

## One Television Year in the World 2025 Edition

### TV unites and resists via live shows, new releases and brand programmes



In 2024, based on TV consumption **in 86 countries worldwide**, viewers spent an average of **2 hours 19 minutes** per day watching television. The average for young adults was **1 hour 25 minutes**. Glance has identified several significant trends in a media universe undergoing rapid transformation, which is constantly challenged by the digitalisation of uses and content that has to be accessible at all times: TV programme consumption held up well in the highly competitive market of 2024, particularly in Europe, driven by linear TV, international sporting events, new series and tried and tested entertainment.

“In an increasingly fragmented environment, all TV and Video audience measurement stakeholders are rallying round to best capture new uses. Throughout the world, daily audience measurements are being enhanced by ever more detailed data (prebroadcast, out of home, BVoD, AVoD, SVoD, etc.). We have seen very positive recent developments in this direction in Australia, Germany, France or Italy for example, and in the United Kingdom, which has been developing a very comprehensive measurement for quite some time. More than ever, Glance’s role is to identify reliable audience data from robust methodologies in this vast amount of data.”

**Frédéric Vaulpré**, President of Glance

### TV programmes leading video consumption

Despite increased competition from streaming and social media stakeholders, TV broadcasters' programmes remain in the lead of video consumption worldwide. In the United Kingdom, for example, TV programmes account for **62%** of the time spent watching video content, **65%** in Canada and **46%** in the United States versus, respectively: **38%**, **35%** and **43%** from streaming content.

Television is still a powerful medium and continues to bring together **more than 9 in 10 people** in Europe throughout the year, as well as **86%** of the population of Asia. Stable viewing figures compared to 2023.

### The power of linear TV and sporting events

Although the TV medium brings the world together, this is primarily for watching linear TV programmes or live shows. Linear TV account for nearly **90%** of television viewing time. Of the leading live programmes, international sporting events attracted large audiences in 2024: with football’s Euro 2024 in Germany and the Paris Olympic Games, the audience for sports channels increased by **0.5 points** on average per country in Europe.



The Paris 2024 Olympic Games also enabled a channel like Eurosport, for example, to increase its audience share by **more than 3 points** in the five main European countries and to increase the market share of public channels in Europe (**+1.7 points** for BBC One in the United Kingdom, **+0.8 points** for La 1 in Spain and **+0.7 points** for ZDF in Germany).

In North America, the **Super Bowl** achieved its best ever ratings, with audiences up **7%** in the United States and **52%** in Canada.

### Fiction and Entertainment: the keys to success

Finally, the launch of new series and the broadcast of successful entertainment brands remain strategic in the rankings of the most watched television programmes in most countries.

In 2024, over a third (**38%**) series present in the top 10 programmes in 70 countries were brand new. The launch of new series also increased by **24%** in one year. Some of the themes this year are fictions featuring female characters such as the Korean series **The Tale of Lady Ok**, which quadrupled the audience of its broadcaster JTBC during the slot, or historical series mirroring the present, like the satirical **Whiskey On The Rocks**, which had Sweden's best audience of 2024 for a drama series.

As for entertainment, proven successful formats continue to make progress in the top national programmes: **Dancing with the Stars**, which first aired in 2004, is present in **7** countries and **The Masked Singer**, which launched in 2015, in **6**. A trend is emerging in the genre's new releases: branded entertainment, which promotes branded content. British entertainment show **Celebrity Send Off** sees pairs of celebrities arrange test-run funerals for their partners, helped by a funeral home that sponsors the programme.

Buoyed by this success, SVoD stakeholders are increasingly integrating entertainment into their editorial strategies and, after sport, are investing in the genre. In the top 100 SVoD programmes (on Netflix, Disney+, Prime Video and Max) in 13 countries, there are now **58** entertainment formats, mainly in the Netherlands, the United Kingdom and Canada.

### About Glance

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 of insights based on a global expertise. Glance tracks the latest TV and online contents and trends in nearly 50 territories. Glance also delivers strategic advising on content development and distribution with predictive tools indexing audience appeal. With more than 230 flagship clients, Glance is a market leader in TV and video market intelligence.

More information: [www.glance-mediаметrie.com](http://www.glance-mediаметrie.com) @Glance Glance [Online store](#)

### About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 700 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad. In 2024, the Médiamétrie Group achieved a turnover of €103.5 million and processed over one billion data every day.

Further information : [www.mediаметrie.fr](http://www.mediаметrie.fr) @Mediаметrie Mediаметrie.official Médiamétrie

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