

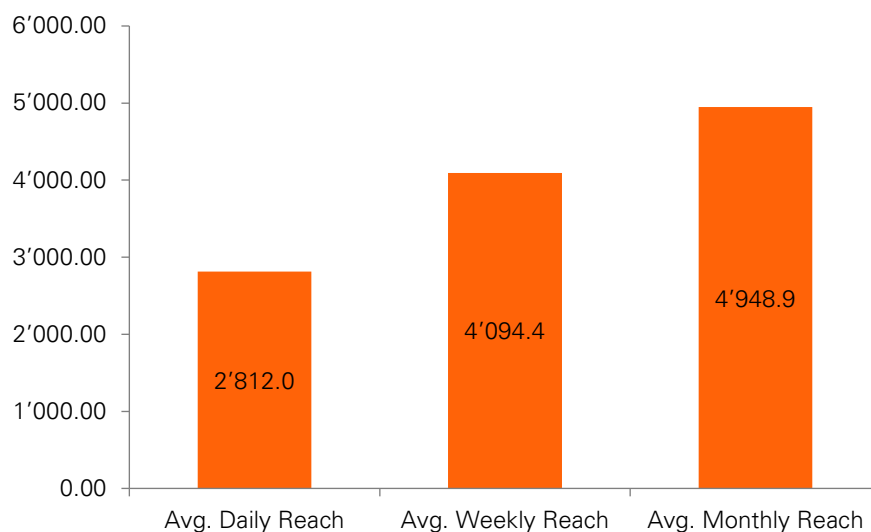
## Five million people consume Swiss online media every month

**Bern, 25 July 2023 – In the first half of 2023, the online media participating in the study reached five million people per month. This corresponds to a monthly reach of 60 percent. This is confirmed by the online content audience data collected on behalf of the Mediapulse Foundation.**

Twice a year, Mediapulse summarises the data from its online research and publishes it in a Semester Report. This data comprises aggregated observations and permits an overall view of the consumption of the websites and apps participating in the study. Besides the semester development for the overall Swiss market, data on the structural data of the user base is also provided, along with the relevant daily developments and rankings for the individual brands and networks. The survey is based on persons from aged three years and over residing in Switzerland.

On a monthly average, around five million users visited the online platforms surveyed, which corresponds to a 60 percent share of the population. Half of the population visited one of the surveyed platforms at least once per week. The participating online media reached an average of 4.1 million users per week (49 percent net reach).

### Online overall market Switzerland, target group 3+ (cumulative values)



Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 01.01.2023-30.06.2023  
 Universe: 8'349'000 persons  
 Basis: Switzerland, population 3+  
 Consumption of the participating websites and apps on all devices

## **Daily sampling down to an hourly level**

The Online Content Audience Data provides detailed information for online brands, such as structural characteristics or consumption patterns at an hourly level. In addition, data accurate to the day enables analyses of specific events. It shows that online media accompanied users throughout the day. They visited the corresponding websites and apps on weekdays mainly in the early morning (7:00), at noon (12:00) and in the evening (17:00–22:00). At the weekend, consumption was consistently high throughout the day.

## **About the online research**

Mediapulse Online Data makes it possible to quantify the traffic and the user base of the participating websites and apps (91 brands and 210 assets) and to structure them based on content-related, technical and personal characteristics. This data is based on a uniform, reliable, replicable survey method and lays the foundation for transparency, comparability and fair competition in the online market in Switzerland. In this market, Online Content Traffic Data has been the currency for two years and Online Content Audience Data for one year. They are available to all interested parties. The restrictive publication guidelines have also been relaxed. Agencies have full access to the data and publishers are now allowed to publish the data of third parties, but only in the context of a comparison with their own offering.

The Online Content Data also forms the basis for the Intermedia Media Study by WEMF AG for Advertising Media Research (MACH Total Audience). For media brands, it combines the reader base of the printed edition with the user base of the associated online offerings.

## 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 and the Federal Office of Communications (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)

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