

TV viewing remains stable at a high level

Bern, 17 July 2026 – In the first half of 2026, 4.6 million individuals watched programmes from domestic and foreign TV channels every day. They spent an average of 175 minutes a day watching TV, either live or timeshifted. This is confirmed by data on the reach and usage of television in Switzerland, collected on behalf of the Mediapulse Foundation.

The absolute figure of 4.6 million TV viewers corresponds to a daily reach of 59 percent of all individuals aged 3 and older living in households with a TV set. Compared to the first half of 2025, this represents a slight decline of one percentage point at national level. This trend in daily reach is comparable in all three language regions. The corresponding figures currently stand at 58 percent in German-speaking Switzerland and 59 percent in French-speaking Switzerland. Italian-speaking Switzerland traditionally deviates from the national average in this respect, showing a TV reach of 69 percent in the past half-year.

The higher affinity for television in the southern language region is evident not only in the relative size of the TV audience but also in the volume of viewing. Those who watch TV in Italian-speaking Switzerland spend an average of 205 minutes a day in front of the television. Here too, the figures for the other language regions are considerably lower, at 179 minutes in French-speaking Switzerland and 172 minutes in German-speaking Switzerland. Nationwide, this results in an average usage duration of 175 minutes – or just under 3 hours of TV viewing per TV viewer per day – in the first half of 2026. This figure corresponds to the result from the first half of the previous year and thus indicates a stable trend in TV usage duration.

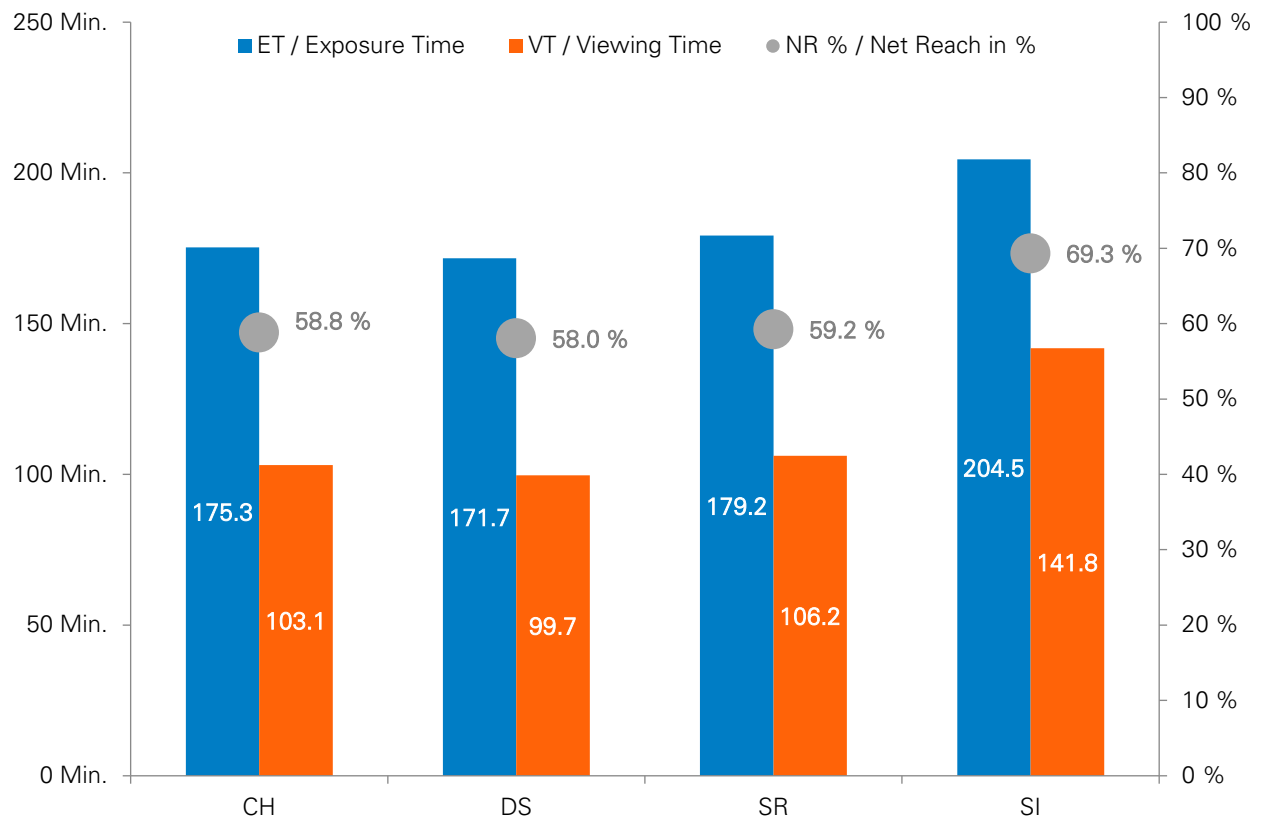
Timeshifted viewing currently accounts for 31 percent of total TV viewing. This means that around seven out of ten TV minutes are still watched live at the time of broadcasting. Compared to the first half of 2025, the proportion of timeshifted viewing has increased slightly. Despite the growing importance of time-independent viewing options, linear TV remains the dominant form of TV consumption in Switzerland.

The TV research conducted by Mediapulse tracks linear and timeshifted TV viewing via conventional TV sets (big screens). In addition, Mediapulse measures the consumption of TV content via PCs, tablets or smartphones (small screens) and incorporates this into the official consumption data. This depends on broadcasters' participation in this extended research.

Further findings on TV viewing in the first half of 2026 can be found on the Mediapulse website at the following [link](#).

TV viewing overall market Switzerland

Daily reach and viewing, by language region



SOURCE: MEDIAPULSE TV DATA (TV ANALYTICS), SURVEY PERIOD: 1.1.2026-30.6.2026
 UNIVERSE: 7'873'000 (CH) / 5'581'000 (DS) / 1'947'000 (SR) / 345'000 (SI) PERSONS
 BASE SAMPLE: 4'558 (CH) / 2'412 (DS) / 1'458 (SR) / 687 (SI) (ALL TARGET GROUPS WITH GUESTS)
 TV TOTAL, 24 HRS, MON-SUN, ALL PLATFORMS, OVERNIGHT +7

About Mediapulse

Mediapulse is an independent industry organisation charged with collecting data on the consumption of radio and TV programmes and the corresponding digital services in Switzerland. This data, which is 'Made in Switzerland', represents the official currency and is used by broadcasters and programme makers, the advertising industry, government agencies and politics, as well as science.

As a company with a strong practical focus, Mediapulse supports the electronic media and advertising market in Switzerland by supplying data products for programme analysis and marketing. Modern measuring systems, scientifically sound methods and continuous innovation ensure that even dynamic shifts in the usage of audiovisual media can be mapped reliably, sustainably, plausibly and accurately.

Mediapulse stands for neutrality, independence, transparency and outstanding quality in media research. The institution is under the supervision of DETEC (OFCOM). Key market players are represented on the Board of Directors of Mediapulse AG and on the Board of Trustees of the Mediapulse Foundation.

For more information, visit: www.mediapulse.ch

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