

GWI.

GWI Core Q2 2023

**International TV Channel
Coverage**

Methodology

In GWI Core we ask awareness, engagement and perceptions for a large range of international TV Channels.

Each channel is only asked in the markets where it receives official distribution. This list of countries was discussed with key industry members.

We also ask another question about the times of day respondents watch each TV channel, not all markets and channels appear in this question and in this document those that don't are coloured in gray. Additionally, it's required that channels have four waves of data in order to appear in the TV Reach and Frequency tool, so channels that do not have enough back data are also marked in gray.

The markets each channel is available show overleaf.

