

In 2010 a record number of almost 2 million TVs were sold, one in every four households bought a new set.

Due to this rapid growth, new technologies were quickly introduced. Dutch television market digitized very rapidly. Six out of ten households have a digital television (55% in 2009 to 59% in 2010) and one out of four households a hard disk recorder. Web TV (watching a television program on the Internet) is stabilizing at 40% (up from 35% in 2009). The Dutch viewer watched television an average of 191 minutes (3 hours and 11 minutes) a day. This is 7 minutes more than 2009. The increase is mainly due to the World Cup Football and the bad weather in August. Time-shifted viewing accounts for 2.1% of total viewing time; in 2009 this figure was only 1.6%. The viewing time is mainly concentrated to a few channels. The top 20 channels make up 90% of the viewing time, the top 10, 80% and the top 5, 60%.

The most watched programme in 2010 was the World Cup final between the Netherlands and Spain. The best non-sport programme was *Farmer Wants a Wife*, episode 13, on the public broadcaster channel Nederland 1.

The market share in prime time (6 pm–midnight) of the public broadcaster increased from 36.8% to 37.6%. RTL Nederland showed an increase from 27.5% to 28.3% and SBS decreased to 19.7% (from 21.7% in 2009).

With the Football World Cup, Olympic Games

and popular programme *Farmer Wants a Wife* Nederland 1 was, with a market share of 23.5%, the most watched channel in 2010.

The public broadcaster introduced two new members, Powned and WNL (a Telegraaf Media company) while Llink stopped its broadcasting. WNL, a Telegraaf Media-owned company, brings daily news items. Powned, derived from the Internet site *Geen Stijl* (No Style), aspires to be critical.

SBS had a difficult year in 2010. Their market share decreased to 19.7%. Due to disappointing results many programmes ended early. SBS 6 in particular had a strong competitor in RTL 4. SevenOne Media sold SBS Broadcasting to a partnership of Sanoma (largest magazine publisher) and Talpa (owned by John de Mol) in April 2011. The acquisition includes three free-to-air channels, two TV guides, and a publishing and production house.

In 2010 RTL Nederland had its best year since 1999. With a market share of 33.0% (20–49 years), the four channels experienced a 4% increase. RTL4 experienced an 8% increase in its core target group (PRP 20–49 years) with the successful programmes *X Factor*, *Holland's Got Talent*, and *Ik Hou Van Holland*. The talent show *The Voice of Holland*, introduced a new form of television viewing. Watching the show live with a laptop or tablet on your lap interacting on Facebook and Twitter. *The Voice of Holland* was a worldwide trending topic on Twitter and increased

its members with 10% during the live shows.

RTL 7 changed its look and feel and had its best result ever since its debut in 2005. The talk show *Voetbal International*, which was a strong opponent to the public broadcaster, reached its highest ratings in 2010.

For RTL 5 it was a year of rating records and controversial programmes, with the success *Oh Oh Cherso*. In October, RTL 8 started broadcasting non-violent children's programmes on Telekids for the younger children, aged three to eight.

The high ratings also had an influence on television advertising. The daily reach of television is 80%; the daily reach of television advertising is 70%. In 2010, 18 minutes of advertising was watched, resulting in 9% of the total viewing time; in 2009, 17 minutes was watched.

The length of spots is gradually becoming shorter. On the other hand, more twin spots are broadcast. With 30% of all campaigns, this form is becoming popular; in 2005, the figure was only 20%. In times of economic recovery, advertisers review their marketing budgets and commitments. In 2010 television was the fastest growing medium and more brands used television advertising, resulting in an increase in budget share. In the last quarter of 2009, the first signs of recovery were shown, ending in double-digit growth in the last three quarters of 2010. As a result, the total growth of net television expenditures in 2010 was 10.6%. With these figures the television advertis-

ing market has reached the level of 2008, before the crisis started.

The advertising market will continue to grow in 2011. Moreover, the technical possibilities will improve and more HD content will be made available. In 2011 many new formats will start but also the success formats will be prolonged. The use of online (video) and social media is becoming a permanent part of a show. Not only increasing the reach, but also the interaction with the audience is important making the relationship between viewer, broadcasters and advertiser tighter.

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Netherlands

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General Data

COUNTRY	
Land area (km ²)	41 543
Total population	16 783 092
Number of households	7 386 144
Average household size	2.3
Source: CIA World Factbook, CBS/CPB	

ECONOMY	
GDP in million EUR (at current prices)	576 486
GDP per capita in EUR (at current prices)	34 349
GDP real growth rate in 2010 (in %)	1.7
Inflation rate in 2010 (in %)	1.1
Value of Euro (EUR) in USD	1 EUR = 1.3362 USD
Source: CIA World Factbook, European Central Bank	

HOUSEHOLD EQUIPMENT	
Mobile telephone subscribers (Individuals in %)	124.5 ¹
PCs (Households in %)	92.0
Broadband Internet access (Households in %)	72.1
¹ Figure is calculated on the number of private mobile phone contracts, in reference to the population. One person can have more than one contract. Source: Screen Digest	

TV - GENERAL DATA	
Total number of TV households (TVHH)	7 289 905
In % of all households	98.7
TV Licence-Fee cost per year	None ¹
¹ The TV licence-fee is included in income-tax. Source: SKO	

TV EQUIPMENT	
	in % of TVHH
DVD Player/Recorder	90.0
Blu-ray Player	7.6
DVR (Digital Video Recorder)	2.6
TV Flat Screen	67.3
TV High Definition	58.5
Source: Screen Digest	

TV DISTRIBUTION	
	in % of TVHH
Cable subscription (analogue + digital)	73.3
Satellite Private dish/DTH (analogue + digital)	9.7
Only analogue Terrestrial	0.0
Source: Screen Digest	

DIGITAL TV	
	in % of TVHH
Digital Terrestrial	11.0
Digital Satellite	9.7
Digital Cable	40.8
IP TV (TV via DSL)	6.1
All Digital	67.5
Source: Screen Digest	

TV SUBSCRIPTION	
	in % of TVHH
Analogue Pay TV subscribers	32.5
Digital Pay TV subscribers	66.7
Source: Screen Digest	

MAIN CHANNELS REPORTED BY LOCAL INSTITUTE

Channel	Nature	Launch	Diffusion	Tech. Pen.	Language	Programming	Revenue	Sales House
RTL 4	Private	1989	C,S	97%	Dutch	Generalist	Adv.	RTL
RTL 5	Private	1993	C,S	97%	Dutch	Generalist	Adv.	RTL
RTL 7	Private	1995	C,S	97%	Dutch	Generalist	Adv.	RTL
RTL 8	Private	2007	C,S	97%	Dutch	Generalist	Adv.	RTL
NEDERLAND 1	Public	1951	DT,C	100%	Dutch	Generalist	L-F, Adv., Gov.	STER
NEDERLAND 2	Public	1964	DT,C	100%	Dutch	Generalist	L-F, Adv., Gov.	STER
NEDERLAND 3	Public	1988	DT,C	100%	Dutch	Generalist	L-F, Adv., Gov.	STER
NET 5	Private	1999	C,S	97%	Dutch	Generalist	Adv.	SBS
SBS 6	Private	1995	C,S	97%	Dutch	Generalist	Adv.	SBS
VERONICA	Private	2001	C,S	97%	Dutch	Generalist	Adv.	SBS
COMEDY CENTRAL	Private	2007	C,S	97%	Dutch	Comedy	Adv.	MTV Network
MTV	Private	1997	C,S	92%	Dutch	Music	Adv.	MTV Network
NICKELODEON	Private	1988	C,S	97%	Dutch	Children	Adv.	MTV Network
TMF	Private	1995	C,S	96%	Dutch	Music	Adv.	MTV Network
DISNEY CHANNEL	Private	2009	n.a.	n.a.	Dutch	Children	n.a.	Disney
DISNEY XD	Private	1997	C,S	94%	Dutch	Children	Adv.	Disney
DISCOVERY CHANNEL	Private	1993	C,S	89%	English/sub. Dutch	Documentaries	Adv.	In-house
NATIONAL GEOGRAPHIC	Private	2005	C,S	91%	English/sub. Dutch	Documentaries	Adv.	In-house
ORN TV (REGIONAL CHANNELS) ¹	Public	n.a.	n.a.	n.a.	Dutch	n.a.	n.a.	n.a.
ANIMAL PLANET	Private	1996	n.a.	n.a.	English/sub. Dutch	Documentaries	n.a.	n.a.
AT 5	Public	1992	n.a.	n.a.	Dutch	Regional	n.a.	n.a.
EUROSPORT	Private	1989	n.a.	n.a.	Dutch	Sports	n.a.	n.a.

¹Channels included: TV Drenthe, TV Flevoland, TV Gelderland, TV Noord, TV Noord-Holland, TV Oost, TV Rijnmond, TV West, TV Zeeland

Note: Channels sorted by sales houses.

Source: EURODATA TV, SKO, MAVISE - reproduction forbidden, all rights reserved by MEDIAMETRIE

OTHER UNIVERSE OF CHANNELS REPORTED BY LOCAL INSTITUTE

Channel	Nature	Launch	Language	Programming
101 TV	Public	2006	Dutch	Children
13TH STREET	Private	n.a.	Dutch	Fiction
3 SAT	Public	1984	German	Generalist
ARD	Public	1954	German	Generalist
ARTE/LA 5	Public	1991	French/German	Culture
BBC 1	Public	1936	English	Generalist
BBC 2	Public	1964	English	Generalist
BEST 24	Public	2006	Dutch	Entertainment
CAR CHANNEL	Private	n.a.	Dutch	Lifestyle
CARTOON NETWORK	Private	n.a.	Dutch	Children
CNN	Private	1980	English	News
COMEDY CENTRAL FAMILY	Private	2007	Dutch	Entertainment
CONSUMENTEN 24	Public	2006	Dutch	Lifestyle
CULTURA 24	Public	2006	Dutch	Culture
DISCOVERY SCIENCE	Private	n.a.	English/sub. Dutch	Documentaries
DISCOVERY TRAVEL	Private	n.a.	English/sub. Dutch	Documentaries
DISCOVERY WORLD	Private	n.a.	English/sub. Dutch	Documentaries
E! ENTERTAINMENT	Private	2009	English/sub. Dutch	Entertainment
EÉN	Public	1958	Dutch	Generalist
EREDIVISIE LIVE 1	Private	2008	Dutch	Sports
EREDIVISIE LIVE 2	Private	2008	Dutch	Sports
EREDIVISIE LIVE 3	Private	2008	Dutch	Sports
FAN TV	Private	2008	Dutch	Entertainment
FOX LIFE	Private	2009	Dutch	Fiction
FRANCE 2	Public	1975	French	Generalist
GESCHIEDENIS 24	Public	2005	Dutch	Cultural
HALLMARK	Private	n.a.	Dutch	Fiction
HET GESPREK	Private	2007	Dutch	Debates, Interviews
HOLLAND DOC 24	Public	2004	Dutch	Documentaries
HUMOR TV 24	Public	2006	Dutch	Entertainment
JIMJAM	Private	n.a.	Dutch	Children

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OTHER UNIVERSE OF CHANNELS REPORTED BY LOCAL INSTITUTE

Channel	Nature	Launch	Language	Programming
JOURNAAL 24	Public	2004	Dutch	News
KABEL 1	Private	1992	German	Generalist
KETNET/CANVAS	Public	1977	Dutch	Generalist
L1 TV	Public	1999	Dutch	Regional
LA UNE	Public	1960	Dutch	Generalist
MISDAADNET	Private	2008	Dutch	Fiction
MTV BRAND NEW	Private	2006	Dutch	Music
NATIONAL GEOGRAPHIC WILD	Private	n.a.	English/sub. Dutch	Documentaries
NDR	Public	1959	German	Generalist
NICK HITS	Private	2007	Dutch	Children
NICK JR.	Private	2007	Dutch	Children
NICK TOONS	Private	2007	Dutch	Children
NOSTALGIENET	Private	2006	Dutch	Entertainment
OMROEP BRABANT TV	Public	1997	Dutch	Regional
OMROP FRYSLAN TELEVISIE	Public	1994	Dutch	Regional
POLITIEK 24	Public	2005	Dutch	News
PRO 7	Private	1989	German	Generalist
RAI 1	Public	1954	Italian	Generalist
REGIO TV UTRECHT	Private	2000	Dutch	Regional
RTL	Private	1984	German	Generalist
RTL II	Private	1993	German	Generalist
RTL LOUNGE	Private	2009	Dutch	Entertainment, Women
SAT 1	Private	1984	German	Generalist
SPIRIT 24	Public	2009	Dutch	Religious
SPORT 1	Private	1993	German	Sports
SPORT 1	Private	2006	Dutch	Sports
SPORT 1.2	Private	n.a.	Dutch	Sports
STERREN 24	Public	2006	Dutch	Music
SWF	Public	1969	German	Generalist
SYFY UNIVERSAL	Private	2007	Dutch	Fiction
TMF DANCE	Private	2005	Dutch	Music

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OTHER UNIVERSE OF CHANNELS REPORTED BY LOCAL INSTITUTE

Channel	Nature	Launch	Language	Programming
TMF NL	Private	1995	Dutch	Music
TMF PURE	Private	2005	Dutch	Music
TV 5 MONDE	Public	1984	French	Generalist
TVE	Public	1989	Spanish	Generalist
VH 1	Private	2002	English	Music
VH 1 CLASSIC	Private	2004	English	Music
VOX	Private	1992	German	Generalist
WDR	Public	1965	German	Generalist
XITE	Private	n.a.	Dutch	Music
ZAPPELIN/FAMILIE 24	Public	2006	Dutch	Children
ZDF	Public	1963	German	Generalist
ZONE REALITY	Private	2002	Dutch	Entertainment

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DIGITAL PACKAGES

Channel	Launch	Diffusion	Decoder	Subscribers	Language	No. of channels	Revenue
ZIGGO	2008	C	Various	1 100 000	Dutch	150	Sub.
UPC DIGITAL	2006	C	Thomsom-mediabox, Motorola, Sagem	648 000	Dutch	30-90	Sub.
TELE2VISION	2006	T,ADSL	Tele2Decoder	55 000	Dutch	70	Sub.
KABELNOORD	n.a.	C	Humax IR-Fox C	25 000	Dutch	45	Sub.
CANALDIGITAAL	2006	S	Any Satellite Receiver	800 000	Dutch	200	Sub.
KPN DIGITAAL	2006	ADSL	Digital Tuner + 160GB HD	50 000	Dutch	53	Sub.
KPN DIGITENNE	2004	T	Digitenne Tuner	750 000	Dutch	23	Sub.
DELTA KABEL	2005	C	Humax, Samsung, Panasonic	50 000	Dutch	127	Sub.
CAIWAY	2004	C	Samsung, Humax	60 000	Dutch	248	Sub.

Source: SKO

Viewing Patterns

AUDIENCE MEASUREMENT

Main Contracting Party	SKO	
Name of the Service and Institute	Intomart/Medimaxim, since 2000	
Panel/Sampling Size (number of households)	1 235	
Instrument used (people-meter, telephone, face-to-face)	People-meter	
National audience measurement established in	1966	
Launch of people-meter system	1987	
Interval of measurement	1 sec	
Lower age limit	3 ¹	
Panel Area/Population represented by the panel in %	100.0	
	Target group	Population size in 000
Individuals	6+	15 149
Adults	13+	13 753
Main Purchase Responsibles	20-49	3 732
Commercial Target Group	20-49	6 832
Children	6-12	1 396

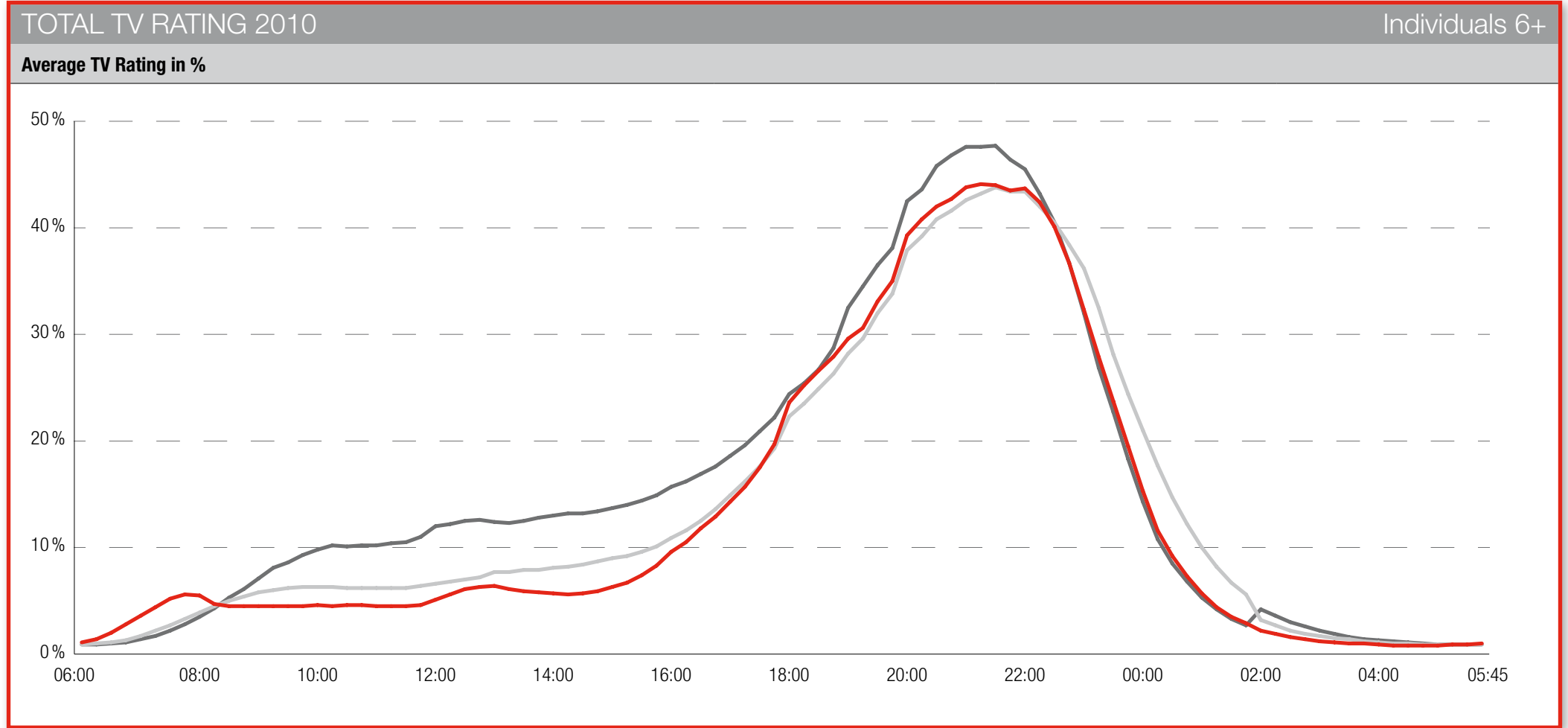
¹Nevertheless, in the Dutch TV market, individuals 6+ is used.
Source: SKO

DAILY REACH AND DAILY VIEWING TIME (IN MINUTES)

	Individuals 6+			Adults 13+			Commercial Target Group 20-49			Children 6-12			Main Purchase Responsibles 20-49				
	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008	2009	2010		
Daily reach (in %) ¹	79.0	78.0	78.9	80.0	79.0	79.8	78.8	77.2	78.1	72.0	70.0	69.7	80.0	78.0	79.8		
Viewing time per Viewer	Mon - Sun		232	235	242	239	242	249	220	221	229	155	161	166	234	235	245
Viewing time per Individual	Mon - Sun		184	184	191	191	191	199	173	170	178	112	113	116	187	185	195
	Mon - Fri		176	177	184	183	185	192	163	163	171	102	104	105	181	180	190
	Sat		191	187	197	195	192	201	179	172	183	145	147	155	187	183	195
	Sun		219	215	220	228	223	229	216	207	213	131	128	131	221	216	223

¹At least 1 minute consecutively watching TV
Source: SKO

Viewing Patterns



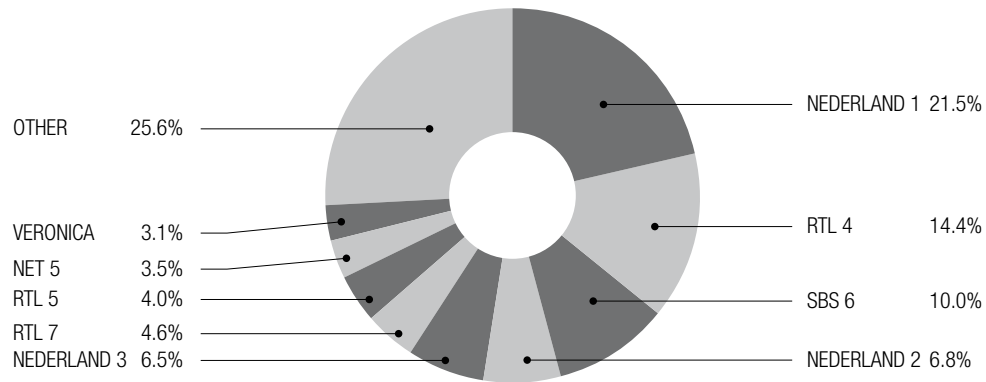
Source: SKO

- Monday - Friday
- Saturday
- Sunday

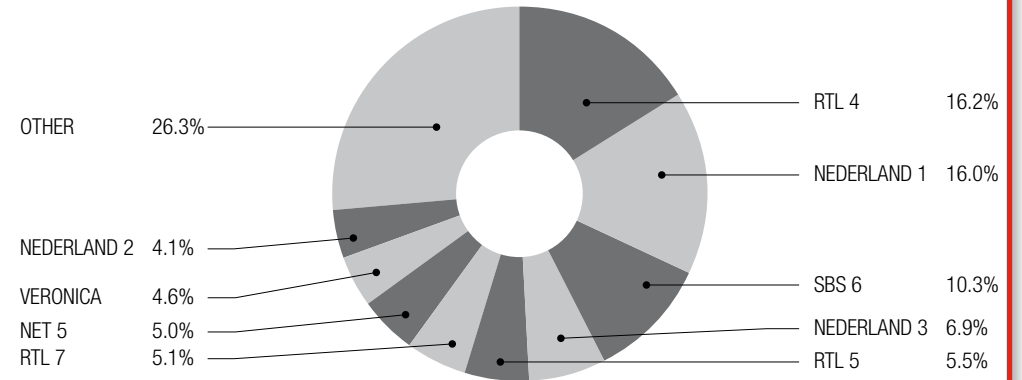
Audience Shares

AUDIENCE SHARES OF MAIN CHANNELS

Individuals 6+, all day (02:00-02:00)



Commercial Target Group 20-49, all day (02:00-02:00)



Audience Shares

AUDIENCE SHARES OF MAIN CHANNELS/ALL DAY 02:00-02:00 (IN %)

Channel	Individuals 6+		Adults 13+		Commercial Target Group 20-49		Children 6-12		Main Purchase Responsibles 20-49	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
NEDERLAND 1	20.0	21.5	20.8	22.3	13.9	16.0	6.7	8.0	13.6	15.5
RTL 4	13.6	14.4	14.0	14.7	14.9	16.2	6.9	8.4	16.0	17.0
SBS 6	10.9	10.0	11.1	10.2	12.3	10.3	7.1	5.7	12.4	10.4
NEDERLAND 2	6.7	6.8	7.0	7.2	4.1	4.1	1.3	1.3	4.3	4.4
NEDERLAND 3	7.2	6.5	6.9	6.1	7.6	6.9	12.1	12.4	7.2	6.8
RTL 7	4.5	4.6	4.7	4.7	4.9	5.1	2.2	2.6	4.2	4.5
RTL 5	4.4	4.0	4.5	4.0	6.2	5.5	2.7	2.8	6.2	5.6
NET 5	4.3	3.5	4.5	3.6	6.1	5.0	1.7	1.4	7.0	5.4
VERONICA	3.2	3.1	3.3	3.2	4.7	4.6	1.5	1.6	4.3	4.2
NICKELODEON	2.1	1.8	1.0	0.9	1.2	1.1	21.4	17.7	1.2	1.2
RTL 8	1.7	1.7	1.7	1.7	2.1	2.0	0.7	1.0	2.3	2.2
DISNEY XD	1.6	1.6	0.8	0.9	1.0	1.0	15.1	14.3	0.9	1.0
DISCOVERY CHANNEL	1.8	1.5	1.8	1.5	2.6	2.1	1.1	0.9	2.0	1.7
NATIONAL GEOGRAPHIC	0.8	1.1	0.9	1.1	1.1	1.4	0.3	0.5	1.0	1.3
COMEDY CENTRAL	1.0	1.0	1.0	0.9	1.3	1.3	2.0	1.8	1.4	1.4
ANIMAL PLANET	1.1	1.0	1.2	1.0	1.2	0.9	0.7	0.6	1.3	1.0
MTV	0.8	0.8	0.8	0.8	1.0	1.0	1.0	1.0	1.0	1.0
EUROSPORT	0.8	0.8	0.9	0.8	0.6	0.6	0.5	0.3	0.6	0.6
TMF	0.7	0.5	0.7	0.5	0.9	0.7	1.1	1.0	1.0	0.7
DISNEY CHANNEL	0.4 ¹	0.5	0.3 ¹	0.3	0.3 ¹	0.3	2.6 ¹	3.3	0.3 ¹	0.2
AT 5	0.2	0.1	0.2	0.1	0.2	0.1	0.1	0.0	0.2	0.1
OTHER	12.2	13.2	11.9	13.5	11.8	13.8	11.2	13.4	11.6	13.8

¹Reported since October 3rd, 2009.

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Audience Shares

AUDIENCE SHARES OF MAIN CHANNELS/BY DAY PARTS (IN %)										
Channel	Individuals 6+		Adults 13+		Commercial Target Group 20-49		Children 6-12		Main Purchase Responsibles 20-49	
	Day Time	Prime Time	Day Time	Prime Time	Day Time	Prime Time	Day Time	Prime Time	Day Time	Prime Time
	07:00-18:00	18:00-24:00	07:00-18:00	18:00-24:00	07:00-18:00	18:00-24:00	07:00-18:00	18:00-24:00	07:00-18:00	18:00-24:00
NEDERLAND 1	18.1	23.3	19.8	23.8	14.9	16.8	3.9	12.4	14.0	16.3
RTL 4	11.8	16.2	12.9	16.2	15.3	17.7	2.5	14.9	17.1	18.3
SBS 6	6.8	11.3	7.4	11.3	6.4	11.9	1.4	10.1	7.0	11.9
NEDERLAND 2	6.2	7.3	6.8	7.5	4.4	4.0	0.6	2.1	4.8	4.2
NEDERLAND 3	4.8	7.0	3.8	6.8	5.0	7.6	12.7	12.3	5.4	7.4
RTL 7	4.1	4.9	4.5	4.9	4.6	5.4	0.7	4.7	4.2	4.8
RTL 5	1.6	5.0	1.7	5.0	1.7	7.3	0.3	5.4	1.9	7.5
NET 5	1.6	4.0	1.8	4.1	2.4	5.8	0.5	2.2	2.5	6.5
VERONICA ¹	0.0	4.4	0.0	4.4	0.0	6.3	0.0	3.3	0.0	6.0
NICKELODEON	5.0	0.7	2.5	0.3	2.8	0.4	25.1	10.0	3.0	0.4
RTL 8	0.5	2.2	0.5	2.2	0.5	2.6	0.2	1.8	0.5	2.9
DISNEY XD ²	6.0	0.0	3.4	0.0	4.1	0.0	27.5	0.0	3.8	0.0
DISCOVERY CHANNEL	2.8	0.7	3.1	0.7	4.0	1.0	0.8	1.1	2.9	0.9
NATIONAL GEOGRAPHIC	1.8	0.6	1.9	0.6	2.2	0.7	0.5	0.5	2.0	0.7
COMEDY CENTRAL	0.0	0.8	0.0	0.6	0.0	0.8	0.0	3.7	0.0	0.8
ANIMAL PLANET	2.0	0.4	2.2	0.4	2.1	0.4	0.5	0.6	2.3	0.4
MTV	1.7	0.4	1.8	0.4	2.3	0.5	1.3	0.7	2.1	0.5
EUROSPORT	1.7	0.5	1.9	0.5	1.2	0.4	0.4	0.3	1.3	0.3
TMF	1.2	0.3	1.2	0.2	1.6	0.3	1.3	0.7	1.5	0.4
DISNEY CHANNEL	0.9	0.2	0.6	0.1	0.5	0.2	3.9	2.6	0.4	0.1
AT 5	0.1	0.1	0.2	0.1	0.1	0.1	0.0	0.0	0.1	0.1
OTHER	21.3	9.7	22.0	9.9	23.9	9.8	15.9	10.6	23.2	9.6

¹Starts broadcasting from 18:00 onwards; ²Broadcasts between 06:00-18:00
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Top Programmes

TOP 20 PROGRAMMES (ALL CATEGORIES)								Individuals 6+	
Title	Original Title/English Title	Land	Channel	Genre	Start.Time	Date	Rating	Share	
FBAL W. CUP NETHERLANDS-SPAIN/FINAL			Ned 1	Sports	20:16	11/07	56.2%	90.1%	
FBAL W. CUP URUGUAY-NETHERLANDS/SEMIFINAL			Ned 1	Sports	20:19	06/07	56.1%	86.2%	
FBAL W. CUP CAMEROON-NETHERLANDS			Ned 1	Sports	20:22	24/06	47.4%	82.5%	
FBAL W. CUP NETHERLANDS-BRAZIL			Ned 1	Sports	15:49	02/07	46.4%	92.8%	
FBAL W. CUP NETHERLANDS-SLOVAKIA			Ned 1	Sports	15:48	28/06	40.1%	90.5%	
FBAL W. CUP NETHERLANDS-JAPAN			Ned 1	Sports	13:21	19/06	37.7%	90.8%	
FBAL W. CUP GERMANY-SPAIN/SEMIFINAL			Ned 1	Sports	20:21	07/07	34.1%	70.8%	
OG SPEED SKATING (M.) 10KM			Ned 1	Sports	21:05	23/02	34.1%	62.3%	
OG SPEED SKATING (M.) 5KM			Ned 1	Sports	22:19	13/02	31.1%	64.0%	
BOER ZOEKT VROUW	FARMER WANTS A WIFE	Netherlands	Ned 1	Docu-Soap	20:22	19/12	27.9%	49.6%	
FBAL W. CUP NETHERLANDS-DENMARK			Ned 1	Sports	13:21	14/06	27.5%	93.1%	
OG SPEED SKATING (M.) TEAM PURSUIT			Ned 1	Sports	23:09	26/02	26.1%	59.6%	
OG SNOWBOARDING (W.) GIANT SLALOM 1ST RUN			Ned 1	Sports	22:43	26/02	25.9%	55.6%	
OG SPEED SKATING (W.) TEAM PURSUIT			Ned 1	Sports	22:24	26/02	25.0%	51.4%	
OG SNOWBOARDING (W.) GIANT SLALOM 2ND RUN			Ned 1	Sports	22:18	26/02	24.9%	50.5%	
OG SPEED SKATING (W.) 3KM			Ned 1	Sports	23:08	14/02	24.5%	69.4%	
FBAL W. CUP URUGUAY-GERMANY			Ned 1	Sports	20:19	10/07	24.1%	62.8%	
FBAL W. CUP BRAZIL-CÔTE D'IVOIRE			Ned 1	Sports	20:22	20/06	24.0%	48.5%	
FBAL W. CUP ARGENTINA-GERMANY			Ned 1	Sports	15:52	03/07	24.0%	80.4%	
FBAL W. CUP GERMANY-AUSTRALIA			Ned 1	Sports	20:21	13/06	23.8%	50.4%	

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Top Programmes

TOP 10 CINEMA MOVIES							Individuals 6+
Title	Original Title/English Title	Land	Channel	Start.Time	Date	Rating	Share
0ORLOGSWINTER	WINTER IN WARTIME	Netherlands/Belgium	Ned 1	21:27	25/12	11.6%	29.3%
BRIDE FLIGHT		Netherlands/Luxembourg	Ned 1	20:33	22/12	10.5%	22.9%
ICE AGE II		USA	RTL 4	20:00	02/01	9.3%	19.2%
MATILDA		USA	RTL 4	20:31	15/12	9.0%	19.9%
007/QUANTUM OF SOLACE		UK/USA	SBS 6	20:30	29/03	8.9%	19.6%
HARRY POTTER V		UK/USA	SBS 6	20:30	05/04	8.9%	19.0%
NANNY MCPHEE		USA/UK/France	RTL 4	20:29	29/12	8.8%	19.1%
MAMMA MIA!		USA/UK/Germany	RTL 4	20:02	07/11	8.5%	17.0%
VALKYRIE		USA/Germany	SBS 6	20:30	03/05	8.5%	17.0%
THE NANNY DIARIES		USA	RTL 4	20:32	23/12	8.2%	18.0%

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TOP 10 SPORTS EVENTS						Individuals 6+
Title	Channel	Start.Time	Date	Rating	Share	
FBAL W. CUP NETHERLANDS-SPAIN/FINAL	Ned 1	20:16	11/07	56.2%	90.1%	
FBAL W. CUP URUGUAY-NETHERLANDS/SEMIFINAL	Ned 1	20:19	06/07	56.1%	86.2%	
FBAL W. CUP CAMEROON-NETHERLANDS	Ned 1	20:22	24/06	47.4%	82.5%	
FBAL W. CUP NETHERLANDS-BRAZIL	Ned 1	15:49	02/07	46.4%	92.8%	
FBAL W. CUP NETHERLANDS-SLOVAKIA	Ned 1	15:48	28/06	40.1%	90.5%	
FBAL W. CUP NETHERLANDS-JAPAN	Ned 1	13:21	19/06	37.7%	90.8%	
FBAL W. CUP GERMANY-SPAIN/SEMIFINAL	Ned 1	20:21	07/07	34.1%	70.8%	
OG SPEED SKATING (M.) 10KM	Ned 1	21:05	23/02	34.1%	62.3%	
OG SPEED SKATING (M.) 5KM	Ned 1	22:19	13/02	31.1%	64.0%	
FBAL W. CUP NETHERLANDS-DENMARK	Ned 1	13:21	14/06	27.5%	93.1%	

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Top Programmes

TOP 10 SERIES							Individuals 6+	
Title	Land	Genre	Runs	Channel	Start.Time	Rating	Share	
'T SPAANSE SCHAEP	Netherlands	Comedy	4	Ned 1	21:25	15.9%	31.8%	
BERNHARD SCHAVUIT VAN ORANJE	Netherlands	General	4	Ned 1	22:07	12.3%	29.7%	
GOEDE TIJDEN SLECHTE TIJDEN	Netherlands	Daily Soap	221	RTL 4	20:00	8.4%	20.2%	
MIDSOMER MURDERS	UK	Crime	4	Ned 1	21:10	8.4%	19.4%	
FLIKKEN MAASTRICHT	Netherlands	Crime	36	Ned 1	20:33	8.4%	19.1%	
GEORGE GENTLY	UK	Crime	7	Ned 1	21:27	7.1%	16.7%	
SILENT WITNESS	UK/USA	Crime	5	Ned 1	21:21	7.0%	17.1%	
INSPECTOR LYNLEY MYSTERIES	UK	Crime	9	Ned 1	21:25	6.9%	17.9%	
BLOEDVERWANTEN	Netherlands	General	12	Ned 1	21:26	6.9%	15.9%	
KINDEREN GEEN BEZWAAR	Netherlands	Comedy	40	Ned 1	19:30	6.4%	19.8%	

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Top Programmes Channel by Channel

NEDERLAND 1								Individuals 6+	
TOP 10 RECURRENT PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
BOER ZOEKT VROUW	FARMER WANTS A WIFE	Netherlands	Docu-Soap	5	20:22	57	24.7%	48.5%	
SPAANSE SCHAEP		Netherlands	Series-Comedy	4	21:25	40	15.9%	31.8%	
SPOORLOOS	FIND MY FAMILY	Netherlands	Documentary	26	21:09	47	14.9%	33.4%	
REUNIE		Netherlands	Docu-Soap	16	20:39	50	14.8%	29.6%	
STUDIO SPORT EREDIVISIE		Netherlands	Magazine-Sports	59	20:30	50	14.6%	38.8%	
OG ICE SKATING			Sports	9	22:05	11	13.6%	32.0%	
RADAR		Netherlands	Documentary	36	20:32	35	12.8%	27.6%	
JOURNAAL 20 UUR	NEWS 20:00	Netherlands	News	324	19:59	23	12.7%	31.8%	
BERNHARD SCHAVUIT VAN ORANJE	BERNHARD, SCOUNDREL OF ORANGE	Netherlands	Series-General	4	22:07	44	12.3%	29.7%	
OP ZOEK NAAR MARY POPPINS	HOW DO YOU SOLVE A PROBLEM LIKE MARIA?	Netherlands	Game Show	4	20:24	55	11.8%	23.2%	
TOP 10 SINGLE PROGRAMMES									
Title			Genre	Date	Start.Time	Length (min.)	Rating	Share	
FBAL W. CUP NETHERLANDS-SPAIN/FINAL			Sports	11/07	20:16	162	56.2%	90.1%	
FBAL W. CUP URUGUAY-NETHERLANDS/SEMIFINAL			Sports	06/07	20:19	117	56.1%	86.2%	
FBAL W. CUP CAMEROON-NETHERLANDS			Sports	24/06	20:22	107	47.4%	82.5%	
FBAL W. CUP NETHERLANDS-BRAZIL			Sports	02/07	15:49	118	46.4%	92.8%	
FBAL W. CUP NETHERLANDS-SLOVAKIA			Sports	28/06	15:48	115	40.1%	90.5%	
FBAL W. CUP CEREMONY			Special Event	11/07	23:11	18	38.1%	78.0%	
FBAL W. CUP NETHERLANDS-JAPAN			Sports	19/06	13:21	116	37.7%	90.8%	
FBAL W. CUP GERMANY-SPAIN/SEMIFINAL			Sports	07/07	20:21	107	34.1%	70.8%	
OG SPEED SKATING (M.) 10KM			Sports	23/02	21:05	97	34.1%	62.3%	
OG SPEED SKATING (M.) 5KM			Sports	13/02	22:19	69	31.1%	64.0%	

Source: SKO

Top Programmes Channel by Channel

NEDERLAND 2								Individuals 6+	
TOP 10 RECURRENT PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
JOURNAAL 20 UUR	NEWS 20:00	Netherlands	News	47	19:59	23	9.2%	24.2%	
TWEE VOOR TWAALF		Netherlands	Quiz Show	26	20:52	33	6.6%	14.2%	
PAUW & WITTEMAN		Netherlands	Magazine	5	23:03	52	6.4%	20.6%	
JOURNAAL 18 UUR	NEWS 18:00	Netherlands	News	10	18:00	14	5.8%	22.2%	
TOON HERMANS		Netherlands	Comedy Show	4	20:58	50	5.6%	12.6%	
NOVA POLITIEK		Netherlands	News	16	22:20	42	5.3%	13.5%	
VAN MOSKOU TOT MOERMANSK		Netherlands	Documentary	8	20:17	45	5.3%	11.2%	
JOURNAAL 22 UUR	NEWS 22:00	Netherlands	News	184	22:00	10	4.9%	11.4%	
NIEUWSUUR		Netherlands	Magazine	114	22:00	42	4.8%	11.3%	
ANNIE MG		Netherlands	Series-General	7	20:15	48	4.8%	9.6%	
TOP 10 SINGLE PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Date	Start.Time	Length (min.)	Rating	Share	
FREEKS NEDERLAND		Netherlands	Documentary	01/01	22:14	84	7.3%	16.6%	
DEBAT GEMEENTERAADSVERKIEZING	DEBATE/LOCAL ELECTIONS	Netherlands	Debates	15/02	20:54	63	7.3%	15.7%	
NATIONALE DODENHERDENING	NATIONAL MEMORIAL DAY	Netherlands	News	04/05	18:45	121	5.7%	15.5%	
OPSPORING VERZOCHT	MISSING	Netherlands	Magazines	16/02	21:22	35	5.7%	12.4%	
DE GROTE GESCHIEDENISQUIZ		Netherlands	Quiz Show	13/05	20:28	83	5.6%	12.8%	
INSPECTOR LYNLEY MYSTERIES		USA/UK	Series-Crime	16/06	20:59	88	5.5%	12.7%	
BLUE MURDER		USA/UK	Series-Crime	11/06	20:57	89	5.4%	12.0%	
NATIONALE WETENSCHAPSQUIZ	NATIONAL NEWS QUIZ	Netherlands	Quiz Show	26/12	21:11	85	5.1%	11.2%	
DE GROTE BIJBELQUIZ		Netherlands	Quiz Show	28/10	20:25	87	5.1%	11.1%	
WILDERS THE MOVIE		Netherlands	Movie	12/09	20:17	79	4.8%	10.5%	

Source: SKO

Top Programmes Channel by Channel

NEDERLAND 3								Individuals 6+
TOP 10 RECURRENT PROGRAMMES								
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share
STUDIO SPORT EREDIVISIE		Netherlands	Magazine-Sports	17	22:44	45	8.7%	24.3%
FBAL CL		Netherlands	Magazine-Sports	26	22:45	27	6.6%	21.5%
WERELD DRAAIT DOOR		Netherlands	Magazine	195	19:28	49	6.3%	16.6%
TOP 2000 A GO GO		Netherlands	Music Show	6	19:28	52	5.7%	14.4%
WERELD DRAAIT DOOR/TOEGIFT		Netherlands	Magazine	10	19:29	51	5.2%	16.1%
JAN SMIT DE ZOMER VOORBIJ		Netherlands	Reality Show	10	21:17	28	4.9%	9.8%
BESTE ZANGERS VAN NEDERLAND	THE BEST SINGERS	Netherlands	Reality Show	8	20:35	39	4.4%	11.2%
RANKING THE STARS		Netherlands	Magazine	15	20:36	40	4.3%	9.8%
24 UUR MET	24 HOURS WITH...	Netherlands	Docu-Soap	5	20:30	51	4.3%	9.2%
71 GRADEN NOORD	71 DEGREES NORTH	Netherlands	Game Show	8	20:48	48	4.2%	10.0%
TOP 10 SINGLE PROGRAMMES								
Title			Genre	Date	Start.Time	Length (min.)	Rating	Share
FBAL CL BAYER MUNICH-INTER MILAN/FINAL			Sports	22/05	20:37	108	16.5%	41.4%
FBAL CL TWENTE-INTER MILAN			Sports	14/09	20:41	103	14.2%	31.6%
FBAL CL AJAX-AUXERRE			Sports	19/10	20:41	103	14.2%	31.2%
FBAL CL BARCELONA-INTER MILAN/SEMIFINAL			Sports	28/04	20:40	109	14.1%	33.8%
FBAL CL AJAX-REAL MADRID			Sports	23/11	20:39	105	14.0%	31.0%
FBAL CL AC MILAN-AJAX			Sports	08/12	20:41	103	13.7%	27.9%
FBAL CL REAL MADRID-AJAX			Sports	15/09	20:40	101	13.6%	31.1%
FBAL CL AJAX-AC MILAN			Sports	28/09	20:41	102	13.6%	29.8%
FBAL CL AJAX-DYNAMO KIEV			Sports	25/08	20:40	103	13.2%	32.0%
FBAL CL AUXERRE-AJAX			Sports	03/11	20:41	102	13.1%	30.0%
Source: SKO								

Top Programmes Channel by Channel

RTL 4								Individuals 6+	
TOP 10 RECURRENT PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
THE VOICE OF HOLLAND/LIVE	THE VOICE/LIVE	Netherlands	Reality Show	6	20:37	90	18.3%	38.2%	
THE VOICE OF HOLLAND	THE VOICE	Netherlands	Reality Show	5	20:32	83	16.6%	36.7%	
USHI & LOESIE		Netherlands	Comedy Show	8	19:58	30	15.0%	34.3%	
IK HOU VAN HOLLAND	I LOVE MY COUNTRY	Netherlands	Quiz Show	22	20:23	79	14.9%	34.0%	
THE VOICE OF HOLLAND/RESULTS	THE VOICE/RESULTS	Netherlands	Reality Show	6	00:00	37	13.2%	37.0%	
TV KANTINE		Netherlands	Comedy Show	16	22:29	26	11.3%	26.7%	
POSTCODE LOTERIJ MILJOENEN JACHT	DEAL OR NO DEAL	Netherlands	Game Show	10	21:14	76	11.2%	24.2%	
HOLLAND'S GOT TALENT	GOT TALENT	Netherlands	Reality Show	10	20:27	101	10.9%	28.2%	
X FACTOR	THE X FACTOR	Netherlands	Reality Show	18	20:30	80	10.8%	24.2%	
X FACTOR/RESULTS	THE X FACTOR/RESULTS	Netherlands	Reality Show	9	22:54	35	9.6%	27.8%	
TOP 10 SINGLE PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Date	Start.Time	Length (min.)	Rating	Share	
THE VOICE OF HOLLAND/THE BATTLE	THE VOICE/THE BATTLE	Netherlands	Reality Show	29/10	20:29	91	20.0%	42.4%	
ALL YOU NEED IS LOVE		Netherlands	Variety Show	24/12	20:28	120	19.3%	37.7%	
THE VOICE OF HOLLAND/SING OFF	THE VOICE/SING OFF	Netherlands	Reality Show	05/11	22:26	27	18.2%	40.2%	
THE VOICE OF HOLLAND/ROAD TO THE BATTLE	THE VOICE/ROAD TO THE BATTLE	Netherlands	Reality Show	15/10	22:03	26	15.4%	31.6%	
RTL EXTRA JORAN SPREEKT		Netherlands	Documentary	06/09	20:29	75	12.0%	26.8%	
RTL EXTRA DE MOEDER VAN JORAN SPREEKT		Netherlands	Documentary	22/06	20:30	40	10.0%	24.1%	
WAT KIEST NEDERLAND HET CARREDEBAT		Netherlands	Debates	26/05	20:30	120	10.0%	23.2%	
CSI: MIAMI		USA	Series-Crime	01/03	20:33	41	9.6%	20.4%	
ICE AGE II		USA	Movie	02/01	20:00	81	9.3%	19.2%	
WIE KIEST TATJANA		Netherlands	Docu-Soap	24/12	23:06	24	9.2%	23.7%	

Source: SKO

Top Programmes Channel by Channel

RTL 5								Individuals 6+	
TOP 10 RECURRENT PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
OH OH CHERSO		Netherlands	Docu-Soap	10	21:36	25	8.9%	20.2%	
EXPEDITIE ROBINSON REFRESHED	SURVIVOR	Netherlands	Reality Show	14	20:29	52	8.3%	18.7%	
SO YOU THINK YOU CAN DANCE		Netherlands/Belgium	Reality Show	14	19:56	109	5.7%	11.8%	
BENELUX' NEXT TOP MODEL	TOP MODEL	Netherlands/Belgium	Reality Show	10	20:29	50	4.6%	9.8%	
HOE VIND IK EEN VENT		Netherlands	Docu-Soap	8	22:02	25	4.2%	10.4%	
AMERICA'S NEXT TOP MODEL	TOP MODEL	USA	Reality Show	30	20:35	40	3.9%	8.5%	
SPARTACUS BLOOD AND SAND		USA	Series-Action	12	22:27	49	3.6%	10.5%	
GLEE		USA	Series-Music	19	20:38	41	3.1%	6.8%	
PROJECT CATWALK	PROJECT RUNWAY	Netherlands	Reality Show	11	21:26	43	3.0%	6.8%	
BIG TROUBLE IN THAILAND		UK	Docu-Soap	8	22:24	39	2.8%	8.2%	
TOP 10 SINGLE PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Date	Start.Time	Length (min.)	Rating	Share	
OH OH CHERSO/REUNION		Netherlands	Docu-Soap	11/11	21:40	48	7.9%	17.6%	
JORAN SPREEKT	JORAN SPEAKS	Netherlands	Documentary	28/02	20:29	87	6.0%	11.7%	
27 DRESSES		USA	Movie	01/09	20:29	101	5.0%	12.1%	
DIE HARD IV	LIVE FREE OR DIE HARD	USA/UK	Movie	10/09	20:29	118	4.7%	10.3%	
PREMONITION		USA	Movie	10/08	20:30	89	4.2%	10.4%	
HITCH		USA	Movie	19/05	20:27	108	4.2%	10.9%	
MOORDWIJVEN	KILLER BABES	Netherlands	Movie	14/04	20:30	91	4.2%	9.7%	
STEP UP		USA	Movie	13/01	20:28	96	4.1%	9.2%	
TRANSPORTER II		France/USA	Movie	27/08	22:18	78	4.1%	11.6%	
NANNY MCPHEE		USA/UK/France	Movie	20/03	20:06	88	4.0%	8.8%	

Source: SKO

Top Programmes Channel by Channel

RTL 7								Individuals 6+	
TOP 10 RECURRENT PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
VOETBAL INTERNATIONAL	FOOTBALL INTERNATIONAL	Netherlands	Talk Show	83	20:44	74	3.0%	6.6%	
VI ORANJE		Netherlands	Talk Show	58	20:28	62	2.9%	9.6%	
SEAT MOOISTE GOALS OOI		Netherlands	Magazine-Sports	12	22:01	27	2.1%	5.1%	
DE PFAFFS		Belgium	Docu-Soap	207	19:50	33	2.1%	5.6%	
RTL VOETBAL JUPILER LEAGUE		Netherlands	Sports	34	22:41	51	2.1%	6.2%	
BAREND & BAREND		Netherlands	Talk Show	8	22:00	48	2.0%	5.0%	
24		USA	Series-Action	48	21:28	40	1.8%	4.4%	
SONS OF ANARCHY		USA	Series-Crime	7	21:58	41	1.7%	3.9%	
MATROESJKA'S	MATRIOSHKI	Belgium	Series-Crime	4	22:51	46	1.7%	5.5%	
OPERATION REPO		USA	Reality Show	33	19:53	21	1.6%	3.7%	
TOP 10 SINGLE PROGRAMMES									
Title			Genre	Date	Start.Time	Length (min.)	Rating	Share	
FBAL NAT. CUP AJAX-FEYENOORD/FINAL			Sports	25/04	17:56	105	17.9%	52.9%	
FBAL NAT. CUP FEYENOORD-AJAX			Sports	06/05	18:26	102	13.7%	40.5%	
FBAL NAT. CUP PSV-FEYENOORD			Sports	27/01	21:00	80	10.7%	23.3%	
FBAL NAT. CUP FEYENOORD-TWENTE			Sports	24/03	20:41	113	9.9%	22.9%	
FBAL NAT. CUP GO AHEAD EAGLES-AJAX/SEMIFINAL			Sports	25/03	20:42	101	9.2%	20.5%	
FBAL EU-LEAG. JUVENTUS-AJAX			Sports	25/02	21:03	100	8.0%	18.4%	
FBAL EU-LEAG. AJAX-JUVENTUS			Sports	18/02	18:56	101	7.7%	18.5%	
FBAL EU-LEAG. HSV-PSV			Sports	18/02	21:03	99	7.7%	16.6%	
FBAL NAT. CUP AJAX-NEC			Sports	27/01	18:28	135	7.6%	18.6%	
FBAL EU-LEAG. PSV-SAMPDORIA			Sports	16/09	21:00	103	7.3%	17.7%	
Source: SKO									

Top Programmes Channel by Channel

RTL 8							Individuals 6+	
TOP 10 RECURRENT PROGRAMMES								
Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
TUDORS	Canada/Ireland	Series-Action	38	20:24	49	2.5%	5.3%	
PILLARS OF THE EARTH	Canada/Germany	Series-Action	9	21:16	51	1.8%	3.8%	
AS THE WORLD TURNS	USA	Daily Soap	254	22:36	37	1.1%	3.3%	
RICH BRIDE POOR BRIDE	Canada	Reality Show	9	22:14	21	0.9%	2.0%	
FAT DOCTOR	UK	Reality Show	5	20:30	48	0.8%	2.0%	
BRUILOFT VAN	Netherlands	Reality Show	4	22:14	23	0.8%	1.9%	
BEROEMDE OUDERS	Netherlands	Reality Show	6	21:07	46	0.8%	2.1%	
WHAT NOT TO WEAR	UK	Reality Show	5	19:51	57	0.7%	1.9%	
STARTER WIFE	USA/Australia	Series-General	6	20:30	41	0.7%	1.4%	
HOW TO LOOK GOOD NAKED	UK	Reality Show	17	19:58	46	0.7%	2.0%	
TOP 10 SINGLE PROGRAMMES								
Title		Genre	Date	Start.Time	Length (min.)	Rating	Share	
HOME ALONE IV	USA	Movie	28/12	20:29	82	5.6%	11.1%	
HOME ALONE III	USA	Movie	27/12	20:29	92	5.4%	10.9%	
SOUND OF MUSIC	USA	Movie	21/12	20:29	163	3.8%	9.6%	
PRIDE & PREJUDICE	UK	Movie	30/12	20:29	114	2.9%	6.4%	
BEND IT LIKE BECKHAM	UK/Germany	Movie	12/07	20:30	101	2.8%	7.0%	
KEEPING MUM	UK	Movie	13/09	20:30	94	2.7%	6.2%	
DR DOLITTLE III	USA	Movie	24/05	20:31	85	2.6%	6.0%	
CALL OF THE WILD	USA	Movie	13/12	20:28	84	2.6%	5.4%	
JANE EYRE	UK/France/Italy	Movie	12/02	20:29	100	2.5%	5.5%	
MOM AT SIXTEEN	USA	Movie	13/04	20:31	85	2.5%	5.9%	

Source: SKO

Top Programmes Channel by Channel

SBS 6								Individuals 6+	
TOP 10 RECURRENT PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
PETER R DE VRIES MISDAADVERSLAGGEVER		Netherlands	Documentary	14	21:30	68	8.2%	18.2%	
UNDERCOVER IN NEDERLAND	UNDERCOVER	Netherlands	Magazine	9	21:31	45	7.5%	17.0%	
HART VAN NEDERLAND		Netherlands	News	361	22:45	17	7.3%	19.9%	
POPSTARS/RESULTS		Netherlands	Reality Show	11	22:26	13	7.2%	16.9%	
RED MIJN VAKANTIE	SAVE MY HOLIDAY!	Netherlands	Magazine	13	21:21	42	6.9%	15.1%	
DAS JE GOED RECHT		Netherlands	Magazine	9	21:43	44	6.3%	14.1%	
POPSTARS		Netherlands	Reality Show	26	20:36	96	6.1%	14.2%	
COMING TO HOLLAND	THE UNDERCOVER PRINCE	Netherlands	Docu-Soap	8	21:36	43	5.9%	13.3%	
SHOWNIEUWS	SHOWBIZZ NEWS	Netherlands	Magazine	306	23:07	17	5.6%	18.9%	
WEGMISBRUIKERS	ROAD ABUSERS	Netherlands	Reality Show	51	20:30	45	5.6%	11.9%	
TOP 10 SINGLE PROGRAMMES									
Title		Land	Genre	Date	Start.Time	Length (min.)	Rating	Share	
FBAL EU CHMP (QUAL.) NETHERLANDS-SWEDEN			Sports	12/10	20:25	104	18.1%	39.8%	
FBAL NETHERLANDS-GHANA			Sports	01/06	20:25	112	15.6%	37.0%	
FBAL EU CHMP (QUAL.) NETHERLANDS-FINLAND			Sports	07/09	20:26	104	15.5%	34.4%	
FBAL NETHERLANDS-USA			Sports	03/03	20:38	112	12.4%	27.5%	
FBAL NETHERLANDS-MEXICO			Sports	26/05	19:54	105	12.0%	28.2%	
FBAL EU CHMP (QUAL.) MOLDOVA-NETHERLANDS			Sports	08/10	20:25	105	11.1%	23.7%	
FBAL EU CHMP (QUAL.) SAN MARINO-NETHERLANDS			Sports	03/09	20:37	116	10.6%	24.0%	
GUIDO WEIJERS DE OUDEJAARSCONFERENCE		Netherlands	Comedy Show	31/12	21:28	76	10.0%	23.6%	
007/QUANTUM OF SOLACE		UK/USA	Movie	29/03	20:30	95	8.9%	19.6%	
HARRY POTTER V		UK/USA	Movie	05/04	20:30	112	8.9%	19.0%	

Source: SKO

Top Programmes Channel by Channel

NET 5								Individuals 6+
TOP 10 RECURRENT PROGRAMMES								
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share
GREY'S ANATOMY		USA	Series-Drama	31	20:30	40	3.9%	8.5%
GRENZeloos VERLIEFD		Netherlands	Reality Show	21	19:57	70	3.0%	6.4%
VERBORGEN GEBREKEN		Netherlands	Series-General	13	21:14	44	2.8%	6.4%
DE CO-ASSISTENT		Netherlands	Series-General	12	21:25	46	2.8%	6.1%
HET BLOK	THE BLOK	Netherlands	Reality Show	14	20:31	70	2.8%	6.4%
DESPERATE HOUSEWIVES		USA	Series-Drama	28	20:32	40	2.8%	6.1%
GOOD WIFE		USA	Series-Crime	20	21:18	20	2.5%	5.3%
SINGLE		Netherlands	Series-General	15	20:30	24	2.5%	5.9%
PRIVATE PRACTICE		USA	Series-Drama	21	20:30	40	2.5%	5.8%
COLD CASE		USA	Series-Crime	68	21:50	41	2.3%	5.8%
TOP 10 SINGLE PROGRAMMES								
Title		Land	Genre	Date	Start.Time	Length (min.)	Rating	Share
WEDDING DATE		USA/UK	Movie	12/08	20:29	74	3.8%	10.1%
SEX AND THE CITY		USA	Movie	20/05	20:31	131	3.7%	10.2%
HARRY POTTER III		UK/USA	Movie	03/03	20:30	124	3.2%	7.4%
PRINCE & ME II		USA	TV Movie	29/07	20:30	88	3.2%	8.5%
MISS CONGENIALITY		USA/Australia	Movie	04/02	20:31	100	3.2%	7.2%
SWEET HOME ALABAMA		USA	Movie	28/01	20:31	99	3.1%	7.1%
FREAKY FRIDAY		USA	Movie	03/06	20:31	89	3.0%	8.0%
ENCHANTED		USA	Movie	25/03	20:31	94	3.0%	6.7%
SOMETHING TO TALK ABOUT		USA	Movie	05/08	20:31	97	2.9%	8.3%
JUST LIKE HEAVEN		USA	Movie	13/05	20:31	86	2.8%	6.5%
Source: SKO								

Top Programmes Channel by Channel

VERONICA								Individuals 6+
TOP 10 RECURRENT PROGRAMMES								
Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
UNDERCOVER BOSS	Netherlands	Reality Show	6	20:30	43	3.3%	7.3%	
CRIMINAL MINDS	USA/Canada	Series-Crime	50	20:52	40	3.2%	7.5%	
CRIMINAL MINDS	USA/Canada	Series-Crime	71	21:07	41	3.2%	7.4%	
NCIS LOS ANGELES	USA	Series-Crime	24	21:27	41	3.0%	6.5%	
BEAT DE MOL	Netherlands	Game Show	8	20:30	67	3.0%	6.6%	
NAVY NCIS	USA	Series-Crime	42	20:32	41	2.9%	6.1%	
NAVY NCIS	USA	Series-Crime	13	20:51	41	2.6%	6.1%	
WAAR IS DE MOL	Netherlands	Docu-Soap	15	21:36	49	2.4%	5.7%	
BIG BANG THEORY	USA	Sitcom	64	20:02	20	2.3%	5.4%	
FLASHPOINT	Canada	Series-Crime	23	22:01	40	2.3%	5.8%	
TOP 10 SINGLE PROGRAMMES								
Title	Land	Genre	Date	Start.Time	Length (min.)	Rating	Share	
I AM LEGEND	USA	Movie	20/09	20:30	90	4.6%	10.2%	
TOP GEAR POLAR SPECIAL	UK	Magazine	22/01	21:34	52	4.3%	9.1%	
007/DIE ANOTHER DAY	UK/USA	Movie	08/11	20:30	122	3.9%	8.9%	
XXX	USA	Movie	16/08	20:30	113	3.8%	9.4%	
SPIDER-MAN III	USA	Movie	25/05	20:30	127	3.7%	9.7%	
ITALIAN JOB	USA/France/UK	Movie	27/09	20:30	99	3.7%	8.5%	
JUMPER	USA/Canada	Movie	04/10	20:30	80	3.5%	7.9%	
007/WORLD IS NOT ENOUGH	UK/USA	Movie	01/11	20:30	119	3.5%	7.9%	
SHAFT	Germany/USA	Movie	13/07	20:30	91	3.5%	10.3%	
BUCKET LIST	USA	Movie	27/12	20:30	90	3.5%	7.1%	

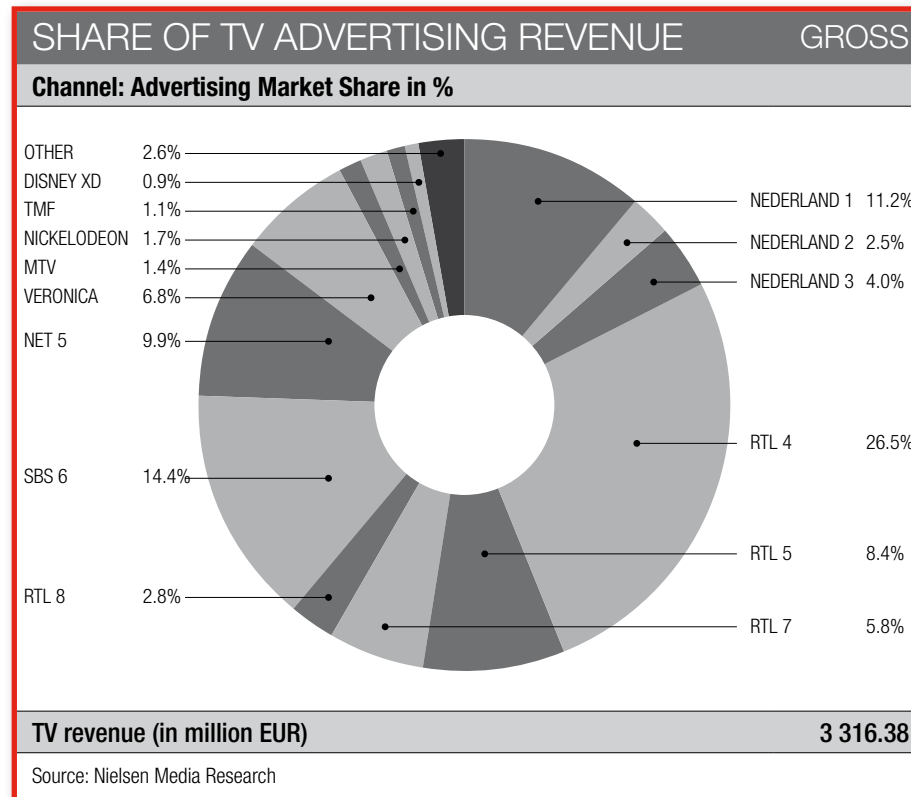
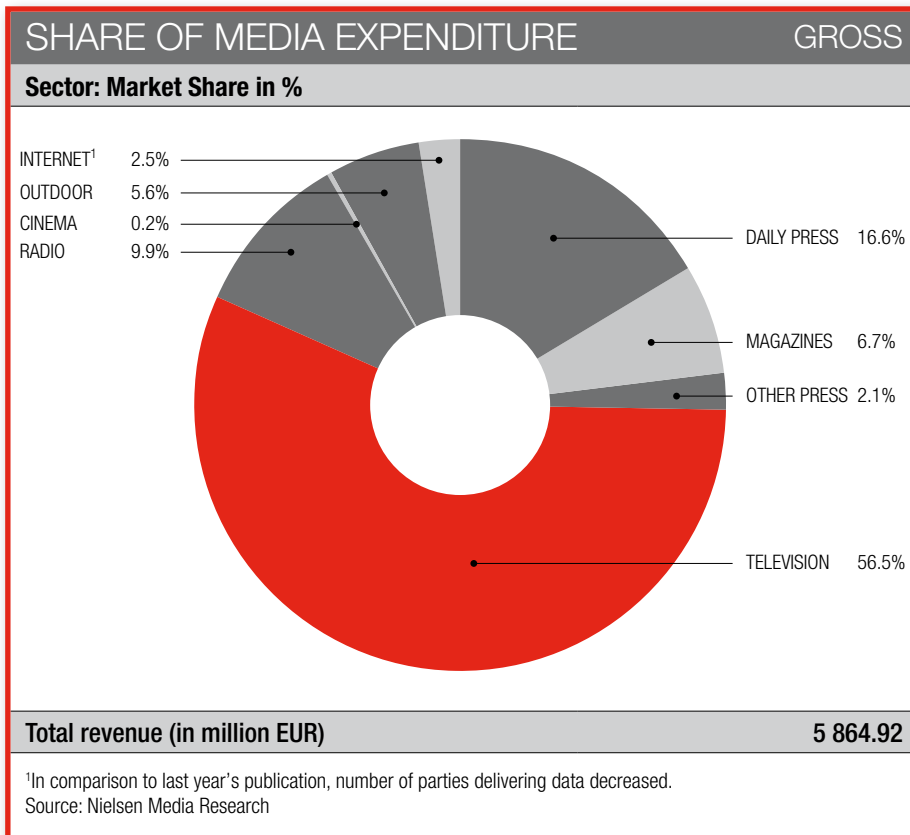
Source: SKO

ADVERTISING EXPENDITURE	GROSS
Total adspend (in million EUR)	5 864.92
Total adspend (in million USD)	7 836.71
TV adspend (in million EUR)	3 316.38
TV adspend (in million USD)	4 431.35
TV adspend in % of GDP	0.58
TV adspend per capita (EUR)	197.60

Source: Nielsen Media Research

TV ADVERTISING STATISTICS	
Total number of spots broadcast ¹	2 014 000
Average spot length (in sec.)	23.7 ²
Total number of advertisers	12 342
Number of TV advertisers	1 053
Total number of advertised products	21 022
Number of products advertised on TV	2 501

¹For 19 stations; ²Excluding Tag-Ons
Source: Nielsen Media Research, SPOT



TOP 10 TV ADVERTISING FIGURES				GROSS
TV Advertising Sectors	Television ¹	6 Media ²	Spent in TV	Share of TV Expenditure
FOOD	761.79	952.57	80.0%	23.0%
RETAIL	502.65	898.74	55.9%	15.2%
PERSONAL CARE	421.94	517.39	81.6%	12.7%
CATERING/TOURISM/RECREATION	231.21	532.95	43.4%	7.0%
TELECOM/ICT	212.90	432.63	49.2%	6.4%
FINANCIAL SERVICES	194.85	400.45	48.7%	5.9%
TRANSPORT	177.49	396.18	44.8%	5.4%
MEDIA	166.28	412.84	40.3%	5.0%
DETERGENTS	125.29	136.48	91.8%	3.8%
GOVERNMENT/NON-PROFIT	123.17	340.89	36.1%	3.7%
OTHER	398.82	843.80	47.3%	12.0%
TV Advertisers				
UNILEVER	185.88	268.43	69.2%	5.6%
PROCTER & GAMBLE	177.85	191.21	93.0%	5.4%
FRIESLANDCAMPINA	79.97	99.91	80.0%	2.4%
L'ORÉAL	74.35	95.85	77.6%	2.2%
KPN	57.35	130.58	43.9%	1.7%
HEINEKEN	53.45	59.40	90.9%	1.6%
AHOLD	52.08	73.66	70.7%	1.6%
SCHUITEMA	46.02	51.26	89.8%	1.4%
COCA-COLA	44.78	52.34	85.6%	1.4%
RVD	44.11	101.56	43.4%	1.3%
OTHER	2 500.52	4 740.73	52.7%	75.4%
Total (in million EUR)	3 316.38	5 864.92	56.5%	100.0%

¹Sponsoring is not included. ²TV, Press, Radio, Outdoor, Cinema, Internet
Source: Nielsen Media Research