



RESEARCH INTERNATIONAL

UPC European TV survey 2008

All countries

Summary - 1

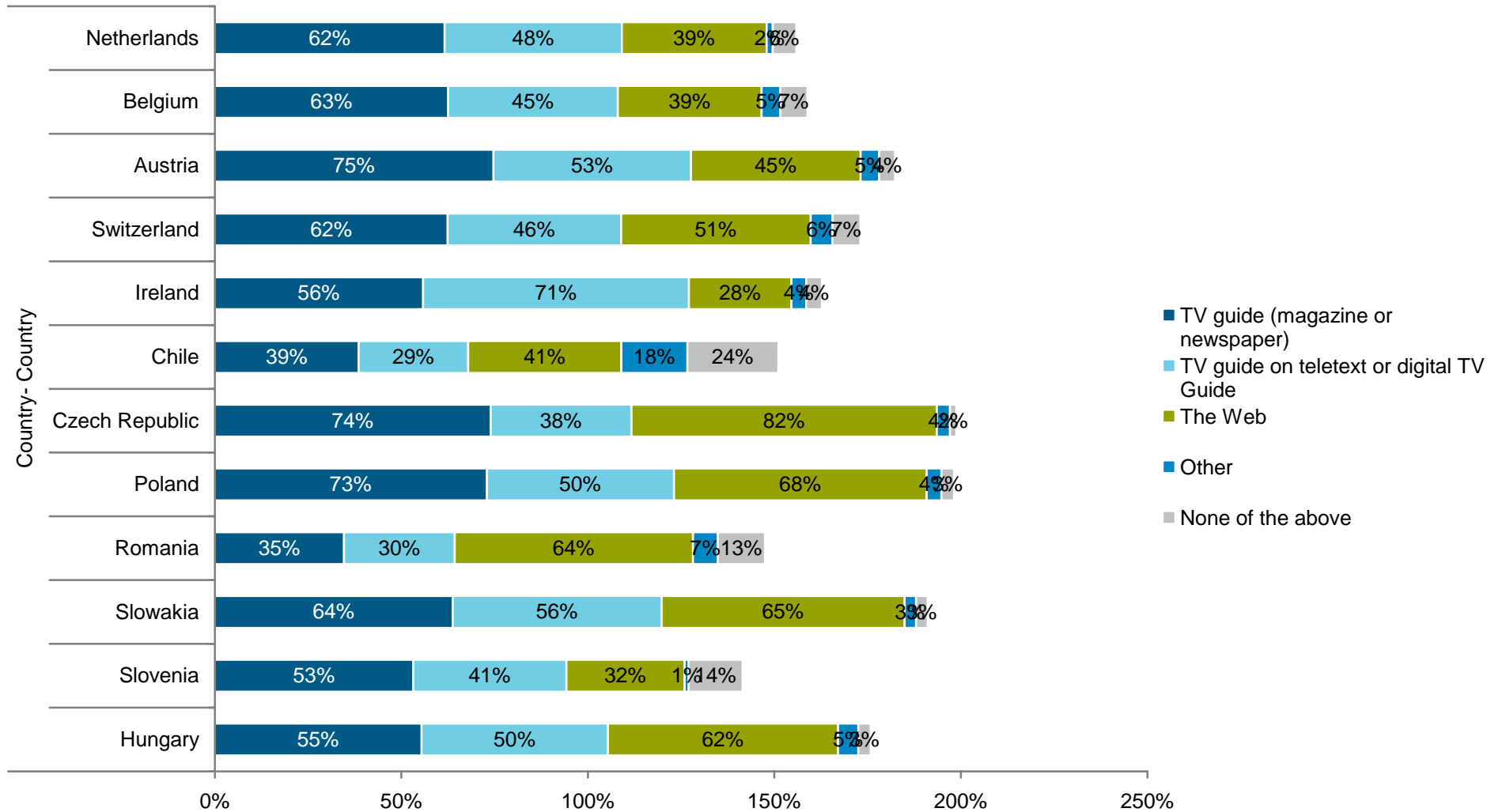
- The TV guide on paper is mostly used in Austria, Czech and Poland. In Chile and Romania the TV guide is least used among all countries. Remarkably the internet is mostly used to view television programming in Czech Republic, Ireland and Slovenia are less used to using the internet for this purpose.
- People of Chile are the most bothered by too small texts on screen, teletext letters and bad contrast between letters. In the West-European countries most are not bothered by any of these problems.
- The distance at which people watch TV lies mostly between 2 and 4 meters, only in Chile the TV distance sometimes is shorter.
- Subtitling through teletext is used very different in every country. Chile uses this service the most, also for foreign channels. Poland, Romania and Hungary use it most often in Europe. Czech people use it often for foreign channels.
- The TV remote control is seen as a simple device in all countries. Austria and Hungary rate it somewhat less simple.
- Seen over all countries the facilities mostly wanted are a zoom function and the ability to adjust the subtitles. In CR, PL, Slow, HUN, and CH the possibility to have every program dubbed is also high. Remarkably in Austria quite a lot of people would like to have assistance for TV installation.

Summary - 2

- The foreign medical soaps are quite popular shows in all countries, only in the Netherlands they are not watched very often. Runner up is the medical reality TV and documentaries. In Romania the medical talk show is very popular.
- In Chile people are most willing to participate in a medical TV program, but they do it for the money. Educational value is appreciated most in Romania. Slovenia and Slovakia are most concerned for their privacy.
- Most conservative regarding watching surgical operations are Slovenia and Hungary. Most open to this are the Netherlands, Belgium and Chile.
- Doctors giving tips is a real opportunity in all countries, especially in Chile and Romania people are enthusiastic.
- A doctor's consultancy at a distance is not seen as a replacement of the regular doctors visit, especially in the Netherlands and Belgium people would not make use of this possibility. Those who are more open to this service live in Chile, Poland, Romania or Slovakia.
- Getting up in the middle of the night to watch sports events is done more often in Czech, Slovakia, Slovenia and Hungary. The Polish are real sports lovers; adjusting holiday plans and organizing parties to watch sports on TV are done the most here.

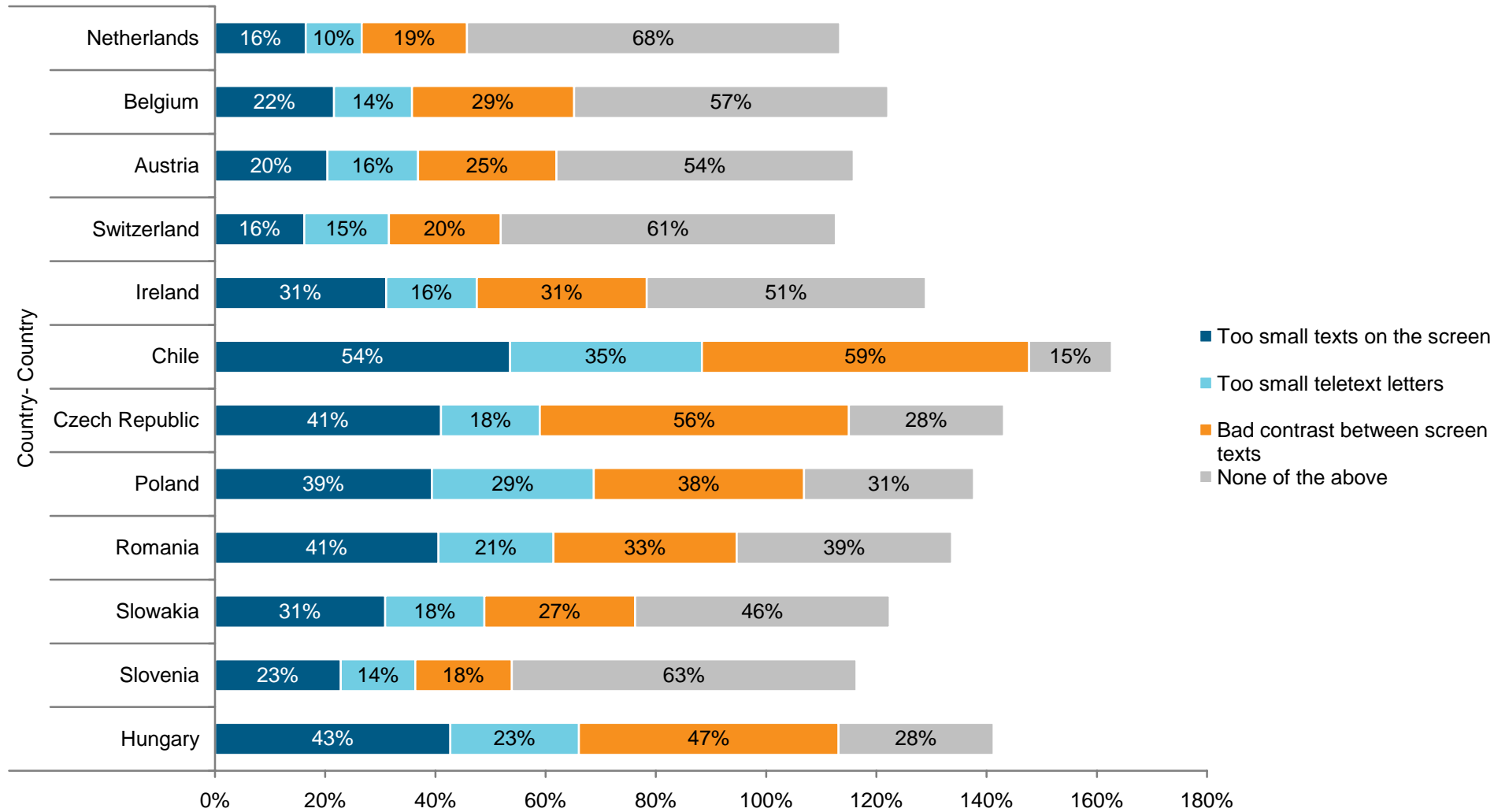
All countries

Q3 -Which of the possibilities listed below do you use to view television programming?



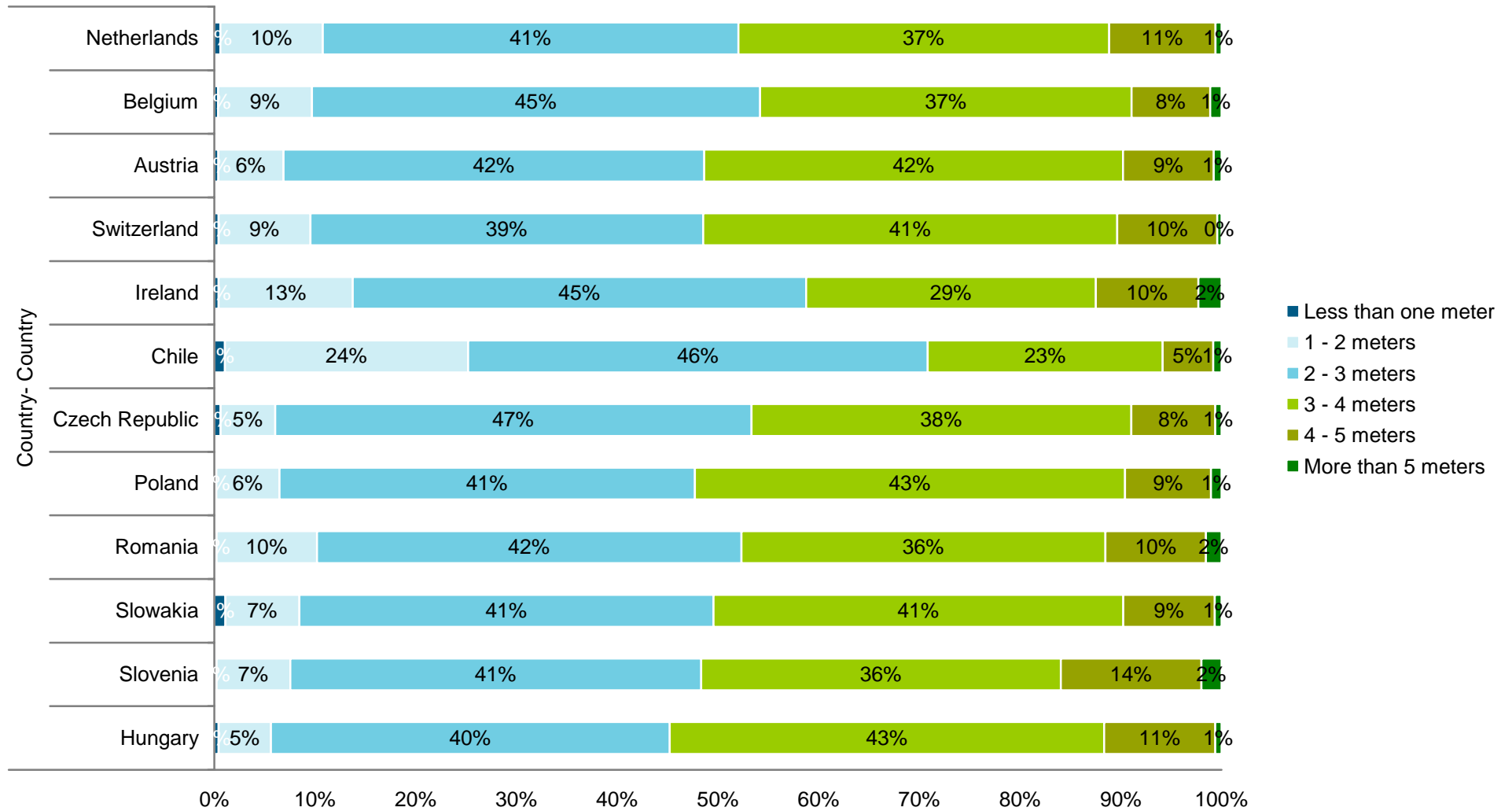
All countries

Q4 -Are you ever bothered by ...?



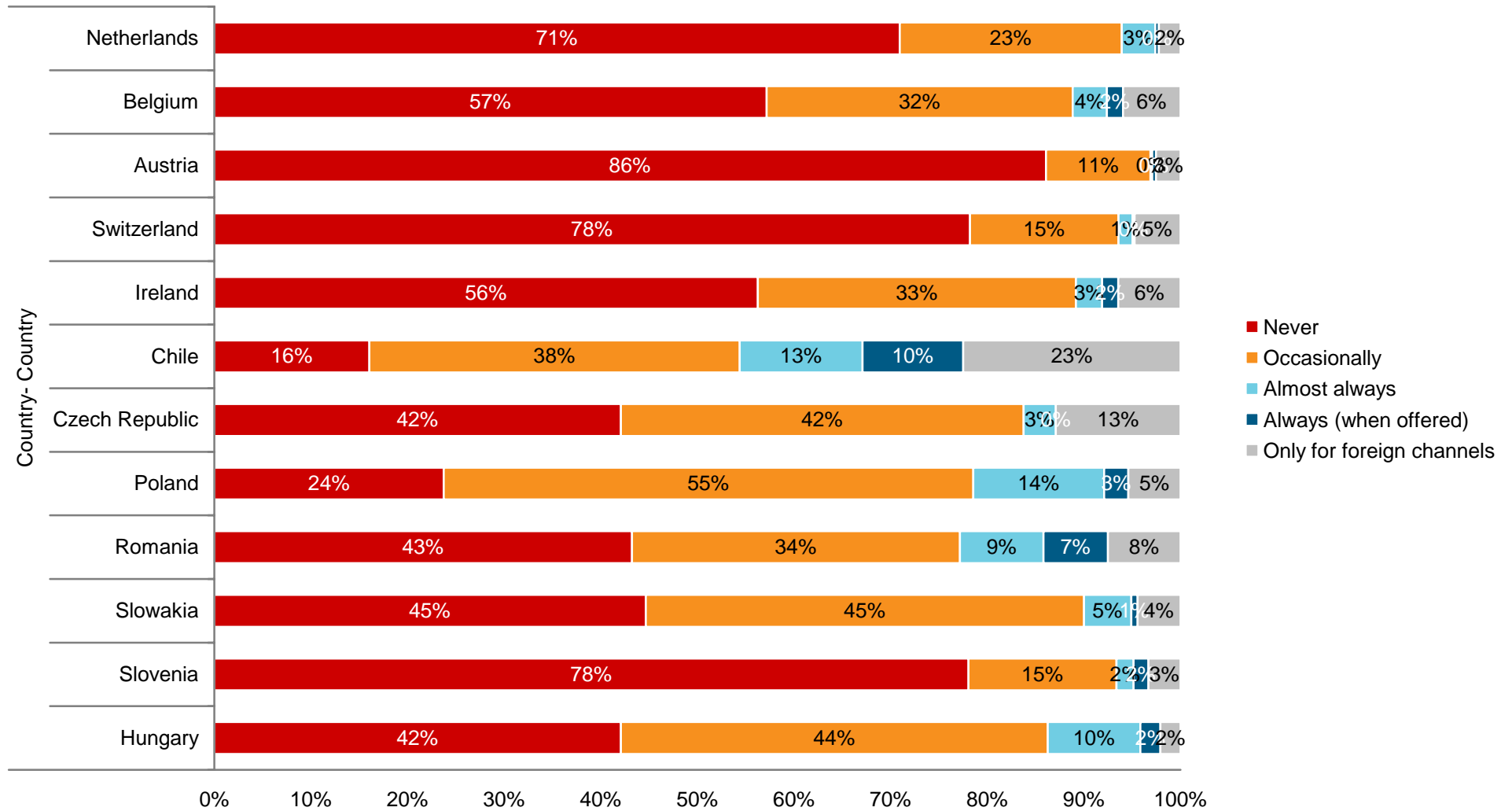
All countries

Q5 - What is the distance at which you normally watch TV?



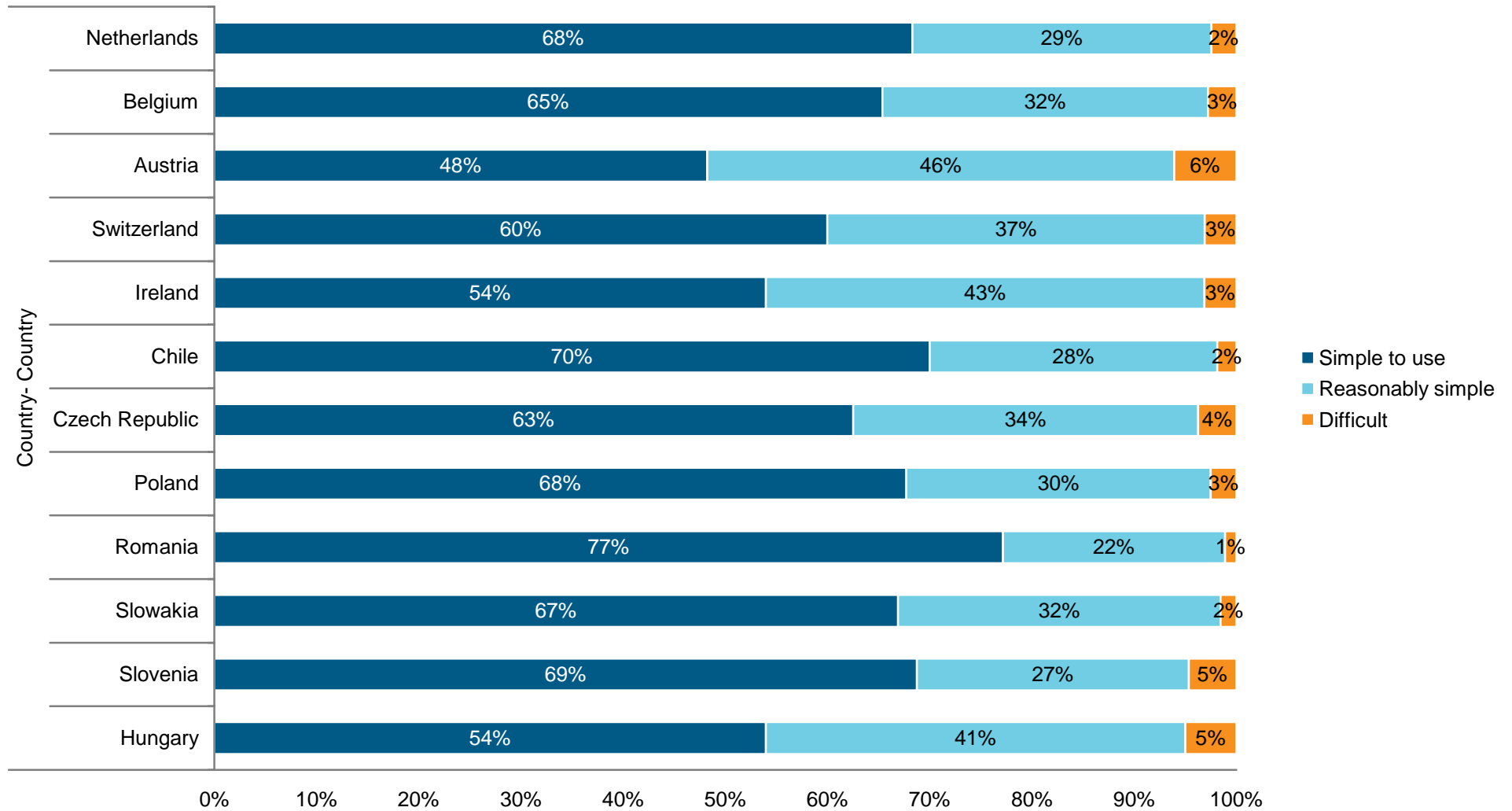
All countries

Q6 - If offered, how often do you use subtitling through teletext?



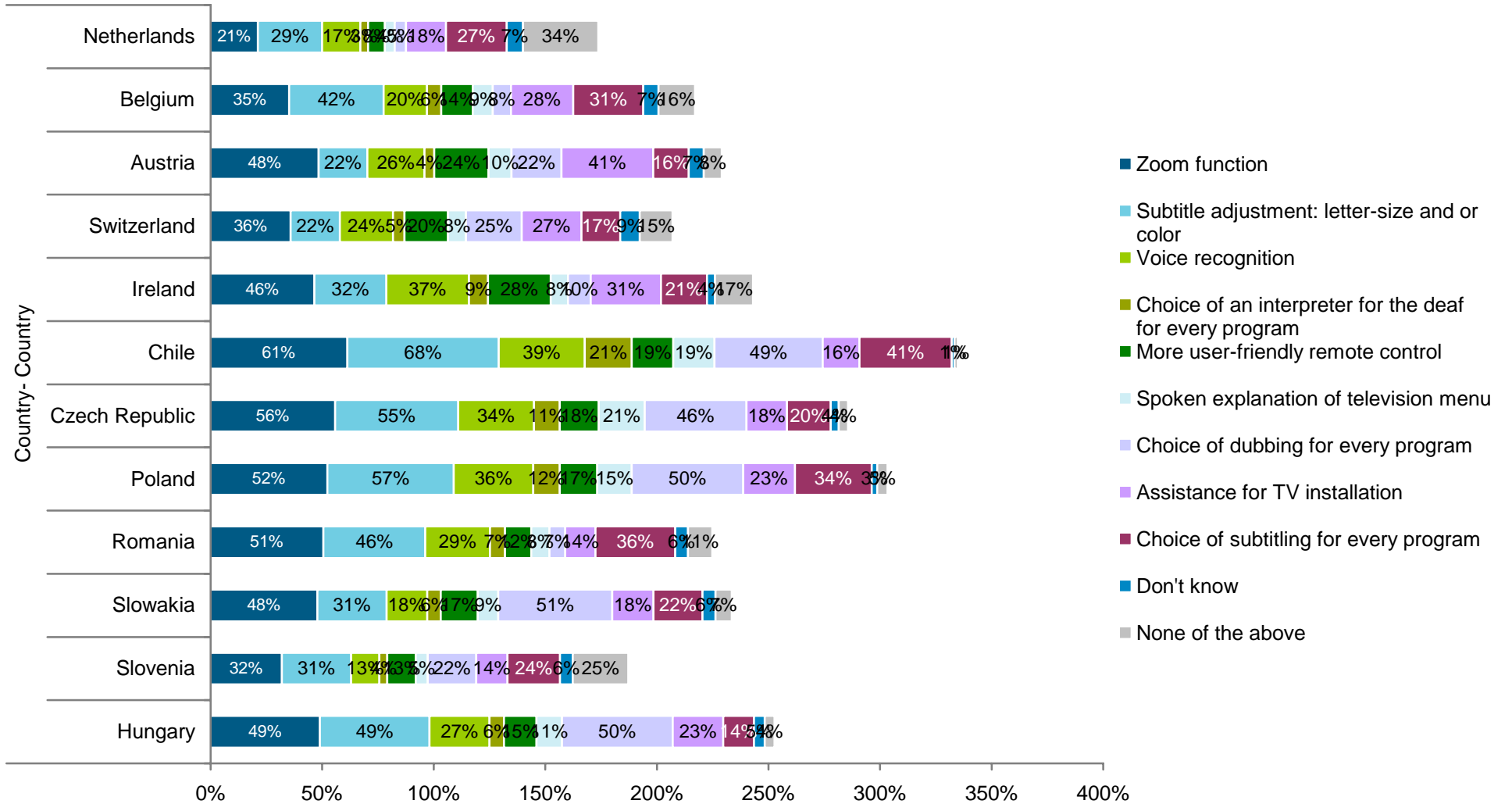
All countries

Q7 - How would you evaluate the user-friendliness of your TV remote control?



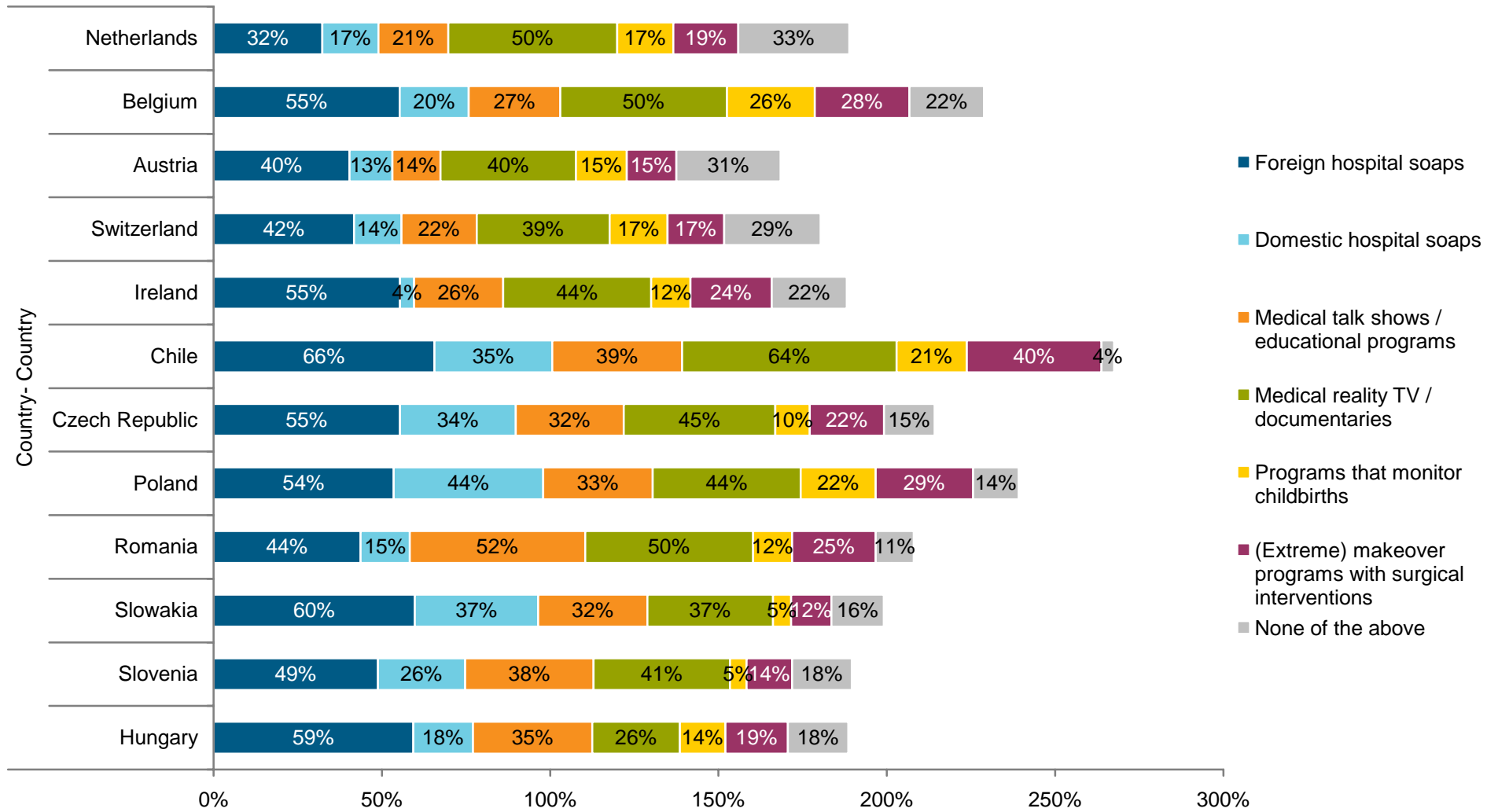
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Q8 -Which of the facilities mentioned below would you appreciate having?



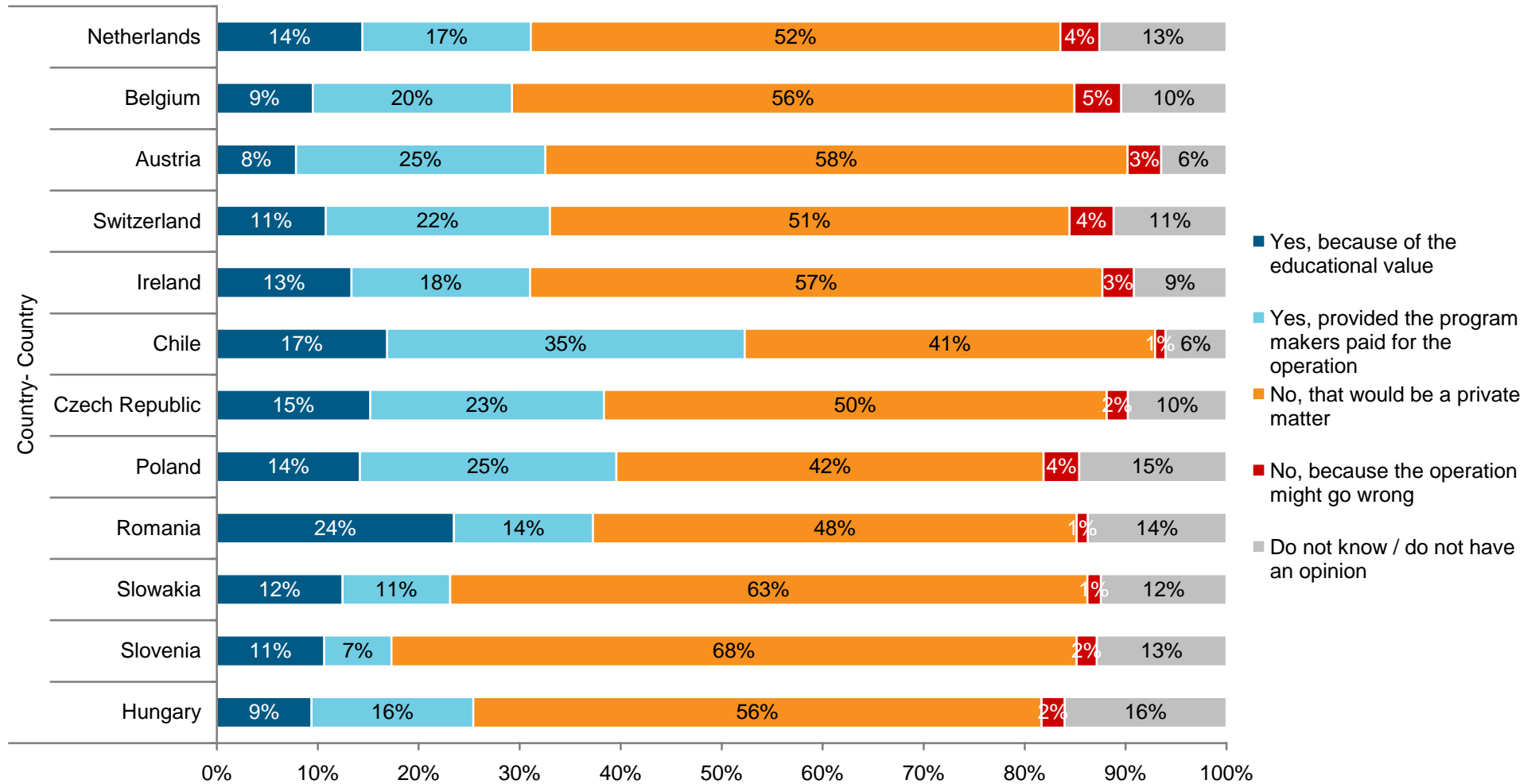
All countries

Q9 -Which medical programs do you prefer watching?



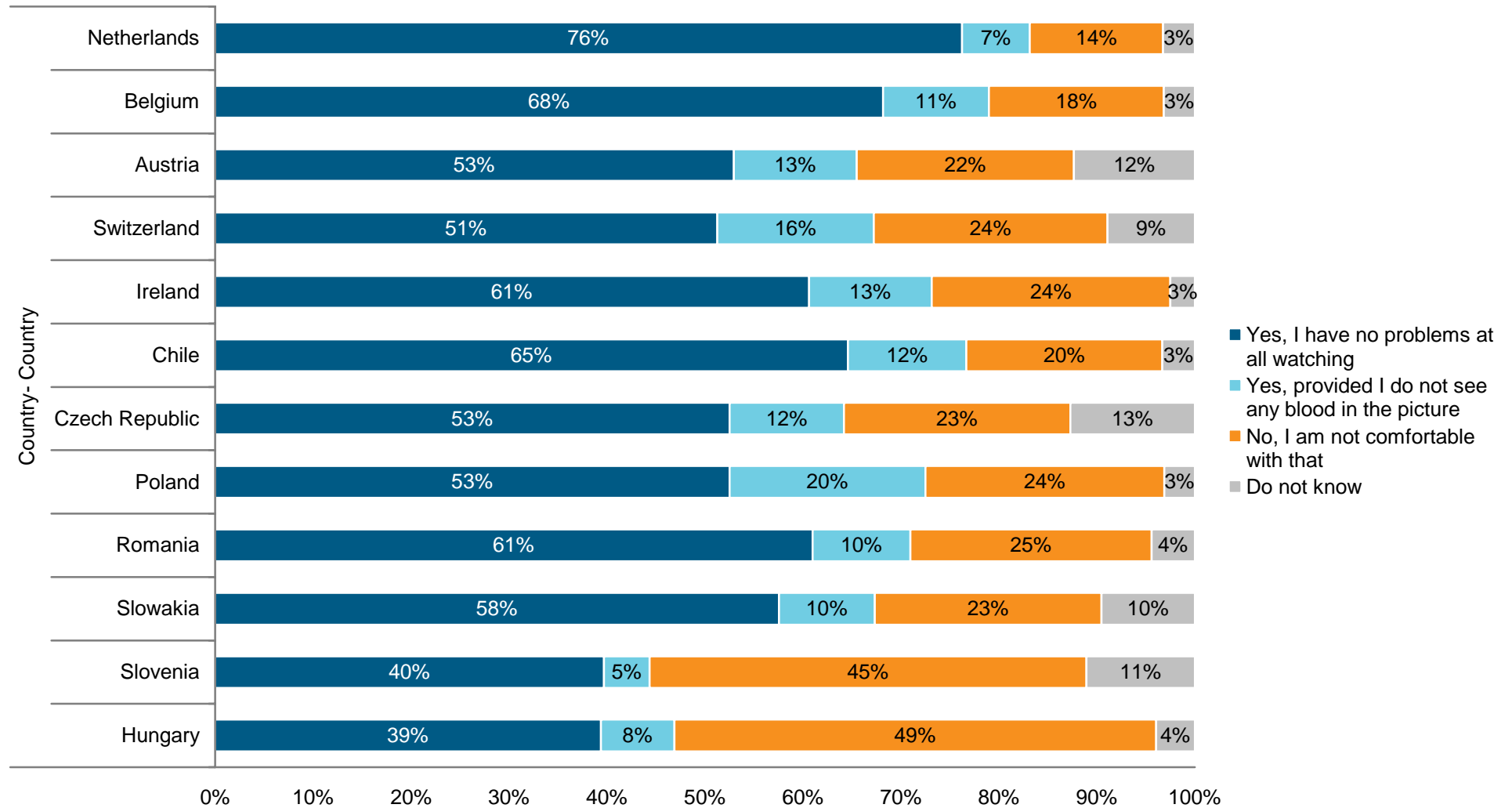
All countries

Q10 - If you were to undergo a medical or cosmetic operation, would you consent to having a television program following you during the operation and broadcasting the pictures?



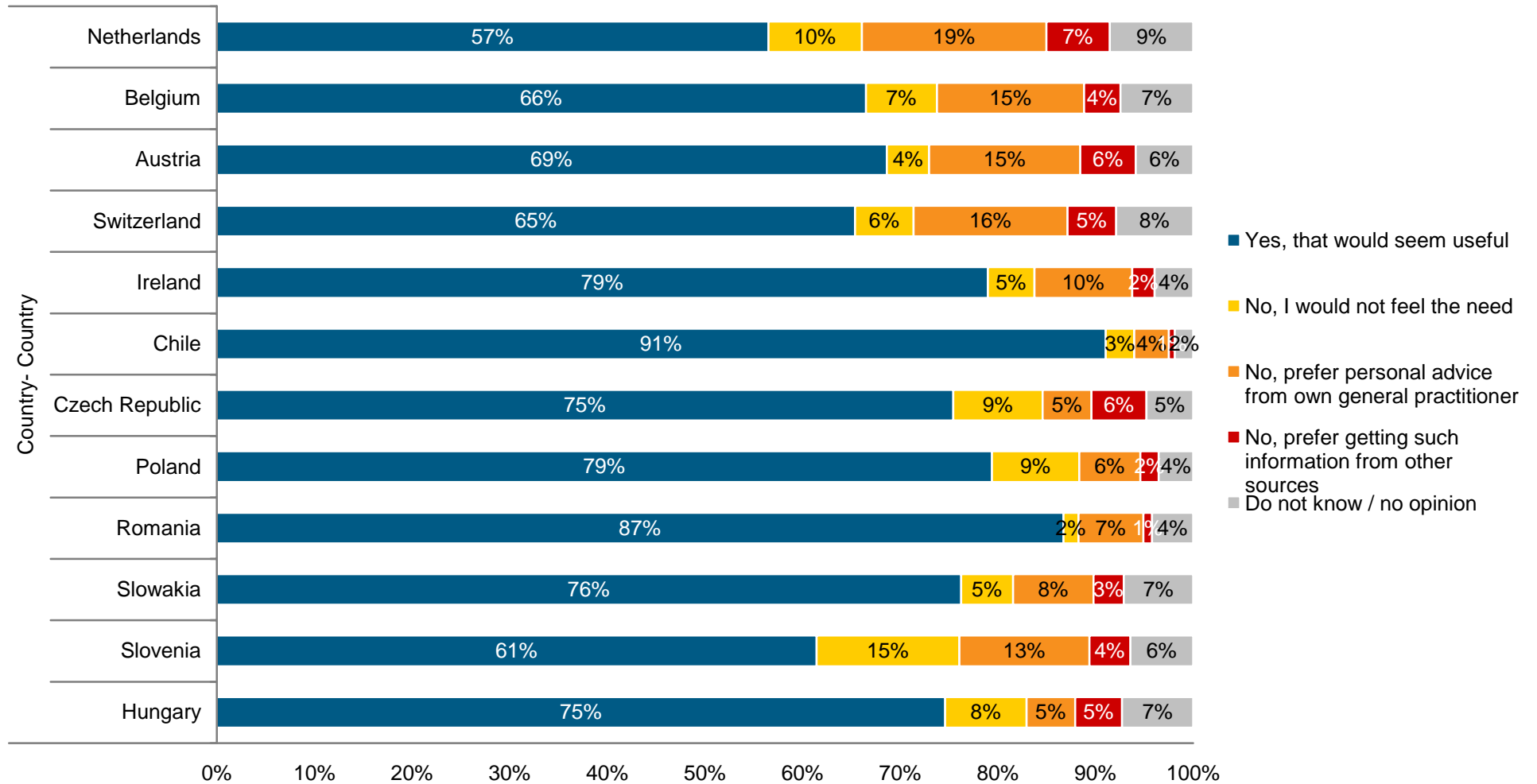
All countries

Q11 - Are you comfortable watching surgical operations on television?



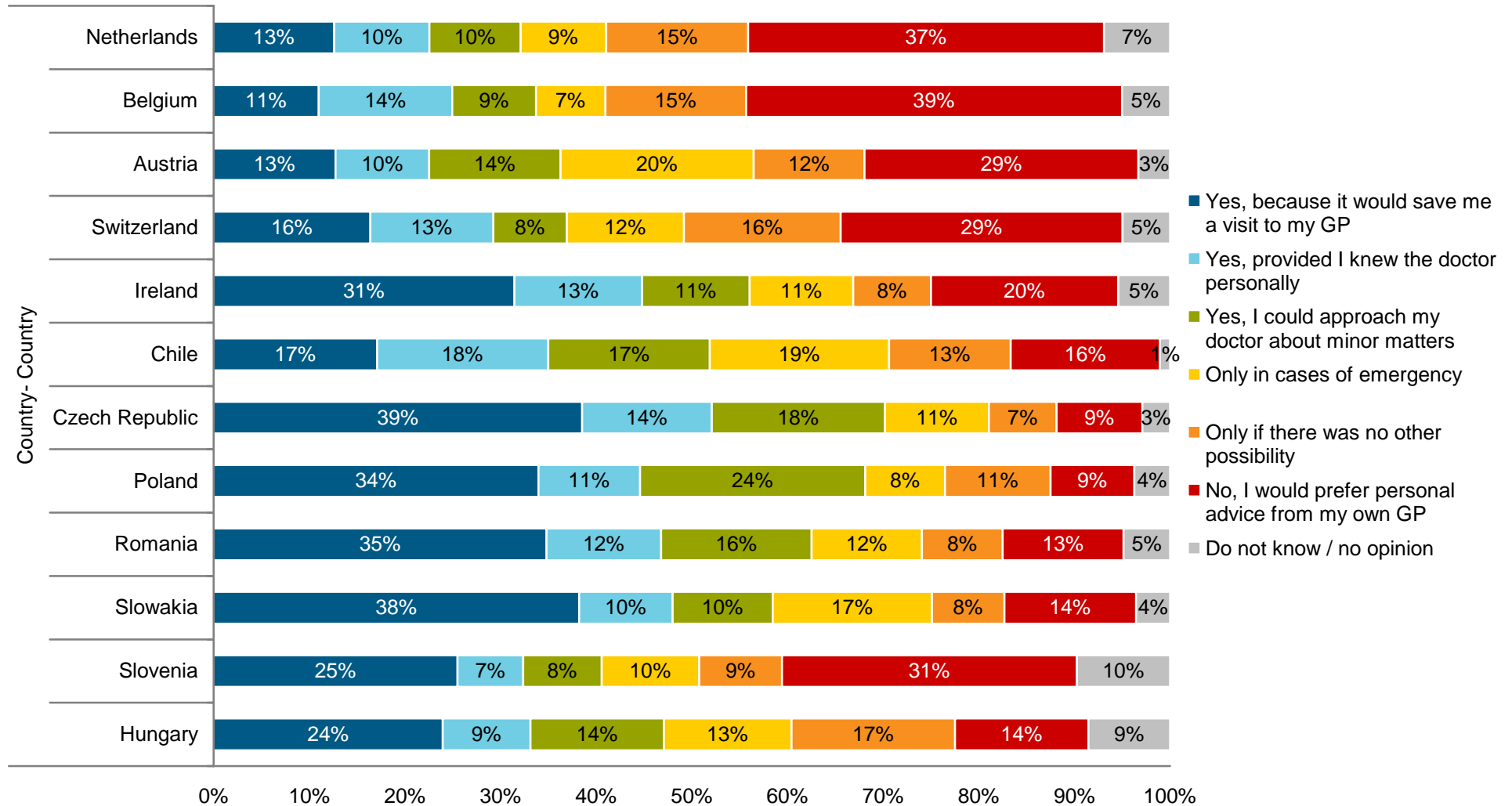
All countries

Q12 - Would you watch programs in which family doctors or medical specialists gave practical tips on diseases and treatments?



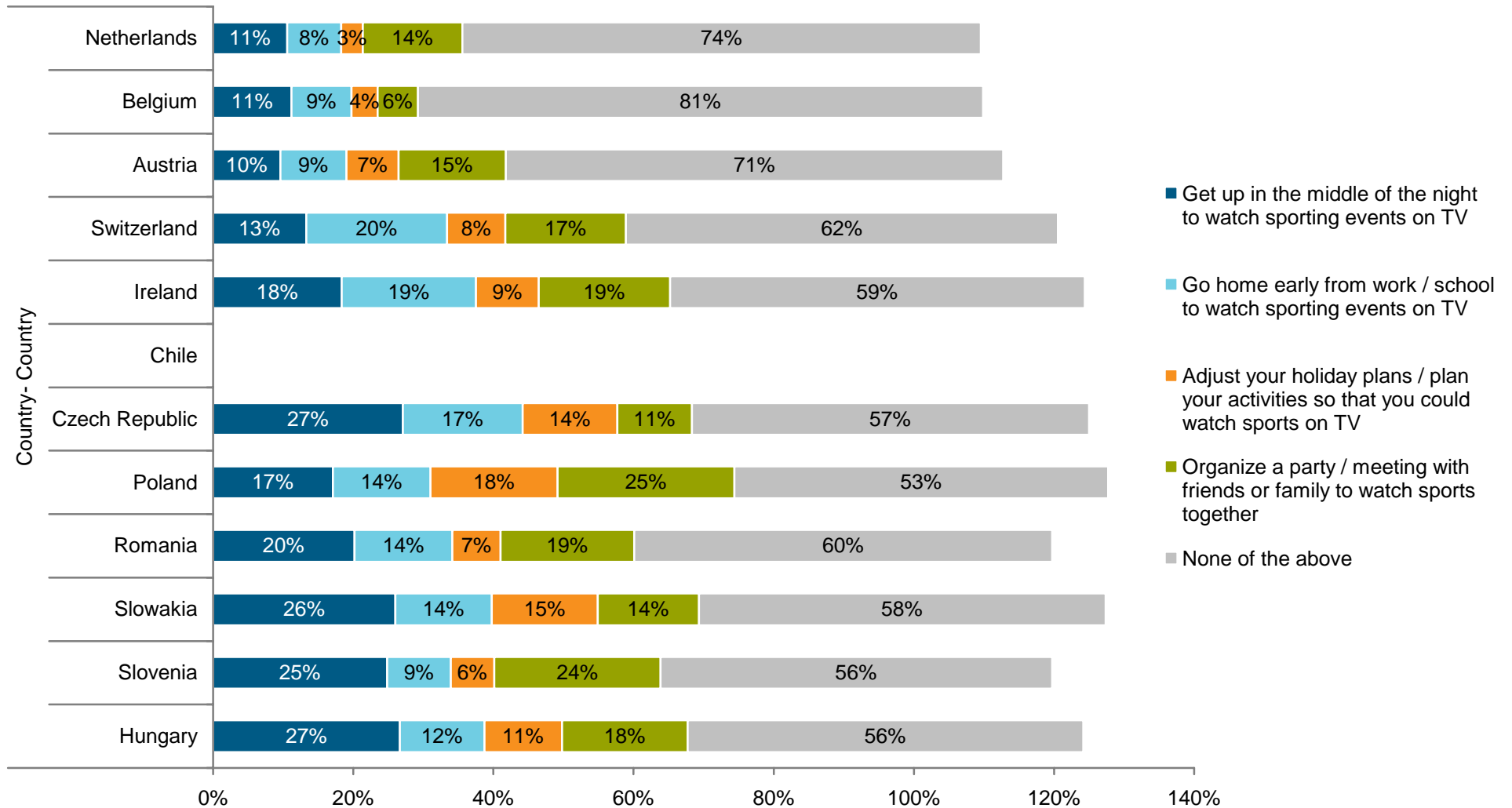
All countries

Q13 - If offered, would you use a doctor's consultation at a distance?



All countries

Q14 -Did you do any of the following during the past year?



All countries

Q15 - Who is your favorite sports presenter for 2008?

Netherlands	Mart Smeets (NOS)
Belgium - Flemish	Carl Huybrechts
Belgium - French	Philippe Maertens
Austria	Rainer Pariasek (ORF)
Switzerland	Benard Thurnheer
Ireland	Bill O'Herlihy
Poland	Przemyslaw Babiarcz
Romania	Cristian Topescu
Slovakia	Dušan Gabáni
Slovenia	Igor E. Bergant
Hungary	Gundel Takács Gábor

All countries

Q16 - Who is your favorite soccer analyst for 2008?

Netherlands	Johan Cruijff
Belgium - Flemish	Bob Peeters
Belgium - French	Marc Degryse
Austria	Herbert Prohaska
Switzerland	Alain Sutter
Ireland	Eamonn Dunphy
Poland	Mateusz Borek
Romania	Ovidiu Ioanitoaia
Slovakia	Stanislav Šcepán
Slovenia	Igor E. Bergant
Hungary	Puhl Sándor

Data collections methods

- The research has been executed with different collections methods.
 - Online interviewing was used in the following countries
 - Netherlands
 - Belgium
 - Ireland
 - Austria
 - Switzerland
 - Poland
 - Romania
 - Hungary
 - Czech Republic
 - Slovakia

 - In Slovenia telephone interviewing was used

Sample description

- All quotas were met, so no weighting was necessary.

Gender

	Netherlands	Belgium	Austria	Switzerland	Ireland	Chile	Czech Republic	Poland	Romania	Slovakia	Slovenia	Hungary
Male	50%	50%	49%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Female	50%	50%	51%	50%	50%	50%	50%	50%	50%	50%	50%	50%

Age

	Netherlands	Belgium	Austria	Switzerland	Ireland	Chile	Czech Republic	Poland	Romania	Slovakia	Slovenia	Hungary
Below 30 years	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
30-39 years	25%	26%	27%	26%	25%	25%	25%	25%	25%	25%	25%	25%
40-49 years	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
50 years or older	25%	24%	24%	24%	25%	25%	25%	25%	25%	25%	25%	25%

Description of the research

- This Pan-European research has been executed by Research International, as commissioned by Hill & Knowlton and UPC (Liberty Global)
- The aim of this survey was to generate free publicity through press releases in all countries which are included in the study.
- In most countries the same 16 questions were asked, together with one or more bonus questions for each country separately. In Chili and Czech Republic questions 15 and 16 were not asked.



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