



SOURCE NOTES

AGF data film for the year 2020

Status: 13/01/2021

Viewers from 14 years

Viewers (%) {TV}, 01/01/2020-31/12/2020, Adults from 14 years

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2019-31/12/2020, market standard: TV, data package 4618 from 04/01/2021

Average daily viewing duration Total Viewers

ø-Vd. (min.) {TV}, 01/01/2019-31/12/2020, Total viewers

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2019-31/12/2020, market standard: TV, data package 4618 from 04/01/2021

Average daily viewing duration adults 14-49 years

ø-Vd. (min.) {TV}, 01/01/2019-31/12/2020, adults 14-49 years

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2019-31/12/2020, market standard: TV, data package 4618 from 04/01/2021

Average Viewing duration Streaming-Content

ø-Vd. (min.) {STR}, 01/01/2019-31/12/2020, Total viewers

Change 2020 to 2019: Own calculations

Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, 01/01/2019-31/12/2020, market standard: video, Performance values for mobile data are based exclusively on users aged 18 and over, data package 4618 from 04/01/2021 / Own calculations

Viewing participation news channels

VP. (m.) {TV}, 01/01/2019-31/12/2020, Total viewers

Change 2020 to 2019: Own calculations

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2019-31/12/2020, market standard: TV (system default), data package 4621 from 04/01/2021 / Own calculations

Market shares of selected news channels

Ms (%) {TV}, 01/01/2019-31/12/2020, Total viewers

Change 2020 to 2019: Own calculations

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2019-31/12/2020, market standard: TV (system default), data package 4621 from 04/01/2021 / own calculations

Angela Merkel's speech 18/03/2020

[AGF Corona Report \(April 2020\)](#)

Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, 18/03/2020, market standard: video, Performance values for mobile data are based exclusively on users aged 18 and over, data package 4613 from 03/01/2021

Factual Entertainment/Reality

Vd. (min.) {TV}, 01/01/2019-31/12/2020, Total viewers

Programme Coding Light

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2020-31/12/2020, market standard: AGF-Standard\TV, data package 4621 from 04/01/2021 / own calculations

Top 5 TV-Formats Total viewers

VP. (m.) {TV}, 01/01/2020-31/12/2020, Total viewers

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2020-31/12/2020, market standard: TV, data package 4619 from 04/01/2021

Top 5 TV-Formats 14-49 years

VP. (m.) {TV}, 01/01/2020-31/12/2020, adults 14-49 years

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2020-31/12/2020, market standard: TV, data package 4619 from 04/01/2021

Top 5 Formats Streaming Total viewers

NC (m.) {STR}, 01/01/2020-31/12/2020, Total viewers

Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, 01/01/2020-31/12/2020, market standard: Video, Performance values for mobile data are based exclusively on users aged 18 and over, data package 4651 from 08/01/2021

Video reaches around 90% of children and young people

Survey of 5,053 children and adolescents aged 3-17 who watch television programmes or videos and films on the internet or their parents, figures in %.

Source: AGF Videoforschung in cooperation with Kantar: „AGF GenZ video study 2020“, [Chart 20](#)

YouTube is the favourite app of 11 to 17 year olds

Survey of 5,053 children and adolescents aged 3-17 who watch television programmes or videos and films on the internet or their parents, figures in %.

Source: AGF Videoforschung in cooperation with Kantar: „AGF GenZ video study 2020“, [Chart 9](#)

Video on demand used more and more

Usage video-on-demand in the last 3 months

Basis: German-speaking population aged 14 and over in TV households (until 2018 II: "Person who knows best"), in %.

Source: AGF Videoforschung in cooperation with Kantar: „TV-Plattform 2020-II“, [Chart 4](#)

A strong starting performance for Disney+

Usage video-on-demand in the last 3 months

Basis: German-speaking population aged 14 and over in TV households (until 2018 II: "Person who knows best"), in %.

Source: AGF Videoforschung in cooperation with Kantar: „TV-Plattform 2020-II“, [Chart 3](#)

Big Screen

Gross value across all media libraries, therefore multiple answers; figures in percent; population: people aged 14-69 in Germany 58.471 million, n=1.542

Source: AGF Videoforschung in cooperation with Kantar: "Convergence Monitor 2020", [Chart 3](#)