

Press Release

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

Berlin/Zurich, 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 internet users in Austria have not reduced their number of subscriptions this year, 17% have switched to a cheaper or free offer. What's more, the Internet continues to be used ahead of cable television as a TV reception channel, and TV streaming services are being used more and more. This is the conclusion of the 2023 TV Streaming Report for Austria. The report is based on a survey conducted by Kantar on behalf of Zattoo for what is now already the third year in a row. This year, 1,016 Austrian 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 would have a negative impact on household media budgets. In a 2022 KPMG study¹ from the US, for example, around 80% of consumers with a streaming subscription stated that inflation was affecting their budget in general or their subscription in particular. A study conducted by Recurly² in Germany in 2022 also showed that 84% of German consumers who use one or more subscription services were concerned about the effects of inflation. The present TV streaming report concludes that, so far, around one in eight Internet users (13%) in Austria has cancelled a streaming subscription due to the economic situation. The report also shows that, with a view to inflation, 9% have switched to at least one cheaper streaming offer and another 8% have switched to a free offer.

The Internet remains ahead of cable television as a TV reception channel

More than one in three Austrian Internet users (38%) already receives television over the Internet. At just one percentage point more, the Internet remains at the previous year's level, but continues to

¹ Cf. KPMG, "KPMG 2022 Media Consumer Survey", <https://advisory.kpmg.us/content/dam/advisory/en/pdfs/2022/metaverse-rising-skips-beat.pdf>, retrieved on 28/02/2023.

² Cf. Recurly, "Pandemic vs. Endemic Impacts and Trends on Subscription Services", <https://recurly.com/press/german-consumers-pay/>, retrieved on 28/02/2023.

expand its lead over cable TV reception in 2023 as well. This is a 2 percentage point loss, hitting 29% this year. TV reception via satellite remains in first place in Austria, at 43%, thus staying at the previous year's level. Reception via DVB-T remains low at 6%.

TV streaming services are being used more and more

This year, as many as 40% of respondents say they watch content from TV streaming services during at least half of their television time. This corresponds to an increase of around 20% compared to the previous year. 7% of respondents even use only TV streaming services during their television time. Among the onliners, when asked as to whether they can imagine using television services exclusively over the Internet in the future, about half of the respondents (47%) say they can (very) well imagine this.

TV and video usage remains at the previous year's level

After a slight increase in the use of live TV in 2022, it remains stable this year at 25%. YouTube is and remains the most popular moving image offer on the Internet, despite a loss of 3 percentage points compared to the previous year. About two thirds (63%) use the video portal. At 44%, the broadcasters' catch-up services have also seen a decrease of 3 percentage points in 2023. Like live TV, video-on-demand offers remained at the previous year's level at 29%. This year, with 73% of video-on-demand users, Netflix is just ahead of Amazon Prime Video on 72%. This is followed by Disney+ with 37%. The US service has thus seen an increase of 4 percentage points. The Paramount+ service, which was relaunched in 2022, currently reaches 8% of video-on-demand users. The likewise new offering from Discovery+ comes in at 6%.

"TV streaming services are increasingly being used on the Internet. This is a very gratifying development," says Jörg Meyer, Chief Commercial Officer at Zattoo. "In the future, the task for us at Zattoo will be to convince even more Austrians to receive TV over the Internet – because being able to watch content via time-shift wherever there is an Internet connection, even when travelling, and on a variety of devices, clearly sets the Internet apart from other types of reception."

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

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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