

Country	TV Population	TV Households	Sample size (individual)	Sample size (households)	TV Panel operator	Measurment technology	Universe	Average daily viewing time (live)	Terrestrial (%)	Cable (%)	Satellite (%)	IPTV (%)
Afghanistan	19 655 092	-	400	-	GeoPoll	SMS	15+	-	-	-	-	-
Algeria	14 104 000	-	-	-	IPSOS	CATI (day after recall)	15+	3:40	-	-	-	-
Argentina	14 556 300	5 216 686	3 740	1 296	Kantar Ibope Media	People meter (fixed)	4+	3:51	-	-	-	-
Armenia	1 744 600	481 022	1 340	350	Admosphere Armenia CJSC	People meter (fixed)	4+	3:44	22%	61%	0%	17%
Australia (5 Cities)	17 067 000	6 500 500	-	5 250	OzTAM	People meter (fixed)	0+	2:09	-	-	-	-
Australia (Regional)	7 755 700	3 232 800	6 780	3 200	Nielsen	People meter (fixed)	0+	2:41	74%	26%	-	-
Austria	8 188 000	3 795 000	3 567	1 643	GfK	People meter (fixed)	3+	2:53	6%	40%	54%	-
Bahrain	987 000	-	-	-	IPSOS	CATI (day after recall)	15+	2:06	-	-	-	-
Bangladesh	19 083 000	4 240 670	2 400	550	KANTAR MRB	People meter (fixed)	4+	1:57	11%	88%	-	-
Belarus	6 998 403	2 728 422	1 161	550	Realnoe izmerenie	People meter (fixed)	4+	3:45	10%	56%	6%	29%
Belgium	10 505 006	4 632 824	3 780	1 555	GfK Belgium	People meter (fixed)	4+	2:34	-	-	-	-
Bosnia & Herzegovina	3 307 931	1 069 396	1 422	450	Audience Measurement	People meter (fixed)	4+	5:25	16%	32%	15%	37%
Brazil	68 821 100	24 570 186	17 626	6 319	Kantar Ibope Media	People meter (fixed)	4+	4:18	-	-	-	-
Bulgaria	6 757 332	2 879 318	3 020	1 250	Nielsen Admosphere	People meter (fixed)	4+	4:08	6%	53%	38%	10%
Cameroon	3 699 500	-	1 681	-	Médiamétrie	CATI	15+	3:37	-	-	-	-
Canada	35 680 191	-	9 048	-	Numeris / Nielsen	Portable People Meter	2+	2:58	13%	62%	19%	-
Chile	7 193 800	2 189 860	1 965	645	Kantar Ibope Media	People meter (fixed)	4+	3:47	-	-	-	-
China	1 283 852 000	436 029 000	29 361	10 400	CSM	People meter (fixed)	4+	2:14	3%	89%	9%	-
Colombia	19 368 900	6 225 655	3 435	1 147	Kantar Ibope Media	People meter (fixed)	4+	3:34	-	-	-	-
Costa Rica	2 417 200	711 439	1 086	300	Kantar Ibope Media	People meter (fixed)	4+	3:27	-	-	-	-
Croatia	4 090 004	1 506 886	2 100	810	AGB Nielsen	People meter (fixed)	4+	4:20	51%	13%	5%	28%
Cyprus	804 171	303 242	1 230	425	Nielsen	People meter (fixed)	4+	3:29	55%	10%	3%	33%
Czech Republic	9 782 050	4 373 006	4 332	1 898	Nielsen Admosphere	People meter (fixed)	4+	3:25	50%	19%	25%	6%
Denmark	5 554 000	2 772 000	2 550	1 223	Kantar Gallup	People meter (fixed)	3+	2:21	15%	26%	9%	28%
Dominican Republic	3 753 025	1 043 935	1 049	305	Nielsen	People meter (fixed)	4+	2:10	50%	50%	-	-
Ecuador	4 850 400	1 317 340	2 352	583	Kantar Ibope Media	People meter (fixed)	3+	2:44	-	-	-	-
Egypt	23 316 330	-	-	-	IPSOS	CATI (day after recall)	15+	3:23	-	-	-	-
Estonia	1 210 634	556 236	840	400	Kantar Emor	People meter (fixed)	4+	3:51	18%	39%	9%	36%
Ethiopia	36 950 006	-	400	-	GeoPoll	SMS	15+	-	-	-	-	-
Finland	5 226 000	2 621 000	2 130	1 100	Finnpanel Oy	People meter (fixed)	4+	2:35	37%	51%	2%	18%
France	58 112 000	26 731 000	12 000	5 000	Médiamétrie / Médiamat	People meter (fixed)	4+	3:31	24%	-	24%	58%
Georgia	1 529 172	504 510	1 530	450	Nielsen	People meter (fixed)	4+	4:13	19%	33%	6%	42%
Germany	75 681 000	38 802 000	10 000	5 000	GfK	People meter (fixed)	3+	3:39	3%	42%	46%	9%
Ghana	20 557 088	-	1 600	-	GeoPoll	SMS and Mobile App	15+	-	-	-	-	-
Greece	10 385 572	4 134 540	3 536	1 400	Nielsen	People meter (fixed)	4+	4:22	100%	-	29%	-
Guatemala	3 314 400	859 924	1 378	315	Kantar Ibope Media	People meter (fixed)	4+	3:00	-	-	-	-
Hong Kong	6 499 000	2 463 000	2 167	790	Nielsen	People meter (fixed)	4+	-	70%	30%	-	-
Hungary	8 729 160	3 890 634	2 600	1 120	Nielsen	People meter (fixed)	4+	4:39	12%	51%	22%	16%
Iceland	249 000	-	580	-	Gallup	Portable People Meter	12-80	1:27	12%	-	4%	87%
India	779 843 539	183 052 480	131 900	33 000	Broadcast Audience Research Council India	People meter (fixed)	2+	2:32	2%	63%	35%	-
Indonesia	54 133 000	15 922 000	8 870	2 273	Nielsen	People meter (fixed)	5+	2:56	89%	11%	-	-
Iraq	17 884 000	-	-	-	IPSOS	CATI (day after recall)	15+	2:32	-	-	-	-
Ireland	4 188 000	1 585 000	2 867	1 069	Nielsen	People meter (fixed)	4+	2:35	17%	22%	61%	-
Israel	6 640 980	2 126 100	2 000	700	Kantar Media	People meter (fixed)	4+	3:25	8%	34%	46%	9%
Italy	58 638 611	24 367 883	40 110	16 055	Nielsen	People meter (fixed) + Set meter	4+	4:01	65%	-	35%	-

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Ivory Coast	2 868 400	-	1 728	-	Médiamétrie	Face to face	15+	3:11	-	-	-	-
Japan	65 527 000	29 406 000	4 890	2 100	Video Research Limited	People meter (fixed)	4+	4:23	97%	52%	72%	-
Jordan	4 274 000	-	-	-	IPSOS	CATI (day after recall)	15+	3:27	-	-	-	-
Kazakhstan	7 177 000	2 566 635	2 215	805	TNS Central Asia	Portable People Meter	6+	2:02	28%	41%	18%	14%
Kenya	28 563 387	-	2 250	-	GeoPoll	SMS and Mobile App	15+	-	-	-	-	-
Kurdistan	3 936 000	-	-	-	IPSOS	CATI (day after recall)	15+	3:05	-	-	-	-
Kuwait	1 777 777	-	-	-	IPSOS	CATI (day after recall)	15+	3:20	-	-	-	-
Latvia	1 916 000	733 000	923	389	Kantar TNS	People meter (fixed)	4+	2:46	15%	37%	11%	39,4%
Lebanon	3 912 550	854 925	2 455	603	AGB Stat Ipsos	People meter (fixed)	4+	4:12	-	35%	56%	-
Lithuania	2 727 000	1 267 000	1 150	500	Kantar TNS	People meter (fixed)	4+	3:39	44%	32%	11%	23%
Macedonia	1 906 000	556 000	1 384	400	Nielsen	People meter (fixed)	4+	4:42	19%	59%	6%	20%
Madagascar	2 025 400	-	1 200	-	Médiamétrie	Face to face	15+	4:34	-	-	-	-
Malaysia	21 456 000	6 258 000	4 602	1 100	Nielsen	People meter (fixed)	4+	3:53	100%	-	72%	-
Mexico	55 241 300	16 418 501	7 754	2 190	Kantar Ibope Media	People meter (fixed)	4+	3:27	-	-	-	-
Moldova	3 088 351	1 155 253	955	365	Nielsen	People meter (fixed)	4+	3:29	27%	34%	15%	24%
Mongolia	1 002 000	333 000	406	100	Maxima Media	People meter (fixed)	4+	3:14	4%	9%	20%	38%
Morocco	30 277 000	7 082 000	3 122	766	Marocmetrie	People meter (fixed)	5+	3:23	-	-	-	-
Myanmar	6 828 000	1 496 000	5 900	1 320	Nielsen	Dairies	4+	-	61%	39%	-	-
Netherlands	15 664 000	7 794 000	2 750	1 250	GfK	People meter (fixed)	6+	2:42	-	68%	3%	19%
New Zealand	4 290 010	1 682 200	1 500	600	Nielsen	People meter (fixed)	5+	2:31	60%	4%	59%	-
Nigeria	40 526 193	-	1 440	-	GeoPoll	Mobile app	15+	-	-	-	-	-
Norway	4 733 008	2 161 000	2 500	1 000	Kantar Media	People Meter + PPM fusion	2+	2:07	5%	35%	20%	22%
Oman	3 447 000	-	-	-	IPSOS	F2F (day after recall)	15+	2:47	-	-	-	-
Pakistan (National)	124 000 000	20 740 000	3 500	2 500	GALLUP Pakistan	Dairies	4+	1:40	45%	52%	3%	-
Pakistan (19 cities)	46 000 000	7 459 000	5 000	900	Kantar Media	People meter (fixed)	4+	4:00	5%	95%	-	-
Panama	1 907 000	590 979	1 166	300	Kantar Ibope Media	People meter (fixed)	3+	3:46	-	-	-	-
Paraguay	1 712 600	431 484	980	270	Kantar Ibope Media	People meter (fixed)	4+	2:50	-	-	-	-
Peru	9 648 800	2 601 501	1 777	455	Kantar Ibope Media	People meter (fixed)	3+	3:23	-	-	-	-
Philippines	44 880 000	10 300 000	8 807	1 794	Nielsen	People meter (fixed)	2+	2:34	81%	11%	8%	-
Poland	35 475 000	13 613 000	5 450	2 000	Nielsen	People meter (fixed)	4+	4:19	36%	29%	35%	-
Portugal	9 684 300	3 869 000	3 300	1 100	GfK	People meter (fixed)	4+	4:43	-	-	-	-
Puerto Rico	3 136 072	1 305 500	1 201	500	Nielsen	People meter (fixed)	2+	3:56	42%	20%	40%	1%
Qatar	2 076 000	-	-	-	IPSOS	CATI (day after recall)	15+	2:53	-	-	-	-
Romania	17 878 000	6 881 000	3 408	1 244	Kantar Media	People meter (fixed)	4+	5:46	2%	87%	23%	-
Russia	69 337 299	28 942 100	13 500	5 401	Mediascope	People meter (fixed)	4+	4:02	-	-	-	-
Rwanda	7 833 030	-	400	-	GeoPoll	SMS	15+	-	-	-	-	-
Saudi Arabia	16 601 830	-	-	-	IPSOS	CATI (day after recall)	15+	6:37	-	-	-	-
Senegal	1 700 900	-	1 440	-	Médiamétrie	Face to face	15+	2:40	-	-	-	-
Serbia	6 829 959	2 431 400	2 425	826	Nielsen	People meter (fixed)	4+	5:13	25%	50%	9%	17%
Singapore	5 271 000	1 430 000	3 750	1 090	SG-TAM	Portable People Meter	4+	2:02	35%	41%	-	30%
Slovakia	5 125 000	1 722 000	3 803	1 236	TNS	People meter (fixed)	4+	3:54	9%	22%	45%	19%
Slovenia	1 887 300	755 566	1 123	450	AGB Nielsen	People meter (fixed)	4+	3:14	10%	40%	-	49%
South Africa	45 062 118	14 006 143	12 000	2 918	Nielsen	People meter (fixed)	4+	3:13	58%	-	42%	-
South Korea	47 940 204	19 111 029	11 870	4 170	Nielsen	People meter (fixed)	4+	3:26	4%	65%	7%	32%
Spain	44 601 216	18 396 383	11 197	4 625	Kantar Media	People meter (fixed)	4+	3:45	77%	10%	3%	9%
Sri Lanka	18 672 000	4 820 000	2 200	600	Kantar LMRB	People meter (fixed)	4+	1:59	78%	4%	15%	3%
Sweden	9 367 000	4 545 000	2 600	1 350	Nielsen	People meter (fixed)	3+	2:11	23%	39%	13%	20%

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Switzerland	7 326 000	-	4 710	-	Mediapulse TV Panel	People meter (fixed)	3+	1:46	2%	46%	8%	49%
Syria	8 934 000	-	-	-	IPSOS	CATI (day after recall)	15+	3:08	-	-	-	-
Taiwan	22 116 000	8 230 000	6 818	2 053	Nielsen	People meter (fixed)	4+	2:43	11%	76%	0%	11%
Tanzania	30 351 006	-	1 600	-	GeoPoll	SMS and Mobile App	15+	-	-	-	-	-
Thailand	66 297 000	25 139 000	8 300	2 400	Nielsen	People meter (fixed)	4+	2:24	27%	6%	58%	1%
Tunisia	4 401 000	-	-	-	IPSOS	CATI (day after recall)	15+	3:21	-	-	-	-
Turkey	57 279 000	17 096 000	15 686	4 092	Kantar Media	People meter (fixed)	5+	4:21	3%	3%	95%	3%
Uganda	20 557 088	-	1 600	-	GeoPoll	SMS and Mobile App	15+	-	-	-	-	-
Ukraine	37 092 338	14 680 089	7 000	2 840	Nielsen	People meter (fixed)	4+	4:02	42%	36%	31%	2%
United Arab Emirates	6 588 000	-	-	-	IPSOS	CATI (day after recall)	15+	4:13	-	-	-	-
United Kingdon	59 533 000	26 821 000	12 229	5 315	Kantar Media	People meter (fixed)	4+	2:54	47%	14%	37%	-
United States	301 670 000	118 400 000	111 108	42 888	Nielsen	People meter (fixed)	2+	3:45	13%	52%	30%	5%
Uruguay	1 231 000	483 287	747	320	Kantar Ibope Media	People meter (fixed)	4+	4:22	-	-	-	-
Venezuela	3 763 207	1 010 951	978	250	Nielsen	People meter (fixed)	4+	2:16	17%	83%	-	-
Vietnam (National)	81 884 000	-	9 400	2 350	Kantar Media	Dairies	4+	2:31	6%	84%	3%	8%
Vietnam (4 cities)	11 078 000	-	6 320	1 580	Kantar Media	People meter (fixed)	4+	2:53	5%	81%	2%	11%