



The Global TV Deck

**TV reaches more people than  
any other advertising medium**

October 2021

# Unbeatable daily, weekly and monthly reach

% of the Australian population\*



53.9%



72.6%



85.3%

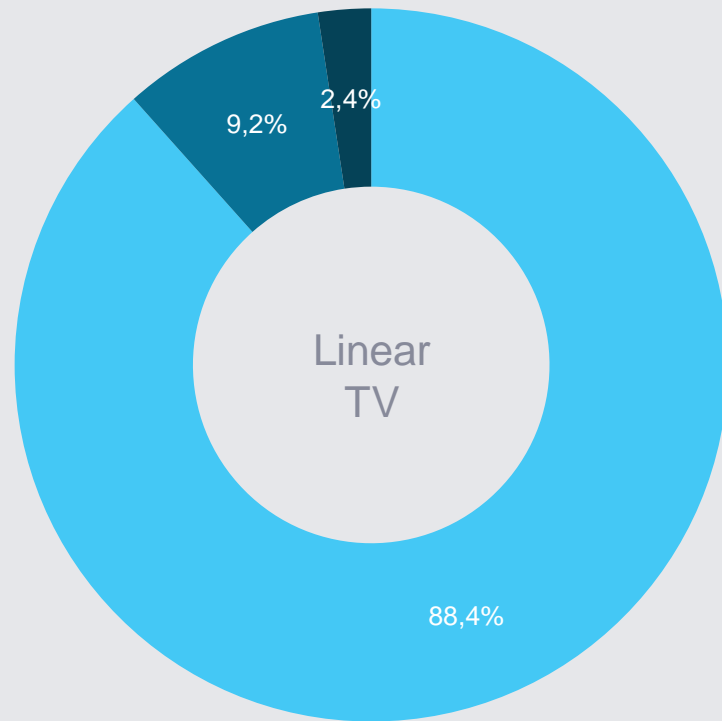
\* Daily reach based on Australian metro markets only

*Source: Daily Reach: OzTam MetroSTV Panel, Consolidated 28, TotalTV, Total People, 5 City Metro; Weekly & Monthly Reach: Consolidated 28-day combined OzTAM Metro and Regional TAM databases with Overlap homes de-duplicated.*

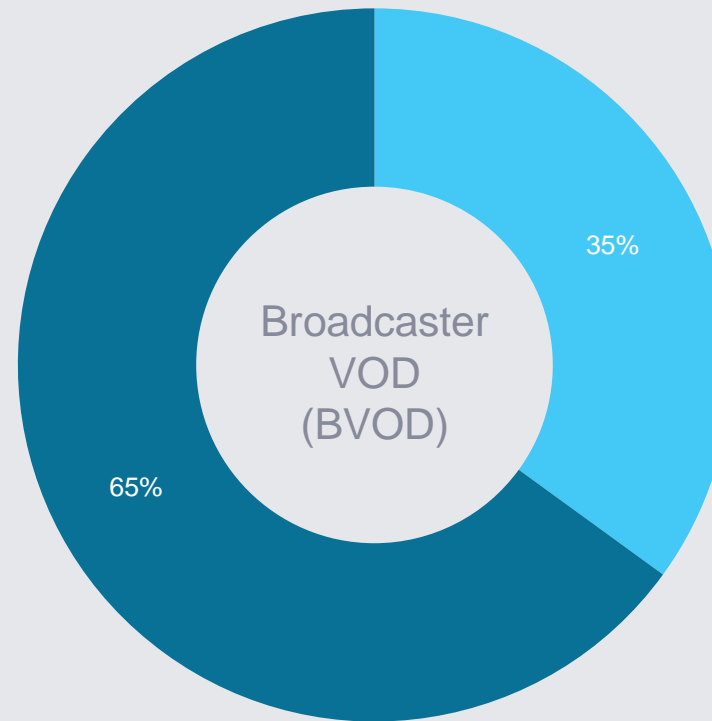


# Video consumption

All individuals



■ Live TV ■ Playback to 7 days ■ Playback 8 to 28 days



■ BVOD live stream ■ BVOD on demand

## Average monthly hours consumed (linear TV):

- All individuals: 64h21
- 18-24yo's: 13h3
- 25-34yo's: 23h28

## Average monthly hours consumed (BVOD):

- All devices: 79 011 036h

*Source: OzTAM VPM. 1Jul 2020 00h00-31 Dec 2020 23h30; Consolidated 28-day combined OzTAM Metro and Regional TAM databases with Overlap homes de-duplicated. Average time spent viewing [ATV 0200-2600 (2am- 2am)] across the population in TV homes within metered markets. Includes free-to-air and subscription television viewing. Fractional minutes have been rounded; Includes live viewing and playback through the TV set within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600 = 2am-2am.*



# Unbeatable daily, weekly and monthly reach

% of the UK population



69.4%



88.4%

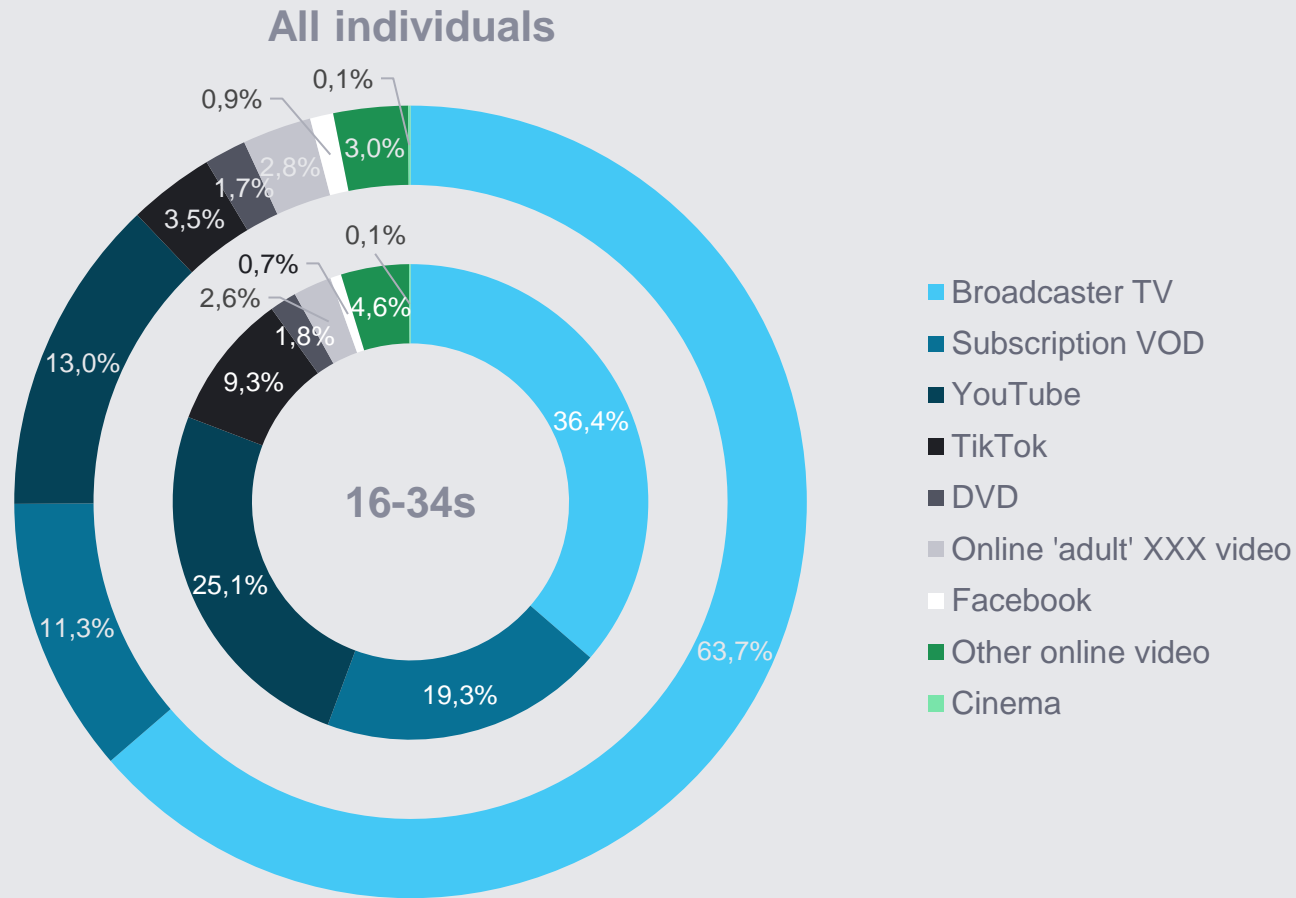


95.5%

*Source: Broadcasters' Audience Research Board, 2020, reach 3 mins+*



# Video consumption 2020



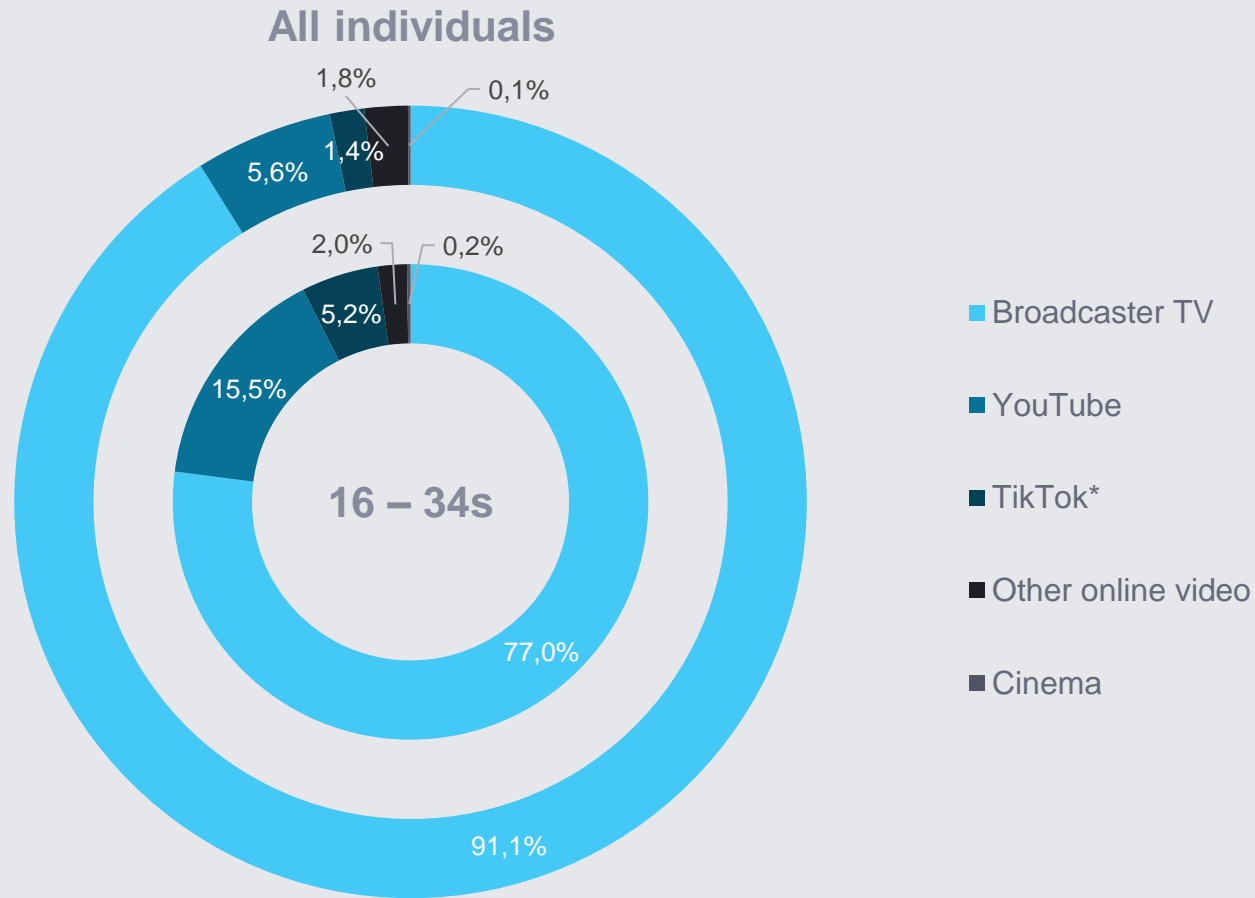
## Average video time per day:

- **All individuals:**  
316 minutes
- **16-34s:**  
294 minutes

*Source: 2020, BARB / Broadcaster stream data / comScore / IPA Touchpoints 2020 (lockdown) / Pornhub / Rentrak*



# Broadcaster TV accounts for 91% of our video advertising day



Average video advertising time per day:

**All individuals:**  
19 minutes  
**16-34s:**  
12.5 minutes

*Source: 2020, BARB / comScore / Broadcaster stream data / IPA Touchpoints 2020 / Rentrak \*TikTok ad time modelled at 2% of content time – the same as YouTube*



# Unbeatable daily, weekly and monthly reach

% of the Austrian population



68.1%



88.9%

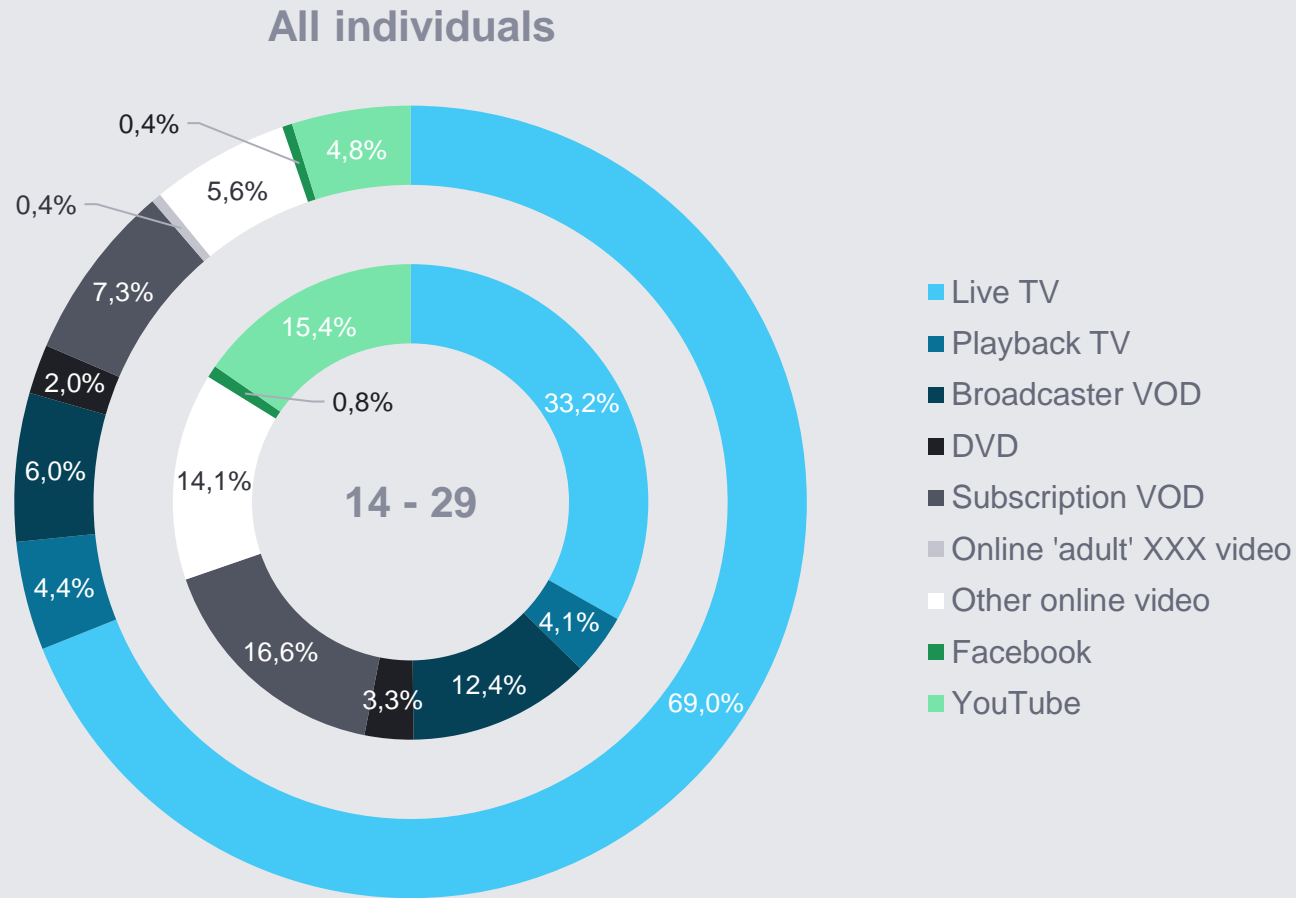


96.9%

*Source: AGTT/GfK TELETEST;  
Evogenius Reporting; 01.01.2020-  
31.12.2020; personengewichtet;  
inclusive VOSDAL/Timeshift; Standard*



# Video consumption



## Average video time per day:

- **A 14+:**  
248 minutes
- **A 14-29:**  
240 minutes

*Source: RTR-/AGTT-Bewegtbildstudie 2020: 06.02.2020 -05.03.2020; n = 4000; Methode: CAWI*



# Unbeatable daily, weekly and monthly reach

*Source: CIM TV North 2020, TTV 4+, reach 1 min. cons*

% of the North Belgian population



**72.3%**



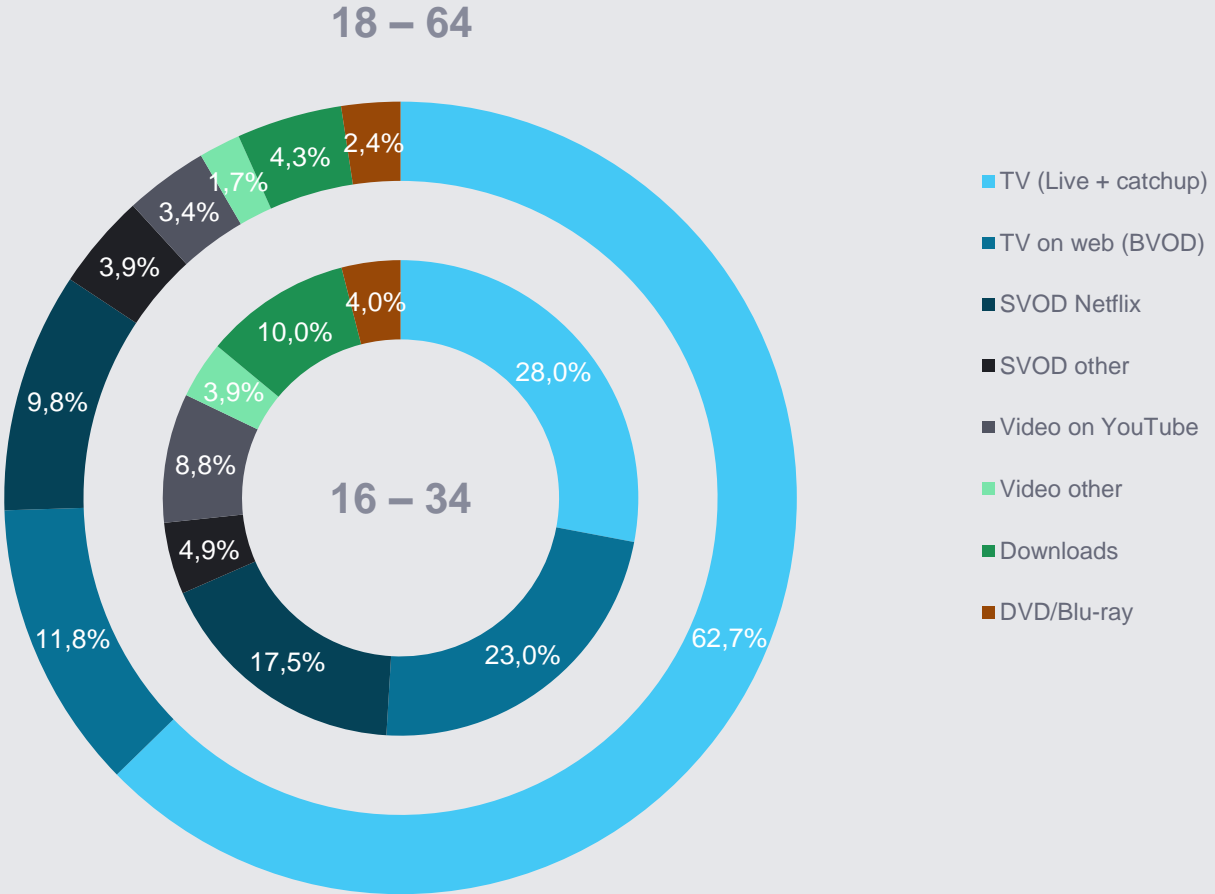
**89.7%**



**96.9%**



# TV is 75% of video time in Belgium North



Source: RMB MXTEND 2020 Monday to Sunday, Share of total video volume



# Unbeatable daily, weekly and monthly reach

*Source: CIM TV South 2020, TTV 4+, reach 1 min. cons*

% of the South Belgian population



**67.2%**



**88.0%**

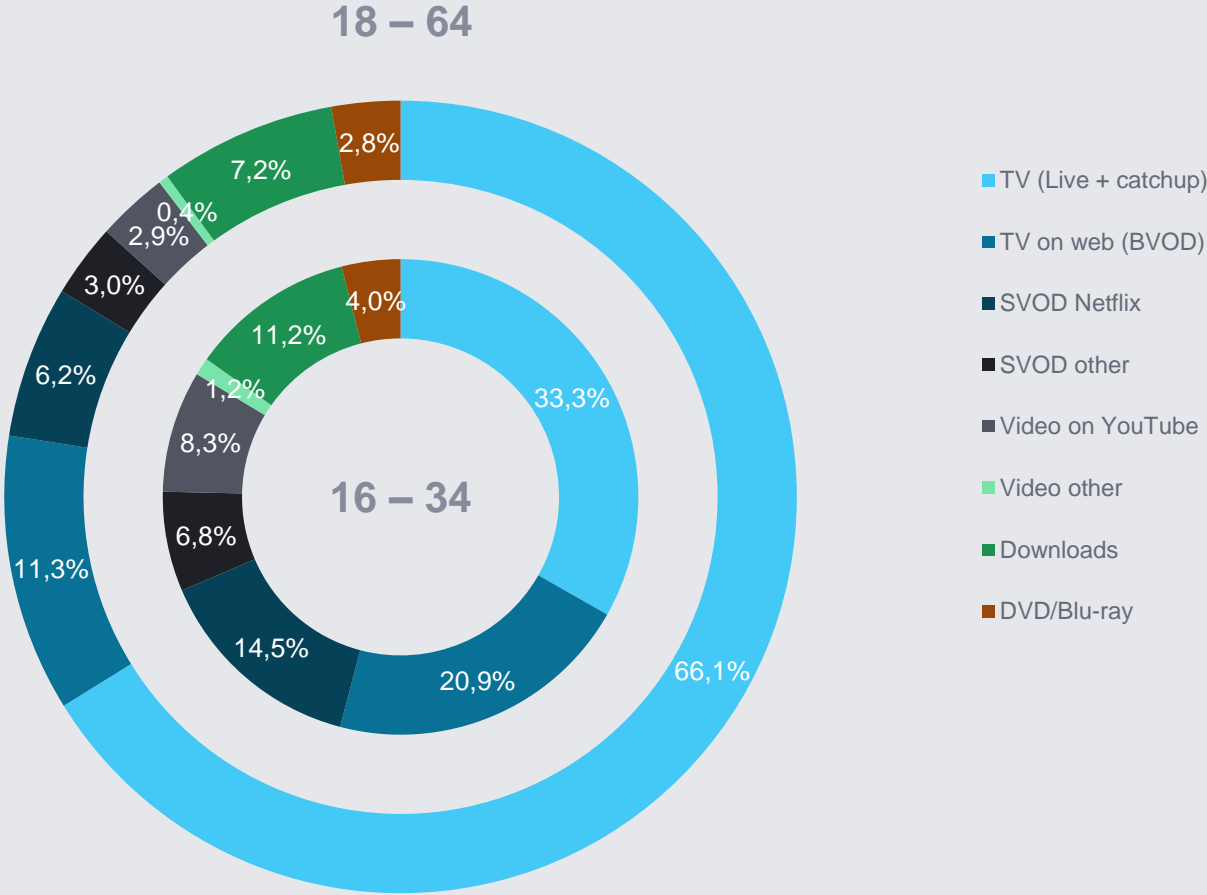


**96.9%**



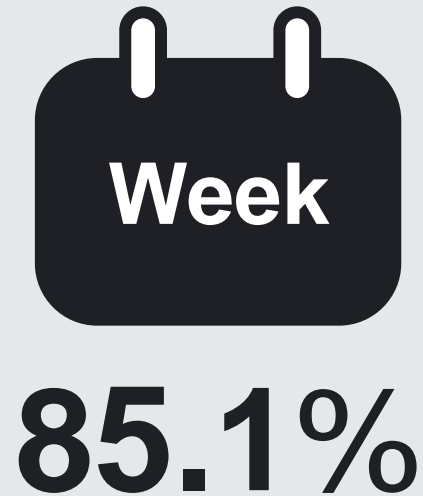
# TV is 77% of video time in Belgium South

Source: RMB MXTEND 2020 Monday to Sunday, Share of total video volume



# Unbeatable daily, weekly and monthly reach

% of the Brazilian population

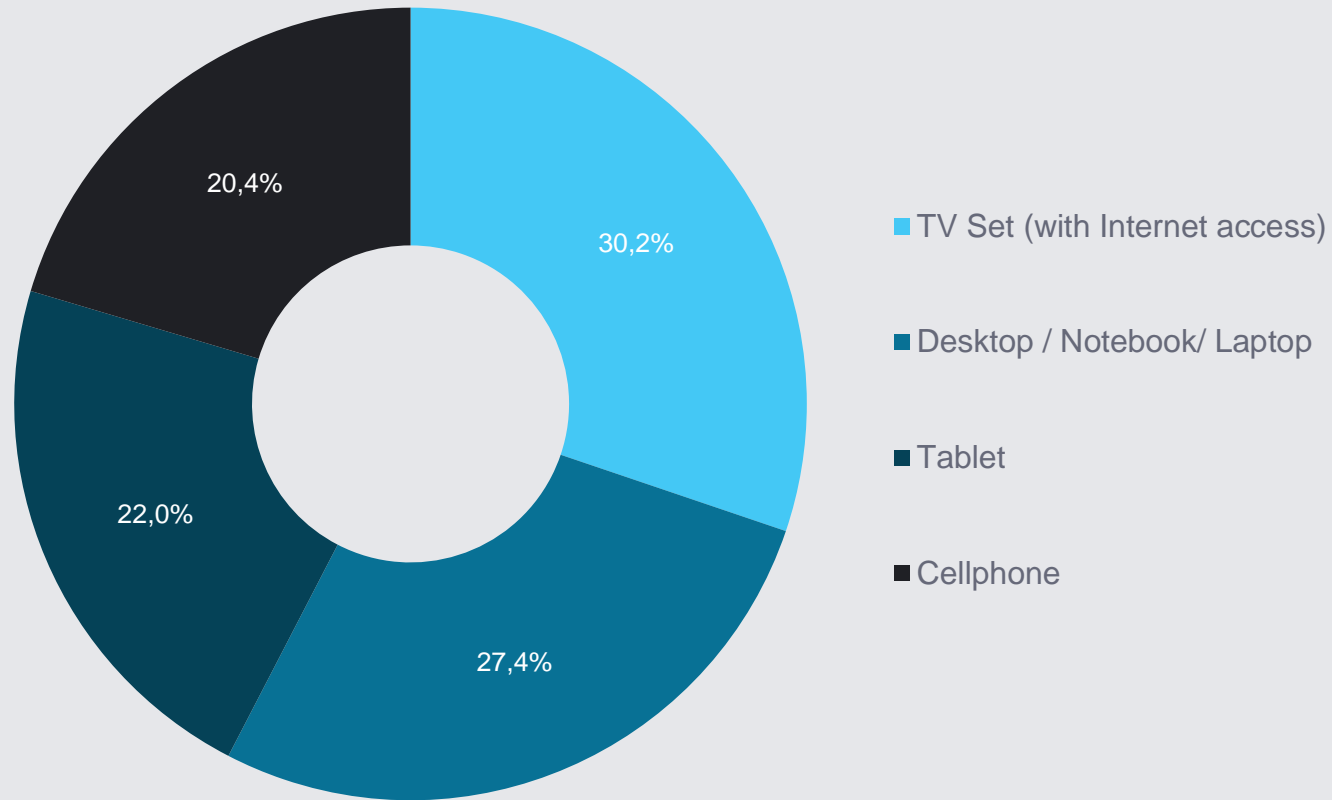


*Source: Kantar IBOPE Media  
Workstation - Metropolitan Regions  
FUSO TR Premium and PV Premium -  
Broadcast TV + PayTV - 01/07/2020 -  
12/31/2020 - Total Especial On - Base  
Universe Atlas Coverage:  
203.568.0522*



# Video consumption (per device)

All individuals



## Average video time:

- All individuals: 921 minutes

*Source: Kantar Target Group Index - BR TG 2020 I (2019 1s + 2019 2s) v1.0 - People*



# Unbeatable daily, weekly and monthly reach

% of the Canadian population



**75.3%**



**88.8%**



**94.5%**

*Source: Numeris, PPM, Total Canada, Total TV, M-Su 2a-2a, Consolidated (Live + 7 Day Playback), Sep 14, 2020 to Dec 20, 2020.*



# Unbeatable daily, weekly and monthly reach

% of the Colombian population



67.9%



86.4%



95.5%

*Source: Kantar Ibope - National, regional, Cable measured + cable not measured - January 1 to December 31, 2020 - Total Day. Universe Kantar Ibope - 19,714,519. DANE Universe People + 4 years - 45,070,391*



# Unbeatable daily, weekly and monthly reach

% of the Chilean population



53.9%



80.2%



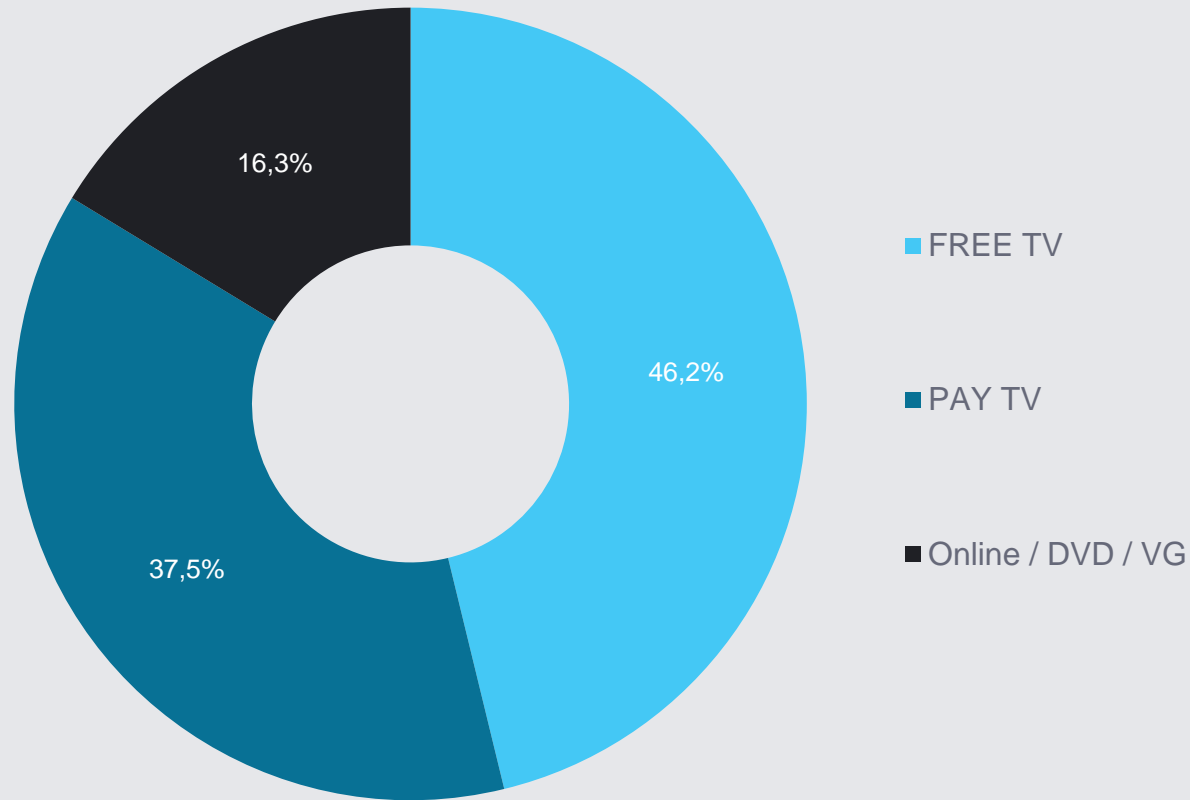
92.0%

Source: Kantar Ibope Media -  
Broadcast TV: Mega, TVN, UC13,  
CHV, La Red and UCV (Reach)  
Cable: Top 15 marketable \* at the end  
is the detailed list (Reach). August  
2020 7 am to 1 am. Population:  
14.5717.391



# Video consumption (per device)

All individuals



## Average video time:

- All individuals: 543 minutes

*Source: Kantar Ibope Media - The indicator used is the "ATS" (Average Time Spent), its daily result being averaged - annual TV Total 2020 (7 am to 1 am)*



# Unbeatable daily, weekly and monthly reach

% of the Czech population



70.7%



88.5%



95.1%

*Source: ATO - Nielsen Admosphere,  
Live + TS0-3, 22.02.2020, Year 2020:  
1.1. – 31.12.2020, Target group: 4+*



# Unbeatable daily, weekly and monthly reach

% of the Danish population



54%



75%



83%

*Source:*  
Kantar/Gallup, 2020 Full Year, P18+.



# Unbeatable daily, weekly and monthly reach

% of the French population



76.8%



94.7%



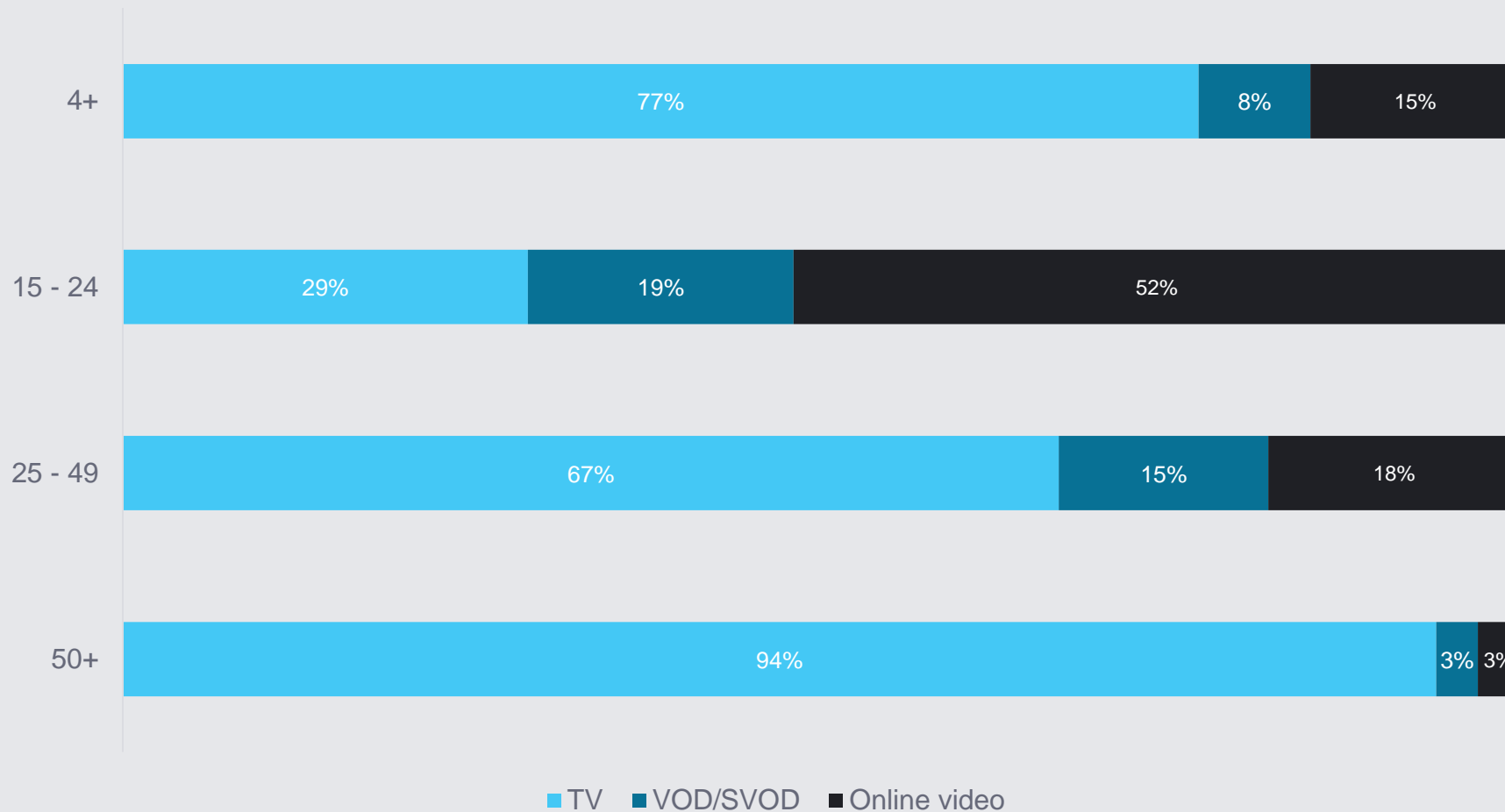
98.8%

**Average video time:**  
3h58

*Source : Médiamétrie – Médiamat –  
Base : Individus 4 ans et + équipés TV  
– Évolutions du Médiamat : prise en  
compte du différé en 2011, du replay  
en 2014, et du hors-domicile en 2020 -  
Copyright Médiamétrie - Tous droits  
réservés*



# Video consumption



*Source : Médiamétrie – base: individuals 4+ owning a TV set – estimations based on Médiamat and Global Video 9total 2020: May – June and September – October 2020).*

# Unbeatable daily, weekly and monthly reach

% of the Finnish population



66.7%



86.8%



94.8%

*Source: Finnpanel Ltd, TV Audience Measurement, year 2020, 4+ y.*



# Unbeatable daily, weekly and monthly reach

% of the German population



69.3%



87.8%

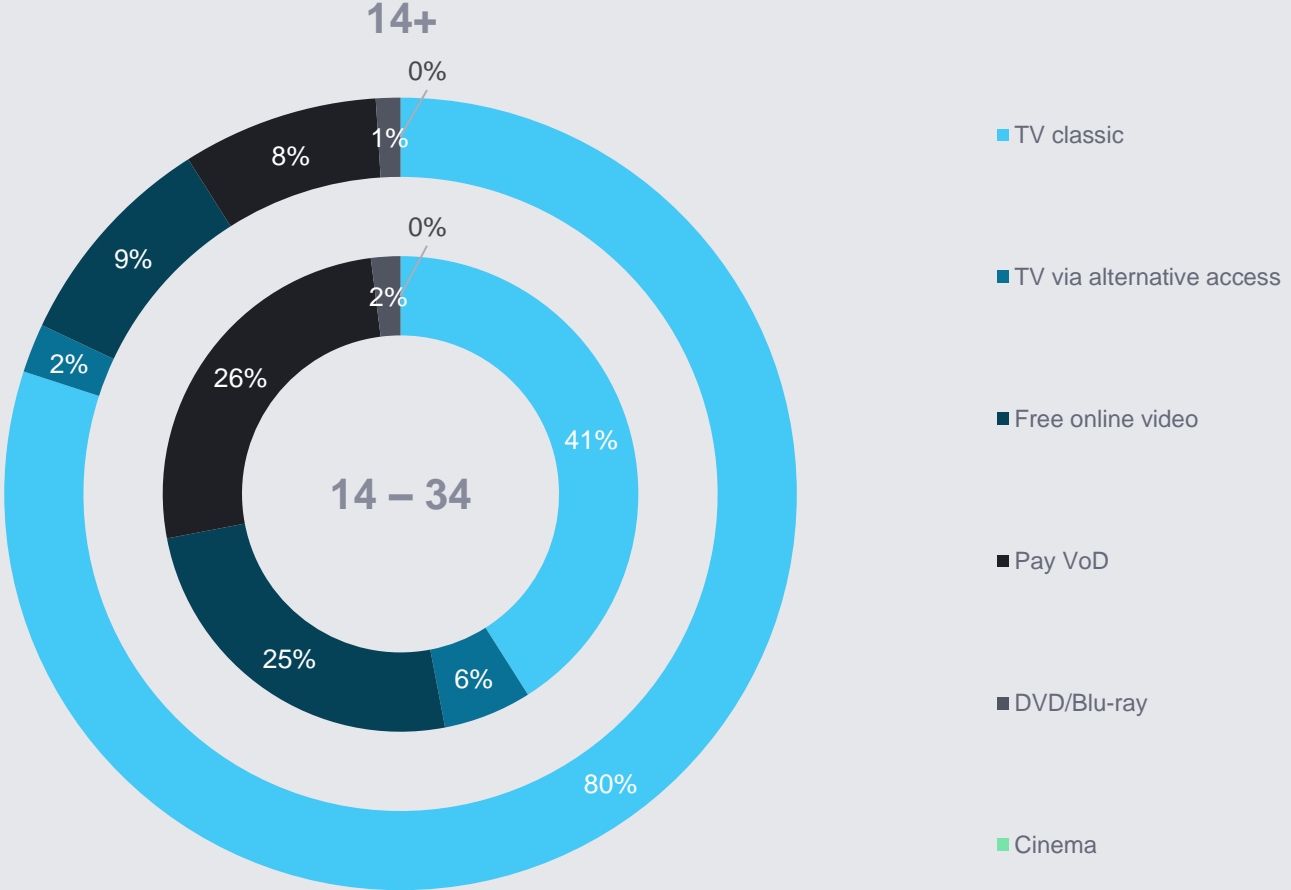


95.3%

*Source: AGF Videoforschung in Zusammenarbeit mit GfK; VIDEOSCOPE 1.4, 01.01.2020-31.12.2020, Marktstandard: AGF-StandardTV, Datenpaket 5396 vom 19.04.2021. Methode: 1 Min. konsekutiv.*



# TV is 82% of video time in Germany



## Average video time per day:

- Adults 14+: 299 minutes
- Age 14 – 34: 216 minutes

*Source: ViewTime Report Q1/2020 – Q4/2020, forsa, AGF Videoforschung in co-operation with GfK; video SCOPE 1.4, market standard: TV; Alternative TV usage: Usage of linear TV program via internet stream, TV card or DVB-T on laptop, PC, smartphone or tablet; Base: A 14+, n=7,514*



# Unbeatable daily, weekly and monthly reach

% of population in Hong Kong



71.3%



91.4%

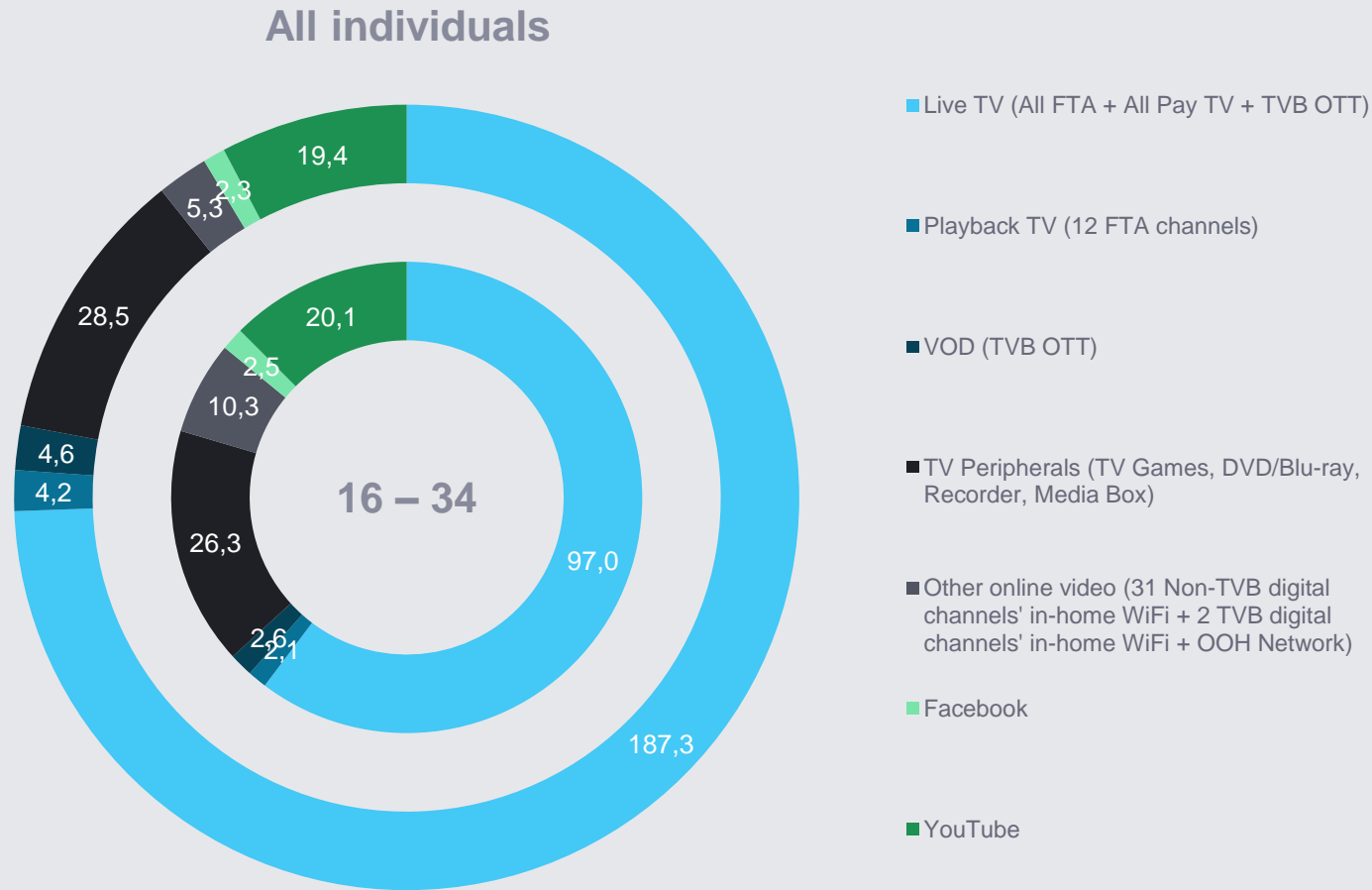


97.3%

*Source: The Big Data Project. Target: Age 4+ ; Total Day; Variable: Time Spent (in min) per Viewer; All Channels, Viewing Activities: Live + Playback; Platforms: TV + TVB OTT; Data period: Day - Ave. Daily of 2020; Week - Ave. Weekly from Dec 30, 2019 – Dec 27, 2020; Month – Ave. Monthly of 2020.*



# Video consumption



## Average video time per day:

- All individuals: 251.5 minutes
- Age 16 – 34s: 160.9 minutes

*Source: The Big Data Project. Target: Age 4+ & Age 16-34; Total Day; Variable: Ave. Daily Time Spent (in min) per Person; Data period: 2020. \* For Facebook and YouTube, online video consumption measured is via in-home WiFi.*



# Unbeatable daily, weekly and monthly reach

*Source: BARC, Week 1 to 52, 2020*

% of the Indian TV-owning population



**70.1%**



**89.4%**



**95.7%**



# Unbeatable daily, weekly and monthly reach

% of the Italian population



**73.6%**



**88.6%**

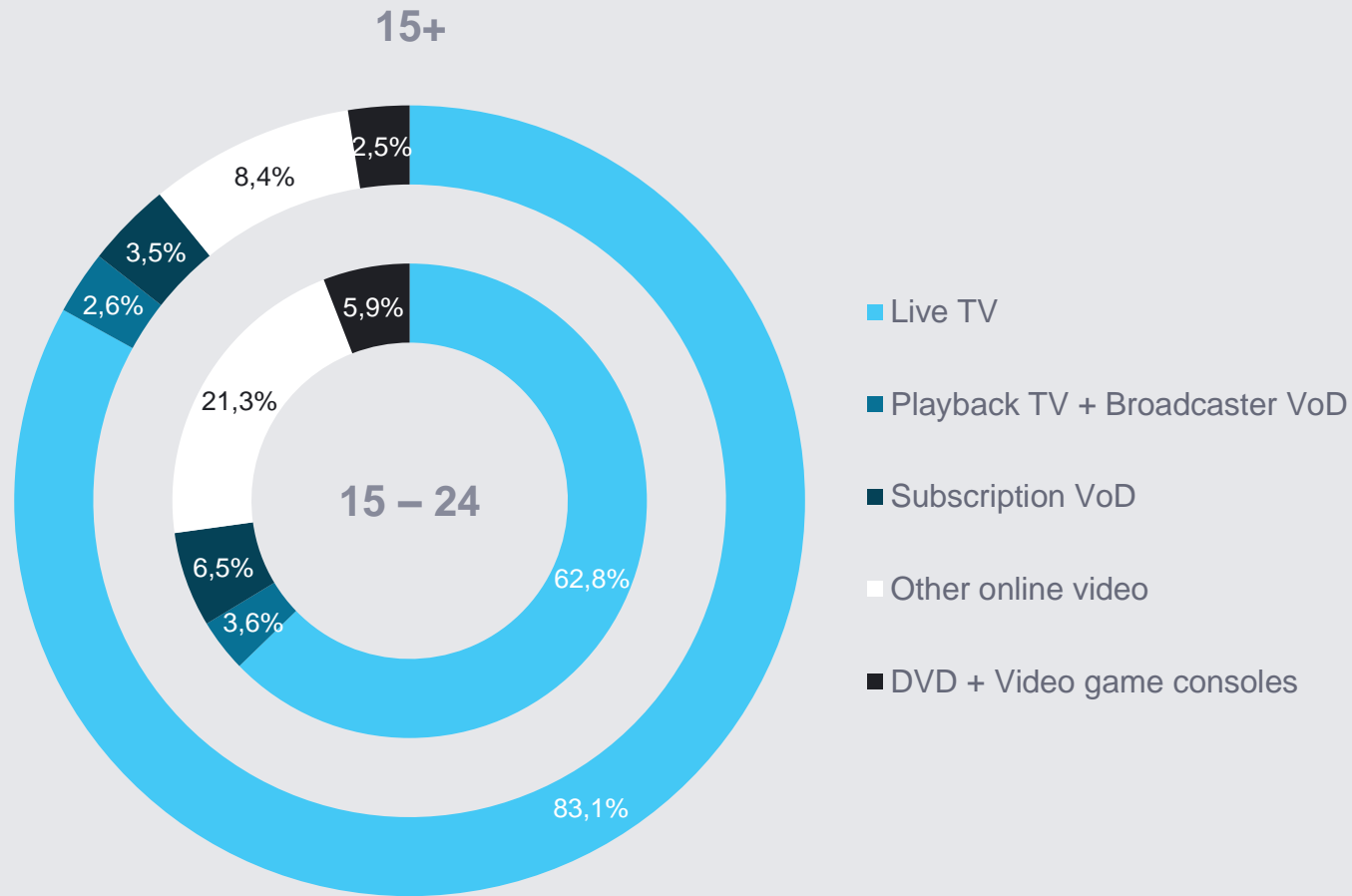


**94.3%**

*Source: AUDITEL, Year 2020, individuals +4 y.o. including guests, reach 1min+. TV set viewing within 7 days of broadcast*



# Video consumption



## Average video time per day:

- Adults 15+: 318 minutes
- 15-34: 238 minutes

*Sources: Estimates by Mediaset/Publitalia '80 based on data from Auditel, Audiweb, Comscore, own company data for OTT platforms. January – August 2020, Total day*



# Unbeatable daily, weekly and monthly reach

% of the Japanese population



82.8%



95.4%



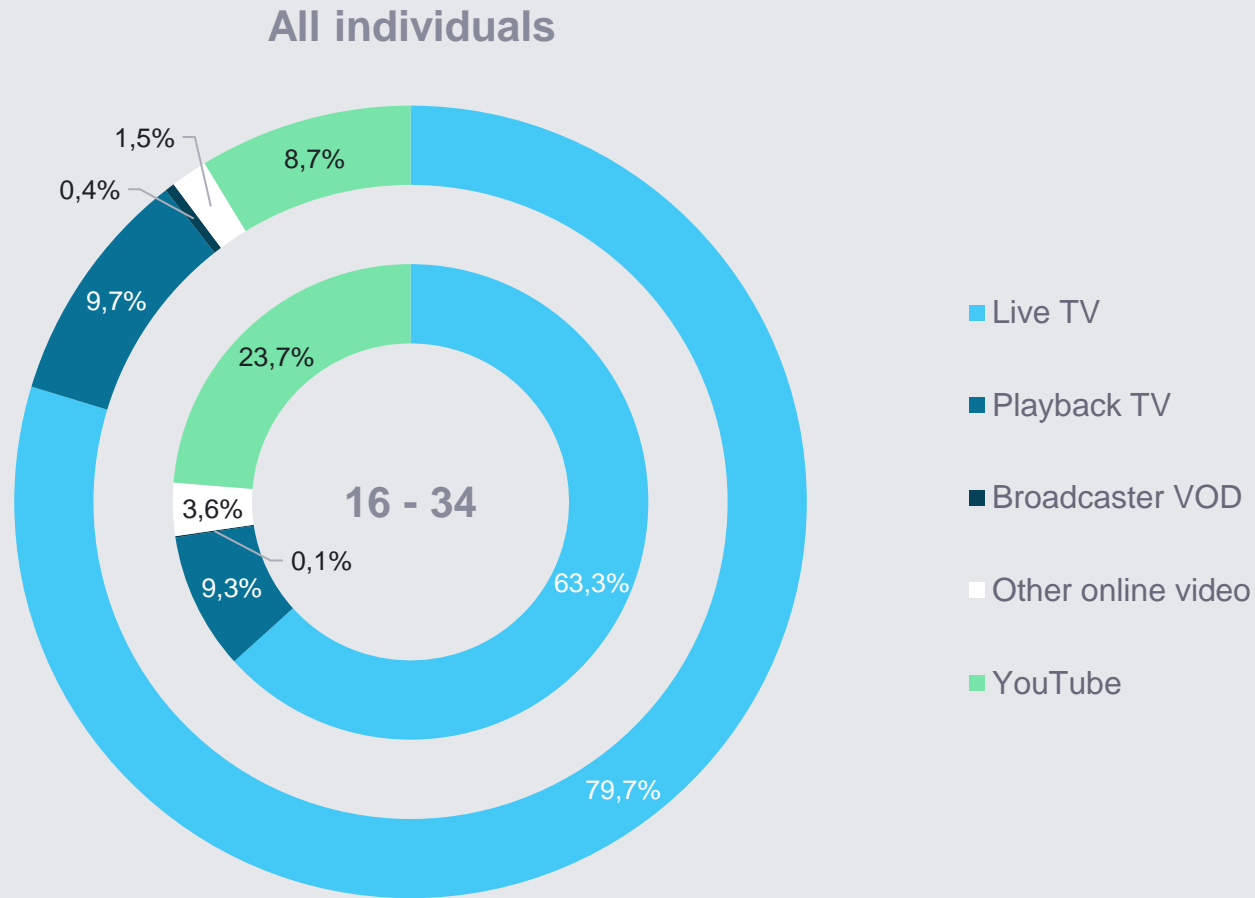
98.2%

*Source: "TV audience survey" by Video Research Ltd. Kanto area (Tokyo, Kanagawa, Saitama, Chiba, Tochigi, Gunma, Ibaraki). Individuals 4+.*

*Day = seven-day average March 16th – 22nd, 2020; Week = March 16th – 22nd, 2020; Month = March 1-31st, 2020.*



# Video consumption



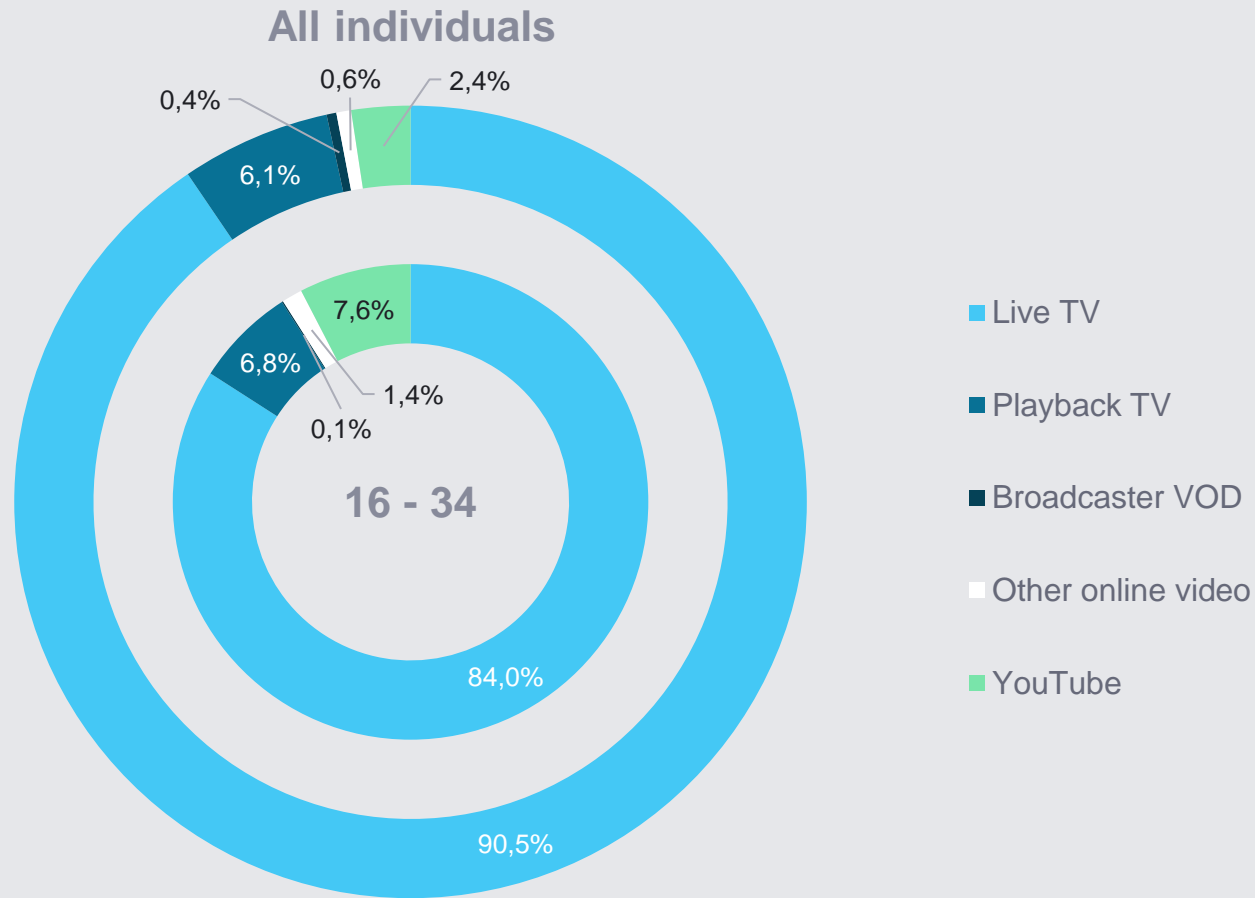
## Average video time per day:

- All individuals: 244 minutes
- 16 – 34s: 163 minutes

*Source: VR CUBIC by Video Research Day: November 16<sup>th</sup> – 22<sup>nd</sup>, 2020 All individuals: MF15-69 VR CUBIC is no longer in service by the end of March 2021*



# Video advertising viewing time



## Average video advertising time per day:

- All Individuals: 29 mins
- 16 – 34s: 17 mins

*Source: VR CUBIC by Video Research \*estimated by video time. Day: November 16th – 22nd, 2020 All individuals: MF15-69 VR CUBIC is no longer in service by the end of March 2021*



# Unbeatable daily, weekly and monthly reach

% of the Mexican population.



66.4%



87.9%



96.9%

*Source: Nielsen IBOPE Mexico. P4+, 2020.*



# Unbeatable daily, weekly and monthly reach

% of the Dutch population.



69.3%



89.2%



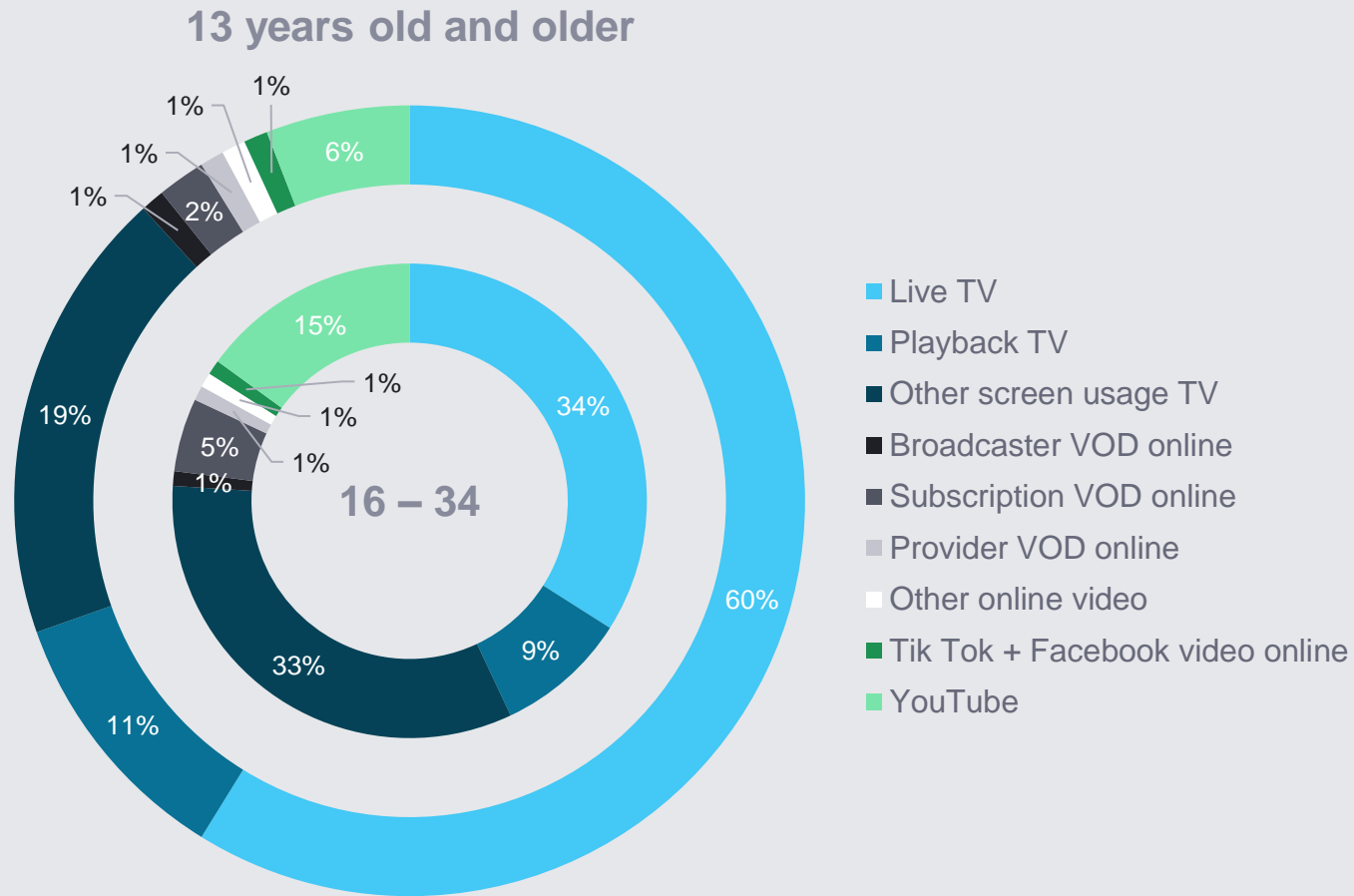
94.7%

TV-reach for total audience 6+ (population of 16.985.000).

*Source: SKO, 02:00 – 24:00, 2020.*



# Video consumption



## Average video consumption per day:

- Age 13+: 238 minutes
- 16-34 years: 155 minutes

*Source: SKO for TV and GfK GXL for online video op PC/Laptop, smartphone, tablet, 2020.*



# Unbeatable daily, weekly and monthly reach

% of the Peruvian population



47.2%



73.4%

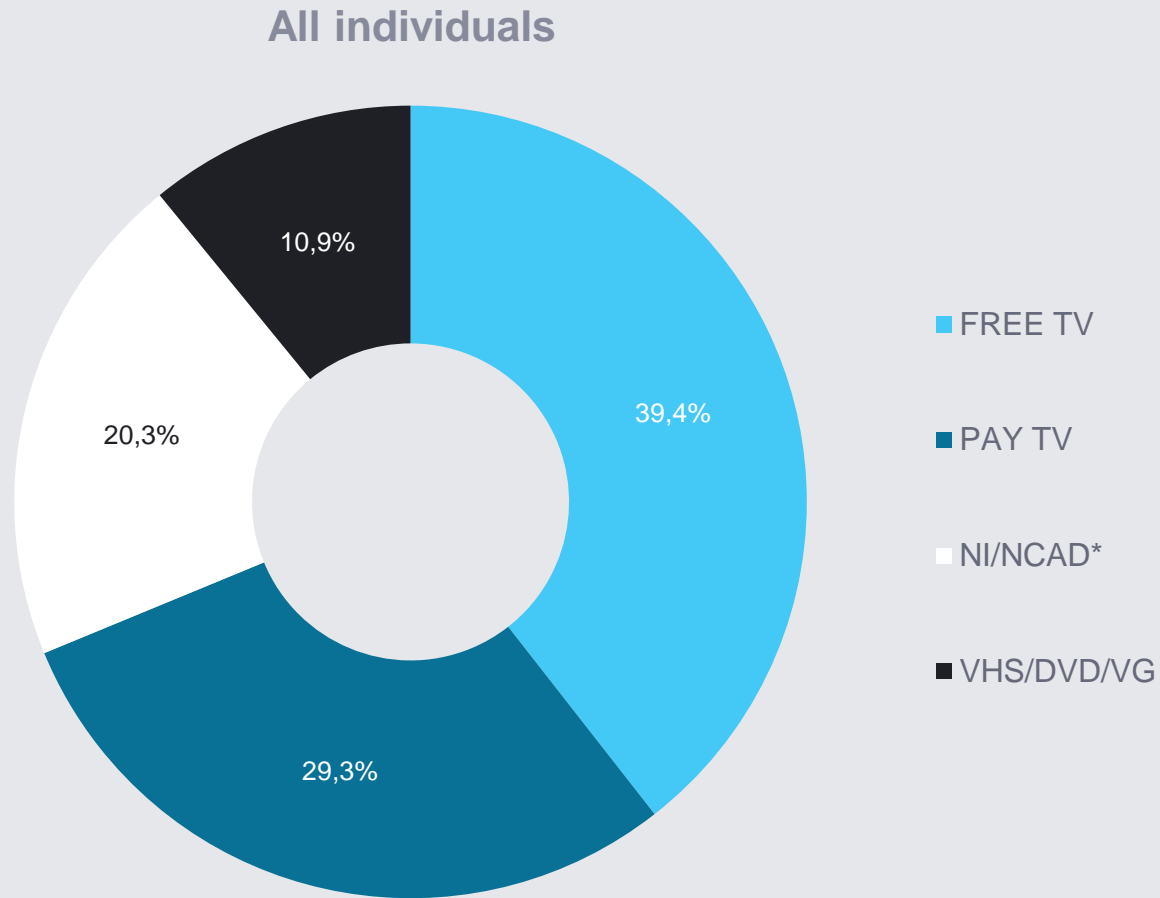


89.9%

*Source: Kantar IBOPE Peru – Total Population: 13.643.000 – Lima +6 – October 2020 7 am to 12 am*



# Video consumption (per device)



## Average video time:

- All individuals: 570 minutes

*Source: Kantar IBOPE Peru – Total Population: 13.643.000 – Lima +6 – 01/01/2020 to 31/12/2020 7 am to 12 am. ATS [hh:mm:ss | WAvg]*



# Unbeatable daily, weekly and monthly reach

% of the Polish population.



84.1%



74.8%



65.2%

*Source: Nielsen AM, 2020, Jan.-Dec. 2020; 2:00-2:00; consolidated+2d, all individuals*



# Unbeatable daily, weekly and monthly reach

% of the Portuguese population.



88.8%



99.6%



100.0%

*Source: Caem/GFK. Consolidate (Live+Vosdal+TSV) Total Day; seven-day average Year 2020. Cov %*



# Unbeatable daily, weekly and monthly reach

*Source: MediaScope, TV Index (TAM),  
Russia 0+, 4+, 2020*

% of the Russian population



**67.1%**



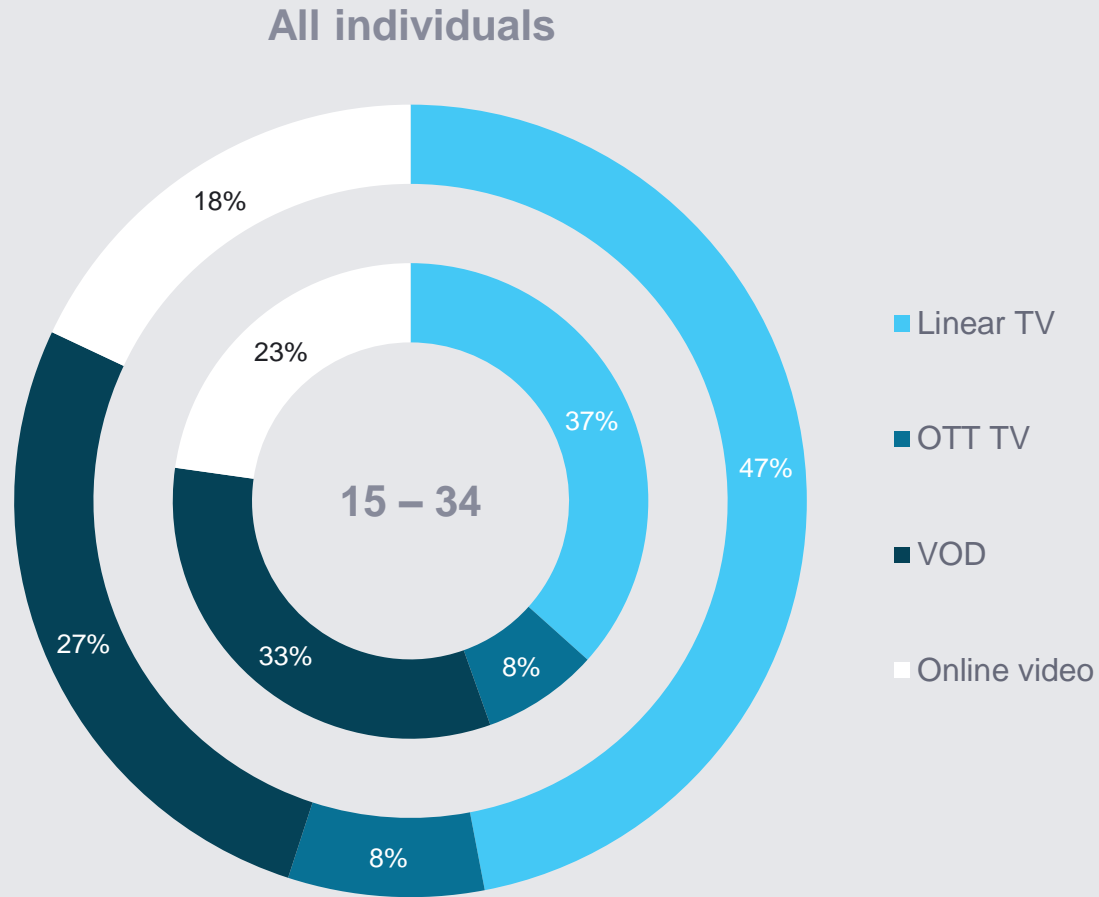
**89.6%**



**97.7%**



# Video consumption



Average video time per day

- All individuals: 257 minutes
- 15 – 34s: 254 minutes

*Source: 2020, NSC, "TV through viewers' eyes", cawi, 15-64*



# Unbeatable daily, weekly and monthly reach

XXX



49.6%



74.0%



85.7%

*Source: SG-TAM (GfK EvogeniusReporting), Total TV, Whole Day, Time-band Report (Consolidated), P4+, Day = seven-day average w/o March 15th, 2021; Week = March 15th-21st, 2021; Month = March 1-31st, 2021.*



# Unbeatable daily, weekly and monthly reach

% of the Slovenian population



**73.9%**



**89.8%**

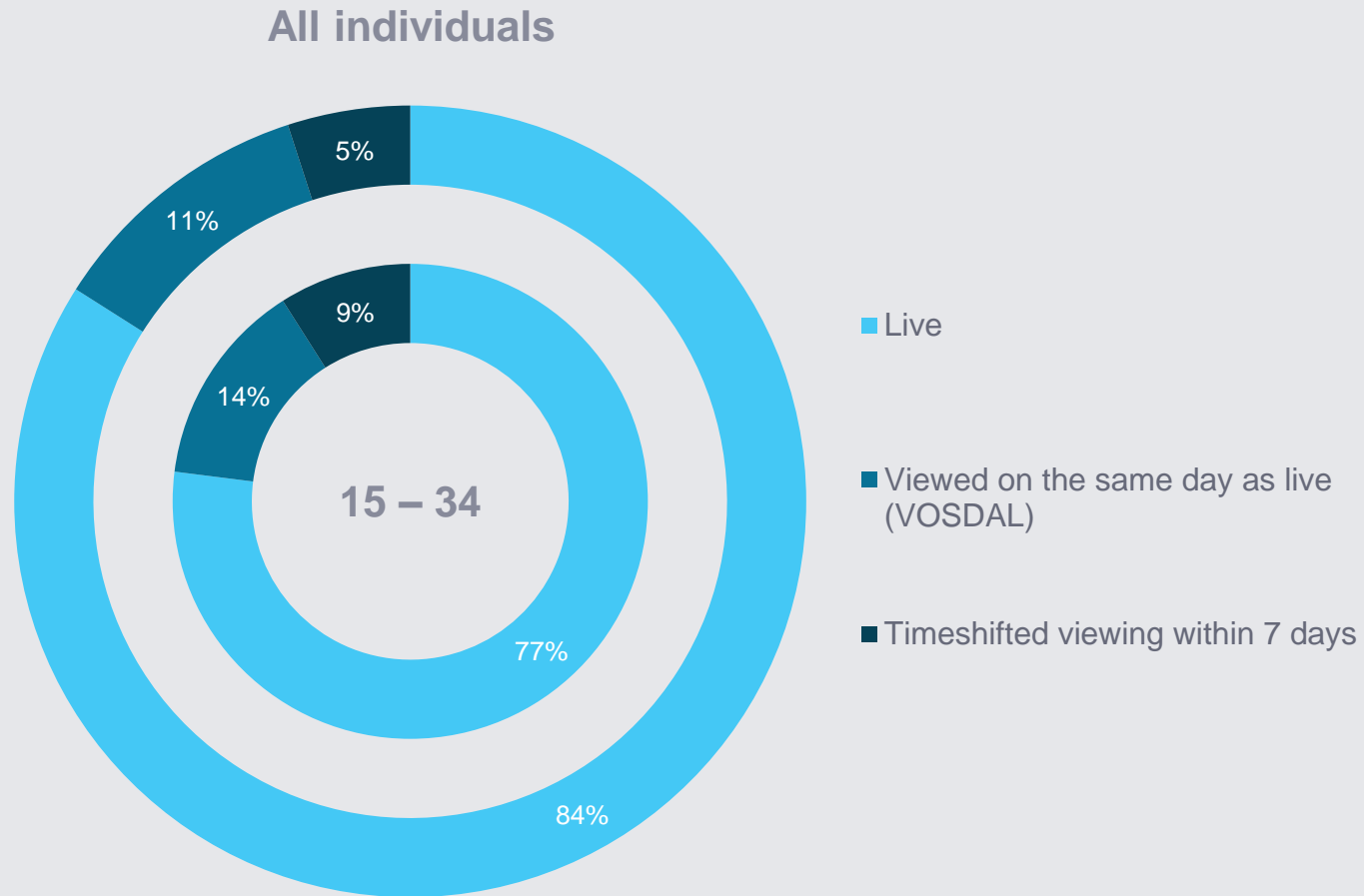


**96.0%**

*Source: AGB Nielsen, based on average daily reach, average weekly cumulative and average monthly cumulative reach, based on 1 min of viewing, total individuals, total television. FY2020*



# Video consumption



## Average time viewed per day:

- All individuals: 254 minutes
- 15 - 34s: 134 minutes

*Source: AGB Nielsen, Average time viewed. Total individuals 4+ and 15-34 years. FY2020*

# Unbeatable daily, weekly and monthly reach

% of the South African population



32.3%



47.3%



54.3%

*Source: Nielsen R&F Report, Live + VOSDAL, ADULTS 15+, Total Day; reflects ad-supported TV (broadcast + cable TV). Day = 31 March 2021; Week = March 22nd – 28th 2021; Month = March 1-31st 2021. Population 58.56 million (2019)*



# Unbeatable daily, weekly and monthly reach

% of the Spanish population



68.7%



86.6%

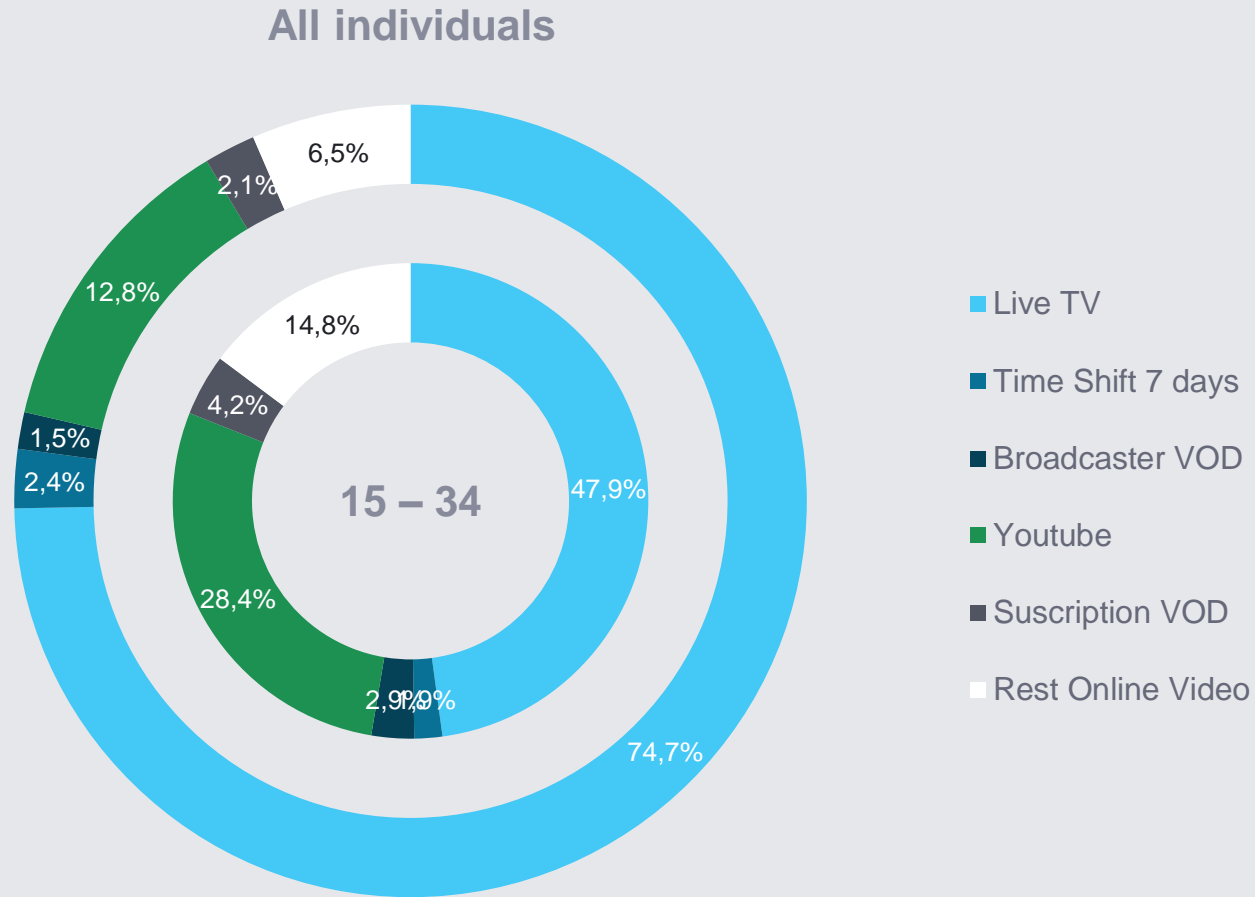


94.5%

*Source: Kantar Media, Spain, 2019,  
Individuals 4+ . Linear TV.*



# Video consumption



## Average video time per day:

- All individuals: 329 minutes
- 16 – 34s: 265 minutes

*Source: 2020 (JanNov), Kantar Media/ comScore Videometrix*



# Unbeatable daily, weekly and monthly reach

% of the Swedish population



57.7%



78.8%

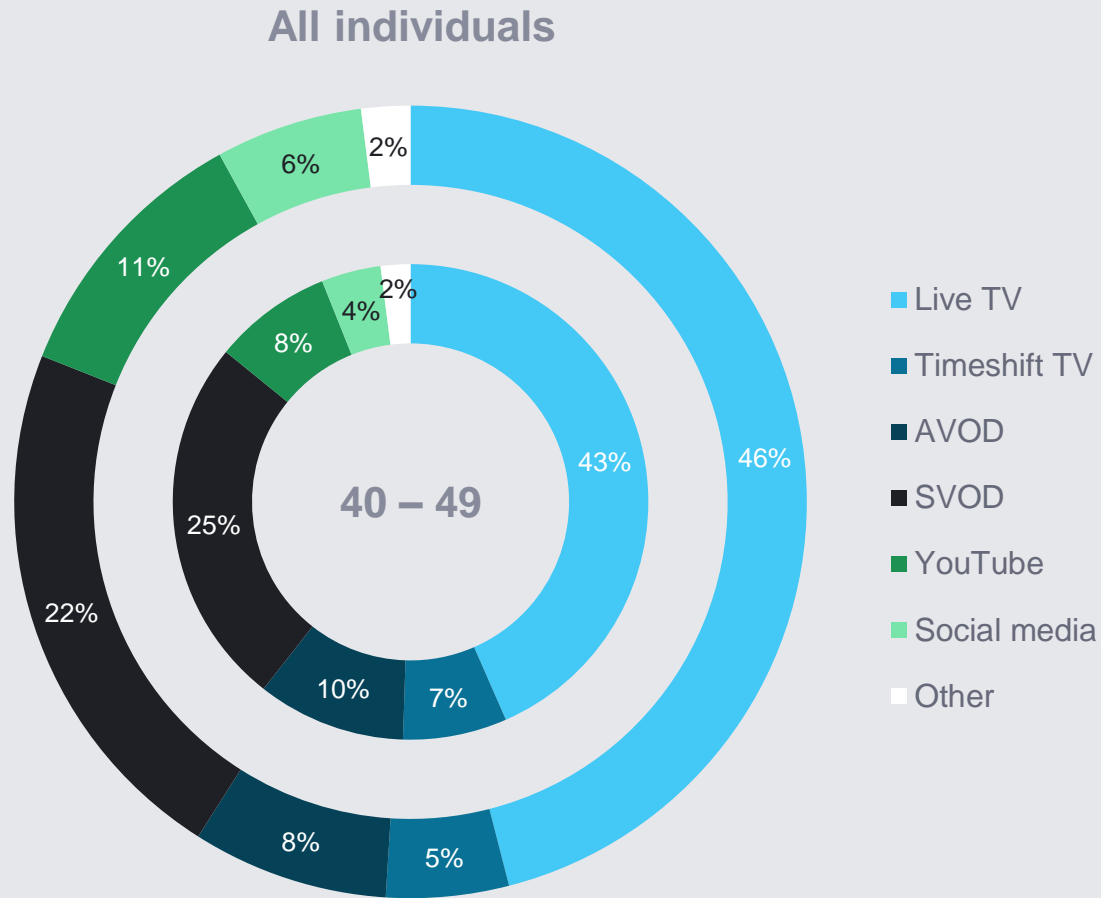


87.7%

*Source: MMS Advantedge, based on average daily reach, average weekly and average monthly reach, based on 1 min of viewing, 3-99yrs, total broadcast television. Full year 2020.*



# Video consumption



Average video time per day

- All individuals 9+yrs: 297 minutes
- 40 – 49yrs: 253 minutes

*Source: MMS Advantedge Q4 2020 and MMS Trend&Tema Q4 2020. All individuals = 9 to 99 years old. Avod: SVT Play, TV4 play, Viafree, Dplay, Barnkanalen. Svod: Netflix, Viaplay, C more, Dplay prem, HBO Nordic, Amazone prime, Comhem play, Boxer play, Disney+ etc. Other online video: Dreamfilm, ABI TV, Telia Play+, Piratebay etc. Social media video: Facebook, Twitter, Instagram, Snapchat, TikTok etc*



# Unbeatable daily, weekly and monthly reach

% of the Swiss population



63.7%



83.1%



92.1%

*Source: Mediapulse TV-Panel (Instar Analytics), Total TV, Switzerland, Target group: individuals 3+ incl. guests, 2020, Mo-Su 24h, all platforms, Overnight +7, reach 1 second. TV on laptop, tablet and smartphone not included.*



# Unbeatable daily, weekly and monthly reach

% of the American population



57.3%



74.6%

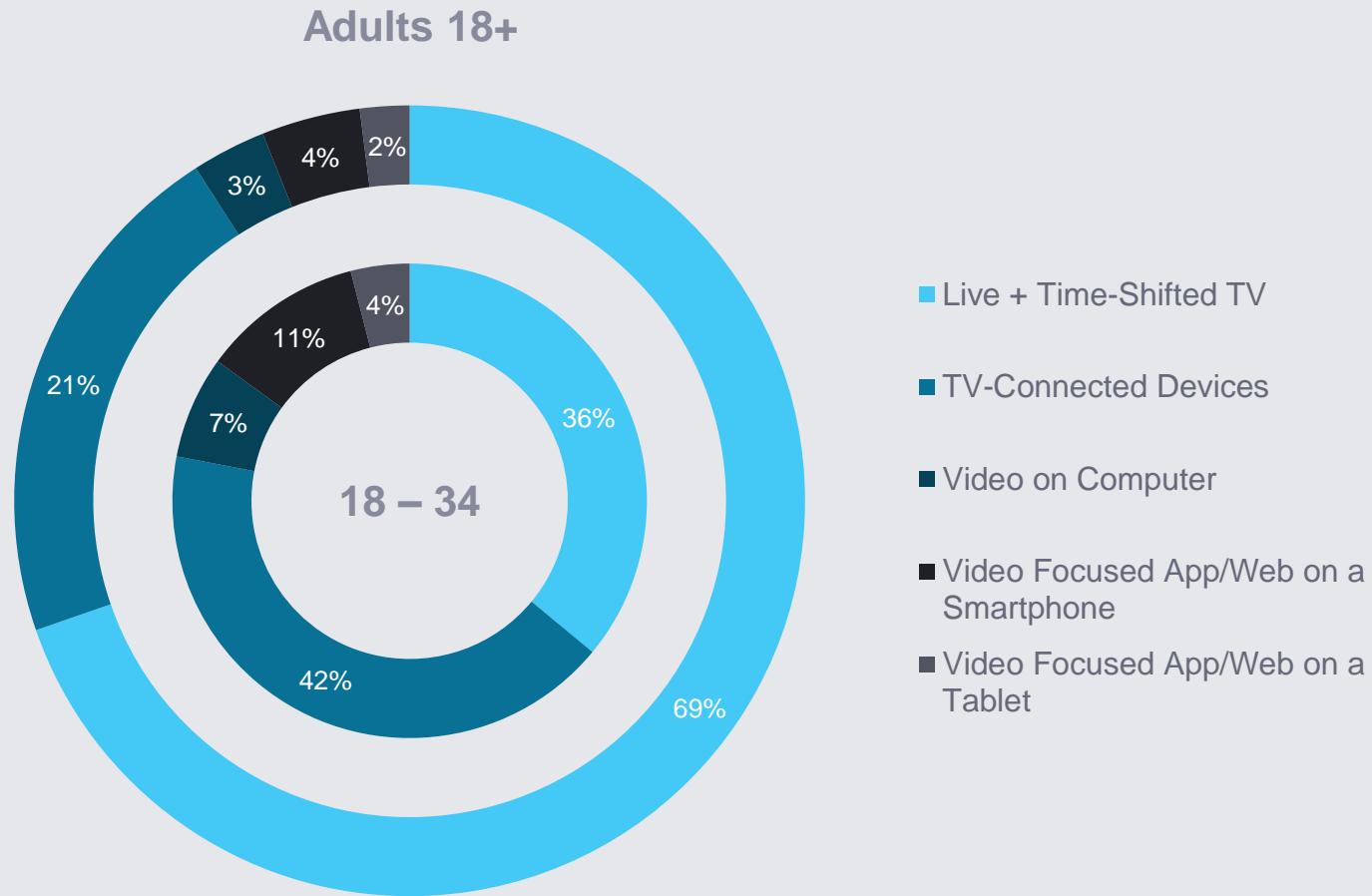


84.7%

*Source: Nielsen R&F Time Period Report, Live + SD, P18+, Total Day; reflects ad-supported TV (broadcast + cable TV). Day = seven-day average w/o December 7th, 2020; Week = December 7th – 13th, 2020; Month = December 1-31st, 2020.*



# Video consumption



## Average video time per day:

- Adults 18+: 357 minutes
- 18 – 34: 237 minutes

*Source: VAB analysis of data from the Nielsen Total Audience Report, November 2020 (reflects 2Q 2020 data). Average video time based on U.S. population. TV-Connected Device = DVD, game console, internet connected device; Internet Connected Device = devices connected to the TV that are used to stream content such as Apple TV, Roku, Google Chromecast, Amazon Fire TV, Smartphone, Computer/Laptops, etc. (inclusive of smart TV app usage).*

