

07/04/2016 - Two out of three Internet users use Messenger

- Among the young as 82 percent use a short message service
- WhatsApp Messenger is the most popular in Germany
- Trend towards the integration of news and other services

Berlin, July 4, 2016

Short message services like WhatsApp, Facebook Messenger and iMessage Apple are an integral part of the personal communication of most people. According to a representative survey commissioned by the digital association Bitkom two thirds use (69 percent) of Internet users aged 14 and over in Germany a short message service. Especially popular are Messenger among the young. 82 percent of the 14- to 29-year-old Internet users and 81 percent of 30 to 49 years of use short message services. Among the 50- to 64-year-olds are 59 percent and even in the generation of 65-plus it's just over a quarter (28 percent). "Short message services enable fast, easy and inexpensive communication," says Bitkom chief executive Dr. Bernhard Rohleder. In addition to text messages, users can send photos and videos that transmit voice messages or phone calls. In addition, Messenger improve clarity: Unlike e-mail, users can for discussions in groups come together. Rohleder: "Messenger developing into multi-functional services. So they have already largely replaced the good old SMS. "In 2015, the number of SMS messages has decreased in Germany by 26 percent year on year to 16.6 billion. In the record year 2012, there were nearly 60 billion SMS. So they have already largely replaced the good old SMS. "In 2015, the number of SMS messages has decreased in Germany by 26 percent year on year to 16.6 billion. In the record year 2012, there were nearly 60 billion SMS. So they have already largely replaced the good old SMS. "In 2015, the number of SMS messages has decreased in Germany by 26 percent year on year to 16.6 billion. In the record year 2012, there were nearly 60 billion SMS.

According to the results of the survey is the most popular WhatsApp Messenger in Germany. Nearly two-thirds (63 percent) of Internet users have used in the past four weeks WhatsApp for sending short messages. By far Skype follow with 16 percent and Facebook Messenger with 15 percent. The short message service iMessage Apple took 9 percent and Google Hangouts 5 percent. The popular in the US, especially among youth service Snapchat is on sale in Germany at 2 percent in its infancy. With special security features equipped Messenger as threema, telegram or signal have not been successful in width so far. One reason is that the major carriers have increased the security of their Messenger in recent years significantly. So WhatsApp and iMessage protect the users' messages now with an end-to-end encryption. also plan to another provider similar functions.

In addition to personal communications Messenger are increasingly used as a source of information. Many publishers already send news to current events to users who have signed up for these services. In addition, other services are possible. With a messenger to flights or trains can be booked, order movie tickets or a taxi. Methodological note: The basis of the information is a representative survey, the Bitkom Research has conducted. While 1,023 internet users were interviewed over 14 years. The question was: "Which of the following short message services or Messenger apps you have used in the past four weeks?"

Source: <http://www.bitkom-research.de/Presse/Pressearchiv-2016/Zwei-von-drei-Internetnutzernverwenden-Messenger>