

Establishment Survey

Results 2018 - 2019

National

UNIVERSE	2018		2019	
Total	9.770.727	100,0%	9.884.519	100,0%
MEDIA HABITS				
INTERNET USE LAST MONTHS	2018		2019	
Internet use	8.258.797	84,5%	8.625.981	87,3%
Mails, chat	7.501.961	76,8%	7.811.305	79,0%
Search	7.005.798	71,7%	7.380.608	74,7%
Website visit	6.798.657	69,6%	7.051.183	71,3%
Banking	5.563.876	56,9%	6.073.824	61,4%
Social media, forums, blogs	5.304.878	54,3%	5.728.165	58,0%
Product info	5.273.791	54,0%	5.747.403	58,1%
News	5.242.118	53,7%	5.588.627	56,5%
Shopping	4.587.029	46,9%	5.194.304	52,5%
Classified	3.822.672	39,1%	4.040.768	40,9%
Watch TV-videos	3.275.738	33,5%	3.478.926	35,2%
Phone calls	3.173.171	32,5%	3.449.284	34,9%
Listen radio, online music	2.805.446	28,7%	3.142.793	31,8%
Download free apps, programs	2.288.891	23,4%	2.857.163	28,9%
Gaming	1.711.266	17,5%	1.820.361	18,4%
Download music or podcasts	1.572.298	16,1%	1.659.229	16,8%
Download free games	1.532.381	15,7%	1.693.413	17,1%
Free download videos	1.516.440	15,5%	1.469.750	14,9%
Other	1.375.143	14,1%	1.315.896	13,3%
No internet use	1.511.930	15,5%	1.258.538	12,7%
INTERNET FREQUENCY	2018		2019	
daily	7.027.322	71,9%	7.413.736	75,0%
5 or 6 times a week	485.454	5,0%	469.197	4,7%
3 or 4 times a week	414.736	4,2%	411.126	4,2%
1 or 2 times a week	232.208	2,4%	235.116	2,4%
A few times a month	64.698	0,7%	71.341	0,7%
Less than once a month	34.379	0,4%	25.465	0,3%
Not applicable	1.511.930	15,5%	1.258.538	12,7%
INTERNET AVG DAILY DURATION	2018		2019	
0 minute	-	-	65.967	0,7%
1-30 minutes	-	-	873.723	8,8%
31-60 minutes	-	-	1.376.232	13,9%
61-120 minutes	-	-	2.252.876	22,8%
121-180 minutes	-	-	1.455.263	14,7%
181-240 minutes	-	-	916.606	9,3%
240+	-	-	1.685.314	17,1%
Not applicable	-	-	1.258.538	12,7%
INTERNET USE 30 LAST DAYS	2018		2019	
Yes	8.207.029	84,0%	8.596.329	87,0%
BELGIAN WEBSITES 30 LAST DAYS	2018		2019	
Yes	7.471.568	76,5%	7.920.393	80,1%
LISTEN RADIO LAST MONTHS	2018		2019	
Yes	8.431.492	86,3%	8.562.030	86,6%
WATCH TV LAST MONTHS	2018		2019	
Yes	9.270.532	94,9%	9.313.215	94,2%

DEVICES		
HOUSEHOLD EQUIPMENT	2018	2019
Smartphone	7.549.859 77,3%	7.986.160 80,8%
Laptop	7.046.419 72,1%	7.321.072 74,1%
Landline	5.906.379 60,4%	5.497.474 55,6%
Tablet	5.245.380 53,7%	5.169.707 52,3%
DVD	3.965.033 40,6%	3.834.839 38,8%
Pc	3.350.135 34,3%	3.423.472 34,6%
Console	3.042.758 31,1%	3.246.585 32,8%
GSM	2.930.255 30,0%	2.592.358 26,2%
Portable console	1.561.267 16,0%	1.604.942 16,2%
No household equipment	56.147 0,6%	79.020 0,8%
PERSONAL USE	2018	2019
Smartphone	6.886.959 70,5%	7.396.636 74,8%
Laptop	5.668.882 58,0%	5.923.666 59,9%
Landline	4.634.787 47,4%	4.162.634 42,1%
Tablet	3.539.859 36,2%	3.436.163 34,8%
Pc	2.360.817 24,2%	2.449.379 24,8%
GSM	2.195.384 22,5%	1.897.253 19,2%
DVD	2.123.964 21,7%	1.970.397 19,9%
Console	1.332.806 13,6%	1.390.382 14,1%
Portable console	528.238 5,4%	555.699 5,6%
No device personal use	40.605 0,4%	116.417 1,2%
NUMBER OF PC WITH INTERNET	2018	2019
0	74.663 0,8%	86.689 0,9%
1	2.618.271 26,8%	2.642.894 26,7%
2	429.961 4,4%	462.665 4,7%
3+	227.240 2,3%	231.224 2,3%
Not applicable	6.420.592 65,7%	6.461.047 65,4%
NUMBER OF LAPTOPS WITH INTERNET	2018	2019
0	36.275 0,4%	46.019 0,5%
1	3.458.609 35,4%	3.681.453 37,2%
2	2.073.649 21,2%	2.227.476 22,5%
3+	1.477.886 15,1%	1.366.124 13,8%
Not applicable	2.724.308 27,9%	2.563.448 25,9%
NUMBER OF TABLETS	2018	2019
0	-	-
1	3.006.809 30,8%	3.150.002 31,9%
2	1.512.558 15,5%	1.403.073 14,2%
3+	726.013 7,4%	616.631 6,2%
Not applicable	4.525.346 46,3%	4.714.812 47,7%
NUMBER OF SMARTPHONE	2018	2019
0	-	-
1	1.718.188 17,6%	1.979.960 20,0%
2	2.814.860 28,8%	3.038.356 30,7%
3+	3.016.812 30,9%	2.967.845 30,0%
Not applicable	2.220.867 22,7%	1.898.359 19,2%
MOBILE VOICE ASSISTANCE USE ON TABLET OR SMARTPHONE	2018	2019
Yes	1.783.518 18,3%	2.097.909 21,2%
MAKE HANDSFREE PHONE CALLS IN CAR	2018	2019
Yes	3.387.857 34,7%	3.645.763 36,9%
HANDSFREE KIT TYPE IN CAR	2018	2019
Via the incorporated system in my car	2.680.437 27,4%	2.954.072 29,9%
Via wireless earphones	259.000 2,7%	248.834 2,5%
Via a handsfree system	256.806 2,6%	295.577 3,0%
Via cable earphones connected to my phone	191.613 2,0%	147.280 1,5%
Not applicable	6.382.870 65,3%	6.238.756 63,1%

TV DEVICES			
NUMBER OF READY-TO-USE TV's		2018	2019
0		371.040 3,8%	459.237 4,6%
1 Tv		6.084.100 62,3%	6.042.183 61,1%
2 Tv's		2.375.795 24,3%	2.369.217 24,0%
3 Tv's		668.081 6,8%	699.423 7,1%
4 Tv's		205.980 2,1%	202.989 2,1%
5 or more		65.730 0,7%	111.469 1,1%
NUMBER OF TV SETS USED TO WATCH TV		2018	2019
0		- -	73.266 0,7%
1 Tv		- -	6.500.988 65,8%
2 Tv's		- -	2.130.746 21,6%
3 Tv's		- -	533.283 5,4%
4 Tv's		- -	130.007 1,3%
5 or more		- -	56.994 0,6%
Not applicable		- -	459.237 4,6%
TV OPERATOR		2018	2019
Telenet		3.726.760 38,1%	3.715.369 37,6%
Proximus		3.180.612 32,6%	3.101.952 31,4%
Voo		1.362.298 13,9%	1.323.956 13,4%
Scarlet		401.113 4,1%	447.941 4,5%
Orange TV		275.215 2,8%	456.192 4,6%
SFR		134.509 1,4%	27.348 0,3%
Antenne		106.360 1,1%	94.039 1,0%
TV Vlaanderen		68.908 0,7%	47.841 0,5%
Telesat		58.977 0,6%	59.627 0,6%
Astra		20.176 0,2%	32.351 0,3%
Other		128.157 1,3%	174.637 1,8%
DKN		147.724 1,5%	113.722 1,2%
TV WITH DIGITAL CONNECTION		2018	2019
Yes		8.317.381 85,1%	8.379.404 84,8%
NUMBER OF TV's WITH DIGITAL CONNECTION		2018	2019
0		1.021.692 10,5%	1.087.863 11,0%
1		6.105.274 62,5%	5.924.958 59,9%
2		1.734.659 17,8%	1.845.818 18,7%
3		347.299 3,6%	443.322 4,5%
4		95.858 1,0%	106.691 1,1%
5 or more Tv's		34.291 0,4%	58.615 0,6%
don't know		431.654 4,4%	417.253 4,2%
SMART TV		2018	2019
Yes		3.878.972 39,7%	4.541.713 45,9%
NUMBER OF SMART TV's		2018	2019
0		4.844.494 49,6%	4.399.440 44,5%
1		3.248.881 33,3%	3.736.787 37,8%
2		517.469 5,3%	651.742 6,6%
3 or more		112.622 1,2%	153.184 1,5%
don't know		676.221 6,9%	484.130 4,9%
Not applicable		371.040 3,8%	459.237 4,6%
SMART TV WITH DIRECT INTERNET CONNECTION		2018	2019
Yes		2.741.683 28,1%	3.343.999 33,8%
INDIRECT INTERNET CONNECTION VIA		2018	2019
Console		709.095 7,3%	841.224 8,5%
Smartphone		497.971 5,1%	724.298 7,3%
Apple TV box		362.816 3,7%	406.350 4,1%
Tablet		359.426 3,7%	323.184 3,3%
Google Chromecast stick		336.401 3,4%	385.200 3,9%
Portable Console		223.247 2,3%	236.473 2,4%
Microsoft Wireless Display Adapter		155.580 1,6%	114.043 1,2%
Other		445.716 4,6%	445.083 4,5%
DKN		1.366.325 14,0%	928.808 9,4%
No indirect connection to internet		6.256.818 64,0%	6.042.494 61,1%
WATCHING RECORDED PROGRAMS		2018	2019
Yes		6.270.025 64,2%	6.568.696 66,5%

WATCHING RECORDED PROGRAMS 7 LAST DAYS		2018	2019
Yes		5.349.452 54,7%	5.693.281 57,6%
RECORDING DEVICE		2018	2019
Settopbox		5.573.401 57,0%	5.829.653 59,0%
Digital recorder		569.957 5,8%	581.568 5,9%
Computer		203.414 2,1%	195.450 2,0%
DVD recorder		169.459 1,7%	155.908 1,6%
Other		137.823 1,4%	129.305 1,3%
No use of recording device		32.125 0,3%	35.870 0,4%
TV USE			
FREQUENCY OF WATCHING TV (LIVE + TIMESHIFTED)		2018	2019
daily		6.931.527 70,9%	6.777.059 68,6%
5 or 6 times a week		878.324 9,0%	747.494 7,6%
3 or 4 times a week		622.617 6,4%	702.190 7,1%
1 or 2 times a week		442.059 4,5%	565.176 5,7%
A few times a month		227.097 2,3%	252.359 2,6%
Less than once a month		59.103 0,6%	126.993 1,3%
never		109.804 1,1%	141.945 1,4%
Not applicable		500.195 5,1%	571.304 5,8%
AVERAGE DAILY DURATION OF WATCHING TV (LIVE + TIMESHIFTED)		2018	2019
0 minute		-	124.762 1,3%
1-30 minutes		-	641.834 6,5%
31-60 minutes		-	1.033.556 10,5%
61-120 minutes		-	2.440.834 24,7%
121-180 minutes		-	2.227.789 22,5%
181-240 minutes		-	1.523.471 15,4%
240+		-	1.320.969 13,4%
Not applicable		-	571.304 5,8%
FREQUENCY OF WATCHING TV TIMESHIFTED		2018	2019
Daily		-	1.580.400 16,0%
5 or 6 times a week		-	547.523 5,5%
3 or 4 times a week		-	1.056.709 10,7%
1 or 2 times a week		-	1.648.799 16,7%
A few times a month		-	1.139.306 11,5%
Less than once a month		-	510.865 5,2%
Never		-	2.829.613 28,6%
Not applicable		-	571.304 5,8%
PROPORTION OF WATCHING TV PROGRAMS TIMESHIFTED		2018	2019
Between 0% and 25%		-	3.304.883 33,4%
Between 25% and 50%		-	1.482.291 15,0%
Between 50% and 75%		-	864.306 8,7%
More than 75%		-	832.122 8,4%
Not applicable		-	3.400.917 34,4%
USE INTERNET ON TV FOR		2018	2019
Youtube		1.350.249 13,8%	1.682.323 17,0%
Other videos		624.528 6,4%	520.121 5,3%
Websites visit		321.347 3,3%	389.327 3,9%
Social media		289.646 3,0%	351.341 3,6%
Mails		256.223 2,6%	315.347 3,2%
News		236.839 2,4%	258.311 2,6%
Netflix		-	1.749.738 17,7%
Other apps		206.098 2,1%	206.195 2,1%
Other use		277.423 2,8%	264.841 2,7%
No use of internet on TV		1.588.292 16,3%	1.397.883 14,1%
FREQUENCY INTERNET ON TV		2018	2019
daily		514.571 5,3%	559.636 5,7%
5 or 6 times a week		152.141 1,6%	169.326 1,7%
3 or 4 times a week		266.563 2,7%	320.207 3,2%
1 or 2 times a week		333.161 3,4%	453.062 4,6%
A few times a month		390.892 4,0%	394.750 4,0%
Less than once a month		222.284 2,3%	224.713 2,3%
never		79.043 0,8%	129.642 1,3%
Not applicable		7.812.071 80,0%	7.633.182 77,2%

WATCH TV/VIDEOS ON APP/SITE	2018	2019
YouTube	4.533.926 46,4%	5.186.805 52,5%
Netflix	2.435.894 24,9%	3.278.415 33,2%
Proximus TV	1.227.245 12,6%	1.305.434 13,2%
Yelo Play	1.134.287 11,6%	1.108.729 11,2%
Dailymotion	474.196 4,9%	479.361 4,8%
Stieve	331.746 3,4%	355.465 3,6%
Voomotion	250.768 2,6%	219.945 2,2%
App TV Vlaanderen	17.123 0,2%	14.321 0,1%
Orange TV	- -	231.406 2,3%
WATCH TV/VIDEOS ON BELGIAN APP/SITE	2018	2019
Net Gemist/Ooit gemist	999.559 10,2%	902.061 9,1%
VTM	874.827 9,0%	1.059.757 10,7%
RTL Info	785.348 8,0%	983.475 9,9%
Auvio	659.580 6,8%	985.961 10,0%
VRT NWS	585.936 6,0%	936.809 9,5%
VRT nu	536.897 5,5%	859.705 8,7%
Sporza	501.855 5,1%	516.244 5,2%
Rtbf.be	482.480 4,9%	586.295 5,9%
Canvas	343.263 3,5%	386.305 3,9%
Vier	328.094 3,4%	404.077 4,1%
Ketnet	299.520 3,1%	378.151 3,8%
Vijf	280.249 2,9%	364.234 3,7%
RTL à l'infini	256.558 2,6%	333.554 3,4%
RTL Play	- -	454.511 4,6%
Other Belgian app/site	768.743 7,9%	775.322 7,8%
FREQUENCY OF WATCHING TV/VIDEOS ON APP/SITE	2018	2019
daily	1.386.348 14,2%	1.586.671 16,1%
5 or 6 times a week	545.275 5,6%	576.228 5,8%
3 or 4 times a week	994.329 10,2%	1.054.822 10,7%
1 or 2 times a week	1.145.109 11,7%	1.354.467 13,7%
A few times a month	1.143.835 11,7%	1.213.542 12,3%
Less than once a month	518.828 5,3%	667.777 6,8%
never	511.538 5,2%	407.187 4,1%
Not applicable	3.525.465 36,1%	3.023.824 30,6%
AVERAGE DAILY DURATION APP/SITE	2018	2019
0 minute	- -	605.884 6,1%
1-30 minutes	- -	2.546.728 25,8%
31-60 minutes	- -	1.560.640 15,8%
61-120 minutes	- -	1.271.335 12,9%
121-180 minutes	- -	455.642 4,6%
181-240 minutes	- -	234.787 2,4%
240+	- -	186.141 1,9%
Not applicable	- -	3.023.362 30,6%
WATCH 3 OR MORE EPISODES OF 1 SERIE IN 1 DAY	2018	2019
Yes	3.405.252 34,9%	3.781.775 38,3%
FREQUENCY OF WATCHING 3 OR MORE EPISODES OF 1 SERIE IN 3 DAY	2018	2019
every week	1.363.012 13,9%	1.520.387 15,4%
every 2 weeks	548.801 5,6%	640.301 6,5%
every month	690.170 7,1%	717.991 7,3%
less frequently	803.269 8,2%	903.096 9,1%
Not applicable	6.365.474 65,1%	6.102.744 61,7%
SOURCE OF SERIES	2018	2019
Own recording	1.581.847 16,2%	1.660.020 16,8%
Paid streaming services	1.297.060 13,3%	1.655.093 16,7%
Download or streaming on other sites	667.689 6,8%	583.049 5,9%
TV station app or site	394.855 4,0%	465.898 4,7%
DVD	370.900 3,8%	337.559 3,4%
Set-top box on demand	207.043 2,1%	230.269 2,3%
Live TV	- -	635.049 6,4%
Other sources	213.684 2,2%	166.851 1,7%

INTERNET DEVICES		
INTERNET USE ON	2018	2019
Smartphone	6.192.335 63,4%	6.734.685 68,1%
Laptop home	5.094.434 52,1%	5.337.193 54,0%
Tablet	3.150.524 32,2%	3.049.906 30,9%
Pc home	2.129.383 21,8%	2.226.255 22,5%
Pc school/work	1.639.195 16,8%	1.526.615 15,4%
TV	1.322.789 13,5%	1.610.279 16,3%
Laptop work	1.041.587 10,7%	1.118.576 11,3%
Console	664.078 6,8%	696.023 7,0%
Portable console	161.029 1,6%	182.756 1,8%
Other devices	258.986 2,7%	276.722 2,8%
INTERNET USE 30 LAST DAYS ON	2018	2019
Smartphone	6.025.171 61,7%	6.569.296 66,5%
Laptop home	4.859.423 49,7%	5.103.475 51,6%
Tablet	2.927.160 30,0%	2.806.478 28,4%
Pc home	2.035.795 20,8%	2.085.995 21,1%
Pc school/work	1.348.437 13,8%	1.317.562 13,3%
TV	947.603 9,7%	1.189.602 12,0%
Laptop work	901.539 9,2%	993.897 10,1%
Console	545.926 5,6%	562.579 5,7%
Portable console	118.126 1,2%	143.541 1,5%
Other devices	202.336 2,1%	226.815 2,3%
FREQUENCY OF INTERNET USE ON - PC HOME	2018	2019
daily	1.267.531 13,0%	1.223.327 12,4%
5 or 6 times a week	234.726 2,4%	241.245 2,4%
3 or 4 times a week	241.534 2,5%	263.387 2,7%
1 or 2 times a week	196.215 2,0%	239.854 2,4%
A few times a month	136.601 1,4%	169.522 1,7%
Less than once a month	39.851 0,4%	74.943 0,8%
never	12.924 0,1%	13.977 0,1%
Not applicable	7.641.344 78,2%	7.658.264 77,5%
FREQUENCY OF INTERNET USE ON - PC SCHOOL/WORK	2018	2019
daily	504.068 5,2%	436.797 4,4%
5 or 6 times a week	404.481 4,1%	402.272 4,1%
3 or 4 times a week	231.969 2,4%	256.831 2,6%
1 or 2 times a week	208.153 2,1%	178.505 1,8%
A few times a month	139.545 1,4%	124.481 1,3%
Less than once a month	93.911 1,0%	63.393 0,6%
never	57.070 0,6%	64.334 0,7%
Not applicable	8.131.531 83,2%	8.357.905 84,6%
FREQUENCY OF INTERNET USE ON - LAPTOP HOME	2018	2019
daily	2.984.634 30,5%	3.162.614 32,0%
5 or 6 times a week	617.959 6,3%	574.327 5,8%
3 or 4 times a week	646.713 6,6%	603.407 6,1%
1 or 2 times a week	484.179 5,0%	570.416 5,8%
A few times a month	264.429 2,7%	307.677 3,1%
Less than once a month	73.213 0,7%	90.063 0,9%
never	23.307 0,2%	28.690 0,3%
Not applicable	4.676.292 47,9%	4.547.326 46,0%
FREQUENCY OF INTERNET USE ON - LAPTOP WORK	2018	2019
daily	401.867 4,1%	411.392 4,2%
5 or 6 times a week	322.252 3,3%	357.720 3,6%
3 or 4 times a week	106.634 1,1%	112.992 1,1%
1 or 2 times a week	71.607 0,7%	84.170 0,9%
A few times a month	29.719 0,3%	43.857 0,4%
Less than once a month	23.188 0,2%	14.929 0,2%
never	86.319 0,9%	93.517 0,9%
Not applicable	8.729.140 89,3%	8.765.943 88,7%

FREQUENCY OF INTERNET USE ON - TABLET	2018	2019
daily	1.750.503 17,9%	1.641.606 16,6%
5 or 6 times a week	302.435 3,1%	294.199 3,0%
3 or 4 times a week	408.046 4,2%	370.255 3,7%
1 or 2 times a week	315.184 3,2%	347.817 3,5%
A few times a month	253.751 2,6%	290.147 2,9%
Less than once a month	105.521 1,1%	79.387 0,8%
never	15.084 0,2%	26.496 0,3%
Not applicable	6.620.203 67,8%	6.834.614 69,1%
FREQUENCY OF INTERNET USE ON - SMARTPHONE	2018	2019
daily	5.363.742 54,9%	5.922.316 59,9%
5 or 6 times a week	320.585 3,3%	290.549 2,9%
3 or 4 times a week	229.853 2,4%	210.637 2,1%
1 or 2 times a week	150.082 1,5%	171.888 1,7%
A few times a month	84.829 0,9%	82.086 0,8%
Less than once a month	30.175 0,3%	29.121 0,3%
never	13.069 0,1%	28.088 0,3%
Not applicable	3.578.392 36,6%	3.149.834 31,9%
FREQUENCY OF INTERNET USE ON - CONSOLE	2018	2019
daily	166.676 1,7%	212.732 2,2%
5 or 6 times a week	77.662 0,8%	65.446 0,7%
3 or 4 times a week	130.305 1,3%	130.600 1,3%
1 or 2 times a week	124.853 1,3%	109.828 1,1%
A few times a month	107.113 1,1%	91.847 0,9%
Less than once a month	54.973 0,6%	75.768 0,8%
never	2.496 0,0%	9.801 0,1%
Not applicable	9.106.649 93,2%	9.188.496 93,0%
FREQUENCY OF INTERNET USE ON - PORTABLE CONSOLE	2018	2019
daily	33.449 0,3%	59.636 0,6%
5 or 6 times a week	15.204 0,2%	20.240 0,2%
3 or 4 times a week	34.155 0,3%	29.054 0,3%
1 or 2 times a week	25.333 0,3%	35.763 0,4%
A few times a month	33.496 0,3%	16.648 0,2%
Less than once a month	15.254 0,2%	11.988 0,1%
never	4.136 0,0%	9.427 0,1%
Not applicable	9.609.697 98,4%	9.701.764 98,2%
FREQUENCY OF INTERNET USE ON - TV	2018	2019
daily	410.783 4,2%	523.512 5,3%
5 or 6 times a week	135.409 1,4%	140.341 1,4%
3 or 4 times a week	141.133 1,4%	197.636 2,0%
1 or 2 times a week	215.329 2,2%	295.538 3,0%
A few times a month	222.211 2,3%	258.118 2,6%
Less than once a month	148.138 1,5%	143.930 1,5%
never	48.161 0,5%	51.203 0,5%
Not applicable	8.449.563 86,5%	8.274.240 83,7%
SINGLE INTERNET USER ON	2018	2019
Smartphone	- -	5.604.522 56,7%
Laptop home	- -	2.639.937 26,7%
Tablet	- -	1.308.039 13,2%
Pc home	- -	846.820 8,6%
Laptop work	- -	776.812 7,9%
Pc work	- -	603.639 6,1%
Console	- -	277.746 2,8%
Tv set	- -	247.934 2,5%
Portable console	- -	67.249 0,7%
USE LAPTOP HOME AT WORK	2018	2019
Yes, both at home and at work	888.694 9,1%	963.643 9,7%
USE LAPTOP WORK AT HOME	2018	2019
Yes, both at work and at home	647.592 6,6%	662.779 6,7%

TYPE INTERNET DEVICES		
OPERATING SYSTEM - PC HOME	2018	2019
Windows	1.770.832 18,1%	1.867.095 18,9%
Mac (Apple)	280.411 2,9%	291.124 2,9%
Other	49.139 0,5%	28.346 0,3%
Don't know	29.002 0,3%	39.691 0,4%
Not applicable	7.641.344 78,2%	7.658.264 77,5%
OPERATING SYSTEM - PC WORK	2018	2019
Windows	1.384.437 14,2%	1.282.441 13,0%
Mac (Apple)	142.682 1,5%	138.332 1,4%
Don't know	98.851 1,0%	82.441 0,8%
Other	13.225 0,1%	23.400 0,2%
Not applicable	8.131.531 83,2%	8.357.905 84,6%
OPERATING SYSTEM - LAPTOP HOME	2018	2019
Windows	4.292.082 43,9%	4.570.580 46,2%
Mac (Apple)	658.704 6,7%	627.757 6,4%
Other	81.774 0,8%	68.781 0,7%
Don't know	61.874 0,6%	70.075 0,7%
Not applicable	4.676.292 47,9%	4.547.326 46,0%
OPERATING SYSTEM - LAPTOP WORK	2018	2019
Windows	899.152 9,2%	945.180 9,6%
Mac (Apple)	64.818 0,7%	118.088 1,2%
Don't know	44.546 0,5%	48.049 0,5%
Other	33.071 0,3%	7.259 0,1%
Not applicable	8.729.140 89,3%	8.765.943 88,7%
OPERATING SYSTEM - TABLET	2018	2019
iOS (Apple)	1.355.524 13,9%	1.339.876 13,6%
Android	1.293.292 13,2%	1.297.454 13,1%
Windows	412.922 4,2%	338.046 3,4%
Other operating system	3.876 0,0%	5.253 0,1%
Don't know	84.911 0,9%	69.276 0,7%
Not applicable	6.620.203 67,8%	6.834.614 69,1%
OPERATING SYSTEM - SMARTPHONE	2018	2019
Android	3.684.837 37,7%	4.206.103 42,6%
iOS (Apple)	2.067.217 21,2%	2.106.921 21,3%
Windows	283.781 2,9%	275.392 2,8%
Other operating system	17.149 0,2%	15.044 0,2%
Don't know	139.351 1,4%	131.225 1,3%
Not applicable	3.578.392 36,6%	3.149.834 31,9%
USE SAME BROWSER ON - PC HOME	2018	2019
Yes, always same browser	1.707.067 17,5%	1.843.889 18,7%
USE SAME BROWSER ON - PC WORK	2018	2019
Yes, always the same	1.228.016 12,6%	1.107.948 11,2%
USE SAME BROWSER ON - LAPTOP HOME	2018	2019
Yes, always the same	4.312.603 44,1%	4.579.355 46,3%
USE SAME BROWSER ON - LAPTOP WORK	2018	2019
Yes, always the same	729.977 7,5%	797.829 8,1%
USE SAME BROWSER ON - TABLET	2018	2019
Yes, always the same	2.854.347 29,2%	2.776.572 28,1%
USE SAME BROWSER ON - SMARTPHONE	2018	2019
Yes, always the same	5.724.586 58,6%	6.236.333 63,1%
USE AD BLOCKER	2018	2019
Yes	1.900.984 19,5%	2.086.110 21,1%
USE AD BLOCKER ON	2018	2019
Laptop home	1.170.254 12,0%	1.299.741 13,1%
Smartphone	562.272 5,8%	675.327 6,8%
Pc home	560.487 5,7%	604.563 6,1%
Tablet	304.679 3,1%	256.395 2,6%
Pc work/school	297.876 3,0%	298.063 3,0%
Laptop work	265.357 2,7%	282.416 2,9%

	2018	2019
USE AD BLOCKER ON ALL BROWSERS		
Yes, adblock on all browsers	282.111 2,9%	215.134 2,2%
No, adblock on several browsers	87.458 0,9%	116.619 1,2%
No, adblock only on one browser	80.919 0,8%	97.162 1,0%
Don't know	77.691 0,8%	80.765 0,8%
Not applicable	9.242.548 94,6%	9.374.838 94,8%
USE AD BLOCKER WHITE LIST		
Yes	714.139 7,3%	833.793 8,4%
INTERNET USE		
WATCH ON INTERNET		
Online videos of private persons	1.988.682 20,4%	1.928.001 19,5%
Online Downloaded TV shows, movies or series	1.810.228 18,5%	1.740.080 17,6%
Online timeshifted TV	1.737.320 17,8%	1.871.554 18,9%
Online trailers of TV shows, movies or series	1.527.834 15,6%	1.534.291 15,5%
Online live TV	1.470.174 15,0%	1.509.837 15,3%
Online TV extra content	1.124.337 11,5%	1.113.718 11,3%
Online TV prior broadcast	416.048 4,3%	424.435 4,3%
Don't watch videos on internet	3.459.437 35,4%	3.846.793 38,9%
WATCH ONLINE TV/VIDEO ON		
Laptop	2.623.764 26,9%	2.664.110 27,0%
Smartphone	2.415.512 24,7%	2.654.077 26,9%
Tablet	1.500.911 15,4%	1.414.639 14,3%
Pc	920.313 9,4%	894.120 9,0%
Console	262.777 2,7%	266.685 2,7%
Portable console	70.007 0,7%	109.401 1,1%
Other device	323.167 3,3%	312.376 3,2%
FREQUENCY OF WATCHING TV/VIDEO ON - PC		
daily	222.764 2,3%	214.202 2,2%
5 or 6 times a week	80.424 0,8%	118.129 1,2%
3 or 4 times a week	161.304 1,7%	117.626 1,2%
1 or 2 times a week	173.259 1,8%	162.603 1,6%
A few times a month	188.873 1,9%	168.448 1,7%
Less than once a month	69.771 0,7%	79.138 0,8%
never	23.919 0,2%	33.973 0,3%
Not applicable	8.850.414 90,6%	8.990.399 91,0%
FREQUENCY OF WATCHING TV/VIDEO ON - LAPTOP		
daily	540.948 5,5%	568.425 5,8%
5 or 6 times a week	330.534 3,4%	248.743 2,5%
3 or 4 times a week	542.977 5,6%	532.284 5,4%
1 or 2 times a week	515.458 5,3%	550.858 5,6%
A few times a month	469.863 4,8%	521.235 5,3%
Less than once a month	176.898 1,8%	195.271 2,0%
never	47.085 0,5%	47.294 0,5%
Not applicable	7.146.963 73,1%	7.220.410 73,0%
FREQUENCY OF WATCHING TV/VIDEO ON - TABLET		
daily	339.338 3,5%	311.825 3,2%
5 or 6 times a week	166.015 1,7%	126.365 1,3%
3 or 4 times a week	246.732 2,5%	214.186 2,2%
1 or 2 times a week	292.118 3,0%	328.030 3,3%
A few times a month	312.452 3,2%	270.027 2,7%
Less than once a month	120.793 1,2%	125.152 1,3%
never	23.463 0,2%	39.054 0,4%
Not applicable	8.269.816 84,6%	8.469.880 85,7%
FREQUENCY OF WATCHING TV/VIDEO ON - SMARTPHONE		
daily	911.924 9,3%	997.379 10,1%
5 or 6 times a week	384.361 3,9%	310.567 3,1%
3 or 4 times a week	419.084 4,3%	435.598 4,4%
1 or 2 times a week	302.087 3,1%	410.944 4,2%
A few times a month	260.109 2,7%	328.517 3,3%
Less than once a month	75.795 0,8%	115.205 1,2%
never	62.151 0,6%	55.867 0,6%
Not applicable	7.355.215 75,3%	7.230.442 73,1%

FREQUENCY OF WATCHING TV/VIDEO ON - CONSOLE	2018	2019
daily	75.095 0,8%	91.444 0,9%
5 or 6 times a week	32.693 0,3%	25.587 0,3%
3 or 4 times a week	43.985 0,5%	41.034 0,4%
1 or 2 times a week	42.752 0,4%	45.328 0,5%
A few times a month	41.346 0,4%	44.301 0,4%
Less than once a month	17.688 0,2%	11.994 0,1%
never	9.219 0,1%	6.998 0,1%
Not applicable	9.507.949 97,3%	9.617.835 97,3%
FREQUENCY OF WATCHING TV/VIDEO ON - PORTABLE CONSOLE	2018	2019
daily	30.721 0,3%	36.916 0,4%
5 or 6 times a week	3.504 0,0%	15.110 0,2%
3 or 4 times a week	13.370 0,1%	16.261 0,2%
1 or 2 times a week	13.158 0,1%	16.752 0,2%
A few times a month	5.764 0,1%	10.041 0,1%
Less than once a month	964 0,0%	8.467 0,1%
never	2.526 0,0%	5.854 0,1%
Not applicable	9.700.719 99,3%	9.775.118 98,9%
FREQUENCY OF WATCHING TV/VIDEO ON - OTHER DEVICES (NOT TV)	2018	2019
daily	74.994 0,8%	67.948 0,7%
5 or 6 times a week	18.439 0,2%	11.053 0,1%
3 or 4 times a week	21.223 0,2%	34.981 0,4%
1 or 2 times a week	32.819 0,3%	33.432 0,3%
A few times a month	38.124 0,4%	34.404 0,3%
Less than once a month	29.648 0,3%	26.239 0,3%
never	107.922 1,1%	104.319 1,1%
Not applicable	9.447.559 96,7%	9.572.143 96,8%
FREQUENCY OF WATCHING - ONLINE LIVE TV	2018	2019
daily	433.598 4,4%	478.193 4,8%
5 or 6 times a week	110.730 1,1%	117.902 1,2%
3 or 4 times a week	197.437 2,0%	161.491 1,6%
1 or 2 times a week	285.476 2,9%	281.197 2,8%
A few times a month	286.057 2,9%	304.996 3,1%
Less than once a month	156.876 1,6%	166.057 1,7%
Not applicable	8.300.552 85,0%	8.374.683 84,7%
FREQUENCY OF WATCHING - ONLINE TIMESHIFTED TV	2018	2019
daily	292.775 3,0%	256.972 2,6%
5 or 6 times a week	163.472 1,7%	177.189 1,8%
3 or 4 times a week	326.378 3,3%	374.262 3,8%
1 or 2 times a week	367.875 3,8%	438.309 4,4%
A few times a month	402.707 4,1%	451.303 4,6%
Less than once a month	184.114 1,9%	173.519 1,8%
Not applicable	8.033.406 82,2%	8.012.965 81,1%
FREQUENCY OF WATCHING - ONLINE TV PRIOR TO BROADCAST	2018	2019
daily	105.468 1,1%	82.914 0,8%
5 or 6 times a week	45.003 0,5%	50.759 0,5%
3 or 4 times a week	69.837 0,7%	84.213 0,9%
1 or 2 times a week	79.414 0,8%	96.083 1,0%
A few times a month	57.670 0,6%	68.290 0,7%
Less than once a month	58.655 0,6%	42.176 0,4%
Not applicable	9.354.678 95,7%	9.460.084 95,7%
FREQUENCY OF WATCHING - ONLINE TV EXTRA CONTENT	2018	2019
daily	174.475 1,8%	167.273 1,7%
5 or 6 times a week	126.710 1,3%	105.873 1,1%
3 or 4 times a week	241.833 2,5%	232.927 2,4%
1 or 2 times a week	276.584 2,8%	292.969 3,0%
A few times a month	243.364 2,5%	252.612 2,6%
Less than once a month	61.371 0,6%	62.064 0,6%
Not applicable	8.646.390 88,5%	8.770.801 88,7%
FREQUENCY OF WATCHING - ONLINE DOWNLOADED TV SHOWS, MOVIES OR SERIES	2018	2019
daily	431.117 4,4%	377.485 3,8%
5 or 6 times a week	220.983 2,3%	203.014 2,1%
3 or 4 times a week	384.426 3,9%	378.567 3,8%
1 or 2 times a week	378.770 3,9%	382.251 3,9%
A few times a month	291.201 3,0%	313.383 3,2%
Less than once a month	103.731 1,1%	85.380 0,9%
Not applicable	7.960.499 81,5%	8.144.439 82,4%

FREQUENCY OF WATCHING - ONLINE TRAILERS OF TV SHOWS, MOVIES OR SERIES		2018	2019
daily		163.783 1,7%	167.668 1,7%
5 or 6 times a week		125.915 1,3%	119.008 1,2%
3 or 4 times a week		256.935 2,6%	216.411 2,2%
1 or 2 times a week		362.449 3,7%	350.066 3,5%
A few times a month		492.854 5,0%	520.853 5,3%
Less than once a month		125.898 1,3%	160.285 1,6%
Not applicable		8.242.893 84,4%	8.350.229 84,5%
FREQUENCY OF WATCHING - ONLINE PRIVATE PERSONS VIDEOS		2018	2019
daily		574.239 5,9%	560.688 5,7%
5 or 6 times a week		364.051 3,7%	318.597 3,2%
3 or 4 times a week		438.950 4,5%	348.295 3,5%
1 or 2 times a week		280.498 2,9%	370.975 3,8%
A few times a month		262.521 2,7%	274.942 2,8%
Less than once a month		68.423 0,7%	54.504 0,6%
Not applicable		7.782.044 79,6%	7.956.518 80,5%
DURATION OF WATCHING (AVERAGE DAY) - LIVE TV ON INTERNET		2018	2019
less than 5 minutes		177.900 1,8%	174.003 1,8%
Less than a quarter		127.314 1,3%	152.319 1,5%
Less than half an hour		182.593 1,9%	227.488 2,3%
Less than one hour		369.894 3,8%	367.929 3,7%
1 to 2 hours		437.398 4,5%	425.207 4,3%
More than 2 hours		175.077 1,8%	162.890 1,6%
Not applicable		8.300.552 85,0%	8.374.683 84,7%
DURATION OF WATCHING (AVERAGE DAY) - TIMESHIFTED TV ON INTERNET		2018	2019
less than 5 minutes		169.850 1,7%	160.130 1,6%
Less than a quarter		126.157 1,3%	149.751 1,5%
Less than half an hour		279.183 2,9%	328.054 3,3%
Less than one hour		644.113 6,6%	622.757 6,3%
1 to 2 hours		428.008 4,4%	538.802 5,5%
More than 2 hours		90.009 0,9%	72.059 0,7%
Not applicable		8.033.406 82,2%	8.012.965 81,1%
DURATION OF WATCHING (AVERAGE DAY) - TV PRIOR BROADCAST ON INTERNET		2018	2019
less than 5 minutes		44.823 0,5%	61.127 0,6%
Less than a quarter		39.111 0,4%	57.733 0,6%
Less than half an hour		65.816 0,7%	67.666 0,7%
Less than one hour		129.451 1,3%	117.739 1,2%
1 to 2 hours		89.279 0,9%	99.131 1,0%
More than 2 hours		47.569 0,5%	21.038 0,2%
Not applicable		9.354.678 95,7%	9.460.084 95,7%
DURATION OF WATCHING (AVERAGE DAY) - TV EXTRA CONTENT ON INTERNET		2018	2019
less than 5 minutes		164.596 1,7%	142.887 1,4%
Less than a quarter		222.522 2,3%	265.355 2,7%
Less than half an hour		291.084 3,0%	289.132 2,9%
Less than one hour		280.375 2,9%	255.900 2,6%
1 to 2 hours		122.531 1,3%	130.980 1,3%
More than 2 hours		43.229 0,4%	29.465 0,3%
Not applicable		8.646.390 88,5%	8.770.801 88,7%
DURATION OF WATCHING (AVERAGE DAY) - DOWNLOADED TV SHOWS, MOVIES OR SERIES ON INTERNET		2018	2019
less than 5 minutes		65.931 0,7%	81.810 0,8%
Less than a quarter		88.042 0,9%	66.262 0,7%
Less than half an hour		134.935 1,4%	142.529 1,4%
Less than one hour		384.509 3,9%	389.780 3,9%
1 to 2 hours		801.429 8,2%	760.314 7,7%
More than 2 hours		335.381 3,4%	299.386 3,0%
Not applicable		7.960.499 81,5%	8.144.439 82,4%
DURATION OF WATCHING (AVERAGE DAY) - TRAILERS OF TV SHOWS, MOVIES OR SERIES ON INTERNET		2018	2019
less than 5 minutes		382.086 3,9%	419.801 4,2%
Less than a quarter		506.449 5,2%	472.763 4,8%
Less than half an hour		268.793 2,8%	302.011 3,1%
Less than one hour		217.519 2,2%	181.560 1,8%
1 to 2 hours		96.602 1,0%	110.626 1,1%
More than 2 hours		56.384 0,6%	47.529 0,5%
Not applicable		8.242.893 84,4%	8.350.229 84,5%

DURATION OF WATCHING (AVERAGE DAY) - VIDEOS OF PRIVATE PERSONS ON INTERNET	2018	2019
less than 5 minutes	195.546 2,0%	169.473 1,7%
Less than a quarter	462.131 4,7%	369.787 3,7%
Less than half an hour	449.344 4,6%	456.622 4,6%
Less than one hour	431.165 4,4%	473.087 4,8%
1 to 2 hours	333.283 3,4%	315.023 3,2%
More than 2 hours	117.215 1,2%	144.010 1,5%
Not applicable	7.782.044 79,6%	7.956.518 80,5%
RADIO DEVICES		
LISTENING LAST MONTHS TO	2018	2019
Radio stations	8.412.402 86,1%	8.412.395 85,1%
Audio on video platforms	4.573.422 46,8%	4.912.124 49,7%
Streaming services	2.107.666 21,6%	2.438.921 24,7%
TV music stations (without image)	753.903 7,7%	753.437 7,6%
Radio aggregator	646.107 6,6%	641.355 6,5%
LISTENING RADIO STATIONS ON	2018	2019
Classic radio	5.857.797 60,0%	5.627.938 56,9%
Classic car radio	5.028.993 51,5%	4.980.112 50,4%
On TV	2.117.488 21,7%	1.982.533 20,1%
On mobile phone	1.795.777 18,4%	1.965.857 19,9%
On PC	1.774.155 18,2%	1.743.116 17,6%
On tablet	813.918 8,3%	661.639 6,7%
DAB/DAB+ car radio	610.794 6,3%	725.789 7,3%
Wifi radio	554.622 5,7%	563.539 5,7%
DAB/DAB+ radio	379.078 3,9%	545.758 5,5%
On MP3 player	329.729 3,4%	261.980 2,7%
LISTENING RADIO STATIONS ON TV	2018	2019
without image	1.434.691 14,7%	1.395.621 14,1%
with image	1.142.544 11,7%	1.077.480 10,9%
LISTENING RADIO STATIONS VIA INTERNET	2018	2019
Yes	2.442.629 25,0%	2.551.607 25,8%
LISTENING RADIO STATIONS VIA INTERNET	2018	2019
Live	2.274.881 23,3%	2.399.534 24,3%
Timeshifted	419.569 4,3%	378.284 3,8%
Podcasts (downloaded or online)	319.347 3,3%	389.658 3,9%
FREQUENCY OF LISTENING TO RADIO STATIONS	2018	2019
daily	5.452.455 55,8%	5.511.508 55,8%
5 or 6 times a week	1.007.853 10,3%	999.579 10,1%
3 or 4 times a week	842.770 8,6%	797.714 8,1%
1 or 2 times a week	614.563 6,3%	642.986 6,5%
A few times a month	384.244 3,9%	362.159 3,7%
Less than once a month	110.515 1,1%	98.449 1,0%
Not applicable	1.358.325 13,9%	1.472.124 14,9%
FREQUENCY OF LISTENING TO RADIO STATIONS - IN AM/FM/DAB	2018	2019
daily	5.045.248 51,6%	5.011.894 50,7%
5 or 6 times a week	917.754 9,4%	1.013.825 10,3%
3 or 4 times a week	823.916 8,4%	714.580 7,2%
1 or 2 times a week	652.064 6,7%	696.775 7,0%
A few times a month	429.274 4,4%	412.584 4,2%
Less than once a month	186.779 1,9%	167.100 1,7%
never	357.367 3,7%	395.639 4,0%
Not applicable	1.358.325 13,9%	1.472.124 14,9%
FREQUENCY OF LISTENING TO RADIO STATIONS - ON TV	2018	2019
daily	416.582 4,3%	390.844 4,0%
5 or 6 times a week	128.126 1,3%	118.626 1,2%
3 or 4 times a week	239.844 2,5%	272.686 2,8%
1 or 2 times a week	555.775 5,7%	489.660 5,0%
A few times a month	501.464 5,1%	448.414 4,5%
Less than once a month	225.029 2,3%	189.495 1,9%
never	50.668 0,5%	72.809 0,7%
Not applicable	7.653.239 78,3%	7.901.986 79,9%

FREQUENCY OF LISTENING TO RADIO STATIONS - ON RADIO WEBSITE	2018	2019
daily	257.246 2,6%	319.322 3,2%
5 or 6 times a week	155.965 1,6%	156.756 1,6%
3 or 4 times a week	288.527 3,0%	246.058 2,5%
1 or 2 times a week	497.643 5,1%	507.624 5,1%
A few times a month	628.373 6,4%	572.618 5,8%
Less than once a month	332.913 3,4%	379.518 3,8%
never	281.961 2,9%	369.713 3,7%
Not applicable	7.328.098 75,0%	7.332.912 74,2%
FREQUENCY OF LISTENING TO RADIO STATIONS - ON RADIOSTATION APP	2018	2019
daily	199.079 2,0%	225.750 2,3%
5 or 6 times a week	93.527 1,0%	79.142 0,8%
3 or 4 times a week	170.298 1,7%	176.996 1,8%
1 or 2 times a week	303.895 3,1%	297.918 3,0%
A few times a month	342.523 3,5%	347.852 3,5%
Less than once a month	277.783 2,8%	279.818 2,8%
never	1.055.523 10,8%	1.144.131 11,6%
Not applicable	7.328.098 75,0%	7.332.912 74,2%
FREQUENCY OF LISTENING TO RADIO STATIONS - VIA RADIO AGGREGATOR	2018	2019
daily	110.532 1,1%	122.741 1,2%
5 or 6 times a week	33.231 0,3%	43.555 0,4%
3 or 4 times a week	91.499 0,9%	77.217 0,8%
1 or 2 times a week	140.575 1,4%	103.823 1,1%
A few times a month	96.238 1,0%	129.749 1,3%
Less than once a month	63.953 0,7%	55.822 0,6%
never	110.079 1,1%	108.449 1,1%
Not applicable	9.124.620 93,4%	9.243.164 93,5%
FREQUENCY OF LISTENING TO - STREAMING SERVICES	2018	2019
daily	755.370 7,7%	953.625 9,6%
5 or 6 times a week	274.076 2,8%	267.708 2,7%
3 or 4 times a week	365.242 3,7%	398.305 4,0%
1 or 2 times a week	301.327 3,1%	334.038 3,4%
A few times a month	308.683 3,2%	342.069 3,5%
Less than once a month	61.173 0,6%	84.980 0,9%
never	41.795 0,4%	58.196 0,6%
Not applicable	7.663.060 78,4%	7.445.598 75,3%
FREQUENCY OF LISTENING TO - WEBRADIOS	2018	2019
daily	334.951 3,4%	347.785 3,5%
5 or 6 times a week	150.969 1,5%	158.055 1,6%
3 or 4 times a week	280.272 2,9%	251.530 2,5%
1 or 2 times a week	364.626 3,7%	356.278 3,6%
A few times a month	488.142 5,0%	451.237 4,6%
Less than once a month	565.507 5,8%	544.815 5,5%
never	5.044.030 51,6%	5.308.377 53,7%
Not applicable	2.542.230 26,0%	2.466.442 25,0%
FREQUENCY OF LISTENING TO - VIDEO PLATFORMS	2018	2019
daily	1.159.880 11,9%	1.390.906 14,1%
5 or 6 times a week	630.653 6,5%	576.958 5,8%
3 or 4 times a week	841.923 8,6%	863.588 8,7%
1 or 2 times a week	793.524 8,1%	930.266 9,4%
A few times a month	845.490 8,7%	817.405 8,3%
Less than once a month	227.924 2,3%	253.018 2,6%
never	74.028 0,8%	79.983 0,8%
Not applicable	5.197.305 53,2%	4.972.396 50,3%
FREQUENCY OF LISTENING TO - TV MUSIC STATIONS (WITHOUT IMAGES)	2018	2019
daily	91.153 0,9%	107.735 1,1%
5 or 6 times a week	50.843 0,5%	46.010 0,5%
3 or 4 times a week	89.791 0,9%	91.064 0,9%
1 or 2 times a week	168.526 1,7%	154.953 1,6%
A few times a month	174.765 1,8%	157.723 1,6%
Less than once a month	85.722 0,9%	89.650 0,9%
never	93.105 1,0%	106.302 1,1%
Not applicable	9.016.823 92,3%	9.131.083 92,4%
PAID SUBSCRIPTION STREAMING SERVICE	2018	2019
Yes	827.407 8,5%	1.039.272 10,5%

DURATION OF LISTENING TO (YESTERDAY) - RADIO STATIONS	2018	2019
less than 5 minutes	281.087 2,9%	217.700 2,2%
Less than a quarter	584.796 6,0%	557.140 5,6%
Less than half an hour	874.446 8,9%	846.613 8,6%
Less than one hour	1.194.799 12,2%	1.368.506 13,8%
1 to 2 hours	1.624.341 16,6%	1.620.312 16,4%
More than 2 hours	2.569.831 26,3%	2.520.871 25,5%
I did not listen to the radio yesterday	1.283.103 13,1%	1.281.254 13,0%
Not applicable	1.358.325 13,9%	1.472.124 14,9%
DURATION OF LISTENING TO (YESTERDAY) - STREAMING SERVICES	2018	2019
Less than a quarter	112.567 1,2%	143.788 1,5%
Less than half an hour	202.426 2,1%	183.406 1,9%
Less than one hour	382.187 3,9%	347.431 3,5%
1 to 2 hours	289.765 3,0%	427.279 4,3%
More than 2 hours	237.487 2,4%	346.904 3,5%
I did not listen to the radio yesterday	705.063 7,2%	828.867 8,4%
Not applicable	7.663.060 78,4%	7.445.598 75,3%
DURATION OF LISTENING TO (YESTERDAY) - WEBRADIOS	2018	2019
less than 5 minutes	323.309 3,3%	300.608 3,0%
Less than a quarter	157.663 1,6%	154.825 1,6%
Less than half an hour	167.725 1,7%	177.000 1,8%
Less than one hour	184.343 1,9%	215.824 2,2%
1 to 2 hours	127.536 1,3%	124.776 1,3%
More than 2 hours	111.912 1,1%	86.989 0,9%
I did not listen to the radio yesterday	1.111.980 11,4%	1.049.680 10,6%
Not applicable	7.586.259 77,6%	7.774.819 78,7%
DURATION OF LISTENING TO (YESTERDAY) - RADIO AGGREGATOR	2018	2019
less than 5 minutes	95.019 1,0%	79.119 0,8%
Less than a quarter	37.739 0,4%	35.354 0,4%
Less than half an hour	65.040 0,7%	51.137 0,5%
Less than one hour	67.726 0,7%	80.545 0,8%
1 to 2 hours	42.541 0,4%	69.637 0,7%
More than 2 hours	53.905 0,6%	63.133 0,6%
I did not listen to the radio yesterday	284.137 2,9%	262.431 2,7%
Not applicable	9.124.620 93,4%	9.243.164 93,5%
DURATION OF LISTENING TO (YESTERDAY) - MUSIC PLATFORMS	2018	2019
less than 5 minutes	331.638 3,4%	347.551 3,5%
Less than a quarter	438.833 4,5%	399.879 4,0%
Less than half an hour	548.540 5,6%	536.090 5,4%
Less than one hour	705.510 7,2%	679.254 6,9%
1 to 2 hours	581.290 5,9%	737.889 7,5%
More than 2 hours	312.171 3,2%	404.143 4,1%
I did not listen to the radio yesterday	1.655.440 16,9%	1.807.318 18,3%
Not applicable	5.197.305 53,2%	4.972.396 50,3%
DURATION OF LISTENING TO (YESTERDAY) - TV MUSIC STATIONS (WITHOUT IMAGE)	2018	2019
less than 5 minutes	84.258 0,9%	74.095 0,7%
Less than a quarter	41.065 0,4%	50.413 0,5%
Less than half an hour	61.096 0,6%	37.848 0,4%
Less than one hour	63.889 0,7%	76.969 0,8%
1 to 2 hours	43.073 0,4%	61.570 0,6%
More than 2 hours	40.888 0,4%	37.187 0,4%
I did not listen to the radio yesterday	419.635 4,3%	415.355 4,2%
Not applicable	9.016.823 92,3%	9.131.083 92,4%
FREQUENCY OF LISTENING TO RADIO STREAMING - AT HOME	2018	2019
daily	-	4.475.886 45,3%
5 or 6 times a week	-	713.845 7,2%
3 or 4 times a week	-	859.770 8,7%
1 or 2 times a week	-	829.336 8,4%
A few times a month	-	551.977 5,6%
Less than once a month	-	294.699 3,0%
never	-	1.071.717 10,8%
Not applicable	-	1.087.289 11,0%

FREQUENCY OF LISTENING TO RADIO STREAMING - AT WORK	2018	2019
daily	-	973.064 9,8%
5 or 6 times a week	-	734.549 7,4%
3 or 4 times a week	-	446.680 4,5%
1 or 2 times a week	-	364.416 3,7%
A few times a month	-	251.971 2,5%
Less than once a month	-	162.398 1,6%
never	-	5.864.152 59,3%
Not applicable	-	1.087.289 11,0%
FREQUENCY OF LISTENING TO RADIO STREAMING - IN A CAR	2018	2019
daily	-	3.088.123 31,2%
5 or 6 times a week	-	1.266.066 12,8%
3 or 4 times a week	-	1.018.909 10,3%
1 or 2 times a week	-	932.039 9,4%
A few times a month	-	402.030 4,1%
Less than once a month	-	137.047 1,4%
never	-	1.953.016 19,8%
Not applicable	-	1.087.289 11,0%
FREQUENCY OF LISTENING TO RADIO STREAMING - IN PUBLIC TRANSPORT	2018	2019
daily	-	377.631 3,8%
5 or 6 times a week	-	154.949 1,6%
3 or 4 times a week	-	178.294 1,8%
1 or 2 times a week	-	197.492 2,0%
A few times a month	-	192.947 2,0%
Less than once a month	-	265.566 2,7%
never	-	7.430.352 75,2%
Not applicable	-	1.087.289 11,0%
FREQUENCY OF LISTENING TO RADIO STREAMING - IN AN OTHER PLACE	2018	2019
daily	-	339.312 3,4%
5 or 6 times a week	-	97.413 1,0%
3 or 4 times a week	-	314.093 3,2%
1 or 2 times a week	-	425.348 4,3%
A few times a month	-	605.306 6,1%
Less than once a month	-	562.056 5,7%
never	-	6.453.703 65,3%
Not applicable	-	1.087.289 11,0%
FREQUENCY OF LISTENING WITH HEADSET	2018	2019
daily	854.345 8,7%	881.740 8,9%
5 or 6 times a week	310.470 3,2%	372.624 3,8%
3 or 4 times a week	496.384 5,1%	464.490 4,7%
1 or 2 times a week	449.390 4,6%	454.768 4,6%
A few times a month	461.979 4,7%	478.612 4,8%
Less than once a month	493.668 5,1%	430.932 4,4%
never	5.637.379 57,7%	5.713.112 57,8%
Not applicable	1.067.111 10,9%	1.088.241 11,0%