

## Deutsche Schweiz

Sender	2. Semester 2014 (24h, Mo-So)				1. Semester 2015 (24h, Mo-So)				2. Semester 2015 (24h, Mo-So)				1. Semester 2016 (24h, Mo-So)				
	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	VI <sup>1)</sup>	NR-T	NH	MA
<b>Total Radio</b>	87.59	4212.8	120.5	100.0	87.84	4242.3	119.7	100.0	87.04	4203.8	120.3	100.0	87.69	0.50	4285.2	118.7	100.0
<b>Radiogruppen</b>																	
Total SRG SSR	63.57	3057.5	107.7	64.9	63.64	3073.9	107.9	65.3	62.22	3005.0	108.6	64.5	62.36	0.74	3047.6	108.9	65.3
Private CH	51.60	2481.8	61.7	30.2	51.98	2510.5	60.8	30.1	52.28	2525.0	62.1	31.0	53.28	0.76	2603.6	58.4	29.9
Ausland	26.87	1292.1	19.6	5.0	27.57	1331.5	17.8	4.7	26.55	1282.6	17.8	4.5	27.33	0.68	1335.8	18.5	4.9
<b>SRG SSR</b>																	
Total SRF	57.35	2758.5	108.1	58.7	57.47	2775.5	108.8	59.4	56.11	2710.2	109.5	58.7	56.13	0.76	2742.9	109.7	59.2
SRF 1				31.1	34.00	1642.1	97.7	31.6	33.24	1605.4	97.5	30.9	33.04	0.72	1614.7	96.8	30.7
SRF 2 Kultur				3.3	6.77	327.1	50.7	3.3	6.50	314.1	51.6	3.2	6.88	0.39	336.2	53.9	3.6
SRF 3				17.1	26.37	1273.7	69.0	17.3	25.52	1232.4	69.4	16.9	25.29	0.66	1235.8	70.0	17.0
SRF 4 News				0.8	5.17	249.8	15.4	0.8	4.64	224.1	15.7	0.7	4.81	0.33	235.0	17.5	0.8
SRF Musikwelle				6.1	8.55	413.0	77.9	6.3	8.46	408.5	83.1	6.7	8.64	0.43	422.0	82.8	6.9
SRF Virus				0.2	2.38	115.1	7.7	0.2	2.45	118.1	10.0	0.2	2.28	0.23	111.5	9.4	0.2
Total SSAT	10.50	505.2	44.8	4.5	10.60	512.0	44.3	4.5	10.62	512.8	43.2	4.4	10.51	0.47	513.4	44.8	4.5
Radio Swiss Jazz				0.5	1.65	79.8	33.1	0.5	1.53	73.7	24.7	0.4	1.67	0.20	81.4	29.8	0.5
Radio Swiss Pop				2.5	6.60	318.6	39.5	2.5	6.99	337.5	40.5	2.7	6.60	0.38	322.7	40.7	2.6
Radio Swiss Classic				1.4	2.89	139.7	53.4	1.5	2.68	129.2	51.5	1.3	2.75	0.25	134.2	55.4	1.5
andere SRG SSR	7.24	348.2	24.7	1.7	6.96	336.2	21.0	1.4	6.52	314.9	23.0	1.4	6.91	0.39	337.8	23.7	1.6
<b>Privatradios</b>																	
Energy Zürich	5.30	254.9	42.2	2.1	5.50	265.6	46.2	2.4	5.55	268.0	45.0	2.4	5.78	0.36	282.4	44.8	2.5
Radio 24	5.43	261.4	50.9	2.6	5.67	273.8	52.5	2.8	5.36	258.7	45.7	2.3	5.06	0.33	247.2	46.5	2.3
FM1	4.59	221.0	51.7	2.3	4.83	233.3	50.4	2.3	4.63	223.7	54.6	2.4	4.60	0.32	225.0	50.9	2.3
Argovia	4.35	209.2	55.7	2.3	4.28	206.6	53.1	2.2	4.69	226.5	56.9	2.6	4.52	0.32	220.9	54.0	2.3
Pilatus	4.15	199.8	56.4	2.2	4.25	205.2	57.9	2.3	4.22	203.6	57.9	2.3	4.43	0.31	216.4	53.5	2.3
Zürisee	4.39	211.2	52.8	2.2	4.28	206.6	49.0	2.0	4.37	211.2	53.2	2.2	4.32	0.31	211.3	54.1	2.3
Central	4.21	202.5	46.1	1.8	4.31	208.1	47.7	2.0	4.28	206.5	48.5	2.0	4.09	0.30	200.1	50.4	2.0
Radio Top	3.37	162.3	37.0	1.2	3.24	156.3	37.7	1.2	3.22	155.3	38.2	1.2	3.23	0.27	157.9	36.5	1.1
Radio 32	2.86	137.5	54.0	1.5	2.71	130.9	52.5	1.4	2.81	135.8	50.7	1.4	2.82	0.25	137.7	48.5	1.3

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	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	VI <sup>1)</sup>	NR-T	NH	MA
Radio 1	2.50	120.2	44.5	1.1	2.43	117.5	47.1	1.1	2.23	107.5	50.4	1.1	2.40	0.23	117.4	48.4	1.1
Basilisk	2.37	114.1	53.8	1.2	2.45	118.1	54.2	1.3	2.37	114.4	56.1	1.3	2.31	0.23	112.6	49.5	1.1
Energy Bern	2.16	103.7	34.5	0.7	2.27	109.6	33.3	0.7	2.39	115.4	34.7	0.8	2.19	0.22	107.1	33.6	0.7
Sunshine	2.31	111.3	40.0	0.9	2.29	110.6	37.5	0.8	2.20	106.1	36.6	0.8	2.14	0.22	104.7	39.1	0.8
Bern1	2.00	96.3	51.3	1.0	2.13	102.9	51.1	1.0	2.24	108.2	55.3	1.2	2.09	0.22	102.0	54.0	1.1
Energy Basel	2.12	102.0	37.1	0.7	2.25	108.8	35.8	0.8	2.11	102.1	40.0	0.8	2.07	0.22	101.0	34.4	0.7
Radio Südostschweiz <sup>2)</sup>	1.55	74.5	44.2	0.7	1.86	89.6	34.3	0.6	1.82	88.1	38.2	0.7	1.87	0.21	91.4	34.7	0.6
Planet 105	1.53	73.7	37.1	0.5	1.46	70.6	35.7	0.5	1.36	65.6	29.3	0.4	1.50	0.19	73.2	32.6	0.5
BeO	1.68	80.8	62.3	1.0	1.55	74.9	57.5	0.9	1.49	71.8	60.4	0.9	1.39	0.18	68.1	55.9	0.8
BNJ FM	1.08	52.0	9.6	0.1	1.18	56.8	9.4	0.1	1.14	55.1	6.7	0.1	1.25	0.17	61.1	6.7	0.1
neo1	0.85	41.1	35.7	0.3	0.88	42.4	25.1	0.2	0.89	43.0	29.2	0.3	1.03	0.15	50.3	25.1	0.3
Freiburg (deutsch)	0.89	42.7	35.4	0.3	0.90	43.4	25.8	0.2	0.86	41.8	24.0	0.2	0.83	0.14	40.4	22.5	0.2
Rottu	0.68	32.5	35.7	0.2	0.77	37.0	42.6	0.3	0.69	33.6	45.5	0.3	0.75	0.13	36.4	41.9	0.3
Canal 3 (deutsch)	0.64	30.7	43.5	0.3	0.65	31.4	33.0	0.2	0.63	30.6	38.0	0.2	0.70	0.13	34.3	24.9	0.2
Radio X	0.73	34.9	13.0	0.1	0.72	34.7	6.5	0.0	0.69	33.2	6.2	0.0	0.69	0.13	33.5	7.8	0.1
Munot	0.67	32.1	36.7	0.2	0.69	33.4	35.4	0.2	0.65	31.5	36.3	0.2	0.65	0.12	31.9	37.1	0.2
Radio 3fach													0.57	0.12	28.1	3.9	0.0
Fribourg (französisch)	0.38	18.3	13.1	0.1	0.42	20.1	9.3	0.0	0.40	19.3	11.5	0.0	0.42	0.10	20.7	14.6	0.1
GRRIF	0.39	18.9	8.7	0.0	0.41	19.6	13.3	0.1	0.42	20.2	11.7	0.1	0.38	0.09	18.8	10.6	0.0
Canal 3 (französisch)	0.27	13.0	17.2	0.0	0.25	12.0	21.2	0.1	0.22	10.8	14.0	0.0	0.32	0.09	15.5	15.7	0.1
Rhône	0.35	16.9	2.6	0.0	0.30	14.6	4.0	0.0	0.29	13.8	3.4	0.0	0.24	0.08	11.6	5.5	0.0
toxic.fm	0.27	12.8	13.4	0.0	0.22	10.5	19.7	0.0	0.18	8.6	12.4	0.0	0.22	0.07	10.5	22.5	0.1
<b>Private Kabelradios</b>																	
Radio 32 Goldies	0.57	27.5	45.2	0.2	0.63	30.5	47.3	0.3	0.67	32.2	51.2	0.3	0.72	0.13	35.1	47.8	0.3
Radio Life Channel	0.72	34.5	19.3	0.1	0.69	33.6	19.5	0.1	0.68	32.7	19.6	0.1	0.67	0.12	33.0	16.7	0.1
Radio Top Two	0.54	26.0	43.1	0.2	0.43	20.8	48.1	0.2	0.52	25.3	54.7	0.3	0.57	0.12	27.9	54.5	0.3
<b>Private Ausland</b>																	
ERF plus	1.32	63.6	4.2	0.1	1.36	65.7	6.4	0.1	1.34	64.7	7.6	0.1	1.35	0.18	65.7	8.1	0.1
Radio Seefunk	0.69	33.3	39.3	0.3	0.62	30.2	43.2	0.3	0.65	31.2	41.7	0.3	0.71	0.13	34.7	45.0	0.3

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	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	VI <sup>1)</sup>	NR-T	NH	MA
Antenne Voralberg	0.71	34.2	23.8	0.2	0.71	34.1	15.7	0.1	0.77	37.2	16.9	0.1	0.68	0.13	33.4	21.7	0.1
Radio L	0.59	28.3	12.5	0.1	0.64	31.0	13.2	0.1	0.59	28.4	18.9	0.1	0.56	0.11	27.1	13.6	0.1

<sup>1)</sup> +/- %: Vertrauensintervall VI (Niveau 0.98) in Prozentpunkten nach Wilson

Lesebeispiel: Die Reichweite des Mediums Radio (Total Radio) beträgt 87.69% +/- 0.50% (87.19% bis 88.19%)

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

<sup>2)</sup> Radio Südostschweiz - 1. Semester 2015: bis 16.02.2015 hiess der Sender Radio Grischa

Hinweis: Die Weiterentwicklung des Messsystems zur korrekten Senderzuordnung während längerer synchroner Ausstrahlungen trat per 01.01.2015 für alle Sender in Kraft.

### Legende

NR-% = Netto-Reichweite in %

NR-T = Netto-Reichweite in Tausend

NH = Nutzung pro HörerIn in Minuten

MA = Marktanteil