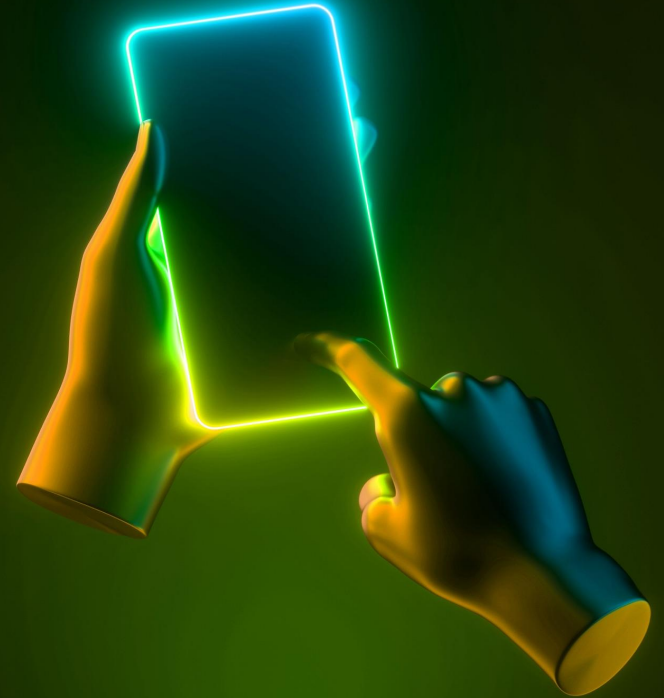


MARKET SNAPSHOT

German Broadcasters on Social Video





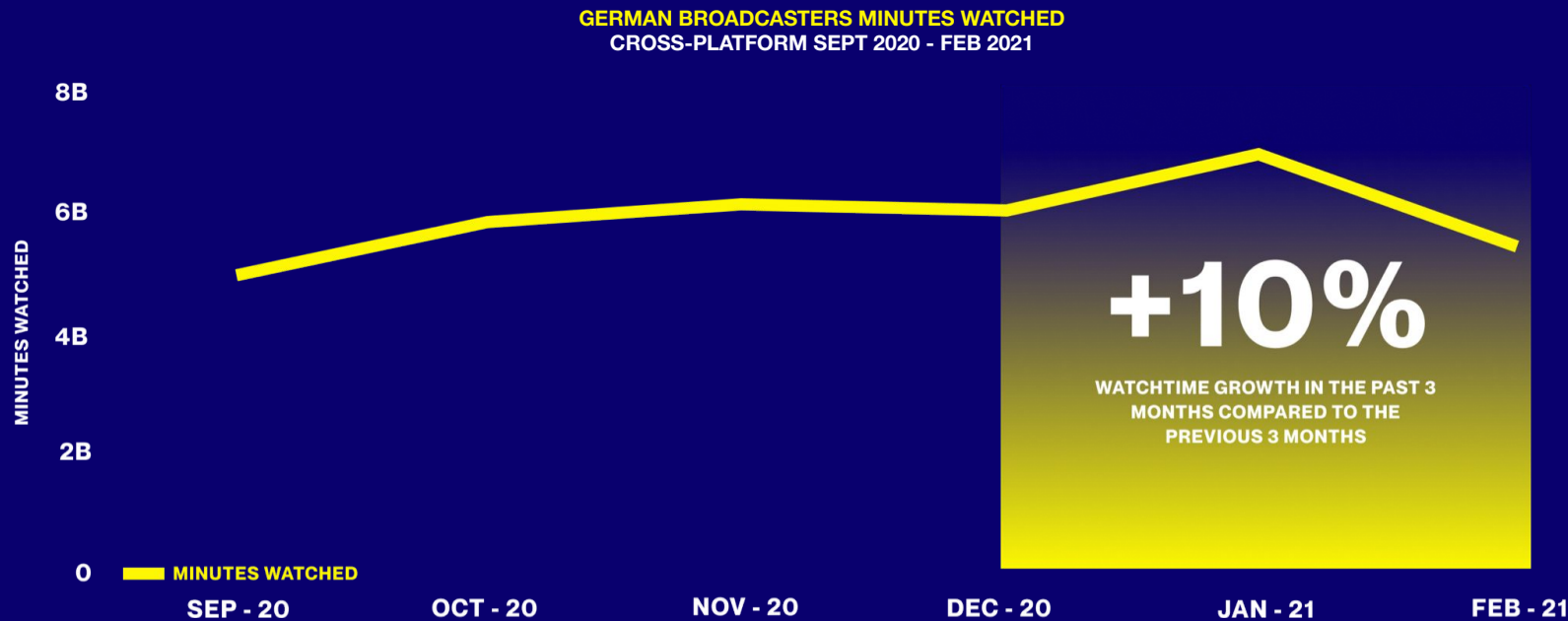
Over the last several years, broadcasters have seen younger audiences move away from the TV screen to smaller screens: their smartphones.

As a result, broadcasters have used different strategies and diversified their content offerings in their chase for 18-24 year olds.

In this snapshot, we analysed the performance and strategies of the biggest German broadcasters as they seek to reach Gen Z audiences on social video.

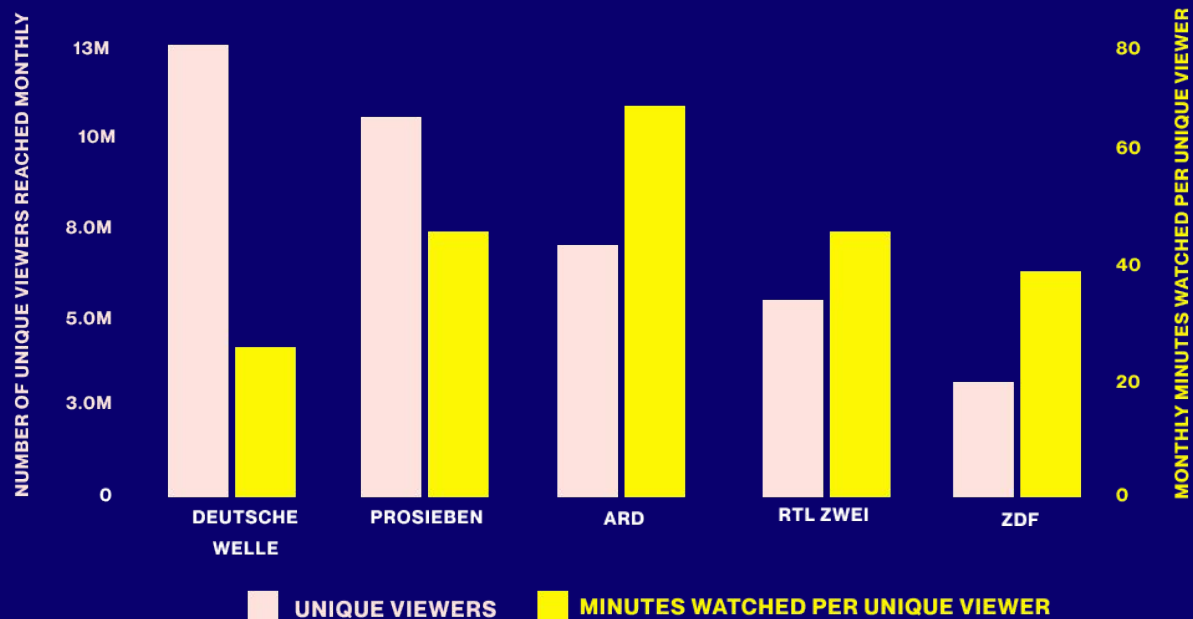
German broadcasters generated **10%** more watchtime between Dec 2020 and Feb 2021 than in the previous 3 months.

These broadcasters earned more than **35B minutes watched** cross-platform between September 2020 and February 2021, or about **66,590 years** of watchtime.



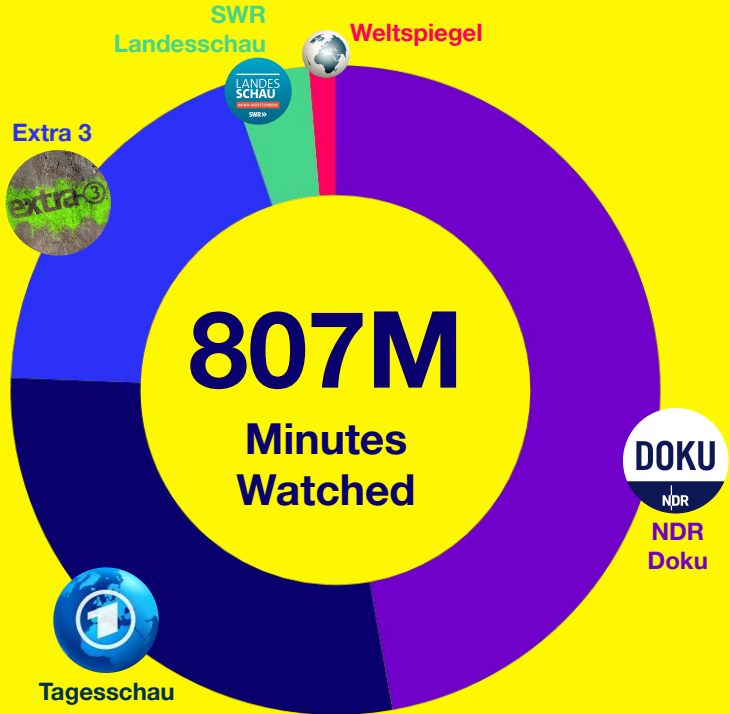
DW and **ARD** were the most efficient German broadcasters, respectively, for reaching and engaging **18-24** year old audiences globally.

Global Unique Viewers and Minutes Watched for 18-24 Audience from September 2020 to February 2021



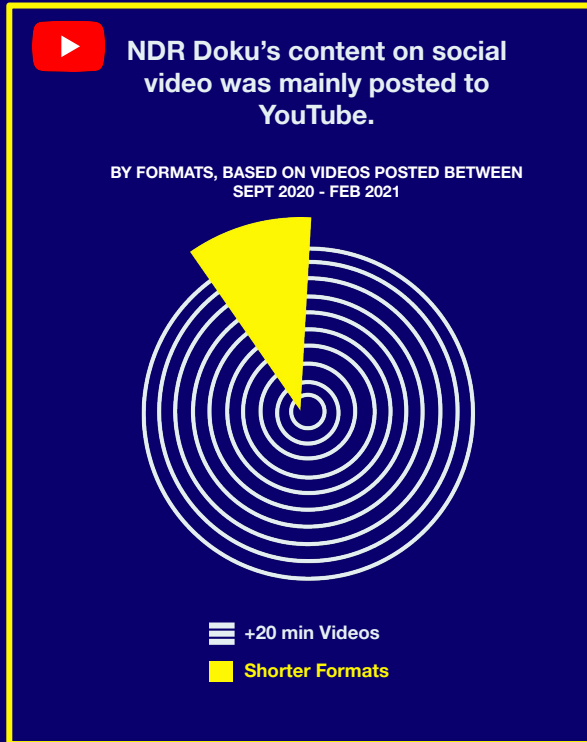
Top broadcaster ARD engages young key audiences with documentary content, but also with its traditional News & Politics channel Tagesschau.

18-24 year olds watched 1535 years of content between September 2020 and February 2021 on ARD's top five channels reaching this audience.



Tubular Labs | Audience Ratings | Minutes Watched September 2020-February 2021 | Global | 18-24 | De-duplicated unique viewers across Facebook and YouTube based on 30-second views | Creator Level | Top 5 ARD creators by 18-24 reach

NDR Doku uses social video as an extension of its TV offering and shares **full documentaries** with +20min length on their YouTube channel.



NDR Doku adapted its strategy to fit the consumption habits of younger generations by giving access to complete documentaries directly on YouTube. A good example is this 28min complete documentary that produced 1.8M total views.

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