

EBU

OPERATING EUROVISION AND EURORADIO



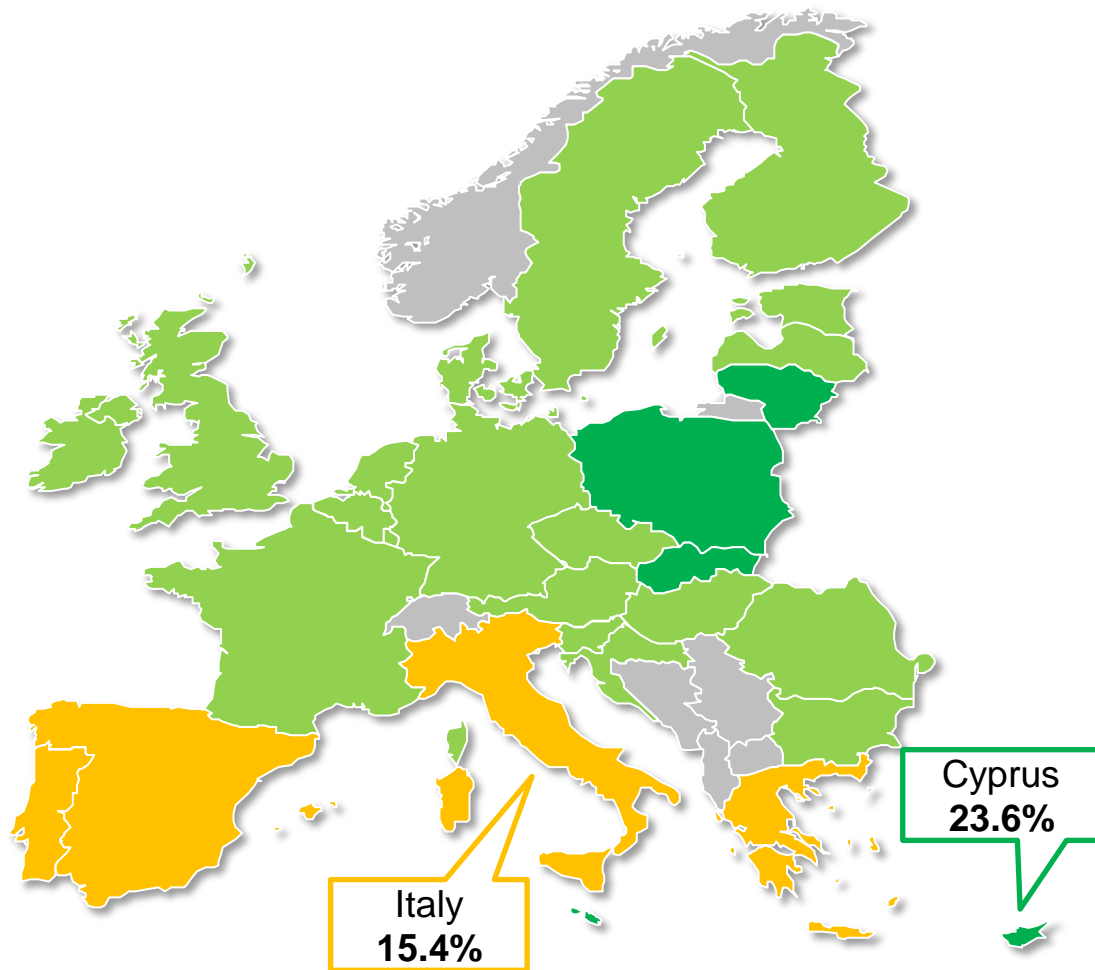
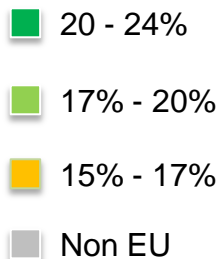
YOUTH AND MEDIA IN EUROPE

MEDIA INTELLIGENCE SERVICE



18%

OF THE EU28 POPULATION





OLDEST



30
MALTA



31
SLOVAKIA



33
CROATIA

YOUNGEST



20
SWEDEN



21
DENMARK



22
FINLAND



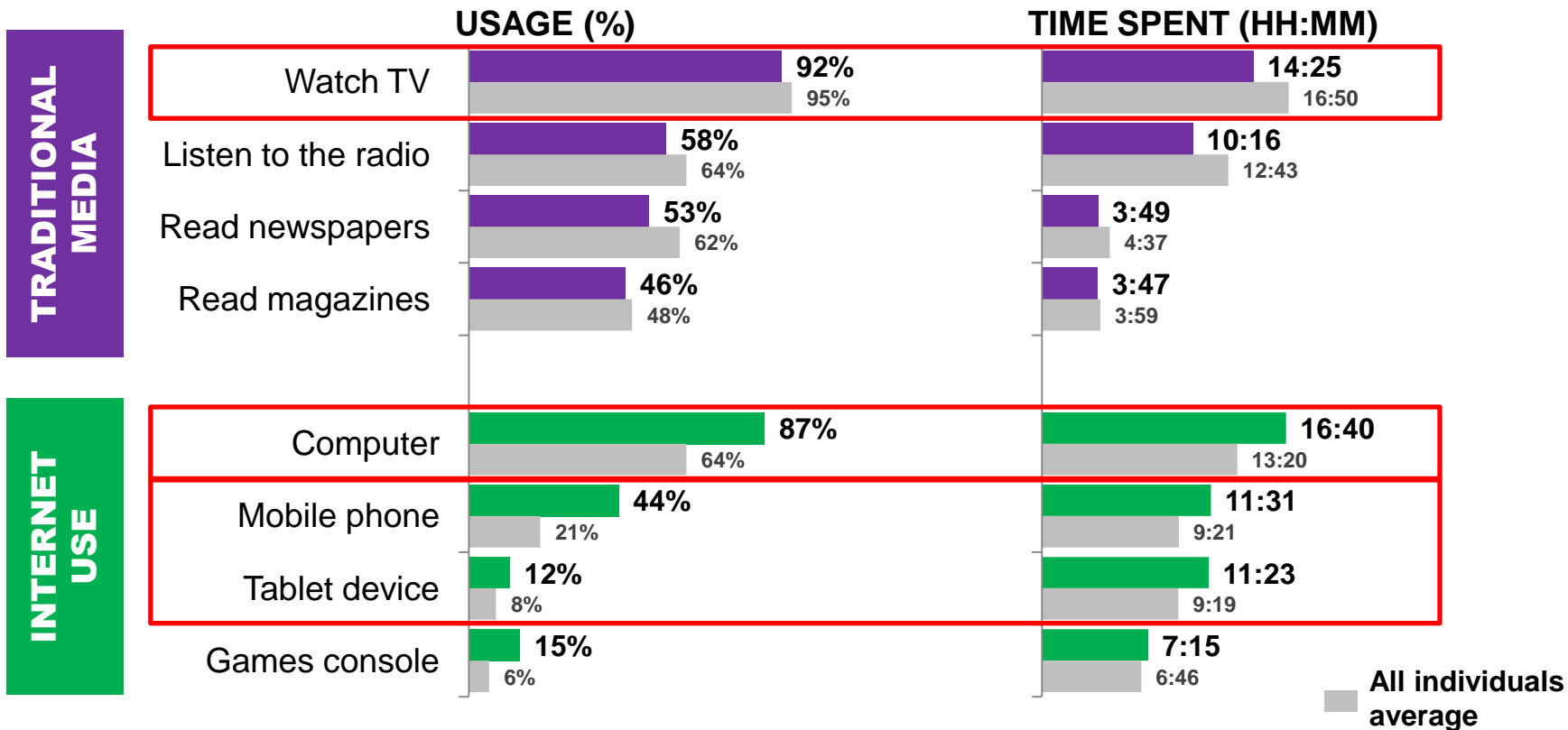
26



IMPACT ON MEDIA HABITS



WEEKLY MEDIA HABITS OF EUROPEAN 16-24s





COMMUNICATION



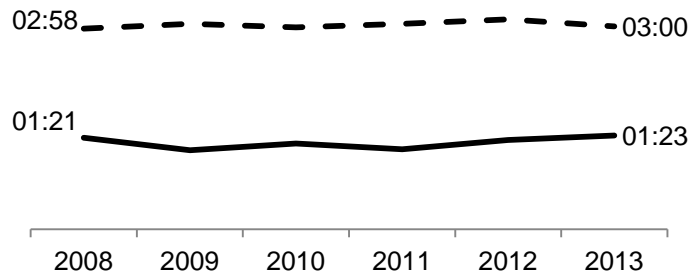
ARE TRADITIONAL TV VIEWING AND RADIO LISTENING TIMES IN DECLINE?



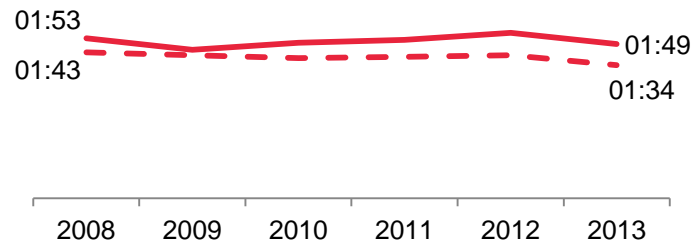
YOUNG ADULTS TV VIEWING AND RADIO LISTENING TIMES

— TV
- - - RADIO

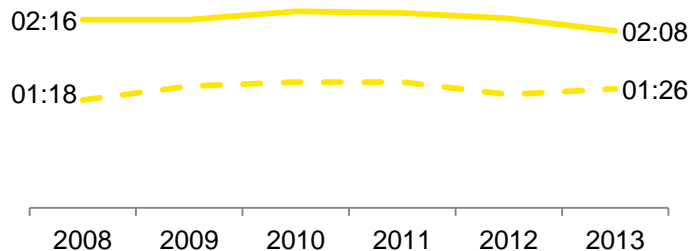
BELGIUM FL



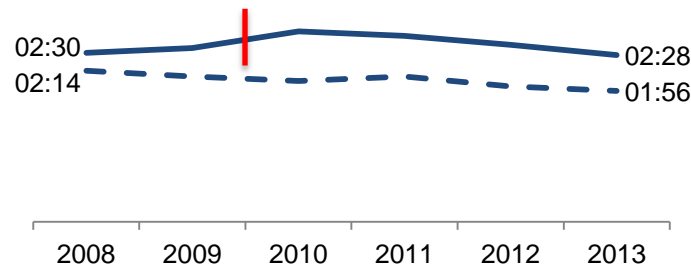
FRANCE



GERMANY



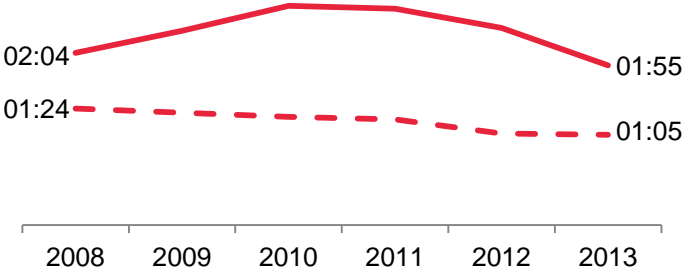
UK



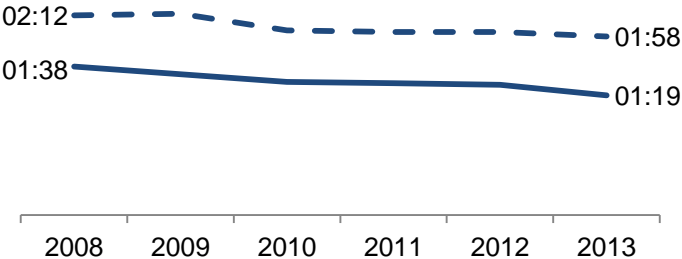
YOUNG ADULTS TV VIEWING AND RADIO LISTENING TIMES

— TV
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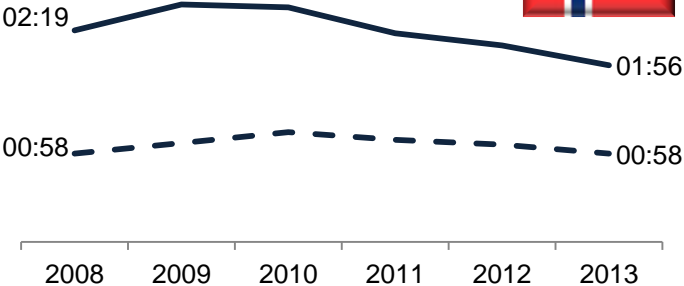
DENMARK



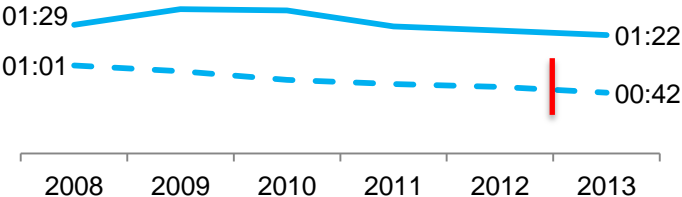
FINLAND



NORWAY



SWEDEN



ARE TRADITIONAL TV VIEWING AND RADIO LISTENING TIMES IN DECLINE?



**TV VIEWING TIMES
BIGGER DECLINES
IN 2013**



**RADIO LISTENING
TIMES IN STEADY
DECLINE**



DISTRIBUTION OF TOTAL TV VIEWING BY DANES

Period: 2013

Target group: 3+

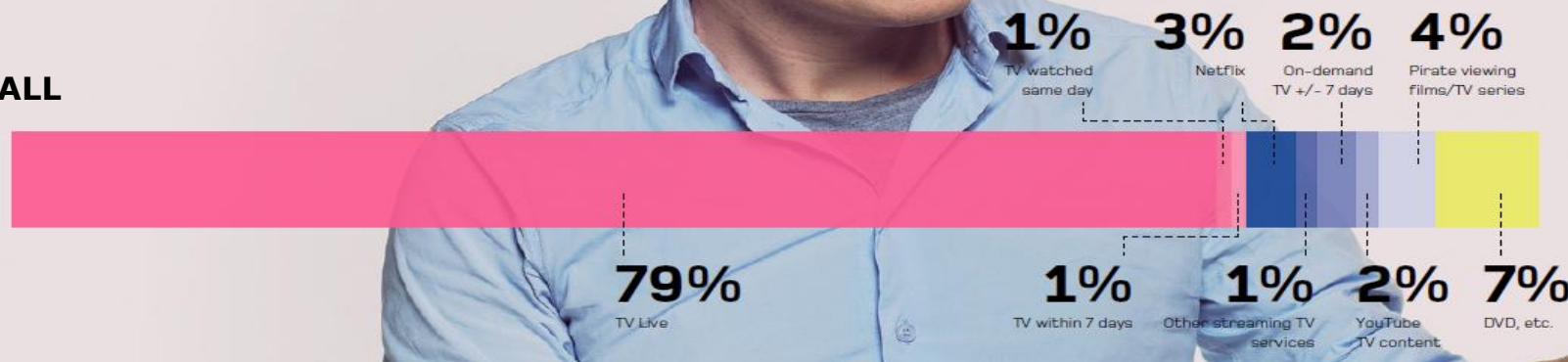
Source: Megafon, TNS Gallup TV Meter

TNS Gallup Digital Life, DR Panel, YouGov

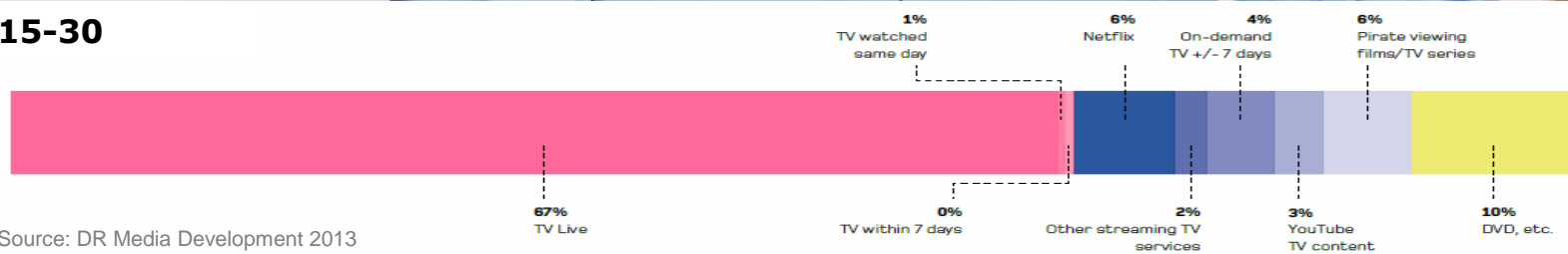


Netflix is the sixth-largest TV channel in Denmark

ALL



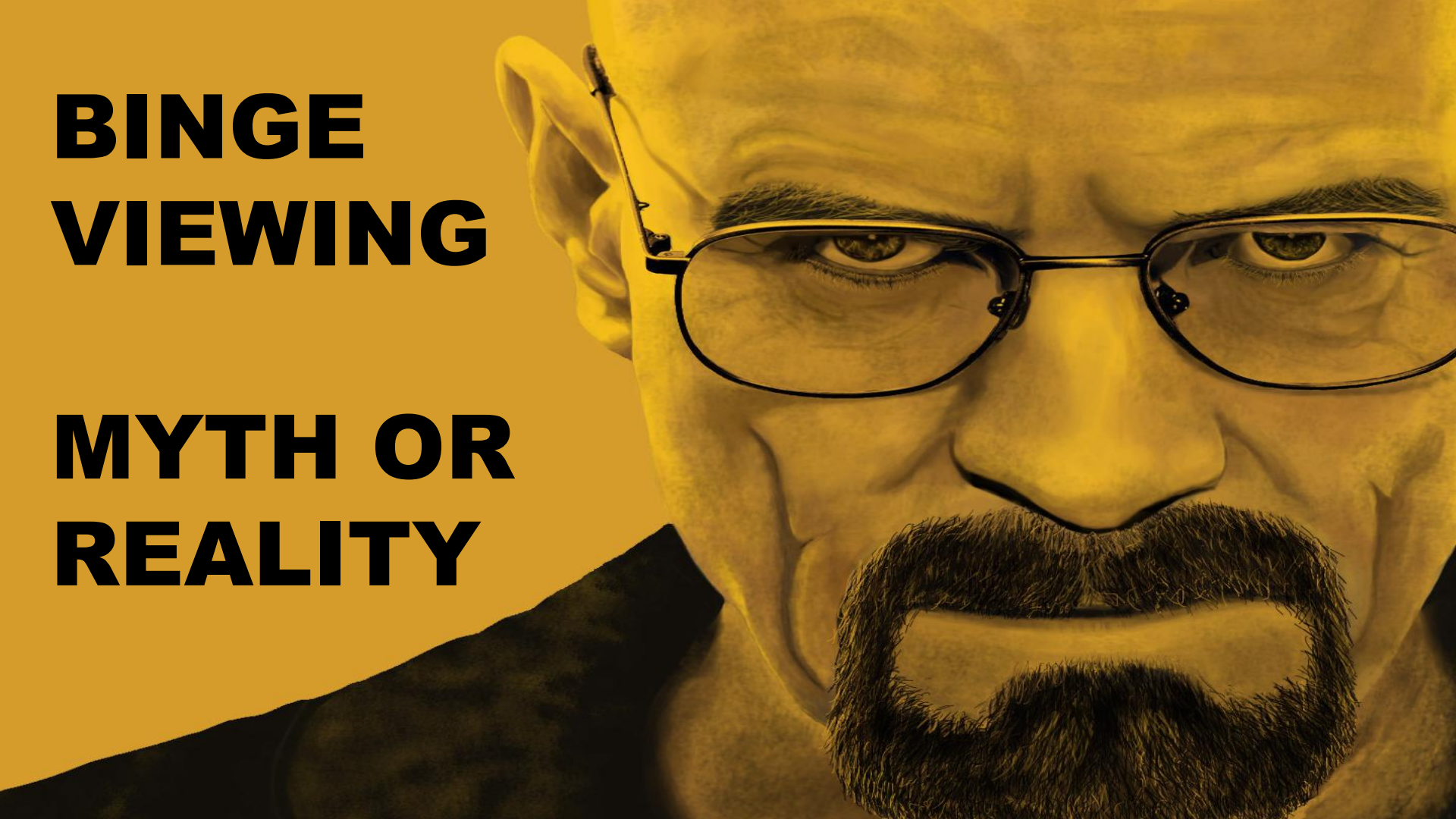
15-30



Source: DR Media Development 2013

**BINGE
VIEWING**

**MYTH OR
REALITY**



BELGIUM FL



**HAVE
EVER
BINGED**

63%

**MOST
COMMON
METHODS**

PVR

DOWNLOADS

DVD

NETHERLANDS



56%

PVR

NETFLIX



DVD

UK



64%

PVR

DVD

NETFLIX

**BBC
iPlayer**

WHAT ARE THEY BINGING ON?

BELGIUM FL



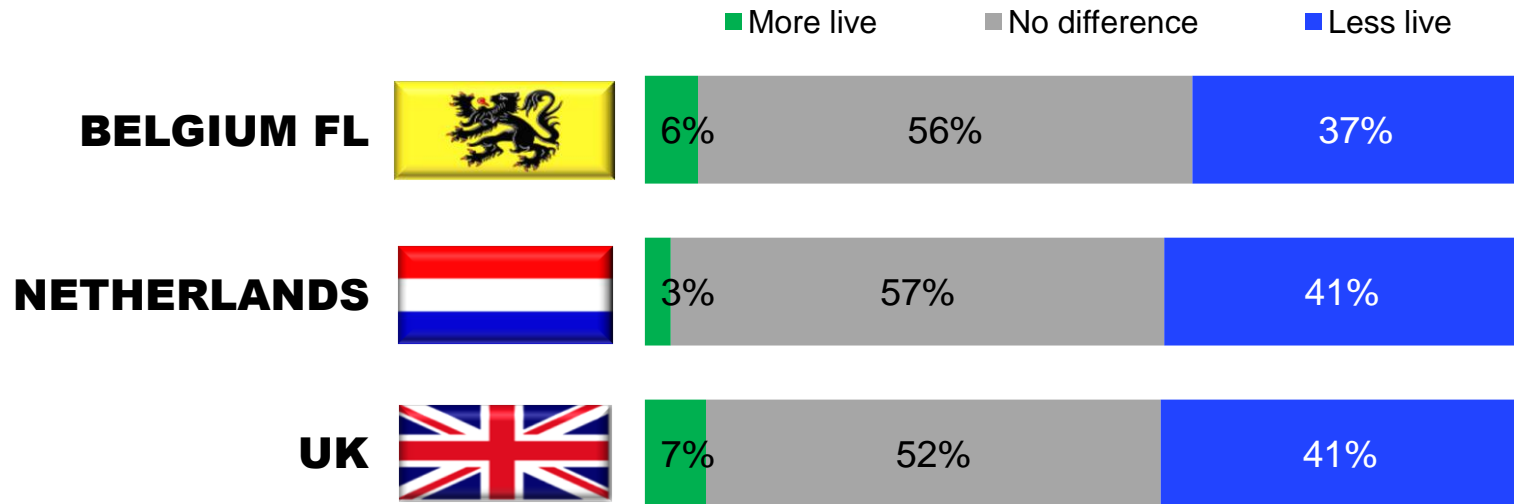
NETHERLANDS



UK



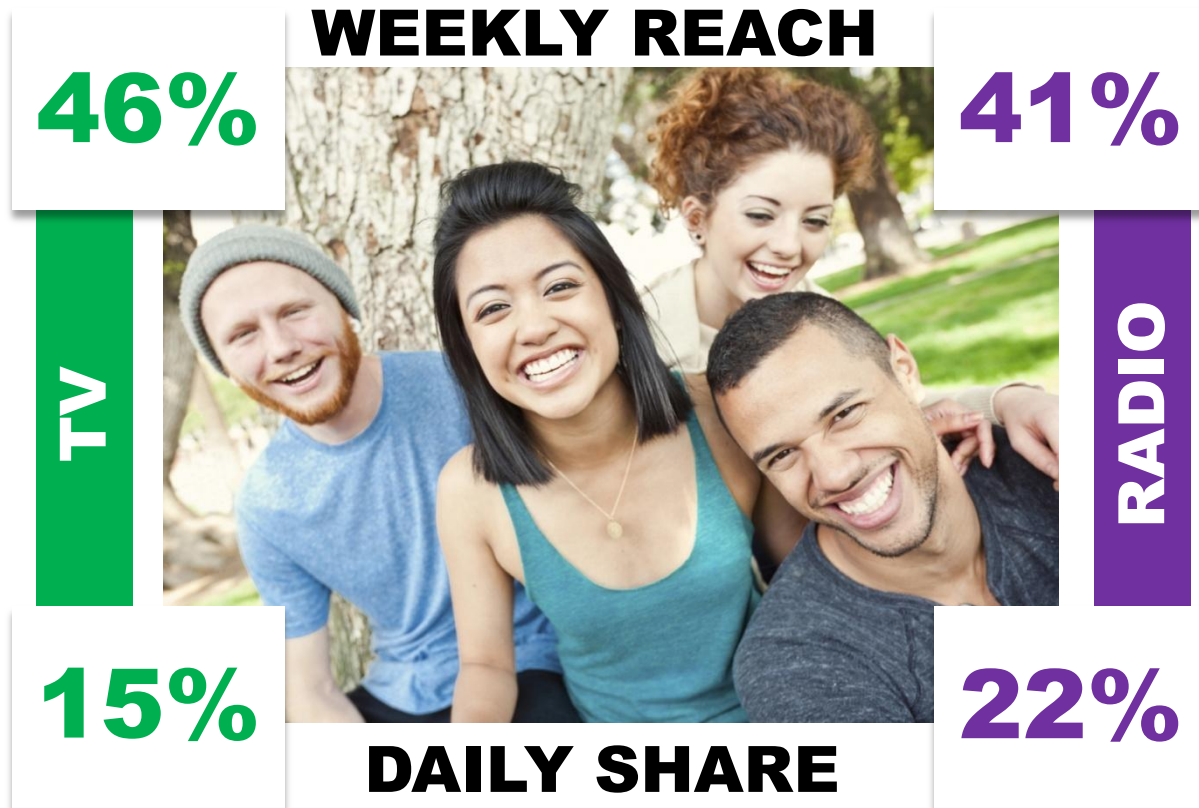
IMPACT ON LIVE VIEWING





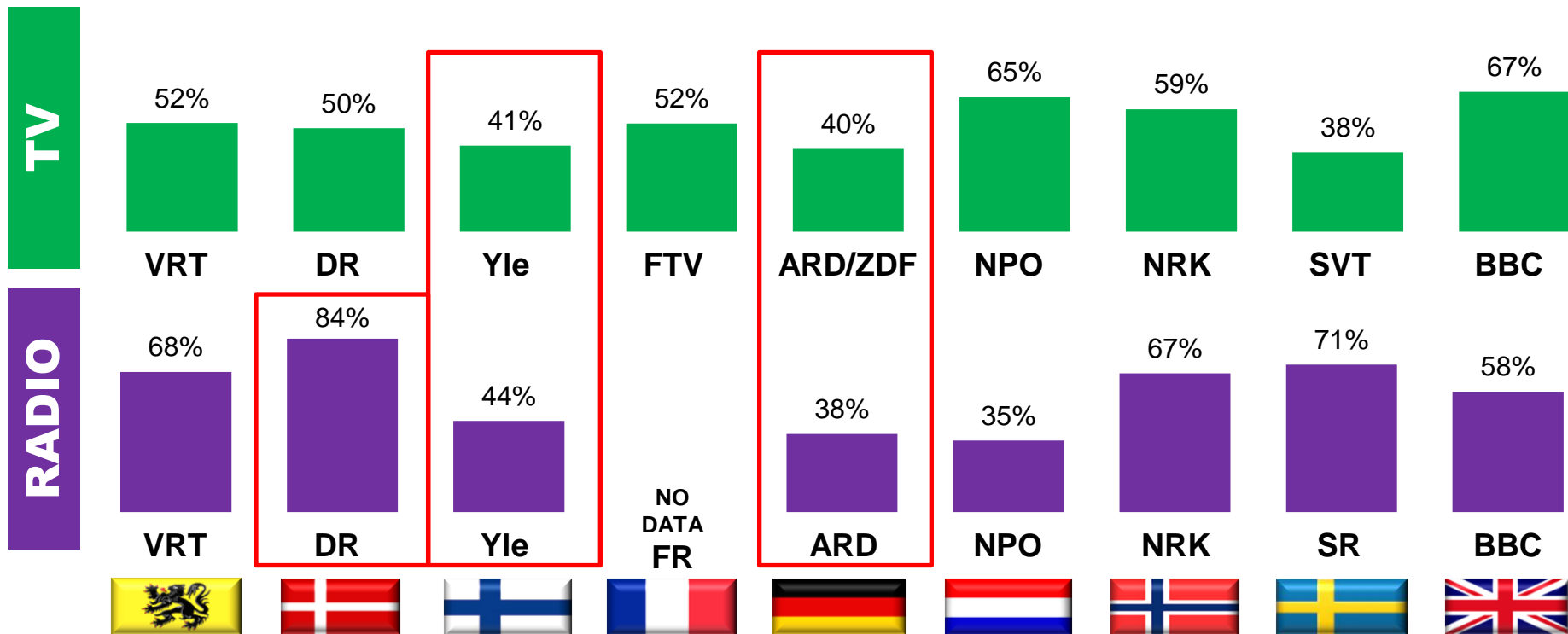
WHAT ABOUT PSB?

EBU PUBLIC SERVICE ORGANIZATIONS



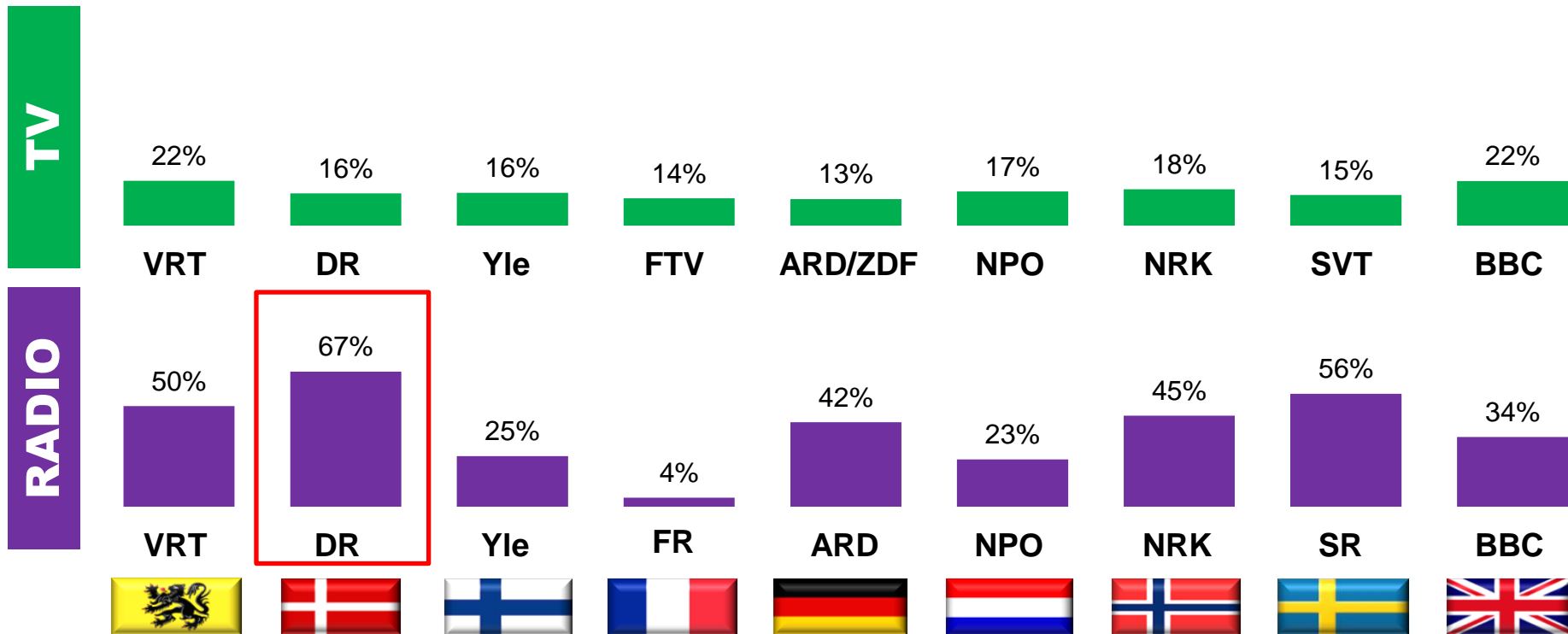
PUBLIC SERVICE ORGANIZATIONS

WEEKLY REACH OF YOUNG ADULTS 2013



PUBLIC SERVICE ORGANIZATIONS

DAILY SHARE OF YOUNG ADULTS 2013



KEY QUESTIONS

How can such a diverse group be targeted?

How should content translate across platforms?

How can their high expectations be met?

How are PSB set to face the future?



THANK YOU!

Francesca Cimino

**Media Intelligence Service (MIS)
European Broadcasting Union**

cimino@ebu.ch



EBU

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