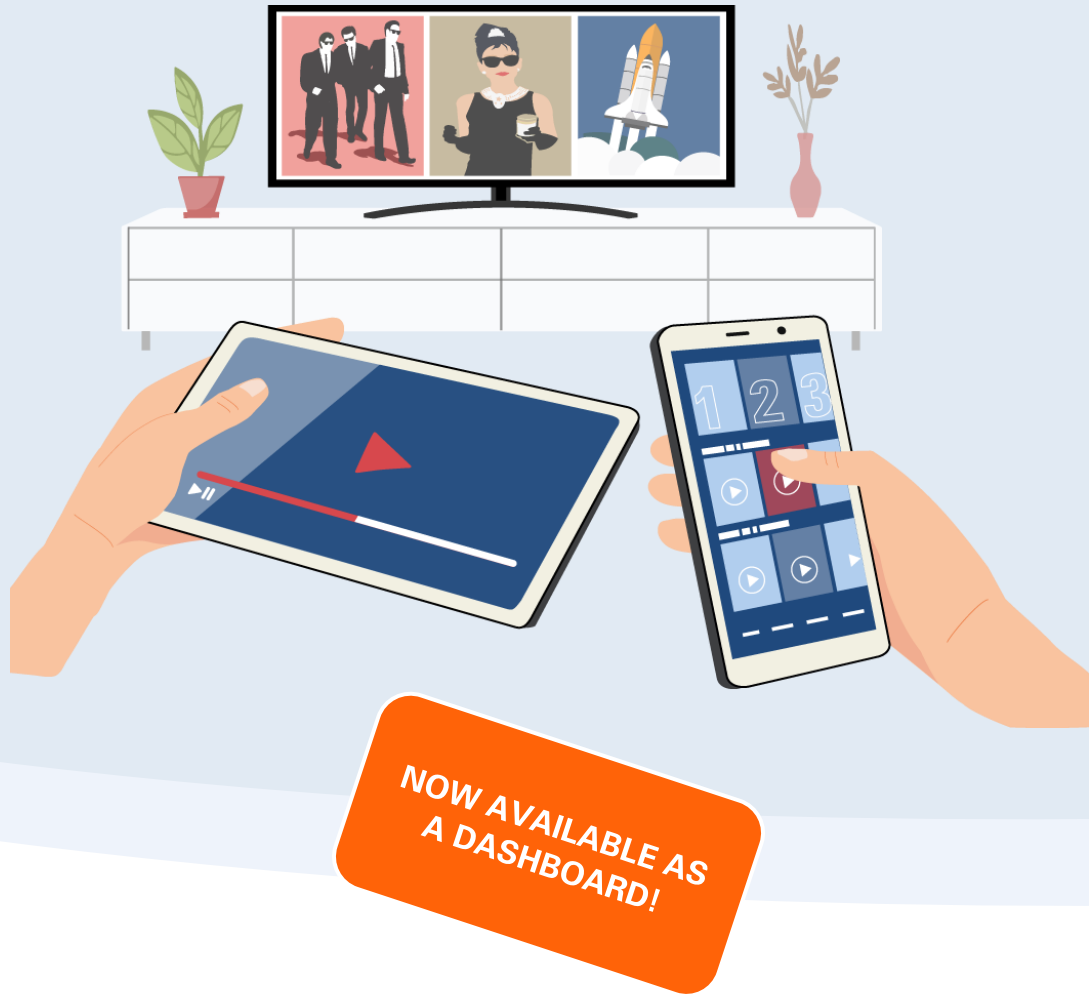


Streaming Data: Cross-platform and Comparable.

Basic information
Mediapulse Streaming Data.



Bern, March 2023

mediapulse

Contents

- Objective, product and benefit
- Sample evaluations
- The methodological design
- Software: Online Dashboard
- Order information / Pricing
- About Mediapulse

Objective, product and benefit.

How to apply Mediapulse Streaming Data.

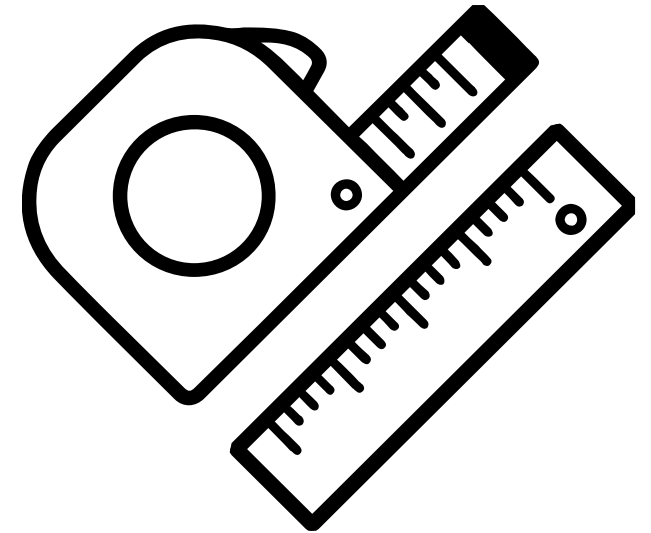


Streaming Data: Aiming for comparability

After decades of linear TV programming defining and dominating the private consumption of 'moving images', in the past few years television companies have been confronted with powerful competition from digital video providers, who are competing against this dominant position either with subscription-based streaming services or ad-financed video platforms.

How these offerings are consumed, however, is anything but clear. Although there is no shortage of figures on the distribution and consumption of video and streaming platforms, this data usually comes from the providers themselves and so can rarely be validated. What's more, it usually only represents a single type of offering or platform and is based on databases and operating figures that do not correspond to any market standard and so neither permit any general comparison to be made nor provide an integrated view of video consumption and its evolution.

This is where Mediapulse Streaming Data comes in.



Mediapulse Streaming Data: The Product Promise

With the Mediapulse Streaming Data, Mediapulse provides 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. Mediapulse makes the streaming data available to interested parties in the form of a paid Dashboard. This allows us to provide more in-depth evaluations e.g. monthly reach figures or the evaluation of target group segments using different facts and for different devices.



Product categories

TV and Non-TV offerings / Big Screen and Small Screen

Categories	Description	Devices	Sampling level	Data in Dashboard
YouTube, Netflix, Disney+, Amazon Prime, Apple TV+	Consumption of the platforms on TV set, PC (desktop, laptop), tablet and smartphone	All screens	Platform	From 1 January 22
TV@Big Screen	Linear and time-shifted consumption of TV channels on TV sets via IPTV, cable, satellite, OTT, DTT	TV sets	Offering	From 1 January 22
TV@Small Screen	Linear and time-shifted consumption of TV channels via blue TV Air, Sunrise, Quickline, Teleboy, Yallo and Zattoo on PC (desktop, laptop), tablet and smartphone	Small-screen devices / Mobile devices	Platform	From 1 January 22

In addition, our Quarterly Reports and reports on previous periods are available on mediapulse.ch.

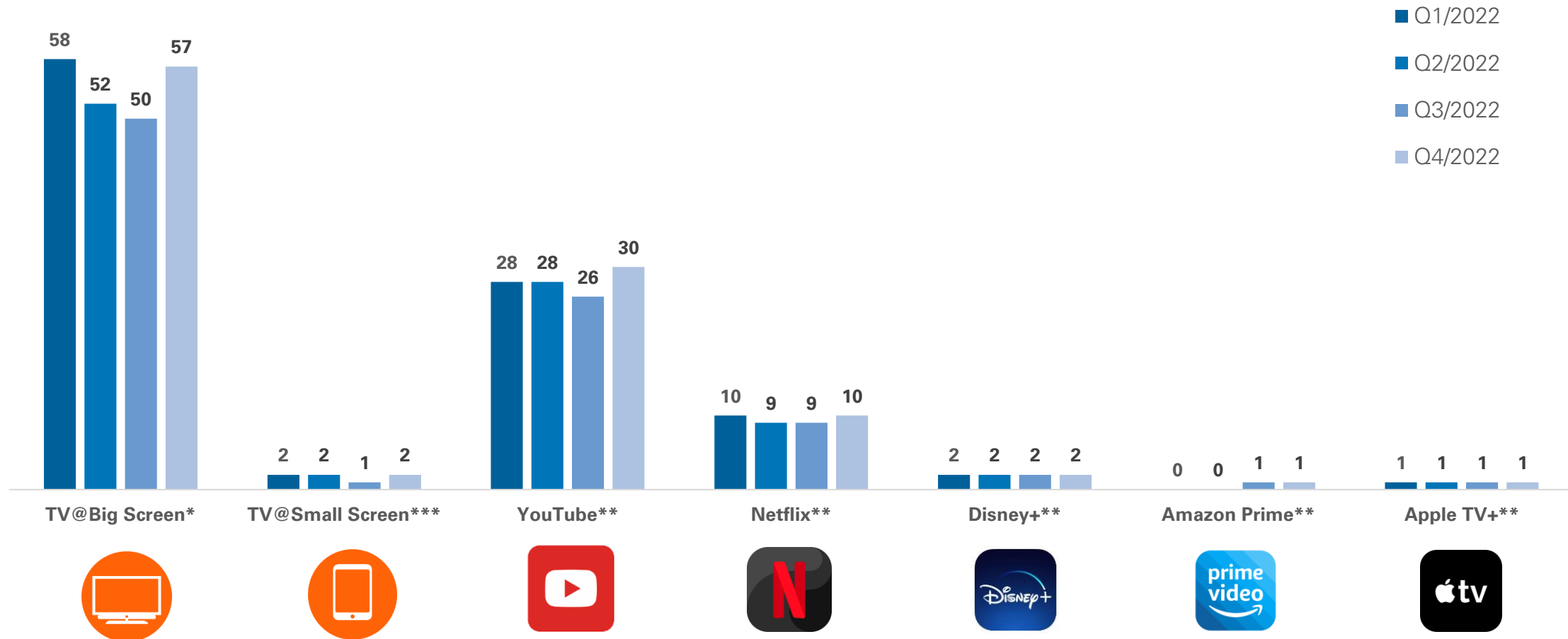
Sample evaluations.

Evaluations from the Mediapulse Streaming Data.



Daily reach per quarter in percent

Whole of Switzerland



*MEDIAPULSE TV DATA, 1 JAN – 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 JAN – 31 DEC 2022, PERSONS AGED 3+, NR %, 24 HRS, MON–SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

***MEDIAPULSE STREAMING DATA 1 JAN – 31 DEC 2022, PERSONS AGED 3+, NR %, 24 HRS, MON–SUN, WEBTV PLATFORMS, CONSUMPTION AT HOME, SMALL SCREENS

Daily reach Q4/22 by language region in percent

Whole of Switzerland and language regions

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



*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

***MEDIAPULSE STREAMING DATA 1 OCT – 31 DEC 2022, PERSONS AGED 3+, NR %, 24 HRS, MON–SUN, WEBTV PLATFORMS, CONSUMPTION AT HOME, SMALL SCREENS

Daily reach Q4/22 by age/gender in percent

Whole of Switzerland

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

Daily reach Q4/22 by end device in percent

Whole of Switzerland

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



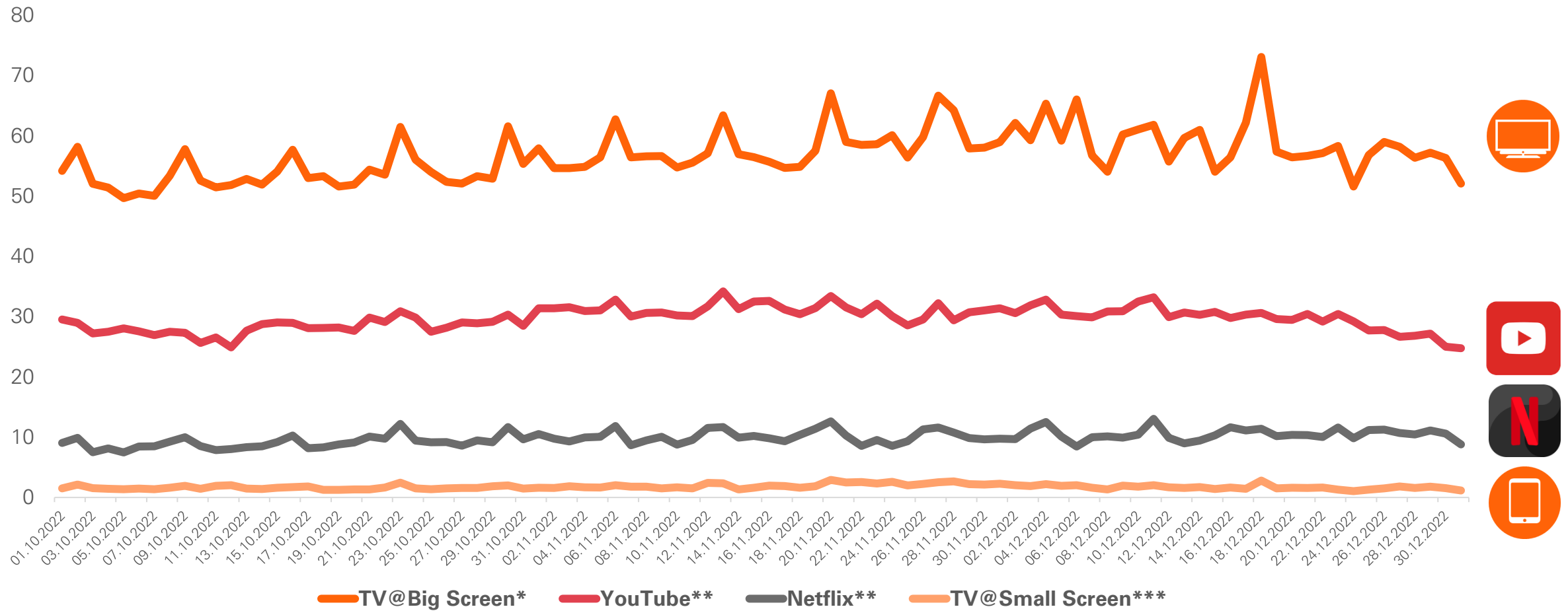
*MEDIAPULSE STREAMING DATA, 1 OCT – 31 DEC 2022, PERSONS AGED 3+, NR %, 24 HRS, MON–SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

**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

Daily reach Q4/22 over the course of the quarter in percent

Whole of Switzerland



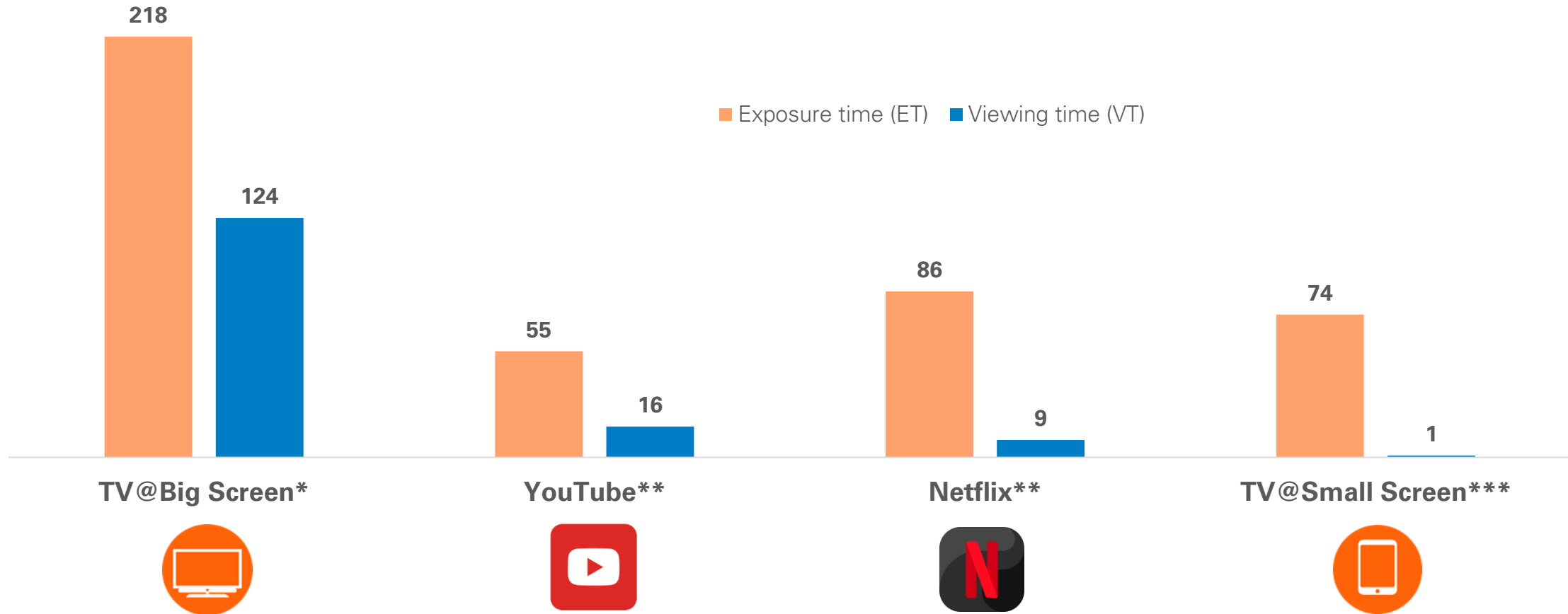
*MEDIAPULSE TV DATA, 1 OCT – 31 DEC 2022, PERSONS AGED 3+ (WITH GUESTS), NR %, 24 HRS, MON–SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEWING, CONSUMPTION AT HOME, TV SET

**MEDIAPULSE STREAMING DATA, 1 OCT – 31 DEC 2022, PERSONS AGED 3+, NR %, 24 HRS, MON–SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

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Daily exposure and viewing time Q4/22 in minutes

Whole of Switzerland

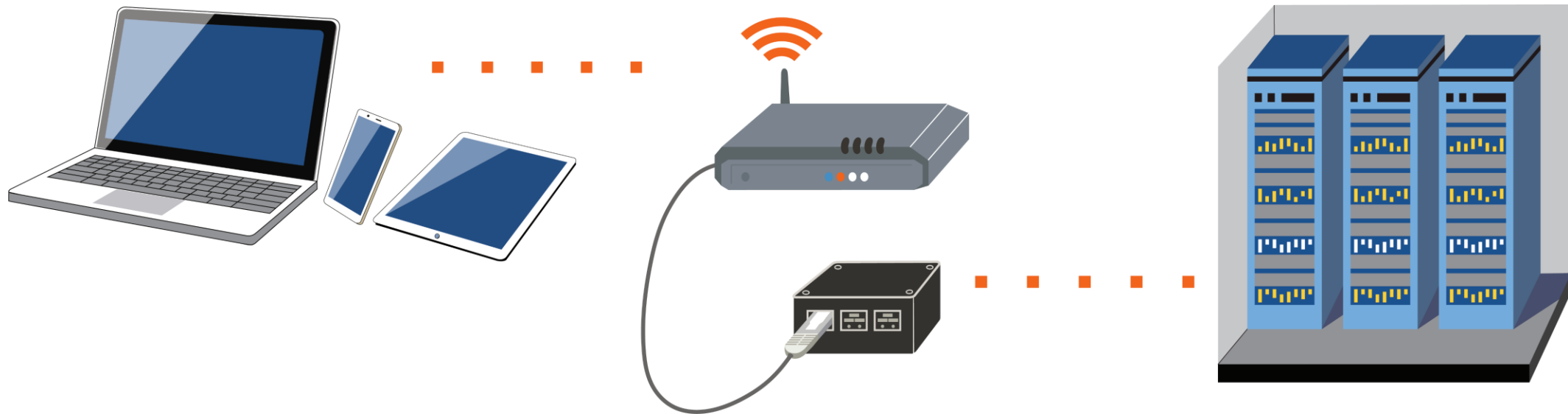


*MEDIAPULSE TV DATA, 1 OCT – 31 DEC 2022, PERSONS AGED 3+ (WITH GUESTS), ET, VT, 24 HRS, MON-SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEWING, CONSUMPTION AT HOME, TV SET

**MEDIAPULSE STREAMING DATA, 1 OCT – 31 DEC 2022, PERSONS AGED 3+, ET, VT, 24 HRS, MON-SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

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The methodological design.



General framework

- In the interests of direct comparability, the sampling conforms to the current parameters of Mediapulse TV Research.
- Firstly, the figures refer to the TV universe, i.e. they are representative of persons aged three or over in private households with at least one operational TV set. This is true for over 90 percent of all Swiss households.
- Secondly, existing TV research only captures television consumption within the home. This at-home focus was also adopted for the reported consumption data of the non-TV offerings, i.e. their consumption outside the home is not considered.
- Thirdly, current research registers TV consumption on conventional television sets only. This restriction is also maintained in the figures on TV consumption. The figures for non-TV offerings, on the other hand, include consumption on all screens, i.e. both via the TV set and via PC, laptop, tablet or smartphone.
- Scope of data: As of 1 January 2022, updated quarterly as per the 20th of the following month (if the 20th falls on a weekend or public holiday, the data is released on the next working day).

Survey methodology and object of sampling

- A methodological prerequisite for the Mediapulse Streaming Data is the installation of an additional measuring device (the Focal Meter) in the households of the Mediapulse TV panel.
- Besides being able to identify all internet-enabled consumer devices in the Panel households, this measuring device can also log every instance of access to and consumption of a limited number of video and streaming platforms defined by a filter list (whitelist).
- This consumption can then be attributed to the correct Panel member with the time and duration of consumption.
- The consumption of each platform is identified, although it is currently not yet possible to sample the content consumed on these platforms. The extended sampling system covers not only the most important international video platforms and streaming providers, but also the domestic third-party platforms for the distribution of TV programmes via the online vector. Besides the limitations on the sampled services for the time being, it should be borne in mind that in the interests of direct comparability with the data on TV consumption, the sampling of streaming data conforms to the current parameters of Mediapulse TV Research.

Streaming Data research strategy: whitelist and Focal Meter

Streaming sampling universe

Streaming offerings at level of top-level-URL based on whitelist

*TV Panel

approx. 1,980 HH (excl. non-TV)

approx. 4,500 Persons

approx. 2,000 Big Screens

10,000+ Online Devices

Streaming consumption can be attributed to the correct Panel member with the time and duration of consumption.

The consumption of each platform is identified, although it is currently not yet possible to sample the content consumed on these platforms. The extended sampling system covers not only the most important international video platforms and streaming providers, but also the domestic third-party platforms for the distribution of TV programmes via the online vector.

TV panel Households*
equipped with **Focal Meters**

Sampling device
Focal Meter



KANTAR

Registers all online devices in panel households and attributes them to individual Panel members.
Captures the consumption of video and streaming platforms across all devices.

People Meter "Conventional"
TV consumption
(Big Screen)

Linking of Panel members with streaming consumption via device ID and TV consumption via People Meter

**Mediapulse
Streaming Data**



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Project specifics

Consumer and consumption information

Performance data	Description	Figures in ...
Net reach	Percentage/number of people within a target group who have consumed an offering at least once in the defined period.	Percent and '000
Exposure time (ET)	Average consumption time of all consumers of an offering in the defined time period	Minutes
Viewing time (VT)	Average consumption time of all persons in the given universe in the defined time period	Minutes
Rating	Average reach in '000 or percent in relation to a defined time interval	Percent and '000

Software: Online Dashboard.

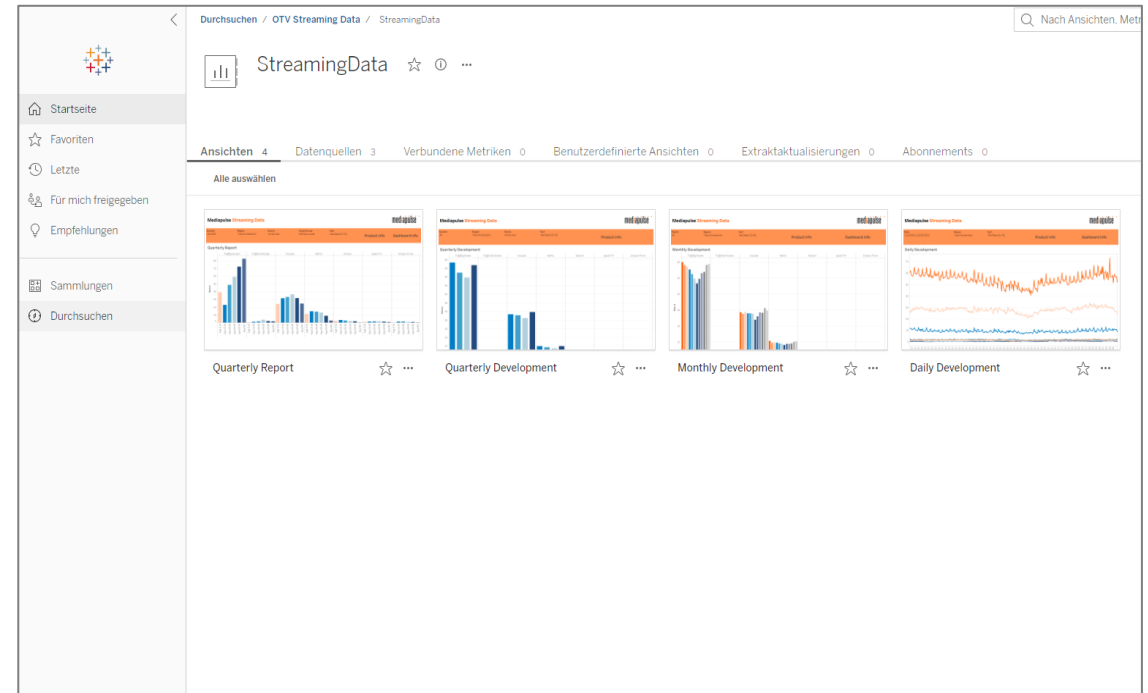


Protected login to the Streaming Data

Visualisation of aggregated data in Tableau BI and Analytics: intuitive, simple, fast.



Step 1: Tableau login



Step 2: Select one of the Streaming Data Dashboards

Four screen layouts are available in the Dashboard.

1. Quarterly Report

- **Any quarter (from Q1/22)**
- **Split by language region**
- **Split by device**
 - All Devices
 - Big Screen (TV set)
 - Everything but Big Screen
 - PC/laptop, tablet
 - Smartphone
- **Depiction of diverse target groups**
- **Choice of facts**
 - Net Reach in % and '000
 - Rating in % and '000
 - AvAud(All) (Viewing Time)
 - AvAud(View) (Exposure Time)



2. Quarterly Development

- **Any combination of quarters (from Q1/22)**
- **Split by language region**
- **Split by device**
 - All Devices
 - Big Screen (TV set)
 - Everything but Big Screen
 - PC/laptop, tablet
 - Smartphone
- **Choice of facts**
 - Net Reach in % and '000
 - Rating in % and '000
 - AvAud(All) (Viewing Time)
 - AvAud(View) (Exposure Time)



3. Monthly Development

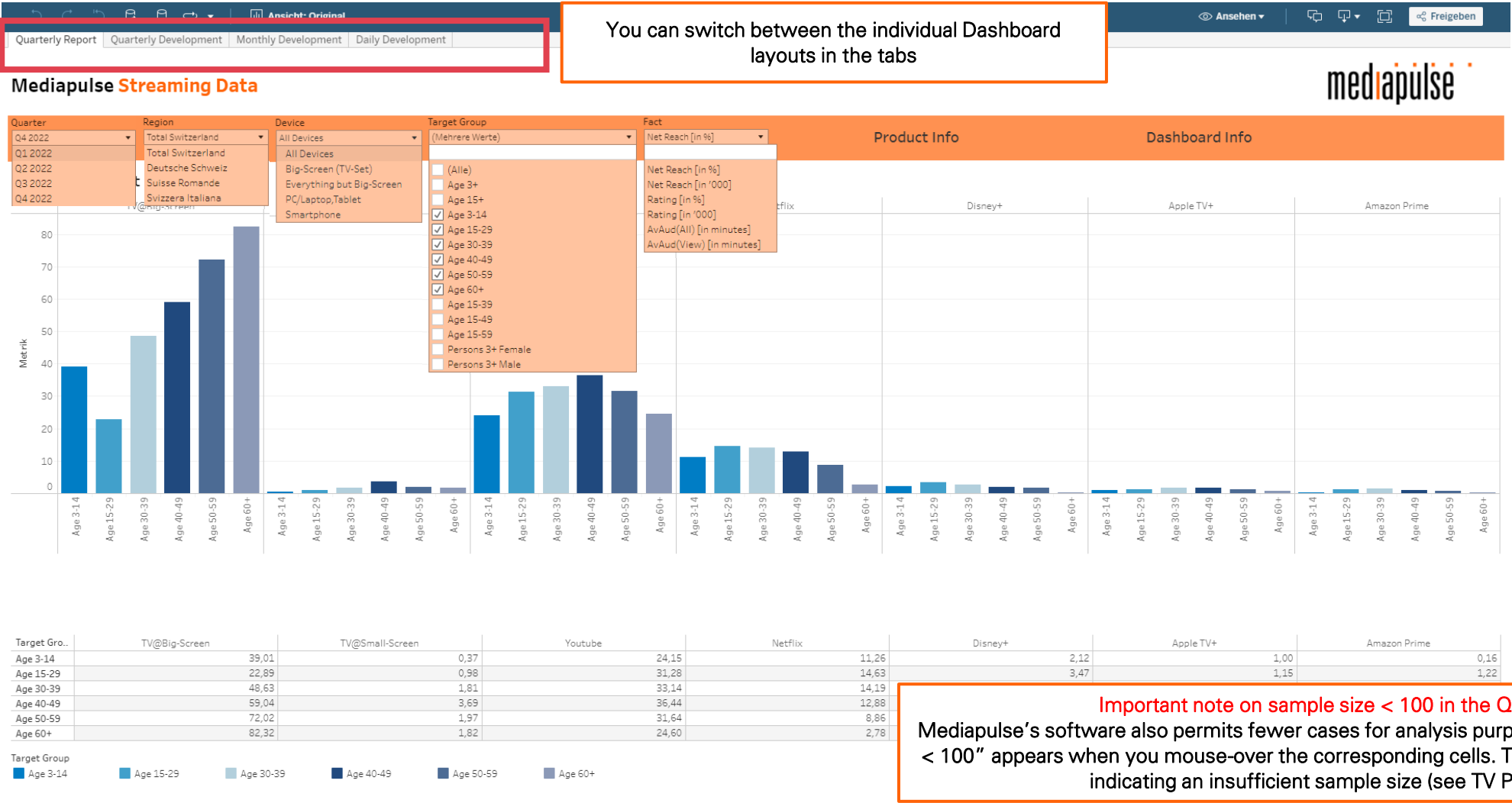
- **Any combination of months (from Q1/22)**
- **Split by language region**
- **Choice of facts:**
 - Net Reach in % and '000
 - Rating in % and '000
 - AvAud(All) (Viewing Time)
 - AvAud(View) (Exposure Time)



4. Daily Development

- **Any combination of periods (from 1 Jan 22)**
- **Split by language region**
- **Choice of facts:**
 - Net Reach in % and '000
 - Rating in % and '000,
 - AvAud(All) (Viewing Time)
 - AvAud(View) (Exposure Time)

Quarterly Report



Order information / Pricing.



Order information / Pricing

Scope of data and release rhythm

The Mediapulse Streaming Data is available with the data from 1 January 2022 (as per Q1/23) and is continuously supplemented on a quarterly basis.

Access via Online Dashboard

Access is via the Online Dashboard with login and password.

Cost p.a.

Tool Licence for Tableau BI & Analytics
including data licence p.a. in CHF

CHF 5'000.-

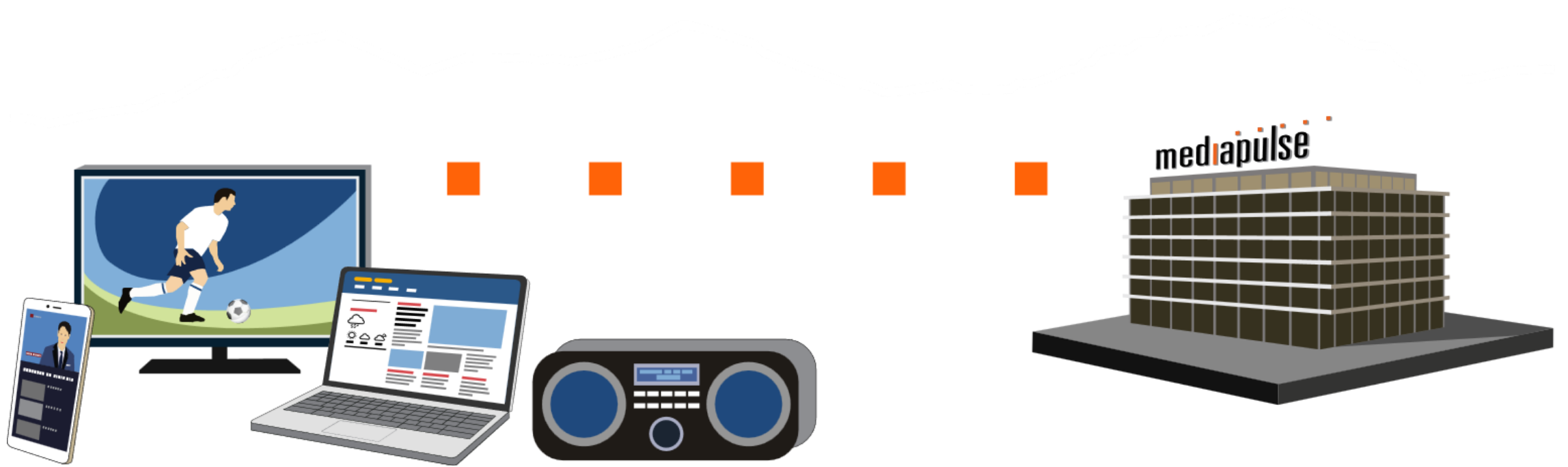
Order terms and conditions

Licence valid for 1 year with annual cancellation option

Order by e-mail from Richard Blatter, Sr. Partner Relations Manager: richard.blatter@mediapulse.ch

About Mediapulse.

Transparent. Neutral. Independent.



We are Mediapulse.

Transparent. Independent Neutral.

As an industry organisation, Mediapulse provides valid, provider-neutral and highly relevant consumption data that is accepted by the Swiss audio and audiovisual media and advertising market as the de facto gold standard and common currency.

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.

