

BRAND AWARENESS SONNENKLAR.TV 2021

Munich, 23 February 2021

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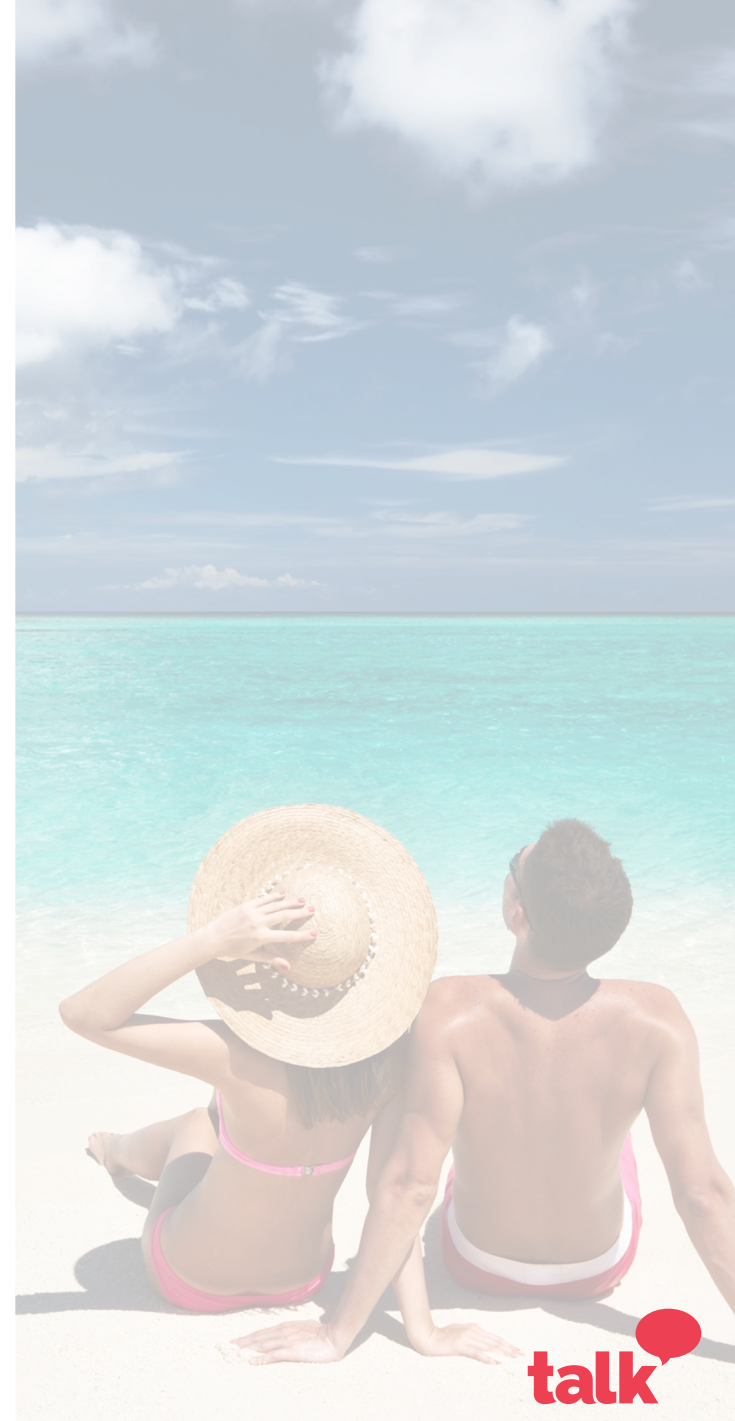
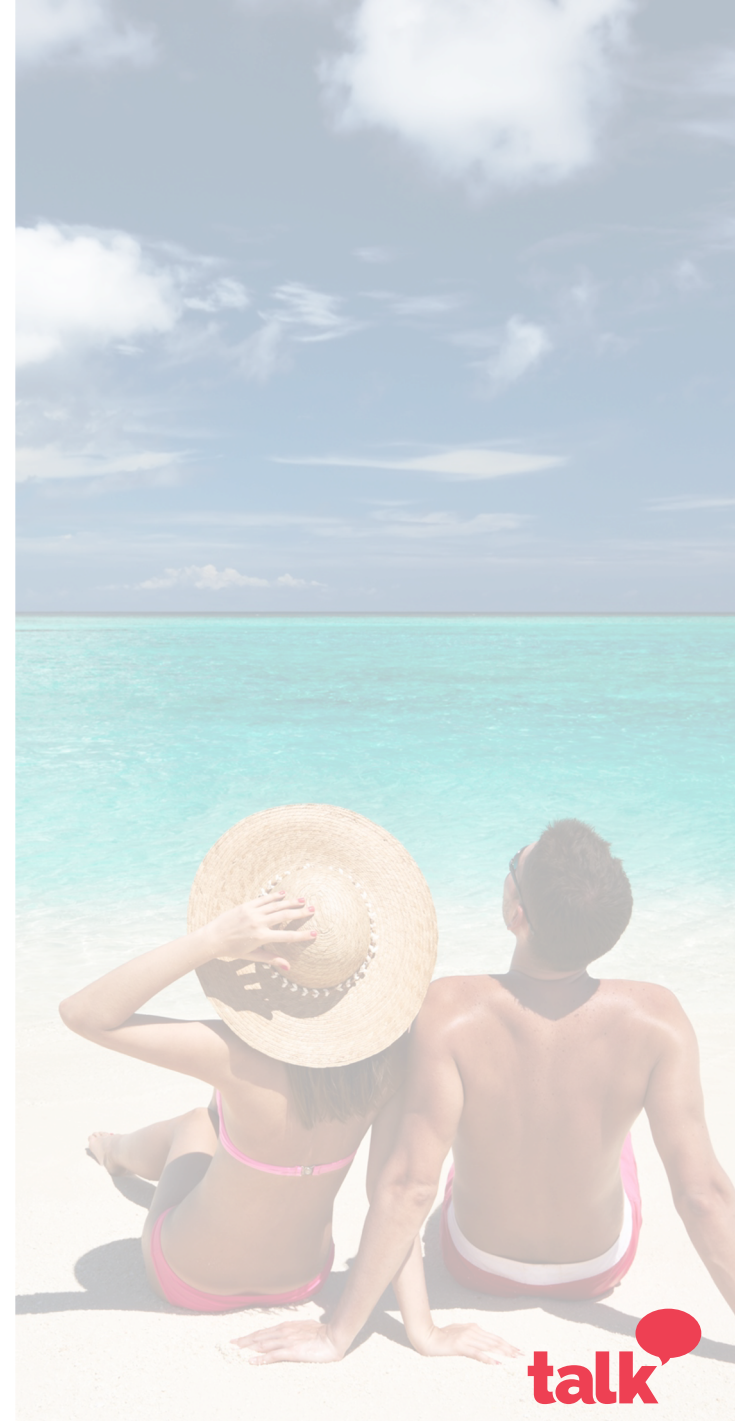


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Brief introduction

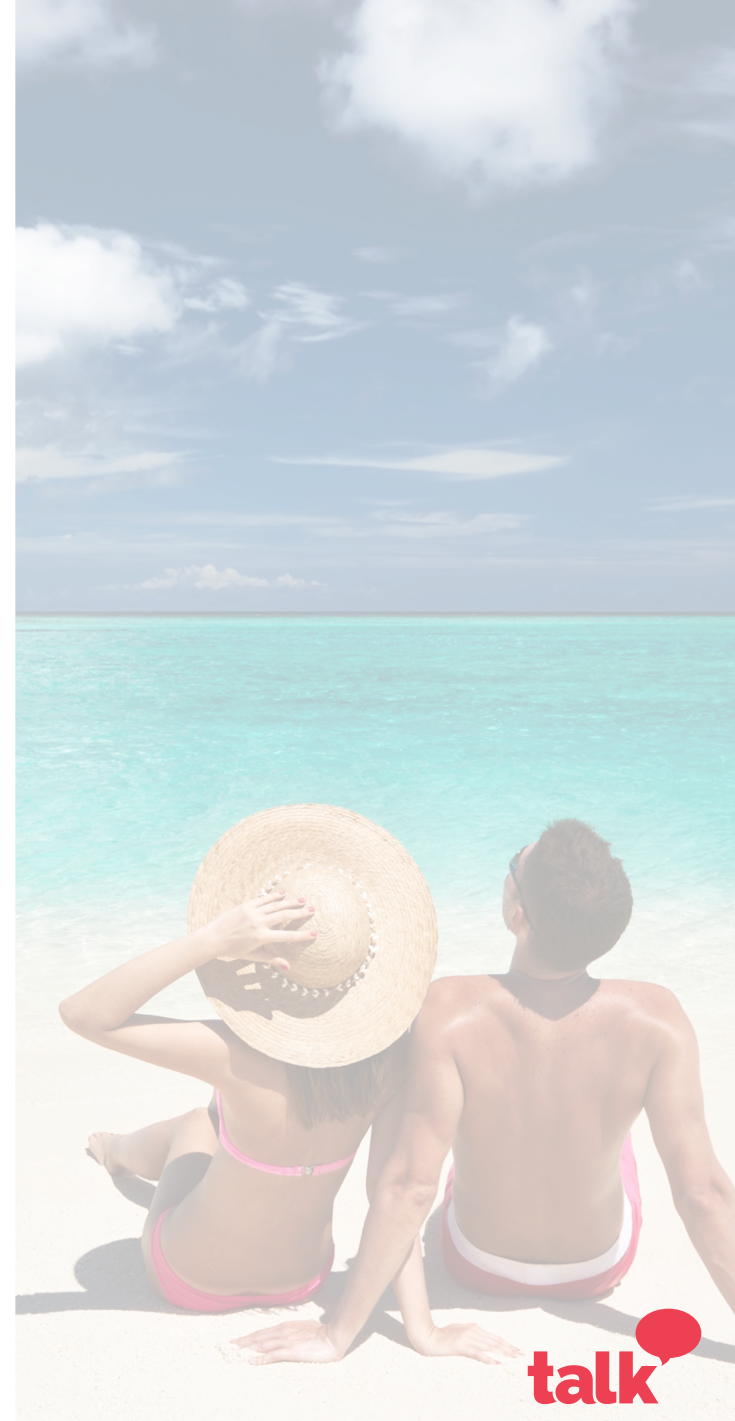
Methodical profile

- Representative invitation by mail of **19.254 potential participants** in the period from 28 January to 15 February 2021.
- Receipt of **3,037 completed questionnaires** from German panelists.
- **65%** of the respondents know sonnenklar.TV.

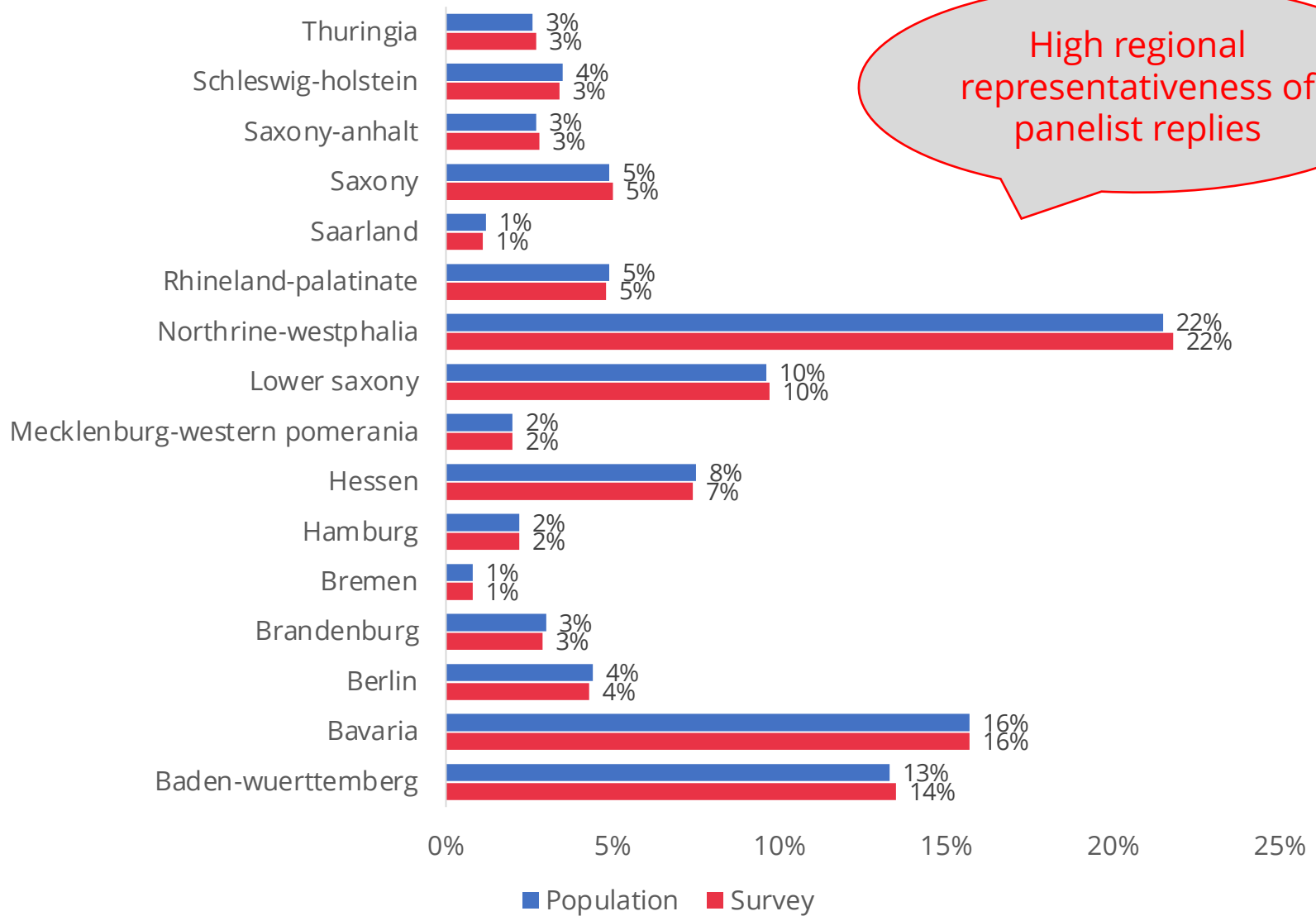


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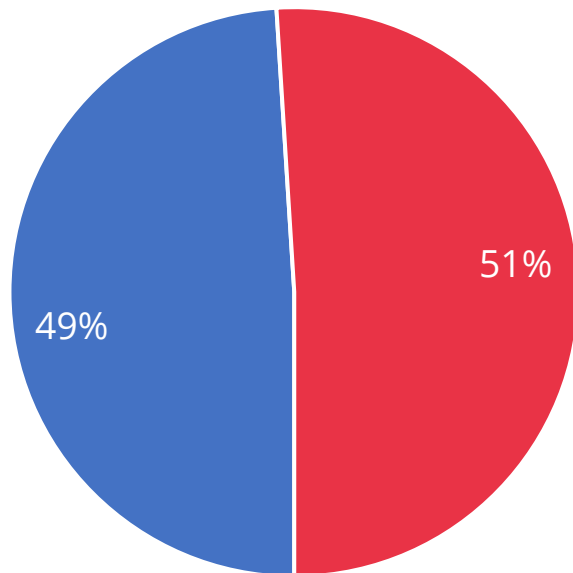


In which state do you live?

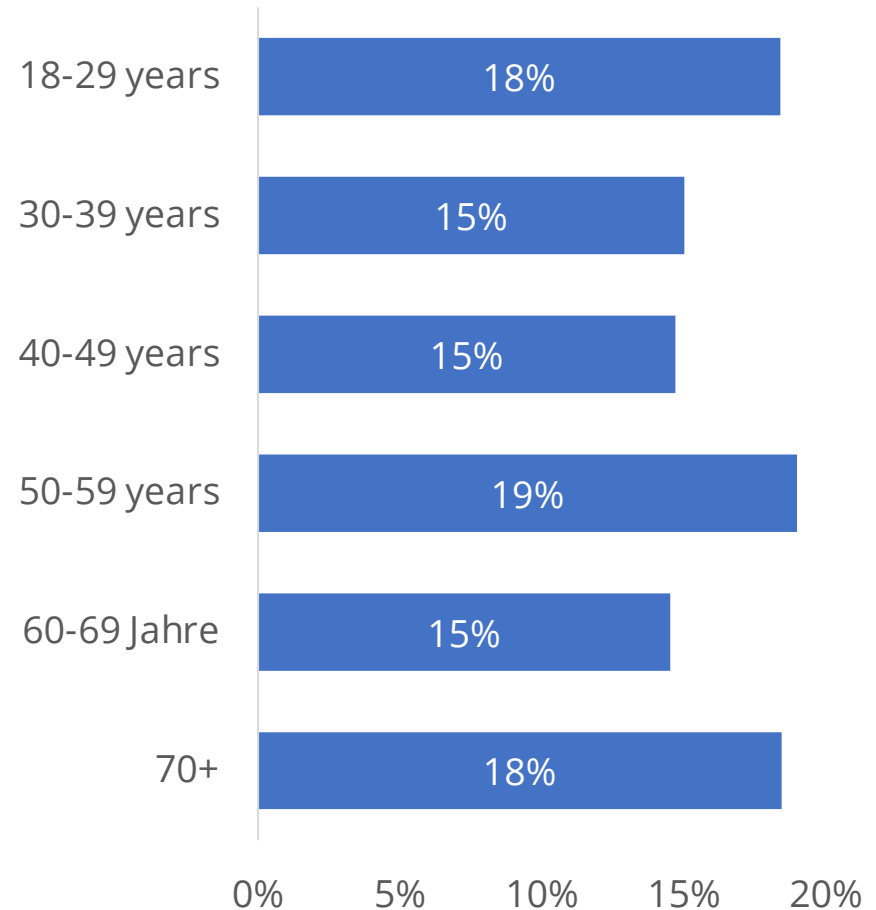


Demographic data of respondents

What is your gender? / How old are you? – Split of all participants



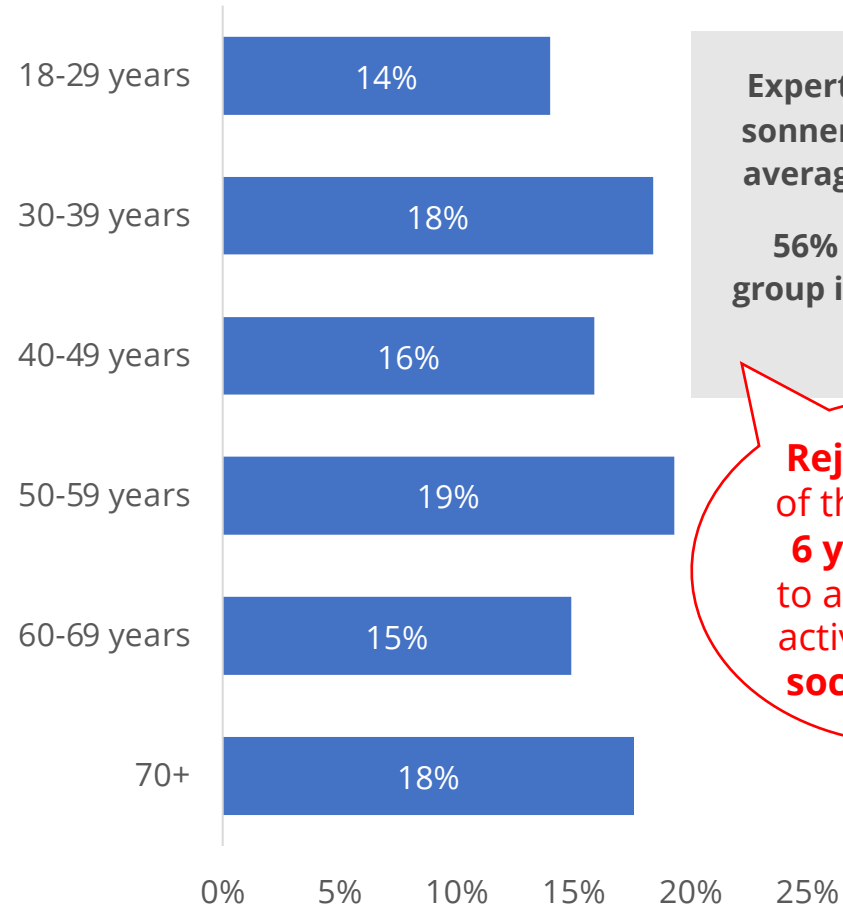
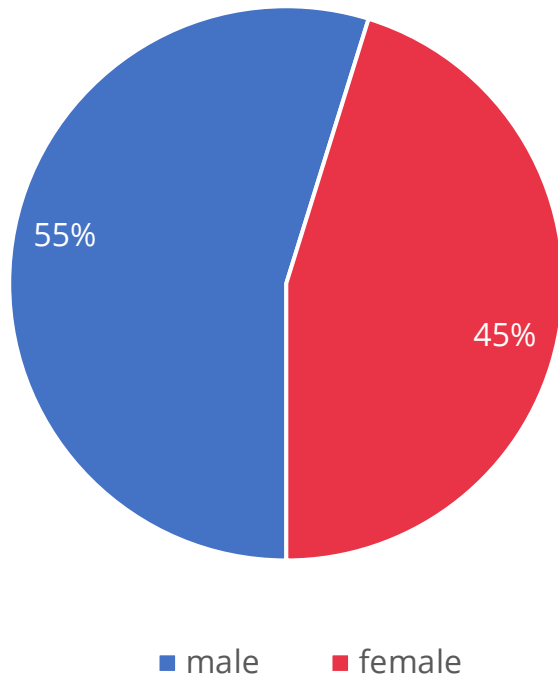
■ male ■ female



Base: 3,037

Demographic data of respondents

What is your gender? / How old are you? – ONLY sonnenklar.TV expert



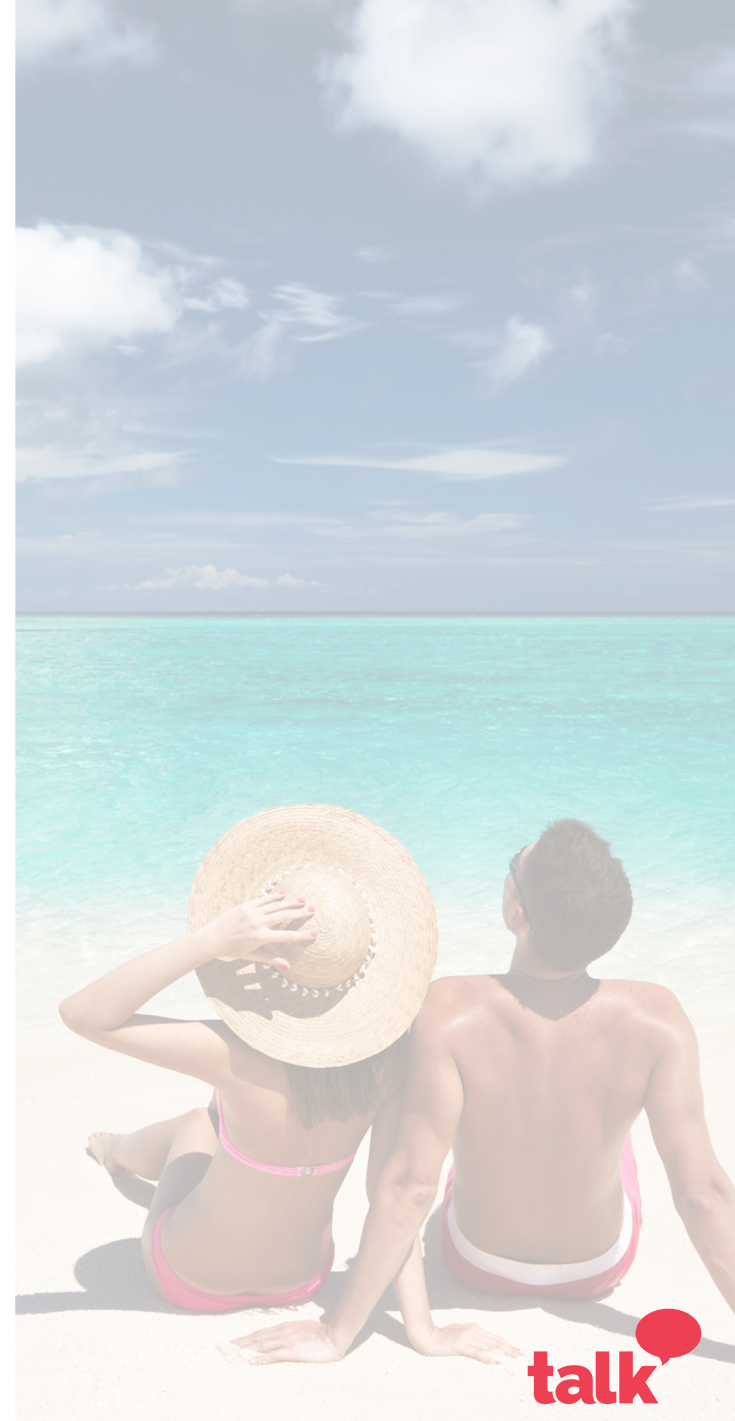
Experts of the brand sonnenklar.TV are on average 50 years old.

56% of the target group is older than 50 years.

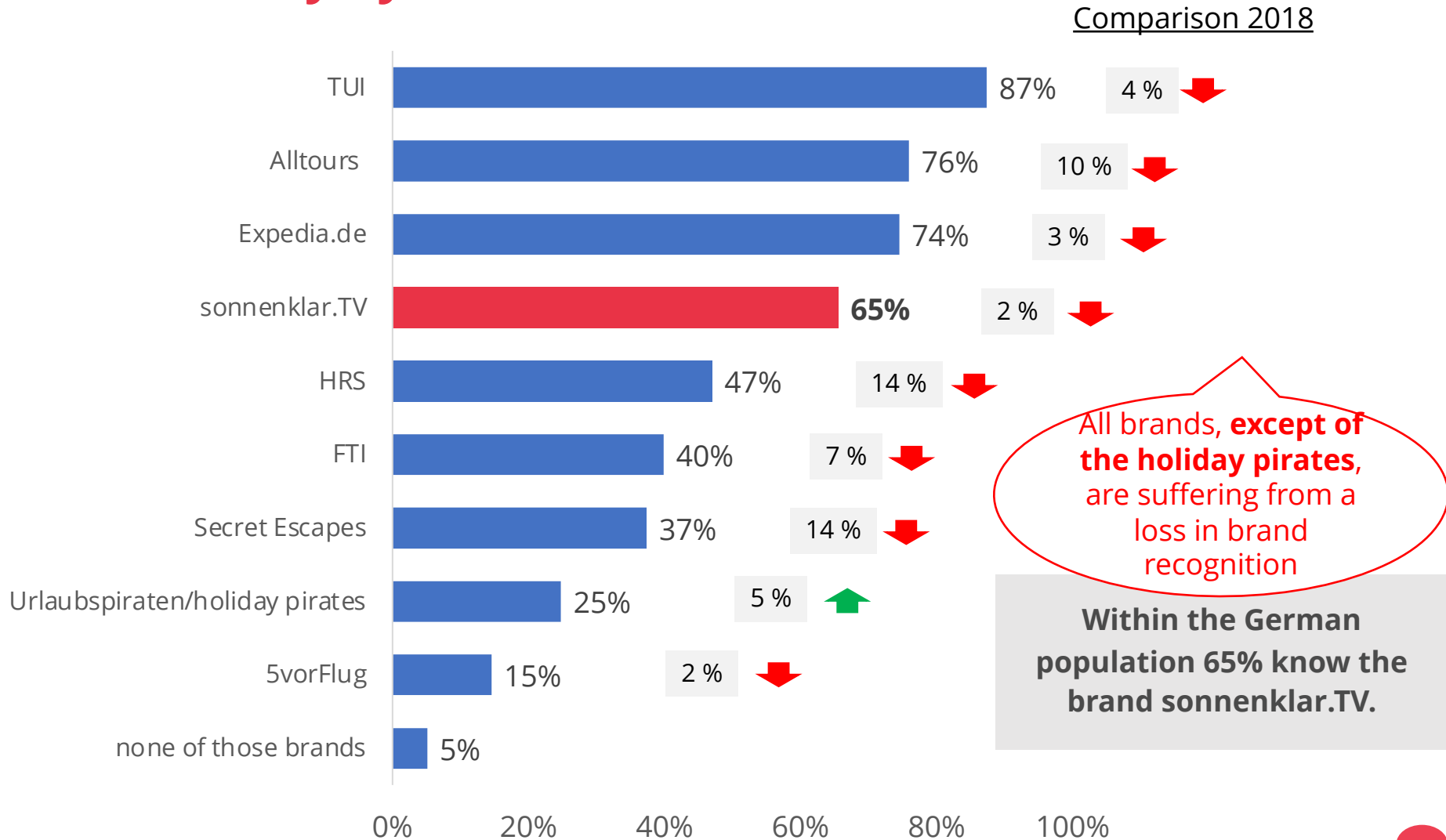
Rejuvenation of the brand by 6 years – due to an increased activity level on social media?

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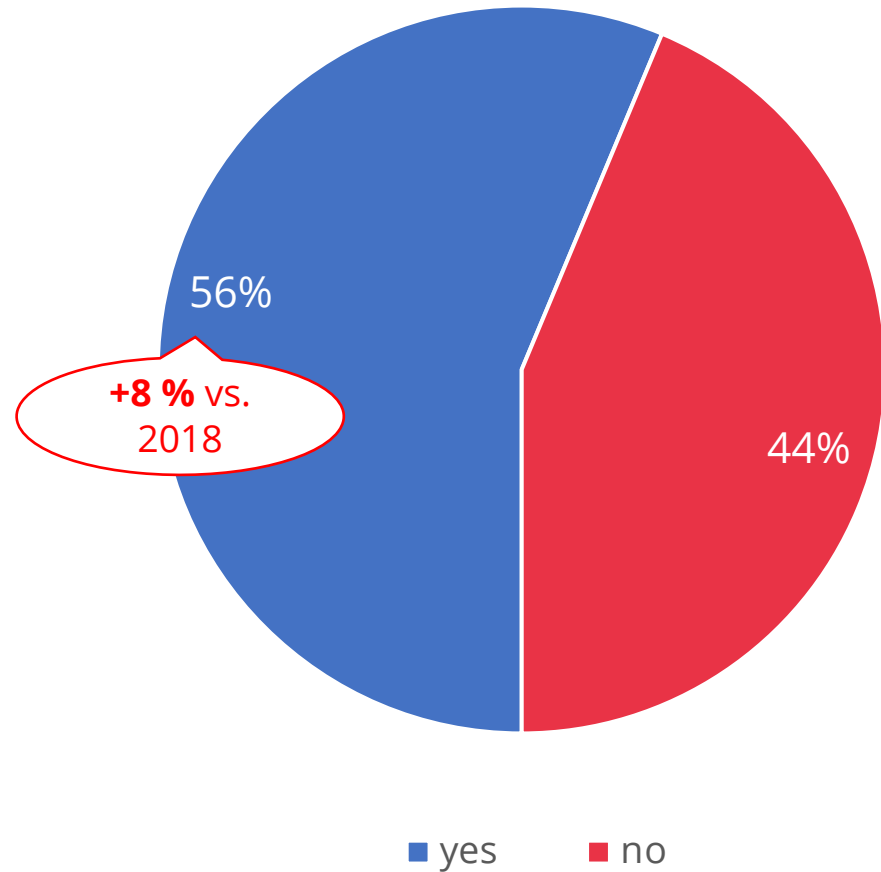


Which of the following travel brands do you know, even if only by name?



Did you ever watch the tv-channel sonnenklar.TV?

56% of the German population has watched the sonnenklar.TV channel.



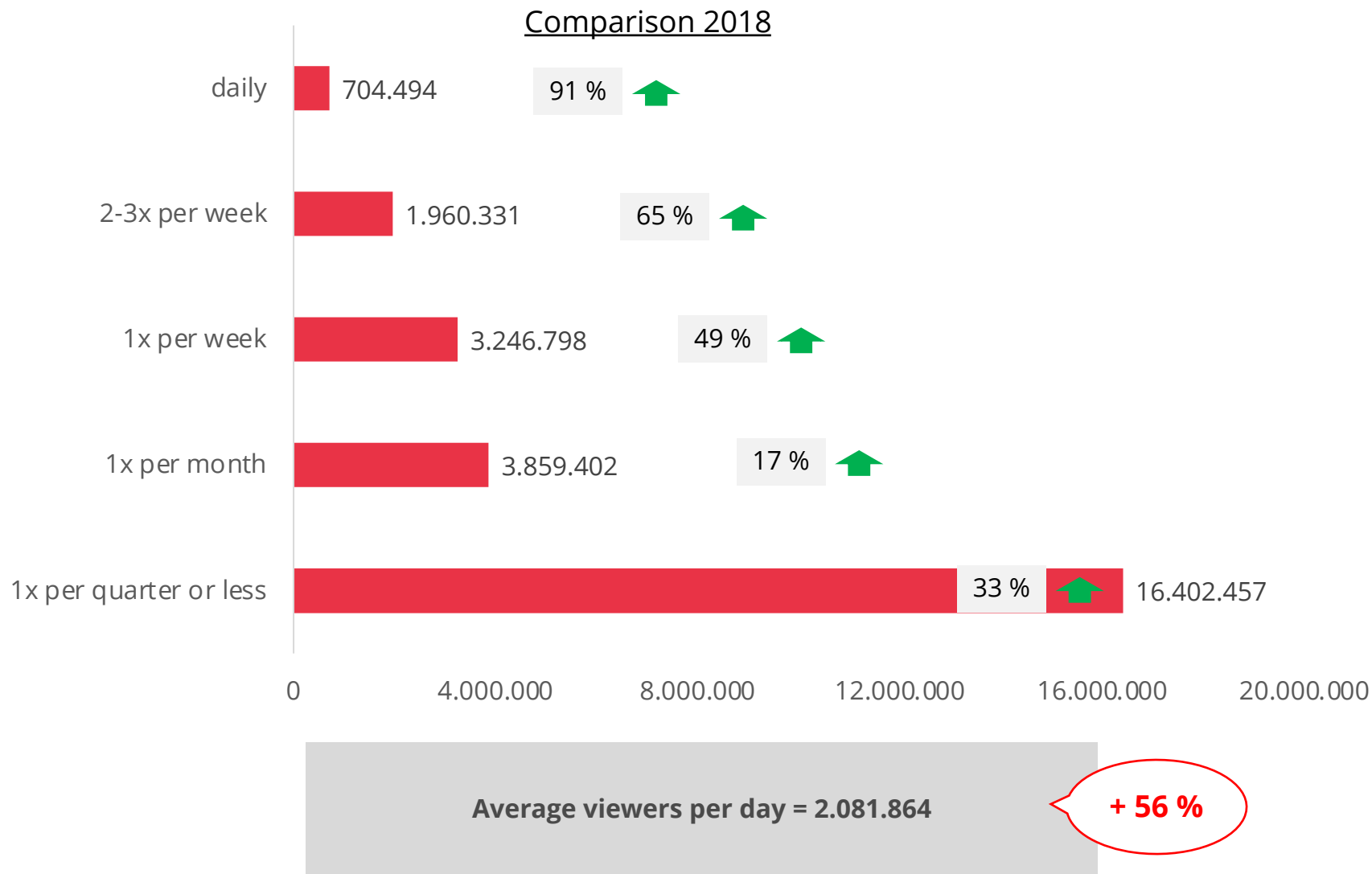
Viewing participation

Population-representative extrapolation

- The amount of 3,037 participants and the representative invitation process allows us to **extrapolate** to the German population.
- 70,976,047 Germans are older than 18 years. Thereof **65%** know the brand **sonnenklar.TV** (\cong 46,483,633 people).
- Of those 46.5 Mio., **56%** have (at one time or another) watched the tv-channel **sonnenklar.TV** (\cong 26,170,285).

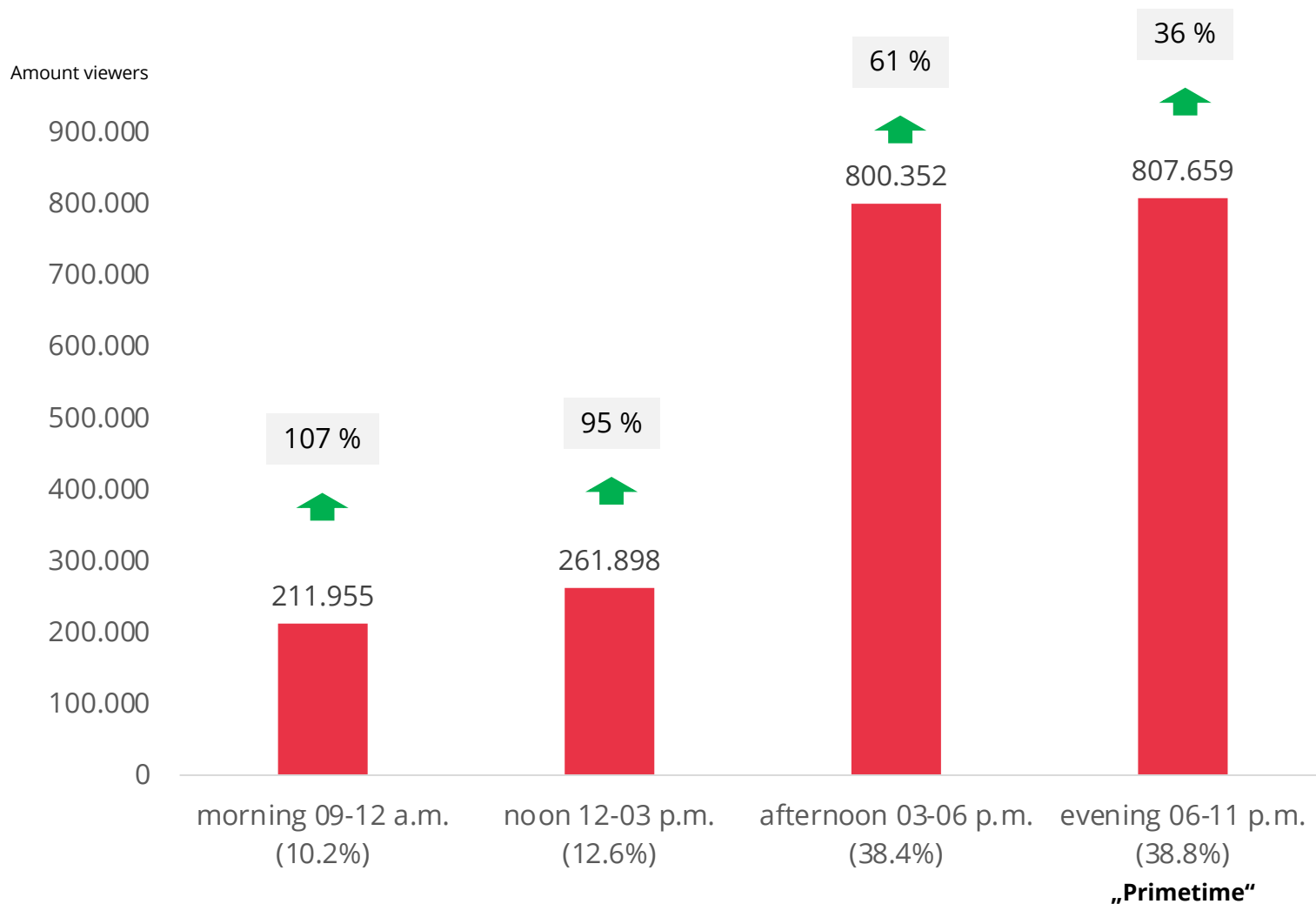


How often do you watch the channel sonnenklar.TV?



At what time do you mainly watch the channel sonnenklar.TV?

Monday to Sunday - Split of daily viewers

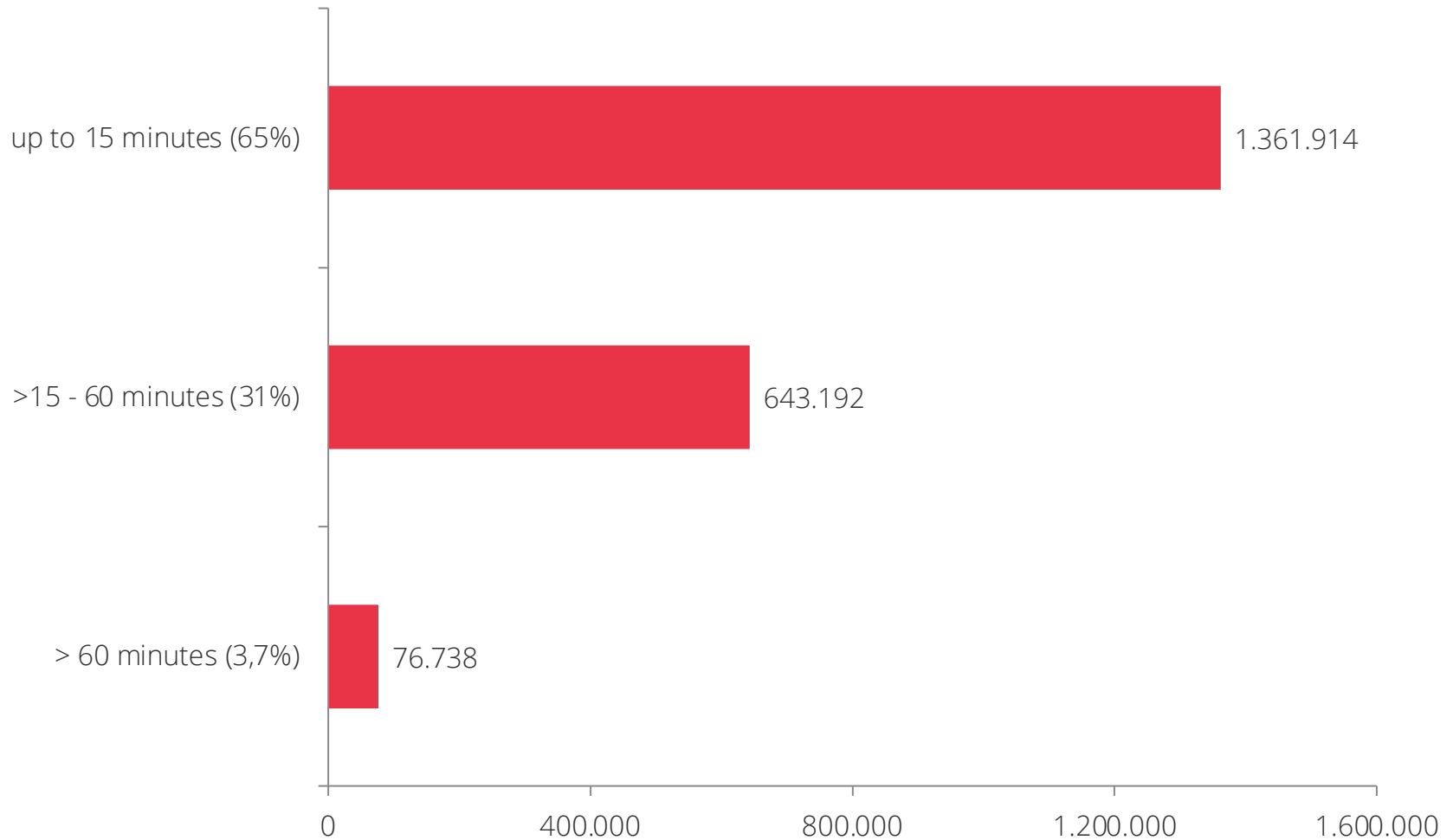


Base: population-representative extrapolation of all sonnenklar.TV viewers.
Viewers: \emptyset 2.08 mill. watch sonnenklar.TV daily

Comparison vs. 2018



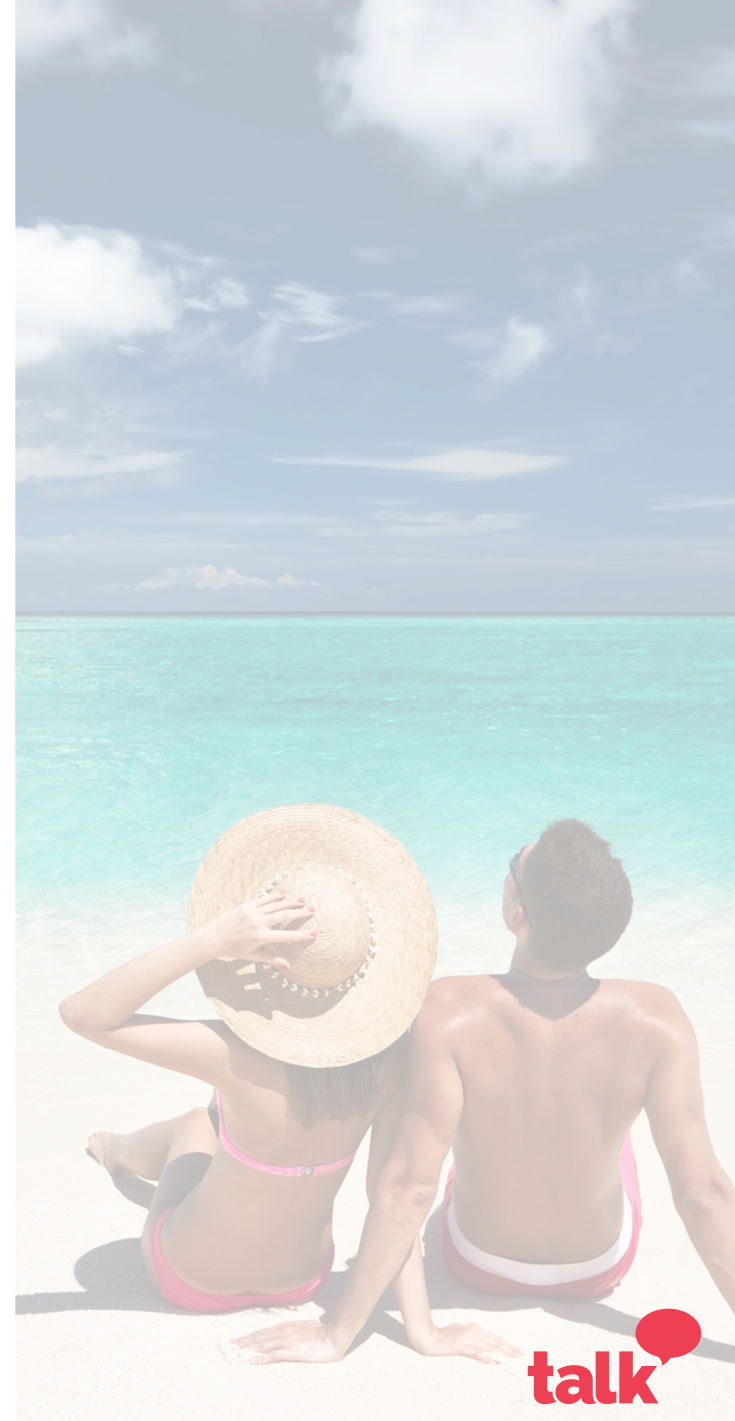
How long do you watch sonnenklar.TV on average?



Base: population-representative extrapolation of all sonnenklar.TV viewers.
Viewers: \emptyset 2.08 mill. watch sonnenklar.TV daily

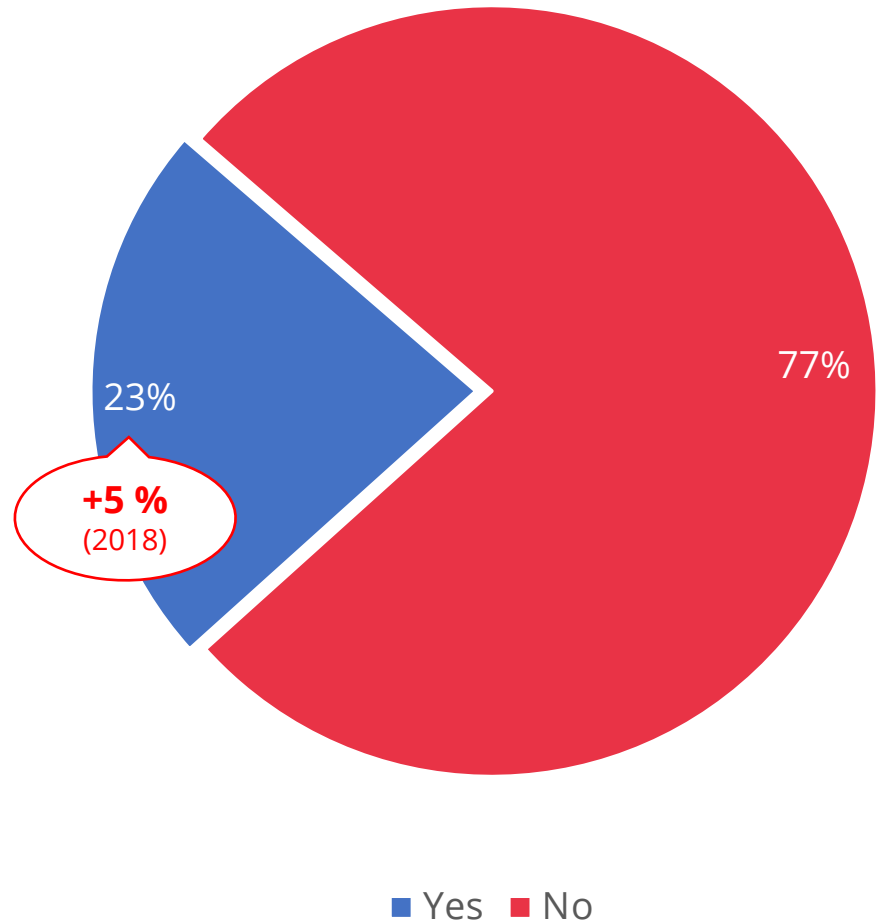
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Did you ever visit the website of sonnenklar.TV?

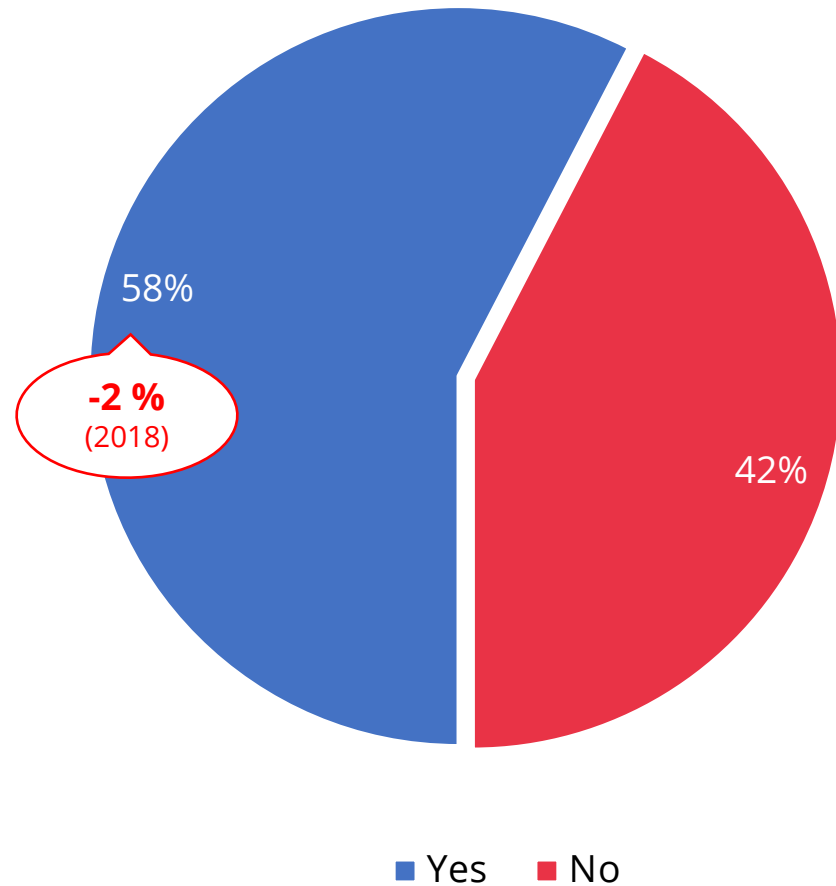
28% of men and 19% of women have already been on the website.



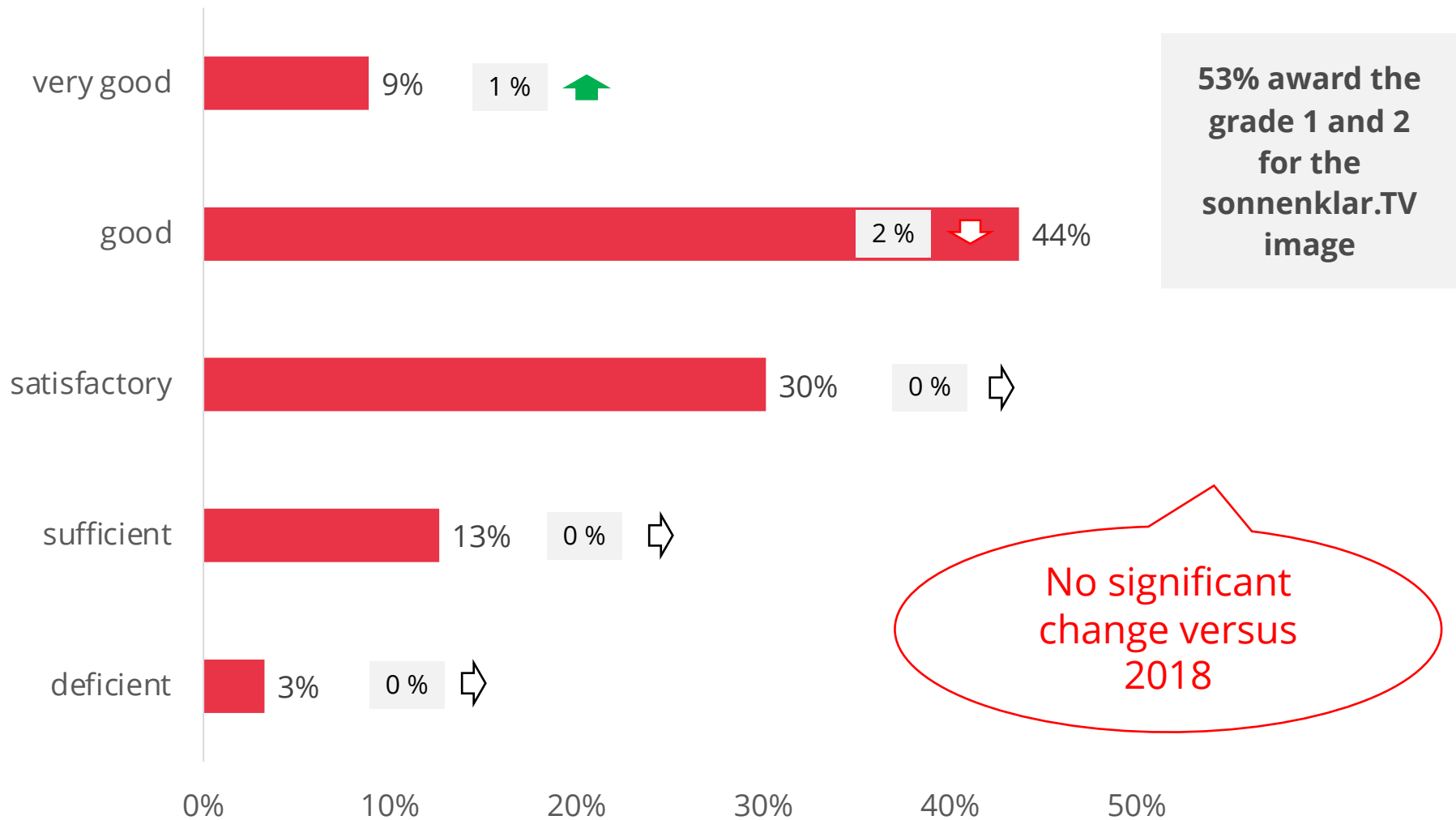
Would you book a trip with sonnenklar.TV?

58% of sonnenklar.TV connoisseurs can imagine booking a trip via sonnenklar.TV.

Covid-Impact:
More travel inspiration,
less booking relevance
(insecurity)



What is the image of the sonnenklar.TV travel brand?



Have you ever noticed advertising from sonnenklar.TV?

38% of respondents have already seen advertising from sonnenklar.TV

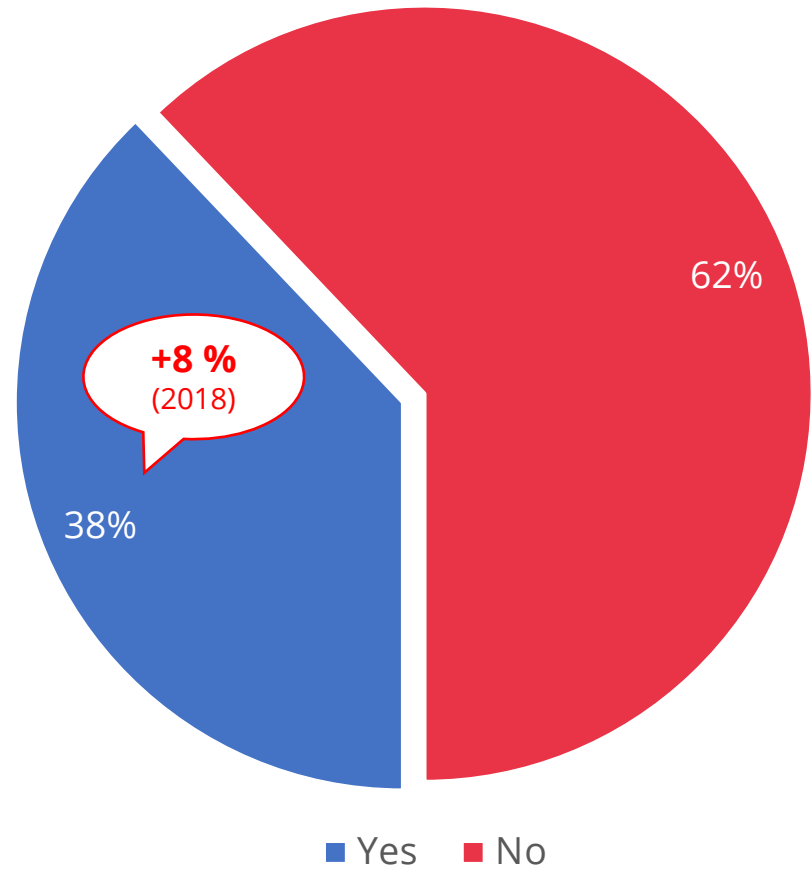
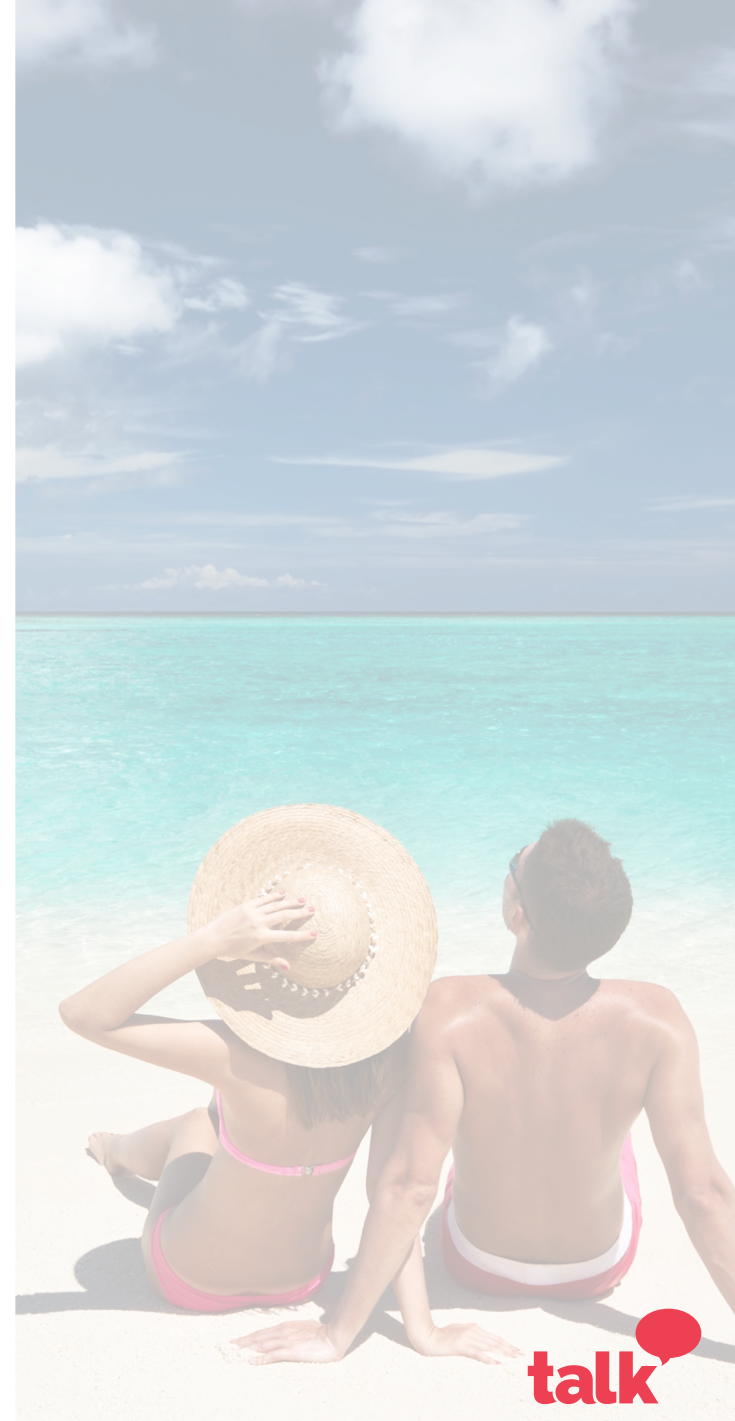


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Summary of the results

- **Awareness:** 65% of the German population knows sonnenklar.TV at least by name (- 2%). 56% have already watched the sonnenklar.TV station (+8%).
- **Viewing participation:** 23% watch the station at least once a week (+ 4%). Mostly for 15 minutes, and mostly in the late afternoon (3 - 6 p.m.) and evening (6 - 11 p.m.).
- **Image:** 58% of sonnenklar.TV connoisseurs could imagine booking with sonnenklar.TV (- 2%).
- **Advertisement:** The reach of advertising is 38% in the German population (+ 8%).

