MPA

SURVEY RESEARCH · OCTOBER 2026

GERMANS OPPOSE GOVERNMENT'S PROPOSED INVESTMENT OBLIGATION ON STREAMERS, 70% CONCERNED IT WOULD INCREASE COSTS FOR CONSUMERS

Key findings from a nationwide survey of 1,000 German consumers

01 · FAVORABILITY

63% of Germans view international streaming services favorably, compared to 9% unfavorably.

63% view international streaming services favorably; just 9% view them unfavorably

28%	35%	26%	9%
Very favorable	Somewhat favorable	Neutral	Unfavorable

Under-45s and households earning over €72,000 are the most favorable.

02 · GERMAN CONTENT

Germans are satisfied with the amount of German content available to them across platforms and say international streaming services offer the right amount.

58% say international streaming services offer the right amount of German content



Right amount 58% Too little 17%
Too much 10% Not sure 15%

75% say the volume of German content has held steady or grown over the last decade; just 11% are unsatisfied with the selection.

03 · WHO DECIDES

Over three-quarters of Germans say streaming content should be driven by audiences, not government.

78% say audience demand should decide what German content international streamers make



Audience demand 78%
Government should have a say 15% Not sure 8%

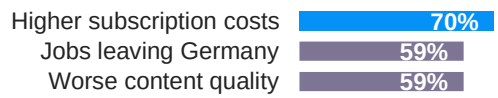
By a margin of more than five to one, Germans would leave content decisions to viewers rather than the federal government.

04 · INVESTMENT OBLIGATION

Twice as many Germans oppose the government's proposed investment obligation as support it, and 70% are concerned the investment obligation would raise costs for consumers.

2-to-1 40% oppose, 20% support, 34% neutral

Concerned the proposal could lead to…



Awareness is low: only 31% had heard anything about the proposal before taking the survey.

Methodology: Nationwide online survey of 1,000 German consumers, including 812 with international streaming subscriptions, conducted by FGS Global for the Motion Picture Association. Fielded October 13–17, 2026. Margin of error ±3.1 percentage points.