



Television viewing in Finland 2009



**Tennispalatsi, 3.2.2010
Lena Sandell ja Anna-Leena Lamberg**

Comparison between 2002 and 2009

Source: Finnpanel Establishment survey and TAM

	2002		2009
Free TV Channels	4	=>	12
Average viewing time/day	2:51	=>	2:56
TOP4-channel share	95 %	=>	73 %*
Pay-TV penetration	4 %	=>	28 %
DVR penetration	0 %	=>	43 %
Non TV-households	5 %	=>	9 %

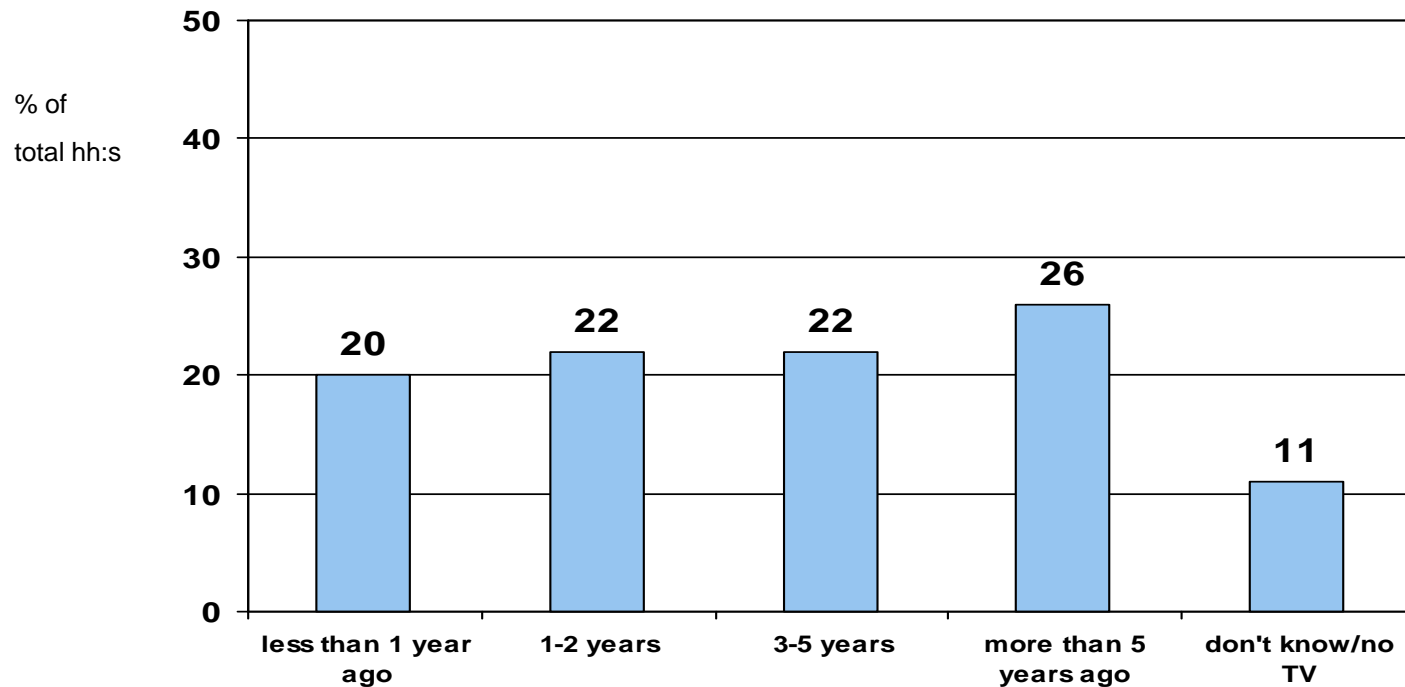
* MTV Media- , Nelonen Media- and YLE channels share = 91 % in 2009

Facts about Television in Finland

Source: Finnpanel Establishment Survey

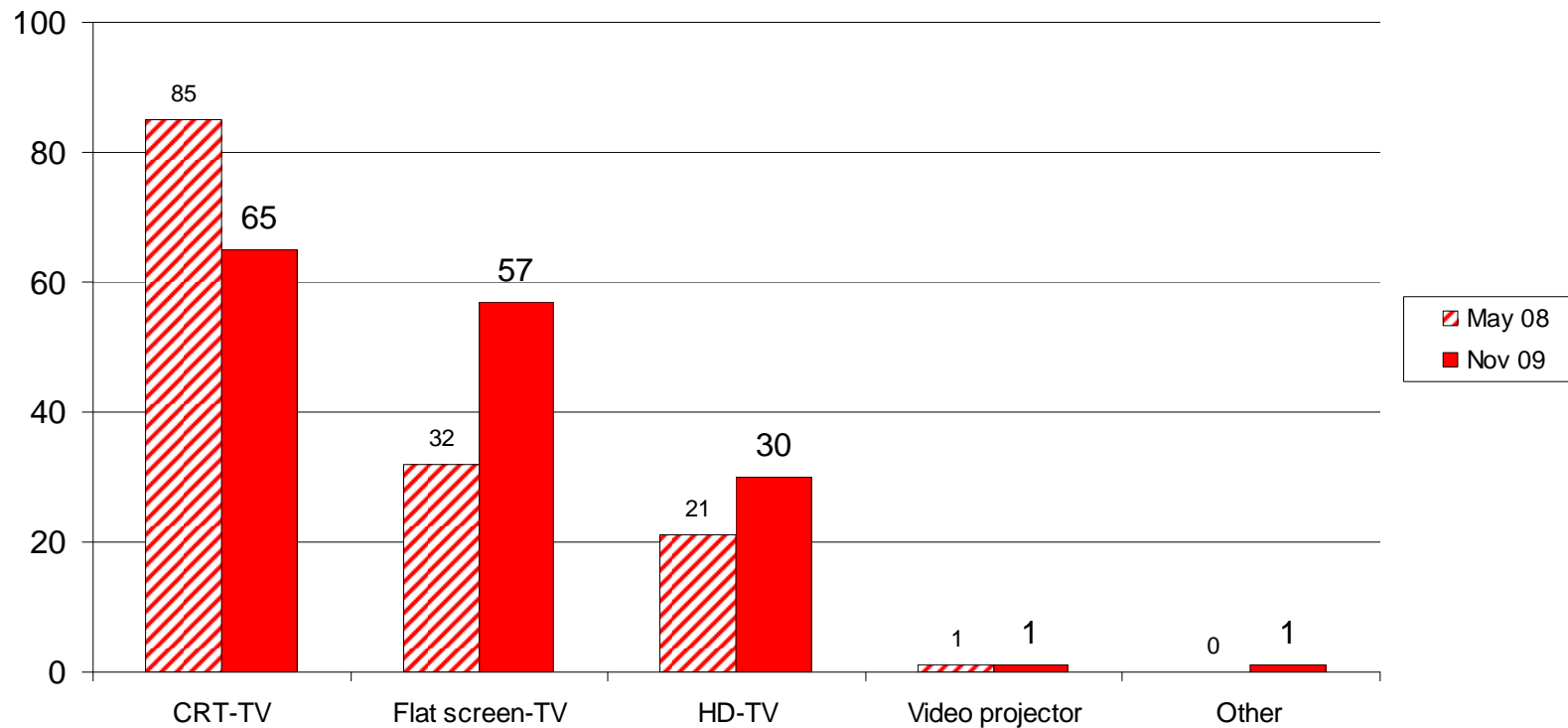
	2006		2008		2009
TV receivers in total	4,2 Million	->	3,9 Million	->	4,1 Million
• at home	3,6 Million	->	3,4 Million	->	3,5 Million

2009: The newest TV-set was bought...



Establishment Survey: Type of TV-set

% TV-hslds



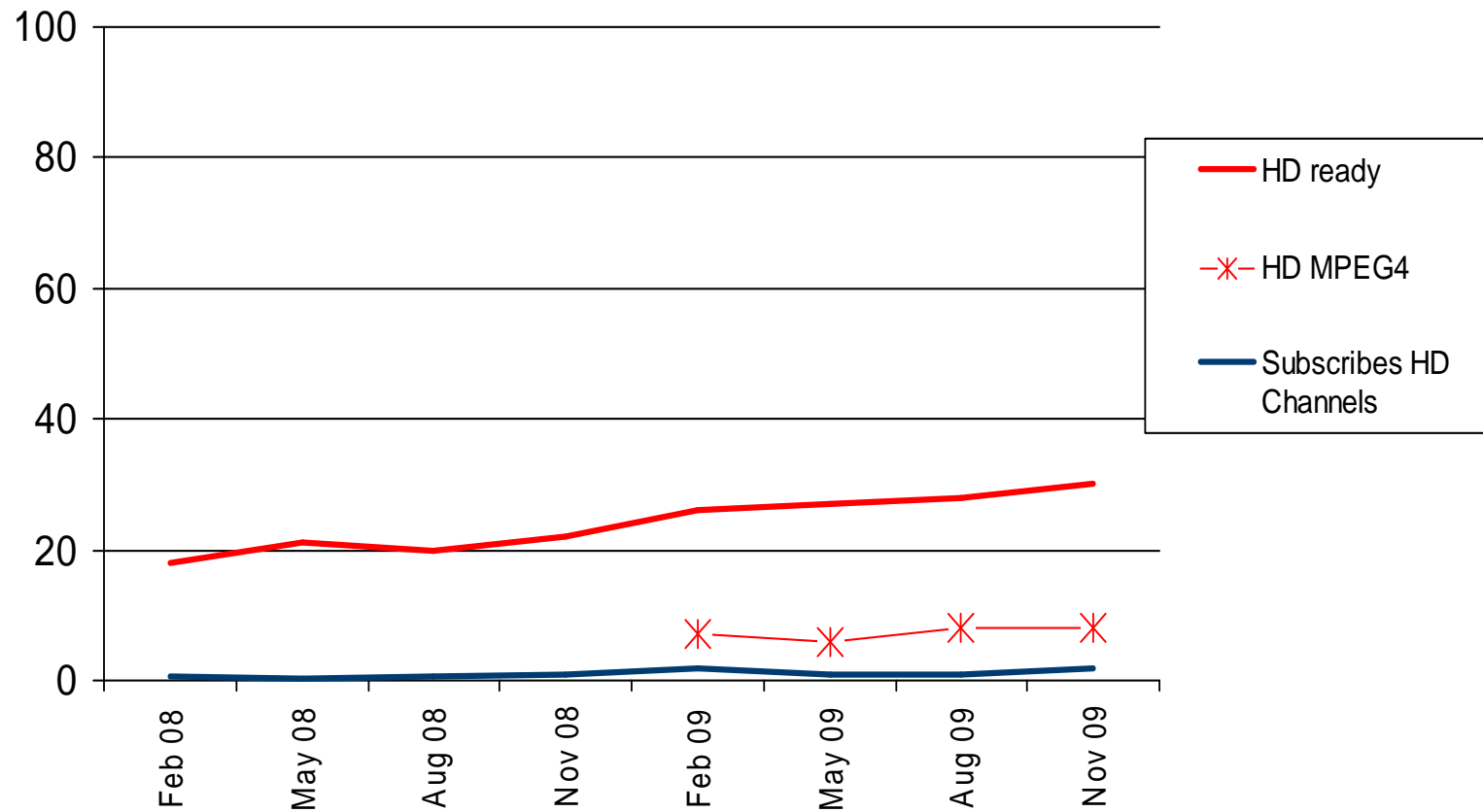
Source: Finnpanel, Establishment survey

Establishment Survey: Penetration of HD-TV

HD TV-sets (Full HD or HD Ready) in 680 000 hlds

35 000 household subscribe to HD-channels

% TV-households



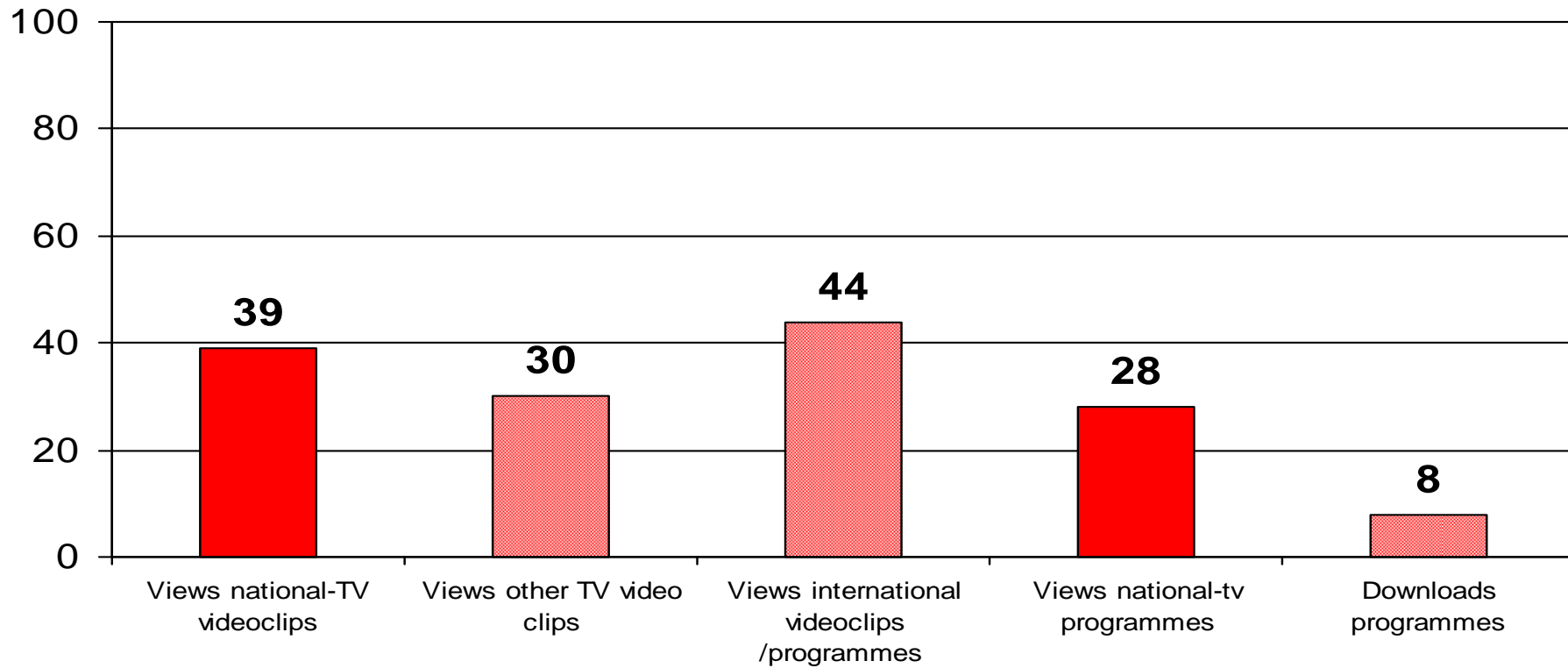
Source: Finnpanel, Establishment survey

Establishment Survey

	2006		2009
Internet connection	49 %	->	68 %
TV card or receiver in PC	6 %	->	9 %
IP-TV			0,5 %

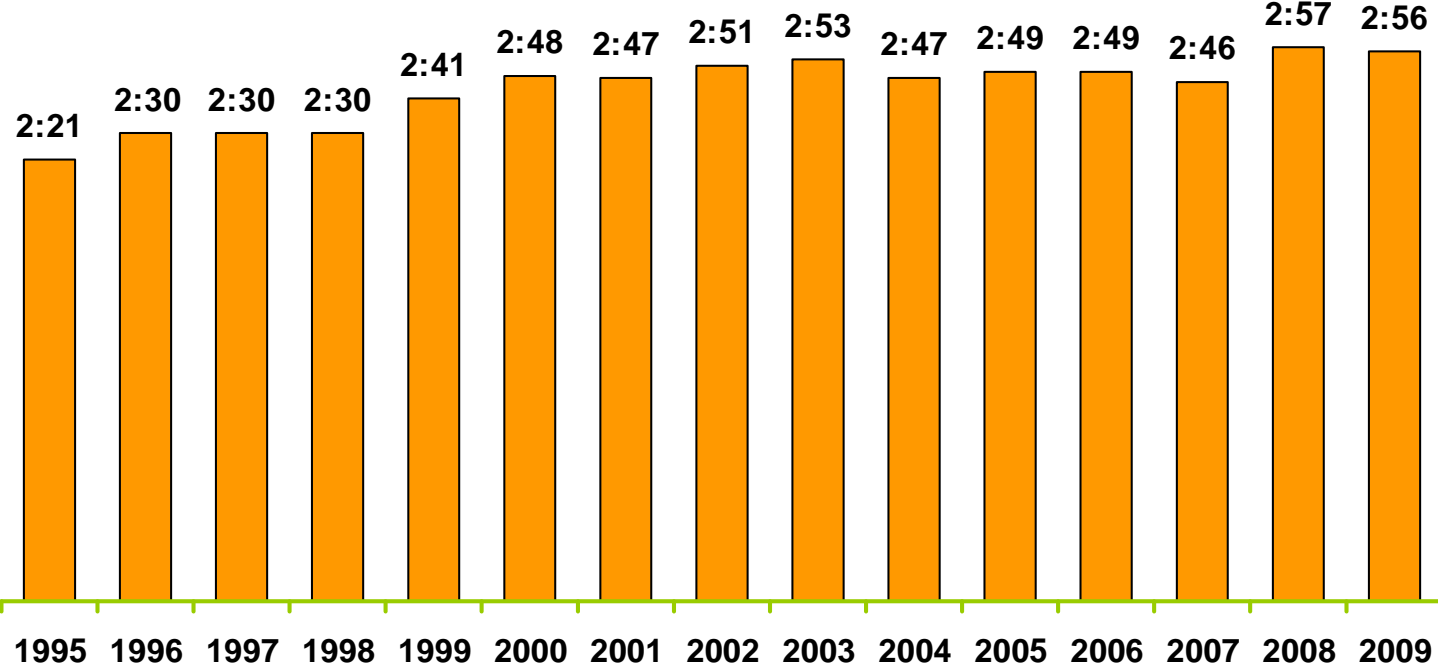
% Hslds

Households using PC as a receiver



Average viewing time / day

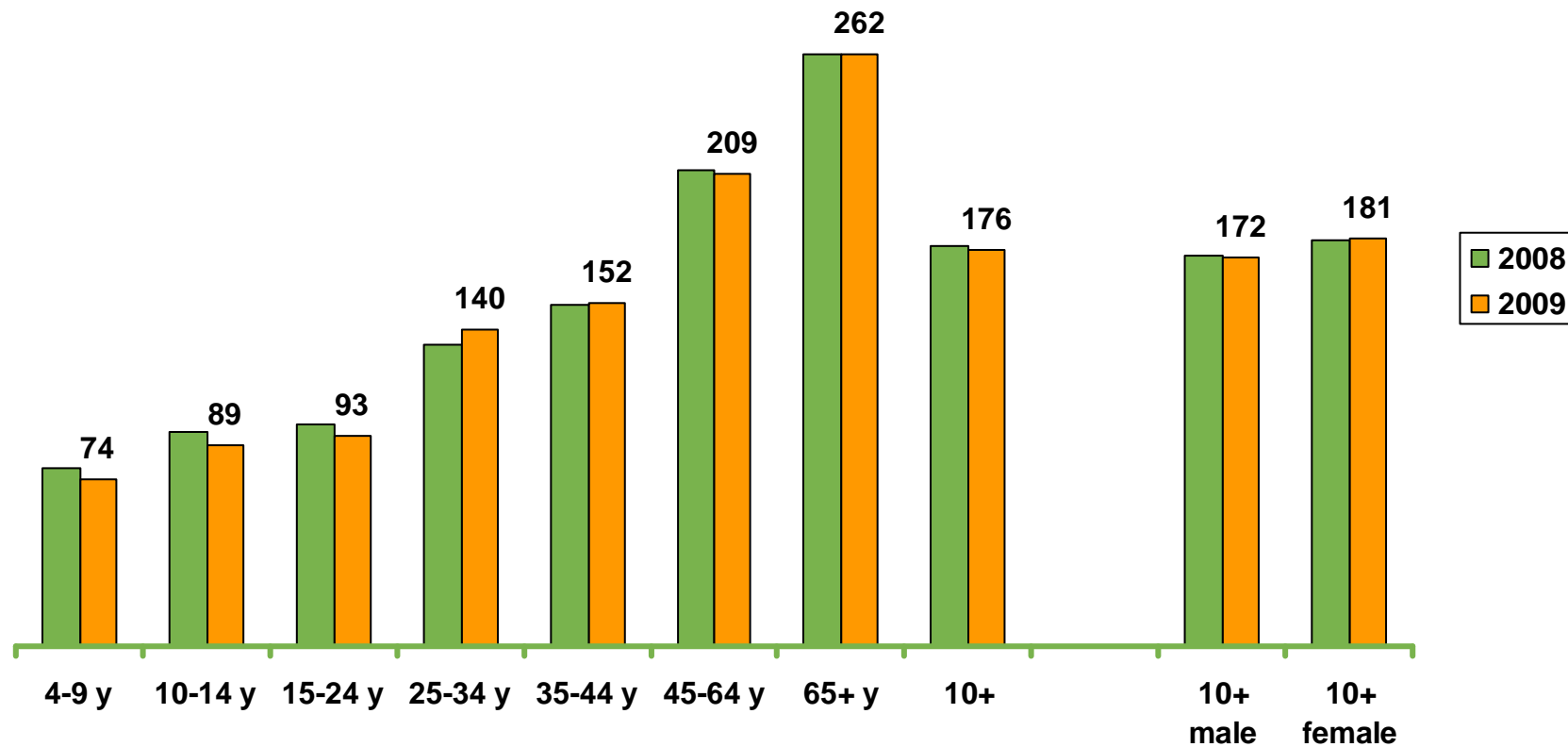
Total population, 10+ y.



Source: Finnpanel Oy, TAM



Television viewing by age groups on an average day



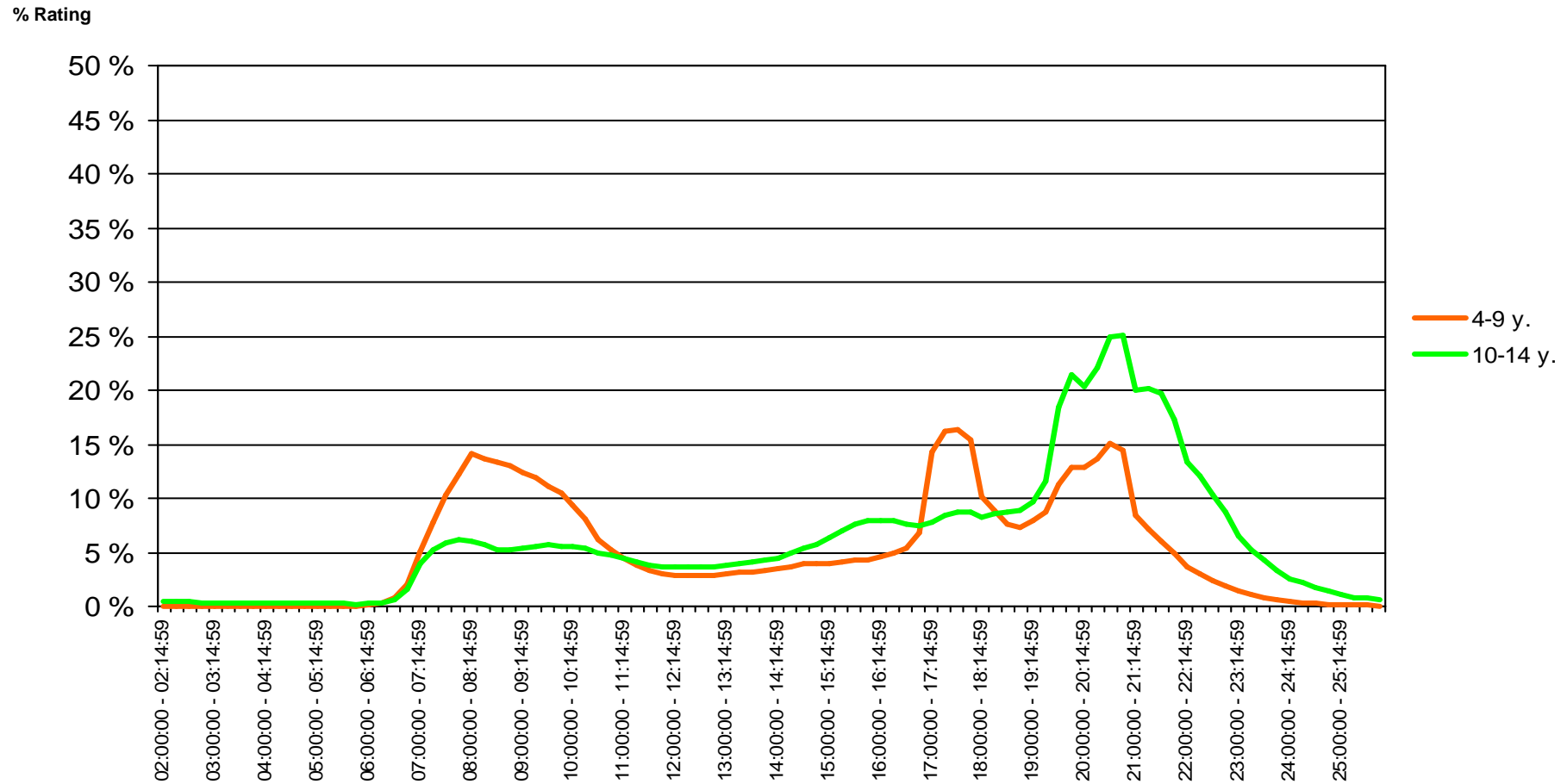
Weekly reach, %

2009: 90 90 81 92 94 94 95 92 91 93

Source: Finnpanel Oy, TAM

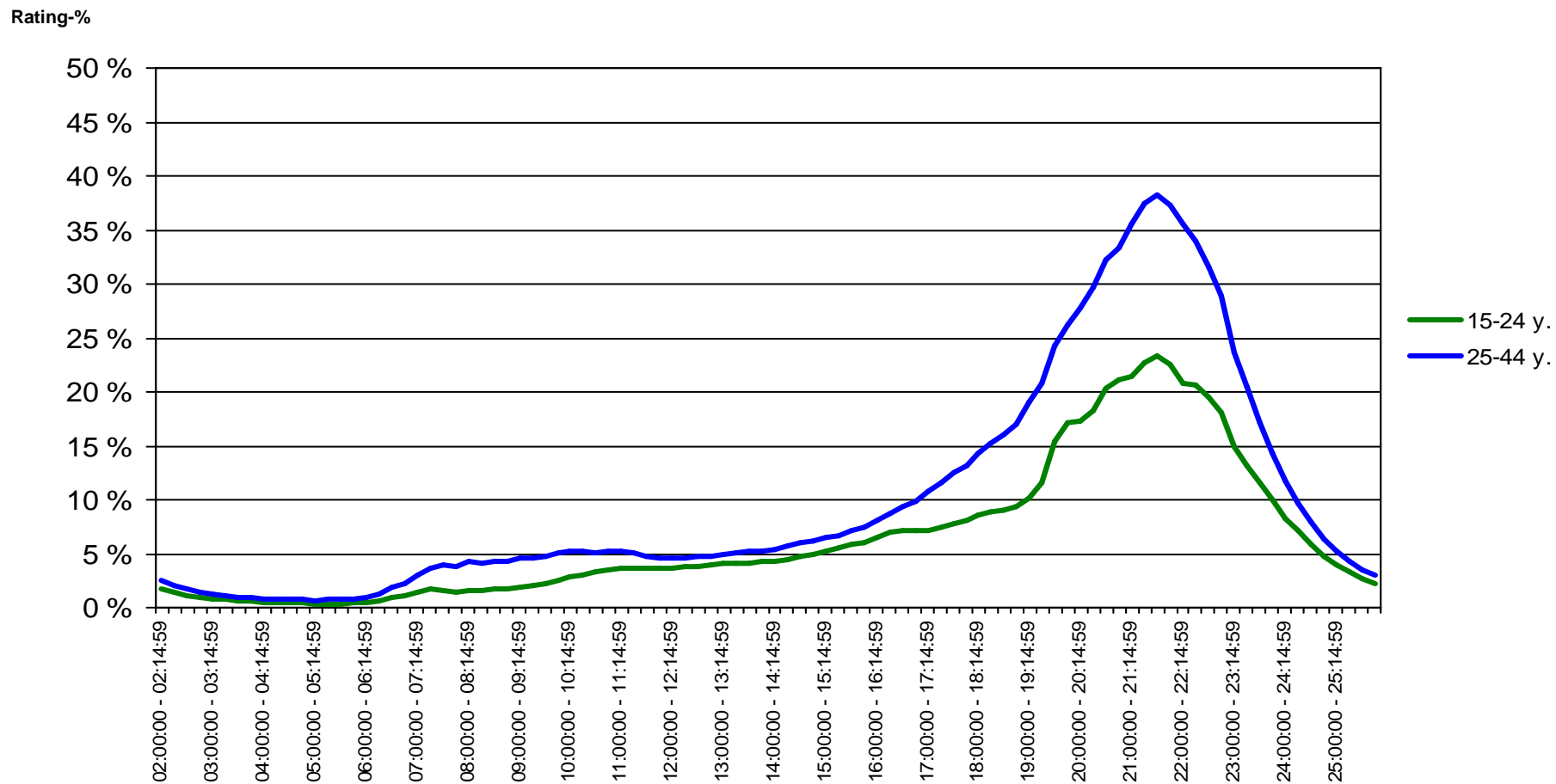


Quarter hour viewing by age groups 2009



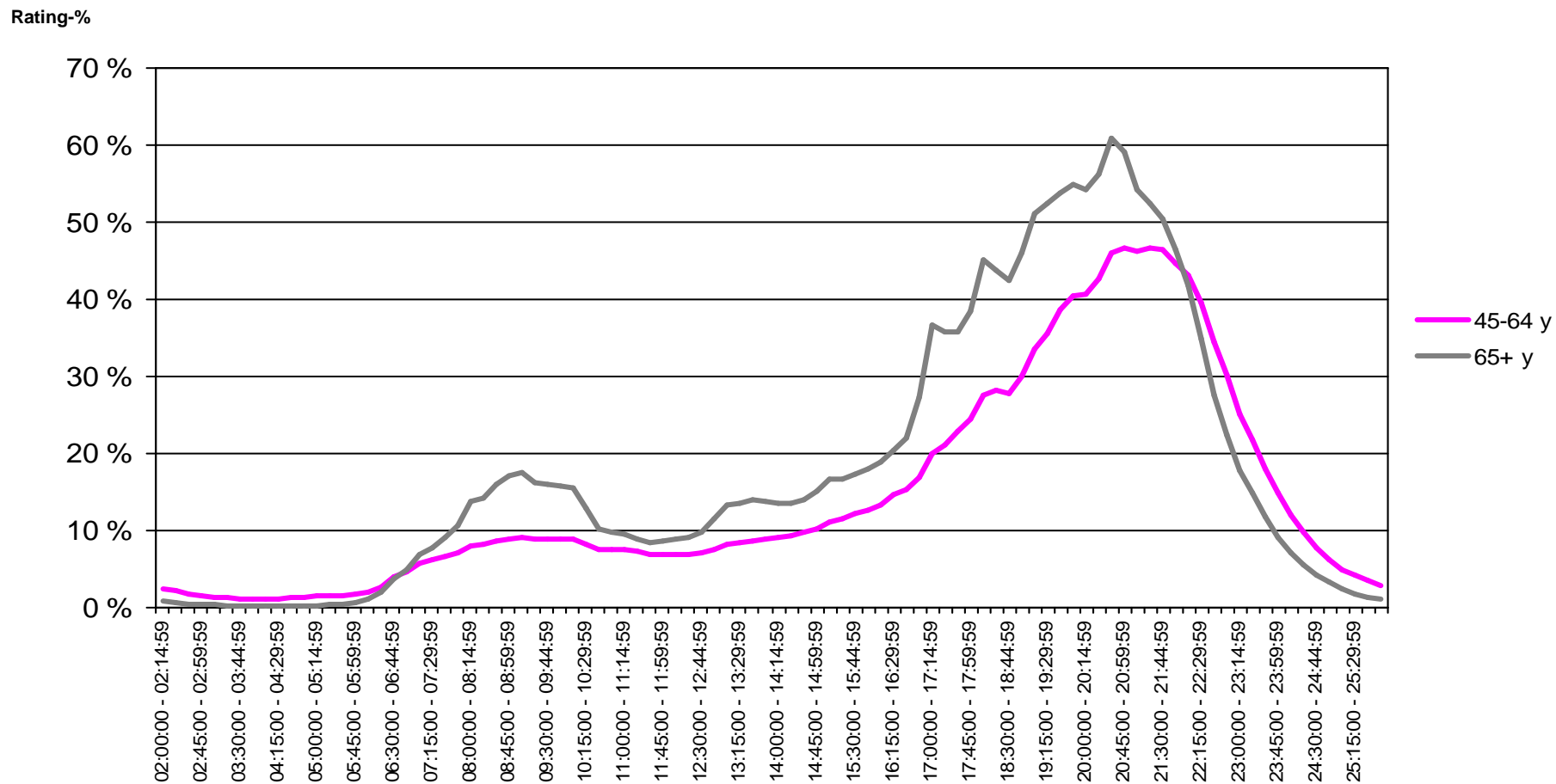
Source: Finnpanel Oy, TAM

Quarter hour viewing by age groups 2009



Source: Finnpanel Oy, TAM

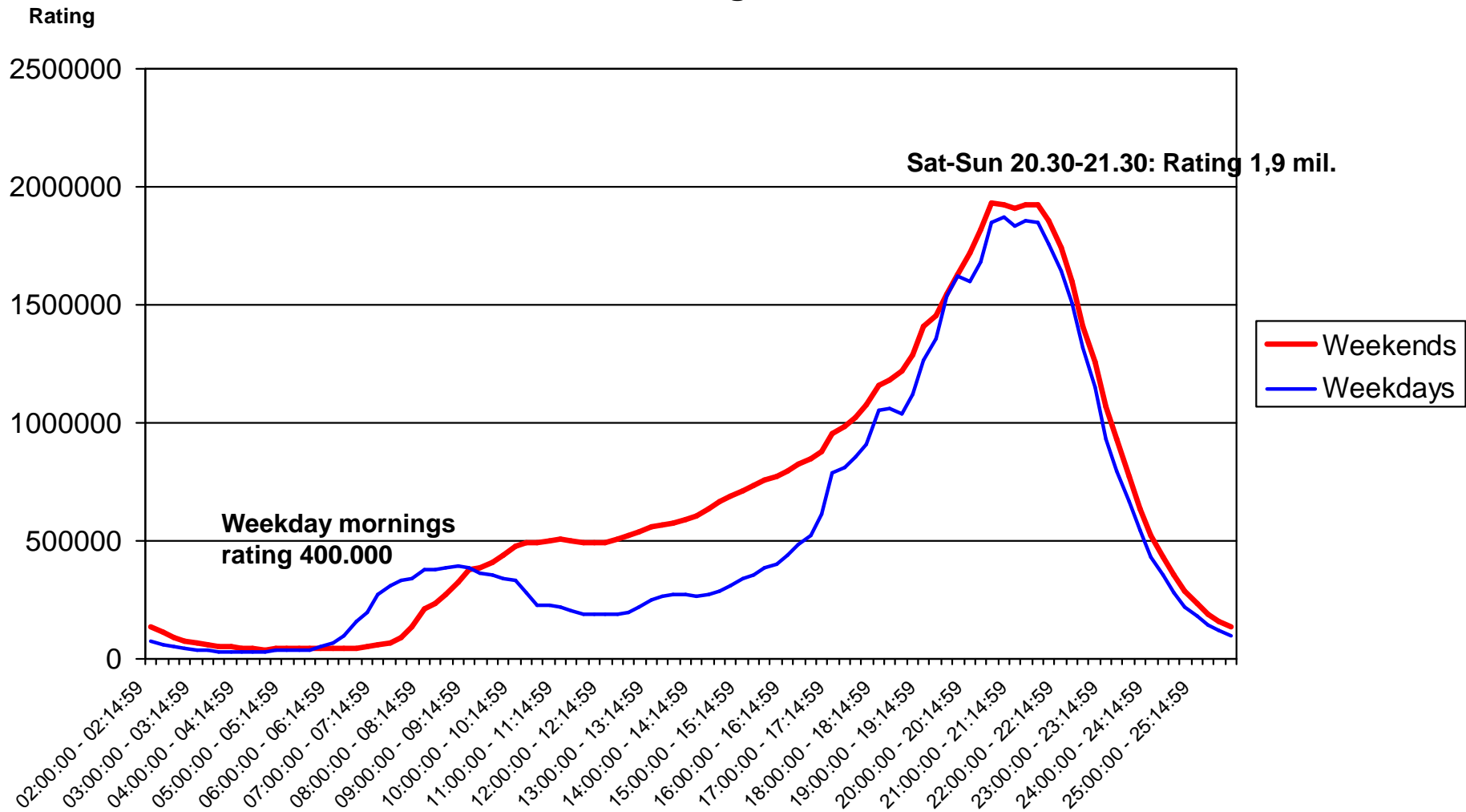
Quarter hour viewing by age groups 2009



Source: Finnpanel Oy, TAM

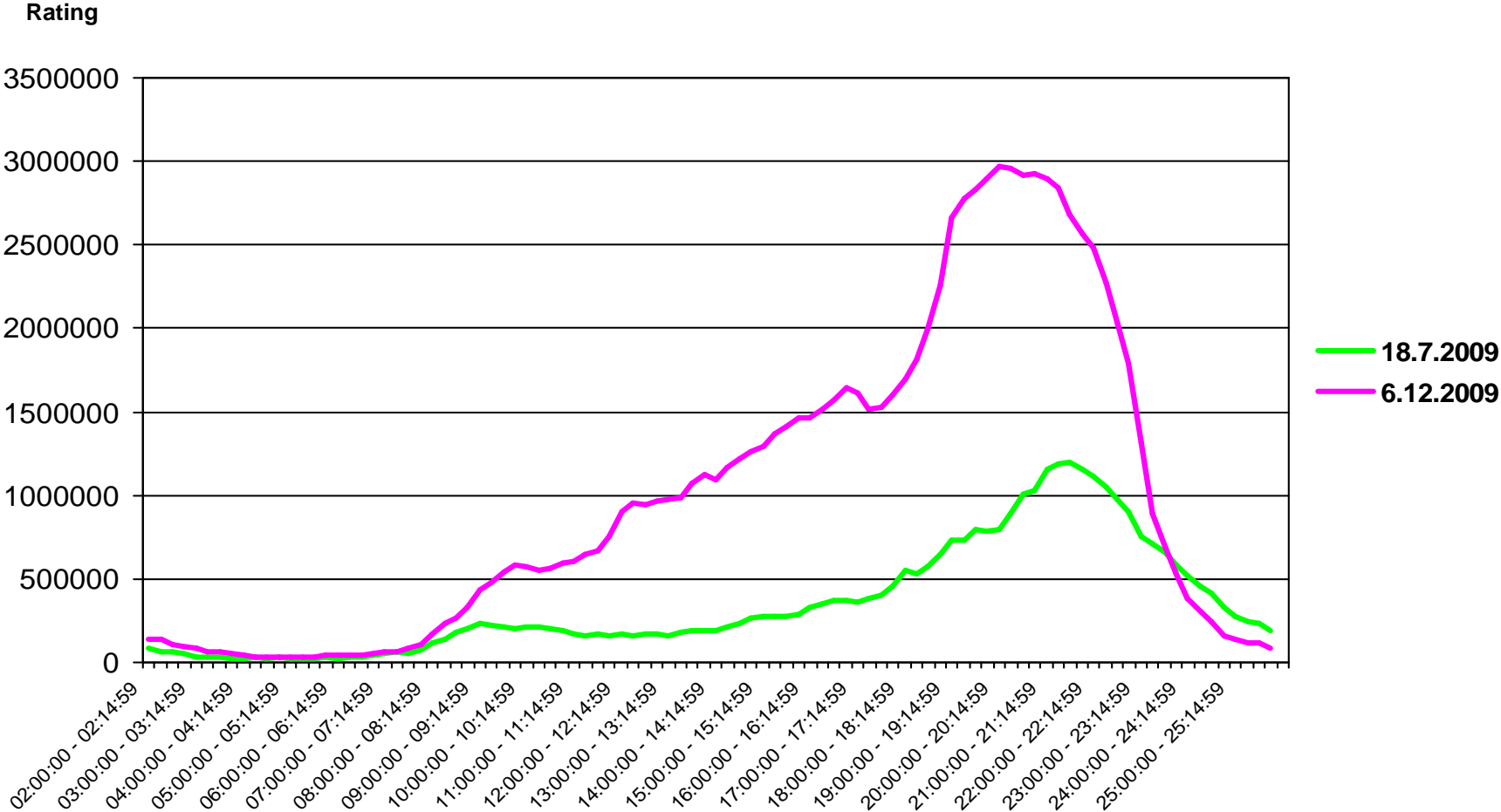
Television viewing 2009 – weekends and weekdays

Between 18 – 23 o'clock rating over 1.9 million



Source: Finnpanel Oy, TAM

The most viewed day / the least viewed day 2009



Source: Finnpanel Oy, TAM



TOP-10 programmes 2009

Title/Channel	Date	Rating	Rating-%
Independence day gala, TV1	Sat 6.12.2009	2.200.000	(47)
TV-News, TV1	Sat 6.12.2009	2.000.000	(43)
TV-News, TV2	Wed 6.5.2009	1.403.000	(30)
Ice Hockey W.Ch.: Can-FIN, TV2	Mon 4.5.2009	1.393.000	(30)
Amazing Race, MTV3	Sun 29.3.2009	1.356.000	(29)
Ice Hockey W.Ch.: FIN-USA, TV2	Wed 6.5.2009	1.354.000	(29)
Strictly Come Dancing, MTV3	Sun 8.3.2009	1.343.000	(29)
Eurovision 2009: Final, TV2	Sat 16.5.2009	1.324.000	(26)
IAAF World Ch., TV2	Sun 23.8.2009	1.242.000	(26)
Talent Finland, Nelonen	Sun 22.11.2009	1.076.000	(23)

Population: 10+ y.

Source: Finnpanel Oy, TAM

Top-5 programmes by age groups 2009

10-14 years

Rating

1.	Talent Finland	39 %
2.	Eurovision 2009 final	33 %
3.	Amazing Race	32 %
4.	Salatut elämät	29 %
5.	Wipeout	27 %

15-24 years

Rating

1.	TV-News	27 %
2.	Ice Hockey W.Ch.Can-FIN	25 %
3.	Ice Hoceky W.Ch. FIN-USA	24 %
4.	Eurovision 2009 final	24 %
5.	Independence Day Gala	24 %

25-44 years

Rating

•	Independence Day Gala	42 %
•	TV-News	37 %
•	Amazing Race	35 %
•	Ice Hockey W.Ch. FIN-USA	34 %
•	Ice Hockey W.Ch. CAN-FIN	32 %

45-64 years

Rating

1.	Independence Day Gala	54 %
2.	Tv-News	51 %
3.	Ice Hockey W.Ch. CAN-FIN	39 %
4.	Strictly Come Dancing	34 %
5.	IAAF W.Championships Berlin	33 %

65 + years

Rating

1.	Independence Day Gala	70 %
2.	Tv-news	64 %
3.	Strictly Come Dancing	50 %
4.	Inauguration of Barack Obama	45 %
5.	W.Ch.:Cross Country Skiing	44 %

YLE TV1 Top-10 2009

Title	Date	Rating	Rating-%
1. Independence Day Gala	Sat 6.12.2009	2.200.000	(47)
2. TV-News	Sat 6.12.2009	2.005.000	(43)
3. Linnan jatkot	Sat 6.12.2009	1.025.000	(22)
4. Inauguration of Barack Obama	Tue 20.1.2009	949.000	(20)
5. Suomen Turku julistaa Joulurauhan	Wed 24.12.2009	928.000	(20)
6. Sport News	Thu 19.2.2009	895.000	(19)
7. Eurovaalit 2009	Sun 7.6.2009	836.000	(18)
8. Kotikatu	Fri 8.1.2009	794.000	(17)
9. Kotikatsomo: Joulukuusivarkaat	Mon 21.12.2009	764.000	(16)
10. Kotikatsomo: Musta jää	Mon 26.10.2009	738.000	(16)

Source: Finnpanel Oy, TAM

YLE TV2 Top-10 2009

Title	Date	Rating	Rating-%
1. TV-News	Wed 6.5.2009	1.403.000	(30)
2. Ice Hockey W. Ch.2009: CAN-FIN	Mon 4.5.2009	1.393.000	(30)
3. Ice Hockey W. Ch.2009: FIN-USA	Wed 6.5.2009	1.354.000	(29)
4. Eurovision 2009: Final	Sat 16.5.2009	1.324.000	(28)
5. IIAF 2009 W. Championships, Berlin	Sun 23.8.2009	1.242.000	(26)
6. Ice Hockey W. Ch. 2009: FIN-SK	Fri 1.5.2009	1.067.000	(23)
7. Ice Hockey W.Ch. 2009: FIN-CZ	Wed 29.4.2009	1.011.000	(22)
8. Ice Hockey W. Ch. 2009: FIN-BY	Sat 2.5.2009	1.011.000	(22)
9. Pirunpelto	ke 11.2.2009	960.000	(20)
10. Ice-Hockey W.Ch.2009: FIN-DEN	Mon 27.4.2009	947.000	(20)

Source: Finnpanel Oy, TAM

 **Top-10 2009**

Title	Date	Rating-	Rating-%
1. Amazing Race	Sun 29.3.2009	1.356.000	(29)
2. Strictly Come Dancing	Sun 8.3.2009	1.343.000	(29)
3. Salatut elämät	Mon 24.8.2009	1.063.000	(23)
4. Miss Finland 2009	Sun 1.3.2009	920.000	(20)
5. Helppo elämä	Mon 5.1.2009	904.000	(19)
6. The Apprentice	Mon 30.11.2009	895.000	(19)
7. Seven O'clock News	Tue 29.12.2009	856.000	(18)
8. Farmer wants a wife	Sun 2.8.2009	850.000	(18)
9. Ten O'clock News	Sun 1.3.2009	810.000	(17)
10. Linnan Juhlat 2009	Mon 7.12.2009	807.000	(17)

Source: Finnpanel Oy, TAM

Nelonen **Top-10 2009**

Title	Date	Rating	Rating-%
1. Talent Finland	Sun 22.11.2009	1.076.000	(23)
2. Ice Hockey SM-league: 4. final	Tue 14.4.2009	654.000	(14)
3. Kuorosota	Sun 15.2.2009	588.000	(13)
4. Movie: Ganes	Sun 18.10.2009	521.000	(11)
5. Jussi Gaala 2009	Sun 1.2.2009	517.000	(11)
6. Wipeout	Sun 29.11.2009	513.000	(11)
7. Nelonen News	Tue 14.4.2009	483.000	(10)
8. Movie: Mr. & Mrs. Smith	Sun 19.4.2009	463.000	(10)
9. Ice Hockey SM-league 1. final	Wed 8.4.2009	460.000	(10)
10. Funniest Home Videos	Fri 23.10.2009	450.000	(10)



Top-10 2009

Title	Date	Rating	Rating-%
1. Big Brother final	Sun 29.11.2009	784.000	(17)
2. Big Brother	Wed 26.8.2009	634.000	(14)
3. Big Brother 2009 starts	Wed 26.8.2009	632.000	(14)
4. Big Brother Talk Show	Sun 15.11.2009	631.000	(13)
5. Big Brother: Wedding Ceremony	Sun 22.11.2009	391.000	(8)
6. Movie: Liar, Liar	Mon 22.6.2009	361.000	(8)
7. Movie: Police Academy 3	Wed 17.6.2009	347.000	(7)
8. Movie: Ocean's Eleven	Mon 29.6.2009	332.000	(7)
9. Movie: United 93	Tue 7.9.2009	331.000	(7)
10. Movie: Poseidon	Mon 1.6.2009	328.000	(7)

YLE Teema ja YLE FST5 Top-10 2009

Lähde: Finnpanel, TV-mittaritutkimus



		Rating
1.	Movie: Gone with the wind	321 000
2.	Movie: Onnellinen mies	281 000
3.	Movie: Some like it hot	237 000
4.	Suomen historian myytit: Talvisota	223 000
5.	Movie: Maa on syntinen laulu	208 000
6.	Kainuu39	192 000
7.	Marilynin viimeiset sessiot	189 000
8.	Siunattu hulluus Part 1 .	185 000
9.	Document: Wehrmacht	181 000
10.	Movie: Sotaerakko	173 000



		Rating
1.	Nordic Ski W.Ch.: Compined	550 000
2.	Nordic Ski W.Ch.: Ski Jumping	459 000
3.	IAAF World Ch. Berlin	355 000
4.	Nordic Ski W.Ch.: Nordic compined	347 000
5.	Atheletics Games GP-final	219 000
6.	Strömsö	215 000
7.	TV-News	196 000
8.	Inkerinmaa	146 000
9.	Movie: Kasvoton kuolema	130 000
10.	UEFA Women's E. Championships	127 000

Urheilukanava, JIM, Liv Top-10 2009



	Rating
1. Ice Hockey SM-league	229 000
2. Volley Ball World League	145 000
3. Jälkipeli LIVE liigakarsinta	134 000
4. Jälkipeli LIVE Mestis	129 000
5. MotoGP Malesia	119 000
6. Mestis: VaasanSport-Jokip.	114 000
7. Ice Hockey: Jokerit-Florida Path.	102 000
8. Ice Hockey SM-league: JYP-HIFK	100 000
9. HHL: Chicago B.-Florida P.	95 000
10. Ice Hockey SM-league: HIFK-Ilves	91 000

	Rating
1. JIM D: Tsunami	519 000
2. Poliisit	315 000
3. Speeders	143 000
4. JIM D Grime: Josef Fritzl	132 000
5. Kill Arman	119 000
6. Amerikan tunarit	115 000
7. JIM D Crime: Lähes täydellinen rikos	114 000
8. JIM D Crime: Lapsimissi JonBenetin m	114 000
9. JIM D: Marihuanan tarina	110 000
10. Most Shocking	110 000



	Rating
1. Kumman kaa	132 000
2. It's me or the dog	57 000
3. Sex and the city	49 000
4. Sisustustiimi	41 000
5. Nuorennusleikkaus	40 000
6. Pienten perhe	40 000
7. Dawn Porterin seikkailut	40 000
8. LIV D: Lapsisuorittajat	39 000
9. Lemmikkieläinten ABC	38 000
10. Nätti nakuna	38 000

Source: Finnpanel, TAM



TV Viisi, Discovery Top-5 2009



	Rating
1. Mythbusters	31 000
2. Wheeler Dealers	30 000
3. How Do They Do It?	29 000
4. How It's Made 9	28 000
5. American Chopper	27 000

	Rating
1. Football W.Cup Q. 2010: FIN-RUS	286 000
2. Half time studio: FIN-RUS	258 000
3. Football W.CupQ. 2010: Liecht.-FIN	170 000
4. Under 21 E.Football: ENG-FIN	168 000
5. Football W.Cup Q.2010 : GER-FIN	155 000

MusicTV:n, The VoiceTV:n Top-5 2009



Rating

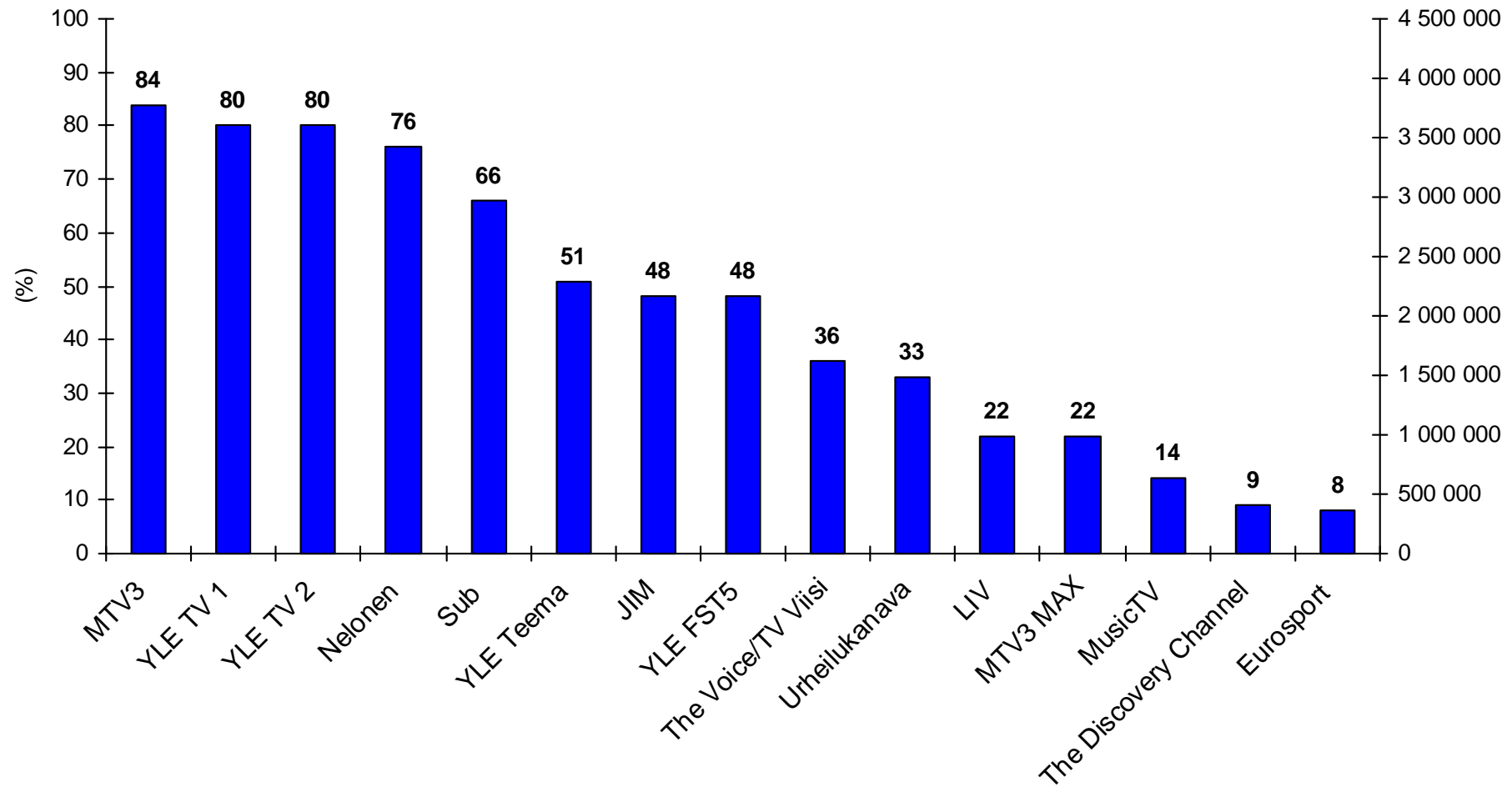
- | | | | |
|----|-----------|--------|--------|
| 1. | The City | 10.5. | 35 000 |
| 2. | X effect | 15.2. | 35 000 |
| 3. | The Hills | 8.3. | 32 000 |
| 4. | Jackass | 20.10. | 30 000 |
| 5. | MADE | 5.2. | 30 000 |

THE VOICE

Rating

- | | | | |
|----|----------------------|--------|--------|
| 1. | Killer Karaoke | 14.6. | 28 000 |
| 2. | Deja Voice | 24.12. | 23 000 |
| 3. | Latauslista | 21.11. | 22 000 |
| 4. | Voice Heräämö Purple | 30.8. | 21 000 |
| 5. | The Voice Special | 16.5. | 21 000 |

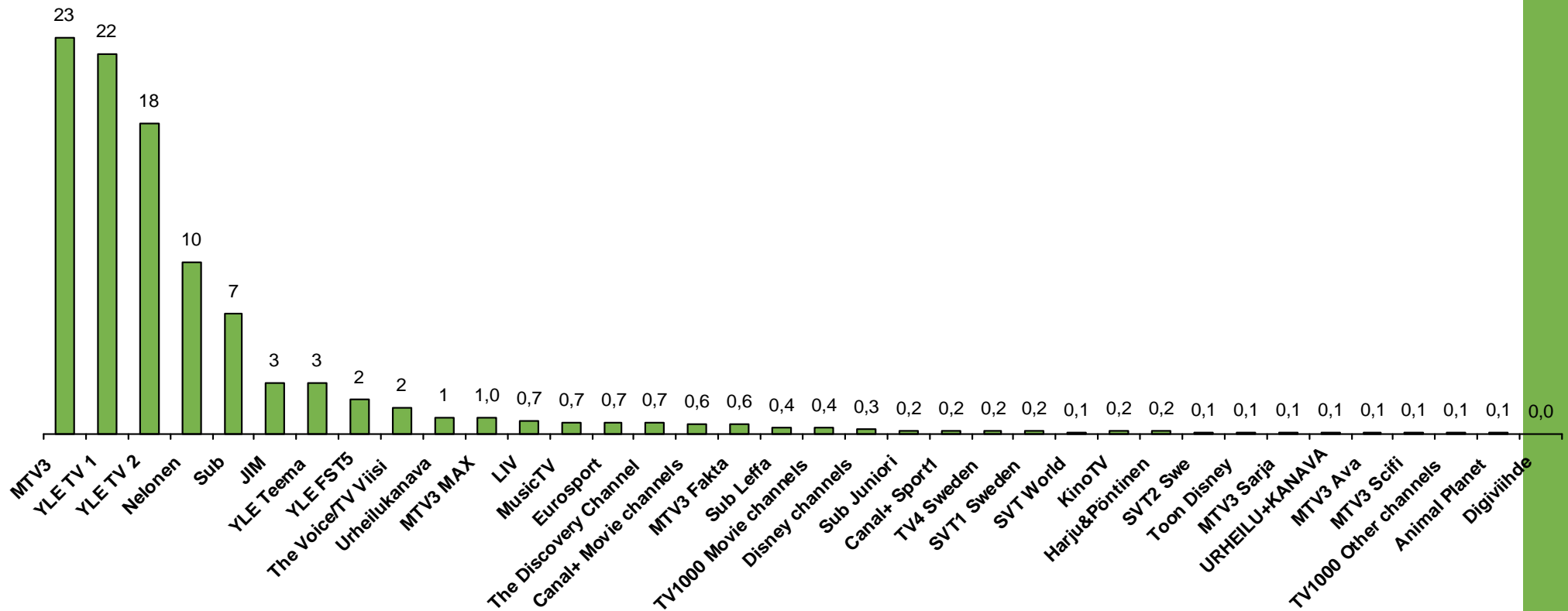
Weekly reach (%) 2009



Source: Finnpanel Oy, TAM, 10+ y.

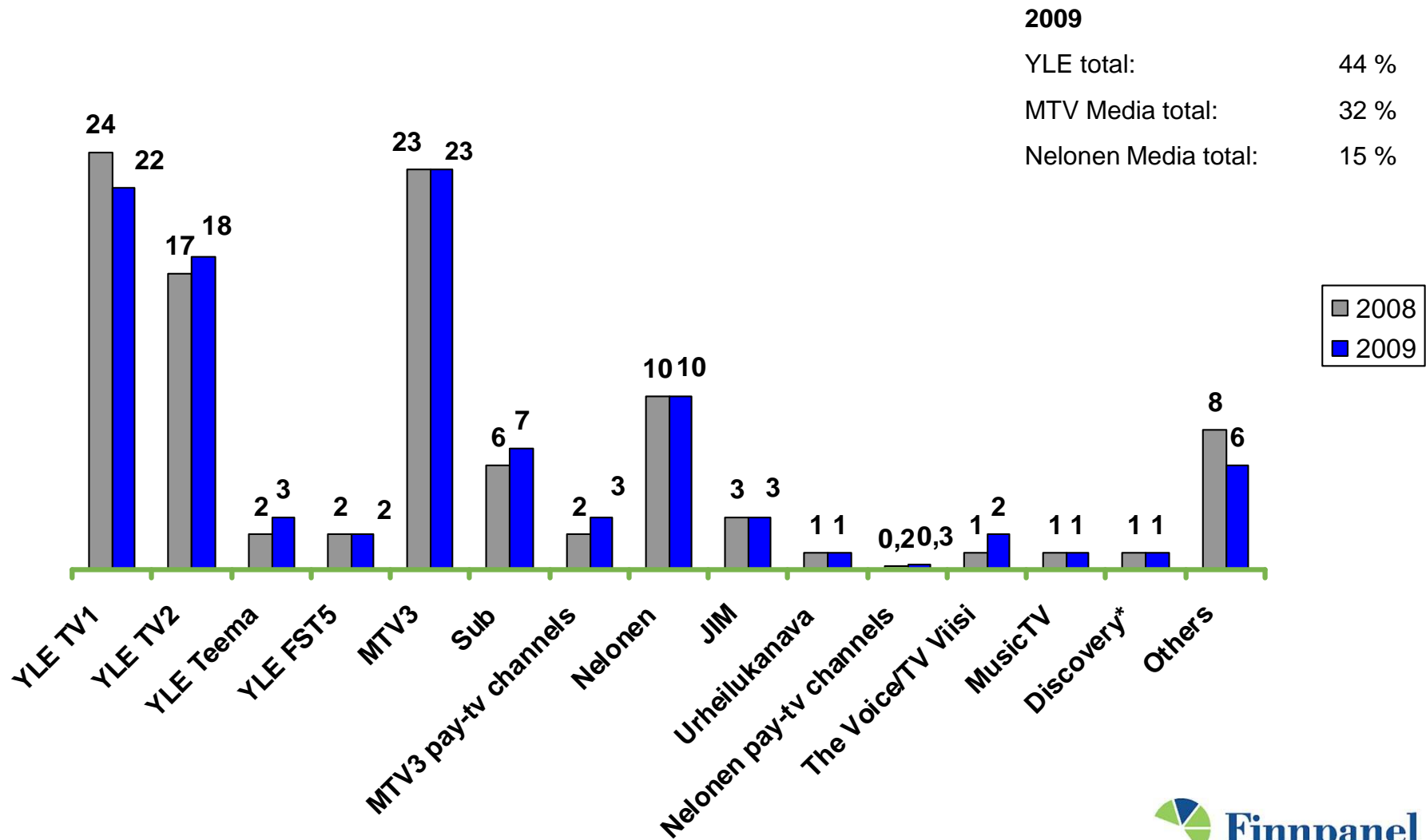


Channel shares (%) 2009



Source: TAM, population 10 y.

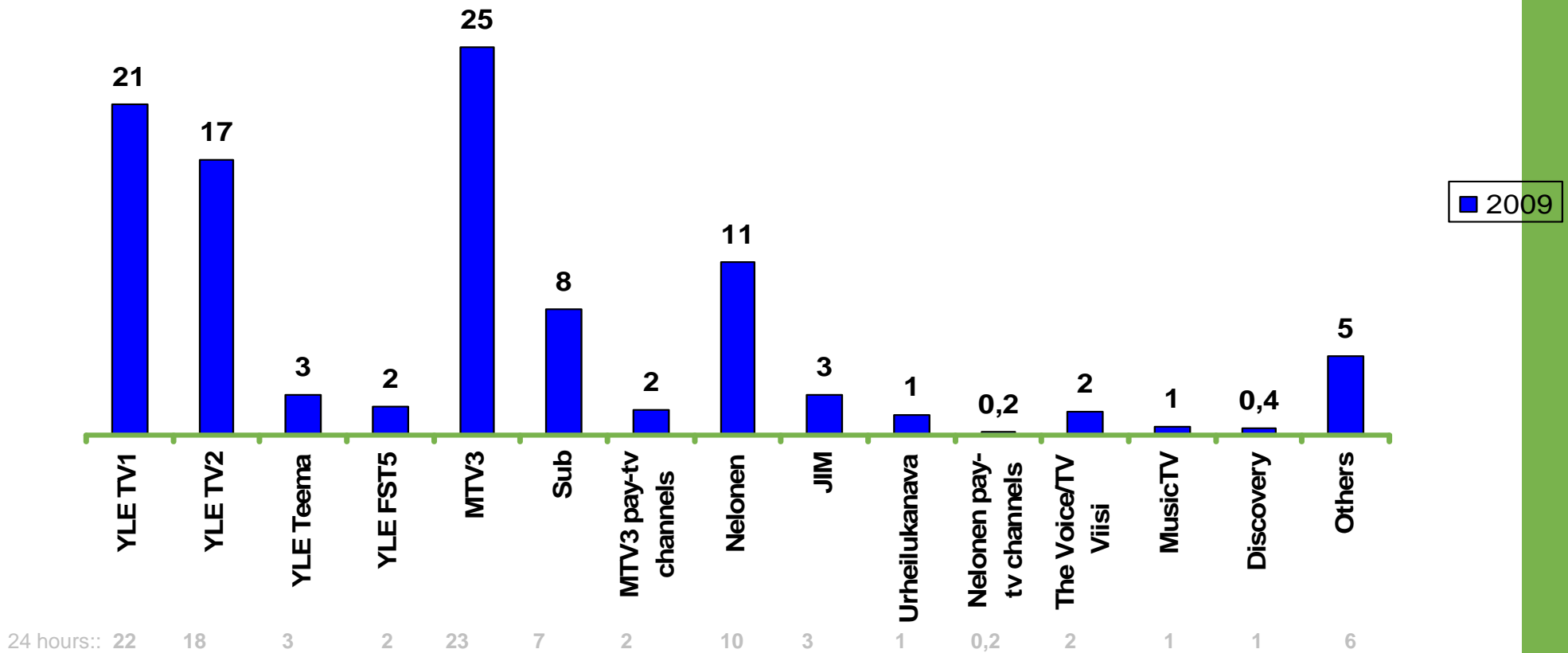
Channel shares (24 hours) %



Source: Finnpanel Oy, TAM, population 10+ y.

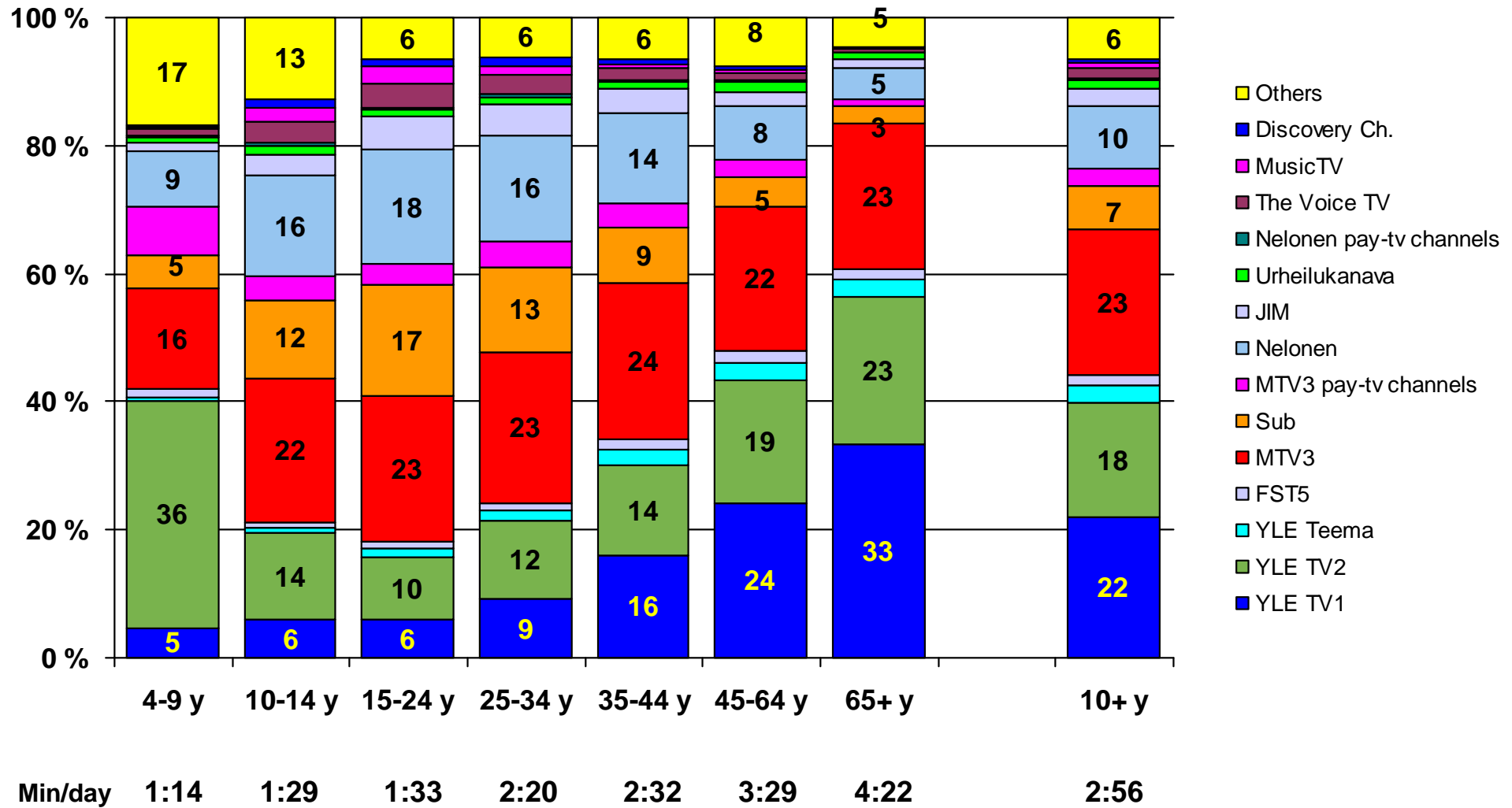
Channel shares (%) 2009 prime time 18-23

YLE total: 43 %
 MTV Media total: 34 %
 Nelonen Media total: 16 %



Source: Finnpanel Oy, TAM, 10+ y.)

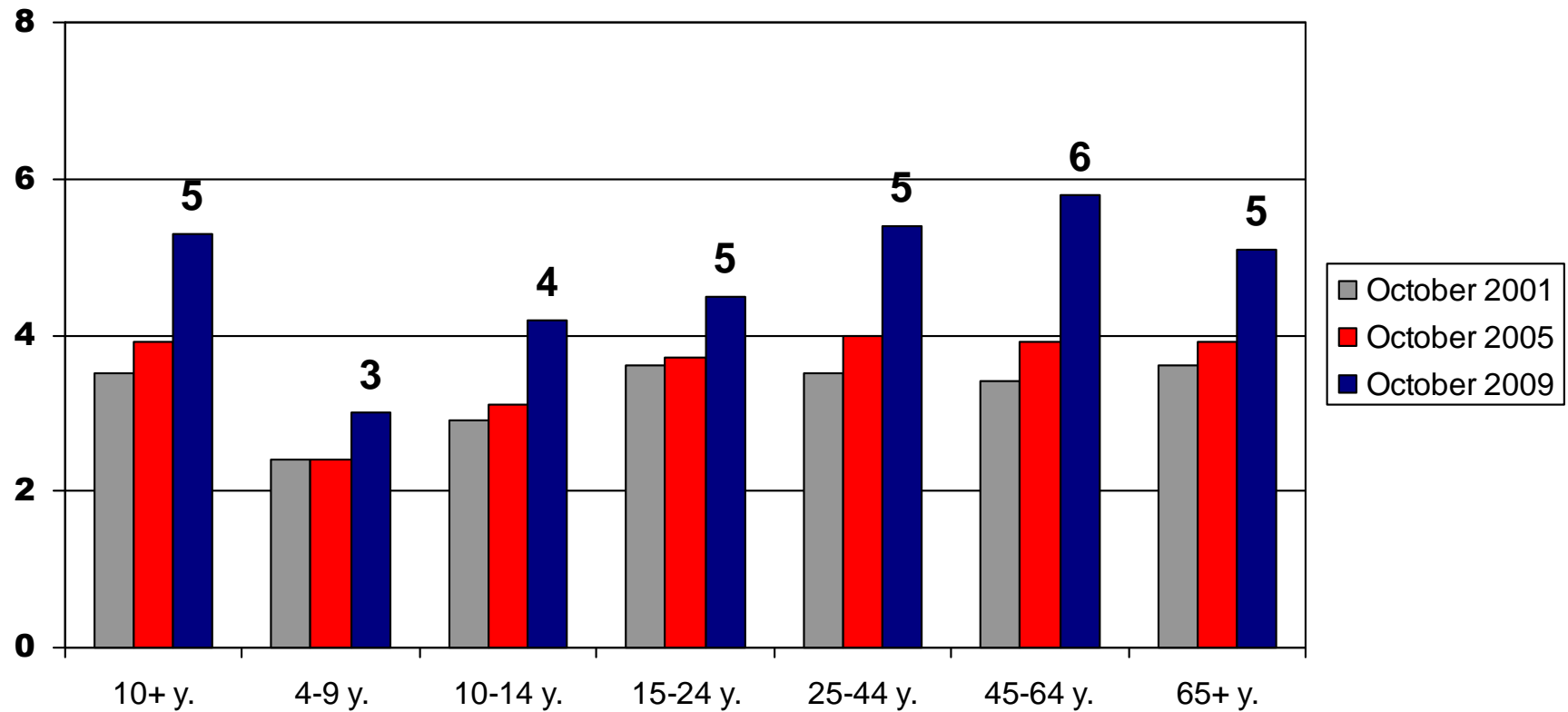
Channel shares by age groups 2009



Source: Finnpanel Oy, TAM 10 + y.

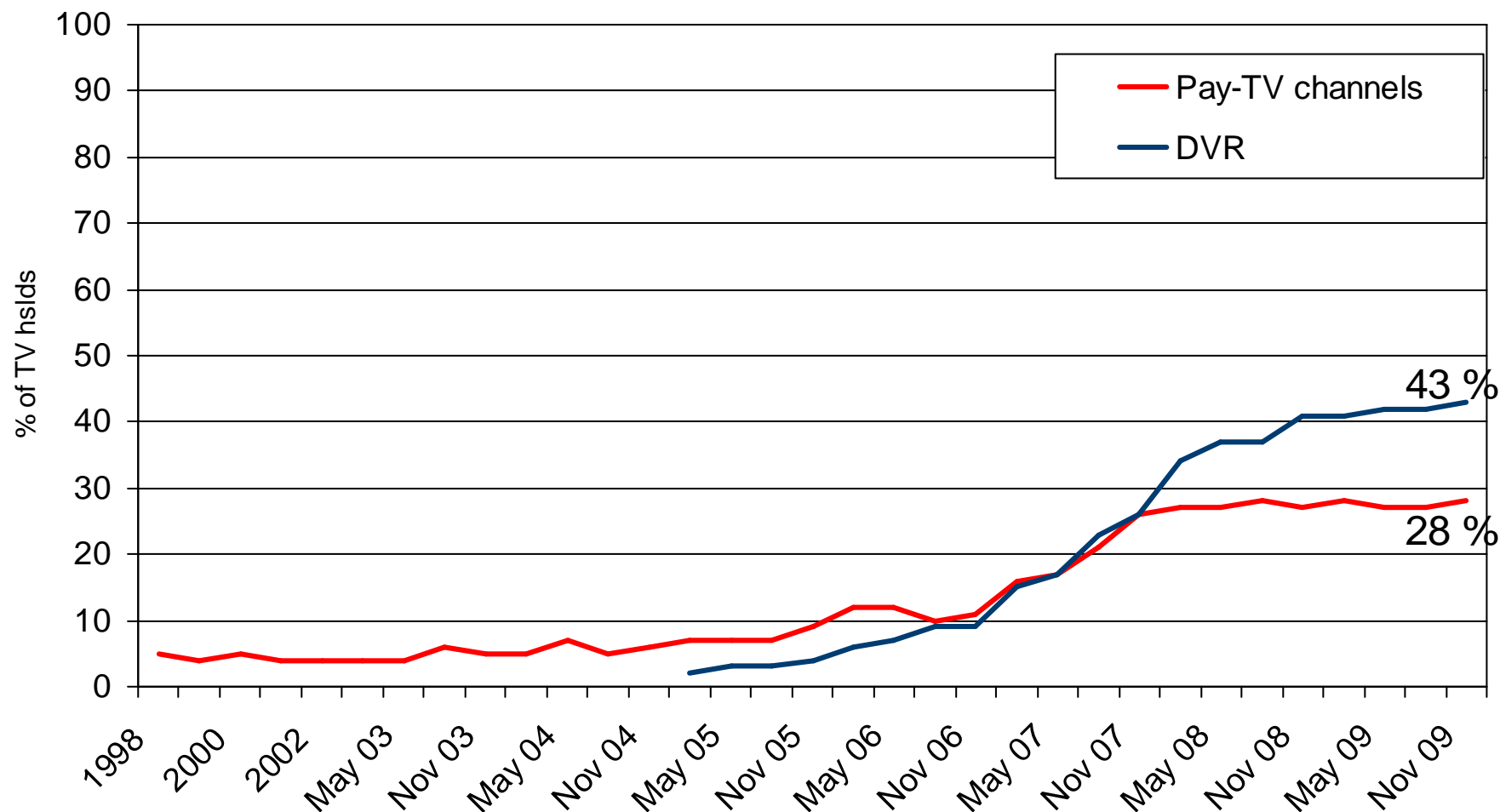
The number of channels viewed / av. day

Channels/day



Source: Finnpanel Oy, TAM

Penetration of Pay-TV and DVR



Source:: Finnpanel, Establishment Survey

Pay-TV

Pay-TV:

- share of Pay-TV viewing 7 %
- more common in hsls with kids
- 2/3 of the viewing minutes from males

Top-5 Pay-TV channels 2009

1. MTV3 Max
2. Eurosport
3. The Discovery Channel
4. Canal+ Movie Channels
5. MTV3 Fakta

Source: TAM 2009, population 4+ y.

Pay-TV Channels: MTV3 pay-tv (Max, Leffa, Fakta, Sub Juniori, Ava, Scifi, Sarja) , Nelonen pay-tv (Kino, Urheilu+kanava), Urhotv, Canal+ Movie, Canal+ Sport, TV1000 movie, TV1000 muu, Eurosport, Disney Channel, Discovery Channel, SVT World, SVT1, SVT2, TV4 Ruotsi , BBC Prime, BBC Food, Animal Planet, Toon Disney, Jetix, Digiviihde

Digital Video Recorder (DVR): 43 % of TV hslds

All households:

- timeshifted viewing share 5 % in age group 10+ y.
- timeshifted viewing share 11 % in age group 25-34 y.
- More common among females

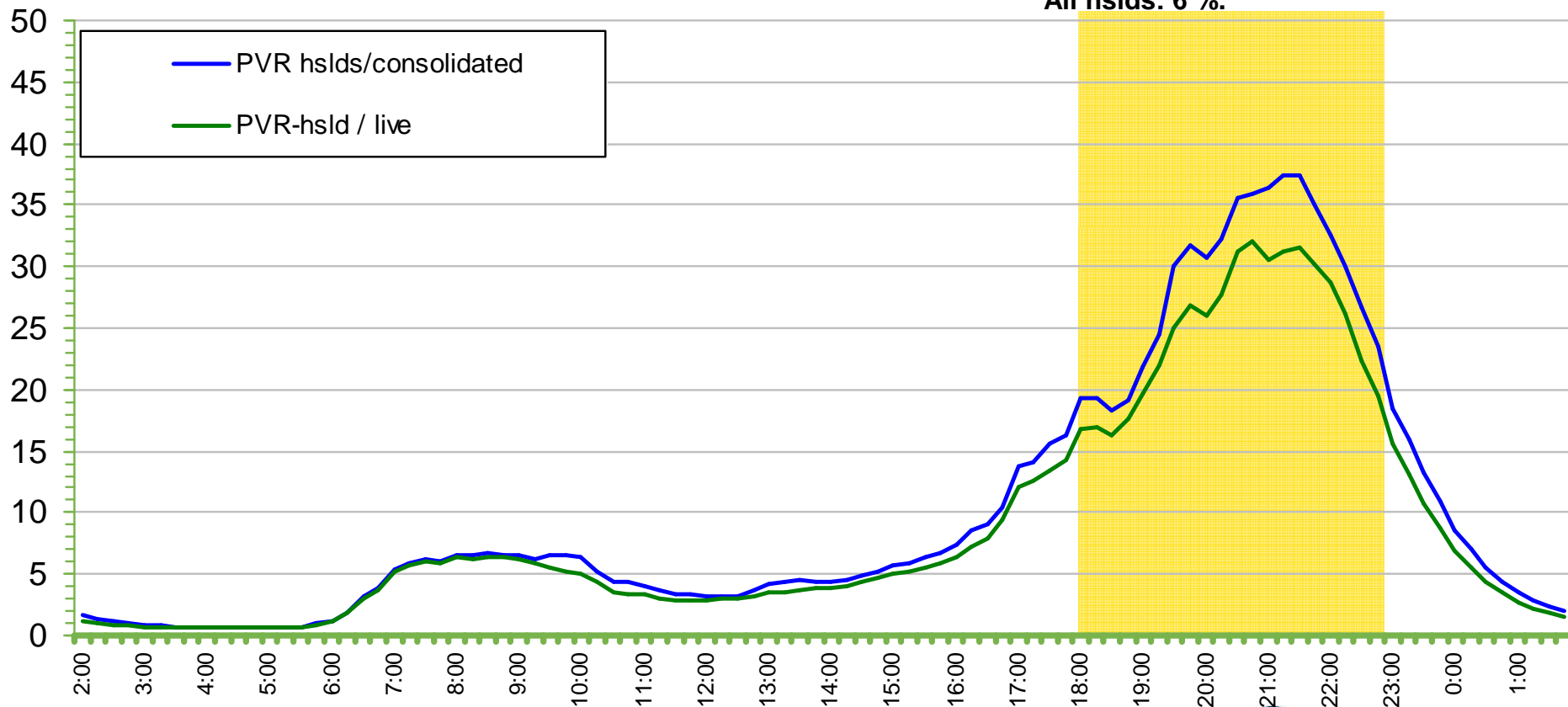
Households (10+ y.), with DVR:

- timeshifted viewing share 13 %
- timeshifted viewing share in breaks 4 %

DVR-households: Weekdays viewing (live and timeshifted)

Consolidated = + 7 days

rating, %

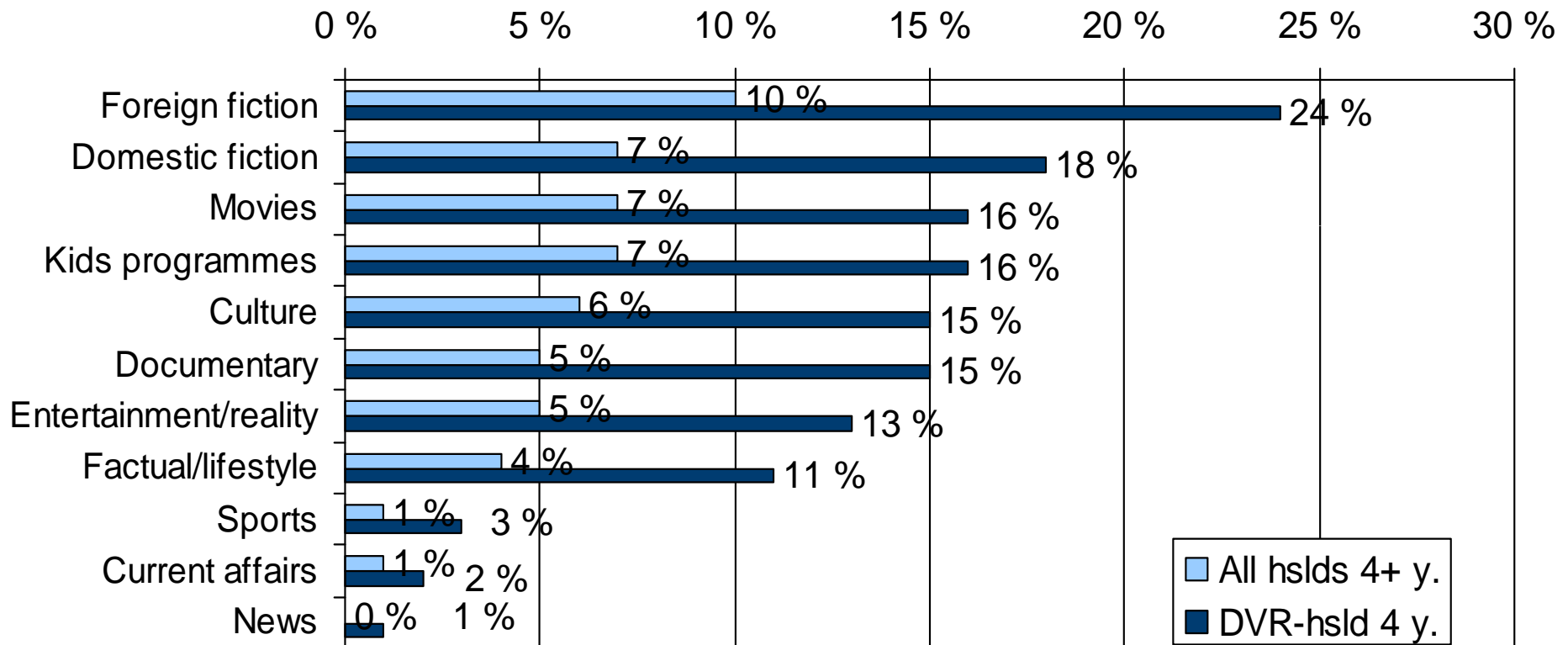


Between 18-23 timeshifted viewing share:
DVR-hsls: 14 %.
All hsls: 6 %.

DVR-hsls = Hsls with DVR
Source: Finnpanel Oy, TAM 2009

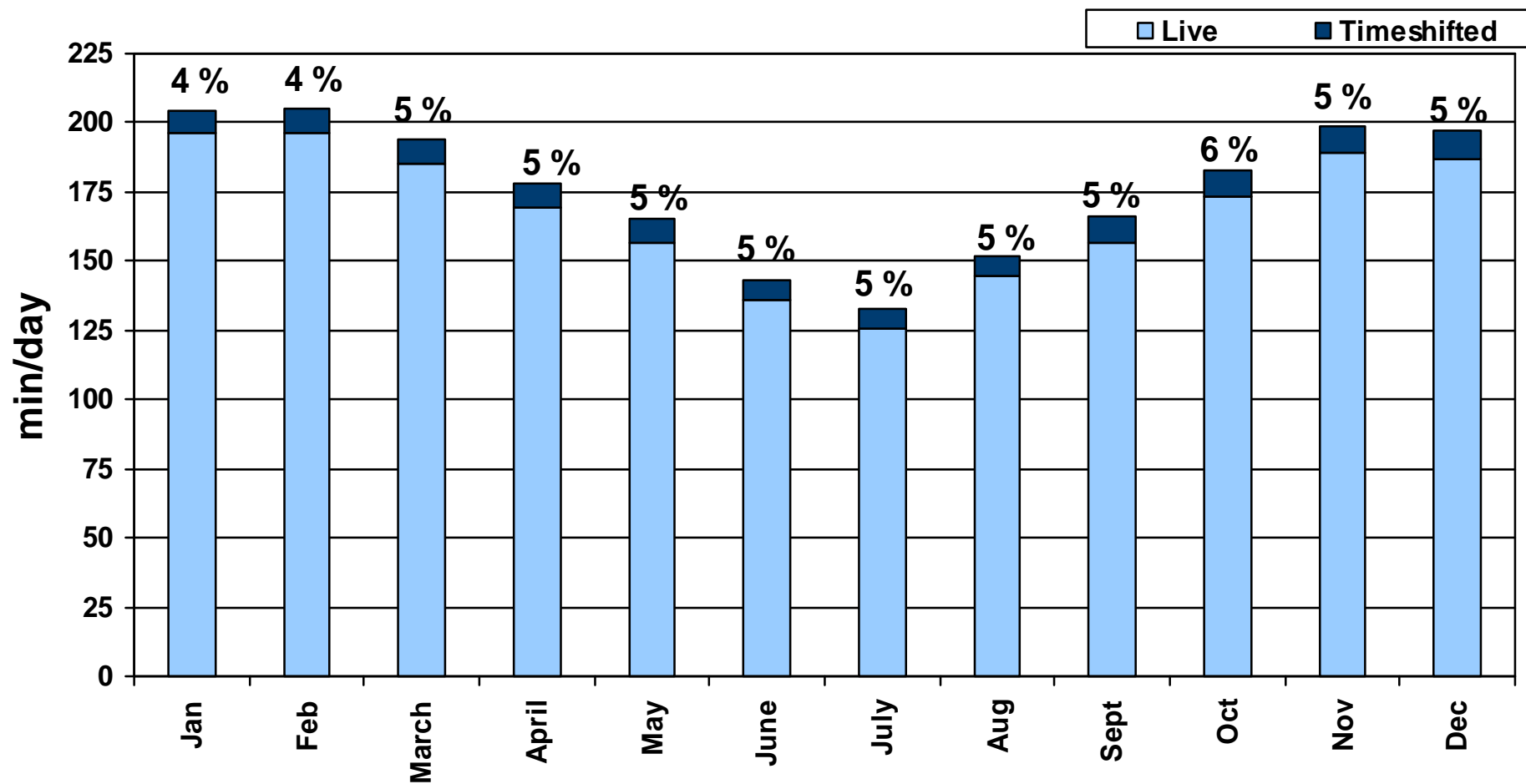
Timeshifted viewing by genre

The increase of timeshifted viewing



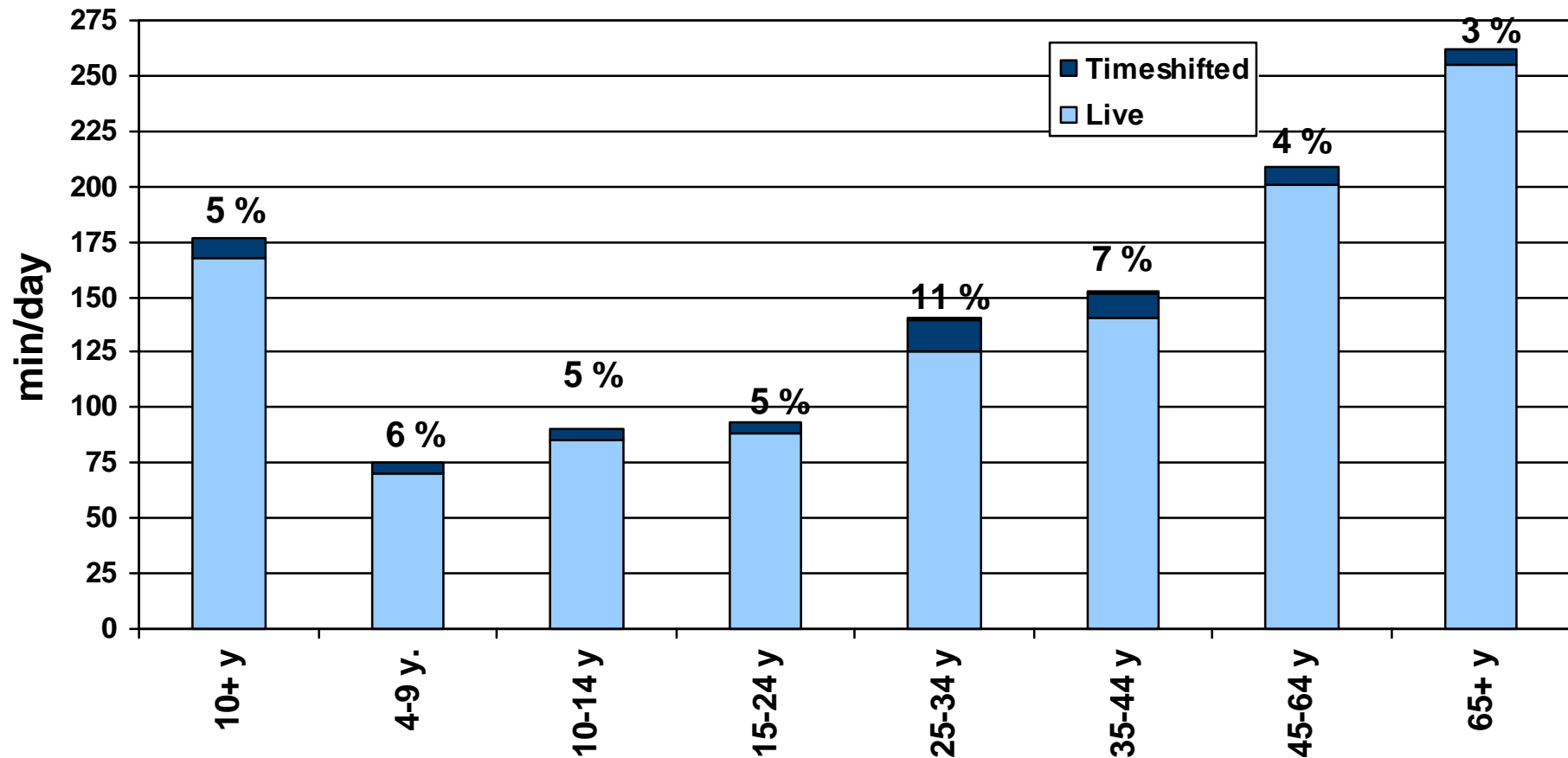
Source: Finnpanel Oy, TAM 2009

Timeshifted viewing share 2009



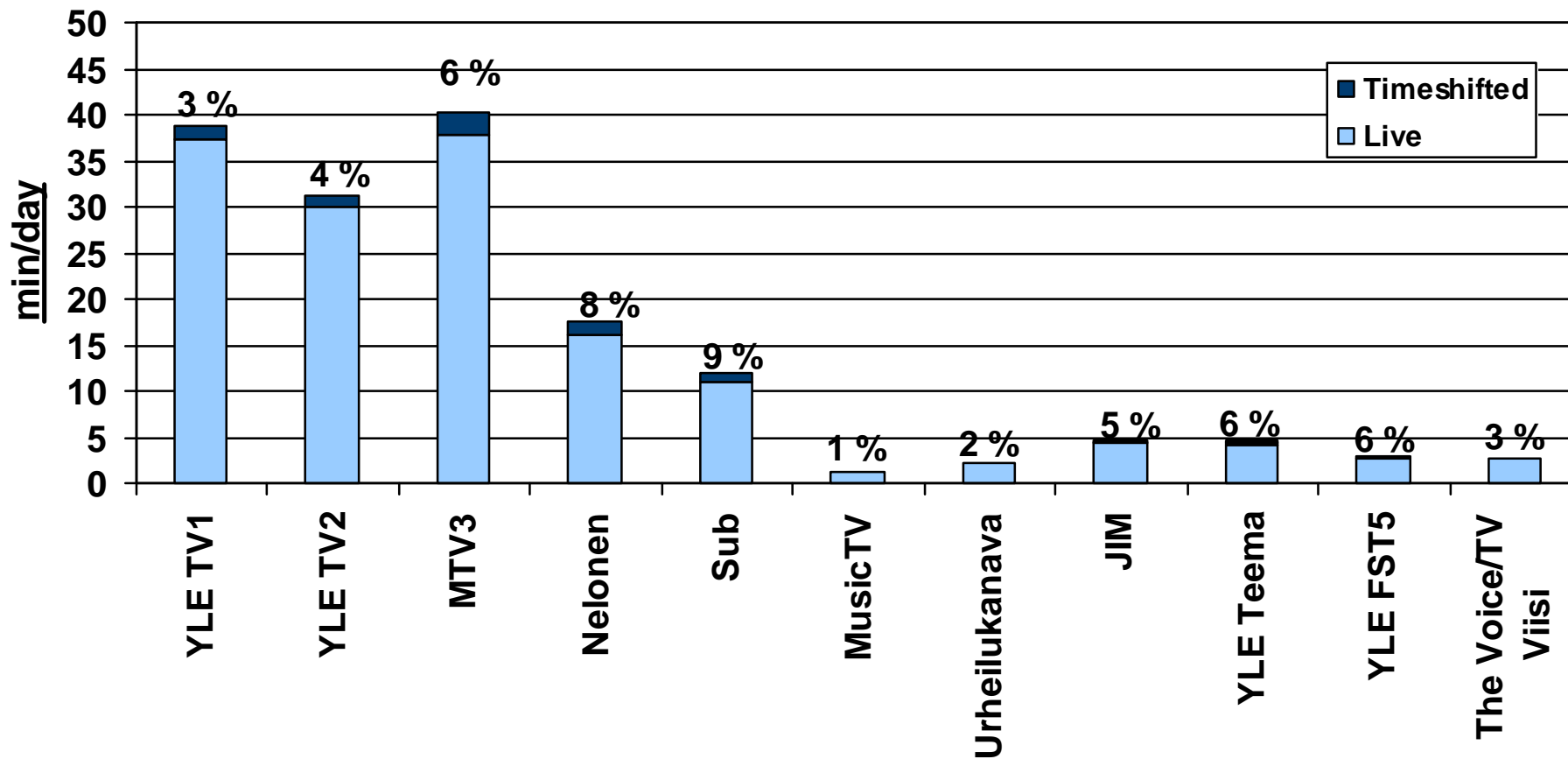
Source: Finnpanel Oy, TAM, 10+ y.

Timeshifted viewing share by age groups 2009



Source: Finnpanel Oy, TAM

Timeshifted viewing share by channels 2009



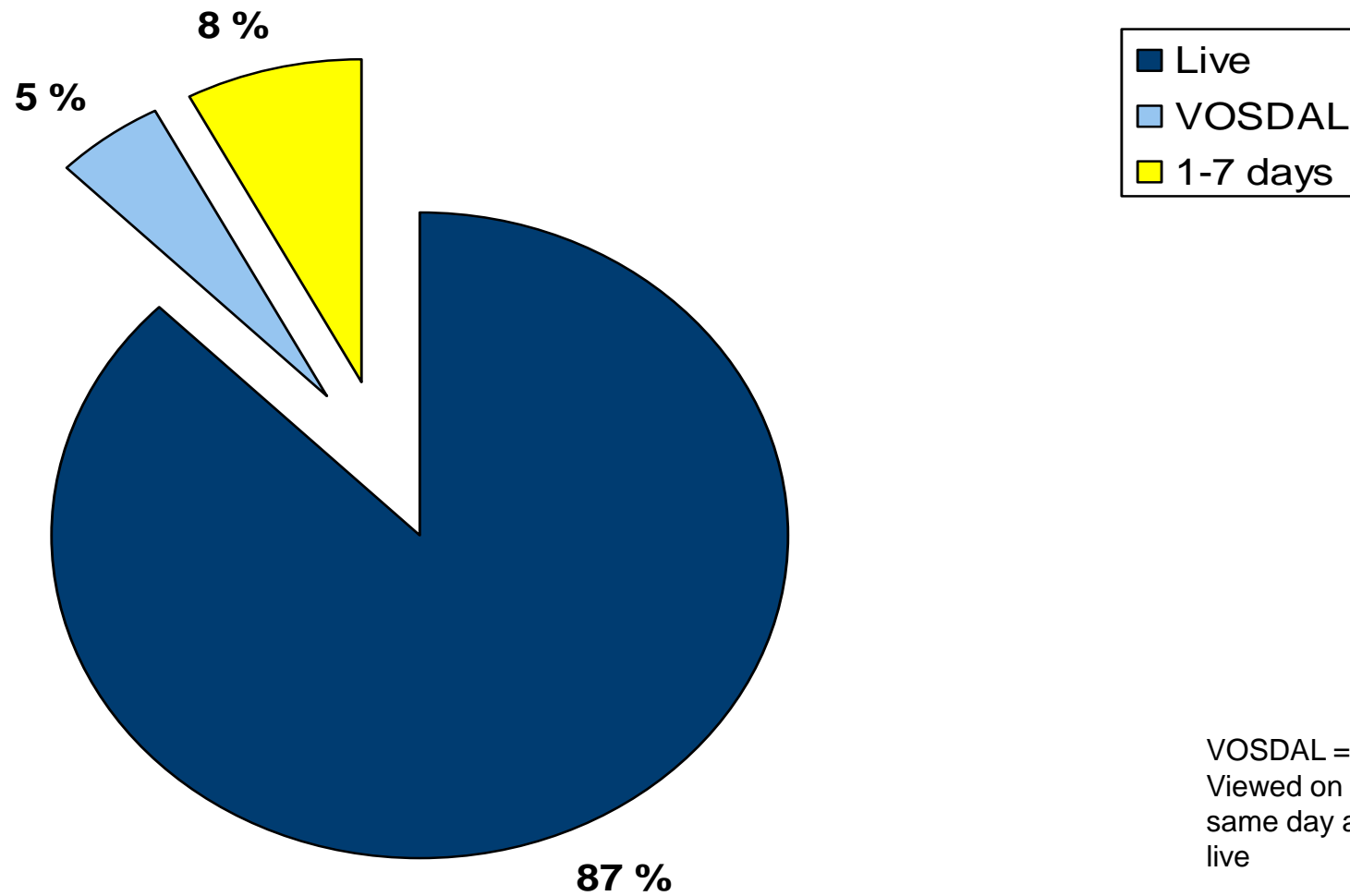
Source: Finnpanel Oy, TAM

Top 20, timeshifted programmes 2009

Channel	Programme	Date	Start-time	Rating (000) Live+timeshifted	Timeshifted share of consolidated
MTV3	Salatut elämät	Ma 1.6.	19:28	710+153	18 %
MTV3	Amazing Race	Su 29.3.	21:03	1221+135	10 %
MTV3	Mentalist	To 10.9.	21:00	470+109	19 %
MTV3	Emmerdale	Pe 4.12.	18:00	353+94	21 %
TV 1	Kotikatu	To 23.4.	19:44	539+90	14 %
MTV3	Helppo elämä	Ma 23.3.	20:00	690+90	12 %
TV 2	Karjalan kunnalla	Ke 2.12.	21:00	765+88	10 %
MTV3	24	Ma 12.10.	21:00	297+88	23 %
Nelonen	Desperate housewives	Ma 7.12.	21:00	338+85	20 %
MTV3	Life	Ma 1.6.	20:59	305+78	20 %
TV 1	Heartbeat	Pe 6.11.	19:10	347+78	18 %
JIM	Poliisit	Ke 11.11.	20:30	157+77	33 %
Nelonen	Harper's Island	To 3.9.	21:00	193+77	29 %
TV 1	Lewis	Su 12.4.	22:00	314+75	19 %
Sub	Big Brother	La 29.8.	22:01	357+74	17 %
Nelonen	Fear Factor	La 14.3.	20:00	343+74	18 %
Sub	Madventures III	Su 5.4.	21:59	254+73	22 %
MTV3	The Apprentice	Ma 9.11.	20:00	690+73	10 %
MTV3	C.S.I.	Ke 26.8.	21:02	340+72	18 %
Nelonen	Finland's Next Top Mod.	Ma 23.11.	20:01	219+72	25 %

Source: Finnpanel Oy, TAM, 10+ years.
Only the best episode

DVR-households: Most of the viewing is still live viewing



VOSDAL =
Viewed on
same day as
live



www.finnpanel.fi

