



Association of Commercial  
Television in Europe



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## **Television: the social medium**

### **Stats from around Europe reveal new viewing habits**

**21 November 2014, [country]:** Television is the social medium. People watch it together, either with friends and family in the same room or in the company of their social networks online via tablets, smartphones and laptops.

To mark [World Television Day](#) on 21 November, TV organisations from around Europe have brought together the latest statistics to reveal how TV and social media complement each other. The insights show how 'multi-screening' is becoming a mainstream activity in many countries, how TV drives commentary online and how the marriage of TV and internet-connected second screens presents opportunities for advertisers.

#### **Multi-screening now mainstream**

- During peaktime viewing in the **UK**, 74% claim to have picked up an internet connected device during TV ad breaks, with very little difference between age groups, social demographics or gender (Craft/Thinkbox 'Screen Life: TV advertising everywhere', 2014)
- Most TV shows attract some social media commentary, but the shows which attract the most tend to be live sports and reality TV shows - the 2014 BRIT Awards in the UK saw a vast volume of Twitter conversation with 4.2 million Tweets about the show.
- 42% of **French** viewers aged 15-60 say that they have engaged with a TV programme via a social network (OmnicomMediaGroup/ Mesagraph – Social Télévision)
- 37% of **Swiss** say that it's "normal" and "commonplace" to use the internet while watching TV (Publisuisse, 'Media du Future 2017')
- In **Spain**, 62% of people claimed in 2013 to use a second screen while watching TV – an increase of 11 percentage points compared to the previous year (Televidente 2.0, 2013)
- In **Sweden**, 55% viewers have used another screen (smartphone, tablet or computer) while watching TV (MMS Moving Images 2014:1)
- 33% of people in **Poland** have multi-screened and almost half of multi-screening activity (49%) is in order to look at content that is related to what is being watched (Millward Brown 'AdReaction 2014').

#### **Opportunity for brands**

- Research in the **UK** has found that multi-screening in ad breaks does not affect ad recall. People who multi-screen during TV ad breaks are able to explicitly recall slightly just as many ads as the average viewer. Multi-screener can recall 2 ads from the previous 15 minutes of viewing compared to the 1.9 average (Craft/Thinkbox 'Screen Life: TV advertising everywhere', 2014)
- In **Spain**, 30% of users of social platforms comment on TV advertising (Televidente 2.0, 2013)
- In **Switzerland**, 16% of people who multi-screen say that they are looking for additional information on brands and products that they have seen on TV (Publisuisse, Media du Future 2017)

- People are more likely to stay in the room and less likely to change the channel during the ad break if they are multi-screening, according to research by the **UK's** Thinkbox. Multi-screening viewers stayed in the room for 81% of ad breaks; viewers not multi-screening stayed in the room for 72% ('Screen Life: the view from the sofa', Thinkbox/Cog Research, 2012)

### **TV remains primary screen**

Despite this new clear trend of multi-screening, the TV set remains the primary screen:

- In **Germany**, 86% of all video touchpoints among adults 14-59 are with live linear television. The figure is similar for 14-20s, for whom 76% is linear TV (IP Fourscreen Touchpoints, adults 14-59 / 14-25 resp.)
- In the **Netherlands**, 65% of the time spent watching TV is spent solely watching TV, without any other activity (MediaTijd analysis 2014 by SPOT).
- Thinkbox's 'Screen Life: TV advertising everywhere' from the **UK** found that TV plays a profound role within people's homes and within the living room in particular, playing a vital role in unifying households and being a part of numerous day-to-day rituals. 98% of TV viewing in the UK takes place on a TV set, with 86% on a TV set in the living room (BARB, H1 2014).

### **TV drives commentary online**

- TV is the greatest driver of word of mouth, on- or offline. Research in the **UK** found that TV advertising is responsible for 51% of the conversations about brands that marketers can influence (D2D/Keller Fay/Thinkbox 'POETIC', 2013)
- 8.5% of the **French** (aged 15+) claim to have commented on social media about a show they were watching live on TV. Younger people are the most likely to comment online, with 15% of 15-24s having commented about a show online on social networks (L'Argus de la presse, Ipsos-Steria et Aura Mundi)
- In **Spain**, almost 30% of users of social platforms are posting comments at least once "from time to time" about advertising they are seeing on television (Televidente 2.0, 2013)

### **Multi-screening benefits live TV viewing**

- 28% of **French** people say they have watched a TV show having read online comments about it. This is particularly true for under-35s, for whom the proportion is 40% (L'Argus de la presse, Ipsos-Steria et Aura Mundi, 2014).

This year's World Television Day has seen the creation of a TV ad highlighting celebrating the power of TV with TV broadcasters across the continent running the ad. The ad includes a call to action for viewers to share their favourite TV moments on social media. You can watch the World Television Day ad here <http://www.worldtelevisionday.tv/video-love-tv/>

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### **PRESS CONTACTS / ABOUT:**

PEPPTV, Platform for European Promotion of TV is an informal grouping of broadcasters' trade bodies and sales houses, active at EU level and across EU Member States: ACT, egta, SNPTV, SPOT, Thinkbox, Wirkstoff and ABMA.

[www.pepp.tv](http://www.pepp.tv)

**The Association of Commercial Television in Europe (ACT)** represents the interests of leading commercial broadcasters in 37 European countries. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. ACT engages with the EU institutions to achieve a balanced and appropriate regulatory framework which will encourage further investment and growth in our sector.

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**egta is the association representing television and radio sales houses**, either independent from the channel or in-house, that market the advertising space of both private and public television and radio stations throughout Europe and beyond. egta fulfils different functions for its members in fields of activities as diversified as regulatory issues, audience measurement, sales methods, interactivity, cross-media, technical standards, new media etc. During its 40 years of existence, egta has become the reference centre for television & radio advertising in Europe. egta counts 128 members operating across 37 countries.

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**SNPTV** (The Syndicat National de la Publicité Télévisée) is a professional organisation of the French TV sales houses (TF1 Publicité, M6 Publicité, France Télévisions Publicité, Canal + Régie, TMC Régie, Next Régie, Lagardère Publicité, Be Viacom). SNPTV has for the main mission to collect the proofs, through collective studies, that the television is the undeniable media for the advertisers and their TV ads in terms of return on investment, construction of brand, fame, image ...

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**SPOT** is the Dutch marketing center for television advertising. SPOT provides information about television as a medium for advertising, offers services in support of advertisers, and represents the interests of television broadcasting advertising agencies. The following organizations participate in SPOT: Ster, Discovery Networks Benelux, ORN, RTL Nederland, FOX Channels Benelux, AT5, SBS Broadcasting, Disney Channels Benelux, BE VIACOM Benelux, Eurosport, Eredivisie Live and Sport1.

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**Thinkbox** is the marketing body for commercial TV in the UK, in all its forms – broadcast, on-demand and interactive. It works with the marketing community with a single ambition: to help advertisers get the best out of today's TV. Its shareholders are Channel 4, ITV, Sky Media, Turner Media Innovations and UKTV, who together represent over 90% of commercial TV advertising revenue through their owned and partner TV channels. Associate Members are RTL Group, Virgin Media, TalkTalk, London Live, Norway's SBS Discovery and Australia's ThinkTV. Discovery Channel UK, UTV and STV also give direct financial support.

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**Wirkstoff TV** is the initiative of the German and Austrian TV Sales houses for television and online video. The twelve partners of Wirkstoff TV are representing more than 95% of the German and Austrian TV advertising market.

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**ABMA** is the Belgian Association for Audiovisual Media. For more information, please see [www.abma-bvam.be/](http://www.abma-bvam.be/).