

One Television Year in the World 2026 Edition **Glance unveils One TV Year in the World Edition report,** **bringing 100+ territory TV data to life on the OneGlance platform**



Today, the leader in TV and video market intelligence, Glance, announced the launch of its annual 'One TV Year in the World Edition' report, bringing together live TV, broadcast video-on-demand (BVOD) and streaming platform audience viewing figures from across more than 100 territories worldwide.

Offering a holistic view of TV consumption trends across global markets, the report is now available for the first time via the OneGlance platform, in a fully interactive digital dashboard.

2025 TV highlights

The dashboard measures the top TV programmes by country, and shows that in 2025 global TV viewing reached on average 2 hours and 13 minutes per day, down 5 minutes year-on-year.

Scripted TV content is the most popular genre globally. In the US, the top scripted TV series were Watson and Tracker, and in the UK were Call the Midwife and Gavin & Stacey: A fond farewell. Local production continues to drive scripted content performance, with 70% of the top shows produced locally.

Entertainment remains a strong contributor to global TV consumption, ranking just below scripted content. Reality competitions continue to play an important role, accounting for 48% of entertainment shows, supported by long-running formats that still perform well internationally. Dancing with the Stars, launched in 2004, ranks top in 10 countries, and The Masked Singer, launched in 2015, appears in nine national top rankings.

Other popular types of TV include live events, such as the Oscars, game shows and political programming. Live sports remains strong, and in the US, the Super Bowl reached its highest audience ever: 130 million viewers, up 8% versus 2024, primarily due to the addition of streaming platform Tubi now showing the fixtures.

TV viewing mirrors the global geo-political context, with factual content performing better in a tense and uncertain environment, and news channels gaining +0.6 percentage points in market share across Europe.

“Television viewing worldwide continues to be strong and is evolving rapidly, and we've reflected this in the way we now share insight about it. With this edition of our annual report, we wanted to give our clients not just the most comprehensive report on global TV viewing trends, but a platform that makes that data genuinely easy to explore and act on. The move to a fully interactive dashboard reflects our commitment to delivering intelligence that works harder for the people who rely on it.”

Frédéric Vaulpré, President of Glance



One Television Year in the World 2026 Edition
Glance unveils One TV Year in the World Edition report,
bringing 100+ territory TV data to life on the OneGlance platform

One TV Year in the World Edition digital dashboard

A new addition is the Total Video section, which shows the share of streaming platforms and TV broadcasters within total video consumption by country, offering a broader view of viewing behaviours that go beyond linear TV alone.

The report data will be easily accessible through a fully interactive digital platform, designed to make exploration more intuitive and actionable. Users can navigate seamlessly across countries, markets and time periods, and access BVOD insights with a dedicated downloadable document detailing BVOD data availability by country.

The One TV Year in the World Edition 2026 report is available now.

Notes to editors

Existing clients can log in on OneGlance to the Dashboard section to access the insights. Those wishing to request access or learn more can contact Glance directly.

For each country covered, the report provides a comprehensive picture of the TV landscape, including performance data for all measured TV channels, the top programmes and leading sports events and average TV viewing time with a three-year historical perspective. A detailed methodology section accompanies each country profile, explaining the measurement framework and market specifics.

All dashboard content can be downloaded in an Excel format directly from the homepage, with country-specific data also available from individual tables. A dedicated Cross-Country Analysis document, highlighting major global viewing trends, is also available for download.

About Glance

Part of Médiamétrie, Glance is the global market leader in TV and video market intelligence. With offices in Paris and London, Glance partners with over 100 data providers internationally to provide TV and online viewing ratings and analysis about audience viewing data using robust methodologies.

It supplies official TV ratings for over 7,000 channels across more than 120 territories, including SVOD ratings in 28 countries, and tracks content trends across 50 territories. With more than 230 flagship clients, Glance delivers strategic advice on content development and distribution using predictive tools to index audience appeal

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

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €102.2 million in 2025.

Further information : www.mediаметrie.fr  @Mediаметrie  Mediаметrie.official  Médiamétrie

Press Contacts:

Stéphanie Haoun

Tel: +33(0)1 71 09 93 18
shaoun@mediаметrie.fr



Media Glossary
Check out over 500 definitions