

## Media usage across the globe: TGI data from major markets

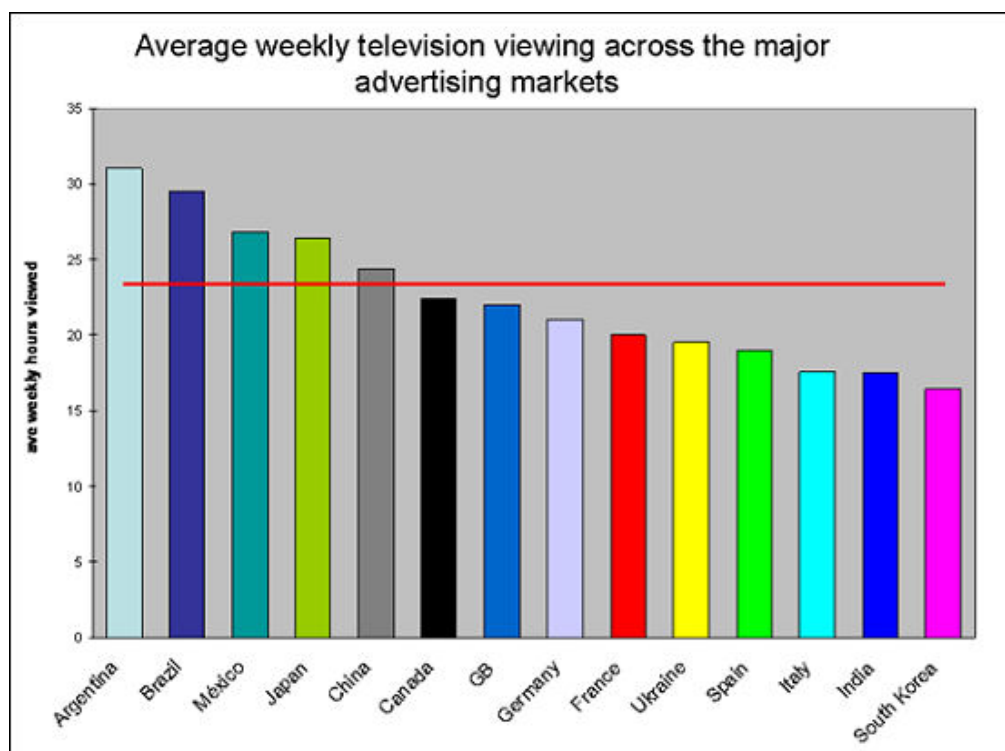
Laura James  
WARC Online

Watching television remains the dominant media pastime among consumers worldwide, with the average claimed daily viewing time reaching 3 hours and 20 minutes.

This is according to new comparison data commissioned exclusively by WARC Online from TGI, the research firm, across all major advertising markets where data are available, including Brazil, China, Japan, the UK, India and Canada.\*

### TV viewing time

Television viewing levels were found to be highest in Central and Latin America, with Argentina, Brazil and Mexico taking each of the top three slots respectively. The average Argentine viewer watched TV for 31 hours a week, a staggering 34% above the norm, and equating to a daily viewing time of almost four-and-a-half hours.

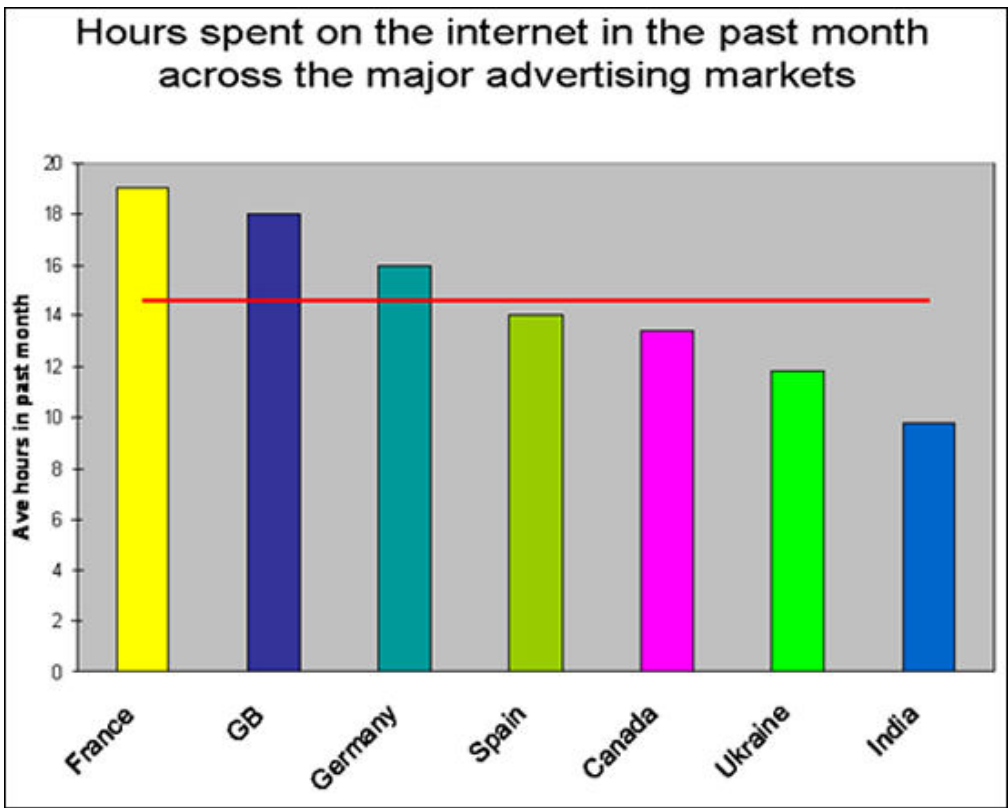


By contrast, the claimed viewing level in the UK was a relatively modest 22 hours a week, or just over three hours per day. The countries that spent the least amount of time watching TV included both India and South Korea, where this total stood at only 16 hours a week or 2.3 hours per day, a third less than the global average.

(It should be remembered that TGI data is based on claimed, rather than actual, viewing time. By contrast with these figures, a recent Eurodata study produced by Médiamétrie looking at viewing habits across 50 territories found that the daily viewing figure was three hours and 43 minutes.)

### Time spent online

The average TGI respondent spent a reported 14.6 hours online in the last month, amounting to just under half an hour each day. While this figure may seem low, it is an average across the entire population, and compares with data from comScore which puts the global average at 30 hours per month among the total internet population, rather than all adults.



France leads the way in terms of total surfing time, at 19 hours per month, almost a third more than the average. It is closely followed by Great Britain, where the typical user spent around 18 hours on the web in the same period.

By contrast, consumers in the Ukraine and India claim to spend the least amount of time online, with the latter averaging slightly less than ten hours a month, some 33% below the norm.

In itself, this is no surprise, as these are two of the nations with the lowest levels of internet penetration among the major media markets measured by TGI, with penetration rates standing at 14.6% in Ukraine and just 7.1% in India.

**Print media**

Newspaper circulations are in decline across much of the globe, not least because many readers are turning to the internet to access news and information. As such, it appears that any growth for the medium is coming from the emerging markets of Asia and South America.

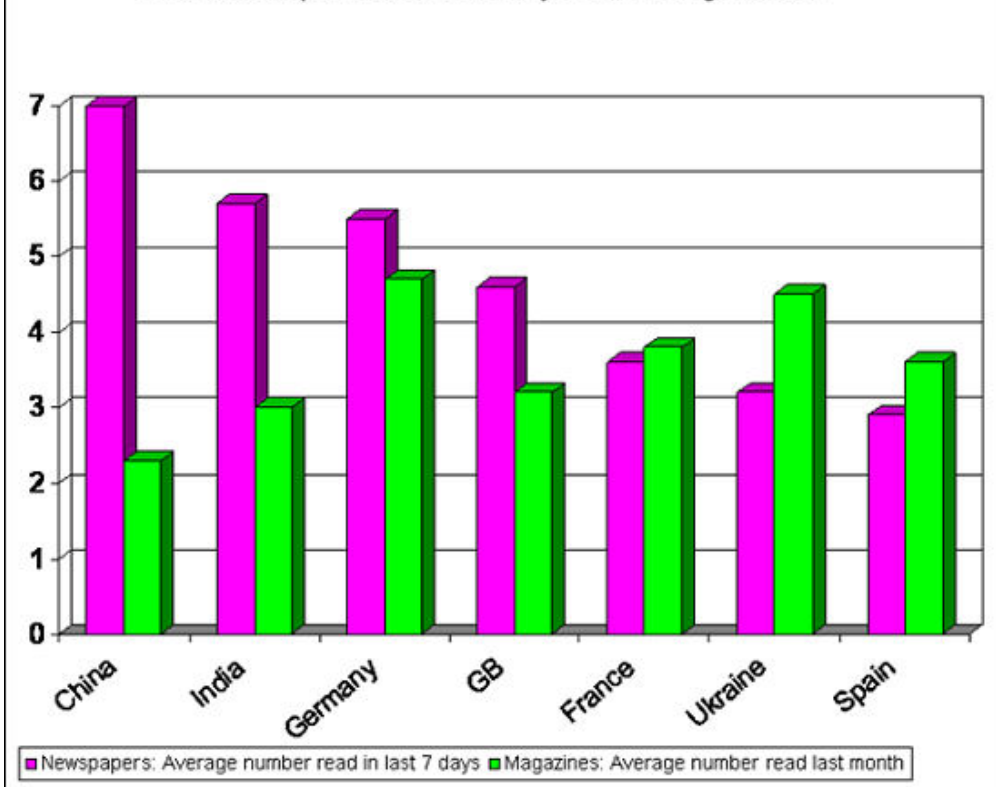
The Chinese recorded the highest level of claimed newspaper readership in the markets assessed by TGI, reading one newspaper a day, and the circulation rate in the country has also increased by 20% over the last five years.

By contrast, in mature markets in North America and Europe, circulations are in freefall, and TGI found that the Spanish read the lowest number of news titles, averaging at three across the week, a figure rising to four in France over the same period.

In terms of readership, India followed closely behind China, with the average media user reading six issues over the course of a week, suggesting that print media remains a relatively more important source of news in the country than elsewhere, especially as Indians were among the consumers with the lowest claimed use of television and the internet.

Magazine readership has suffered less than that for newspapers, with many markets thriving despite the growth of online. Of the countries where data is available, Germans and Ukrainians tend to be the most frequent readers of magazines, consuming almost five titles a month.

Print consumption across the major advertising markets



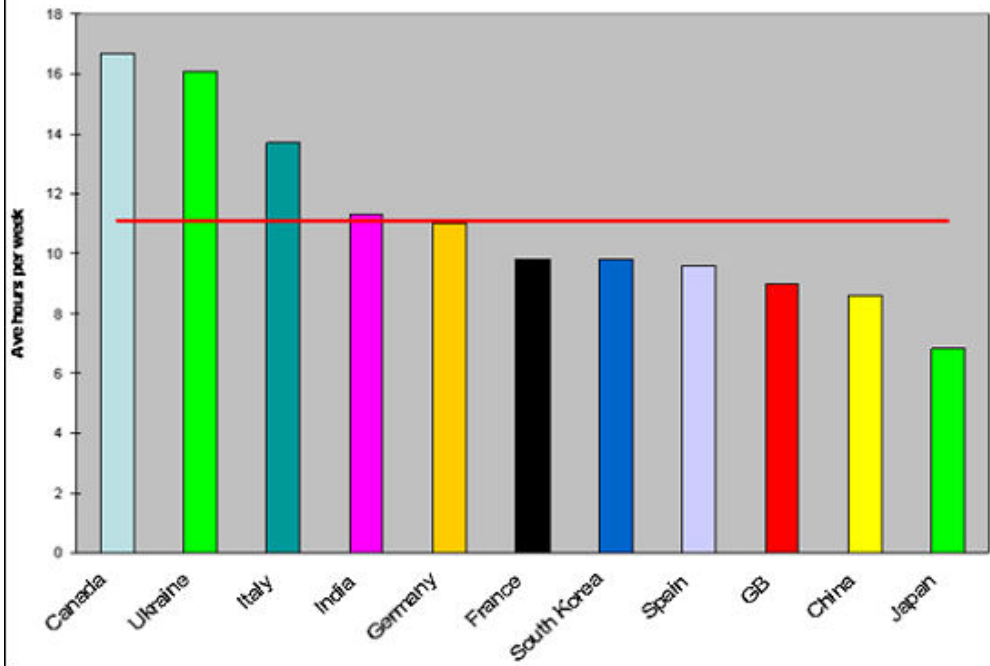
## Radio

While spending a lower than average amount of time both online and watching television, Canadians seemed to be more attached to listening to the radio, devoting almost two-and-a-half hours a day to this activity, compared with the global average of just over one and half hours.

There was a similar picture in the Ukraine, where consumers spend more time listening to the radio than they do on any other individual media activity, again suggesting the medium is an important source of news than other sources of information.

In the Far East, however, Japanese and Chinese adults spend the least amount of time "tuned in" to radio content, with an average listening time of around an hour a day each.

## Average weekly radio listening time across the major advertising markets



### Visiting the cinema

The Italians claim to be the most frequent cinema-goers, typically making two visits per month, closely followed by their counterparts in America. The Chinese and British typically viewed a film once every two months, with Germans making trips to the movies every three months or so.

### Notes

\*Unfortunately, as yet we are unable to obtain relevant combined figures for the USA

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Previously she was Media Director at PHD with client responsibilities across a wide range of major brands including HSBC, First Direct, Toshiba, Smith and Nephew, Bayer and Daihatsu.

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