





THE ULTIMATE RANKING

LET'S GET NOSTALGIC.

Jung von Matt NERD & APPINIO present germanys ULTIMATE NOSTALGIA RANKING
of our favorite TV series from 1980 to 2000.
Hamburg, 1st of October 2020

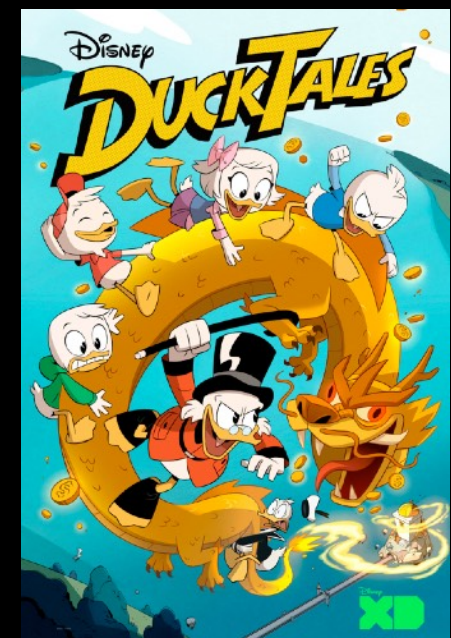
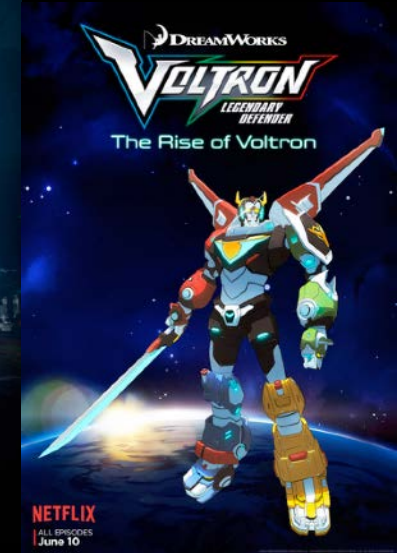
THE POWER OF NOSTALGIA:

REBOOTS

NOSTALGIA LIES WITHIN OUR CULTURE

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Over the years many movies and series have been rebooted because of their nostalgic and cultural value.



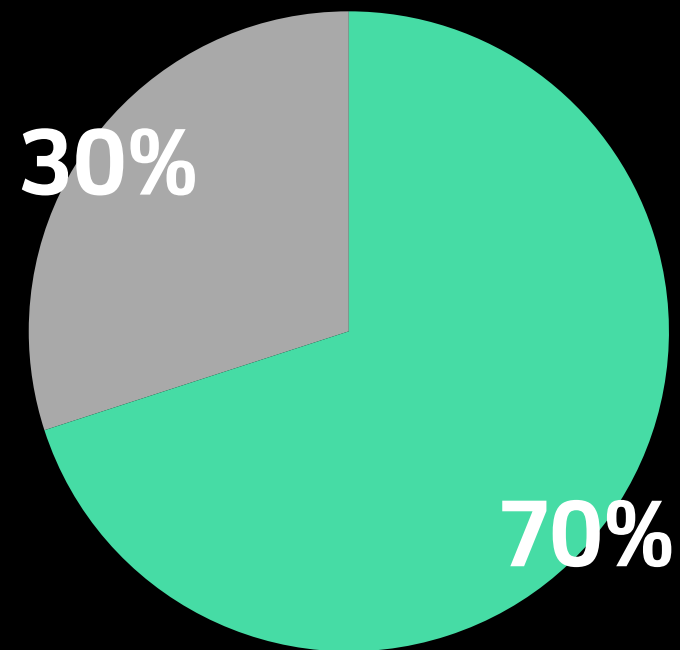
Wearing the merchandise can help you to integrate your favorite show into your everyday life.



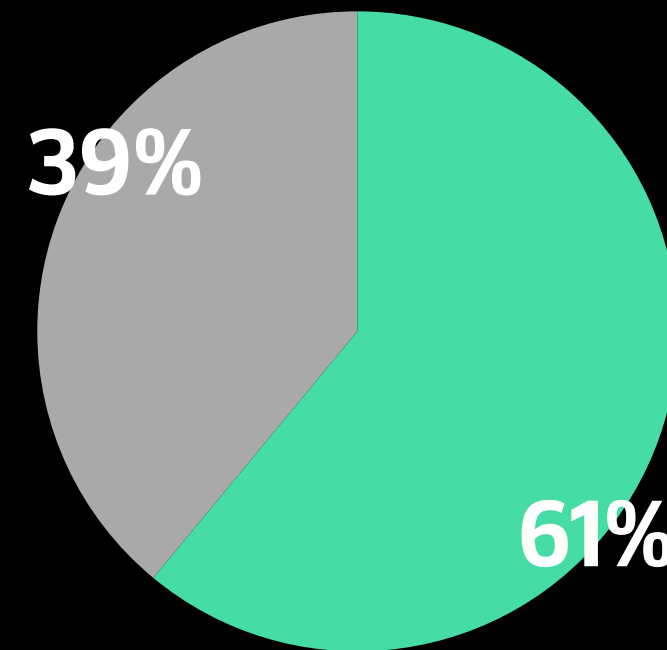
**NOSTALGIA RUNS DEEP
IN OUR SOULS:**

Our study shows how nostalgic superheroes are for Germans.

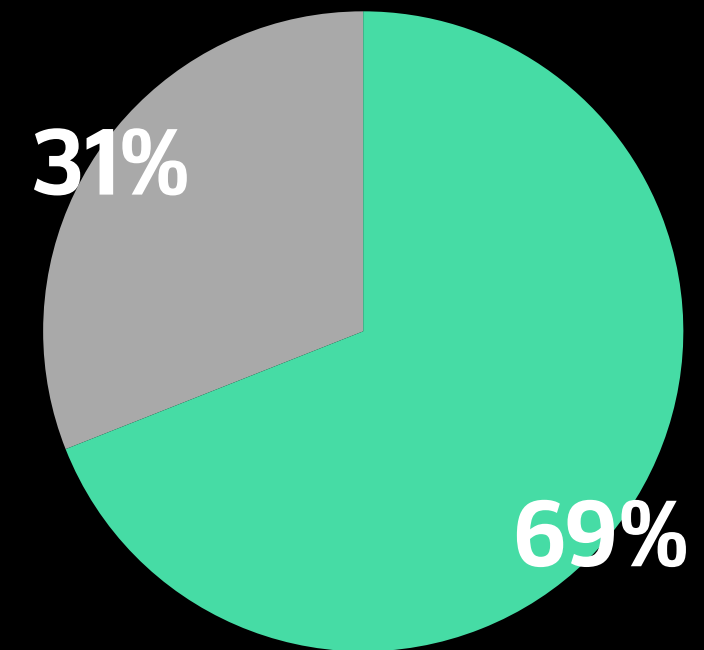
Superhero stories awaken pleasant memories of my childhood and teenage years.



Superhero stories had an impact on my virtues and values.

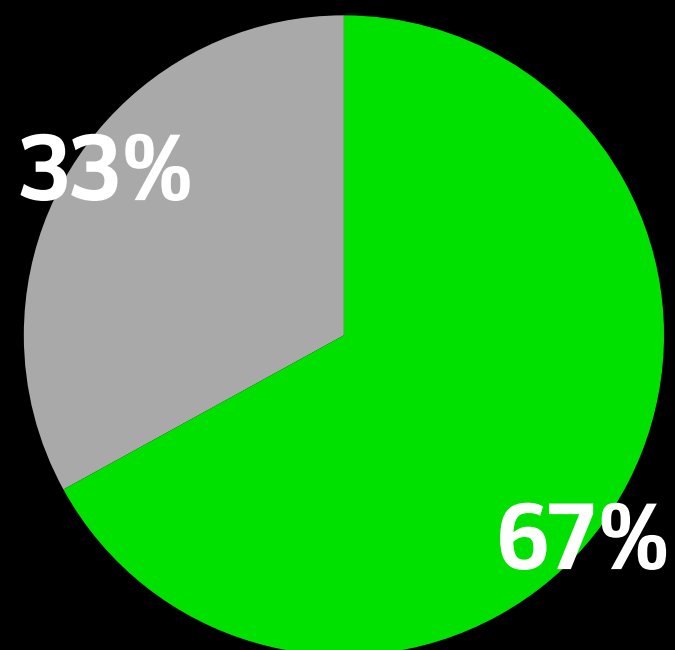


I wanted to be a Superhero, when I was a child.

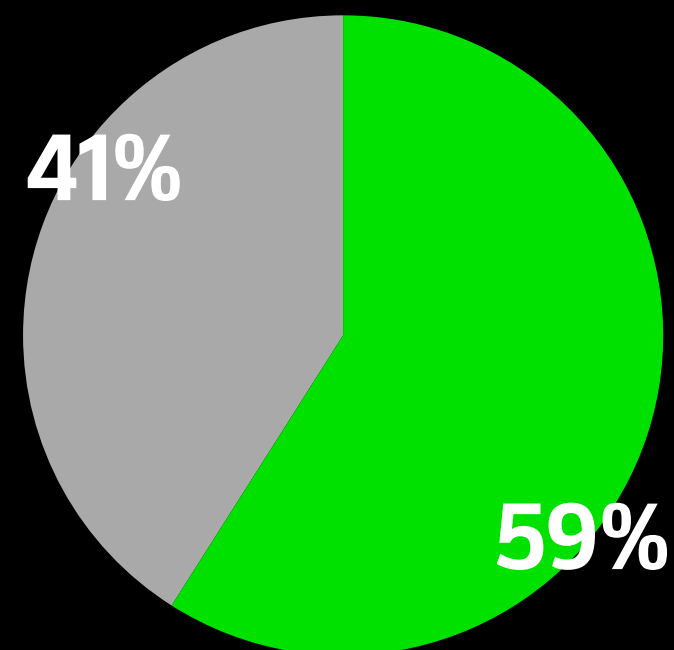


Our study shows how nostalgic fantasy and science fiction are for germans.

Fantasy and science fiction worlds
awaken pleasant memories of my
childhood and teenage years.



Fantasy and science fiction worlds
had an impact on my virtues and
values.



**BUT WHO IS THE
STRONGEST ONE?**

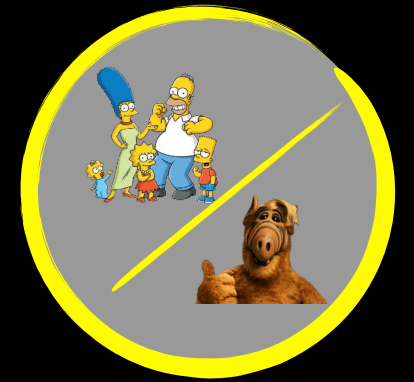


NOSTALGIC SERIES IN GERMANY



The **best-known** series is
84% The Simpsons.

The viewers like **to escape the
everyday life** the most with Alf
and The Simpsons.
27%



The **most watched** series are
The Simpsons and Alf.
66%



In Terms of **being known** Saber
Rider and the Star Sheriffs
9% ranks last.



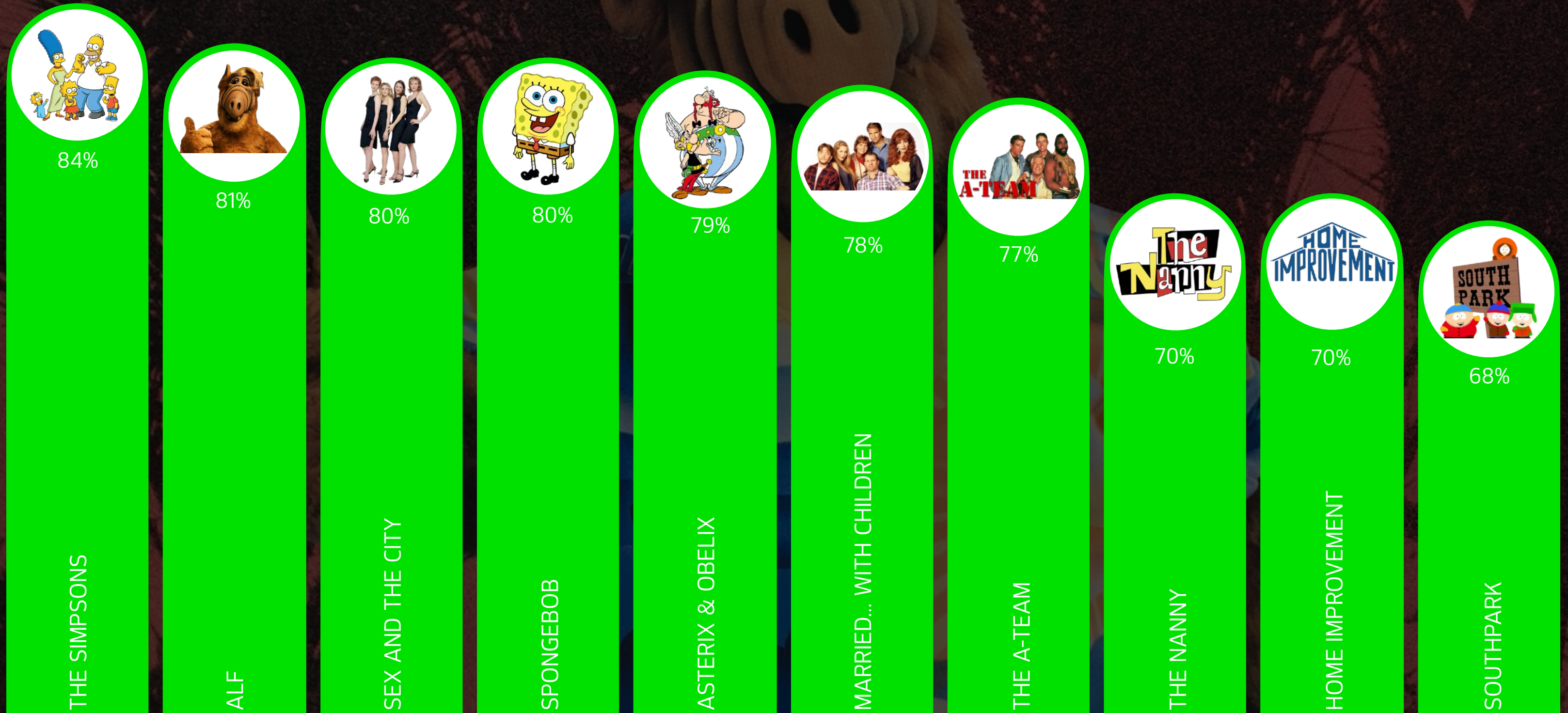
Alf ranks the highest in terms
of being the **most nostalgic**
39% series.

TOP 10

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PROMINENCE

How well do you know the following series?



TOP 10

AWARENESS

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Which of the following series have you watched before, even if it's just one episode?



66%

ALF



66%

THE SIMPSONS



59%

ASTERIX & OBELIX



59%

MARRIED... WITH CHILDREN



58%

SPONGEBOB



57%

THE A-TEAM



49%

HOME IMPROVEMENT



47%

THE NANNY



47%

DISNEY'S
ADVENTURES OF
THE GUMMI BEARS



47%

PRINCE OF BEL AIR

TOP 10

EMOTIONS

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Which of the following series stimulates nice and pleasant memories in you?



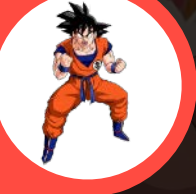
TOP 10

TOP NOSTALGIA BY AGE

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Which of the following series stimulates nice and pleasant memories in you?

16 to 34

1	SPONGEBOB	44%		6	ASTERIX & OBELIX	27%	
2	DISNEY'S ADVENTURES OF THE GUMMI BEARS	39%		7	KING OF QUEENS	27%	
3	POKÉMON	39%		8	PRINCE OF BEL AIR	26%	
4	THE SIMPSONS	39%		9	FAMILY GUY	23%	
5	DISNEY'S RECESS	35%		10	DRAGONBALL	23%	

TOP NOSTALGIA BY AGE

Which of the following series stimulates nice and pleasant memories in you?

35 to 53

1	ALF	48%		6	HOME IMPROVEMENT	30%	
2	MARRIED... WITH CHILDREN	37%		7	KING OF QUEENS	30%	
3	THE A-TEAM	33%		8	ASTERIX & OBELIX	28%	
4	DISNEY'S ADVENTURES OF THE GUMMI BEARS	32%		9	THE SIMPSONS	27%	
5	PRINCE OF BEL AIR	31%		10	THE COSBY SHOW	26%	

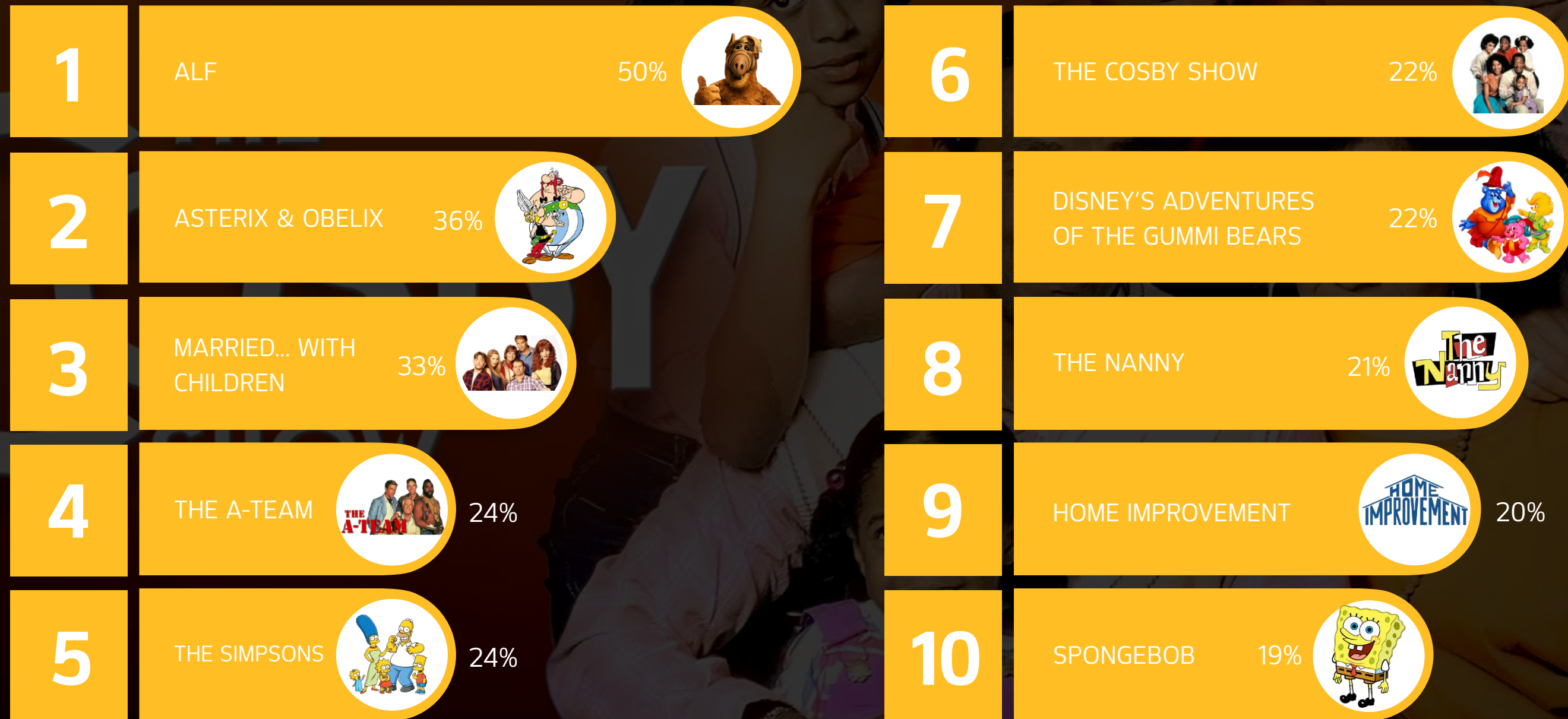
TOP 10

TOP NOSTALGIA BY AGE

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Which of the following series stimulates nice and pleasant memories in you?

54 to 71



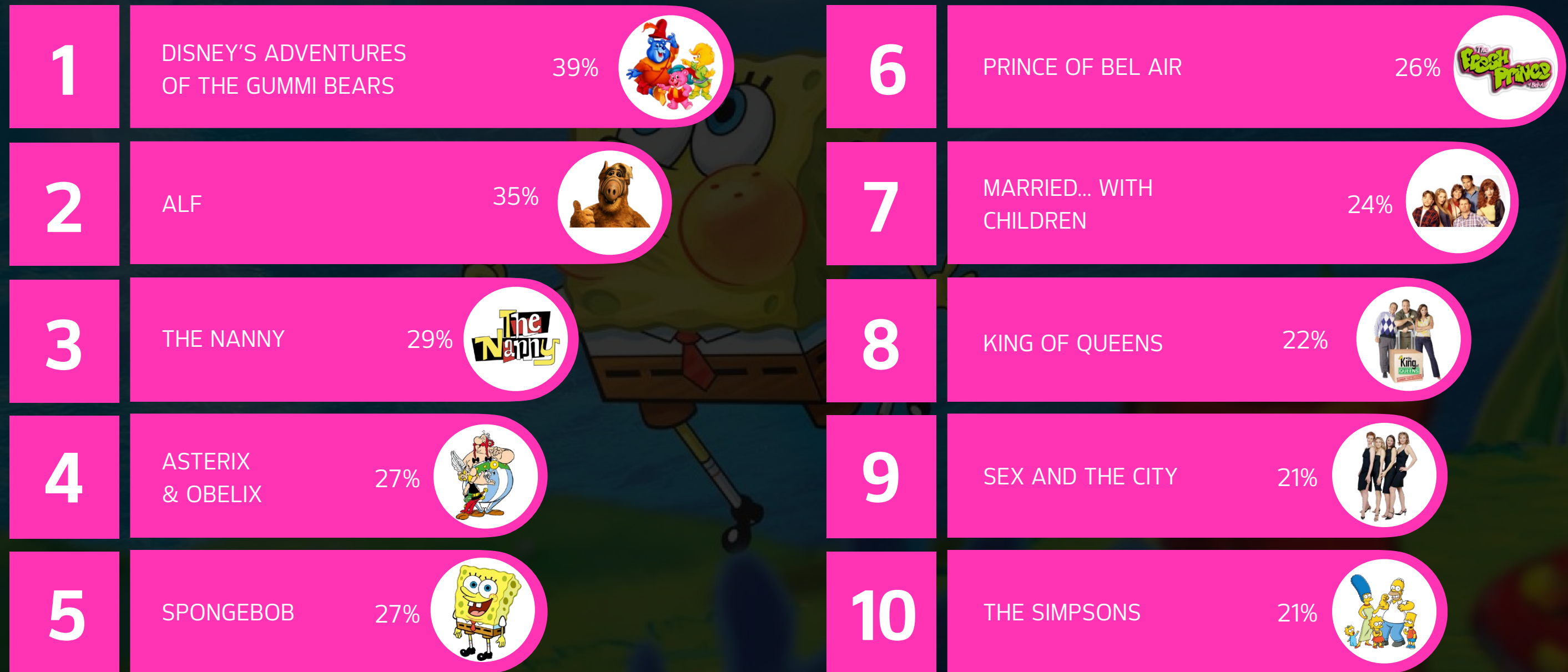
TOP 10

TOP NOSTALGIA BY GENDER

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Which of the following series stimulates nice and pleasant memories in you?

FEMALE



TOP 10

TOP NOSTALGIA BY GENDER

JUNGvMATT

Which of the following series stimulates nice and pleasant memories in you?

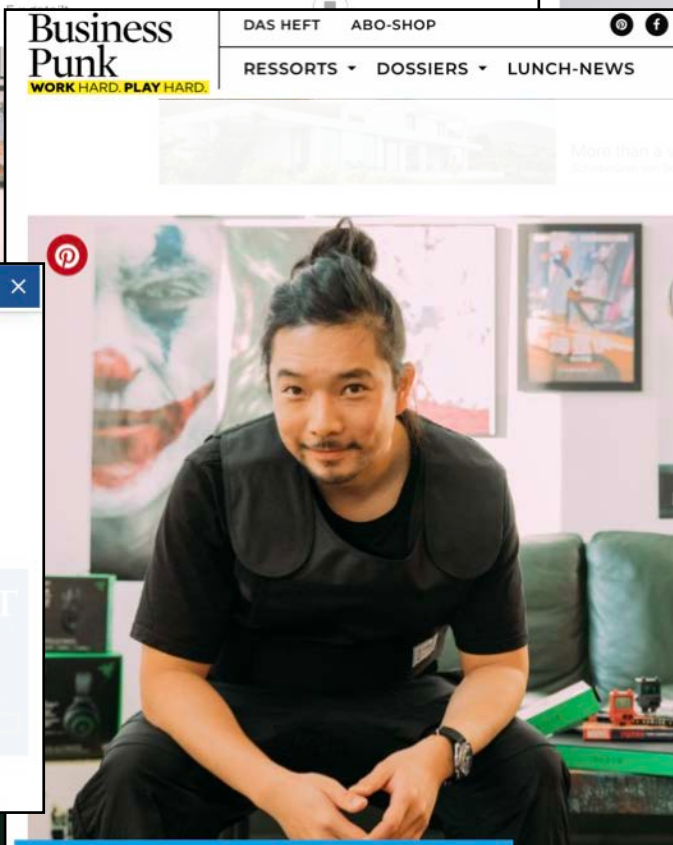
MALE

1	ALF	43%		6	SPONGEBOB	31%	
2	THE SIMPSONS	39%		7	KING OF QUEENS	28%	
3	MARRIED... WITH CHILDREN	35%		8	HOME IMPROVEMENT	26%	
4	ASTERIX & OBELIX	32%		9	PRINCE OF BEL AIR	25%	
5	THE A-TEAM	31%		10	DISNEY'S ADVENTURES OF THE GUMMI BEARS	25%	

ABOUT JVM NERD:

THE NEW KID ON THE BLOCK: WE CURATE A NEW POP CULTURE FOR A NEW GENERATION!

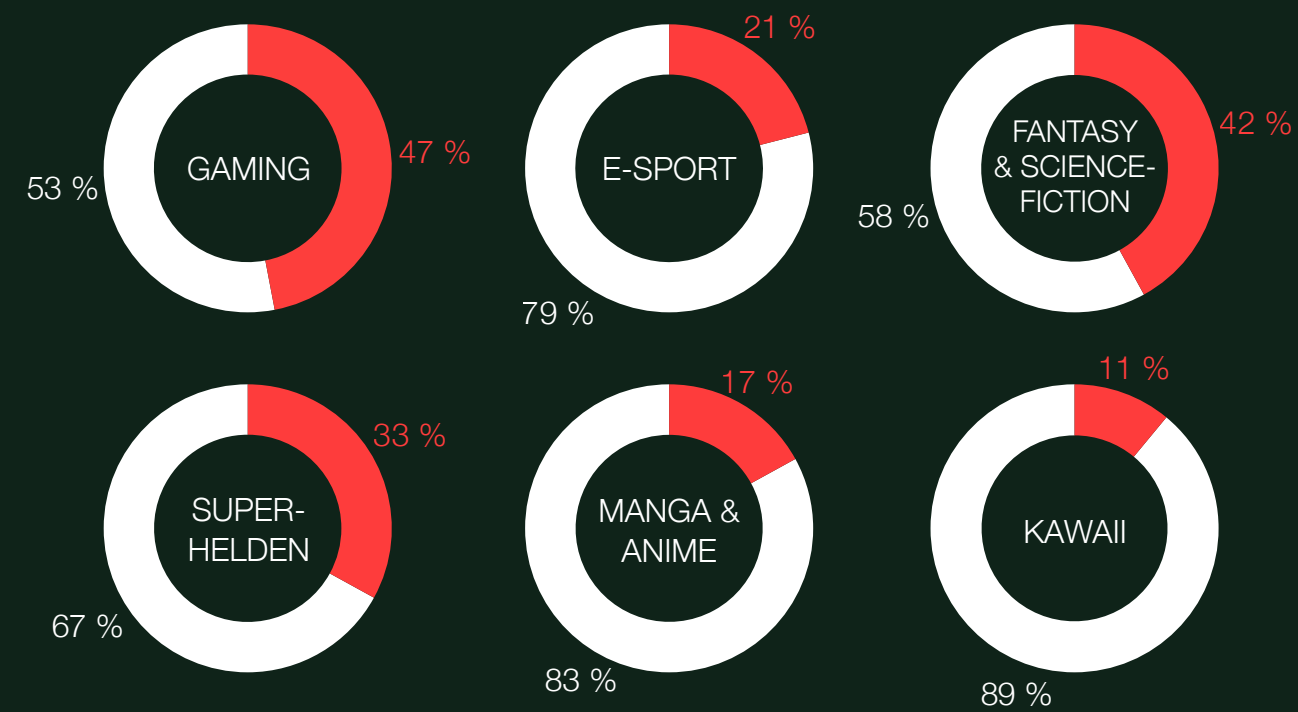
JUNGvMATT



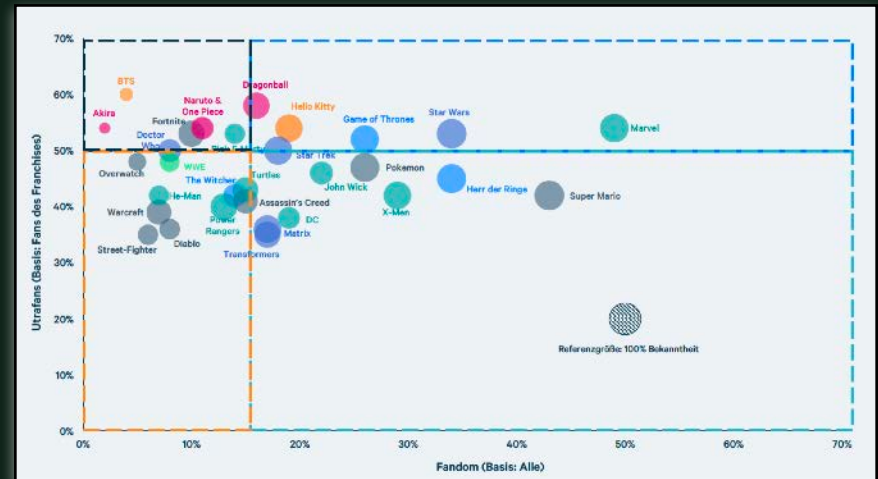
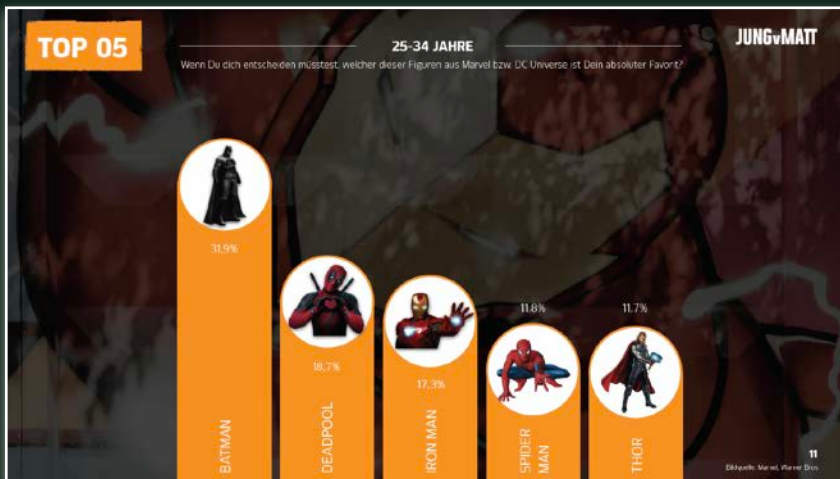
Das neue Sexy: Toan Nguyen über nerdige Werbung

NERDS LOVE DATA: WE HAVE THE BIGGEST DATA BASE ON FANDOM AND NERD CULTURE IN EU AND GERMANY.

FANDOM PENETRATION IN GERMANY:



Erst im Januar gegründet, will Jung von Matt/Nerd jetzt mit einer Grundlagenstudie zur Nerdkultur in Deutschland Agenda-Setting betreiben. Die von Innofact erhobene repräsentative Studie liefert umfangreiche Einblicke in eine Lebenswelt, die vielen Menschen erst über die Sitcom „The Big Bang Theory“ bekannt wurde. Und die wichtigste Botschaft für Markenartikler: In den Fankreisen der Nerds sind sie mit ihren Botschaften willkommen.



MORE DATA:
www.nerd-insights.com

IMPRINT

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JvM NERD

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**DID JUNG VON MATT
IMPRESS YOU?**