

A woman and two children are sitting on a brown couch against a plain white wall. The woman in the center is wearing a white turtleneck and has her arms around the children. The child on the left is wearing a red long-sleeved shirt, and the child on the right is wearing a pink long-sleeved shirt and brown overalls. They are all smiling and looking upwards and to the right.

The
Global
TV Group

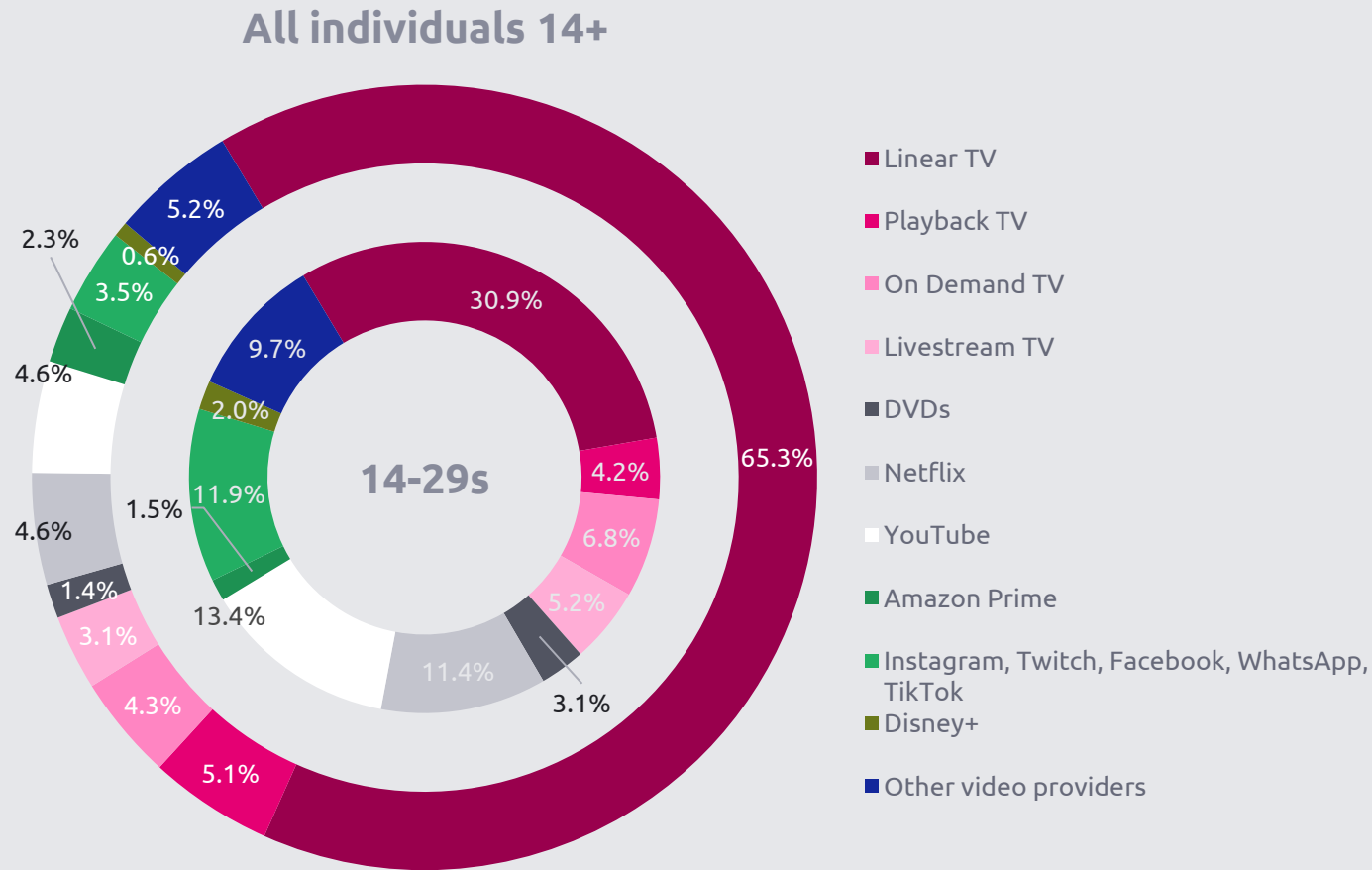
egta.

The Global TV Deck

Total TV's consumption across the world

www.theglobaltvgroup.com

Total TV consumption is over 75% in Austria



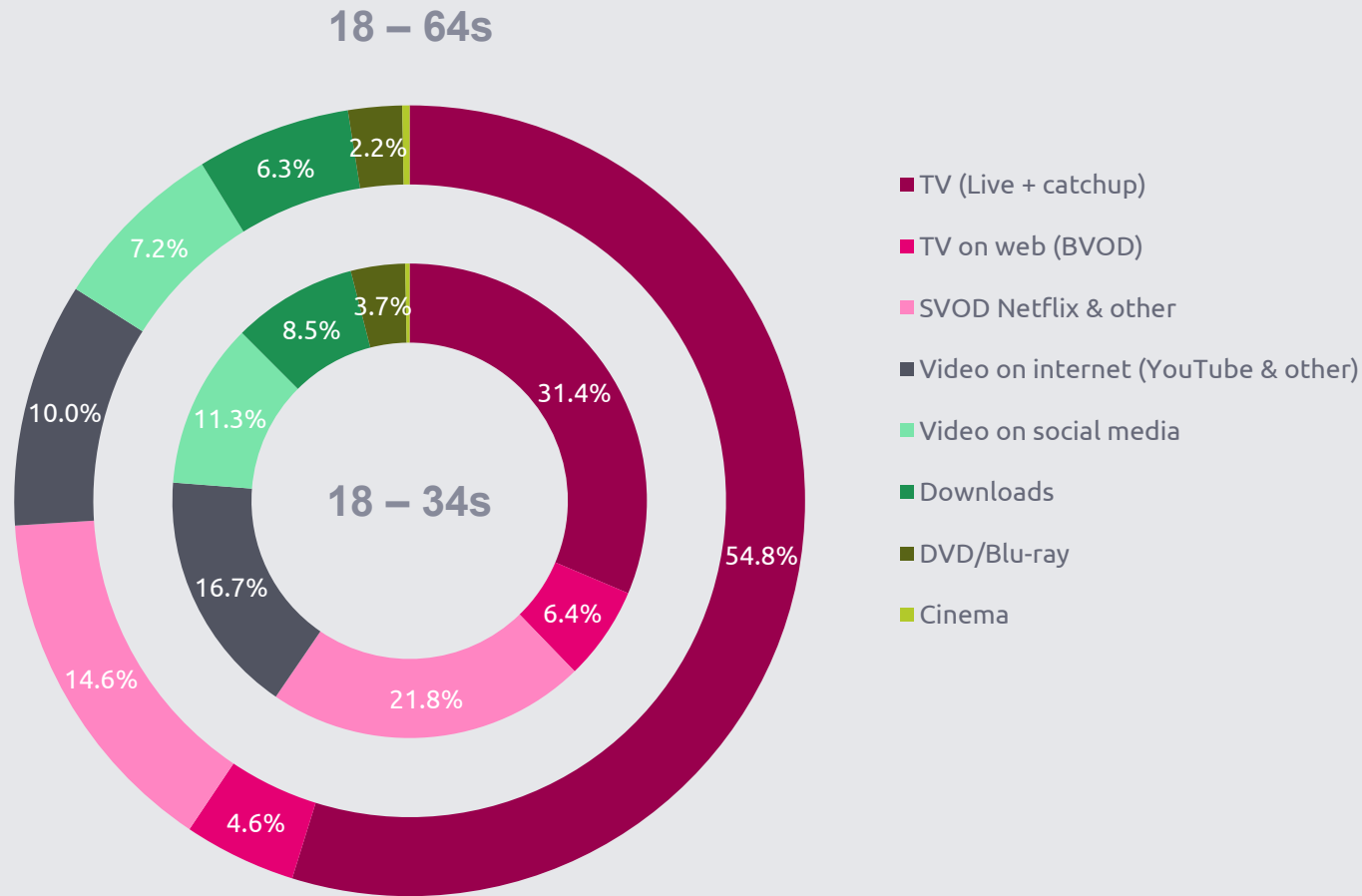
Average video time per day:

- All individuals 14+: 260 minutes
- 14-29s: 228 minutes

Source: AGTT Bewegtbildstudie 2022, people 14+ years, n=4.000, CAWI method.



Belgium South: TV holds 59% of video viewing



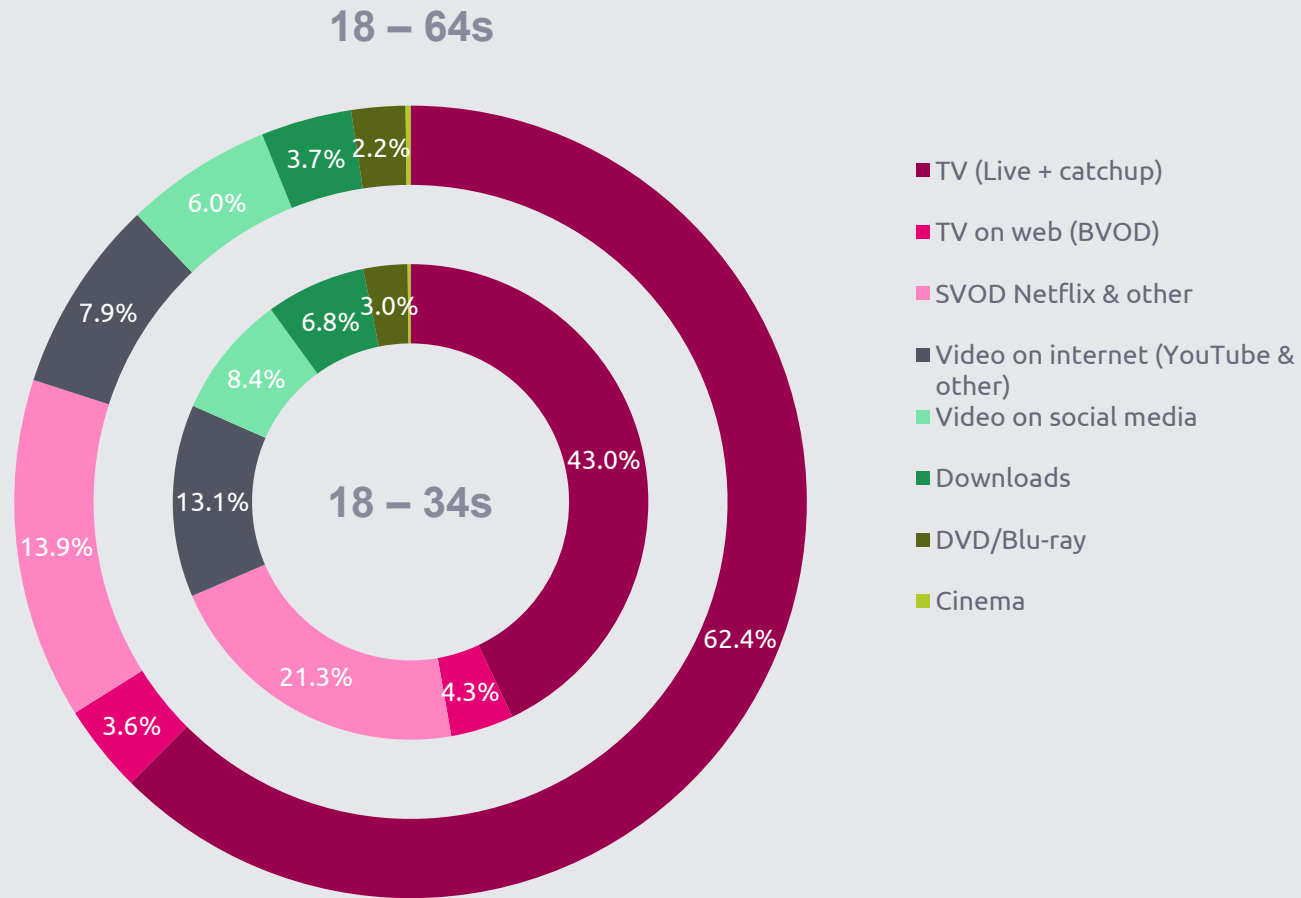
Average video time per day:

- **18-64s:**
344 minutes
- **18-34s:**
322 minutes

Source: IP Video Observer 2021. The data is for year 2021.



Belgium North: TV holds 66% of video viewing



Average video time per day:

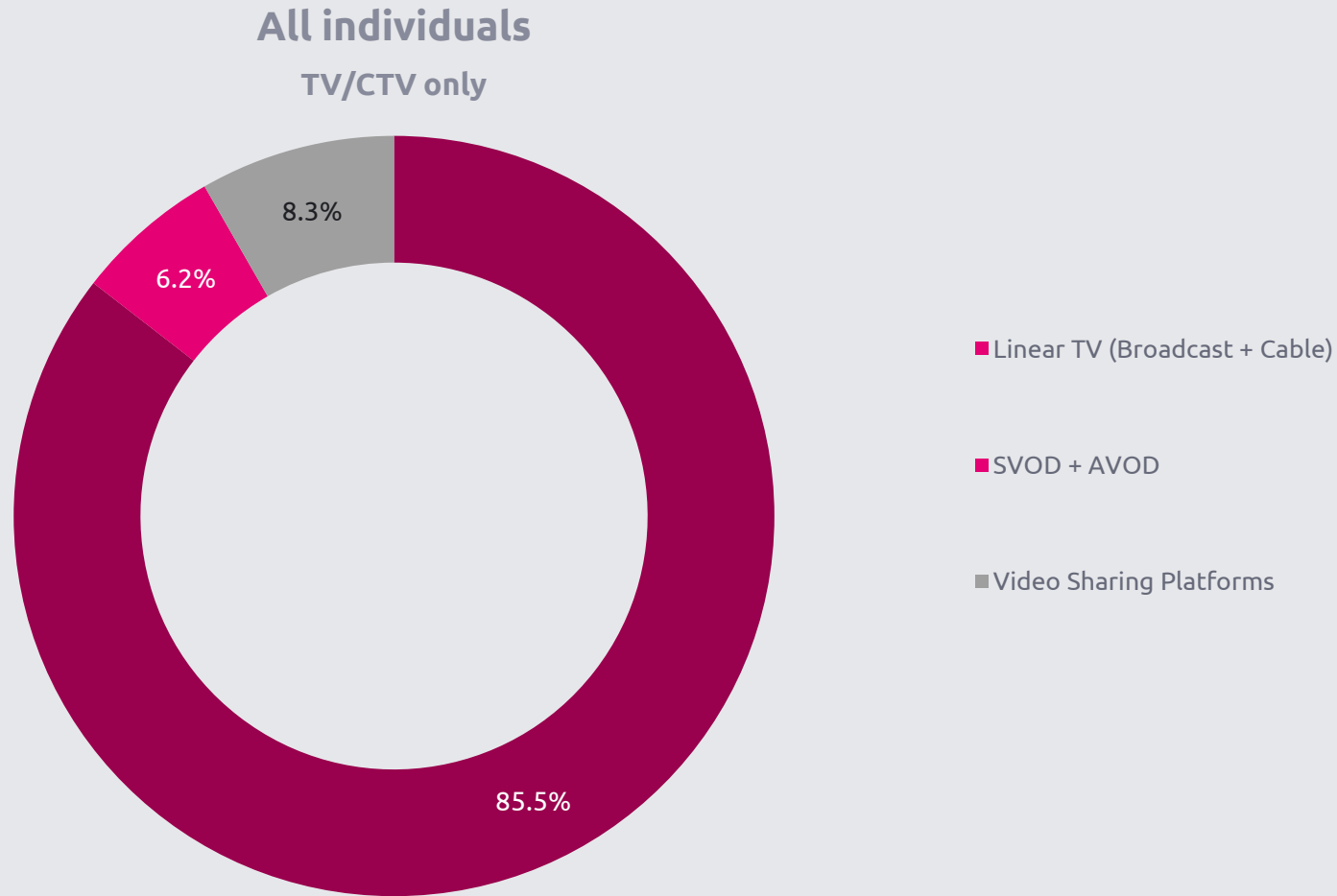
18-64s:
287 minutes

18-34s:
289 minutes

Source: IP Video Observer 2021. The data is for year 2021.



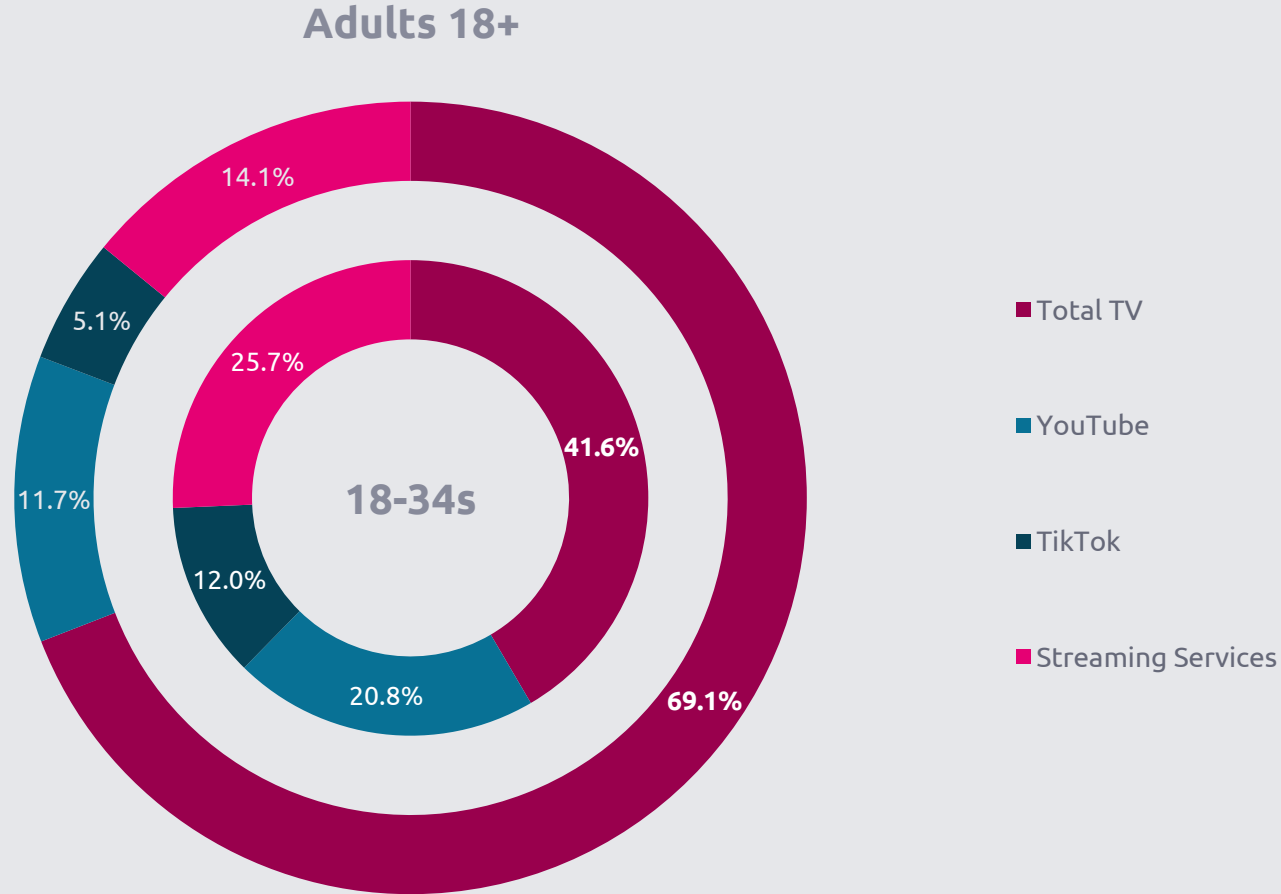
Linear TV is over 85% of Brazil's TV consumption



Source: Kantar IBOPE Media – February 2023



Total TV: 69% of Canada's video consumption



Average video time per day:

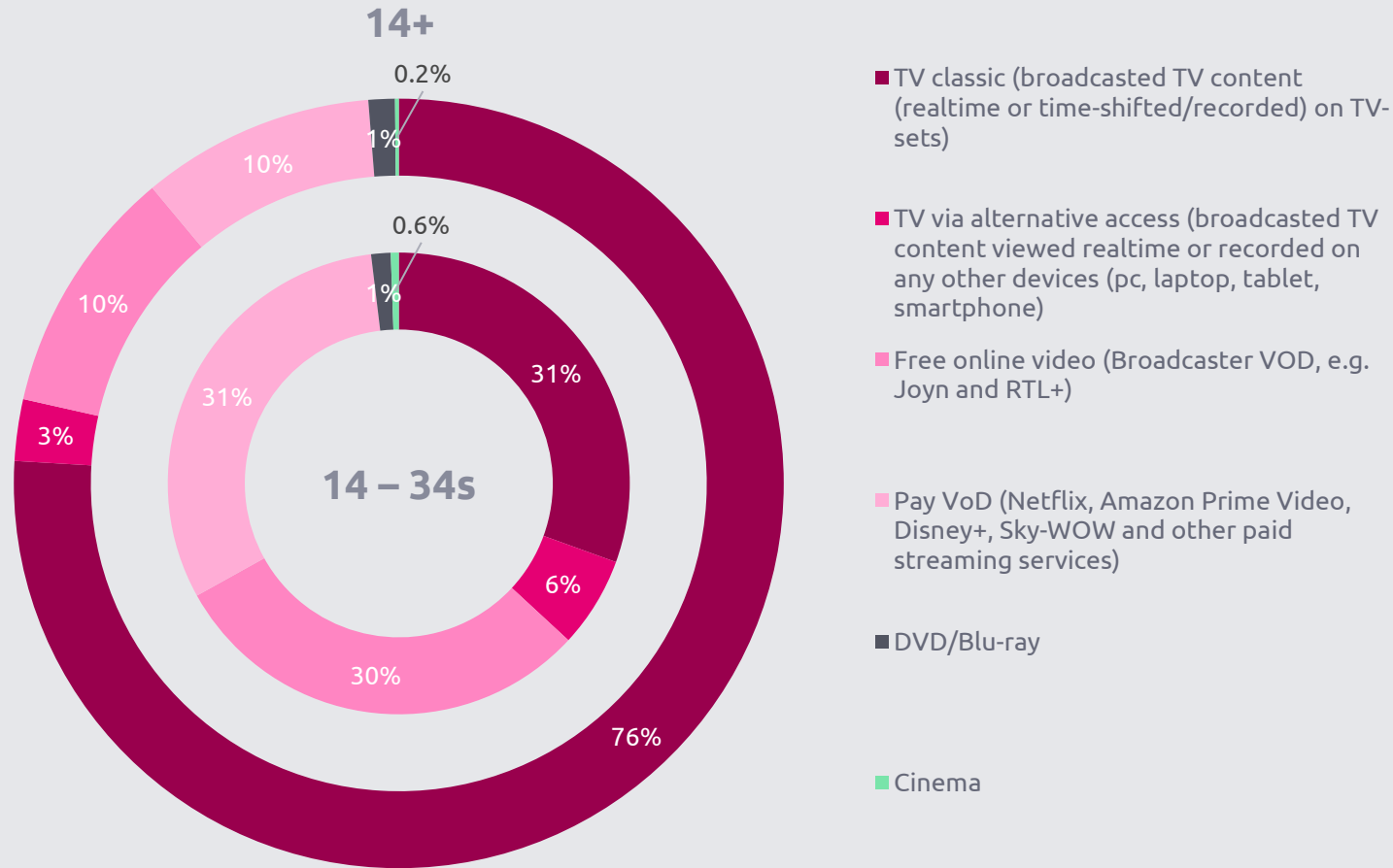
- **Adults 18:**
259 minutes
- **Adults 18-34s:**
179 minutes

Source:

- Linear TV: Numeris PPM, total Canada, Sep 2022-Feb 2023
- BVOD, YouTube, TikTok & streaming services: Numeris VAM Sep 2022-Jan 2023 (Quebec Franco + Ontario weighted up to represent rest of Canada)



TV counts for 76% of video time in Germany



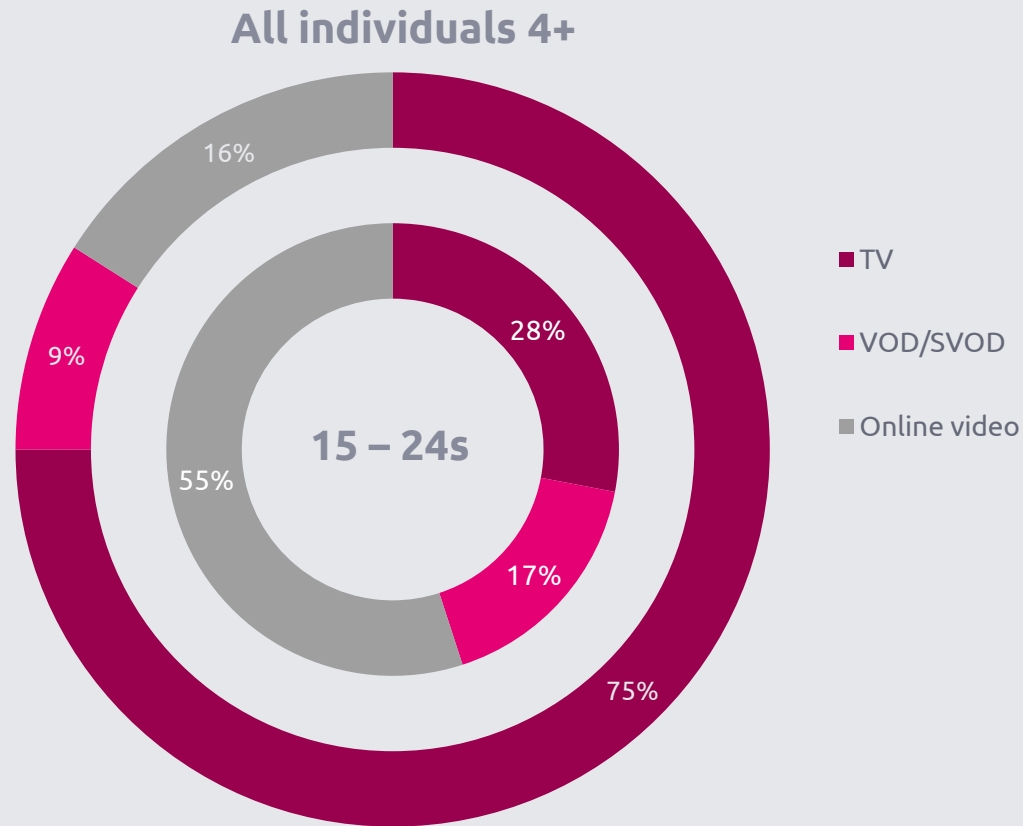
Average video time per day:

- **Adults 14+:**
281 minutes
- **14 – 34s:**
201 minutes

Source: ViewTime Report Q1/2022 – Q4/2022, 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=7,526



TV counts for 75% of video consumption in France



Average video time per day :

- **All individuals 4+ :**
286 minutes
 - 25-49s: 273 minutes
 - 50+: 359 minutes
- **15-24s:**
221 minutes

Source : Médiamétrie

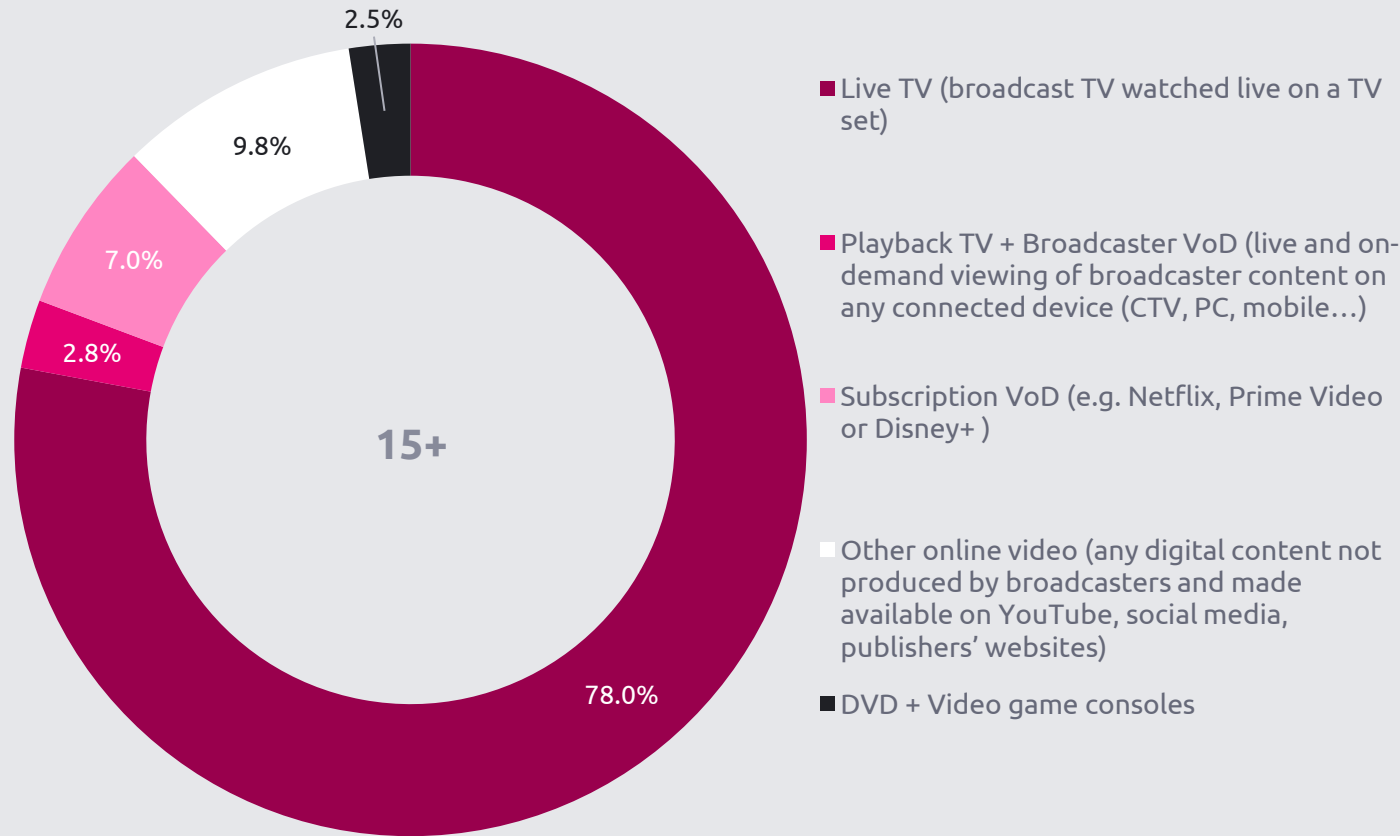
individuals 4+ owning a TV set – estimations based on Médiamat and Global Video Total 2022 : March-May and October-December 2022.

TV = Live + Recorded + Replay (Médiamat)

VOD/ SVOD = Platforms Netflix, Amazon Prime, Disney+, etc.

Online Video = YT, Meta, Instagram, etc.

Live TV dominates video consumption in Italy



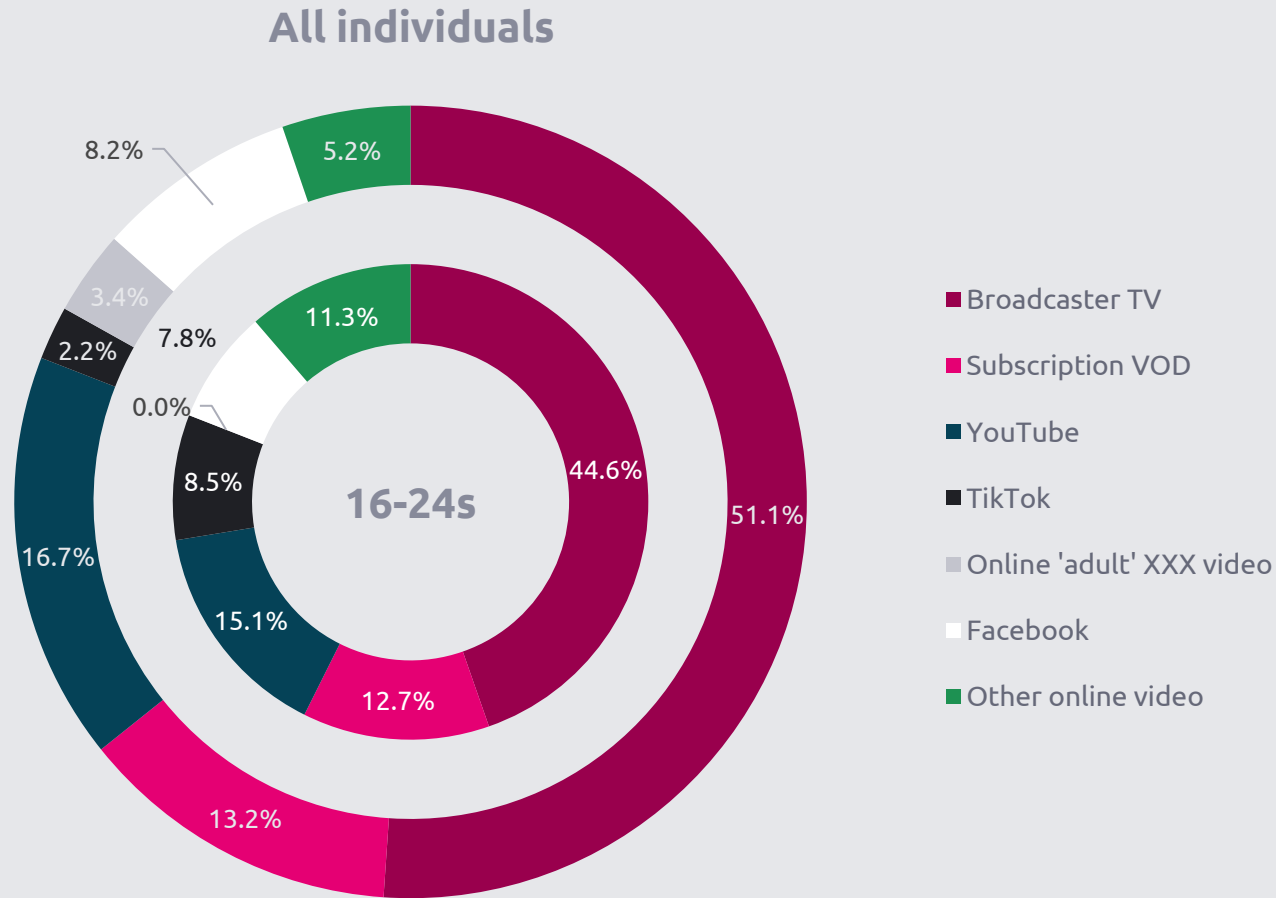
Average video time per day:

- Adults 15+: 296 minutes

Source: estimates by Mediaset/ Publitalia '80 based on data from Auditel, Audiweb, Comscore, SWG survey for OTT platforms. First half 2022, Total day



TV counts for 51% of video consumption in Latvia



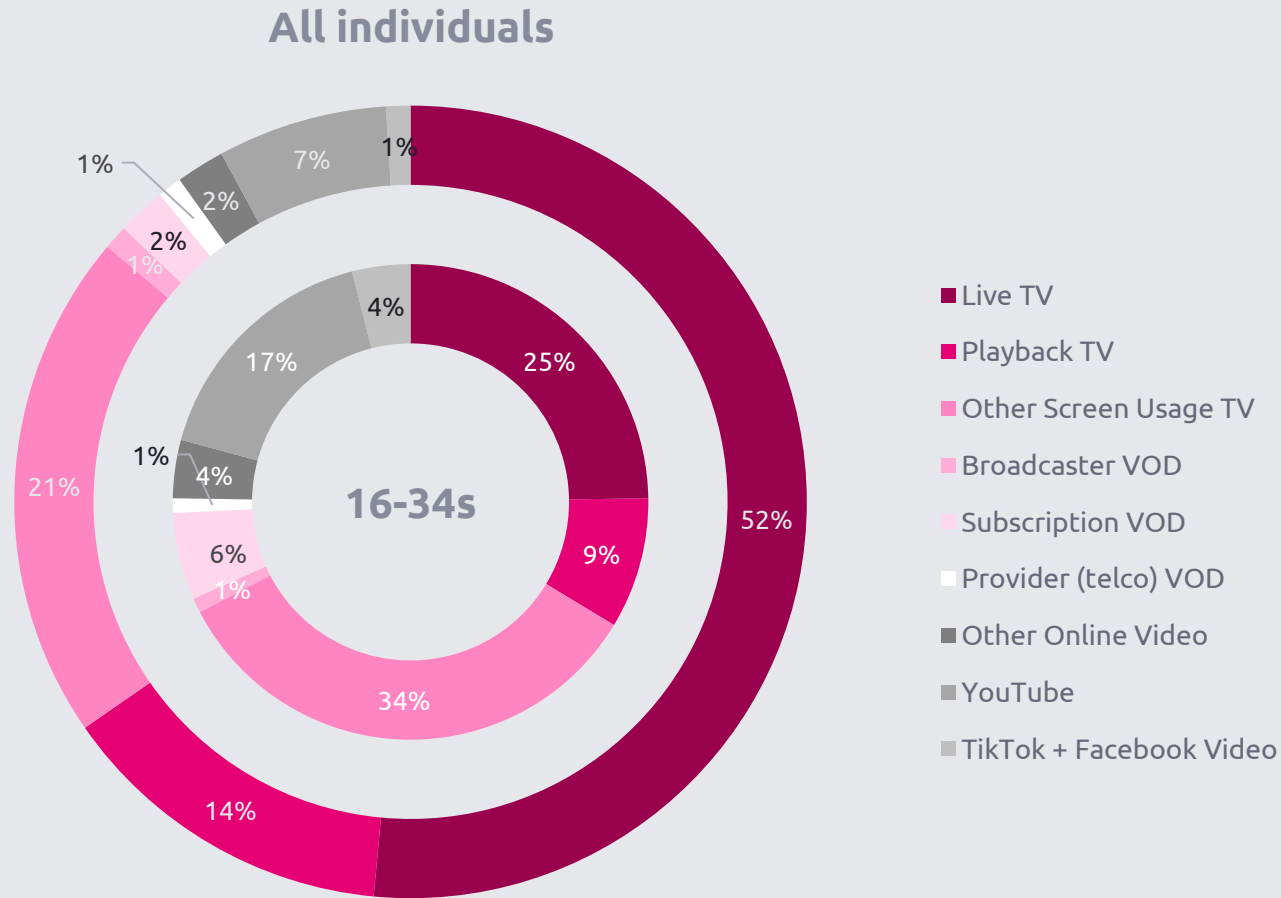
Average video time per day:

- All individuals : 303 minutes
- 16-24s: 283 minutes

Source: KANTAR Media Day 2022, KANTAR TAM, GEMIIUS AUDIENCE, PC data



Total TV dominates the Dutch video market



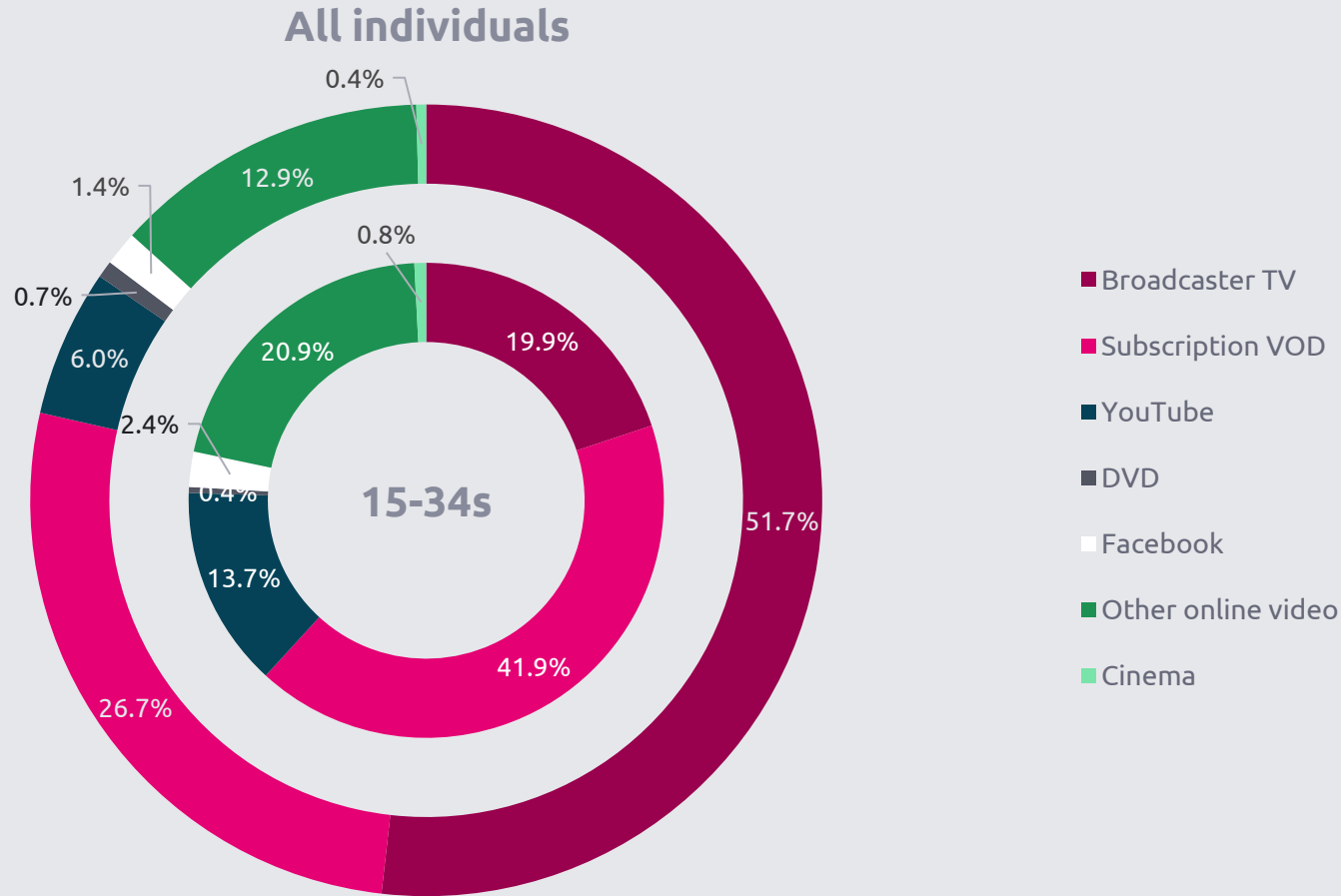
Average video time per day:

- **All individuals 13+ :**
210 minutes
- **16-34s:**
142 minutes

Source: SKO, GfK online video on PC/laptop, smartphone. 2022.



TV is over half of Norway's video consumption



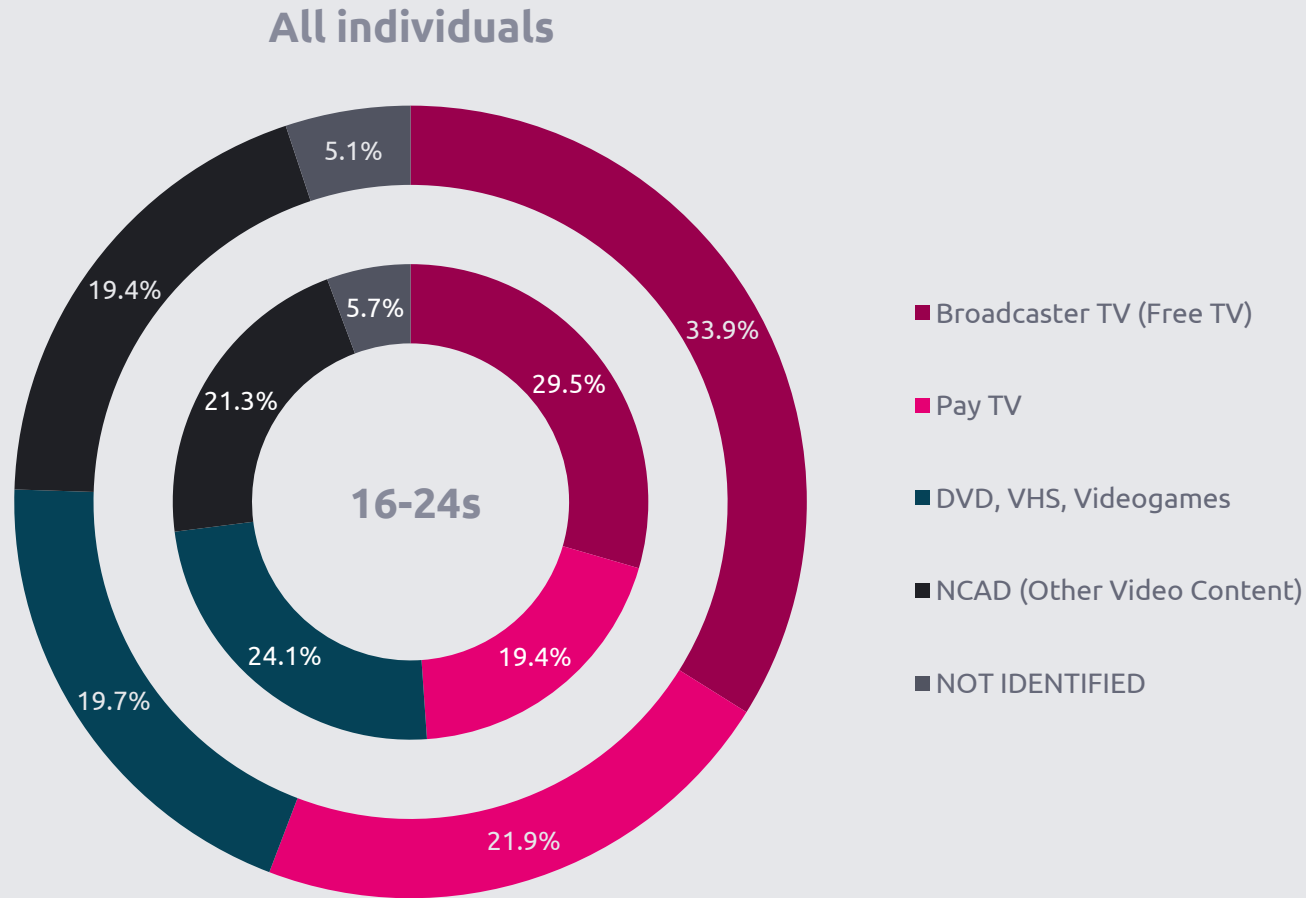
Average video time per day:

- **All individuals:**
251 minutes
- **15-34s:**
281 minutes

Source: Kantar Media Total Video 2021

"Other online video" includes other SVOD and social media.

Free & Pay TV captures over half of Peru's market



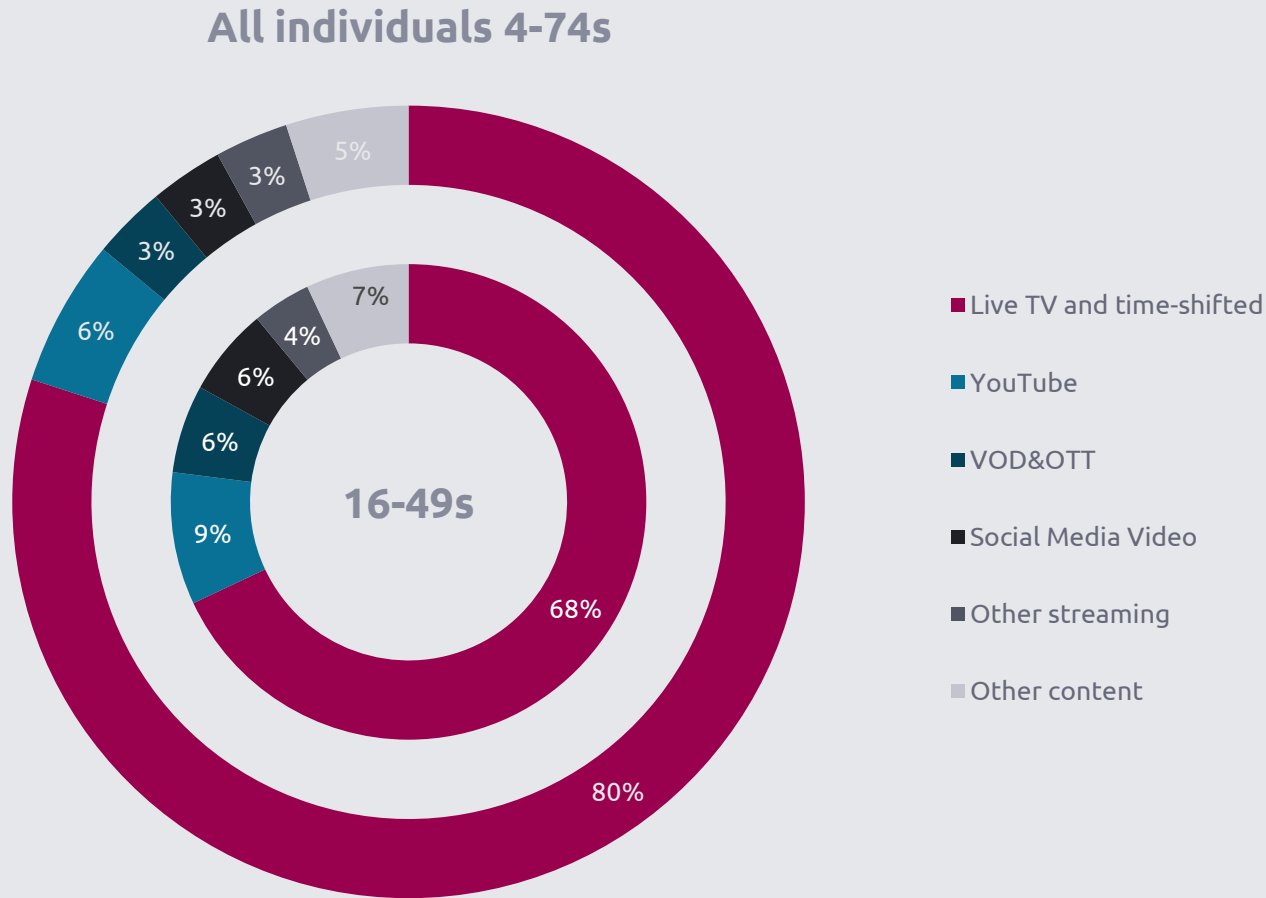
Average video time per day:

- All individuals: 604 minutes
- 16-24s: 593 minutes

Source: Kantar IBOPE Peru – Total Population: 14,260,000 – Lima +6 – 01/01/2022 to 31/12/2022 06 am to 24 am. ATS [hh:mm:ss | WAvg]



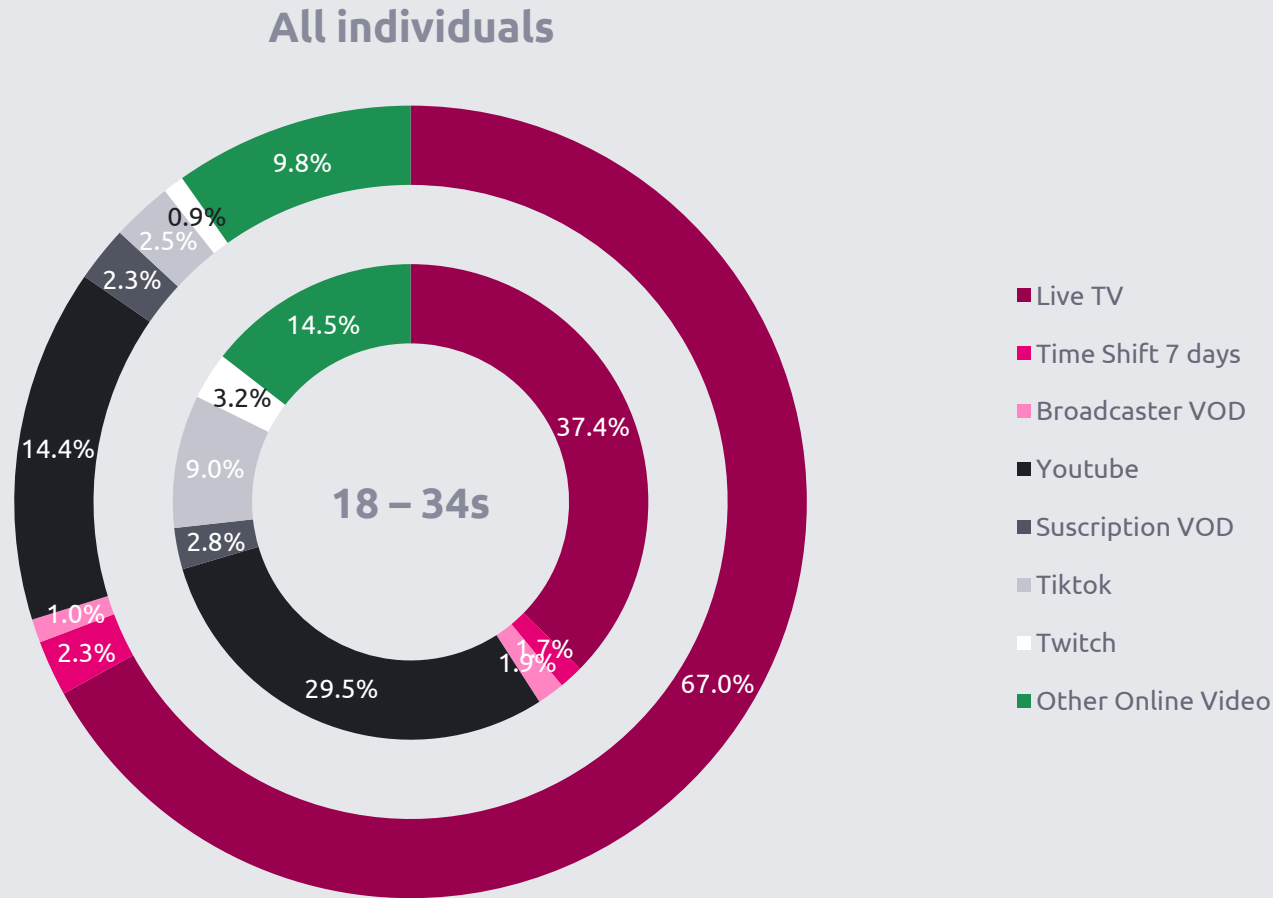
TV dominates video consumption in Poland



Source: Nielsen measurement panel, May-July 2022, ATV share - average daily time - measuring online video streaming via a household internet network and television content on a TV screen.



Spain's Live TV is 67% of video consumption



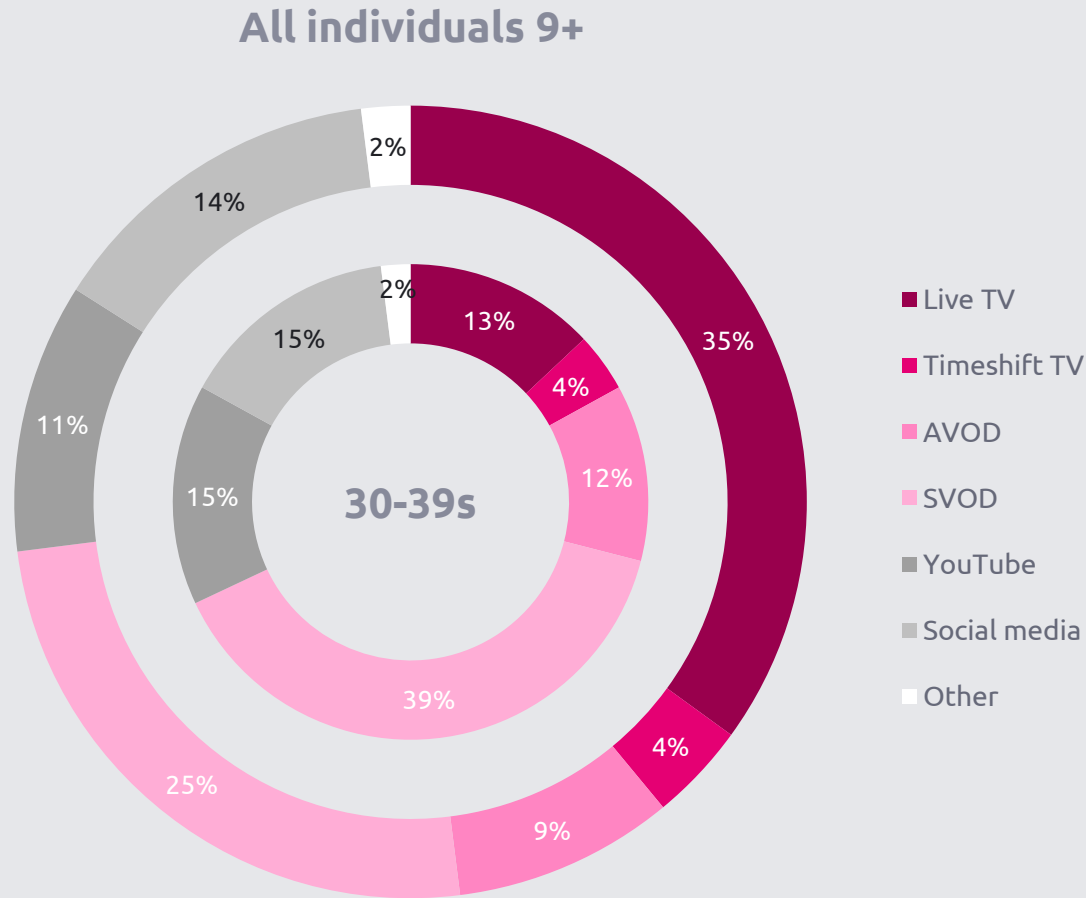
Average video time per day:

- **All individuals:**
211 minutes
- **18 – 34s:**
90 minutes

Source: December 2022, Kantar Media/ comScore Videometrix



Sweden: TV & VOD occupies 73% of video viewing



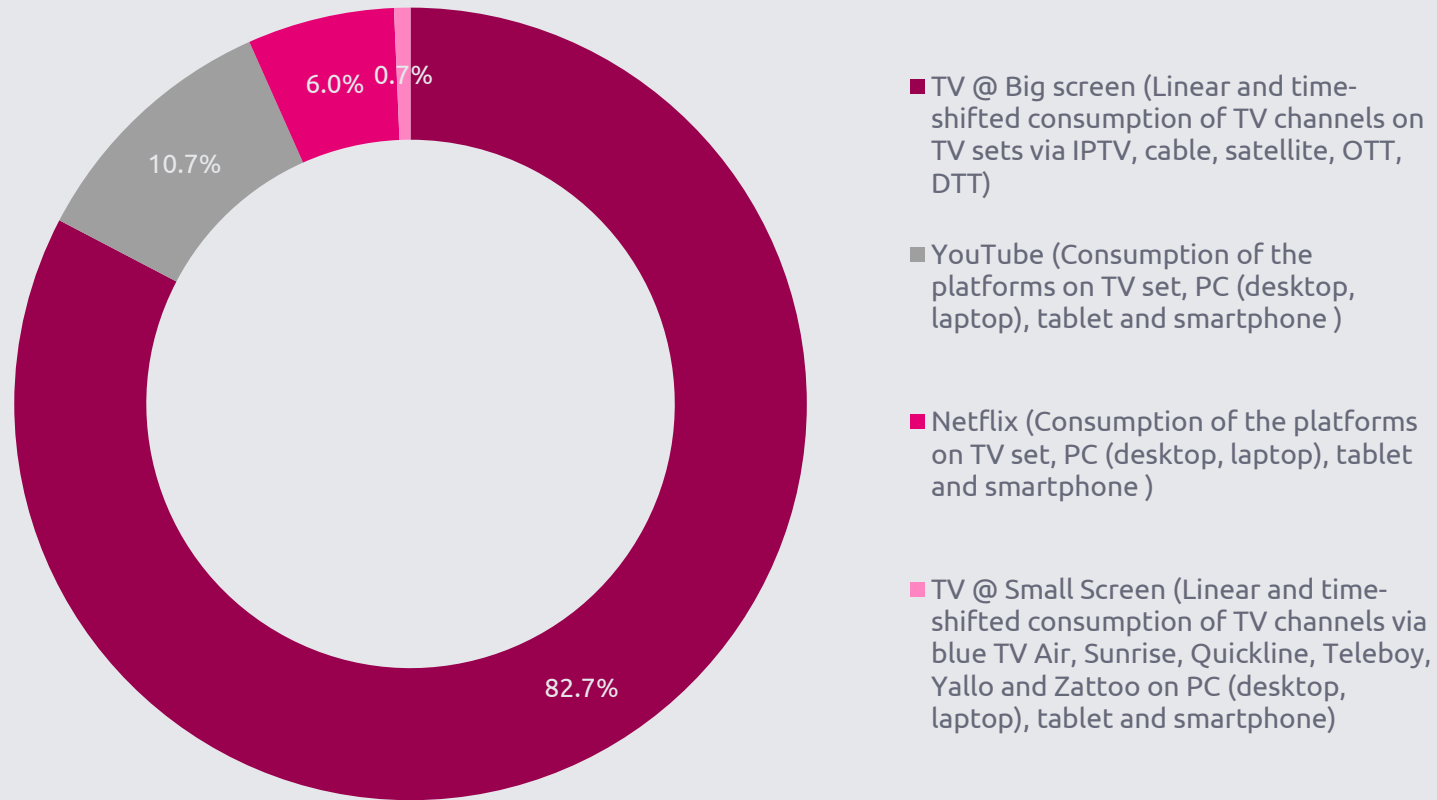
Average video time per day

- **All individuals 9+:**
317 minutes
- **30-39s:**
293 minutes

Source: MMS Advantedge Q4 2022 and MMS Trend&Tema Q4 2022. All individuals = 9 to 99 years old. Avod: SVT Play, TV4 play, Viafree, Discovery+ (avod), Barnkanalen, URPlay. Svod: Netflix, Viaplay, C more, Discovery+ prem., HBO Max, Amazon prime, Comhem play, Boxer play, Disney+ etc. Other online video: ABL TV, Expressen TV, Piratebay etc. Social media video: Facebook, Twitter, Instagram, Snapchat, TikTok etc

Switzerland: TV is over 80% of video consumption

All individuals



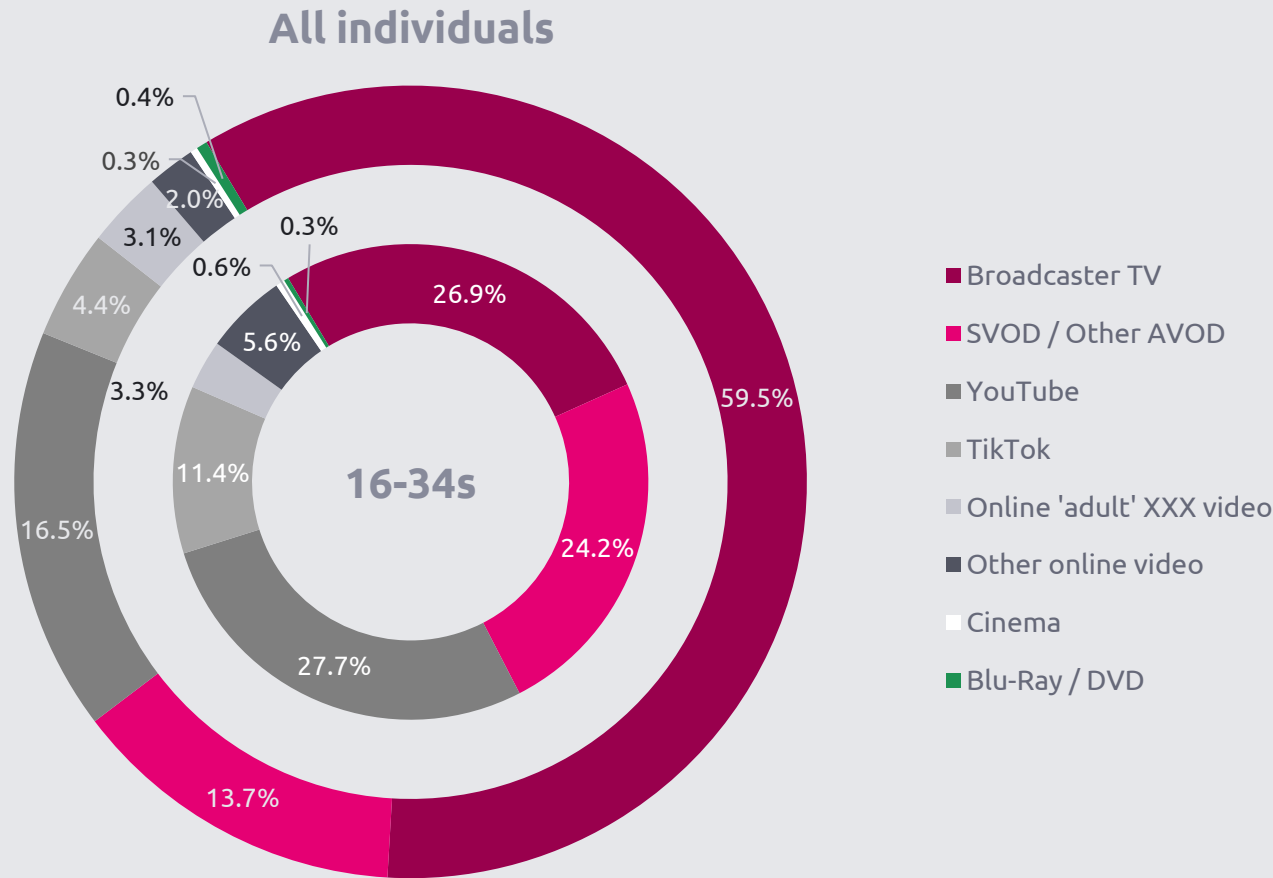
Average video time per day:

- All individuals: 150 minutes

Source: Mediapulse TV and Streaming Data, Switzerland, people 3+, whole day, Monday-Sunday, 1.10.2022-31.12.2022



Broadcaster TV accounts for 60% of UK's video market



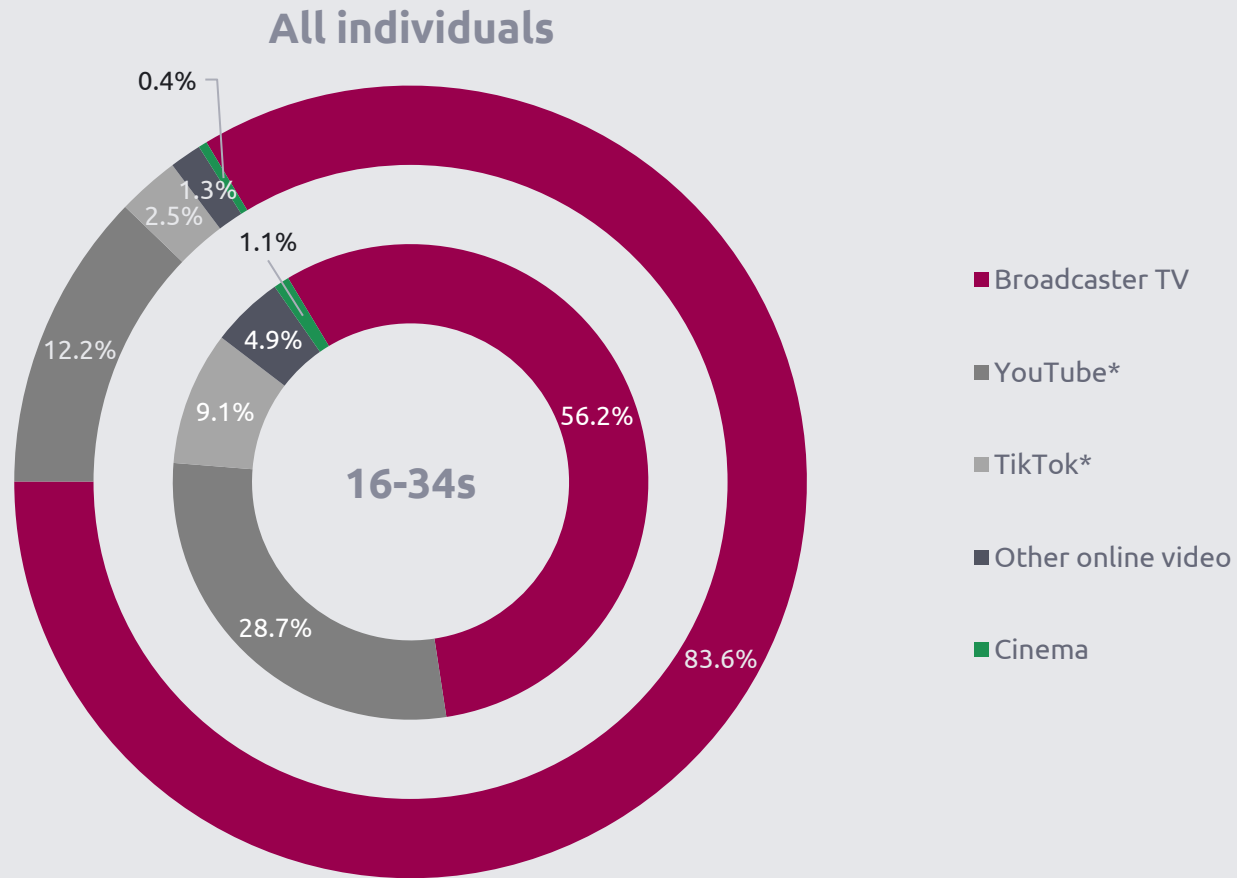
Average video time per day:

- **All individuals:**
270 minutes
- **16-34s:**
227 minutes

Source: 2022, Barb / Broadcaster stream data / ViewersLogic / IPA TouchPoints 2022 (wave 1 and 2) / Pornhub / UK Cinema Association



UK's advertising consumption: 83% broadcaster TV



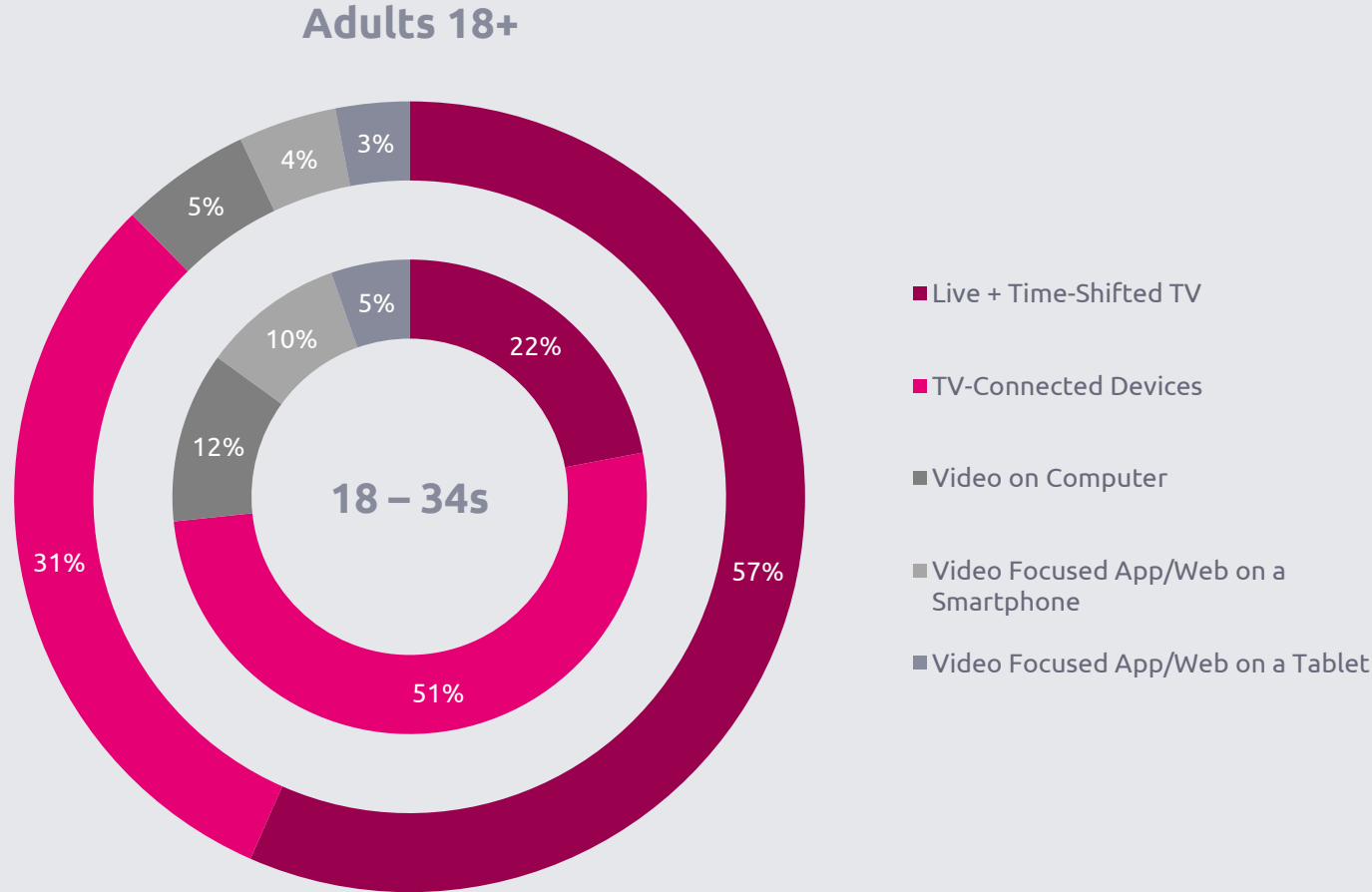
Average video advertising time per day:

- **All individuals:**
17 minutes
- **16-34s:**
10.3 minutes

Source: 2022, Barb / Broadcaster stream data / IPA TouchPoints 2022 / UK Cinema Association / ViewersLogic to model OOH viewing time *YouTube ad time modelled at 4.1% of content time, TikTok ad time modelled at 3.4% of content time using agency and broadcaster data, Other online modelled at 4% of content time)



The big screen dominates video consumption in the US



Average video time per day:

- Adults 18+: 313 minutes
- 18 – 34s: 200 minutes

Source: VAB analysis of data from the Nielsen Total Audience Report, 3Q 2022. Average video time based on U.S. population.

TV-Connected Device = devices connected to the TV that are used to stream content such as smart TV apps, Apple TV, Roku, Google Chromecast, Amazon Fire TV, smartphone, computer / laptop, game console and connected DVD player.

