

Press Release

Zattoo 2023 TV Streaming Report for Germany: Inflation has less impact on streaming subscriptions than expected

Berlin, 28th March 2023 – In 2022, the industry was highly concerned about the media budget of households due to rising inflation. While the vast majority of German Internet users have not reduced their number of subscriptions this year, around 20% have switched to a cheaper or free offer. What's more, the Internet will remain the most widely used TV reception channel in 2023, and the use of live TV will continue to increase. This is the conclusion of the 2023 TV Streaming Report for Germany. The report is based on a survey conducted annually by Kantar on behalf of Zattoo since 2015. This year, 1,000 German Internet users between the ages of 16 and 69 were surveyed.

Inflation has less impact on streaming subscriptions than expected

Many experts had assumed that the high inflation and uncertain economic situation would have a negative impact on household media budgets. A study by Recurly¹ in March 2022, for example, showed that 84% of German consumers who use one or more subscription services were worried about the effects of inflation. The present TV streaming report concludes that, so far, around one in seven Internet users in Germany (14%) has cancelled a streaming subscription due to the economic situation. The report also shows that, with a view to inflation, 10% have switched to at least one cheaper streaming offer, and another 9% have switched to a free offer.

The Internet remains the most used TV reception channel

41% of the Internet users surveyed also use the Internet to receive TV. This means both IPTV offers and TV streaming apps. At only one percentage point more, the Internet remains at the previous year's level, but is for the second year in a row the most used means of TV reception among German Internet users. TV reception via cable also remains at the 2022 level at 39%. The trend towards television over the Internet is particularly noticeable with satellite reception. This year, that comes in at just 35%, a loss of four percentage points compared to the previous year.

TV streaming services are being used more and more

¹ Cf. Recurly, "Pandemic vs. Endemic Impacts and Trends on Subscription Services", <https://recurly.com/press/german-consumers-pay/>, retrieved on 28/02/2023.

This year, as many as 44% of respondents say they watch content from TV streaming services during at least half of their television time. That is 6 percentage points more than the previous year. 7% even use only TV streaming services during their television time. Traditional television is increasingly being watched over the Internet. This is also evident from the question as to whether the respondents can imagine using television services exclusively over the Internet in the future. About half of the respondents (47%) say they can imagine this (very) well.

Live TV continues to grow as the only moving image offer on the Internet

The trend towards more linear TV content will continue in 2023. 36% of the respondents say they watch live television over the Internet. That is 5 percentage points more than in the previous year. This year, live TV is even ahead of video-on-demand offers, which are consumed online by 32% of respondents. The most popular moving image offer on the Internet is and remains YouTube. About two-thirds (61%) use the video portal. This is followed once again this year by the broadcasters' catch-up services, which are used by about half of the respondents (47%).

"This year, we are seeing a big increase in live TV usage. This confirms once again that linear television remains highly relevant," says Jörg Meyer, Chief Commercial Officer at Zattoo. "No type of TV reception has grown so much in recent years as the Internet. This development comes at the expense of traditional reception channels: satellite TV continues to decline and cable TV has been stagnating for years. This is because the advantages of Internet television are compelling: the possibility of watching content live and with a time shift wherever there is an Internet connection, and even saving money at the same time. Against the backdrop of the upcoming loss of the ability to pass on TV cable charges via rental contracts next year, the number of those with Internet TV reception will continue to increase significantly."

You can download the TV Streaming Report 2023 for Germany [here](#)
or visit our website at <http://zattoo.com/de/en/tv-streaming-report-2023-de>.

You can find the individual graphics for the report [here](#).

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About Zattoo

[Zattoo](http://www.zattoo.com) (www.zattoo.com) is one of the leading TV streaming providers in Europe with several million monthly users. Founded in 2005, the company employs more than 250 people and has its headquarters in Zurich, as well as a location in Berlin. Users in Switzerland, Germany and Austria watch all popular TV channels in HD and Full HD quality as well as a variety of video-on-demand content. Zattoo is available on almost all devices, including smart TVs, PCs and laptops, streaming devices, smartphones and tablets. In addition to its free service, Zattoo offers a wide range of HD and Full HD channels, Time Shift TV and EU-wide streaming in its paid subscriptions. Since 2012, Zattoo has also offered its technology to media companies and network operators worldwide as a TV-as-a-service platform. The Swiss TX Group, a digital hub and network of media and platforms, has held shares in Zattoo since 2008 and has been the majority shareholder since 2018. Zattoo has been carbon neutral since 2021.

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