

TV Streaming Report 2025

Austria

Dear Sir/Madam,

Changes in the television habits of Austrians continue in 2025. Already 77 percent use TV streaming services – an increase of 10 percentage points compared to 2024. More than half (53%) can even imagine using TV exclusively via the internet or are already doing so – a jump of 9 percentage points within a year. The three most important advantages of TV streaming remain unchanged: time-shifted television (42%), availability on multiple devices (36%), as well as saving money and watching TV on the go, including while traveling (30% each).

This year's TV Streaming Report illustrates how TV and streaming usage in Austria is evolving. The focus is on television via the internet – also known as Over-the-Top (OTT) TV. 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 study annually since 2021, thereby contributing to the discussion on the importance of TV streaming in Austria. This year, the following developments can be observed:

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.

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

Best regards,

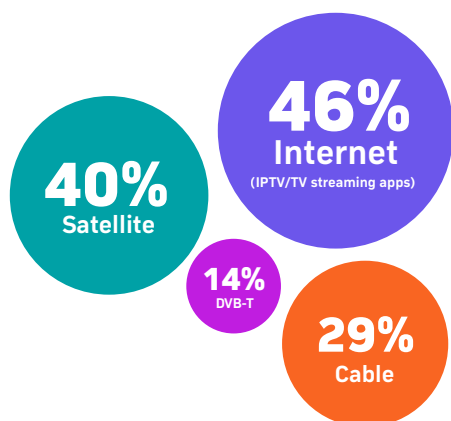


Jörg Meyer
Chief Commercial Officer at Zattoo

*About the survey:

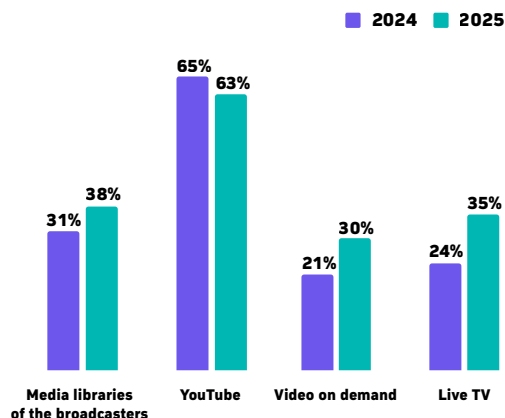
The data from this survey are based on online interviews with members of the YouGov panel who agreed to participate in advance. A total of 1014 people were questioned for this survey between 13th and 20th January 2025. The survey was apportioned based on age, gender and region, and the results were then weighted accordingly. The results are representative of the Austrian population aged 16 to 69 years.

1 How do you receive TV in your household?



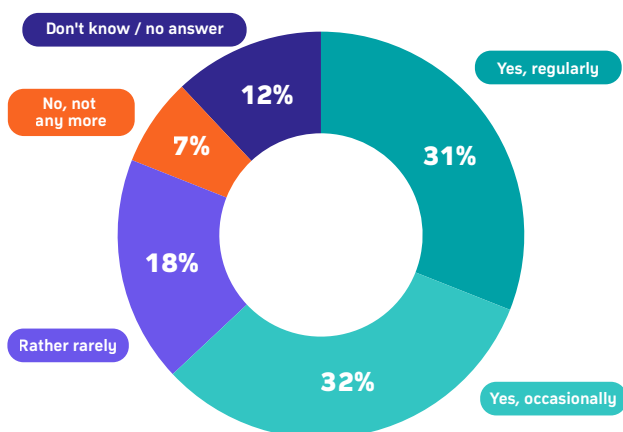
Basis: Unweighted: 1014
Multiple answers possible

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



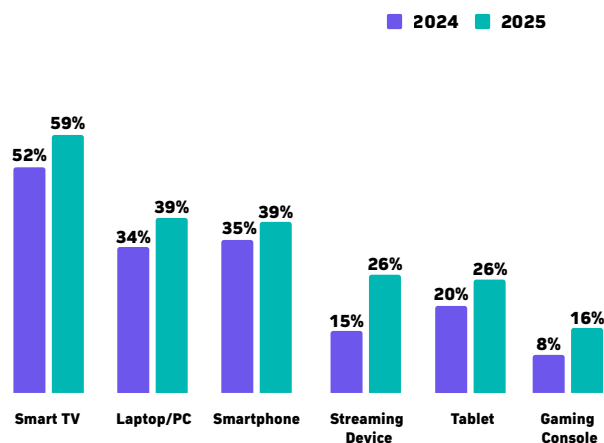
2025 Basis: Unweighted: 1014
2024 Basis: Unweighted: 1102
Multiple answers possible

3 Do you think you will still be watching linear television (live TV) in 5 years?



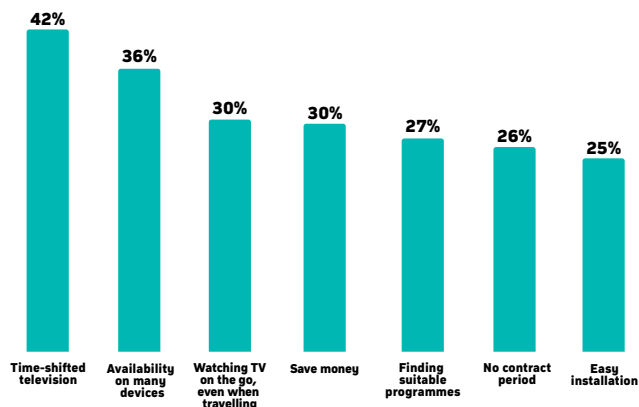
Basis: Respondents who watch linear television
Basis: Unweighted: 900

4 On which devices do you watch TV via the internet?



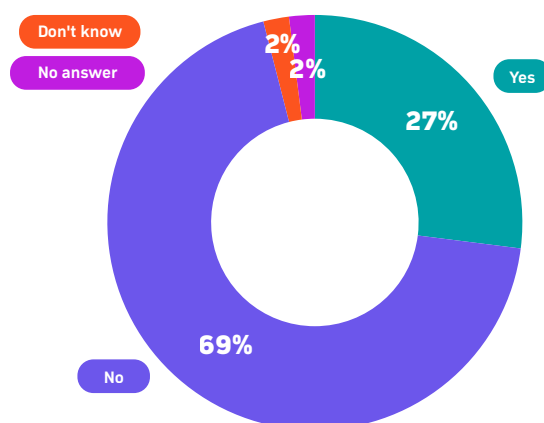
Basis: Respondents who watch TV via the Internet
2025 Basis: Unweighted: 697
2024 Basis: Unweighted: 760
Multiple answers possible

5 What are the most important advantages of TV streaming?



Basis: Respondents who watch TV via the Internet
Basis: Unweighted: 234
Multiple answers possible

6 Did you intentionally subscribe to a streaming service for a short period in order to cancel it afterwards?



Basis: Unweighted: 1014