



The BLM MediaPluralityMonitor

Shares of media groups and media offers
in the opinion-forming market

1st half of 2012

Background and objective

- In their plurality and function, media form the basis for the provision of information and for the formation of opinion, thus providing an important cornerstone of any well-functioning democratic society. Maintaining a plural range of opinions and media is therefore key to for safeguarding democracy.
- Since the introduction of the provisions on measuring plurality in the 1997 amendment to the Interstate Broadcasting Treaty, the media landscape has undergone dramatic change. The internet has developed into a multi-functional media alongside broadcasting and print, uniting the specifics of other media and continually producing new offers and platforms.
- The change set in motion by the internet alters the relevance of the various media genres in relation to the formation of opinion, providing room for new media offers in the internet which are gaining in relevance. Platform providers bundle video and audio content and control access; social networking sites govern communication.

- The new content and power structures and their significance for the provision of information and the formation of opinion cannot be adequately measured using the current regulation on media concentration which is mainly focused on television. Furthermore, consumers are unable to assess the continually growing range of media on offer which are lacking in transparency, and have no general survey regarding their relevance and ownership structures.
- The BLM MediaPluralityMonitor provides insights into the relevance of the media in the opinion-forming market; they are based on data gathered in empirical research, offering transparency to politics, providers, consumers and society as a whole concerning the impact exerted by media offers and individual media groups on the formation of opinion. The basic data of the MediaPluralityMonitor are updated on a regular basis, supplying society with regular reports on the diversity of offers in an up-to-date fashion, also indicating potential risks to media plurality resulting from a dominant position of individual providers regarding the formation of opinion in a topical manner.
- The BLM MediaPluralityMonitor could thus also provide the basis for legislation on media concentration focused on empirical consumer reach data.

The BLM MediaPluralityMonitor: a 4-stage model



1. The „weight for the formation of opinion“ of the individual media is empirically determined.



2. The reach and market shares of the media in the categories television, radio, daily newspapers, magazines and internet are established on the basis of research of audience/consumer reach conducted on a regular basis.

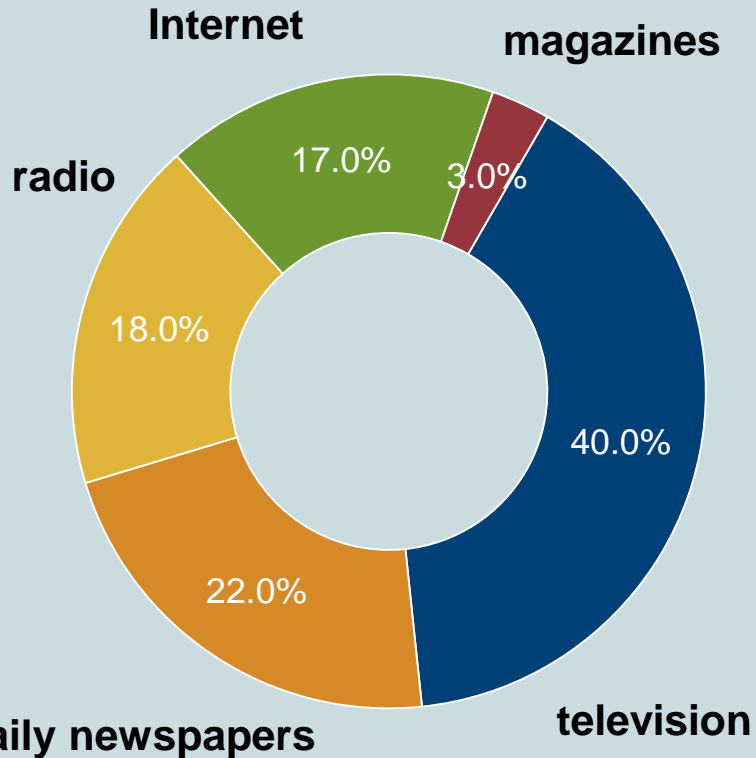


3. The share of media companies in the opinion-forming market is established by linking the share of audience reach of each media to the ownership shares of the media companies.



4. The shares of media companies and groups in the overall opinion-forming market is determined by adding the weighted shares established per category.

1. The weight of media for the formation of opinion



Source: Infratest 2011

The BLM Media Plurality Monitor is based on the survey „relevance of the media for the formation of opinion“ which market research company TNS Infratest has already conducted three times for the BLM.

The survey establishes the weights of the various media for the formation of opinion. It identified the media holding the greatest relevance for the formation of opinion as follows:

- Television: share 40 per cent
- Daily newspapers: share 22 per cent
- Radio: share 18 per cent
- Internet / online media: share 17 per cent
- Magazines: share 3 per cent.

The survey is conducted on a regular basis to obtain a continuing overview of the changes taking place in the media landscape. The latest data established in the survey date from 2011. An update of the survey is planned for 2013.

2. Determining and calculating the market shares of the media



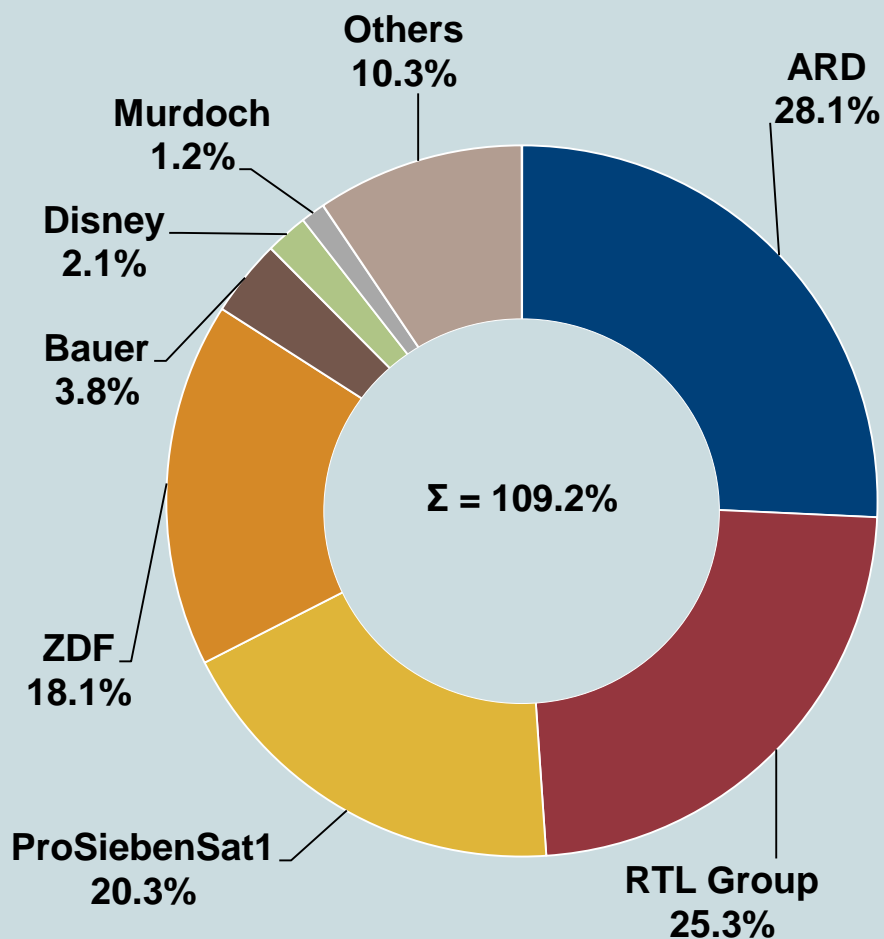
Media category	Accepted survey / currency	value reference base
television	AGF/GfK	market share in viewing duration
radio	ag.ma	market share in listening duration
daily newspapers	ag.ma	market share in readers per issue
magazines	ag.ma	market share in readers per issue
online offers	Nielsen NetView	market share in unique audience

In stage 2, the market shares of the media are established for the individual categories using data gathered in the accepted surveys which are conducted on a regular basis. For television, the data are researched by AGF/GfK-Fernsehforschung, for radio, newspapers and magazines, ag.ma conducts surveys on a regular basis while internet consumption is researched by Nielsen.

Once audience reach and market share have been established, the resulting data are allocated to the individual media companies (stage 3). For television, the provisions of the Interstate Broadcasting Treaty are applied; according to this, from an audience share of 25 per cent, the audience reach established shall be fully allocated to the respective undertaking.

For the other four categories, shares are also fully allocated as of a share of 25 per cent. For shares between 10 per cent and 24,9 per cent, the values are allocated on a pro rata basis, while no allocation is made for shares below 10 per cent. This form of allocation can result in sum totals exceeding 100 per cent for individual categories.

2.1 Shares of individual media groups in the opinion-forming television market in Germany, 1st half of 2012



Source: AGF/GfK, BLM 2012

Television consumption in Germany is dominated by the public-service offers provided by ARD and ZDF as well as the services of the commercial groups RTL-Group and ProSiebenSat. 1 Media AG. During the first half of 2012, the following market shares could be allocated to these players:

- ARD 28.1 per cent
- ZDF 18.1 per cent
- RTL 25.3 per cent
- ProSiebenSat. 1 20.3 per cent

Larger shares were also reached by Bauer (3.8 per cent), Disney (2.1 per cent) and Murdoch (1.2 per cent) while the rest of the services scored 10.3 per cent.

As television contributes to the provision of information and the formation of opinion with a share of 40 per cent, the media groups reach the following values to be taken into consideration for the overall assessment: ARD 11.2 per cent, ZDF 7.2 per cent, RTL (Bertelsmann) 10.1 per cent and ProSiebenSat.1 8.1 per cent.

Television audience shares, 1st half of 2012 – TOP 40

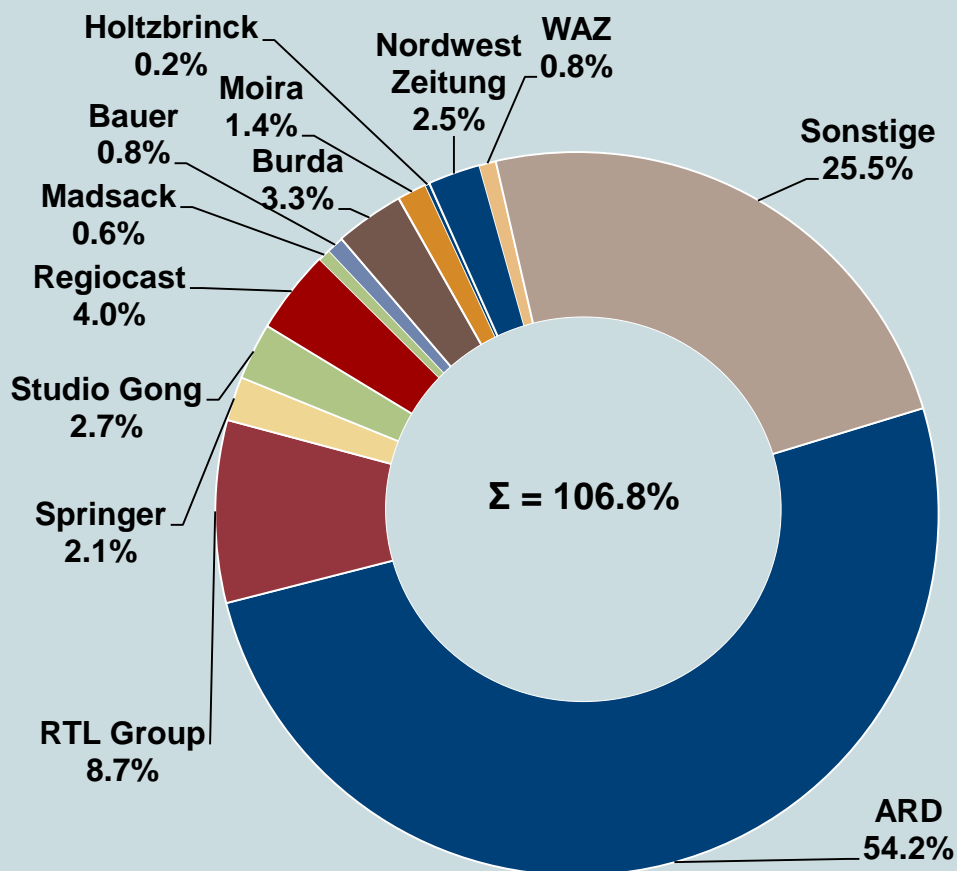


Position	Service	Share
1	ZDF	12.7%
2	RTL	12.7%
3	ARD Das Erste	12.5%
4	Sat.1	9.9%
5	ProSieben	5.9%
6	VOX	5.6%
7	kabel eins	3.9%
8	RTL II	3.8%
9	WDR Fernsehen	2.5%
10	NDR Fernsehen	2.5%
11	SUPER RTL	2.1%
12	MDR Fernsehen	1.9%
13	Bayerisches Fernsehen	1.8%
14	SWR / SR Fernsehen	1.7%
15	ARD/ZDF Kinderkanal	1.4%
16	hr-fernsehen	1.1%
17	3SAT	1.0%
18	Phoenix	1.0%
19	N 24	1.0%
20	Tele 5	1.0%

Position	Service	Share
21	Nachrichten - TV	0.9%
22	RBB Fernsehen	0.9%
23	SPORT1	0.8%
24	arte	0.8%
25	Nickelodeon	0.7%
26	DMAX	0.7%
27	Eurosport	0.7%
28	ZDFneo	0.6%
29	sixx	0.5%
30	VIVA	0.5%
31	ZDFinfo	0.4%
32	COMEDY CENTRAL	0.3%
33	Sky Bundesliga (Zfs.)	0.3%
34	Das Vierte	0.2%
35	RTL Nitro	0.1%
36	Sky Krimi	0.1%
37	Sky Sport HD (Zfs.)	0.1%
38	Sky Cinema	0.1%
39	Sky Nostalgie	0.1%
40	ZDFkultur	0.1%

Source: AGF / GfK, basis: duration of TV consumption, first half of 2012

2.2 Shares of individual media groups in the opinion-forming radio market in Germany, 1st half of 2012



The public-service corporations forming the ARD network provide 52 VHF services and 14 DAB services, thus offering the largest range of programmes in the dual radio system. The ARD channels lead the audience share market for radio with 54.2 per cent overall.

The commercial German radio channels hold a market share of 44.5 per cent. The range of services is very diverse at 255 different channels, as is the shareholder structure.

RTL-Group (104.6 RTL, Spreeradio and other channels) holds 8.7 per cent in radio consumption while Regiocast (Radio R.SH, R. SA, Radio PSR, Radio BOBI, 90elf. etc.) has a share of 4.0 per cent, Burda 3.3 per cent, Studio Gong 2.7 per cent and Springer 2.1 per cent.

These market shares contribute a weighted radio share of 18 per cent to the overall opinion-forming market.

Source: Jahrbuch Die Medienanstalten, KEK, BLM 2012

Radio audience shares, 1st half of 2012 - TOP 40

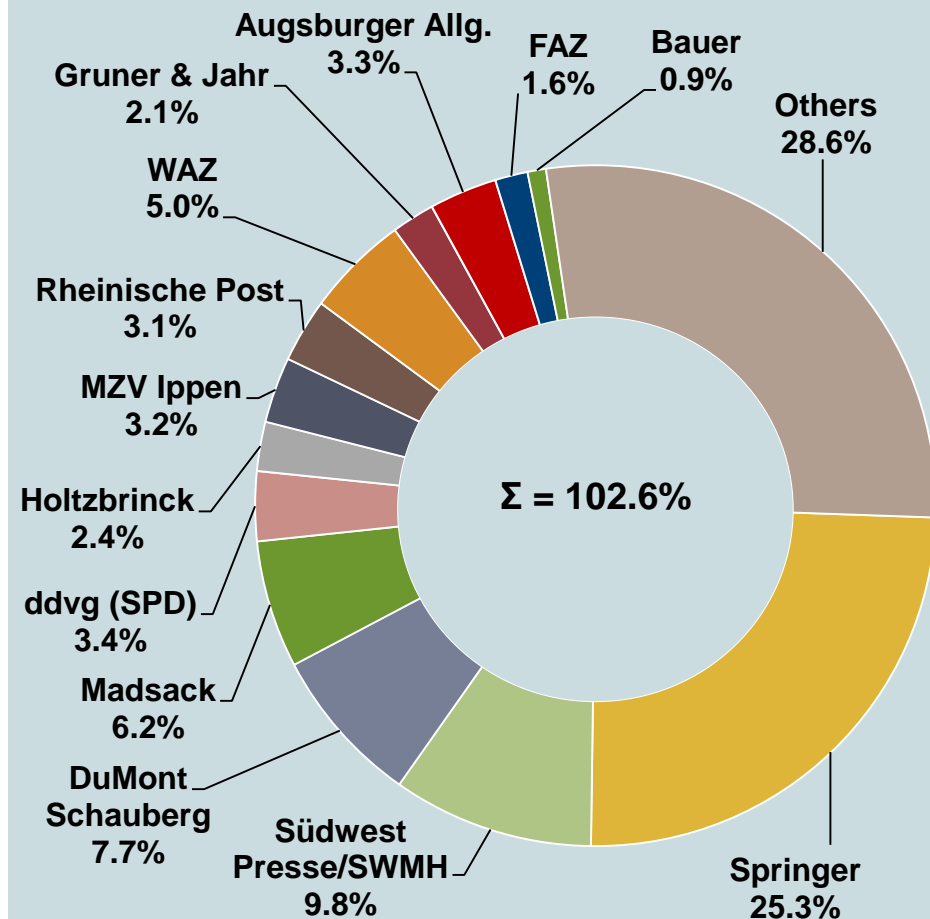


Position	Service	Share
1	radio NRW	6.1%
2	ANTENNE BAYERN	5.3%
3	Radio-Kombi Baden-Württemberg	4.9%
4	Bayern 1	4.4%
5	SWR3	4.1%
6	1LIVE	3.7%
7	WDR 2	3.5%
8	WDR 4	3.1%
9	NDR 2	2.9%
10	BAYERN 3	2.6%
11	BAYERN-FUNKPAKET	2.6%
12	SWR4 BW	2.3%
13	radio ffn	1.8%
14	HIT RADIO FFH	1.8%
15	SWR1 BW	1.5%
16	MDR 1 RADIO SACHSEN	1.5%
17	radiokombi sachsen	1.4%
18	bigFM Gesamt	1.3%
19	Deutschlandfunk	1.2%
20	Hit-Radio Antenne	1.2%

Position	Service	Share
21	hr3	1.2%
22	hr4	1.2%
23	radio SAW	1.2%
24	SWR4 RP	1.1%
25	Antenne Brandenburg	1.1%
26	RB Gesamt	1.0%
27	RPR1.	1.0%
28	ANTENNE 1	1.0%
29	Klassik Radio	0.9%
30	SWR1 RP	0.9%
31	Radio Regenbogen	0.9%
32	MDR JUMP	0.9%
33	Mecklenburg-Vorpommern	0.9%
34	N-JOY	0.8%
35	R.SH Radio Schleswig-Holstein	0.8%
36	Radio Hamburg	0.8%
37	hr1	0.8%
38	BB RADIO	0.8%
39	MDR 1 RADIO SACHSEN-ANHALT	0.8%
40	MDR 1 RADIO THÜRINGEN	0.8%

Source: ma 2012 Radio II

2.3 Shares of the individual media groups in the opinion-forming newspaper market in Germany, 1st half of 2012



Quelle: FORMATT-Institut, BLM 2012

The process of digitisation and the internet have set off a structural change resulting in a process of consolidation in the German newspaper market and a persistent shift of positions and shares.

Publishing house Axel Springer Verlag (BILD, Welt etc.) holds the largest share in the opinion-forming newspaper market at 25.3 per cent.

Other publishing groups reaching sizeable shares in the wake of the process of consolidation include:

- Südwestpresse (SWMH. SZ/Stuttgarter Zeitung/Rheinpfalz etc.) market share 9.8 per cent
- DuMont Schauberg (Kölner Stadtanzeiger, Express, Berliner Zeitung, Frankfurter Rundschau) market share 7.7 per cent
- Madsack (Hannoversche Allgemeine etc.) market share 6.2 per cent

WAZ reaches 5.0 per cent, the SPD shareholding company „ddvg“ holds 3.4 per cent while Augsburger Allgemeine now holds 3.3 per cent as a result of some recent acquisitions.

These market shares contribute an empirically weighted value of 22 per cent to the overall opinion-forming market.

Newspaper reader shares, 1st half of 2012 - TOP 40

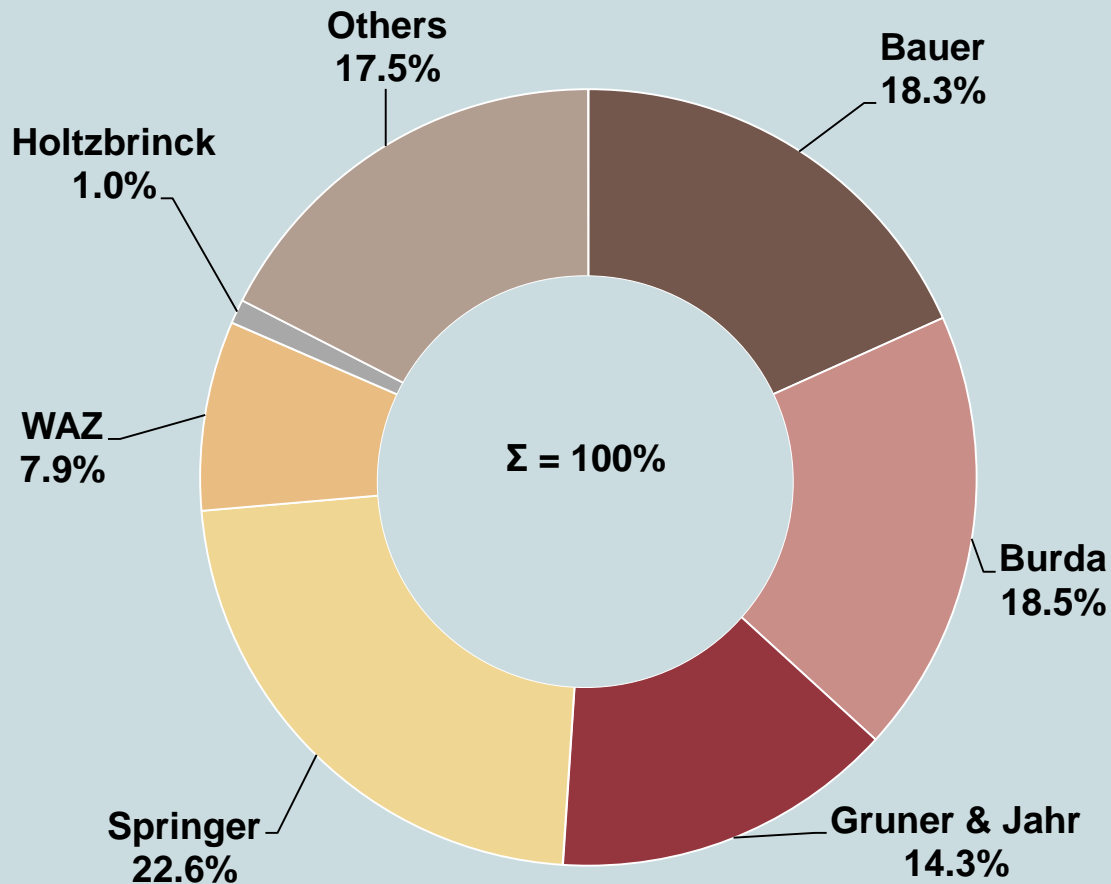


Position	Newspaper	Share
1	BILD DEUTSCHLAND	21.3%
2	WAZ Gesamtausgabe	3.7%
3	Süddeutsche Zeitung	2.6%
4	Hannov. Allg./Neue Presse HAZ-Total	2.4%
5	Stuttgarter Zeitung	2.2%
6	Rheinische Post	1.8%
7	Münchner Merkur (o.tz)	1.7%
8	Zeitungsgruppe Köln	1.7%
9	Frankfurter Allgemeine Zeitung	1.6%
10	Zeitungsgruppe Thüringen	1.5%
11	DIE WELT Gesamt	1.5%
12	Südwest Presse	1.5%
13	Mittelhessenpresse	1.5%
14	Mannheimer Morgen	1.5%
15	Nürnberger Nachrichten	1.3%
16	Berliner Zeitung/Kurier Berlin Kompakt	1.3%
17	Neue Osnabrücker Zeitung	1.2%
18	Die Rheinpfalz	1.2%
19	Weser-Kurier	1.2%
20	Zeitungsgruppe Münsterland	1.1%

Position	Newspaper	Share
21	shp Schleswig-Hol. Presse	1.1%
22	Sächsische Zeitung	1.1%
23	Freie Presse	1.1%
24	Hess. Nieders. Allg. HNA Gesamt	1.1%
25	Rhein-Zeitung	1.0%
26	EXPRESS	1.0%
27	Hamburger Abendblatt	1.0%
28	Augsburger Allgemeine	1.0%
29	Mitteldeutsche Zeitung	1.0%
30	Zeitungsgruppe Neue Westfälische	1.0%
31	Leipziger Volkszeitung	0.9%
32	B.Z.	0.9%
33	Volksstimme	0.9%
34	Ruhr Nachrichten-Münstersche Zeitung	0.9%
35	Rhein Main Presse	0.9%
36	Berliner Zeitung/OGA Berliner Zeitung p	0.9%
37	RheinMainMedia RMM Gesamt	0.8%
38	Handelsblatt	0.8%
39	Saarbrücker Zeitung	0.8%
40	Main-Post	0.8%

Source: ma 2012 Pressemedien II

2.4 Shares of individual media groups in the opinion-forming magazine market in Germany, 1st half of 2012



The market for magazines in Germany is dominated by media groups Axel Springer, Burda, Bauer, Gruner & Jahr (Bertelsmann) and WAZ; they jointly reach a share of 81.6 per cent in magazine consumption.

The largest share is scored by the weekly paper Bild am Sonntag at 6.4 per cent and the consumer magazines Stern (4.9 per cent) and Der Spiegel (3.9 per cent) (see also p. 14).

For reasons of methodology, weekly magazines are classified as magazines due to their frequency of publication.

As a result of the weekly, two-weekly or monthly publication frequency, the established weight of magazines is clearly lower at 3 per cent compared to media with a daily frequency (see p. 5).

Source: ma 2012 Pressemedien II, BLM 2012

Magazine reader shares, 1st half of 2012 – TOP 40



Position	Magazine	Share
1	BILD am SONNTAG	6.4%
2	stern	4.9%
3	DER SPIEGEL	3.9%
4	BILD der FRAU	3.7%
5	FOCUS	3.1%
6	SPORT BILD	2.7%
7	HÖRZU	2.7%
8	ADAC Motorwelt	2.6%
9	BUNTE	2.5%
10	tv 14	2.2%
11	tv Hören + Sehen	2.1%
12	kicker-sportmagazin	2.0%
13	SUPERillu	1.9%
14	TV SPIELFILM	1.8%
15	auf einen Blick	1.8%
16	TV Movie	1.8%
17	FREIZEIT REVUE	1.7%
18	AUTO BILD	1.7%
19	tina	1.6%
20	NEUE POST	1.5%

Position	Magazine	Share
21	Gala	1.4%
22	TV DIGITAL	1.3%
23	COMPUTER BILD	1.2%
24	Fernsehwoche	1.2%
25	DAS GOLDENE BLATT	1.1%
26	die aktuelle	1.1%
27	DIE ZEIT	1.0%
28	DAS NEUE BLATT	1.0%
29	FRAU IM SPIEGEL	1.0%
30	Lisa	1.0%
31	FUNK UHR	0.9%
32	Brigitte	0.8%
33	Gong	0.8%
34	GLÜCKS REVUE	0.8%
35	ECHO DER FRAU	0.7%
36	WELT am SONNTAG	0.7%
37	frau aktuell	0.7%
38	tv klar	0.7%
39	InTouch	0.6%
40	TVdirekt	0.6%

Source: ma 2012 Pressemedien II

2.5 The internet and its impact on the formation of opinion



From the viewpoint of media legislation, not all forms of internet usage are relevant (e.g. e-commerce, online banking, online games); the offers in the internet which are relevant for the provision of information and the formation of opinion must therefore be identified.

Criteria for online offers impacting on the formation of opinion which thus have to be taken into consideration in the BLM MediaPluralityMonitor can be based on the model of the media public developed by Friedhelm Neidhardt:

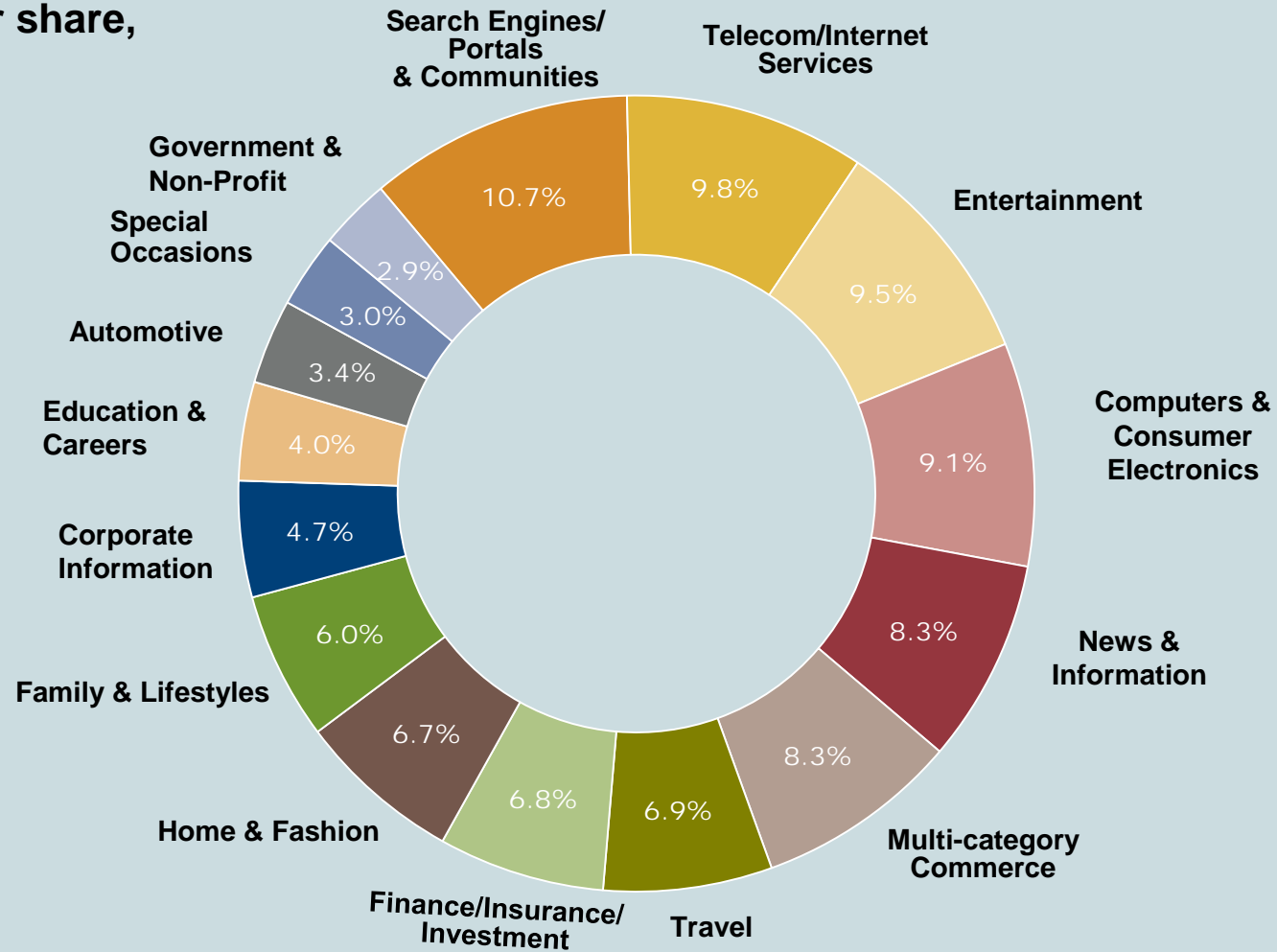
1. professional process of selection, i.e. choice of issues and agenda setting;
2. high degree of organisation and institutional structure, i.e. communication takes place with specific topicality and regularity, and is generally accessible and available;
3. asymmetrically fixed roles for speakers and consumers, i.e. communicators and providers differ clearly and permanently from the role of the audience / consumers.

Only online offers meeting all three criteria were rated as relevant for the online opinion-forming market in the framework of conducting a content analysis of all internet offers.

Market shares of content categories in the internet, 1st half of 2012

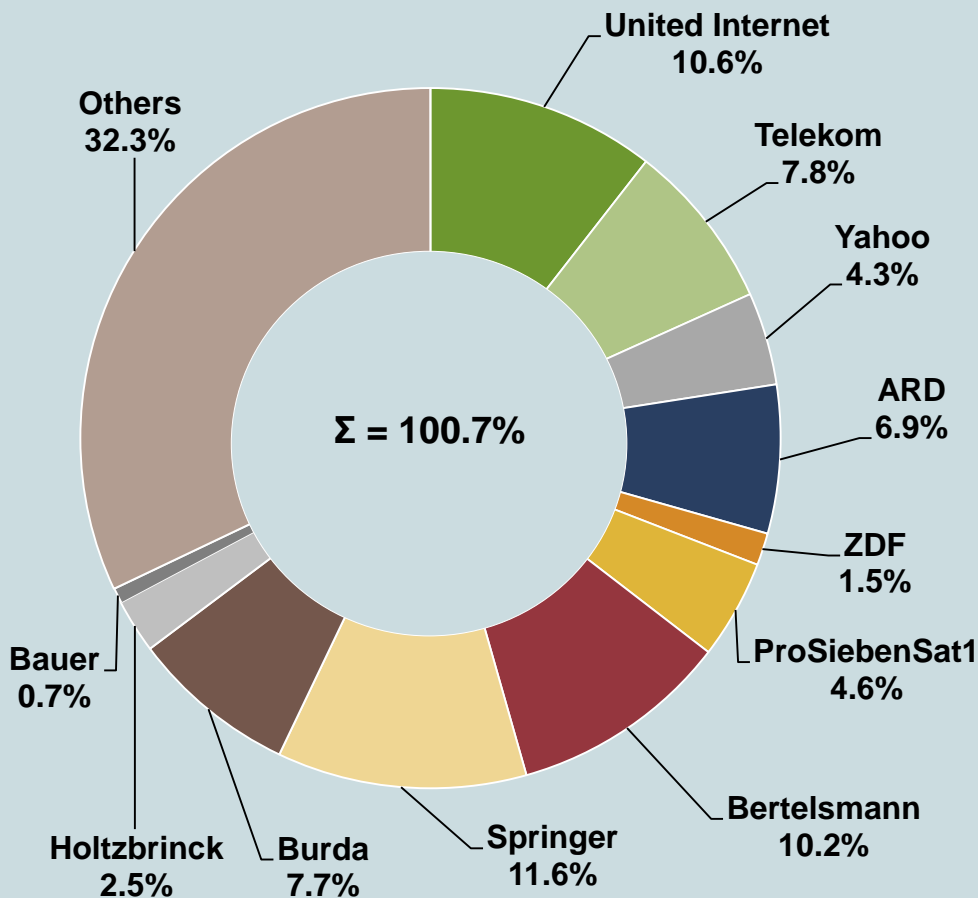


Average unique user share, in per cent



Source: Nielsen NetView, 1. Halbjahr 2012

Shares of individual media groups in the opinion-forming internet market in Germany, 1st half of 2012



Quelle: BLM 2012

Internet offers with editorial relevance mainly include the online portals and online subsidiaries of the publishing houses and broadcasters as well as some new offers.

The offers with the widest usage and hence the largest market shares are the online portals of t-online.de (6.7 per cent), web.de (6.0 per cent), yahoo.com (4.3 per cent), gmx.net (4.1 per cent), chip.de (3.8 per cent), bild.de (2.9 per cent) and msn.de (2.6 per cent).

By allocating all online offers with editorial relevance to the various media groups, the total share for United Internet (web.de, gmx.net etc.) in the market is 10.6 per cent. Axel Springer AG (bild.de, welt.de, gofeminin.de etc.) reaches a share of 11.6 per cent, followed by Bertelsmann (RTL, Gruner & Jahr) at 10.2 per cent, Deutsche Telekom (t-online.de etc.) with a share of 7.8 per cent and Burda (focus.de etc.) with a share of 7.7 per cent. The online offers provided by the ARD members reach a market share of 6.9 per cent.

The weighted value for the internet contributing to the overall opinion-forming market is 17 per cent.

Internet user shares, 1st half of 2012 – TOP 40

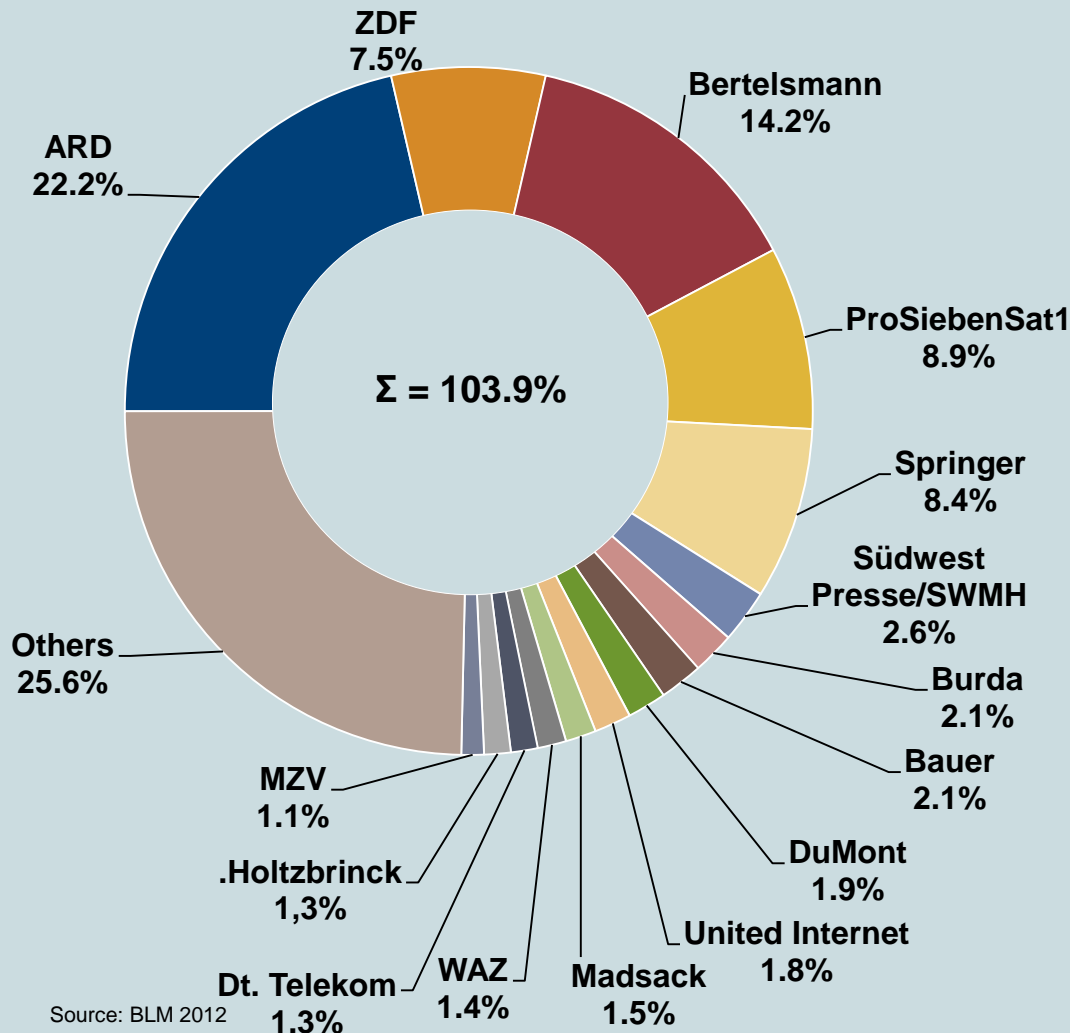


Position	Offer	Share
1	t-online.de	6.7%
2	web.de	6.0%
3	yahoo.de	4.3%
4	GMX	4.1%
5	chip.de	3.8%
6	bild.de	2.9%
7	msn.de	2.6%
8	myvideo.de	2.1%
9	computerbild.de	2.1%
10	rtl.de	1.9%
11	spiegel.de	1.7%
12	focus.de	1.6%
13	welt.de	1.6%
14	ZDF	1.4%
15	gofeminin.de	1.3%
16	freenet.de	1.3%
17	WDR	1.1%
18	prosieben.de	1.1%
19	stern.de	1.0%
20	sueddeutsche.de	1.0%

Position	Offer	Share
21	arcor.de	1.0%
22	spieletipps.de	0.8%
23	sat1.de	0.7%
24	SWR	0.7%
25	NDR	0.7%
26	gulli.com	0.7%
27	motor-talk.de	0.7%
28	motor-talk.de	0.7%
29	heise.de	0.7%
30	kicker.de	0.7%
31	Tagesschau	0.7%
32	zeit.de	0.7%
33	news.de	0.7%
34	bunte.de	0.7%
35	magistrix.de	0.7%
36	netzwelt.de	0.7%
37	clipfish.de	0.7%
38	fussball.de	0.7%
39	test.de	0.7%
40	DasErste.de	0.6%

Source: Nielsen, NetView, 1st half of 2012

3. Shares of individual media groups in the opinion-forming market in Germany, 1st half of 2012



Source: BLM 2012

The services offered by the public-service broadcasting corporations and ARD reach the highest share in the market for the formation of opinion in Germany at 22.2 per cent. ZDF reaches 7.5 per cent; the public-services broadcasters thus account for an aggregated share of 29.7 per cent.

Bertelsmann media group (RTL, Gruner & Jahr etc.) hold 2nd place in the market for the formation of opinion with a market share of 14.2 per cent.

The media groups ProSiebenSat.1 Media AG (share 8.9 per cent) and Axel Springer AG (8.4 per cent) hold positions 3 and 4 respectively, followed by ZDF (7.4 per cent).

The five leading media groups are trailed at considerable distance by Südwest Presse/SWMH (2.6 per cent), Burda and Bauer (2.1 per cent each), the newspaper groups DuMont Schauberg (1.9 per cent), Madsack (1.5 per cent), WAZ (1.4 per cent), Telekom and Holtzbrinck (1.3 per cent each) and MZV (1.1 per cent).

Shares of media groups in the opinion-forming media market, 1st half of 2012



	television	Daily newspapers	radio	Internet	magazines	opinion-forming market share
rate	40,0%	22,0%	18,0%	17,0%	3,0%	100,0%
ARD	28,1%	-	54,2%	6,9%	-	22,2%
Bertelsmann	25,3%	2,1%	8,7%	10,2%	14,3%	14,2%
ProSiebenSat.1	20,3%	-	-	4,6%	-	8,9%
Springer	-	25,3%	2,1%	11,6%	22,6%	8,4%
ZDF	18,1%	-	-	1,5%	-	7,5%
Südwest Presse/SWMH	-	9,8%	1,0%	1,4%	-	2,6%
Bauer	3,8%	0,9%	0,8%	0,7%	18,3%	2,1%
Burda	-	-	3,3%	7,7%	18,5%	2,1%
DuMont Schauberg	-	7,7%	0,1%	1,0%	-	1,9%
United Internet	-	-	-	10,6%	-	1,8%
Madsack	-	6,2%	0,6%	0,4%	-	1,5%
WAZ	-	5,0%	0,8%	0,8%	7,9%	1,4%
Telekom	-	-	-	7,8%	-	1,3%
Holtzbrinck	-	2,4%	0,2%	2,5%	1,0%	1,3%
Münchn. Zeitungsverlag (MZV)	-	3,2%	0,3%	0,5%	-	1,1%

Source: agf/GfK, ma Radio, ma Pressemedien, Nielsen NetView, KEK, FORMATT, BLM 2012

As the development of the internet shows, information which is relevant for the formation of opinion is no longer linked solely to the traditional media.

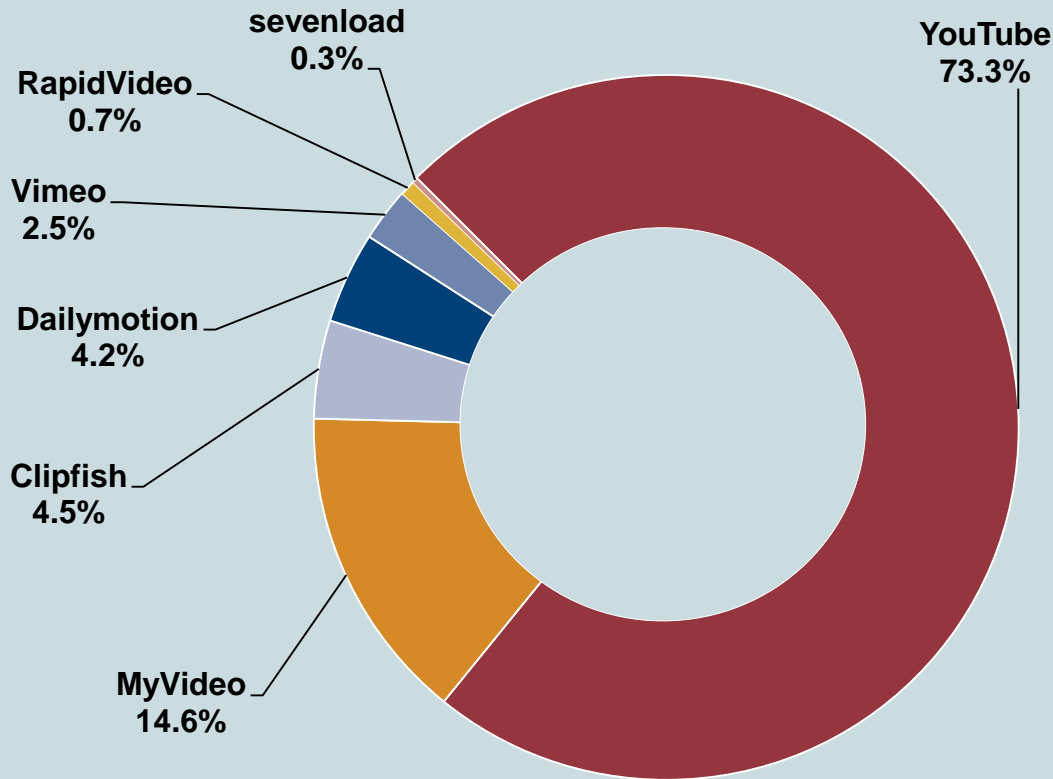
Alongside online media which have already reached some editorial relevance, platforms such as Google, Facebook and YouTube have gained similarly in relevance for the provision of information as they can govern and influence access to content that is relevant for the formation of opinion (see also study „Vielfalt im digitalen Medienensemble“ of the University of St. Gallen, September 2012).

The offers and shares held in the search engines market and for video platforms and social networking sites are therefore also shown in the MediaPluralityMonitor.

Market shares of video platforms, 1st half of 2012



Unique user market share, in per cent:



The video platform holding the largest user reach in Germany is operated by Google subsidiary YouTube which scores a unique user market share of 73.3 per cent. MyVideo (offered by media group ProSiebenSat.1 Media AG) follows with 14.6 per cent.

The range of relevant portals thereafter is as follows: Clipfish (4.5 per cent), Dailymotion (4.2 per cent), Vimeo (2.5 per cent), RapidVideo (0.7 per cent), sevenload (0.3 per cent).

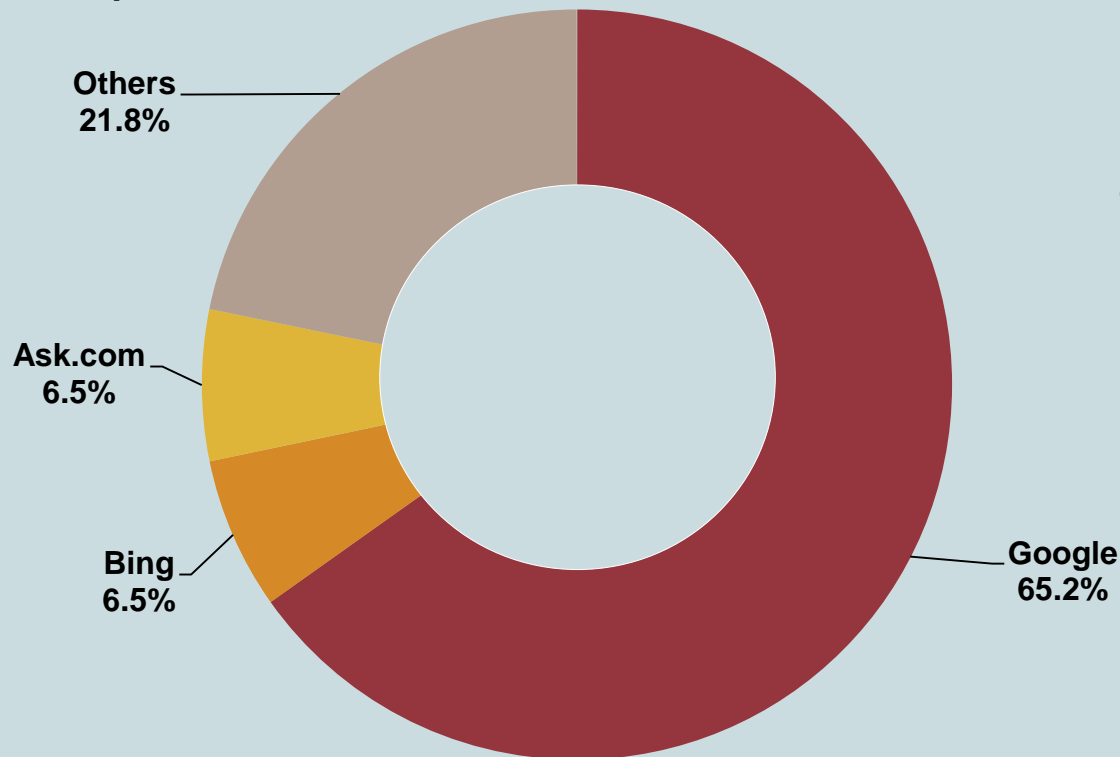
According to the current developments in the sector of video platforms it is evident that the platform providers are starting to integrate their own internet-like channels on their video platforms. YouTube is planning to operate its own channels while ProSiebenSat. has announced that intends to convert MyVideo into a internet TV channel.

Source: Nielsen NetView, 1st half of 2012

Market shares of search engines, 1st half of 2012



Unique user market shares, in per cent:



According to the surveys of Nielsen Netview, Google holds a share of 65 per cent in the market for search engines, followed at considerable distance by Bing and ask.com which both score 6.5 per cent.

The market shares are calculated on the basis of the offers defined as search engines by Nielsen. Alternative surveys which only look at original search engines put the market share for Google in Germany at an even higher rate of around 90 per cent.

Source: Nielsen NetView, 1. Halbjahr 2012

Search engines, 1st half of 2012 – TOP 40



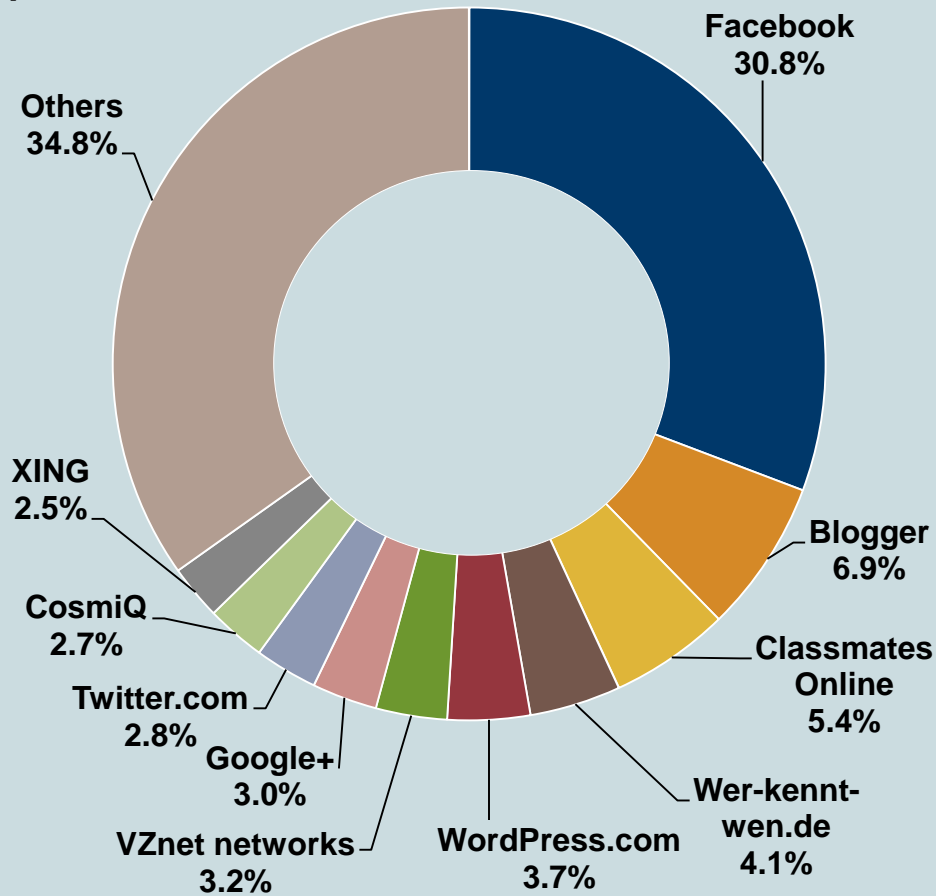
Position	Site/ Brand	Share
1	Google Search**	34.3%
2	Google Image Search**	13.1%
3	T-Online Suche**	7.7%
4	Ask.com	6.5%
5	Web.de Suche**	3.8%
6	Bing Web***	3.3%
7	Google Product Search**	3.2%
8	ZapMeta	2.8%
9	Yahoo! Search***	2.6%
10	Search-results.com	1.9%
11	GMX Suche**	1.7%
12	Searchnu.com	0.9%
13	Webwiki	0.9%
14	Searchqu	0.8%
15	5earch	0.4%
16	MyBrowserBar.com	0.7%
17	AOL Search Websites**	0.7%
18	Trovit	0.6%
19	Peeplo	0.5%
20	SearchCompletion	0.4%

Position	Site/ Brand	Share
21.	Bing Images***	0.4%
22.	My Web Search**	0.3%
23.	Onlinestreet.de	0.3%
24.	Suchhits.de	0.3%
25.	special-deal	0.2%
26.	Telefonbuch-Suche.com**	0.2%
27.	Rapid Library	0.2%
28.	Ecosia***	0.2%
29.	1&1 Suche**	0.2%
30.	360search.net	0.2%
31.	opticalseeking.com	0.2%
32.	Picsearch	0.2%
33.	Suchnase	0.2%
34.	Microsoft Search Websites	0.2%
35.	seekmy123.net	0.1%
36.	Revsponsor.com	0.1%
37.	maximumfindings.com	0.1%
38.	Seekersearching.com	0.1%
39.	Businessenhanced.com	0.1%
40.	Comics-Blog.com	0.1%

Source: Nielsen, NetView, 1st half of 2012

** search with Google *** search with Bing

Unique user market share, in per cent:



Source: Nielsen, NetView, 1. Halbjahr 2012

As expected, the Nielsen NetView survey identified Facebook as the social networking site reaching the largest share in Germany at 30.8 per cent.

Other sites with sizeable shares are Blogger (6.9 per cent), Classmates Online (5.4 per cent), Wer-kennt-wen.de (4.1 per cent) and WordPress.com (3.7 per cent).

The VZ.net networking sites scored 3.2 per cent at the latest survey while social networking sites Google+ and Twitter came to 3.0 per cent and 2.8 per cent respectively. The business networking site XING scored a share of 2.5 per cent.

Social networks, 1st half of 2012 – TOP 40



Position	Site/ Brand	Share
1	Facebook	30.8%
2	Blogger	6.9%
3	Classmates Online	5.4%
4	Wer-kennt-wen.de	4.1%
5	WordPress.com	3.7%
6	VZnet Netzwerke	3.2%
7	Google+	3.0%
8	Twitter.com	2.8%
9	COSMiQ	2.7%
10	XING	2.5%
11	Jappy	2.0%
12	Wikia	1.6%
13	Tumblr	1.5%
14	Badoo	1.3%
15	Myspace.com	1.3%
16	Blog.de	1.1%
17	LinkedIn	0.9%
18	Spinchat	0.8%
19	Talkteria.de	0.8%
20	Suite101.com	0.7%

Position	Site/ Brand	Share
21	Knuddels.de	0.5%
22	Overblog	0.5%
23	ask.fm	0.5%
24	Lokallisten.de	0.5%
25	Kwick!	0.5%
26	Netlog	0.4%
27	Blogtotal	0.4%
28	Dshini.net	0.3%
29	Prosper202	0.3%
30	flashX.tv	0.3%
31	Germanblogs	0.3%
32	Socialcam	0.3%
33	Yahoo! Profile	0.3%
34	Vk.com	0.3%
35	NK.pl	0.3%
36	Hilferuf.de	0.2%
37	We Heart It	0.2%
38	freenet Community	0.2%
39	Pinterest	0.2%
40	Twoday.net	0.2%

Source: Nielsen NetView, 1. Halbjahr 2012