



Big Screen Data 2025

Report on the distribution and use of TV sets in Switzerland

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AG für Medienforschung
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1 Introduction



The TV set (a.k.a. the television) owes its name to the fact that it was invented for the reception of TV programmes and for a long time was used exclusively for this purpose. At the latest with the spread of VHS recorders, gaming consoles and screen text services, TV programme providers were confronted with offers that also forced their way onto the TV set and thus competed with the exclusive claim of TV content on this device category. However, the success of this competition was limited and remained so even as the options for peripheral devices became more differentiated.



With the spread of the internet as a digital distribution platform, the situation for TV programme providers changed fundamentally and on two different levels. On the one hand, it gave them the opportunity to make their programmes available not only on conventional TV sets, but also on smartphones, tablets and PCs (“watching television without TV device”). On the other hand, digital networking has made it possible for TV sets, now labelled with terms such as Smart TV, Connected TV or simply Big Screen, to be populated with moving image content that does not originate from traditional TV providers but has its origins in the digital world (“TV devices without TV content”).

To be able to observe this change in the function of the classic TV set, Mediapulse is bundling empirical findings from its TV research on the distribution and use of TV sets in Switzerland as “Big Screen Data”. On the one hand, this Big Screen Data provides an integral and data-based insight into the relevance of what remains the most important end device for the consumption of TV programmes for TV broadcasters and their marketers. On the other hand, the Big Screen Data allows TV broadcasters to monitor moving image offerings that are also pushing onto the big screen and competing with TV offerings there.

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1 Introduction



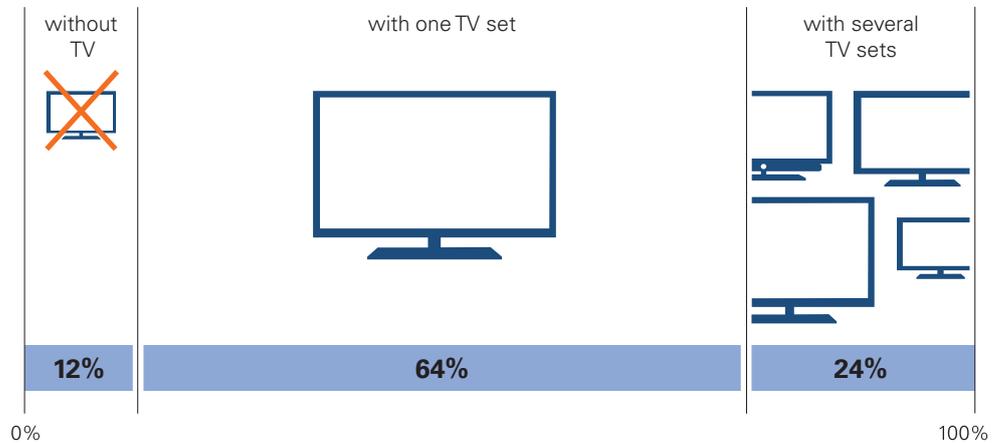
Two different data sources serve as the basis for “Big Screen Data”:

- Information on the distribution of big screens in private households in Switzerland is provided by the Mediapulse Establishment Survey Data, an annual survey of 12'000 households identifying the technical equipment of Swiss households for the reception and usage of TV and radio programmes since 2008.
- Information on the content used on big screens is provided by the Mediapulse TV Data based on the panel continuously measuring TV content usage second by second since 2013, and the usage of non-TV offerings (Mediapulse Streaming Data) since 2021.

Big Screen Data enables data-based observation of the technical distribution and diverse use of TV sets in Switzerland.

The following report is the second edition of a continuous publication of Big Screen Data and presents initial findings on the status of big screens for the past year 2025. The data sources further allow long-term monitoring of the respective phenomena, but this report only refers to longitudinal findings selectively and where appropriate.

2 Distribution of big screens



Source: Mediapulse Establishment Survey Data, 2025, private households in Switzerland, 12,209 households

2.1 Distribution of big screens

In just under nine out of ten private households in Switzerland had at least one traditional TV set in 2025. This proportion of TV households has remained stable since 2008, as has the average number of TV sets, which currently stands at 1.4 sets per TV household, a rather low figure by international standards.

In absolute figures, this means that there are around 5 million TV sets are currently available in Swiss private households. Today, the term “TV set” almost invariably means “flat screen.” This device category is found in 97 per cent of TV households. Three per cent of TV households have a TV projector and even the CRT screen is not extinct, but it is still very rare.

There are 5 million TV sets available for receiving television programmes in Swiss private households.

2.2 TV reception on the big screens

In terms of TV programme reception, Switzerland has transformed from a cable to an IPTV country since 2008. During this time, the proportion of IPTV households has increased from just under 10 per cent to over 60 per cent of all TV households, while the proportion of households with cable reception has dropped from 80 per cent to less than 40 per cent in the same period. Further reception options such as satellite, DVB-T or OTT exist exclusively or alongside IPTV and cable, but their penetration is marginal.

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2 Distribution of big screens



2.3 Networking the big screens

More than seven out of ten TV households have an internet-enabled big screen, but only just under a third of households have connected it directly, i.e. without a set-top box, and are therefore “connected” in the original sense of the word. A good fifth of all TV households connect the TV to a gaming console and one in ten households have the good old VHS recorder as a potential playback device.

2.4 Tabular overview of the distribution of big screen devices in 2025

The language regions:



Basis: All private households in %	CH	DS	SR	SI
HH without TV set	12	12	10	6
HH with one TV set	64	63	67	64
HH with several TV sets	24	25	23	30

Basis: All households with a TV set¹ in %	CH	DS	SR	SI
HH with flat screen	97	97	98	97
HH with IPTV reception	63	58	74	79
HH with cable reception	39	43	27	24
HH with internet-enabled TV set	72	72	72	67
HH with “connected” TV set	33	32	38	38
HH with DVD recorder connected to TV set	16	17	14	12
HH with games console connected to TV set	21	20	23	18
HH with Blu-Ray recorder	10	10	8	7
HH with VHS recorder	9	8	10	8

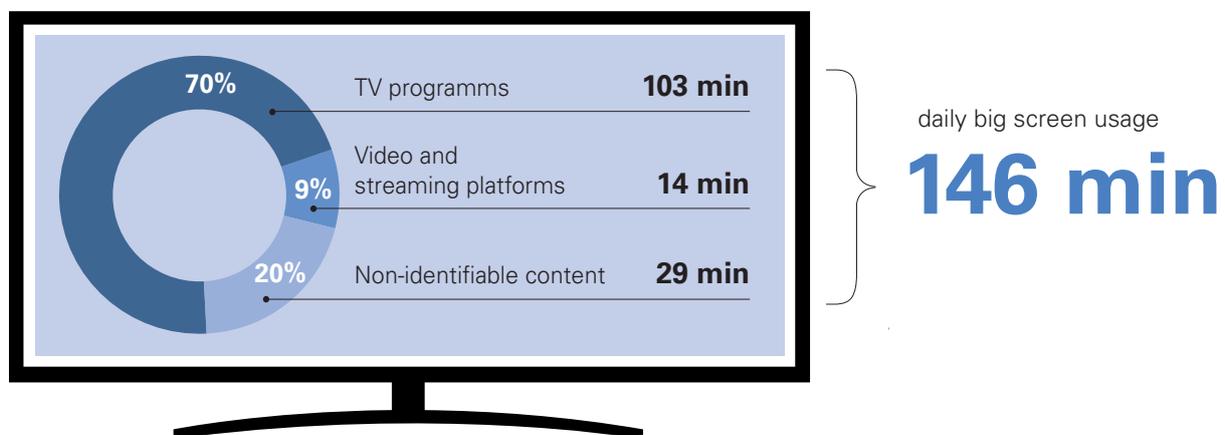
¹ Responses of ‘I don’t know’ were not included in the calculation of percentages.
 Source: Mediapulse Establishment Survey Data 2025, private households in Switzerland and private households with TV, 12,209 and 10,790 households

3 The usage of big screens

3.1 Usage duration of big screens

In 2025, someone living in a Swiss TV household older than 3 years will spend 146 minutes a day in front of the TV set. This figure has been extremely stable over the last 10 years, fluctuating between 142 minutes in 2019 and 163 and 158 minutes in the coronavirus years 2020 and 2021. This stability in big screen usage can be seen in all three language regions of Switzerland, albeit at different levels in each. Currently, the daily usage time of the TV set is 138 minutes in German-speaking Switzerland, 160 minutes in French-speaking Switzerland and 193 minutes in Italian-speaking Switzerland.

3.2 Usage shares of TV programmes



Source: Mediapulse TV Data, Individuals 3+ with guests, usage on the TV set, CH, SD, Viewing Time, Consumption Day, mo-su, 24h, 4'606 individuals

Of the 146 minutes of daily big screen usage, 103 minutes or 70 per cent is spent watching TV programmes. According to the Swiss TV research convention, this includes linear or time-shifted viewing (up to 7 days after broadcast) of the 400 most relevant TV programmes. At 74%, the highest proportion of big screen TV programmes is in the Svizzera italiana, followed by 72% in the German-speaking part of Switzerland and 66% in the Suisse romande.

3.3 Usage shares of video and streaming platforms

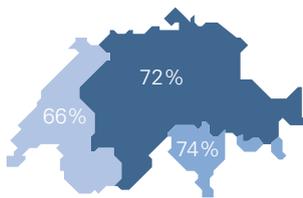
A further 14 minutes or 9 per cent of big screen usage is taken up by those video and streaming offerings that can be clearly identified in current TV research. These include international providers such as YouTube, Netflix, Apple TV+, Amazon Prime, Disney+ and DAZN, which together account for 12 minutes, and the national web TV platforms of Quickline, Swisscom, Sunrise, Zattoo, and Teleboy, which together account for 2 minutes of usage per person per day. When assessing these figures, note that conventional TV programmes can of course also be used via the platforms mentioned. If these offerings comply with the above-mentioned TV research convention (up to 7 days after broadcast), their usage shares are not allocated to the platforms, but to TV usage. This applies to live TV usage on the web TV platforms as well as to the viewing of TV programmes on YouTube within the first seven days of their broadcast on one of the 400 TV channels included.

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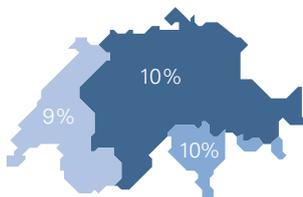
3 The usage of big screens



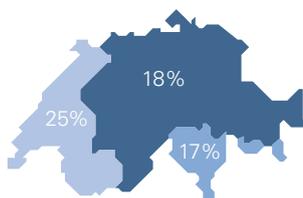
Share of big screen usage per language region



TV programmes



Video and streaming platforms



Non-identifiable content

3.4 Share of use of non-identifiable content

Just under half an hour, or 20 per cent of usage time on the big screen cannot currently be identified and allocated by TV research. On the one hand, it can be assumed that this is also TV usage but is not identified as such due to the currency definition of TV research. This could be the consumption of channels that are not referenced for audiomatching or the on-demand use of TV programmes that were broadcast more than 7 days ago and are either accessed via the corresponding media libraries or via private recording storages. On the other hand, the connected peripheral devices suggest that the big screen can of course also be used for gaming or for the consumption of commercially or privately available film storages. Finally, it cannot be ruled out for now that there are offerings in the confusing world of streaming platforms that are relevant on Swiss big screens but are not yet included in the study.

3.5 Tabular overview of big screen utilisation in 2025

Share in per cent	CH	DS	SR	SI
Daily big screen usage in minutes	146	138	160	193

Share of big screen usage in %	CH	DS	SR	SI
TV programmes	70	72	66	74
Video and streaming platforms	9	10	9	10
Non-identifiable content	20	18	25	17

Source: Mediapulse TV Data, Individuals 3+ with guests, usage on the TV set, CH, DS, SR and SI, SD, Viewing Time, Consumption Day, mo-su, 24h, 4'606, 2'424, 1'484 and 698 individuals

Further information



About Mediapulse

As an independent industry organisation, Mediapulse is charged with collecting data on the usage of radio and TV programmes in Switzerland. This data is considered to be the 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

Any questions?

Richard Blatter
Sr. Partner Relations Manager
richard.blatter@mediapulse.ch
+41 58 356 47 60