

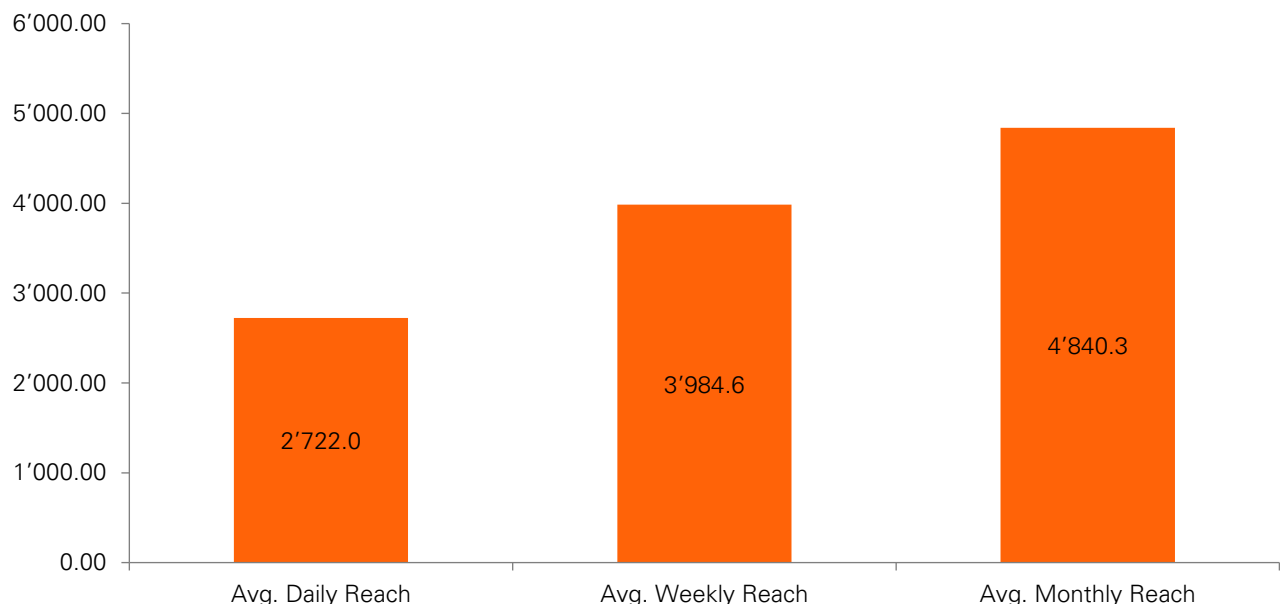
## One in three people use Swiss online media daily

**Zurich, 25 January 2024 – In the second half of 2023, Swiss online media reached 2.7 million people per day, or one-third of the Swiss residential population aged three and over. Over an average month, this reach is as high as 58 percent. This is confirmed by the Online Audience Data collected by Mediapulse.**

Mediapulse’s online research surveys the usage of Swiss online media on the basis of a continuous sampling system, and thus lays the foundation for comparability among the participating websites and apps. Twice a year, Mediapulse summarises the data from its online research and publishes it in a Semester Report.

In the past half-year, this research logged the consumption of 100 internet services with a total of 238 websites and apps. Together, these services reach 2.7 million people every day, which corresponds to a daily reach of 33 percent of the population aged three and over. In the course of an average week, the number of users rises to just under 4 million and to 4.8 million per month.

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



Source: Mediapulse Online Audience Data (Mediapulse Audience Analytics), Survey Period: 1.7.2023-31.12.2023

Universe: 8'349'000 individuals

Basis: Switzerland, population 3+

Usage of the participating websites and apps on all devices

The usage data of the sampled services can be broken down and compared for various aspects using the Online Audience Data. With a monthly reach of 58.4 percent, men show a slightly higher affinity for the sampled services than women (57.5 percent). In the 50 to 59 age group, the monthly reach of 71 percent is substantially higher than in the 15 to 29 age group (50 percent).

The number of users is stable across the various days of the week. A look at the average development during the day shows that online media are present throughout the day, with distinct peaks in usage in the early morning (07:00), at noon (12:00) and in the evening (17:00–22:00). In a daily analysis over the last six months, the highest daily usage figures coincide with the late heatwave at the end of August, surpassing three million users on 23 and 24 August, and with two political events – the National Council elections on 22 October and the Federal Council elections on 13 December – each accounting for 2.9 million users per day, who spent around 27 and 28 minutes respectively on the corresponding platforms.

Mediapulse online research logs the personalised usage of the online services (websites and apps) participating in the research, using a hybrid measurement system that combines the access figures of a traffic measurement service with the user data of a regular household panel. The consumption of the resident population aged three and over is logged across all end devices (PC, tablet, smartphone), regardless of where the consumption takes place (in-home and out-of-home). The continuously recorded usage data is published monthly in corresponding market tools and summarised twice a year in the form of a Semester Report.

## About Mediapulse

As an independent industry organisation, Mediapulse is charged with collecting data on the usage 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](http://www.mediapulse.ch)

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