

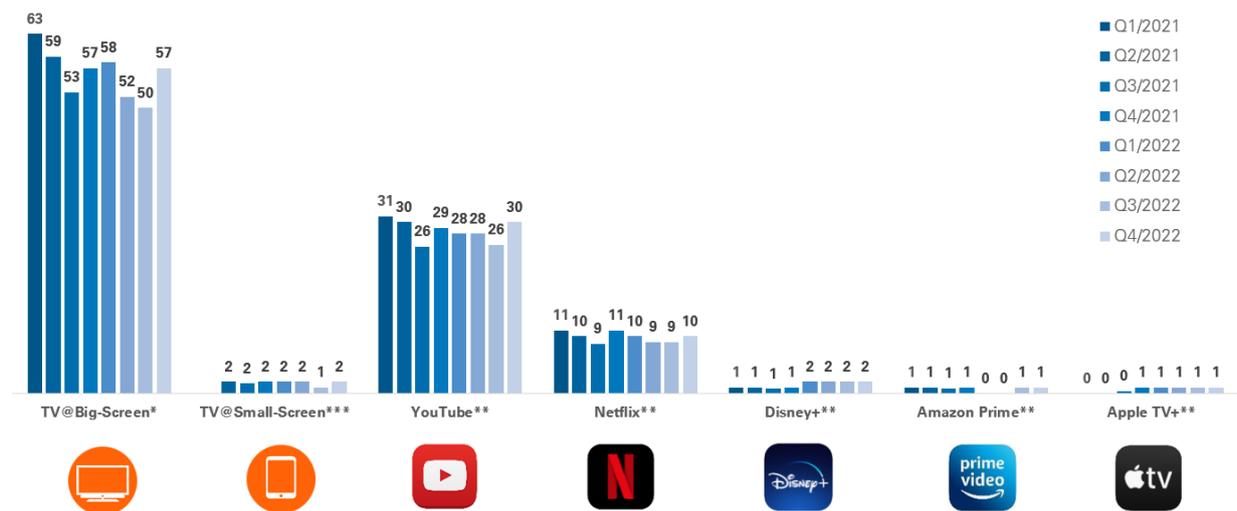
## Mediapulse Streaming Data: Stable consumption patterns in the moving image market

**Bern, 1 February 2023 – The consumption patterns in the moving image market remain fundamentally stable in the fourth Quarterly Report of 2022 for the Mediapulse Streaming Data. Traditional television continues to achieve the highest daily reach – followed by the video and streaming platforms Youtube and Netflix.**

Traditional television continues to lead the field with the highest daily reach in the fourth quarter of 2022. This reach is identical to Q4 in 2021 and follows a similar seasonal trend to the previous year. Compared to the previous quarter, traditional television is once again characterised by significantly higher Net Reach. A similar pattern can also be seen with Netflix and YouTube and, for the first time, TV consumption via small-screen devices, which saw comparable growth in reach since the previous quarter. 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 Jan 2021 – 31 Dec 2022, persons aged 3+ (with guests), NR %, 24 hrs, Mon–Sun, All TV Platforms, Live + Recorded View, Consumption at Home, TV Set

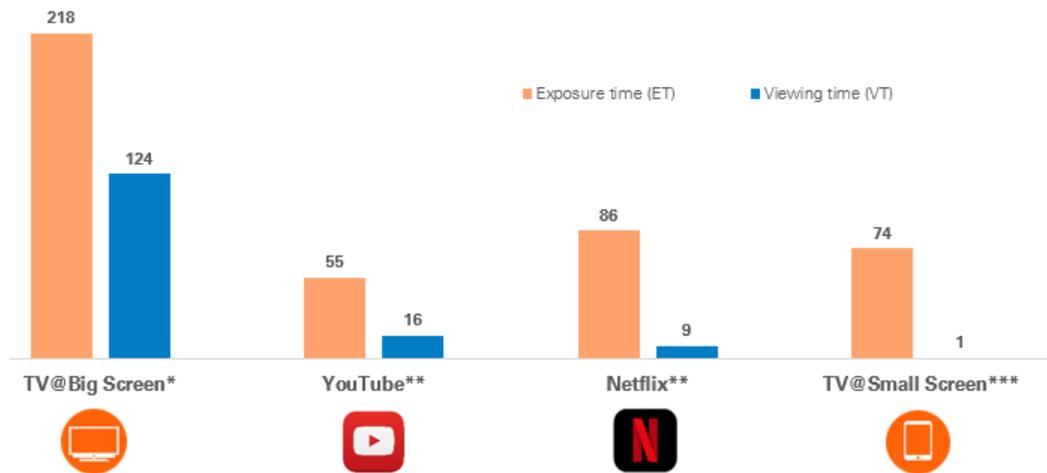
\*\*Mediapulse Streaming Data, 1 Jan 2021 – 31 Dec 2022, persons aged 3+, NR %, 24 hrs, Mon–Sun, Streaming Platforms, Consumption at Home, All Screens

\*\*\*Mediapulse STREAMING Data 1 May 2021 – 31 Dec 2022, persons aged 3+, NR %, 24 hrs, Mon–Sun, WebTV Platforms, Consumption at Home, Small Screens

In terms of viewing time, traditional 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 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 Q4/22 in minutes

Whole of Switzerland



\*Mediapulse TV Data, 1 Oct – 31 Dec 2022, persons aged 3+, ET, VT, 24 hrs, Mon–Sun, Streaming Platforms, Consumption at Home, TV Set

\*\*Mediapulse Streaming Data, 1 Oct – 31 Dec 2022, persons aged 3+, ET, VT, 24 hrs, Mon–Sun, Streaming Platforms, Consumption at Home, All Screens

\*\*\*Mediapulse Streaming Data, 1 Oct – 31 Dec 2022, persons aged 3+, ET, VT, 24 hrs, Mon–Sun, WebTV Platforms, Consumption at Home, Small Screens

## Italian-speaking Switzerland retains the most viewers

As could already be observed in the previous quarters, significantly more people are reached in Italian-speaking Switzerland via traditional big-screen television than in the other language regions of Switzerland. In contrast to the last quarter, this same scenario is also evident in TV consumption via small-screen devices. However, there are virtually no differences between French- and German-speaking Switzerland.

### Daily reach Q4/22 by language region in percent

Whole of Switzerland and language regions

	TV@Big Screen*	TV@Small Screen***	YouTube **	Netflix**
<b>German-speaking Switzerland</b>	57	2	30	10
<b>French-speaking Switzerland</b>	56	2	30	11
<b>Italian-speaking Switzerland</b>	65	4	30	11
<b>Whole of Switzerland</b>	<b>57</b>	<b>2</b>	<b>30</b>	<b>10</b>









\*Mediapulse TV Data, 1 Oct – 31 Dec 2022, persons aged 3+, NR %, 24 hrs, Mon–Sun, all TV platforms, live + recorded viewing, consumption at home, TV set

\*\*Mediapulse Streaming Data, 1 Oct – 31 Dec 2022, persons aged 3+, NR %, 24 hrs, Mon–Sun, streaming platforms, consumption at home, all screens

\*\*\*Mediapulse Streaming Data, 1 Oct – 31 Dec 2022, persons aged 3+, NR %, 24 hrs, Mon–Sun, WebTV platforms, consumption at home, small screens

## TV achieves the highest reach in almost all age groups

The fourth Quarterly Report of 2022 shows that traditional TV has the highest daily reach among almost all age groups. The 15–29-year-olds are the only group where YouTube scores the highest reach. YouTube tends to be popular with middle-aged and, increasingly, older age groups, whereas Netflix reaches mainly middle-aged and younger age groups.

## Daily reach Q4/22 by age/gender in percent

Whole of Switzerland

		TV@Big Screen*	YouTube**	Netflix**
<b>Age groups</b>	<b>3–14 years</b>	39	24	11
	<b>15–29 years</b>	23	31	15
	<b>30–39 years</b>	49	33	14
	<b>40–49 years</b>	59	36	13
	<b>50–59 years</b>	72	32	9
	<b>60+ years</b>	82	25	3
<b>Gender</b>	<b>Women</b>	57	28	11
	<b>Men</b>	57	31	9



\*Mediapulse TV Data, 1 Oct – 31 Dec 2022, persons aged 3+ (with guests), NR %, 24 hrs, Mon–Sun, All TV Platforms, Live + Recorded Viewing, Consumption At Home, TV Set

\*\*Mediapulse Streaming Data, 1 Oct – 31 Dec 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 Q4/22 by end device in percent

Whole of Switzerland

		YouTube*	Netflix*	TV
<b>Device</b>	<b>TV Set</b>	3	7	57 **
	<b>Smartphone</b>	20	2	1 ***
	<b>PC / Tablet</b>	11	2	1 ***



\* Mediapulse Streaming Data, 1 Oct – 31 Dec 2022, persons aged 3+, NR %, 24 hrs, Mon–Sun, Streaming Platforms, Consumption at Home, All Screens

\*\*Mediapulse TV Data, 1 Oct – 31 Dec 2022, persons aged 3+ (with guests), NR %, 24 hrs, Mon–Sun, All TV Platforms, Live + Recorded Viewing, Consumption at Home, TV Set

\*\*\*Mediapulse Streaming Data, 1 Oct – 31 Dec 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](http://www.mediapulse.ch).

This Quarterly Report is the last in which we will publish in-depth evaluations. As of Q2/2023, Mediapulse will make the streaming data available to interested parties as a paid dashboard. This will allow us to provide more in-depth evaluations e.g. monthly reach figures or the evaluation of target group segments based on different facts.

### 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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