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PRESS RELEASE

International TV Scores in 2011

A record daily viewing time, major international events and dynamic local content: television is gaining ground across the world, as confirmed by the latest 19th annual “One Television Year in the World” report, covering nearly 100 territories.

Jacques Braun, Vice-President of Eurodata TV Worldwide, comments that *“in 2011, a year that was packed with news and events, television succeeded in reinventing and imposing itself as the leading media in terms of live content and exclusivity. In ten years, daily viewing times have risen by twenty minutes on average.”*¹

More channels, more choice, more time in front of the TV

In 2011 the average worldwide daily viewing time stood at 3 hours and 16 minutes per person per day, a progression of 6 minutes in comparison with 2010. This progression was notably supported by Asia and especially China which registered a strong growth of +12 minutes in one year. Similar increases were also reported in several European countries, with +15 minutes in France, +7 minutes in Italy and +5 minutes in Spain.

Another proof of the ever-growing interest in television is the fact that households are becoming better and better provided with TV sets and other equipment that encourages TV consumption. According to GFK, in 2011, more than 7 million full HD TV sets were bought in Germany, 100 times more than five years ago. In the UK one household in two is equipped with a personal video recorder, while in Australia this proportion rises to 44%, 11 points more than just one year ago. Digital recording devices promote time shifted viewing, a consumption which adds 11% to live daily viewing times in the US and 10% in the UK.

The expansion of the channel offer, reinforced by the analogue switch off, is an extra motivation to consume. In Spain, for example, the market share of the channels other than the historic analogue selection has grown from 9% in 2001 to nearly 47% ten years later. This is nearly the same level as in the UK, where these channels already enjoyed a share of 20% in 2001.

This extra time spent in front of the TV also means that new moments of the day are being dedicated to the small screen, outside of prime time. Morning programs, extended prime time and special events: in ten years the occasions for watching television have only grown. In 2011, it remains the only medium to mobilise a massive audience and break ratings records, even at unpromising times of day.

¹ Based on the Eurodata TV Megapanel of 50 countries



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This enthusiasm for TV is first and foremost driven by an attractive programming offer, non-stop news headlines and events that unite viewers across the world.

2011, the Year of Live

In a year packed with newsworthy events, television was able to impose itself like never before as *the* source for live and exclusive material. The Royal Wedding in the UK gathered 13.6 million viewers on BBC One at 8am. In France, the final of the Rugby World Cup took the top place in the year's ranking with 15.4 million viewers at 10am. Finally the big Chinese New Year celebrations united nearly 203 million viewers in front of their screens.

News bulletins represented 63% of the factual programs appearing in top rankings in 2011, an increase of 10 points in comparison with 2010. In Japan, four out of the top 10 programs were news, three of them aired during the week of the Fukushima disaster. Another example, in Italy, is the information channel Rai News, which tripled its audience in a year.

Entertainment: Seeking Talent

Entertainment accounts for 38% of the top 10 rankings, all countries combined. New formats in 2011 tended to have a generally positive feel, in counterbalance to the often frightening images viewers found on the news. Among them, talent quest musical formats remain the brands which are most widely exported and which gathered the best audiences. The **Eurovision Song Contest** appears 18 times in the international program rankings, while **Got Talent** appears among the top 10 programs in 11 different countries. **Idols** appears in the rankings in eight countries, **Strictly Come Dancing** in seven and **X Factor** in five. The most recent international phenomenon, **The Voice**, imposed itself in a good position in the rankings of the Netherlands, Bulgaria and Denmark.

Fiction: Alternative Blockbusters

Fiction took back its place as the top genre this year, representing 41% of the best performing programs. Series were especially popular, accounting for 69% of the fiction entries in the top rankings, nine points up on 2010. This rise was notably driven by local productions, which beyond their success within their home countries are also shining abroad. Thus, the Ukrainian series **Svaty** appears among the best audiences of the year in Ukraine, but also in Russia and Belarus. Turkish series also continue to thrive internationally, such as **Aşk ve Ceza**, a local success which finds itself among the most popular broadcasts in Bosnia Herzegovina, Croatia and Macedonia.

Nevertheless, US productions continue to export well and fill up programming grids: the American sitcom **Two and a Half Men** appears in the top 10 programs in the US but also in Australia, English speaking Canada and Italian speaking Switzerland.

Contents are the uncontested drivers of TV consumption throughout the world. If local productions still enjoy the lion's share of the national top rankings, we are nonetheless witnessing a spread of international coproductions that opens up new possibilities for the future of TV.



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For **Amandine Cassi**, Head of Research at Eurodata TV Worldwide, *“Faced with a huge choice of channels, contents and screens, only powerful brands, notably integrating 360° and multi-screen strategies, manage to gather strong and durable international audiences”*.

Eurodata TV Worldwide will be present at MIPTV stand 06.10

About One TV Year in the World

In the *One TV Year in the World: 2012 Edition*, Eurodata TV Worldwide reviews the consumption of television worldwide in 2011 and audience successes in more than 80 countries.

About Eurodata TV Worldwide

Created by Médiamétrie, Eurodata TV Worldwide distributes programming and audience information, based on its partnership with the national institutes operating people meter systems throughout the world. Today, Eurodata TV Worldwide's database contains more than 3000 channels in more than 80 countries and provides an exhaustive amount of daily program information including: content, production, international distribution and the audience levels for targeted programs, all data emanating directly from the relevant authorized institute based in each country around the world. These data provide a range of services which help in the decision-making process of international professionals within the audio-visual world like producers, distributors, broadcasters, copyright organisations, sponsors, etc.

About Médiamétrie

The industry leader in media research, Médiamétrie observes, measures and analyses audience behaviour and market trends. Created in 1985, Médiamétrie is expanding its activities in television, radio, the internet, film, mobile phones, and the cross-media sector in France and abroad. In 2010, Médiamétrie realized a turnover of 67.5 M€. For more information, visit our website: www.mediаметrie.com. Follow us on Twitter: www.twitter.com/Mediаметrie_TM and Facebook : www.facebook.com/audiencelemag

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