

High daily reach: TV reaches 63 percent of the Swiss population

Bern, 21 July 2023 – In the first half of 2023, an average 63 percent of the Swiss population aged three years and over consumed the offerings of the TV stations live or time-shifted. This is confirmed by the consumption data collected on behalf of the Mediapulse Foundation.

Twice a year, Mediapulse summarises the television research data and publishes it in a Semester Report. This comprises aggregated observations and permits an overall view of the consumption of the medium of TV in Switzerland. Besides the semester development for the overall Swiss market, data on the licensed TV stations is also published, along with consumption duration, the relevant daily developments and market shares for the individual language regions.

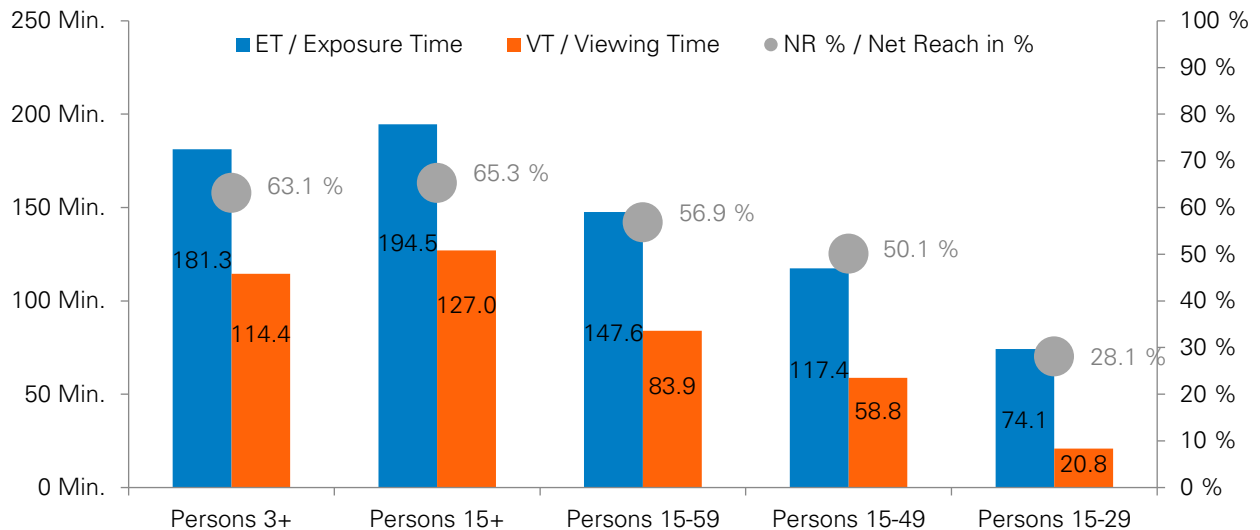
TV consumption in the 1st semester 2023

On an average day in the first half of 2023, a good 4.8 million persons consumed the offerings of the TV stations, either live or time-shifted. Based on all individuals who live in households with one or more TV sets, this corresponds to a net reach of 63 percent. A look at the language regions shows that this figure in German- and French-speaking Switzerland is on a par with the national average. In the Italian-speaking regions, however, the medium of TV reached around 70 percent, which is well above the Swiss average.

TV viewers currently spend an average of 181 minutes a day watching TV programmes. The consumption time per viewer (Exposure Time) varies across the three language regions. Once again, Italian-speaking Switzerland holds the top spot with 214 minutes per day, followed by French-speaking Switzerland with 198 minutes, while viewers in German-speaking Switzerland invest 173 minutes per day in watching TV.

TV consumption overall market Switzerland 1st Semester 2023

Daily reach and consumption time, by age target group



*Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.1.2023-30.6.2023
 Universe: 7'567'000 (3+) / 6'630'000 (15+) / 4'623'000 (15-59) / 3'440'000 (15-49) / 1'309'000 (15-29) persons
 Base sample: 4'413 / 3'807 / 2'220 / 1'460 / 608 (all target groups with guests)
 TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7*

About Mediapulse TV Research

The survey of TV consumption is based on a hybrid sampling approach in which the viewing data from the TV panel is enriched with viewing data based on set-top box data and linked with each other using a method developed by Mediapulse. This results in the creation of the TV Hi-Res data on the basis of the consumption data of around 5,000 physical panellists and around 15,000 virtual user profiles. Mediapulse switched its TV research to this hybrid sampling approach one year ago. Since then, the system has been running stably and the more granular consumption data has successfully established itself in the market.

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 TV reach sampling by Mediapulse AG as generally positive. The Management Summary of the current 2022 audit report as well as the summary of the evaluation of the hybrid sampling approach can be found on the Mediapulse website under the following [link](#)

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

For further information, please contact:

Florence Boinay

Sr. Communications Specialist
florence.boinay@mediapulse.ch
+49 174 626 81 30



Mediapulse AG

info@mediapulse.ch
+41 58 356 47 11

Weltpoststrasse 5
3015 Bern

Badenerstrasse 15
8004 Zürich