

TV Streaming Report 2026

Austria

TV Streaming expands its lead in Austria: 35% use it as their primary TV reception mode

TV streaming¹ further strengthened its undisputed position in 2026 as the most important mode of TV reception in Austria: 35% of households use it as their main way of accessing television (up from 30% in 2025), and it widened its lead over the second-ranked reception method (satellite) from one to eleven percentage points.

Among households with multiple reception methods, TV streaming is also the most frequently cited option at 38%, ahead of satellite (32%), cable (25%), and IPTV² (17%). For the first time, more than half (54%) of respondents receive television via the internet³ (46% in 2025).

Streaming has become a fixture of daily TV watching for Austrians: 79% now use streaming services for at least some of their television viewing (77% in 2025). Half of the respondents can imagine using TV exclusively via the internet or already do so (slightly down from 53% in 2025).

While technical barriers to entry continue to diminish, the challenge has shifted to the need to make choices within an increasingly fragmented streaming landscape.

The advantages of TV streaming continue to resonate with Austrians, differing little from the previous year: for 43% of respondents, time-shifted viewing is the most important benefit (up slightly from 42% in 2025). Thirty-seven per cent particularly value the ability to use it across different devices (36% in 2025). Saving money and watching TV while traveling or otherwise on the go are each cited by 28% (30% each in 2025).

The report is based on an online survey of 1,002 Austrians by YouGov conducted between 9 and 20 February 2026. Results were weighted and are representative of the Austrian population aged 16 to 69.⁴

Zattoo has conducted this study annually since 2021, analysing developments in TV and streaming usage in Austria. The trends revealed by this year's report are highlighted in the following sections.

Internet TV continues to gain importance

Internet TV³ in Austria is increasingly transitioning from a supplementary option to a main TV reception mode. While internet TV grows, traditional reception methods continue to decline: cable has declined from 29% in 2025 to 25% in 2026; satellite from 40% to 32%.

The shift is even clearer when looking at the primary reception mode: TV streaming ranks a strong first at 35%, followed by satellite at 24% (29% in 2025), cable at 21% (20% in 2025), and IPTV at 12%.

Streaming Becomes Mainstream: Easy Access and Orientation Are Key

Traditional barriers to adopting TV streaming are continuing to lose importance in Austria. The share of non-users who say their existing TV connection is sufficient has dropped significantly from 47% to 37%.

Technical concerns also play a smaller role than last year: worries about internet stability fell from 9% to 6%, while data consumption is now only a barrier for 3% of respondents (down from 9% in 2025).

Price, however, remains relevant: 23% of non-users see TV streaming as "too expensive", unchanged from 2025.

At the same time, a new challenge is emerging: for the first time, non-users (11%) cite the confusing array of apps and subscription plans as a barrier.

Online video stable, live TV shifting from regular to situational use

Live TV remains an important part of media consumption, now increasingly streamed via the internet.

YouTube remains the leading online video platform at 62% (63% in 2025), followed by broadcaster media libraries at 35% (38% in 2025). Use of live TV over the internet remains stable at 34% (35% in 2025). The number of respondents using video-on-demand services has slipped from 30% in 2025 to 25% this year.

Looking ahead, confidence in live TV remains strong: 81% expect they will still be using live TV in five years, unchanged from last year.

However, usage patterns are shifting: regular live TV use has declined from 31% to 27%, while those expecting to use live TV only occasionally has risen from 18% to 21%. At the same time, the share of respondents expecting not to use live TV at all in five years has increased from 7% to 10%.

Live TV therefore remains relevant but shows a trend from regular to more situational use.

TV streaming increasingly moves to the big screen

Smart TVs are solidifying their role as the central device for streaming: 62% of respondents now use them for this purpose (2025: 59%). Usage of other devices remains significantly lower and continues to decline, with 31% streaming via laptop or PC (2025: 39%), 34% via smartphone (2025: 39%) and 22% via tablet (2025: 26%).

The trend shows that TV streaming in Austria is increasingly shifting to the television screen.

Increasing flexibility in streaming

Price pressure remains noticeable, although cancellation rates have stabilised: 22% of respondents cancelled a streaming subscription in the past year for financial reasons, unchanged from 2025. Following a cancellation, 46% switch to cheaper offers (2025: 51%), while 24% use free alternatives (2025: 23%).

At the same time, short-term subscription models continue to gain importance: 29% of Austrians deliberately subscribe to streaming services only for a limited period – for example for specific series, films or sporting events – before cancelling again once they have watched the desired content (2025: 27%).

Willingness to switch TV providers also remains high, although it has declined slightly compared to the previous year: around a quarter of respondents (25%) can imagine changing TV provider within the next twelve months (2025: 29%). At the same time, 50% state that they do not plan to switch (2025: 47%).

The figures show that streaming services in Austria are increasingly being used in a more flexible and situational manner, while traditional long-term subscription models and fixed provider loyalty are becoming less important for many users.

Conclusions

In 2026, TV streaming has established itself as a fixture in daily television consumption by Austrians and is now more clearly than ever the country's most important TV reception method.

While traditional reception paths such as satellite, cable, and IPTV are losing importance, TV streaming platforms such as Zattoo continue to strengthen their position.

At the same time, streaming usage itself is changing: users are switching more flexibly among providers, subscription lengths, and plans. The key challenge is increasingly shifting from technology to issues navigating a fragmented streaming landscape.

Live TV remains relevant, but is increasingly used situationally.

¹TV streaming refers to "over-the-top" (OTT) television services that are accessible via the internet independently of the internet provider (e.g. Zattoo).

²IPTV refers to TV services provided by telecommunications companies through their own networks.

³Internet TV, as used in this report, refers to linear television received via the internet. It encompasses both IPTV services provided by telecommunications companies and TV streaming services (OTT).

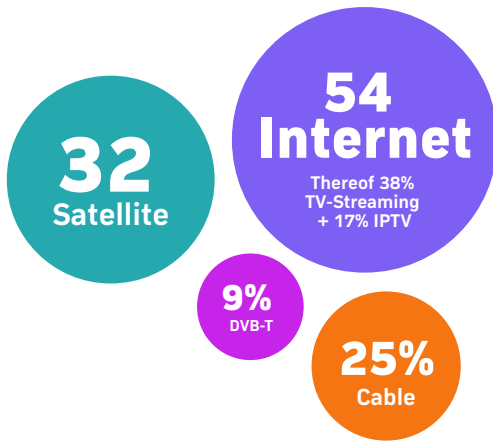
⁴Survey methodology: Based on online interviews with members of the YouGov panel conducted on 9–20 February 2026 among 1,002 respondents. Results were weighted by age, gender, and region and are representative of Austria's population aged 16–69. Since multiple usage is measured and older age groups are excluded, reception method shares may differ from full-market household studies.

Best regards,



Tina Rodriguez
CEO ad interim at Zattoo

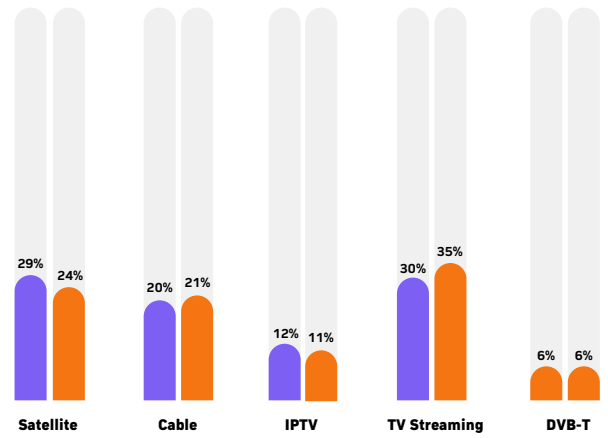
1 How do you receive television programs in your household? (Multiple answers possible)



Unweighted base
2025: 1.014
2026: 1.002
Multiple answers possible

2 Which reception method do you mainly use for television programs in your household? (One answer)

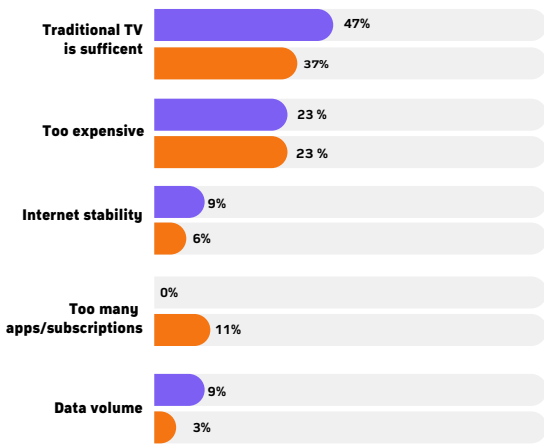
2025 2026



Unweighted base
2025: 900
2026: 862
Single answer only

3 Why have you not used TV streaming services so far? (Multiple answers possible)

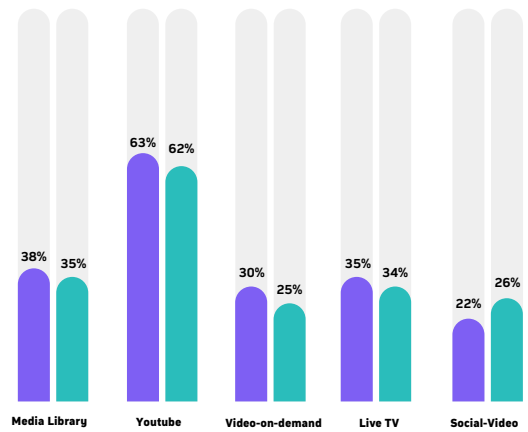
2025 2026



Unweighted base
2025: 203
2026: 188
Multiple answers possible

4 Which television or video services do you use via the internet?

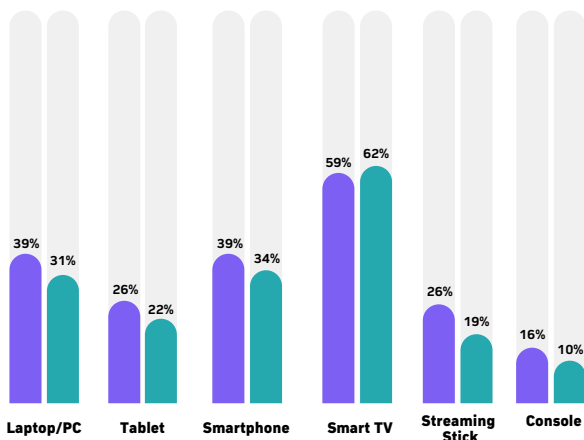
2025 2026



Unweighted base
2025: 1.014
2026: 1.002
Multiple answers possible

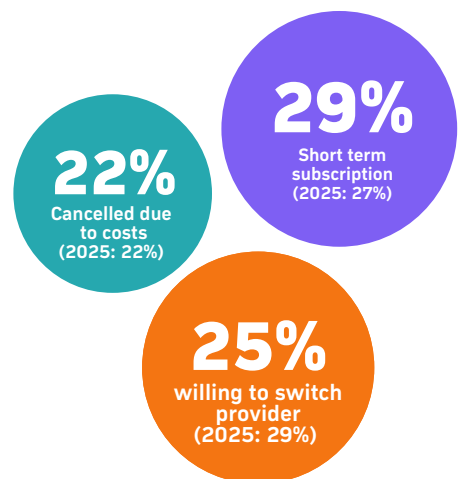
5 On which devices do you watch television via the internet?

2025 2026



Unweighted base
2025: 697
2026: 674
Multiple answers possible

6 Streaming is becoming more flexible and less tied to providers.



Unweighted base
2025: 1.014
2026: 1.002