



MEDIATRACK 2025

Insights from a Nationwide
Quantitative Study

April 2, 2026



MEDIATRACK 2025 IS THE RESULT OF A COLLABORATIVE EFFORT

- Commissioned by: Suspilne Ukraine with the support of the Swedish International Development Cooperation Agency (Sida), in partnership with MH Evolution and 1+1 media.
- Conducted by: Kantar, Ipsos, MZ Hub

Research method

CAWI

Sample size

4,500 interviews

Kantar: 3,300; Ipsos: 1,200

MZ Hub: segmentation was applied to the full sample.

Target population

Ukraine (18-70)

Residents of Ukraine aged 18–70, currently living in the country, including both urban and rural populations.

Quotas and Sampling

Nationally representative

The sample is nationally representative by gender, age, region, and type of settlement (urban/rural). Quotas were constructed based on official estimates from the Institute of Demography of the National Academy of Sciences of Ukraine (NASU) and the annual assessment conducted by the Kyiv International Institute of Sociology (KIIS) for the TV industry Technical Committee (2025). Using CATI, the level of migration and the socio-demographic structure of the population in non-occupied territories was assessed, including military personnel residing at their place of deployment.

Weighting: the data were weighted to ensure that the sample matched the population distribution by gender, age, region, and type of settlement (urban/rural), based on the same estimates used for quota construction.

Fieldwork period

Nov–Dec 2025



The study **covers** Ukrainians residing in government-controlled territories of Ukraine who have access to the Internet.

**Ukrainians aged
18–70 residing in
Ukraine**

21.4 million

**Of these, 50% live in settlements with a
population of less than 50,000**

The study **doesn't cover** the following groups:

Residents of
frontline
areas

Children under
18 years old
5.2 million

Military
personnel
in combat
zones

People aged
71+
3.3 million

TOT and Crimea
4.7 million

Ukrainians
living abroad
6.2 million

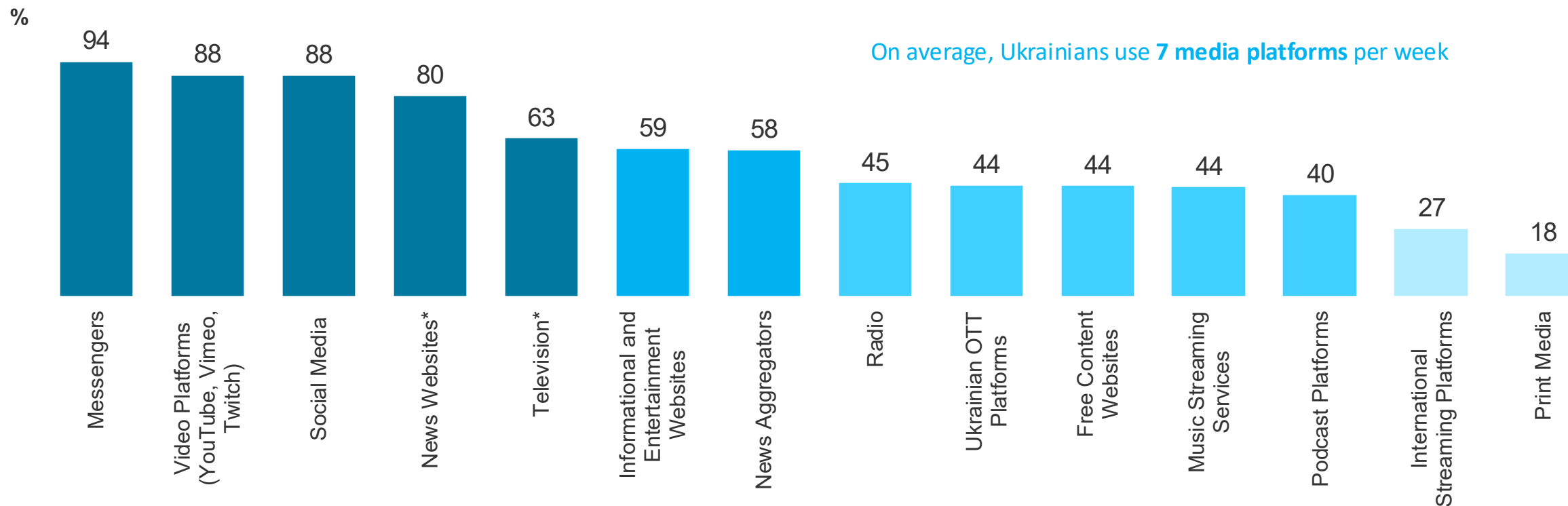
CONTENTS

- Media Menu
- Digital Platforms
- Television & OTT / VOD
- Radio
- Segmentation

Media Menu

Weekly Media Usage

Ukrainians consume content mostly via messengers (94%), social media (88%), and video platforms (88%), confirming the dominance of digital channels. Television (63%) ranks among the top five media sources. International streaming services (27%) remain niche.



Base: All respondents, n = 4,500

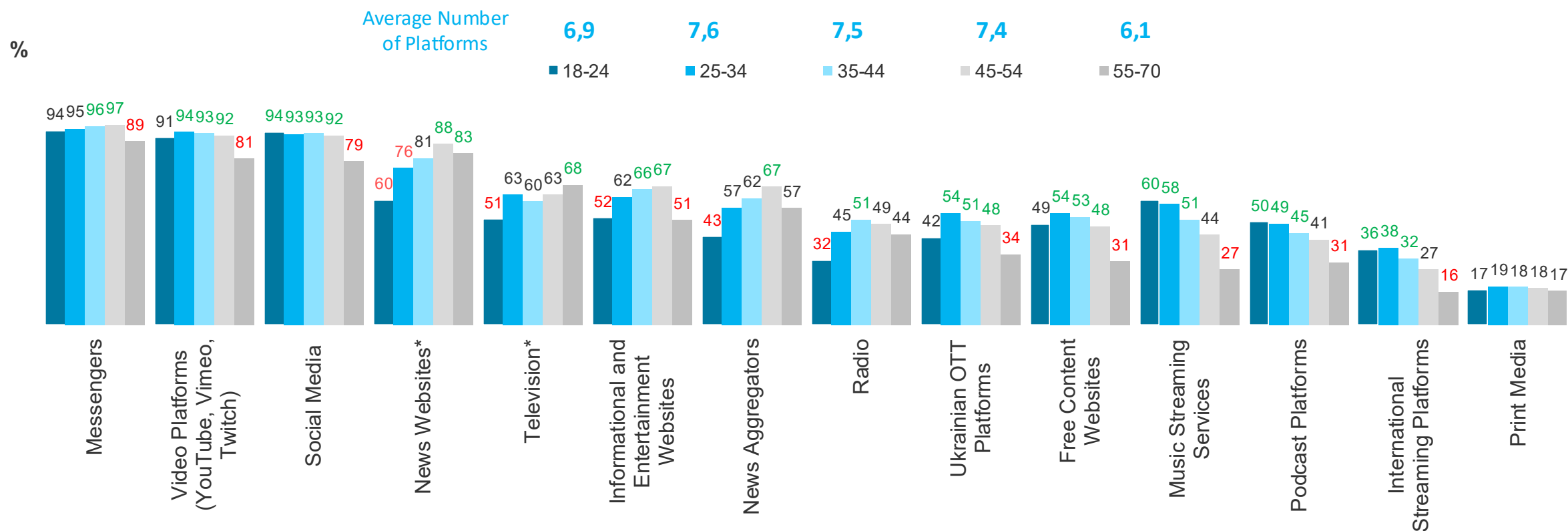
Multiple-response question: How often do you watch, read, or listen to content via the following media sources?

*The question on news websites was asked separately in a different section of the questionnaire.

*Television refers to broadcast, cable, satellite TV, and TV content on OTT platforms.

Weekly Media Usage: Age Groups

People aged 25–44 use a wider range of media platforms (an average of 7.6 platforms). Young adults are less engaged with news, television, and radio, and prefer modern formats such as streaming services, podcasts, and music platforms.



Base: All respondents, n = 4,500

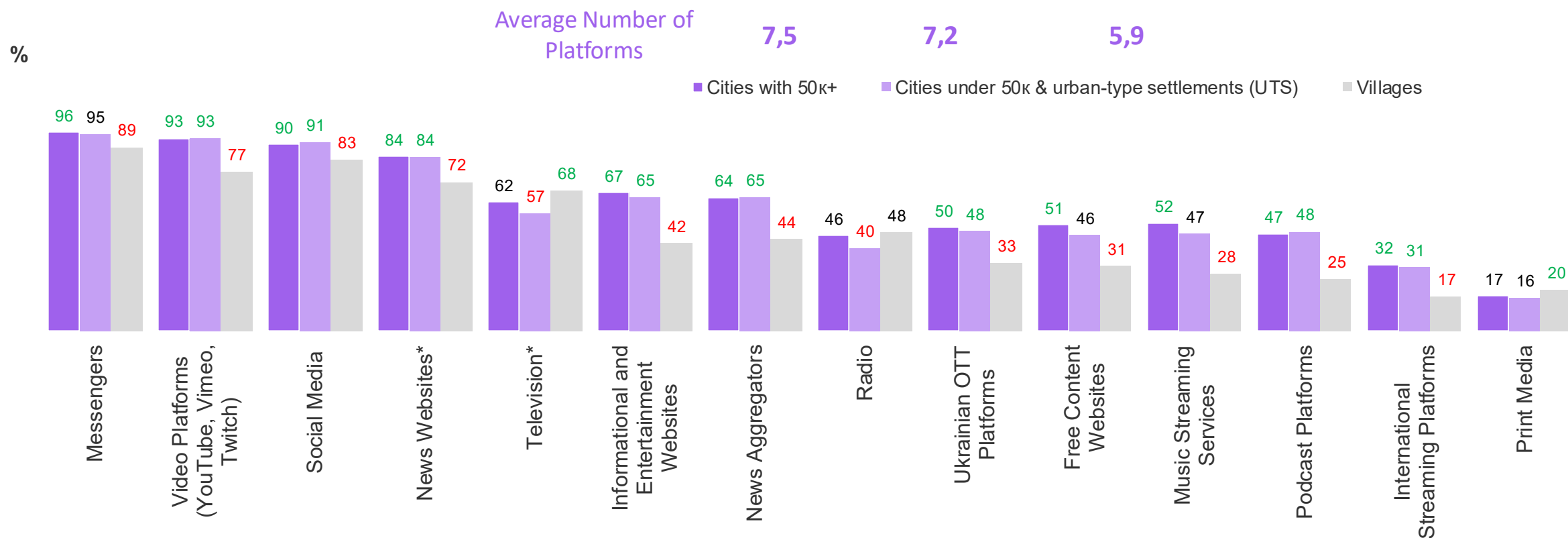
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Weekly Media Usage: Settlement Type

Ukrainians in large and small cities have similar media preferences, with the exception that residents of larger cities use music streaming services and free content websites more frequently.



Base: All respondents, n = 4,500

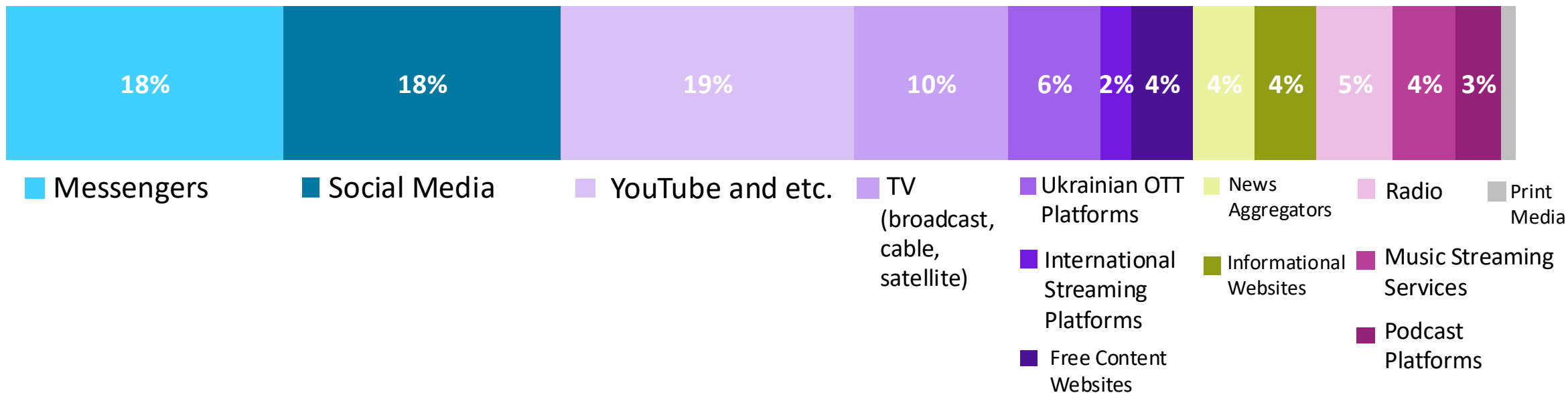
Multiple-response question: How often do you watch, read, or listen to content via the following media sources?

*The question on news websites was asked separately in a different section of the questionnaire.

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How Ukrainians Allocate Their Time Across Media Sources During the Week (Self-Reported)

YouTube, messengers, and social media account for 55% of total media consumption time. An additional 16% is spent on television and Ukrainian OTT services.



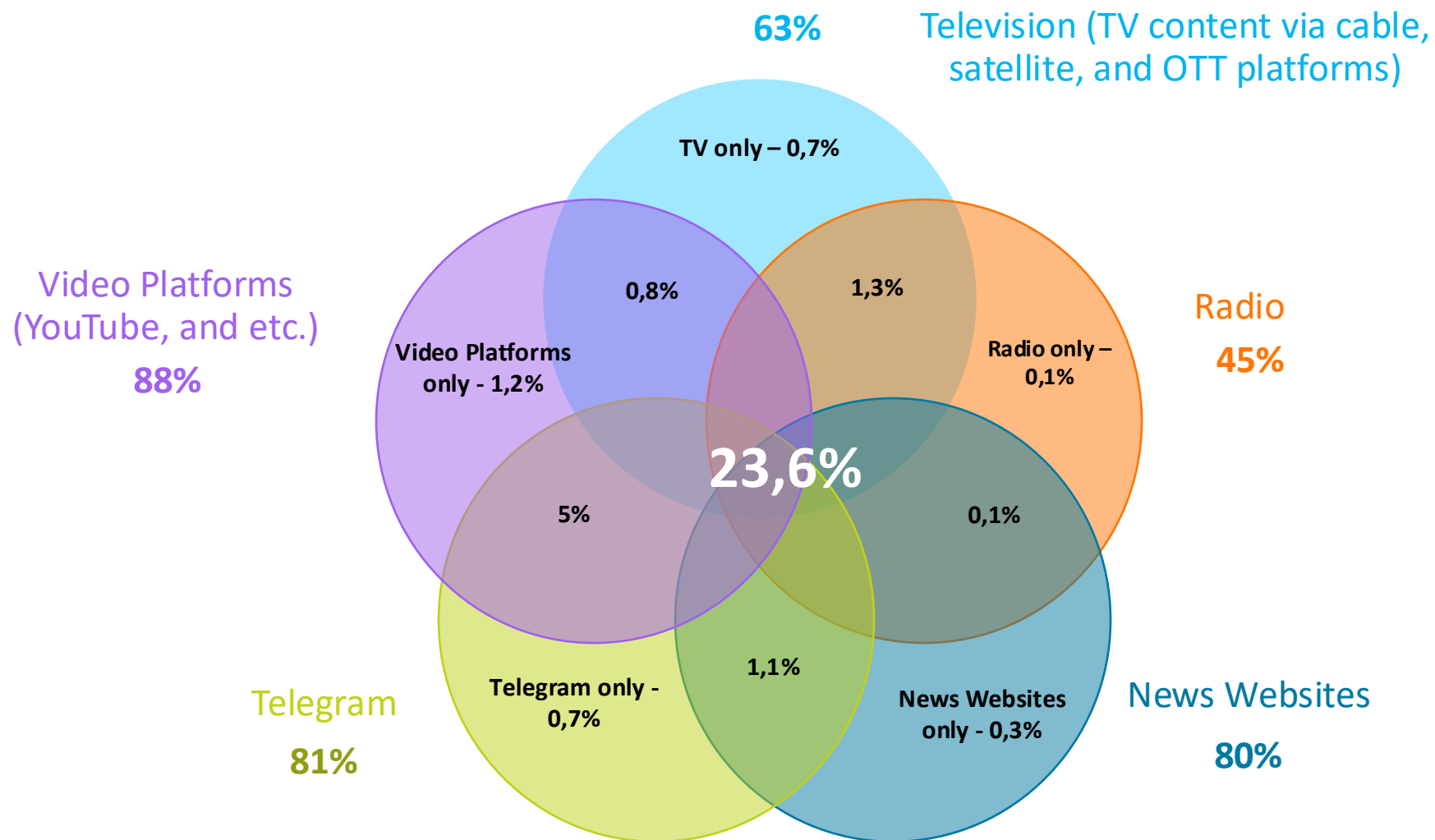
Base: All respondents, n = 4,500

Question: Thinking about all the time you spend watching or listening to media during the week, approximately what percentage of your time is spent on each of the following sources?

*The question on news websites was asked separately in a different section of the questionnaire.

*Television refers to broadcast, cable, satellite TV, and TV content on OTT platforms.

Cross-Platform Usage Among the Ukrainian Population (18-70)

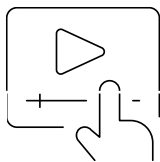


Base: All respondents, n = 4,500

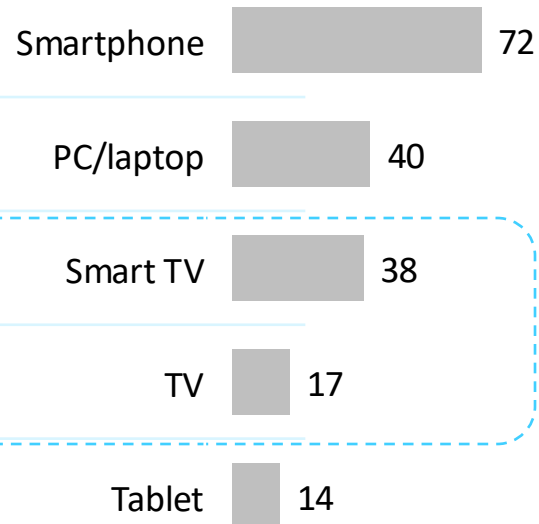
Question: How often do you watch, read, or listen to content via the following media sources?

Devices for Watching Video and Listening to Audio

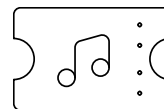
The smartphone is the primary device for watching video and listening to audio, while the tablet is used the least.



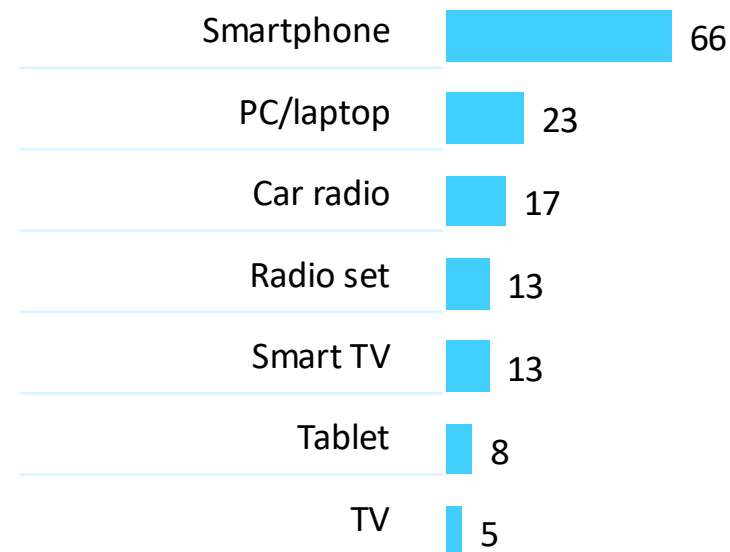
Video Viewing Devices, %



52% watch video on a television
(standard or Smart TV)



Audio Listening Devices, %



8% don't listen to any audio content

Base: All respondents, n = 4,500

Multiple-response question: Which devices do you usually use to watch video content? Which devices do you usually use to listen to audio content (radio, music, podcasts, audiobooks, etc.)?

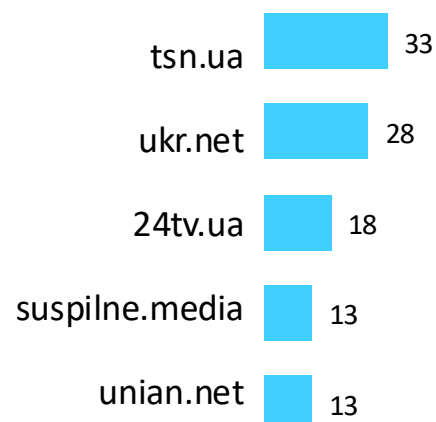
Top 5 Resources by **Weekly Usage** on Each Platform



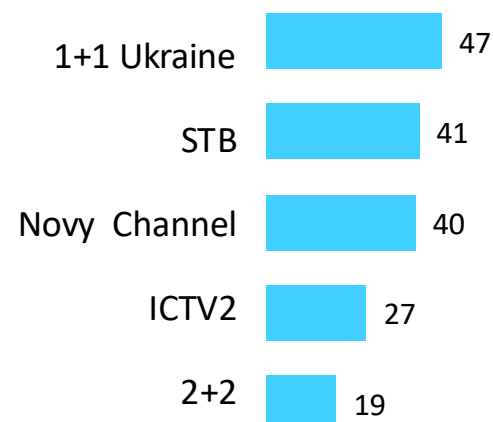
News Telegram Channels, %



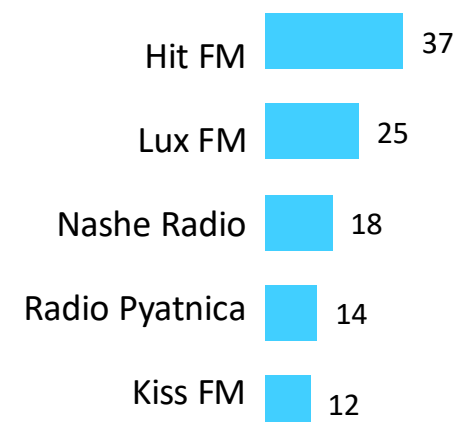
News Websites, %



TV Channels, %



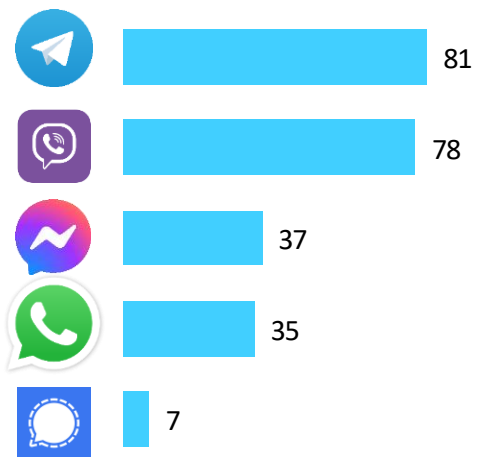
Radio Stations, %



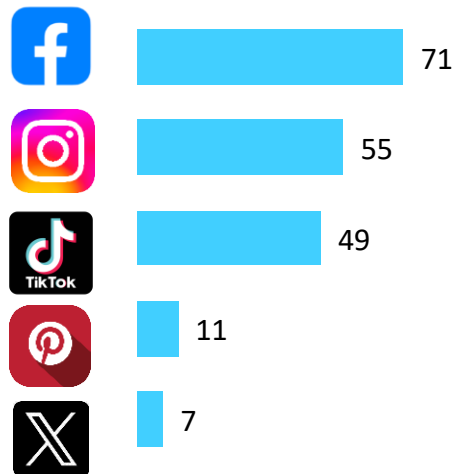
Top 5 Resources by **Weekly Usage** on Each Platform



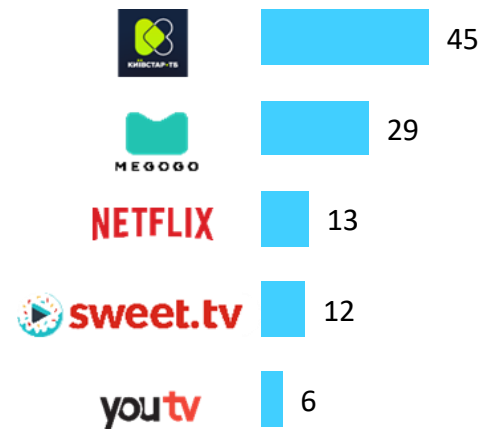
Messengers, %



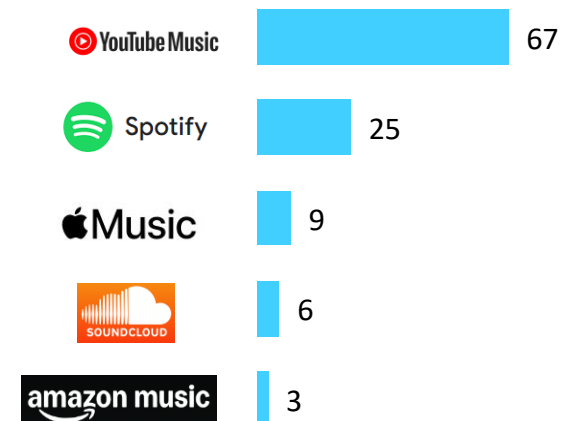
Social Media, %

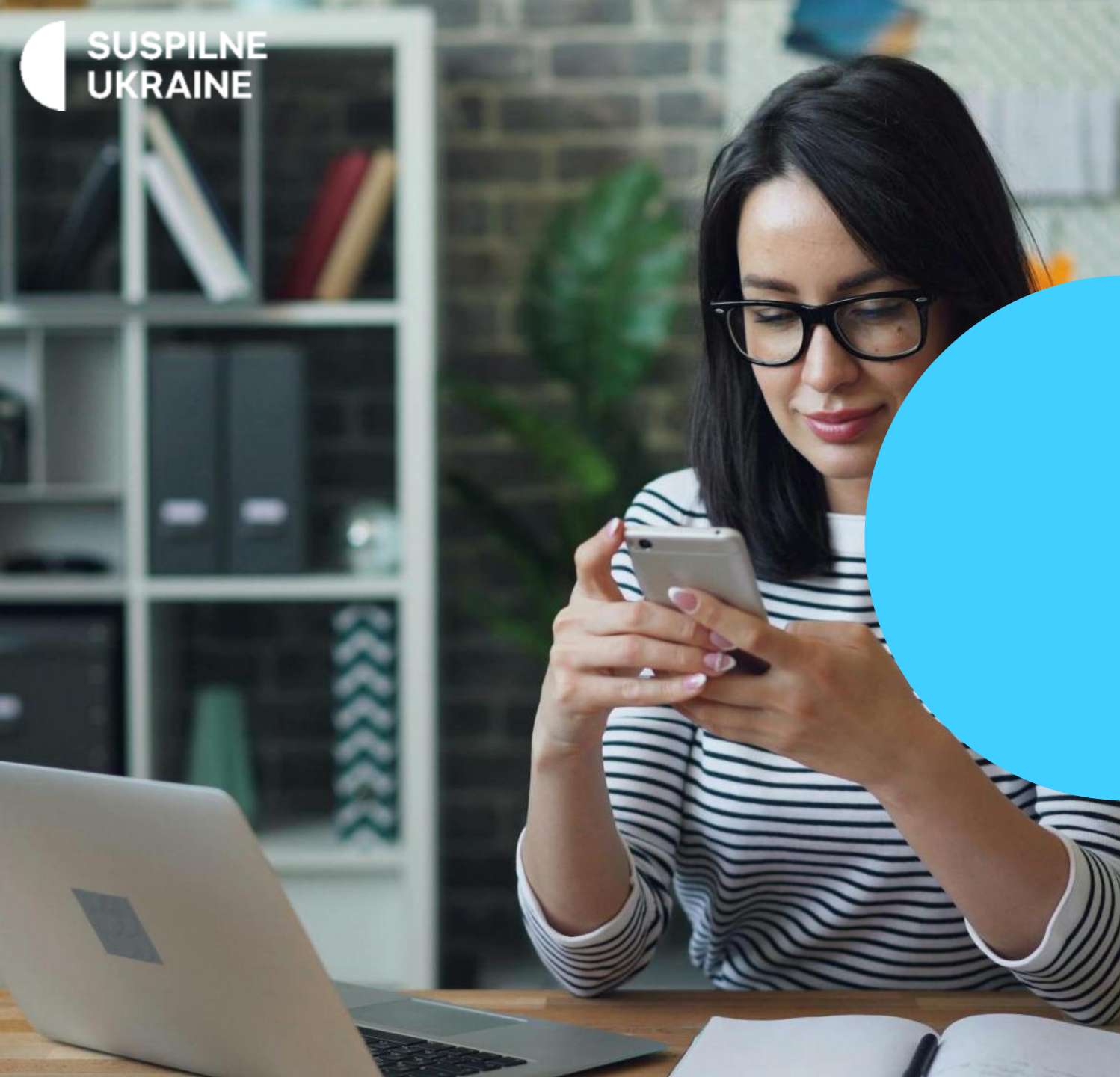


OTT Platforms, %



Music Streaming Services, %



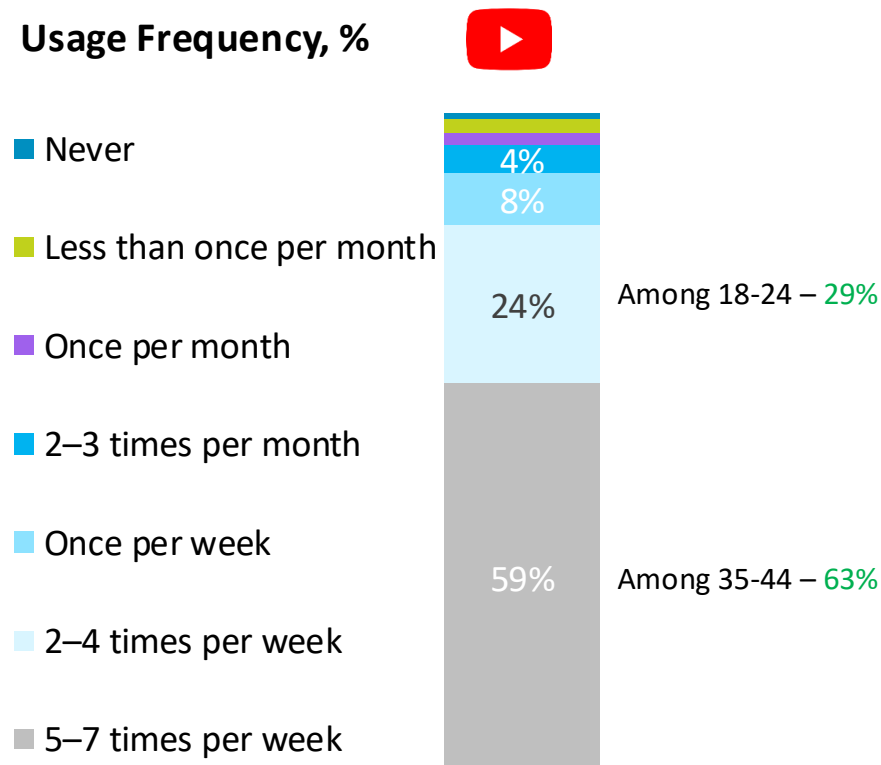


Digital Platforms

YouTube and Platform Usage Frequency.

59% watch content on YouTube almost every day, and 20% have a YouTube Premium subscription.

Usage Frequency, %



		All YouTube Users	YouTube Premium Users
Gender, %	Men	44%	45%
	Women	56%	55%
Age, %	18-24	10%	16%
	25-34	18%	27%
	35-44	21%	22%
	45-54	20%	18%
	55-70	31%	17%

xx - significantly higher compared to the total population at the 95% confidence level

Base: Video platform users, n = 4,219; watch YouTube at least once a month, n = 4,111; watch YouTube at least once a week, n = 3,848

Question: single How often do you watch or listen to content on YouTube? Single Have you watched/listened to YouTube Shorts in the past week?

single Do you have a paid YouTube Premium subscription, which allows you to watch YouTube without ads and access additional features?

Content from independent creators adds to the competition for audience attention faced by traditional media brands.

Checked from the list

Reading Telegram Channels, %

Trukha Ukraine	31	1 Place
Nikolaevskiy Vanek	18	2 Place
TSN News	14	3 Place
Suspilne Local Telegram Channels	9	4 Place
UNIAN – Ukraine News	8	4 Place
Zelenskiy/official	8	5 Place
STERNENKO	7	
MADYAR	7	
Lachen Pyshe	7	
Suspilne News	6	
Ukraine 24/7 – News	5	

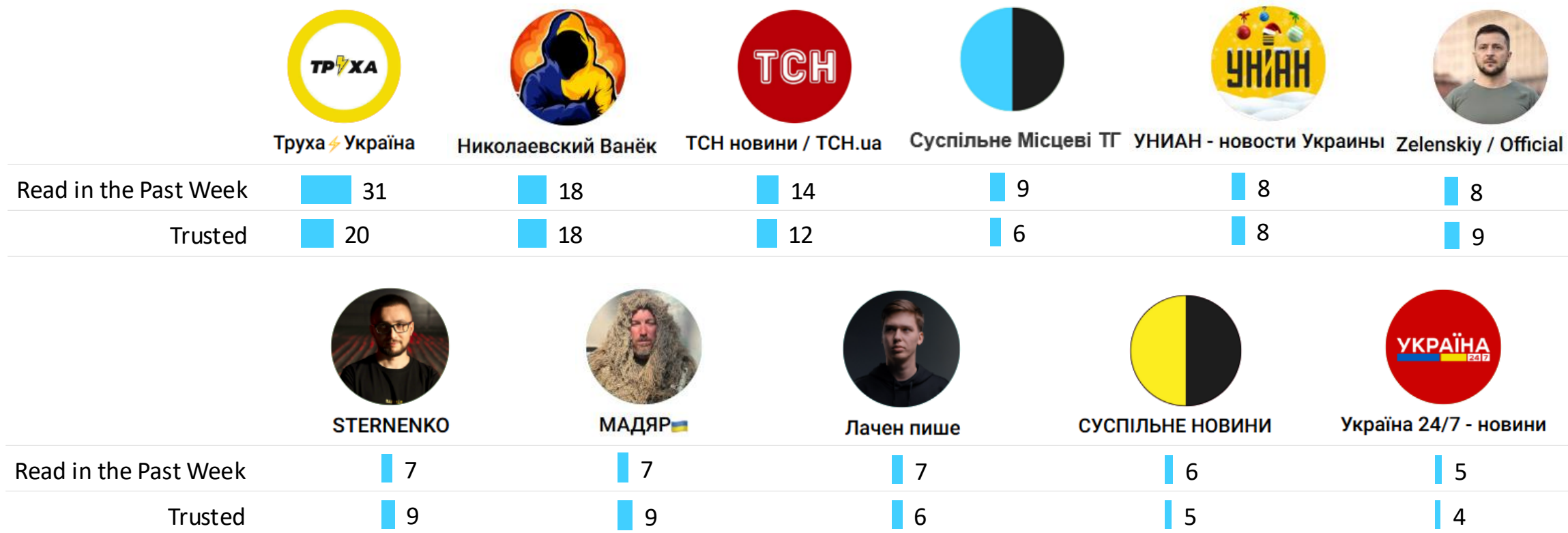
Spontaneously Named

Watching YouTube Channels, %

CTБ	6	1 Place
24 channel	5	2 Place
1+1	4	3 Place
STERNENKO	3	4 Place
Novy Channel	3	4 Place
TSN	2	5 Place
Vitaliy Portnikov	2	
Gordon	2	
Suspilne	2	
ICTV	2	
Priamyi	2	
5 channel	1	
Svit Navyvoryt	1	
Feygin	1	
Michael Nacke	1	

Telegram Channels

Trukha – Leader in both consumption and trust



Base: Weekly Telegram users, n = 3,654

Question multiple: Which of these Telegram channels have you read in the past week? ...do you trust?

Weekly Usage of Messengers

Telegram and Viber are the most frequently used messengers among messenger users, with higher usage among women and people aged 35–44. Among men and younger users, the share of Discord users is higher.

88% of Ukrainians aged 18–70 use messengers at least once a week

2.4 messengers per week on average

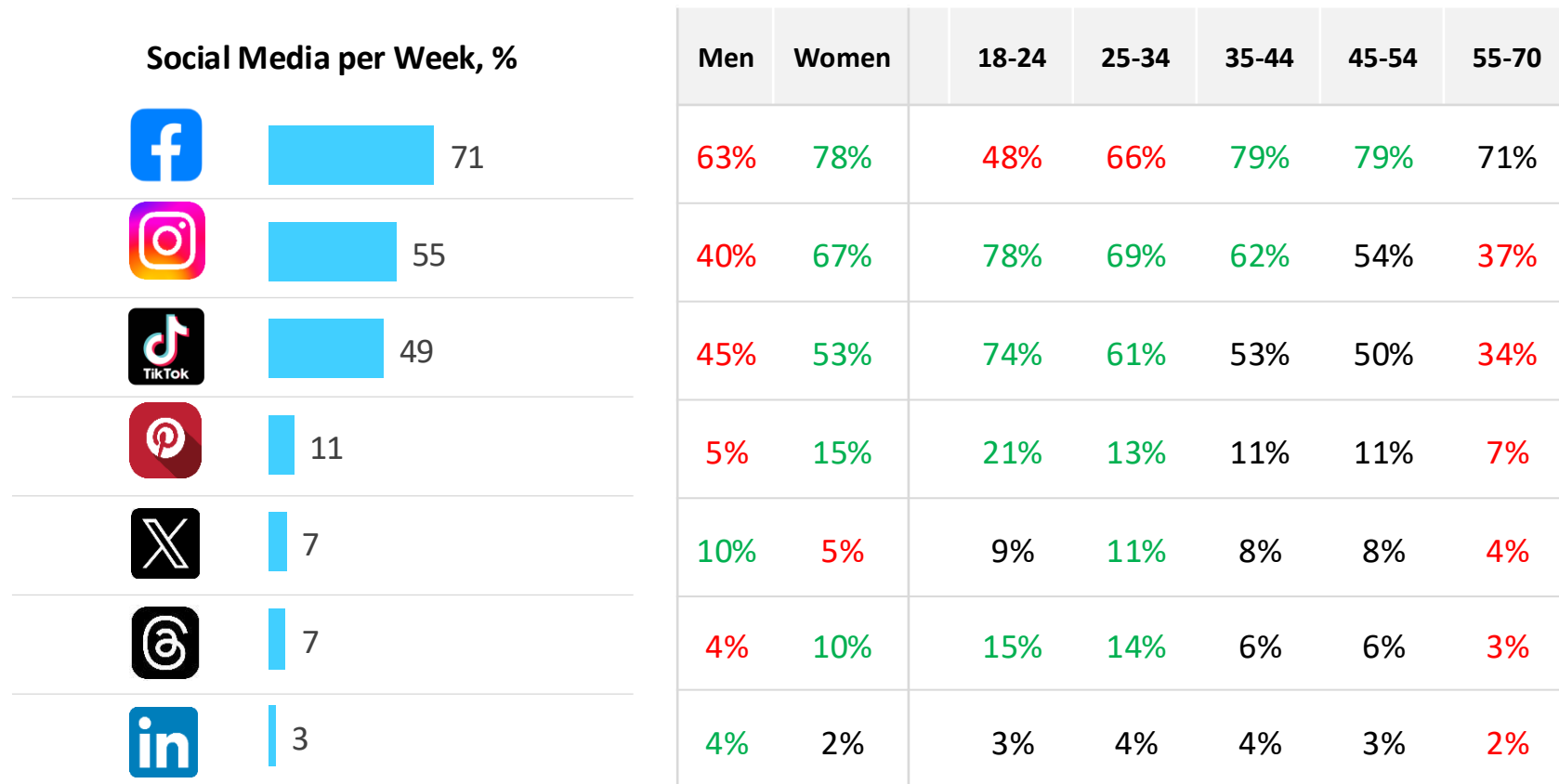
Messengers per Week, %		Men	Women	18-24	25-34	35-44	45-54	55-70
	81	75%	86%	85%	84%	86%	88%	72%
	78	72%	84%	65%	77%	81%	81%	79%
	37	30%	44%	24%	37%	42%	42%	36%
	35	33%	36%	28%	37%	39%	43%	28%
	7	9%	7%	5%	8%	10%	10%	5%
	3	5%	2%	10%	5%	3%	2%	1%
	1	1%	1%	2%	2%	0%	0%	1%

Weekly Usage of Social Media

Facebook is the most popular social media among respondents (71%). Instagram ranks second, followed by TikTok, indicating continued high competition between platforms and a gradual redistribution of the audience.

94% of Ukrainians aged 18–70 use social media at least once a week

2 social media per week on average



Base: All respondents, n = 4,500

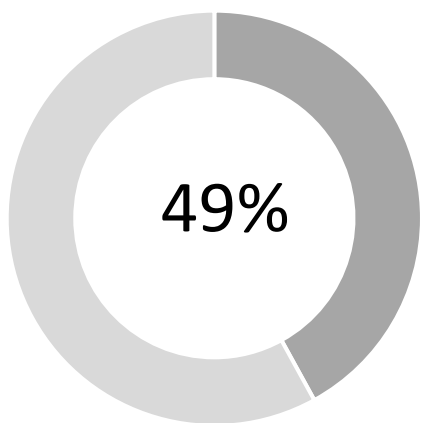
Question multiple: Which social media have you used in the past week?

Weekly Usage of Short-Form Video (% of population aged 18–70)

YouTube Shorts has the lowest weekly reach, while Facebook Reels, Instagram Reels, and TikTok have comparable viewing levels.



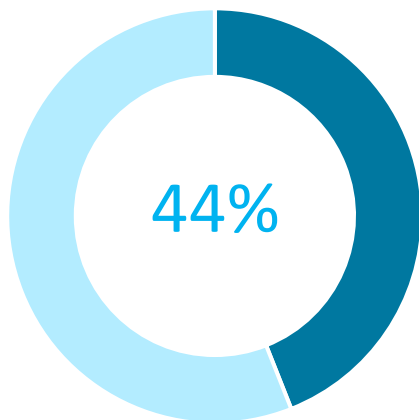
**TikTok Viewing
in the Past Week, %**



■ Yes ■ No



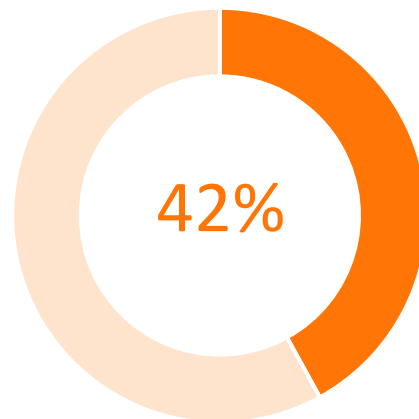
**Facebook Reels Viewing
in the Past Week, %**



■ Yes ■ No



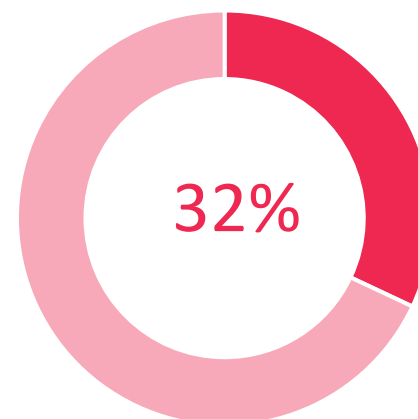
**Instagram Reels Viewing
in the Past Week, %**



■ Yes ■ No



**YouTube Shorts Viewing
in the Past Week, %**



■ Yes ■ No

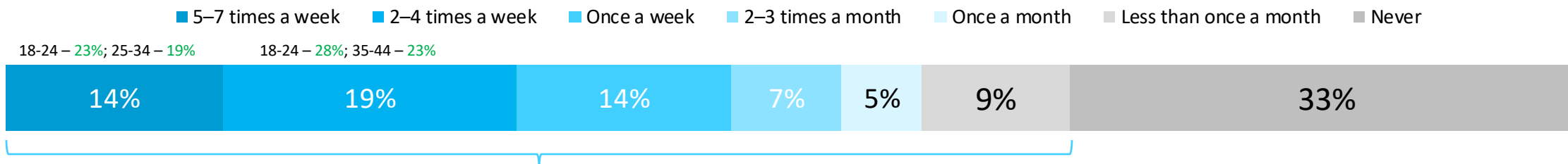
Women show a higher share of viewing of Facebook Reels, Instagram Reels, and TikTok. Men are more likely to watch YouTube Shorts. Facebook Reels viewing is more common among audiences aged 35–54 and less prevalent among younger users aged 18–24.

		Gender, %		Age, %					
		Men	Women		18-24	25-34	35-44	45-54	55-70
	49%	TikTok	45%	53%	74%	61%	53%	50%	34%
	44%	Facebook Reels	38%	49%	27%	45%	53%	48%	42%
	42%	Instagram Reels	29%	52%	67%	58%	48%	39%	25%
	32%	YouTube Shorts	37%	28%	43%	40%	37%	30%	22%

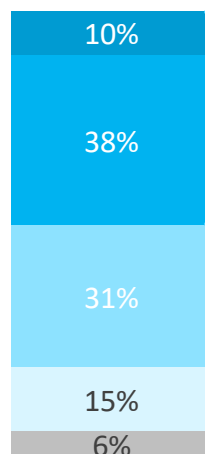
Use of Artificial Intelligence (ChatGPT, Gemini, Copilot, etc.)

67% of Ukrainians aged 18–70 have experience using AI, **47%** use AI at least once a week.

Frequency of use:



- Strongly agree
- Rather agree
- Rather disagree
- Strongly disagree
- Hard to say



48% of AI users

agree with the statement: «I increasingly turn to AI instead of searching for information on news websites, social media, or Google and YouTube»

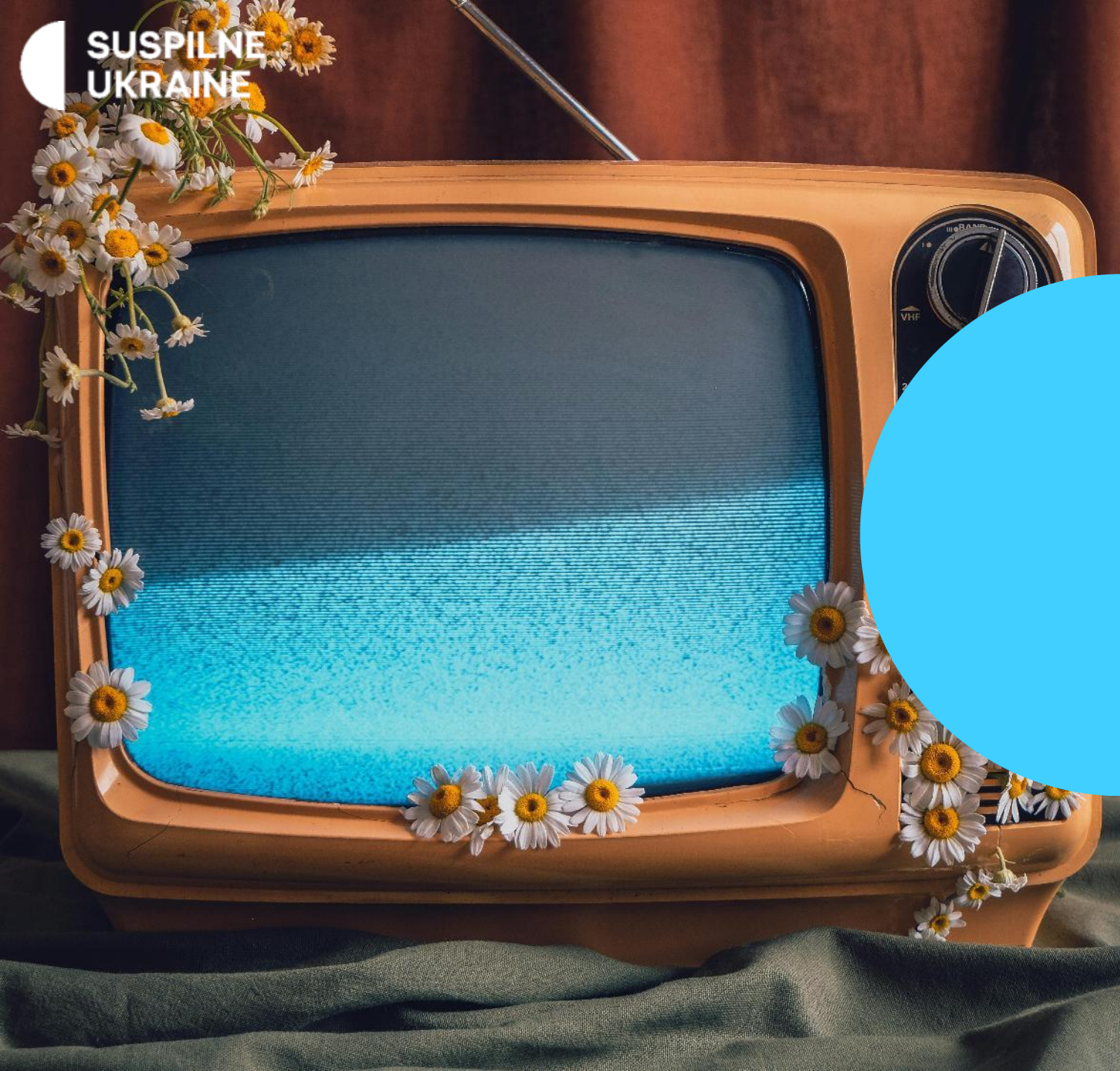
xx - significantly higher compared to the total population at the 95% confidence level

Base : All respondents, n = 4,500, AI users, n = 3,034

Question: single How often do you turn to artificial intelligence (ChatGPT, Gemini, Copilot, or similar services) for news, explanations, or information about events?

single To what extent do you agree with the following statement: "I increasingly turn to AI instead of searching for information on news websites, social media, Google, or YouTube"?

SUSPILNE
UKRAINE

A vintage orange television set with a blue screen, decorated with white daisies, set against a dark background. The TV has a silver antenna on top and a control panel on the right side. The screen displays a blue gradient. The TV is placed on a dark, textured surface.

Television & OTT / VOD

TV Viewing Across the Entire Population of Ukraine (Aged 18–70), Not Only Cities 50k+

All %% are calculated based on the total population

100% - Ukrainians aged 18–70
21 363 225 Ukrainians

63% watch television at least once a week
(via terrestrial, cable, satellite, or Ukrainian OTT platforms)
13 458 832 viewers

**30% watch TV exclusively via
terrestrial, cable, or satellite**
6 408 967 viewers

**21% - watch TV via
terrestrial/cable/satellite & OTT**
4 486 277 viewers

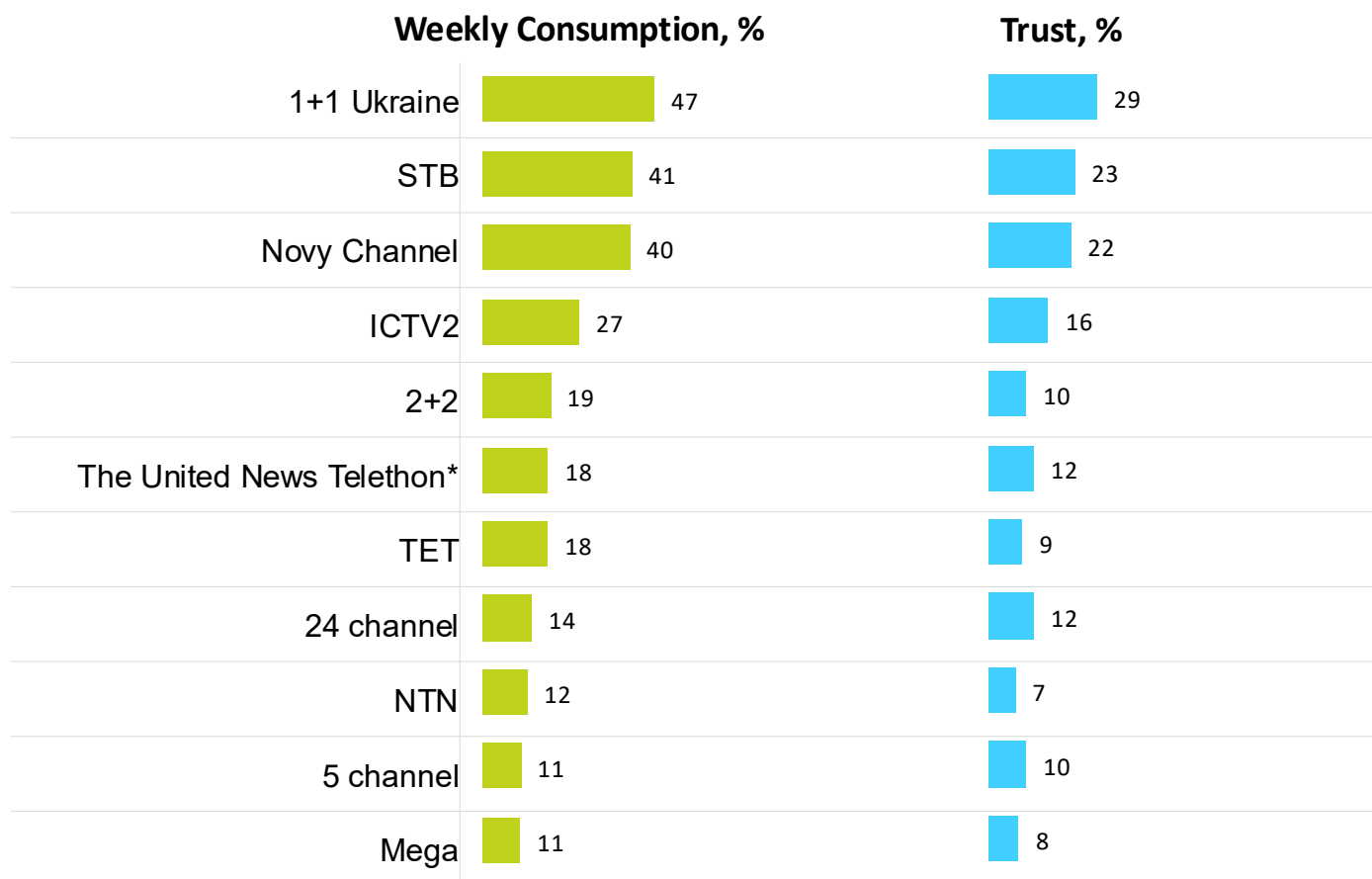
**12% watch TV content
exclusively on OTT platforms**
2 563 587 viewers

51% watch TV via terrestrial, cable, or satellite
10 895 245 viewers

33% watch TV on Ukrainian OTT platforms
7 049 864 viewers

TV Channels: Top 10

The leading channels in terms of awareness and weekly viewing are 1+1 Ukraine, Novy Channel, and STB, which are also the most trusted by viewers.

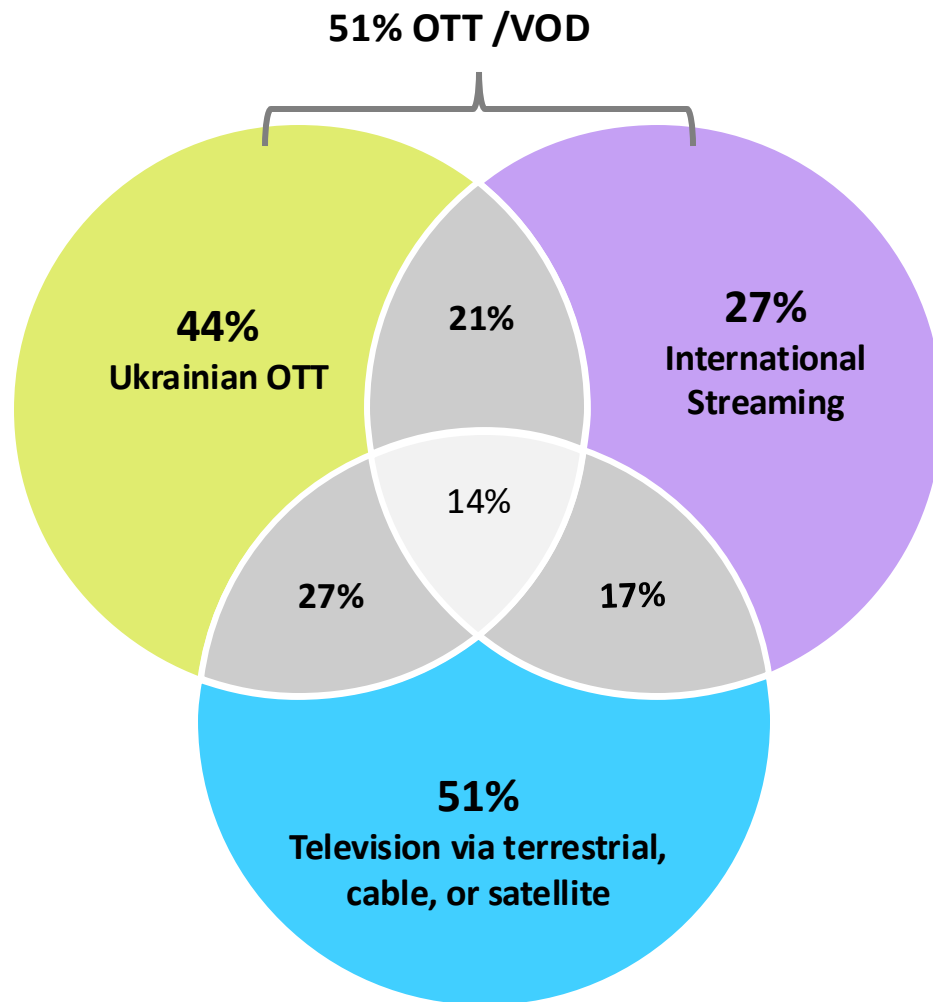


Base: Weekly viewers of traditional TV and OTT TV channels, n = 2,831

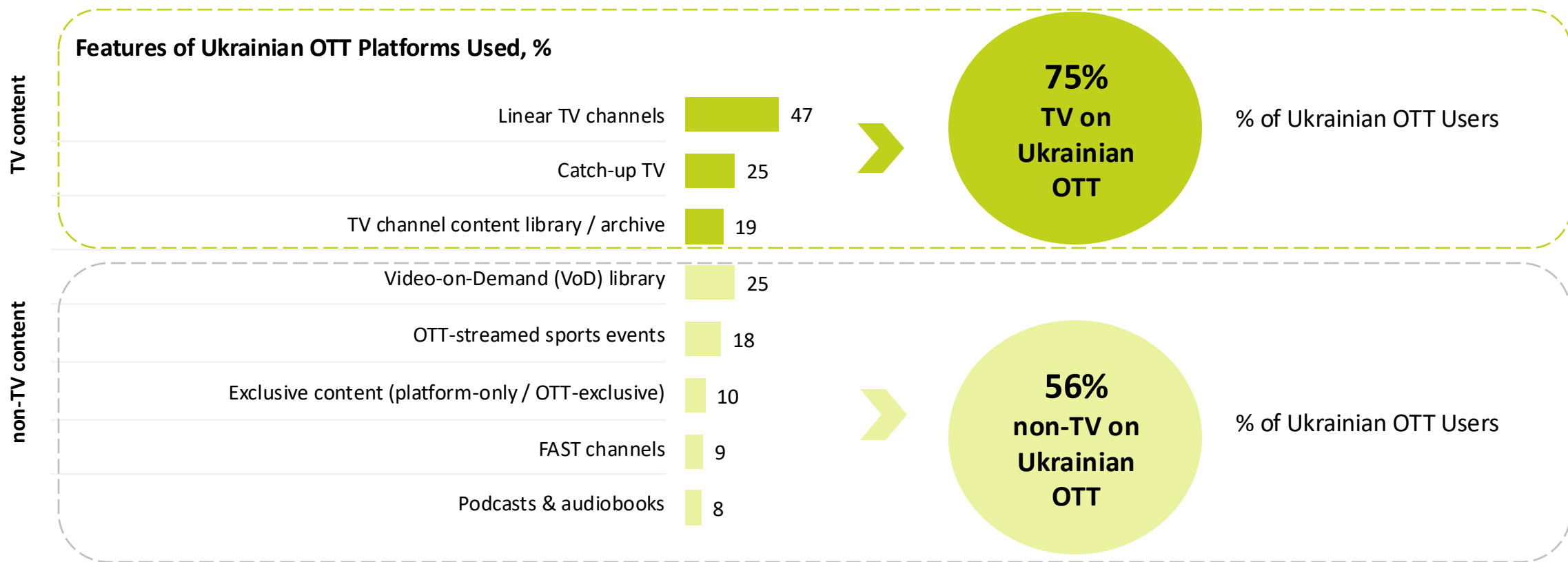
Question multiple: Which TV channels do you know by name? / ... do you know by name? / ... do you trust?

* The United News Telethon (1+1, ICTV, Inter, My-Ukraine, Rada)

51% of Ukrainians aged 18–70 watch OTT/VOD at least once a week, 44% watch OTT on Ukrainian OTT platforms



44% of Ukrainians aged 18–70 watch content on Ukrainian OTT platforms at least once a week
Among them 75% watch TV content on OTT, 56% watch non-TV content.

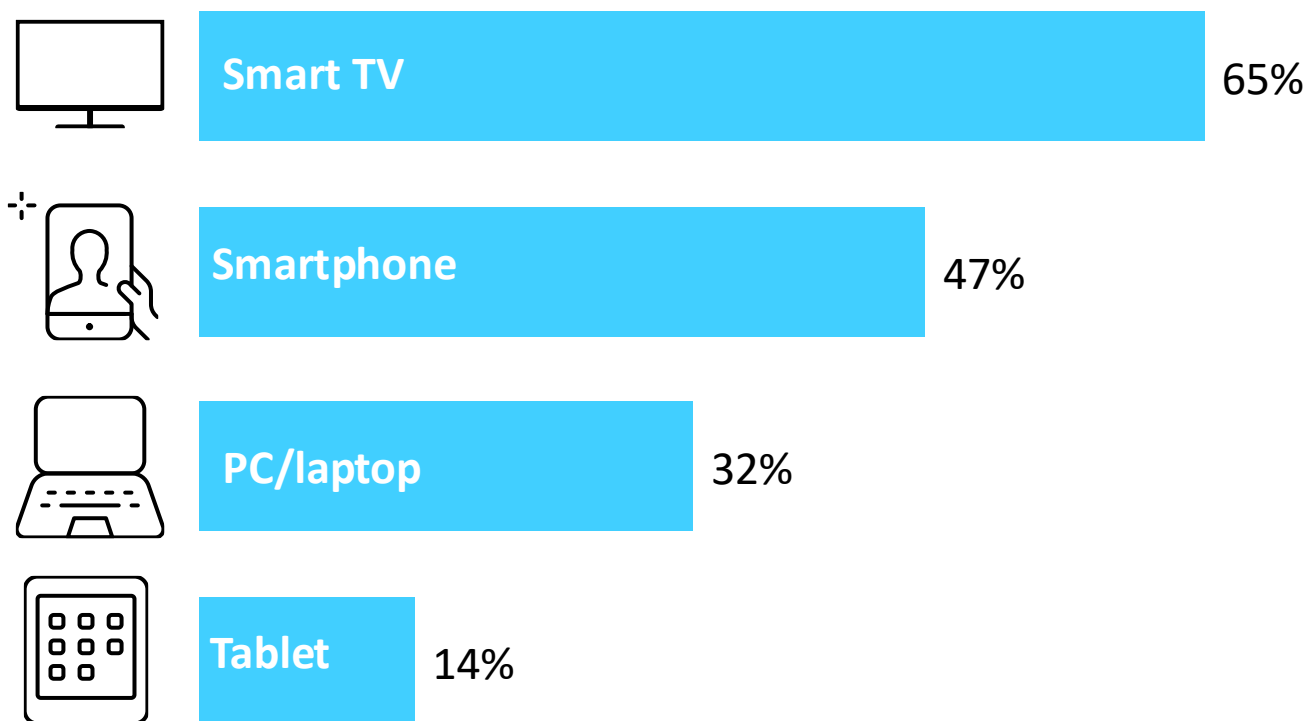


Base: Weekly users of Ukrainian OTT platforms, n = 1,998

Question multiple: Which features of Ukrainian OTT platforms (e.g., Megogo, Kyivstar TV, Sweet TV, etc.) do you typically use?

Devices Used for Watching OTT Among Weekly Users of Ukrainian OTT Services

Only 65% of OTT TV viewing is currently measured via telemetry; all other viewing on smartphones, PC/laptop, and tablets requires additional measurement

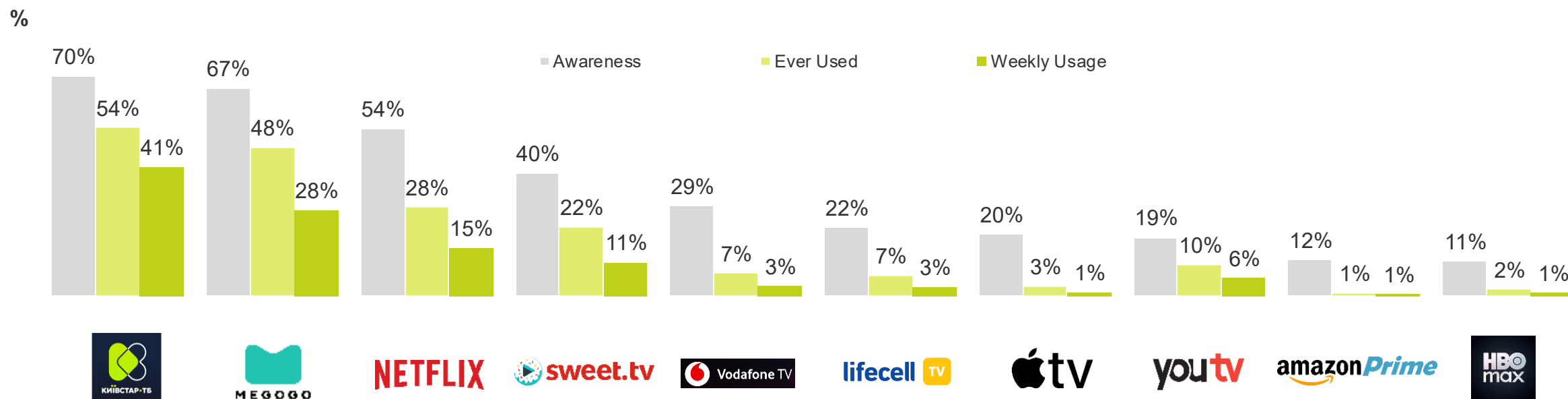


Base: Weekly users of Ukrainian OTT platforms, n = 1,856

Question multiple: Which devices do you usually use to watch content on online TV / OTT platforms?

Awareness and Usage Among Weekly Users of OTT Platforms (Ukrainian and International)

Netflix has high brand awareness, but currently only about a quarter of the audience uses it. Netflix surpasses the Ukrainian OTT platform Sweet.TV in weekly usage.



*Sorted by awareness

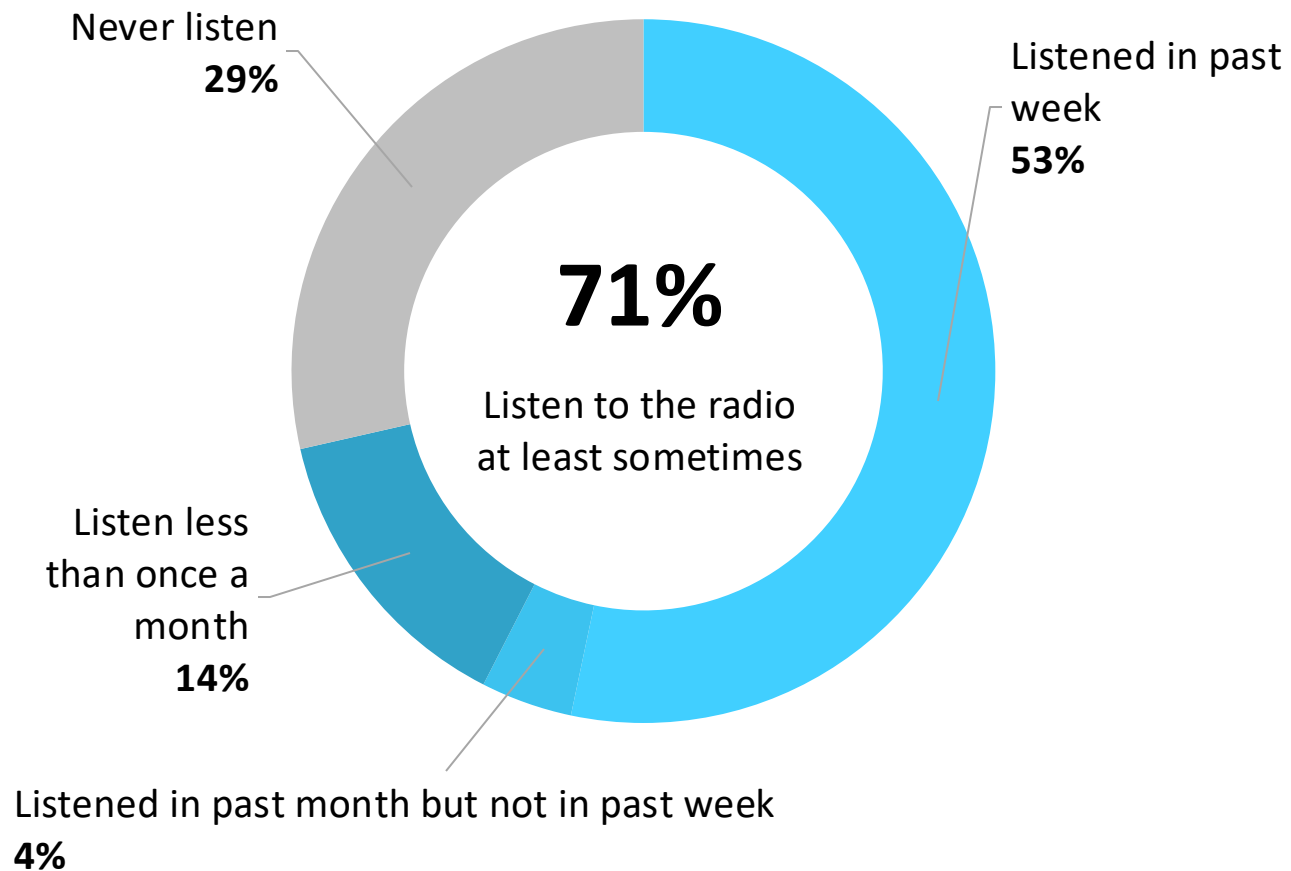
Base: Weekly users of Ukrainian OTT platforms or international streaming services, n = 2,288

Question multiple: Which online TV / OTT services do you know by name? / ... have you ever used? / ... have you used in the past week?



Radio

Radio Audience in Ukraine



53%

Weekly Radio Reach

Across Ukraine

11,372,023

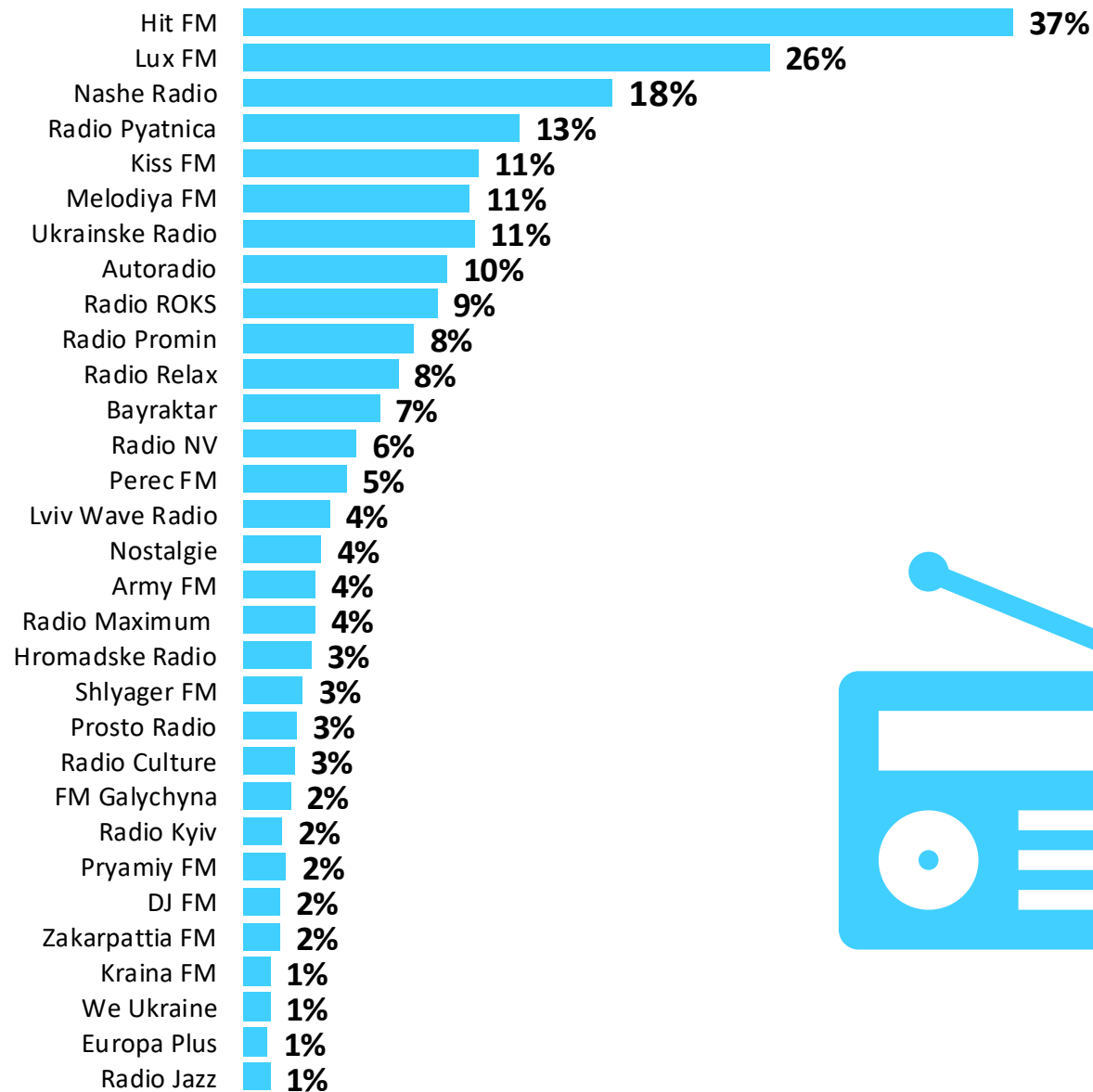
Ukrainians aged 18-70

Population: Adult population aged 18–70, urban and rural,
21,363,225 people

Base: n=4500

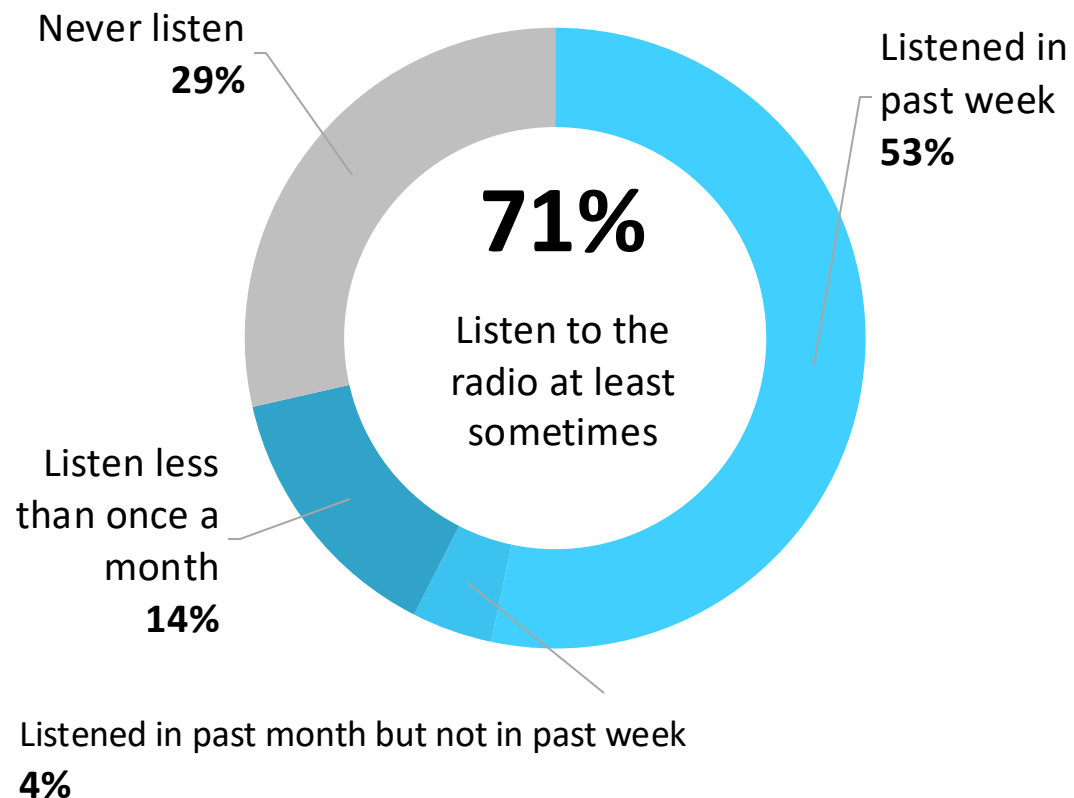
Ukraine (18-70)

Weekly Radio Listening

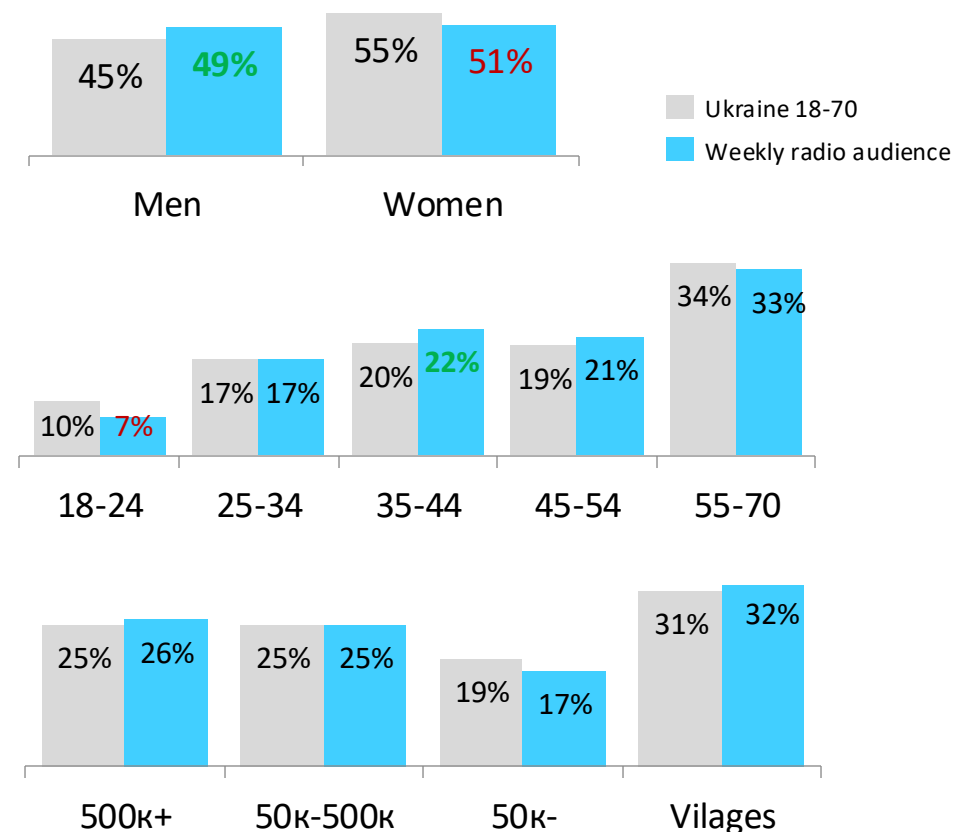


Radio Audience in Ukraine

Radio Reach



Radio Audience Profile



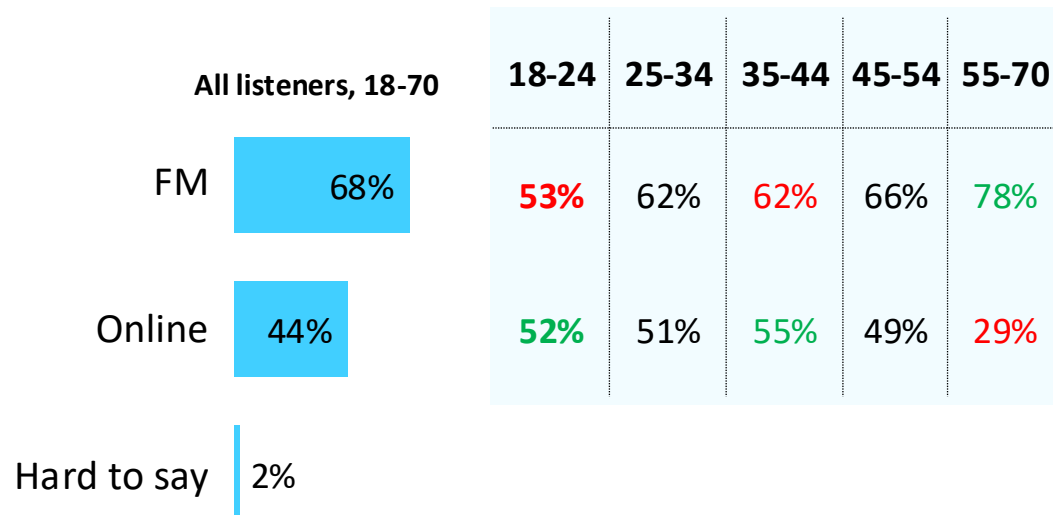
Significantly higher/lower compared to the total population at the 95% confidence level

How Ukrainians Listen to Radio

Listening to Radio via FM Receivers is still more popular than online listening for all age groups, except for young people (18–24), who listen to radio online as often as via FM receivers.



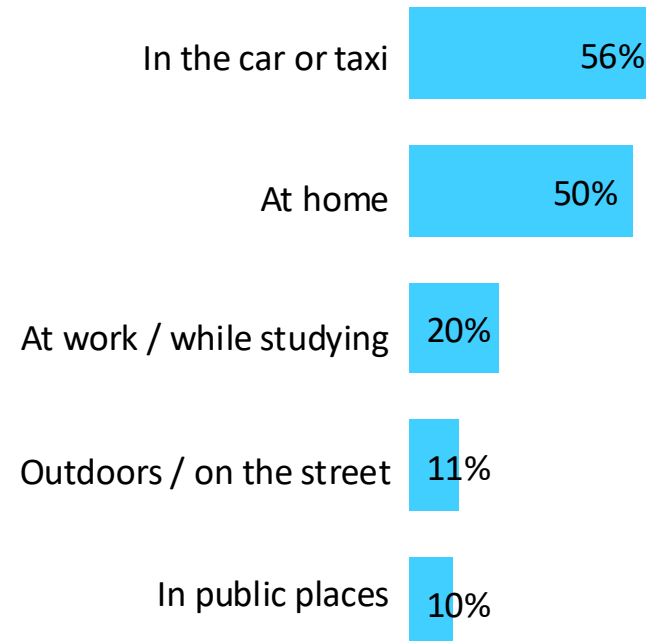
Radio Distribution Channels



■ ■ Significantly higher/lower compared to the total population at the 95% confidence level

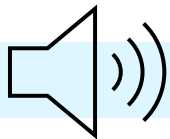


Listening Locations

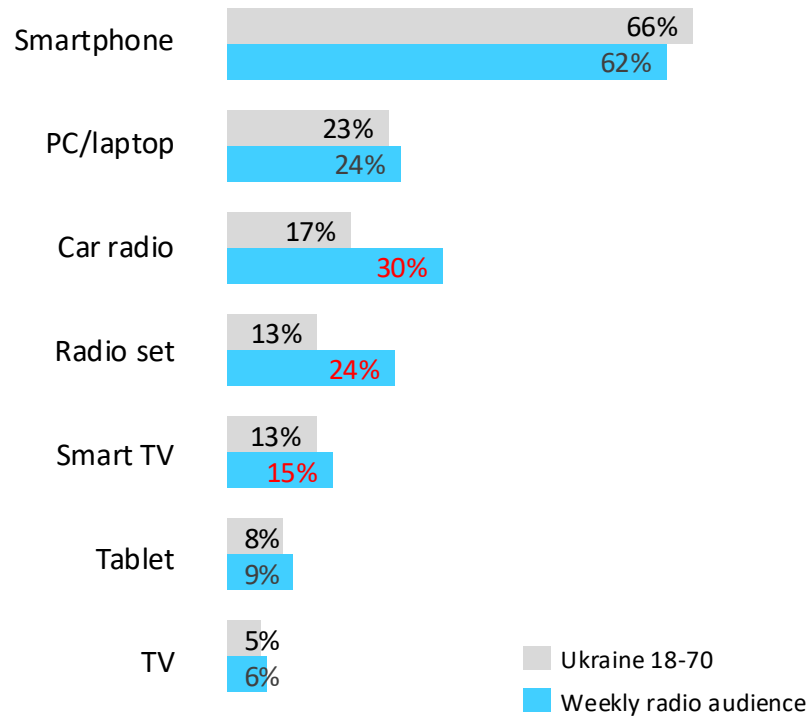


Devices For Audio & Radio Consumption

Smartphones lead overall audio consumption, but car radios and radio sets remain key for radio listening

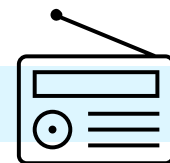


Devices For Audio Consumption

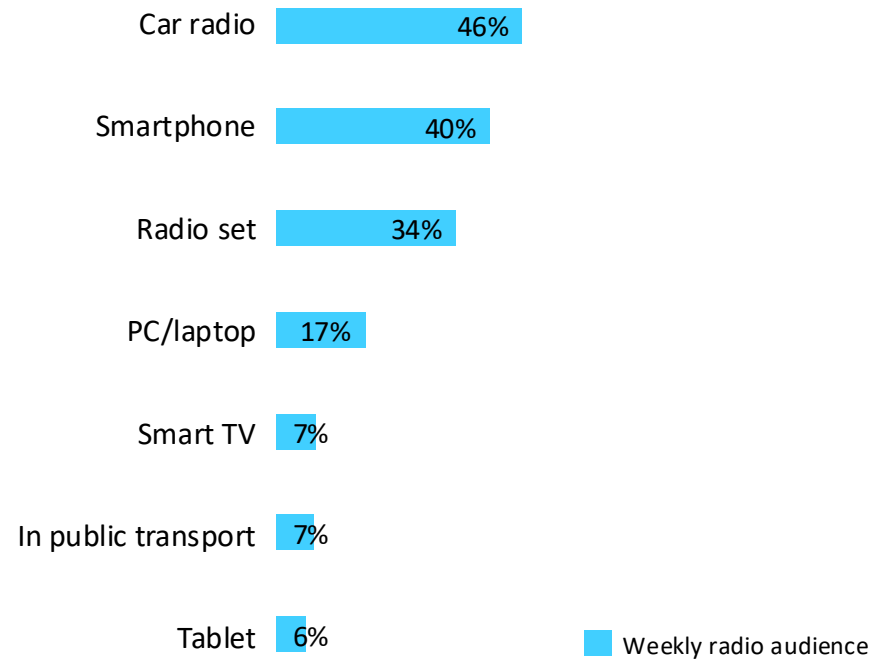


8% don't listen to audio

■ ■ Significantly higher/lower compared to the total population at the 95% confidence level



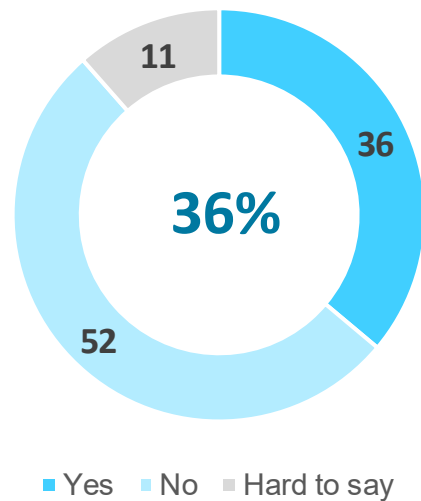
Devices For Radio Listening



Listening to Talk Shows

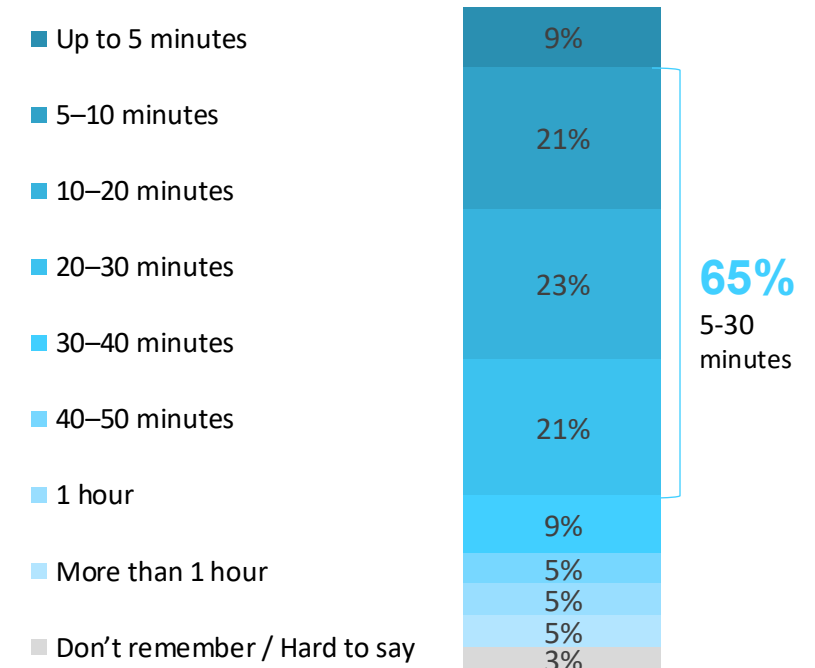
Talk shows listened to by Ukrainians in the past week mostly lasted more than 5 minutes.

Weekly Talk Show Listening, %



	18-24	25-34	35-44	45-54	55-70
Yes	38%	37%	34%	35%	38%
No	52%	55%	52%	55%	50%
Hard to say	9%	8%	14%	11%	12%

Duration of the Last Talk Show Listened To, %



xx - significantly higher compared to the total population at the 95% confidence level

Base: weekly radio audience, n=2,039;

Question: single Did you listen to online radio in the past week?(By online radio, we mean radio that is not received via FM, but streamed only online via a website or app.)

single Did you listen to a talk show in the past week?(For example, talk shows, interviews, or informational programs.)

single What was the approximate duration of the last talk show you listened to?(For example, a talk show, interview, or informational program.)



Segmentation of Ukrainians by Media Consumption Habits

Questions asked for each type of content

- Consumption experience
- Frequency of consumption
- Platforms where the content is consumed
- Level of engagement (background listening/viewing, actively engaged, etc.)
- Time spent on the content type (limited / controlled, unlimited consumption...)
- How users start consuming content on the platform (spontaneously browsing, knowing what and where to watch/listen to...)

Types of Content Consumed (1/2)

	Monthly, %	Daily or more often, %
News about events in Ukraine and the world	86	60
Short entertainment videos (TikTok, Reels, Shorts)	75	50
Feature films	73	22
Photos, videos, and posts from relatives/friends on social media	70	39
Regional and local news	68	38
Military-related content (stories about strikes on targets, the military, monitoring of air attacks)	64	36
Music, music videos, concerts	64	25
Humor, stand-up, memes, jokes, comedy shows	55	17
Cooking, recipes, and household life hacks	55	15
Foreign series	54	16

	Monthly, %	Daily or more often, %
Animal-related content	51	13
Analytical programs and investigations	47	15
Ukrainian series	46	13
Interviews and podcasts	44	9
Watching people / bloggers' lifestyle content	44	16
Explainer or popular science content	43	8
Social impact stories	42	12
Product & tech reviews	42	7
Educational videos or online courses	41	10
Entertainment shows (reality, talent shows)	41	8

Base: All respondents, n = 4,500;

Question: multiple Which of the following types of content have you watched, read, or listened to at least occasionally during the past month?

Types of Content Consumed (2/2)

	Monthly, %	Daily or more often, %		Monthly, %	Daily or more often, %
Health, beauty, and wellness	 38	 8	Adult content	 27	 5
Documentary films	 37	 6	Astrology, horoscopes, esotericism, tarot	 26	 8
Travel content, blogs	 37	 6	Lifestyle and fashion	 26	 5
Personal development, mental health, self-regulation	 37	 9	Morning shows	 23	 11
Art, culture, history	 35	 5	Children's content	 23	 9
Finance / tips on how to make money	 35	 8	Audiobooks	 22	 6
Sports content	 34	 9	Quizzes, game shows	 19	 3
Celebrity news, show business	 30	 5	Gaming content	 17	 5
Animation, cartoons	 29	 9	Religious content	 14	 4

Base: All respondents, n = 4,500;

Question: multiple Which of the following types of content have you watched, read, or listened to at least occasionally during the past month?

Based on the MediaTrack 2025 research data, a segmentation of the population by media consumption was conducted.

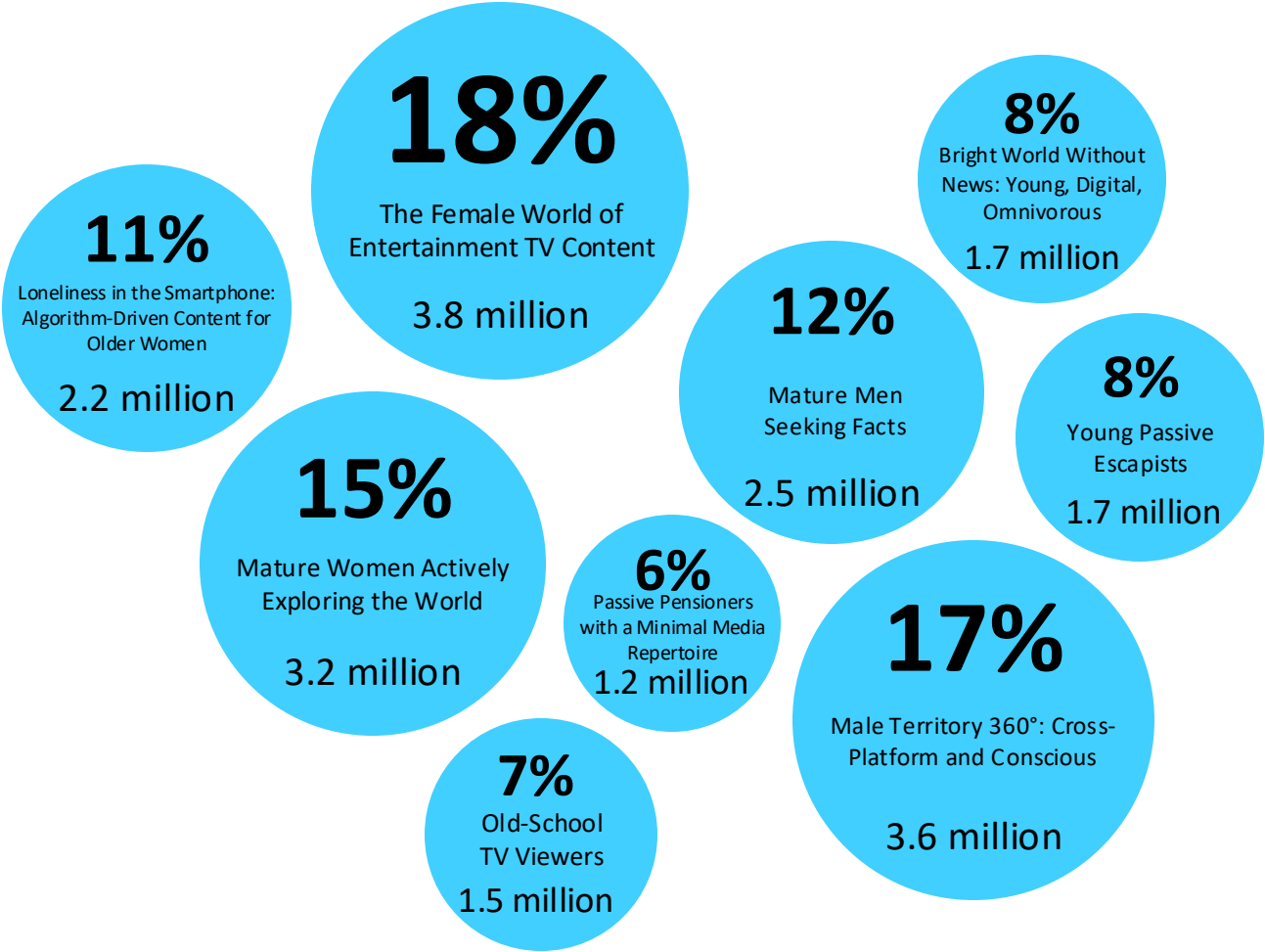
These segments allow us to:

- better understand the audience
- adapt content and promotion strategie

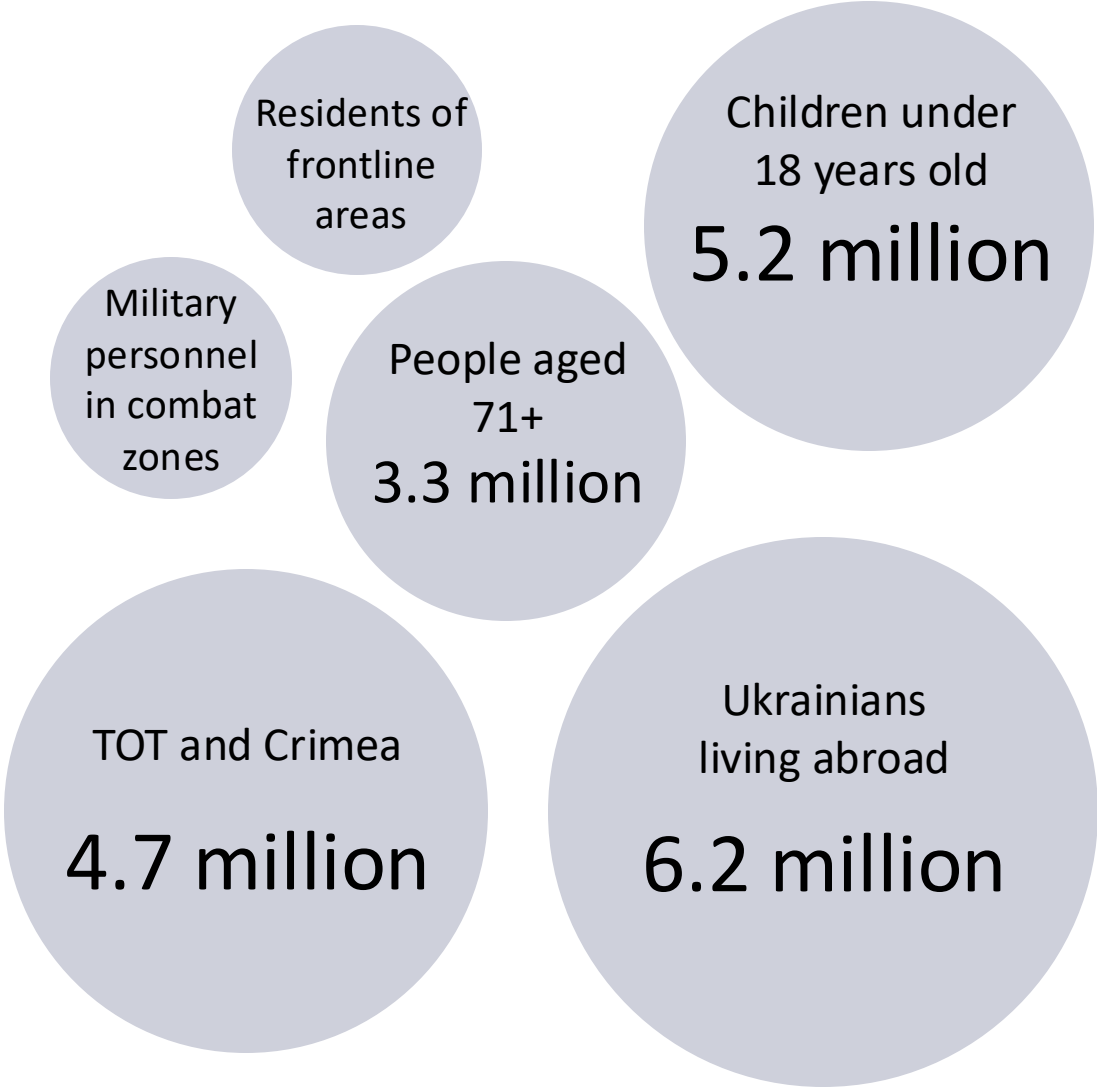


SEGMENTATION OF SOCIETY BY MEDIA CONSUMPTION IN UKRAINE, 2025

The study covers **21.4 million** Ukrainians aged 18–70 who are currently in Ukraine and have access to the internet.
(9 SEGMENTS)



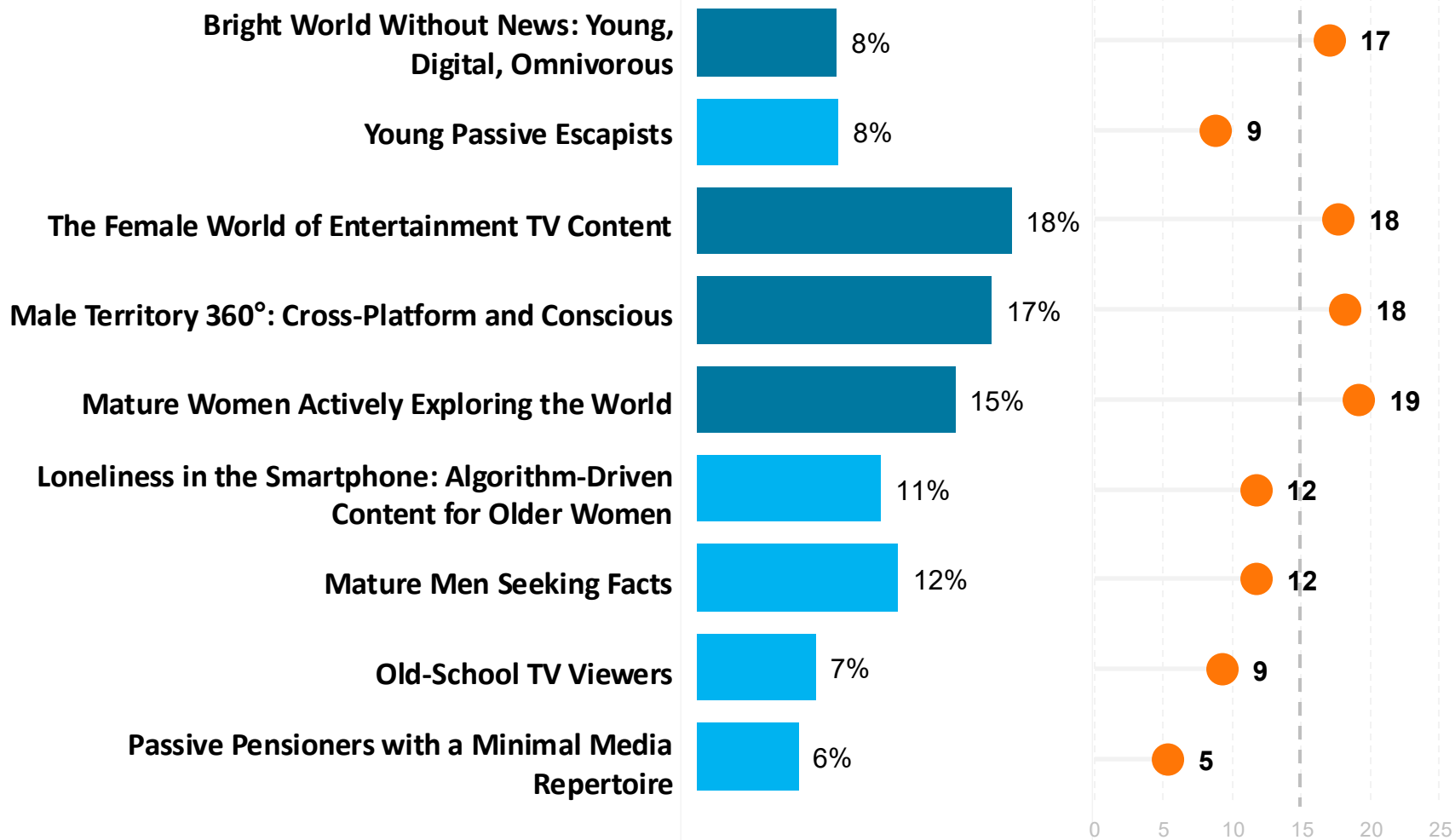
The study **doesn't cover** the following groups:



The segmentation was developed by MZ Hub based on data from "MediaTrack 2025" (Ukraine, ages 18–70, government-controlled territories; CAWI, N=4500 (Kantar 3300, Ipsos 1200). The project is implemented by Suspline within the framework of and thanks to the project "Support to editorial and digital transformation and development of corporate culture of public service media in Ukraine," funded by the Swedish International Development Cooperation Agency (Sida), and in partnership with 1+1 media and MH Evolution. According to the estimates of the Institute of Demography (NASU) and KIIS as of 2025, there are approximately 29.9 million people in Ukraine. The study covers the population in government-controlled territories — 21.4 million Ukrainians aged 18–70 (71.6%). The number of Ukrainians in occupied territories and abroad is based on the [Demographic Strategy of Ukraine \(up to 2040\)](#).

Media Content Consumer Segments

Segment sizes

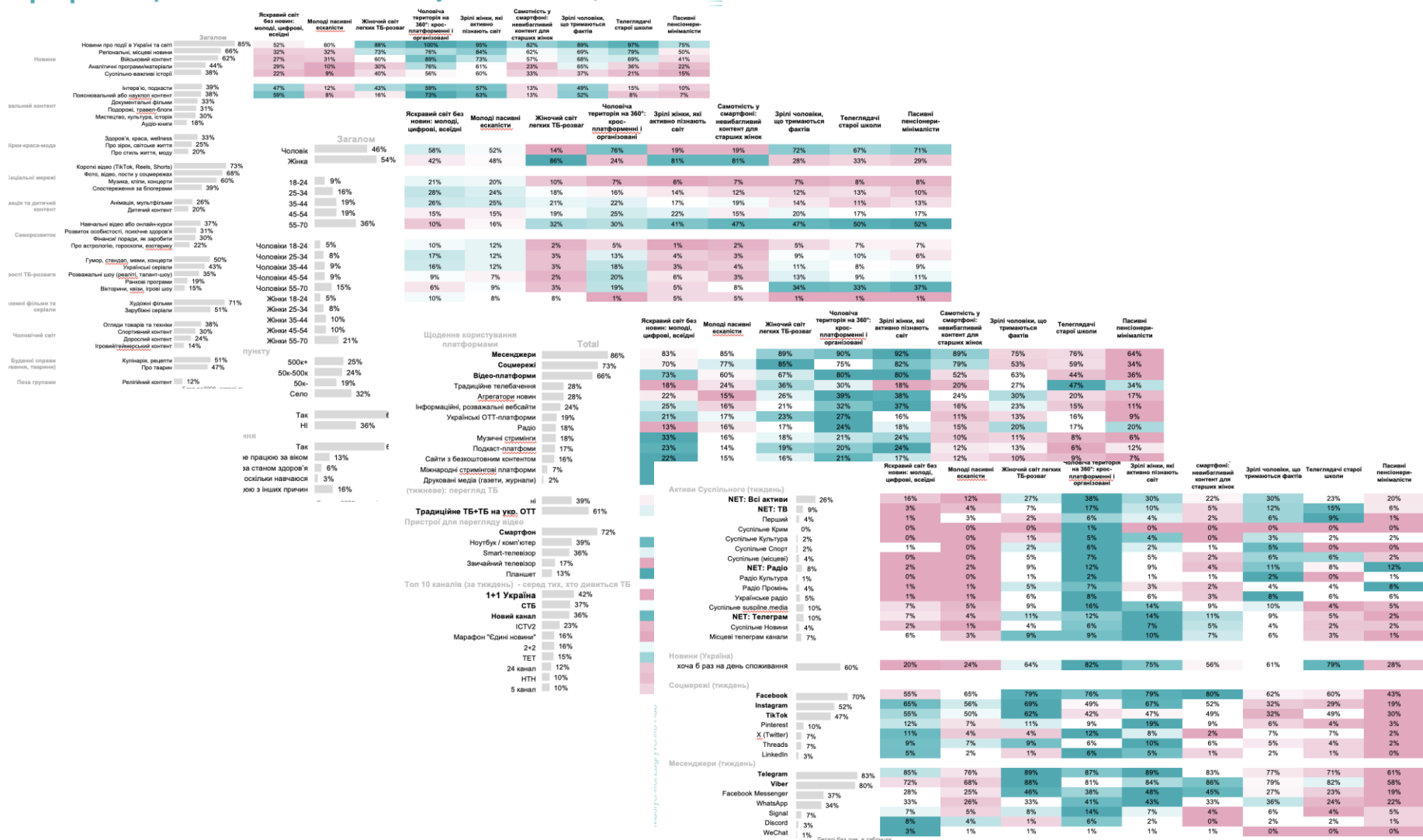


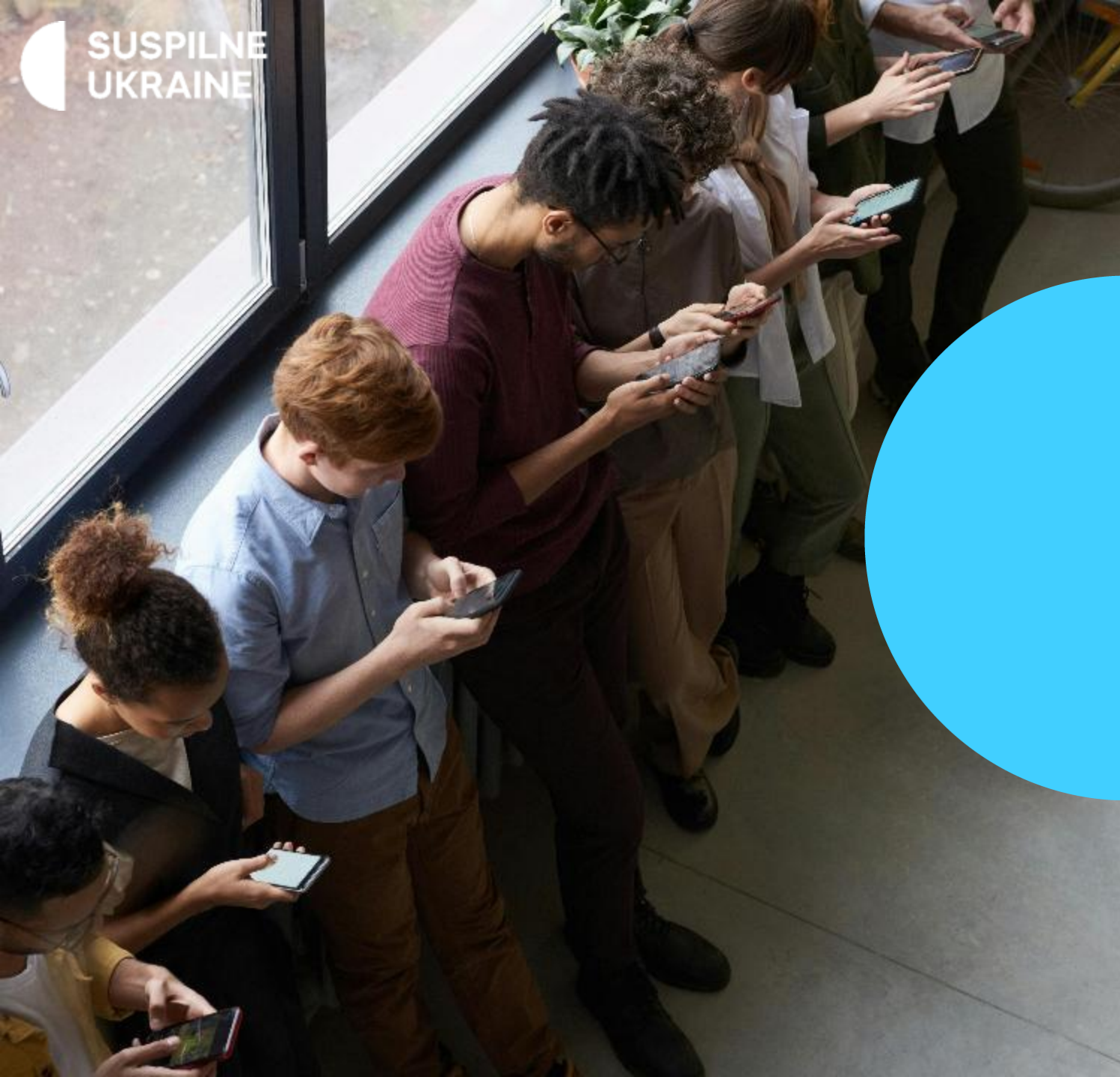
Relatively active
segments: **58%**

Relatively passive
segments: **42%**

...and many more details on the segments

Профілізація сегментів: типи контенту за останній місяць





Next Steps

MEDIATRACK 2026 — NEXT STEPS

- Continue data analysis
- Discuss potential improvements to the survey design and questionnaire
- May 2026: recruit partners for the next wave
- Autumn 2026: conduct the MediaTrack 2026 fieldwork

STAY TUNED!)

MEDIATRACK 2026 IS ON ITS WAY

research@suspilne.media

