

Key European TV Markets with Eurodata TV

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Top 10 programs

(excluding sport)

Italy

	Channel	Title	Genre	Origin
1	Rai1	59 FESTIVAL DI SANREMO	Event	Italy
2	Can5	STRISCIA LA NOTIZIA	Variety Show	Italy
3	Rai1	UN MEDICO IN FAMIGLIA	Series	Italy
4	Rai1	TG1	News	Italy
5	Can5	I CESARONI	Series	Italy
6	Can5	GRANDE FRATELLO (BIG BROTHER)	Reality TV	Italy
7	Rai1	AFFARI TUOI (DEAL OR NO DEAL)	Game Show	Italy
8	Rai1	DON MATTEO 7	Series	Italy
9	Rai1	L'EREDITA (EL LEGADO)	Game Show	Italy
10	Rai1	PINOCCHIO	TV Movie	Italy

Source: Eurodata TV / Auditel / AGB NMR (2009)

Market shares 2009

(%, 10 best performing channels)

France

TF1	26,1
FRANCE 2	16,7
FRANCE 3	11,8
M6	10,8
FRANCE 5	3,1
CANAL +	3,1
TMC	2,6
W9	2,5
GULLI	1,8
ARTE	1,7

Source: Eurodata TV / Mediametrie / Mediamat (2009)

Germany

ARD III	14,0
ARD	12,7
ZDF	12,5
RTL	12,5
SAT.1	10,4
PRO 7	6,6
VOX	5,4
RTL II	3,9
KABEL 1	3,9

Source: Eurodata TV / AGF / GfK (2009)

Spain

TVE 1	16,4
ANTENA 3	14,7
TELE 5	15,1
CUATRO	8,2
LA SEXTA	6,8
LA 2	3,8
C.SUR	3,0
TV3	2,5
C9	1,5
TVM	1,4

Source: Eurodata TV / TNS Audiencia de Medios (2009)

United Kingdom

BBC1	20,9
ITV1	17,8
BBC2	7,5
CHANNEL 4 + S4C	6,8
FIVE	4,9
ITV2	1,9
ITV3	1,6
SKY SPORTS 1	1,5
CBEEBIES	1,2
BBC3	1,2

Source: Eurodata TV / BARB / TNS UK (2009)

Italy

RAI UNO	21,2
CANALE 5	20,6
ITALIA 1	10,4
RAI DUE	9,2
RAI TRE	8,9
RETE 4	7,8
LA 7	3,0

Source: Eurodata TV / Auditel / AGB NMR (2009)

France

	Channel	Title	Genre	Origin
1	TF1	LES ENFOIRES FONT LEUR CINEMA - LES RESTOS DU COEUR 2009	Event	France
2	TF1	DR HOUSE (HOUSE)	Series	USA
3	TF1	LES EXPERTS MANHATTAN (CSI: NY)	Series	USA
4	TF1	TF1 20 HEURES	News	France
5	TF1	LES AVENTURIERS DE KOH-LANTA - LE RETOUR DES HEROS (EXPEDITION ROBINSON)	Reality Show	France
6	TF1	LES EXPERTS MIAMI (CSI: MIAMI)	Series	USA
7	TF1	LA GRANDE VADROUILLE	Movie	France
8	TF1	ESPRITS CRIMINELS DEPARTEMENT DES SCIENCES (CRIMINAL MINDS)	Series	USA
9	TF1	ASTERIX ET OBELIX MISSION CLEOPATRE	Movie	France/ Germany
10	TF1	LA MAISON DU BONHEUR	Movie	France

Source: Eurodata TV / Mediametrie / Mediamat (2009)

Spain

	Channel	Title	Genre	Origin
1	TVE 1	23F:EL DIA MAS DIFICIL DEL REY	TV Movie	Spain
2	TVE 1	TENGO UNA PREGUNTA PARA USTED - JOSE LUIS RODRIGUEZ ZAPATERO	Politics	Spain
3	TVE 1	TELEDIARIO 2	News	Spain
4	Tele 5	AIDA	Sitcom	Spain
5	Tele 5	SIN TETAS NO HAY PARAISO	Telenovela	Spain
6	TVE 1	FESTIVAL EUROVISION (EUROVISION SONG CONTEST 2009)	Event	-
7	TVE 1	AGUILA ROJA	Series	Spain
8	Tele 5	C.S.I. (CRIME SCENE INVESTIGATION)	Series	USA
9	TVE 1	LA CASA DEL LAGO (THE LAKE HOUSE)	Movie	USA
10	Antena 3	MR.AND MRS.SMITH	Movie	USA

Source: Eurodata TV / TNS Audiencia de Medios (2009)

Germany

	Channel	Title	Genre	Origin
1	ZDF	WETTEN, DASS..?	Game Show	Germany
2	ZDF	HEUTE	News	Germany
3	ARD	TATORT	Series	Germany
4	ZDF	DAS TRAUMSCHIFF	Series	Germany
5	ARD	TAGESSCHAU	News	Germany
6	ARD	TAGESTHEMEN	News	Germany
7	RTL	BAUER SUCHT FRAU (THE FARMER WANTS A WIFE)	Reality Show	Germany
8	RTL	WER WIRD MILLIONAR? (WHO WANTS TO BE A MILLIONAIRE?)	Game Show	Germany
9	RTL	DAS SUPERTALENT (GERMANY'S GOT TALENT)	Reality Show	Germany
10	ZDF	HARRY POTTER UND DER FEUERKELCH (HARRY POTTER AND THE GOBLET OF FIRE)	Movie	USA

Source: Eurodata TV / AGF / GfK (2009)

United Kingdom

	Channel	Title	Genre	Origin
1	ITV1	BRITAIN'S GOT TALENT FINAL - RESULT	Reality Show	UK
2	ITV1	THE X FACTOR - RESULTS	Reality Show	UK
3	BBC1	THE ROYLE FAMILY	Sitcom	UK
4	BBC1	EASTENDERS	Soap Opera	UK
5	BBC1	DOCTOR WHO	Series	UK
6	ITV1	CORONATION STREET	Soap Opera	UK
7	ITV1	DANCING ON ICE	Reality Show	UK
8	BBC1	STRICTLY COME DANCING	Reality Show	UK
9	ITV1	I'M A CELEBRITY - GET ME OUT OF HERE!	Reality Show	UK
10	ITV1	I DREAMED A DREAM - THE SUSAN BOYLE STOR	Event	UK

Source: Eurodata TV / BARB / TNS UK (2009)