

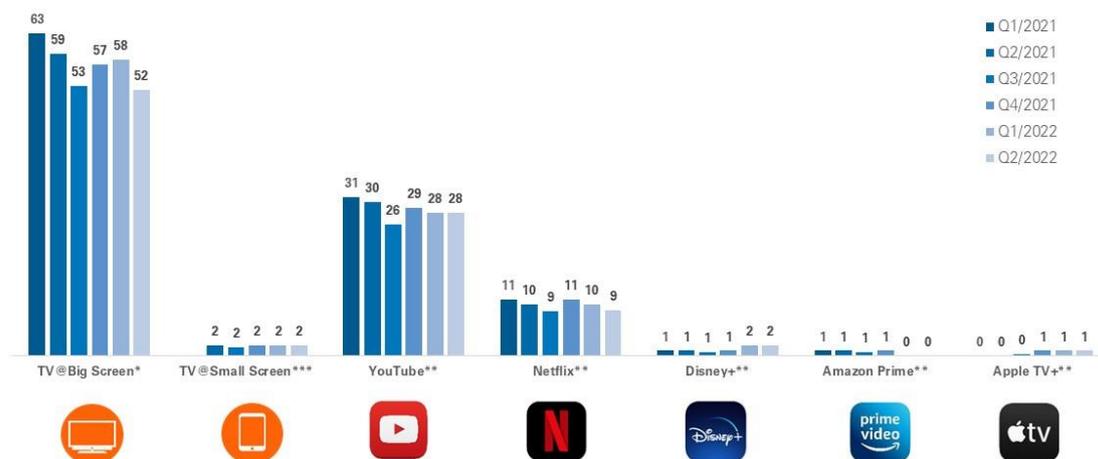
Mediapulse Streaming Data: stable conditions in the moving image market.

Bern, 20 July 2022 – The second Mediapulse Streaming Data Quarterly Report of 2022 shows that consumption patterns in the moving image market are holding steady. The new data confirms that classic television still draws more viewers than video and streaming platforms. Market conditions remain constant.

Classic television most popular in terms of reach and viewing time

In the second quarter of 2022, classic television continues to enjoy the highest daily reach and longest viewing time. TV reach appears to be following the same seasonal trend as in 2021. In a comparison of daily reach, the video platform YouTube and the streaming provider Netflix also achieve relevant audience shares, although they were unable to increase. Netflix, however, is distinguished by a long exposure time. The other streaming platforms Disney+, Amazon Prime and AppleTV+ continue to reach very few people.

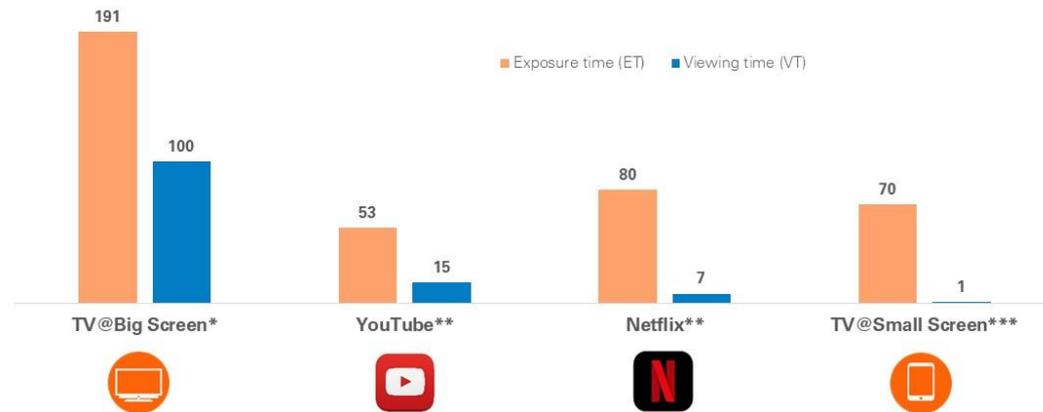
Daily reach per quarter in percent Whole of Switzerland



*MEDIAPULSE TV DATA, 1 JANUARY 2021 – 30 JUNE 2022, 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 2021 – 30 JUNE 2022, PERSONS AGED 3+, NR %, 24 HRS, MON-SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS
 ***MEDIAPULSE STREAMING DATA 1 MAY – 30 JUNE 2022, PERSONS AGED 3+, NR %, 24 HRS, MON-SUN, WEBTV PLATFORMS, CONSUMPTION AT HOME, SMALL SCREENS

Daily exposure and viewing time Q2/22 in minutes

Whole of Switzerland



*MEDIAPULSE TV DATA, 1 APRIL – 30 JUNE 2022, PERSONS 3+ (WITH GUESTS), ET, VT, 24 HRS, MON-SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEW, CONSUMPTION AT HOME, TV SET
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Svizzera Italiana reaches the most people in a regional comparison

In the Italian-speaking Switzerland, more people are reached via classic television and streaming services than in the other language regions. In contrast, there are virtually no differences between French-speaking and German-speaking Switzerland. A similar picture is painted by a comparison of big-screen and small-screen consumption.

Daily reach Q2/22 by language region in percent

Whole of Switzerland and language regions

	TV@Big Screen*	TV@Small Screen***	YouTube**	Netflix**
German-speaking Switzerland	52	1	27	9
French-speaking Switzerland	52	2	29	9
Italian-speaking Switzerland	62	3	30	13
Whole of Switzerland	52	2	28	9

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Consumption of TV and Netflix mainly on classic TV sets

The second Quarterly Report of 2022 reveals that YouTube reaches more people in the 15–29 age group than the offerings of the TV channels. For this age group, YouTube is as in earlier quarters the moving-image offering with the biggest user base.

The consumption of TV and Netflix takes place almost exclusively on classic TV sets, while YouTube is mainly consumed on small-screen devices.

Daily reach Q2/22 by age/gender in percent Whole of Switzerland

		TV@Big Screen*	YouTube**	Netflix**
Age groups	3–14 years	33	25	11
	15–29 years	20	31	14
	30–39 years	45	32	13
	40–49 years	54	35	12
	50–59 years	68	28	8
	60+ years	77	21	3
Gender	Female	53	26	10
	Male	52	29	8



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Daily reach Q2/22 by end device in percent Whole of Switzerland

		YouTube*	Netflix*	TV
Device	TV Set	3	6	52 **
	Smartphone	18	2	1 ***
	PC / Tablet	11	2	1 ***



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About the Mediapulse Streaming Data Quarterly Report

As part of its TV research, Mediapulse publishes a quarterly overview of streaming data with the aim of providing an independent, cross-platform and comparable database for the consumption of TV and other moving-image offerings. The distribution and consumption of relevant video and streaming platforms is quantified and compared with the corresponding key figures of TV consumption. All quarterly reports and evaluations can be found at www.mediapulse.ch.

About Mediapulse

As an independent industry organisation, Mediapulse is charged with collecting data on the consumption of radio and TV programmes as well as online services in Switzerland. This data is considered official currency and is used by broadcasters and programme makers, the advertising industry, government agencies and for research.

As a company with a strong practical focus, Mediapulse seeks to support the Swiss electronic media and advertising market with research services and data products. Modern systems and constant innovations ensure that changes in the consumption of audiovisual media can also be mapped.

Mediapulse stands for a neutral, independent, transparent and scientific approach to media research and is under the supervision of DETEC (OFCOM). A large part of the market is represented on the Board of Directors of Mediapulse AG and the Board of Trustees of the Mediapulse Foundation.

Find out more at: www.mediapulse.ch

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