

ONE TELEVISION YEAR IN THE WORLD

2010 ISSUE

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Annual overview of tv consumption and audiovisual landscapes in more than 80 territories around the world

This worldwide overview of TV consumption in 2009 analyses:

- Daily viewing time
- TV stations' market shares: total day+prime time
- Best performing programs
- TV equipment
- Major trends of the year

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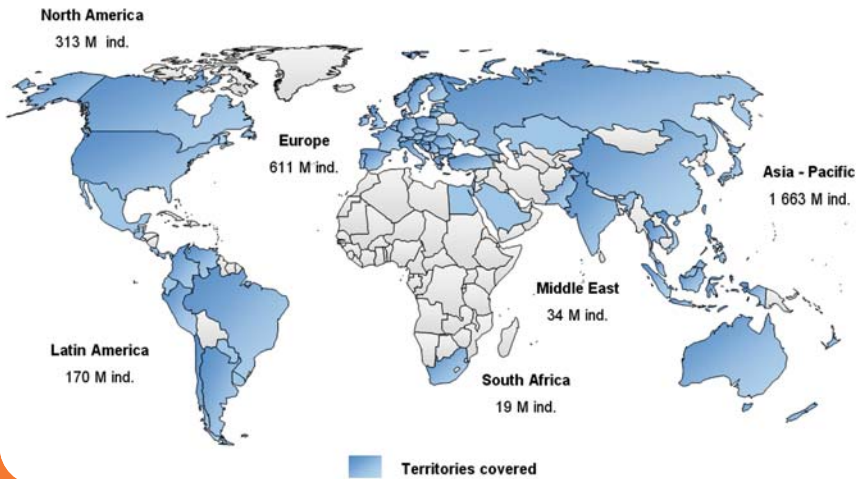
Over 10 years of experience in analysing international TV markets



Territories covered by the report

EURODATA TV WORLDWIDE

Total Potential Viewers : about 2,8 billion individuals worldwide



More than **2,000** channels
2.8 billion people in more than
80 territories worldwide



Daily viewing time: country by country overview

EURODATA TV WORLDWIDE



Source: Eurodata



Success Stories in Worldwide TV Formats

EURODATA TV WORLDWIDE

Eurovision Song Contest

For those unaware, the Eurovision Song Contest has been held every year since 1956 and sees each member country of the EBU (European Broadcasting Union) represented by one pop act. Each member awards points for their favorite acts (other than their own), which can create a night of high drama as viewers looked for cultural favoritism. It launched, among others, the career of ABBA, who won the 1974 contest. As well as continued popularity in the Scandinavian territories, this Europe-wide show benefited in 2007 from a new set of members from eastern Europe. Viewers from countries including Bosnia, Estonia, Armenia, Lithuania and Slovenia brought into the spirit of this event, and it made their respective top 10 lists.

Adapting Formats to Local Tastes

What makes a format flourish in multiple markets is the ability of the 'home' producer to adapt the show to domestic tastes. This is evident in the consistent success of the Who wants to be a Millionaire? format, which features both in Germany and India's most-viewed shows of 2007. The Germans chose celebrated TV host, Günther Jauch, to present the show - Jauch

is known for his humor and informal style. However, the Indians opted for grand presentations, which have included the country's premier movie star, Shah Rukh Khan, whose earnings are in the many millions.

American Exports

Among the US shows that continue to make global impact, Prison Break, is an interesting one. While the C.S.I. franchises have had sustained dominance both at home in the US and in many international territories, Prison Break does not come off such a strong base with decent though not spectacular US viewing figures. However, audiences in Belgium, Poland and Venezuela ranked it in their top set of shows. As the top US television export in these countries, this result is somewhat unexpected for the show, which has now officially been picked up in the US for a fourth season. Nevertheless, it highlights an appetite internationally for action-adventure.

Also surprising to some may be strength of American movies on so many international schedules. While Shrek 2's enormous box office success and broad family appeal make it an obvious presence in many territories, some lesser US hits also appear. What's Chicks (Brazil), Argentina, The Day after Tomorrow (Argentina, Venezuela), What a Girl Wants (Hungary) and Pretty Woman (Czech Republic) all highlight the success Hollywood has

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Analysis of the main results of 2009, outlining general trends and market evolution.



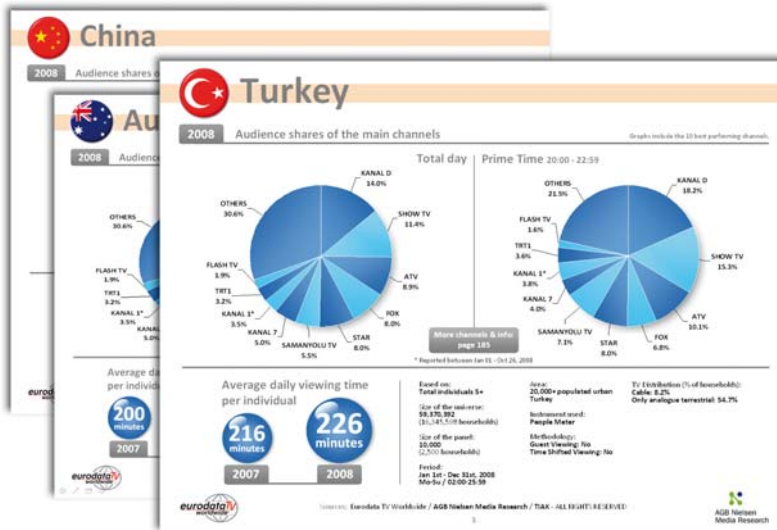
More than 80 territories*

Argentina, Armenia, Australia (Regional TAM), Austria, Azerbaijan, Belarus, Belgium (North & South), Bosnia and Herzegovina, Brazil, Bulgaria, Canada (English, Quebec), Chile, China (National, Beijing, Fujian, Guangdong, Jiangsu, Shanghai), Colombia, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, Estonia, Finland, France, Georgia, Germany, Greece, Guatemala, Hong Kong, Hungary, Iceland, India,





Presentation of TV landscapes as well as best performing programs worldwide



Overview of national TV markets

- 2009 Daily viewing time per individual
- Audience shares of the main channels
- New: prime time market shares
- Channels status and their technical penetration
- Audience measurement and TV distribution information

Turkey 2008 Top 10 programs

Rk	Channel	Date	Start Time	Program	Genre	Origin	Dur (min)	View (millions)	Rate (%)	
1	KANAL D	Wu 30/11	20:31	YAPRAK DÖNÜMÜ	Series	Turkey	134	22.2	13,338	44.8
2	SHOW TV	Tu 27/11	21:48	MURTLAR UNDES PUSU	Series	Turkey	109	19.2	13,275	45.8
3	SHOW TV	Tu 11/09	19:35	VARAMIN FOX BÜSÜN (GÖZÜK ÖZÜK)	Game Show	Turkey	226	18.9	11,911	42.5
4	KANAL D	Tu 15/11	20:28	BİRNER GECE	Series	Turkey	109	16.9	10,017	36.8
5	ATV	Fr 26/12	20:39	ADANALI	Series	Turkey	153	16.7	9,921	36.2
6	SHOW TV	Tu 25/12	20:09	KEÇEK FİREKİ	Movie	Turkey	149	15.4	9,137	33.0
7	KANAL D	Ma 18/02	20:32	ARKA SOKAKLAR	Series	Turkey	108	14.7	6,754	30.9
8	STAR	Wu 17/11	19:40	YÜZLER DÖNÜMÜŞÜ STAR HABER	Magazine	Turkey	57	13.9	8,241	32.7
9	KANAL D	Tu 25/11	20:22	HÜÇÜK KADINLAR	Series	Turkey	134	11.7	6,908	26.7
10	SHOW TV	Fr 26/12	18:15	YEMEKTEYİZ (GÖZÜK ÖZÜK BİRER GECE)	Game Show	Turkey	29	11.4	6,750	30.3

2008 Top 1 sport

Rk	Channel	Date	Start Time	Program	Genre	Origin	Dur (min)	View (millions)	Rate (%)	
1	ATV	Wu 21/08	21:48	EURO 2008 YENİ FİNAL - GERMANYA vs TÜRKİYE	Football	Turkey	110	27.0	16,030	67.9

National Top 10s

- 10 best performing single broadcasts of the year
- Highest rated sport event



Indonesia, Ireland, Israel, Italy, Japan (Kanto, Kansai, Nagoya), Kazakhstan, South Korea, Latvia, Lebanon, Lithuania, Macedonia, Malaysia, Morocco, Mexico, Moldova, Netherlands, New Zealand, Norway, Panama, Pakistan, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Romania, Russia, Serbia, Singapore, Slovak Republic, Slovenia, South Africa, Spain, Sweden, Switzerland (French Speaking, German Speaking, Italian Speaking), Taiwan, Thailand, Turkey, UAE, Ukraine, United Kingdom, United States, Uruguay, Venezuela, Vietnam

The data charts shown in this document are fictitious





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