

# Video Trends 2022

Key findings of the 'Digitization Report Video', a representative survey on digital video transmission and viewing in Germany

WorldWideVideo: Online video usage

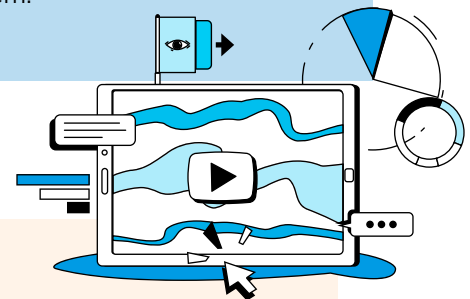
**Video-on-demand services are the latest trend. Online videos are gaining in importance.**

- Nearly half of Germany's population aged 14 and over consume internet videos, such as VOD or streaming, daily.
- There is a clear trend towards online usage, but around half the time spent on moving images continues to revolve around 'classic' TV-watching on actual televisions.
- BVOD services, i.e. online services provided by TV broadcasters, have seen 8% growth compared to the previous year. Nearly 36 million people regularly use Joyn, RTL+, public media centres or other BVOD services.
- Over half of OTT users have content suggested to them by recommendation systems.
- Connected TV is the most used device for internet videos. 29 million people use Smart TVs for OTT services – that's double the number from 5 years ago. Smartphones are the second most important device.

I♥My Big Screen: Televisions and user interfaces

**Televisions continue to be popular. User interfaces for navigating the wide range of digital offerings are becoming increasingly important, but also have the potential to discriminate.**

- Televisions remain the most popular screen device (57.9%), followed by Smartphones (13.7%). 8 out of 10 TV households have a television connected to the internet.
- For a third of Smart-TV users, user interfaces are now the first screen they see when they turn the television on. 6 out of 10 people do not adjust the user interface in any way – e.g. because it is too complicated or time-consuming for them.



The Future is Now: Generation-Z video usage

**Mobile, non-linear, online, interactive, location-independent: The 14 to 29-year-olds age group differs significantly from other age groups when it comes to their consumption of moving images. They are demonstrating what the video world of the future might look like.**

- 14 to 29-year-olds spend most of their video-usage time on non-linear internet services. Two thirds of people under the age of 30 continue to watch TV regularly, though this trend is declining.
- Nearly all (97%) of people under 30 regularly consume video content from the internet, most commonly through video-sharing services such as YouTube (91.4%) and video streaming services such as Netflix or Disney+ (87.3%). Videos from social networks are also very frequently used (80.9% regular use).
- 6 out of 10 people under 30 regularly use BVOD services. RTL+ and Joyn jointly have 5.3 million regular users.
- Smartphones play a key role in Generation Z's online video usage. Around half consume online videos when on the go.