Meltwater

Why do marketers use social listening?
according to Meltwater's State of Social Media 2024

55%
To better understand my target audience

43%
To manage brand reputation

34%
To raise brand awareness

29%
To gather and analyze consumer insights

30%
To benchmark against competitors

23%
To identify and manage a crisis

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

Meltwater
State of Social Media 2024

Download the report

Digital 2024 Germany — 16 sur 136 — françaisBien sûr! Voici la retranscription textuelle de l'image:

We are Social

Think Forward

THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED

Dive into We Are Social's latest trends report.

Attention layering

EVERYDAY FANDOM

Mischief Mode

The Offline Internet

Post Representation

Explore the trends:
ThinkForward.WeAreSocial.com

PARTNER CONTENT

Texte en bas:
Digital 2024 Germany
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Germany

Overview of the Adoption and Use of Connected Devices and Services

Note: Significant revisions to source data mean that figures shown here are not comparable with previous reports. See the important notes at the start of this report for details.

Total Population:
83.28 Million
Year-on-Year Change:
-0.04% (-37 thousand)
Urbanisation:
77.9%

Cellular Mobile Connections:
121.0 Million
Year-on-Year Change:
+2.8% (+3.3 million)
Total vs. Population:
145.2%

Individuals Using the Internet:
77.70 Million
Year-on-Year Change:
+0.2% (+165 thousand)

Total vs. Population:
93.3%

Social Media User Identities:
67.80 Million
Year-on-Year Change:
-4.4% (-3.1 million)
Total vs. Population:
81.4%

Sources (in smaller text): UN; Government authorities; GSMA Intelligence; ITU; Eurostat; CNNIC; Kantar IBOPE Media; Platform reports; OCID; DTAC Research Center; Kepios analysis; Advisory; Social Media User Identities are not necessarily unique individuals.
Comparative Sources: Reports for base periods.

This slide is numbered "15 sur 136" (15 of 136) and includes "Digital 2024 Germany" at the bottom as well as logos for "We Are Social" and "Meltwater".
JAN 2024
POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION
83.28 MILLION

FEMALE POPULATION
50.6%

MALE POPULATION
49.4%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION
-0.04%
-37 THOUSAND

MEDIAN AGE OF THE POPULATION
45.0

URBAN POPULATION
77.9%

POPULATION DENSITY (PEOPLE PER KM²)
238.9

OVERALL LITERACY (ADULTS AGED 15+)
99.0%

FEMALE LITERACY (ADULTS AGED 15+)
99.0%

MALE LITERACY (ADULTS AGED 15+)
99.0%

Germany Flag

SOURCES:
KEPOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN DATA, INDEMNATION, INDEMA.

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AGE DISTRIBUTION OF THE POPULATION
THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION

GERMANY

AGE 0-4
3.86 M
4.6%

AGE 5-9
4.03 M
4.8%

AGE 10-14
3.77 M
4.5%

AGE 15-19
3.80 M
4.6%

AGE 20-24
4.28 M
5.1%

AGE 25-29
4.84 M
5.8%

AGE 30-34
5.33 M
6.4%

AGE 35-39
5.48 M
6.6%

AGE 40-44
5.29 M
6.4%

AGE 45-49
4.86 M
5.8%

AGE 50-54
5.53 M
6.6%

AGE 55-59
6.73 M
8.1%

AGE 60-64
6.38 M
7.7%

AGE 65-69
5.20 M
6.2%

AGE 70-74
4.40 M
5.3%

AGE 75-79
3.19 M
3.8%

AGE 80-84

2.97 M
3.5%

AGE 85-89
2.06 M
2.3%

AGE 90-94
756 K
0.9%

AGE 95-99
207 K
0.2%

AGE 100+
161 K
<0.1%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. NOTES: PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE ASTERISKS ARE SHOWN NEXT TO FIGURES, VALUES ARE: *EX = 12,000; M = 12,000,000; T = 12 MILLION; B= 12 BILLION; C = ABBREVATION FOR TRILLION, W = WAIVER NOTE. WHERE NOT LETTERS IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN PREVIOUS EDITIONS.

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Digital 2024 Germany
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Ø=ÜÑØ=Ý Ø<ß Ø=Üä'•!©þ Ø=Ü¬Ø=ÜÚ françaisJAN 2024

POPULATION OVER TIME
POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

JAN 2014: 81.8 M (+0.3%)
JAN 2015: 82.0 M (+0.3%)
JAN 2016: 82.2 M (+0.4%)
JAN 2017: 82.5 M (+0.3%)
JAN 2018: 82.8 M (+0.3%)
JAN 2019: 83.0 M (+0.3%)
JAN 2020: 83.3 M (+0.3%)

JAN 2021: 83.4 M (+0.1%)
JAN 2022: 83.4 M (+0.04%)
JAN 2023: 83.3 M (-0.1%)
JAN 2024: 83.3 M (-0.04%)

SOURCES:
UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPOS ANALYSIS.

NOTE:
WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS: “K” DENOTES THOUSANDS (E.G. 123.4K = 123,400), “M” DENOTES MILLIONS (E.G. 12.3M = 12,300,000), “B” DENOTES BILLIONS (E.G. 1.23B = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.
COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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Digital 2024 Germany   20 sur 136Voici le contenu de l'image retranscrit de manière textuelle :

JAN 2024

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

1. **ANY KIND OF MOBILE PHONE**
   - **97.0%**
   - Year-on-year change: +1.5% (+140 BPS)

2. **SMART PHONE**
   - **96.8%**
   - Year-on-year change: +1.7% (+160 BPS)

3. **FEATURE PHONE**
   - **2.1%**
   - Year-on-year change: -16.0% (-40 BPS)

4. **LAPTOP OR DESKTOP COMPUTER**
   - **78.4%**

- Year-on-year change: +2.2% (+170 BPS)

5. **TABLET DEVICE**
   - **53.6%**
   - Year-on-year change: +3.5% (+180 BPS)

6. **GAMES CONSOLE**
   - **36.7%**
   - Year-on-year change: +4.6% (+160 BPS)

7. **SMART WATCH OR SMART WRISTBAND**
   - **35.0%**
   - Year-on-year change: +5.7% (+190 BPS)

8. **TV STREAMING DEVICE**
   - **29.2%**
   - Year-on-year change: +3.9% (+110 BPS)

9. **SMART HOME DEVICE**
   - **12.9%**
   - Year-on-year change: +9.3% (+110 BPS)

10. **VIRTUAL REALITY DEVICE**
    - **3.2%**
    - Year-on-year change: -22.0% (-90 BPS)

Source : GWI Q1 2023 | Figures represent the findings of a broad survey of internet users aged 16 to 64 (etc). See notes on data.

Note : Percentage change values represent relative change (i.e. an increase of 10% from a starting value of 50% would equal 5%, not 10%). "BPS" values represent basis points, and indicate absolute change.

COMPARABILITY: Methodology changes. See notes on data.

Logo: We are social, Meltwater

Flag: Germany

JAN 2024 DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

1. **Time Spent Using the Internet**
   - 5H 22M
   - Year-on-Year Change: +3.1% (+9 MINS)

2. **Time Spent Watching Television (Broadcast and Streaming)**
   - 3H 23M
   - Year-on-Year Change: -4.2% (-8 MINS)

3. **Time Spent Using Social Media**
   - 1H 39M
   - Year-on-Year Change: -2.2% (-2 MINS)

4. **Time Spent Reading Press Media (Online and Physical Print)**
   - 1H 14M
   - Year-on-Year Change: -25.3% (-24 MINS)

5. **Time Spent Listening to Music Streaming Services**
   - 1H 15M
   - Year-on-Year Change: -6.2% (-4 MINS)

6. **Time Spent Listening to Broadcast Radio**
   - 1H 25M
   - Year-on-Year Change: -6.2% (-5 MINS)

7. **Time Spent Listening to Podcasts**
   - 0H 36M
   - Year-on-Year Change: -21.1% (-9 MINS)

8. **Time Spent Using a Games Console**
   - 0H 49M
   - Year-on-Year Change: -4.8% (-2 MINS)

- SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE WEARESOCIAL.NET NOTES: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION FIGURES INCLUDE BROADCAST AND CABLE TELEVISION AND CONTEMPORARY VIEWING SUCH AS VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES APPLY. SEE NOTES ON DATA.

- **Germany**
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- Slide: 25 sur 136
- Bottom text elements:
  - Three icons for various functionalities (mode change, settings, language selection).Jan 2024

FINANCIAL AND DEVELOPMENTAL INDICATORS
WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP
FLAG
GERMANY

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)
$4.43 TRILLION

GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)
$5.54 TRILLION

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)
$52.8 THOUSAND

GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)
$66.0 THOUSAND

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
$43.0 THOUSAND

PERCENTAGE OF THE POPULATION EARNING LESS THAN $3.65 (2017 PPP) PER DAY
0.2%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER
100%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION
99.2%

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY
100%

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
91.6%

SOURCES: UN; WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021). DEFINITIONS: $3.65 (2017 PPP): REFLECTS LOCAL PURCHASING POWER PARITY;, BASED ON THE WORLD BANK'S 2017 EXCHANGE REFERENCE RATE. BASIC DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION THAT IS USING AN IMPROVED SOURCE. PRIMARY COLLECTOR: THE MOST KNOWLEDGEABLE MEMBER OF HOUSEHOLD AGED 16-64 YEARS OLD. BASIC SANITATION: PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES, WITH NO NON-COMMERCIAL USE. NOTE: COMPARABILITY, FIGURES USE LATEST PUBLISHED DATA FOR INDICATORS FOR EACH OF THE YEARS; INDICATORS THAT DO NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

français**JAN 2024**

INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

GERMANY

```
JAN 2014: 70.5 M (+1.9%)
JAN 2015: 71.8 M (-3.7%)
JAN 2016: 69.2 M (+0.6%)
JAN 2017: 69.6 M (+3.5%)
JAN 2018: 72.0 M (+1.6%)
JAN 2019: 73.2 M (+2.2%)
JAN 2020: 74.8 M (+2.0%)
JAN 2021: 76.2 M (+1.8%)
JAN 2022: 77.6 M (-0.09%)
JAN 2023: 77.5 M (+0.2%)
JAN 2024: 77.7 M
```

SOURCES:

Kepios Analysis (ITU GSMA Intelligence, Eurostat, Google’s Advertising Resources, China, Kantar, IAMAI, Government Resources, United Nations. NOTE: Where listed AR (e.g.: Sweden NET 10 FIGURES, Android AR, ETC), to extend those comparative time slots have been aligned level A1 - 12 Aug 2009, and to further subdivisions level B - 13 Apr 2020 onwards. All figures use the latest available data, but some sources do not publish regular updates, so figures for recent periods may underestimate actual use. See notes on data.)

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*28 sur 136*Bien sûr ! Voici la retranscription textuelle de l'image :

JAN 2024

OVERVIEW OF INTERNET USE
ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL NUMBER OF INTERNET USERS
77.70 MILLION

INTERNET USERS vs. TOTAL POPULATION
93.3%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS
+0.2%
+165 THOUSAND

YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION
+0.3%
+24 BPS

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE
141.0

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES
93.7%

AVERAGE DAILY TIME SPENT USING THE INTERNET
5H 22M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET

+3.1%
+9 MINS

SOURCES: KEPOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSAT; CIA WORLD FACEBOOK; ONICA; KANTAR & IMARA; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS; TIME SPENT AND MOBILE SHARE DATA FROM: GWI Q4 2023 BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM; ADVISORY: FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA, COMPARABILITY, SOURCE AND BASE CHANGES.

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(Drapeau allemand)

Icones diverses représentant les différents indicateurs.

FINJAN 2024

INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

(Germany flag) GERMANY

INTERNET USERS: ITU
77.01 MILLION
vs. POPULATION
92.5%

INTERNET USERS: CIA WORLD FACTBOOK
75.53 MILLION
vs. POPULATION
90.7%

INTERNET USERS: INTERNETWORLDSTATS
79.13 MILLION
vs. POPULATION
95.0%

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (% PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "% POPULATION". COMPARABILITY: POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES. INCLUDING SOURCES NOT LISTED ON THIS SLIDE.JAN 2024

INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

JAN 2014	86.2%	+1.6%
JAN 2015	87.6%	-3.9%
JAN 2016	84.2%	+0.3%
JAN 2017	84.4%	+3.1%
JAN 2018	87.0%	+1.3%
JAN 2019	88.1%	+1.9%
JAN 2020	89.8%	+1.8%
JAN 2021	91.4%	+1.7%
JAN 2022	93.0%	+0.05%
JAN 2023	93.1%	+0.3%
JAN 2024	93.3%	

GERMANY

SOURCES: KPCA ARISIS, ITU, GSMA Intelligence, Eurostat, GlobalWebIndex, Advertising Resources, CNNIC, Kantar IIMRB, Government Resources, United Nations. NOTES: Data is not reported for all of the periods. We use data from the most recent reporting period for previous counts and the relative change in internet adoption. The population total has been calculated using the latest population data from the World Bank and the UN.

DATAREPORTAL©

Sponsors: We Are Social and Meltwater ’Ù>‘y@Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024

[**Germany Flag Image**]

MEDIA USE
THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

USING THE INTERNET VIA A MOBILE PHONE
95.1%
YEAR-ON-YEAR CHANGE
+1.0% (+97 BPS)

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET
94.0%
YEAR-ON-YEAR CHANGE
-1.7% (-159 BPS)

USING SOCIAL MEDIA
90.6%
YEAR-ON-YEAR CHANGE
+2.3% (+208 BPS)

WATCHING LINEAR AND BROADCAST TV
90.7%
YEAR-ON-YEAR CHANGE
-2.3% (-216 BPS)

WATCHING STREAMING AND ON-DEMAND TV
71.6%
YEAR-ON-YEAR CHANGE
+0.1% (+11 BPS)

READING ONLINE PRESS CONTENT
71.9%
YEAR-ON-YEAR CHANGE
-2.2% (-163 BPS)

READING PHYSICAL PRESS CONTENT

68.4%
YEAR-ON-YEAR CHANGE
-5.1% (-364 BPS)

LISTENING TO BROADCAST RADIO
83.1%
YEAR-ON-YEAR CHANGE
-2.9% (-249 BPS)

LISTENING TO MUSIC STREAMING SERVICES
63.1%
YEAR-ON-YEAR CHANGE
+4.8% (+287 BPS)

LISTENING TO PODCASTS
58.2%
YEAR-ON-YEAR CHANGE
+0.8% (+48 BPS)

SOURCE: GWI Q3 2023
FIGURES REPRESENT FINDINGS OF A GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE METHODOLOGY).
NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN EACH METRIC YEAR ON YEAR. COMPARABILITY OF THESE FIGURES COULD BE LIMITED, SO IT'S UNWISE TO MAKE ABSOLUTE COMPARISONS UNTIL MORE ROBUST HISTORICAL DATA IS AVAILABLE.
1 BASIS POINT (BP) = 0.01%. FOR EXAMPLE, AN INCREASE OF 100 BASIS POINTS IS AN INCREASE OF 1 PER CENTAGE POINT. FIGURES MARKED 'GWI' ARE BASED ON OUR UNIQUE INDICATORS OF MEDIA BEHAVIOR ACCORDING TO TIME SPENT CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM THAT REPORTED BY INDIVIDUALS OR BUSINESSES WITHIN THE MEDIA INDUSTRY. ADDITIONAL NOTES AND METHODOLOGY CAN BE FOUND IN OUR COMPANION REPORTS AT DATAREPORTAL.COM.

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Page number: 24
Total pages: 136
Language option: Français

If you need further details or a different format, feel free to ask!JAN 2024
DAILY TIME SPENT USING THE INTERNET
AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE

INTERNET EACH DAY

[Flag of Germany with the text "GERMANY"]

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
5H 22M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
2H 36M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
2H 46M

MOBILE’S SHARE OF TOTAL DAILY INTERNET TIME
48.5%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

[Logos of We Are Social and Meltwater]

[Icons for navigation, zoom, and language]D'accord, voici la retranscription textuelle de l'image :

JAN 2024
MAIN REASONS FOR USING THE INTERNET
PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

Germany

1. FINDING INFORMATION - 71.3%
2. STAYING IN TOUCH WITH FRIENDS AND FAMILY - 59.0%
3. RESEARCHING HOW TO DO THINGS - 58.4%
4. KEEPING UP TO DATE WITH NEWS AND EVENTS - 57.5%
5. RESEARCHING PRODUCTS AND BRANDS - 56.9%
6. FILLING UP SPARE TIME AND GENERAL BROWSING - 56.5%
7. RESEARCHING PLACES, VACATIONS AND TRAVEL - 51.6%
8. FINDING NEW IDEAS OR INSPIRATION - 50.2%

9. WATCHING VIDEOS, TV SHOWS OR MOVIES - 49.9%
10. ACCESSING AND LISTENING TO MUSIC - 49.1%
11. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS - 40.1%
12. MANAGING FINANCES AND SAVINGS - 32.9%
13. EDUCATION AND STUDY-RELATED PURPOSES - 28.3%
14. GAMING - 27.6%
15. ORGANISING DAY-TO-DAY LIFE - 26.8%

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.
COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

INTERNET CONNECTION SPEEDS
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

Median Speed of Mobile Internet Connections
- Download (Mbps): 57.44
- Upload (Mbps): 11.97
- Latency (ms): 27

Year-on-Year Change in Median Speed of Mobile Internet Connections
- Download: +2.2%
- Upload: +9.5%
- Latency: -3.6%

Median Speed of Fixed Internet Connections
- Download (Mbps): 89.93
- Upload (Mbps): 31.82
- Latency (ms): 13

Year-on-Year Change in Median Speed of Fixed Internet Connections
- Download: +11.7%
- Upload: +17.4%
- Latency: 0%

SOURCE: Ookla. NOTE: Figures represent median download and upload speeds in megabits per second, and median connection latency in milliseconds in November 2023. TIPS: A negative value for year-on-year change in latency represents an improvement, because lower latency should result in faster content delivery.

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SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

MOBILE PHONES
48.17%
YEAR-ON-YEAR CHANGE
-5.2% (-262 BPS)

LAPTOP AND DESKTOP COMPUTERS
49.71%
YEAR-ON-YEAR CHANGE
+6.7% (+310 BPS)

TABLET DEVICES
2.06%
YEAR-ON-YEAR CHANGE
-19.2% (-49 BPS)

OTHER DEVICES
0.06%
YEAR-ON-YEAR CHANGE
+20.0% (+1 BP)

Source: Statcounter.
Notes: Figures represent the number of web pages served to browsers running on each type of device compared with the total number of web pages served to browsers running on any device in December 2023. Percentage change figures represent the change in percentage (e.g., an increase of 10% from a starting value of 50% would equal 55%, not 60%). 'BPS' values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

Icons:
- Left arrow (navigation)
- Magnifying glass (search)
- Download icon
- Language icon with "français" (French)

Meltwater logo
We Are Social logoVoici la retranscription textuelle de l'image :

JAN 2024

SHARE OF WEB TRAFFIC BY BROWSER
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

Allemagne (drapeau allemand)

CHROME 49.6%

SAFARI 21.7%

FIREFOX 9.8%

EDGE 8.3%

SAMSUNG INTERNET 5.0%

OPERA 4.4%

ANDROID 0.3%

OTHERS 1.0%

38

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN DECEMBER 2023.

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---JAN 2024

MOBILE’S SHARE OF WEB TRAFFIC (YOY)
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

DEC 2013
10.90%
+100.0%

DEC 2014
21.83%
+2.2%

DEC 2015
22.30%
+32.3%

DEC 2016
29.51%
+26.9%

DEC 2017
37.44%
+6.3%

DEC 2018
39.79%
+11.1%

DEC 2019
44.21%
[=0%]

DEC 2020
44.21%
-1.0%

DEC 2021

43.79%
+16.0%

DEC 2022
50.79%
-5.2%

DEC 2023
48.17%

Source: StatCounter. NOTES: Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (e.g. an increase of 20% from 5 starting value of 50% would equal 60%, not 70%).

Voici la retranscription textuelle de l'image :

JAN 2024

TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

1. CHAT AND MESSAGING - 93.5%
2. SHOPPING, AUCTIONS, OR CLASSIFIEDS - 90.3%
3. SEARCH ENGINES OR WEB PORTALS - 88.2%
4. SOCIAL NETWORKS - 88.0%
5. EMAIL - 77.6%
6. WEATHER - 63.5%
7. MAPS, PARKING, OR LOCATION-BASED SERVICES - 58.6%
8. NEWS - 52.0%
9. MUSIC - 46.6%
10. BANKING, INVESTING, OR INSURANCE - 38.0%
11. ENTERTAINMENT - 36.5%
12. GAMES - 35.4%
13. TRAVEL - 31.1%
14. COUPONS, DEALS, OR PRICE COMPARISONS - 28.0%

15. SPORTS - 25.9%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES; SEE NOTES ON DATA.

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Éléments graphiques :
- Drapeau de l'Allemagne.
- Logos de Meltwater et We Are Social.

---Bien sûr, voici la transcription textuelle de l'image:

JAN 2024

DEVICES USED TO ACCESS THE INTERNET

Percentage of internet users aged 16 to 64 who use each kind of device to access the internet.

MOBILE PHONE (ANY)
- 93.7%
- Year-on-year change: +5.6% (+500 BPS)

LAPTOP OR DESKTOP (ANY)
- 78.9%
- Year-on-year change: +1.3% (+100 BPS)

SMART PHONE
- 92.8%
- Year-on-year change: +5.2% (+460 BPS)

FEATURE PHONE
- 2.2%
- Year-on-year change: +37.5% (+60 BPS)

TABLET DEVICE

- 47.0%
- Year-on-year change: +4.2% (+190 BPS)

PERSONAL LAPTOP OR DESKTOP
- 72.5%
- Year-on-year change: +0.3% (+20 BPS)

WORK LAPTOP OR DESKTOP
- 28.1%
- Year-on-year change: -0.7% (-20 BPS)

CONNECTED TELEVISION
- 40.7%
- Year-on-year change: +5.7% (+220 BPS)

SMART HOME DEVICE
- 19.7%
- Year-on-year change: +27.1% (+420 BPS)

GAMES CONSOLE
- 19.0%
- Year-on-year change: +5.0% (+90 BPS)

Source: GWI Q4 2021 figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: "Mobile Phone (Any)" includes users who access via a smartphone or a feature phone. "Laptop or Desktop (Any)" includes users who access via either a work computer or a personal computer provided by their employer. Percentage change values reflect relative change; "BPS" values show the change in basis points, and reflect absolute change.

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NOTES ON DATA

Source: GWI Q4 2023 figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: "Mobile Phone (Any)" includes users who access via a smartphone or feature phone. "Laptop or Desktop (Any)" includes users who access via either work computer or personal computer provided by their employer. Percentage change values reflect relative change; "BPS" values show the change in basis points, and reflect absolute change. **Comparability**: Methodology changes see notes on data.

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---JAN 2024
SHARE OF SEARCH ENGINE REFERRALS
PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

1. GOOGLE: 91.8%
2. BING: 4.7%
3. YAHOO!: 0.9%
4. YANDEX: 0.8%
5. DUCKDUCKGO: 0.6%
6. ECOSIA: 0.6%
7. BAIDU: 0.2%
8. OTHERS: 0.4%

SOURCE: STATCOUNTER: NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). RPTS VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE (FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING).

GERMANY

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anglais | partager | pdf | françaisVoici la retranscription textuelle de l'image fournie :

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JAN 2024
TOP GOOGLE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

| # | SEARCH QUERY | INDEX vs. TOP QUERY |
|---|---|---|
| 01 | WETTER | 100 |
| 02 | GOOGLE | 36 |
| 03 | AMAZON | 36 |
```

04 BILD 31
05 YOUTUBE 27
06 ÜBERSETZER 23
07 EBAY 23
08 BUNDESLIGA 21
09 NEWS 18
10 KLEINANZEIGEN 17

SEARCH QUERY INDEX vs. TOP QUERY
11 FACEBOOK 16
12 MAPS 14
13 EBAY KLEINANZEIGEN 14
14 NACHRICHTEN 11
15 DHL 11
16 DORTMUND 11
17 INSTAGRAM 10
18 IKEA 10
19 TRANSLATE 10
20 WETTER MORGEN 9

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023 NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY TRENDS IN CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX VS. TOP QUERY" COLUMN MEASURES THE SEARCH QUERIES IN EACH CATEGORY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. AS GOOGLE DRAWS GOOGLE TRENDS DATA FROM A SAMPLE, BOTH INDEX ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

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Logo en bas à droite : we are social, Meltwater

Drapeau de l'Allemagne en haut à droite avec l'inscription : GERMANY### JAN 2024
## TV CONSUMPTION AND STREAMING
### EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

#### Percentage of Internet users who watch any kind of TV each month
- **97.6%**
```

Year-on-year change in Internet users who watch any kind of TV
- **0% [UNCHANGED]**

Daily time that Internet users spend watching any kind of TV
- **3H 23M**

Year-on-year change in daily TV viewing time (all forms of content delivery)
- **-4.2% (-8 mins)**

Internet users who stream TV content vs. internet users who watch any kind of TV
- **90.0%**

Daily time spent watching TV content streamed over the Internet
- **1H 14M**

Year-on-year change in daily time spent watching streaming TV content
- **-6.8% (-5 mins)**

Time spent watching streaming TV content as a percentage of total TV time
- **36.4%**

Source:
GWI (Q3 2023). Figures represent the findings of a broad survey of Internet users aged 16 to 64. See GWI.com. Comparability: Methodology changes. See notes on data.

Digital 2024 Germany
- **45 sur 136**

we are social | MeltwaterJAN 2024

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023

#	WEBSITE	TOTAL VISITS (MONTH AVG)	UNIQUE VISITORS (MONTH AVG)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	4.02 B	228 M	22M 36S	3.5
02	YOUTUBE.COM	3.15 B	153 M	36M 21S	6.0
03	AMAZON.DE	487 M	89.7 M	13M 12S	5.6
04	FACEBOOK.COM	421 M	71.8 M	25M 37S	2.7
05	GOOGLE.DE	378 M	84.4 M	16M 25S	4.1
06	WIKIPEDIA.ORG	322 M	64.7 M	10M 58S	2.0

07	ANIWORLD	321 M	18.4 M	41M 06S	5.7
08	PORNHUB.COM	275 M	36.4 M	12M 15S	9.0
09	INSTAGRAM.COM	205 M	50.8 M	18M 33S	3.2
10	BILD.DE	181 M	22.6 M	10M 52S	3.5

#	WEBSITE	TOTAL VISITS (MONTH AVG)	UNIQUE VISITORS (MONTH AVG)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	DUCKDUCKGO.COM	176 M	108.8 M	21M 25S	2.4
12	KLEINANZEIGEN.DE	153 M	35.8 M	16M 31S	7.7
13	BING.COM	146 M	24.8 M	14M 09S	3.1
14	REDDIT.COM	139 M	31.3 M	17M 10S	2.5
15	PAYPAL.COM	137 M	47.1 M	03M 25S	3.1
16	SPIEGEL.DE	134 M	17.5 M	16M 45S	2.4
17	TWITTER.COM	130 M	31.1 M	24M 07S	2.2
18	TIKTOK.COM	128 M	35.7 M	09M 48S	1.9
19	EBAY.DE	118 M	31.6 M	13M 46S	5.5
20	DHL.DE	117 M	31.0 M	12M 46S	1.9

SOURCE: SEMRUSH (FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023). NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT IDENTIFIABLE ACCOUNTS. SITES BUILT AND MAINTAINED IN INDIVIDUALS AS SOME PEOPLE MAY USE MULTIPLE DEVICES. SOME WEBSITES INCLUDED IN THE RANKING MAY CONTAIN ADULT CONTENT.
JAN 2024

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

# WEBSITE	TOTAL VISITS (MONTHLY AVG.)	UNIQUE VISITORS (MONTHLY AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01 GOOGLE.COM	2.52 B	615 M	10M 05S	8.8
02 YOUTUBE.COM	1.01 B	389 M	19M 31S	11.2
03 FACEBOOK.COM	389 M	303 M	8M 48S	7.4
04 GOOGLE.DE	385 M	213 M	8M 24S	11.8
05 AMAZON.DE	360 M	272 M	7M 04S	9.5

06 WIKIPEDIA.ORG	222 M	281 M	3M 55S	3.4
07 BILD.DE	179 M	164 M	4M 45S	3.4
08 T-ONLINE.DE	147 M	136 M	7M 57S	5.7
09 EBAY.DE	146 M	202 M	8M 00S	8.9
10 INSTAGRAM.COM	145 M	225 M	6M 37S	10.7

# WEBSITE	TOTAL VISITS (MONTHLY AVG.)	UNIQUE VISITORS (MONTHLY AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11 WEB.DE	118 M	85.9 M	6M 58S	7.8
12 TWITTER.COM	112 M	179 M	9M 56S	9.2
13 PORNHUB.COM	108 M	130 M	9M 19S	11.4
14 TAGESSCHAU.DE	102 M	160 M	2M 49S	2.8
15 N-TV.DE	944 M	136.4 M	4M 18S	3.3
16 GMX.NET	89.2 M	53.5 M	7M 10S	8.0
17 GOOGLE.COM.BR	81.9 M	235 M	3M 00S	2.7
18 PAYPAL.COM	78.5 M	197 M	2M 56S	5.0
19 FOCUS.DE	76.7 M	141.2 M	4M 57S	2.4
20 KLEINANZEIGEN.DE	76.5 M	142 M	5M 10S	6.5

SOURCE: SIMILARWEB. RANKING AND VALUES ARE BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. NOTES: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING DEVICES, BUT ARE NOT REPRESENTATIVE INDIVIDUALS. ALSO, GERMANY MAY INCLUDE FIGURES ON NON-NATIVE USERS FOR TOTAL VISITS AND UNIQUE VISITORS. COMPLEXITY RANKINGS AND FIGURES FOR ENTRIES WITH AMBIGUOUS NAMES (E.G., ABC.NET) ARE INFERRED BASED ON CONTEXT AND WHOIS. PAID GOOGLE TRAFFIC INCLUSION LIMITS ADVISE AGAINST VISING UNKNOWN DOMAINS.

françaisVoici la retranscription textuelle de l'image :

JAN 2024

WATCHING ONLINE VIDEO CONTENT
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

GERMANY

Type of Video Content	Percentage	YOY Change
ANY KIND OF VIDEO	85.2%	YOY: -0.6% (-50 BPS)
MUSIC VIDEO	33.6%	YOY: +0.3% (+10 BPS)
COMEDY, MEME, OR VIRAL VIDEO	24.0%	YOY: +111.1% (+240 BPS)
VIDEO LIVESTREAM	17.7%	YOY: -0.6% (-10 BPS)
TUTORIAL OR HOW-TO VIDEO	23.7%	YOY: -1.3% (-30 BPS)
EDUCATIONAL VIDEO	15.8%	YOY: [UNCHANGED]
PRODUCT REVIEW VIDEO	14.3%	YOY: -4.7% (-70 BPS)
SPORTS CLIP OR HIGHLIGHTS VIDEO	9.1%	YOY: -8.1% (-80 BPS)
INFLUENCER VIDEOS AND VLOGS	15.8%	YOY: +1.9% (+30 BPS)
GAMING VIDEO	16.7%	YOY: -2.3% (-40 BPS)

Source: GWI Jan 2021 figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: "YOY" figures represent year-on-year change. Percentage change values represent the percentage increase (or decrease) of an initial value of 0.01. would equal 0.01%. Not 1%. "BPS" values represent basis points, and indicate the absolute changes. Comparability: Methodology changes. See notes on data.

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---### JAN 2024
MOST STREAMED CONTENT ON DISNEY+
FLIXPATROL’S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR FULL YEAR 2023

MOST STREAMED MOVIES ON DISNEY+
1) Elemental - 100
2) Avatar: The Way of Water - 93
3) Frozen - 85
4) Black Panther: Wakanda Forever - 69
5) Guardians of the Galaxy Volume 3 - 61
6) Avatar - 56
7) Home Alone - 56
8) Ant-Man and The Wasp: Quantumania - 52
9) The Little Mermaid - 46
10) Home Alone 2: Lost in New York - 40

MOST STREAMED TV SHOWS ON DISNEY+
1) Grey's Anatomy - 100
2) Modern Family - 89
3) Family Guy - 73
4) How I Met Your Mother - 57
5) The Simpsons - 56
6) Criminal Minds - 36
7) The Rookie - 21
8) The Mandalorian - 20
9) Ahsoka - 14
10) Loki - 12

SOURCE: FLIXPATROL | SEE FLIXPATROL.COM
NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL YEAR 2023. “INDEX” VALUES COMBINE THE FLIXPATROL “POINTS” VALUE FOR EACH TITLE INTO THE FLIXPATROL “POINTS” VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

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JAN 2024

ACCESSING ONLINE INFORMATION

Percentage of **Internet Users Aged 16 to 64** who engage in each kind of online activity

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USE A SEARCH ENGINE (e.g., GOOGLE, BING, DUCKDUCKGO) EACH MONTH
- Icon: Magnifying glass in blue circle
- **88.2%**

USE VOICE ASSISTANTS (e.g., SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK
- Icon: Microphone in green circle
- **18.0%**

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS
- Icon: Text bubble with dots in red circle
- **33.6%**

USE IMAGE SEARCH TOOLS (e.g., GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH
- Icon: Camera in red circle
- **12.9%**

SCAN A QR CODE ON A MOBILE PHONE EACH MONTH
- Icon: QR code in orange circle
- **44.1%**

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK
- Icon: Translation icon in blue circle
- **32.0%**

Source: GWI Q3 2023. Figures represent the findings of a broad survey of Internet users aged 16 to 64. See GWI.com. Comparability: Methodology changes. See Notes on Data

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Icons:
- **Q Icon:** Indicates a question or search
- **GWI:** Global Web Index
- **K:** Kantar (a data, insights, and consulting company)
- **We Are Social:** A global socially-led creative agency
- **Meltwater:** A global leader in media intelligence and social analytics

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Flags:
- German flag (German colors: black, red, gold)
- Country label: Germany**JAN 2024 MOST STREAMED CONTENT ON NETFLIX**
FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	PAW PATROL: THE MOVIE	100
02	ALL QUIET ON THE WESTERN FRONT	98
03	THE GRINCH	83
04	EXTRACTION 2	79
05	GLASS ONION: A KNIVES OUT MYSTERY	77
06	THE MOTHER	64
07	REPTILE	63
08	LUTHER: THE FALLEN SUN	62
09	AKA	59
10	MURDER MYSTERY 2	58

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	THE ROOKIE	100

02	THE NIGHT AGENT	62
03	THE WITCHER	57
04	WEDNESDAY	51
05	LUPIN	48
06	GINNY & GEORGIA	47
07	LIEBES KIND	45
08	ONE PIECE	42
09	YOU	41
10	LOVE IS BLIND	39

[Source: FLIXPATROL | See FLIXPATROL.COM]

NOTES:
- The same content may have different titles in different countries.
- Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023.
- "Index" values combine the Flixpatrol "points" value for each title in the Flixpatrol "points" value of the top-ranked title in each platform's ranking.

Digital 2024 Germany
*46 sur 136*JAN 2024 - MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL YEAR 2023

GERMANY

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

#	MOVIE NAME	INDEX
01	CULPA MÍA	100
02	HARRY POTTER AND THE PHILOSOPHER'S STONE	79
03	NO TIME TO DIE	76
04	DUNE	73
05	FALL	59
06	THE BATMAN	51
07	HARRY POTTER AND THE PRISONER OF AZKABAN	47
08	F9	45
09	SHOTGUN WEDDING	44
10	HARRY POTTER AND THE CHAMBER OF SECRETS	42

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	LOL: LAST ONE LAUGHING MEXICO	100
02	THE SUMMER I TURNED PRETTY	81
03	TOM CLANCY'S JACK RYAN	77

04	REACHER	59
05	YOUNG SHELDON	56
06	STAR TREK: PICARD	56
07	THE WHEEL OF TIME	48
08	CARNIVAL ROW	47
09	GEN V	42
10	THE DISCOUNTERS	42

SOURCE FLIXPATROL.COM NOTES THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES COMBINE THE RELATIVE POINTS VALUE FOR EACH TITLE IN THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM RANKING.

48 sur 136JAN 2024 ONLINE AUDIO
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

Ø<ÝéØ<Ýê GERMANY

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS
33.6%
YEAR-ON-YEAR CHANGE +0.3% (+10 BPS)

LISTEN TO MUSIC STREAMING SERVICES
43.6%
YEAR-ON-YEAR CHANGE +8.5% (+340 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS
26.4%
YEAR-ON-YEAR CHANGE -0.4% (-10 BPS)

LISTEN TO PODCASTS
21.9%
YEAR-ON-YEAR CHANGE +5.3% (+110 BPS)

LISTEN TO AUDIO BOOKS
13.6%
YEAR-ON-YEAR CHANGE -2.2% (-30 BPS)

SOURCE GWI JAN 2024
FIGURES PRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: YEAR-ON-YEAR CHANGE VALUES

REPRESENT THE RELATIVE CHANGE IN A PERCENTAGE (E.G. A CHANGE OF +20% FROM A STARTING VALUE OF 10% WOULD EQUAL 12.0%, NOT 30). *BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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JAN 2024

DEVICES USED TO PLAY VIDEO GAMES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

1. ANY DEVICE
   - 78.2%
   - YOY: +4.8% (+360 BPS)

2. SMARTPHONE
   - 59.8%
   - YOY: +18.9% (+950 BPS)

3. LAPTOP OR DESKTOP
   - 36.2%
   - YOY: +3.1% (+110 BPS)

4. GAMES CONSOLE
   - 34.0%
   - YOY: +10.4% (+320 BPS)

5. TABLET
   - 23.2%
   - YOY: +16.0% (+320 BPS)

6. HAND-HELD GAMING DEVICE
   - 7.3%
   - YOY: [UNCHANGED]

7. MEDIA STREAMING DEVICE
   - 4.4%
   - YOY: +2.3% (+10 BPS)

8. VIRTUAL REALITY HEADSET
   - 2.7%

- YOY: -38.6% (-170 BPS)

SOURCE: GWI (Q4 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN THE NUMBER OF PEOPLE WHO REPORT DOING EACH ACTIVITY. A PERCENTAGE CHANGE VALUE OF +100%, BASED ON A STARTING VALUE OF 20% AGED 15%, WOULD EQUAL 40% IN THE LATEST FIGURES. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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JAN 2024

USE OF ONLINE FINANCIAL SERVICES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH
38.0%
YOY: +2.2% (+80 BPS)

USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH
29.0%
YOY: +13.7% (+350 BPS)

OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
8.5%
YOY: -5.6% (-50 BPS)

SOURCE
GWI (Q2 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.
NOTES
*"YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES SOMETIMES DIFFER FROM ACTUAL YEAR-ON-YEAR FROM A STARTING VALUE 0%. WOULD EQUAL 0%, NOT 0% "BPS" VALUES REPRESENT BASIS

POINTS, AND INDICATE THE ABSOLUTE CHANGE.*
COMPARABILITY
METHODOLOGY CHANGES. SEE NOTES ON DATA

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français

(Note: Les parenthèses et symboles supplémentaires sont inclus ici pour préserver le format original de l'affichage, mais ne sont pas nécessaires dans une retranscription textuelle brute.)Jan 2024
ONLINE PRIVACY AND SECURITY
PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

[Icon of a head with a question mark]
EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET
37.2%

[Icon of a lock]
WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA
39.5%

[Icon of a crossed-out circle]
DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME
55.7%

[Icon of a shield]
USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME
33.1%

[Icon of a hat and glasses]
USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME
23.8%

Sources: Data for "Concerns about what is real vs. what is fake on the internet" via Reuters Institute 2023 Digital News Report. Figures represent the findings of a study of online news consumers aged 18+. See http://digitalnewsreport.org. Data for all other data points via GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com.

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[Icons at the bottom for navigating slides, zooming, downloading, sharing, and accessing settings, with an indication that the current language is French.]

We are Social
MeltwaterBien sûr! Voici la retranscription textuelle de l'image fournie :

JAN 2024

OVERVIEW OF SOCIAL MEDIA USE
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

[ALLEMAGNE - Drapeau allemand]

NUMBER OF SOCIAL MEDIA USER IDENTITIES
67.80 MILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES
0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES
-4.4%
-3.1 MILLION

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA
1H 39M
YOY: +2 MINS

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
5.4

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION
81.4%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+
87.1%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET
87.3%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
50.0%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
50.0%

SOURCES: [KREOS ANALYSIS; COMPANY ADVERTISING RESOURCES; GWI; IAEA; RESEARCH CENTRE: GOORH; UN:W; GWA]
NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE.
ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. CONVERTIONS USING POPULATION 2023 ESTIMATES. YOY = YEAR ON YEAR.

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE
SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

GERMANY

18 - 24 YEARS OLD
Female: 10.8%
Male: 10.2%

25 - 34 YEARS OLD
Female: 13.6%
Male: 13.4%

35 - 44 YEARS OLD
Female: 11.0%
Male: 9.9%

45 - 54 YEARS OLD
Female: 7.8%
Male: 6.8%

55 - 64 YEARS OLD
Female: 5.7%
Male: 5.2%

65+ YEARS OLD
Female: 2.7%
Male: 2.7%

Sources: Kepios analysis: Meta's advertising resources. Note: Meta only permits people aged 13 and above to use its platforms, so while there may be users below the age of 13, they do not feature in the available data. Meta's advertising resources only publish gender data for "female" and "male". Comparability: Important base data revisions and source reporting changes values are not comparable with values published in our previous reports.

SMART HOME MARKET OVERVIEW
(VALUE OF THE MARKET FOR SMART HOME DEVICES IN U.S. DOLLARS)

NUMBER OF HOMES WITH SMART HOME DEVICES
16.22 MILLION
Year-ON-YEAR CHANGE
+19.5% (+2.7 MILLION)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET
$7.82 BILLION
Year-ON-YEAR CHANGE
+19.6% (+$1.3 BILLION)

VALUE OF SMART HOME APPLIANCES MARKET
$2.62 BILLION
Year-ON-YEAR CHANGE
+20.7% (+$450 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
$1.68 BILLION
Year-ON-YEAR CHANGE
+21.7% (+$300 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET
$800.0 MILLION
Year-ON-YEAR CHANGE
+19.4% (+$130 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET
$880.0 MILLION
Year-ON-YEAR CHANGE
+10.0% (+$80 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET
$960.0 MILLION
Year-ON-YEAR CHANGE
+21.5% (+$170 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$870.0 MILLION
Year-ON-YEAR CHANGE
+17.6% (+$130 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; SEE STATISTA.COM.
NOTE: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED. SEGMENTATION INCLUDES: SMART HOME SECURITY, SMART HOME ENERGY MANAGEMENT, SMART HOME COMFORT AND LIGHTING, SMART HOME CONTROL AND CONNECTIVITY, SMART HOME ENTERTAINMENT, AND SMART HOME APPLIANCES. NUMBERS HAVE BEEN CONVERTED FROM THEIR ORIGINA 2023 CURRENCY TO US DOLLARS. 2023 FIGURES ARE ESTIMATES BASED ON THE MOST RECENT STATISTICS AND MARKET DEVELOPMENTS. ALL PERCENTAGES ARE CHANGES IN OVERALL VALUE OF THE DIGITAL CONSUMERS MARKET 2024 VS 2023 IN INFLATION-ADJUSTED USD WITH COMPARABILITY BASE CURRENCY DATE: NOVEMBER 2022. ALL NUMBERS PRESENTED ARE DRAWN FROM A WIDE RANGE OF MEDIA CONSUMER SURVEYS. SEE STATISTA.COM FOR MORE DETAILS.

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français

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JAN 2024
AVERAGE ANNUAL REVENUE PER SMART HOME
AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (US DOLLARS)

Germany (drapeau allemand)

PENETRATION OF SMART HOME DEVICES
37.7%
YEAR-ON-YEAR CHANGE
+19.1% (+603 BPS)

ARPU: SPEND ON ALL SMART HOME DEVICES
$482
YEAR-ON-YEAR CHANGE
+0.06% (+$0.30)

ARPU: SMART HOME APPLIANCES
$370
YEAR-ON-YEAR CHANGE
-9.2% (-$37.50)

ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES
$144
YEAR-ON-YEAR CHANGE
-8.4% (-$13.20)

ARPU: SMART HOME SECURITY DEVICES
$117
YEAR-ON-YEAR CHANGE
-9.6% (-$12.40)

ARPU: SMART HOME ENTERTAINMENT DEVICES
$116
YEAR-ON-YEAR CHANGE
-21.5% (-$31.90)

ARPU: SMART HOME COMFORT & LIGHTING
$84.15
YEAR-ON-YEAR CHANGE
-8.5% (-$7.86)

ARPU: SMART HOME ENERGY MANAGEMENT
$102
YEAR-ON-YEAR CHANGE
-11.4% (-$13.20)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM
NOTES: "SMART HOME DEVICES" INCLUDES DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED. SERVICES AUTOMATION & DELIVERY SERVICES THAT ENABLE HOME

CONTROL. NUMBERS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER.
DEFINITION: KEY FIGURES FOR DIGITALIZED SUBSEGMENTS OF THE SMART HOME IN RESPECT TO MARKET SIZE, USERS, AND DEMOGRAPHICS. REVENUE FIGURES ARE BASED ON SPEND PER SMART HOME FOR 2024 IN U.S. DOLLARS. THE YEAR-ON-YEAR GROWTH FIGURES REFLECT RELATIVE (AND NOT ABSOLUTE) GROWTH RATES.
COMPARABILITY: BASIS CHANGES IN STATISTA.COM DE

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Icônes: plusieurs icônes stylisées (maison, étoile, caddie, etc.)
Meltwater et **we are social** logos

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JAN 2024

FAVOURITE SOCIAL MEDIA PLATFORMS
PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR “FAVOURITE” SOCIAL MEDIA PLATFORM

WHATSAPP	39.6%
INSTAGRAM	19.5%
FACEBOOK	11.3%
TIKTOK	8.1%
PINTEREST	2.1%
TELEGRAM	2.1%
X (TWITTER)	2.0%
DISCORD	1.2%
SNAPCHAT	1.2%
FACEBOOK MESSENGER	1.1%

SOURCE: GWI Q1 2021 (SEE GWIDOTCOM NOTES). ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MIGHT NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER TO THIS QUESTION IN GWI’S SURVEY. WE EXCLUDE GWI’S VOICE FOR TIKTOK IN CHINA STRAIGHT AS “TOUTIAO”, AS IT REFERENCE’S COMPARABLE REPORTING OF USER NUMBERS FOR EACH PLATFORM. COMPARABILITY. METHODOLOGY CHANGES. SEE NOTES ON DATA.

GERMANY

```Bien sûr, voici la transcription textuelle de l'image :

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**JAN 2024**

MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

**NOTE**: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION IN GWI’S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING.

**GERMANY**

1. **WHATSAPP** - 84.7%
2. **INSTAGRAM** - 61.9%
3. **FACEBOOK** - 60.2%
4. **FACEBOOK MESSENGER** - 37.3%
5. **TIKTOK** - 36.3%
6. **PINTEREST** - 29.7%
7. **TELEGRAM** - 22.9%
8. **X (TWITTER)** - 21.3%
9. **SNAPCHAT** - 20.7%
10. **IMESSAGE** - 15.4%

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**SOURCE**: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/QUO. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI’S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. CHANGES TO THE QUESTION'S WORDING MEAN THAT THE VALUES AND RANK ORDER SHOWN IN THE CHART ON THIS PAGE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN IN A SIMILAR CHART IN PREVIOUS REPORTS.

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MONTHLY SOCIAL MEDIA APP SESSIONS
AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH

Flags of Germany

Service	Sessions
WHATSAPP	588.9
SNAPCHAT	362.7
TIKTOK	310.0
INSTAGRAM	232.6
FACEBOOK	174.0
LINE	136.9
TELEGRAM	135.7
YOUTUBE	133.5
FACEBOOK MESSENGER	90.6
X (TWITTER)	81.3
PINTEREST	35.8
LINKEDIN	28.9

Source: Data AI Intelligence (see Data.Ai).
Notes: "ACTIVE USERS" denote users who open the respective platform's app on an Android phone at least once in a given calendar month. Figures represent the average number of times that active users of the respective platform's Android app opened that app each month between 1 July and 30 September 2023.

Logos: We Are Social, Meltwater

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TIME SPENT USING SOCIAL MEDIA APPS
AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

GERMANY

1. TikTok: 37H 38M
2. YouTube: 15H 10M
3. Facebook: 11H 24M
4. Instagram: 10H 45M
5. WhatsApp: 9H 07M
6. Snapchat: 6H 34M
7. LINE: 4H 10M
8. Telegram: 2H 53M
9. X (Twitter): 2H 38M
10. Facebook Messenger: 1H 59M
11. Pinterest: 1H 15M
12. LinkedIn: 0H 40M

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.Jan 2024

MAIN REASONS FOR USING SOCIAL MEDIA
PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

GERMANY
48.2% Keeping in touch with friends and family
39.2% Reading news stories
35.7% Filling spare time
28.7% Finding content (e.g., articles, videos)
27.4% Finding inspiration for things to do and buy
20.5% Finding products to purchase
19.9% Seeing what’s being talked about
18.6% Finding like-minded communities and interest groups
18.0% Sharing and discussing opinions with others
17.4% Making new contacts
16.8% Posting about your life
15.6% Following celebrities or influencers
15.4% Avoiding missing out on things (FOMO)
15.4% Watching or following sports
13.2% Seeing content from your favourite brands

Source: GWI Q4 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See gwi.com. Note: Figures represent the share of internet users aged 16 to 64 who report using at least one social media or messaging platform in the past month. Comparability: Methodology changes. See notes on data.

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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED
PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

(FR):
AMIS, FAMILLE OU AUTRES PERSONNES QUE VOUS CONNAISSEZ 49,5 %
GROUPES, CHANTEURS, OU AUTRES MUSICIENS 28,2 %
ACTEURS, COMIQUES, OU AUTRES ARTISTES 24,3 %
INFLUENCEURS OU AUTRES EXPERTS 22,1 %
ENTREPRISES ET MARQUES AUPRÈS DESQUELLES VOUS ACHETEZ 19,1 %
PERSONNALITÉS SPORTIVES ET ÉQUIPES 18,8 %
RESTAURATEURS, CHEFS OU PERSONNALITÉS CULINAIRES 17,8 %
COMPTES DE DIVERTISSEMENT, DE MÈMES OU PARODIQUES 17,6 %
ÉVÉNEMENTS AUQUELS VOUS ASSISTEZ 16,3 %
ÉMISSIONS OU CHAÎNES TV 16,2 %
ENTREPRISES ET MARQUES QUE VOUS ENVISAGEZ D'ACHETER 14,7 %
ORGANISATIONS POUR LA FAUNE OU ANIMAUX 13,5 %
EXPERTS OU ORGANISATIONS DE FITNESS 13,2 %
JOURNALISTES OU SOCIÉTÉS DE PRESSE 12,7 %
MAGAZINES OU PUBLICATIONS QUE VOUS LISEZ 12,1 %

SOURCE: GWI (Q3 2023). LES CHIFFRES REPRÉSENTENT LES RÉSULTATS D'UNE ENQUÊTE LARGE PORTANT SUR DES UTILISATEURS D'INTERNET ÂGÉS DE 16 À 64 ANS. VOIR GWI.COM. COMPARABILITÉ : MÉTHODOLOGIE CHANGÉE : VOIR NOTES SUR LES DONNÉES

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(DR)
Jan 2024
Social Media Account Types Followed
Meltwater
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FrenchJAN 2024
WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA
SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

FACEBOOK: 64.1%
INSTAGRAM: 14.0%

PINTEREST: 7.4%
YOUTUBE: 5.1%
X (TWITTER): 5.1%
LINKEDIN: 2.0%
TUMBLR: 1.2%
OTHERS: 1.1%

GERMANY

SOURCE: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM, AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

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USE OF SOCIAL MEDIA FOR BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

GERMANY

ANY KIND OF SOCIAL MEDIA PLATFORM
50.8%
YOY: -1.2% (-60 BPS)

SOCIAL NETWORKS
33.6%
YOY: +8.4% (+260 BPS)

QUESTION & ANSWER SITES (E.G. QUORA)
10.3%
YOY: -2.8% (-30 BPS)

MESSAGING AND LIVE CHAT SERVICES
5.0%
YOY: -5.7% (-30 BPS)

FORUMS AND MESSAGE BOARDS

6.8%
YOY: -10.5% (-80 BPS)

MICRO-BLOGS (E.G. X / TWITTER)
4.0%
YOY: -13.0% (-60 BPS)

VLOGS (BLOGS IN A VIDEO FORMAT)
4.1%
YOY: -12.8% (-60 BPS)

ONLINE PINBOARDS (E.G. PINTEREST)
7.4%
YOY: -3.9% (-30 BPS)

SOURCE: GWI Q3 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: VALUES FOR 'ANY KIND OF SOCIAL MEDIA PLATFORM' INCLUDE (AT LEAST ONE OF) SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER / BLOGS (RECORDED IN A VIDEO FORMAT)), AND ONLINE PINBOARDS (E.G. PINTEREST). YOY: YEAR-ON-YEAR GROWTH. BPS: BASIS POINTS.

METHODOLOGY & CHANGES SEE NOTES ON DATA.

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JAN 2024
FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS
WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

GERMANY

DEC 2013: 65.42% (+30.6%)
DEC 2014: 85.46% (-11.0%)
DEC 2015: 76.10% (-11.0%)
DEC 2016: 67.70% (-6.2%)
DEC 2017: 63.53% (-5.8%)
DEC 2018: 59.86% (-4.0%)
DEC 2019: 57.45% (+18.7%)
DEC 2020: 68.22% (+5.9%)

DEC 2021: 72.26% (-16.5%)
DEC 2022: 60.31% (+6.3%)
DEC 2023: 64.10%

SOURCE: STATCOUNTER. NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF TOTAL REFERRAL TRAFFIC FROM THE INTERNET. CHANGES IN VALUES OF LESS THAN 0.1 PERCENTAGE POINTS ARE INDICATED AS A RELATIVE CHANGE IN THE ABSENCE OF DATA FLOW. BASE TRAFFIC VALUES FROM OTHER AVAILABLE, NOT SELECTED SOCIAL MEDIA PLATFORMS AND HISTORIC REFERENCE VALUES MAY RESULT IN MINOR CHANGES FOLLOWING REVISION OF DATA. VALUES REFLECT THE SAMPLES TAKEN. ABSENCE IS SHOWN AS '0.0%'. ERRORS MAY RESULT.

Facebook Engagement Rates: Locowise
Facebook Page Post Engagements as a percentage of Total Page Fans, as reported by Locowise

[Germany flag] Germany

Average Facebook Page Post Engagements vs. Page Fans: All Post Types
0.06%
[Icon: blue pencil and paper]

Average Facebook Page Post Engagements vs. Page Fans: Photo Posts
0.16%
[Icon: green photo]

Average Facebook Page Post Engagements vs. Page Fans: Video Posts
0.13%
[Icon: orange video]

Average Facebook Page Post Engagements vs. Page Fans: Link Posts
0.02%
[Icon: red links]

Average Facebook Page Post Engagements vs. Page Fans: Status Posts
0.02%
[Icon: green translation]

Source: Locowise figures represent averages for the period between 1 September and 30 November 2023.

Notes: Percentages compare the combined total of reactions, comments, and shares with the total number of page fans. Figures are averages based on a wide variety of different kinds of page, with different audience sizes, in various countries around the world.

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

[Germany Flag] GERMANY

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: OVERALL AVERAGE
[Facebook Icon]
ENGAGEMENTS vs. PAGE FOLLOWERS
0.19%
ENGAGEMENTS vs. POST REACH
9.16%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER THAN 10,000 FANS
[Single Person Icon]
ENGAGEMENTS vs. PAGE FOLLOWERS
0.31%
ENGAGEMENTS vs. POST REACH
6.48%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO 100,000 FANS
[Three People Icon]
ENGAGEMENTS vs. PAGE FOLLOWERS
0.23%
ENGAGEMENTS vs. POST REACH
8.89%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE THAN 100,000 FANS
[Five People Icon]
ENGAGEMENTS vs. PAGE FOLLOWERS
0.10%
ENGAGEMENTS vs. POST REACH
10.51%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR 'ENGAGEMENTS vs. PAGE FOLLOWERS' COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR 'ENGAGEMENTS vs. POST REACH' COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE UNIQUE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES, WITH DIFFERENT POSTING FREQUENCIES. VARIOUS COLUMNS AROUND THE WORLD.

[We Are Social Logo] [Meltwater Logo]

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS
0.17%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS
0.39%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS
0.22%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS
0.30%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS
0.23%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS
0.09%

Source: Socialinsider. Figures represent averages for the period between 01 September and 30 November 2023. Notes: Figures compare the combined number of post reactions, comments, and shares with the total number of page followers. Figures are averages based on a wide variety of different kinds of pages, with different audience sizes.

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MeltwaterJAN 2024
FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH, AS REPORTED BY SOCIALINSIDER

FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS
14.07%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS
8.23%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS
5.54%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS
8.71%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS
18.59%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS
9.61%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE RANGE OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES.

we are social meltwater**JAN 2024**
FACEBOOK: ADVERTISING AUDIENCE OVERVIEW
The potential audience that marketers can reach with ads on Facebook
Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
\+ 23.90 MILLION

FACEBOOK AD REACH vs. TOTAL POPULATION
28.7%

FACEBOOK AD REACH vs. TOTAL INTERNET USERS
30.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
-8.4%
-2.2 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
-2.4%
-600 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
50.1%

SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
49.9%

ADOPTION: OVERALL FACEBOOK AD REACH (AGED 18+) vs. OVERALL POPULATION (AGED 18+)
34.5%

ADOPTION: FEMALE FACEBOOK AD REACH (AGED 18+) vs. FEMALE POPULATION (AGED 18+)
33.3%

ADOPTION: MALE FACEBOOK AD REACH (AGED 18+) vs. MALE POPULATION (AGED 18+)
34.6%

_SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS.
NOTES: BASED ON ANALYSIS OF PUBLISHED FIGURES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER INCLUDES USERS AGED 13 TO 17, BUT COMPARATIVE POPULATION DATA FOR PEOPLE AGED 13 TO 17 MAY BE UNAVAILABLE OR UNRELIABLE IN SOME COUNTRIES. FACEBOOK AD REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUAL PEOPLE. AD REACH IS NOT SEASONALLY ADJUSTED. BASED ON USERS AGED 18+.
_ADVISORY: MANY SOCIAL MEDIA PLATFORMS PUBLISH BASE FIGURES USING IMPRECISE ESTIMATES. CHANGES IN SOCIAL MEDIA AD REACH FIGURES MAY BE DUE TO CHANGES IN PLATFORM LOGIC, ALGORITHM, OR PUBLISHER

PRACTICES, CHANGES TO USER OR ADDRESSABLE AUDIENCE BASE, CHANGES TO REPORTED RESULTS, AND CHANGES IN ADDRESSABLE POPULATIONS._

Logos: We Are Social, Meltwater.
Flag: Germany (black, red, and yellow horizontal stripes).JAN 2024 YOUTUBE: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
67.80 MILLION

YOUTUBE AD REACH vs. TOTAL POPULATION
81.4%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS
87.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
-4.4% -3.1 MILLION

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+

50.0%

SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+

50.0%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
87.1%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION

AGED 18+
85.3%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
88.9%

SOURCES: GOOGLE’S ADVERTISING RESOURCES; GSKI’S ANALYSIS NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON AVAILABLE DATA; ONLY AGE AND GENDER DATA ARE ONLY AVAILABLE FOR “FEMALE” AND “MALE” USERS AGED 18+ ADOPTION: BASE CALCULATIONS ONLY INCLUDE REACH VALUES WHERE BOTH REACH VALUES AND BASES (COMPARISON TARGET VALUES) ARE AVAILABLE; PERCENTAGES SHOWN ARE BASED ON VALUES FOR USERS AGED 18+ ONLY; INTERNET USER VALUES MAY INCLUDE USERS OF ANY AGE, BASED ON SOURCES’ DEFINITION, AND DATA; SOCIAL MEDIA USER ADOPTION VALUES MAY VARY FROM VALUES PUBLISHED IN OTHER REPORTS; STORIES USERS REPORTED OR CALCULATED ON MONTHLY BASIS; REFER TO IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS ON DATA PROCESSING, DIFFERENCES IN REPORT BASES, AND CHANGES IN REPORTING LOCATIONS & CHANGEABILITY.

we are social Meltwater

Digital 2024 Germany

73 sur 136Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024 - TOP YOUTUBE SEARCHES
Queries with the greatest volume of YouTube search activity between 01 January 2023 and 31 December 2023

Left Column:

#	SEARCH QUERY	INDEX
01	MUSIC	100
02	TRAILER	92
03	MUSIK	79
04	MINECRAFT	76
05	ASMR	63
06	DOKU	60
07	YOUTUBE	54
08	FORTNITE	50
09	TIKTOK	42
10	ROBLOX	36

Right Column:

#	SEARCH QUERY	INDEX
11	PALUTEN	34
12	WELT	32
13	TUTORIAL	31
14	TEST	30
15	UKRAINE	28
16	ICRIMAX	28
17	ZADRUGA	26
18	MAX	25
19	SHORTS	23
20	KINDERLIEDER	21

Source: Google Trends based on searches conducted on YouTube between 01 January 2023 and 31 December 2023. Note: Any spelling errors or language inconsistencies in search queries are as reported by Google Trends, and are shown "as is". To enable readers to identify potential changes in how people entered written language in digital environments, Google does not filter or aggregate search volumes under the "topic" node. Values represent the search volumes for each query compared with the search volume of the top query. Advisory: Google trends uses machine sampling, so data, order, and index values may vary depending on when the tool is accessed, even for the same time period.

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER
Average engagement rates for posts published by Instagram business accounts, as reported by Socialinsider

Average Instagram Engagement Rate for Business Accounts: All Post Types
[Image of Instagram logo]
- Engagements vs. Followers: 1.51%
- Engagements vs. Post Reach: 6.09%

Average Instagram Engagement Rate for Business Accounts: Image Posts
[Image of a picture icon]
- Engagements vs. Followers: 1.36%
- Engagements vs. Post Reach: 6.42%

Average Instagram Engagement Rate for Business Accounts: Reels Posts
[Image of a video play button icon]
- Engagements vs. Followers: 1.79%
- Engagements vs. Post Reach: 5.87%

Average Instagram Engagement Rate for Business Accounts: Carousel Posts
[Image of a carousel post icon]
- Engagements vs. Followers: 1.45%
- Engagements vs. Post Reach: 5.80%

Source: SOCIALINSIDER. Figures represent averages for the period between 1st September and 30th November 2023. Notes: Figures for ‘engagements vs. followers’ compare the combined number of likes and comments with the total number of account followers. Figures for ‘engagements vs. post reach’ compare the combined number of likes and comments with the total number of people who have seen the relevant post. Engagement rates are averages based on a wide variety of different kinds of Instagram business accounts, with different audience sizes, over the three months detailed here.

[Logos of Socialinsider, Meltwater, and we are social]Jan 2024
INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

GERMANY

AVERAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL AVERAGE FOR BUSINESS ACCOUNTS
[Instagram logo]
ENGAGEMENTS vs. FOLLOWERS
1.51%
ENGAGEMENTS vs. POST REACH
6.09%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH FEWER THAN 10,000 FOLLOWERS
[socialinsider graph icon]
ENGAGEMENTS vs. FOLLOWERS
1.85%
ENGAGEMENTS vs. POST REACH
6.51%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000 TO 100,000 FOLLOWERS
[people network icon]
ENGAGEMENTS vs. FOLLOWERS
1.54%
ENGAGEMENTS vs. POST REACH
5.65%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS

[group of people icon]
ENGAGEMENTS vs. FOLLOWERS
1.16%
ENGAGEMENTS vs. POST REACH
6.51%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS VS. FOLLOWERS" COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "ENGAGEMENTS VS. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF PEOPLE THAT THE ACCOUNT'S POSTS HAVE REACHED DURING THE PERIOD OBSERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS, WITH DIFFERENT AUDIENCE SIZES AND OPERATING IN DIFFERENT INDUSTRIES IN THE WORLD.

We Are Social icon
Meltwater icon
françaisJAN 2024 INSTAGRAM : ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM
NOTE : PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM
30.35 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION
36.4%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS
39.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH
-3.8%
-1.2 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
+10.6%

+2.9 MILLION

SHARE. FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
53.0%

SHARE. MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
47.0%

ADOPTION. OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
43.8%

ADOPTION. FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
44.2%

ADOPTION. MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
40.9%

SOURCES
META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES : BASED ON ORIGINAL DATA FOR PUBLISHED FIGURES. GENDER DATA ONLY AVAILABLE FOR ‘FEMALE’ AND ‘MALE’. SOURCE DATA FOR REACH FIGURES REPRESENT USERS AGED 13 AND ABOVE, HOWEVER AUDIENCE VALUES ARE COMPARABLE WITH THE TOTAL POPULATION AGED 18 AND ABOVE. GENDER FIGURES MAY NOT ADD UP TO 100% DUE TO ROUNDING. ADVISORY: REPORTED FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. DUE TO INCOMPLETE AUDIENCE DATA FOR MARCH 2023 AND BANKING POPULATION ESTIMATE UPDATES, DO NOT COMPARE Q4 2022, Q1 2023, AND Q2 2023 FIGURES WITH EARLIER PERIODS ON A LIKE-FOR-LIKE BASIS. AUDIENCE REACH VALUES MAY BE IMPACTED BY INCONSISTENCIES BETWEEN CENSUS RECORDS AND COMPANY REPORTING. SOURCES NOTE CHANGE IN MEASUREMENT BASE ACCOUNT, SETTINGS UPDATES, AND CHANGES IN RESIDENT POPULATIONS. COMPARABILITY.

TIKTOK: ADVERTISING AUDIENCE OVERVIEW
The potential audience aged 18+ that marketers can reach with ads on TikTok.

TOTAL POTENTIAL REACH OF ADS ON TIKTOK
23.56 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION
28.3%

TIKTOK AD REACH vs. TOTAL INTERNET USERS
30.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH
+19.5% (+3.8 MILLION)

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH
+14.1% (+2.9 MILLION)

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+
49.9%

SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+
50.1%

ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
34.0%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
33.2%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
34.8%

GERMANY

Sources: TikTok's advertising resources; Kepios analysis. Notes: Does not include duplicate, reach data are only available for "female" and "male" users aged 18+, data are not comparable to previous values based on midpoint estimates derived from ad platform tools. Value boxes representing same data points in this slide may not be the same size with similar values owing to rounding. For more, including important notes on data usage, please see the section titled "important notes on data" in the full Digital Report© 2023 Data.

X: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
16.16 MILLION

X AD REACH vs. TOTAL POPULATION
19.4%

X AD REACH vs. TOTAL INTERNET USERS
20.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
+3.9% +607 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
+14.6% +2.1 MILLION

SHARE: FEMALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+
28.9%

SHARE: MALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+
71.1%

ADOPTION: OVERALL X AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
20.6%

ADOPTION: FEMALE X AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
11.6%

ADOPTION: MALE X AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
30.0%

SOURCES: 1) X ADVERTISING RESOURCES; KEPOS ANALYSIS NOTES: VALUE USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA CAN ONLY AVAILABLE FOR ‘FEMALE’ AND ‘MALE’ ADVISORY SIGNIFICANT ANOMALIES VS. SOURCE DATA MAY RESULT FROM DIFFERENT BASE POPULATIONS AND VARY BY METRIC METRIC ADOPTIONS VERSUS POPULATION BASED ON INTERNET USERS ** ADOPTION AND USAGE DATA IN THIS REPORT SHOULD NOT BE COMBINED OR COMPARED WITH ADOPTION AND USAGE DATA IN INTERSECTIONAL
```JAN 2024
SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT
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NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
19.68 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION
23.6%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS
25.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
+3.1% +595 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
+12.8% +2.2 MILLION

SHARE, FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
52.7%

SHARE, MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
45.8%

ADOPTION, OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
23.1%

ADOPTION, FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
23.8%

ADOPTION, MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
21.6%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPOS ANALYSIS

NOTES: DATA ARE NET AVAILABLE (I.E. UNIQUE) REACH ESTIMATES, VALUES BASED ON CURRENT AD AUDIENCE LEVELS; AD INSIGHTS PLATFORMS CONFIRMED AUDIENCE TARGETING CAPABILITIES; GENDERS ARE BINARY; GENDER DATA ARE AVAILABLE FROM THE PLATFORM'S SELF-SERVICE ADVERTISING TOOLS; NUMBERS MAY NOT ADD TO 100% DUE TO ROUNDING;

VALUES FOR “INTERNET USERS” ARE BASED ON ITU DATA.

DISCLAIMER: READ THE FULL REPORT DISCLAIMER REGARDING THE NOMENCLATURE USED FOR IDENTIFYING THE VARIOUS ONLINE PLATFORMS AND THE RANGE OF SERVICES, INCLUDING “SOCIAL MEDIA,” THE TERM “ADULTS” IN THIS REPORT REFERS TO PEOPLE AGED 18+ UNLESS OTHERWISE INDICATED. USERS AGED BELOW 18 NOT INCLUDED IN SHARE CALCULATIONS.

DATA PROVIDED TO TYPE OF ANALYSIS.
CAUTION: DATA SOURCES FROM MULTIPLE PLATFORMS SHOWN.
COMPARABILITY MAY BE AVAILABLE, VALUES TECHNICALLY DERIVED.

NOTE: READ THE IMPORTANT INFORMATION.

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81 sur 136JAN 2024
LINKEDIN: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
[LinkedIn logo]
18.00 MILLION

LINKEDIN AD REACH VS. TOTAL POPULATION
[Icon: people]
21.6%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS
[Icon: globe]
23.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
[Icon: calendar with '90' on it]
+5.9%
+1.0 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH

[Icon: calendar with '365' on it]
+20.0%
+3.0 MILLION

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+
[Icon: female user]
39.6%

SHARE: MALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+
[Icon: male user]
60.4%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
[Icon: group of people]
26.0%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
[Icon: female symbol]
17.8%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
[Icon: male symbol]
28.3%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; GWI; Analysis.
NOTES: VALUES RELATE TO REGISTERED 'MEMBERS,' SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA: IDENTIFIED AS 'FEMALE' AND 'MALE'. ADVERTISING REACH DATA RELATE TO ADULTS AGED 18+. AUDIENCE FIGURES ARE BASED ON ADVERTISING AUDIENCE DATA FOR LINKEDIN REPORTED IN THE PLATFORM'S SELF-SERVICE TOOLS IN JANUARY 2024. INTERNET USER DATA IS FROM GWI. POPULATION DATA IS FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. NOTE THAT VALUES FOR INDIVIDUAL AGE GROUPS MAY NOT SUM TO 100% DUE TO ROUNDING AND OTHER FACTORS.

[Company logos: We Are Social, Meltwater]
JAN 2024
PINTEREST: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GERMANY

TOTAL POTENTIAL REACH OF ADS ON PINTEREST
18.89 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION
22.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH
+12.0%
+2.0 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH
+19.0%
+3.0 MILLION

PINTEREST AD REACH vs. TOTAL INTERNET USERS
24.3%

PINTEREST AD REACH vs. POPULATION AGED 13+
25.8%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
71.9%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
21.7%

SOURCES: PINTEREST ADVERTISING RESOURCES: KEPOS ANALYSIS. NOTES: DATA MAY BE AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA MAY ALSO BE AVAILABLE FOR UNSPECIFIED AND/OR NO BINARIES. DUE TO ROUNDING, SUMS MAY NOT ADD TO 100%. ADVISORY: RECENT DATA MAY REPRESENT UNUSUAL MOVEMENTS DUE TO INPUT FROM ACTIVE USER BASES IN THIS PERIOD. FURTHER INFO IS PROVIDED AT THE START OF THIS REPORT WITH NOTES ON ACCOUNTS, DEFINITIONS, RESEARCH DATES, AND CHANGES IN METHODOLOGY OR COMPARABILITY.
ALL REGIONS: VALUES FOR EACH REGION INCLUDE INSTANCES NOT IN SELECTED AREA.

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON MESSENGER
13.25 MILLION

MESSENGER AD REACH VS. TOTAL POPULATION
15.9%

MESSENGER AD REACH VS. TOTAL INTERNET USERS
17.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH
-5.4%
-750 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
-6.4%
-900 THOUSAND

SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+
50.2%

SHARE: MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+
49.8%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
19.1%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
18.6%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
19.3%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS; NOTES: BASED ON COMPANY PUBLISHED FIGURES. GENDER DATA ONLY AVAILABLE FOR “FEMALE” AND “MALE”; SOURCE DATA FOR EACH REPORTED METRIC MAY BE PUBLISHED ON DIFFERENT DATES; VALUES REPRESENT AUDIENCE REACH AT TIME OF PUBLICATION AND MAY NOT CORRESPOND TO LATEST USER NUMBERS; DEMOGRAPHIC ELEMENTS MAY NOT SUM TO TOTAL DUE TO ROUNDING; BASE POPULATION DATA FROM UNITED NATIONS; ADULT POPULATION DEFINED AS AGED 18+; INTERNET USER BASE ESTIMATE SOURCED FROM ITU; USE OF A VPN MAY MEAN PEOPLE APPEAR CONNECTED TO THE INTERNET FROM A DIFFERENT COUNTRY THAN THEY ARE IN; VALUES REPRESENT AUDIENCE REACH ACTIVE IN EACH CHANNEL’S PUBLISHER TOOLS, IRRESPECTIVE OF THE UNIQUENESS OF USERS; SOURCE DATA ALLOWS QUARTERLY AND ANNUAL COMPARISONS, BUT MAY NOT BE COMPARABLE WITH VALUES REPORTED IN PRIOR REPORTS.

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Voici la retranscription textuelle de l'image :

JAN 2024
MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

[Flag Icon]
GERMANY

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
[Icon: Mobile Phone]
121.0 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
[Icon: Group of People]
145.2%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
[Icon: Up and Down Arrows]
+2.8%
+3.3 MILLION

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
[Icon: Cellular Tower]
98.7%

SOURCE: GSMA INTELLIGENCE
NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY BACK SERIES: VARIATIONS IN HISTORIC DATA PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

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C'est un rapport sur la connectivité mobile en Allemagne en janvier 2024, comprenant des statistiques sur le nombre de connexions mobiles cellulaires, leur comparaison avec la population totale, les changements annuels et la part de connexions mobiles à large bande.JAN 2024

CELLULAR MOBILE CONNECTIONS OVER TIME
Number of Mobile Cellular Connections Over Time

Q4 2021: 120 M, +0.06%
Q1 2022: 120 M, +0.8%
Q2 2022: 121 M, -1.4%
Q3 2022: 120 M, -1.6%
Q4 2022: 118 M, +0.7%
Q1 2023: 119 M, +0.4%
Q2 2023: 119 M, +1.2%
Q3 2023: 120 M, +0.5%
Q4 2023: 121 M

Source: GSMA Intelligence
Note: Excludes cellular IoT connections. Where letters are shown next to figures above

bars: "K" denotes thousands (e.g., "124 K" = 124,000), "M" denotes millions (e.g., "1.23 M" = 1,230,000), and "B" denotes billions (e.g., "1.23 B" = 1,230,000,000). Where no letter is present, values are shown as is. Comparability: base changes. See notes on data.

Germany (flag image)

Digital 2024 Germany

Source: DataReportal by We Are Social and Meltwater

Language selection: françaisJAN 2024
SHARE OF MOBILE TIME BY APP CATEGORY
Time spent using apps in each app category as a percentage of total time spent using Android phones overall

TOTAL TIME SPENT USING SMARTPHONES EACH DAY
3H 25M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS
25.3%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS
29.2%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY
19.7%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)
17.5%

SHARE OF SMARTPHONE TIME: SHOPPING APPS
2.2%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS
6.2%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES*
8.3%

SOURCE: DATA.IA | INTELLIGENCE. SEE DATA.IA. NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA.IA'S CATEGORISATIONS, AND MAY NOT MATCH INDIVIDUAL APP STORE

DEFINITIONS. * WEB BROWSERS AND SEARCH ENGINES** IS A SUBCATEGORY OF THE UTILITY & PRODUCTIVITY PRIMARY IAS CLASSIFICATION. COMPARABILITY: SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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Données similaires éven disponibles pour d'autres pays.
JAN 2024
MOBILE APP MARKET OVERVIEW
HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023
[Flag of Germany]
GERMANY

TOTAL NUMBER OF MOBILE APP DOWNLOADS
[Icon depicting a mobile phone with a red screen]
2.43 BILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS
[Icon depicting arrows pointing up and down]
+8.2% +183 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)
[Icon depicting a dollar sign]
$4.18 BILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
[Icon depicting circular arrows with a dollar sign]
+12.6% +$468 MILLION

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.IA. NOTES: FIGURES PRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM E-COMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

[Icons of We Are Social and Meltwater]

[Navigation icons - back, zoom in and out, page overview, language options]JAN 2024

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
60.45%
YEAR-ON-YEAR CHANGE +3.1% (+179 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
38.67%
YEAR-ON-YEAR CHANGE -4.5% (-183 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.79%
YEAR-ON-YEAR CHANGE -1.2% (-1 BP)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0%
YEAR-ON-YEAR CHANGE [UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.09%
YEAR-ON-YEAR CHANGE +125% (+5 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM, COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES CHANGE OVER TIME DUE TO CONTINUING REFINEMENT IN DETECTION SYSTEMS DEVELOPED BY STATCOUNTER. BPS: BASIS POINTS. 1 BP = .01%. THE VALUES REPRESENT YEAR-ON-YEAR BPS CHANGE, AND REFLECT THE ABSOLUTE CHANGE IN THE SHARE OF TOTAL MOBILE WEB TRAFFIC. FOR EXAMPLE, A STARTING VALUE OF 50% WOULD EQUAL 0.5, AND AN ADDITIONAL 100 BPS WOULD EQUAL AN INCREASE TO 0.51, AND NOT 50% TO 51%. FIGURES ARE ROUNDED TO 1 DECIMAL PLACE. VALUES SHOWN IN [ ] ARE NOT ROUNDED, AND THE AGGREGATE CHANGE MAY NOT ROLL UP TO 100% DUE TO ROUNDING.

Légende de l'image

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APP RANKING: DOWNLOADS
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

#	MOBILE APP	COMPANY
01	TEMU	PDD HOLDINGS
02	WHATSAPP MESSENGER	META
03	INSTAGRAM	META
04	TIKTOK	BYTEDANCE
05	PAYPAL	PAYPAL
06	GOOGLE	GOOGLE
07	SHEIN	SHEIN
08	CAPCUT	BYTEDANCE
09	TELEGRAM	TELEGRAM
10	CHATGPT	OPENAI

#	MOBILE GAME	COMPANY
01	ROYAL MATCH	DREAM GAMES
02	MONOPOLY GO: FAMILY BOARD GAME	SCOPELY
03	BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
04	ROBLOX	ROBLOX
05	SUBWAY SURFERS	TENCENT
06	MY PERFECT HOTEL	SAYGAMES
07	GARDENSCAPES BY PLAYRIX	PLAYRIX
08	STUMBLE GUYS	SCOPELY
09	TRIPLE TILE	TRIPLE DOT
10	HONKAI: STAR RAIL	MIHOYO

SOURCE: DATA. AI INTELLIGENCE. SEE DATA.AI
NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

JAN 2024
APP RANKING: CONSUMER SPEND
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023

#	**Mobile App**	**Company**
01.	TIKTOK	BYTEDANCE
02.	DISNEY+	DISNEY
03.	TINDER	MATCH GROUP
04.	GOOGLE ONE	GOOGLE

05. DAZN | DAZN GROUP
06. YOUTUBE | GOOGLE
07. BUMBLE APP | BUMBLE
08. CRUNCHYROLL | SONY
09. DUOLINGO: LEARN LANGUAGES | DUOLINGO
10. LOVOO | PROSIEBENSAT.1 MEDIA

Mobile Game | **Company**
01. COIN MASTER | MOON ACTIVE
02. GARDENSCAPES BY PLAYRIX | PLAYRIX
03. ROYAL MATCH | DREAM GAMES
04. CANDY CRUSH SAGA | ACTIVISION BLIZZARD
05. HOMESCAPES | PLAYRIX
06. CLASH OF CLANS | TENCENT
07. FISHDOM | PLAYRIX
08. POKÉMON GO | NIANTIC
09. ROBLOX | ROBLOX
10. TOWNSHIP | PLAYRIX

Souce: DATA.AI INTELLIGENCE SEE DATA AI. _Note:_ RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CONSUMER SPEND ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

GERMANY

- PURCHASED A PRODUCT OR SERVICE ONLINE: 43.8%
- ORDERED GROCERIES VIA AN ONLINE STORE: 17.2%
- BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE: 14.0%
- USED AN ONLINE PRICE COMPARISON SERVICE: 35.5%
- USED A BUY NOW, PAY LATER SERVICE: 12.1%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A GLOBAL

SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

Free Delivery - 65.8%
Coupons and Discounts - 49.2%
Easy Returns Policy - 44.2%
Next-Day Delivery - 36.2%
Customer Reviews - 32.5%
Loyalty Points - 30.9%
Simple Online Checkout - 30.8%
Guest Checkout - 21.9%
Eco-Friendly Credentials - 15.1%
Click and Collect - 14.5%
Interest-Free Payments - 13.9%
Social Likes & Comments - 12.1%
Exclusive Content or Services - 8.1%
Social Buy Buttons - 3.7%

Source: GWI (Q3 2023), figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com.

Comparability: Methodology changes. See notes on data.

 FINANCIAL INCLUSION FACTORS
PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

ACCOUNT WITH A FINANCIAL INSTITUTION
100.0%
FEMALE 100.0%
MALE 100.0%

CREDIT CARD OWNERSHIP
56.5%
FEMALE 60.9%
MALE 51.9%

DEBIT CARD OWNERSHIP
94.0%
FEMALE 93.3%
MALE 94.7%

MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)
[N/A]
FEMALE [N/A]
MALE [N/A]

MADE A DIGITAL PAYMENT (PAST YEAR)
99.5%
FEMALE 99.3%
MALE 99.7%

MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)
59.6%
FEMALE 61.7%
MALE 57.4%

USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)
31.1%
FEMALE 31.3%
MALE 31.0%

USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)
57.4%
FEMALE 58.2%
MALE 56.6%

SOURCE: WORLD BANK. NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. 'MOBILE MONEY ACCOUNTS' REFER TO SERVICES THAT STORE FUNDS IN AN INDEPENDENT WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR 'MOBILE MONEY ACCOUNTS' DO NOT INCLUDE THE PROVISION OF TRADITIONAL 'MOBILE BANKING' SERVICES, SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

Ecommerce: Consumer Goods Categories
Estimated annual spend in each consumer goods ecommerce category (B2C only, U.S. dollars, full-year 2023)

Germany (flag)

Electronics
$19.09 billion
Year-on-year change +3.4% ($640 million)

Fashion
$23.38 billion
Year-on-year change +13.6% ($2.8 billion)

Food
$6.99 billion
Year-on-year change +12.0% ($1.3 billion)

Beverages
$4.59 billion
Year-on-year change +9.5% ($400 million)

DIY & Hardware
$3.21 billion
Year-on-year change -2.7% ($90 million)

Furniture
$11.76 billion
Year-on-year change +14.1% ($1.5 billion)

Physical Media
$5.55 billion
Year-on-year change -3.5% ($200 million)

Beauty & Personal Care
$5.18 billion
Year-on-year change [unchanged]

Tobacco Products
$1.61 billion
Year-on-year change +22.0% ($290 million)

Toys & Hobby
$2.58 billion

Year-on-year change -0.4% ($10 million)

Household Essentials
$1.10 billion
Year-on-year change +11.1% ($110 million)

Over-the-Counter Pharmaceuticals
$1.47 billion
Year-on-year change +8.1% ($110 million)

Luxury Goods
$2.72 billion
Year-on-year change +8.8% ($220 million)

Eyewear
$960.0 million
Year-on-year change +5.5% ($50 million)

Source: Statista Ecommerce Market (see statista.com). Notes: Figures represent estimates of full-year B2C spend in U.S. dollars, and comparisons with the previous calendar year. The new physical media category does not include digital downloads or streaming. Comparability: Significant base revisions and major category definition changes. Figures are not comparable with previous reports.

Digital 2024 Germany
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(four logos at bottom)
- statista
- we are social
- Meltwater
- (another one partially visible)
JAN 2024
PAYMENT METHODS USED FOR ECOMMERCE
PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD

GERMANY

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS
32.6%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS
12.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS
30.3%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY
4.5%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS
20.6%

SOURCE: ppro.com
NOTE: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER OF B2C ECOMMERCE TRANSACTIONS IN 2022.
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JAN 2024

ONLINE TRAVEL AND TOURISM
Annual online spend on travel and tourism services (U.S. dollars, full-year 2023)

GERMANY

FLIGHTS
$18.08 Billion
Year-on-year change
+31.4% (+$4.3 Billion)

TRAINS
$3.99 Billion
Year-on-year change
+17.4% (+$592 Million)

CAR RENTALS
$2.58 Billion
Year-on-year change
+13.6% (+$308 Million)

LONG-DISTANCE BUSES
$613.4 Million

Year-on-year change
+41.6% (+$180 Million)

HOTELS
$12.90 Billion
Year-on-year change
+13.6% (+$1.5 Billion)

PACKAGE HOLIDAYS
$31.13 Billion
Year-on-year change
+26.0% (+$6.4 Billion)

VACATION RENTALS
$2.97 Billion
Year-on-year change
+12.4% (+$328 Million)

CRUISES
$680.9 Million
Year-on-year change
+38.9% (+$191 Million)

SOURCE: Statista, Digital Market Outlook, Statista Mobility Market Outlook. See Statista.com. **NOTES:** Figures represent estimates of full-year revenues for 2023 in U.S. dollars, and correspond with the current values in the respective calendar year. Values do not include revenues associated with public transport, non-commercial flights, ferries, taxis, ride-sharing, hitch-hiking or commute services. Comparability base and category definitions changes: figures are not comparable with previous reports.

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DIGITAL HEALTH TREATMENT & CARE OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

[Germany Flag] GERMANY

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE

37.74 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+13.3% +4.4 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)
$2.71 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET
+11.1% +$270 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
$71.92

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTWATCHES, SMART SPOONS, OR SMARTWARE. FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. ‘BPS’ VALUES SHOW ABSOLUTE CHANGE.
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Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024
TOP GOOGLE SHOPPING SEARCHES
SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	NIKE	100
02	AMAZON	96
03	SCHUHE	78
04	ADIDAS	53
05	LEGO	50
06	JORDAN	40
07	EBAY	40
08	IKEA	38
09	DM	28

10 | APPLE | 27
11 | PS5 | 22
12 | KAUFLAND | 21
13 | REWE | 19
14 | OTTO | 19
15 | LIDL | 19
16 | ROSSMANN | 18
17 | PS4 | 18
18 | POKEMON | 16
19 | OBI | 16
20 | IPHONE 14 | 16

SOURCE: Google trends based on shopping searches conducted on Google search between 01 January 2023 and 31 December 2023. NOTES: Any language variations or spelling errors in queries are as captured in Google trends, and are shown "as is" to enable readers to identify potential changes in how people use language in their search activities. The Google index doesn't include absolute search volumes but the index "on top query" column shows relative search volumes for each query compared with the search volume of the top query. ADVISORY: Google Trends uses dynamic sampling, so rank order and index values may vary depending on when the tool is accessed, even for the same time period.

En bas de l'image :

| icônes de navigation | icône de langue (français) | icônes de social media |

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---**JAN 2024 ONLINE RIDE-HAILING OVERVIEW**

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES
9.90 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS

+11.9%
+1.1 MILLION

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$1.59 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS
+20.5%
+ $270 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$161

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SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTES: IN THIS CONTEXT, 'RIDE-HAILING' ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF PRIVATE RIDE-HAILING VEHICLES (e.g., UBER, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

We Are Social / MeltwaterVoici la retranscription textuelle de l'image :

JAN 2024 ONLINE DOCTOR CONSULTATIONS OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

GERMANY

1. NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES
   1.83 MILLION

2. YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES
   +6.4% (+110 THOUSAND)

3. TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)

$650.0 MILLION

4. YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS
+12.1% (+$70 MILLION)

5. AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023)
$353

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "+X%" VALUES SHOW ABSOLUTE CHANGE.

DIGITAL FITNESS & WELL-BEING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

GERMANY

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES: 29.14 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS: +7.6% +2.1 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023): $1.76 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET: +10.7% +$170 MILLION

AVERAGE ANNUAL VALUE PER USER, DIGITAL FITNESS & WELL-BEING (USD, 2023): $60.52

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SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, FUNCTIONING AS E.G. CALORIE COUNTING, MASTERMIND AND MINDFULNESS APPS, DOES NOT INCLUDE SMART CLOTHING, SMART SUITS, SMART EYEWEAR, HEALTH TRACKING APPS, INSURTECH, NUTRITION APPS, BREAKDOWN OF CONNECTED GYM EQUIPMENT SHIPMENTS AND REVENUES AS REPORTED, CONVERTED TO TOTAL WEARABLE FITNESS AND WELLNESS DEVICES MARKET VALUE FOR THE REPORTING YEAR. FINANCIAL VALUES IN USD. ALL DOLLAR FIGURES IN THIS REPORT WILL SHOW ABSOLUTE CHANGE.

Digital 2024 Germany

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MeltwaterBien sûr, voici la transcription textuelle de l’image fournie :

JAN 2024
APP RANKING: MONTHLY ACTIVE USERS

Mobile apps and games ranked by average monthly active users between 01 January and 31 December 2023

Mobile App Rankings:

#	MOBILE APP	COMPANY
01	WhatsApp Messenger	Meta
02	YouTube	Google
03	Google Maps	Google
04	Google	Google
05	Chrome Browser	Google
06	Facebook	Meta
07	Gmail	Google
08	Instagram	Meta
09	Samsung TouchWiz Home	Samsung Group
10	Amazon	Amazon

Mobile Game Rankings:

#	MOBILE GAME	COMPANY
01	Roblox	Roblox
02	Subway Surfers	Tencent
03	Candy Crush Saga	Activision Blizzard
04	Royal Match	Dream Games
05	Monopoly GO! Family Board Game	Scopely
06	Coin Master	Moon Active
07	Clash Royale	Tencent
08	Pokémon GO	Niantic
09	Dice Dreams	SuperPlay
10	Brawl Stars	Tencent

Source: Data.ai Intelligence. See Data.ai. _Notes:_ Rankings based on combined monthly active users across iPhone and Android phones between 01 January and 31 December 2023.

Icons indicating data sources (data.ai), social media engagement (we are social) and analysis company (Meltwater).

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Language options: françaisJAN 2024
DIGITAL CONTENT PURCHASES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

MOVIE OR TV STREAMING SERVICE 44.5%
MUSIC STREAMING SERVICE 33.1%
MOBILE GAME 9.9%
IN-APP PURCHASES 9.3%
MUSIC DOWNLOAD 9.1%
MOBILE APP 8.7%
E-BOOK 8.4%
SOFTWARE PACKAGE 6.8%
NEWS SERVICE 6.6%
STUDY PROGRAMS AND LEARNING MATERIALS 5.1%
PREMIUM WEB SERVICE 5.0%
ONLINE MAGAZINE SUBSCRIPTION 3.8%
DIGITAL GIFTS 3.5%
DATING SERVICE 3.0%

Source: GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See Notes on Data.

DIGITAL MEDIA SPEND
FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

TOTAL
$13.72 BILLION
YEAR-ON-YEAR CHANGE
+16.7% (+$2.0 BILLION)

VIDEO GAMES
$4.83 BILLION
YEAR-ON-YEAR CHANGE
+15.0% (+$630 MILLION)

VIDEO-ON-DEMAND
$5.68 BILLION
YEAR-ON-YEAR CHANGE
+24.8% (+$1.1 BILLION)

EPUBLISHING
$1.54 BILLION
YEAR-ON-YEAR CHANGE
+6.2% (+$90 MILLION)

DIGITAL MUSIC
$1.67 BILLION
YEAR-ON-YEAR CHANGE
+6.4% (+$100 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. COMPARABILITY ISSUE AND CATEGORY DEFINITION CHANGES; FIGURES ARE NOT MANUALLY COMPARABLE WITH PREVIOUS ESTIMATES.

françaisJAN 2024

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

Germany

- SEARCH ENGINES: 37.1%
- TV ADS: 35.3%
- WORD-OF-MOUTH: 31.8%
- RETAIL WEBSITES: 30.6%
- SOCIAL MEDIA ADS: 26.0%
- PRODUCT COMPARISON WEBSITES: 20.6%
- EMAILS OR PHYSICAL MAIL: 20.0%
- IN-STORE PROMOS: 19.4%
- BILLBOARDS & POSTERS: 19.3%
- PRINT PRESS ADS: 18.8%
- RADIO ADS: 18.8%
- TV SHOWS AND FILMS: 18.5%
- ADS ON WEBSITES: 17.9%
- ADS IN MOBILE APPS: 17.5%
- BRAND WEBSITES: 16.6%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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ADVERTISING SPEND: TOTAL vs. DIGITAL
TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)

[Germany flag]
GERMANY

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)
$30.08 BILLION

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)
+5.0% +$1.4 BILLION

DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)
$17.95 BILLION

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND
+8.9% +$1.5 BILLION

DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
59.7%

SOURCE: STATISTA MARKET OUTLOOKS; SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES IN U.S. DOLLARS. PERCENTAGE CHANGES VALUES WERE BASED ON ESTIMATES FOR 2022 FROM A STARTING VALUE OF USD WOULD EQUAL 2021. NOT 1:1 COMPARABLE BY BAG OF EACH CHANNELS AND ACTIVITIES THAT THIS DEFINITIONS ENSURE COORDINATED BASIS ADVERTISEMENTS.

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MAIN CHANNELS FOR ONLINE BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

GERMANY

- SEARCH ENGINES: 67.6%
- PRICE COMPARISON SITES: 39.3%
- SOCIAL NETWORKS: 33.6%
- CONSUMER REVIEWS: 25.2%
- PRODUCT & BRAND WEBSITES: 23.7%
- MOBILE APPS: 18.7%
- SPECIALIST REVIEW SITES: 16.7%
- DISCOUNT VOUCHER SITES: 15.8%
- Q&A SITES: 10.3%
- BRAND & PRODUCT BLOGS: 8.0%
- VIDEO SITES: 7.6%
- ONLINE PINBOARDS: 7.4%
- FORUMS & MESSAGE BOARDS: 6.8%
- MESSENGER SERVICES: 5.0%
- MICRO-BLOGS: 4.0%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY. METHODOLOGY CHANGES. SEE NOTES ON DATA.

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Digital 2024 Germany
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ENGAGEMENT WITH DIGITAL MARKETING
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY

Flag of Germany: GERMANY

1. RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE
   - Icon: Magnifying glass
   - 56.8%
   - YOY: +3.1% (+170 BPS)

2. VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS
   - Icon: Globe
   - 54.2%
   - YOY: +2.8% (+150 BPS)

3. CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS
   - Icon: Finger tapping
   - 15.7%
   - YOY: +7.5% (+110 BPS)

4. CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS
   - Icon: Hand clicking on a social media post
   - 11.5%
   - YOY: +5.5% (+60 BPS)

5. DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS
   - Icon: Mobile phone with download arrow
   - 13.6%
   - YOY: +13.3% (+160 BPS)

Source: GWI Q4 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM). NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES = COMPARABLE DIFFERENCE. CHANGE IN ENGAGEMENT OF 20% FROM A STARTING VALUE OF 10% WOULD EQUAL 6 PTS, NOT 2 PTS. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

we are social and Meltwater logos

Toolbar at the bottom with various icons (e.g., zoom, search, home, settings)JAN 2024

PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

[Germany Flag] GERMANY

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)

$14.42 BILLION

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)

+10.0% +$1.3 BILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

80.3%

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

+1.1% +84 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. NOTES: FIGURE REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE BASED ON AN ABSOLUTE VALUE ENCREASE OF 80 BPS WOULD EQUAL 0.8%, NOT 1%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGE FIGURES ARE NOT COMPARABLE WITH PREVIOUS PERIODS.