



Mediametrie



Glance

Global Audience &
Content Evolution

Press release

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One Television Year in the World 2024 Edition Navigating the Competitive Media Landscape: Harnessing Live Events and Engaging Young Adults



In 2023, on average and based on the aggregation of the consumption in 86 countries in the world, viewers devoted an average of **2 hours 21 minutes** per day to television. Stakeholders in the media industry are facing ever increasing competition along with the relentless march of delinearisation and escalating economic pressure on viewers. As the industry evolves, **Glance highlights a noteworthy trend: SVOD streamers market shares are plateauing in mature markets like the US and UK, due to a surge in the number of players, and the rising popularity of the AVOD (advertising video on demand) model compared to pure subscriptions model.**

“In a market under pressure, Glance identifies three levers for action for the different industry actors: creating innovative and profitable platforms, taking benefit of strong live audiences and attracting young audience. Unquestionably, the platformisation is accelerating. Everyone is a streamer now!”

Frédéric Vaulpré, Glance Senior Vice-President

Be it broadcasters or digital streamers, entities within the media sphere are safeguarding their market presence. Their strategy is to embrace live events such as sports and entertainment as valuable assets in maintaining relevance. Live sport broadcastings have performed extremely well in the last months, reaching record ratings for competitions like the quarter final of the Rugby World Cup who attracted **16.5 million** viewers live on TF1. Not surprisingly, streamers also want to leverage this sport asset and have signed sports IPs to secure regular appointment viewing for their subscribers, like Netflix with its recent WWE agreement.

In this ever-evolving landscape, young adults remain a key demographic for all media players seeking to capture and retain audience attention. For broadcasters, the survey shows that entertainment programs like reality shows or **The Eurovision** with a **78%** market share on Young Adults in the UK and **62%** in Spain – efficiently attract Young Adult audiences.

Conversely, the analysis of top programmes for young adults on SVOD points to the enduring appeal of iconic linear TV hits. Among the **20 most viewed** programmes in 2023 on SVOD platforms in UK, we find **Friends, Suits, The Big Bang Theory** and **The Simpsons**.

Most popular launches in 2023 and early 2024 : embracing commitment and focus on solutions amidst today's concerns

In a comprehensive survey spanning 32 countries throughout 2023 and the early months of 2024, NoTa catalogued the standout television launches, offering a glimpse into emerging trends within the industry.



“**Scripted series** once again dominated the landscape, claiming a majority share of **60%** among the best launches globally.”

Beatrice Rossmannith, Glance’s Head of Global Business

Thrillers in particular emerged as front-runners, exploring a diverse range of themes from mystery to mental health. Notable examples include the Italian series **Flowers over the Inferno** in which the main character begins to exhibit symptoms of Alzheimer's disease. Similarly, the Czech crime drama **The Professor** captivated audiences with its oddball eponymous lead accidentally transferred from his lecture halls into a no-nonsense police unit investigating gruesome murders.

Fact-based storytelling also found its footing, with real-life dramas gaining traction, as illustrated by productions like **Mr. Bates vs the Post Office** from the UK and period drama **The Butler** from Poland. These narratives, rooted in real events, resonated strongly with audiences, both domestically and abroad.

Another compelling example of this trend emerges from Belgium with **1985** a gripping journey back to the tumultuous era of the 1980s when the notorious Brabant Killers instilled fear throughout the nation.

Moreover, there's a palpable appetite for dystopian narratives intertwined with political or environmental themes. Last year's standout success, **The Swarm** serves as a prime example, and upcoming **Families Like Ours** from France and Denmark, follows the journey of Danish high-school students amid the total evacuation of their country in anticipation of catastrophic climate change.

Additionally, scripted content delved into themes of identity and belonging or LGBTQ+ matters.

In the realm of **unscripted and factual programming**, a similar trend towards authenticity and environmental awareness can be observed. Productions like **Watersnoodjournaal** from the Netherlands takes viewers back to the harrowing events leading up to the 1953 North Sea flood, while **Wild Isles** from the UK, narrated by Sir David Attenborough, showcases the breathtaking wildlife of the British Isles and Ireland.

Entertainment formats remained diverse and vibrant, with adaptations of familiar formats like **I Can See Your Voice** and **I'm A Celebrity... Get Me Out of Here** still capturing audience attention across various markets.

Furthermore, Asian IP made notable inroads, with adaptations of formats like **The Devil's Plan** from South Korea finding success in Scandinavian markets. Similarly, **The Wall Duet** from Thailand showcased innovative approaches to reality-based entertainment.

Battle in the Box is due to debut on UK screens this year. In this unique blend of comedy entertainment and reality, pairs of comedians team up with beloved celebrities to engage in a fierce competition in a confined space. It is one of two South Korea originated gameshows slated to launch in the UK in 2024.



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About Glance

Part of Médiamétrie, Glance is the specialist of international TV markets and leading provider of official TV ratings for over 7000 channels in more than 120 territories and of insights based on a global expertise. Glance tracks the latest TV and online contents and trends in nearly 50 territories. Glance also delivers strategic advising on content development and distribution with predictive tools indexing audience appeal. With more than 230 flagship clients, Glance is a market leader in TV and video market intelligence.

More information: www.glance-mediаметrie.com  @Glance  Glance [Online store](#)

About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 800 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad. In 2022, the Médiamétrie Group achieved a turnover of €104.2 million and processed over one billion data every day.

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