SUCCESSFULLY MEASURING MEDIA BRAND CONSUMPTION

Dr. Johannes Schneller and Jochen Hansen, Institut für Demoskopie Allensbach

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Introduction

A good five years after all of the Internet hype at the turn of the millenium and the subsequent loss of the new media's mystique, many publishers have again begun noticeably boosting their Internet activities.[1] At the heart of the leading publishers' push to expand their presence on the Web are a number of media brands originally from the print sector that have been cultivated for decades. These offline brands are intended to act as a beacon, attracting Internet users as well. Hence, the Axel Springer publishing house is placing its stakes on transferring existing magazine and newspaper brands to the Internet ("Online first"). The managers of the Gruner + Jahr publishing house are developing new media versions of their brands under the motto, "Expand your brand." Hubert Burda Media intends to put more effort into creating online communities, envisioned as "communities of persons who gather around strong media brands just like they used to gather around the campfire." Not only do the major media brands serve as the basis for line extensions in their particular genres, they are also multimedia brands that are present on a wide variety of different platforms.

Measuring the reach of media brands

This development also changes the demands placed on established media market studies, which now must also consider the brand traits of the advertising media investigated in each particular case. As tools used in both media planning and brand management, they must define the audience of certain media brands on various platforms, with the goal of arriving at a comprehensive analysis of a specific brand that goes beyond the individual platforms. For publishers, combining print and online platforms is of particular interest. In a number of cases, these platforms are joined by TV formats as well. For TV channels, the main focus is on combining TV and online platforms, although these are occasionally also supplemented by print formats that are, for example, aimed at the fans of successful television formats.

We are convinced that these new analytical requirements can be best fulfilled by means of a single-source approach. For both media planning and brand management, it is crucial to determine where the audiences of the media brands' different platforms overlap. If print, online and TV consumption is not ascertained using a single-source approach, but rather via separate samples, the data must be subsequently combined via a fusion technique. This approach, however, yields no primary information on the overlapping of a particular brand's audience on the various platforms. The informational deficit inherent in the fusion approach thus applies to precisely that area that is of greatest interest in analytical terms.

At the Allensbach Institute, we apply the single-source approach in our media market studies, i.e. the AWA (*Allensbach Media Market Analysis*) and the ACTA (*Allensbach Computer and Technology Analysis*). More detailed information on both of these studies can be found in the book, *Summary of Current Readership Research*.[2]

The ACTA 2007 ascertains a total of 209 media, including 79 newspapers and magazines, 114 online media und 16 TV channels or brand-related TV formats. When classified according to media brands, we find the following:

- In four cases, the study ascertains the print, online and TV platforms of a particular media brand;
- In 30 cases, the print version or versions and the online version of a media brand are measured;
- In 8 cases, the online and TV platforms of a media brand are ascertained;
- In 43 cases, the study measures a print edition only;
- In 72 cases, it measures an online platform only;
- And in four cases, a TV channel alone is measured.

The overview included in the appendix lists all of the media brands measured in the ACTA 2007.

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[1] Helmut Van Rinsum, "Volle Konzentration auf das Internet," *Werben und Verkaufen* 24, 2007.
[2] Erhard Meier (ed.), *Summary of Current Readership Research*, 2005.

Investigative models

The ACTA is based on face-to-face interviews (paper & pencil). The media included in the study are ascertained separately according to genres, starting first with print media (magazines and newspapers), then proceeding with the online platforms and, finally, the various TV channels. Recall is aided by the use of masthead cards showing black-and-white reproductions of the logo of the print product, website or TV channel.

In all cases, data on consumption frequency is collected via a 5-point frequency scale. In the case of the online media, the question on consumption frequency also serves as the filter for the subsequent recency question. In the case of the print media and TV channels, there is no need for the recency question. The consumption probabilities and thus reach are aligned with the findings of the AWA. The data on reach are adjusted via the information on consumption frequency derived directly from the ACTA interview.

For the analysis, the respective audiences are defined as follows:

a) Print media
- Broadest readership
- Average-issue readership

b) Online media
- Broadest audience
- Analytical groups formed according to consumption frequency/frequency of exposure: daily or almost daily / several times a week / once a week / one to three times a month / less than once a month
- Users per month
- Users per week

c) TV channels
- Broadest audience
- Viewers per day

TV programs produced by publishing houses

Starting in 2007, the ACTA now also measures the TV platforms of the media brands Focus, Der Spiegel, Stern and Süddeutsche Zeitung. These publishers generally produce various TV formats via subsidiary companies. Of the brands mentioned, for example, each produces a multi-topic magazine format that is generally broadcast once a week in a predetermined time slot by one of Germany's commercial television channels (RTL Television, SAT. 1, ProSieben, Vox). In addition, they also publish a number of reportage formats that are generally also broadcast on a weekly basis.

For each of these four media brands, the question model measures the (net) audience of all of the brand-specific TV formats. To this end, the study employs the following question, which also allows us to determine the consumption probability per week:

"Now I would like to ask you how often you watch certain television shows. First of all, how about Stern TV? Do you watch that show ..."
"frequently / occasionally / rarely / never"

"And how often do you watch Spiegel TV?"
(response alternatives as above)

"And what about Focus TV?"
(response alternatives as above)

"And finally, what about Süddeutsche Zeitung TV?"
(response alternatives as above)

"And did you happen to watch a program by Stern TV, Spiegel TV, Focus TV or Süddeutsche Zeitung TV in the last 7 days?"
(Multiple responses possible)
Yes, Stern TV / yes, Spiegel TV / yes, Focus TV / yes, Süddeutsche Zeitung TV / no, didn't watch any of them

For analytical purposes, the following audience definitions can be employed: broadest audience, viewers per week and three groups of viewers defined according to consumption frequency (Table 1).

Table 1:
Reach of TV shows produced by publishing houses

	Broadest audience %	Viewers per week %	Frequent viewers %	Occasional viewers %	Infrequent viewers %
Focus TV	48.3	5.4	2.9	15.7	29.8
Spiegel TV	66.1	14.2	6.7	26.2	33.2
Stern TV	74.0	27.6	11.2	31.6	31.3
Süddeutsche Zeitung TV	27.4	3.3	1.6	8.1	17.7

Base: Federal Republic of Germany, population age 14-64
Source: *Allensbach Computer and Technology Analysis* (ACTA) 2007

Use of blogs and podcasts

Blogs and podcasts also interact with the publishers' print, online and TV platforms in a variety of ways. In view of the journalistic importance of blogs in the United States—and the considerable attention that these U.S. blogs generate—many publishing managers in Germany were concerned that blogs could ultimately compete with their own journalistic activities in the print and online sectors.

According to the latest ACTA findings, just under one fifth of the population age 14 to 64 uses this new form of communication. Yet the majority of these persons read blogs only very rarely. In contrast, the group of persons who frequently acquire information via blogs is quite small, at only 2 percent. If we add on the group of occasional users, we have a total group of about 8 percent who use information from blogs at least now and then.

Blogs are a manifestation of Web 2.0, which is designed to encourage more user participation (grassroots journalism). Nevertheless, only a small share of the German population makes use of these participatory opportunities. Only 4 percent compose their own commentaries for other people's blogs at least occasionally, and only 3 percent write commentaries for their own weblogs at least now and then.

Moreover, the blogging phenomenon is limited to a relatively narrow segment of the population. Readers of blogs are typically young—more than half are in their teens or twenties—and they are highly proficient when it comes to using computers. The share of bloggers who are interested in the different products and possibilities offered by digital technology—such as computers, mobile phones, digital TV, the Internet and online shopping—is far above-average. In contrast, people in this group do not express any overly great interest in politics and the economy (Table 2).

Podcasts also interact with the publishers' media offerings in a variety of different ways. Podcasts, which were originally also called "audioblogs," are often incorporated in weblogs. In addition, the websites of numerous media providers, and of publishers in particular, offer users the chance to subscribe to podcasts. The Web editions of the *Westdeutsche Allgemeine Zeitung* and *Financial Times Germany* were the first online media to offer personalized podcasting to their readers. Users, who register at no cost, are able to select those topics that are of interest to them and then to limit this selection even further via various search words. Subsequently, users can subscribe to the personalized podcast feeds based on their selection.

Table 2:
Composition of the blog audience

	Population age 14-64 (49.94 mill.)	Persons who read blogs at least now and then (3.91 mill.)	
	%	%	Index
Total	100.0	100.0	100
Age			
14-19 yrs. old	10.5	27.4	261
20-29 yrs. old	16.7	27.9	167
30-49 yrs. old	44.6	34.0	76
50-64 yrs. old	28.1	10.7	38
Computer skills			
Layperson, beginner, basic skills	54.3	22.3	41
Advanced	33.8	44.0	130
Advanced/experienced enthusiast	8.7	22.7	261
Professional	3.2	11.0	344
Interest in information			
Using computers	32.0	65.1	203
Modern telecommunications, cell phones	28.4	56.3	198
Photography	15.1	30.1	199
Making movies, video films	11.5	26.0	226
Digital TV, pay TV	15.6	28.8	185
Online shopping	13.4	31.5	235
Economic topics	19.0	19.8	104
Politics	23.0	23.8	104

Base: Federal Republic of Germany, population age 14-64
Source: *Allensbach Computer and Technology Analysis* (ACTA) 2007

The share of Germans who use podcasts is somewhat greater than the percentage of people who use blogs. Podcasts are currently used by a good 22 percent of the population age 14 to 64. Four percent regularly listen to podcasts downloaded from the Internet, 8 percent do so occasionally and 10 percent only rarely. Podcast usage is also mainly limited to sharply outlined segments of the population. The audience predominantly comprises young men who are seasoned computer users and who are very interested in technology. Presumably, this audience will not expand considerably in the foreseeable future. The number of people who would be interested in downloading podcasts in principle is hardly any larger than the current group of users. An increase in the number of downloads can thus primarily be achieved via more intensive consumption by people who are already active podcast users.

Users of multi-channel media brands

The single-source data obtained in the ACTA study allow us to analytically compare the users of the individual media brands' print, online and TV platforms. Of particular interest here is analyzing those areas where there is overlapping, in other words, analyzing brand consumption above and beyond the individual platforms.

Overlapping between print, online and TV platforms

At present, there are four media brands in Germany that originated in the print sector but now also have their own TV formats in the television market. Specifically, Spiegel TV, Focus TV and Stern TV—which are the TV formats of the weekly newsmagazines *Der Spiegel*, *Focus* and *Stern*—along with Süddeutsche Zeitung TV, which is the TV magazine program produced by the *Süddeutsche Zeitung*, a national newspaper that is published on workdays. The Spiegel brand was already transferred to the TV sector in 1988. The Stern brand has been present in the television sector since 1990, whereas Süddeutsche Zeitung entered the television market in 1993. Focus, which was first launched in 1993, became an established brand in the TV sector only three years later. The weekly reach of these TV formats is quite considerable, ranging from 3.3 percent for Süddeutsche Zeitung TV to 27.6 percent for Stern TV, which is directed and hosted by the popular German TV journalist, Günther Jauch. Thus, these brands were already flexible multi-channel brands even before they published their platforms on the Internet in the mid-1990s.

In the case of three of these four brands, the majority of users only come into contact with the brand via one of the various channels. Stern is the only brand whose users predominantly come into contact with the brand via at least two different channels. The share of multi-channel users—as defined via the broadest audience of a brand's print, online and TV platforms—ranges from 27 percent for the Süddeutsche Zeitung brand to as high as 56 percent for the Stern brand (Table 3).

Table 3:
Print, online and TV: Exclusive consumption and overlapping among the broadest audiences

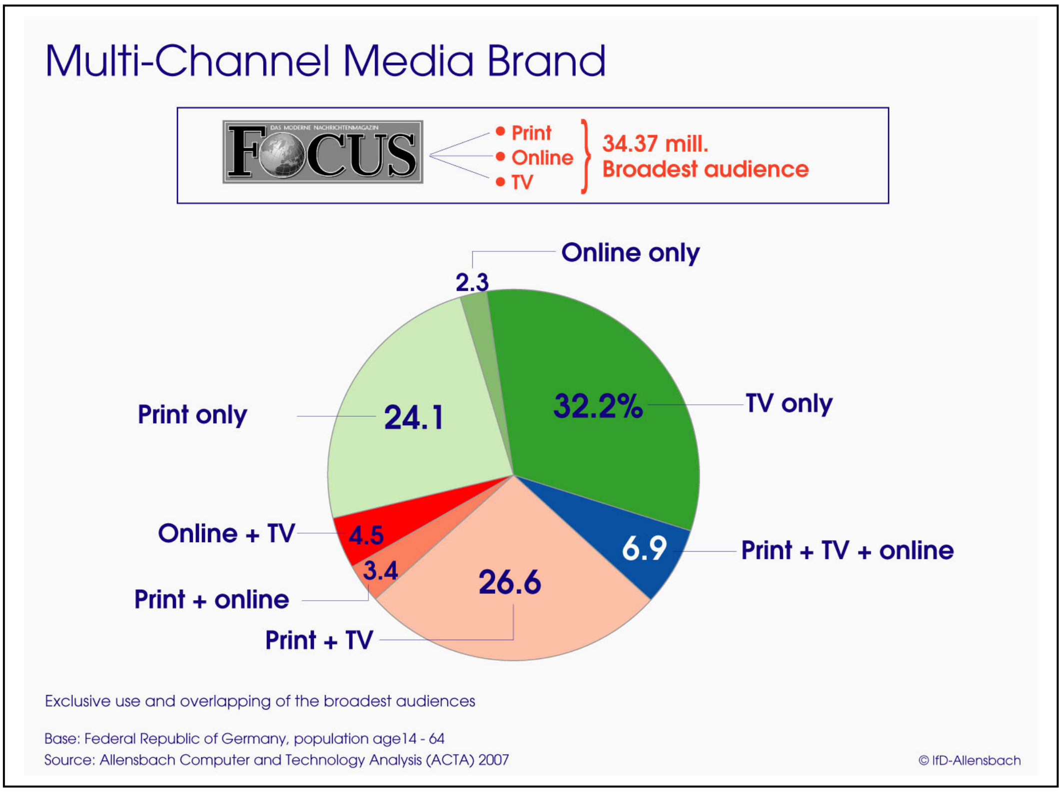
	Spiegel	Focus	Stern	Süddeutsche Zeitung
Total brand users (mill.)	39.34	34.37	43.50	20.09
Percentages	%	%	%	%
Print only	12.0	24.1	12.3	21.0
TV only	38.4	32.2	31.3	46.7
Online only	1.4	2.3	0.7	5.4
Print and TV	32.1	26.6	41.0	11.1
Print and online	2.7	3.4	2.1	5.5
TV and online	3.9	4.5	2.6	5.2
Print and TV and online	9.5	6.9	10.1	5.1

Base: Federal Republic of Germany, population age 14-64
Source: *Allensbach Computer and Technology Analysis* (ACTA) 2007

As a rule, people who use the TV platform exclusively represent the largest segment, followed by those persons who use both the printed magazine and the TV format. The next largest segment comprises those persons who only use the print edition, in other words, exclusive magazine readers (see Table 3). In contrast, the segments of persons who use the online platform in combination with the print and/or TV platform or who belong to the "online only" segment are relatively small. All of the online segments combined represent from 15 to a good 20 percent of the brands' audience. This means that their online presence has expanded the brands' audience, which was limited to print and TV until the mid 1990s, by just under 20 to a good 25 percent (Chart 1).

Chart 1:

Exclusive use and overlapping, as illustrated by the Focus brand



If the findings are viewed in terms of a shorter time period—specifically, the users per average week—we find that the share of multi-channel consumers is under 15 percent, with Spiegel and Stern being used by 14 percent in an average week, Focus by 9 percent and Süddeutsche Zeitung by 7 percent. In terms of users per week, the creation of online platforms for specific brands has expanded the brands' audience at a rate ranging from 8 percent in the case of Stern to 40 percent for Süddeutsche Zeitung (Table 4).

Table 4:
Print, online and TV: Overlapping in terms of average-issue consumption/ users per week

	Spiegel	Focus	Stern	Süddeutsche Zeitung
Total brand users (mill.)	12.17	7.29	18.57	3.48
Percentages	%	%	%	%
Print only	27.3	47.1	21.4	25.9
TV only	48.1	31.1	61.6	44.5
Online only	10.4	12.6	3.3	22.7
Print and TV	6.3	3.7	10.0	1.4
Print and online	4.3	3.3	1.1	3.4
TV and online	2.4	1.5	1.8	2.0
Print and TV and online	1.2	0.5	0.7	0.3

Base: Federal Republic of Germany, population age 14-64
Source: *Allensbach Computer and Technology Analysis* (ACTA) 2007

Significance of the online platforms of specific brands

The significance of the online platforms created for specific brands can vary substantially from one particular brand to the next. This is revealed by an analysis of 24 multi-channel media brands. As shown by Table 5, the analysis looks at the share of people who use a brand's print or online platform exclusively, along with multi-channel users who use both the printed product and the online platform of a particular brand.

Table 5:
Media brands with print and online platforms

	Total brand users (mill.)	Share of users who use – print only %	online only %	both channels %
TV Spielfilm	7.45	91	6	3
TV Movie	6.90	87	9	4
Bild	13.59	87	8	5
Stern	7.14	82	13	5
Die Welt	1.81	67	28	4
Auto Bild	2.92	79	17	4
Computer Bild	3.89	79	15	6
Focus	5.01	74	21	6
Auto Motor und Sport	3.71	73	19	8
Die Zeit	2.22	67	24	9
Frankfurter Allgemeine	2.08	65	29	6
Spiegel	6.31	65	25	11
PC Games	1.62	60	30	10
Game Star	1.25	57	32	12
PC Magazin	1.50	56	35	9
PC Action	0.80	55	36	9
PC Welt	2.38	54	34	11
Kicker	3.79	51	34	16
Süddeutsche Zeitung	1.94	49	44	7
Chip	2.56	43	41	15
Computerwoche	0.71	42	55	4
C't magazin/Heise	1.99	37	48	15
Handelsblatt	0.76	36	62	3
Financial Times Deutschland	0.73	32	66	4

Print: average-issue readership; Online: users per week

Base: Federal Republic of Germany, population age 14 - 64
Source: *Allensbach Computer and Technology Analysis* (ACTA) 2007

The share of brand users who only come into contact with a particular brand via its online platform varies from 6 to 66 percent. Accordingly, the share of brand users who only read the printed product ranges from 91 to 32 percent.

The varying significance of the different Web editions is both a reflection of the publishers' different online strategies and of the attractiveness of a particular platform in comparison to the competition. The special talent of the Internet as a medium also clearly lies in its ability to provide targeted information. The Internet is especially superior to other media in cases where there is an active and structured need for information. This applies, for example, to business updates, information on the financial market and stock exchange rates or when users have problems with various computer applications. Accordingly, the online platforms of media brands that provide information on the IT sector, such as *Chip* or *C´t magazin*, are highly significant, which also applies to media brands that provide business and financial information, such as *Handelsblatt* and *Financial Times Deutschland*.

Multi-channel consumption of media brands on a regular basis is limited to a relatively small share of the brand audience. Among 24 brands investigated, the percentages range from a mere 3 percent to 16 percent. These are people who have used both the print edition during the publication interval and the corresponding online platform in the last week.

In conjunction with increasing Internet use, cross-media consumption of media brands has in part also become more widespread over the past few years. And increasing cross-media consumption also indicates that brand consumption of both the print and online platforms has a mutually stimulating effect. Positive cross-media effects are evident in connection with a number of the media brands investigated. Thus, for example, readers of the computer magazine *Chip* express a significantly greater affinity for Chip's corresponding online platform than they do for the online platform of the competing brand, *PC Welt* (Table 6).

Table 6:
Cross-media effects — as illustrated by Chip and PC Welt

Persons who are very interested in computers

	Total	Average-issue readership	
		Chip	PC Welt
Reach per week (%)			
Chip Online	7.4	29.0	20.6
PC Welt Online	5.8	17.7	19.8
Affinity (index)			
Chip Online	100	389	277
PC Welt Online	100	303	339

Base: Federal Republic of Germany, population age 14 - 64
Source: *Allensbach Computer and Technology Analysis* (ACTA) 2007

A personal "media mix"

The most dynamic phase of Internet expansion already came to a close a few years ago and, in the meantime, established patterns of Internet consumption have emerged. A large share of Germans have integrated the Internet into their day-to-day media consumption, assigning the Internet a firm slot in their own personal media mix. And it is precisely people's personal media mix and the breadth of the media spectrum used that distinguishes between very different groups of users. During the initial phase, when the roles allocated to the different media were being redefined, it was often feared that upper-level, information-oriented target groups would completely abandon the print media, flocking instead to the new online media.

In this meantime, however, analyses on exclusive and parallel consumption have allayed these fears. In fact, one of the striking features of those segments of the population that have a broad spectrum of interests and strong informational orientation is that they attach above-average importance not only to online media, but to newspapers and magazines in particular. These attractive target groups can thus still be reached via the print media. There are no indications among these target groups that the print media are being replaced by the online media to any substantial degree. Instead, the media offered in these two genres would seem to complement each other in the sense of a functional differentiation. Media planning, therefore, must focus on employing the different media platforms in accordance with their own inherent strengths.

In contrast, people who are generally oriented towards entertainment and relaxation tend to have a more selective media spectrum. Among the young generation in particular, this is often accompanied by a sweeping rejection of the print media.

The special quality of persons with an affinity for the print media, as compared to those who are particularly attracted to the online media and, at the same time, largely abstain from using the print media, can be demonstrated not only in summary form.

In many instances, this also applies to the print and online platforms of individual media brands, as illustrated by the Stern brand (Table 7).

Table 7:
The special quality of print users

	Users of the print edition %	People who only use the online edition %
<u>Net household income</u>		
1,000 – 1,499 euros	18.7	23.2
1,500 – 2,499 euros	28.6	33.1
2,500 – 3,499 euros	27.0	24.7
3,500 euros or more	25.7	19.0
<u>Socioeconomic status</u>		
High	34.9	24.2
Average	53.8	56.8
Low	11.3	19.0
<u>Dimensions of interest</u>		
Politics, the economy, art	24.5	15.1
Private finances, insurance	21.3	17.3
IT and telecommunications	22.8	20.9
Audio, video, photography	19.3	17.2
Cars, sports	17.2	16.1
<u>Technical avantgarde</u>	13.6	10.6
<u>Number of technology brands known</u>		
(Very) large	44.1	32.6
Average	35.0	34.8
Small	20.9	32.6

Print: average-issue readership; Online: users per week

Base: Federal Republic of Germany, population age 14 - 64
Source: *Allensbach Computer and Technology Analysis* (ACTA) 2007

In comparison to those persons who only use the online edition of this particular brand, the group of persons who use the print edition have a higher income, tend more often to have high socioeconomic status and have a broader spectrum of interests.

Conclusion

The single-source investigative approach presented here, which is based on face-to-face interviews, facilitates a wide array of analyses on exclusive and parallel consumption of the print, online and TV platforms published by specific media brands. The findings obtained can be used in planning communication strategies and objectives, as well as for purposes of brand management. At the same time, the study also provides the framework for more in-depth investigations on questions such as images, consumption motives and the perceived competencies of a brand's different platforms.

Appendix 1:
Media brands ascertained in the ACTA 2007

Print edition	Online platform	TV platform
Print + online + TV		
Focus	Focus Online	Focus TV
Der Spiegel	Spiegel Online	Spiegel TV
Stern	Stern.de	Stern TV
Süddeutsche Zeitung	Sueddeutsche.de	Süddeutsche TV
Print + online		
Auto Bild	Autobild.de	
Auto Motor und Sport Online	Auto Motor und Sport	
Bild am Sonntag	} Bild.de	
Bild		
Chip	Chip Online	
Chip Foto-Video Digital	Chip Fotowelt	
Computer Bild	Computer Bild Online	
Computerwoche	Computerwoche.de	
C't magazin	Heise Online	
Financial Times Deutschland	Financial Times Deutschland Online	
Frankfurter Allg. Sonntagsztg.	} FAZ.net	
Frankfurter Allgemeine Zeitung		
Game Star	GameStar.de	
Handelsblatt	Handelsblatt.com	
Karriere	Karriere.de	
Kicker Sportmagazin	Kicker Online	
Manager Magazin	Manager-magazin.de	
Max	Max Online	
PC Action	PC Action Online	
PC Games	PC Games Online	
PC Games Hardware	PC Games Hardware Online	
PC Magazin Online	PC Magazin	
PC Welt	PC Welt Online	
Regionale Abo-Tageszeitungen	Online-Angebot einer reg. Tageszeitung	
Tomorrow	Tomorrow Online	
TV Movie	TV Movie.de	
TV Spielfilm	TV Spielfilm Online	
VDI nachrichten	VDI nachrichten.com	
Die Welt Gesamt	} Welt Online	
Welt am Sonntag		
WirtschaftsWoche	Wiwo.de	
Die Zeit	Die Zeit Online	
Online + TV		
	MTV Online	MTV
	N24 Online	N24
	n-tv.de	n-tv
	ProSieben Online	ProSieben
	RTL 2 Online	RTL 2
	RTL Online	RTL Television
	SAT.1 Online	SAT.1
	Viva Online	Viva

Print only
Amica
Audio Video Foto Bild
Auto Strassenverkehr
Bild der Wissenschaft
Bravo Screenfun
Brigitte
Capital
Chip Test & Kauf
Cicero

Print edition	Online platform	TV platform
Cinema		
Color Foto		
Com		
Computer Bild Spiele		
Computer Zeitung		
Connect		
Cosmopolitan		
Elle		
Fit For Fun		
Focus Money		
Fotomagazin		
Freundin		
Für Sie		
Geo		
Glamour		
Hörzu		
Men's Health		
Motorrad		
National Geographic Deutschland		
Neon		
P.M.		
PC go		
PC Praxis		
Petra		
SFT		
Spektrum der Wissenschaft		
Sport Auto		
Sport Bild		
TV Digital		
TV direkt		
TV Movie multimedia		
TV Today		
TV14		
Vogue		
Welt der Wunder		
Online only		
	1&1	
	ADAC Online	
	AltaVista	
	AOL Deutschland	
	AutoScout24	
	Billiger.de	
	Boerse.de	

	Bundesliga	
	Bunte T-Online	
	Chefkoch.de	
	Ciao.de	
	Die Bahn DB	
	Digital World Online	
	Ebay	
	Expedia.de	
	Falk	
	FinanceScout24	
	Finanzen.net	
	Finanztreff.de	
	Fireball	
	Freenet	
	GamePro.de	
	Gamigo	
	Geizkragen	
	Giga	
	GMX	
	Google Deutschland	
	Google Maps Deutschland	

Print edition	**Online platform**	**TV platform**
	Guenstiger.de	
	Handy.de	
	Hausarbeiten.de	
	Ingenieurkarriere.de	
	Jamba	
	Jobpilot.de	
	JobScout24	
	Kelkoo	
	Knuddels.de	
	Laut.de	
	L'Tur	
	Lycos	
	Map24 Deutschland	
	Mobile.de	
	Monster.de	
	MSN.de	
	MySpace Deutschland	
	MyVideo	
	Netdoktor.de	
	Onmeda	
	OnVista	
	Premiere Online	
	QualiMedic	
	Single.de	
	Spieletipps.de	
	Sport1.de	
	TecChannel	
	Teltarif.de	
	Tiscali	
	T-Online	
	Travelchannel.de	
	Tui.com	
	VideoTube	

Vox Online
Wallstreet:online
Web.de
Wetter.com
WetterOnline
Winload.de
Wissen.de
Wissenschaft-online
Xing
Xonio.com
Yahoo Deutschland
ZDNet.de

TV only

ARD 1. Programm
ZDF
Bloomberg Television
DSF Deutsches SportFernsehen

Base: Federal Republic of Germany, population age 14-64
Source: *Allensbach Computer and Technology Analysis* (ACTA) 2007