INSIGHTS 2019

Traditional TV, online video & streaming

US
UK
Germany
Denmark
Sweden
Norway
Finland
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07 Traditional TV
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Netflix increases its domination of the streaming market

Netflix increases the lead on the streaming market and is now the top streaming service in (almost) all countries.

Netflix keeps strengthening its position as the go-to platform when people want to catch up with the latest series and movies. In all countries surveyed, the number of people watching Netflix has increased since last year and it is now the number one streaming service in all countries - except Finland where Yle Areena takes the lead.

Besides Yle Areena, the streaming services provided by the national public service broadcasters are generally doing well. Despite a slight decrease compared to last year, BBC iPlayer in the UK, DR TV in Denmark, SVT Play in Sweden and NRK TV in Norway are the second most used streaming services. In the US and Germany, Amazon Prime Video takes the position as the runner up.

Netflix could, however, risk losing its leading position if they were to add commercials into its streaming service - as the company tested last summer. Up to two-thirds of the respondents claim that they would cancel their subscription if commercials were introduced. This clearly shows how both broadcasters and advertisers alike need to work hard to ensure that campaigns are relevant, once again highlighting the growing importance of targeting in advertising.

Rune Werlin
VP, Marketing & Professional Services @ AudienceProject
Traditional TV is still going strong – but mostly among the older generations. The number of people watching traditional TV is going down, with a third claiming to watch less TV compared to last year. When they do, it is primarily at home in the evening and often while using a second screen device.
One fifth don’t watch traditional TV

[ How many watch traditional TV on a weekly basis? ]

US
- 73% watch traditional TV
- 26% don’t watch traditional TV
- 1% don’t know

UK
- 83% watch traditional TV
- 16% don’t watch traditional TV
- 1% don’t know

Germany
- 83% watch traditional TV
- 16% don’t watch traditional TV
- 1% don’t know

Denmark
- 72% watch traditional TV
- 26% don’t watch traditional TV
- 3% don’t know

Sweden
- 80% watch traditional TV
- 19% don’t watch traditional TV
- 1% don’t know

Norway
- 82% watch traditional TV
- 17% don’t watch traditional TV
- 0% don’t know

Finland
- 86% watch traditional TV
- 8% don’t watch traditional TV
- 0% don’t know
A quarter don’t watch traditional TV on commercial channels

[How many watch traditional TV on commercials channels on a weekly basis?]

<table>
<thead>
<tr>
<th>Country</th>
<th>Watch traditional TV on commercials channels</th>
<th>Don’t watch traditional TV on commercials channels</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>69%</td>
<td>31%</td>
<td>1%</td>
</tr>
<tr>
<td>UK</td>
<td>78%</td>
<td>22%</td>
<td>1%</td>
</tr>
<tr>
<td>Germany</td>
<td>70%</td>
<td>30%</td>
<td>1%</td>
</tr>
<tr>
<td>Denmark</td>
<td>63%</td>
<td>36%</td>
<td>1%</td>
</tr>
<tr>
<td>Sweden</td>
<td>76%</td>
<td>24%</td>
<td>0%</td>
</tr>
<tr>
<td>Norway</td>
<td>77%</td>
<td>23%</td>
<td>0%</td>
</tr>
<tr>
<td>Finland</td>
<td>82%</td>
<td>18%</td>
<td>0%</td>
</tr>
</tbody>
</table>

AudienceProject Insights 2019
Older people most likely to watch traditional TV

[How many watch traditional TV on a weekly basis?]
Drop in traditional TV watching in the US and DK

[How many watch traditional TV on a weekly basis?]

<table>
<thead>
<tr>
<th>Country</th>
<th>2017 (Q2)</th>
<th>2018 (Q4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>83%</td>
<td>73%</td>
</tr>
<tr>
<td>UK</td>
<td>80%</td>
<td>83%</td>
</tr>
<tr>
<td>Germany</td>
<td>N/A</td>
<td>83%</td>
</tr>
<tr>
<td>Denmark</td>
<td>78%</td>
<td>72%</td>
</tr>
<tr>
<td>Sweden</td>
<td>79%</td>
<td>80%</td>
</tr>
<tr>
<td>Norway</td>
<td>84%</td>
<td>82%</td>
</tr>
<tr>
<td>Finland</td>
<td>86%</td>
<td>86%</td>
</tr>
</tbody>
</table>
One third watch less traditional TV compared to last year

<table>
<thead>
<tr>
<th>Country</th>
<th>Watch less traditional TV compared to last year</th>
<th>Watch the same amount of traditional TV compared to last year</th>
<th>Watch more traditional TV compared to last year</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>38%</td>
<td>46%</td>
<td>15%</td>
</tr>
<tr>
<td>UK</td>
<td>43%</td>
<td>49%</td>
<td>8%</td>
</tr>
<tr>
<td>Germany</td>
<td>33%</td>
<td>57%</td>
<td>10%</td>
</tr>
<tr>
<td>Denmark</td>
<td>30%</td>
<td>65%</td>
<td>5%</td>
</tr>
<tr>
<td>Sweden</td>
<td>31%</td>
<td>62%</td>
<td>6%</td>
</tr>
<tr>
<td>Norway</td>
<td>37%</td>
<td>58%</td>
<td>6%</td>
</tr>
<tr>
<td>Finland</td>
<td>37%</td>
<td>56%</td>
<td>7%</td>
</tr>
</tbody>
</table>

[How much traditional TV do people watch compared to last year?]
People primarily watch TV in the evening

[ When do people watch TV? ]

In the morning
6 am - 12 noon

In the afternoon
12 noon - 6 pm

In the evening
6 pm - 12 midnight

In the night
12 midnight - 6 am
People primarily watch TV at home

[Where do people watch TV?]

- At home: 96%, 97%, 98%, 96%, 97%, 96%, 97%
- At work: 12%, 6%, 4%, 4%, 6%, 6%, 3%
- Public places: 11%, 6%, 2%, 2%, 2%, 2%, 3%
- On the road: 7%, 4%, 3%, 2%, 8%, 5%, 5%
Second screen devices are widely used

[ How many use other devices while watching TV on a monthly basis? ]

- **US**: 69% use other devices while watching TV
  - 69%
  - 30%
  - 1%

- **UK**: 63% use other devices while watching TV
  - 63%
  - 36%
  - 1%

- **Germany**: N/A

- **Denmark**: 47% use other devices while watching TV
  - 47%
  - 49%
  - 4%

- **Sweden**: 69% use other devices while watching TV
  - 69%
  - 30%
  - 2%

- **Norway**: 70% use other devices while watching TV
  - 70%
  - 28%
  - 2%

- **Finland**: N/A

**Note:** The questionnaire design related to the use of other devices while watching TV has changed since last year. Because of this, we cannot compare numbers from 2017 Q2 with numbers from 2018 Q4 on this matter.
The mobile is the preferred second screen device

<table>
<thead>
<tr>
<th>Device</th>
<th>US</th>
<th>UK</th>
<th>Germany</th>
<th>Denmark</th>
<th>Sweden</th>
<th>Norway</th>
<th>Finland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer</td>
<td>N/A</td>
<td>35%</td>
<td>33%</td>
<td>33%</td>
<td>39%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Tablet</td>
<td>N/A</td>
<td>N/A</td>
<td>28%</td>
<td>33%</td>
<td>42%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Mobile</td>
<td>N/A</td>
<td>N/A</td>
<td>8%</td>
<td>2%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Smartwatch</td>
<td>8%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

[Which devices do people use while watching TV?]
More than half are often using second screen devices

[To what extent do people use other devices while watching TV?]

<table>
<thead>
<tr>
<th>Country</th>
<th>Rarely use other devices while watching TV</th>
<th>Regularly use other devices while watching TV</th>
<th>Often use other devices while watching TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>14%</td>
<td>30%</td>
<td>56%</td>
</tr>
<tr>
<td>UK</td>
<td>18%</td>
<td>29%</td>
<td>53%</td>
</tr>
<tr>
<td>Germany</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denmark</td>
<td>16%</td>
<td>21%</td>
<td>64%</td>
</tr>
<tr>
<td>Sweden</td>
<td>24%</td>
<td>30%</td>
<td>46%</td>
</tr>
<tr>
<td>Norway</td>
<td>9%</td>
<td>34%</td>
<td>57%</td>
</tr>
<tr>
<td>Finland</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

AudienceProject Insights 2019
Watching online videos is now almost as common as watching traditional TV – and even more widespread among the younger generations. Not surprisingly, the go-to platforms are YouTube and Facebook, but the major local news sites are also widely used.
Three quarters watch online video

[ How many watch online video on a weekly basis? ]

US
- 85% watch online video
- 14%
- 1%

UK
- 69% watch online video
- 30%
- 1%

Germany
- 65% watch online video
- 32%
- 3%

Denmark
- 53% watch online video
- 43%
- 4%

Sweden
- 64% watch online video
- 34%
- 1%

Norway
- 88% watch online video
- 12%
- 1%

Finland
- 77% watch online video
- 23%
- 1%
Younger people most likely to watch online video

[ How many watch online video on a weekly basis? ]
One third watch more online video compared to last year

[ How much online video do people watch compared to last year? ]

<table>
<thead>
<tr>
<th>Country</th>
<th>Watch Less</th>
<th>Watch Same</th>
<th>Watch More</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>8%</td>
<td>43%</td>
<td>49%</td>
</tr>
<tr>
<td>UK</td>
<td>16%</td>
<td>49%</td>
<td>36%</td>
</tr>
<tr>
<td>Germany</td>
<td>16%</td>
<td>50%</td>
<td>34%</td>
</tr>
<tr>
<td>Denmark</td>
<td>17%</td>
<td>60%</td>
<td>22%</td>
</tr>
<tr>
<td>Sweden</td>
<td>13%</td>
<td>60%</td>
<td>28%</td>
</tr>
<tr>
<td>Norway</td>
<td>9%</td>
<td>61%</td>
<td>30%</td>
</tr>
<tr>
<td>Finland</td>
<td>14%</td>
<td>62%</td>
<td>25%</td>
</tr>
</tbody>
</table>

AudienceProject Insights 2019
People replace traditional TV with online videos

[ How many watch less traditional TV and more online video compared to last year? ]
The mobile is the preferred device for watching online video

[Which devices do people use to watch online video?]
Top online video platforms in the US

Which platforms do Americans use to watch online video?

- YouTube: 90%
- Facebook: 60%
- Instagram: 35%
- Twitter: 21%
- Snapchat: 18%
- CNN: 17%
- Fox News: 16%
- BBC: 12%
- MSNBC: 10%
- Vimeo: 9%
- The New York Times: 8%
- Twitch: 8%
- Dailymotion: 6%
- Other news sites: 6%
- Other social media: 5%

Note: The figures represent the platforms that are used by the ones who have watched online video within the last week.
Top online video platforms in the UK

[Which platforms do Britons use to watch online video?]

- YouTube: 87%
- Facebook: 65%
- BBC: 44%
- Instagram: 34%
- Twitter: 23%
- Snapchat: 17%
- The Guardian: 12%
- Sky News: 12%
- Daily Mail: 10%
- Twitch: 5%
- Vimeo: 5%
- Dailymotion: 5%
- The Sun: 5%
- Other news sites: 4%
- Other social media: 3%

Note: The figures represent the platforms that are used by the ones who have watched online video within the last week.
Top online video platforms in Germany

[Which platforms do Germans use to watch online video?]

- YouTube: 90%
- Facebook: 51%
- Instagram: 26%
- Spiegel: 12%
- n-tv: 10%
- Bild: 9%
- Twitter: 9%
- Focus: 8%
- Snapchat: 7%
- Welt: 6%
- Twitch: 4%
- Vimeo: 4%
- Dailymotion: 2%
- Other news sites: 6%
- Other social media: 3%

Note: The figures represent the platforms that are used by the ones who have watched online video within the last week.
Top online video platforms in Denmark

Which platforms do Danes use to watch online video?

- YouTube: 82%
- Facebook: 55%
- DR: 30%
- TV 2: 19%
- Instagram: 18%
- Snapchat: 15%
- Ekstra Bladet: 10%
- BT: 5%
- Twitch: 4%
- Twitter: 4%
- Vimeo: 3%
- Politiken: 2%
- Dailymotion: 1%
- Other news sites: 2%
- Other social media: 1%

Note: The figures represent the platforms that are used by the ones who have watched online video within the last week.
### Top online video platforms in Sweden

[Which platforms do Swedes use to watch online video?]

<table>
<thead>
<tr>
<th>Platform</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>84%</td>
</tr>
<tr>
<td>Facebook</td>
<td>58%</td>
</tr>
<tr>
<td>Instagram</td>
<td>41%</td>
</tr>
<tr>
<td>SVT</td>
<td>39%</td>
</tr>
<tr>
<td>Aftonbladet</td>
<td>29%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>19%</td>
</tr>
<tr>
<td>Expressen</td>
<td>16%</td>
</tr>
<tr>
<td>Twitter</td>
<td>8%</td>
</tr>
<tr>
<td>Twitch</td>
<td>5%</td>
</tr>
<tr>
<td>Dagens Nyheter</td>
<td>5%</td>
</tr>
<tr>
<td>Vimeo</td>
<td>4%</td>
</tr>
<tr>
<td>Svenska Dagbladet</td>
<td>3%</td>
</tr>
<tr>
<td>Dailymotion</td>
<td>2%</td>
</tr>
<tr>
<td>Other news sites</td>
<td>5%</td>
</tr>
<tr>
<td>Other social media</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Note: The figures represent the platforms that are used by the ones who have watched online video within the last week.*
Top online video platforms in Norway

[ Which platforms do Norwegians use to watch online video? ]

- YouTube: 79%
- Facebook: 71%
- VG: 44%
- Snapchat: 41%
- NRK: 37%
- Instagram: 36%
- TV 2: 29%
- Dagbladet: 18%
- Twitter: 7%
- Aftenposten: 7%
- Vimeo: 4%
- Twitch: 3%
- Dailymotion: 1%
- Other news sites: 4%
- Other social media: 2%

Note: The figures represent the platforms that are used by the ones who have watched online video within the last week.
Top online video platforms in Finland

[ Which platforms do Finns use to watch online video? ]

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>86%</td>
</tr>
<tr>
<td>Facebook</td>
<td>54%</td>
</tr>
<tr>
<td>Yle</td>
<td>34%</td>
</tr>
<tr>
<td>Instagram</td>
<td>33%</td>
</tr>
<tr>
<td>Ilta-Sanomat</td>
<td>30%</td>
</tr>
<tr>
<td>Ilta-lehti</td>
<td>28%</td>
</tr>
<tr>
<td>MTV</td>
<td>18%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>14%</td>
</tr>
<tr>
<td>Helsingin Sanomat</td>
<td>10%</td>
</tr>
<tr>
<td>Twitter</td>
<td>8%</td>
</tr>
<tr>
<td>Vimeo</td>
<td>3%</td>
</tr>
<tr>
<td>Twitch</td>
<td>3%</td>
</tr>
<tr>
<td>Dailymotion</td>
<td>2%</td>
</tr>
<tr>
<td>Other news sites</td>
<td>3%</td>
</tr>
<tr>
<td>Other social media</td>
<td>3%</td>
</tr>
</tbody>
</table>

Note: The figures represent the platforms that are used by the ones who have watched online video within the last week.
Streaming becomes a bigger and bigger challenge for the traditional TV industry. Half of people are streaming and, among the young in some countries, streaming is more common than watching traditional TV. Netflix keeps increasing its dominance and is now the number one streaming service in all countries - except for Finland where Yle Areena takes the lead.
Around half are streaming

[How many stream or download TV, series or movies on a weekly basis?]

<table>
<thead>
<tr>
<th>Country</th>
<th>Stream or download</th>
<th>Don’t stream or download</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>60%</td>
<td>36%</td>
<td>4%</td>
</tr>
<tr>
<td>UK</td>
<td>49%</td>
<td>48%</td>
<td>3%</td>
</tr>
<tr>
<td>Germany</td>
<td>34%</td>
<td>64%</td>
<td>2%</td>
</tr>
<tr>
<td>Denmark</td>
<td>40%</td>
<td>54%</td>
<td>5%</td>
</tr>
<tr>
<td>Sweden</td>
<td>49%</td>
<td>48%</td>
<td>3%</td>
</tr>
<tr>
<td>Norway</td>
<td>58%</td>
<td>41%</td>
<td>2%</td>
</tr>
<tr>
<td>Finland</td>
<td>51%</td>
<td>44%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Note: The questionnaire design related to the use of streaming and downloading services has changed since last year. Because of this, we cannot compare numbers from 2017 Q2 with numbers from 2018 Q4 on this matter.
Younger people more likely to stream

[ How many stream or download TV, series or movies on a weekly basis? ]
Streaming more common than watching traditional TV among young in DK, SE and NO

[ How many between 15-25 watch traditional TV and stream or download TV, series or movies on a weekly basis? ]

<table>
<thead>
<tr>
<th>Country</th>
<th>Watch Traditional TV</th>
<th>Stream or Download TV, Series or Movies</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>65%</td>
<td>60%</td>
</tr>
<tr>
<td>UK</td>
<td>65%</td>
<td>52%</td>
</tr>
<tr>
<td>Germany</td>
<td>60%</td>
<td>39%</td>
</tr>
<tr>
<td>Denmark</td>
<td>53%</td>
<td>56%</td>
</tr>
<tr>
<td>Sweden</td>
<td>62%</td>
<td>72%</td>
</tr>
<tr>
<td>Norway</td>
<td>76%</td>
<td>82%</td>
</tr>
<tr>
<td>Finland</td>
<td>68%</td>
<td>56%</td>
</tr>
</tbody>
</table>
One third are streaming more compared to last year

[How much do people stream or download TV, series or movies compared to last year?]

<table>
<thead>
<tr>
<th>Country</th>
<th>Stream or download less compared to last year</th>
<th>Stream or download the same amount compared to last year</th>
<th>Stream or download more compared to last year</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>14%</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>UK</td>
<td>16%</td>
<td>43%</td>
<td>41%</td>
</tr>
<tr>
<td>Germany</td>
<td>21%</td>
<td>49%</td>
<td>30%</td>
</tr>
<tr>
<td>Denmark</td>
<td>17%</td>
<td>55%</td>
<td>28%</td>
</tr>
<tr>
<td>Sweden</td>
<td>15%</td>
<td>49%</td>
<td>36%</td>
</tr>
<tr>
<td>Norway</td>
<td>14%</td>
<td>51%</td>
<td>34%</td>
</tr>
<tr>
<td>Finland</td>
<td>14%</td>
<td>57%</td>
<td>29%</td>
</tr>
</tbody>
</table>
People replace traditional TV with streaming

[ How many watch less traditional TV and stream or download more TV, series or movies compared to last year? ]

- **US**: 38% watch less, 19% stream/download more, 44% unchanged
- **UK**: 43% watch less, 23% stream/download more, 41% unchanged
- **Germany**: 33% watch less, 16% stream/download more, 30% unchanged
- **Denmark**: 30% watch less, 14% stream/download more, 28% unchanged
- **Sweden**: 31% watch less, 17% stream/download more, 36% unchanged
- **Norway**: 37% watch less, 19% stream/download more, 34% unchanged
- **Finland**: 37% watch less, 16% stream/download more, 29% unchanged
People are cutting the cord

[ How many don't watch traditional TV but stream or download TV, series or movies ]

<table>
<thead>
<tr>
<th>Country</th>
<th>Don't watch traditional TV</th>
<th>Stream or download TV, series or movies</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>UK</td>
<td>16%</td>
<td>9%</td>
</tr>
<tr>
<td>Germany</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>Denmark</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>Sweden</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Norway</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Finland</td>
<td>14%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**AudienceProject Insights 2019**
The computer is the preferred device for streaming

[Which devices do people use to stream or download TV, series or movies?]
Top streaming and downloading services in the US

[ Which streaming and downloading services do Americans use to watch TV, series or movies? ]

Note: The figures represent the streaming and downloading services that are used by the ones who have used a streaming or downloading service to watch TV, series or movies within the last week.
Top streaming and downloading services in the UK

[Which streaming and downloading services do Britons use to watch TV, series or movies?]

Note: The figures represent the streaming and downloading services that are used by the ones who have used a streaming or downloading service to watch TV, series or movies within the last week.
Top streaming and downloading services in Germany

[ Which streaming and downloading services do Germans use to watch TV, series or movies? ]

Note: The figures represent the streaming and downloading services that are used by the ones who have used a streaming or downloading service to watch TV, series or movies within the last week.
Top streaming and downloading services in Denmark

[Which streaming and downloading services do Danes use to watch TV, series or movies?]

Note: The figures represent the streaming and downloading services that are used by the ones who have used a streaming or downloading service to watch TV, series or movies within the last week.
Top streaming and downloading services in Sweden

Which streaming and downloading services do Swedes use to watch TV, series or movies?

Note: The figures represent the streaming and downloading services that are used by the ones who have used a streaming or downloading service to watch TV, series or movies within the last week.
Top streaming and downloading services in Norway

[Which streaming and downloading services do Norwegians use to watch TV, series or movies?]

<table>
<thead>
<tr>
<th>Service</th>
<th>2017 (Q2)</th>
<th>2018 (Q4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netflix</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>NRK TV</td>
<td>72%</td>
<td>60%</td>
</tr>
<tr>
<td>YouTube</td>
<td>57%</td>
<td>48%</td>
</tr>
<tr>
<td>TV2 Sumo</td>
<td>48%</td>
<td>30%</td>
</tr>
<tr>
<td>HBO Nordic</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>Viaplay</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Splay</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Viaplex</td>
<td>N/A</td>
<td>9%</td>
</tr>
<tr>
<td>C More</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Google Play</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>iTunes</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Amazon Prime</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Video</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Blockbuster</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Note: The figures represent the streaming and downloading services that are used by the ones who have used a streaming or downloading service to watch TV, series or movies within the last week.
Top streaming and downloading services in Finland

[Which streaming and downloading services do Finns use to watch TV, series or movies?]

Note: The figures represent the streaming and downloading services that are used by the ones who have used a streaming or downloading service to watch TV, series or movies within the last week.

*Yle Areena* 65%
*Netflix* 56%
*YouTube* 56%
*Ruutu* 47%
*MTV Katsomo* 42%
*C More* 36%
*HBO Nordic* 36%
*Viaplay* 32%
*Google Play* 27%
*Amazon Prime Video* 16%
*iTunes* 15%
*Other* 9%
More than half would stop watching Netflix if commercials were introduced

[ How many would stop watching content on Netflix if Netflix introduced commercials? ]

- **US**: 54% Yes, 39% No, 8% Don’t Know
- **UK**: 57% Yes, 37% No, 7% Don’t Know
- **Germany**: 58% Yes, 32% No, 10% Don’t Know
- **Denmark**: 69% Yes, 23% No, 9% Don’t Know
- **Sweden**: 66% Yes, 27% No, 6% Don’t Know
- **Norway**: 67% Yes, 25% No, 8% Don’t Know
- **Finland**: 58% Yes, 32% No, 10% Don’t Know

*AudienceProject Insights 2019*
A cheaper version of Netflix would not help much if commercials were introduced

[How many would stop watching content on Netflix if Netflix introduced commercials while lowering the subscription price?]
One third watch TV via connected TV boxes

[How many watch TV via connected TV boxes on a weekly basis?]

**US**
- 47% watch TV via connected TV boxes
- 51% watch TV via connected TV boxes
- 2% watch TV via connected TV boxes

**UK**
- 35% watch TV via connected TV boxes
- 63% watch TV via connected TV boxes
- 2% watch TV via connected TV boxes

**Germany**
- 26% watch TV via connected TV boxes
- 73% watch TV via connected TV boxes
- 1% watch TV via connected TV boxes

**Denmark**
- 23% watch TV via connected TV boxes
- 73% watch TV via connected TV boxes
- 4% watch TV via connected TV boxes

**Sweden**
- 41% watch TV via connected TV boxes
- 57% watch TV via connected TV boxes
- 2% watch TV via connected TV boxes

**Norway**
- 41% watch TV via connected TV boxes
- 57% watch TV via connected TV boxes
- 2% watch TV via connected TV boxes

**Finland**
- 21% watch TV via connected TV boxes
- 78% watch TV via connected TV boxes
- 2% watch TV via connected TV boxes

Note: A connected TV box is an over-the-top device such as an Amazon Fire TV, Apple TV or Google Chromecast.
A quarter watch more TV via connected TV boxes compared to last year

[ How much TV via connected TV boxes do people watch compared to last year? ]

- **US**: 22% Watch less, 46% Watch the same, 32% Watch more
- **UK**: 23% Watch less, 52% Watch the same, 25% Watch more
- **Germany**: 19% Watch less, 52% Watch the same, 28% Watch more
- **Denmark**: 23% Watch less, 60% Watch the same, 17% Watch more
- **Sweden**: 19% Watch less, 55% Watch the same, 27% Watch more
- **Norway**: 16% Watch less, 54% Watch the same, 30% Watch more
- **Finland**: 19% Watch less, 58% Watch the same, 23% Watch more
Methodology

The study is a part of AudienceProject Insights 2019. Data is collected through online surveys done in Q4 2018. The respondents have been selected from our Nordic, German, UK and US panels consisting of more than 1.5 million panelists and weighed to achieve representativity on the more than 16,000 respondents who completed the survey.

About AudienceProject

AudienceProject is a marketing technology company founded in Denmark and operational worldwide. Based on its proprietary tech stack and more than 1.5 million panelists worldwide, AudienceProject helps brands, agencies and publishers identify, target and validate audiences.
AudienceProject