

Semester Publication online

2nd Half-Year 2022

25 January 2023

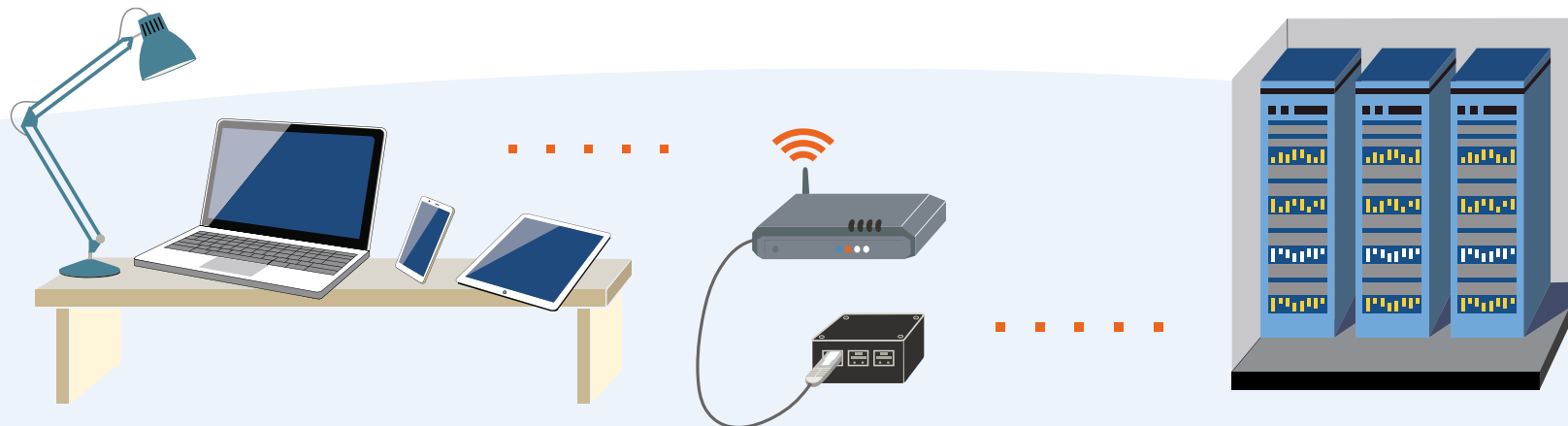
AG für Medienforschung
SA pour la recherche sur les médias
SA per la ricerca sui media
SA per la perscrutaziun da las medias
Corporation for Media Research

Results **Online** – 2nd Semester 2022

At the beginning of each new semester (i.e., half-year), Mediapulse publishes – as a free service – different figures on the online audience data of the past half-year.

Contents

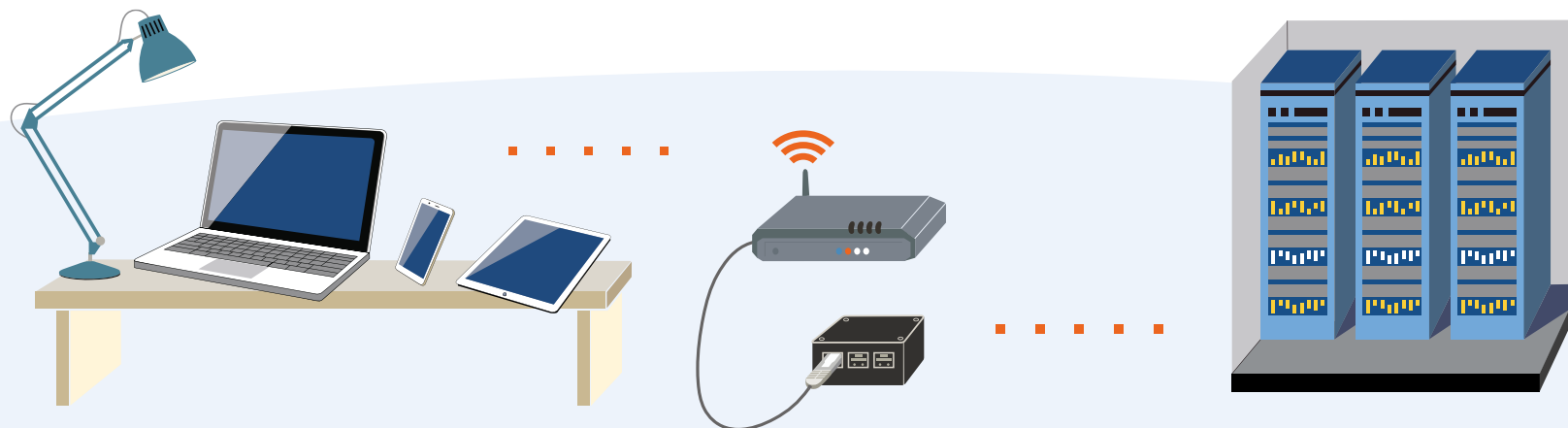
• Reach, total market Switzerland	4
• Structural characteristics overall online market Switzerland	5
• Day pattern, total market Switzerland	6
• Curve over Half-Year, total market Switzerland	7
• Ranking top 10 online brands	8
• Ranking online networks	9
• Day pattern and reach, total market Switzerland	10



Short description of the method

Online research is based on two methodological cornerstones: the media panel and the tagging of the participating online media. This combination enables Mediapulse Online Data to quantify the traffic and the user base of the participating websites and apps and to structure them based on content-related, technical and personal characteristics.

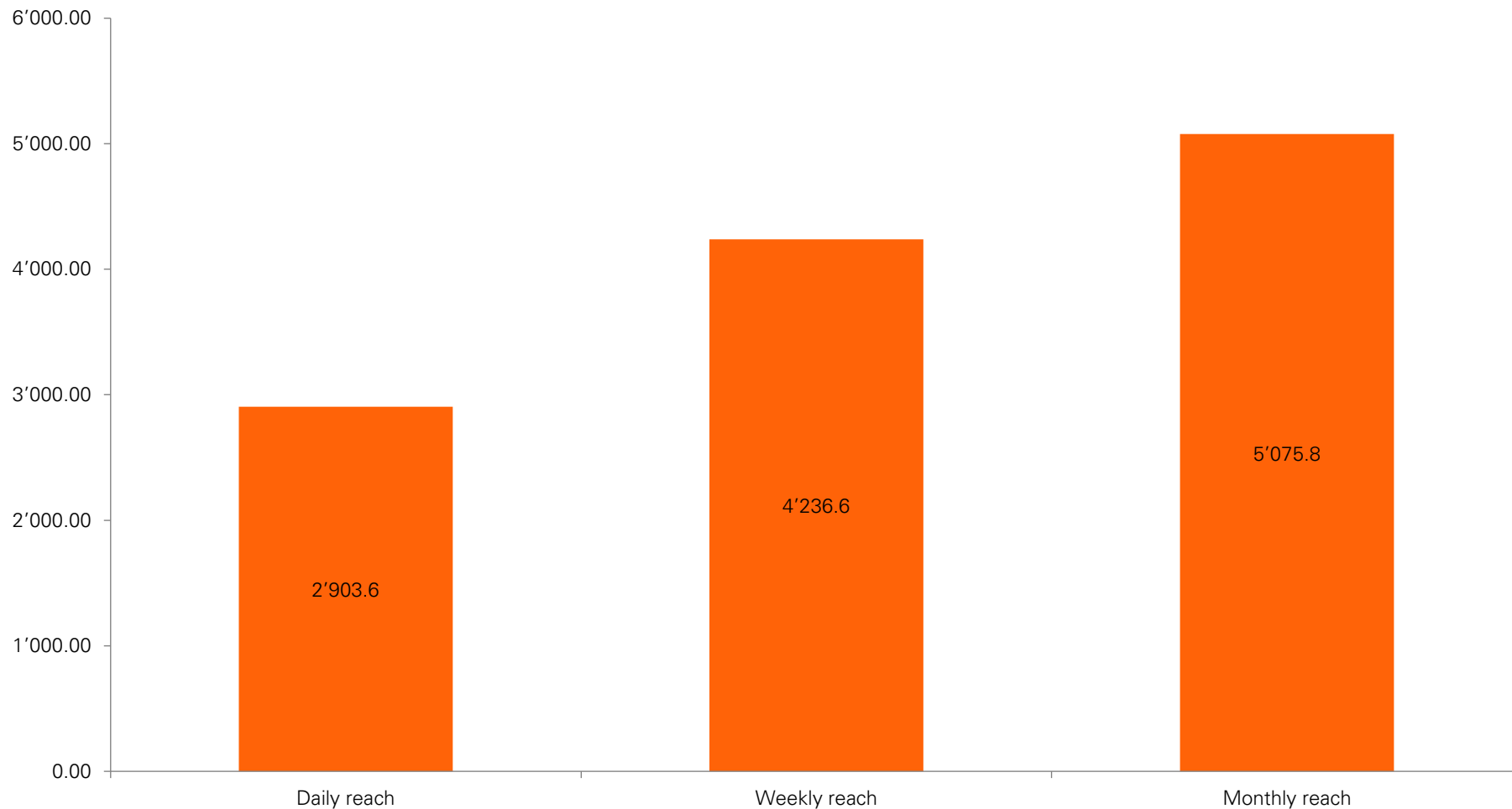
- **Universe:** Persons aged 3 and over in private households
- **Universe size:** ~8.3 million persons
- **Sample size:** ~2,100 households, ~5,000 persons, ~10,000 devices
- **Context of consumption:** Survey of the consumption of the participating websites and apps on all devices (Smartphone, Tablet, Laptop, PC). Structuring of the sampling into traffic data (comprehensive granular sampling on a technical basis) and audience data (reach and structural characteristics on a panel basis, @work-only devices not part of the sampling).
- **More information on the method:** www.mediapulse.ch/online





Online total market Switzerland/ population 3+

Daily, weekly, monthly reach in '000, Basis cumulative values

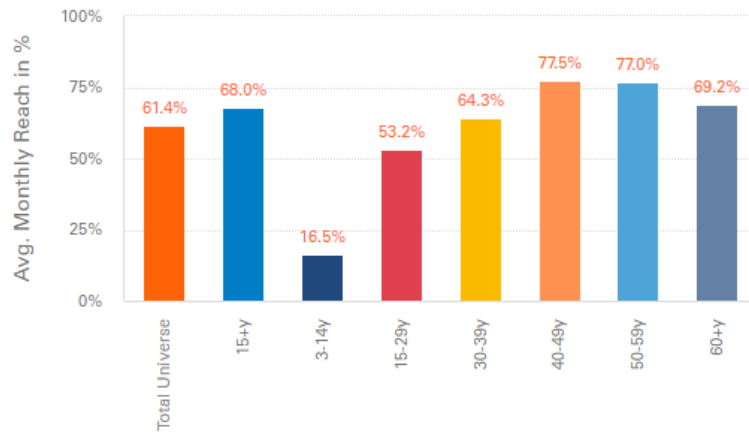




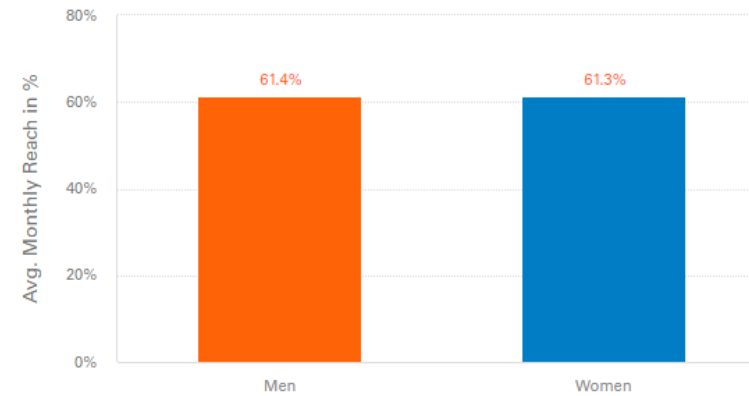
Structural characteristics of the overall online market in Switzerland

Structural characteristics in percent

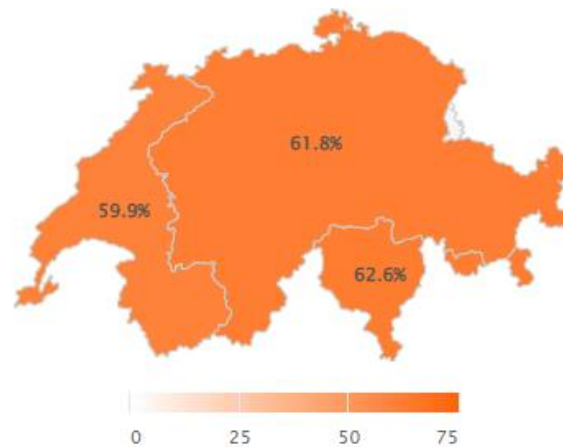
Age



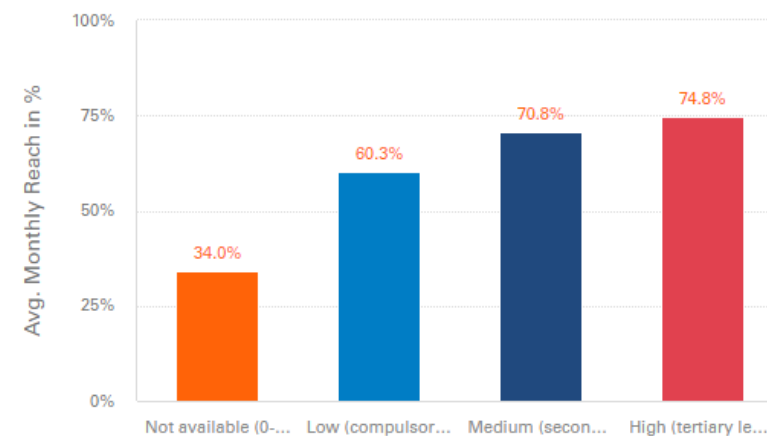
Gender



Region



Education

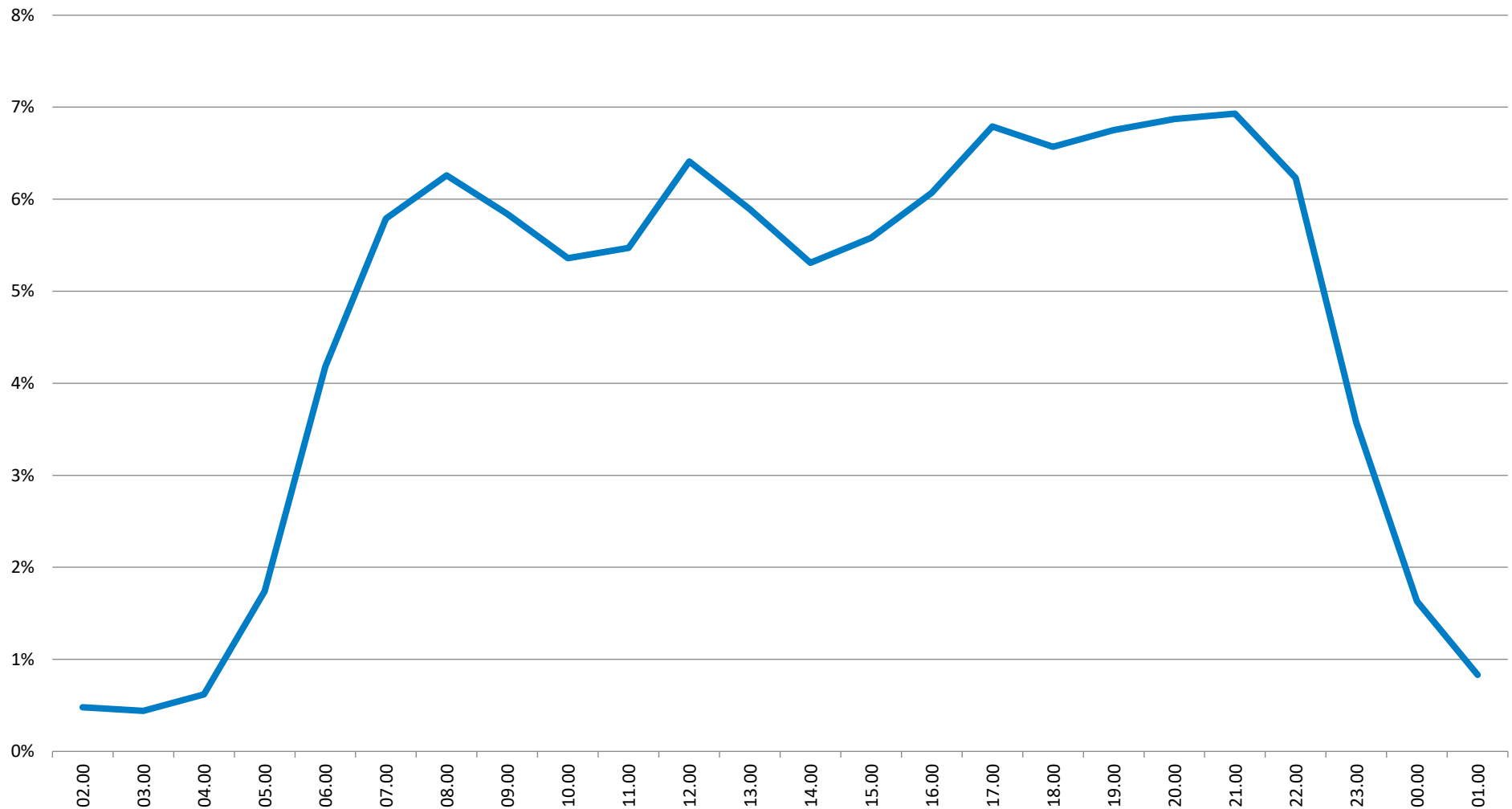




Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 1 July – 31 December 2022
Universe: 8,273,020 persons
Basis: Switzerland, population 3+, Mon-Sun

Online day pattern, total market Switzerland

Net hourly reach in percent, basis avg. daily reach in percent

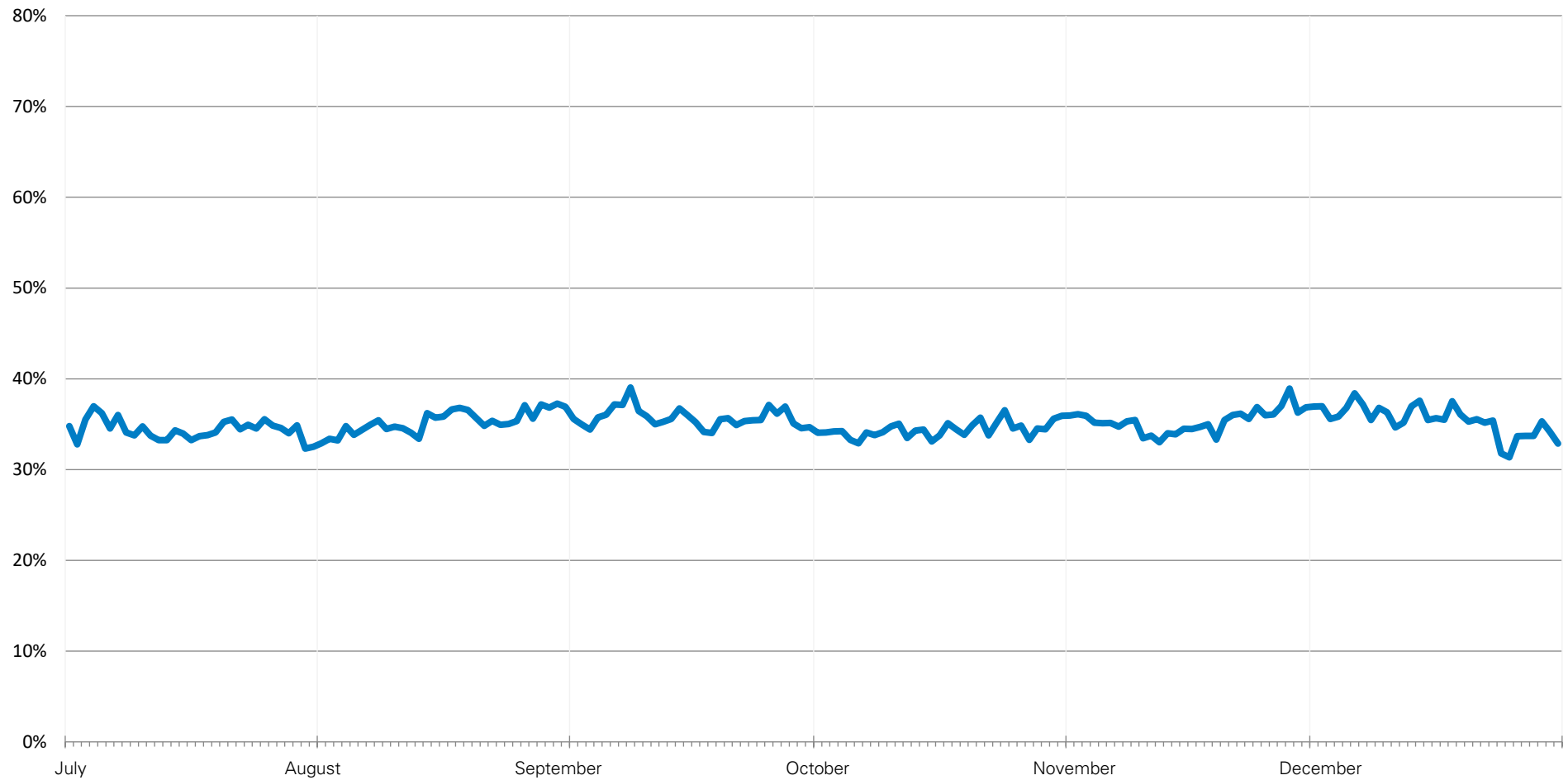




Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 1 July – 31 December 2022
Universe: 8,273,020 persons
Basis: Switzerland, population 3+

Online curve over Half-Year, total market Switzerland

Basis avg. daily reach in percent





Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 1 July – 31 December 2022
Avg. Weekly Reach calculated based on whole weeks; Avg. Monthly Net Reach as arithmetic mean of monthly values
Basis: Switzerland, population 3+

Ranking Top 10 Online Brands

Net reach in % and '000

Brand	Avg. Daily Reach in '000	Avg. Daily Reach in %	Avg. Weekly Reach in '000	Avg. Weekly Reach in %	Avg. Monthly Reach in '000	Avg. Monthly Reach in %
SRF	1'014.94	12.3%	1'888.94	22.8%	2'627.79	31.8%
20 Minuten	862.68	10.4%	1'463.10	17.7%	2'053.02	24.8%
Blick	754.01	9.1%	1'315.93	15.9%	1'925.03	23.3%
blue News	424.46	5.1%	950.27	11.5%	1'542.08	18.6%
20 Minutes	276.89	3.3%	476.03	5.8%	681.59	8.2%
local.ch	256.73	3.1%	826.99	10.0%	1'675.73	20.3%
search.ch	230.35	2.8%	791.36	9.6%	1'710.86	20.7%
watson	225.95	2.7%	596.21	7.2%	1'090.59	13.2%
RTS	202.19	2.4%	446.01	5.4%	752.14	9.1%
Tages-Anzeiger	202.04	2.4%	498.19	6.0%	895.72	10.8%



Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 1 July – 31 December 2022
 Avg. Weekly reach calculated based on whole weeks; Avg. Monthly Net Reach as arithmetic mean of monthly values
 Basis: Switzerland, population 3+, networks: a limited number of networks are not complete due to incomplete or non-validated tagging.
 *Higher values due to inclusion of La Côte for 2 months.

Ranking Online Networks

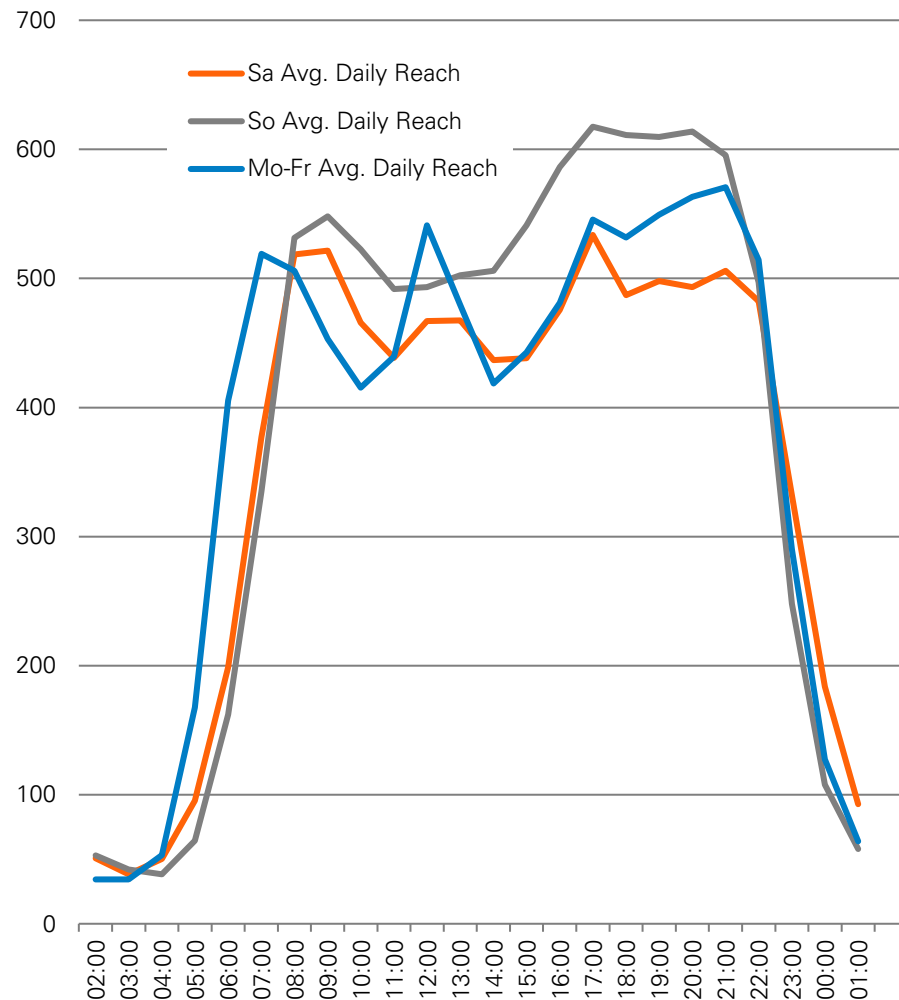
Avg. net daily reach in % and '000

Network	Avg. Daily Reach in '000	Avg. Daily Reach in %	Avg. Weekly Reach in '000	Avg. Weekly Reach in %	Avg. Monthly Reach in '000	Avg. Monthly Reach in %
Goldbach Display Network	1'533.27	18.5%	2589.18	31.3%	3'539.47	42.8%
Goldbach Video Network	1'503.44	18.2%	2509.86	30.3%	3'421.69	41.4%
Ringier Digital Network (RDN)	1'491.70	18.0%	2789.26	33.7%	3'930.66	47.5%
SRG SSR	1'257.39	15.2%	2416.01	29.2%	3'481.40	42.1%
20 Minuten Online & Tio.ch Kombi	1'208.52	14.6%	2048.25	24.8%	2'851.79	34.5%
Blick National	785.50	9.5%	1420.69	17.2%	2'147.16	26.0%
Newsnet national	504.97	6.1%	1155.97	14.0%	1'945.09	23.5%
localsearch	470.53	5.7%	1457.43	17.6%	2'713.48	32.8%
Newsnet D-CH	317.82	3.8%	756.75	9.1%	1'291.83	15.6%
watson national	243.76	2.9%	656.18	7.9%	1'233.77	14.9%
CH Media Publishing Netz	223.05	2.7%	679.17	8.2%	1'333.57	16.1%
Tamedia Publications Romandes	191.21	2.3%	414.05	5.0%	687.37	8.3%
Newsnet F-CH	188.51	2.3%	404.51	4.9%	670.77	8.1%
Newsnet Bern	96.45	1.2%	285.08	3.4%	586.23	7.1%
Romandie Combi*	84.02	1.0%	190.64	2.3%	346.71	4.2%
ESH Médias	81.88	1.0%	192.24	2.3%	352.46	4.3%
BNJ	30.90	0.4%	70.75	0.9%	136.15	1.6%
Zürcher Regionalzeitung	18.94	0.2%	66.55	0.8%	169.57	2.0%
CH Media TV-Netzwerk (regional)	10.18	0.1%	55.92	0.7%	174.23	2.1%

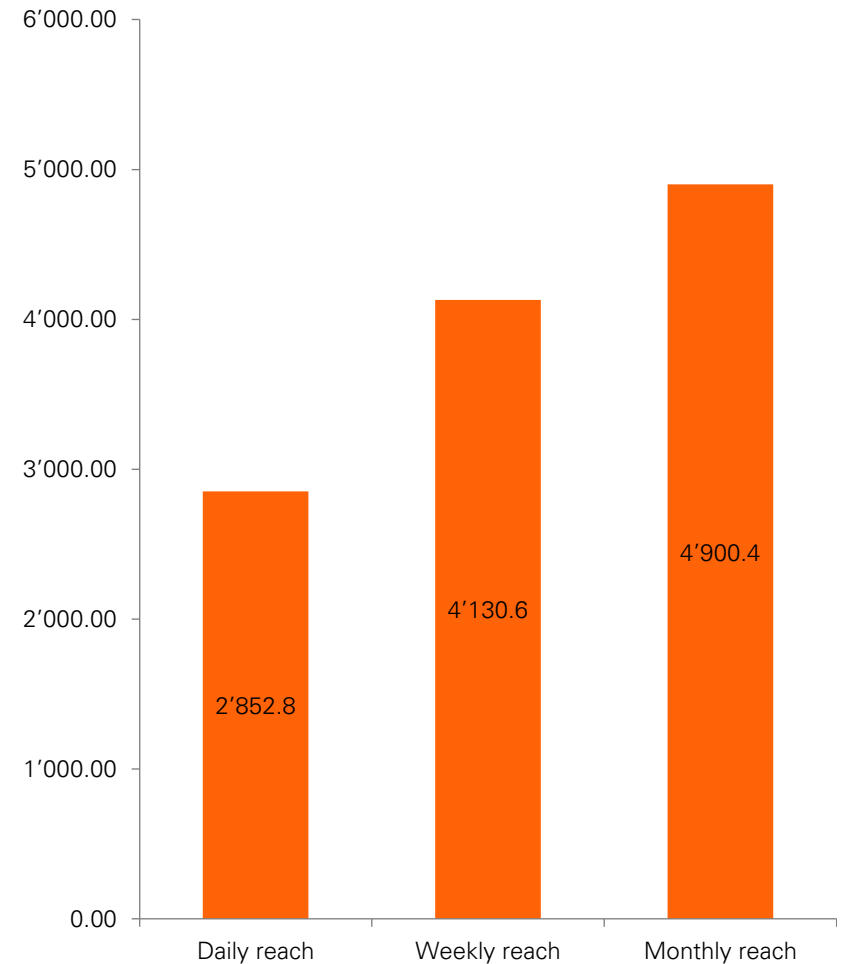


Online, total market Switzerland / target group 15+ for cross comparison

Day pattern in '000
Basis Avg. Daily Reach



Daily, weekly, monthly reach in '000
Basis cumulative values



Further information

About the Semester Publication

Mediapulse publishes its Semester Publications in the areas of radio, TV and online.

With effect from 1 January 2023, Semester Publications will appear in the following rhythm:

- Radio in the 2nd week of January and the 2nd week of July
- TV in the 3rd week of January and 3rd week of July
- Online in the 4th week of January and 4th week of July

Further information on the method and the data behind the Semester Publications can be found at www.mediapulse.ch

Further publications

In addition to the Semester Publications on radio, TV and online, Mediapulse is also responsible for the following studies:

- Quarterly Streaming Data Report
- Time Use Study
- Establishment Survey

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

Any questions? Please don't hesitate to ask – we're there for you.

Mediapulse AG
info@mediapulse.ch
+41 58 356 47 11