

TV Usage in the Coronavirus Crisis

Germans turn to TV for information and distraction

Frankfurt, 06/04/2020

Kerstin Niederauer-Kopf, CEO
AGF Videoforschung GmbH

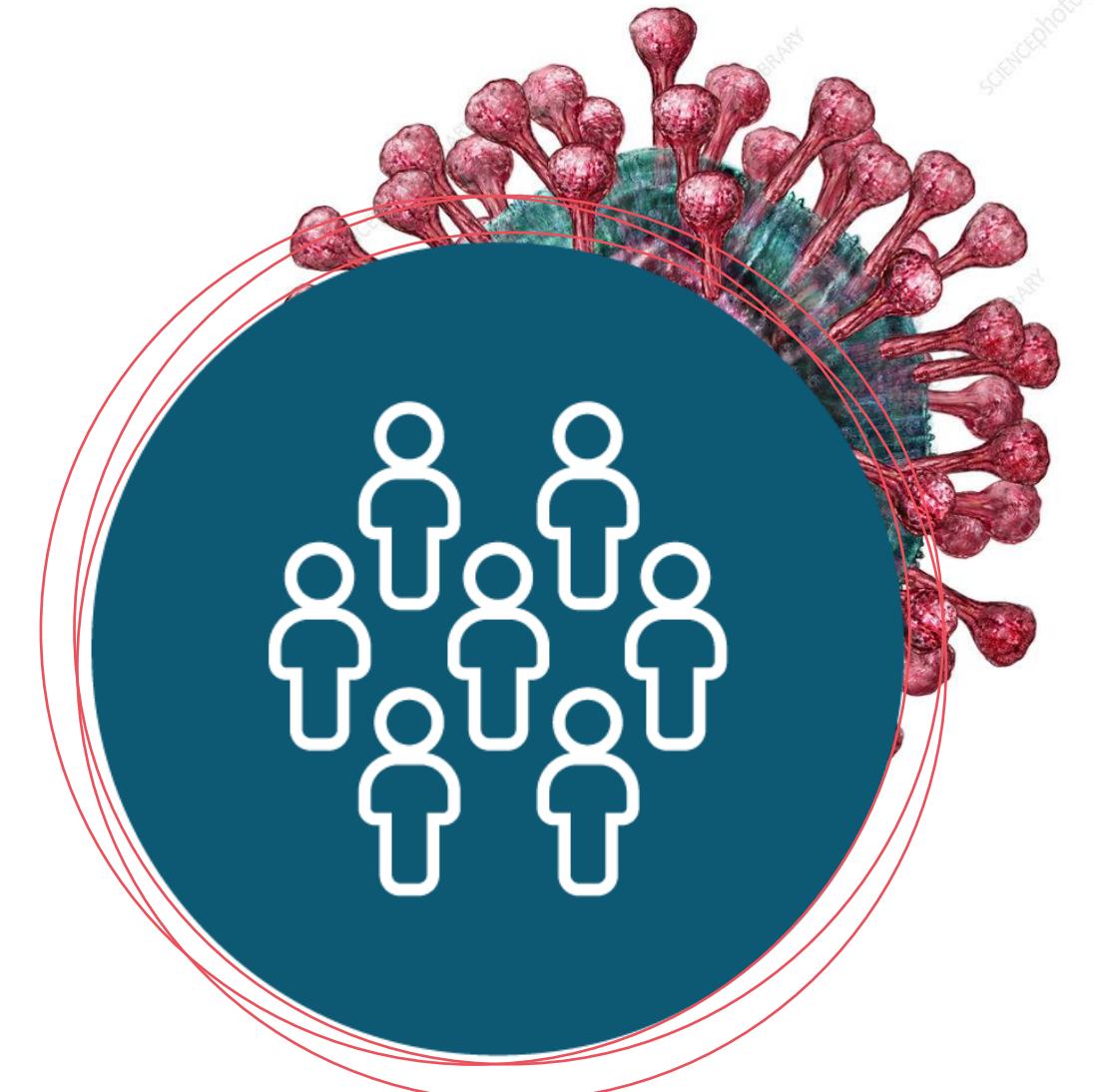
AGENDA

- 1. KEY FINDINGS**
- 2. GLOSSARY**
- 3. CORONAVIRUS EFFECT & TREND ANALYSIS: TV**
- 4. CORONAVIRUS EFFECT & TREND ANALYSIS: STREAMING / TECHNICAL ENTRIES**
- 5. NEWS USAGE**
- 6. USAGE OF SELECTED GENRES**
- 7. ADVERTISING: DEPTH-PSYCHOLOGY ANALYSIS OF RHEINGOLD SALON**
- 8. HOME OFFICE**
- 9. HIT LISTS**

KEY FINDINGS

TV is experiencing a renaissance among younger target groups

- TV reaches more people
- Viewers are watching TV longer
- TV is experiencing a renaissance in the younger target groups
- News is becoming a daily frame of reference for all target groups
- Advertising is perceived as the mirror image of normality
- High reach values, tremendous attentiveness and openness: a good time for "brand education" and brand-building!



IMPORTANT DEFINITIONS IN THE AGF SYSTEM

Key indicators

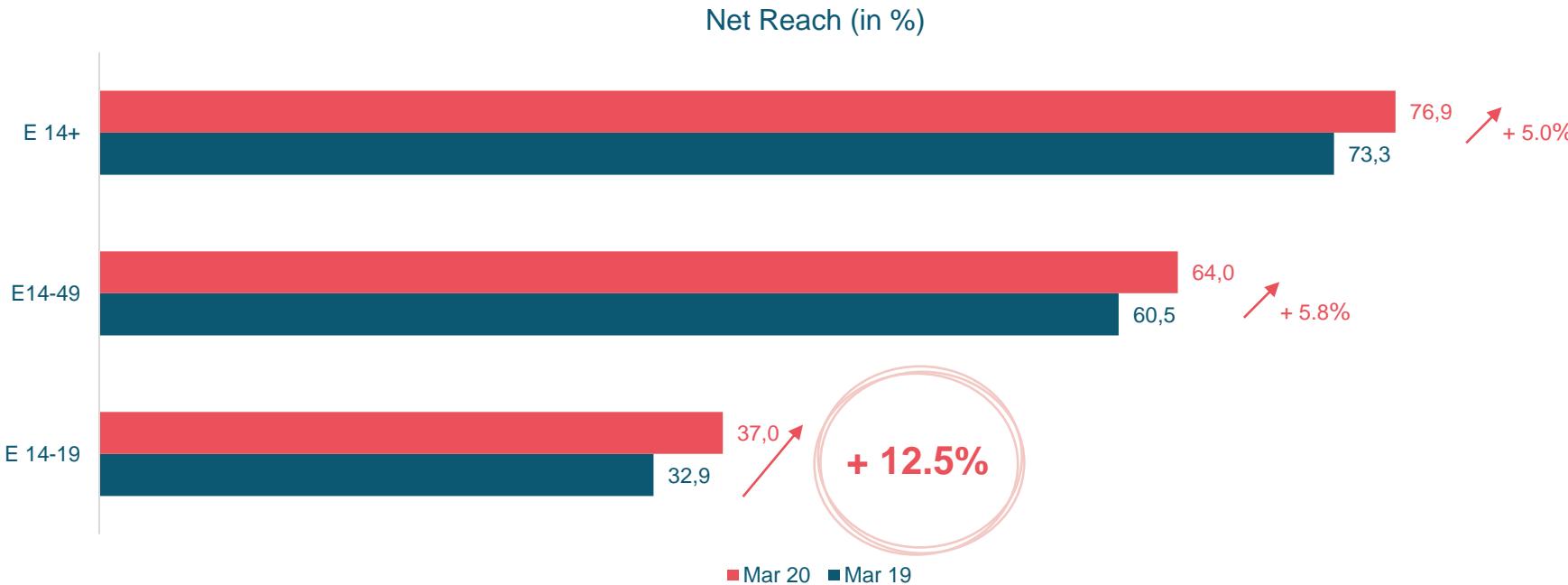
- **Audience share (mn, %)** describes the average number and percentage of the target group that have watched a program in consideration of the individual viewing time
- **Average viewing time (min.)** describes the average viewing time of the reporting base or target group per day
- **Viewing time (in min.)** describes the average viewing time of all persons in the target group during the time of a program or during an interval of time
- **Net reach (mn, %)** indicates the number and percentage of persons who were reached at least once by an item of video content (program, advertisement, period of time, video)
- **Cumulative net reach (mn, %)** indicates user growth on the basis of a net cumulation. Persons are only included once in the calculation regardless of how many programs they have watched

Coronavirus effect: TV

Coronavirus effect: TV

TV REACHES MORE VIEWERS IN ALL TARGET GROUPS

Net reach March 20 vs. March 19: Highest gain among 14-19 year-olds



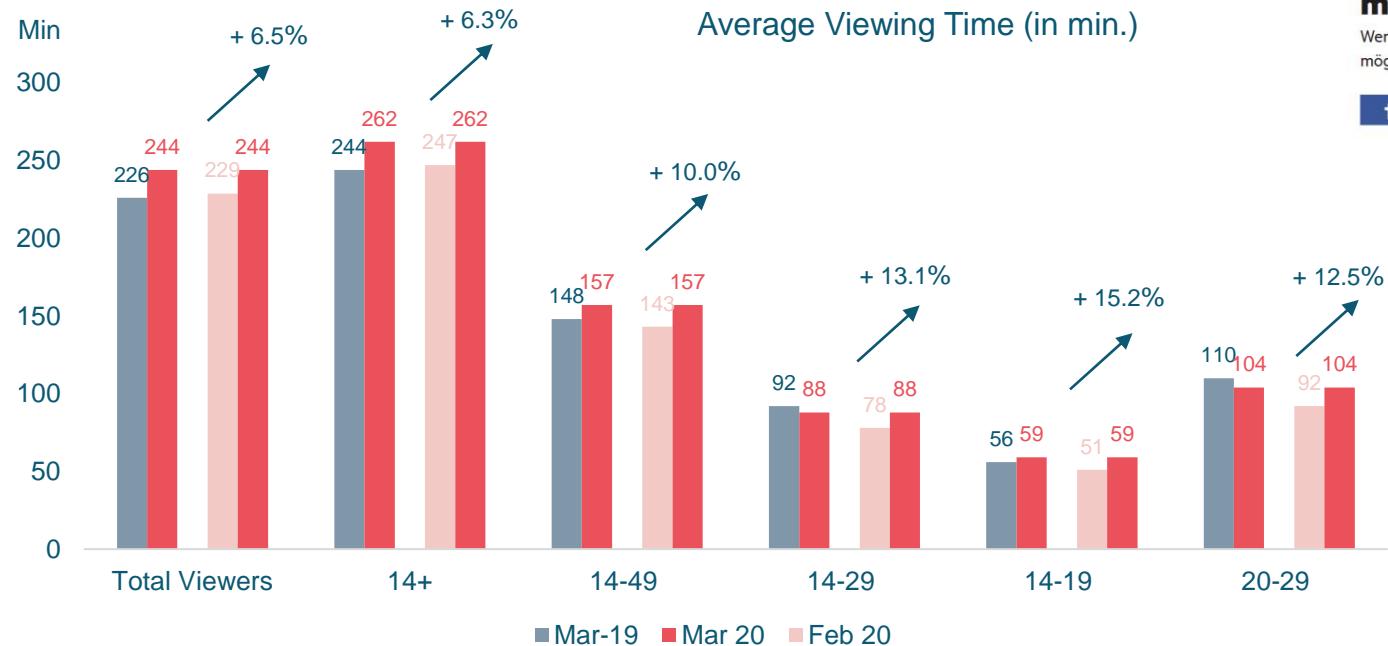
Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/01-31/03/2020 vs. prior-year period, market standard: TV, Data Packet 2590 of 05/04/2020; Standard analysis, TV overall, Mon-Son, 3 am to 3 am.

Coronavirus effect: TV

PEOPLE ARE WATCHING TV LONGER

Coronavirus effect: Substantial increase in viewing time in all target groups

- Total audience: +18 minutes vs. March 2019
- Younger target groups: Negative trend stops and reverses



Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/01-31/03/2020 vs. prior-year period, market standard: TV, Data Packet 2584 of 05/04/2020, TV overall, Mon-Sun, 3 am to 3 am.



Panorama Politik Kultur Lifestyle Digital Wirtschaft Sport Gesundheit Genuss Reise Familie Auto

Home > Kultur > TV > Information und Unterhaltung: Seit Ausbreitung des Coronavirus sehen Deutsche mehr fern

Information und Unterhaltung

Seit Ausbreitung des Coronavirus sehen Deutsche mehr fern

Wenn Menschen aus Sorge vor der neuen Epidemie nicht mehr in Kinos, zu Konzerten oder auf Partys gehen mögen, wird der Fernseher daheim öfter eingeschaltet. Dabei zeichnen sich zwei große Trends ab.

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Deutschlandfunk

Mittwoch, 25.03.2020

Die Nachrichten Politik Wirtschaft Wissen Kultur Europa Gesellschaft Sport

Startseite > @mediasres > „Wir stellen einen Lagerfeuereffekt fest“ 16.03.2020

LIVE ► Seit 10:08 Uhr Journal

Suchen

TV-Programm während Coronakrise

„Wir stellen einen Lagerfeuereffekt fest“

Seit Beginn der Coronakrise beobachtet die AGF Videoforschung einen Anstieg der Fernsehnutzung. Es gebe bei den Menschen ein großes Bedürfnis nach Information, so die Vorsitzende der AGF, Kerstin Niederauer-Kopf im Dlf - aber auch die Lust auf Ablenkung sei groß.

Kerstin Niederauer-Kopf im Gespräch mit Isabelle Klein

Hören Sie unsere Beiträge in der Dlf-Audiothek

+++ Depuis la propagation du virus corona, les Allemands regardent plus la télévision +++

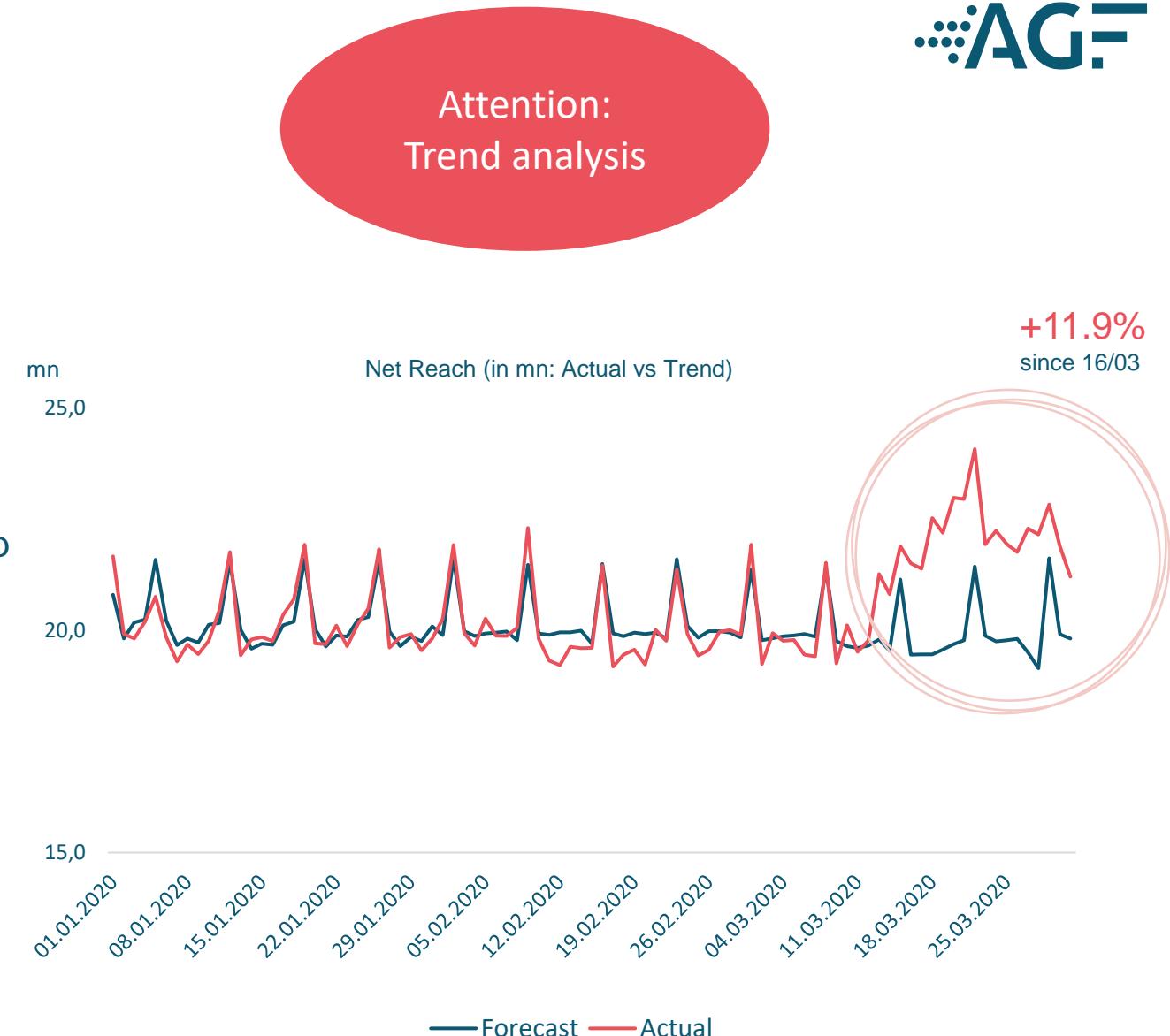
Depuis la propagation mondiale du virus corona, l'utilisation de la télévision en Allemagne a augmenté de façon mesurable - les données des chercheurs téléspectateurs le montrent. "En particulier, les heures de visionnage aux heures de grande écoute ont évolué légèrement au-dessus de la moyenne en février et mars par rapport aux mêmes mois de l'année précédente", a déclaré Kerstin Niederauer-Kopf, président du conseil d'administration d'AGF Video Research, à la demande de l'agence de presse allemande. Cette augmentation est d'autant plus frappante que la consommation de la télévision classique diminue depuis des années.

TREND REVERSAL IN YOUNGER TARGET GROUPS

Trend model for net reach:

More 14-49 year-olds are watching TV

- Strong effects also appear in the young target group beginning on 16/03/2020
- Forecast net reach March 2020: 19.971 mn
- Actual net reach March 2020:
→ +6.5% vs. forecast
→ +11.9% vs. forecast (since 16/03/2020)

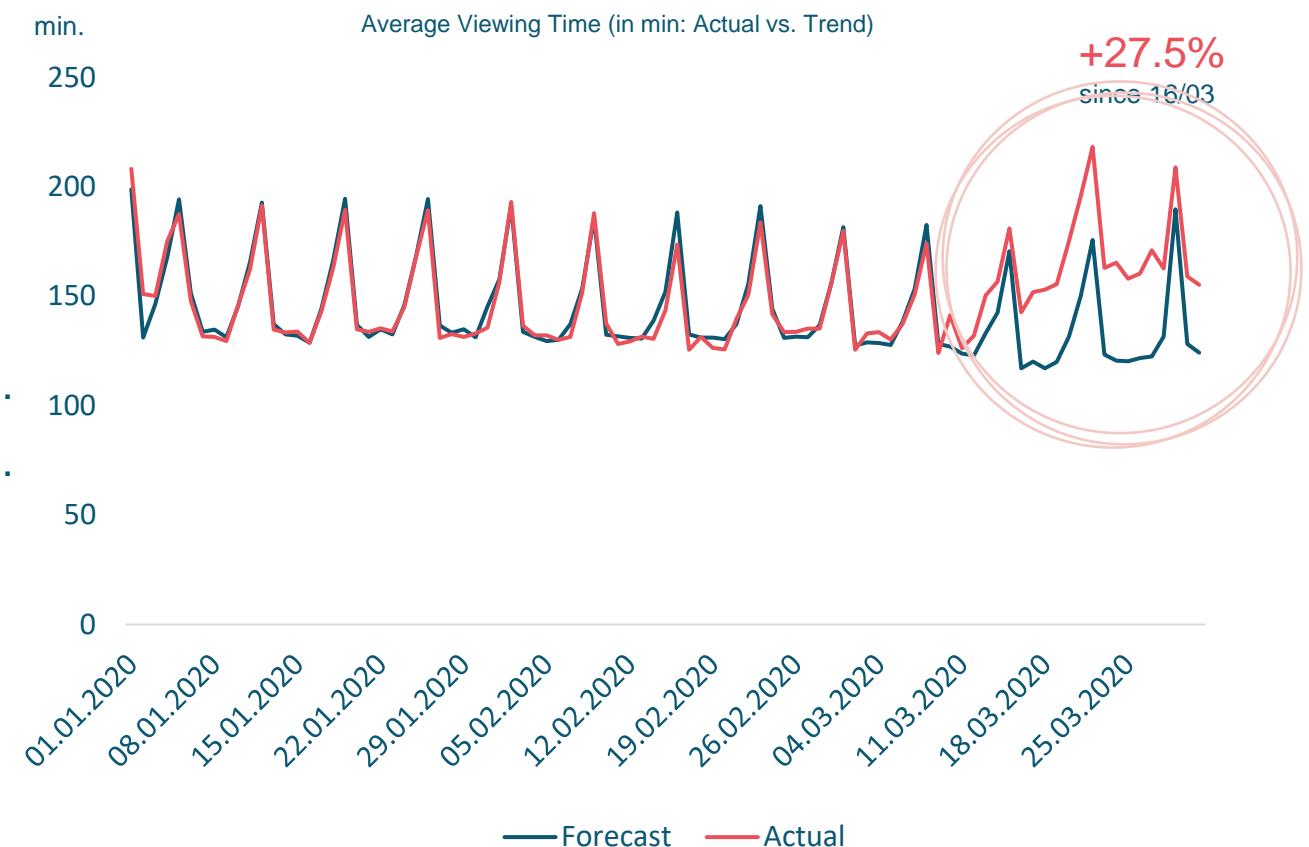


ALSO IN VIEWING TIME: DIVERGENCE FROM TREND

Trend model for average viewing time:

14-49 year-olds also watching TV longer

- Average viewing time is well above the forecast
- Forecast average viewing time March 2020: 136 min.
- Actual average viewing time March 2020: 157 min.
→ +15.2% vs. forecast
→ +27.5% vs. forecast (since 16/03/2020)



Source: DAP for AGF Videoforschung

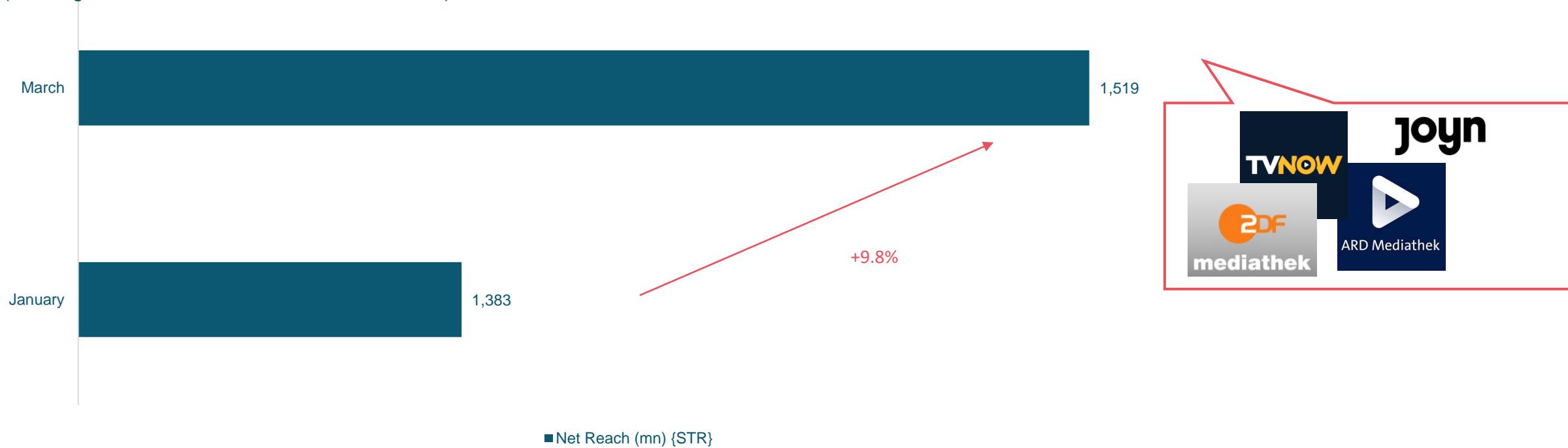
Coronavirus effect: Streaming

Coronavirus effect: AGF Streaming

STREAMING USAGE RISES

Streaming: 14-to-49 year-olds are also streaming more! The **net reach (in mn)** has risen by almost 10 percent compared to January 2020.

(Offerings under AGF measurement are tracked)



Source: AGF Videoforschung in collaboration with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.3, 01/01/2020-31/03/2020, market standard: video, performance values for mobile data are based exclusively on users aged 18 and older, Data Packet 2594 of 06/04/2020.

* March data month not yet completed.

Coronavirus effect: AGF Streaming STREAMING VOLUME RISES

Streaming: 14-to-49 year-olds are also streaming more! The **usage volume (in mn sec.)** has risen by 5.4 percent compared to January.

(Offerings under AGF measurement are tracked)



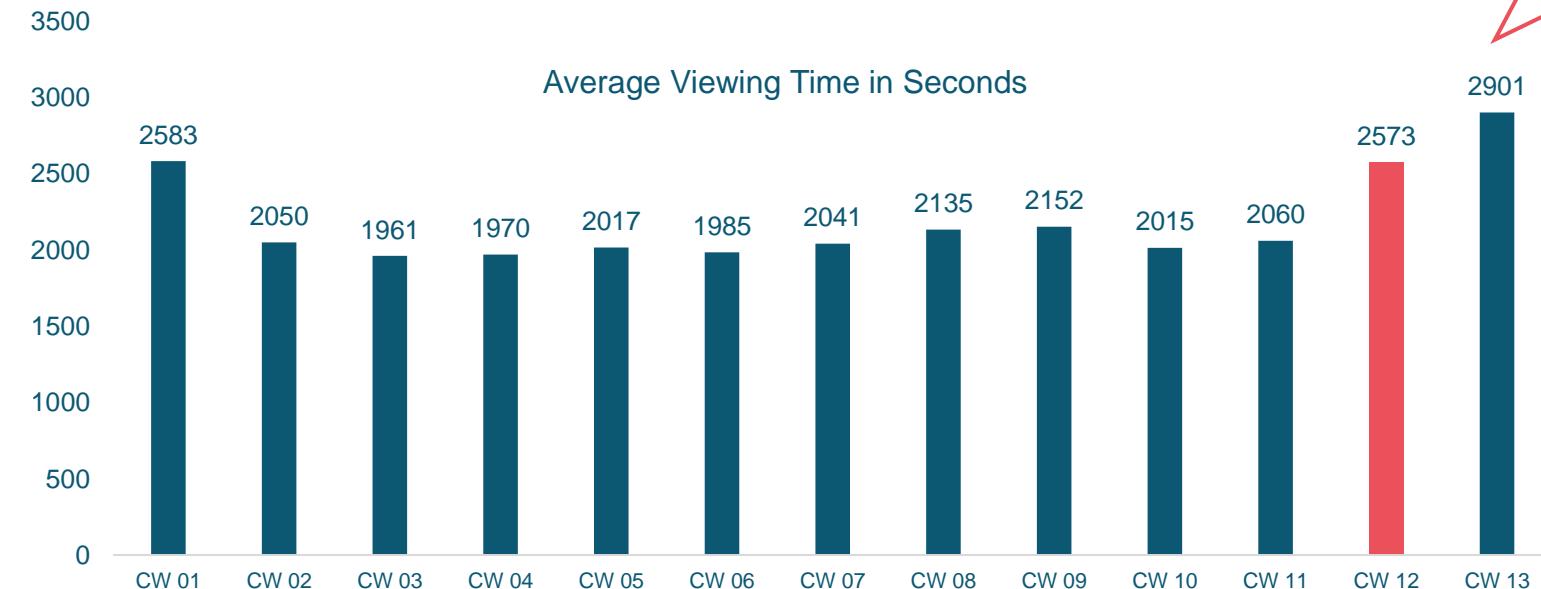
Source: AGF Videoforschung in collaboration with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.3, 01/01/2020-31/03/2020, market standard: video, performance values for mobile data are based exclusively on users aged 18 and older, Data Packet 2594 of 06/04/2020.

* March data month not yet completed.

AGF MEASUREMENT COVERED ALL SCREEN USAGE

Technical entries as an indicator of increased streaming usage

Technical entries describe measured, highly aggregated screen usage via digital receiver/set top box/ D-Box, IP decoders, streaming box, video game, other playback



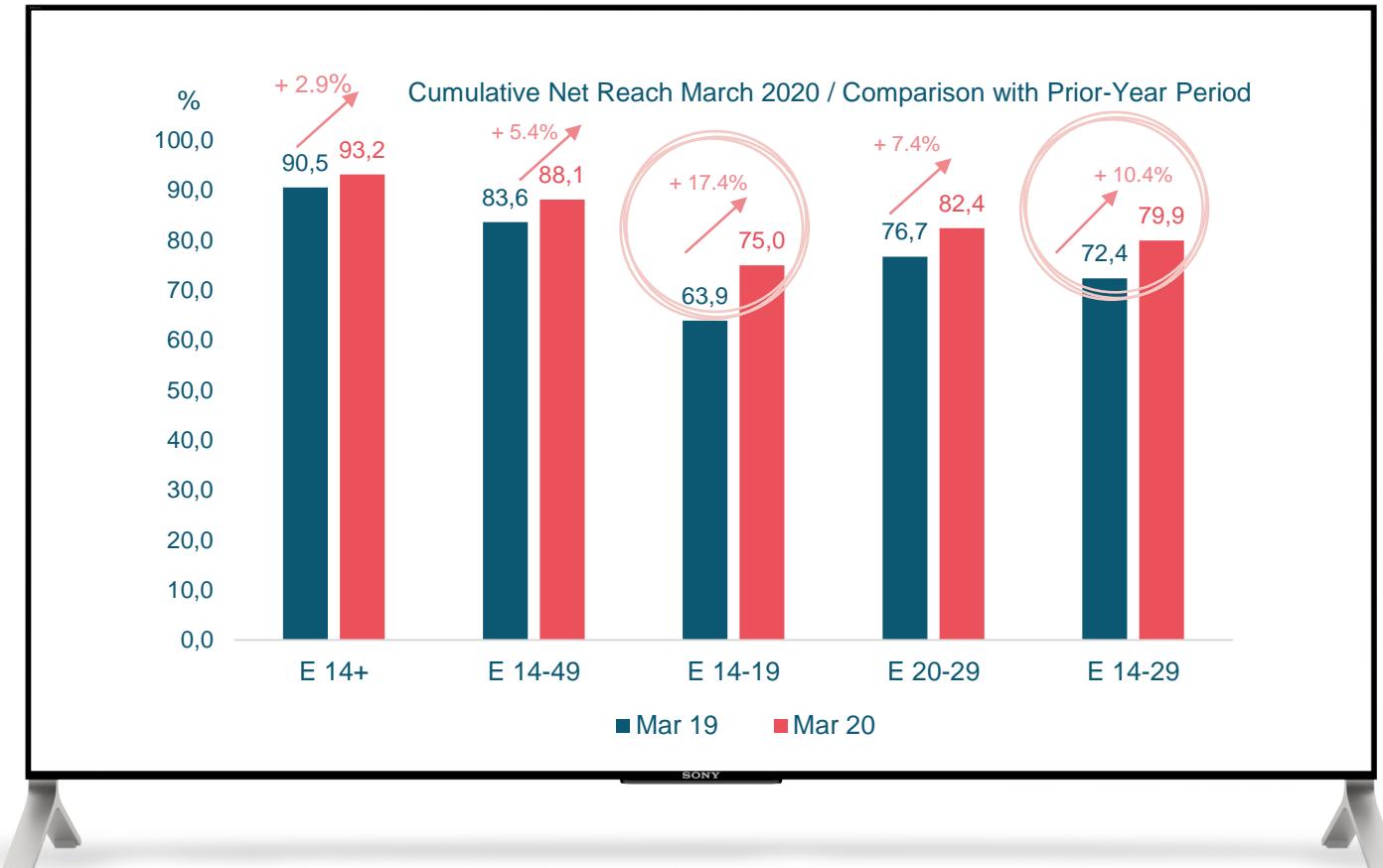
Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 02/12/2019-29/03/2020, market standard: TV, Data Packet 2590 of 05/04/2020 .

News usage

NEWS USAGE INCREASES – ESPECIALLY AMONG YOUNGER PEOPLE

Substantial increase among young target groups compared to the prior-year period:

- Three quarters of 14-19 year-olds watched a news format in March 2020 → Increase of 17.4% compared to March of last year!
- Strong gains in young target groups for the public broadcasters (ARD and ZDF)
- N-TV and Welt also racked up substantial viewer increases, also Tagesschau24
- News stations are especially driving the use of workers Mon-Fri, 9 am to 5 pm

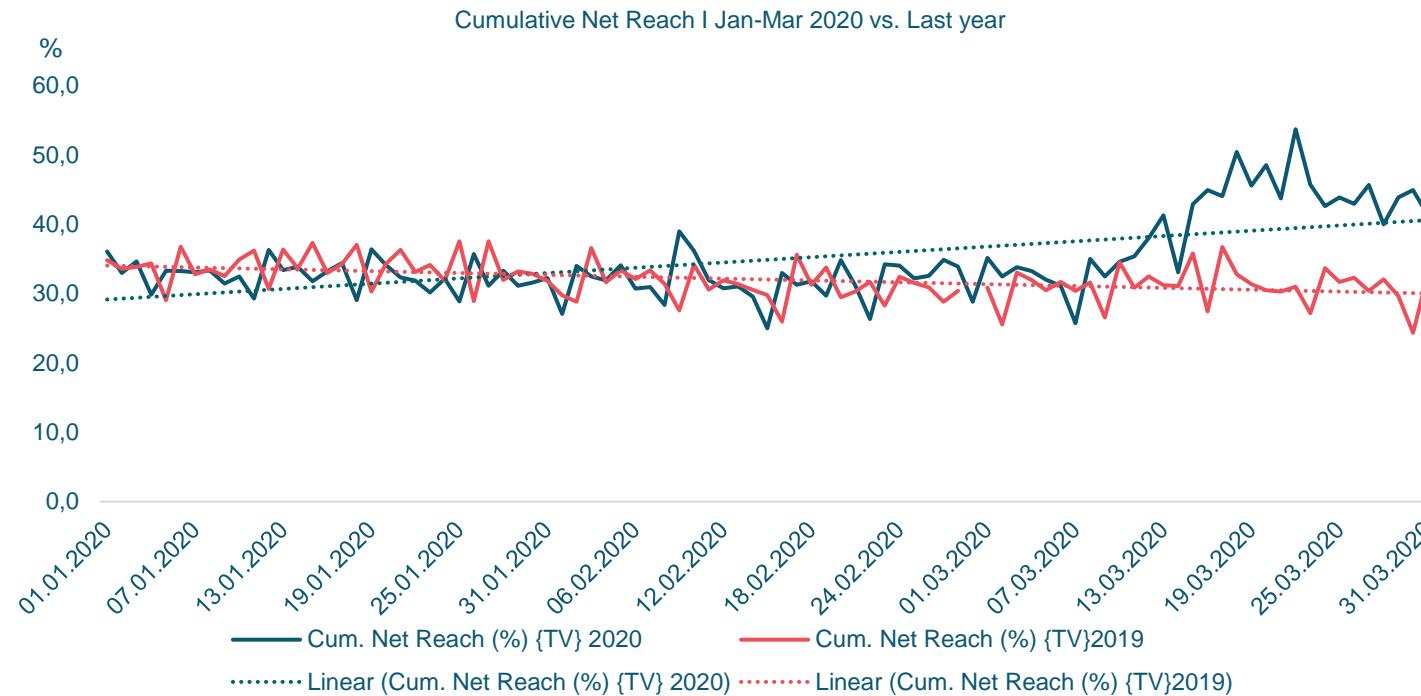


Source: AGF Videoforschung in collaboration GfK; VIDEOSCOPE 1.3, 01/02/2019-31/03/2020, market standard: AGF-Standard\TV, Data Packet 2595 of 06/04/2020, Mon-Son, 3 am to 3 am, cumulation and frequency analysis (p-values).

News usage

14-49 YEAR-OLDS ARE WATCHING MORE NEWS THAN OTHERWISE

Cumulation and Frequency Analysis on Usage of "News Formats"

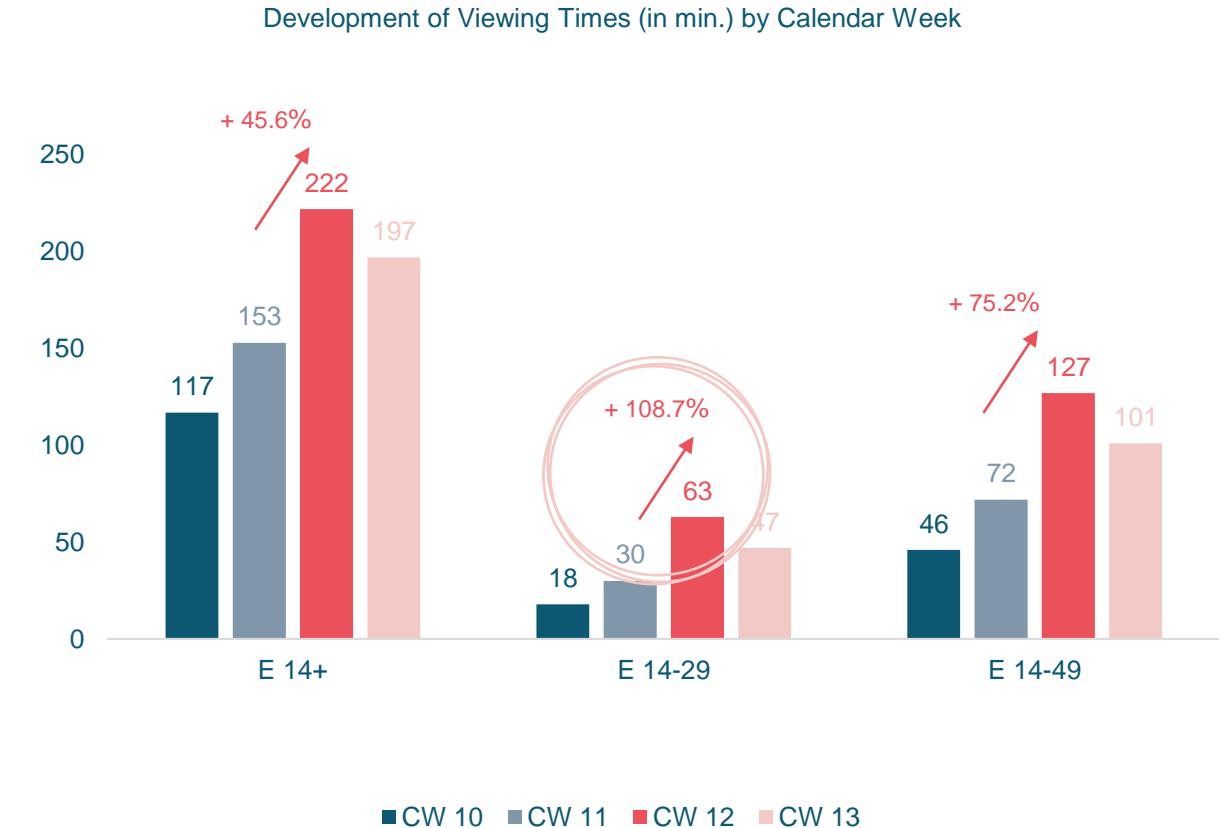


Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/01-31/03/2020 vs. prior-year period, market standard: AGF-StandardTV, Data Packet 2595 of 06/04/2020; cumulation and frequency analysis (p-value) program coding light news (110), all broadcasters, Mon-Son, 3 am to 3 am.

HIGHEST USAGE OF NEWS IN CW 12

Biggest uplift in CW 12

- In CW 12 (16-22/03/2020), day-care centre and school closures begin, German federal government announces additional far-reaching measures
- News usage rises among all target groups
- Particularly the young target groups exhibit substantial relative usage gains
- Information competence in TV is appreciated



Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/01/2019-31/03/2020, market standard: TV, Data Packet 2589 of 05/04/2020, TV overall, Mon-Sun, 3 am to 3 am.

A SPEECH MOVES THE NATION

Address by the German Federal Chancellor on 18 March 2020

- On average, 9.002 million viewers* watched the address on ZDF
- Across all playback channels, i.e. linear & non-linear and all screens under AGF measurement, the address reached 36.328 million persons
- Almost one out of every two people (46.4%) tuned in or clicked in**
- However, most usage was on conventional linear TV



Source: AGF Videoforschung in collaboration with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.3, 18/03/2020-21/03/2020, Data Packet 2594 of 06/04/2020.

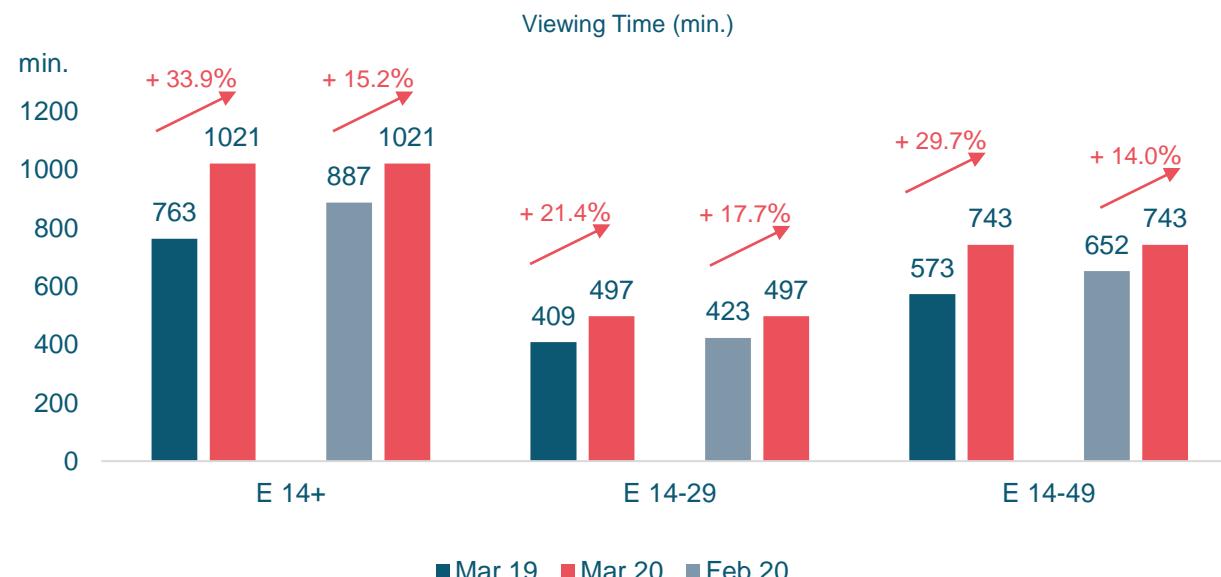
*Audience share (mn) / market standard TV ** Cumulation and frequency analysis: cumulative net reach (mn) & (%), market standard: video, performance values for mobile data are based exclusively on users aged 18 and older.

Usage of selected genres

FACTUAL ENTERTAINMENT/REALITY AS WINDOW TO THE WORLD

The factual entertainment/reality genre distracts people

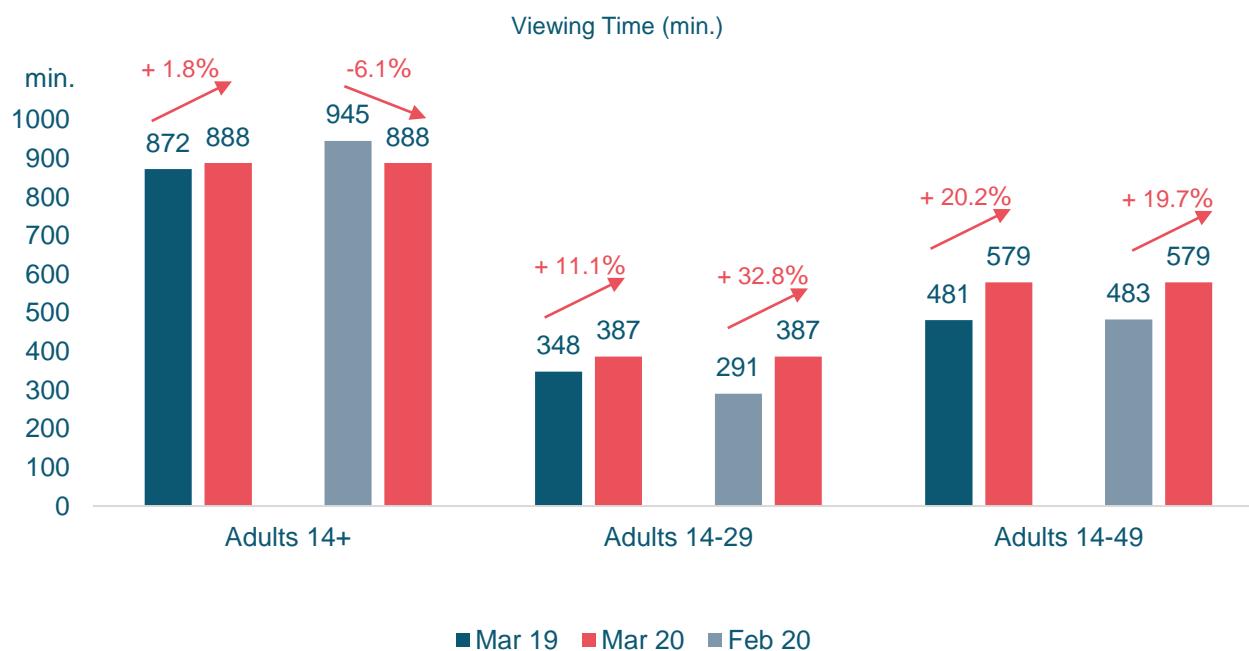
- Viewing times have increased substantially in all target groups – both compared to the same period last year and the preceding month



YOUNGER PEOPLE ARE ALSO BIG FANS OF REALITY SHOWS

Reality shows offer distraction, especially for younger target groups

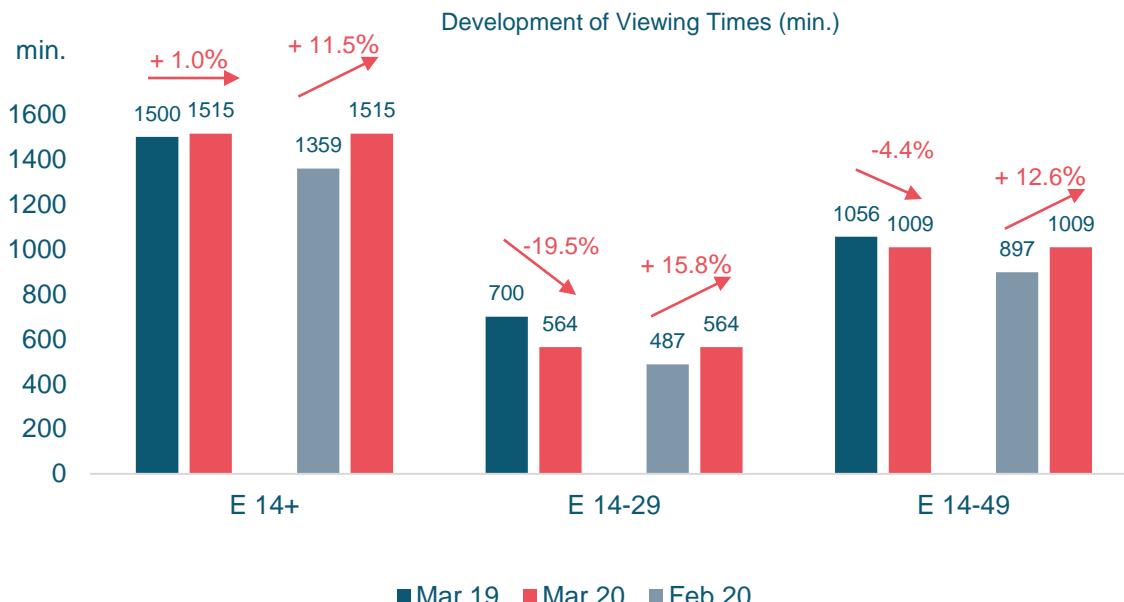
- Younger viewers watched substantially more reality shows in March 2020



TV SERIES GAIN VS. FEBRUARY IN YOUNGER TARGET GROUPS

Negative trend arrested

- In the long-term trend, TV series have been losing viewers in younger target groups, but they also made gains in March 2020 compared to February 2020



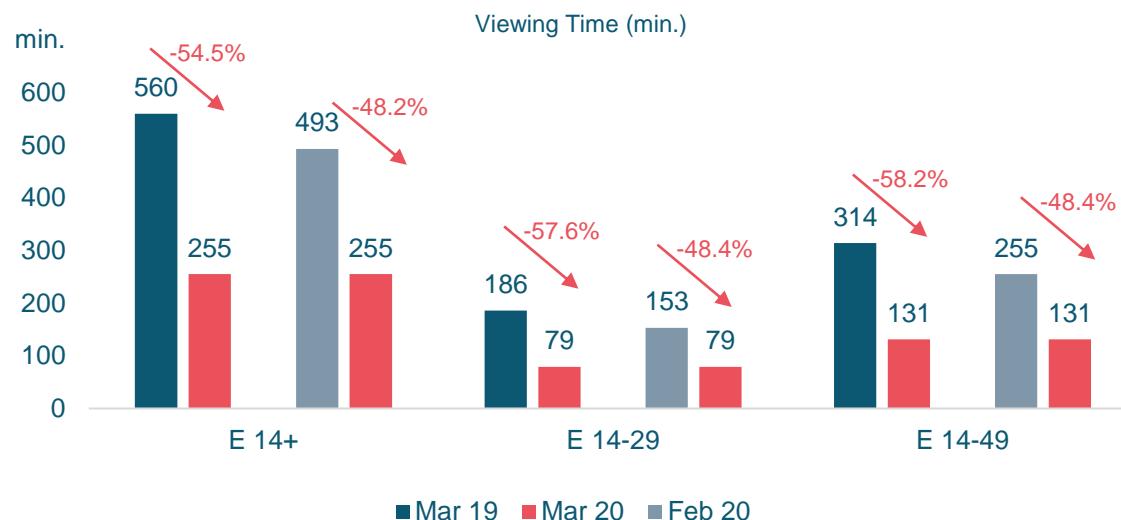
Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/01/2019-31/03/2020, market standard: TV, Data Packet 2584 of 04/04/2020, program coding light, all broadcasters, Mon-Sun, 3 am to 3

Genres

SPORTS PROGRAMS ARE SUFFERING FROM CANCELLATION OF TOURNAMENTS AND MATCHES

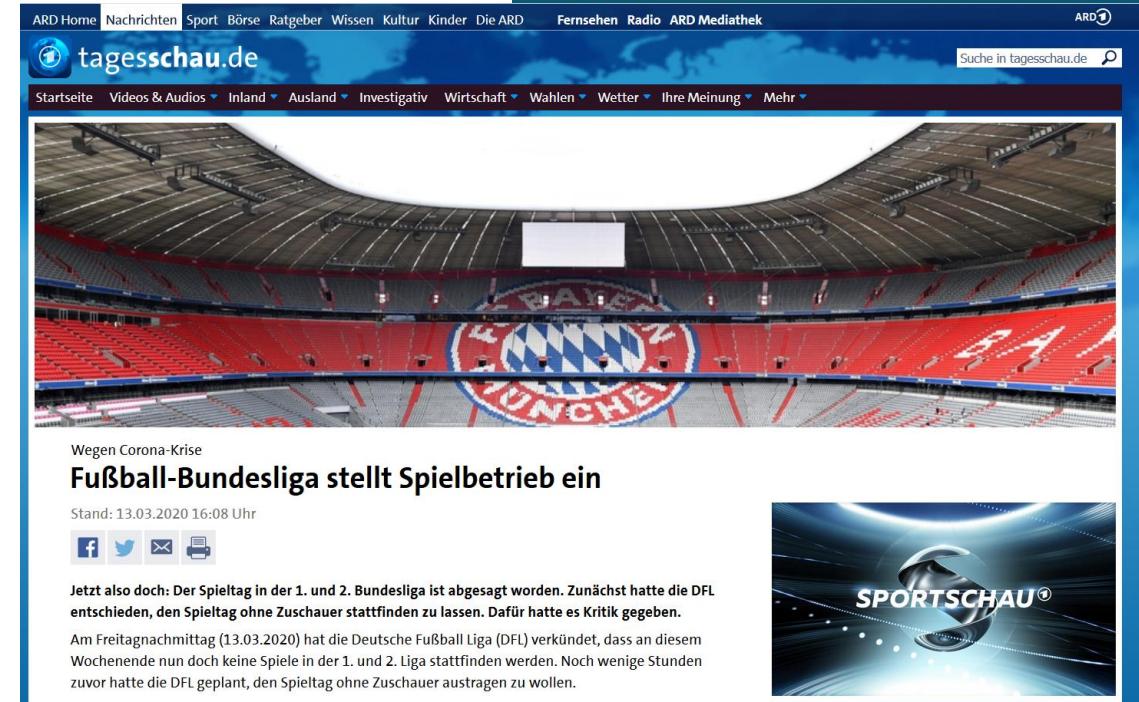
The sports genre collapses

- Match operations shut down / tournaments postponed
→ Usage volume only half what it was in March 2019



Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/01/2019-31/03/2020, market standard: TV, Data Packet 2584 of 04/04/2020, program coding light, all broadcasters, Mon-Sun, 3 am to 3 am.

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Advertising: Psychological analysis

LONGING FOR NORMALITY

Depth-psychology analysis by Rheingold Salon (field time and evaluation: CW 14, 30/03- 03/04/2020)

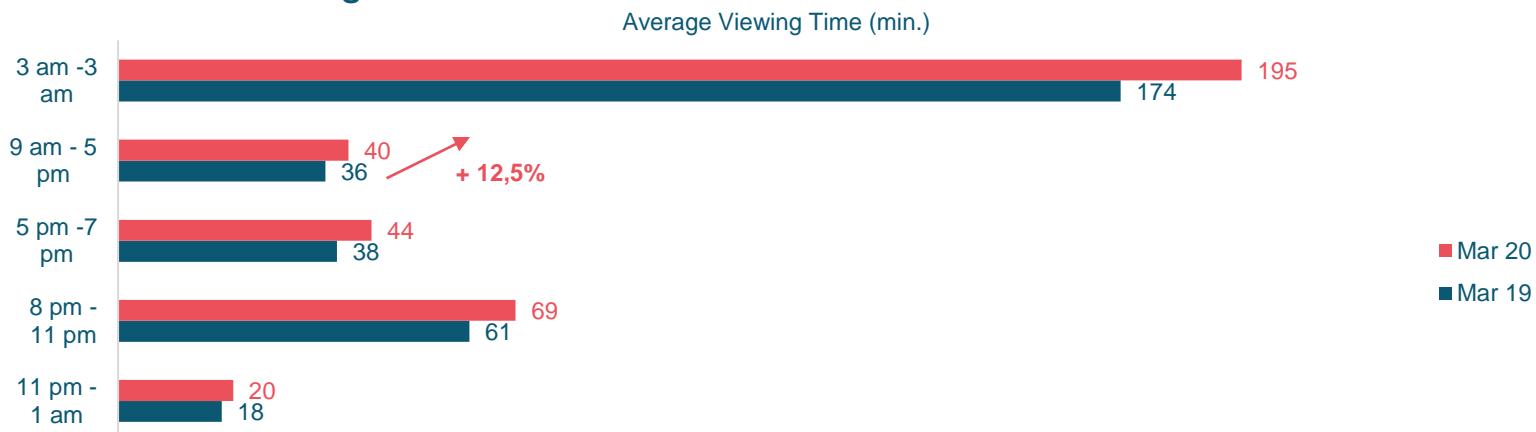
- Younger viewers are currently very open to advertising and product innovations
 - Great desire to consume
 - Advertising as the mirror image of a "normal world" and hopes for the "time after"
 - Adapted advertising is appreciated
 - Suspension of advertising is perceived as scary – as if the companies had given up
- ⇒ Advertisers can reach target groups now that were still hard to reach in the recent past (Gen Y, Z)
- ⇒ Advertising spreads confidence and hope

Home office

TV USAGE DURING WORK HOURS

Average viewing time among full-time workers also rises in the hours of nine to five

- The TV is running frequently in the background
- Substantial usage increase in March when schools closed and people started working from home

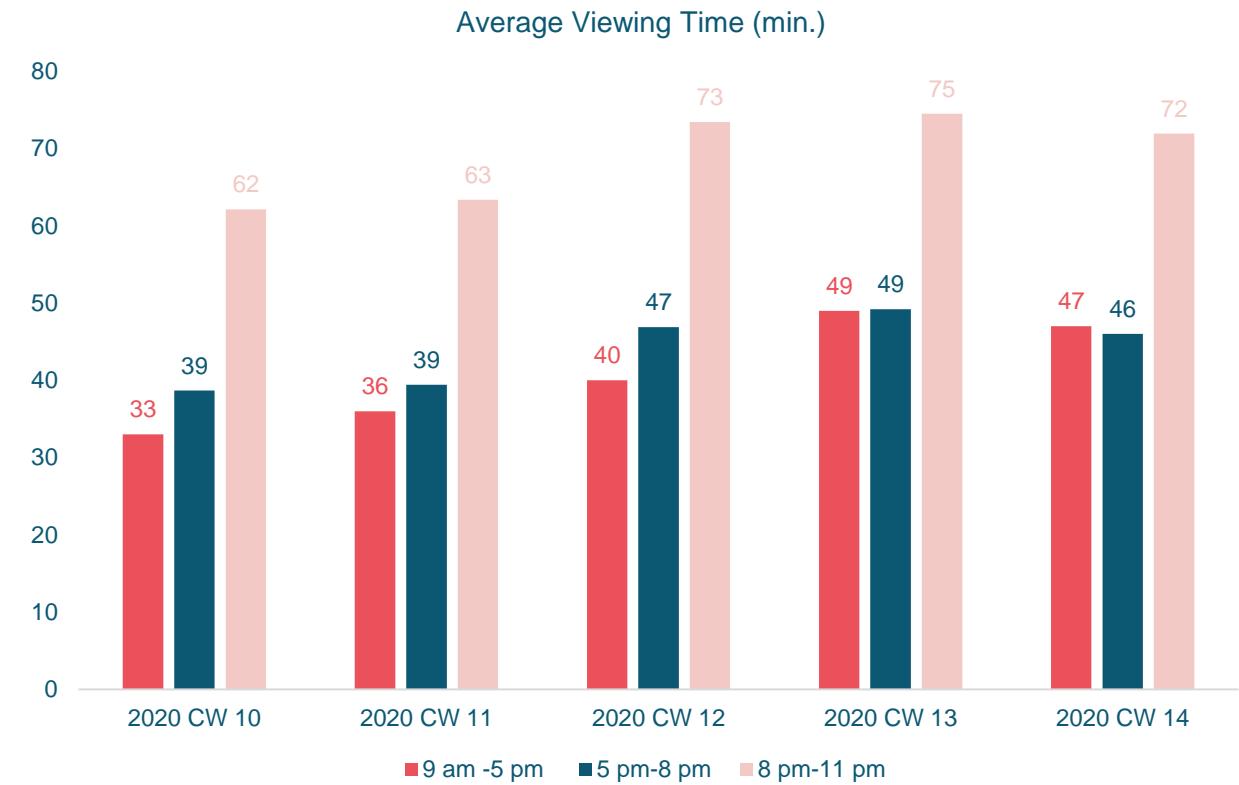


Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/03/2019-31/03/2020, Mon-Fri, market standard: TV, Data Packet 2584 of 04/04/2020

TV USAGE DURING WORK HOURS

Continuous increase in average viewing time of full-time workers in March

- Strongest uplift in the 9-5 time slot from CW 12 to CW 13 (school closures, working from home)
- In the other time slots, the uplift occurred from CW 11 to CW 12
- Biggest gains in the early evening and prime time



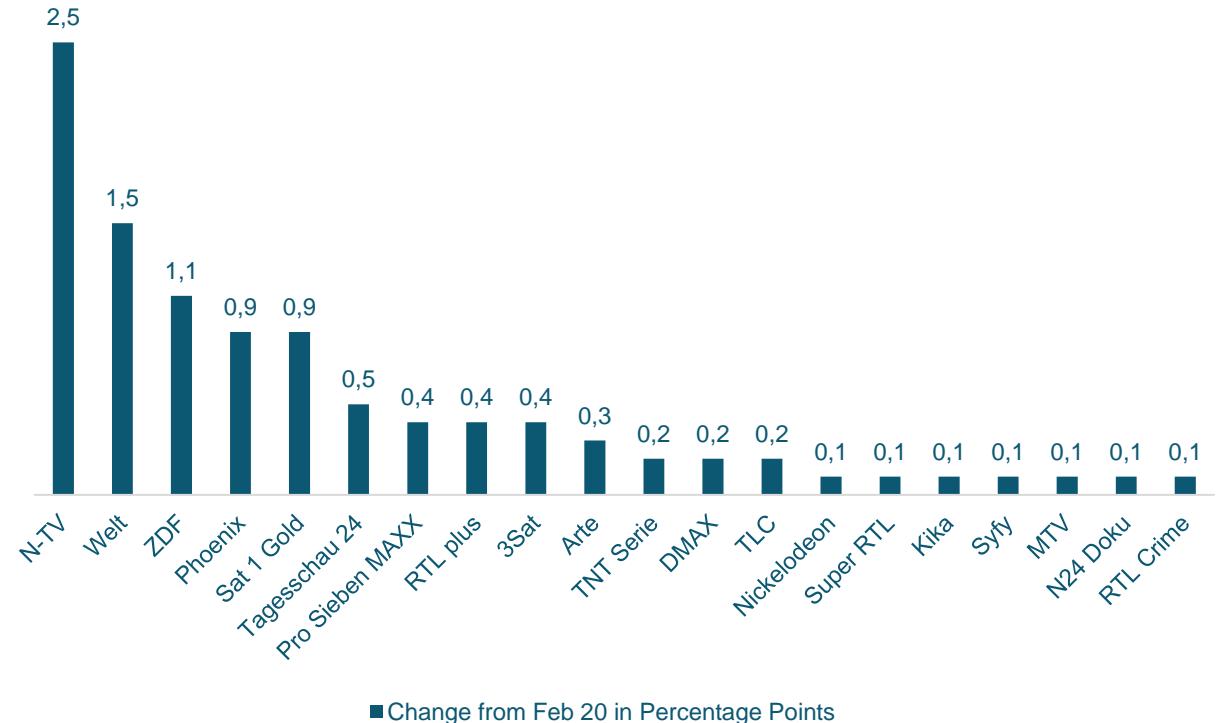
Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/03/2019-31/03/2020, Mon-Fri, market standard: TV, Data Packet 2584 of 04/04/2020

STATIONS WITH THE BIGGEST INCREASES IN THE HOURS OF NINE TO FIVE

Basis: Market Share

Full-time workers frequently tune in to more than one news station at a time

- Biggest gains for news channels in March
- Children's channels are also benefitting (taking care of children while working from home)
- Also broadcasters with fiction content ('classics' & series)



Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/03/2019-31/03/2020, Mon-Fri, 9:00-16:59:59, market standard: TV, Data Packet 2584 of 04/04/2020, own calculations.

Hit lists

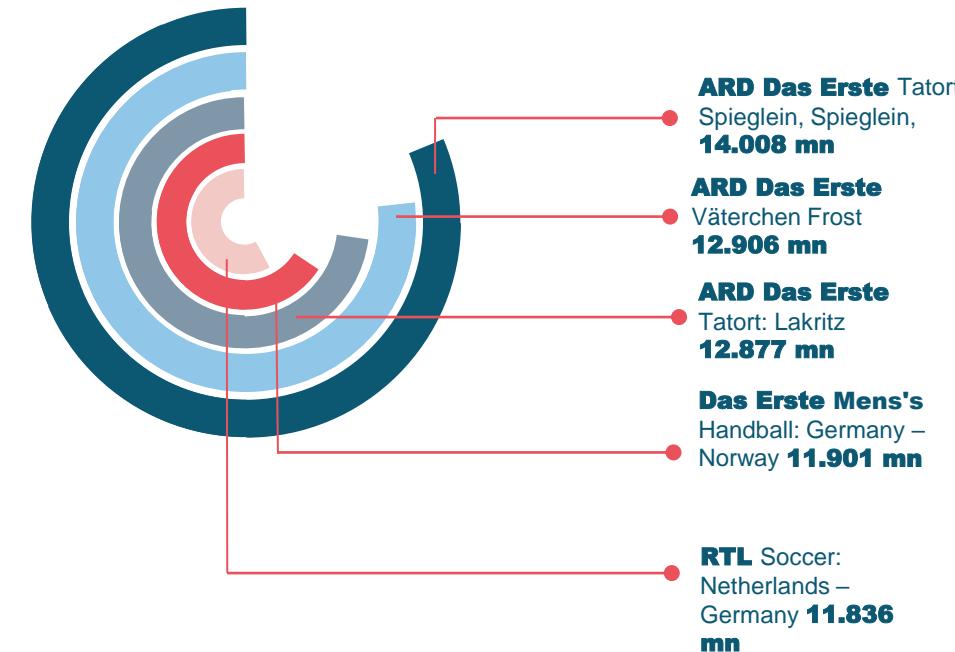
NEWS PROGRAMS

Top 20 – March 2020 – Total Viewers

| Rank | Date | Station | Start time | Duration | Title | Total Viewers | |
|------|------------|---------------|------------|----------|-------------------------------|---------------|--------|
| | | | | | | AS (mn) | MA (%) |
| 1 | 22/03/2020 | ARD Das Erste | 19:59:54 | 00:29:47 | Tagesschau | 12.402 | 30.4 |
| 2 | 29/03/2020 | ARD Das Erste | 19:59:53 | 00:30:39 | Tagesschau | 11.175 | 29.3 |
| 3 | 15/03/2020 | ARD Das Erste | 19:59:56 | 00:20:14 | Tagesschau | 10.179 | 27.3 |
| 4 | 21/03/2020 | ARD Das Erste | 20:00:00 | 00:19:42 | Tagesschau | 9.671 | 26.2 |
| 5 | 28/03/2020 | ARD Das Erste | 19:59:58 | 00:15:49 | Tagesschau | 9.015 | 25.4 |
| 6 | 18/03/2020 | ZDF | 19:32:35 | 00:12:47 | Ansprache der Bundeskanzlerin | 9.002 | 26.0 |
| 7 | 18/03/2020 | ARD Das Erste | 20:15:27 | 00:30:30 | ARD extra: Die Corona-Lage | 8.818 | 23.0 |
| 8 | 19/03/2020 | ARD Das Erste | 20:15:32 | 00:20:07 | ARD extra: Die Corona-Lage | 8.218 | 22.1 |
| 9 | 18/03/2020 | ARD Das Erste | 20:00:00 | 00:15:27 | Tagesschau | 8.211 | 21.5 |
| 10 | 25/03/2020 | ARD Das Erste | 20:00:00 | 00:16:04 | Tagesschau | 8.117 | 22.0 |
| 11 | 23/03/2020 | ARD Das Erste | 20:00:00 | 00:14:58 | Tagesschau | 7.913 | 21.3 |
| 12 | 30/03/2020 | ARD Das Erste | 20:00:00 | 00:15:51 | Tagesschau | 7.847 | 22.2 |
| 13 | 16/03/2020 | ARD Das Erste | 20:00:00 | 00:15:52 | Tagesschau | 7.717 | 21.8 |
| 14 | 08/03/2020 | ARD Das Erste | 19:59:55 | 00:15:51 | Tagesschau | 7.714 | 22.8 |
| 15 | 01/03/2020 | ARD Das Erste | 19:59:53 | 00:15:26 | Tagesschau | 7.695 | 22.5 |
| 16 | 19/03/2020 | ARD Das Erste | 20:00:00 | 00:15:32 | Tagesschau | 7.617 | 21.3 |
| 17 | 25/03/2020 | ARD Das Erste | 20:16:04 | 00:18:07 | ARD extra: Die Corona-Lage | 7.555 | 20.2 |
| 18 | 26/03/2020 | ARD Das Erste | 20:00:00 | 00:15:36 | Tagesschau | 7.355 | 20.1 |
| 19 | 26/03/2020 | ARD Das Erste | 20:15:36 | 00:15:39 | ARD extra: Die Corona-Lage | 7.289 | 19.5 |
| 20 | 27/03/2020 | ARD Das Erste | 20:00:00 | 00:17:18 | Tagesschau | 7.084 | 19.1 |

Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/03/2020-03/04/2020, market standard: TV (system default), Data Packet 2582 of 04/04/2020, Mon-Sun, 3 am to 3 am.

Most Successful Prime Time Formats 2019 – Total Viewers

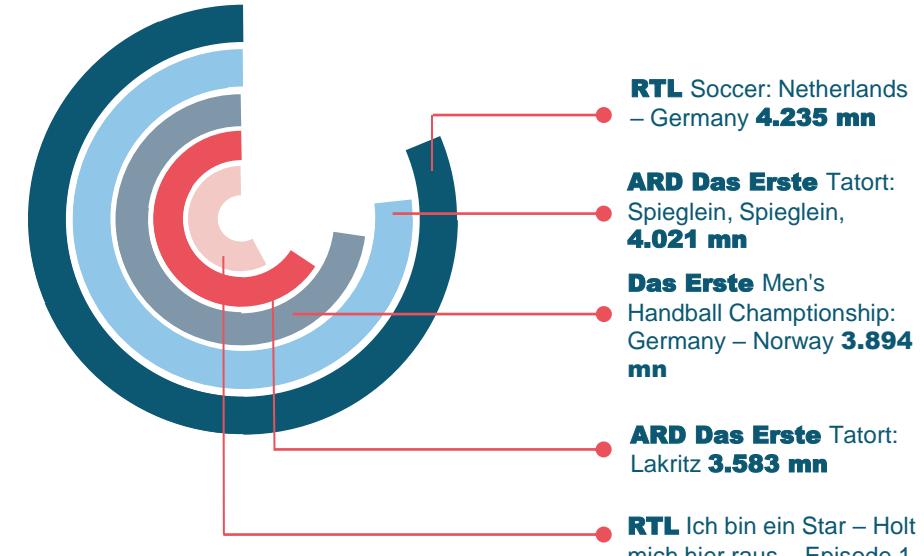


NEWS PROGRAMS

Top 20 – March 2020 – Adults 14-49 Years Old

| Rank | Date | Station | Start time | Duration | Title | Adults 14-49 Years Old | |
|------|------------|---------------|------------|----------|-----------------------------------|------------------------|--------|
| | | | | | | AS (mn) | MS (%) |
| 1 | 22/03/2020 | ARD Das Erste | 19:59:54 | 00:29:47 | Tagesschau | 3.583 | 27.1 |
| 2 | 15/03/2020 | ARD Das Erste | 19:59:56 | 00:20:14 | Tagesschau | 3.227 | 27.7 |
| 3 | 29/03/2020 | ARD Das Erste | 19:59:53 | 00:30:39 | Tagesschau | 3.205 | 28.0 |
| 4 | 18/03/2020 | ZDF | 19:32:35 | 00:12:47 | Address by the Federal Chancellor | 2.742 | 26.3 |
| 5 | 18/03/2020 | ARD Das Erste | 20:15:27 | 00:30:30 | ARD extra: Die Corona-Lage | 2.726 | 22.6 |
| 6 | 28/03/2020 | ARD Das Erste | 19:59:58 | 00:15:49 | Tagesschau | 2.644 | 25.9 |
| 7 | 18/03/2020 | ARD Das Erste | 20:00:00 | 00:15:27 | Tagesschau | 2.588 | 21.5 |
| 8 | 21/03/2020 | ARD Das Erste | 20:00:00 | 00:19:42 | Tagesschau | 2.493 | 23.3 |
| 9 | 19/03/2020 | ARD Das Erste | 20:00:00 | 00:15:32 | Tagesschau | 2.413 | 22.2 |
| 10 | 23/03/2020 | ARD Das Erste | 20:00:00 | 00:14:58 | Tagesschau | 2.339 | 21.1 |
| 11 | 16/03/2020 | ARD Das Erste | 20:00:00 | 00:15:52 | Tagesschau | 2.256 | 21.6 |
| 12 | 30/03/2020 | ARD Das Erste | 20:00:00 | 00:15:51 | Tagesschau | 2.223 | 21.5 |
| 13 | 25/03/2020 | ARD Das Erste | 20:00:00 | 00:16:04 | Tagesschau | 2.189 | 20.2 |
| 14 | 26/03/2020 | ARD Das Erste | 20:00:00 | 00:15:36 | Tagesschau | 2.178 | 20.4 |
| 15 | 24/03/2020 | ARD Das Erste | 20:00:00 | 00:16:02 | Tagesschau | 2.119 | 19.5 |
| 16 | 19/03/2020 | ARD Das Erste | 20:15:32 | 00:20:07 | ARD extra: Die Corona-Lage | 2.089 | 18.1 |
| 17 | 27/03/2020 | ARD Das Erste | 20:00:00 | 00:17:18 | Tagesschau | 2.085 | 18.9 |
| 18 | 20/03/2020 | ARD Das Erste | 20:00:00 | 00:15:14 | Tagesschau | 2.069 | 18.7 |
| 19 | 03/03/2020 | ARD Das Erste | 21:34:34 | 00:07:52 | Tagesthemen | 2.052 | 21.8 |
| 20 | 31/03/2020 | ARD Das Erste | 20:00:00 | 00:16:42 | Tagesschau | 2.044 | 21.1 |

Most Successful Prime Time Formats 2019 – Adults 14-49 Years Old



Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/03/2020-03/04/2020, market standard: TV (system default), Data Packet 2582 of 04/04/2020, Mon-Sun, 3 am to 3 am.

REALITY SHOWS / ENTERTAINMENT

Top 20 – March 2020 – Total Viewers

| Date | Station | Start time | Duration | Title | Z3+ | |
|------------|---------------|------------|----------|---|--------------|-------------|
| | | | | | AS (mn) {TV} | MS (%) {TV} |
| 20/03/2020 | ZDF | 22:30:48 | 00:36:10 | heute-show | 5.970 | 20.6 |
| 27/03/2020 | ZDF | 22:48:32 | 00:33:34 | heute-show | 5.479 | 20.7 |
| 30/03/2020 | RTL | 20:15:00 | 01:36:12 | WER WIRD MILLIONÄR ? Episode 135 | 5.411 | 15.4 |
| 13/03/2020 | ZDF | 22:38:27 | 00:31:35 | heute-show | 5.221 | 20.4 |
| 20/03/2020 | RTL | 20:15:03 | 03:05:12 | LET' S DANCE Episode 4 | 4.984 | 16.3 |
| 16/03/2020 | RTL | 20:15:02 | 01:28:23 | WER WIRD MILLIONÄR ? Episode 131 | 4.881 | 14.3 |
| 27/03/2020 | RTL | 20:15:01 | 02:34:39 | LET' S DANCE Episode 5 | 4.731 | 14.2 |
| 06/03/2020 | ZDF | 22:31:26 | 00:36:30 | heute-show | 4.670 | 18.6 |
| 13/03/2020 | RTL | 20:14:43 | 03:09:24 | LET' S DANCE Episode 3 | 4.611 | 16.9 |
| 21/03/2020 | ZDF | 20:15:39 | 02:59:57 | Der Quiz-Champion | 4.560 | 13.3 |
| 06/03/2020 | RTL | 20:14:58 | 03:10:15 | LET' S DANCE Episode 2 | 4.560 | 17.6 |
| 31/03/2020 | ARD Das Erste | 17:59:47 | 00:44:42 | Wer weiß denn sowas? Episode 580 | 4.418 | 20.6 |
| 27/03/2020 | ARD Das Erste | 17:59:40 | 00:44:41 | Wer weiß denn sowas? Episode 578 | 4.395 | 19.5 |
| 25/03/2020 | ARD Das Erste | 17:59:45 | 00:45:09 | Wer weiß denn sowas? Episode 576 | 4.357 | 18.5 |
| 24/03/2020 | ProSieben | 20:15:05 | 02:10:11 | The Masked Singer | 4.327 | 12.8 |
| 24/03/2020 | ARD Das Erste | 17:59:41 | 00:45:13 | Wer weiß denn sowas? Episode 575 | 4.295 | 18.2 |
| 01/03/2020 | RTL | 20:14:32 | 02:42:31 | POCHER VS. WENDLER - SCHLUSS MIT LUSTIG | 4.281 | 14.0 |
| 26/03/2020 | ARD Das Erste | 17:59:20 | 00:45:16 | Wer weiß denn sowas? Episode 577 | 4.276 | 18.1 |
| 10/03/2020 | ARD Das Erste | 17:59:51 | 00:45:17 | Wer weiß denn sowas? Episode 567 | 4.246 | 20.4 |
| 23/03/2020 | ARD Das Erste | 17:59:08 | 00:45:17 | Wer weiß denn sowas? Episode 574 | 4.235 | 17.4 |



Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/03/2020-31/03/2020, market standard: TV, Data Packet 2590 of 05/04/2020.

REALITY SHOWS / ENTERTAINMENT

Top 20 – March 2020 – Adults 14-49 Years Old

| Date | Station | Start time | Duration | Title | A 14-49 | |
|------------|--------------|------------|----------|--|--------------|-------------|
| | | | | | AS (mn) {TV} | MS (%) {TV} |
| 24/03/2020 | ProSieben | 20:15:05 | 02:10:11 | The Masked Singer | 2.738 | 25.8 |
| 17/03/2020 | ProSieben | 20:14:55 | 02:20:00 | The Masked Singer | 2.673 | 26.4 |
| 01/03/2020 | RTL | 20:14:32 | 02:42:31 | POCHER VS. WENDLER - SCHLUSS MIT LUSTIG | 2.645 | 27.0 |
| 10/03/2020 | ProSieben | 20:14:22 | 02:28:27 | The Masked Singer | 2.257 | 25.3 |
| 26/03/2020 | ProSieben | 20:15:03 | 01:43:26 | Germany's Next Topmodel - by Heidi Klum | 2.109 | 19.8 |
| 20/03/2020 | RTL | 20:15:03 | 03:05:12 | LET' S DANCE Episode 4 | 2.021 | 21.7 |
| 20/03/2020 | ZDF | 22:30:48 | 00:36:10 | heute-show | 1.996 | 21.5 |
| 27/03/2020 | RTL | 20:15:01 | 02:34:39 | LET' S DANCE Episode 5 | 1.942 | 18.7 |
| 13/03/2020 | RTL | 20:14:43 | 03:09:24 | LET' S DANCE Episode 3 | 1.761 | 22.3 |
| 27/03/2020 | ZDF | 22:48:32 | 00:33:34 | heute-show | 1.742 | 19.1 |
| 06/03/2020 | RTL | 20:14:58 | 03:10:15 | LET' S DANCE Episode 2 | 1.712 | 23.1 |
| 21/03/2020 | RTL | 20:14:47 | 02:13:24 | DEUTSCHLAND SUCHT DEN SUPERSTAR Episode 20 | 1.633 | 15.5 |
| 19/03/2020 | ProSieben | 20:15:23 | 02:04:49 | Germany's Next Topmodel - by Heidi Klum | 1.581 | 15.9 |
| 29/03/2020 | VOX originär | 20:15:00 | 02:50:47 | KITCHEN IMPOSSIBLE Episode 8 | 1.564 | 15.2 |
| 12/03/2020 | ProSieben | 20:15:32 | 01:42:52 | Germany's Next Topmodel - by Heidi Klum | 1.540 | 17.0 |
| 23/03/2020 | RTL | 20:15:01 | 00:46:31 | DIE QUARANTÄNE-WG WILLKOMMEN ZUHAUSE Episode 1 | 1.533 | 13.8 |
| 22/03/2020 | VOX originär | 20:14:50 | 02:50:05 | KITCHEN IMPOSSIBLE Episode 7 | 1.512 | 14.1 |
| 13/03/2020 | ZDF | 22:38:27 | 00:31:35 | heute-show | 1.505 | 19.2 |
| 30/03/2020 | RTL | 20:15:00 | 01:36:12 | WER WIRD MILLIONÄR ? Episode 135 | 1.477 | 14.3 |
| 14/03/2020 | RTL | 20:14:47 | 02:22:00 | DEUTSCHLAND SUCHT DEN SUPERSTAR Episode 19 | 1.459 | 17.3 |



Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/03/2020-31/03/2020, market standard: TV, Data Packet 2590 of 05/04/2020.

FACTUAL ENTERTAINMENT / REALITY

Top 20 – March 2020 – Total Viewers

| Date | Station | Start time | Duration | Title | Z3+ | |
|------------|--------------|------------|----------|---|--------------|-------------|
| | | | | | AS (mn) {TV} | MS (%) {TV} |
| 22/03/2020 | RTL | 19:07:06 | 00:46:17 | MARTIN RÜTTER - DIE WELPEN KOMMEN Episode 6 | 3.536 | 10.0 |
| 29/03/2020 | RTL | 19:06:01 | 00:46:19 | MARTIN RÜTTER - DIE WELPEN KOMMEN Episode 7 | 3.153 | 9.5 |
| 01/03/2020 | RTL | 19:06:09 | 00:46:15 | MARTIN RÜTTER - DIE WELPEN KOMMEN Episode 3 | 3.082 | 10.2 |
| 15/03/2020 | RTL | 19:08:34 | 00:46:22 | MARTIN RÜTTER - DIE WELPEN KOMMEN Episode 5 | 2.988 | 9.1 |
| 08/03/2020 | RTL | 19:06:44 | 00:46:14 | MARTIN RÜTTER - DIE WELPEN KOMMEN Episode 4 | 2.981 | 9.9 |
| 25/03/2020 | SAT.1 | 20:15:42 | 01:48:38 | Promis unter Palmen - Für Geld mache ich alles! Episode 1 | 2.926 | 8.5 |
| 04/03/2020 | RTL | 20:15:01 | 01:35:22 | DER BACHELOR Episode 9 | 2.732 | 9.0 |
| 22/03/2020 | SAT.1 | 17:24:46 | 01:50:32 | The Biggest Loser | 2.154 | 7.1 |
| 27/03/2020 | SAT.1 | 20:14:31 | 02:50:21 | The Biggest Loser | 2.111 | 6.3 |
| 28/03/2020 | VOX originär | 19:10:01 | 00:48:54 | DIE PFERDEPROFIS Episode 7 | 2.062 | 6.9 |
| 08/03/2020 | SAT.1 | 17:32:04 | 01:44:17 | The Biggest Loser | 2.031 | 8.0 |
| 27/03/2020 | VOX originär | 19:01:49 | 00:59:19 | DAS PERFEKTE DINNER Episode 49 | 1.989 | 6.1 |
| 29/03/2020 | VOX originär | 19:13:48 | 00:45:44 | AB INS BEET! DIE GARTEN-SOAP Episode 6 | 1.972 | 5.9 |
| 21/03/2020 | VOX originär | 19:11:36 | 00:48:29 | DIE PFERDEPROFIS Episode 6 | 1.940 | 5.9 |
| 15/03/2020 | SAT.1 | 17:26:36 | 01:45:34 | The Biggest Loser | 1.882 | 7.2 |
| 26/03/2020 | VOX originär | 18:59:16 | 00:59:22 | DAS PERFEKTE DINNER Episode 48 | 1.852 | 5.8 |
| 22/03/2020 | VOX originär | 19:11:55 | 00:45:21 | AB INS BEET! DIE GARTEN-SOAP Episode 5 | 1.844 | 5.2 |
| 01/03/2020 | VOX originär | 19:11:05 | 00:45:52 | AB INS BEET! DIE GARTEN-SOAP Episode 2 | 1.838 | 6.1 |
| 01/03/2020 | SAT.1 | 17:30:50 | 01:45:01 | The Biggest Loser | 1.831 | 7.3 |
| 08/03/2020 | VOX originär | 19:12:07 | 00:45:22 | AB INS BEET! DIE GARTEN-SOAP Episode 3 | 1.807 | 5.9 |

Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/03/2020-31/03/2020, market standard: TV, Data Packet 2590 of 05/04/2020.

FACTUAL ENTERTAINMENT / REALITY

Top 20 – March 2020 – Adults 14-49 Years Old

| Date | Station | Start time | Duration | Title | E 14-49 | |
|------------|----------|------------|----------|---|--------------|-------------|
| | | | | | AS (mn) {TV} | MS (%) {TV} |
| 04/03/2020 | RTL | 20:15:01 | 01:35:22 | DER BACHELOR Episode 9 | 1.594 | 16.9 |
| 25/03/2020 | SAT.1 | 20:15:42 | 01:48:38 | Promis unter Palmen - Für Geld mache ich alles! Episode 1 | 1.582 | 15.9 |
| 22/03/2020 | RTL | 19:07:06 | 00:46:17 | MARTIN RÜTTER - DIE WELPEN KOMMEN Episode 6 | 1.384 | 13.4 |
| 27/03/2020 | SAT.1 | 20:14:31 | 02:50:21 | The Biggest Loser | 1.160 | 11.2 |
| 29/03/2020 | RTL | 19:06:01 | 00:46:19 | MARTIN RÜTTER - DIE WELPEN KOMMEN Episode 7 | 1.149 | 12.5 |
| 08/03/2020 | RTL | 19:06:44 | 00:46:14 | MARTIN RÜTTER - DIE WELPEN KOMMEN Episode 4 | 1.124 | 13.2 |
| 01/03/2020 | RTL | 19:06:09 | 00:46:15 | MARTIN RÜTTER - DIE WELPEN KOMMEN Episode 3 | 1.115 | 13.2 |
| 22/03/2020 | SAT.1 | 17:24:46 | 01:50:32 | The Biggest Loser | 1.030 | 11.5 |
| 15/03/2020 | RTL | 19:08:34 | 00:46:22 | MARTIN RÜTTER - DIE WELPEN KOMMEN Episode 5 | 0.995 | 10.5 |
| 11/03/2020 | RTL | 20:30:16 | 01:25:57 | DER BACHELOR - DAS GROSSE JUBILÄUM Episode 2 | 0.975 | 11.6 |
| 08/03/2020 | SAT.1 | 17:32:04 | 01:44:17 | The Biggest Loser | 0.891 | 12.4 |
| 01/03/2020 | SAT.1 | 17:30:50 | 01:45:01 | The Biggest Loser | 0.877 | 12/6 |
| 15.03.2020 | SAT.1 | 17:26:36 | 01:45:34 | The Biggest Loser | 0.869 | 12.1 |
| 27/03/2020 | VOX | 19:01:49 | 00:59:19 | DAS PERFEKTE DINNER Episode 49 | 0.847 | 9.4 |
| 21/03/2020 | VOX | 19:11:36 | 00:48:29 | DIE PFERDEPROFIS Episode 6 | 0.829 | 9.2 |
| 29/03/2020 | VOX | 19:13:48 | 00:45:44 | AB INS BEET! DIE GARTEN-SOAP Episode 6 | 0.783 | 8.5 |
| 01/03/2020 | VOX | 19:11:05 | 00:45:52 | AB INS BEET! DIE GARTEN-SOAP Episode 2 | 0.766 | 9.0 |
| 30/03/2020 | RTL ZWEI | 20:14:00 | 00:45:52 | DIE REIMANNS - EIN AUßERGEWÖHNLICHES LEBEN Episode 64 | 0.739 | 7.0 |
| 26/03/2020 | VOX | 18:59:16 | 00:59:22 | DAS PERFEKTE DINNER Episode 48 | 0.731 | 8.4 |

Source: AGF Videoforschung in collaboration with GfK; VIDEOSCOPE 1.3, 01/03/2020-31/03/2020, market standard: TV, Data Packet 2590 of 05/04/2020.



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