



# LAND *Of* MEDIA



## GERMANY: MEDIA PLATFORMS ANALYSIS



### FOCUS ON

- NEWSPAPERS ONLINE PLATFORMS
- NEWS ONLINE SEGMENT
- BUSINESS ONLINE SEGMENT
- SPORTS ONLINE SEGMENT
- WOMEN'S INTEREST ONLINE SEGMENT

71,727,551 users at 2017, March 31 th (88.9%)  
31,000,000 Facebook users at 2016, June 30 th (38,4%)  
Source: Internet World Stats



## HIGHLIGHTS

- ✓ MOBILE: all the national newspaper and most of the regional ones are accessible from devices, have a digital edition online and are opening to watch's apps
- ✓ RSS technology is stable and globally the percentage is just over half
- ✓ SOCIAL NETWORKS:  
7 national newspapers get the same Facebook likes of all the 181 most important regional ones for more than 11.2 million globally  
National newspapers have 62% of Twitter followers and 93% of Google followers
- ✓ All national newspapers get videos on their web-platforms against half of regional and one third of financial ones

# GERMANY: NEWSPAPERS ONLINE PLATFORMS

TOTAL NEWSPAPERS CERTIFIED TRAFFIC: VISITS/MONTH: **1,021,920,427** – PLS/MONTH: **3,909,536,775**

	<i>#.newspapers</i>	<i>smartphone</i>	<i>tablet</i>	<i>e-paper</i>	<i>RSS</i>	<i>Facebook likes</i>	<i>Twitter followers</i>	<i>Google+ followers</i>	<i>Instagram followers</i>	<i>You Tube followers</i>	<i>newsletter</i>	<i>videos</i>	<i>blogs</i>	<i>apple watch</i>
<b>NATIONAL NEWSPAPERS</b>	7	100%	100%	100%	85,7%	5,277,289	5,115,100	651,709	190,487	64,907	100%	100%	57.1%	28.5%
<b>REGIONAL NEWSPAPERS</b>	181	82.3%	85%	93.3	55,8%	5,805,389	3,032,959	42,609	130,205	52,261	40.3%	49.1%	8.8%	1.6%
<b>FINANCIAL NEWSPAPERS</b>	3	100%	100%	100%	66,6%	202,938	289,663	5,472	-	-	33.3%	33%	-	-
<b>SPORTS NEWSPAPERS</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL NEWSPAPERS PLATFORMS</b>	<b>191</b>	<b>83.7%</b>	<b>86.3%</b>	<b>94.2%</b>	<b>57%</b>	<b>1,285,616</b>	<b>8,437,722</b>	<b>699,790</b>	<b>320,692</b>	<b>117,168</b>	<b>41.8%</b>	<b>50.2%</b>	<b>11.5%</b>	<b>2.7%</b>



Web Traffic: IVW online 1/17 (online+mobile)  
Social networks monitoring: February 2017



## HIGHLIGHTS

- ✓ More than 2 billion certified visits/month and near to 9 billion page views/month means that internet users trust in reliable and controlled news sources
- ✓ 20 million Facebook likes and near to 15 million twitter followers grant a correct circulation of news
- ✓ 73% of video news come from tv and radio news websites but all newspapers and newsmagazines are on mobile devices and cover news also with videos
- ✓ Half of Facebook likes appreciate newspapers websites and more than half of Twitter followers also

## GERMANY: news online

TOTAL CERTIFIED TRAFFIC: VISITS/MONTH: **2,068,911,126** – PLS/MONTH: **8,902,601,102**

	#	smartphone	tablet	e-paper	RSS	Facebook likes	Twitter followers	Google+ followers	Instagram followers	You Tube followers	newsletter	videos	blogs	apple watch	smartphone
NATIONAL NEWSPAPERS	7	100%	100%	100%	85.7%	5,277,289	5,115,100	651,709	190,487	64,907	100%	100%	57.1%	28.5%	
REGIONAL NEWSPAPERS	181	82.3%	85%	93.3	55.8%	5,805,389	3,032,959	42,609	130,205	52,261	40.3%	49.1%	8.8%	1.6%	
NATIONAL NEWSMAGAZINES	3	100%	100%	100%	66.6%	1,981,218	3,751,235	225,246	61,900	82,946	100%	100%	-	66.6%	
NEWS ONLINE PLATFORMS	28	39.20%	39.20%	-	21.4%	1,426,200	174,392	874	8,224	1,150	21.4%	46.4%	3.5%	-	
TV/RADIO NEWS ONLINE PLATFORMS	82	91.40%	87.80%	-	25.6%	5,735,859	2,798,255	18,345	62,813	548,934	19.5%	30.4%	6.1%	4.8%	79.2%
<b>TOTAL</b>	<b>301</b>	<b>80.7%</b>	<b>81.4%</b>	<b>92.6%</b>	<b>37.8</b>	<b>20,225,955</b>	<b>14,871,941</b>	<b>938,783</b>	<b>453,629</b>	<b>750,198</b>	<b>33.5%</b>	<b>44.1%</b>	<b>9.3%</b>	<b>3%</b>	



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## HIGHLIGHTS

- ✓ Half of the platforms are available on devices and informs also with a newsletter
- ✓ Business magazines online get the most part of the social networks followers
- ✓ Videos are not so popular as the other editorial segment (news, sports, entertainment)

## GERMANY: business online

TOTAL CERTIFIED TRAFFIC: VISITS/MONTH: **165,594,155**– PLS/MONTH: **756,874,342**

	#	smartphone	tablet	e-paper	RSS	Facebook likes	Twitter followers	Google+ followers	Instagram followers	You Tube followers	newsletter	videos	blogs	apple watch
<b>FINANCIAL NEWSPAPERS ONLINE</b>	3	100%	100%	100%	66,6%	202,938	289,663	5,472	-	-	33.3%	33.0%	-	-
<b>BUSINESS MAGAZINES ONLINE</b>	15	73.0%	73.0%	93%	47%	655,105	373,420	131,693	2,497	43	53.3%	27.0%	20.0%	-
<b>BUSINESS NEWS ONLINE</b>	27	40.7%	29.6%	-	44,4%	105,714	12,431	1,111	8,020	48	48.1%	25.9%	11.1%	7.4%
<b>TOTAL BUSINESS</b>	45	55.5%	48.8%	100.0%	47%	963,757	675,514	138,276	10,517	91	46.6%	24.4%	6.6%	4.4%



Web Traffic: IVW online 1/17 (online+mobile)  
Social networks monitoring: February 2017



## HIGHLIGHTS

- ✓ Sports news are popular on dedicated websites
- ✓ Great follow up by social networks
- ✓ Videos are appreciated

# GERMANY: sports online

TOTAL CERTIFIED TRAFFIC: VISITS/MONTH: **199,055,686** – PLS/MONTH: **1,345,155,417**



	#.	smartphone	tablet	e-paper	RSS	Facebook likes	Twitter followers	Google+ followers	Instagram followers	You Tube followers	newsletter	videos	blogs	apple watch
<b>SPORTS NEWSPAPERS</b>	0	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>SPORTS MAGAZINES ONLINE</b>	63	47.6%	52.3%	95.2%	28.5%	2,757,388	679,741	180,045	29,651	93,840	52.3%	63.5%	9.5%	0.0%
<b>SPORTS NEWS ONLINE</b>	41	48.7%	46.3%	-	29.2%	9,884,071	2,879,272	65,917	212,167	1,072,373	31.7%	51.2%	2.4%	2.4%
<b>TOTALE SPORTS</b>	<b>104</b>	<b>48.0%</b>	<b>50.0%</b>	<b>95.2%</b>	<b>29%</b>	<b>12,641,459</b>	<b>3,559,013</b>	<b>245,962</b>	<b>241,818</b>	<b>1,166,213</b>	<b>44.2%</b>	<b>58.6%</b>	<b>6.7%</b>	<b>0.9%</b>

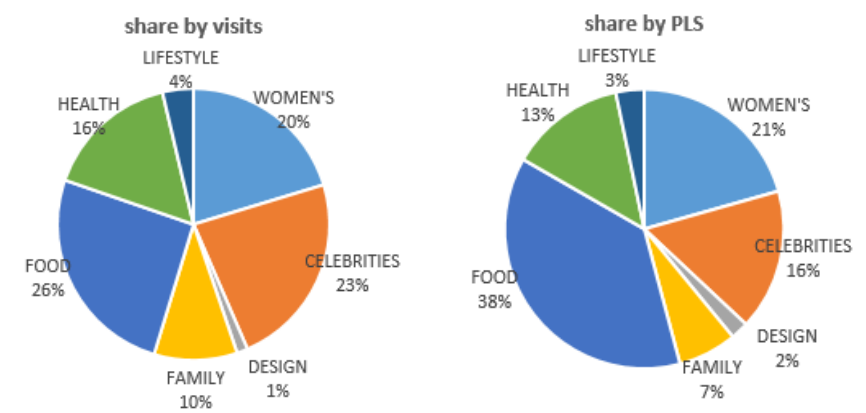
Web Traffic: IVW online 1/17 (online+mobile)  
Social networks monitoring: February 2017





## HIGHLIGHTS

- ✓ Half of platforms are available from tablet and get a newsletter
- ✓ Pinterest is the social network more appreciated after Facebook



# GERMANY: women's interests online

TOTAL CERTIFIED TRAFFIC: VISITS/MONTH: **539,673,308**– PLS/MONTH: **2,109,137,374**



	#	smartphone	tablet	e-paper	rss	Facebook likes	Twitter followers	Google+ followers	Instagram followers	Youtube followers	Pinterest followers	newsletter	videos	blog	forum	apple watch
<b>MAGAZINES ONLINE –WOMEN'S</b>	22	31.8%	72.2%	86.3%	9.1%	2,027,183	262,459	794	201,403	2,305	276.239	63.6%	22.7%	8.1%	4.5%	-
<b>WOMEN'S INTEREST ONLINE PLATFORMS</b>	9	22.2%	22.2%	-	11.1%	1,509,423	15,319	19,184	68,174	3,561	603.562	55.5%	66.6%	11.1%	44.4%	-
<b>MAGAZINES ONLINE - CELEBRITIES/GOSSIP</b>	5	100.0%	100.0%	100.0%	20.0%	2,442,260	536,619	-	6,367	7,449	-	60.0%	60.0%	-	-	-
<b>CELEBRITIES/GOSSIP ONLINE PLATFORMS</b>	7	28.5%	28.5%	-	42.8%	4,942,554	224,589	145	9,059	339,470	177	28.5%	85.7%	0.0%	0.0%	14.2%
<b>MAGAZINES ONLINE - HOME/DESIGN</b>	24	16.6%	62.5%	91.6%	-	928,002	8,568	1,600	110,800	639	512.539	29.1%	4.1%	4.1%	4.1%	4.1%
<b>HOME/DESIGN ONLINE PLATFORMS</b>	5	0.0%	20.0%	-	-	319,691	20,308	197	77,678	-	401.384	60.0%	0.0%	0.0%	0.0%	-
<b>MAGAZINES ONLINE - FAMILY/PARENTS</b>	15	33.3%	53.3%	100.0%	20.0%	425,323	13,130	26,186	4,421	31	533	60.0%	26.6%	6.6%	20.0%	-
<b>FAMILY/PARENTS ONLINE PLATFORMS</b>	12	16.6%	8.3%	-	-	763,635	10,109	39,255	-	16,661	21.532	41.6%	50.0%	8.3%	41.6%	-
<b>MAGAZINES ONLINE - FOOD</b>	19	42.1%	52.6%	73.6%	10.5%	2,941,699	32,312	224,522	77,349	133,532	1.700.700	47.3%	21.0%	15.7%	5.2%	-
<b>FOOD ONLINE PLATFORMS</b>	12	50.0%	41.6%	-	25.0%	377,254	12,549	3,810	4,164	71,652	46.276	41.6%	50.0%	8.3%	16.6%	-
<b>MAGAZINES ONLINE - HEALTH</b>	13	46.1%	61.5%	92.3%	30.7%	148,185	23,536	92,777	44,400	2,927	52.858	46.1%	30.7%	30.7%	15.3%	-
<b>HEALTH ONLINE PLATFORMS</b>	12	16.6%	16.6%	-	33.3%	81,080	19,500	1,334	344	-	653	50.0%	8.3%	0.0%	41.6%	-
<b>MAGAZINES ONLINE - LUXURY/LIFESTYLE</b>	23	39.1%	51.2%	100.0%	13.0%	1,773,742	886,008	-	225,363	50,633	136.517	65.2%	30.4%	0.0%	0.0%	-
<b>LUXURY/LIFESTYLE ONLINE PLATFORMS</b>	8	12.5%	0.0%	-	25.0%	161,407	26,166	251	1,946	-	124.506	50.0%	25.0%	25.0%	0.0%	-
<b>TOTAL WOMEN'S INTEREST</b>	<b>186</b>	<b>31.7%</b>	<b>47.6%</b>	<b>58.0%</b>	<b>15%</b>	<b>18,841,438</b>	<b>2,091,172</b>	<b>410,055</b>	<b>831,468</b>	<b>628,860</b>	<b>3,877,476</b>	<b>50.0%</b>	<b>29.5%</b>	<b>9.6%</b>	<b>12.9%</b>	<b>0.5%</b>

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