

MEDIA CONSUMPTION HABITS – GERMANY – 2024

Generative AI has unlocked unmatched productivity and personalisation opportunities for media brands, but mixed sentiment calls for promoting its value to get consumers on board.



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Media Consumption Habits - Germany - 2024

This report looks at the following areas:

- Usage frequency of free and paid-for media formats, such as TV, streaming services, social media, and newspapers/magazines
- Media formats consumers think use advertising in the most annoying way
- Social media usage occasions, including while eating and while watching other content
- Consumer sentiment towards different content types being created totally or mainly using AI, including music, actors in TV/video ads, and visual art



Generative AI has unlocked unmatched productivity and personalisation opportunities for media brands, but mixed sentiment calls for promoting its value to get consumers on board.

Overview

62% of Gen Z social media users typically use social media while eating (vs 29% for all).

Brands have an opportunity to **leverage this screen time** by targeting them with content to explore during meals, thereby not only tapping into their viewing habits, but also **sidestepping their displeasure with social media ads**.

Whilst consumer confidence is recovering, 41% of Germans were still in a financially tight or worse situation as of December 2023. As such, 33% expect to reduce spending on socialising/entertainment due to rising prices. Ad-supported, lower-priced tiers represent valuable options to retain price-sensitive consumers. Notably, **the majority of Germans do not expect to cut back on socialising/entertainment**, suggesting sustained opportunities for media brands, despite broader economic trends.

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55% of 16-34s are **concerned about the long-term impact of their digital habitson their mental health**. To prevent those concerned from disconnecting, it will be crucial to find ways to encourage sustainable consumption habits.

The advent of GenAI brings substantial opportunities for media brands in terms of productivity and personalisation, but consumer **sentiment towards AI-generated content is mixed**. To **capitalise on GenAI's potential, brands need to convince consumers** of how their use of GenAI in content creation can add value for them.

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Report Content

EXECUTIVE SUMMARY

- The five-year outlook for media consumption habits

Market context

- Online media consumption declines after years marked by the pandemic
 - Graph 1: daily online media consumption* (in mins), by age group, 2019-23
- Immersive tech positioned to change media consumption

Mintel predicts

- GenAI to drive explosive expansion of content availability
- Advancing entertainment technology to shape media consumption

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- Tap into the growth potential of music streaming among the over 45s
 - Graph 2: weekly usage of audio formats (NET), by age, 2023
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- Immersive tech poised to change media consumption
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- Online media consumption declines after experiencing a boost during the pandemic

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- AI opportunities: music & consumer-facing GenAI tools
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- Netflix continues to pivot into the gaming industry
- NVIDIA showcases generative AI in video games

- Amazon Prime Video introduces ads
- Amazon taps into popular social media content format to pull younger consumers to Freevee

APPENDIX

Appendix – products covered, abbreviations, consumer research methodology and language usage

- Products covered in this Report
- Abbreviations
- Consumer research methodology
- A note on language

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