

# TV Streaming Report 2026

## Germany

### TV via internet takes centre stage

The year 2026 marks a turning point for TV consumption in Germany with most households now receiving televised content via the internet. 54 per cent (up from 45% in 2025) currently use IPTV or TV streaming services for this purpose. TV streaming (OTT) has thus overtaken cable as the predominant means of TV reception.

More than half envision watching television exclusively via the internet in the future or are already doing so today (53% as opposed to 47% in 2025).

While traditional barriers to entry such as cost, internet stability, and set-up effort continue to fall, the new challenge is the growing complexity of the associated apps and subscription landscapes.

Respondents once again cited time-shifted viewing (45 per cent) and use across multiple devices (up from 34 to 41 per cent) as the key advantages of TV streaming. The ease of finding suitable content remains relatively stable at 27 per cent. This report is based on an online YouGov survey commissioned by Zattoo, conducted among 1,045 people in Germany between 6 and 12 February 2026. The weighted results represent the German population in the 16–69 age range. Zattoo has conducted the study annually since 2015, analysing the development of TV and streaming consumption in Germany.

### Key findings at a glance

#### TV streaming becomes the leading mode of reception for the first time

As regards the various modes of TV reception for German households (more than one answer possible on this question), 54 % of households now receive some of their television service via the internet, including through IPTV (21%) and TV streaming services (33%). Traditional modes of reception edged slightly lower: cable admittedly remains stable at 28 per cent, while satellite has however fallen slightly to likewise 28 per cent. This is a new high for internet-based TV reception (up from 45% in 2025), taking the lead for the first time as Germany's most widely used TV reception method.

The shift is even more evident when looking at the primary reception method (single answer): for 31 per cent of households, TV streaming is now the main mode of accessing television programming (up from 25% in 2025), putting it ahead of cable (23%), satellite (22%), and IPTV (19%) for the first time.

#### Streaming becomes mainstream, with ease of access and choice of content becoming decisive

The typical barriers to the shift to TV streaming have diminished in 2026. The percentage of non-users who perceive streaming as "too expensive" fell from 32 to 23. Likewise, concerns about internet stability and overly complicated set-up each dropped from 11 to 4 per cent.

In addition, the argument that traditional television is sufficient has lost relevance, falling from 45 to 35 percent.

As a new development, 10 per cent of non-users cite the sheer number of apps and subscriptions as an obstacle to entry. The barriers are thus recognisably shifting from technical matters to the challenges of navigating an increasingly fragmented streaming market.

#### Online video offerings continue to grow, with live TV also gaining ground

Live TV remains a core part of media consumption in 2026, increasingly via the internet. The use of live TV via streaming rises from 31 to 36 per cent, making it the fastest-growing category among all internet-based video offerings.

Overall, YouTube remains the most widely used platform for online video content at 59 per cent (2025: 61%). At the same time, broadcaster catch-up services continue to gain relevance, increasing from 48 to 51 per cent. Video-on-demand services also record slight growth, reaching 32 per cent (2025: 29%).

Confidence in linear television remains high: 76 per cent of respondents expect to still be watching live TV in five years' time.

#### TV streaming becomes firmly established on television screens

Household use of television sets for TV streaming is increasing: 67 per cent of respondents use a smart TV for this purpose, an increase of two percentage points over the previous year. Usage on other devices remains significantly lower: 28 per cent stream via laptop or PC, 28 per cent via smartphone, and 23 per cent via tablet. This firmly establishes the smart TV as the central device for TV streaming.

#### Streaming becomes more flexible and uncoupled from providers

More and more users are embracing flexible streaming habits: 28 per cent have adopted the habit of short-term subscriptions to streaming services, perhaps to watch a specific series, film, or sporting event (up from 25% in 2025).

Price pressure is edging up slightly: 19 per cent of respondents cancelled a streaming subscription in the past year due to cost (2025: 17 %). Among those cancelling, 43 per cent switched to cheaper services (2025: 45 %), while 17 per cent use free alternatives (2025: 20 %).

Provider loyalty is also declining overall: 32 per cent express no clear provider preference (2025: 29%), and around a quarter can imagine switching their TV provider within the next twelve months (2025: 24 %).

#### Conclusions

The year 2026 marks a turning point for the German TV market: for the first time, the majority of respondents receive television via the internet, and TV streaming overtakes cable as the most important single mode of reception. TV streaming is becoming the first choice for many households, as cable and satellite continue to lose ground.

At the same time, streaming usage itself is evolving: users are switching more readily among providers, subscription periods, and plans. The challenge thus shifts from technological obstacles to difficulties in navigating a fragmented streaming landscape.

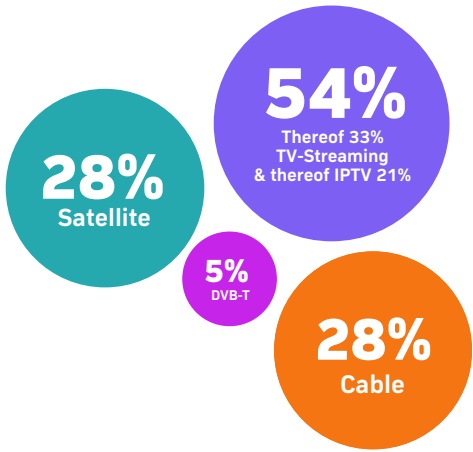
Live TV remains relevant while shifting increasingly to a streaming mode.

Best regards,



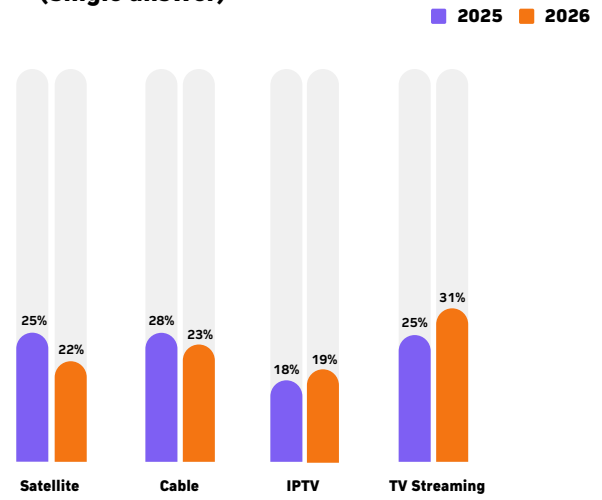
Tina Rodriguez  
CEO ad interim at Zattoo

# 1 How do you receive television programmes in your household? (Multiple responses)



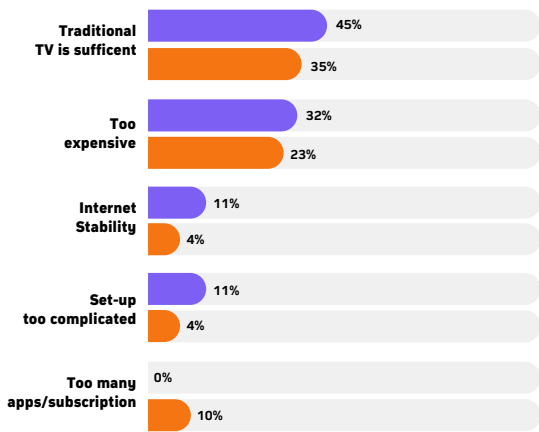
2025 unweighted base: 1,081  
2026 unweighted base: 1,045  
Multiple answers possible

# 2 What type of reception do you mainly use for your TV programme in your household? (Single answer)



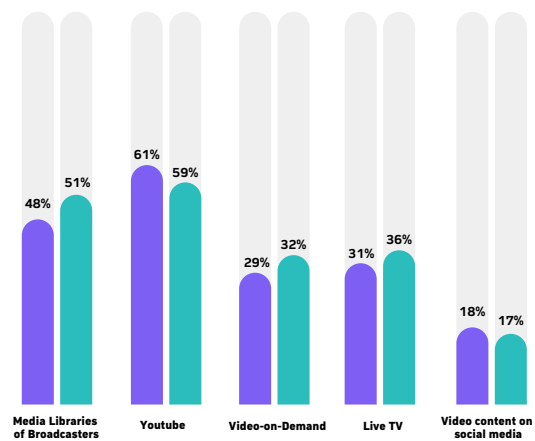
2025 unweighted base: 924  
2026 unweighted base: 922  
Single answer only

# 3 Why do you not use any TV streaming services so far?



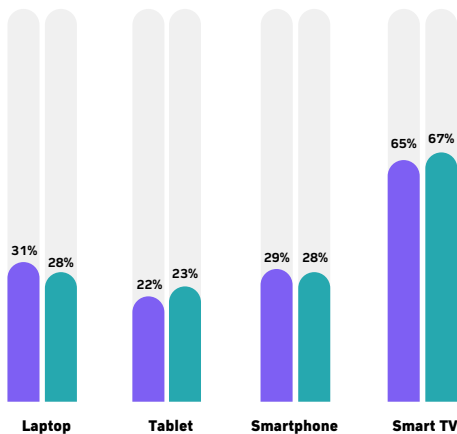
2025 unweighted base: 221  
2026 unweighted base: 202  
Multiple answers possible

# 4 Which television or video offerings do you use on the internet?



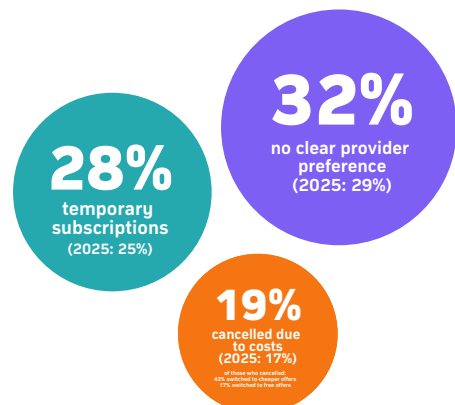
2025 unweighted base: 1,057  
2026 unweighted base: 1,045  
Multiple answers possible

# 5 On which devices do you watch TV via the internet?



2025 unweighted base: 699  
2026 unweighted base: 720  
Multiple answers possible

# 6 Have you switched to cheaper or free offers due to the current economic situation?



2025 unweighted base: 175  
2026 unweighted base: 189  
Single answer possible