



**Digital Audio &
Internet Functions**

CONVERGENCE MONITOR 2021

Part 2 – Digital Audio and Internet Functions

Frankfurt, September 20, 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



INTERNET FUNCTIONS

**Winners in the second
lockdown:
After VoD, podcasts are now on
the way up**

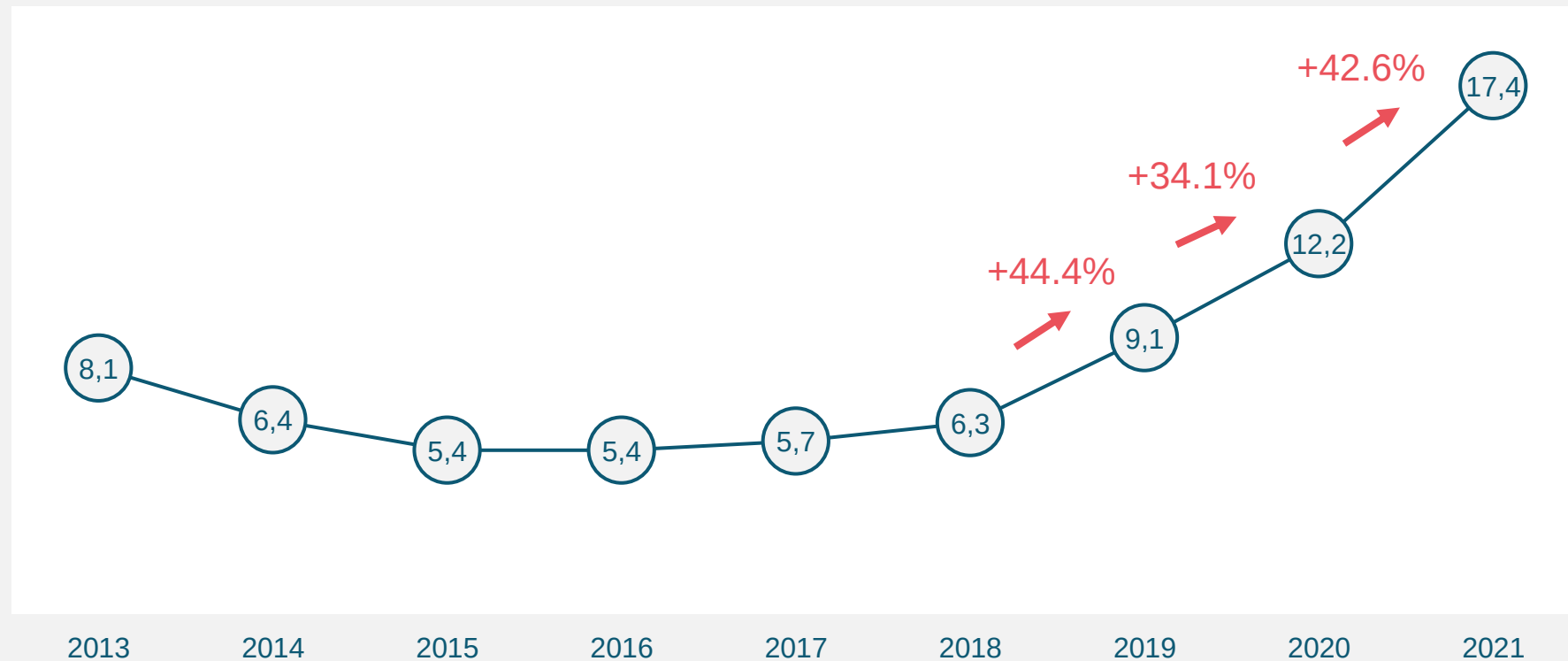


Podcasts

CONTINUED SUBSTANTIAL GROWTH IN PODCAST USAGE



Used at least 1x per month



26.0% 14-29 year-olds
19.6% 30-49 year-olds
12.0% 50-64 year-olds
3.8% 65-69 year-olds



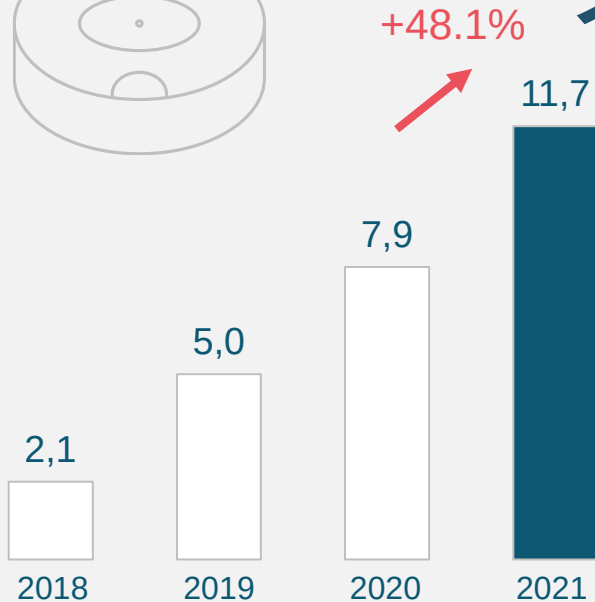
Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

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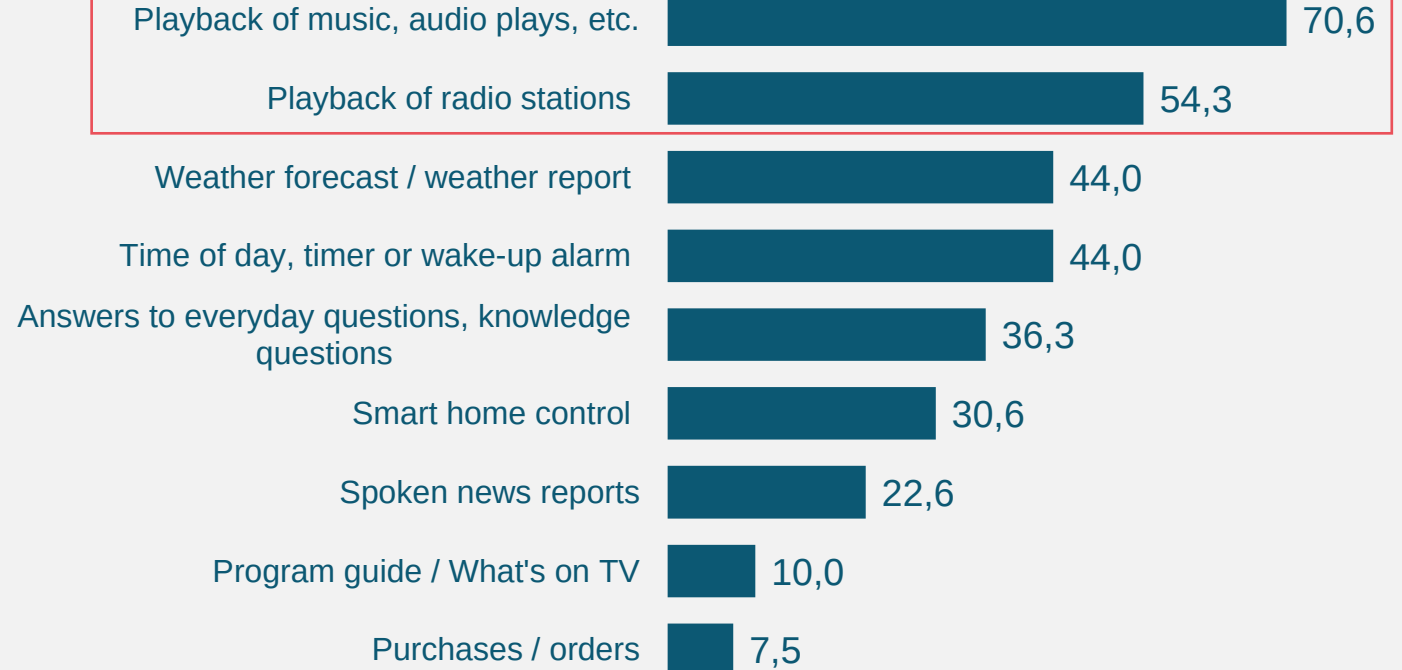
NEARLY 50 PERCENT GROWTH IN SMART SPEAKER USAGE



Usage



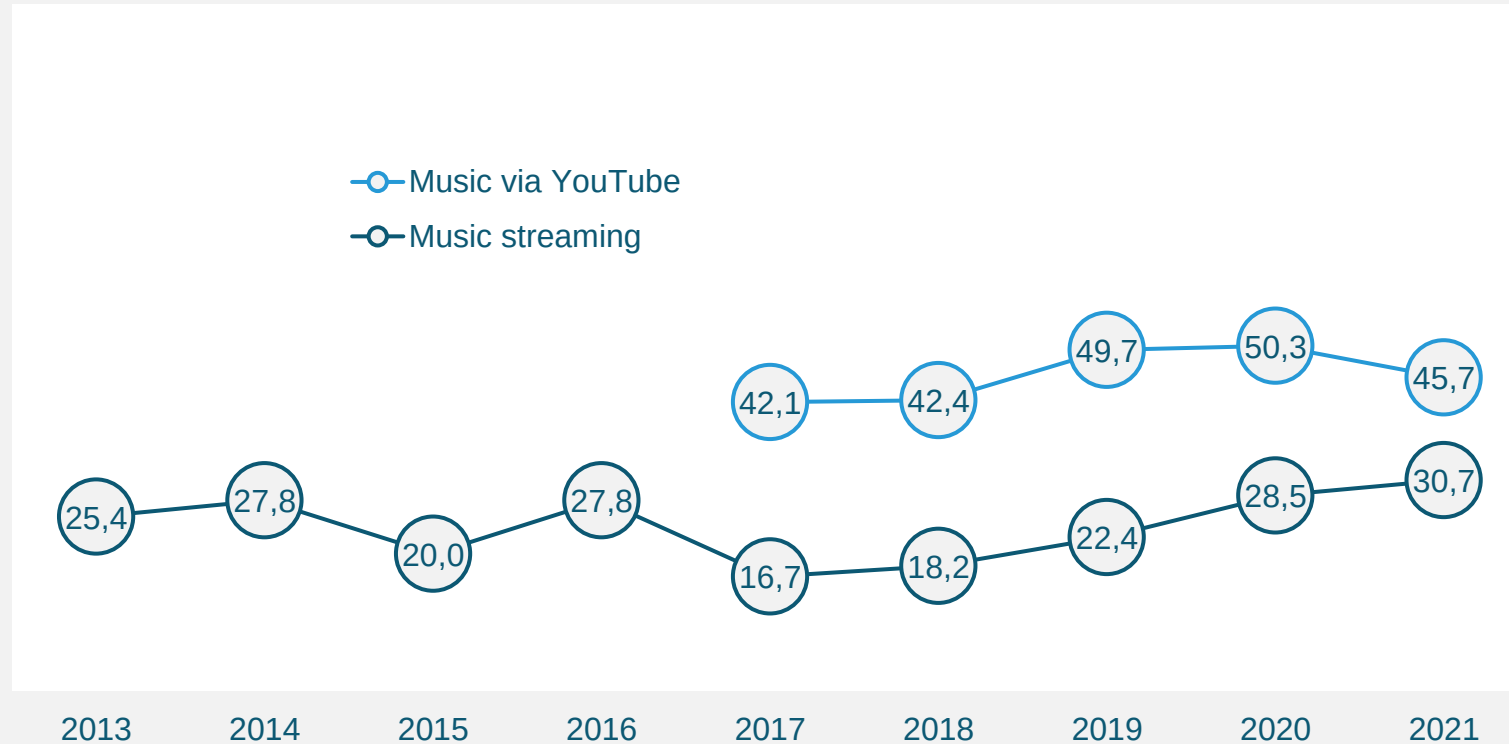
Applications used (Basis: Users of smart speakers, n=148)



DECREASE IN YOUTUBE USAGE FOR LISTENING TO MUSIC

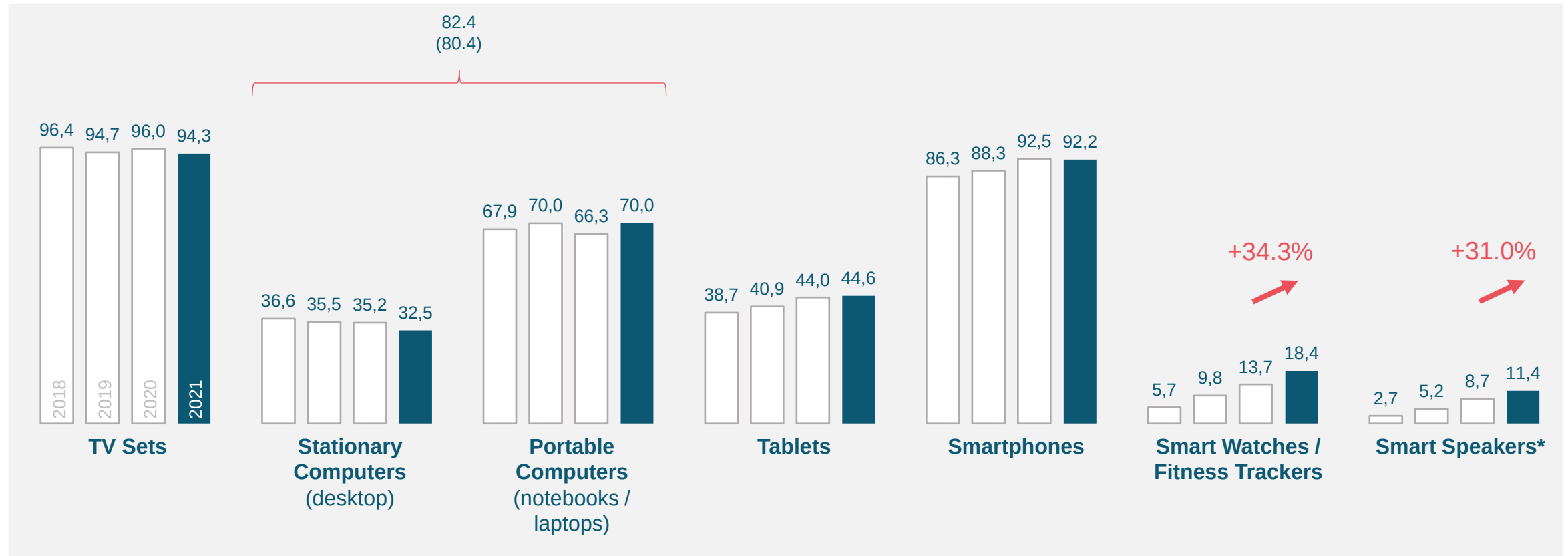


Used at least 1x per month



56.6%
Net streaming/
music on
YouTube

BIGGEST GROWTH IN SMART WATCHES AND SMART SPEAKERS

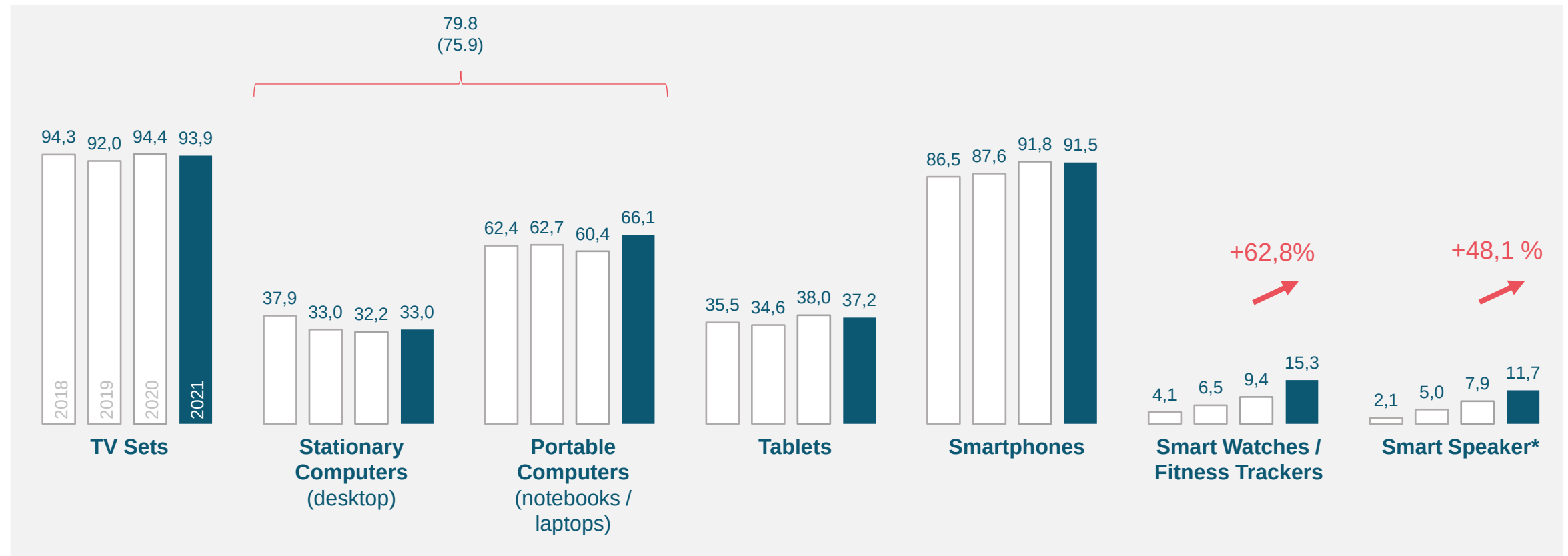


Basis: German-speaking households with at least 1 person aged 14-69, 33.100 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

*Until 2020: "Digital Voice Assistant (e.g., Amazon Echo/ Alexa, Google Home, Apple HomePod)"
As of 2021: "Smart Speaker (e.g., Amazon Echo/ Alexa, Google Nest, Apple HomePod)"

Personal usage (at least sometimes)

LAPTOP USAGE HITS A NEW HIGH

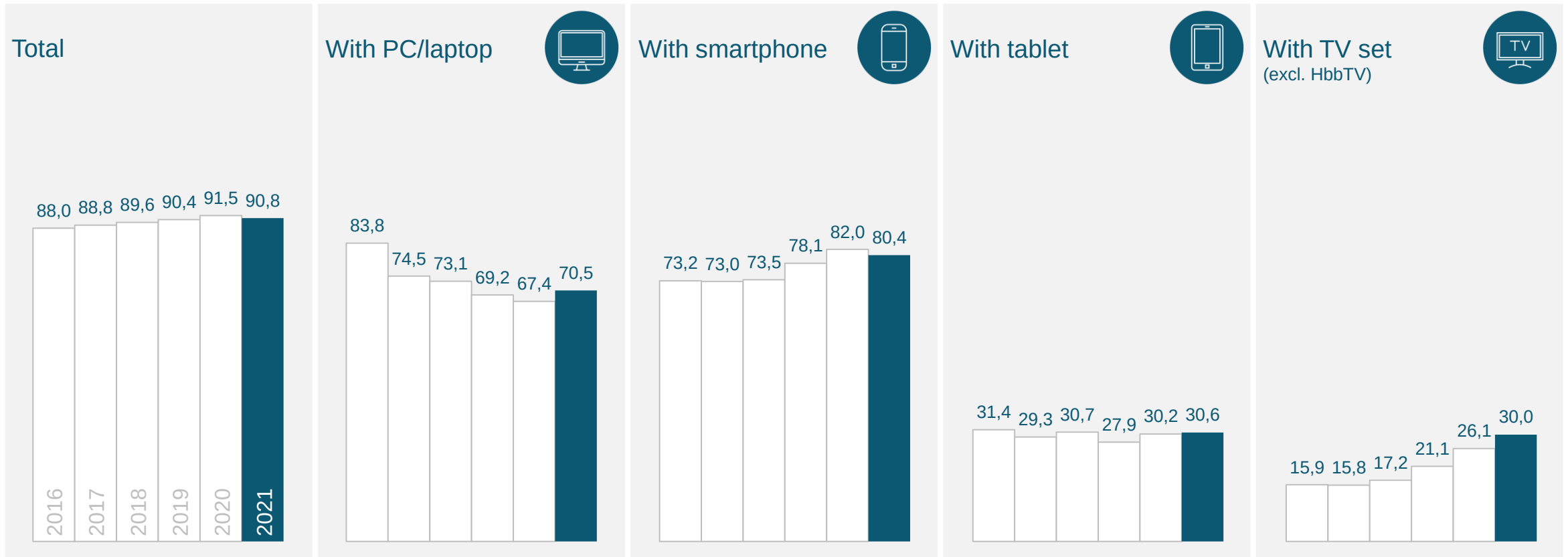


Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

*Until 2020: "Digital Voice Assistant (e.g., Amazon Echo/ Alexa, Google Home, Apple HomePod)"
As of 2021: "Smart Speaker (e.g., Amazon Echo/ Alexa, Google Nest, Apple HomePod)"

Terminal devices for Internet usage – Over time

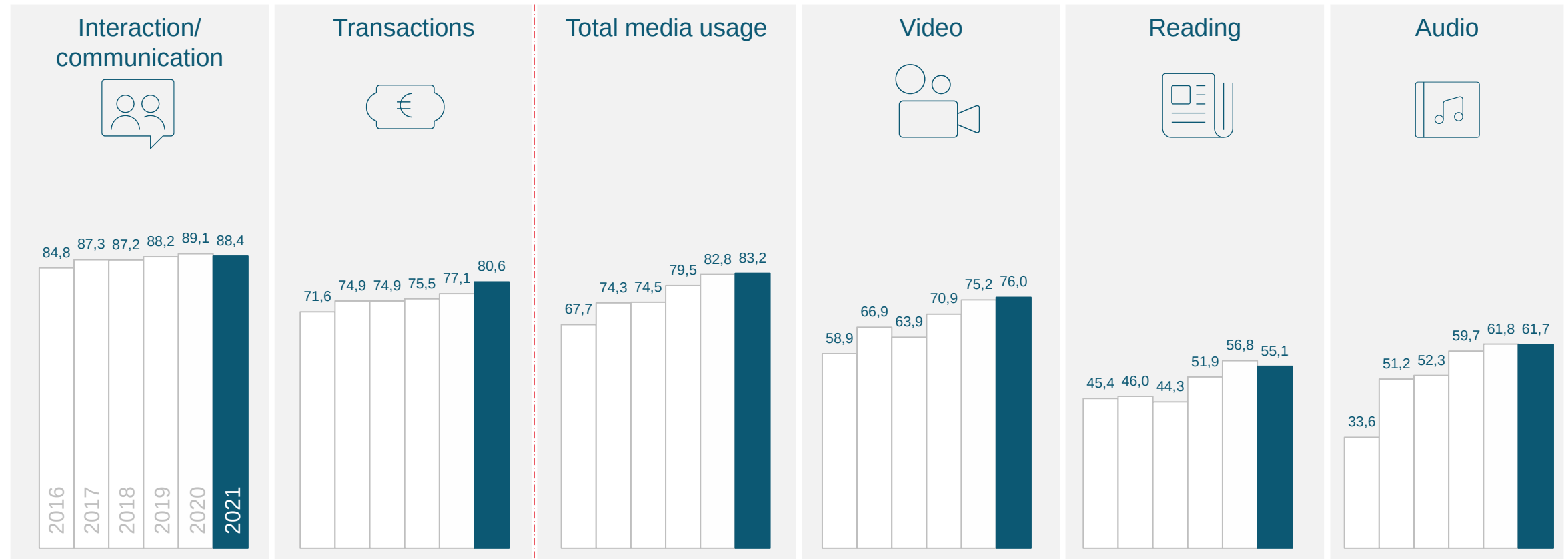
TOTAL INTERNET USAGE IS STAGNANT, SMART TV USAGE IS UP



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"

Categories of Internet usage – Over time

BIGGEST GROWTH IN TRANSACTIONS



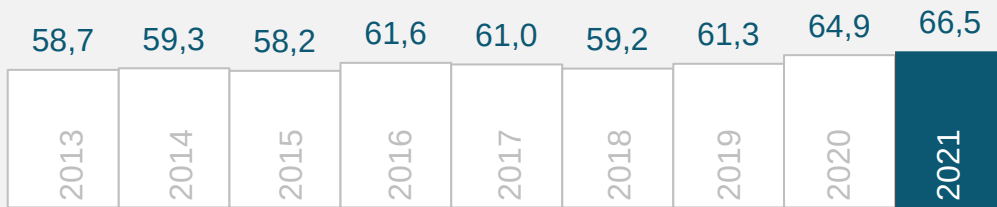
Basis: German-speaking persons 14-69 years old, 58.297 mn, n=1,569; stated as a percentage
Source: AGF Videoforschung in collaboration with Kantar: "Convergence Monitor 2021"

Transactions – Used at least 1x per month

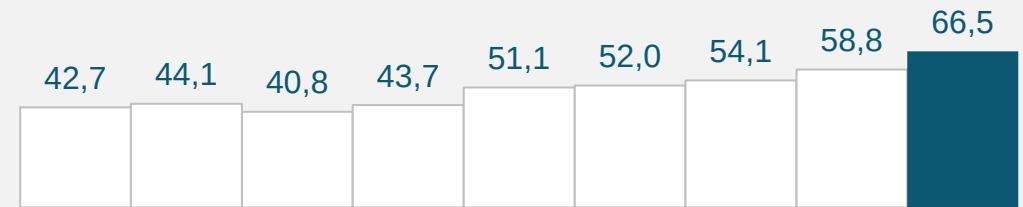
ONLINE SHOPPING CONSTANT, ONLINE BANKING HIGHER



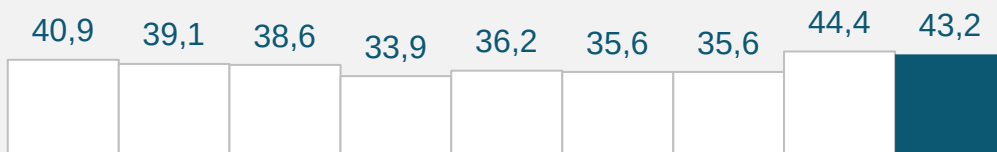
Product information



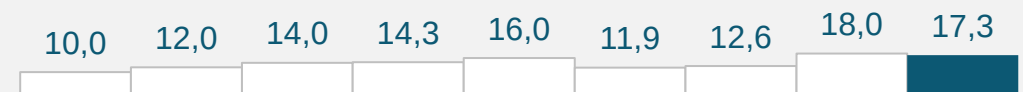
Online banking



Online shopping

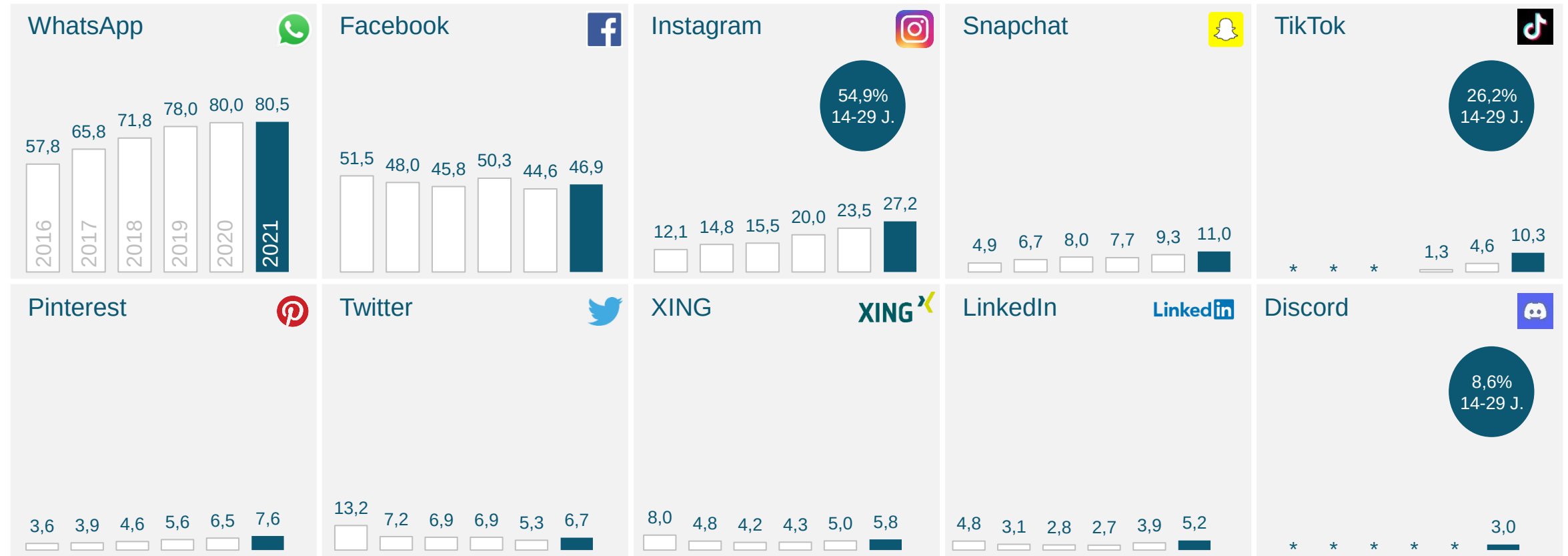


Offering goods to purchase



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"

WHATSAPP IS STILL THE #1 SOCIAL MEDIA APP, TIKTOK POSTS SUBSTANTIAL GROWTH



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* nicht abgefragt

Contact

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