

TV Platform 2021-II

Frankfurt, December 2021

AGF Videoforschung GmbH in cooperation with Kantar

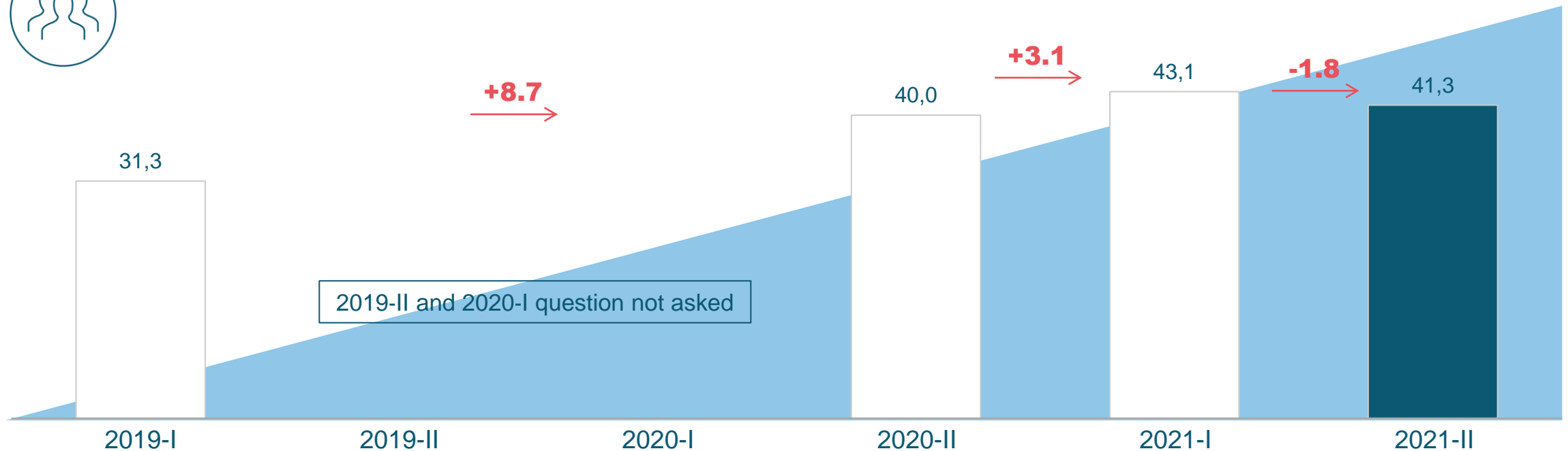
METHODOLOGY

Name of the study:	TV Platform
Survey:	Twice annually
Institute:	Kantar
Survey method:	Computer-aided personal interviews (CAPI) and household visits
Sample:	Proportional representative random sample based on the ADM face-to-face random sample system / 2021-II: Case number n=2,404; 2021-I: Case number n=2,392
Fieldwork:	Wave 2021-II: 23/08-17/10/21 Wave 2021-I: 22/02-18/04/2021
Universe:	German-speaking population age 14 and older in TV households (private households with German-speaking main income earner or persons in household age 3 and older)

Use of paid VoD in the last 4 weeks – total



STAGNATION IN THE USE OF PAID VIDEO-ON-DEMAND



Basis: German-speaking population age 14 and older in TV households, in %
Source: AGF Videoforschung GmbH in cooperation with Kantar: "TV Platform 2021-II"

Use of online video services in the last 4 weeks



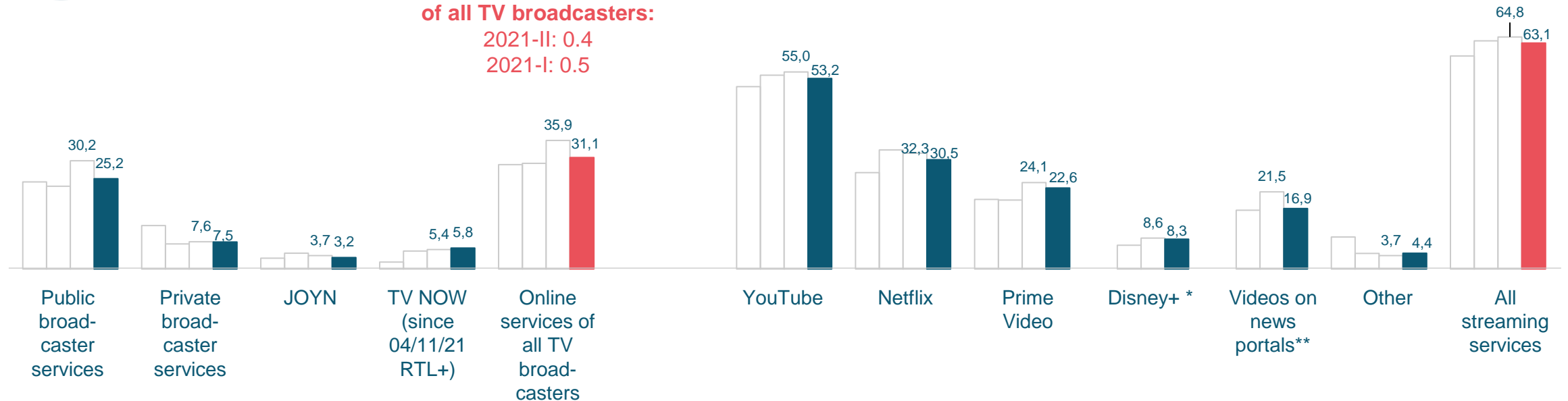
SERVICES OF TV BROADCASTERS AND STREAMING SERVICES AT THE LEVEL OF 2020



□ 2020-I – 2021-I ■ 2021-II

Avg. streaming services, total:
2021-II: 1.4
2021-I: 1.5

Avg. online services of all TV broadcasters:
2021-II: 0.4
2021-I: 0.5



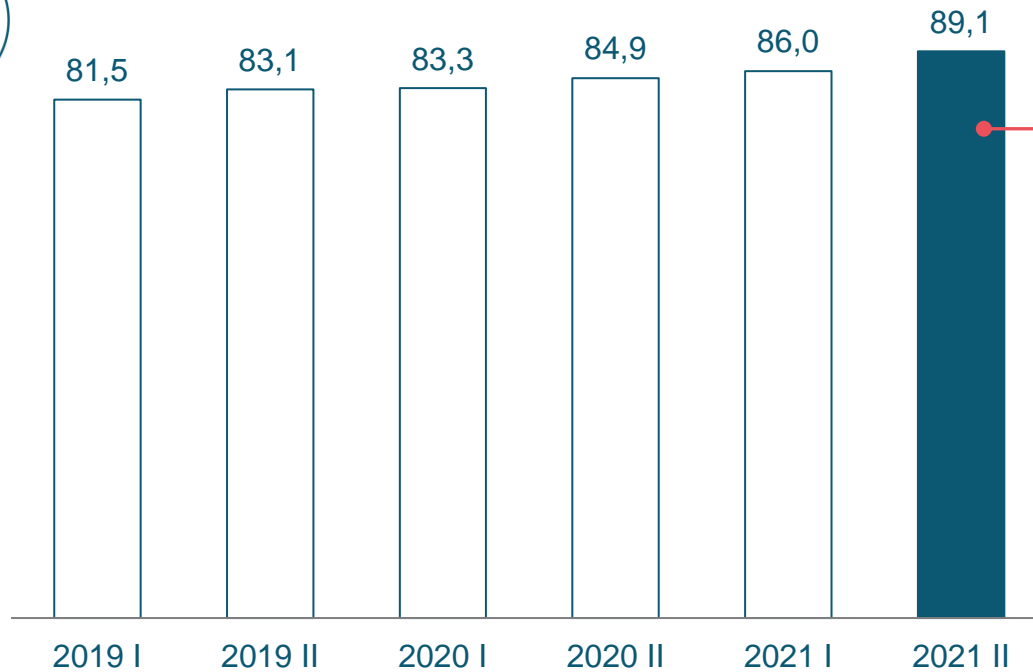
*Question from 2020-II | ** Videos on news portals (like Bild.de, Spiegel online)

Basis: German-speaking population age 14 and older in TV households, in %

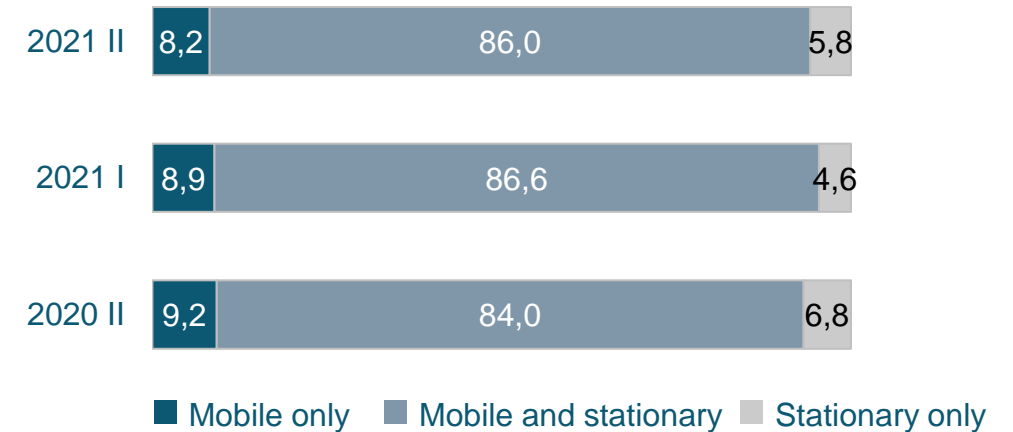
Source: AGF Videoforschung GmbH in cooperation with Kantar: "TV Platform 2021-II"

Internet use in the last 4 weeks

INTERNET USE CONTINUES TO CLIMB



Basis: Onliners (n=2,072)



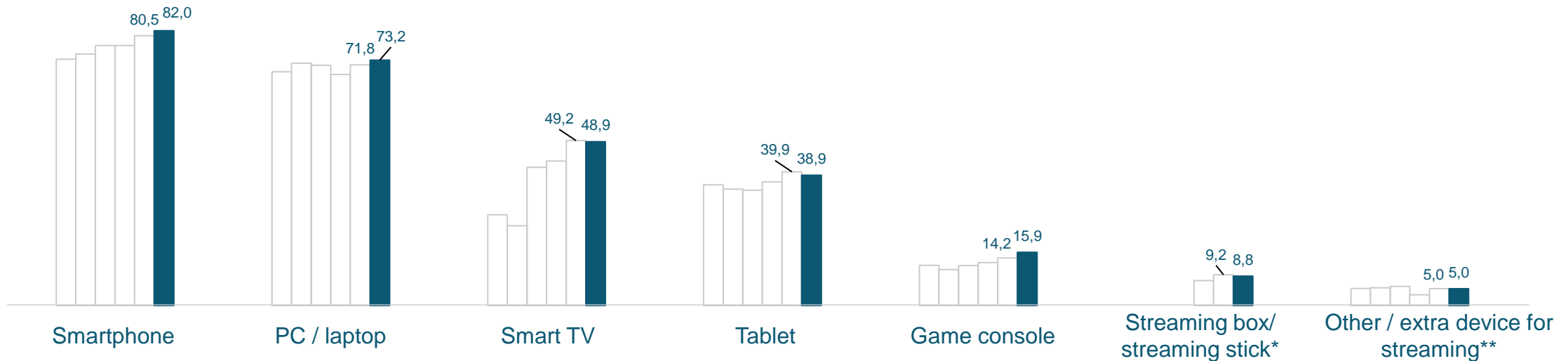
Basis: German-speaking population age 14 and older in TV households, in %
Source: AGF Videoforschung GmbH in cooperation with Kantar: "TV Platform 2021-II"

Devices for internet use in the last 4 weeks

CONTINUOUS GROWTH OF SMARTPHONES AND GAME CONSOLES



□ 2019-I – 2021-I ■ 2021-II



* Queried starting in 2020-II | ** Queried starting in 2020-II Other extra device for streaming | Value of smart TV in 2020-I corrected for the first time for respondents who later said that they watch video content on TV
 Basis: German-speaking population age 14 and older in TV households, in %
 Source: AGF Videoforschung GmbH in cooperation with Kantar: "TV Platform 2021-II"

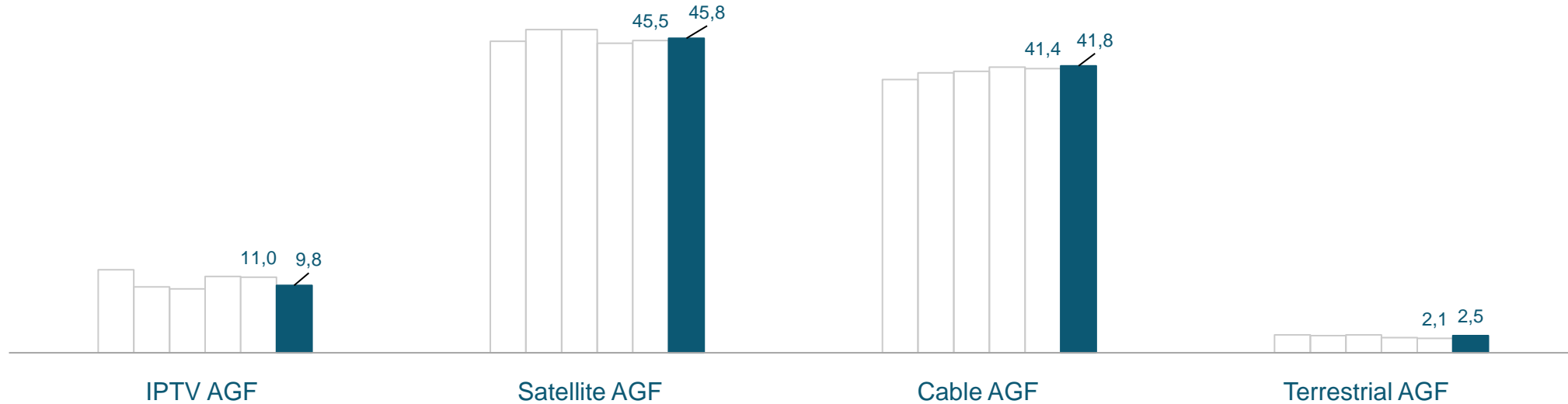
AGF reception levels



SATELLITE RECEPTION LEVEL AHEAD OF CABLE



□ 2019-I – 2021-I ■ 2021-II



Basis: TV households in German with German-speaking main income earner, in %
Source: AGF Videoforschung GmbH in cooperation with Kantar: "TV Platform 2021-II"



Contact

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