

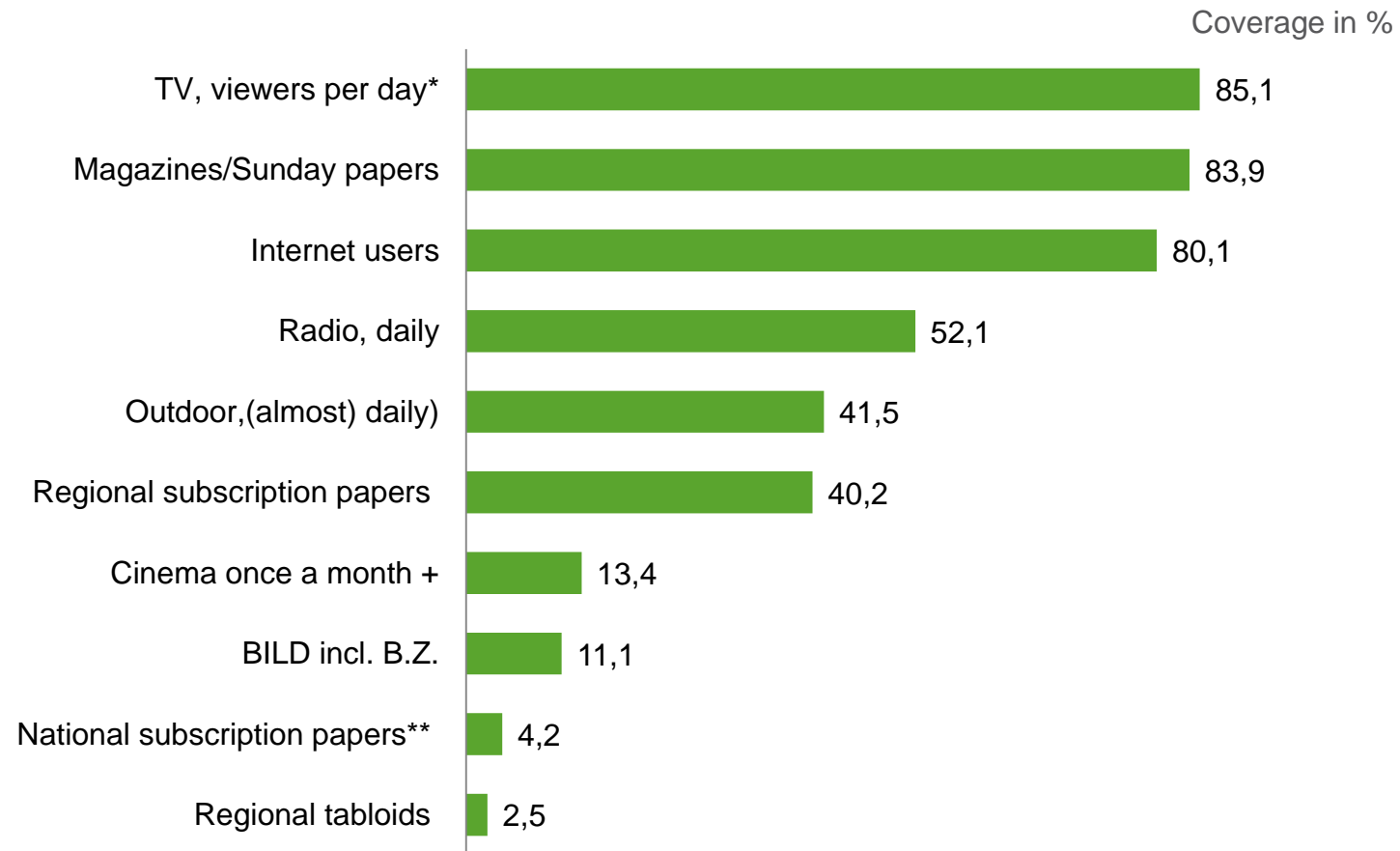


HAMBURG, AUGUST 2017

MEDIA CONSUMPTION IN GERMANY BASED ON AWA 2017 RESULTS

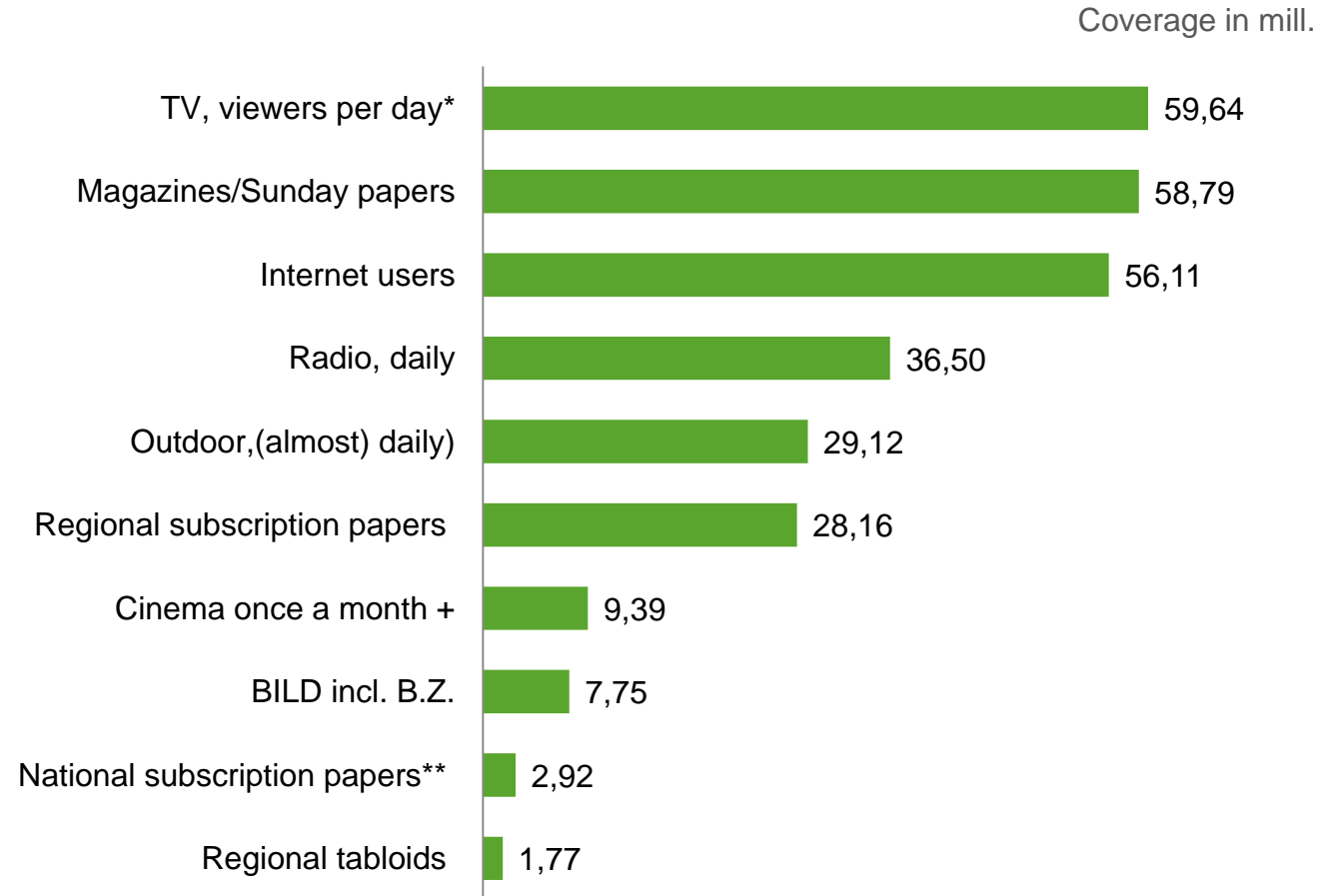


MAGAZINES - SECOND MAIN SOURCE. INTERNET THIRD-STRONGEST MEDIA CHANNEL IN GERMANY 2017



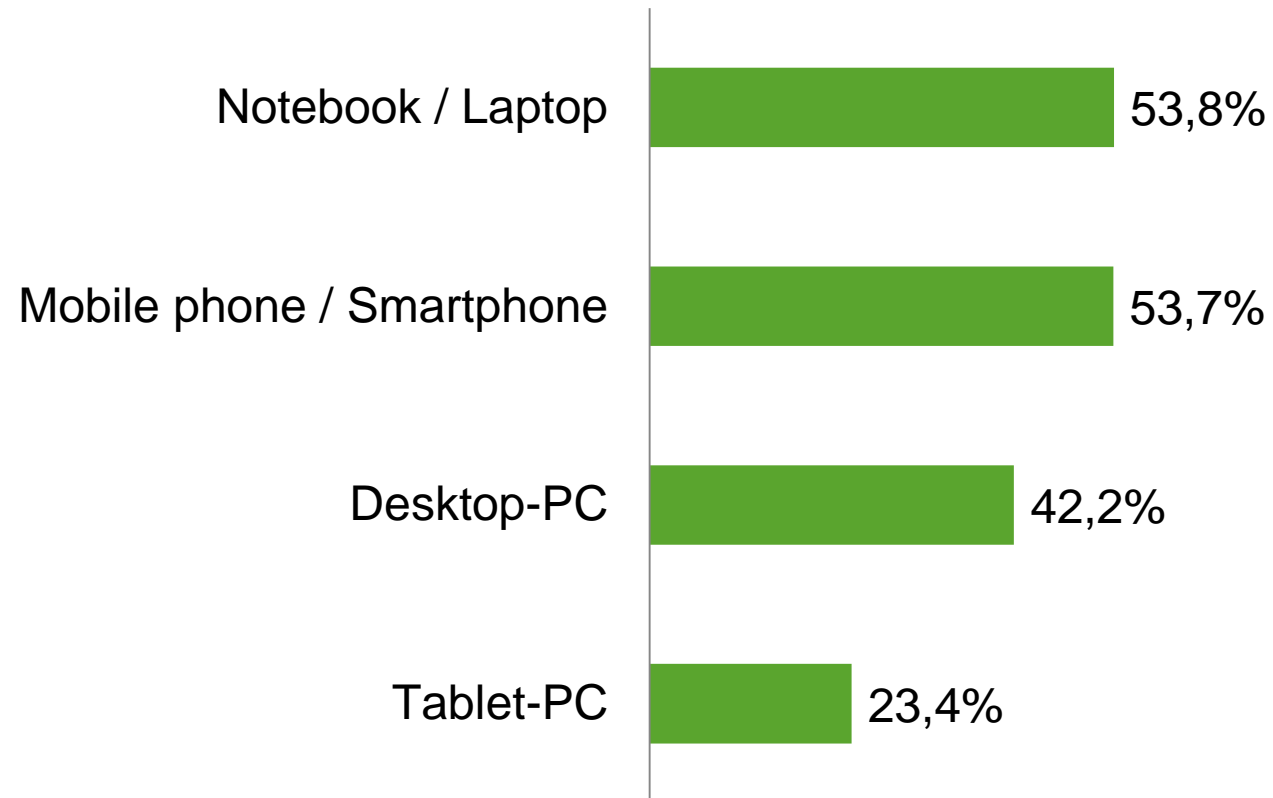
Source: Allensbach Advertising Media Analysis,(AWA) 2017, universe: 70,09 Mill., * ARD, ZDF und 9 private TV channels, **SZ, FAZ, HdbI., DIE WELT

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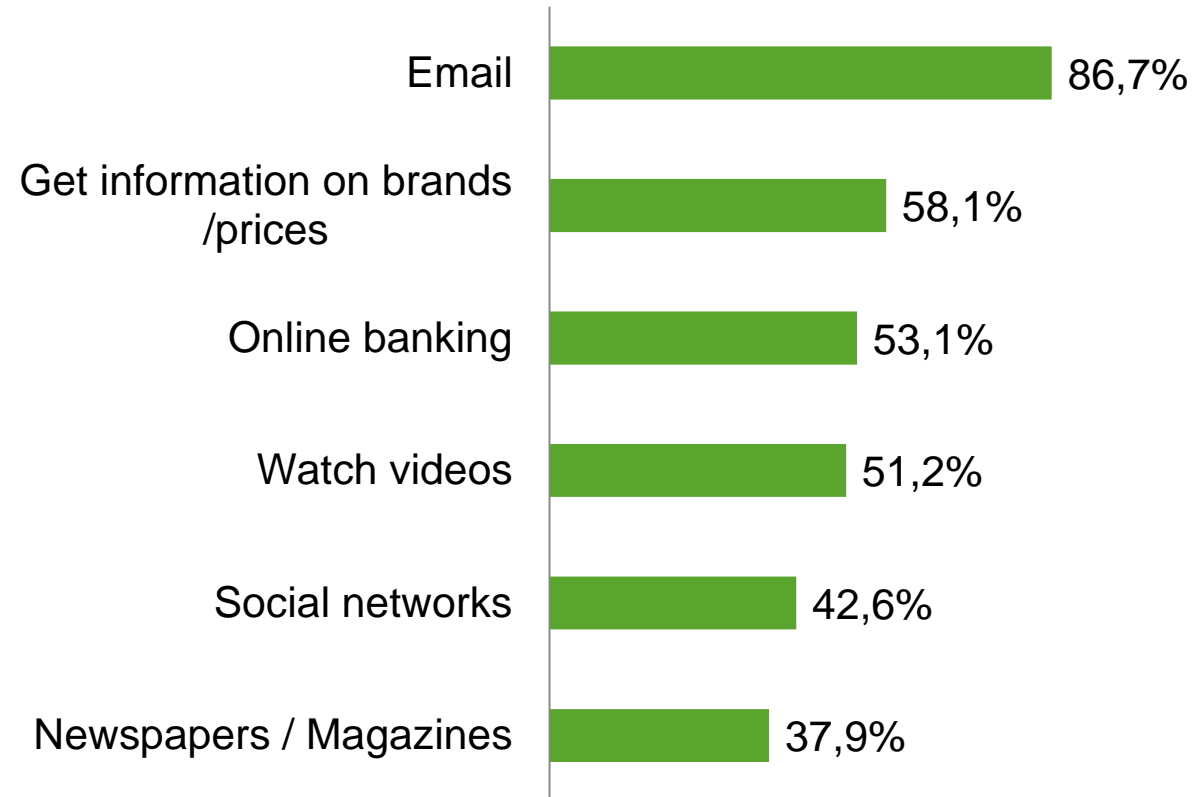


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DEVICE OF INTERNET USAGE

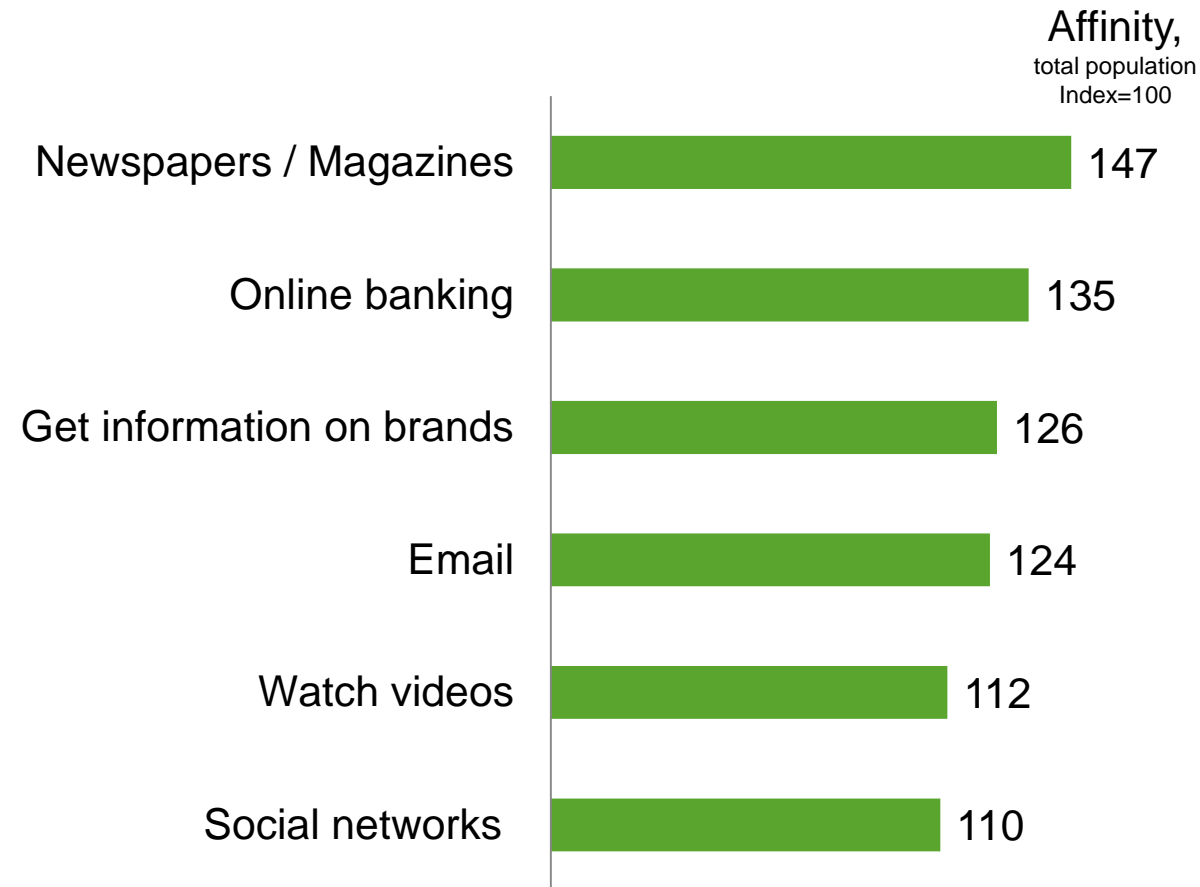


TYPE OF INTERNET USAGE OF HIGHER SOCIO- ECONOMIC CLASSES* (TG 27,31 mill.)



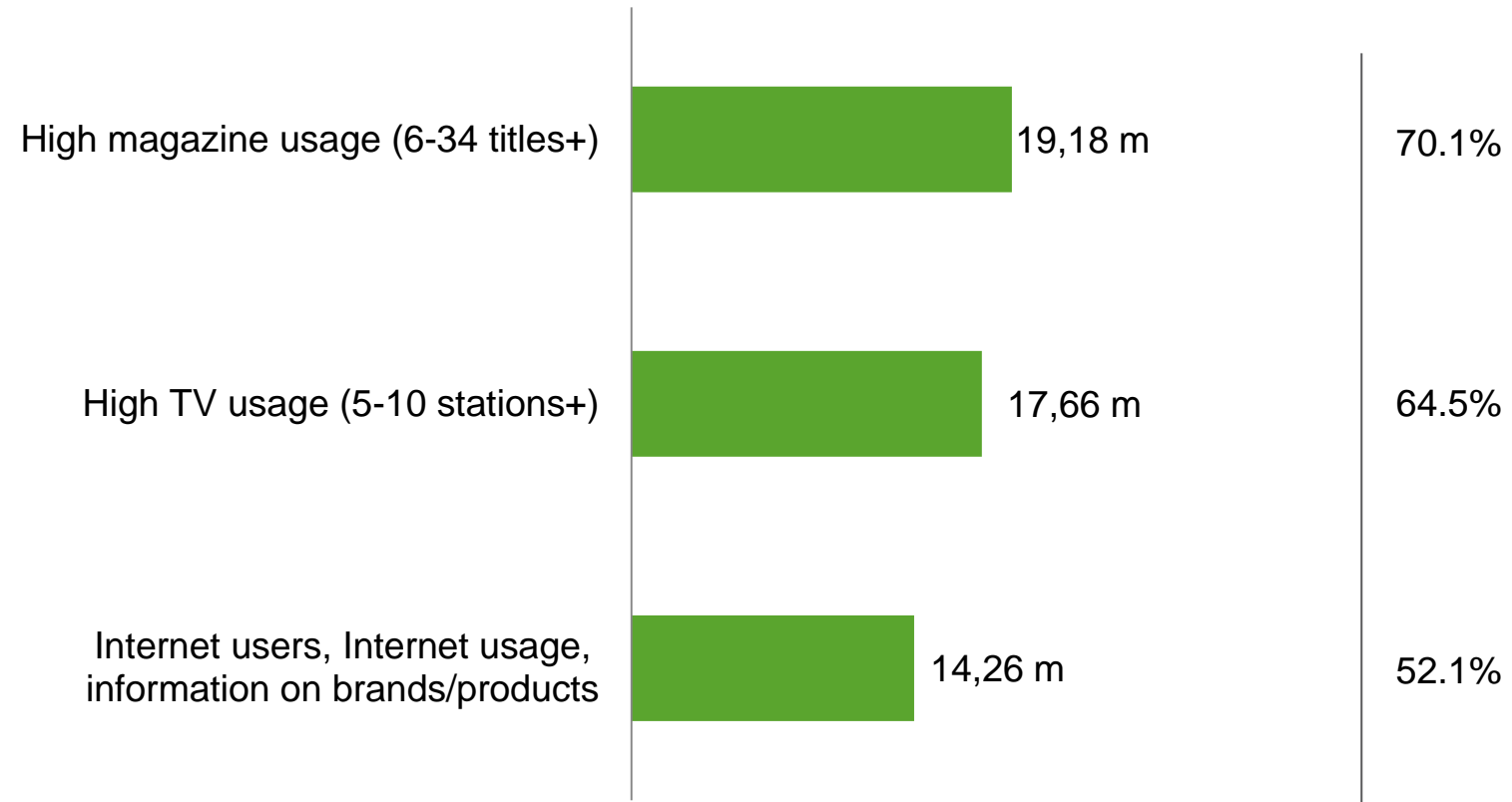
Source: Allensbach Advertising Media Analysis,(AWA) 2017, universe: 70,09 Mill, * Level 1-3 (from 7 levels) higher education –profession,-income

INTERNET USAGE – HIGHER SOCIAL CLASSES WITH SIGNIFICANT AFFINITY TO ONLINE OFFERS OF PRINT PUBLICATIONS



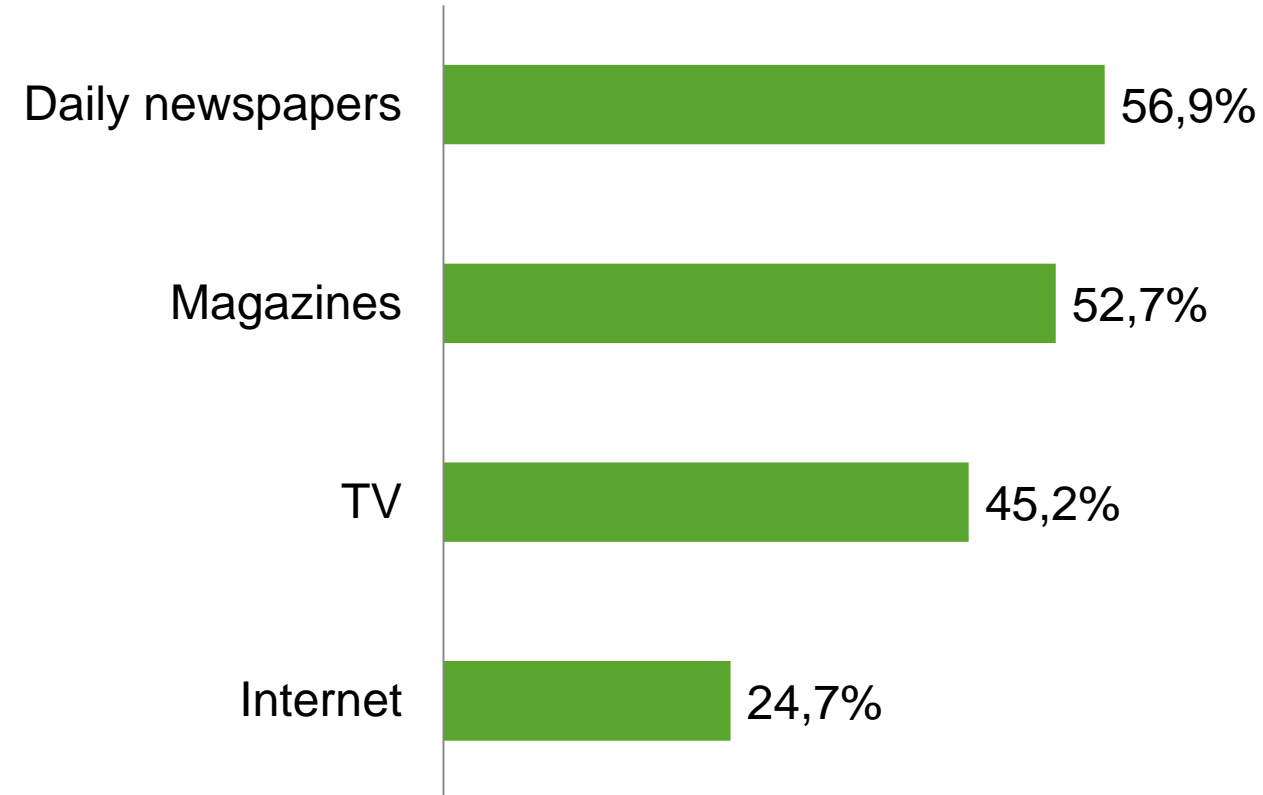
Source: Allensbach Advertising Media Analysis,(AWA) 2017, universe: 70,09 Mill, * Level 1-3 (from 7 levels) higher education –profession,-income, TG size: 27.31 m

BRAND-ORIENTED CONSUMERS SHOW HIGH MAGAZINE CONSUMPTION



Source: Allensbach Media Analysis (AWA) 2017, universe: total German population aged 14+, 70,09 million, TG: „buying brand-name products is usually worthwhile“, 27,38 Mill.

WHEN IT COMES TO ADVERTISING PRINT IS THE MOST TRUSTED MEDIA CHANNEL*



Source: best for planning (b4p) 2016/III, universe: 69,56 m, criteria: authentic or interesting or helpful or encouraging to buy