

Breaking News

October 2006

Has Reality Television Fatigue Set In Worldwide?

Three-Quarters of World's Consumers Lament "Too Much" Reality TV: ACNielsen

Television producers worldwide take note: the wildly popular reign of reality television may be coming to an end.

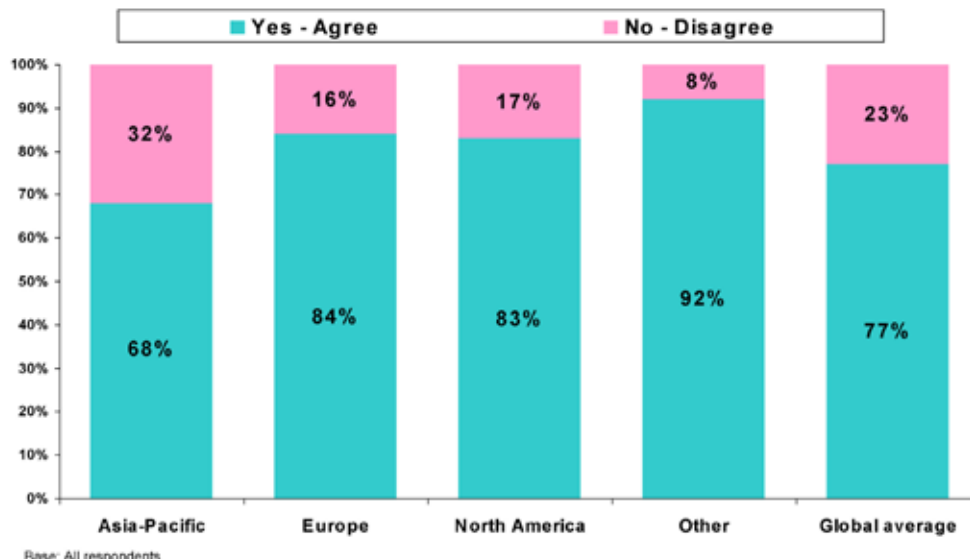
That's the finding of a new study by ACNielsen, the world's leading marketing information provider. In an Internet survey of more than 22,780 consumers in 41 markets, ACNielsen found that 77 percent agreed that there is "too much" reality television on the air today.

Europe, which started the reality television trend with the export of shows such as Pop Idol and Big Brother, has the highest percentage of people (84%) who agree that there is too much reality TV today, compared with 68 percent of people across Asia Pacific which is significantly lower. Greece, Russia and Spain top the world with most people who are likely to be fed up with reality TV.

"Reality TV has evolved at a different pace around the world. In recent years, it has become more popular in Asia Pacific, but at the outset, was largely dependent on imports from overseas," said Bienvenido Niles, President, ACNielsen, Asia Pacific. "The genre's promise of audience attraction has encouraged the production of domestic reality TV programs which also take into consideration local cultures and increasingly incorporate local celebrities/TV hosts and entertainment elements including interactive games that engage the audience further."

Of the 41 markets surveyed, Asia holds a rare bright spot in the overall outlook for reality television. Out of the top 10 markets where consumers were least likely to be tired of reality shows, seven hail from Asia. These include China and India, huge markets that are of great interest to advertisers and marketers of consumer packaged goods; and Hong Kong, Japan and Taiwan where TV program production is relatively more developed.

There is too much reality TV around at the moment: global/regional



Across Asia Pacific, Malaysia and the Philippines are the only two countries where nine in 10 respondents think there is too much reality TV around, particularly for those in their 20s to 40s. In the Pacific and Singapore, reality TV fatigue has set in among people aged 50 and above.

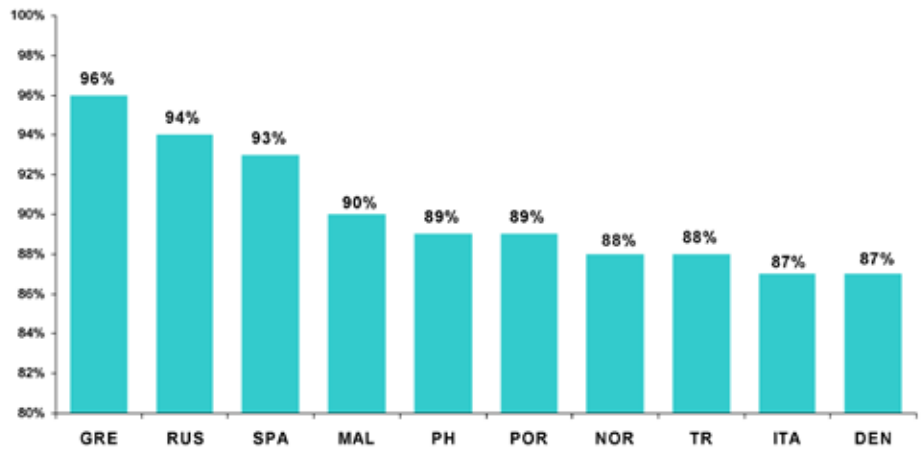
When it comes to men vs. women, opinions towards reality TV is divided in India, where nearly nine in 10 women think there is too much reality TV compared with two thirds of men. More females in Japan and Malaysia are likely to be fed up with reality TV than their male counterparts.

About the Study

The ACNielsen Online Consumer Confidence Survey is the largest global survey of its kind, which gauges consumers' confidence levels, spending habits/intentions and current major concerns. The survey, which took place in June 2006 over the Internet, polled

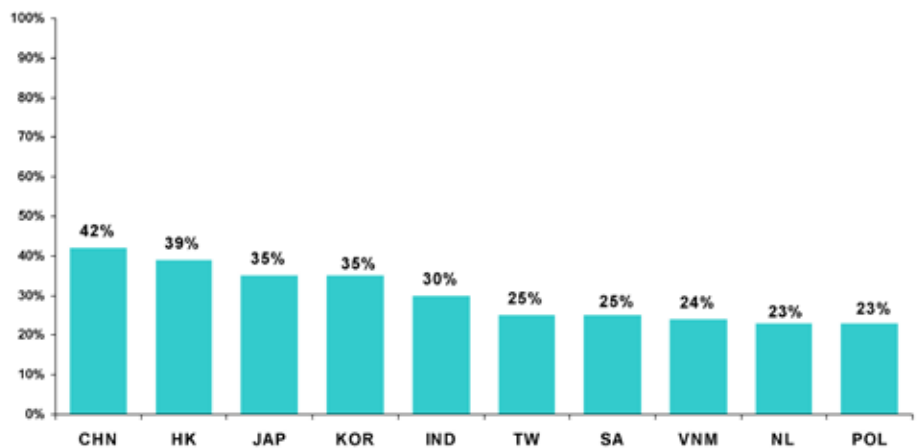
22,781 respondents in 41 markets: Australia, Austria, Belgium, Canada, China, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Korea, Latvia, Lithuania, Malaysia, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Kingdom, United States, and Vietnam.

There is too much reality TV around at the moment: top ten yes/agree



Base: All respondents

There is too much reality TV around at the moment: top ten no/disagree



Base: All respondents

About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behaviour. Clients rely on ACNielsen's market research, proprietary products, analytical tools, and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns. To learn more, visit www.acnielsen.com.