

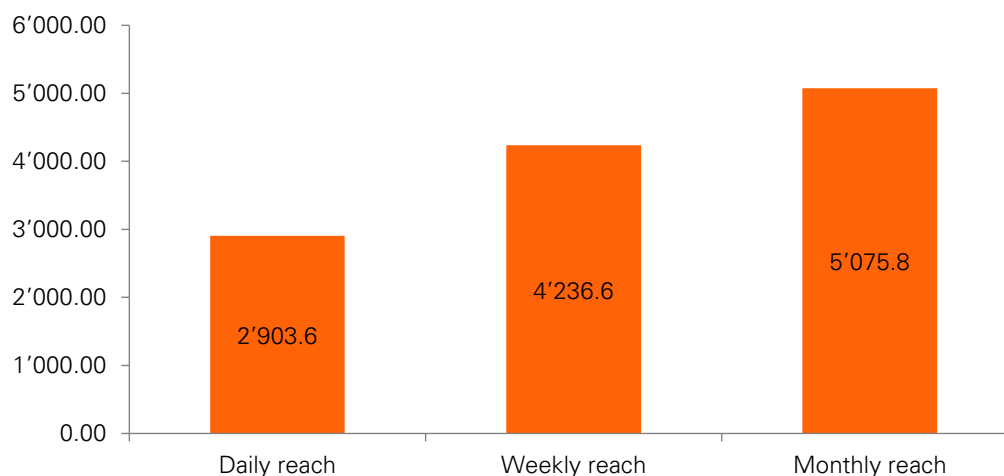
Swiss online media reach around five million persons per month

Bern, 25 January 2023 – Mediapulse publishes Semester data of the new Swiss online research for the first time. The Mediapulse Online Content Audience Data provides information on the consumption of websites and apps of the online media participating in the study in the second half of 2022. The study reveals that the sampled content is consumed by around five million persons per month, which corresponds to a monthly reach of 61 percent.

Mediapulse began gathering online content audience data, which provides information about the online consumption behaviour of the Swiss, in July 2022. Now, for the first time, it has published the half-yearly audience data on the consumption of the offerings participating in the research, not only for radio and TV, but also for online consumption.

On a monthly average, more than 5 million users visited the sampled online platforms, the equivalent of 61 percent of the population. The survey is based on persons over three years of age residing in Switzerland. Within the period of a week, half of the Swiss population visited one of the surveyed platforms at least once. The participating online media reached an average of 4.2 million users per week (51 percent net reach). The per-day figure was 2.9 million or 35 percent of the population.

Online total market Switzerland/ population 3+ (cumulative values)



Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 1 July – 31 December 2022
Universe: 8,273,020 persons
Basis: Switzerland, population 3+
Consumption of the participating websites and apps on all devices

Highly useful data

By enabling the daily sampling of online consumption, the Online Content Audience Data makes the persons behind the machines visible. The data that it supplies to the market is of great practical value. It enables structural characteristics to be determined for online brands, for example, or consumption patterns to be tracked down to the hourly level.











The study reveals that Swiss online media are consumed throughout the day, with additional peaks in consumption in the morning and at midday. The highest levels are seen in the evening.

Saturdays and Sundays paint a similar picture, albeit with a time lag. At the weekend, consumption starts rising a little later and then continues throughout the day at a slightly higher level than on weekdays, especially on Sundays. The peak over midday does not occur at the weekend.

SRF, 20 Minuten and Blick reached the most persons

SRF, 20 Minuten and Blick recorded the highest reach in Switzerland. SRF was the only online platform that was visited by more than one million persons per day (1,014,940). 20 Minuten achieved a daily average of 862,680, Blick of 754,010 persons. Other brands in the top 10 were blue News, 20 Minutes, local.ch, search.ch, Watson, RTS and Tages-Anzeiger.

Top 10 ranking of the strongest online brands (half-year average S2/2022)

	Brand	Avg. Daily Reach in '000	Avg. Daily Reach in %	Avg. Weekly Reach in '000	Avg. Weekly Reach in %	Avg. Monthly Reach in '000	Avg. Monthly Reach in %
	SRF	1'014.94	12.3%	1'888.94	22.8%	2'627.79	31.8%
	20 Minuten	862.68	10.4%	1'463.10	17.7%	2'053.02	24.8%
	Blick	754.01	9.1%	1'315.93	15.9%	1'925.03	23.3%
	blue News	424.46	5.1%	950.27	11.5%	1'542.08	18.6%
	20 Minutes	276.89	3.3%	476.03	5.8%	681.59	8.2%
	local.ch	256.73	3.1%	826.99	10.0%	1'675.73	20.3%
	search.ch	230.35	2.8%	791.36	9.6%	1'710.86	20.7%
	watson	225.95	2.7%	596.21	7.2%	1'090.59	13.2%
	RTS	202.19	2.4%	446.01	5.4%	752.14	9.1%
	Tages-Anzeiger	202.04	2.4%	498.19	6.0%	895.72	10.8%

Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 1 July – 31 December 2022
 Avg. Weekly Reach calculated based on whole weeks / Avg. Monthly Net Reach as arithmetic mean of monthly values
 Basis Switzerland, population 3+

Among the networks surveyed, the Goldbach Display Network (1,533,270), the Goldbach Video Network (1,503,440) and the Ringier Digital Network (1,491,700) achieved the greatest reach.

Ranking of the online networks

Network	Avg. Daily Reach in '000	Avg. Daily Reach in %	Avg. Weekly Reach in '000	Avg. Weekly Reach in %	Avg. Monthly Reach in '000	Avg. Monthly Reach in %
Goldbach Display Network	1'533.27	18.5%	2589.18	31.3%	3'539.47	42.8%
Goldbach Video Network	1'503.44	18.2%	2509.86	30.3%	3'421.69	41.4%
Ringier Digital Network (RDN)	1'491.70	18.0%	2789.26	33.7%	3'930.66	47.5%
SRG SSR	1'257.39	15.2%	2416.01	29.2%	3'481.40	42.1%
20 Minuten Online & Tio.ch Kombi	1'208.52	14.6%	2048.25	24.8%	2'851.79	34.5%
Blick National	785.50	9.5%	1420.69	17.2%	2'147.16	26.0%
Newsnet national	504.97	6.1%	1155.97	14.0%	1'945.09	23.5%
localsearch	470.53	5.7%	1457.43	17.6%	2'713.48	32.8%
Newsnet D-CH	317.82	3.8%	756.75	9.1%	1'291.83	15.6%
watson national	243.76	2.9%	656.18	7.9%	1'233.77	14.9%
CH Media Publishing Netz	223.05	2.7%	679.17	8.2%	1'333.57	16.1%
Tamedia Publications Romandes	191.21	2.3%	414.05	5.0%	687.37	8.3%
Newsnet F-CH	188.51	2.3%	404.51	4.9%	670.77	8.1%
Newsnet Bern	96.45	1.2%	285.08	3.4%	586.23	7.1%
Romandie Combi*	84.02	1.0%	190.64	2.3%	346.71	4.2%
ESH Médias	81.88	1.0%	192.24	2.3%	352.46	4.3%
BNJ	30.90	0.4%	70.75	0.9%	136.15	1.6%
Zürcher Regionalzeitung	18.94	0.2%	66.55	0.8%	169.57	2.0%
CH Media TV-Netzwerk (regional)	10.18	0.1%	55.92	0.7%	174.23	2.1%

Source: Mediapulse Online Content Audience Data (Mediapulse Audience Analytics); survey period: 1 July – 31 December 2022.
 Avg. Weekly Reach calculated based on whole weeks / Avg. Monthly Net Reach as arithmetical mean of monthly values. Basis Switzerland, population 3+.
 A limited number of networks are not complete due to incomplete or non-validated tagging. *Higher values due to inclusion of La Côte for 2 months.

About the online research

Mediapulse Online Data makes it possible to quantify the traffic and the user base of the participating websites and apps and to structure them based on content-related, technical and personal characteristics. The methodological cornerstones here are the media panel administered by Kantar and Comscore's tagging technology. The sampling system records daily the consumption of around 5,000 persons on over 10,000 devices. This data is based on a uniform, reliable, replicable survey method and lays the foundation for transparency, comparability and fair competition in the online market in Switzerland. At the same time, the system is future-proof and offers options for further development.

The Online Content Traffic Data has been published since 9 July 2021. The Online Content Audience Data has been available to the participating parties on a monthly basis in a modern evaluation tool since 12 October 2022. The plan is to make the Online Content Audience Data available to other interested parties from April 2023.

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 and the Federal Office of Communications (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

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