

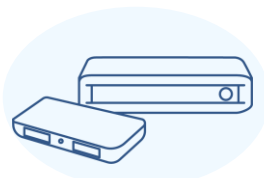
TV Viewing in Finland **2021**

Webinar on January 20th, 2022

Lena Brun

The components of our viewing data

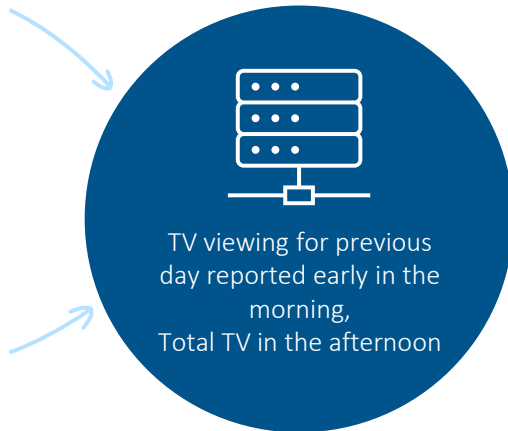
Sample of 1000 households, including 2200 individuals and 5250 devices



Viewing statements from the meters

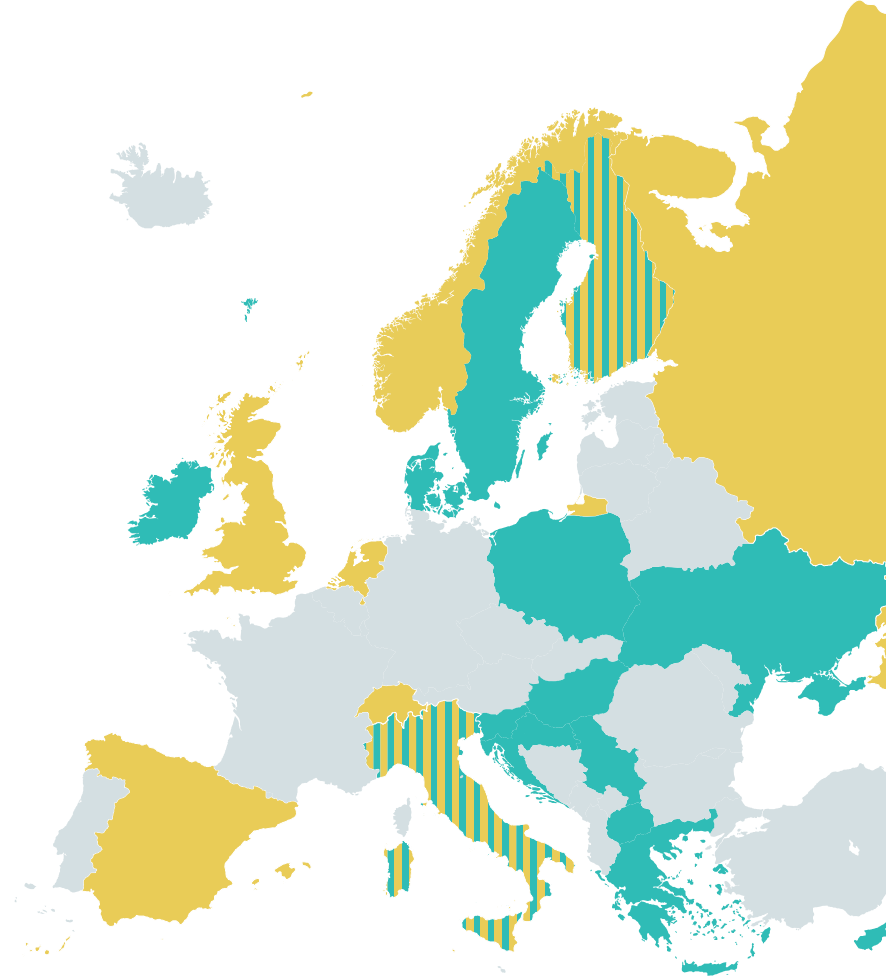


Video starts and metadata



Detailed transmission logs for programs, breaks and spots

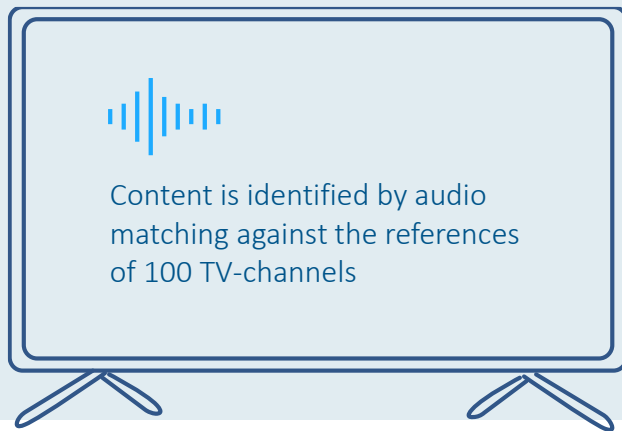
Technology by:



Measurement of the TV-set



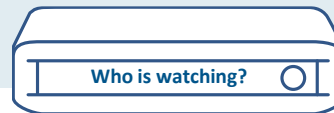
Sample: panel of 1000 households, including 2200 individuals



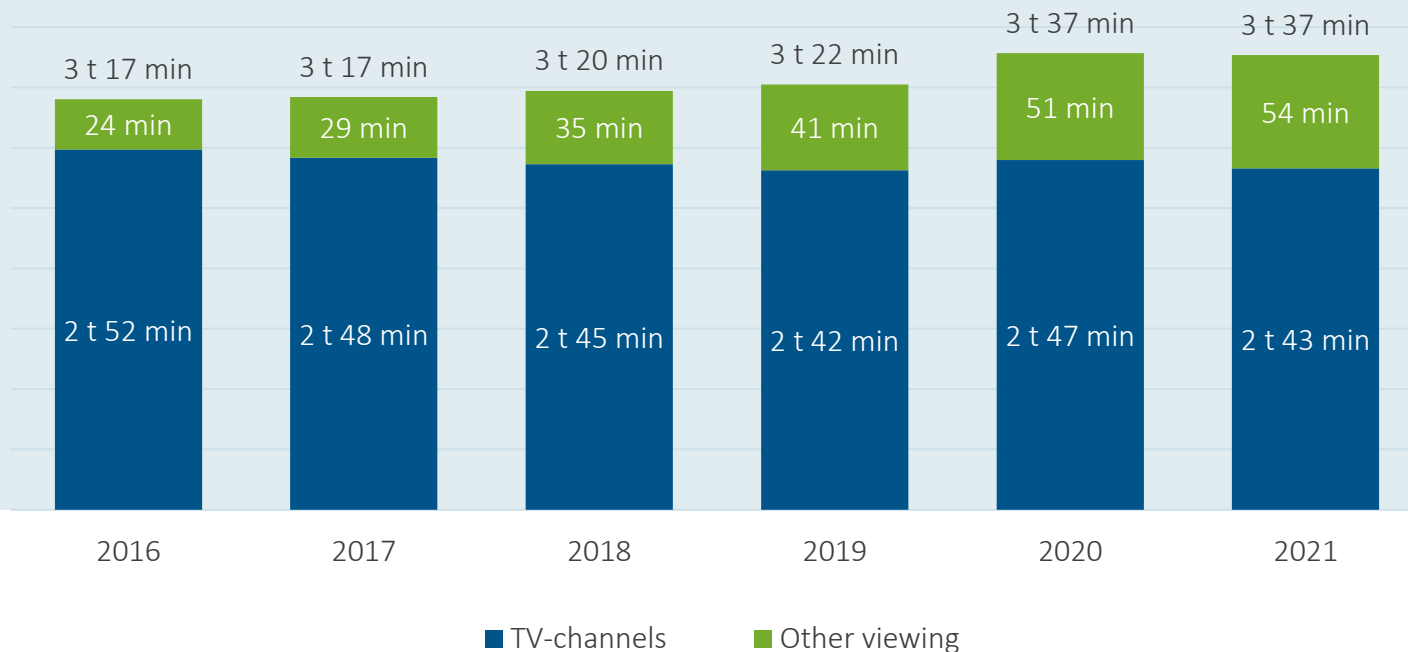
Reporting includes 7 days of timeshifted viewing (also catch-up via BVOD-streaming services)



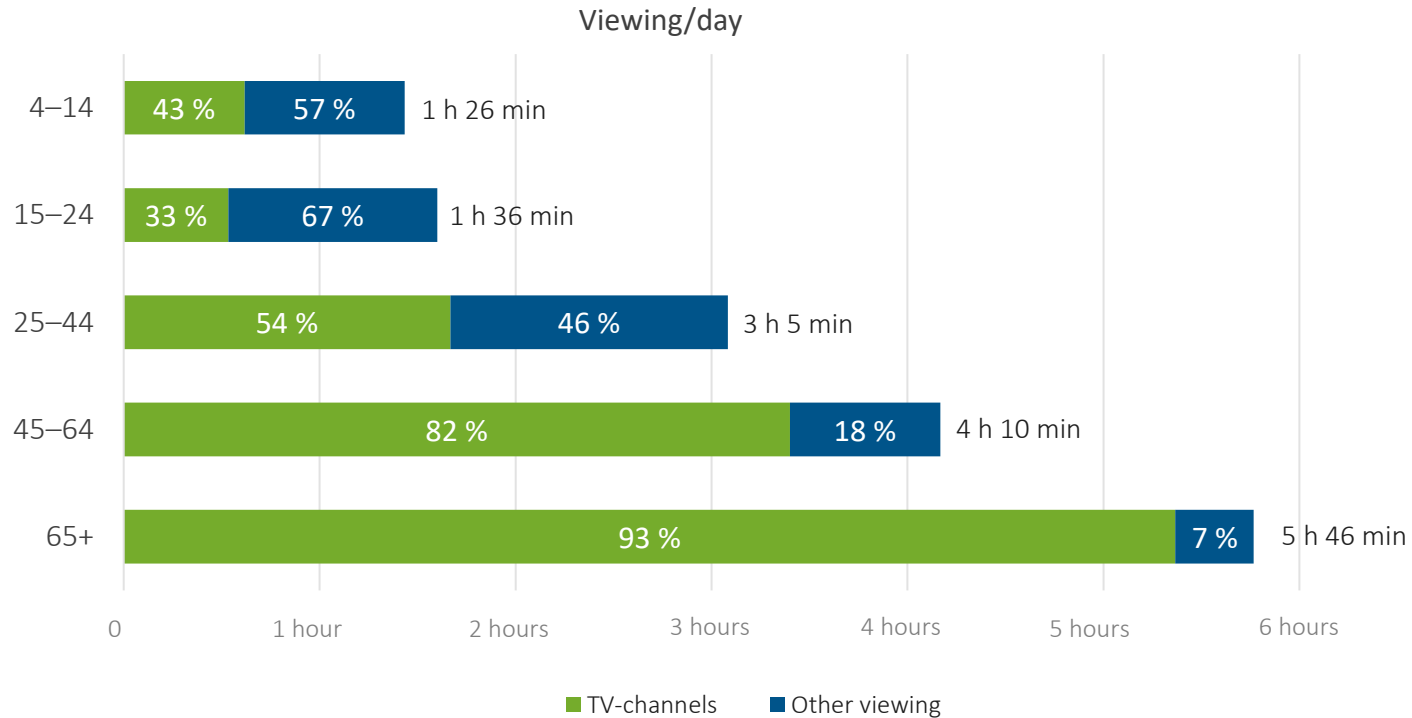
If there is no match against references, viewing is categorised as "other viewing"



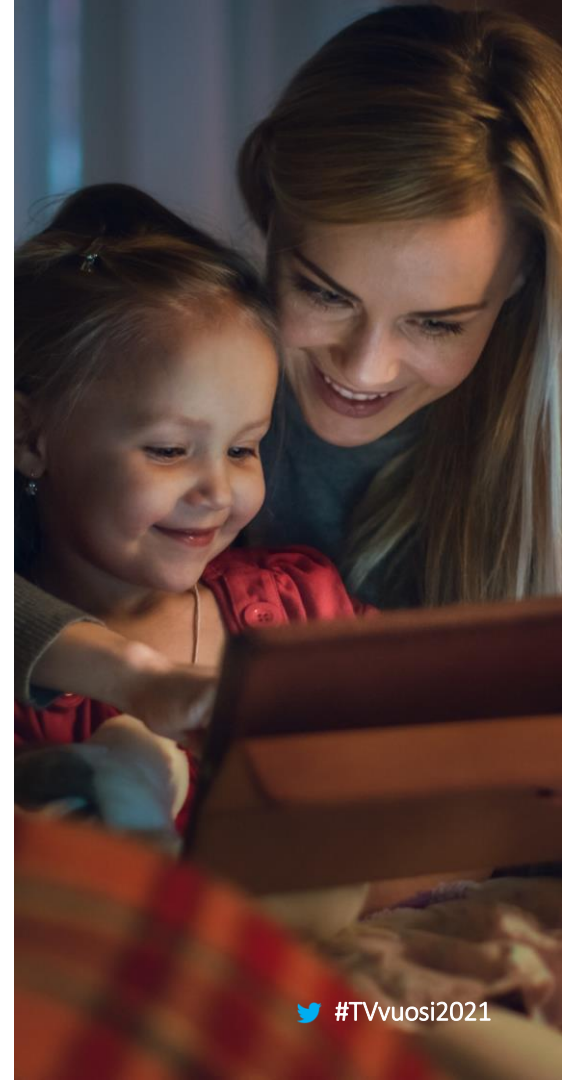
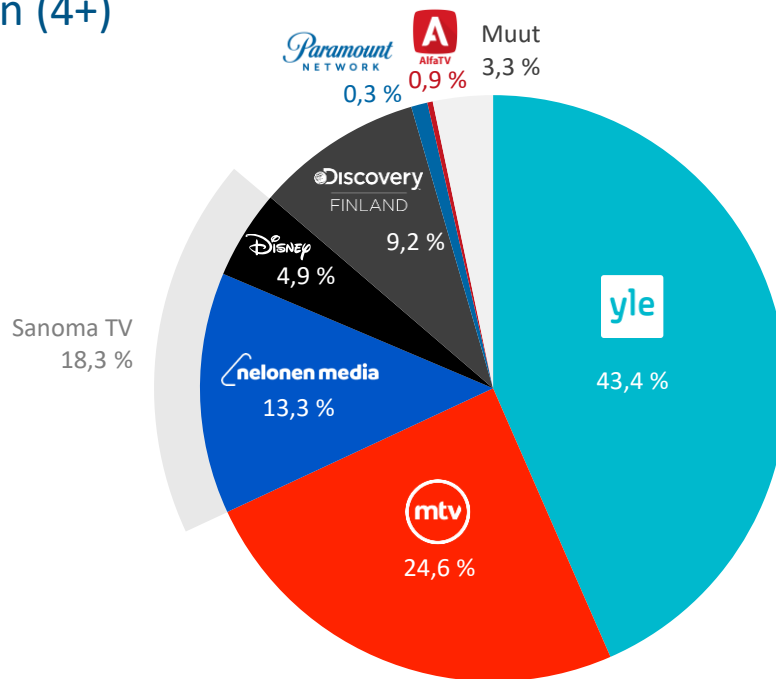
Average daily viewing on TV set: 3,5 hours



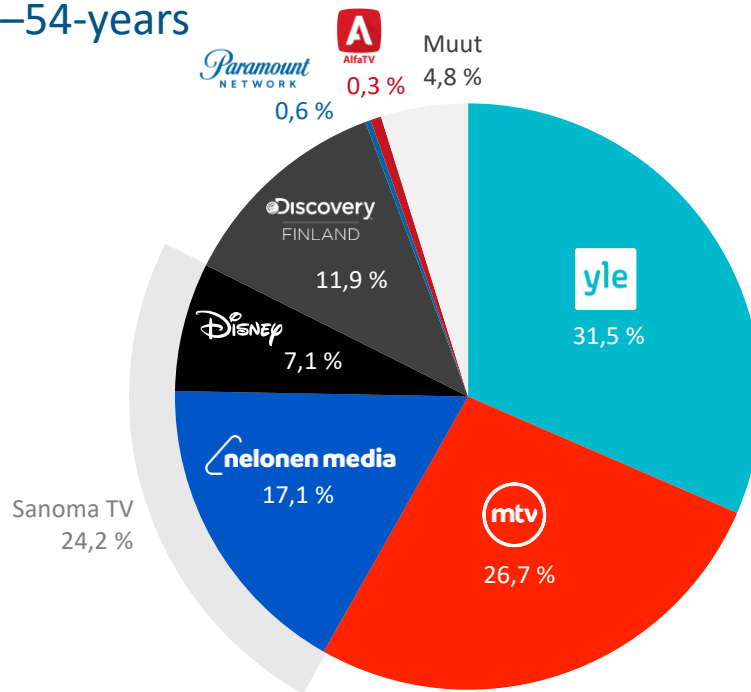
2021: Average daily viewing by age groups



2021 audience share by broadcaster total population (4+)



2021 audience share by broadcaster target group: 25–54-years





Finland Independence Day show 6.12.

- 1 347 000 viewers
- TV news 6.12.:
1 572 000 viewers

Dancing with the Stars finale 28.11.
1 082 000 viewers

Weekend entertainment shows

- TTT avausjaksolla
1 029 000 viewers
- Masked Singer, Elämäni
Biisi, Vain elämää

Tokyo Olympics (23.7. – 8.8.)

- Katsotuin lähetys 1.8 naisten kolmiloikkafinaali, 872 000 katsojaa
- Kolminkertaistivat Yle TV2:n ja Discoveryn TV5:n katselua verrattuna edellisvuoden vastaavaan ajanjaksoon

Christmas declaration 24.12.

1 080 000
viewers

Elämäni Biisi ”pääministerijakso” 26.12. (entertainment show)

1 042 000 viewers

Joe Biden 2021 Presidential Inauguration Ceremonoy

1 063 000 viewers

Putoksen avausjakso 992 000 viewers (weekend entertainment show)

World Ski Championships Oberstdorf (23.2 – 7.3.)

Katsotuin miesten 50km:
1 304 000 viewers

The Voice of Finland finale 924 000 viewers

Eurovision Song Contest 22.5. (Blind Channel 6th) 1 433 000 viewers

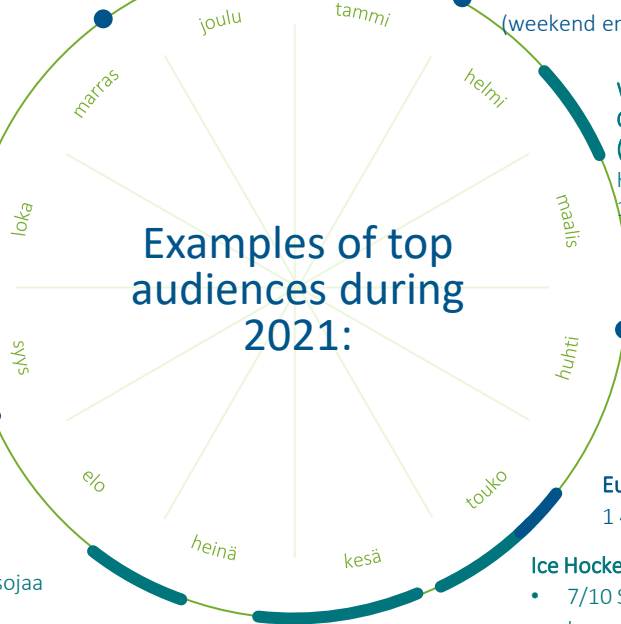
Ice Hockey World Championship (21.5. – 6.6.)

- 7/10 Suomen ottelulla yli miljoonayleisö
- Loppuottelu (Suomi-Kanada) vuoden katsotuin ohjelma:
2 278 000 viewers (MTV3/C More Sport 1)

UEFA Euro 2020 (11.6. – 11.7.)

- Suomen otteluilla yli miljoona katsojaa,
katsotuin Suomi-Belgia 1 406 000
- Jalkapallon EM finaali (Italia - Englanti): 1 206 000 viewers

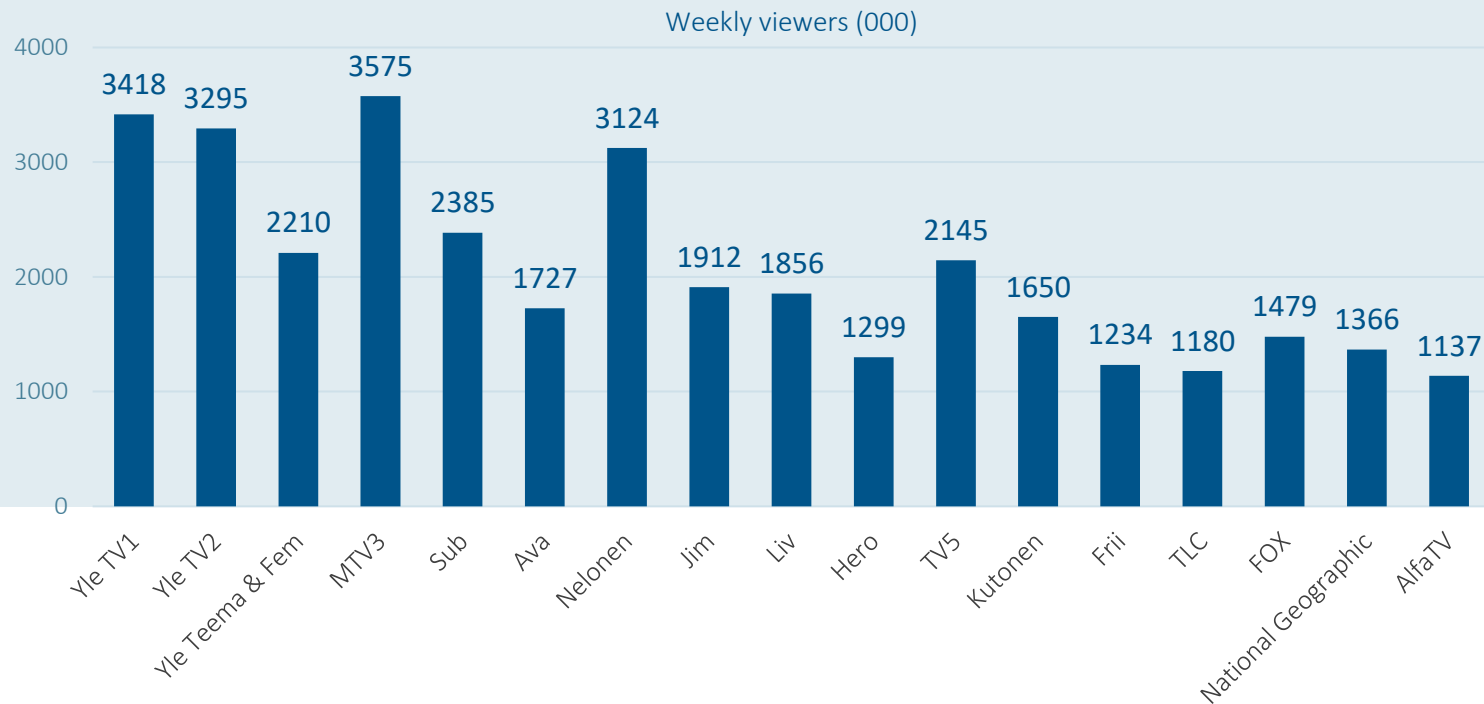
Examples of top
audiences during
2021:



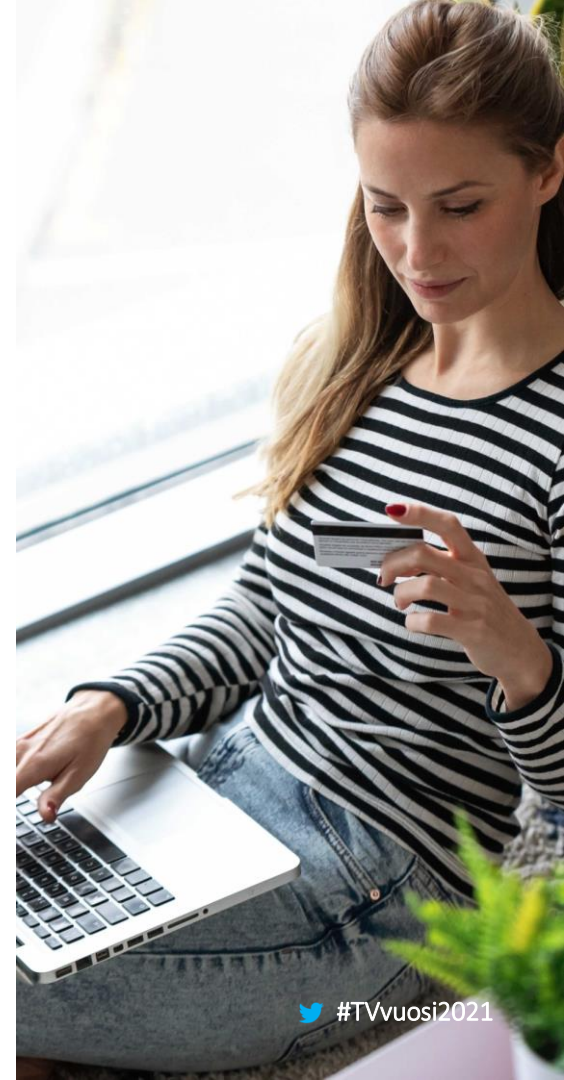
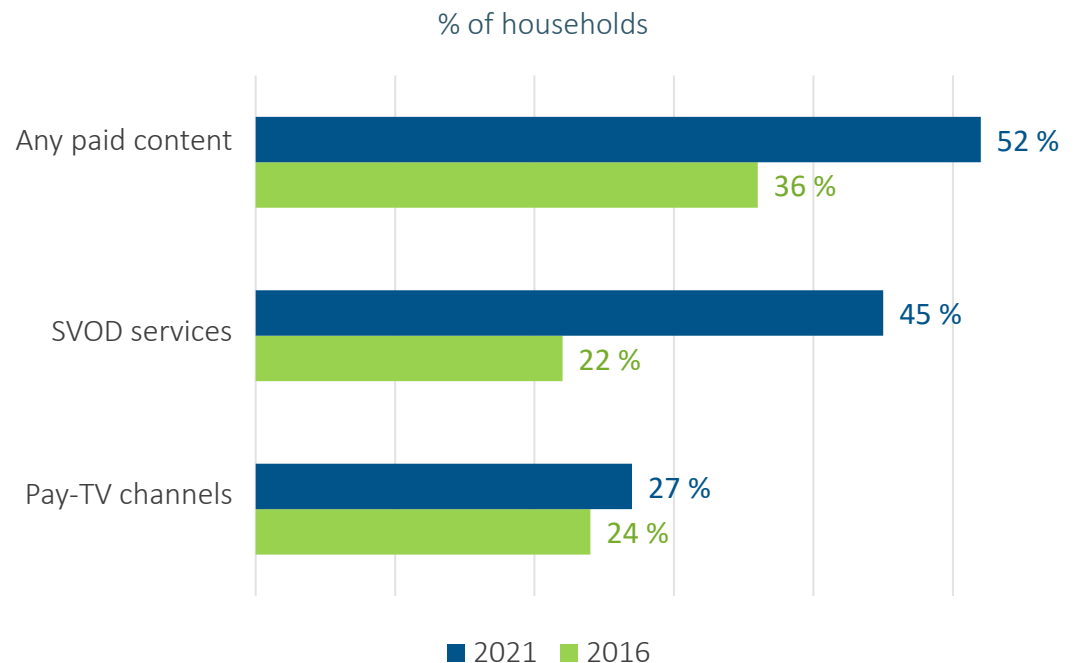
2021 top programmes by channels

Channel	Date	Programme	Rating 4+	
 MTV3	6.6.	Jääkiekon MM: Loppuottelu / Suomi – Kanada	2 228 000	42,1 %
 YLE 1	6.12.	Yle Uutiset	1 572 000	29,7 %
 YLE 2	21.6.	Jalkapallon EURO 2020: FIN - BEL	1 406 000	26,5 %
 Nelonen	23.4.	The Voice of Finland	924 000	17,4 %
 TV5	2.1.	Jääkiekon Nuorten MM: Suomi-Ruotsi	743 000	14,1 %
 YLE Teema	1.1.	Tähdet kertovat, komisario Palmu (7)	318 000	6,0 %
 National Geographic	29.8.	Gordon Ramsayn makuseikkailut: Suomen keskiyön aurinko	276 000	5,2 %
 Sub	20.7.	Jäniksen vuosi	227 000	4,3 %
 YLE Fem	10.1.	Atlantic Crossing (12)	213 000	4,0 %
 Alfa TV	30.10.	Laila ja Olavi laulukilpailun superfinaali	140 000	2,6 %
 Liv	7.4.	Syke: Katkeamispiste 2/4	139 000	2,6 %
 Ava	17.8.	Murha Helsingörissä: Kaatuneet unelmat, osa 1	136 000	2,6 %
 Kutonen	3.5.	Snooker: MM-kisat Sheffield	133 000	2,5 %
 Hero	27.11.	Elokuva: Beck: Asianajaja	114 000	2,1 %
 FOX	23.3.	Melkein MENSA: Maatalous ja rikokset	113 000	2,1 %
 Jim	10.1.	Poliisit 2020: Yön synkkä päätös	105 000	2,0 %
 FRII	20.4.	Rikokset jotka muuttivat maailmaa	87 000	1,6 %
 TLC	1.8.	90 päivää morsiamena: Maailmalla	79 000	1,5 %
 Eurosport 1	7.2.	Snooker: Shoot Out	35 000	0,7 %
 Paramount Network	6.9.	Colombiana	31 000	0,6 %
 Discovery FI	24.10.	Hunting Atlantis Sicily's Secrets	13 000	0,2 %

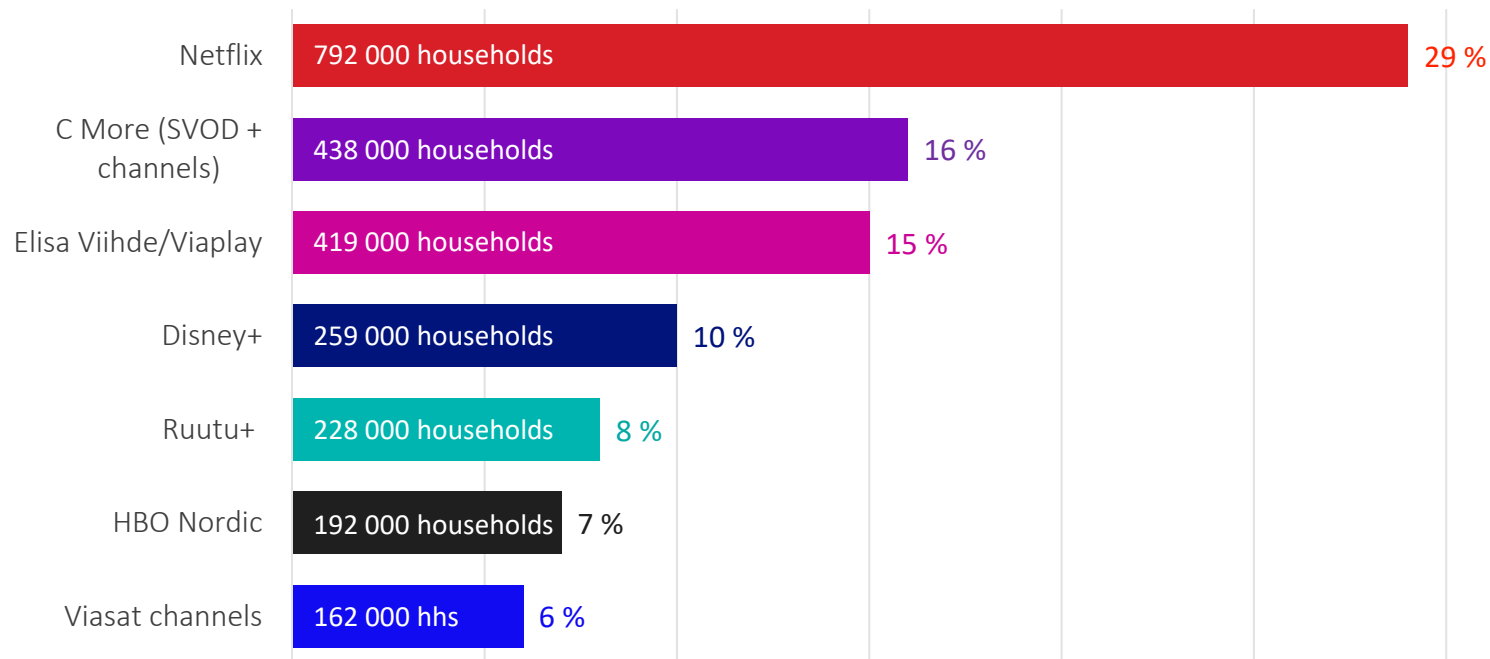
The weekly reach of the top channels add to over 3 million viewers



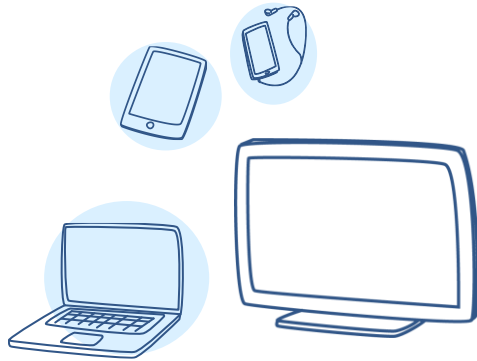
August 2021: Every second household subscribes to paid content



August 2021: Most popular SVOD/Pay-TV services, subscribing households (%)



TotalTV-measurement



Besides TV set, also
other smart devices

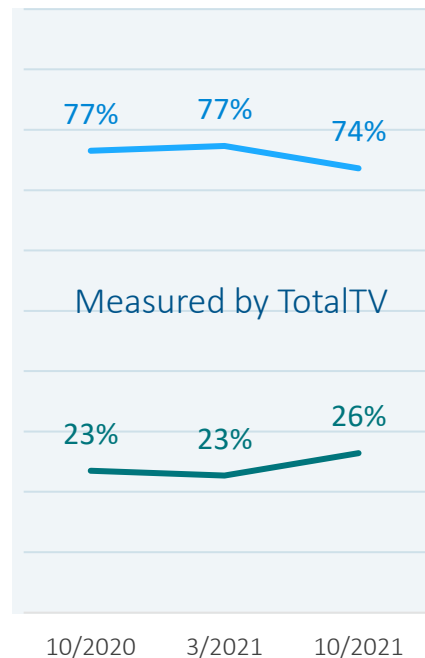
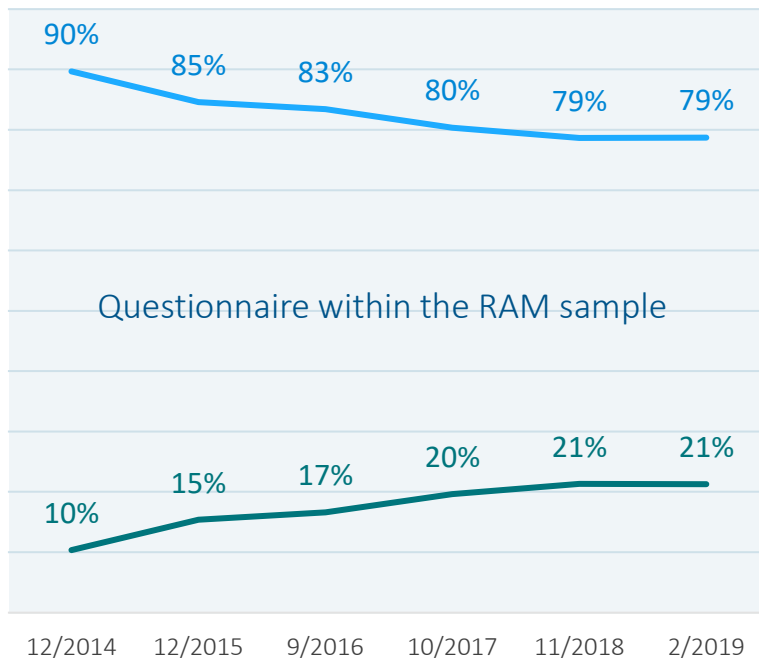


Census- and metadata for Yle
Areena, mtv-palvelu, C More and
Ruutu/Ruutu+



Viewing time in home
wifi for Netflix, YouTube
ja HBO*

Majority of TV viewing is still via antenna/cable ...

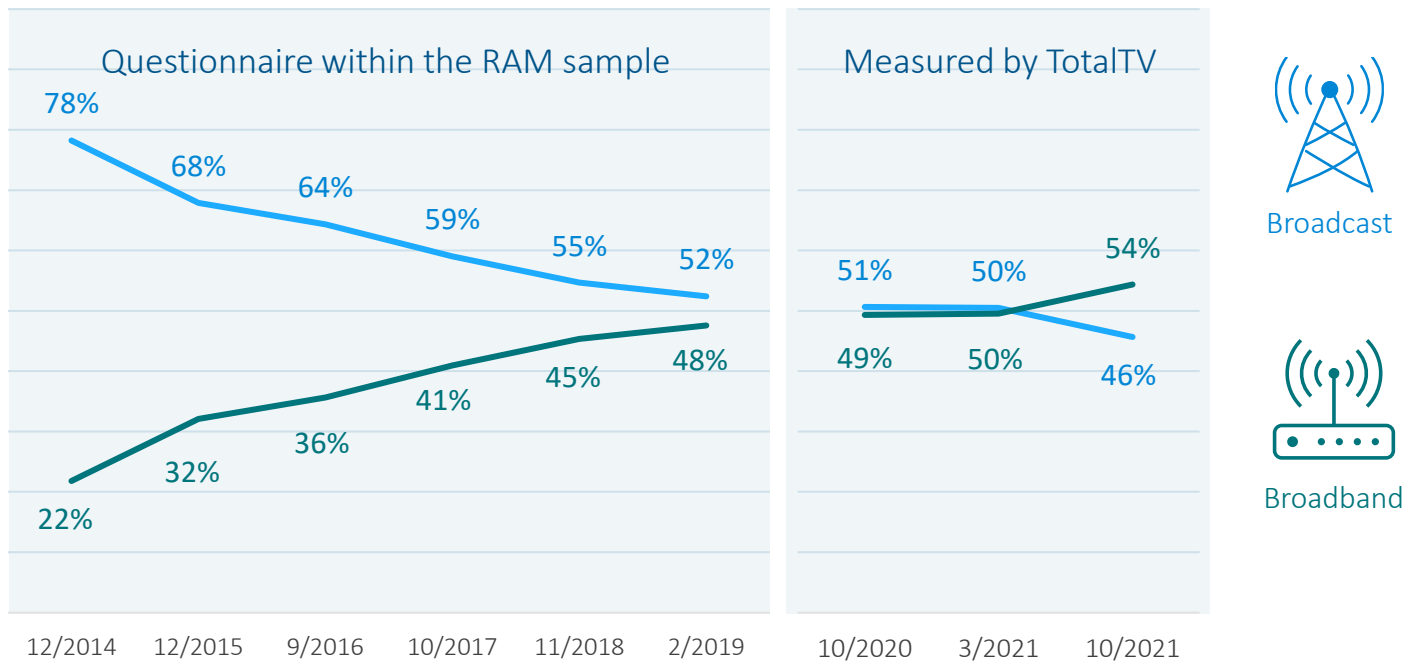


Broadcast

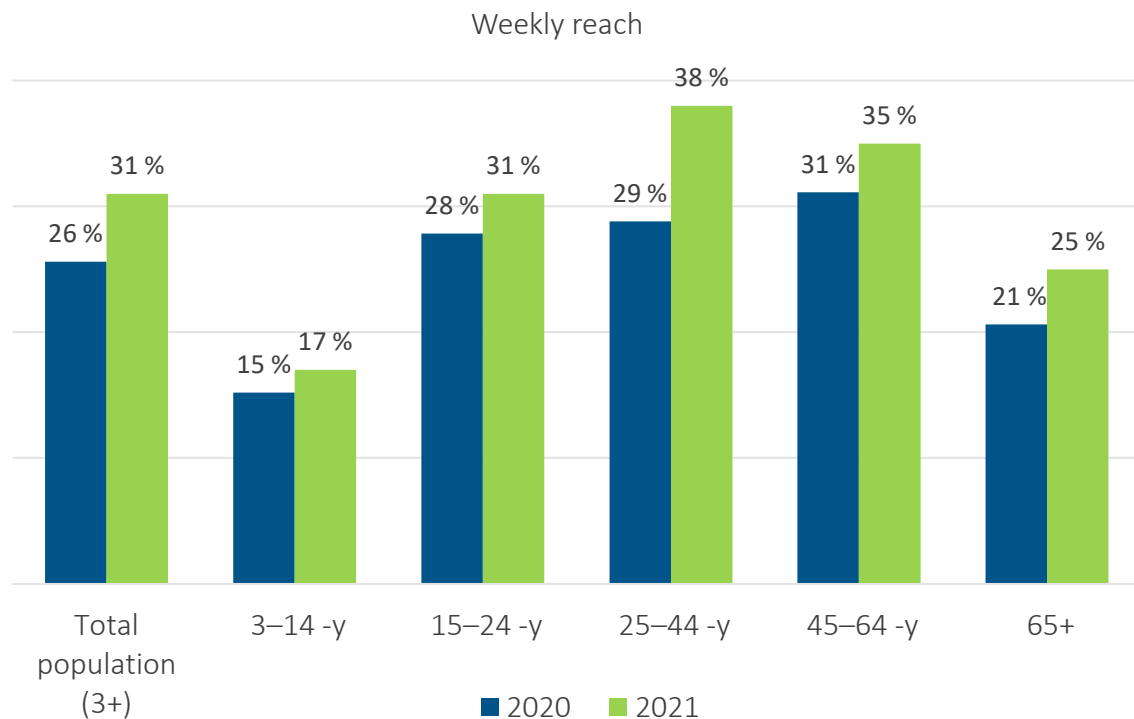


Broadband

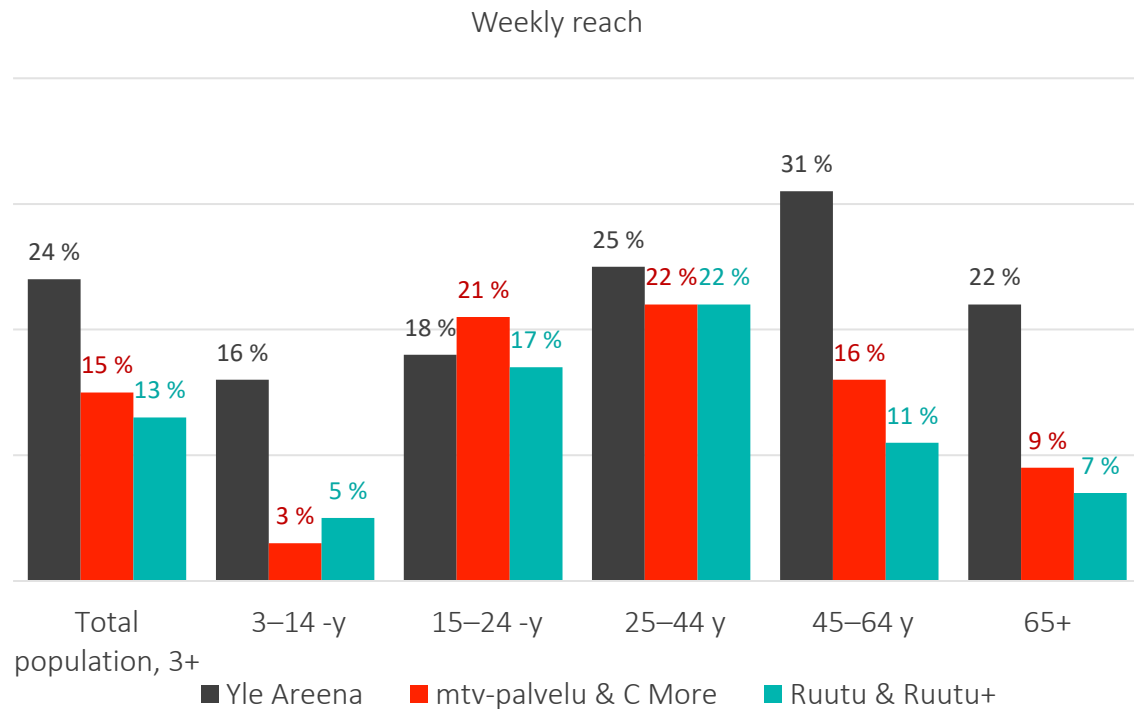
... but in the age group of under 45 years half of the viewing is now via broadband



Growing reach for broadcaster's VOD-services: a third of the population weekly reached by BVOD-content

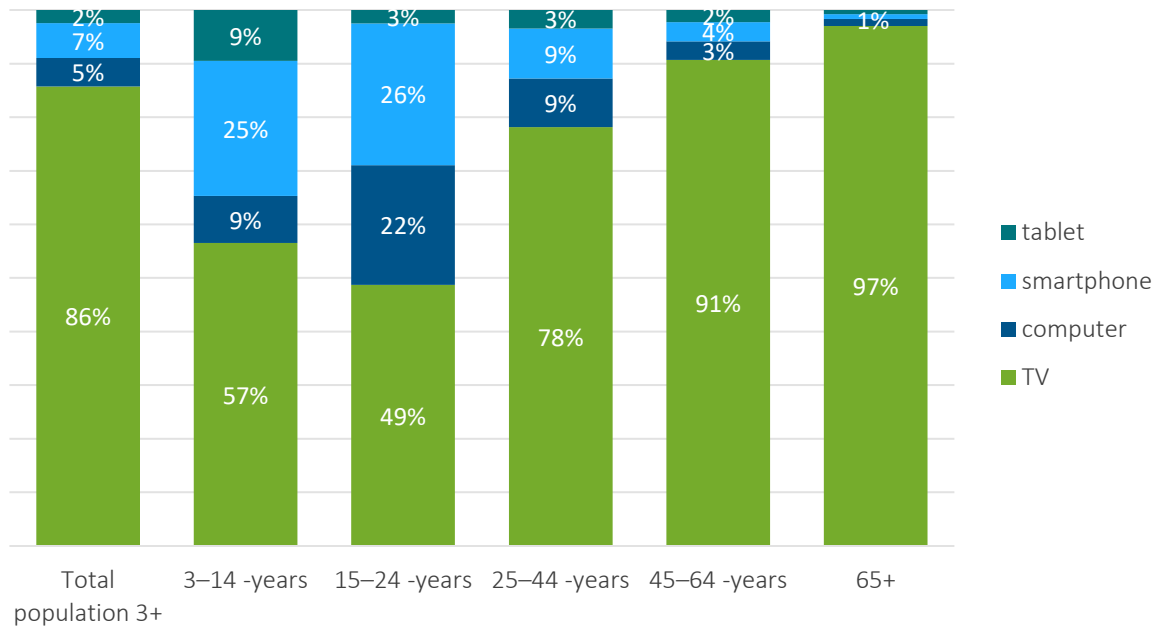


Weekly reach to BVOD services by age group



TotalTV 2021: Big screen is the most dominant viewing device

Proportion of viewing time



Lisää tuloksia osoitteessa
www.finnpanel.fi

