

## 4.6 million TV viewers per day in first half of 2025

**Bern, 17 July 2025 – Each day in Switzerland, 4.6 million individuals tune in to traditional TV channels and watch them – either on a linear or time-shifted basis – for close to of three hours.**

**This is confirmed by data collected on behalf of the Mediapulse Foundation on the distribution and consumption of television in the first half of 2025.**

The absolute figure of 4.6 million TV viewers corresponds to a net reach of 60 percent of all individuals aged three and older who live in a household with a TV set. This relative figure is true for Switzerland as a whole as well as for German- and French-speaking Switzerland, while the daily reach of television in Italian-speaking Switzerland, at 71 percent, is well above the national average.

The greater affinity for TV among residents of the Italian-speaking part of the country has been shown empirically for many years and is also reflected in the daily consumption time of the TV audience (Exposure Time), which currently amounts to 212 minutes per user in Italian-speaking Switzerland (over three-and-a-half hours.) By comparison, TV audiences in the French-speaking part of Switzerland spend 182 minutes a day watching TV programmes, and viewers in the German-speaking part of Switzerland 170 minutes.

For Switzerland as a whole, this is the equivalent of a daily Exposure Time of 175 minutes per viewer in the first half of 2025. Time-shifted viewing – i.e., viewing at a later time than the content was originally broadcast – accounts for 29 percent of TV viewing. On the one hand, this marks a new high for the steadily increasing on-demand viewing of TV programmes, but at the same time also means that over 70 percent of TV viewing is still linear, i.e. at the time of broadcast.

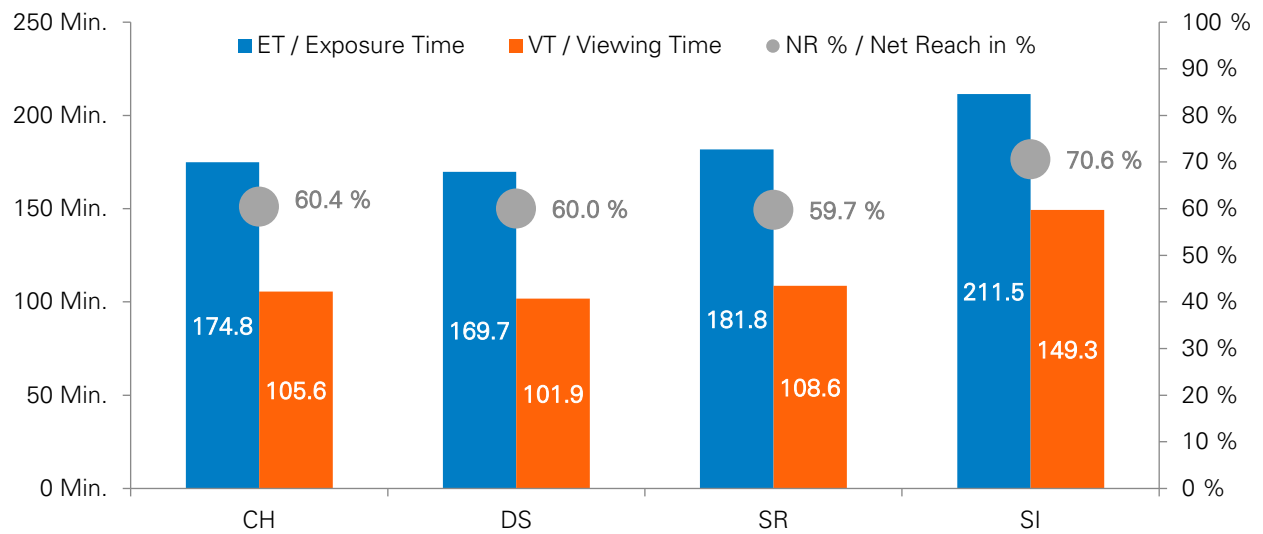
Compared to the first half of 2024, TV Exposure Time has decreased slightly by three minutes both in Switzerland as a whole and in the largest language region. In French-speaking Switzerland, the decline in TV viewing is slightly more pronounced at four minutes, while the TV viewing time in Italian-speaking Switzerland has increased by 5 minutes. Like the Exposure Time, the reach of the TV has also decreased slightly. Compared to the previous year, it fell by three percentage points at the national level as well as in the Italian-speaking regions, by two percentage points in German-speaking Switzerland and by four percentage points in French-speaking Switzerland.

The TV research Mediapulse is responsible for traditionally covered linear and time-shifted TV viewing 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 TV data, to the extent that the research is supported by the broadcasters.

For more results on TV viewing in the first half of 2025, visit the Mediapulse website at the following [link](#).

## TV viewing overall market Switzerland

Daily reach and viewing, by language region



SOURCE: MEDIAPULSE TV DATA (INSTAR ANALYTICS), SURVEY PERIOD: 1.1.2025-30.6.2025  
 UNIVERSE: 7'693'000 (CH) / 5'451'000 (DS) / 1'899'000 (SR) / 343'000 (SI) PERSONS  
 BASE SAMPLE: 4'666 / 2'475 / 1'493 / 698 (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](http://www.mediapulse.ch)

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