

Wettbewerbsanalyse: Apple vs. Samsung

Werbestatistik: 01.01.22 - 31.08.22

WA Brutto Samsung

108,73 Mio.€

WA Brutto

WA Brutto Apple

109,04 Mio.€

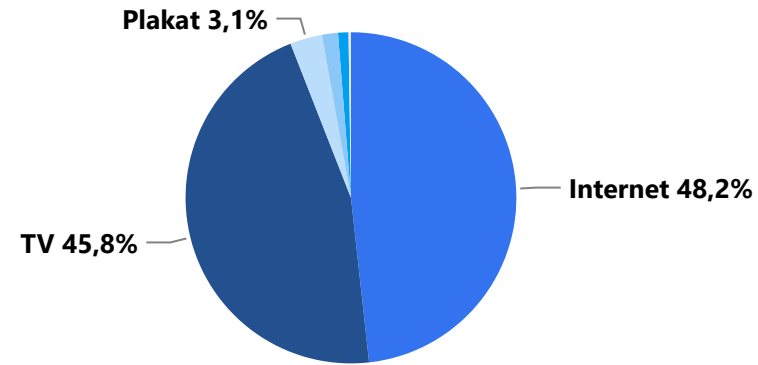
WA Brutto



Top 10 Produkte

| Produkt | WA Brutto | WA Brutto VJ | WA Brutto Diff. VJ |
|---------------------------|-------------|--------------|--------------------|
| Samsung Galaxy S22-Serie | 21,54 Mio.€ | | ↑ 21,54 Mio.€ |
| Apple Podcast | 19,18 Mio.€ | 1,11 Mio.€ | ↑ 18,07 Mio.€ |
| Samsung Image | 13,86 Mio.€ | 1,29 Mio.€ | ↑ 12,57 Mio.€ |
| Apple Range | 12,97 Mio.€ | 7,87 Mio.€ | ↑ 5,10 Mio.€ |
| Apple TV+ Streamingdienst | 10,33 Mio.€ | 9,52 Mio.€ | ↑ ,81 Mio.€ |
| Samsung Galaxy Image | 9,69 Mio.€ | | ↑ 9,69 Mio.€ |
| Samsung Galaxy Z Flip4 | 8,83 Mio.€ | | ↑ 8,83 Mio.€ |
| Apple Watch 7 Smartwatch | 7,60 Mio.€ | | ↑ 7,60 Mio.€ |
| iPad Air | 5,74 Mio.€ | | ↑ 5,74 Mio.€ |
| MacBook Air | 5,14 Mio.€ | | ↑ 5,14 Mio.€ |

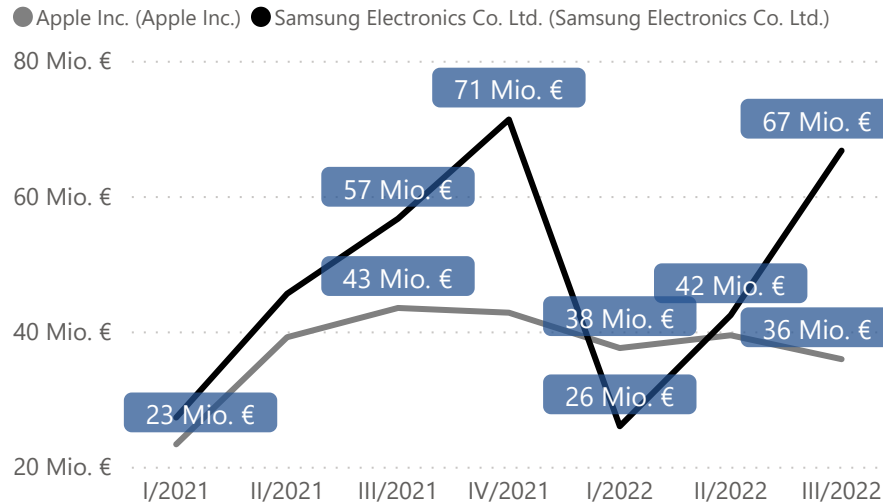
Mediensplit: Apple



Top Werbeträger

| | |
|-------------------|-------------|
| ProSieben | 41,35 Mio.€ |
| WWW.YOUTUBE.COM | 31,24 Mio.€ |
| RTL | 20,67 Mio.€ |
| Sat.1 | 19,24 Mio.€ |
| VOX | 11,15 Mio.€ |
| kabel eins | 11,03 Mio.€ |
| City-Light-Poster | 9,05 Mio.€ |
| Screens | 7,64 Mio.€ |
| PROSIEBEN.DE | 7,54 Mio.€ |

Werbeausgaben Q1 2021 - Q3 2022



Mediensplit: Samsung

