

Semester Publication

RADIO

2nd Half-Year 2023

12.01.2024

AG für Medienforschung
SA pour la recherche sur les médias
SA per la ricerca sui media
SA per la perscrutaziun da las medias
Corporation for Media Research

Results **Radio** – 2nd Semester 2023

At the beginning of each new semester (half-year period), Mediapulse publishes – as a free service – different figures on the radio consumption of the past half-year.

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Short description of method

The sampling of radio consumption takes place within a panel and is based on the principle of audio matching. A wristwatch serves as the sampling device for participants.

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.

- **Universe:** Individuals aged 15 and over in private households
- **Universe size:** ~7.3 million individuals
- **Sample size:** 8'860 individuals
- **Sampling days:** 293'966, 24 hrs, Mon–Sun
- **Context of consumption:** The audio matching method works as follows: the acoustic environment registered by the sampling device is compared with a reference database of radio stations, which enables the identification of the radio station currently being listened to by the panellists.
- **More information on the method:** www.mediapulse.ch/radio

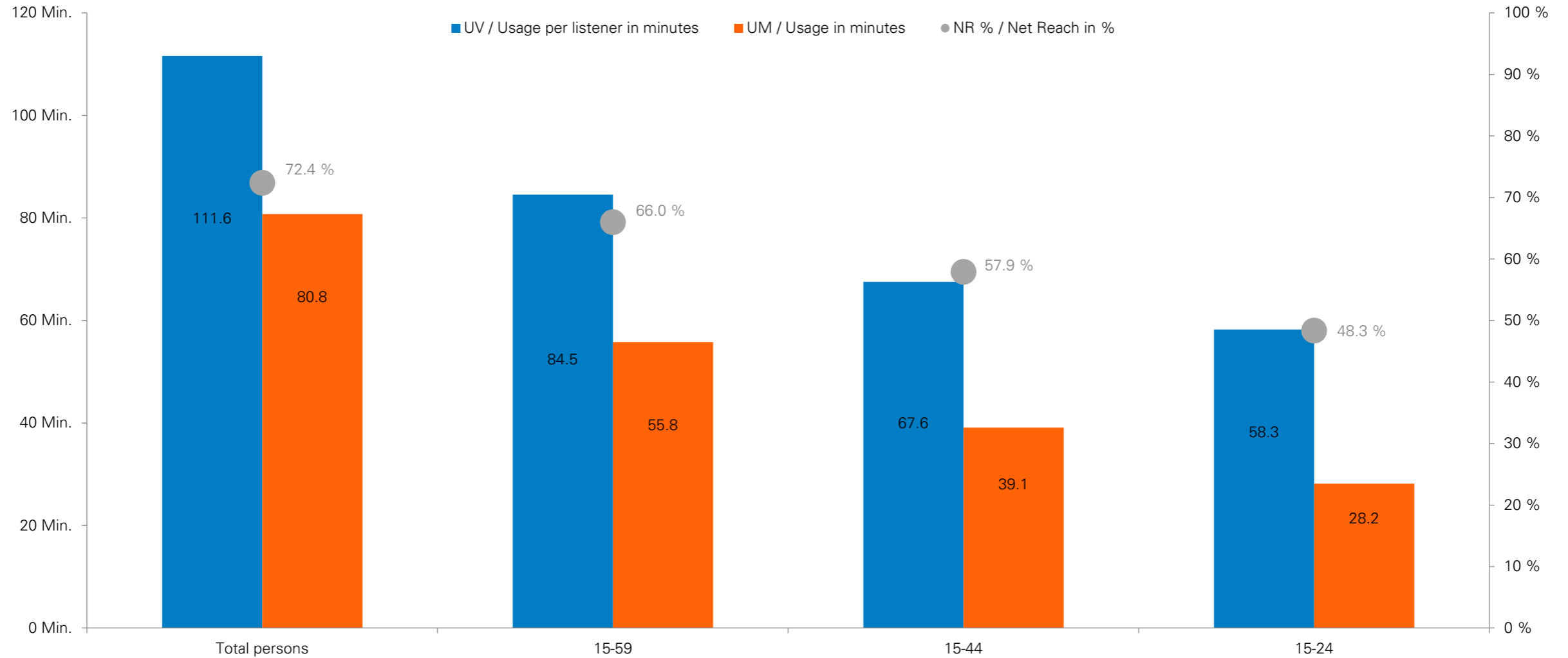




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
Universe (T): 7'261.3 (15+) / 5'134.6 (15-59) / 3'276.0 (15-44) / 873.9 (15-24) individuals
Participants: 8'860 / 6'248 / 3'936 / 1'004, sampling days: 293'966 / 198'885 / 120'4561 / 29'595, 24 hrs, Mon-Sun

Consumption total market Switzerland

Daily reach and consumption time, by age target group

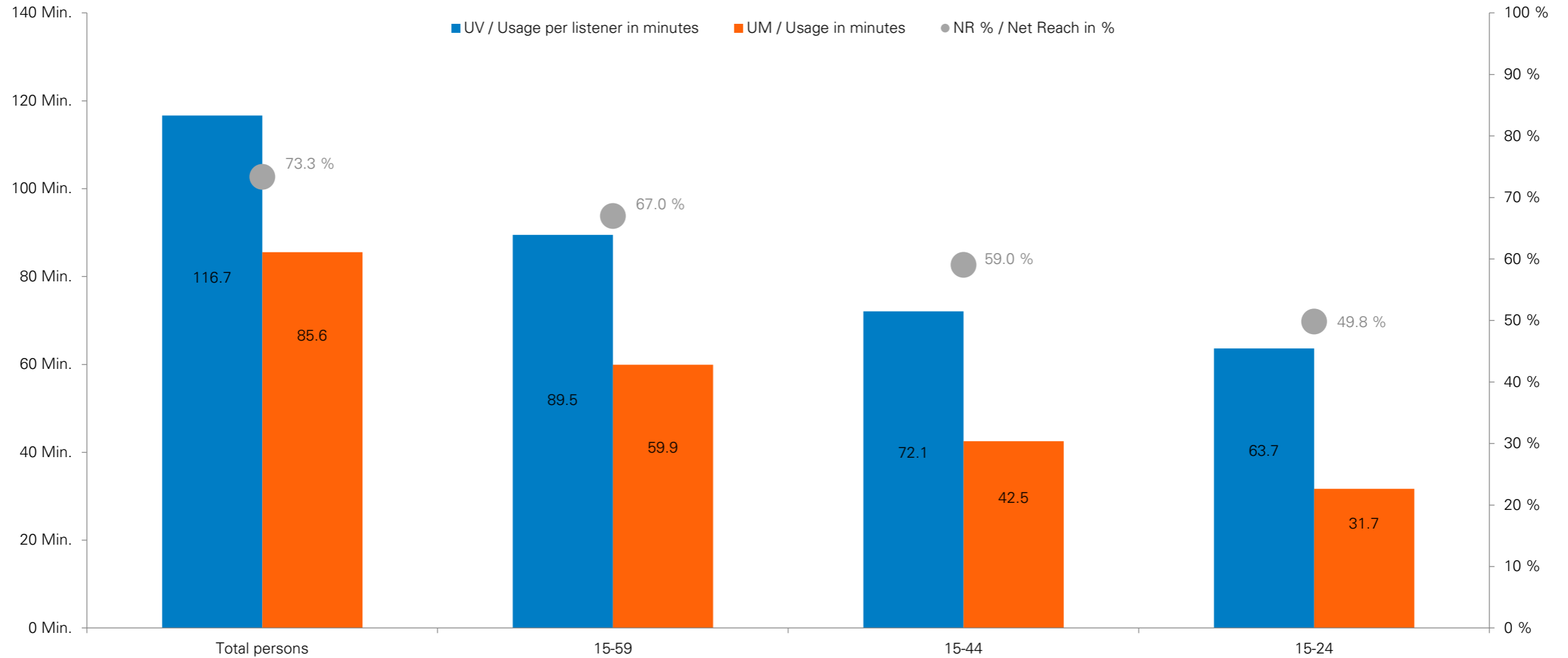




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
Universe (T): 5'191.9 (15+) / 3'650.5 (15-59) / 2'327.2 (15-44) / 600.2 (15-24) individuals
Participants: 5'757 / 4'036 / 2'545 / 610, sampling days: 191'225 / 128'929 / 77'740 / 17'923, 24 hrs, Mon-Sun

Consumption German-speaking Switzerland

Daily reach and consumption time, by age target group

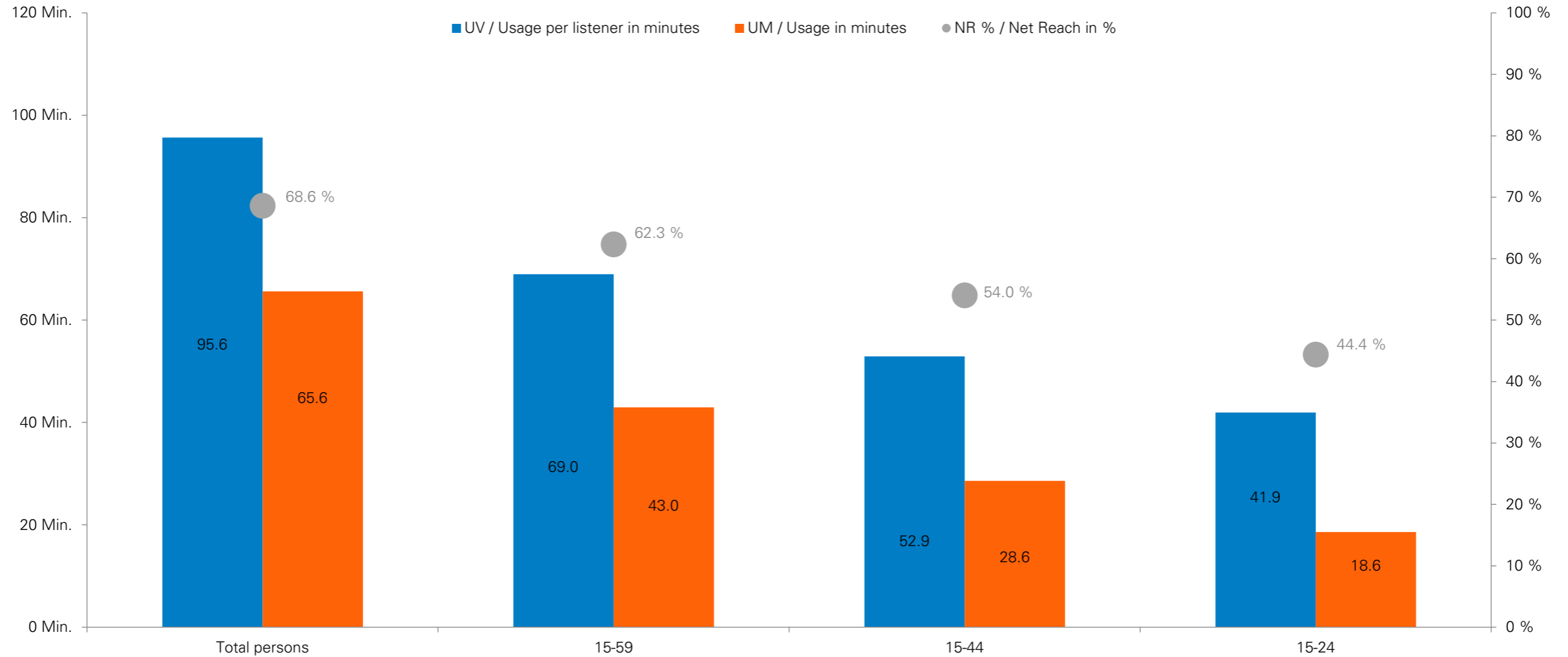




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
Universe (T): 1'755.2 (15+) / 1'276.4 (15-59) / 828.2 (15-44) / 237.0 (15-24) individuals
Participants: 2'221 / 1'626 / 1'052 / 287, sampling days: 72'710 / 50'865 / 31'999 / 8'549, 24h, Mon-Sun

Consumption French-speaking Switzerland

Daily reach and consumption time, by age target group

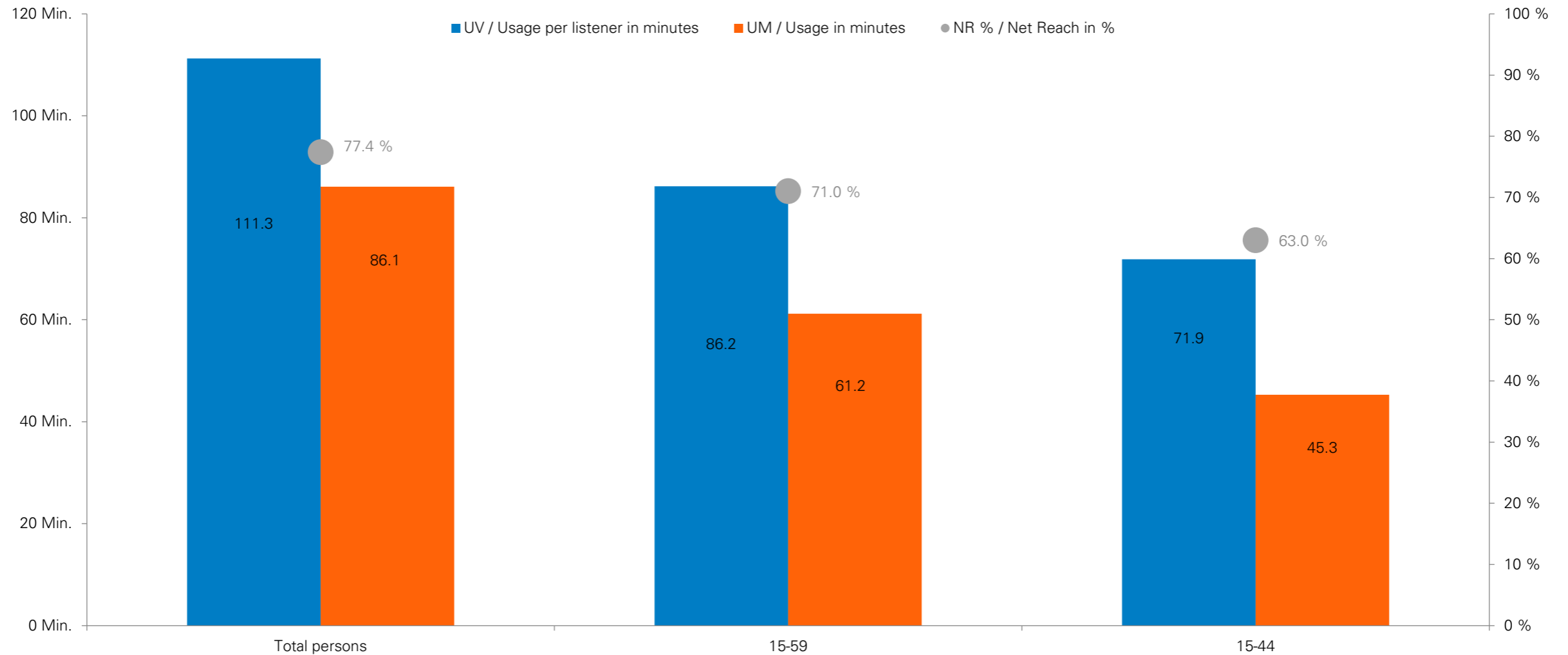




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
Universe (T): 314.2 (15+) / 207.6 (15-59) / 120.5 (15-44) individuals
Participants: 882 / 586 / 339 , sampling days: 30'031 / 19'091 / 10'717, 24h, Mon-Sun

Consumption Italian-speaking Switzerland

Daily reach and consumption time, by age target group

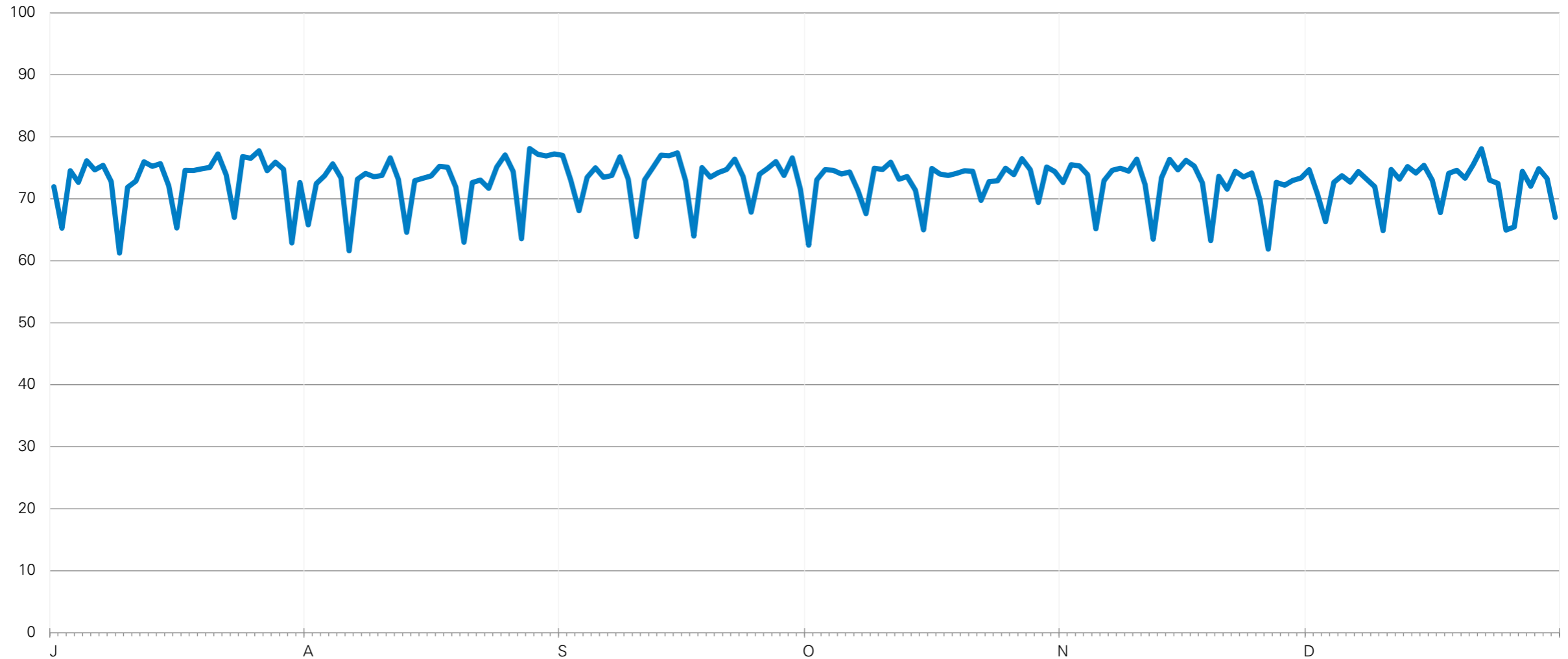




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
Universe (T): 7'261.3 individuals, target group 15+
Participants: 8'860, sampling days: 293'966, 24h

Radio curve over Half-Year, total market Switzerland

Daily net reach in percent

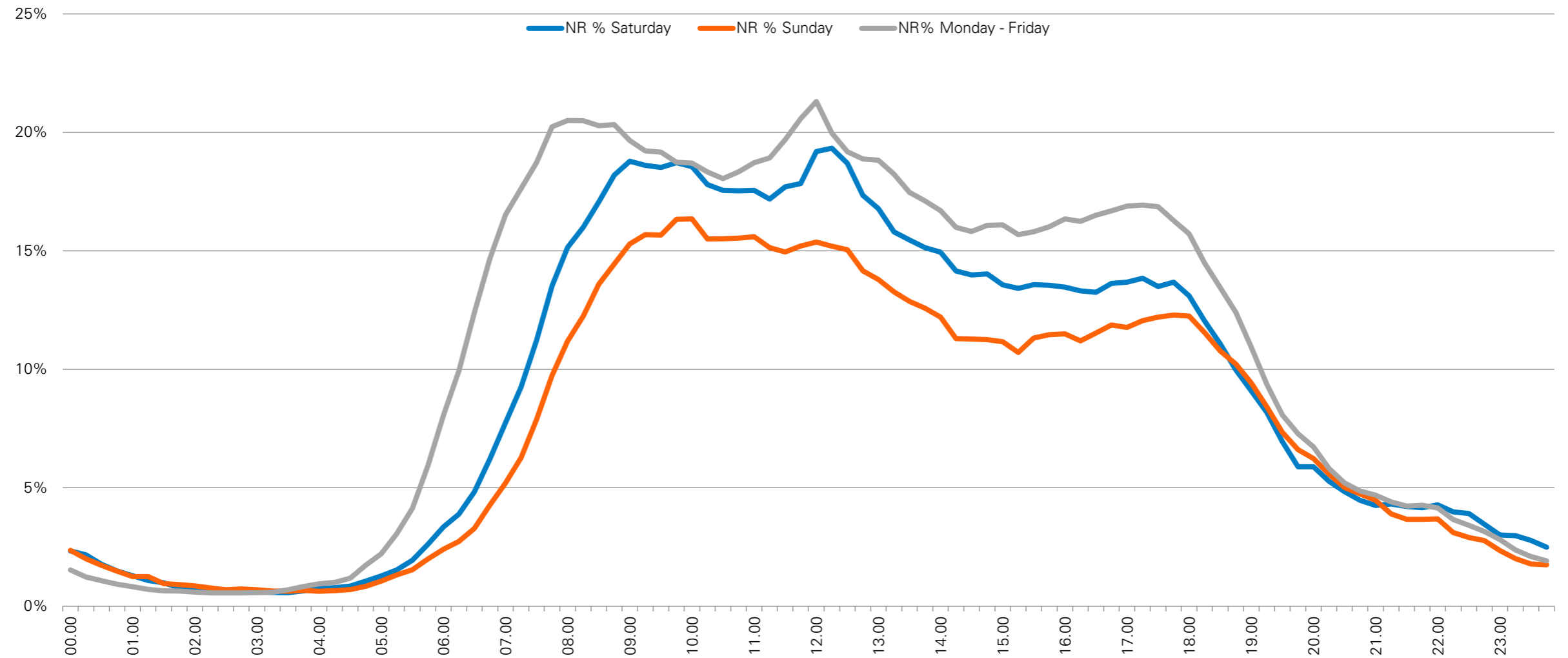




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
Universe (T): 5'191.9 individuals
Participants: 5'619 (Mon-Fri), 5'571 (Sat), 5'533 (Sun), sampling days: 134'899 (Mon-Fri), 28'333 (Sat), 27'993 (Sun), shown in 15-minute time segments

Day pattern for radio, German-speaking Switzerland

Net reach in percent

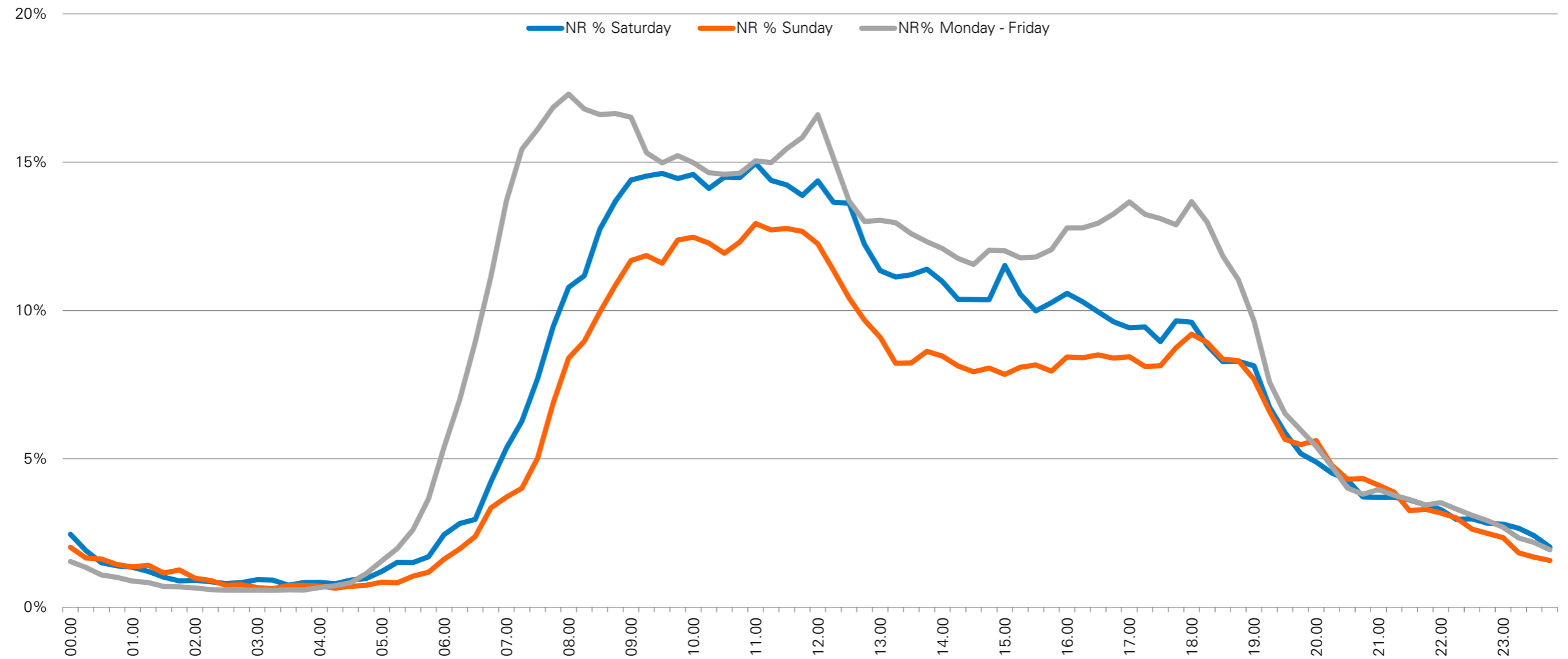




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
Universe (T): 1'755.2 individuals
Participants: 2'171 (Mon-Fri), 2'146 (Sat), 2'115 (Sun), sampling days: 51'612 (Mon-Fri), 10'661 (Sat), 10'437 (Sun), shown in 15-minute time segments

Day pattern for radio, French-speaking Switzerland

Net reach in percent

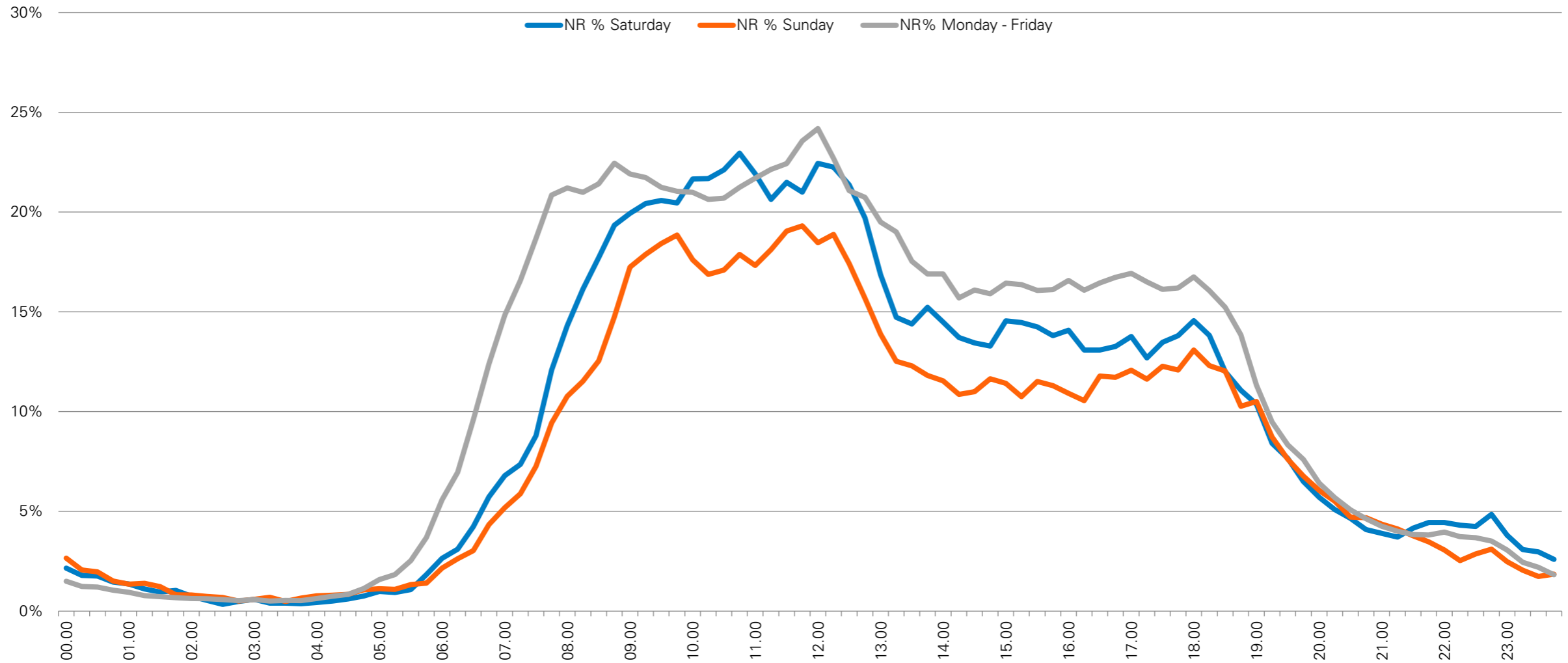




Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
Universe (T): 314.2 individuals
Participants: 862 (Mon-Fri), 851 (Sat), 850 (Sun), sampling days: 21'263 (Mon-Fri), 4'434 (Sat), 4'334 (Sun), shown in 15-minute time segments

Day pattern for radio, Italian-speaking Switzerland

Net reach in percent





Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
 Universe (T): 5'191.9 individuals, target group: 15+
 Participants: 5'757, sampling days: 191'225, 24 hrs

Audience figures German-speaking Switzerland

Mon-Sun

Station	2nd Semester 2022						1st Semester 2023						2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Total radio	76.00	[75.35 - 76.64]	3'914.98	114.17	86.76	100.00	74.27	[73.54 - 75.01]	3'856.12	116.75	86.71	100.00	73.33 °	[72.58 - 74.08]	3'807.01	116.67	85.55	100.00
Radio groups																		
Total SRG SSR	49.54	[48.70 - 50.38]	2'552.02	101.85	50.45	58.15	48.52	[47.59 - 49.45]	2'519.04	106.20	51.53	59.42	47.20 °	[46.26 - 48.13]	2'450.48	104.14	49.15	57.45
Private Stations CH	46.79	[45.94 - 47.65]	2'410.55	71.01	33.23	38.30	44.06	[43.10 - 45.02]	2'287.60	73.52	32.39	37.36	44.21 °	[43.25 - 45.18]	2'295.50	76.42	33.79	39.49
foreign	8.02	[7.58 - 8.46]	413.25	38.33	3.07	3.54	6.46	[6.01 - 6.92]	335.54	43.16	2.79	3.22	6.34 °	[5.89 - 6.78]	328.92	41.25	2.61	3.05
SRG SSR																		
Total SRF	43.38	[42.49 - 44.26]	2'234.57	104.06	45.14	52.03	42.57	[41.59 - 43.54]	2'210.00	108.30	46.10	53.16	41.02 °	[40.04 - 42.00]	2'129.62	107.18	43.97	51.39
SRF 1	23.15	[22.35 - 23.95]	1'192.42	104.21	24.12	27.80	22.70	[21.81 - 23.59]	1'178.48	108.70	24.67	28.46	21.40 °	[20.54 - 22.27]	1'111.31	104.63	22.40	26.18
SRF 2 Kultur	3.15	[2.81 - 3.49]	162.18	70.24	2.21	2.55	2.91	[2.54 - 3.29]	151.13	76.00	2.21	2.55	2.43 °	[2.11 - 2.76]	126.24	75.30	1.83	2.14
SRF 3	18.32	[17.62 - 19.02]	943.63	62.42	11.43	13.18	17.43	[16.67 - 18.19]	904.89	63.06	10.99	12.68	17.42 °	[16.65 - 18.19]	904.55	67.15	11.70	13.67
SRF 4 News	2.57	[2.29 - 2.85]	132.37	36.83	0.95	1.09	2.72	[2.42 - 3.03]	141.33	31.97	0.87	1.00	2.55	[2.25 - 2.85]	132.45	34.94	0.89	1.04
SRF Musikwelle	5.67	[5.19 - 6.15]	292.13	110.77	6.28	7.24	5.72	[5.19 - 6.25]	296.81	123.57	7.06	8.15	5.61	[5.08 - 6.14]	291.23	123.57	6.93	8.10
SRF Virus	0.57	[0.47 - 0.67]	29.34	25.45	0.14	0.17	0.62	[0.49 - 0.76]	32.29	46.14	0.29	0.33	0.61	[0.48 - 0.74]	31.73	35.53	0.22	0.25
Radio RTR	0.52	[0.42 - 0.63]	27.00	63.97	0.34	0.39	0.43	[0.32 - 0.54]	22.41	81.45	0.35	0.41	0.44	[0.33 - 0.55]	22.95	83.24	0.37	0.43
Total SSAT	10.74	[10.29 - 11.20]	553.41	39.95	4.29	4.95	10.34	[9.86 - 10.82]	536.70	42.82	4.43	5.10	10.52	[10.03 - 11.01]	546.16	39.82	4.19	4.90
Radio Swiss Jazz	0.68	[0.54 - 0.81]	34.92	41.26	0.28	0.32	0.56	[0.43 - 0.70]	29.21	44.62	0.25	0.29	0.56	[0.43 - 0.69]	29.05	56.87	0.32	0.37
Radio Swiss Pop	8.84	[8.45 - 9.22]	455.25	33.20	2.93	3.38	8.73	[8.32 - 9.15]	453.46	36.58	3.20	3.68	8.98	[8.56 - 9.41]	466.29	32.36	2.91	3.40
Radio Swiss Classic	1.53	[1.29 - 1.77]	78.78	70.51	1.08	1.24	1.28	[1.03 - 1.53]	66.28	76.80	0.98	1.13	1.25 °	[1.01 - 1.50]	65.06	76.91	0.96	1.13
other SRG SSR	1.86	[1.66 - 2.06]	96.05	36.94	0.69	0.79	1.48	[1.26 - 1.69]	76.69	44.01	0.65	0.75	1.54 °	[1.33 - 1.76]	80.13	40.74	0.63	0.73
Private radio stations																		
Pilatus	4.30	[3.98 - 4.63]	221.72	61.19	2.63	3.04	4.05	[3.68 - 4.41]	210.04	57.07	2.31	2.66	4.31	[3.93 - 4.69]	223.82	62.60	2.70	3.15
Radio 24	4.25	[3.87 - 4.63]	219.04	48.53	2.06	2.38	4.33	[3.90 - 4.76]	224.66	56.48	2.44	2.82	4.12	[3.69 - 4.54]	213.71	48.69	2.00	2.34
Energy Zürich	3.78	[3.43 - 4.12]	194.71	43.70	1.65	1.90	4.02	[3.63 - 4.42]	208.77	43.86	1.76	2.03	3.89	[3.50 - 4.28]	201.91	46.35	1.80	2.11
Argovia	3.64	[3.26 - 4.01]	187.29	54.83	1.99	2.30	3.57	[3.15 - 3.98]	185.32	58.04	2.07	2.39	3.77	[3.35 - 4.19]	195.84	60.43	2.28	2.66
FM1	3.65	[3.36 - 3.94]	188.17	49.52	1.81	2.08	3.56	[3.24 - 3.88]	184.68	46.16	1.64	1.89	3.46	[3.15 - 3.78]	179.86	48.99	1.70	1.98
Vintage Radio	3.11	[2.82 - 3.41]	160.45	52.99	1.65	1.90	3.12	[2.78 - 3.46]	161.95	55.56	1.73	2.00	3.26	[2.93 - 3.59]	169.12	58.15	1.89	2.21
Zürisee	3.11	[2.76 - 3.45]	159.98	61.05	1.90	2.19	3.18	[2.78 - 3.58]	165.31	61.89	1.97	2.27	3.22	[2.83 - 3.61]	167.16	63.84	2.06	2.40
Central	3.40	[3.07 - 3.74]	175.32	75.10	2.56	2.95	3.07	[2.71 - 3.44]	159.56	72.13	2.22	2.56	3.09	[2.73 - 3.45]	160.38	73.55	2.27	2.66
Energy Bern	2.70	[2.48 - 2.92]	139.02	46.00	1.24	1.43	2.76	[2.50 - 3.01]	143.09	46.54	1.28	1.48	2.72	[2.47 - 2.97]	141.26	47.11	1.28	1.50
Radio Melody	1.82	[1.56 - 2.07]	93.53	62.84	1.14	1.32	1.84	[1.55 - 2.12]	95.32	60.25	1.11	1.28	2.02	[1.74 - 2.30]	104.88	68.30	1.38	1.61
Bern1	1.93	[1.74 - 2.12]	99.48	53.98	1.04	1.20	1.74	[1.53 - 1.95]	90.34	55.09	0.96	1.11	1.85	[1.64 - 2.06]	96.00	56.69	1.05	1.23
Radio 32	1.84	[1.62 - 2.07]	95.01	64.99	1.20	1.38	1.72	[1.50 - 1.95]	89.43	62.28	1.07	1.24	1.80	[1.56 - 2.03]	93.23	67.85	1.22	1.42



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
 Universe (T): 5'191.9 individuals, target group: 15+
 Participants: 5'757, sampling days: 191'225, 24 hrs

Audience figures German-speaking Switzerland

Mon-Sun

Station	2nd Semester 2022						1st Semester 2023						2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Private radio stations																		
Basilisk	1.85	[1.63 - 2.08]	95.45	63.94	1.18	1.37	1.64	[1.41 - 1.87]	85.33	62.89	1.03	1.19	1.67	[1.43 - 1.90]	86.52	67.77	1.13	1.32
Radio 1	1.77	[1.51 - 2.03]	91.01	58.71	1.04	1.20	1.63	[1.35 - 1.90]	84.40	61.57	1.00	1.15	1.62	[1.32 - 1.92]	83.99	64.91	1.05	1.23
Radio Top	1.87	[1.61 - 2.12]	96.14	40.10	0.75	0.86	1.67	[1.40 - 1.95]	86.81	50.97	0.85	0.98	1.55 °	[1.29 - 1.82]	80.73	44.80	0.70	0.81
Virgin Radio Switzerland	1.41	[1.22 - 1.60]	72.66	48.17	0.68	0.78	1.67	[1.43 - 1.91]	86.62	48.24	0.80	0.93	1.47	[1.27 - 1.67]	76.27	44.34	0.65	0.76
Radio Eviva	1.53	[1.30 - 1.77]	79.08	71.29	1.09	1.26	1.51	[1.25 - 1.77]	78.32	71.90	1.08	1.25	1.44	[1.19 - 1.69]	74.61	77.05	1.11	1.29
Energy Basel	1.51	[1.33 - 1.68]	77.58	39.40	0.59	0.68	1.47	[1.28 - 1.66]	76.44	47.64	0.70	0.81	1.34	[1.15 - 1.53]	69.71	39.45	0.53	0.62
Sunshine	1.47	[1.27 - 1.67]	75.71	39.83	0.59	0.67	1.30	[1.09 - 1.50]	67.33	34.79	0.45	0.52	1.31	[1.12 - 1.50]	67.89	36.71	0.48	0.56
Flashback FM	1.24	[1.06 - 1.42]	63.92	53.80	0.67	0.77	1.12	[0.91 - 1.32]	57.99	51.77	0.58	0.67	1.28	[1.06 - 1.49]	66.21	55.79	0.71	0.83
GOAT Radio ³⁾	1.12	[0.96 - 1.27]	57.48	25.38	0.28	0.33	0.92	[0.77 - 1.08]	48.00	32.38	0.30	0.35	1.25	[1.05 - 1.45]	64.93	34.53	0.43	0.50
Radio Südostschweiz	1.30	[1.14 - 1.45]	66.79	50.56	0.66	0.76	1.18	[1.01 - 1.35]	61.25	51.21	0.60	0.70	1.20	[1.02 - 1.38]	62.31	55.69	0.67	0.78
BeO	1.06	[0.90 - 1.21]	54.43	74.68	0.79	0.91	0.98	[0.81 - 1.15]	50.93	70.15	0.69	0.79	1.14	[0.96 - 1.32]	59.27	71.95	0.82	0.96
Schlager Radio	1.07	[0.90 - 1.24]	54.97	42.76	0.46	0.53	0.97	[0.78 - 1.15]	50.12	44.58	0.43	0.50	0.80 °	[0.65 - 0.96]	41.73	43.75	0.35	0.41
Rockit Radio	0.96	[0.81 - 1.12]	49.68	39.76	0.38	0.44	0.97	[0.78 - 1.15]	50.16	38.44	0.37	0.43	0.78 °	[0.62 - 0.94]	40.37	38.78	0.30	0.35
neo1	0.64	[0.53 - 0.76]	33.08	30.79	0.20	0.23	0.54	[0.42 - 0.66]	27.88	31.41	0.17	0.19	0.63	[0.50 - 0.77]	32.91	36.86	0.23	0.27
Radio Rottu	0.64	[0.56 - 0.72]	32.95	39.76	0.25	0.29	0.67	[0.57 - 0.77]	34.93	45.30	0.30	0.35	0.61	[0.52 - 0.70]	31.78	51.59	0.32	0.37
Radio Top Two	0.57	[0.45 - 0.70]	29.55	48.77	0.28	0.32	0.54	[0.39 - 0.68]	27.84	60.41	0.32	0.37	0.56	[0.42 - 0.71]	29.24	62.74	0.35	0.41
Canal 3 (german)	0.75	[0.64 - 0.86]	38.78	26.10	0.20	0.23	0.51	[0.41 - 0.61]	26.40	29.79	0.15	0.17	0.50 °	[0.41 - 0.59]	25.97	34.39	0.17	0.20
Munot	0.40	[0.32 - 0.49]	20.73	47.05	0.19	0.22	0.42	[0.32 - 0.52]	21.87	49.31	0.21	0.24	0.38	[0.27 - 0.48]	19.59	60.58	0.23	0.27
Radio Life Channel	0.46	[0.34 - 0.59]	23.94	38.28	0.18	0.21	0.42	[0.28 - 0.56]	21.58	40.56	0.17	0.19	0.34	[0.20 - 0.48]	17.74	49.08	0.17	0.20
BNJ FM	0.31	[0.24 - 0.39]	16.12	35.70	0.11	0.13	0.30	[0.22 - 0.38]	15.50	45.07	0.13	0.16	0.30	[0.22 - 0.37]	15.51	50.03	0.15	0.17
Energy Luzern	0.32	[0.25 - 0.39]	16.48	50.84	0.16	0.19	0.35	[0.27 - 0.43]	18.22	37.20	0.13	0.15	0.29	[0.22 - 0.35]	14.83	40.41	0.12	0.13
Freiburg (german) ²⁾	0.26	[0.18 - 0.33]	13.15	51.24	0.13	0.15	0.26	[0.17 - 0.34]	13.45	43.55	0.11	0.13	0.28	[0.19 - 0.38]	14.75	47.39	0.13	0.16
toxic.fm	0.31	[0.23 - 0.39]	15.80	13.06	0.04	0.05	0.17	[0.13 - 0.22]	9.04	6.40	0.01	0.01	0.20 °	[0.12 - 0.29]	10.63	19.83	0.04	0.05
RRO Swiss Melody	0.11	[0.06 - 0.15]	5.49	47.70	0.05	0.06	0.08	[0.04 - 0.13]	4.26	67.79	0.06	0.06	0.11	[0.05 - 0.16]	5.46	58.26	0.06	0.07
RRO Müsig Pur	0.15	[0.11 - 0.20]	7.97	32.68	0.05	0.06	0.11	[0.07 - 0.15]	5.71	39.28	0.04	0.05	0.10 °	[0.07 - 0.14]	5.31	45.64	0.05	0.05
Fribourg (french)	0.14	[0.09 - 0.19]	7.16	29.98	0.04	0.05	0.12	[0.07 - 0.18]	6.42	34.30	0.04	0.05	0.09	[0.05 - 0.13]	4.52	35.53	0.03	0.04
GRRIF	0.21	[0.16 - 0.25]	10.64	7.83	0.02	0.02	0.10	[0.06 - 0.14]	5.05	31.46	0.03	0.04	0.08 °	[0.05 - 0.12]	4.41	22.15	0.02	0.02
Rhône	0.08	[0.05 - 0.11]	4.11	9.49	0.01	0.01	0.06	[0.04 - 0.09]	3.32	9.74	0.01	0.01	0.06	[0.02 - 0.10]	3.25	3.88	0.00	0.00
Canal 3 (french)	0.35	[0.27 - 0.42]	17.85	11.89	0.04	0.05	0.14	[0.10 - 0.19]	7.46	20.14	0.03	0.03						



Audience figures German-speaking Switzerland

Mon-Sun

Station	2nd Semester 2022						1st Semester 2023						2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Private foreign stations																		
Das neue Radio Seefunk	0.49	[0.38 - 0.61]	25.41	38.84	0.19	0.22	0.38	[0.26 - 0.50]	19.66	34.72	0.13	0.15	0.38	[0.26 - 0.50]	19.69	35.70	0.14	0.16
Klassik Radio	0.37	[0.23 - 0.50]	18.93	78.21	0.29	0.33	0.28	[0.16 - 0.40]	14.50	54.77	0.15	0.18	0.26	[0.15 - 0.37]	13.39	75.46	0.19	0.23
Sunshine Live CH							0.20	[0.13 - 0.27]	10.27	19.90	0.04	0.05	0.23	[0.15 - 0.30]	11.72	18.79	0.04	0.05
baden.fm	0.25	[0.19 - 0.32]	13.11	15.53	0.04	0.05	0.22	[0.14 - 0.29]	11.18	14.94	0.03	0.04	0.21	[0.14 - 0.29]	11.02	11.36	0.02	0.03
Radio L	0.21	[0.16 - 0.27]	10.95	16.02	0.03	0.04	0.18	[0.12 - 0.24]	9.29	39.60	0.07	0.08	0.21	[0.14 - 0.28]	10.94	34.38	0.07	0.08
ERF plus	0.22	[0.14 - 0.30]	11.23	32.08	0.07	0.08	0.18	[0.10 - 0.25]	9.14	48.62	0.09	0.10	0.15	[0.08 - 0.23]	7.89	42.02	0.06	0.07

Notes

^o This change over the same semester in the previous year is significant. Sample interpretation for total radio: the NR % of the current semester (73.33) is outside the confidence interval of the previous semester (75.35 – 76.64), therefore the change is significant.

1) Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling. Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.

2) The city of Fribourg is located in the licence area of Radio Freiburg and is considered part of French-speaking Switzerland by the Swiss Federal Statistical Office (SFSO). The total reach of this station corresponds to the sum of the net reaches (NR-T) in the language areas of German- and French-speaking Switzerland.

3) GOAT Radio: until February 2023 20 Minuten.

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
 Universe (T): 5'191.9 individuals, target group: 15+
 Participants: 5'619, sampling days: 134'899, 24 hrs

Audience figures German-speaking Switzerland

Mon-Fri

Station	2nd Semester 2022					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Total radio	77.45	[76.76 - 78.13]	3'989.69	119.04	92.20	100.00
Radio groups						
Total SRG SSR	51.19	[50.30 - 52.08]	2'637.11	103.95	53.21	57.72
Private Stations CH	47.92	[47.01 - 48.84]	2'468.78	74.90	35.89	38.93
foreign	7.80	[7.32 - 8.27]	401.61	39.55	3.08	3.34
SRG SSR						
Total SRF	44.87	[43.93 - 45.80]	2'311.45	106.55	47.81	51.85
SRF 1	23.71	[22.88 - 24.54]	1'221.45	106.44	25.24	27.37
SRF 2 Kultur	3.24	[2.88 - 3.60]	166.82	69.02	2.24	2.42
SRF 3	19.58	[18.82 - 20.34]	1'008.76	64.35	12.60	13.67
SRF 4 News	2.56	[2.26 - 2.85]	131.64	39.86	1.02	1.10
SRF Musikwelle	5.77	[5.27 - 6.27]	297.28	113.58	6.55	7.11
SRF Virus	0.59	[0.48 - 0.70]	30.36	27.18	0.16	0.17
Radio RTR	0.52	[0.41 - 0.63]	26.80	68.22	0.35	0.38
Total SSAT	11.29	[10.78 - 11.79]	581.37	38.38	4.33	4.70
Radio Swiss Jazz	0.64	[0.50 - 0.78]	32.96	41.08	0.26	0.29
Radio Swiss Pop	9.53	[9.09 - 9.97]	491.02	32.48	3.10	3.36
Radio Swiss Classic	1.42	[1.17 - 1.66]	72.95	68.67	0.97	1.05
other SRG SSR	1.89	[1.67 - 2.11]	97.29	38.24	0.72	0.78
Private radio stations						
Pilatus	4.41	[4.06 - 4.76]	227.05	64.11	2.83	3.06
Radio 24	4.48	[4.06 - 4.90]	230.87	49.90	2.24	2.43
Energy Zürich	4.00	[3.62 - 4.38]	206.10	46.65	1.87	2.02
Argovia	3.78	[3.37 - 4.18]	194.58	57.58	2.17	2.36
FM1	3.83	[3.51 - 4.15]	197.41	52.41	2.01	2.18
Zürisee	3.29	[2.92 - 3.67]	169.72	64.49	2.12	2.30
Vintage Radio	3.16	[2.85 - 3.48]	162.98	53.90	1.71	1.85
Central	3.55	[3.19 - 3.91]	182.74	77.27	2.74	2.97
Energy Bern	2.89	[2.64 - 3.14]	148.94	48.98	1.42	1.54
Radio Melody	1.84	[1.56 - 2.11]	94.64	64.18	1.18	1.28
Bern1	2.03	[1.81 - 2.24]	104.37	57.10	1.16	1.25
Radio 32	1.89	[1.66 - 2.13]	97.42	67.34	1.27	1.38

Station	1st Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Total radio	75.87	[75.09 - 76.65]	3'939.16	121.83	92.43	100.00
Radio groups						
Total SRG SSR	50.23	[49.25 - 51.21]	2'607.94	108.63	54.57	59.03
Private Stations CH	45.35	[44.32 - 46.37]	2'354.30	77.26	35.04	37.90
foreign	6.50	[6.01 - 6.99]	337.37	43.54	2.83	3.06
SRG SSR						
Total SRF	44.13	[43.10 - 45.17]	2'291.23	110.75	48.87	52.87
SRF 1	23.27	[22.34 - 24.20]	1'207.96	111.06	25.84	27.95
SRF 2 Kultur	3.04	[2.65 - 3.44]	157.94	74.84	2.28	2.46
SRF 3	18.72	[17.88 - 19.55]	971.84	64.59	12.09	13.08
SRF 4 News	2.62	[2.29 - 2.94]	135.93	34.70	0.91	0.98
SRF Musikwelle	5.85	[5.30 - 6.40]	303.90	126.83	7.42	8.03
SRF Virus	0.68	[0.52 - 0.84]	35.40	49.14	0.34	0.36
Radio RTR	0.45	[0.33 - 0.57]	23.41	83.66	0.38	0.41
Total SSAT	10.95	[10.42 - 11.49]	568.77	42.46	4.65	5.03
Radio Swiss Jazz	0.56	[0.42 - 0.71]	29.27	46.21	0.26	0.28
Radio Swiss Pop	9.40	[8.93 - 9.87]	488.24	36.64	3.45	3.73
Radio Swiss Classic	1.24	[0.99 - 1.49]	64.37	76.27	0.95	1.02
other SRG SSR	1.46	[1.24 - 1.67]	75.55	45.74	0.67	0.72
Private radio stations						
Pilatus	4.21	[3.82 - 4.60]	218.53	57.42	2.42	2.61
Radio 24	4.42	[3.96 - 4.89]	229.69	58.07	2.57	2.78
Energy Zürich	4.24	[3.80 - 4.68]	220.20	46.78	1.98	2.15
Argovia	3.76	[3.31 - 4.21]	195.16	61.18	2.30	2.49
FM1	3.72	[3.37 - 4.07]	193.19	48.81	1.82	1.96
Zürisee	3.40	[2.97 - 3.84]	176.70	63.65	2.17	2.34
Vintage Radio	3.18	[2.82 - 3.54]	165.04	56.50	1.80	1.94
Central	3.17	[2.78 - 3.56]	164.59	74.76	2.37	2.56
Energy Bern	2.98	[2.70 - 3.27]	154.83	49.15	1.47	1.59
Radio Melody	1.89	[1.58 - 2.20]	98.19	61.51	1.16	1.26
Bern1	1.81	[1.59 - 2.04]	94.23	56.91	1.03	1.12
Radio 32	1.84	[1.59 - 2.10]	95.61	65.18	1.20	1.30

Station	2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Total radio	74.83 °	[74.03 - 75.64]	3'885.20	121.36	90.82	100.00
Radio groups						
Total SRG SSR	48.89 °	[47.89 - 49.89]	2'538.26	105.83	51.74	56.97
Private Stations CH	45.50 °	[44.47 - 46.53]	2'362.36	80.06	36.43	40.11
foreign	6.31 °	[5.82 - 6.79]	327.39	42.02	2.65	2.92
SRG SSR						
Total SRF	42.45 °	[41.41 - 43.49]	2'204.10	109.23	46.37	51.06
SRF 1	21.93 °	[21.03 - 22.83]	1'138.61	105.17	23.06	25.40
SRF 2 Kultur	2.48 °	[2.14 - 2.82]	128.78	74.57	1.85	2.04
SRF 3	18.69 °	[17.84 - 19.53]	970.14	69.86	13.05	14.37
SRF 4 News	2.55	[2.22 - 2.88]	132.39	38.05	0.97	1.07
SRF Musikwelle	5.67	[5.12 - 6.22]	294.27	127.17	7.21	7.94
SRF Virus	0.63	[0.49 - 0.77]	32.69	35.75	0.23	0.25
Radio RTR	0.45	[0.33 - 0.57]	23.48	85.66	0.39	0.43
Total SSAT	11.20	[10.65 - 11.75]	581.44	38.87	4.35	4.79
Radio Swiss Jazz	0.55	[0.41 - 0.68]	28.32	57.93	0.32	0.35
Radio Swiss Pop	9.77	[9.28 - 10.26]	507.31	32.34	3.16	3.48
Radio Swiss Classic	1.16 °	[0.92 - 1.41]	60.44	75.36	0.88	0.97
other SRG SSR	1.53 °	[1.30 - 1.75]	79.23	41.06	0.63	0.69
Private radio stations						
Pilatus	4.51	[4.11 - 4.92]	234.41	64.87	2.93	3.23
Radio 24	4.29	[3.83 - 4.75]	222.75	50.26	2.16	2.37
Energy Zürich	4.08	[3.66 - 4.51]	212.00	46.81	1.91	2.10
Argovia	3.94	[3.48 - 4.39]	204.37	64.53	2.54	2.80
FM1	3.65	[3.30 - 4.00]	189.58	52.05	1.90	2.09
Zürisee	3.36	[2.94 - 3.78]	174.37	67.07	2.25	2.48
Vintage Radio	3.33	[2.97 - 3.68]	172.71	60.40	2.01	2.21
Central	3.20	[2.82 - 3.58]	166.10	74.53	2.38	2.63
Energy Bern	2.98	[2.69 - 3.27]	154.78	49.78	1.48	1.63
Radio Melody	2.03	[1.73 - 2.33]	105.51	68.80	1.40	1.54
Bern1	1.94	[1.71 - 2.17]	100.87	56.65	1.10	1.21
Radio 32	1.87	[1.61 - 2.13]	97.21	67.82	1.27	1.40



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
 Universe (T): 5'191.9 individuals, target group: 15+
 Participants: 5'619, sampling days: 134'899, 24 hrs

Audience figures German-speaking Switzerland

Mon-Fri

Station	2nd Semester 2022						1st Semester 2023						2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Private radio stations																		
Radio 1	1.88	[1.60 - 2.16]	96.91	61.20	1.15	1.25	1.73	[1.42 - 2.04]	89.80	67.83	1.17	1.27	1.74	[1.41 - 2.07]	90.37	68.38	1.19	1.31
Basilisk	1.88	[1.65 - 2.11]	96.77	67.98	1.28	1.39	1.73	[1.48 - 1.98]	89.86	67.12	1.16	1.26	1.72	[1.47 - 1.97]	89.38	71.41	1.23	1.35
Virgin Radio Switzerland	1.53	[1.31 - 1.74]	78.72	50.45	0.77	0.84	1.83	[1.55 - 2.10]	94.84	51.06	0.93	1.01	1.61	[1.38 - 1.84]	83.53	45.08	0.73	0.80
Radio Top	1.94	[1.66 - 2.21]	99.75	42.08	0.81	0.88	1.76	[1.46 - 2.06]	91.51	52.79	0.93	1.01	1.57 °	[1.29 - 1.84]	81.31	48.21	0.76	0.83
Radio Eviva	1.43	[1.20 - 1.67]	73.71	73.61	1.05	1.14	1.45	[1.19 - 1.72]	75.39	72.58	1.05	1.14	1.41	[1.15 - 1.67]	73.23	76.56	1.08	1.19
Energy Basel	1.61	[1.41 - 1.80]	82.70	41.85	0.67	0.73	1.53	[1.31 - 1.74]	79.30	51.08	0.78	0.84	1.40 °	[1.19 - 1.61]	72.80	41.40	0.58	0.64
Sunshine	1.54	[1.33 - 1.76]	79.57	41.24	0.64	0.69	1.35	[1.12 - 1.57]	69.85	35.06	0.47	0.51	1.40	[1.18 - 1.61]	72.45	37.73	0.53	0.58
Flashback FM	1.25	[1.05 - 1.44]	64.24	54.05	0.67	0.73	1.14	[0.92 - 1.36]	59.29	49.61	0.57	0.61	1.33	[1.10 - 1.57]	69.19	57.19	0.76	0.84
GOAT Radio ³⁾	1.19	[1.01 - 1.37]	61.26	26.75	0.32	0.35	0.93	[0.76 - 1.10]	48.40	32.08	0.30	0.32	1.32	[1.09 - 1.54]	68.48	36.61	0.48	0.53
Radio Südschweiz	1.34	[1.17 - 1.51]	69.00	52.92	0.71	0.77	1.23	[1.05 - 1.42]	63.94	53.08	0.65	0.71	1.22	[1.04 - 1.41]	63.54	59.06	0.72	0.80
BeO	1.10	[0.93 - 1.27]	56.71	79.47	0.87	0.95	1.03	[0.85 - 1.21]	53.33	75.18	0.77	0.84	1.19	[1.00 - 1.39]	61.99	75.16	0.90	0.99
Rockit Radio	1.04	[0.87 - 1.21]	53.63	41.92	0.44	0.47	1.07	[0.85 - 1.28]	55.35	41.17	0.44	0.47	0.85 °	[0.66 - 1.03]	44.08	41.09	0.35	0.38
Schlager Radio	1.08	[0.89 - 1.27]	55.56	42.23	0.46	0.49	0.97	[0.78 - 1.17]	50.61	43.91	0.43	0.46	0.83 °	[0.66 - 1.01]	43.28	42.65	0.36	0.39
neo1	0.66	[0.54 - 0.79]	34.09	31.45	0.21	0.23	0.55	[0.42 - 0.68]	28.40	32.14	0.18	0.19	0.66	[0.51 - 0.80]	34.17	38.59	0.25	0.28
Radio Rottu	0.63	[0.54 - 0.72]	32.50	43.87	0.28	0.30	0.66	[0.55 - 0.77]	34.22	50.26	0.33	0.36	0.61	[0.52 - 0.71]	31.90	54.92	0.34	0.37
Radio Top Two	0.63	[0.49 - 0.78]	32.64	50.05	0.32	0.34	0.58	[0.41 - 0.74]	30.00	62.58	0.36	0.39	0.59	[0.43 - 0.76]	30.82	64.98	0.39	0.42
Canal 3 (german)	0.77	[0.65 - 0.88]	39.51	27.34	0.21	0.23	0.54	[0.43 - 0.65]	27.86	31.58	0.17	0.18	0.52 °	[0.42 - 0.63]	27.08	35.95	0.19	0.21
Munot	0.41	[0.32 - 0.50]	21.22	50.93	0.21	0.23	0.45	[0.34 - 0.56]	23.37	51.19	0.23	0.25	0.40	[0.28 - 0.52]	20.81	63.75	0.26	0.28
Radio Life Channel	0.48	[0.34 - 0.62]	24.86	40.67	0.20	0.21	0.44	[0.28 - 0.59]	22.73	40.86	0.18	0.19	0.36	[0.20 - 0.51]	18.55	53.53	0.19	0.21
BNJ FM	0.32	[0.24 - 0.41]	16.70	38.32	0.12	0.13	0.31	[0.22 - 0.40]	16.07	51.81	0.16	0.17	0.32	[0.24 - 0.41]	16.75	55.63	0.18	0.20
Energy Luzern	0.32	[0.24 - 0.40]	16.53	44.84	0.14	0.16	0.37	[0.28 - 0.46]	19.14	40.80	0.15	0.16	0.31	[0.22 - 0.39]	15.87	41.95	0.13	0.14
Freiburg (german) ²⁾	0.27	[0.19 - 0.35]	13.93	53.01	0.14	0.16	0.26	[0.17 - 0.35]	13.60	47.26	0.12	0.13	0.29	[0.19 - 0.39]	14.86	51.84	0.15	0.16
toxic.fm	0.34	[0.24 - 0.43]	17.30	14.24	0.05	0.05	0.17	[0.12 - 0.22]	8.69	5.77	0.01	0.01	0.22 °	[0.12 - 0.31]	11.23	21.33	0.05	0.05
RRO Swiss Melody	0.11	[0.06 - 0.16]	5.68	47.71	0.05	0.06	0.08	[0.04 - 0.13]	4.32	69.09	0.06	0.06	0.11	[0.05 - 0.16]	5.56	56.60	0.06	0.07
RRO Müsigg Pur	0.14	[0.10 - 0.18]	7.31	36.00	0.05	0.06	0.11	[0.06 - 0.15]	5.49	42.43	0.04	0.05	0.09 °	[0.06 - 0.13]	4.87	47.81	0.04	0.05
Fribourg (french)	0.15	[0.09 - 0.20]	7.68	36.92	0.06	0.06	0.13	[0.06 - 0.19]	6.58	36.06	0.05	0.05	0.09	[0.04 - 0.13]	4.46	45.98	0.04	0.04
GRRIF	0.18	[0.13 - 0.22]	9.02	7.09	0.01	0.01	0.10	[0.06 - 0.14]	5.26	32.58	0.03	0.04	0.09 °	[0.05 - 0.12]	4.43	21.29	0.02	0.02
Rhône	0.08	[0.05 - 0.11]	3.95	7.67	0.01	0.01	0.07	[0.04 - 0.09]	3.38	9.28	0.01	0.01	0.06	[0.01 - 0.11]	3.14	3.93	0.00	0.00
Canal 3 (french)	0.31	[0.24 - 0.38]	15.94	11.97	0.04	0.04	0.13	[0.09 - 0.18]	6.89	23.16	0.03	0.03						



Audience figures German-speaking Switzerland

Mon-Fri

Station	2nd Semester 2022						1st Semester 2023						2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Private foreign stations																		
Das neue Radio Seefunk	0.51	[0.38 - 0.64]	26.20	38.36	0.20	0.21	0.40	[0.27 - 0.53]	20.84	32.72	0.13	0.14	0.38	[0.26 - 0.51]	19.77	35.61	0.14	0.15
Sunshine Live CH							0.21	[0.13 - 0.29]	10.77	21.30	0.04	0.05	0.26	[0.16 - 0.35]	13.40	18.23	0.05	0.05
Klassik Radio	0.36	[0.22 - 0.49]	18.51	75.21	0.27	0.29	0.27	[0.15 - 0.39]	14.25	51.62	0.14	0.15	0.23	[0.12 - 0.33]	11.75	81.42	0.18	0.20
Radio L	0.21	[0.15 - 0.27]	10.92	17.95	0.04	0.04	0.19	[0.12 - 0.26]	9.76	35.94	0.07	0.07	0.22	[0.14 - 0.30]	11.30	39.13	0.09	0.09
baden.fm	0.24	[0.17 - 0.31]	12.24	15.76	0.04	0.04	0.19	[0.12 - 0.27]	10.04	14.38	0.03	0.03	0.19	[0.11 - 0.27]	10.04	11.74	0.02	0.03
ERF plus	0.20	[0.12 - 0.28]	10.32	32.42	0.06	0.07	0.19	[0.11 - 0.28]	9.97	45.36	0.09	0.09	0.15	[0.07 - 0.22]	7.62	40.02	0.06	0.06

Notes

^o This change over the same semester in the previous year is significant.
 Sample interpretation for total radio: the NR % of the current semester (74.83) is outside the confidence interval of the previous semester (76.76 – 78.13), therefore the change is significant.

1) Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling.
 Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.

2) The city of Fribourg is located in the licence area of Radio Freiburg and is considered part of French-speaking Switzerland by the Swiss Federal Statistical Office (SFSO). The total reach of this station corresponds to the sum of the net reaches (NR-T) in the language areas of German- and French-speaking Switzerland.

3) GOAT Radio: until February 2023 20 Minuten.

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
 Universe (T): 1'755.2 individuals, target group: 15+
 Participants: 2'221, sampling days: 72'710, 24 hrs

Audience figures French-speaking Switzerland

Mon-Sun

Station	2nd Semester 2022						1st Semester 2023						2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Total radio	71.32	[70.22 - 72.42]	1'241.32	92.09	65.68	100.00	69.51	[68.30 - 70.72]	1'220.02	94.85	65.93	100.00	68.61 °	[67.37 - 69.86]	1'204.25	95.65	65.62	100.00
Radio groups																		
Total SRG SSR	44.69	[43.34 - 46.04]	777.92	86.06	38.46	58.56	44.28	[42.81 - 45.76]	777.25	87.98	38.96	59.09	42.36 °	[40.94 - 43.79]	743.58	88.01	37.29	56.82
Private Stations CH	41.00	[39.69 - 42.30]	713.55	51.02	20.92	31.85	37.93	[36.48 - 39.38]	665.72	54.42	20.64	31.31	38.75 °	[37.28 - 40.22]	680.11	57.34	22.22	33.86
foreign	14.45	[13.45 - 15.44]	251.48	43.46	6.28	9.56	12.92	[11.88 - 13.96]	226.78	48.99	6.33	9.60	12.63 °	[11.62 - 13.64]	221.68	48.44	6.12	9.32
SRG SSR																		
Total RTS	34.88	[33.45 - 36.31]	607.08	87.66	30.57	46.55	34.52	[32.94 - 36.10]	605.85	91.64	31.63	47.98	31.69 °	[30.18 - 33.20]	556.25	91.98	29.15	44.42
La 1ère	23.93	[22.59 - 25.28]	416.54	85.43	20.45	31.13	23.43	[21.95 - 24.92]	411.32	89.03	20.86	31.64	21.75 °	[20.35 - 23.14]	381.68	88.80	19.31	29.43
Espace 2	2.37	[1.90 - 2.84]	41.22	59.96	1.42	2.16	2.03	[1.57 - 2.50]	35.70	57.64	1.17	1.78	2.33	[1.79 - 2.88]	40.93	78.66	1.83	2.80
Couleur 3	7.82	[7.05 - 8.59]	136.11	43.71	3.42	5.20	7.71	[6.84 - 8.58]	135.34	50.60	3.90	5.92	7.08	[6.23 - 7.93]	124.29	50.15	3.55	5.41
Option Musique	7.92	[7.10 - 8.73]	137.80	66.82	5.29	8.06	8.16	[7.21 - 9.12]	143.29	69.76	5.70	8.64	6.45 °	[5.65 - 7.26]	113.26	69.01	4.45	6.79
Total SSAT	13.99	[13.22 - 14.76]	243.51	33.72	4.72	7.18	13.46	[12.63 - 14.30]	236.34	32.60	4.39	6.66	14.24	[13.37 - 15.11]	249.99	33.27	4.74	7.22
Radio Swiss Jazz	0.90	[0.66 - 1.13]	15.61	40.58	0.36	0.55	0.88	[0.60 - 1.17]	15.52	47.96	0.42	0.64	0.84	[0.52 - 1.16]	14.74	52.89	0.44	0.68
Radio Swiss Pop	12.17	[11.47 - 12.86]	211.77	28.50	3.47	5.28	11.78	[11.03 - 12.53]	206.80	26.53	3.13	4.74	12.46	[11.69 - 13.23]	218.69	27.00	3.36	5.13
Radio Swiss Classic	1.44	[1.09 - 1.79]	25.08	61.55	0.89	1.35	1.18	[0.81 - 1.55]	20.77	70.99	0.84	1.27	1.39	[1.01 - 1.77]	24.42	66.92	0.93	1.42
other SRG SSR	4.43	[3.84 - 5.02]	77.07	71.59	3.17	4.83	4.18	[3.49 - 4.87]	73.39	70.28	2.94	4.46	4.27	[3.56 - 4.99]	74.99	79.53	3.40	5.18
Private radio stations																		
LFM	7.99	[7.15 - 8.83]	139.05	49.79	3.98	6.06	7.80	[6.91 - 8.70]	136.94	51.09	3.99	6.05	8.28	[7.32 - 9.24]	145.31	54.53	4.51	6.88
One FM	5.98	[5.27 - 6.68]	104.06	30.04	1.80	2.73	5.65	[4.93 - 6.37]	99.21	35.42	2.00	3.04	6.40	[5.59 - 7.21]	112.34	42.16	2.70	4.11
BNJ FM ²⁾	6.25	[5.78 - 6.72]	108.76	64.62	4.04	6.15	5.95	[5.44 - 6.45]	104.38	57.97	3.45	5.23	5.78	[5.34 - 6.23]	101.47	59.08	3.42	5.20
Rouge FM	4.90	[4.29 - 5.50]	85.26	34.43	1.69	2.57	4.64	[3.97 - 5.32]	81.46	33.44	1.55	2.35	4.64	[4.00 - 5.29]	81.52	33.90	1.57	2.40
Rhône	4.20	[3.69 - 4.70]	73.03	45.07	1.89	2.88	3.92	[3.35 - 4.49]	68.79	44.89	1.76	2.67	4.07	[3.50 - 4.64]	71.42	44.27	1.80	2.74
Fribourg (french)	3.82	[3.36 - 4.28]	66.46	52.52	2.01	3.05	3.76	[3.22 - 4.30]	65.98	58.26	2.19	3.32	3.95	[3.41 - 4.49]	69.33	56.71	2.24	3.41
Radio Lac	2.62	[2.15 - 3.09]	45.61	32.68	0.86	1.30	2.13	[1.72 - 2.54]	37.39	42.22	0.90	1.36	2.61	[2.09 - 3.13]	45.79	39.70	1.04	1.58
Chablais	2.56	[2.14 - 2.98]	44.56	37.17	0.95	1.45	2.26	[1.85 - 2.66]	39.61	30.19	0.68	1.03	2.20	[1.79 - 2.60]	38.58	38.04	0.84	1.27
RadioFr.-Fresh	1.34	[1.09 - 1.60]	23.37	27.50	0.37	0.56	1.67	[1.30 - 2.04]	29.35	30.03	0.50	0.76	1.24	[0.98 - 1.50]	21.71	24.64	0.30	0.46
Spoon Radio	1.11	[0.79 - 1.42]	19.29	40.21	0.45	0.68	0.98	[0.65 - 1.32]	17.21	37.25	0.37	0.55	1.15	[0.79 - 1.52]	20.21	44.04	0.51	0.77
Vertical Radio	0.95	[0.69 - 1.21]	16.52	34.92	0.33	0.50	1.16	[0.82 - 1.49]	20.32	48.21	0.56	0.85	1.13	[0.81 - 1.45]	19.80	47.42	0.53	0.82
GRRIF	0.91	[0.74 - 1.09]	15.87	19.29	0.18	0.27	0.93	[0.69 - 1.17]	16.32	36.34	0.34	0.51	0.64 °	[0.50 - 0.79]	11.25	27.59	0.18	0.27
Bern1	0.26	[0.18 - 0.34]	4.52	33.98	0.09	0.13	0.28	[0.18 - 0.37]	4.88	17.01	0.05	0.07	0.30	[0.19 - 0.42]	5.28	49.25	0.15	0.23
Freiburg (german)	0.22	[0.14 - 0.31]	3.89	16.30	0.04	0.06	0.24	[0.13 - 0.35]	4.23	16.78	0.04	0.06	0.24	[0.14 - 0.34]	4.15	22.48	0.05	0.08
Radio R	0.18	[0.05 - 0.31]	3.16	64.17	0.12	0.18	0.17	[0.07 - 0.27]	2.97	26.44	0.04	0.07	0.24	[0.05 - 0.42]	4.14	49.98	0.12	0.18
Energy Bern	0.29	[0.21 - 0.37]	5.06	9.28	0.03	0.04	0.26	[0.15 - 0.37]	4.52	18.56	0.05	0.07	0.24	[0.16 - 0.31]	4.13	11.46	0.03	0.04



Audience figures French-speaking Switzerland

Mon-Sun

Station	2nd Semester 2022						1st Semester 2023						2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Private radio stations																		
Canal 3 (german)	0.26	[0.17 - 0.35]	4.52	4.33	0.01	0.02	0.12	[0.07 - 0.17]	2.07	8.22	0.01	0.01	0.16 °	[0.08 - 0.24]	2.86	10.97	0.02	0.03
Cité	0.13	[0.05 - 0.21]	2.18	8.38	0.01	0.02	0.17	[0.06 - 0.29]	3.03	14.58	0.03	0.04	0.10	[0.03 - 0.17]	1.77	50.50	0.05	0.08
Magic Radio	0.07	[0.03 - 0.10]	1.20	4.80	0.00	0.01	0.06	[0.03 - 0.10]	1.08	14.09	0.01	0.01	0.10	[0.04 - 0.15]	1.70	13.42	0.01	0.02
Lux Radio	0.09	[0.05 - 0.13]	1.59	3.31	0.00	0.00	0.04	[0.01 - 0.07]	0.73	11.74	0.00	0.01	0.04 °	[0.01 - 0.07]	0.65	5.76	0.00	0.00
Canal 3 (french) ²⁾	0.32	[0.20 - 0.43]	5.49	7.38	0.02	0.04	0.16	[0.09 - 0.23]	2.80	11.86	0.02	0.03						
Private foreign stations																		
NRJ Léman ³⁾	2.09	[1.67 - 2.52]	36.46	27.74	0.58	0.88	2.22	[1.73 - 2.71]	38.90	34.48	0.76	1.16	2.29	[1.80 - 2.78]	40.18	32.37	0.74	1.13
Nostalgie Léman ³⁾	2.15	[1.72 - 2.59]	37.50	31.29	0.67	1.03	2.02	[1.57 - 2.46]	35.37	26.06	0.53	0.80	1.72	[1.31 - 2.12]	30.10	36.19	0.62	0.95
La Radio Plus CH ³⁾	1.13	[0.88 - 1.38]	19.65	23.77	0.27	0.41	1.44	[1.07 - 1.80]	25.19	33.74	0.48	0.73	1.30	[1.01 - 1.59]	22.82	16.79	0.22	0.33
Europe 2 CH ³⁾	0.73	[0.54 - 0.92]	12.70	12.92	0.09	0.14	0.72	[0.47 - 0.96]	12.56	18.04	0.13	0.20	0.63	[0.46 - 0.80]	11.05	17.55	0.11	0.17
Melody CH	0.16	[0.06 - 0.26]	2.81	54.98	0.09	0.14	0.24	[0.07 - 0.40]	4.15	52.70	0.12	0.19	0.32 °	[0.16 - 0.48]	5.70	68.42	0.22	0.34
JAZZ Radio CH							0.16	[0.06 - 0.26]	2.78	35.43	0.06	0.09	0.11	[0.05 - 0.17]	1.93	29.11	0.03	0.05

Notes

° This change over the same semester in the previous year is significant.
 Sample interpretation for total radio: the NR % of the current semester (68.61) is outside the confidence interval of the previous semester (70.22 – 72.42), therefore the change is significant.

1) Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling. Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.

2) The city of Biel is located in the licence areas of BNJ and Canal 3 (French) and is considered part of German-speaking Switzerland by the Swiss Federal Statistical Office (SFSO). The total audience of these two stations corresponds to the sum of their NR-T

3) From January 2022, Swiss programme windows of foreign stations are identified as individual stations

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
 Universe (T): 1'755.2 individuals, target group: 15+
 Participants: 2'171, sampling days: 51'612, 24 hrs

Audience figures French-speaking Switzerland

Mon-Fri

Station							1st Semester 2023						2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Total radio	73.00	[71.81 - 74.18]	1'270.60	96.67	70.56	100.00	71.34	[70.05 - 72.62]	1'252.08	99.45	70.94	100.00	70.45 °	[69.12 - 71.78]	1'236.54	100.07	70.50	100.00
Radio groups																		
Total SRG SSR	46.53	[45.09 - 47.97]	809.90	88.16	41.02	58.13	45.95	[44.38 - 47.51]	806.44	91.02	41.82	58.95	44.47 °	[42.96 - 45.99]	780.61	89.87	39.97	56.70
Private Stations CH	41.87	[40.46 - 43.28]	728.81	54.73	22.92	32.48	39.03	[37.48 - 40.59]	685.14	57.64	22.50	31.71	39.91 °	[38.32 - 41.50]	700.53	60.71	24.23	34.37
foreign	14.63	[13.55 - 15.71]	254.59	45.19	6.61	9.37	13.21	[12.07 - 14.34]	231.79	50.16	6.62	9.34	12.69 °	[11.60 - 13.78]	222.73	49.60	6.29	8.93
SRG SSR																		
Total RTS	36.22	[34.69 - 37.75]	630.46	90.53	32.79	46.47	35.88	[34.21 - 37.55]	629.77	95.26	34.18	48.18	33.27 °	[31.66 - 34.88]	583.90	94.75	31.52	44.71
La 1ère	25.17	[23.73 - 26.61]	438.04	88.24	22.21	31.47	24.52	[22.94 - 26.11]	430.41	92.17	22.60	31.86	23.04 °	[21.54 - 24.53]	404.35	91.50	21.08	29.90
Espace 2	2.31	[1.82 - 2.79]	40.14	62.55	1.44	2.04	2.02	[1.52 - 2.51]	35.37	58.51	1.18	1.66	2.33	[1.77 - 2.90]	40.96	79.77	1.86	2.64
Couleur 3	8.21	[7.36 - 9.07]	142.97	46.31	3.80	5.39	8.12	[7.17 - 9.07]	142.53	53.77	4.37	6.15	7.53	[6.60 - 8.46]	132.21	52.90	3.98	5.65
Option Musique	7.99	[7.14 - 8.85]	139.11	66.78	5.34	7.56	8.31	[7.31 - 9.31]	145.92	72.56	6.03	8.50	6.56 °	[5.71 - 7.40]	115.07	70.08	4.59	6.52
Total SSAT	15.28	[14.40 - 16.15]	265.90	32.86	5.02	7.11	14.56	[13.62 - 15.51]	255.63	31.59	4.60	6.48	15.43	[14.47 - 16.40]	270.91	31.74	4.90	6.95
Radio Swiss Jazz	0.89	[0.64 - 1.14]	15.56	41.81	0.37	0.53	0.89	[0.58 - 1.21]	15.70	39.98	0.36	0.50	0.87	[0.52 - 1.23]	15.30	46.94	0.41	0.58
Radio Swiss Pop	13.52	[12.72 - 14.32]	235.39	27.66	3.74	5.30	12.91	[12.05 - 13.77]	226.56	26.33	3.40	4.79	13.67	[12.79 - 14.55]	240.00	26.57	3.63	5.15
Radio Swiss Classic	1.42	[1.05 - 1.79]	24.71	63.76	0.91	1.28	1.16	[0.78 - 1.54]	20.38	72.67	0.84	1.19	1.35	[0.97 - 1.74]	23.78	63.26	0.86	1.22
other SRG SSR	4.37	[3.76 - 4.97]	76.01	73.48	3.21	4.55	4.12	[3.40 - 4.84]	72.35	73.71	3.04	4.28	4.35	[3.60 - 5.10]	76.30	81.71	3.55	5.04
Private radio stations																		
LFM	8.27	[7.36 - 9.17]	143.89	51.99	4.30	6.09	8.06	[7.09 - 9.02]	141.42	52.99	4.27	6.02	8.74	[7.70 - 9.78]	153.38	54.75	4.78	6.79
One FM	6.22	[5.45 - 6.99]	108.31	31.57	1.96	2.78	5.79	[5.00 - 6.58]	101.67	39.18	2.27	3.20	6.73	[5.85 - 7.62]	118.17	47.04	3.17	4.49
BNJ FM ²⁾	6.56	[6.05 - 7.07]	114.17	69.81	4.58	6.49	6.25	[5.71 - 6.79]	109.75	61.58	3.85	5.43	6.11	[5.64 - 6.59]	107.32	61.63	3.77	5.35
Rouge FM	5.17	[4.50 - 5.84]	89.99	36.66	1.90	2.69	4.88	[4.15 - 5.62]	85.70	34.37	1.68	2.37	4.81	[4.11 - 5.51]	84.49	35.52	1.71	2.43
Fribourg (french)	3.97	[3.48 - 4.47]	69.15	56.63	2.25	3.19	4.05	[3.47 - 4.63]	71.04	59.48	2.41	3.39	4.20	[3.58 - 4.81]	73.70	59.20	2.49	3.53
Rhône	4.38	[3.83 - 4.93]	76.21	49.19	2.15	3.05	4.13	[3.50 - 4.75]	72.47	49.44	2.04	2.88	4.17	[3.56 - 4.78]	73.17	47.31	1.97	2.80
Radio Lac	2.67	[2.21 - 3.13]	46.50	39.33	1.05	1.49	2.08	[1.64 - 2.51]	36.43	42.88	0.89	1.25	2.72	[2.14 - 3.31]	47.77	41.47	1.13	1.60
Chablais	2.63	[2.13 - 3.13]	45.75	33.67	0.89	1.25	2.38	[1.94 - 2.82]	41.77	30.62	0.73	1.03	2.25	[1.81 - 2.68]	39.45	41.58	0.93	1.33
RadioFr.-Fresh	1.44	[1.14 - 1.74]	25.13	28.64	0.41	0.59	1.76	[1.36 - 2.17]	30.93	31.47	0.55	0.78	1.25	[0.95 - 1.56]	22.02	26.09	0.33	0.46
Spoon Radio	1.17	[0.82 - 1.52]	20.37	44.09	0.52	0.73	1.01	[0.65 - 1.36]	17.64	40.15	0.40	0.57	1.19	[0.79 - 1.58]	20.87	45.19	0.54	0.76
Vertical Radio	0.99	[0.70 - 1.27]	17.18	35.59	0.35	0.50	1.20	[0.84 - 1.55]	20.99	48.83	0.58	0.82	1.18	[0.84 - 1.53]	20.78	51.60	0.61	0.87
GRRIF	0.93	[0.73 - 1.13]	16.19	19.39	0.18	0.26	0.92	[0.68 - 1.16]	16.17	38.63	0.36	0.50	0.66 °	[0.50 - 0.82]	11.54	28.78	0.19	0.27
Bern1	0.26	[0.18 - 0.35]	4.59	7.95	0.02	0.03	0.28	[0.17 - 0.39]	4.86	14.58	0.04	0.06	0.29	[0.17 - 0.42]	5.14	60.16	0.18	0.25
Radio R	0.19	[0.05 - 0.32]	3.24	66.91	0.12	0.18	0.17	[0.07 - 0.27]	2.95	30.01	0.05	0.07	0.22	[0.04 - 0.40]	3.86	52.28	0.12	0.16
Energy Bern	0.28	[0.17 - 0.39]	4.87	4.68	0.01	0.02	0.25	[0.13 - 0.37]	4.36	19.36	0.05	0.07	0.21	[0.13 - 0.30]	3.75	12.56	0.03	0.04



Audience figures French-speaking Switzerland

Mon-Fri

Station	2nd Semester 2022						1st Semester 2023						2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Private radio stations																		
Freiburg (german)	0.21	[0.12 - 0.29]	3.59	17.54	0.04	0.05	0.22	[0.11 - 0.33]	3.87	17.85	0.04	0.06	0.21	[0.10 - 0.31]	3.64	22.92	0.05	0.07
Canal 3 (german)	0.25	[0.16 - 0.33]	4.29	41.23	0.10	0.14	0.12	[0.06 - 0.17]	2.08	9.96	0.01	0.02	0.17	[0.08 - 0.26]	3.00	10.64	0.02	0.03
Cité	0.12	[0.04 - 0.21]	2.16	9.57	0.01	0.02	0.21	[0.07 - 0.35]	3.66	13.69	0.03	0.04	0.09	[0.02 - 0.16]	1.56	57.22	0.05	0.07
Magic Radio	0.07	[0.03 - 0.11]	1.21	5.24	0.00	0.01	0.07	[0.02 - 0.11]	1.15	16.16	0.01	0.01	0.08	[0.02 - 0.14]	1.38	18.48	0.01	0.02
Lux Radio	0.09	[0.04 - 0.14]	1.58	1.91	0.00	0.00	0.04	[0.00 - 0.07]	0.66	9.14	0.00	0.00	0.03	[0.00 - 0.07]	0.61	3.55	0.00	0.00
Canal 3 (french) ²⁾	0.30	[0.19 - 0.42]	5.25	6.23	0.02	0.03	0.16	[0.08 - 0.23]	2.74	11.44	0.02	0.03						
Private foreign stations																		
NRJ Léman ³⁾	2.20	[1.72 - 2.68]	38.26	29.33	0.64	0.91	2.34	[1.79 - 2.89]	41.04	35.22	0.82	1.16	2.40	[1.87 - 2.94]	42.19	34.99	0.84	1.19
Nostalgie Léman ³⁾	2.21	[1.74 - 2.69]	38.55	32.22	0.71	1.01	2.13	[1.64 - 2.61]	37.31	26.08	0.55	0.78	1.73 [°]	[1.28 - 2.18]	30.32	39.97	0.69	0.98
La Radio Plus CH ³⁾	1.17	[0.90 - 1.43]	20.28	24.29	0.28	0.40	1.46	[1.05 - 1.87]	25.62	36.94	0.54	0.76	1.26	[0.96 - 1.56]	22.12	16.94	0.21	0.30
Europe 2 CH ³⁾	0.69	[0.48 - 0.89]	11.93	12.62	0.09	0.12	0.69	[0.43 - 0.94]	12.04	15.47	0.11	0.15	0.57	[0.39 - 0.75]	10.01	15.63	0.09	0.13
Melody CH	0.17	[0.05 - 0.28]	2.93	55.63	0.09	0.13	0.26	[0.07 - 0.44]	4.49	53.08	0.14	0.19	0.33 [°]	[0.16 - 0.50]	5.85	66.93	0.22	0.32
JAZZ Radio CH							0.16	[0.05 - 0.26]	2.76	25.18	0.04	0.06	0.10	[0.04 - 0.17]	1.84	31.61	0.03	0.05

Notes

[°] This change over the same semester in the previous year is significant.
 Sample interpretation for total radio: the NR % of the current semester (70.45) is outside the confidence interval of the previous semester (71.81 – 74.18), therefore the change is significant.

1) Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling.
 Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.

2) The city of Biel is located in the licence areas of BNJ and Canal 3 (French) and is considered part of German-speaking Switzerland by the Swiss Federal Statistical Office (SFSO). The total audience of these two stations corresponds to the sum of their NR-T

3) From January 2022, Swiss programme windows of foreign stations are identified as individual stations

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share



Audience figures Italian-speaking Switzerland

Mon-Sun

Station	2nd Semester 2022						1st Semester 2023						2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Total radio	80.90	[79.48 - 82.32]	253.23	111.37	90.09	100.00	80.31	[78.74 - 81.89]	252.36	106.06	85.18	100.00	77.38 °	[75.69 - 79.06]	243.13	111.27	86.10	100.00
Radio groups																		
Total SRG SSR	61.67	[59.67 - 63.68]	193.04	107.48	66.29	73.57	61.56	[59.36 - 63.77]	193.45	101.69	62.61	73.50	58.70 °	[56.43 - 60.96]	184.44	106.32	62.41	72.48
Private Stations CH	38.99	[37.11 - 40.88]	122.06	46.46	18.12	20.11	37.40	[35.28 - 39.53]	117.53	47.72	17.85	20.96	37.07 °	[34.93 - 39.20]	116.47	52.88	19.60	22.76
foreign	18.91	[17.40 - 20.42]	59.20	30.01	5.68	6.30	16.10	[14.58 - 17.62]	50.59	29.34	4.72	5.55	13.89 °	[12.48 - 15.29]	43.63	29.47	4.09	4.75
SRG SSR																		
Totale RSI	51.85	[49.59 - 54.11]	162.29	100.38	52.05	57.77	51.63	[49.10 - 54.16]	162.23	96.93	50.05	58.75	48.26 °	[45.72 - 50.80]	151.65	99.41	47.98	55.72
Rete Uno	33.00	[30.84 - 35.15]	103.28	91.93	30.33	33.67	33.38	[31.03 - 35.72]	104.87	87.62	29.24	34.33	32.58	[30.20 - 34.97]	102.39	93.52	30.47	35.39
Rete Due	5.98	[4.82 - 7.15]	18.73	64.20	3.84	4.26	6.26	[4.94 - 7.59]	19.68	74.81	4.69	5.50	5.42	[4.22 - 6.62]	17.02	67.02	3.63	4.22
Rete Tre	27.23	[25.29 - 29.16]	85.22	65.64	17.87	19.84	25.43	[23.24 - 27.62]	79.91	63.39	16.12	18.92	23.04 °	[20.95 - 25.13]	72.39	60.22	13.87	16.11
Totale SSAT	14.12	[12.89 - 15.35]	44.19	38.87	5.49	6.09	13.73	[12.35 - 15.11]	43.15	37.06	5.09	5.97	14.17	[12.74 - 15.60]	44.53	43.53	6.17	7.17
Radio Swiss Jazz	0.96	[0.59 - 1.33]	3.00	27.30	0.26	0.29	1.19	[0.69 - 1.69]	3.74	30.34	0.36	0.42	1.21	[0.64 - 1.78]	3.81	38.07	0.46	0.54
Radio Swiss Pop	12.28	[11.16 - 13.39]	38.42	35.47	4.35	4.83	11.43	[10.23 - 12.63]	35.93	33.04	3.78	4.43	12.40	[11.12 - 13.68]	38.97	35.92	4.45	5.17
Radio Swiss Classic	1.35	[0.83 - 1.87]	4.22	64.75	0.87	0.97	1.64	[1.03 - 2.26]	5.17	57.79	0.95	1.12	1.14	[0.59 - 1.69]	3.58	109.93	1.25	1.46
other SRG SSR	8.84	[7.46 - 10.22]	27.66	99.01	8.75	9.71	8.40	[6.92 - 9.89]	26.40	88.92	7.47	8.77	8.26	[6.76 - 9.75]	25.95	100.02	8.26	9.59
Private radio stations																		
Radio 3i	20.21	[18.56 - 21.86]	63.27	48.22	9.75	10.82	19.87	[18.05 - 21.69]	62.44	46.79	9.30	10.92	19.66	[17.82 - 21.51]	61.79	50.41	9.91	11.51
Radio Ticino	12.53	[11.26 - 13.80]	39.22	41.59	5.21	5.78	13.05	[11.53 - 14.57]	41.00	41.76	5.45	6.40	13.50	[11.99 - 15.01]	42.42	46.94	6.34	7.36
Radio Ticino Pop	2.21	[1.71 - 2.70]	6.91	25.43	0.56	0.62	2.02	[1.46 - 2.57]	6.35	28.23	0.57	0.67	2.34	[1.75 - 2.94]	7.37	34.63	0.81	0.94
Private foreign stations																		
Radio Italia Solo Musica Italiana	3.50	[2.76 - 4.23]	10.94	25.28	0.88	0.98												

Notes

° This change over the same semester in the previous year is significant.
 Sample interpretation for total radio: the NR % of the current semester (77.38) is outside the confidence interval of the previous semester (79.48 – 82.32), therefore the change is significant.

1) Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling.
 Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share



Audience figures Italian-speaking Switzerland

Mon-Fri

Station	2nd Semester 2022						1st Semester 2023						2nd Semester 2023					
	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS	NR-%	CI 95% NR-% ¹⁾	NR-T	CL	CT	MS
Total radio	82.31	[80.80 - 83.82]	257.64	116.33	95.75	100.00	81.27	[79.57 - 82.97]	255.37	111.95	90.98	100.00	78.75 °	[76.98 - 80.53]	247.46	115.77	91.17	100.00
Radio groups																		
Total SRG SSR	63.36	[61.24 - 65.48]	198.34	110.74	70.17	73.28	63.33	[61.02 - 65.63]	198.98	105.59	66.87	73.50	60.34 °	[58.01 - 62.67]	189.60	108.49	65.46	71.80
Private Stations CH	40.62	[38.58 - 42.66]	127.15	47.94	19.47	20.34	38.21	[35.91 - 40.50]	120.05	50.16	19.16	21.06	38.33 °	[36.03 - 40.64]	120.45	55.86	21.41	23.49
foreign	19.26	[17.63 - 20.90]	60.29	31.61	6.09	6.36	16.04	[14.41 - 17.66]	50.40	30.84	4.95	5.44	14.17 °	[12.63 - 15.72]	44.54	30.30	4.29	4.71
SRG SSR																		
Totale RSI	53.45	[51.06 - 55.84]	167.30	103.37	55.25	57.70	53.25	[50.61 - 55.89]	167.31	100.77	53.66	58.98	49.80 °	[47.17 - 52.42]	156.47	101.56	50.57	55.47
Rete Uno	34.11	[31.85 - 36.38]	106.78	91.04	31.06	32.43	34.72	[32.25 - 37.18]	109.09	88.77	30.82	33.87	33.60	[31.11 - 36.08]	105.57	93.98	31.57	34.63
Rete Due	6.39	[5.14 - 7.64]	19.99	65.35	4.17	4.36	6.29	[4.91 - 7.66]	19.76	78.59	4.94	5.43	5.68	[4.42 - 6.93]	17.84	69.19	3.93	4.31
Rete Tre	28.37	[26.28 - 30.46]	88.80	70.56	20.02	20.91	26.48	[24.13 - 28.83]	83.21	67.57	17.89	19.67	23.95 °	[21.72 - 26.17]	75.25	62.93	15.07	16.53
Totale SSAT	14.98	[13.60 - 16.35]	46.88	38.41	5.75	6.01	14.62	[13.13 - 16.11]	45.94	36.73	5.37	5.90	14.88	[13.32 - 16.43]	46.74	42.48	6.32	6.93
Radio Swiss Jazz	0.98	[0.58 - 1.39]	3.07	22.99	0.23	0.24	1.20	[0.68 - 1.72]	3.77	33.23	0.40	0.44	1.25	[0.64 - 1.85]	3.91	40.45	0.50	0.55
Radio Swiss Pop	13.17	[11.91 - 14.43]	41.23	35.07	4.62	4.83	12.35	[11.03 - 13.68]	38.82	33.00	4.08	4.48	13.09	[11.68 - 14.51]	41.15	34.14	4.47	4.90
Radio Swiss Classic	1.29	[0.74 - 1.84]	4.04	70.38	0.91	0.95	1.61	[0.99 - 2.23]	5.06	55.47	0.89	0.98	1.18	[0.61 - 1.75]	3.71	113.96	1.34	1.48
other SRG SSR	9.07	[7.63 - 10.50]	28.38	101.15	9.17	9.58	8.59	[7.05 - 10.14]	27.01	91.26	7.84	8.62	8.34	[6.79 - 9.88]	26.20	102.81	8.57	9.40
Private radio stations																		
Radio 3i	21.42	[19.62 - 23.21]	67.03	49.95	10.70	11.17	20.82	[18.84 - 22.80]	65.42	49.23	10.25	11.26	20.87	[18.87 - 22.87]	65.58	52.48	10.95	12.01
Radio Ticino	13.42	[12.02 - 14.81]	42.00	41.98	5.63	5.88	13.55	[11.93 - 15.17]	42.58	43.78	5.93	6.52	14.38	[12.73 - 16.04]	45.19	48.52	6.98	7.65
Radio Ticino Pop	2.38	[1.80 - 2.95]	7.44	26.66	0.63	0.66	2.04	[1.42 - 2.66]	6.42	29.50	0.60	0.66	2.56	[1.86 - 3.25]	8.03	37.36	0.96	1.05
Private foreign stations																		
Radio Italia Solo Musica Italiana	3.51	[2.73 - 4.28]	10.98	24.18	0.85	0.89												

Notes

° This change over the same semester in the previous year is significant.
 Sample interpretation for total radio: the NR % of the current semester (78.75) is outside the confidence interval of the previous semester (80.80 – 83.82), therefore the change is significant.

1) Confidence interval CI (level 0.95). Indicates the fluctuation range of the sampling.
 Expressed in sampling terms: with 95% probability, the true consumption value is within the specified range.

Legend

NR % = Net reach in %
 NR-T = Net reach in thousands
 UV = Usage per listener in minutes
 UM = Total consumption in minutes
 MS = Market share

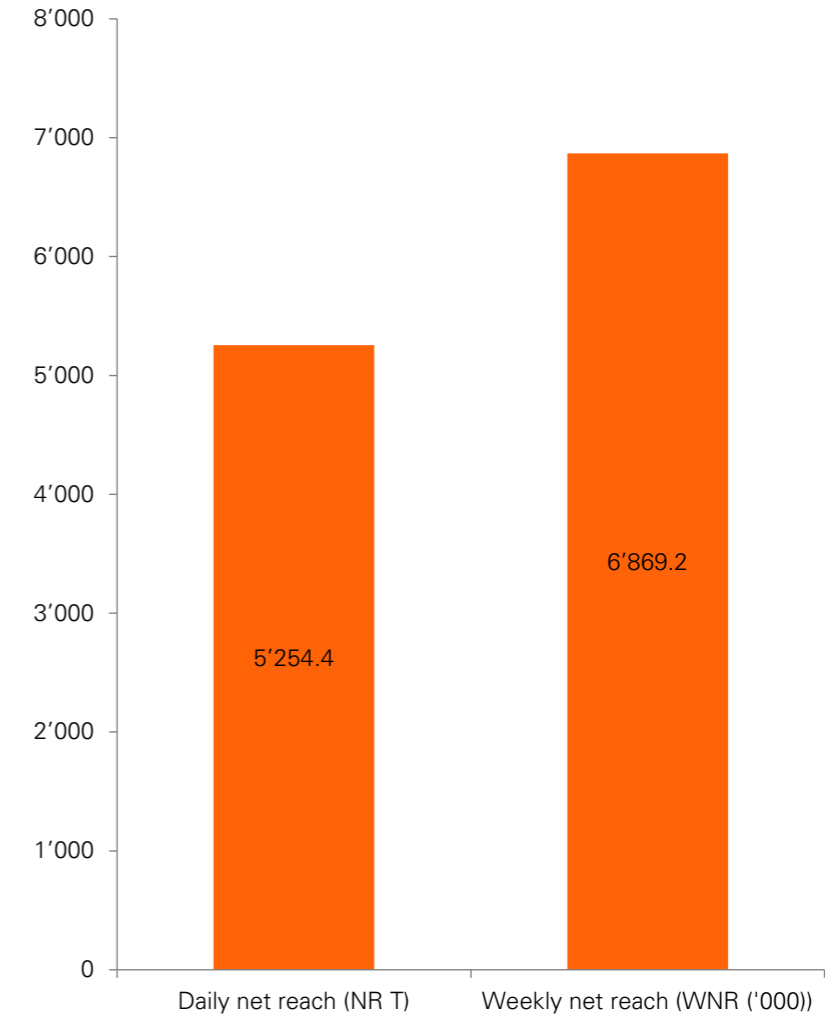
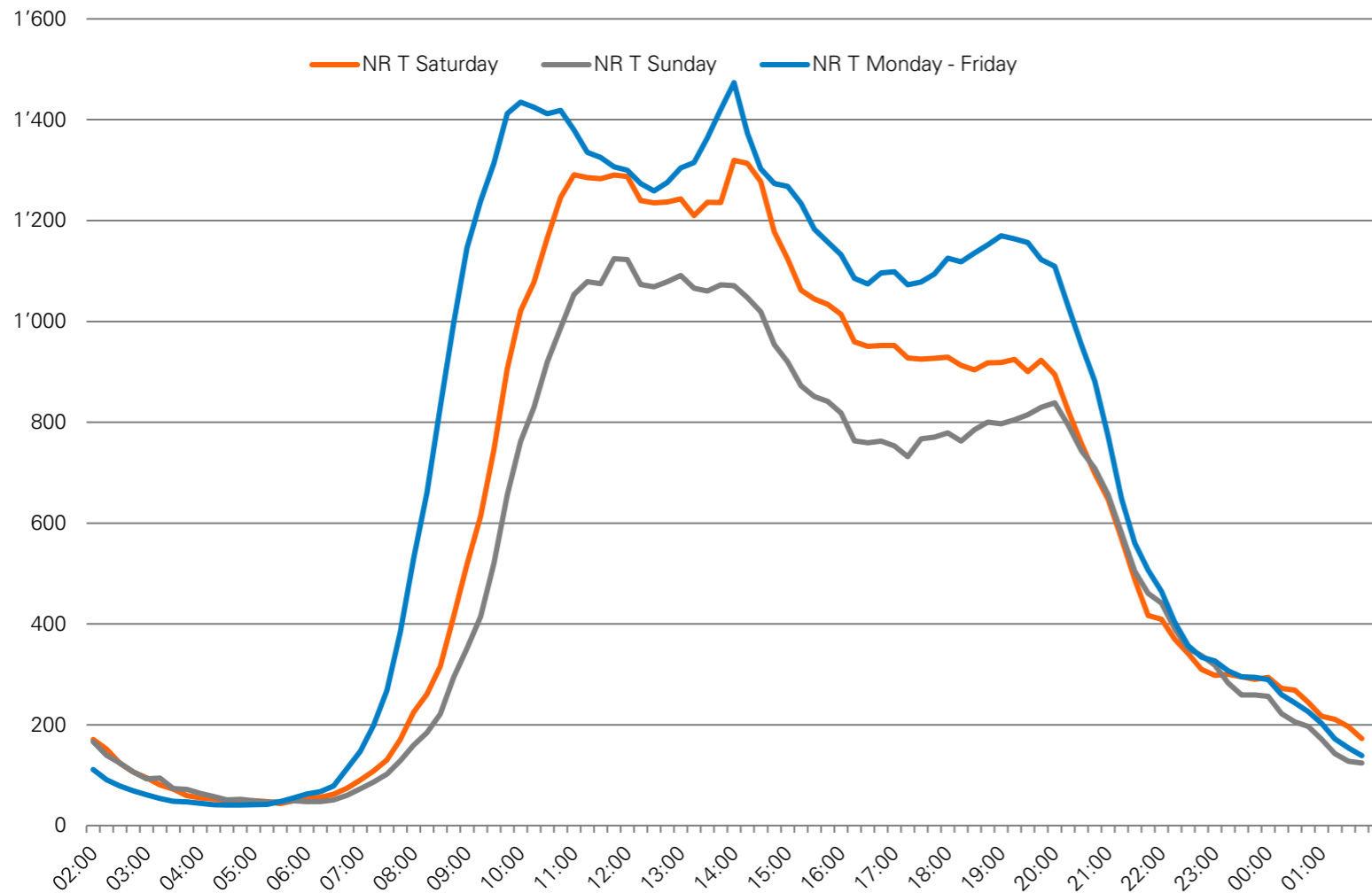


Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1.7.2023-31.12.2023
 Universe (T): 7'261.3 individuals, target group 15+
 Participants: 8'652 (Mon-Fri) / 8'568 (Sat) / 8'498 (Sun) / 8'860 (Mon-Sun), sampling days: 207'774 (Mon-Fri) / 43'428 (Sat) / 42'764 (Sun) / 293'966 (Mon-Sun)

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

∅ Day pattern in '000

∅ Daily and weekly net reach in '000



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.

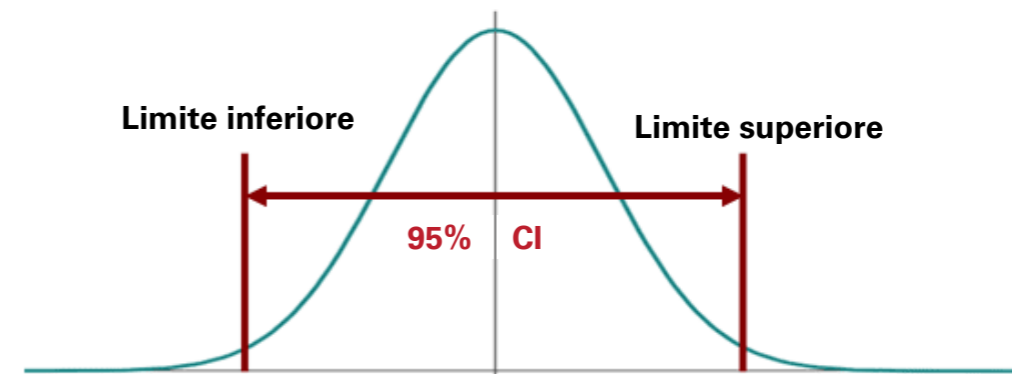
Calculation of the confidence interval (general formula)

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

Starting 1 January 2023, Semester Publications will appear as follow:

- Radio in the second week of January and second week of July
- TV in the third week of January and third week of July
- Online in the fourth week of January and fourth week of July

Further information on the method and the data of 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:

- Streaming Data
- 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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