



# Semester Publication

## TV

2nd Half-Year 2023

19.01.2024

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

## Results TV – 2nd Semester 2023

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

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## Short description of method

TV consumption research in Switzerland based on a hybrid TV sampling system. In this, existing panel research is enriched with data from digital set-top boxes. The hybrid TV sampling system increases the granularity of TV consumption data.

- **Universe:** Individuals aged three and over in private households with at least one TV set
- **Universe size:** ~7.6 million individuals
- **Sample size:** 4,397 individuals / 1,983 households
- **Method:** Continuous technical sampling based on audio matching (TV offerings) or router meter (streaming/video offerings) plus data from set-top boxes
- **Context of consumption:** Generally, within households (at-home focus) taking into account time-shifted consumption up to seven days after broadcast. TV consumption exclusively on conventional TV sets. All other moving-image offerings on all screens can be sampled (i.e. also via PC, laptop, tablet or smartphone and also outside the home) but are not yet part of the currency.
- **More information on the method:** [www.mediapulse.ch/tv](http://www.mediapulse.ch/tv)





Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 7'567'000 (3+) / 6'630'000 (15+) / 4'623'000 (15-59) / 3'440'000 (15-49) / 1'310'000 (15-29) individuals  
Base sample: 4'397 / 3'799 / 2'213 / 1'463 / 618 (all target groups with guests)  
TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7

## Consumption in total market Switzerland

Daily reach and consumption time, by age target group

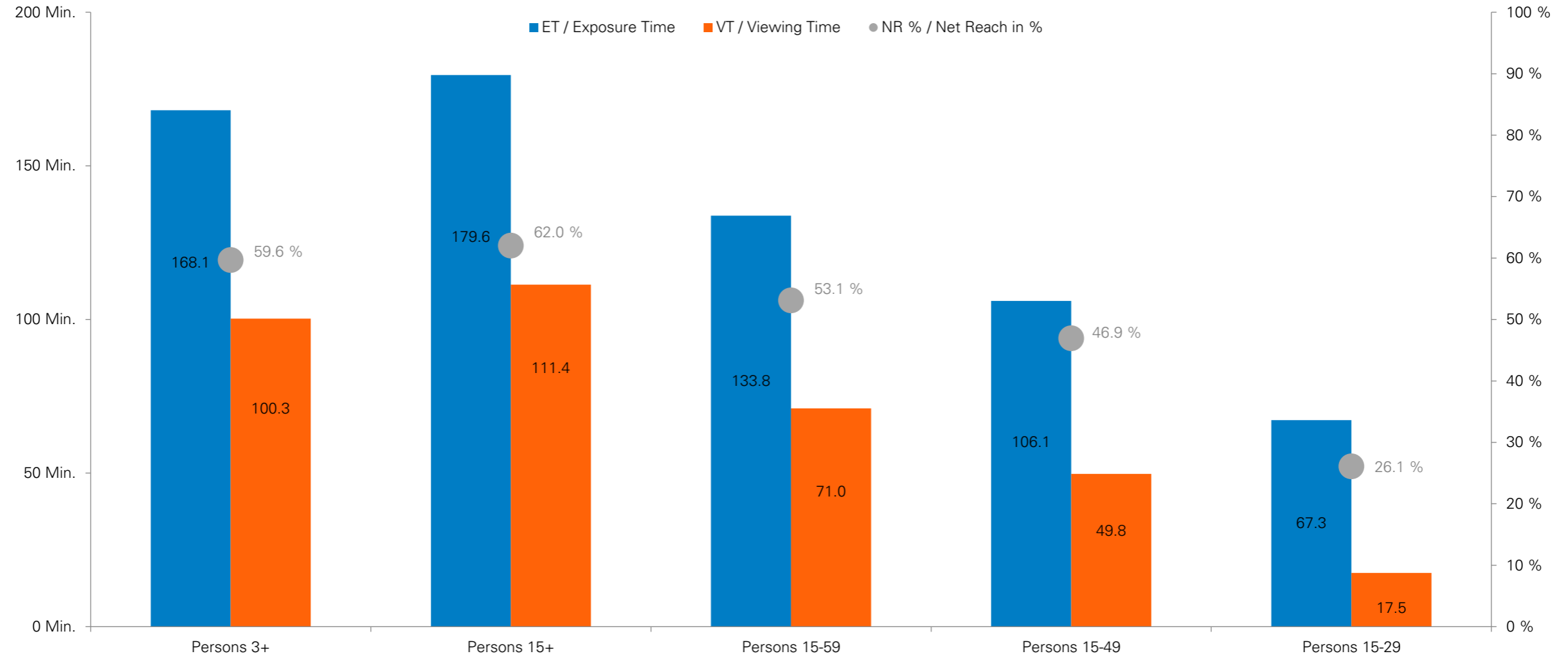




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 5'344'000 (3+) / 4'694'000 (15+) / 3'248'0000 (15-59) / 2'412'000 (15-49) / 901'000 (15-29) individuals  
Base sample: 2'345 / 2'022 / 1'156 / 763 / 302 (all target groups with guests)  
TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7

## Consumption in German-speaking Switzerland

Daily reach and consumption time, by age target group

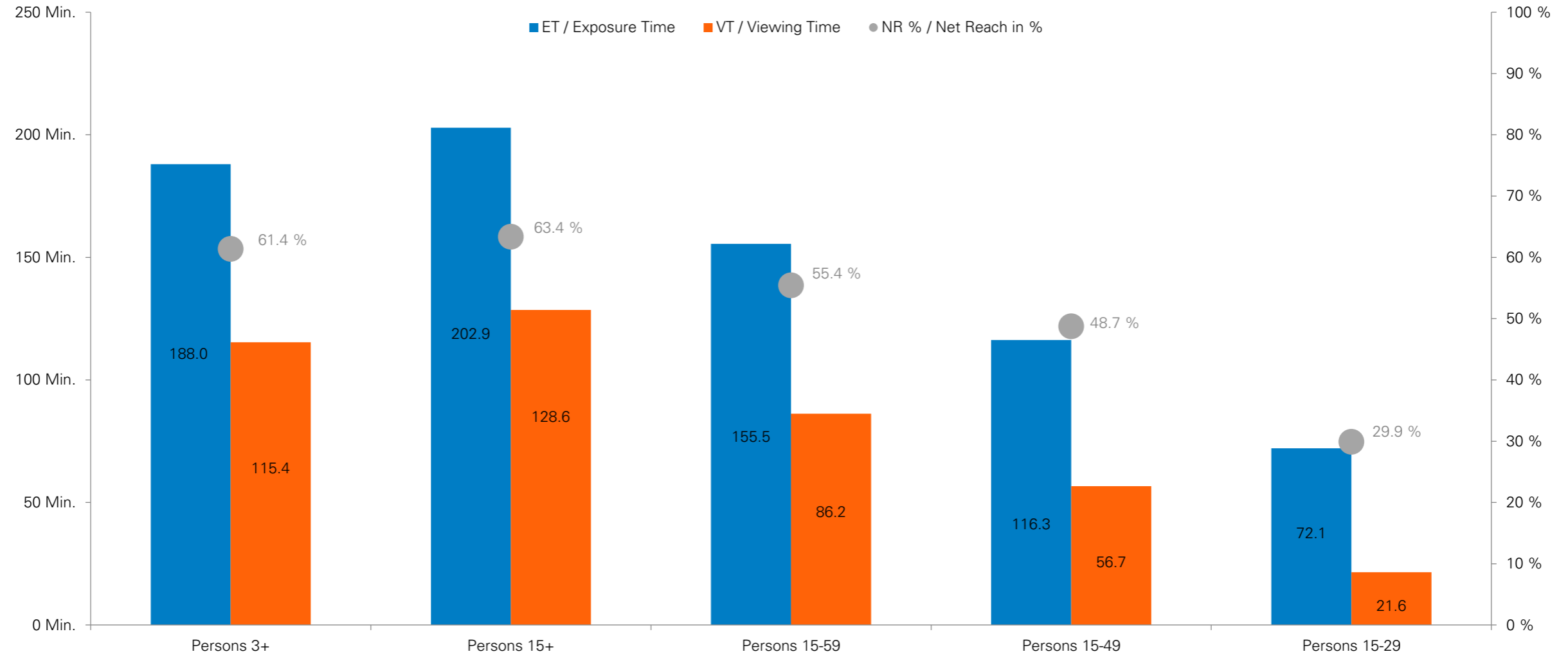




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 1'883'000 (3+) / 1'633'000 (15+) / 1'175'000 (15-59) / 887'000 (15-49) / 346'000 (15-29) individuals  
Base sample: 1'411 / 1'221 / 743 / 496 / 222 (all target groups with guests)  
TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7

## Consumption in French-speaking Switzerland

Daily reach and consumption time, by age target group

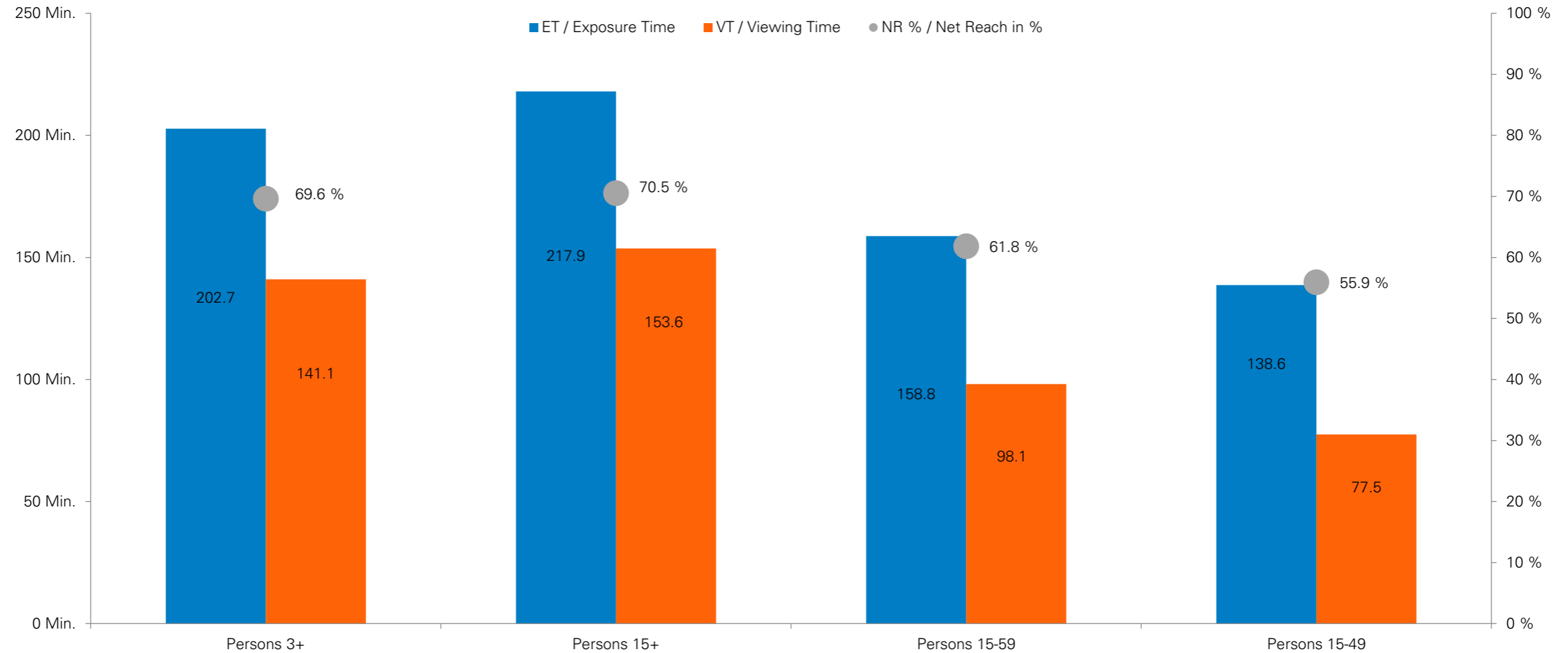




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 340'000 (3+) / 303'000 (15+) / 200'000 (15-59) / 141'000 (15-49) individuals  
Base sample: 642 / 555 / 314 / 203 (all target groups with guests)  
TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7

## Consumption in Italian-speaking Switzerland

Daily reach and consumption time, by age target group

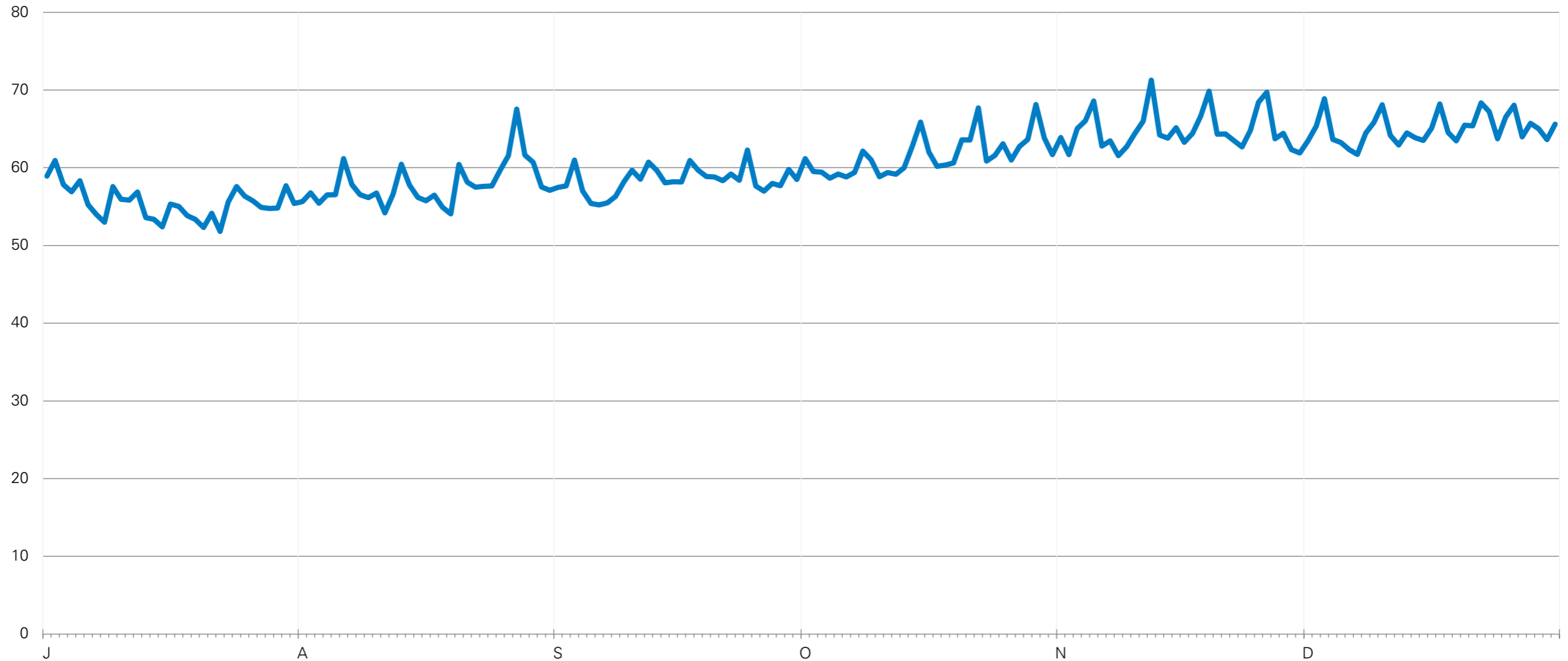




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 7'567'000 individuals  
Base sample: 4'397 (target group 3+ with guests)  
TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7

## TV curve over Half-Year, total market Switzerland

Daily net reach in percent



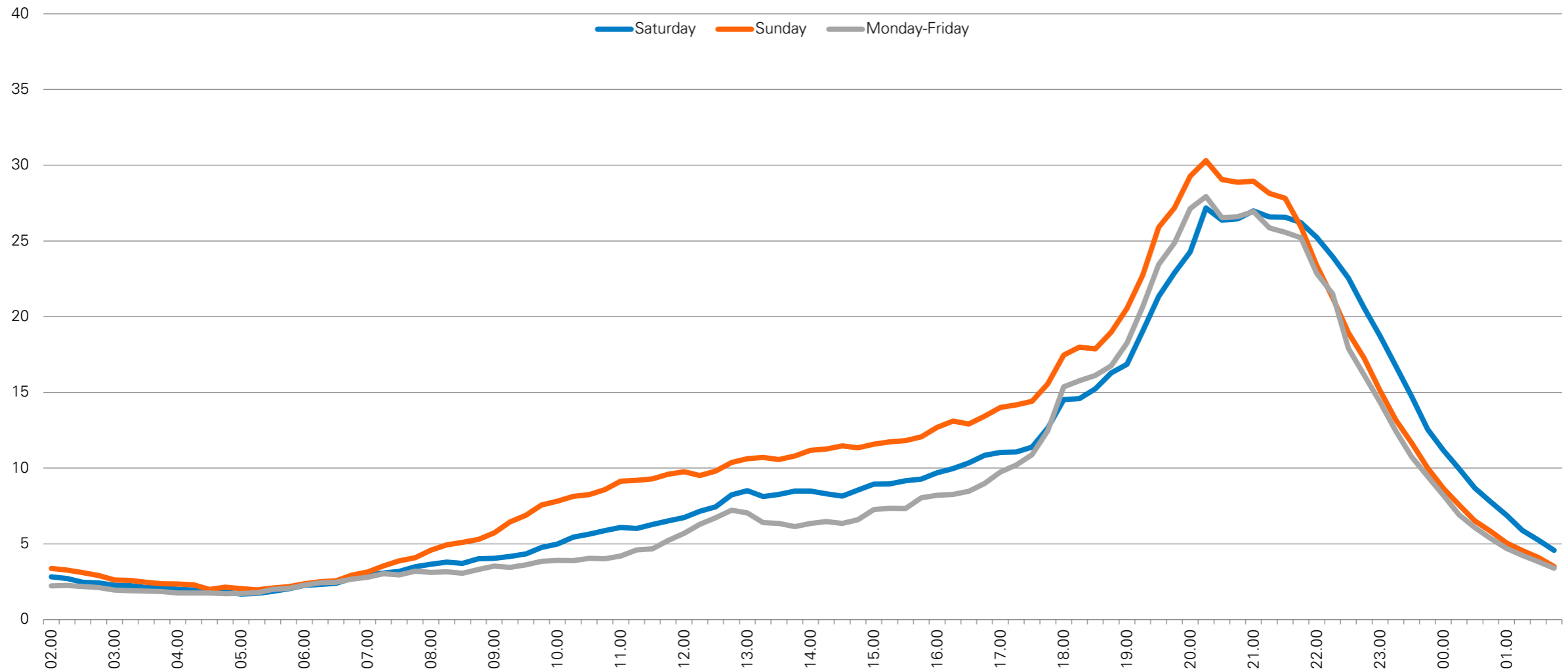




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 5'344'000 individuals  
Base sample: 2'342 (Mon-Fri), 2'346 (Sat), 2'356 (Sun), Target Group 3+ (with guests)  
TV Total, 24 hrs, All Platforms, Overnight +7

## Day pattern for TV in German-speaking Switzerland

Net reach in percent, 3+

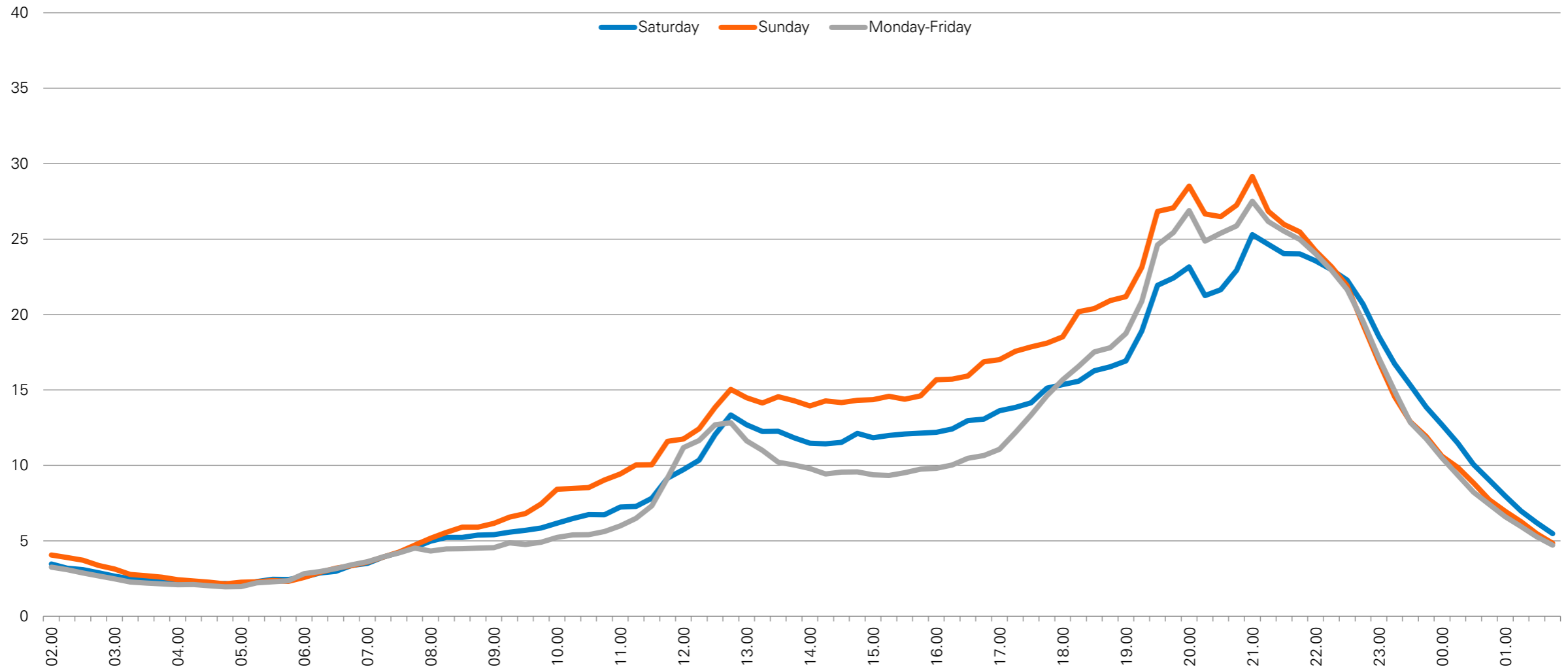




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 1'883'000 individuals  
Base sample: 1'409 (Mon-Fri), 1'413 (Sat), 1'416 (Sun), Target Group 3+ (with guests)  
TV Total, 24 hrs, All Platforms, Overnight +7

## Day pattern for TV in French-speaking Switzerland

Net reach in percent, 3+

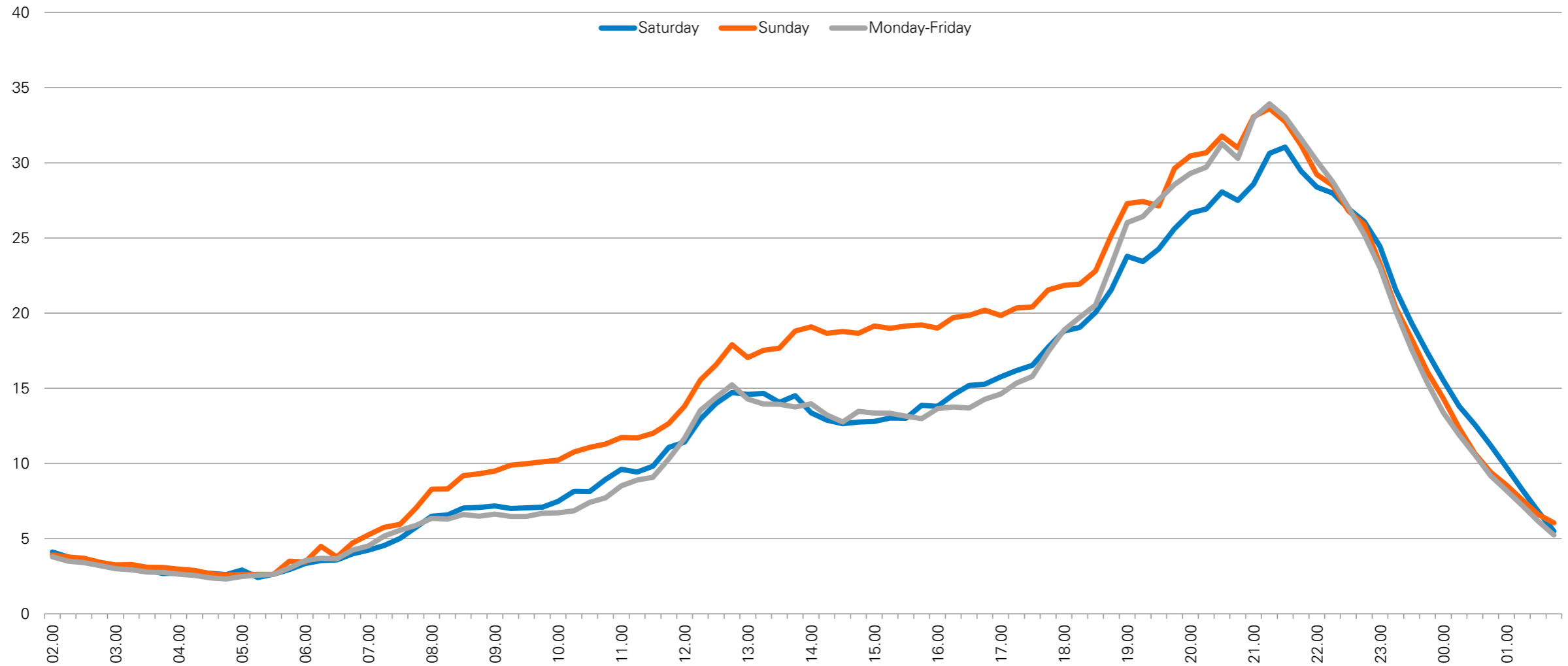




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 340'000 individuals  
Base sample: 641 (Mon-Fri), 643 (Sat), 646 (Sun), Target Group 3+ (with guests)  
TV Total, 24 hrs, All Platforms, Overnight +7

## Day pattern for TV in Italian-speaking Switzerland

Net reach in percent, 3+

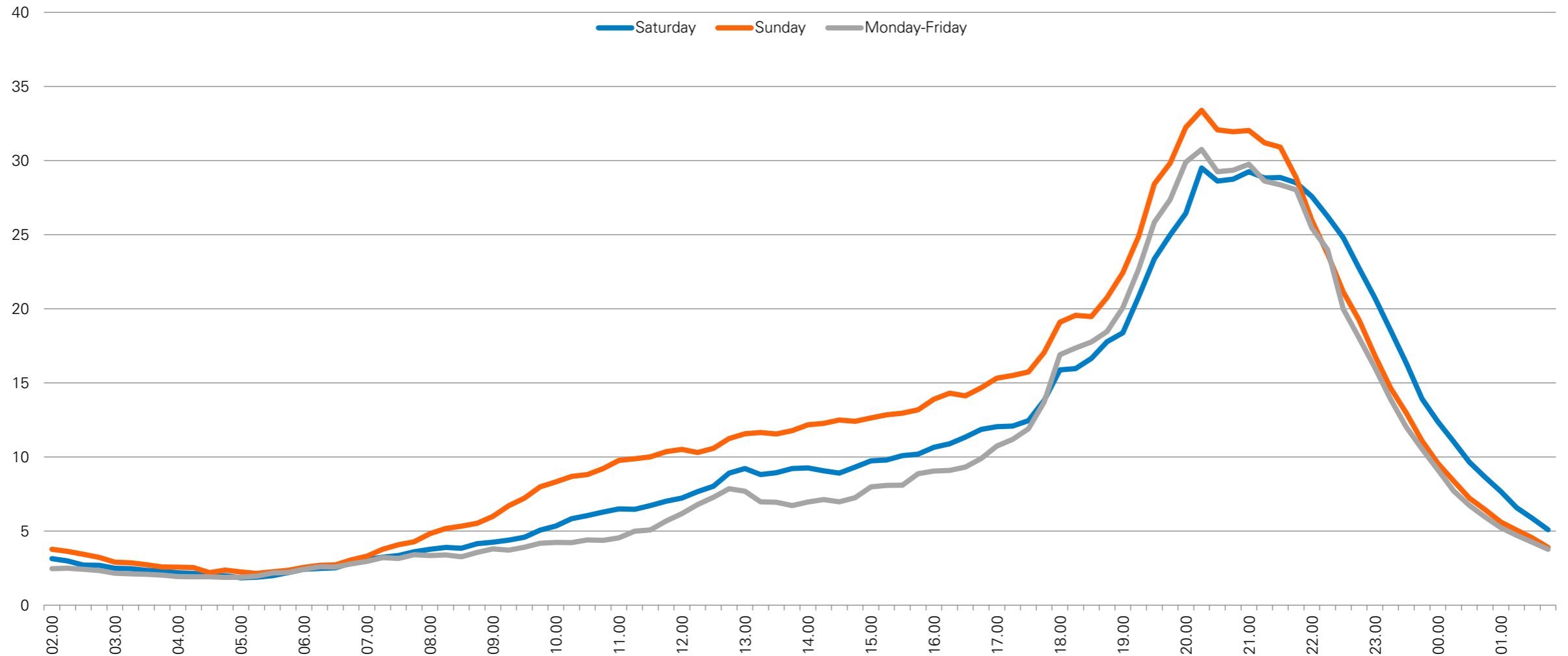




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 4'694'000 individuals  
Base sample: 2'020 (Mon-Fri), 2'025 (Sat), 2'032 (Sun), Target Group 15+ (with guests)  
TV Total, 24 hrs, All Platforms, Overnight +7

## Day pattern for TV in German-speaking Switzerland

Net reach in percent, 15+

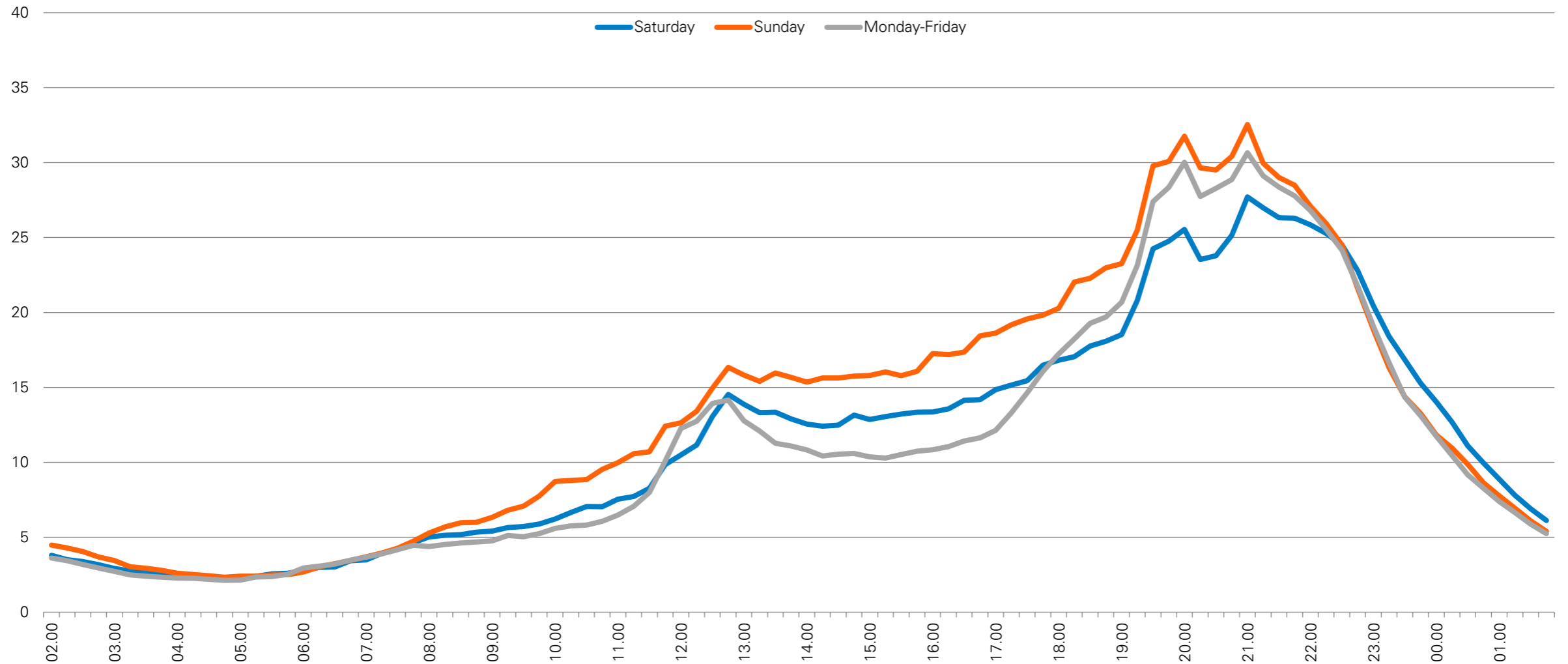




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 1'633'000 individuals  
Base sample: 1'220 (Mon-Fri), 1'222 (Sat), 1'227 (Sun), Target Group 15+ (with guests)  
TV Total, 24 hrs, All Platforms, Overnight +7

## Day pattern for TV in French-speaking Switzerland

Net reach in percent, 15+

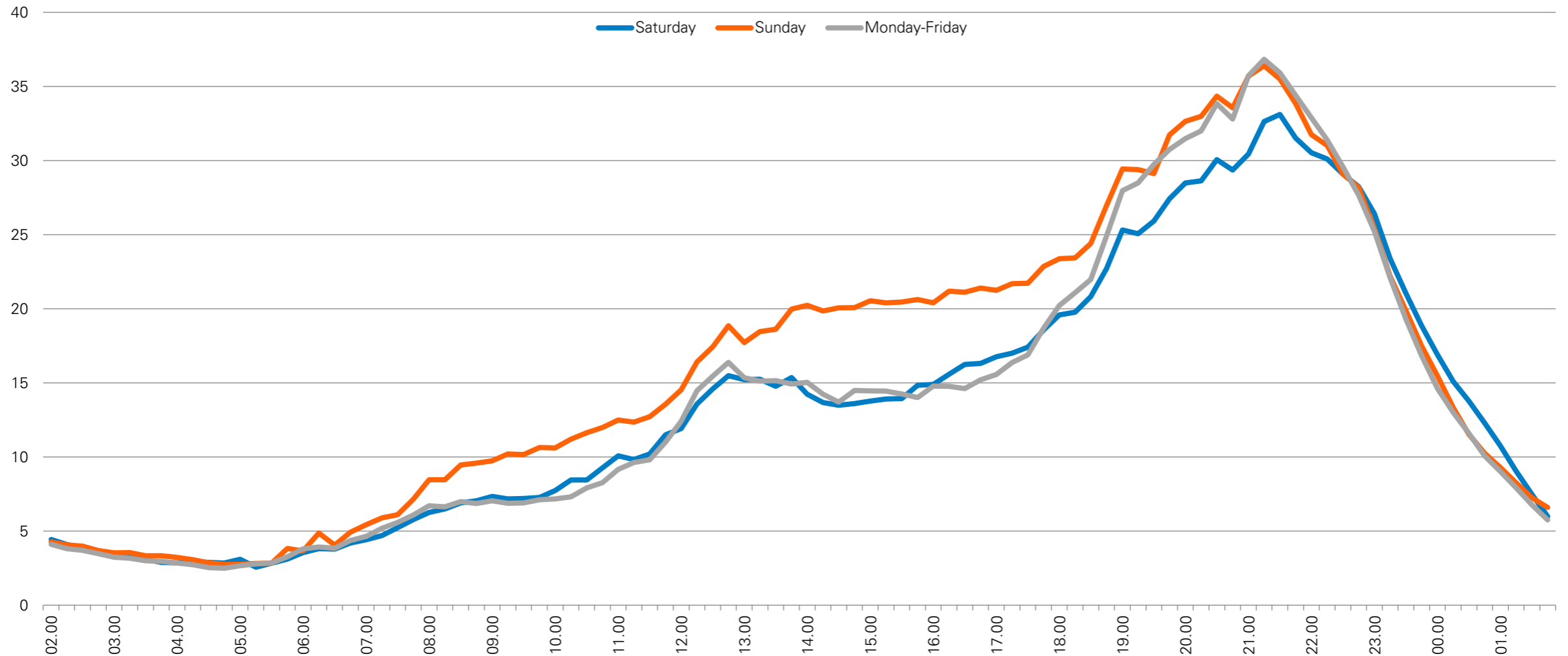




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 303'000 individuals  
Base sample: 555 (Mon-Fri), 556 (Sat), 559 (Sun), Target Group 15+ (with guests)  
TV Total, 24 hrs, All Platforms, Overnight +7

## Day pattern for TV in Italian-speaking Switzerland

Net reach in percent, 15+

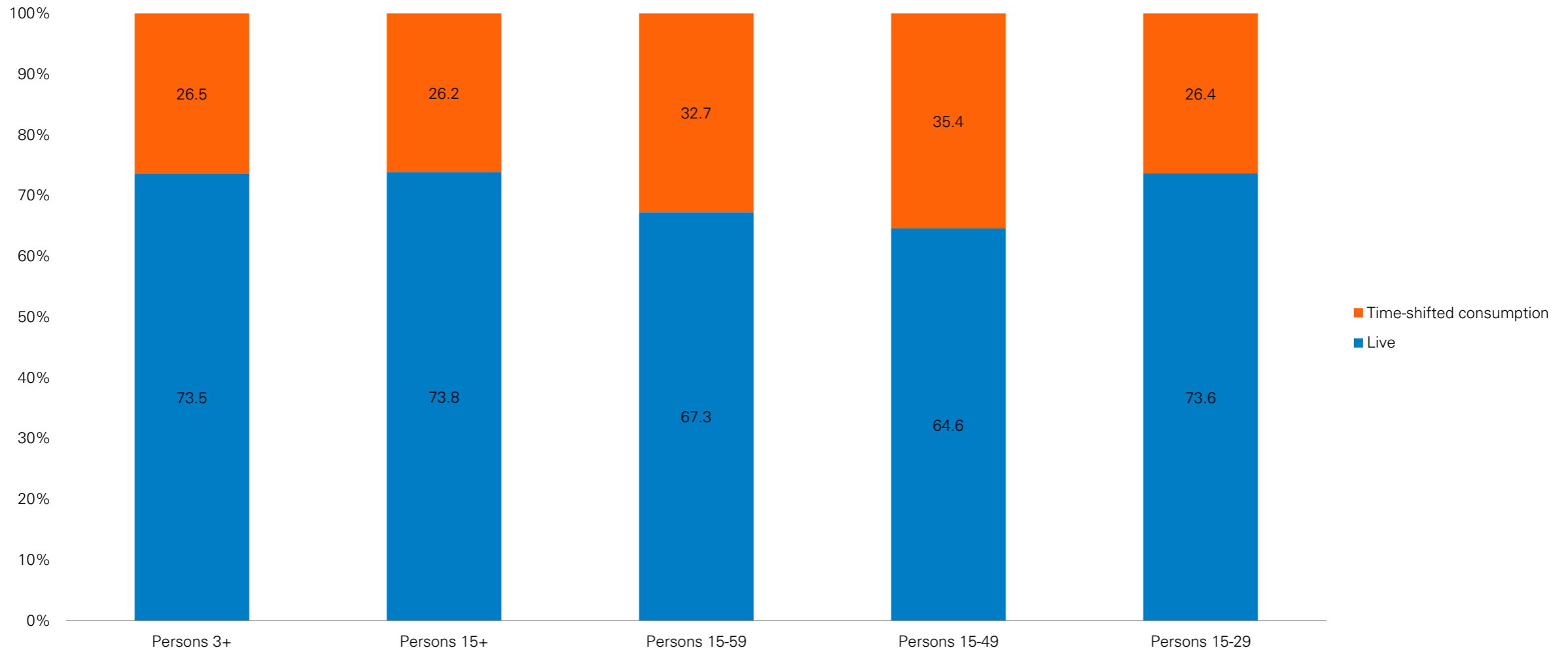




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 5'344'000 (3+) / 4'694'000 (15+) / 3'248'000 (15-59) / 2'412'000 (15-49) / 901'000 (15-29) individuals  
Base sample: 2'345 / 2'022 / 1'156 / 763 / 302 (all target groups with guests)  
TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7, Live vs. TSV (Time-Shifted-Viewing) total

## Time-shifted TV in German-speaking Switzerland

Share of total TV consumption based on viewing time

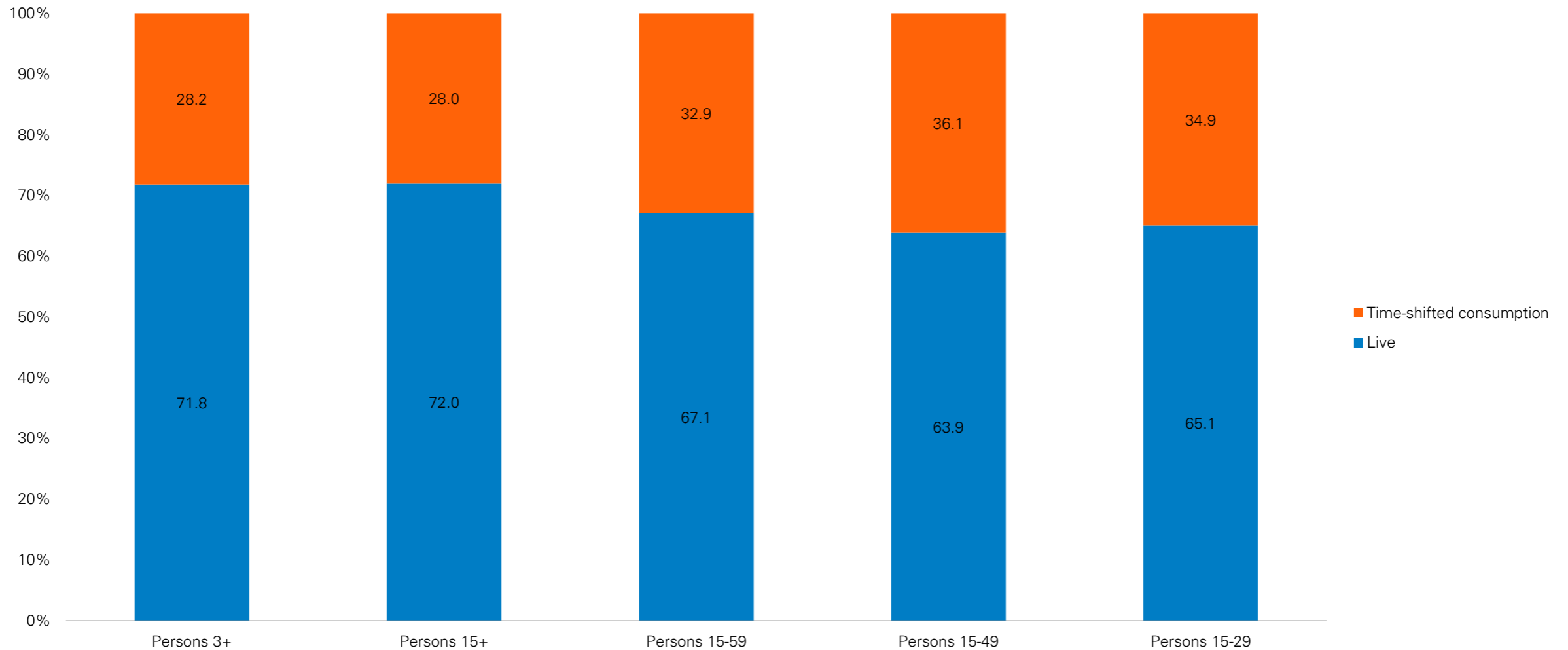




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 1'883'000 (3+) / 1'633'000 (15+) / 1'175'000 (15-59) / 887'000 (15-49) / 346'000 (15-29) individuals  
Base sample: 1'411 / 1'221 / 743 / 496 / 222 (all target groups with guests)  
TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7, Live vs. TSV (Time-Shifted-Viewing) total

## Time-shifted TV in French-speaking Switzerland

Share of total TV consumption based on viewing time



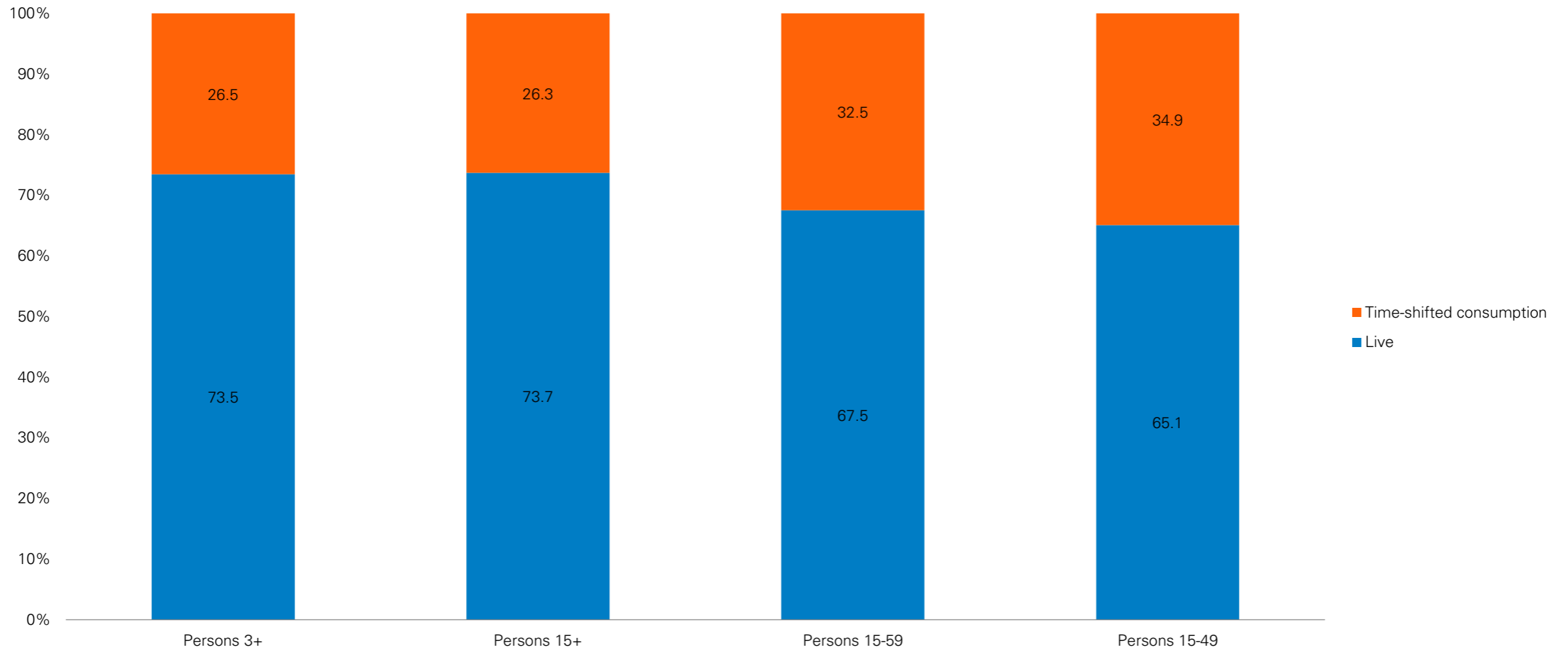




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 340'000 (3+) / 303'000 (15+) / 200'000 (15-59) / 141'000 (15-49) individuals  
Base sample: 642 / 555 / 314 / 203 (all target groups with guests)  
TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7, Live vs. TSV (Time-Shifted-Viewing) total

## Time-shifted TV in Italian-speaking Switzerland

Share of total TV consumption based on viewing time

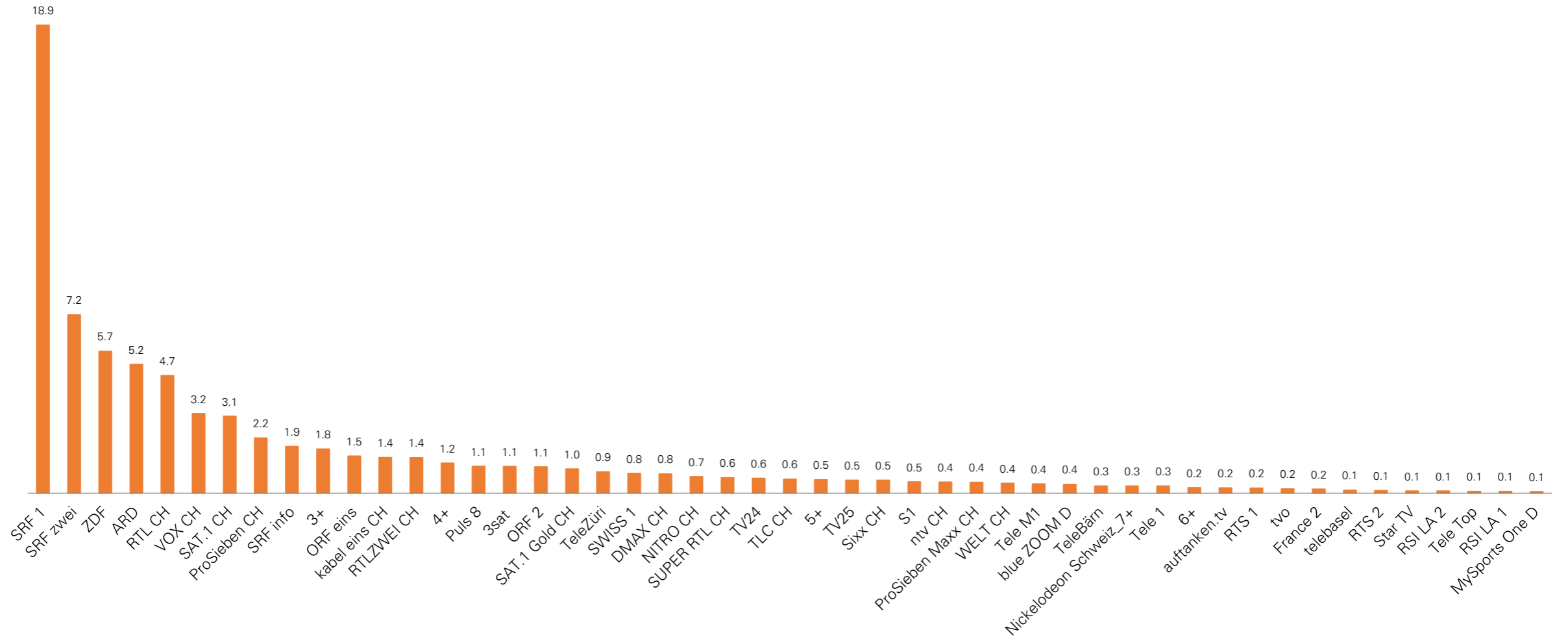




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
 Universe: 5'344'000 individuals  
 Base sample: 2'345, Mon-Sun, All Platforms, Overnight +7  
 Non-listed stations: Market share = 25.1

## Market shares in German-speaking Switzerland

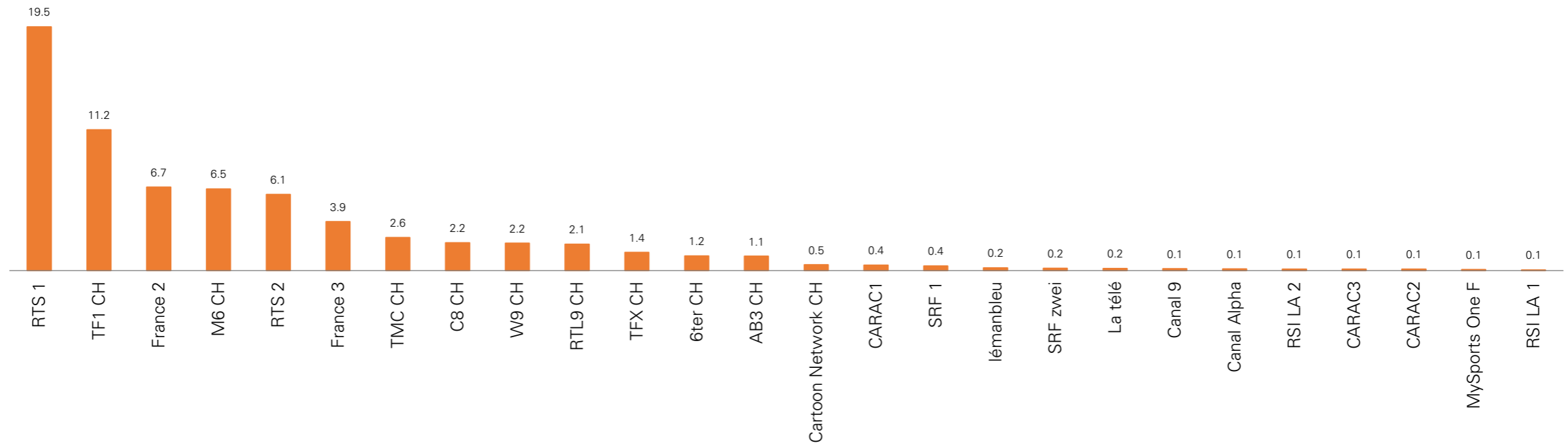
Persons 3+ (including guests), in percent





## Market shares in French-speaking Switzerland

Persons 3+ (including guests), in percent

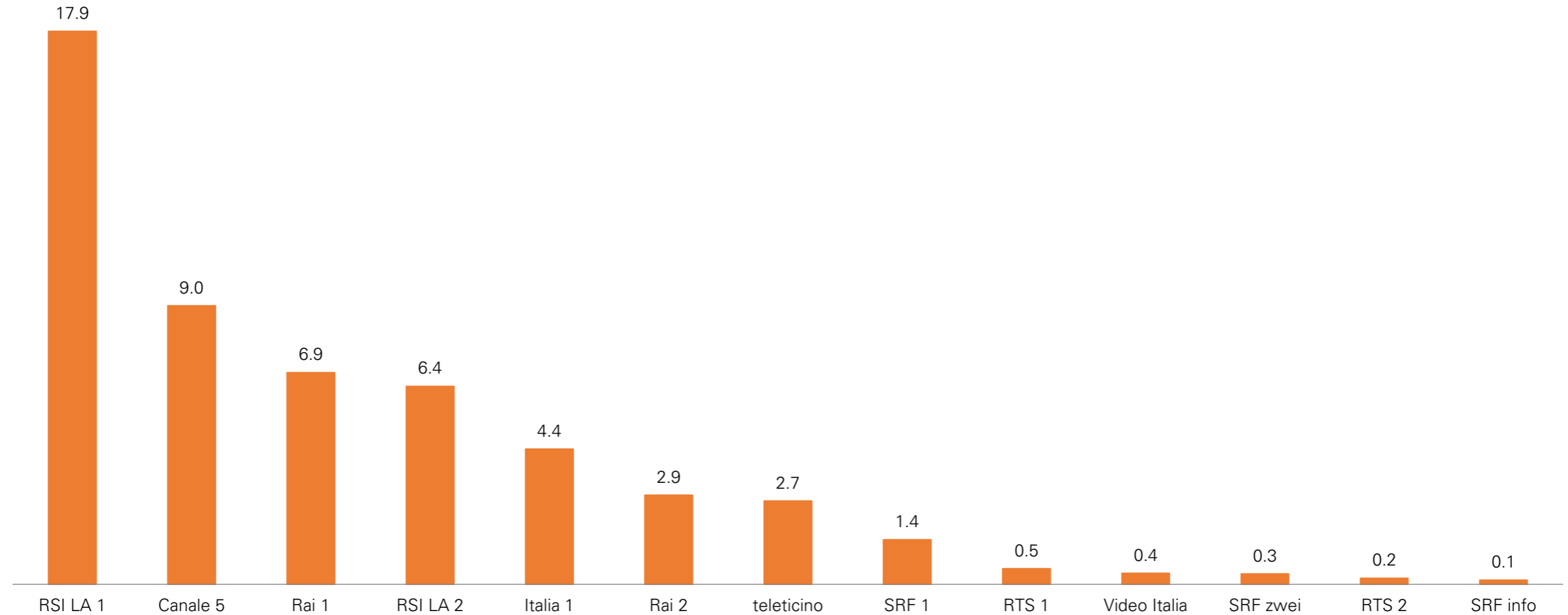




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 340'000 individuals  
Base sample: 642, Mon-Sun, All Platforms, Overnight +7  
Non-listed stations: Market share = 46.8

## Market shares in Italian-speaking Switzerland

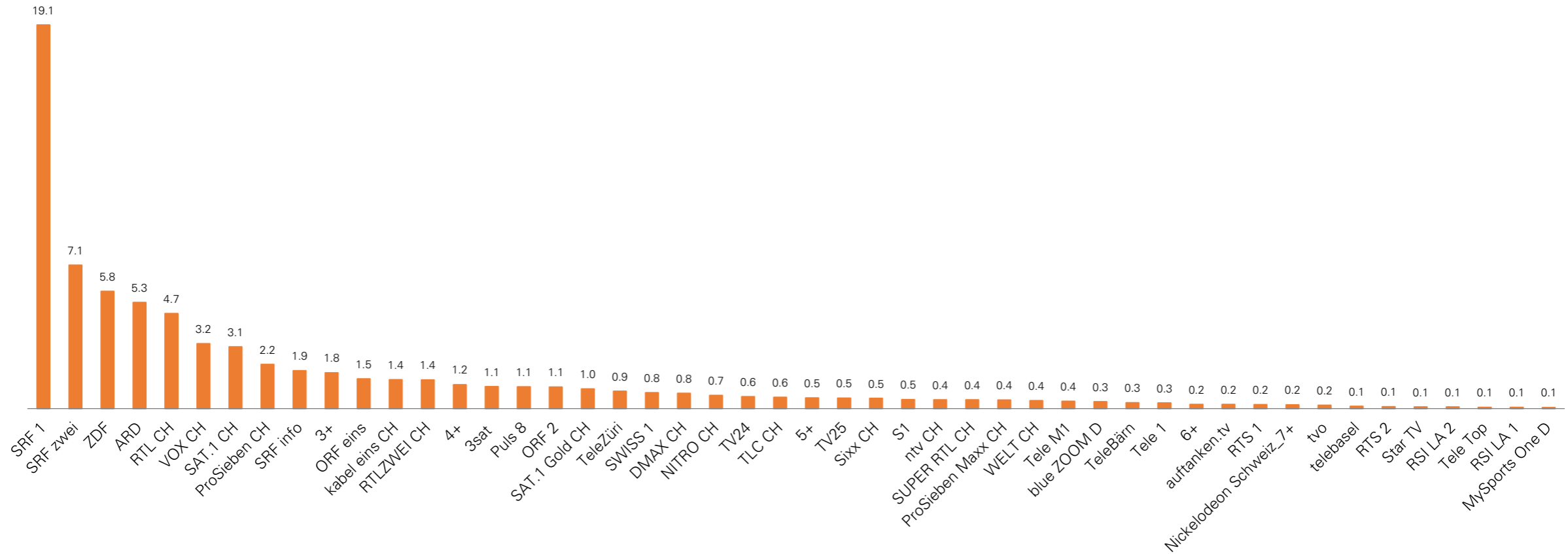
Persons 3+ (including guests), in percent





# Market shares in German-speaking Switzerland

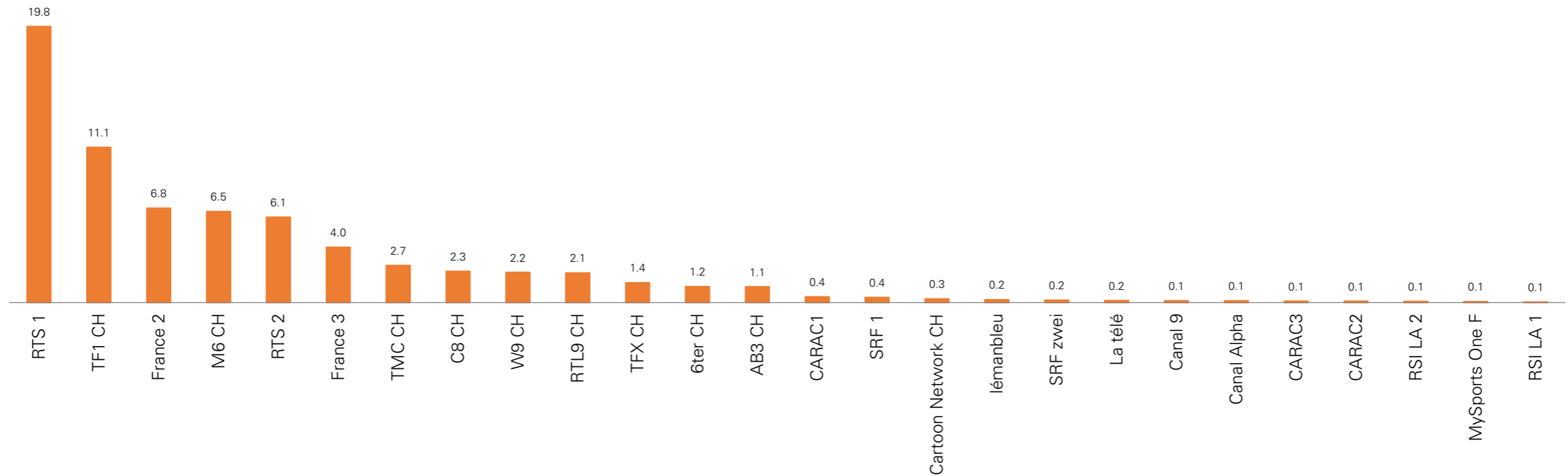
Persons 15+ (including guests), in percent





## Market shares in French-speaking Switzerland

Persons 15+ (including guests), in percent

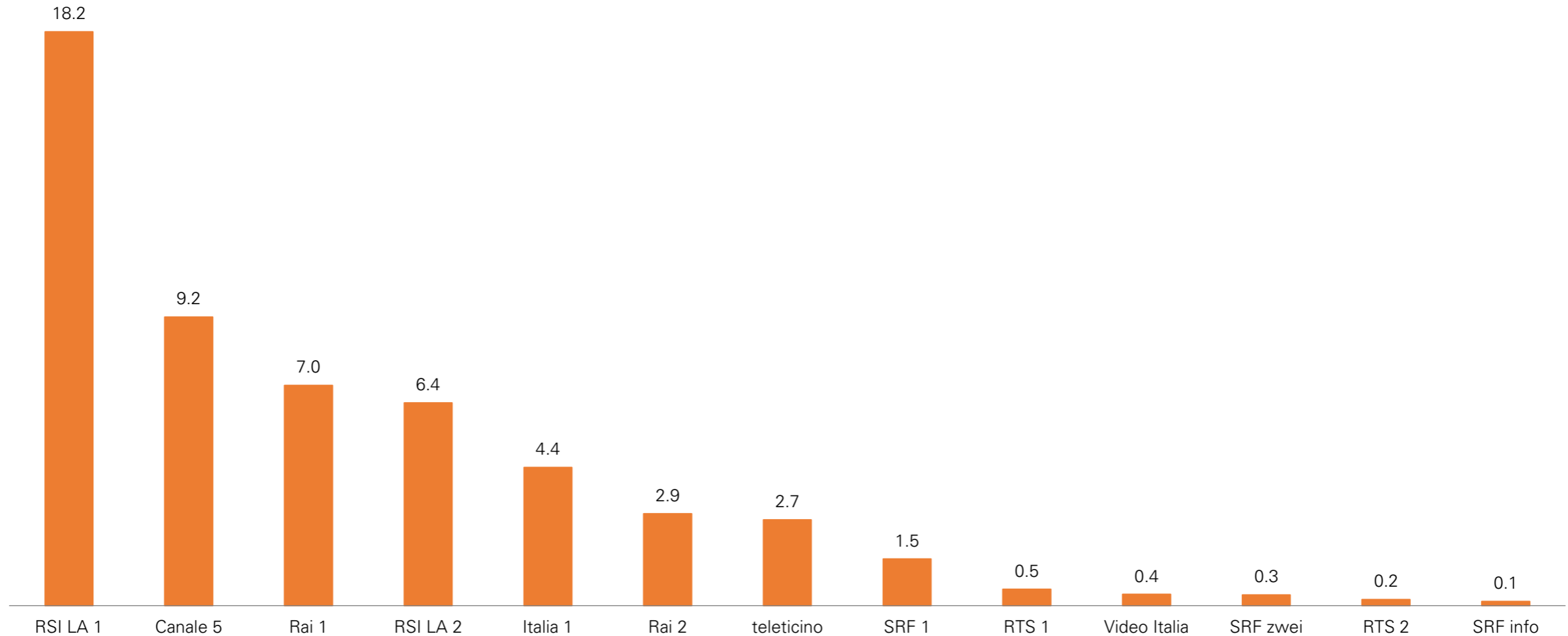




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 303'000 individuals  
Base sample: 555, Mon-Sun, All Platforms, Overnight +7  
Non-listed stations: Market share = 46.0

## Market shares in Italian-speaking Switzerland

Persons 15+ (including guests), in percent

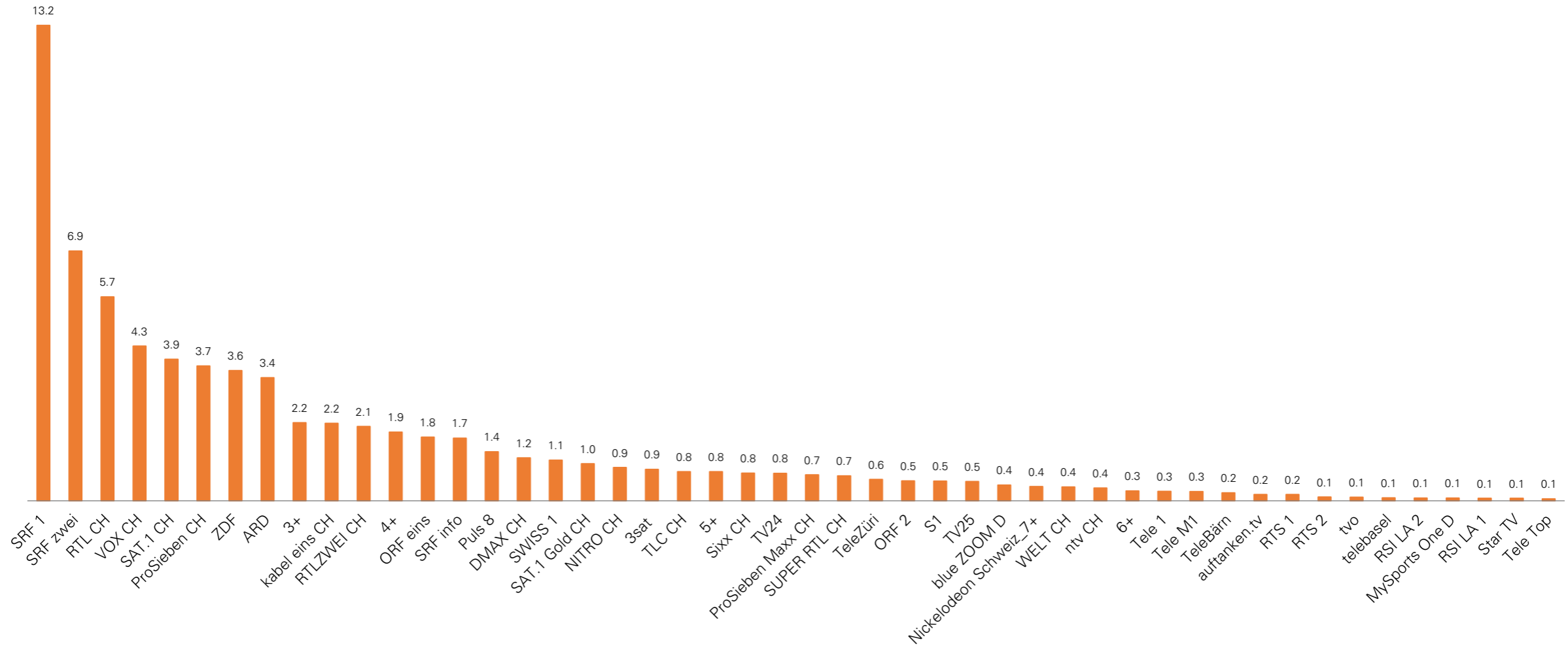




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
 Universe: 3'248'000 individuals  
 Base sample: 1'156, Mon-Sun, All Platforms, Overnight +7  
 Non-listed stations: Market share = 26.5

## Market shares in German-speaking Switzerland

Persons 15–59 (including guests), in percent



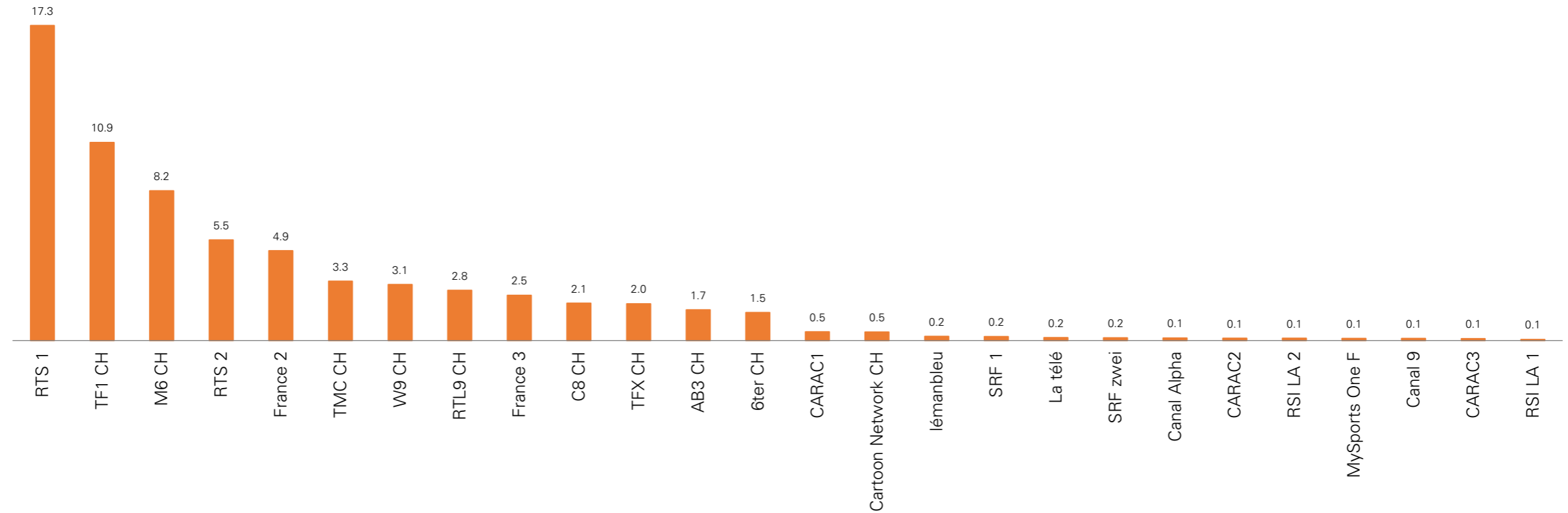




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 1'175'000 individuals  
Base sample: 743, Mon-Sun, All Platforms, Overnight +7  
Non-listed stations: Market share = 31.7

## Market shares in French-speaking Switzerland

Persons 15–59 (including guests), in percent

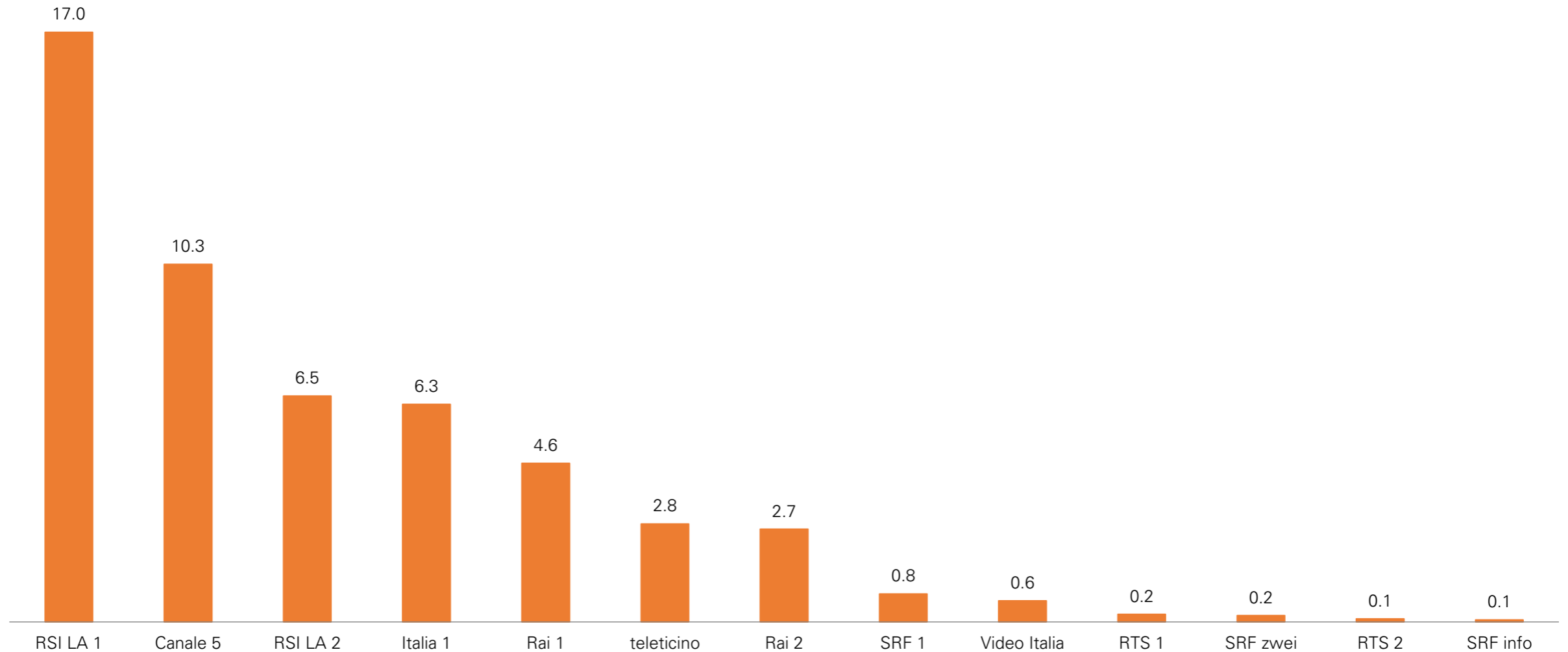




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
Universe: 200'000 individuals  
Base sample: 314, Mon-Sun, All Platforms, Overnight +7  
Non-listed stations: Market share = 47.8

## Market shares in Italian-speaking Switzerland

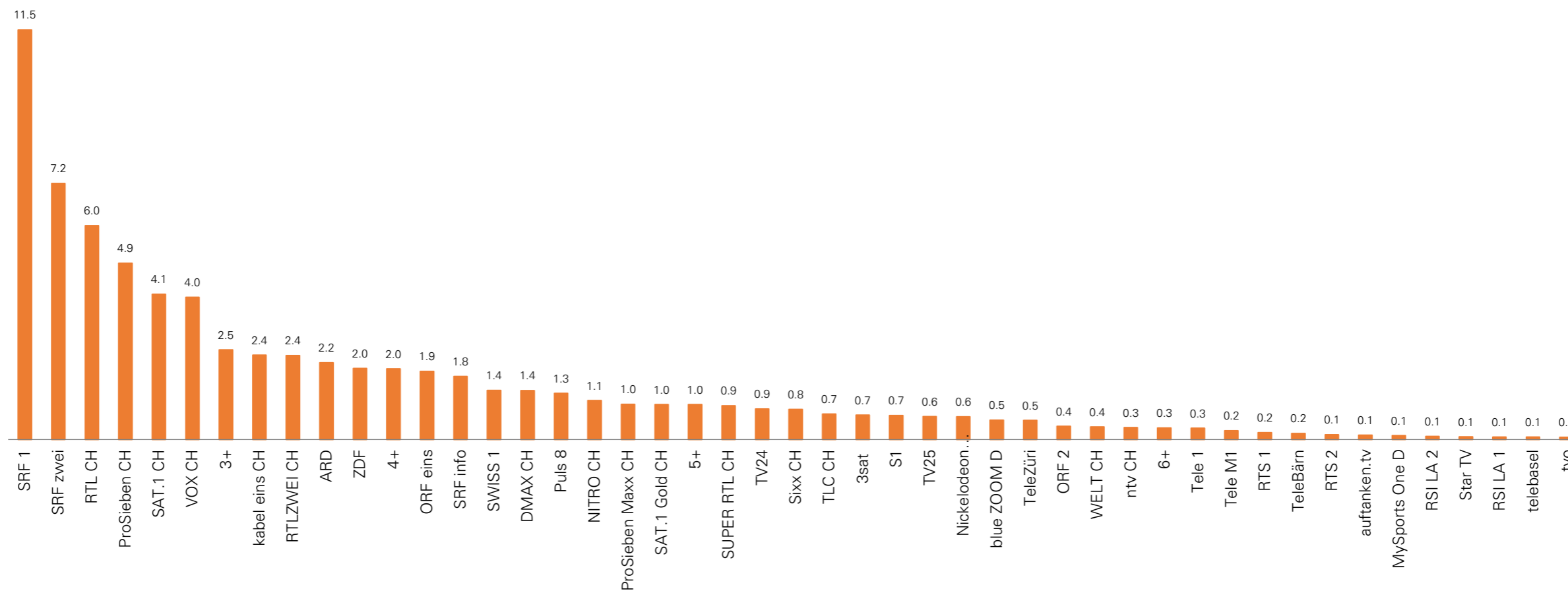
Persons 15–59 (including guests), in percent





## Market shares in German-speaking Switzerland

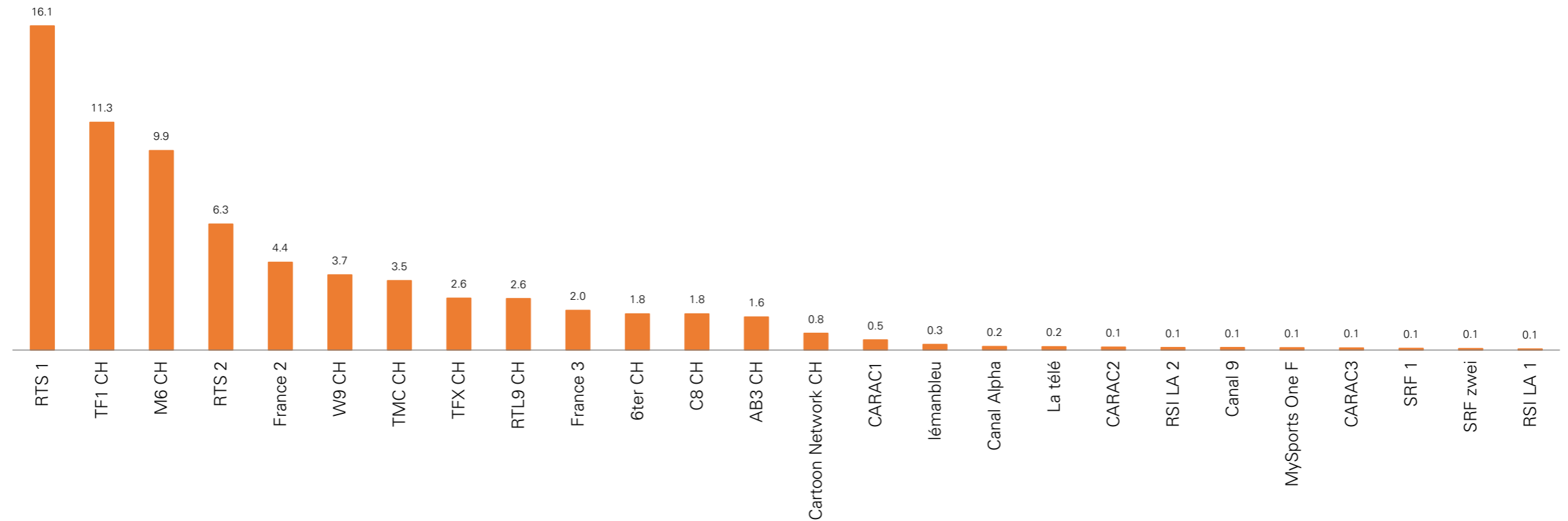
Persons 15–49 (including guests), in percent





## Market shares in French-speaking Switzerland

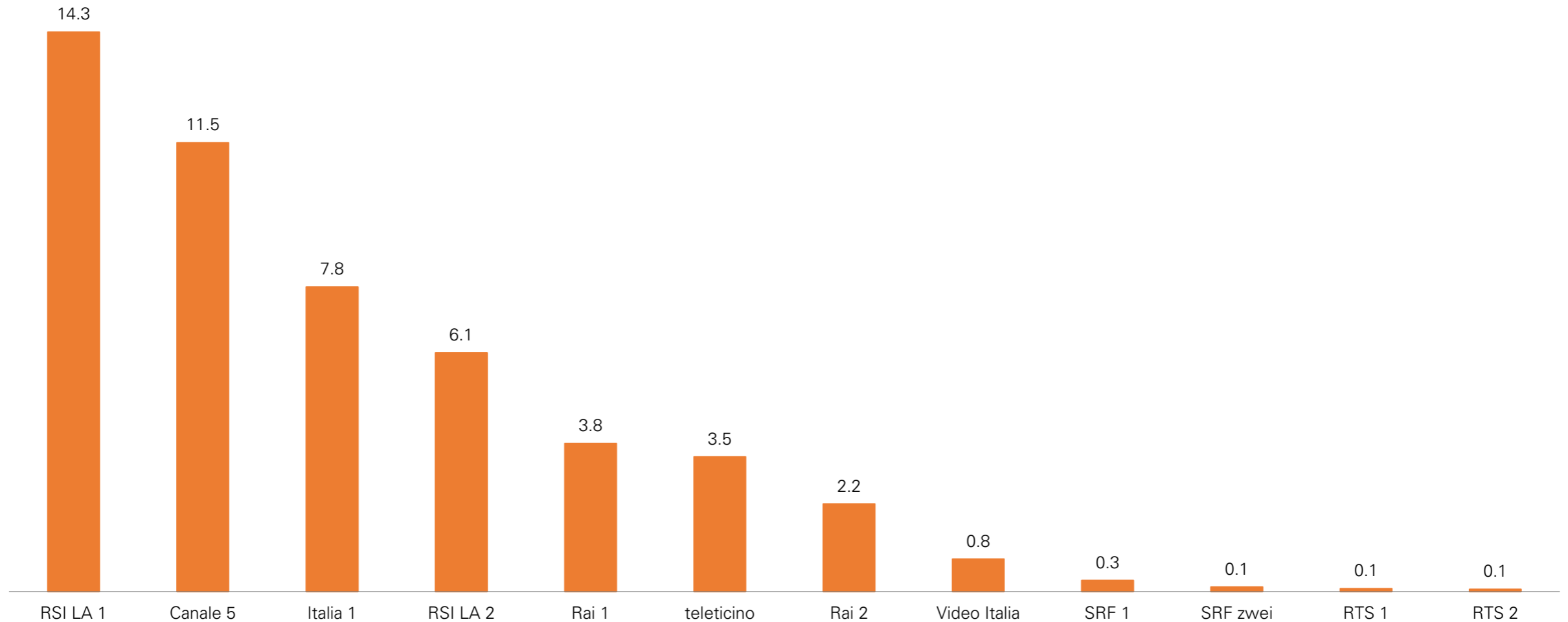
Persons 15–49 (including guests), in percent





## Market shares in Italian-speaking Switzerland

Persons 15–49 (including guests), in percent

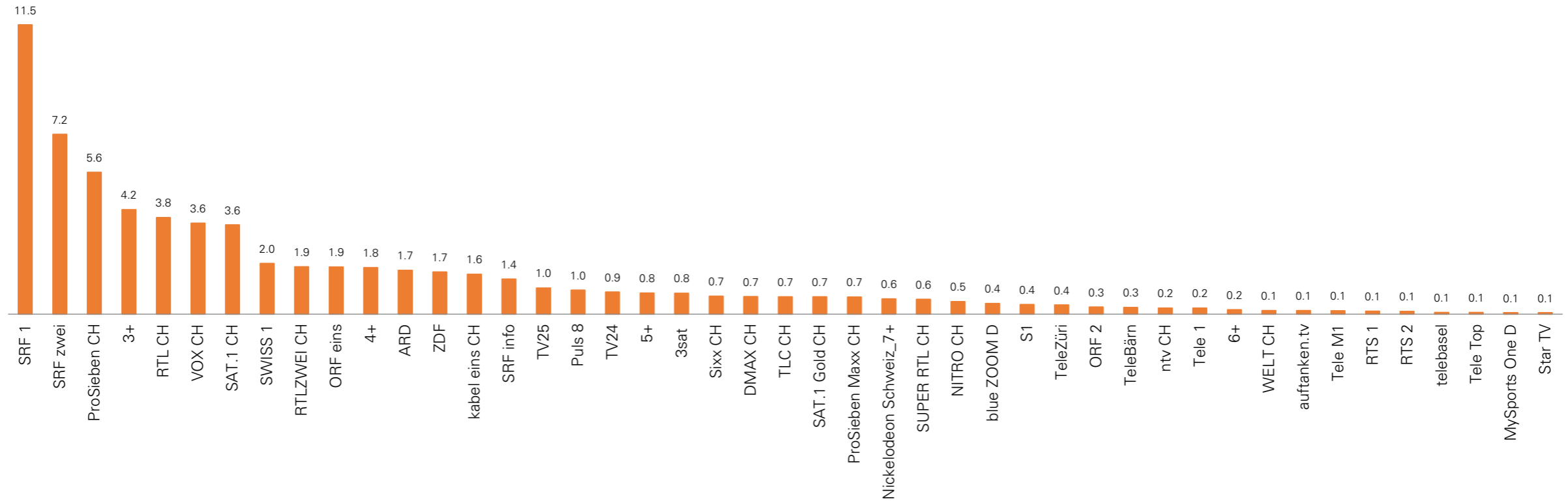




Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
 Universe: 901'000 individuals  
 Base sample: 302, Mon-Sun, All Platforms, Overnight +7  
 Non-listed stations: Market share = 33.5

# Market shares in German-speaking Switzerland

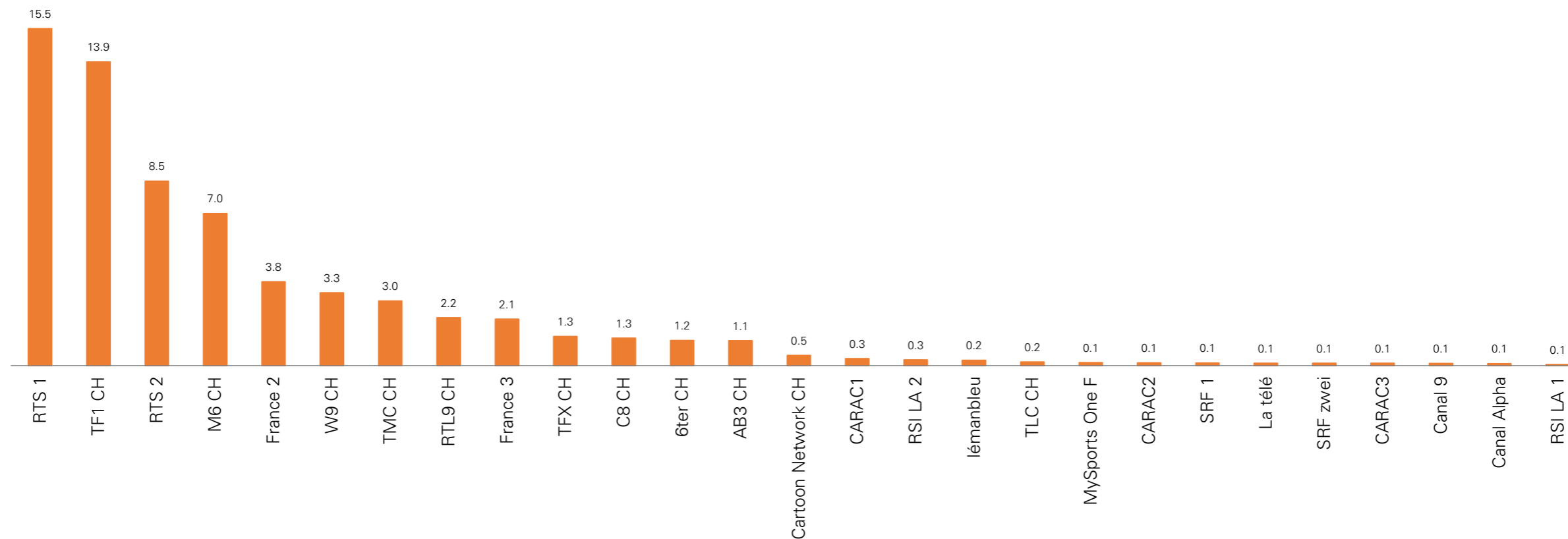
Persons 15–29 (including guests), in percent





## Market shares in French-speaking Switzerland

Persons 15–29 (including guests), in percent





## Licensed regional TV stations – licence area

Licence area

Persons 3+ (with guests)

Respective licence area

Regional TV stations	licence area	size	CI 95% NR %	NR %	NR-T	ET [Min]	Share-%
TeleBärn	Bern	1'228'000	[+/- 1.4]	6.5	79.6	15.3	1.0
Tele M1	Aargau-Solothurn	1'209'000	[+/- 2]	8.7	105.7	16.2	1.3
Tele Top	Zürich-Nordostschweiz	1'670'000	[+/- 0.6]	1.8	30.4	7.3	0.1
teleticino	Ticino	340'000	[+/- 1.7]	13.8	46.9	27.6	2.7
lémanbleu	Genève	500'000	[+/- 0.8]	3.3	16.4	12.6	0.4
TeleBilingue	Biel-Bienne	252'000	[+/- 1.4]	2.8	7.1	6.9	0.2
telebasel	Basel	511'000	[+/- 2.5]	6.0	30.9	12.9	0.7
tvo	Ostschweiz	599'000	[+/- 2.3]	6.1	36.4	17.6	1.2
La télé	Vaud-Fribourg	989'000	[+/- 0.5]	2.9	28.3	8.8	0.2
TSO	Südostschweiz	284'000	[+/- 1.9]	3.6	10.2	10.4	0.4
Tele 1	Innerschweiz	886'000	[+/- 1.9]	6.9	60.8	17.2	1.3
Canal 9	Valais-Wallis	355'000	[+/- 2]	5.8	20.7	9.7	0.4
Canal Alpha	Arc Jurassien	331'000	[+/- 1.2]	5.1	16.7	9.3	0.5

### Legend

NR %: Net reach in %

NR-T: Net reach in thousands

ET [Min]: Exposure time per viewer in minutes

Share: Market share





## Licensed regional TV stations – language region

Language region

Persons 3+ (with guests)

Respective licence area

Regional TV stations	licence area (size)	Spalte1	CI 95% NR %	NR %	NR-T	ET [Min]	Share-%
TeleBärn	German speaking CH	5'344'000	[+/- 0.4]	2.5	135.3	11.3	0.3
Tele M1	German speaking CH	5'344'000	[+/- 0.5]	2.8	150.1	13.3	0.4
Tele Top	German speaking CH	5'344'000	[+/- 0.2]	1.1	57.4	6.5	0.1
teleticino	Italian speaking CH	340'000	[+/- 1.7]	13.8	46.9	27.6	2.7
lémanbleu	French speaking CH	1'883'000	[+/- 0.3]	2.4	46.1	9.8	0.2
TeleBilingue	German speaking CH	5'344'000	[+/- 0.1]	0.6	32.5	4.8	0.0
TeleBilingue	French speaking CH	1'883'000	[+/- 0.1]	0.4	8.2	5.3	0.0
telebasel	German speaking CH	5'344'000	[+/- 0.3]	1.4	74.9	8.6	0.1
tvo	German speaking CH	5'344'000	[+/- 0.3]	1.5	79.4	11.4	0.2
La télé	French speaking CH	1'883'000	[+/- 0.3]	2.1	40.0	8.2	0.2
TSO	German speaking CH	5'344'000	[+/- 0.2]	0.9	50.4	5.1	0.0
Tele 1	German speaking CH	5'344'000	[+/- 0.4]	2.2	118.5	12.7	0.3
Canal 9	German speaking CH	5'344'000	[+/- 0.1]	0.5	29.2	5.7	0.0
Canal 9	French speaking CH	1'883'000	[+/- 0.4]	2.1	40.4	7.3	0.1
Canal Alpha	French speaking CH	1'883'000	[+/- 0.4]	2.3	44.2	6.6	0.1

### Legend

NR %: Net reach in %

NR-T: Net reach in thousands

ET [Min]: Exposure time per viewer in minutes

Share: Market share



## Licensed regional TV stations – licence area

Licence area

Persons 15+ (with guests)

Respective licence area

Regional TV stations	licence area	size	CI 95% NR %	NR %	NR-T	ET [Min]	Share-%
TeleBärn	Bern	1'074'000	[+/- 1.6]	7.3	78.5	15.4	1.0
Tele M1	Aargau-Solothurn	1'061'000	[+/- 2.3]	9.7	103.1	16.2	1.3
Tele Top	Zürich-Nordostschweiz	1'450'000	[+/- 0.7]	2.1	30.2	7.3	0.1
teleticino	Ticino	303'000	[+/- 2]	15.0	45.6	27.9	2.7
lémanbleu	Genève	454'000	[+/- 0.9]	3.5	16.0	12.7	0.4
TeleBilingue	Biel-Bienne	219'000	[+/- 1.6]	3.1	6.8	7.0	0.2
telebasel	Basel	466'000	[+/- 2.8]	6.6	30.7	12.9	0.7
tvo	Ostschweiz	520'000	[+/- 2.7]	6.9	36.0	17.7	1.3
La télé	Vaud-Fribourg	859'000	[+/- 0.6]	3.2	27.3	8.9	0.2
TSO	Südostschweiz	246'000	[+/- 2.3]	4.0	9.9	10.4	0.4
Tele 1	Innerschweiz	767'000	[+/- 2.3]	7.8	59.9	17.3	1.3
Canal 9	Valais-Wallis	301'000	[+/- 2.5]	6.8	20.4	9.7	0.4
Canal Alpha	Arc Jurassien	270'000	[+/- 1.5]	6.0	16.1	9.4	0.5

### Legend

NR %: Net reach in %

NR-T: Net reach in thousands

ET [Min]: Exposure time per viewer in minutes

Share: Market share



## Licensed regional TV stations – language region

Language region

Persons 15+ (with guests)

Respective licence area

Regional TV stations	licence area (size)	Spalte1	CI 95% NR %	NR %	NR-T	ET [Min]	Share-%
TeleBärn	German speaking CH	4'694'000	[+/- 0.5]	2.8	133.4	11.4	0.3
Tele M1	German speaking CH	4'694'000	[+/- 0.6]	3.1	146.9	13.2	0.4
Tele Top	German speaking CH	4'694'000	[+/- 0.3]	1.2	56.7	6.5	0.1
teleticino	Italian speaking CH	303'000	[+/- 2]	15.0	45.6	27.9	2.7
lémanbleu	French speaking CH	1'633'000	[+/- 0.4]	2.7	44.9	9.8	0.2
TeleBilingue	German speaking CH	4'694'000	[+/- 0.2]	0.7	31.8	4.8	0.0
TeleBilingue	French speaking CH	1'633'000	[+/- 0.2]	0.5	7.9	5.3	0.0
telebasel	German speaking CH	4'694'000	[+/- 0.4]	1.6	74.1	8.6	0.1
tvo	German speaking CH	4'694'000	[+/- 0.4]	1.7	78.4	11.5	0.2
La télé	French speaking CH	1'633'000	[+/- 0.4]	2.4	38.8	8.3	0.2
TSO	German speaking CH	4'694'000	[+/- 0.2]	1.0	49.3	5.1	0.0
Tele 1	German speaking CH	4'694'000	[+/- 0.5]	2.5	116.4	12.8	0.3
Canal 9	German speaking CH	4'694'000	[+/- 0.2]	0.6	28.8	5.7	0.0
Canal 9	French speaking CH	1'633'000	[+/- 0.5]	2.4	39.6	7.3	0.1
Canal Alpha	French speaking CH	1'633'000	[+/- 0.4]	2.6	42.9	6.6	0.1

### Legend

NR %: Net reach in %

NR-T: Net reach in thousands

ET [Min]: Exposure time per viewer in minutes

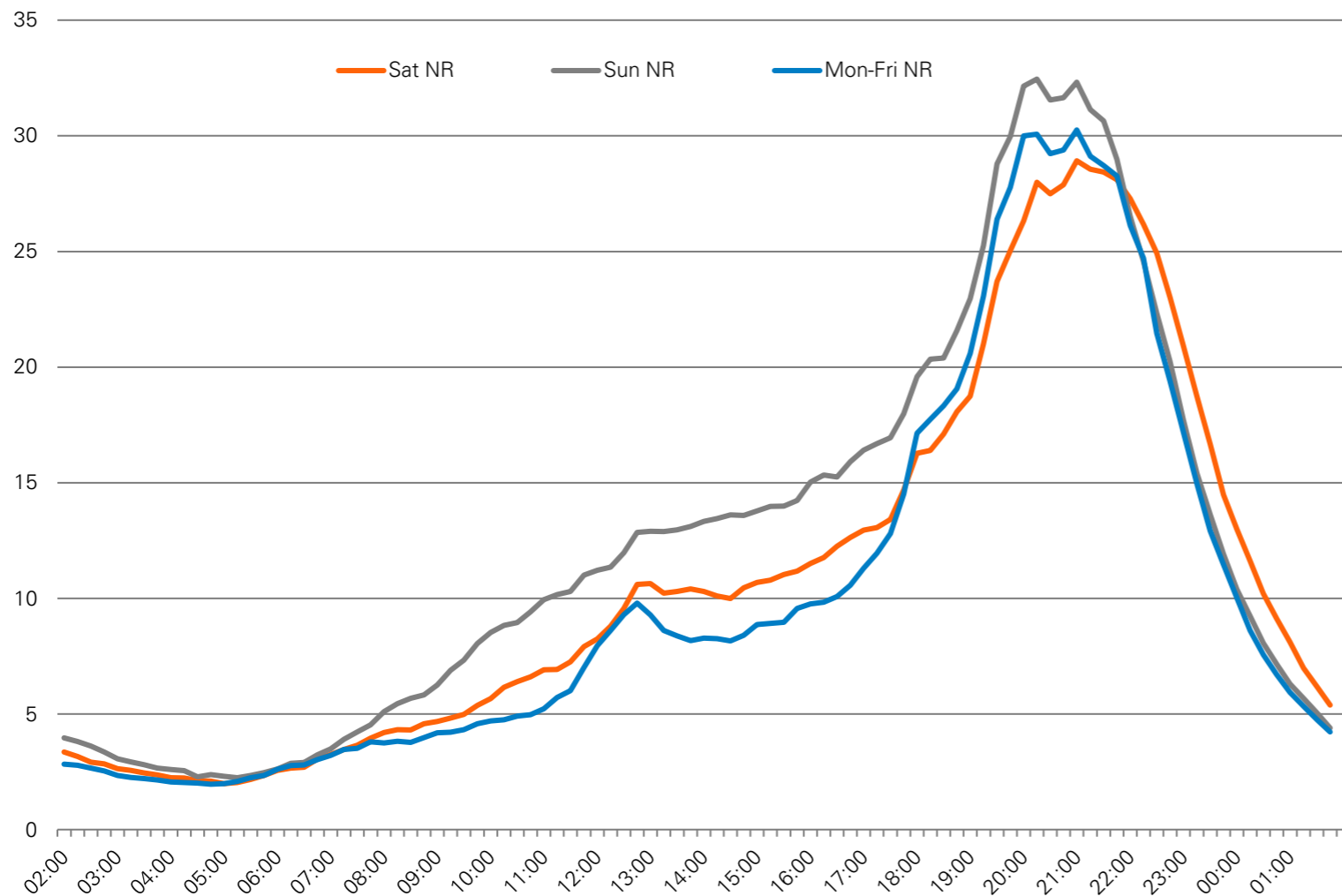
Share: Market share



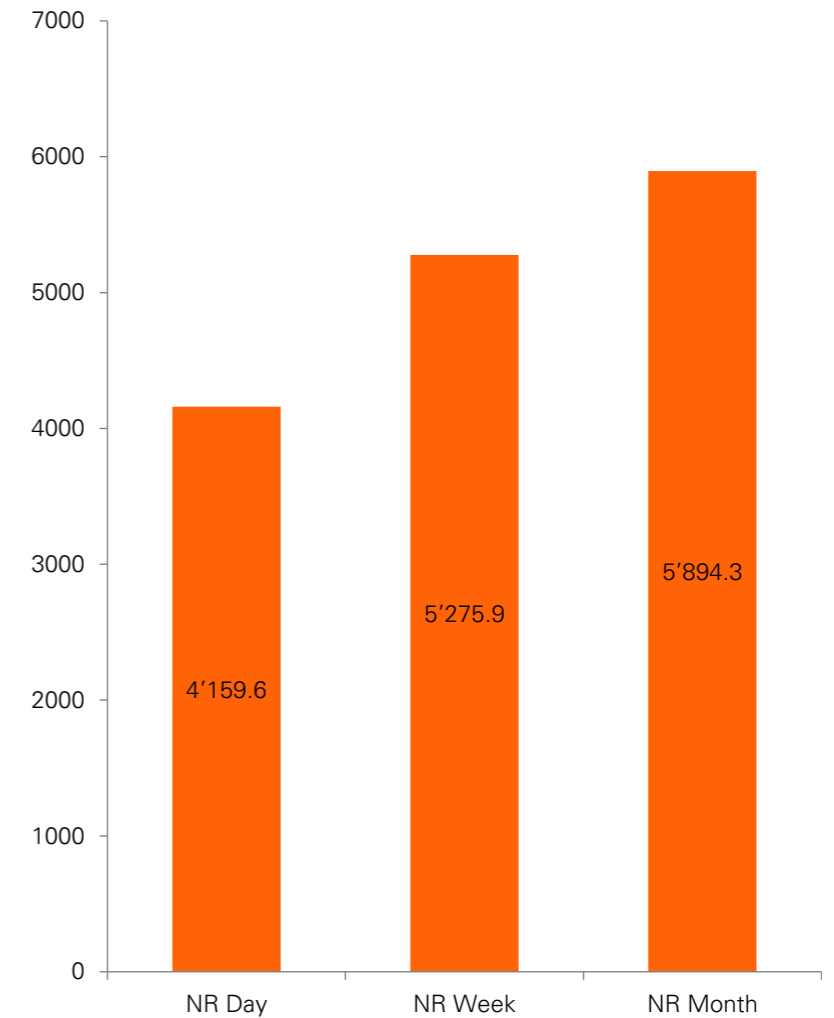
Source: Mediapulse TV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
 Universe: 6'630'000 individuals  
 Base sample: 3'800 (Mon-Sun), 3'799 (Mon-Fri), 3'802 (Sat), 3'818 (Sun); Target Group 15+ (including guests)  
 TV Total, 24 hrs, Mon-Sun, All Platforms, Overnight +7

## TV total market Switzerland / Target group 15+ for cross-comparison

∅ Day pattern in percent



∅ Daily, weekly, monthly reach in 000s



## 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.

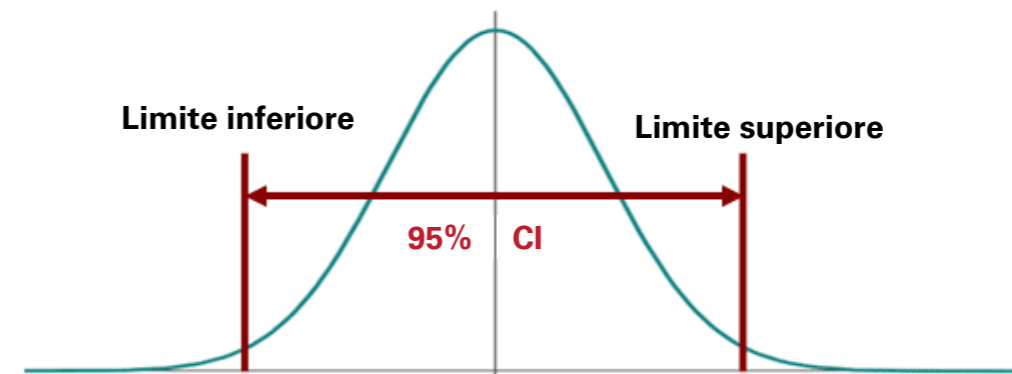
### Calculation of the confidence interval (general formula)

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

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

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