

T.5.3

## Daily audience market share of public television

2007-2011 In %. Market shares of foreign public channels are not included.

Country	2007	2008	2009	2010	2011
<b>AT</b> <sup>1</sup>	43.7	42.5	40.1	38.8	37.5
<b>BA</b>	~	~	~	27.1	26.5
<b>BE (CFB)</b> <sup>2</sup>	19.6	20.1	19.3	21.2	20.5
<b>BE (VLG)</b>	39.5	40.3	41.2	42.5	41.8
<b>BG</b>	15.2	14.2	12.8	10.3	8.4
<b>CH (Germ.)</b> <sup>1</sup>	35.1	35.8	34.8	34.0	31.6
<b>CH (It.)</b>	33.6	34.7	33.0	35.0	35.6
<b>CH (Ro.)</b> <sup>2</sup>	31.9	31.6	30.3	29.8	28.7
<b>CY</b>	19.2	21.2	21.7	19.7	17.0
<b>CZ</b> <sup>1</sup>	31.8	30.6	28.1	28.3	27.0
<b>DE</b> <sup>1 6</sup>	47.6	43.6	43.1	43.4	41.7
<b>DK</b> <sup>1</sup>	72.4	68.7	66.5	62.9	68.1
<b>EE</b>	16.4	15.8	16.8	17.4	17.8
<b>ES</b> <sup>1 6</sup>	37.1	37.1	36.5	33.8	32.6
<b>FI</b>	43.0	44.5	43.8	45.1	44.3
<b>FR</b> <sup>3</sup>	36.9	35.8	34.4	33.2	31.4
<b>GB</b> <sup>4</sup>	47.3	47.9	47.5	48.4	48.6
<b>GR</b>	16.1	17.1	16.6	15.0	13.3
<b>HR</b>	49.3	46.6	43.8	38.2	30.1
<b>HU</b>	16.6	15.0	13.6	13.2	11.6
<b>IE</b>	39.8	39.1	37.0	35.2	33.7
<b>IT</b> <sup>5</sup>	41.8	42.3	40.7	41.3	40.2
<b>LT</b>	14.3	14.3	13.7	12.1	11.3
<b>LV</b>	15.3	15.3	14.6	13.6	12.9
<b>MK</b>	~	~	9.8	8.3	7.9
<b>NL</b> <sup>6</sup>	33.3	36.8	35.7	36.5	33.7
<b>NO</b> <sup>1</sup>	41.2	37.5	39.1	40.8	41.1
<b>PL</b> <sup>1</sup>	46.6	44.5	41.6	39.8	36.5
<b>PT</b>	30.4	29.4	29.8	29.5	27.2
<b>RO</b>	16.3	7.1	7.1	7.6	7.6
<b>SE</b> <sup>3</sup>	34.4	34.2	32.9	35.2	34.8
<b>SI</b> <sup>6</sup>	31.8	31.3	29.8	30.9	26.9
<b>SK</b>	22.6	22.0	19.7	17.5	12.2
<b>TR</b>	5.0	3.2	3.1	~	~

<sup>1</sup> Complementary thematic public channels included.<sup>2</sup> TV5 Europe not included.<sup>3</sup> Complementary thematic public channels not included.<sup>4</sup> Includes BBC various thematic channels, UK TV channels, Channel 4 and its various thematic channels.<sup>5</sup> RAI and RAISat thematic channels included since 2008.<sup>6</sup> Regional public channels included.

➔ European Audiovisual Observatory on data from Eurodata-TV Worldwide and its network

T.5.4  
G.5.2

## Relationship between the share of public funding of the public broadcasters and the TV audience market share 2011

Country	Share of public funding (in %)	Daily audience market share (in %)	Total revenues of public broadcasters (EUR million)
AT	59.0	37.5	991.5
BE (CFB)	71.5	20.5	301.4
BE (VLG)	66.9	41.8	420.1
BG	92.4	8.4	63.6
CY	86.1	17	36.8
CZ	86.7	27	379.5
DE	85.8	41.7	8 867.2
DK	56.9	68.1	828.8
EE	88.2	17.8	28.3
ES	84.8	32.6	2 493.5
FI	96.1	44.3	432.4
FR	78.4	31.4	4 598.6
GB	64.9	48.6	7 093.2
GR	93.1	13.3	328.8
HU	71.5	11.6	310.9
IE	52.3	33.7	350.9
IT	59.1	40.2	2 998.0
LT	61.5	11.3	18.9
LV	71.0	12.9	22.2
NL	79.9	33.7	1 027.5
PL	18.7	36.5	499.0
PT	75.7	27.2	317.1
RO	71.1	7.6	232.2
SE	95.4	34.8	790.2
SI	68.1	26.9	130.8
SK	91.1	12.2	127.3

► European Audiovisual Observatory

