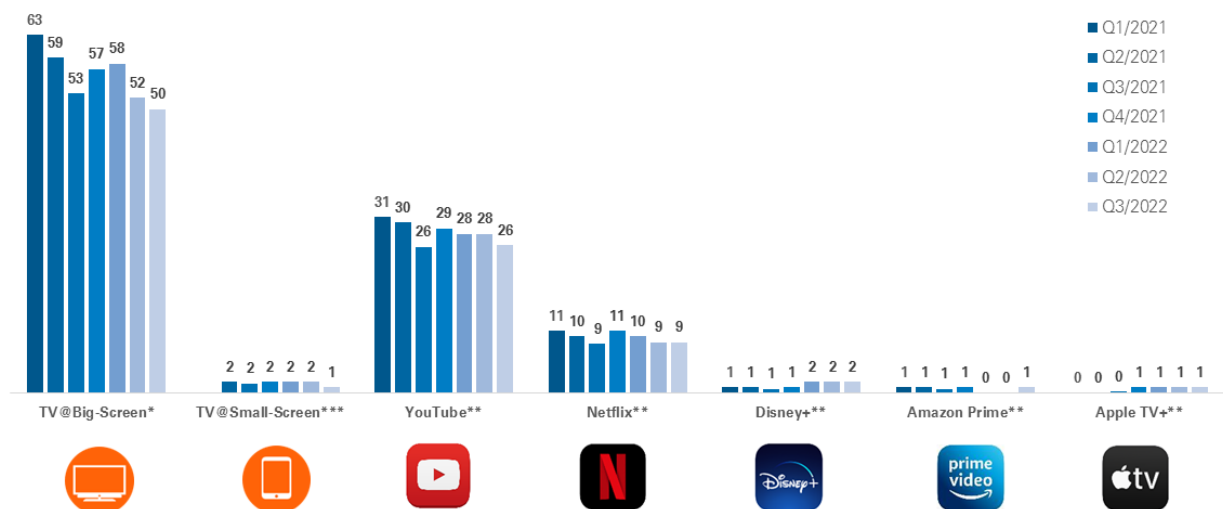


Mediapulse Streaming Data: TV still has highest daily reach

Bern, 19 October 2022 – The consumption patterns in the moving image market remain fundamentally unchanged in the third Quarterly Mediapulse Streaming Data Report in 2022. Classic television continues to retain the most viewers – followed by the video and streaming platforms YouTube and Netflix.

In the third quarter of 2022, classic television still enjoys the highest daily reach, following a similar seasonal trend to last year. A look at the video platform Youtube and the streaming provider Netflix shows that they too are continuing to achieve relevant audience shares in terms of daily reach. The other streaming platforms, Disney+, Amazon Prime and AppleTV+, still reach comparatively few people.

Daily reach per quarter in percent Whole of Switzerland

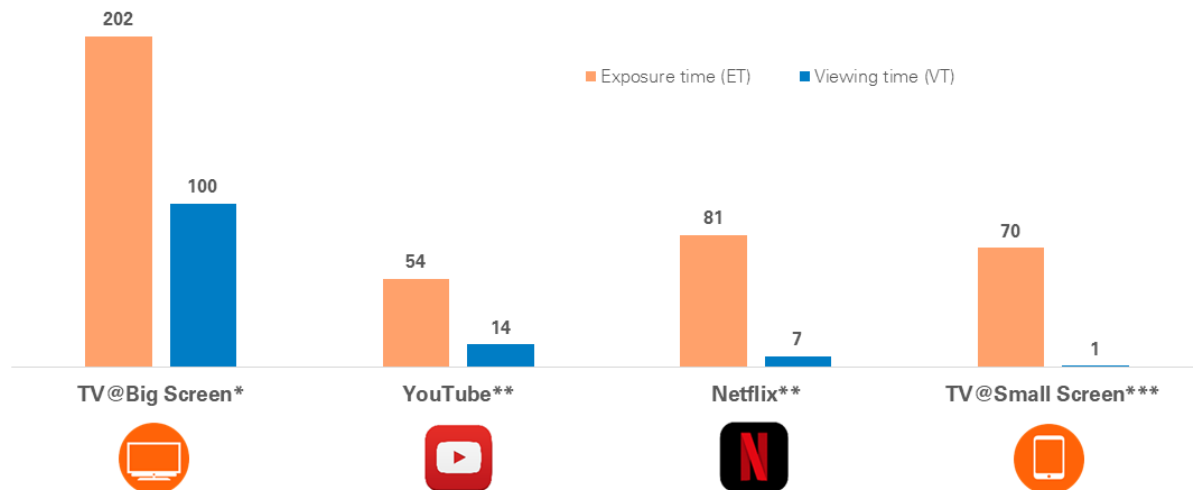


*Mediapulse TV Data, 1 January 2021 – 30 September 2022, persons aged 3+ (with guests), NR %, 24 hrs, Mon–Sun, all TV platforms, live + recorded view, consumption at home, TV set
 **Mediapulse Streaming Data, 1 January 2021 – 30 September 2022, persons aged 3+, NR %, 24 hrs, Mon–Sun, streaming platforms, CONSUMPTION AT HOME, all screens
 ***Mediapulse Streaming Data 1 May – 30 September 2022, persons aged 3+, NR %, 24 hrs, Mon–Sun, WebTV platforms, CONSUMPTION AT HOME, small screens

In terms of viewing time, classic television still leads the field and is watched for the longest amount of time by both the entire Swiss population and its effective consumers. This is followed by Netflix, the streaming platform with the longest exposure time – and by TV on small-screen devices. Compared to Netflix, YouTube has a shorter exposure time, though the actual viewing time is longer.

Daily exposure and viewing time Q3/22 in minutes

Whole of Switzerland



*Mediapulse TV Data, 1 July – 30 September 2022, persons 3+ (with guests), ET, VT, 24 hrs, Mon–Sun, all TV platforms, live + recorded view, consumption at home, TV set

**Mediapulse Streaming Data, 1 July – 30 September 2022, persons aged 3+, ET, VT, 24 hrs, Mon–Sun, streaming platforms, consumption at home, all screens

***Mediapulse Streaming Data 1 July – 30 September 2022, persons aged 3+, ET, VT, 24 hrs, Mon–Sun, WebTV platforms, consumption at home, small screens

No difference between language regions in TV consumption on small-screen devices

In Italian-speaking Switzerland, more people are still reached via classic television and streaming services than in the other language regions. However, there are virtually no differences between French- and German-speaking Switzerland. What is new is that there is no difference between the different regions with regard to television consumption via small-screen devices.

Daily reach Q3/22 by language region in percent

Whole of Switzerland and language regions

	TV@Big Screen*	TV@Small Screen***	YouTube**	Netflix**
German-speaking Switzerland	49	1	26	8
French-speaking Switzerland	49	1	27	9
Italian-speaking Switzerland	55	1	27	11
Whole of Switzerland	50	1	26	9



*Mediapulse TV Data, 1 July – 30 September 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 July – 30 September 2022, persons aged 3+, NR %, 24 hrs, Mon–Sun, streaming platforms, consumption at home, all screens

*** Mediapulse Streaming Data 1 July – 30 September 2022, persons aged 3+, NR %, 24 hrs, Mon–Sun, WebTV platforms, consumption at home, small screens

YouTube more popular than classic television among 15–29-year-olds

The third Quarterly Report in 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 ever the moving-image offering with the biggest user base. Among all other age groups, however, TV continues to have the highest daily reach. In the third quarter, it even reaches slightly more men than women.

Daily reach Q3/22 by age/gender in percent

Whole of Switzerland

		TV@Big Screen*	YouTube**	Netflix**
Age groups	3–14 years	30	22	10
	15–29 years	19	29	14
	30–39 years	42	30	11
	40–49 years	49	32	10
	50–59 years	63	28	8
	60+ years	75	20	2
Gender	Female	49	25	9
	Male	50	28	8



*Mediapulse TV data, 1 July – 30 September 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 July – 30 September 2022, persons aged 3+, NR, 24 hrs, Mon–Sun, streaming platforms, consumption at home, all screens

As in the second quarter, the consumption of TV and Netflix takes place almost exclusively on the classic TV set, while YouTube is mainly consumed on small-screen devices.

Daily reach Q3/22 by end device in percent

Whole of Switzerland

		YouTube*	Netflix*	TV
Device	TV Set	3	5	50 **
	Smartphone	17	2	1 ***
	PC / Tablet	10	2	1 ***



* Mediapulse Streaming Data, 1 July – 30 September 2022, persons aged 3+, NR, 24 hrs, Mon–Sun, streaming platforms, consumption at home, all screens

** Mediapulse TV data, 1 July – 30 September 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 July – 30 September 2022, persons aged 3+, NR %, 24 hrs, Mon–Sun, WebTV platforms, consumption at home, small screens

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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