



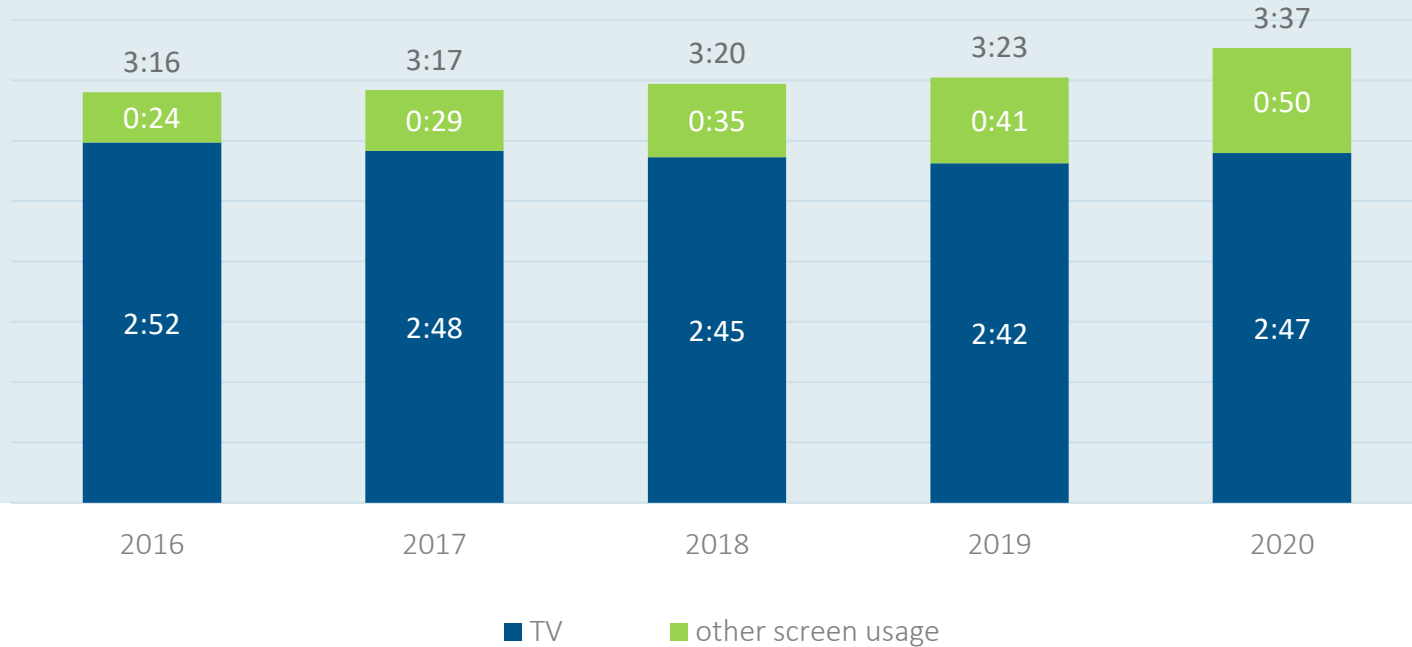
# 2020 TELEVISION VIEWING IN FINLAND

Managing Director Lena Brun, Finnpanel

In 2020 the daily viewing time increased by 3 %  
– half an hour more weekly viewing



## 2020: All in all TV screen usage increased 20 %





Every fourth household bought a new TV set during the last 2 years

**2 530 000**

TV-households in Finland  
(94 % of total households)

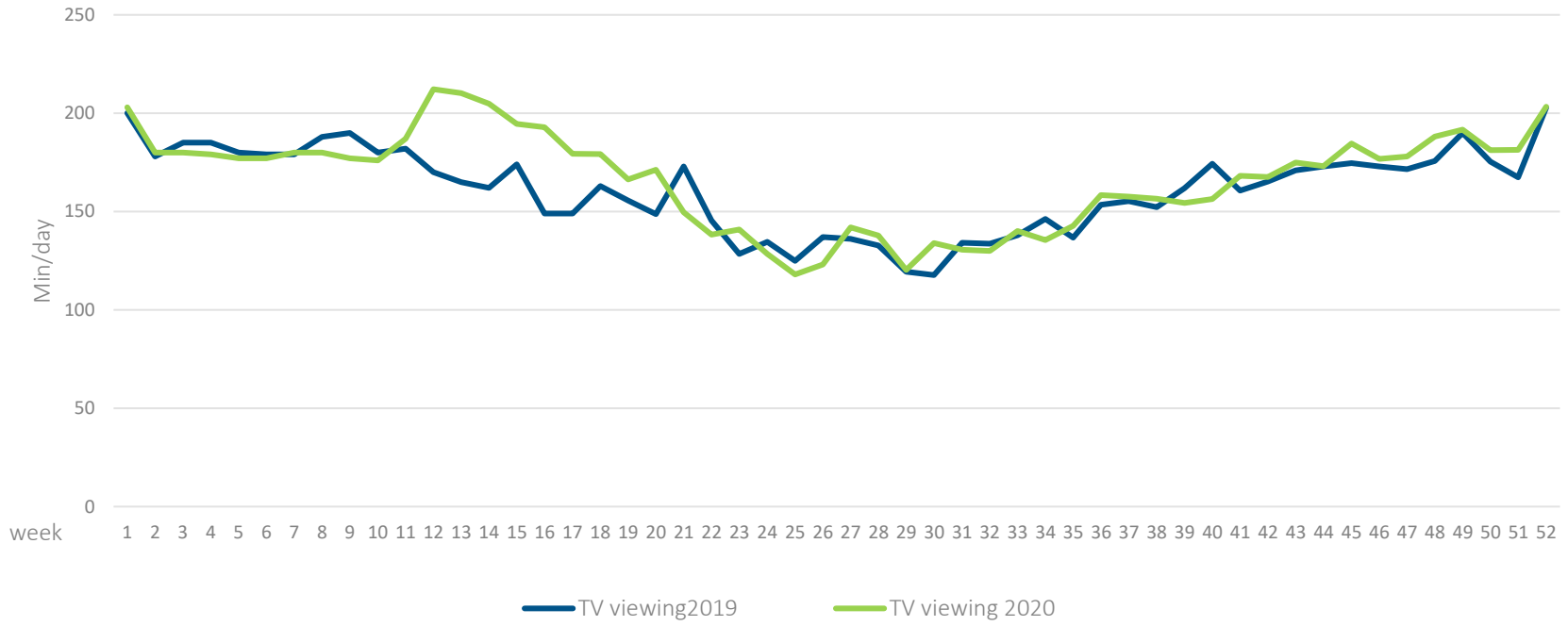
**4,6 Million**

TV sets in Finland

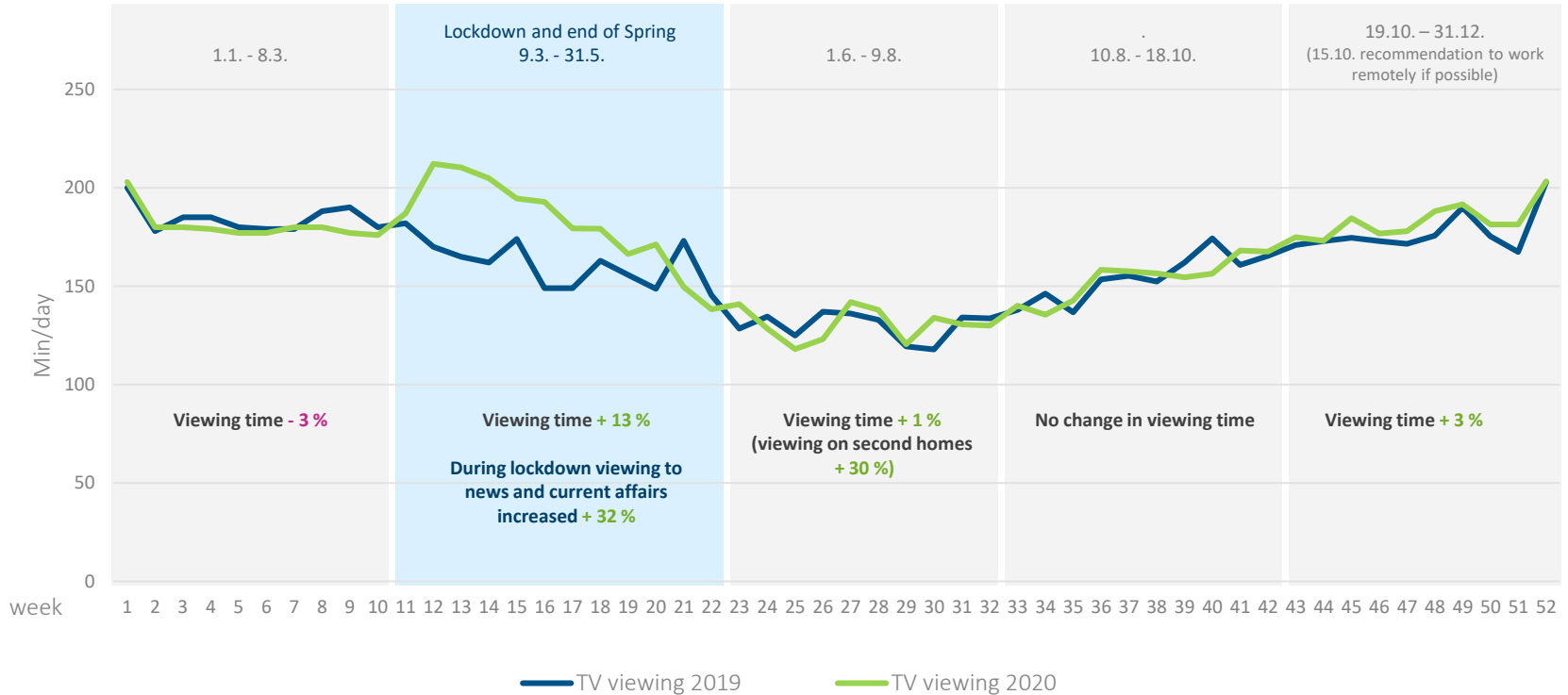
**Every second**

household subscribes to  
SVOD and/or pay-TV (52 %)

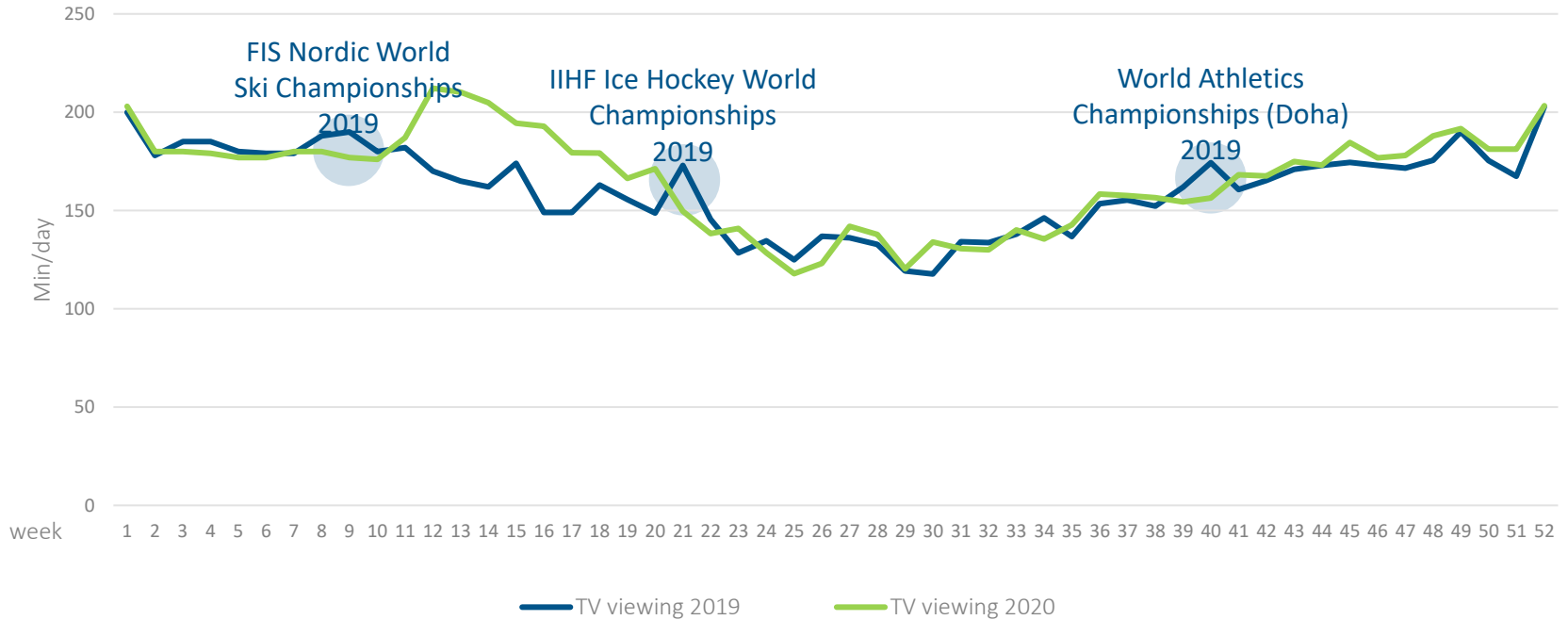
# 2020: Did corona crisis have an effect on TV viewing habits?



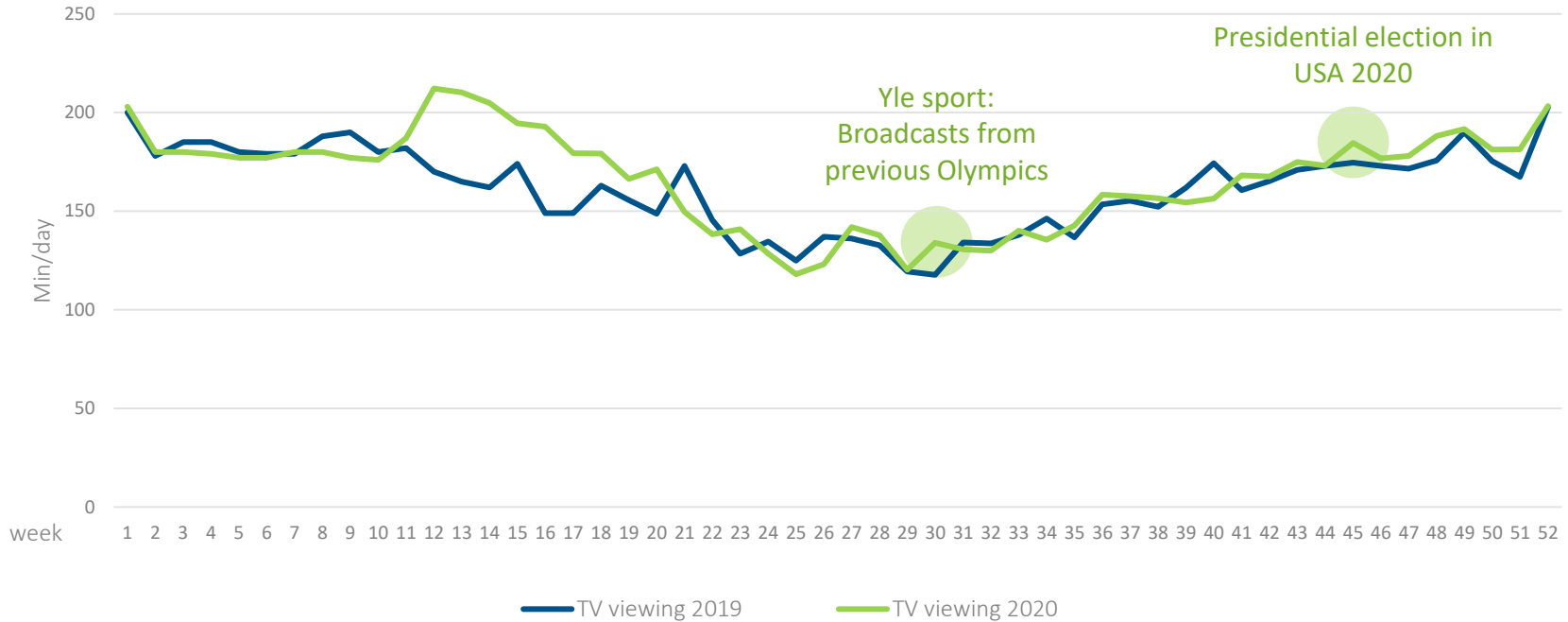
# 2020: Did corona crisis have an effect on TV viewing habits?



# 2019: Additional viewing during important sports events



# 2020: Except for lockdown in springtime, viewing habits remained unchanged



























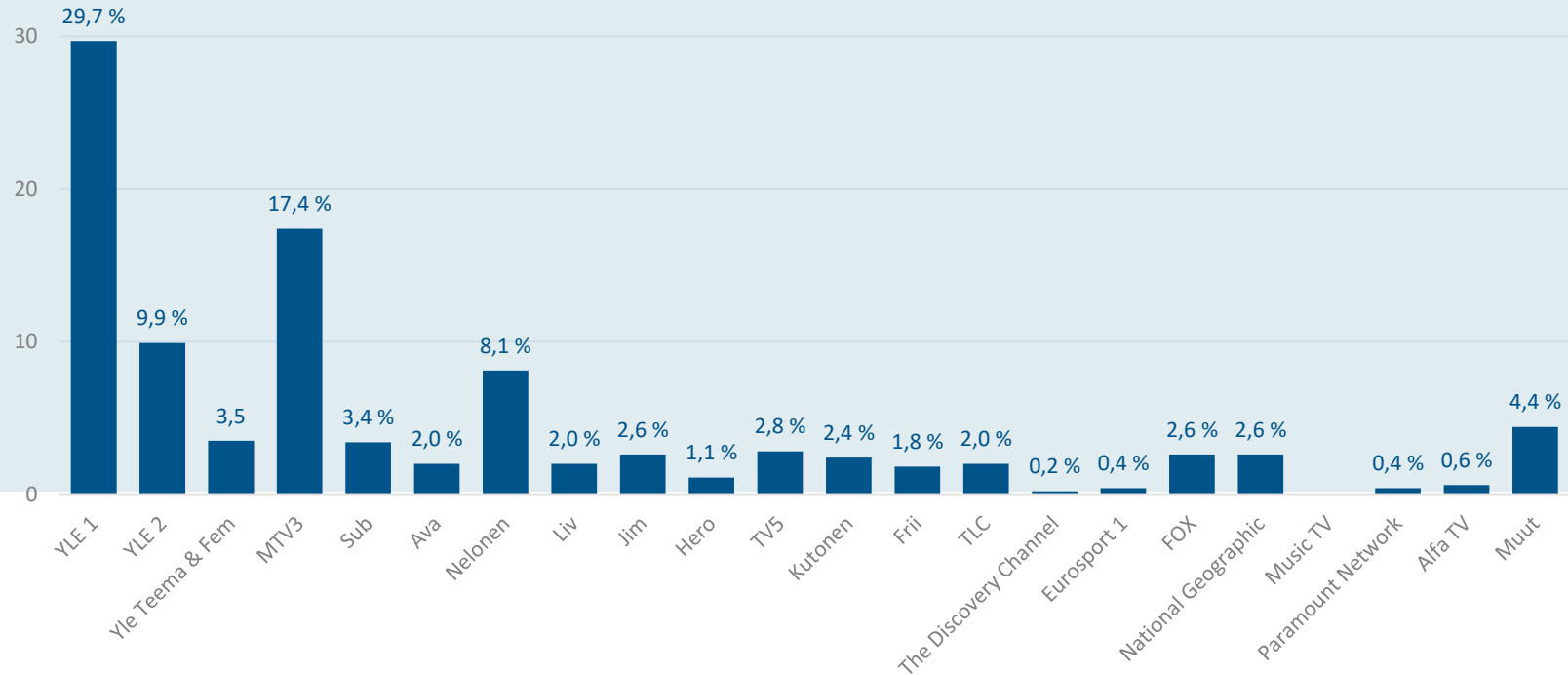
## 2020 Top Programmes (single episodes)

Channel	Date	Time	Programme	Viewers 4+
YLE 1	6.12.	20:29	Yle Uutiset	1 694 000
YLE 1	6.12.	19:30	Linnan juhlat 2020, osa 1	1 639 000
YLE 1	6.12.	18:11	Linnan juhlat 2020 : Kohti Linnan juhlia, osa 2	1 319 000
YLE 1	16.3.	18:21	Yle Uutiset alueeltasi	1 313 000
YLE 1	24.12.	11:55	Suomen Turku julistaa Joulurauhan	1 304 000
YLE 1	25.3.	20:55	Urheiluruutu	1 280 000
YLE 1	25.3.	21:00	A-studio: Hallituksen tiedotustilaisuus	1 227 000
MTV3	4.4.	20:01	Masked Singer Suomi	1 117 000
MTV3	25.10.	19:30	Tanssii Tähtien Kanssa	1 103 000
YLE 1	16.3.	15:00	Ylen erikoislähetys koronaviruksesta	1 020 000
YLE 1	4.5.	19:28	Hallituksen tiedotustilaisuus	984 000
YLE 1	30.3.	21:06	A-studio	983 000
MTV3	29.2.	19:32	Putous	980 000
YLE 1	12.3.	21:05	A-Talk	940 000
MTV3	16.3.	18:58	Seitsemän uutiset	928 000
Nelonen	6.11.	20:01	Vain elämää: STIG:in päivä	925 000
MTV3	4.4.	21:56	Kymmenen uutiset	923 000
YLE 1	7.3.	21:00	UMK20: Finaali	892 000
Nelonen	17.1.	20:00	Kultainen Venla	877 000
MTV3	24.3.	19:16	Päivän sää	875 000

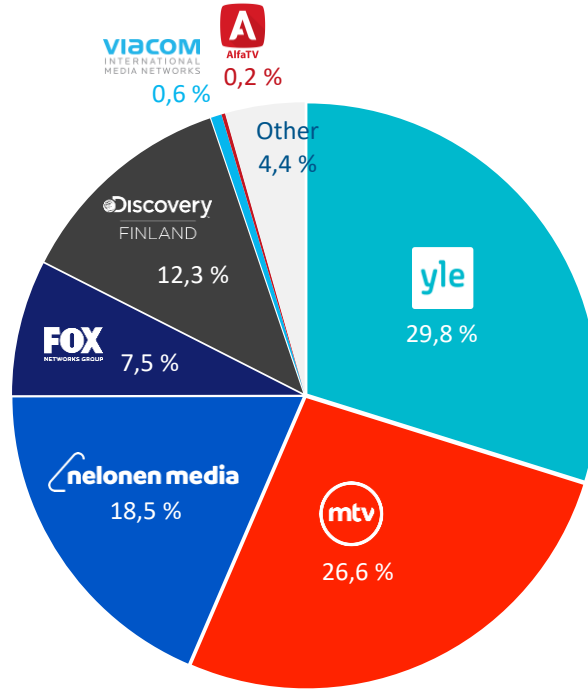
## 2020 top programmes by channel:

Channel	Date	Programme	Viewers 4+
 YLE 1	6.12.	Yle Uutiset	1 694 000
 MTV3	4.4.	Masked Singer Suomi	1 117 000
 Nelonen	6.11.	Vain elämää, STIGin päivä	925 000
 YLE 2	19.1.	Hiihdon maailmancup: Miesten 15 km	786 000
 TV5	30.12.	Jääkiekon Nuorten MM: Suomi-Slovakia	566 000
 YLE Teema	1.1.	Tähdet kertovat, komisario Palmu	343 000
 C More Max	5.7.	F1-osakilpailu	305 000
 Sub	12.9.	Varasto 2	290 000
 YLE Fem	12.10.	Murha Sandhamnissa	287 000
 Jim	11.10.	UEFA Nations League: Suomi - Bulgaria	184 000
 Ava	31.5.	Rebecka Martinsson: Paimenet	180 000
 FOX	12.4.	Elokuva: Ice Age 4: Mannerten mullistus	134 000
 Liv	21.10.	Syke	126 000
 Kutonen	20.12.	Snooker: World Grand Prix	120 000
 National Geographic	26.12.	Maailmanhistorian upeimmat aarteet	119 000
 TLC	12.5.	90 päivää morsiamena	112 000
 Hero	5.2.	Elokuva: Tokarev	110 000
 Fii	26.11.	Elokuva: Tapaus 64	90 000
 C More Juniori	28.7.	Myyrän seikkailut	35 000
 Eurosport 1	13.8.	SNOOKER World Championship SHEFFIELD	34 000
 Paramount Network	1.10.	South Park	32 000
 Discovery Channel	19.2.	Wheeler Dealers	20 000

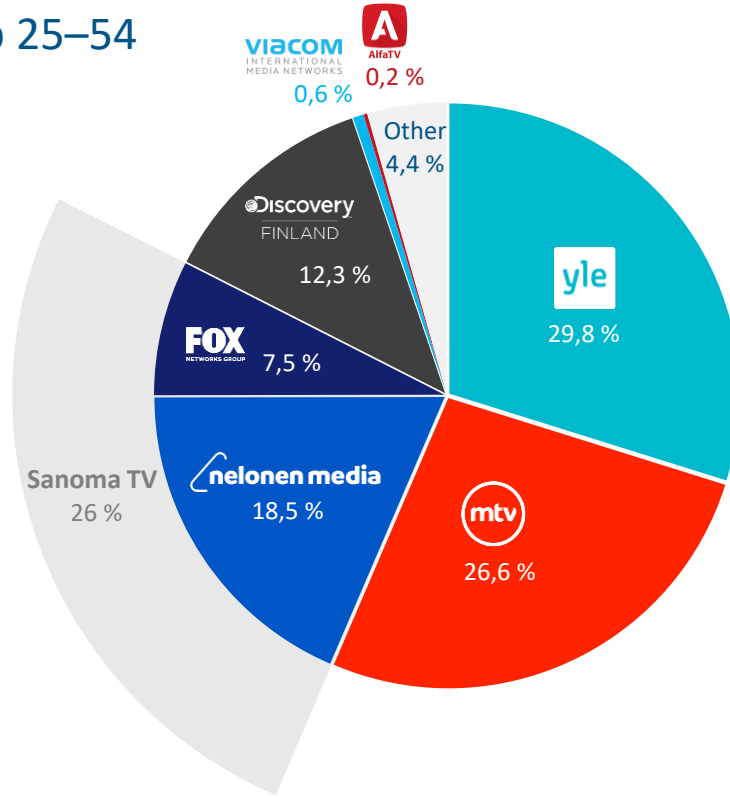
## 2020: Increased viewing to news affected viewing shares of Yle TV1 and MTV3



## Viewing share (%) by broadcaster among age group 25–54



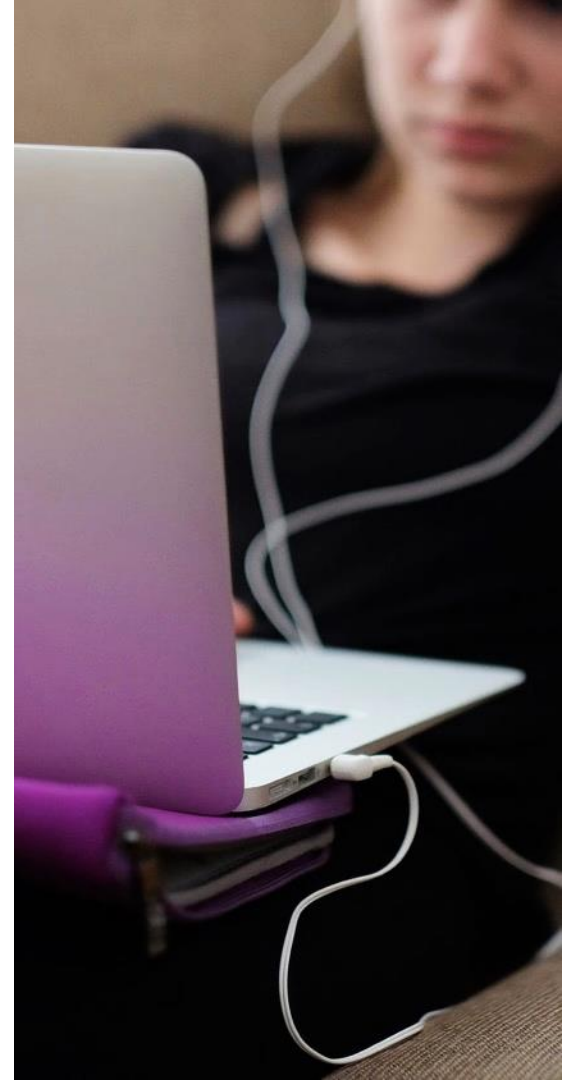
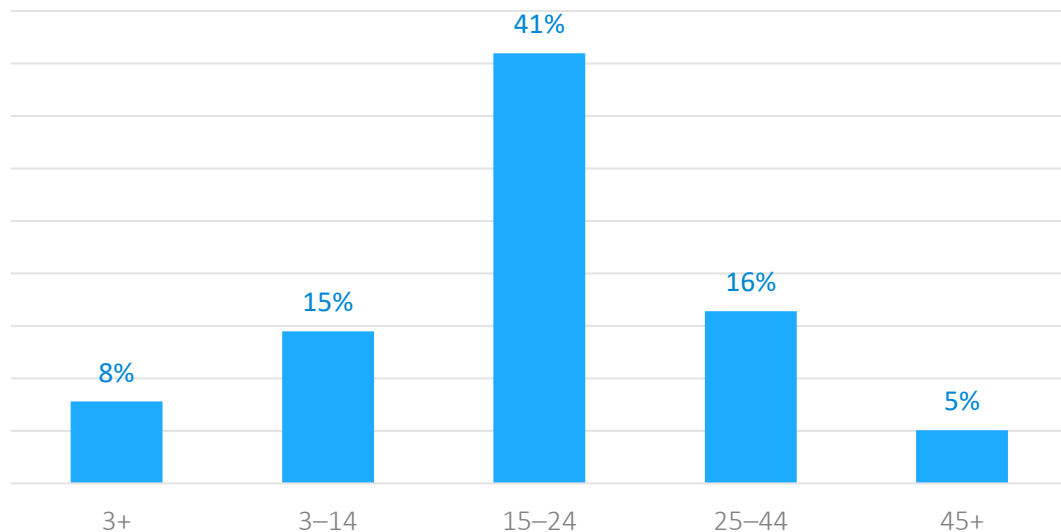
## Viewing share (%) by broadcaster among age group 25–54



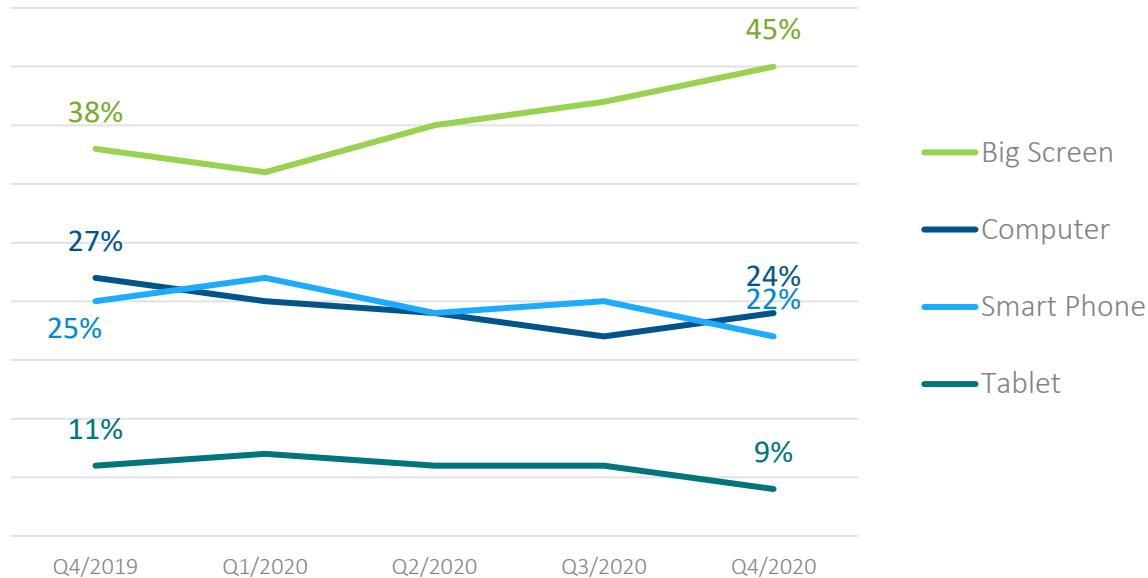


TV + online-TV = TotalTV

## BVOD services add viewing to TV content – especially for age group 15-24

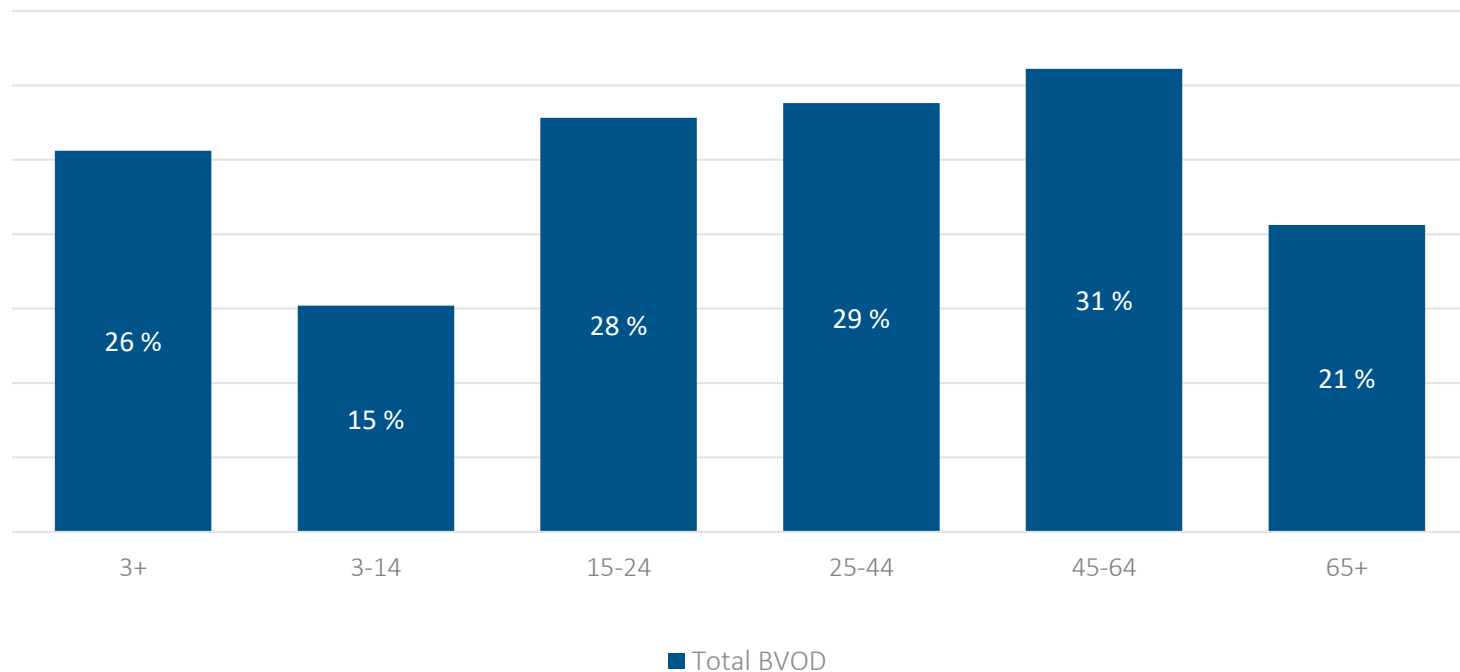


## Increased viewing share for Big Screen

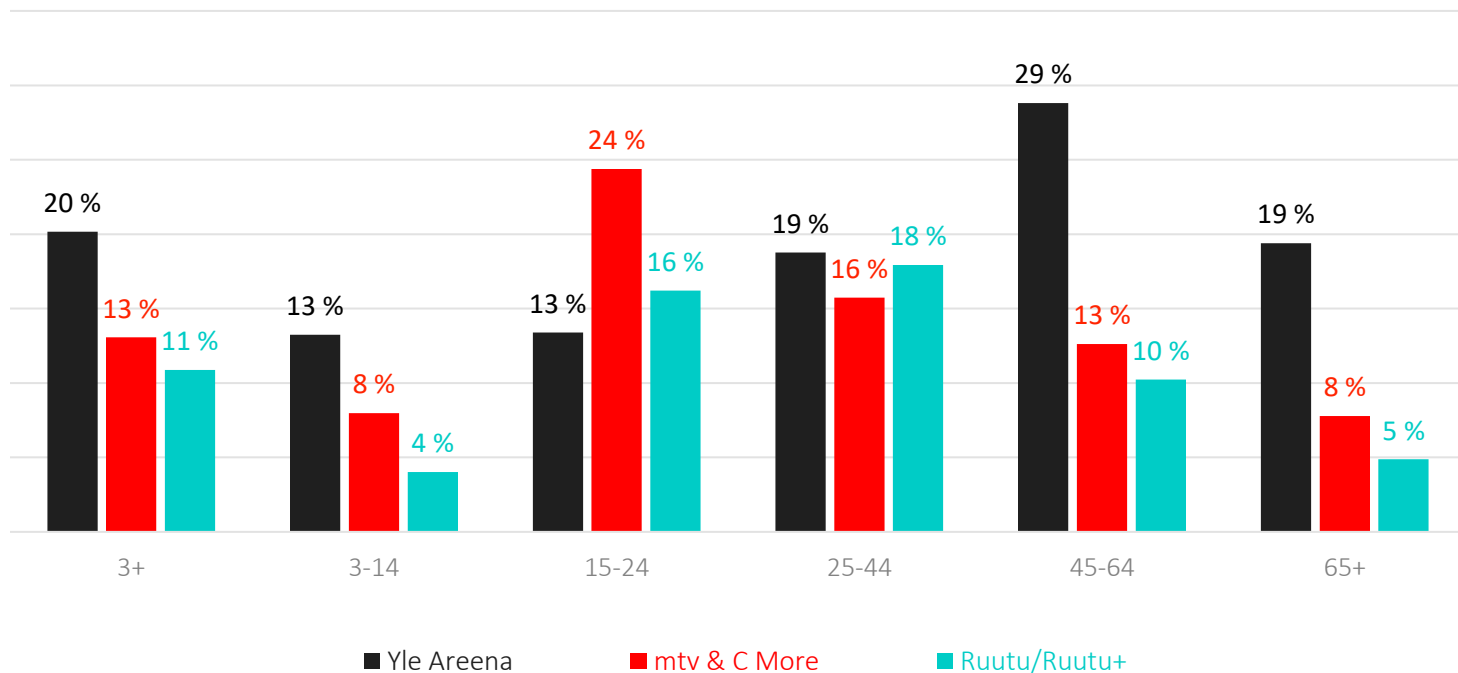




## 2020 BVOD weekly reach: Every fourth Finn used BVOD services on a weekly basis



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## Top TV Content 2020 by reach (3 consecutive minutes)

Discovery FINLAND	Reach
Jääkiekon Nuorten MM: Suomi-Sveitsi	973 000
Jääkiekon Nuorten MM: Suomi-Slovakia	959 000
Elokuva: Kuin lintu langalla	749 000
Elokuva: Mamma Mia!	678 000
Karjala-turnaus: Suomi-Ruotsi	673 000

mtv	Reach
Laulu Rakkaudelle: Secret Song Suomi	1 883 000
Masked Singer Suomi, kevät	1 806 000
Masked Singer Suomi, syksy	1 783 000
Roosa nauha Tanssii Tähtien Kanssa	1 778 000
Putous	1 697 000

s a n o m a	Reach
Vain elämää, STIGin päivä	1 900 000
Keihäsmatkat	1 666 000
Vain elämää: Joulu 1/2	1 664 000
Poliisit 2020	1 558 000
Kultainen Venla	1 555 000

yle	Reach
A-studio: Hallituksen tiedotustilaisuus 25.3.	2 182 000
Ylen erikoislähetys koronaviruksesta 16.3.	2 090 000
Linnan juhlat 2020, osa 2	2 045 000
Linnan juhlat 2020 : Kohti Linnan juhlia. Osa 2	1 904 000
Yle Uutiset 30.3. klo 20.30	1 892 000

Source: Finnpanel, TotalTV-reporting 2020. Broadcaster VOD to tagged players (Yle Areena-, Mtv-palvelu/C More and Ruutu & Ruutu+) Programs shorter than three minutes are not listed. The top episode during the period, including possible reruns.