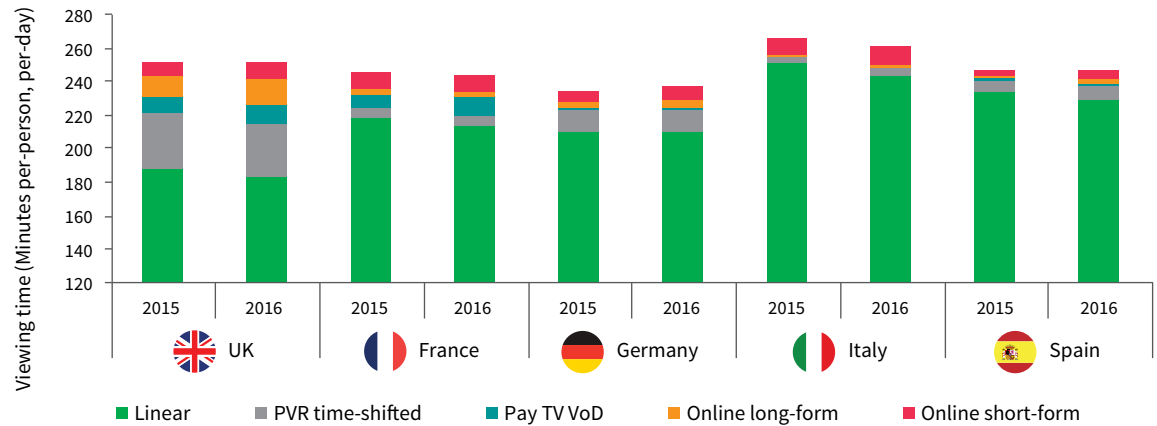


Cross-Platform Television Viewing Time 2016

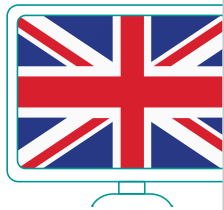
2016: Cross-platform viewing time by platform



Notes: Figure base set to 120 minutes for illustration Source: IHS Markit. Reference: BARB, Médiamétrie, AGF, Kantar, Auditel © 2017 IHS Markit

UK

On-demand viewing, across pay-TV and online platforms, overtook PVR time-shifting in 2016 at a total of **37** minutes and **32** minutes respectively.



France

On-demand viewing across pay-TV and online platforms grew by **17.3%** in France, adding a total of **4** mins/person/day, and offsetting a decline of **4** mins in linear and PVR time-shifted viewing.



Germany

Total viewing time increased by more than **3** minutes in 2016 to **237** mins/person/day, making Germany the only market across the big five European markets to see an increase in total viewing time.



Italy

More than **11** mins/person/day spent viewing online short-form content, the highest among the big **5** European markets.



Spain

Total television viewing time in Spain declined for the third consecutive year in 2016, with a minutes fall to **247** mins/person/day.



The Cross-Platform Television Viewing Time 2016 market monitor examines trends in the time spent watching television and video content across multiple platforms, including the impact of newer technologies on traditional broadcast TV. The report focusses on the big five European markets; UK, Germany, France, Italy and Spain.