

VIEWING TIME

VIEWING TIME PER INDIVIDUAL (IN MIN.)

COUNTRY	TARGET GROUP INDIVIDUALS	2008 MON-SUN	2009 MON-SUN	2010 MON-SUN	MAXIMUM PEAK MON-FRI
AUSTRIA	3+	148	145	153	20:45
BELARUS	12+	167	163	170	20:45
BELGIUM NORTH	4+	177	173	186	21:15-21:30
BELGIUM SOUTH	4+	219	222	226	21:00
BULGARIA	4+	210	221	241	21:15
CROATIA	4+	248	263	269	21:00
CYPRUS	4+	177	169	184	21:45
CZECH REPUBLIC	4+	184	186	188	20:30
DENMARK	12+	175	199	211	21:15
ESTONIA	4+	234	234	235	n.a.
FINLAND	4+	170	170	172	20:45
FRANCE	4+	204	205	212	21:15-21:30
GERMANY	3+	207	212	223	21:00-21:15
GREECE	4+	252	264	274	22:30
HUNGARY	4+	260	265	284	20:45
IRELAND	4+	186	185	192	21:15
ITALY	4+	226	231	239	21:30
LATVIA	4+	213	233	215	20:45
LITHUANIA	4+	203	206	207	21:00
LUXEMBOURG	12+	155 ¹	156 ²	150 ³	21:00 ⁴
MACEDONIA	4+	261	286	293	21:45
NETHERLANDS	6+	184	184	191	21:15
NORWAY	2+	165	174	174	n.a.
POLAND	4+	232	240	245	21:00
PORTUGAL	4+	215	209	210	n.a.
ROMANIA	4+	250	262	257	21:30
RUSSIA	4+	228	234	231	21:15
SERBIA	4+	293	303	316	21:15
SLOVAKIA	4+	179	189	204	n.a.
SLOVENIA	4+	179	181	192	n.a.
SPAIN	4+	227	227	235	22:30
SWEDEN	3+	160	165	166	21:00
SWITZERLAND (G)	3+	141	145	143	21:00
SWITZERLAND (F)	3+	167	161	162	21:15
SWITZERLAND (I)	3+	185	188	186	21:15
TURKEY	5+	226	232	230	21:45
UKRAINE	4+	207	212	209	21:15
UNITED KINGDOM	4+	225	225	242	21:15-21:30
TOTAL EUROPE⁵		216	220	226	21:14⁶
EU 26⁷		216	220	228	21:14⁶
JAPAN	10+	215	216	206	20:30
UNITED STATES	2+	281	282	283	21:45

In 2010 the daily viewing time increased in 29 out of 38 European territories (compared with 2009).

In 2010 Europeans (Individuals) spent 6 minutes more per day on average watching TV than the year before.

Within Europe, the Serbian audience spent the longest time in front of the TV: 316 minutes per day. Macedonia came second with 293 minutes; Hungary took the third place with 284 minutes.

¹Data for 2007/2008; ²Data for 2008/2009; ³Data for 2009/2010; ⁴Data from 2009; ⁵Weighted average; ⁶Unweighted average; ⁷Weighted average without Malta
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