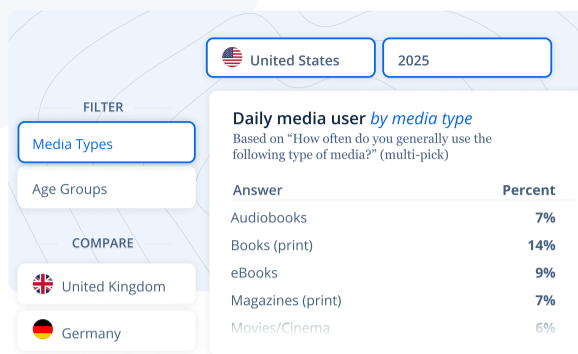


# Pinpoint how and where your consumers tune in

Dive deep into how consumers engage with all types of media. The **Consumer Insights Media survey** tracks monthly shifts in media consumption across channels like TV, streaming, radio, podcasts, social media, online news, magazines, and more, giving you the insights to connect with your audience wherever they are.



## Media survey: Get coverage across the media landscape

- TV & Streaming
- Social Media
- Online News & Digital Publications
- Newspapers
- Radio & Music
- Books
- Podcasts
- Magazines

## What to **expect** from the Media survey

### Fresh, actionable insights into consumer media usage and habits

Access the latest data on how 6,000 consumers aged 14 and above in Germany, the UK, and the U.S. interact with media each month. Track evolving usage frequency, last usage, time spent, and brand reach across all leading media platforms and formats.

### In-depth analysis for smarter marketing decisions & effective media strategy

Go beyond basic usage patterns so you can make informed decisions in a fast-moving media landscape: discover subscription status and budgets, exposure to advertising, and precise content preferences. Compare changing habits and identify opportunities to reach your audience with the right message, in the right place. The Media survey empowers your media planning with reliable, up-to-date insights.

### Full access to the Consumer Insights

Apart from getting access to the Media survey, you will also have access to all elements of the Consumer Insights, including our interactive research tool featuring exclusive survey data from 3M+ interviews conducted in over 30+ countries and territories.



## The Media survey is **constantly expanding**

Our Media survey is continuously evolving to keep pace with the rapidly changing media landscape. Each month, we deliver timely, actionable insights into consumer media behavior, regularly expanding our topics and coverage areas. If there's a specific channel, behavior, or trend you want to see explored, please let us know.

**Understand** where your consumers get their media

[Get more information here](#)