

TV-VIEWING IN FINLAND 2022

Finnpanel webinar
January 26th, 2023
Lena Brun

Measurement providers



KANTAR

Subscribers



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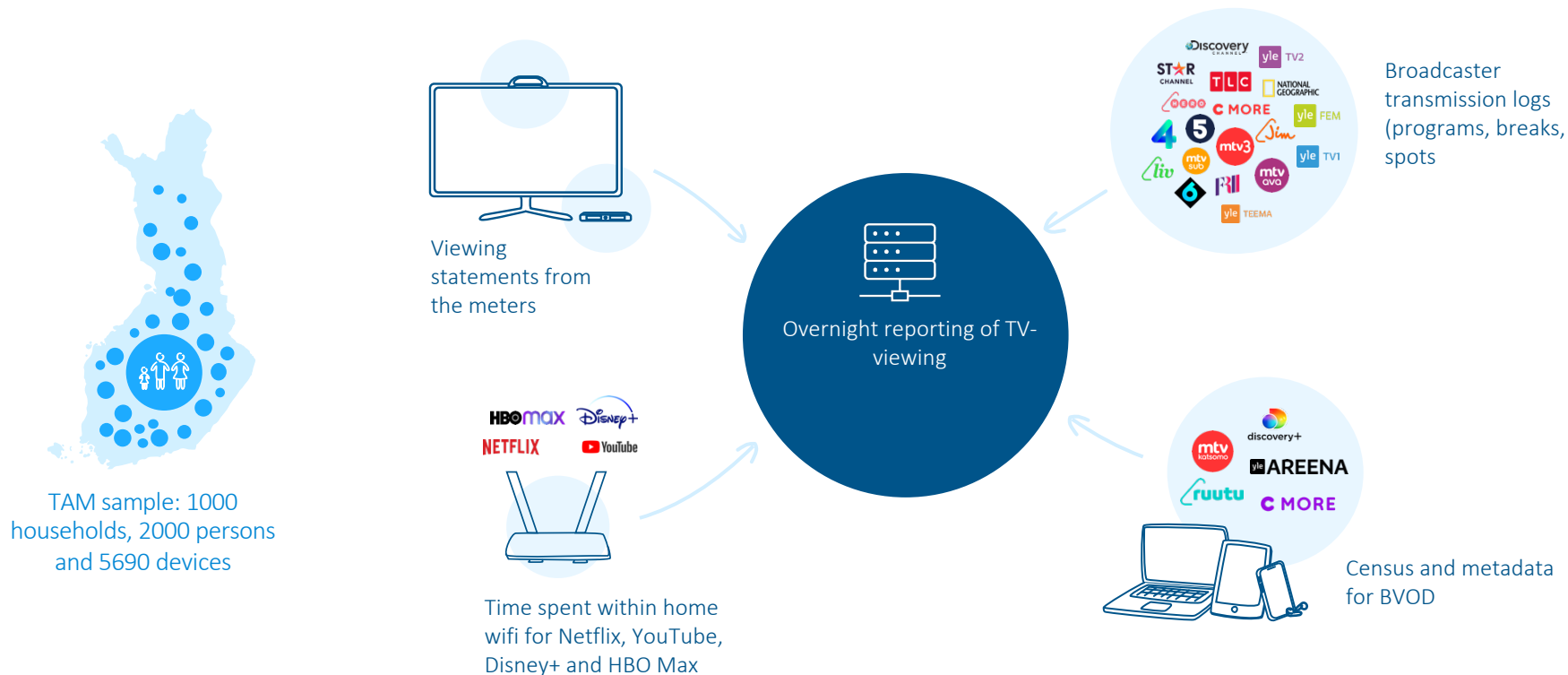
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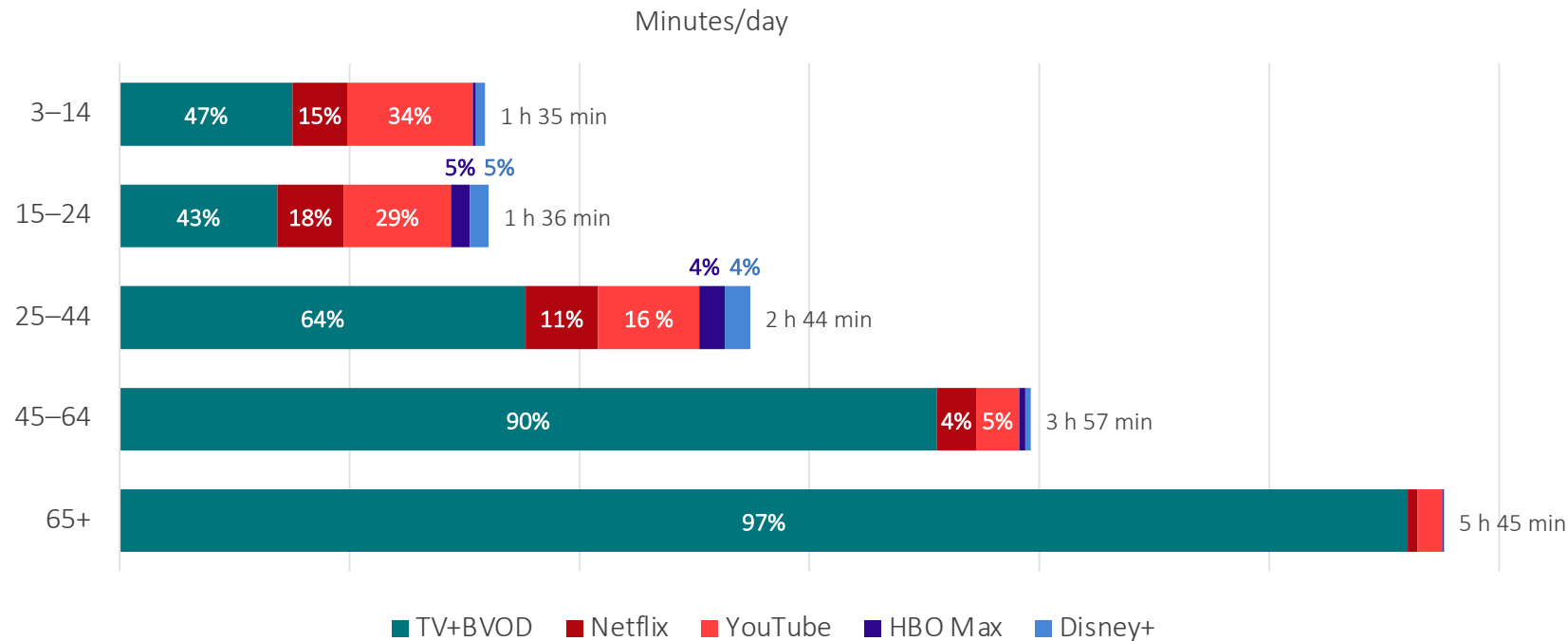
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FINLAND

#TVvuosi2022

Measurement basics

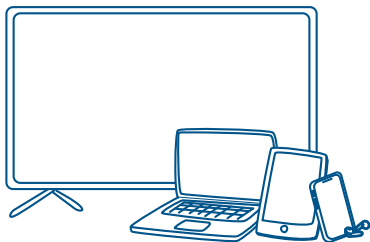


TotalTV: Viewing to TV-channels and streaming services during autumn 2022

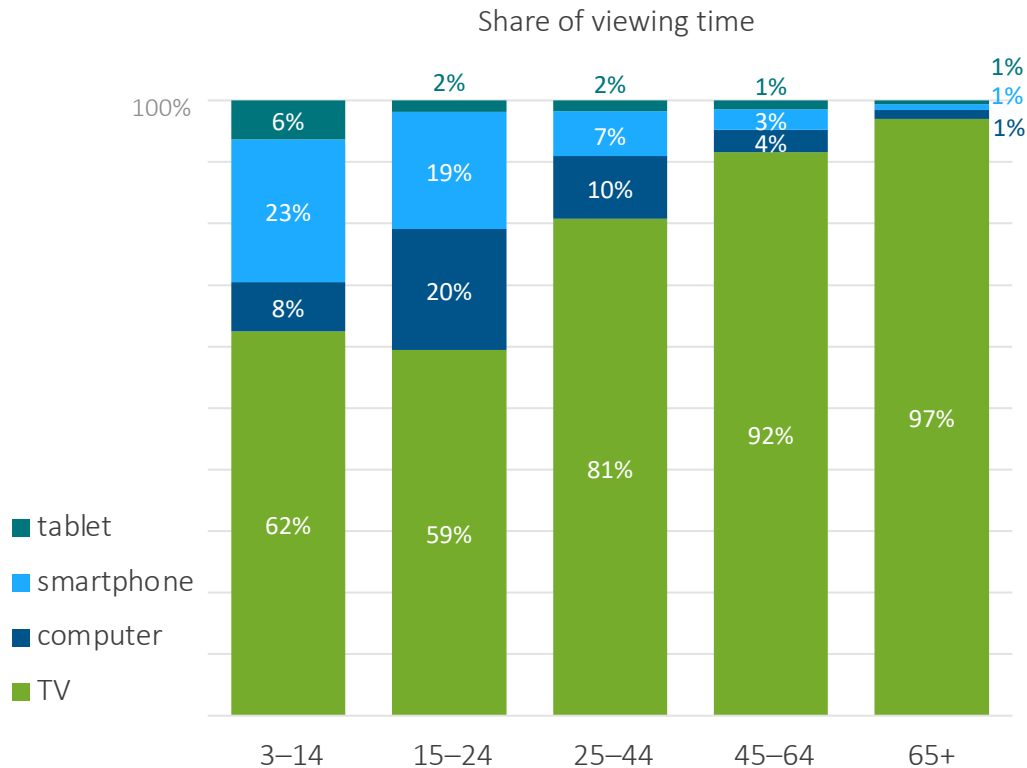


TotalTV 2022: Top programmes (TV channels and streaming included)

Programme	Broadcaster	First run in TV	Rating
Jääkiekon MM: Miesten finaali (Suomi – Kanada)	MTV	29.5.	2 533 000
Yle Uutiset 20.30	YLE	6.12.	2 460 000
Linnan juhlat	YLE	6.12.	2 306 000
Pekingin olympiakisat, hiihto (miesten 4x10 km)	YLE	13.2.	1 649 000
FIFAn jalkapallon MM 2022: loppuottelu Argentiina-Ranska	YLE	18.12.	1 604 000
Maajussille morsian	MTV	10.3.	1 538 000
Eurovision Song Contest 2022: Finaali	YLE	14.5.	1 492 000
MM-kisastudio	MTV	29.5.	1 435 000
Huvila & Huussi	Sanoma	9.5.	1 377 000
A-studio	YLE	28.2.	1 373 000



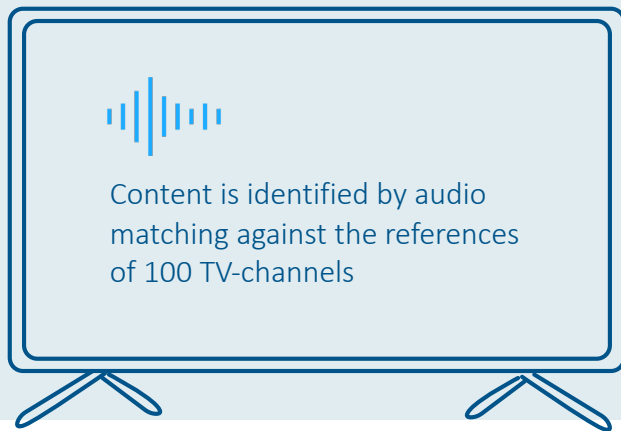
TotalTV 2022: Big screen preferred for TV-content



Measurement of the TV-set



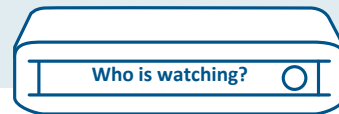
Sample: panel of 1000 households, including 2000 individuals



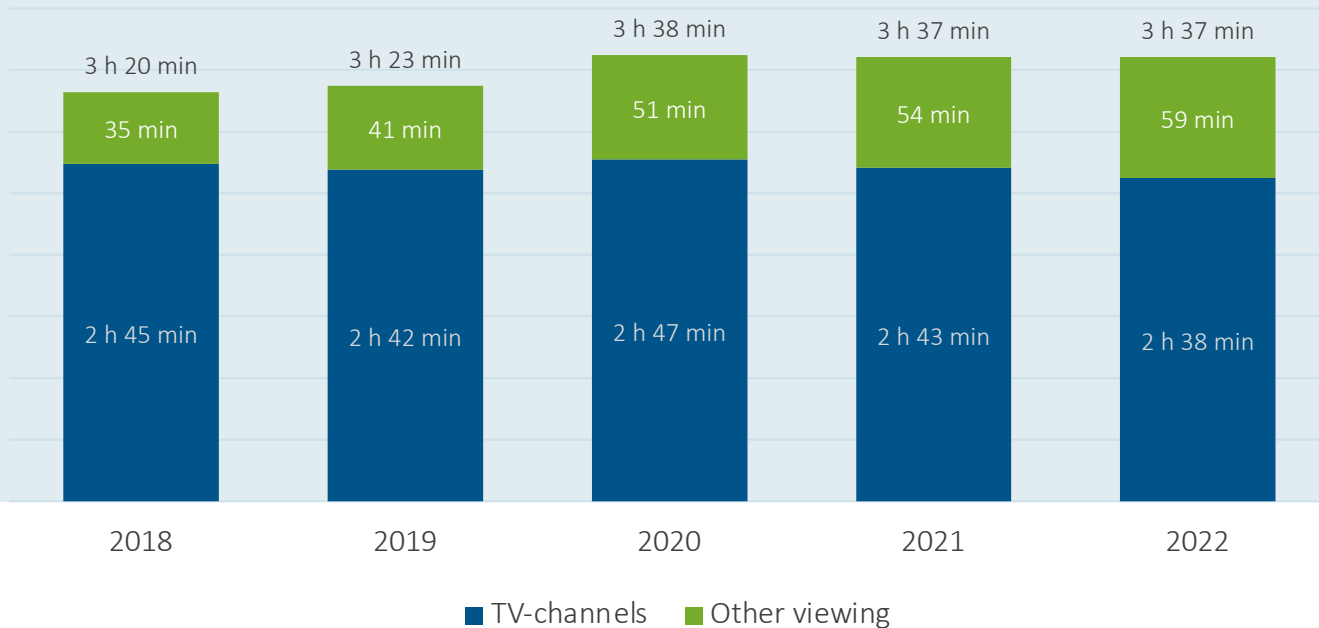
Reporting includes 7 days of timeshifted viewing (also catch-up via BVOD-streaming services)



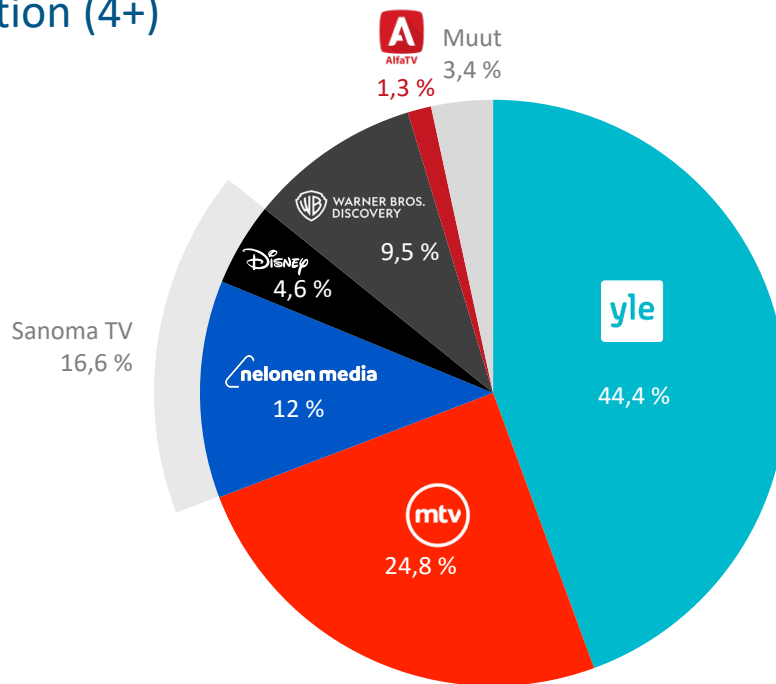
If there is no match against references, viewing is categorised as "other viewing"



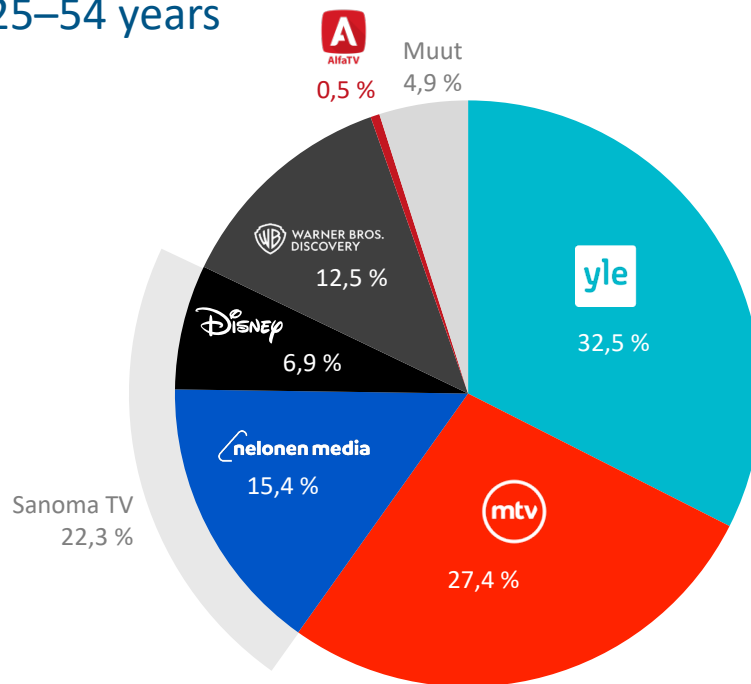
Big screen: On average 3,5 h viewing a day



2022 Audience Share by Broadcaster in total population (4+)



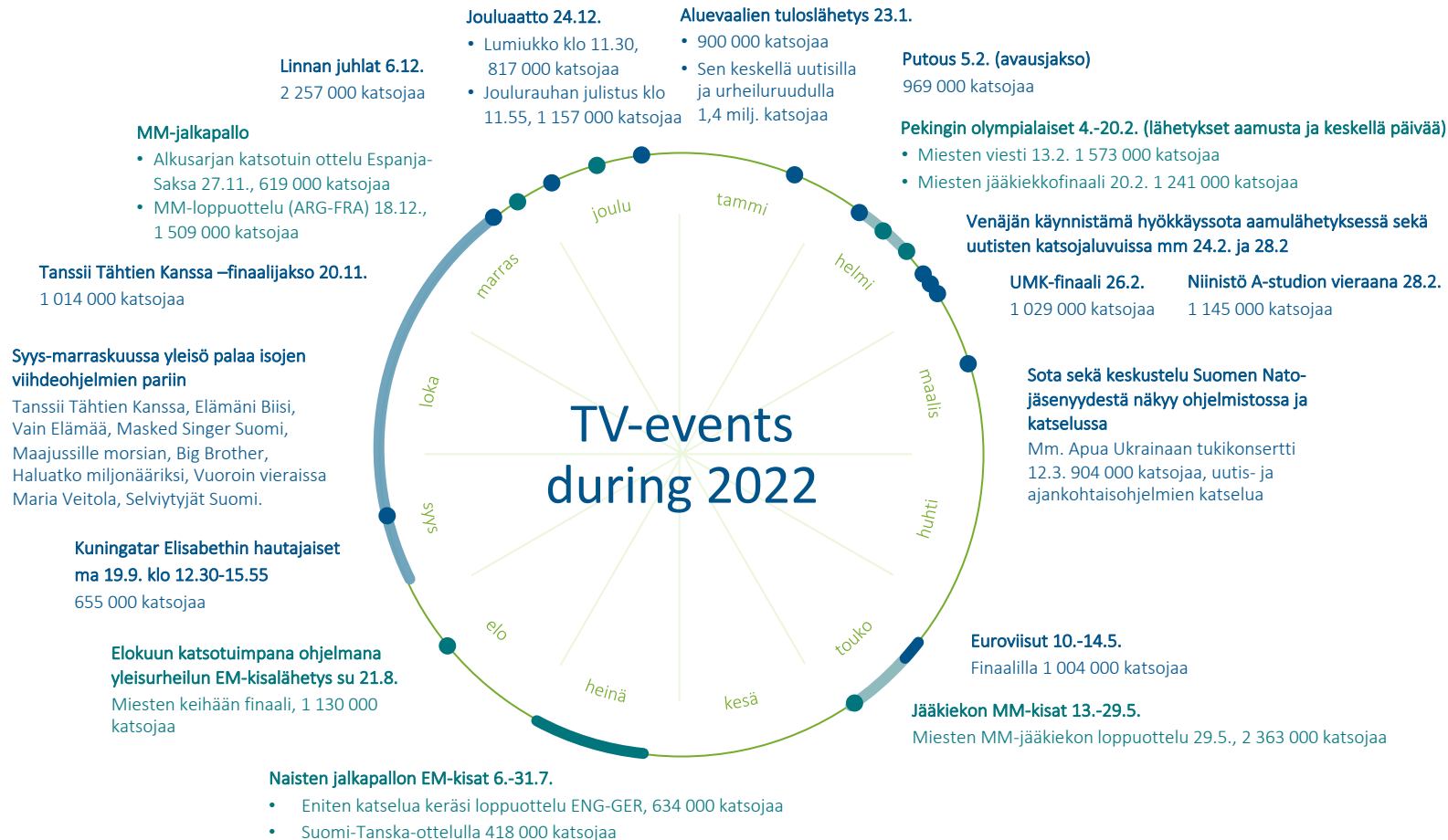
2022 Audience Share by Broadcaster in target group 25–54 years



2022: Commercial TV reaches half of the population (4+) on a daily basis

	Viewing	Reach	
4+	9 t 20 min weekly viewing	78 % weekly	54 % daily
25-54	8 t 3 min weekly viewing	79 % weekly	51 % daily







Daily viewing (tv-channels + other viewing)

2012: 3 h 17 min

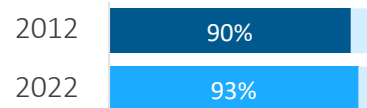
2022: 3 h 37 min ^

Amount of TV sets in households

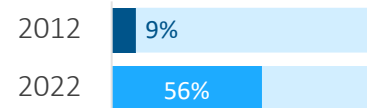
2012: 4 154 000 pieces

2022: 4 563 000 pieces ^

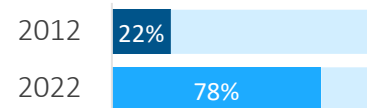
TV-households



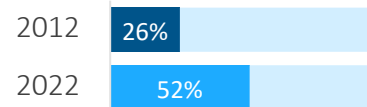
Households with smart-TV



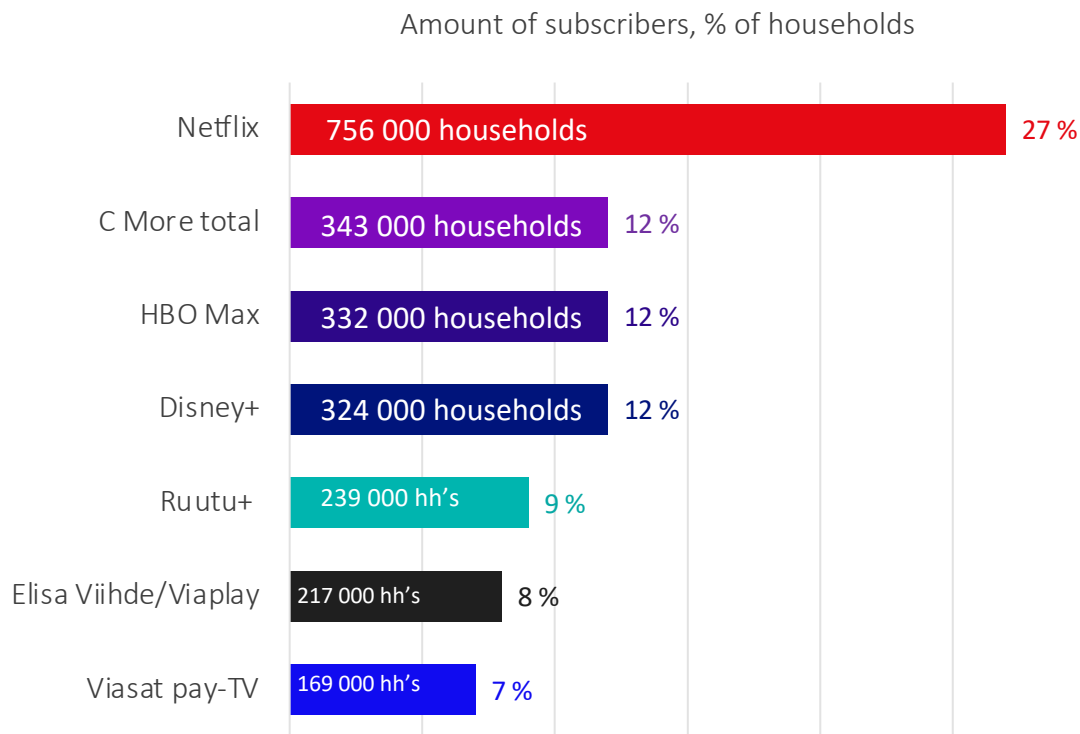
Households with HD-tuner



SVOD- or pay-TV-subscribers



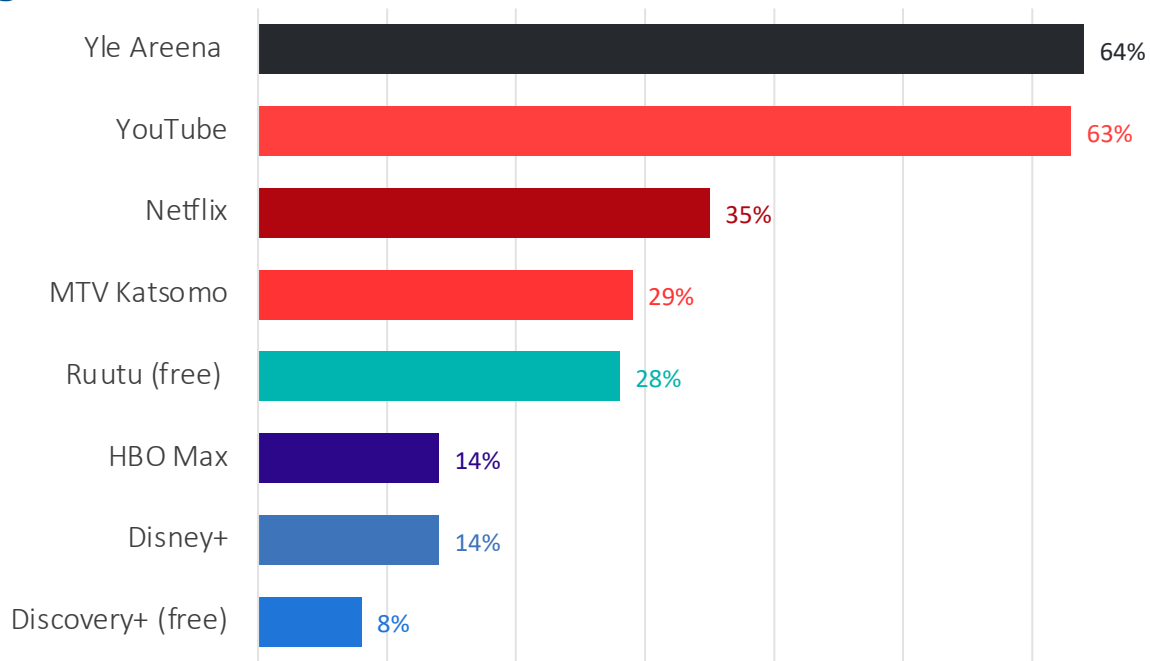
August 2022: Subscribers to SVOD- and pay-TV-services



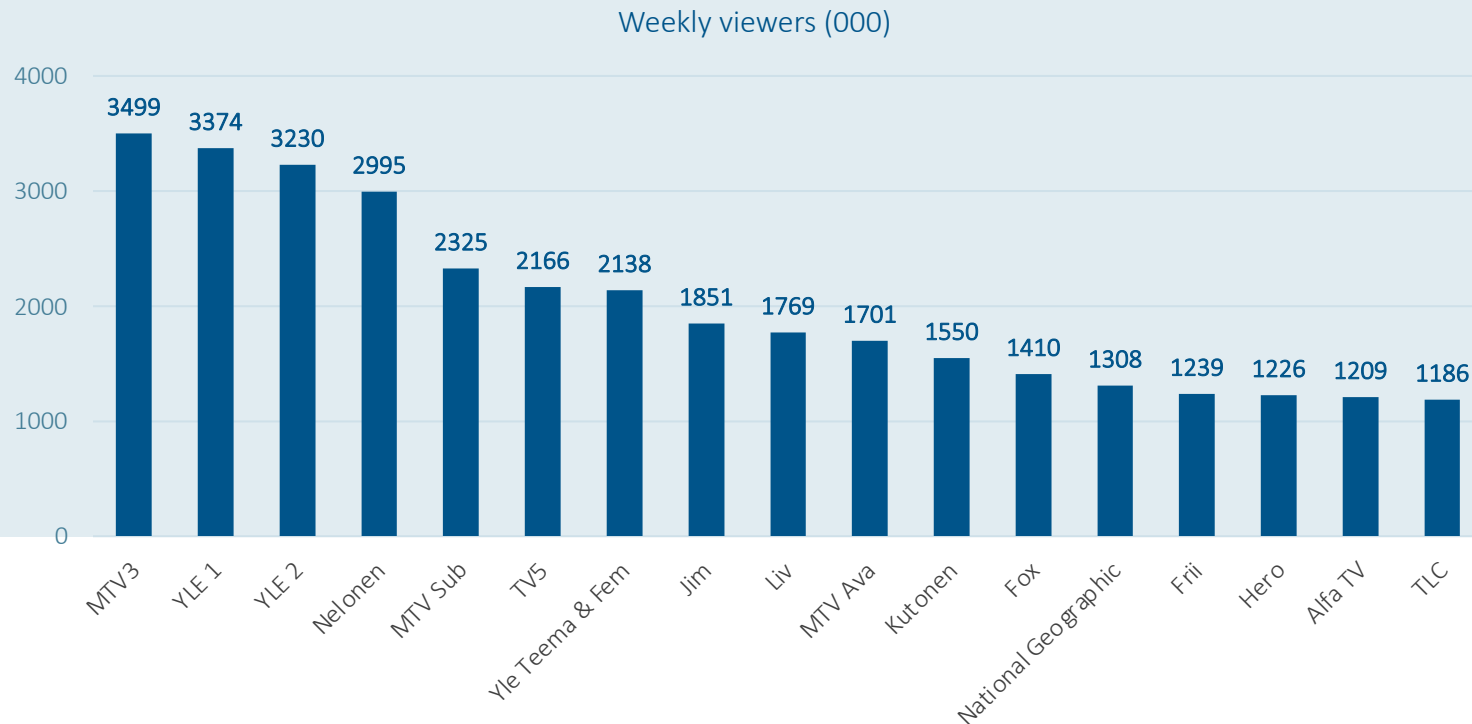
TotalTV 2022: 20 % increase in viewing time of BVOD services

Source: TotalTV-measurement (3+)

TV-households in Finland, August 2022: Most popular streaming services



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



2022 top programs by channel

Kanava	Päivämäärä	Ohjelma	Rating 4+ (% of population)	
 YLE 1	6.12.	Yle Uutiset	2 374 000	44,7 %
 MTV3/C More Sport 1	29.5.	Jääkiekon MM, Finaali Suomi-Kanada	2 362 800	44,5 %
 YLE 2	13.2.	Pekingin olympiakisat, hiihto	1 573 100	29,6 %
 TV5	20.2.	Olympialaiset: Jääkiekko: Finaali	1 240 900	23,4 %
 Nelonen	16.9.	Vain elämää: Mikko Alatalon päivä	668 500	12,6 %
 YLE Teema	6.12.	Tuntematon sotilas (12)	456 400	8,6 %
 MTV Sub	5.12.	Kymmenen uutiset	384 800	7,2 %
 YLE Fem	27.3.	Talot huokuvat historiaa	220 000	4,1 %
 Hero	1.1.	Elokuva: Beck: Myrskyn silmässä	164 100	3,1 %
 Alfa TV	18.6.	Unohtumattomat iskelmät	155 300	2,9 %
 Kutonen	2.5.	Snooker: MM-loppuottelun 4. sessio	146 000	2,7 %
 MTV Ava	20.2.	Maria Wern	125 300	2,4 %
 Jim	28.8.	Koripallon MM-karsinta LIVE: Viro - Suomi	119 500	2,2 %
 TLC	25.1.	90 päivää morsiamena: Maailmalla	119 500	2,2 %
 FOX	8.2.	Melkein MENSA	103 600	2 %
 National Geographic	29.12.	Toisen maailmansodan haudatut	90 500	1,7 %
 Liv	7.1.	Remppa vai muutto Suomi	90 200	1,7 %
 Frii	1.9.	Kova laki: Erikoisyksikkö	78 000	1,5 %
 Eurosport 1	17.4.	Snooker World Championship Sheffield 202	25 700	0,5 %
 The Discovery Channel	25.5.	Salvage Hunters: The Restorers	11 800	0,2 %

More statistics available at
finnpanel.fi

