

4.7 million TV viewers per day in second half of 2024

Bern, 16 January 2025 – From July to December 2024, 4.7 million people in Switzerland consumed the offerings of the TV stations on any given day, which corresponds to a reach of 61% of all individuals aged three and over who live in a private household with a TV set. This is attested by television distribution and consumption data collected on behalf of the Mediapulse Foundation.

Residents of Switzerland who watched television in the second half of 2024 did so for an average of 171 minutes per day (Exposure Time). Extrapolated to the total population (Viewing Time), this means that every individual aged three and over spent 105 minutes watching TV on an average day.

Of these 105 minutes, 75 minutes can be attributed to linear TV consumption and 30 minutes to time-shifted viewing. In other words: despite all the options for audiences to organise their television consumption independently of the TV schedule, the majority of television broadcasts are still watched live in 2024.

Comparing the different language regions reveals familiar patterns in the latest data. In Italian-speaking Switzerland, television achieves the highest relative penetration with a daily reach of 69 percent and the largest consumption volume with a daily viewing time of 140 minutes. In the other two language regions, there is slightly less demand for the offerings of the TV stations. In French-speaking Switzerland, the daily reach stands at 62 percent and viewing time at 110 minutes per day. In Switzerland's largest language region, television registered the lowest figures with a reach of 61 percent and a viewing time of 101 minutes.

In a comparison with the second half of 2023, these figures confirm a general trend in TV consumption that has been apparent since the end of the Covid pandemic. The percentage of people who watch television on an average day is proving extremely stable. The reach figure has remained unchanged year-on-year. In addition, the Swiss population is spending slightly less time in front of the screen, which is reflected in a one-minute decrease in daily viewing time.

Previously, the TV research for which Mediapulse is responsible has covered linear and time-shifted TV consumption via conventional TV sets (big screens). Since January 2024, the consumption of TV content via PCs, tablets or smartphones (small screens) has also been included in the official consumption data, provided that the research is supported by the participants.

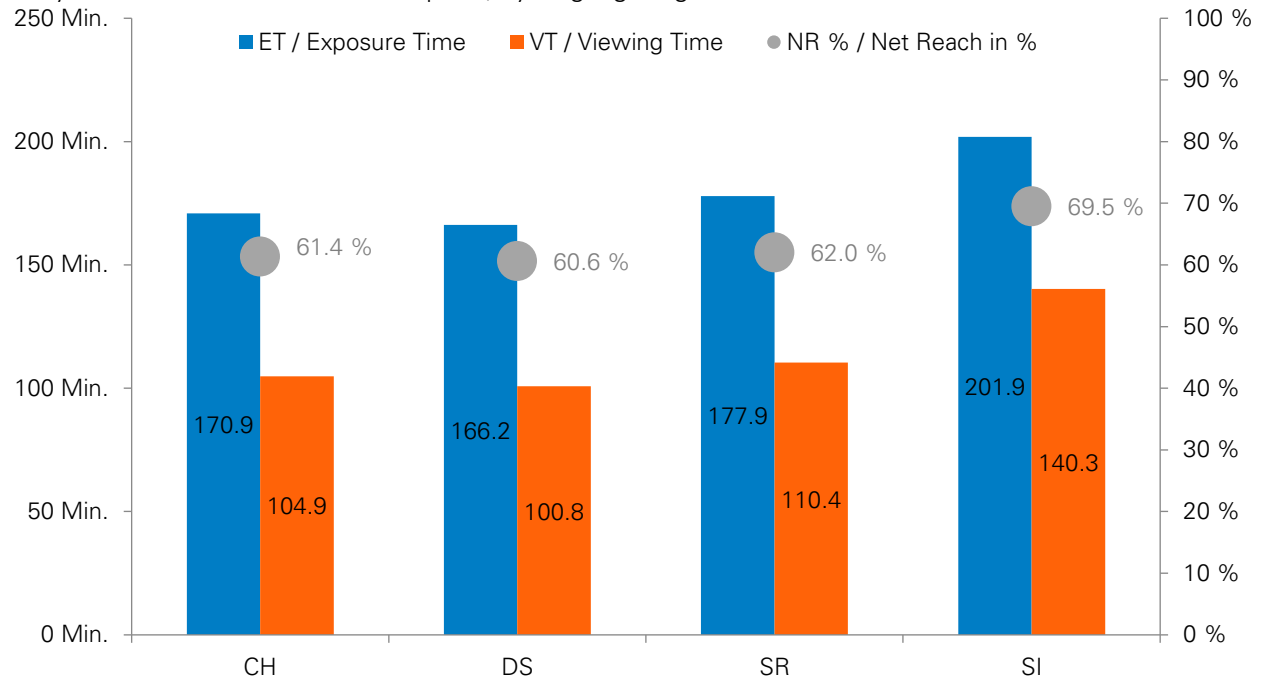
It should also be noted that Kantar, the service provider responsible for the TV research, began updating the measurement technology in the households of the TV measurement panel in May 2024 and will complete the corresponding technology change by the end of 2025. The new measuring devices allow even more detailed recording of TV consumption which can lead to a better recognition of short contacts and thus to an increase in channel reach. However, so far this increase has been slight so that the continuity

and comparability of the TV consumption data remain guaranteed. Kantar and Mediapulse are continuously monitoring any effects of this change on the measured TV consumption data to ensure continuity and comparability.

For more results on TV consumption in the second 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: 1.7.2024-31.12.2024
 UNIVERSE: 7'648'000 (CH) / 5'416'000 (DS) / 1'892'000 (SR) / 340'000 (SI) PERSONS
 BASE SAMPLE: 4'461 / 2'382 / 1'431 / 648 (ALL TARGET GROUPS WITH GUESTS)
 TV TOTAL, 24 HRS, MON-SUN, ALL PLATFORMS, OVERNIGHT +7

About Mediapulse

As an independent industry organisation, Mediapulse is charged with collecting data on the consumption of radio and TV programmes 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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