

Semester Publication online

1st Half-Year 2023

25.07.2023

AG für Medienforschung
SA pour la recherche sur les médias
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Corporation for Media Research

Results **Online** – 1st Semester 2023

At the beginning of each new semester (i.e., half-year), Mediapulse publishes – as a free service – different figures on the online audience data of the past half-year.

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Short description of the method

Online research is based on two methodological cornerstones: the media panel and the tagging of the participating online media. This combination enables Mediapulse Online Data to quantify the traffic and the user base of the participating websites and apps and to structure them based on content-related, technical and personal characteristics.

- **Universe:** Persons aged 3 and over in private households
- **Universe size:** ~8.3 million persons
- **Sample size:** ~2,100 households, ~5,000 persons, ~10,000 devices
- **Context of consumption:** Survey of the consumption of the participating websites and apps on all devices (Smartphone, Tablet, Laptop, PC). Structuring of the sampling into traffic data (comprehensive granular sampling on a technical basis) and audience data (reach and structural characteristics on a panel basis, @work-only devices not part of the sampling).
- **More information on the method:** www.mediapulse.ch/online

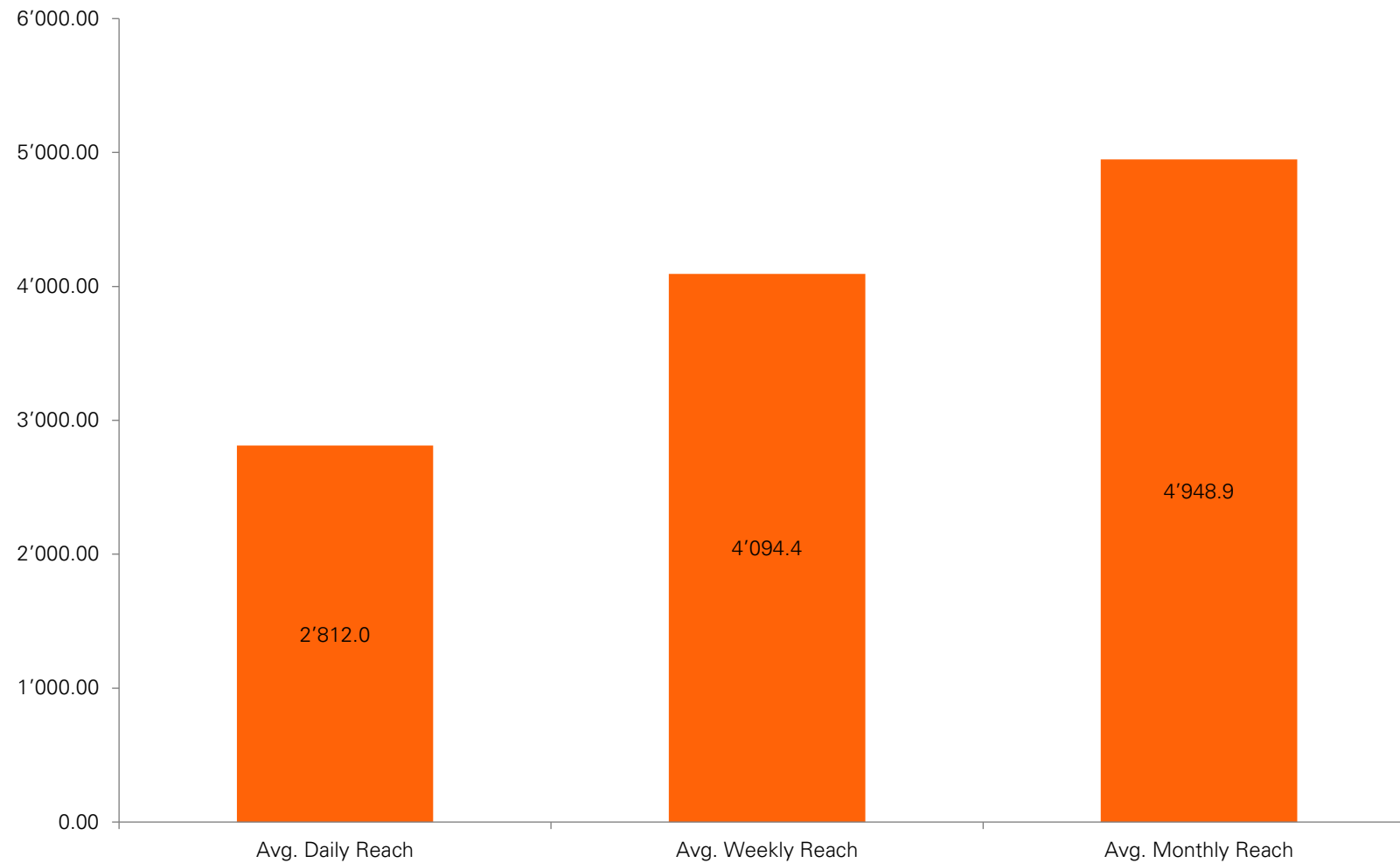




*Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 01.01.2023-30.06.2023
Universe: 8'349'000 persons
Basis: Switzerland, population 3+
Consumption of the participating websites and apps on all devices*

Online total market Switzerland/ population 3+

∅ Daily, weekly, monthly reach in '000, Basis cumulative values

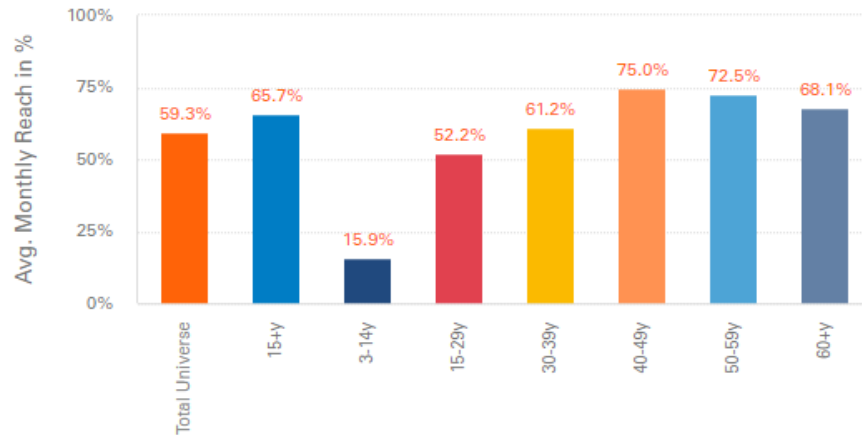




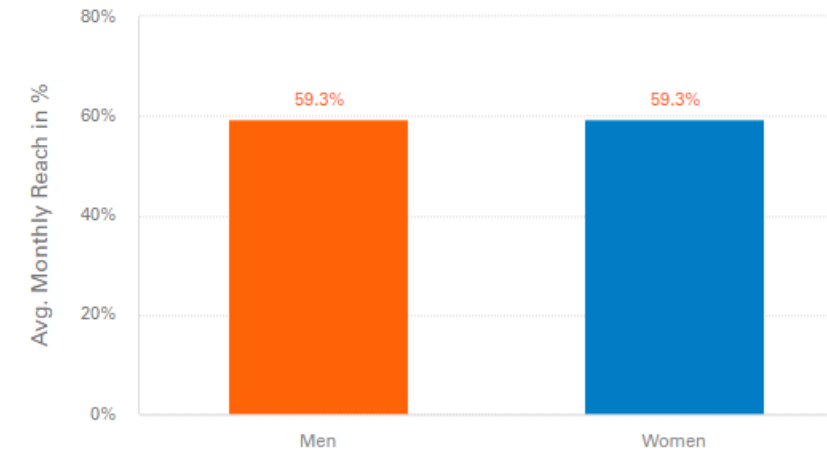
Structural characteristics of the overall online market in Switzerland

Structural characteristics in percent

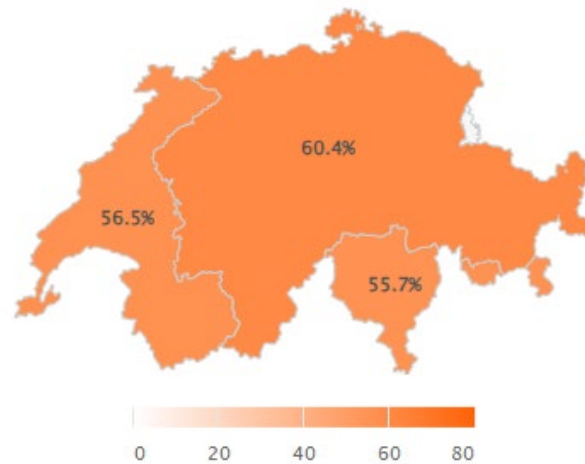
Age



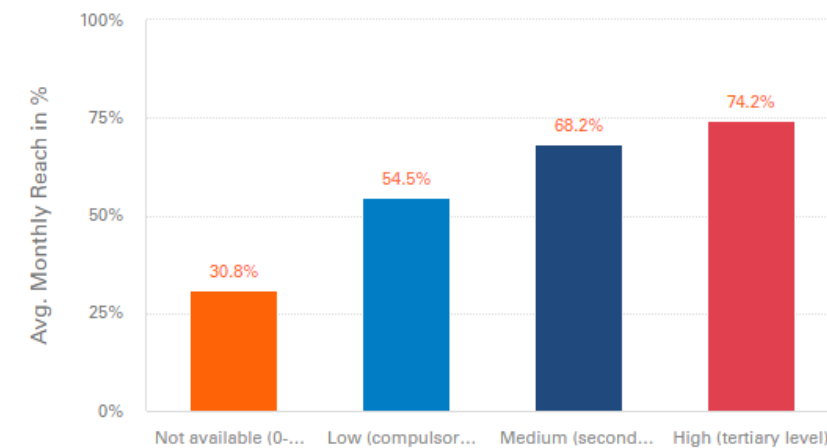
Gender



Region



Education

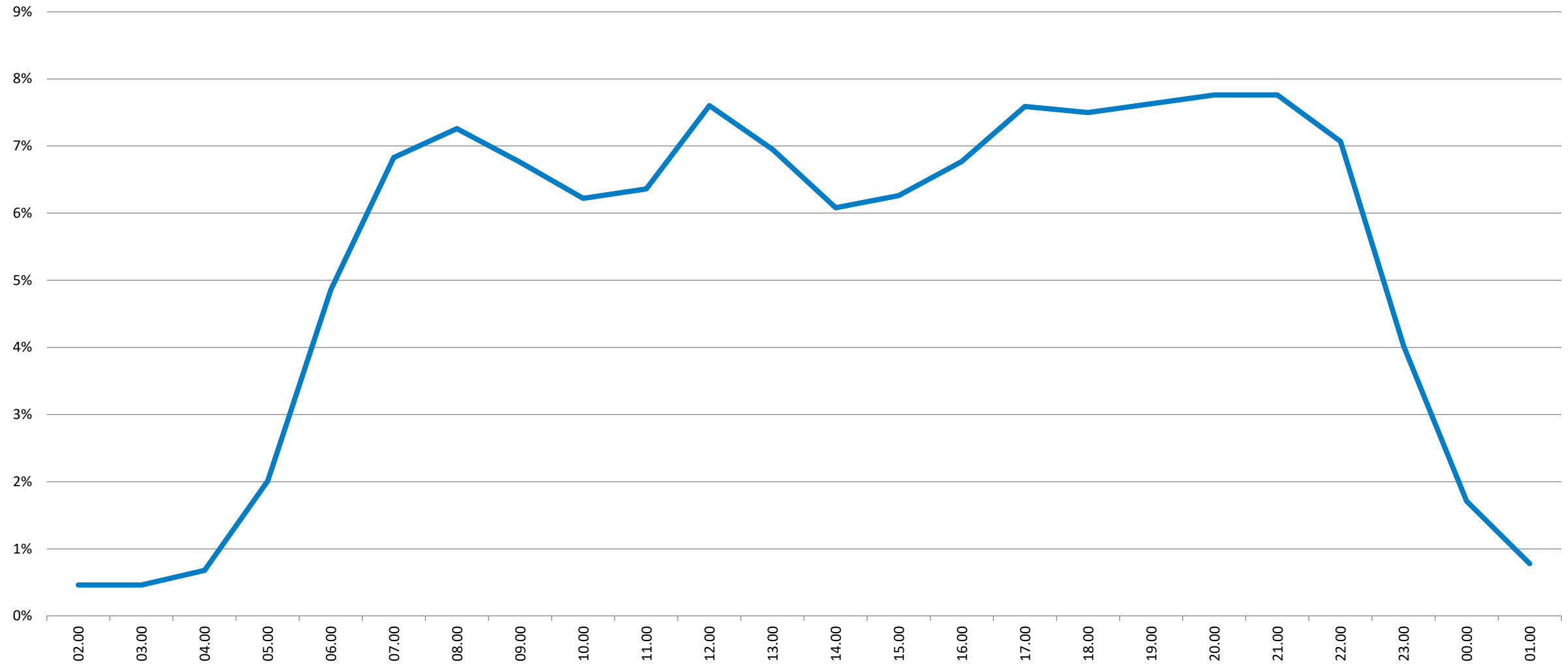




*Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 01.01.2023-30.06.2023
Universe: 8'349'000 persons
Basis: Switzerland, population 3+, Mon-Sun*

Online day pattern, total market Switzerland

Net hourly reach in percent, basis avg. daily reach in percent

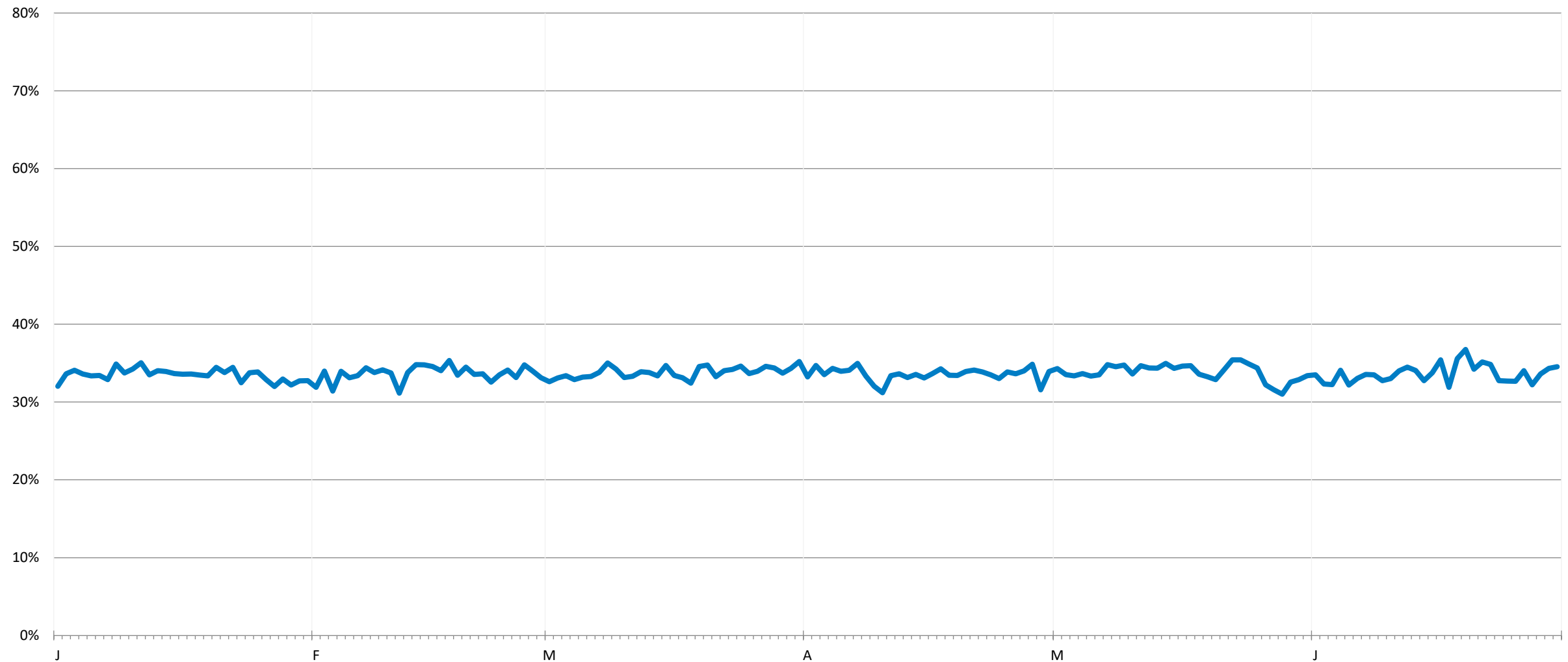




*Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 01.01.2023-30.06.2023
Universe: 8'349'000 persons
Basis: Switzerland, population 3+*

Online curve over Half-Year, total market Switzerland

Basis avg. daily reach in percent





*Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 01.01.2023-30.06.2023
Basis: Switzerland, population 3+*

Ranking Top 10 Online Brands

Avg. daily, weekly and monthly reach in % and '000

| Brand | Avg. Daily Reach in '000 | Avg. Daily Reach in % | Avg. Weekly Reach in '000 | Avg. Weekly Reach in % | Avg. Monthly Reach in '000 | Avg. Monthly Reach in % |
|------------------|--------------------------|-----------------------|---------------------------|------------------------|----------------------------|-------------------------|
| SRF | 1.049,3 | 12,6% | 1.923,9 | 23,0% | 2.674,0 | 32,0% |
| 20 Minuten | 920,0 | 11,0% | 1.544,9 | 18,5% | 2.127,1 | 25,5% |
| Blick | 716,6 | 8,6% | 1.286,8 | 15,4% | 1.894,1 | 22,7% |
| blue News | 406,0 | 4,9% | 873,1 | 10,5% | 1.424,4 | 17,1% |
| 20 Minutes | 280,6 | 3,4% | 492,3 | 5,9% | 699,2 | 8,4% |
| watson | 222,5 | 2,7% | 593,6 | 7,1% | 1.125,4 | 13,5% |
| RTS | 215,9 | 2,6% | 458,4 | 5,5% | 752,6 | 9,0% |
| Tages-Anzeiger | 191,8 | 2,3% | 438,1 | 5,2% | 804,0 | 9,6% |
| Le Matin | 116,3 | 1,4% | 278,2 | 3,3% | 483,4 | 5,8% |
| Luzerner Zeitung | 75,2 | 0,9% | 232,3 | 2,8% | 518,9 | 6,2% |



*Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 01.01.2023-30.06.2023
Basis: Switzerland, population 3+, networks: a limited number of networks are not complete due to incomplete or non-validated tagging.*

Ranking Online Networks

Avg. daily, weekly and monthly reach in % and '000

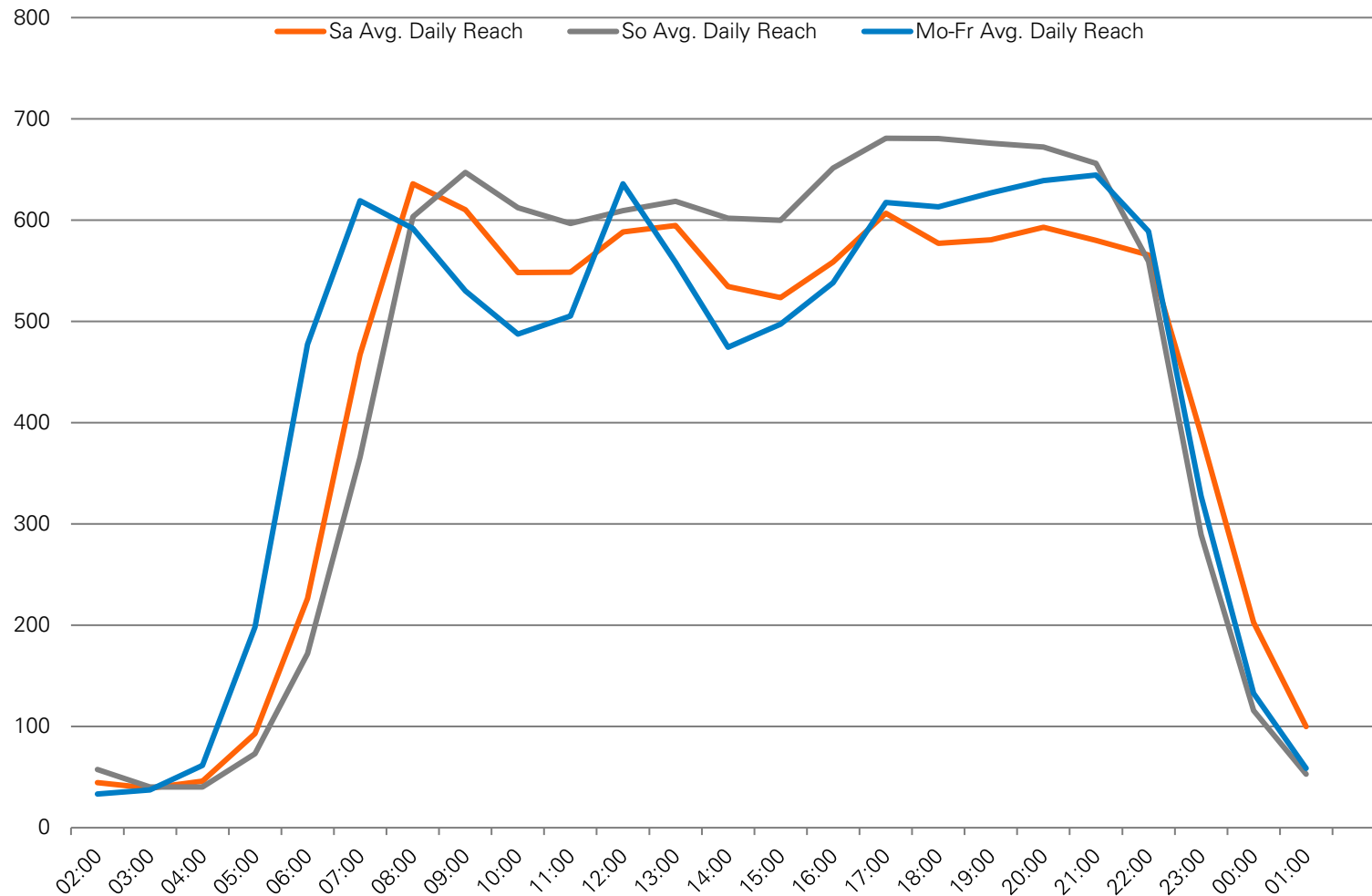
| Network | Avg. Daily Reach in '000 | Avg. Daily Reach in % | Avg. Weekly Reach in '000 | Avg. Weekly Reach in % | Avg. Monthly Reach in '000 | Avg. Monthly Reach in % |
|----------------------------------|--------------------------|-----------------------|---------------------------|------------------------|----------------------------|-------------------------|
| Goldbach Display Network | 1.570,7 | 18,8% | 2599,7 | 31,1% | 3496,8 | 41,9% |
| Goldbach Video Network | 1.566,0 | 18,8% | 2593,5 | 31,1% | 3487,6 | 41,8% |
| SRG SSR | 1.301,3 | 15,6% | 2448,5 | 29,3% | 3497,6 | 41,9% |
| 20 Minuten Online & Tio.ch Kombi | 1.261,3 | 15,1% | 2131,9 | 25,5% | 2931,9 | 35,1% |
| Blick National | 752,2 | 9,0% | 1396,8 | 16,7% | 2126,8 | 25,5% |
| Newsnet national | 501,8 | 6,0% | 1124,6 | 13,5% | 1884,9 | 22,6% |
| Newsnet D-CH | 312,8 | 3,7% | 718,5 | 8,6% | 1236,6 | 14,8% |
| watson national | 253,2 | 3,0% | 695,5 | 8,3% | 1364,9 | 16,3% |
| CH Media Publishing Netz | 222,1 | 2,7% | 662,1 | 7,9% | 1331,8 | 16,0% |
| Tamedia Publications Romandes | 192,7 | 2,3% | 419,1 | 5,0% | 681,4 | 8,2% |
| Newsnet F-CH | 190,2 | 2,3% | 412,0 | 4,9% | 667,3 | 8,0% |
| Romandie Combi | 94,1 | 1,1% | 228,0 | 2,7% | 403,0 | 4,8% |
| Newsnet Bern | 92,8 | 1,1% | 266,5 | 3,2% | 533,8 | 6,4% |
| ESH Médias | 86,2 | 1,0% | 204,2 | 2,4% | 360,7 | 4,3% |
| BNJ | 30,2 | 0,4% | 67,7 | 0,8% | 135,8 | 1,6% |
| Zürcher Regionalzeitung | 25,5 | 0,3% | 101,8 | 1,2% | 250,7 | 3,0% |
| CH Media TV-Netzwerk (regional) | 9,4 | 0,1% | 49,2 | 0,6% | 159,1 | 1,9% |



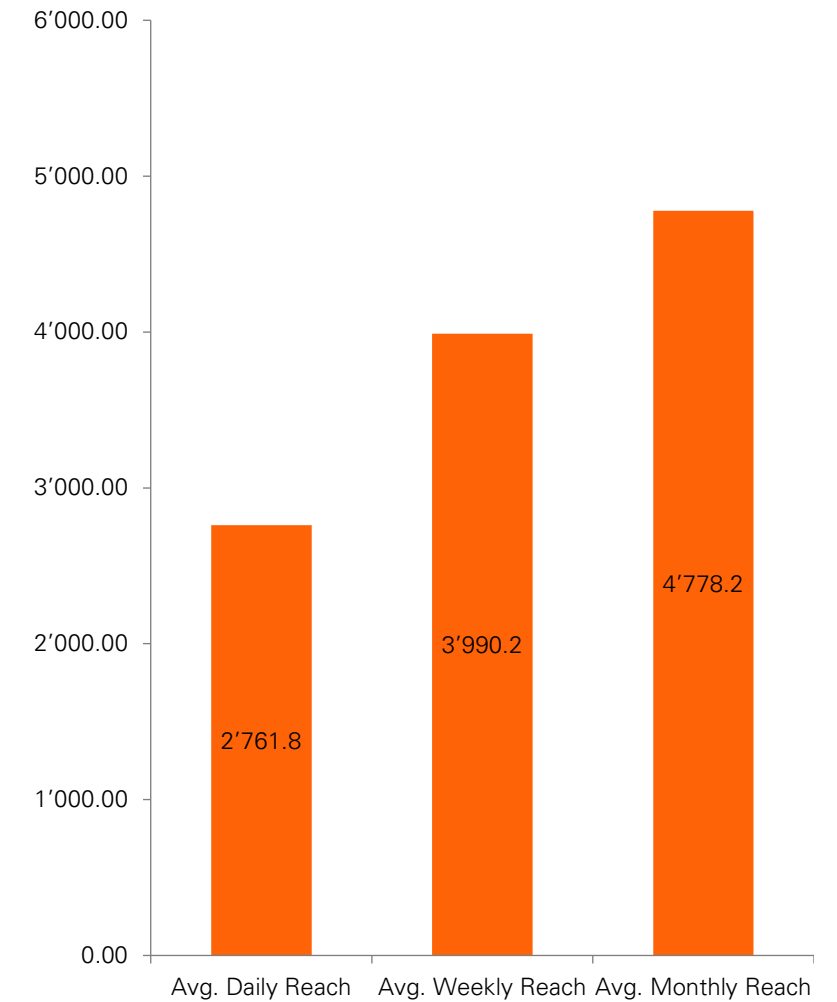
*Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 01.01.2023-30.06.2023
 Universe: 7'272'860 persons
 Basis: Switzerland, population 15+*

Online, total market Switzerland / target group 15+ for cross comparison

Day pattern in '000
 Basis Avg. Daily Reach



∅ Daily, weekly, monthly reach in '000
 Basis cumulative values



Confidence interval

Mediapulse works with confidence intervals in its sampling and in the publication of the data. This must be factored in when interpreting the data.

Why?

A random sample is used to estimate key parameters in the population (e.g. mean values or net ranges). Thus a sample never delivers completely precise data, but only approximate values for the true value in the population, whereby the confidence interval indicates the precision of the estimated range with a given probability.

Definition

“The random range of values that is determined on the basis of a random sample as the result of an interval estimation for an unknown parameter of a population and that satisfies a specified probability.” (Peter P. Eckstein, Repetitorium Statistik)

Or put another way...

“The confidence interval indicates the range within which there is a high, calculable probability that the true value lies.” (Werner Wyss, Marktforschung von A-Z)

Confidence interval 95%

To calculate the confidence interval, one must first determine the probability with which the true value can be assumed to occur. Mediapulse uses the confidence level of 95% as the probability. This probability is also called the confidence coefficient. If a confidence interval of 95% is given, one can be 95% sure that the true value of the parameter lies within this interval.

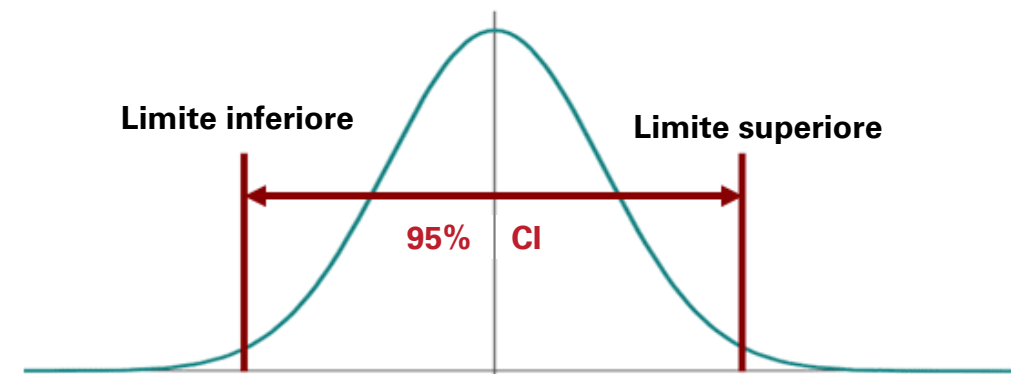
Calculation of the confidence interval (general formula)

To calculate the confidence interval, it is necessary to ascertain the distribution function of the parameter in question (e.g. the mean) in the population. Assuming that this distribution is normally distributed, the confidence interval for the mean is expressed with:

$$CI \text{ for } \mu = \bar{x} \pm z * \frac{s_x}{\sqrt{n-1}}$$

CI = confidence interval, \bar{x} = mean value, \pm = upper/lower limit,

z = z-value for the confidence level, s = standard deviation, n = sample size



Further information

About the Semester Publication

Mediapulse publishes its Semester Publications in the areas of radio, TV and online.

With effect from 1 January 2023, Semester Publications will appear in the following rhythm:

- Radio in the 2nd week of January and the 2nd week of July
- TV in the 3rd week of January and 3rd week of July
- Online in the 4th week of January and 4th week of July

Further information on the method and the data behind the Semester Publications can be found at www.mediapulse.ch

Further publications

In addition to the Semester Publications on radio, TV and online, Mediapulse is also responsible for the following studies:

- Time Use Study
- Establishment Survey

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

Any questions? Please don't hesitate to ask – we're there for you.

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