Press release

AllMediaDesk publishes new study on online audio usage in Germany

Düsseldorf, 3 November 2026

Advertising platform AllMediaDesk has published the latest edition of its “Online Audio Test” study. The findings of the Online Audio Test 2026 reveal the leading providers in the online audio market. YouTube remains in first place.

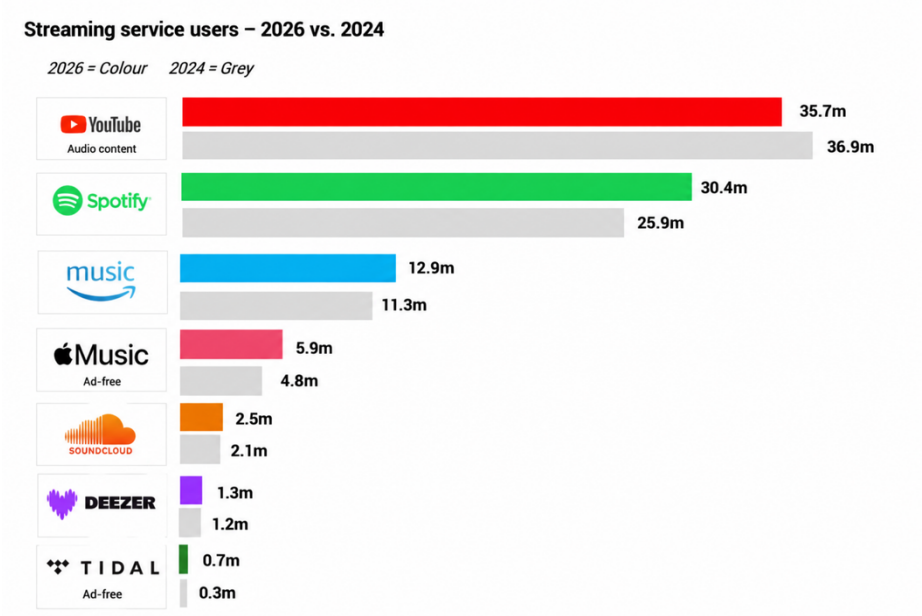
AllMediaDesk commissioned market research institute forsa to conduct the study. Using an online panel, forsa surveyed 8,878 people aged 14 and over in Germany. The previous edition of the Online Audio Test was published in 2024.

YouTube, Spotify and Amazon Music dominate Germany’s audio streaming market

In addition to online radio, the study specifically examined the use of audio streaming services. YouTube and Spotify remain the most widely used platforms.

YouTube remains the market leader, with 35.7 million people using the platform to listen to audio content each month. Although YouTube is primarily regarded as a video platform, it also offers audio-only content such as music mixes, songs and podcasts. Many people therefore use the platform to listen to audio content as well. The figures presented here relate exclusively to audio consumption.

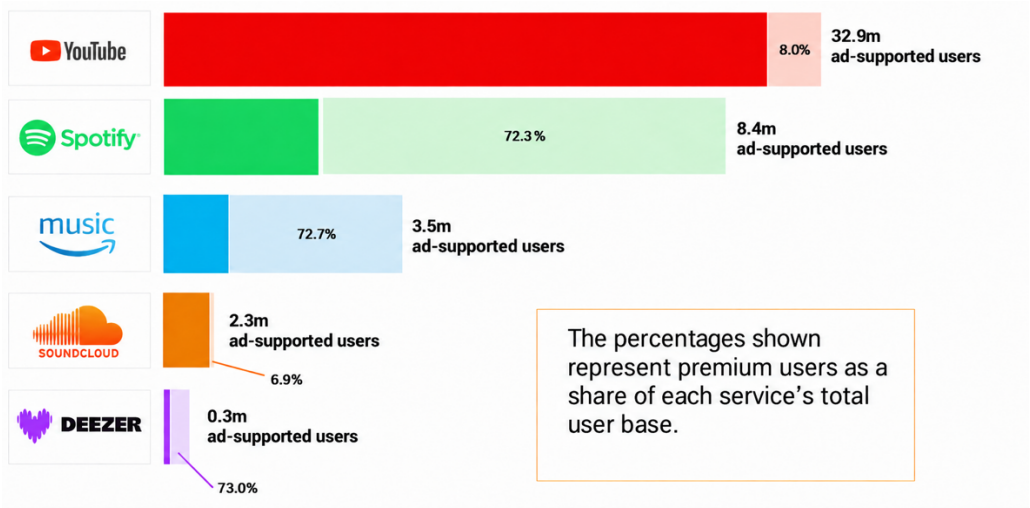
Spotify is narrowing the gap with YouTube, ranking second with 30.4 million monthly users. Amazon Music completes the top three streaming platforms used in Germany in 2026, with 12.9 million users:



YouTube remains the most relevant platform for advertisers

Among the platforms surveyed, YouTube remains the most important in 2026 for advertisers seeking to reach consumers in Germany through online audio advertising.

Most of the streaming services surveyed offer a paid, ad-free subscription. Looking solely at ad-supported services, YouTube has the greatest reach, with a potential audience of 32.9 million people:



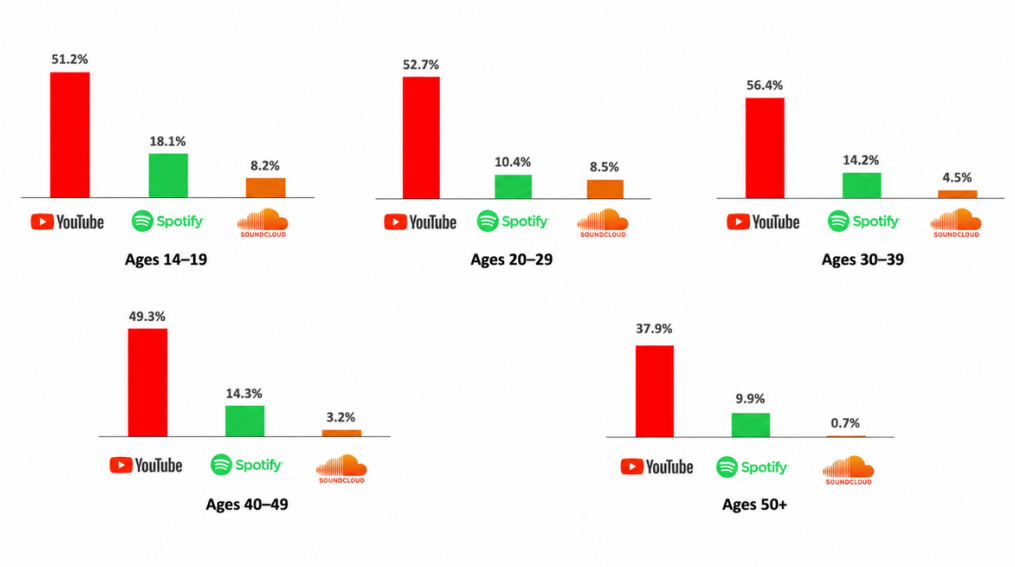
Commenting on the findings, Matthias Mroczkowski, Chief Sales Officer at AllMediaDesk, says: *"We continue to see the listening patterns identified in previous surveys: YouTube still accounts for the largest share of the audio streaming audience. The proportion of premium users who do not receive advertising also remains relatively small. Advertisers who leave YouTube out of an online audio campaign are missing out on a substantial part of the market."*

13 million people in Germany listen exclusively to online audio

The number of listeners who can be reached exclusively through online audio and no longer through FM radio also continues to grow. Some 13 million people reported listening exclusively to online audio over the previous two weeks. As many as 10.3 million reported listening only to online audio and no radio at all over the entire previous month. Both figures exceed the corresponding 2024 findings of 8.4 million and 6.1 million listeners respectively.

"The trends already evident in 2024 are continuing: audiences that can only be reached through online audio are growing steadily. For advertisers, this once again highlights the importance of including online audio services in media planning. This is essential if they are to engage these audiences and reach as much of their target audience as possible. Advertisers who rely solely on traditional radio are now limiting their overall potential listening audience," says Matthias Mroczkowski.

A breakdown by age group further reinforces this picture. Advertising on YouTube can reach almost 50% of Germany's population aged 14 to 49.

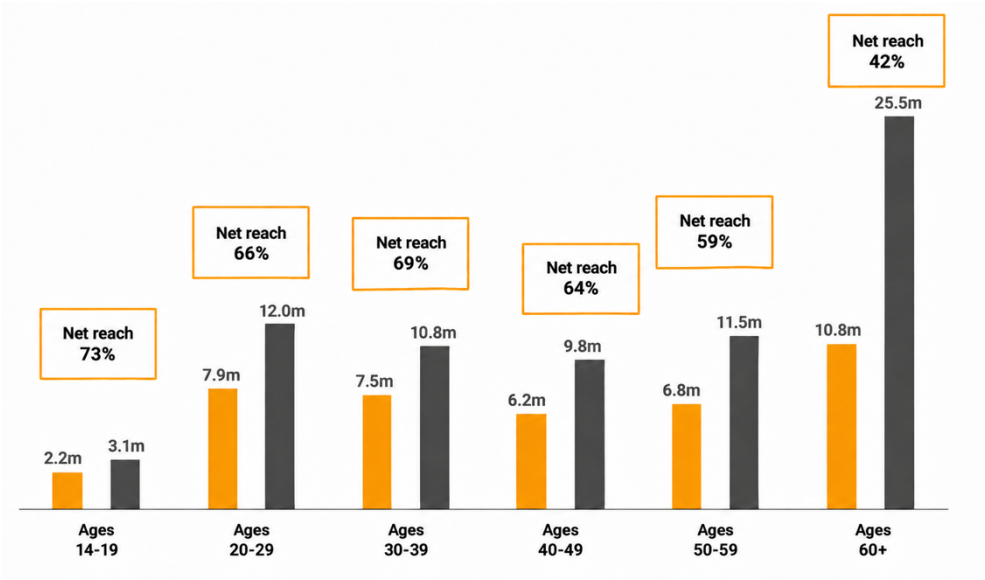


AllMediaDesk offers access to all major platforms and over 2,000 other online audio services

AllMediaDesk gives its clients access to advertising on all major streaming services, as well as more than 2,000 additional online audio platforms.

Through these online audio services, advertisers using AllMediaDesk can reach almost 57% of the German-speaking population living in Germany. This enables them to achieve greater reach than with most other providers.

Reach is particularly high among younger audiences, exceeding 60% in every age group between 14 and 49. AllMediaDesk's overall reach among older audiences has also increased. *"The study shows that our overall reach among people aged 60 and over has risen from 36% to 42%,"* says Matthias Mroczkowski. He adds: *"We are seeing a similar trend among higher-income households, where our reach has increased from 55% to 60%. This shows that online audio consumption is spreading across all age groups and audience segments, with growth extending well beyond younger listeners."*



The Chief Sales Officer also sees a shift in how online audio is used: *"A growing number of advertisers see online audio as more than a complement to traditional radio. More are using it as a medium in its own right. With unduplicated reach of between 64% and 73% among key advertising target audiences, online audio provides a strong foundation for this approach."*

About AllMediaDesk

AllMediaDesk operates a platform for planning and booking advertising campaigns. Agencies and advertisers can book a wide range of media through a single provider. In online audio, AllMediaDesk offers access to around 2,000 services. Clients can book campaigns directly through the self-service platform on its website or ask AllMediaDesk to develop a comprehensive media plan.