

Usage

Sociodemographic

Unterführung, June 2017

Addressable TV Research



26 m. potential viewers with 10 m. Connected TVs

Ø 2,6 persons per HH*

Devices (Unique Devices)

9,9 m.

Connected TVs / month



Audience potential in HH

26 m.

persons per HH x number HH



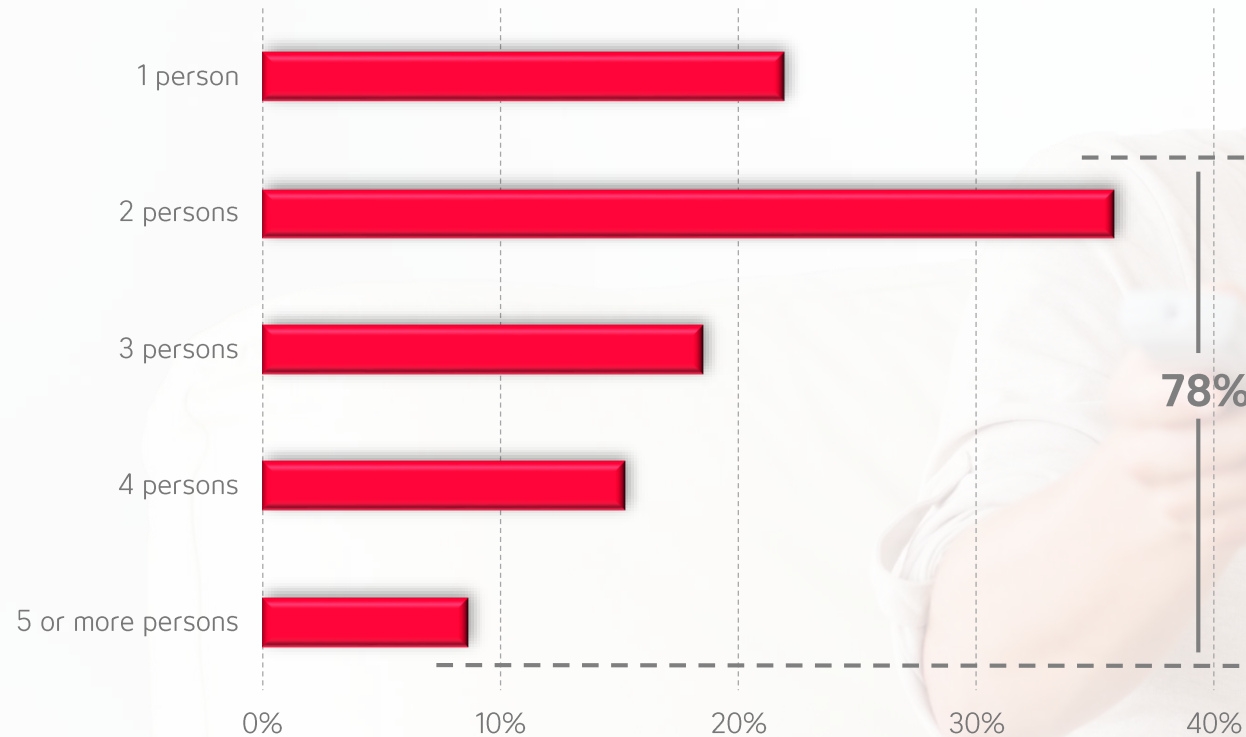
Wir bewegen Marken

Source: SevenOne Media (New Media Research), October 2016

*Base: Users HbbTV platform, July 2016

In 78% of the households there are living at least 2 persons

Household size Information in %



Wir bewegen Marken

Source: SevenOne Media (New Media Research), Mai 2017

Base: 1.727 participants; Question: How many people live in your household?

Usage

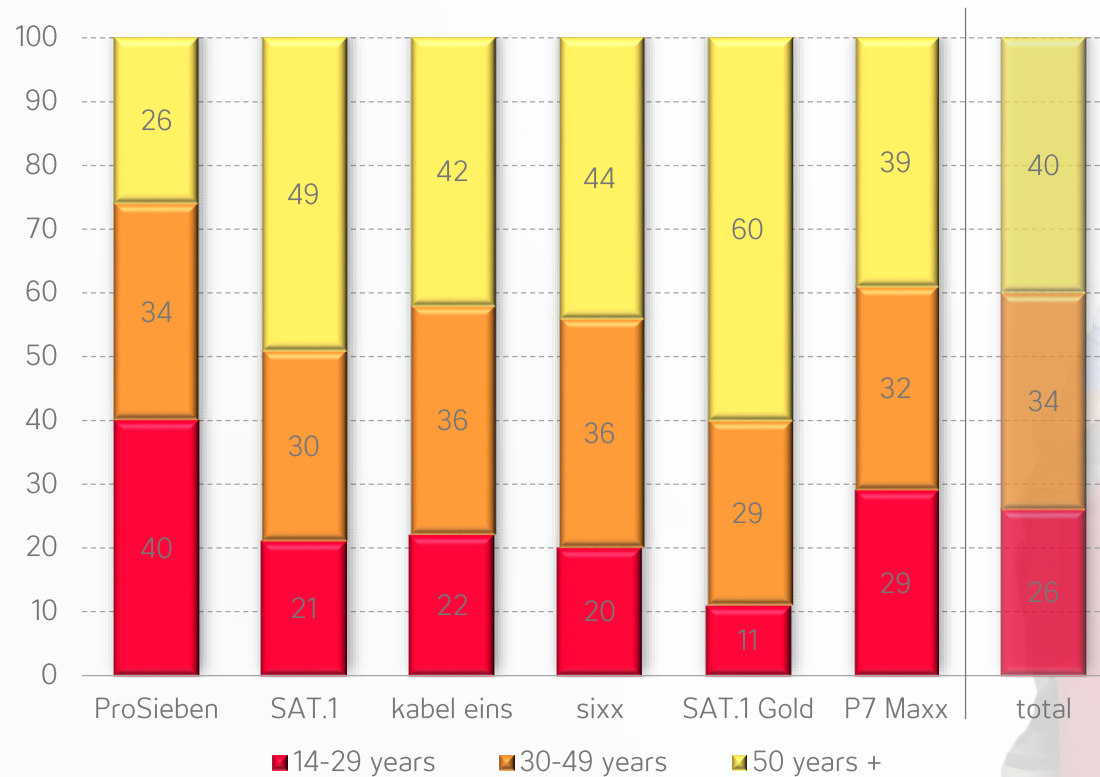
Sociodemographic



Every age group takes advantage of our offers

Age groups first- and second user (cumulative)

Information in %



Wir bewegen Marken

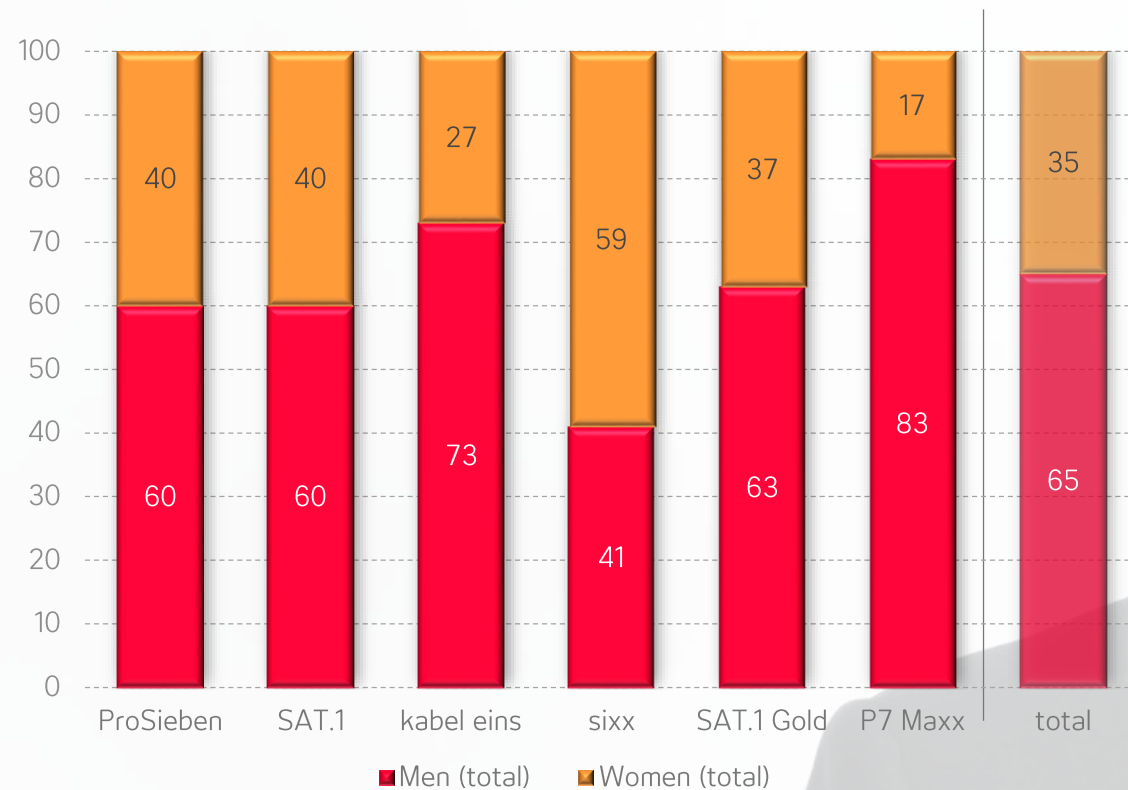
Source: SevenOne Media (New Media Research), Mai 2017

Base: 2.190 participants; Question: How old are you and the person who uses secondly the Red Button offer with this television?

Our platform is used 65% by men

Structure first- and second user (cumulative)

Information in %



Wir bewegen Marken

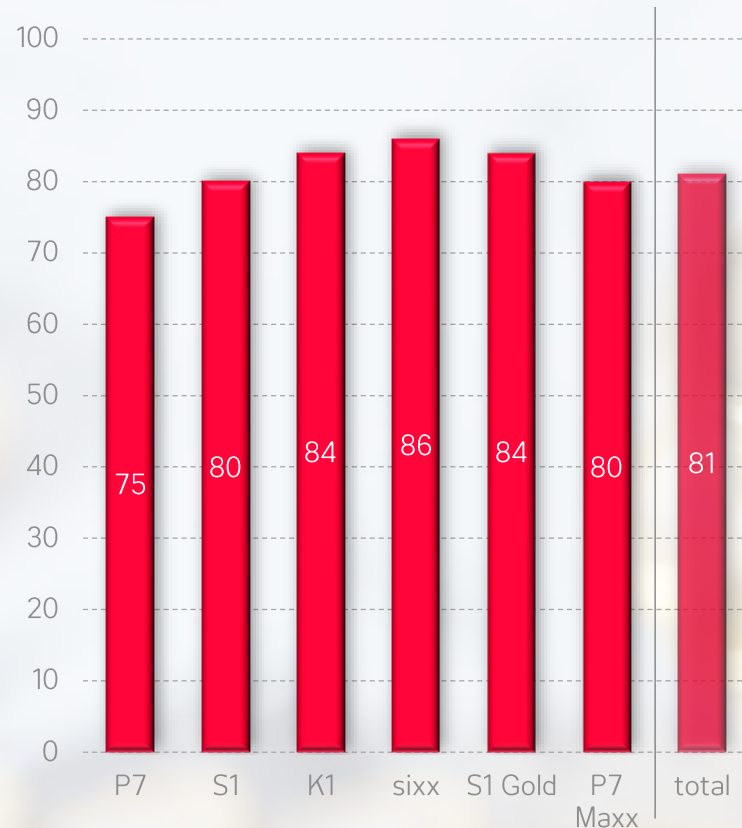
Source: SevenOne Media (New Media Research), Mai 2017

Base: 2.190 participants; Question: Are you and the person who uses secondly the Red Button offer with this television, female or male?

The users are purchasing decision-makers with high income

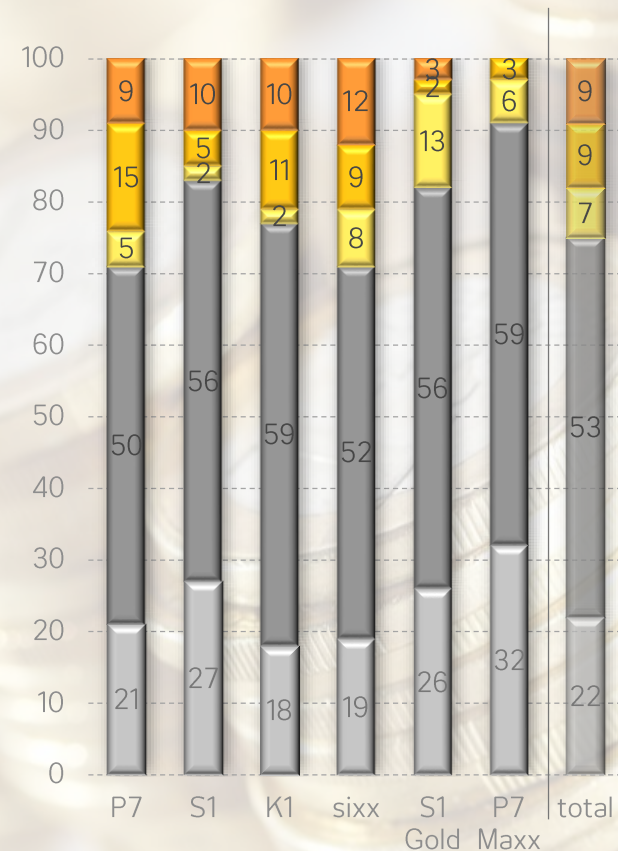
Purchasing decision-maker

Information in %



HH-net income

Information in %

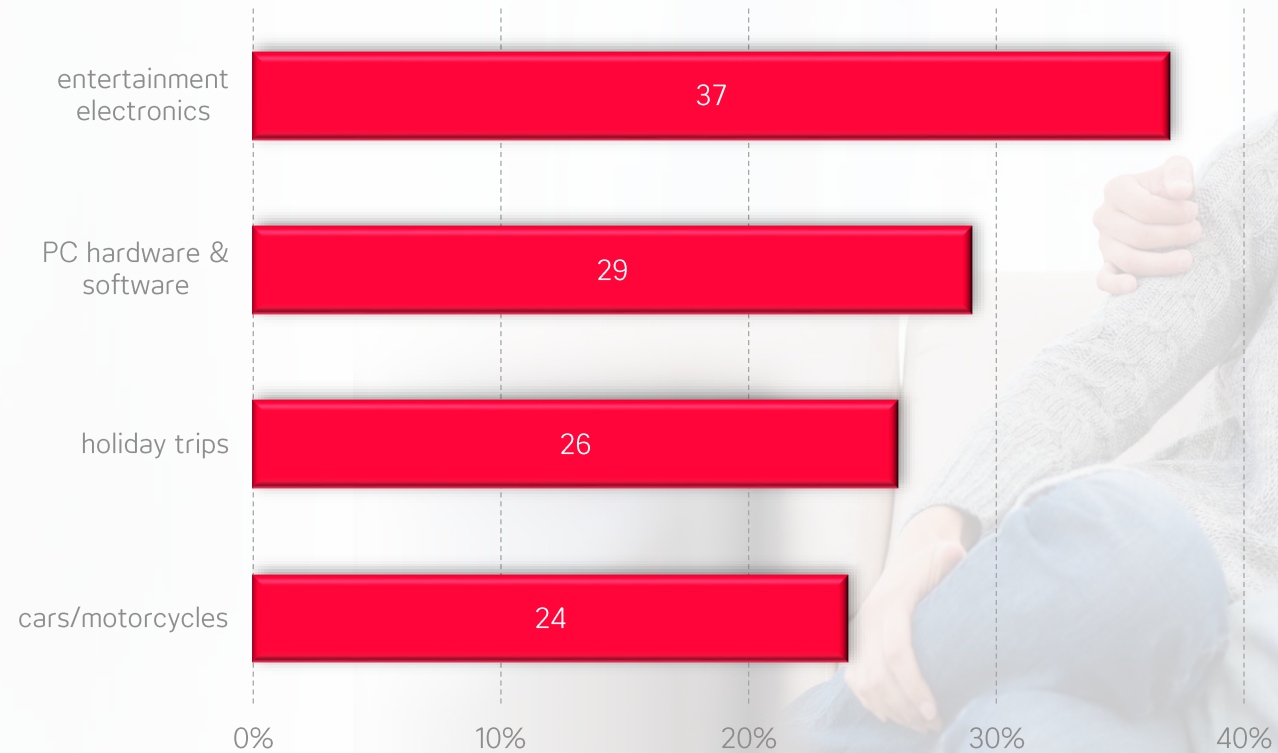


60% have at least 2.000 € household net

37% are interested in entertainment electronics

Product interests

Information in %



Wir bewegen Marken

Source: SevenOne Media (New Media Research), Mai 2017

Base: 799 participants; Question: In which of these products or services are you interested in?

Profile HbbTV Research May 2017

Implementation	SevenOne Media / New Media Research
Survey form	SmartTV-online survey about HbbTV with a structured survey
Population	User of the HbbTV platform from ProSieben, SAT.1, kabel eins, sixx, SAT.1 Gold and ProSieben Maxx
Selection process	Invitation through SwitchIn
Sample	n = 2.190 (ProSieben: n=564, SAT.1: n=416, kabel eins: n=488, sixx: n=331, SAT.1 Gold: n=170, ProSieben Maxx: n=221)
Survey period	01.-31.05.2017
Contents	HbbTV usage, sociodemographic, product interests



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