

// YOUTUBE, ONLINE VIDEO AND TV INSIGHTFUL FACTS & FIGURES

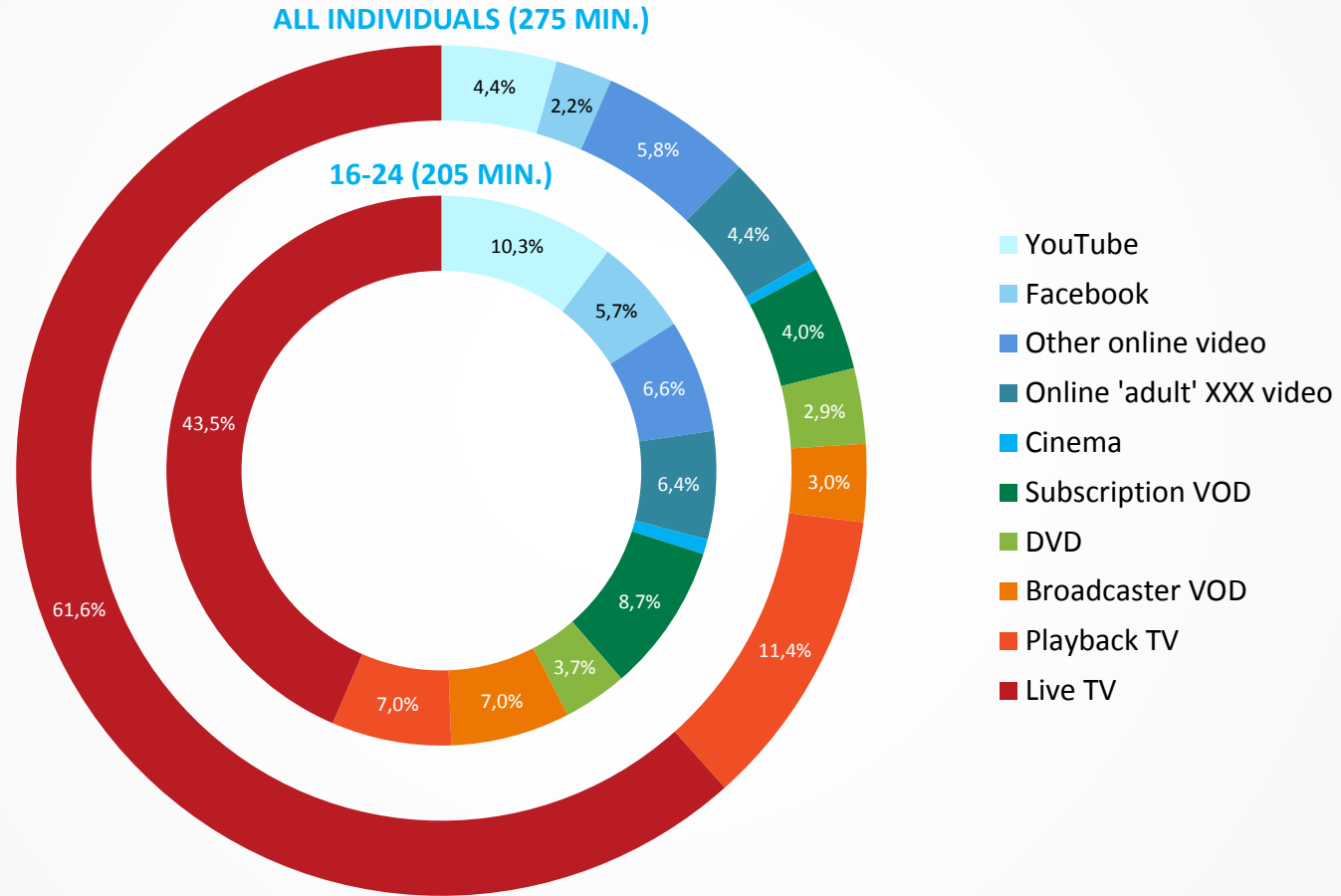
Brought to you by **PEPPTV**

Data compiled by **egta.**



// TV DOMINATES WORLD OF TV

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



- YouTube
- Facebook
- Other online video
- Online 'adult' XXX video
- Cinema
- Subscription VOD
- DVD
- Broadcaster VOD
- Playback TV
- Live TV

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

USA



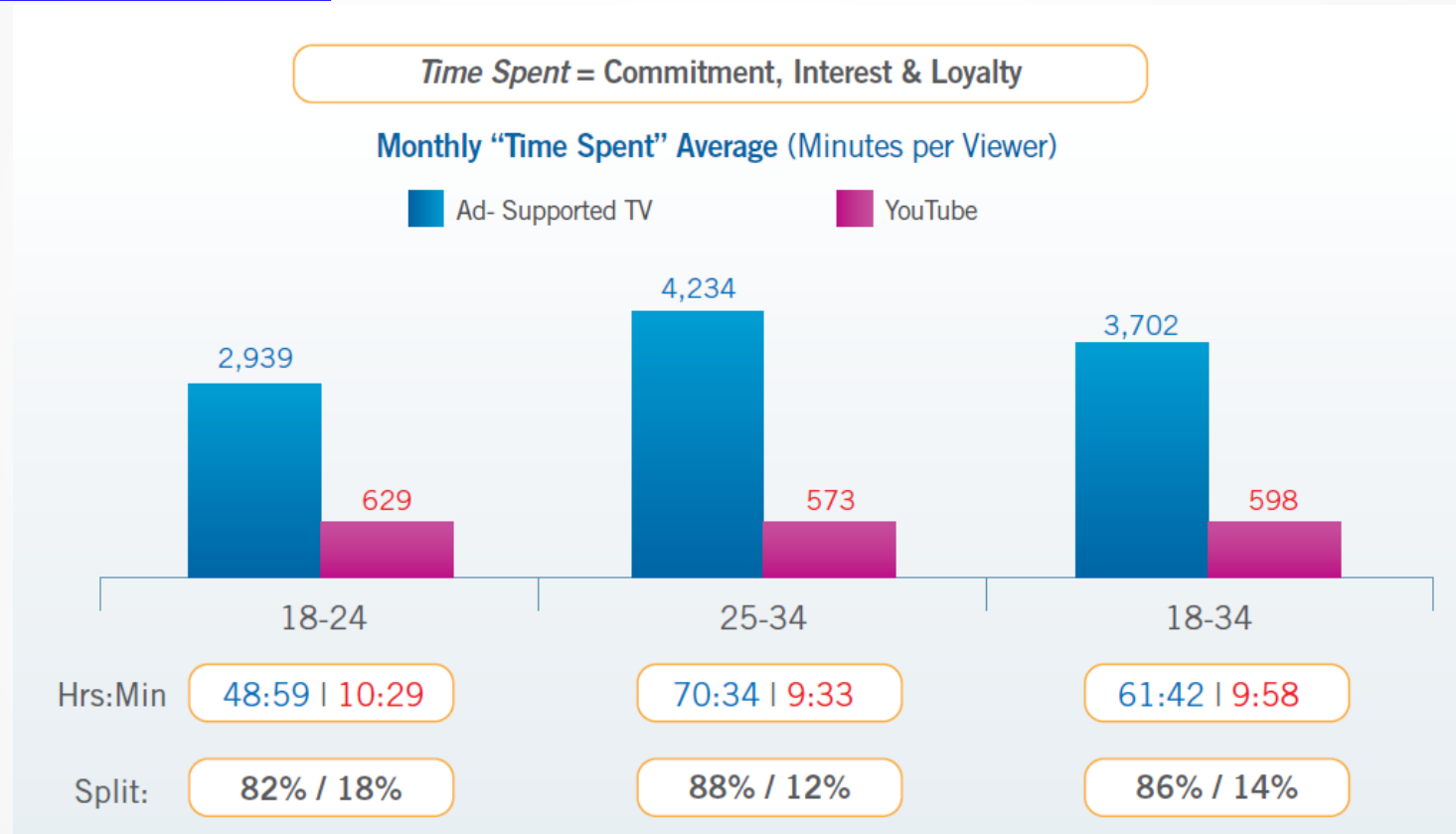
// AMONG MILLENIALS, AD SUPPORTED TV MAINTAINS A SUBSTANTIAL ' TIME SPENT' ADVANTAGE AGAINST YOUTUBE

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

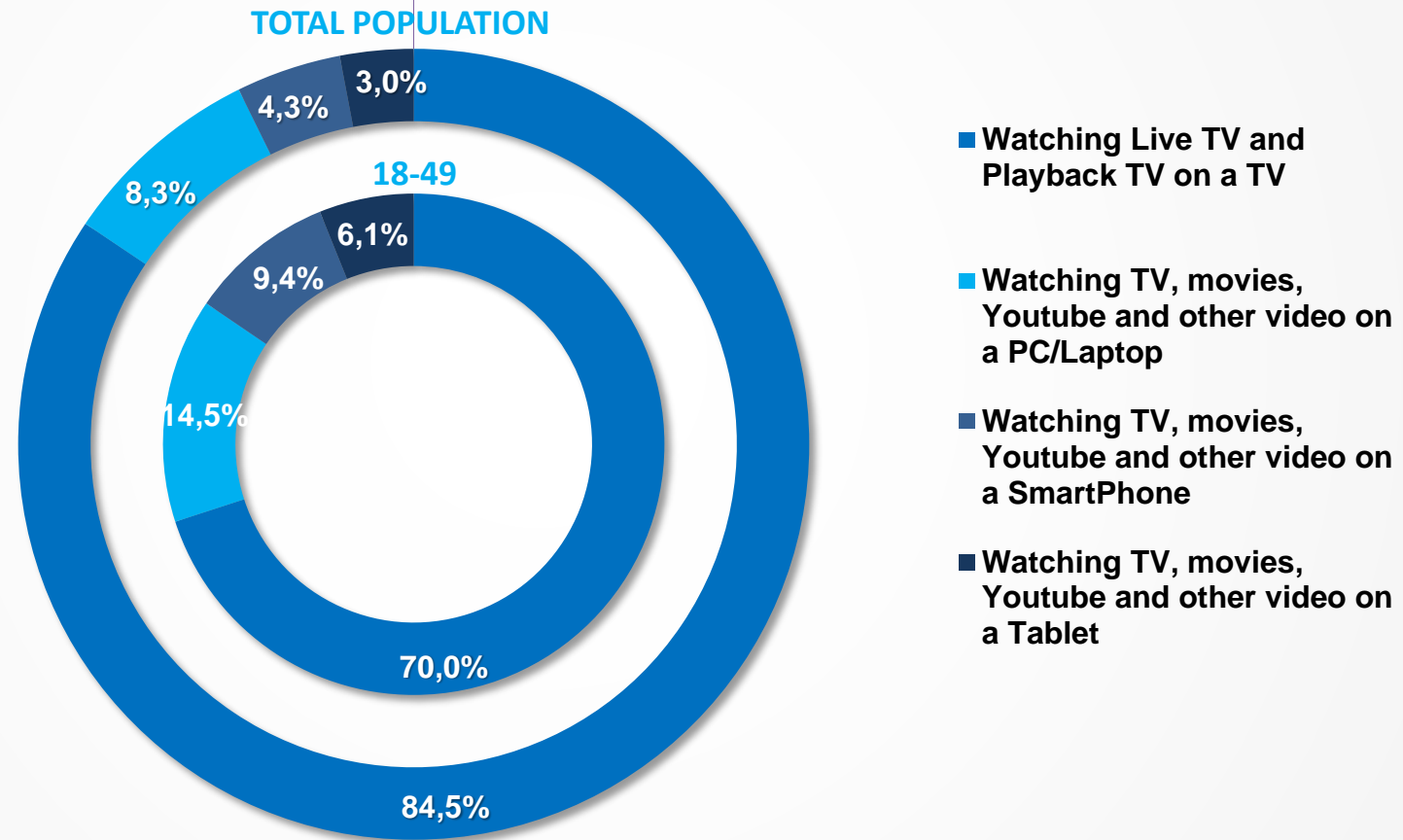
SOURCE: NIELSEN R&F PROGRAM REPORT LIVE+SD, TOTAL DAY 11/1-11/30/15; COMSCORE MEDIA METRIX (MULTIPLATFORM) NOVEMBER 2015

AUSTRALIA



// BROADCAST TV DOMINATES VIDEO CONSUMPTION

FOR MORE INFO: [HTTP://WWW.THINKTV.COM.AU/CONTENT_COMMON/PG-REPORTS.SEO/](http://www.thinktv.com.au/content_common/pg-reports.seo/)



TIME SPENT WATCHING CONTENT ON SCREENS

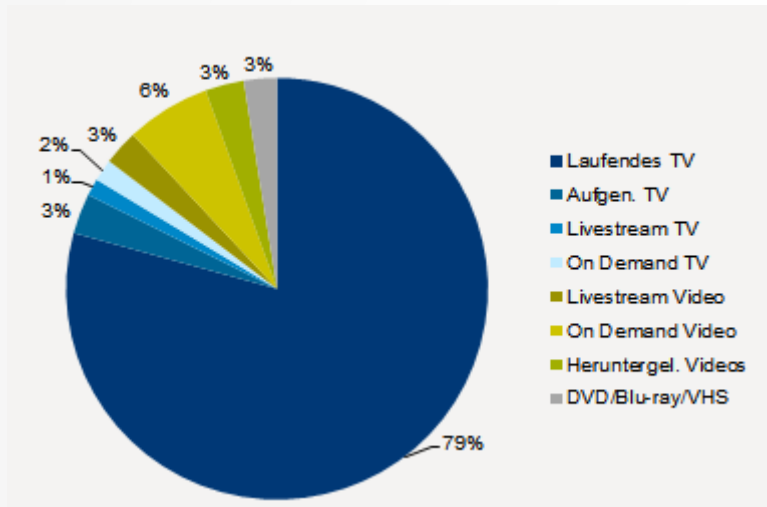
SOURCE: AUSTRALIAN MULTI-SCREEN REPORT Q4 2015 (OZTAM, REGIONALTAM, NIELSEN)

AUSTRIA

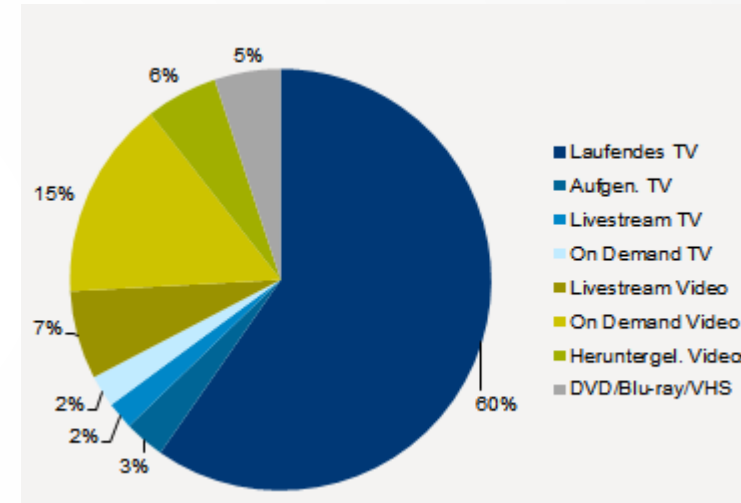
// LINEAR TV REMAINS NUMBER ONE



TARGET GROUP 14+



TARGET GROUP 14-29



LAUFENDES TV = LINEAR TV

AUFGEN. TV = RECORDED TV (RECORDED BY THE USER)

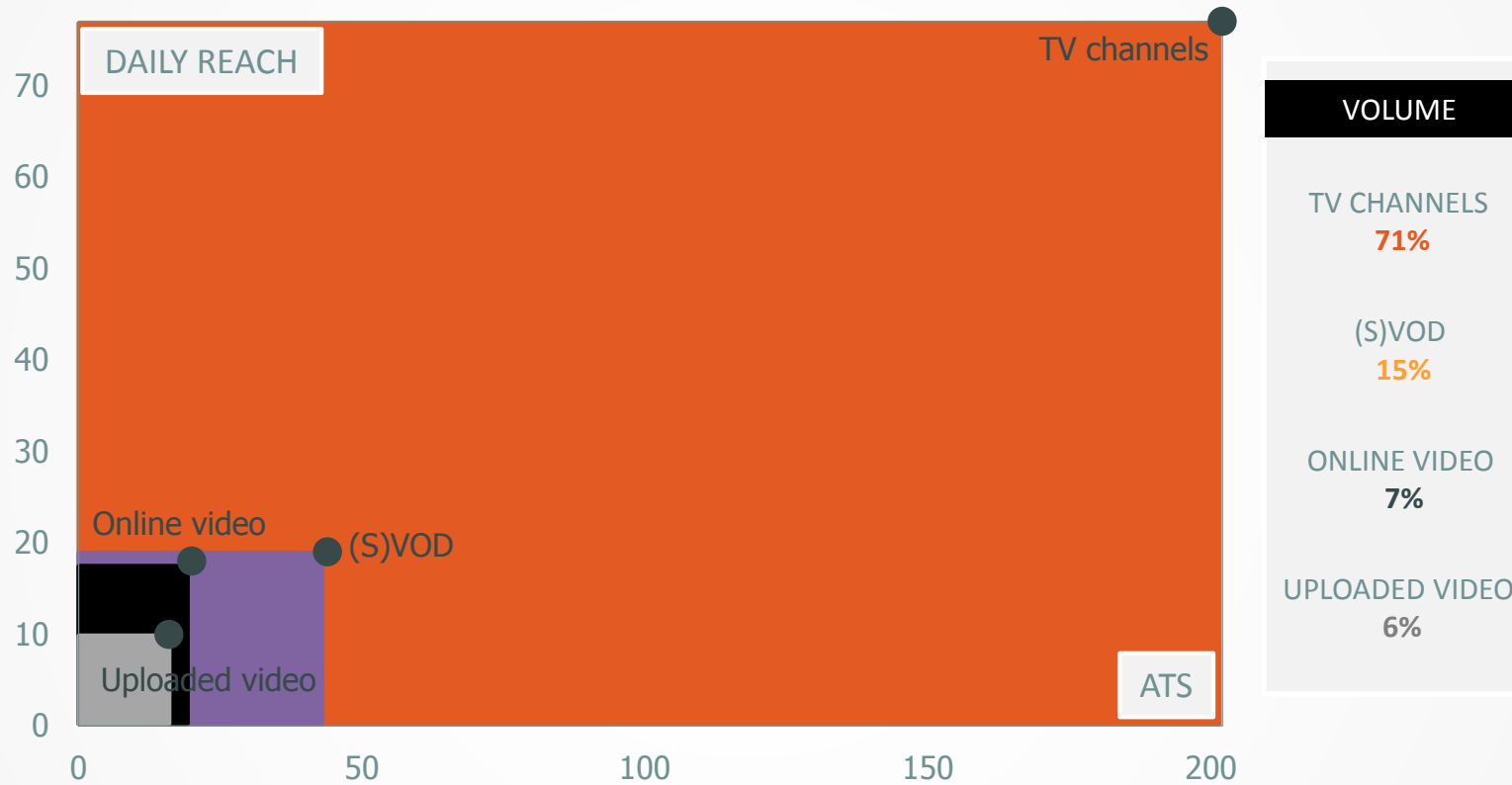
HERUNTERGEL. VIDEOS = VIDEO DOWNLOADED FROM THE WEB BY A USER TO A DEVICE

SOURCE: VIDEO-STUDY ARBEITSGEMEINSCHAFT TELETEST

BELGIUM



// ONLINE VIDEO DOES NOT REPLACE LINEAR TV



ATS = AVERAGE TIME SPENT

ONLINE VIDEO = TV WEBSITES, SOCIAL NETWORKS, OTHER SITES (YOUTUBE,...)

(S)VOD = TELCO PROVIDERS, VOD SERVICES (I.E. NETFLIX)

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

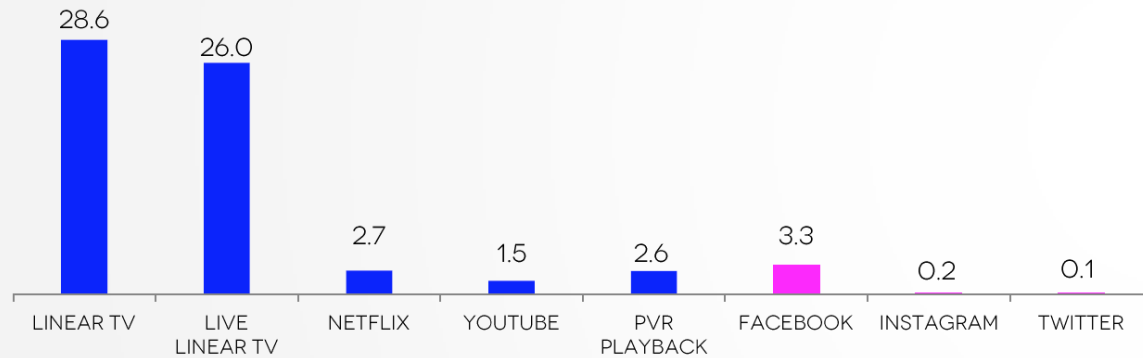
CANADA



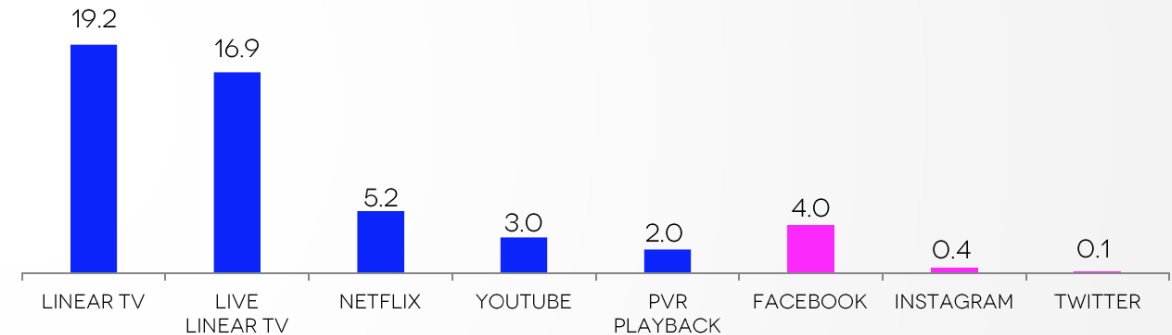
// MILLENIALS SPEND 19 HOURS WATCHING TV EACH WEEK, 6X MORE THAN THE TIME SPENT WATCHING VIDEOS ON YOUTUBE

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

TARGET GROUP 18+



TARGET GROUP 18-34



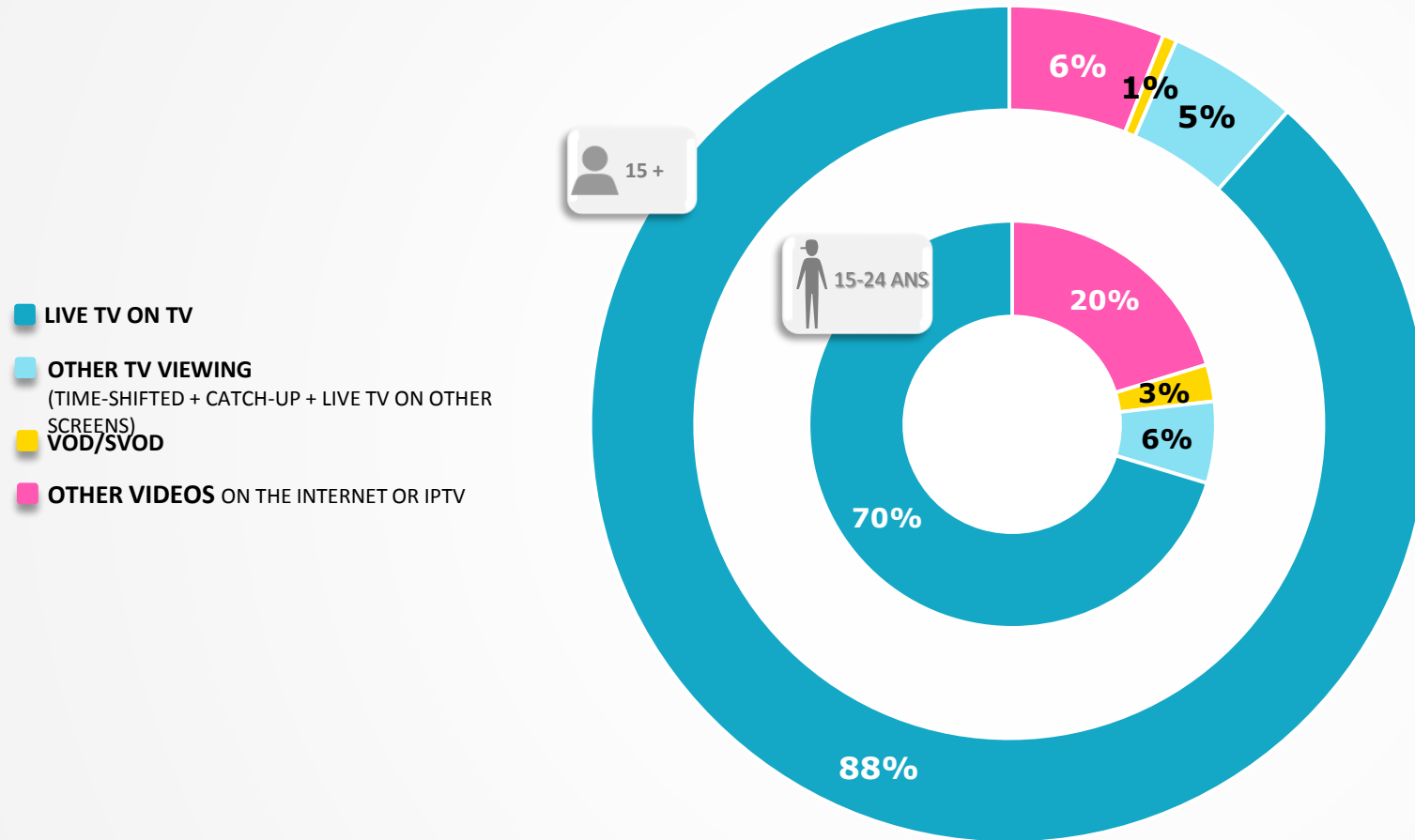
SOURCES:

- 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+).

AVERAGE WEEKLY HOURS PER CAPITA

FRANCE

// LIVE TV DOMINATES THE VIEWING PIE

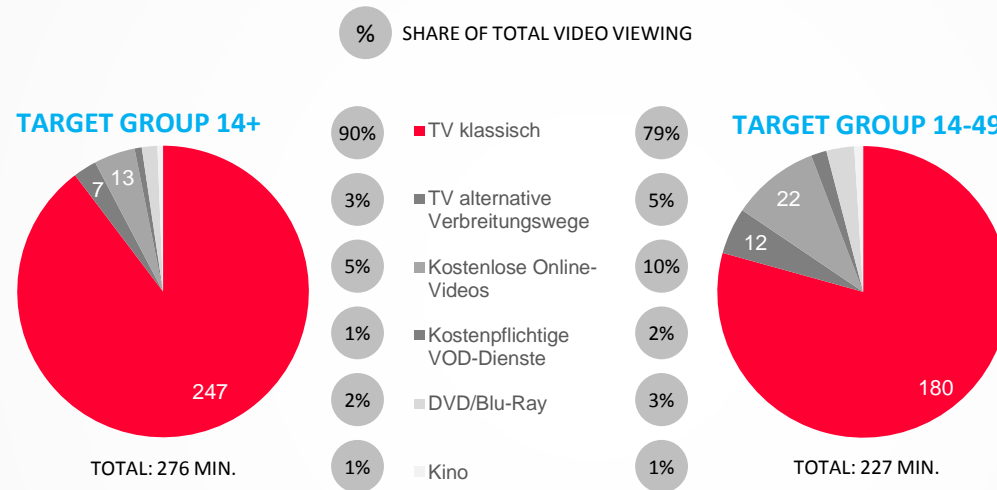


SOURCE: 2015 – MÉDIAMÉTRIE – EXTRACT FROM STUDY « VISION 2020 » - MEASURES & ESTIMATIONS BASED ON MEDIAMAT PANEL, TV GLOBAL AND INTERNET PANELS

GERMANY



// 14-49 YEARS 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

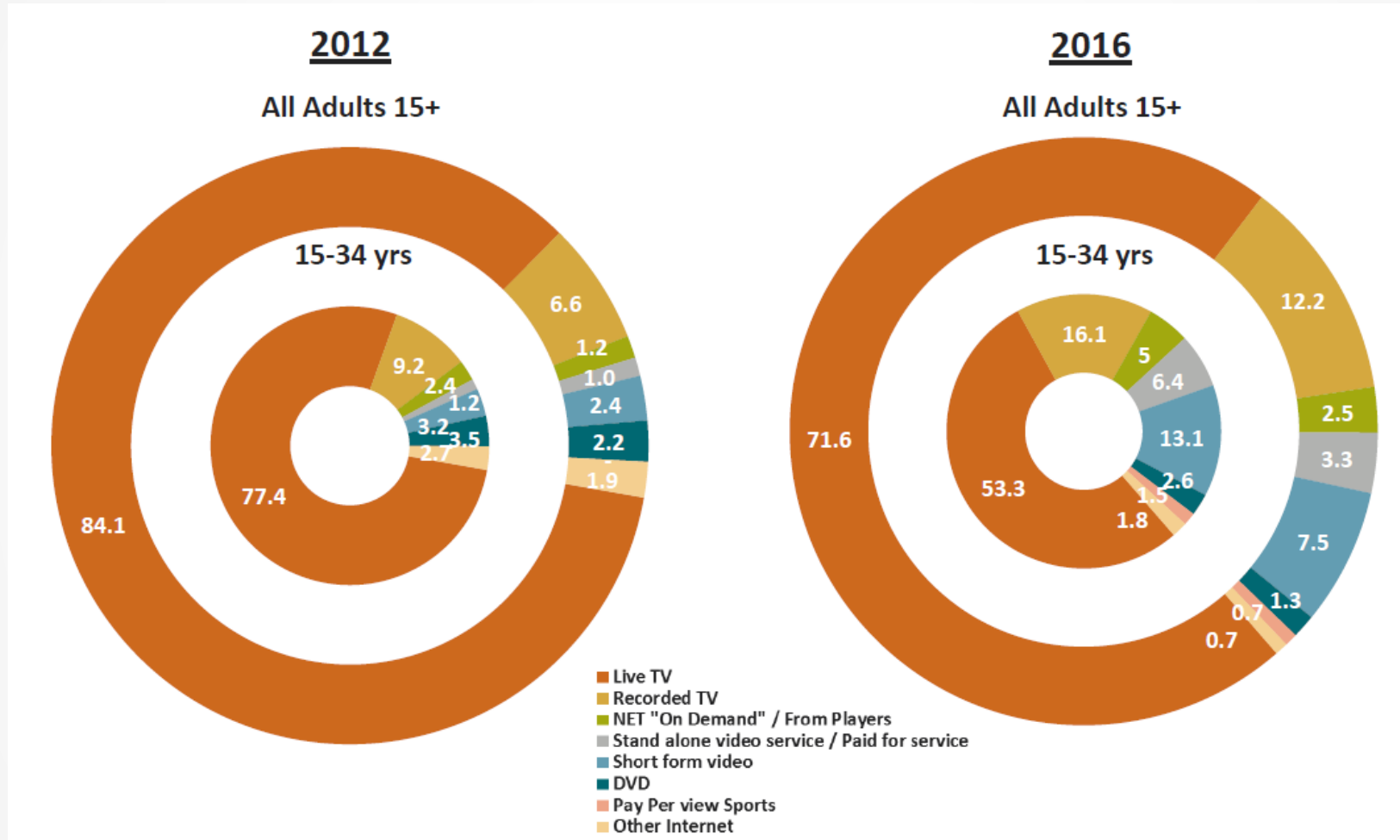
KINO = CINEMA

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

IRELAND



// LIVE TV CONTINUES TO DOMINATE THE WORLD OF AV

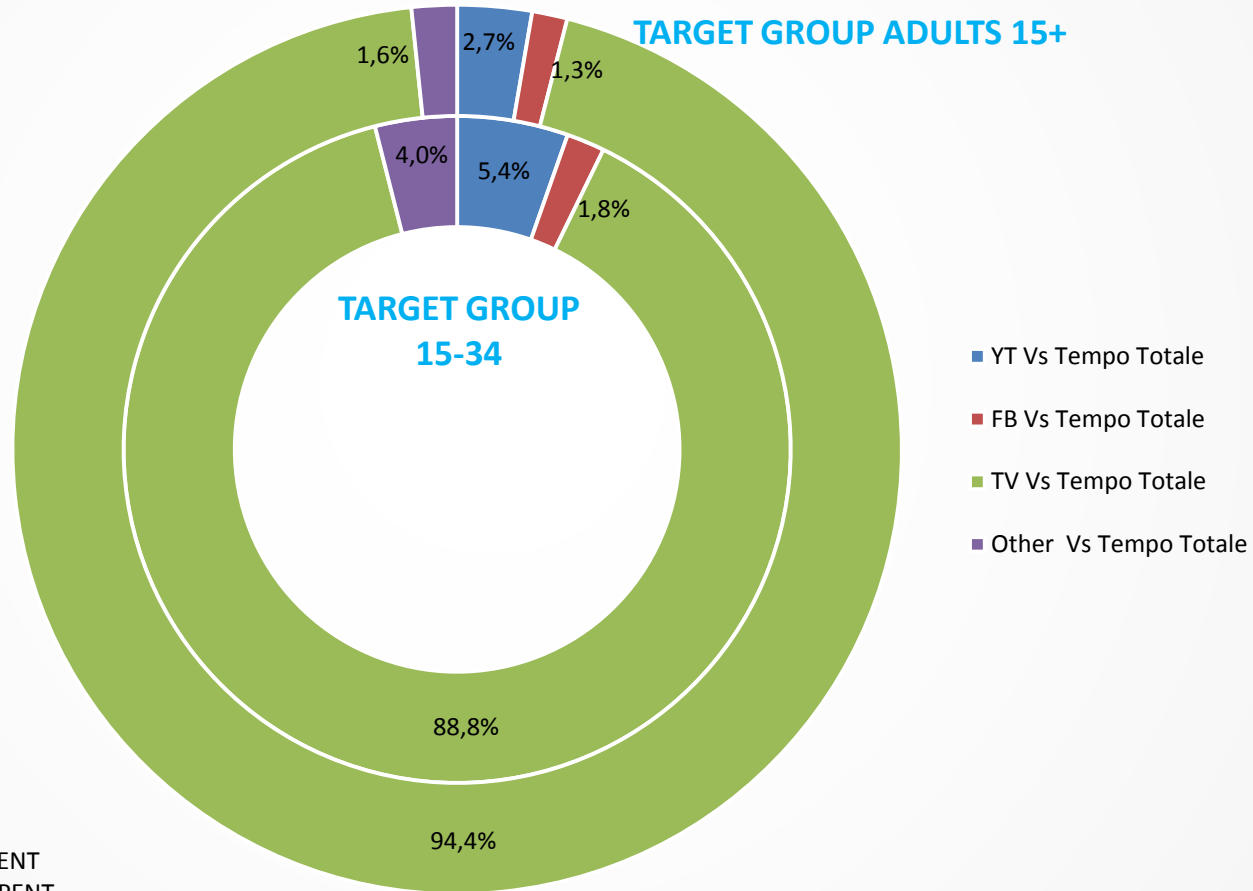


SOURCE: IPSOS MRBI 15-080245/TAM VIEWING HABITS 2016

ITALY



// ON TARGET GROUP 13-34 YEARS YOUTUBE REPRESENTS ONLY 5,4% OF TIME SPENT WATCHING VIDEOS



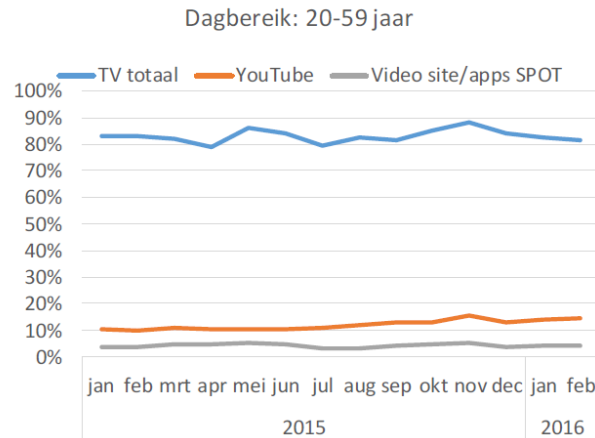
AVERAGE TIME SPENT WATCHING VIDEO CONTENT
YT VS TEMPO TOTALE = TIME SPENT ON YOUTUBE VS TOTAL TIME SPENT
FB VS TEMPO TOTALE = TIME SPENT ON FACEBOOK VS TOTAL TIME SPENT
TV VS TEMPO TOTALE = TIME SPENT ON TV VS TOTAL TIME SPENT
OTHER VS TEMPO TOTALE = TIME SPENT ON OTHER VIDEO VS TOTAL TIME SPENT

SOURCE: AUDITEL & COMSCORE

NETHERLANDS

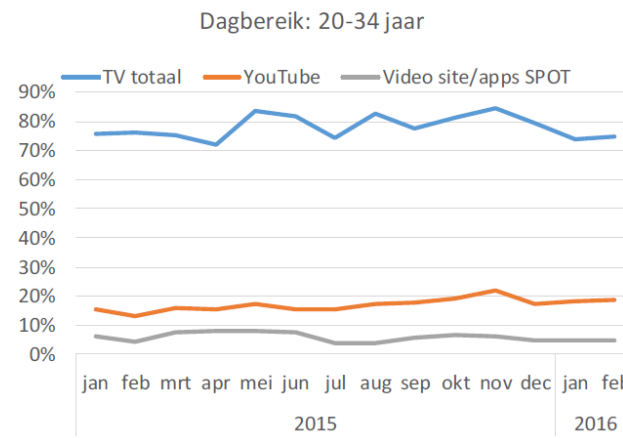


// DAILY REACH TV FAR AHEAD ON DAILY REACH YOUTUBE AND OTHER ONLINE VIDEO PLATFORMS



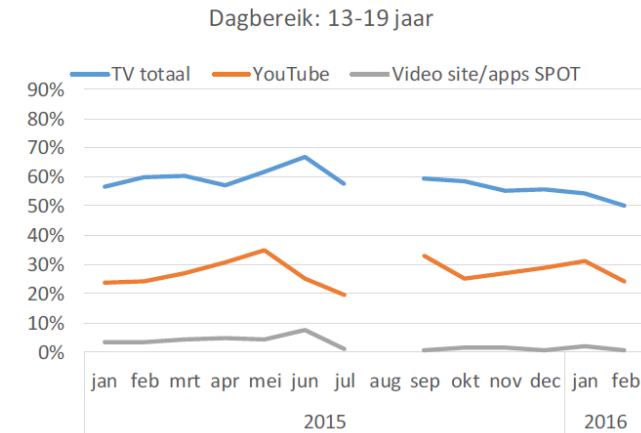
Het dagbereik van YouTube op de doelgroep 20-59 jaar bedraagt ca. 12%.

Van alle sites/apps van de SPOT zenders is het dagbereik rond de 4% en groeit licht. Het bereik in feb 2016 bedraagt 4,3% en dat is iets hoger dan in feb 2015.



Het dagbereik van YouTube op de doelgroep 20-34 jaar stijgt licht en bedraagt 19% in feb 2016.

Van alle sites/apps van de SPOT zenders is het dagbereik tussen 4 en 8% en de trend is stabiel. YouTube bereikt dagelijks 17% en de trend is licht groeiend.

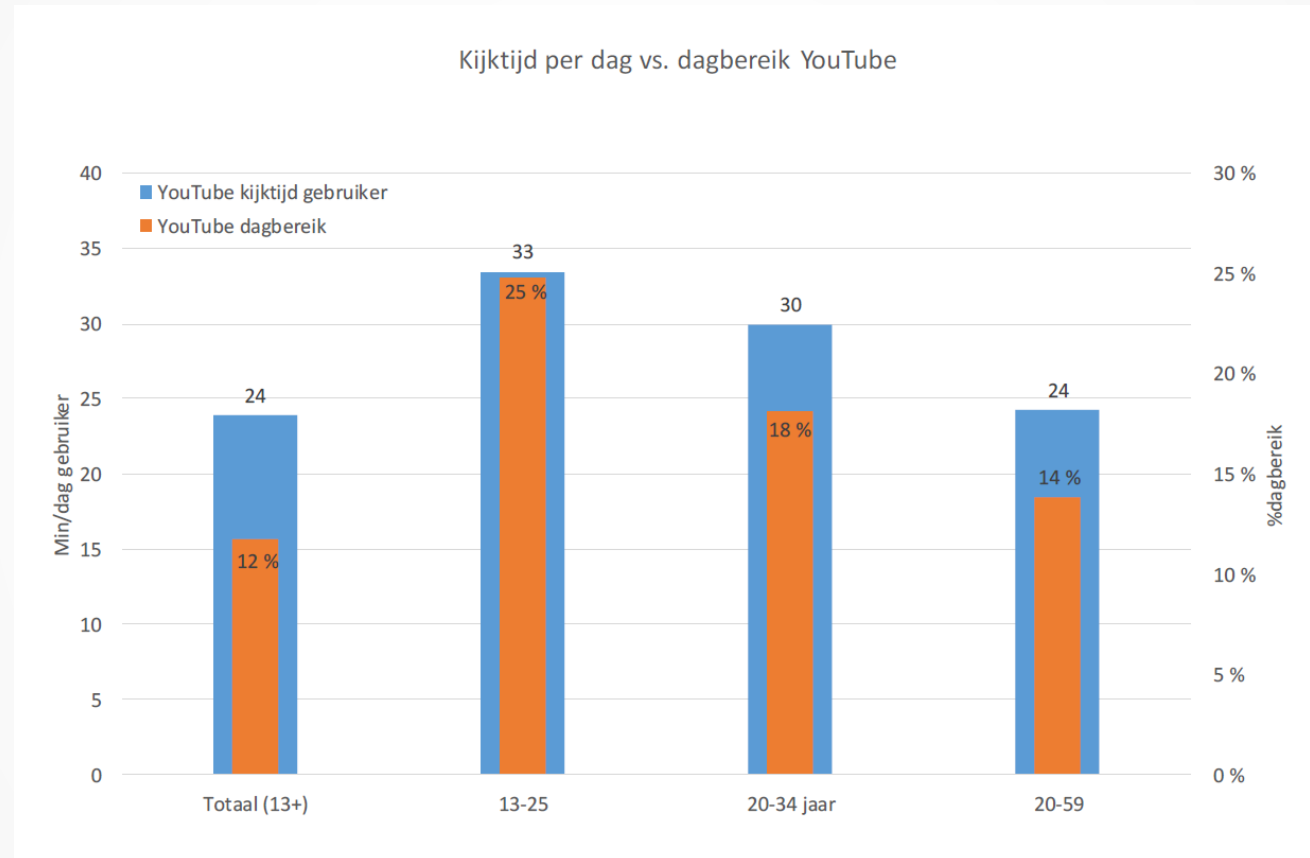


De doelgroep 13-19 jaar is onvoldoende in het MEP panel vertegenwoordigd om betrouwbare uitspraken te kunnen doen. De n= 62 en zou minimaal 100 moeten zijn. Bovenstaande grafiek is alleen indicatief.

NETHERLANDS



// YOUTUBE VIEWERS (12%) WATCH 24 MINUTES OF YOUTUBE CONTENT A DAY



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

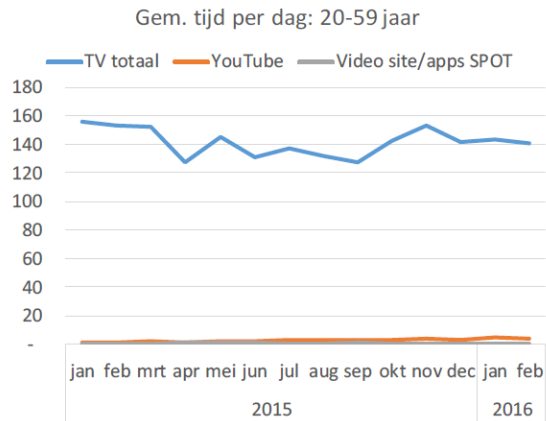
WITH THANKS TO

SOURCE: GFK MEP

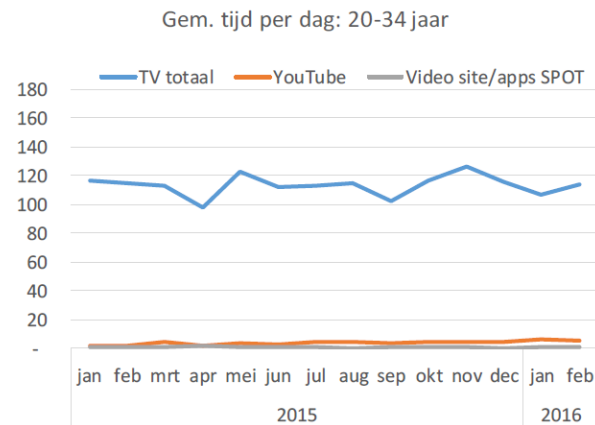
NETHERLANDS



// ONLINE VIDEO PLATFORMS LIKE YOUTUBE ACCOUNT FOR ONLY A FEW MINUTES VIEWING TIME

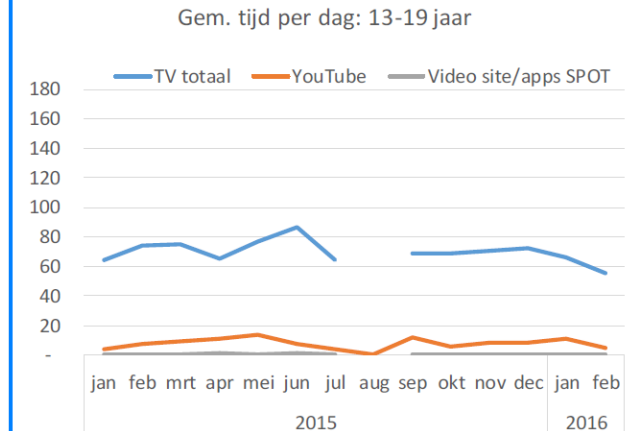


De kijktijd per dag naar online video is nihil in vergelijking met TV.



De kijktijd per dag naar online video is nihil in vergelijking met TV. De kijktijd naar YouTube loopt wel iets op, naar bijna 4 minuten per dag.

Dagelijks bereikt YouTube dus 17% van de doelgroep 20-34 jaar die dan gemiddeld 4 minuten kijken.



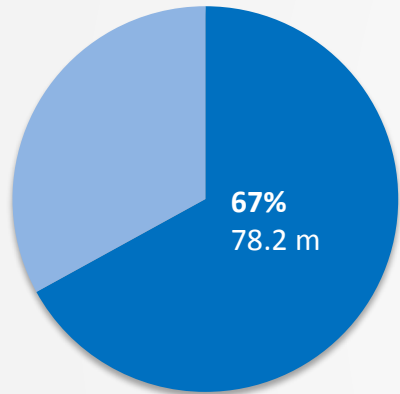
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RUSSIA

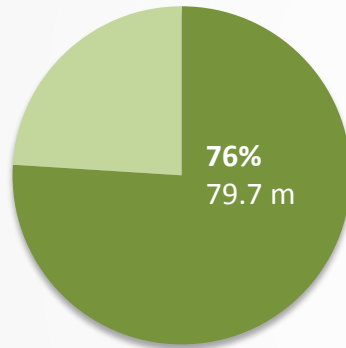


// INTERNET HAS A STRONG SHARE, BUT TV REMAINS THE FAVOURITE SCREEN

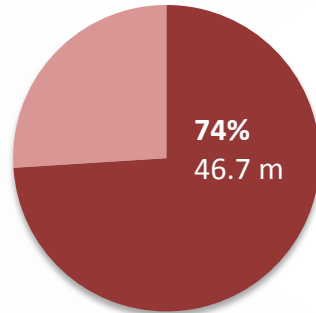
SHARE OF INTERNET USERS IN RUSSIA



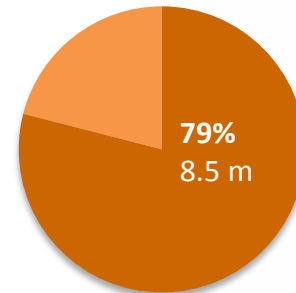
Population of Russia (18+)



Population of Russia (12-46)

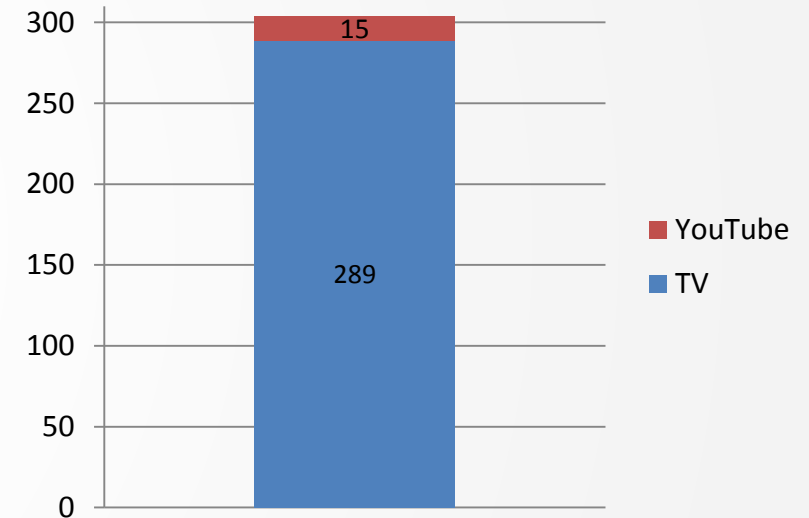


Cities with population over 100 000 (12+)



Moscow (12+)

VIEWING MINUTES PER DAY, YOUTUBE VS TV

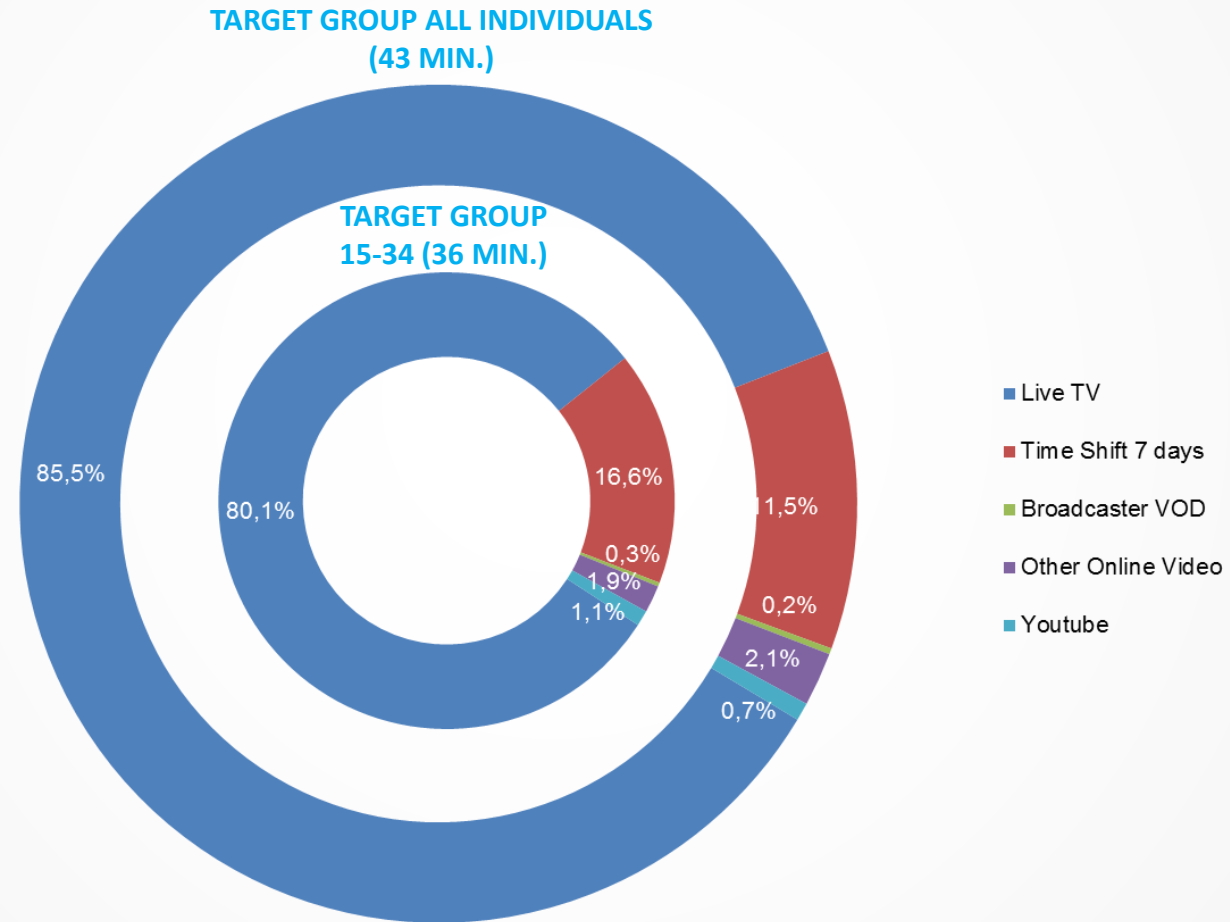


SOURCE SHARE OF INTERNET USERS: YANDEX
SOURCE VIEWING MINUTES: YOUTUBE, COMSCORE – TV, TNS – ALL 6+, MARCH 2015-MARCH 2016

SPAIN



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



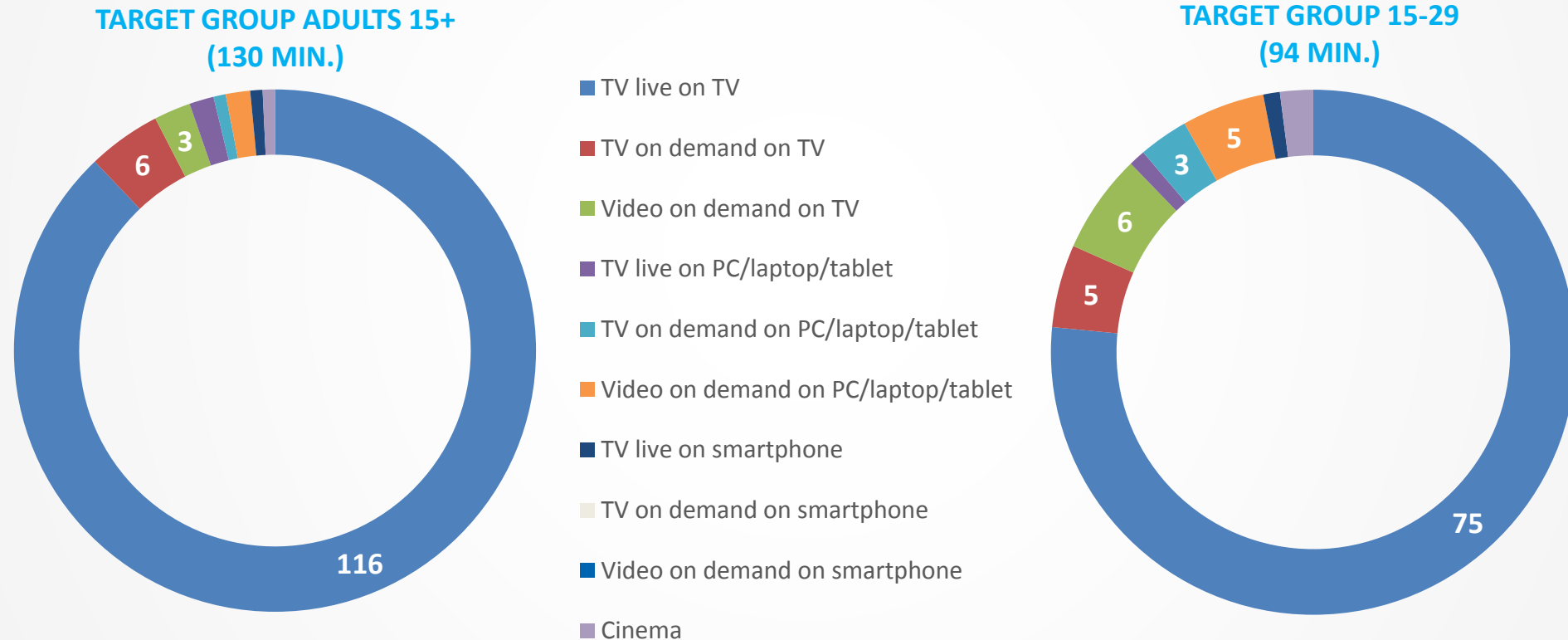
AVERAGE VIDEO TIME PER DAY

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

SWITZERLAND



// ALTHOUGH ONLINE VIDEO SHOWS SIGNIFICANT REACH ON 15-29 YEARS, 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

For questions about PEPPTV contact annelaure.dreyfus@egta.com or about the figures contact caroline.brasseur@egta.com