

Mediapulse Streaming Data

Quarterly Report Q4/2021



Figure 1: Overview of the designated broadcast categories

TV and Non-TV Offerings / Big Screen and Small Screen

Categories	Description	Devices	Level	Period
TV@Big Screen	Linear and time-shifted consumption of TV channels on TV sets via IPTV, cable, satellite, OTT	TV sets	Offering	1 January – 31 December 2021
TV@Small Screen	Linear and time-shifted use of TV channels via blue TV Air, UPC, Quickline, Teleboy, Wilmaa and Zattoo on PC (desktop, laptop), tablet and smartphone	Small-screen devices / Mobile devices	Platform	1 May – 31 December 2021
YouTube				
Netflix				
Disney+	Consumption of the platforms on TV set, PC (desktop, laptop), tablet and smartphone	All Screens	Platform	1 January – 31 December 2021
Amazon Prime				
Apple TV+				

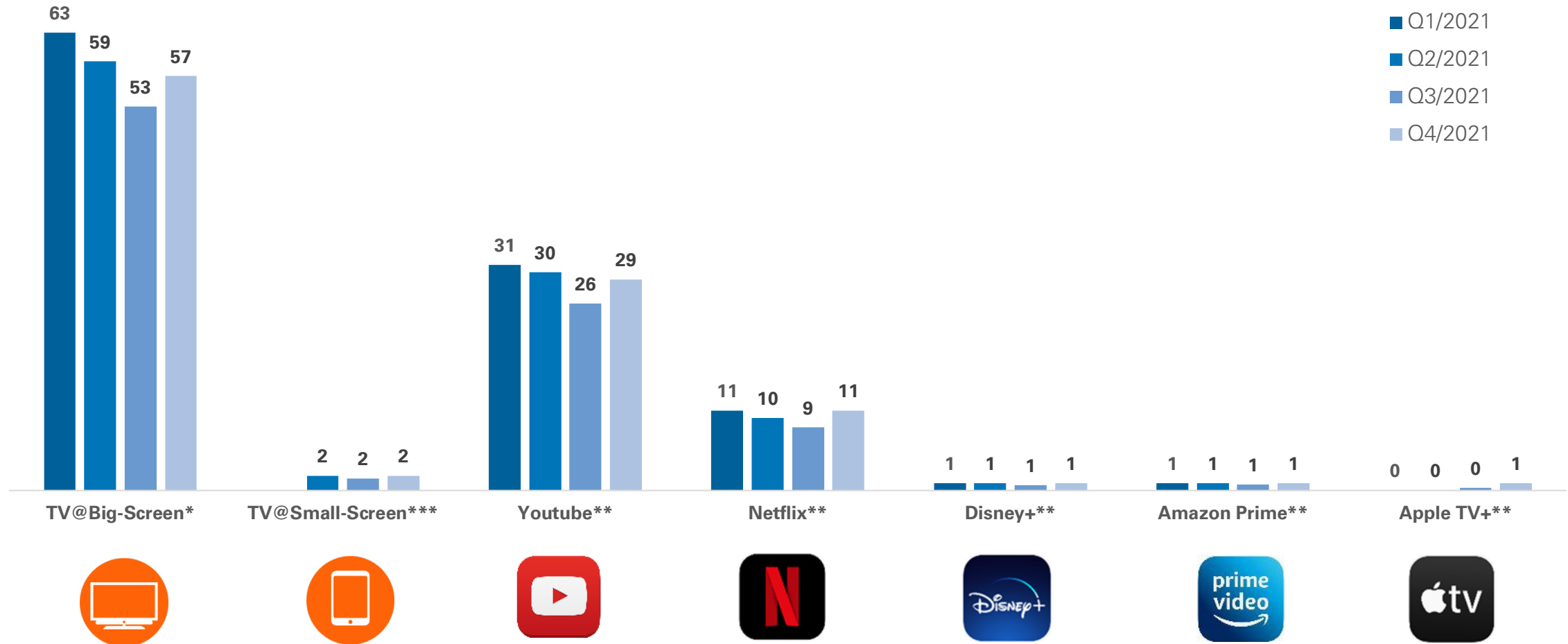
Figure 2: Overview of the reported performance data

User and consumption information

Performance data	Description	Figures in ...
Daily or Net Reach (NR)	Percentage of people within a target group who have consumed an offering at least once per day	Percent
Exposure time (ET)	Average daily consumption time of all consumers of an offering on that day	Minutes
Viewing time (VT)	Average daily consumption time of all persons in the given universe	Minutes

Figure 3: Daily reach per quarter in percent

Whole of Switzerland



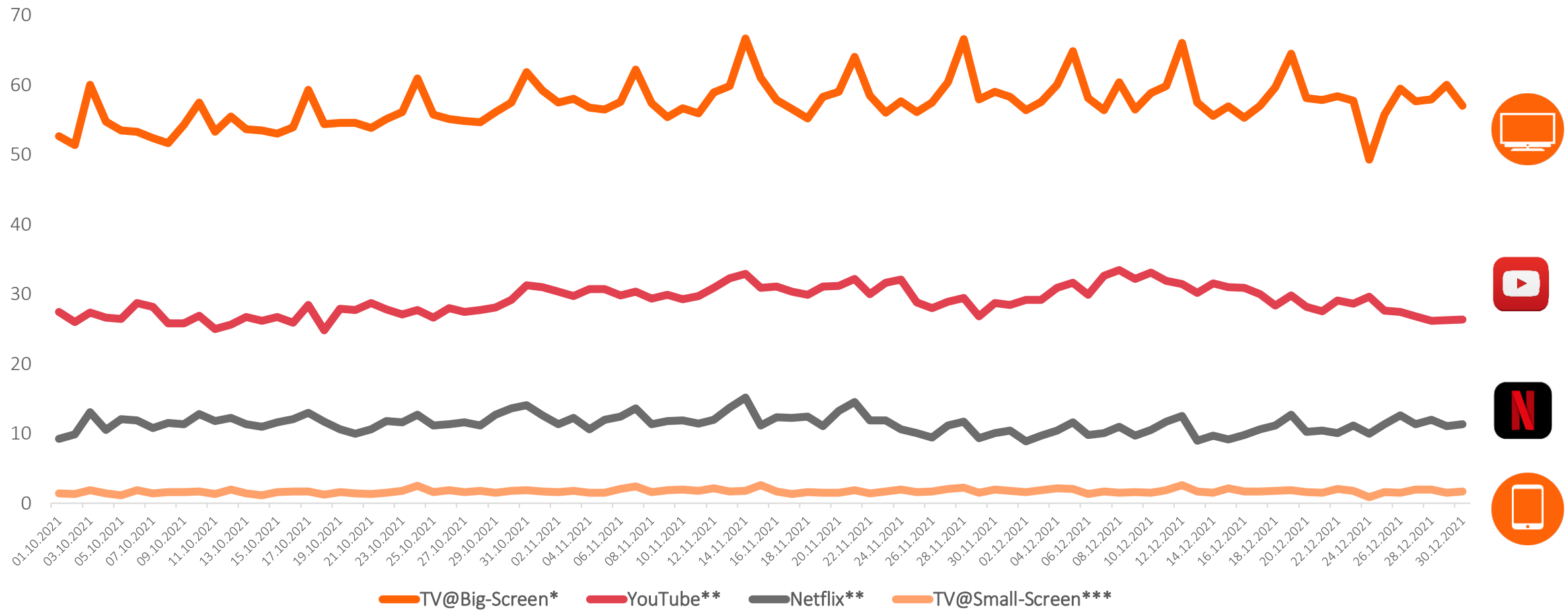
*MEDIAPULSE TV DATA, 1/1 – 31/12/2021, PERSONS 3+ (WITH GUESTS), NR %, 24H, MON-SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEW, CONSUMPTION AT HOME, TV SET

**MEDIAPULSE STREAMING DATA, 1/1 – 31/12/2021, PERSONS 3+, NR %, 24H, MON-SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

***MEDIAPULSE STREAMING DATA, 1/5 – 31/12/2021, PERSONS 3+, NR %, 24H, MON-SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

Figure 4: Daily reach on a quarterly basis in percent

Whole of Switzerland



*MEDIAPULSE TV DATA, 1/10 – 31/12/2021, PERSONS 3+ (WITH GUESTS), NR %, 24 HRS, MON-SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEW, CONSUMPTION AT HOME, TV SET

**MEDIAPULSE STREAMING DATA, 1/10 – 31/12/2021, PERSONS 3+, NR %, 24H, MON-SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

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Figure 5: Daily reach by language region in percent

Whole of Switzerland and language regions

	TV@Big-Screen*	TV@Small-Screen***	YouTube**	Netflix**
German-speaking Switzerland	57	2	29	11
French-speaking Switzerland	56	2	29	12
Italian-speaking Switzerland	67	4	30	15
Whole of Switzerland	57	2	29	11



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**MEDIAPULSE STREAMING DATA, 1/10 – 31/12/2021, PERSONS 3+, NR %, 24H, MON-SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

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Figure 6: Daily reach by age and gender in percent

Whole of Switzerland

		TV@Big-Screen*	YouTube**	Netflix**
Age groups	3 – 14 years	37	22	12
	15 – 29 years	24	33	18
	30 – 39 years	51	34	17
	40 – 49 years	60	37	14
	50 – 59 years	71	28	9
	above 60 years	83	22	3
Gender	Female	58	28	12
	Male	56	30	11




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Figure 7: Daily reach by end device in percent

Whole of Switzerland

		YouTube*	Netflix*	TV
Device	TV Set	3	6	57 **
	Smartphone	19	4	1 ***
	PC / Tablet	11	2	1 ***





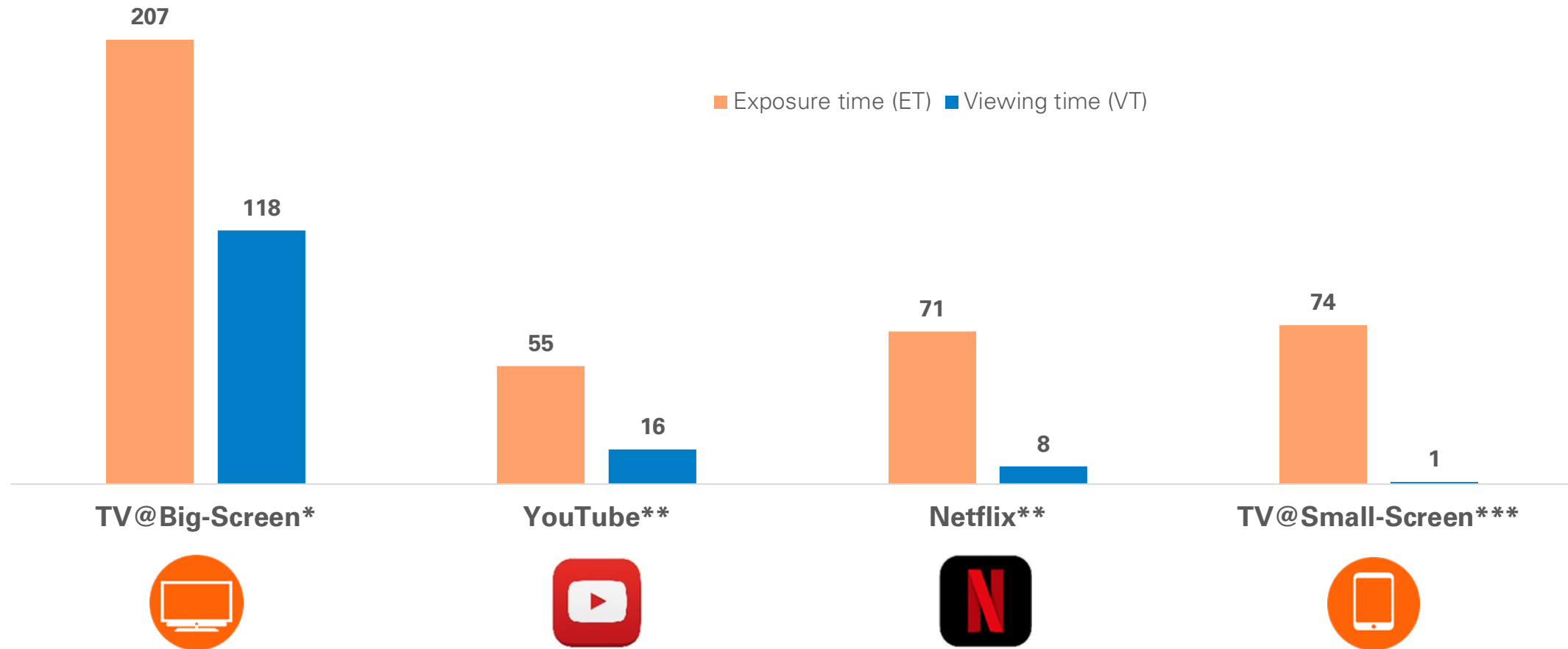
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Figure 8: Daily exposure and viewing time in minutes

Whole of Switzerland



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