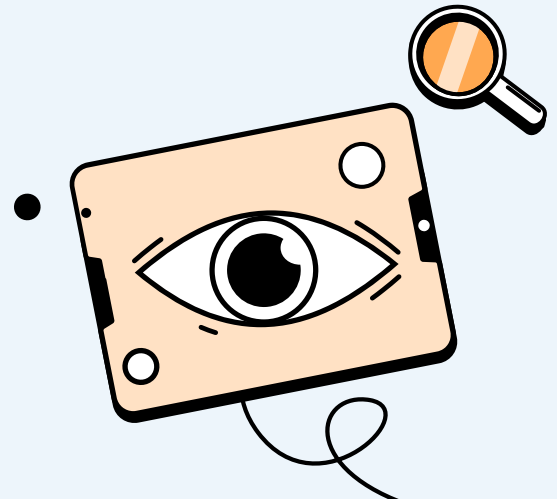


Video Trends 2023

The Key Results at a Glance

User interfaces are becoming the gateway to the world of video for more and more people: After switching on their connected TVs, four out of ten people land on a user interface and have to navigate to the content they want.



Transparency: Only one fifth of those surveyed had previously noticed the transparency details of user interfaces like smart TVs. Younger people especially are currently very interested in finding out more about why certain content or apps are displayed or highlighted on the interface of their smart TV: more than half of 14 to 29-year-olds gave this answer.

Public Value: Sixty-three percent of respondents would find it useful if public value content were easy to find on the smart TV interface. Here, too, it is mostly 14 to 29-year-olds who would like more orientation. Almost three quarters (73 percent) would find it useful if public value content were easier to find.

TV reception via open IP networks is increasing: five million people live in households where the television device is connected exclusively to the internet. The trend is clearly growing, as around 7.8 million people responded that they only wanted to watch television via the internet in future.

Online videos: In Germany, 57.7 million people aged 14 and upwards regularly use online videos (at least once a month). Among Gen Z, six out of ten people use videos from social media or video-sharing services on a daily basis. Aggregators like media intermediaries and media platforms therefore dominate daily video use in this generation.

The detailed research results are presented in the → [report](#) on the website of the media authorities.

