

## Solid radio use despite partial FM switch-off

**Bern, 10 July 2025 – In the first half of 2025, the linear offerings of domestic and foreign radio stations reached almost 7 million listeners per week and 5.2 million listeners per day. The reach of the radio genre thus remains at a high level and is for the most part robust, despite the switch-off of FM broadcasting by SRG radio stations. This is attested by the radio consumption data for the first half of 2025 collected on behalf of the Mediapulse Foundation.**

The absolute listening figures correspond to a relative weekly reach of 93 percent and a daily reach of 70 percent in relation to the universe of all people aged 15 and over. Individuals who listen to the radio do so for 108 minutes on an average day. Extrapolated to the total population, this corresponds to 75 minutes of listening time per person per day.

Compared to the first half of 2024, the weekly reach of the genre fell by two percentage points and the daily reach declined by two percentage points. In the same period, the daily usage duration per listener decreased by three minutes and the usage duration per person by four minutes. These year-on-year differences tie in with the long-term trend of a slight decline in reach figures and the time spent listening to the radio. The current consumption figures suggest that this trend is neither accelerated nor slowed down by the switch-off of FM broadcasting by SRG stations at the beginning of 2025.

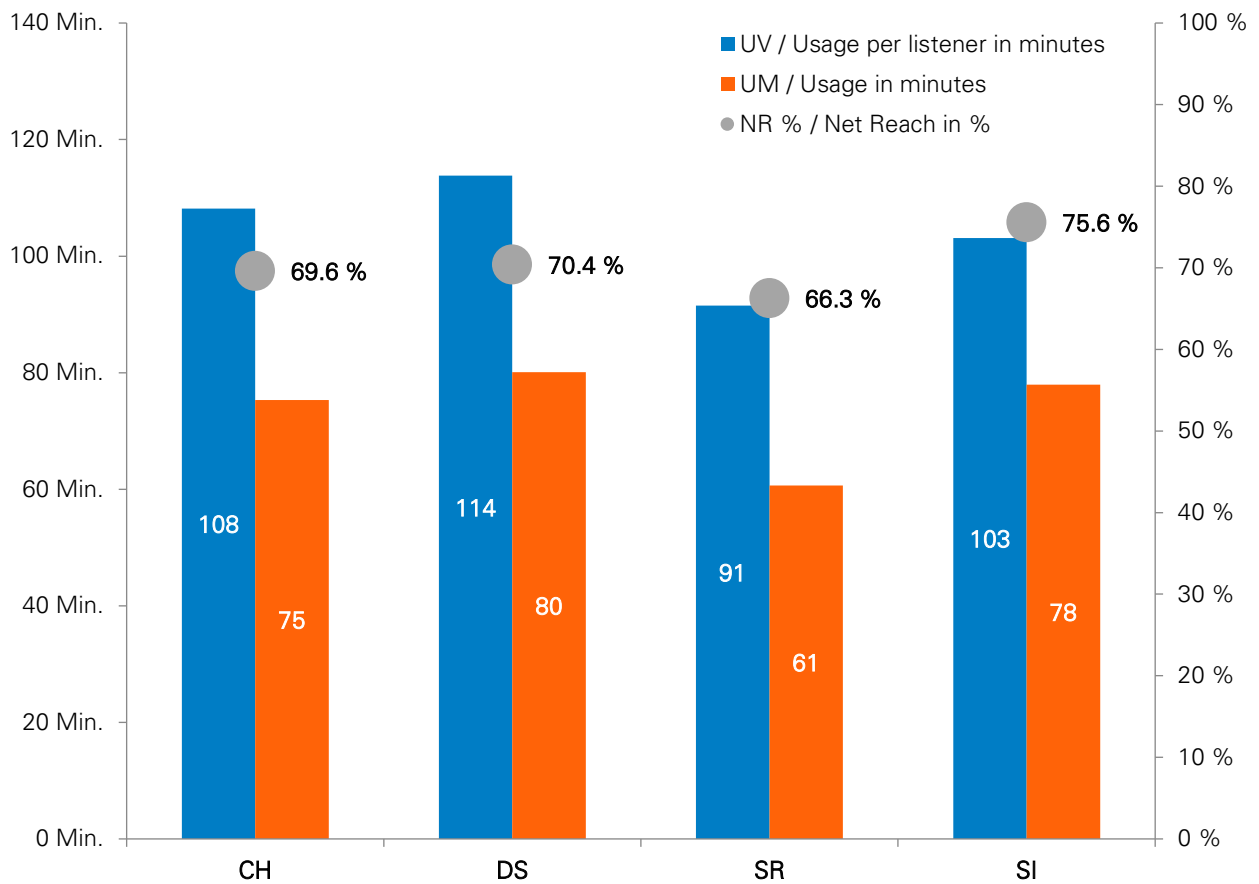
This general observation applies to Switzerland as a whole but must be qualified somewhat with regard to Italian-speaking Switzerland, where SRG traditionally has the largest market share. With a daily reach of 76 percent, radio still has the largest relative user base in this language region, but at the same time the decline in usage duration in the current half-year is much more pronounced there than in the rest of Switzerland. In a year-on-year comparison, the usage duration per listener fell from 111 minutes to 103 minutes and the usage duration per person from 87 to 78 minutes. In contrast, the usage duration per listener in German-speaking Switzerland, where the consumption of radio programmes is highest, fell by just two minutes to 114 minutes. In French-speaking Switzerland, usage duration has declined by four minutes and now stands at 91 minutes.

Mediapulse radio research captures the linear consumption of radio channels across all analogue and digital distribution vectors. Due to economic considerations, linear radio consumption via headphones is not taken into account. For more results on radio consumption in the first half of 2025, please visit the Mediapulse website at the following [link](#).

Since January 2025, in addition to the official radio consumption data, Mediapulse has also been collecting access to linear radio offerings provided online by radio providers. These access numbers are aggregated per quarter under the label Radio Streaming Data and made freely available on the Mediapulse website. The first publication of the Radio Streaming Data took place in April 2025. The data for the second quarter of 2025 is expected to be made available to the radio market from 21 July. Further information on this new Mediapulse Radio Research product is provided [here](#).

### Total Consumption Switzerland

Daily reach and usage duration by language region



SOURCE: MEDIAPULSE RADIO DATA (EVOGENIUS REPORTING), SURVEY PERIOD: 1.1.2025-30.6.2025  
 UNIVERSE (T): 7'442.7 (CH) / 5'320.1 (DS) / 1'803.0 (SR) / 319.7 (SI)  
 PARTICIPANTS: 8'641 / 5'538 / 2'243 / 860, SAMPLING DAYS: 298'252 / 193'493 / 74'832 / 29'927, 24 HRS, MON-SUN

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

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