

R T L

Meet RTL AdAlliance

RTL AdAlliance connects brands from all over the world to European audiences through premium content



Our unique organisation and proposition in Europe.



300+
media experts



250+
media partners



13
offices



100+
TV channels



12
countries



4.500+
digital properties

The Living Room Study



2026 Finland Edition
by RTL AdAlliance

for **iab.** FINLAND

We have built

The largest study about European video streaming consumption

Covering 17 countries on 3 continents

15,000

respondents

- aged 18-64
- surveyed from 19th Jan. to 4th Feb. 2026

2

new countries

HU, CN

with our panel provider

norstat



China



USA



± 15,000
respondents
aged 18-64



Covering +130 streaming platforms



Agenda

1. Methodology
2. Video viewing habits
3. Streaming consumption
4. Advertising

Part 1

Methodology

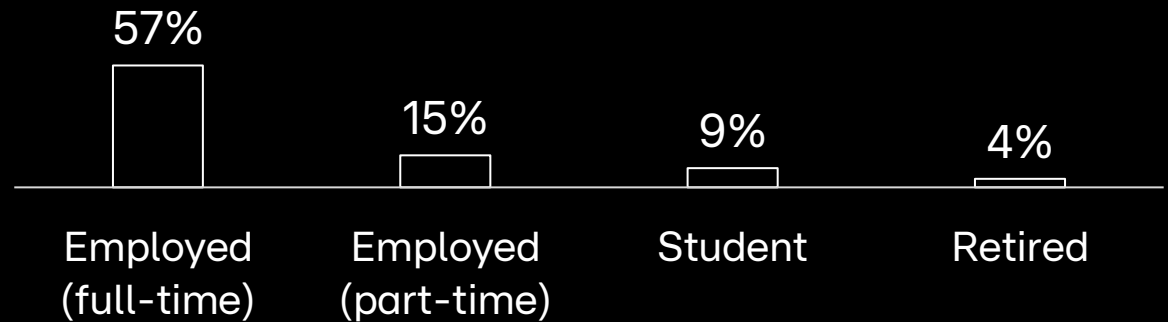
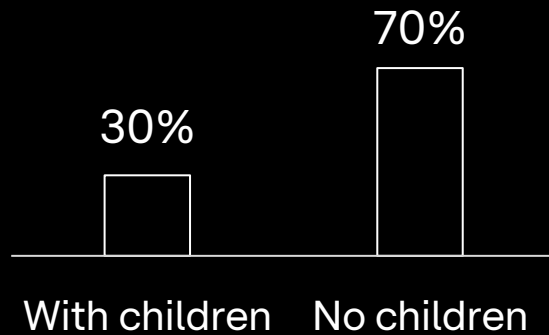
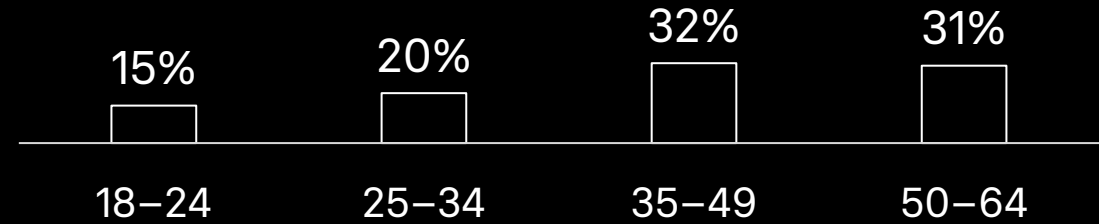
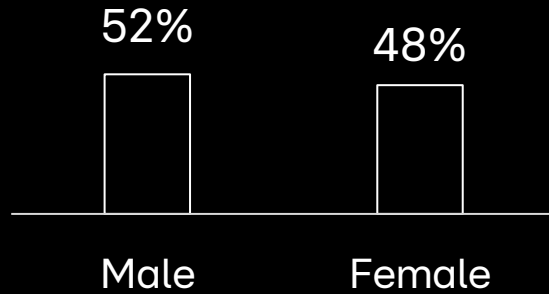


Respondents profile

A representative panel of the country population

Finland

704
respondents



Streaming categories

We organized the streaming platforms into 5 categories.

Every data that you'll see about streaming categories in this presentation are based on this categorization.

The results for streaming categories are an aggregation of those from each streaming platform.

SVOD

Netflix
Amazon Prime Video
Disney+
AppleTV+
SkyShowtime
HBO Max
BritBox
DAZN
MUBI
Viaplay
Hayu

BVOD

Ruutu
Yle Areena
MTV Katsomo

AVOD

Pluto TV via Ruutu

FAST

Samsung TV plus
Rakuten TV
LG Channels
Hisense / Vidaa TV Channels

Hosting platforms

YouTube
Twitch



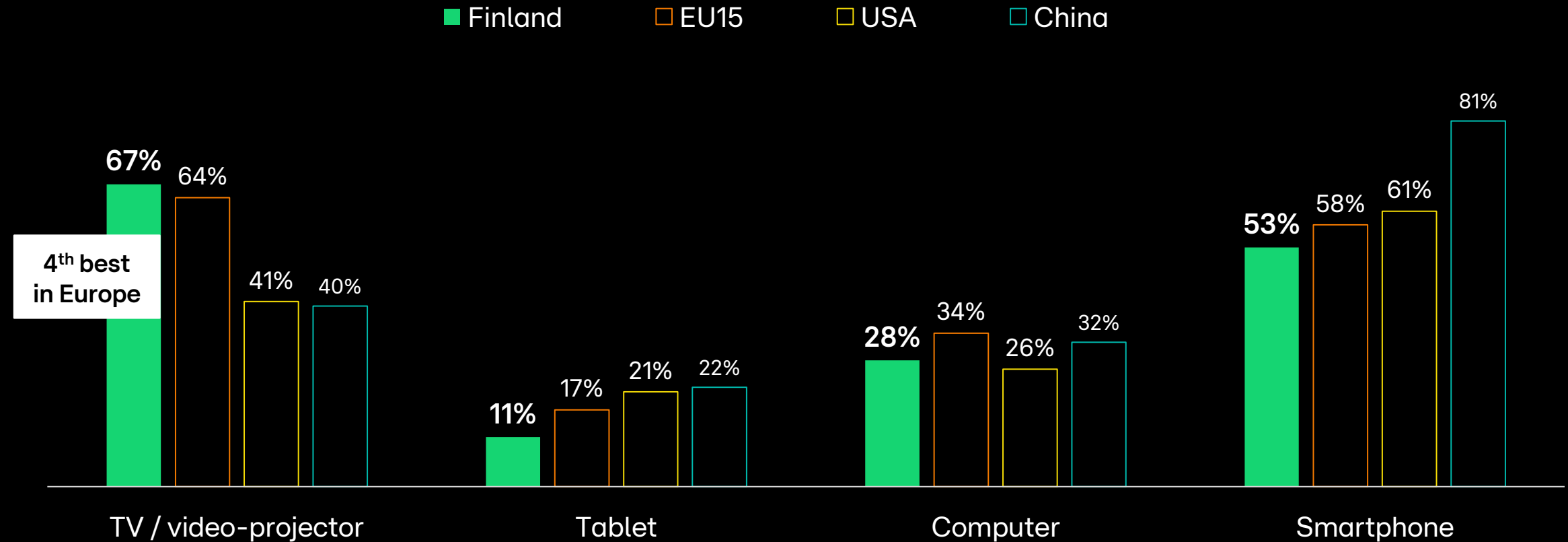
90%

of Europeans TV
owners have it
connected to the
Internet

Finland has one of the strongest consumption on TV

How often do you use your devices to watch video contents?

Response: Every day

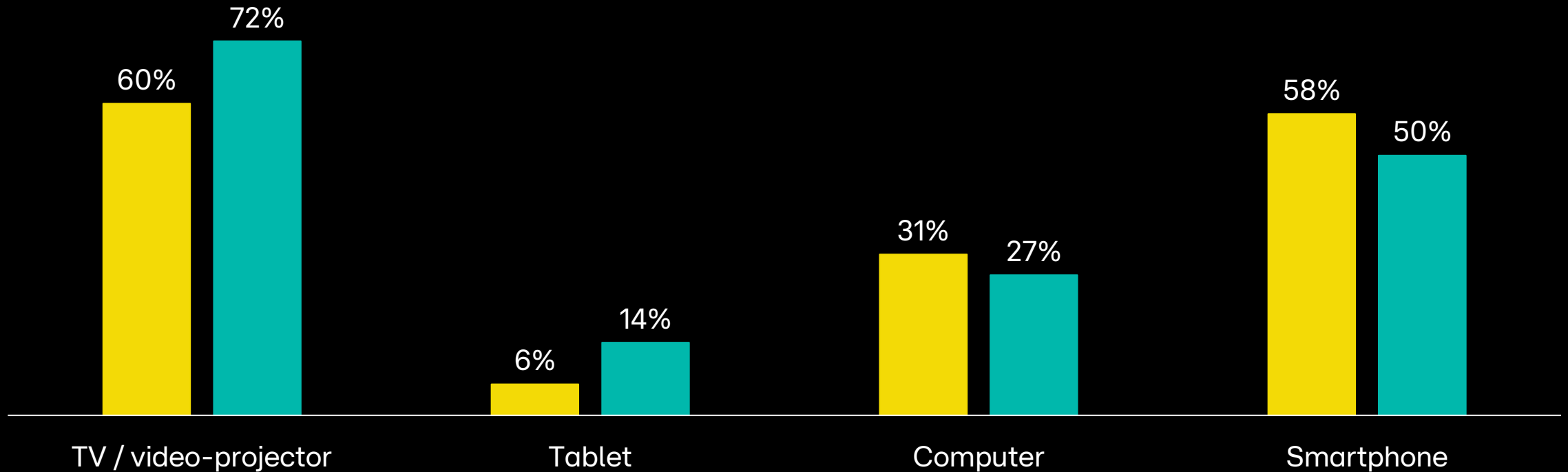


TV is the first device used to watch video in Finland

How often do you use your devices to watch video contents?

Response: Every day

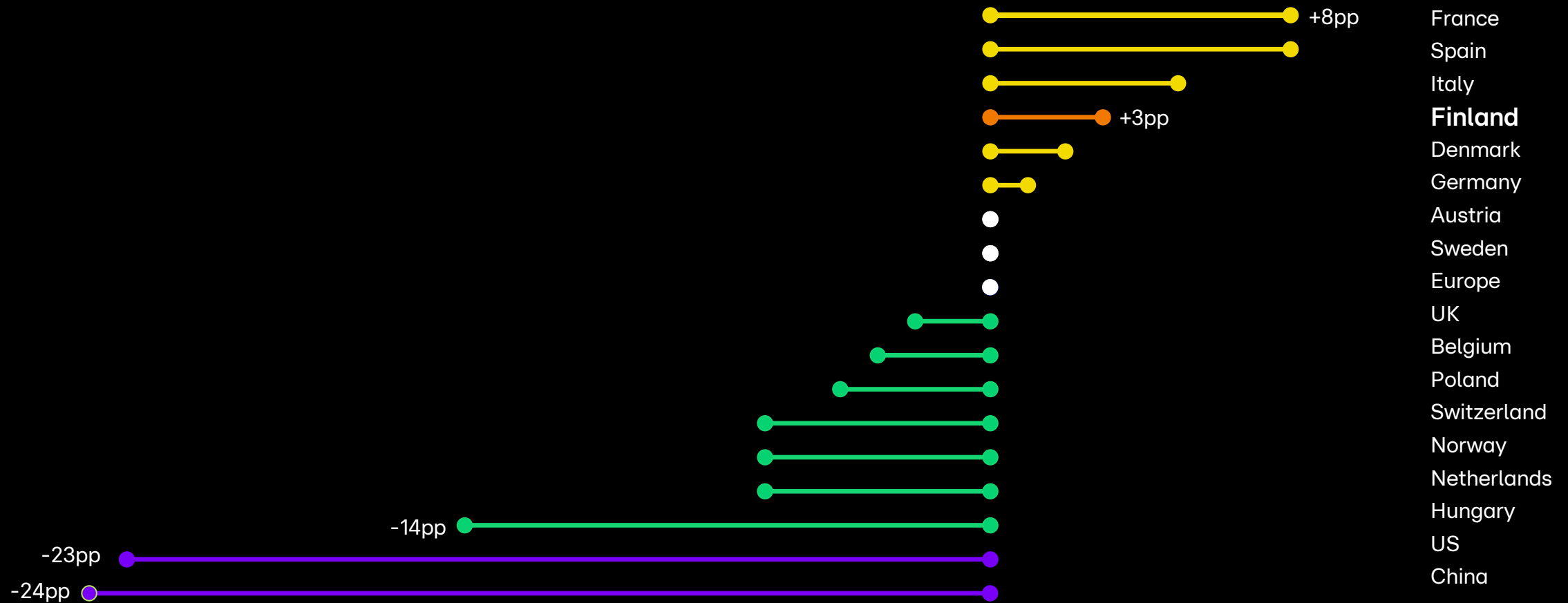
■ 18-35 ■ 35-64



Finland has one of the strongest consumption on TV

How often do you use your devices to watch video contents?

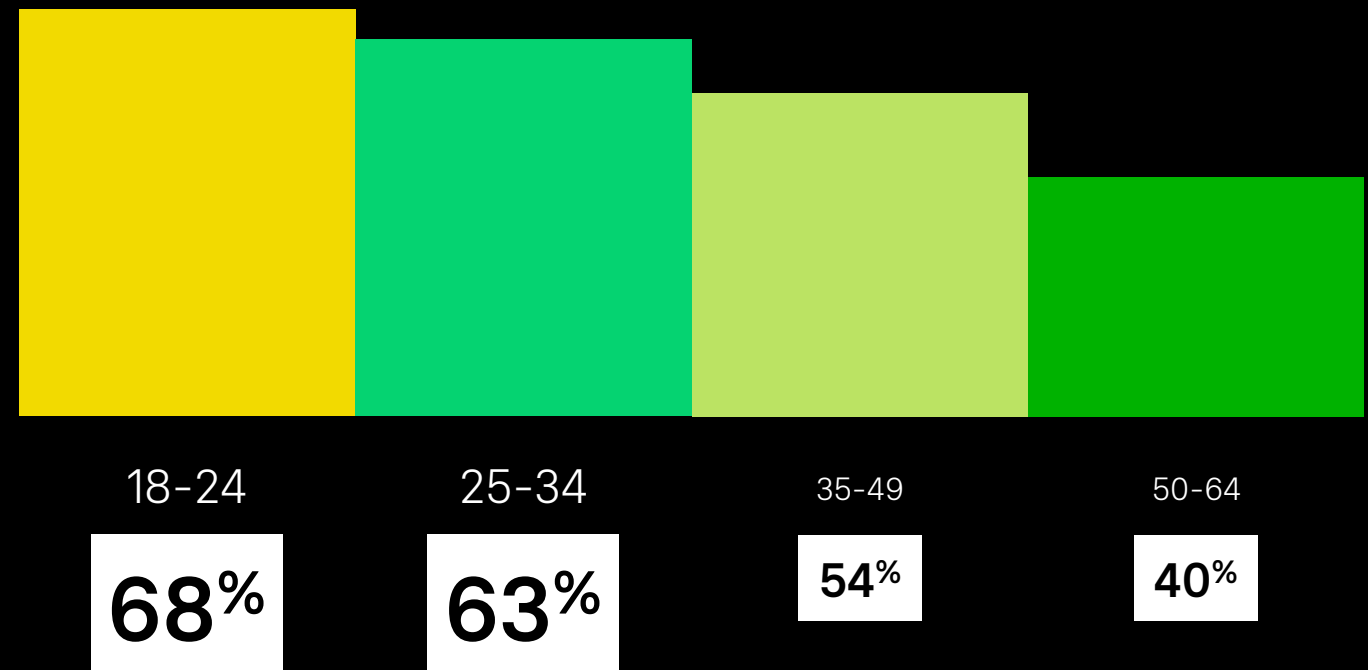
Filter: TV/video projector. Response: Every day



Co-viewing bringing people together

« I feel that watching video content with other people brings strong social bonds.

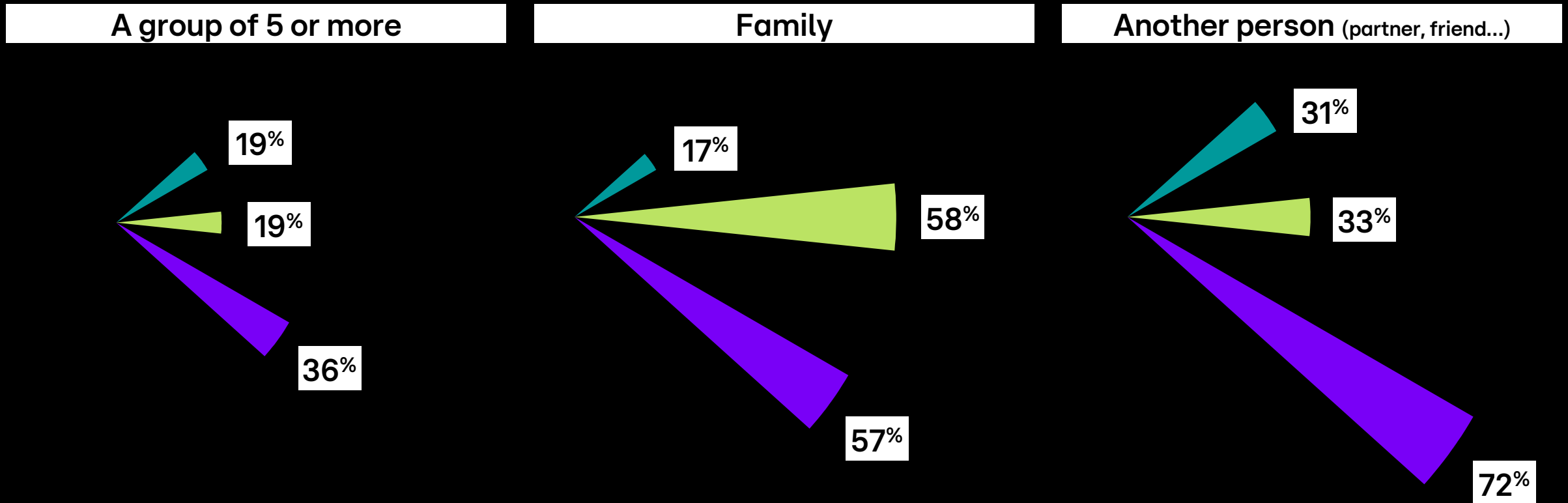
(Any agree, Europe)



The power of co-viewing differs per platform

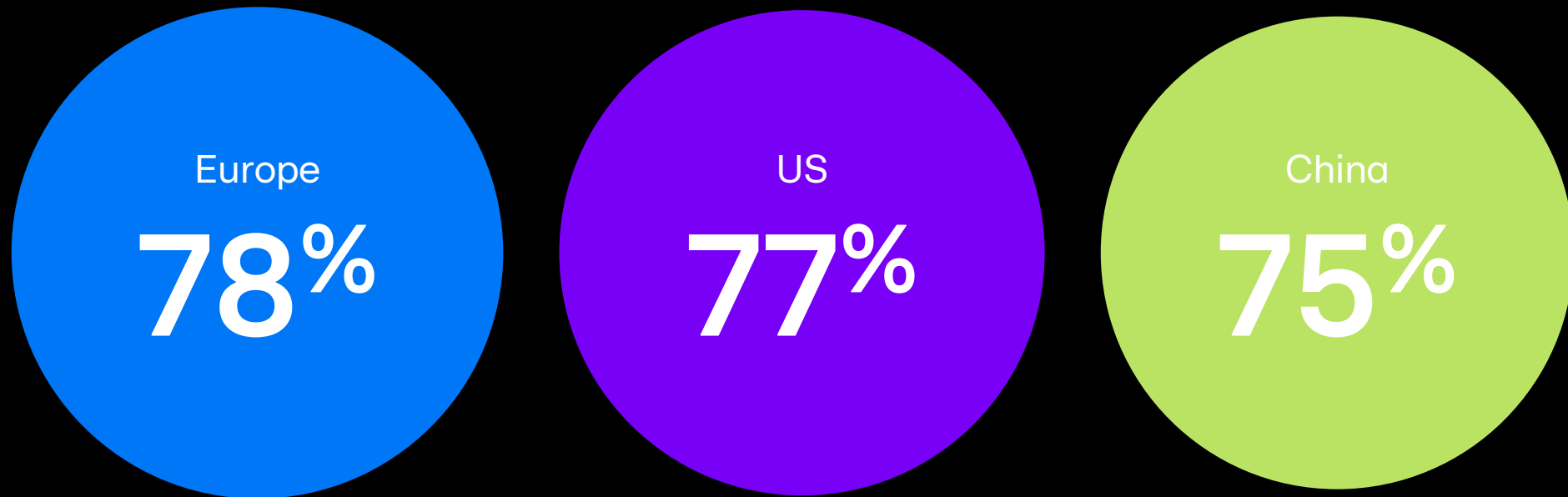
The 18-24 Europeans often watch with...

Hosting platforms (YouTube, Twitch) Linear TV SVOD



Ad breaks turning into social moments

In general, do you speak with other people in the room during the adverts on your TV set?



Co-viewing makes ads more memorable

+23%

ad
recall

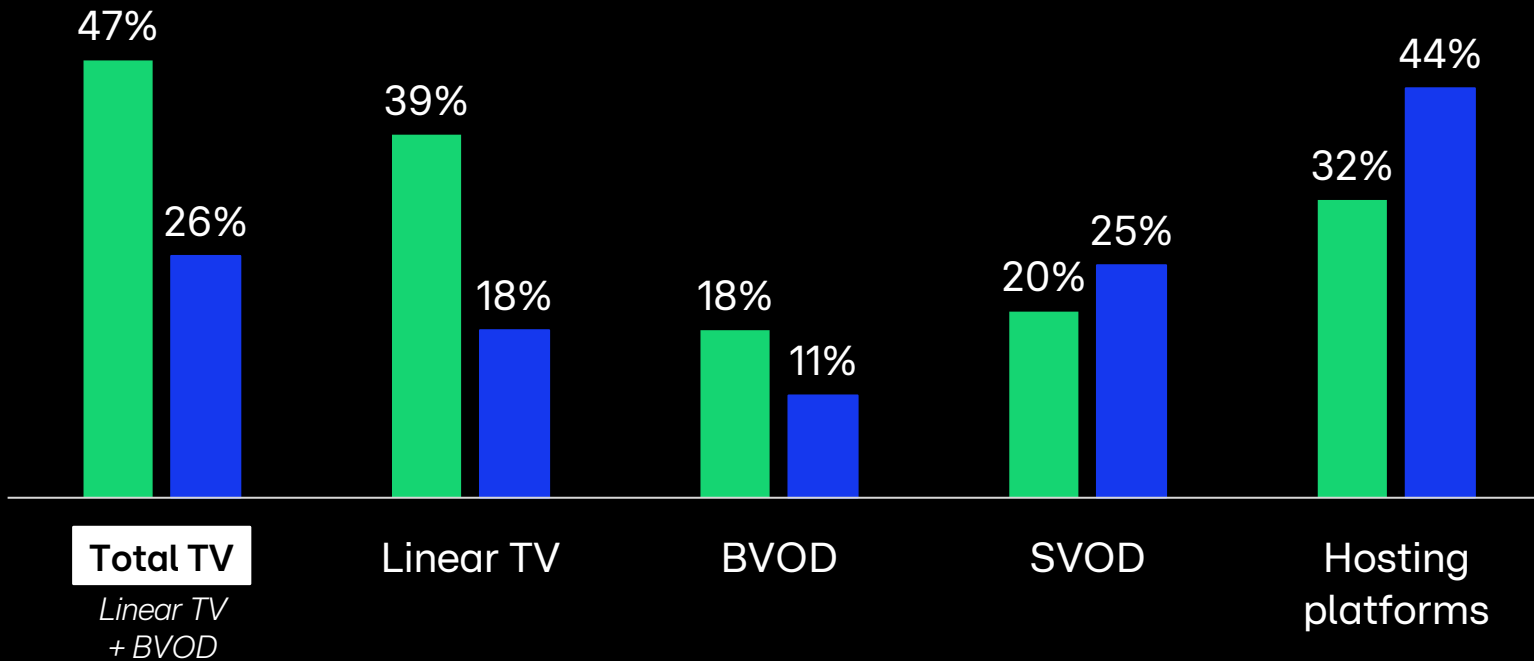
TV is the main destination... on TV

How often do you watch the following platforms on your TV set?

Response: Every day

Finland

■ 18-64 ■ 18-34



EU15

18-64

1. Total TV - 44%
2. Hosting platforms - 31%
3. SVOD - 30%

USA

18-64

1. SVOD - 61%
2. Total TV - 54%
3. Hosting platforms - 53%

China

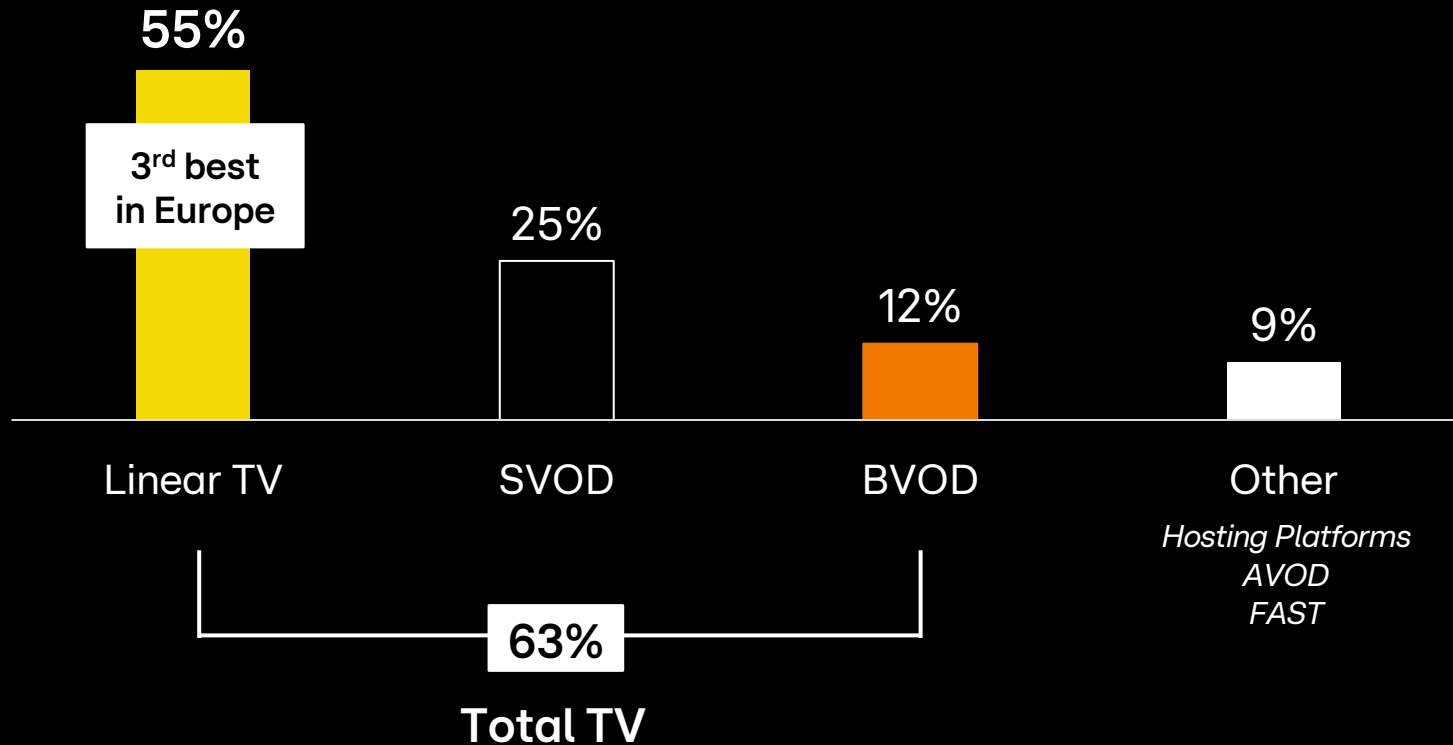
18-64

1. Total TV - 50%
2. Hosting platforms - 44%
3. SVOD - 33%

TV is by far the first destination... on TV

When you turn your TV on, what is your first destination?

Finland



EU15

1. Total TV - 62%
2. SVOD - 29%
3. Other - 9%

USA

1. Total TV - 55%
2. SVOD - 29%
3. Other - 17%

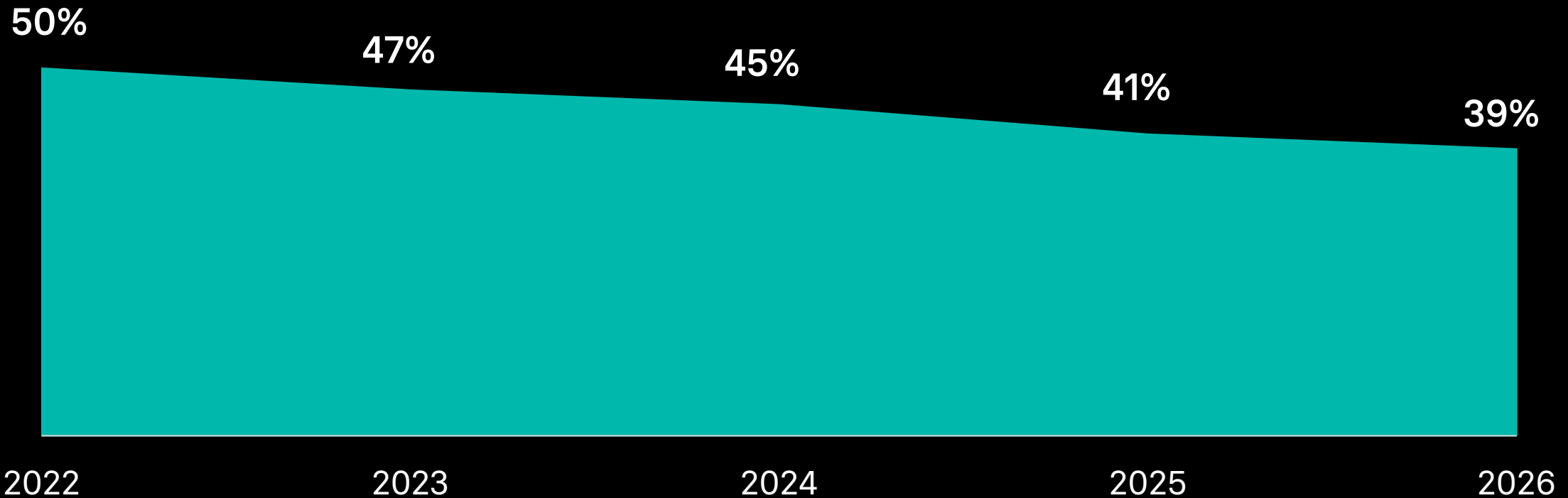
China

1. Total TV - 50%
2. SVOD - 26%
3. Other - 20%

Despite Linear TV decrease

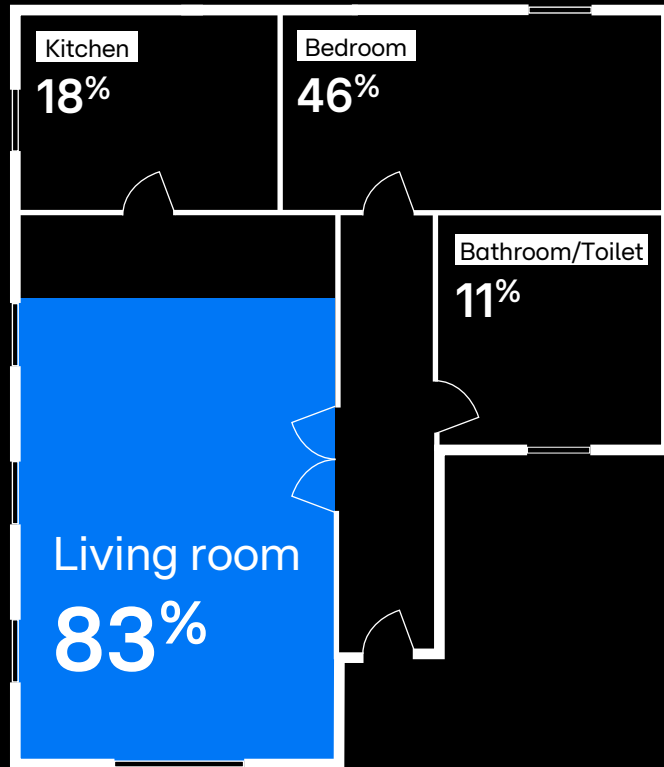
How often do you watch the following platforms on your TV set?
Filter: Linear TV. Response: Every day

Finland



The living room is where we come together

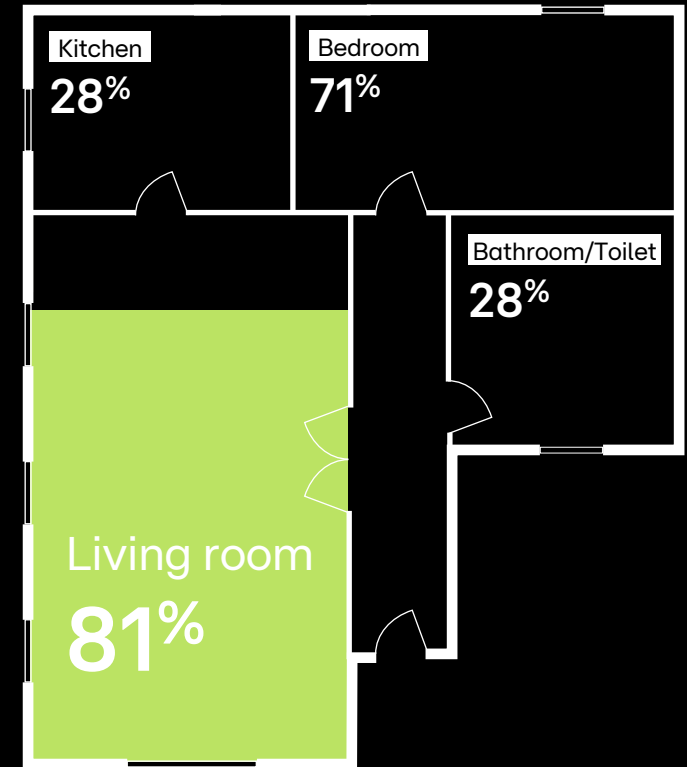
Europe



US

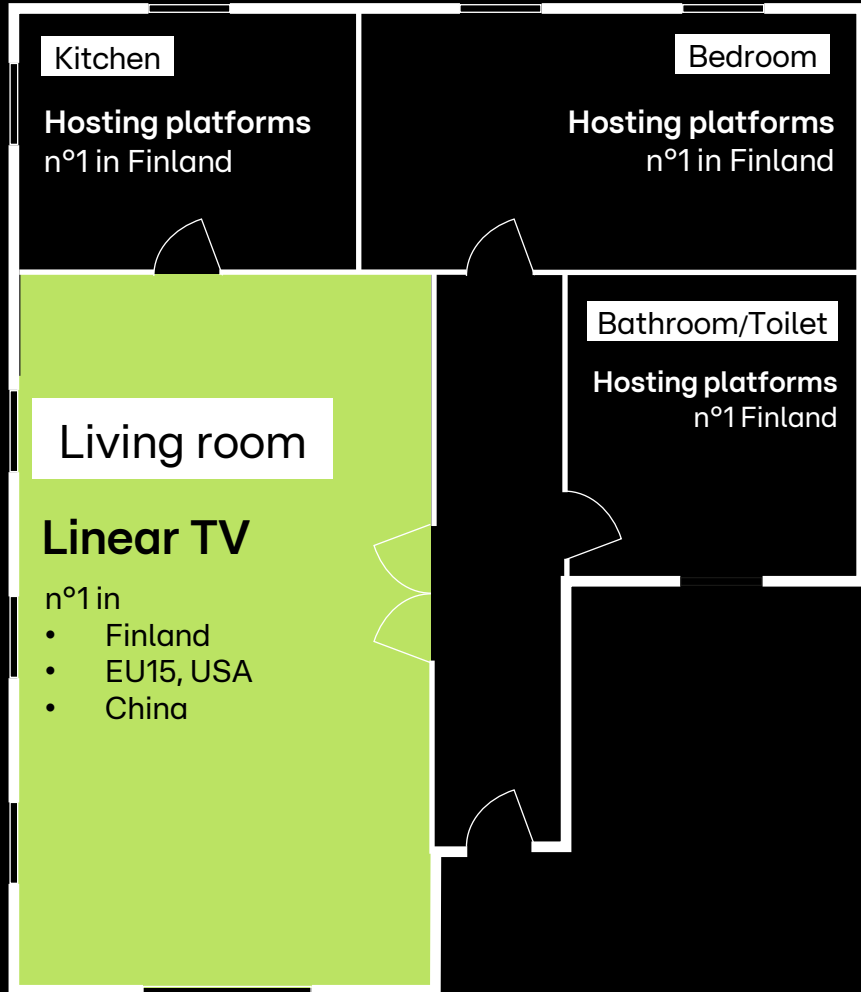


China



The living room is a TV-walled garden

Most of the time, where do you watch video content ? Response: Top 1 per room



In public transportation

Hosting platforms
n°1 in Finland, EU15, China



At work / at school

Hosting platforms
n°1 in Finland, EU15, USA, China



When I travel

Hosting platforms
n°1 in Finland, EU15, USA, China

Part 3

Streaming consumption

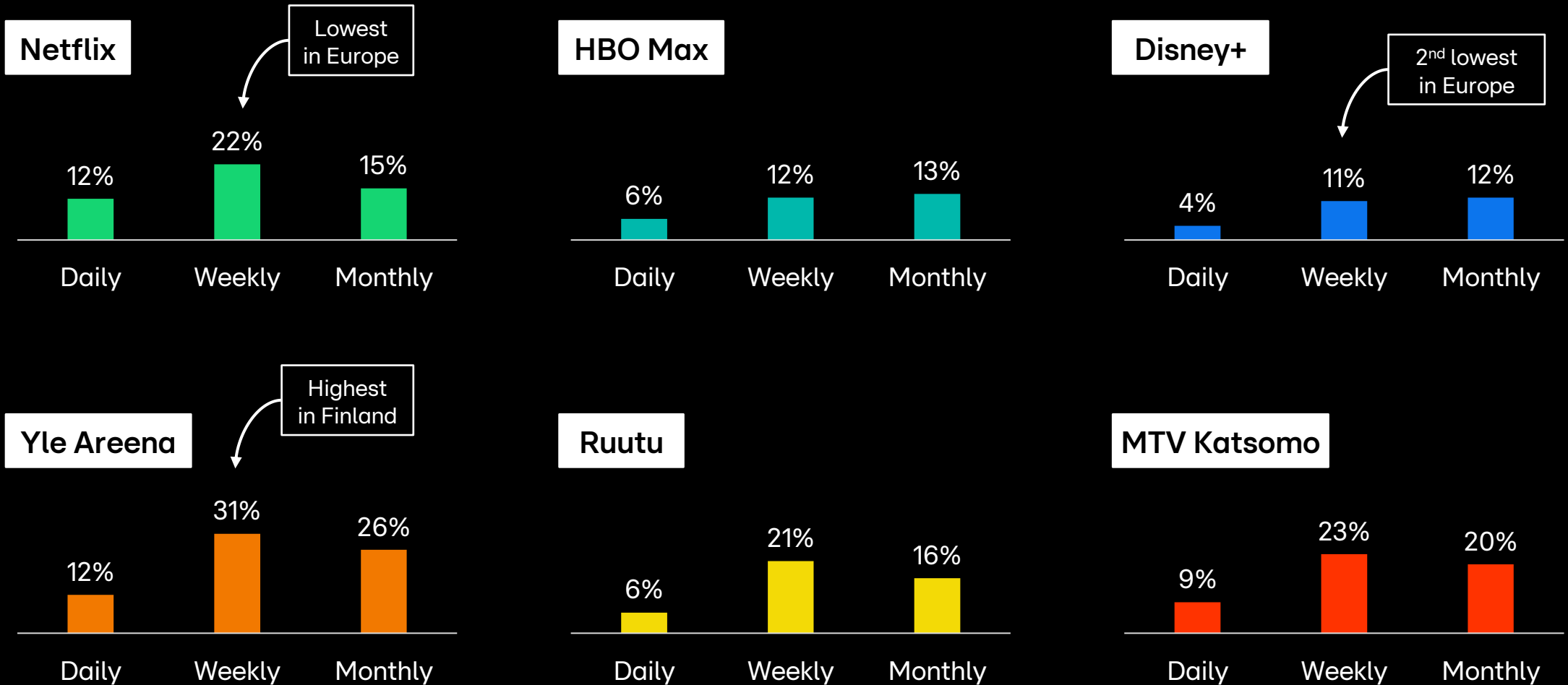


In Finland, local champion shows strong consumption

RTL

Finland

How often do you watch streaming platforms on your TV?

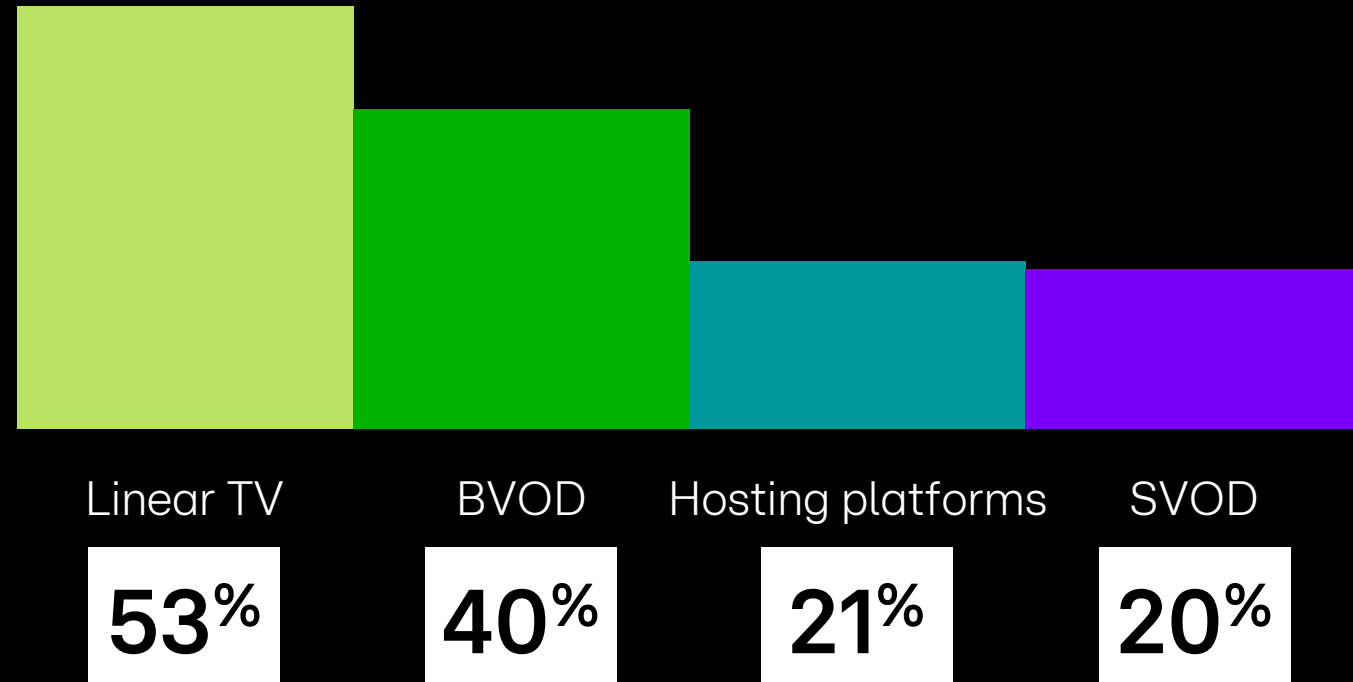


Source: The 'Living Room' study by RTL AdAlliance, 2026 edition. Basis Finish that Own a TV or a video-projector': 659 respondents.

Local content naturally appeals to Europeans

« I often watch local content on these platforms.

(Any agree, Europe)



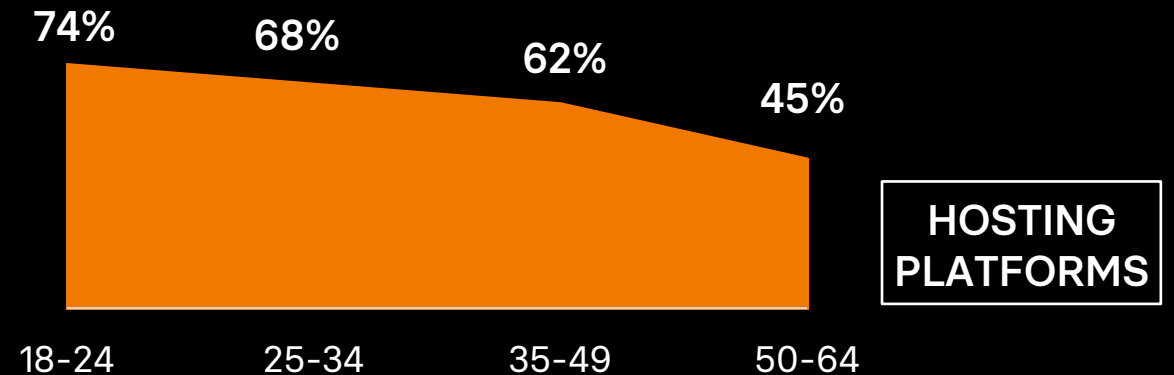
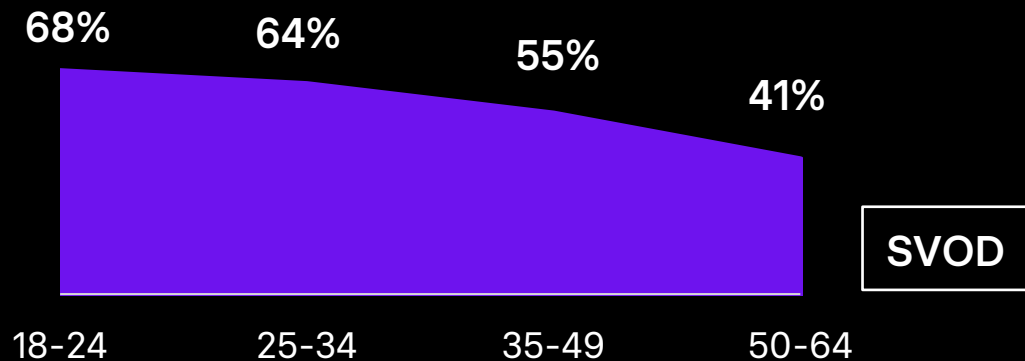
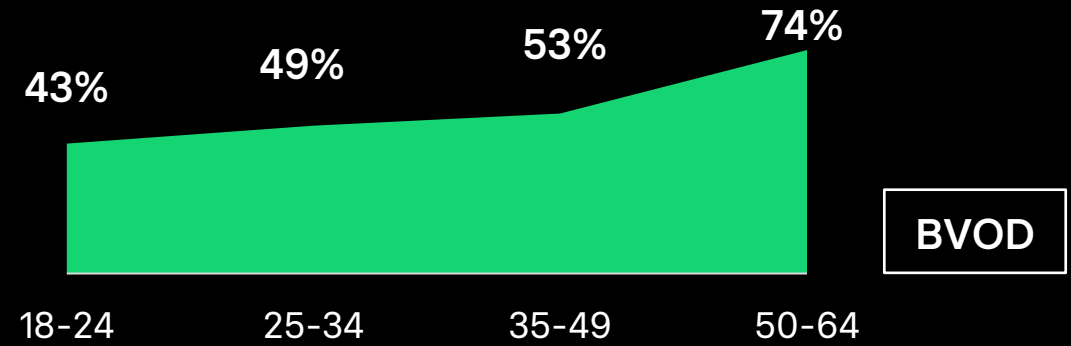
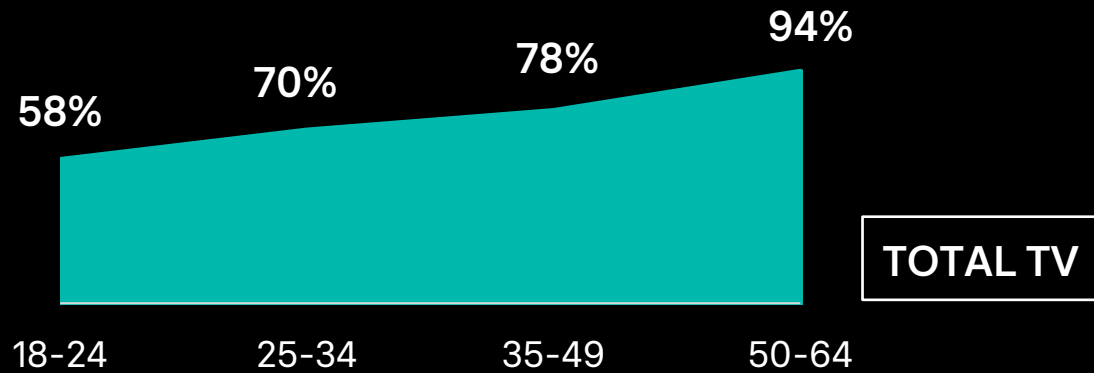
Between TV and SVOD, 2 complementary audiences

RTL

Finland

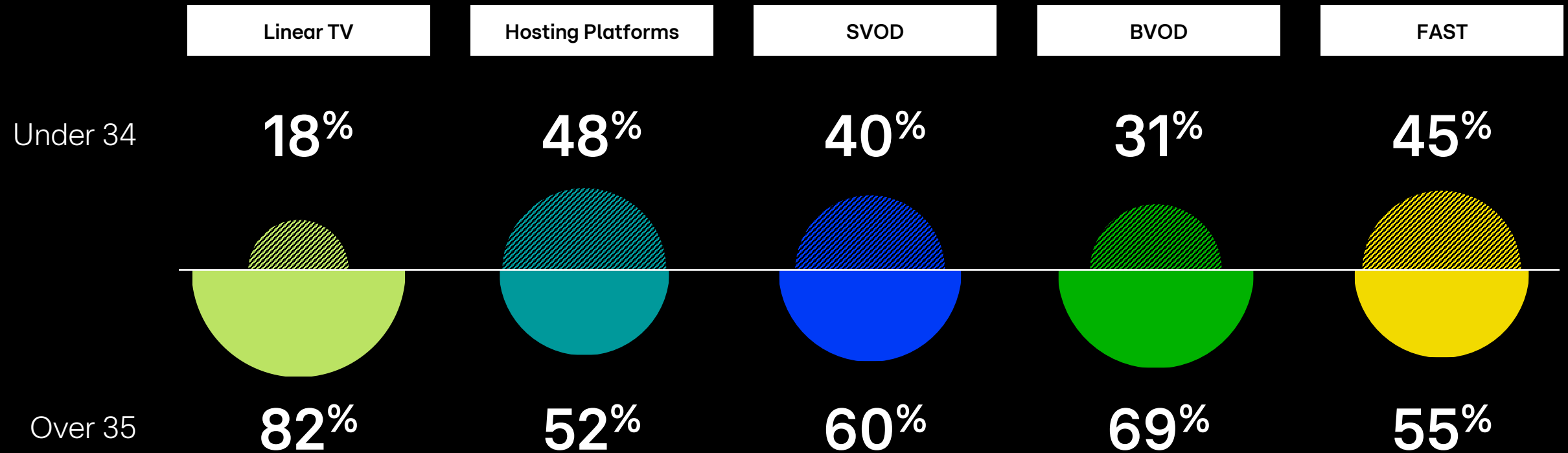
How often do you watch streaming platforms on your TV?

Age penetration / Response: At least once a week



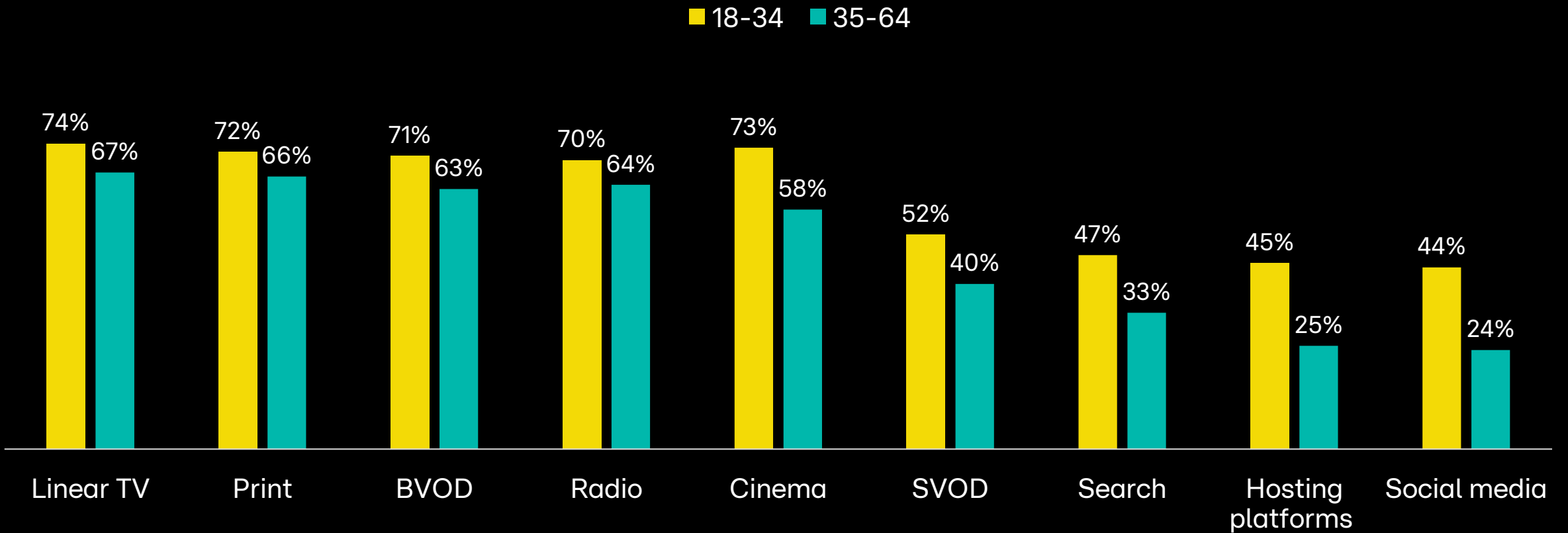
Collaboration to meet different viewing moods

Daily usage on a TV set, Europe



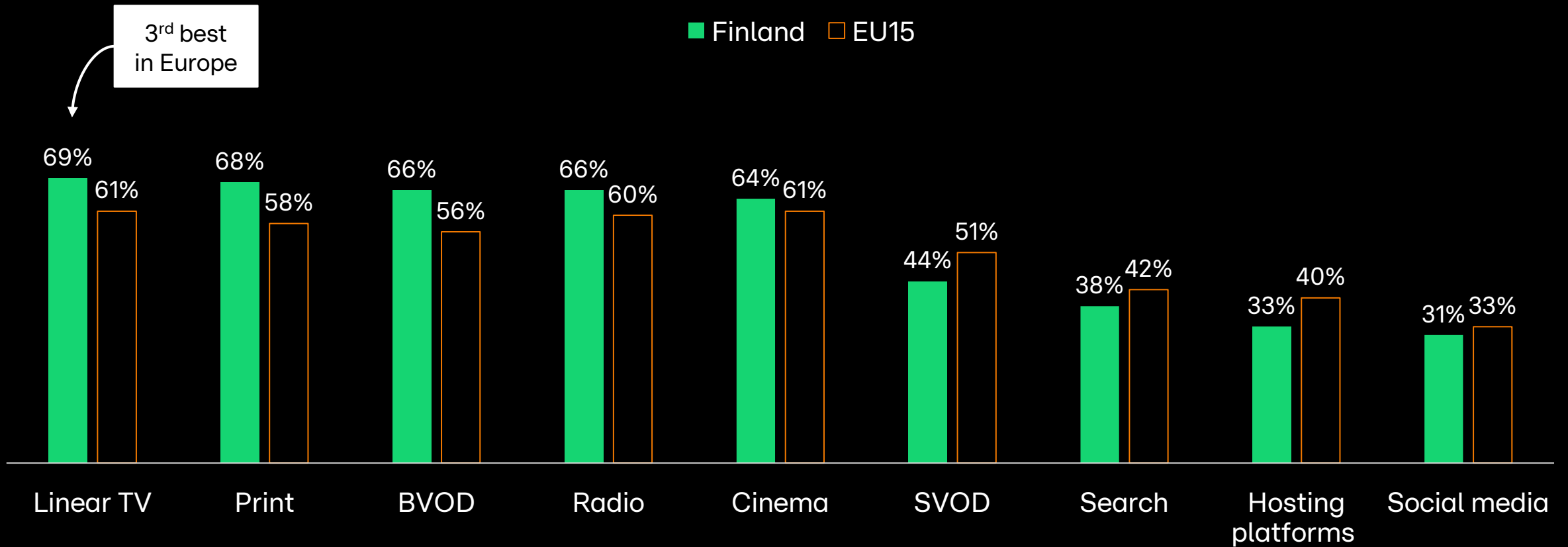
TV is the most trusted media in Finland

When you see/hear an ad for a brand you don't know on those different media, what do you tend to think about the brand advertised?
Response: I trust it very much OR I trust it somewhat



TV is the most trusted media in Finland

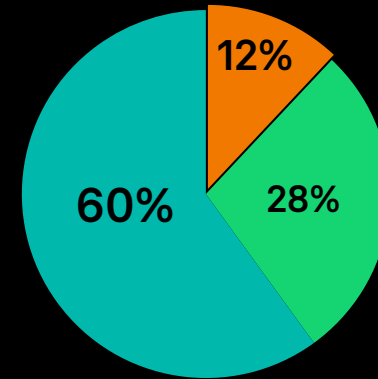
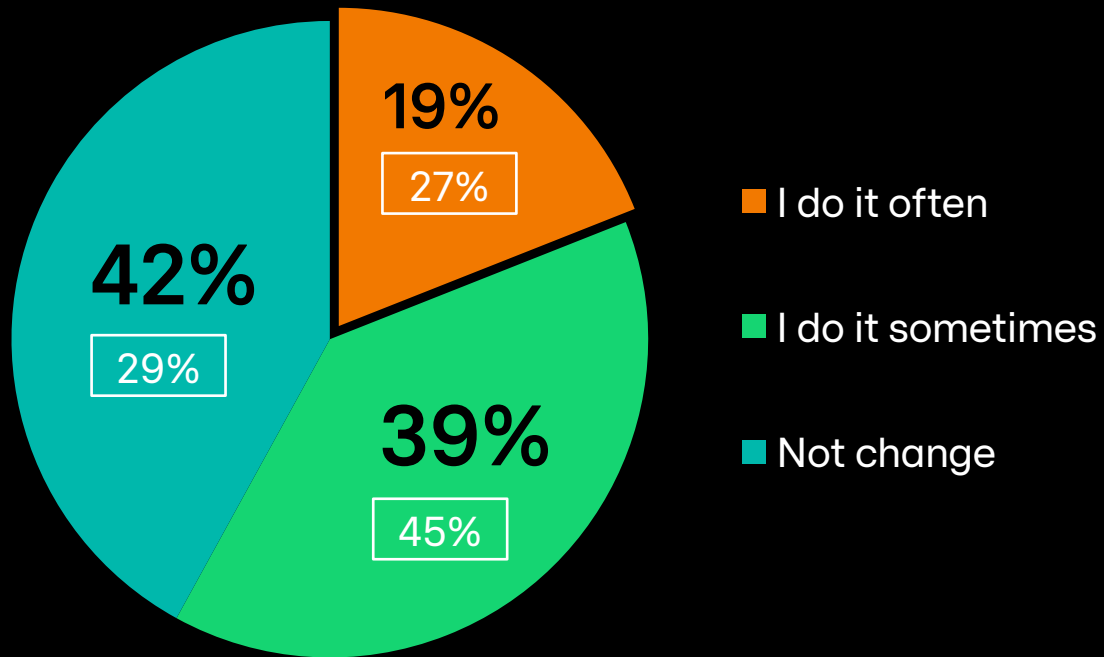
When you see/hear an ad for a brand you don't know on those different media, what do you tend to think about the brand advertised?
Response: I trust it very much OR I trust it somewhat



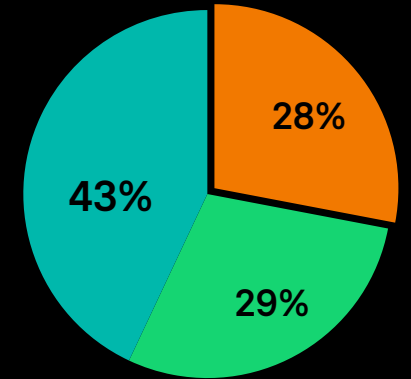
Finish tend to switch regularly of SVOD platforms

Do you subscribe to a SVOD platform only for a specific program and then unsubscribe from that platform?

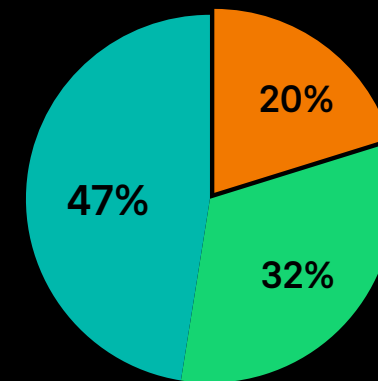
Finland vs -35



EU15



USA



China

Part 4

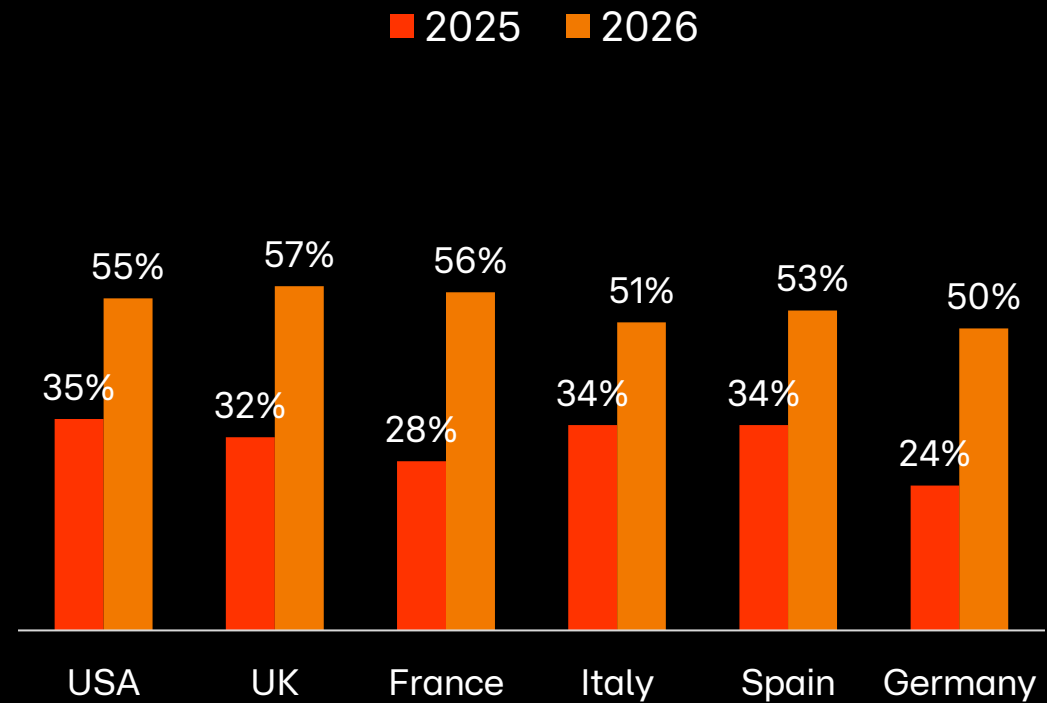
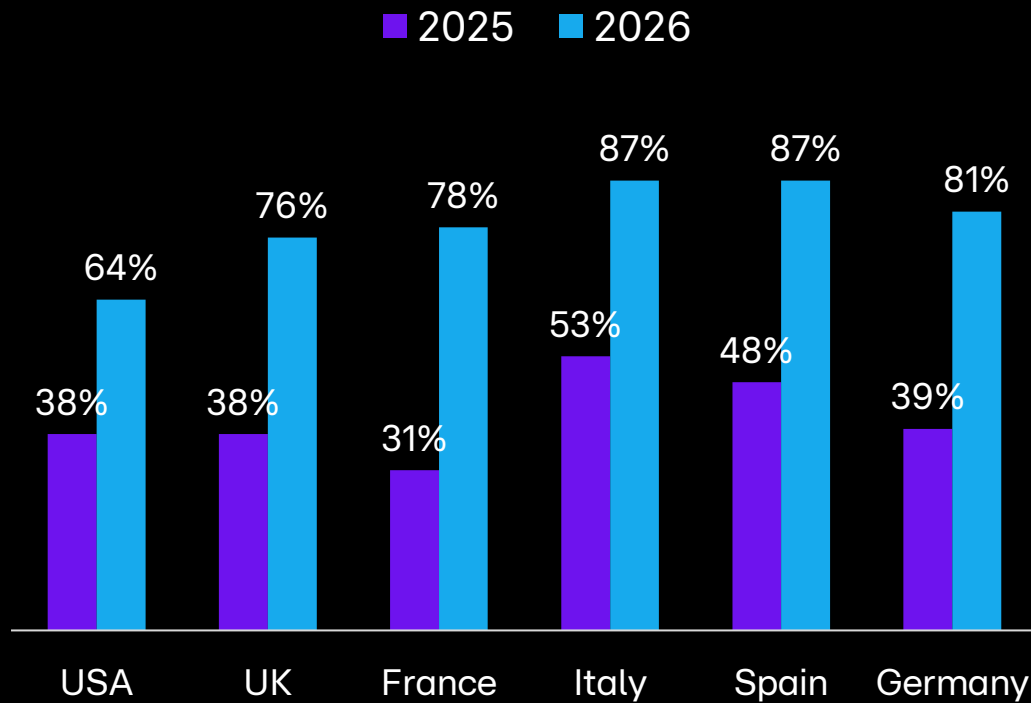
Advertising



Ad-tiers are surging in Europe and the USA

What kind of paid subscription do you have? (even if you're not the one paying for it)

Among subscribers / Response: An option with ads



Ad-tiers are already well implemented in Finland

What kind of paid subscription do you have? (even if you're not the one paying for it)

Among subscribers / Response: An option with ads

52%

mtv
katsomo

48%

ruutu

39%

Disney+

33%

HBO
max

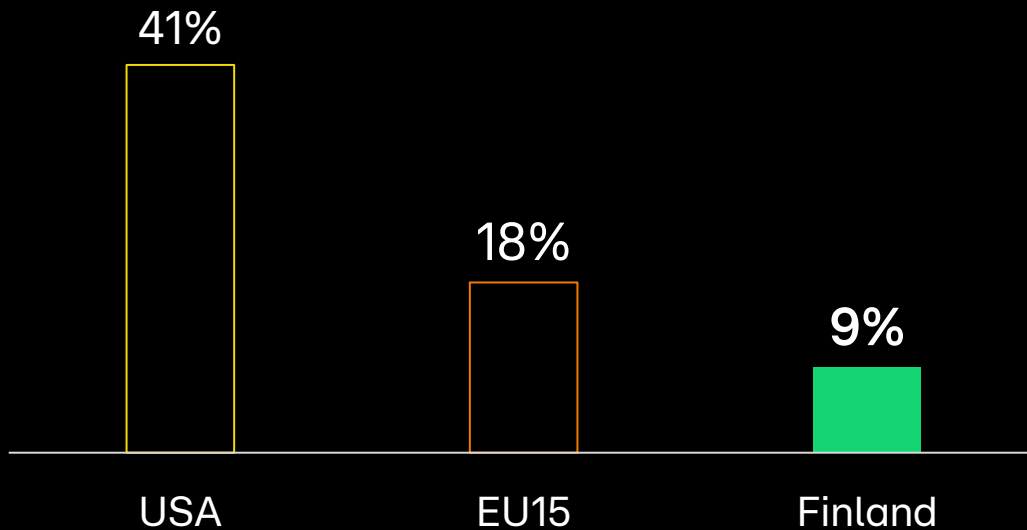
31%

viaplay

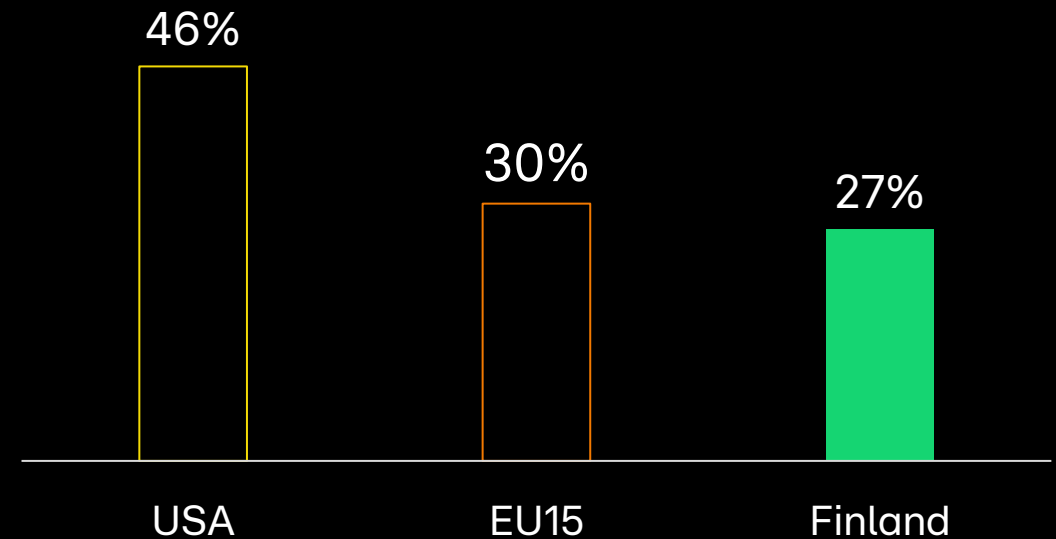
Europeans have mixed feelings about ad-tiers

What is your opinion regarding the following topics related to SVOD platforms?
To decrease the budget of your household, do you intend to...?

Glad about ad-tier launch



Intent to change my offer to an ad-tier one



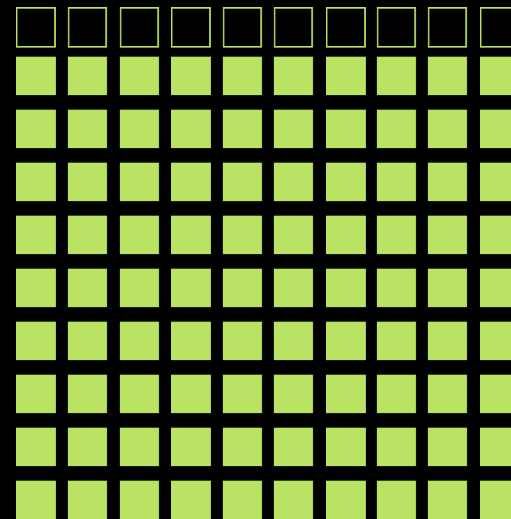
Video content morphs and adapts to new habits

« I watch longform content (films, series...) that has been broken down into shorter clips.

(All agree)

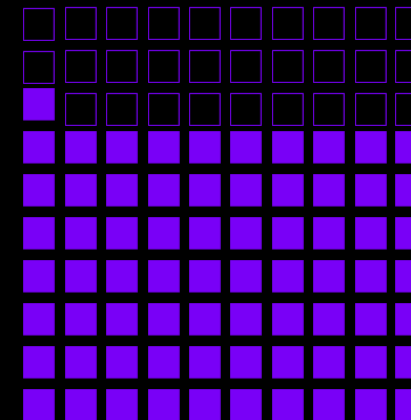
China

90%



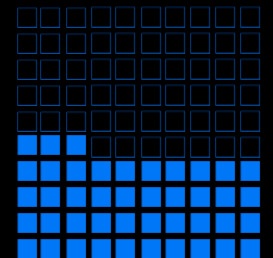
US

71%



Europe

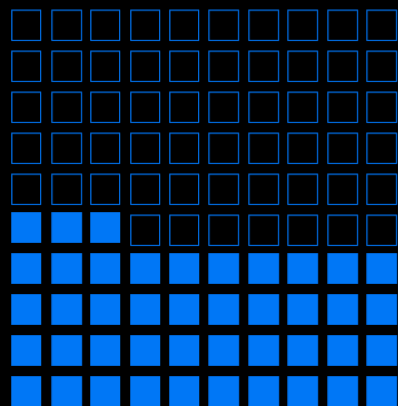
43%



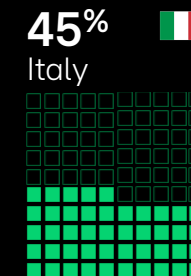
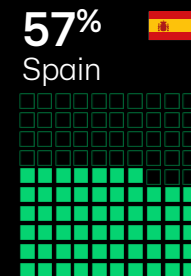
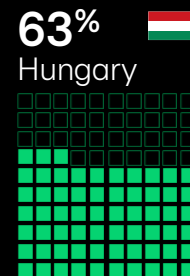
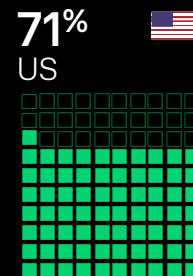
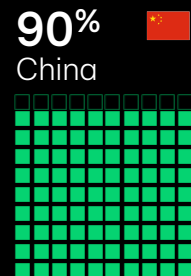
Markets embrace viewing trend at different speeds

43%

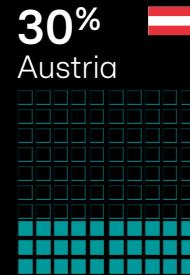
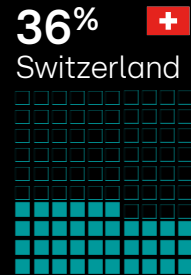
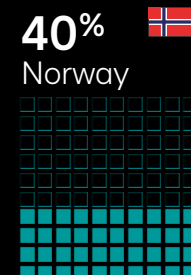
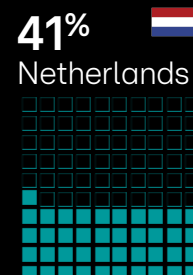
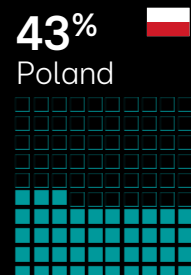
Europe average



Above average



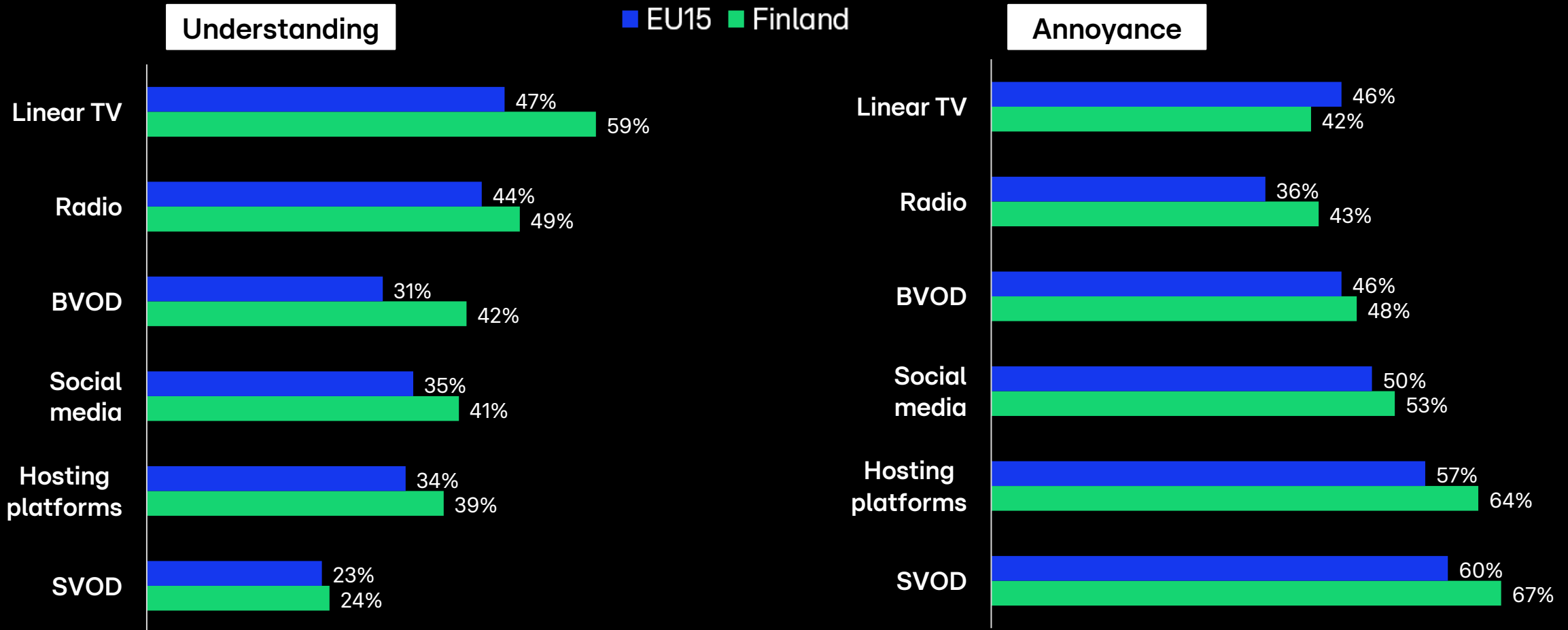
Below average



TV is the media where ads are the less annoying

To what extent are you annoyed by ads on each platform? Response: Very annoying (4&5 on a scale from 1 to 5)

To what extent do you understand why there are ads on the following types of media? Response: I understand it very well



Main takeaways about Finland

A country where TV is at the center of the video consumption

- 3rd European country with the highest TV equipment (with 92% of TV owners)
- 4th European country with the highest daily video consumption on TV (67%)
- 3rd European country with the highest Total TV (Linear TV + BVOD) weekly consumption (79%)

A country where global streamers are particularly struggling

- The European country with the lowest weekly consumption on Netflix (34%) and Prime (7%), 2nd lowest for Disney+ (15%)
- One of the 3 European countries where a local platform tops the streaming weekly consumption (with Yle Areena)

A country where TV is the most trusted media

- 3rd European country with the highest ad trust on TV (69%)
- 4th European country with the lowest ad annoyance on TV (42%)

Togetherness

A need for viewers, an asset for brands.

Content and viewers

Flow across platforms but fuel different needs for the viewers and brands.

Market specificities

No copy pasting from a country to another will work.



RTL AdAlliance

Simplicity for advertisers.

Value for publishers.

R

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