

TV Platform 2021-I

Frankfurt, June 2021

AGF Videoforschung GmbH in collaboration 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-I case number n=2,392; 2020-II case number n=2,451
Fieldwork:	Wave 2021-I: 22/02-18/04/21 Wave 2020-II: 25/08-09/10/20
Universe:	German-speaking population aged 14 and older in TV households (private households with German-speaking main income earner or persons in these households aged 3 and older)

Viewing of online video services in the last 4 weeks



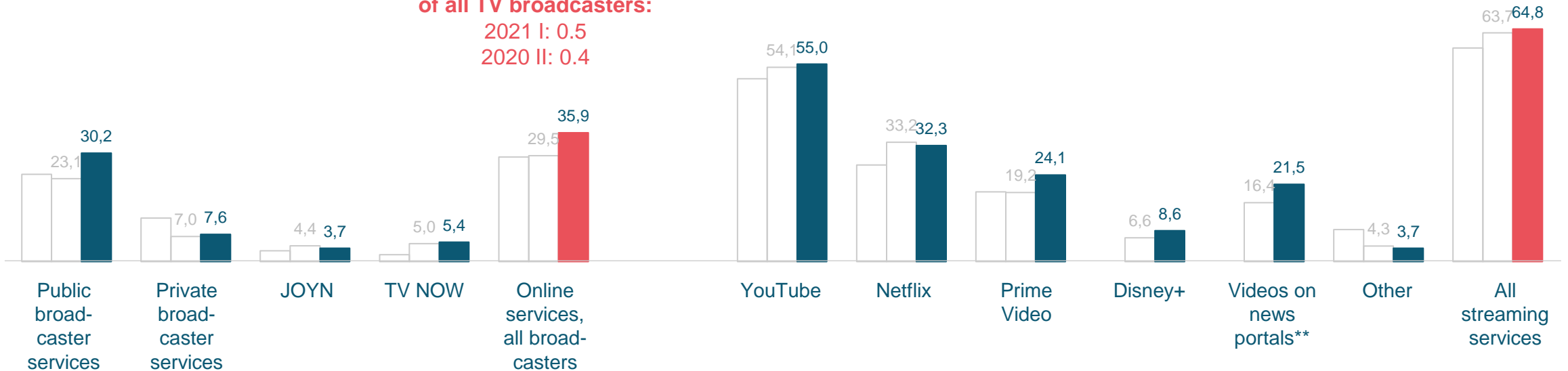
PUBLIC BROADCASTERS DRIVING VIEWING OF BROADCASTER STREAMING



□ 2020 I – 2020 II ■ 2021 I

**Avg. online services
of all TV broadcasters:**
2021 I: 0.5
2020 II: 0.4

**Avg. streaming
services, total:**
2021 I: 1.5
2020 II: 1.3



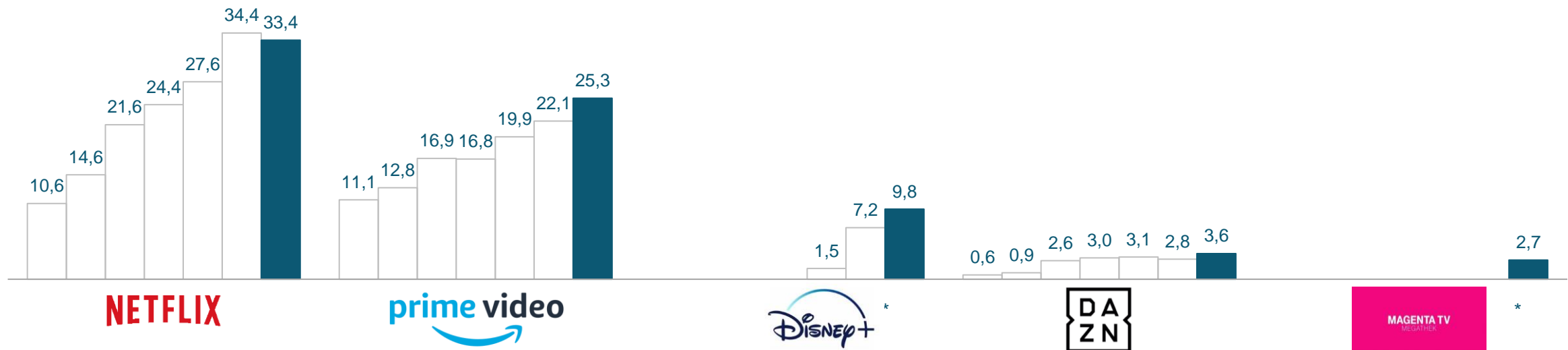
*Question from 2020 II | ** Videos on news portals (like Bild.de, Spiegel online)
Basis: German-speaking population aged 14 and older in TV households, in %
Source: AGF Videoforschung GmbH in collaboration with Kantar: "TV Platform 2021-I"

Video on Demand viewing in the last 3 months – change over time, Top 5

NETFLIX STAGNANT, PRIME VIDEO GROWING



□ 2018 I – 2020 II ■ 2021 I



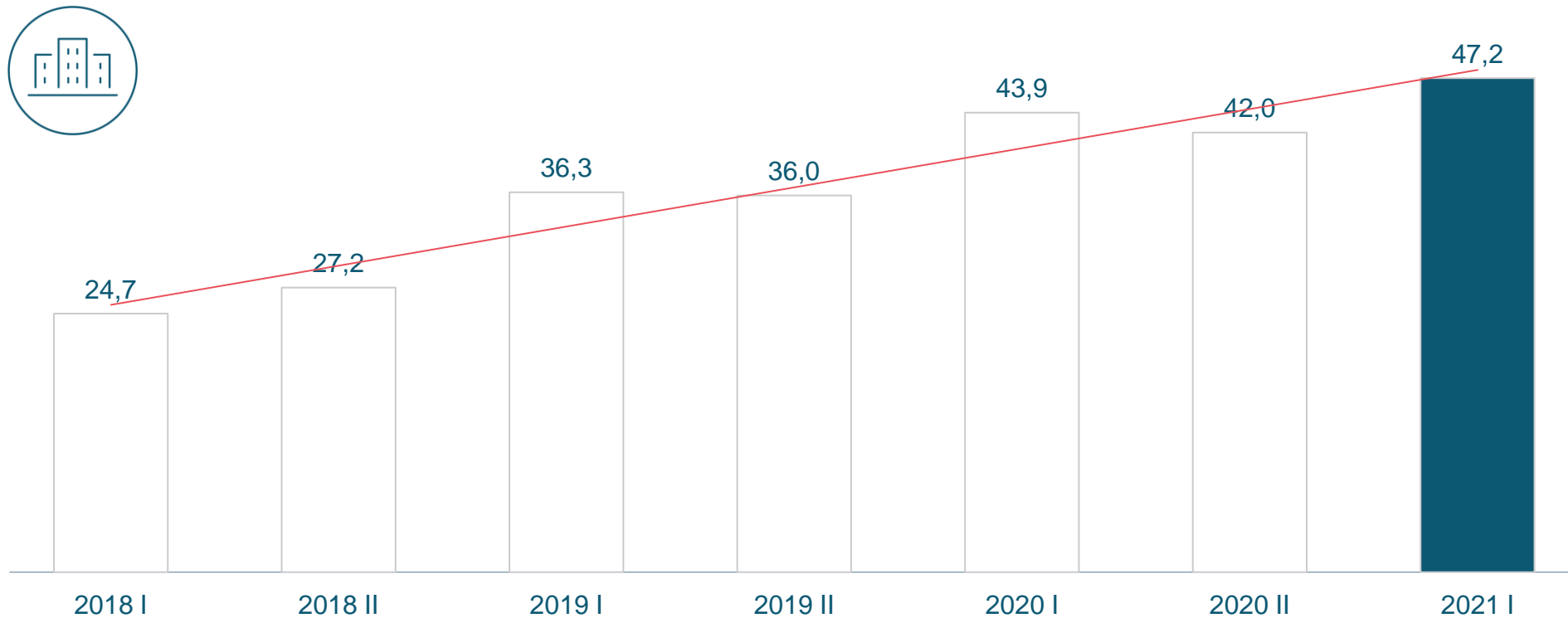
* Question since 2021 I as "Megathek by MagentaTV"

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

Source: AGF Videoforschung GmbH in collaboration with Kantar: "TV Platform 2021-I"

Televisions connected to the internet

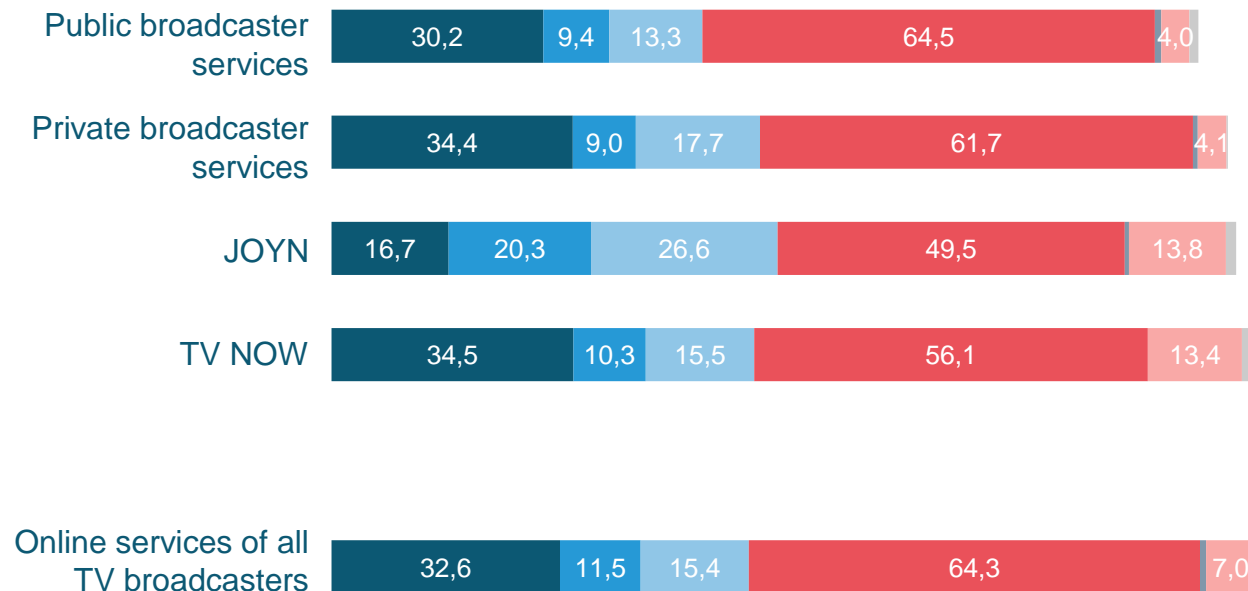
MORE HOUSEHOLDS WITH CONNECTED TV



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

Devices for watching online video (1), basis: users*

ONLINE OFFERINGS MOST OFTEN VIEWED ON THE BIG SCREEN



■ PC / Laptop ■ Tablet ■ Smartphone ■ Smart TV ■ Game console ■ Streaming box ■ Other extra device for streaming

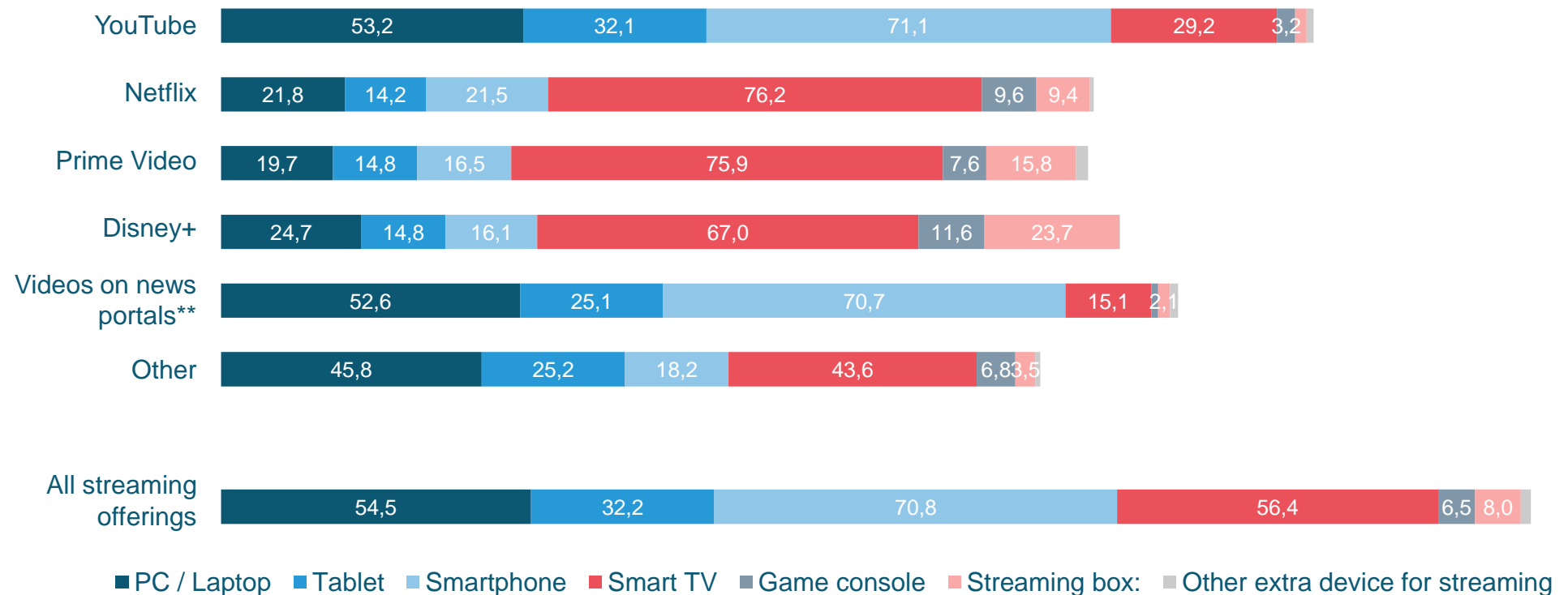
* Multiple mentions

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

Source: AGF Videoforschung GmbH in collaboration with Kantar: "TV Platform 2021-I"

Devices for watching online video (2), basis: users*

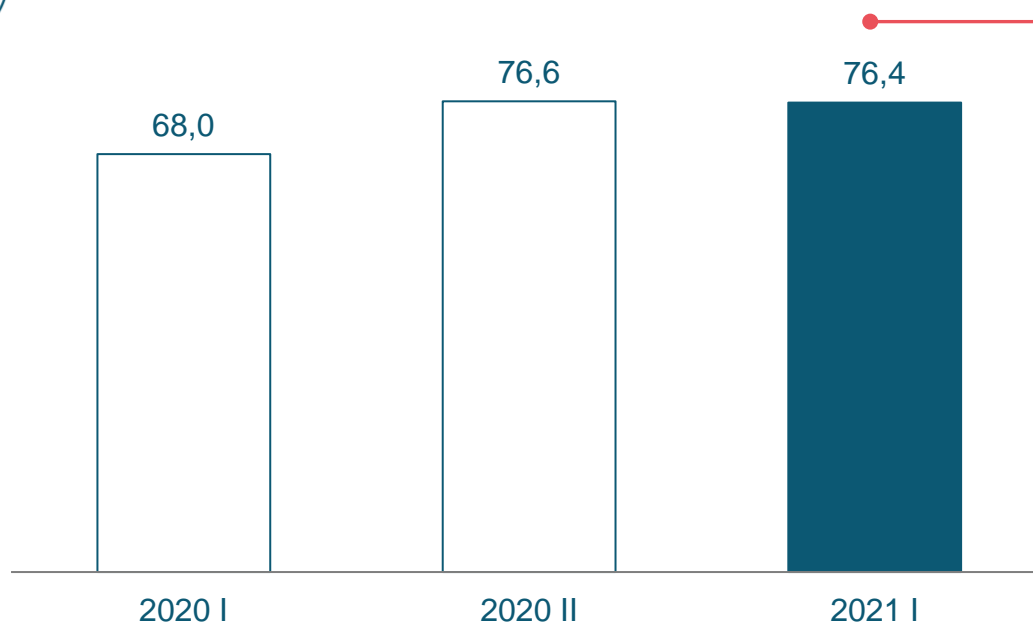
YOUTUBE AND NEWS PORTAL VIDEOS SHINE ON SMARTPHONES



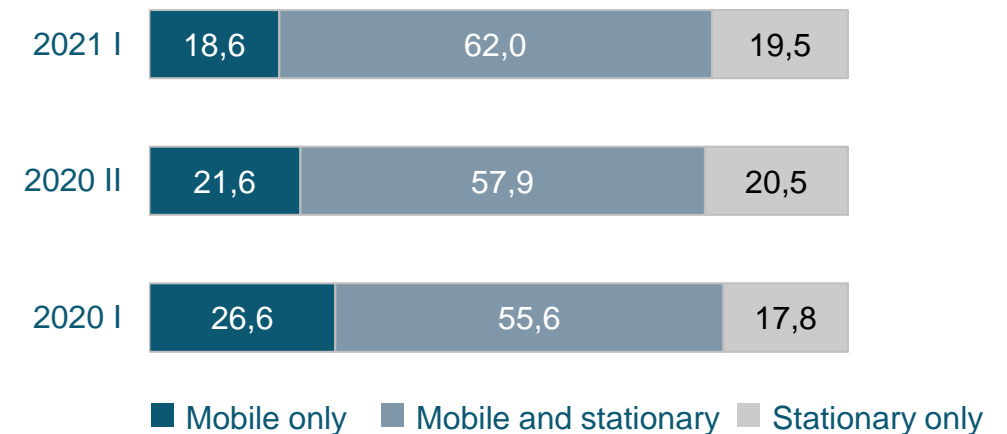
* Multiple mentions | ** Videos on news portals (like Bild.de, Spiegel online)
 Basis: German-speaking population aged 14 and older in TV households, in %
 Source: AGF Videoforschung GmbH in collaboration with Kantar: "TV Plattform 2021-I"

Internet use by children in the last 4 weeks

INTERNET USE BY CHILDREN REMAINS AT THE PRE-WAVE LEVEL



Basis: Onliners 3-13 years (n=420)



Basis: German-speaking children aged 3-13 and older in TV households, in %
Source: AGF Videoforschung GmbH in collaboration with Kantar: "TV Platform 2021-I"



Contact

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