



Glance

Global Audience &
Content Evolution

Cracking Audience Trends

OneTVYear

IN THE WORLD

**Exclusive Insights
about TV-VOD
around the World**

April 2023

Exclusive Insights

As a follow-up of the opening conference at MIPTV in Cannes, Glance is delighted to offer exclusive insights identifying different ways to find success with audiences in a fast-changing industry.

What is the latest in viewing data and global content trends?

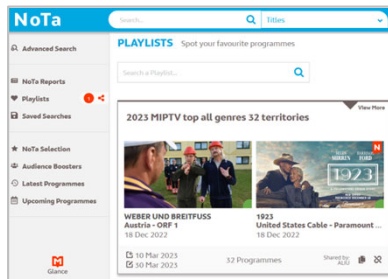
Get an extract of our last conference, including the full list of the highlighted shows and a sneak peek of our fresh One TV Year in the World Report.



1/ Viewing habits
TV-VOD: Viewing Time and Market Shares.



2/ Content Trends
Europe, United States, and many more.



3/ TV Landscapes
Yearly consumption insights and top programmes.



Meet our team at MIPTV



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VAULPRÉ**

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KERVOELEN**

International Research Director



**Maryam
RAMASSAMY**

International Research Manager

We are staying at your disposal to define how we could help you make the most of this market. Glance can provide helpful key metrics and practical insights for your decision-making while you are in Cannes!



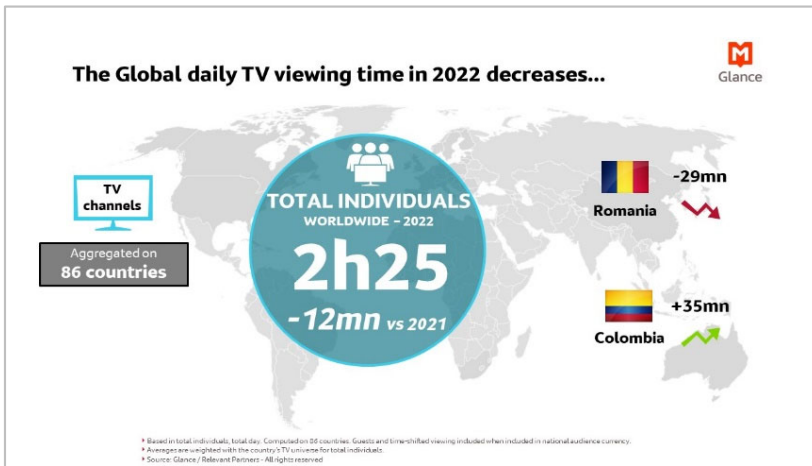
sales@glance-mediаметrie.com



Viewing habits

Glance to Kick Off MIPTV 2023!

You will find here a selection of analysis highlighted as part as Glance's annual opening conference at MIPTV.



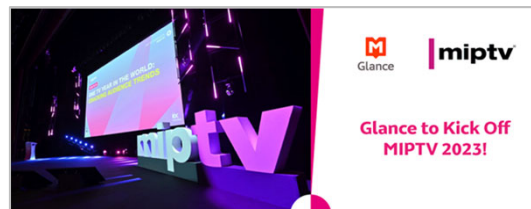
- ✓ How is Linear viewing performing?
- ✓ Can On-Demand viewing compensate for recent shifting?
- ✓ The TV core targets as key driver for streamers?
- ✓ FAST: easy to size?

**Many more players:
One Playground**

**Time for
cooperation**

Interested in catching up the live presentation?

Accredited MIPTV 2023, you can catch up on this presentation at the following link:

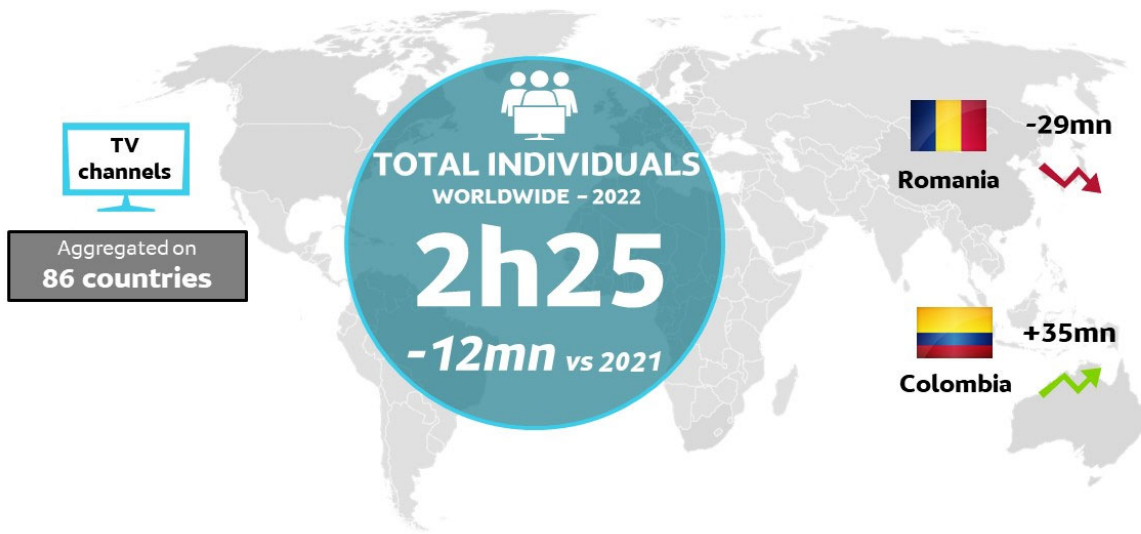


 sales@glance-mediаметrie.com



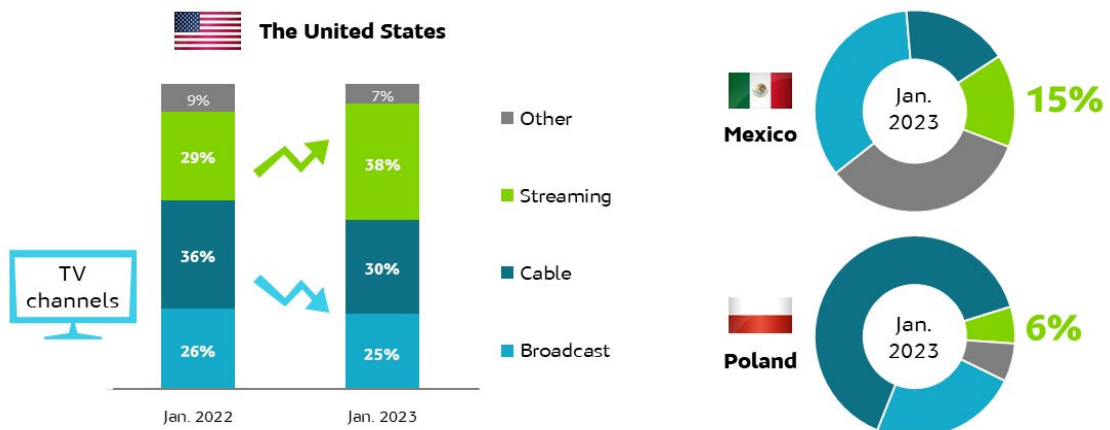
Viewing habits

The Global daily TV viewing time in 2022 decreases...



► Based in total individuals, total day. Computed on 86 countries. Guests and time-shifted viewing included when included in national audience currency.
 ► Averages are weighted with the country's TV universe for total individuals.
 ► Source: Glance / Relevant Partners - All rights reserved

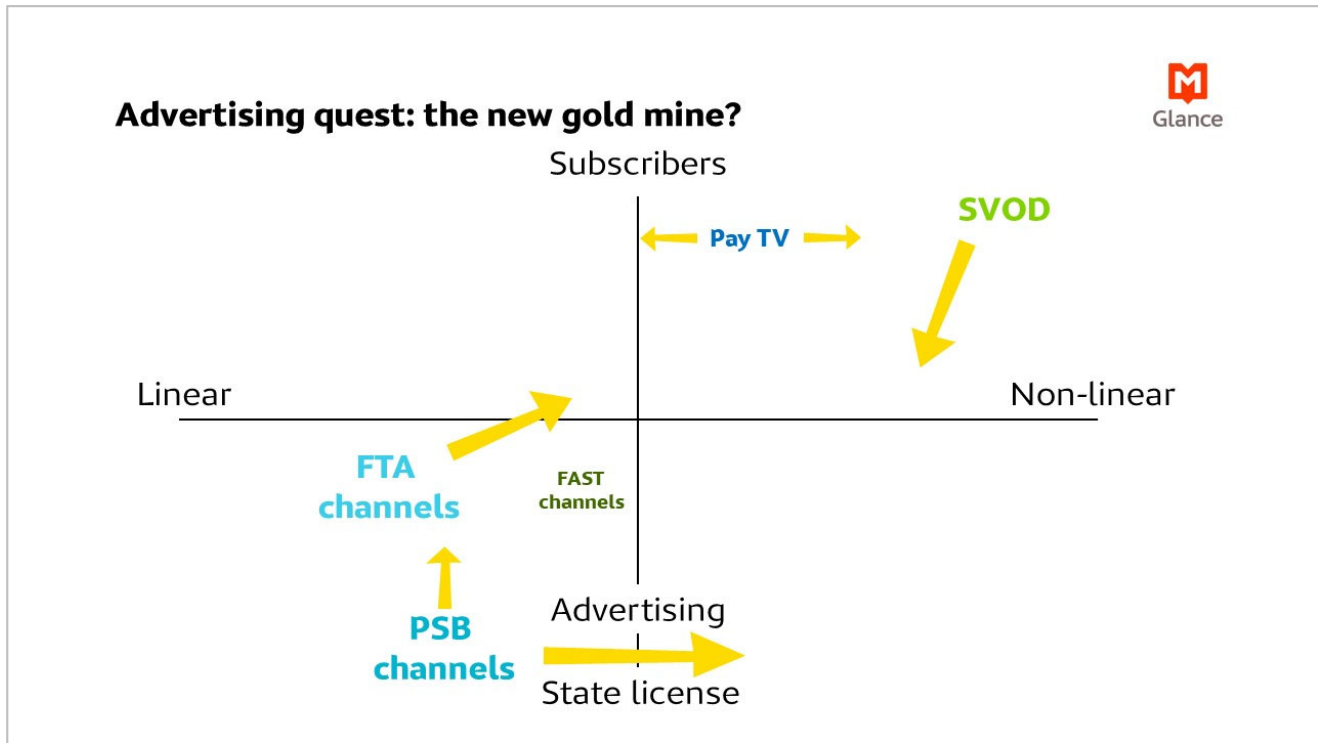
...while streaming is still dynamic but TV remains dominant



► Nielsen, The Gauge - January 2023
 ► USA: Total Individuals 2+ / Mexico: Total Individuals 4+ / Poland: Total Individuals 4+



Viewing habits



How to cope with a regular decline in linear consumption?

Decreasing but equal dominant position

FTA impacted by viewing time decrease

Top 5 FTA's market shares **35%**

Increasing demand of non-linear viewing

20/03/2023 21:00

7.9 M

31%	29%	29%	7%
Pre broadcast	LIVE	+ 7 DAYS	+ 8-28 DAYS Online screens

Commercial Free To Air channels

► Based in total individuals, total day. Guests and time-shifted viewing included when included in national audience currency.
► Glance / Relevant Partners - All rights reserved



Viewing habits



How to fulfil a public service mission in an increasing digitalized ecosystem?

Public Service Broadcaster channels

Audience ageing

65+ viewing proportion
PSB vs Private



56%
ARD 1

32%



50%
npo 1

33%



Investment competition

18 B€

spent by Public Service Media
in 39 countries

on average
460M€ / country

NETFLIX

16 B€

Disney+ hulu

14 B€

Germany: AGF Videoforschung / The Netherlands: Stichting KijkOnderzoek / GfK
EBU Media Intelligence Service - August 2022: data based on 49 organizations in 39 countries



Pay TV

How much room for historical paid players?

Different viewing patterns...

... including Live

Production decreasing



More and more international



From Pay TV channel operators to global SVOD offer aggregators



Long tail consumption helps to limit the churn




Viewing habits




SVOD

How to fight back when under double pressure (shareholders and clients)?






Stronger market competition

SVOD Market Shares evolution
since January 2020




▶ Baro Conso SVOD Mediametrie/Harris - March 2023
▶ Company quarterly earnings, Q1, Q2, and Q3 2022

Revenue issues

Global subscriber base		
+3%	+1%	+6%
Global Revenue Per User		
-2%	-1%	-10%


FAST channels





Can this "new wonder" lead to trustworthy viewing numbers?

Increasing Platform number

First ratings are relatively low...

- 

An opportunity to replace many thematic channels
- 

Customer value proposition should be simplified
→ time for aggregation
- 

Reliable third-party measurement is on the way



Viewing habits

Fragmentation and non-linear broadcast increase competition on the market



Fragmentation of the offer and non-linear viewing accelerate the profound transformation of the market. All actors are rethinking their models. In this context, programmes are launched with fiction still at the forefront. **Glance reveals global content trends and spotted the best launches in 32 countries**, highlighting two major trends: series becoming lps and older entertainment formats still very attractive to viewers.

A common market for programme makers

The number of stakeholders and the offer of TV and video is always larger, with incumbent and digital native players. In 2022, globally TV viewers in 88 countries spent an average of **2 hours 25 minutes** per day watching TV, with different situations according to the countries and regions.

“*In a fast transforming industry, television has shown its resilience, with market shares stable. In 2022, SVOD consumption has been on the rise, varying from countries to countries. In the US, the market share for streaming is around 38% when in Poland it is less than 6%. In this context, various stakeholders have to innovate or modify their initial positioning to face their own challenges. This is particularly the case for SVOD players and FAST channels, two new entrants in the advertising revenues market.*

Frédéric Vaulpré, Glance Senior Vice-President ”

TV broadcasters are increasingly present on various platforms and there is growing demand for non-linear viewing. This requires new strategies for channels in order to increase advertising and attract younger viewers. For example, on ITV, **Unforgotten** achieved 2023 best audience for now with **7.9 million** viewers. Pre-broadcast accounted for **31%** of its audience and catch-up **36%**. The challenge for channels is to identify the right monetisation model for this viewing while platforms increasingly invest in contents and windowing strategies.

In order to stay in the competition, public broadcasters multiply their cooperation in Europe and develop high-end drama like *The Swarm* or **Concordia**.

Regarding FAST Channels, the unprecedented increase in their offer leads to overabundance with more than 2200 channels in Europe. According to the latest figures published in February, the number of their monthly viewers remain, so far, at a marginal level compared to live broadcasters programmes. This calls for standard audience measurement, also needed for SVOD platforms turning to advertising.

In this fast changing environment, **“coopetition”** between the different players seems the new path to successfully launch and develop attractive and qualitative content.



New On The Air - Trends to Kick off 2023

We are pleased to share with you a selection of programmes highlighted as part as Glance’s annual opening conference at MIPTV.

This selection is based on the **best performing launches of 2022 by territory**, available **in our TV and Online monitoring system NoTA.**

NoTa Search... Titles

PLAYLISTS Spot your favourite programmes

Search a Playlist...

2023 MIPTV top all genres 32 territories View More

 WEBER UND BREITFUSS Austria - ORF 1 18 Dec 2022	 1923 United States Cable - Paramount ... 18 Dec 2022
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10 Mar 2023 30 Mar 2023 32 Programmes Shared by: ALIU

Interested in digging through the rating boosters and watching video extracts of these noteworthy formats? Feel free to contact us to receive the MIPTV 2023 Glance selection via a NoTa playlist folder to be shared with your team. Do not miss the new hits!

Not a NoTa subscriber yet? Benefit from a free trial access for you and your team.





Content Trends



MUSTER DOGS
Australia | ABC TV
LAUNCH DATE 23-01-2022
Factual | Factual Reality



TINKA OG SJÆLENS SPEJL
Denmark | TV2
LAUNCH DATE 01-12-2022
Fiction | Drama Series



WEBER UND BREITFUSS
Austria | ORF 1
LAUNCH DATE 18-12-2022
Fiction | Comedy Series



I'M A CELEBRITY... GET ME OUT OF HERE
Finland | MTV3
LAUNCH DATE 21-01-2022
Entertainment | Reality Competition



TWO SUMMERS
Belgium (North) | Één
LAUNCH DATE 06-02-2022
Fiction | Drama Series



WOMEN AT WAR
France | TF1
LAUNCH DATE 19-09-2022
Fiction | Drama Series



PANDORE
Belgium (South) | La Une
LAUNCH DATE 13-02-2022
Fiction | Drama Series



COLLEAGUES
Germany | ZDF
LAUNCH DATE 29-01-2022
Fiction | Drama Series



LA CHICA QUE LIMPIA
Canada (English) | CTV
LAUNCH DATE 03-01-2022
Fiction | Drama Series



SMART JODI
India | Star Plus
LAUNCH DATE 26-02-2022
Entertainment | Reality Competition



BLISSSED
Canada (Quebec) | TVA
LAUNCH DATE 05-01-2022
Fiction | Comedy Series



QUINN COUNTRY
Ireland | RTÉ One
LAUNCH DATE 28-11-2022
Factual | Documentary



HU DAN WEI CHENG
China | CCTV8
LAUNCH DATE 30-11-2022
Fiction | Drama Series



DANCING WITH THE STARS
Israel | Keshet 12
LAUNCH DATE 13-02-2022
Entertainment | Reality Competition



DEVADESÁTKY
Czech Republic | ČT1
LAUNCH DATE 09-01-2022
Fiction | Drama Series



THE BRIDE
Italy | Rai 1
LAUNCH DATE 16-01-2022
Fiction | Drama Series



Content Trends



KAMAKURA DONO NO 13 NIN
Japan | NHK G
LAUNCH DATE 09-01-2022
Fiction | Drama Series



THE STORY OF...
Netherlands | NPO 1
LAUNCH DATE 02-02-2022
Factual | Documentary



ONE YEAR IN NORWAY'S LOFOTEN
Norway | NRK1
LAUNCH DATE 05-01-2022
Factual | Documentary



ZIEJA
Poland | TVP1
LAUNCH DATE 22-05-2022
Fiction | Drama Series



BIG BROTHER VIPS
Portugal | TVI
LAUNCH DATE 02-01-2022
Entertainment | Reality Competition



INSIDER
Romania | ProTV
LAUNCH DATE 19-09-2022
Fiction | Drama Series



ROXIC
South Africa | SABC 1
LAUNCH DATE 05-04-2022
Factual | Factual Reality



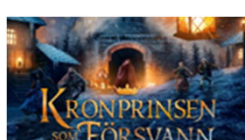
IT'S BEAUTIFUL NOW
South Korea | KBS2
LAUNCH DATE 02-04-2022
Fiction | Drama Series



THE ROOKIE
Spain | Antena 3
LAUNCH DATE 05-10-2022
Entertainment | Variety Show



JULKALENDERN KRONPRINSEN SOM FÖRSVANN
Sweden | SVT1
LAUNCH DATE 01-12-2022
Fiction | Drama Series



THE FATHER
Turkey | ATV
LAUNCH DATE 20-09-2022
Fiction | Drama Series



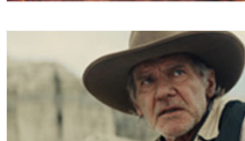
TI MENE NIKOLI NE ZABUDESHTI MENE NIKOLI NE ZABUDESHTI
Ukraine | Channel Ukraine
LAUNCH DATE 21-02-2022
Fiction | Drama Series



TRIGGER POINT
United Kingdom | ITV1
LAUNCH DATE 23-01-2022
Fiction | Drama Series



FIRE COUNTRY
United States | CBS
LAUNCH DATE 07-10-2022
Fiction | Drama Series



1923
United States Cable | Paramount Network
LAUNCH DATE 18-12-2022
Fiction | Drama Series



ROI 30 NAM SAU
Vietnam | THVL1
LAUNCH DATE 19-09-2022
Fiction | Drama Series



Content Trends

Most popular launches in 2022 and early 2023

NoTa spotted the best launches in 32 countries in 2022 and early 2023, the latter usually giving an accurate hint of the trend in the year ahead. This selection gives a flavour of the kind of programmes that unite audiences in a given country: in 2022, more than 50% of the top audience programmes were launched in the first quarter of the year.

Scripted series again led the field in 2022: they account for two thirds of the best launches in the 32 countries.

“**Avril Blondelot**, Head of Global Content & Markets Insights at Glance, « *Period and human dramas, series on 80's and 90's, legal issues and sci-fi strongly appeal to the public. Factual and entertainment relate to nature while older formats are still very successful* ». ”

A significant trend is about series turning into IPs, creating full universes . **1923** (Paramount Global Distribution), a **Yellowstone** prequel, ranked first on the US cable in 2022. **Beyond Paradise** (BBC Studios), which is **Death in Paradise** sequel, was the best launch in the UK in 2023.

Viewers – especially local - still express steady appetite for Period drama. **Women at war** (Newen Connect) in France is a massive audience success.

A number of series focus on the 80's and 90s like **1985** (StudioCanal), the best launch in Belgium South. **The Gold** (Paramount Global Content Distribution) was the second best launch in the UK. Both are based on actual events.

Human dramas focusing on families resonate among spectators. **Two summers** (France TV Distribution) - the best launch in Belgium Flanders – expresses this trend of crime in locations: Friends spending holidays together in the 2020's deal with blackmail activities among the group about events that unfolded in the 90's.

As for crime series, current interest focuses on legal series. **Pandore** (APC Studios) – where politics and plots question the notion of justice in itself - is the best launch in Walloon Belgium. **Insider** (Eccho Rights) stands out as the best rated series in Romania; it is based on a Turkish format and tells the story of an undercover policeman infiltrating a crime organisation.

There is growing interest in fantasy and science-fiction series, with genre series becoming increasingly mainstream. **The Swarm** (ZDF Studios / Beta Film), an international co-production, is the best launch in Germany and is questioning climate change with nature retaliating against humans; based on Frank Schätzing's eponym novel, it is a global environmental thriller set in the present day, where anomalies and unnatural behaviour in marine animals are causing upheaval all over the world. **The Three Body problem** (launched on Tencent Video, Jiangsu Sat and CCTV8) has performed well in China; it is based upon a science fiction novel written by the Chinese writer Liu Cixin. The series tell the story of the first human contact with alien life from the planet called Trisolaris and the conflict between the two species that starts to brew over many years.



Content Trends

With regard to factuals, many successful ones are related to nature such as **Muster dogs** (ABC commercial) in Australia, or **One Year In Norway's Lofoten** (Autentic Distribution). National stories appeal to the public, like **Quinn Country** (launched on RTE One) in Ireland which portrays the rise and fall of an Irish entrepreneur. All shows listed ranked 1st in their respective countries in 2022. One shall also mention **The Story Of** (DR Sales, Media Ranch), a hit format in the Netherlands and Belgium North, where it rank 1st in 2022 and 2023.

Focusing on formats, the most successful in 2022 put celebrities to the test betting on viewers interest for famous people. Traditional ones still rank number one and are very attractive for young adults. **I'm a celebrity... get me out of here** (ITV Studios) ranked first in Finland and Quebec, **Dancing with the Stars** (BBC Studios) in Israel, **Big Brother Famosos** (Banijay Rights) in Portugal. A new format, **Outsiders**, (Warner Bros. Discovery Intl), featuring celebrities in a scout style adventure, successfully launched in Norway, and was adapted from a UK format. This show uses humour and self-mockery. A new Indian format also plays this card: **Smart Jodi** (launched on Star Plus) – a top launch in the country - features famous couples asked to accomplish challenges on set.



TV landscapes

One TV Year In the World

We are pleased to share with you an extract where you will find a **comprehensive overview of 1 out of 100 analyzed countries**, coming from the last edition of our iconic yearly report.



- ✓ What are the most successful programmes ?
- ✓ What are the viewing time trends?
- ✓ What are the best performing channels?
- ✓ What is the local currency audience measurement?

Interested in digging through more markets? Feel free to contact us to stay up-to-date with the upcoming release date of the 2023 edition.

Soon, available for
download here:



sales@glance-mediаметrie.com




UNITED KINGDOM



Area: National

Data currency based on:
Live + VOSDAL + 7 days



Size of the universe
60,787,532
(27,069,739 Households)

Size of the panel
10,403
(4,865 Households)

All the households with a TV set and/or broadband

Total individuals
4+

Period
01/01/2022
31/12/2022

Prime time:
20:00 **22:30**

Total TV (100% channel shr)
All measured TV channels

Total day:
06:00-30:00

Data available since...

	TV set	4-screen
Live	01/01/1981	27/08/2018
Time-shifted	01/01/1991	27/08/2018

Methodology

TV set
People Meter (fixed)
(since 01/01/1981)

Audio matching
(since 01/01/2007)

4-screen
Hybrid (site centric + panel)

Breakdown by screen: **Yes**
Breakdown by target: **Yes**
Reach availability: **Yes**

Audience shares for 2022

Best performing channels (shares in %) Based on Total Day, Total Individuals.

▲ (Increase compared to 2021)
▼ (Decrease compared to 2021)

BBC ONE	22.3	▲	0.2
ITV/BREAKFAST (TOTAL)	17.0	▲	0.2
ITV HD	8.4	▲	0.3
ITV	7.0	▼	-0.1
BBC TWO	6.1	▲	0.4
CHANNEL 4 (TOTAL)	5.5	▼	-0.3
CHANNEL 4	4.9	▼	-0.3
CHANNEL 5 (TOTAL)	4.5	—	0.0
CHANNEL 5	4.2	—	0.0
ITV3 (TOTAL)	2.4	▲	0.1
OTHERS	17.7	-	-

Channel essentials

Channel	Audience share (%)		Status	Genre	Data availability	Access	Daily reach (%)	Yearly coverage (%)
	Total Day	Prime Time						
BBC ONE	22.3	19.6	Domestic Public	Generalist	Programme	FTA	33.9	95.0
ITV/BREAKFAST (TOTAL)	17.0	19.4	Private	Generalist	Programme	FTA	24.9	91.9
ITV HD	8.4	10.3	Private	Generalist	Programme	FTA	13.4	69.3
ITV	7.0	8.3	Private	Generalist	Programme	FTA	11.2	78.0
BBC TWO	6.1	6.7	Domestic Public	Generalist	Programme	FTA	15.7	88.1
CHANNEL 4 (TOTAL)	5.5	7.9	Domestic Public	Generalist	Programme	FTA	14.4	89.1
CHANNEL 4	4.9	7.3	Domestic Public	Generalist	Programme	FTA	13.3	88.7
CHANNEL 5 (TOTAL)	4.5	5.9	Private	Generalist	Programme	FTA	11.6	83.1
CHANNEL 5	4.2	5.5	Private	Generalist	Programme	FTA	11.0	82.8
ITV3 (TOTAL)	2.4	2.6	Private	Generalist	Programme	FTA	4.1	50.2



Sources: BARB

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UNITED KINGDOM

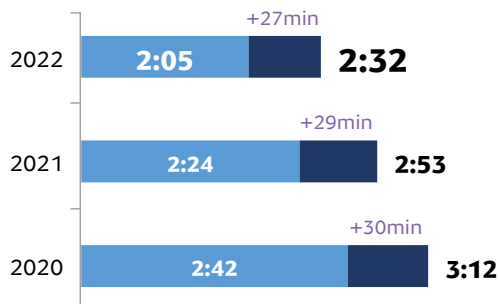


Average daily viewing time

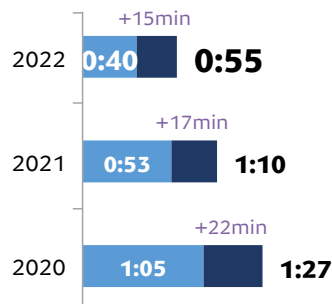
Per individual
In H:MM

All measured TV channels

Individuals 4+



Young adults 16-34



Live

Time-shifted (VOSDAL + 7 days)

Top 10 programmes of 2022

Best episode of each programme and its affiliates (all details in the Methodology section).
If several Tops telecasts are broadcast in a row, only the best one is selected.
Sport programmes, weather forecasts and programmes under 5 minutes are excluded.

Rank	Channel	Day	Date	Time	Dur (min)	Programme	Origin	Genre	Rat%	000'	Shr%	
1	BBC ONE	Mon	19/09/22	13:53	193	THE STATE FUNERAL OF HM QUEEN ELIZABETH II	United Kingdom	Event	21.6	13,200	61.4	
2	BBC ONE	Sat	04/06/22	19:30	180	THE QUEEN'S PLATINUM JUBILEE	United Kingdom	Event	21.1	12,864	66.6	
3	ITV/BREAKFAST (TOTAL)	Sun	06/11/22	21:02	100	I'M A CELEBRITY... GET ME OUT OF HERE!	United Kingdom	Reality Competition	19.5	11,896	53.6	
4	BBC ONE	Sat	17/12/22	19:06	150	STRICTLY COME DANCING	United Kingdom	Reality Competition	17.2	10,477	55.2	
5	BBC ONE	Sun	14/05/22	20:00	251	EUROVISION SONG CONTEST	Europe	Event	15.0	9,151	51.9	
NoTa	6	ITV/BREAKFAST (TOTAL)	Sun	23/01/22	21:00	58	TRIGGER POINT	United Kingdom	Drama Series	14.3	8,686	39.8
NoTa	7	ITV/BREAKFAST (TOTAL)	Sun	17/04/22	21:02	58	THE THIEF, HIS WIFE AND THE CANOE	United Kingdom	Drama Series	13.8	8,434	40.0
NoTa	8	BBC ONE	Sat	01/01/22	21:02	56	THE TOURIST	United Kingdom	Drama Series	13.9	8,420	35.2
9	ITV/BREAKFAST (TOTAL)	Sat	16/04/22	20:00	83	BRITAIN'S GOT TALENT (Got Talent)	United Kingdom	Reality Competition	13.4	8,186	45.9	
10	BBC ONE	Fri	07/01/22	21:01	57	DEATH IN PARADISE	United Kingdom	Drama Series	13.3	8,083	40.3	

Best sport programme of 2022

ITV/BREAKFAST (TOTAL)	Sat	10/12/22	17:59	212	FIFA WORLD CUP 2022 - ENGLAND VS FRANCE	Football	25.2	15,416	66.6
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Sources: BARB

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Platform penetration

Analogue terrestrial switch off: Completed (24/10/2012)



Terrestrial only
15%



Cable
13%



Satellite
32%



IPTV
69%

Source: Establishment Survey 2022 -

Channel list

Channel	Audience share (%)		Status	Genre	Data availability	Access	Daily reach (%)	Yearly coverage (%)
	Total Day	Prime Time						
4MUSIC	0.0	0.0	Mixed	Music	Programme	FTA	0.1	9.8
4SEVEN	0.3	0.3	Domestic Public	Entertainment	Programme	FTA	1.1	49.0
5ACTION	0.6	0.7	Private	Generalist	Programme	FTA	1.7	37.7
5SELECT	0.2	0.2	Private	Generalist	Programme	FTA	0.6	28.6
5STAR (TOTAL)	0.7	0.6	Private	Generalist	Programme	FTA	2.1	51.9
5STAR	0.7	0.6	Private	Generalist	Programme	FTA	2.0	50.8
5STAR +1	0.0	0.0	Private	Generalist	Programme	FTA	0.1	10.4
5USA (TOTAL)	0.9	0.9	Private	Generalist	Programme	FTA	1.5	24.2
5USA	0.9	0.8	Private	Generalist	Programme	FTA	1.4	23.5
5USA +1	0.0	0.0	Private	Generalist	Programme	FTA	0.1	4.0
92 NEWS	0.0	0.0	Private	News	Programme	FTA	0.0	1.9
AAJ TAK	0.0	0.0	Private	Minority Interest	Programme	FTA	0.1	2.2
ALIBI (TOTAL)	0.5	0.4	Private	TV fiction	Programme	Pay TV	0.9	19.6
ALIBI	0.4	0.4	Private	TV fiction	Programme	Pay TV	0.9	19.3
ALIBI+1	0.0	0.0	Private	TV fiction	Programme	Pay TV	0.1	4.7
ANIMAL PLANET (TOTAL)	0.0	0.0	Private	Documentary	Programme	Pay TV	0.1	7.2
ANIMAL PLANET	0.0	0.0	Private	Documentary	Programme	Pay TV	0.1	6.5
ANIMAL PLANET+1	0.0	0.0	Private	Documentary	Programme	Pay TV	0.0	2.7
ARY DIGITAL	0.1	0.1	Private	Entertainment	Programme	FTA	0.2	3.2
ATN BANGLA	0.0	0.0	Private	Entertainment	Programme	FTA	0.0	2.0
AYOZAT TV	0.0	0.0	Private	Kids	NA	Pay TV	0.0	3.5
B4U MOVIES	0.0	0.0	Private	Movies	Programme	FTA	0.1	2.2
B4U MUSIC	0.0	0.0	Private	Music	Programme	FTA	0.1	3.1
BBC ONE	22.3	19.6	Domestic Public	Generalist	Programme	FTA	33.9	95.0
BBC TWO	6.1	6.7	Domestic Public	Generalist	Programme	FTA	15.7	88.1
BBC THREE	0.2	0.5	Domestic Public	Generalist	Programme	FTA	0.9	54.3



Sources: BARB

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UNITED KINGDOM



Channel	Audience share (%)		Status	Genre	Data availability	Access	Daily reach (%)	Yearly coverage (%)
	Total Day	Prime Time						
BBC FOUR	0.8	1.5	Domestic Public	Documentary	Programme	FTA	2.5	58.7
BBC NEWS	1.8	0.8	Domestic Public	News	Programme	FTA	4.6	48.3
BBC PARLIAMENT	0.1	0.0	Domestic Public	Parliamentary	Programme	FTA	0.3	20.5
BBC SCOTLAND	0.1	0.2	Private	Minority interest	Programme	FTA	0.4	14.4
BLAZE	0.5	0.3	Private	Entertainment	Programme	FTA	0.9	19.7
BOOMERANG (TOTAL)	0.0	0.0	Private	Children	Programme	Pay TV	0.2	10.8
BOOMERANG	0.0	0.0	Private	Children	Programme	Pay TV	0.2	9.9
BOOMERANG +1	0.0	0.0	Private	Children	Programme	Pay TV	0.0	3.5
BOX HITS	0.0	0.0	Private	Music	Programme	Pay TV	0.1	9.6
BRIT ASIA TV	0.0	0.0	Private	Minority Interest	Programme	FTA	0.0	2.1
BT SPORT 1	0.4	0.5	Private	Sports	Programme	Pay TV	0.9	25.5
BT SPORT 2	0.3	0.6	Private	Sports	Programme	Pay TV	0.6	19.1
BT SPORT 3	0.1	0.1	Private	Sports	Programme	Pay TV	0.2	15.0
BT SPORT 4	0.0	0.0	Private	Sports	Programme	Pay TV	0.1	9.8
CARTOON NETWORK (TOTAL)	0.0	0.0	Private	Children	Programme	Pay TV	0.1	7.8
CARTOON NETWORK	0.0	0.0	Private	Children	Programme	Pay TV	0.1	7.4
CARTOON NETWORK +1	0.0	0.0	Private	Children	Programme	Pay TV	0.0	2.2
CARTOONITO	0.0	0.0	Private	Children	Programme	Pay TV	0.2	8.6
CBBC	0.2	0.0	Domestic Public	Children	Programme	FTA	0.6	19.9
CBEEBIES	0.8	0.0	Domestic Public	Children	Programme	FTA	2.1	26.6
⊖ CBS JUSTICE (TOTAL)	0.1	0.1	Private	TV fiction	Programme	FTA	0.3	9.5
⊖ CBS JUSTICE	0.1	0.1	Private	TV fiction	Programme	FTA	0.3	9.5
CBS REALITY (TOTAL)	0.7	0.5	Private	Entertainment	Programme	FTA	1.3	20.1
CBS REALITY	0.6	0.4	Private	Entertainment	Programme	FTA	1.1	17.2
CBS REALITY +1	0.0	0.0	Private	Entertainment	Programme	FTA	0.1	3.2
⊖ CBS REALITY SIMULCAST LOCAL TV	0.1	0.1	Private	Entertainment	Programme	FTA	0.2	5.0
CHALLENGE TV (TOTAL)	0.5	0.4	Private	Entertainment	Programme	FTA	1.0	21.3
CHALLENGE TV	0.5	0.4	Private	Entertainment	Programme	FTA	1.0	21.3
CHANNEL 4 (TOTAL)	5.5	7.9	Domestic Public	Generalist	Programme	FTA	14.4	89.1
CHANNEL 4	4.9	7.3	Domestic Public	Generalist	Programme	FTA	13.3	88.7
CHANNEL 4 +1	0.6	0.6	Domestic Public	Generalist	Programme	FTA	1.9	53.9
CHANNEL 5 (TOTAL)	4.5	5.9	Private	Generalist	Programme	FTA	11.6	83.1
CHANNEL 5	4.2	5.5	Private	Generalist	Programme	FTA	11.0	82.8
CHANNEL 5 +1	0.3	0.3	Private	Generalist	Programme	FTA	1.0	43.0
CHANNEL 5 TV	0.0	0.0	Private	Minority interest	Time Band	FTA	0.0	0.8
⊖ CHANNELS 24	0.0	0.0	Private	News	Programme	FTA	0.0	3.7
CITV	0.1	0.0	Private	Children	Programme	FTA	0.3	12.9
CITV BREAKFAST	0.0	0.0	Private	Children	Programme	FTA	0.1	4.3



Sources: BARB

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UNITED KINGDOM



Channel	Audience share (%)		Status	Genre	Data availability	Access	Daily reach (%)	Yearly coverage (%)
	Total Day	Prime Time						
TCM (TURNER CLASSIC MOVIES) (TOTAL)	0.1	0.1	Private	Music	Programme	Pay TV	0.4	12.0
TCM (TURNER CLASSIC MOVIES)	0.1	0.1	Private	Music	Programme	Pay TV	0.3	10.3
TCM +1	0.1	0.0	Private	Movies	Programme	Pay TV	0.2	7.6
THAT'S 60S	0.0	0.0	Private	Music	Programme	Pay TV	0.0	4.6
THAT'S TV NETWORK	0.1	0.1	Private	Generalist	Programme	FTA	0.5	22.1
TINY POP (TOTAL)	0.1	0.0	Private	Children	Programme	FTA	0.3	10.4
TINY POP	0.1	0.0	Private	Children	Programme	FTA	0.3	10.0
TINY POP +1	0.0	0.0	Private	Children	Programme	FTA	0.1	1.8
TLC	0.1	0.1	Private	Lifestyle	Programme	Pay TV	0.4	15.2
TLC (TOTAL)	0.1	0.1	Private	Lifestyle	Programme	Pay TV	0.4	16.2
TLC +1	0.0	0.0	Private	Lifestyle	Programme	Pay TV	0.1	5.0
TOGETHER	0.0	0.0	Private	Generalist	Programme	FTA	0.2	15.7
TRACE URBAN (TOTAL)	0.0	0.0	Private	Music	Programme	FTA	0.1	8.2
TRACE URBAN	0.0	0.0	Private	Music	Programme	FTA	0.1	8.2
TRACE VAULT	0.0	0.0	Private	Music	Programme	Pay TV	0.1	7.9
UTSAV BHARAT	0.0	0.0	Private	Entertainment	Programme	Pay TV	0.1	2.2
UTSAV GOLD	0.0	0.0	Private	Movies	Programme	Pay TV	0.1	4.2
UTSAV PLUS	0.1	0.2	Private	Entertainment	Programme	Pay TV	0.4	3.7
VENUS TV	0.0	0.0	Private	Entertainment	Programme	Pay TV	0.0	0.9
VIAPLAY SPORTS 1	0.0	0.0	Private	Sports	Programme	Pay TV	0.0	4.2
VIAPLAY SPORTS 2	0.0	0.0	Private	Sports	Programme	Pay TV	0.0	2.3
VIAPLAY XTRA	0.0	0.0	Private	Sports	Programme	Pay TV	0.1	9.4
W (TOTAL)	0.5	0.4	Private	Entertainment	Programme	Pay TV	1.3	44.1
W	0.4	0.4	Private	Entertainment	Programme	Pay TV	1.3	43.5
W +1	0.0	0.0	Private	Entertainment	Programme	Pay TV	0.1	6.0
WION	0.0	0.0	Private	News	Programme	Pay TV	0.0	0.7
YESTERDAY (TOTAL)	0.6	0.7	Private	Cultural	Programme	FTA	1.8	37.6
YESTERDAY	0.6	0.6	Private	Cultural	Programme	FTA	1.7	36.8
YESTERDAY +1	0.0	0.0	Private	Cultural	Programme	Pay TV	0.1	6.1
ZEE CINEMA	0.0	0.0	Private	Movies	Programme	Pay TV	0.1	2.5
ZEE TV	0.0	0.0	Private	Generalist	Programme	Pay TV	0.1	3.5

▶ Channels that **started** to be measured in 2022

- EARTHXTV (19/09/2022)
- LEGEND (30/06/2022)
- TALK TV (24/04/2022)
- THAT'S 60S (07/08/2022)
- WION (10/10/2022)

◀ Channels that **ceased** to be measured in 2022

- CBS JUSTICE (TOTAL) (29/06/2022)
- CBS JUSTICE (29/06/2022)
- CBS REALITY SIMULCAST LOCAL TV (31/12/2022)
- CHANNELS 24 (27/10/2022)
- FORCES TV (29/06/2022)
- NEO NEWS (28/03/2022)
- PBS AMERICA (TOTAL) (29/06/2022)
- PBS AMERICA (29/06/2022)
- PBS AMERICA +1 (29/06/2022)
- PICK +1 (29/03/2022)
- PTV GLOBAL (09/11/2022)
- SPOTLIGHT TV (31/08/2022)

COMMENTS

- Channel (TOTAL) includes the channel STD and its +1 version.
- ITV/BREAKFAST (TOTAL) includes ITV, ITV HD, ITV +1, ITV BREAKFAST and ITV BREAKFAST +1.
- CBS Drama was renamed Reality Xtran in 2022.
- GREAT! MOVIES CLASSIC was renamed GREAT! Romance on 03/01/2023.
- NOW 90S was renamed Now Rock on 27/12/2022.
- PREMIER SPORTS 1 was renamed Viaplay Sports 1 on 01/07/2022.
- SYFY was renamed Sky Sci-Fi on 02/08/2022.
- FREESPORTS was renamed Viaplay Xtra on 01/11/2022.
- Ratings for interactive services such as BBC RB (Red Button) or SKY SPORTS ACTIVE are available upon request.



TV landscapes

One TV Year In the World

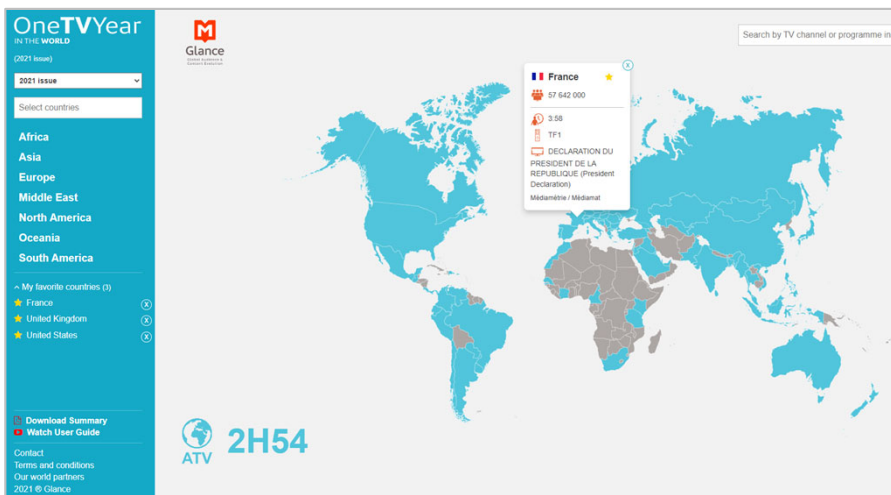
Yearly worldwide data, also available on:

Average Daily Viewing Time on All Individuals & Young Adults 2021
Source: Glance / Relevant Partners

Territory	TOTAL INDIVIDUALS		YOUNG ADULTS	
	Daily Viewing Time 2021 (in minutes)	Daily Viewing Time 2021 (in HH:MM)	Daily Viewing Time 2021 (in minutes)	Daily Viewing Time 2021 (in HH:MM)
Argentina	200	03:20	146	02:26
Armenia	185	03:05	115	01:55
Australia (5 Cities)	101	01:41	35	00:35
Australia (Regional)	135	02:15	40	00:40
Austria	188	03:08	67	01:07
Belgium (National)	169	02:49	74	01:14
Belgium (North)	164	02:44	73	01:13
Belgium (South)	175	02:55	74	01:14
Bosnia & Herzegovina	331	05:31	226	03:46
Brazil	250	04:10	184	03:04
Bulgaria	258	04:18	145	02:25

EXCEL

Daily viewing time, Ratings, Shares, Reach
Total individuals & Young Adults
Total Day & Prime Time...



ONLINE

Dynamic Interface

- ✓ Identify the main channels of each country with their audience share and daily reach.
- ✓ Get the national Top 10 programmes.
- ✓ Compare and analyse TV viewing usage and consumption with a cross-country analysis.

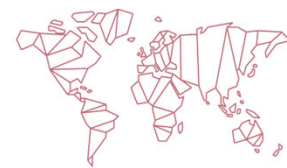
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7000 channels

SVOD
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16 countries



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Part of Médiamétrie, Glance is the specialist of international TV markets and leading provider of official TV ratings for over 7000 channels in more than 120 territories and insight analyses based on a global expertise. Glance tracks the latest TV and online contents and trends in nearly 50 territories. With more than 230 flagship clients, Glance is market leader in TV and video market intelligence.



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Next publication releases

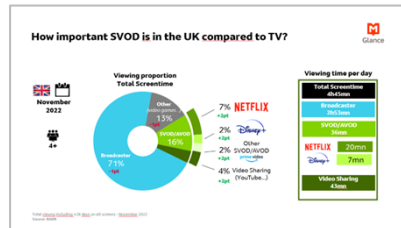


One TV Year in the World

April

TV Landscapes in +100 territories.

Annual overview of consumption and audiovisual landscapes around the world.



VOD Audience in the UK

April

Monthly VOD programmes & audience data.

Same indicators as Linear TV and consequently comparable audience figures.



Beyond TV Vol. 2

May

Market Insights in a Digital World.

A comprehensive overview of current trends in digital content consumption & strategies.

Also exploring other genres, such as...

Scripted Series



Scripted Series Report

Programming **strategies** and **performances**



International Scripted Content Report

Evaluative commentary and assessment of **appeal**

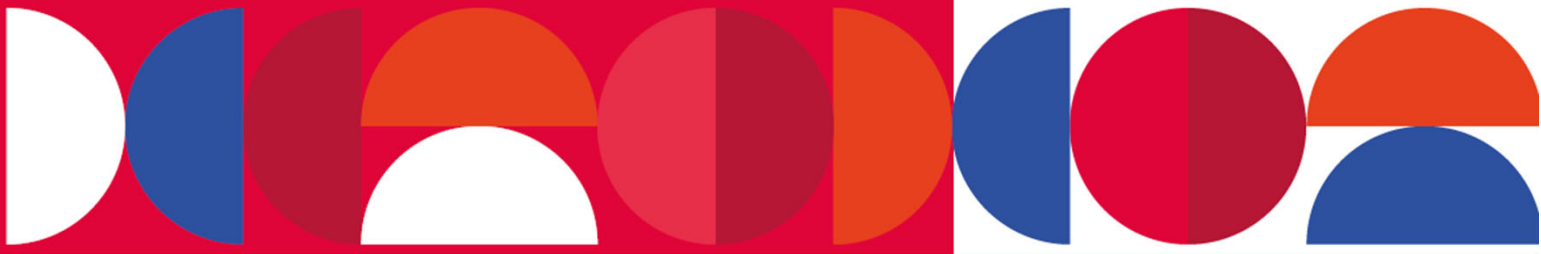
Entertainment



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