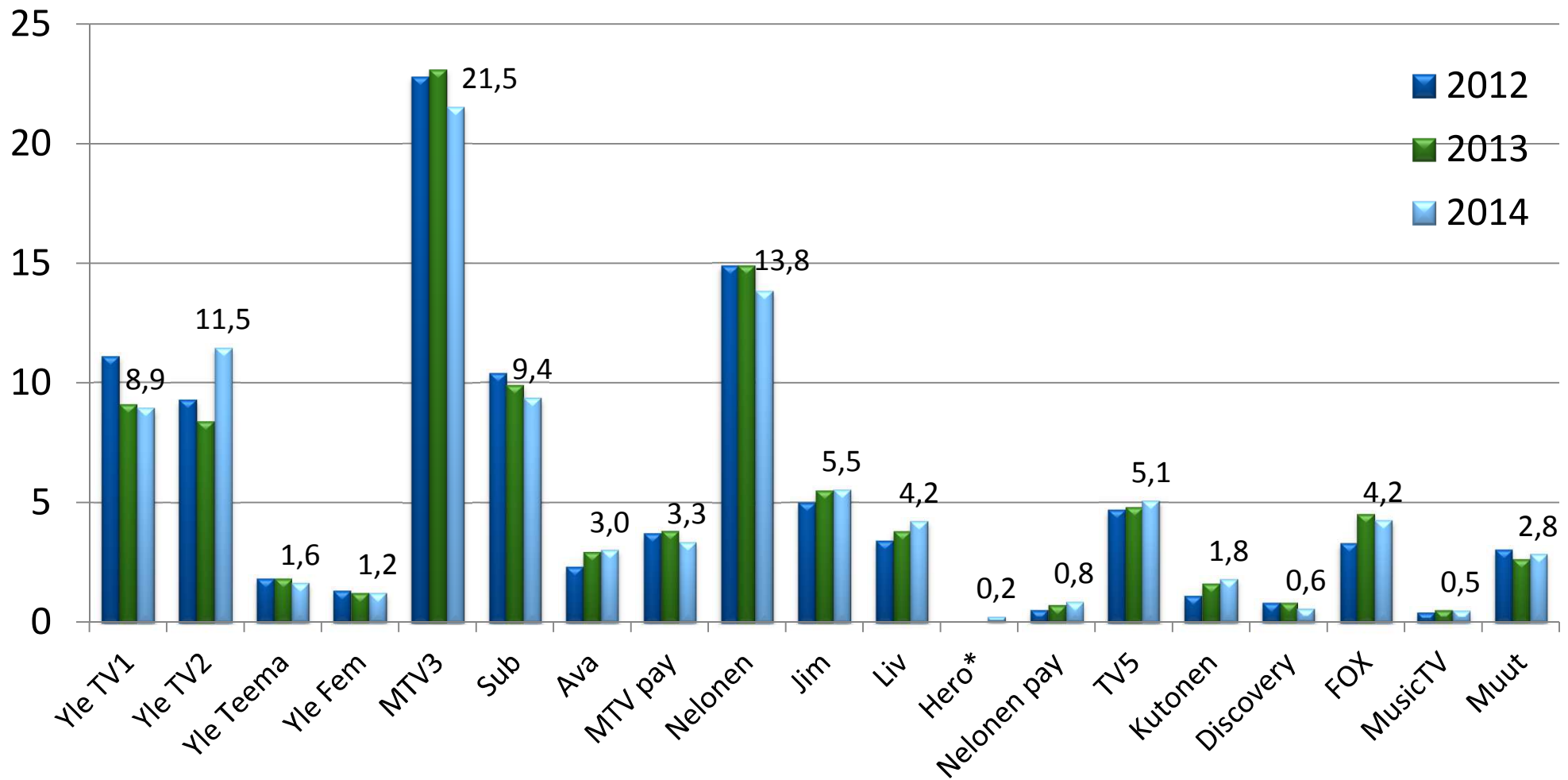
Chennale share (%), 25-44, total day



Source: Finnpanel Oy, TAM (population: 25-44 years, timeshift and guest viewing included).

*Hero from 10.11.-14

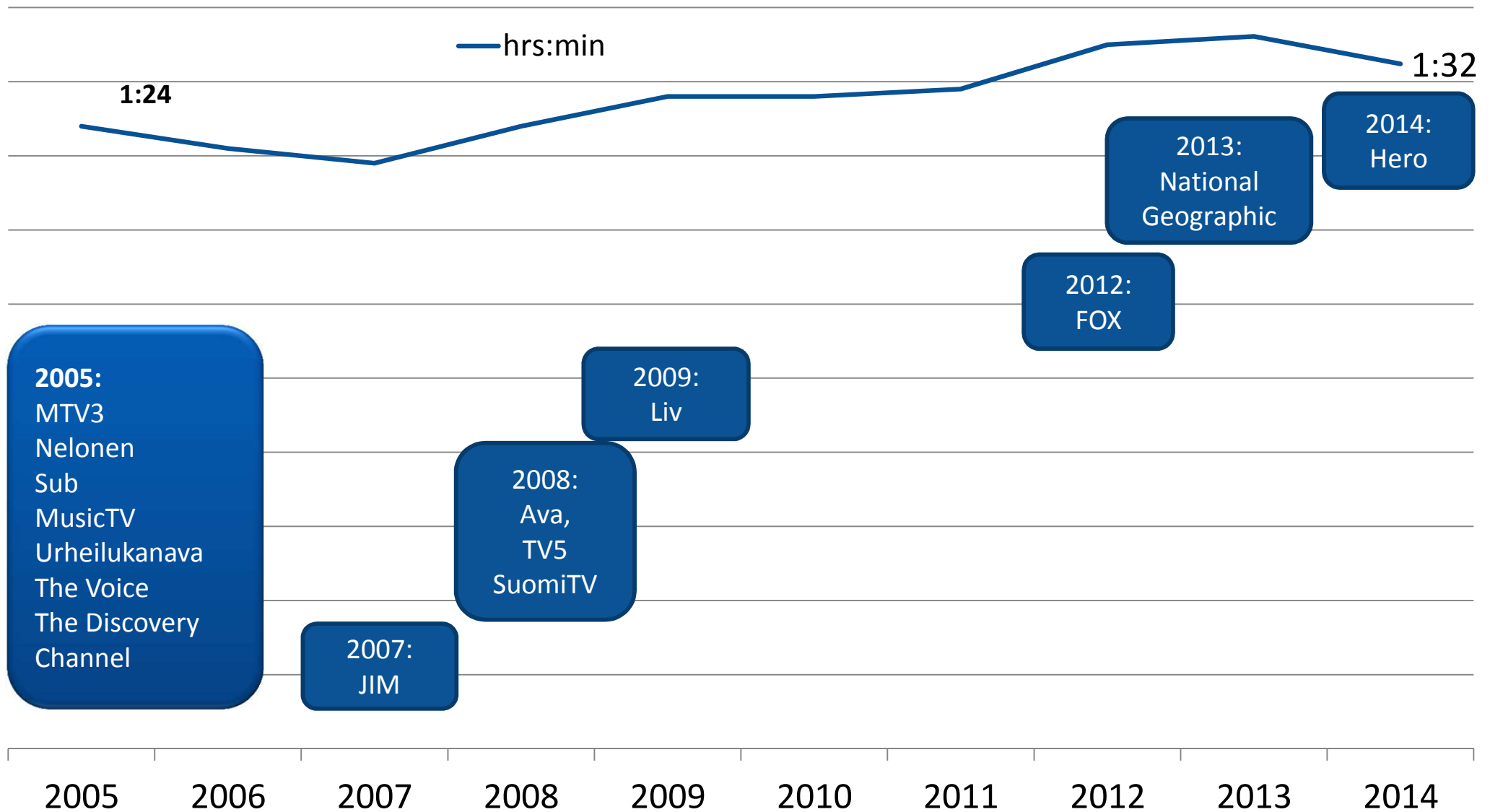
Channel share (%), 25-44, prime time (18-23)



Source: Finnpanel Oy, TAM (population: 25-44 years, timeshift and guest viewing included).

*Hero from 10.11.-14

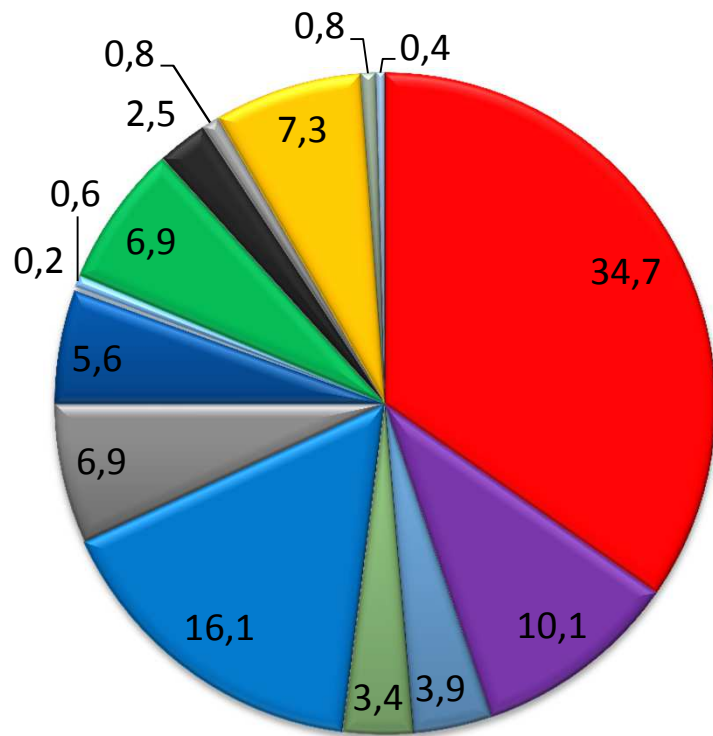
Daily viewing for commercial channels is over 1,5 hrs/day



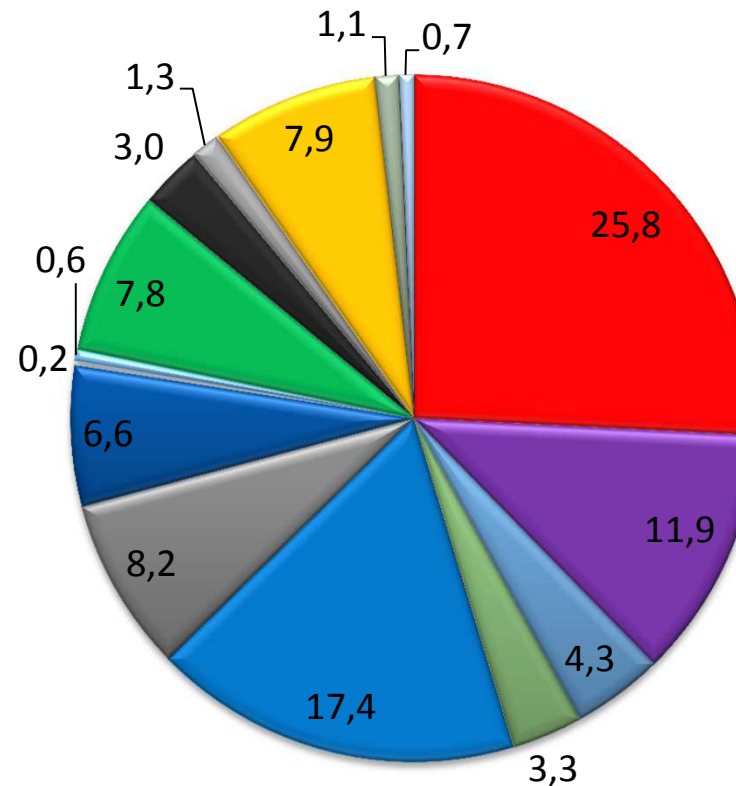
Source Finnpanel Oy, TAM (population: 10+ years) Timeshift and guest viewing included since 2008
 Commercial channels = selling air time in Finlandt, 24 ch. (y. 2013), 18 ch. (y. 2014).

Commercial channel share (%), 2014

10+



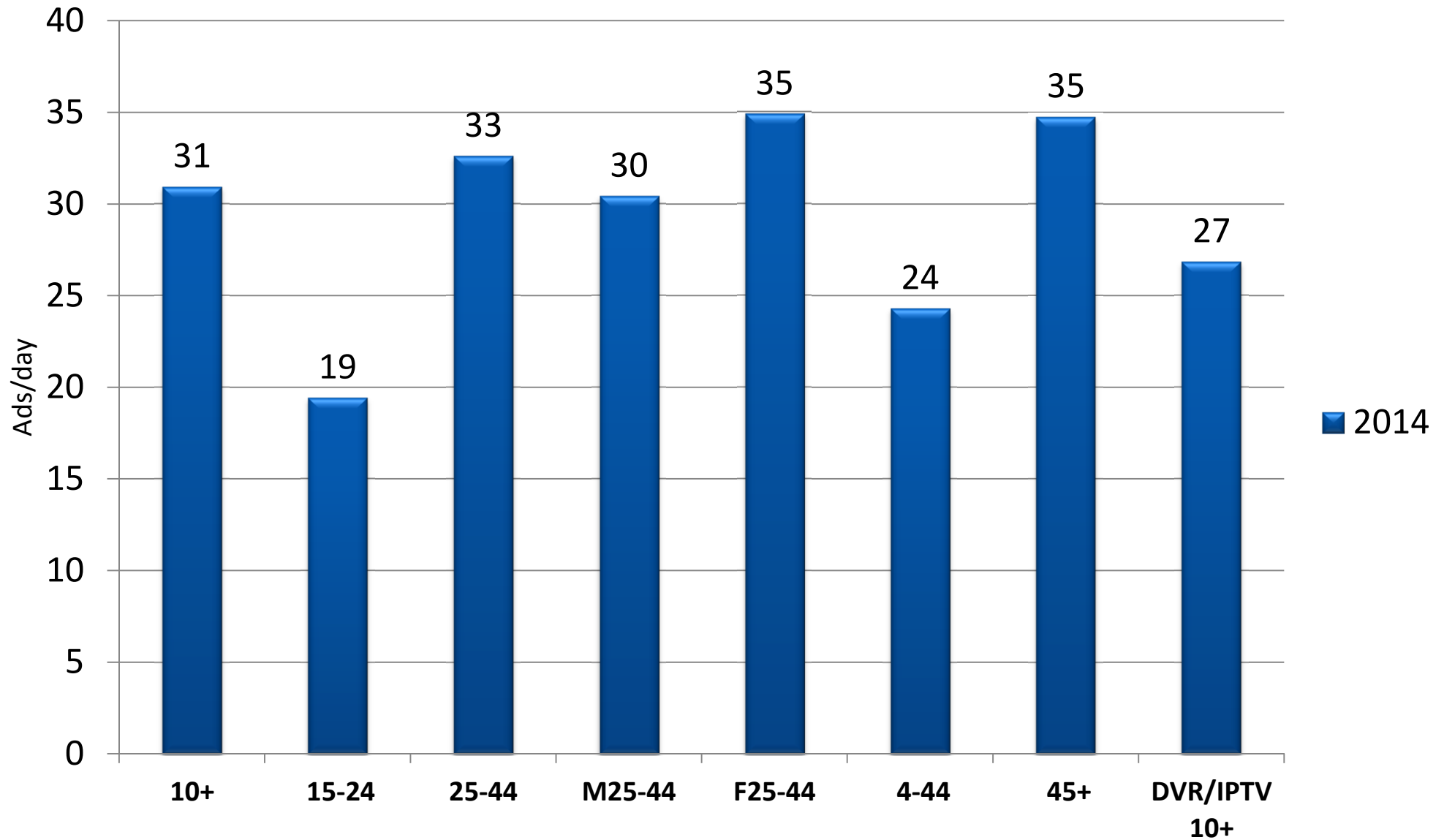
25-44



- MTV3
- Sub
- Ava
- MTV pay
- Nelonen
- Jim
- Liv
- *Hero
- Nelonen pay
- TV5
- Kutonen
- Discovery
- FOX
- MusicTV
- National Geographic

Source Finnpanel Oy, TAM. Timeshift and guest viewing included.
 Commercial channels = selling air time in Finland, 18 ch. (y. 2014). *Hero started 10.11.-14.

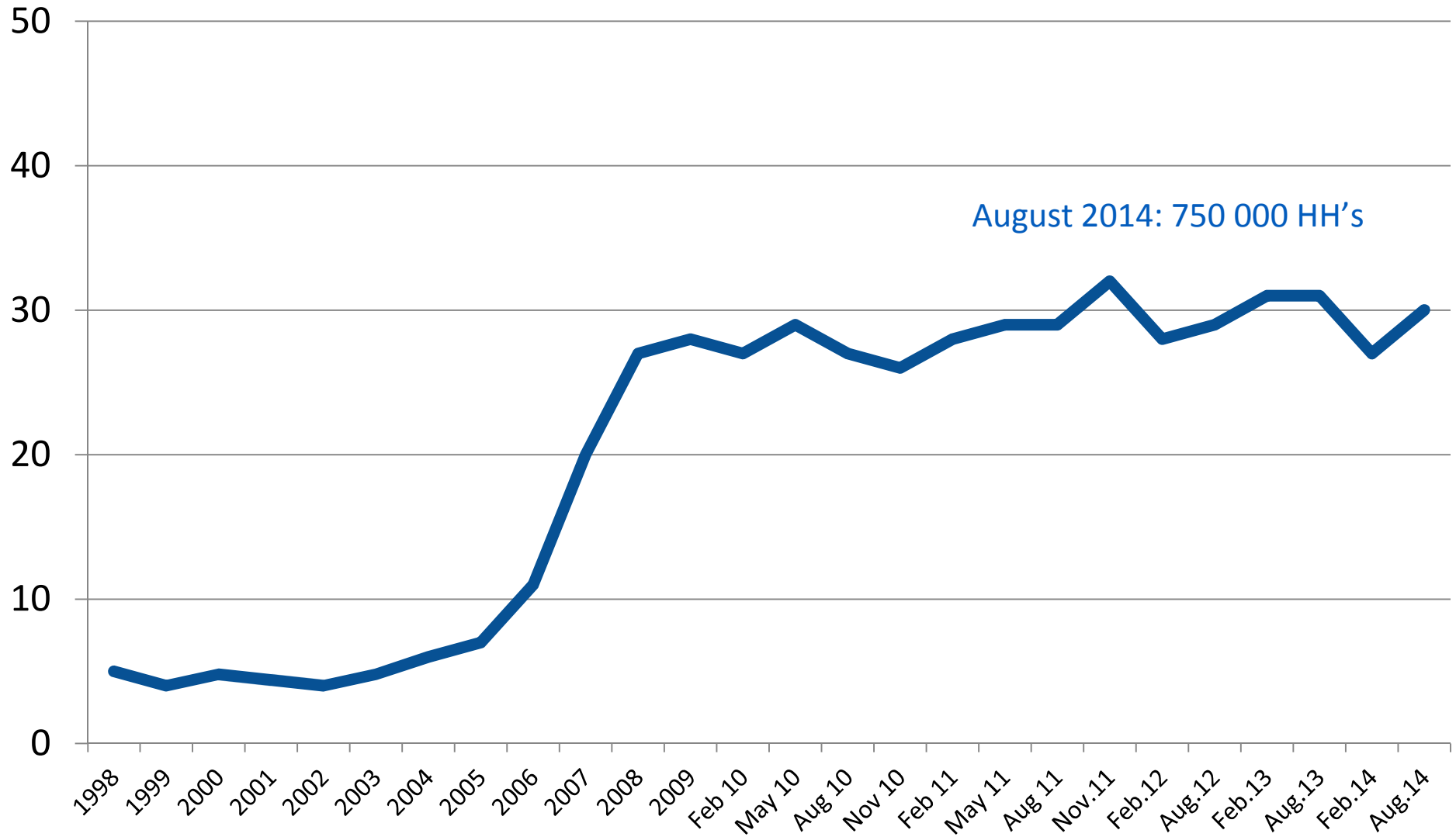
Finns watch 31 ads per day in average



Source: Finnpanel Oy, TAM 2014.
Commercial national spots in Finland.
DVR (Digital Video Recorder), IPTV (IPTV-reception)

Pay TV penetration in Finland

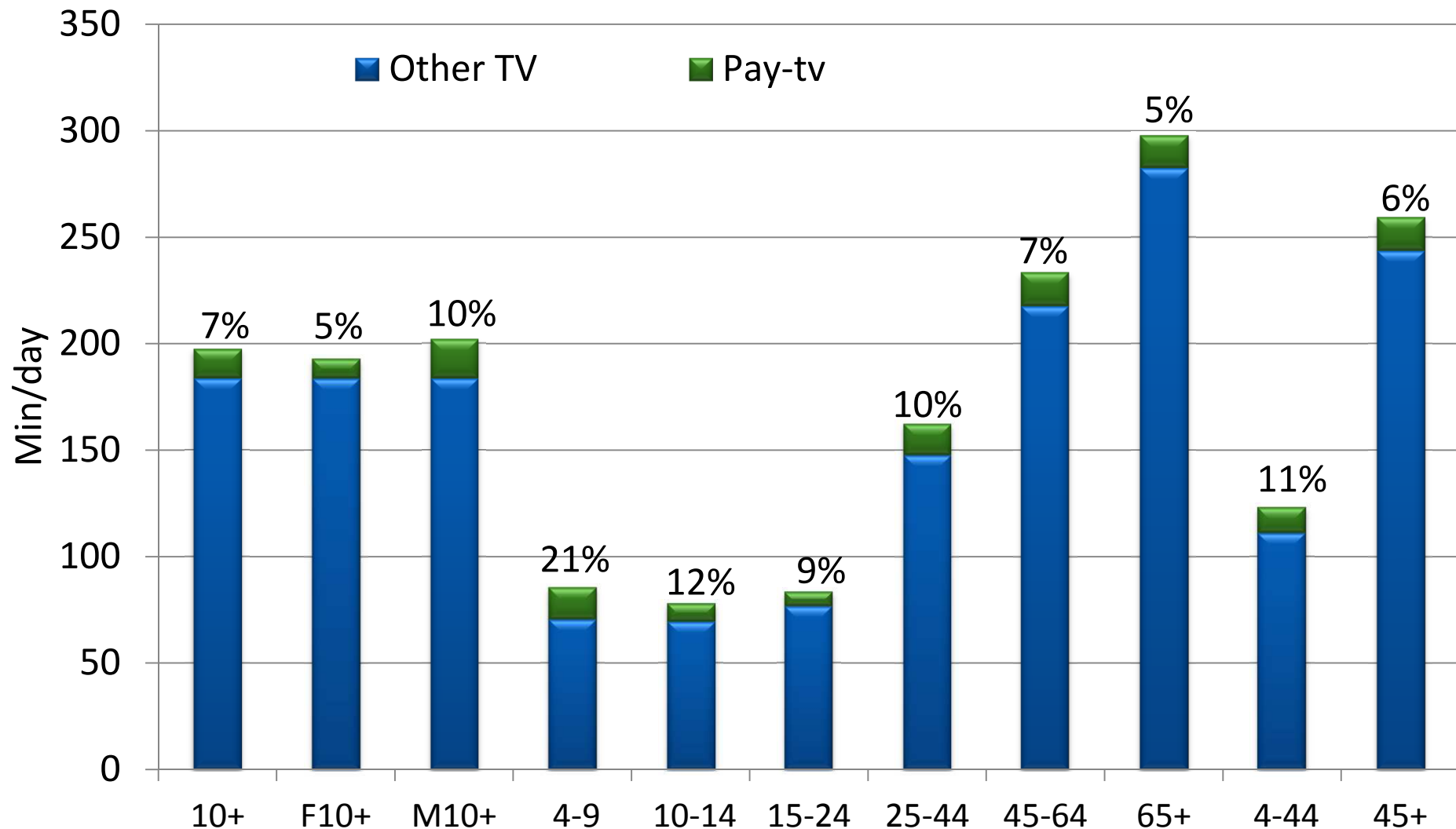
% of TV HH's



August 2014: 750 000 HH's

Source: Finnpanel, TV households in Finland n= approx 1500 /questionnaire, since 2012/1 n= approx 3000, since 2013/1 n=approx 3400

Pay TV share of total viewing 2014

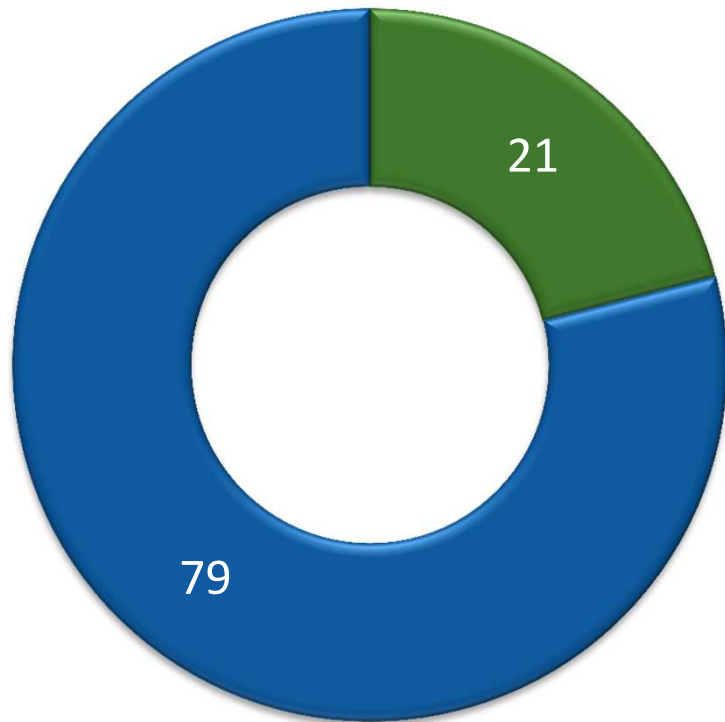


Source: Finnpanel Oy, TAM, guests and time shifted viewing included.

Pay-tv channels: Animal Planet, BBC Entertainment, BBC Lifestyle, BBC World, C More Movie channels, Digiviihde, Discovery, Disney Channel, Disney XD, Eurosport, Foreign satellite –channel group, MTV Fakta, MTV Fakta XL, MTV Juniori, MTV Komedija, MTV Leffa, MTV Max, MTV Sarja, MTV Sport 1-2, National Geographic, Nelonen Maailma, Nelonen Nappula, Nelonen Prime, Nelonen Pro (1-8), SVT Eu, SVT1 (Sweden), SVT2 (Sweden), TV4 (Sweden), URHOtv, Viasat Movie channels, Viasat Other channels

Pay TV share of total viewing 2014

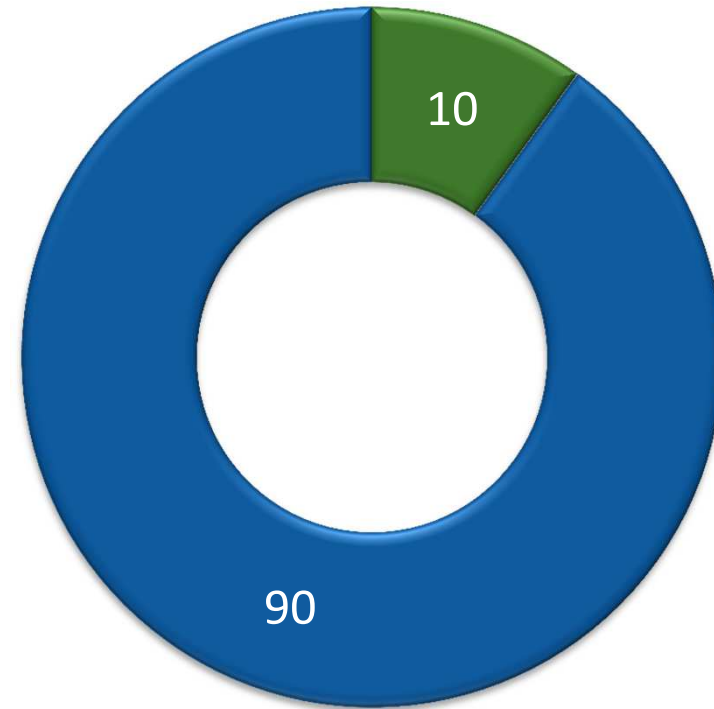
Children 4-9



■ Pay TV ■ Other TV

Top 3 pay-tv channels:
MTV Juniori, Nelonen Nappula, Disney Channel

Men 10+



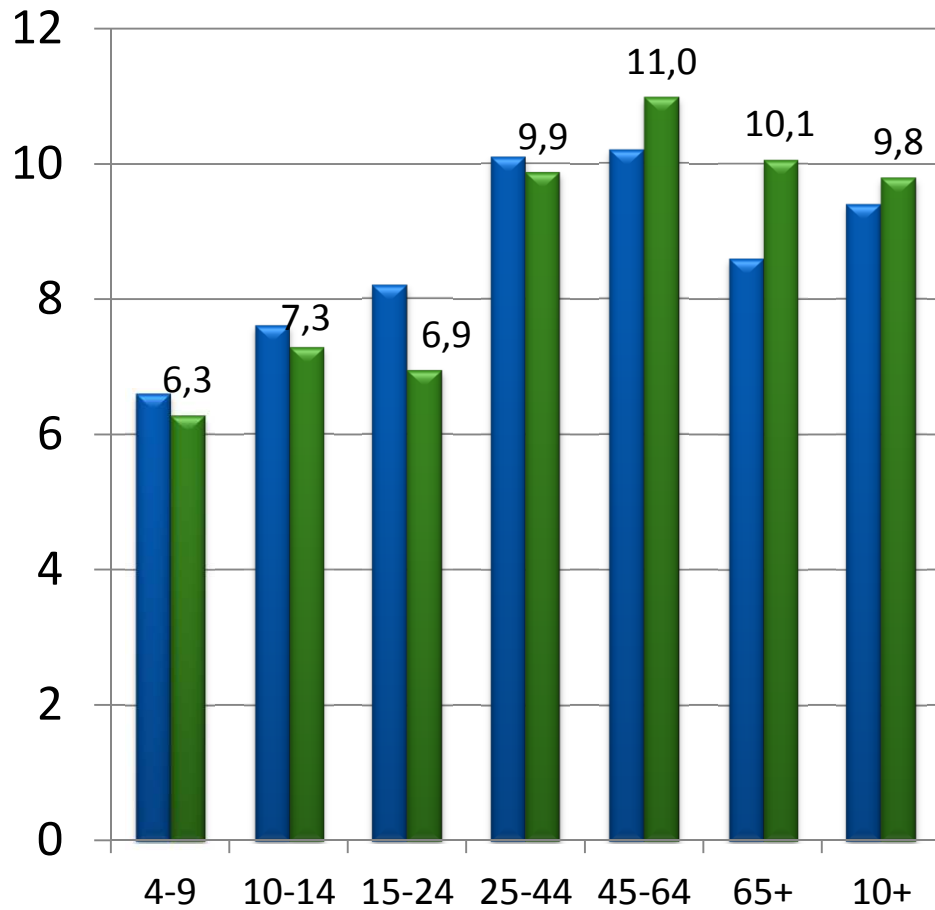
■ Pay TV ■ Other TV

Top 3 pay-tv channels:
MTV MAX, Eurosport, MTV Sport 1

Number of channels viewed 2010 and 2014

Weekly

■ 2010 ■ 2014



Daily

■ 2010 ■ 2014

