

Sydney 2000 Olympic Games



Global Television Report

January 2001

Olympic Television Research Centre
Sports Marketing Surveys Ltd

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Introduction

The aim of this report is to provide the International Olympic Committee (IOC) with an analysis of the global television coverage of the 2000 Sydney Olympic Games. This includes both the measurement of the exposure generated for the Games through television and the level of viewing of this coverage.

Information has been gathered from the broadcast and audience logs provided by the officially licensed Olympic Broadcasters. This has then been independently verified in a selection of the major television markets through field analysts employed by *Sports Marketing Surveys*.

It is important to note that this report covers only viewing of dedicated broadcasts and that throughout the report a country's potential audience (those people who have access to television in the home) is reported only for people over the age of 4.

Please note: neither out-of-home viewing nor news coverage of the event is included, though these would add substantially to the results. The figures contained within this report may be assumed to be the most conservative estimate.

To ensure maximum accuracy and transparency of reporting the analysis has been broken into "metered" and "unmetered" sections. Approximately 87% of the world's television audience lives in countries with audited television viewing data and these markets are reported in the "metered" section. For the rest of the global audience in the "unmetered" markets, estimates are made based on coverage figures provided and on average ratings achieved in the metered markets.

The key measurement and analysis tools used in this report are:

- **Hours of coverage** – showing the amount of dedicated Olympic programming by official broadcasters
- **Total viewer hours** – combining the hours of coverage and its audience to produce a figure which accurately reflects the popularity of the event.
- **Consumption** – average number of hours of Olympic television coverage watched by each member of a country's viewing population.
- **Reach** – an estimate based on independently commissioned research as to the number of individuals within a viewing population who watched at least some Olympic coverage.

Topline Statistics

Viewer Hours: 36.1 billion

Over 36 billion hours of Olympic coverage were individually watched by TV viewers worldwide

Individual Consumption: 9 ½ hours

This is the equivalent of 100% of the potential television population around the world watching half an hour of the Olympics each day for 17 straight days

Coverage: 29,600 hours

If the Olympic programming was run continuously for 24 hours a day, it would take until 2004 – the year of the next Summer Games in Athens – to watch it all

Total Appeal:

Demographics and viewing distribution patterns demonstrate that the Olympic Games is uniquely popular amongst everyone, regardless of age, sex, income or nationality, with heavier viewing amongst difficult to reach upscale viewers than other sports events

Executive Summary

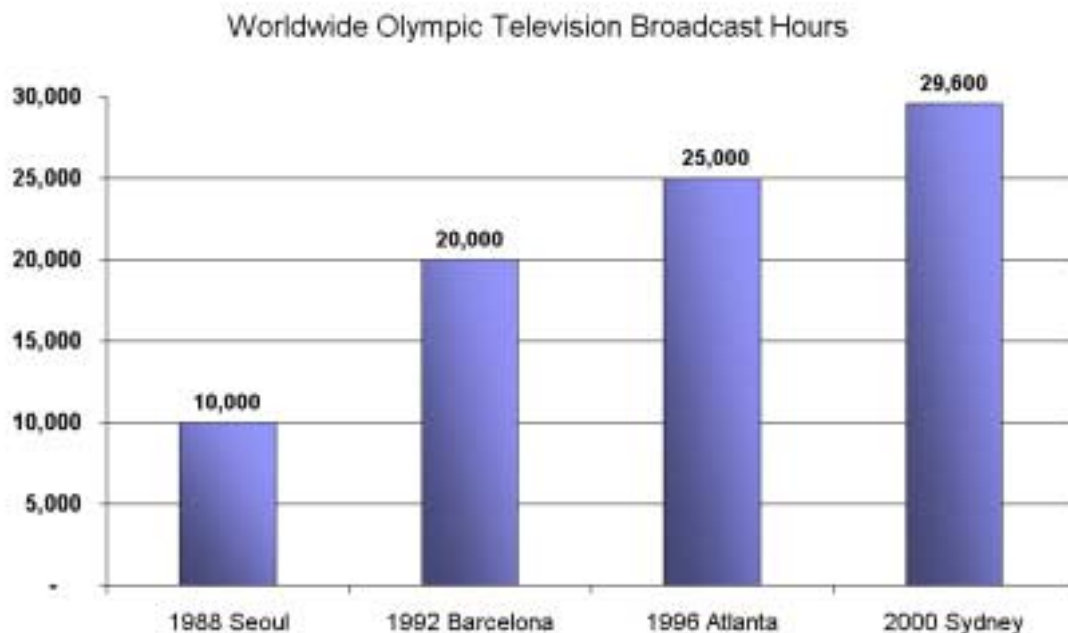
The Olympic Games is the world's biggest sporting event in terms of the number of countries and sports represented and athletes participating. Accordingly, media coverage of the event across the globe is enormous and representative of the importance of the Olympics.

Global Summary

Coverage

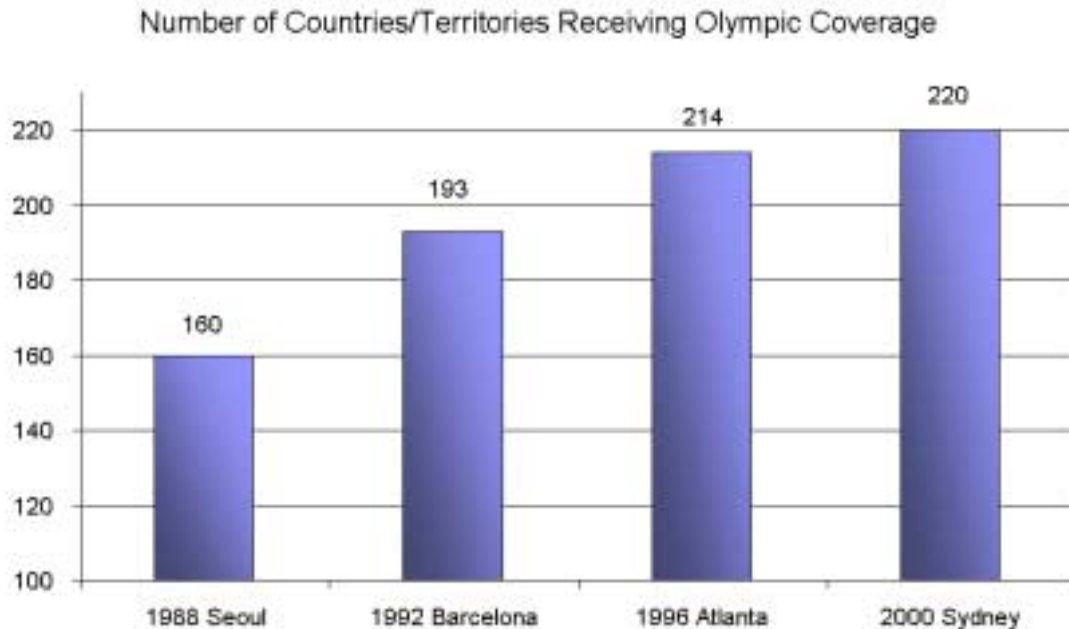
Television coverage of the Sydney 2000 Olympic Games totalled 29,600 hours. **This is equivalent to 1,220 days or nearly three and a half years of continuous (24 hour day) programming** – almost enough to get us to the next Summer Games in Athens.

Coverage of the Sydney Games represents a significant increase over Barcelona (20,000 hours) and Atlanta (25,000 hours) showing the ever growing importance of global sporting events, such as the Olympics, to broadcasters.



In the 56 metered markets on average over 19 hours of airtime every day of the event was dedicated to Olympic coverage.

The 2000 Olympic Games were televised in an estimated 220 countries and territories – more than ever before. Nearly 90% of coverage was broadcast on channels available to the entire population of each country.



Ratings

Although only 14 of the 56 metered markets were within 6 time zones of Sydney (compared to 33 for Atlanta), ratings and market shares for the coverage were high. For the majority of countries, ratings and market shares achieved during both prime and non-prime time exceeded normal September ratings for the broadcasters:

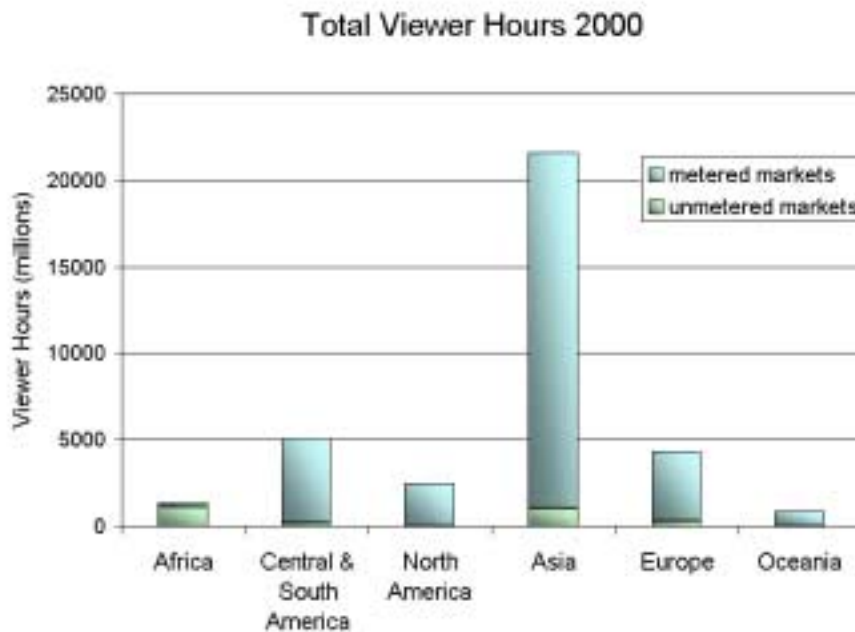
- the **global average rating for coverage** (including that shown through the night) **was 3.9%** with the **prime time average rating at 7.5%**
- **weighted global average market share where figures were available** – the percentage of people watching terrestrial channels at any given time – **was 24% for the duration of the Games**

Approximately 3.8 billion of the world's 6 billion people had access to television coverage of the Olympics at home. Given the average ratings achieved and the level of coverage broadcast this means that:

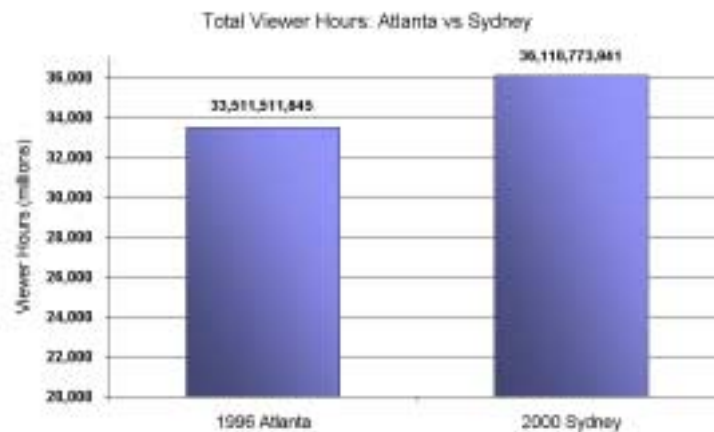
- for 16 straight days over 100 million people were watching coverage at any given time
- expressed in market share terms, a quarter of television viewers watched whenever Olympic coverage was on air

Total Viewer Hours

Combining the level of coverage and the amount of viewing provides us with the most accurate measure of the popularity of an event and is measured in Viewer Hours. **The Sydney Olympics produced 36.1 billion viewer hours.** Expressed another way, assuming each and every person over the age of four with access to television watched the Olympics equally, every one of them would have watched over 9 hours of the Olympic Games on television, or just over half an hour every day. In the metered markets, which represent the major commercial markets, this figure is nearly 10 hours per person for the event - a great deal of time considering the multitude of leisure choices available.



A further indication of the growing popularity of the Games is the fact that despite the time of year (September rather than the normal summer holidays) and the unfavourable time differences for Europe, Africa and the Americas, **The Sydney Olympics generated 2.6 billion more viewer hours than Atlanta - an increase of 7%.**



Total Viewer Hours: Summary Tables

That the 2000 Summer Games were a global success is clear, but the general level of individual viewing across the globe was effected by the number of time zones between the viewer and Sydney. For example, hours of coverage were at a record high in Europe as broadcasters rolled out live footage throughout the night, but because of the time of the broadcast, the total hours watched per person was one of the lowest.

Understandably, the vast majority of viewer hours were generated in Asia's metered markets, and Oceania consumed the Games at an incredible rate. High levels of viewing were also to be seen in Central & South America. The 14:17 watched per individual in the metered markets is skewed by Brazil's enormous interest in the Games, and may be slightly unrepresentative of the continent as a whole. North America, which broadcast the least amount of total hours, had a surprisingly high individual consumption.

Over 91% of the viewer hours were recorded in the metered markets.

Global	potential audience (4+)	hours of coverage	viewer hours 2000	hours watched per person
Africa	198,545,523	3895:00	1,332,771,610	06:42
Central & South America	354,200,385	4124:20	5,063,633,523	14:17
North America	282,105,232	1196:56	2,458,494,265	08:42
Asia	2,276,117,818	6821:46	21,583,931,516	09:28
Europe	651,075,698	10280:31	4,324,915,570	06:38
Oceania	22,315,783	2096:08	854,498,078	38:17
International Satellite	-	1163:45	492,529,378	01:46
Totals	3,784,360,440	29578:27	36,110,773,941	09:32

Metered	potential audience (4+)	hours of coverage	viewer hours 2000	hours watched per person
Africa	24,193,807	160:00	216,917,075	08:57
Central & South America	288,663,104	2941:20	4,860,141,378	16:50
North America	282,105,232	1196:56	2,458,494,265	08:42
Asia	2,095,994,583	4045:46	20,559,233,875	09:48
Europe	609,793,645	7806:31	4,015,664,844	06:35
Oceania	20,399,687	1454:08	847,285,087	41:32
Totals	3,321,150,059	17604:41	32,957,736,523	09:55

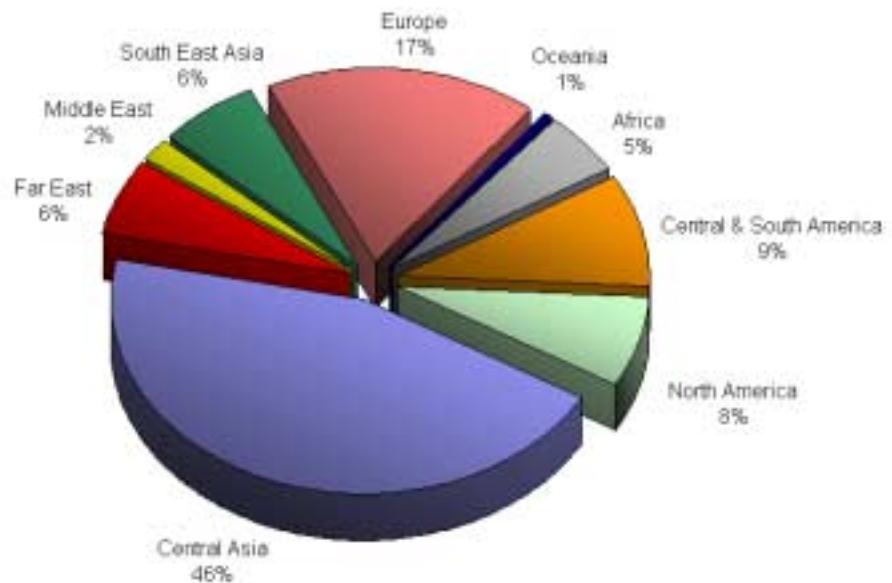
Unmetered	potential audience (4+)	hours of coverage	viewer hours 2000	hours watched per person
Africa	174,351,716	3735:00	1,115,854,535	06:33
Central & South America	65,537,281	1183:00	203,492,145	03:38
North America	-	-	-	-
Asia	180,123,234	2776:00	1,024,697,642	07:50
Europe	41,282,053	2474:00	309,250,726	07:34
Oceania	1,916,096	642:00	7,212,992	04:23
International Satellite	-	1163:45	492,529,378	01:46
Totals	463,210,381	11973:45	3,153,037,418	07:53

Note: the unmetered continental totals for potential audience include potential audiences from those countries for which no coverage data is available

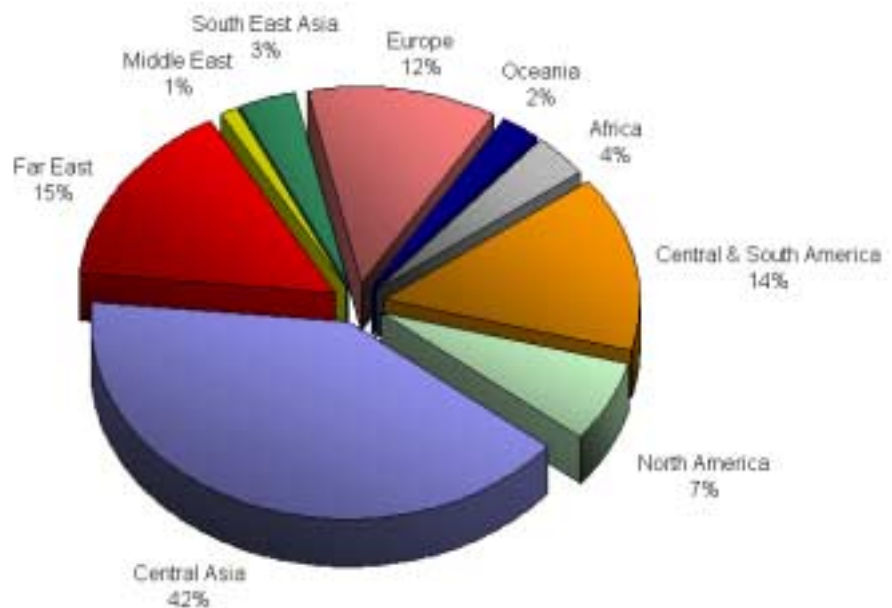
Global Population and Viewing Distribution

When the distribution of the world's potential television audience is compared with the distribution of total viewer hours generated by the Sydney Olympics, a very close correlation can clearly be seen. No other event can claim this sort of global appeal.

Global Potential Television Audience (4+)



Total Viewer Hours 2000



Choice

One feature of the television coverage of the Sydney Olympics was the diversity of choice available to the viewer. With the increased hours of coverage, broadcasters were able to show more coverage of different sports than ever before.¹

In addition, a number of satellite and cable channels devoted entire channels to Olympic coverage for 24 hours a day for the duration of the event. Most notable of this was the 6 channel, 24 hour a day, Olympic extravaganza produced by the ABU (in association with TV New Zealand) for distribution to its member stations and other broadcasters in Oceania and South East Asia.

In Europe all the major markets were showing significant amounts of coverage on nationally available channels. In this environment, Eurosport, which reaches approximately 230 million Europeans, provided 24 hours a day of alternative viewing and showcased numerous of the Olympics' smaller sports. The fact that this generated over 200 million viewer hours or nearly 1 hour per potential viewer suggests that the diversity of sport offered by the Olympics is clearly one of the events major strengths.

One of the other features of the Sydney Olympics was that besides the blanket television coverage there were a plethora of alternative real time media available to follow events – the internet being the best example. During previous Olympic Games, the highlight programmes broadcast in the evening were often the first source of information for people wanting to know results.

¹ Despite this, it is important to note that independent research performed by McCann-Erickson found that even more choice was being demanded by consumers – “many viewers complained that local television stations covered only the most popular sports – but not the ones *they* wanted to watch. Similarly, many fans wished that more television channels covered the Games so that they could have greater choice in deciding what sports to watch.” It would seem that with the advance of digital platforms and an increase in channels, the Olympics will be in even further demand by broadcasters in the future, and the opportunity exists with few markets taking more than 10-15% of the 2,900 hours that were available from all the different Olympic sporting venues.

Continental Analysis

Oceania

Both coverage and viewing of the Olympics in this part of the world was extraordinary. **Network Seven** in the host country, Australia, not only broadcast 24 hours a day of Olympic coverage on its terrestrial network but also devoted two 24-hour satellite channels to the Games. The ratings in Australia show that the host nation went “Olympic crazy”, culminating with **the Closing Ceremony receiving an incredible rating of over 51% and a market share of 92%**. When you consider that millions of Australians were out celebrating the success of the Games, watching it on big screens and in pubs, it is fair to assume that most Australians saw the Closing Ceremony.

Similarly New Zealand's national channel, TV One, devoted over half its airtime to the Games and both the ratings and market shares achieved were significantly higher than their normal September figures:

- ratings rose from a monthly average of 6.7 to 14.4
- share increased from a norm of 36% to 64.5% during Olympic coverage

Asia

Asia experienced a significant increase of Total Viewer Hours with over 20 billion viewer hours, nearly doubling the Atlanta figure. This increase was not only due to Asia's favourable time zone with Sydney but also because, as a continent, Asia saw its most successful Games to date. The tone was set by the two Koreas marching together during the Opening Ceremony, and although China overshadowed the other Asian markets by winning 28 gold medals as opposed to their 16 golds in Atlanta, this tended to be the general trend in Asia:

- Vietnam won their first Olympic medal ever
- Sri Lanka won their first Olympic medal for 52 years
- India had their first ever female medal winner.

The sporting success of the Asian countries is reflected by the broadcasting phenomenon of the Olympics in Asia. Not only were there significant amounts of live coverage shown through the day and early evening, but the prime-time Olympic highlight programmes were able to re-broadcast the success stories of the day and received consistently high ratings. **The top rated programme in China achieved a 20% rating with an audience of over 200 million people** – equivalent to the entire population of Germany, France and the UK.

Similarly the Japanese statistics illustrate the popularity of the Olympics in Asia. **The individual consumption of the Games in Japan is an astonishing 39 hours per person** – up 25% on Atlanta's figure and an amazing amount of television viewing in a country so work orientated. The average Olympic rating in Japan was 9.6, whilst over 50 million watched Naoko Takahashi race to gold in the women's marathon.

Europe

Most of the European markets broadcast more Olympic coverage than ever before and much of it was live. However, due to the time difference between Sydney and Europe, much of this live coverage was aired during the night and early morning. Despite this, the European ratings for the Sydney Games are still comparable with (and sometimes better than) the Atlanta ratings. For instance, both Sweden and Finland achieved ratings over 4 times higher than Atlanta for both their Opening and Closing Ceremonies, The highest rated programmes in the Netherlands (15.9 to 13.5) and Switzerland (30.2 on TSI1 to 8.6) were even higher than those for Atlanta.

As well as these impressive ratings, **it is also important to note that the market share in nearly all the European markets is high**, especially outside Prime Time. When people had the chance to watch live coverage, many choose to do so:

- the UK's BBC1 achieved a 10% non-prime time increase in market share during the Sydney Olympic Games above the September average
- FR2 in France achieved an increase of 14% and FR3 an increase of over 6% of their normal September ratings.
- all the Scandinavian countries enjoyed shares well in excess of 50% for the duration of the Games (Norway 61%, Sweden 57% and Finland 56%)

With the time difference from Sydney to Europe being so vast, people were unable to view live coverage (on during the night and in the early morning) and also had access to the day's results through other media before returning home to view prime time highlights in the evening. As a result in countries such as France and Spain, where Olympic sporting success was limited from a medal standpoint, there was perhaps less reason to watch these highlights than normal, and absolute audience numbers were lower than Atlanta. That said, prime time ratings and market shares were still higher during the Olympics than is usual for September.

The interest in sporting success is exemplified by the trends in Russia where the highest ratings were achieved consistently for Prime Time highlights shows on days when Russian athletes had performed well:

- the country's top rating, 9.7, was achieved when the gymnastic team won both gold and silver medals
- the third best rating, 8.1, occurred when the weightlifting team won two golds and the synchronised swimmers also won gold
- the fourth best rating, 7.9, was recorded when Yevgeny Kafelnikov won the Olympic tennis tournament

Africa

Viewing data shows that two sports tend to dominate in Africa - football and athletics - where the continent's athletes excel. For the second Olympics in a

row an African nation (Cameroon in 2000 and Nigeria in 1996) won the Olympic gold in football, and as ever the Kenyans, Ethiopians and Moroccans dominated the middle distance events on the track – both male and female.

There is little audited audience data available for Africa. However, coverage figures show an increase over Atlanta and viewing figures that are available indicate a healthy increase in the overall consumption of the Olympic experience:

- Egypt returned 243.6 million viewer hours and a consumption per viewer of 8hrs 14mins, up from 4hrs 12mins in Atlanta
- Nigeria increased from 8hrs 45mins in 1996 to 11hrs 19mins in Sydney, and generated 375.8 million Olympic viewer hours
- Zambia saw its consumption per viewer increase by over 300%

South Africa, the only metered market in the continent, was very satisfied with its Olympic coverage and their ratings illustrate the popularity of the Games. As with Europe, the live coverage was more popular amongst the South Africans. The highest rated programmes were around lunchtime for football coverage, when from approximately 11:30 - 2:30 every day the average rating was over 10%. Rob Rogers of SABC stated that “we were very pleased with the success of the Sydney Games. It is definitely the best Olympics we have produced.”

North and South Americas

The Americas suffered the furthest time difference from Sydney and because the 1996 Games were in the USA, it would have been fair to anticipate that ratings would not compare.

While ratings are lower than Atlanta the event was still successful from a broadcasting standpoint. Nearly half of the American NBC coverage was shown in prime time generating 1.5 billion viewer hours, meaning that despite all the obstacles, all Americans viewed an average of over 6 hours of Prime Time Olympic coverage. **NBC gained a 70% increase over their normal market share.** In the 1988 Seoul Olympics, with slightly higher ratings, they only gained a 30% increase.

Canada had over 200 hours more coverage than in 1996 and each Canadian with access to television consumed over 9½ hours of Olympics - a lot of coverage considering the major time difference. Much of the coverage in Canada was live, suggesting that viewers were prepared to stay up through the night to watch.

In addition to the coverage on the national channels in North America there were nearly 600 hours of Olympic coverage broadcast on cable channels, offering more choice and diversity for viewers than ever before.

There were over 4,000 hours of Olympic coverage broadcast in South America generating over 5 billion viewer hours. The Brazilians and Mexicans

accounted for over 80% of this total with approximately 400 hours of nationally available coverage in each of these countries. Their consumption per viewer was 23 hours and 18 hours respectively.

Appendix One – Metered Markets Country Breakdown

METERED MARKETS SUMMARY

	potential audience	average audience non-prime time	average audience prime time	total hours	total viewer hours	hours per viewer
Africa						
South Africa	24,193,807	1,195,528	1,032,465	160:00	216,917,075	08:57
continental total	24,193,807			160:00	216,917,075	08:57
Central & South America						
Argentina	26,000,000	250,718	280,786	453:45	112,943,215	04:20
Brazil	129,050,000	7,624,886	28,186,038	404:59	3,022,389,715	23:25
Brazil cable	3,840,810	22,584	22,584	384:00	8,672,160	02:41
Chile	12,447,305	248,946	469,263	200:00	59,226,144	04:45
Ecuador	5,776,604	115,532	217,778	100:00	13,086,896	02:15
Mexico	76,318,743	4,394,997	2,329,129	383:00	1,369,327,595	17:56
Panama	1,997,681	59,194	60,283	208:36	12,318,367	06:09
Peru	8,783,408	175,668	331,134	23:00	5,284,098	00:36
Puerto Rico	3,427,362	68,547	129,212	175:00	13,209,051	03:51
Uruguay	1,196,030	23,921	45,090	159:00	4,057,413	03:23
Venezuela	19,825,161	394,521	739,479	450:00	239,626,723	12:05
continental total	288,663,104			2941:20	4,860,141,378	16:50
North America						
Canada	28,550,397	412,503	1,002,076	455:23	238,294,625	08:20
Canada (all cable channels)		103,000	153,000	300:00	33,400,000	01:30
USA	253,554,835	4,752,765	21,517,882	146:03	1,951,772,983	07:41
USA cable (MSNBC)		712,650	712,650	221:30	157,851,909	01:33
USA cable (CNBC)		1,042,902	1,042,902	74:00	77,174,748	00:31
continental total	282,105,232			1196:56	2,458,494,265	08:42
Asia						
China	1,097,122,354	39,830,960	100,777,143	247:51	12,688,997,514	11:35
Hong Kong	6,307,326	321,651	672,893	404:15	128,574,034	20:22
India	502,200,000	5,858,479	6,004,339	274:42	1,054,962,024	02:06
Indonesia	123,049,446	3,789,923	7,924,384	117:00	509,572,365	04:08
Israel	4,747,650	142,430	237,383	230:00	35,797,281	07:32
Japan	120,152,893	10,402,300	17,344,755	328:17	4,590,207,842	38:12
Japan satellite (Ch1)		288,317	288,317	365:58	105,514,263	02:33
Japan satellite (HD)		19,221	19,221	289:18	5,560,665	02:01
Korea, Rep (South)	42,672,730	1,518,729	4,525,815	363:54	621,108,217	14:33
Lebanon	3,282,725	98,482	164,136	34:00	3,873,616	01:10
Malaysia	13,950,000	690,462	1,445,471	167:00	135,651,500	09:43
Philippines	69,057,715	578,796	960,057	226:06	164,192,169	02:26
Singapore	3,447,117	38,276	91,891	334:49	17,566,467	05:05
Taiwan	19,530,000	193,249	1,297,877	437:05	81,863,576	04:11
Thailand	53,274,628	1,924,953	3,462,851	190:51	367,680,342	06:54
Vietnam	37,200,000	1,302,000	2,418,000	34:40	48,112,000	01:18
continental total	2,095,994,583			4045:46	20,559,233,875	09:48

Metered Markets Summary

	potential audience	average audience non-prime time	average audience prime time	total hours	total viewer hours	hours per viewer
Europe						
Austria	6,786,115	108,882	-	242:00	26,255,779	04:01
Belgium	5,503,856	172,627	74,250	99:58	11,528,093	02:06
Bosnia - Herzegovina	2,998,320	76,457	165,207	348:00	29,713,351	09:54
Croatia	3,914,536	99,821	215,691	170:00	24,848,689	06:20
Cyprus	570,400	12,213	21,345	172:54	2,454,931	04:18
Czech Republic	9,144,690	294,824	294,824	371:20	98,701,680	07:26
Denmark	5,113,816	163,588	457,529	244:34	36,067,481	07:04
Finland	4,589,071	198,841	374,267	277:09	62,426,458	13:36
France	52,825,048	1,326,770	1,848,350	280:51	348,101,516	06:35
France Canal+		45,000	113,100	207:00	10,472,700	07:35
Germany	71,440,000	1,187,398	2,939,017	387:26	505,039,955	07:06
Greece	10,607,733	164,360	196,852	364:00	64,599,028	06:08
Hungary	8,588,727	116,017	436,704	487:43	78,501,635	09:08
Ireland	3,866,244	78,297	139,269	221:07	19,117,259	05:09
Italy	52,059,093	1,250,053	1,921,429	257:29	293,005,182	05:38
Netherlands	14,465,539	391,346	359,864	194:53	84,782,612	05:51
Norway	3,700,000	234,506	642,494	195:01	48,168,257	13:01
Poland	28,000,000	1,390,805	1,985,294	241:59	263,770,000	09:25
Portugal	9,165,708	607,412	2,628,443	239:10	175,698,916	19:10
Romania	19,427,791	531,901	1,035,313	266:05	179,664,973	09:14
Russia	117,000,000	3,141,153	8,658,000	107:52	554,858,526	04:44
Slovenia	1,794,129	46,061	57,412	227:18	11,225,368	06:15
Spain	38,393,192	667,778	926,636	352:07	229,562,172	05:57
Sweden	8,509,547	318,577	1,290,952	268:33	111,739,917	13:07
Switzerland	5,500,000	36,053	63,531	730:51	22,411,116	04:04
Turkey	26,419,440	100,254	83,750	344:49	34,326,338	01:18
Ukraine	44,934,651	678,203	847,767	188:01	158,965,840	03:32
United Kingdom	54,476,000	1,647,758	4,845,980	318:19	529,657,072	09:43
continental total	609,793,645			7806:31	4,015,664,844	06:35
Oceania						
Australia	17,109,186	1,451,913	2,826,749	406:25	738,950,046	43:11
Australia satellite		2,818	2,818	816:00	2,299,194	05:42
New Zealand	3,290,501	423,736	611,646	231:43	106,035,846	32:13
continental total	20,399,687			1454:08	847,285,087	41:32
Metered Markets Total	3,321,150,059			17604:41	32,957,736,523	09:55

Appendix Two – Unmetered Markets Country Breakdown

UNMETERED MARKETS SUMMARY

	potential audience	average audience non-prime time	average audience prime time	total hours	total viewer hours	hours per viewer
Africa						
Algeria	16,164,250	646,570	1,664,918	75:00	72,933,096	04:30
Angola	622,500	24,900	64,118	75:00	2,808,720	04:30
Benin	788,500	31,540	81,216	75:00	3,557,712	04:30
Botswana	680,545	27,222	70,096	75:00	3,070,620	04:30
Burkina Faso	415,000	16,600	42,745	140:00	3,212,930	07:44
Burundi	186,750	7,470	19,235	75:00	842,616	04:30
Cameroon	9,935,100	397,404	1,023,315	75:00	44,827,171	04:30
Cape Verde	83,000	3,320	8,549	75:00	374,496	04:30
Central African Republic	124,500	4,980	12,824	75:00	561,744	04:30
Chad	53,120	2,125	5,471	75:00	239,677	04:30
Comoros	5,533	221	570		0	00:00
Congo, Dem. Republic	720,440	28,818	74,205	75:00	3,250,625	04:30
Congo, Rep of the	249,000	9,960	25,647	75:00	1,123,488	04:30
Cote d'Ivoire	5,531,950	221,278	569,791	120:00	37,008,746	06:41
Djibouti	162,680	6,507	16,756	75:00	734,012	04:30
Egypt	30,000,000	1,200,000	3,090,000	140:00	243,600,000	08:07
Equatorial Guinea	12,450	498	1,282	75:00	56,174	04:30
Eritrea	166,000	6,640	17,098		0	00:00
Ethiopia	1,328,000	53,120	136,784	75:00	5,991,936	04:30
Gabon	334,767	13,391	34,481	75:00	1,510,467	04:30
Gambia	415,000	16,600	42,745	75:00	1,872,480	04:30
Ghana	9,120,879	364,835	939,451	75:00	41,153,407	04:30
Guinea	434,920	17,397	44,797	75:00	1,962,359	04:30
Guinea-Bissau	345,280	13,811	35,564	75:00	1,557,903	04:30
Kenya	6,820,568	272,823	702,519	75:00	30,774,404	04:30
Lesotho	166,000	6,640	17,098	75:00	748,992	04:30
Madagascar	4,150,000	166,000	427,450	75:00	18,724,800	04:30
Mali	602,580	24,103	62,066	75:00	2,718,841	04:30
Mauritania	830,000	33,200	85,490	75:00	3,744,960	04:30
Mauritius	581,000	23,240	59,843	75:00	2,621,472	04:30
Morocco	7,371,352	294,854	759,249	70:00	34,571,643	04:41
Mozambique	1,770,070	70,803	182,317	75:00	7,986,558	04:30
Namibia	297,417	11,897	30,634	75:00	1,341,944	04:30
Niger	232,400	9,296	23,937	120:00	1,554,756	06:41
Nigeria	33,200,000	1,328,000	3,419,600	220:00	375,824,000	11:19
Rwanda	20,750	830	2,137	75:00	93,624	04:30
São Tomé and Príncipe	101,260	4,050	10,430	75:00	456,885	04:30
Senegal	1,676,600	67,064	172,690	75:00	7,564,819	04:30
Sierra Leone	1,407,680	56,307	144,991	75:00	6,351,452	04:30
Sudan	9,395,600	375,824	967,747	75:00	42,392,947	04:30
Swaziland	49,800	1,992	5,129	75:00	224,698	04:30
Tanzania	10,814,492	432,580	1,113,893	75:00	48,794,986	04:30
Togo	205,840	8,234	21,202	75:00	928,750	04:30
Tunisia	6,445,334	257,813	663,869	75:00	29,081,348	04:30
Uganda	1,055,760	42,230	108,743	75:00	4,763,589	04:30
Zambia	3,336,600	133,464	343,670	75:00	15,054,739	04:30
Zimbabwe	1,614,350	64,574	166,278	75:00	7,283,947	04:30
No Coverage Data Available	4,326,098					
continental totals	174,351,716			3735:00	1,115,854,535	06:33

UNMETERED MARKETS SUMMARY

	potential audience	average audience non-prime time	average audience prime time	total hours	total viewer hours	hours per viewer
Central & South America						
Antigua and Barbuda	56,575	1,641	3,281	72:00	157,504	02:47
Aruba	59,253	1,718	3,437	72:00	164,959	02:47
Bahamas	186,900	5,420	10,840	72:00	520,330	02:47
Bermuda	50,433	1,463	2,925	72:00	140,406	02:47
Bolivia	2,031,830	58,923	117,846	72:00	5,656,615	02:47
Colombia	23,300,200	675,706	1,351,412	72:00	64,867,757	02:47
Costa Rica	2,943,268	85,355	170,710	72:00	8,194,059	02:47
Cuba	9,310,735	270,011	465,537	187:00	60,463,913	06:29
El Salvador	3,392,235	98,375	196,750	72:00	9,443,982	02:47
Guatemala	6,649,706	192,841	385,683	72:00	18,512,782	02:47
Honduras	3,457,116	100,256	200,513	120:00	16,241,531	04:41
Jamaica	2,082,600	60,395	120,791	170:00	13,286,988	06:22
Paraguay	2,456,400	71,236	142,471	58:00	5,841,319	02:22
No Coverage Data Available	9,560,030					
continental totals	65,537,281			1183:00	203,492,145	03:38
Asia						
Bahrain	523,680	20,947	53,939	92:00	2,718,944	05:11
Bangladesh	2,184,000	87,360	224,952	92:00	11,339,328	05:11
Brunei	231,840	9,274	23,880	92:00	1,203,713	05:11
Cambodia	3,650,945	146,038	376,047	92:00	18,955,706	05:11
Iran	33,600,000	504,000	1,948,800	100:00	85,075,200	02:31
Jordan	772,800	30,912	79,598	92:00	4,012,378	05:11
Kuwait	840,000	33,600	86,520	71:00	3,285,240	03:54
Maldives	46,200	1,848	4,759	92:00	239,870	05:11
Mongolia	369,600	14,784	38,069	92:00	1,918,963	05:11
Nepal	672,000	26,880	69,216	180:00	5,558,112	08:16
Oman	2,022,299	80,892	208,297	92:00	10,499,777	05:11
Pakistan	42,928,740	858,575	1,717,150	510:00	525,447,779	12:14
Qatar	589,542	23,582	60,723	92:00	3,060,903	05:11
Saudi Arabia	18,009,683	270,145	630,339	544:00	183,698,768	10:12
Sri Lanka	9,777,600	391,104	1,007,093	175:00	92,466,763	09:27
Syria	9,519,300	380,772	980,488	92:00	49,424,206	05:11
Tajikistan	1,943,760	77,750	200,207	92:00	10,092,002	05:11
UAE	1,931,881	77,275	198,984	92:00	10,030,325	05:11
Yemen	1,092,000	43,680	112,476	92:00	5,669,664	05:11
No Coverage Data Available	49,417,365					
continental totals	180,123,234			2776:00	1,024,697,642	07:50
Europe						
Albania	1,209,000	48,360	124,527	69:00	5,012,514	04:08
Armenia	1,837,680	73,507	189,281	69:00	7,619,021	04:08
Belarus	9,300,000	372,000	957,900	28:00	20,376,300	02:11
Bulgaria	7,163,869	207,752	415,504	289:00	67,103,961	09:22
Estonia	1,087,170	43,487	111,979	179:00	9,500,539	08:44
FYR of Macedonia	651,000	26,040	67,053	320:00	10,170,182	15:37
Iceland	252,422	1,010	3,600	161:00	4,000,928	15:51
Latvia	1,860,000	74,400	191,580	210:00	19,069,092	10:15
Lithuania	3,267,847	130,714	336,588	142:00	22,654,153	06:55
Luxembourg	334,800	13,392	34,484	69:00	1,388,081	04:08
Malta	330,753	13,230	34,068	272:00	4,392,084	13:16
Moldova	2,901,600	116,064	298,865	69:00	12,030,034	04:08
Slovakia	4,594,200	133,232	266,464	347:00	52,703,835	11:28
Yugoslavia	6,000,000	240,000	618,000	250:00	73,230,000	12:12
No Coverage Data Available	491,711					
continental totals	41,282,053			2474:00	309,250,726	07:34

UNMETERED MARKETS SUMMARY

	potential audience	average audience non-prime time	average audience prime time	total hours	total viewer hours	hours per viewer
Oceania						
American Samoa	38,726	1,549	3,989	68:00	159,007	04:06
Cook Islands	16,100	644	1,658	70:00	68,409	04:14
Fiji	427,800	17,112	44,063	72:00	1,878,898	04:23
French Polynesia	214,667	8,587	22,111	72:00	942,816	04:23
Guam	126,776	5,071	13,058	72:00	556,800	04:23
Palau	11,960	478	1,232	72:00	52,528	04:23
Papua New Guinea	578,400	23,136	59,575	72:00	2,540,333	04:23
Solomon Islands	230,000	9,200	23,690	72:00	1,010,160	04:23
Vanuatu	920	37	95	72:00	4,041	04:23
No Coverage Data Available	270,748					
continental totals	1,916,096			642:00	7,212,992	04:23
International Satellite						
Africa (Supersport)	44,034,000	660,510	1,761,360	307:42	270,966,364	06:09
Orbit (Asia/Africa)	1,750,000	50,750	101,500	280:00	16,443,000	09:23
EuroSport	230,000,000	548,772	1,212,234	368:58	199,267,089	00:51
Canal+ Horizon	650,000	18,850	37,700	207:05	5,852,925	09:00
continental totals	276,434,000			1163:45	492,529,378	01:46
Unmetered Markets Total	463,210,381			11973:45	3,153,037,418	07:53

Appendix Three – Unmetered Markets Without Data

NO VIEWING DATA AVAILABLE

Africa	population
Azores	-
Canary Islands	-
Comoros	562,723
Liberia	2,923,725
Libya	4,992,838
Malawi	10,000,416
Mayotte	149,336
Reunion	717,723
Seychelles	79,164
Somalia	7,140,643
continental totals	26,566,568

Europe	population
Andorra	65,939
Faeroe Islands	41,059
Greenland	59,827
Liechtenstein	32,057
Madeira	-
Monaco	32,149
San Marino	25,061
Vatican City	870
continental totals	256,962

Asia	population
Afghanistan	25,824,882
Azerbaijan	7,908,224
Bhutan	1,951,965
Georgia	5,066,499
Iraq	22,427,150
Kazakhstan	16,824,825
Korea, DPR (North)	21,386,109
Kyrgyzstan	4,546,055
Laos	5,407,453
Macau	437,312
Myanmar	48,081,302
Turkmenistan	4,366,383
Uzbekistan	24,102,473
continental totals	188,330,632

Oceania	population
Kiribati	85,501
Marshall Islands	65,507
Micronesia, Fed. States	131,500
Nauru	10,605
New Caledonia	197,361
Tonga	109,082
Tuvalu	10,588
Wallis and Futuna	15,129
Western Samoa	229,979
continental totals	855,252

Central & South America	population
Barbados	259,191
Belize	235,789
British Virgin Islands	19,156
Cayman Islands	39,335
Dominica	64,881
Dominican Republic	8,129,734
French Guiana	167,982
Grenada	97,008
Guadeloupe	420,943
Guyana	705,156
Haiti	6,884,264
Martinique	411,539
Montserrat	6,409
Netherlands Antilles	207,827
Nicaragua	4,717,132
St. Kitts and Nevis	42,838
St. Lucia	154,020
St Pierre & Miquelon	6,966
St. Vincent	120,519
Surinam	431,156
Trinidad and Tobago	1,102,096
US Virgin Islands	119,827
continental totals	24,343,768