

Deutsche Schweiz

Sender	1. Semester 2016 (24h, Mo-So)				2. Semester 2016 (24h, Mo-So)				1. Semester 2017 (24h, Mo-So)				2. Semester 2017 (24h, Mo-So)				
	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	VI ¹⁾	NR-T	NH	MA
Total Radio	87.69	4285.17	118.67	100.00	86.67	4235.38	114.94	100.00	86.14	4266.37	114.43	100.00	85.22	° 0.54	4220.95	114.13	100.00
Radiogruppen																	
Total SRG SSR	62.36	3047.57	108.91	65.27	60.67	2964.78	104.65	63.74	59.68	2956.06	105.24	63.72	59.00	° 0.75	2922.36	106.31	64.49
Private CH	53.28	2603.60	58.36	29.88	52.90	2585.21	59.18	31.43	52.75	2612.44	58.98	31.56	51.45	° 0.77	2548.04	58.27	30.82
Ausland	27.33	1335.79	18.45	4.85	25.94	1267.69	18.57	4.84	25.89	1282.49	17.95	4.71	25.68	0.67	1271.71	17.75	4.69
SRG SSR																	
Total SRF	56.13	2742.86	109.71	59.18	54.19	2648.19	105.66	57.48	53.25	2637.55	107.10	57.86	52.65	° 0.77	2607.43	107.72	58.31
SRF 1	33.04	1614.67	96.75	30.72	31.45	1536.79	95.18	30.05	30.94	1532.29	96.68	30.34	30.91	0.71	1531.13	98.17	31.20
SRF 2 Kultur	6.88	336.24	53.87	3.56	6.21	303.52	54.25	3.38	6.30	311.79	53.17	3.40	5.99	0.36	296.52	53.47	3.29
SRF 3	25.29	1235.76	70.01	17.01	24.61	1202.58	66.21	16.36	23.41	1159.62	67.66	16.07	22.28	° 0.64	1103.30	67.52	15.46
SRF 4 News	4.81	235.03	17.45	0.81	4.70	229.80	15.76	0.74	4.75	235.38	17.18	0.83	4.76	0.33	235.74	16.31	0.80
SRF Musikwelle	8.64	422.00	82.78	6.87	8.19	400.29	81.84	6.73	8.22	407.29	83.15	6.94	7.93	0.41	392.52	89.02	7.25
SRF Virus	2.28	111.49	9.40	0.21	2.12	103.69	10.17	0.22	2.02	100.15	13.93	0.29	2.18	0.22	108.02	13.26	0.30
Total SSAT	10.51	513.37	44.80	4.52	10.51	513.83	42.86	4.52	10.02	496.35	41.50	4.22	10.26	0.47	508.10	42.41	4.47
Radio Swiss Jazz	1.67	81.37	29.82	0.48	1.57	76.63	33.44	0.53	1.63	80.98	31.15	0.52	1.55	0.19	76.95	34.13	0.55
Radio Swiss Pop	6.60	322.74	40.72	2.58	6.89	336.82	38.85	2.69	6.31	312.42	38.96	2.49	6.66	0.38	329.75	38.74	2.65
Radio Swiss Classic	2.75	134.22	55.38	1.46	2.50	122.41	52.07	1.31	2.55	126.39	46.70	1.21	2.51	0.24	124.36	49.46	1.28
andere SRG SSR	6.91	337.78	23.66	1.57	6.67	326.02	25.91	1.74	6.65	329.59	24.34	1.64	6.06	° 0.37	300.09	27.45	1.71
Privatradios																	
Energy Zürich	5.78	282.38	44.78	2.49	5.77	282.10	46.29	2.68	5.54	274.41	49.40	2.78	5.24	° 0.34	259.47	45.35	2.44
FM1	4.60	224.96	50.89	2.25	4.59	224.35	50.30	2.32	4.59	227.17	51.30	2.39	4.63	0.32	229.16	49.38	2.35
Radio 24	5.06	247.15	46.49	2.26	5.22	254.90	47.09	2.47	5.07	251.09	46.21	2.38	4.56	° 0.32	225.64	44.93	2.10
Pilatus	4.43	216.40	53.50	2.28	4.49	219.42	56.82	2.56	4.49	222.27	55.53	2.53	4.38	0.31	216.91	46.25	2.08
Argovia	4.52	220.90	53.95	2.34	4.27	208.73	57.52	2.47	4.28	212.01	52.22	2.27	4.04	0.30	200.13	53.35	2.22
Zürisee	4.32	211.28	54.07	2.25	4.32	211.13	49.21	2.13	4.05	200.42	54.84	2.25	3.97	° 0.30	196.73	52.89	2.16
Central	4.09	200.07	50.39	1.98	3.90	190.55	53.27	2.09	3.68	182.04	53.91	2.01	3.94	0.30	194.94	54.22	2.19
Radio 32	2.82	137.70	48.49	1.31	2.62	128.03	48.91	1.29	2.59	128.40	47.66	1.25	2.53	0.24	125.49	47.40	1.23
Energy Bern	2.19	107.14	33.63	0.71	2.22	108.28	35.48	0.79	2.44	120.66	33.77	0.83	2.53	° 0.24	125.23	39.78	1.03

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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
Radio Top	3.23	157.88	36.51	1.13	3.20	156.52	42.19	1.36	2.67	132.10	43.51	1.18	2.52	0.24	124.94	41.60	1.08
Sunshine	2.14	104.70	39.14	0.81	2.29	111.74	41.88	0.96	2.20	108.84	39.35	0.88	2.51	0.24	124.34	41.61	1.07
Bern1	2.09	101.99	53.95	1.08	2.06	100.49	54.14	1.12	2.15	106.28	56.97	1.24	2.10	0.22	103.79	52.99	1.14
Basilisk	2.31	112.64	49.54	1.10	2.30	112.42	52.41	1.21	2.25	111.32	48.28	1.10	2.04	0.22	100.80	49.83	1.04
Radio 1	2.40	117.37	48.35	1.12	2.31	112.85	52.09	1.21	2.24	110.75	48.42	1.10	2.02	0.22	100.22	57.65	1.20
Radio Südostschweiz	1.87	91.41	34.70	0.62	1.89	92.42	35.97	0.68	1.86	92.10	29.89	0.56	1.92	0.21	95.14	32.22	0.64
Energy Basel	2.07	101.03	34.35	0.68	1.86	91.10	31.98	0.60	2.08	102.85	38.55	0.81	1.90	0.21	94.25	35.83	0.70
BeO	1.39	68.08	55.88	0.75	1.44	70.59	61.91	0.90	1.40	69.27	52.84	0.75	1.75	0.20	86.57	52.41	0.94
Planet 105	1.50	73.19	32.63	0.47	1.25	60.90	27.99	0.35	1.45	71.69	27.75	0.41	1.41	0.18	69.68	28.78	0.42
BNJ FM	1.25	61.14	6.72	0.08	1.19	58.21	7.18	0.09	1.30	64.15	6.88	0.09	1.20	0.17	59.57	7.54	0.09
neo1	1.03	50.34	25.10	0.25	0.97	47.45	23.81	0.23	0.91	45.01	31.76	0.29	0.91	0.15	44.85	34.53	0.32
Munot	0.65	31.90	37.12	0.23	0.79	38.75	32.97	0.26	0.81	40.14	25.01	0.21	0.81	0.14	40.11	30.44	0.25
Argovia Hit-Mix ³⁾													0.76	0.13	37.64	12.42	0.10
Freiburg (deutsch)	0.83	40.40	22.52	0.18	0.91	44.46	22.09	0.20	0.87	42.91	24.04	0.21	0.76	0.13	37.53	21.90	0.17
Canal 3 (deutsch)	0.70	34.34	24.91	0.17	0.68	33.14	33.44	0.23	0.66	32.86	29.77	0.20	0.72	0.13	35.84	29.52	0.22
Rottu	0.75	36.43	41.85	0.30	0.73	35.84	39.89	0.29	0.77	37.93	41.41	0.32	0.72	0.13	35.50	36.23	0.27
Radio X	0.69	33.53	7.83	0.05	0.70	34.15	5.81	0.04	0.69	34.37	8.20	0.06	0.68	0.13	33.73	5.65	0.04
Radio 3fach	0.57	28.08	3.86	0.02	0.55	26.93	3.02	0.02	0.66	32.92	5.33	0.04	0.62	0.12	30.50	4.39	0.03
Radio 24 Charts ²⁾													0.50	0.11	24.87	13.39	0.07
Canal 3 (französisch)	0.32	15.53	15.73	0.05	0.33	16.06	17.30	0.06	0.34	17.03	10.72	0.04	0.41	0.10	20.22	11.87	0.05
GRRIF	0.38	18.75	10.58	0.04	0.39	19.05	10.48	0.04	0.35	17.14	11.43	0.04	0.39	0.10	19.30	13.00	0.05
Fribourg (französisch)	0.42	20.65	14.64	0.06	0.41	19.94	10.46	0.04	0.42	20.56	10.82	0.05	0.34	0.09	16.87	10.01	0.04
RRO Swiss Melody													0.33	0.09	16.55	3.34	0.01
Rhône	0.24	11.58	5.54	0.01	0.18	8.84	4.90	0.01	0.22	10.88	10.65	0.02	0.21	0.07	10.52	9.85	0.02
toxic.fm	0.22	10.51	22.49	0.05	0.19	9.21	11.67	0.02	0.23	11.57	18.96	0.04	0.19	0.07	9.41	21.10	0.04
RRO Müsig Pur													0.16	0.06	7.91	5.37	0.01

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Private Kabelradios																	
Radio Eviva									1.83	90.39	72.71	1.35	1.88	0.21	93.03	73.82	1.43
Radio Melody					0.68	33.09	50.47	0.34	0.79	39.20	62.63	0.50	0.81	0.14	40.18	61.05	0.51
Radio Life Channel	0.67	32.95	16.66	0.11	0.70	34.21	15.74	0.11	0.80	39.64	14.04	0.11	0.77	0.13	38.10	16.84	0.13
Radio Top Two	0.57	27.94	54.51	0.30	0.59	28.73	49.76	0.29	0.55	27.28	52.29	0.29	0.53	0.11	26.39	40.39	0.22
Private Ausland																	
ERF plus	1.35	65.73	8.11	0.10	1.28	62.33	6.97	0.09	1.25	61.78	5.84	0.07	1.36	0.18	67.44	6.55	0.09
Antenne Voralberg	0.68	33.35	21.68	0.14	0.64	31.05	18.11	0.12	0.63	31.39	24.83	0.16	0.65	0.12	32.23	23.56	0.16
Radio Seefunk	0.71	34.71	45.02	0.31	0.65	31.80	40.73	0.27	0.69	34.35	41.52	0.29	0.65	0.12	32.04	30.61	0.20
Radio L	0.56	27.12	13.59	0.07	0.57	27.78	14.05	0.08	0.59	29.23	21.60	0.13	0.60	0.12	29.50	26.85	0.16
baden.fm									0.40	19.63	17.99	0.07	0.48	0.11	23.65	19.14	0.09

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

Lesebeispiel: Die Reichweite des Mediums Radio (Total Radio) beträgt 85.22% +/- 0.54% (84.68% bis 85.76%)

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

²⁾ Radio 24 Charts - 2. Semester 2017: ab 03.01.2018 heisst der Sender Virgin Radio Rock Switzerland

³⁾ Argovia Hit-Mix - 2. Semester 2017: ab 03.01.2018 heisst der Sender Virgin Radio Hits Switzerland

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