

## Stable demand for TV in the consumer market

**Bern, 19 July 2024 – In Switzerland, TV stations reached 4.9 million people daily with their programming in the first half of 2024, or 63% of all people aged three and over living in a household with a TV set. This is attested by television distribution and consumption data collected on behalf of the Mediapulse Foundation.**

Following the rise in TV audiences and TV consumption during the Covid pandemic and a brief decline thereafter, demand for the offerings of the TV broadcasters has again stabilised in the past two years. As in the first half of 2023, the daily reach of television remained unchanged at 63% in the first half of the current year. In the same period, the time spent by TV audiences watching linear or time-shifted television programmes decreased by three minutes, from 181 minutes a day to 178 minutes. In other words, compared to the previous year, television reaches the same number of people for slightly less time on an average day.

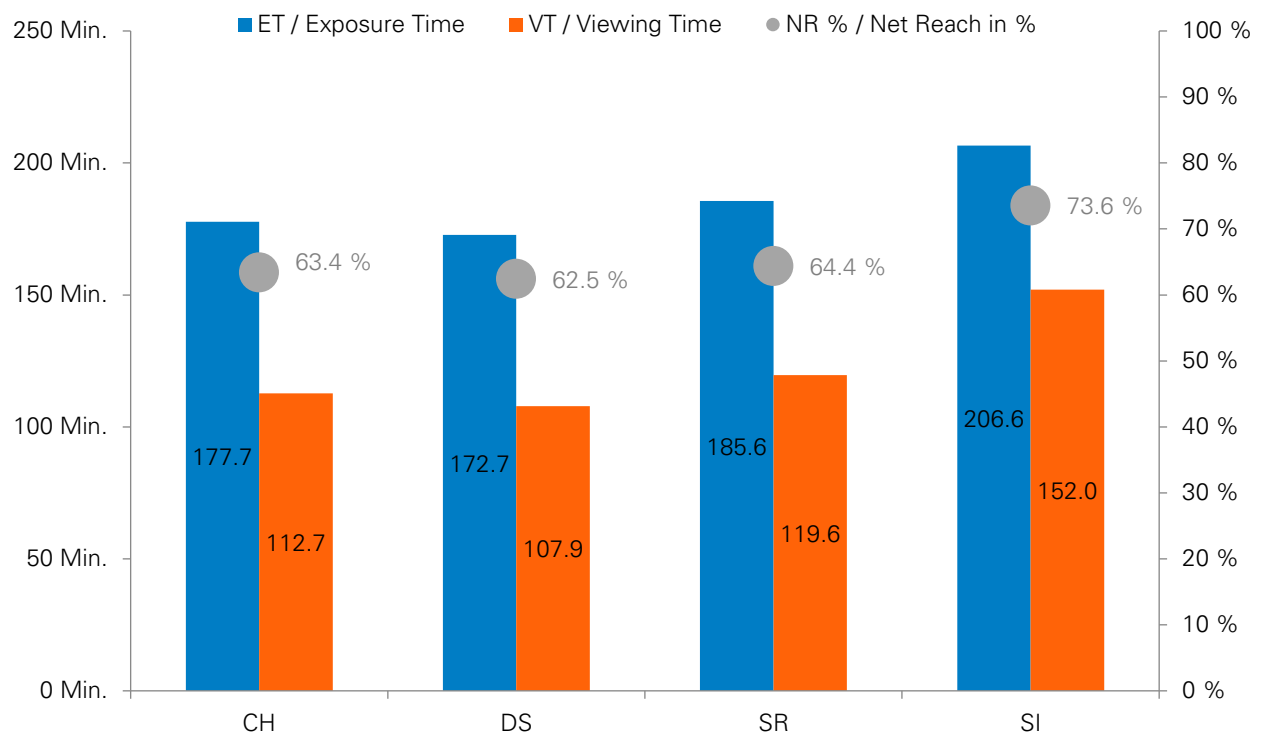
This situation varies slightly across the three language regions. While the reach of TV in the Italian-speaking region of Switzerland, which is already higher than anywhere else in the country, has risen from 70 to 74 percent over the past year, the actual viewing time per user has dropped by five minutes and now stands at 207 minutes a day. In French-speaking Switzerland, the size of the TV audience remains unchanged with a daily reach of 64 percent, while viewing time has fallen from 198 minutes to 186 minutes. Finally, in German-speaking Switzerland, the latest TV research figures show a reduction in reach of one percentage point to 62% and an unchanged viewing time of 173 minutes per day.

The TV research for which Mediapulse is responsible has always covered linear and time-shifted TV consumption via conventional TV sets (big screen). Since January 2024, the consumption of TV content via PCs, tablets or smartphones (small screens) has also been included in the official consumption data. However, because the cooperation that this type of sampling requires of the TV broadcasters themselves or the online distributors of TV content is still the exception rather than the rule, this consumption is scarcely reflected in the current semester data.

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

## TV consumption overall market Switzerland

Daily reach and duration of consumption, by language region



SOURCE: MEDIAPULSE TV DATA (INSTAR ANALYTICS), SURVEY PERIOD: 1.1.2024-30.6.2024  
 UNIVERSE: 7'648'000 (CH) / 5'416'000 (DS) / 1'892'000 (SR) / 340'000 (SI) INDIVIDUALS  
 BASE SAMPLE: 4'380 / 2'313 / 1'416 / 651 (ALL TARGET GROUPS WITH GUESTS)  
 TV TOTAL, 24 HRS, MON-SUN, ALL PLATFORMS, OVERNIGHT +7

### About Mediapulse TV Research

The survey of TV consumption is based on a hybrid sampling approach in which the viewing data from the TV panel is enriched with viewing data based on set-top box data and linked with each other using a method developed by Mediapulse. This results in the creation of the TV data on the basis of the consumption data of around 5,000 physical panellists and around 15,000 virtual user profiles.

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

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