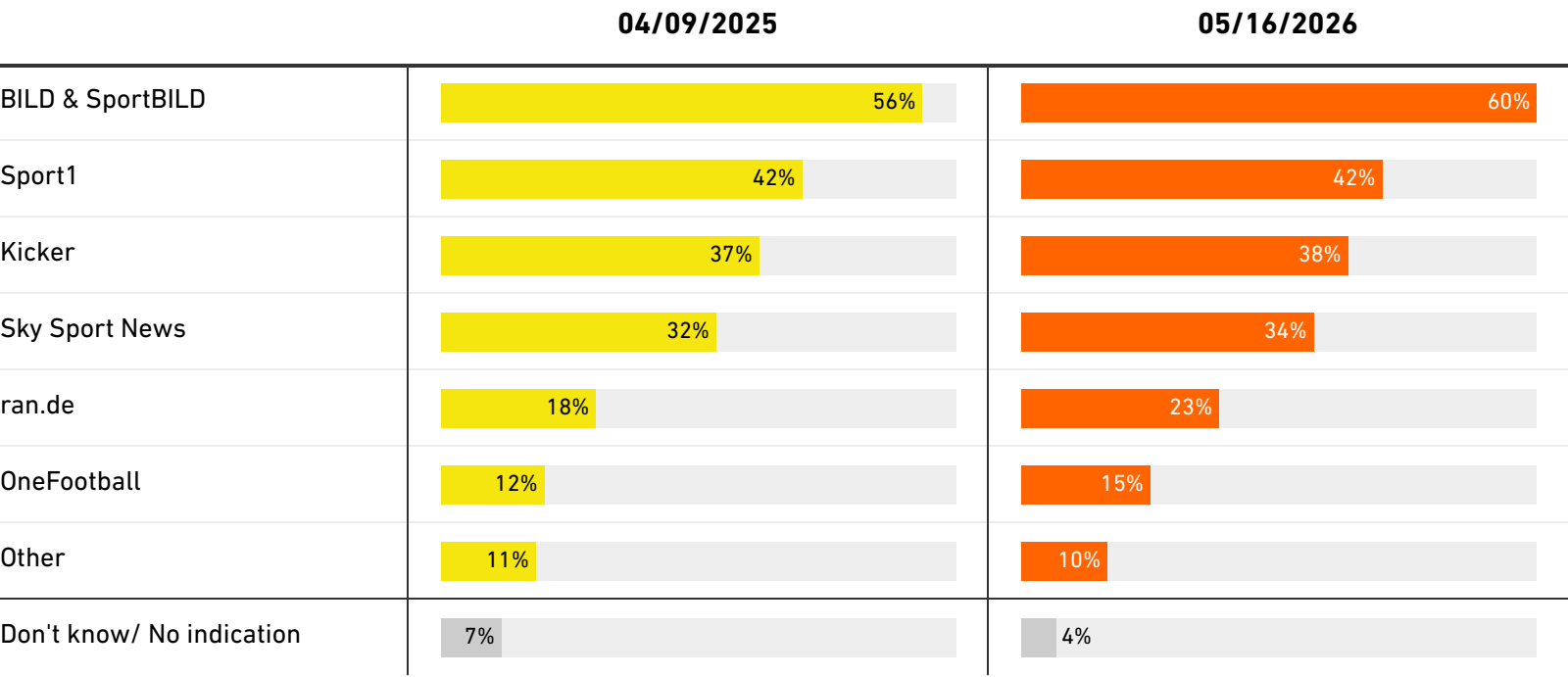
Usage of Information channels to follow the Bundesliga over time



Source: ONE8Y

Survey date: 04/09/2025 to 05/16/2026
Survey country: Germany
Sample: Total n=2,690 people interested in soccer (top 2 on 4-point scale), on 04/09/2025 (n=725) and on 05/16/2026 (n=1,968)
Question: Where do you get information about Bundesliga soccer news if you don't watch the matches live?