

Mediapulse Streaming Data

Quarterly Report Q2/2021



Bern, 12 July 2021

mediapulse

Figure 1: Overview of the measured categories

TV and Non-TV Offerings / Big-Screen and Small-Screen

Categories	Description	Devices	Level	Period
TV@Big Screen	Linear and time-shifted consumption of TV channels on TV sets via IPTV, cable, satellite, OTT	TV sets	Channel	1 April – 30 June 2021
TV@Small Screen	Linear and time-shifted use of TV channels via blue TV Air, UPC, Quickline, Teleboy, Wilmaa and Zattoo on PC (desktop, laptop), tablet and smartphone	Small-screen devices / Mobile devices	Platform	1 May – 30 June 2021
YouTube				
Netflix				
Disney+	Consumption of the platforms on TV set, PC (desktop, laptop), tablet and smartphone	All screens	Platform	1 April – 30 June 2021
Amazon Prime				
Apple TV+				

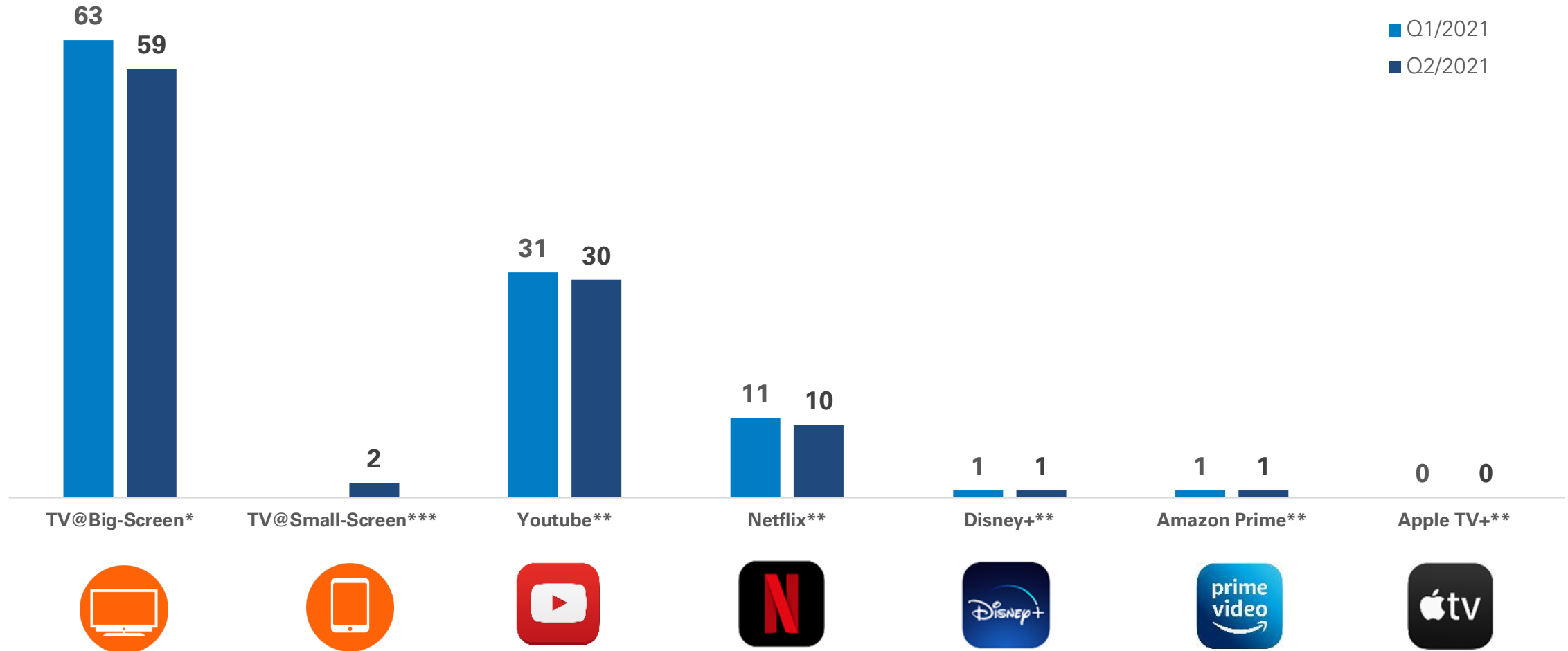
Figure 2: Overview of the key parameters

Viewer and viewing information

Performance data	Description	Figures in ...
Daily or net reach (NR)	Percentage of people within a target group who have consumed an offering at least once per day	percent
Exposure time (ET)	Average daily consumption time of all consumers of an offering on that day	minutes
Viewing time (VT)	Average daily duration of consumption by all persons in the population	minutes

Figure 3: Daily reach in percent

Whole of Switzerland

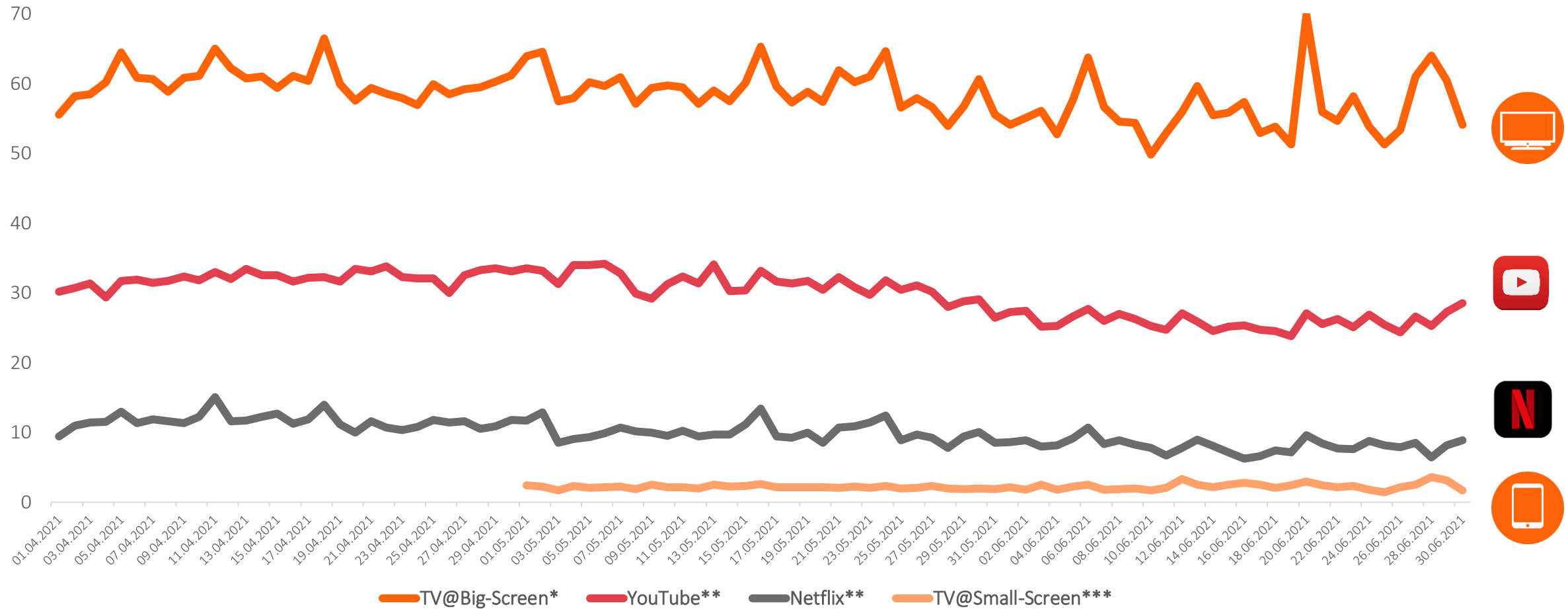


*MEDIAPULSE TV DATA, 1 JANUARY – 30 JUNE 2021, PERSONS AGED 3+ (WITH GUESTS), NR %, 24 HRS, MON-SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEW, CONSUMPTION AT HOME, TV SET

**MEDIAPULSE STREAMING DATA, 1 JANUARY – 30 JUNE 2021, PERSONS AGED 3+, NR %, 24 HRS, MON-SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

***MEDIAPULSE STREAMING DATA 1 MAY – 30 JUNE 2021, PERSONS AGED 3+, NR %, 24 HRS, MON-SUN, WEB-TV PLATFORMS, CONSUMPTION AT HOME, SMALL SCREENS

Figure 4: Daily reach figures over the course of Q2/2021 in percent Whole of Switzerland



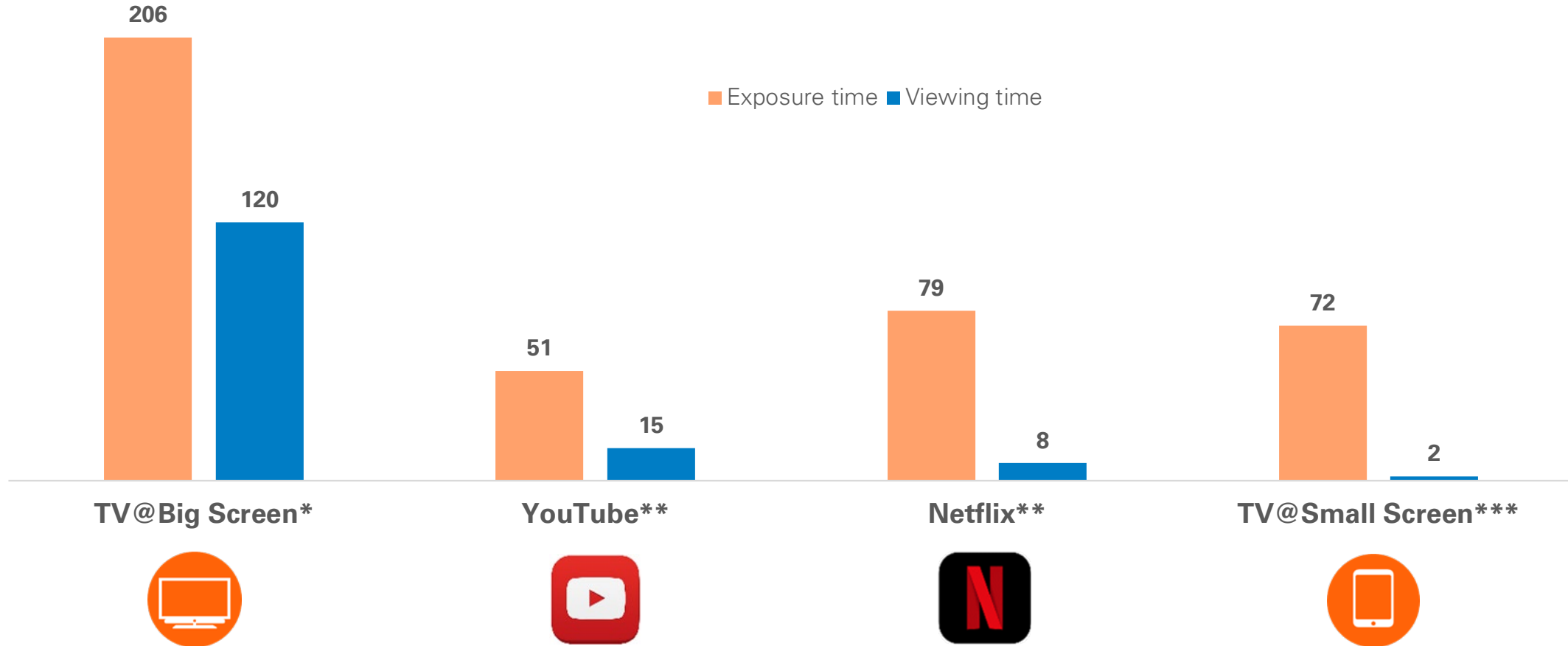
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Figure 5: Daily exposure and viewing time in minutes

Whole of Switzerland



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Figure 6: Daily reach in percent

Whole of Switzerland and language regions

	TV@Big Screen*	TV@Small Screen***	YouTube **	Netflix **	Disney+ **	Amazon Prime**	Apple TV+**
Deutschschweiz	58	2	29	9	1	1	0
Suisse romande	59	2	31	11	1	1	0
Svizzera italiana	68	4	29	11	1	1	0
Whole of Switzerland	59	2	30	10	1	1	0



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Figure 7: Daily exposure in minutes

Whole of Switzerland and language regions

	TV@Big-Screen*	YouTube**	Netflix**	TV@Small-Screen***
Deutschschweiz	195	49	78	62
Suisse romande	231	57	80	87
Svizzera italiana	230	49	80	117
Whole of Switzerland	206	51	79	72



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Figure 8: Daily viewing time in minutes

Whole of Switzerland and language regions

	TV@Big-Screen*	YouTube**	Netflix**	TV@Small-Screen***
German-speaking Switzerland	113	14	7	1
Suisse romande	136	18	9	2
Svizzera italiana	155	14	9	4
Whole of Switzerland	120	15	8	2



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