

Radio consumption stable at a high level

Bern, 11 July 2024 – During the first half of 2024, linear radio in Switzerland reached 5.24 million people aged 15 and over every day, with listeners spending an average of 111 minutes listening to domestic and foreign radio programmes. This means that live radio remains a staple of the daily media diet of almost three-quarters of the adult population. This is confirmed by the consumption data for the first semester of 2024 collected on behalf of the Mediapulse Foundation.

The average daily reach of linear radio stood at 72 percent of the population aged 15 and over across Switzerland during the first semester of 2024. Familiar patterns can be observed when comparing different language regions. While the radio genre reached almost four out of five people in Italian-speaking Switzerland (78 percent), it succeeded in reaching just two out of three people (67 percent) in French-speaking Switzerland. In German-speaking Switzerland, this figure was slightly above the national average at 73 percent.

The regional differences are apparent not only when the reach is looked at on a daily basis, but also over the course of an average week. In this case, radio had a weekly reach of 97 percent in Italian-speaking Switzerland compared to 93 percent in French-speaking Switzerland. At 95 percent, German-speaking Switzerland found itself sandwiched between the smaller language regions.

People who make use of linear radio spend an average of 111 minutes in the vicinity of the respective reception devices. Radio listeners with the longest listening time can be found in German-speaking Switzerland, where radio consumption stood at 116 minutes. Italian-speaking Switzerland takes second place in this discipline with 111 minutes, while French-speaking Switzerland recorded the lowest daily radio consumption per listener with 95 minutes.

Compared to the first half of 2023, demand for radio stations' linear offerings remained largely stable. In terms of daily reach, the radio genre lost one percentage point, while the average weekly reach stayed unchanged at 95 percent. The consumption time per listener, which was already measured at 111 minutes a year ago, likewise remained stable.

Mediapulse radio research captures the linear consumption of radio channels across all analogue and digital distribution vectors. Due to the economical constraints of the research, linear radio consumption via headphones is not considered, nor is time-delayed or on-demand consumption of radio services.

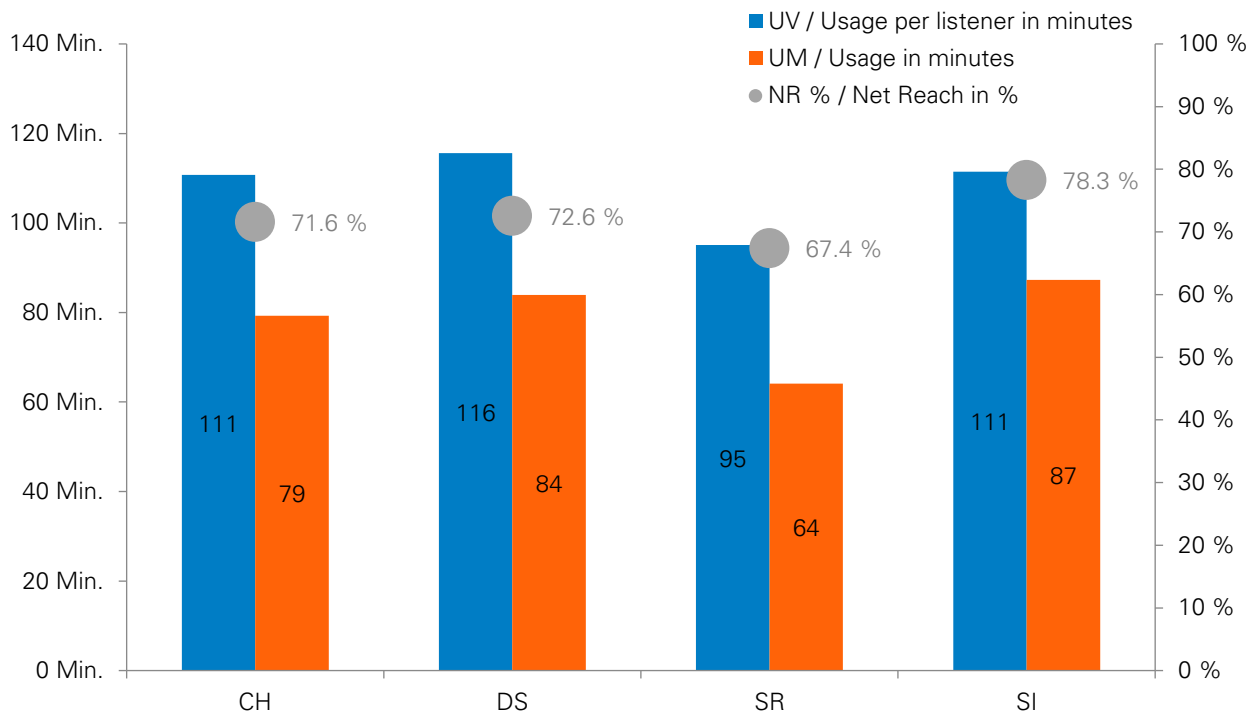
The scientific quality of Mediapulse radio research is regularly audited by the Media Science Commission (MWK) on behalf of the Mediapulse Board of Directors. In the current report, the independent experts from the MWK state that the radio reach research conducted by Mediapulse and the research service provider GfK is in line with the state of the art in empirical social research. "The design of the study, its practical implementation and the effort put into quality assurance and improvement", the audit concludes, "provide

representative media usage data for the whole of Switzerland". The management summary of the latest MWK report can be viewed here: [Report MWK](#)

For more results on radio consumption in the first half of 2024, please visit the Mediapulse website at the following [link](#).

Consumption in overall market Switzerland

Daily reach and duration of consumption, by language region



SOURCE: MEDIAPULSE RADIO DATA (EVOGENIUS REPORTING), SURVEY PERIOD: 1.1.2024-30.6.2024
 UNIVERSE (T): 7'325.6 (CH) / 5'239.3 (GERMAN-SPEAKING CH) / 1'770.0 (FRENCH-SPEAKING CH) / 316.4 (ITALIAN-SPEAKING CH)
 WATCH WEARERS: 8'814 / 5'676 / 2'255 / 883, SAMPLING DAYS: 303'345 / 195'358 / 77'030 / 30'957, 24HRS, MON-SUN

About Mediapulse

As an independent industry organisation, Mediapulse is charged with collecting data on the usage 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

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