

VIEWING TIME PER INDIVIDUAL (IN MIN.)								
Country	Target Group	2004		2005		2006		Maximum Peak Monday-Friday
		Adults	Monday-Sunday	Monday-Sunday	Monday-Sunday	Monday-Sunday	Monday-Sunday	
AUSTRIA	12+		164	166		163		20:45
BELARUS	16+		160	160		154		20:15
BELGIUM NORTH <sup>1</sup>	15+		172	182		170		21:30
BELGIUM SOUTH <sup>1</sup>	15+		220	230		212		21:00
BULGARIA	15+		188	188		187 <sup>2</sup>		20:15 <sup>2</sup>
CROATIA	18+		271	287		281		21:00
CYPRUS	18+		173	173		183		21:30
CZECH REPUBLIC	15+		214	216		206		20:30
DENMARK	12+		171	162		160		21:00
ESTONIA	18+		237	235		245		21:00
FINLAND	10+		167	169		169		20:45
FRANCE	15+		216	219		217		21:15
GERMANY	14+		225	226		227		21:00
GREECE	15+		256	256		263		22:30
HUNGARY	18+		282	280		279		20:45
ICELAND	12-80		147	145		154		19:00
IRELAND	15+		184	189		190		21:15
ITALY	15+		250	249		249		21:15
LATVIA	18+		215	213		216		20:45
LITHUANIA	15+		218	206		200		21:00
LUXEMBOURG <sup>3</sup>	12+		157	165		161		20:30
MACEDONIA	14+		266	260		274		21:00
NETHERLANDS	13+		199	201		204		22:00
NORWAY	12+		166	164		156		21:45
POLAND	16+		251	255		254		20:45
PORTUGAL	15+		218	217		216		22:00
ROMANIA	15+		228	242		242		21:30
RUSSIA	18+		229	239		241		21:30
SERBIA	15+		282	289		285		21:15
SLOVAKIA	15+		213	208		198		20:45
SLOVENIA	15+		181	181		184		20:45
SPAIN	16+		228	227		228		22:30
SWEDEN	15+		161	156		165		21:15
SWITZERLAND (G)	15-74		150	148		147		21:00 <sup>4</sup>
SWITZERLAND (F)	15-74		176	174		175		21:15 <sup>4</sup>
SWITZERLAND (I)	15-74		181	176		182		21:00 <sup>4</sup>
TURKEY	20+		232	225		225		21:45
UKRAINE	18+		212	209		212		21:00
UNITED KINGDOM	16+		237	235		232		21:15
<b>Total Europe</b>			<b>226</b>	<b>227</b>		<b>226</b>		<b>21:07</b>
<b>Total Western Europe</b>			<b>221</b>	<b>222</b>		<b>221</b>		<b>21:15</b>
<b>Total Central/Eastern Europe</b>			<b>231</b>	<b>234</b>		<b>233</b>		<b>20:56</b>
<b>EU 24<sup>5</sup></b>			<b>228</b>	<b>227</b>		<b>226</b>		<b>21:13</b>
JAPAN	20+		223	214		213		21:30
UNITED STATES <sup>6</sup>	18+		297	299		295		21:45

<sup>1</sup>Data for 2004 and 2005 are no longer comparable, because of change in the TV Total definition. <sup>2</sup>Data based on target group: Individuals 4+; <sup>3</sup>Data refer to period September (respective year)-June (following year). <sup>4</sup>Data based on target group: Individuals 3+; <sup>5</sup>Without Malta; <sup>6</sup>Data refer to period September (respective year)-May (following year).  
Source: IP NETWORK, local institutes