



ONLINE-AUDIO-MONITOR 2018

Dr. Oliver Ecke, MD Kantar TNS
Digitalradiotag Berlin, 3. September 2018

Auftraggeber:



Umsetzung:



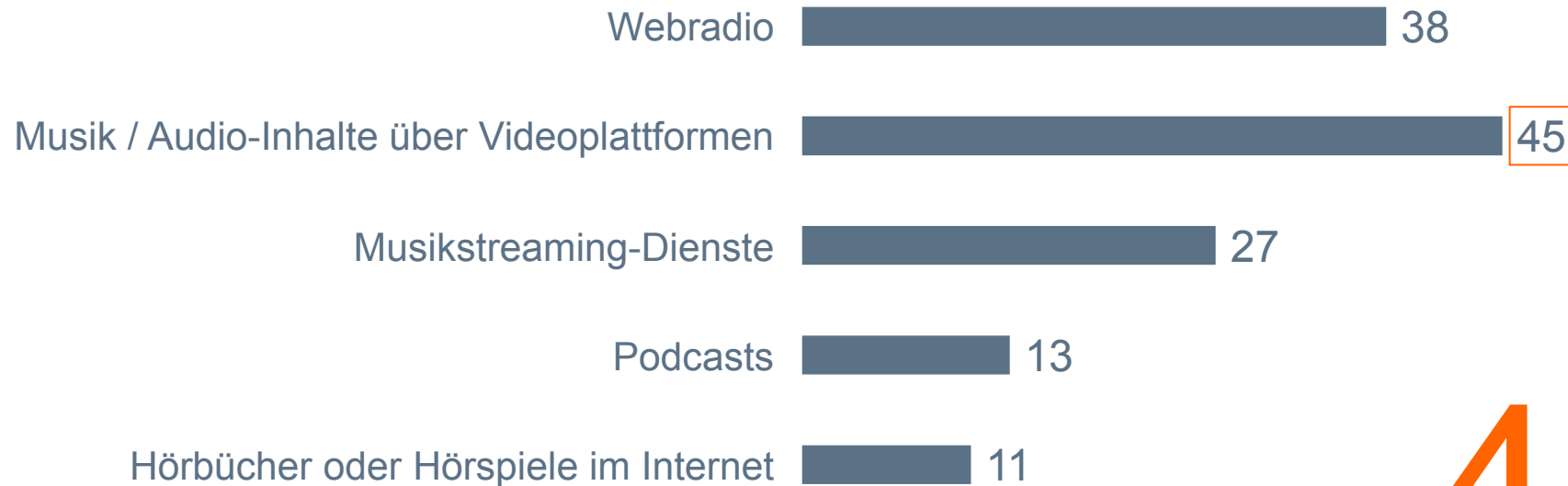
A man with a beard and short hair is wearing large white headphones. He is looking down at a smartphone in his hands. He is sitting in the driver's seat of a car, with the steering wheel visible in the foreground. The background shows a window with a grid pattern, possibly a train or bus window. The overall image has a light, desaturated color palette.

1

Nutzung Online-Audio-Angebote

Wie groß ist die Nutzung?

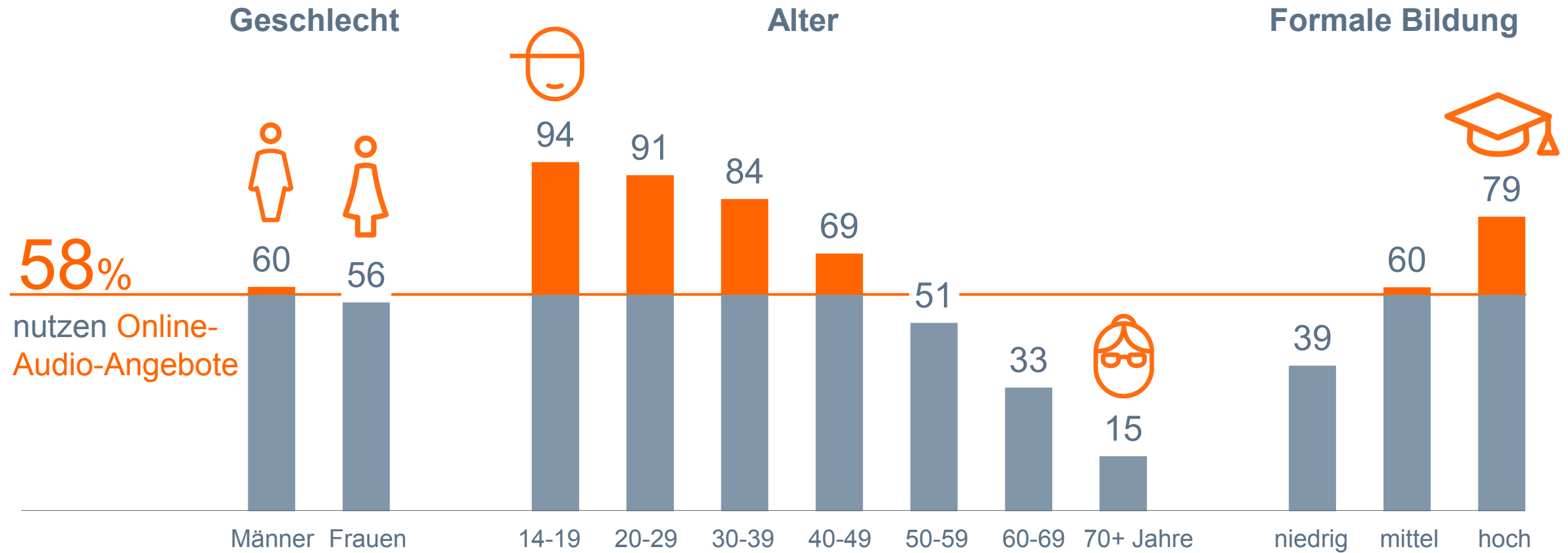
58% Online-Audio-Nutzer gesamt



40,9 Mio.

Angaben in Prozent; Basis: 70,094 Mio. Personen ab 14 Jahre in Deutschland (n=7.850)

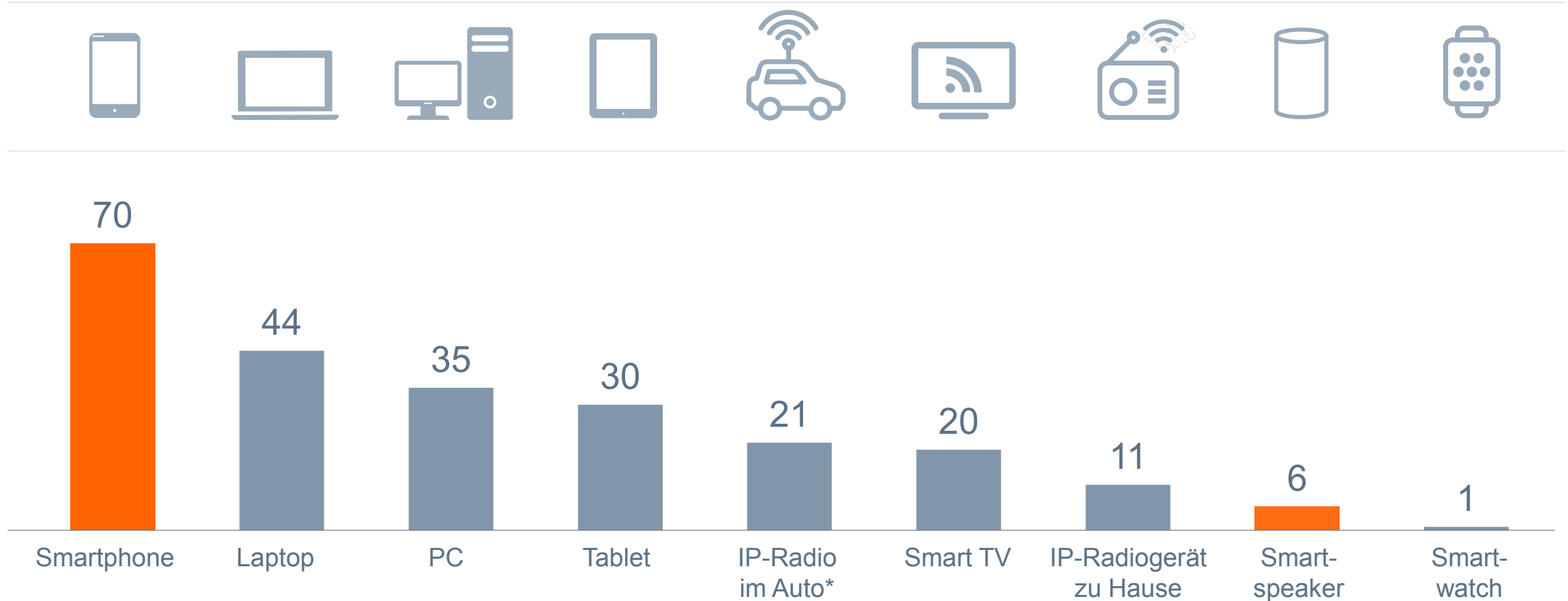
Wer nutzt Online-Audio?



Angaben in Prozent; Basis: 70,094 Mio. Personen ab 14 Jahre in Deutschland (n=7.850)

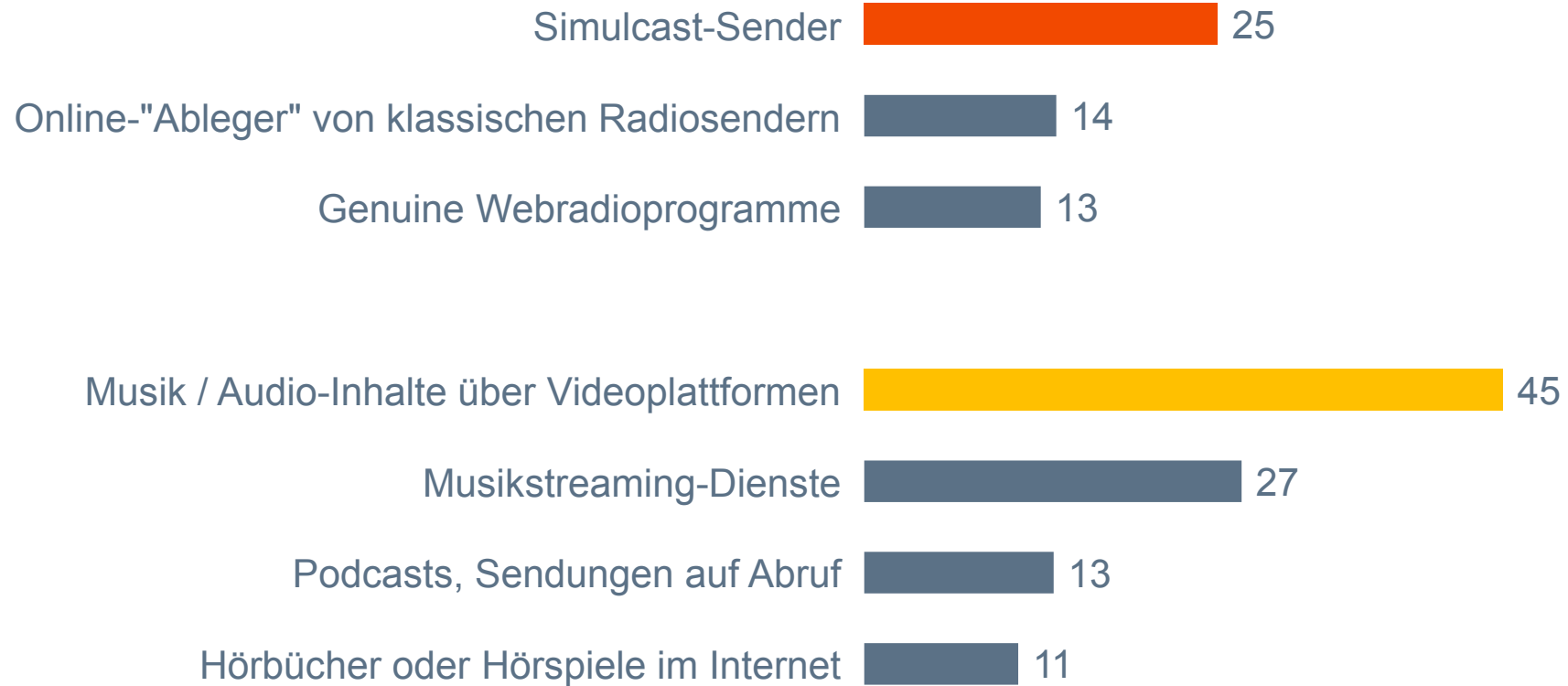
Über welche Geräte wird Online-Audio genutzt?

Basis: Online-Audio Nutzer



Angaben in Prozent; *über Smartphone, Tablet oder fest installiertes IP-Radiogerät im Auto
Basis: 40,844 Mio. Online-Audio-Nutzer ab 14 Jahre in Deutschland (n=4.851)

Was wird live, was on demand genutzt?



Webradio-Nutzer gesamt

38%

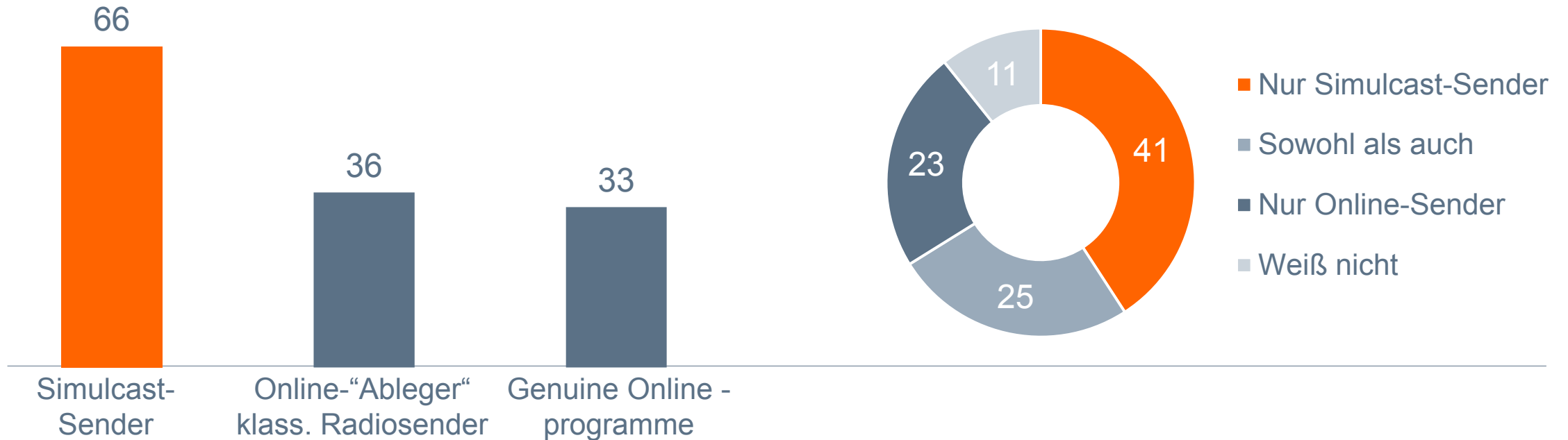
On-Demand-Nutzer gesamt

52%

Angaben in Prozent; Basis: 70,094 Mio. Personen ab 14 Jahre in Deutschland (n=7.850)

Webradio: Welche Art Radioprogramme werden genutzt?

Basis: Webradio Nutzer



Angaben in Prozent; Basis: 26,459 Mio. Personen ab 14 Jahre in Deutschland, die Webradio nutzen (n=3.221)

A man with a beard and short hair is wearing large white headphones. He is sitting in the driver's seat of a car, looking down at a smartphone in his hands. The background shows the interior of the car and a window with a view of a building. The image is overlaid with a semi-transparent white banner containing text.

These 1:

**Online Audio und Webradio haben sich
im Massenmarkt etabliert.
Simulcast-Sender sind gut aufgestellt.**

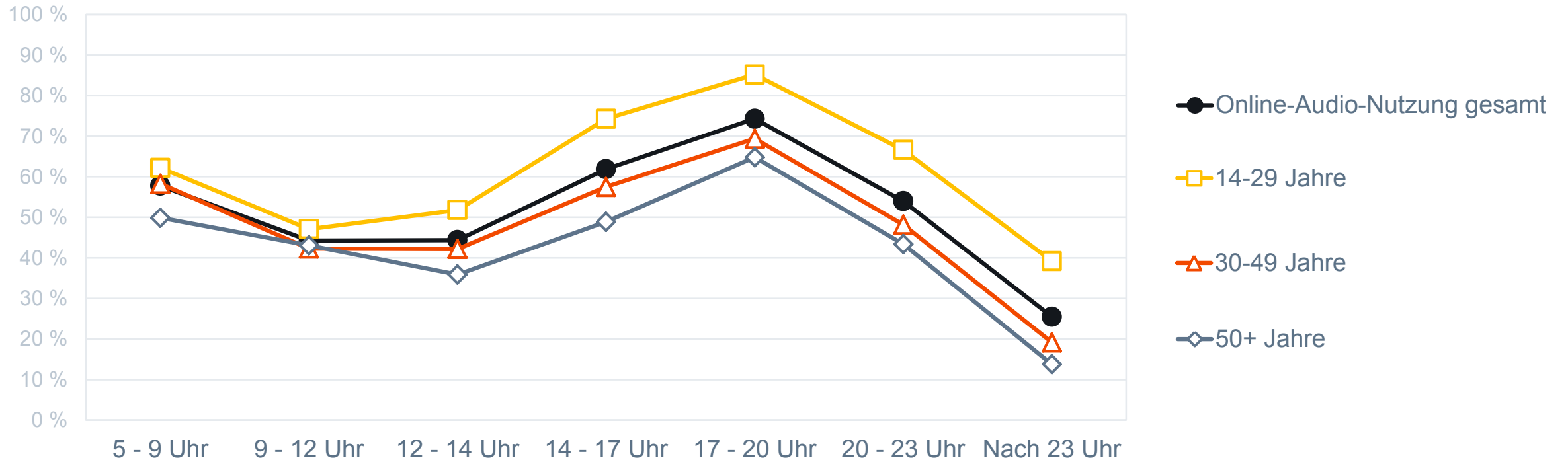
A man with a beard and short hair is wearing large white headphones. He is looking down at a smartphone in his hands. He is sitting in the driver's seat of a car, with the steering wheel visible in the foreground. The background shows a window with a grid pattern, possibly a bus or a train. The overall image has a light, desaturated color palette.

2

Online Audio Nutzungsverläufe

Wie sieht die Online-Audio-Nutzung im Tagesverlauf aus?

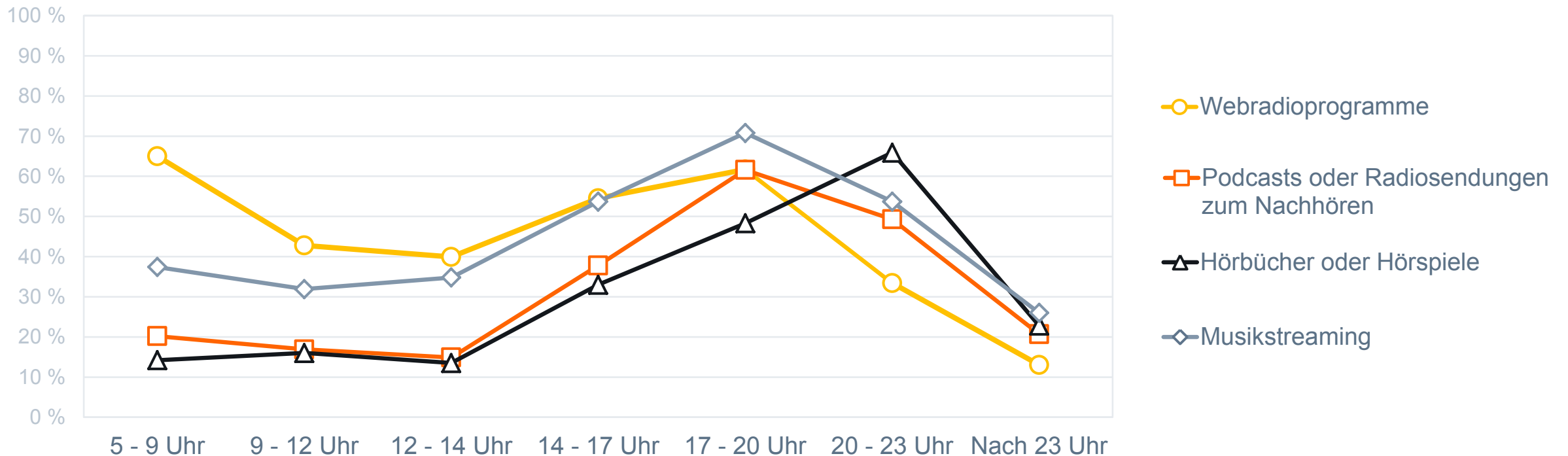
Basis: Monatliche Online-Audio Nutzer



Angaben in Prozent; Basis: 32,802 Mio. Online-Audio-Nutzer ab 14 Jahre in Deutschland, die Online-Audio-Inhalte mind. einmal pro Monat nutzen (n=3.965)

Wie verläuft die Nutzung bei den verschiedenen Audio-Angeboten?

Basis: Monatliche Nutzer des jeweiligen Angebotes



Angaben in Prozent; Basis: 32,802 Mio. Online-Audio-Nutzer ab 14 Jahre in Deutschland, die Online-Audio-Inhalte mind. einmal pro Monat nutzen (n=3.965), davon 21,063 Mio. Internetradio-Nutzer (n=2.670) / 6,458 Mio. Podcast-Nutzer (n=942) / 5,348 Mio. Nutzer von Hörbüchern / -spielen (n=713) / 24,921 Mio. Nutzer von Musikstreaming (n=2.882)

A man with a beard and short hair is wearing large white headphones and a grey suit jacket over a light-colored shirt and tie. He is sitting in the driver's seat of a car, looking down at a smartphone in his hands. The background shows the interior of the car and a window with a view of a building. The image has a semi-transparent white overlay.

These 2:

Webradio und Audio-On-Demand haben sich ergänzende Primetimes.

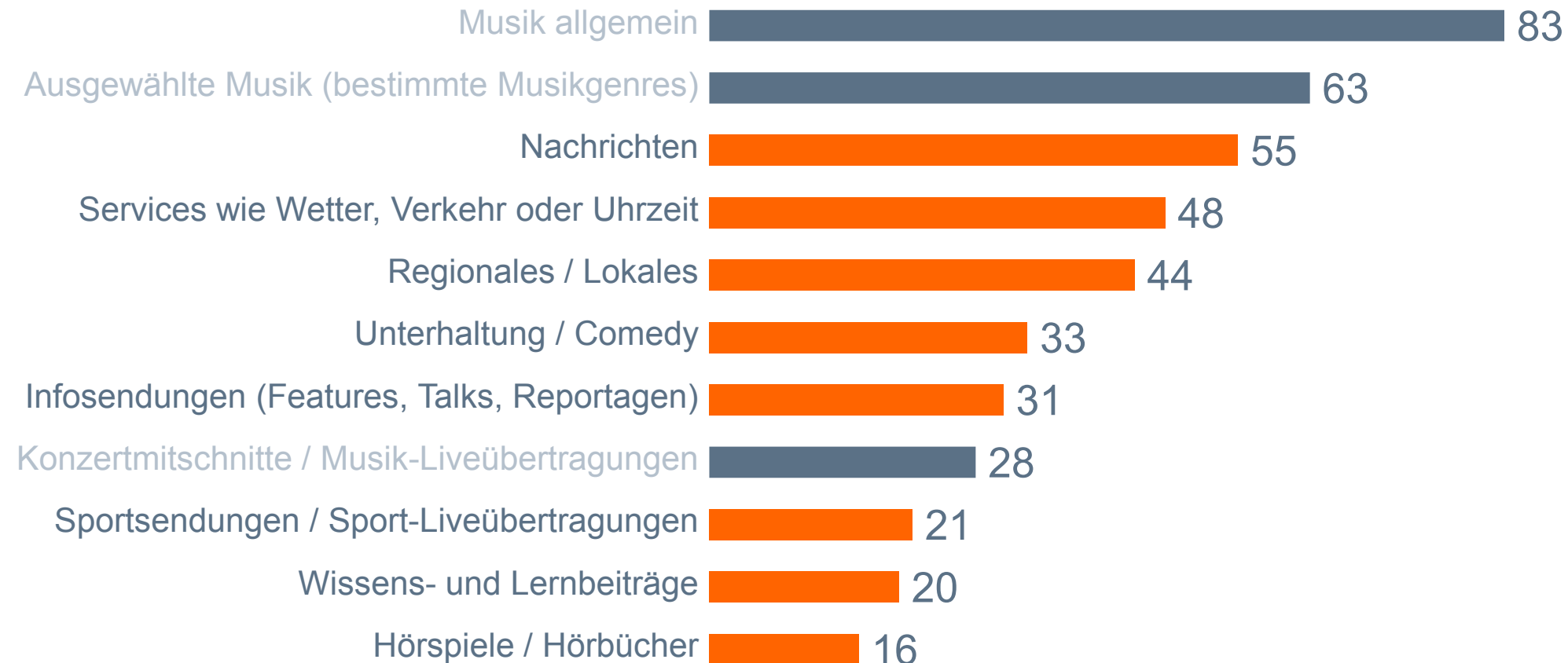
A man with a beard and short hair is wearing large white headphones. He is smiling slightly and looking down at a smartphone he is holding in his hands. He appears to be driving a car, as the steering wheel is visible in the foreground. The background is a bright, slightly blurred interior of a vehicle, possibly a bus or a train, with metal railings and windows. The overall lighting is soft and natural, suggesting daytime.

3

Online Audio: Genutzte Inhalte

Online-Audio-Angebote gesamt: Welche Inhalte werden genutzt?

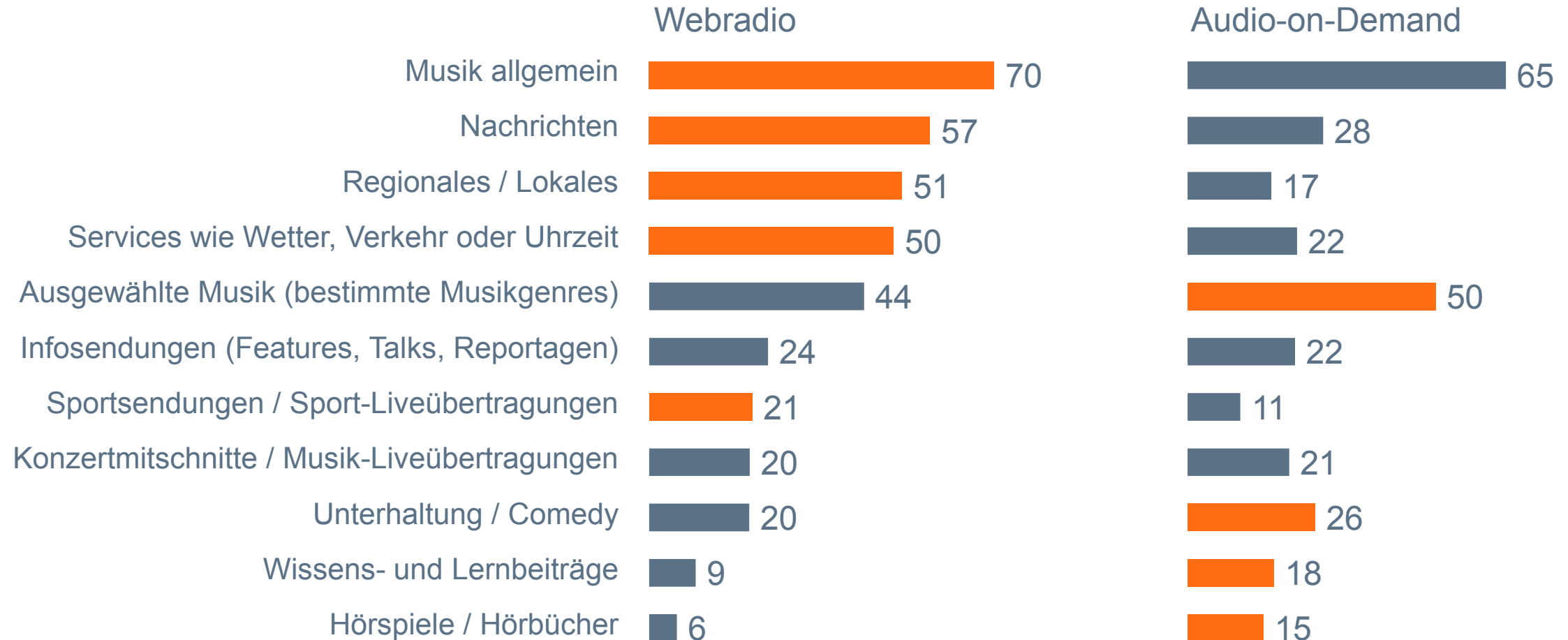
Basis: Online-Audio Nutzer



Angaben in Prozent; Basis: 40,844 Mio. Online-Audio-Nutzer ab 14 Jahre in Deutschland (n=4.851)

Gleiche Inhalte bei Webradio und Audio-on-Demand?

Basis: Online-Audio Nutzer



Angaben in Prozent; Basis: 40,844 Mio. Online-Audio-Nutzer ab 14 Jahre in Deutschland (n=4.851)

A man with a beard and short hair is wearing large white headphones. He is looking down at a smartphone he is holding in his hands. The background is a bright, slightly blurred indoor setting with vertical bars or poles, possibly a train or a public space. The overall tone is professional and focused.

These 3:

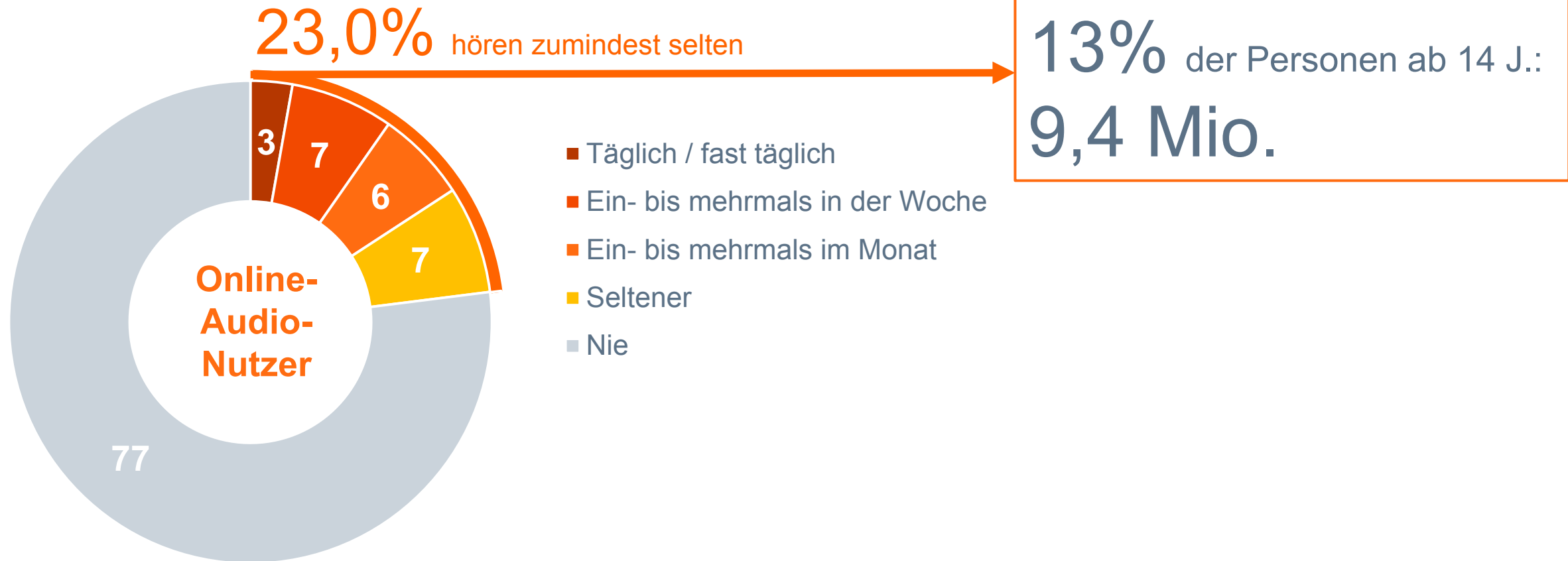
**Wort spielt im Online-Audio-Universum
eine wichtige Rolle.**

A man with a beard and short hair is wearing large white headphones. He is smiling slightly and looking down at a smartphone he is holding in his hands. He is sitting in the driver's seat of a car, with the steering wheel visible in the foreground. The background shows a window with a grid pattern, possibly a train or bus window. The overall image has a light, desaturated color palette.

4

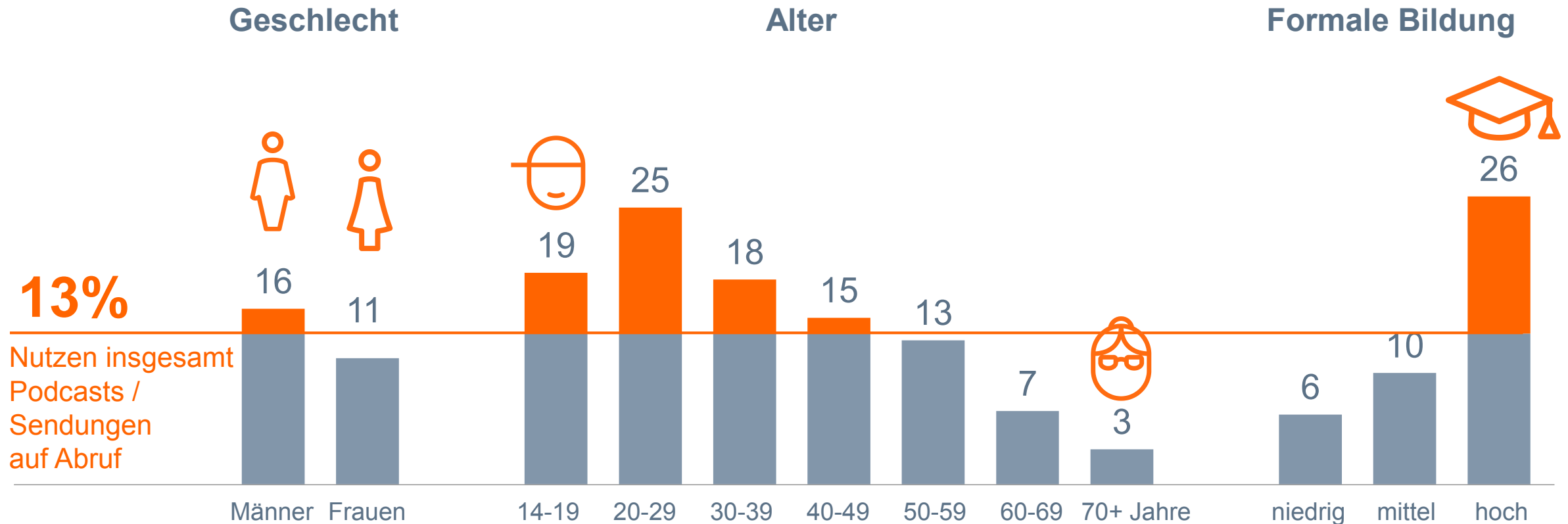
Podcasts / Radiosendungen auf Abruf

Wie viele Menschen hören Podcasts / Sendungen auf Abruf?



Angaben in Prozent; Basis: 40,844 Mio. Online-Audio-Nutzer ab 14 Jahre in Deutschland (n=4.851)

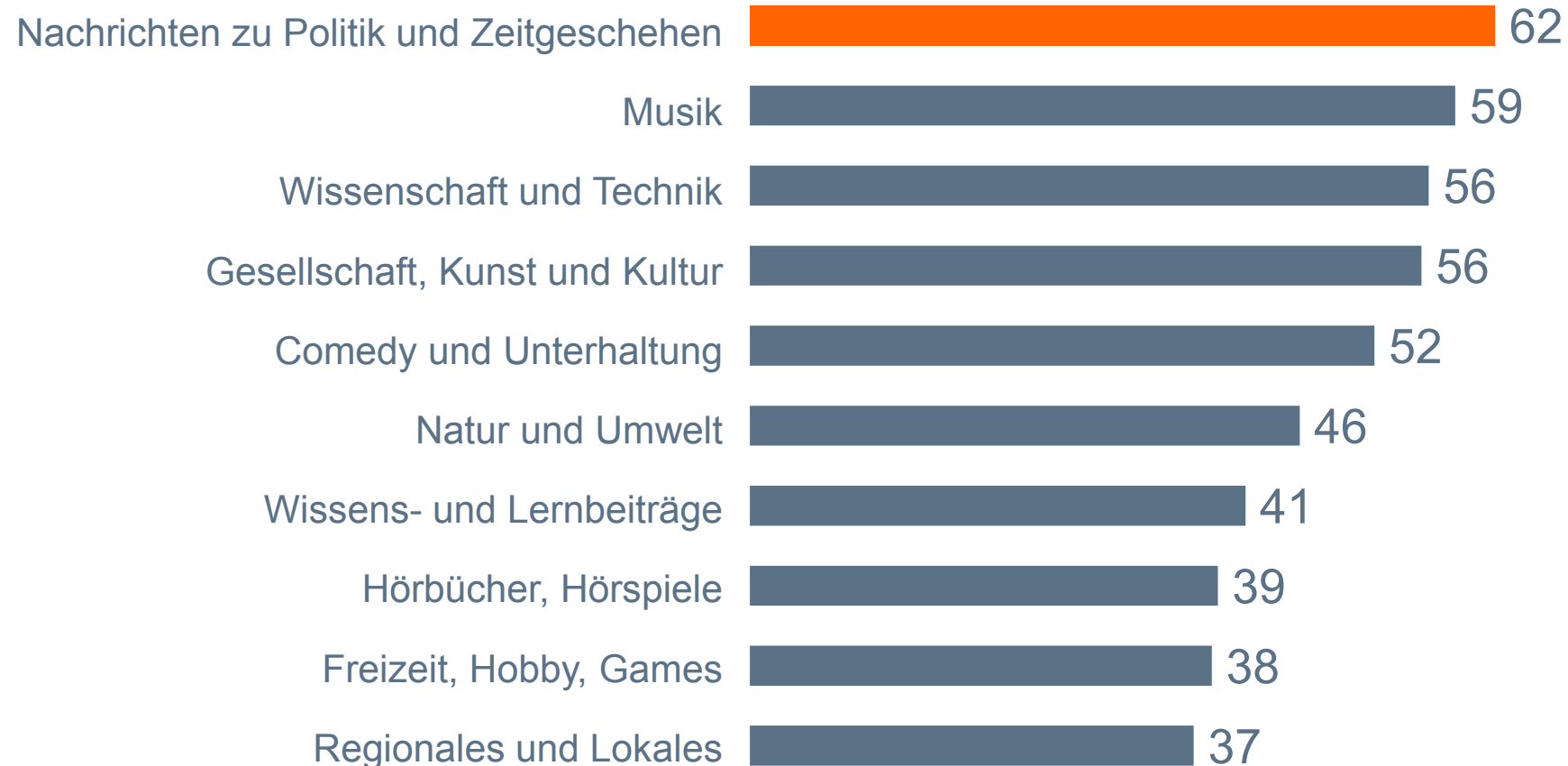
Wer ist besonders affin zu Podcasts / Sendungen auf Abruf?



Angaben in Prozent; Basis: 70,094 Mio. Personen ab 14 Jahre in Deutschland (n=7.850)

Welche Inhalte sind bei Podcasts gefragt?

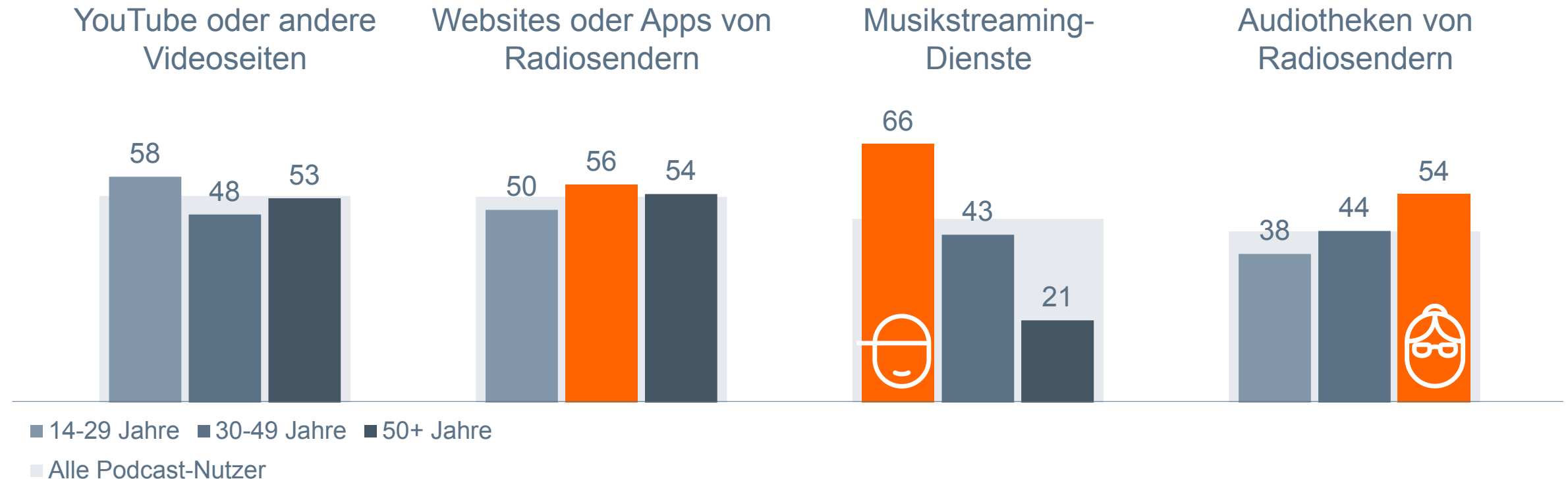
Basis: Monatliche Nutzer von Podcasts / Sendungen auf Abruf



Angaben in Prozent; Basis: 6,458 Mio. Online-Audio-Nutzer ab 14 Jahre in Deutschland, die Podcasts bzw. Radiosendungen zum Nachhören mindestens einmal pro Monat hören (n=942)

Wer nutzt welche Plattformen für Podcasts / Sendungen auf Abruf?

Basis: Monatliche Nutzer von Podcasts / Sendungen auf Abruf



Angaben in Prozent; Basis: 6,458 Mio. Online-Audio-Nutzer ab 14 Jahre in Deutschland, die Podcasts bzw. Radiosendungen zum Nachhören mindestens einmal pro Monat hören (n=942)

A man with a beard and short hair is wearing large white headphones. He is sitting in the driver's seat of a car, looking down at a smartphone in his hands. The background shows the interior of the car and a window with a view of a building. The image has a light, desaturated color palette.

These 4:

Podcasts werden zum Netflix für die Ohren.

A man with a beard and short hair is shown from the chest up, wearing large white over-ear headphones. He is smiling slightly and looking down at a smartphone held in his hands. He is sitting in the driver's seat of a car, with the steering wheel visible in the foreground. The background is a bright, slightly blurred interior of a vehicle, possibly a bus or train, with metal railings. The overall image has a soft, high-key aesthetic.

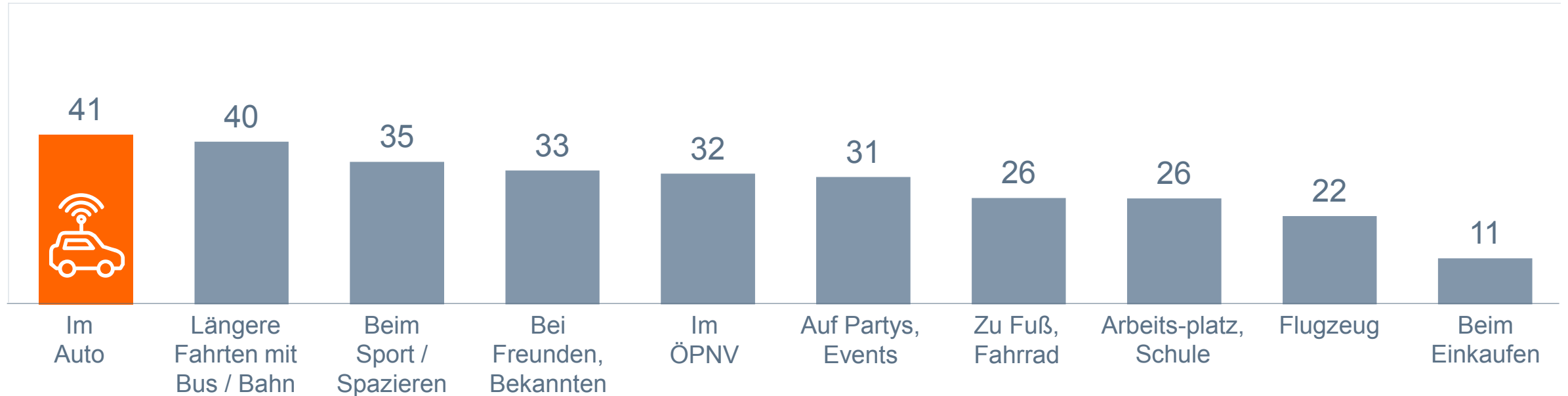
5

Online-Audio-Nutzung unterwegs

Wird auch außer Haus genutzt? Und Wo?

Basis: Monatliche Online-Audio Nutzer

 Außer Haus **77** % netto



Angaben in Prozent; Basis: 32,802 Mio. Online-Audio-Nutzer ab 14 Jahre in Deutschland, die Online-Audio-Inhalte mind. einmal pro Monat nutzen (n=3.965)

Alterseffekte bei der Online-Audio-Nutzung im Auto?

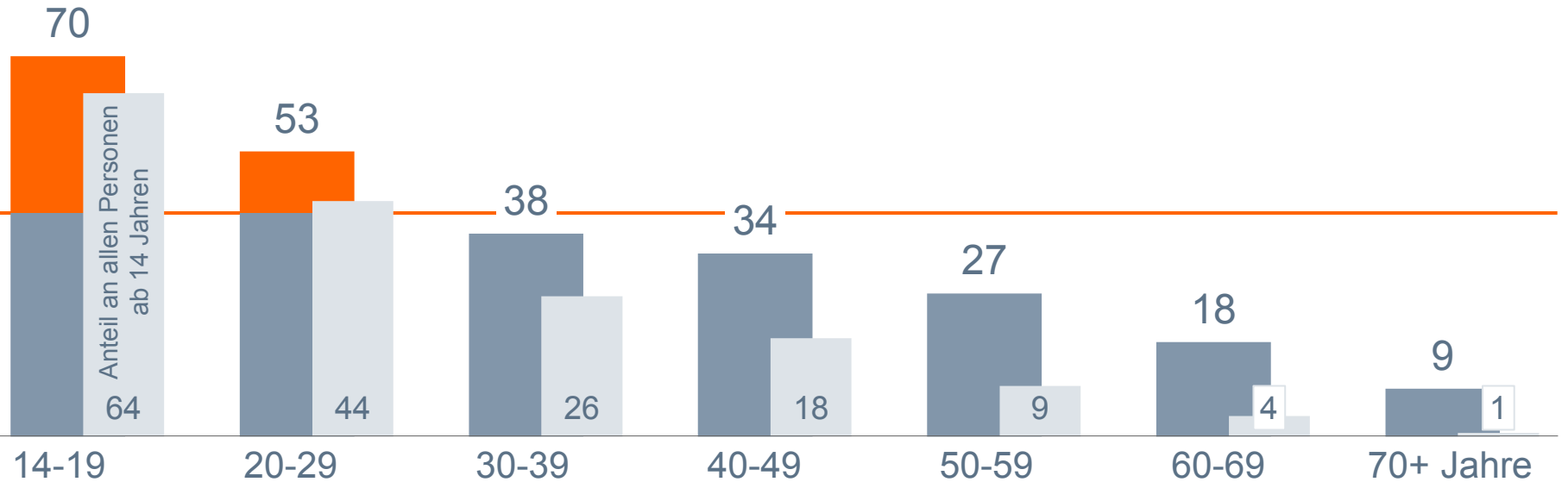
Basis: Monatliche Online-Audio Nutzer



41%

nutzen Audio-Inhalte
übers oder aus dem
Internet im Auto

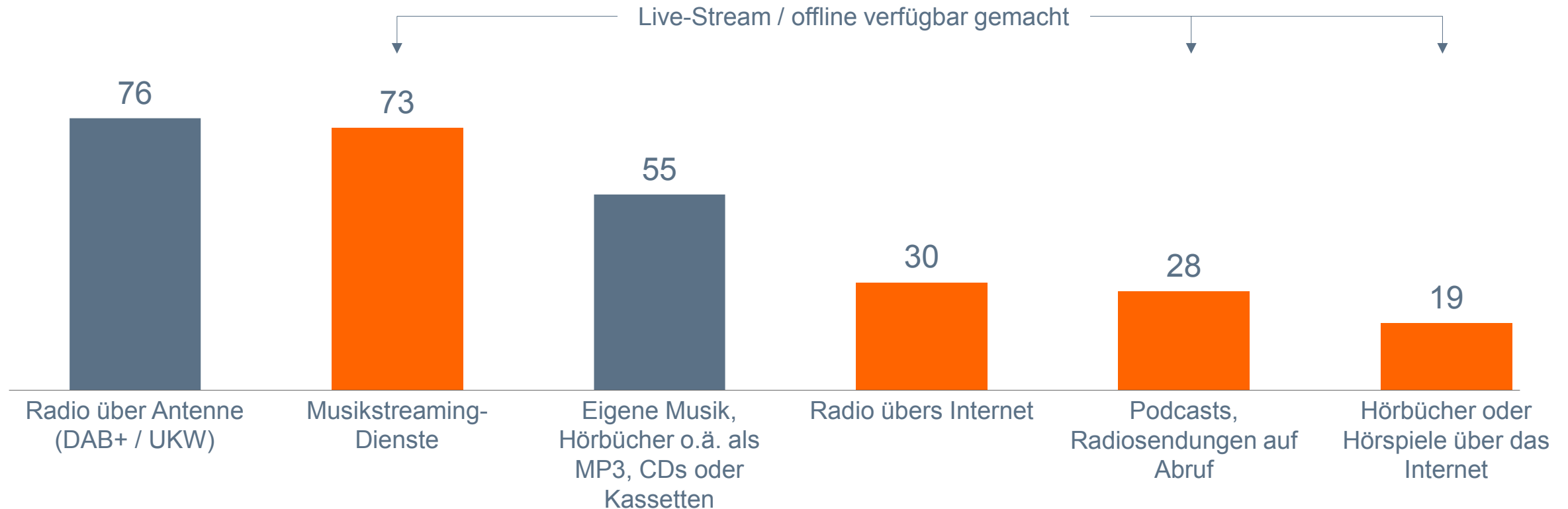
≙ 19,4% der Personen
ab 14 Jahre: 13,6 Mio.



Angaben in Prozent; Basis: 32,802 Mio. Online-Audio-Nutzer ab 14 Jahre in Deutschland, die Online-Audio-Inhalte mind. einmal pro Monat nutzen (n=3.965); 70,094 Mio. Personen ab 14 Jahre in Deutschland

Welche Online-Angebote werden im Auto gehört?

Basis: Monatliche Online-Audio-Nutzer im Auto



Angaben in Prozent; Basis: 13,583 Mio. monatliche Online-Audio-Nutzer ab 14 Jahre in Deutschland, die Online-Audio-Angebote im Auto nutzen (n=1.527)

A man with a beard and short hair is wearing large white headphones. He is sitting in the driver's seat of a car, looking down at a smartphone in his hands. The background shows the interior of the car and a window with a grid pattern. The overall tone is light and modern.

These 5:

Musikstreaming erobert das Auto.

A man with a beard and short hair is wearing large white headphones. He is smiling slightly and looking down at a smartphone he is holding in his hands. He is sitting in the driver's seat of a car, with the steering wheel visible in the foreground. The background shows a window with a grid pattern, possibly a bus or a train. The overall image has a light, desaturated color palette.

6

Smart Speaker

Smart Speaker: Wie viele haben schon einen?



5%

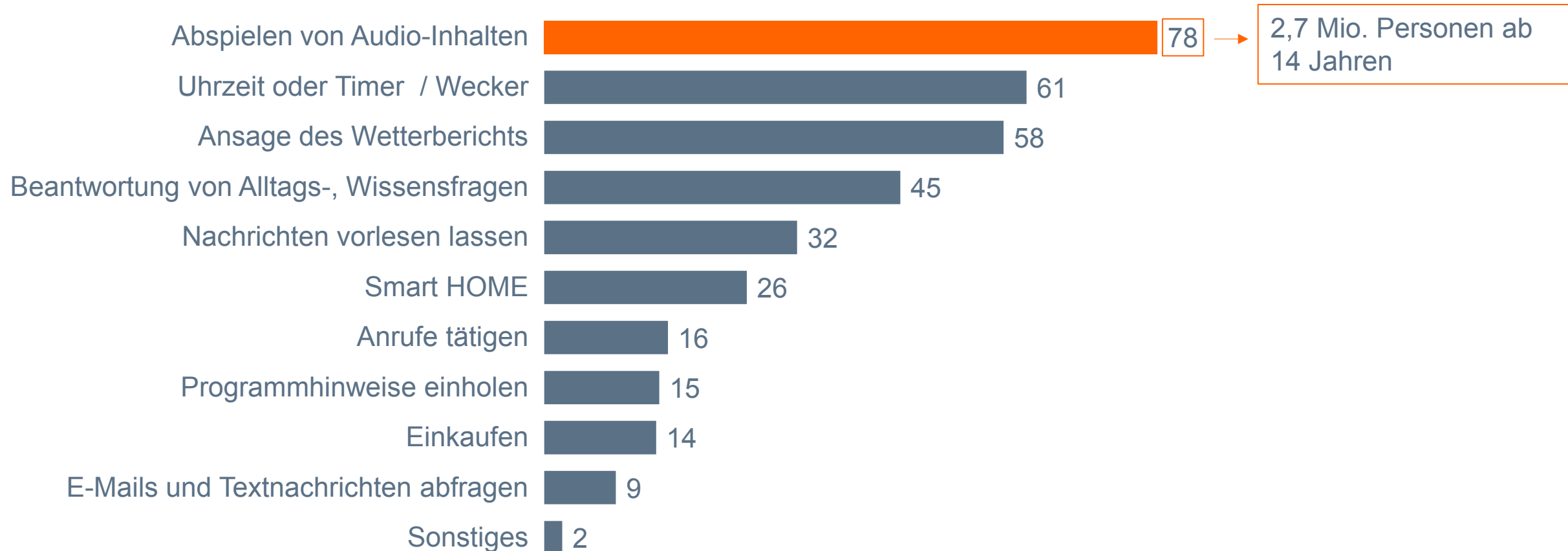
der Personen ab 14 Jahren in Deutschland

haben Zugang zu mind. einem Smart Speaker

Angaben in Prozent; Basis: 70,094 Mio. Personen ab 14 Jahre in Deutschland (n=7.850)

Was machen die Menschen mit Smart Speakern?

Basis: Online-Audio-Nutzer mit Zugang zu einem Smart Speaker



Angaben in Prozent; Basis: 3,412 Mio. Online-Audio-Nutzer ab 14 Jahre in Deutschland, die Zugang zu einem sprachgesteuerten Assistenten haben (n=387)

A man with a beard and short hair is wearing large white over-ear headphones. He is looking down at a smartphone in his hands. He is sitting in the driver's seat of a car, with the steering wheel visible in the foreground. The background shows a window with a grid pattern, possibly a train or bus window. The overall image has a light, desaturated color palette.

These 6:

**Smart Speaker dienen vor allem der
Audionutzung.**



Vielen Dank!

Auftraggeber:



Umsetzung:

