



Press Release

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Germany: Lena in top spot, at least on Web 2.0

GfK Panel Services analyzes internet use in Germany during the 2011 Eurovision Song Contest

Nuremberg, May 19, 2011 – With Germany abuzz with Eurovision fever, almost 14 million watched the final of the Eurovision Song Contest (ESC) on TV. During the Eurovision weekend, anyone missing the competition could catch up on what was happening on the social media pages. As an analysis of the GfK Media Efficiency Panel showed, YouTube led the search for information on Lena and her competitors, while Wikipedia was more frequently used than the Facebook pages of the ESC and the artists taking part.

Last Saturday, the whole of Germany was abuzz with excitement over the Eurovision Song Contest and the previous year's winner, Lena Meyer-Landrut. An average TV audience* of around 14 million made the event the TV highlight of the year. Although the 19-year old Hanoverian was unable to successfully defend her title, the level of interest in the event still remained high.

Many Germans latched onto the online social media offerings on Lena and her competitors. To assess the use made of such offerings, GfK carried out an analysis to define a series of Eurovision Song Contest touchpoints on Web 2.0. These included the official Facebook sites and MySpace profiles of the performers taking part, as well as Wikipedia entries, videos of the songs on YouTube and Twitter postings. The official website of the Eurovision Song Contest and live online transmissions of the event on offer were also analyzed, along with the relevant Google searches.

According to an analysis of the GfK Media Efficiency Panel, the official Eurovision Song Contest website had just under 650,000 hits. The candidates' music videos on YouTube gained an audience of around 280,000, while the official ESC media library was visited by nearly 190,000. Around 100,000 Germans consulted Wikipedia to check out background information on the contest and the performing artists. However, less use was made of the Facebook profile of the ESC and the artists taking part, with just 35,000 Germans visiting these sites. Social network MySpace, which used to be the

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The analysis

The analysis is based on the GfK Media Efficiency Panel, a unique single source approach which enables cross-media analysis of media efficiency. It uses electronic measurement of TV, online and purchasing data. Information on private internet use was gathered from 15,000 households in Germany, but excludes statements on internet use for work or professional purposes.

The analysis encompassed the following Web 2.0 touchpoint offerings: performers and official Eurovision Song Contest sites on facebook.com, myspace.com, twitter.com and video clips of the songs on YouTube.com. Also included were the relevant key search words on Google, Wikipedia entries relating to the performers and the official online website of the Eurovision Song Contest.

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