



VIDEON KULUTUS SUOMESSA

Tuomo Sinkkonen

dentsu

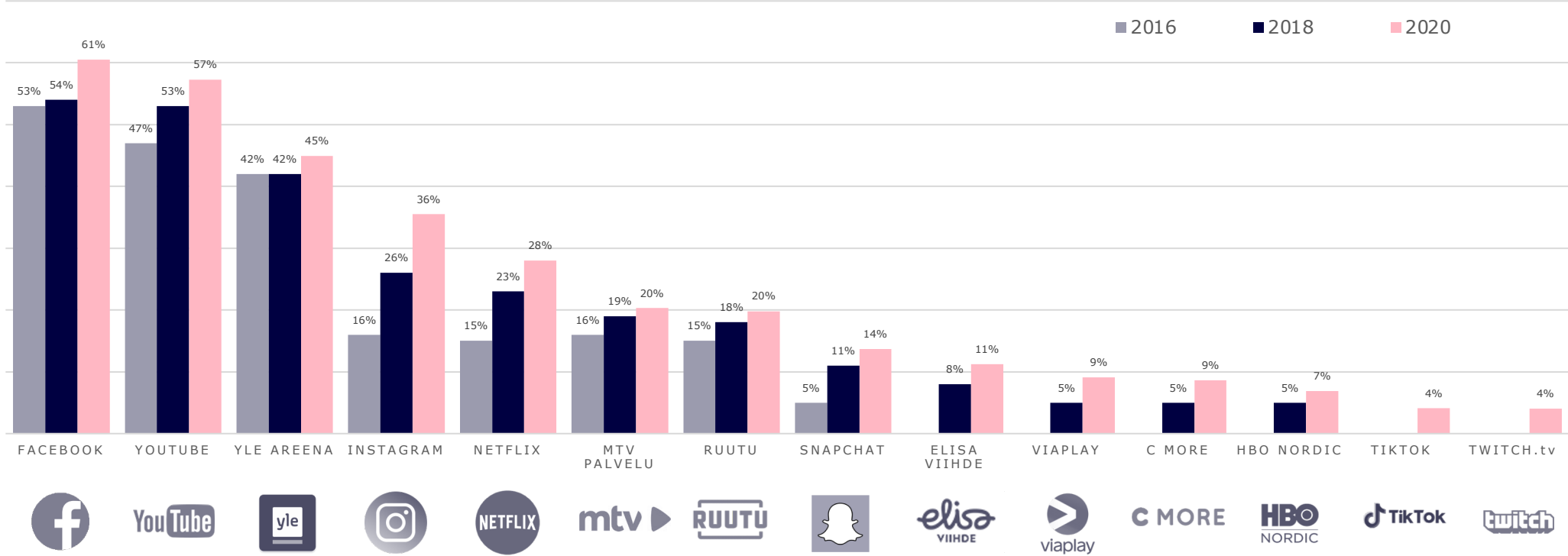
CCS Kuluttajatutkimus

Local & Global Survey

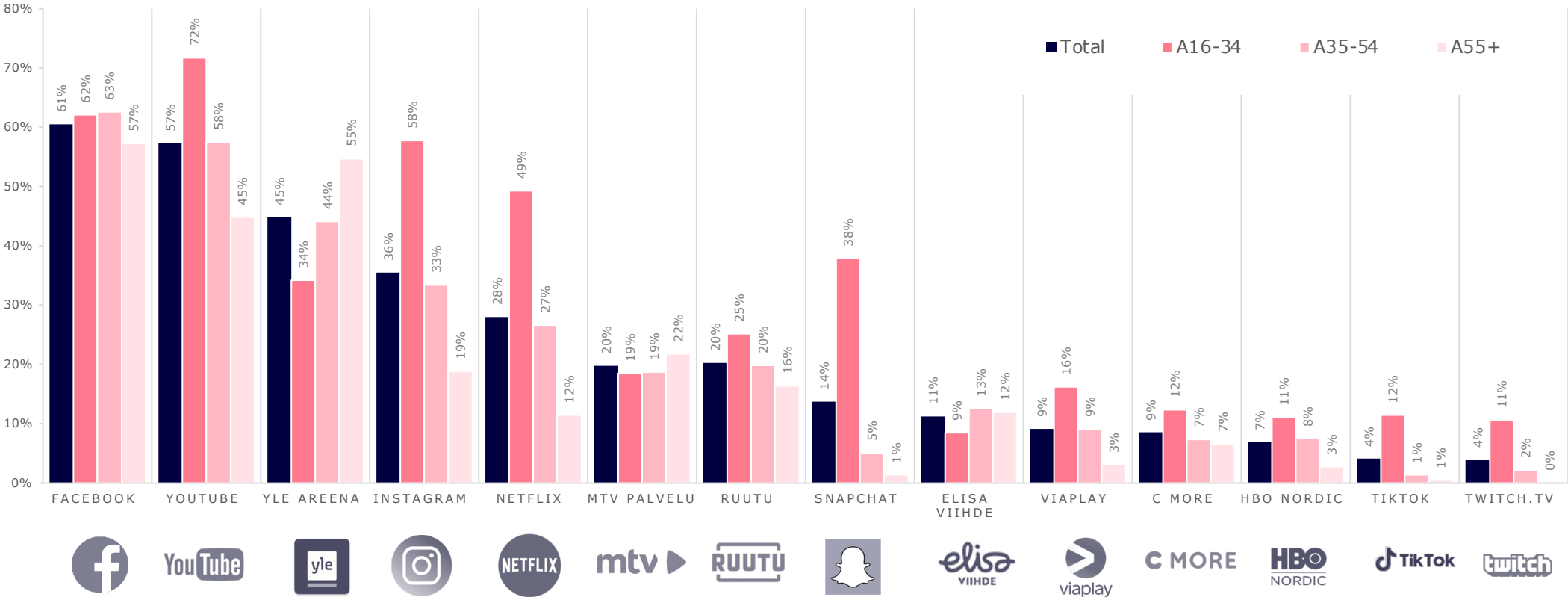
Done in +65 countries including all Nordics
+350 000 respondents
+ 5 400 in Finland



ONLINE VIDEOON SÄÄNNÖLLINEN KÄYTTÖ KASVAA



ONLINE VIDEO SIVUSTOJEN JA PALVELUIDEN IKÄRAKENNE

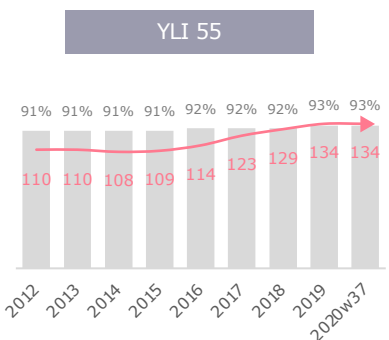
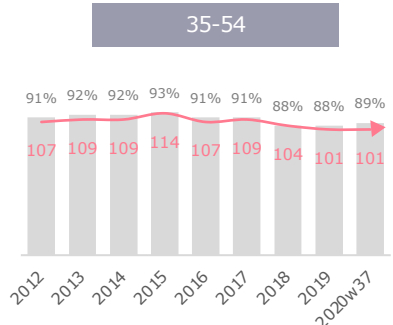
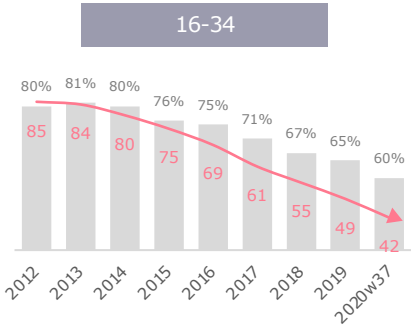


ONLINE VIDEO VS KAUPALLINEN TV



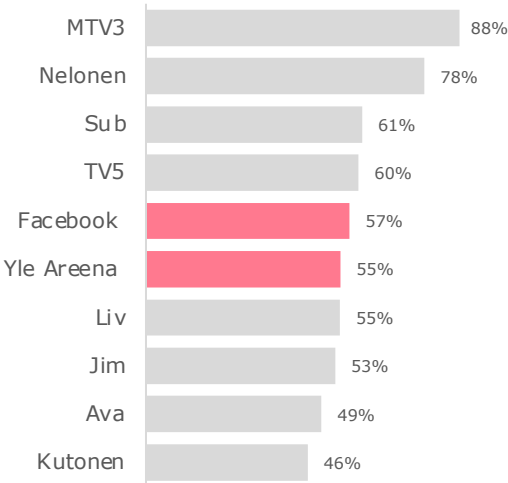
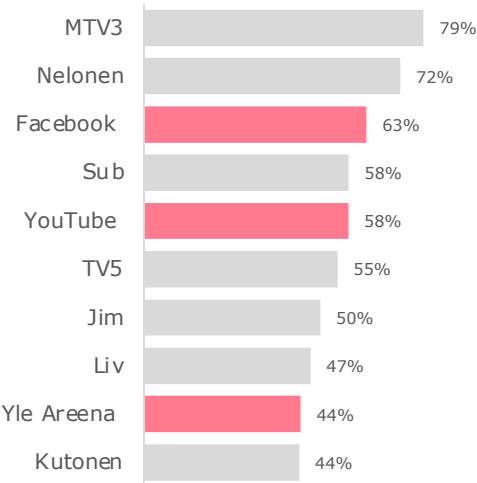
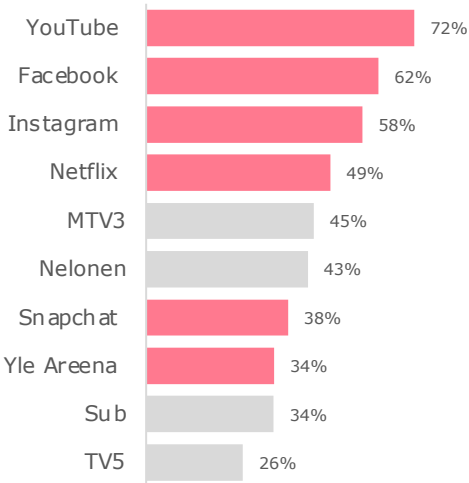
KAUPALLINEN TV

■ Viikkotavoittavuus
— Minuuttia per päivä



TOP 10 KANAVAT

■ Kaupallinen TV viikkotavoittavuus
■ Online video säännöllinen käyttö

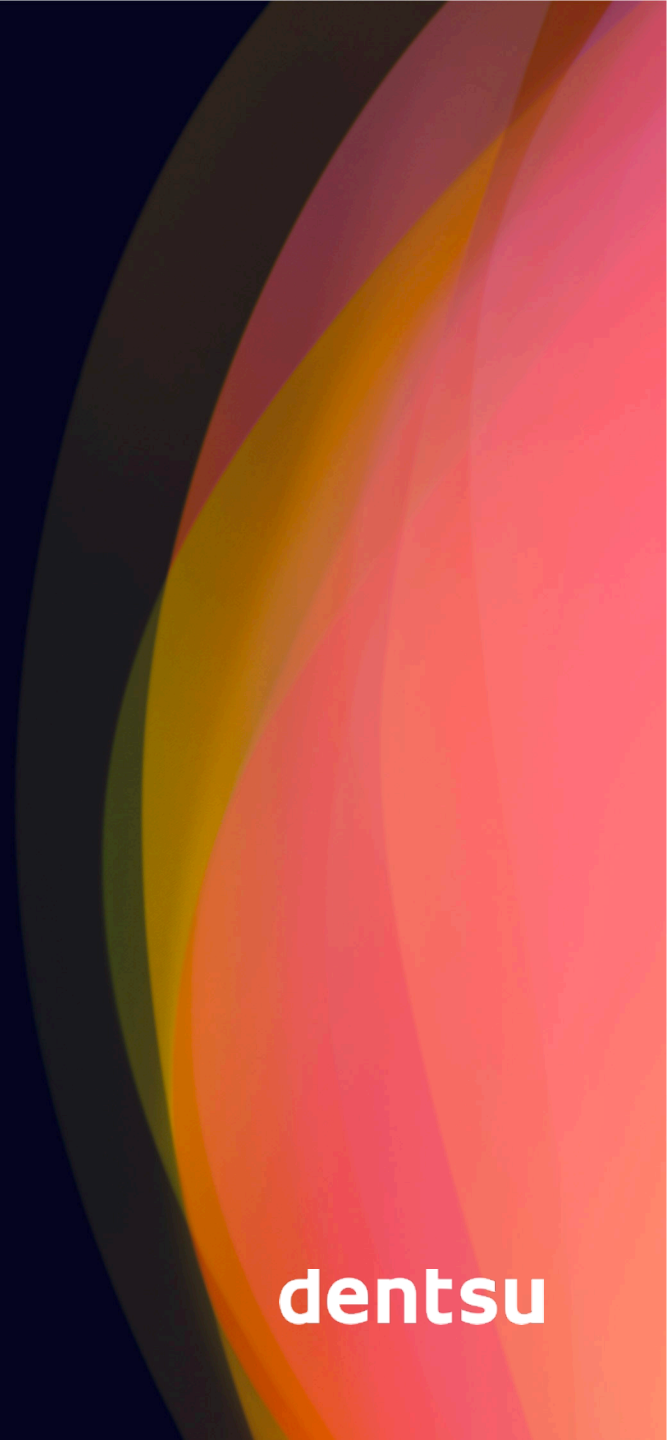


TV: Finnpanel Adedge / 2012-2020w37 (Average weekly reach + Minutes viewed per day – Commercial channels only)
Online video: Dentsu Aegis CCS Survey 2020, (Which of these sites do you visit regularly)

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