



The
Global
TV Group

egta

The Global TV Deck

Total TV's consumption across the world

The Global TV Deck 2024

1. Austria
2. Belgium
3. Canada
4. Denmark
5. France
6. Germany
7. Italy
8. Japan
9. Netherlands
10. Norway
11. Poland
12. Spain
13. Sweden
14. Switzerland
15. United Kingdom
16. United States

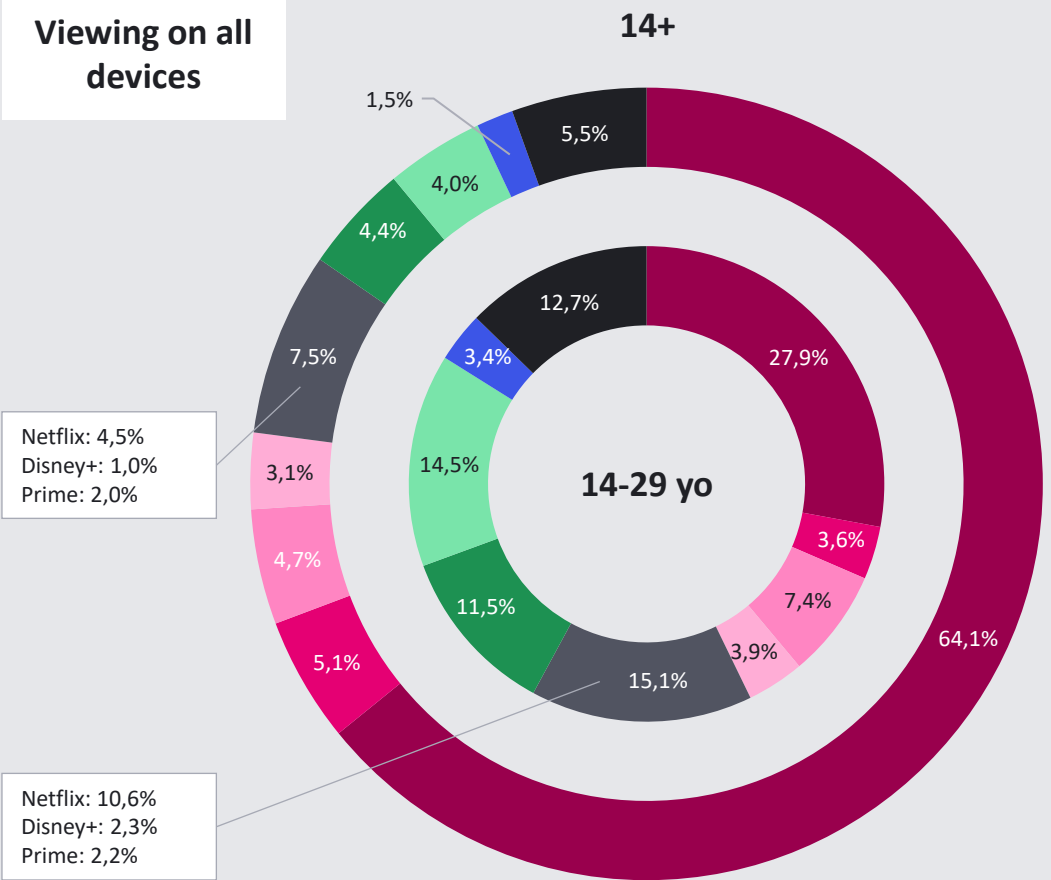
This compelling – perhaps counter-intuitive – new data on video consumption from 16 countries has been collected by egta and the Global TV Group. It demonstrates the continued popularity, presence, and power of TV around the world.

Although, thanks to digitization, today's TV can be watched in many ways – be it broadcast or streamed, live or on demand – its digital transformation has done nothing to diminish its ability to captivate attention.

In fact, TV's digital expansion is making it even stronger, even more compelling for both viewers and advertisers, with new technologies enabling TV companies to continue breaking new creative and commercial ground.

Austria: Multiplatform TV accounts for 77% of video consumption

Viewing on all devices



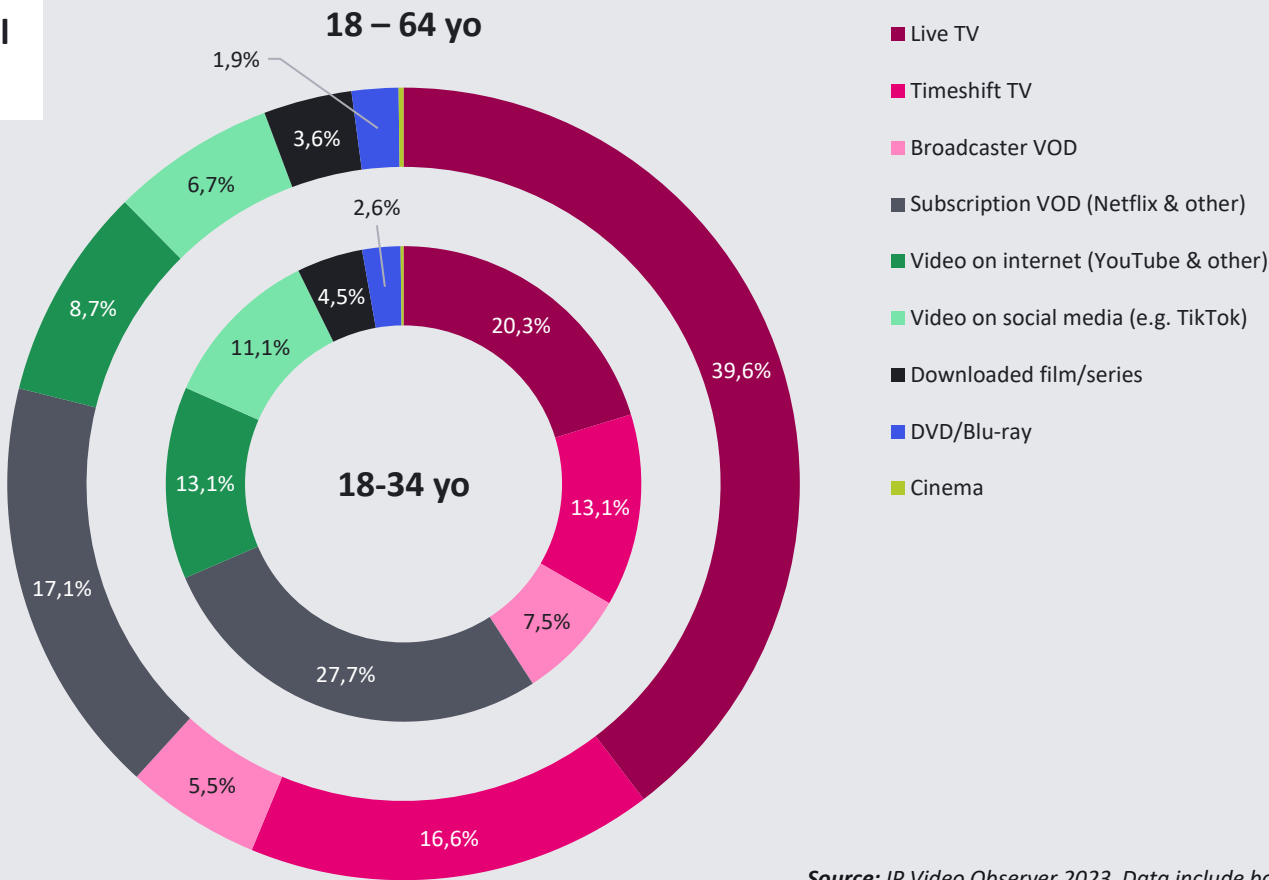
Average video time per day:

- 14+: 223 minutes
- 14-29 yo: 184 minutes

Source: RTR / AGTT Bewegtbildstudie 2024

Belgium: Multiplatform TV accounts for 61,7% of video consumption

Viewing on all devices



Average video time per day:

- 18-64 yo: 300 minutes
- 18-34 yo: 314 minutes

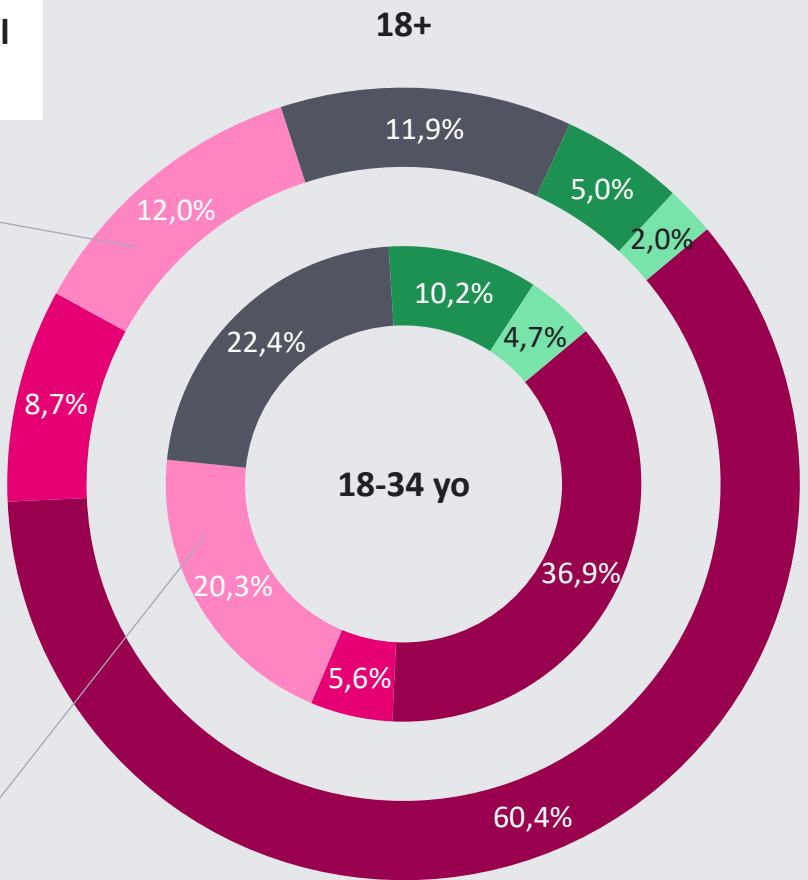
Source: IP Video Observer 2023. Data include both Belgium North and South

Canada: Multiplatform TV accounts for 69,1% of video consumption

Viewing on all devices

Netflix: 5,5%
Disney+: 1,4%
Prime: 4,8%
Apple+ TV: 0,3%

Netflix: 11%
Disney+: 1,6%
Prime: 7,4%
Apple+ TV: 0,3%



- Live TV
- Timeshift TV + BVOD
- Subscription VOD
- YouTube
- TikTok
- Other video platforms (excl. FB & Instagram video)

Average video time per day:

- **18+:**
237 minutes
- **18-34 yo:**
167 minutes

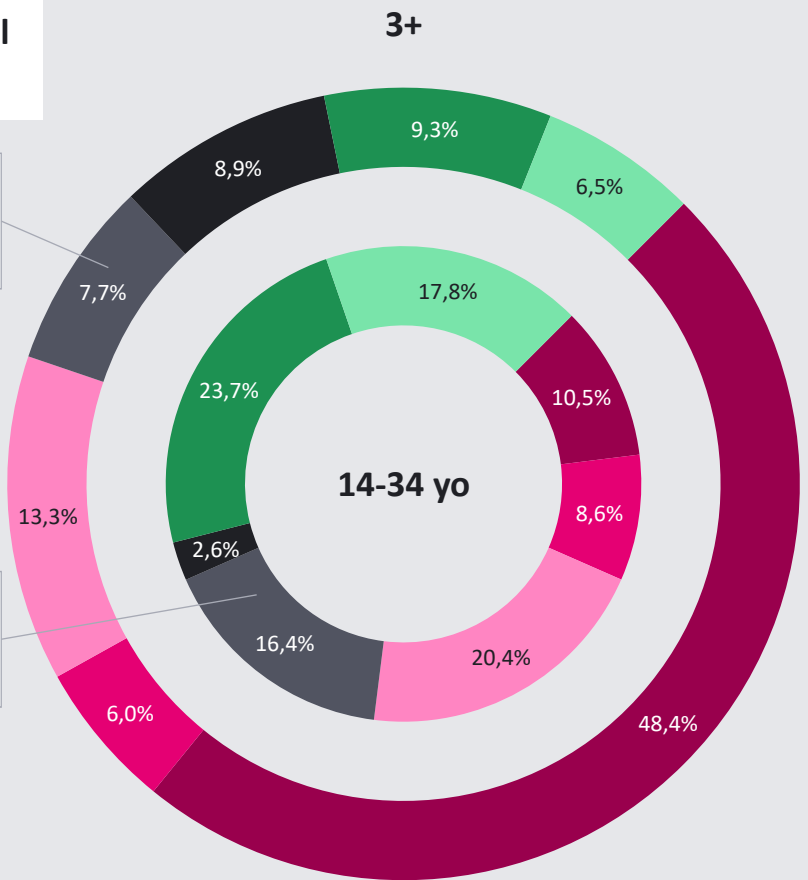
Source: Numeris VAM Data, Fall 2023, Ontario + Quebec Franco; streaming services are in-home viewing only

Denmark: Multiplatform TV accounts for 67,7% of video consumption

Viewing on all devices

Netflix: 4,5%
 Disney+: 2,4%
 Prime: 0,4%
 Other SVOD: 0,4%

Netflix: 9,2%
 Disney+: 5,9%
 Prime: 0,7%
 Other SVOD: 0,6%



- Live + VOSDAL TV
- Timeshift TV
- Broadcaster VOD *
- Subscription VOD
- Distributor streaming services
- YouTube
- Video on social media
TikTok, Facebook, Instagram, Twitch

Average video time per day:

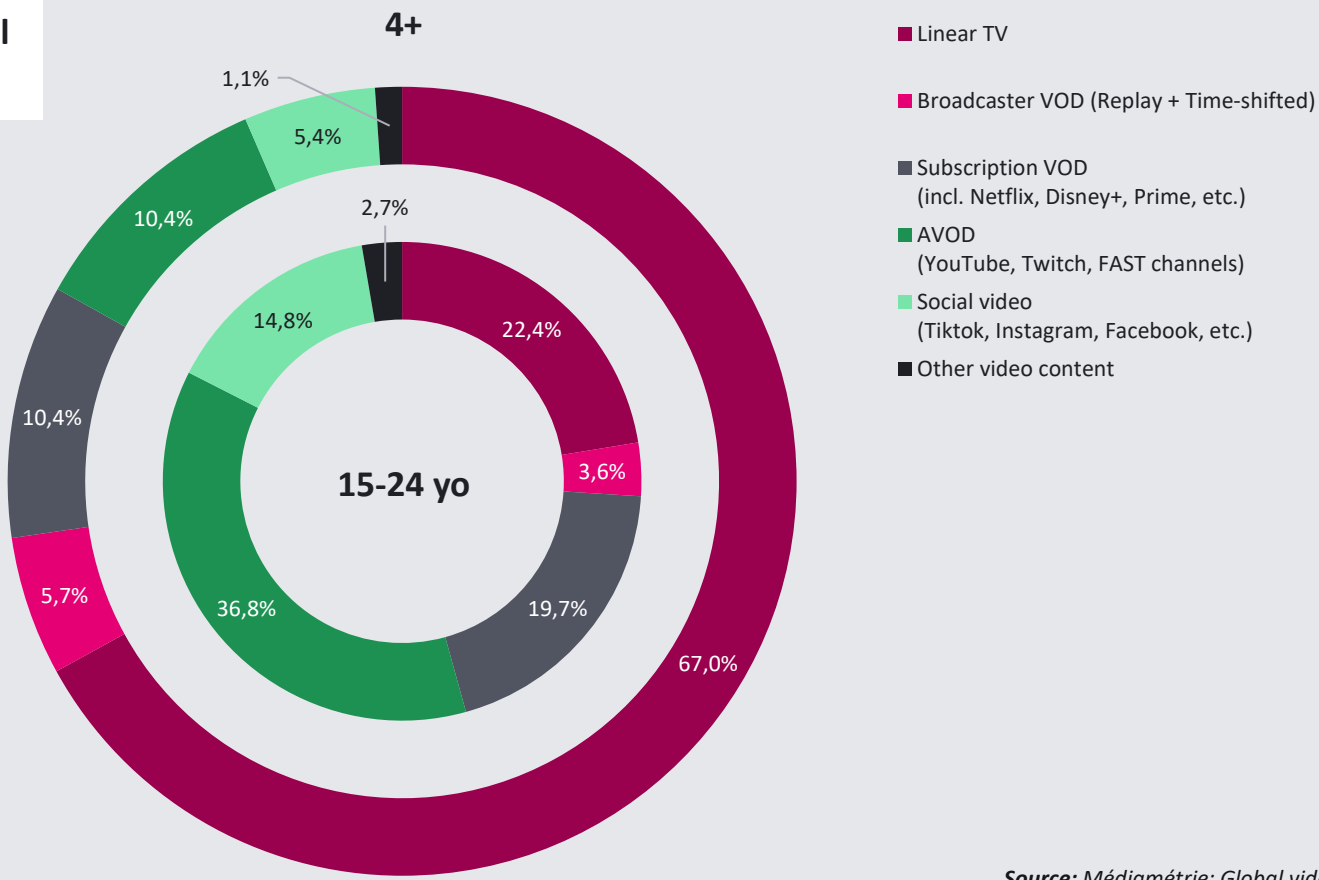
- **3+:**
248 minutes
- **14-34 yo:**
152 minutes

**Note that there is an overlap between time-shifted viewing on linear and BVOD as it is not possible to fully distinguish this with the data split used in this chart.*

Source: Nielsen Denmark 2023

France: Multiplatform TV accounts for 72,7% of video consumption

Viewing on all devices



Average video time per day :

- **4+:**
279 minutes
- **15-24 yo:**
223 minutes

Source: Médiamétrie; Global vidéo and Médiamat 2023

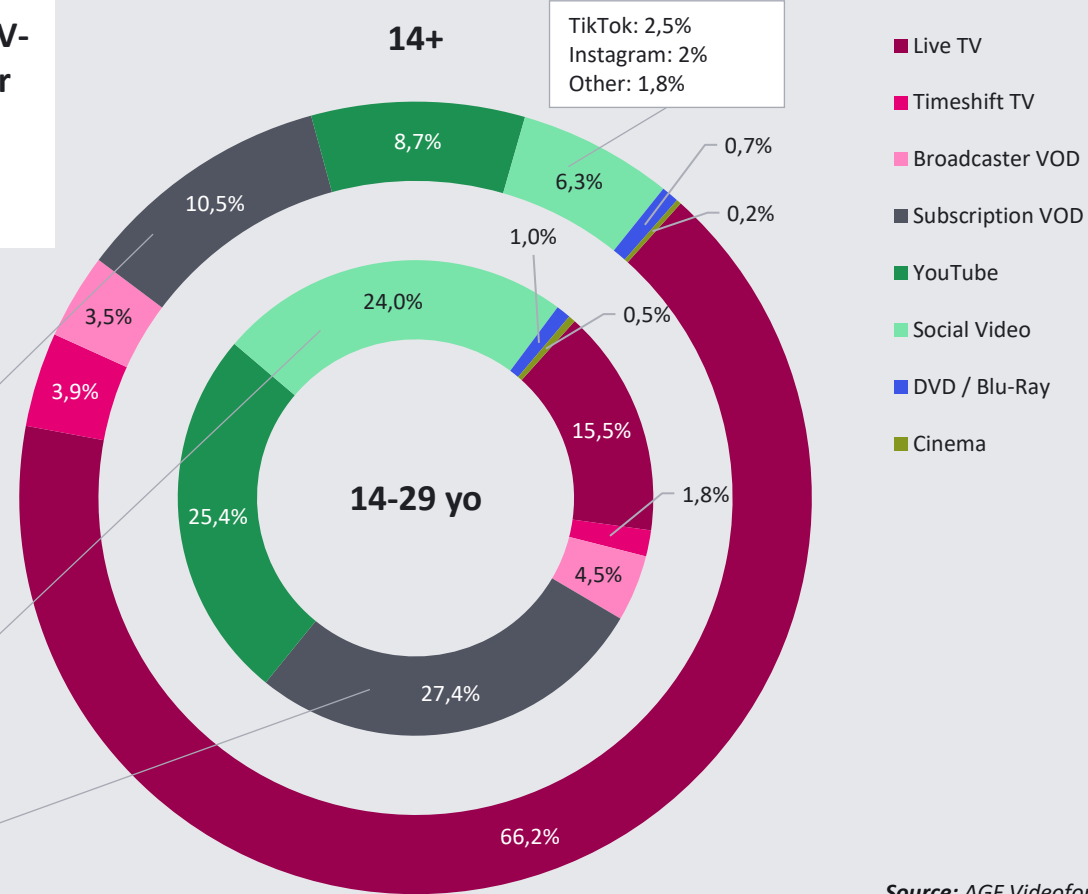
Germany: Total TV accounts for 73,6% of video consumption

Viewing on TV-set for linear TV and all devices for streaming

Netflix: 5,9%
Disney+: 1,8%
Prime: 2,3%
Other: 0,5%

TikTok: 11,9%
Instagram: 7,9%
Other: 4,2%

Netflix: 15,6%
Disney+: 5%
Prime: 5,8%
Other: 1%



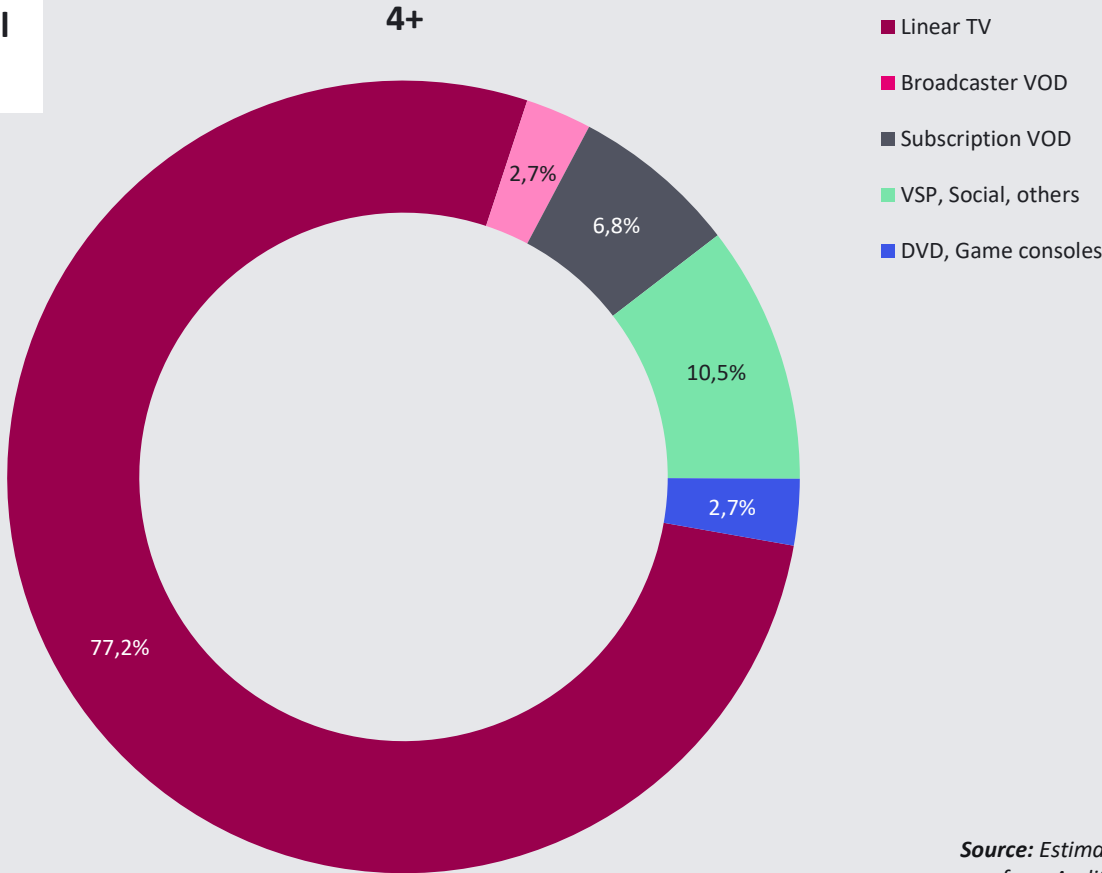
Source: AGF Videoforschung; AGF SCOPE 1.7 / ViewTime Report 2024

Average video time per day:

- 14+: 285 minutes
- 14 – 29 yo: 225 minutes

Italy: Multiplatform TV accounts for 79,9% of video consumption

Viewing on all devices



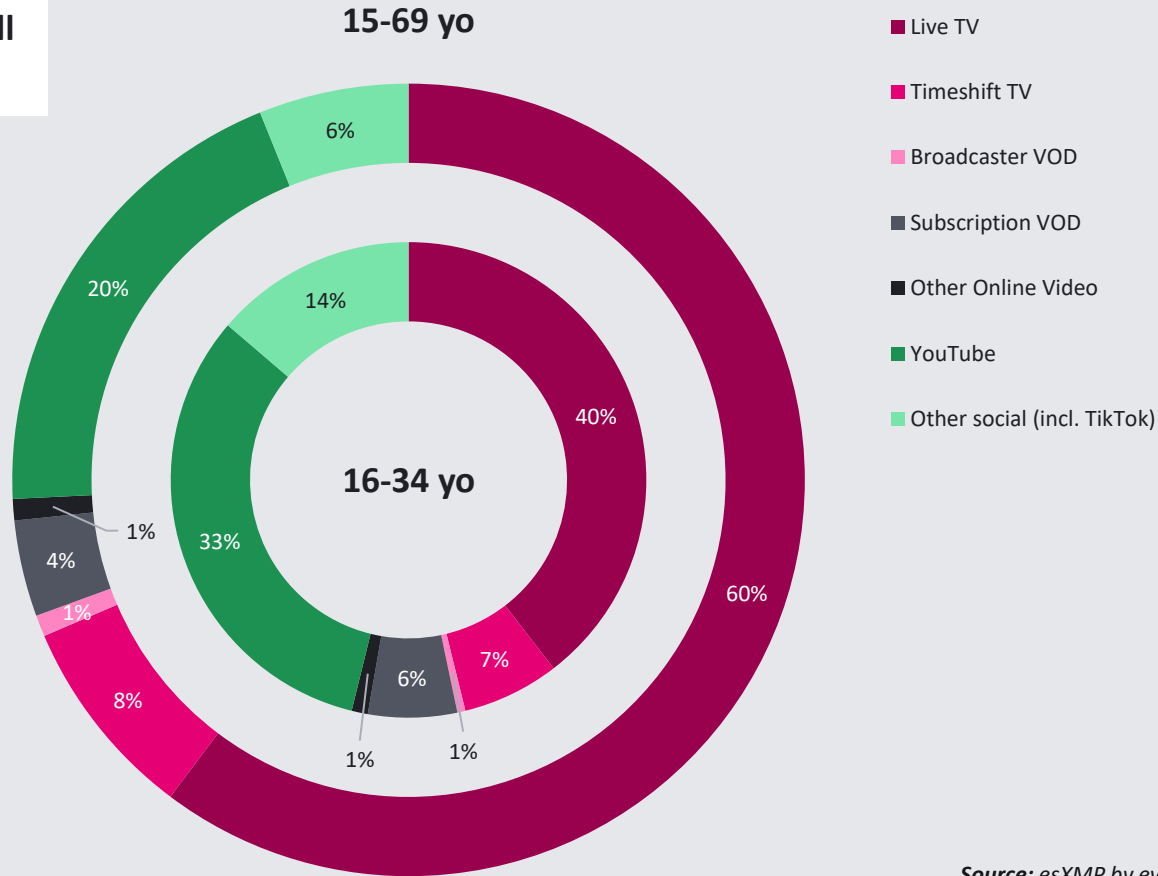
Average video time per day:

- 4+: 294 minutes

Source: Estimates by Mediaset/ Publitalia '80 based on data from Auditel, Audiweb, Comscore, internal surveys 2023

Japan: Multiplatform TV accounts for 69% of video consumption

Viewing on all devices



Average video time per day:

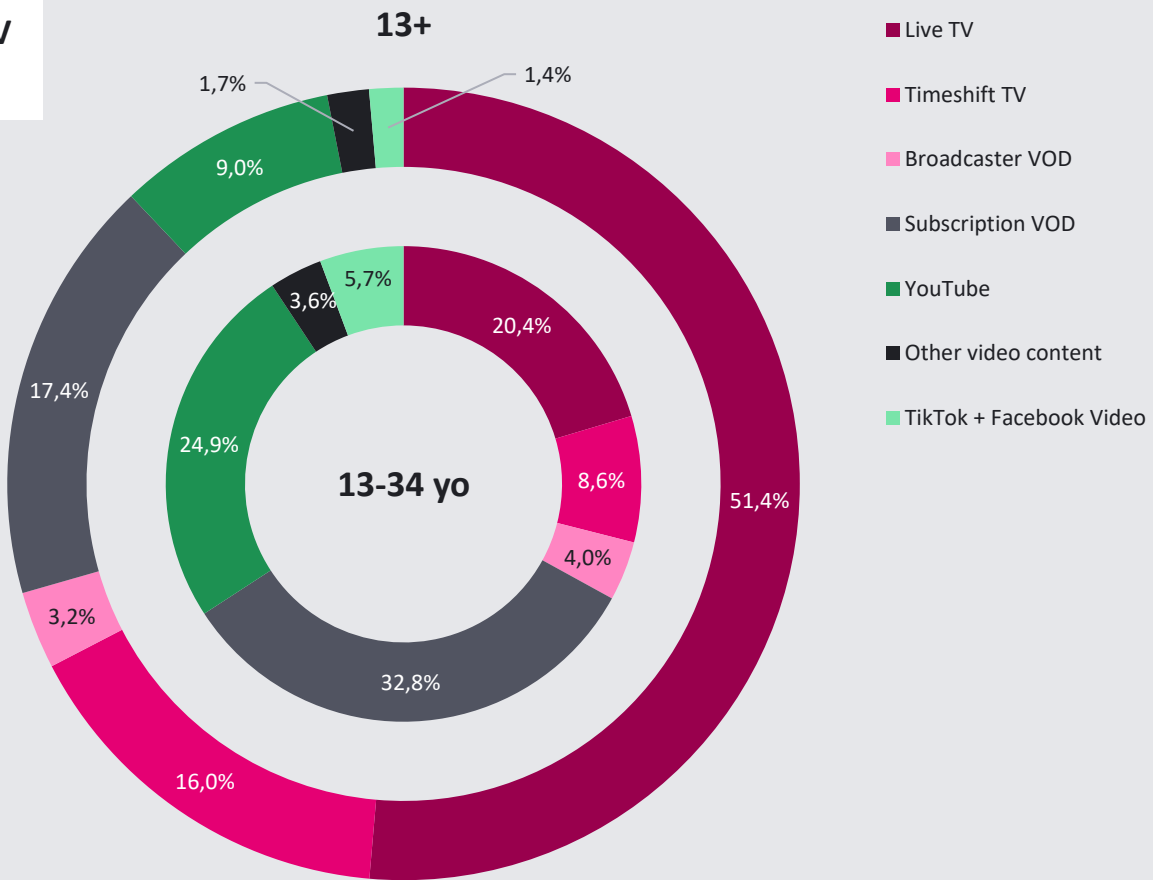
- 15-69 yo: 229 minutes
- 16-34 yo: 181 minutes

Source: esXMP by everysync, Output by Video Research 2023



The Netherlands: Total TV accounts for 70,6% of video consumption

Viewing on TV set only



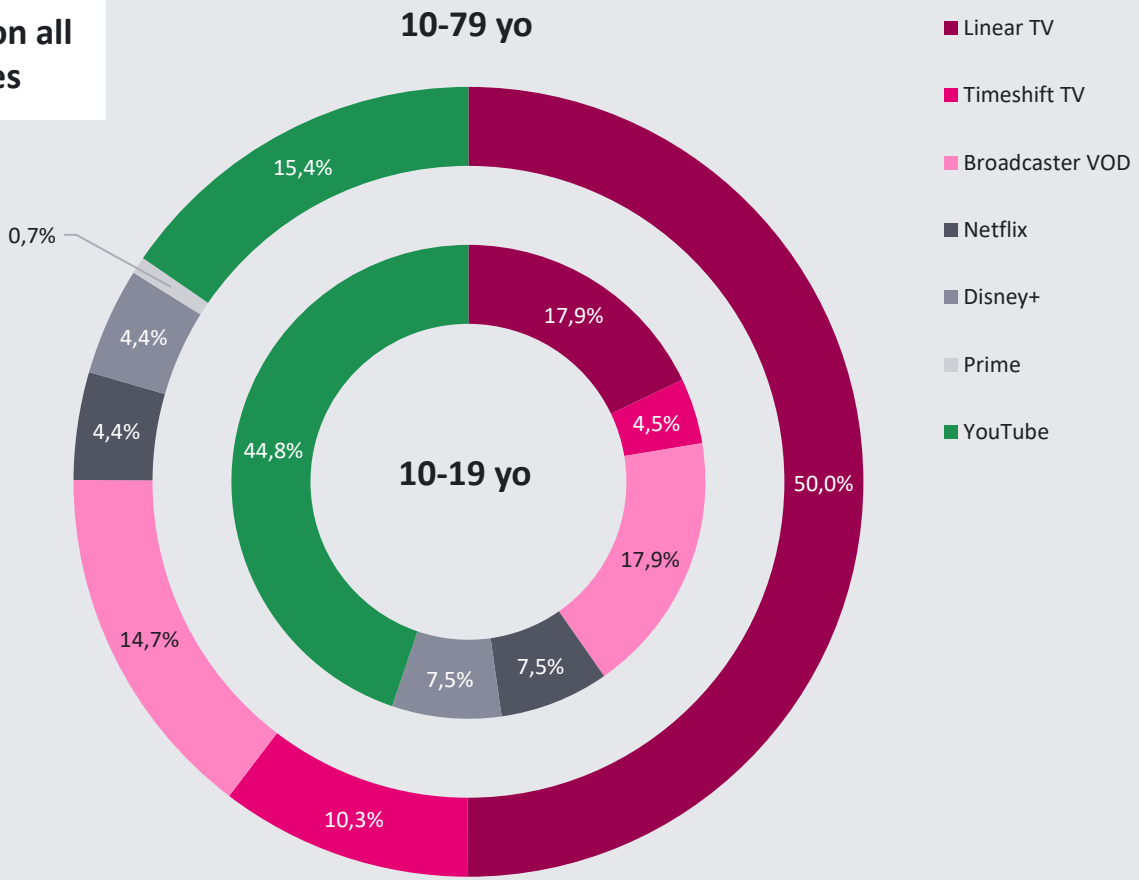
Average video time per day:

- 13+ : 208 minutes
- 13-34 yo: 139 minutes

Source: SKO/NMO/GfK 2023

Norway: Multiplatform TV accounts for 75% of video consumption

Viewing on all devices



Average video time per day :

- 10-79 yo: 136 minutes
- 10-19 yo: 67 minutes

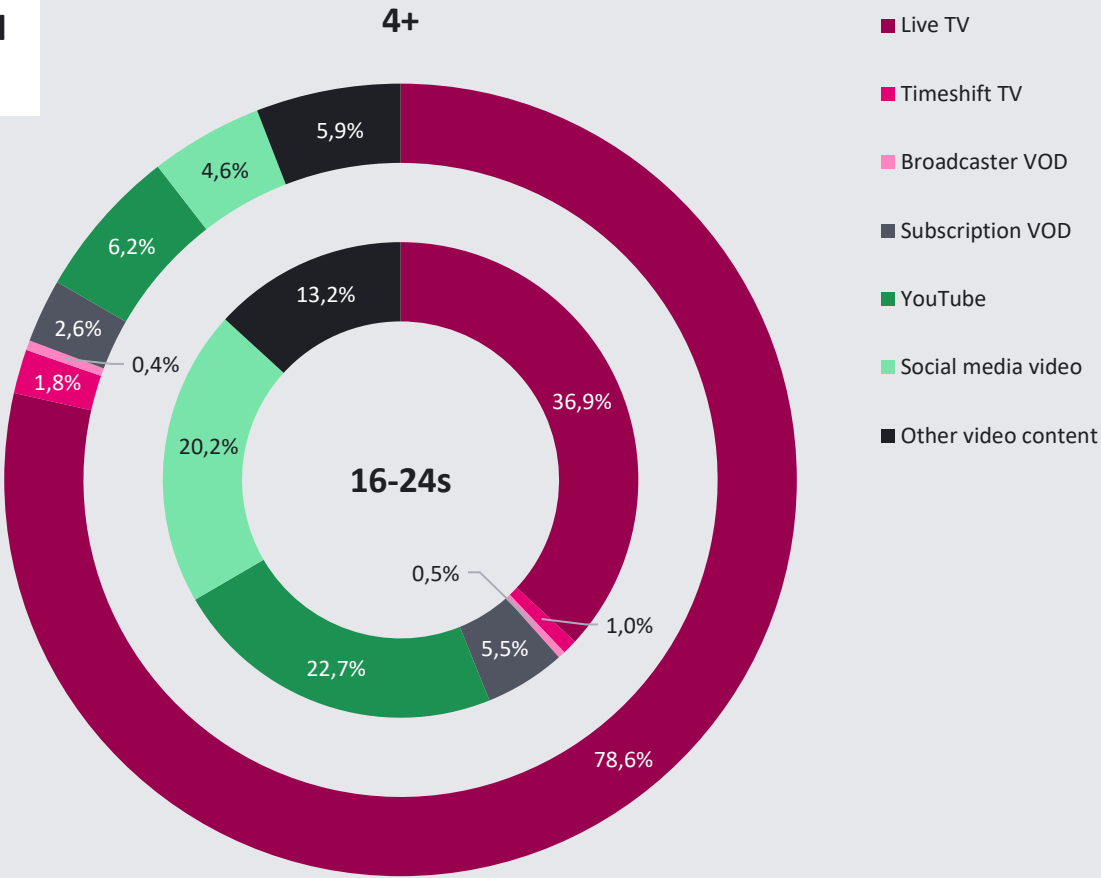
Kantar TVOV: BVOD is only for the TV companies NRK, TV 2, and Warner Bros. Discovery (BVOD). BVOD is only VOD, and "live online" is coded as linear. Official viewing figures consist of live TV viewing +7 (recordings and weekly archives), and video on demand (BVOD live). SVOD: Netflix, YouTube, Disney+, HBO Max, Prime Video (in home).

Netflix, HBO Max, Viaplay, Disney+, and Amazon Prime are measured using a different method in TVOV. These are comparable with each other but not directly with NRK TV, TV 2 Play, and Discovery+. The viewer numbers reported for the aforementioned services are lower than the actual numbers due to the lack of measurement of viewing outside households and are more uncertain because the figures are not adjusted for traffic data.

Source: Kantar Media Norge, TVOV 2023

Poland: Multiplatform TV accounts for 80,8% of video consumption

Viewing on all devices



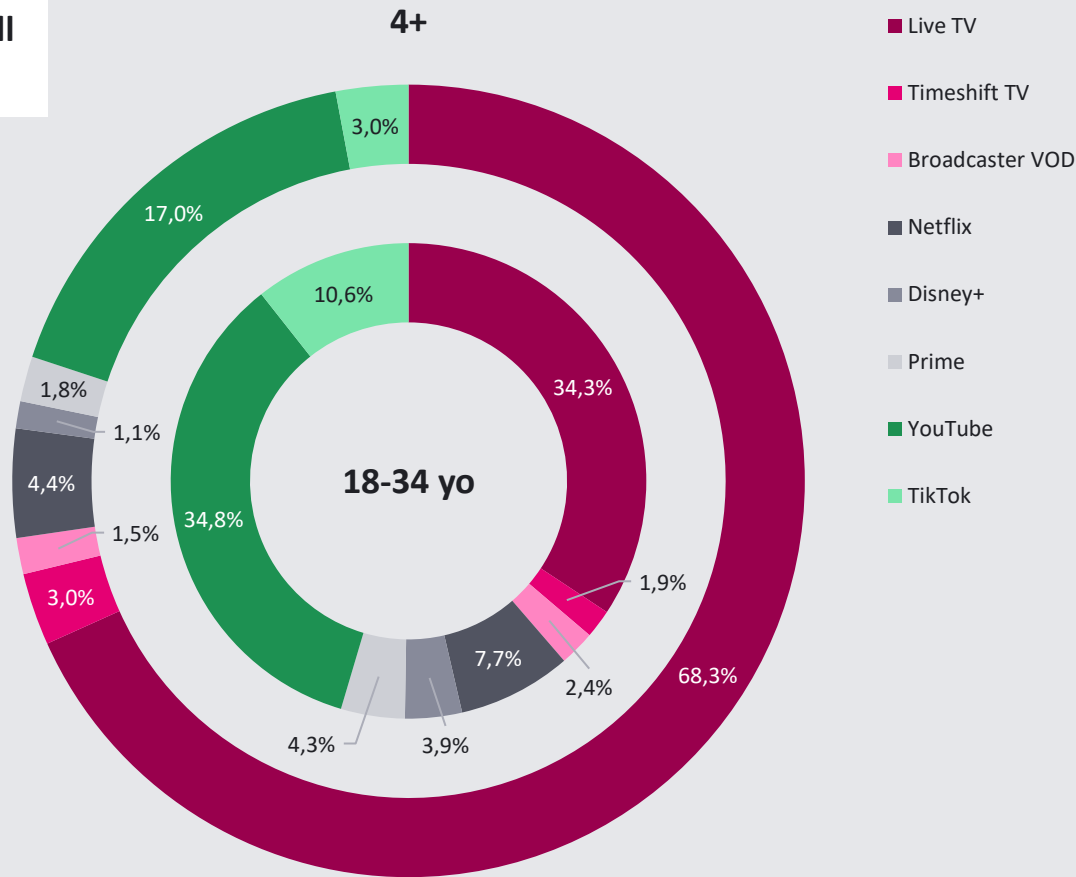
Average video time per day :

- **4+:**
268 minutes
- **16-24 yo:**
120 minutes

Source: Nielsen Poland 2023

Spain: Multiplatform TV accounts for 72,8% of video consumption

Viewing on all devices



Source: Kantar Media/ comScore 2023

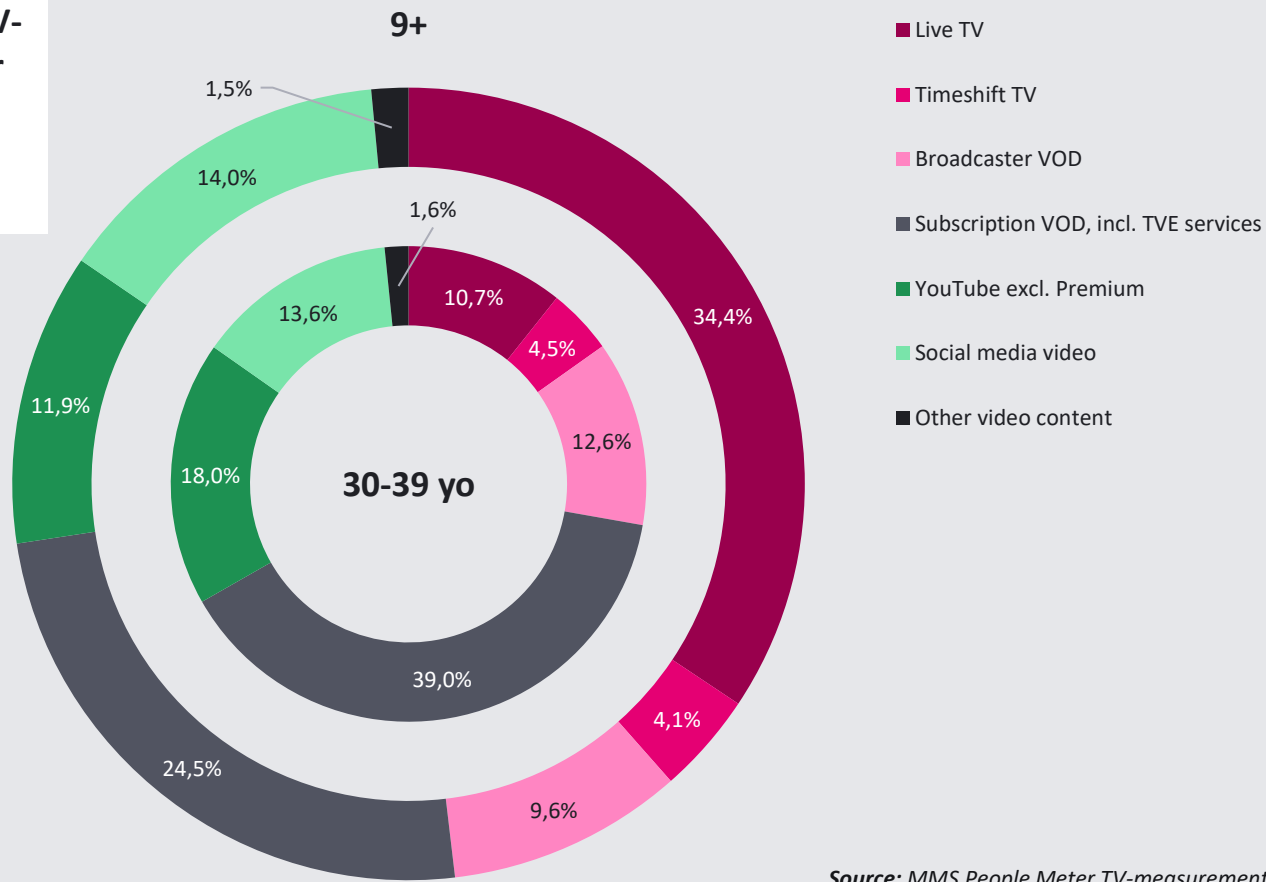
Average video time per day:

- **4+:**
271 minutes
- **18-34 yo:**
207 minutes



Sweden: Total TV accounts for 48,1% of video consumption

Viewing on TV-set for linear TV and all devices for streaming



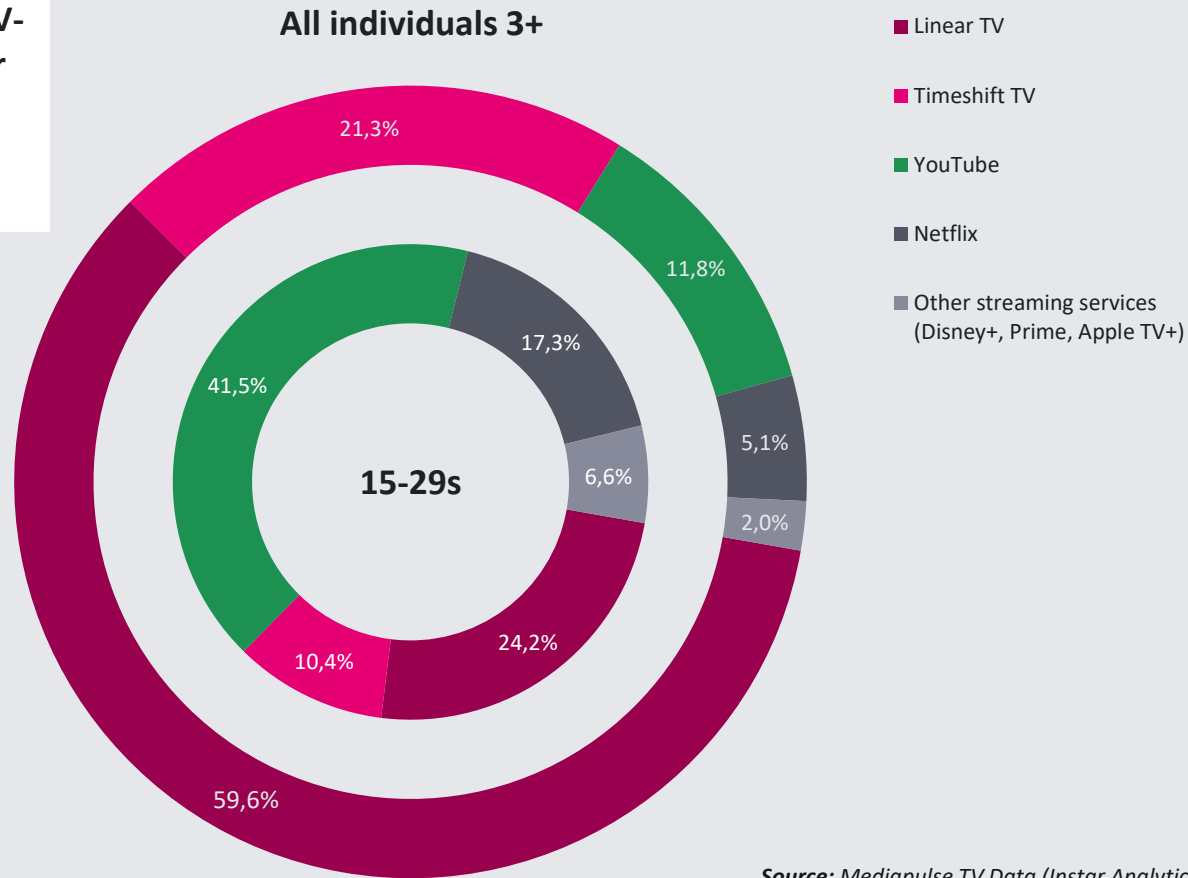
Source: MMS People Meter TV-measurement & MMS Trend & Tema, 2023

Average video time per day

- **9+:**
312 minutes
- **30-39 yo:**
248 minutes

Switzerland: Total TV accounts for 80,9% of video consumption

Viewing on TV-set for linear TV and all devices for streaming



Source: Mediapulse TV Data (Instar Analytics) / Mediapulse Streaming Data 2023

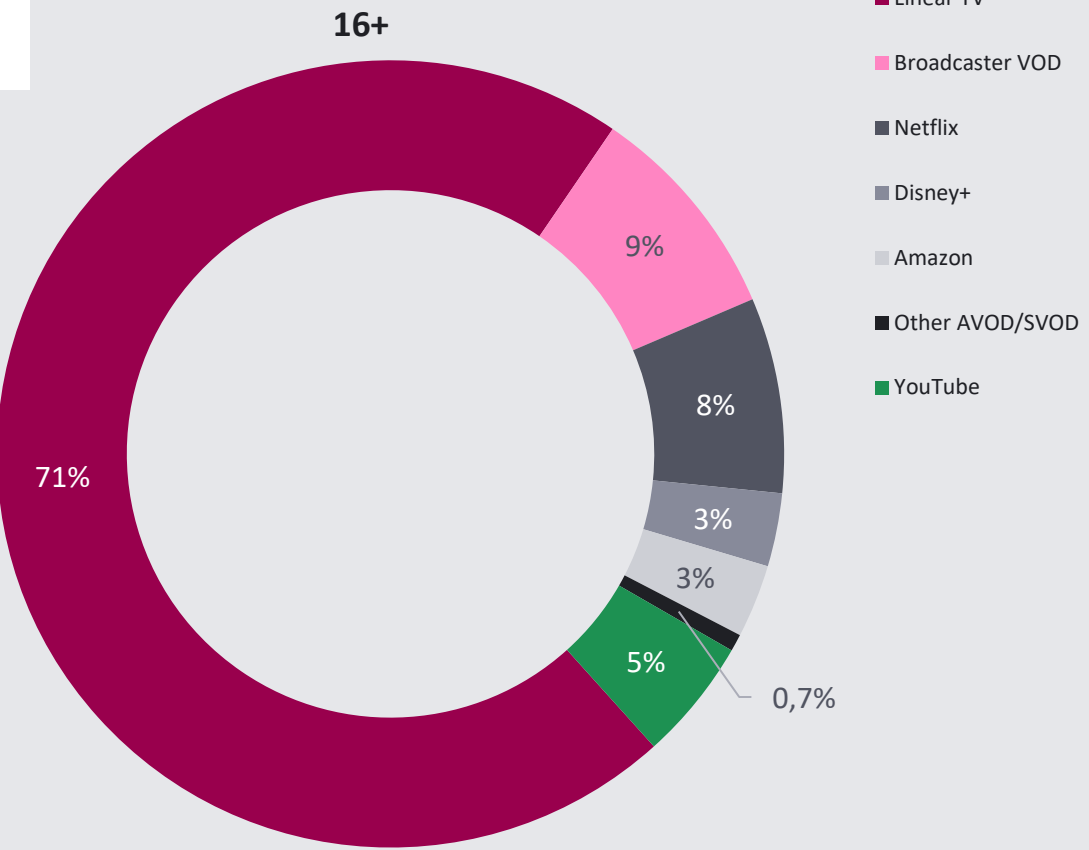
Average video time per day:

- 3+: 136 minutes
- 15-29 yo: 58 minutes



UK: Total TV accounts for 80% of video consumption

Viewing on TV set only

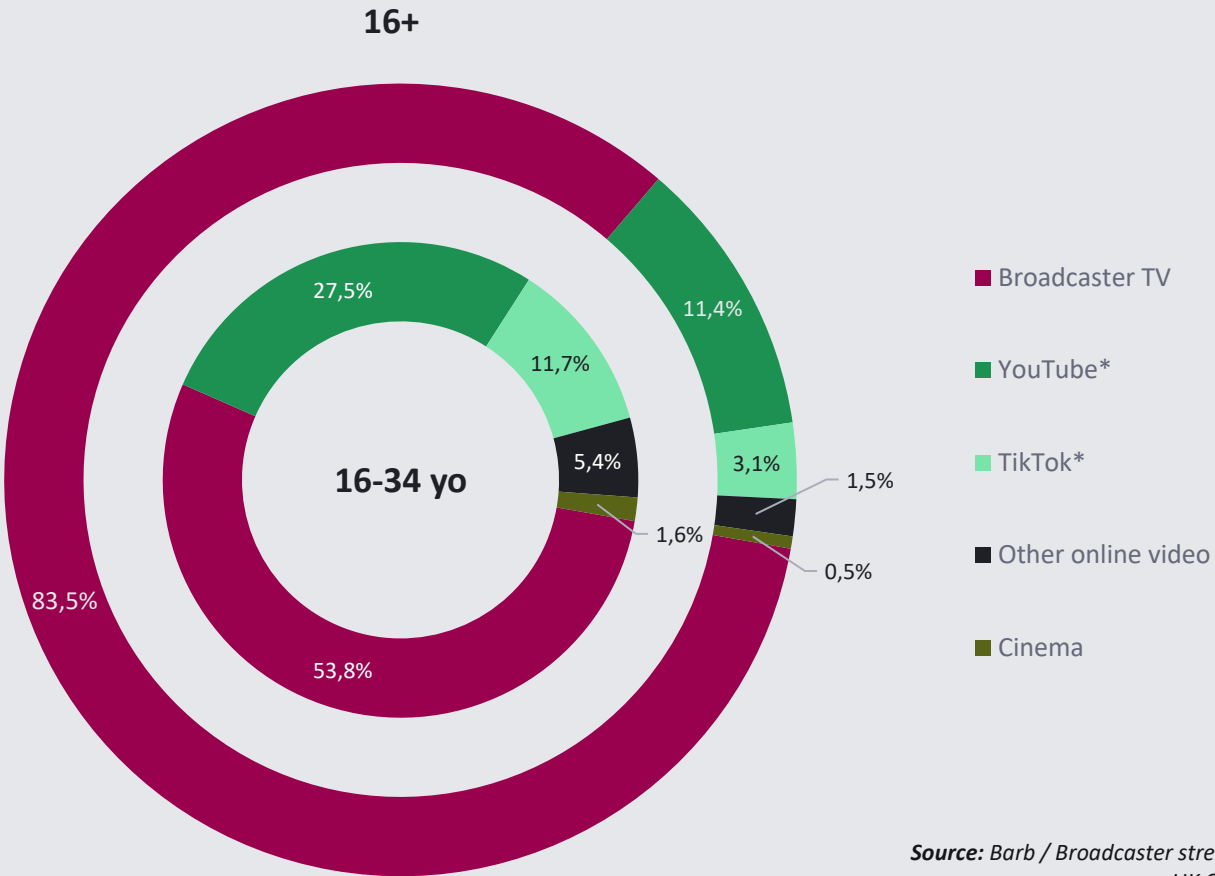


Average video time per day:

- 16+: 214 minutes

Source: BARB 2023

UK: Broadcasters account for 83,5% of the video advertising time



Average video advertising time per day:

- **16+:**
17.0 minutes
- **16-34 yo:**
9.8 minutes

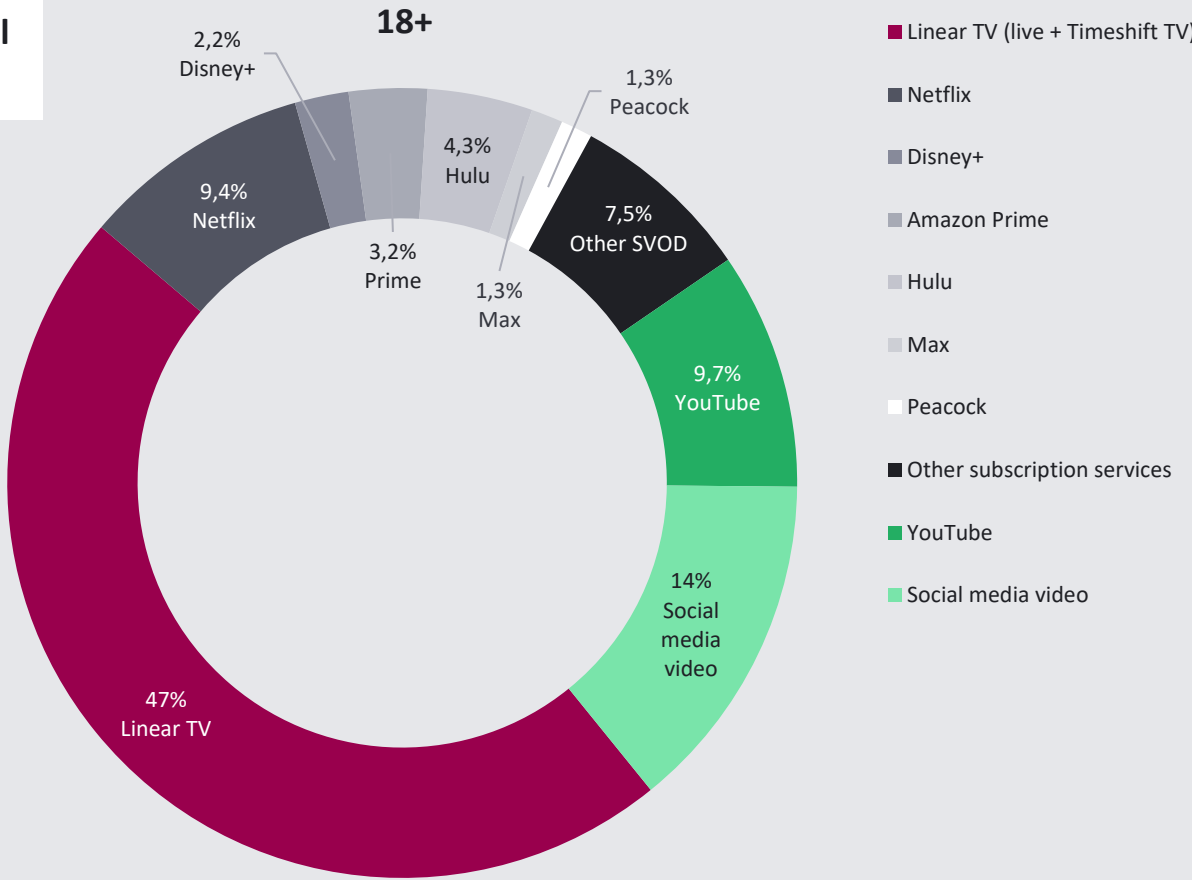
Source: 2023, Barb / Broadcaster stream data / IPA TouchPoints 2023 / UK Cinema Association / ViewersLogic to model OOH viewing time

*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.

Source: Barb / Broadcaster stream data / IPA TouchPoints 2023 / UK Cinema Association / ViewersLogic

USA: linear TV accounts for 47% of video consumption

Viewing on all devices



Average video time per day:

- 18+: 372 minutes

Source: eMarketer 2024

World perspective : Daily Viewing time of TV per region

1^h37

Oceania

1^h59

Asia

2^h40

North America

3^h13

Europe

3^h31

Africa

World perspective : Daily Viewing time of TV

Portugal

4^h41

France

3^h24

Poland

3^h51

United States

2^h30

Netherlands

2^h12

China

1^h33

United Kingdom

2^h24

Germany

3^h02

China

1^h33