

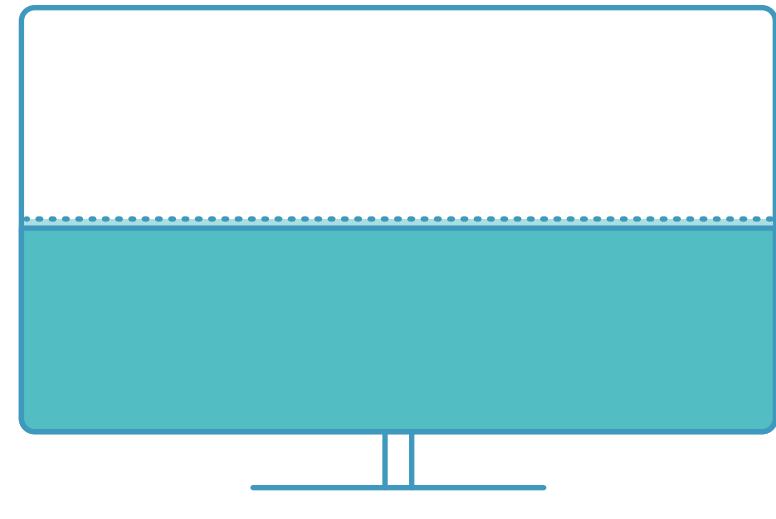
VIDEO, MUSIC & GAMING

Online video and video on the rise

VIEW LIVE TV DAILY

Remains stable, but decline among younger age groups

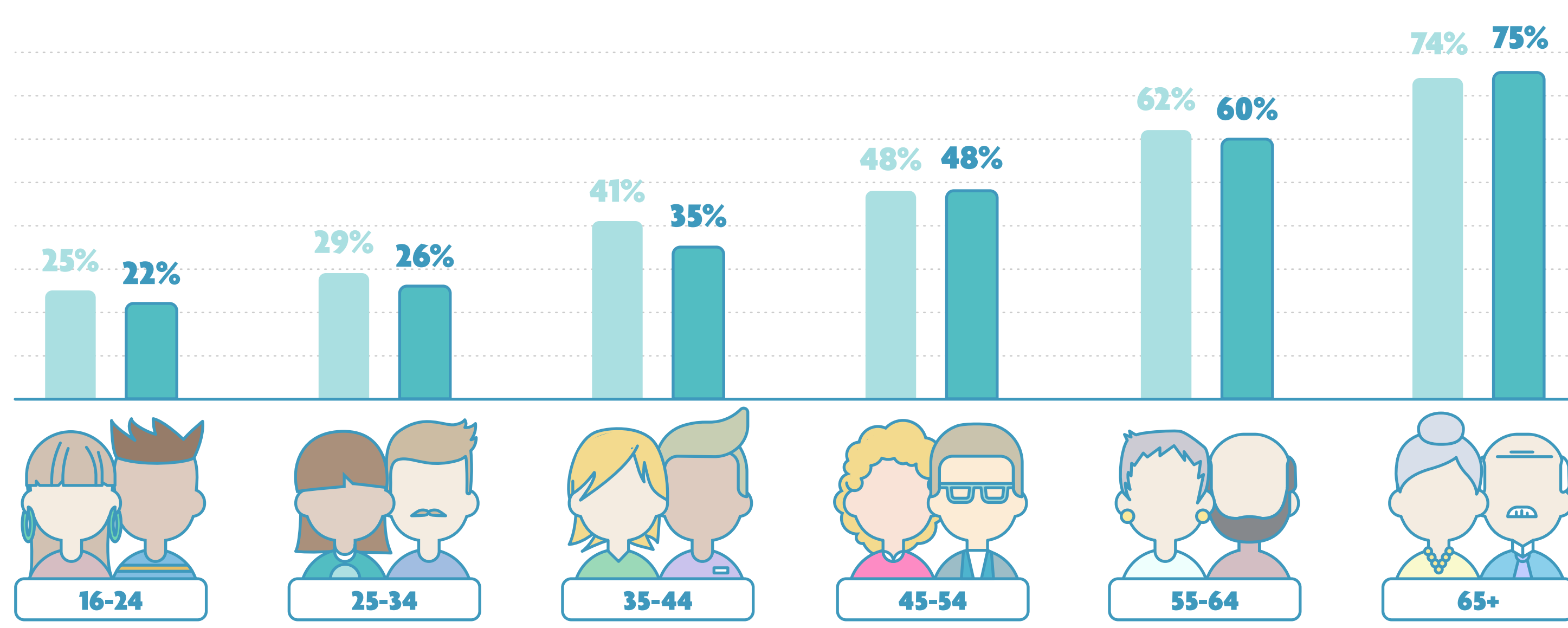
48%
WATCH LIVE TV DAILY



-2
COMPARED WITH 2017

DECREASES ▾

STABLE ▬

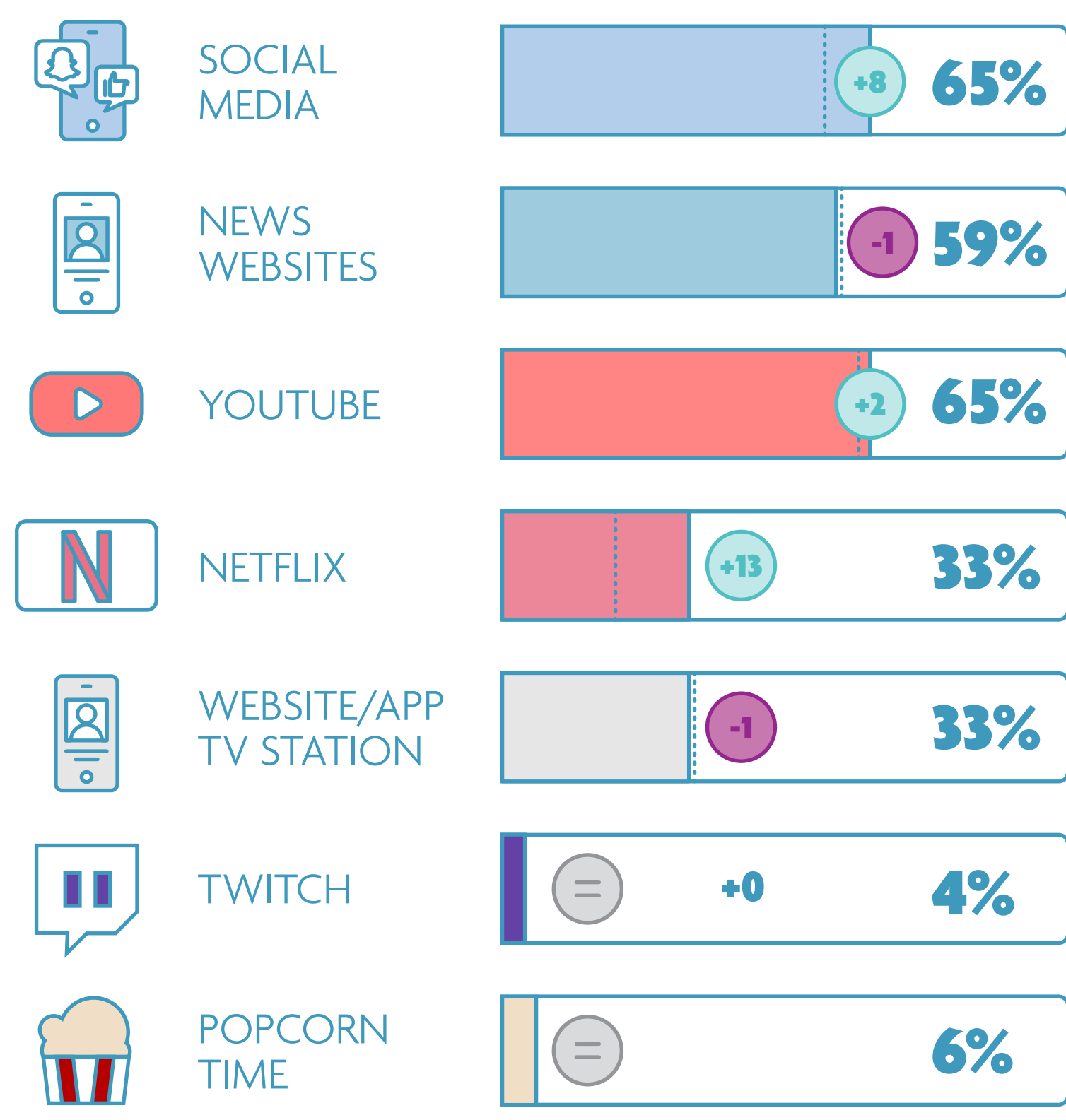


ONLINE VIDEO

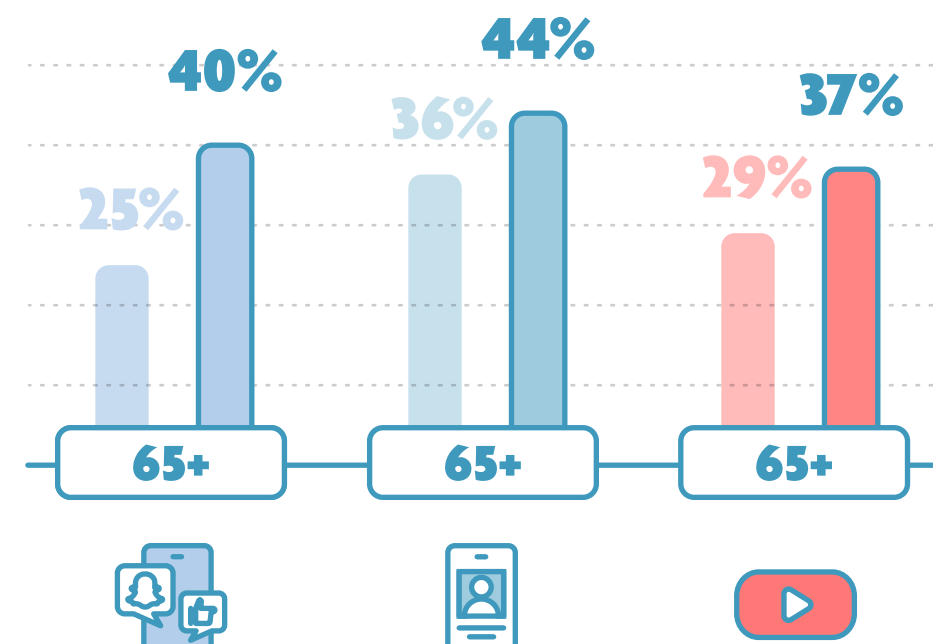
Clear increase among 65+

% ALL AGES 2018 : % ALL AGES 2017

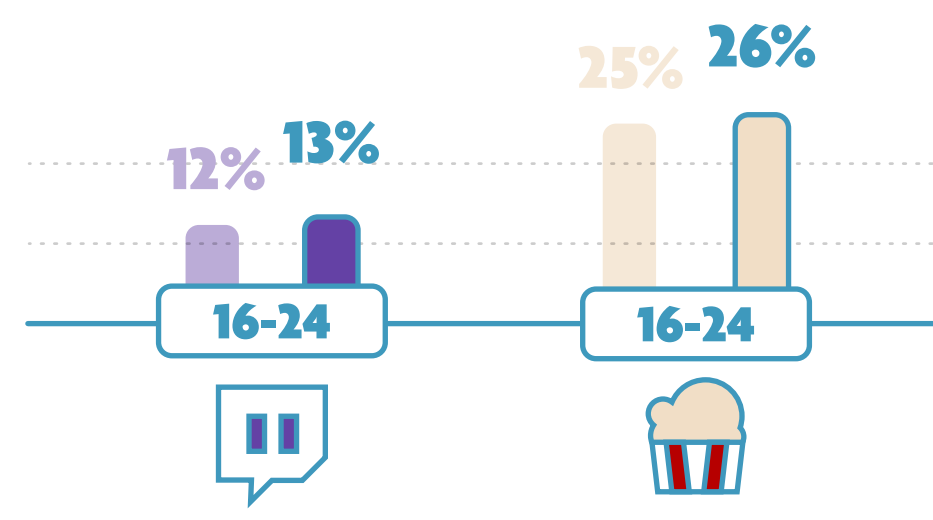
2017 2018



STRONGEST RISE AMONG 65+



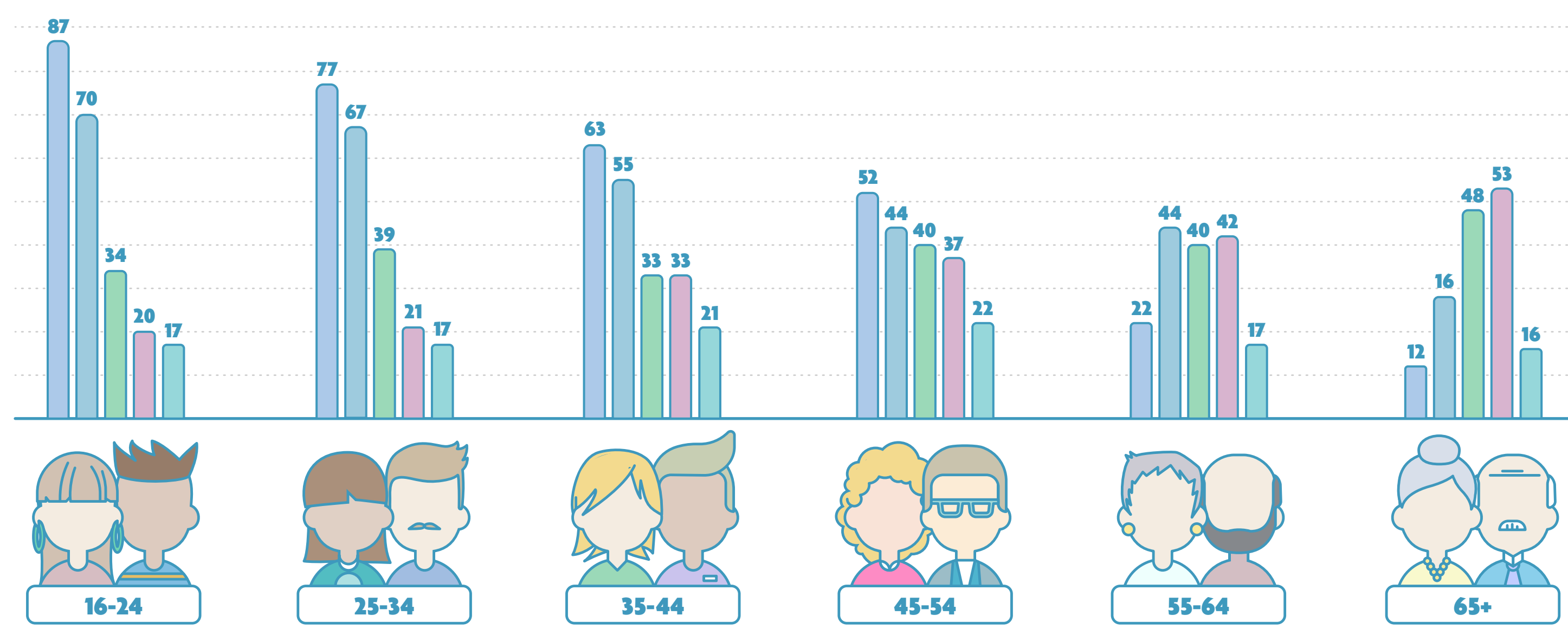
LARGEST SHARE FOR 16-24



MUSIC DEVICES

Younger people listen to music more via PC and smartphone, older people opt for CD and TV

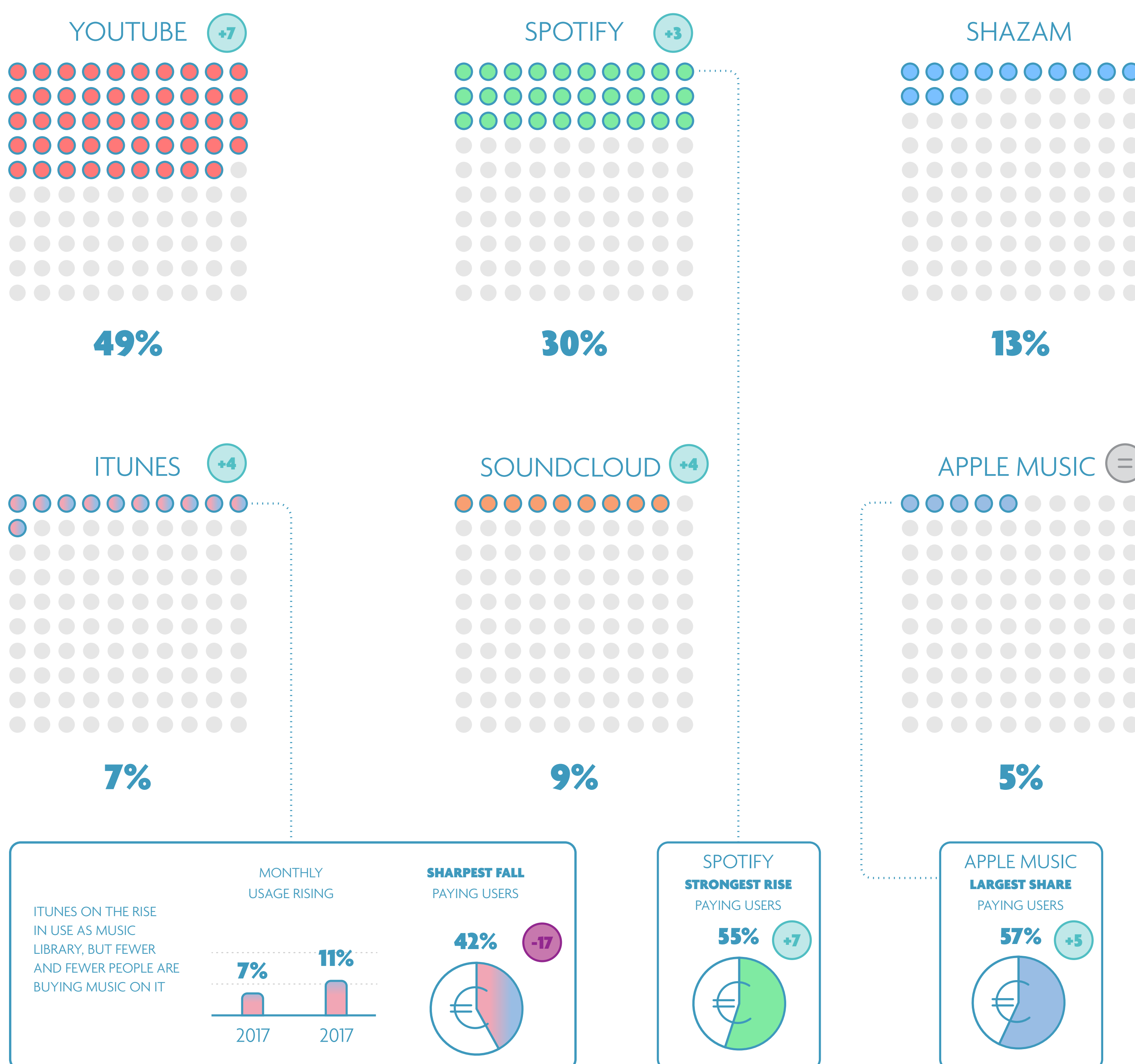
% SMARTPHONE % COMPUTER % TV % CD PLAYER % TABLET



ONLINE MUSIC

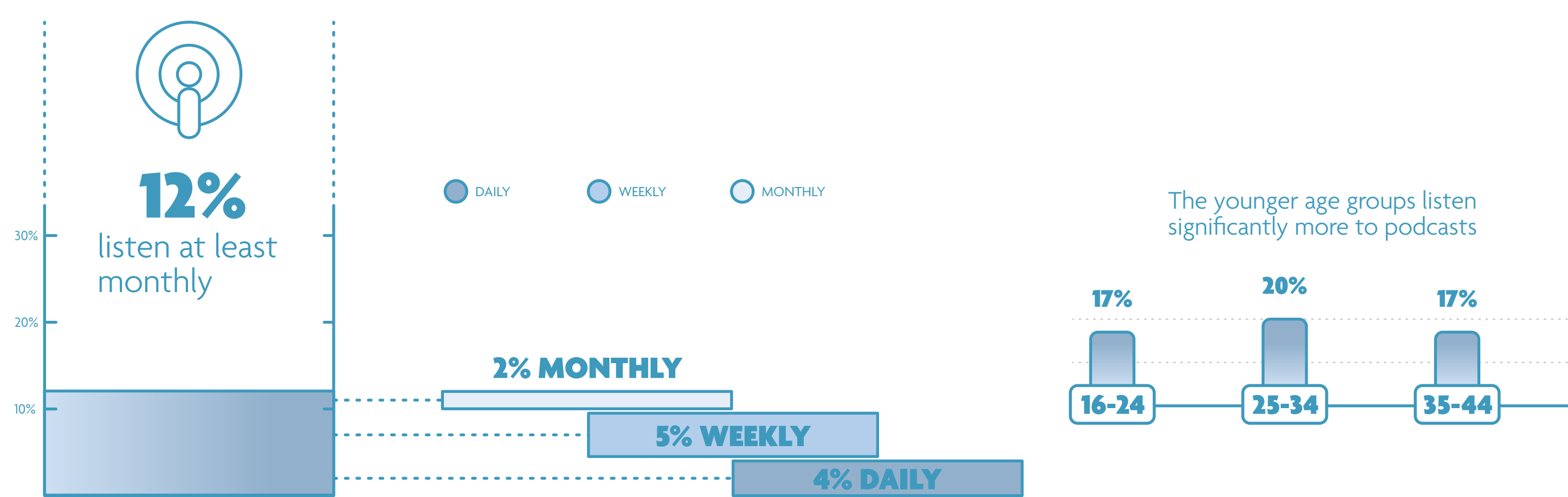
YouTube remains the most popular music platform

% MONTHLY USERS OF ONLINE MUSIC CHANNELS



PODCASTS

Strikingly more younger people listen regularly



GAMING

Monthly gaming down slightly

