

Mediapulse Streaming Data

Quarterly Report Q3/2021



Bern, 1 October 2021

mediapulse

Figure 1: Overview of the designated broadcast 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	Offering	1 January – 30 September 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 September 2021
YouTube				
Netflix				
Disney+	Consumption of the platforms on TV set, PC (desktop, laptop), tablet and smartphone	All Screens	Platform	1 January – 30 September 2021
Amazon Prime				
Apple TV+				

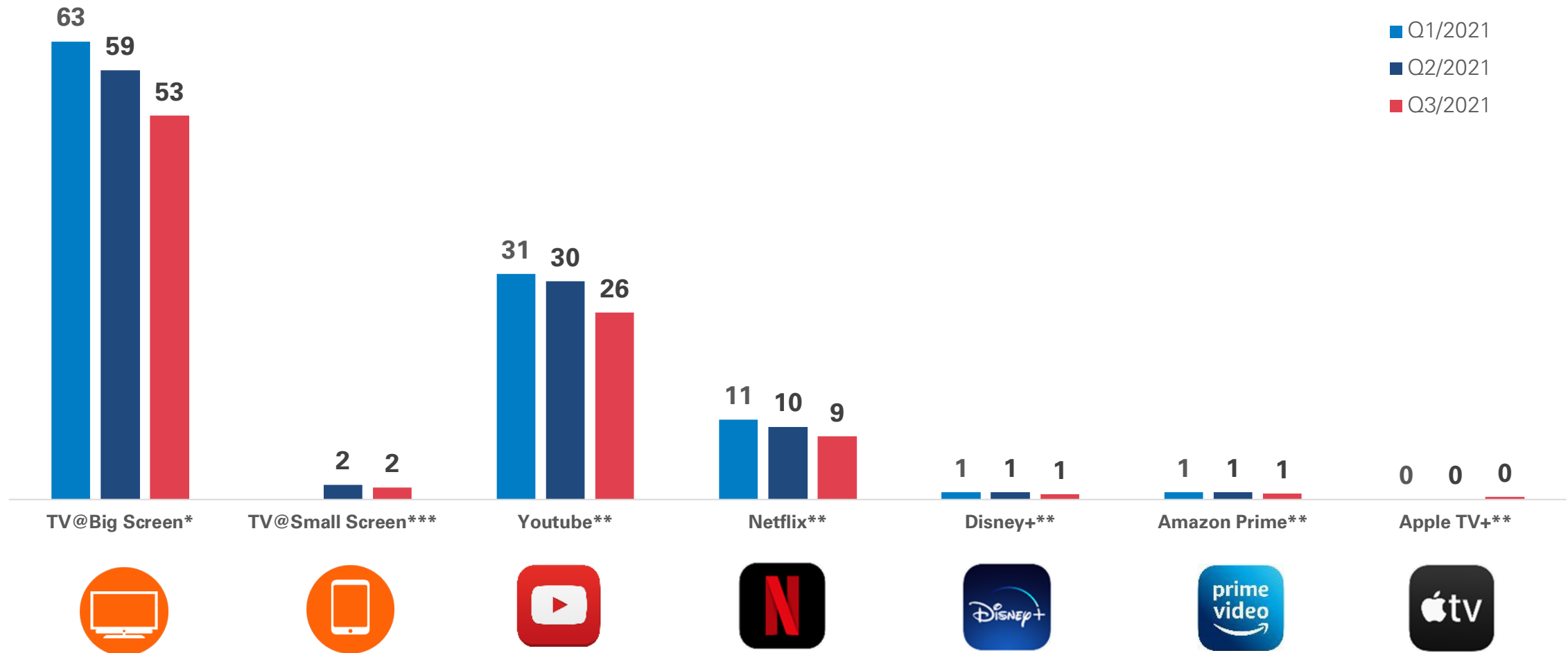
Figure 2: Overview of the reported performance data

User and consumption 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 consumption time of all persons in the given universe	minutes

Figure 3: Daily reach per quarter in percent

Whole of Switzerland



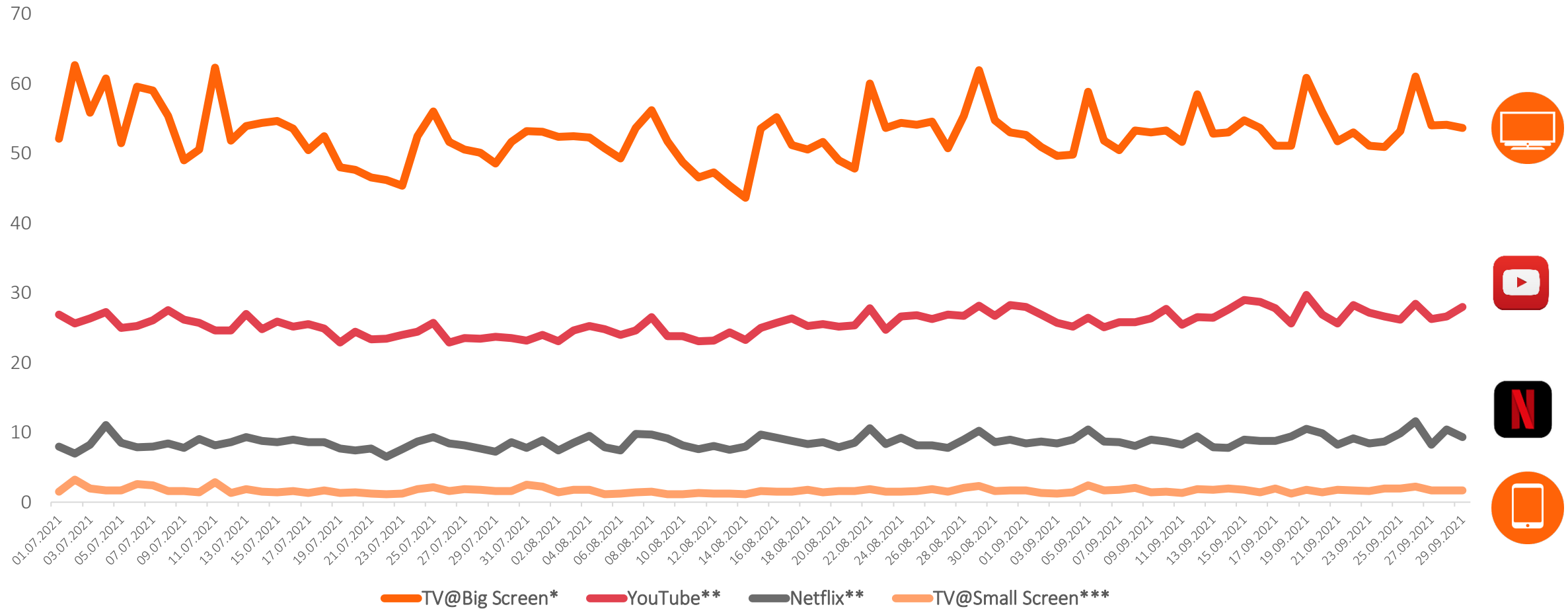
*MEDIAPULSE TV DATA, 1 JANUARY – 30 SEPTEMBER 2021, PERSONS AGED 3+ (WITH GUESTS), NR %, 24 HRS, MON-SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEW, CONSUMPTION AT HOME, TV SET

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

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

Figure 4: Daily reach over the quarter in percent

Whole of Switzerland



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

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Figure 5: Daily reach by language region in percent

Whole of Switzerland and language regions

	TV@Big Screen*	TV@Small Screen***	YouTube **	Netflix **	Disney+ **	Amazon Prime**	Apple TV+**
German-speaking Switzerland	53	2	26	8	1	1	0
Suisse romande	51	2	26	9	1	1	0
Svizzera italiana	59	3	26	11	1	1	0
Whole of Switzerland	53	2	26	9	1	1	0



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Figure 6: Daily reach by age and gender in percent

Whole of Switzerland

		TV@Big Screen*		Netflix**
Age groups	3–14 years	31	19	10
	15–29 years	24	33	15
	30–39 years	44	29	12
	40–49 years	56	32	11
	50–59 years	66	25	6
	60+ years	78	19	2
Gender	Women	54	25	10
	Men	52	27	8

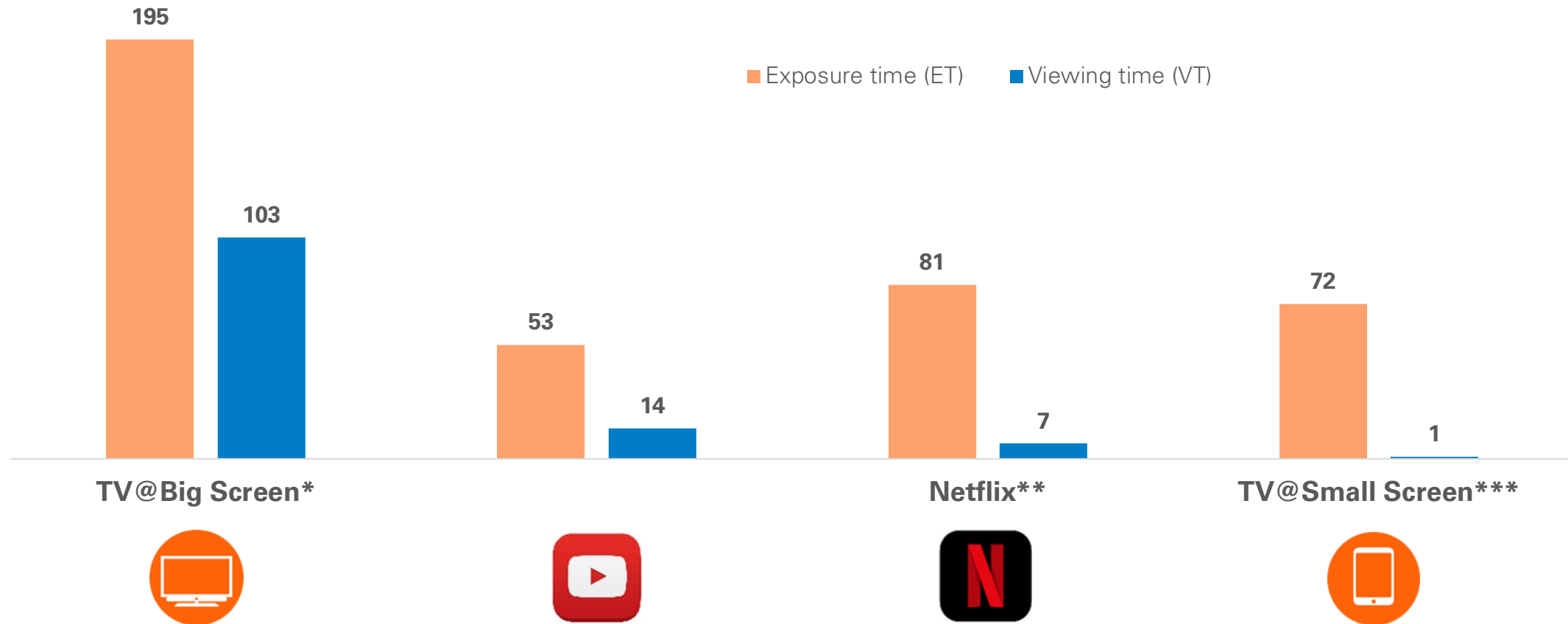


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Figure 7: Daily exposure and viewing time in minutes

Whole of Switzerland



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