

VIEWING TIME PER INDIVIDUAL (IN MIN.)						
Country	Target Group	2000	2005	2006	2007	Maximum Peak
	Adults	Mon-Sun	Mon-Sun	Mon-Sun	Mon-Sun	Monday-Friday
AUSTRIA	12+	148	166	163	157	20:45
BELARUS	16+	189 ¹	160	154	157	21:15
BELGIUM NORTH	15+	167	182	181	185	21:15
BELGIUM SOUTH	15+	210	230	231	228	21:15
BULGARIA	15+	180	205	225	225	21:30
CROATIA	18+	167	287	281	272	21:15
CYPRUS	18+	n.a.	173	183	185	21:45
CZECH REPUBLIC	15+	194	216	206	194	20:30
DENMARK	12+	159	162	160	157	21:00
ESTONIA	18+	253 ²	235	245	243	21:00
FINLAND	10+	168	169	169	n.a.	n.a.
FRANCE	15+	204	219	217	219	21:15
GERMANY	14+	203	226	227	223	21:00
GREECE	15+	220	256	263	259	22:30
HUNGARY	18+	260	280	279	273	20:45
ICELAND	12-80	149	145	154	126	19:00
IRELAND	15+	185	189	190	188	21:15
ITALY	15+	238	249	249	239	21:30
LATVIA	18+	186	213	216	213	20:45
LITHUANIA	15+	193	206	200	212	21:00
LUXEMBOURG	12+	144	165	161	155	21:00
MACEDONIA	14+	286	260	274	279	21:00
NETHERLANDS	13+	166	201	204	194	22:00
NORWAY	12+	163	164	156	154	21:15/21:45
POLAND	16+	235	255	254	254	20:45
PORTUGAL	15+	189	217	216	216	21:15-22:00
ROMANIA	18+	223 ³	246	245	238	21:30
RUSSIA	18+	195 ⁴	239	241	240	21:15
SERBIA	15+	239 ⁵	289	285	296	21:30
SLOVAKIA	15+	185 ⁶	208	198	195	20:30
SLOVENIA	15+	173	181	184	188	20:45-21:00
SPAIN	16+	219	227	228	234	22:30
SWEDEN	15+	160	156	165	167	21:15
SWITZERLAND (G)	15-74	136	148	147	142	21:00 ⁷
SWITZERLAND (F)	15-74	155	174	175	167	21:15 ⁷
SWITZERLAND (I)	15-74	166	176	182	172	20:45-21:00 ⁷
TURKEY	20+	221	225	225	225	21:45
UKRAINE	18+	197 ³	209	212	205	21:00
UNITED KINGDOM	16+	234	235	232	233	21:15
TOTAL EUROPE		208⁸	227	226	225⁹	21:11⁹
JAPAN	20+	205	214	213	211	20:30
United States ¹⁰	18+	n.a.	299	295	297	21:45

¹Data for adults 12+; ²Data for adults 18-74; ³Data for adults 15+; ⁴Data for adults 16+; ⁵Data for Serbia and Montenegro; ⁶Data for adults 14+; ⁷Data for individuals 3+; ⁸Average without Cyprus; ⁹Average without Finland; ¹⁰Data refer to period September (respective year) to May (following year).

Source: IP NETWORK, local institutes