

## TV reaches 4.6 million viewers daily

**Bern, 19 January 2024 – In the second half of 2023, 61 percent of the population of Switzerland watched television, whether live or time-shifted, every day. The total population aged three and over spent an average 106 minutes per day consuming TV programmes. This is revealed by the consumption data collected on behalf of the Mediapulse Foundation.**

Domestic and foreign TV channels reached 4.6 million viewers per day with their services in the past six months. This corresponds to a net reach of 61 percent, based on all people aged three and over who live in a private household with one or more TV sets. While the value for French-speaking Switzerland (61 percent) corresponds to the national average and that for German-speaking Switzerland is slightly lower at 60 percent, Italian-speaking Switzerland comes out on top and proves to be the language region with the greatest affinity to TV with a daily reach of 70 percent.

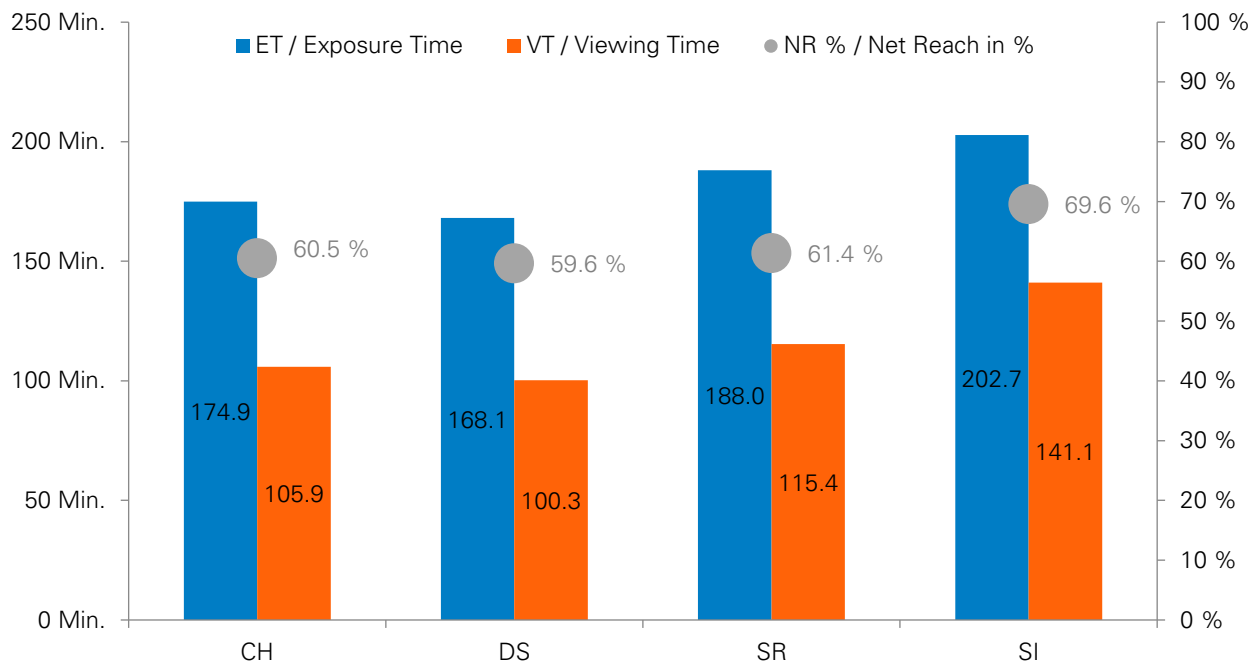
This assessment applies not only to the share of viewers, but also to the scope of consumption. On average, a TV viewer in the Italian-speaking part of the country spends 203 minutes a day watching TV. The corresponding comparative figures of 188 minutes in French-speaking and 168 minutes in German-speaking Switzerland are also impressive, but are well below the peak figure from the south.

By extrapolating this consumption volume per viewer to the total population, it is possible to calculate the TV viewing time per capita, i.e. per person across the entire population. In the second half of 2023, this viewing time stands at 106 minutes across Switzerland. In the second half of 2022, which was dominated to a large extent by the Football World Cup in Qatar, this figure was 111 minutes, which represents a year-on-year decrease of 5 minutes.

In contrast, the reach of the TV genre rose from 57 percent to 61 percent in the same period, an increase of 4 percentage points or 334,000 viewers. This increase can be observed in all three language regions and amounts to 5 percentage points in French-, to 6 percentage in Italian-speaking Switzerland, and 4 percentage points in German-speaking Switzerland.

## TV consumption overall market Switzerland

Daily reach and duration of consumption, by language region



Source: MediapulseTV Data (Instar Analytics), Survey Period: 1.7.2023-31.12.2023  
 Universe: 7'567'000 (CH) / 5'344'000 (DS) / 1'883'000 (SR) / 340'000 (SI) individuals  
 Base sample: 4'397 / 2'345 / 1'411 / 642 (all target groups with guests)  
 TVTotal, 24 hrs, Mon-Sun, All Platforms, Overnight +7

The television research conducted by Mediapulse provides information on linear and time-shifted TV consumption on conventional TV sets. Although a sampling solution for the consumption of TV offerings via alternative devices has already been implemented, it does not yet fully capture this form of consumption, which is why the corresponding consumption data is not included in the statistics for the second half of 2023.

For more results on TV consumption in the second half of 2023, visit the Mediapulse website at the following [link](#).

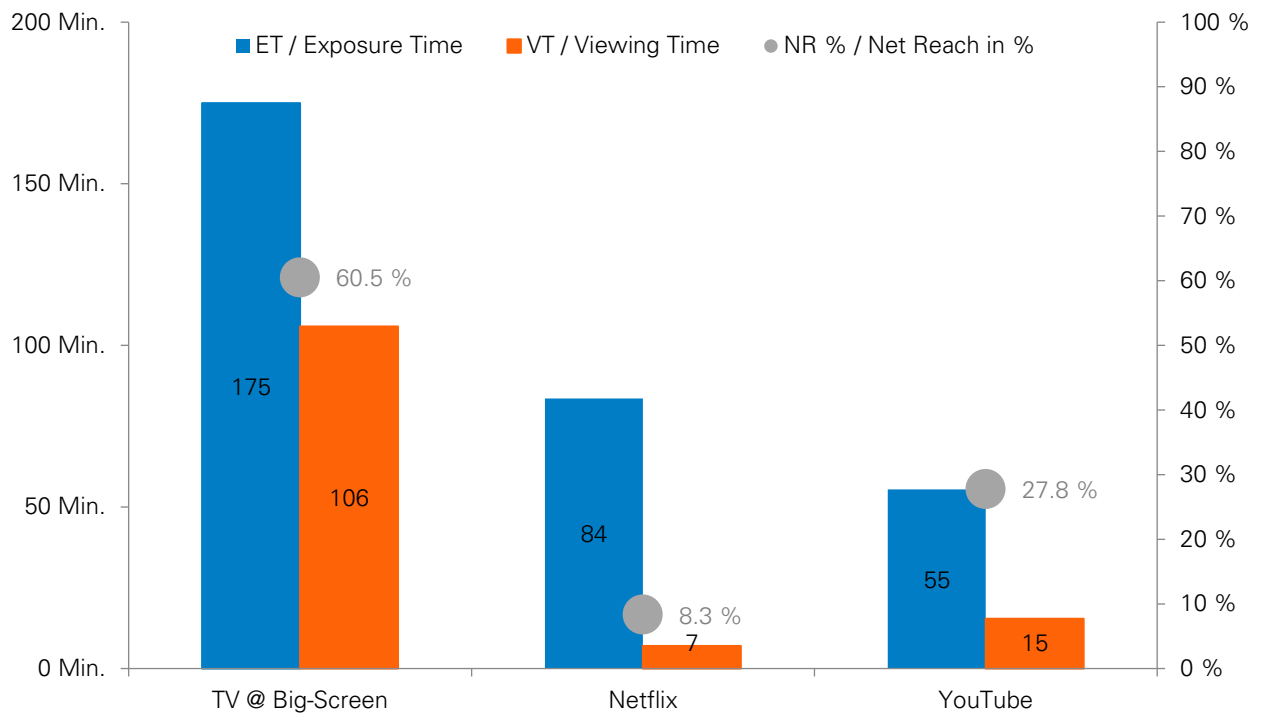
## Usage data for streaming and video platforms

Besides TV services, Mediapulse has also been capturing the reach and consumption duration of relevant streaming and video platforms since 2021. Like other TV research, streaming sampling is limited to consumption at home, but takes into account access via all internet-enabled devices in the household. The results for the second half of 2023 confirm three findings that have already been observed in previous years. Firstly, of the platforms analysed, only YouTube and Netflix achieve substantial user and consumption figures. Secondly, YouTube has significantly more users than Netflix on an average day, but manages to retain these users for much less time than the streaming provider. Thirdly, traditional television programmes continue to dominate the time budget for video consumption. Over 80 percent of the combined viewing time of TV, YouTube and Netflix at home is spent watching linear or time-shifted consumption of television channels.

Previous results can be accessed free of charge on our [website](#). Mediapulse has also made streaming data available in a paid dashboard since 2023.

## Comparison of TV, Netflix and YouTube consumption

Daily reach and consumption time



Source: Mediapulse TV Data (Instar Analytics), CH, individuals 3+ (w/ guests), Total TV, 1.7.2023-31.12.2023, Mo-Su 24h, AvRch% / AvAud(All) [Minutes] / AvAud(View) [Minutes], all platforms, TV devices, at home, overnight+7

Universe: 7'567'000 individuals (3+)

Base sample: 4'397 (w/ guests)

Source: Mediapulse Streaming Data (Instar Analytics), CH, individuals 3+ (w/ guests), Netflix / YouTube, 1.7.-24.8.2023 / 1.11.-31.12.2023, Mo-Su 24h, AvRch% / AvAud(All) [Minutes] / AvAud(View) [Minutes], online platforms, all devices, at home, livestreaming

Universe: 7'567'000 individuals (3+)

Base sample: 4'392 (w/ guests)

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

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