

Press Release

Zattoo TV Streaming Report 2025 for Austria

TV reception via the internet reaches a new all-time high

Berlin/Zurich, April 23, 2025 – TV habits in Austria continue to shift toward the internet. By now, 46 percent of Austrians use TV streaming services. This clearly confirms the ongoing trend toward internet usage for television. Particularly noteworthy: with 30 percent, TV streaming is now the most frequently mentioned method of TV reception. These are the findings of this year's Zattoo TV Streaming Report 2025 for Austria.

The report is based on an online survey conducted by YouGov, in which 1,014 people in Austria participated between January 13 and 20, 2025. The results were weighted and are representative of the Austrian population aged 16 to 69. Zattoo has been conducting this survey annually in Austria since 2021. The TV Streaming Report helps identify current trends in internet and television usage as well as in the area of TV streaming in Austria. With this, Zattoo aims to contribute to the discussion about the relevance of TV streaming.

TV via the internet continues to gain popularity

TV reception via the internet is on the rise: 46 percent of the Austrian population now receive their TV content over the internet – an increase of 5 percentage points compared to the previous year. Interestingly, cable (29%) and satellite (40%) also gained users this year, which goes against the declining trend of previous years. Looking at the main reception method for one's own TV content, TV streaming (30%) is now the top choice in Austria, followed by satellite (29%) and cable (20%). Internet TV has thus firmly established itself as one of the leading reception methods.

Jörg Meyer, Chief Commercial Officer at Zattoo, comments on this development as follows: "TV reception via the internet has become a permanent fixture in Austria. Almost every second person now receives their TV content via OTT or IPTV services. This means the internet is no longer just an additional distribution channel but is now one of the leading reception methods. This development shows how naturally internet TV has become part of people's everyday lives."

Live TV remains relevant

YouTube remains the most used TV and video service on the internet, with 63 percent. Following are broadcasters' media libraries with 38 percent, which gained 7 percentage points compared to the previous year. Live TV over the internet also saw significant growth in 2025: 35 percent now watch live TV online – an increase of 11 percentage points over last year. Video-on-demand services also saw an increase and are now used by 30 percent of respondents – a rise of 9 percentage points. Particularly interesting: 81 percent of respondents believe they will still be watching live TV in five years – 63 percent of them regularly or occasionally.

TV usage on big screens remains dominant

TV usage continues to shift to the big screen. 59 percent of Austrian internet TV viewers use a smart TV to watch television – an increase of 7 percentage points compared to the previous year. This is followed by laptops and PCs (39%) as well as smartphones (39%). Tablets (26%), streaming devices (26%), and game consoles (16%) trail behind by a margin. The figures confirm the trend that TV streaming services have firmly established themselves in the living room.

No change regarding the economic situation

The economic situation continues to influence streaming behavior, but the number of subscription cancellations remains stable. 22 percent of respondents stated that they had canceled a streaming subscription for financial reasons in the past year – the same figure as the year before. However, there is a clear shift in the alternatives chosen after cancellation: more than half (51%) of those who canceled switched to a cheaper subscription – an increase compared to the previous year. 23 percent even opted for a free offering.

Interestingly, 27 percent of Austrians say they deliberately subscribed to a streaming service for a short period only, for example to watch a specific series, movie, or sports event, and then canceled it afterward. This development shows that flexible and short-term subscription models are becoming increasingly important for many users.

You can download the TV Streaming Report 2025 for Austria [here](https://zattoo.com/at/en/tv-streaming-report-at) or visit our website at <https://zattoo.com/at/en/tv-streaming-report-at>.

The individual graphics from the report can be found [here](#).

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About Zattoo

[Zattoo](https://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. Since 2012, Zattoo has also offered its technology to media companies and network operators worldwide as a TV-as-a-service product. 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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