

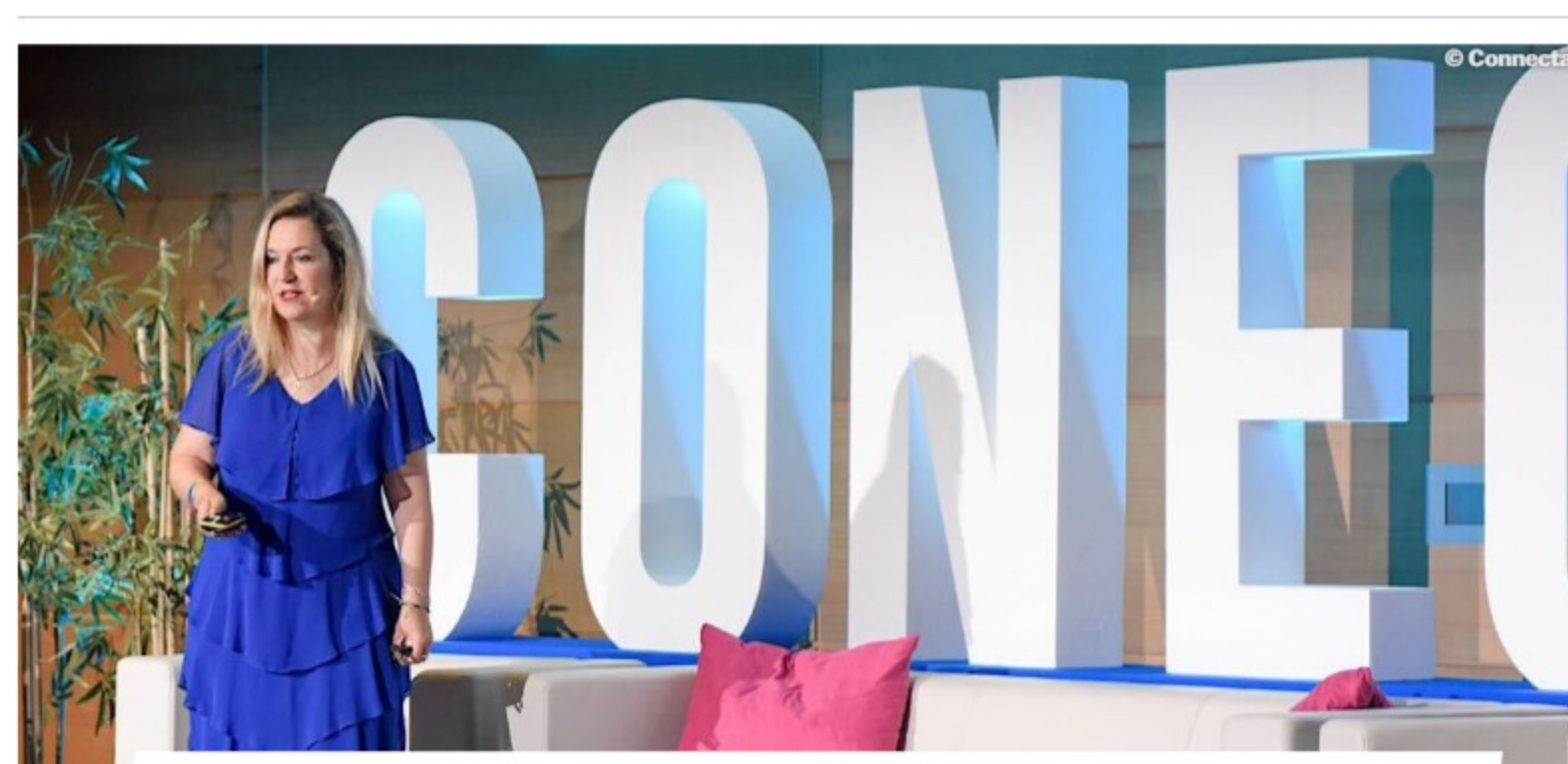
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Market researchers from Omdia present figures Top 10 streamers in spring 2024: What is the world watching?



Which streaming services are ahead in the world's major markets? There are many answers to this question. The market researchers at Omdia have recently presented a new survey for April 2024. DWDL summarizes the most surprising findings.

by Thomas Lücknerath, Toledo on 19.06.2024 - 16:51

Of course, all surveys on media usage should be treated with caution, especially when they are based on polls. That is why the latest data from the market researchers at Omdia, published at the opening of the Connecta conference in Toledo, Spain, will not be analyzed in detail here.



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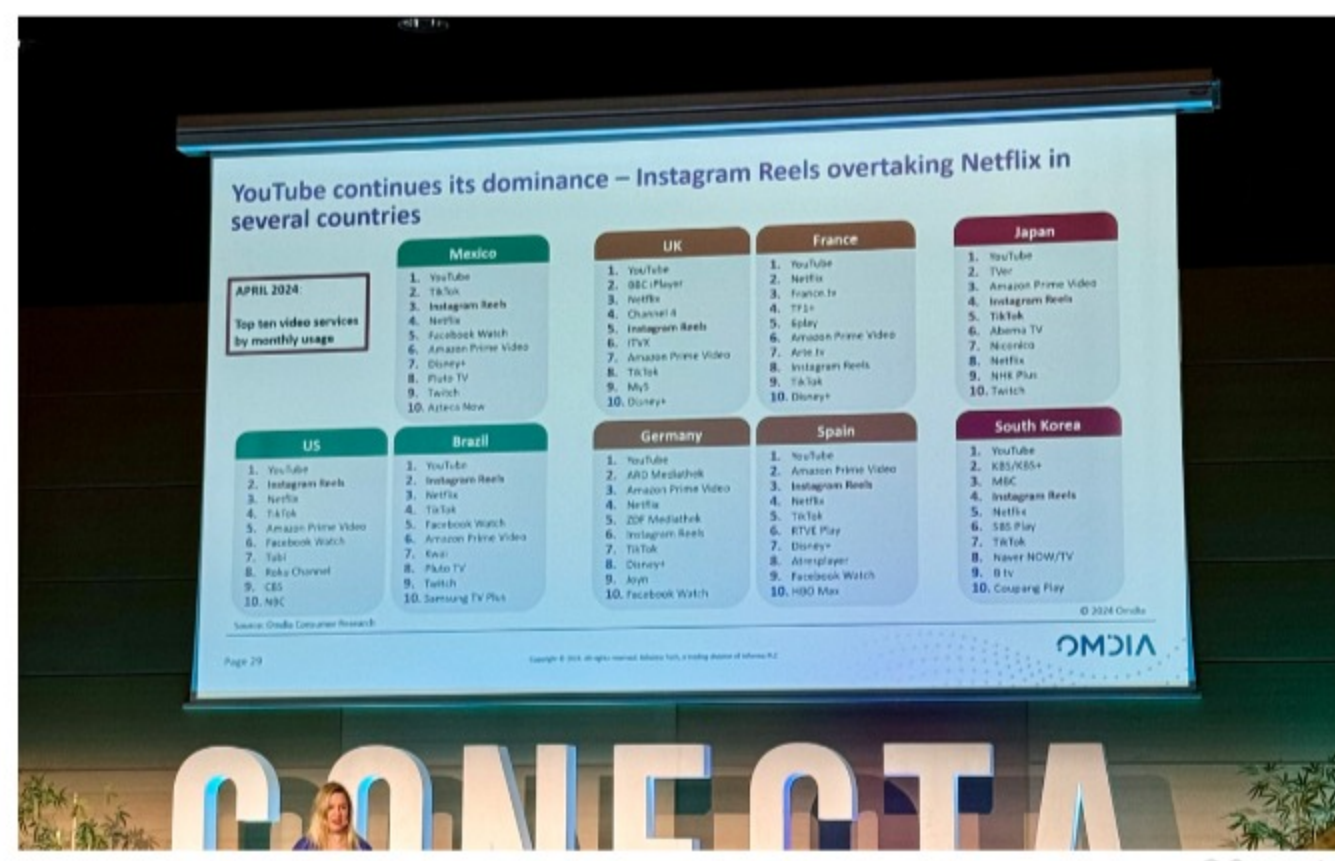
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And yet the published top 10 rankings of the most used video services in April 2024 provide an exciting insight into the markets of the USA, Brazil, Mexico, Great Britain, Germany, France, Spain, Japan and South Korea. DWDL.de has filtered out the most interesting takes from the presentation given by María Rúa Aguete (Omdia).

Focus Germany: Who surprises, who is missing (or not)

According to the Omdia survey, YouTube is the most used video service, as in all other countries, followed by the ARD Mediathek. Prime Video takes third place, ahead of Netflix. The ZDF Mediathek completes the top 5 most used video services. This is followed by Instagram Reels, TikTok, then Disney+, Joyn and Facebook Watch. At first glance, RTL+ did not make it into the top 10. When asked by DWDL, Omdia explained that the free and paid RTL+ were counted separately. Combined, RTL+ is in 8th place, ahead of Joyn.



YouTube rules, TikTok doesn't

In every market in which Omdia conducted the survey in April, YouTube is the most used video service, whether in America, Europe or Asia. TikTok, on the other hand, which may surprise you, comes in second place in Mexico, but ranks lower elsewhere. Fun fact: In the USA, Mexico and Brazil, Facebook Watch is still quite relevant. In Europe, it has largely fallen out of the broadcast set of video services.

Broadcasters are still someone - at least in Europe and Asia

A striking difference between the markets examined in North and South America compared to Europe and Asia: National providers from traditional broadcasting have a difficult time there. In Brazil, no national offering makes it into the top 10, in Mexico Axteca Now just manages to make it to 10th place, CBS and NBC in the USA come in 9th and 10th place. In European and Asian markets, local national offerings play a much larger role.

Netflix vs Prime Video

In a comparison of these two streaming services, Prime Video is ahead of rival Netflix in Spain and Germany, albeit narrowly, according to the Omdia survey in April 2024. In Japan, Prime Video's lead is even very clear. In other markets, Netflix is clearly ahead in the special duel between these two global streaming giants, for example in France, Great Britain and Brazil.

FAST particularly popular in America

FAST channels have long been omnipresent in Europe too, but the debate may be bigger than the usage. The advertising-financed streaming service is more successful in the more price-sensitive markets in Latin America. There, as in the USA, well-known brands such as Pluto TV and Samsung TVPlus appear in the top 10 most used video services, but not (yet) in Europe.

Disney+ particularly successful in Spanish

It is not surprising that Disney+ is making a big splash here at the Conecta in Toledo and is presenting two new productions: In Spain and Mexico, the streaming service is used more than anywhere else - and obviously wants to make more of this positioning, for example with the first weekday telenovela, which is currently in preparation.

Social media vs. streaming services

In Latin America (Mexico, Brazil), in addition to the dominant YouTube, two other social media platforms, TikTok and Instagram Reels, are far ahead, although Instagram is in the lead in Brazil and TikTok in Mexico. Social media content is also far ahead in the USA. In Europe, and also in Asia, it is streaming services or media libraries of linear broadcasters.



About the author

Thomas Lücknerath is the founder and editor-in-chief of the media magazine DWDL.de. He had square eyes before binge-watching existed. He loves series, the format business and the international TV business. He spends more time on the road than at his desk.

Top 10 streamers in spring 2024: What is the world watching? [f](#) [t](#) [l](#) [t](#) [p](#)

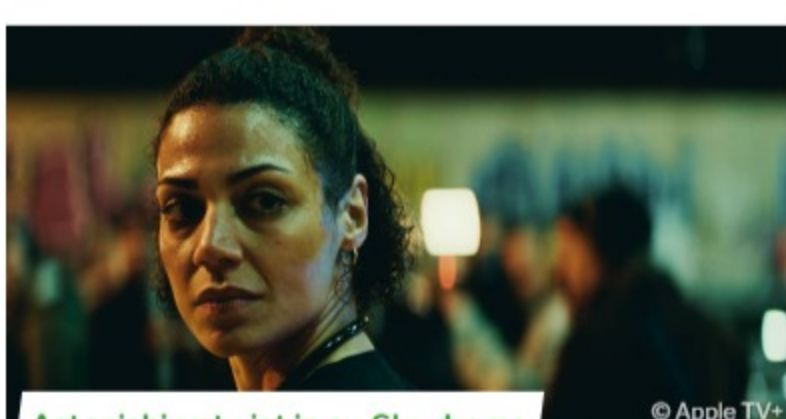
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News ticker

- 16:18 Sky snaps up youth book adaptation "Fallen"
- 15:33 Amazon previews Julien Bam's YouTube series
- 21:8 p.m. Johannes Hauner becomes co-head of the "Süddeutsche Zeitung"
- 12:30 pm BBC separates from horse racing tips, Sky shows John Oliver only online
- 12:29 pm "It is by no means the case that we are primarily cutting back on the programme"
- 11:18 am ZDF and RTL collect football fans in unison
- 10:43 am "Kohlrabenschwarz" finds new home at MagentaTV
- 10:22 am RTLzwei brings back Petridou's "Retourenjäger" in July
- 09:19 am "In aller Freundschaft" also the first European Championship pursuer among younger players
- 08:54 am Despite the Austrian spectacle on RTL: Football fans prefer to watch ZDF



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