

A decorative graphic consisting of a light blue rectangular area at the top, with a white wavy shape at the bottom edge, resembling a stylized wave or a torn paper effect.

## TV reaches 57 percent of the Swiss population aged three or over every day

**Bern, 19 January 2023 – In the second half of 2022, the programmes of the TV stations were tuned in on average - live or time-shifted - by around 57 per cent of the Swiss population aged 3 and over. This is confirmed by the consumption data for the second semester of 2022 collected on behalf of the Mediapulse Foundation.**

Twice a year, Mediapulse publishes key data on television consumption. These include aggregated observations and permit an overall view of the consumption of the medium of TV in Switzerland. Up to the first half of 2022, a joint Semester Publication was compiled for radio and TV data. From the second half of 2022, the half-yearly figures are now being published separately for each medium. These publications are brought out successively, beginning with the medium of radio, followed by TV and online.

### TV consumption in the 2nd semester 2022

On an average day in the second half of 2022, a good 4.2 million persons consumed the offerings of the TV stations, either live or time-shifted. Based on all individuals who live in households with one or more TV sets, this corresponds to a net reach of 57 percent. The largest audience for TV is also found in Italian-speaking Switzerland with a genre reach of 64 percent. In German-speaking and in French-speaking Switzerland, this figure is just under the national average at 56 percent.

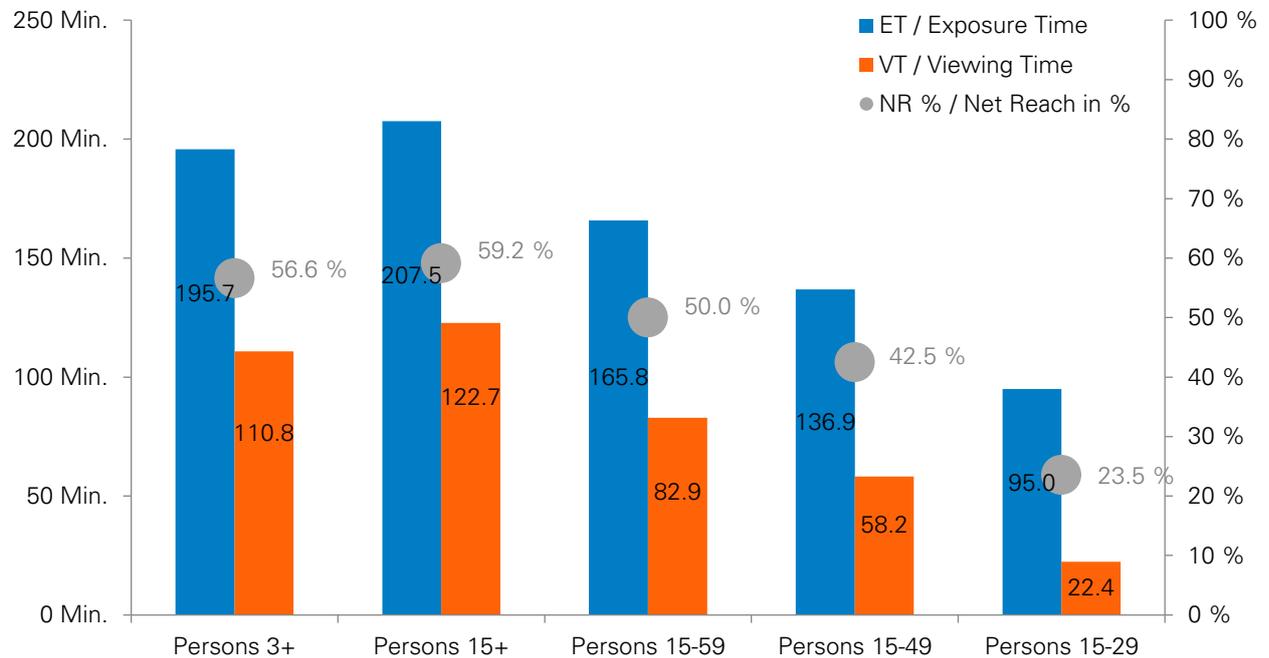
TV viewers currently spend an average of 196 minutes a day watching TV programmes. The consumption time per viewer varies across the three language regions. Once again, Italian-speaking Switzerland holds the top spot with 222 minutes per day, followed by French-speaking Switzerland with 219 minutes, while viewers in German-speaking Switzerland invest only 186 minutes per day in watching TV.

### Comparison with the same semester of the previous year

The daily reach of 58 percent the second half of 2021 had fallen by 1 percentage point a year later. The consumption time per viewer, on the other hand, increased from 188 to 196 minutes. This means that the genre of TV reaches slightly fewer persons in comparison to the second half of 2021, but they consume the medium for longer. The decline in reach is similar in all three language regions: 2 percentage points in the German and Italian regions, 1 percentage point in French-speaking Switzerland. Consumption time per viewer rose by 18 minutes in Italian-speaking Switzerland and by 11 minutes in French-speaking Switzerland, while in German-speaking Switzerland an increase of 6 minutes was observed.

## TV consumption overall market Switzerland 2nd Semester 2022

Daily reach and consumption time, by age target group



Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022  
 Universe: 7'498'000 (3+) / 6'573'000 (15+) / 4'615'000 (15-59) / 3'431'000 (15-49) / 1'318'000 (15-29)  
 Base sample: 4'366 / 3'771 / 2'204 / 1'444 / 596 (all target groups with guests)  
 TV Total, 24 hrs, Mon–Sun, All Platforms, Overnight +7

### About Mediapulse TV Research

The television research for which Mediapulse is responsible provides information on linear and time-shifted TV consumption on conventional TV sets (“Big Screen”). A sampling solution for the consumption of TV offerings via alternative end devices (“Small Screen Devices”) has been implemented, but does not yet fully log this form of consumption, which is why the corresponding viewing data is not included in the statistics for the Second Semester 2022. On 1 July 2022, after six months of parallel operation, the research switched to the new, hybrid TV sampling system. This Semester Publication is based for the first time on TV Hi-Res Data, which enriches panel research with consumption data from digital set-top boxes.

## 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](http://www.mediapulse.ch)

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