

# Mediapulse Streaming Data

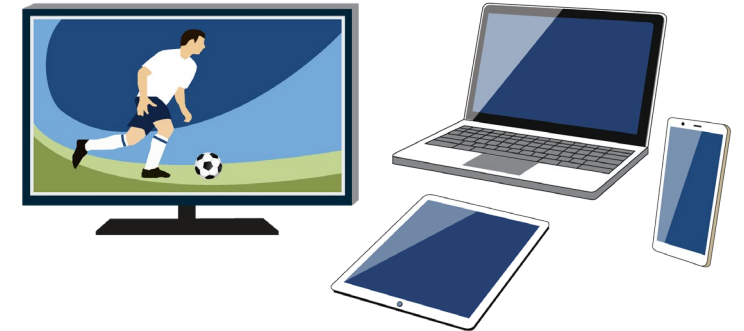
Quarterly Report Q2/2022

Bern, 20 July 2022

mediapulse

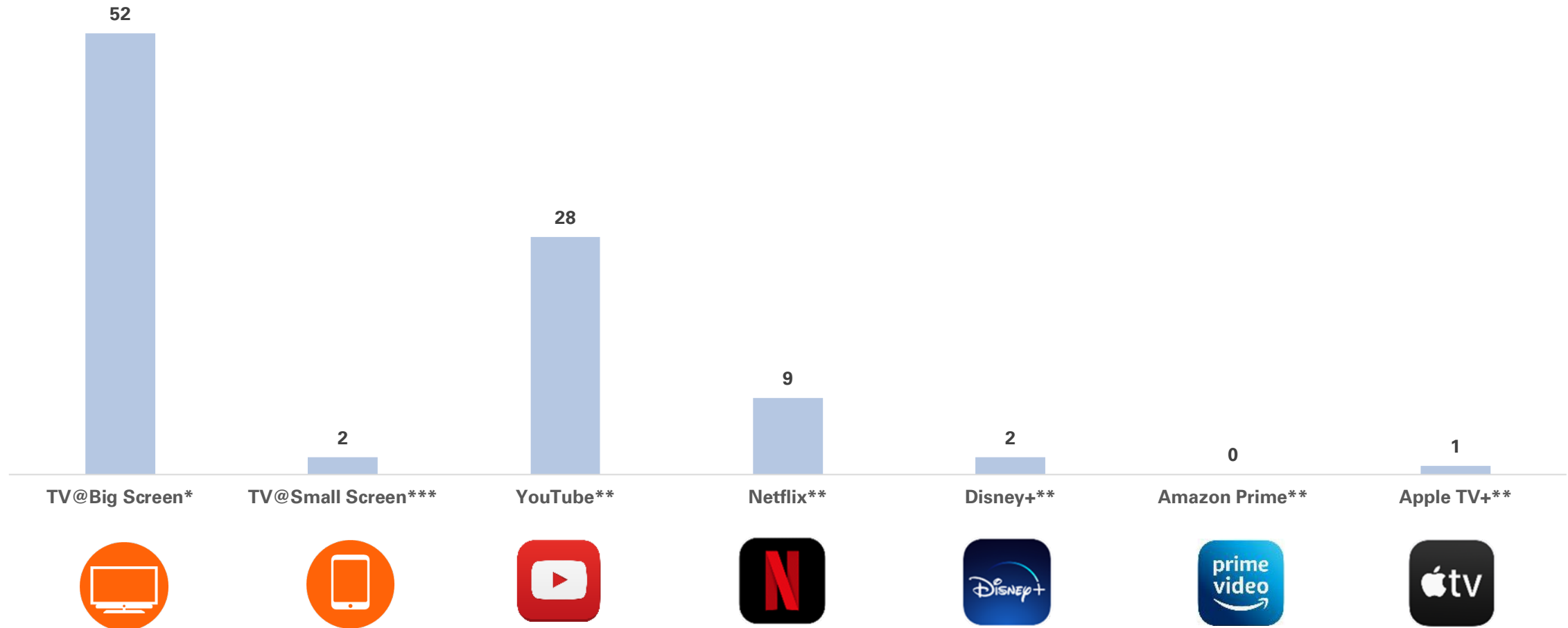
# Results Mediapulse Streaming Data – Second Quarter 2022

- Daily reach Q2/22 in percent
- Daily reach per quarter in percent
- Daily reach Q2/22 by language region in percent
- Daily reach Q2/22 by age/gender in percent
- Daily reach Q2/22 by end device in percent
- Daily reach over the course of Q2/22 in percent
- Daily exposure and viewing time Q2/22 in minutes



# Daily reach Q2/22 in percent

## Whole of Switzerland



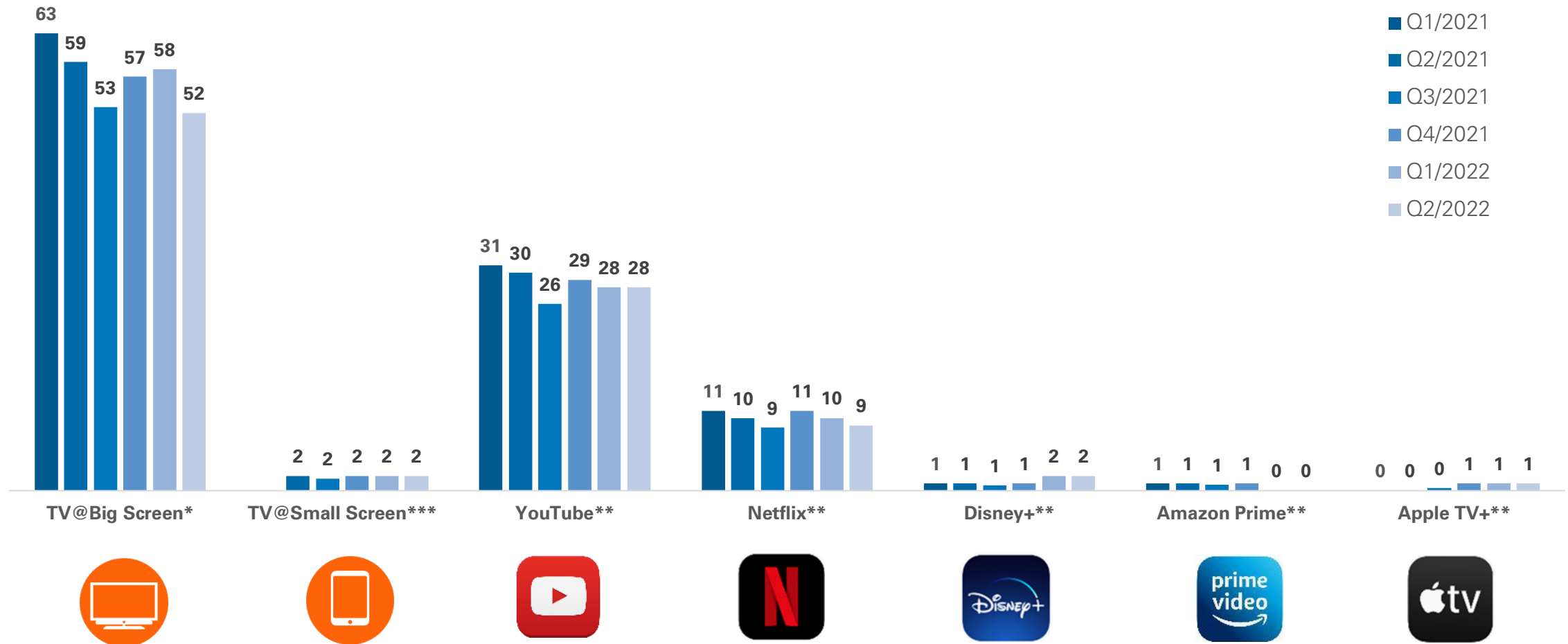
\*MEDIAPULSE TV DATA, 1 APRIL – 30 JUNE 2022, PERSONS AGED 3+ (WITH GUESTS), NR %, 24 HRS, MON–SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEW, CONSUMPTION AT HOME, TV SET

\*\*MEDIAPULSE STREAMING DATA, 1 APRIL 2022 – 30 JUNE 2022, PERSONS AGED 3+, NR %, 24 HRS, MON–SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

\*\*\*MEDIAPULSE STREAMING DATA 1 APRIL – 30 JUNE 2022, PERSONS AGED 3+, NR %, 24 HRS, MON–SUN, WEBTV PLATFORMS, CONSUMPTION AT HOME, SMALL SCREENS

# Daily reach per quarter in percent

## Whole of Switzerland



\*MEDIAPULSE TV DATA, 1 JANUARY 2021 – 30 JUNE 2022, PERSONS AGED 3+ (WITH GUESTS), NR %, 24 HRS, MON–SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEW, CONSUMPTION AT HOME, TV SET

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# Daily reach Q2/22 by language region in percent

Whole of Switzerland and language regions

	TV@Big Screen*	TV@Small Screen***	YouTube**	Netflix**
<b>German-speaking Switzerland</b>	52	1	27	9
<b>French-speaking Switzerland</b>	52	2	29	9
<b>Italian-speaking Switzerland</b>	62	3	30	13
<b>Whole of Switzerland</b>	<b>52</b>	<b>2</b>	<b>28</b>	<b>9</b>



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# Daily reach Q2/22 by age/gender in percent

## Whole of Switzerland

		TV@Big Screen*	YouTube**	Netflix**
<b>Age groups</b>	<b>3–14 years</b>	33	25	11
	<b>15–29 years</b>	20	31	14
	<b>30–39 years</b>	45	32	13
	<b>40–49 years</b>	54	35	12
	<b>50–59 years</b>	68	28	8
	<b>60+ years</b>	77	21	3
	<b>Gender</b>	<b>Female</b>	53	26
<b>Male</b>		52	29	8



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# Daily reach Q2/22 by end device in percent

Whole of Switzerland

		YouTube*	Netflix*	TV
Device	TV Set	3	6	52 **
	Smartphone	18	2	1 ***
	PC / Tablet	11	2	1 ***



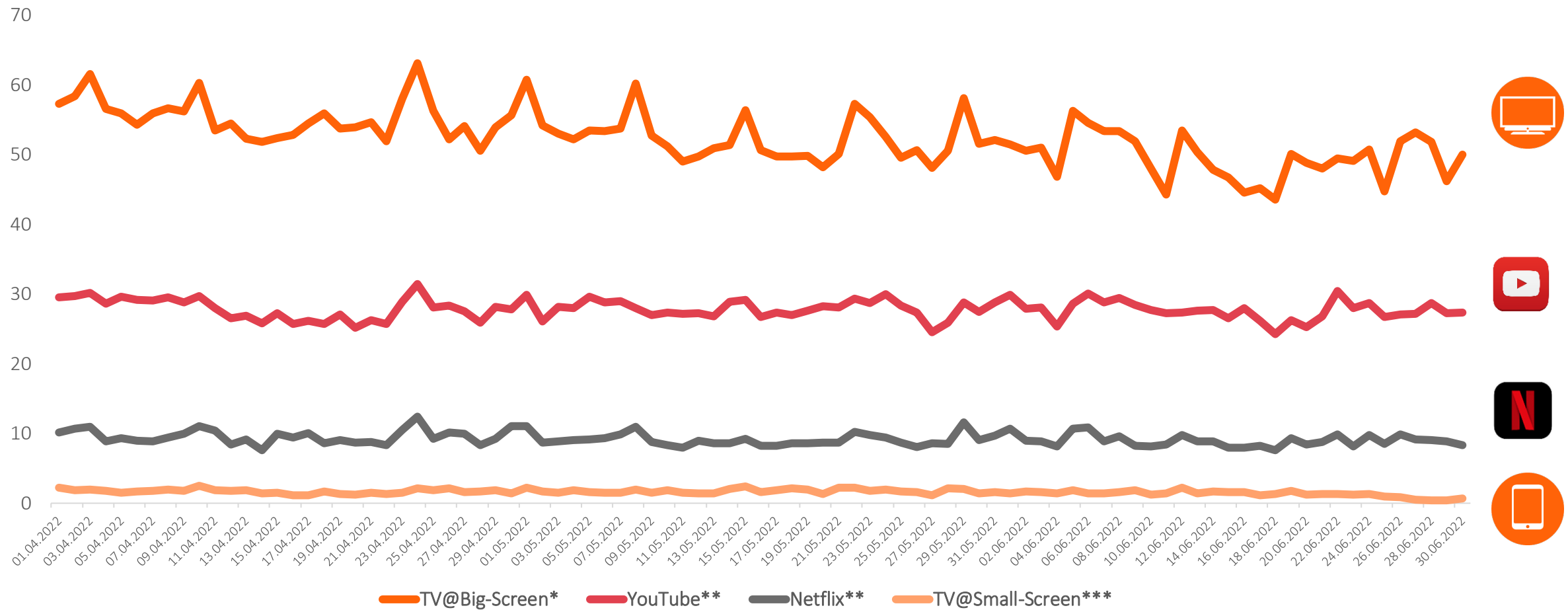
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# Daily reach over the course of Q2/22 in percent

## Whole of Switzerland



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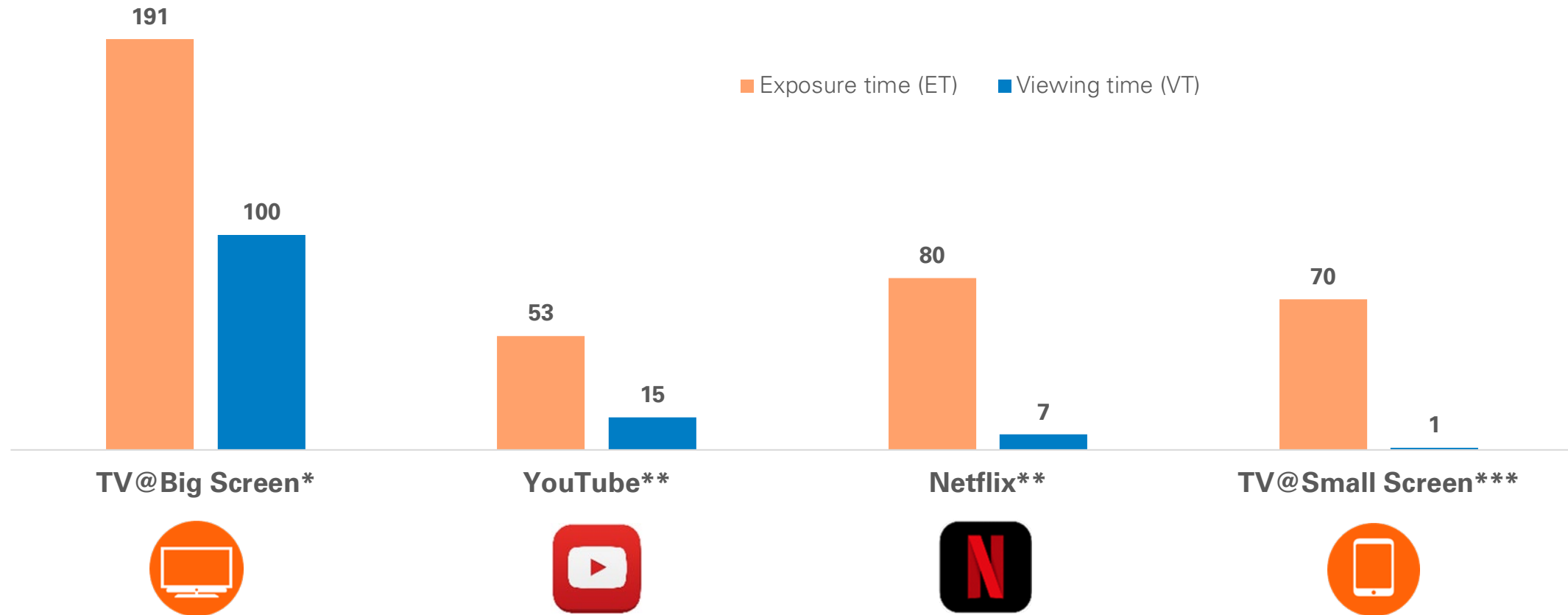
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# Daily exposure and viewing time Q2/22 in minutes

## Whole of Switzerland



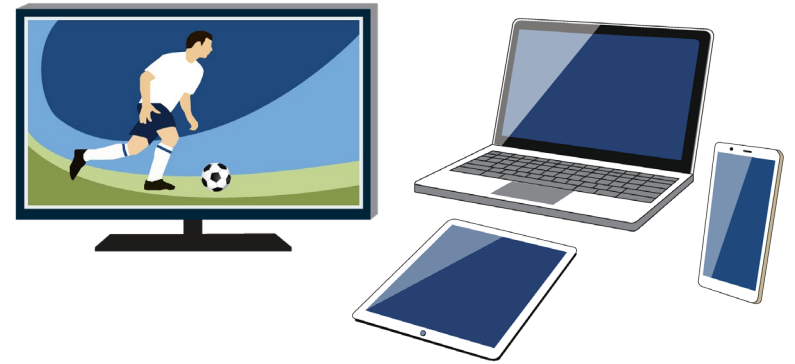
\*MEDIAPULSE TV DATA, 1 APRIL – 30 JUNE 2022, PERSONS 3+ (WITH GUESTS), ET, VT, 24 HRS, MON-SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEW, CONSUMPTION AT HOME, TV SET

\*\*MEDIAPULSE STREAMING DATA, 1 APRIL – 30 JUNE 2022, PERSONS AGED 3+, ET, VT, 24 HRS, MON-SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

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# Mediapulse Streaming Data Factsheet

- Introduction/Method
- Overview of the designated broadcast categories
- Overview of the reported performance data



# Mediapulse Streaming Data

## Introduction

### ■ Context

- Part of the ongoing general development of the TV research performed by Kantar Switzerland on behalf of Mediapulse

### ■ Scope

- Consumption of non-TV video offerings at home
- Evaluation within the TV universe (representative of people aged 3+ in private households with at least one TV set)

### ■ Objectives

- To quantify the distribution and consumption of relevant video and streaming platforms
- To compare this data with the corresponding key figures for TV consumption (by target group characteristics age, gender and end device)

# Mediapulse Streaming Data

## Method

- Aligned to the current framework conditions of Mediapulse TV Research for the purpose of direct comparability.
- Firstly, the figures refer to the TV universe, i.e. they are representative of persons aged three or over in private households with at least one operational TV set. This is true for over 90 percent of all Swiss households.
- Secondly, existing TV research only captures television consumption within the home. This at-home focus was also adopted in the following for the reported consumption data of the non-TV offerings, i.e. their consumption outside the home is not considered.
- Third, current research registers TV consumption on conventional television sets only. This restriction is also maintained in the following figures on TV consumption. The figures for non-TV offerings, on the other hand, include consumption on all screens, i.e. both via the TV set and via PC, laptop, tablet or smartphone.

# Overview of the designated broadcast categories

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

Categories	Description	Devices	Level	Period
<b>TV@Big Screen</b>	Linear and time-shifted consumption of TV channels on TV sets via IPTV, cable, satellite, OTT	TV sets	Offering	1 January 21 – 30 June 22
<b>TV@Small Screen</b>	Linear and time-shifted consumption 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 21 – 30 June 22
<b>YouTube</b>				
<b>Netflix</b>				
<b>Disney+</b>	Consumption of the platforms on TV set, PC (desktop, laptop), tablet and smartphone	All Screens	Platform	1. January 21 – 30 June 22
<b>Amazon Prime</b>				
<b>Apple TV+</b>				

# Overview of the reported performance data

## User and consumption information

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

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# Mediapulse Streaming Data

Further information

## General information

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

## More publications

- From Q1/2021 as a [Quarterly Report and presentation of results](#)
- From Q1/2022 as a [presentation of results](#)

## More about the method

- [First Quarterly Report “Mediapulse Streaming Data”](#)
- [Factsheet on the expansion of “Mediapulse TV Research”](#)

## Any questions?

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