

Source: results produced by EBU and based on Eurodata TV's / relevant partners' data and Members' data, 2015

**EBU**

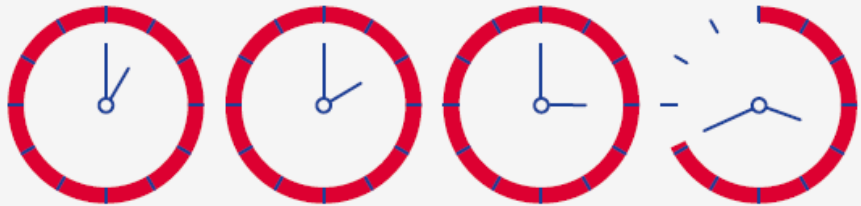
OPERATING EUROVISION AND EURORADIO

**egta.**

**ACT**

Association of Commercial  
Television in Europe

The average European citizen watches  
**3 hours 41 minutes**  
of TV every day



Source: results produced by EBU and based on Eurodata TV's / relevant partners' data and Members' data, 2015

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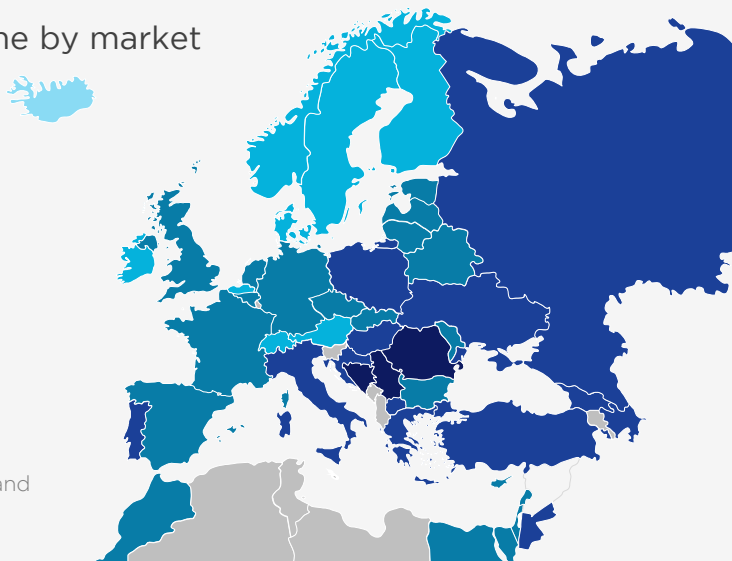
The average European youth watches  
**2 hours 6 minutes**  
of TV every day



Youth: 15-24 year olds. Source: results produced by EBU and based on Eurodata TV's / relevant partners' data and Members' data, 2015

## Viewers in Romania, Bosnia-Herzegovina and Serbia watch the most TV - over 5 hours per day

Daily TV viewing time by market



Source: results produced by EBU and based on Eurodata TV's / relevant partners' data, 2015

**3%** Online short video clips

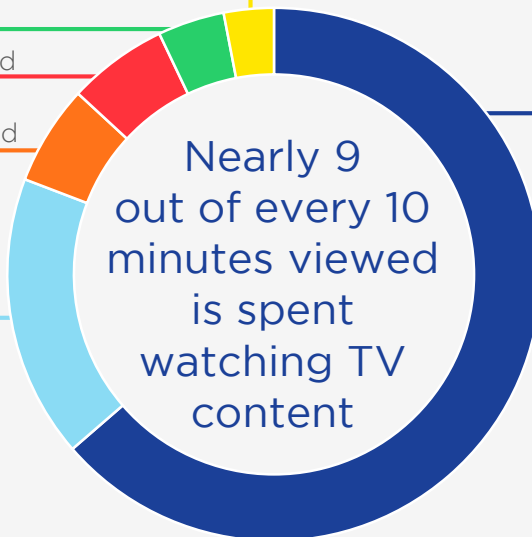
**4%** Physical video

**6%** Paid on-demand

**6%** Free on-demand

**17%** Recorded TV

Live TV **63%**



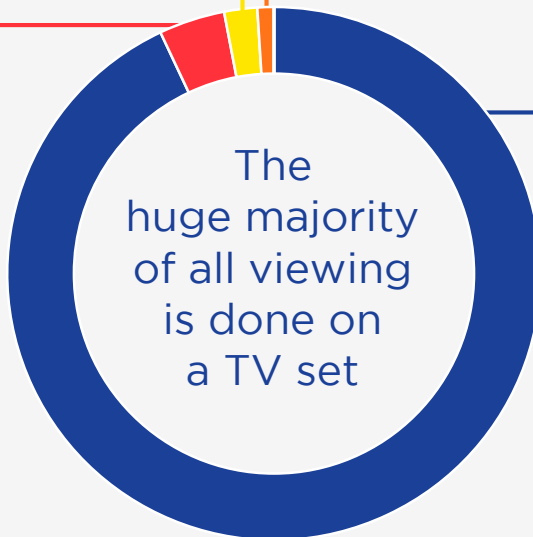
TV content: live TV + recorded TV + free on-demand.

Source: EBU based on Ofcom Digital Day, UK 16+, Q1 2016, type of content as % of total viewing time.

**1%** Smartphone

**2%** Tablet

**4%** Computer

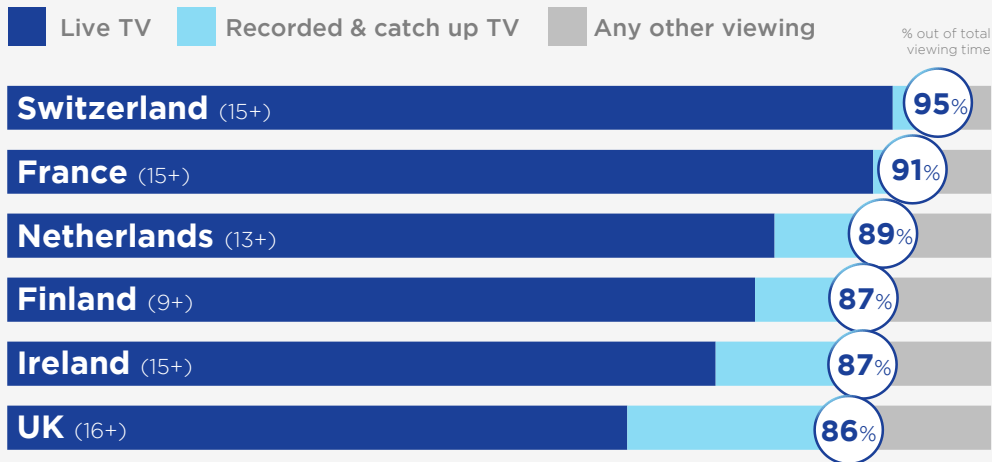


TV Set **93%**

The huge majority of all viewing is done on a TV set

Source: EBU based on Ofcom Digital Day, base UK 16+, time spent in % by device, Q1 2016.

## TV remains by far the dominant type of viewing



Source: EBU based on Mediapulse Time Use Study, 2015/2016 (Switzerland), Médiamétrie, 2015 (France), Media:Tijd, 2015 (Netherlands), Ipsos MRBI Total Viewing Study, 2016 (Ireland), Finnpanel / Yle, Autumn 2015 (Finland), Ofcom Digital Day, 2016 (UK)

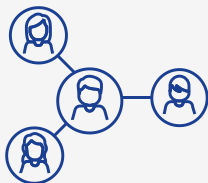
## TV viewing time is more than double the time online adults spend on social networks



The average European citizen watches

**3 hours 41 minutes**

of TV every day



The average European online adult spends

**1 hour 29 minutes**

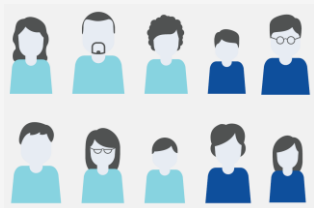
on social networks every day

Source: results produced by EBU and based on Eurodata TV's / relevant partners' data, 2015 and GlobalWebIndex, online adults aged 16-64 in 13 European countries, Q1 2016

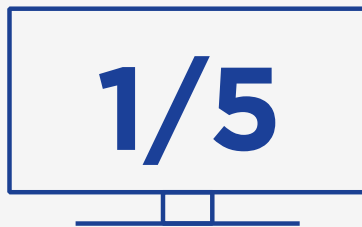


## PUBLIC SERVICE TELEVISION IS INDISPENSABLE

It reaches **60%**  
of the population  
every week



and accounts for over



of all TV viewing

Source: results produced by EBU and based on Eurodata TV's / relevant partners' data and Members' data, 2015