

**Video Usage &
Devices Used**

CONVERGENCE MONITOR 2021

Part 1 – Video Usage and Devices Used

Frankfurt, September 16, 2021

AGF Videoforschung

METHODOLOGY PROFILE

Name of study:	CONVERGENCE MONITOR
Conducted:	Annually since 2008
Institute:	Kantar
Survey method:	Face-to-face interviews
Sample:	Representative sample with n = 1,569
Field time:	30/03-16/05/2021
Universe:	German-speaking residential population aged 14 to 69, or households with at least one person aged 14 to 69 in Germany



Persons



Households



VIDEO USAGE

Moderate increase in streaming usage after last year's dramatic increase

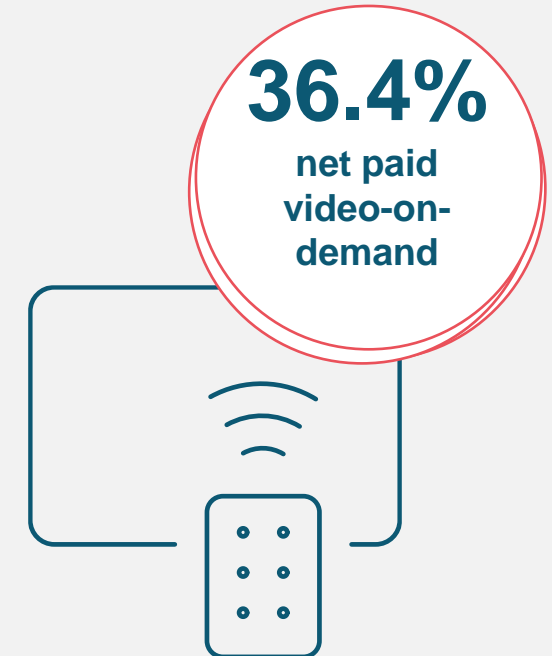
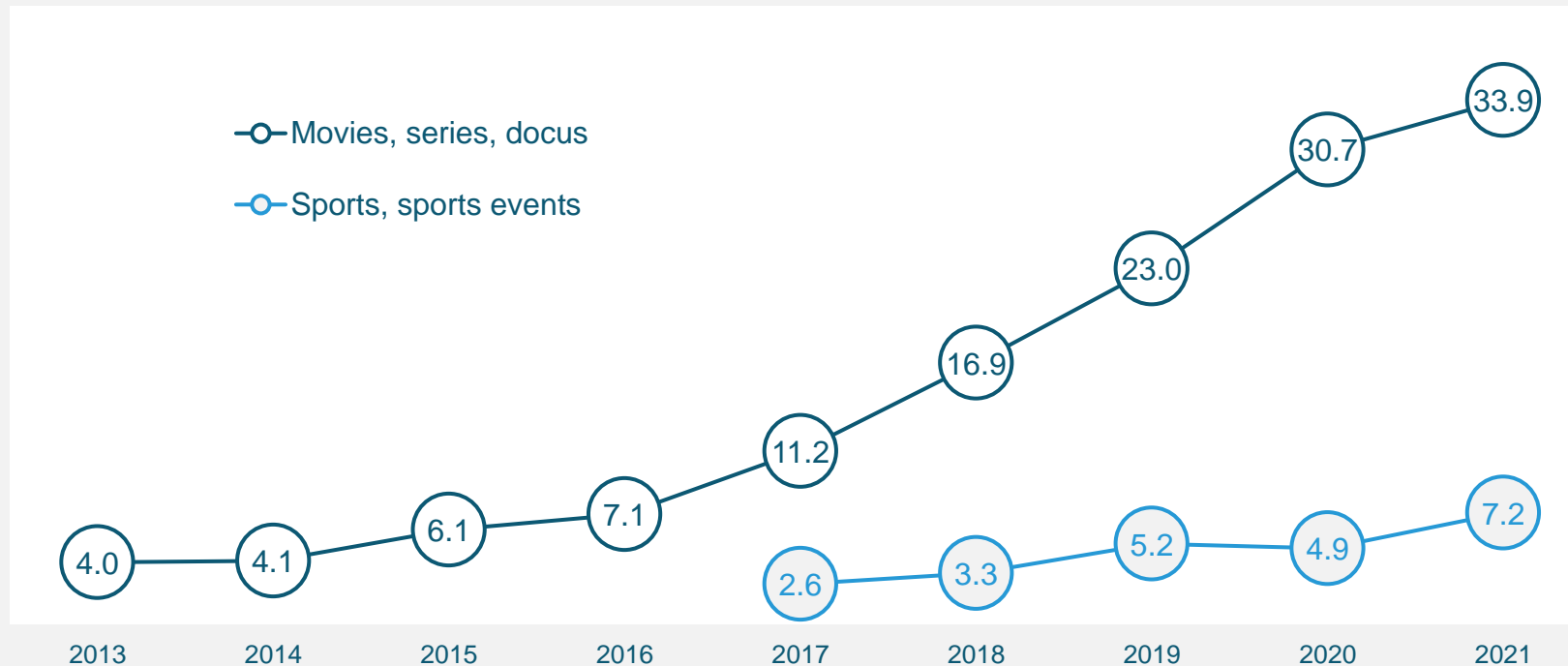


Video-on-Demand usage at least 1x per month

USAGE OF VOD FICTION/DOCUS CONTINUES TO GROW, ALBEIT AT A LESS RAPID PACE, GROWING IMPORTANCE OF SPORTS



Usage at least 1x per month



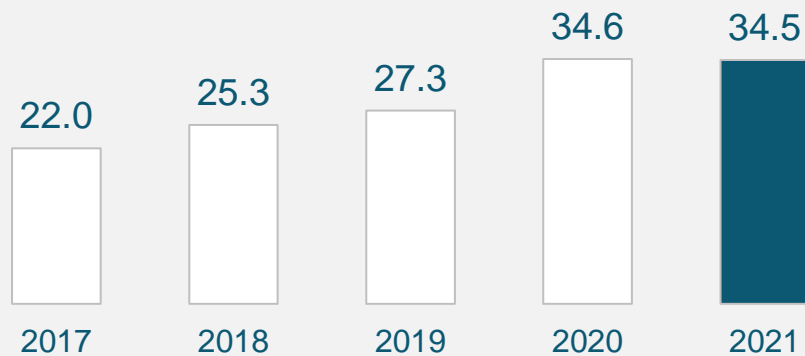
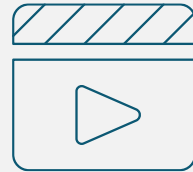
Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

Percentage of total Internet usage spent on video content

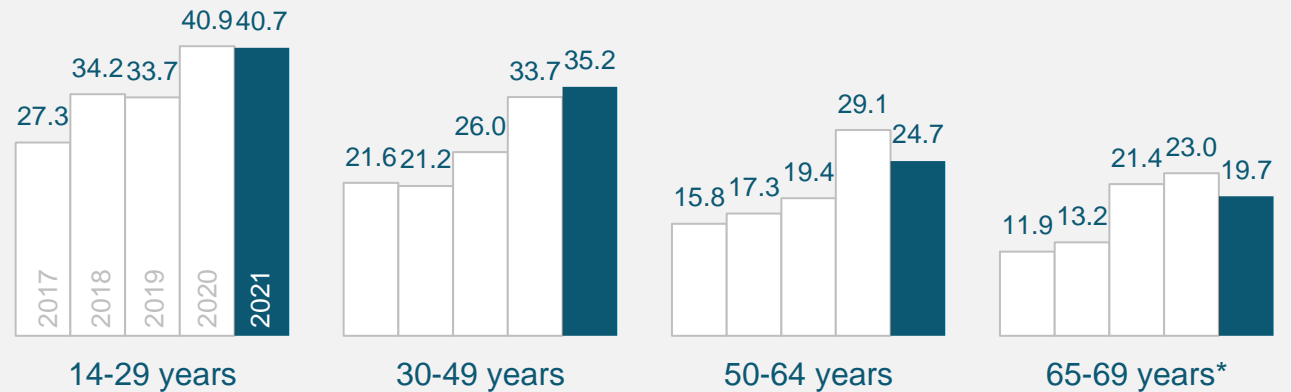
VIDEO CONTENT ACCOUNTS FOR SLIGHTLY MORE THAN ONE THIRD OF INTERNET USAGE



Percentage of Internet usage spent on video content, total



By age group



Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

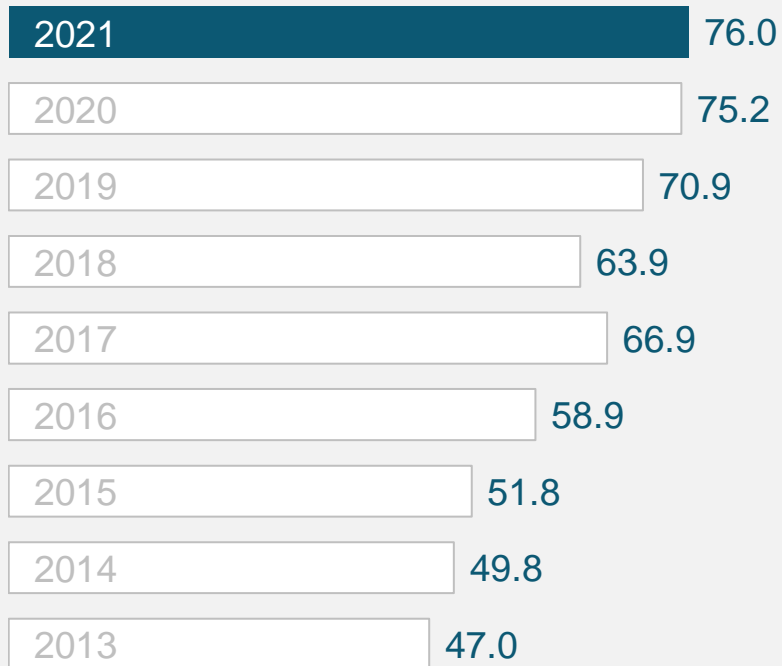
* 65-69 years old: smaller base: n=173

Video usage via the Internet – at least 1x per month

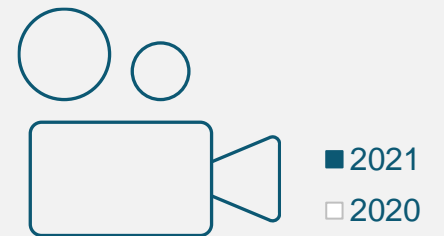
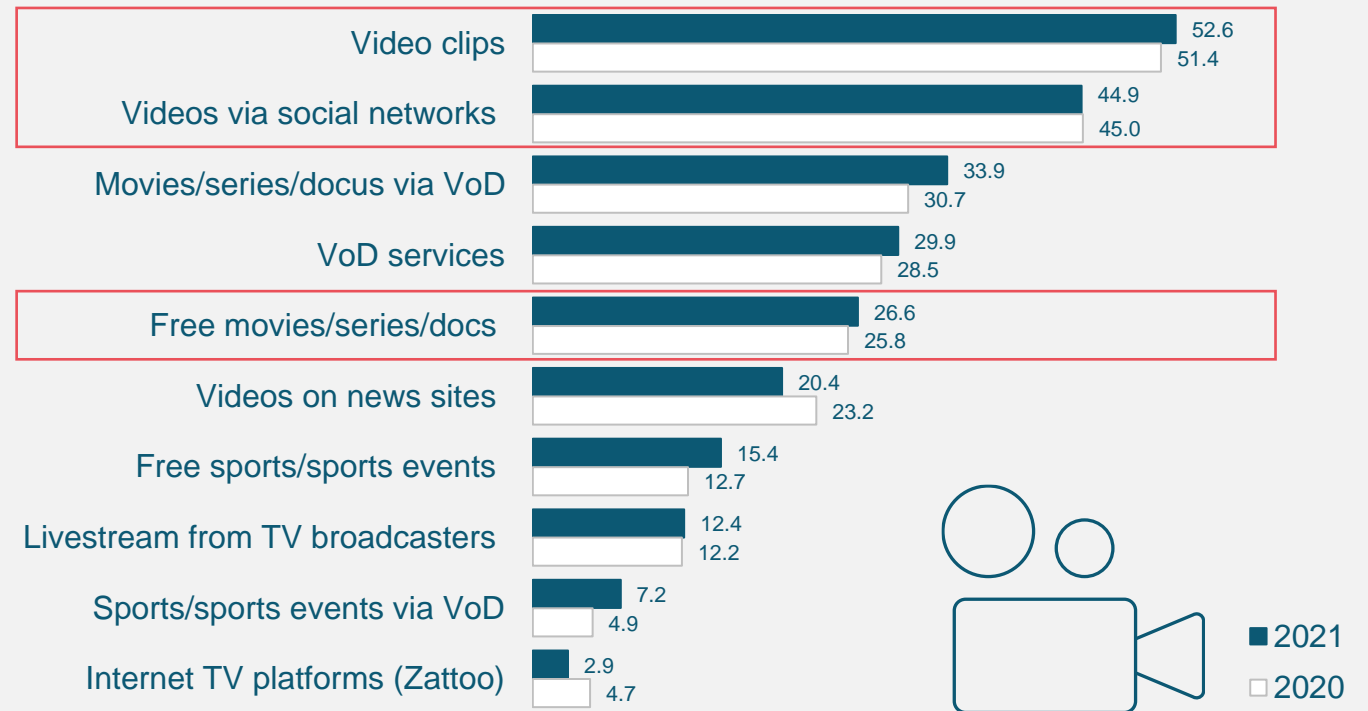
INCREASED USAGE OF VOD FICTION/DOCUS AND SPORTS



Total online video at least 1x per month



Usage of functions at least 1x per month



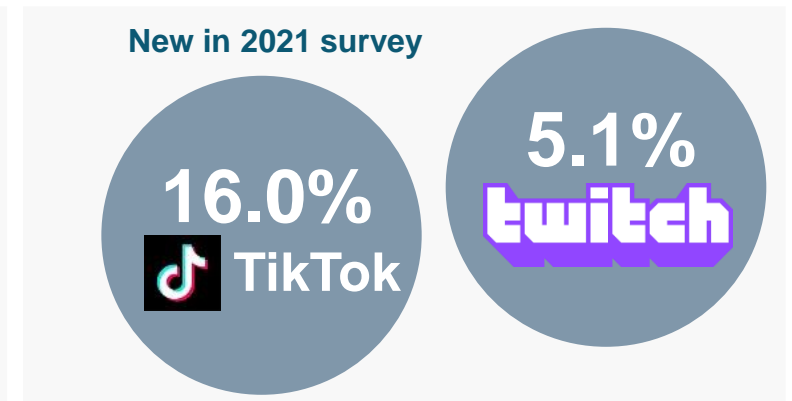
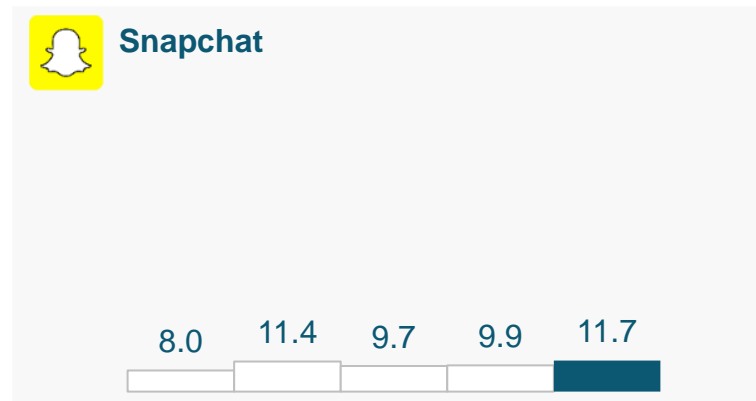
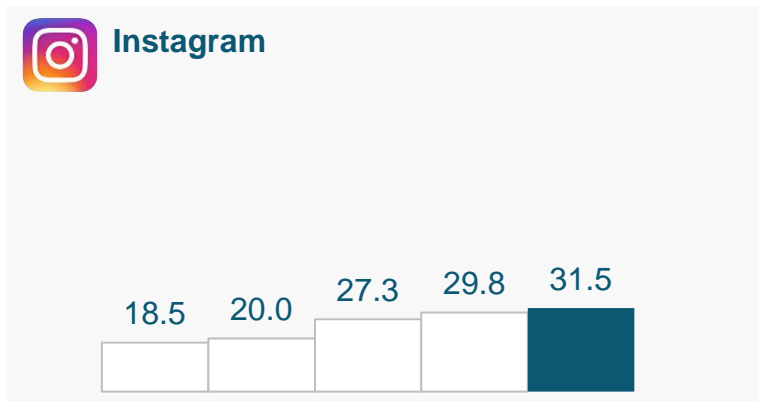
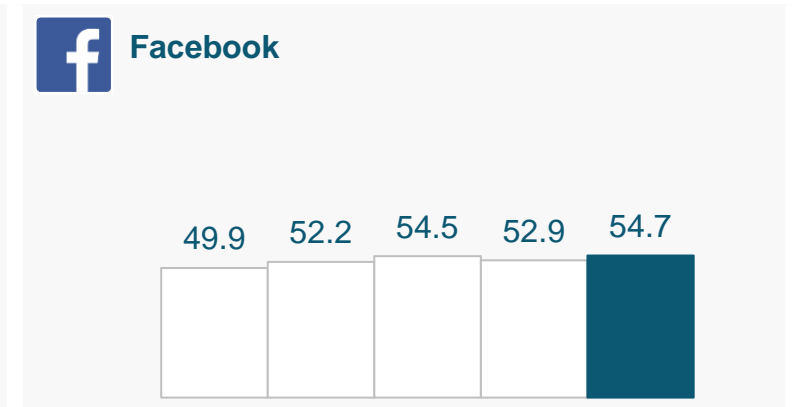
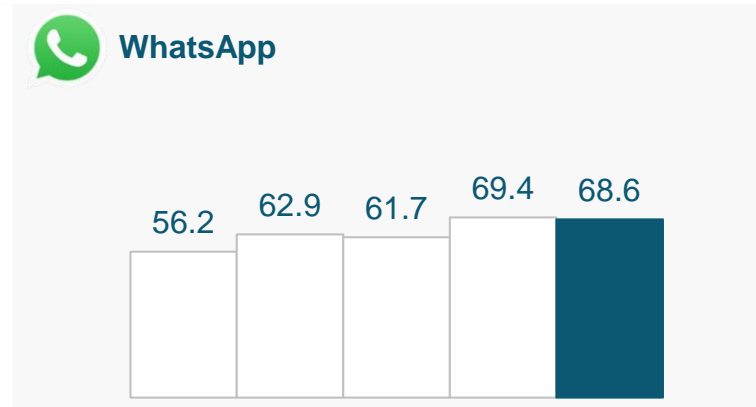
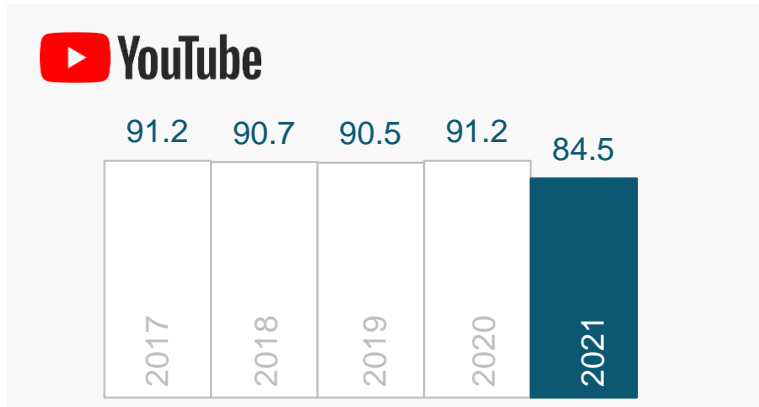
Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
 Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

Providers used for video clips and videos via social networks

TIKTOK AND TWITCH GIVE COMPETITION TO YOUTUBE



Basis: Users at least 1x per month, n = 964



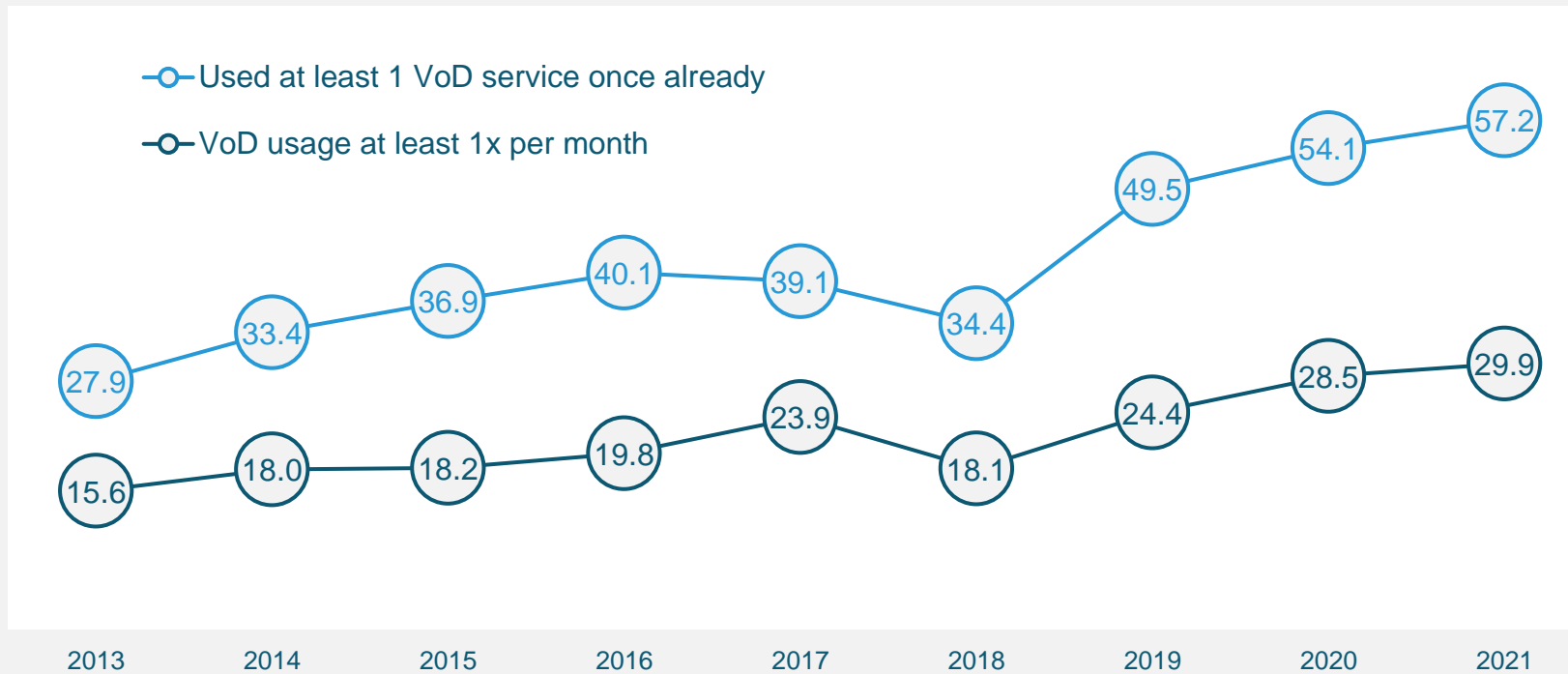
Basis: German-speaking persons 14-69 years old who view free video clips/videos via social networks at least 1x per month, 37.912 mn, n=964; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

*Not asked

CONTINUED MODEST GROWTH IN VOD USAGE



Used once already / used at least 1x per month



4.9%
increase in VoD
services
(usage at least 1x
per month)



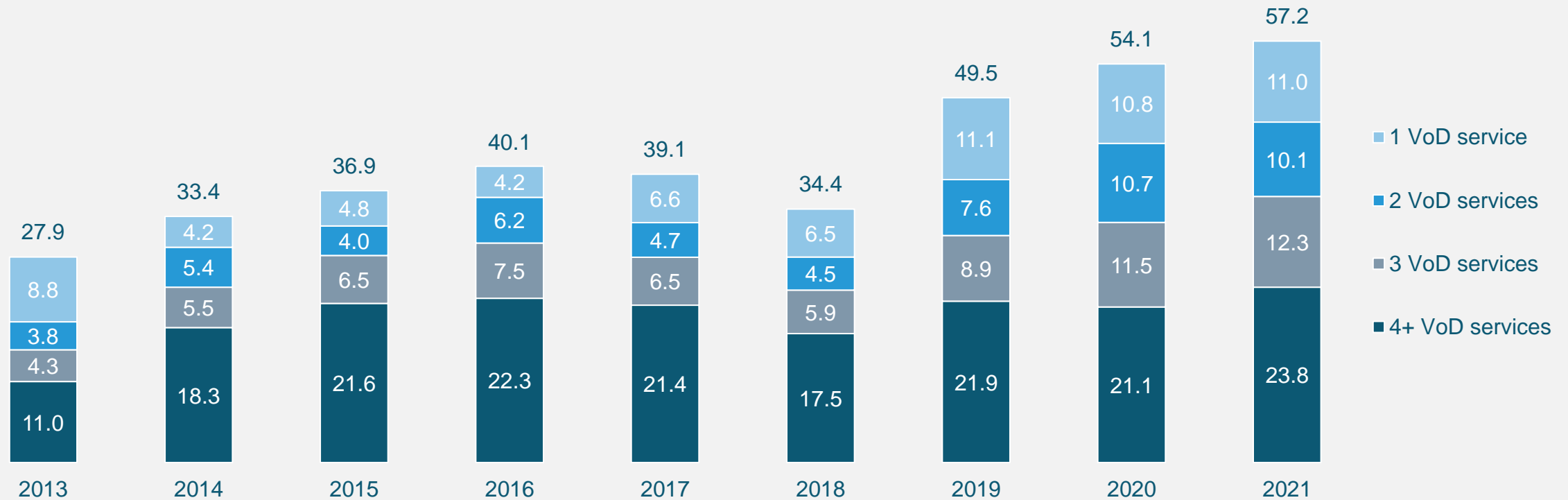
Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

Number of VoD services used once already

ALMOST ONE OUT OF TWO RESPONDENTS ALREADY USES MORE THAN ONE VOD SERVICE



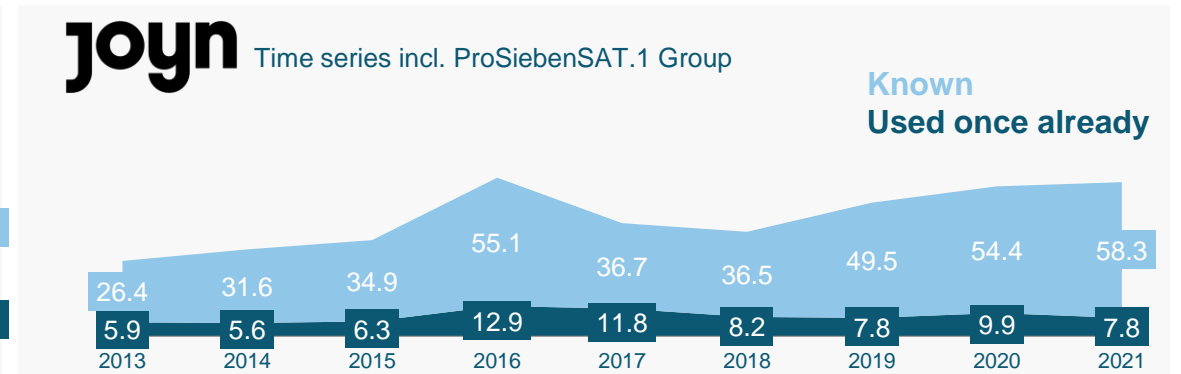
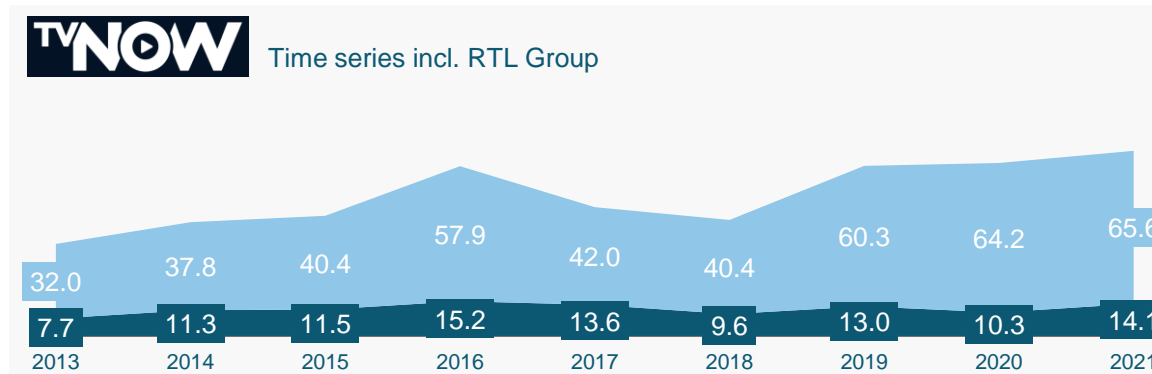
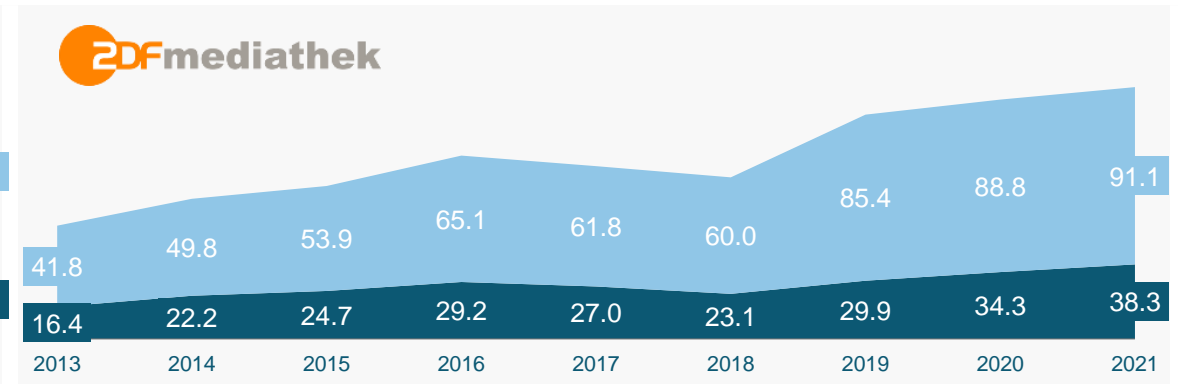
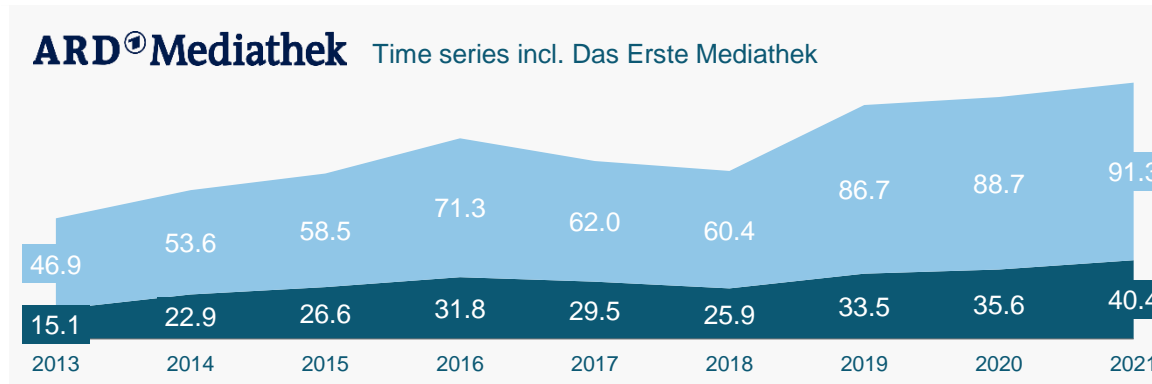
At least 1 of the queried VoD services used once already



Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

VoD services over time

ALL VOD SERVICES HAVE REACHED NEW HIGH LEVELS OF FAMILIARITY



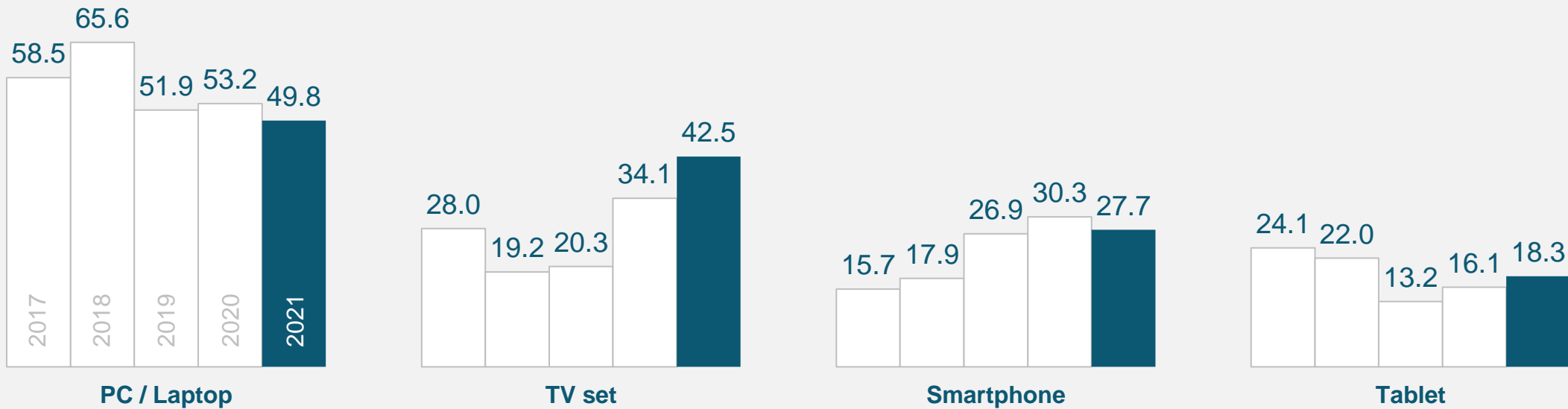
Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
 Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

TV SETS ARE INCREASINGLY BEING USED AS PLAYBACK DEVICES FOR VOD SERVICES



Devices used*

(Basis: VoD usage at least 1x per month, n = 462)



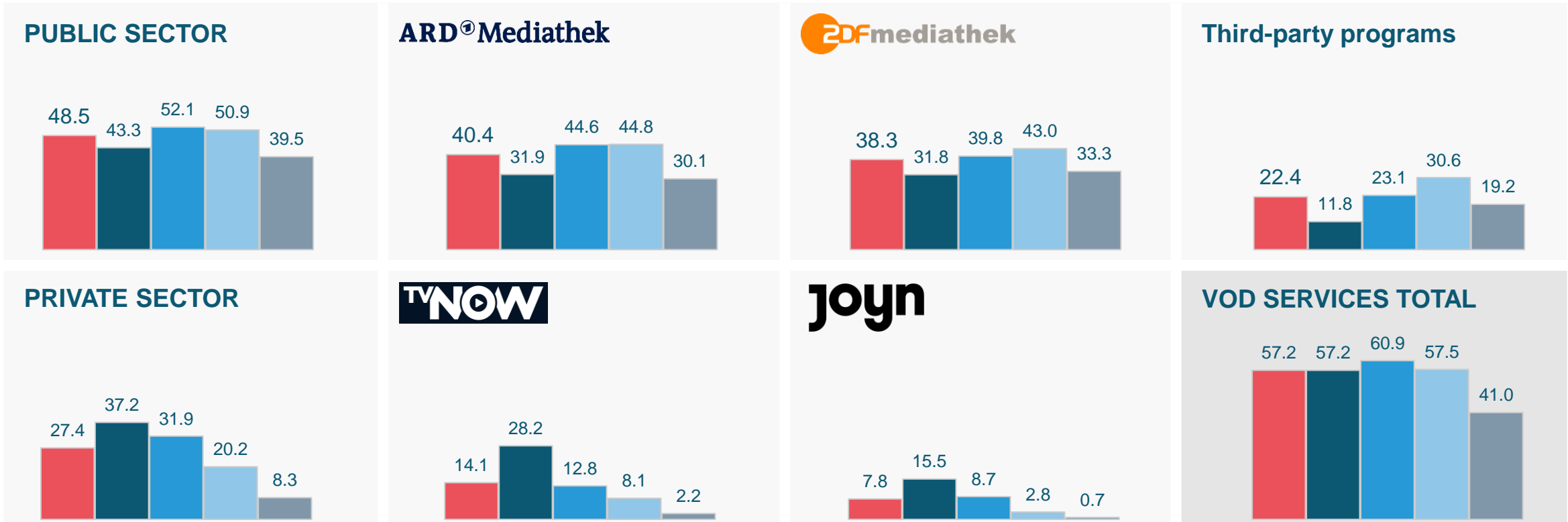
Basis: German-speaking persons 14-69 years old who use VoD services at least once per month; 17,432 Mio., n=462; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

*Gross value across all VoD services, therefore multiple answers

VoD services – Used once already – By age



DIFFERENT PREFERENCES BY AGE GROUP



■ Total ■ 14-29 years ■ 30-49 years ■ 50-64 years ■ 65-69 years*

Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
 Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

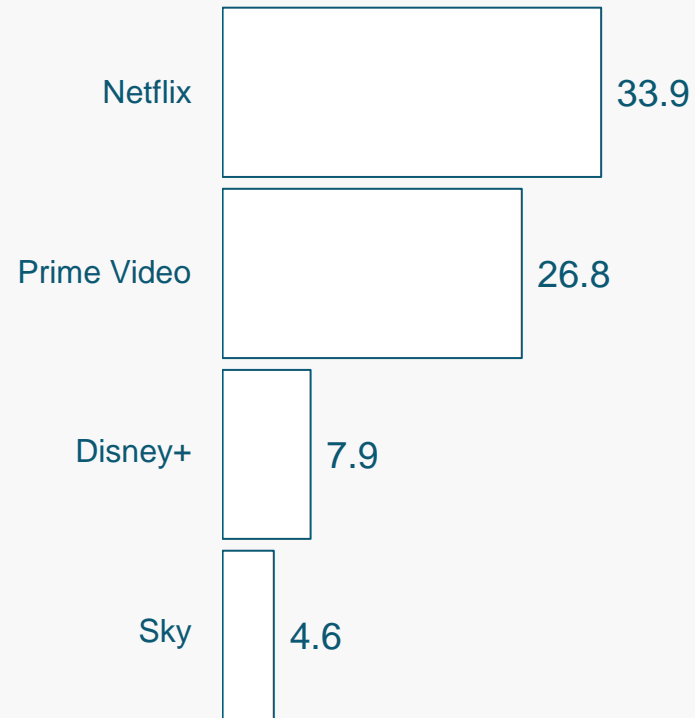
* 65-69 years old: smaller base: n=173

Video-on-Demand – Providers

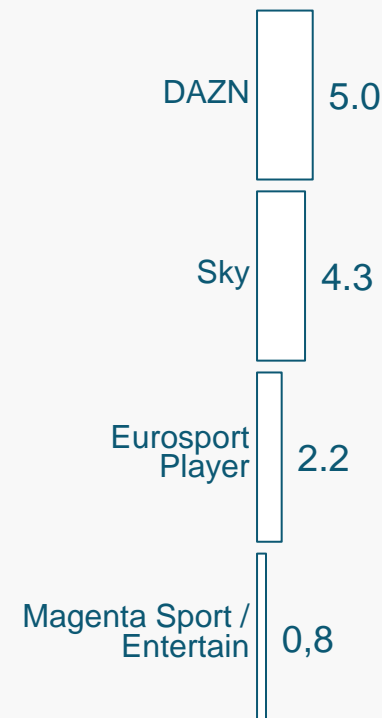
DAZN LEADS IN SPORTS, NETFLIX IN MOVIES, SERIES AND DOCUMENTARIES



Movies, series, docus



Sports, sports events

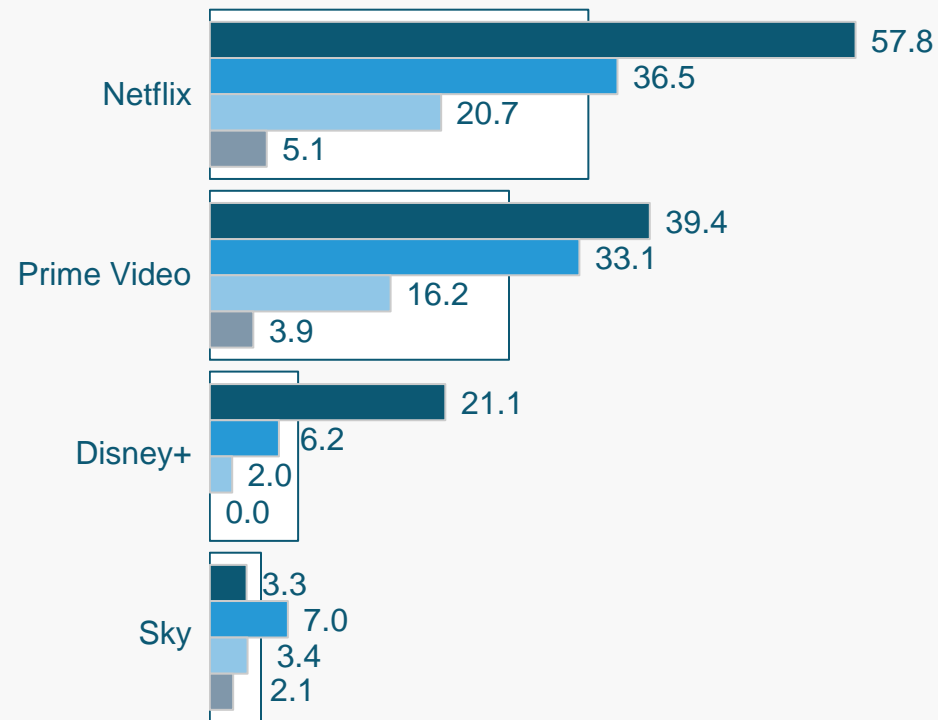


Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

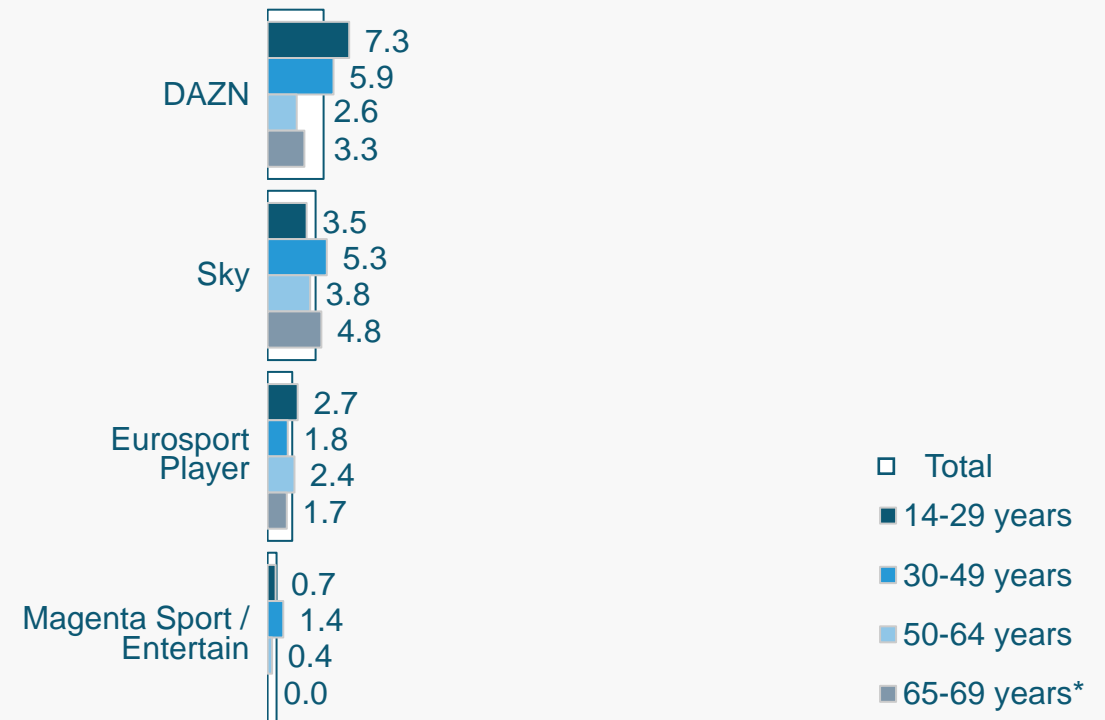
HIGH USAGE OF NETFLIX AND PRIME VIDEO AMONG VIEWERS UNDER 30



Movies, series, docus



Sports, sports events

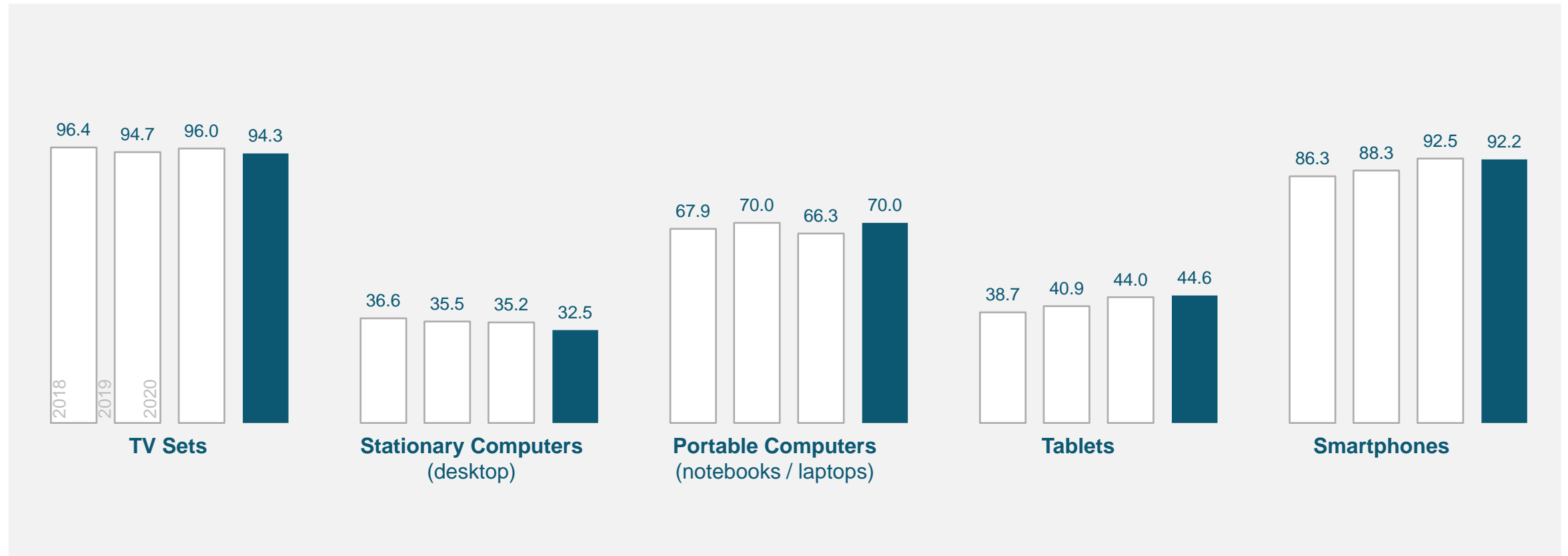


Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
 Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

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Household devices

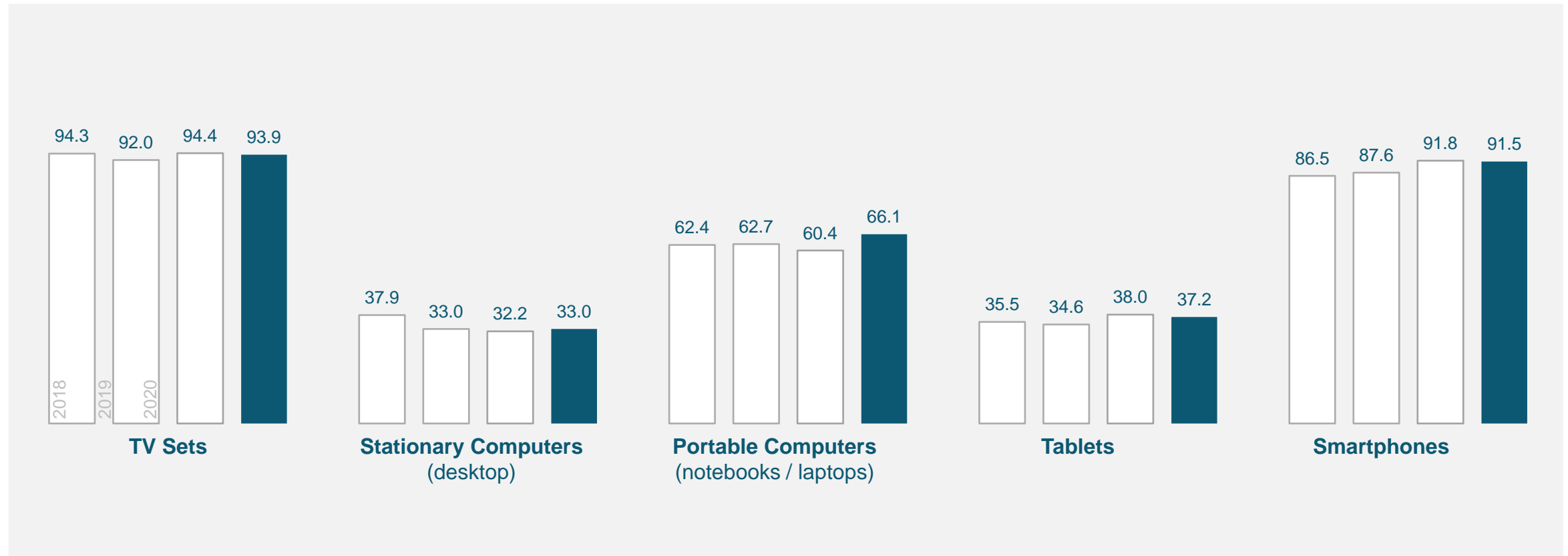
SATURATION IN TV SETS, INCREASE IN LAPTOPS



Basis: German-speaking households with at least 1 person aged 14-69, 33.100 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

Personal usage (at least sometimes)

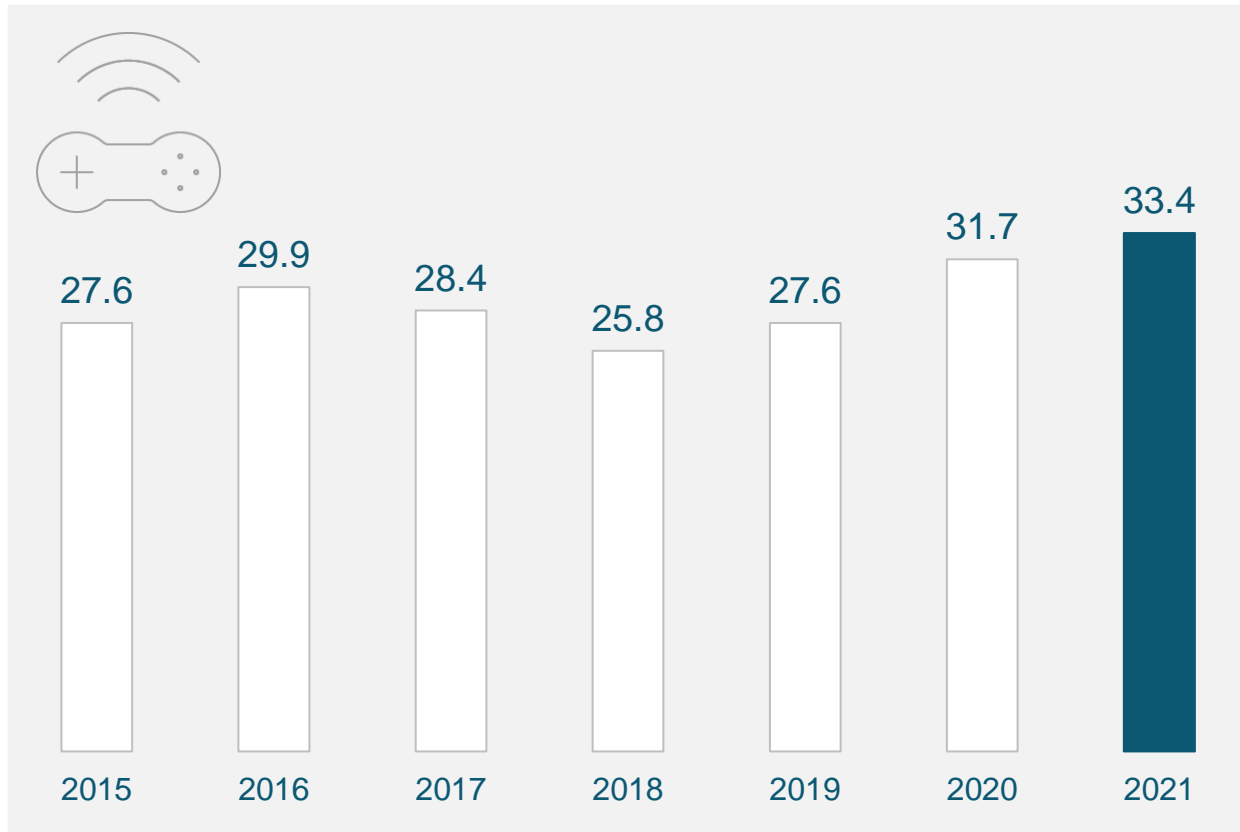
LAPTOP USAGE REACHES A NEW HIGH



Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

TV game console in the household

GROWING POPULARITY OF GAME CONSOLES



Basis: German-speaking households with at least 1 person aged 14-69, 33.100 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

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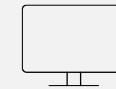
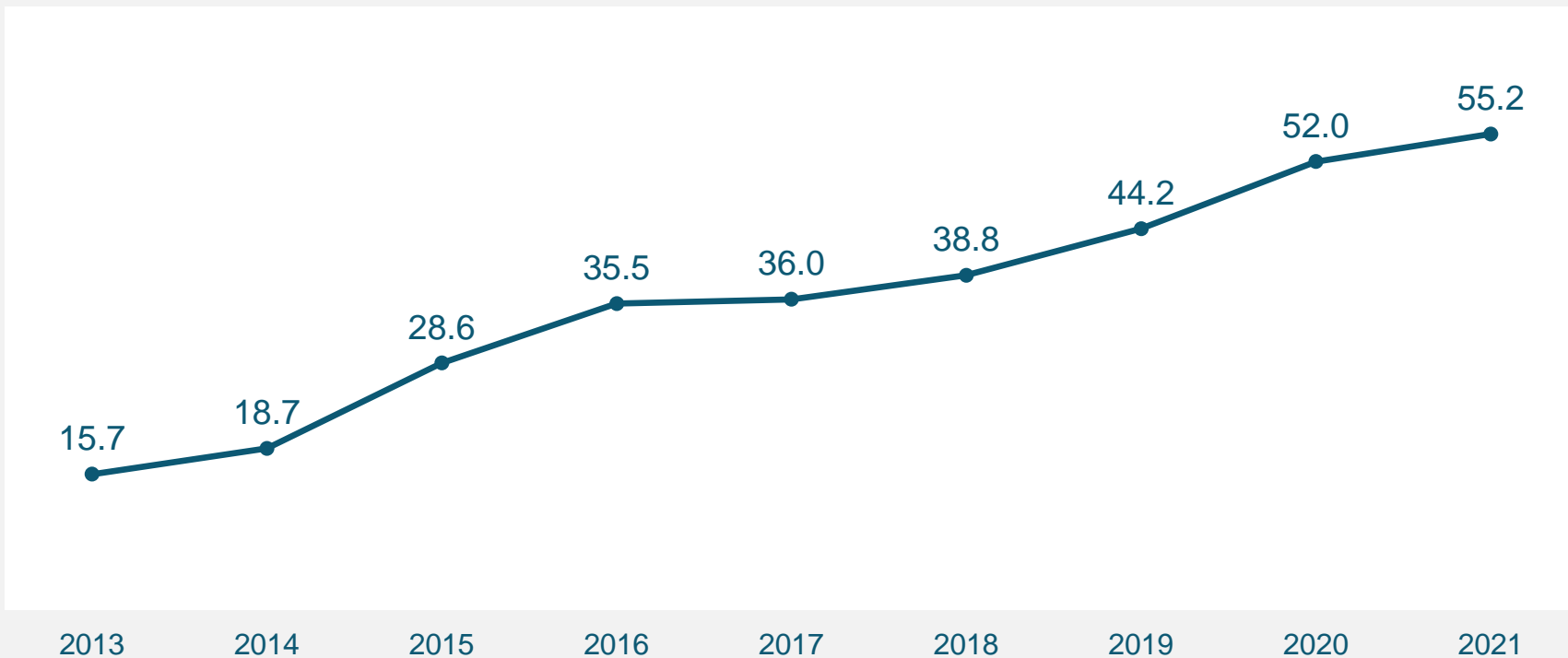


Internet-capable TV set in the household

GAME CONSOLES ALSO MAKE TV SETS INTERNET-CAPABLE



Ability to use an Internet-capable TV set



In **89.7%** of households with an Internet-capable TV set,* the TV set is a smart TV (2020: 91.6%).



In another **19.3%** of households, a game console (also) makes the TV set Internet-capable (2020: 16.0%).

(Basis: Ability to use an Internet-capable TV set, n=873)

*"Internet-capable TV set" refers to both smart TVs and TV sets that are capable of displaying online content due to a second device such as a streaming stick, Internet-capable receiver or game console. Basis: German-speaking households with at least 1 person aged 14-69, 33.100 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

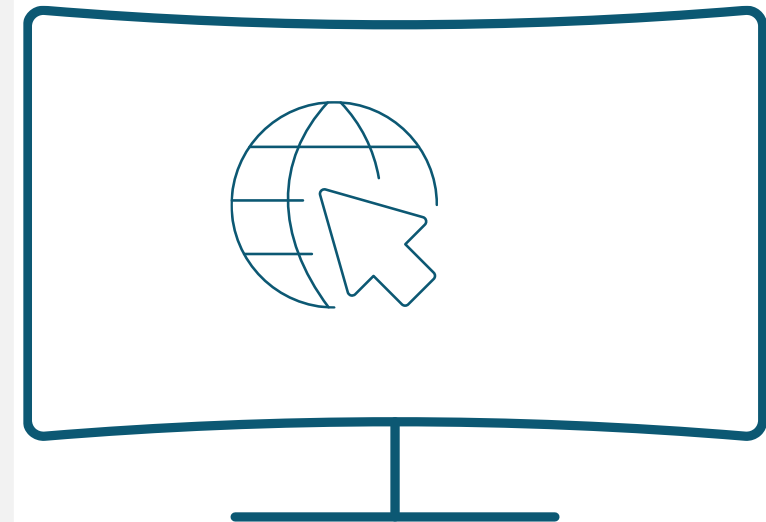
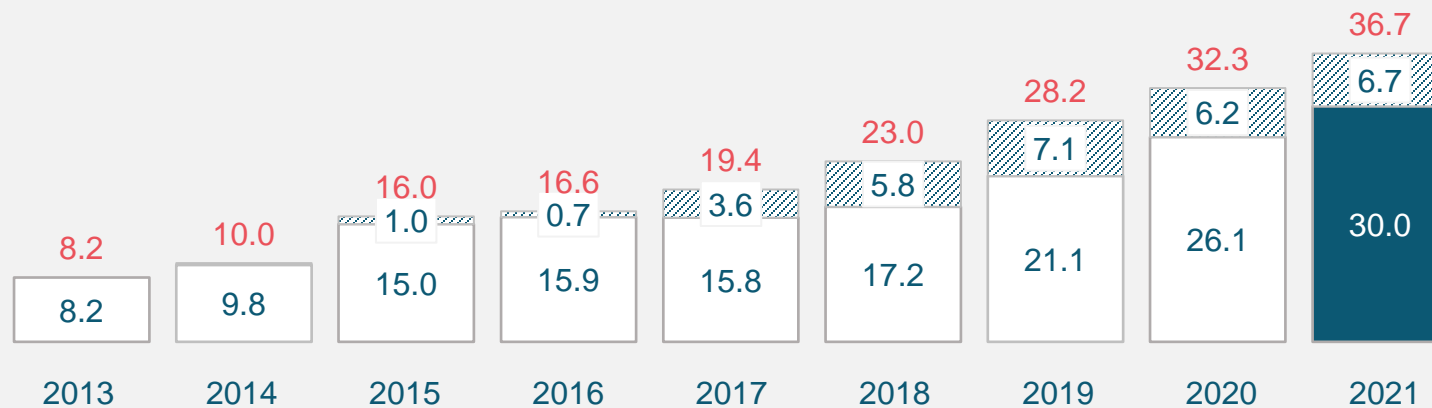
Internet-capable TV set – Usage

USAGE OF INTERNET CONTENT ON TV SETS CONTINUES TO RISE



Usage

- ▨ Only usage of HbbTV
- Usage of Internet-capable TV set



Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

Contact

www.agf.de

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