

Swiss population listening to the radio for much longer than a year ago

Bern, 13 July 2023 – On an average day in the first half of 2023, linear radio in Switzerland reached 73 percent of the population aged 15 and over. This is confirmed by the consumption data for the first semester of 2023 collected on behalf of the Mediapulse Foundation.

Twice a year, Mediapulse publishes key data on radio consumption. This comprises aggregated observations and permits an overall view of the consumption of the medium of radio in Switzerland. Besides the semester development for the overall Swiss market, data on the consumption duration, corresponding daily developments and listener figures for the individual language regions are also published.

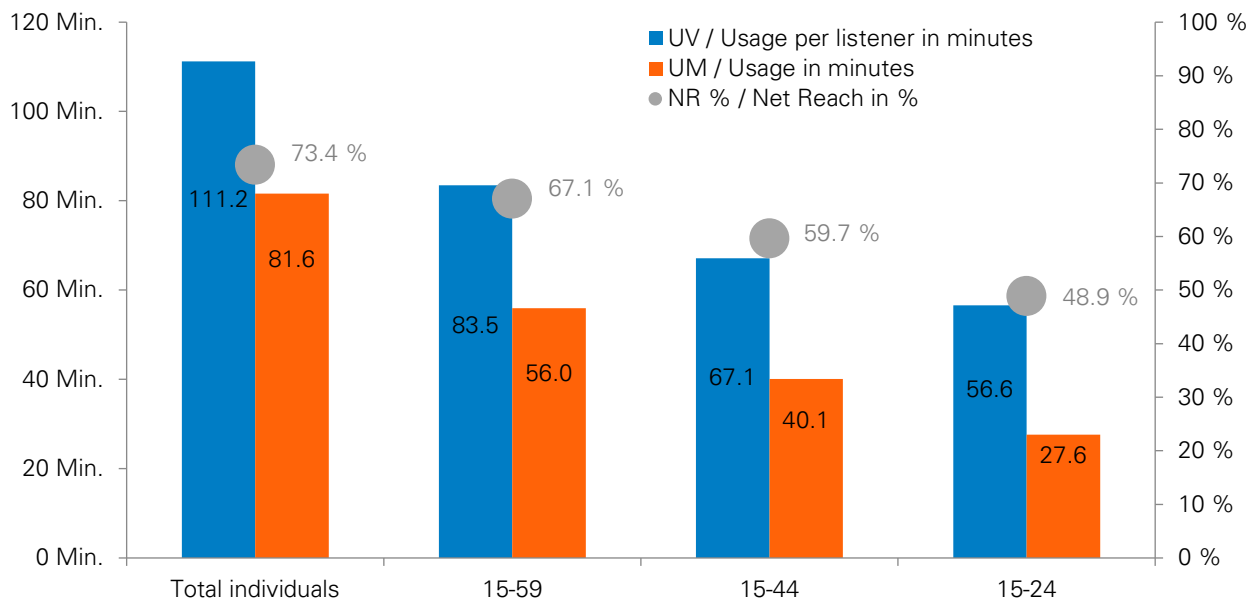
Radio consumption in the first semester of 2023

In the first half of 2023, the linear offerings of private and public radio stations were consumed daily by 73 percent (around 5.3 million people) of the Swiss population aged 15 and over. This means that the radio genre reaches almost three-quarters of the adult population in Switzerland on an average day. In a comparison of the language regions, this relative size of the daily radio audience varies between 80 percent in Italian-speaking, 74 percent in German-speaking and 70 percent in French-speaking Switzerland. People who consume linear radio do so for an average of 111 minutes per day (so-called 'listening time'). German-speaking listeners consume the medium of radio the longest, with a daily listening time of 117 minutes, whilst this figure in French-speaking regions is well below average at 95 minutes.

Compared to the previous year, the percentage of radio listeners in the total population has fallen from 74 to 73 percent. The amount of time spent listening, on the other hand, has risen sharply from 105 to 111 minutes per person. In other words: slightly fewer people listen to the radio than in the previous year, but those who do, listen for significantly longer. Broken down to the three language regions, a different picture emerges for each region. In Deutschschweiz, the reach has fallen by one percentage point to 74 percent, while listening time has climbed from 110 to 117 minutes. In Suisse romande, the reach is stable at 70 percent and listening time has gone up by six minutes (from 89 to 95 minutes). In Svizzera italiana, on the other hand, there has been an increase in both reach (from 79 to 80 percent) and listening time (from 102 to 106 minutes).

Consumption in overall market Switzerland

Daily reach and consumption time, by age target group



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.1.2023-30.6.2023

Universe (T): 7'261.3 (15+) / 5'141.9 (15-59) / 3'291.6 (15-44) / 879.5 (15-24)

Participants: 8'836 / 6'292 / 3'991 / 1'002, sampling days: 304'366 / 209'010 / 126'792 / 30'293, 24 hrs, Mon-Sun

About Mediapulse Radio Data

The sampling of radio consumption takes place within a panel and is based on the technical principle of audio matching. A wristwatch serves as the sampling device for the panellists. It captures the linear consumption (i.e. listening at time of broadcast) of radio stations via all analogue and digital distribution vectors, but the linear consumption of streaming only where headphones are not used. Due to the technological and economical constraints of the research, linear radio consumption via headphones is not possible, nor is the time-shifted or on-demand consumption of radio offerings.

The Media Science Commission (MWK) – consisting of scientific experts in media research, research methodology, communication and journalism – monitors the quality of the research methods used by Mediapulse. The MWK assesses the overall concept of radio reach sampling by Mediapulse AG as generally positive. The Management Summary of the current 2022 Audit Report can be found on the Mediapulse website at the following [link](#).

Once the new radio research was running reliably, two specific adjustments became necessary and were implemented for the start of 2023. The radio research can look back on five years of stable operation. Two adjustments were now implemented for the start of 2023. Firstly, the daily sample size was reduced by 20 percent. This measure made it possible to cater to the wish of the radio market for lower research costs. Secondly, an optimised procedure for identifying and eliminating false positives was introduced, which improved the validity of the consumption data – especially when mapping long-tail channels.

The reduction of the sample size has no effect on the sampling level. With regard to false positives: parallel tests showed that the elimination of false positives slightly diminishes the net reach of total radio, but has no noticeable influence on the total consumption in minutes. A preliminary analysis of the data from the first half of 2023 reveals a very similar picture to the data from the same period of 2022. Once the first full

year in the optimised system has been completed, Mediapulse will be in a position to assess the effects of the sample adjustments on the sampling quality.

Further developments

In 2022, a radio market working group was formed to bundle the research-related needs of the radio providers and forward them to Mediapulse in the form of a briefing on the further development of radio research. Based on this briefing, the representatives of the working group and those responsible for research at Mediapulse agreed to prioritise and pursue two concrete development goals in the short term:

- To integrate radio consumption via headphones in the planning data of the advertising market on the basis of additional surveys and with the aid of arithmetical estimation procedures
- A pilot project to quantify the streaming consumption of radio offerings on the basis of census data

In addition, it was decided to deprioritise the sampling of time-shifted and decoupled content and not to pursue it further at the present time.

Mediapulse is pleased to be able to offer the market further development options. The implementation of these projects will start if the corresponding financing is secured by the radio market.

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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