Light TV viewers do not completely leave the TV screen
But they watch it their own way

Overview North — Daily viewing minutes (ATV)

	All	Light viewers	Medium viewers	Heavy viewers
Total	218	76	204	371
Other screen usage	54	37	72	53
Timeshift TV	45	22	51	64
Live TV	119	17	81	254

Legend: Live TV · Timeshift TV · Other screen usage

Overview South — Daily viewing minutes (ATV)

	All	Light viewers	Medium viewers	Heavy viewers
Total	260	69	229	476
Other screen usage	82	42	110	94
Timeshift TV	35	11	39	55
Live TV	143	16	80	327

Legend: Live TV · Timeshift TV · Other screen usage

Shares of volumes North

	Light viewers	Medium viewers	Heavy viewers
Live TV	5%	23%	73%
Timeshift TV	8%	27%	66%
Other screen usage	23%	44%	34%

Shares of volumes South

	Light viewers	Medium viewers	Heavy viewers
Live TV	4%	18%	78%
Timeshift TV	8%	37%	53%
Other screen usage	17%	44%	39%

space
CONNECTIONS AGENCY