

Semester Publication RADIO

2nd Half-Year 2022

11 January 2023

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

Results **Radio** – 2nd Semester 2022

At the beginning of each new semester (half-year period), Mediapulse publishes – as a free service – different figures on the radio consumption of the past half-year.

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Short description of method

The sampling of radio consumption takes place within a panel and is based on the principle of audio matching. A wristwatch serves as the sampling device for participants.

Due to the technological and economical constraints of the research, linear radio consumption via headphones is not taken into account, nor is time-delayed or on-demand consumption of radio services. On the other hand, the consumption of live streaming is logged, provided it does not take place via headphones.

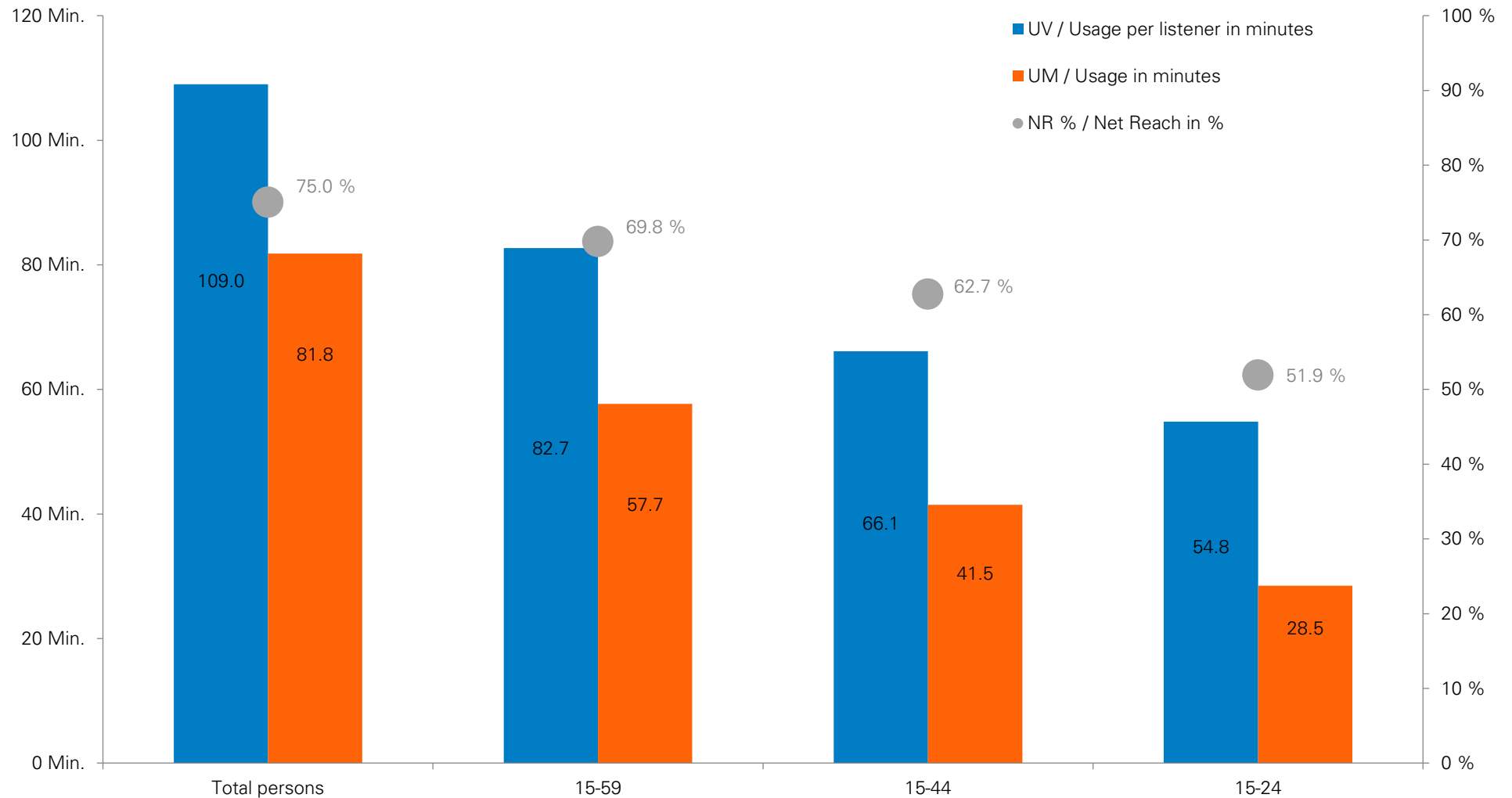
- **Universe:** Persons aged 15 and over in private households
- **Universe size:** ~7.2 million persons
- **Sample size:** 10,684 participants
- **Sampling days:** 348,026, 24 hrs, Mon–Sun
- **Context of consumption:** The audio matching method works as follows: the acoustic environment registered by the sampling device is compared with a reference database of radio stations, which enables the identification of the radio station currently being listened to by the panellists.
- **More information on the method:** www.mediapulse.ch/radio





Consumption total market Switzerland

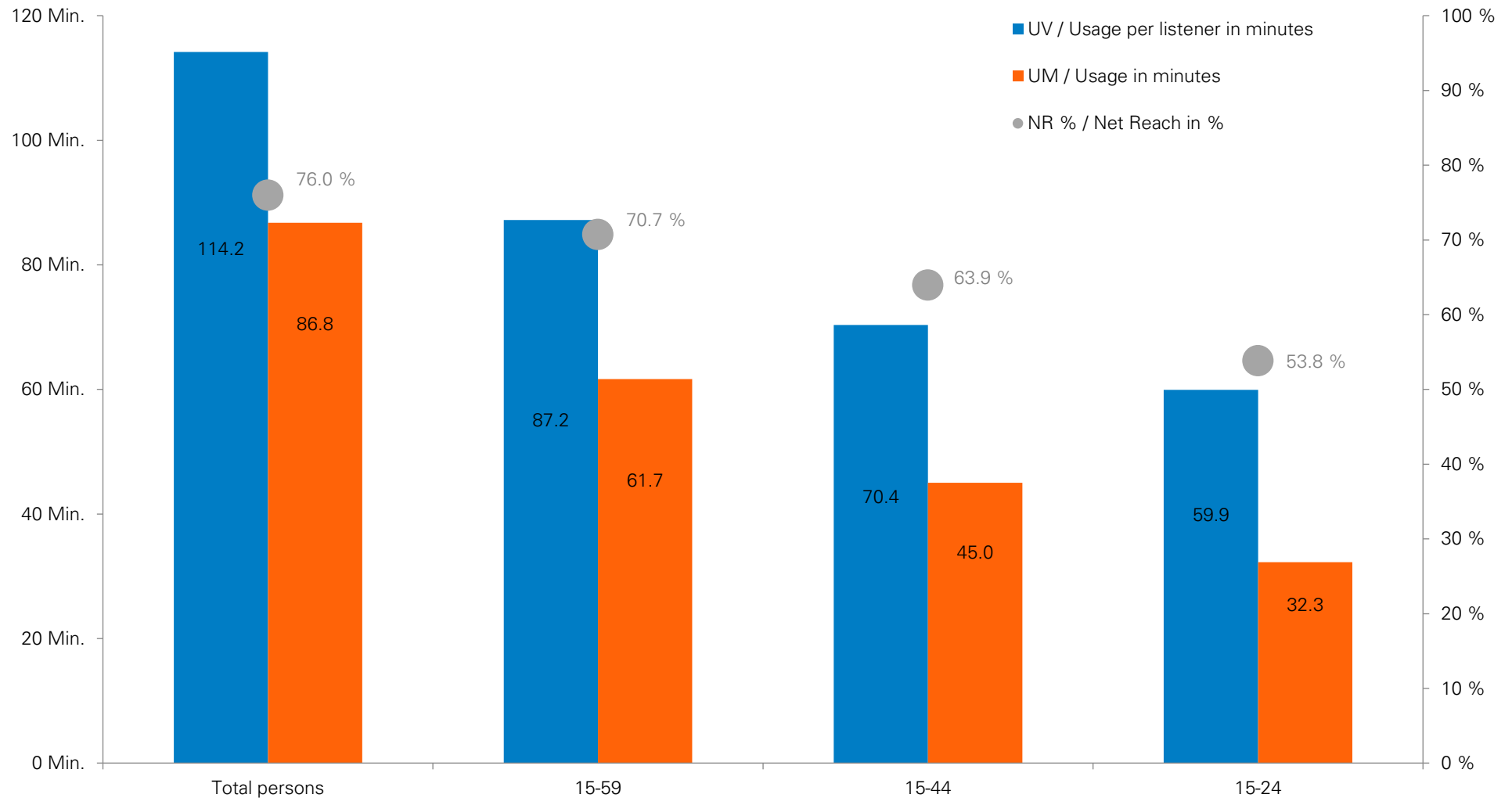
Daily reach and consumption time, by age target group





Consumption German-speaking Switzerland

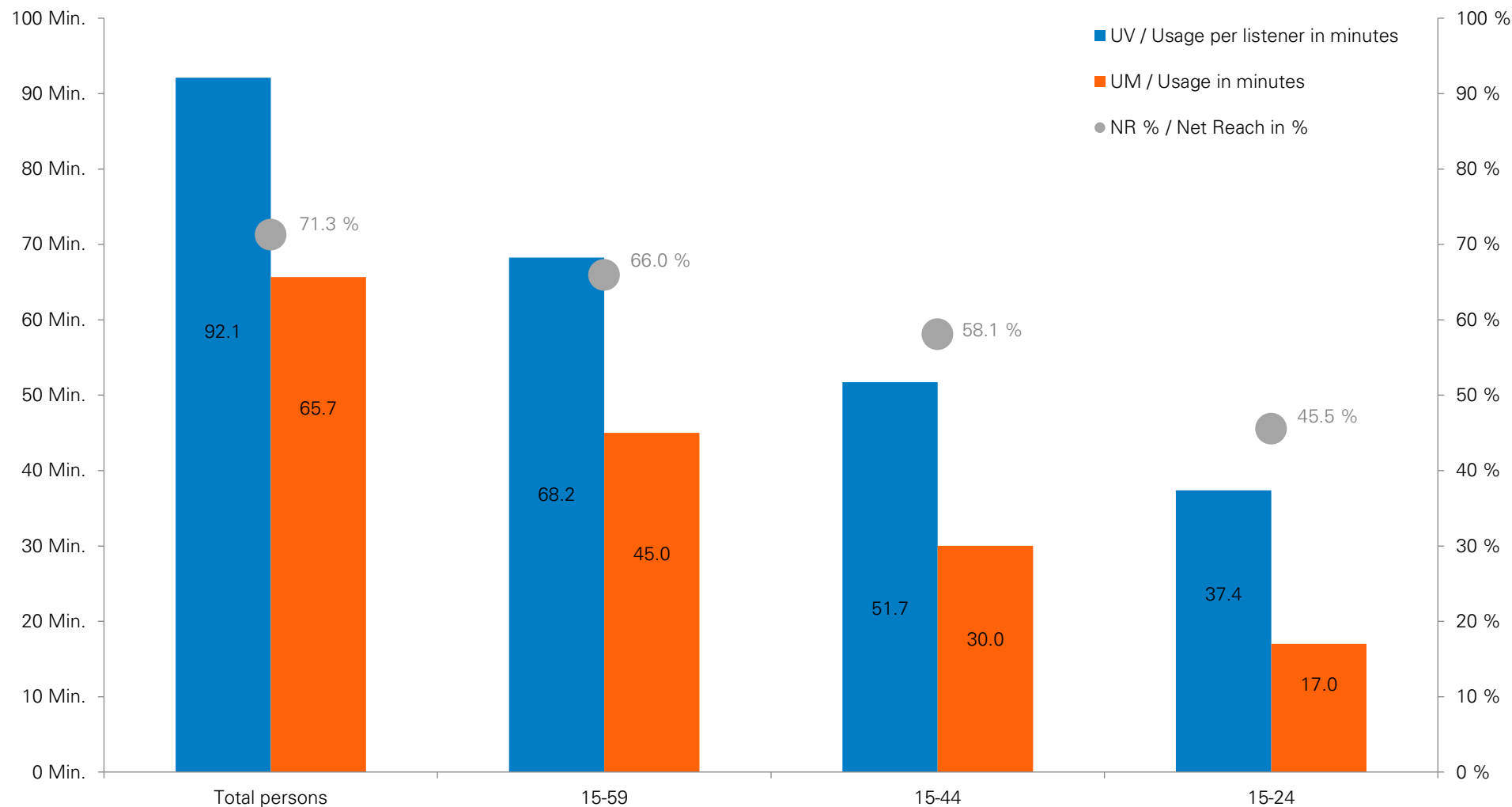
Daily reach and consumption time, by age target group





Consumption French Switzerland

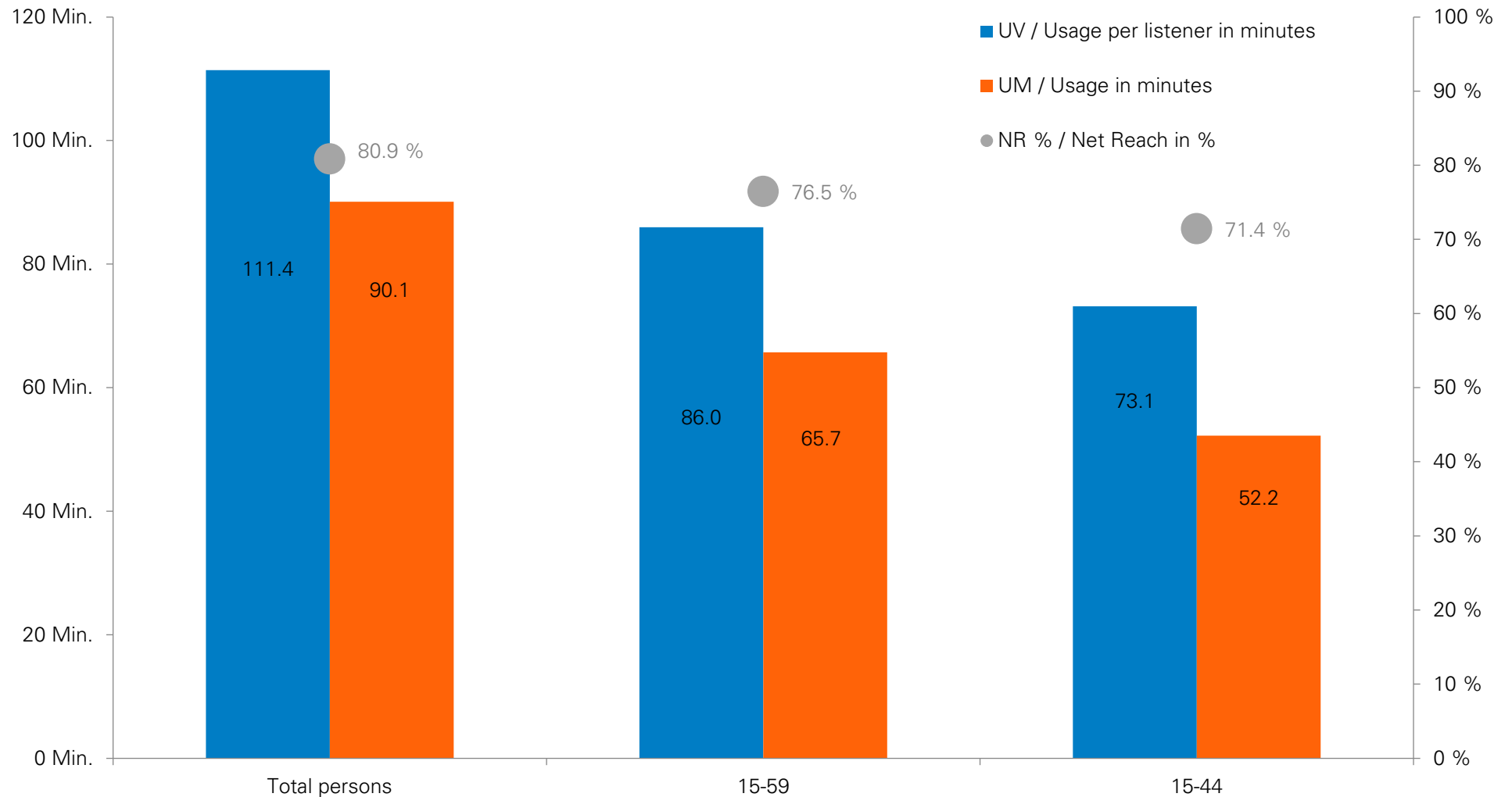
Daily reach and consumption time, by age target group





Consumption Italian Switzerland

Daily reach and consumption time, by age target group

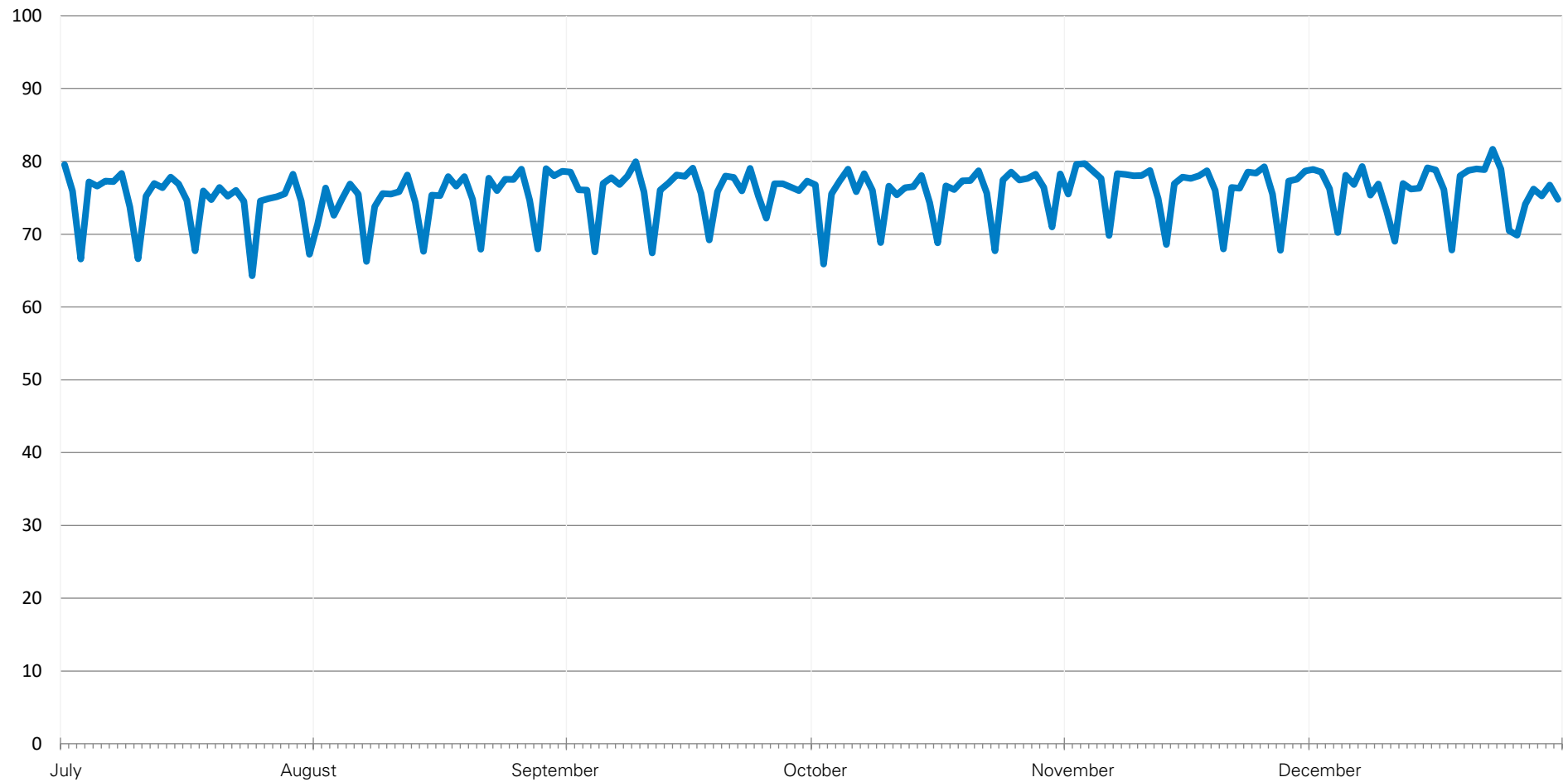




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
Universe: 7,205,100 persons, target group 15+
Participants: 10,684, sampling days: 348,026, 24h

Radio curve over Half-Year, total market Switzerland

Daily net reach in percent

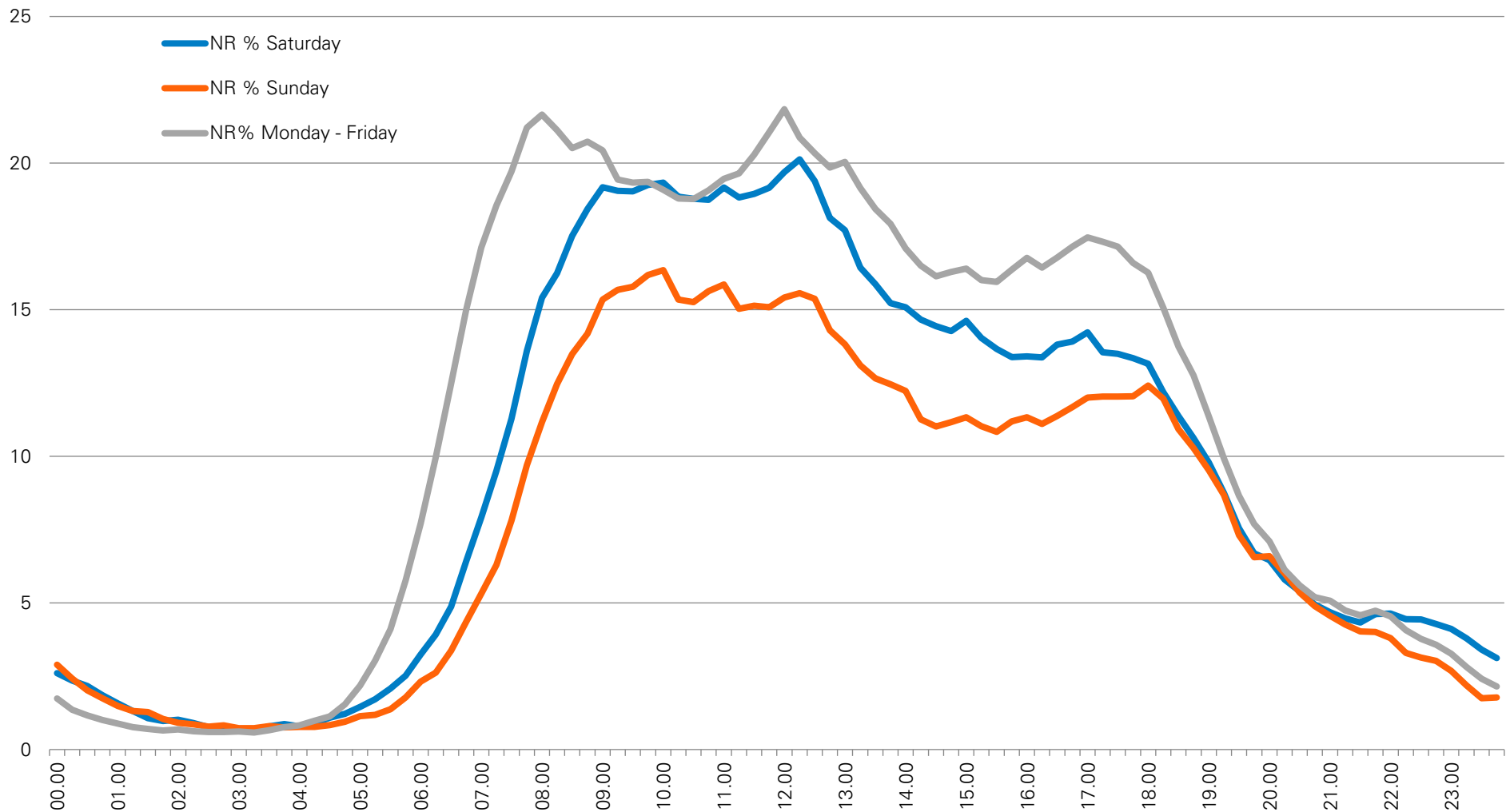




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
Universe: 5,151,800 people
Participants: 6,904 (Mon–Fri), 6,759 (Sat), 6,624 (Sun), sampling days: 160,801 (Mon–Fri), 33,808 (Sat), 32,235 (Sun), Declared in 15-minute time segments

Day pattern for radio, German-speaking Switzerland

Net reach in percent

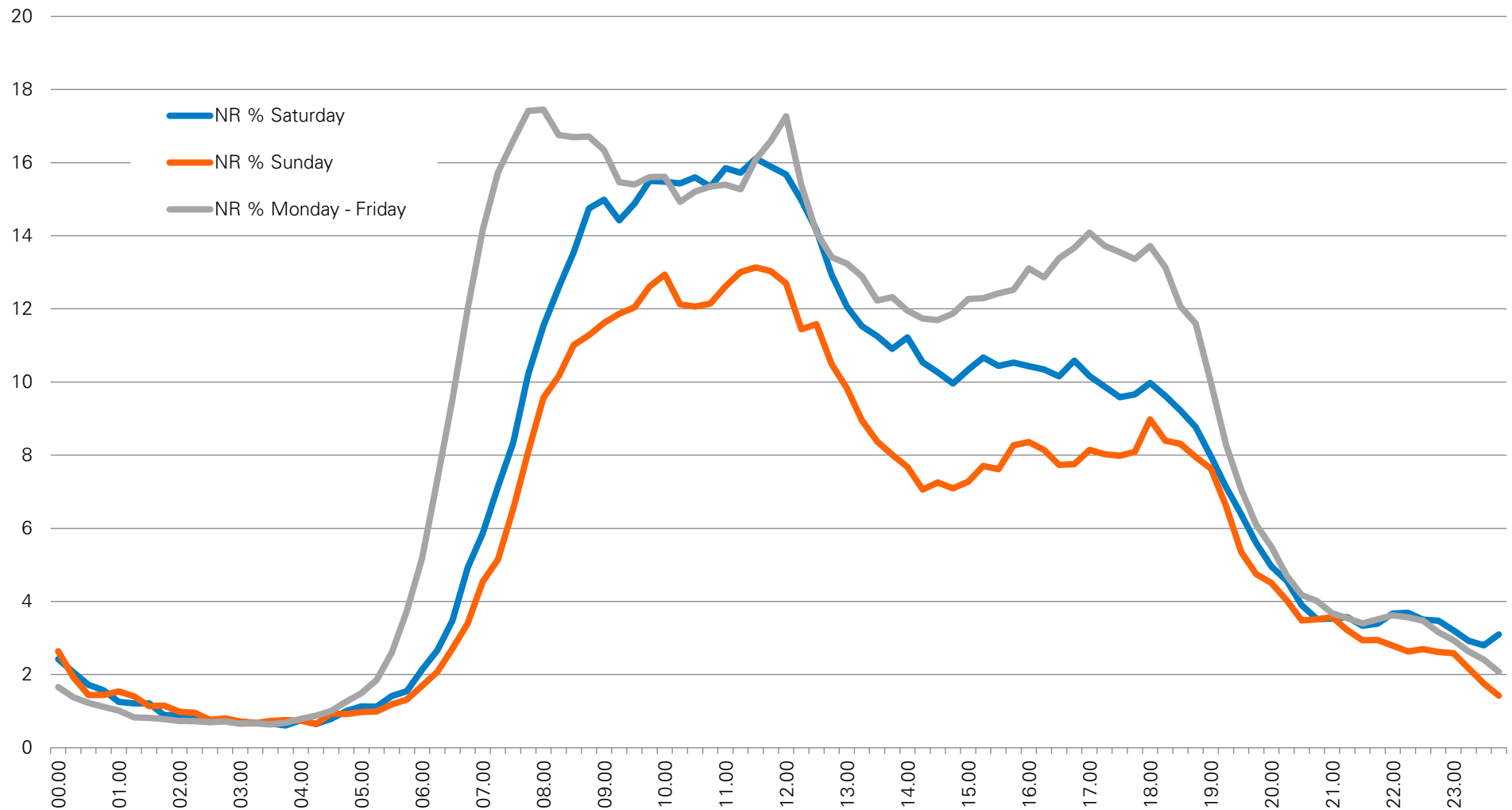




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
Universe: 1,740,400 people
Participants: 2,647 (Mon–Fri), 2,586 (Sat), 2,548 (Sun), sampling days: 60,513 (Mon–Fri), 12,534 (Sat), 11,887 (Sun), shown in 15-minute time segments

Day pattern for radio, French-speaking Switzerland

Net reach in percent

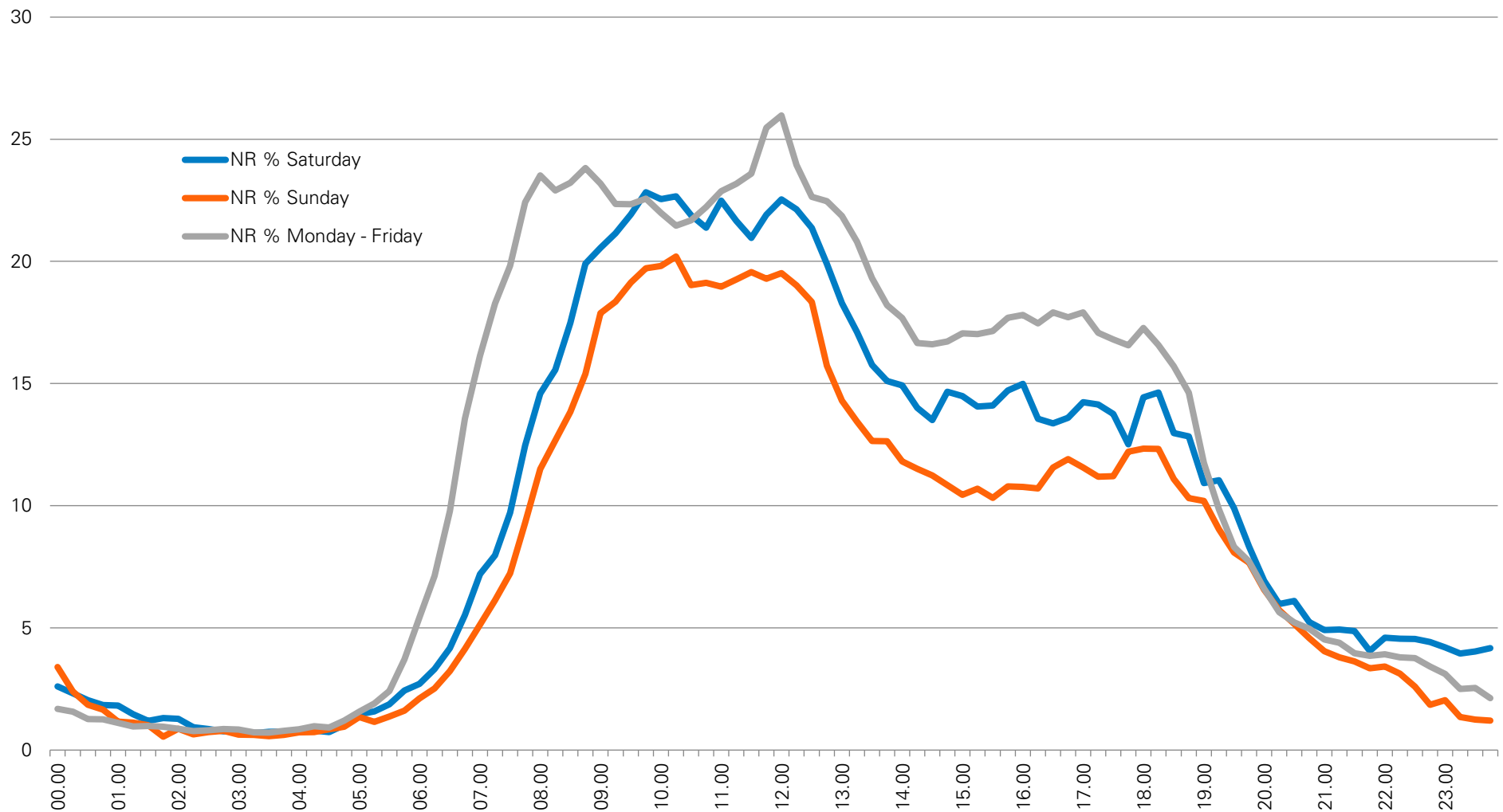




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
Universe: 313,000 people
Participants: 1,079 (Mon–Fri), 1,052 (Sat), 1,041 (Sun), sampling days: 25,803 (Mon–Fri), 5,350 (Sat), 5,086 (Sun), shown in 15-minute time segments

Day pattern for radio, Italian-speaking Switzerland

Net reach in percent





Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
 Universe: 5,151,600 persons, target group: 15+
 Participants: 6,943, sampling days: 226,844, 24 hrs



Audience figures German-speaking Switzerland

Mon-Sun

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
Total radio	77.25	[76.62 - 77.87]	3'947.91	114.82	88.69	100.00	75.20	[74.55 - 75.84]	3'873.94	110.08	82.78	100.00	76.00 °	[75.35 - 76.64]	3'914.98	114.17	86.76	100.00
Radio groups																		
Total SRG SSR	51.07	[50.24 - 51.90]	2'610.09	102.96	52.58	59.28	49.03	[48.18 - 49.87]	2'525.70	99.21	48.64	58.76	49.54 °	[48.70 - 50.38]	2'552.02	101.85	50.45	58.15
Private Stations CH	46.95	[46.12 - 47.79]	2'399.76	70.46	33.08	37.30	44.77	[43.92 - 45.62]	2'306.28	69.99	31.33	37.85	46.79	[45.94 - 47.65]	2'410.55	71.01	33.23	38.30
Foreign	7.31	[6.89 - 7.73]	373.72	41.43	3.03	3.42	6.71	[6.30 - 7.12]	345.66	41.84	2.81	3.39	8.02 °	[7.58 - 8.46]	413.25	38.33	3.07	3.54
SRG SSR																		
Total SRF	44.99	[44.11 - 45.87]	2'299.31	105.04	47.26	53.28	43.39	[42.50 - 44.28]	2'235.50	100.50	43.61	52.68	43.38 °	[42.49 - 44.26]	2'234.57	104.06	45.14	52.03
SRF 1	24.12	[23.33 - 24.92]	1'232.81	101.79	24.55	27.68	22.55	[21.75 - 23.35]	1'161.62	100.08	22.57	27.26	23.15 °	[22.35 - 23.95]	1'192.42	104.21	24.12	27.80
SRF 2 Kultur	3.40	[3.04 - 3.76]	173.82	74.78	2.54	2.87	3.17	[2.81 - 3.52]	163.15	73.17	2.32	2.80	3.15	[2.81 - 3.49]	162.18	70.24	2.21	2.55
SRF 3	19.57	[18.86 - 20.28]	1'000.04	64.63	12.65	14.26	18.86	[18.15 - 19.57]	971.53	62.78	11.84	14.30	18.32 °	[17.62 - 19.02]	943.63	62.42	11.43	13.18
SRF 4 News	2.51	[2.25 - 2.78]	128.44	31.60	0.79	0.90	2.63	[2.36 - 2.91]	135.73	34.53	0.91	1.10	2.57	[2.29 - 2.85]	132.37	36.83	0.95	1.09
SRF Musikwelle	5.85	[5.37 - 6.34]	299.09	113.04	6.61	7.46	5.40	[4.92 - 5.87]	277.97	109.02	5.88	7.11	5.67	[5.19 - 6.15]	292.13	110.77	6.28	7.24
SRF Virus	0.41	[0.33 - 0.49]	21.19	25.31	0.10	0.12	0.41	[0.33 - 0.49]	21.04	23.12	0.09	0.11	0.57 °	[0.47 - 0.67]	29.34	25.45	0.14	0.17
Radio RTR	0.52	[0.41 - 0.63]	26.58	64.13	0.33	0.38	0.46	[0.36 - 0.56]	23.53	73.57	0.34	0.41	0.52	[0.42 - 0.63]	27.00	63.97	0.34	0.39
Total SSAT	10.44	[10.00 - 10.88]	533.76	41.74	4.36	4.91	10.01	[9.56 - 10.46]	515.89	41.78	4.18	5.05	10.74	[10.29 - 11.20]	553.41	39.95	4.29	4.95
Radio Swiss Jazz	0.68	[0.55 - 0.80]	34.55	40.71	0.28	0.31	0.63	[0.50 - 0.76]	32.51	46.52	0.29	0.35	0.68	[0.54 - 0.81]	34.92	41.26	0.28	0.32
Radio Swiss Pop	8.54	[8.17 - 8.91]	436.34	34.76	2.97	3.35	8.25	[7.87 - 8.64]	425.19	34.78	2.87	3.47	8.84	[8.45 - 9.22]	455.25	33.20	2.93	3.38
Radio Swiss Classic	1.54	[1.29 - 1.78]	78.59	72.61	1.12	1.26	1.42	[1.18 - 1.66]	73.12	71.87	1.02	1.23	1.53	[1.29 - 1.77]	78.78	70.51	1.08	1.24
other SRG SSR	1.91	[1.71 - 2.11]	97.65	33.09	0.63	0.71	1.62	[1.44 - 1.79]	83.27	31.54	0.51	0.62	1.86	[1.66 - 2.06]	96.05	36.94	0.69	0.79
Private radio stations																		
Pilatus	4.27	[3.96 - 4.59]	218.47	56.27	2.41	2.71	4.14	[3.82 - 4.45]	213.03	58.54	2.42	2.92	4.30	[3.98 - 4.63]	221.72	61.19	2.63	3.04
Radio 24	4.64	[4.25 - 5.03]	237.02	54.91	2.55	2.87	4.08	[3.71 - 4.45]	210.19	49.53	2.02	2.44	4.25	[3.87 - 4.63]	219.04	48.53	2.06	2.38
Energy Zürich	4.05	[3.69 - 4.41]	206.90	42.33	1.71	1.93	3.64	[3.30 - 3.99]	187.66	44.42	1.62	1.95	3.78	[3.43 - 4.12]	194.71	43.70	1.65	1.90
FM1	3.90	[3.61 - 4.19]	199.42	50.29	1.96	2.21	3.63	[3.34 - 3.91]	186.76	51.12	1.85	2.24	3.65	[3.36 - 3.94]	188.17	49.52	1.81	2.08
Argovia	3.64	[3.27 - 4.00]	185.89	51.27	1.86	2.10	3.66	[3.29 - 4.03]	188.56	52.59	1.92	2.33	3.64	[3.26 - 4.01]	187.29	54.83	1.99	2.30
Central	3.46	[3.13 - 3.79]	176.93	69.31	2.40	2.71	3.23	[2.91 - 3.55]	166.41	71.24	2.30	2.78	3.40	[3.07 - 3.74]	175.32	75.10	2.56	2.95
Vintage Radio	2.80	[2.53 - 3.08]	143.28	55.38	1.55	1.75	2.84	[2.56 - 3.12]	146.26	57.39	1.63	1.97	3.11 °	[2.82 - 3.41]	160.45	52.99	1.65	1.90
Zürisee	3.24	[2.89 - 3.58]	165.39	55.85	1.81	2.04	3.04	[2.70 - 3.39]	156.87	55.92	1.70	2.06	3.11	[2.76 - 3.45]	159.98	61.05	1.90	2.19
Energy Bern	2.70	[2.48 - 2.92]	138.08	43.83	1.18	1.33	2.65	[2.43 - 2.87]	136.33	48.28	1.28	1.54	2.70	[2.48 - 2.92]	139.02	46.00	1.24	1.43



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
 Universe: 5,151,600 persons, target group: 15+
 Participants: 6,943, sampling days: 226,844, 24 hrs



Audience figures German-speaking Switzerland

Mon-Sun

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
Bern1	1.93	[1.74 - 2.13]	98.85	65.87	1.27	1.44	1.62	[1.44 - 1.80]	83.62	60.61	0.98	1.19	1.93	[1.74 - 2.12]	99.48	53.98	1.04	1.20
Radio Top	1.93	[1.67 - 2.18]	98.55	45.96	0.89	1.00	1.71	[1.47 - 1.96]	88.19	44.40	0.76	0.92	1.87	[1.61 - 2.12]	96.14	40.10	0.75	0.86
Basilisk	1.81	[1.60 - 2.02]	92.50	59.00	1.07	1.20	1.68	[1.48 - 1.89]	86.72	61.82	1.04	1.26	1.85	[1.63 - 2.08]	95.45	63.94	1.18	1.37
Radio 32	2.08	[1.85 - 2.31]	106.36	60.95	1.27	1.43	1.89	[1.66 - 2.11]	97.30	67.42	1.27	1.54	1.84 °	[1.62 - 2.07]	95.01	64.99	1.20	1.38
Radio Melody	1.51	[1.29 - 1.73]	76.97	55.80	0.84	0.95	1.55	[1.32 - 1.78]	79.70	60.72	0.94	1.13	1.82 °	[1.56 - 2.07]	93.53	62.84	1.14	1.32
Radio 1	1.67	[1.42 - 1.91]	85.10	61.43	1.02	1.15	1.68	[1.43 - 1.93]	86.40	61.32	1.03	1.24	1.77	[1.51 - 2.03]	91.01	58.71	1.04	1.20
Radio Eviva	1.63	[1.38 - 1.87]	83.07	75.05	1.22	1.38	1.37	[1.15 - 1.60]	70.73	77.04	1.06	1.28	1.53	[1.30 - 1.77]	79.08	71.29	1.09	1.26
Energy Basel	1.60	[1.41 - 1.78]	81.55	42.08	0.67	0.76	1.46	[1.28 - 1.64]	75.07	42.45	0.62	0.75	1.51	[1.33 - 1.68]	77.58	39.40	0.59	0.68
Sunshine	1.56	[1.37 - 1.75]	79.86	39.55	0.62	0.70	1.51	[1.31 - 1.72]	77.95	37.47	0.57	0.68	1.47	[1.27 - 1.67]	75.71	39.83	0.59	0.67
Virgin Radio Rock Switzerland	1.25	[1.07 - 1.44]	64.12	48.47	0.61	0.69	1.25	[1.07 - 1.42]	64.14	47.53	0.59	0.71	1.41	[1.22 - 1.60]	72.66	48.17	0.68	0.78
Radio Südostschweiz	1.34	[1.19 - 1.48]	68.31	55.38	0.74	0.83	1.24	[1.09 - 1.39]	63.84	52.36	0.65	0.78	1.30	[1.14 - 1.45]	66.79	50.56	0.66	0.76
Flashback FM 4)	0.78	[0.67 - 0.89]	39.87	25.66	0.20	0.23	0.87	[0.72 - 1.02]	44.98	47.18	0.41	0.50	1.24 °	[1.06 - 1.42]	63.92	53.80	0.67	0.77
20 Minuten Radio	1.20	[1.05 - 1.36]	61.52	36.55	0.44	0.50	1.10	[0.94 - 1.25]	56.41	30.38	0.33	0.40	1.12	[0.96 - 1.27]	57.48	25.38	0.28	0.33
Schlager Radio	1.14	[0.96 - 1.33]	58.39	52.09	0.60	0.67	1.01	[0.86 - 1.17]	52.24	39.31	0.40	0.48	1.07	[0.90 - 1.24]	54.97	42.76	0.46	0.53
BeO	1.20	[1.03 - 1.36]	61.08	63.15	0.75	0.85	0.93	[0.79 - 1.08]	48.04	73.28	0.68	0.83	1.06	[0.90 - 1.21]	54.43	74.68	0.79	0.91
Rockit Radio	1.03	[0.87 - 1.19]	52.58	39.54	0.41	0.46	0.93	[0.78 - 1.08]	48.03	42.01	0.39	0.47	0.96	[0.81 - 1.12]	49.68	39.76	0.38	0.44
Canal 3 (german)	0.70	[0.60 - 0.80]	35.72	27.15	0.19	0.21	0.62	[0.52 - 0.71]	31.87	29.60	0.18	0.22	0.75	[0.64 - 0.86]	38.78	26.10	0.20	0.23
neo1	0.64	[0.53 - 0.76]	32.95	30.68	0.20	0.22	0.51	[0.42 - 0.61]	26.51	34.60	0.18	0.22	0.64	[0.53 - 0.76]	33.08	30.79	0.20	0.23
Rottu	0.71	[0.62 - 0.80]	36.50	47.14	0.34	0.38	0.64	[0.56 - 0.73]	33.22	48.51	0.31	0.38	0.64	[0.56 - 0.72]	32.95	39.76	0.25	0.29
Radio Top Two	0.60	[0.47 - 0.73]	30.55	72.19	0.43	0.49	0.47	[0.35 - 0.58]	23.96	54.12	0.25	0.30	0.57	[0.45 - 0.70]	29.55	48.77	0.28	0.32
Radio Life Channel	0.36	[0.26 - 0.45]	18.15	40.97	0.15	0.16	0.35	[0.23 - 0.46]	17.89	38.43	0.13	0.16	0.46 °	[0.34 - 0.59]	23.94	38.28	0.18	0.21
Munot	0.47	[0.38 - 0.56]	24.12	39.45	0.19	0.21	0.45	[0.36 - 0.54]	23.28	55.03	0.25	0.30	0.40	[0.32 - 0.49]	20.73	47.05	0.19	0.22
Canal 3 (french)	0.25	[0.19 - 0.30]	12.63	10.46	0.03	0.03	0.23	[0.18 - 0.28]	11.95	9.82	0.02	0.03	0.35 °	[0.27 - 0.42]	17.85	11.89	0.04	0.05
Energy Luzern ³⁾	0.54	[0.45 - 0.62]	27.39	21.60	0.12	0.13	0.37	[0.29 - 0.45]	19.10	27.15	0.10	0.12	0.32 °	[0.25 - 0.39]	16.48	50.84	0.16	0.19
BNJ FM	0.35	[0.28 - 0.42]	18.05	43.86	0.15	0.17	0.27	[0.21 - 0.32]	13.72	34.53	0.09	0.11	0.31	[0.24 - 0.39]	16.12	35.70	0.11	0.13
toxic.fm	0.10	[0.06 - 0.14]	5.18	16.13	0.02	0.02	0.19	[0.14 - 0.24]	9.74	17.15	0.03	0.04	0.31 °	[0.23 - 0.39]	15.80	13.06	0.04	0.05
Freiburg (german) ²⁾	0.23	[0.17 - 0.30]	11.91	37.34	0.09	0.10	0.28	[0.20 - 0.35]	14.23	40.25	0.11	0.13	0.26	[0.18 - 0.33]	13.15	51.24	0.13	0.15
GRRIF	0.17	[0.13 - 0.21]	8.65	7.43	0.01	0.01	0.16	[0.12 - 0.19]	7.99	12.21	0.02	0.02	0.21	[0.16 - 0.25]	10.64	7.83	0.02	0.02
RRO Müsigg Pur	0.18	[0.13 - 0.23]	9.37	28.17	0.05	0.06	0.18	[0.12 - 0.23]	9.05	34.21	0.06	0.07	0.15	[0.11 - 0.20]	7.97	32.68	0.05	0.06



Audience figures German-speaking Switzerland

Mon-Sun

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
Fribourg (french)	0.16	[0.11 - 0.21]	8.15	17.39	0.03	0.03	0.11	[0.07 - 0.16]	5.88	20.83	0.02	0.03	0.14	[0.09 - 0.19]	7.16	29.98	0.04	0.05
RRO Swiss Melody	0.13	[0.09 - 0.18]	6.72	35.61	0.05	0.05	0.10	[0.06 - 0.14]	5.07	39.03	0.04	0.05	0.11	[0.06 - 0.15]	5.49	47.70	0.05	0.06
Rhône	0.08	[0.06 - 0.11]	4.21	10.91	0.01	0.01	0.09	[0.06 - 0.12]	4.59	16.84	0.02	0.02	0.08	[0.05 - 0.11]	4.11	9.49	0.01	0.01
Open Broadcast	0.17	[0.13 - 0.21]	8.55	5.51	0.01	0.01	0.17	[0.14 - 0.21]	9.01	10.34	0.02	0.02						
Private foreign stations																		
Das neue Radio Seefunk	0.48	[0.36 - 0.60]	24.33	48.71	0.23	0.26	0.41	[0.31 - 0.52]	21.24	38.98	0.16	0.19	0.49	[0.38 - 0.61]	25.41	38.84	0.19	0.22
Klassik Radio	0.27	[0.17 - 0.36]	13.60	44.46	0.12	0.13	0.23	[0.13 - 0.32]	11.61	46.51	0.10	0.13	0.37 °	[0.23 - 0.50]	18.93	78.21	0.29	0.33
baden.fm	0.19	[0.14 - 0.24]	9.76	9.89	0.02	0.02	0.21	[0.14 - 0.28]	10.82	11.66	0.02	0.03	0.25 °	[0.19 - 0.32]	13.11	15.53	0.04	0.05
ERF plus	0.19	[0.12 - 0.26]	9.78	21.39	0.04	0.05	0.17	[0.09 - 0.24]	8.54	42.66	0.07	0.09	0.22	[0.14 - 0.30]	11.23	32.08	0.07	0.08
Radio L	0.21	[0.16 - 0.26]	10.73	22.44	0.05	0.05	0.19	[0.13 - 0.24]	9.68	21.20	0.04	0.05	0.21	[0.16 - 0.27]	10.95	16.02	0.03	0.04

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share

Notes

° This change over the same semester in the previous year is significant. Sample interpretation for total radio: the NR % of the current semester (76.00) is outside the confidence interval of the previous semester (76.62 – 77.87), therefore the change is significant.

1) Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling. Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.

2) The city of Fribourg is located in the licence area of Radio Freiburg and is considered part of French-speaking Switzerland by the Swiss Federal Statistical Office (SFSO). The total reach of this station corresponds to the sum of the net reaches (NR-T) in the language areas of German- and French-speaking Switzerland.

3) Energy Lucerne: until August 2021, Energy Hits. For this reason, no declaration of the significant change over the same semester in the previous year.

4) Flashback FM: until February 2022, Virgin Radio Hits Switzerland. For this reason, no declaration of the significant change over the same semester in the previous year.



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
 Universe: 5,151,600 persons, target group: 15+
 Participants: 6,904, sampling days: 160,801, 24 hrs



Audience figures German-speaking Switzerland

Mon-Fri

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
Total radio	78.71	[78.05 - 79.37]	4'022.76	120.13	94.55	100.00	76.81	[76.13 - 77.50]	3'957.17	114.95	88.29	100.00	77.45 °	[76.76 - 78.13]	3'989.69	119.04	92.20	100.00
Radio groups																		
Total SRG SSR	52.59	[51.71 - 53.47]	2'687.60	106.14	55.81	59.03	50.67	[49.77 - 51.57]	2'610.49	101.98	51.67	58.53	51.19 °	[50.30 - 52.08]	2'637.11	103.95	53.21	57.72
Private Stations CH	48.13	[47.23 - 49.02]	2'459.62	74.12	35.67	37.73	45.95	[45.04 - 46.86]	2'367.36	73.63	33.83	38.32	47.92	[47.01 - 48.84]	2'468.78	74.90	35.89	38.93
Foreign	7.17	[6.72 - 7.62]	366.35	42.78	3.07	3.24	6.56	[6.13 - 7.00]	338.08	42.41	2.78	3.15	7.80 °	[7.32 - 8.27]	401.61	39.55	3.08	3.34
SRG SSR																		
Total SRF	46.38	[45.45 - 47.31]	2'370.39	108.54	50.34	53.24	44.97	[44.03 - 45.91]	2'316.65	103.59	46.58	52.76	44.87 °	[43.93 - 45.80]	2'311.45	106.55	47.81	51.85
SRF 1	24.72	[23.89 - 25.55]	1'263.34	105.16	25.99	27.49	23.33	[22.49 - 24.16]	1'201.72	102.06	23.81	26.96	23.71 °	[22.88 - 24.54]	1'221.45	106.44	25.24	27.37
SRF 2 Kultur	3.49	[3.11 - 3.87]	178.25	75.11	2.62	2.77	3.27	[2.90 - 3.64]	168.58	73.15	2.39	2.71	3.24	[2.88 - 3.60]	166.82	69.02	2.24	2.42
SRF 3	20.69	[19.93 - 21.46]	1'057.66	66.70	13.80	14.60	20.03	[19.25 - 20.80]	1'031.68	65.72	13.16	14.91	19.58 °	[18.82 - 20.34]	1'008.76	64.35	12.60	13.67
SRF 4 News	2.44	[2.16 - 2.72]	124.70	33.25	0.81	0.86	2.58	[2.28 - 2.87]	132.67	37.09	0.96	1.08	2.56	[2.26 - 2.85]	131.64	39.86	1.02	1.10
SRF Musikwelle	5.98	[5.48 - 6.48]	305.76	116.82	6.99	7.39	5.53	[5.03 - 6.03]	284.89	111.53	6.17	6.99	5.77	[5.27 - 6.27]	297.28	113.58	6.55	7.11
SRF Virus	0.42	[0.32 - 0.51]	21.39	29.84	0.12	0.13	0.40	[0.32 - 0.49]	20.78	24.26	0.10	0.11	0.59 °	[0.48 - 0.70]	30.36	27.18	0.16	0.17
Radio RTR	0.53	[0.42 - 0.65]	27.31	67.27	0.36	0.38	0.46	[0.35 - 0.56]	23.67	72.95	0.34	0.38	0.52	[0.41 - 0.63]	26.80	68.22	0.35	0.38
Total SSAT	10.93	[10.45 - 11.41]	558.58	40.86	4.47	4.72	10.49	[9.99 - 10.98]	540.21	40.38	4.23	4.80	11.29	[10.78 - 11.79]	581.37	38.38	4.33	4.70
Radio Swiss Jazz	0.63	[0.50 - 0.75]	32.09	43.51	0.27	0.29	0.61	[0.47 - 0.74]	31.17	43.71	0.26	0.30	0.64	[0.50 - 0.78]	32.96	41.08	0.26	0.29
Radio Swiss Pop	9.17	[8.75 - 9.58]	468.45	33.99	3.12	3.29	8.85	[8.42 - 9.28]	455.80	34.08	3.02	3.42	9.53	[9.09 - 9.97]	491.02	32.48	3.10	3.36
Radio Swiss Classic	1.44	[1.20 - 1.69]	73.80	74.63	1.08	1.14	1.33	[1.09 - 1.57]	68.50	71.74	0.95	1.08	1.42	[1.17 - 1.66]	72.95	68.67	0.97	1.05
other SRG SSR	1.91	[1.69 - 2.13]	97.46	33.85	0.65	0.68	1.62	[1.42 - 1.81]	83.24	32.46	0.52	0.59	1.89	[1.67 - 2.11]	97.29	38.24	0.72	0.78
Private radio stations																		
Radio 24	4.84	[4.41 - 5.26]	247.28	57.16	2.77	2.92	4.28	[3.87 - 4.69]	220.50	51.10	2.19	2.48	4.48	[4.06 - 4.90]	230.87	49.90	2.24	2.43
Pilatus	4.51	[4.16 - 4.86]	230.43	57.78	2.60	2.76	4.34	[4.00 - 4.68]	223.72	59.48	2.58	2.93	4.41	[4.06 - 4.76]	227.05	64.11	2.83	3.06
Energy Zürich	4.23	[3.83 - 4.62]	215.97	44.17	1.87	1.97	3.82	[3.43 - 4.20]	196.55	48.26	1.84	2.09	4.00	[3.62 - 4.38]	206.10	46.65	1.87	2.02
FM1	4.04	[3.72 - 4.36]	206.55	52.76	2.13	2.26	3.81	[3.50 - 4.12]	196.29	54.05	2.06	2.33	3.83	[3.51 - 4.15]	197.41	52.41	2.01	2.18
Argovia	3.82	[3.42 - 4.23]	195.35	54.50	2.08	2.20	3.86	[3.45 - 4.26]	198.80	55.42	2.14	2.42	3.78	[3.37 - 4.18]	194.58	57.58	2.17	2.36
Central	3.59	[3.24 - 3.94]	183.38	71.74	2.57	2.72	3.40	[3.05 - 3.75]	175.16	72.20	2.45	2.78	3.55	[3.19 - 3.91]	182.74	77.27	2.74	2.97
Zürisee	3.38	[3.01 - 3.76]	172.91	57.90	1.96	2.07	3.24	[2.87 - 3.62]	167.08	57.09	1.85	2.10	3.29	[2.92 - 3.67]	169.72	64.49	2.12	2.30
Vintage Radio	2.87	[2.57 - 3.17]	146.80	57.05	1.64	1.73	2.88	[2.58 - 3.18]	148.47	57.79	1.67	1.89	3.16	[2.85 - 3.48]	162.98	53.90	1.71	1.85
Energy Bern	2.84	[2.59 - 3.08]	144.97	44.73	1.27	1.34	2.86	[2.61 - 3.10]	147.12	49.40	1.41	1.60	2.89	[2.64 - 3.14]	148.94	48.98	1.42	1.54



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
 Universe: 5,151,600 persons, target group: 15+
 Participants: 6,904, sampling days: 160,801, 24 hrs



Audience figures German-speaking Switzerland

Mon-Fri

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
Bern1	2.03	[1.81 - 2.24]	103.58	70.14	1.42	1.50	1.67	[1.48 - 1.87]	86.27	65.04	1.09	1.23	2.03	[1.81 - 2.24]	104.37	57.10	1.16	1.25
Radio Top	2.00	[1.73 - 2.28]	102.44	48.20	0.97	1.02	1.79	[1.53 - 2.06]	92.31	46.44	0.83	0.94	1.94	[1.66 - 2.21]	99.75	42.08	0.81	0.88
Radio 32	2.17	[1.92 - 2.42]	110.92	62.72	1.36	1.44	1.98	[1.74 - 2.22]	102.02	71.49	1.42	1.60	1.89 °	[1.66 - 2.13]	97.42	67.34	1.27	1.38
Radio 1	1.74	[1.48 - 2.00]	89.01	66.57	1.16	1.23	1.80	[1.52 - 2.08]	92.78	63.45	1.14	1.29	1.88	[1.60 - 2.16]	96.91	61.20	1.15	1.25
Basilisk	1.83	[1.61 - 2.05]	93.73	62.23	1.14	1.21	1.75	[1.53 - 1.97]	90.24	68.52	1.20	1.36	1.88	[1.65 - 2.11]	96.77	67.98	1.28	1.39
Radio Melody	1.51	[1.28 - 1.74]	77.29	54.23	0.82	0.87	1.54	[1.29 - 1.78]	79.25	59.30	0.91	1.03	1.84 °	[1.56 - 2.11]	94.64	64.18	1.18	1.28
Energy Basel	1.67	[1.47 - 1.87]	85.38	45.52	0.76	0.80	1.52	[1.32 - 1.72]	78.12	45.49	0.69	0.78	1.61	[1.41 - 1.80]	82.70	41.85	0.67	0.73
Sunshine	1.63	[1.41 - 1.84]	83.08	42.28	0.69	0.73	1.59	[1.36 - 1.83]	82.16	39.85	0.64	0.72	1.54	[1.33 - 1.76]	79.57	41.24	0.64	0.69
Virgin Radio Rock Switzerland	1.40	[1.19 - 1.61]	71.72	50.59	0.71	0.75	1.36	[1.15 - 1.57]	70.01	50.59	0.69	0.78	1.53	[1.31 - 1.74]	78.72	50.45	0.77	0.84
Radio Eviva	1.55	[1.30 - 1.80]	79.25	76.82	1.19	1.26	1.33	[1.10 - 1.57]	68.68	75.47	1.01	1.14	1.43	[1.20 - 1.67]	73.71	73.61	1.05	1.14
Radio Südostschweiz	1.33	[1.18 - 1.49]	68.07	59.54	0.79	0.84	1.25	[1.10 - 1.41]	64.64	53.57	0.67	0.76	1.34	[1.17 - 1.51]	69.00	52.92	0.71	0.77
Flashback FM ⁴⁾	0.79	[0.67 - 0.90]	40.13	25.97	0.20	0.22	0.91	[0.75 - 1.08]	47.10	47.68	0.44	0.49	1.25 °	[1.05 - 1.44]	64.24	54.05	0.67	0.73
20 Minuten Radio	1.24	[1.06 - 1.42]	63.34	40.39	0.50	0.53	1.17	[0.99 - 1.34]	60.21	30.31	0.35	0.40	1.19	[1.01 - 1.37]	61.26	26.75	0.32	0.35
BeO	1.25	[1.07 - 1.42]	63.75	67.25	0.84	0.89	0.96	[0.80 - 1.12]	49.43	79.40	0.76	0.86	1.10	[0.93 - 1.27]	56.71	79.47	0.87	0.95
Schlager Radio	1.15	[0.95 - 1.35]	58.69	52.11	0.60	0.63	1.03	[0.86 - 1.20]	53.18	37.81	0.39	0.44	1.08	[0.89 - 1.27]	55.56	42.23	0.46	0.49
Rockit Radio	1.13	[0.95 - 1.32]	57.89	39.72	0.45	0.48	1.01	[0.84 - 1.18]	51.97	42.31	0.43	0.48	1.04	[0.87 - 1.21]	53.63	41.92	0.44	0.47
Canal 3 (german)	0.72	[0.61 - 0.84]	36.87	28.58	0.21	0.22	0.64	[0.53 - 0.75]	33.10	32.14	0.21	0.23	0.77	[0.65 - 0.88]	39.51	27.34	0.21	0.23
neo1	0.67	[0.54 - 0.79]	34.01	31.39	0.21	0.22	0.55	[0.44 - 0.67]	28.52	35.76	0.20	0.22	0.66	[0.54 - 0.79]	34.09	31.45	0.21	0.23
Radio Top Two	0.62	[0.48 - 0.77]	31.86	77.17	0.48	0.51	0.50	[0.38 - 0.63]	25.92	52.80	0.27	0.30	0.63	[0.49 - 0.78]	32.64	50.05	0.32	0.34
Rottu	0.74	[0.64 - 0.84]	37.68	48.26	0.36	0.38	0.66	[0.57 - 0.74]	33.74	50.60	0.33	0.38	0.63 °	[0.54 - 0.72]	32.50	43.87	0.28	0.30
Radio Life Channel	0.37	[0.26 - 0.48]	18.81	45.99	0.17	0.18	0.34	[0.22 - 0.46]	17.53	41.69	0.14	0.16	0.48	[0.34 - 0.62]	24.86	40.67	0.20	0.21
Munot	0.49	[0.39 - 0.58]	24.79	44.54	0.22	0.23	0.48	[0.38 - 0.58]	24.63	60.30	0.29	0.33	0.41	[0.32 - 0.50]	21.22	50.93	0.21	0.23
toxic.fm	0.11	[0.06 - 0.16]	5.51	19.15	0.02	0.02	0.19	[0.13 - 0.25]	9.71	20.11	0.04	0.04	0.34 °	[0.24 - 0.43]	17.30	14.24	0.05	0.05
BNJ FM	0.35	[0.27 - 0.43]	17.85	49.71	0.17	0.18	0.26	[0.20 - 0.32]	13.43	39.00	0.10	0.12	0.32	[0.24 - 0.41]	16.70	38.32	0.12	0.13
Energy Luzern ³⁾	0.54	[0.44 - 0.65]	27.79	21.50	0.12	0.12	0.39	[0.30 - 0.48]	20.02	27.57	0.11	0.12	0.32 °	[0.24 - 0.40]	16.53	44.84	0.14	0.16
Canal 3 (french)	0.24	[0.18 - 0.30]	12.32	11.28	0.03	0.03	0.22	[0.16 - 0.27]	11.08	11.14	0.02	0.03	0.31 °	[0.24 - 0.38]	15.94	11.97	0.04	0.04
Freiburg (german) ²⁾	0.23	[0.16 - 0.30]	11.82	40.25	0.09	0.10	0.28	[0.20 - 0.37]	14.57	43.72	0.12	0.14	0.27	[0.19 - 0.35]	13.93	53.01	0.14	0.16
GRRIF	0.18	[0.13 - 0.23]	9.14	7.21	0.01	0.01	0.14	[0.10 - 0.18]	7.12	11.83	0.02	0.02	0.18	[0.13 - 0.22]	9.02	7.09	0.01	0.01
Fribourg (french)	0.15	[0.10 - 0.21]	7.91	20.13	0.03	0.03	0.12	[0.07 - 0.17]	6.22	21.40	0.03	0.03	0.15	[0.09 - 0.20]	7.68	36.92	0.06	0.06
RRO Müsigg Pur	0.18	[0.13 - 0.24]	9.36	28.84	0.05	0.06	0.19	[0.13 - 0.25]	9.60	34.79	0.06	0.07	0.14	[0.10 - 0.18]	7.31	36.00	0.05	0.06



Audience figures German-speaking Switzerland

Mon-Fri

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
RRO Swiss Melody	0.13	[0.08 - 0.18]	6.86	35.85	0.05	0.05	0.08	[0.05 - 0.12]	4.35	43.34	0.04	0.04	0.11	[0.06 - 0.16]	5.68	47.71	0.05	0.06
Rhône	0.08	[0.05 - 0.11]	4.15	12.55	0.01	0.01	0.08	[0.05 - 0.12]	4.29	20.13	0.02	0.02	0.08	[0.05 - 0.11]	3.95	7.67	0.01	0.01
Open Broadcast	0.16	[0.11 - 0.21]	8.34	6.00	0.01	0.01	0.15	[0.11 - 0.18]	7.51	7.21	0.01	0.01						
Private foreign stations																		
Das neue Radio Seefunk	0.46	[0.34 - 0.59]	23.57	49.76	0.23	0.24	0.41	[0.30 - 0.52]	21.21	35.43	0.15	0.17	0.51	[0.38 - 0.64]	26.20	38.36	0.20	0.21
Klassik Radio	0.26	[0.16 - 0.36]	13.33	40.91	0.11	0.11	0.21	[0.12 - 0.30]	10.65	46.84	0.10	0.11	0.36	[0.22 - 0.49]	18.51	75.21	0.27	0.29
baden.fm	0.18	[0.12 - 0.24]	9.09	11.33	0.02	0.02	0.20	[0.13 - 0.28]	10.42	11.36	0.02	0.03	0.24	[0.17 - 0.31]	12.24	15.76	0.04	0.04
Radio L	0.23	[0.17 - 0.29]	11.76	22.87	0.05	0.06	0.20	[0.13 - 0.26]	10.17	23.70	0.05	0.05	0.21	[0.15 - 0.27]	10.92	17.95	0.04	0.04
ERF plus	0.20	[0.12 - 0.27]	10.00	21.30	0.04	0.04	0.16	[0.09 - 0.23]	8.21	45.16	0.07	0.08	0.20	[0.12 - 0.28]	10.32	32.42	0.06	0.07

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share

Notes

^o This change over the same semester in the previous year is significant.
 Sample interpretation for total radio: the NR % of the current semester (77.45) is outside the confidence interval of the previous semester (78.05 – 79.37), therefore the change is significant.

1) Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling. Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.

2) The city of Fribourg is located in the licence area of Radio Freiburg and is considered part of French-speaking Switzerland by the Swiss Federal Statistical Office (SFSO). The total reach of this station corresponds to the sum of the net reaches (NR-T) in the language areas of German- and French-speaking Switzerland.

3) Energy Lucerne: until August 2021, Energy Hits. For this reason, no disclosure of the significant change over the same semester in the previous year.

4) Flashback FM: until February 2022, Virgin Radio Hits Switzerland. For this reason, no disclosure of the significant change over the same semester in the previous year.



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
 Universe: 1,740,500 persons, target group: 15+
 Participants: 2,660, sampling days: 84,943, 24 hrs



Audience figures French-speaking Switzerland

Mon-Sun

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
Total radio	73.57	[72.54 - 74.60]	1'270.09	93.23	68.58	100.00	70.41	[69.29 - 71.53]	1'225.47	89.00	62.67	100.00	71.32 °	[70.22 - 72.42]	1'241.32	92.09	65.68	100.00
Radio groups																		
Total SRG SSR	47.36	[46.03 - 48.69]	817.64	87.14	41.27	60.17	45.13	[43.79 - 46.47]	785.49	83.35	37.62	60.03	44.69 °	[43.34 - 46.04]	777.92	86.06	38.46	58.56
Private Stations CH	42.32	[41.01 - 43.63]	730.66	50.35	21.31	31.07	38.65	[37.33 - 39.96]	672.61	50.01	19.33	30.84	41.00 °	[39.69 - 42.30]	713.55	51.02	20.92	31.85
Foreign	13.30	[12.34 - 14.26]	229.61	45.15	6.01	8.76	12.74	[11.77 - 13.71]	221.76	44.90	5.72	9.13	14.45 °	[13.45 - 15.44]	251.48	43.46	6.28	9.56
SRG SSR																		
Total RTS	37.62	[36.18 - 39.07]	649.52	87.33	32.86	47.91	36.23	[34.80 - 37.67]	630.61	86.04	31.17	49.75	34.88 °	[33.45 - 36.31]	607.08	87.66	30.57	46.55
La 1ère	26.38	[24.99 - 27.76]	455.35	83.86	22.12	32.25	25.53	[24.16 - 26.90]	444.33	81.96	20.92	33.39	23.93 °	[22.59 - 25.28]	416.54	85.43	20.45	31.13
Espace 2	2.48	[2.01 - 2.95]	42.85	45.74	1.14	1.66	2.18	[1.75 - 2.62]	38.01	56.89	1.24	1.98	2.37	[1.90 - 2.84]	41.22	59.96	1.42	2.16
Couleur 3	8.30	[7.49 - 9.11]	143.24	48.73	4.04	5.90	7.46	[6.69 - 8.23]	129.87	49.14	3.67	5.85	7.82	[7.05 - 8.59]	136.11	43.71	3.42	5.20
Option Musique	8.23	[7.38 - 9.07]	142.06	67.57	5.56	8.11	7.73	[6.92 - 8.54]	134.55	69.09	5.34	8.52	7.92	[7.10 - 8.73]	137.80	66.82	5.29	8.06
Total SSAT	13.89	[13.11 - 14.68]	239.87	34.20	4.75	6.93	12.65	[11.91 - 13.39]	220.13	29.65	3.75	5.99	13.99	[13.22 - 14.76]	243.51	33.72	4.72	7.18
Radio Swiss Jazz	1.18	[0.88 - 1.48]	20.39	49.56	0.59	0.85	0.90	[0.65 - 1.15]	15.72	40.04	0.36	0.58	0.90	[0.66 - 1.13]	15.61	40.58	0.36	0.55
Radio Swiss Pop	11.60	[10.94 - 12.26]	200.24	25.94	3.01	4.39	10.76	[10.11 - 11.41]	187.24	24.14	2.60	4.14	12.17	[11.47 - 12.86]	211.77	28.50	3.47	5.28
Radio Swiss Classic	1.74	[1.32 - 2.16]	29.97	66.70	1.16	1.69	1.41	[1.07 - 1.76]	24.58	56.05	0.79	1.26	1.44	[1.09 - 1.79]	25.08	61.55	0.89	1.35
other SRG SSR	5.13	[4.48 - 5.77]	88.50	71.42	3.66	5.34	4.24	[3.67 - 4.81]	73.78	63.50	2.69	4.30	4.43 °	[3.84 - 5.02]	77.07	71.59	3.17	4.83
Private radio stations																		
LFM	8.52	[7.65 - 9.38]	147.02	49.52	4.22	6.15	7.89	[7.07 - 8.71]	137.32	48.85	3.85	6.15	7.99	[7.15 - 8.83]	139.05	49.79	3.98	6.06
BNJ FM ²⁾	6.45	[5.99 - 6.92]	111.42	59.10	3.81	5.56	5.84	[5.41 - 6.26]	101.57	54.35	3.17	5.06	6.25	[5.78 - 6.72]	108.76	64.62	4.04	6.15
One FM	6.85	[6.09 - 7.61]	118.19	33.53	2.30	3.35	5.98	[5.28 - 6.69]	104.09	33.82	2.02	3.23	5.98 °	[5.27 - 6.68]	104.06	30.04	1.80	2.73
Rouge FM	5.30	[4.69 - 5.92]	91.56	31.19	1.65	2.41	4.34	[3.77 - 4.92]	75.59	37.50	1.63	2.60	4.90	[4.29 - 5.50]	85.26	34.43	1.69	2.57
Rhône	4.35	[3.84 - 4.86]	75.13	44.79	1.95	2.84	3.83	[3.36 - 4.30]	66.62	46.99	1.80	2.87	4.20	[3.69 - 4.70]	73.03	45.07	1.89	2.88
Fribourg (french)	4.03	[3.58 - 4.49]	69.65	51.85	2.09	3.05	3.80	[3.35 - 4.26]	66.17	51.54	1.96	3.13	3.82	[3.36 - 4.28]	66.46	52.52	2.01	3.05
Radio Lac	2.27	[1.87 - 2.66]	39.13	28.78	0.65	0.95	2.25	[1.82 - 2.68]	39.20	31.02	0.70	1.11	2.62	[2.15 - 3.09]	45.61	32.68	0.86	1.30
Chablais	2.53	[2.16 - 2.91]	43.71	33.88	0.86	1.25	2.55	[2.15 - 2.94]	44.33	36.65	0.93	1.49	2.56	[2.14 - 2.98]	44.56	37.17	0.95	1.45
RadioFr.-Fresh	1.36	[1.10 - 1.61]	23.41	28.02	0.38	0.55	1.20	[0.96 - 1.44]	20.96	30.70	0.37	0.59	1.34	[1.09 - 1.60]	23.37	27.50	0.37	0.56
Spoon Radio	0.84	[0.57 - 1.11]	14.57	49.75	0.42	0.61	0.87	[0.58 - 1.16]	15.14	39.00	0.34	0.54	1.11	[0.79 - 1.42]	19.29	40.21	0.45	0.68
Vertical Radio	0.92	[0.69 - 1.16]	15.93	44.78	0.41	0.60	0.93	[0.68 - 1.18]	16.20	36.61	0.34	0.54	0.95	[0.69 - 1.21]	16.52	34.92	0.33	0.50
GRRIF	0.97	[0.79 - 1.16]	16.79	22.00	0.21	0.31	0.92	[0.71 - 1.13]	16.04	25.32	0.23	0.37	0.91	[0.74 - 1.09]	15.87	19.29	0.18	0.27



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
 Universe: 1,740,500 persons, target group: 15+
 Participants: 2,660, sampling days: 84,943, 24 hrs

Audience figures French-speaking Switzerland

Mon-Sun

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
Canal 3 (french) ²⁾	0.42	[0.28 - 0.57]	7.29	6.97	0.03	0.04	0.28	[0.17 - 0.39]	4.83	6.43	0.02	0.03	0.32	[0.20 - 0.43]	5.49	7.38	0.02	0.04
Energy Bern	0.29	[0.21 - 0.36]	4.93	11.09	0.03	0.05	0.33	[0.23 - 0.42]	5.71	8.58	0.03	0.04	0.29	[0.21 - 0.37]	5.06	9.28	0.03	0.04
Bern1	0.37	[0.25 - 0.49]	6.36	20.32	0.07	0.11	0.28	[0.18 - 0.39]	4.93	23.02	0.07	0.10	0.26	[0.18 - 0.34]	4.52	33.98	0.09	0.13
Canal 3 (german)	0.38	[0.25 - 0.51]	6.58	5.44	0.02	0.03	0.26	[0.14 - 0.38]	4.59	6.36	0.02	0.03	0.26	[0.17 - 0.35]	4.52	4.33	0.01	0.02
Freiburg (german)	0.29	[0.19 - 0.39]	4.96	12.87	0.04	0.05	0.21	[0.13 - 0.29]	3.67	21.75	0.05	0.07	0.22	[0.14 - 0.31]	3.89	16.30	0.04	0.06
Radio R	0.22	[0.07 - 0.37]	3.79	67.20	0.15	0.22	0.13	[0.03 - 0.22]	2.18	23.15	0.03	0.05	0.18	[0.05 - 0.31]	3.16	64.17	0.12	0.18
Cité	0.12	[0.03 - 0.22]	2.10	22.25	0.03	0.04	0.12	[0.05 - 0.19]	2.07	14.59	0.02	0.03	0.13	[0.05 - 0.21]	2.18	8.38	0.01	0.02
Lux Radio													0.09	[0.05 - 0.13]	1.59	3.31	0.00	0.00
Magic Radio	0.08	[0.04 - 0.12]	1.40	7.22	0.01	0.01	0.10	[0.02 - 0.18]	1.74	7.70	0.01	0.01	0.07	[0.03 - 0.10]	1.20	4.80	0.00	0.01
Private foreign stations																		
Nostalgie Léman ³⁾							2.17	[1.70 - 2.64]	37.79	33.44	0.73	1.16	2.15	[1.72 - 2.59]	37.50	31.29	0.67	1.03
NRJ Léman ³⁾							2.18	[1.72 - 2.63]	37.87	32.20	0.70	1.12	2.09	[1.67 - 2.52]	36.46	27.74	0.58	0.88
La Radio Plus CH ³⁾							1.23	[0.95 - 1.51]	21.40	30.59	0.38	0.60	1.13	[0.88 - 1.38]	19.65	23.77	0.27	0.41
Virgin Radio CH ³⁾							0.84	[0.59 - 1.10]	14.70	34.02	0.29	0.46	0.73	[0.54 - 0.92]	12.70	12.92	0.09	0.14
Melody (CH)													0.16	[0.06 - 0.26]	2.81	54.98	0.09	0.14

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share

Notes

¹⁾ This change over the same semester in the previous year is significant.
 Sample interpretation for total radio: the NR % of the current semester (71.32) is outside the confidence interval of the previous semester (72.54 – 74.60), therefore the change is significant.
²⁾ Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling. Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.

²⁾ The city of Biel is located in the licence areas of BNJ and Canal 3 (French) and is considered part of German-speaking Switzerland by the Swiss Federal Statistical Office (SFSO). The total audience of these two stations corresponds to the sum of their NR-T
³⁾ From January 2022, Swiss programme windows of foreign stations are identified as individual stations



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
 Universe: 1,740,500 persons, target group: 15+
 Participants: 2,647, sampling days: 60,513, 24 hrs



Audience figures French-speaking Switzerland

Mon-Fri

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
Total radio	75.36	[74.26 - 76.46]	1'301.05	97.57	73.53	100.00	72.51	[71.31 - 73.70]	1'261.87	93.10	67.50	100.00	73.00 °	[71.81 - 74.18]	1'270.60	96.67	70.56	100.00
Radio groups																		
Total SRG SSR	49.12	[47.72 - 50.53]	848.08	90.03	44.23	60.15	47.44	[46.00 - 48.88]	825.62	84.91	40.28	59.68	46.53 °	[45.09 - 47.97]	809.90	88.16	41.02	58.13
Private Stations CH	43.55	[42.13 - 44.96]	751.83	53.20	23.17	31.51	39.50	[38.09 - 40.92]	687.54	53.69	21.21	31.42	41.87 °	[40.46 - 43.28]	728.81	54.73	22.92	32.48
Foreign	13.32	[12.29 - 14.35]	229.96	46.05	6.13	8.34	12.86	[11.81 - 13.91]	223.75	46.74	6.01	8.90	14.63 °	[13.55 - 15.71]	254.59	45.19	6.61	9.37
SRG SSR																		
Total RTS	38.99	[37.47 - 40.51]	673.18	90.62	35.34	48.06	38.04	[36.50 - 39.57]	661.97	88.32	33.59	49.76	36.22 °	[34.69 - 37.75]	630.46	90.53	32.79	46.47
La 1ère	27.45	[25.98 - 28.92]	473.87	87.40	23.99	32.63	26.95	[25.48 - 28.42]	469.00	84.08	22.66	33.57	25.17 °	[23.73 - 26.61]	438.04	88.24	22.21	31.47
Espace 2	2.48	[1.99 - 2.98]	42.88	45.57	1.13	1.54	2.10	[1.65 - 2.55]	36.56	60.49	1.27	1.88	2.31	[1.82 - 2.79]	40.14	62.55	1.44	2.04
Couleur 3	8.74	[7.86 - 9.62]	150.87	52.45	4.58	6.23	8.01	[7.16 - 8.86]	139.37	52.54	4.21	6.23	8.21	[7.36 - 9.07]	142.97	46.31	3.80	5.39
Option Musique	8.37	[7.48 - 9.25]	144.43	67.31	5.63	7.66	7.94	[7.09 - 8.79]	138.17	68.70	5.45	8.08	7.99	[7.14 - 8.85]	139.11	66.78	5.34	7.56
Total SSAT	14.89	[14.03 - 15.76]	257.12	34.45	5.13	6.98	13.83	[12.99 - 14.67]	240.70	28.23	3.90	5.78	15.28	[14.40 - 16.15]	265.90	32.86	5.02	7.11
Radio Swiss Jazz	1.16	[0.86 - 1.46]	19.97	48.25	0.56	0.76	0.87	[0.61 - 1.13]	15.21	34.67	0.30	0.45	0.89	[0.64 - 1.14]	15.56	41.81	0.37	0.53
Radio Swiss Pop	12.71	[11.95 - 13.46]	219.39	26.58	3.38	4.59	12.03	[11.28 - 12.79]	209.45	23.51	2.83	4.19	13.52 °	[12.72 - 14.32]	235.39	27.66	3.74	5.30
Radio Swiss Classic	1.71	[1.28 - 2.15]	29.58	69.75	1.20	1.63	1.38	[1.02 - 1.74]	24.01	55.93	0.77	1.14	1.42	[1.05 - 1.79]	24.71	63.76	0.91	1.28
other SRG SSR	5.05	[4.39 - 5.72]	87.25	74.38	3.76	5.11	4.19	[3.59 - 4.79]	72.95	66.49	2.79	4.13	4.37 °	[3.76 - 4.97]	76.01	73.48	3.21	4.55
Private radio stations																		
LFM	8.93	[7.99 - 9.87]	154.15	50.94	4.55	6.19	8.26	[7.38 - 9.15]	143.82	51.32	4.24	6.28	8.27	[7.36 - 9.17]	143.89	51.99	4.30	6.09
BNJ FM ²⁾	6.84	[6.33 - 7.35]	118.06	62.22	4.25	5.79	6.19	[5.72 - 6.66]	107.69	57.15	3.54	5.24	6.56	[6.05 - 7.07]	114.17	69.81	4.58	6.49
One FM	7.11	[6.28 - 7.94]	122.79	35.53	2.53	3.44	6.04	[5.27 - 6.80]	105.09	36.15	2.18	3.23	6.22 °	[5.45 - 6.99]	108.31	31.57	1.96	2.78
Rouge FM	5.49	[4.82 - 6.17]	94.85	32.96	1.81	2.46	4.50	[3.86 - 5.13]	78.24	40.94	1.84	2.73	5.17	[4.50 - 5.84]	89.99	36.66	1.90	2.69
Rhône	4.53	[3.98 - 5.09]	78.28	48.50	2.20	2.99	3.98	[3.47 - 4.49]	69.26	51.54	2.05	3.04	4.38	[3.83 - 4.93]	76.21	49.19	2.15	3.05
Fribourg (french)	4.21	[3.73 - 4.69]	72.67	56.10	2.36	3.21	4.04	[3.54 - 4.54]	70.37	55.07	2.23	3.30	3.97	[3.48 - 4.47]	69.15	56.63	2.25	3.19
Chablais	2.63	[2.22 - 3.04]	45.40	34.95	0.92	1.25	2.68	[2.25 - 3.12]	46.70	38.35	1.03	1.52	2.67	[2.21 - 3.13]	46.50	39.33	1.05	1.49
Radio Lac	2.25	[1.82 - 2.68]	38.85	28.16	0.63	0.86	2.30	[1.83 - 2.77]	40.08	29.95	0.69	1.02	2.63	[2.13 - 3.13]	45.75	33.67	0.89	1.25
RadioFr.-Fresh	1.41	[1.12 - 1.70]	24.32	29.63	0.42	0.57	1.18	[0.92 - 1.44]	20.57	30.34	0.36	0.53	1.44	[1.14 - 1.74]	25.13	28.64	0.41	0.59
Spoon Radio	0.87	[0.59 - 1.16]	15.07	49.72	0.43	0.59	0.93	[0.62 - 1.24]	16.15	41.74	0.39	0.57	1.17 °	[0.82 - 1.52]	20.37	44.09	0.52	0.73
Vertical Radio	0.97	[0.71 - 1.23]	16.77	48.50	0.47	0.64	0.95	[0.68 - 1.22]	16.52	37.24	0.35	0.52	0.99	[0.70 - 1.27]	17.18	35.59	0.35	0.50
GRRIF	0.97	[0.77 - 1.17]	16.77	20.66	0.20	0.27	0.88	[0.65 - 1.11]	15.27	27.94	0.25	0.36	0.93	[0.73 - 1.13]	16.19	19.39	0.18	0.26



Audience figures French-speaking Switzerland

Mon-Fri

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
Canal 3 (français) ²⁾	0.43	[0.28 - 0.59]	7.50	7.81	0.03	0.05	0.28	[0.16 - 0.40]	4.90	7.02	0.02	0.03	0.30	[0.19 - 0.42]	5.25	6.23	0.02	0.03
Canal 3 (allemand)	0.38	[0.24 - 0.52]	6.50	5.10	0.02	0.03	0.25	[0.13 - 0.37]	4.35	7.28	0.02	0.03	0.28	[0.17 - 0.39]	4.87	4.68	0.01	0.02
Energy Bern	0.30	[0.20 - 0.39]	5.14	11.10	0.03	0.04	0.31	[0.20 - 0.42]	5.47	7.82	0.02	0.04	0.26	[0.18 - 0.35]	4.59	7.95	0.02	0.03
Bern1	0.36	[0.23 - 0.50]	6.28	23.72	0.09	0.12	0.29	[0.17 - 0.40]	4.99	26.13	0.07	0.11	0.25	[0.16 - 0.33]	4.29	41.23	0.10	0.14
Freiburg (allemand)	0.31	[0.19 - 0.43]	5.41	13.85	0.04	0.06	0.22	[0.12 - 0.31]	3.78	25.35	0.05	0.08	0.21	[0.12 - 0.29]	3.59	17.54	0.04	0.05
Radio R	0.22	[0.06 - 0.37]	3.72	74.52	0.16	0.22	0.11	[0.02 - 0.20]	1.85	27.75	0.03	0.04	0.19	[0.05 - 0.32]	3.24	66.91	0.12	0.18
Cité	0.13	[0.03 - 0.24]	2.33	20.88	0.03	0.04	0.12	[0.05 - 0.20]	2.14	14.03	0.02	0.03	0.12	[0.04 - 0.21]	2.16	9.57	0.01	0.02
Lux Radio													0.09	[0.04 - 0.14]	1.58	1.91	0.00	0.00
Magic Radio	0.06	[0.02 - 0.11]	1.11	7.22	0.00	0.01	0.10	[0.02 - 0.18]	1.77	7.52	0.01	0.01	0.07	[0.03 - 0.11]	1.21	5.24	0.00	0.01
Private foreign stations																		
Nostalgie Léman ³⁾							2.28	[1.78 - 2.79]	39.72	33.76	0.77	1.14	2.21	[1.74 - 2.69]	38.55	32.22	0.71	1.01
NRJ Léman ³⁾							2.32	[1.81 - 2.83]	40.44	33.16	0.77	1.14	2.20	[1.72 - 2.68]	38.26	29.33	0.64	0.91
La Radio Plus CH ³⁾							1.22	[0.91 - 1.53]	21.22	29.47	0.36	0.53	1.17	[0.90 - 1.43]	20.28	24.29	0.28	0.40
Virgin Radio CH ³⁾							0.83	[0.56 - 1.11]	14.52	36.49	0.30	0.45	0.69	[0.48 - 0.89]	11.93	12.62	0.09	0.12
Melody (CH)													0.17	[0.05 - 0.28]	2.93	55.63	0.09	0.13

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share

Notes

¹⁾ This change over the same semester in the previous year is significant.
 Sample interpretation for total radio: the NR % of the current semester (73.00) is outside the confidence interval of the previous semester (74.26 – 76.46), therefore the change is significant.
²⁾ Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling. Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.

²⁾ The city of Biel is located in the licence areas of BNJ and Canal 3 (French) and is considered part of German-speaking Switzerland by the Swiss Federal Statistical Office (SFSO). The total audience of these two stations corresponds to the sum of their NR-T
³⁾ From January 2022, Swiss programme windows of foreign stations are identified as individual stations



Audience figures Italian-speaking Switzerland

Mon-Sun

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
Total radio	80.77	[79.37 - 82.16]	252.47	107.05	86.46	100.00	78.93	[77.44 - 80.43]	247.07	102.31	80.76	100.00	80.90	[79.48 - 82.32]	253.23	111.37	90.09	100.00
Radio groups																		
Total SRG SSR	60.86	[58.91 - 62.81]	190.24	102.40	62.32	72.08	60.67	[58.67 - 62.66]	189.89	97.22	58.98	73.04	61.67	[59.67 - 63.68]	193.04	107.48	66.29	73.57
Private Stations CH	38.59	[36.69 - 40.49]	120.63	49.58	19.13	22.13	36.88	[34.98 - 38.78]	115.43	47.37	17.47	21.63	38.99	[37.11 - 40.88]	122.06	46.46	18.12	20.11
Foreign	16.88	[15.47 - 18.29]	52.76	29.69	5.01	5.79	16.05	[14.70 - 17.40]	50.24	26.82	4.30	5.33	18.91 °	[17.40 - 20.42]	59.20	30.01	5.68	6.30
SRG SSR																		
Totale RSI	50.84	[48.61 - 53.08]	158.94	98.09	49.87	57.68	51.14	[48.91 - 53.38]	160.09	92.92	47.52	58.85	51.85	[49.59 - 54.11]	162.29	100.38	52.05	57.77
Rete Uno	34.09	[31.93 - 36.25]	106.57	90.13	30.73	35.54	34.18	[32.02 - 36.35]	107.00	81.98	28.02	34.70	33.00	[30.84 - 35.15]	103.28	91.93	30.33	33.67
Rete Due	5.73	[4.58 - 6.88]	17.91	71.33	4.09	4.73	6.44	[5.22 - 7.66]	20.16	65.03	4.19	5.19	5.98	[4.82 - 7.15]	18.73	64.20	3.84	4.26
Rete Tre	24.44	[22.56 - 26.32]	76.41	61.60	15.06	17.41	24.92	[23.07 - 26.77]	78.00	61.44	15.31	18.96	27.23 °	[25.29 - 29.16]	85.22	65.64	17.87	19.84
Totale SSAT	13.73	[12.48 - 14.98]	42.93	34.49	4.74	5.48	13.55	[12.34 - 14.77]	42.42	34.10	4.62	5.72	14.12	[12.89 - 15.35]	44.19	38.87	5.49	6.09
Radio Swiss Jazz	1.24	[0.79 - 1.70]	3.89	35.70	0.44	0.51	1.17	[0.73 - 1.61]	3.65	24.85	0.29	0.36	0.96	[0.59 - 1.33]	3.00	27.30	0.26	0.29
Radio Swiss Pop	11.68	[10.56 - 12.81]	36.52	31.47	3.68	4.25	11.33	[10.26 - 12.39]	35.45	31.08	3.52	4.36	12.28	[11.16 - 13.39]	38.42	35.47	4.35	4.83
Radio Swiss Classic	1.28	[0.84 - 1.73]	4.01	47.94	0.62	0.71	1.47	[0.93 - 2.00]	4.59	55.20	0.81	1.00	1.35	[0.83 - 1.87]	4.22	64.75	0.87	0.97
other SRG SSR	8.45	[7.10 - 9.80]	26.42	91.22	7.71	8.92	8.06	[6.73 - 9.38]	25.21	84.89	6.84	8.47	8.84	[7.46 - 10.22]	27.66	99.01	8.75	9.71
Private radio stations																		
Radio 3i	22.00	[20.30 - 23.69]	68.76	50.34	11.07	12.81	20.82	[19.16 - 22.49]	65.17	49.01	10.20	12.64	20.21 °	[18.56 - 21.86]	63.27	48.22	9.75	10.82
Radio Ticino	12.76	[11.41 - 14.10]	39.88	45.62	5.82	6.73	11.98	[10.70 - 13.26]	37.49	40.81	4.89	6.05	12.53	[11.26 - 13.80]	39.22	41.59	5.21	5.78
RFT POP	0.81	[0.48 - 1.14]	2.54	15.36	0.12	0.14	1.38	[1.03 - 1.73]	4.32	19.81	0.27	0.34	2.21 °	[1.71 - 2.70]	6.91	25.43	0.56	0.62
Private foreign stations																		
Radio Italia Solo Musica Italiana	3.02	[2.35 - 3.70]	9.45	29.09	0.88	1.02	3.06	[2.41 - 3.72]	9.59	28.20	0.86	1.07	3.50	[2.76 - 4.23]	10.94	25.28	0.88	0.98

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share

Notes

° This change over the same semester in the previous year is significant.
 Sample interpretation for total radio: the NR % of the current semester (80.90) is inside the confidence interval of the previous semester (79.37 – 82.16), therefore the change is not significant.

1) Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling. Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.



Audience figures Italian-speaking Switzerland

Mon-Fri

Station	2nd Semester 2021						1st Semester 2022						2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	UV	UM	MS
Total radio	82.39	[80.92 - 83.87]	257.56	110.49	91.03	100.00	80.71	[79.16 - 82.26]	252.63	107.12	86.45	100.00	82.31	[80.80 - 83.82]	257.64	116.33	95.75	100.00
Radio groups																		
Total SRG SSR	62.62	[60.56 - 64.69]	195.76	103.83	65.02	71.43	62.50	[60.42 - 64.58]	195.64	100.50	62.82	72.66	63.36	[61.24 - 65.48]	198.34	110.74	70.17	73.28
Private Stations CH	40.14	[38.10 - 42.17]	125.47	51.51	20.67	22.71	38.20	[36.17 - 40.24]	119.58	49.91	19.07	22.05	40.62	[38.58 - 42.66]	127.15	47.94	19.47	20.34
Foreign	17.30	[15.77 - 18.84]	54.09	30.84	5.34	5.86	16.49	[15.03 - 17.96]	51.63	27.70	4.57	5.28	19.26 °	[17.63 - 20.90]	60.29	31.61	6.09	6.36
SRG SSR																		
Totale RSI	52.31	[49.98 - 54.65]	163.53	99.96	52.29	57.44	52.60	[50.27 - 54.94]	164.65	96.44	50.73	58.68	53.45	[51.06 - 55.84]	167.30	103.37	55.25	57.70
Rete Uno	35.19	[32.93 - 37.45]	109.99	90.03	31.68	34.80	35.33	[33.05 - 37.61]	110.58	82.73	29.23	33.81	34.11	[31.85 - 36.38]	106.78	91.04	31.06	32.43
Rete Due	5.90	[4.71 - 7.10]	18.46	75.19	4.44	4.88	6.54	[5.27 - 7.82]	20.48	67.36	4.41	5.10	6.39	[5.14 - 7.64]	19.99	65.35	4.17	4.36
Rete Tre	25.14	[23.14 - 27.13]	78.58	64.34	16.17	17.76	25.87	[23.88 - 27.86]	80.97	66.08	17.09	19.77	28.37 °	[26.28 - 30.46]	88.80	70.56	20.02	20.91
Totale SSAT	14.59	[13.21 - 15.97]	45.62	33.31	4.86	5.34	14.33	[13.00 - 15.65]	44.85	33.07	4.74	5.48	14.98	[13.60 - 16.35]	46.88	38.41	5.75	6.01
Radio Swiss Jazz	1.22	[0.76 - 1.67]	3.80	34.24	0.42	0.46	1.18	[0.70 - 1.66]	3.70	21.36	0.25	0.29	0.98	[0.58 - 1.39]	3.07	22.99	0.23	0.24
Radio Swiss Pop	12.68	[11.40 - 13.95]	39.63	30.45	3.86	4.24	12.19	[10.99 - 13.38]	38.14	30.38	3.70	4.28	13.17	[11.91 - 14.43]	41.23	35.07	4.62	4.83
Radio Swiss Classic	1.18	[0.75 - 1.61]	3.68	49.73	0.59	0.64	1.38	[0.85 - 1.91]	4.33	56.67	0.78	0.91	1.29	[0.74 - 1.84]	4.04	70.38	0.91	0.95
other SRG SSR	8.65	[7.25 - 10.06]	27.04	90.98	7.87	8.65	8.38	[6.98 - 9.77]	26.22	87.70	7.35	8.50	9.07	[7.63 - 10.50]	28.38	101.15	9.17	9.58
Private radio stations																		
Radio 3i	23.61	[21.78 - 25.45]	73.82	52.29	12.35	13.56	22.19	[20.38 - 24.00]	69.46	51.51	11.43	13.22	21.42	[19.62 - 23.21]	67.03	49.95	10.70	11.17
Radio Ticino	13.22	[11.78 - 14.66]	41.33	46.50	6.15	6.75	12.54	[11.16 - 13.92]	39.24	40.97	5.14	5.94	13.42	[12.02 - 14.81]	42.00	41.98	5.63	5.88
RFT POP	0.89	[0.51 - 1.26]	2.77	16.55	0.15	0.16	1.41	[1.01 - 1.81]	4.41	20.42	0.29	0.33	2.38 °	[1.80 - 2.95]	7.44	26.66	0.63	0.66
Private foreign stations																		
Radio Italia Solo Musica Italiana	3.14	[2.40 - 3.88]	9.82	28.65	0.90	0.99	3.04	[2.34 - 3.74]	9.51	28.62	0.87	1.01	3.51	[2.73 - 4.28]	10.98	24.18	0.85	0.89

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share

Notes

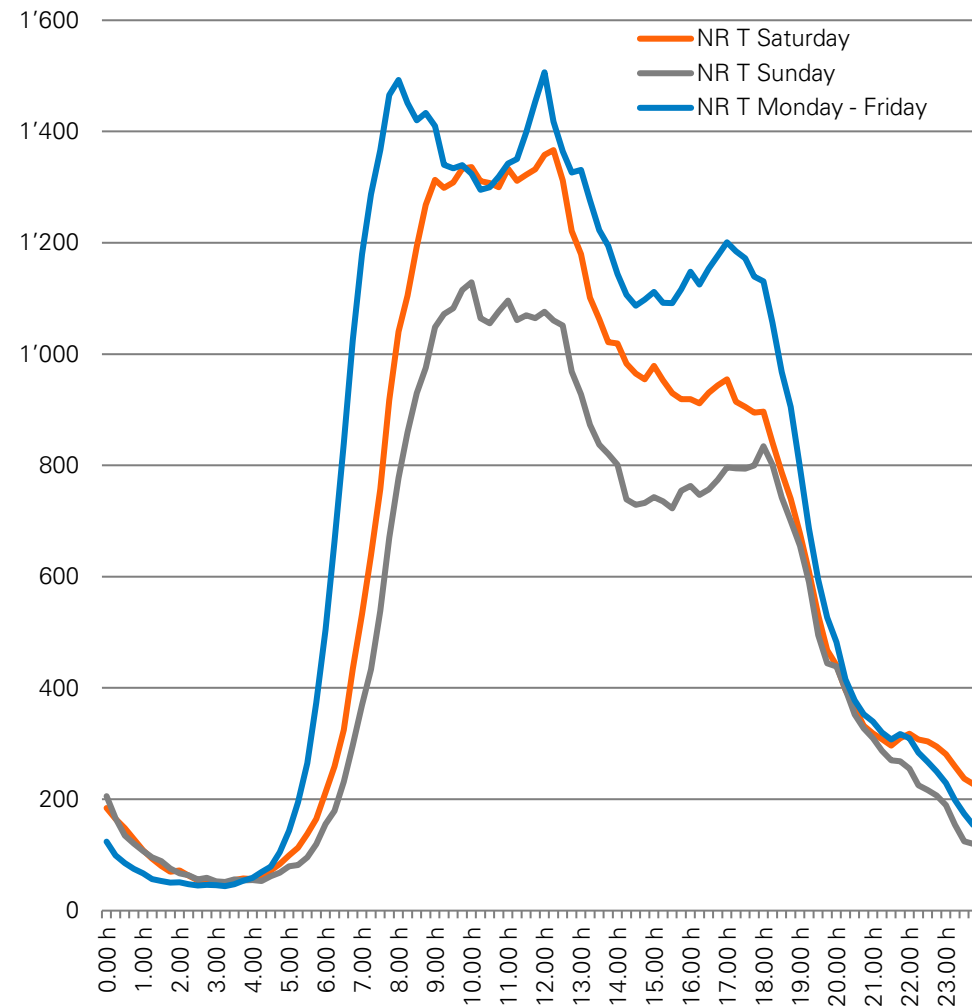
° This change over the same semester in the previous year is significant.
 Sample interpretation for total radio: the NR % of the current semester (82.31) is inside the confidence interval of the previous semester (80.92 – 83.87), therefore the change is not significant.

1) Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling. Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.

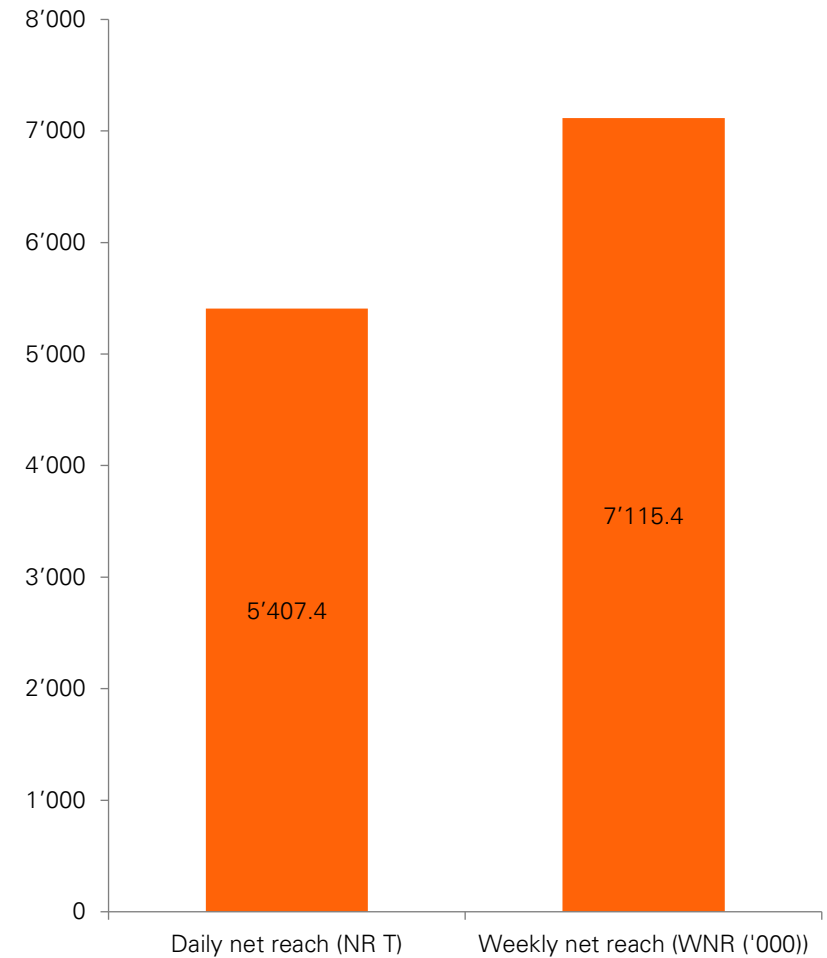


Radio, total market Switzerland / target group 15+ for cross comparison

Day pattern in '000



Daily and weekly net reach in '000



Further information

About the Semester Publication

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

Starting 1 January 2023, Semester Publications will appear as follow:

- Radio in the second week of January and second week of July
- TV in the third week of January and third week of July
- Online in the fourth week of January and fourth week of July

Further information on the method and the data of 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.

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