

Television Viewing In Finland 2016

Tennispalatsi 7.2.2017
Lena Sandell



TV VIEWING AND HOUSEHOLDS IN FINLAND 2016

**4 650 000
TV SETS**

(out of which 730 000 in second
homes /summer cottages)

Areena
MTV Katsomo and
Ruutu starts total average
**50 million
per month**



91 % weekly reach

Daily viewing time
2 hours 52 minutes

Weekly
commercial
reach **87 %**

The most watched
hour at
8.30–9.30 pm
(2 million Finns watch TV,
half of them with someone else)

THE HISTORY OF TV REPORTING

MONDAY MARCH 2ND 1987 VIEWING FIGURES

FINNPANEL OY
VIKKO N:O 10
MAANANTAI 2.3.1987

- 1 -

OHJELMAN
NIMI

OHJ. KLO OHJ.K-ARVO KAN 15-MIN
ALKAA AIKA 1000H YLÄ OS% YL %

15-MIN KAN K-ARVO OHJ. KLO
YL % OS% YL% 1000H AIKA NIMI

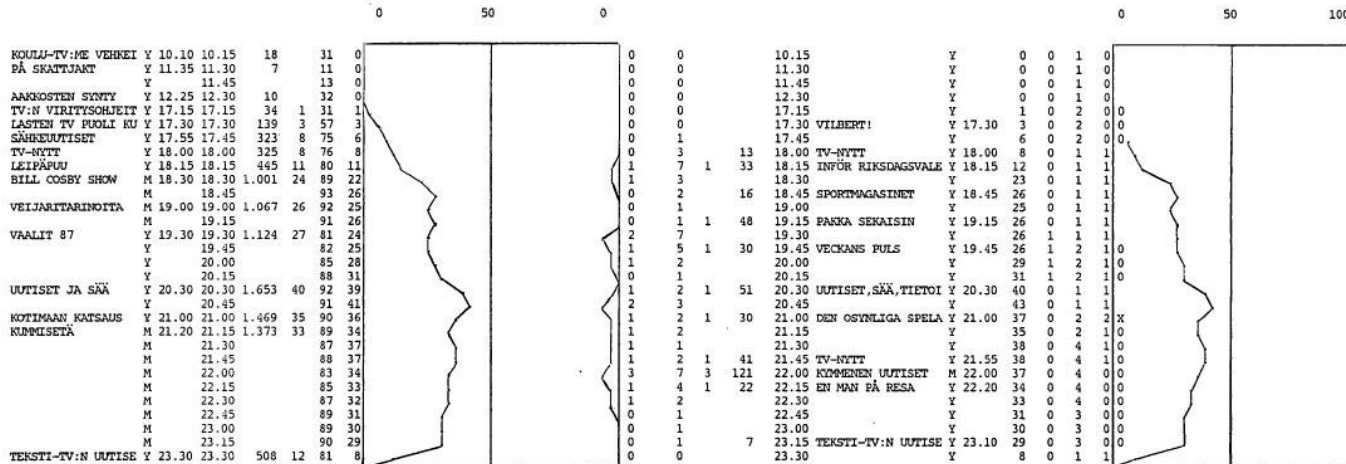
TV-2
OHJELMAN
NIMI

TELEVISION KÄYTTÖKOHTEET
OHJ. YLE+ TV3 VI- MUJ
ALKAA YLE+ TV3 VI- MUJ
DEO

N= 4168986

4168986

MERKKI . * O X



15-MIN. YLEISÖÄ KA
LÄHETYSAIKA MIN.

24
462

1
368

KÄYTETTY AIKAA MIN.
TAVOITETTU %

TV1 RTV MTV1 1-VERKKO
57 0 87 129
0 0 64 73

TV2 RTV MTV2 2-VERKKO
15 0 11 15
15 0 5 18

*) *) VI-
YLE MTV YLE+MTV TV3 DEO MUJ
59 87 131 38 70 49
69 65 74 2 12 7

***} KATSELIJOITA ALLE 30

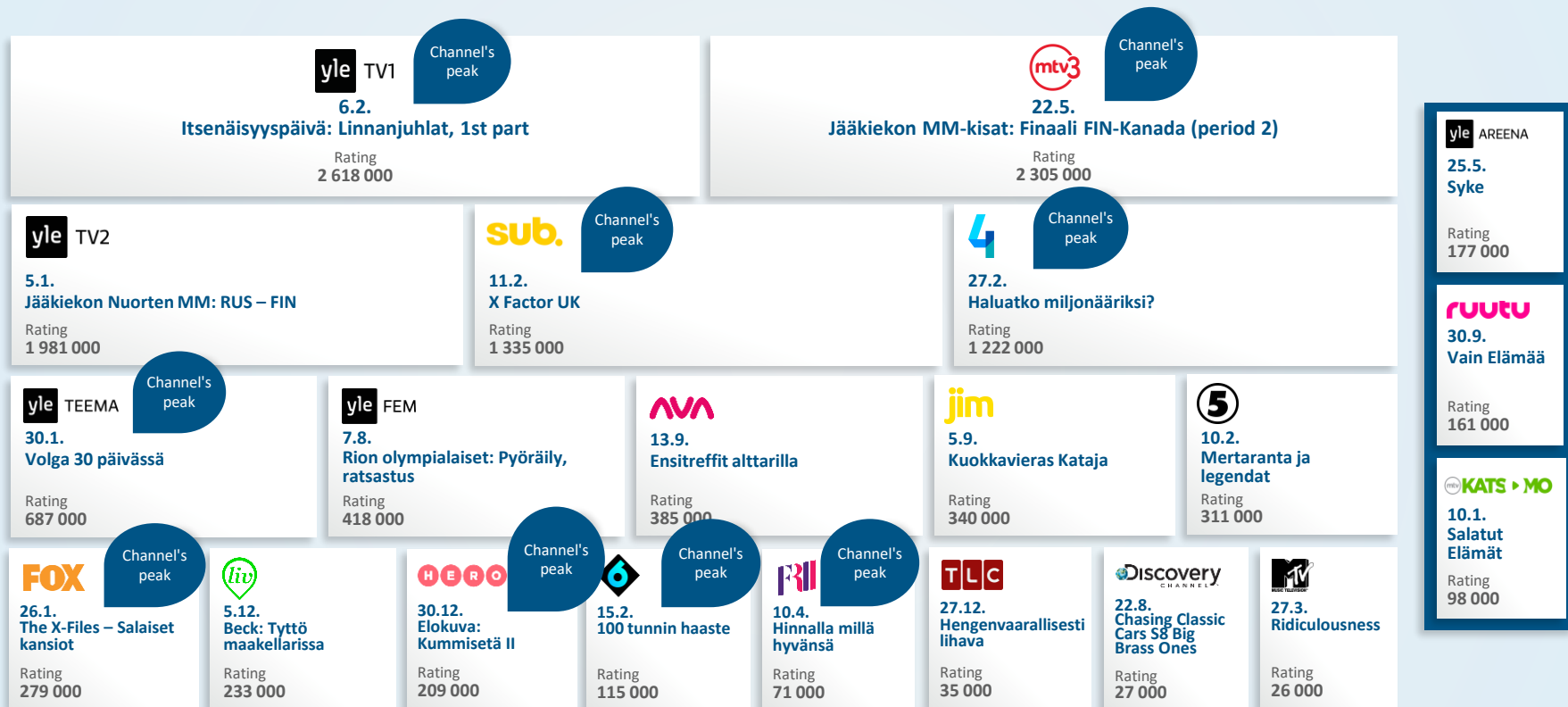
TV AUDIENCE MEASUREMENT WAS LAUNCHED 30 YRS AGO – MARCH 2ND 1987

Start time	 TV1	Rating
10:10	Koulu-tv	18 000
11:15	På Skattjakt	7 000
12:25	Aakkosten synty	10 000
17:15	TV:n viritysohjelma	34 000
17:30	Lasten TV	139 000
17:55	Sähkeutiset	323 000
18:00	TV-nytt	325 000
18:15	Leipäpuu	445 000
18:30	Bill Cosby Show (MTV)	1 001 000
19:00	Veijaritarinoita (MTV)	1 067 000
19:30	Vaalit 87	1 124 000
20:30	Uutiset ja sää	1 653 000
21:00	Kotimaan katsaus	1 469 000
21:20	Kummisetä (MTV)	1 373 000
23:30	Teksti-tv:n uutiset	508 000

Start time	 TV2	Rating
17:30	Vilbert	
18:00	TV-nytt	13 000
18:15	Inför riksdagasvalet	33 000
18:45	Sportmagasinet	16 000
19:15	Pakka sekaisin	48 000
19:45	Veckans puls	30 000
20:30	Uutiset, sää, tietoisu	51 000
21:00	Den osynliga spela	30 000
21:55	TV-nytt	41 000
22:00	Kymmenen uutiset (MTV)	121 000
22:20	En man på resa	22 000
23:10	Teksti-tv:n uutiset	7 000

MTV = commercial tv

TOP PROGRAMMES IN 2016



Vuoden katsotuin viihdeohjelma – suorana Subilla
X Factor UK finaali 11.12.



Vuoden katsotuin viihdeohjelma – suorana Subilla X Factor UK finaali 11.12.

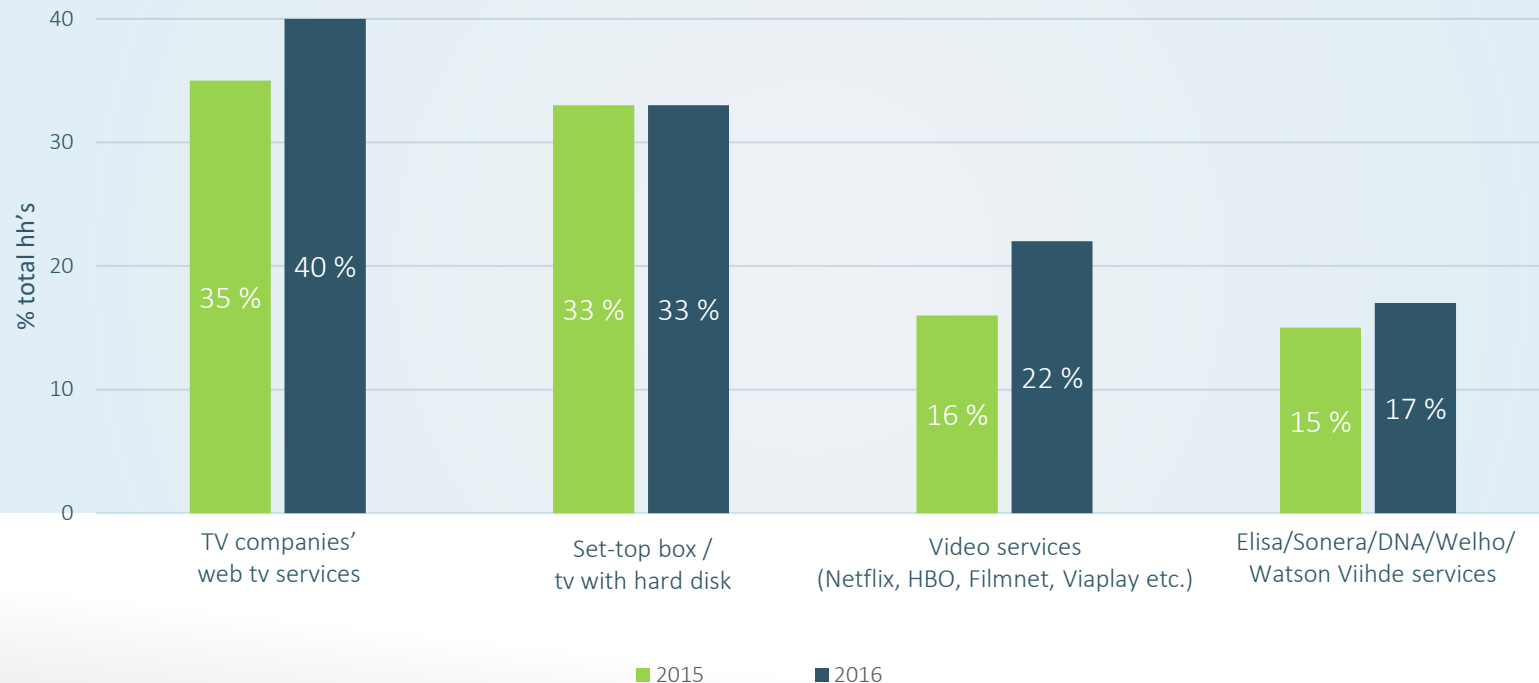
Subin ennätys! 4+ v. "live"



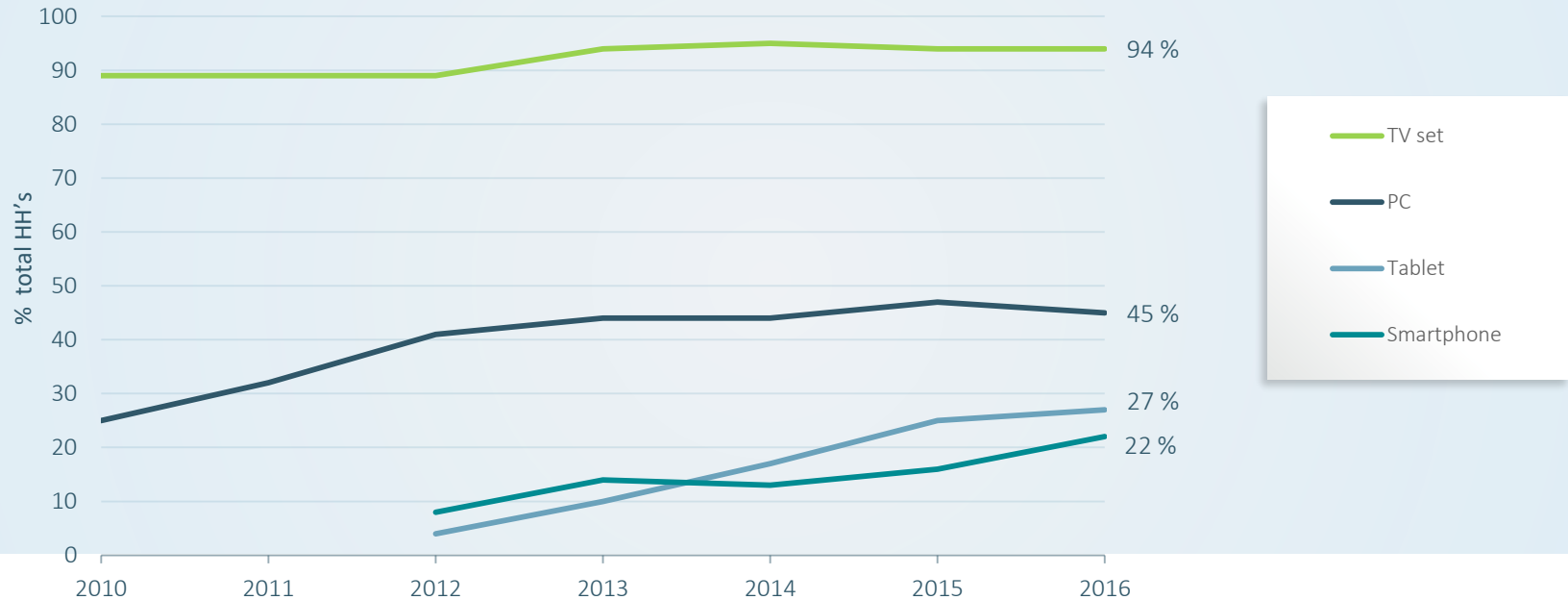
X Factor UK syksy 2016:

- tavoittavuus Subilla **3,8 milj.**
- MTV Katsomo käynnistyksiä **1,0 milj.**
- mtv.fi artikkelit lukukertoja **8,9 milj.**
- Facebook kokonaiskontaktit **10 milj.**

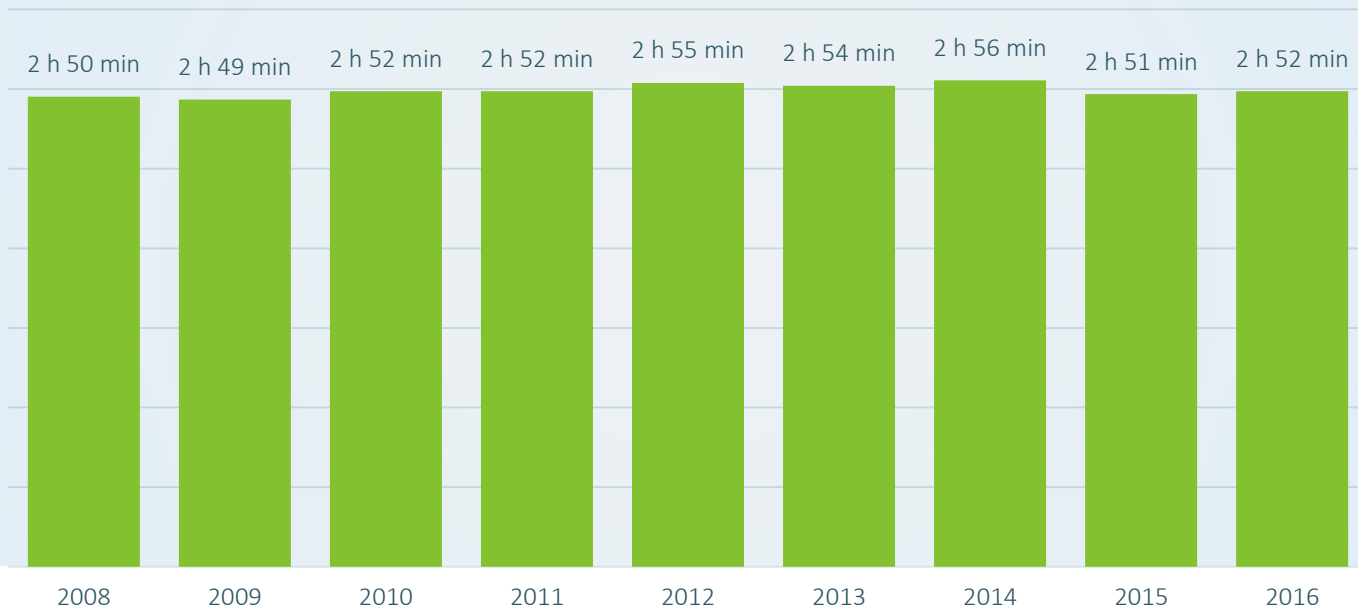
HOW DO YOU WATCH RECORDED TV CONTENT/VIDEO STREAMING SERVICES ?



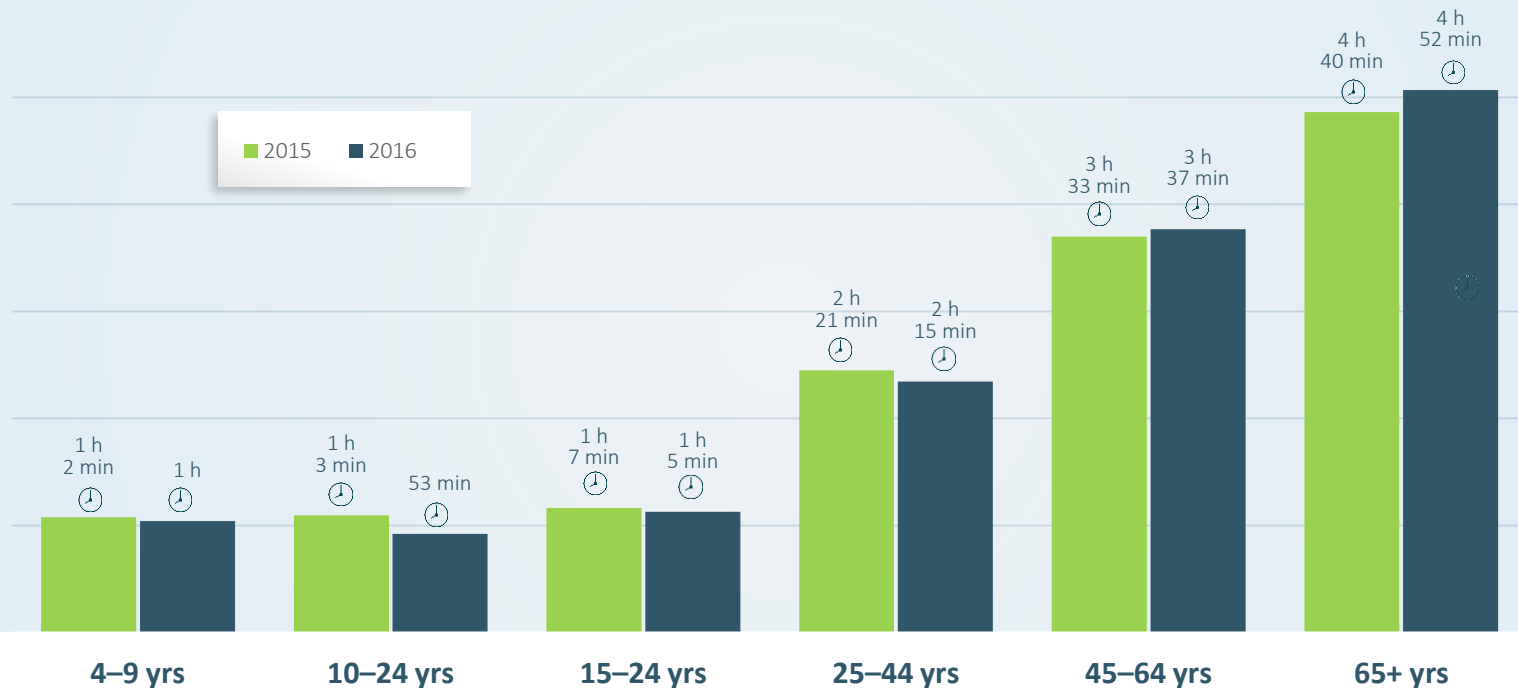
What kind of equipment do you use to watch TV programmes?



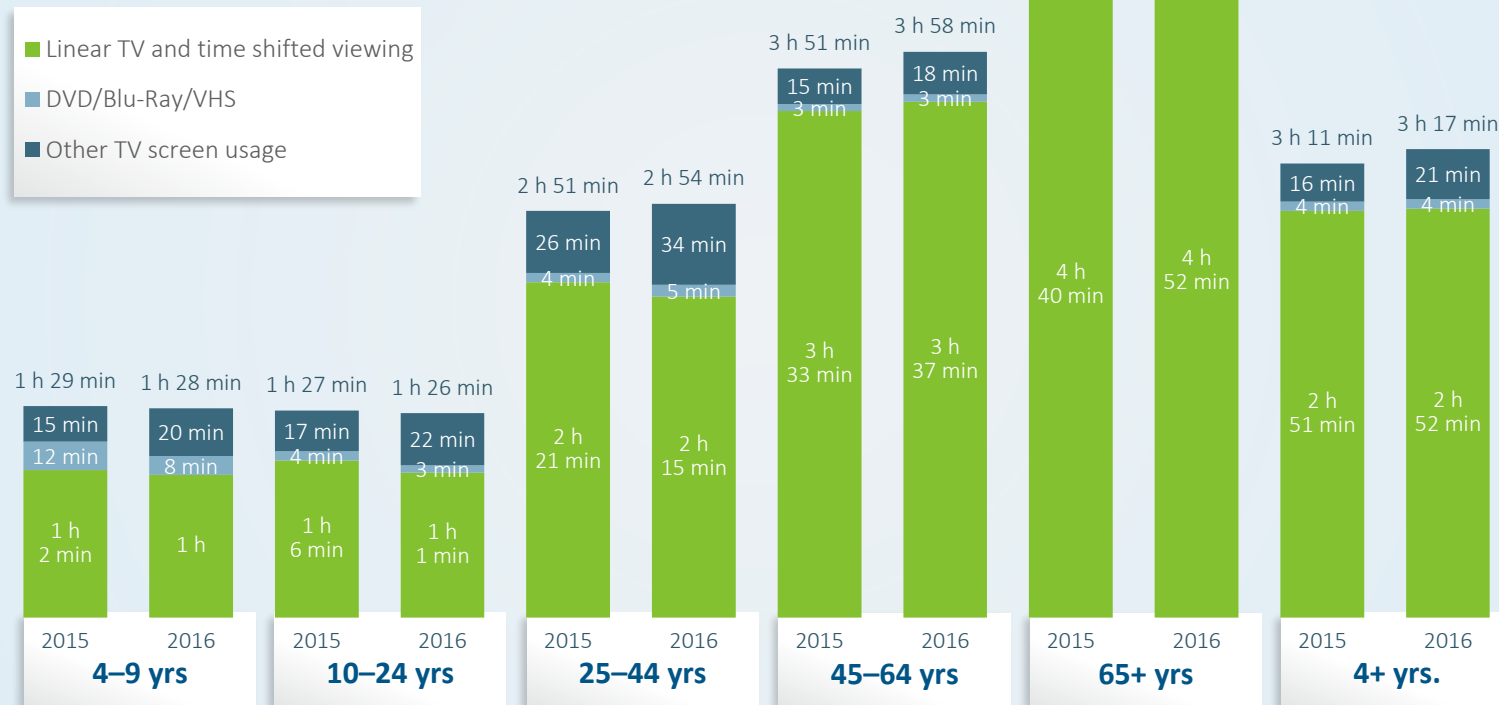
2 HOURS 52 MINUTES DAILY VIEWING



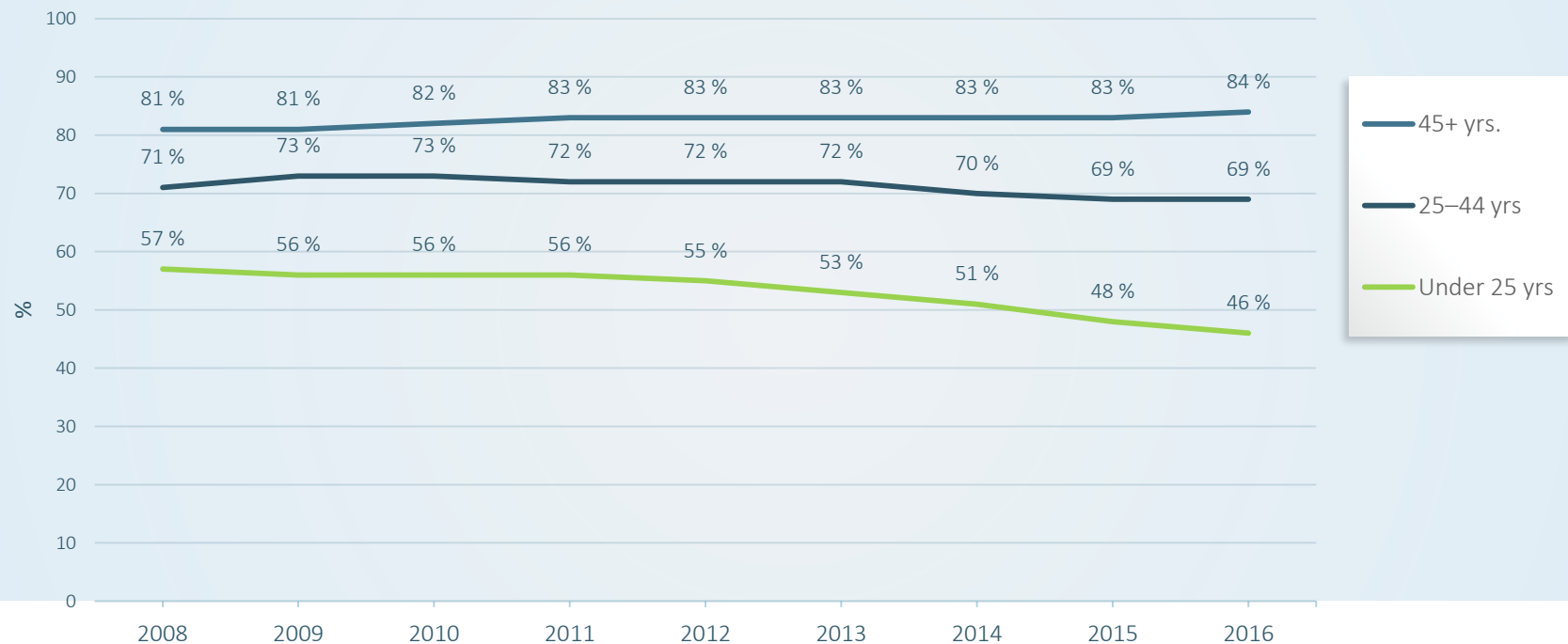
VIEWING BY AGE GROUP



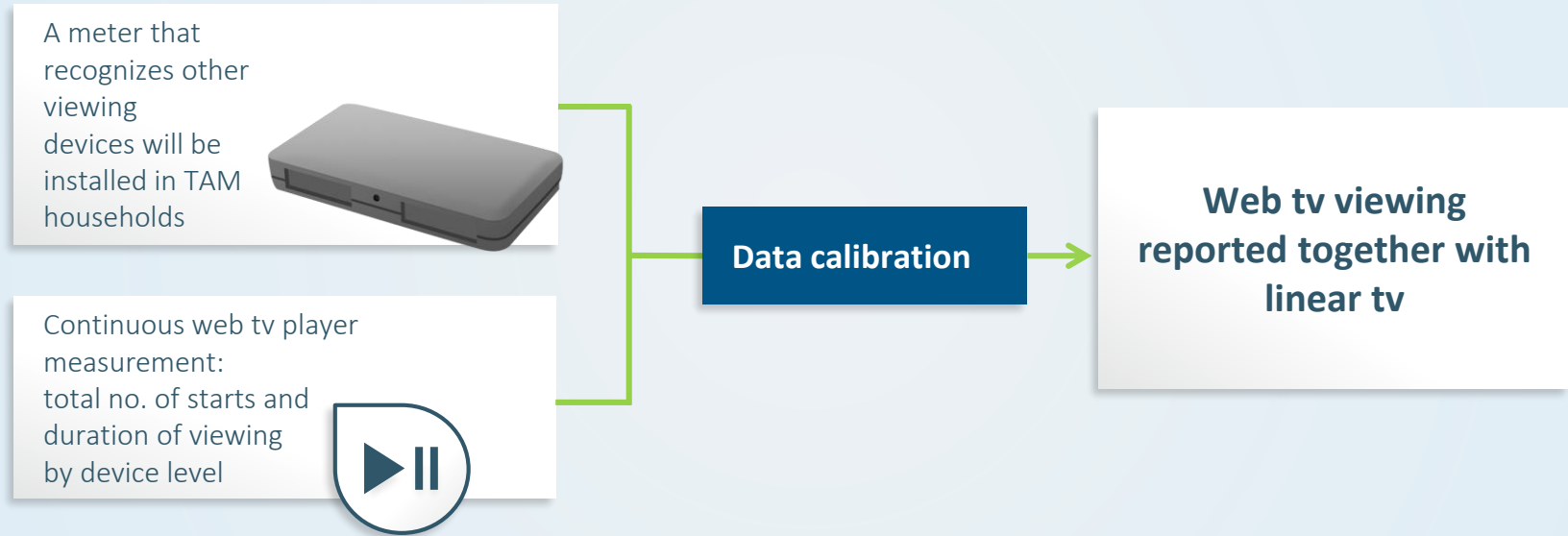
VIEWING BY AGE GROUP



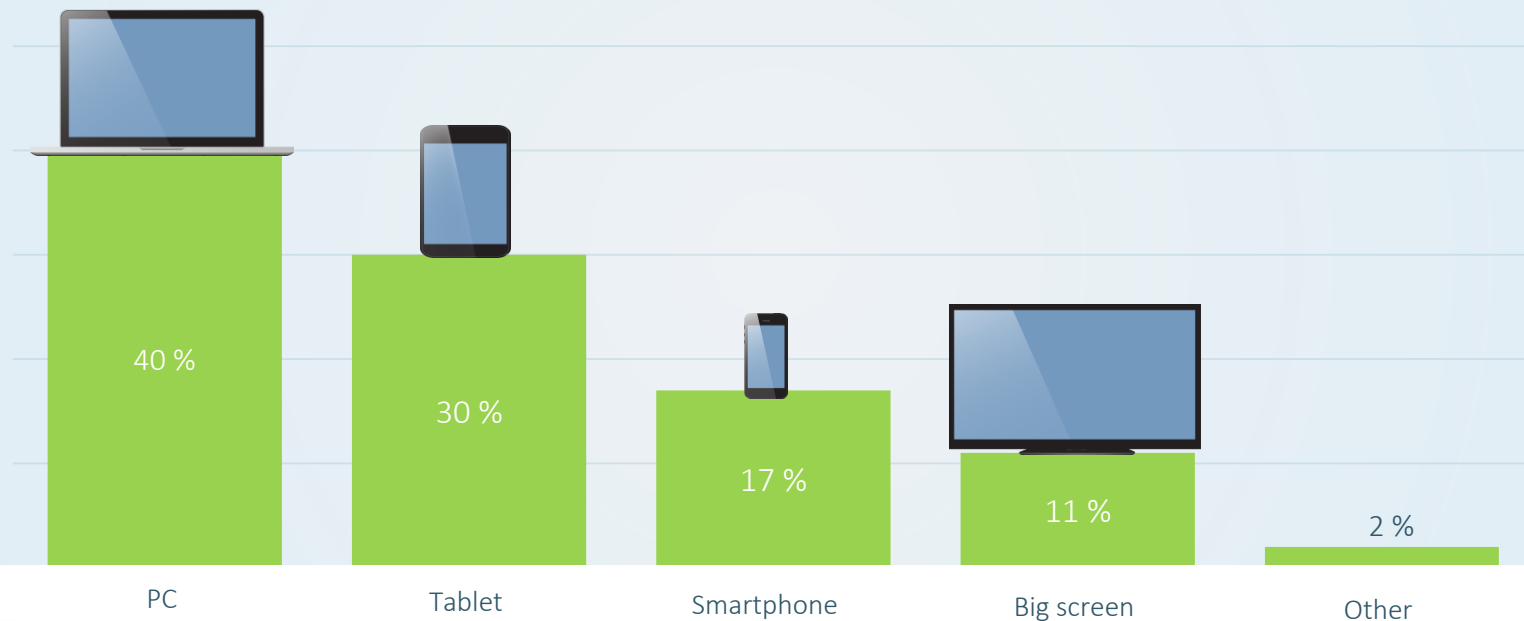
DAILY REACH



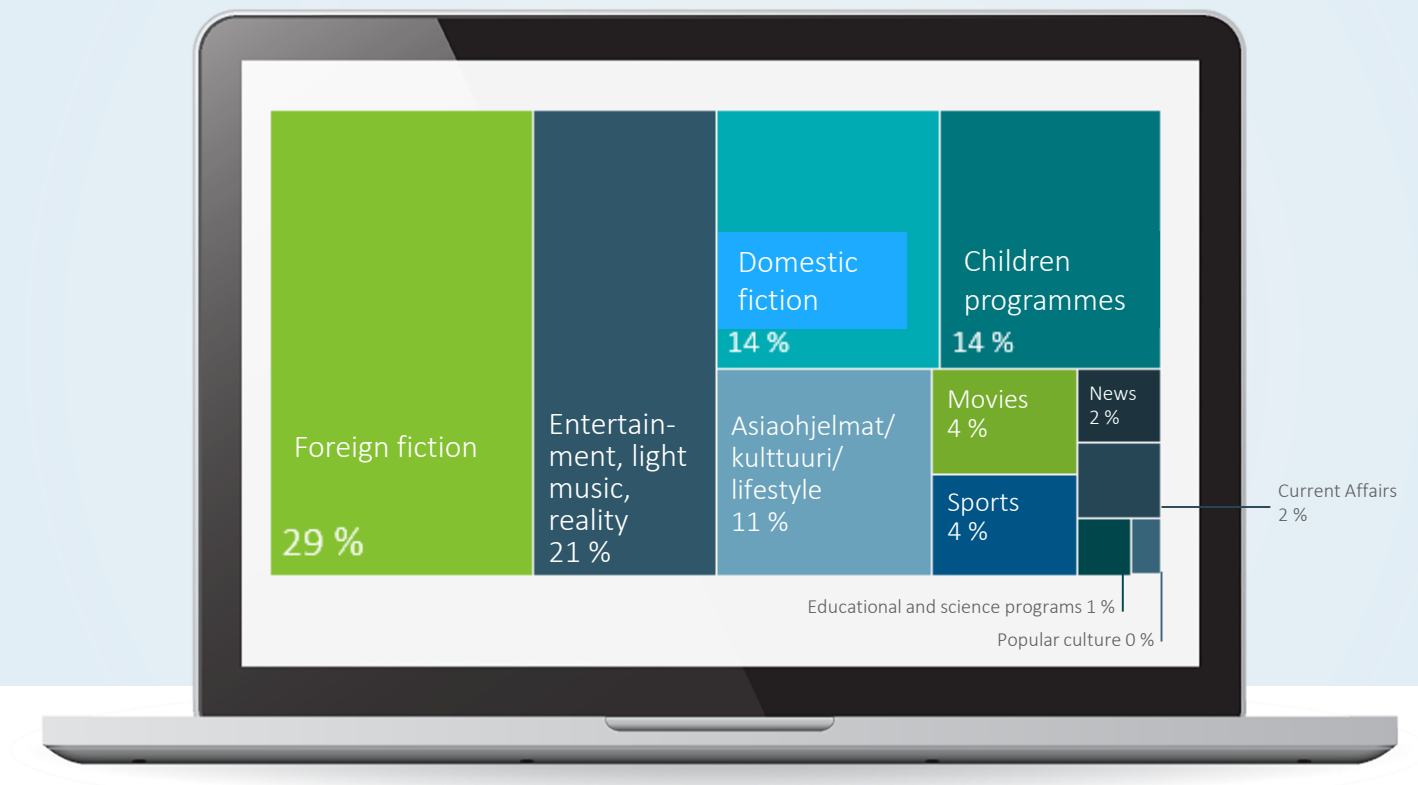
WEB TV MEASUREMENT ON EXTENSION TO TAM



AREENA, MTV KATSOMO AND RUUTU: VIEWING TIME BY DEVICE



AREENA, MTV KATSOMO AND RUUTU VIEWING BY PROGRAMME GENRE 2016



yle

Sorjonen

AREENA & TV

Keskimäärin 951 000 katsojaa

Neljällä jaksolla yli miljoona katsojaa

KOLME KULTAISTA VENLAA

PARAS
KOTIMAINEN
POLIISISARJA
RAIDIN JÄLKEEN
(HS-äänestys 11/16)

AREENA

Yhteensä 2,7 milj. käynnistystä

Keskimäärin 152 000 katsojaa

2/3 katselusta ennakkona

Neljännes katselusta isolta ruudulta

SOME

Ostettu FB Rch 173 000

Useita orgaanisia nostoja somessa

MOST POPULAS WEB TV PROGRAMMES

AREENA, MTV KATSOMO AND RUUTU 2016

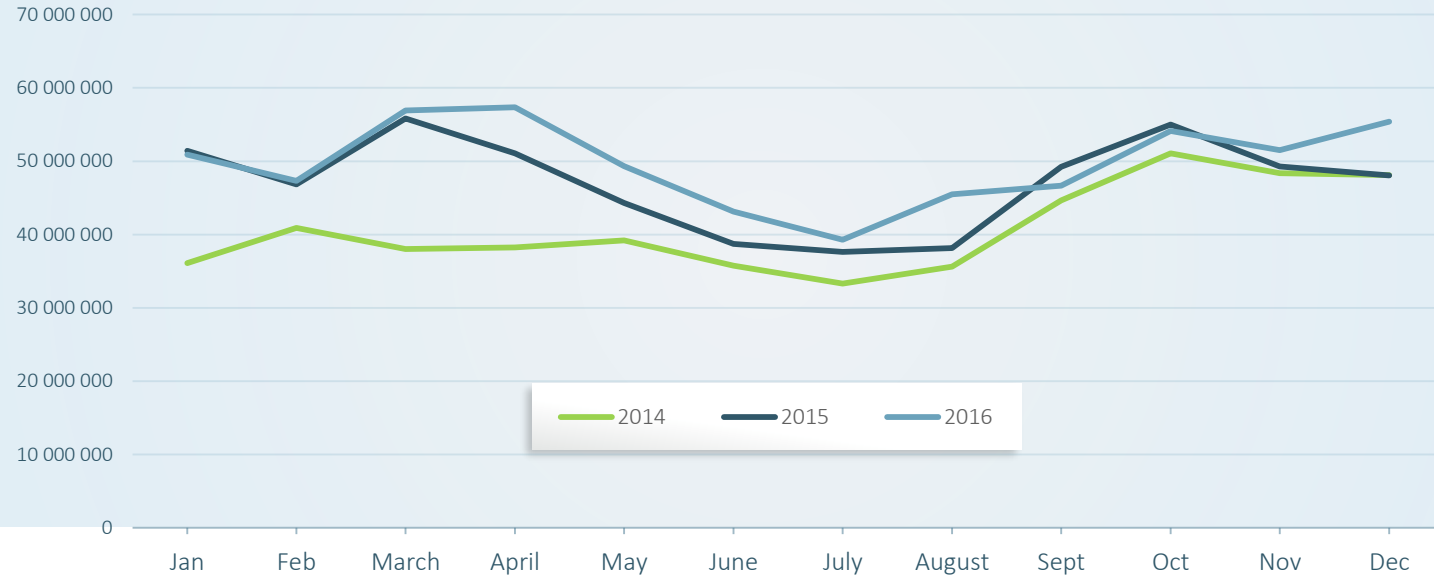
Viewing on TV company's
web tv service
(Rating)

 25.5. Syke (12)	177 000
 30.9. Vain elämää	161 000
 24.12. Luottomies (12)	142 000
 2.7. Ryhmä Hau (S)	129 000
 19.4. Arman Pohjantähden alla	126 000
 25.12. Kotikatsomo: Sorjonen (16)	123 000
 1.12. Joulukalenteri: Jäätävä seikkailu (S)	104 000
 10.1. Salatut elämät (4. es.)	98 000
 25.5. Uusi Päivä	87 000
 14.12. Downshiftaajat (12)	84 000

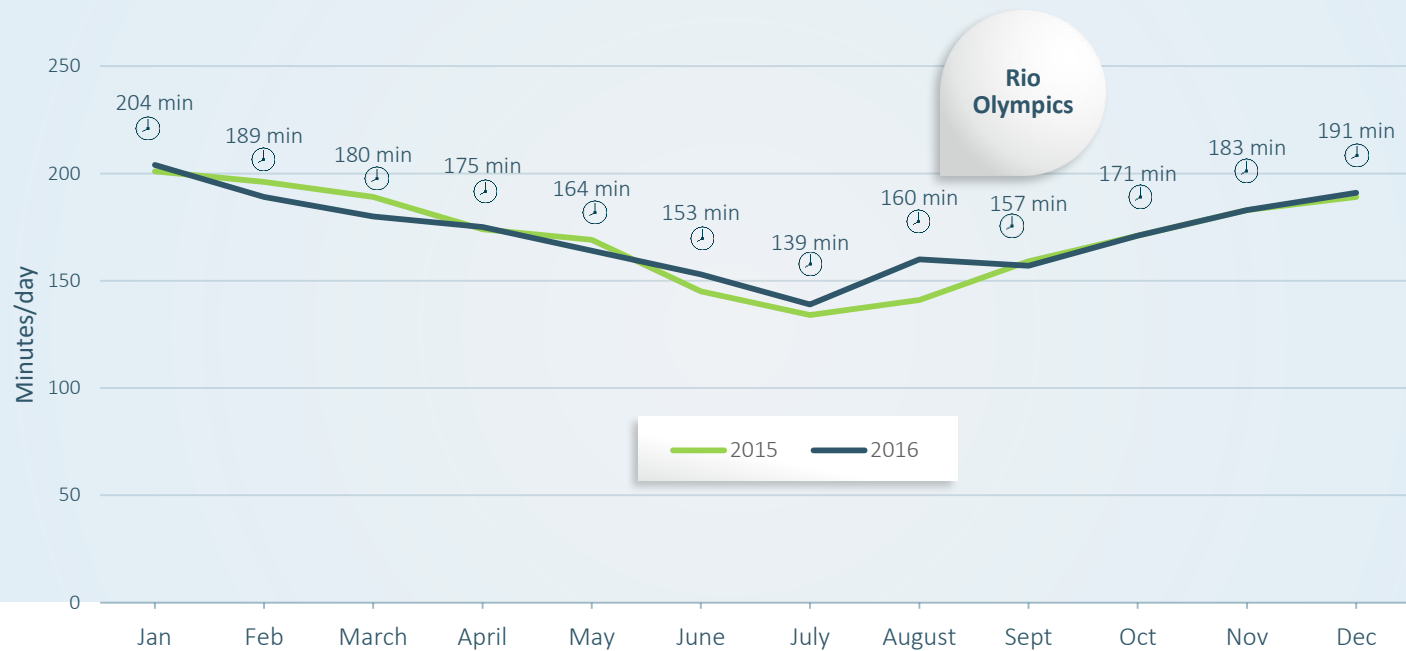


WEB TV STREAM STARTS 2016

– 50 million starts monthly



MONTHLY VIEWING



55 % WATCH TOGETHER WITH SOMEONE ELSE

THE TOP CO-VIEWING EVENTS IN 2016:

News



Saara Aalto
UK X-Factor



Christmas Eve

Independence Day



Ice Hockey World Championships



Do you want to be a millionaire?



Vain Elämää



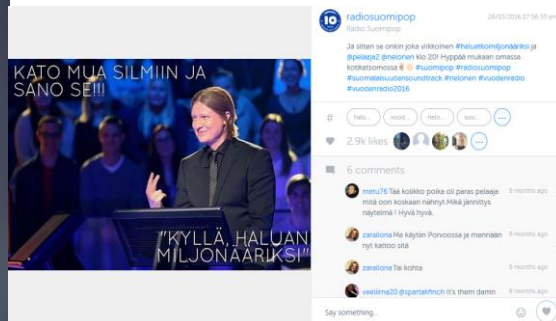
12 %

of 15–24 y.o.'s viewing
happens at friend's
house

Haluatko miljonääriksi?

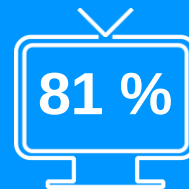


Haluatko miljonääriksi -
postaukset suositulla
FINpopin Instagram-tilillä
(seuraajia 122 000)



Ohjelma tavoitti vuonna
2016

4,2 MILJOONAA
(4+)
(tuotantokausi 1 ja 2)



3,8 miljoonaa
videostarttia vuodessa

(tuotantokausi 1 ja 2
jaksot ja klipit)

Päälähetyksen keskiRating
vuonna 2016

4+ (tuotantokausi 1 ja 2)
884 000

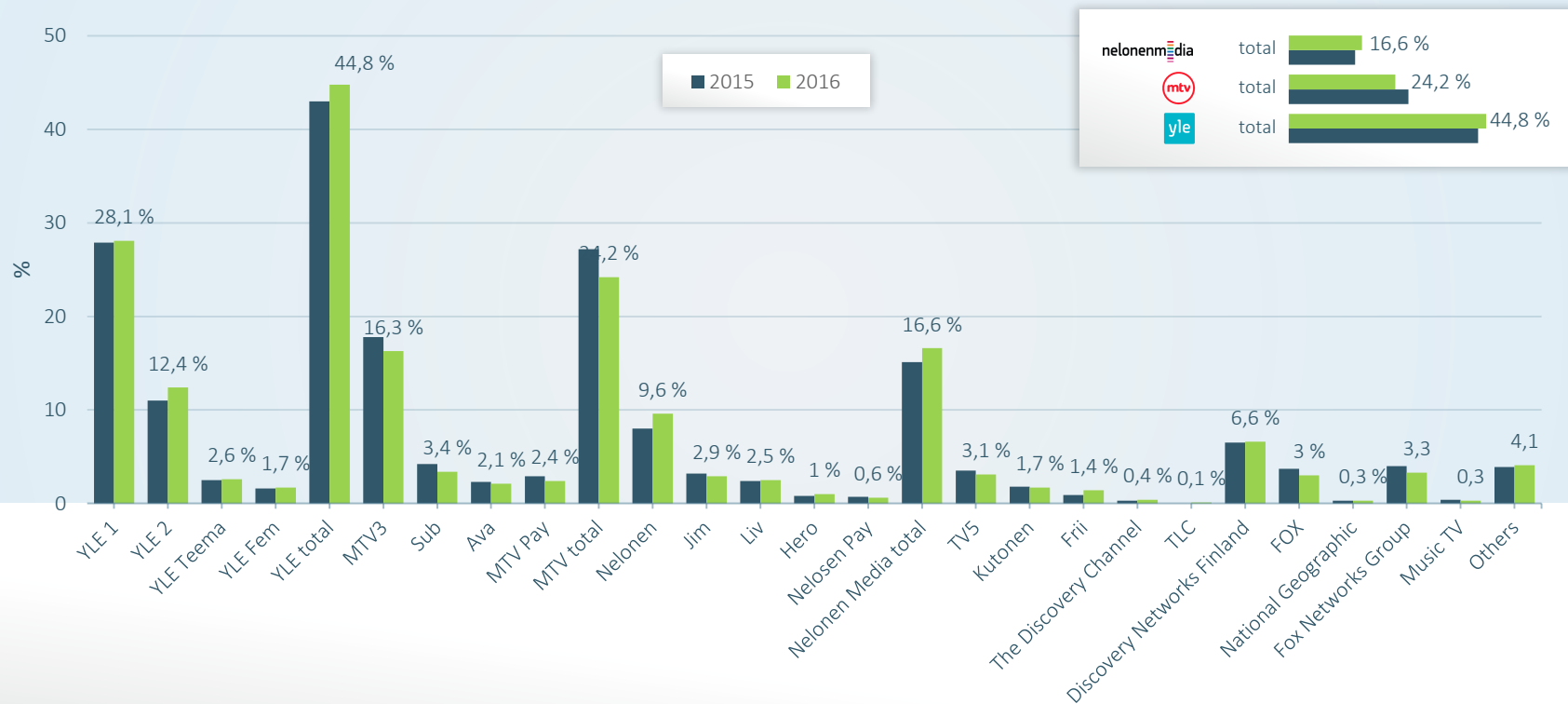


#haluatkomiljonääriksi
twiitit tavoittivat

2,7 MILJOONAA
käyttäjää vuonna 2016

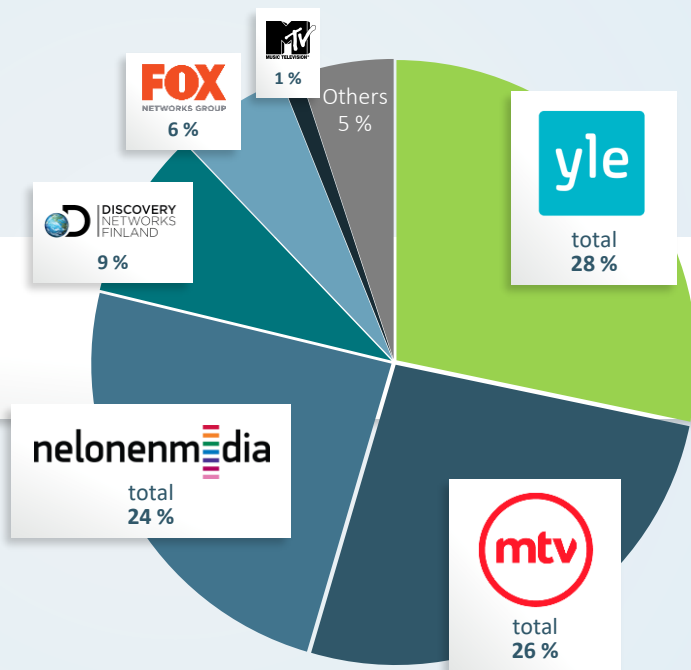
s a n o m a get the world

CHANNEL SHARES



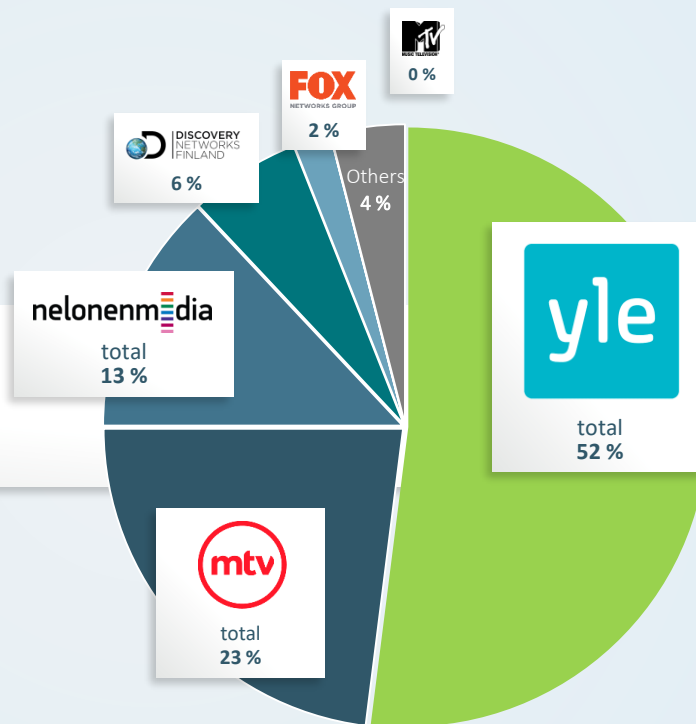
SHARE OF VIEWING BY TV COMPANY

Under 45 yrs.



SHARE OF VIEWING BY TV COMPANY

Over 45 yrs.



TOP PROGRAMMES 2016

Under 25 yrs.

- 22.5.  Ice Hockey WC: Final FIN – CAN (2. period) 441 000
- 22.5.  Ten o'clock news 409 000
- 5.1.  TV2 Ice Hockey u20 WC: RUS-FIN 346 000



25–44 yrs.

- 22.5.  Ice Hockey WC: Final FIN – CAN (2. period) 679 000
- 22.5.  Ten o'clock news 674 000
- 6.12.  TV1 Independence Day: Linnan juhlat, 1. part 610 000



45+ yrs.

- 6.12.  TV1 Independence Day: Linnan juhlat, 1. part 1 690 000
- 6.12.  TV1 Yle News 1 584 000
- 22.5.  Ice Hockey WC: Final FIN – CAN (2. period) 1 186 000

TOP PROGRAMMES 2016

Channel	Programme	Day	Date	Time	Rating
 yle TV1	Independence Day: Linnan juhlat, 1. part	tue	6.12.	18:55	2 618 000
 yle TV1	Yle news	tue	6.12.	20:30	2 467 000
 mtv3	Ice Hockey WC: Final FIN – Canada, 2. period	sun	22.5.	21:31	2 305 000
 mtv3	Ten o'clock news	sun	22.5.	22:10	2 153 000
 yle TV2	Ice Hockey u20 WC: RUS - FIN	tue	5.1.	19:43	1 981 000
 mtv3	Ice Hockey WC: CAN – FIN, 3. period	tue	17.5.	21:47	1 792 000
 mtv3	Ice Hockey WC: Slovakia – FIN, 2. period	sun	15.5.	20:49	1 606 000
 mtv3	Ice Hockey WC: FIN – USA, 3. period	mon	9.5.	21:44	1 565 000
 mtv3	Ice Hockey WC: FIN – RUS, 3. period	sat	21.5.	17:49	1 553 000
 yle TV1	Independence Day: Kohti linnan juhlia	tue	6.12.	18:08	1 426 000

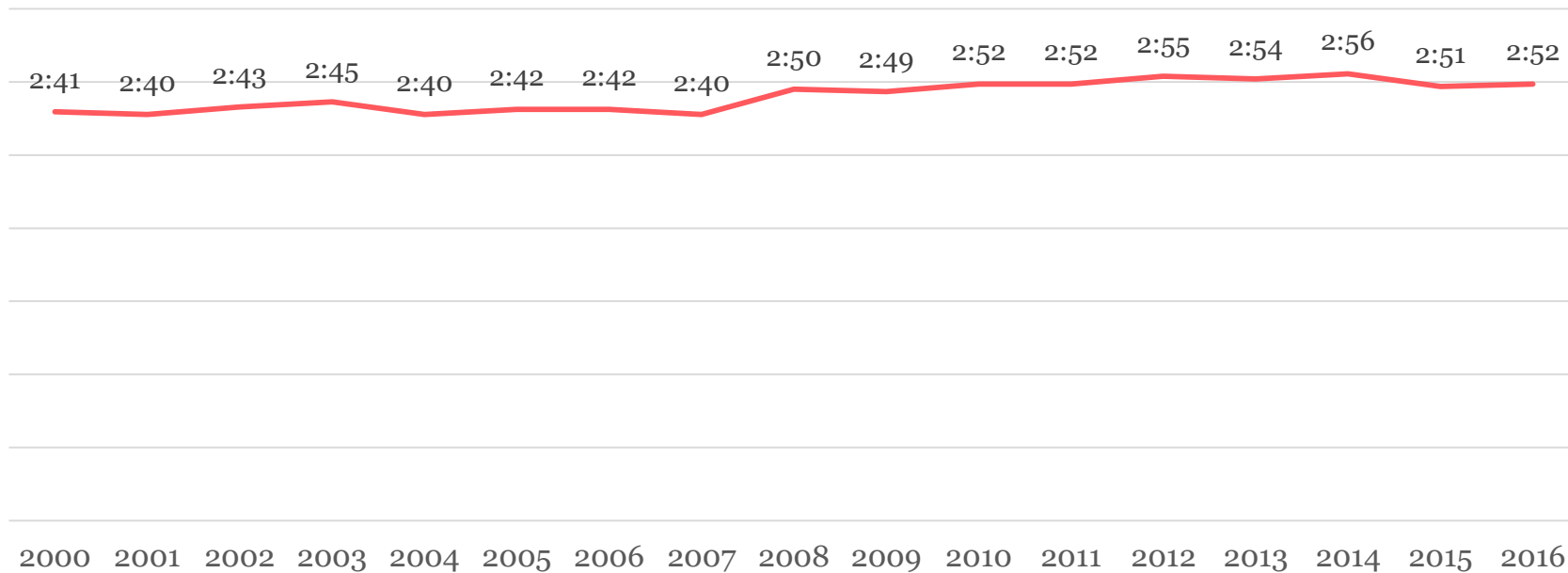


More information at

www.finnpanel.fi

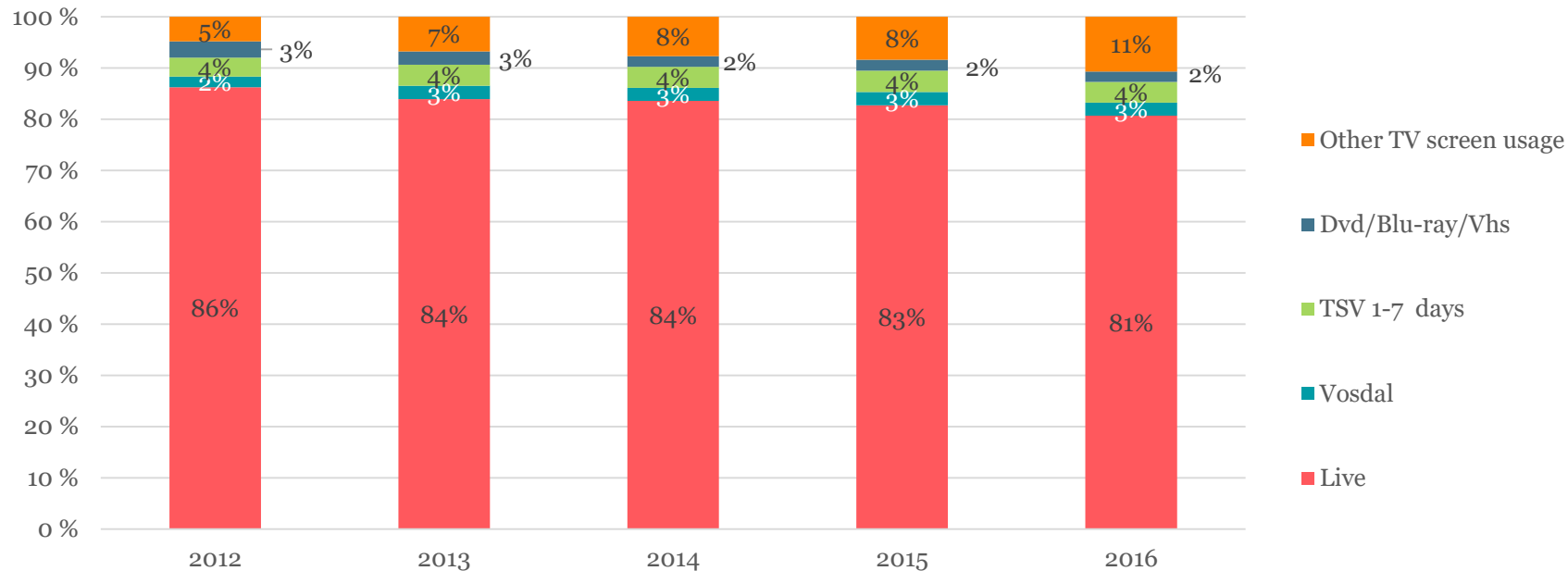
TV viewing time (h:min)

Total TV



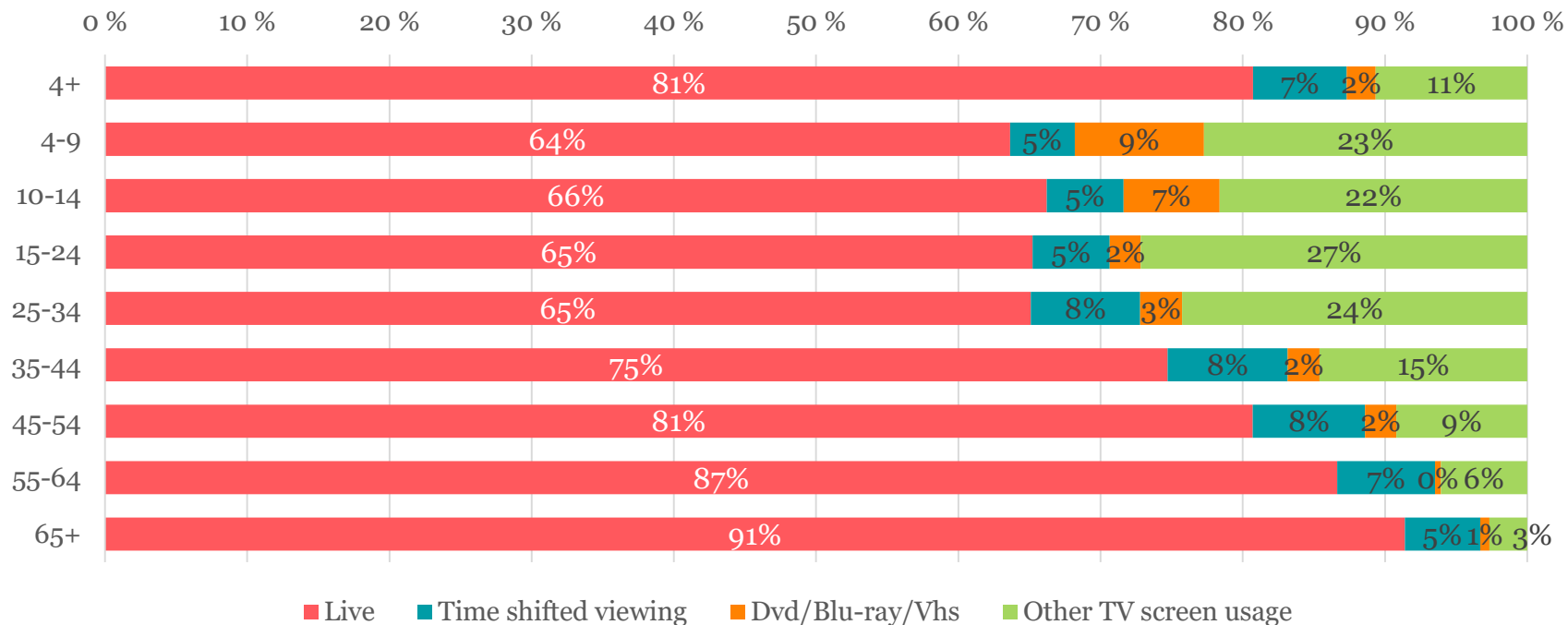
Source: TAM (4+)

Viewing via TV screen



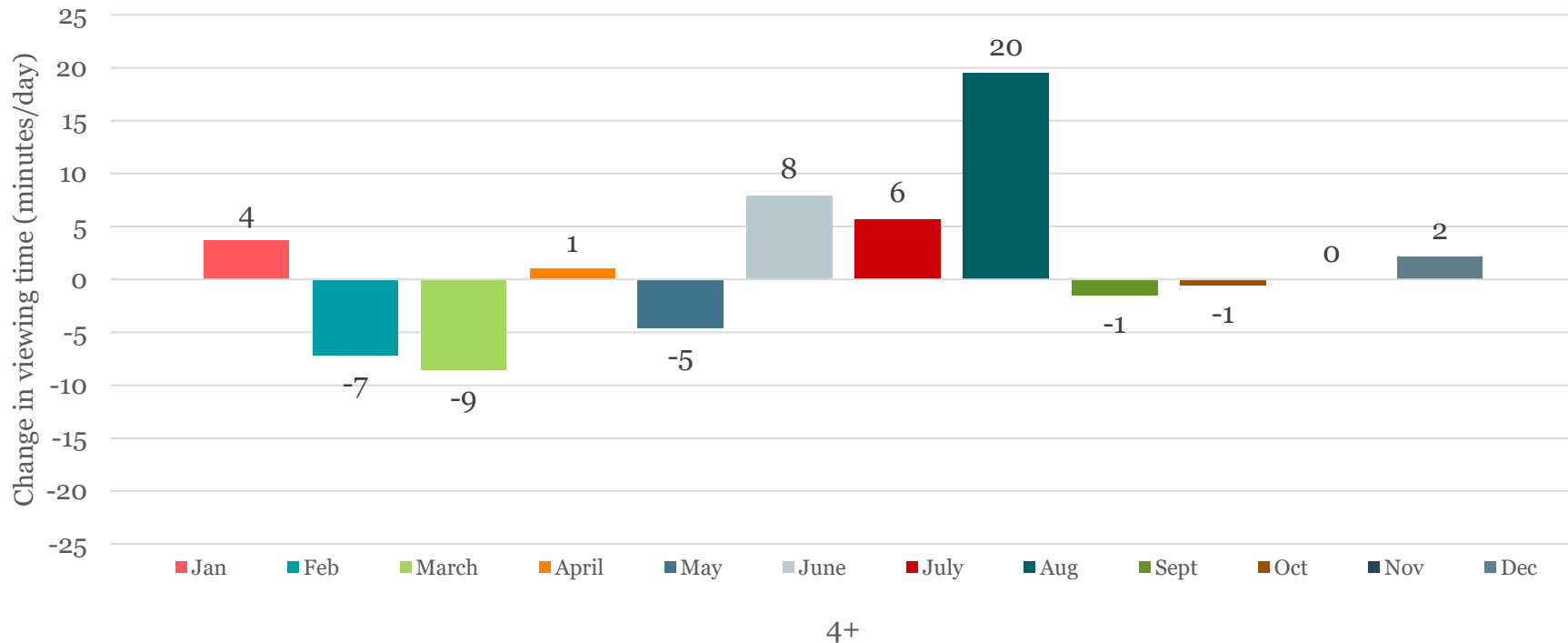
Source: TAM (4+)

Viewing on tv screen by age group



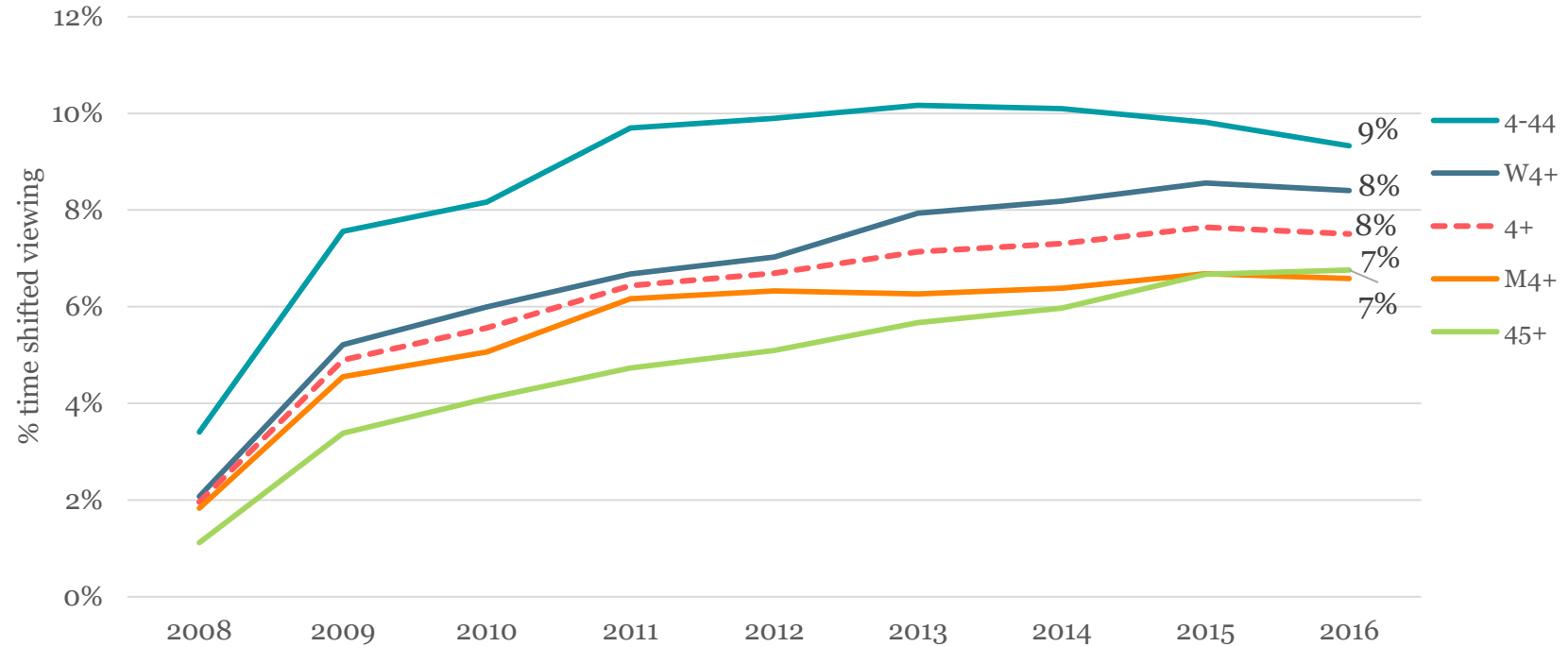
Source: TAM 2016.

Change in viewing time 2015 vs. 2016



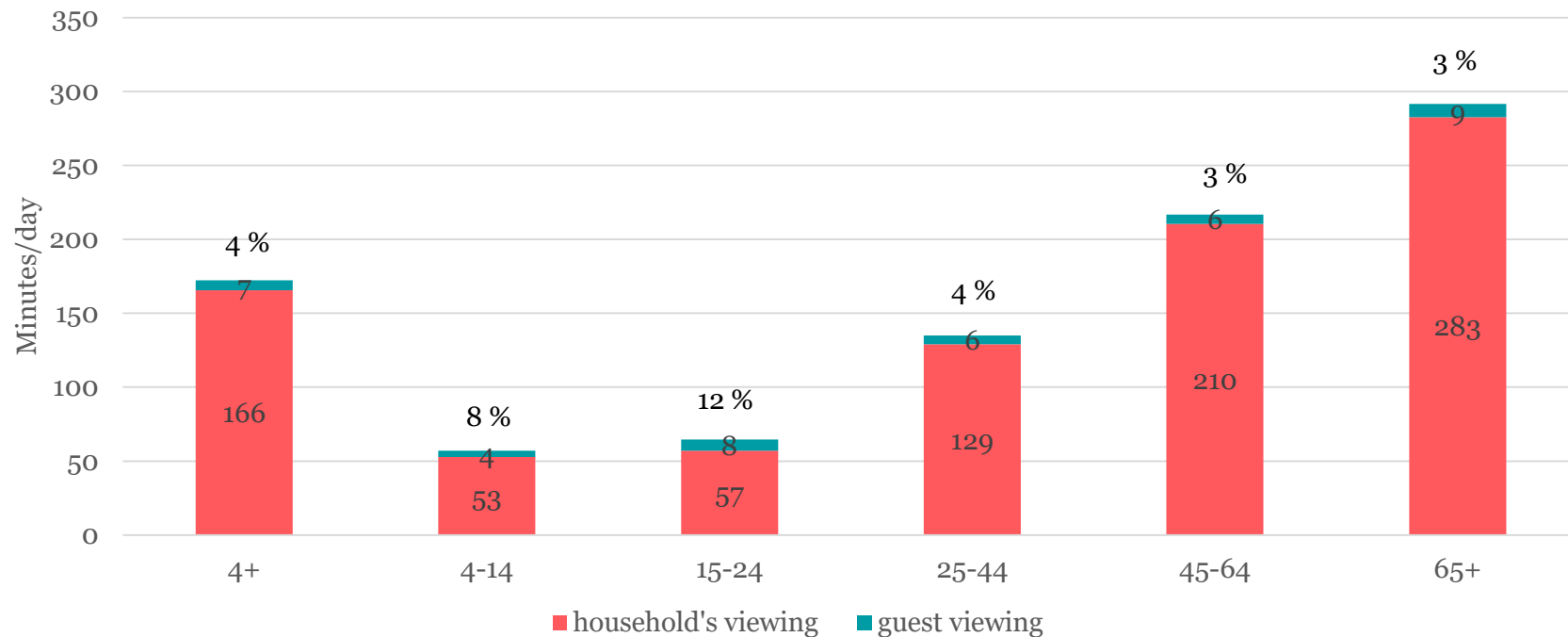
Source: TAM (4+)

Time shifted viewing (%)



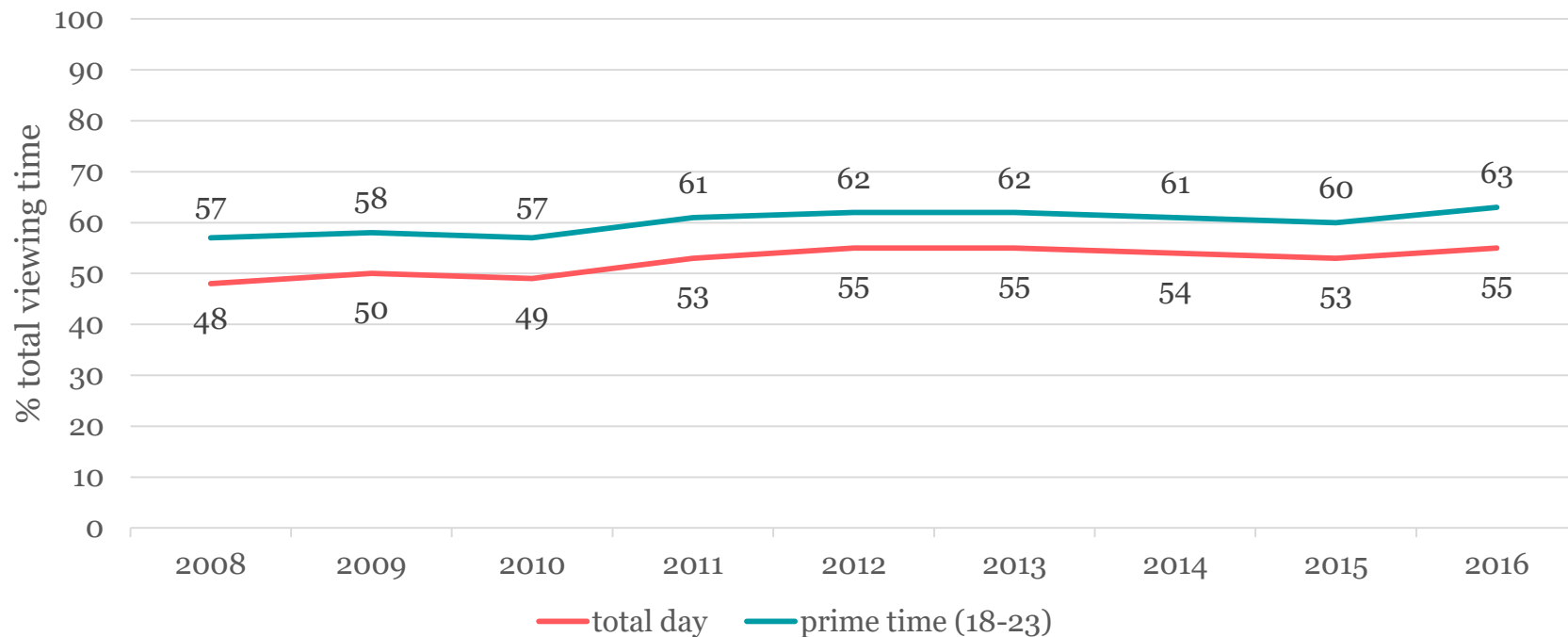
Source: TAM.

Guest viewing



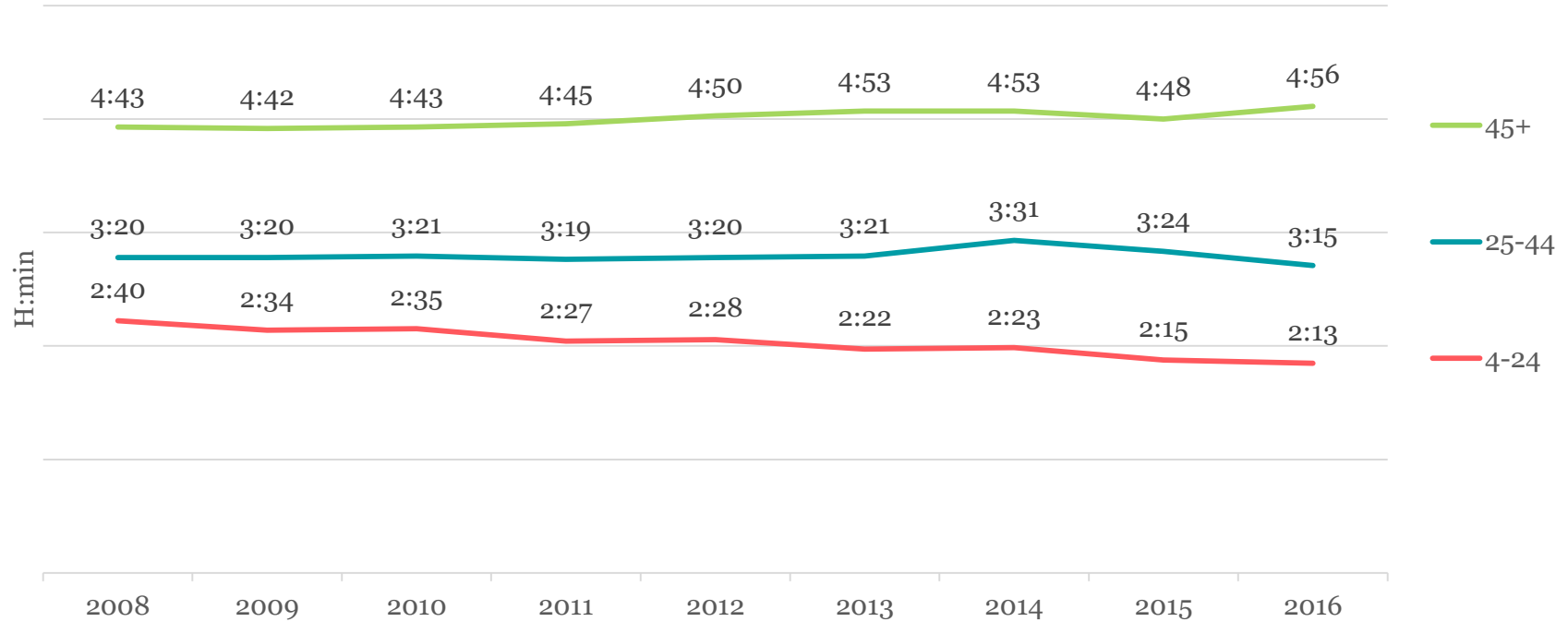
Source: TAM (4+) 2016.

Co-viewing



Source: TAM (4+), Co-viewing among two or more viewers in households with at least 2 inhabitants.

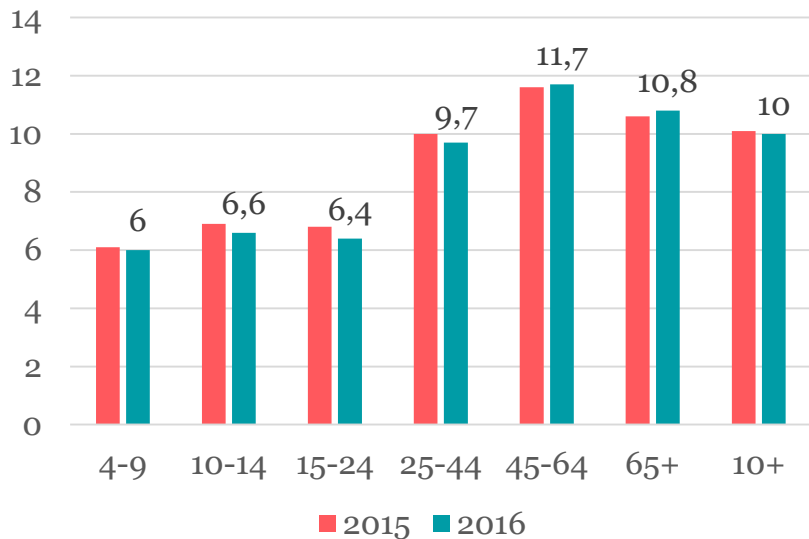
Daily average time spent (total viewing individuals)



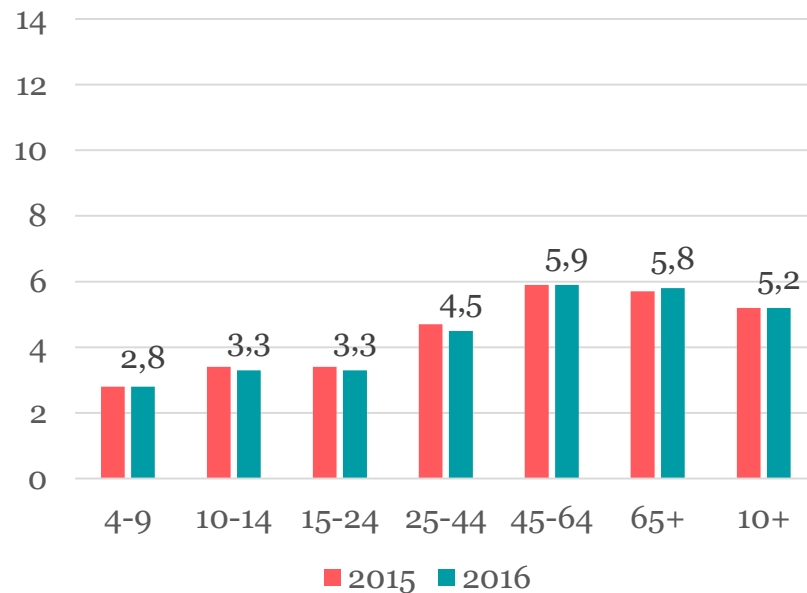
Source: TAM (4+)

People watch 10 channels weekly

No. of weekly watched channels

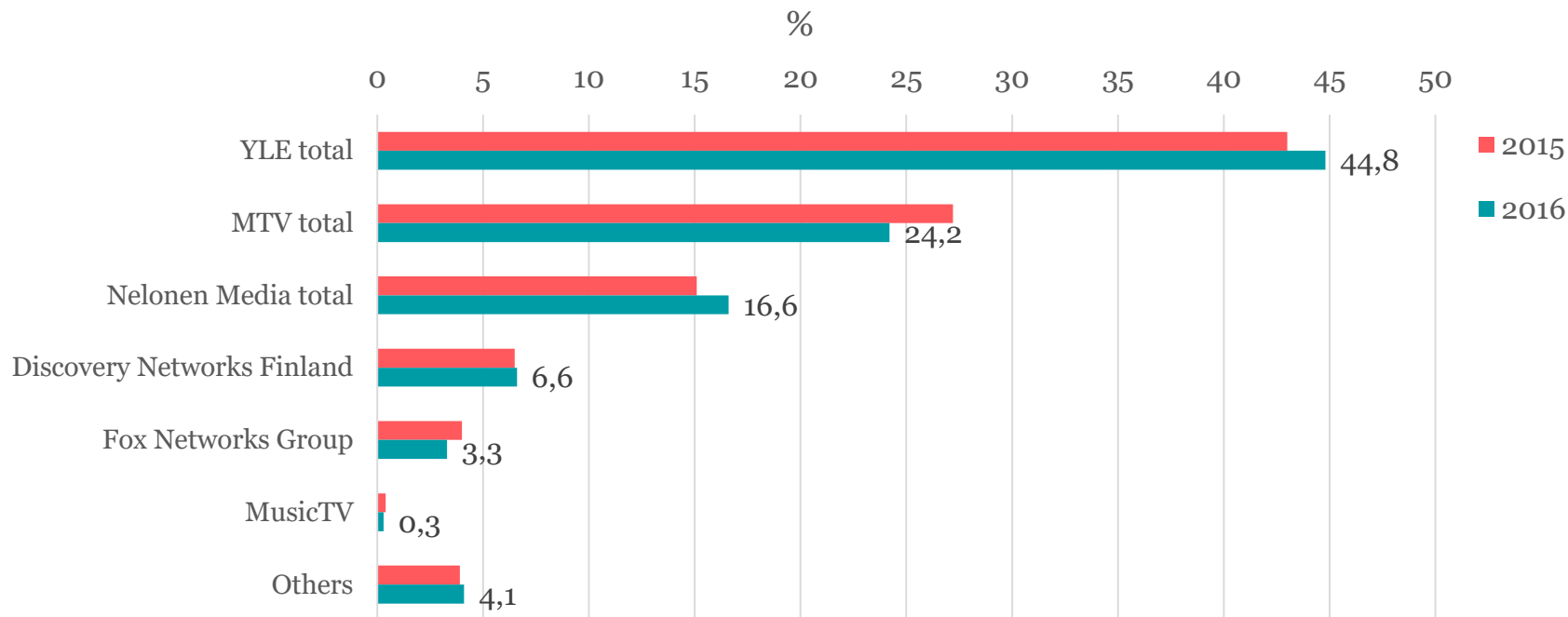


No. of daily watched channels



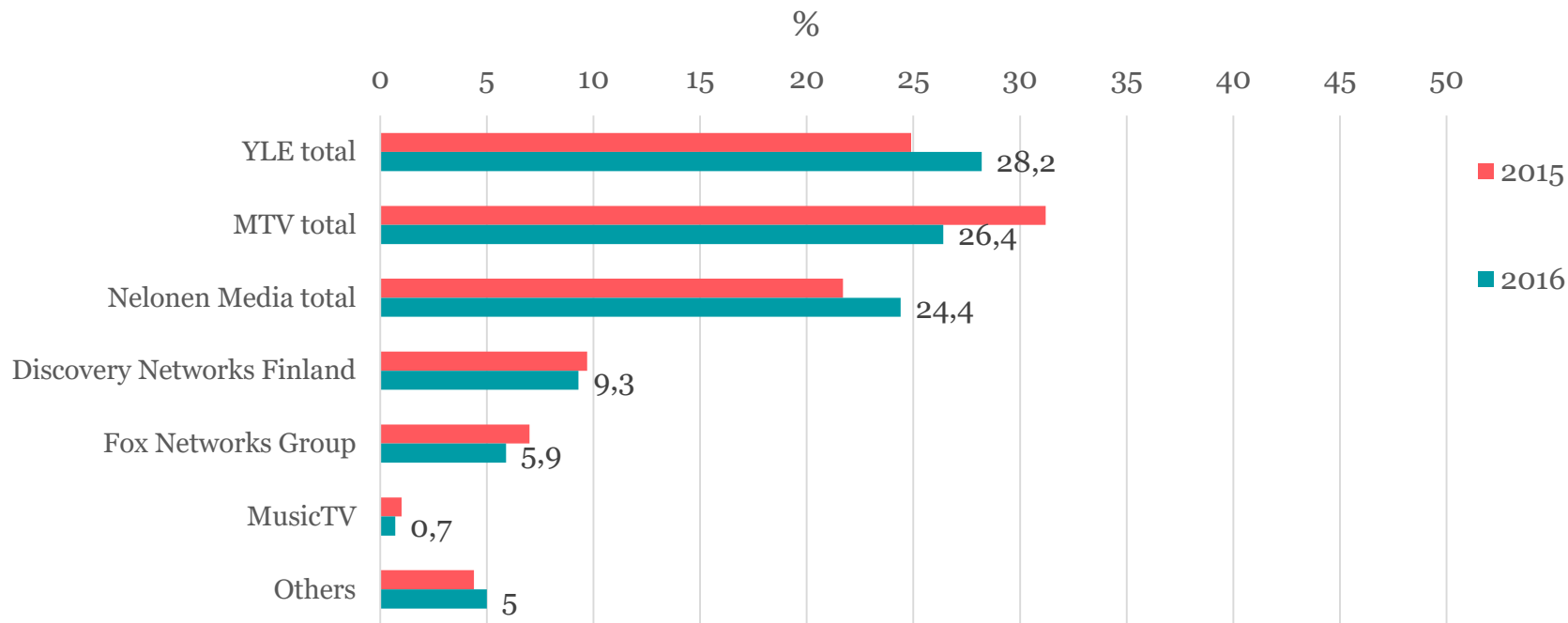
Source: TAM.

TV company viewing shares, 4+



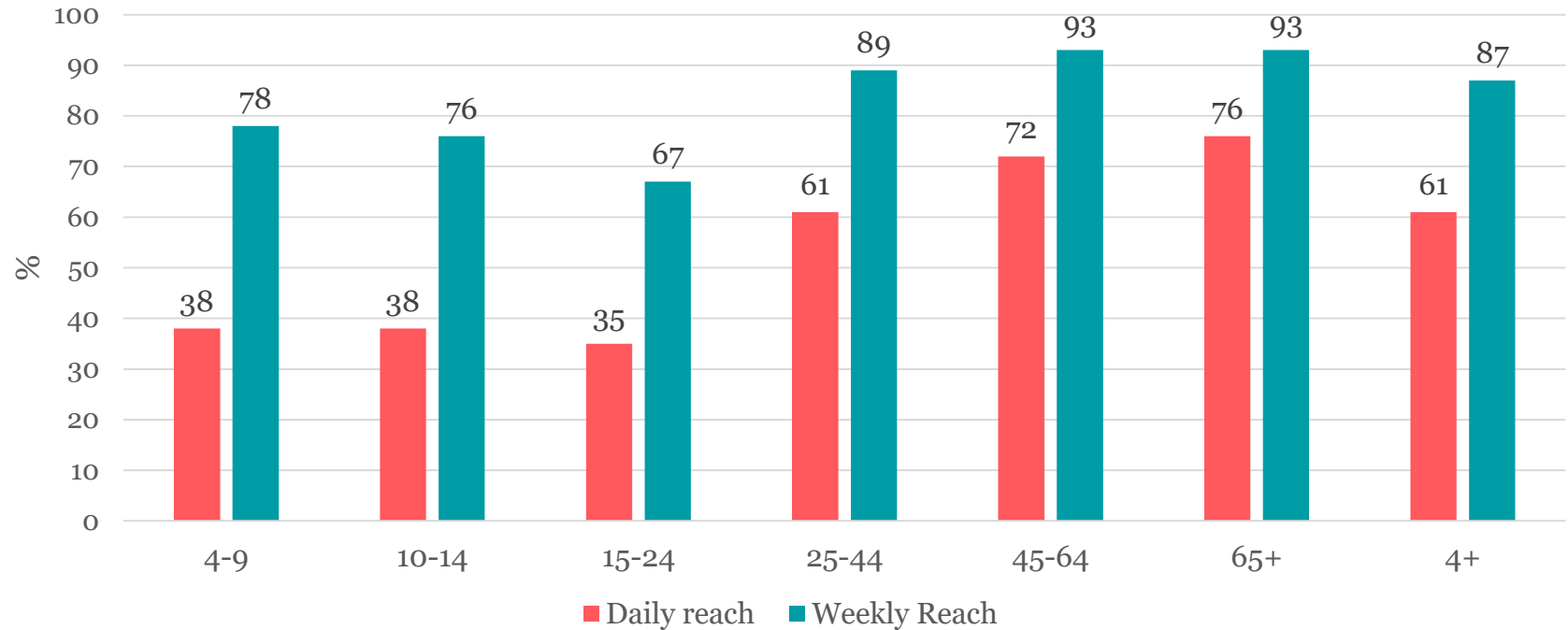
Source: TAM (4+)

TV company viewing shares, persons under 45 yrs.



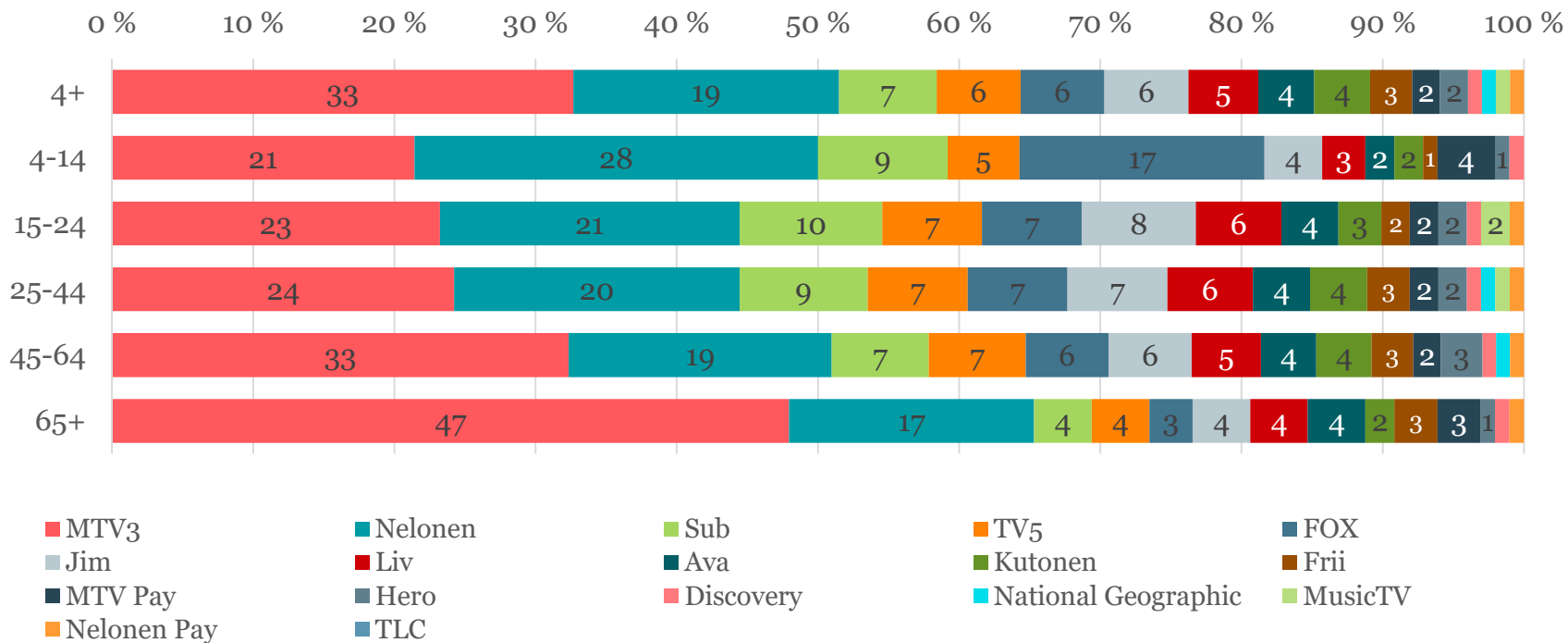
Source: TAM.

Domestic commercial channels' weekly and daily reach



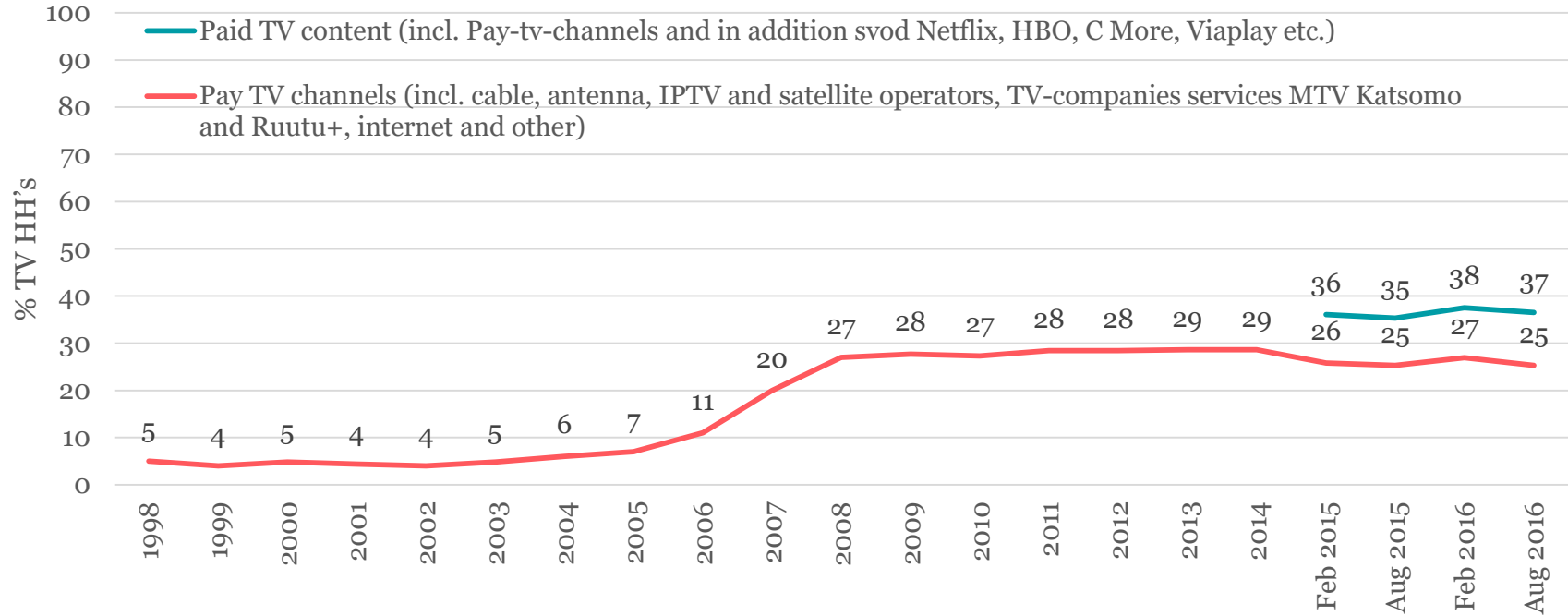
Source: TAM 2016, 20 commercial channels.

Commercial share



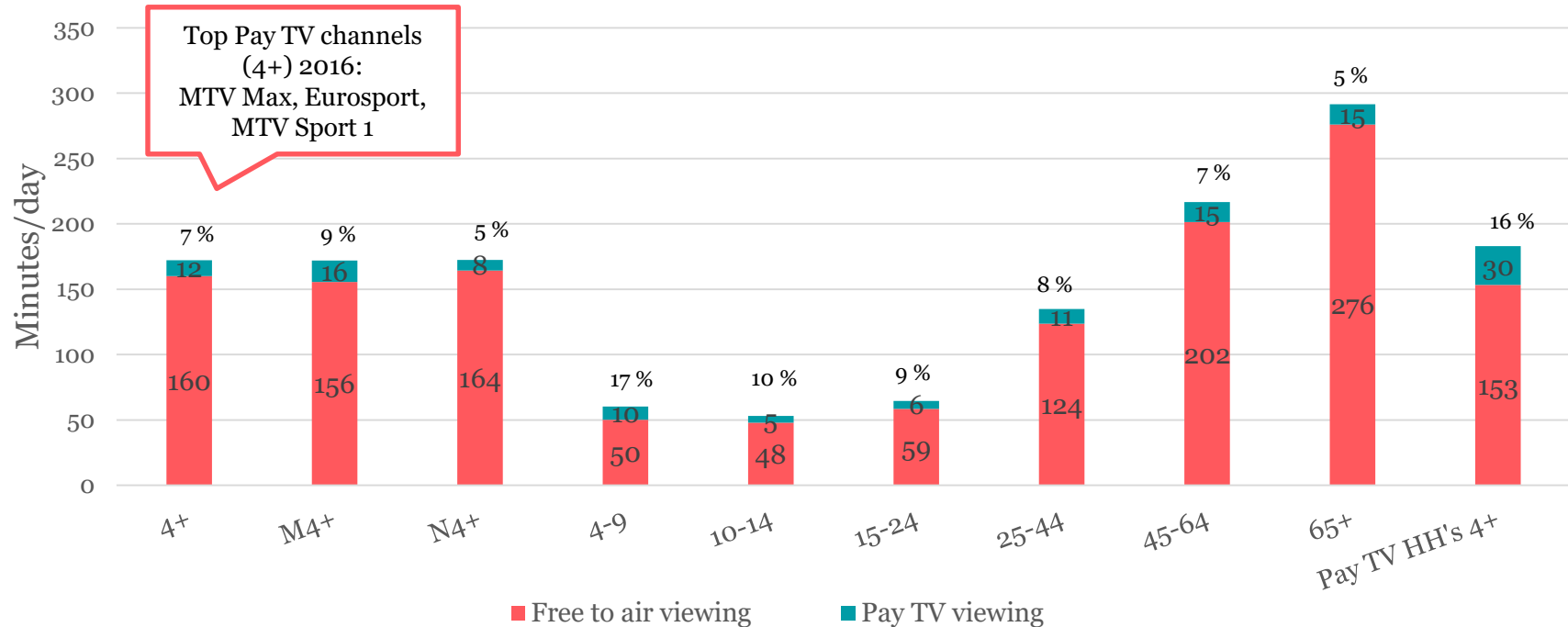
Source: TAM (4+) 2016, 20 commercial channels. TLC started Dec 1st 2016.

Pay TV penetration



Source: Finnpanel, Establishment Survey.

Pay TV viewing is stable – 7 % of total TV viewing



Source: TAM 2016. Channels: Animal Planet, BBC Brit, BBC Earth, BBC World, C More Other Channels, C More Sports Channels, Digiviihde, Discovery, Disney Channel, Disney XD, Eurosport, MTV Fakta, MTV Juniori, MTV Leffa, MTV Max, MTV Sport 1&2, National Geographic, Nelonen Maailma, Nelonen Nappula, Nelonen Prime, Nelonen Pro 1-8, SVT Eu, SVT1&2, TV4 (Sweden), Viasat Jalkapallo, Viasat Jääkiekko, Viasat Movie channels, Viasat Other channels, Viasat Urheilu, Foreign Satellite –channel group.