











# Ranking Top 10 Online Brands nach Tagesreichweite Q3/2022

Ø Netto-Tages-, Wochen-, Monatsreichweite (3-Monats-Mittel Q3/2022) in '000 Personen

	Brand	Avg. Daily Reach in '000	Avg. Weekly Reach in '000	Ø Net Reach in '000 (month)
	SRF	1'030.87	1'907.52	2'639.61
	20 Minuten	880.68	1'518.14	2'122.83
	Blick	767.98	1'346.21	1'976.01
	blue News	425.27	967.14	1'565.31
	local.ch	297.94	868.87	1'716.46
	20 Minutes	275.37	476.66	688.80
	search.ch	246.91	821.20	1'745.98
	watson	234.64	625.09	1'112.32
	Tages-Anzeiger	206.33	511.14	922.80
	RTS	185.85	413.38	722.61



# Ranking Online Netzwerke\* nach Tagesreichweite Q3/2022

Ø Netto-Tages-, Wochen-, Monatsreichweite (3-Monats-Mittel Q3/2022) in '000 Personen

Network	Avg. Daily Reach in '000	Avg. Weekly Reach in '000	Ø Net Reach in '000 (month)
Goldbach Display Network	1'549.93	2'632.49	3'590.71
Ringier Digital Network (RDN)	1'532.32	2'826.95	3'964.26
Goldbach Video Network	1'517.17	2'551.72	3'476.27
SRG SSR	1'256.47	2'400.68	3'467.11
20 Minuten Online & Tio.ch Kombi	1'225.79	2'105.57	2'929.91
Blick National	798.74	1'451.85	2'207.52
localssearch	526.09	1'517.13	2'750.54
Newsnet national	511.12	1'182.35	1'985.89
Newsnet D-CH	327.21	791.32	1'350.54
watson National	251.71	688.12	1'262.64
CH Media Publishing Netz	241.30	735.81	1'430.86
Newsnet F-CH	185.28	395.53	651.63
Romandie Combi	88.35	199.60	363.21
ESH Médias	83.90	194.02	358.32
BNJ	31.48	72.15	135.98

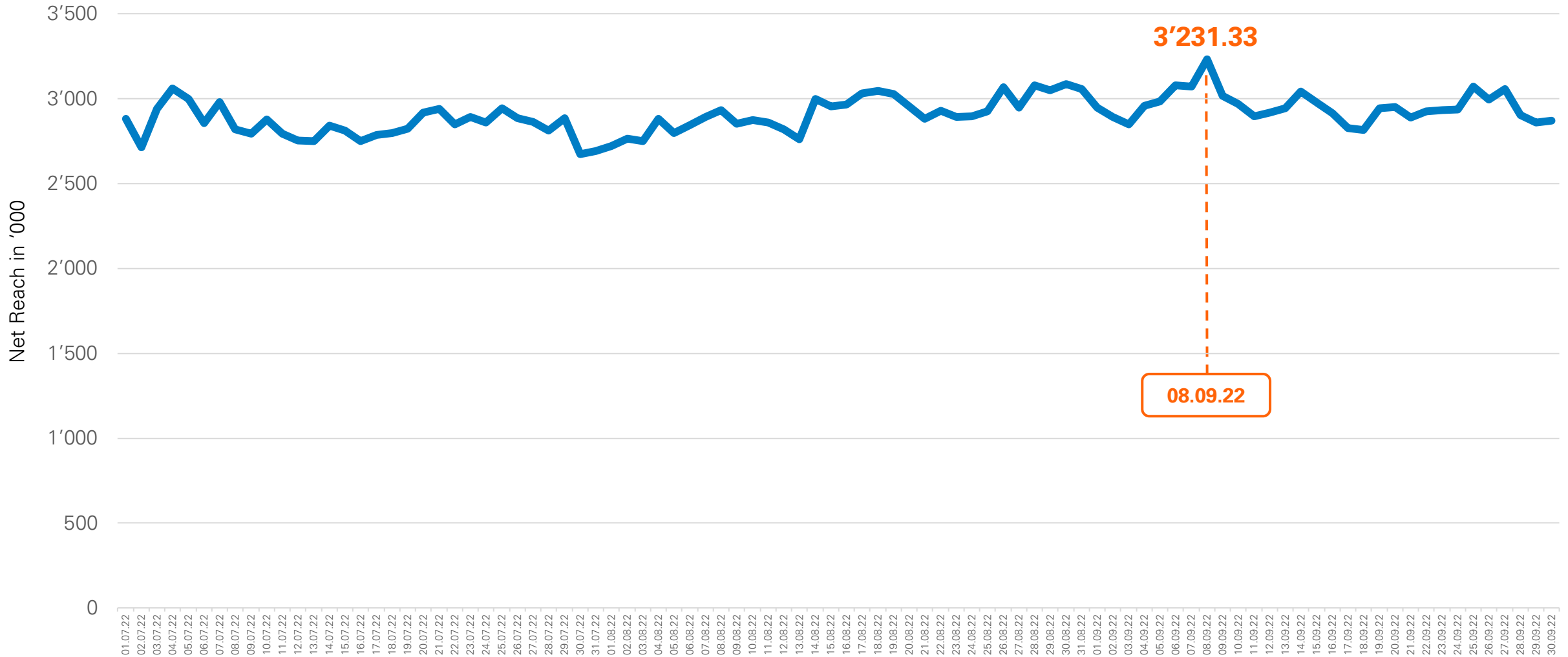


\* Zusammensetzung Netzwerke  
siehe [www.mediapulse.ch](http://www.mediapulse.ch)

# Gesamtmarkt Online Tagesreichweite Q3/2022



Netto-Tagesreichweite (Q3/2022) in '000 Personen

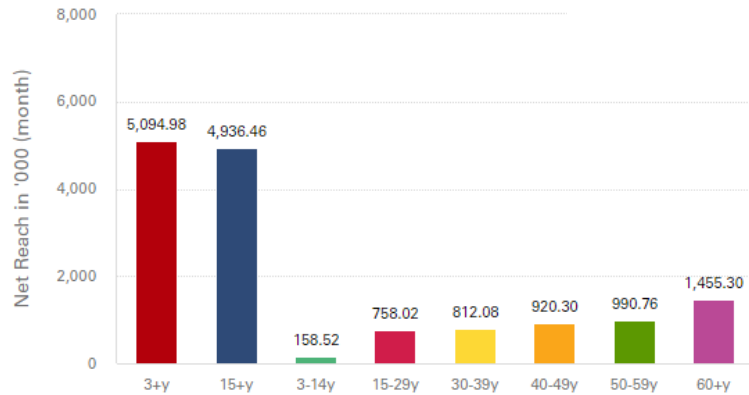


# Gesamtmarkt Online Strukturmerkmale September 2022

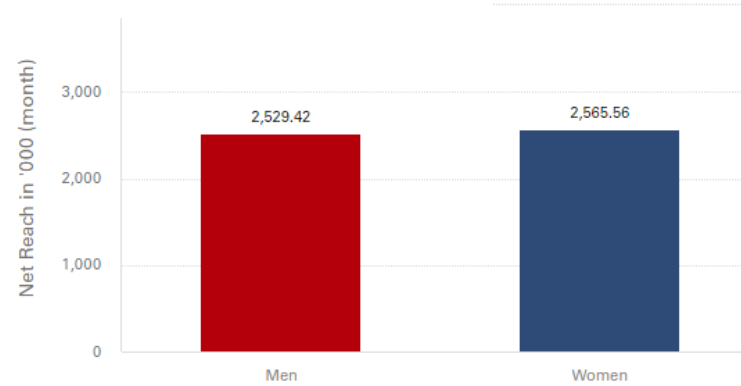
Strukturmerkmale in '000 Personen



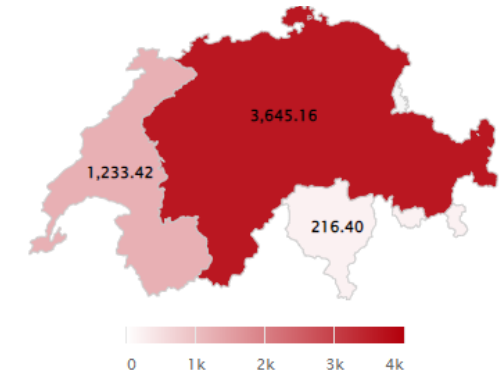
## Alter



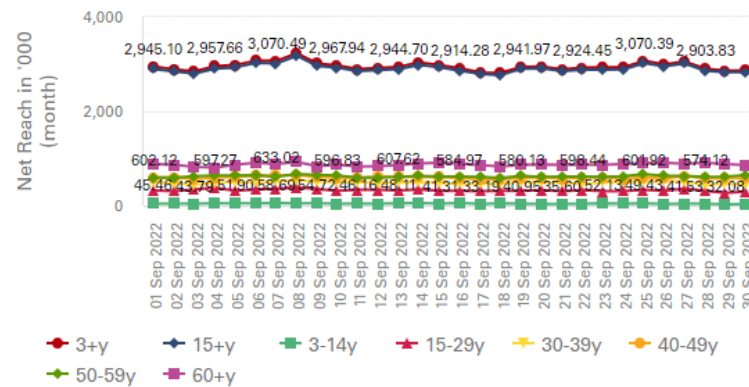
## Geschlecht



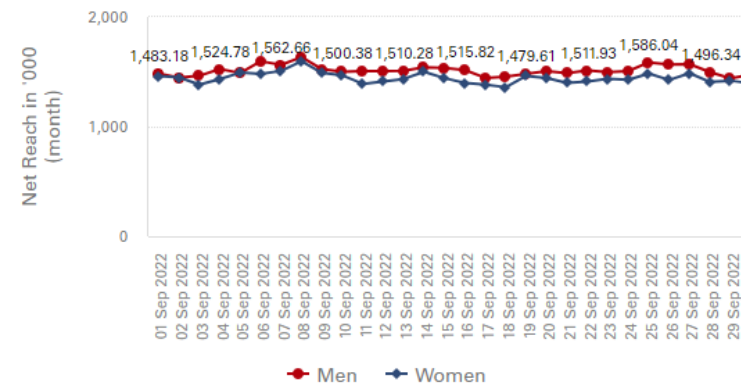
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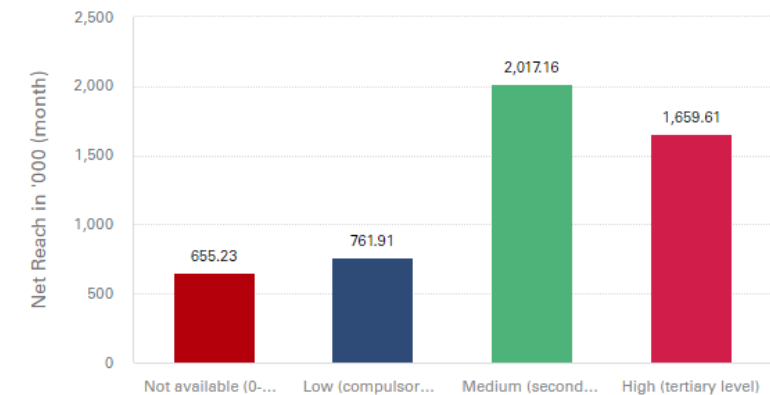
## Alter im Zeitverlauf



## Geschlecht im Zeitverlauf



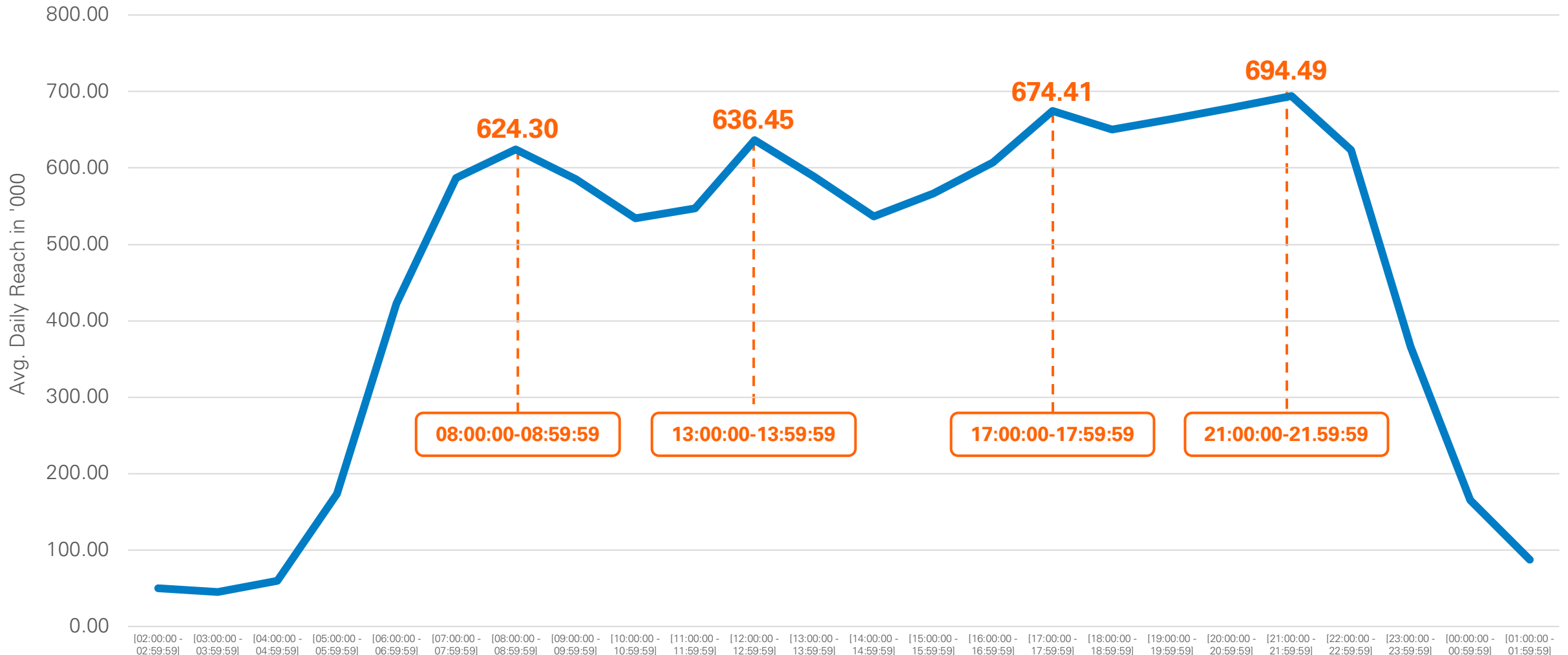
## Bildung



# Gesamtmarkt Online Stundenreichweite Q3/2022













Netto-Stundenreichweiten/Tagesverlauf (3-Monats-Mittel Q3/2022) in '000 Personen



# Classement Top 10 brands online selon pénétration nette quotidienne T3/2022

Ø quotidienne, hebdomadaire, mensuelle (moyenne du trimestre T3/2022) en '000 personnes

	Brand	Avg. Daily Reach in '000	Avg. Weekly Reach in '000	Ø Net Reach in '000 (month)
	SRF	1'030.87	1'907.52	2'639.61
	20 Minuten	880.68	1'518.14	2'122.83
	Blick	767.98	1'346.21	1'976.01
	blue News	425.27	967.14	1'565.31
	local.ch	297.94	868.87	1'716.46
	20 Minutes	275.37	476.66	688.80
	search.ch	246.91	821.20	1'745.98
	watson	234.64	625.09	1'112.32
	Tages-Anzeiger	206.33	511.14	922.80
	RTS	185.85	413.38	722.61



# Classement réseaux\* online selon pénétration nette quotidienne T3/2022

Ø quotidienne, hebdomadaire, mensuelle (moyenne du trimestre T3/2022) en '000 personnes

Network	Avg. Daily Reach in '000	Avg. Weekly Reach in '000	Ø Net Reach in '000 (month)
Goldbach Display Network	1'549.93	2'632.49	3'590.71
Ringier Digital Network (RDN)	1'532.32	2'826.95	3'964.26
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ESH Médias	83.90	194.02	358.32
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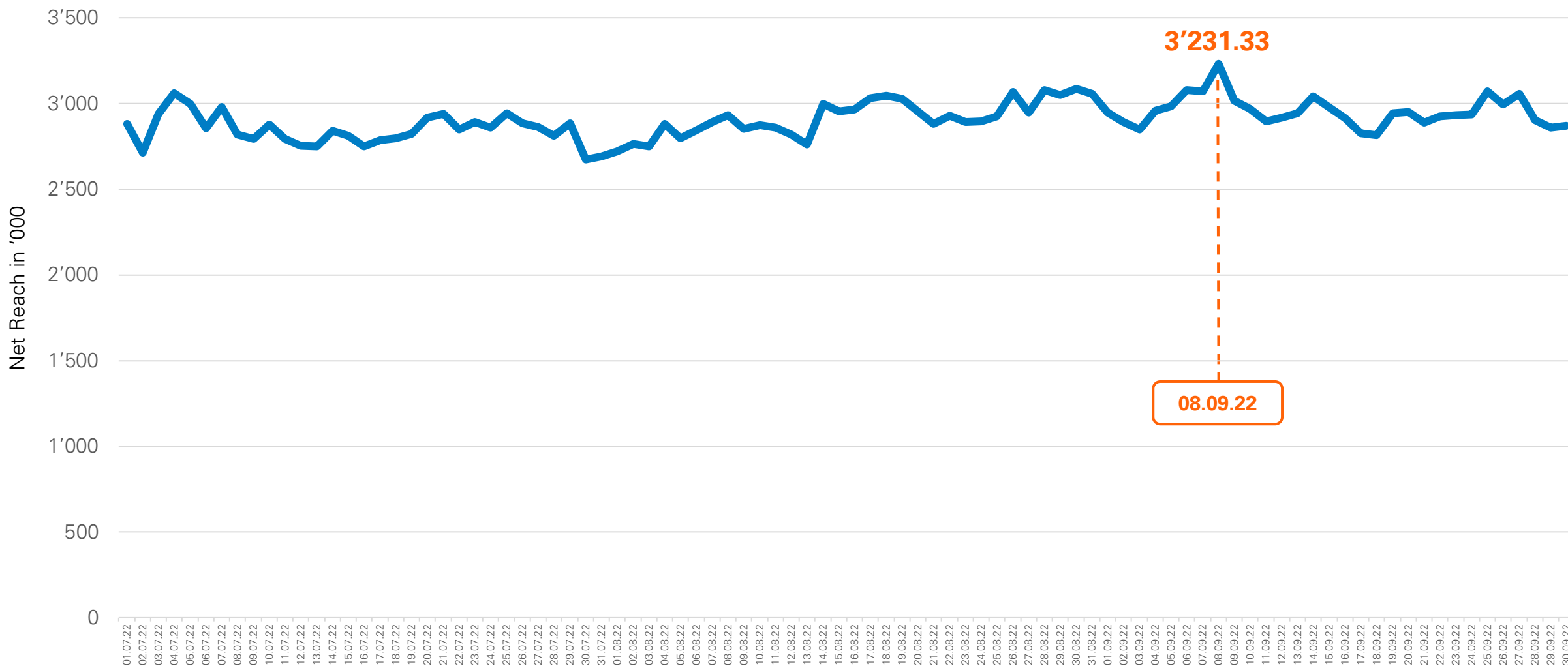


\* Composition des réseaux voir [www.mediapulse.ch](http://www.mediapulse.ch)

# Pénétration nette quotidienne du marché online total T3/2022



Pénétration nette quotidienne (T3/2022) en '000 personnes



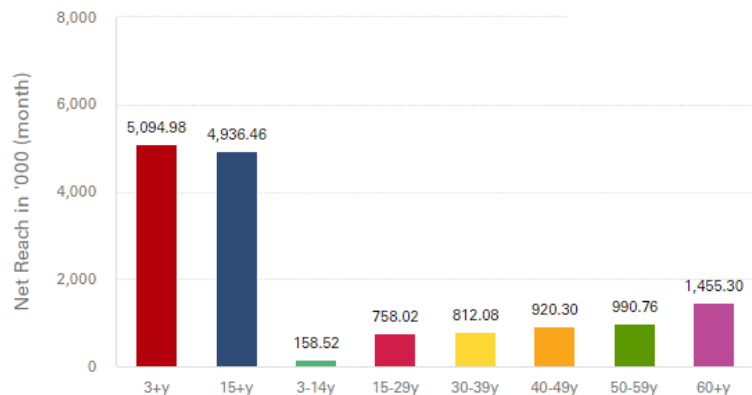


# Variables structurelles du marché online total, septembre 2022

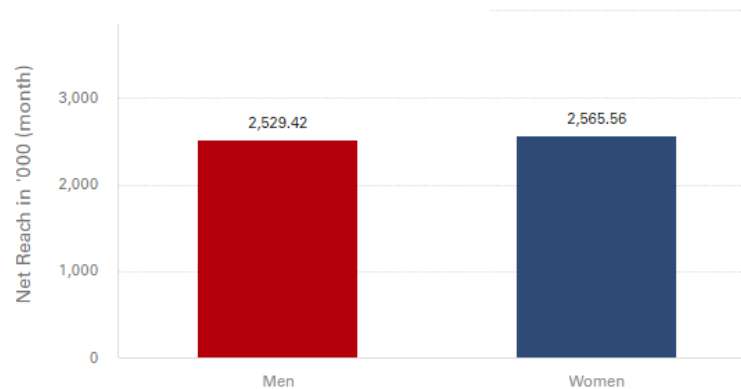


Variables structurelles en '000 personnes

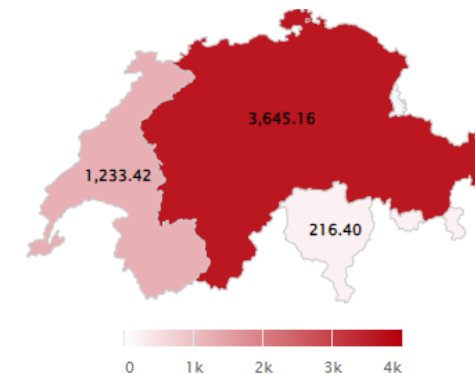
## Âge



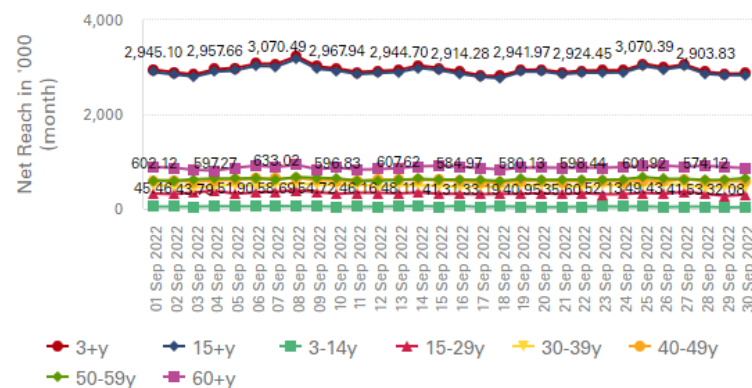
## Sexe



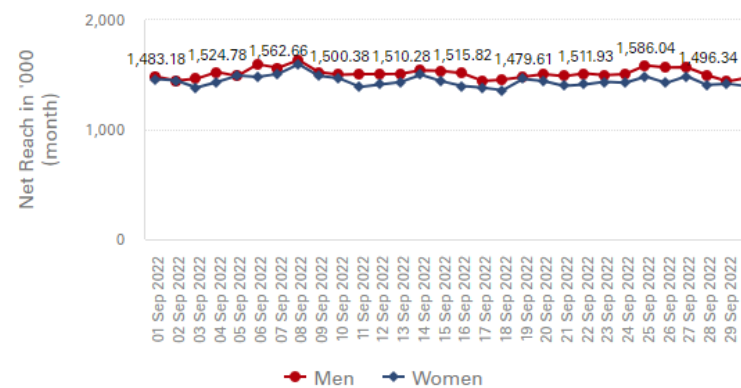
## Région



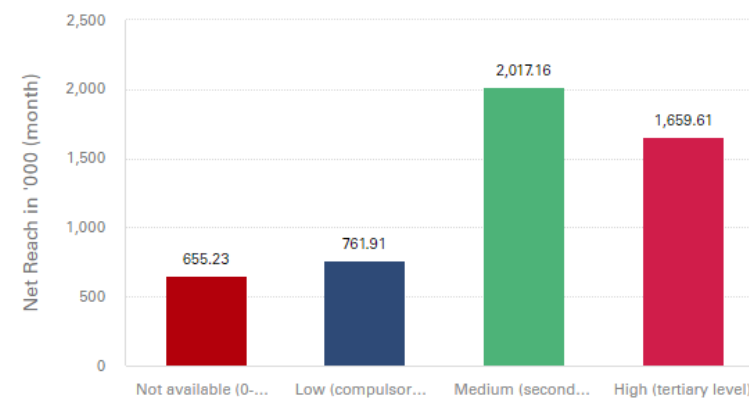
## Âge au fil du temps



## Sexe au fil du temps



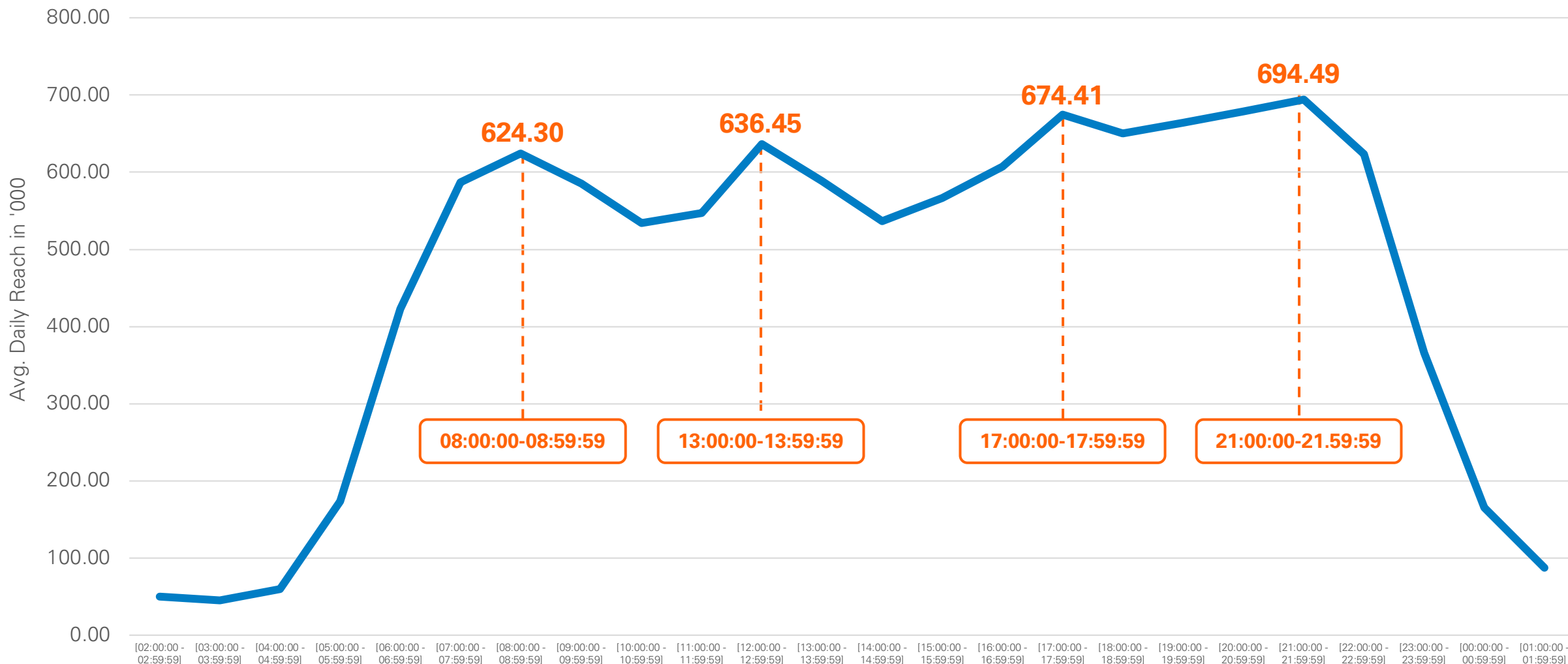
## Formation



# Pénétration nette horaire du marché online total T3/2022













Pénétration au fil de la journée (moyenne trimestrielle T3/2022) en '000 personnes



# Top 10 brand online per penetrazione giornaliera, 3° trimestre 2022

Ø Penetrazione giornaliera, settimanale, mensile netta (media su 3 mesi, 3° trim. 2022) in '000 persone

	Brand	Avg. Daily Reach in '000	Avg. Weekly Reach in '000	Ø Net Reach in '000 (month)
	SRF	1'030.87	1'907.52	2'639.61
	20 Minuten	880.68	1'518.14	2'122.83
	Blick	767.98	1'346.21	1'976.01
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	watson	234.64	625.09	1'112.32
	Tages-Anzeiger	206.33	511.14	922.80
	RTS	185.85	413.38	722.61



# Classifica reti\* online per penetrazione giornaliera, 3° trimestre 2022

Ø Penetrazione giornaliera, settimanale, mensile netta (media su 3 mesi, 3° trim. 2022) in '000 persone

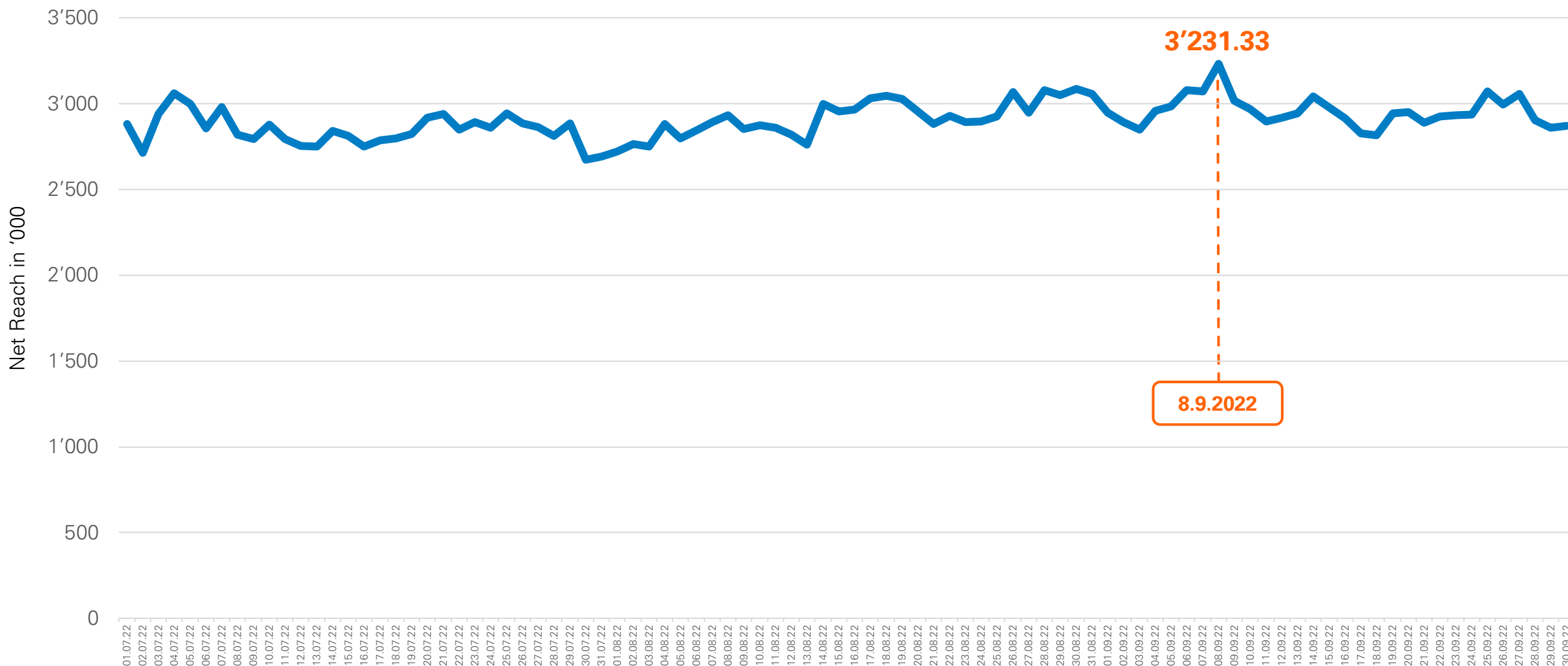
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\* Per la composizione delle reti cfr. [www.mediapulse.ch](http://www.mediapulse.ch)

# Penetrazione giornaliera intero mercato online, 3° trimestre 2022

Penetrazione giornaliera netta (3° trim. 2022) in '000 persone

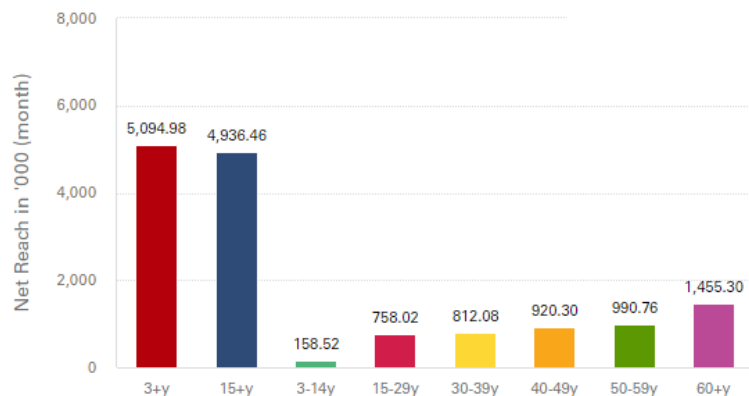


# Caratteristiche strutturali intero mercato online, settembre 2022

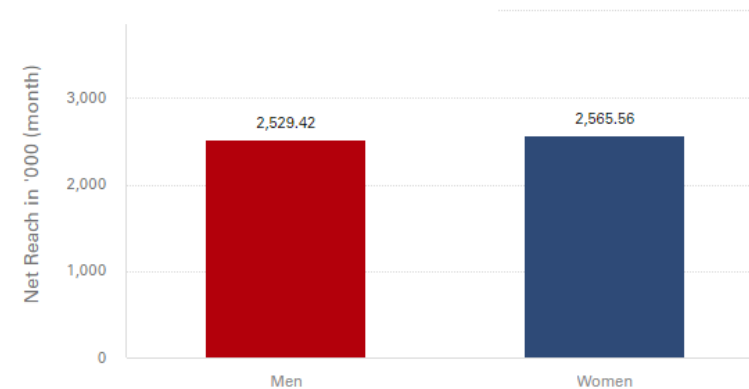


Caratteristiche strutturali in '000 persone

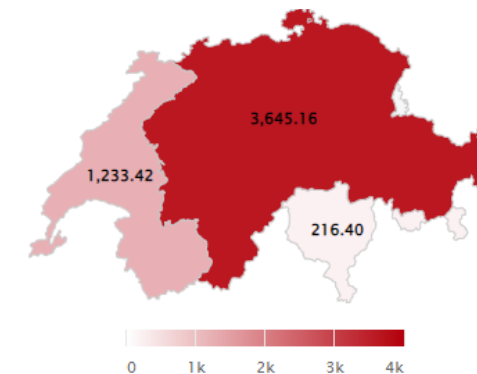
## Età



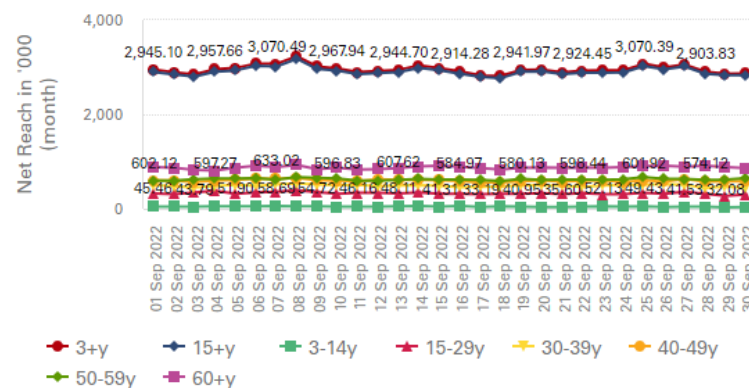
## Sesso



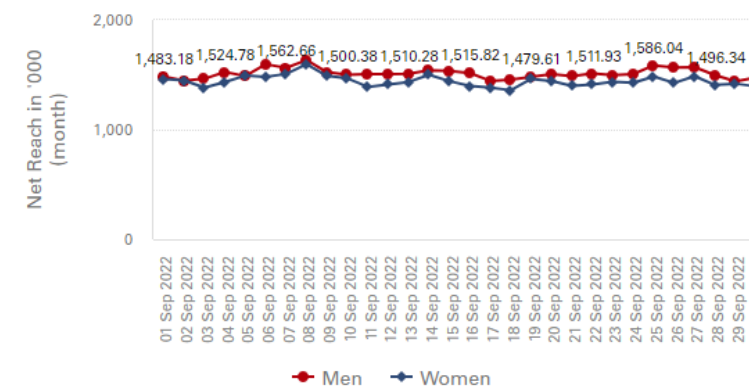
## Regione



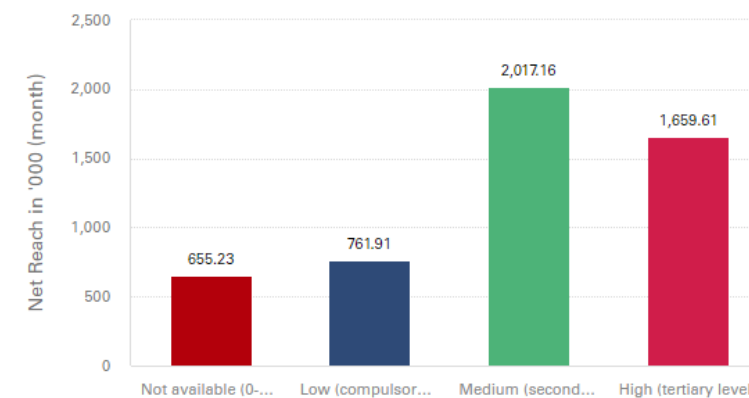
## Età, andamento temporale



## Sesso, andamento temporale



## Formazione



# Penetrazione oraria intero mercato online, 3° trimestre 2022



Penetrazioni orarie nette nel corso della giornata (media su 3 mesi, 3° trim. 2022) in '000

