

Football fever: Every second German will follow the European Championship

- **55 percent of Germans to watch games on linear TV**
- **24 percent to supplement TV with online streams and apps**
- **16 percent to stay on the ball exclusively online**

Frankfurt am Main, 24 April 2024. Two months before the start of the UEFA European Football Championships (EURO), half of Germans are already gearing up: Every second respondent plans to follow the soccer tournament, according to a recent representative survey* conducted by DE-CIX, the world's leading Internet Exchange operator. While 55% of fans plan to watch the EURO exclusively on linear television, 24% will supplement their TV viewing with online streaming. 16% of German football fans are planning to rely exclusively on streaming services and apps. Regardless of whether linear or online, the level of anticipation differs between men and women. 40% of women and 60% of men in Germany are planning to watch the EURO 2024, as the survey of more than 2,000 people aged 18 and over shows. The 55+ age group, in particular, plan to switch over now and again (37%) to watch the 2024 EURO being played out on their home turf. But not all Germans are infected with soccer fever: 43% do not intend to watch the European Championship at all.

Soccer fans like to stay smart online

Whether alone or with friends and family – while 34% of Germans are content to watch individual matches, one in ten does not want to miss a single one. A mere 6 percent of survey participants are planning on only watching the final. Those following the EURO 2024 online are particularly likely to view games on a smart TV (61%). The device of choice for 34% to cheer on their team is the smartphone, and for 30% the laptop.

“Online streams are the future of live sport. Those who stream can flexibly pause games, jump to highlights, and stay on the ball while on the move,” says Ivo Ivanov, CEO at DE-CIX. “In order for people in the future to be able to attend more and more tournaments as immersive live digital experiences, for example via virtual reality, we need to prepare the existing Internet infrastructure for the demands of tomorrow – from the living room to the stadium.” These demands are being driven in particular by young media consumers. According to the survey,

younger viewers are much more likely to follow live sporting events online than older viewers: 37% of 18 to 34-year-olds will use apps and streams exclusively during the European Championships. In contrast, 52% of 45 to 54-year-olds and 73% of over 55-year-olds plan to watch the tournament via traditional linear television.

*Methodology: On behalf of DE-CIX, YouGov surveyed a total of 2,035 people aged 18 and over online between April 9 and 11, 2024, representative of the Federal Republic of Germany. The results have been weighted.

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About DE-CIX

DE-CIX is the world's leading operator of Internet Exchanges (IXs). DE-CIX offers its interconnection services in more than 50 metro-markets in Europe, Africa, North America, the Middle East, and Asia. Accessible from data centers in over 600 cities world-wide, DE-CIX interconnects thousands of network operators (carriers), Internet service providers (ISPs), content providers and enterprise networks from more than 100 countries, and offers peering, cloud, and other interconnection services. DE-CIX in Frankfurt, Germany, is one of the largest Internet Exchanges in the world, with a data volume of almost 40 Exabytes per year (as of 2023) and close to 1100 connected networks. Close to 250 colleagues from over 35 different nations form the foundation of the DE-CIX success story in Germany and around the world. Since the beginning of the commercial Internet, DE-CIX has had a decisive influence – in a range of leading global bodies, such as the Internet Engineering Task Force (IETF) – on co-defining guiding principles for the Internet of the present and the future. As the operator of critical IT infrastructure, DE-CIX bears a great responsibility for the seamless, fast, and secure data exchange between people, enterprises, and organizations at its locations around the globe.

Further information at www.de-cix.net

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