

VIEWING TIME PER INDIVIDUAL (IN MIN.)

Country	Target Group	2000	2006	2007	2008	Maximum Peak
	Adults	Mon-Sun	Mon-Sun	Mon-Sun	Mon-Sun	Monday-Friday
AUSTRIA	12+	148	163	157	156	20:45
BELARUS	16+	189 ¹	154	157	167	20:45
BELGIUM NORTH	15+	167	181	185	180	21:15-21:30
BELGIUM SOUTH	15+	210	231	228	225	21:15
BULGARIA	15+	180	225	225	218	21:15
CROATIA	18+	167	281	272	262	21:00
CYPRUS	18+	n.a.	183	185	190	21:45
CZECH REPUBLIC	15+	194	206	194	197	20:45
DENMARK	12+	159	160	157	175	21:15
ESTONIA	18+	253 ²	245	243	248	21:00
FINLAND	10+	168	169	166	177	20:45-21:00
FRANCE	15+	204	217	219	217	21:15
GERMANY	14+	203	227	223	221	21:00
GREECE	15+	220	263	259	264	22:45
HUNGARY	18+	260	279	273	274	20:45
ICELAND	12-80	149	154	126	175 ³	19:15
IRELAND	15+	185	190	188	195	21:15
ITALY	15+	238	249	239	244	21:30
LATVIA	18+	186	216	213	224	20:45
LITHUANIA	15+	193	200	212	213	21:00
LUXEMBOURG	12+	144	161	155	156	21:00
MACEDONIA	15+	286 ⁴	274 ⁴	279 ⁴	270 ⁵	21:45
NETHERLANDS	13+	166	204	194	191	22:00
NORWAY	12+	163	156	154	174	21:15
POLAND	16+	235	254	254	245	20:45
PORTUGAL	15+	189	216	216	221	21:30
ROMANIA	18+	223 ⁶	245	238	258	21:30
RUSSIA	18+	195 ⁷	241	240	241	21:15
SERBIA	15+	239 ⁸	285	296	302	21:30
SLOVAKIA	15+	185 ⁴	198	195	188	20:45
SLOVENIA	15+	173	184	188	186	21:00
SPAIN	16+	219	228	234	238	22:30
SWEDEN	15+	160	165	167	170	21:15
SWITZERLAND (G)	15-74	136	147	142	143	21:00-21:15 ⁹
SWITZERLAND (F)	15-74	155	175	167	170	21:15 ⁹
SWITZERLAND (I)	15-74	166	182	172	185	21:15 ⁹
TURKEY	20+	221	225	225	235	21:45
UKRAINE	18+	197 ⁶	212	205	216	21:00
UNITED KINGDOM	16+	234	232	233	240	21:15
TOTAL EUROPE		208¹⁰	226	224	227	21:12
JAPAN	20+	205	213	211	227	20:30
UNITED STATES ¹¹	18+	n.a.	295	297	298	21:45

¹Data for Adults 12+; ²Data for Adults 18-74; ³Data not comparable to last year's due to new measurement system and measured period (2006: diary/October; 2007: diary/June; 2008: portable people-meter/all year); ⁴Data for Adults 14+; ⁵Data not comparable to last year's due to new measurement system, introduced in 2008 (period: 01 July 2008 - 31 December 2008); ⁶Data for Adults 15+; ⁷Data for Adults 16+; ⁸Data for Serbia and Montenegro; ⁹Data for Individuals 3+; ¹⁰Average without Cyprus; ¹¹Data refer to period September (respective year) to May (following year).

Source: IP NETWORK, local institutes