

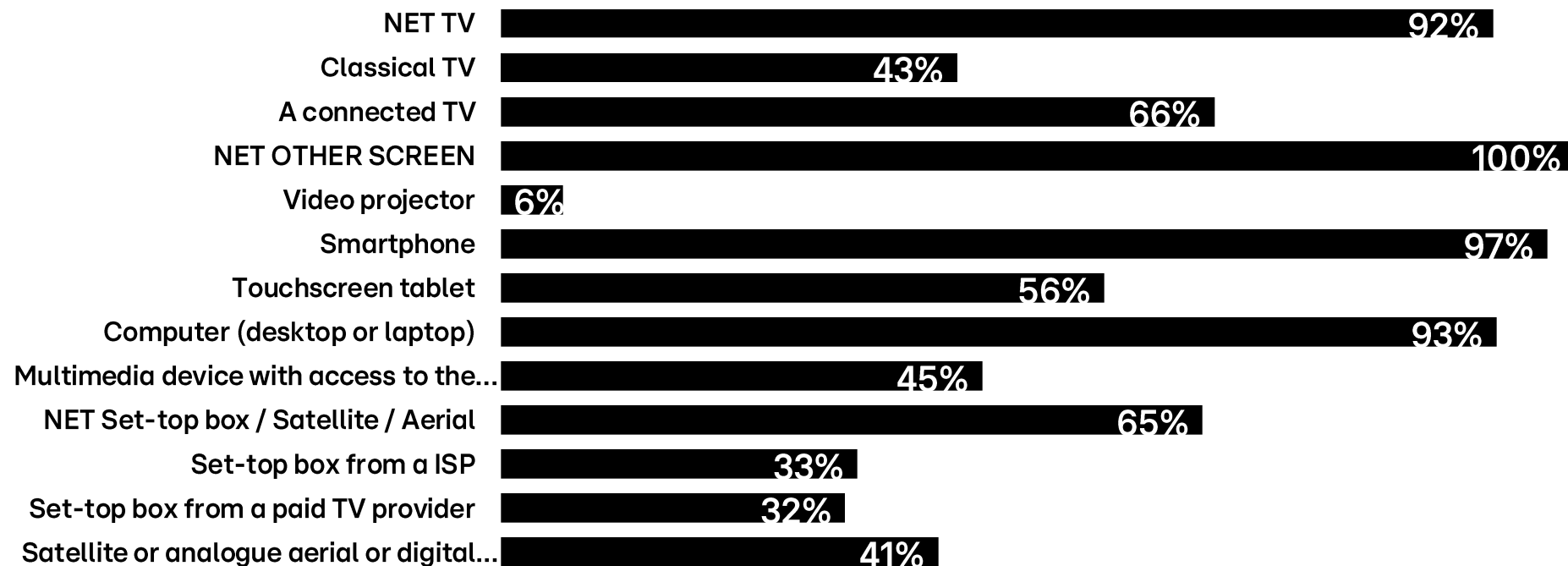
# Video is King, TV is Queen

# Devices owned at home



Do you have the following devices in your home?

N=703



# Watching video is at the core of our home activity



What are the 3 activities you do the most at home? (Top 3 in %)

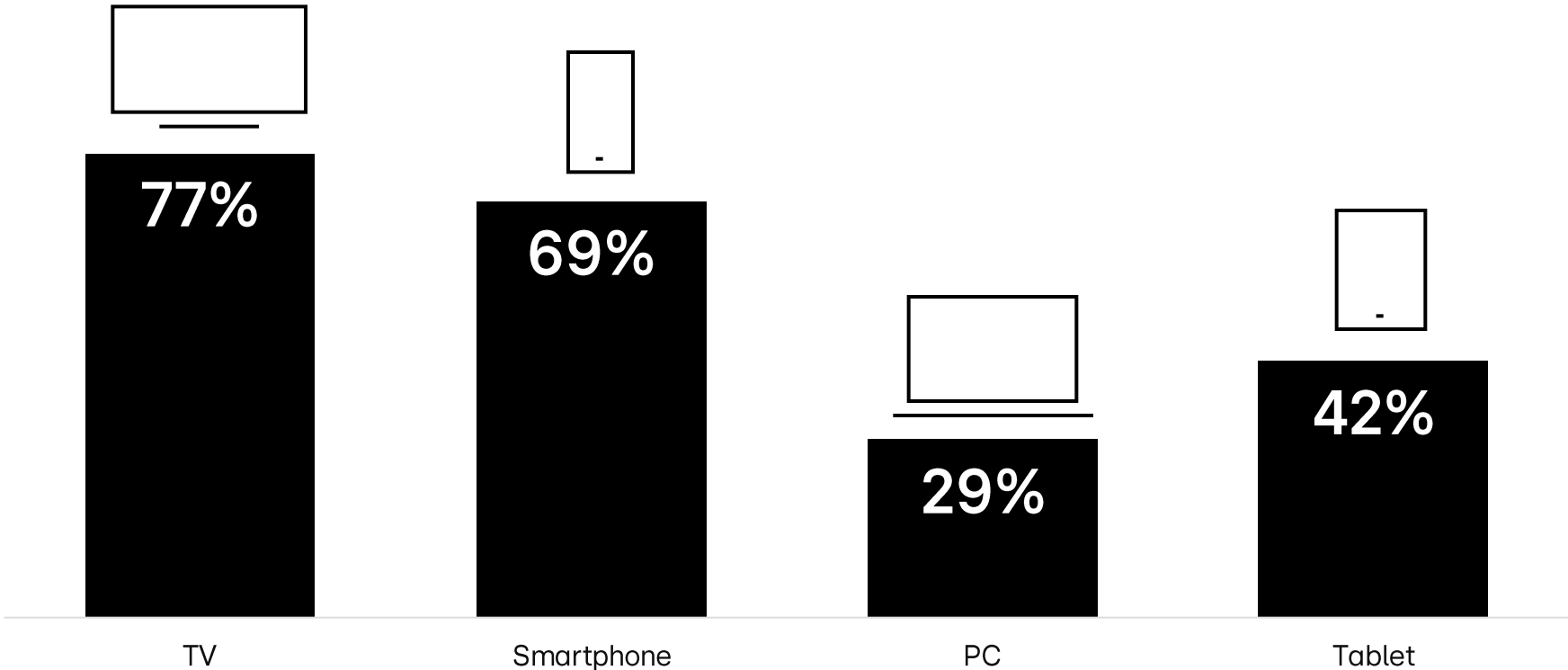
Basis: "Total" N=703



# TV Screen is where more of the viewing happens



**Q.** How often do you use them to watch video contents (series, films, sports, TV programs)? *Every day or almost everyday %*  
Basis: "Own the device"



# We can't imagine the living room without TV



TV SETS

92%

of Finns  
own a TV set

SMART TV SET

66%

of Finns  
own a Smart TV set

NEW TV

47%

purchased a Smart TV  
in the last 2 years

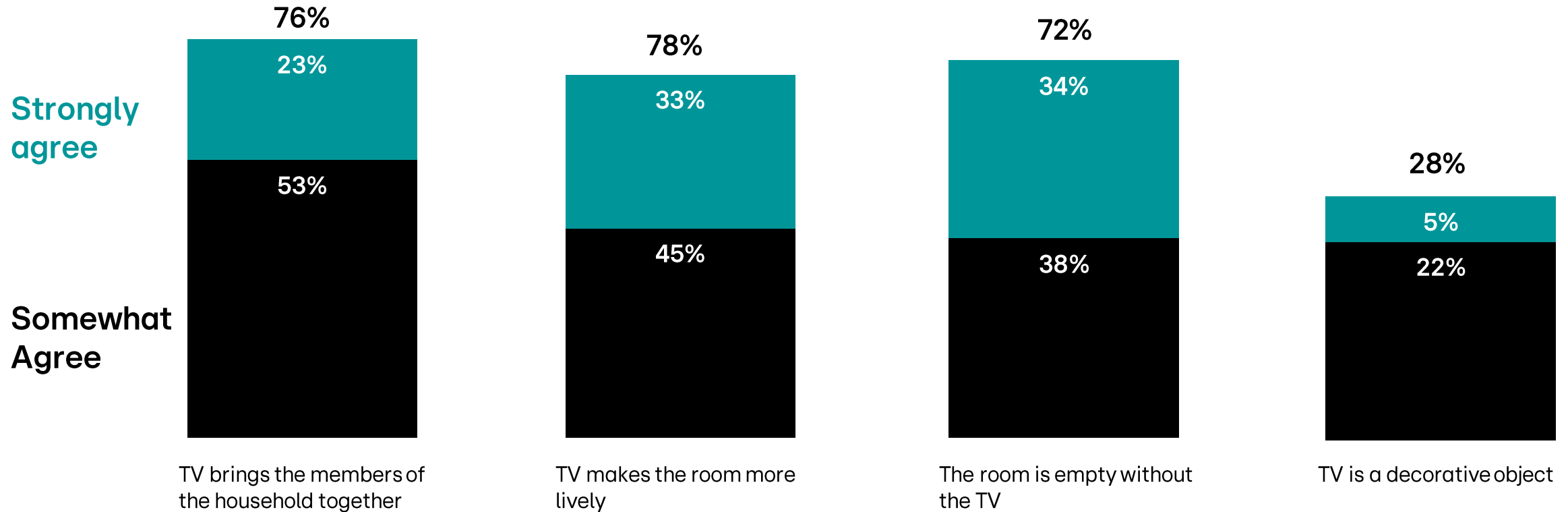
# The TV set has an important role in our house



Here are some statements about the TV placed in the main room of your home.

For each, please indicate whether you strongly agree, somewhat agree, somewhat disagree or disagree at all.

Basis: "Own a TV set" N=648



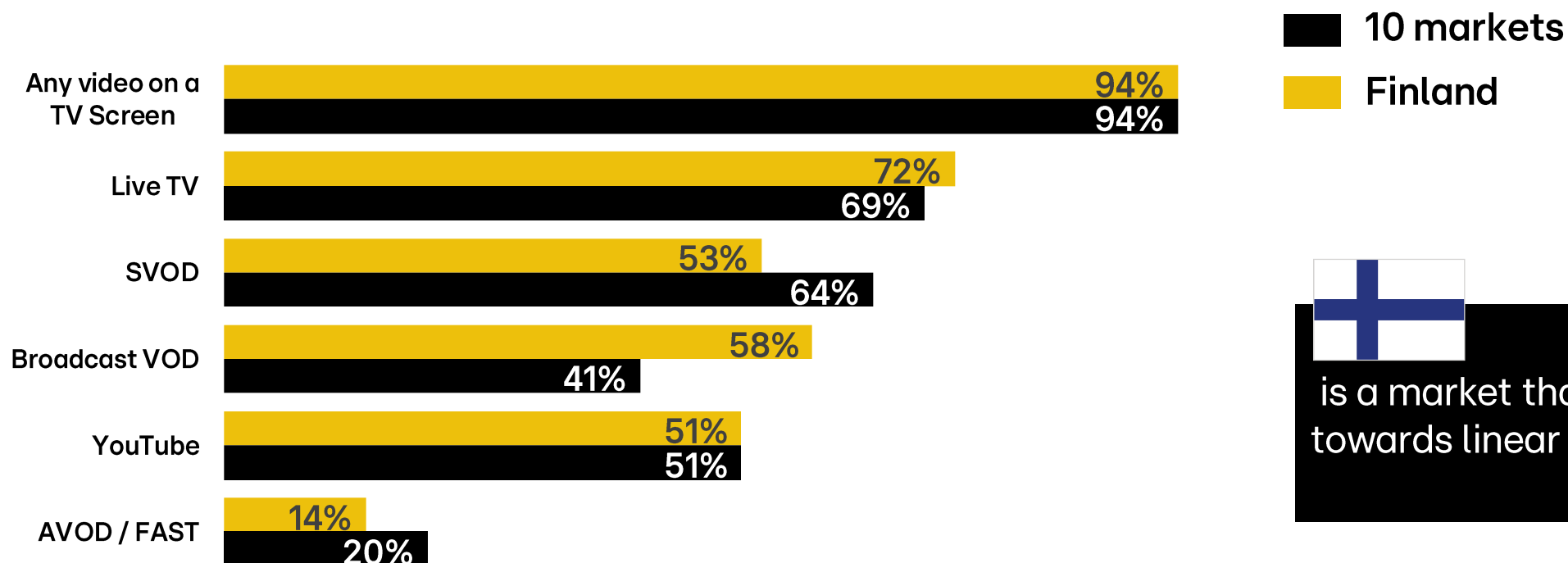
# Connected TV is one screen with plenty of walled gardens...



For you personally, how often do you watch video content (series, films, sports, TV programs...) on your TV / Smart TV / Connected TV ?

Basis: "Own a TV set" N=648

At least 1 to 3 times a week

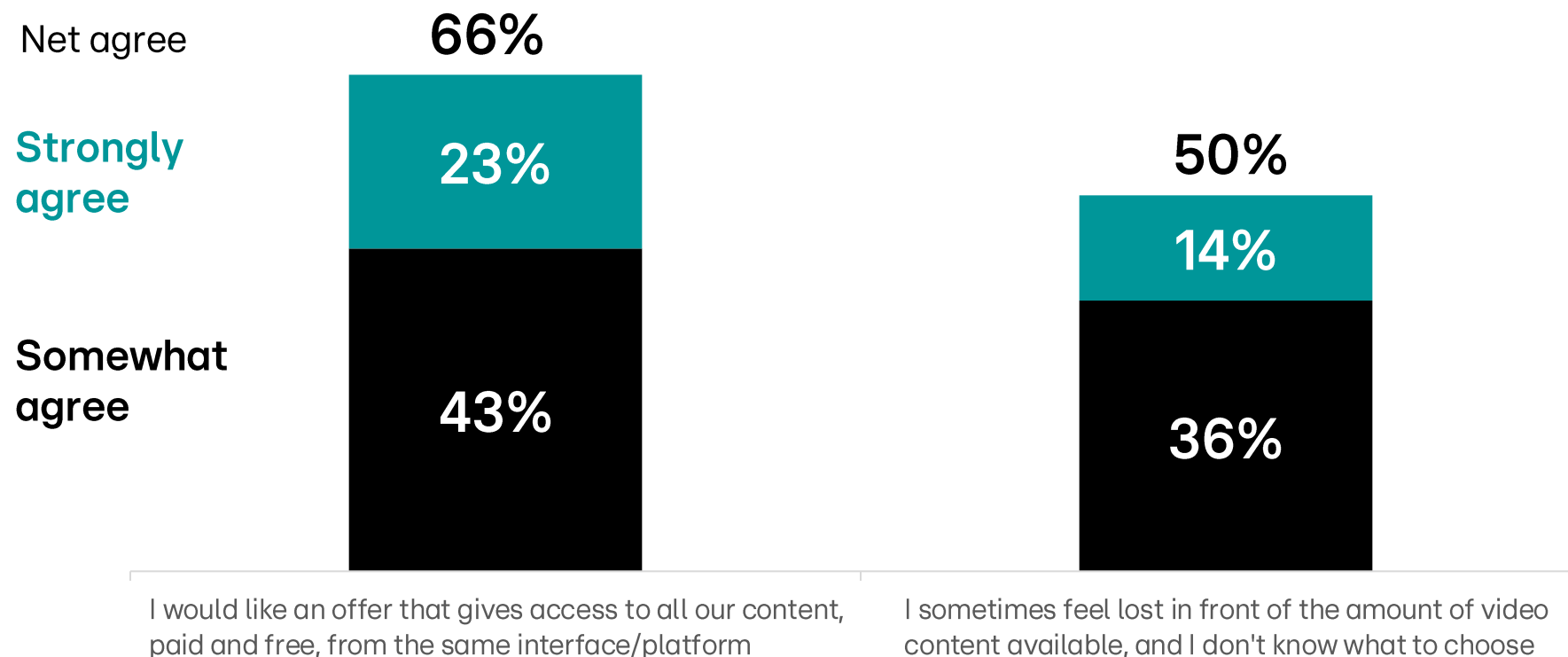


is a market that skews more towards linear TV and BVOD

# Many viewers feel lost among the quantity of content available on the platforms



Here is a list of statements relating to practices in terms of video content (television channels, streaming platforms, SVOD, etc.). To what extent do you agree with each of these statements? *N=703*

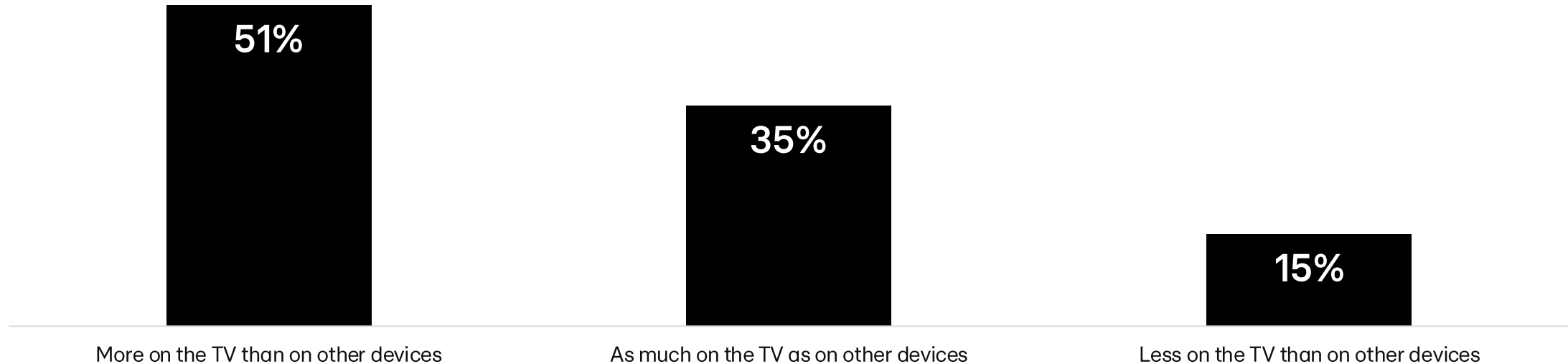




# TV is still the preferred support to watch video content...



**Q.** In general, would you only watch video content (series, films, sports, TV programs...)...  
Basis: "Watch content on a TV set" N=642



# Most watched content per platform



**Q.** What type of content do you usually watch on ... ?  
Basis: "Watch content on a TV set" N=642

- Live TV
- SVOD
- BVOD
- YouTube

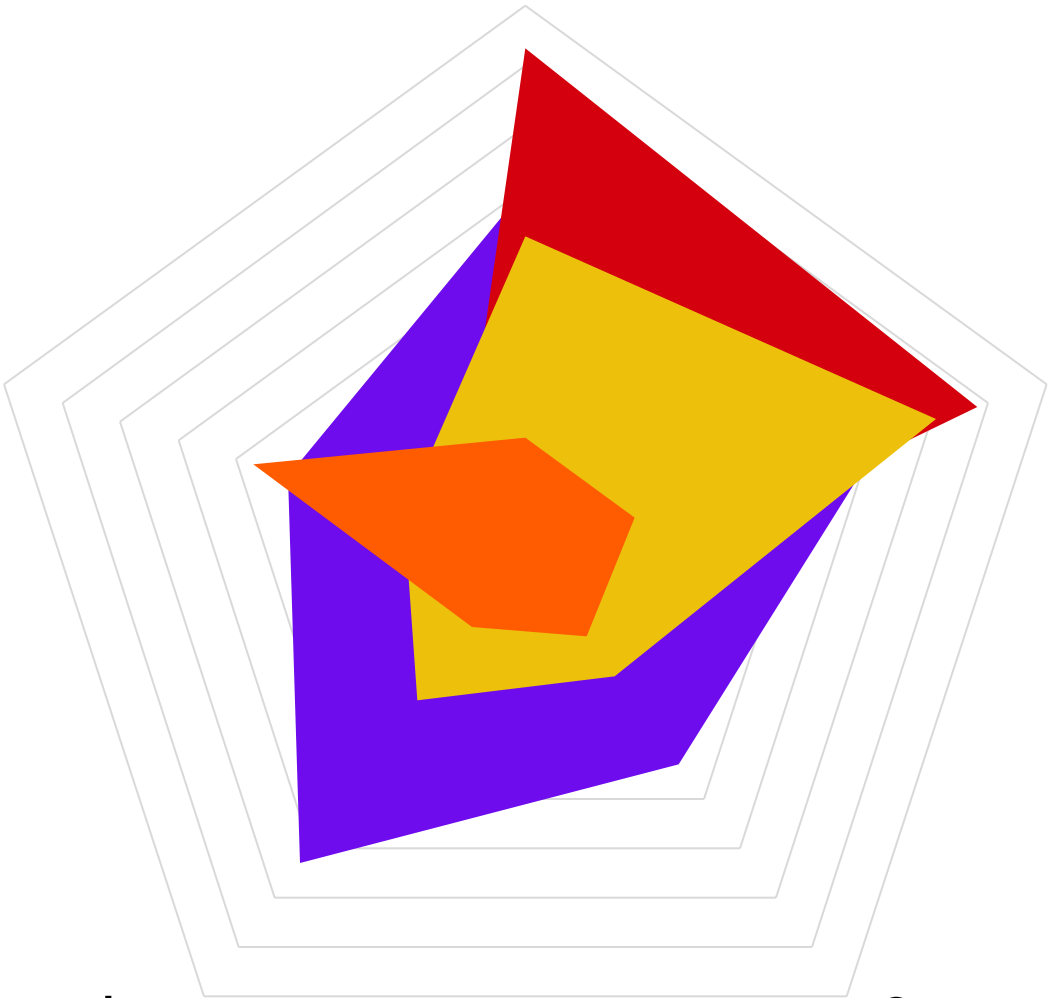
Entertainment programs

News, magazines

Movies

Series

Sport

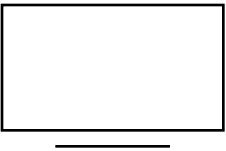
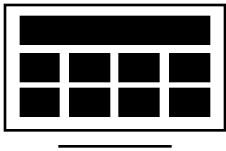
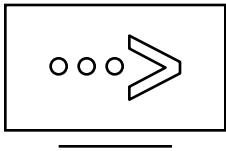
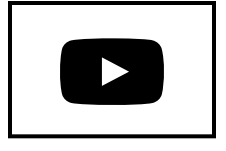
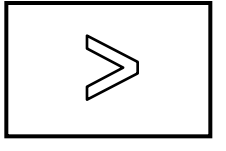



R T L

# Attention

# On the big screen, live TV brings people together

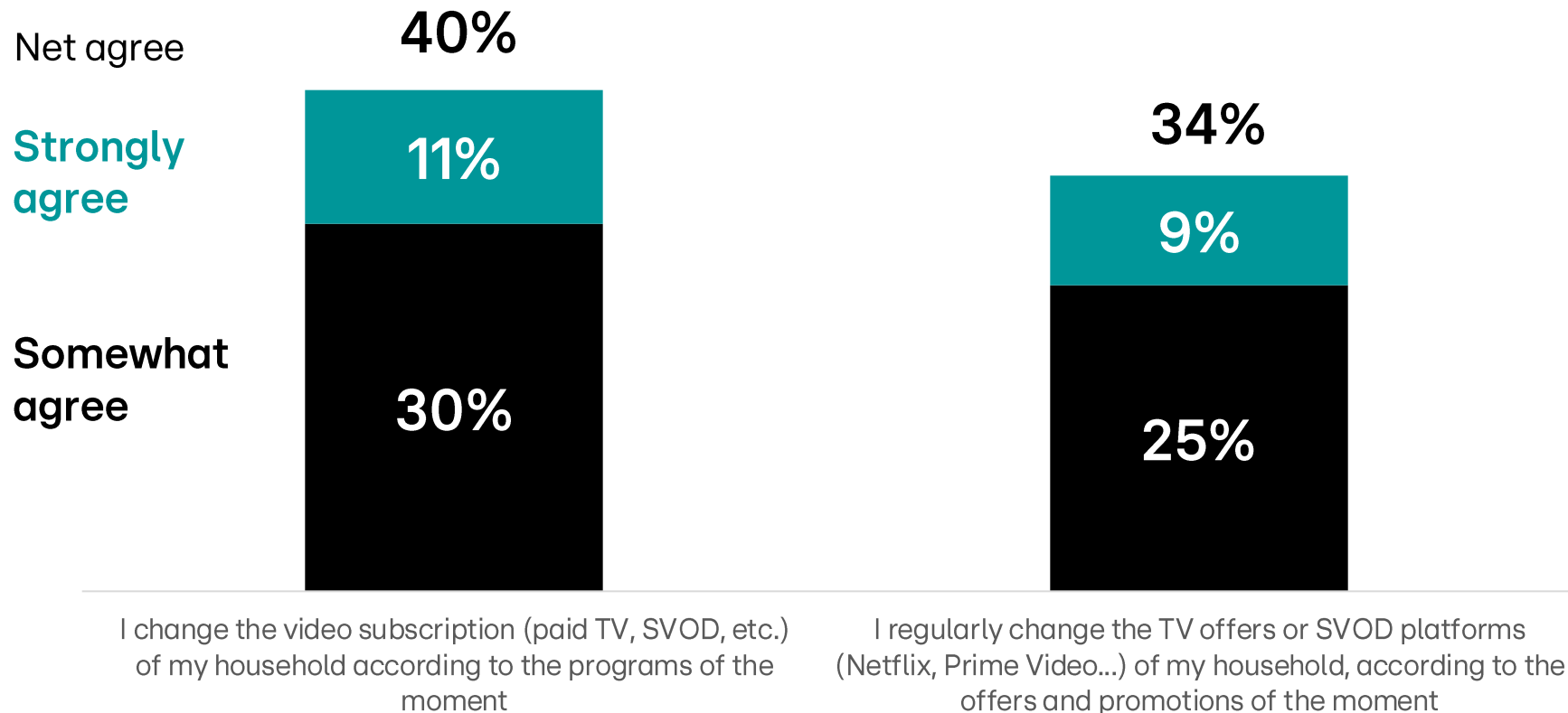
**Q.** What platforms do you watch with other people (family, friends...) on TV ?  
Basis: "Watch content on a TV set" N=7,705 / N= 642

	Live TV channels	SVOD	BVOD	YouTube	AVOD
How many viewers are in front of the screen when watching ....					
10 markets	1.71	1.69	1.46	1.45	1.22
Finland 	1.76	1.62	1.66	1.45	1.16

# Viewers are also quite versatile and switch their video offers according to the programs or the offers of the platforms

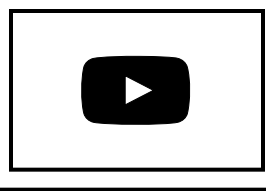


**Q.** Here is a list of statements relating to practices in terms of video content (television channels, streaming platforms, SVOD, etc.). To what extent do you agree with each of these statements?  
N=703

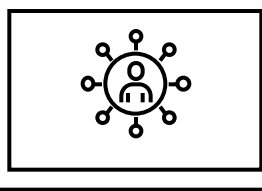
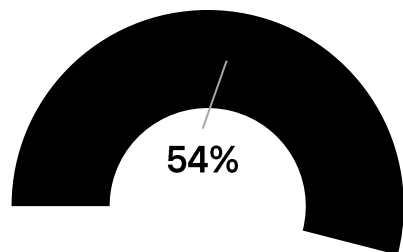


# But ads remain annoying from a user perspective

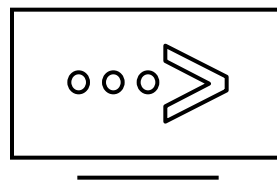
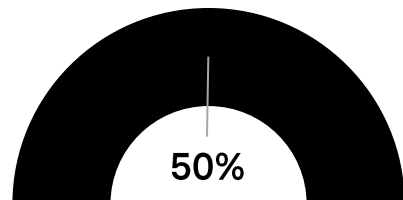
**Q.** To what extent are you annoyed by ads on each platform? % of Answers 4 & 5 on a 0 to 5 scale  
Basis: "Total" N=8,532 / N=703  
*5 means it's very annoying, and 0 means it's not at all annoying. Use the numbers in between to moderate your opinion. One possible answer per platform.*



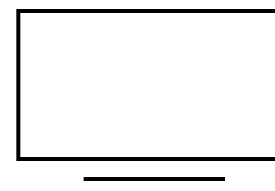
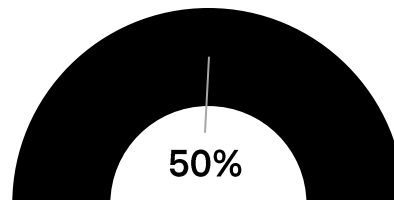
YouTube



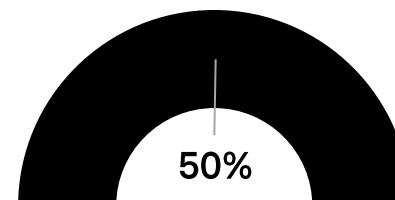
Social Networks



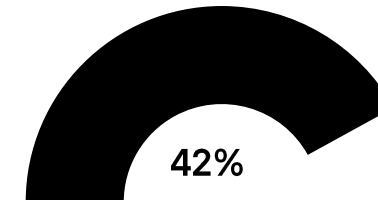
Broadcast VOD



Linear TV



Ad Supported VOD



Finland



65%

55%

55%

47%

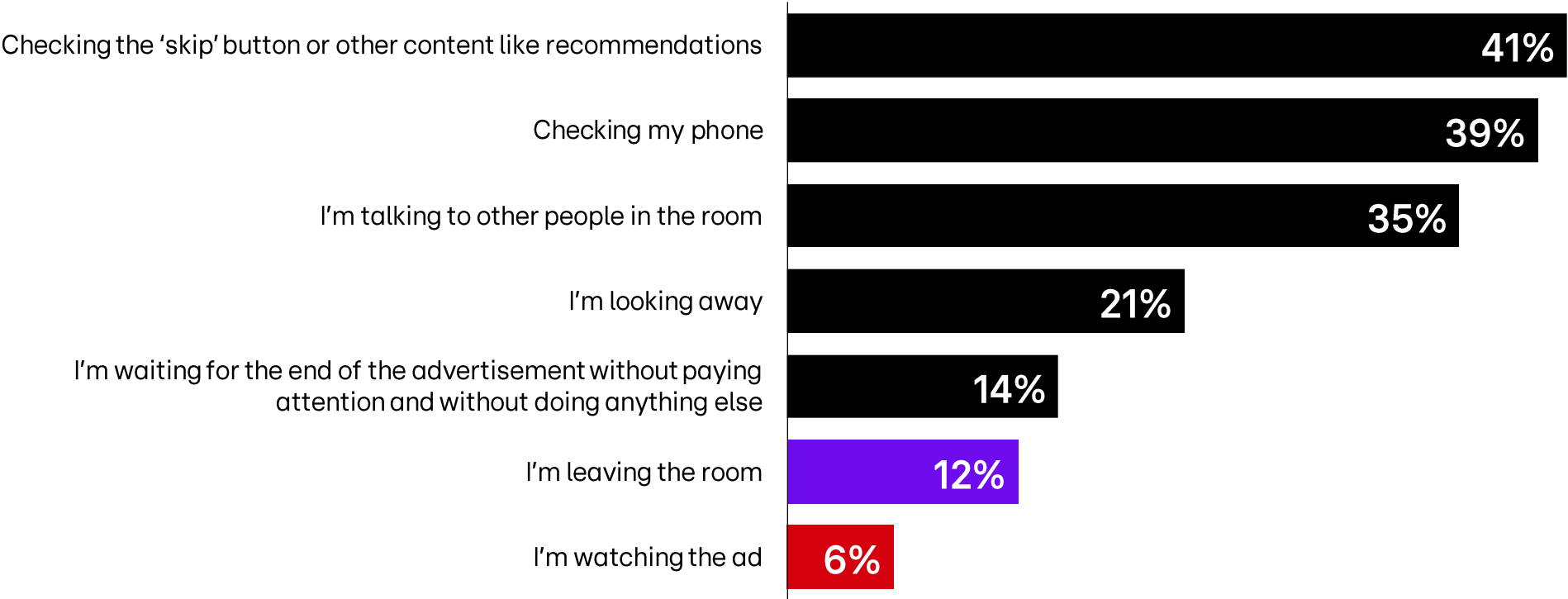
45%

# Video Ads draw mostly passive attention



In general, what do you do during the ad regardless of the device used? *Systematically or almost systematically* %  
Basis: "Total" N=703

One possible answer per statement.

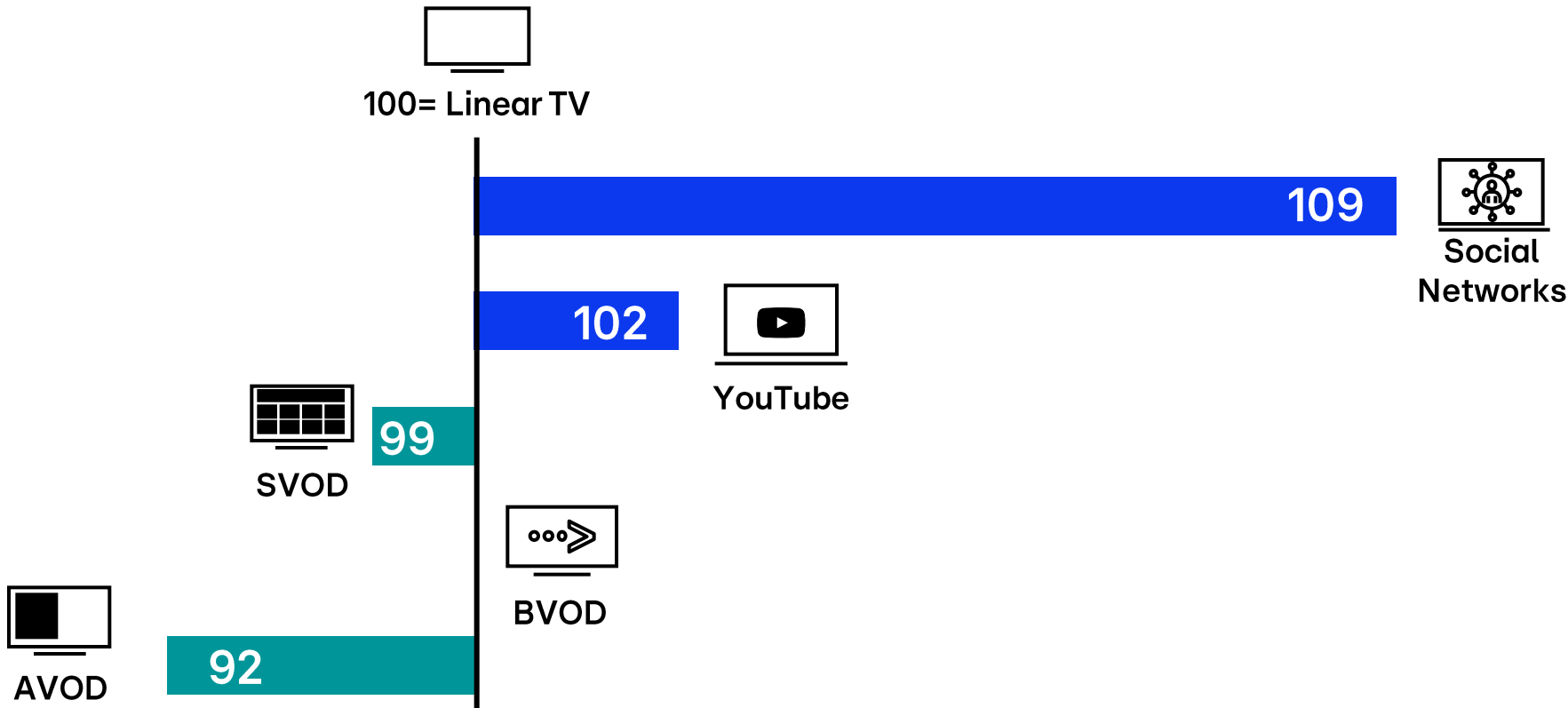


Remaining  
in front of  
the screen

# Finns mute the sound mostly on social networks when watching video content



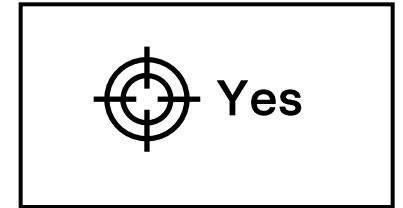
**Q.** And when watching these platforms independently of the device (on any device) , do you usually mute the sound even if the video content is currently playing?  
Basis: "Watch content on a TV set" N=642





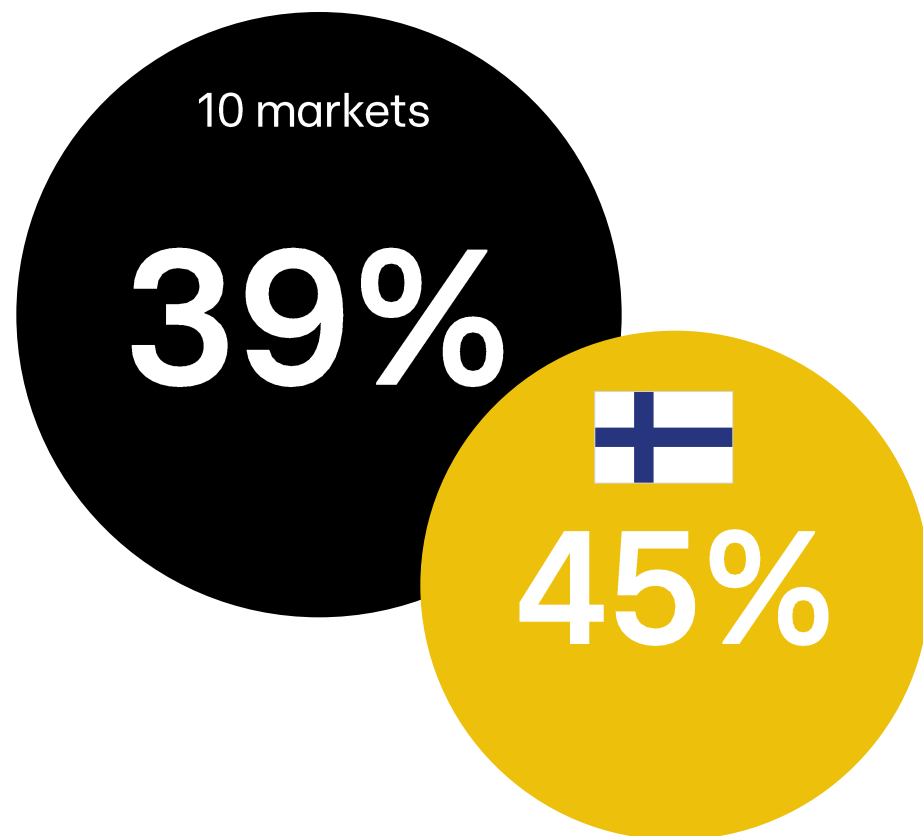
# Many respondents are in favour of targeted ads...

**Q.** Would you be interested in receiving targeted advertising on your TV that suits more your interests?  
Basis: "Total" N=8,532 / N=703  
*Net Agree.*

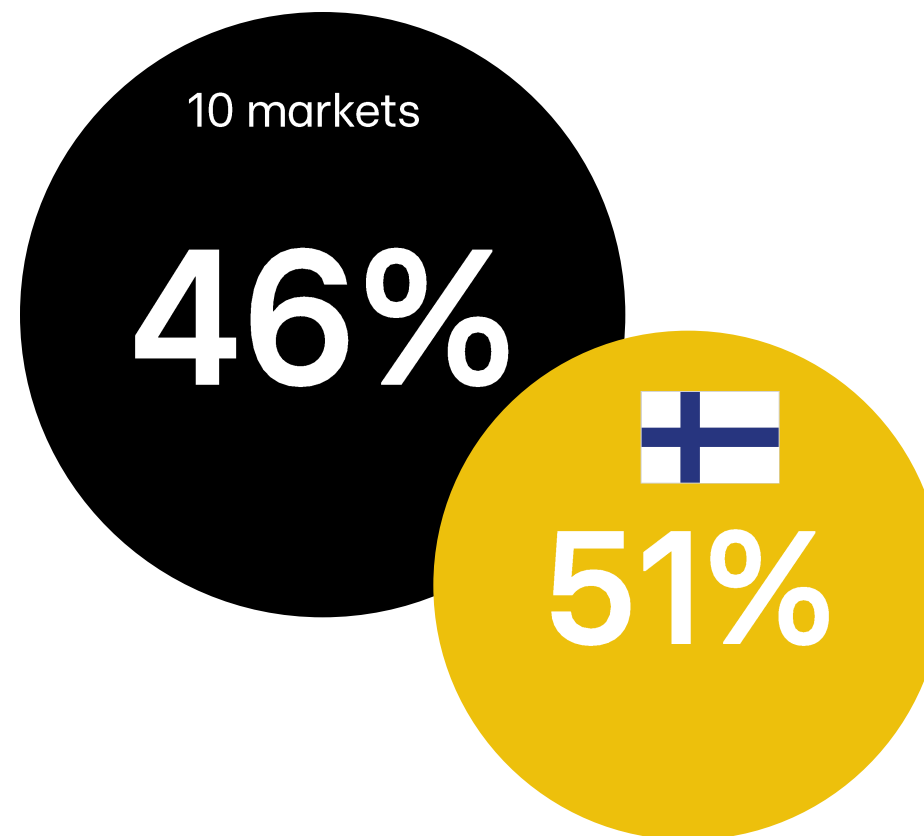


# But don't want to share data at the same time

'I don't want to share any information concerning myself' Any agree



'I don't want companies to track my user data and use that information to sell it' Any agree

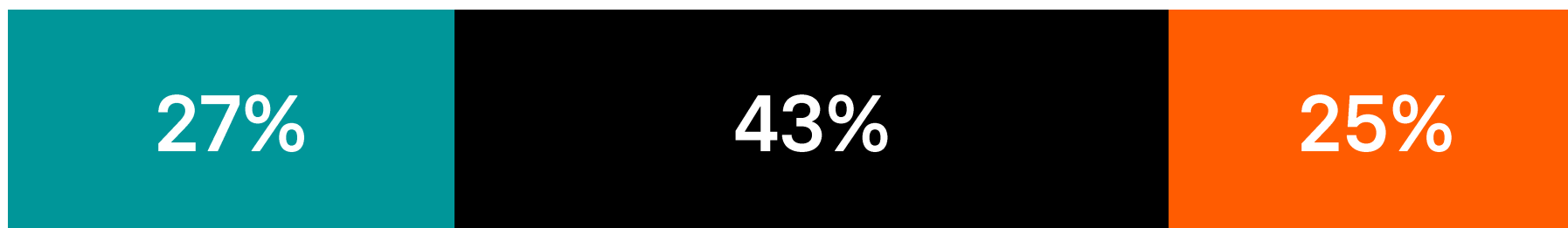


# Inflation

# Europeans and Finns are balanced about their personal economic situation

**Q.** Over the next 6 months, would you say that your personal financial situation will...?  
Basis: "Total" N=8,532 / N=703

10 markets

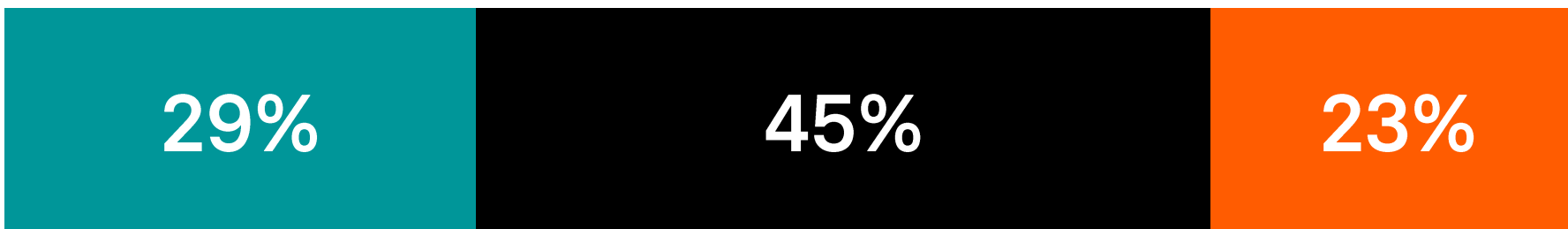


Improve

Same

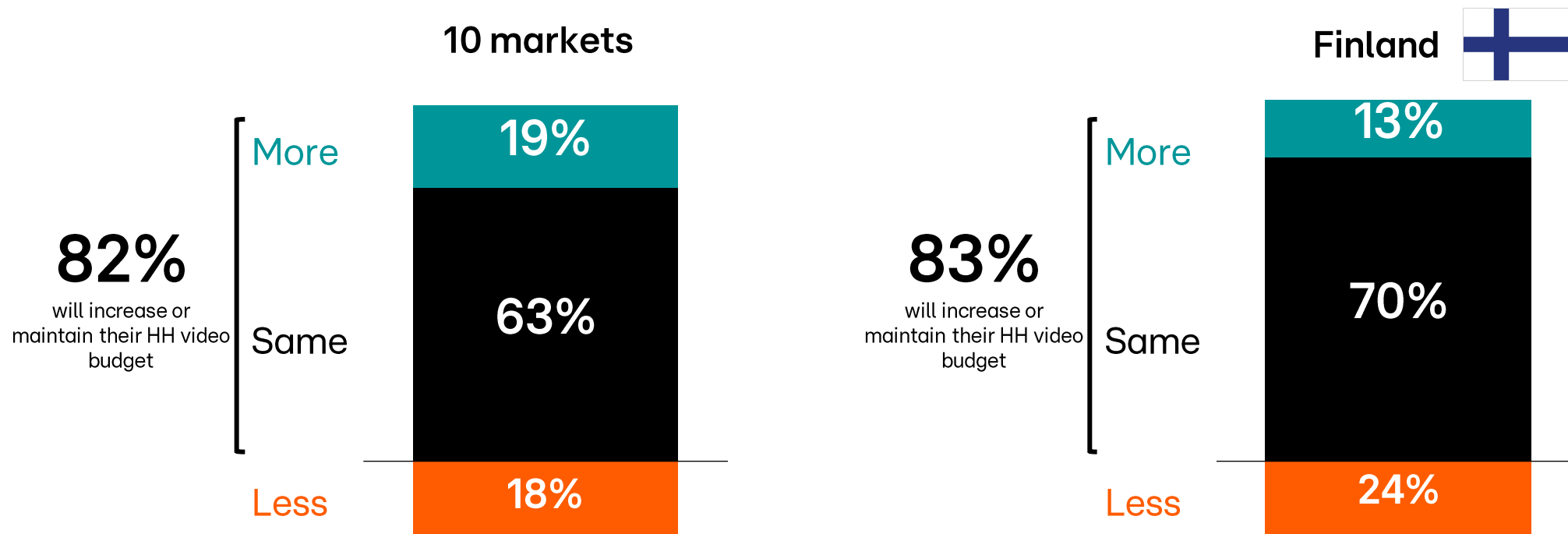
Deteriorate

Finland



# The situation is even more stable from a “video budget” perspective

**Q.** And over the next 6 months, do you think that the budget of your household for video content will...?  
N=8532 / N=703



# The majority of Finns that will decrease their video content budget will drop off 1 or more of their subscriptions



**Q.** In general, would you only watch video content (series, films, sports, TV programs...)...  
Basis: "Decrease budget in the next 6 months" N=119



# Is the interest for Netflix with ads real?



**Q.** In some countries, Netflix offers a cheaper subscription if you agree to watch advertising before your video.  
Did you know that? N=702

49%

of Finns people are aware

**Q.** Are you willing to subscribe for the Netflix offer with advertising?  
N=702

15%

of Finns would definitely subscribe to a cheaper Netflix with ads