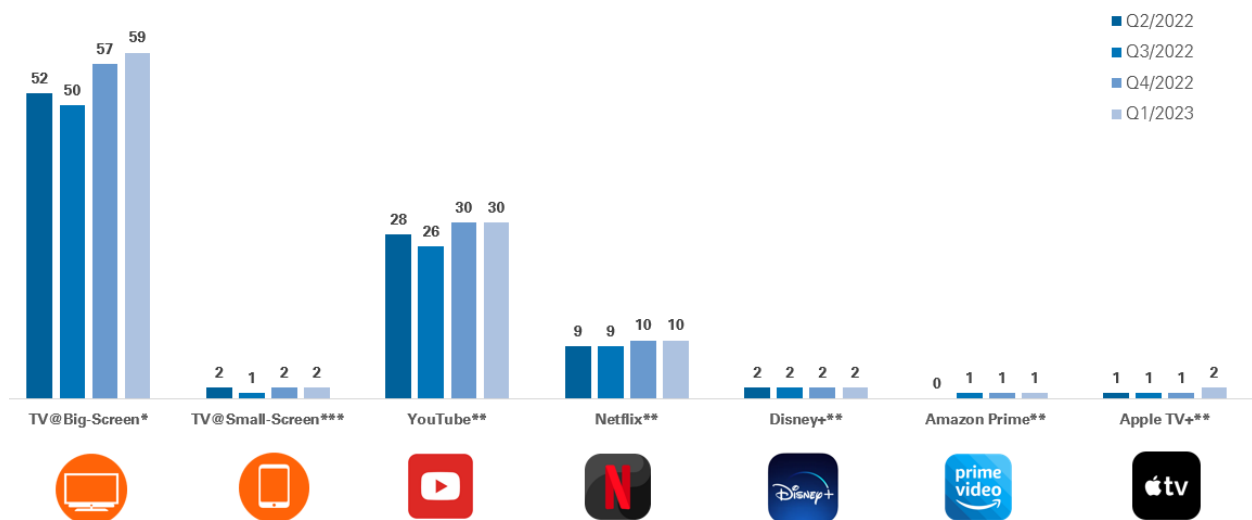


## Mediapulse Streaming Data: First Quarter of 2023 Results and New Dashboard

**Bern, 26 April 2023 – Mediapulse Streaming Data shows that the consumption pattern in the moving image market continues to remain stable in the first quarter of 2023. Interested parties can now use the paid Dashboard to analyse streaming data in greater detail and compare time periods individually.**

Traditional television continues to achieve the highest daily reach in the first quarter of 2023, with a slight increase compared to Q4/2022. The consumption of TV via small-screen devices and the consumption of YouTube and Netflix, on the other hand, remain unchanged. The other streaming platforms Disney+, Amazon Prime and AppleTV+ still reach comparatively few people – although the latter has seen a small increase in reach since the last quarter.

### Daily reach per quarter in percent Whole of Switzerland



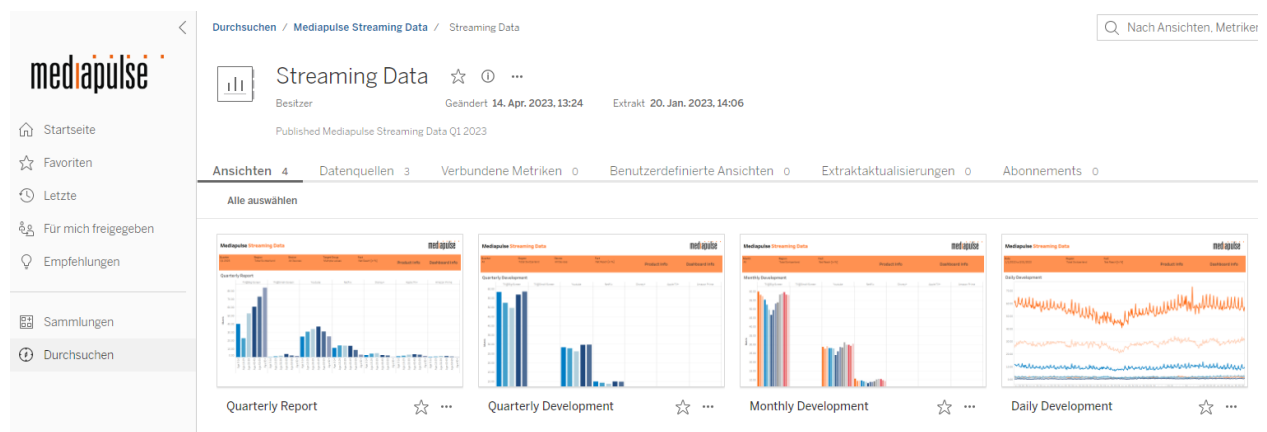
\*Mediapulse TV Data, 1 April 2022 – 31 March 2023, persons aged 3+ (with guests), NR %, 24h, Mon–Sun, all TV platforms, live + recorded view, consumption at home, TV set  
 \*\*Mediapulse Streaming Data, 1 April 2022 – 31 March 2023, persons aged 3+, NR %, 24h, Mon–Sun, streaming platforms, consumption at home, all screens  
 \*\*\*Mediapulse STREAMING Data 1 April 2022 – 31 March 2023, persons aged 3+, NR %, 24h, Mon–Sun, WebTV platforms, consumption at home, small screens

## New paid Dashboard available

As part of its TV research, Mediapulse publishes a quarterly overview of streaming data with the aim of providing an independent, cross-platform and comparable database for the consumption of TV and other moving image offerings.

Mediapulse is now making the streaming data available to interested parties as a paid Dashboard. It provides in-depth and personalised analytics. From analytics on a daily, monthly or quarterly basis; or according to language regions and end devices, to the analysis of diverse target group segments. It also provides information on viewing and retention times as well as on reach and ratings.

## Example of the Mediapulse Streaming Data Dashboard



## Licence and scope of data

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 is provided via the Online Dashboard with login and password.

The cost of the Tableau BI & Analytics tool licence including data access is CHF 5,000 per year.

For more information and to obtain a licence for the Streaming Data Dashboard, please contact Natalie Schmid, Project Specialist, at [natalie.schmid@mediapulse.ch](mailto:natalie.schmid@mediapulse.ch).

All quarterly reports and analytics can be found at [www.mediapulse.ch](http://www.mediapulse.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](http://www.mediapulse.ch)

For further information, please contact:

**Christian-Kumar Meier**

Head of Marketing

[christian-kumar.meier@mediapulse.ch](mailto:christian-kumar.meier@mediapulse.ch)

+41 58 356 47 08



Mediapulse AG

[info@mediapulse.ch](mailto:info@mediapulse.ch)  
+41 58 356 47 11

Weltpoststrasse 5  
3015 Bern

Badenerstrasse 15  
8004 Zurich