

## Deutsche Schweiz

| Sender              | 2. Semester 2015<br>(24h, Mo-So) |         |        |        | 1. Semester 2016<br>(24h, Mo-So) |         |        |        | 2. Semester 2016<br>(24h, Mo-So) |         |        |        | 1. Semester 2017<br>(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>  | 87.04                            | 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 |
| <b>Radiogruppen</b> |                                  |         |        |        |                                  |         |        |        |                                  |         |        |        |                                  |                  |         |        |        |
| 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   |
| <b>SRG SSR</b>      |                                  |         |        |        |                                  |         |        |        |                                  |         |        |        |                                  |                  |         |        |        |
| 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 Musikwelle      | 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   |
| <b>Privatradios</b> |                                  |         |        |        |                                  |         |        |        |                                  |         |        |        |                                  |                  |         |        |        |
| 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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|----------------------------|----------------------------------|--------|-------|------|----------------------------------|--------|-------|------|----------------------------------|--------|-------|------|----------------------------------|------------------|--------|-------|------|
|                            | NR-%                             | NR-T   | NH    | MA   | NR-%                             | NR-T   | NH    | MA   | NR-%                             | NR-T   | NH    | MA   | NR-%                             | VI <sup>1)</sup> | 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 |
| <b>Private Kabelradios</b> |                                  |        |       |      |                                  |        |       |      |                                  |        |       |      |                                  |                  |        |       |      |
| 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 <sup>1)</sup> | NR-T  | NH    | MA   |
| <b>Private Ausland</b> |                                  |       |       |      |                                  |       |       |      |                                  |       |       |      |                                  |                  |       |       |      |
| 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 |

<sup>1)</sup> 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