



Mediapulse Streaming Data

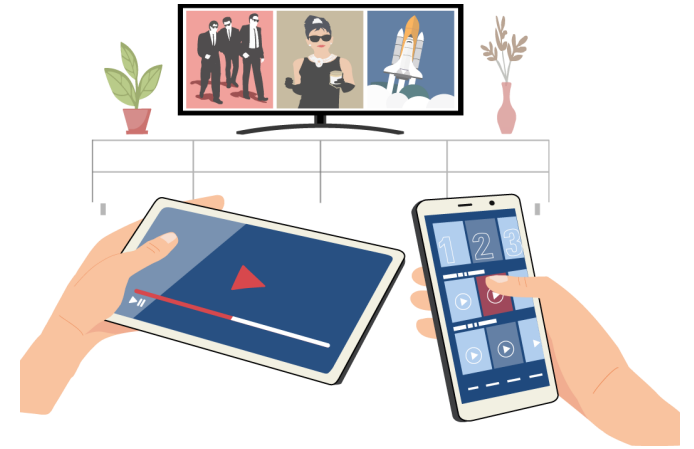
Quarterly Report Q4/2022

Bern, 1 February 2023

mediapulse

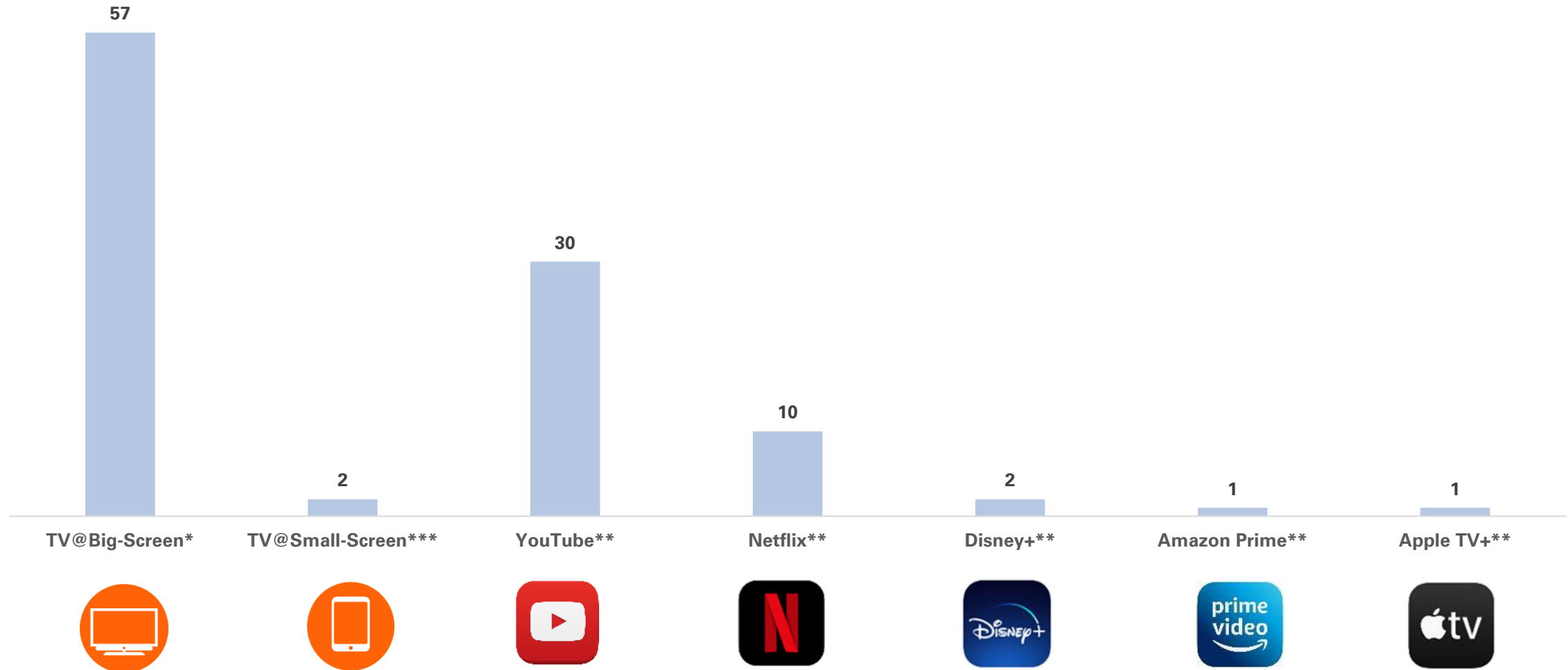
Results Mediapulse Streaming Data – Fourth Quarter 2022

- Daily reach Q4/22 in percent
- Daily reach per quarter in percent
- Daily reach Q4/22 by language region in percent
- Daily reach Q4/22 by age/gender in percent
- Daily reach Q4/22 by end device in percent
- Daily reach over the course of Q4/22 in percent
- Daily exposure and viewing time Q4/22 in minutes



Daily reach Q4/22 in percent

Whole of Switzerland



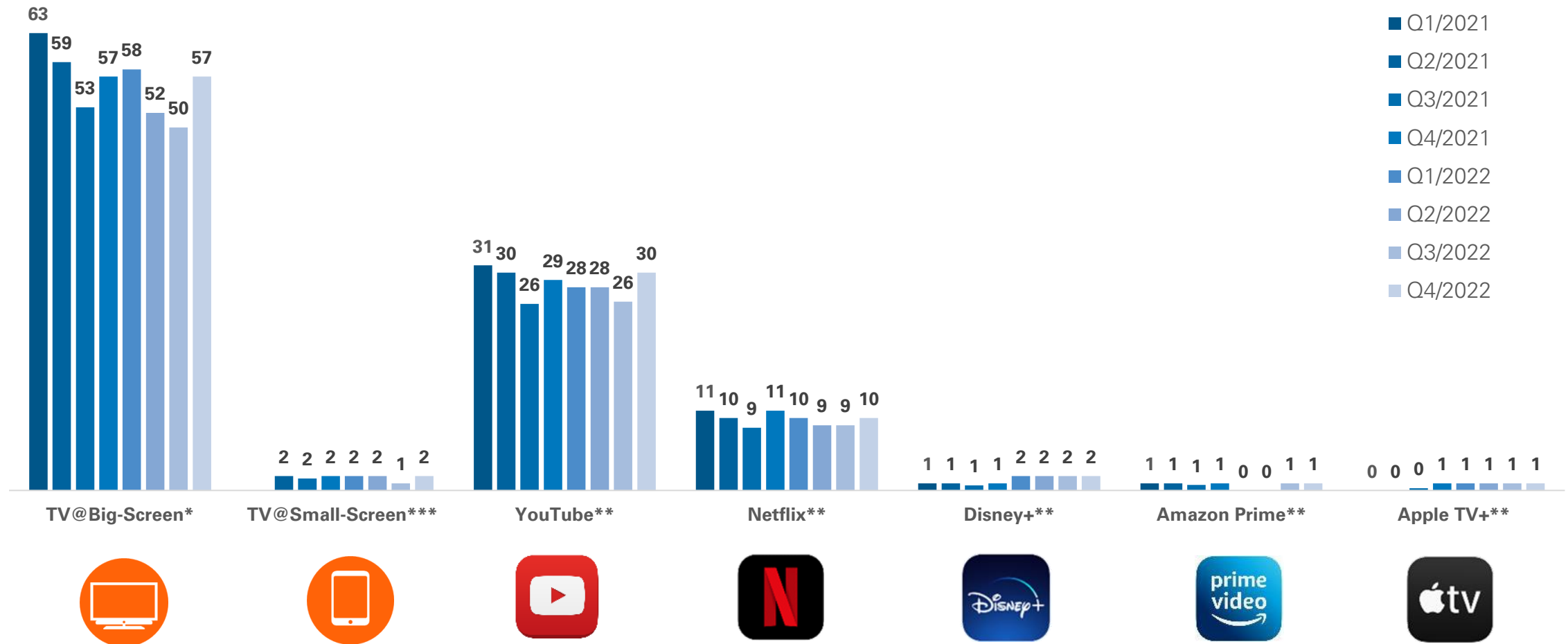
*MEDIAPULSE TV DATA, 1 OCT – 31 DEC 2022, PERSONS AGED 3+ (WITH GUESTS), NR %, 24 HRS, MON–SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEWING, CONSUMPTION AT HOME, TV SET

**MEDIAPULSE STREAMING DATA, 1 OCT – 31 DEC 2022, PERSONS AGED 3+, NR %, 24 HRS, MON–SUN, STREAMING PLATFORMS, CONSUMPTION AT HOME, ALL SCREENS

***MEDIAPULSE STREAMING DATA 1 OCT – 31 DEC 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 JAN 2021 – 31 DEC 2022, PERSONS AGED 3+ (WITH GUESTS), NR %, 24 HRS, MON-SUN, ALL TV PLATFORMS, LIVE + RECORDED VIEWING, CONSUMPTION AT HOME, TV SET
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Daily reach Q4/22 by language region in percent

Whole of Switzerland and language regions

	TV@Big Screen*	TV@Small Screen***	YouTube **	Netflix**
German-speaking Switzerland	57	2	30	10
French-speaking Switzerland	56	2	30	11
Italian-speaking Switzerland	65	4	30	11
Whole of Switzerland	57	2	30	10



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Daily reach Q4/22 by age/gender in percent

Whole of Switzerland

		TV@Big Screen*	YouTube**	Netflix**
Age groups	3–14 years	39	24	11
	15–29 years	23	31	15
	30–39 years	49	33	14
	40–49 years	59	36	13
	50–59 years	72	32	9
	60+ years	82	25	3
Gender	Women	57	28	11
	Men	57	31	9



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Daily reach Q4/22 by end device in percent

Whole of Switzerland

		YouTube*	Netflix*	TV
Device	TV Set	3	7	57 **
	Smartphone	20	2	1 ***
	PC / Tablet	11	2	1 ***



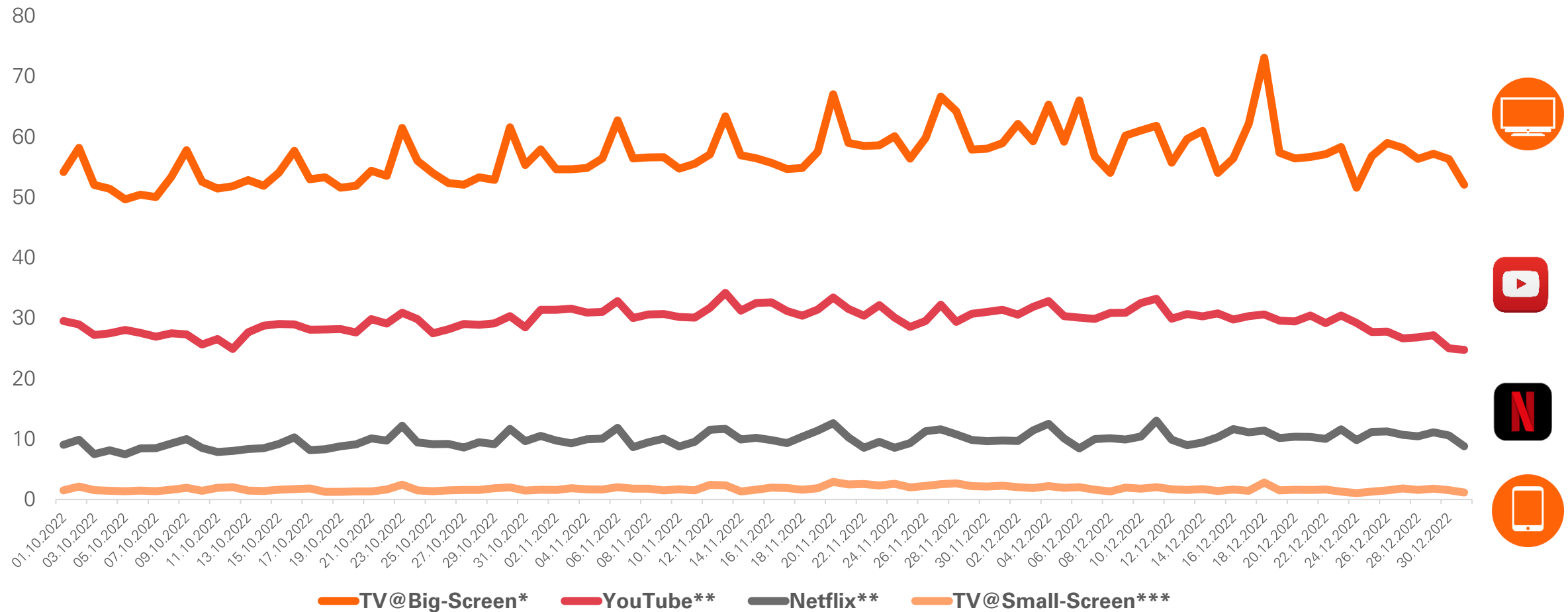
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Daily reach over the course of Q4/22 in percent

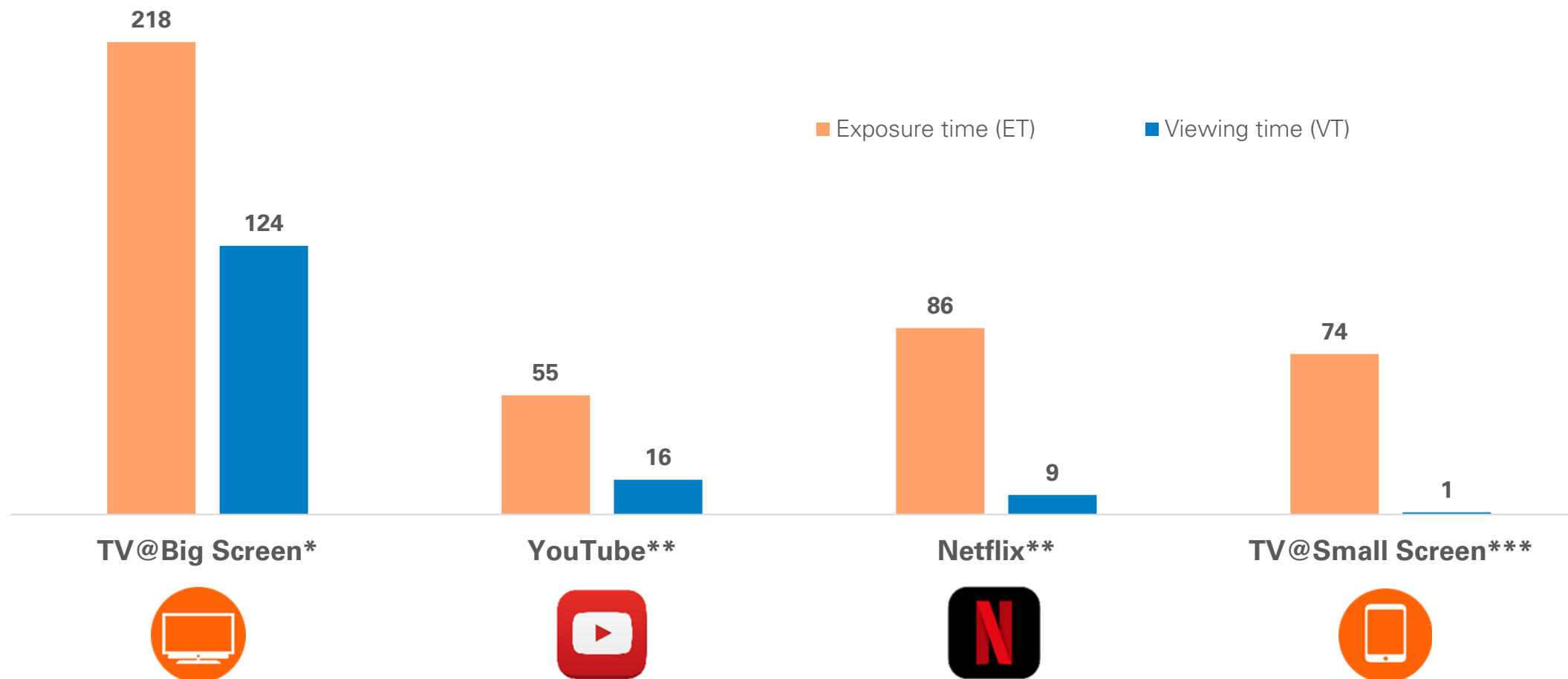
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Daily exposure and viewing time Q4/22 in minutes

Whole of Switzerland



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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
TV@Big Screen	Linear and time-shifted consumption of TV channels on TV sets via IPTV, cable, satellite, OTT, DTT	TV sets	Offering	1 January 21 – 31 December 22
TV@Small Screen	Linear and time-shifted consumption of TV channels via blue TV Air, Sunrise, Quickline, Teleboy, Wilmaa and Zattoo on PC (desktop, laptop), tablet and smartphone	Small-screen devices / Mobile devices	Platform	1 May 21 – 31 December 22
YouTube				
Netflix				
Disney+	Consumption of the platforms on TV set, PC (desktop, laptop), tablet and smartphone	All Screens	Platform	1. January 21 – 31 December 22
Amazon Prime				
Apple TV+				

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

Mediapulse Streaming Data

Further information

General Information

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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