

# CHIP

Germany's biggest technology and consumer web portal

Comprehensible. Competent. Up-to-date.





**The IVW count is not affected by this! We can still continue to provide current figures on a monthly basis.**

## **Additional information on reach measurement:**

Following AGOF's transition to AGMA, reach measurement will no longer be continued as of April 2023.

### **What does this mean for the figures in 2023?**

AGMA is working intensively on the redevelopment of a reach study. From 2024 at the latest, a survey of reach data will again be possible on a regular basis. In the meantime, no new data will be available throughout the market.

**We will show the last official figures from 3/23 until further notice.**

# THIS IS CHIP

Germany's biggest technology and consumer web portal

Whether it's purchase advice, news, reviews, downloads or practical tips: We **provide our users with extensive, comprehensive and independent information and advice.**

As the **opinion leader among the 14 to 29-year-olds in Germany** we are ahead of other established media brands such as RTL, Bild and Netflix.

 **23.05m**  
Unique Users

 **102.29m**  
Page Impression

 **73.46m**  
Visits

 **24.5m**  
Video Ad Impression

## COMPREHENSIBLE.

No matter how complex the product, our explanation is easy to understand.

## COMPETENT.

As the longest-established German technology medium, we know what we are talking about.

## TECH-POSITIVE.

We are open-minded and optimistic about new technologies.

Sources: AGMA daily digital facts, march 2023, single month (march 2023), population: aged 16+; IVW 03/2023 (the ranking consists of both individual offers and offer combinations); metaview, video ad Impression incl. "Sound" PreRolls total inventory march 2023

# HIGH REACH ON ALL DEVICES

23.05m UU

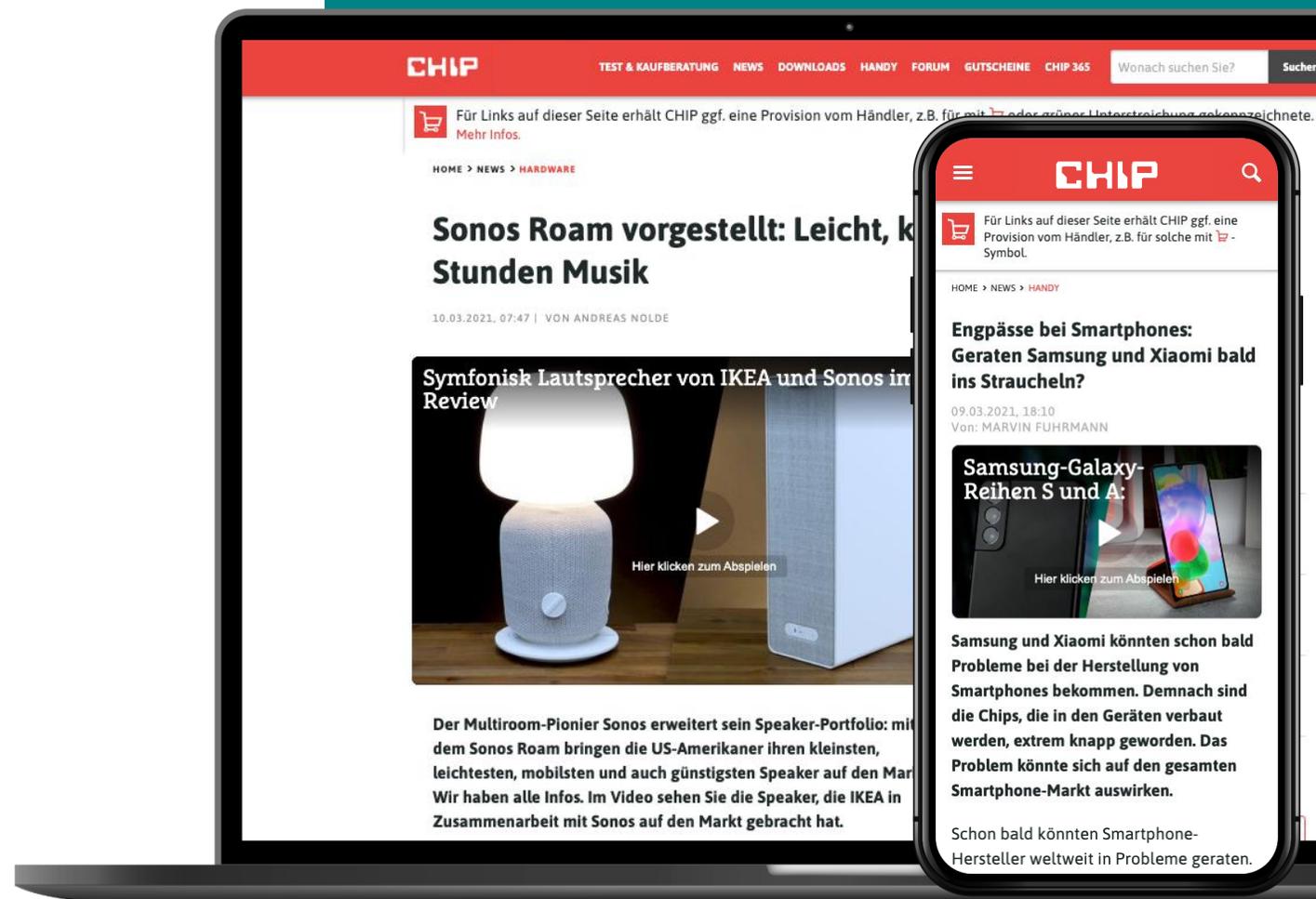
total digital reach

8.46m UU

digital reach

17.2m UU

mobile reach



# THIS IS CHIP – Mobile\*

Even CHIP mobile is Germany's biggest mobile technology and consumer portal

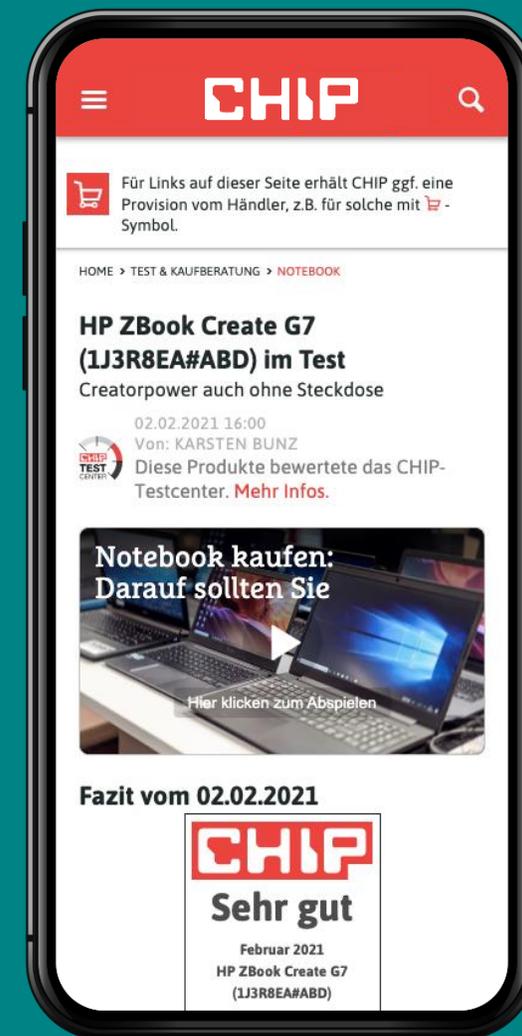
We also support our users on the go with the latest technology and consumer news and provide useful tips for a planned purchase or help pass the time. **We support our users in every situation** which also makes us **number 1 in the mobile environment**.

 **17.2m**  
Unique Users

 **71.36m**  
Page Impression

 **55.62m**  
Visits

 **17.2m\***  
Video Ad Impression



Sources: AGMA daily digital facts, march 2023, single month (march 2023), population: aged 16+; IVW 03/2023; video ad Impression incl. PreRolls Sources: metaview march 2023

\*mobile web and in-app traffic (is composed of: AMP, APP and Mobile Web Traffic)

# OUR USP'S

What our users love about our brand



## BRAND TRUST FOR 40 YEARS.

We are an established brand with **above-average user trust** and a positive reputation. Despite our age, **what we say matters**, especially among 14-29 year olds\*.



## TESTING COMPETENCE.

We publish **more than 1,000 independent product tests per year**, providing guidance to our users and **unique and objective purchase advice**. In fact, we do it to an extent that is unmatched by any other portal.



## POWER OF SEO.

We are committed to **supporting and advising all users**, which is why SEO is very important to us. As a result, we often rank **higher in search results** than the **manufacturers** of the products.

Sources: Media Diversity Monitor 2020: CHIP is the opinion leader in the 14-29 age segment, placing it ahead of Netflix or other renowned formats.

# Our users trust in our competence!

We are a top-of-mind brand in purchase decisions

Germans **need trustworthy and independent review sites** to help them navigate the e-commerce jungle. Compared to traditional review sites, we come second to none, **beating many other reputable review sites!**

CHIP is Stiftung Warentest's biggest competitor!

98.6 %



With **89.1% brand awareness**, **CHIP** currently ranks **second** among e-commerce brands in Germany in the customer journey phase "**product information**"!

89.1 % 

**CHIP** is ranked **ahead of well-known institutions** such as Ökotest, Testsieger.de and Testberichte.de.

81.3 % 



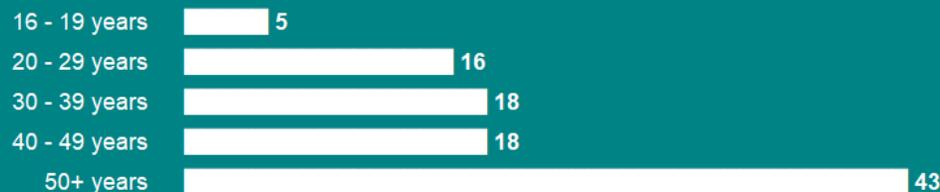
# SOCIODEMOGRAPHICS: THE CHIP-USER

## Proportion in %

### Gender



### Age



### Education



### Occupation



### Household net income



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# TARGET GROUP CHIP.DE



# CHIP.DE: FROM NERDY TO CONSUMER

Content for nerds, tech geeks and consumers

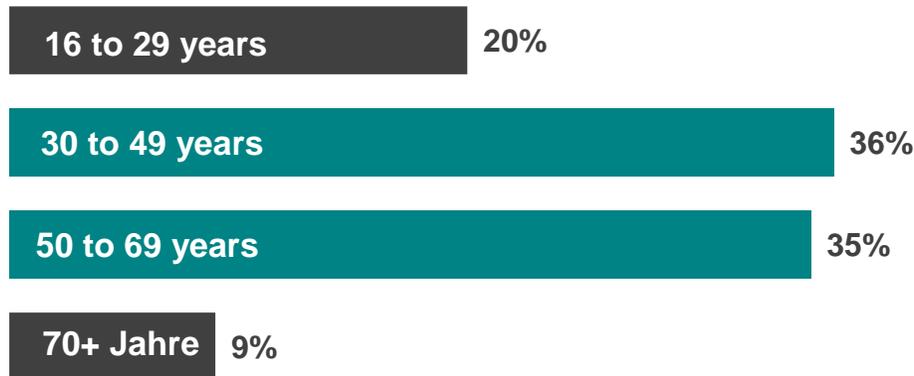
## Gender

CHIP.de is used almost **equally** by men as by women.



## Age

CHIP.de is popular **with all age groups**.



Basis: AGMA/ daily digital facts 2023-03, base: Use in the last 3 months, population 16+ (Onliner/ Mobile-WNK), figures in percent  
Best for Planning 2022 (Ø month), population 16+, figures in percent

household decision maker

89%

are decision-makers or co-decision-makers in the household.

income

53%

have a monthly household net income of over 3,000 euros.

education

46%

have a high school diploma or a university degree.

# LEISURE & BUYING BEHAVIOR

How CHIP.de users get through life



## This is important to them\*



## Buying behavior

- 71% read **test reports** before making major purchases (114)
- 68% use price **comparison platforms** before making major purchases (116)
- 66% like to try **new products** (109)

## Distinctive interests\*\*:



### sport and outdoor

- 34% jogging (121)
- 25% hiking (116)
- 21% fitness (125)



### creative

- 60% photography (117)
- 15% cinema (130)
- 13% museums (125)



### media

- 66% streaming (117)
- 29% podcasts (126)
- 21% audiobook (122)

## Attitude & affinities:

- 80% think it is important to be well dressed (102)
- 61% are interested in computers, notebooks, tablets (123)
- 46% are interested in streaming services (120)
- 46% interested in furniture and furnishings (107)
- 38% are interested in financial investments (109)

Basis: Best for Planning 2022 (Ø month), population 16+, figures in percent, index in brackets

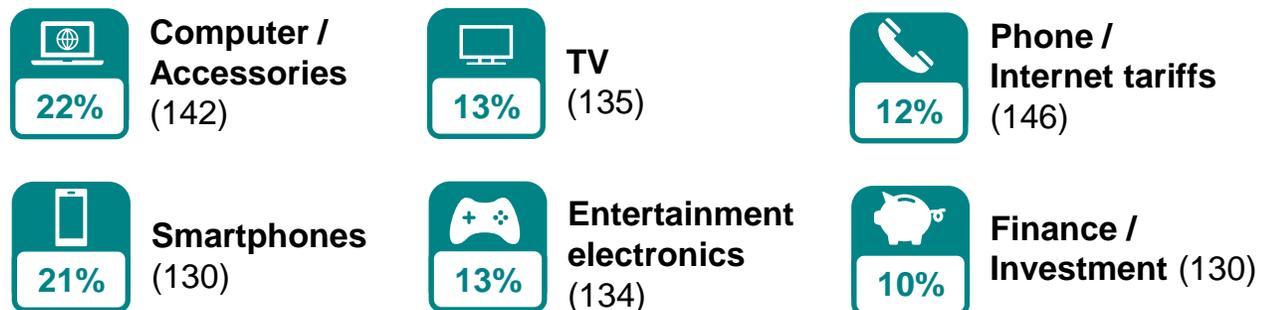
\*b4p Batterie: „Aspekte des Lebens: ... ist mir besonders wichtig.“

\*\*b4p Batterie „mache ich mind. einmal im Monat“

# INFLUENCE & BRAND LOYALTY

Just under three-quarters of CHIP.de users award the grade 1 or 2

## Are opinion leaders in\*



## What users particularly appreciate about CHIP.de:



Basis: Best for Planning 2022 (Ø month), population 16+, figures in percent  
 Markenmonitor BUNTE 2022; Basis: brand used in the last 3 months  
 \*\*"Werde öfters um Rat gefragt."

