



# PODCAST

## 2024

**USER BEHAVIOR  
ADVERTISING EFFECTIVENESS  
COMPARISON TO RADIO**





## THE MOST IMPORTANT FINDINGS AT A GLANCE:

- ⊕ **The popularity of podcasts continues to grow:** Dwell time and usage time in particular are increasing significantly.
- ⊕ In 2023, nearly **12,000 new podcasts** were launched.
- ⊕ **Podcasts reach the most advertising-relevant target group of all media genres:** Podcast listeners tend to be more educated, younger, and have higher incomes compared to users of other media.
- ⊕ On average, listeners regularly consume **four podcasts per week.**
- ⊕ **Native ads** in podcasts **increase purchase intent** and **enhance brand image.**
- ⊕ **Radio** remains the dominant audio medium but is **experiencing a decline in usage.**
- ⊕ Compared to radio advertising, **podcast advertising** is perceived as **more informative and diverse.**
- ⊕ **Podcast usage** is relatively **active**, whereas radio usage is more passive.
- ⊕ In the past two years, the **incremental reach of podcasts compared to radio has nearly doubled.**





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audio



Seven.One Audio is the leading podcast marketer in Germany. Our focus is on professional hosts, brand-safe environments, quality entertainment, and, above all, creative, high-quality ads in the unique medium of podcasts.

Our exclusive podcast portfolio includes top formats such as **Baywatch Berlin** with Klaas Heufer-Umlauf, Jakob Lundt, and Thomas Schmitt; **Mordlust** with Paulina Krasa and Laura Wohlers; and **Apokalypse und Filterkaffee** with Micky Beisenherz. We market a wide range of genres, including comedy, sports, and true crime.

In March 2023, we launched the **Premium Audio Network**, one of Germany's largest podcast networks, aggregating podcast inventory for advertisers. Within this network, clients can book across 18 themed rotations, including "Entertainment," "Lifestyle & Health," and "Family & Parents."

With our innovative research, we analyze the effectiveness of podcast advertising, providing insights into the podcast market and its listeners.

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**PREMIUM AUDIO  
NETWORK**

In our latest podcast study, we examine:

- **The German podcast market at large**
  - **Podcast listenership and its relevance for advertisers**
  - **The most effective form of podcast advertising: Host-Read Ads**
  - **The relationship between the two main audio media: radio and podcasts**
- and
- **in particular the two audio media radio and podcast in comparison to each other.**

This is the second major market study conducted by Seven.One Audio on podcasts. Comparing these results with our 2021 study reveals a key insight:

- **Podcasts are more than a trend – they have become a staple in daily life. Podcast usage continues to grow significantly.**
- **Various podcast advertising formats demonstrate high effectiveness.**
- **Radio remains a powerful medium, but podcasts are rapidly gaining ground, both in terms of audience reach and advertising potential.**

We hope you enjoy the  
Seven.One Audio Podcast Study 2024





**THE PODCAST  
MARKET  
IS GROWING  
FURTHER!**



### How has the reach of podcasts developed in recent years?

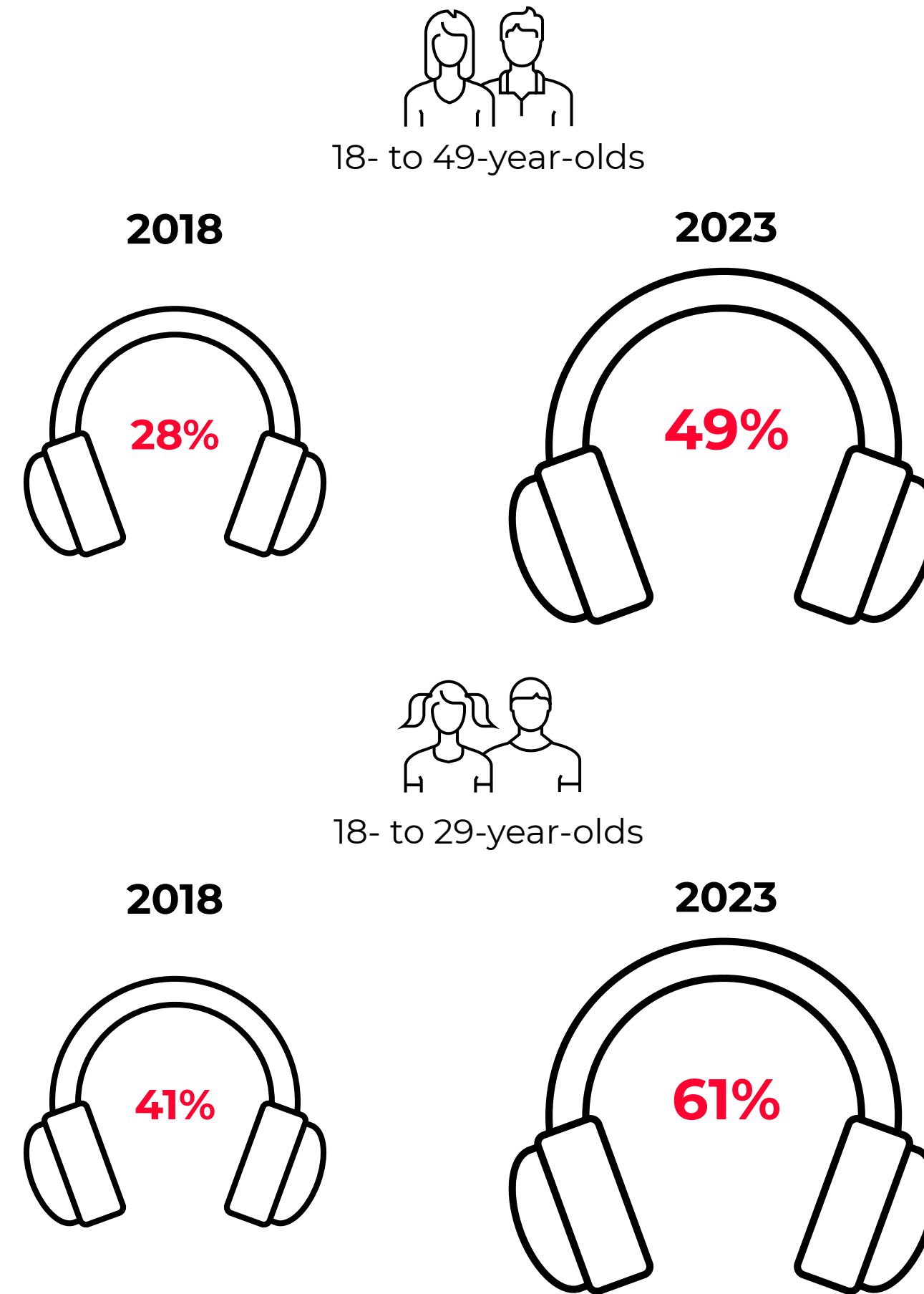
In 2018, the podcast medium reached 28% of 18- to 49-year-olds. By last year, this had increased to 49% – nearly half of the under-50 demographic!

### In the younger target group (18- to 29-year-olds), over 60 percent already listen to podcasts.

Over the years, podcasts have become firmly established in the media habits of younger audiences. While the market's initial growth was rapid, it is now gradually stabilizing yet still expanding its reach.

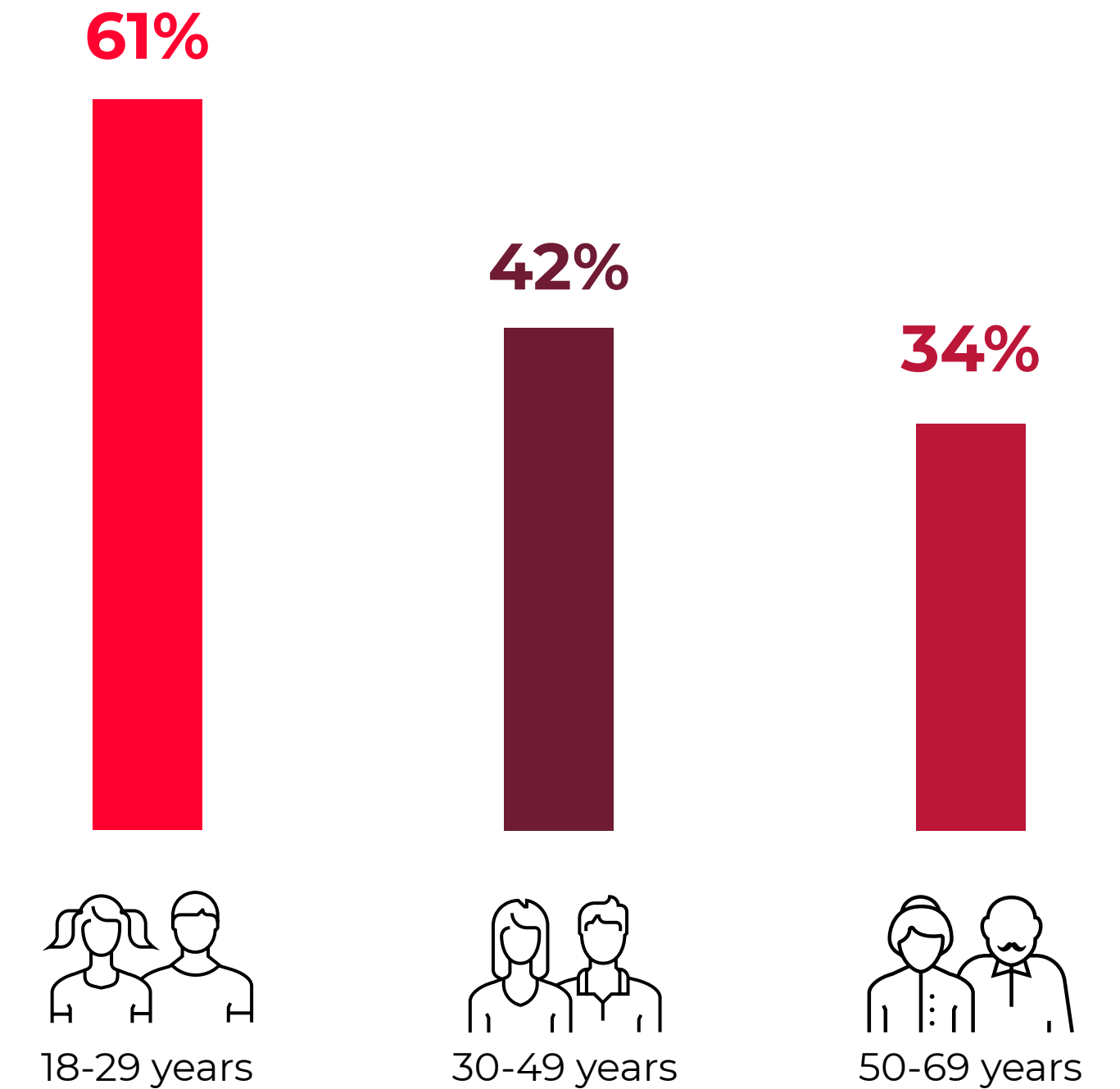
## PODCASTS ARE GROWING AND REACH OVER HALF OF 18- TO 29-YEAR-OLDS

### Reach development of podcasts



Basis: Adults aged 18-49, 2018 n=671, 2023 n=681  
Source: Media Activity Guide, forsa

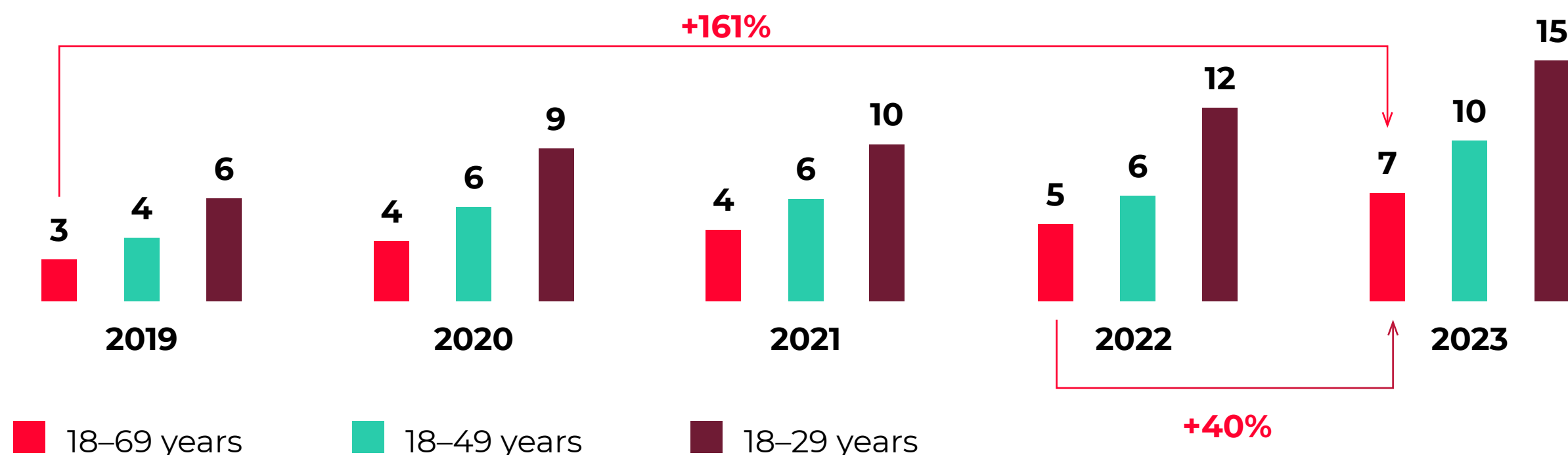
### Listeners in Germany 2023



Basis: Adults aged 18-49, n=1,222  
Source: Media Activity Guide 2023, forsa

## USAGE OF PODCASTS GREW BY 40% LAST YEAR

### Usage time in minutes



Basis: Adults aged 18-69, n=approx. 1,150 per wave  
Source: Media Activity Guide, forsa

The audio medium is not only reaching more listeners but is also being used more intensively by them.

In 2023, **daily usage** time for the overall target group is about 6 minutes, while it reaches nearly 15 minutes for those under 30.

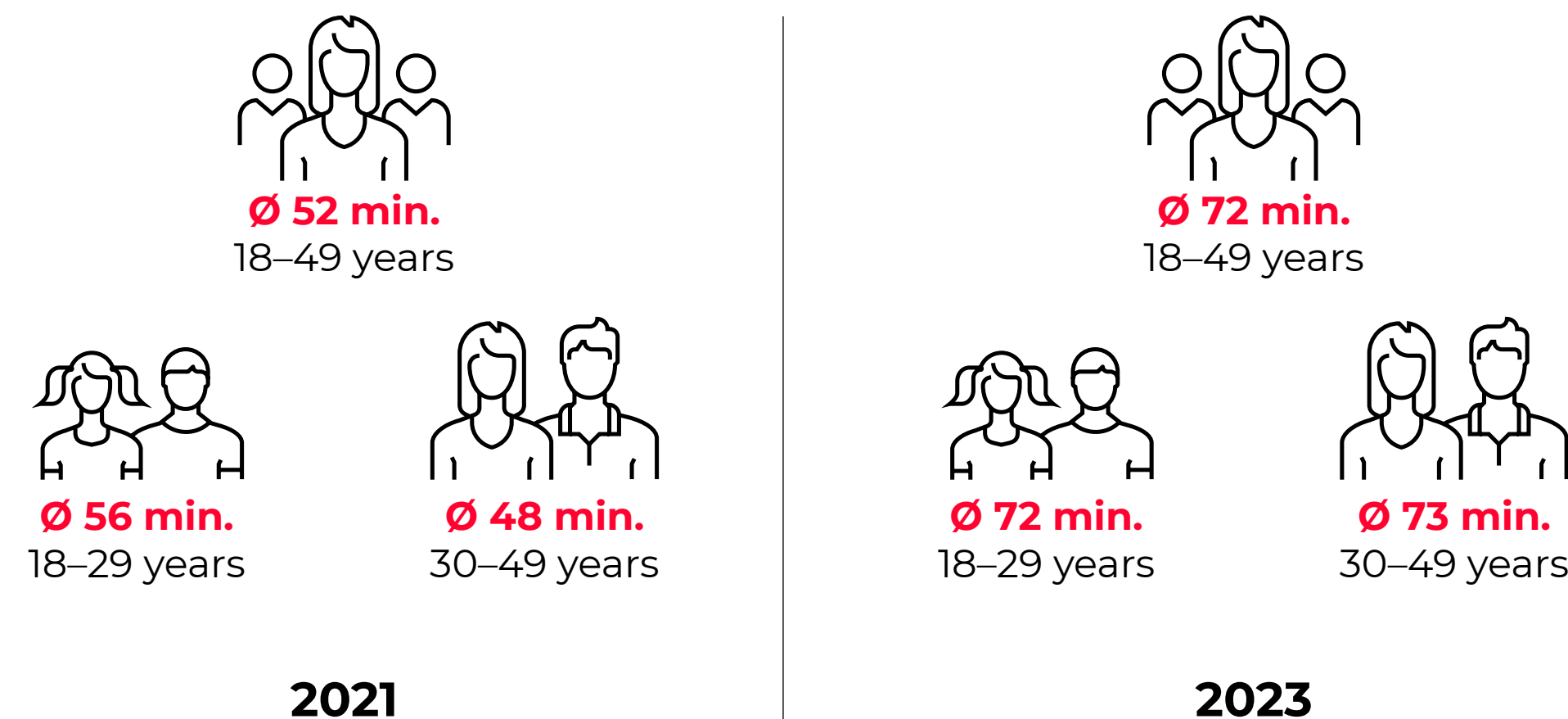
This represents a **40% increase compared to the previous year and nearly triple the amount since 2019**. The COVID-19 pandemic may have played a role, though there was a significant rise in usage time even without it.

#### Usage Duration

Duration of use is a key metric for assessing the importance of media and enabling fair cross-media comparisons. It is determined by a medium's reach and the amount of time users spend on it. Average daily usage time is calculated based on all individuals surveyed (including both those reached and not reached) within a target group.

## TIME SPENT ON PODCASTS HAS INCREASED SIGNIFICANTLY

### Average length of stay per day



Basis: Adults aged 18-49, n=80  
Source: Media Activity Guide 2021, forsa

Basis: Adults aged 18-49, n=92  
Source: Media Activity Guide 2023, forsa

The time spent on podcasts is also growing. **In 2023, listeners spent an average of over 70 minutes on podcasts per day of use**, significantly more than in 2021 (just over 50 minutes). The biggest increase was in the over-30 age group.

Once people have discovered podcasts, the medium tends to hold their interest and even intensifies

its use. With an average listening time of well over an hour, podcasts are not just a quick fix; they are a medium with depth.

#### Dwell Time

Dwell time is defined as the average amount of time a listener spends on one day of use.

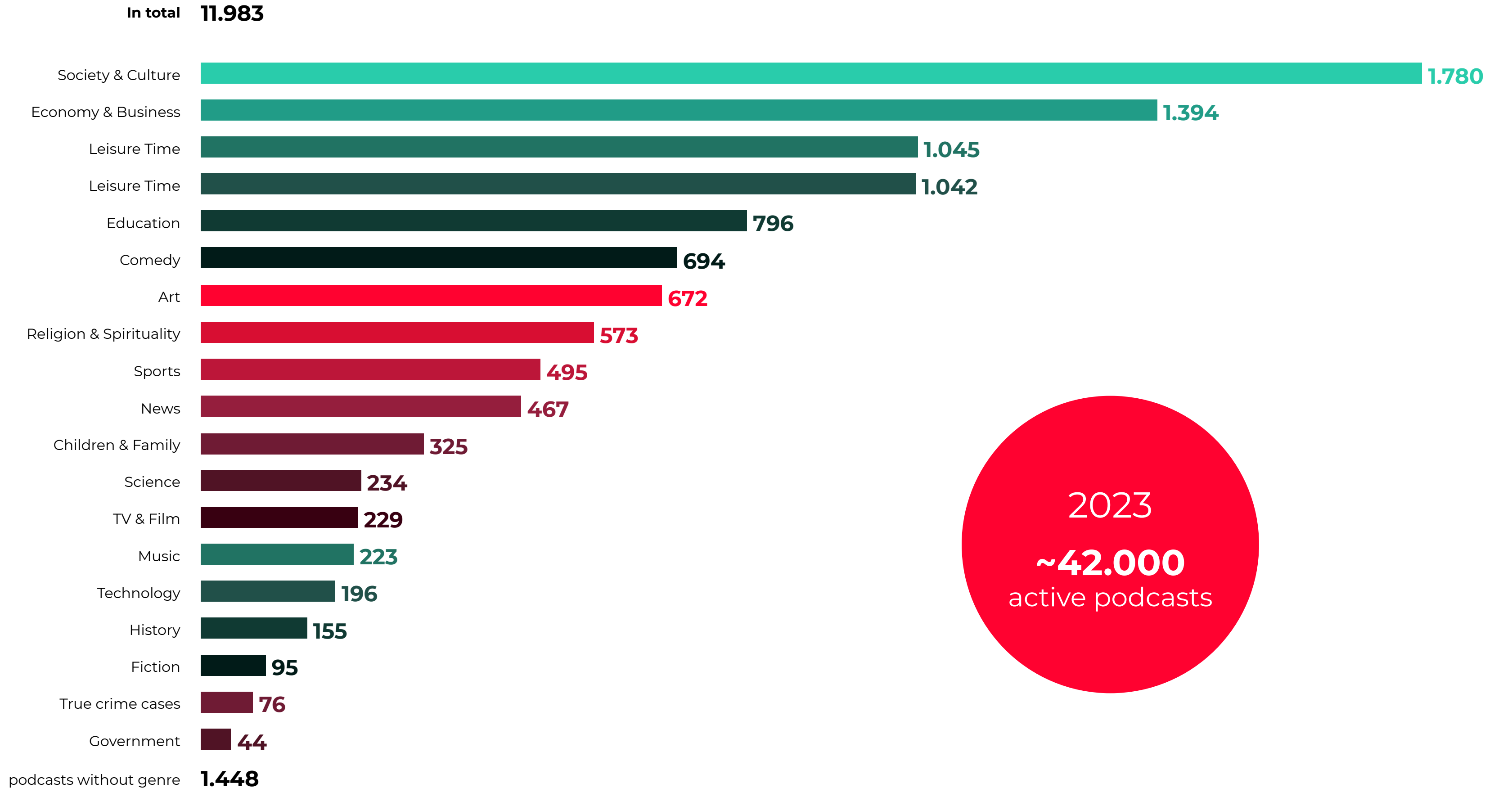
Over a quarter of active podcasts were newly released in 2023

A total of 11,983 new podcasts were launched in 2023! The “Society and Culture” genre recorded the most new formats.

Podius, the independent platform for podcast analysis and media planning, counted a total of around 42,000 active podcasts in Germany in 2023\*.

The podcast market offers a wealth of content across various genres and thematic focuses. Technical barriers to entry remain low, with no major „gate-keepers.“ Additionally, professionally produced and regularly published podcasts are on the rise.

## ALMOST 12,000 NEW PODCASTS IN 2023 SPREAD ACROSS A WIDE RANGE OF GENRES

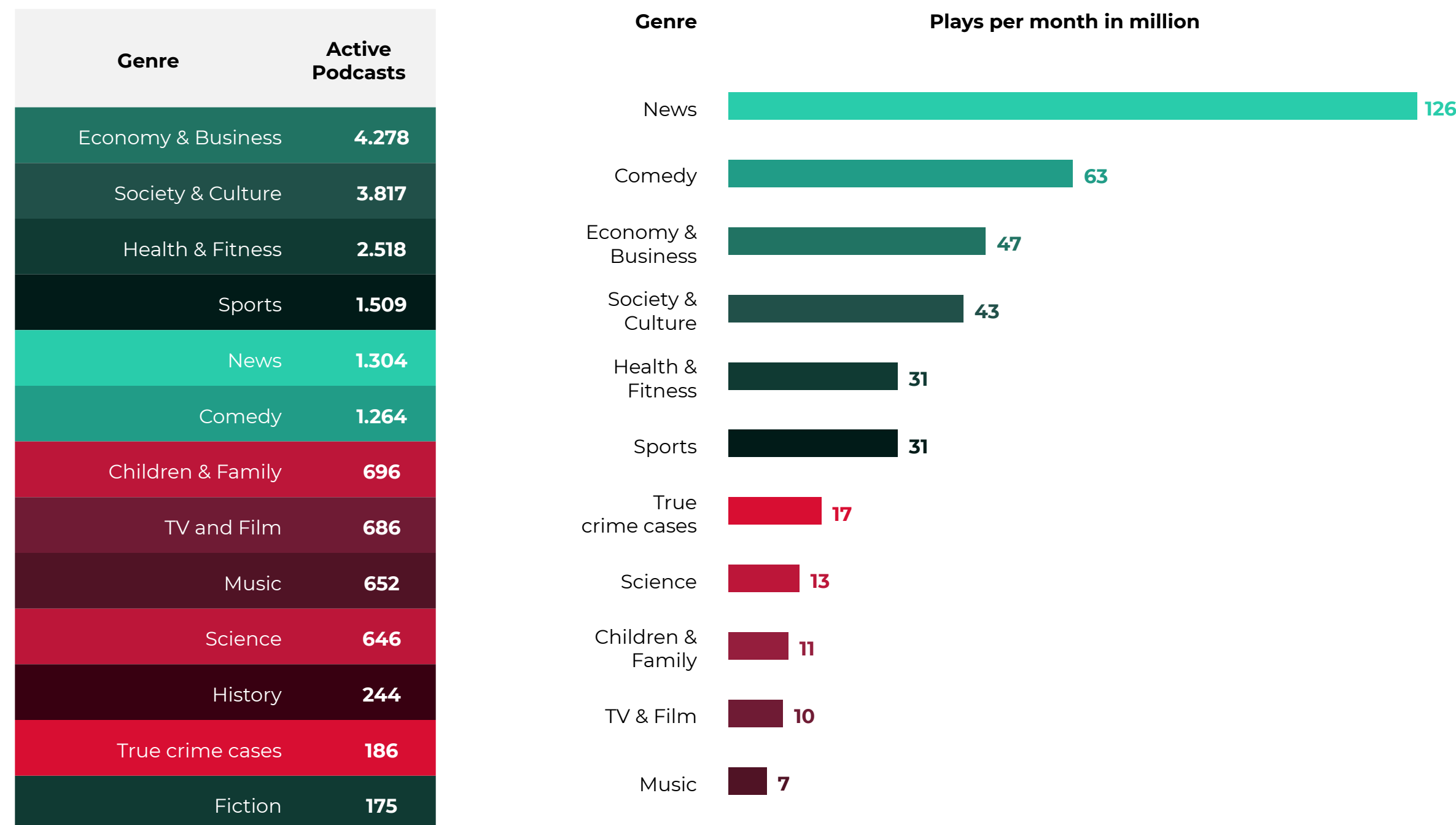


Source: Podius, February 2024  
Classification by primary genre in Germany

\*Podcasts that have published at least one episode in 2023.



## LARGE DISCREPANCY BETWEEN PLAYS AND NUMBER OF PODCASTS PER GENRE

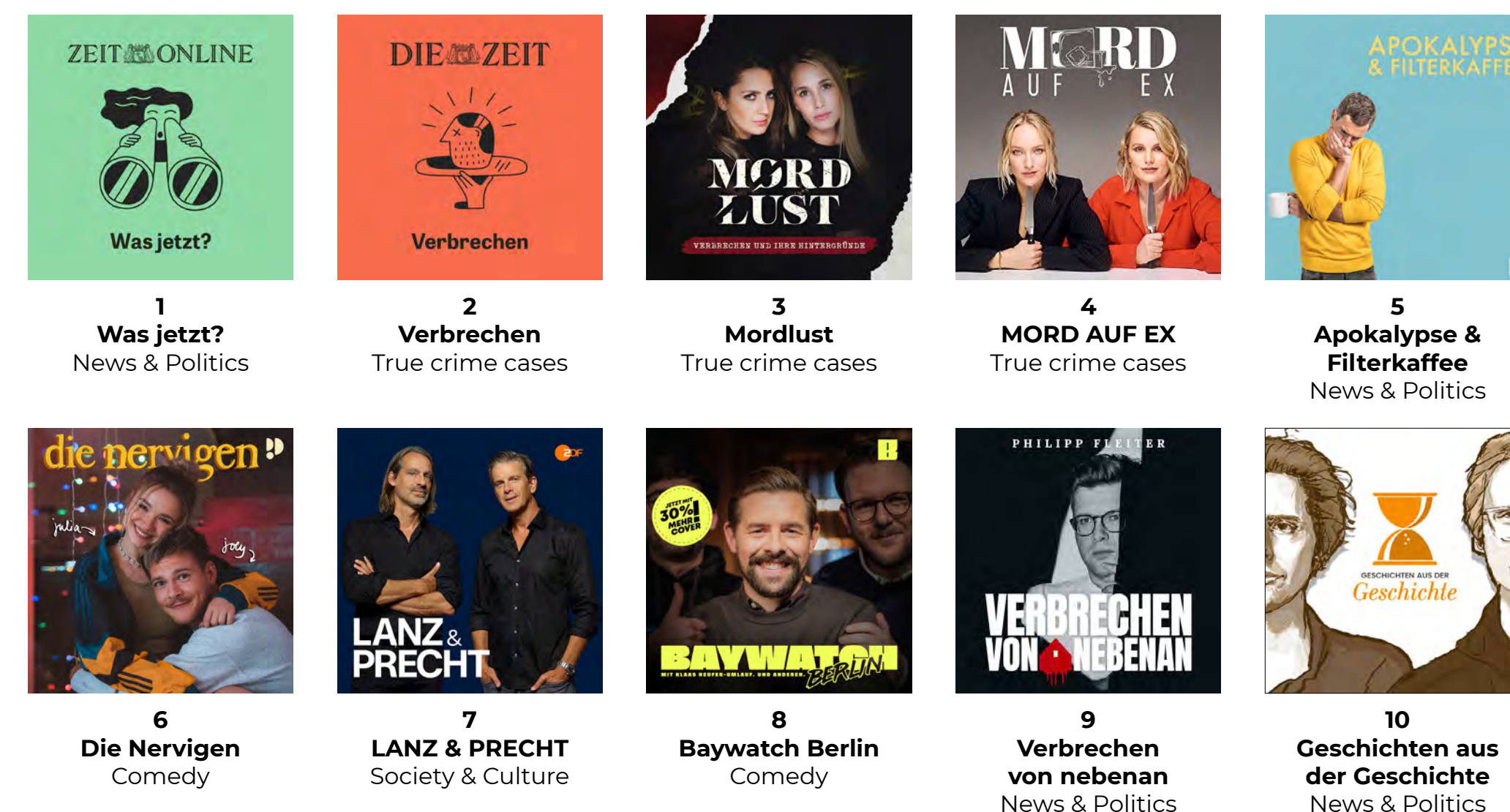


The „Economy & Business“ genre has the most podcasts, while „News“ generates by far the most plays.

After „Economy & Business“, the genres with the most podcasts are „Society & Culture“ and „Health & Fitness“. The genres with the highest play counts are „News“, „Comedy“, and „Economy & Business“, with „News“ standing out due to its frequent releases, often more than one episode per week.

Interestingly, the top 10 most-listened-to podcasts tell a different story. Here, there are four true crime formats, but none from the „Economy & Business“ genre.

### Top 10 January 2024



Source: Podius, Podius, February 2024. The analyzed plays are estimated figures; the Apple Podcast primary genre is taken into account. Spotify Exclusives are not part of the analyzed plays.  
\* Active podcasts: Formats that have published at least one episode since November 23, 2023.

Source: AGMA, ma Podcast, January 2024



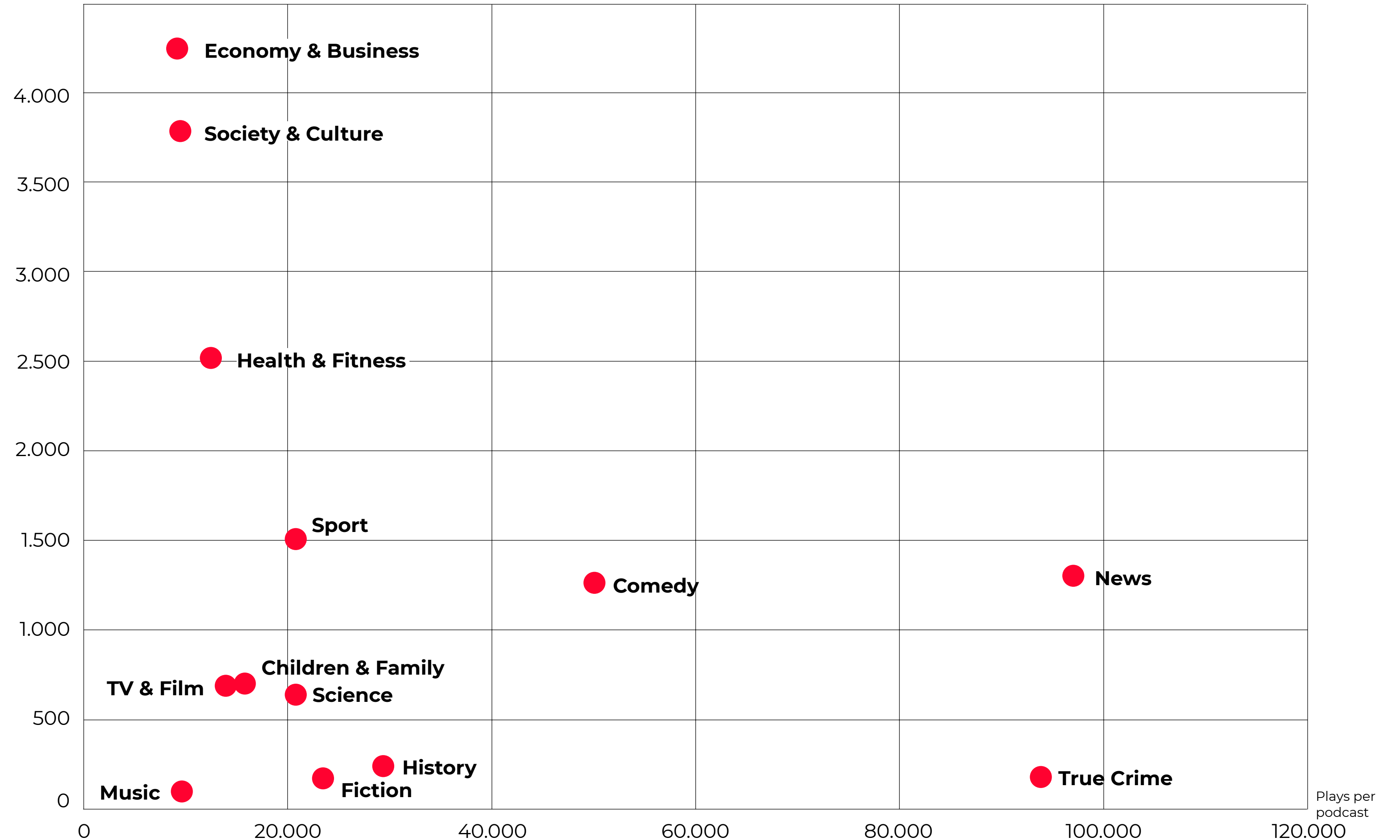
**„True Crime“: high demand, short supply – are there too few true crime formats and too many business and economy formats?**

Interestingly, the „True Crime“ segment has fewer podcasts than might be expected given the genre’s popularity. In comparison, only 186 active true crime podcasts are available, yet they record the highest number of playbacks within four weeks, ranking just behind daily news formats.

This suggests that podcasts involving extensive research are well-received and generate substantial plays, but they are also produced relatively infrequently.

**“NEWS” AND “TRUE CRIME” WITH THE MOST PLAYS PER PODCAST**

Number of active podcasts per genre



Source: Podius, February 2024. The analyzed plays are estimated figures; the Apple Podcast primary genre is taken into account. Spotify Exclusives are not part of the analyzed plays.

Active podcasts: Formats that have published at least one episode since November 23, 2023.



### Podcast as an effective extension of reach

The growing number of podcast users, the increasing duration of their engagement, and the rise in professional formats all highlight the importance of podcasts. Podcasts enable targeted reach to audiences that are difficult or even impossible to engage through traditional linear TV. Fewer people, particularly young people, are tuning into linear television. In 2023, 31% of 18 to 29-year-olds no longer use TV. However, **58% of them can be reached through podcasts** — an increase of 16% compared to 2021!

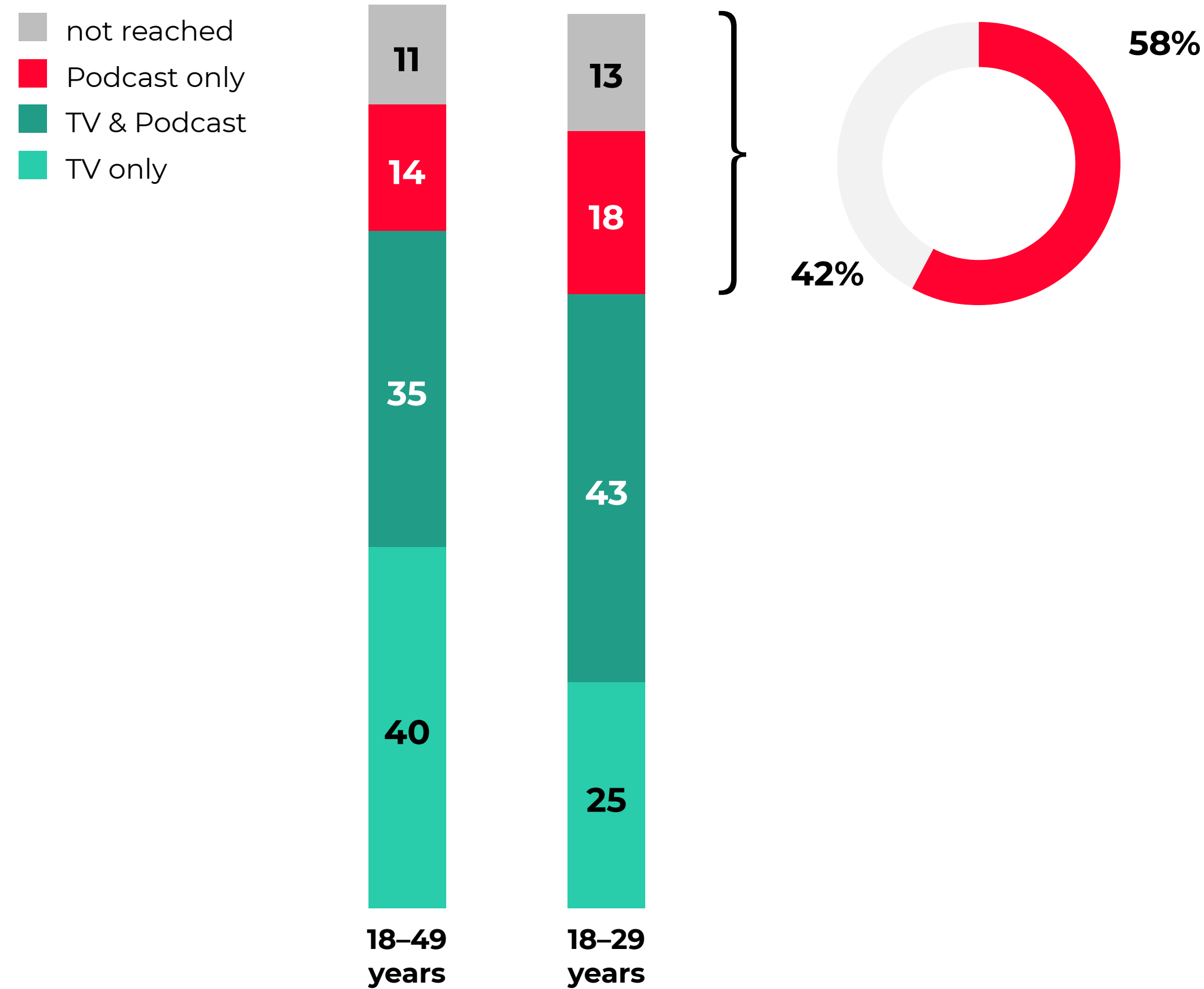
In the 18 to 49 age group, 25% did not consume any TV content last year. **Yet, 56% of these non-TV users can be effectively reached via podcasts.**

These findings demonstrate that podcasts are not only thriving as an independent medium but also provide an effective way to complement the reach of other media channels.

## PODCAST CREATES INCREMENTAL REACH TO TV IN YOUNG TARGET GROUP

### (Incremental) reach TV & podcast

Figures in %



Basis: Adults aged 18-49, n=681  
Source: Media Activity Guide 2023, forsa







**WHO LISTENS  
TO PODCASTS  
AND WHAT  
ARE THEIR  
USAGE HABITS?**



**Despite increasing penetration, podcasts continue to reach a very attractive target group across all genders**

In 2023, the podcast audience remains exceptionally young, educated, and high-income.

**Young:** 24 percent of consumers are between 20 and 29 years old.

**Educated:** Half of listeners have completed a (technical) high school diploma or higher educational qualification.

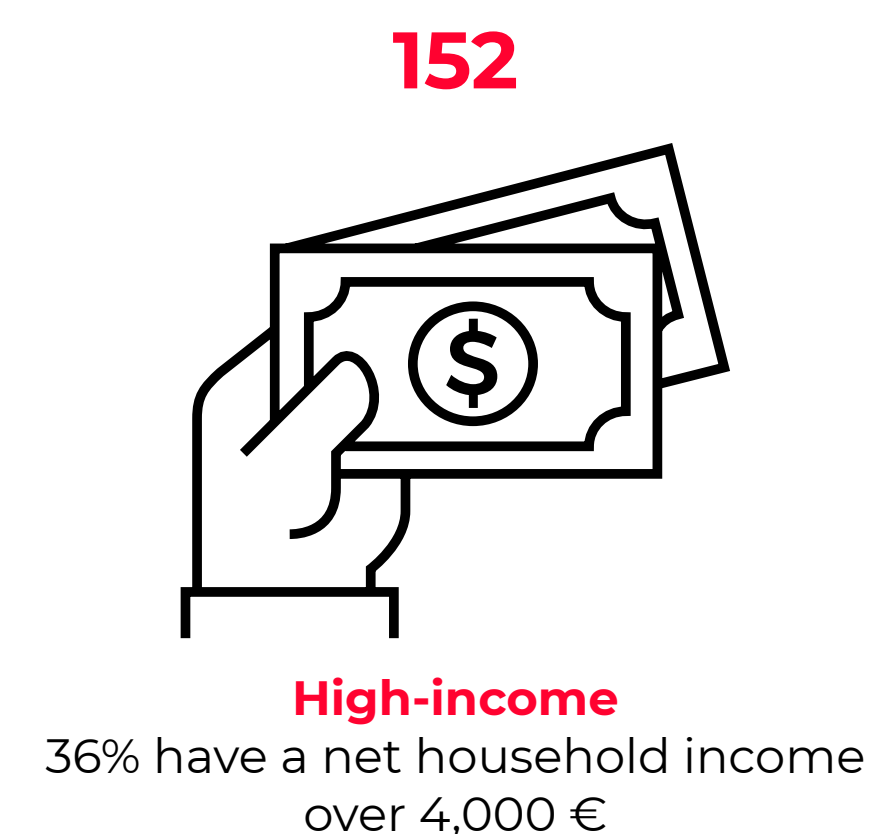
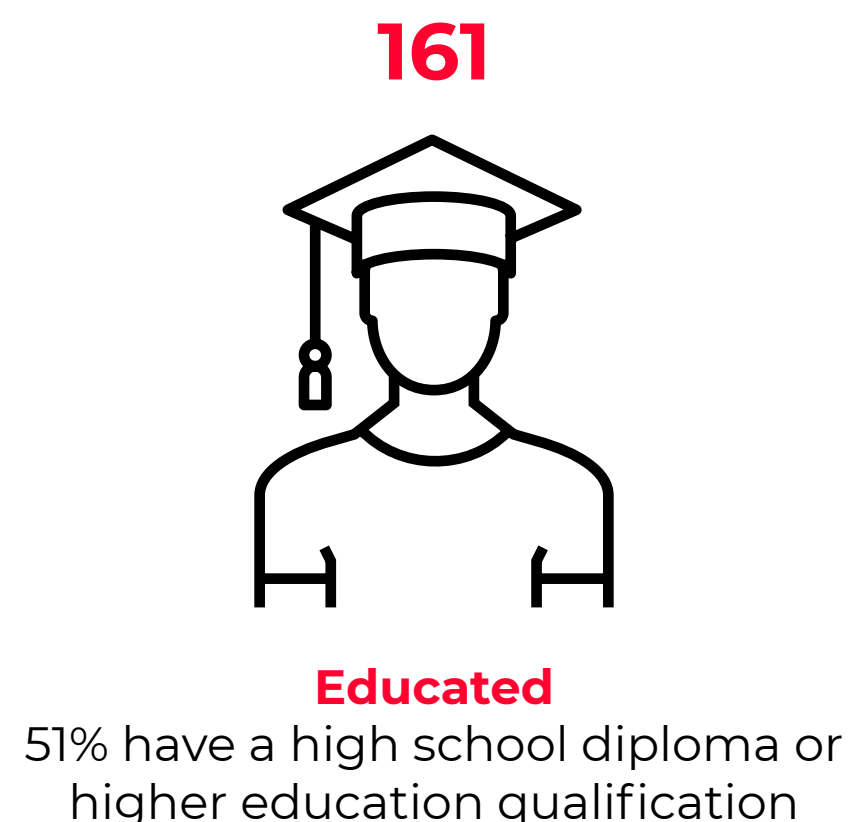
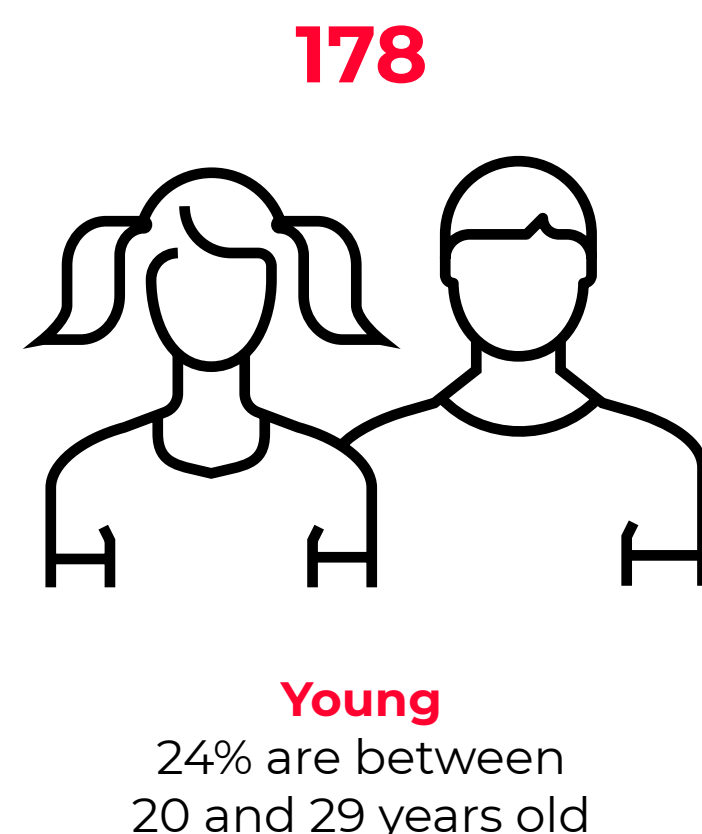
**High-income:** 36 percent have a net household income of over 4,000 euros.

Podcast usage gives advertisers access to an affluent, educated audience within the young demographic. Additionally, the nearly **balanced gender distribution** of 55% female and 45% male users makes podcasts a versatile platform for advertising a wide range of products.

**PODCASTS CONTINUE TO REACH A PARTICULARLY YOUNG, EDUCATED AND HIGH-INCOME TARGET GROUP**

**Podcast users at a glance**

Figures in indices and % (total=100)





Among all media genres, podcasts attract the most highly educated, highest-income, and particularly young audiences.

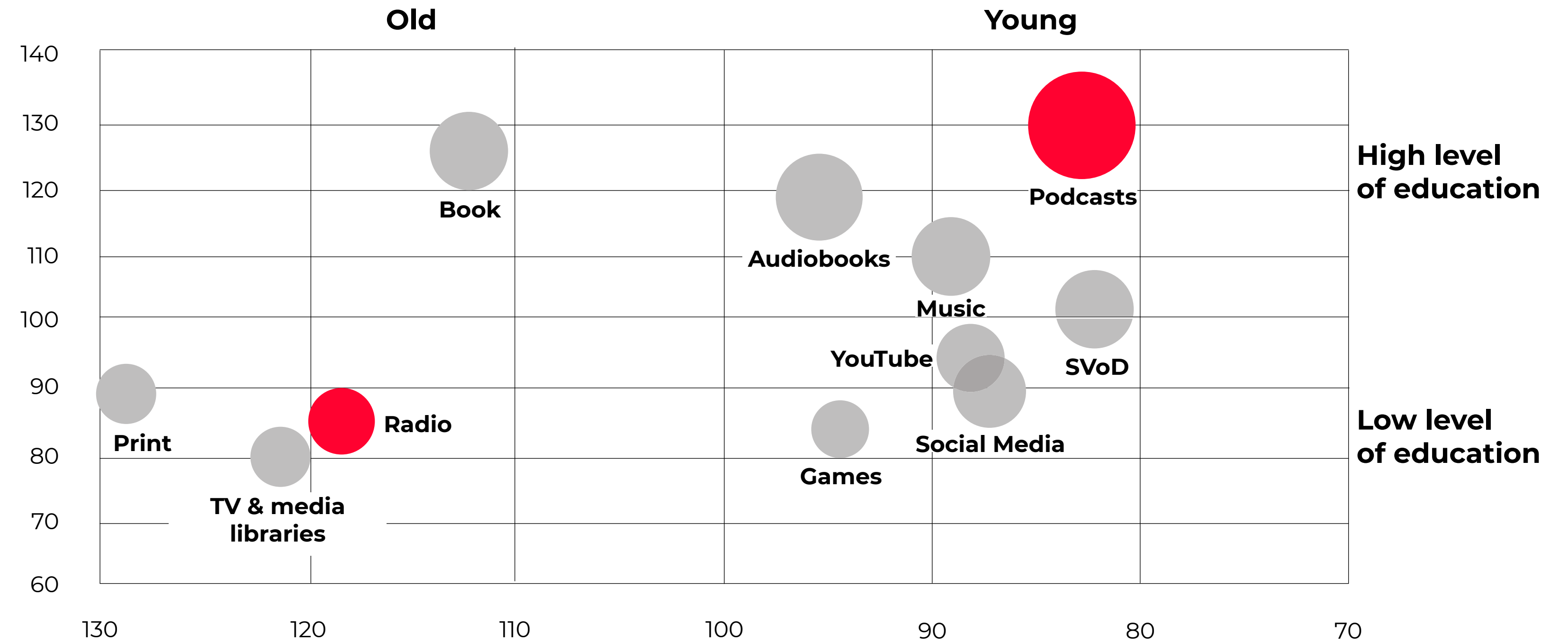
The podcast medium reaches one of the **youngest user groups**, second only to SVoD (Subscription Video on Demand) services, with listeners even younger than the average social media user.

Despite their youth, podcast listeners also have **the highest average net household income**.

This somewhat paradoxical result is linked to the audience's high level of education, as people who consume podcasts tend to have a slightly higher educational level than those who read books. **Consequently, podcast listeners rank among the best target groups across media genres.**

## PODCAST LISTENERS – THE **MOST RELEVANT TARGET GROUP FOR ADVERTISING!**

Figures in indices, circle size = household net income index



Basis: Users of media offerings yesterday, 18+ years  
Source: Media Activity Guide 2023, forsa



**Listeners still want to be entertained by podcast content.**

The podcast market offers a wealth of genres with a wide variety of content.

Accordingly, the medium can fulfill almost any user need and is associated with a range of motivations. However, four primary motives for podcast use stand out in particular:

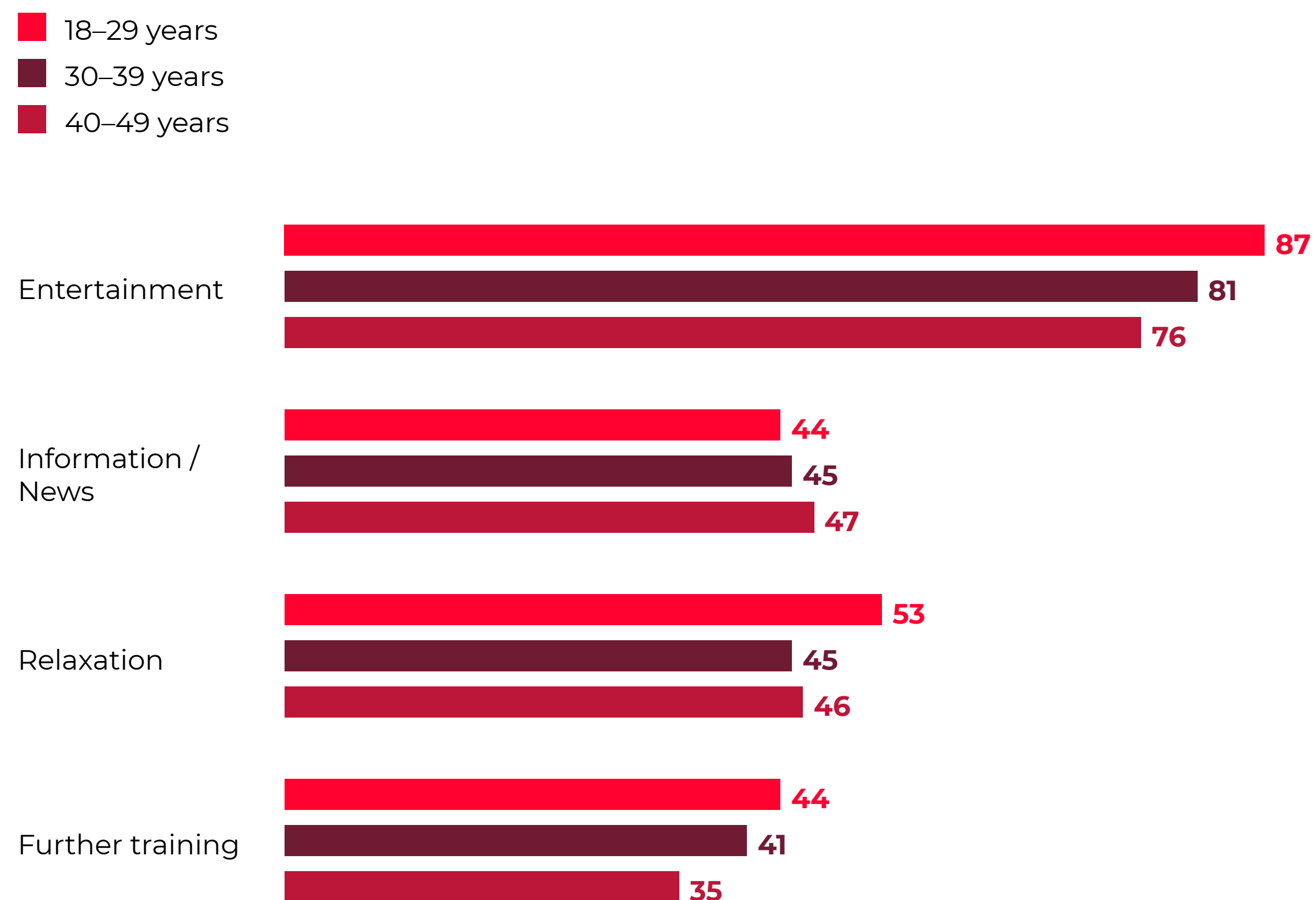
**The most common motive, at 82 percent, is entertainment.** Additionally, 49 percent of listeners use podcasts for relaxation, 45 percent for information, and 41 percent for further education.

**Podcasts are thus primarily consumed in a positive and entertaining context.** The motive of relaxation is especially strong among younger audiences. Given the generally high education level of podcast consumers, it is hardly surprising that information and further education are also important motivations.

**ENTERTAINMENT IS THE MOST COMMON REASON TO LISTEN TO PODCASTS**

**Motives for podcast use**

Figures in %, multiple answers possible



Basis: Adults aged 18-49 who listen to podcasts at least once a month, n=795  
Source: Seven.One Media / Payback





Podcasts reach their listeners everywhere – whether at home, at work, or on the train.

The „on-demand“ nature of podcasts means that they are available **anytime and anywhere**. As a result, there are many different situations and places of use – unlike almost any other medium!

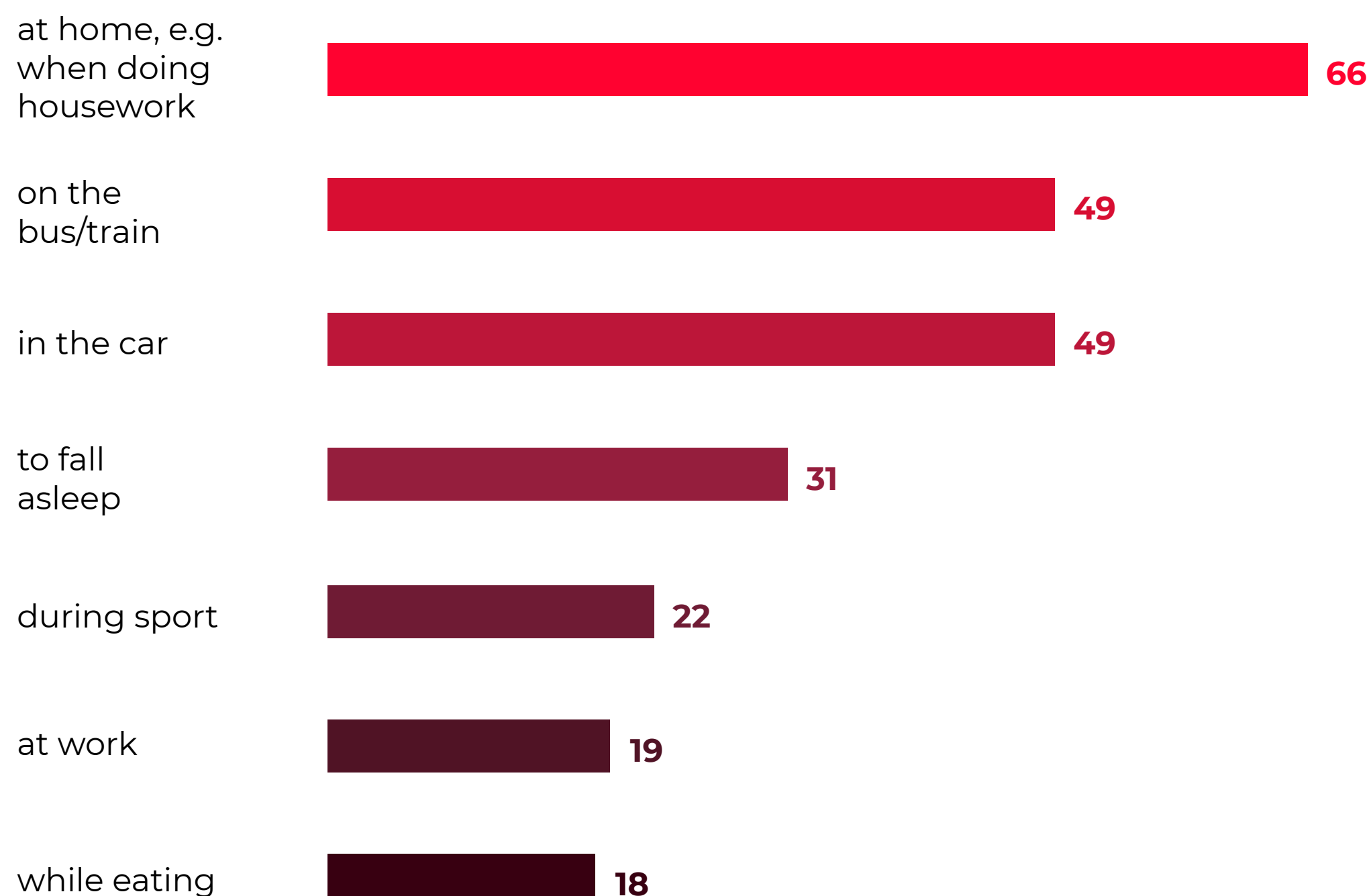
Podcasts are still most frequently listened to **at home**. On average, 66% of users listen to podcasts while doing housework. Almost half of listeners also enjoy listening to podcasts **while traveling** in the car or on public transport. In addition, the audio format accompanies them when **falling asleep, during sports activities, at work or while eating**.

On average, listeners **regularly consume four podcasts** per week. **Loyalty** to the selected formats and especially to the hosts has a very positive effect on the success of advertising campaigns. Podcasts open up **attractive media usage windows** for advertising customers, during which consumers cannot be reached through any other medium!

## PODCASTS ARE LISTENED TO IN A WIDE VARIETY OF SITUATIONS. ON AVERAGE, FOUR FORMATS ARE REGULARLY LISTENED TO.

### Situations using podcasts

Figures in %



### Number of podcasts listened to regularly



### Average number Usage situations





4

**ADVERTISING  
IN PODCASTS:  
THE SUPREME  
DISCIPLINE OF  
HOST-READ ADS**



**Advertising spoken by the hosts particularly encourages purchases.**

Individually designed, personalized ads that are produced separately for each episode are hardly comparable as a form of advertising and are ideal for promoting products in an entertaining way. With targeted calls-to-action, listeners are activated like hardly any other medium!

**Recommendations from podcast hosts are remembered and taken seriously.** In an experimental situation as part of an analysis for Seven.One Audio, **64 percent of respondents said they were likely to buy the advertised product. The unaided advertising recall was an outstanding 85 percent.** This is certainly an exceptionally high value, which illustrates the particularly positive effect of host-read ads in podcasts and at the same time depends on many factors (e.g., brand awareness and image).

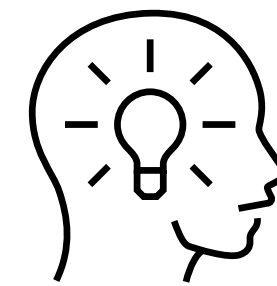
## HOST-READ ADS REMAIN THE SUPREME DISCIPLINE IN TERMS OF ACTIVATION

**Activation of podcast listeners through host-read ads**



**64%**

of **listeners** would probably **buy** the product



**85%**

**spontaneously remember** the advertising

### What are „Host-Read Ads“?

High-quality advertising messages produced and recorded by the hosts themselves - authentic, individual and with strong performance.





Two concrete cases demonstrate the effectiveness of podcast ads.

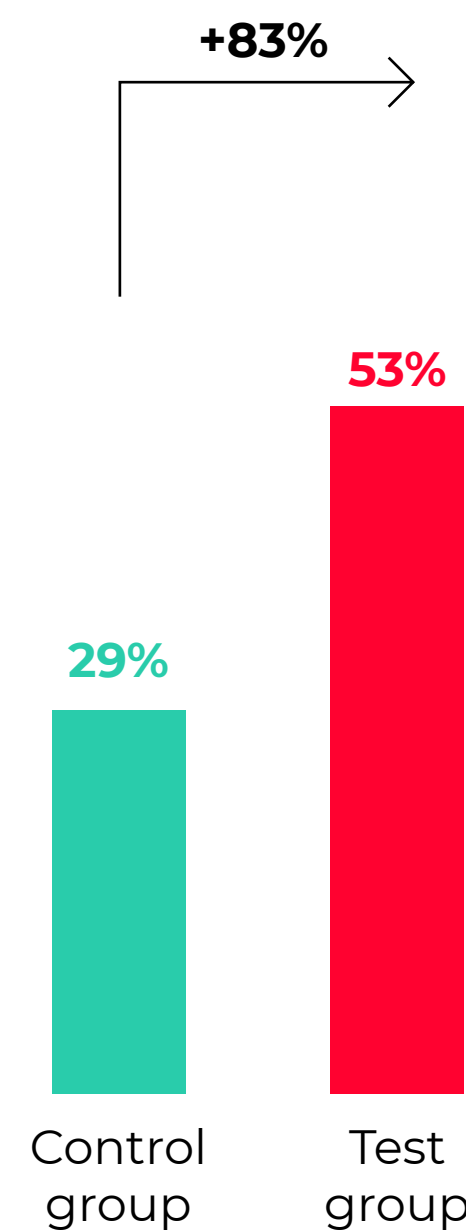
Podcast listeners' willingness to buy a product directly benefits from the partnership between the brand and the podcast.

In the case of a campaign for a video game, **the probability of actually purchasing the advertised product within a short period of time was 83 % higher in the group of ad listeners** compared to the control group.

**After a campaign for Eucerin, 63 % of regular podcast listeners considered buying the product, an increase of 31%.** Even the brand image was boosted by the podcast ads! According to the campaign, the brand was perceived as much more effective, innovative, and, above all, modern.

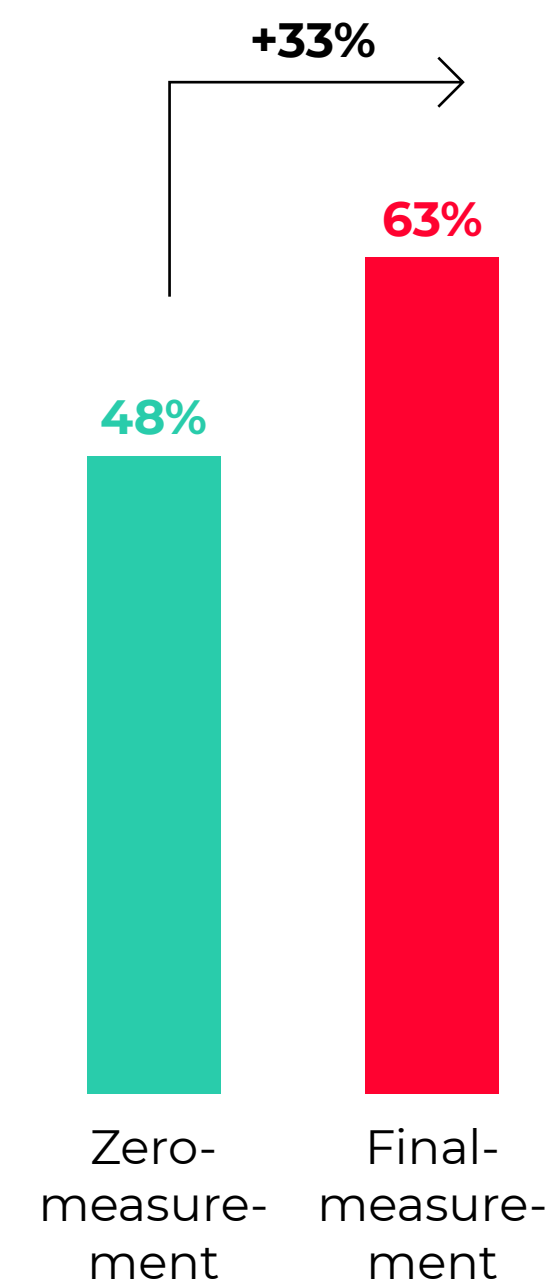
## PODCAST ADVERTISING SIGNIFICANTLY INCREASES LISTENERS' WILLINGNESS TO BUY AND HAS A POSITIVE EFFECT ON THE BRAND IMAGE

### Willingness to buy video games (Top2)



Basis: Podcast listeners aged 18-50, control group n=600, test group n=528  
Source: The Nielsen Company, Nielsen Podcast Effectiveness, 2023

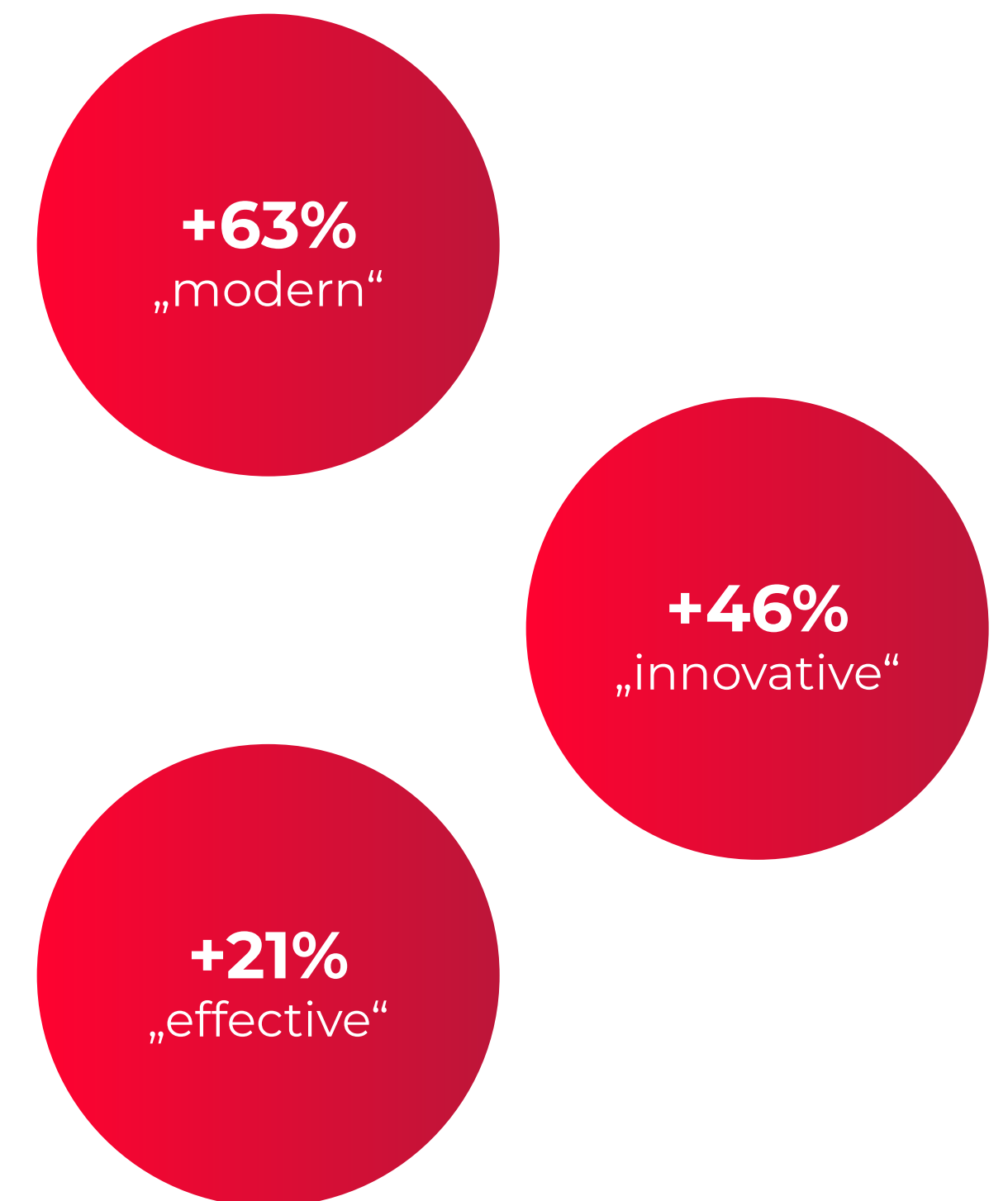
### Willingness to buy Eucerin (Top2)



Basis: Regular listeners of „Zum Scheitern verurteilt“ 16+ years (at least every second episode), zero measurement n=225, final measurement n=179, image: 4-point Likert scale  
Source: Seven.One Media, 2023

### Image Eucerin

Uplift compared to zero measurement (Top2)





### Podcast listeners remember products from ads

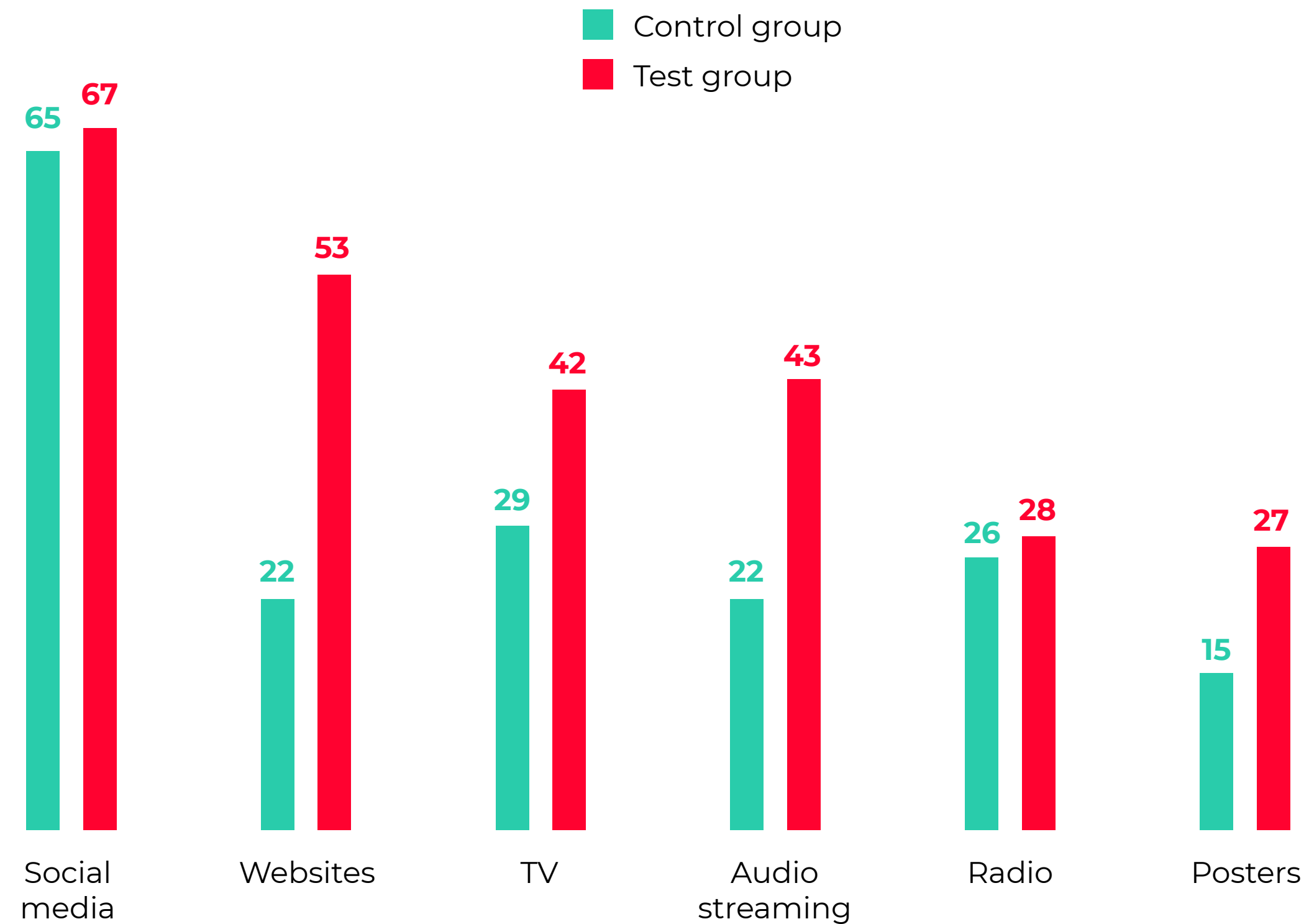
It is particularly interesting to note that listeners who heard a host read ad for a video game clearly preferred advertising for the same product in other media. They remembered it better than listeners who had no contact with the host-read ad.

This makes it clear that podcast advertising stays in the ear and in the mind, having a ripple effect on other media contacts.

## PODCAST ADVERTISING IS ANOTHER MULTIPLIER FOR OTHER MEDIA SPENDINGS

### Advertising recall for advertised video game in other media

Figures in %



Basis: Podcast listeners aged 18-50 who remember advertising (15 days), control group n=79, test group n=228  
Source: The Nielsen Company, Nielsen Podcast Effectiveness, 2023





# PODCAST ADVERTISING

## KEY FACTS ABOUT HOST-READ ADS

- ⊕ **Particularly effective when spoken by the podcast hosts themselves („host-read ads“)**
- ⊕ **Have a positive impact on brand image**
- ⊕ **Increase purchase intent**
- ⊕ **Stay memorable**
- ⊕ **Strengthen the impact of advertising across other media**





**PODCAST  
VS.  
RADIO**  
**A COMPARISON  
OF TWO  
AUDIO MEDIA**



**Clear trend: Decrease in radio use and increasing popularity of podcasts.**

It is not only the podcast user group that stands out positively from that of radio. A look at the usage trends of the two audio media over time also shows that **the number of people consuming radio content has steadily declined, while podcasts have continuously gained users.** Since 2018, radio has lost nine percentage points of its users in the target group of 18- to 49-year-olds, whereas podcasts have gained 21 percentage points of listeners.

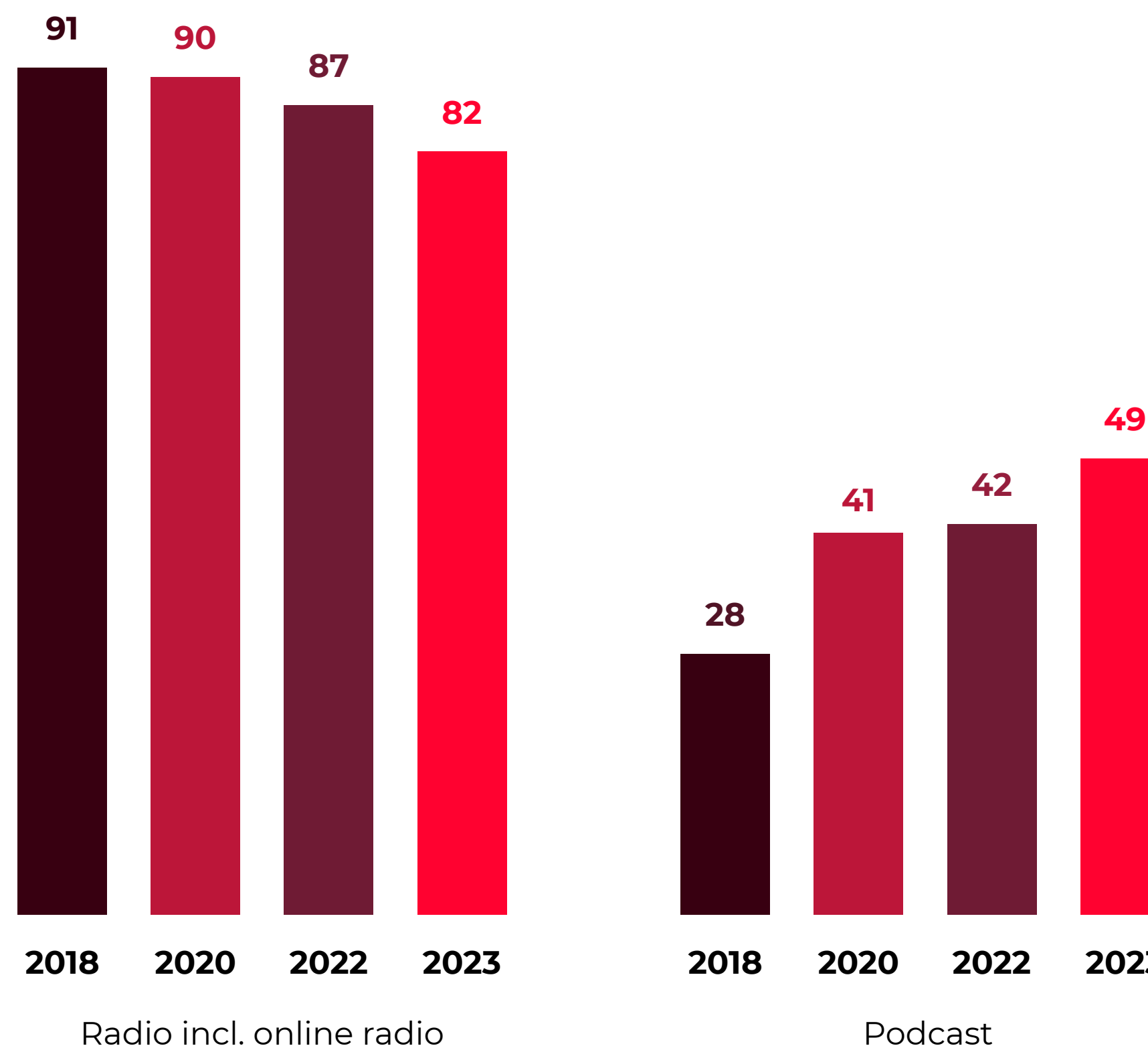
In addition to the decreasing number of radio users, daily radio usage is also experiencing a downward trend year over year: **since 2018, daily consumption of radio content has decreased by 35 minutes, while the daily listening time for podcasts is experiencing a continuous, slight upward trend.** Nevertheless, radio remains the most frequently used audio medium among Germans.

An increasing number of radio stations are recognizing this trend and are either launching podcasts on the market or incorporating podcast formats into their programs. One example is the private radio program „Barba Radio“ and the podcast format „True Crime - Unter Verdacht“ from Bayerischer Rundfunk.

**DECLINING RADIO USE VS. GROWING PODCAST USE**

**Use of audio services**

Figures in %, at least rarely



Basis: Adults aged 18-49, n=approx. 690 per wave  
Source: Media Activity Guide, forsa





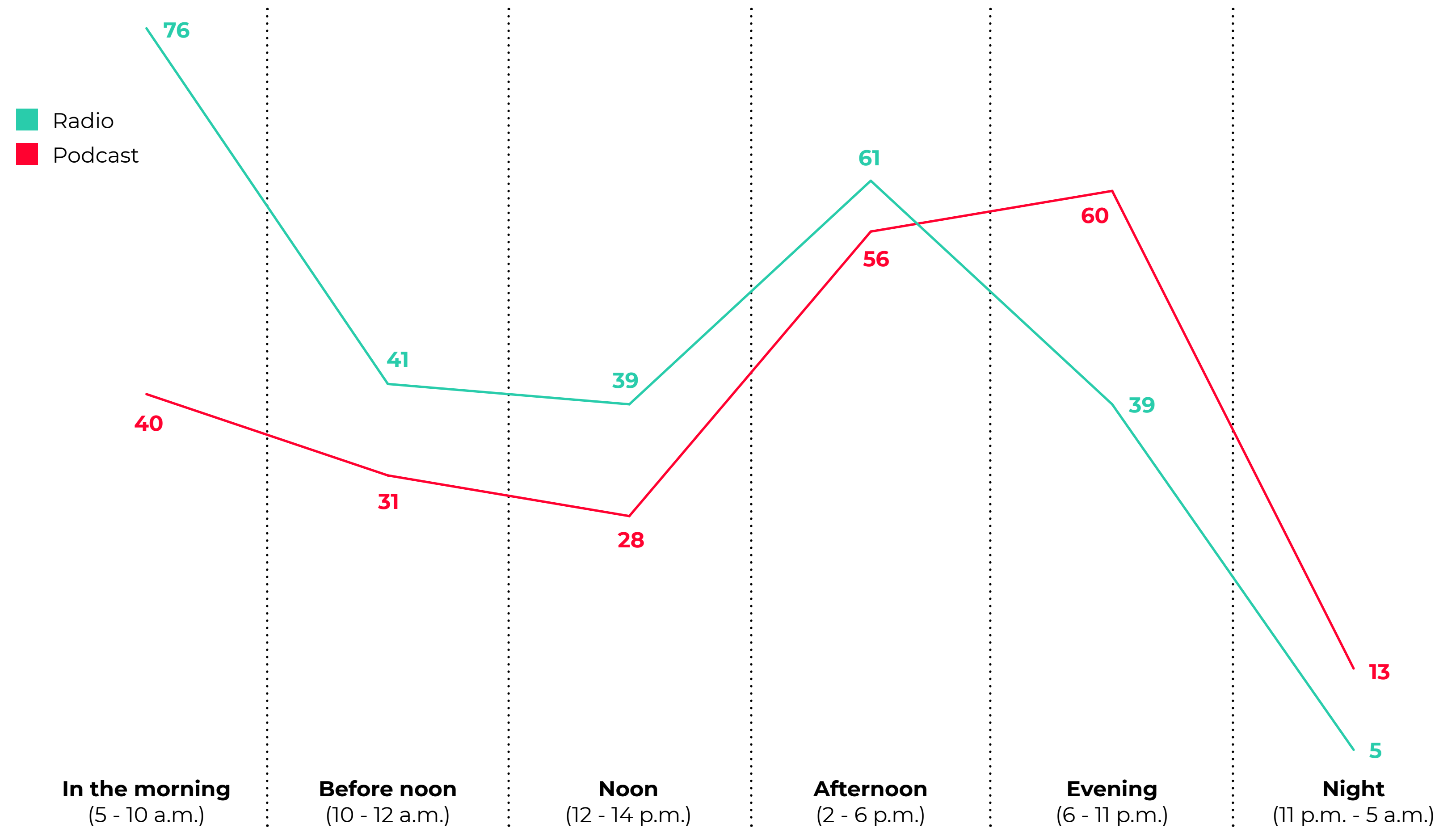
**Podcasts accompany listeners throughout the day**, fitting into versatile usage scenarios, such as on the way to work in the morning, during sports at lunchtime, or relaxing at home in the evening.

**Radio**, on the other hand, has a clear usage peak **in the morning**.

Podcast listening peaks in the afternoon and evening, with the highest usage between 6 p.m. and 11 p.m. This could be due to listeners consciously setting aside time in the evening to actively select and engage with specific media content. In contrast, radio tends to peak in the morning, as it is generally listened to passively, without the option to choose specific content.

## PODCAST DOMINATES IN THE EVENING, RADIO IN THE MORNING

**Time of day podcast vs. radio use**  
Figures in %, at least occasional use



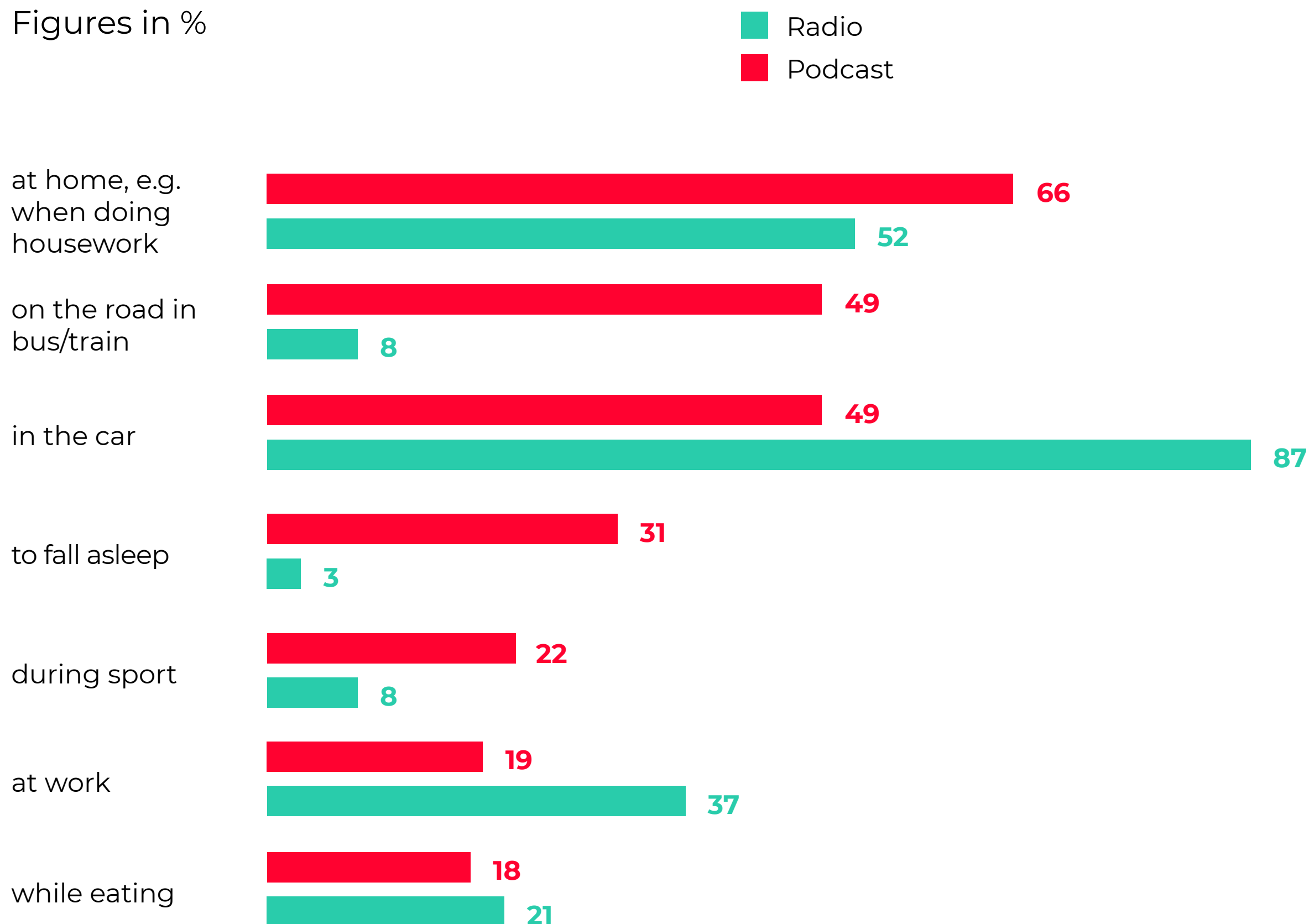
Basis: Adults aged 18-49 who listen to podcasts or radio at least once a month, podcast n=795, radio n=728  
Source: Seven.One Media/Payback



## PODCAST CREATES **new** USAGE SITUATIONS

### Audio usage situations

Figures in %



Basis: Adults aged 18-49 who listen to podcasts or radio at least once a month, podcast n=795, radio n=728  
Source: Seven.One Media/Payback

### Radio as an accompanying medium vs. podcast as a „lean-forward medium“

While radio has specific usage situations, podcasts are used in a much broader range of contexts, including some entirely new ones. For example, podcasts are often listened to on public transport or when falling asleep, situations that radio rarely covers.

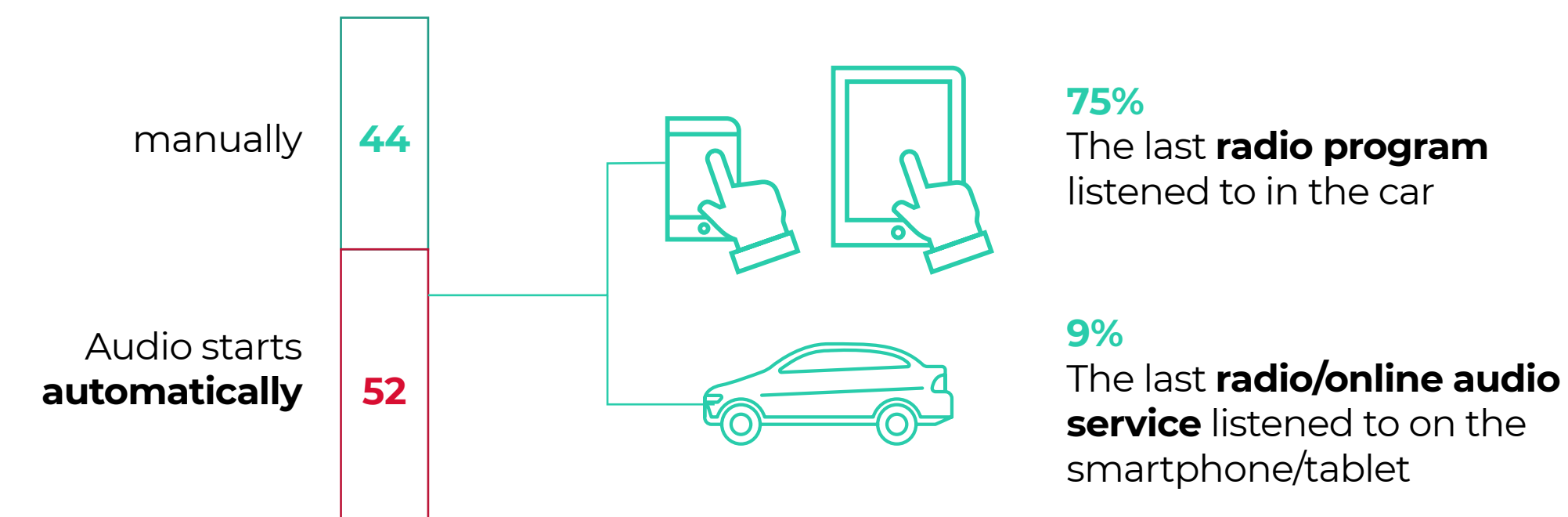
Radio content is most frequently consumed in the car. More than half of drivers do not actively select their programs; for 75%, the last radio station they listened to plays

automatically, indicating a more passive usage style.

In contrast to radio, podcasts are considered a “lean-forward medium” because listeners actively and attentively engage with the entire content. Additionally, users select topics relevant to them, enabling a targeted approach to the audience. This focused engagement benefits advertising partners, as the content is consciously received.

### What is played automatically?

Figures in %



Basis: Online audio users aged 14+ in Germany who use online audio content in the car, n=2,764 (24.748 million); right: ...and state that an audio content starts automatically (after getting in/starting the car), n=1,401 (12.894 million)  
Source: Online Audio Monitor 2023



### Native producer-read ads high-quality and particularly informative

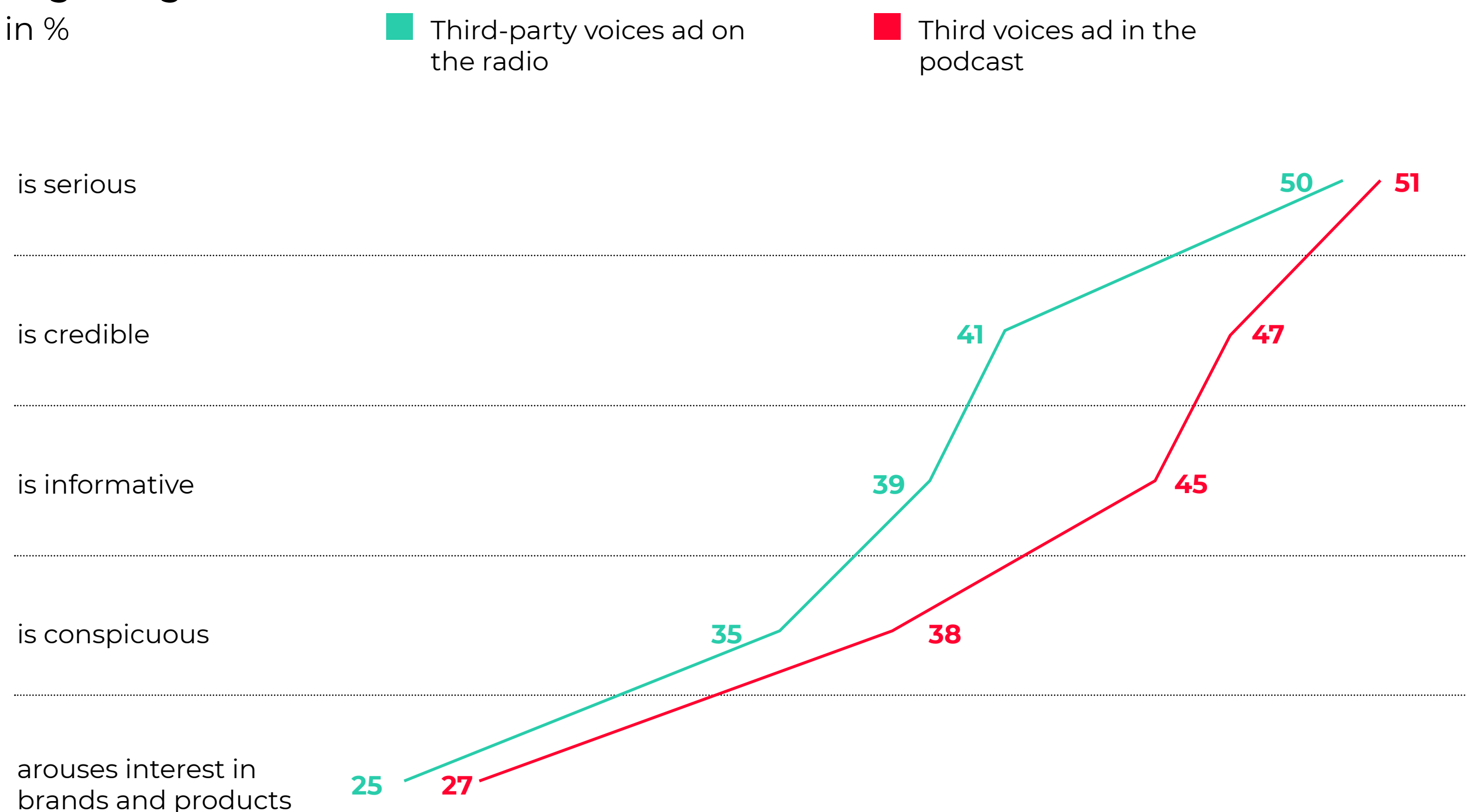
„Native producer-read ads“ are increasingly being chosen by brands as an alternative to host-read ads recorded directly by podcast hosts. In contrast to classic commercials, these ads are **similarly perceived as serious** (51% vs. 50%). However, they are significantly **more credible** (47% vs. 41%) and **informative** (45% vs. 39%).

One factor likely contributing to their higher performance in terms of conspicuousness (38% vs. 35%) is that podcast ads typically differ greatly in design and are usually presented with only one or two other ads in sequence. Encouragingly for advertisers, podcast ads successfully spark interest in brands and products (27% vs. 25%).

## ADS IN PODCASTS SCORE POINTS IN COMPARISON WITH TRADITIONAL RADIO ADVERTISING

### Advertising rating

Figures in %



**What are third-party ads in podcasts?**  
Professionally recorded audio ads specially produced for podcasts, so-called “native producer read ads”, which adapt to the tonality of podcasts.

Base adults aged 18-49 who listen to podcasts or radio at least once a month, podcast n=795, radio n=728  
Source: Seven.One Media/Payback



**Podcasts create incremental reach beyond radio among younger audiences.**

The decline in radio use and the growing popularity of podcasts are reflected in an increase in incremental reach. Podcasts are increasingly able to engage people who are difficult or impossible for radio to reach. In 2023, 27% of 18- to 29-year-olds no longer used radio; however, 67% of them could be reached via podcasts. **Compared to 2021, the incremental reach of podcasts over radio has nearly doubled.**

Among 18- to 49-year-olds, 18% did not consume any radio content last year, yet 61% of these non-users could be reached via podcasts – almost twice as many as in 2021.

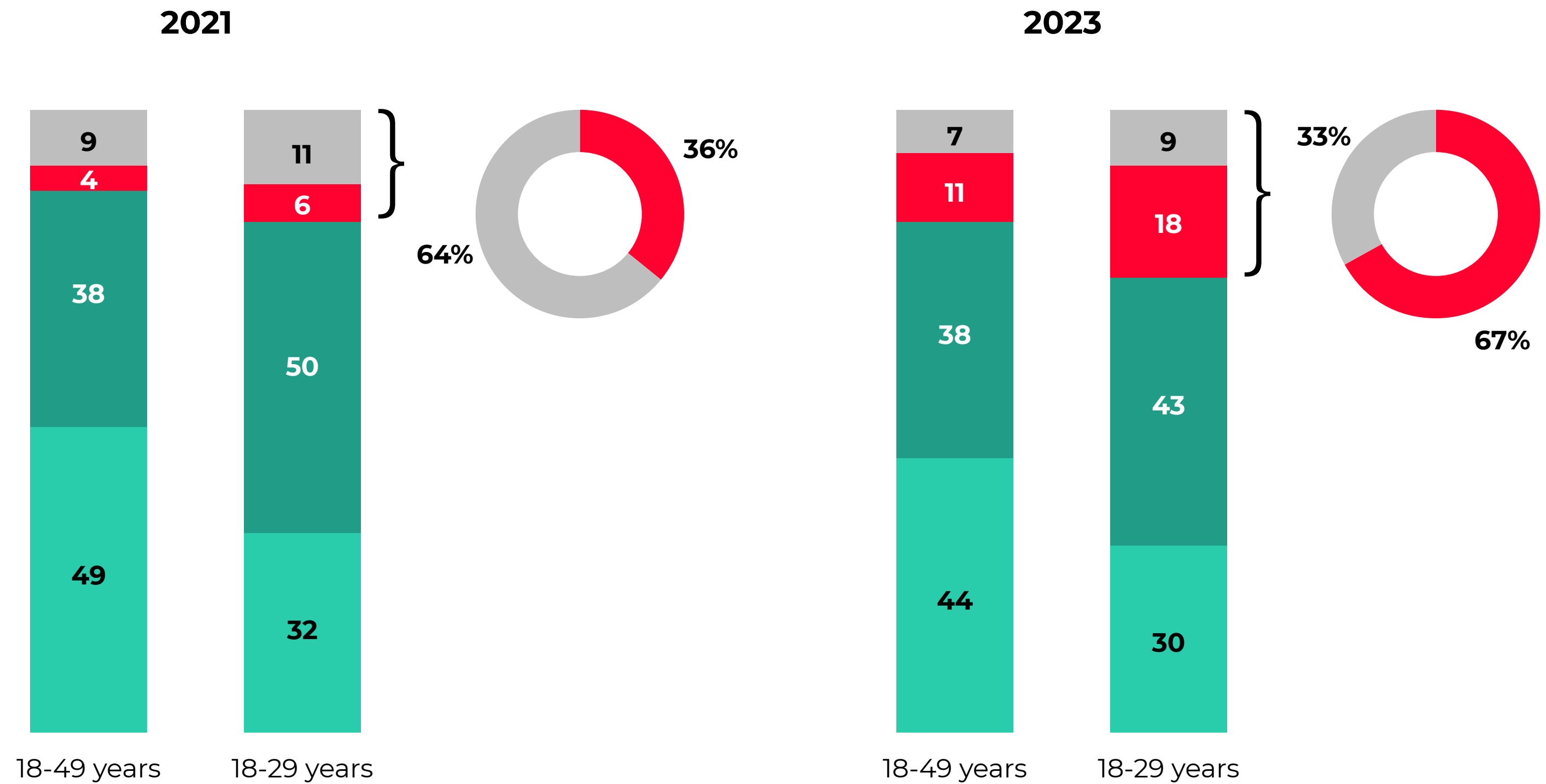
While other media continue to lose consumers, podcasts have emerged as the big winner, underlining the format’s growing appeal, particularly among younger audiences.

**INCREMENTAL REACH TO RADIO HAS DOUBLED**

**(Incremental) reach radio/podcasts**

Data in indices (total=100), at least rarely

- not reached
- Podcast only
- Radio & Podcast
- Radio only



Basis: Adults aged 18-49, n=673  
Source: Media Activity Guide 2021, forsa

Basis: Adults aged 18-49, n=681  
Source: Media Activity Guide 2023, forsa



# PODCAST VS. RADIO

## KEY FACTS ABOUT THE COMPARISON BETWEEN PODCAST AND RADIO AS AUDIO MEDIA:

- ⊕ **Radio usage is steadily declining**, while the **popularity of podcasts continues to rise**. Radio stations have recognized the trend and are publishing more and more of their own podcast formats.
- ⊕ The podcast target audience is **highly attractive to advertisers** – typically younger, more educated, and with a higher household income compared to radio listeners.
- ⊕ With radio, listeners are particularly well-entertained during **morning hours. Podcasts**, on the other hand, reach their **peak usage in the evening**.
- ⊕ Both audio media serve as sources of entertainment – **podcasts** are often chosen for **learning** and relaxation, while **radio** is preferred for **news**.
- ⊕ In comparison, **podcasts are considered a „lean-forward medium“**, accommodating new usage scenarios.
- ⊕ Podcast advertising is seen as similarly serious, yet rated as **more credible, informative, and attention-grabbing than radio** advertising.
- ⊕ The **incremental reach** of podcasts has nearly doubled in the past two years!



## Podcast study 2024 by Seven.One AdFactory

### Client

Seven.One AdFactory

### Implementation

Payback/Seven.One Media and Advertising  
Research

### Basic population

Adults aged 18-49, with at least monthly radio or  
podcast use

### Method

Online interviews based on a structured  
questionnaire

### Period

November 07-21, 2023

### Sample

Podcast n=795 // Radio n=728

### Measures of effectiveness

Demographics, evaluation of advertising,  
motives for audio use, number of podcasts  
listened to regularly, situations of audio use,  
times of day of audio use

## Empirical analysis „Between Host Read Ads and Audio Ads“

### Client

Severin Meier, Duale Hochschule Baden-  
Württemberg 2023 // Seven.One Audio

### Implementation

Severin Meier // Seven.One Media Advertising and  
Media Research

### Basic population

Adults aged 16 and over who listen to podcasts at  
least once a month

### Method

Online interviews based on a structured  
questionnaire including reception of an audio  
excerpt

### Period

August 08-23, 2023

### Sample

n=155 (Host-Read Ads)

### Measures of effectiveness

(Un)supported advertising recall, purchasing  
behavior

## Media Activity Guide 2023

### Study parts

Media Activity Guide (MAG); ViewTime Report (VTR)

### Basic population

Population German-speaking population aged 14 and over  
in households with a landline or cell phone, FRG

### Form of survey

Telephone interviews (CATI), dual frame according to ADM  
recommendation (70 % landline, 30 % mobile)

### Frequency

MAG: annually; VIR: quarterly

### Field time

MAG: 27.02.-26.03.2023

VTR: last 4 weeks of each quarter, Monday to Sunday

### Number of cases

MAG: 3,003 (incl. VTR Q1/23) VTR: approx. 1,500 cases per quarter

### Designation

MAG: Quarterly figures Q1

VTR: waves (rolling average over 4 quarters)

### Weighting

Region, gender, age

### Conducted by

forsa. Gesellschaft für Sozialforschung und statistische  
Analysen mbH

### TV usage

AGF Videoforschung in cooperation with GfK,VIDEOSCOPE 1.4,  
market standard: TV

### Methodological note

Due to rounding, there may be slight discrepancies in the totals.



