



Mediapulse Streaming Data

Quarterly Report Q1/2021

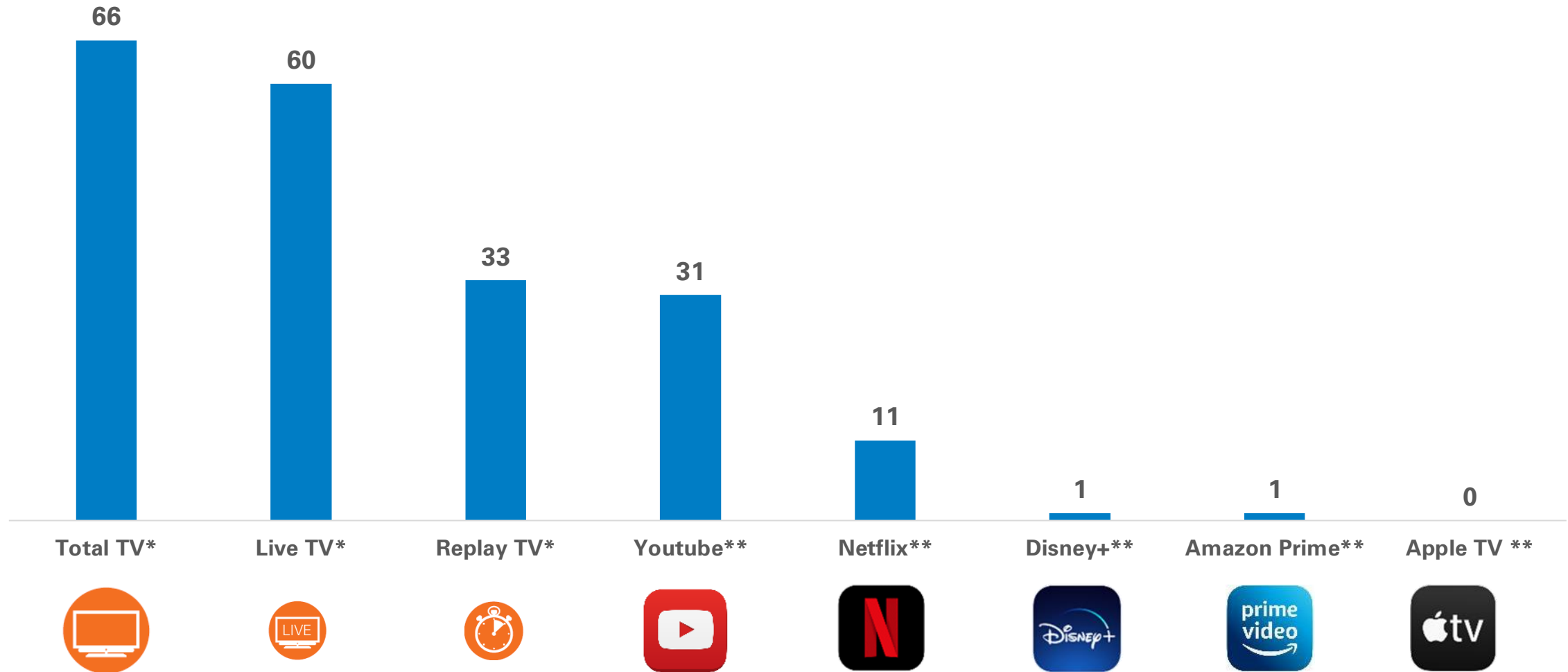


Bern, 14 April 2021

mediapulse

Daily reach in percent

Switzerland total



*MEDIAPULSE TV DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+ (WITH GUESTS), NRW-%, 24H, MO-SU, ALL TV-PLATFORMS, OVERNIGHT+7 (TOTAL TV)/ LIVE (LIVE TV)/ RECORDED VIEW (REPLAY TV), USAGE AT HOME, TV-SET.

**MEDIAPULSE STREAMING DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+, NRW-%, 24H, MO-SU, STREAMING-PLATFORMS, USAGE AT HOME, TV-SET/ SMARTPHONE/ DESKTOP/ LAPTOP/ TABLET.

Daily reach in percent

Switzerland total and language regions

	Total TV*	Live TV*	Replay TV*	YouTube**	Netflix**	Disney+**	Amazon Prime**	Apple TV+**
Deutschschweiz	65	60	32	30	11	1	1	0
Suisse romande	66	60	38	32	14	1	1	0
Svizzera italiana	74	69	38	30	14	1	1	0
Switzerland total	66	60	33	31	11	1	1	0

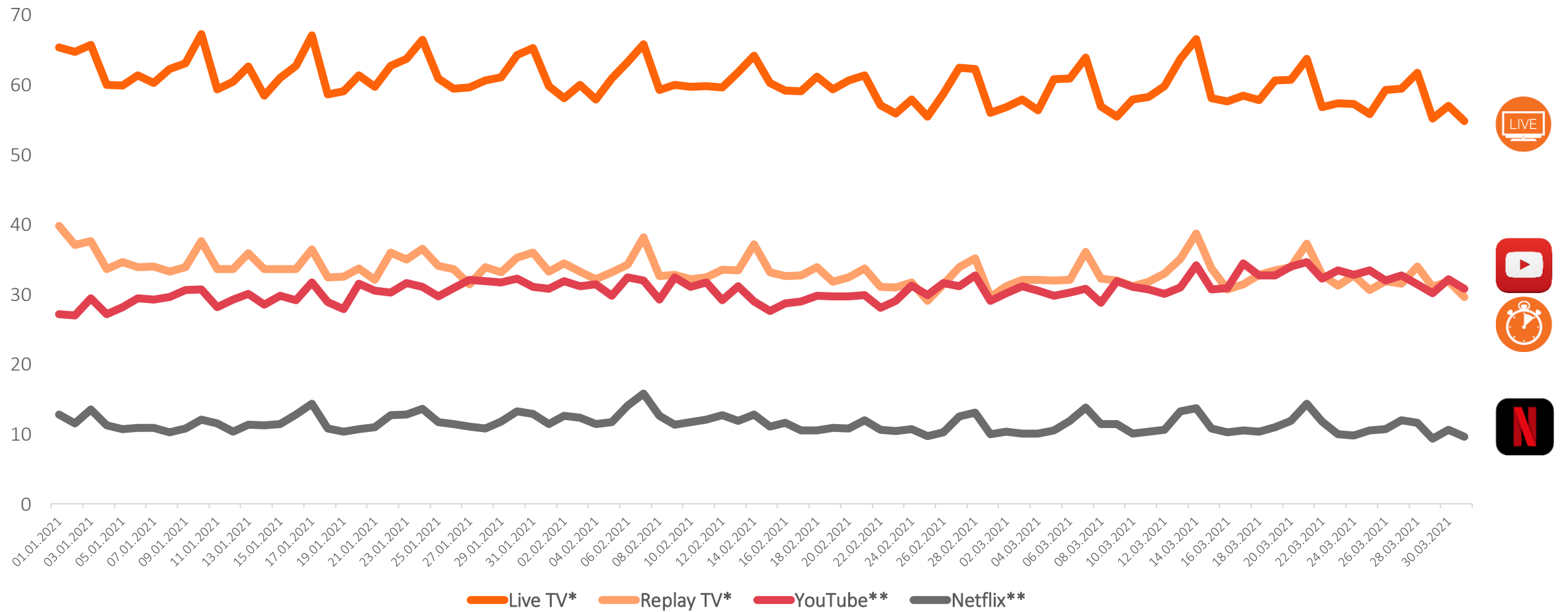


* MEDIAPULSE TV DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+ (WITH GUESTS), NRW-%, 24H, MO-SU, ALL TV-PLATFORMS, OVERNIGHT+7 (TOTAL TV)/ LIVE (LIVE TV)/ RECORDED VIEW (REPLAY TV), USAGE AT HOME, TV-SET.

** MEDIAPULSE STREAMING DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+, NRW-%, 24H, MO-SU, STREAMING-PLATFORMS, USAGE AT HOME, TV-SET/ SMARTPHONE/ DESKTOP/ LAPTOP/ TABLET.

Daily reach across time in percent

Switzerland total

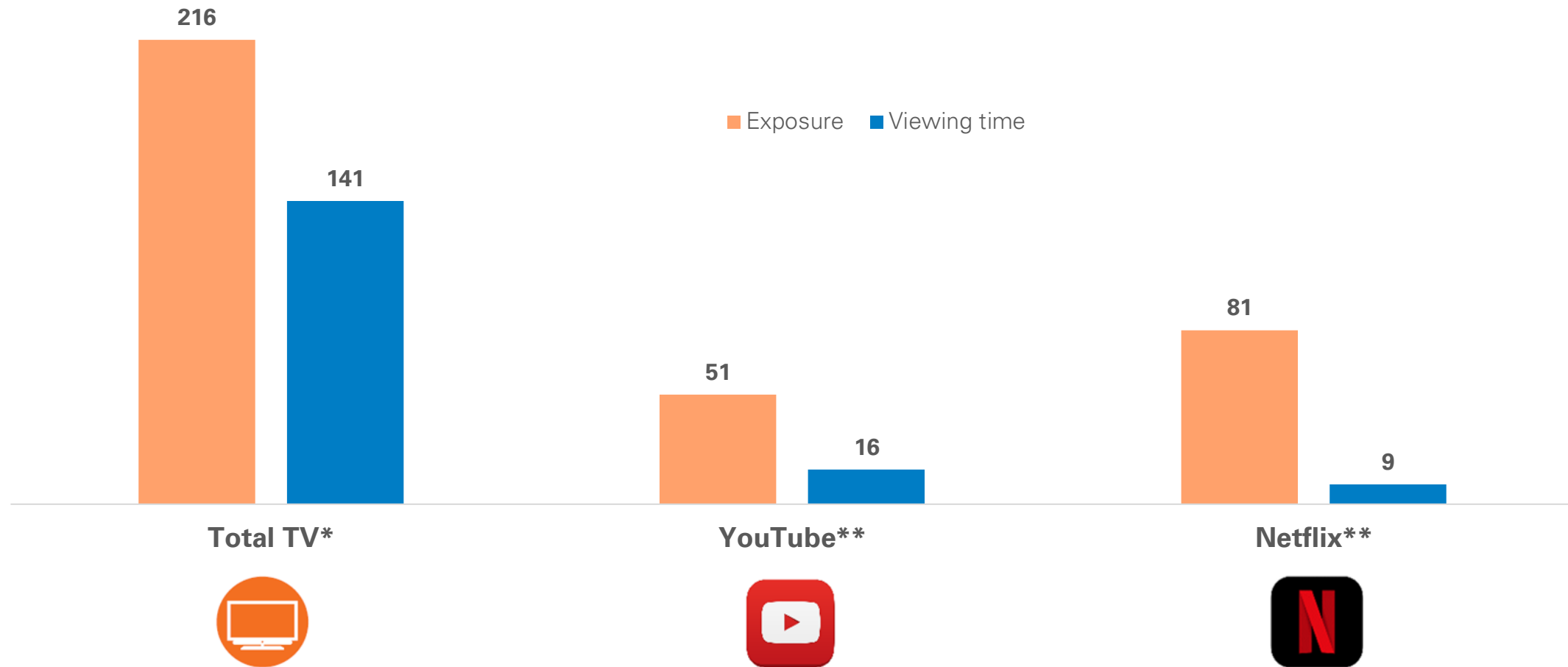


*MEDIAPULSE TV DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+ (WITH GUESTS), NRW-%, 24H, MO-SU, ALL TV-PLATFORMS, LIVE (LIVE TV)/ RECORDED VIEW (REPLAY TV), USAGE AT HOME, TV-SET.

**MEDIAPULSE STREAMING DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+, NRW-%, 24H, MO-SU, STREAMING-PLATFORMS, USAGE AT HOME, TV-SET/ SMARTPHONE/ DESKTOP/ LAPTOP/ TABLET.

Daily exposure and viewing time in minutes

Switzerland total



*MEDIAPULSE TV DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+ (WITH GUESTS), VD, SD, 24H, MO-SU, ALL TV-PLATFORMS, OVERNIGHT+7 (TOTAL TV), USAGE AT HOME, TV-SET.

**MEDIAPULSE STREAMING DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+, VD, SD, 24H, MO-SU, STREAMING-PLATFORMS, USAGE AT HOME, TV-SET/ SMARTPHONE/DESKTOP/ LAPTOP/TABLET.

Daily exposure in minutes

Switzerland total and language regions

	Total TV*	YouTube**	Netflix**
Deutschschweiz	207	50	80
Suisse romande	233	57	82
Svizzera italiana	249	48	85
Switzerland total	216	51	81



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**MEDIAPULSE STREAMING DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+, VD, 24H, MO-SU, STREAMING-PLATFORMS, USAGE AT HOME, TV-SET/ SMARTPHONE/ DESKTOP/ LAPTOP/TABLET.

Daily viewing time in minutes

Switzerland total and language regions

	Total TV*	YouTube**	Netflix**
Deutschschweiz	134	15	8
Suisse romande	153	18	11
Svizzera italiana	185	14	12
Switzerland total	141	16	9



*MEDIAPULSE TV DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+ (WITH GUESTS), SD, 24H, MO-SU, ALL TV-PLATFORMS, OVERNIGHT+7 (TOTAL TV), USAGE AT HOME, TV-SET.

**MEDIAPULSE STREAMING DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+, SD, 24H, MO-SU, STREAMING-PLATFORMS, USAGE AT HOME, TV-SET/ SMARTPHONE/ DESKTOP/ LAPTOP/TABLET.