



Brandtracker - PULS24_2020

Bewegtbild Nutzungszeitverteilung

Basis: 15-59 Jahre

PULS 24

BRUNNEN

	15-59 Jahre	15-29 Jahre	30-49 Jahre	50-59 Jahre	männlich	weiblich
Nutzungszeit Bewegtbild in h	3,1	3,5	2,9	3,1	3,2	3,0
TV-Sender	41%	21%	44%	60%	42%	41%
Youtube	21%	30%	18%	15%	23%	18%
Netflix	18%	28%	17%	9%	16%	20%
Amazon Prime Video	12%	12%	14%	9%	11%	12%
Sonstige	8%	8%	8%	7%	7%	8%

Statistik

Basis: 15+ Jahre | Verteilung ungewichtet (Fallzahl / in %)

Geschlecht

männlich	2.719	49%
weiblich	2.852	51%

Alter

15-29 Jahre	1.137	20%
30-39 Jahre	881	16%
40-49 Jahre	897	16%
50-59 Jahre	1.029	18%
60+ Jahre	1.627	29%

Bundesland

Wien	1 206	22%
Niederösterreich	1 043	19%
Burgenland	193	3%
Steiermark	785	14%
Kärnten	354	6%
Oberösterreich	927	17%
Salzburg	349	6%
Tirol	474	9%
Vorarlberg	240	4%

Ortsgröße

Bis 5.000 Einwohner	1.779	32%
bis 10.000 EW	831	15%
bis 50.000 EW	875	16%
bis 1 Mio EW	880	16%
1 Mio+ EW	1.206	22%

Bildung

Pflichtschule	373	7%
Berufs-/ Fachschule	2.504	45%
Matura	1.496	27%
Universität	1.198	22%

HH-Größe

1 Person	1.377	25%
2 Personen	2.233	40%
3 Personen	936	17%
4 Personen	690	12%
5 Personen und mehr	335	6%

Berufstätigkeit

voll berufstätig	2.615	47%
teilweise berufstätig	482	9%
mithelfende Familienangehörige	24	0%
Lehrling	35	1%
arbeitslos	280	5%
Einkommen ohne Berufsausübung	22	0%
eigene Pension/Rente	1.535	28%
Witwe ohne eigenen Beruf	24	0%
im Haushalt tätig	113	2%
Schüler	177	3%
Student	264	5%

HH-führend

Ja, hauptverantwortlich	2.888	52%
Ja, mitverantwortlich	2.436	44%
Nein	247	4%

Haupteinkommensbezieher

Ja	3.625	69%
Nein	1.618	31%

Geburtsland

In Österreich	5.046	91%
Nicht in Österreich	525	9%

Geburtsland Mutter

Österreich	3.240	82%
nicht in Österreich	704	18%

Geburtsland Vater

Österreich	3.247	82%
nicht in Österreich	695	18%

Migrationshintergrund

beide Elternteile	180	5%
ein Elternteil	281	7%
selbst	400	10%
kein Migrationshintergrund	3.083	78%

Genre nach den häufigsten Nutzungsquellen

Basis: 15-59 Jahre und Seher des Genre | Top 1-"am häufigsten" bis "am 5-häufigsten genutzt" | Reihung nach "am häufigsten"



Nachrichten

	Top 1	Top 2	Top 3	Top 4	Top 5	Top 1-5
ORF 1	33%	15%	6%	5%	4%	13%
ORF 2	27%	15%	5%	3%	2%	11%
SERVUS TV	7%	7%	9%	5%	5%	7%
PULS 4	5%	7%	8%	6%	3%	6%
ATV	2%	6%	5%	7%	5%	5%
ZDF	2%	4%	6%	5%	4%	4%
PULS 24	3%	4%	5%	3%	3%	4%
RTL	2%	4%	4%	3%	4%	3%
ARD	1%	4%	4%	3%	4%	3%
N-TV	1%	3%	3%	3%	3%	3%
PRO 7	2%	2%	4%	4%	2%	3%
Oe24 TV	4%	3%	2%	2%	1%	2%
Welt (N24)	2%	2%	3%	2%	2%	2%
ORF III	0%	2%	2%	3%	1%	2%
ZDF Info	1%	1%	2%	2%	2%	2%
SAT.1	1%	2%	1%	2%	2%	2%
ATV 2	0%	1%	2%	2%	2%	1%
KABEL 1	0%	1%	1%	2%	2%	1%
RTL II	1%	1%	2%	1%	2%	1%
YouTube	2%	2%	1%	1%	0%	1%
VOX	0%	1%	1%	1%	3%	1%
RTL PLUS	0%	1%	1%	1%	1%	1%
DMAX	1%	0%	0%	1%	0%	1%
KABEL 1 DOKU	0%	0%	1%	1%	1%	1%
SIXX	0%	0%	1%	1%	1%	1%
Phoenix	1%	1%	0%	0%	0%	0%
SUPER RTL	0%	0%	0%	1%	1%	0%
ZDF NEO	0%	0%		1%	1%	0%
PRO 7 MAXX		0%	0%	0%	1%	0%
SAT.1 GOLD	0%		0%	0%	1%	0%
Amazon Prime	0%	0%	0%	1%		0%
Comedy Central	0%	0%	0%	0%	1%	0%
NITRO	0%	0%		0%	1%	0%
Disney+	0%	0%	0%		0%	0%
IGTV	0%	0%	0%		0%	0%
Apple iTunes				0%	0%	0%
DAZN				0%	0%	0%
Sky	0%					0%
TVnow			0%		0%	0%
Spox				0%		0%

Reportage

	Top 1	Top 2	Top 3	Top 4	Top 5	Top 1-5
Apple iTunes		4%	9%	19%	21%	10%
ORF 2	17%	12%	7%	6%	3%	9%
ORF 1	17%	12%	6%	4%	5%	9%
ORF III	11%	11%	9%	5%	3%	8%
YouTube	8%	6%	6%	5%	6%	6%
Comedy Central	5%	8%	5%	5%	3%	5%
DMAX	2%	4%	6%	5%	4%	4%
ATV	3%	3%	7%	6%	2%	4%
PRO 7	2%	3%	4%	4%	7%	4%
RTL II	6%	2%	3%	2%	4%	4%
PULS 4	1%	2%	5%	5%	4%	3%
Netflix	5%	3%	2%	2%	3%	3%
ZDF NEO	1%	3%	4%	4%	3%	3%
KABEL 1 DOKU	2%	5%	3%	2%	2%	3%
SUPER RTL	3%	4%	3%	1%	2%	3%
Oe24 TV	2%	3%	2%	2%	4%	2%
VOX	2%	3%	2%	2%	3%	2%
ZDF	2%	2%	2%	3%	3%	2%
RTL	2%	1%	2%	3%	1%	2%
PULS 24	1%	1%	2%	2%	2%	2%
RTL PLUS	1%	1%	1%	2%	2%	2%
Sky	2%	1%	3%	1%	1%	2%
KABEL 1	2%	2%	1%	1%	2%	2%
SAT.1	1%	0%	1%	2%	2%	1%
PRO 7 MAXX	0%	2%	0%	2%	0%	1%
SIXX	1%	1%	2%	1%	0%	1%
ATV 2	0%	0%	1%	1%	1%	1%
NITRO	0%	0%		1%	2%	1%
SAT.1 GOLD	1%	0%	1%	1%	1%	1%
ARD	0%	0%		1%	1%	0%
N-TV		0%	1%	1%	1%	0%
SERVUS TV			1%	0%	1%	0%
Amazon Prime	0%					0%

Genre nach den häufigsten Nutzungsquellen

Basis: 15-59 Jahre und Seher des Genre | Top 1-"am häufigsten" bis "am 5-häufigsten genutzt" | Reihung nach "am häufigsten", Top 20 Nennungen

Crime

	Top 1	Top 2	Top 3	Top 4	Top 5	Top 1-5
Netflix	24%	9%	4%	2%	1%	8%
Amazon Prime	8%	17%	4%	4%	4%	8%
ORF 1	10%	6%	6%	5%	5%	7%
ORF 2	10%	7%	4%	2%	2%	5%
PRO 7	3%	4%	7%	7%	4%	5%
RTL	2%	5%	5%	5%	3%	4%
ZDF	4%	7%	3%	4%	3%	4%
KABEL 1	3%	4%	3%	3%	4%	3%
VOX	4%	2%	4%	2%	5%	3%
YouTube	4%	2%	6%	3%	1%	3%
ARD	3%	2%	5%	3%	2%	3%
SAT.1	2%	3%	2%	4%	4%	3%
ATV	2%	2%	2%	3%	2%	2%
ZDF NEO	4%	2%	3%	1%	1%	2%
PULS 4	1%	2%	2%	2%	3%	2%
SERVUS TV	1%	1%	3%	3%	2%	2%
NITRO	1%	3%	1%	3%	1%	2%
RTL II	1%	2%	2%	3%	3%	2%
SIXX	1%	2%	1%	2%	2%	2%
Sky	4%	1%	2%	1%	1%	2%
Disney+	1%	1%	4%	2%	0%	2%
SAT.1 GOLD	2%	2%	1%	1%	2%	2%
ATV 2	1%	1%	1%	2%	3%	1%
RTL PLUS	0%	1%	3%	1%	1%	1%
SUPER RTL	0%	0%	1%	2%	2%	1%
ORF III	1%	0%	2%	1%	0%	1%
KABEL 1 DOKU	1%	1%	1%		0%	1%
ZDF Info	1%	1%		1%	1%	1%
TVnow	1%	0%	1%	1%	1%	1%
DMAX	0%	0%	0%	0%	1%	0%
PRO 7 MAXX		1%	1%	1%		0%
DAZN		1%	1%		1%	0%
IGTV	0%	0%	1%		1%	0%
PULS 24		0%	0%	1%	1%	0%
N-TV		1%	0%		1%	0%
Oe24 TV	1%			1%		0%
Welt (N24)		0%		1%	1%	0%
Apple iTunes		0%	0%	0%		0%
Comedy Central		1%		0%		0%
Phoenix			0%	0%	0%	0%
Spox		0%			1%	0%

Spielfilme

	Top 1	Top 2	Top 3	Top 4	Top 5	Top 1-5
ORF 1	22%	13%	10%	8%	5%	11%
PRO 7	14%	12%	9%	6%	5%	9%
RTL	5%	6%	5%	7%	6%	6%
ORF 2	7%	8%	5%	3%	2%	5%
Amazon Prime	7%	9%	5%	2%	1%	5%
VOX	3%	3%	5%	4%	8%	5%
ATV	2%	3%	5%	5%	6%	4%
ZDF	5%	3%	4%	4%	4%	4%
SAT.1	1%	3%	4%	5%	6%	4%
KABEL 1	3%	2%	2%	5%	4%	3%
SERVUS TV	1%	2%	5%	4%	3%	3%
ARD	2%	3%	3%	3%	3%	3%
PULS 4	2%	2%	3%	4%	3%	3%
RTL II	3%	2%	2%	4%	3%	3%
YouTube	2%	3%	3%	2%	2%	2%
ORF III	2%	2%	3%	2%	2%	2%
SIXX	1%	1%	2%	3%	2%	2%
Disney+	1%	2%	2%	1%	1%	2%
NITRO	1%	1%	2%	1%	2%	1%
SUPER RTL	1%	2%	1%	2%	1%	1%
Sky	4%	1%	1%	1%	1%	1%
ZDF NEO	1%	1%	1%	1%	2%	1%
SAT.1 GOLD	1%	1%	1%	1%	2%	1%
ATV 2	1%	1%	2%	2%	2%	1%
DMAX	1%	1%	2%	1%	1%	1%
KABEL 1 DOKU	1%	1%	1%	1%	2%	1%
RTL PLUS	1%	1%	1%	2%	1%	1%
PRO 7 MAXX	1%	1%	1%	1%	1%	1%
Comedy Central	0%	0%	1%	1%	1%	1%
PULS 24	0%	1%	1%	0%	1%	1%
Phoenix	1%	1%	0%	0%	1%	1%
ZDF Info	1%	1%	0%	1%		1%
Oe24 TV	0%	0%	1%	0%	1%	0%
TVnow	0%	0%	1%	0%	0%	0%
Welt (N24)	0%	0%	1%	1%	1%	0%
Apple iTunes	0%		1%		0%	0%
DAZN		0%	0%		0%	0%
N-TV	0%	0%		0%	0%	0%
Spox	0%		0%	0%		0%
IGTV				0%	0%	0%

Sendungen Bekanntheit / Nutzer

Basis: 15-59 Jahre

							Kenner			Nutzer			
	Nutzer		Kenner				15-29	30-49	50-59	15-29	30-49	50-59	
Durchschnitt	32% 55%						53%	55%	58%	30%	32%	34%	Durchschnitt
2 Minuten 2 Millionen	55% 85%						87%	83%	88%	65%	52%	48%	2 Minuten 2 Millionen
Bussi Fussi	12% 24%						26%	21%	27%	17%	10%	11%	Bussi Fussi
Die Arabella Kiesbauer Show	22% 56%						41%	57%	69%	20%	20%	28%	Die Arabella Kiesbauer Show
Geil! So treibt's Österreich	22% 52%						56%	50%	51%	32%	18%	18%	Geil! So treibt's Österreich
Milborn	24% 42%						38%	43%	47%	20%	25%	29%	Milborn
NFL American Football	21% 56%						65%	55%	48%	28%	20%	15%	NFL American Football
Pro und Contra	42% 65%						58%	67%	69%	34%	44%	46%	Pro und Contra
PULS 24 Aktuell	54% 74%						70%	74%	78%	45%	55%	62%	PULS 24 Aktuell
PULS 24 Magazin	46% 71%						68%	71%	75%	40%	46%	53%	PULS 24 Magazin
The Crime Chronicles	14% 31%						33%	29%	31%	19%	12%	11%	The Crime Chronicles

Sendungen gefallen

Basis: 15-59 Jahre und Sendung gesehen | Skala: 1-gefallen, 2-eher gefallen, 3-eher nicht gefallen, 4-nicht gefallen

	1-gefallen	2-eher gefallen	3-eher nicht gefallen	4-nicht gefallen	MW	gefallen		
						ja	nein	
Durchschnitt	22%	58%	17%	3%	2,0	80%	20%	Durchschnitt
2 Minuten 2 Millionen	32%	50%	16%	2%	1,9	82%	18%	2 Minuten 2 Millionen
PULS 24 Aktuell	23%	64%	11%	1%	1,9	87%	13%	PULS 24 Aktuell
Pro und Contra	22%	62%	14%	2%	2,0	84%	16%	Pro und Contra
NFL American Football	25%	55%	17%	3%	2,0	80%	20%	NFL American Football
PULS 24 Magazin	19%	65%	14%	2%	2,0	84%	16%	PULS 24 Magazin
The Crime Chronicles	21%	59%	17%	3%	2,0	81%	19%	The Crime Chronicles
Milborn	20%	52%	23%	4%	2,1	73%	27%	Milborn
Die Arabella Kiesbauer Show	11%	54%	30%	5%	2,3	65%	35%	Die Arabella Kiesbauer Show
Geil! So treibt's Österreich	18%	40%	35%	8%	2,3	58%	42%	Geil! So treibt's Österreich
Bussi Fussi	14%	42%	36%	8%	2,4	56%	44%	Bussi Fussi

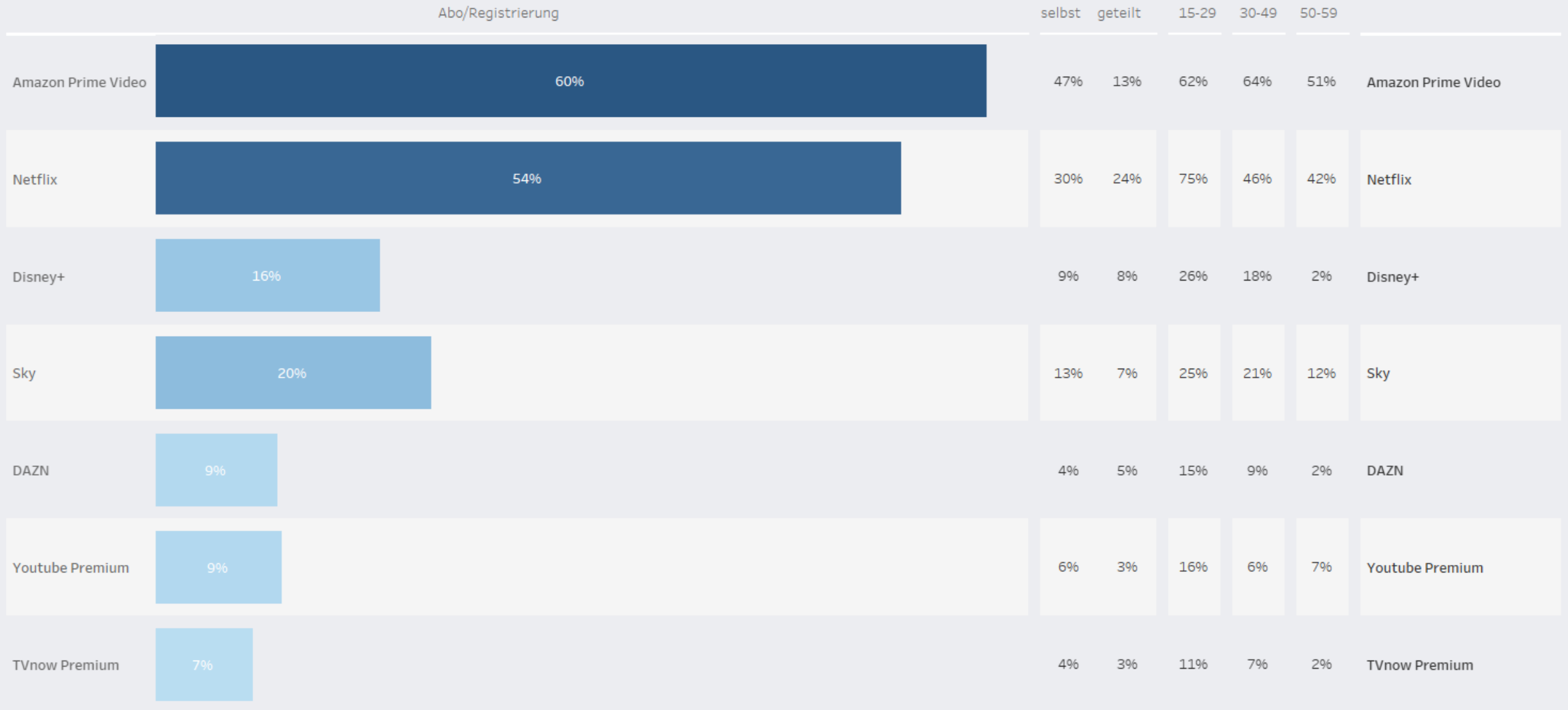
Sendung empfehlen

Basis: 15-59 Jahre und Sendung gesehen | Skala: 1-ja, 2-eher ja, 3-eher nein, 4-nein

	1-ja, empfehlen		4-nein, nicht empfehlen		MW	empfehlen ja nein		
Durchschnitt	23%	47%	22%	8%	2,1	70%	30%	Durchschnitt
NFL American Football	32%	48%	15%	6%	1,9	80%	20%	NFL American Football
2 Minuten 2 Millionen	31%	42%	20%	7%	2,0	73%	27%	2 Minuten 2 Millionen
The Crime Chronicles	26%	48%	20%	6%	2,1	74%	26%	The Crime Chronicles
PULS 24 Aktuell	23%	49%	20%	7%	2,1	73%	27%	PULS 24 Aktuell
Pro und Contra	23%	50%	19%	8%	2,1	73%	27%	Pro und Contra
PULS 24 Magazin	19%	55%	20%	6%	2,1	73%	27%	PULS 24 Magazin
Milborn	22%	44%	25%	10%	2,2	66%	34%	Milborn
Bussi Fussi	20%	33%	34%	14%	2,4	53%	47%	Bussi Fussi
Geil! So treibt's Österreich	20%	30%	31%	19%	2,5	50%	50%	Geil! So treibt's Österreich
Die Arabella Kiesbauer Show	14%	35%	39%	12%	2,5	49%	51%	Die Arabella Kiesbauer Show

Abonnement / Registrierung

Basis: 15-59 Jahre



Genrenutzung

Basis: 15-59 Jahre | Skala: 1-regelmäßig, 2-gelegentlich, 3-selten, 4-nie

	regelmäßig gelegentlich selten nie				regelmäßig / gelegentlich				
	15-59	15-29	30-49	50-59	15-59	15-29	30-49	50-59	
Durchschnitt	7%	20%	24%	49%	28%	32%	29%	25%	Durchschnitt
Ausführliche Nachrichten (mehr als 10 Min.)	14%	27%	25%	34%	43%	42%	50%	39%	Ausführliche Nachrichten (mehr als 10 Min.)
Diskussionssendungen	7%	28%	28%	37%	35%	37%	32%	35%	Ausführliche Nachrichten (mehr als 10 Min.)
Kurznachrichten (unter 10 Min.)	12%	31%	27%	30%	43%	44%	48%	40%	Diskussionssendungen
Reportagen / Dokumentation	10%	28%	28%	34%	39%	34%	36%	43%	Kurznachrichten (unter 10 Min.)
Societynachrichten	3%	17%	27%	53%	18%	29%	19%	13%	Reportagen / Dokumentation
Sportnachrichten	5%	17%	24%	54%	22%	26%	21%	21%	Societynachrichten
Sportübertragungen American Football (NFL, XFL)	4%	9%	15%	72%	15%	24%	19%	8%	Sportnachrichten
Sportübertragungen Eishockey	3%	9%	17%	71%	14%	24%	13%	12%	Sportübertragungen American Football (NFL, XFL)
Sportübertragungen Fußball	8%	15%	21%	56%	21%	31%	21%	17%	Sportübertragungen Eishockey
									Sportübertragungen Fußball

Sender vermissen

Basis: PULS 24 bekannt

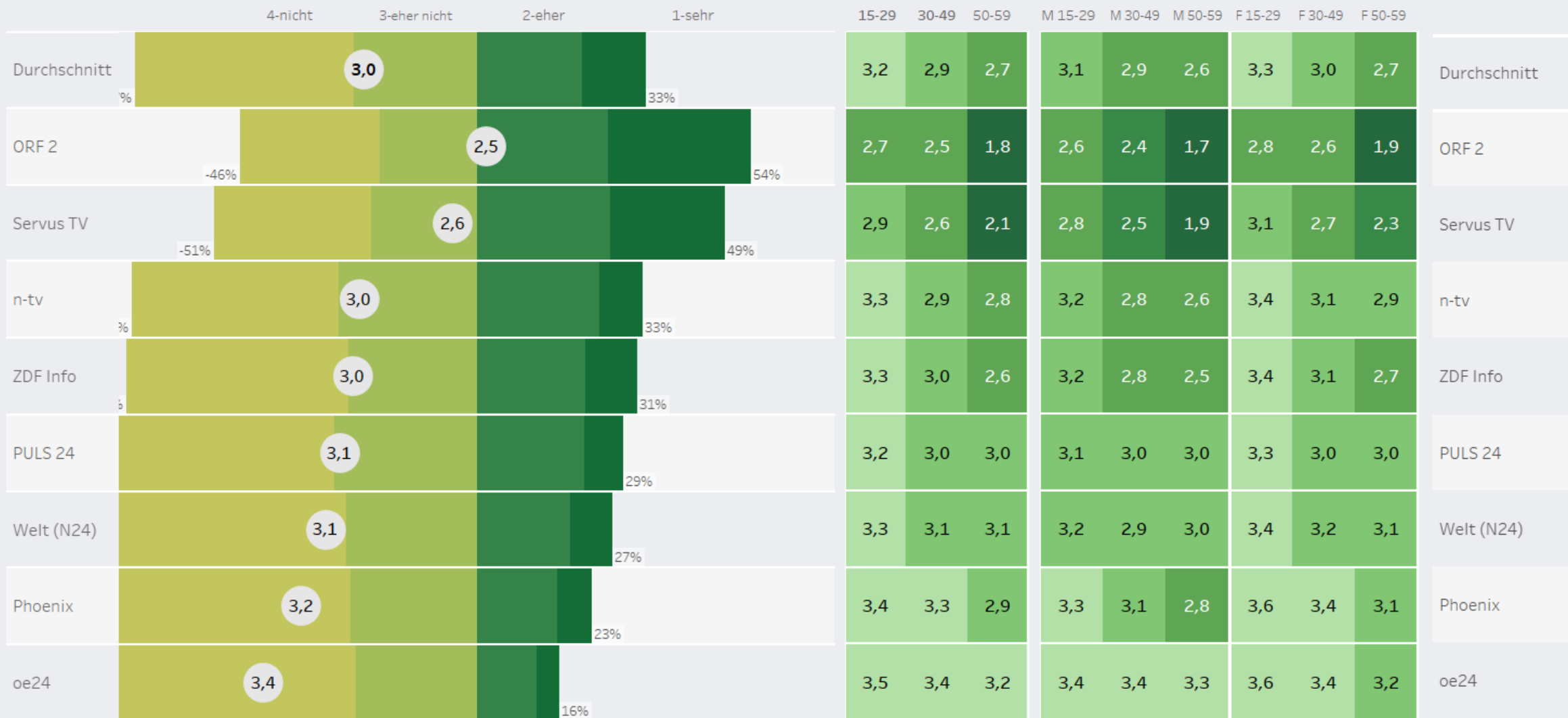
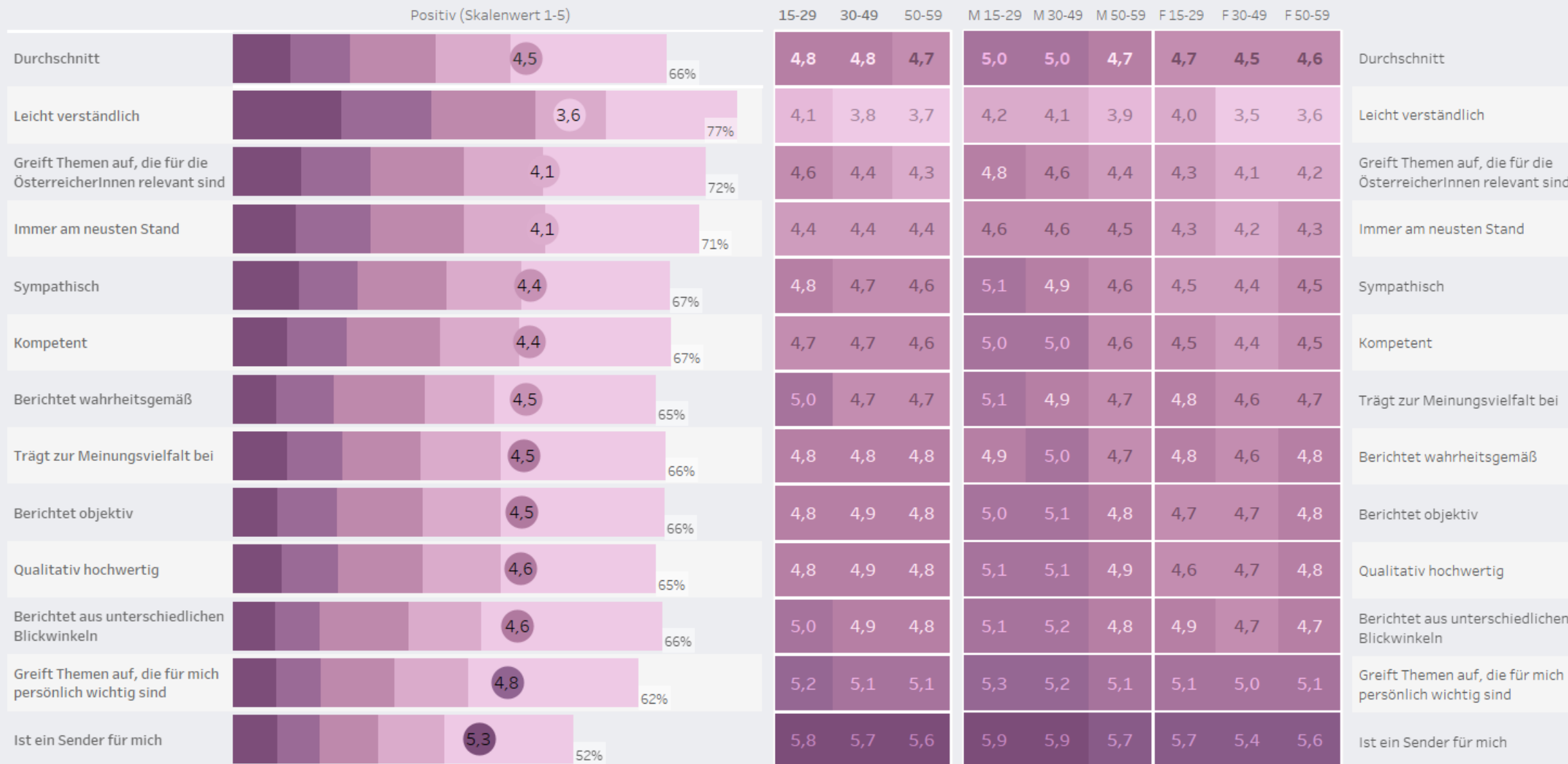


IMAGE PULS 4

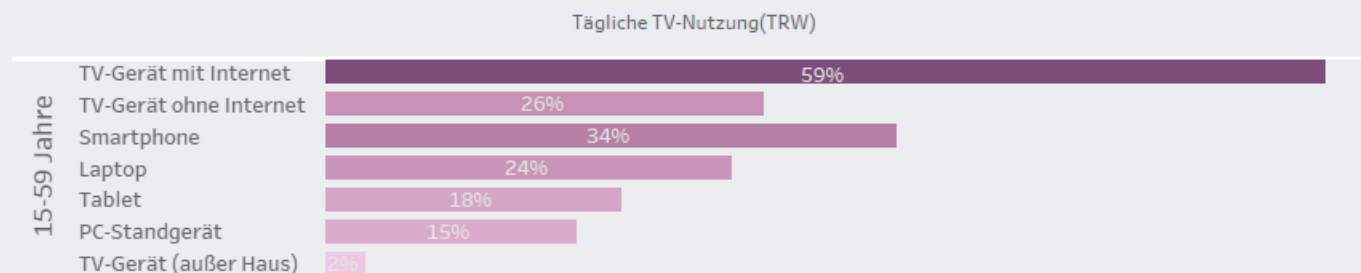
Basis: PULS 4 bekannt | n=6 091 | 99% | Skala 1-positiv bis 10-negativ

PULS 24

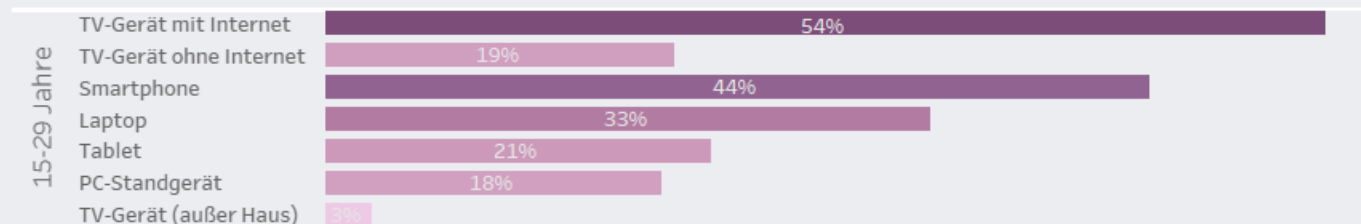


Auf welchen Geräten und wie oft schauen Sie sich Sendungen von TV-Sendern an, unabhängig davon ob zu Hause oder anderswo?

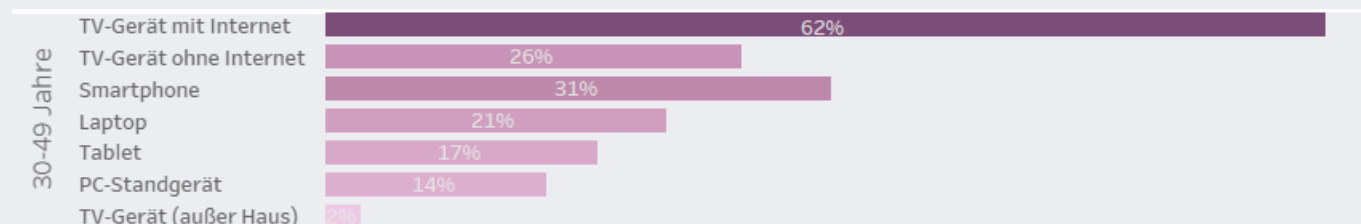
Basis: 15-59 Jahre | Skala: 1 von 7 Tagen bis 7 von 7 Tagen, einmal in den letzten 4 Wochen | TRW=Tagesreichweite | WSK M=Weitester Seherkreis Monat | WSK W=Weitester Seherkreis Woche | n von 7 MW=durchschnittliche Anzahl gesehener Tage pro Woche



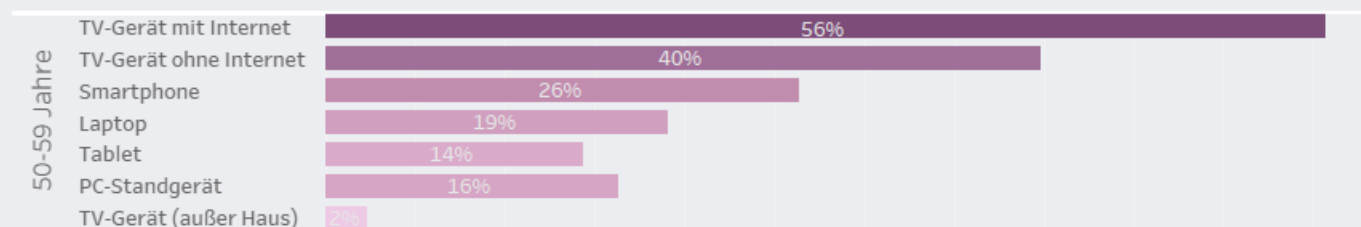
	vorhanden	WSK M	WSK W	TRW	n von 7 MW
TV-Gerät mit Internet	77%	70%	68%	57%	5,9
TV-Gerät ohne Intern..	49%	41%	39%	31%	5,6
Smartphone	91%	48%	42%	32%	5,3
Laptop	82%	42%	36%	22%	4,4
Tablet	62%	32%	26%	16%	4,4
PC-Standgerät	50%	28%	24%	16%	4,6
TV-Gerät (außer Haus)	12%	4%	3%	2%	4,7



	vorhanden	WSK M	WSK W	TRW	n von 7 MW
TV-Gerät mit Internet	86%	78%	73%	54%	5,1
TV-Gerät ohne Internet	42%	33%	30%	19%	4,4
Smartphone	96%	66%	60%	44%	5,2
Laptop	91%	59%	52%	33%	4,4
Tablet	64%	39%	33%	21%	4,4
PC-Standgerät	50%	34%	30%	18%	4,3
TV-Gerät (außer Haus)	12%	6%	4%	3%	4,0



	vorhanden	WSK M	WSK W	TRW	n von 7 MW
TV-Gerät mit Internet	81%	75%	73%	62%	5,9
TV-Gerät ohne Internet	44%	37%	34%	26%	5,2
Smartphone	93%	51%	43%	31%	5,0
Laptop	84%	43%	35%	21%	4,1
Tablet	67%	34%	28%	17%	4,2
PC-Standgerät	44%	24%	21%	14%	4,5
TV-Gerät (außer Haus)	12%	4%	3%	2%	4,5



	vorhanden	WSK M	WSK W	TRW	n von 7 MW
TV-Gerät mit Internet	69%	64%	62%	56%	6,2
TV-Gerät ohne Internet	55%	48%	46%	40%	6,1
Smartphone	88%	39%	33%	26%	5,5
Laptop	76%	35%	29%	19%	4,6
Tablet	58%	27%	22%	14%	4,5
PC-Standgerät	53%	28%	23%	16%	4,9
TV-Gerät (außer Haus)	12%	4%	3%	2%	5,2

Senderperformance nach Altergruppen

Basis: 15-59 Jahre | Skala: "1 von 7 Tagen" bis "7 von 7 Tagen", "einmal in den letzten 4 Wochen" | TRW=Tagesreichweite

PULS 24

	15-59 Jahre	15-29 Jahre	30-49 Jahre	50-59 Jahre
Durchschnitt	18%	15%	17%	23%
PRO 7	31%	32%	30%	30%
PULS 4	26%	22%	25%	32%
SAT.1	23%	21%	21%	28%
ATV	23%	18%	23%	30%
KABEL 1	19%	16%	18%	24%
KABEL 1 DOKU	14%	11%	13%	18%
ATV 2	14%	12%	12%	20%
SIXX	13%	14%	13%	12%
PRO 7 MAXX	12%	14%	11%	11%
SAT.1 GOLD	11%	10%	9%	14%
PULS 24	14%	12%	14%	18%
ORF 1	41%	34%	41%	50%
ORF 2	39%	25%	37%	60%
ORF III	15%	11%	12%	25%
RTL	27%	23%	26%	32%
VOX	23%	18%	23%	29%
RTL II	19%	19%	17%	21%
SUPER RTL	14%	14%	14%	15%
N-TV	12%	10%	11%	15%
RTL PLUS	12%	11%	10%	17%
NITRO	11%	9%	10%	13%
SERVUS TV	23%	14%	22%	35%
DMAX	14%	13%	14%	14%
COMEDY CENTRAL	8%	12%	7%	4%
Welt (N24)	10%	10%	10%	12%
oe24	10%	9%	10%	14%
ZDF	19%	13%	17%	30%
ARD	17%	10%	15%	28%
ZDF NEO	12%	8%	11%	18%
Phoenix	8%	8%	7%	10%
ZDF Info	14%	12%	13%	20%

Mediatheken nach Altergruppen

Basis: 15-59 Jahre | Skala: "1 von 7 Tagen" bis "7 von 7 Tagen", "einmal in den letzten 4 Wochen" | TRW=Tagesreichweite

	15-59 Jahre	15-29 Jahre	30-49 Jahre	50-59 Jahre
Durchschnitt	8%	11%	6%	6%
ProSieben	9%	15%	7%	7%
PULS 4	7%	10%	6%	7%
ATV	7%	11%	6%	7%
Sat.1	7%	11%	5%	6%
ProSieben Maxx	5%	10%	4%	3%
PULS 24	7%	9%	5%	7%
Kabel Eins	6%	10%	4%	5%
Kabeleins Doku	5%	8%	4%	4%
Galileo.tv	5%	10%	4%	3%
Sixx	5%	9%	4%	3%
Sat.1Gold	5%	9%	4%	4%
ORF	25%	19%	26%	30%
tvnow	7%	11%	6%	3%
RTL	6%	9%	4%	5%
Twitch.tv	6%	13%	5%	2%

BVOD nach Altergruppen

Basis: 15-59 Jahre | Skala: "1 von 7 Tagen" bis "7 von 7 Tagen", "einmal in den letzten 4 Wochen" | TRW=Tagesreichweite | WSK M=Weitester Seherkreis Monat | WSK W=Weitester Seherkreis Woche
| n von 7 MW=durchschnittliche Anzahl gesehener Tage pro Woche

	15-59 Jahre					15-29 Jahre					30-49 Jahre					50-59 Jahre					
	bekannt	WSK Monat	WSK Woche	TRW	n von 7 MW	bekannt	WSK Monat	WSK Woche	TRW	n von 7 MW	bekannt	WSK Monat	WSK Woche	TRW	n von 7 MW	bekannt	WSK Monat	WSK Woche	TRW	n von 7 MW	
ProSieben	83%	26%	18%	9%	3,4	90%	40%	30%	15%	3,5	80%	21%	14%	7%	3,3	79%	17%	11%	6%	3,5	ProSieben
PULS 4	81%	22%	15%	7%	3,3	87%	29%	21%	10%	3,2	78%	19%	12%	6%	3,1	80%	19%	12%	7%	3,9	PULS 4
Sat.1	79%	20%	14%	7%	3,3	84%	28%	21%	11%	3,5	76%	17%	11%	5%	3,1	79%	17%	11%	6%	3,5	Sat.1
ATV	81%	23%	16%	7%	3,2	85%	30%	23%	11%	3,4	78%	20%	14%	6%	3,0	79%	18%	12%	6%	3,5	ATV
Kabel Eins	77%	17%	13%	6%	3,4	84%	23%	19%	10%	3,6	73%	14%	10%	4%	3,0	76%	14%	9%	4%	3,4	Kabel Eins
Sixx	74%	16%	11%	5%	3,2	81%	24%	19%	9%	3,3	71%	13%	9%	4%	3,1	68%	9%	6%	2%	3,0	Sixx
PULS 24	80%	21%	14%	7%	3,2	84%	25%	19%	9%	3,3	78%	18%	12%	5%	3,1	81%	21%	13%	6%	3,4	PULS 24
ProSieben Maxx	72%	15%	11%	5%	3,3	81%	24%	20%	10%	3,6	68%	11%	8%	4%	3,1	67%	9%	5%	2%	3,1	ProSieben Maxx
Kabeleins Doku	72%	16%	11%	5%	3,3	75%	20%	16%	8%	3,5	69%	13%	9%	4%	3,1	71%	12%	7%	3%	3,2	Kabeleins Doku
Galileo.tv	70%	15%	11%	5%	3,4	78%	24%	18%	10%	3,7	65%	12%	8%	4%	3,0	64%	9%	5%	2%	3,2	Galileo.tv
Sat.1Gold	70%	14%	10%	5%	3,6	77%	19%	16%	9%	3,7	66%	11%	7%	4%	3,5	70%	10%	6%	3%	3,5	Sat.1Gold
ORF	92%	54%	41%	25%	4,3	94%	55%	38%	19%	3,5	92%	53%	41%	26%	4,5	92%	57%	45%	34%	5,3	ORF
RTL	81%	18%	13%	6%	3,3	86%	25%	19%	9%	3,4	79%	16%	10%	4%	3,1	76%	13%	9%	4%	3,4	RTL
tvnow	66%	20%	13%	7%	3,5	81%	32%	23%	11%	3,3	65%	17%	11%	6%	3,7	41%	8%	4%	2%	3,2	tvnow
Twitch.tv	51%	16%	12%	6%	3,8	75%	33%	25%	13%	3,7	45%	11%	8%	5%	4,0	31%	3%	2%	1%	3,5	Twitch.tv

SVOD nach Altergruppen

Basis: 15-59 Jahre | Skala: "1 von 7 Tagen" bis "7 von 7 Tagen", "einmal in den letzten 4 Wochen" | TRW=Tagesreichweite | WSK M=Weitester Seherkreis Monat | WSK W=Weitester Seherkreis Woche
| n von 7 MW=durchschnittliche Anzahl gesehener Tage pro Woche

	15-59 Jahre					15-29 Jahre					30-49 Jahre					50-59 Jahre					
	bekannt	WSK Monat	WSK Woche	TRW	n von 7 MW	bekannt	WSK Monat	WSK Woche	TRW	n von 7 MW	bekannt	WSK Monat	WSK Woche	TRW	n von 7 MW	bekannt	WSK Monat	WSK Woche	TRW	n von 7 MW	
Zappn	68%	16%	12%	6%	3,4	73%	22%	19%	10%	3,6	66%	16%	11%	5%	3,2	54%	6%	4%	2%	3,3	Zappn
Quipp	36%	11%	9%	5%	3,6	47%	21%	18%	9%	3,6	35%	11%	9%	5%	3,8	16%	1%	1%	0%	4,0	Quipp
YouTube	99%	88%	76%	51%	4,7	99%	95%	89%	66%	5,1	99%	90%	76%	49%	4,4	98%	69%	51%	30%	4,1	YouTube
Netflix	98%	58%	52%	36%	4,8	99%	81%	76%	53%	4,9	99%	55%	49%	34%	4,8	92%	26%	20%	12%	4,3	Netflix
Amazon Prime Video	97%	59%	47%	27%	4,0	98%	68%	55%	31%	3,9	98%	61%	50%	28%	4,0	89%	33%	24%	14%	4,0	Amazon Prime Video
Apple iTunes Video/Filme	83%	14%	11%	6%	3,7	91%	23%	18%	11%	4,2	83%	13%	9%	4%	3,1	66%	6%	4%	2%	3,2	Apple iTunes Video/Filme
IGTV	42%	16%	13%	7%	3,8	64%	35%	30%	17%	3,9	37%	10%	8%	4%	3,7	24%	2%	1%	1%	3,3	IGTV
DAZN	69%	15%	13%	6%	3,5	74%	25%	21%	11%	3,7	68%	14%	11%	5%	3,3	58%	6%	4%	2%	3,6	DAZN
Spox	37%	8%	7%	4%	3,9	44%	17%	14%	8%	4,0	35%	6%	5%	3%	3,8	28%	1%	1%	0%	3,1	Spox
Sky	96%	21%	18%	11%	4,4	96%	28%	24%	13%	3,9	97%	20%	18%	11%	4,5	94%	13%	11%	8%	5,3	Sky
A1 TV Videothek	42%	11%	9%	6%	4,5	47%	16%	13%	8%	4,0	41%	9%	7%	5%	4,7	32%	6%	5%	4%	5,7	A1 TV Videothek
UPC on Demand	73%	13%	10%	6%	4,4	74%	19%	14%	8%	4,0	73%	12%	10%	6%	4,4	68%	8%	6%	5%	5,2	UPC on Demand

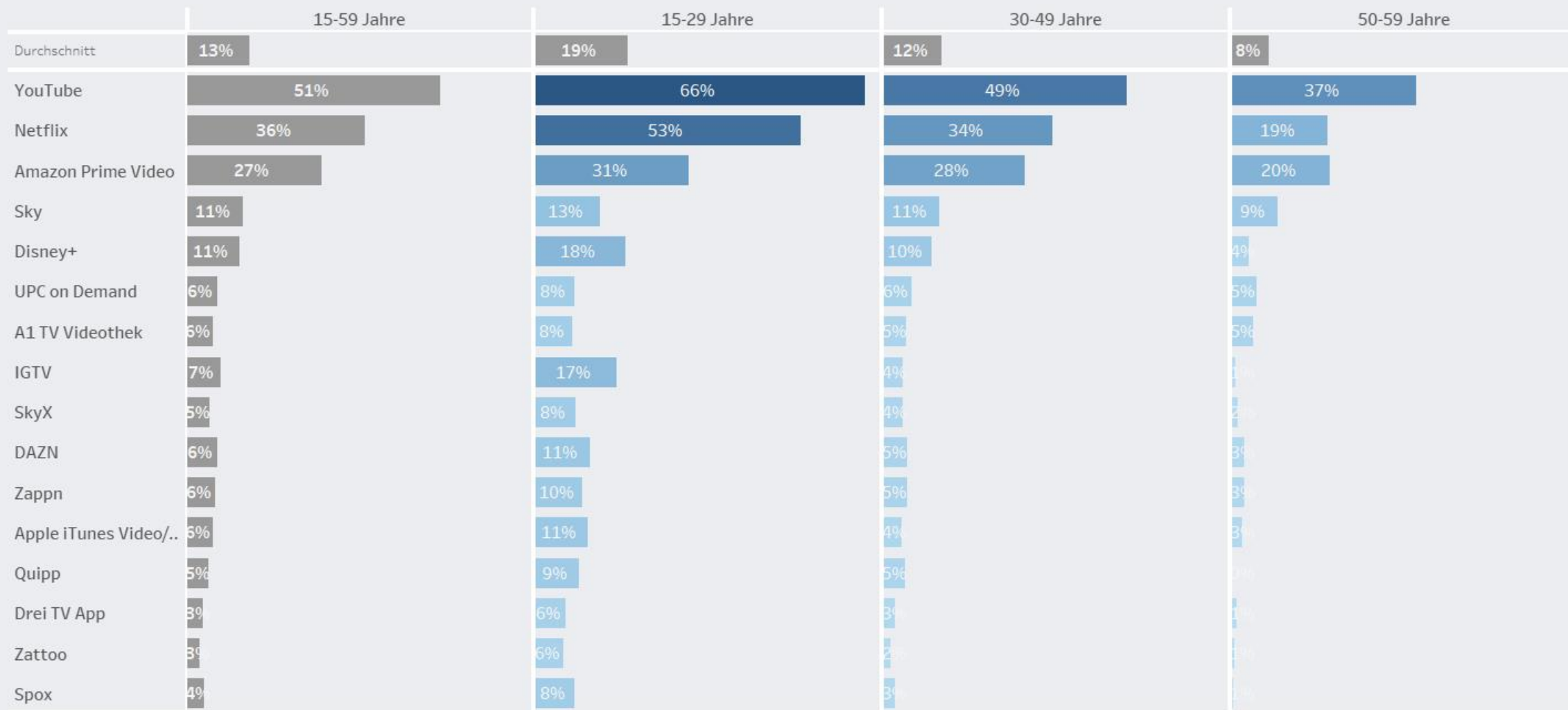
Senderperformance nach Altergruppen

Basis: 15-59 Jahre | Skala: "1 von 7 Tagen" bis "7 von 7 Tagen", "einmal in den letzten 4 Wochen" | TRW=Tagesreichweite | WSK M=Weitester Seherkreis Monat | WSK W=Weitester Seherkreis Woche | n von 7 MW=durchschnittliche Anzahl gesehener Tage pro Woche

	15-59 Jahre					15-29 Jahre					30-49 Jahre					50-59 Jahre				
	bekannt	WSK Monat	WSK Woche	TRW	n von 7 MW	bekannt	WSK Monat	WSK Woche	TRW	n von 7 MW	bekannt	WSK Monat	WSK Woche	TRW	n von 7 MW	bekannt	WSK Monat	WSK Woche	TRW	
PRO 7	99%	70%	57%	31%	3,8	98%	71%	58%	32%	3,9	99%	70%	56%	30%	3,7	99%	68%	53%	29%	PRO 7
PULS 4	99%	66%	50%	26%	3,6	98%	60%	44%	22%	3,4	99%	66%	50%	25%	3,5	99%	63%	48%	25%	PULS 4
SAT.1	99%	64%	49%	23%	3,3	98%	59%	45%	21%	3,3	99%	64%	47%	21%	3,2	98%	68%	53%	27%	SAT.1
ATV	98%	63%	48%	23%	3,4	96%	52%	40%	18%	3,2	99%	65%	48%	23%	3,3	99%	67%	51%	26%	ATV
KABEL 1	97%	56%	42%	19%	3,2	96%	47%	36%	16%	3,2	98%	57%	41%	18%	3,1	92%	46%	33%	16%	KABEL 1
KABEL 1 DOKU	91%	42%	30%	14%	3,3	88%	33%	24%	11%	3,3	91%	43%	30%	13%	3,1	88%	39%	27%	13%	KABEL 1 DOKU
ATV 2	95%	44%	31%	14%	3,1	92%	34%	25%	12%	3,3	95%	43%	30%	12%	2,9	91%	45%	32%	16%	ATV 2
SIXX	93%	43%	30%	13%	3,1	94%	41%	29%	14%	3,3	93%	43%	30%	13%	3,1	97%	58%	42%	20%	SIXX
PRO 7 MAXX	90%	37%	26%	12%	3,2	92%	39%	30%	14%	3,4	90%	36%	25%	11%	3,0	95%	51%	36%	17%	PRO 7 MAXX
SAT.1 GOLD	90%	34%	23%	11%	3,3	89%	30%	21%	10%	3,4	90%	32%	21%	9%	3,1	85%	32%	20%	9%	SAT.1 GOLD
PULS 24	92%	44%	31%	14%	3,3	92%	38%	26%	12%	3,3	92%	44%	31%	14%	3,2	86%	35%	22%	9%	PULS 24
ORF 1	99%	77%	66%	41%	4,4	98%	73%	60%	34%	3,9	99%	77%	65%	41%	4,4	100%	87%	83%	69%	ORF 1
ORF 2	99%	71%	60%	39%	4,6	98%	62%	48%	25%	3,7	99%	70%	57%	37%	4,5	100%	84%	75%	52%	ORF 2
ORF III	96%	47%	33%	15%	3,2	94%	33%	24%	11%	3,2	96%	45%	29%	12%	3,0	98%	73%	58%	31%	ORF III
RTL	99%	65%	50%	27%	3,7	98%	58%	45%	23%	3,5	99%	66%	51%	26%	3,6	99%	67%	51%	29%	RTL
VOX	98%	62%	48%	23%	3,4	96%	54%	41%	18%	3,1	99%	63%	49%	23%	3,3	98%	62%	47%	25%	VOX
RTL II	98%	55%	40%	19%	3,3	97%	51%	39%	19%	3,5	99%	54%	39%	17%	3,2	92%	44%	30%	15%	RTL II
SUPER RTL	98%	44%	30%	14%	3,3	97%	39%	28%	14%	3,5	98%	44%	30%	14%	3,2	83%	35%	24%	11%	SUPER RTL
N-TV	91%	37%	25%	12%	3,3	82%	29%	21%	10%	3,2	95%	37%	24%	11%	3,1	94%	47%	33%	15%	N-TV
RTL PLUS	91%	36%	25%	12%	3,2	87%	29%	22%	11%	3,3	91%	33%	22%	10%	3,1	97%	54%	39%	18%	RTL PLUS
NITRO	88%	34%	24%	11%	3,1	84%	27%	20%	9%	3,2	90%	35%	23%	10%	3,0	97%	46%	30%	13%	NITRO
SERVUS TV	98%	60%	45%	23%	3,6	96%	43%	31%	14%	3,1	98%	62%	45%	22%	3,4	99%	77%	64%	39%	SERVUS TV
DMAX	90%	41%	29%	14%	3,4	89%	40%	28%	13%	3,3	92%	43%	30%	14%	3,4	81%	32%	22%	11%	DMAX
COMEDY CENTRAL	81%	24%	16%	8%	3,4	86%	33%	24%	12%	3,6	85%	24%	15%	7%	3,3	59%	11%	6%	3%	COMEDY CENTRAL
oe24	89%	31%	21%	10%	3,5	86%	27%	20%	9%	3,2	89%	30%	20%	10%	3,3	91%	39%	26%	15%	oe24
ZDF	98%	58%	41%	19%	3,3	97%	45%	32%	13%	2,9	99%	56%	38%	17%	3,1	99%	80%	66%	40%	ZDF
ARD	97%	50%	36%	17%	3,3	92%	34%	23%	10%	3,0	98%	49%	34%	15%	3,2	99%	76%	62%	36%	ARD
ZDF NEO	89%	38%	27%	12%	3,2	84%	27%	19%	8%	3,2	91%	38%	26%	11%	3,0	91%	55%	41%	21%	ZDF NEO

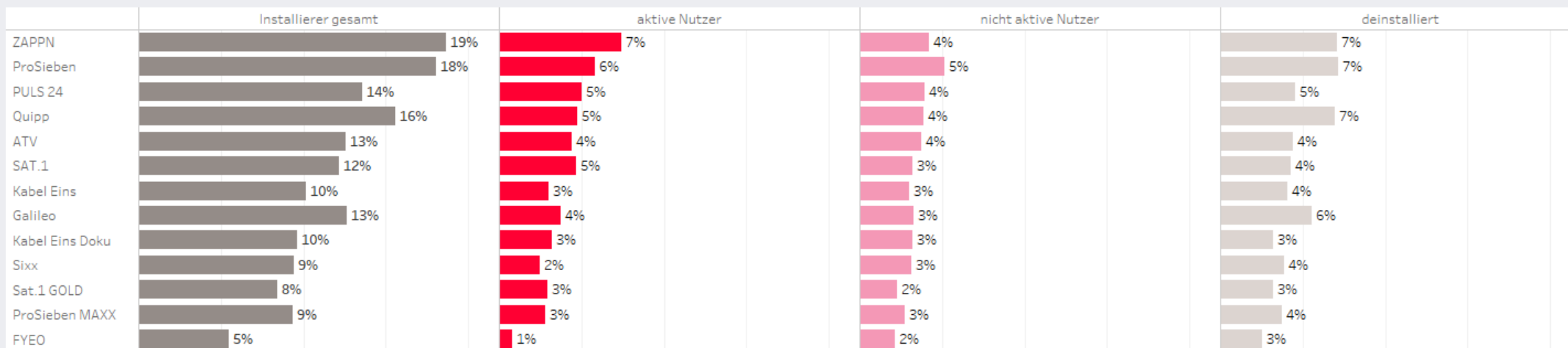
SVOD nach Altergruppen

Basis: 15-59 Jahre | Skala: "1 von 7 Tagen" bis "7 von 7 Tagen", "einmal in den letzten 4 Wochen" | TRW=Tagesreichweite

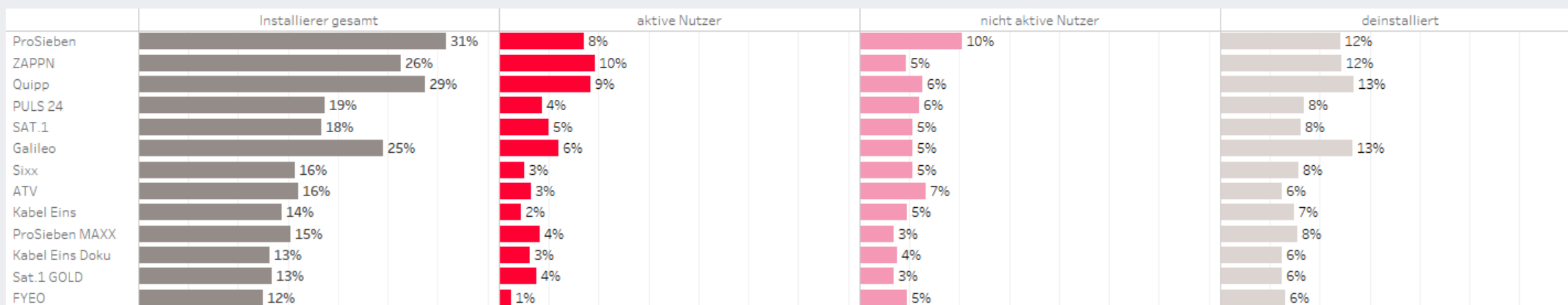


Haben Sie folgende Apps installiert?

Zielgruppe: 15-59 Jahre



Zielgruppe: 15-29 Jahre



Wo und über welche Kanäle nutzen Sie Sendungen des Senders ... - auch Ausschnitte und Bonus-Material?

Zielgruppe: 15-59 Jahre

PULS 24

