

Radio measurement goes “hybrid”

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1 Status of Radio Audience Measurement in Switzerland

Our data is “hip” as never before

Erstmals haben Privatradios mehr

Francesco Benini

Private Stationen fordern: UKW-Verbreitung soll nicht wie g

Die Radiosender der SRG haben Mit 53 Prozent bleibe die SRG stimm

SRG

Private profitieren

SRG-Radios spüren Folgen von UKW-Abschaltung

Ein Desaster mit Ansage – wegen vorzeitigen Abschaltung von UKW, die SRG Hunderttausende Radiohörer verliert. Für die Privatradios könnte es noch schlimmer kommen

Private und ausländische Sender profitieren von UKW-Abschaltung

Minus 6 Prozent Marktanteil und bis zu 29 Prozent weniger Nettoreichweite: Die SRG liefert erste Zahlen zu den Auswirkungen der Abschaltung ihrer UKW-Sender per Ende 2024. Zu den Profiteuren zählen Schweizer Privatradios und Sender aus Italien und Frankreich, fragt sich nur, wie lange.

Als einziges Land in Mitteleuropa will die Schweiz UKW – Radio BeO gewinnt viele Hörerinnen und Hörer

DANKEN ZUR GROSSEN ZEIT

en Sie ein Radio-
gt? Zum Beispiel

– braucht viel
Stromverbrauch

Dieser enorme

wonnen. Doch nur bei we
nahme so gross wie bei

EN BREF

Sans la FM, moins d'auditeurs

La RTS a perdu près d'un quart de ses auditeurs au premier semestre 2025 à la suite de l'arrêt de la diffusion en FM à la fin 2024, selon les chiffres publiés hier par Mediapulse. Pour les Radios régionales romandes (RRR), cette baisse confirme la nécessité de prolonger la diffusion FM au-delà de 2026. Certains radios régionaux ont gagné des auditeurs (+13,4% pour Radio 1, +19,3% pour Espace 2, +48,6% pour Couleur 3, -45,5% pour Couleur 5) – accusaient des pertes. Une partie des auditeurs

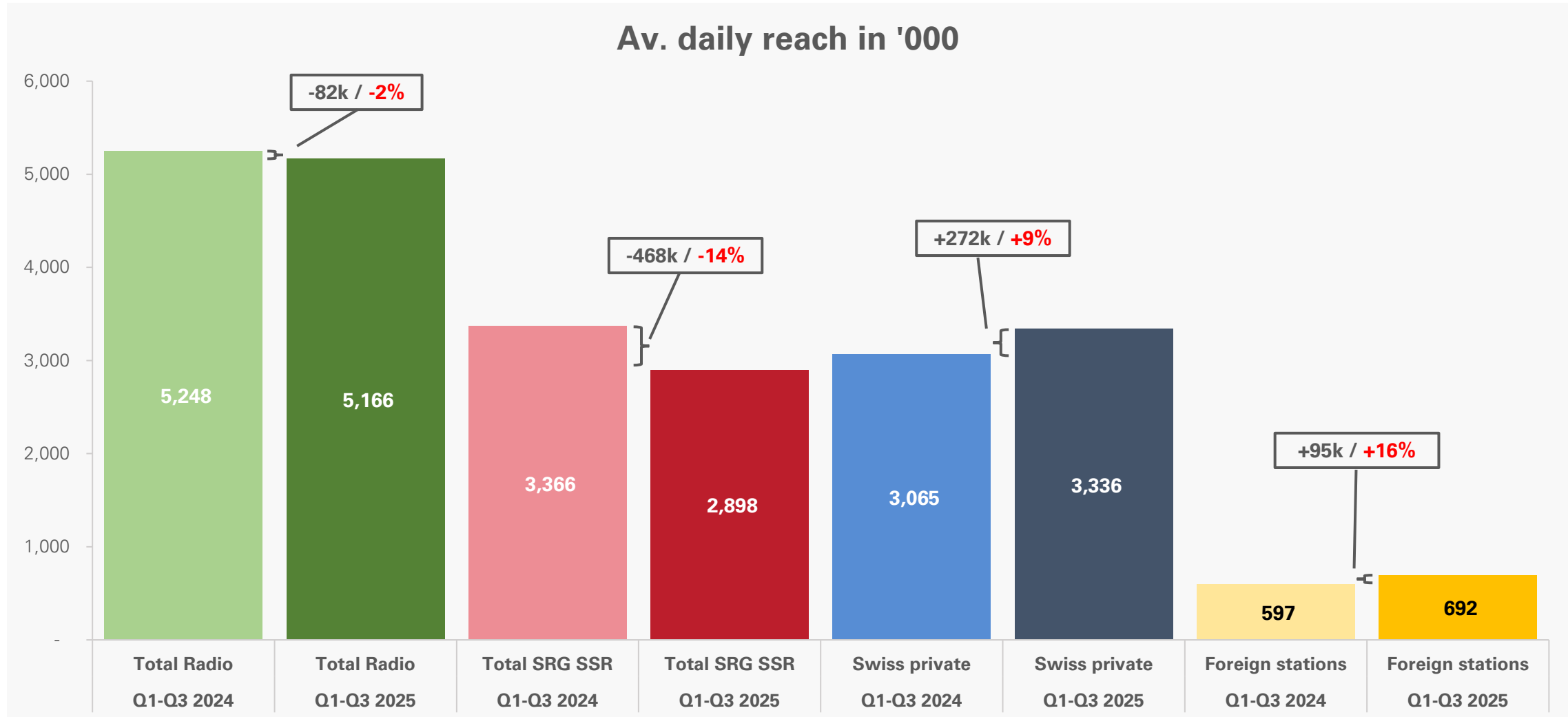
«Radio Gaga» – die Abschaffung der Ultrakurzwelle weckt Widerstand, Roger Schawinski will dagegen klagen

La RTS a perdu près d'un quart d'auditeurs suite à l'arrêt de la FM

Berne (awp/ats) - La RTS a perdu près d'un quart de ses auditeurs au premier semestre 2025 suite à l'arrêt de la diffusion en FM à la fin 2024, selon les chiffres publiés jeudi par Mediapulse. Pour les Radios Régionales Romandes, cette baisse confirme la nécessité de prolonger la diffusion FM au-delà de 2026.

1 Status of Radio Audience Measurement in Switzerland

Comparison of daily reach pre and post FM switch off at SRG SSR



1 Status of Radio Audience Measurement in Switzerland

Electronic measurement since 2001 – Since 2025 additional Streaming Measurement

Mediawatch Panel since 2001

- Daily sample of at least 1,533 individuals from a representative pool of 10,000 panelists
- Universe: Swiss population **aged 15 and over**
- Disproportional sample for the 3 **language** regions
- Device: **GfK Mediawatch** with Audiomatching, Data collection over night with docking station
- Data **delivery** on a **daily** basis (+7) Data **granularity** on **one second**
- Technology: **audiomatching** (GfK Mediawatch) collecting **all live Radio** usage on **all vectors** (DAB, Cable, IP, FM)
- Analysis Tool **Evorep** and Planning Tool **Radioplan+**
- ~ **90 Clients** in Total (mainly Radio stations, two sales house, three agencies)

Radio Streaming measurement since 2025

- Measurement via **counting of sessions** for participating streaming channels with registered server-log files from the streaming hosting server
- Reporting of **webstream-sessions and session duration** for all participating channels in a periodic publication by Mediapulse
- **Audalaxy** as data service provider, **Mediapulse** as JIC, **Radio stations** as data providers
- **41 Radio stations** participating

Swiss Specialities

- Mediapulse has a **legal mandate** and gets financial support for investments in measurement technologies
- Public Broadcaster – **the far biggest stations - is non commercial (no Ads)** and under pressure because of the political initiative to reduce the licence fee by 50%
- Radio data is rarely **used for program planning** in the small-scale Swiss market. Exception: the biggest channels.
- **Ad spendings** Radio: ca. 116 Mio CHF, loss of -2.5% compared to the previous year – only print media suffered greater losses

2 Research Design “Radio Measurement 28+”

Outcome of the two-year process with the radio stations to define the new Radio Measurement 2028+

All in all the same requirements as in the current Radio Measurement. To be mentioned:

- Flexibility in Requirements: number of variables, data publication just twice a year, methodological openness
- Strong focus on: Stability i.e. granularity for all radio stations (even very small ones)
- Significant budget cut

July 2025

2 Research Design “Radio Measurement 28+”

The magic word is “HYBRIDISATION”



Mediapulse Radio Data

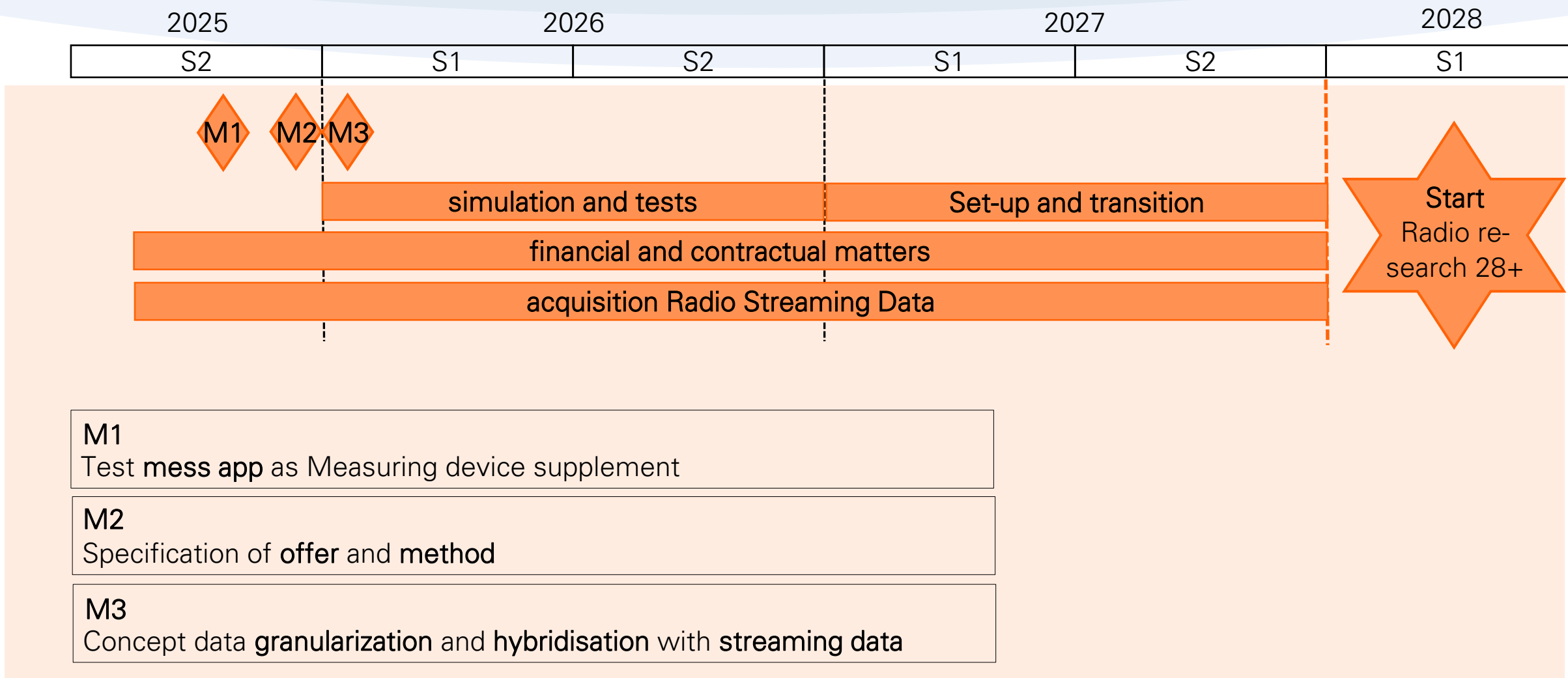
Panel Data

- Live radio across all vectors
- Electronic measurement (Mediawatch and possibly app)
- Representative of age, gender and region
- Number of cases approx. $N = 2,500$ per semester
- Historical enrichment of data for greater granularity

Granularisation 1 with historical data



3 How we get there



4 Take aways

- In a declining market, we as researchers must find new ways to meet customer needs more cost-effectively and at the same time defend our quality standards. We must remain true to ourselves and our JIC principles. **If we lose trust everything is lost!**
- It is painful to reduce the size of the sample/panel, but at the same time we are thrilled to be embarking on new innovations together with our radio market and our other partners (e.g., suppliers). **Focus on the POSITIVE!**
- Thanks to our knowledge and experience from the TV Market (Hi Res TV) we are ready to enter the adventure of going hybrid in Radio as well. The more experience the more ways for finding solutions (**because we can**). **Nothing ventured, nothing gained!**



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