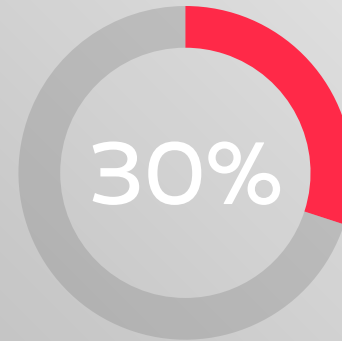


Media Distribution via OTT: Mainstream or Niche?

Use Case as Big Factor for Adoption and Acceptance of OTT Technology in Germany



... of people interested in German Bundesliga at least intend to stream games during 2019/20 Season

 **MUSIC**



music


NETFLIX

51%*

prime video

56%*

joyn

sky
12%*

DAZN
6%*



2%*

SPORT
DEUTSCHLAND.TV

On-Demand Video Streaming

Mainstream

On-Demand Video Streaming (SVOD)

Live (Sports) Video Streaming (SLIN)

Niche

* Penetration among SVOD-/SLIN User in Germany, >18 Years