// YOUTUBE, ONLINE VIDEO AND TELEVISION: INSIGHTFUL FACTS & FIGURES

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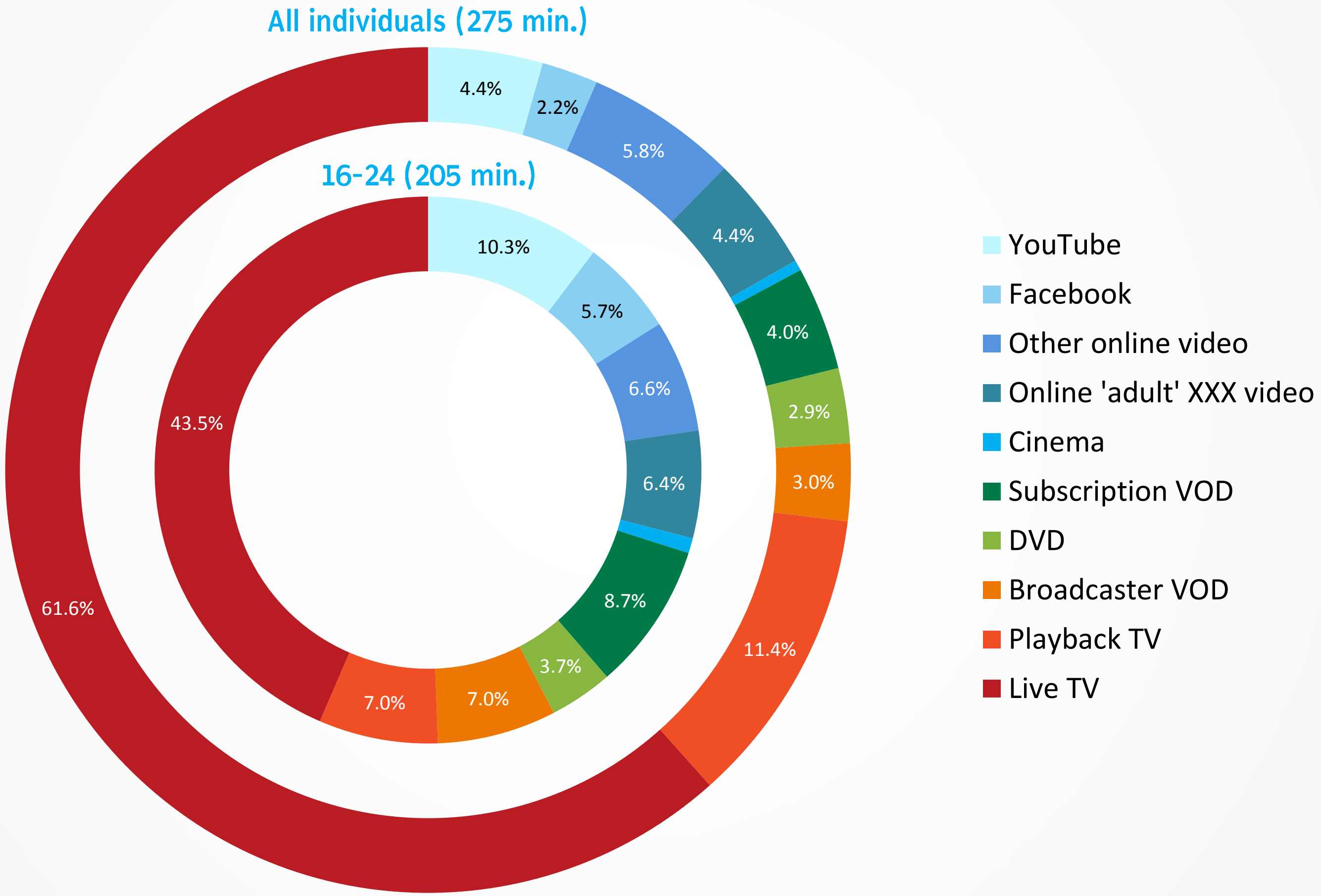
Data compiled by egta

UK

// TV DOMINATES THE WORLD OF VIDEO

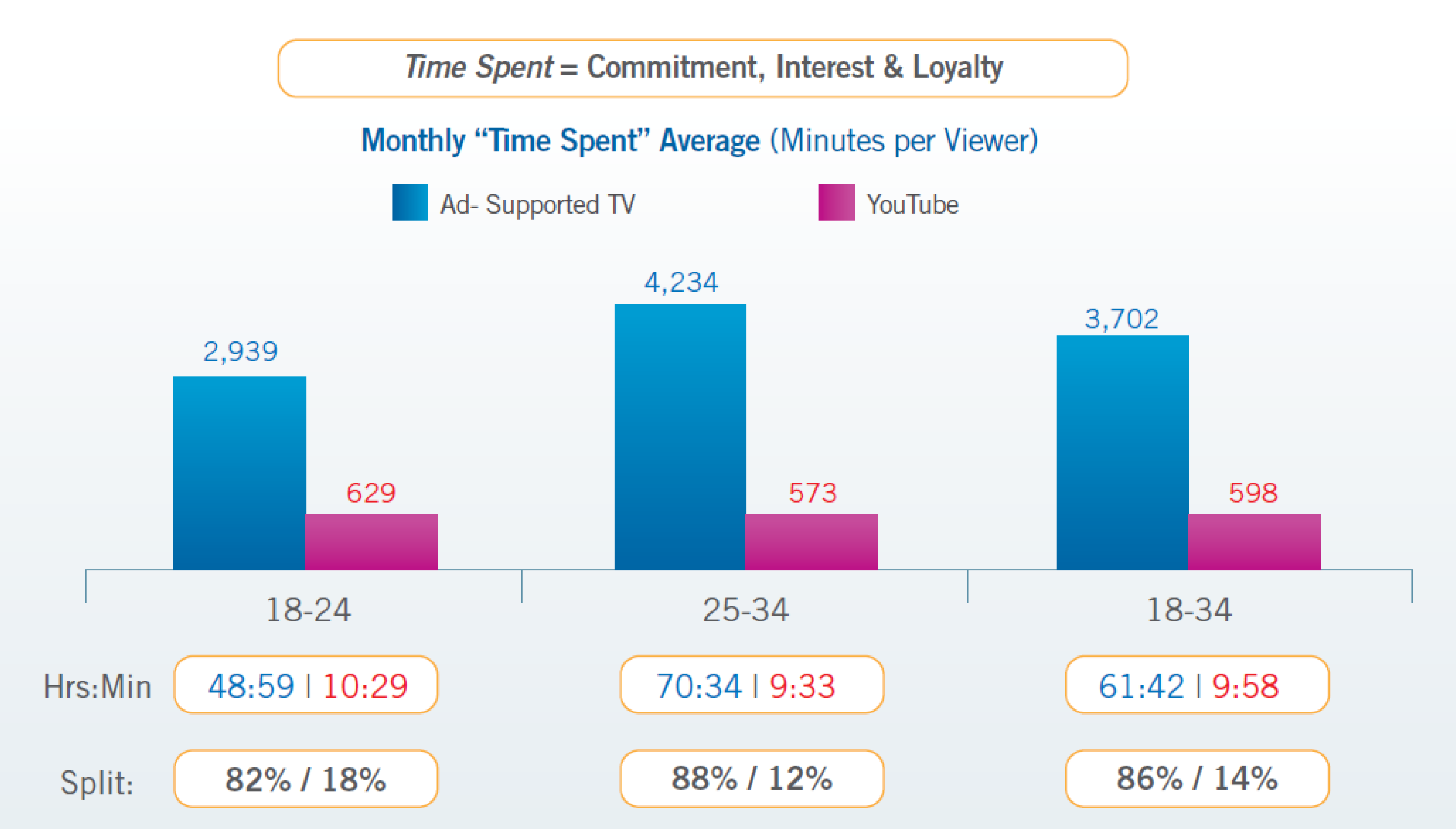
FOR MORE INFO: WWW.THINKBOX.TV/RESEARCH/THINKBOX-RESEARCH/THE-TRUTH-ABOUT-YOUTH



SOURCE: 2015, BARB / COMSCORE / BROADCASTER STREAM DATA / OFCOM DIGITAL DAY / IPA TOUCHPOINTS 6 / RENTRAK

USA
// AMONG MILLENIALS, AD-SUPPORTED TV MAINTAINS A SUBSTANTIAL 'TIME SPENT' ADVANTAGE AGAINST YOUTUBE

FOR MORE INFO:
WWW.THEVAB.COM/WP-CONTENT/UPLOADS/2016/04/VAB-REPORT-JUST-THE-FACTS.PDF
WWW.THEVAB.COM/WP-CONTENT/UPLOADS/2015/12/JUST_THE_FACTS-YOUTUBE.PDF
WWW.THEVAB.COM/WP-CONTENT/UPLOADS/2016/01/VAB-MULTISCREEN-3Q15-REPORT.PDF



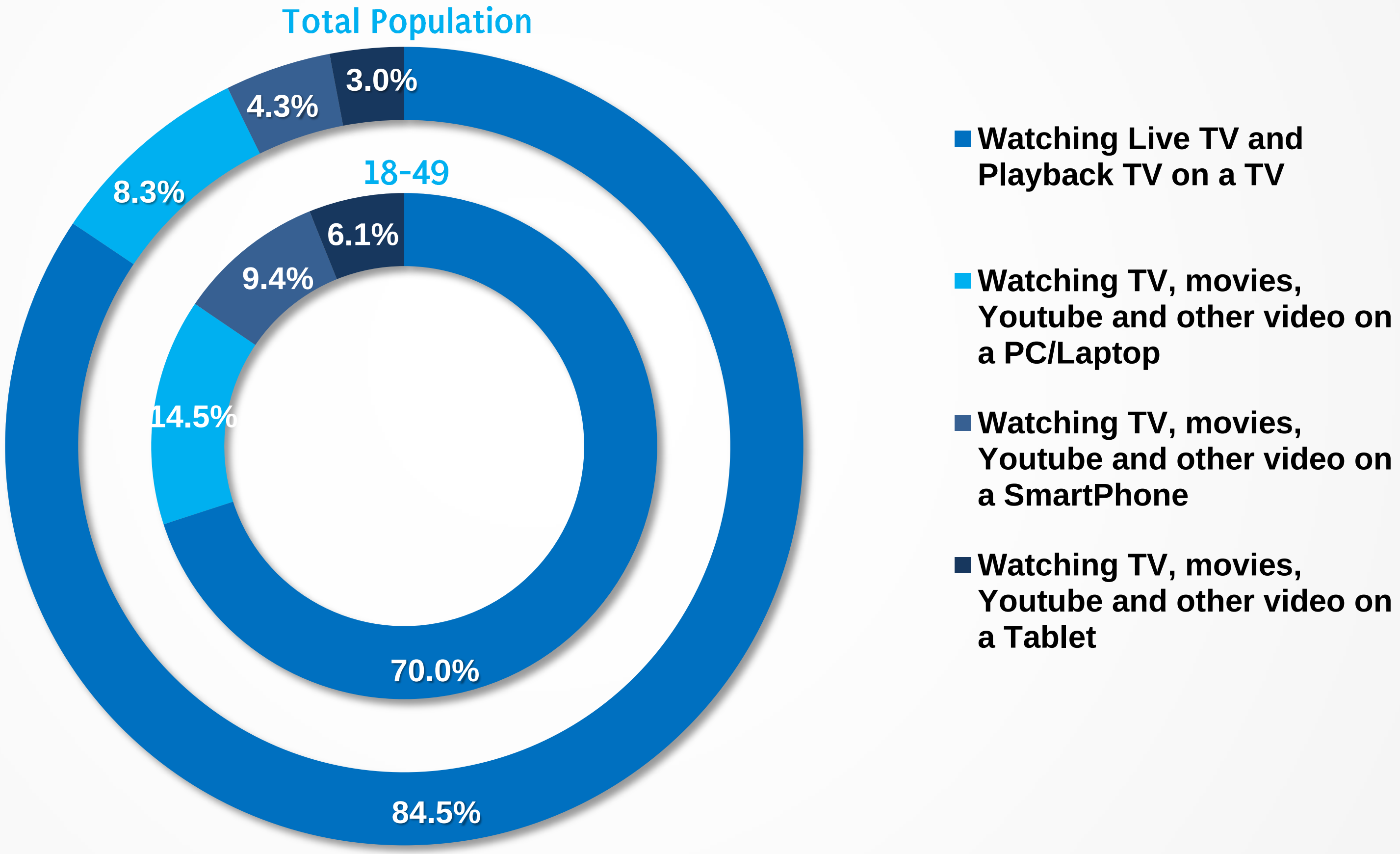
AD-SUPPORTED TV = BROADCAST + CABLE TV

SOURCE: NIELSEN R&F PROGRAM REPORT LIVE+SD, TOTAL DAY 11/1-11/30/15; COMSCORE MEDIA METRIX (MULTIPLATFORM) NOVEMBER 2015

AUSTRALIA

// BROADCAST TV DOMINATES VIDEO CONSUMPTION

FOR MORE INFO:HTTP://WWW.THINKTV.COM.AU/CONTENT_COMMON/PG-REPORTS.SEO/



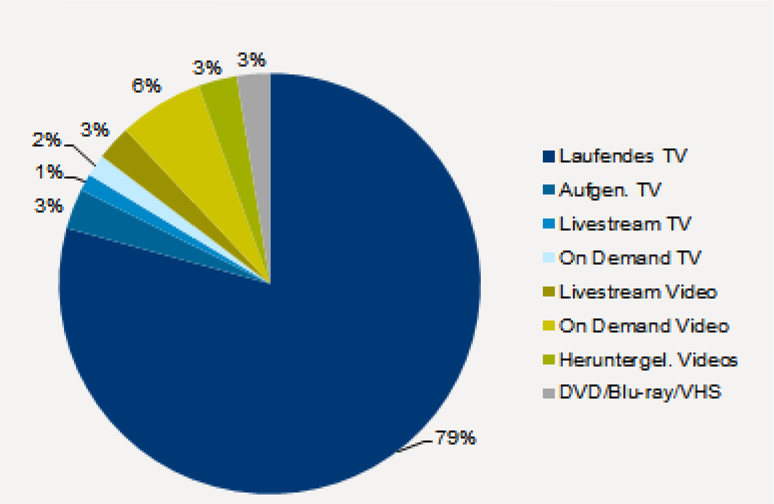
TIME SPENT WATCHING CONTENT ON SCREENS

SOURCE: AUSTRALIAN MULTI-SCREEN REPORT Q4 2015 (OZTAM, REGIONALTAM, NIELSEN)

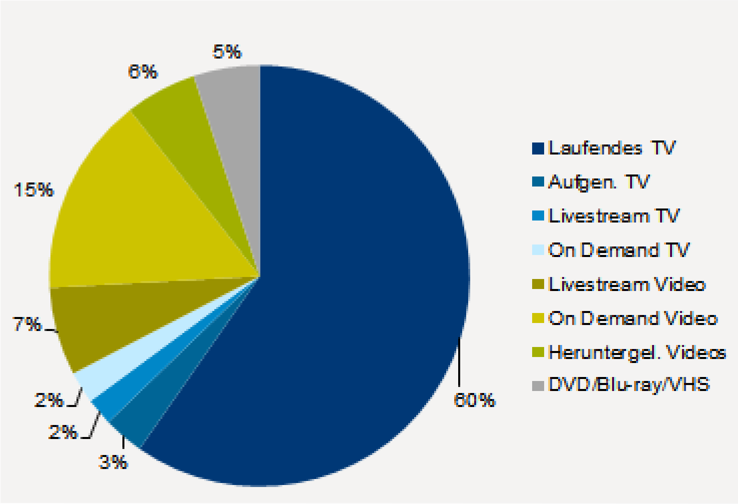
AUSTRIA

// LINEAR TV REMAINS NUMBER ONE

Target group 14+



Target group 14-29

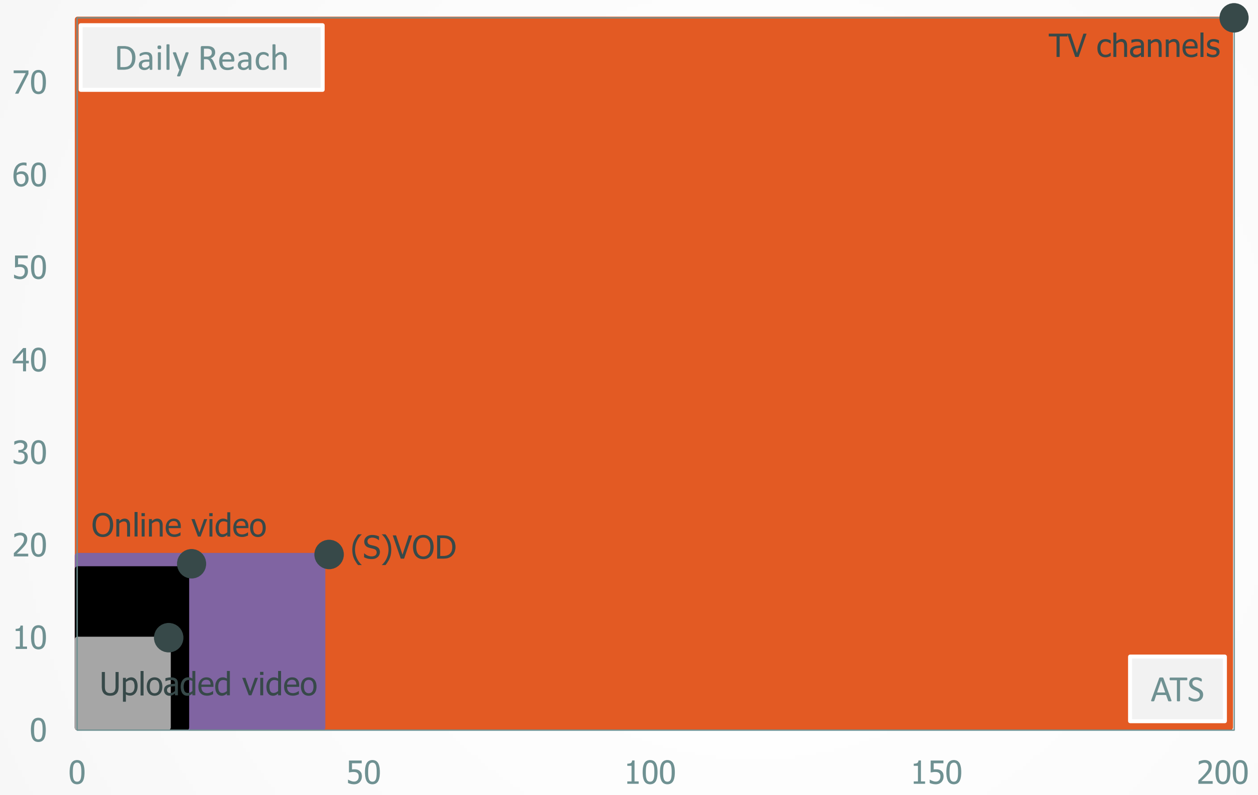


LAUFENDES TV = LINEAR TV
AUFGEN. TV = RECORDED TV (RECORDED BY THE USER)
HERUNTERGEL. VIDEOS = VIDEO DOWNLOADED FROM THE WEB BY A USER TO A DEVICE

SOURCE: VIDEO-STUDY ARBEITSGEMEINSCHAFT TELETEST

BELGIUM

// ONLINE VIDEO DOES NOT REPLACE LINEAR TV



VOLUME
TV channels 71%
(S)VOD 15%
Online video 7%
Uploaded video 6%

ATS = AVERAGE TIME SPENT
ONLINE VIDEO = TV WEBSITES, SOCIAL NETWORKS, OTHER SITES (YOUTUBE,...)
(S)VOD = TELCO PROVIDERS, VOD SERVICES (I.E. NETFLIX)

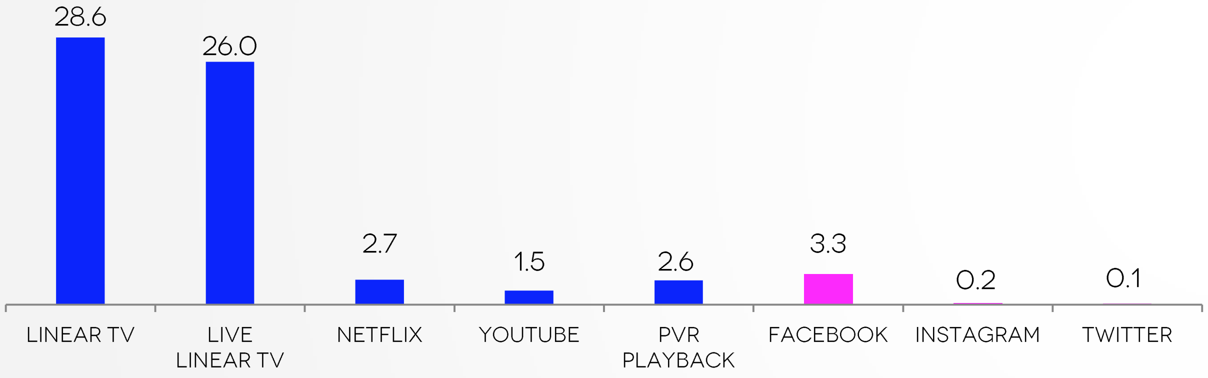
SOURCE: MEDIAXPERIENCE, RMB – 15-64Y, NATIONAL, MON-SUN, % VIDEO VOLUME

CANADA

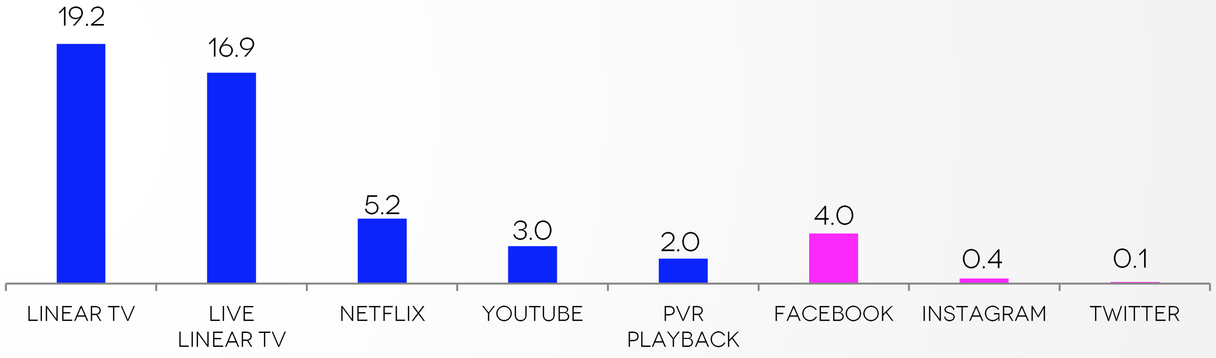
// MILLENNIALS SPEND 19 HOURS WATCHING TELEVISION EACH WEEK, 6X MORE THAN THE TIME SPENT WATCHING VIDEOS ON YOUTUBE

FOR MORE INFO:THINKTV.CA/TV-FUNDAMENTALS/KILLER-CHARTS/

Target group 18+



Target group 18-34

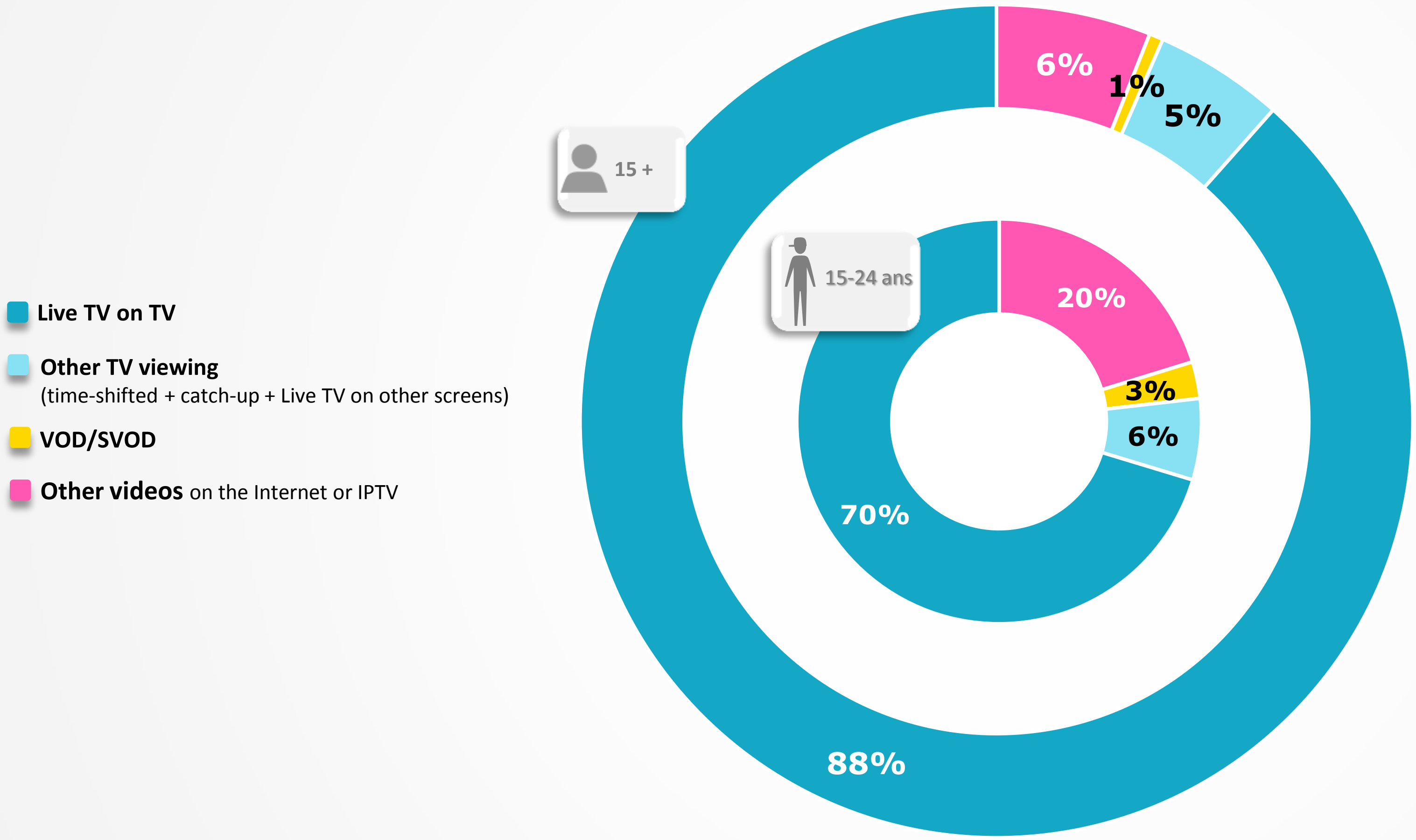


AVERAGE WEEKLY HOURS PER CAPITA

SOURCES:
- LINEAR TV, LIVE LINEAR TV, PVR PLAYBACK: NUMERIS; INFOSYS TV+; TOTAL CANADA, FULL WEEK (MO-SU 2A-2A), 1 MINUTE REACH; WEEKS 2-16 (SEP 7 - DEC 20, 2015).
- DIGITAL: COMSCORE MEDIA METRIX; MULTI-PLATFORM; A18-+, 3 MONTH AVERAGE (SEP – NOV 2015).
- NETFLIX INC. MEDIA TECHNOLOGY MONITOR, FALL 2015, MEAN WEEKLY HOURS PER CAPITA (A18+).

FRANCE

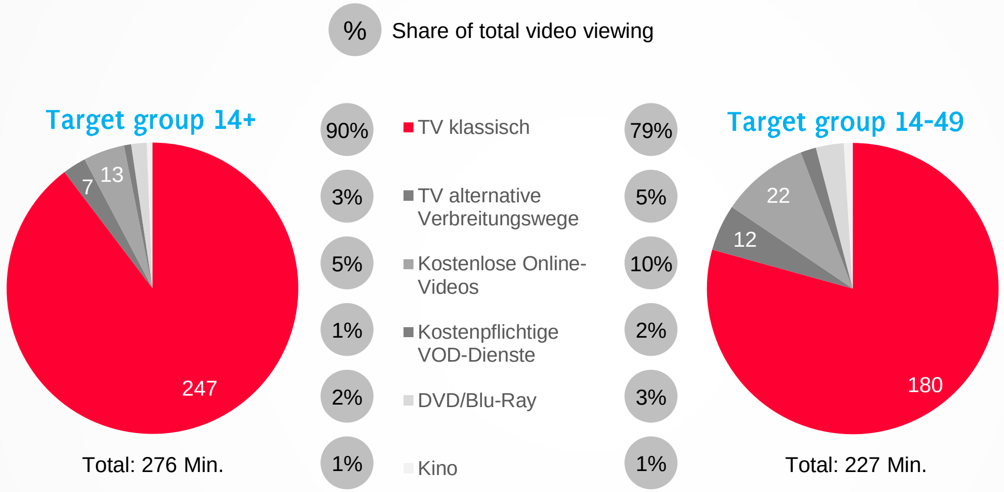
// LIVE TV DOMINATES THE VIEWING PIE



SOURCE: 2015 – MÉDIAMÉTRIE – EXTRACT FROM STUDY « VISION 2020 » – MEASURES & ESTIMATIONS BASED ON MEDIAMAT PANEL, TV GLOBAL AND INTERNET PANELS

GERMANY

// 14-49Y SPEND 79% OF THEIR VIEWING TIME WATCHING LINEAR TV

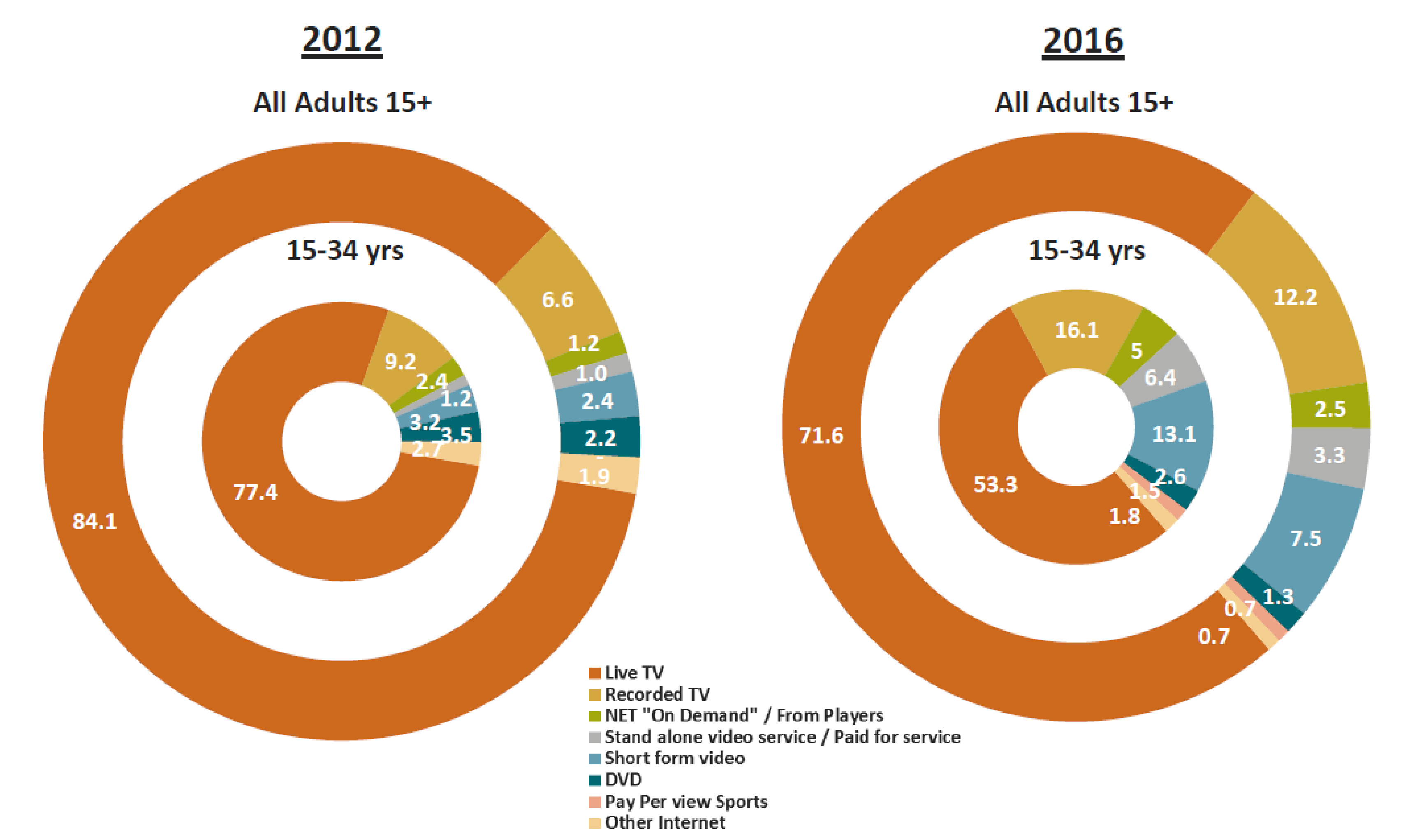


TV KLASSISCH = LINEAR TV (LIVE +3)
TV ALTERNATIVE VERBREITUNGSWEGE = ALTERNATIVE TV (I.E. ONLINE STREAMING OR MOBILE PLATFORMS)
KOSTENLOSE ONLINE-VIDEOS = FREE ONLINE VIDEO
KOSTENFLICHTIGE VOD-DIENSTE = PAID-FOR VOD SERVICES
KINO = CINEMA

SOURCE: VIEWTIME REPORTQ4/15, SEVENONE MEDIA/FORSA 2015

IRELAND

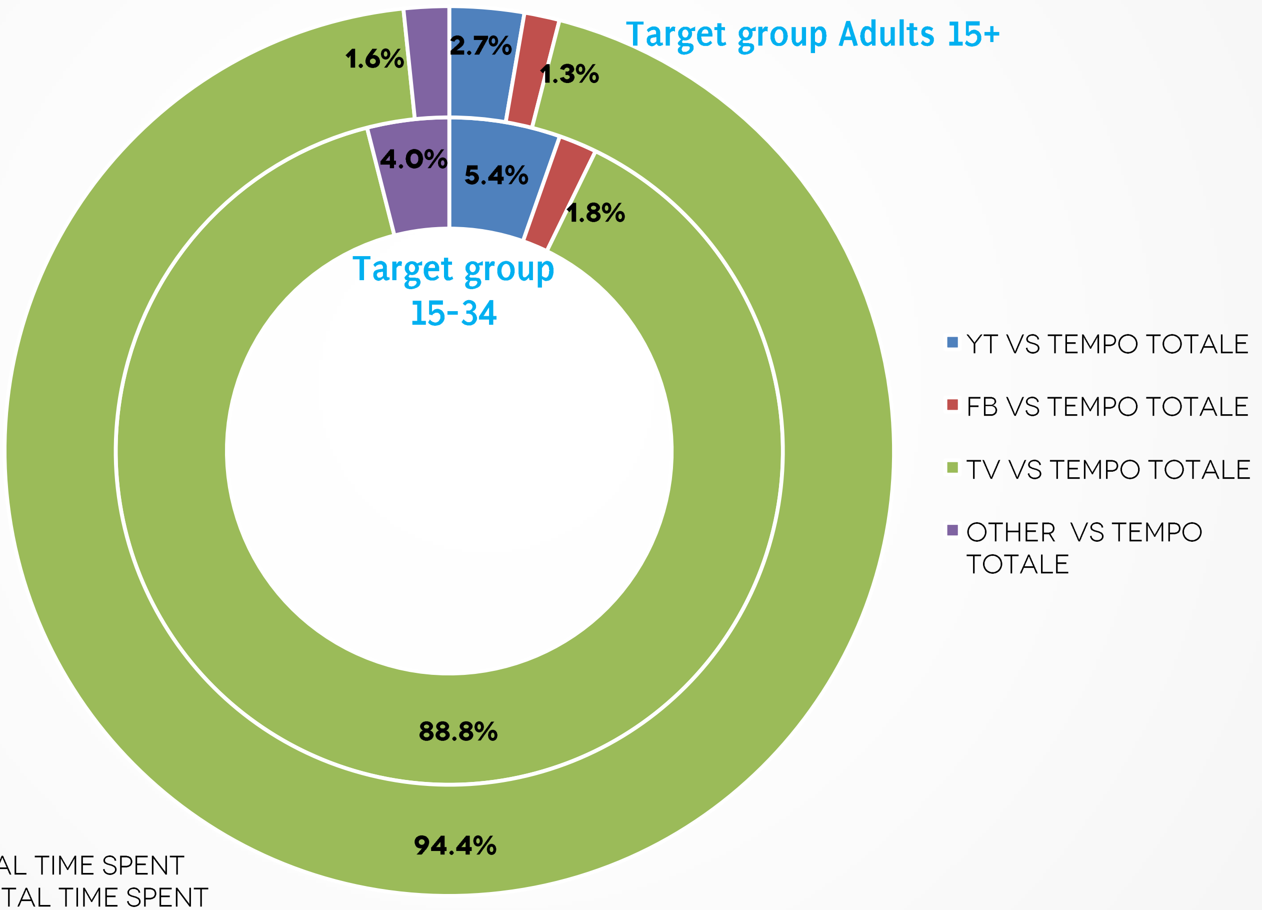
// LIVE TV CONTINUES TO DOMINATE THE WORLD OF A/V



SOURCE: IPSOS MRBI 15-080245/TAM VIEWING HABITS 2016

ITALY

// ON TARGET GROUP 15-34 YOUTUBE REPRESENTS ONLY 5,4% OF TIME SPENT WATCHING VIDEOS

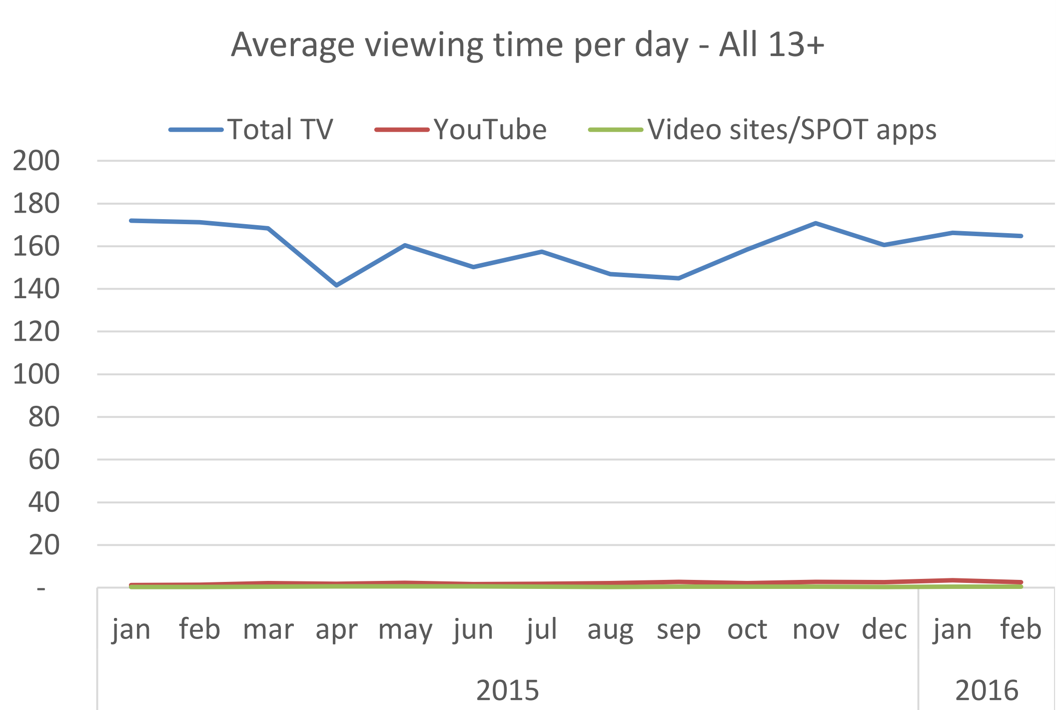


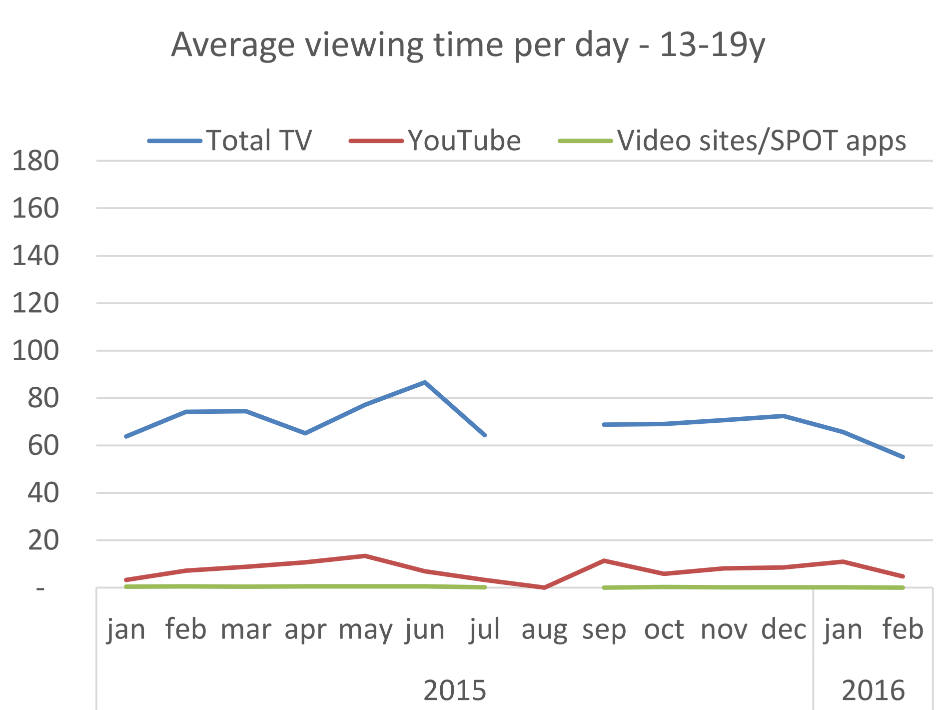
AVERAGE TIME SPENT WATCHING VIDEO CONTENT
YT VS TEMPO TOTALE = TIME SPENT ON YOUTUBE VS TOTAL TIME SPENT
FB VS TEMPO TOTALE = TIME SPENT ON FACEBOOK VS TOTAL TIME SPENT
TV VS TEMPO TOTALE = TIME SPENT ON TV VS TOTAL TIME SPENT
OTHER VS TEMPO TOTALE = TIME SPENT ON OTHER VIDEO VS TOTAL TIME SPENT

SOURCE: AUDITEL & COMSCORE

NETHERLANDS

// YOUTUBE AND OTHER ONLINE VIDEO VIEWING ONLY ACCOUNT FOR A FEW MINUTES VIEWING PER DAY





13–19Y: TOTAL TV AND VIDEO SITES/SPOT APPS
VIEWING DATA NOT AVAILABLE FOR AUGUST 2015

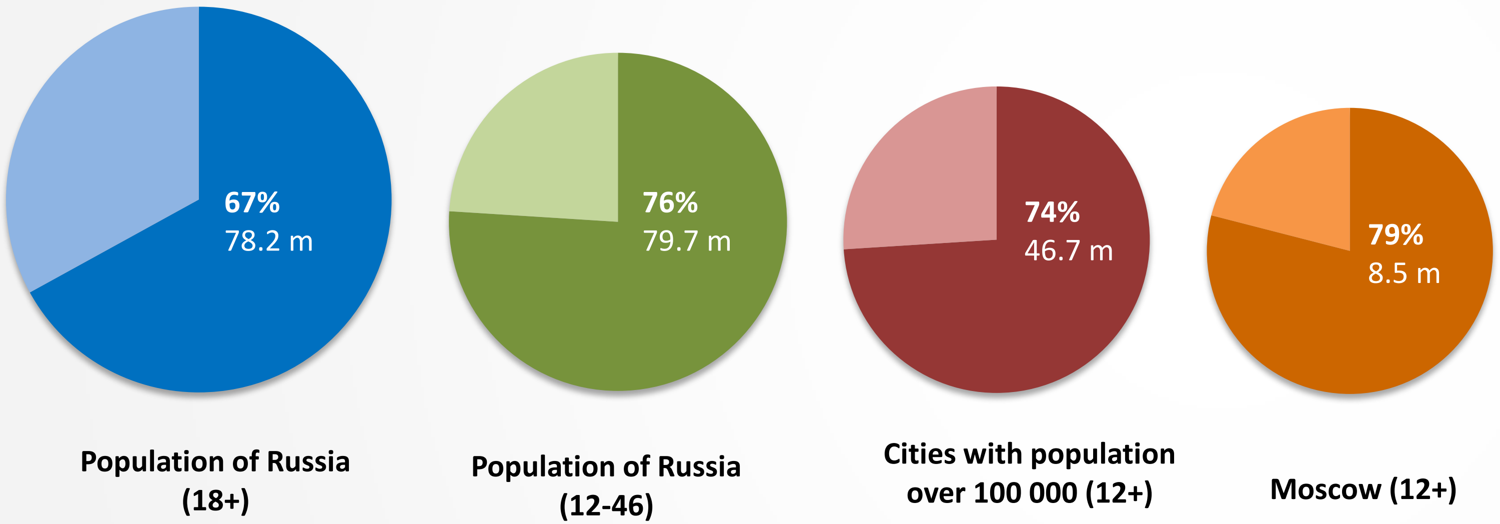
WITH THANKS TO groupm

SOURCE: GFK MEP

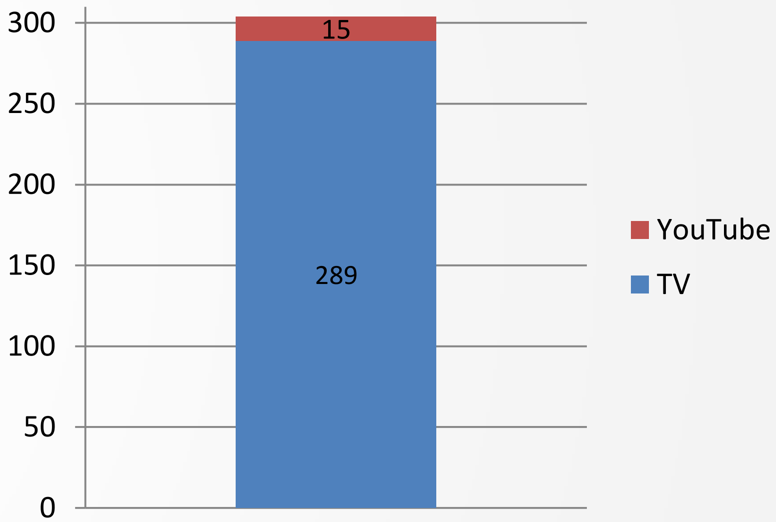
RUSSIA

// INTERNET HAS A STRONG SHARE, BUT TV REMAINS THE FAVOURITE SCREEN

SHARE OF INTERNET USERS IN RUSSIA



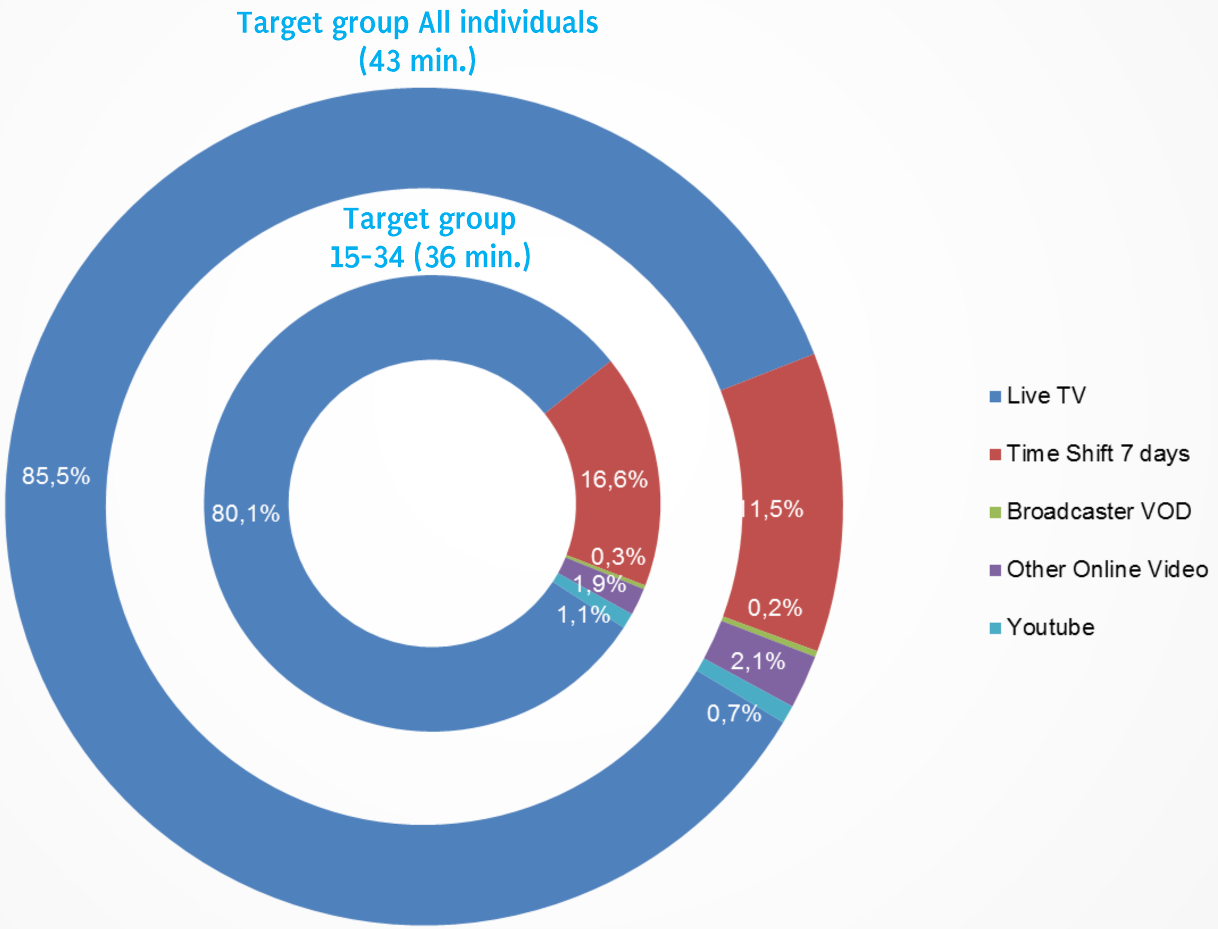
VIEWING MINUTES PER DAY, YOUTUBE VS TV



SOURCE SHARE OF INTERNET USERS: YANDEX
SOURCE VIEWING MINUTES: YOUTUBE, COMSCORE – TV, TNS – ALL 6+, MARCH 2015–MARCH 2016

SPAIN

// ON TARGET GROUP 15–34, YOUTUBE ACCOUNTS FOR 0,7% OF DAILY VIDEO VIEWING

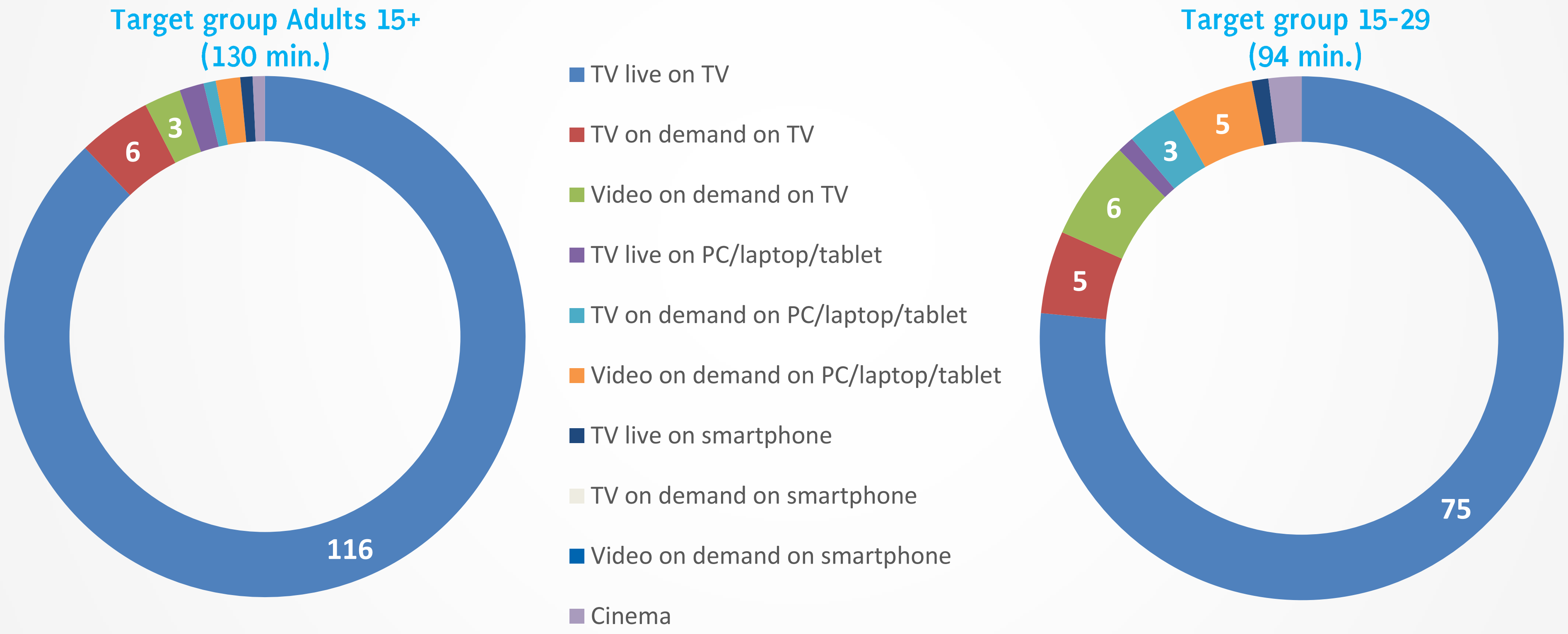


AVERAGE VIDEO TIME PER DAY

SOURCE: KANTAR MEDIA. COMSCORE VIDEO METRIX, ESTIMATE MULTIPLATFORM. RESEARCH TELEVIDENTE 2.0. MARCH 16

SWITZERLAND

// ALTHOUGH ONLINE VIDEO SHOWS SIGNIFICANT REACH ON 15–29, DAILY USAGE TIME IS STILL MODEST



AVERAGE DAILY VIDEO VIEWING IN MINUTES

SOURCE: MEDIAPULSE TIME USE STUDY 2015, ALL LANGUAGE REGIONS

These figures were published together with a PRESS RELEASE by PEPPTV on 07/06/2016.

New figures show that TV is the world's favourite video

6 June 2016 – TV companies and trade bodies from around the world have today reminded marketers about TV's enduring popularity and strength as an advertising medium.

TV trade bodies from around the globe, including Germany, Spain and the Netherlands, have recently published reports to put video consumption in perspective.
The studies echo recent research by Thinkbox (the UK's TV marketing body – see study here) and the VAB (the American Video Advertising Bureau – see study here) which showed how TV continues to dominate the video lives of all generations.

Said PEPPTV, the informal grouping of broadcasters' trade bodies and sales houses: "Video is a confusing world with lots of numbers flying around. But despite the popularity and occasional hype around video services, this new international data underlines TV's unmatched and continued popularity around the world. It is the world's favourite video. We hope international marketers will base their decisions about advertising investment on these facts and TV's proven effectiveness."

PEPPTV

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