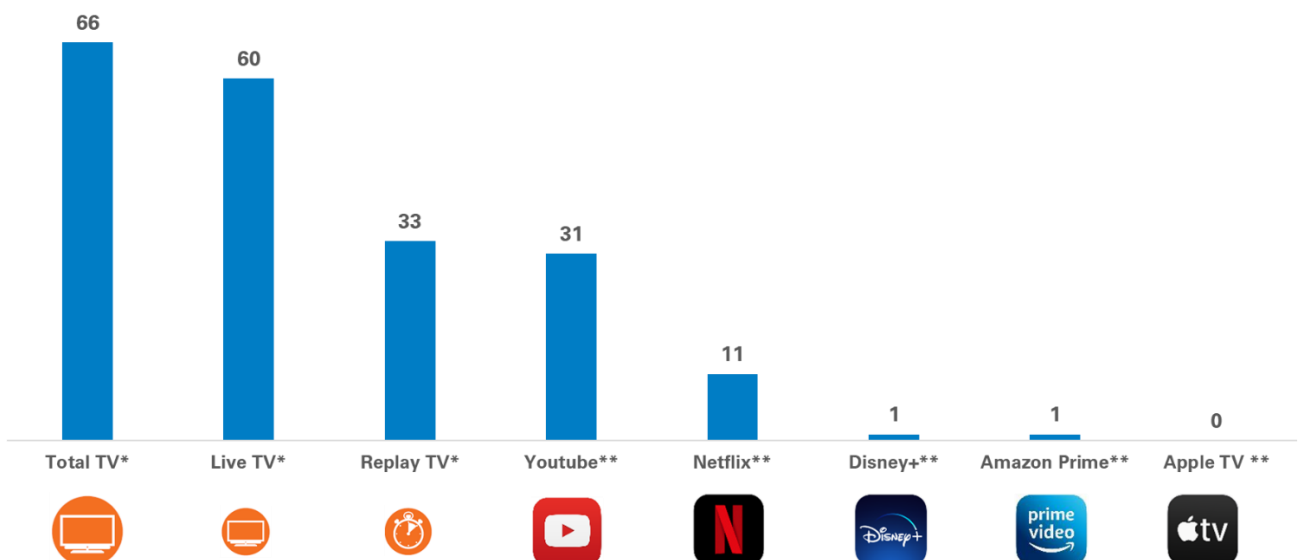


Mediapulse Streaming Data: Mediapulse publishes first ever audience figures for streaming and video platforms.

Bern, 14 April 2021 – Since the beginning of 2021, Mediapulse has been collecting audience figures for streaming services such as Netflix or online video platforms such as YouTube based on extended TV research. In their quarterly report, Mediapulse now presents initial findings on the reach and viewing duration of relevant non-TV video offerings and compares them with the consumption of classic television.

With the recent enhancement of its TV measurement system, Mediapulse is pursuing the general goal of providing the Swiss TV market with an independent, cross-platform and comparable database enabling uniform quantisation and continuous monitoring of the consumption of television and other video offerings. The first expansion phase from the beginning of 2021 already allows cross-device consumption to be measured based on the existing TV panel for the major international platforms: streaming providers Netflix, Disney+, Amazon Prime and Apple TV+ as well as the video platform YouTube. In the second expansion phase from the second quarter of 2021, this list will be extended to include Swiss web-TV platforms.

Daily reach in percent. Switzerland total.

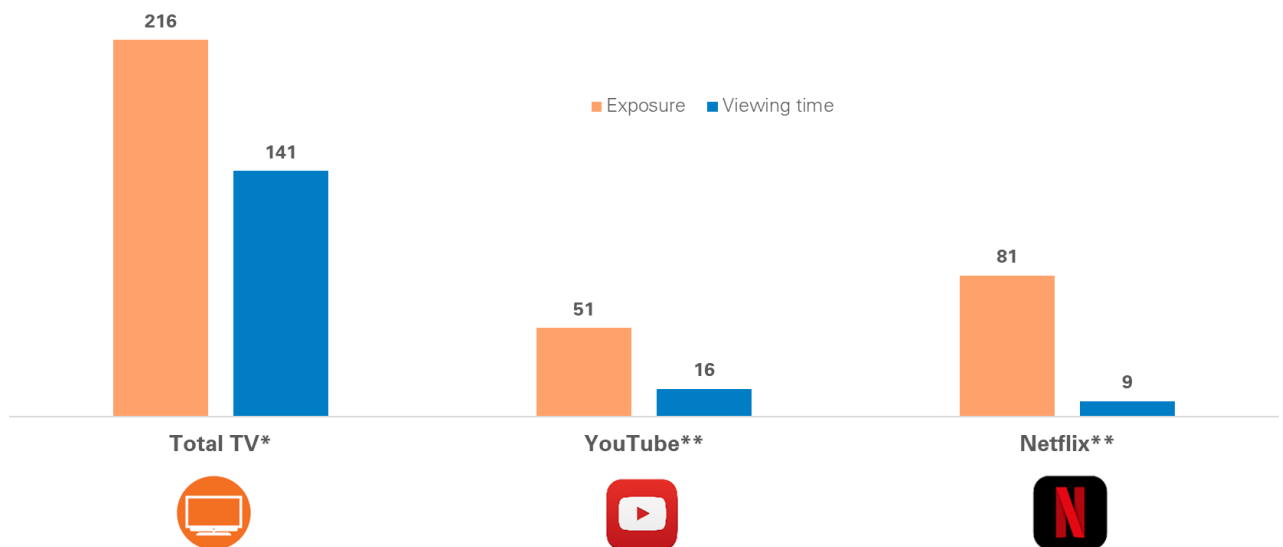


*MEDIAPULSE TV DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+ (WITH GUESTS), NRW-%, 24H, MO-SU, ALL TV-PLATFORMS, OVERNIGHT+7 (TOTAL TV)/LIVE (LIVE TV)/RECORDED VIEW (REPLAY TV), USAGE AT HOME, TV-SET.

**MEDIAPULSE STREAMING DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+, NRW-%, 24H, MO-SU, STREAMING-PLATFORMS, USAGE AT HOME, TV-SET/ SMARTPHONE/ DESKTOP/ LAPTOP/ TABLET.

First, the figures presented by Mediapulse for the first quarter of 2021 show that among the services under consideration, so far only YouTube and Netflix have become established in Swiss households. Second, a comparison of these two platforms reveals that while YouTube achieves a significantly higher daily reach than Netflix (31 per cent vs. 11 per cent), it manages to retain its users for less time than the streaming service (51 minutes per day vs. 81 minutes per day). Third, notwithstanding these success indicators, the figures from Mediapulse make it clear that video consumption in Switzerland continues to be dominated by the offerings of the TV channels. Taking the daily viewing time of TV, YouTube and Netflix together, 85 percent of the joint consumption budget is accounted for by the television genre.

Daily exposure and viewing time in minutes. Whole of Switzerland.



*MEDIAPULSE TV DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+ (WITH GUESTS), VD, SD, 24H, MO-SU, ALL TV-PLATFORMS, OVERNIGHT+7 (TOTAL TV), USAGE AT HOME, TV-SET.

**MEDIAPULSE STREAMING DATA, 1.1. – 31.3.2021, TOTAL INDIVIDUALS 3+, VD, SD, 24H, MO-SU, STREAMING-PLATFORMS, USAGE AT HOME, TV-SET/ SMARTPHONE/ DESKTOP/ LAPTOP/ TABLET.

Short description of method

Universe:	Persons aged three and higher in private households with at least one TV set
Universe size:	~7.5 million persons
Sample size:	1,870 households comprising some 4,300 persons
Number of online devices:	~9,000 (PCs, laptops, tablets, smartphones, connected TVs)
Method:	Continuous technical measurement based on audio matching (TV offerings) or router meter (streaming/ video offerings)
Context of consumption:	Generally within households (at home focus).

TV consumption exclusively on conventional TV sets.

All other video offerings, on the other hand, are measured on all screens, i.e. via the TV set as well as via PC, laptop, tablet or smartphone.

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 has the status of official figures 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 use 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.

The detailed research report and the data analyses can be found on our website at www.mediapulse.ch

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