

Semester Publication

TV

2nd Half-Year 2022



AG für Medienforschung
SA pour la recherche sur les médias
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Corporation for Media Research

Results TV – 2nd Semester 2022

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

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Short description of method

TV consumption research in Switzerland based on a hybrid TV sampling system. In this, existing panel research is enriched with data from digital set-top boxes. The hybrid TV sampling system increases the granularity of TV consumption data.

- **Universe:** Persons aged three and over in private households with at least one TV set
- **Universe size:** ~7.5 million persons
- **Sample size:** 4,366 persons / 1,969 households
- **Method:** Continuous technical sampling based on audio matching (TV offerings) or router meter (streaming/video offerings) plus data from set-top boxes
- **Context of consumption:** Generally within households (at-home focus) taking into account time-shifted consumption up to seven days after broadcast. TV consumption exclusively on conventional TV sets. All other moving-image offerings on all screens can be sampled (i.e. also via PC, laptop, tablet or smartphone and also outside the home) but are not yet part of the currency.
- **More information on the method:** www.mediapulse.ch/tv

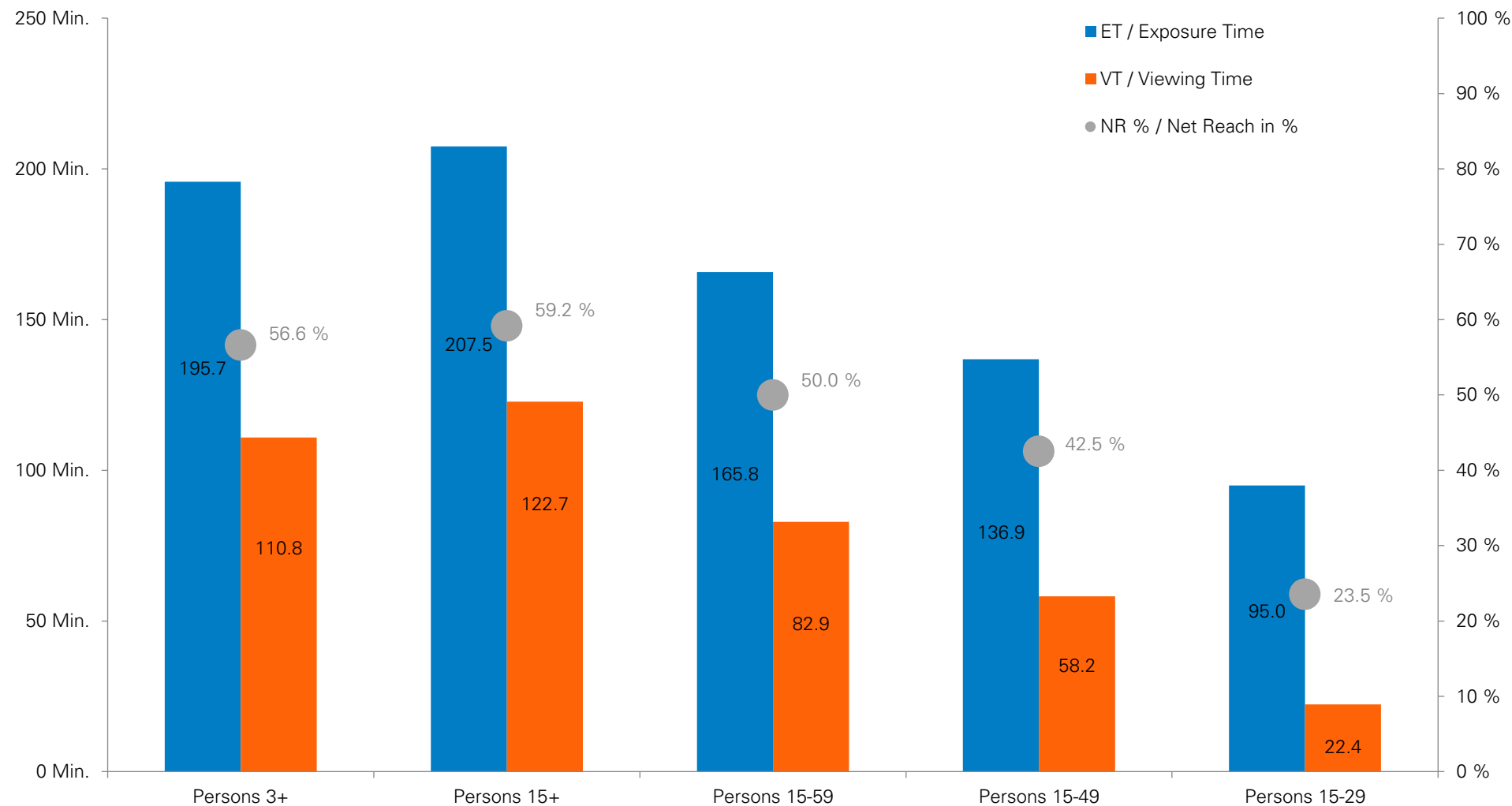




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 7'498'000 (3+) / 6'573'000 (15+) / 4'615'000 (15-59) / 3'431'000 (15-49) / 1'318'000 (15-29)
Base sample: 4'366 / 3'771 / 2'204 / 1'444 / 596 (all target groups with guests)
TV Total, 24 hrs, Mon–Sun, All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

Consumption in total market Switzerland

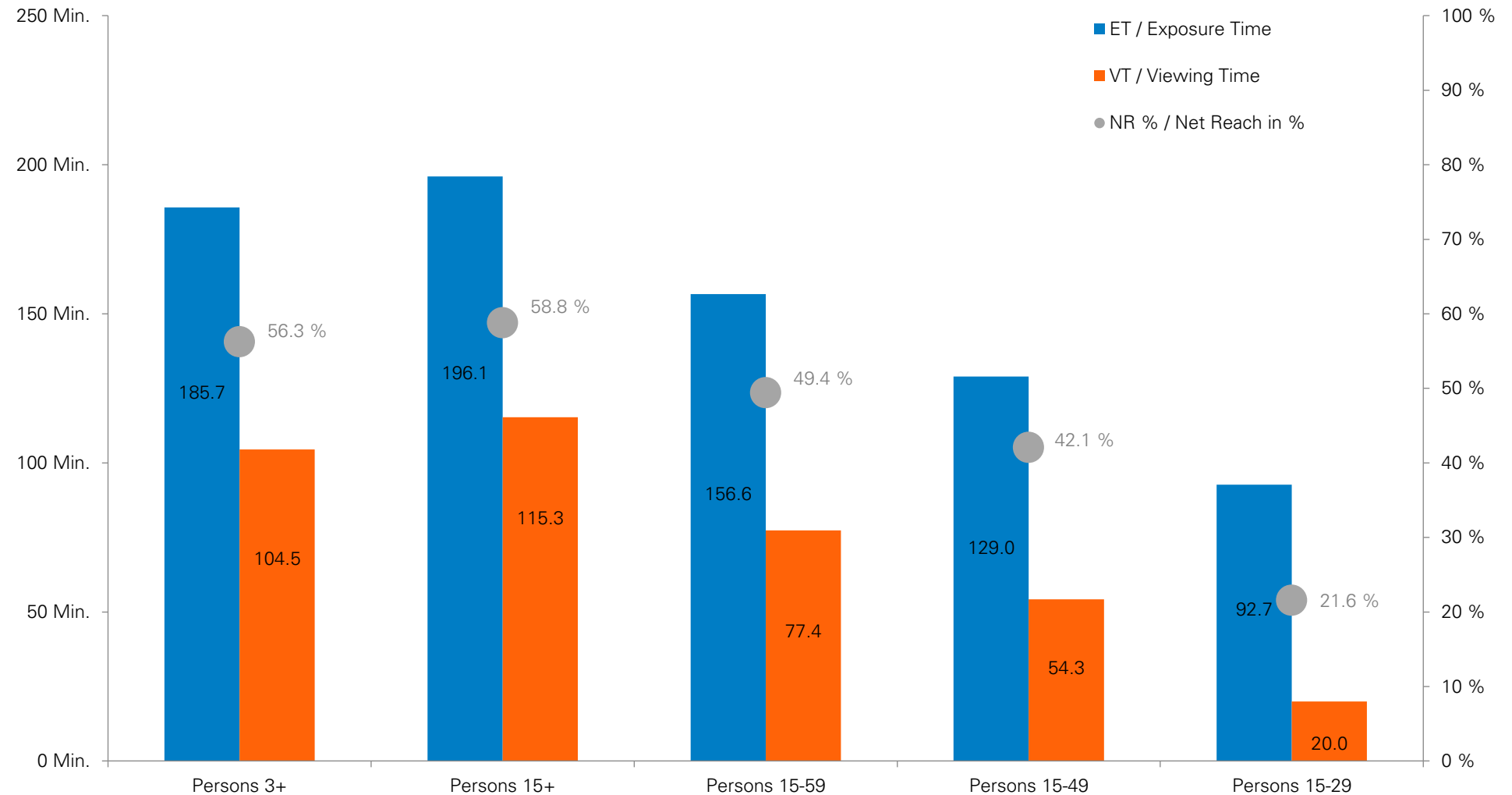
Daily reach and consumption time, by age target group





Consumption in German-speaking Switzerland

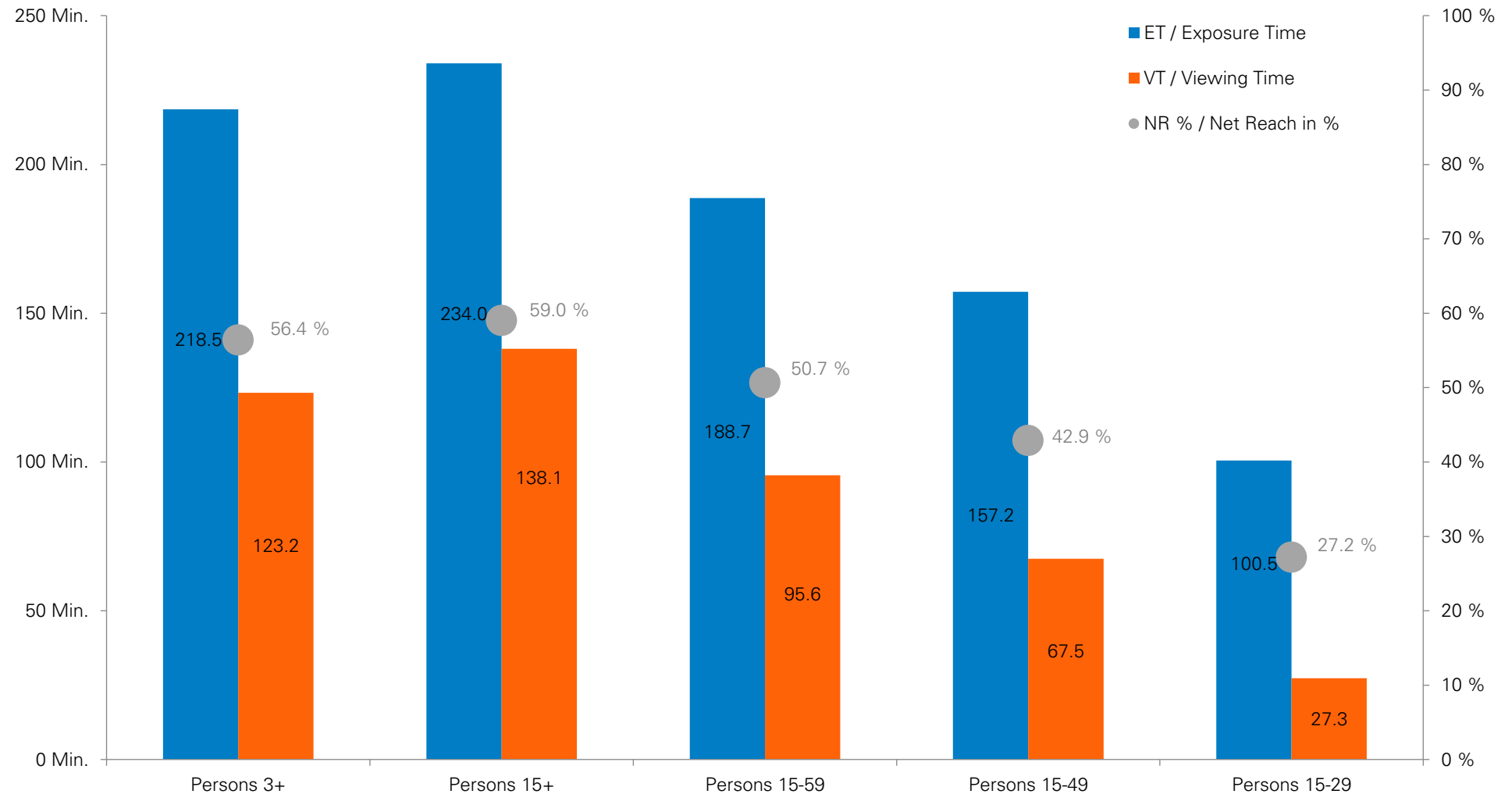
Daily reach and consumption time, by age target group





Consumption in French-speaking Switzerland

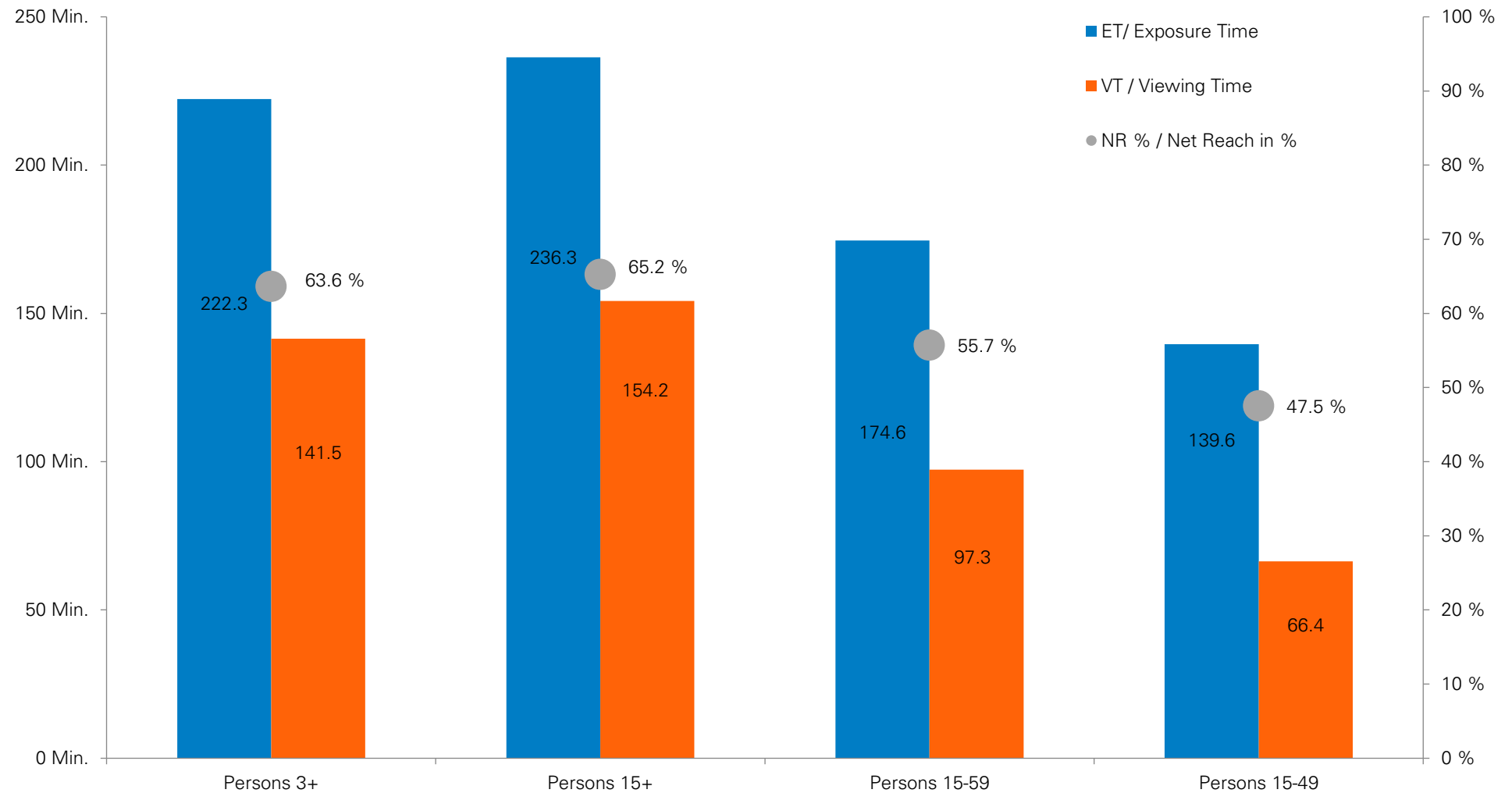
Daily reach and consumption time, by age target group





Consumption in Italian Switzerland

Daily reach and consumption time, by age target group

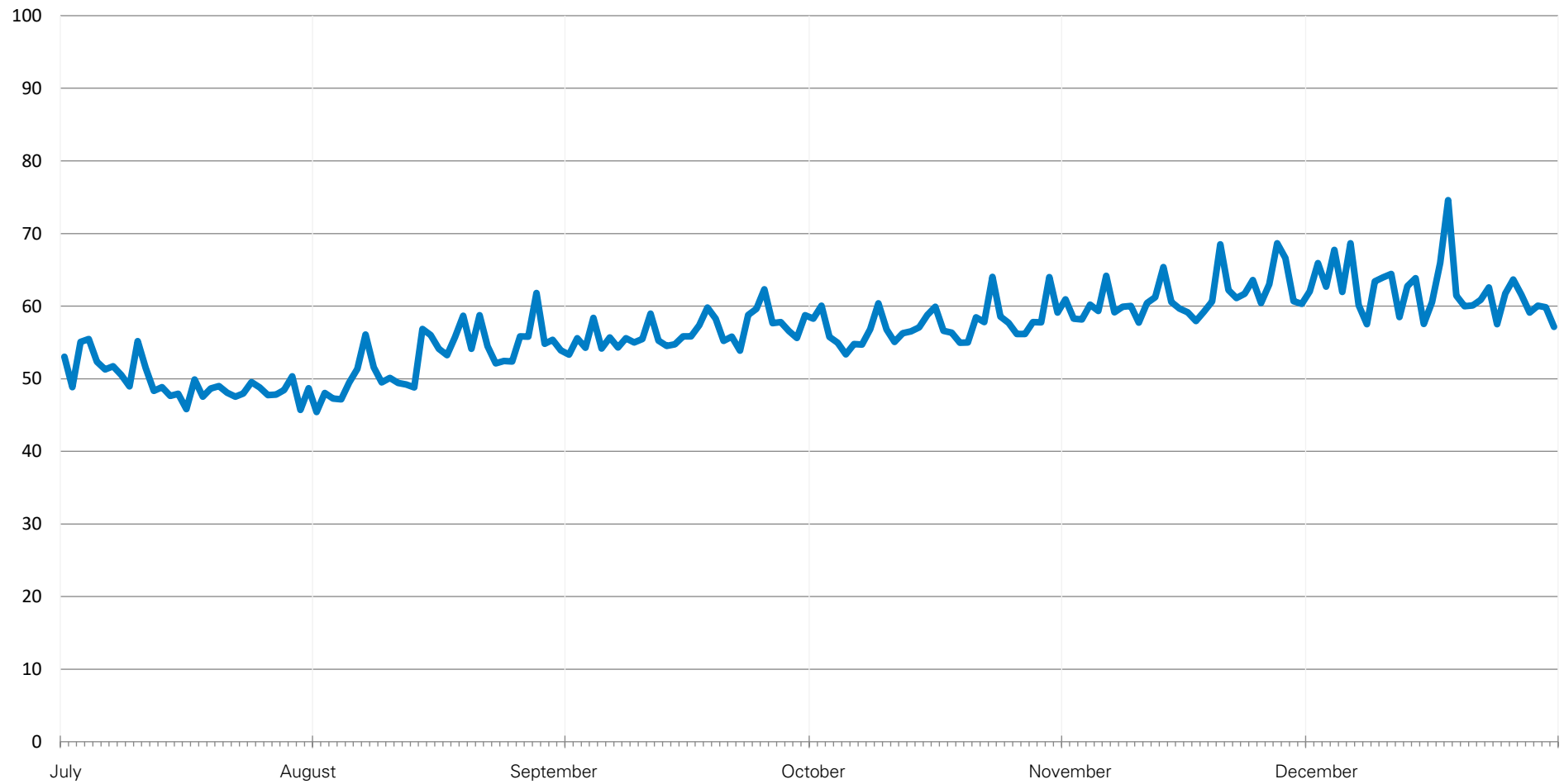




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: : 7'498'000 persons
Base sample: 4'336 (target group 3+ with guests)
TV Total, 24 hrs, Mon–Sun, All Platforms, Overnight +7

TV curve over Half-Year, total market Switzerland

Daily net reach in percent

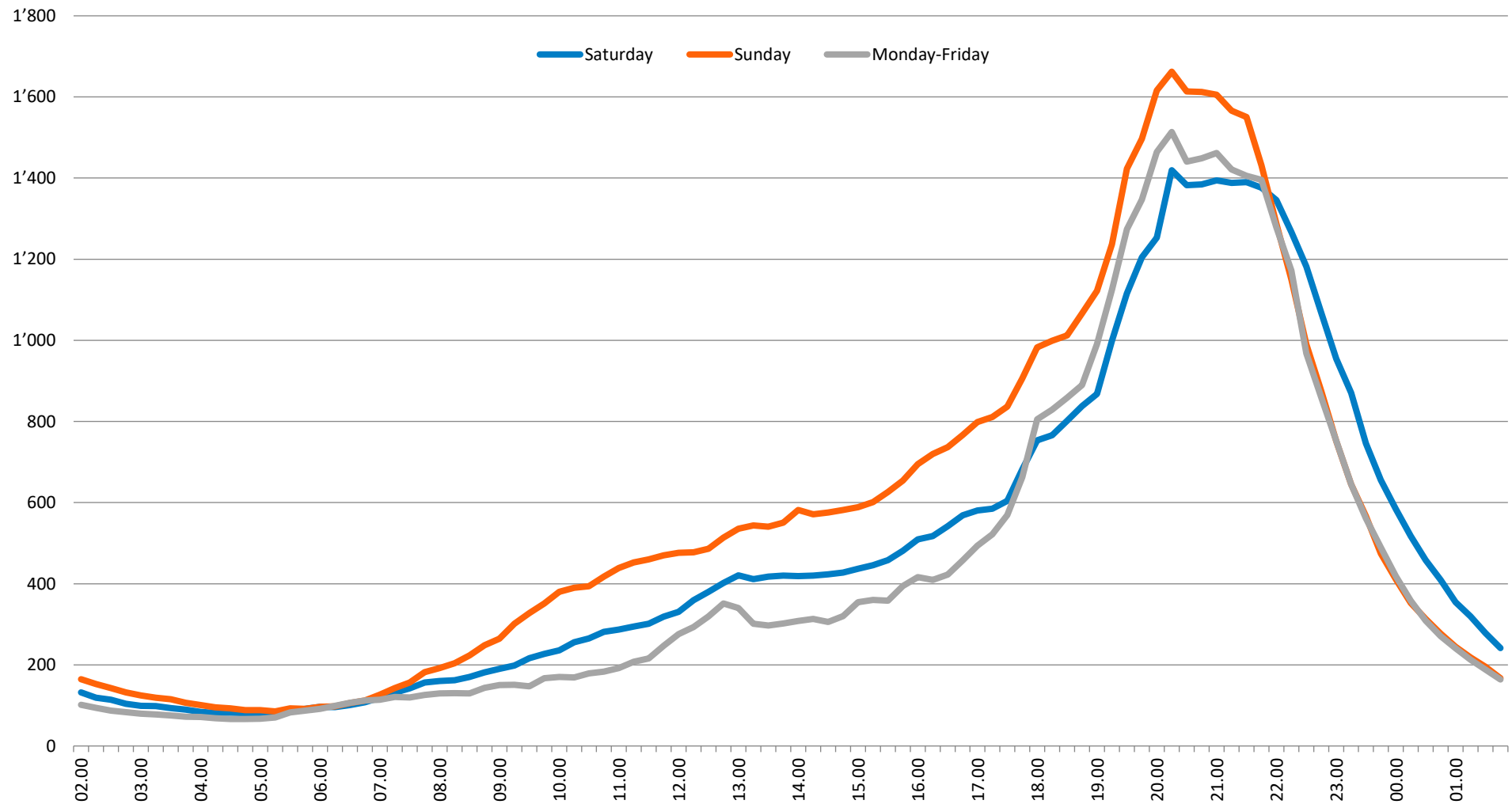




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 5,284,000 persons
Base sample: 2'318 (Mon–Fri), 2,335 (Sat), 2,330 (Sun), Target Group 3+ (with guests)
TV Total, 24 hrs, All Platforms, Overnight +7

Day pattern for TV in German-speaking Switzerland

Net reach in percent, 3+

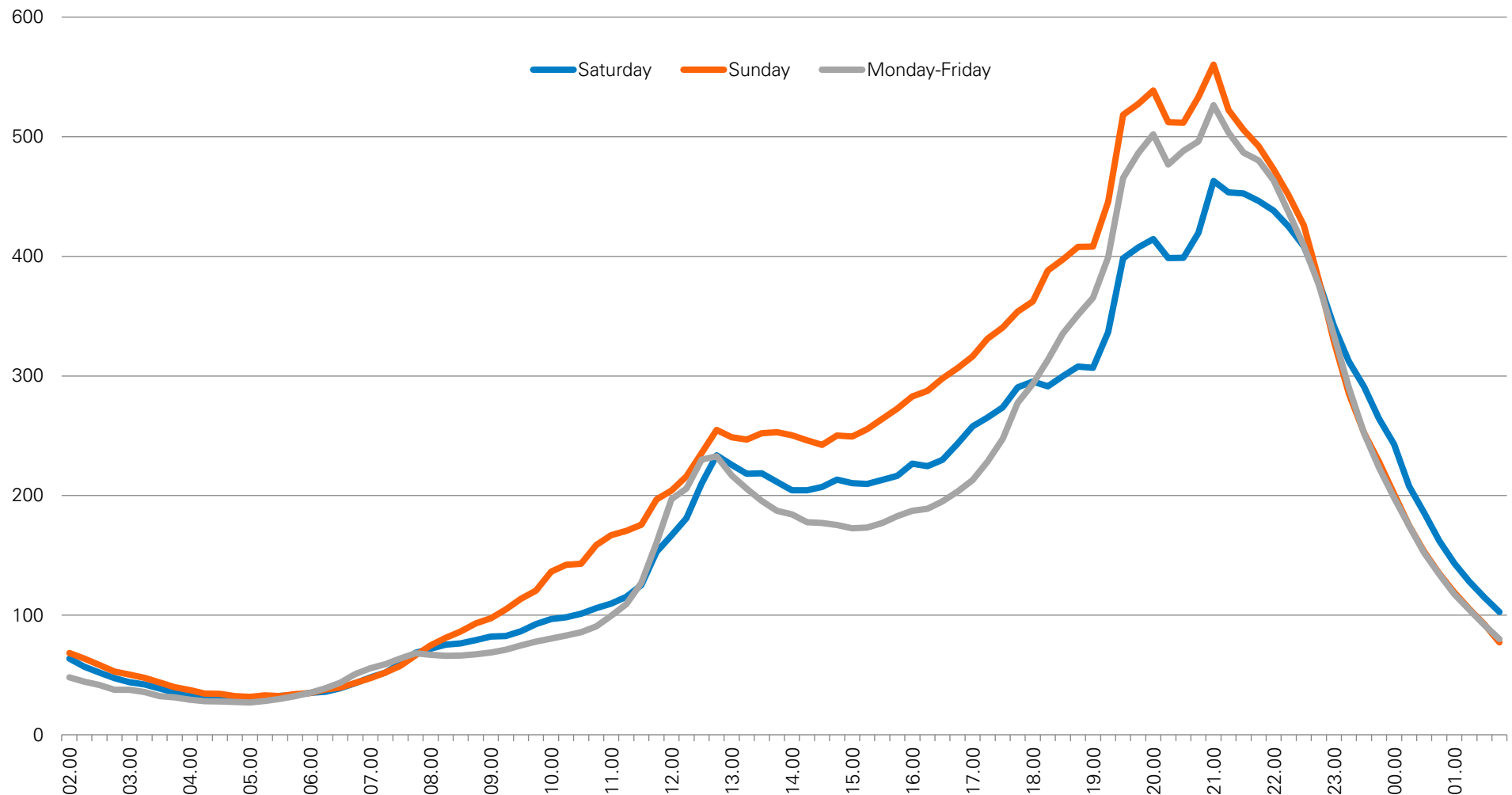




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 1'878'000 persons
Base sample: 1'404 (Mon–Fri), 1'410 (Sat), 1'408 (Sun), Target Group 3+ (with guests)
TV Total, 24 hrs, All Platforms, Overnight +7

Day pattern for TV in French-speaking Switzerland

Net reach in percent, 3+

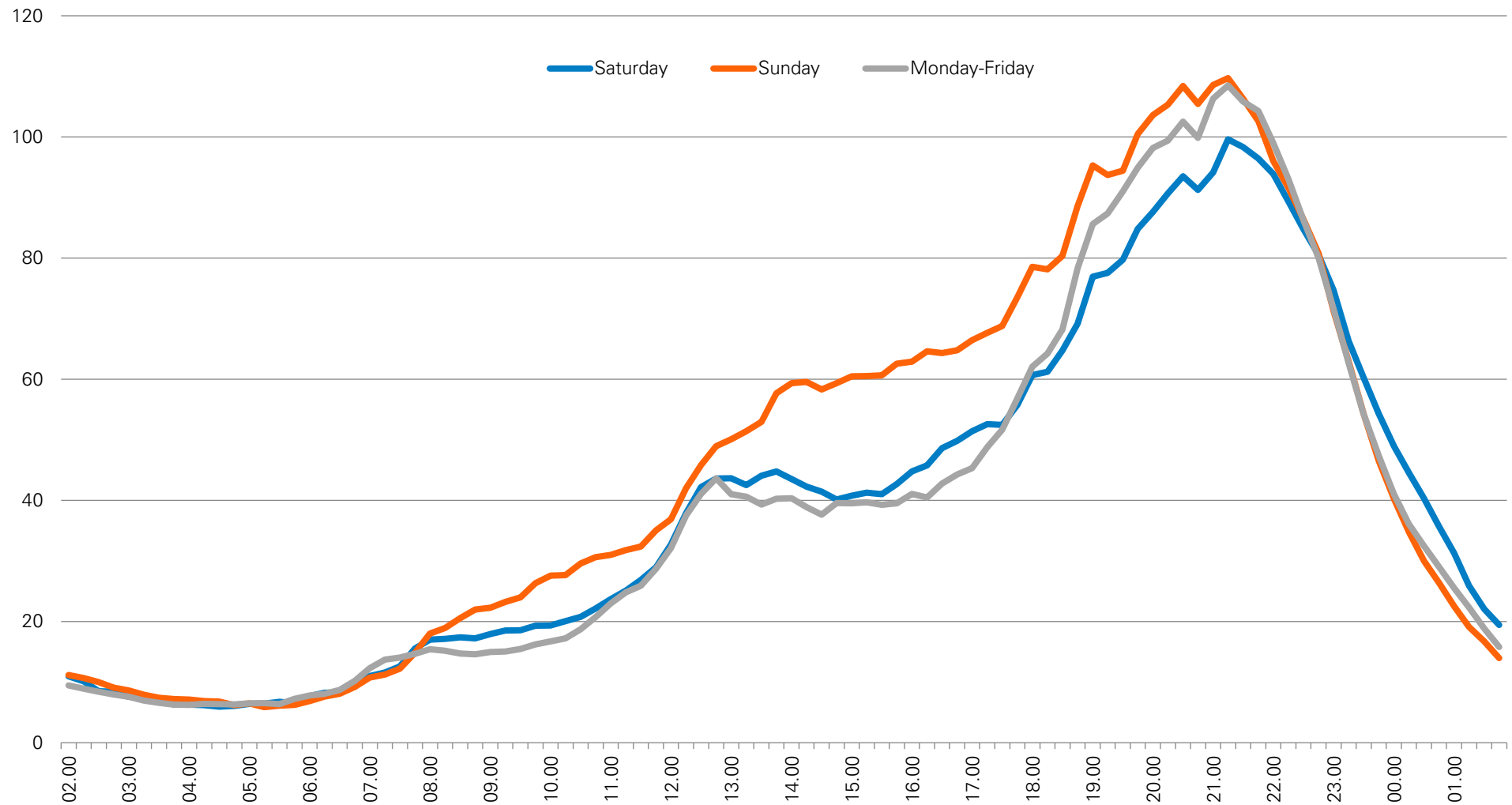




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 336'000 persons
Base sample: 637 (Mon–Fri), 641 (Sat), 643 (Sun), Target Group 3+ (with guests)
TV Total, 24 hrs, All Platforms, Overnight +7

Day pattern for TV in Italian-speaking Switzerland

Net reach in percent, 3+

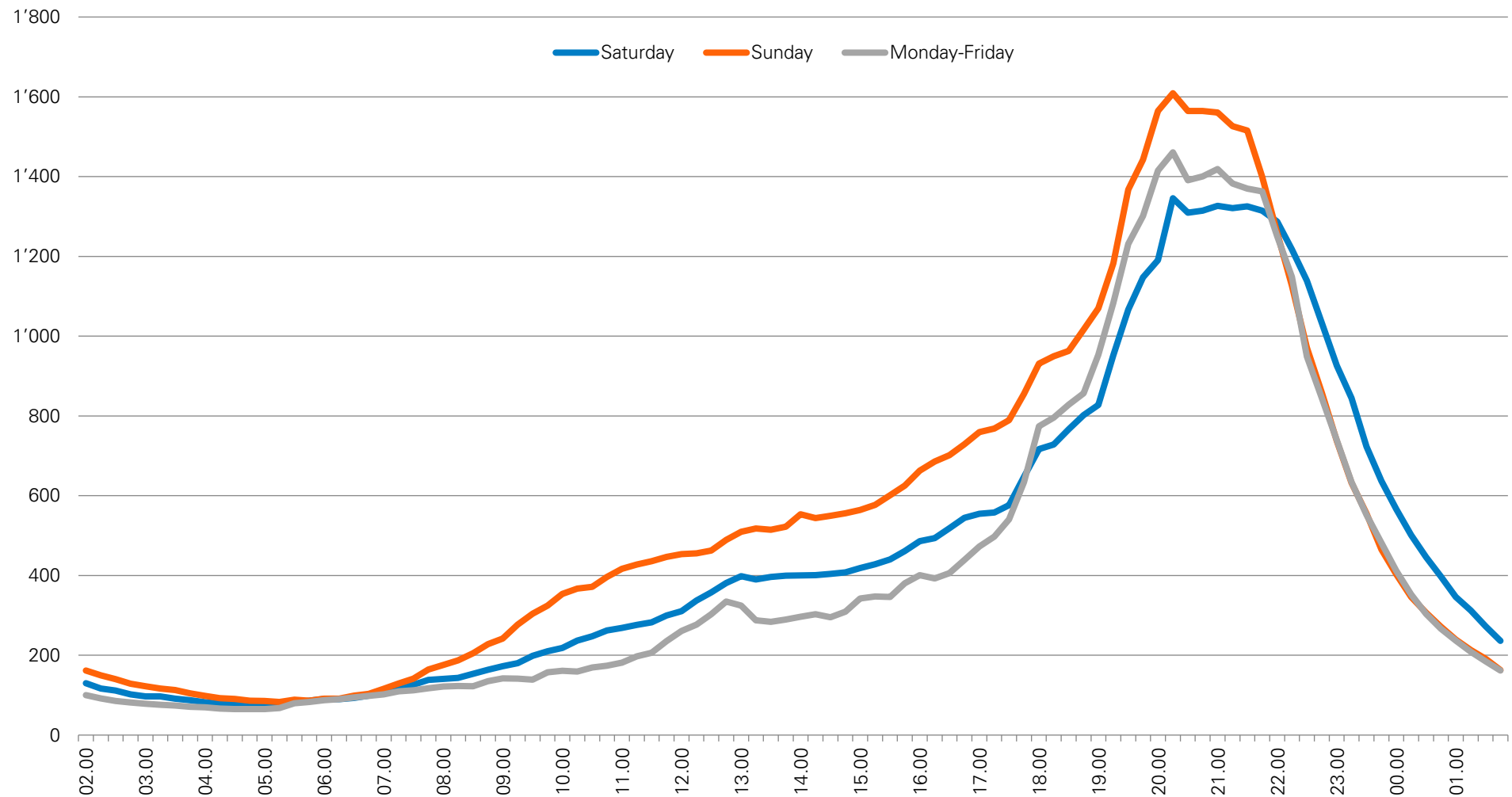




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 4'645'000 persons
Base sample: 2'000 (Mon–Fri), 2'015 (Sat), 2'012 (Sun), Target Group 15+ (with guests)
TV Total, 24 hrs, All Platforms, Overnight +7

Day pattern for TV in German-speaking Switzerland

Net reach in percent, 15+

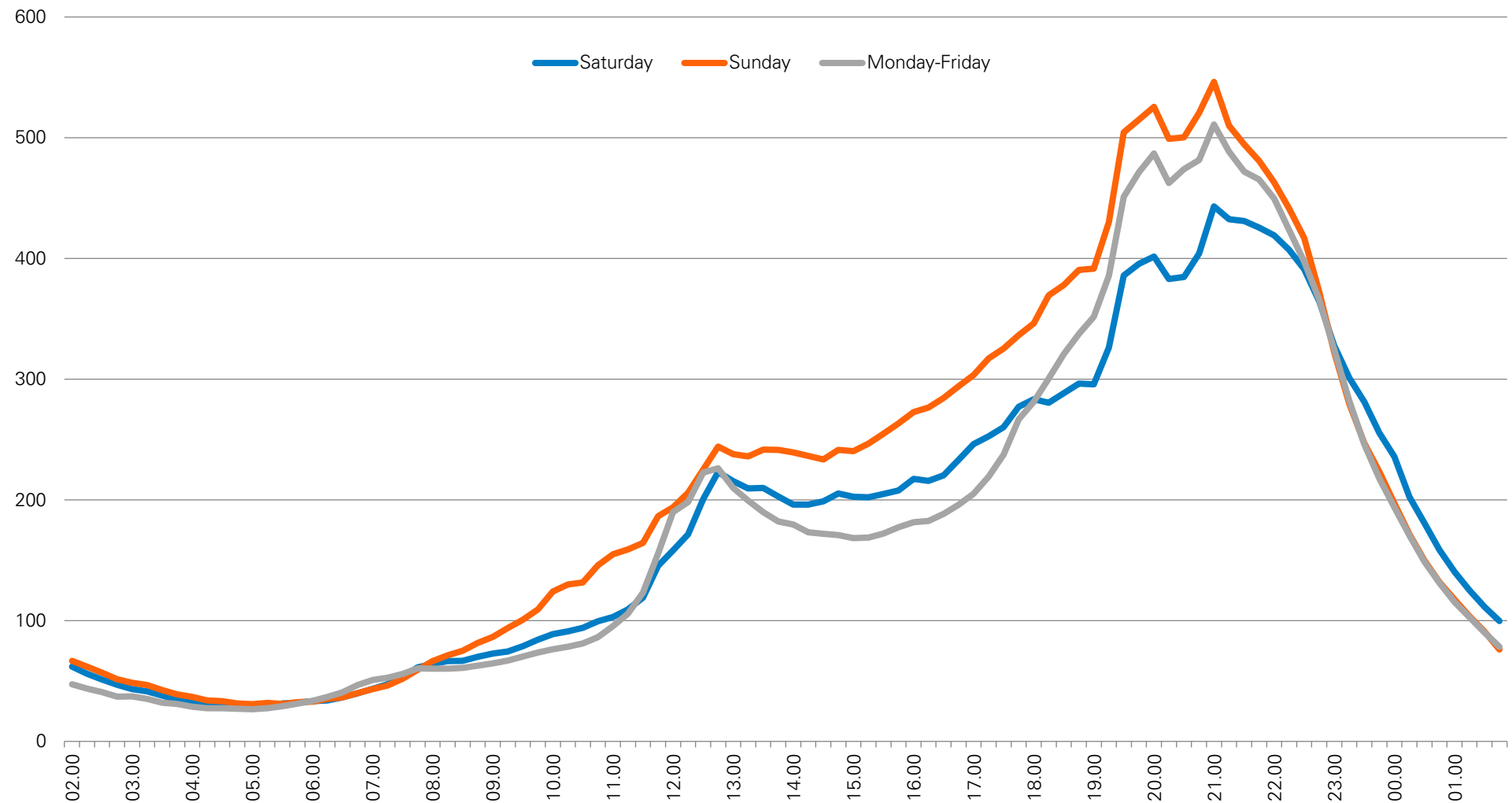




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 1'628'000 persons
Base sample: 1'213 (Mon–Fri), 1'217 (Sat), 1'218 (Sun), Target Group 15+ (with guests)
TV Total, 24 hrs, All Platforms, Overnight +7

Day pattern for TV in French-speaking Switzerland

Net reach in percent, 15+

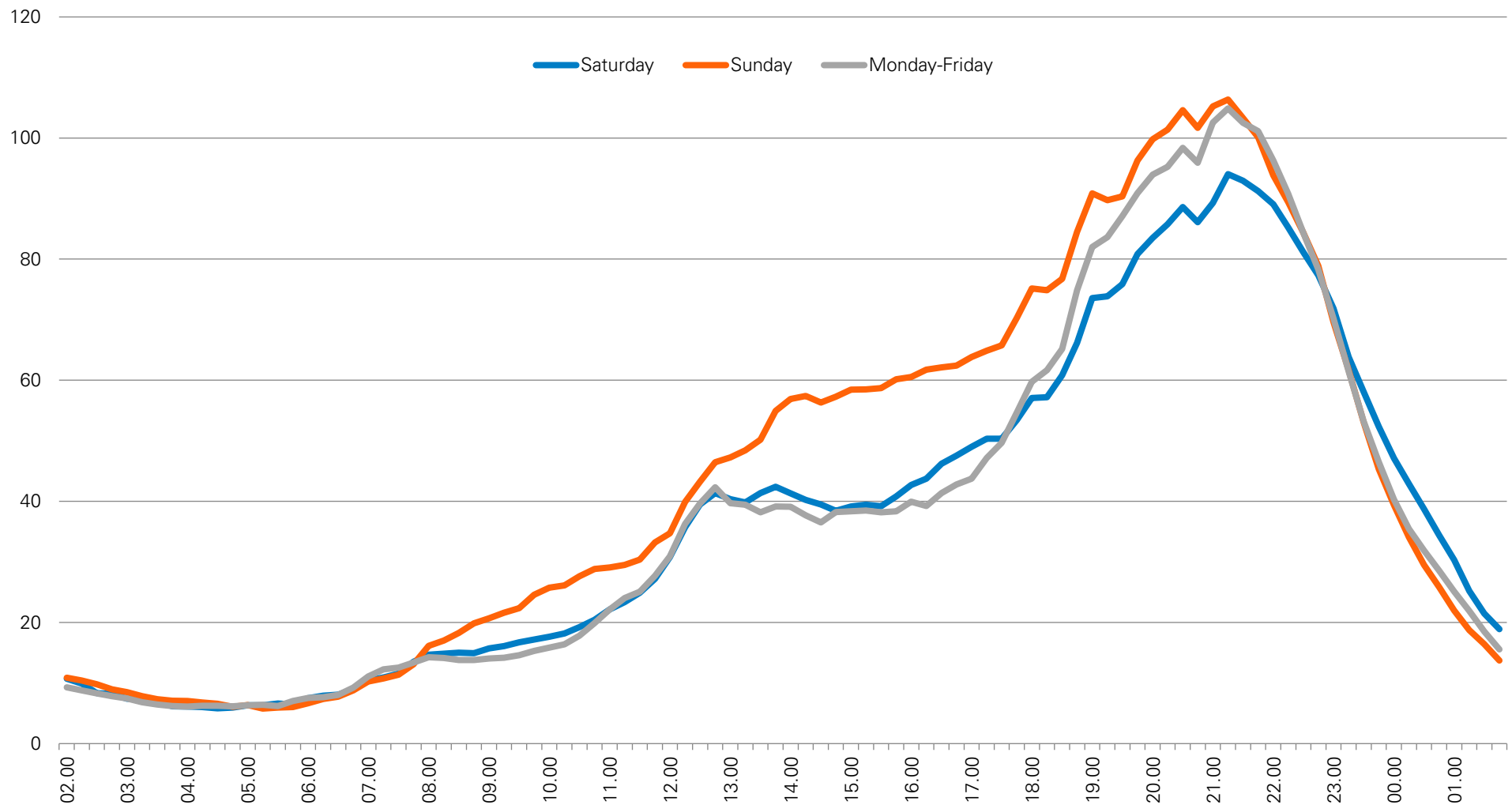




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 299'000 persons
Base sample: 552 (Mon–Fri), 555 (Sat), 558 (Sun), Target Group 15+ (with guests)
TV Total, 24 hrs, All Platforms, Overnight +7

Day pattern for TV in Italian-speaking Switzerland

Net reach in percent, 15+

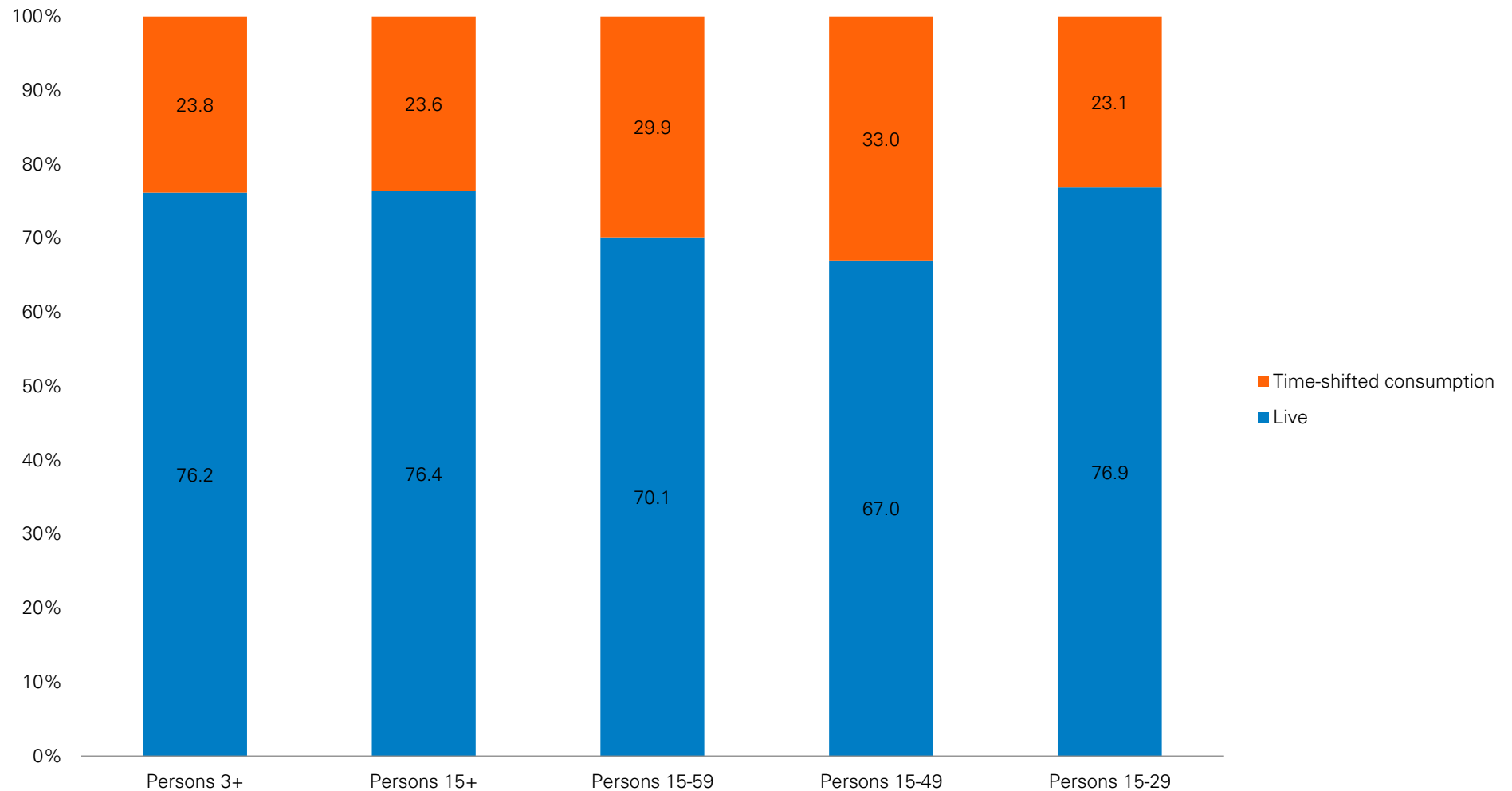




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 5'284'000 (3+) / 4'645'000 (15+) / 3'242'000 (15-59) / 2'400'000 (15-49) / 909'000 (15-29)
Base Sample: 2'322 / 2'004 / 1'160 / 746 / 294 (all target groups with guests)
TV Total, 24 hrs, Mon–Sun, All Platforms, Overnight +7, Live vs. TSV (Time-Shifted-Viewing) total

Time-shifted TV in German-speaking Switzerland

Share of total TV consumption based on viewing time

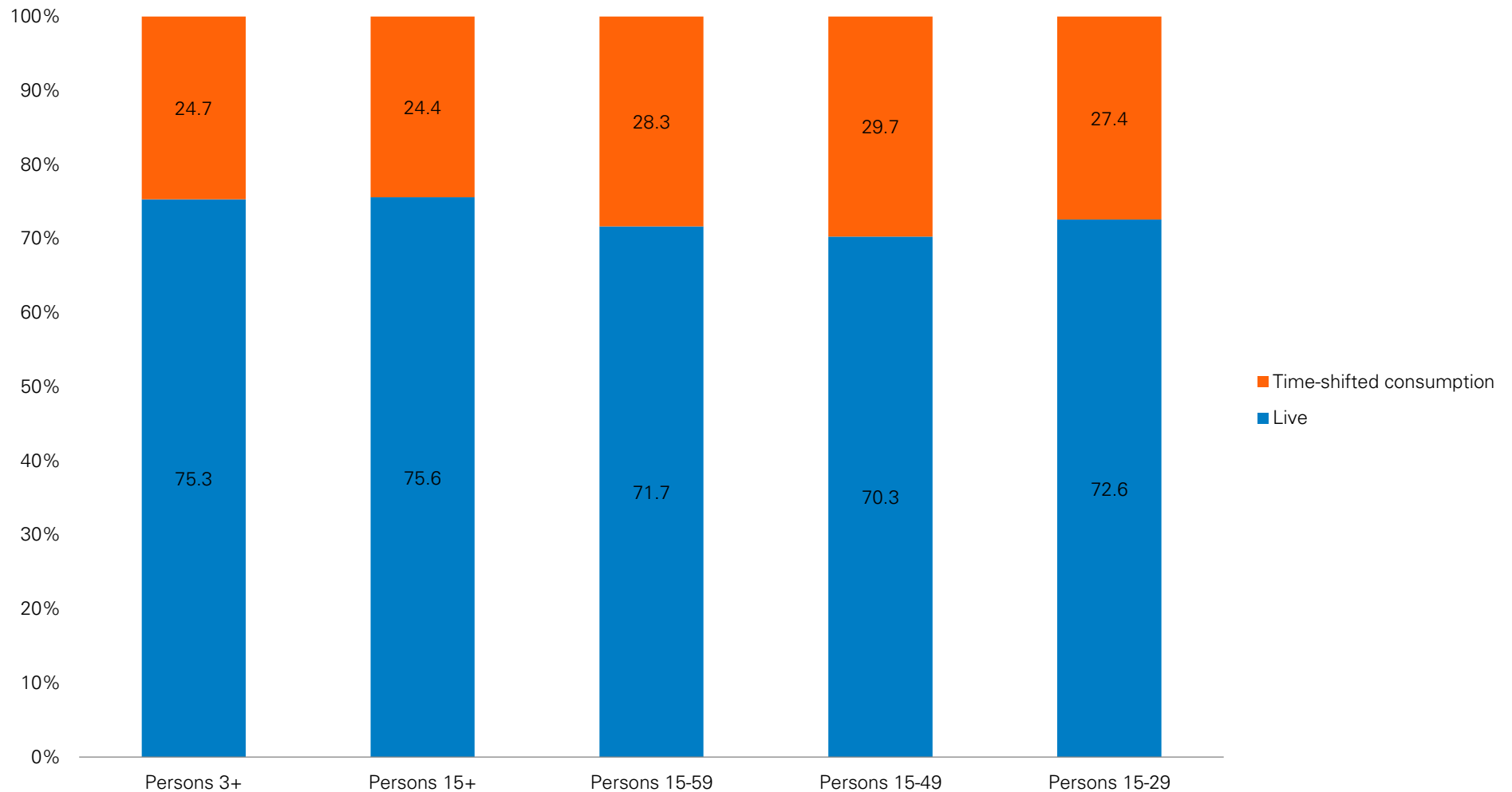




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 1'878 (3+) / 1'628'000 (15+) / 1'177'000 (15-59) / 892'000 (15-49) / 350'000 (15-29)
Base Sample: 1'405 / 1'214 / 739 / 502 / 220 (all target groups with guests)
TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7, Live vs. TSV (Time-Shifted-Viewing) total

Time-shifted TV in French-speaking Switzerland

Share of total TV consumption based on viewing time

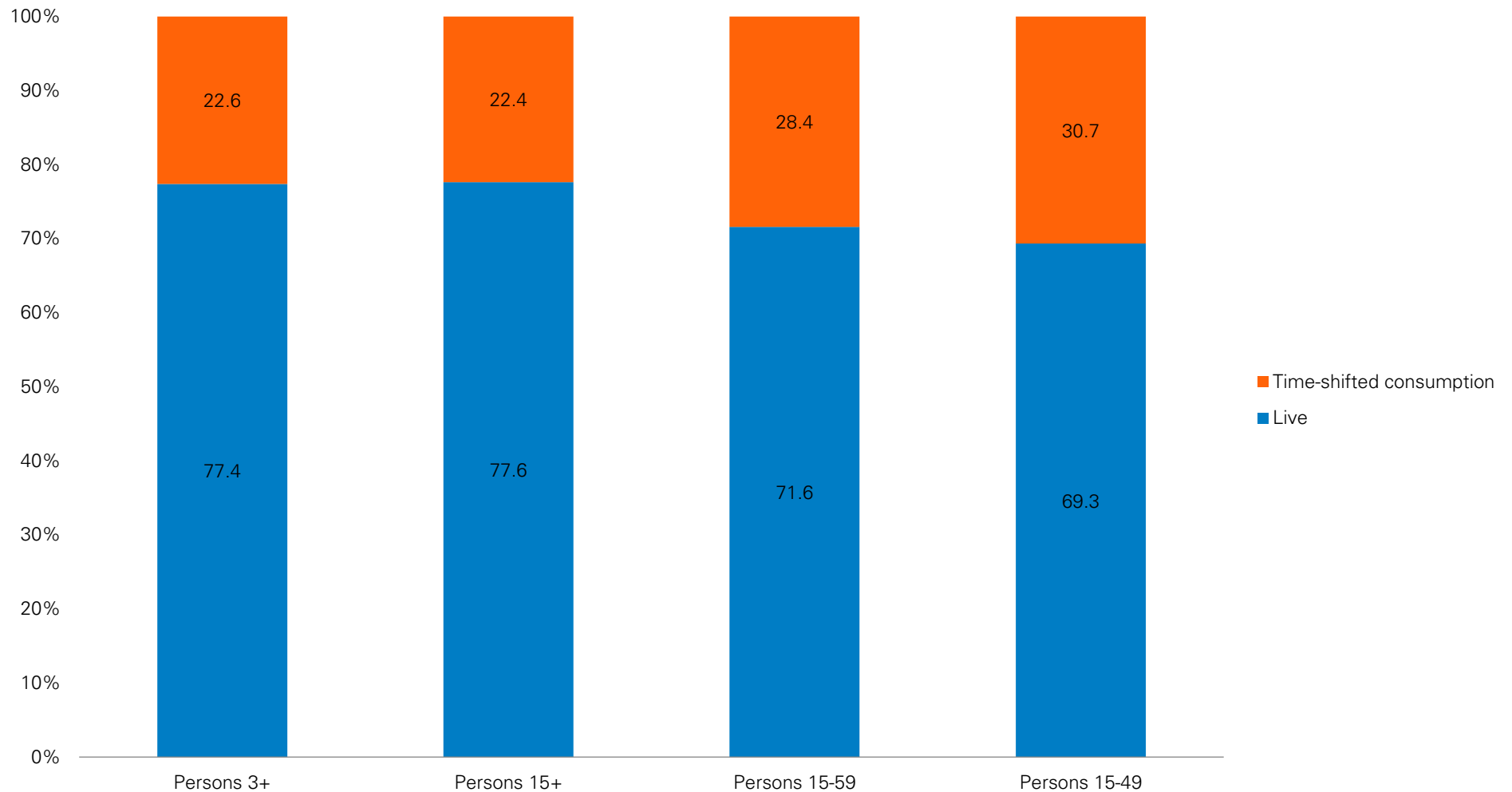




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 336'000 (3+) / 299'000 (15+) / 196'000 (15-59) / 137'000 (15-49)
Base Sample: 638 / 553 / 305 / 196 (all target groups with guests)
TV Total, 24 hrs, Mon–Sun, All Platforms, Overnight +7, Live vs. TSV (Time-Shifted-Viewing) total

Time-shifted TV in Italian-speaking Switzerland

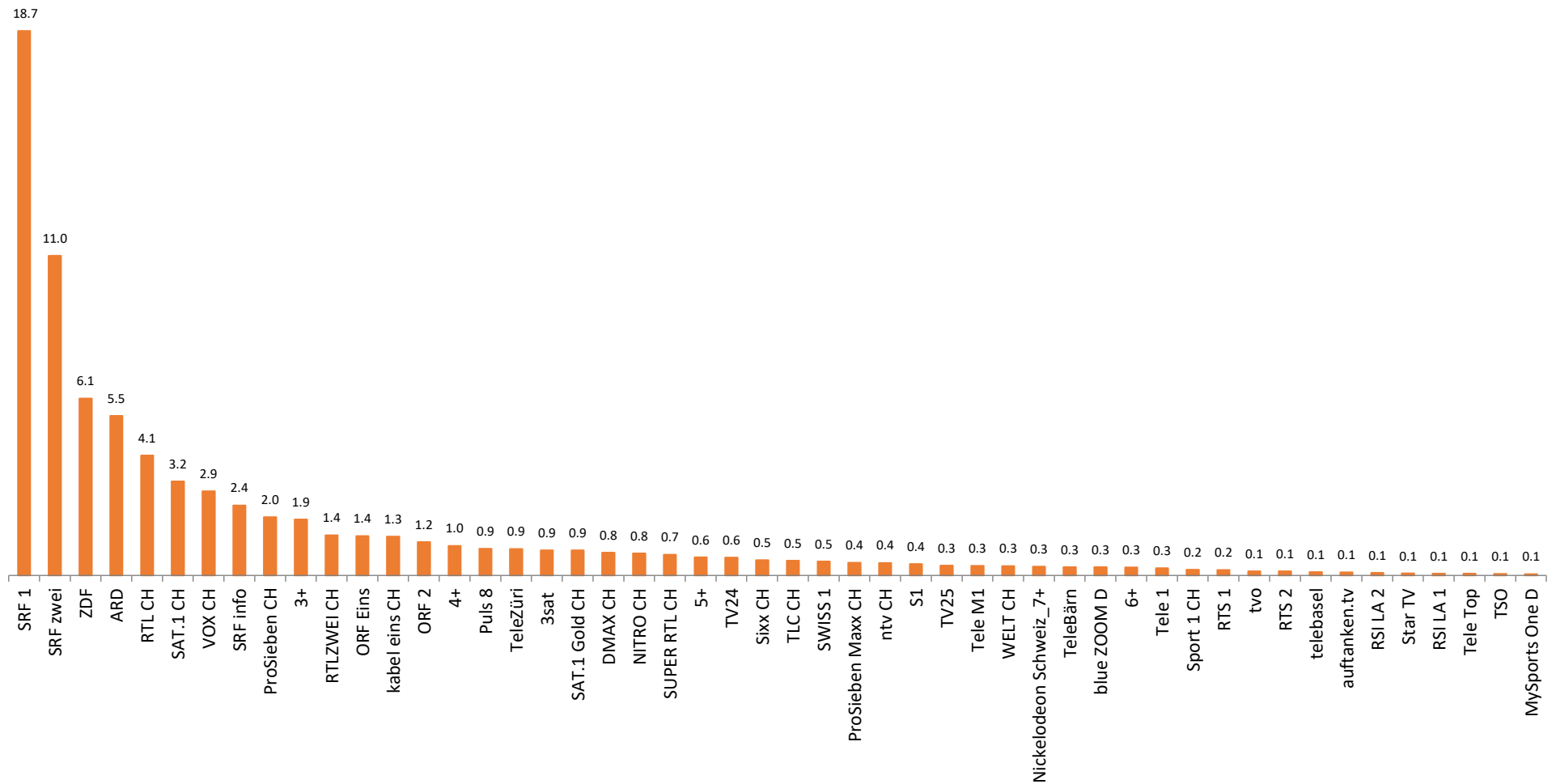
Share of total TV consumption based on viewing time





Market shares in German-speaking Switzerland

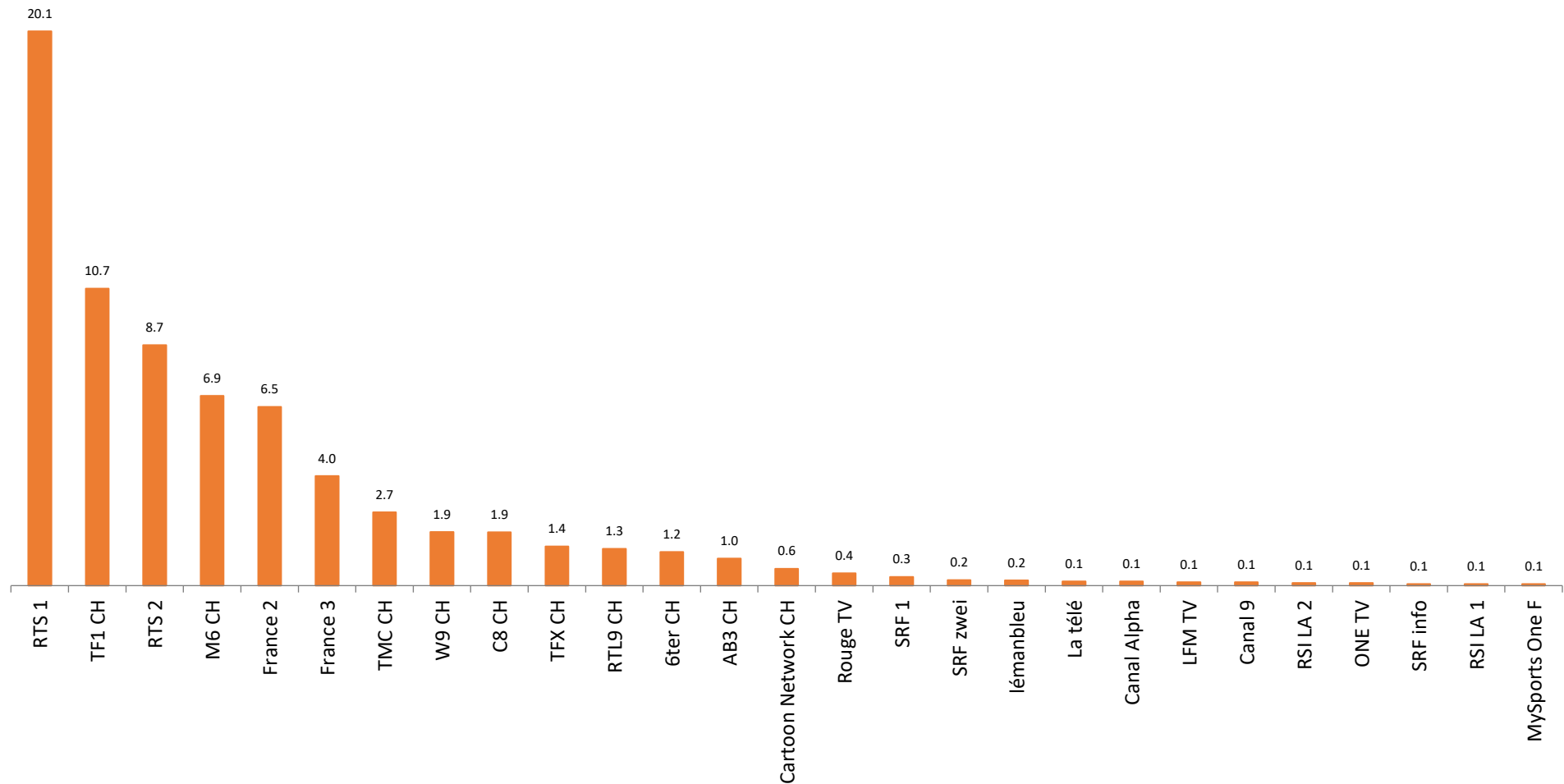
Persons 3+ (including guests), in percent





Market shares in French-speaking Switzerland

Persons 3+ (including guests), in percent

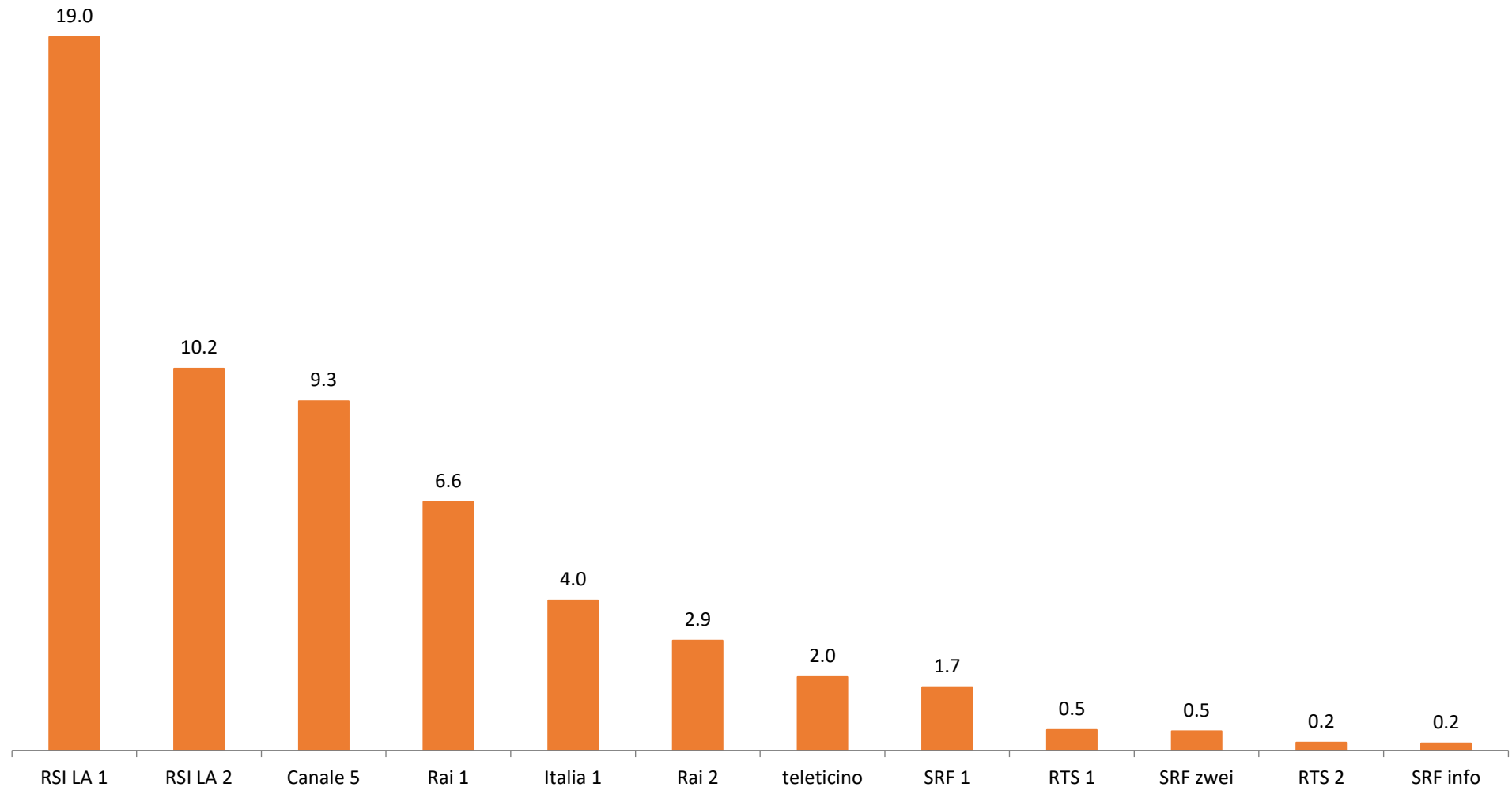




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 336'000 persons
Base sample: 638, Mon–Sun, All Platforms, Overnight +7
Non-listed stations: Market share = 42.7

Market shares in Italian-speaking Switzerland

Persons 3+ (including guests), in percent





Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022

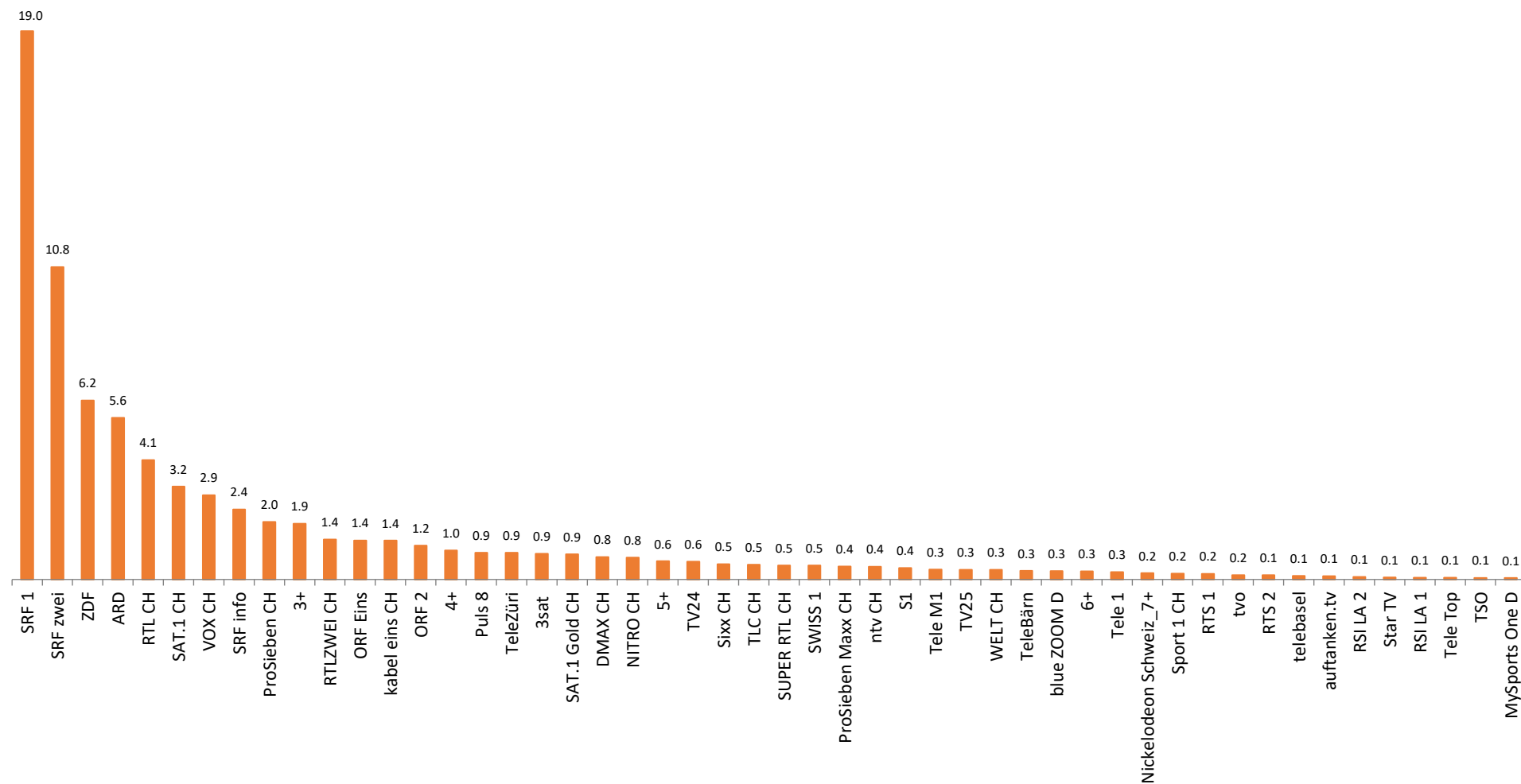
Universe: 4'645'000 persons

Base sample: 2'004, Mon–Sun, All Platforms, Overnight +7

Non-listed stations: Market share = 22.0

Market shares in German-speaking Switzerland

Persons 15+ (including guests), in percent





Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022

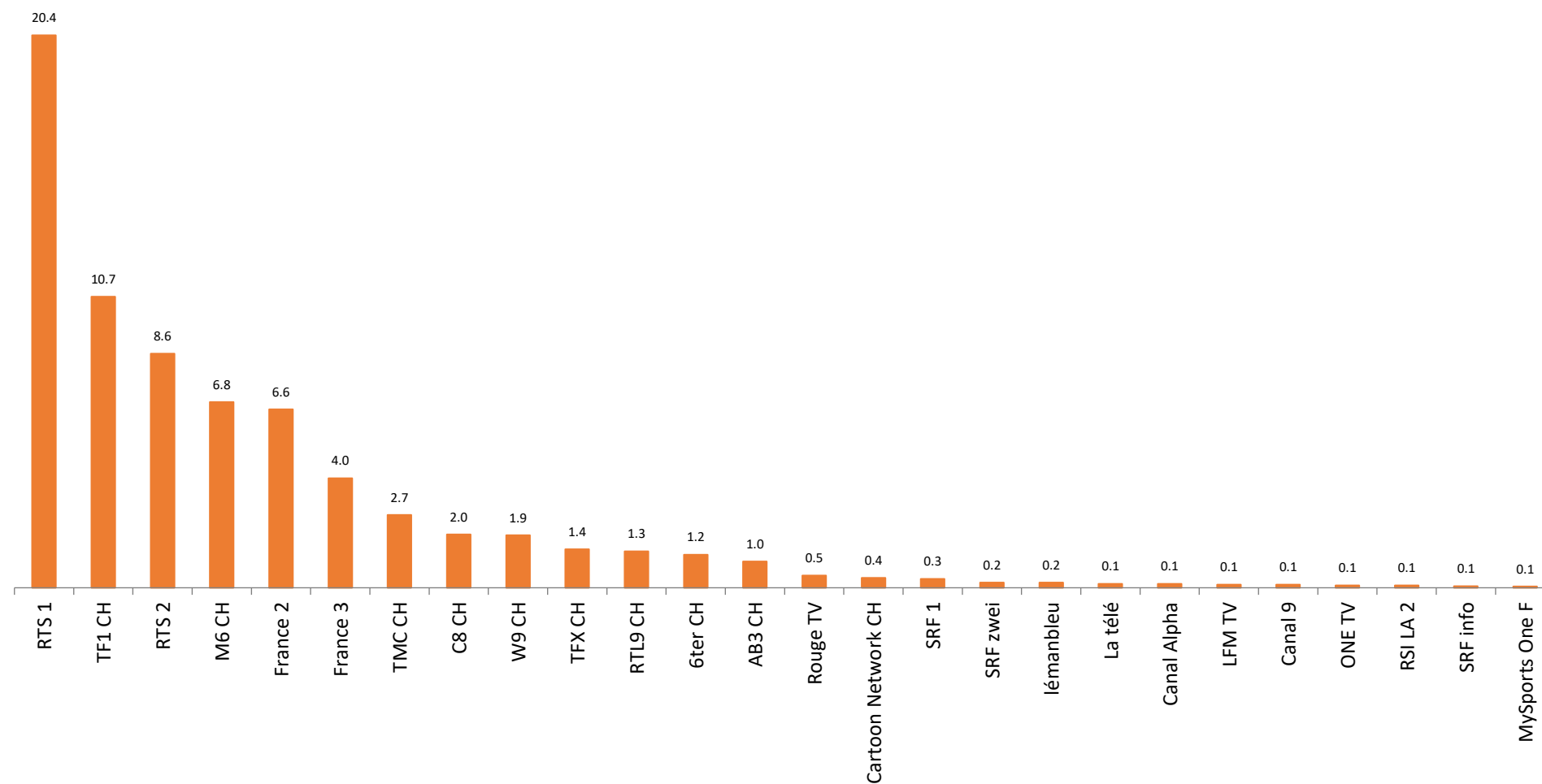
Universe: 1'628'000 persons

Base sample: 1'214, Mon–Sun, All Platforms, Overnight +7

Non-listed stations: Market share = 29.0

Market shares in French-speaking Switzerland

Persons 15+ (including guests), in percent





Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022

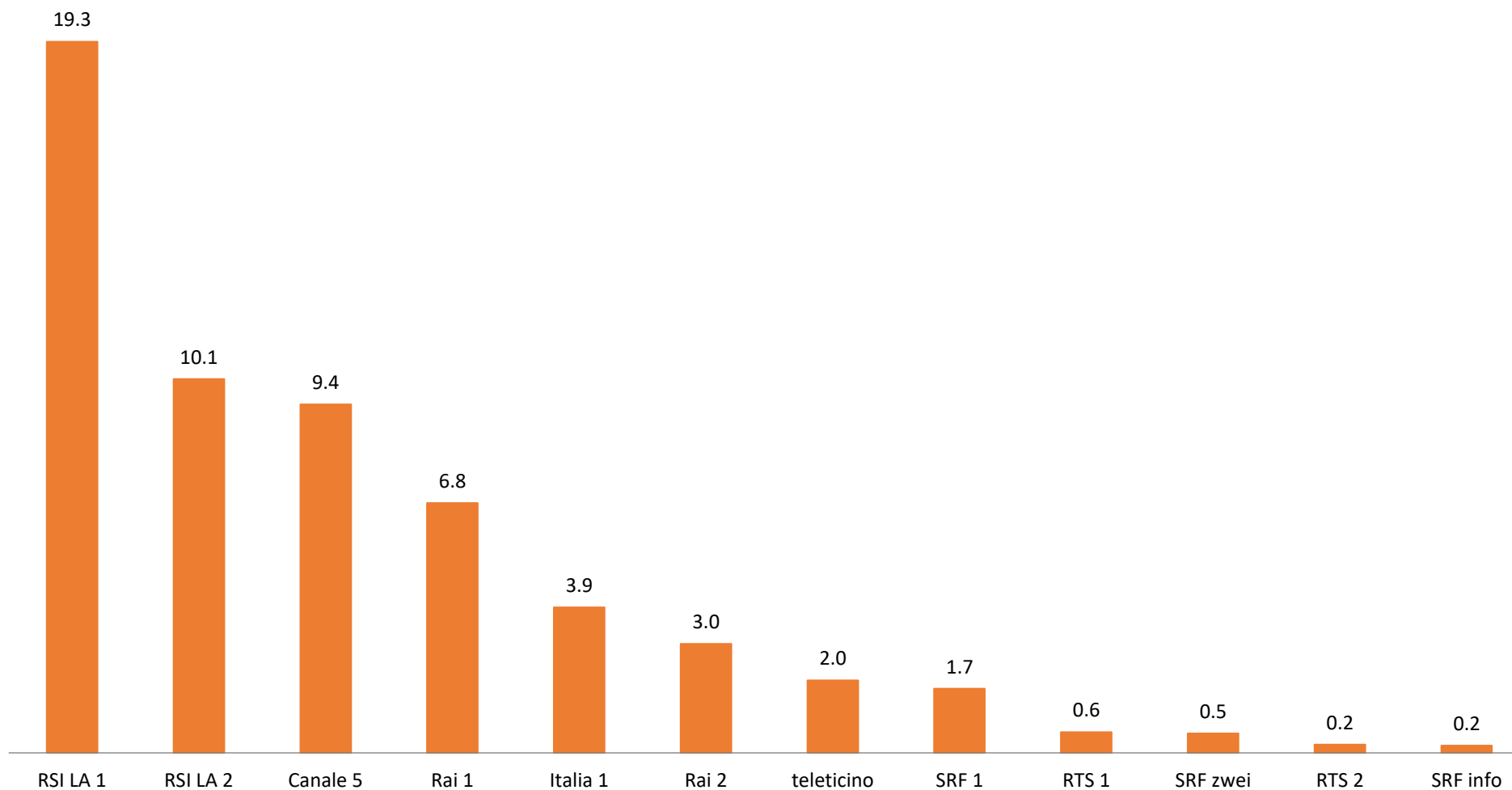
Universe: 299'000 persons

Base sample: 553, Mon–Sun, All Platforms, Overnight +7

Non-listed stations: Market share = 42.3

Market shares in Italian-speaking Switzerland

Persons 15+ (including guests), in percent





Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022

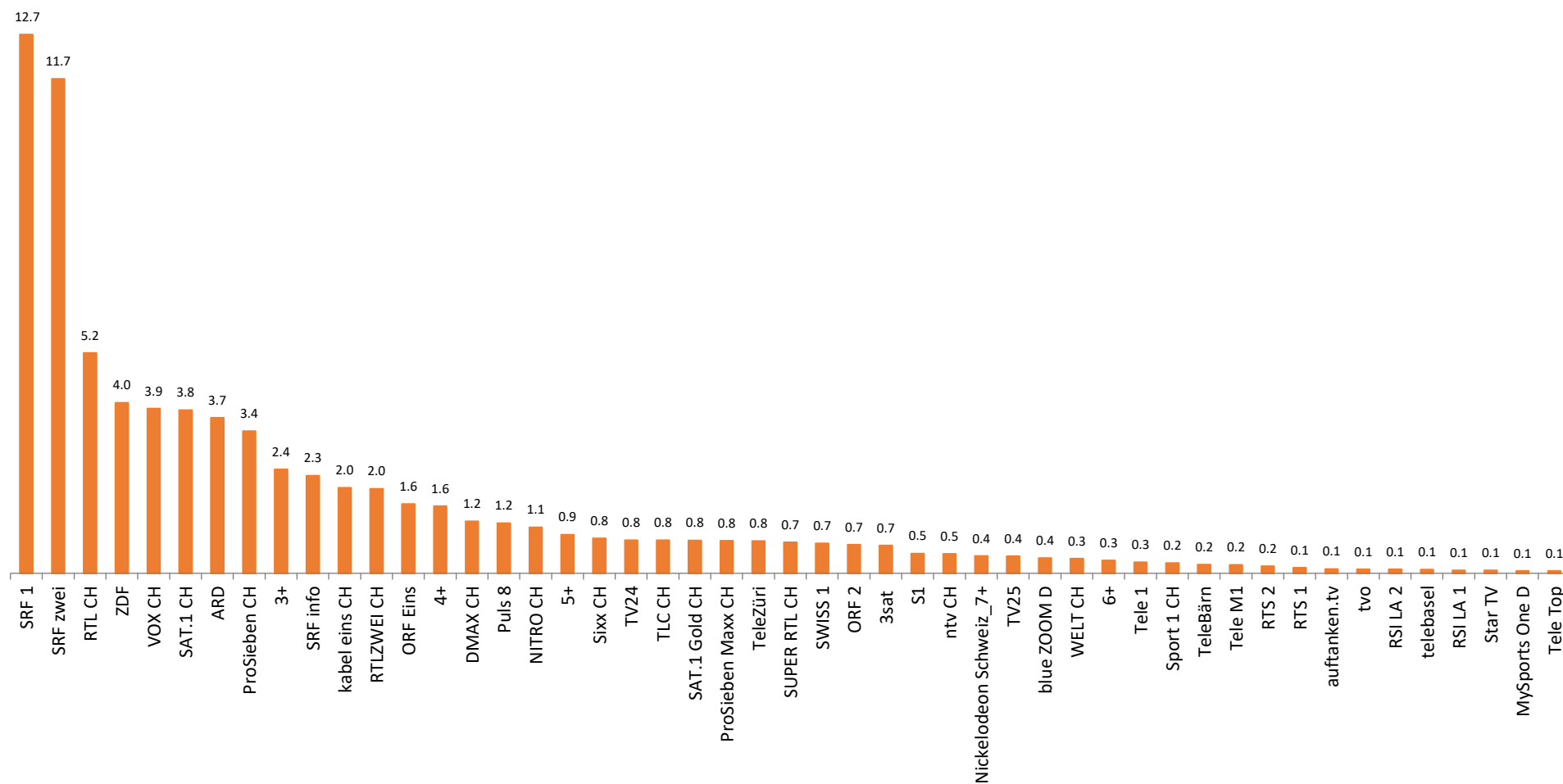
Universe: 3'242'000 persons

Base sample: 1'160, Mon–Sun, All Platforms, Overnight +7

Non-listed stations: Market share = 23.3

Market shares in German-speaking Switzerland

Persons 15–59 (including guests), in percent

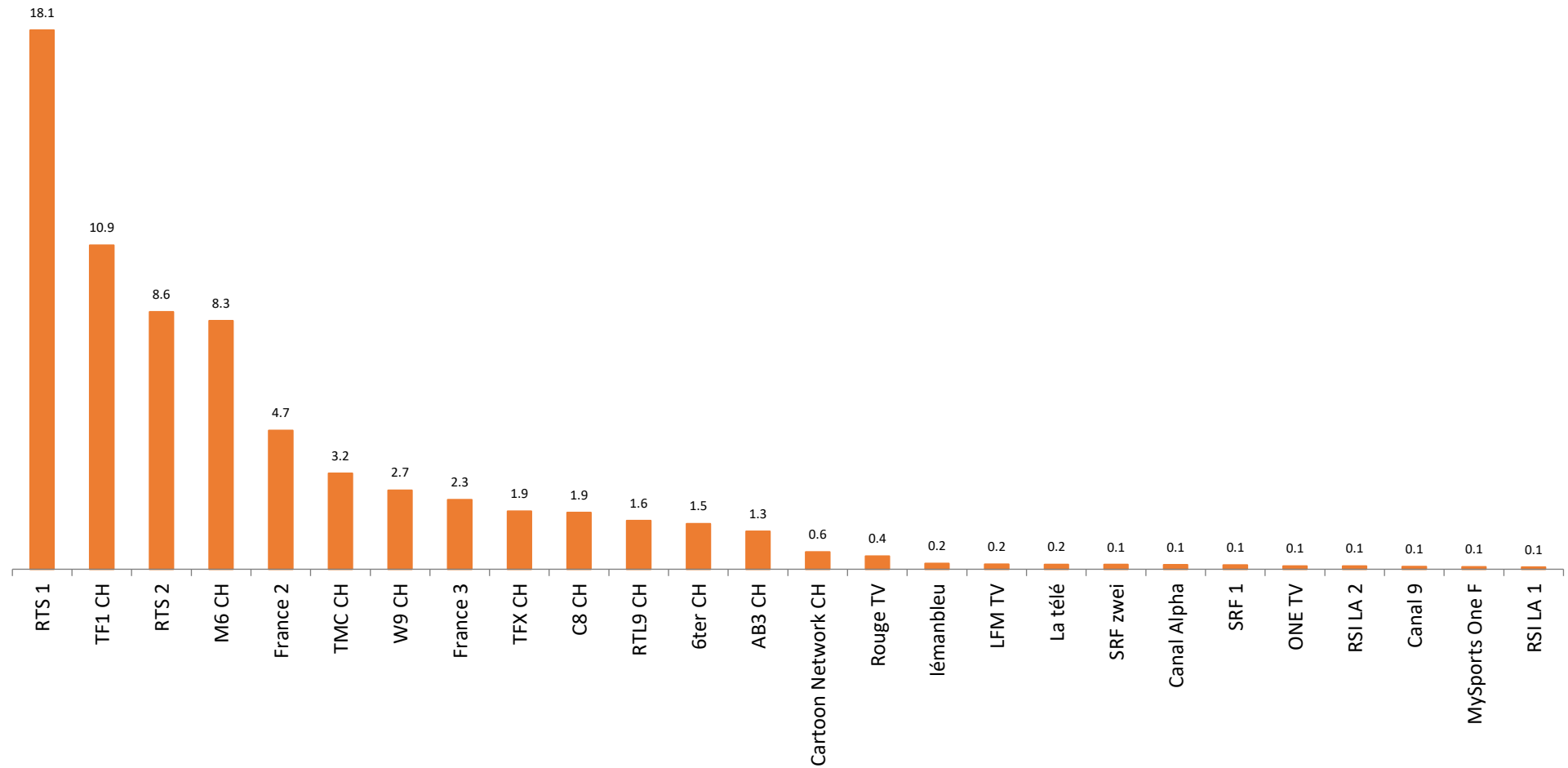




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 1'177'000 persons
Base sample: 739, Mon–Sun, All Platforms, Overnight +7
Non-listed stations: Market share = 30.5

Market shares in French-speaking Switzerland

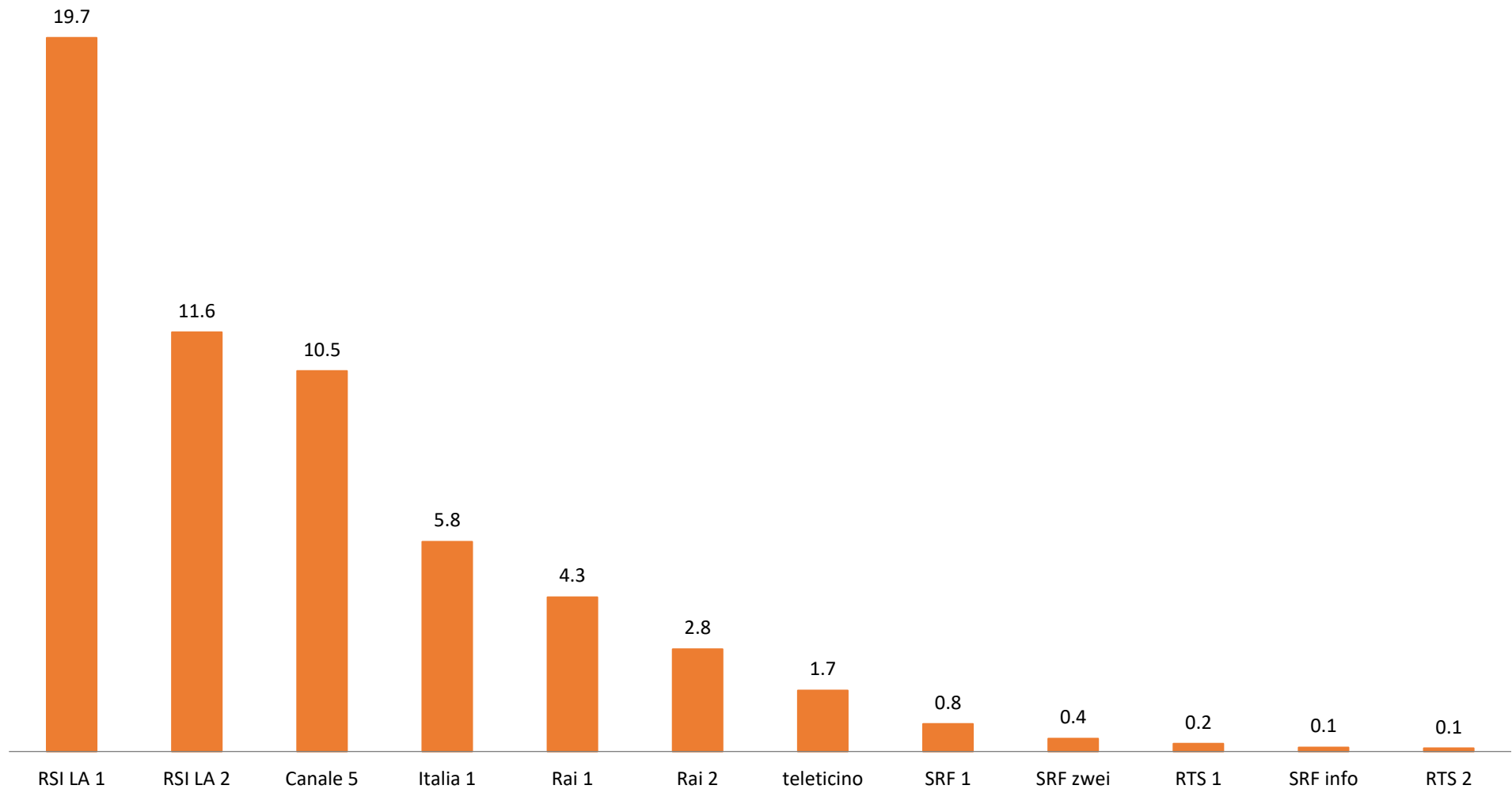
Persons 15–59 (including guests), in percent





Market shares in Italian-speaking Switzerland

Persons 15–59 (including guests), in percent





Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022

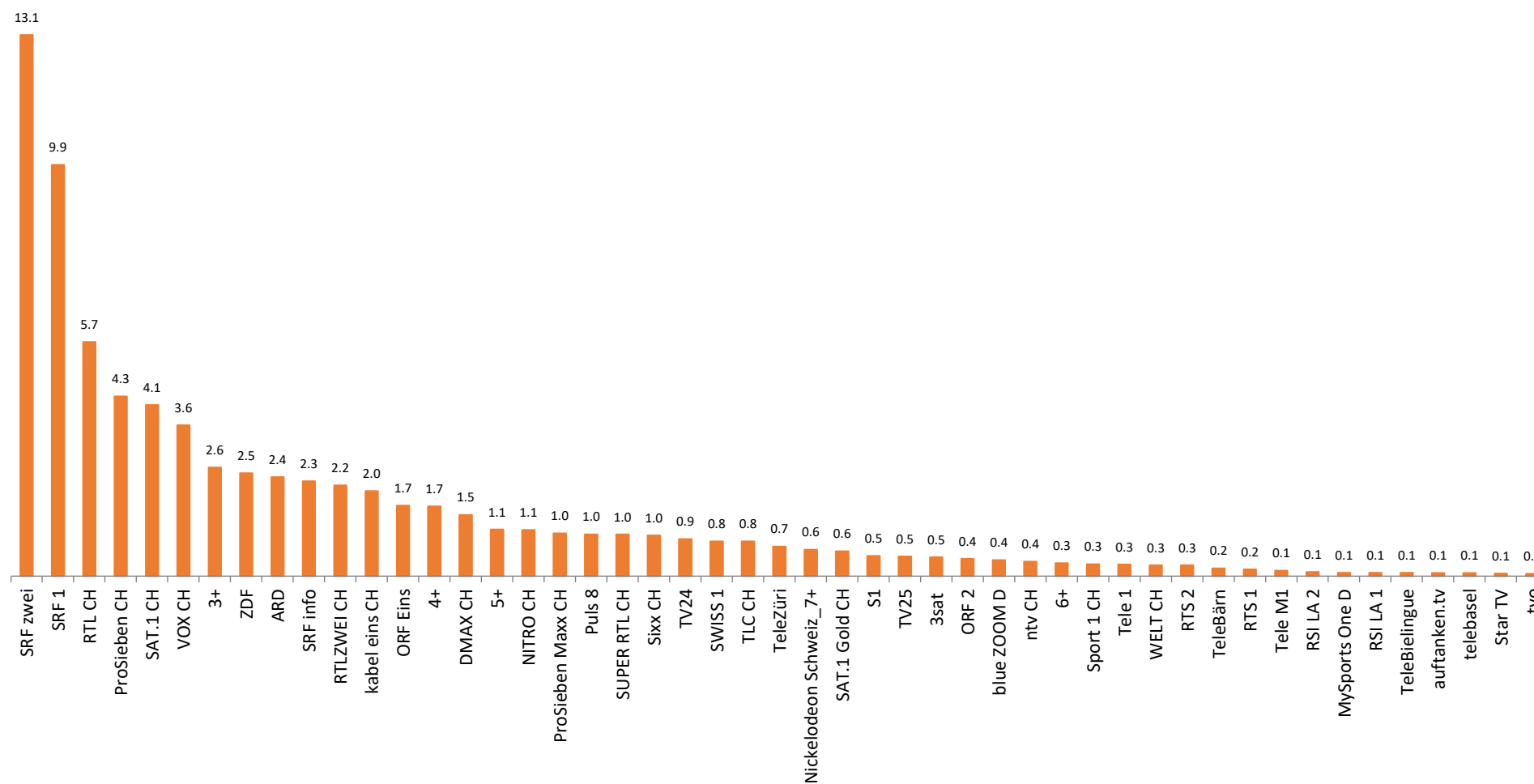
Universe: 2'402'000 persons

Base sample:746, Mon–Sun, All Platforms, Overnight +7

Non-listed stations: Market share = 24.6

Market shares in German-speaking Switzerland

Persons 15–49 (including guests), in percent





Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022

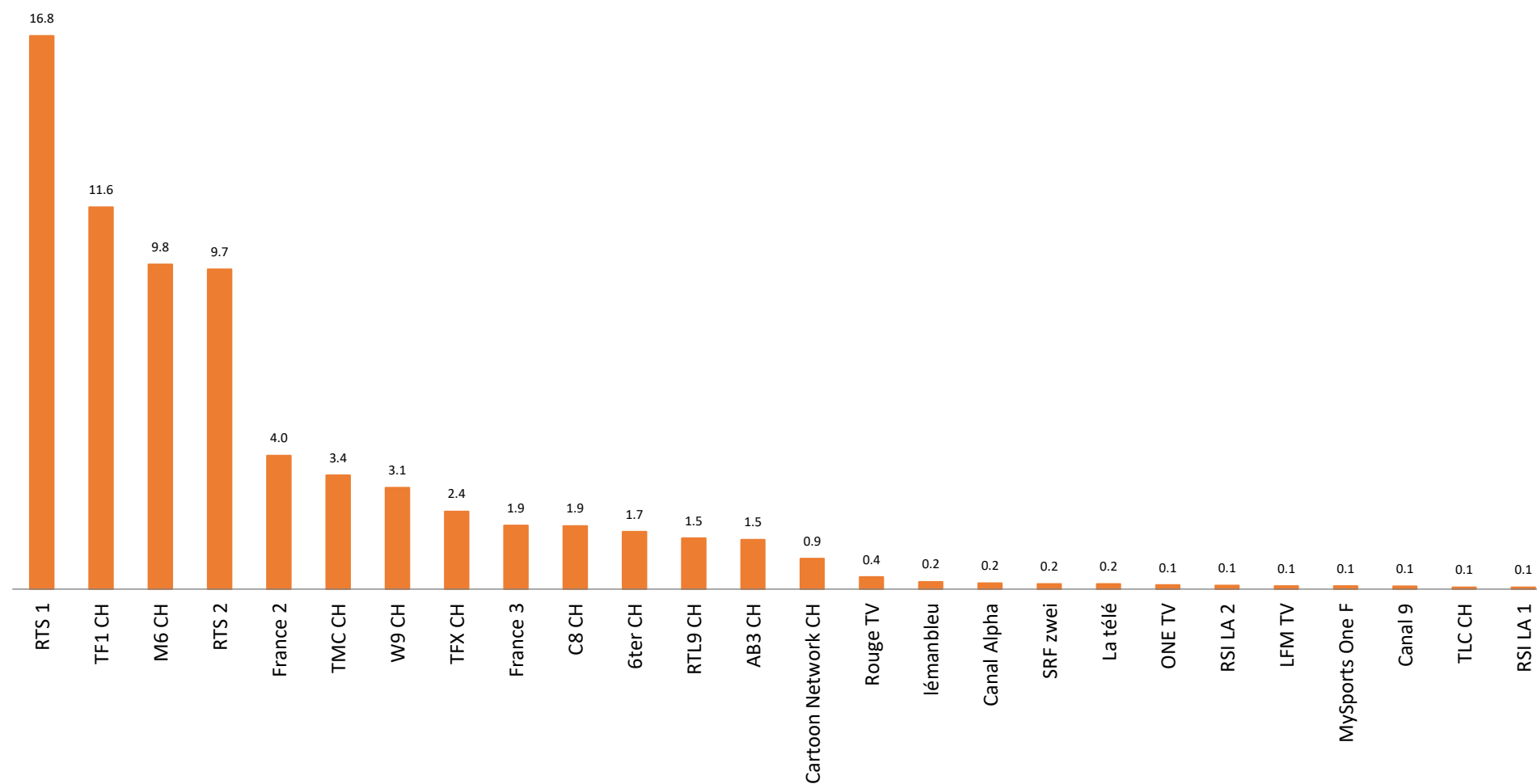
Universe: 892'000 persons

Base sample: 502, Mon–Sun, All Platforms, Overnight +7

Non-listed stations: Market share = 28.0

Market shares in French-speaking Switzerland

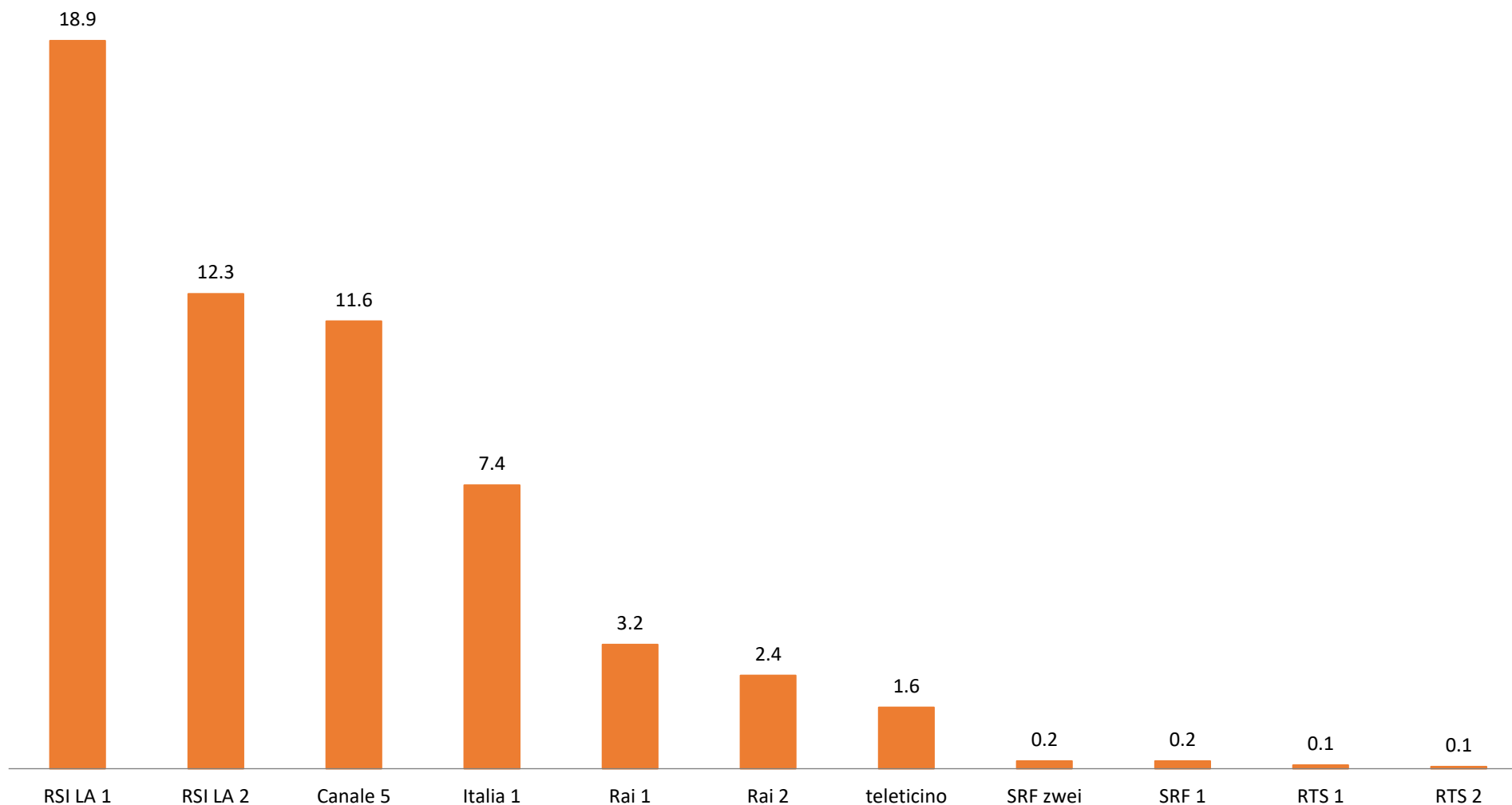
Persons 15–49 (including guests), in percent





Market shares in Italian-speaking Switzerland

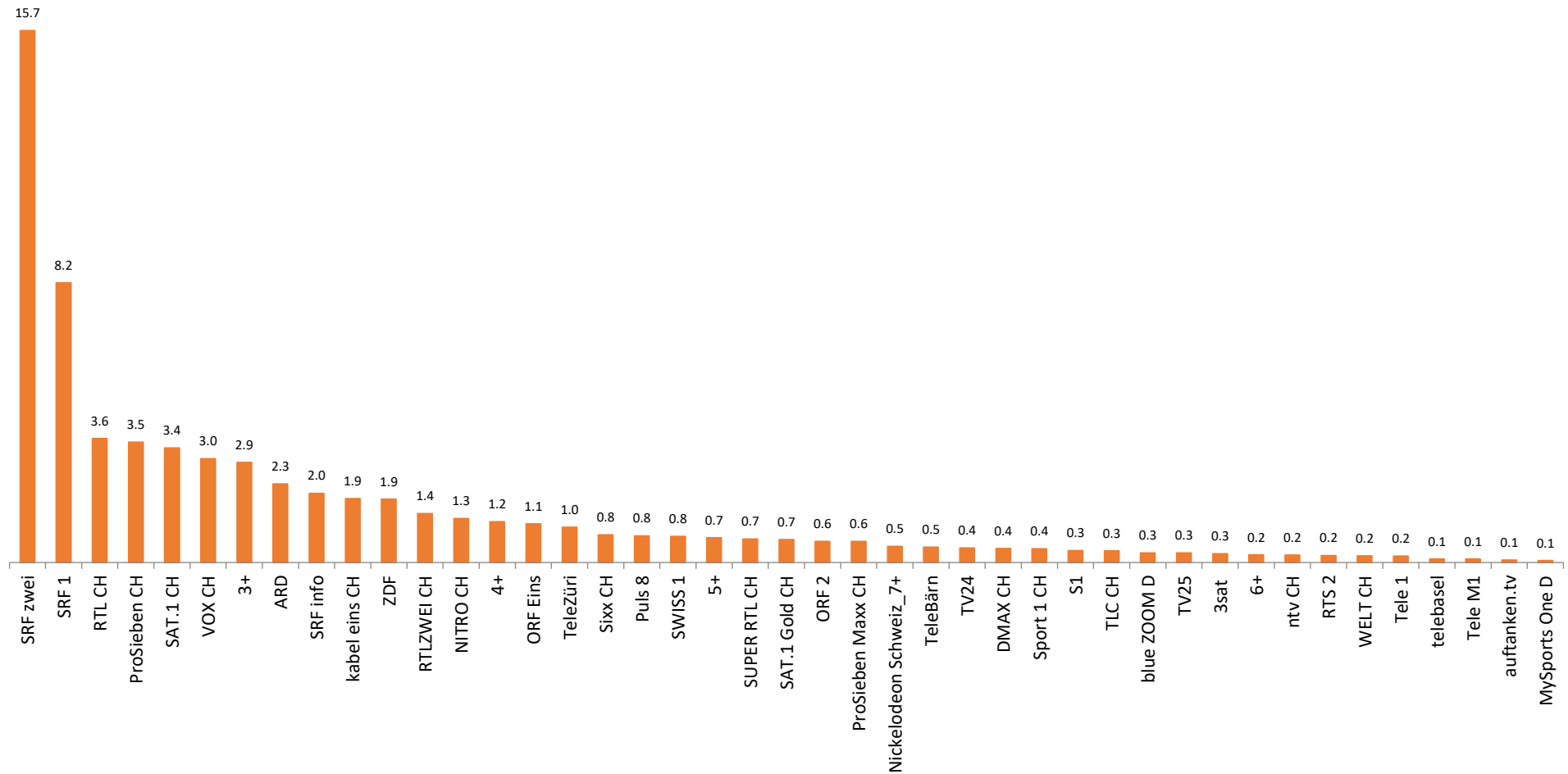
Persons 15–49 (including guests), in percent





Market shares in German-speaking Switzerland

Persons 15–29 (including guests), in percent





Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022

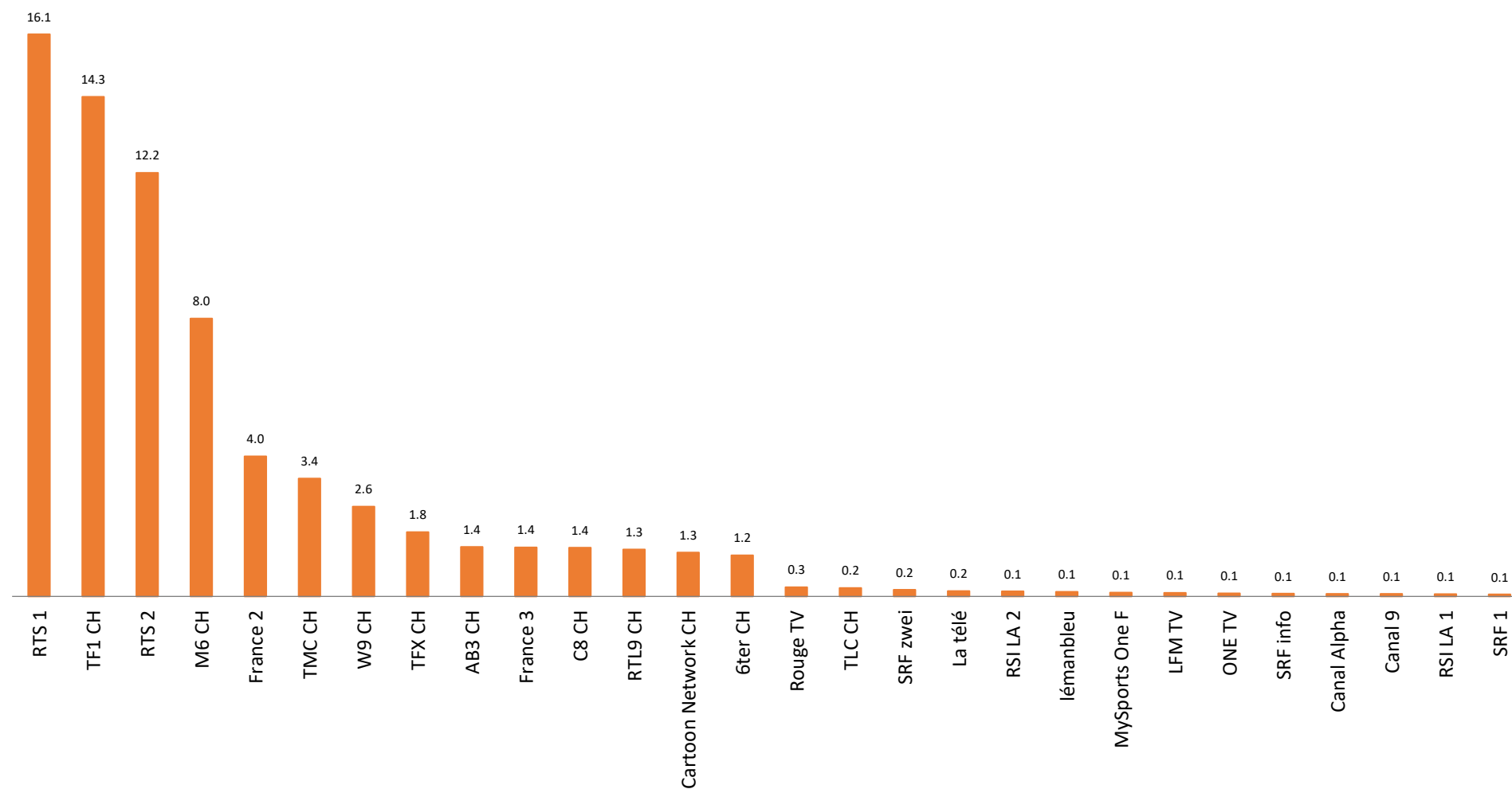
Universe: 350'000 persons

Base sample: 220, Mon–Sun, All Platforms, Overnight +7

Non-listed stations: Market share = 27.8

Market shares in French-speaking Switzerland

Persons 15–29 (including guests), in percent





Licensed regional TV stations – Licence area

Licence area

Persons 3+ (with guests)
Respective licence area

Regional TV stations	licence area (size)	CI 95% NR %	NR %	NR-T	ET [Min]	Share
TeleBärn	Bern (1'225'000)	[+/- 1.4]	5.9	71.8	17.6	1.0
Tele M1	Aargau-Solothurn (1'205'000)	[+/- 1.9]	8.0	96.7	16.3	1.1
Tele Top	Zürich-Nordostschweiz (1'645'000)	[+/- 0.5]	1.7	27.4	7.9	0.1
teleticino	Ticino (336'000)	[+/- 1.4]	12.3	41.5	22.4	2.0
lémanbleu	Genève (506'000)	[+/- 0.8]	3.4	17.0	13.0	0.4
TeleBilingue	Biel-Bienne (248'000)	[+/- 1.9]	2.9	7.3	8.5	0.2
telebasel	Basel (508'000)	[+/- 2.3]	5.8	29.5	12.8	0.6
tvo	Ostschweiz (584'000)	[+/- 1.8]	5.2	30.5	17.7	1.0
La télé	Vaud-Fribourg (991'000)	[+/- 0.5]	2.6	25.8	10.1	0.2
TSO	Südostschweiz (281'000)	[+/- 2.0]	3.9	11.0	12.2	0.5
Tele 1	Innerschweiz (877'000)	[+/- 1.8]	6.6	57.6	17.5	1.2
Canal 9	Valais-Wallis (347'000)	[+/- 1.9]	5.7	19.7	9.5	0.4
Canal Alpha	Arc Jurassien (324'000)	[+/- 1.4]	5.4	17.4	10.7	0.5

Legend

NR %: Net reach in %

NR-T: Net reach in thousands

ET [Min]: Exposure time per viewer in minutes

Share: Market share



Licensed regional TV stations – language region

Language region

Persons 3+ (with guests)
Respective licence area

Regional TV stations	language region (size)	CI 95% NR %	NR %	NR-T	ET [Min]	Share
TeleBärn	German speaking CH (5'284'000)	[+/- 0.4]	2.3	121.7	13.3	0.3
Tele M1	German speaking CH (5'284'000)	[+/- 0.5]	2.6	138.3	13.5	0.3
Tele Top	German speaking CH (5'284'000)	[+/- 0.2]	1.0	52.3	6.6	0.1
teleticino	Italian speaking CH (336'000)	[+/- 1.4]	12.3	41.5	22.4	2.0
lémanbleu	French speaking CH (1'878'000)	[+/- 0.3]	2.3	43.2	10.1	0.2
TeleBilingue	German speaking (5'284'000)	[+/- 0.2]	0.6	32.8	6.6	0.0
TeleBilingue	French speaking CH (1'878'000)	[+/- 0.1]	0.4	8.0	6.6	0.0
telebasel	German speaking (5'284'000)	[+/- 0.3]	1.4	73.8	9.1	0.1
tvo	German speaking (5'284'000)	[+/- 0.3]	1.3	70.7	11.7	0.1
La télé	French speaking CH (1'878'000)	[+/- 0.3]	2.0	37.8	9.1	0.1
TSO	German speaking (5'284'000)	[+/- 0.2]	0.9	46.8	6.4	0.1
Tele 1	German speaking (5'284'000)	[+/- 0.4]	2.1	109.9	12.7	0.3
Canal 9	German speaking (5'284'000)	[+/- 0.1]	0.4	23.6	6.4	0.0
Canal 9	French speaking CH (1'878'000)	[+/- 0.4]	1.9	36.1	7.5	0.1
Canal Alpha	French speaking CH (1'878'000)	[+/- 0.4]	2.3	42.8	7.9	0.1

Legend

NR %: Net reach in %

NR-T: Net reach in thousands

ET [Min]: Exposure time per viewer in minutes

Share: Market share



Licensed regional TV stations – license area

Licence area

Persons 15+ (with guests)
Respective licence area

Regional TV stations	licence area (size)	CI 95% NR %	NR %	NR-T	ET [Min]	Share
TeleBärn	Bern (1'069'000)	[+/- 1.6]	6.6	70.9	17.7	1.0
Tele M1	Aargau-Solothurn (1'069'000)	[+/- 2.2]	8.9	95.0	16.3	1.1
Tele Top	Zürich-Nordostschweiz (1'424'000)	[+/- 0.6]	1.9	27.2	7.9	0.1
teleticino	Ticino (299'000)	[+/- 1.6]	13.4	40.2	22.5	2.0
lémanbleu	Genève (465'000)	[+/- 0.9]	3.6	16.8	13.0	0.4
TeleBilingue	Biel-Bienne (216'000)	[+/- 2.3]	3.3	7.2	8.5	0.2
telebasel	Basel (457'000)	[+/- 2.7]	6.4	29.1	12.9	0.6
tvo	Ostschweiz (504'000)	[+/- 2.2]	6.0	30.2	17.7	1.0
La télé	Vaud-Fribourg (850'000)	[+/- 0.6]	3.0	25.1	10.0	0.2
TSO	Südostschweiz (243'000)	[+/- 2.5]	4.4	10.7	12.2	0.5
Tele 1	Innerschweiz (763'000)	[+/- 2.1]	7.3	56.0	17.8	1.3
Canal 9	Valais-Wallis (299'000)	[+/- 2.3]	6.5	19.3	9.6	0.4
Canal Alpha	Arc Jurassien (261'000)	[+/- 1.8]	6.4	16.8	10.8	0.5

Legend

NR %: Net reach in %

NR-T: Net reach in thousands

ET [Min]: Exposure time per viewer in minutes

Share: Market share



Licensed regional TV stations – language region

Language region

Persons 15+ (with guests)
Respective licence area

Regional TV stations	language region (size)	CI 95% NR %	NR %	NR-T	ET [Min]	Share
TeleBärn	German speaking CH (4'645'000)	[+/- 0.5]	2.6	119.7	13.3	0.3
Tele M1	German speaking CH (4'645'000)	[+/- 0.6]	2.9	135.9	13.5	0.3
Tele Top	German speaking CH (4'645'000)	[+/- 0.2]	1.1	51.5	6.6	0.1
teleticino	Italian speaking CH (299'000)	[+/- 1.6]	13.4	40.2	22.5	2.0
lémanbleu	French speaking CH (1'628'000)	[+/- 0.4]	2.6	42.4	10.1	0.2
TeleBielingue	German speaking CH (4'645'000)	[+/- 0.2]	0.7	32.3	6.7	0.0
TeleBielingue	French speaking CH (1'628'000)	[+/- 0.2]	0.5	7.8	6.6	0.0
telebasel	German speaking CH (4'645'000)	[+/- 0.3]	1.6	72.7	9.2	0.1
tvo	German speaking CH (4'645'000)	[+/- 0.3]	1.5	69.8	11.7	0.2
La télé	French speaking CH (1'628'000)	[+/- 0.3]	2.3	36.8	9.0	0.1
TSO	German speaking CH (4'645'000)	[+/- 0.2]	1.0	46.0	6.4	0.1
Tele 1	German speaking CH (4'645'000)	[+/- 0.4]	2.3	107.3	12.8	0.3
Canal 9	German speaking CH (4'645'000)	[+/- 0.1]	0.5	23.2	6.4	0.0
Canal 9	French speaking CH (1'628'000)	[+/- 0.4]	2.2	35.3	7.5	0.1
Canal Alpha	French speaking CH (1'628'000)	[+/- 0.5]	2.6	41.6	7.9	0.1

Legend

NR %: Net reach in %

NR-T: Net reach in thousands

ET [Min]: Exposure time per viewer in minutes

Share: Market share

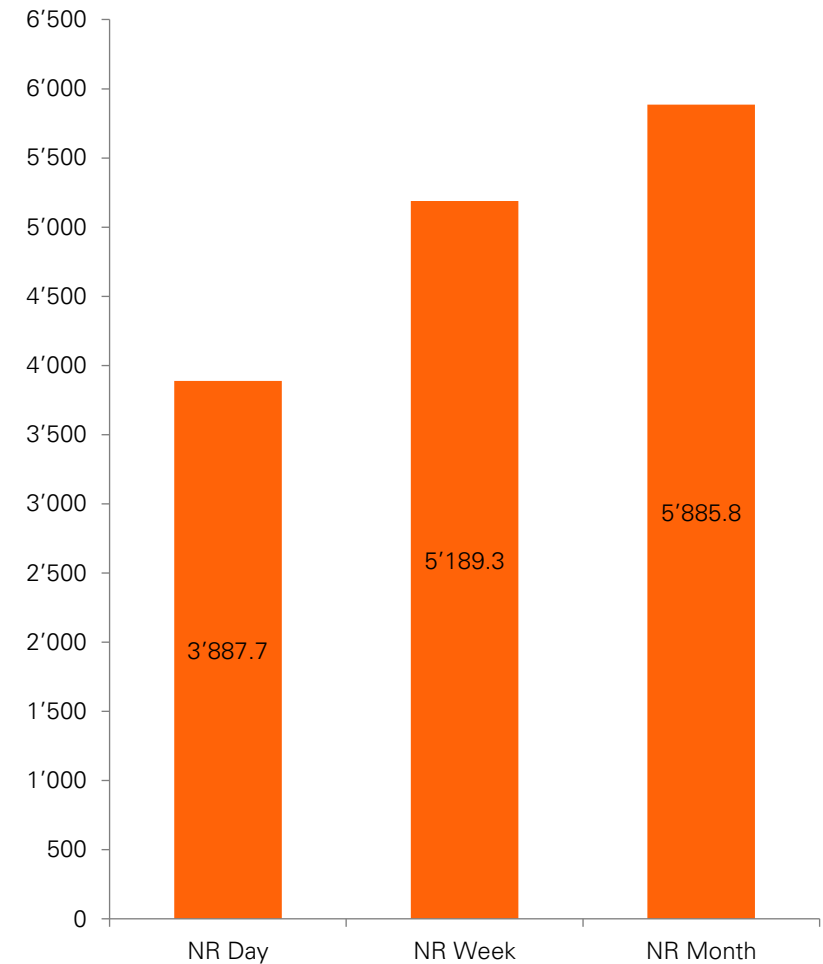
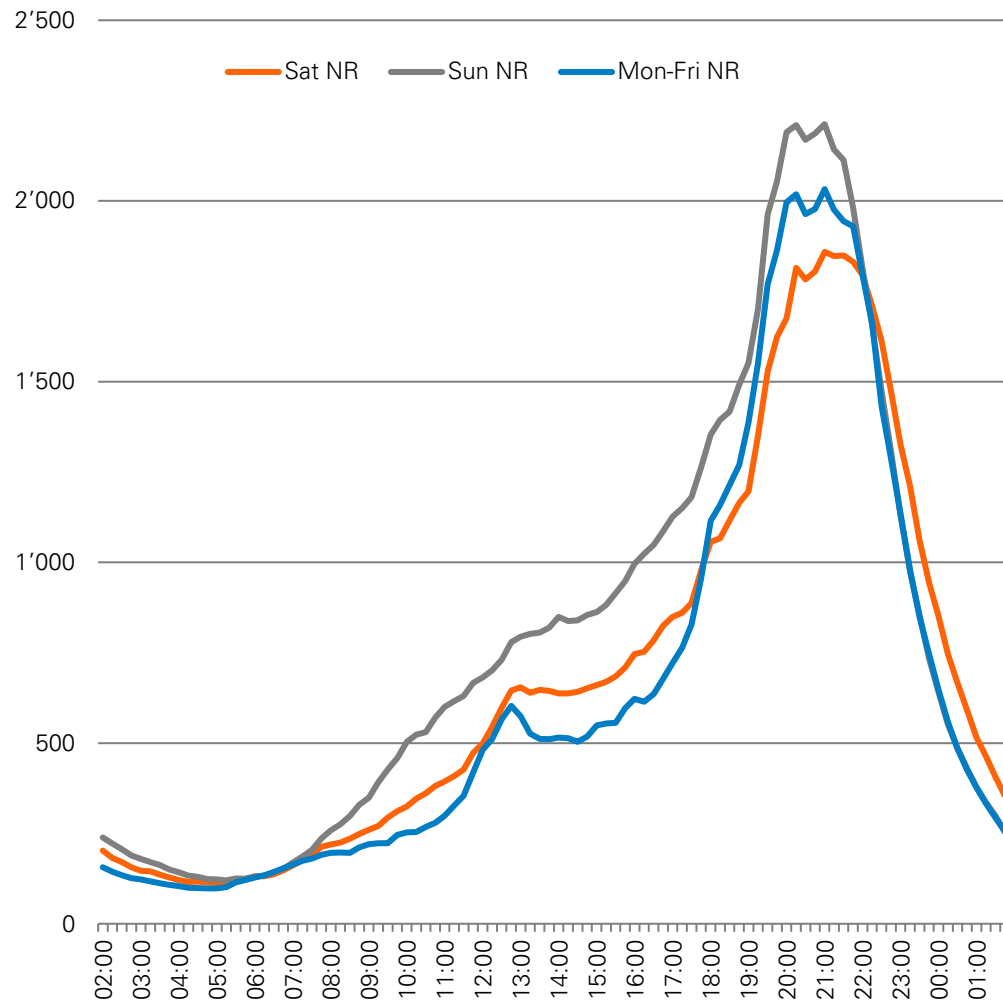


Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1 July – 31 December 2022
Universe: 6'573'000 persons
Base sample:) : 3'771 (Mon-Sun), 3'764 (Mon-Fri), 3'787 (Sat), 3'788 (Sun); Target Group 15+ (including guests)
TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7

TV total market Switzerland / Target group 15+ for cross-comparison

Day pattern in 000s

Daily, weekly, monthly reach in 000s



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 the 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