

Deutsche Schweiz

2. Semester 2015

(24h, Mo-So)

1. Semester 2016

(24h, Mo-So)

2. Semester 2016

(24h, Mo-So)

1. Semester 2017

(24h, Mo-So)

Sender	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	VI ¹⁾	NR-T	NH	MA
Total Radio	87.04	4203.83	120.32	100.00	87.69	4285.17	118.67	100.00	86.67	4235.38	114.94	100.00	86.14	° 0.53	4266.37	114.43	100.00
Radiogruppen																	
Total SRG SSR	62.22	3004.98	108.57	64.50	62.36	3047.57	108.91	65.27	60.67	2964.78	104.65	63.74	59.68	° 0.75	2956.06	105.24	63.72
Private CH	52.28	2525.04	62.08	30.99	53.28	2603.60	58.36	29.88	52.90	2585.21	59.18	31.43	52.75	0.76	2612.44	58.98	31.56
Ausland	26.55	1282.57	17.80	4.51	27.33	1335.79	18.45	4.85	25.94	1267.69	18.57	4.84	25.89	° 0.67	1282.49	17.95	4.71
SRG SSR																	
Total SRF	56.11	2710.16	109.53	58.69	56.13	2742.86	109.71	59.18	54.19	2648.19	105.66	57.48	53.25	° 0.76	2637.55	107.10	57.86
SRF 1	33.24	1605.44	97.47	30.94	33.04	1614.67	96.75	30.72	31.45	1536.79	95.18	30.05	30.94	° 0.70	1532.29	96.68	30.34
SRF 2 Kultur	6.50	314.14	51.57	3.20	6.88	336.24	53.87	3.56	6.21	303.52	54.25	3.38	6.30	° 0.37	311.79	53.17	3.40
SRF 3	25.52	1232.38	69.41	16.91	25.29	1235.76	70.01	17.01	24.61	1202.58	66.21	16.36	23.41	° 0.65	1159.62	67.66	16.07
SRF 4 News	4.64	224.06	15.68	0.69	4.81	235.03	17.45	0.81	4.70	229.80	15.76	0.74	4.75	0.32	235.38	17.18	0.83
SRF Musikkwelt	8.46	408.51	83.08	6.71	8.64	422.00	82.78	6.87	8.19	400.29	81.84	6.73	8.22	0.42	407.29	83.15	6.94
SRF Virus	2.45	118.10	10.04	0.23	2.28	111.49	9.40	0.21	2.12	103.69	10.17	0.22	2.02	° 0.21	100.15	13.93	0.29
Total SSAT	10.62	512.82	43.17	4.38	10.51	513.37	44.80	4.52	10.51	513.83	42.86	4.52	10.02	0.46	496.35	41.50	4.22
Radio Swiss Jazz	1.53	73.67	24.68	0.36	1.67	81.37	29.82	0.48	1.57	76.63	33.44	0.53	1.63	0.19	80.98	31.15	0.52
Radio Swiss Pop	6.99	337.48	40.49	2.70	6.60	322.74	40.72	2.58	6.89	336.82	38.85	2.69	6.31	0.37	312.42	38.96	2.49
Radio Swiss Classic	2.68	129.22	51.51	1.32	2.75	134.22	55.38	1.46	2.50	122.41	52.07	1.31	2.55	0.24	126.39	46.70	1.21
andere SRG SSR	6.52	314.89	23.01	1.43	6.91	337.78	23.66	1.57	6.67	326.02	25.91	1.74	6.65	0.38	329.59	24.34	1.64
Privatradios																	
Energy Zürich	5.55	268.04	45.02	2.39	5.78	282.38	44.78	2.49	5.77	282.10	46.29	2.68	5.54	0.35	274.41	49.40	2.78
Radio 24	5.36	258.69	45.70	2.34	5.06	247.15	46.49	2.26	5.22	254.90	47.09	2.47	5.07	0.33	251.09	46.21	2.38
FM1	4.63	223.66	54.57	2.41	4.60	224.96	50.89	2.25	4.59	224.35	50.30	2.32	4.59	0.32	227.17	51.30	2.39
Pilatus	4.22	203.59	57.93	2.33	4.43	216.40	53.50	2.28	4.49	219.42	56.82	2.56	4.49	0.32	222.27	55.53	2.53
Argovia	4.69	226.52	56.93	2.55	4.52	220.90	53.95	2.34	4.27	208.73	57.52	2.47	4.28	0.31	212.01	52.22	2.27
Zürisee	4.37	211.21	53.18	2.22	4.32	211.28	54.07	2.25	4.32	211.13	49.21	2.13	4.05	0.30	200.42	54.84	2.25
Central	4.28	206.54	48.51	1.98	4.09	200.07	50.39	1.98	3.90	190.55	53.27	2.09	3.68	° 0.29	182.04	53.91	2.01
Radio Top	3.22	155.34	38.22	1.17	3.23	157.88	36.51	1.13	3.20	156.52	42.19	1.36	2.67	° 0.25	132.10	43.51	1.18
Radio 32	2.81	135.82	50.72	1.36	2.82	137.70	48.49	1.31	2.62	128.03	48.91	1.29	2.59	0.24	128.40	47.66	1.25

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Sender	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	VI ¹⁾	NR-T	NH	MA
Energy Bern	2.39	115.42	34.65	0.79	2.19	107.14	33.63	0.71	2.22	108.28	35.48	0.79	2.44	◦ 0.24	120.66	33.77	0.83
Basilisk	2.37	114.37	56.06	1.27	2.31	112.64	49.54	1.10	2.30	112.42	52.41	1.21	2.25	0.23	111.32	48.28	1.10
Radio 1	2.23	107.52	50.42	1.07	2.40	117.37	48.35	1.12	2.31	112.85	52.09	1.21	2.24	0.23	110.75	48.42	1.10
Sunshine	2.20	106.05	36.63	0.77	2.14	104.70	39.14	0.81	2.29	111.74	41.88	0.96	2.20	0.22	108.84	39.35	0.88
Bern1	2.24	108.17	55.32	1.18	2.09	101.99	53.95	1.08	2.06	100.49	54.14	1.12	2.15	0.22	106.28	56.97	1.24
Energy Basel	2.11	102.07	39.99	0.81	2.07	101.03	34.35	0.68	1.86	91.10	31.98	0.60	2.08	0.22	102.85	38.55	0.81
Radio Südostschweiz	1.82	88.07	38.23	0.67	1.87	91.41	34.70	0.62	1.89	92.42	35.97	0.68	1.86	0.21	92.10	29.89	0.56
Planet 105	1.36	65.60	29.34	0.38	1.50	73.19	32.63	0.47	1.25	60.90	27.99	0.35	1.45	0.18	71.69	27.75	0.41
BeO	1.49	71.76	60.36	0.86	1.39	68.08	55.88	0.75	1.44	70.59	61.91	0.90	1.40	0.18	69.27	52.84	0.75
BNJ FM	1.14	55.09	6.69	0.07	1.25	61.14	6.72	0.08	1.19	58.21	7.18	0.09	1.30	0.17	64.15	6.88	0.09
neo1	0.89	42.96	29.22	0.25	1.03	50.34	25.10	0.25	0.97	47.45	23.81	0.23	0.91	0.15	45.01	31.76	0.29
Freiburg (deutsch)	0.86	41.76	23.96	0.20	0.83	40.40	22.52	0.18	0.91	44.46	22.09	0.20	0.87	0.14	42.91	24.04	0.21
Munot	0.65	31.51	36.30	0.23	0.65	31.90	37.12	0.23	0.79	38.75	32.97	0.26	0.81	◦ 0.14	40.14	25.01	0.21
Rottu	0.69	33.55	45.45	0.30	0.75	36.43	41.85	0.30	0.73	35.84	39.89	0.29	0.77	0.13	37.93	41.41	0.32
Radio X	0.69	33.22	6.22	0.04	0.69	33.53	7.83	0.05	0.70	34.15	5.81	0.04	0.69	0.13	34.37	8.20	0.06
Radio 3fach					0.57	28.08	3.86	0.02	0.55	26.93	3.02	0.02	0.66	0.12	32.92	5.33	0.04
Canal 3 (deutsch)	0.63	30.55	38.01	0.23	0.70	34.34	24.91	0.17	0.68	33.14	33.44	0.23	0.66	0.12	32.86	29.77	0.20
Fribourg (französisch)	0.40	19.33	11.52	0.04	0.42	20.65	14.64	0.06	0.41	19.94	10.46	0.04	0.42	0.10	20.56	10.82	0.05
GRRIF	0.42	20.22	11.65	0.05	0.38	18.75	10.58	0.04	0.39	19.05	10.48	0.04	0.35	0.09	17.14	11.43	0.04
Canal 3 (französisch)	0.22	10.75	13.98	0.03	0.32	15.53	15.73	0.05	0.33	16.06	17.30	0.06	0.34	0.09	17.03	10.72	0.04
toxic.fm	0.18	8.56	12.36	0.02	0.22	10.51	22.49	0.05	0.19	9.21	11.67	0.02	0.23	0.07	11.57	18.96	0.04
Rhône	0.29	13.84	3.40	0.01	0.24	11.58	5.54	0.01	0.18	8.84	4.90	0.01	0.22	0.07	10.88	10.65	0.02
Private Kabelradios																	
Radio Eviva													1.83	0.20	90.39	72.71	1.35
Radio Life Channel	0.68	32.71	19.57	0.13	0.67	32.95	16.66	0.11	0.70	34.21	15.74	0.11	0.80	0.14	39.64	14.04	0.11
Radio Melody									0.68	33.09	50.47	0.34	0.79	0.14	39.20	62.63	0.50
Radio Top Two	0.52	25.31	54.65	0.27	0.57	27.94	54.51	0.30	0.59	28.73	49.76	0.29	0.55	0.11	27.28	52.29	0.29

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	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	VI ¹⁾	NR-T	NH	MA
Private Ausland																	
ERF plus	1.34	64.72	7.59	0.10	1.35	65.73	8.11	0.10	1.28	62.33	6.97	0.09	1.25	0.17	61.78	5.84	0.07
Radio Seefunk	0.65	31.18	41.65	0.26	0.71	34.71	45.02	0.31	0.65	31.80	40.73	0.27	0.69	0.13	34.35	41.52	0.29
Antenne Voralberg	0.77	37.20	16.85	0.12	0.68	33.35	21.68	0.14	0.64	31.05	18.11	0.12	0.63	0.12	31.39	24.83	0.16
Radio L	0.59	28.40	18.94	0.11	0.56	27.12	13.59	0.07	0.57	27.78	14.05	0.08	0.59	0.12	29.23	21.60	0.13
baden.fm													0.40	0.10	19.63	17.99	0.07

¹⁾ Vertrauensintervall VI (Niveau 0.98) in Prozentpunkten nach Wilson

Lesebeispiel: Die Reichweite des Mediums Radio (Total Radio) beträgt 86.14% +/- 0.53% (85.61% bis 86.67%)

° Diese Veränderung gegenüber dem gleichen Semester im Vorjahr ist signifikant.

Hinweise:

- Die Weiterentwicklung des Messsystems zur korrekten Senderzuordnung während längerer synchroner Ausstrahlungen trat per 01.01.2015 für alle Sender in Kraft.
- Alle Facts wurden in der Auswertungssoftware Media Reporter Radio mit 2 Nachkommastellen gerechnet.

Legende

NR-% = Netto-Reichweite in %

NR-T = Netto-Reichweite in Tausend

NH = Nutzung pro HörerIn in Minuten

MA = Marktanteil