![The Global TV Group logo]

The Global TV Deck

TV reaches more people than any other advertising medium

October 2021

Unbeatable daily, weekly and monthly reach

% of the Australian population*

Day

Week
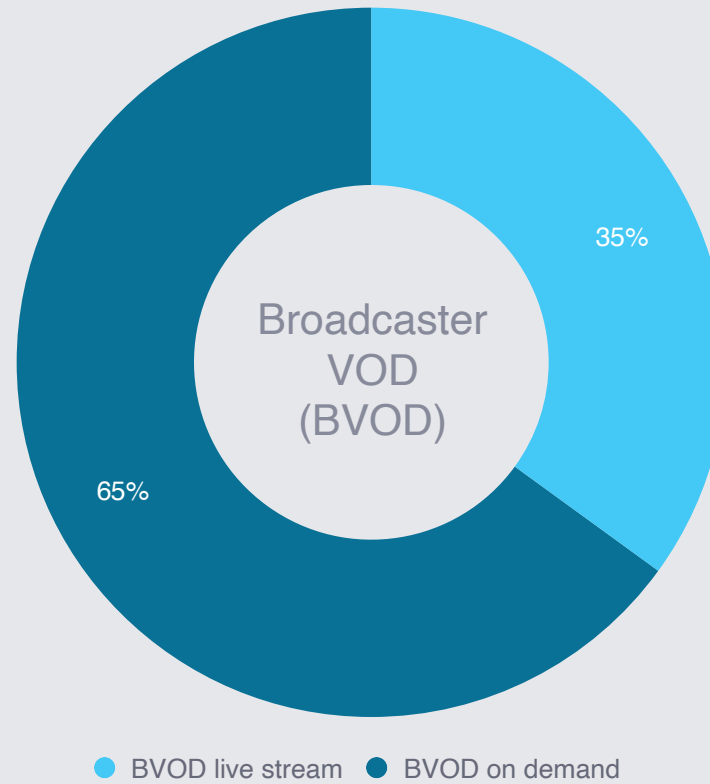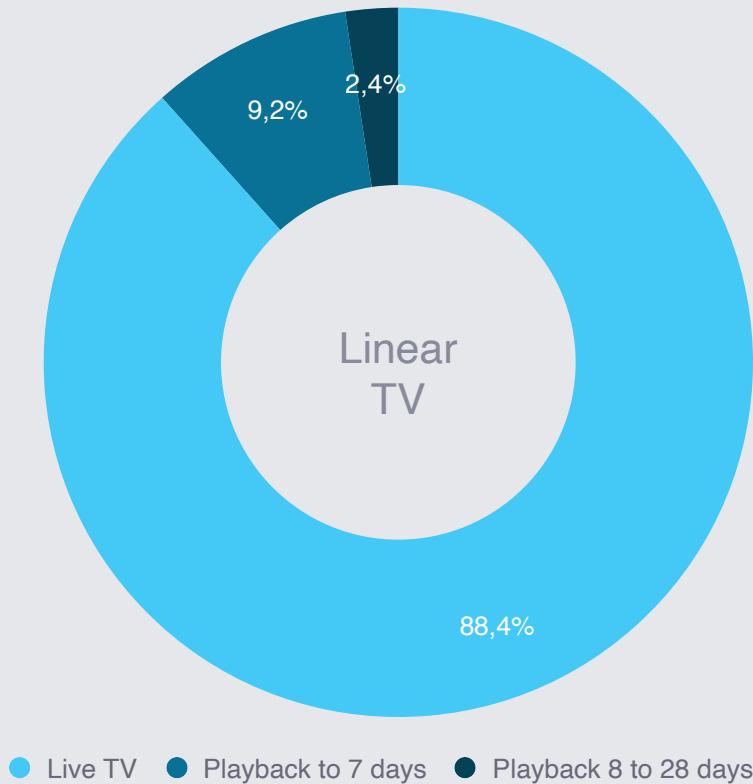
Month

53.9%   **72.6%**   **85.3%**

Video consumption

All individuals

Linear TV

- 88,4%
- 9,2%
- 2,4%

Legend: ● Live TV ● Playback to 7 days ● Playback 8 to 28 days

Broadcaster VOD (BVOD)

- 35%
- 65%

Legend: ● BVOD live stream ● BVOD on demand

Average monthly hours consumed (linear TV):

- All individuals: 64h21
- 18-24yo's: 13h3
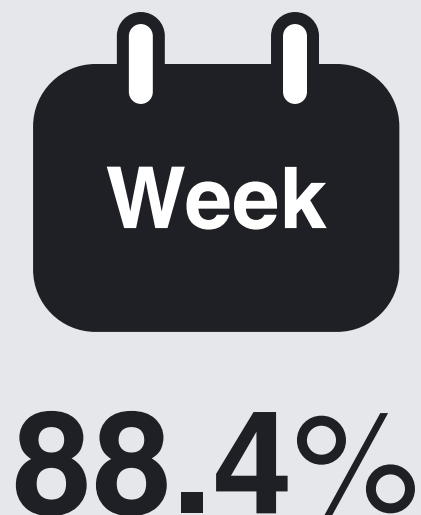- 25-34yo's: 23h28

Average monthly hours consumed (BVOD):

- All devices: 79 011 036h

Unbeatable daily, weekly and monthly reach

% of the UK population

Day

Week

Month

69.4%

88.4%

95.5%

Video consumption 2020
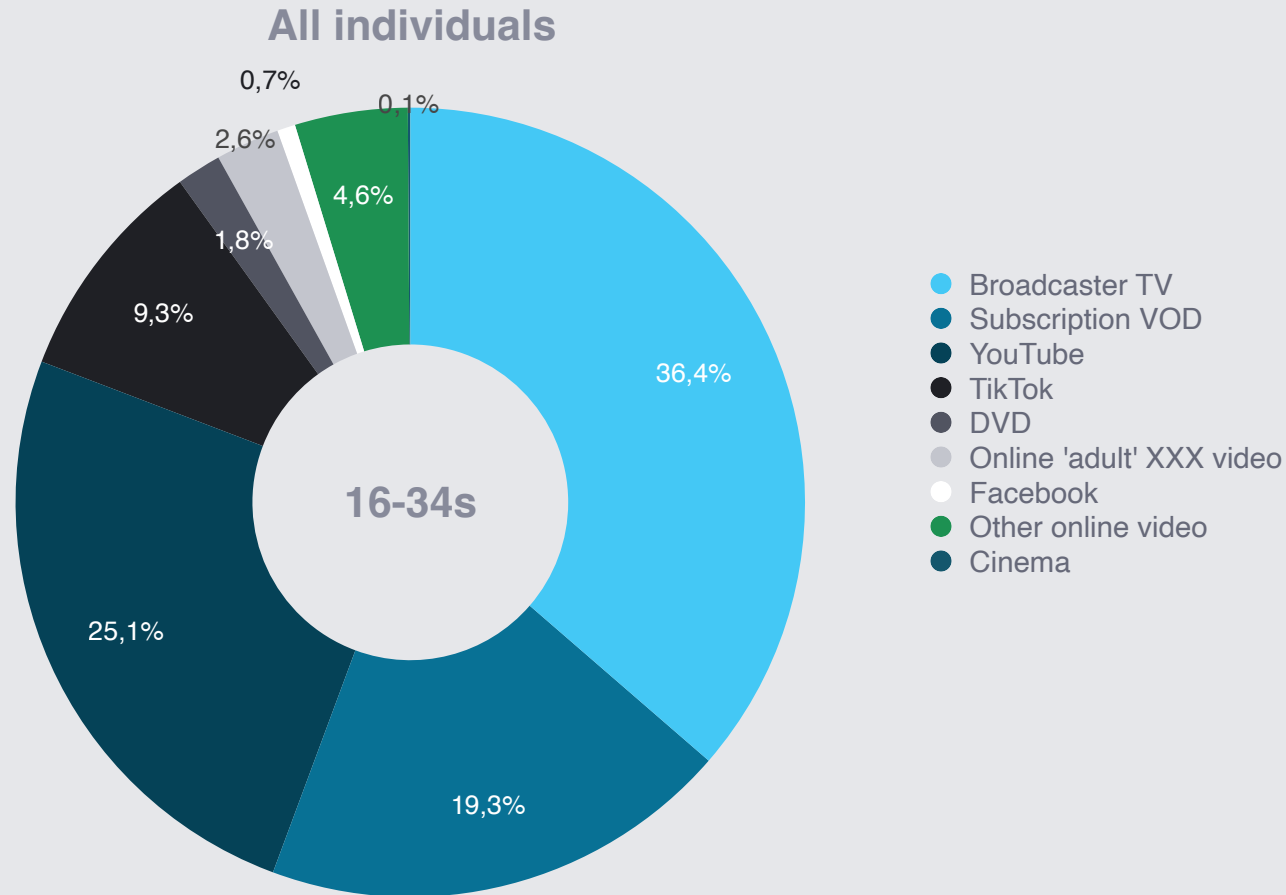
Average video time per day:

- **All individuals:** 316 minutes

- **16-34s:** 294 minutes

Source: 2020, BARB / Broadcaster stream data / comScore / IPA Touchpoints 2020 (lockdown) / Pornhub / Rentrak

Broadcaster TV accounts for 91% of our video advertising day

All individuals

0,2%
2,0%
5,2%
15,5%
77,0%

16 – 34s

- ● Broadcaster TV
- ● TikTok*
- ● Cinema
- ● YouTube
- ● Other online video
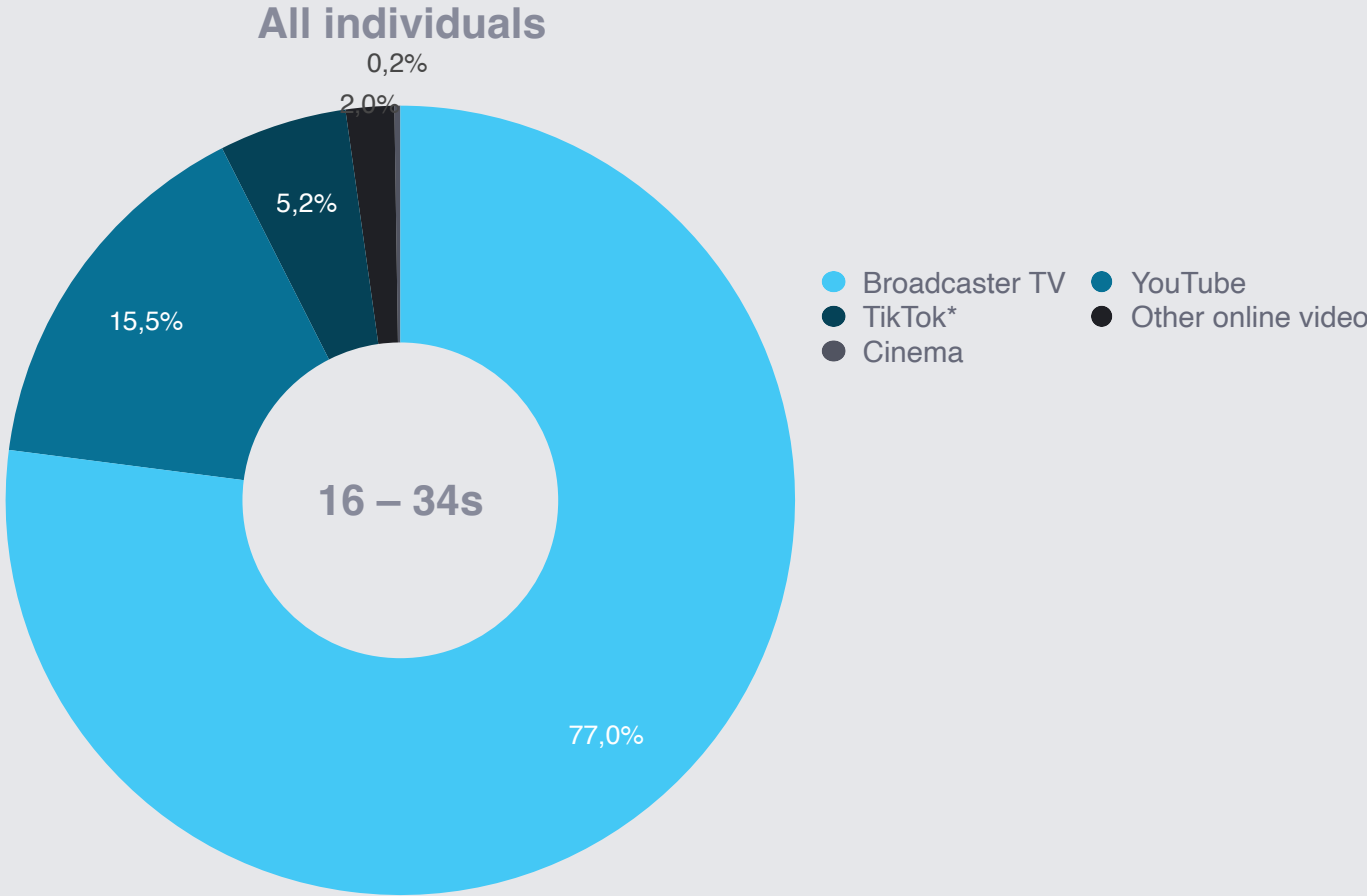
Average video advertising time per day:

All individuals:
19 minutes
16-34s:
12.5 minutes

*Source: 2020, BARB / comScore / Broadcaster stream data / IPA Touchpoints 2020 / Rentrak *TikTok ad time modelled at 2% of content time – the same as YouTube*

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UNITED KINGDOM

Unbeatable daily, weekly and monthly reach

% of the Austrian population

Day

Week

Month

68.1%　　**88.9%**　　**96.9%**

Video consumption

All individuals

14 - 29

- 33,2% Live TV
- 4,1% Playback TV
- 12,4% Broadcaster VOD
- 3,3% DVD
- 16,6% Subscription VOD
- 14,1% Other online video
- 0,8% Facebook
- 15,4% YouTube

Legend:
- Live TV
- Playback TV
- Broadcaster VOD
- DVD
- Subscription VOD
- Online 'adult' XXX video
- Other online video
- Facebook
- YouTube
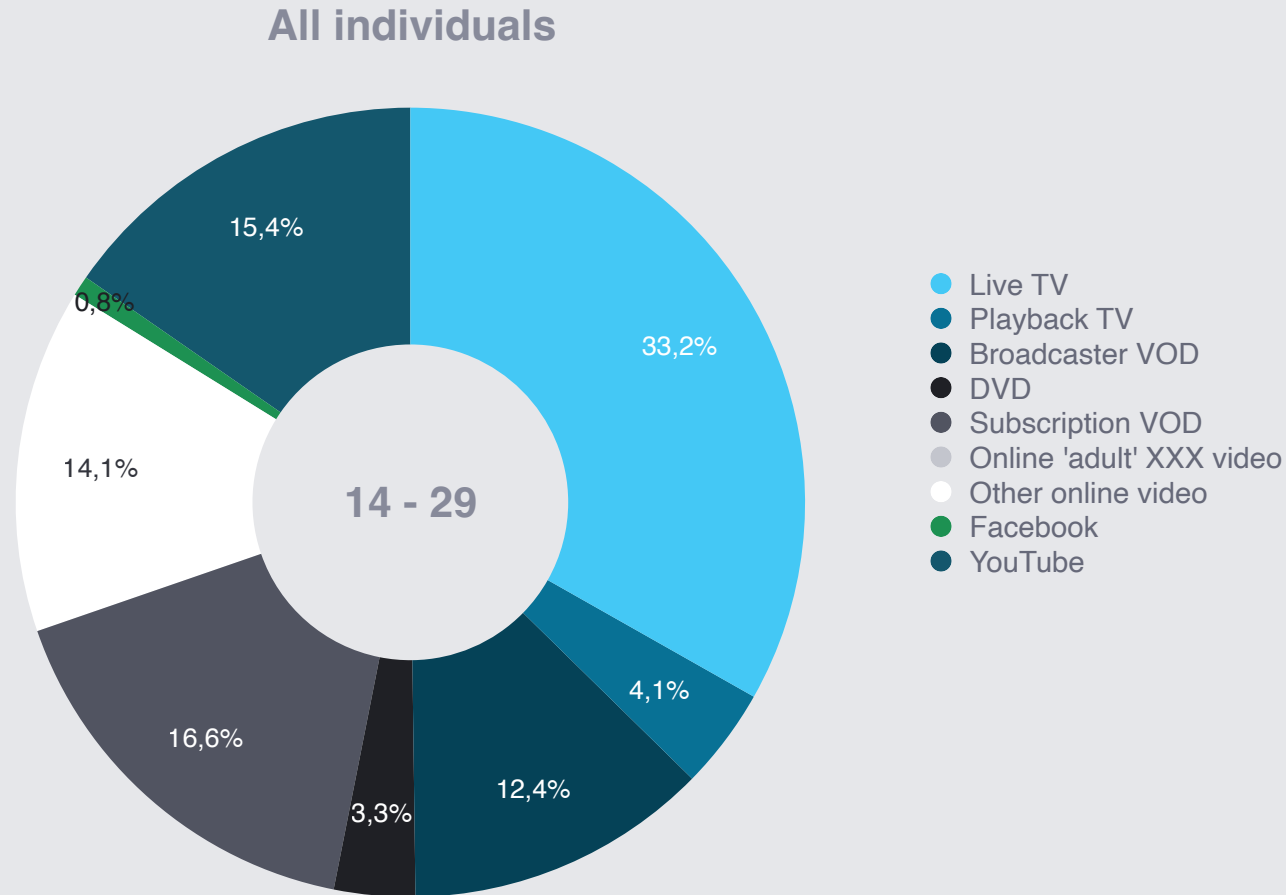
Average video time per day:

- **A 14+:**
  248 minutes
- **A 14-29:**
  240 minutes

Source: RTR-/AGTT-Bewegtbildstudie 2020: 06.02.2020 -05.03.2020; n = 4000; Methode: CAWI

Unbeatable daily, weekly and monthly reach

% of the North Belgian population

Day
72.3%

Week
89.7%

Month
96.9%

BELGIUM NORTH

TV is 75% of video time in Belgium North
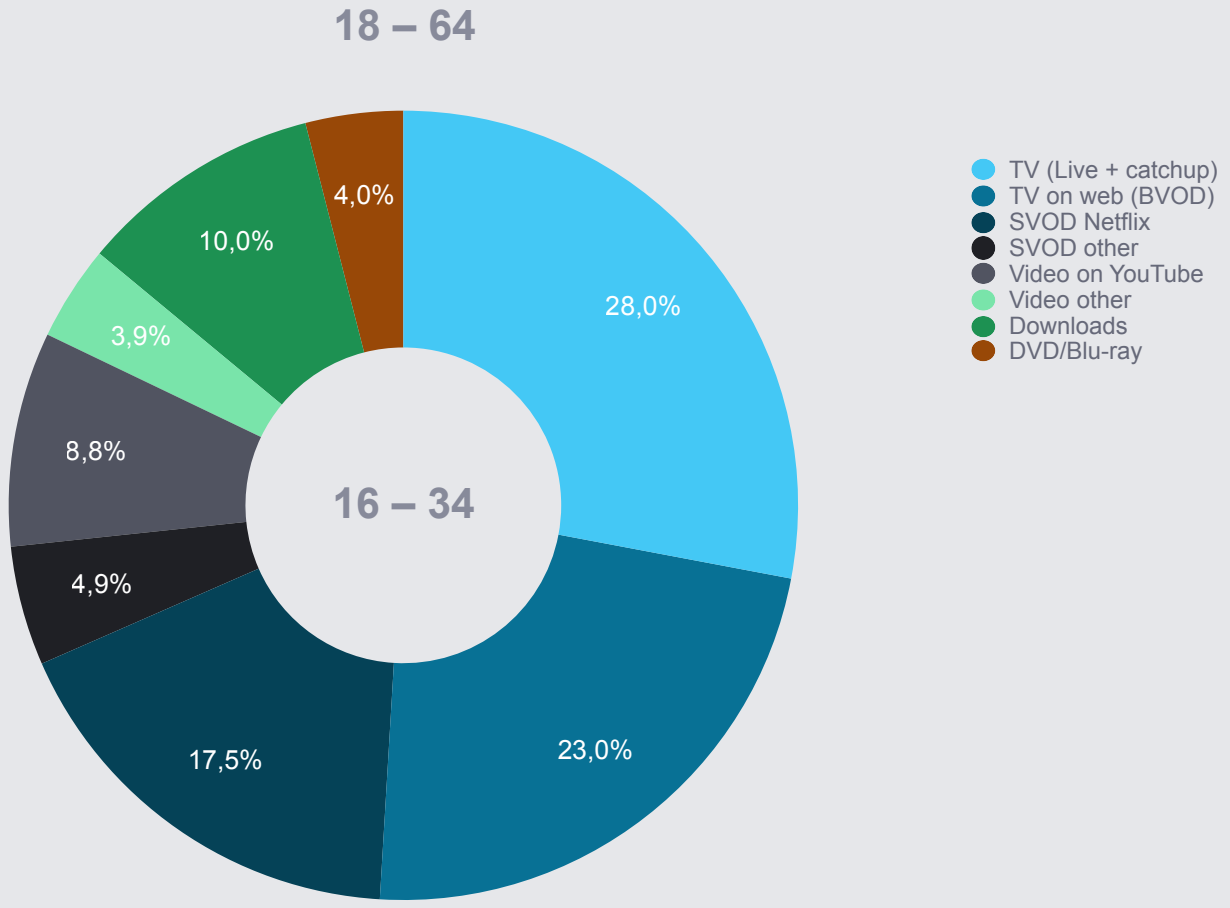
18 − 64

16 − 34

- 28,0%
- 23,0%
- 17,5%
- 4,9%
- 8,8%
- 3,9%
- 10,0%
- 4,0%

Legend:
- TV (Live + catchup)
- TV on web (BVOD)
- SVOD Netflix
- SVOD other
- Video on YouTube
- Video other
- Downloads
- DVD/Blu-ray

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BELGIUM NORTH

Unbeatable daily, weekly and monthly reach

% of the South Belgian population

Day

Week

Month

67.2%

88.0%

96.9%

TV is 77% of video time in Belgium South

18 − 64

16 − 34

- TV (Live + catchup)
- TV on web (BVOD)
- SVOD Netflix
- SVOD other
- Video on YouTube
- Video other
- Downloads
- DVD/Blu-ray

33,2%
20,9%
14,5%
6,8%
8,3%
1,2%
11,2%
4,0%

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BELGIUM SOUTH
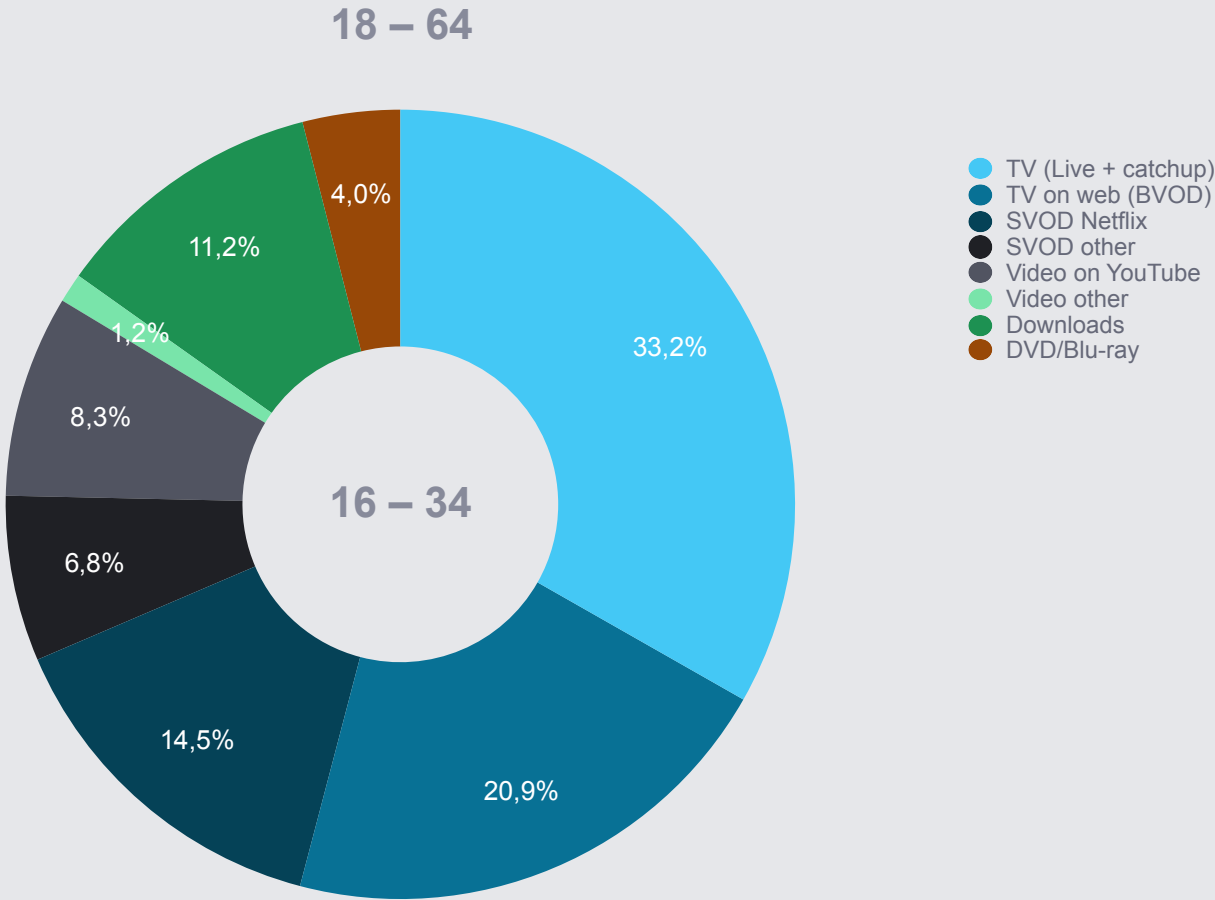
Unbeatable daily, weekly and monthly reach

% of the Brazilian population
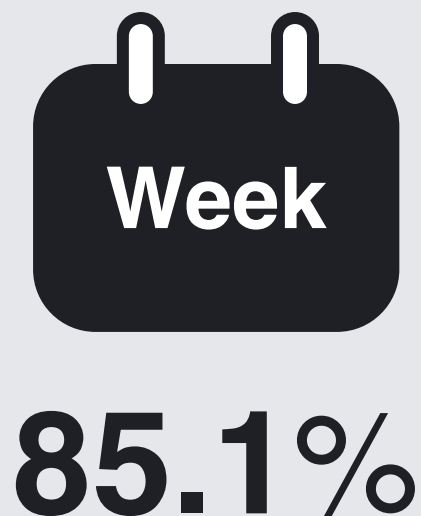
Day

Week

Month

60.0%

85.1%

94.9%

BRAZIL

Video consumption (per device)

All individuals

- 30,2% — TV Set (with Internet access)
- 27,4% — Desktop / Notebook/ Laptop
- 22,0% — Tablet
- 20,4% — Cellphone
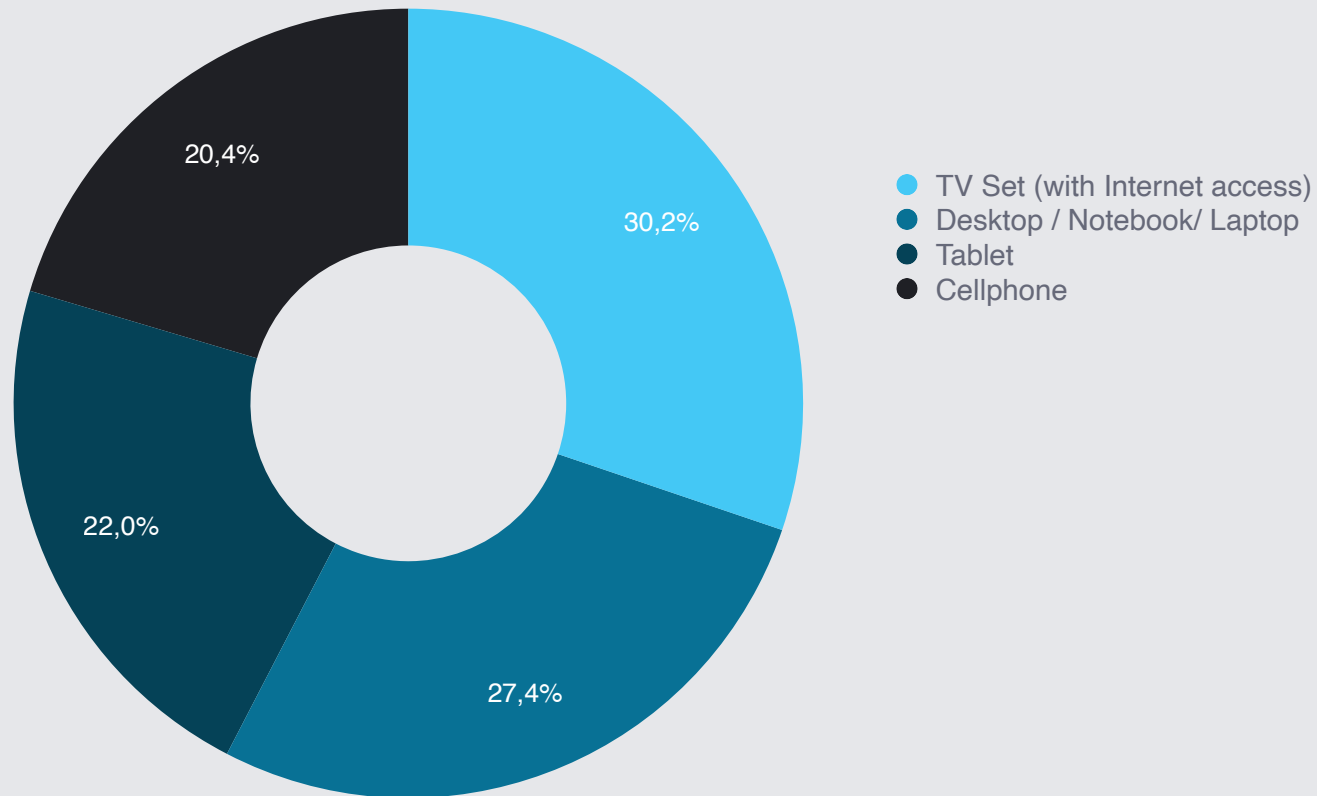
Average video time:

- All individuals: 921 minutes

Source: Kantar Target Group Index - BR TG 2020 I (2019 1s + 2019 2s) v1.0 - People

Unbeatable daily, weekly and monthly reach

% of the Canadian population

Day
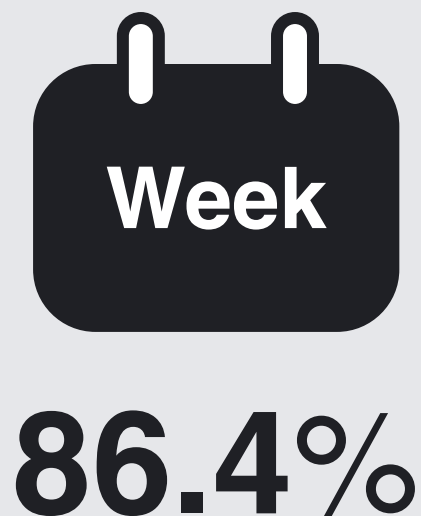
Week

Month

75.3%

88.8%

94.5%

Unbeatable daily, weekly and monthly reach

% of the Colombian population

Day

Week

Month

67.9%   **86.4%**   **95.5%**

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COLOMBIA

Unbeatable daily, weekly and monthly reach

% of the Chilean population

Day

Week

Month

53.9%

80.2%

92.0%

Video consumption (per device)

All individuals

- FREE TV
- PAY TV
- Online / DVD / VG

46,2%
37,5%
16,3%

Average video time:

- All individuals: 543 minutes

Source: Kantar Ibope Media - The indicator used is the "ATS" (Average Time Spent), its daily result being averaged - annual TV Total 2020 (7 am to 1 am)

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CHILE

Unbeatable daily, weekly and monthly reach

% of the Czech population
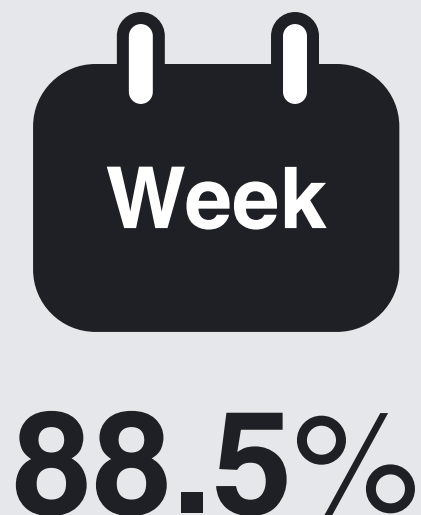
Day

Week

Month

70.7%

88.5%

95.1%

Unbeatable daily, weekly and monthly reach

% of the Danish population

Day

Week

Month

54%

75%

83%

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DENMARK

Unbeatable daily, weekly and monthly reach

% of the French population

Average video time:
3h58

Day

Week

Month

76.8%

94.7%

98.8%

Video consumption

Age	TV	VOD/SVOD	Online video
4+	77%	8%	15%
15 - 24	29%	19%	52%
25 - 49	67%	15%	18%
50+	94%	3%	3%

■ TV   ■ VOD/SVOD   ■ Online video
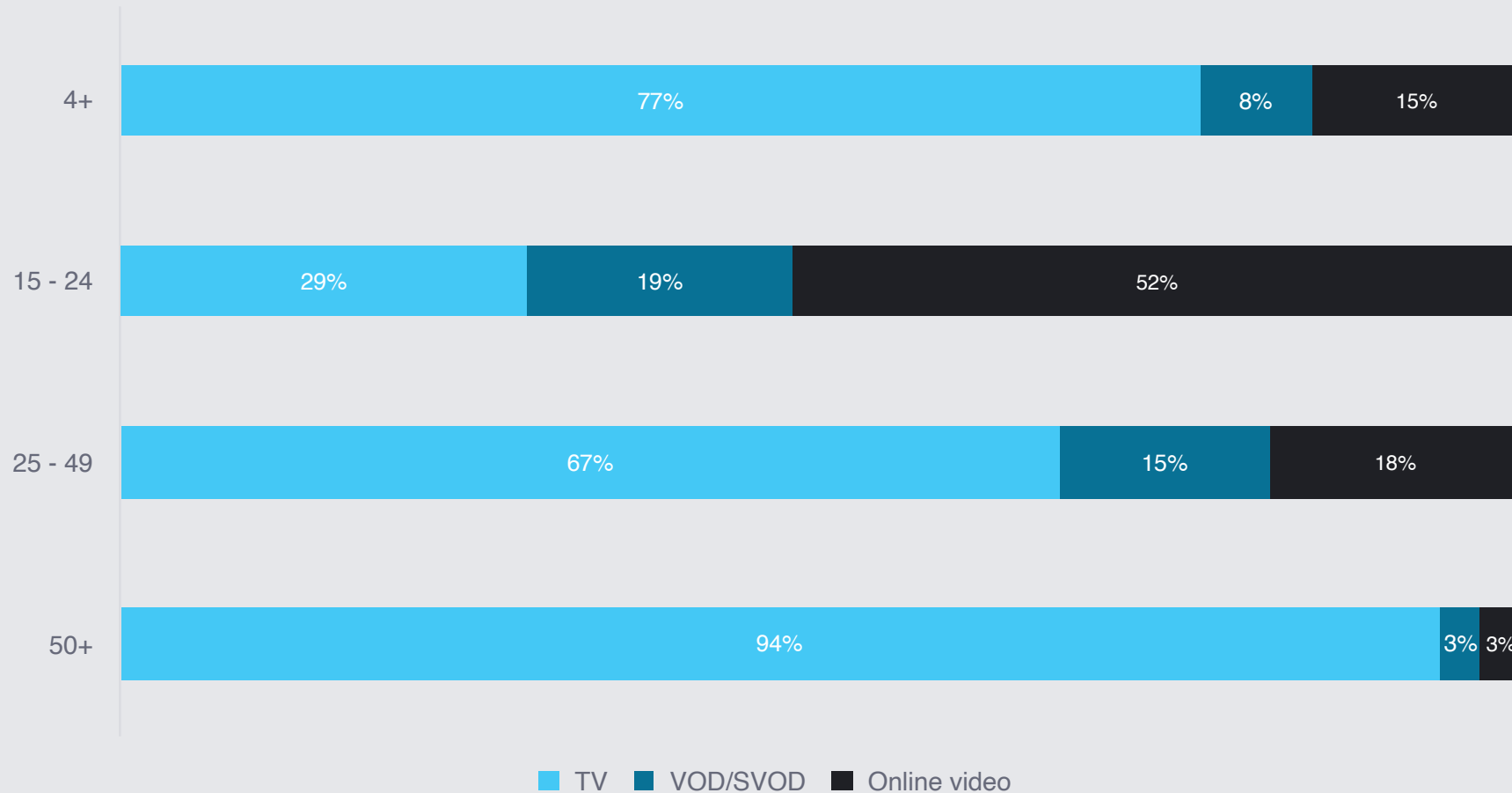
Unbeatable daily, weekly and monthly reach

% of the Finnish population

Day

Week

Month

66.7%

86.8%

94.8%

Unbeatable daily, weekly and monthly reach

% of the German population

Day

Week

Month

69.3%

87.8%

95.3%

TV is 82% of video time in Germany

14+

14 – 34

- TV classic
- TV via alternative access
- Free online video
- Pay VoD
- DVD/Blu-ray
- Cinema

41%

6%

25%

26%

2%
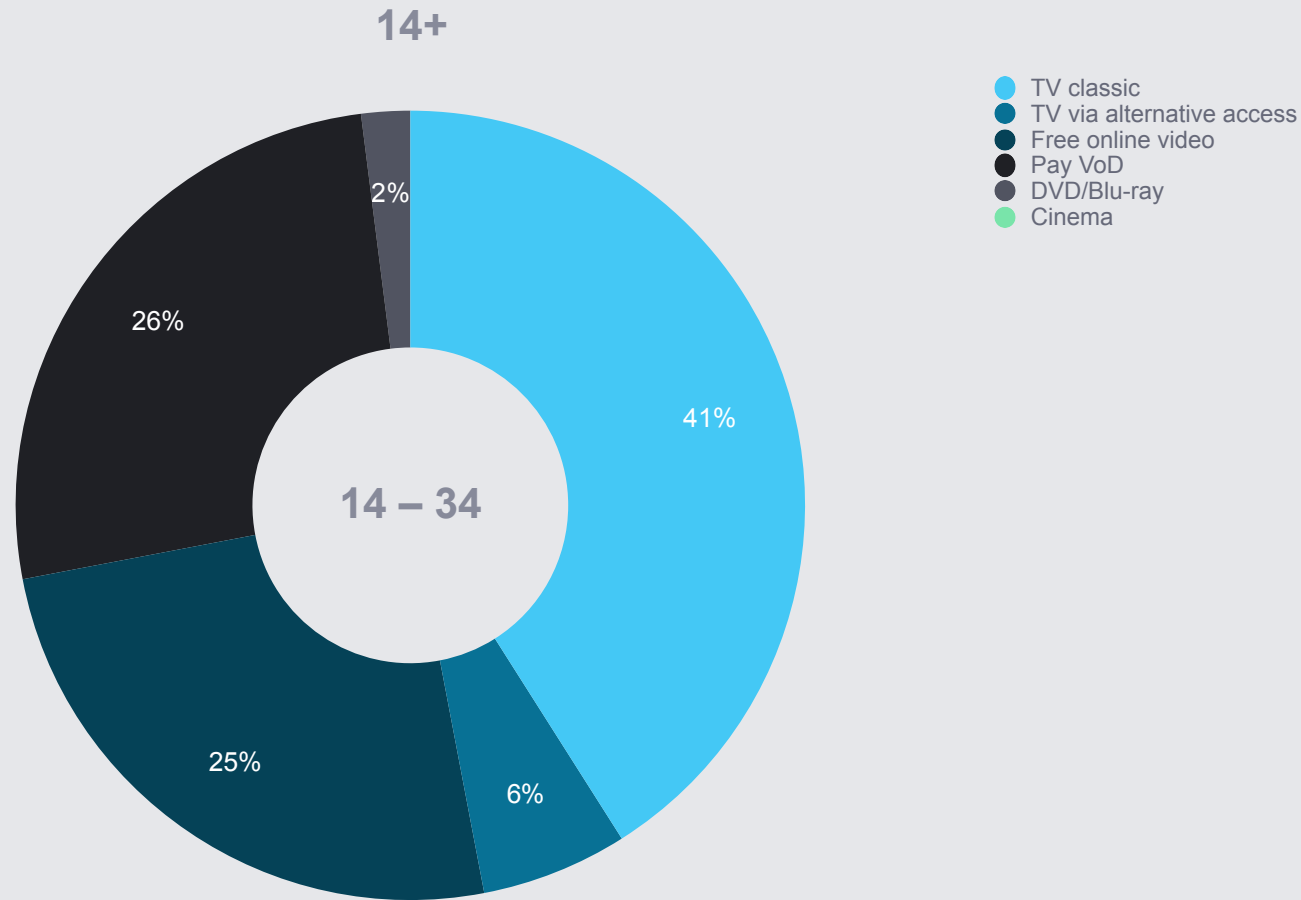
Average video time per day:

- Adults 14+:
  299 minutes

- Age 14 – 34:
  216 minutes

Source: ViewTime Report Q1/2020 – Q4/2020, forsa, AGF Videoforschung in co-operation with GfK; video SCOPE 1.4, market standard: TV; Alternative TV usage: Usage of linear TV program via internet stream, TV card or DVB-T on laptop, PC, smartphone or tablet; Base: A 14+, n=7,514

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GERMANY

Unbeatable daily, weekly and monthly reach

% of population in Hong Kong

Day

Week

Month

71.3% **91.4%** **97.3%**

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HONG KONG

Video consumption

All individuals

16 – 34

- Live TV (All FTA + All Pay TV + TVB OTT)
- Playback TV (12 FTA channels)
- VOD (TVB OTT)
- TV Peripherals (TV Games, DVD/Blu-ray, Recorder, Media Box)
- Other online video (31 Non-TVB digital channels' in-home WiFi + 2 TVB digital channels in-home WiFi + OOH Network)
- Facebook
- YouTube

97,0
26,3
10,3
2,5
20,1
2,6
2,1

Average video time per day:

- All individuals: 251.5 minutes
- Age 16 – 34s: 160.9 minutes

*Source: The Big Data Project. Target: Age 4+ & Age 16-34; Total Day; Variable: Ave. Daily Time Spent (in min) per Person; Data period: 2020. * For Facebook and YouTube, online video consumption measured is via in-home WiFi.*

Unbeatable daily, weekly and monthly reach

% of the Indian TV-owning population

Day

Week

Month

70.1%

89.4%

95.7%

Unbeatable daily, weekly and monthly reach

% of the Italian population

Day

Week

Month

73.6%

88.6%

94.3%

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ITALY

Video consumption

15+

15 – 24

- 62,7%
- 5,9%
- 21,3%
- 6,5%
- 3,6%

● Live TV
● Playback TV + Broadcaster VoD
● Subscription VoD
○ Other online video
● DVD + Video game consoles
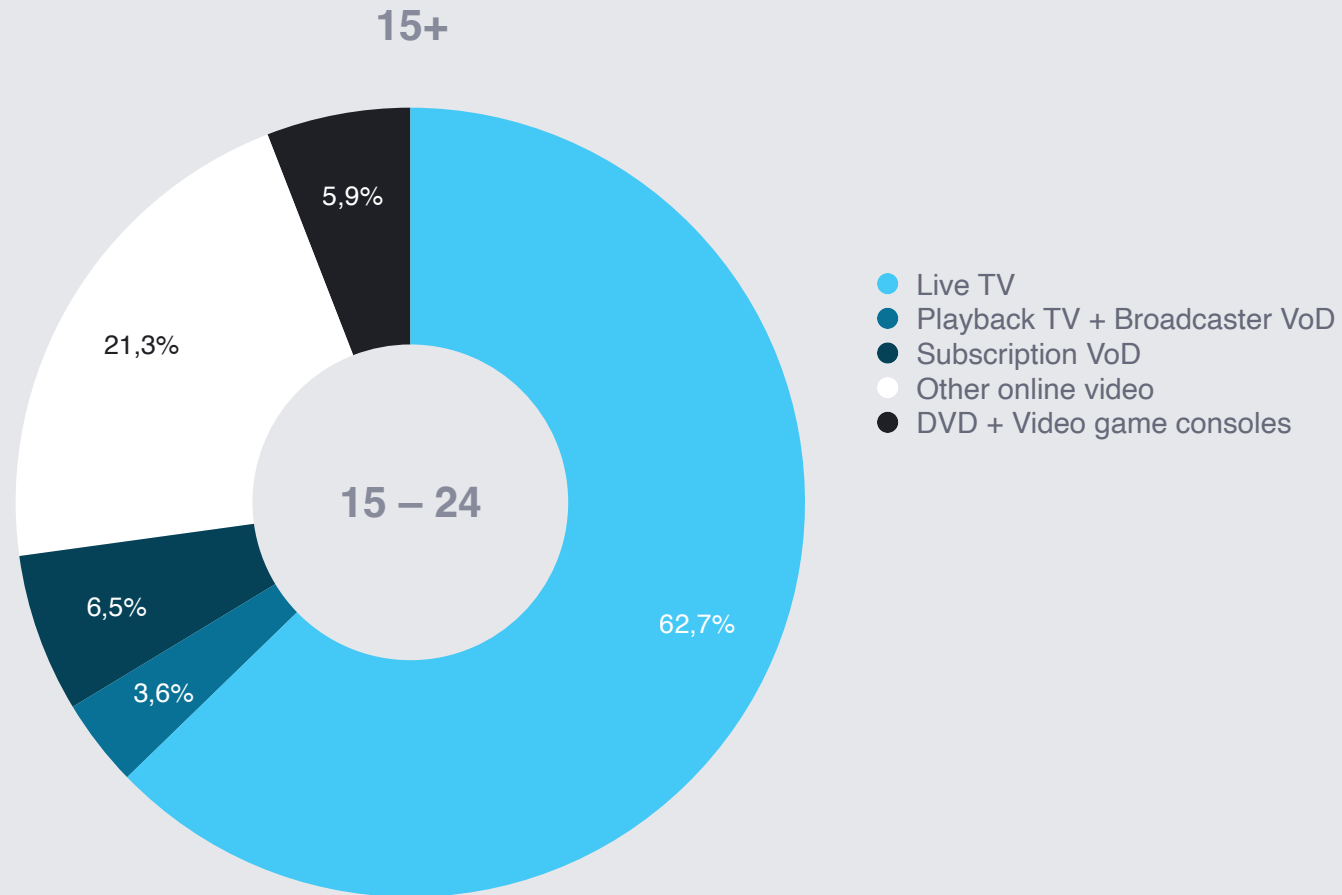
Average video time per day:

- Adults 15+: 318 minutes
- 15-34: 238 minutes

Sources: Estimates by Mediaset/ Publitalia '80 based on data from Auditel, Audiweb, Comscore, own company data for OTT platforms. January – August 2020, Total day

Unbeatable daily, weekly and monthly reach
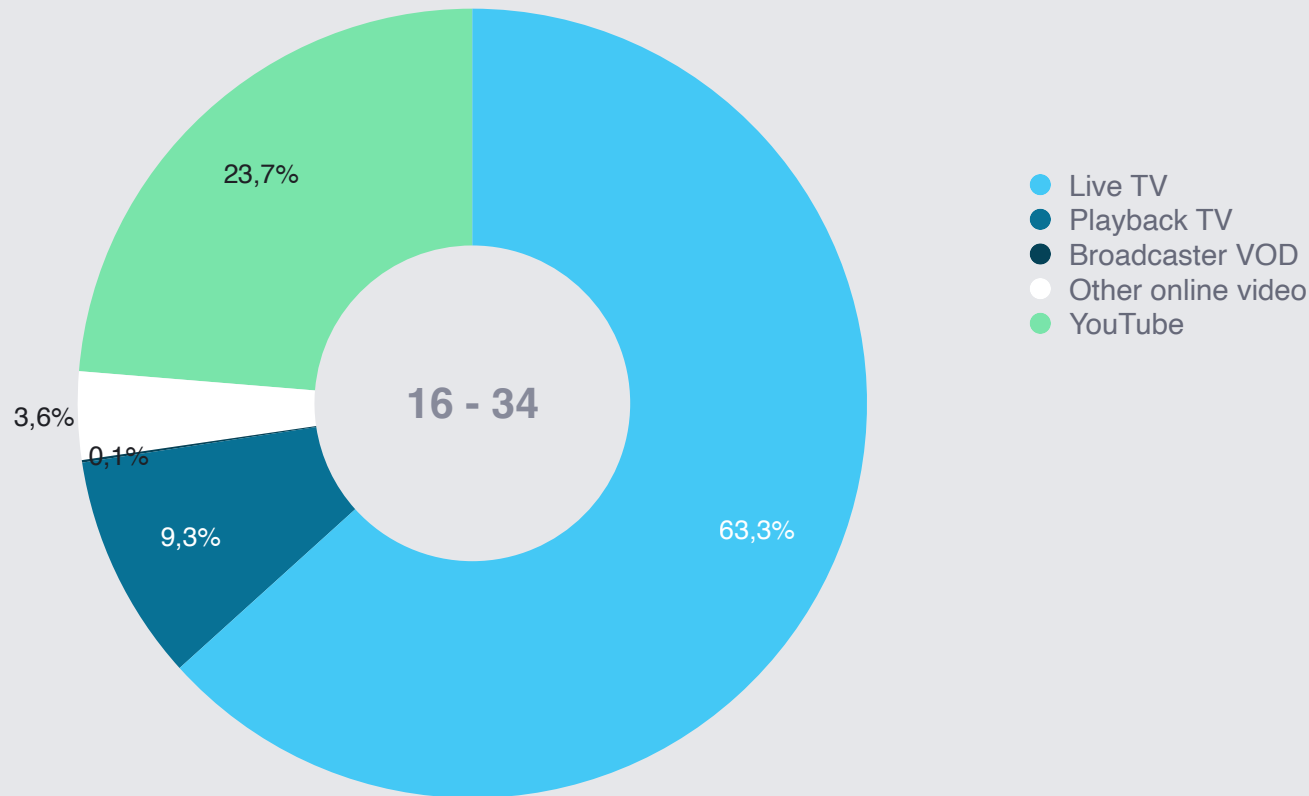
% of the Japanese population

Day

82.8%

Week

95.4%

Month

98.2%

Video consumption

All individuals

16 - 34

- Live TV
- Playback TV
- Broadcaster VOD
- Other online video
- YouTube
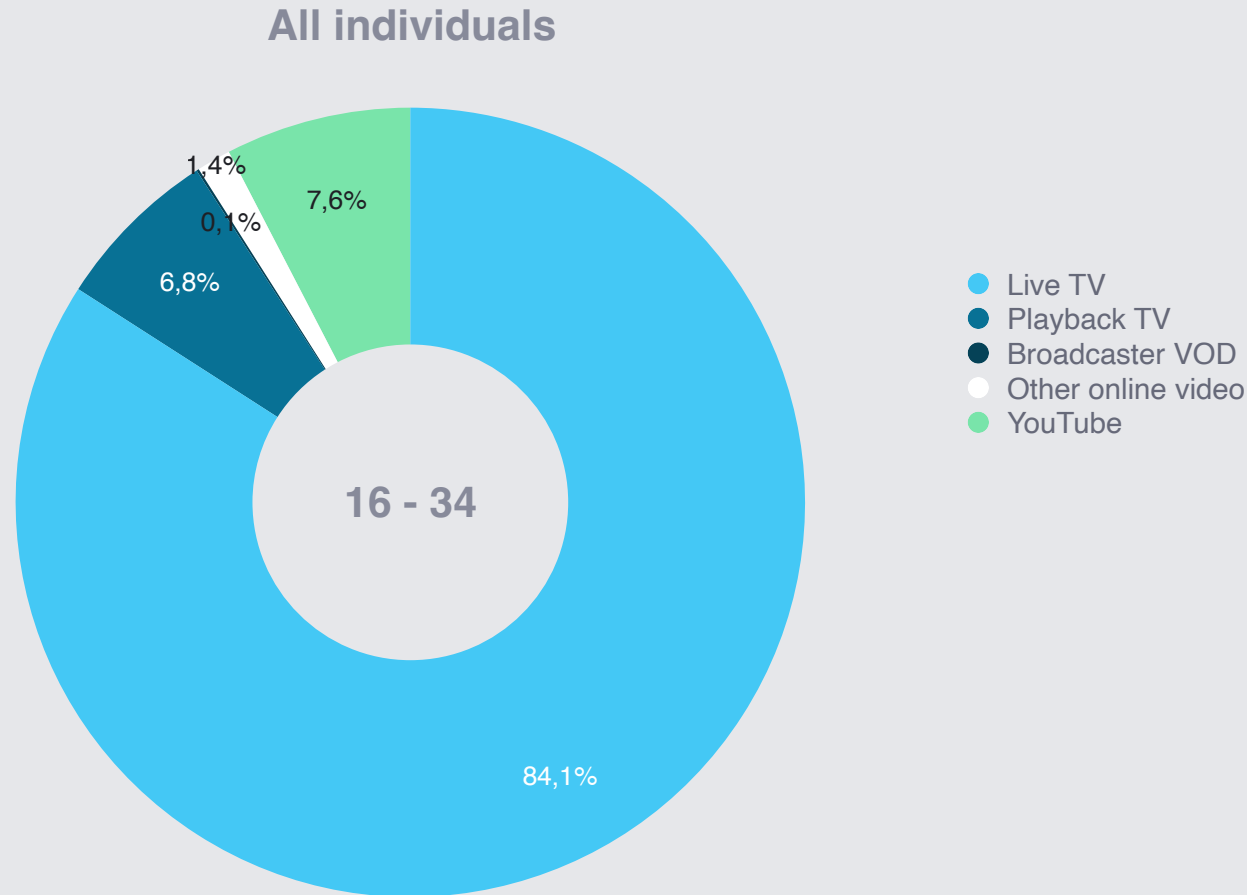
23,7%
3,6%
0,1%
9,3%
63,3%

Average video time per day:

- All individuals: 244 minutes
- 16 – 34s: 163 minutes

Source: VR CUBIC by Video Research   Day: November 16th – 22nd, 2020   All individuals: MF15-69 VR CUBIC is no longer in service by the end of March 2021

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JAPAN

Video advertising viewing time

All individuals

16 - 34

- Live TV
- Playback TV
- Broadcaster VOD
- Other online video
- YouTube

1,4%
0,1%
6,8%
7,6%
84,1%

Average video advertising time per day:

- All Individuals: 29 mins
- 16 – 34s: 17 mins

*Source: VR CUBIC by Video Research *estimated by video time. Day: November 16th – 22nd, 2020 All individuals: MF15-69   VR CUBIC is no longer in service by the end of March 2021*

Unbeatable daily, weekly and monthly reach

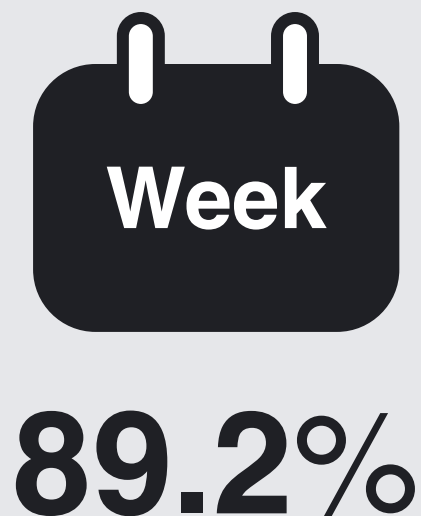% of the Mexican population.

Day

66.4%

Week

87.9%

Month

96.9%

MEXICO

Unbeatable daily, weekly and monthly reach

% of the Dutch population.

TV-reach for total audience 6+ (population of 16.985.000).

Source: SKO, 02:00 – 24:00, 2020.

Day

Week

Month

69.3%

89.2%

94.7%

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NETHERLANDS

Video consumption

13 years old and older

16 – 34

- 34% Live TV
- 9% Playback TV
- 33% Other screen usage TV
- 1% Broadcaster VOD online
- 5% Subscription VOD online
- 1% Provider VOD online
- 1% Other online video
- 1% Tik Tok + Facebook video online
- 15% YouTube

Legend:
- ● Live TV
- ● Playback TV
- ● Other screen usage TV
- ● Broadcaster VOD online
- ● Subscription VOD online
- ● Provider VOD online
- ○ Other online video
- ● Tik Tok + Facebook video online
- ● YouTube

Average video consumption per day:

- Age 13+: 238 minutes
- 16-34 years: 155 minutes

Source: SKO for TV and GfK GXL for online video op PC/Laptop, smartphone, tablet, 2020.

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NETHERLANDS

Unbeatable daily, weekly and monthly reach

% of the Peruvian population

Day

Week

Month

47.2%

73.4%

89.9%

Video consumption (per device)

All individuals

- 39,4% FREE TV
- 29,3% PAY TV
- 20,3% NI/NCAD*
- 10,9% VHS/DVD/VG

Average video time:

- All individuals:
  570 minutes

Source: Kantar IBOPE Peru – Total Population: 13.643.000 – Lima +6 – 01/01/2020 to 31/12/20207 am to 12 am. ATS [hh:mm:ss | WAvg]

Unbeatable daily, weekly and monthly reach

% of the Polish population.

Day

84.1%

Week

74.8%

Month

65.2%

Unbeatable daily, weekly and monthly reach

% of the Portugese population.

Day

88.8%

Week

99.6%

Month

100.0%

Unbeatable daily, weekly and monthly reach

% of the Russian population

Day

Week

Month

67.1%　　**89.6%**　　**97.7%**

RUSSIA

Video consumption

All individuals

15 – 34

37%
8%
33%
23%

- Linear TV
- OTT TV
- VOD
- Online video
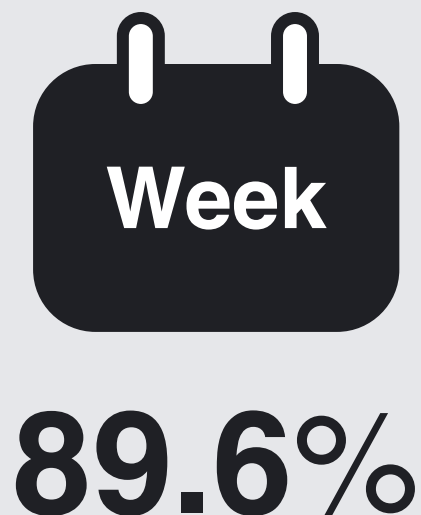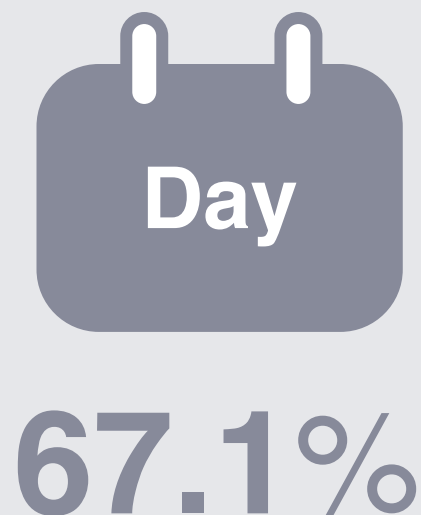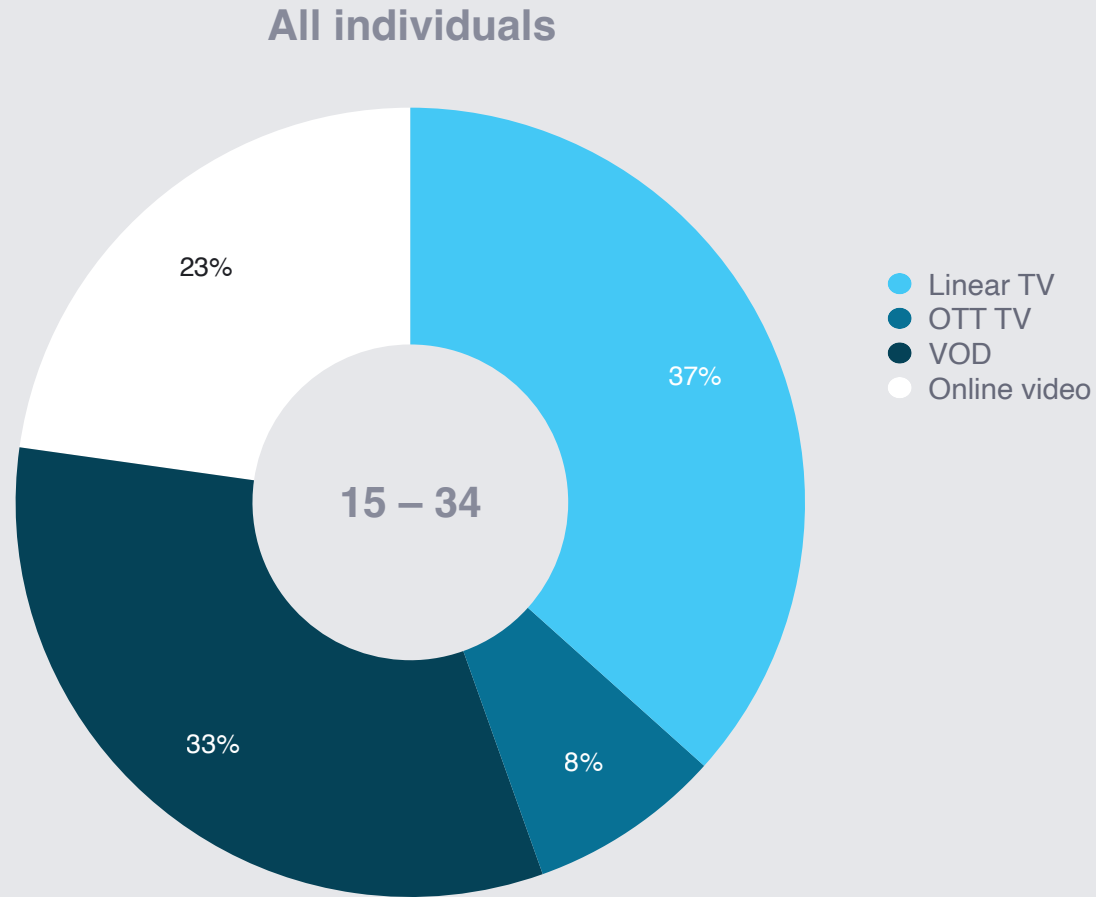
Average video time per day

- All individuals: 257 minutes
- 15 – 34s: 254 minutes

Source: 2020, NSC, "TV through viewers' eyes", cawi, 15-64

RUSSIA

Unbeatable daily, weekly and monthly reach

Day

Week

Month

49.6%

74.0%

85.7%

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SINGAPORE

Unbeatable daily, weekly and monthly reach

% of the Slovenian population

Day

Week

Month

73.9%

89.8%

96.0%

Video consumption

All individuals

15 – 34

- 77%
- 14%
- 9%

● Live
● Viewed on the same day as live (VOSDAL)
● Timeshifted viewing within 7 days

Average time viewed per day:

- All individuals: 254 minutes
- 15 – 34s: 134 minutes

Source: AGB Nielsen, Average time viewed. Total individuals 4+ and 15-34 years. FY2020

Unbeatable daily, weekly and monthly reach

% of the South African population

Day

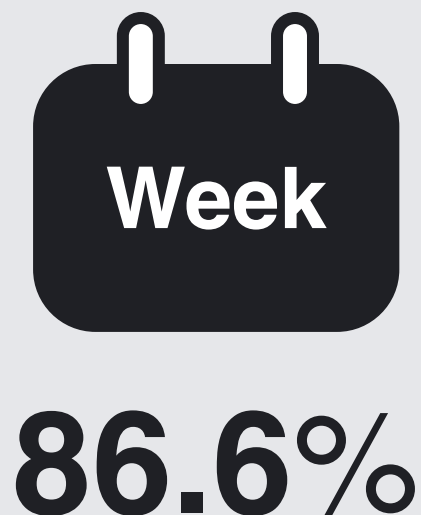**32.3%**

Week

47.3%

Month

54.3%

Unbeatable daily, weekly and monthly reach

% of the Spanish population

Day

Week

Month

68.7%

86.6%

94.5%

Video consumption

All individuals

15 – 34

- 47,9% Live TV
- 1,9%
- 2,9%
- 28,4%
- 4,2%
- 14,8%

Legend:
- ● Live TV
- ● Time Shift 7 days
- ● Broadcaster VOD
- ● Youtube
- ● Suscription VOD
- ○ Rest Online Video
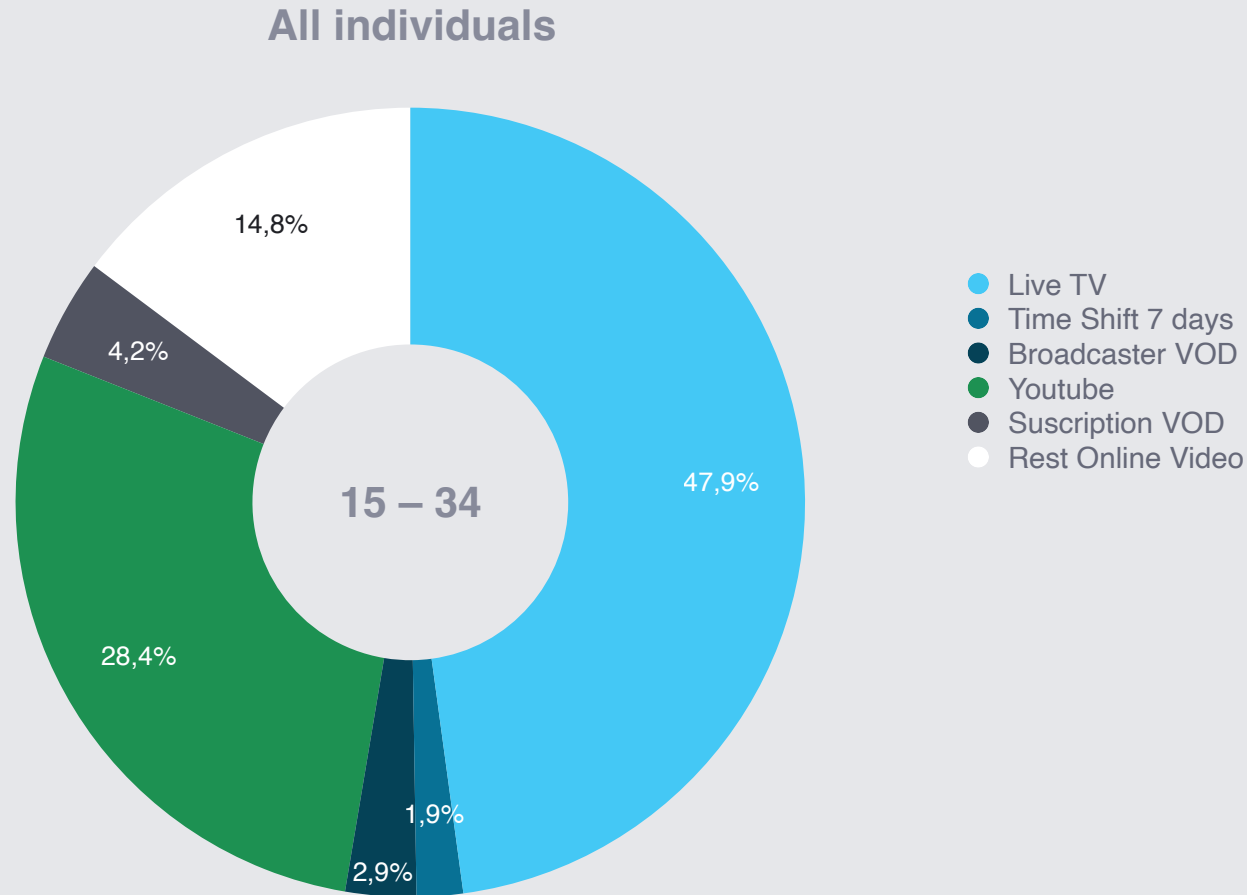
Average video time per day:

- All individuals: 329 minutes
- 16 – 34s: 265 minutes

Source: 2020 (JanNov), Kantar Media/ comScore Videometrix

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SPAIN

Unbeatable daily, weekly and monthly reach

% of the Swedish population

Day

57.7%

Week

78.8%

Month

87.7%

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SWEDEN

Video consumption

All individuals

40 – 49

- 43% Live TV
- 7% Timeshift TV
- 10% AVOD
- 25% SVOD
- 8% YouTube
- 4% Social media
- 2% Other

Legend:
- Live TV
- Timeshift TV
- AVOD
- SVOD
- YouTube
- Social media
- Other
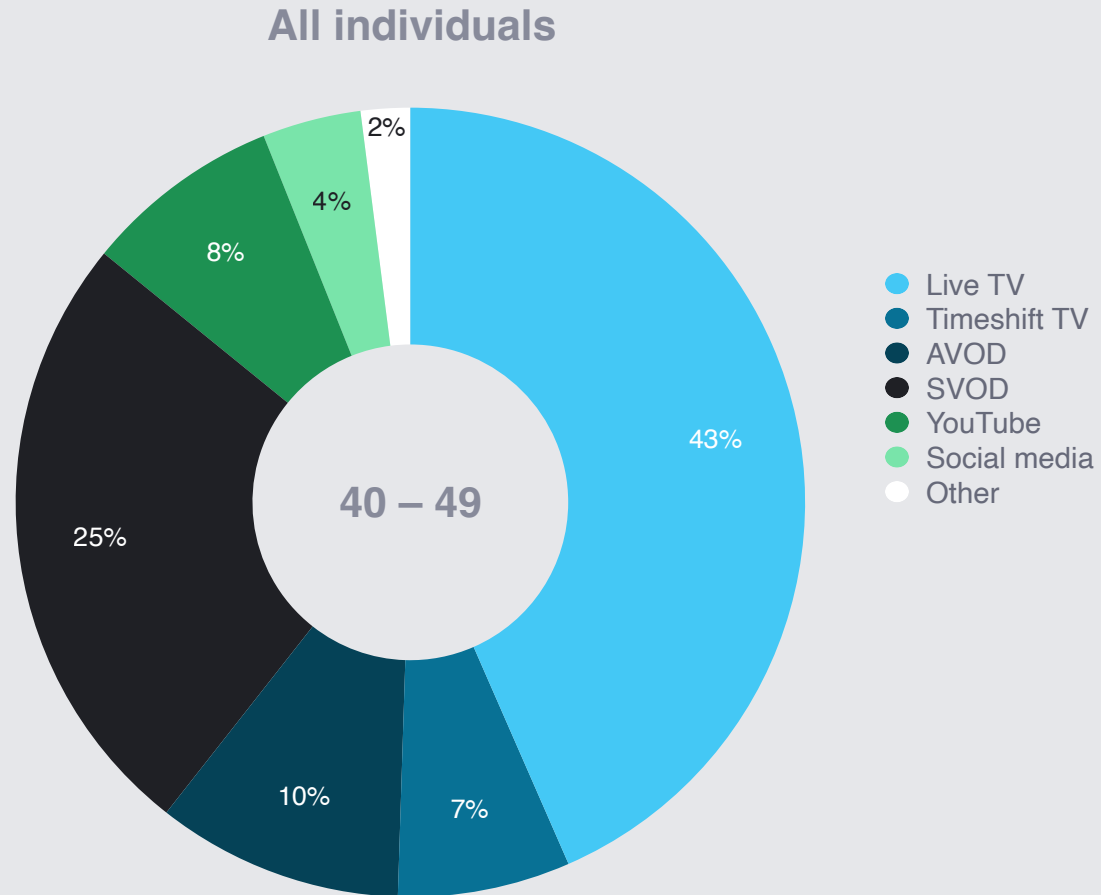
Average video time per day

- All individuals 9+yrs: 297 minutes
- 40 – 49yrs: 253 minutes

Source: MMS Advantedge Q4 2020 and MMS Trend&Tema Q4 2020. All individuals = 9 to 99 years old. Avod: SVT Play, TV4 play, Viafree, Dplay, Barnkanalen. Svod: Netflix, Viaplay, C more, Dplay prem, HBO Nordic, Amazone prime, Comhem play, Boxer play, Disney+ etc. Other online video: Dreamfilm, ABl TV, Telia Play+, Piratebay etc. Social media video: Facebook, Twitter, Instagram, Snapchat, TikTok etc

Unbeatable daily, weekly and monthly reach

% of the Swiss population

Day

Week

Month

63.7%

83.1%

92.1%

Unbeatable daily, weekly and monthly reach

% of the American population

Day

57.3%

Week

74.6%

Month

84.7%

Video consumption

Adults 18+

Center label: **18 – 34**

- 36% — Live + Time-Shifted TV
- 42% — TV-Connected Devices
- 7% — Video on Computer
- 11% — Video Focused App/Web on a Smartphone
- 4% — Video Focused App/Web on a Tablet

Legend:
- Live + Time-Shifted TV
- TV-Connected Devices
- Video on Computer
- Video Focused App/Web on a Smartphone
- Video Focused App/Web on a Tablet
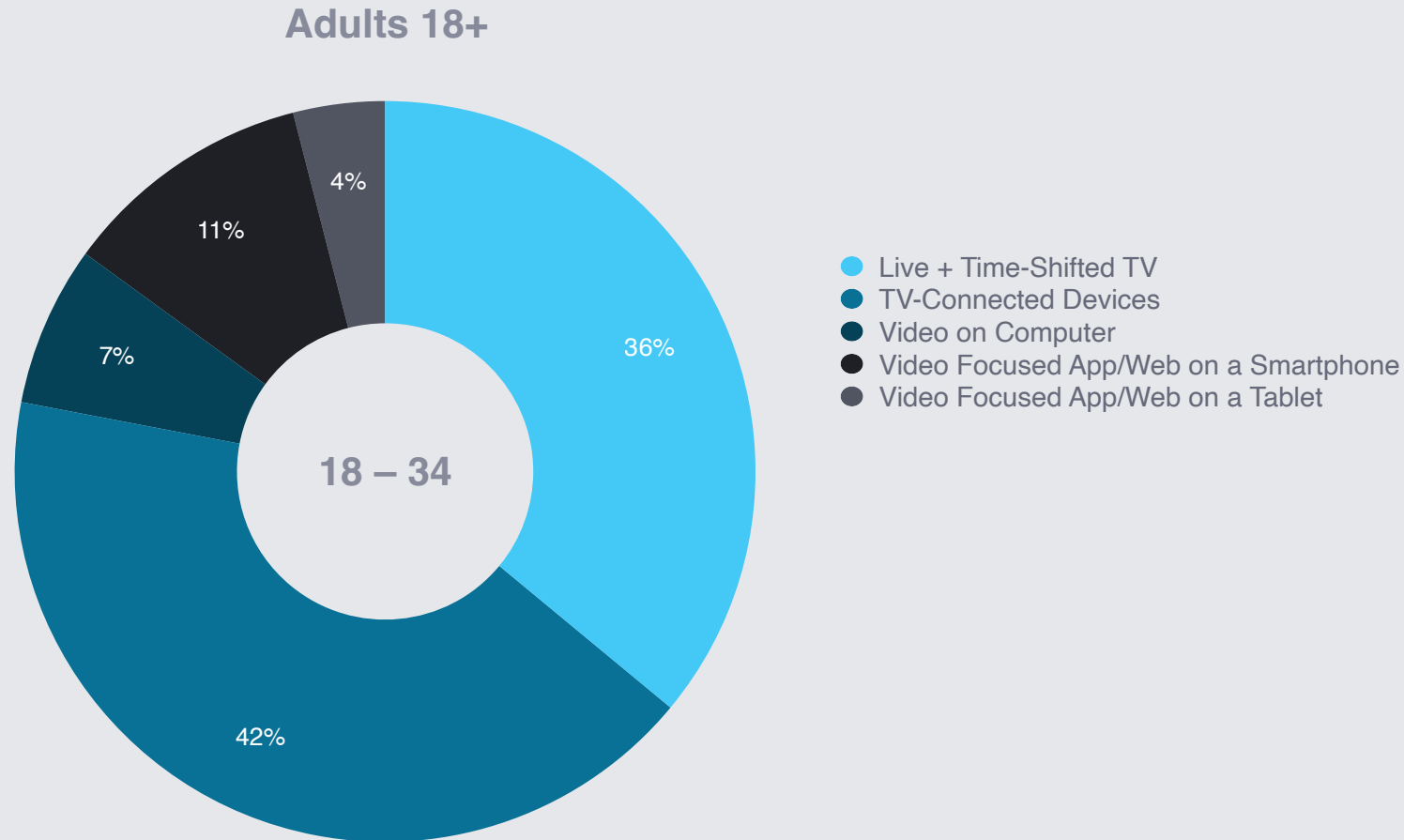
Average video time per day:

- Adults 18+: 357 minutes
- 18 – 34: 237 minutes

Source: VAB analysis of data from the Nielsen Total Audience Report, November 2020 (reflects 2Q 2020 data). Average video time based on U.S. population. TV-Connected Device = DVD, game console, internet connected device; Internet Connected Device = devices connected to the TV that are used to stream content such as Apple TV, Roku, Google Chromecast, Amazon Fire TV, Smartphone, Computer/Laptops, etc. (inclusive of smart TV app usage).