

TV DOMINATES VIDEO AROUND THE WORLD

Canada's thinktv, in conjunction with associations from around the world, are reminding marketers today about TV's enduring popularity and its unparalleled strength as an advertising medium.

Putting video in perspective: TV dominates video consumption, not just in Canada but around the world. Canadians watch over 28 hours of TV per week compared to only 1.5 hours of YouTube (A18+), a viewing pattern repeated around the globe, from Germany and Spain to Russia and Australia.

Recent international studies have shown how TV continues to dominate the video lives of all generations, including UK research from Thinkbox ([see study here](#)) and research from the VAB out of the U.S. (Video Advertising Bureau - [see study here](#)). For detailed time spent across different screens in Canada, [see SCREEN TIME study here](#).

How TV dominates the video landscape

(see slides downloadable [here](#) for sources and graphs)

- In **Canada**, time spent watching TV is 19x more than time spent with YouTube: 28.6 hours/week compared to 1.5 hours/week with YouTube (A18+). Millennials (18-34) also spend far more time with TV than with YouTube: 19 hours watching TV each week, compared to 3 hours/week with YouTube.
- In the **United Kingdom**, TV accounts for 76% of total average video consumption, while YouTube accounts for 4.4% of video viewing. For the younger demo (16-24), TV accounts for 58% of all video viewing, compared to 10% for YouTube.
- In **Germany**, 90% of video usage can be attributed to TV (live +3 days, on a TV set), while 3% can be attributed to alternative means of distribution (i.e. non-TV screens) and 5% is spent watching free online videos. These numbers vary slightly when looking at a younger target group (14-49) but the trend remains the same: respectively 79%, 5% and 10%.
- In **France**, 80% of video viewing is to live TV (A15+), 70% for the younger demo (15-24). Only 6% of video consumption (A15+) and 20% (15-24) is attributed to "other forms of video" (including YouTube and IPTV).
- In **Australia**, Australians spend 85 hours a month watching linear TV, which accounts for 85% of all screen-viewing time. In addition, viewers spend 112 minutes a week watching Internet-delivered Broadcast TV across a range of different screens. For the core adult demo (18-49),

seven in every ten hours of screen viewing is spent watching Broadcast TV on a TV set.

- In **Austria**, for any given 15 minutes spent watching video content, the majority is live TV: 79% (14+) and 60% (14-29).
- In **Ireland**, live TV continues to dominate the world of video content: 71.6% for all adults (15+) and 53.3% (15-34).
- In **Italy**, YouTube represents only 5.4% of time spent watching video (15-34), while TV represents 88.8%.
- In the **Netherlands**, YouTube and other online video viewing only account for 8 minutes of total video viewing per day for teenagers vs. 70 minutes spent on TV. For the total population, the numbers are even clearer: On average, less than 3 minutes a day are spent watching YouTube compared to almost 160 minutes a day with TV.
- In **Russia**, the story is no different, with an average of 15 minutes per day spent on YouTube compared to 289 minutes for TV (6+).
- In Spain, online video accounts for 3% (15-34) of total daily viewing time vs. YouTube at 1.1%.
- In **Switzerland**, live TV accounts for 76 minutes (81%) out of the total 94 minutes of daily video (15-29).
- In the **USA**, ad-supported TV maintains a substantial time spent advantage of 86% against YouTube at 14% among millennials (18-34). According to the VAB, a TV show's monthly audience is on average 50% higher than the average YouTube channel's video views (and its audience is 6 times higher than an average YouTube video).

Said Pan-European Platform for the Promotion of Television (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 hype around video services such as YouTube, this 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."

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