

TV Platform 2022-II

Frankfurt, December 2022

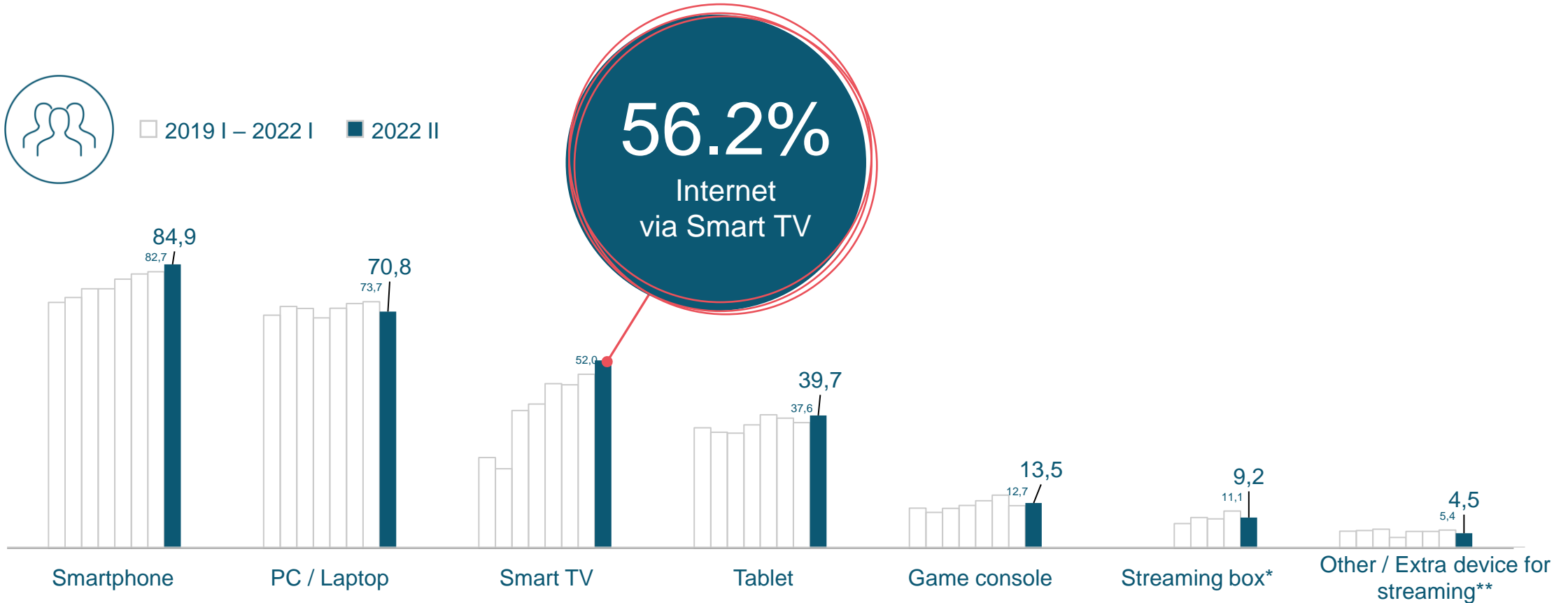
AGF Videoforschung GmbH in cooperation with Kantar

METHODOLOGY

Name of the study:	TV Platform
Survey:	Twice a year
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 / 2022-II: Case no. = 2,443; 2022-I: Case no. = 2,567
Field work:	Wave 2022-II: 22/08-12/10/2022 Wave 2022-I: 14/02-03/04/2022
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)

TV Platform 2022-II: Devices for Internet use in the last 4 weeks

FURTHER GROWTH IN INTERNET USE WITH SMART TVs



* Queried as of 2020 II | ** As of 2020 II: Extra device for streaming
Basis: German-speaking population age 14 and older in TV households, in %
Source: AGF Videoforschung in cooperation with Kantar: "TV Platform 2022-II"

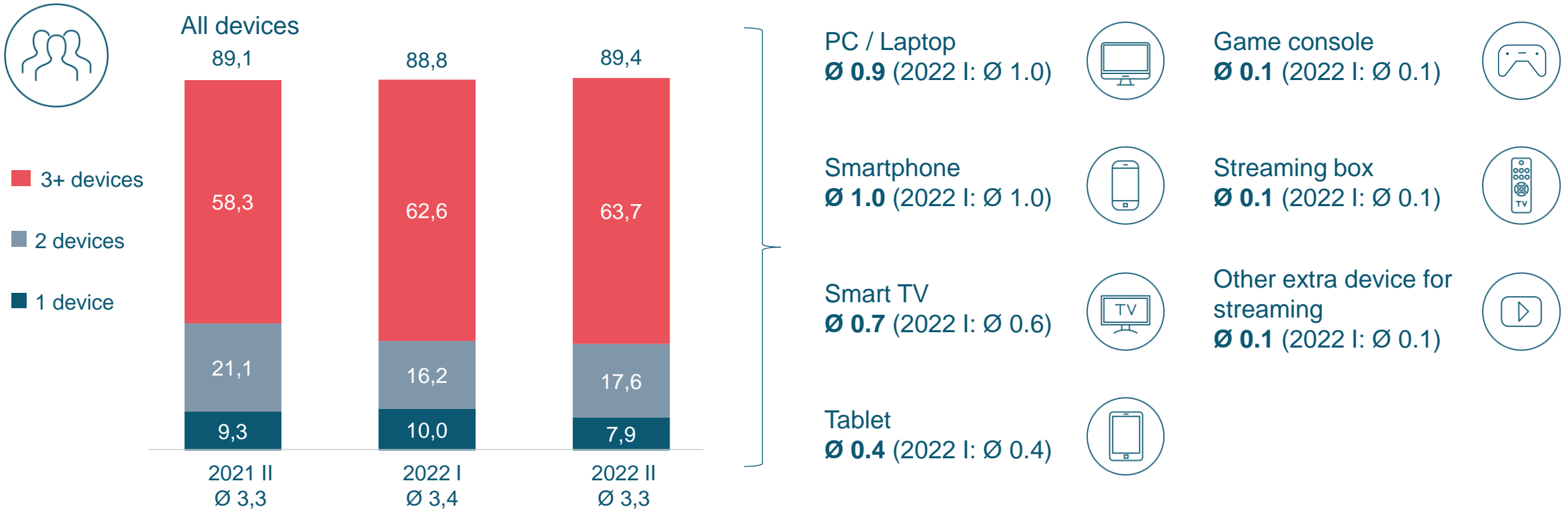
TV Platform 2022-II: Type of TV Set

SOMEWHAT LOWER VALUES FOR 4K AND ULTRA HD DEVICES



Basis: TV households in Germany with German-speaking main income earner, in %
Source: AGF Videoforschung in cooperation with Kantar: "TV Platform 2022-II"

THE MAJORITY USES 3+ DEVICES, MOST OFTEN PC AND SMARTPHONE



Basis: German-speaking population age 14 and older in TV households, in %
 Source: AGF Videoforschung in cooperation with Kantar: "TV Platform 2022-II"

TV Platform 2022-II: Use of online video services (last four weeks)



STREAMING SERVICES MUCH STRONGER THAN IN THE PREVIOUS WAVE



□ 2020 II – 2022 I ■ 2022 II

Ø Streaming services total:

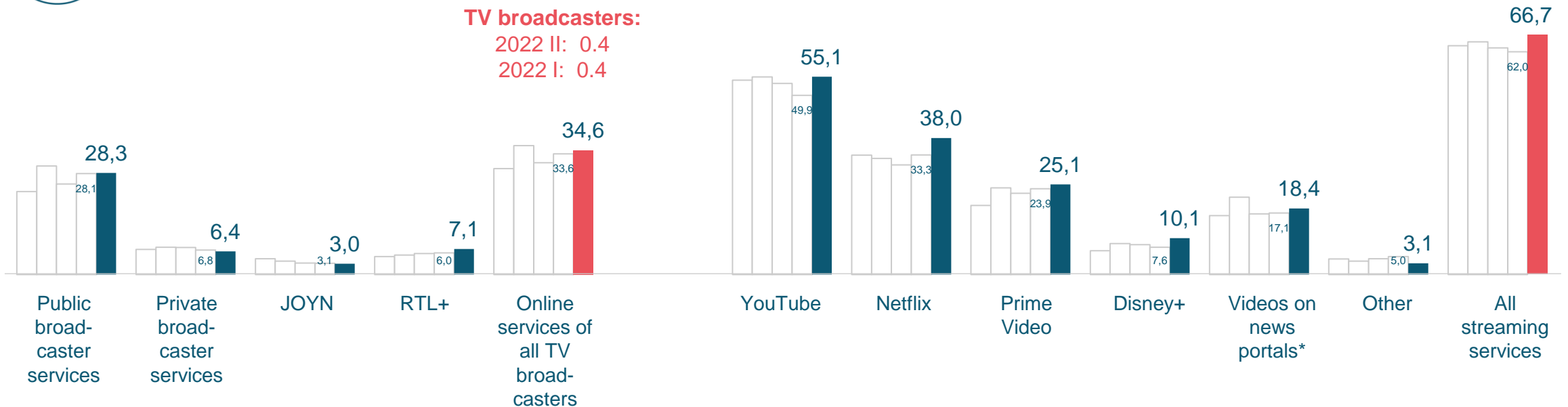
2022 II: 1.5

2022 I: 1.4

Ø online services of all TV broadcasters:

2022 II: 0.4

2022 I: 0.4



* Videos on news portals (like Bild.de, Spiegel online)

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

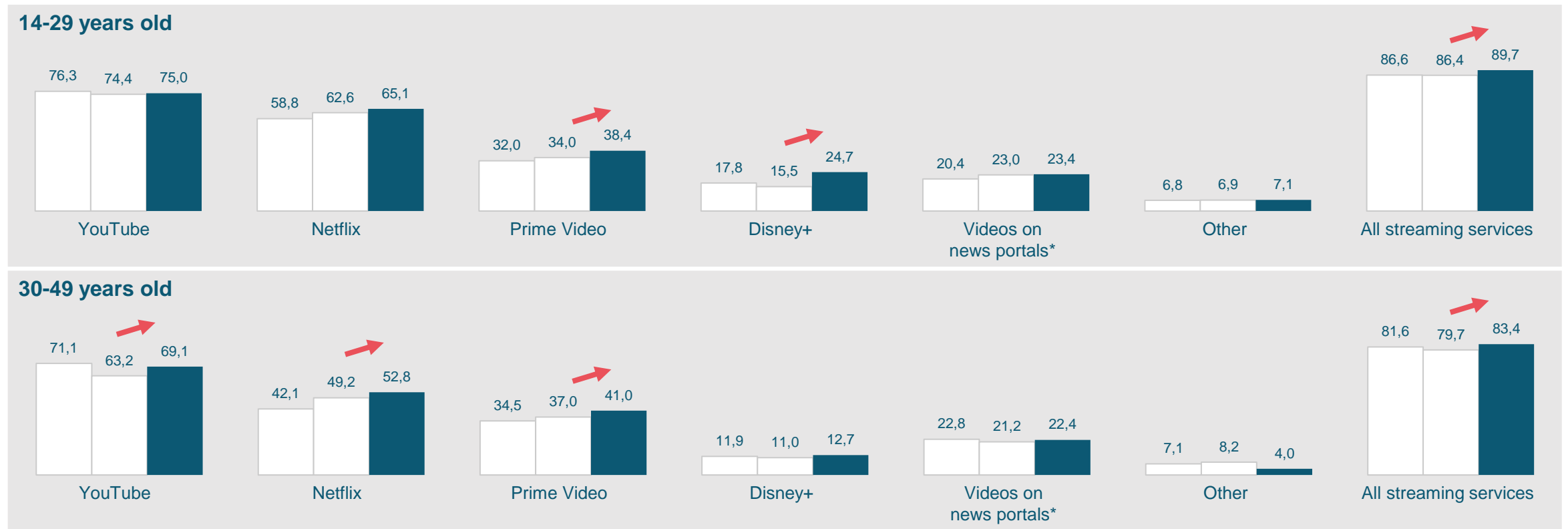
Source: AGF Videoforschung in cooperation with Kantar: "TV Platform 2022-II"

TV Platform 2022-II: Use of streaming services (last four weeks) – Age

CLEAR INCREASE IN USE OF DISNEY+ AMONG 14-TO-29 YEAR-OLDS



□ 2021 II – 2022 I ■ 2022 II



* Videos on news portals (like Bild.de, Spiegel online)

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

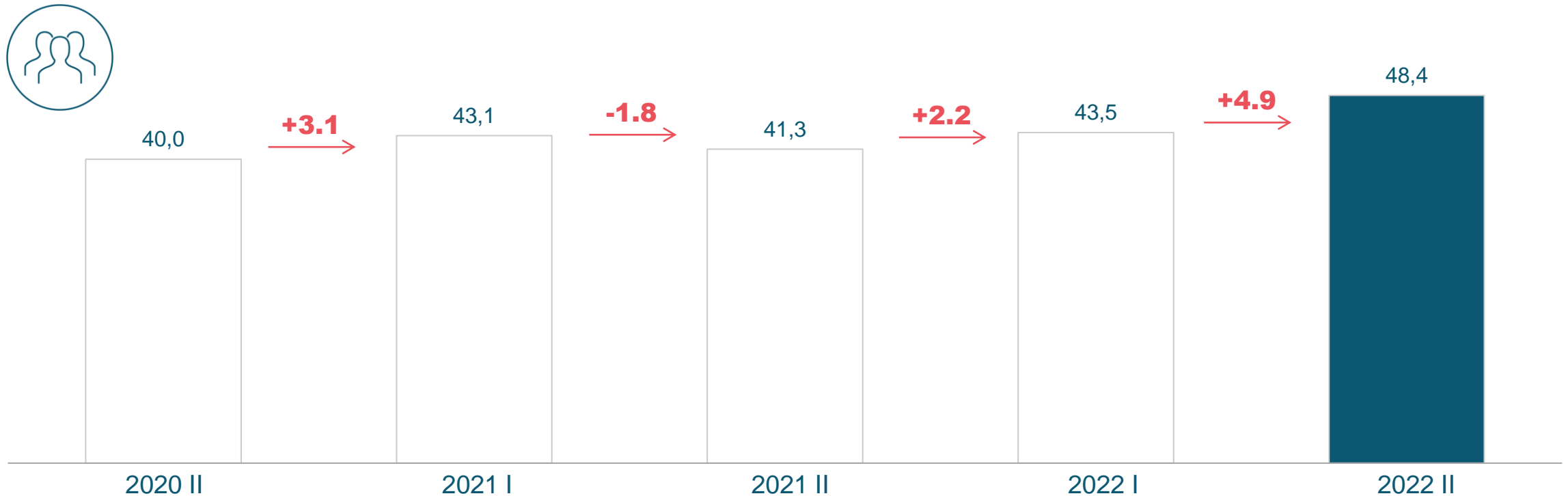
Source: AGF Videoforschung in cooperation with Kantar: "TV Platform 2022-II"

➔ Increase of at least 3 percentage points

TV Platform 2022-II: Use of Paid VoD (last 4 weeks)



PAID VOD: NEW RECORD HIGH OVERALL



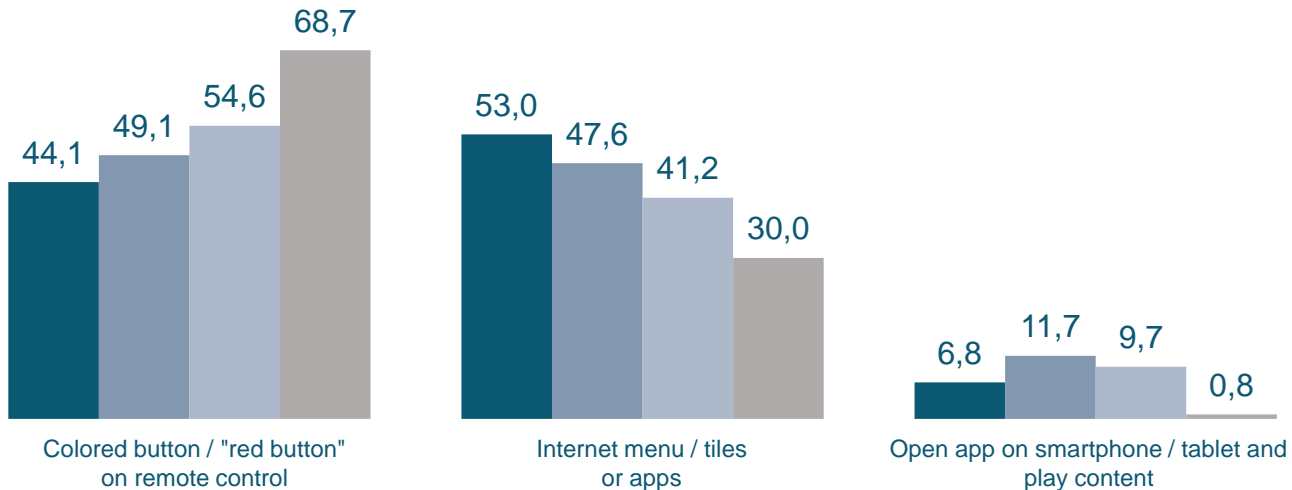
Basis: German-speaking population age 14 and older in TV households, in %; changes from the previous wave in percentage points.

Source: AGF Videoforschung in cooperation with Kantar: "TV Platform 2022-II"

"RED BUTTON" AS ACCESS POINT IS ESPECIALLY RELEVANT FOR OLDER USERS



■ 14-29 years old ■ 30-49 years old ■ 50-64 years old ■ 65+ years old



* Multiple responses

Basis: German-speaking population age 14 and older in TV households who used VoD services on the TV set in the last four weeks, in %

Source: AGF Videoforschung in cooperation with Kantar: "TV Platform 2022-II"



Contact

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