

MEDIA RELEASE

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MACH Total Audience – The Magic of Print and Online

Zurich, 4 April 2023 – The MACH Total Audience 2023-1 reveals the role played by print and digital for Swiss newsbrands. It was published again today after a two-year break to coincide with the National Readership Survey, MACH Basic, – for the first time in collaboration with Mediapulse. The intermedia study combines the press and online reach of media brands.

The intermedia media study by WEMF combines the readership of the printed edition of individual media brands with the user base of the associated online offerings. It sheds light on the group of people that a media brand reaches across different media. The current figures show that the print and digital offerings of the designated Swiss media brands complement each other very well. Most consumers of the media brands surveyed prefer either the printed or the digital offering, meaning that within a media brand there is a relatively low level of overlaps i.e. dual consumption. This results in the combined brand reach being significantly higher than the reach of their individual media channels.

If the readers of the printed daily newspaper are defined as the starting point for the newsbrands named in the current publication, and the users of the associated online offerings are added, the daily reach of the media brand is increased by an average 66%. If the readership of the corresponding print product is added to the users of an online offering, this leads on average to an 88% higher reach of the media brand (cf. Fig. 1). However, there are also distinct differences between the individual media brands: for the big national brands, digital contributes half or more of the net brand reach. By contrast, with many of the surveyed newsbrands with regional content, the majority of brand consumers are usually reached by print. Sebastian Gull, Project Manager MACH Total Audience and MACH Developments, is delighted to witness the resumption of the intermedia study: “With the MACH Total Audience, WEMF once again provides the market with a convergence study on the cross-media consumer base of media brands. This creates transparency and provides the basis for strategic planning of media brands.”

Collaboration with Mediapulse AG

MACH Total Audience is published by WEMF and has been produced for the first time in conjunction with Mediapulse. Issue 2023-1 is based on combined results from two sources: from WEMF's National Readership Survey, MACH Basic 2023-1; and from a specially created semester (i.e. half-year) dataset from the online research of Mediapulse Online Content Audience Data (2nd Semester 2022). Dr Mirko Marr, Head of Research & Development at Mediapulse, is pleased about the good working relationship and the first publication of the collaborative study: “With the launch of Mediapulse Online

Data, we are delighted to be able to provide the Swiss online market with a new currency research and at the same time make it possible for WEMF to resume their MACH Total Audience study.”

Benefit to the media and advertising market

Through MACH Total Audience, the media market benefits from relevant information for the strategic positioning and marketing of media offerings as well as for monitoring the competition. The study also provides the advertising market with combined print and online reach at a currency level.

WEMF AG für Werbemedienforschung (WEMF AG for Advertising Media Research)

WEMF is a neutral, independent industry research organisation that exists to provide transparency in the media and advertising market. It supplies market players with relevant data for smarter decisions. For the media genres Press and Cinema, the WEMF studies are the definitive currency. WEMF publishes the intermedia studies MACH Total Audience and MACH Strategy, thus catering to the market trend towards all media. MACH Consumer is the biggest consumer-media study published annually in Switzerland. In addition to this, WEMF performs circulation audits of the Swiss press media, certifies DOOH and collects various marketing-relevant statistics. Its MedienDB service provides the market with a platform for efficient ad planning. WEMF also offers software for data analysis as well as for the processing and management of advertising campaigns and acts as a service provider for software development projects and for the hosting of third-party data sets.

More info: www.wemf.ch

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

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Attachment

Figure 1: Increased brand reach through the combination of print and online offerings (average values of the daily newsbrands published in the MACH Total Audience 2023-1)

