



Centro Internacional
de Televisión Abierta

What the World Loves Watching: On World TV Day, International Figures Show the Immense Popularity of TV

21 November 2016 – Today is World TV Day, the UN's celebration of the global cultural impact of television. Today, like every other day, billions of people will together spend billions of hours watching TV, talking about it and sharing it. To mark World Television Day, TV companies from around the world have compiled facts and stats to bring the scale and popularity of TV to life as it continues to live at the heart of the world's media consumption.

CANADA

Canadians watch 130 million hours of TV every day – that's the equivalent of four Super Bowls. What's more, the average TV campaign in Canada delivers an amazing 317 million impressions.

UNITED KINGDOM

In 2016, the average viewer in the UK will have watched over 1,300 hours of TV – the equivalent of watching all seasons of *Breaking Bad*, *Orange is the New Black* and *House of Cards* more than 10 times over. In addition, every night in the UK there are 17 million conversations about TV advertising.

UNITED STATES OF AMERICA

TV reaches 210 million people every day, who collectively watch 840,000,000 hours of TV per day. Using this number and having each viewer standing on top of the other, they would stretch all the way to the moon.

AUSTRALIA

TV reaches 16 million Australians every day, who watch a total of more than 4 billion minutes of broadcast TV every day. In fact, Australian households are 30% more likely to have a TV set than a barbeque.

GERMANY

Germans watched an average of 223 minutes of TV per day – or 16 billion minutes in total: That's 30,000 years of TV in one year!

FRANCE

Every day in 2016, 43.5 million people in France tune into TV on a television set. With the average daily audience of 2015, that could fill the Stade de France 558 times.

ITALY

The total time an average Italian spent watching television in 2015 is equivalent to the time it takes to play 1,032 football matches, to bake 61,911 pizzas or to brew 222,878 cups of espresso.

SPAIN

A whopping 33 million Spaniards watch TV each day. This would fill Real Madrid's home stadium 408 times.

POLAND

In Poland, 25 million people tune in each day for an average of 4 hours and 18 minutes – totalling a mind-boggling 483,883,433 daily views. It would take 318 stadiums to fit all Poles watching the Poland-Portugal game of the Euro 2016.

PORTUGAL

In Portugal, 8.3 Million people watch television daily. That's double the amount of Cristiano Ronaldo followers on Twitter.

SWEDEN

The most-watched program in 2016 – the final of the Eurovision Song Contest – was viewed by 3.6 million people, or four out of every 10 Swedes.

THE NETHERLANDS

TV reaches 11.2 million people daily who watch a total of 49 million hours every day (2016). The Dutch would be multi-billionaires if each received one Euro for every hour of TV watched by their countrymen in 2015 (18 billion hours).

SWITZERLAND

The most-watched program in 2016 – the Switzerland v. France match during Euro 2016 – reached 2,206,890 viewers, or three times as many Swiss people as there are cows in Switzerland. With this number, the biggest stadiums in Switzerland could be filled 57 times.

BELGIUM

With the average national daily audience in Belgium, Camp Nou, the largest stadium in Europe, can be filled 76 times.

BRAZIL

So many people tune in in Brazil – 132.5 million watch daily – that the average minute rating in primetime is equivalent to the entire population of the United Kingdom (64.8 million).

PERU

In Peru, 16 million Peruvians watch TV each week – with this number Machu Picchu can be filled every day for over 17 years.

COLUMBIA

TV reaches 13.5 million people daily in Columbia – that's 48% more than Sofia Vergara's followers on Twitter.

CHINA

The Chinese watch an average of 251 minutes of TV per day (2015), and in 2014 created 3,277,400 hours of TV content.

Of course, viewership is only part of TV's success story. The other is the countless roles it plays in our lives, whether it's sharpening the world's focus on major issues, providing a platform for freedom of expression and cultural diversity, nurturing education or – perhaps most importantly – uniting people around once-in-a-lifetime experiences.

Have a happy 2016 World Television Day! More information at www.worldtelevisionday.com

About thinktv

thinktv is a marketing and research association dedicated to the advancement of commercial television. thinktv works with the marketing community to help advertisers get the best out of television in all its forms. thinktv is supported by its member companies who together represent more than 95% of commercial television advertising revenue in Canada.

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