

Mediapulse Streaming Data

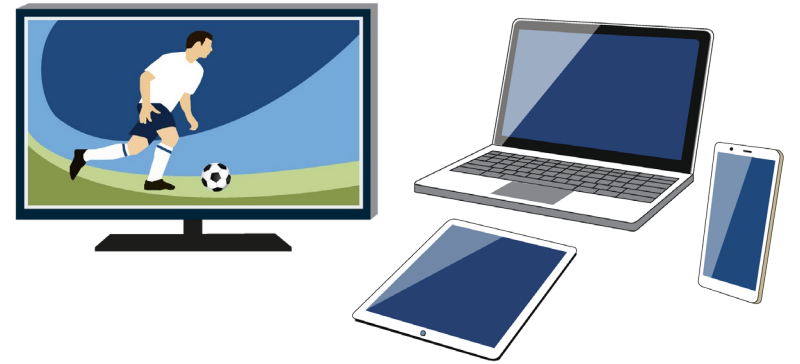
Quarterly Report Q1/2022

Bern, 27 April 2022

mediapulse

Mediapulse Streaming Data Factsheet

- Introduction
- Overview of the designated broadcast categories
- Overview of the reported performance data



Mediapulse Streaming Data

Introduction

■ Context

- Part of the ongoing general development of the TV research performed by Kantar Switzerland on behalf of Mediapulse

■ Scope

- Consumption of non-TV video offerings at home

■ Objectives

- To quantify the distribution and consumption of relevant video and streaming platforms
- To compare this data with the corresponding key figures for TV consumption (breakdown by target group characteristics age, gender and end device)

■ Method

- See [First Quarterly Report “Mediapulse Streaming Data”](#)
- See [Factsheet on the expansion of “Mediapulse TV Research”](#)

■ Publication

- From Q1/2021 as a [Quarterly Report and presentation of results](#)
- From Q1/2022 as a presentation of results

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 2021 – 31 March 2022
TV@Small Screen	Linear and time-shifted consumption 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 2021 – 31 March 2022
YouTube				
Netflix				
Disney+	Consumption of the platforms on TV set, PC (desktop, laptop), tablet and smartphone	All Screens	Platform	1 January 2021 – 31 March 2022
Amazon Prime				
Apple TV+				

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

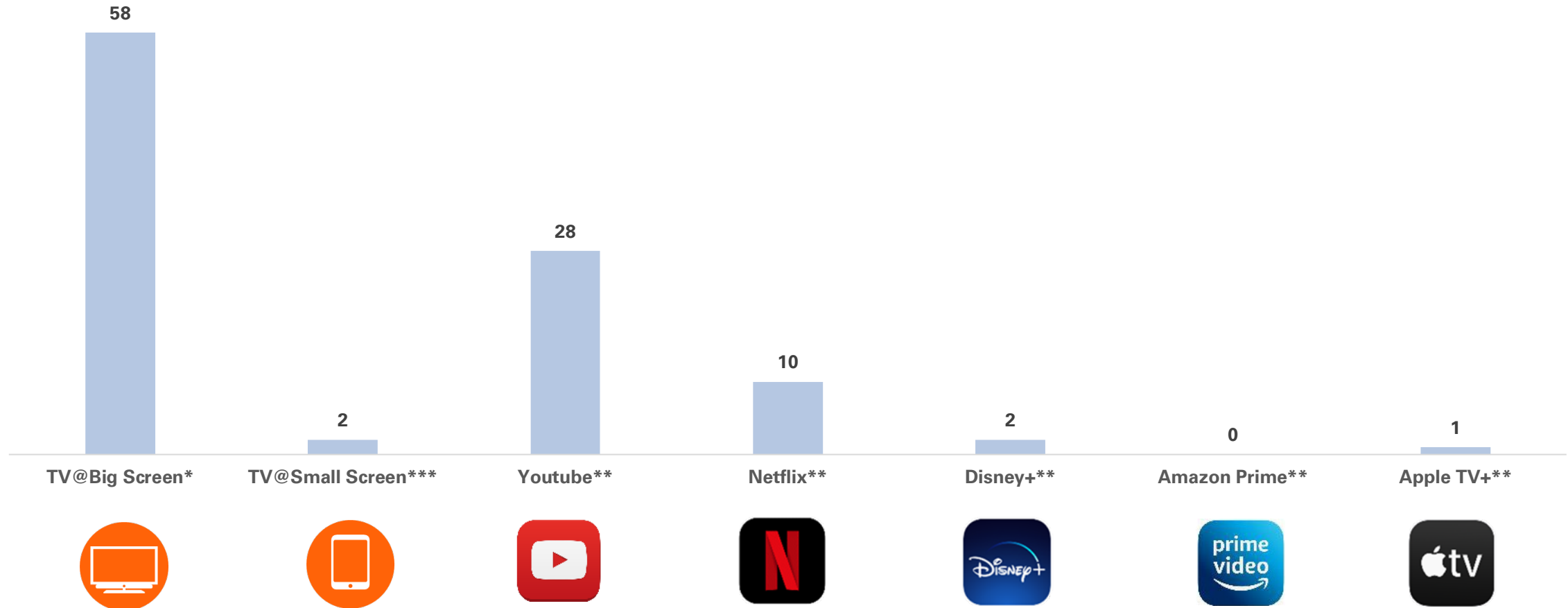
Results Mediapulse Streaming Data – First Quarter 2022

- Daily reach Q1/22 in percent
- Daily reach per quarter in percent
- Daily reach Q1/22 by language region in percent
- Daily reach Q1/22 by age/gender in percent
- Daily reach Q1/22 by end device in percent
- Daily reach over the course of Q1/22 in percent
- Daily exposure and viewing time Q1/22 in minutes



Daily reach Q1/22 in percent

Whole of Switzerland



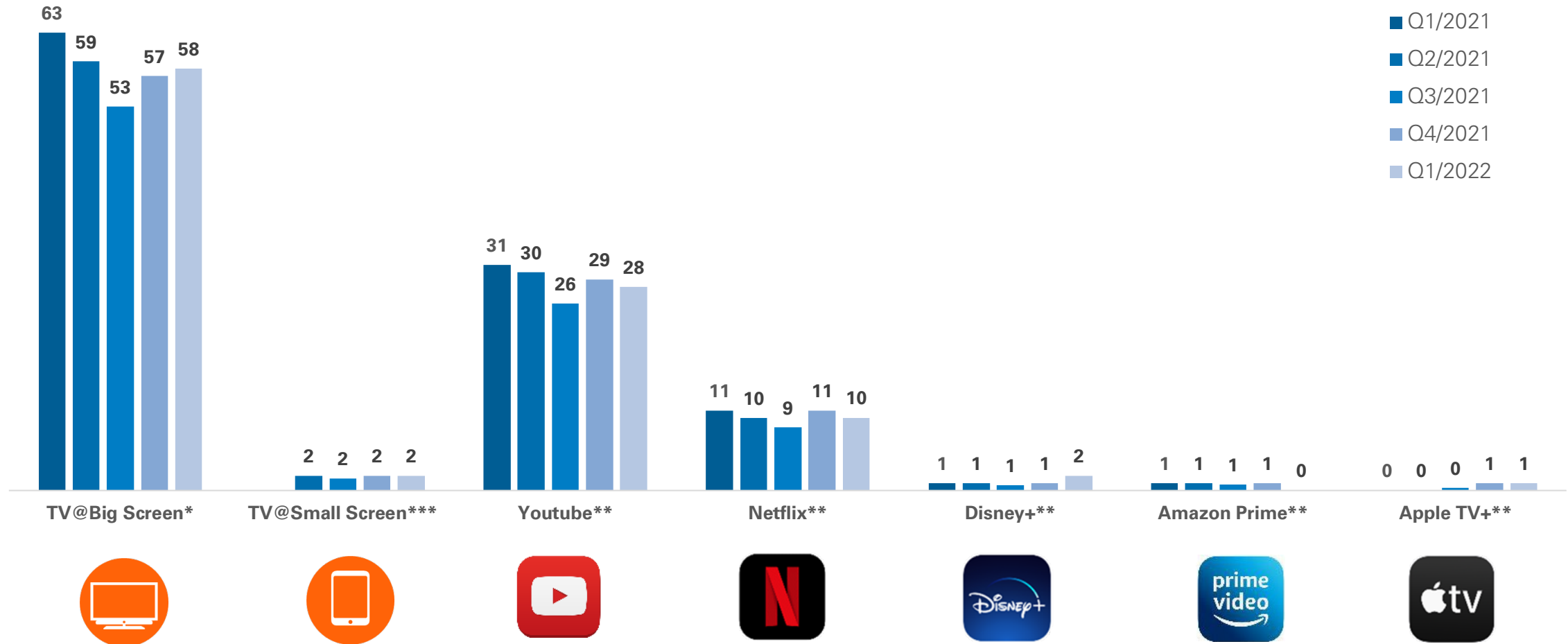
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**MEDIAPULSE STREAMING DATA, 1 JANUARY – 31 MARCH 2022, PERSONS AGED 3+, NR %, 24 HRS, MON-SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

***MEDIAPULSE STREAMING DATA 1 JANUARY – 31 MARCH 2022, PERSONS AGED 3+, NR %, 24 HRS, MON-SUN, WEBTV PLATFORMS, CONSUMPTION AT HOME, SMALL SCREENS

Daily reach per quarter in percent

Whole of Switzerland



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Daily reach Q1/22 by language region in percent

Whole of Switzerland and language regions

	TV@Big Screen*	TV@Small Screen***	YouTube **	Netflix**
Deutschschweiz	59	2	28	9
Suisse romande	56	2	29	11
Svizzera italiana	68	3	32	13
Whole of Switzerland	58	2	28	10



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Daily reach Q1/22 by age/gender in percent

Whole of Switzerland

		TV@Big Screen*	YouTube**	Netflix**
Age groups	3–14 years	36	23	11
	15–29 years	24	32	16
	30–39 years	52	34	13
	40–49 years	62	36	13
	50–59 years	74	28	8
	60+ years	84	22	3
	Gender	Female	60	28
Male		57	29	9



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Daily reach Q1/22 by end device in percent

Whole of Switzerland

		YouTube*	Netflix*	TV
Device	TV Set	3	6	58 **
	Smartphone	18	2	1 ***
	PC / Tablet	12	3	1 ***



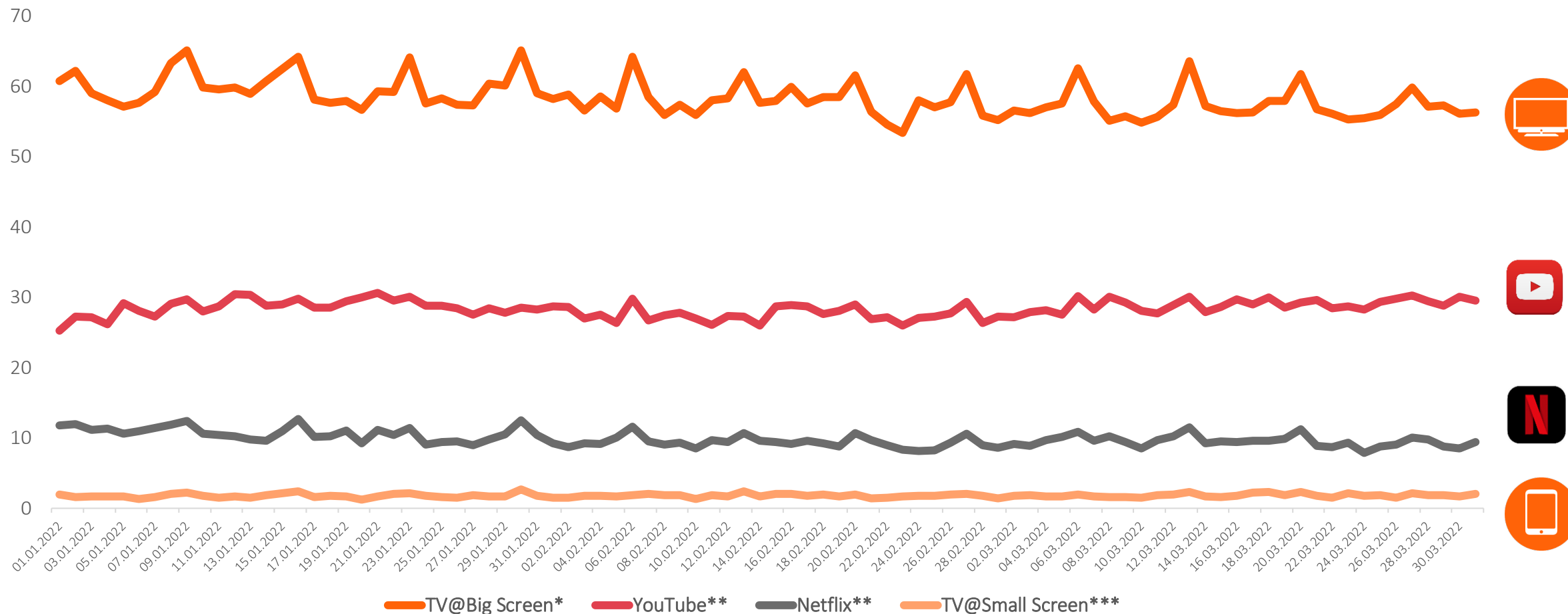
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Daily reach over the course of Q1/22 in percent

Whole of Switzerland



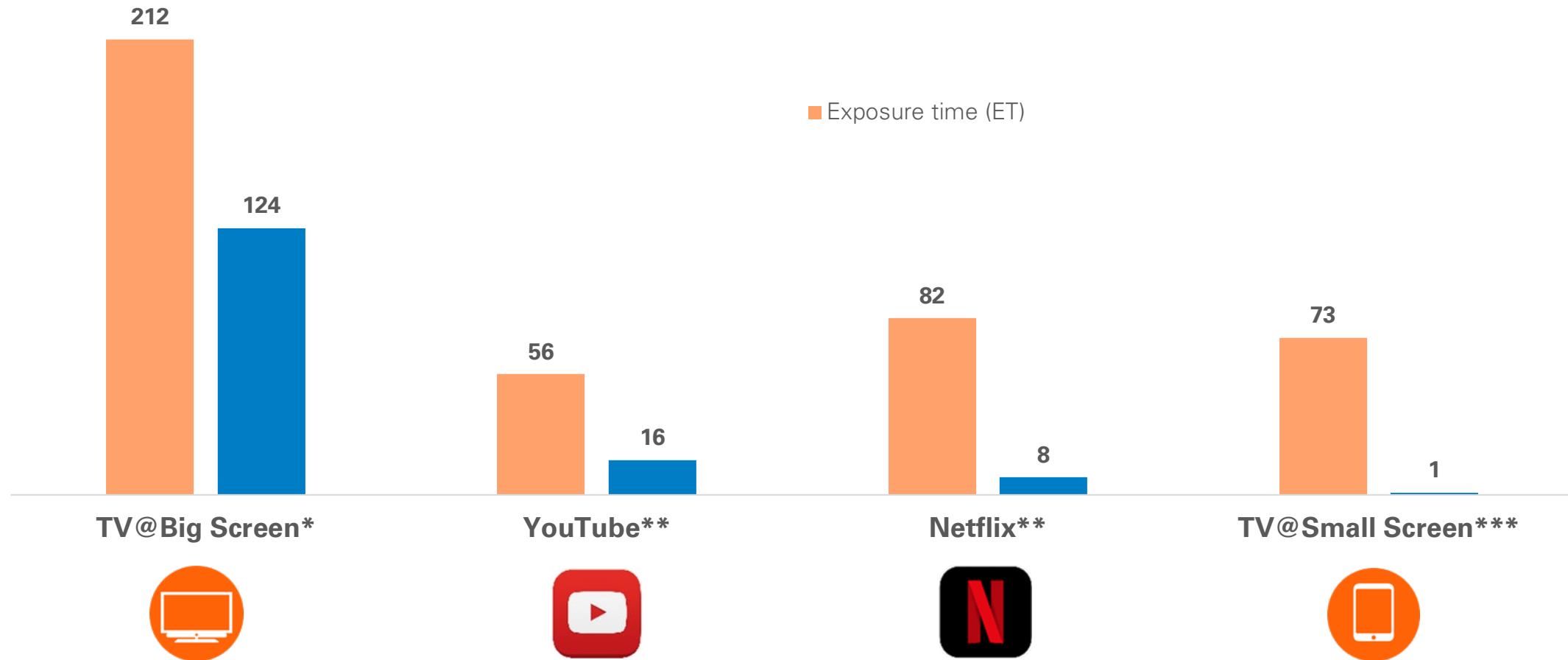
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Daily exposure and viewing time Q1/22 in minutes

Whole of Switzerland



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