



SOURCE NOTES

AGF Data movie 2022

Status: 17/01/2023

Day with the highest TV usage

Viewing volume Vol. (m.) {TV}, Total viewers, 01/01/2022 (3-3 o'clock)

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023

Viewer

Viewer (%) {TV}, Total viewers

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023

Average daily viewing duration

∅-duration (hh:mm:ss) {TV}, adults 14-49 years

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023

Average daily viewing duration

∅-duration (hh:mm:ss) {TV}, Total viewers

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023

Average daily viewing duration streaming

∅-duration (m.) {STR}, Total viewers

Change 2022 to 2021: Own calculations

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023 / Own calculations

Share viewing volume programme information

Viewing duration (min.) {TV}, Total viewers

Programme code Light (News, Magazines, Feature/Documentation, Talk, Weather)

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023 / Own calculations

News channels

Market share (%) {TV}, adults 14-49 years

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023 / Own calculations

FIFA World Cup Qatar 2022

Viewing participation (m.) {TV}, market share (%) {TV}, Total viewers

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023

UEFA Women's EURO 2022 England

Viewing participation (m.) {TV}, market share (%) {TV}, Total viewers

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023

Top 5 TV-Shows adults 3+

Viewing participation (m.) {TV}, Total viewers | minimum length: 10 minutes

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023

Most successful TV Minute 2022

Viewing participation (m.) {TV}, Total viewers, 16/01/2022, 20:53:00-20:53:59

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023

Top 5 TV-Shows adults 14-49 years

Viewing participation (m.) {TV}, Total viewers | minimum length: 10 minutes

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/01/2022-31/12/2022, market standard: TV, data package 10006 from 04/01/2023

Farewell Queen

Cumulative net coverage (0/1) {TV}, Total viewers

Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, 19/09/2022, market standard: video, data package 9905 from 21/12/2022

Queen specials

Cumulative net coverage (0/1) {TV}, Total viewers

Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, 08/-25/09/2022, market standard: video, data package 9905 from 21/12/2022

The Queen and her favorite animals

Viewing participation (m.) {TV}, Total viewers, NDR Fernsehen, 10/09/2022

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 10/09/2022, market standard: TV, data package 9895 from 20/12/2022

Favorite platform at the Big Screen (More about the Queen? The Crown)

Usage of selected digital platforms on smart TVs, adults 14+ years, average daily net coverage (m.) {STR}

Source: AGF Videoforschung in cooperation with GfK; VIDEOSCOPE 1.4, 01/12/2022-31/12/2022, market standard: TV

Mapping of platforms on smart TV from AGF smart meter pilot project; Own calculations