

## Radio reaches 5.3 million listeners daily

**Bern, 12 January 2024 – The linear channels of domestic and foreign radio stations reached 5.3 million people aged 15 and over every day in the second half of 2023. People who listen to the radio do so for 112 minutes a day. This is confirmed by the consumption data for the second semester of 2023 collected on behalf of the Mediapulse Foundation.**

In the past half-year, the radio genre was once again able to count on a large and loyal user base with a stable time budget for listening to radio programmes. On an average day, linear radio in Switzerland reaches 5.3 million people aged 15 and over, which corresponds to a daily reach of 72 percent. The daily consumption time per listener amounts to 112 minutes. If this is extrapolated to the total population, it reveals that an adult person listens to the radio for an average of 81 minutes per day.

The number of listeners and the scope of radio consumption varies across the three language regions. With a daily reach of 77 percent, linear radio achieves the highest penetration in Italian-speaking Switzerland. In the German-speaking region, the daily reach is 73 percent. By contrast, radio listeners in the German-speaking region consume the medium for 117 minutes a day, six minutes longer than their compatriots in the Italian-speaking region. With a daily reach of 69 percent and a daily consumption time per listener of 96 minutes, radio consumption in French-speaking Switzerland is below the national average for both indicators.

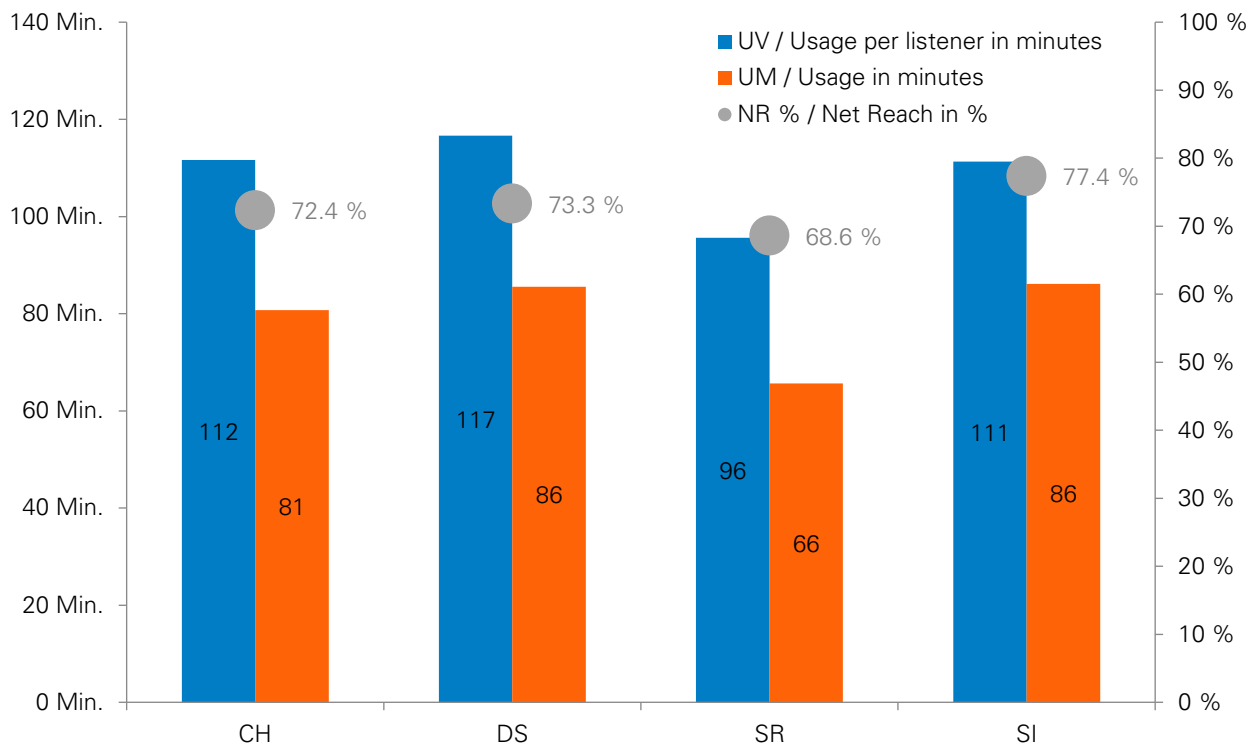
A comparison with the second half of 2022 confirms two opposing trends in radio consumption that have also been observed in previous years. First, the daily reach of radio in Switzerland fell from 75 percent in the second half of 2022 to 72 percent in the past six months. Second, the daily listening time per listener rose from 109 to 112 minutes. In other words: in compared to 2022 linear radio reaches fewer people, but they listen for longer.

Mediapulse radio research captures the linear consumption of radio channels across all analogue and digital distribution vectors. Due to the technological and economical constraints of the research, linear radio consumption via headphones is not taken into account, nor is time-delayed or on-demand consumption of radio services. On the other hand, the consumption of live streaming is logged, provided it does not take place via headphones.

For more results on radio consumption in the second half of 2023, please visit the Mediapulse website at the following [link](#).

## Consumption in overall market Switzerland

Daily reach and duration of consumption, by language region



Source: Mediapulse Radio Data (Evogenius Reporting), Survey Period: 1.7.2023-31.12.2023

Universe (T): 7'261.3 (CH) / 5'191.9 (DS) / 1'755.2 (SR) / 314.2 (SI) individuals

Participants: 8'860 / 5'757 / 2'221 / 882, sampling days: 293'966 / 191'225 / 72'710 / 30'031, 24 hrs, Mon-Sun

## 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](http://www.mediapulse.ch)

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