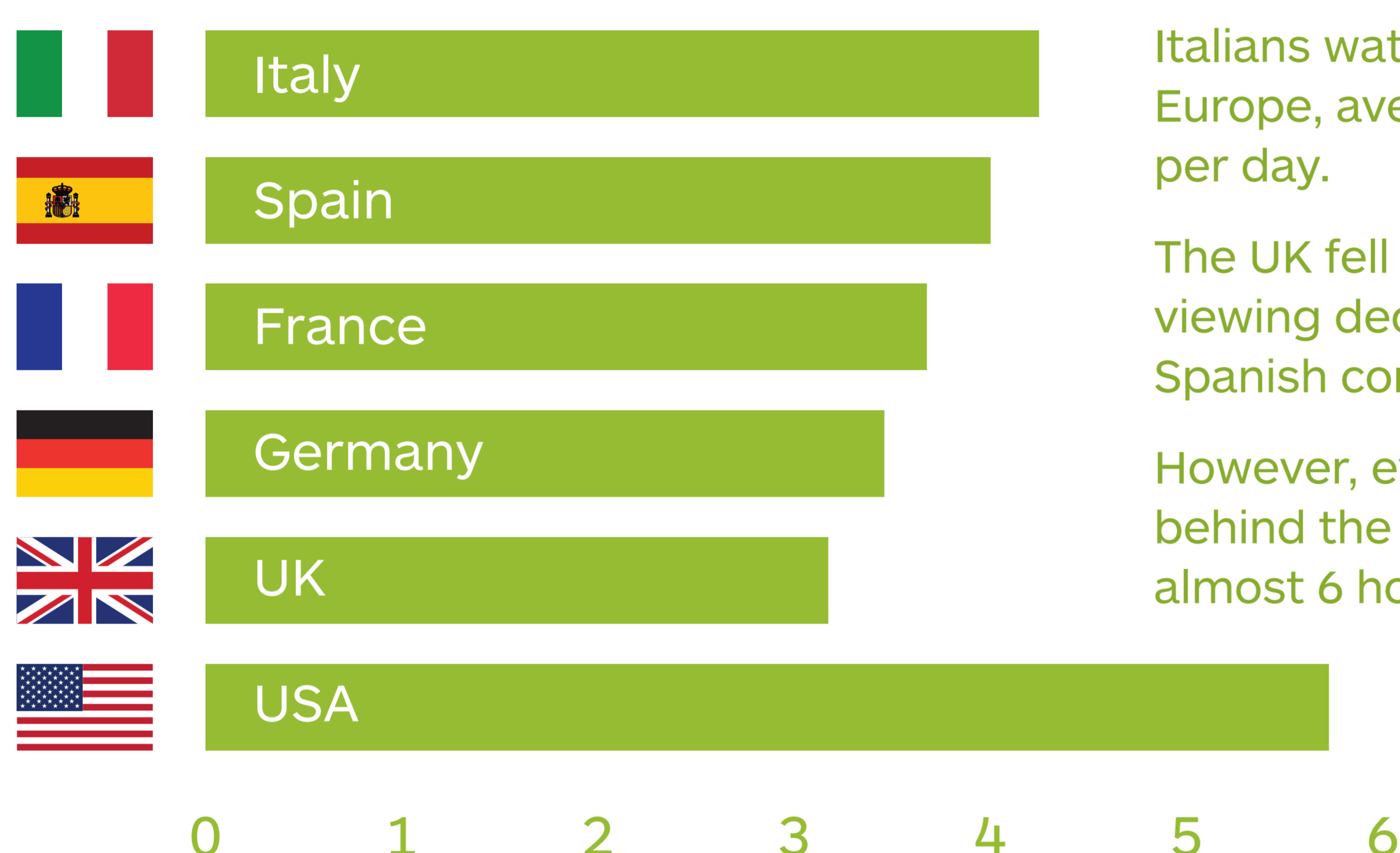


Who Watched the Most TV?

IHS Technology's new study on cross platform viewing time shows a clear shift towards online and DVR viewing in the US, UK and France; but traditional broadcast television remains king in Spain and Germany, and is growing in Italy.



Italians top the European TV charts; USA #1



Italians watch the most video in Western Europe, averaging 4.6 hours per person per day.

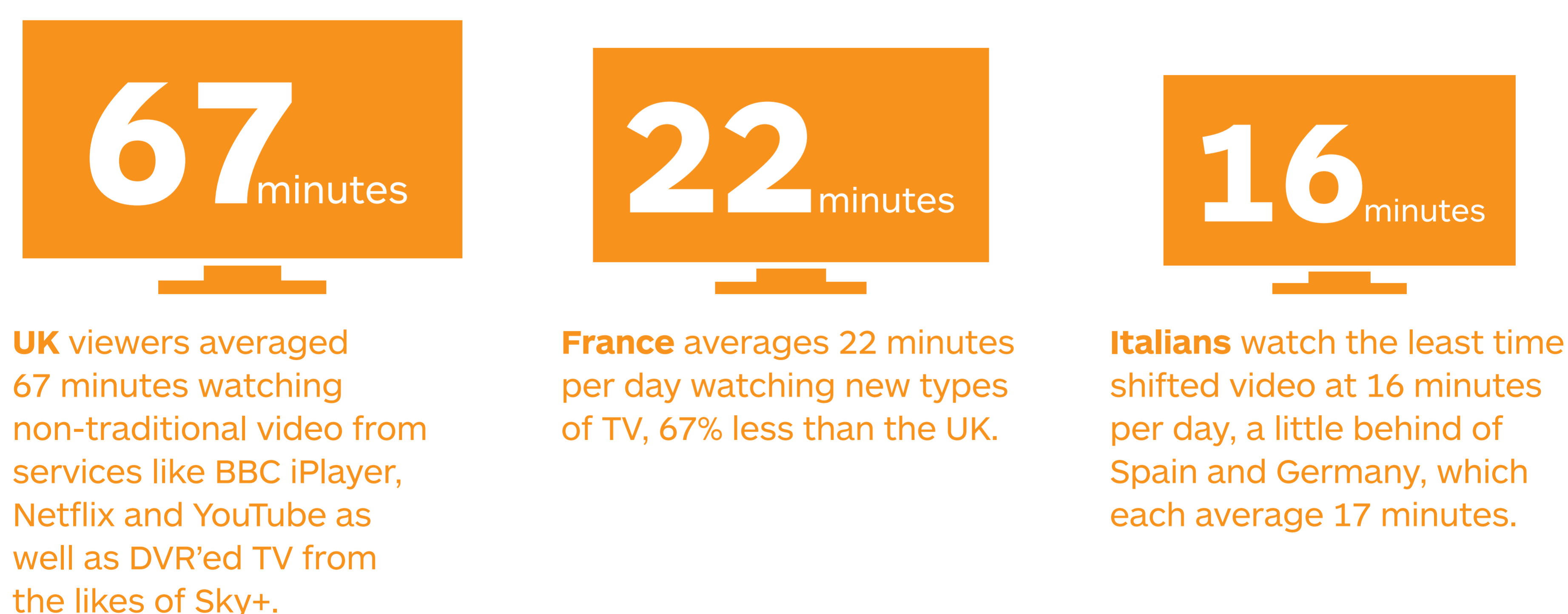
The UK fell from 2nd to 3rd in 2014 as *total viewing declined from 4.6 hours in 2013. Spanish consumption remained broadly flat.

However, every major European market lags behind the US. In 2014 Americans consumed almost 6 hours of video per day.

Chart: Average total linear viewing time in 2014 (hours per person per day)

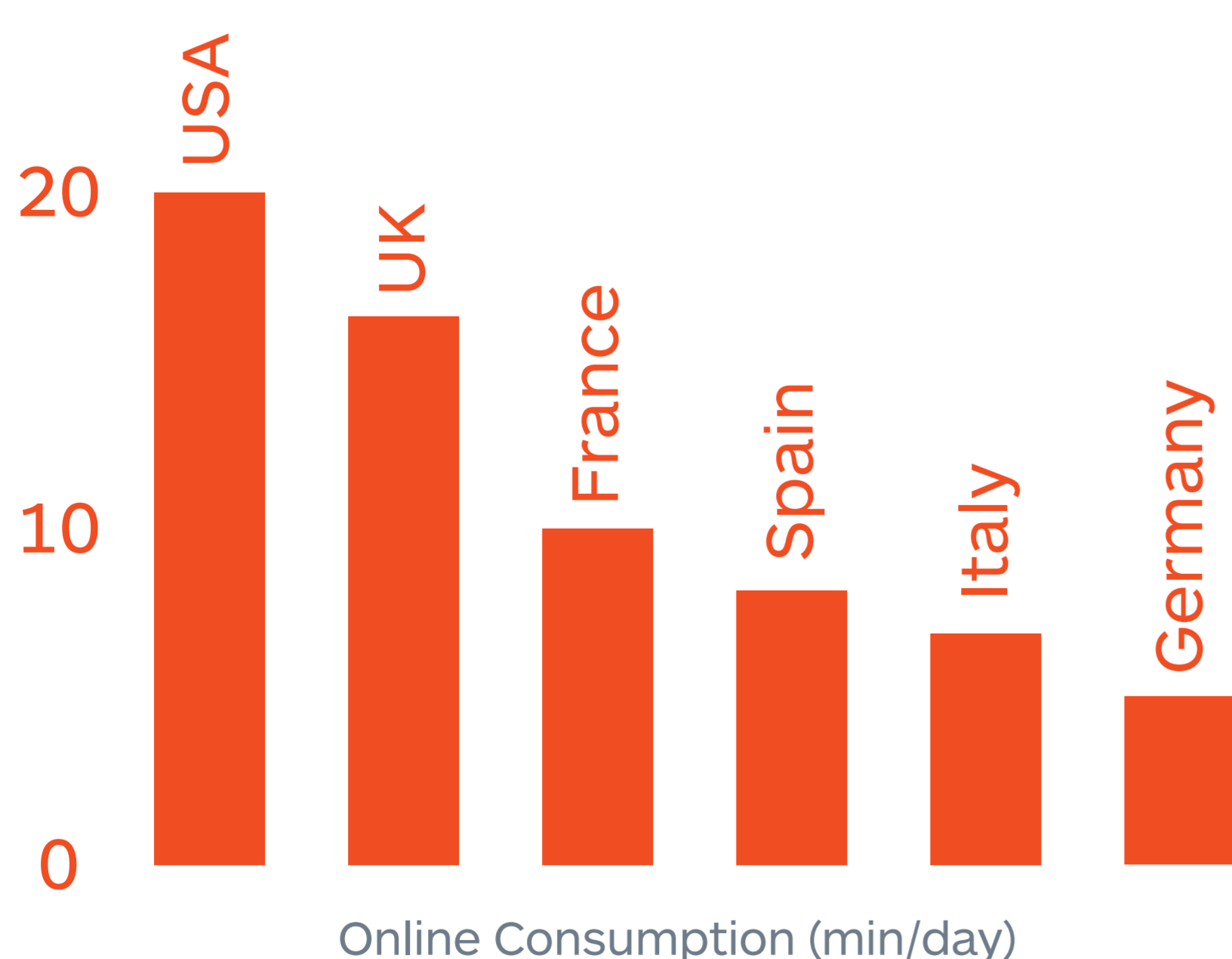
*Total viewing time is the sum of traditional broadcast TV, DVR, pay TV VOD and all online video consumption

How much time is spent watching on-demand TV?



Time shifted viewing is the sum of DVR'ed programming and online consumption

What about online video?



Americans watch more online video than consumers in every major European market.

But, as a share of total viewing, Brits are more advanced: 6.3% of British TV is consumed online compared to 5.6% in the US and 4.2% in France.



The television Interlligence and Broadband Media Intelligence services from IHS provide online access to detailed, constantly updated data and analysis on the pay and free television industry. The services cover 70 countries. Data is compiled and presented company-by-company and platform-by-platform providing our clients with detailed information on the major players and the markets in which they operate.



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