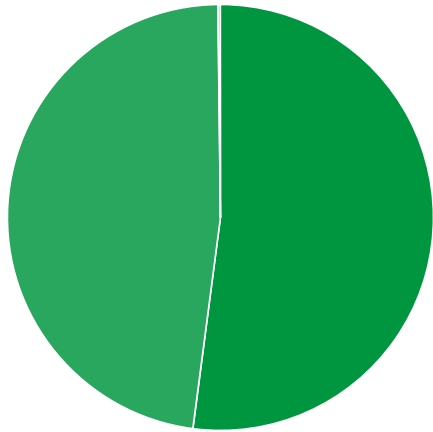




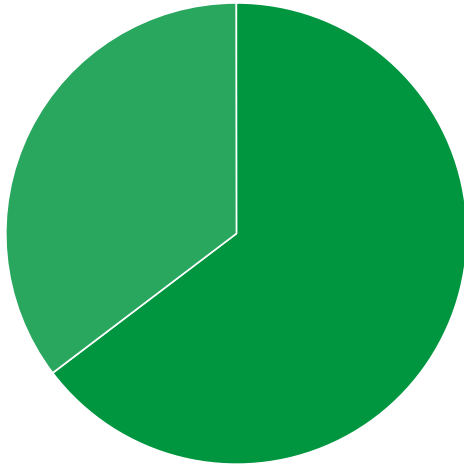
## Zusammensetzung der Digital-Angebote 2018 / 12

- Online-Angebote: 855 (52,07%)
- Mobile-Angebote : 784 (47,75%)
- Connected TV: 3 (0,18%)



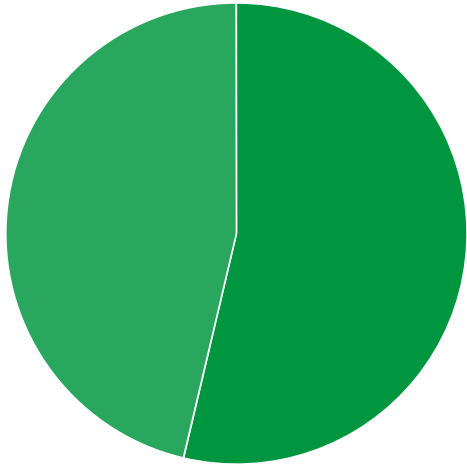
## Zusammensetzung der Online-Angebote 2018 / 12

- Single-Angebote: 553 (64,68%)
- Multi-Angebote: 302 (35,32%)



## Zusammensetzung der Mobile-Angebote 2018 / 12

- App-Angebote: 421 (53,70%)
- Mobile Enabled Websites: 363 (46,30%)



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**Quelle:** <https://www.ivw.eu/digital/chart/zusammensetzung-digital-angebote-2018-12-0>