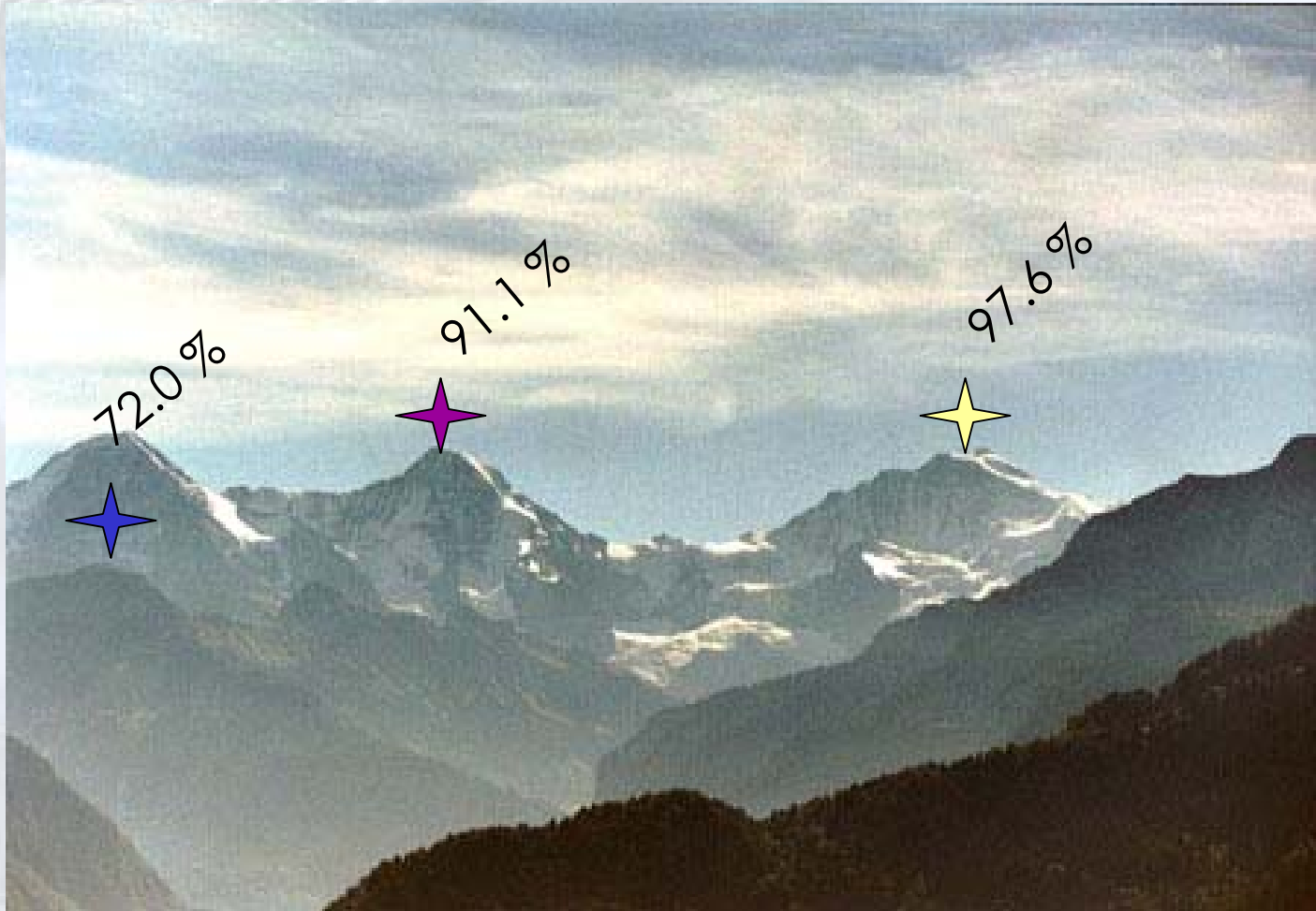


Radio – ein starkes Stück

Wie sich das Medium Radio aus Sicht der
Forschung präsentiert

Rolf Müller, Publica Data AG

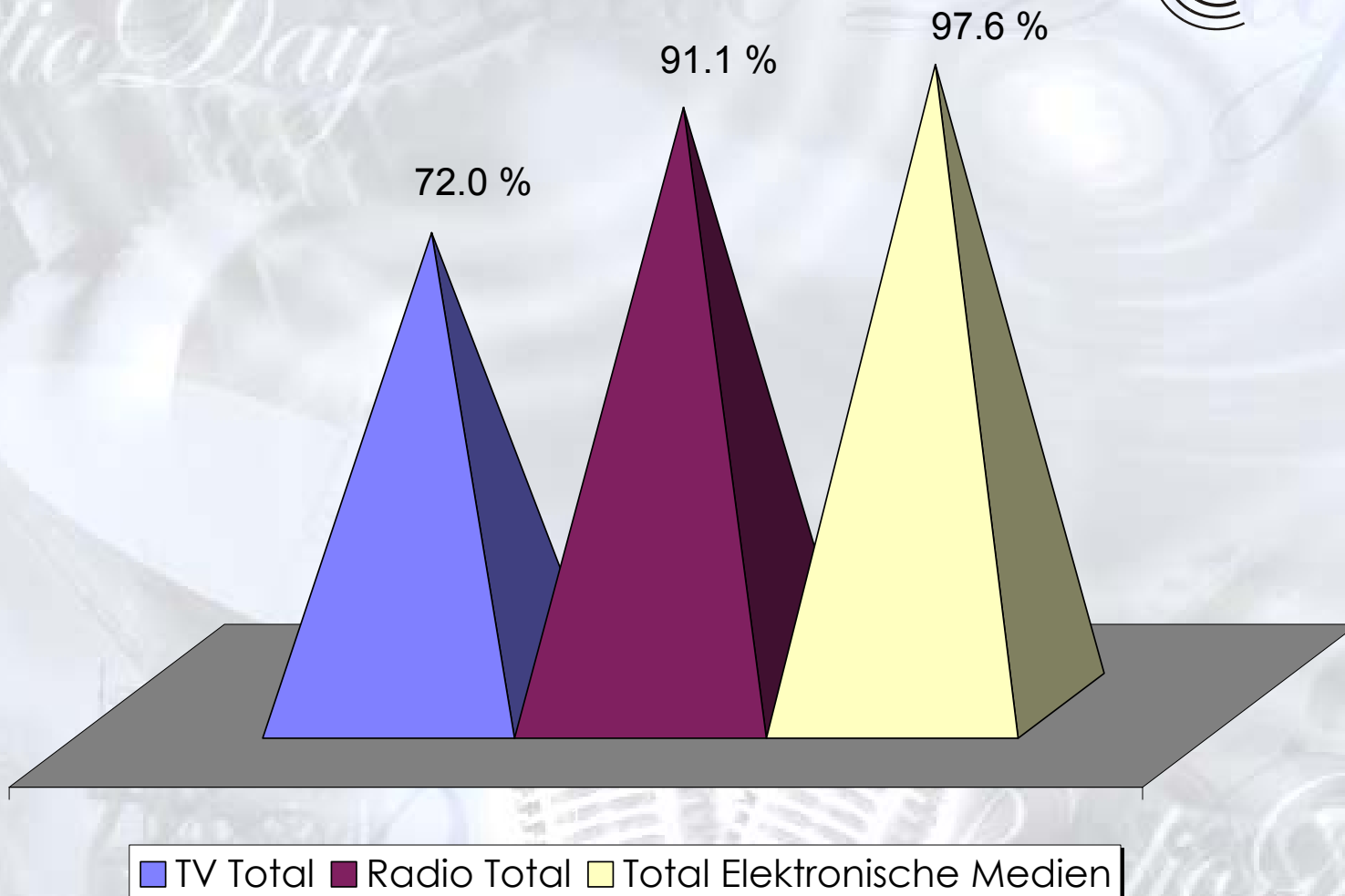
E-Medien in der Schweiz



E-Medien in der Schweiz

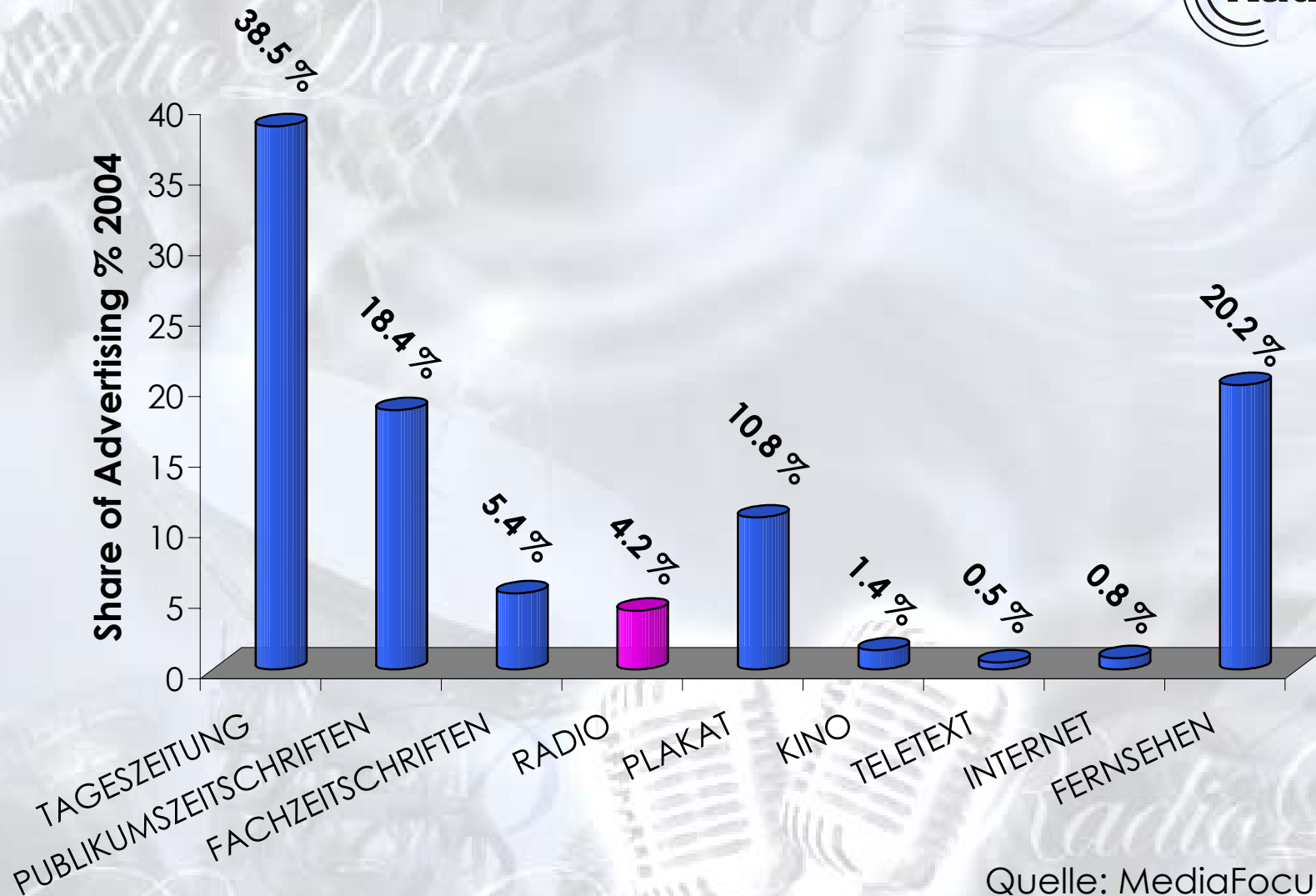


Tagesreichweite 15+, Mo-So,
1. Semester 2005



Quelle: Radiocontrol/Telecontrol, 2005

Share of Advertising

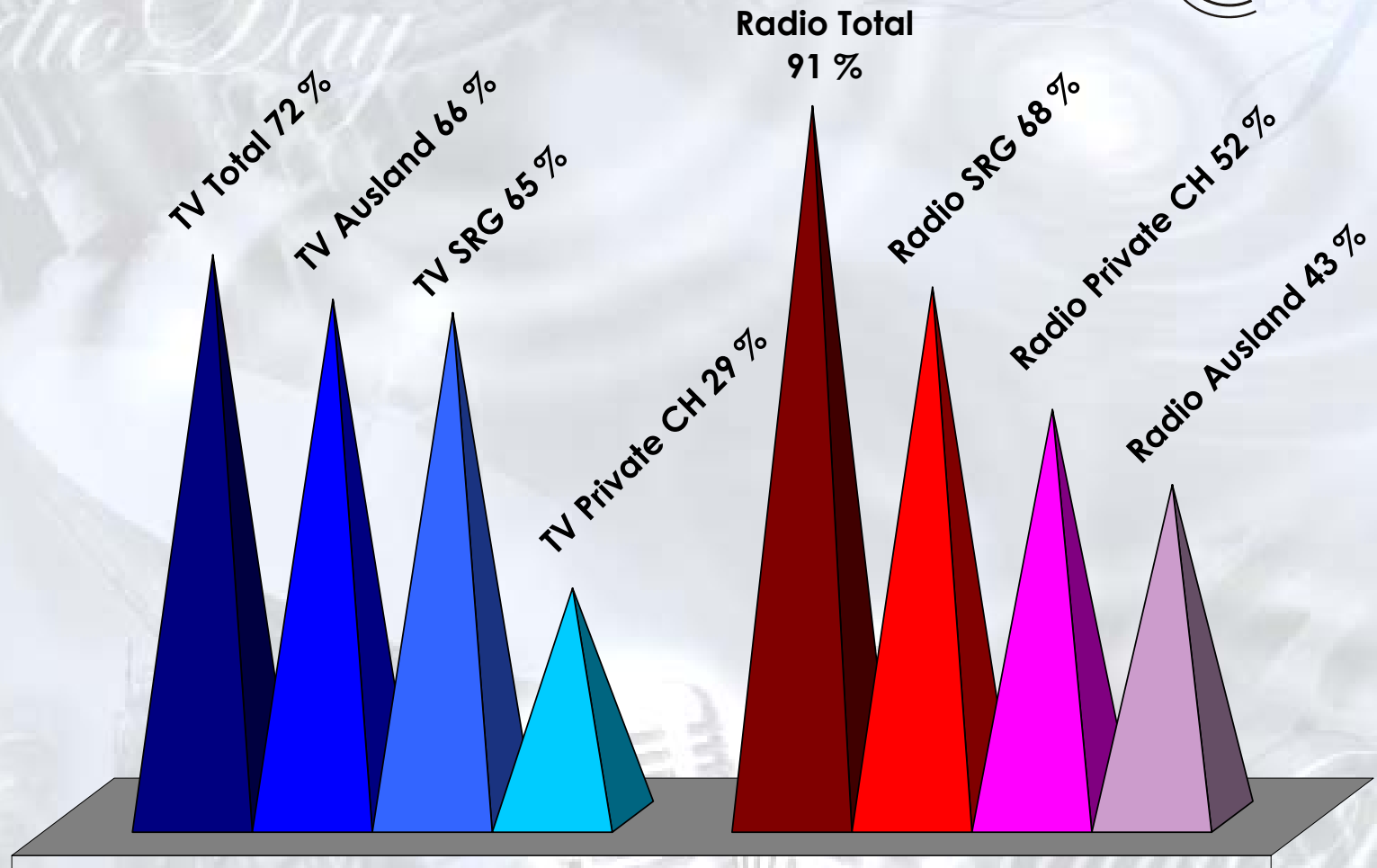


Quelle: MediaFocus, 2004

E-Medien in der Schweiz

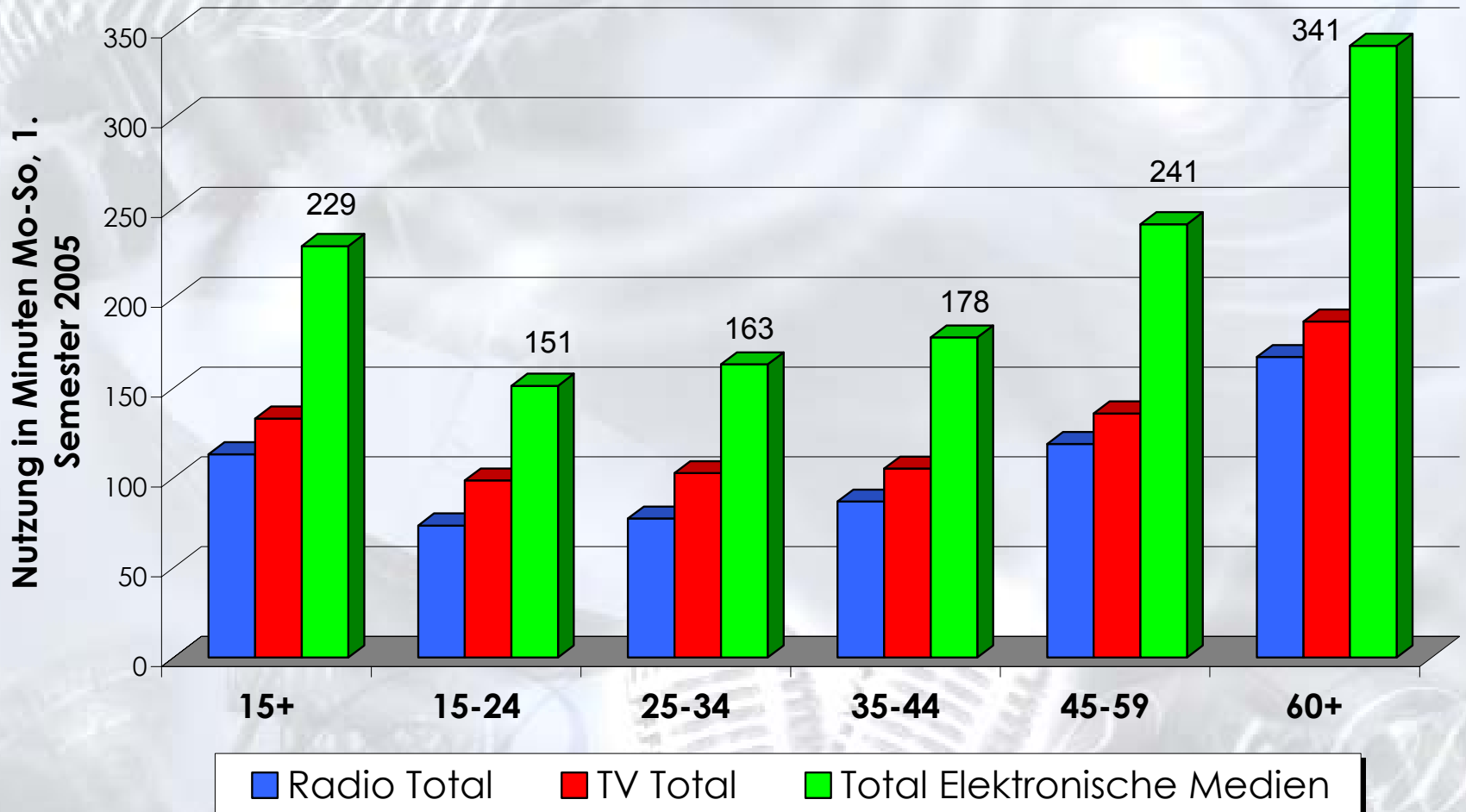


Tagesreichweite 15+, Mo-So,
1. Semester 2005



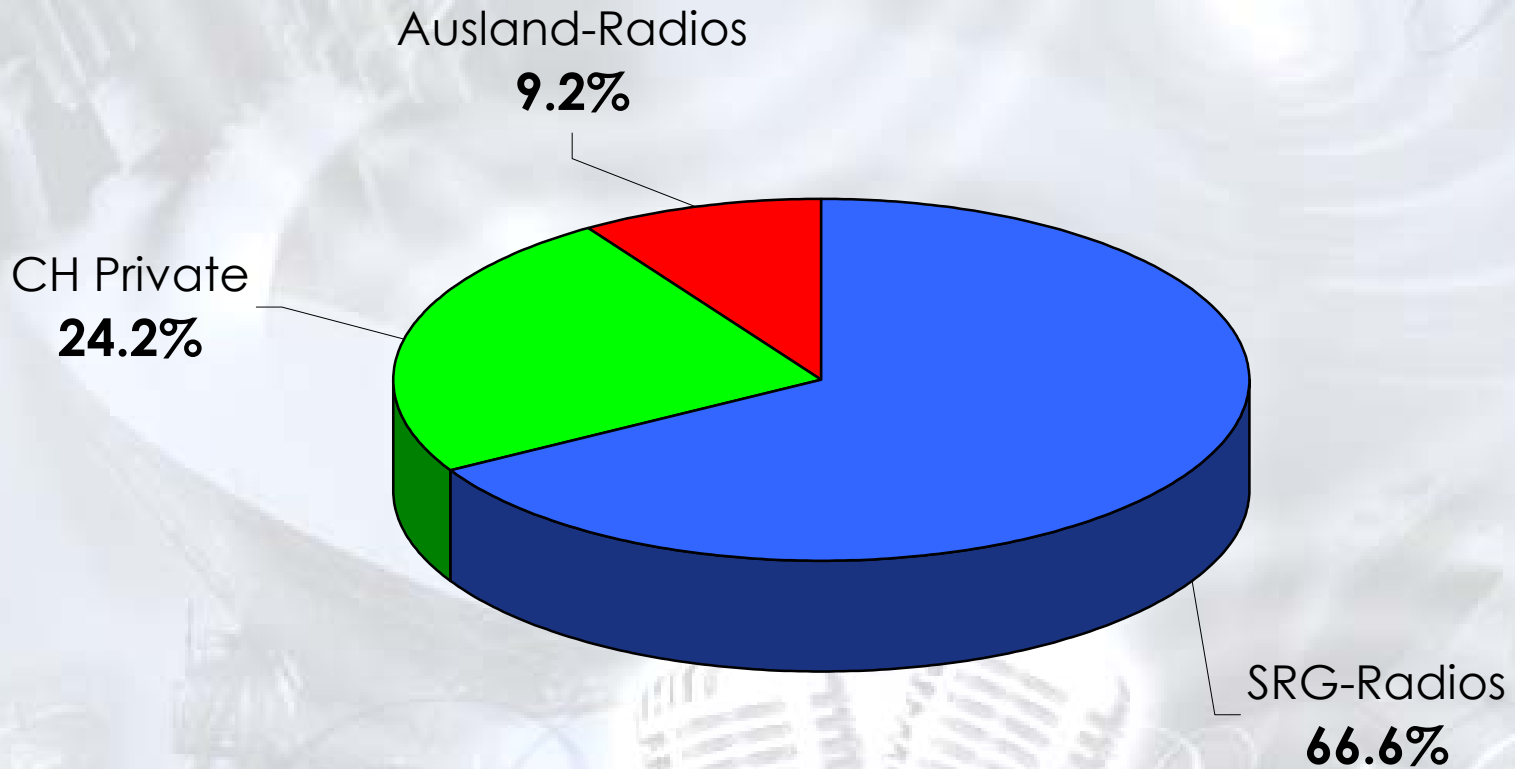
Quelle: Radiocontrol/Telecontrol, 2005

E-Medien in der Schweiz



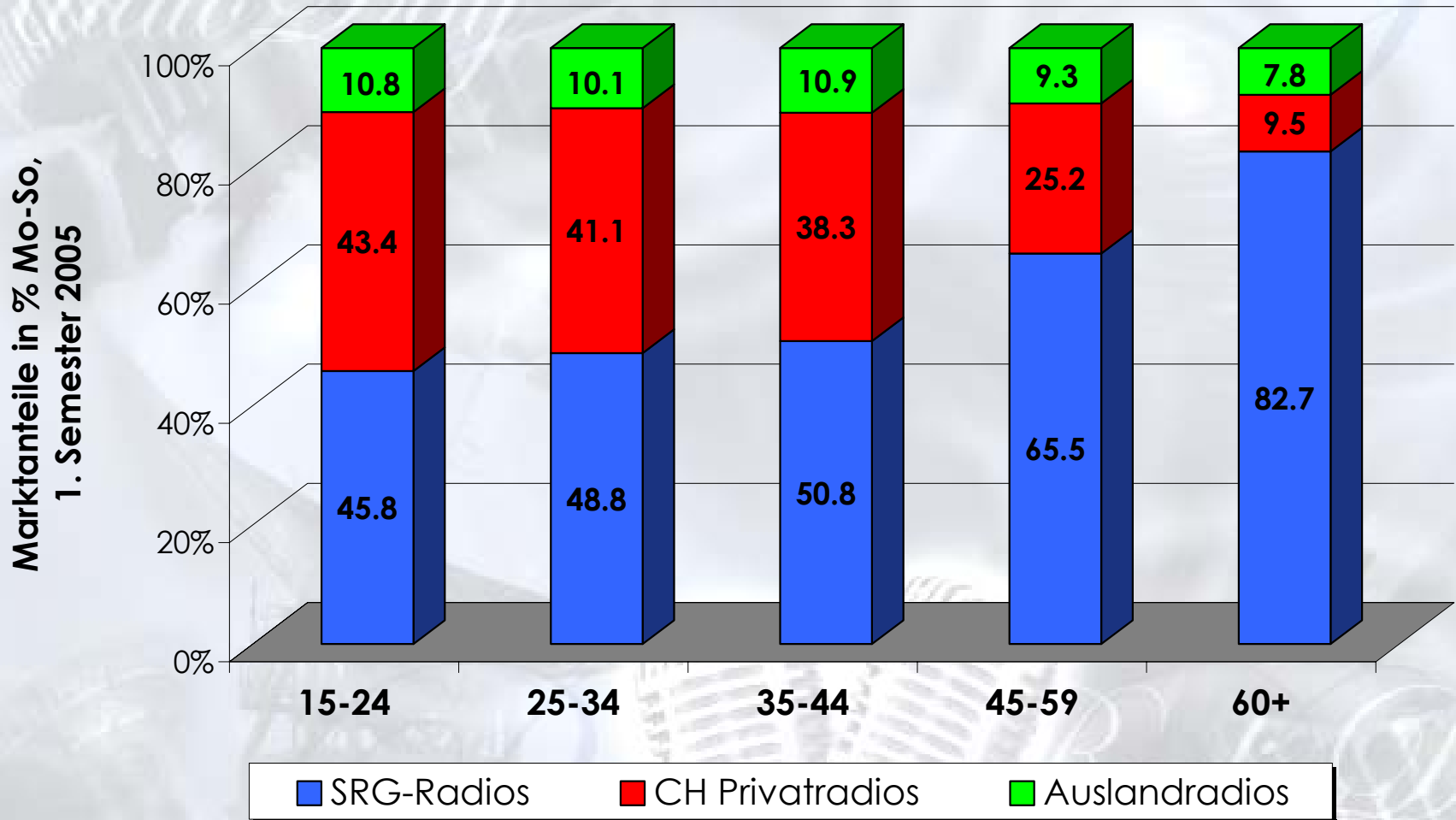
Quelle: Radiocontrol, 2005

Marktanteile Radio 15+, 1. Sem. 05



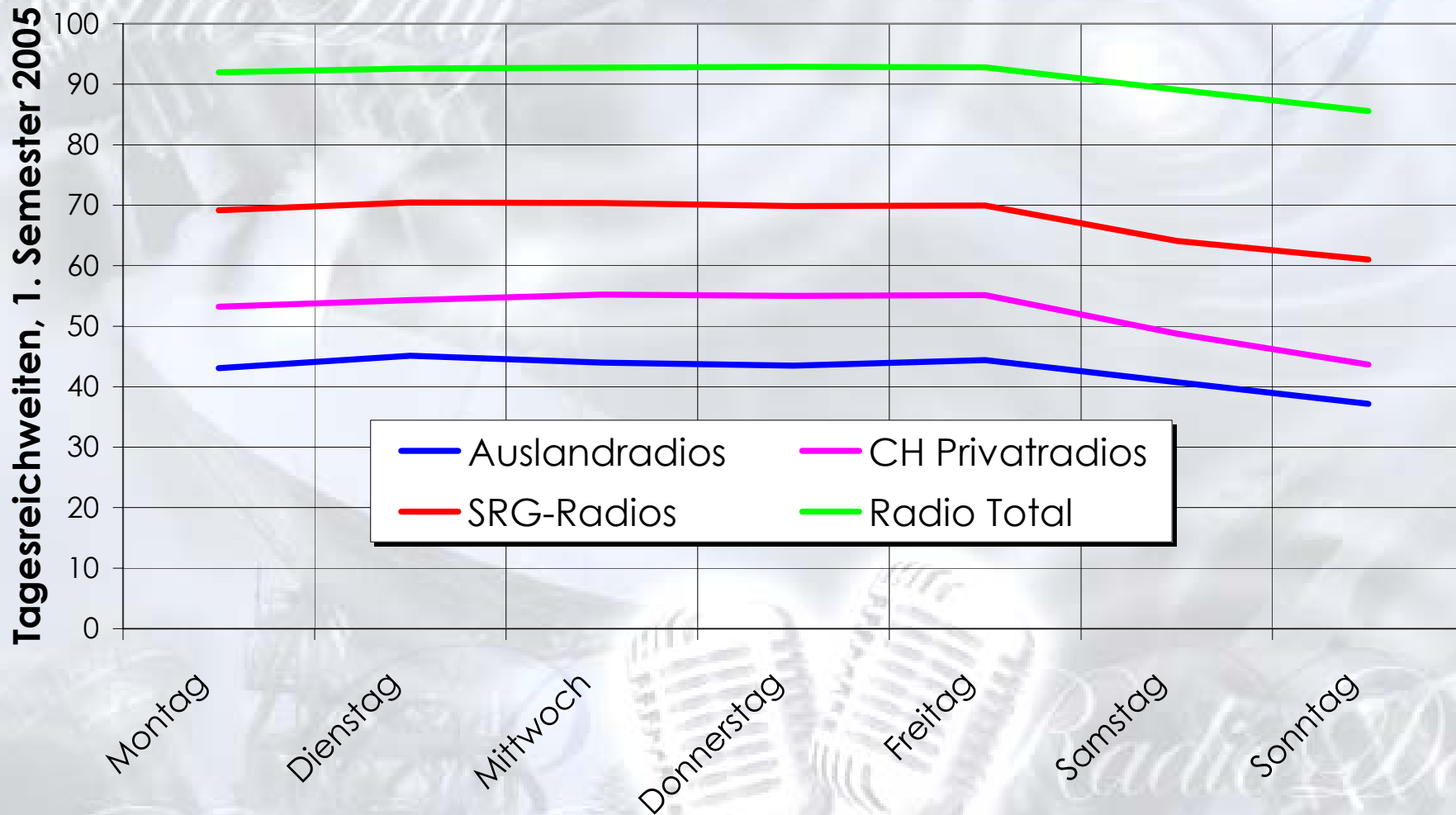
Quelle: Radiocontrol, 2005

Radio in der Schweiz



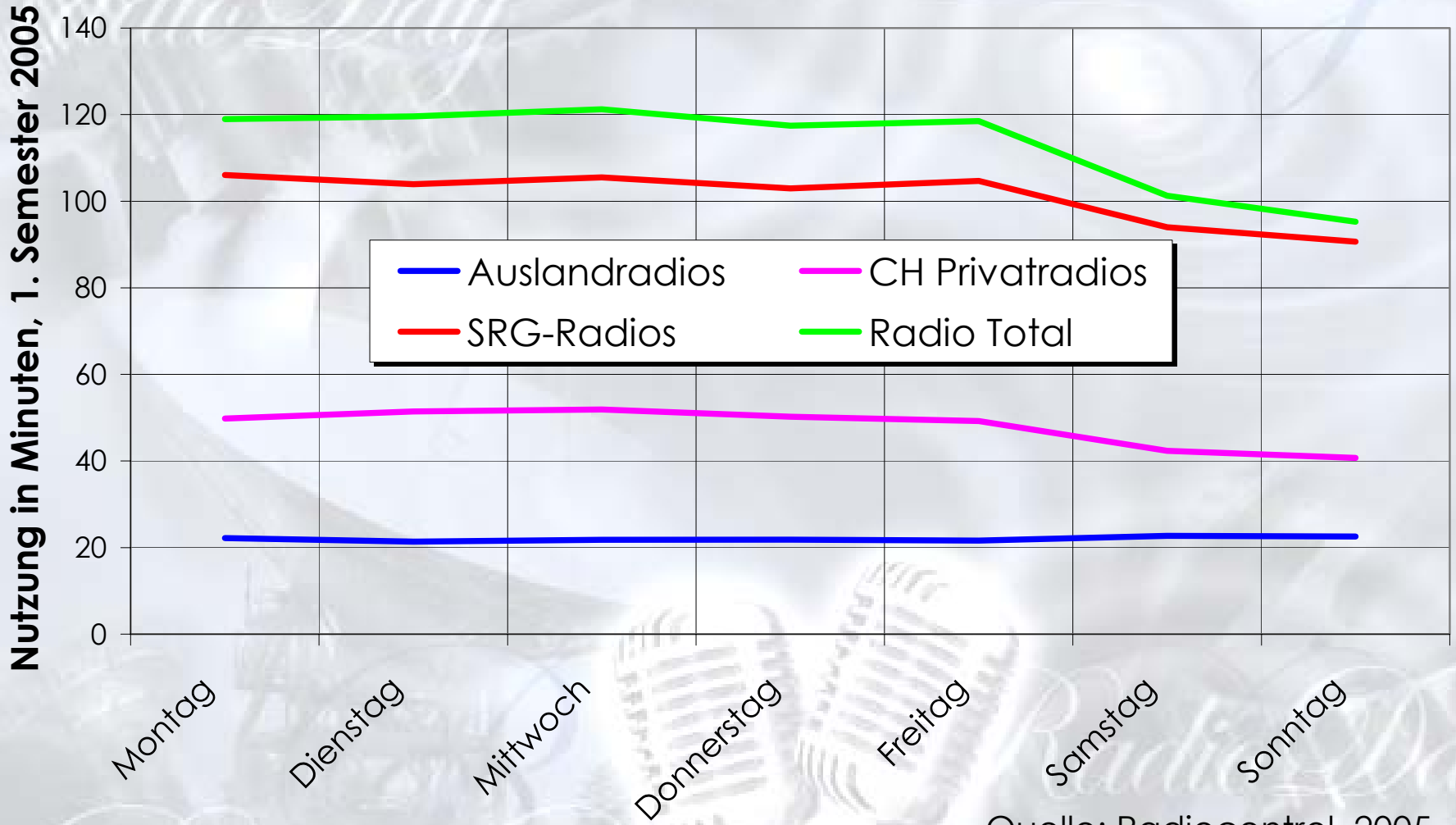
Quelle: Radiocontrol, 2005

Radio in der Schweiz



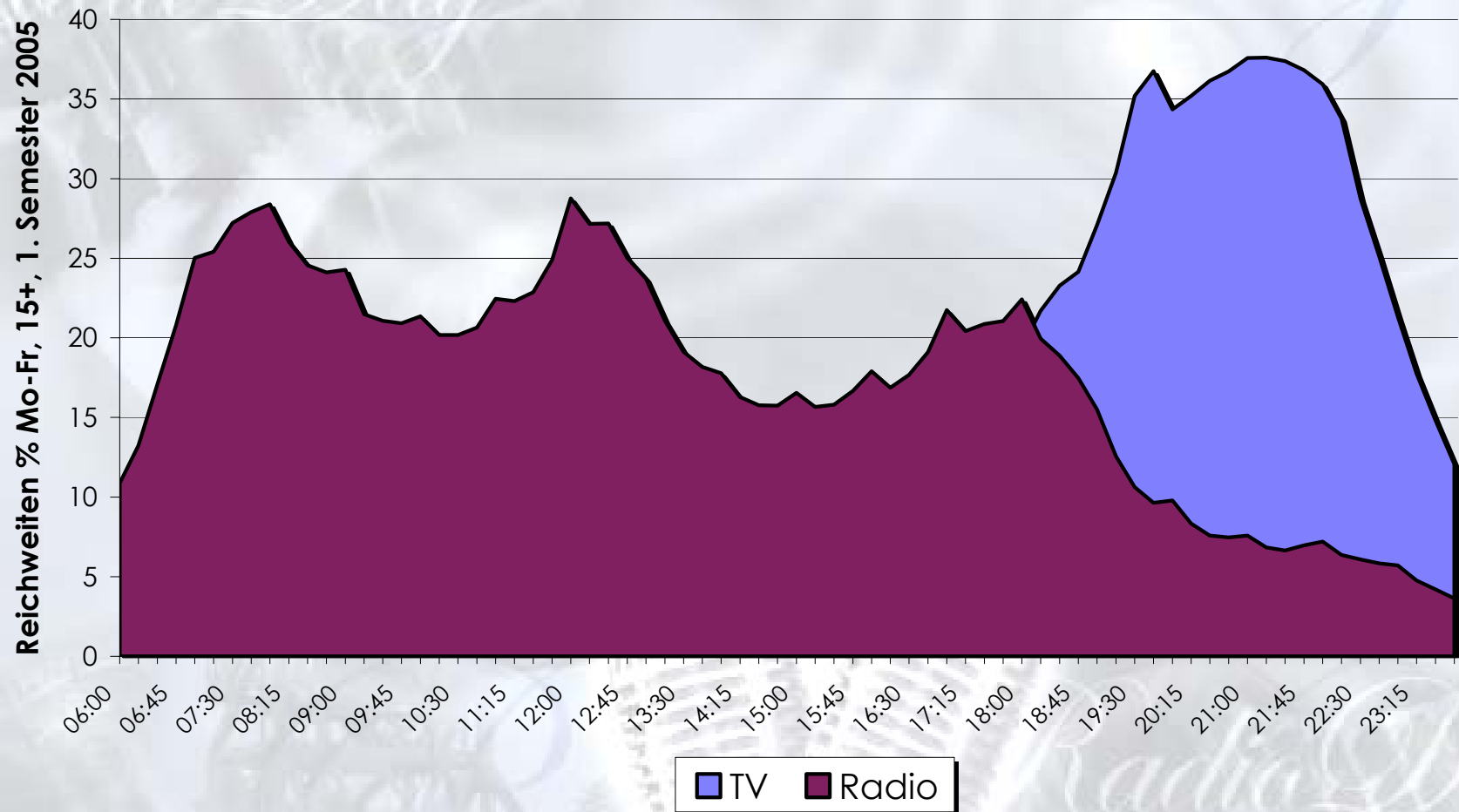
Quelle: Radiocontrol, 2005

Radio in der Schweiz



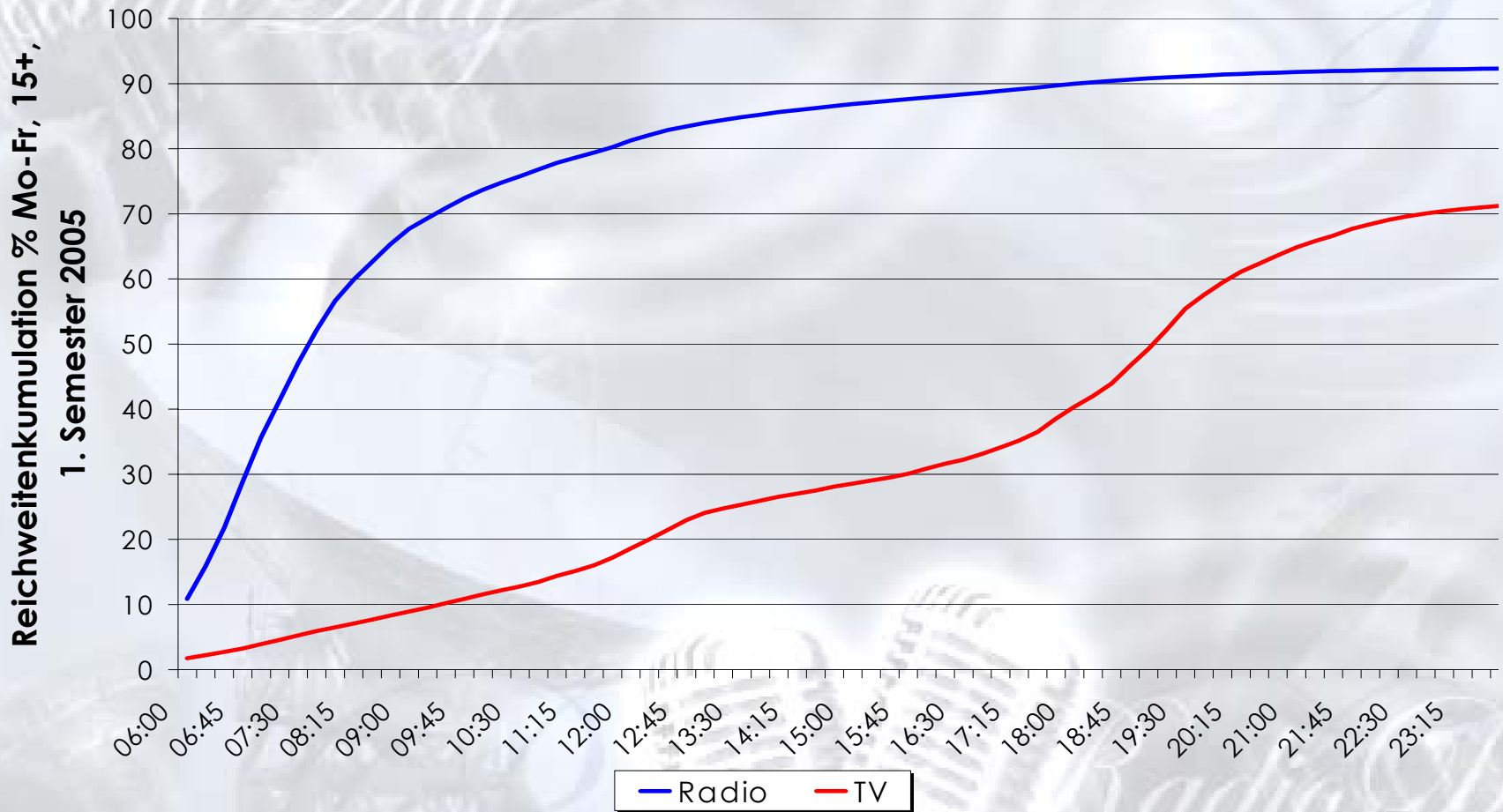
Quelle: Radiocontrol, 2005

E-Medien in der Schweiz



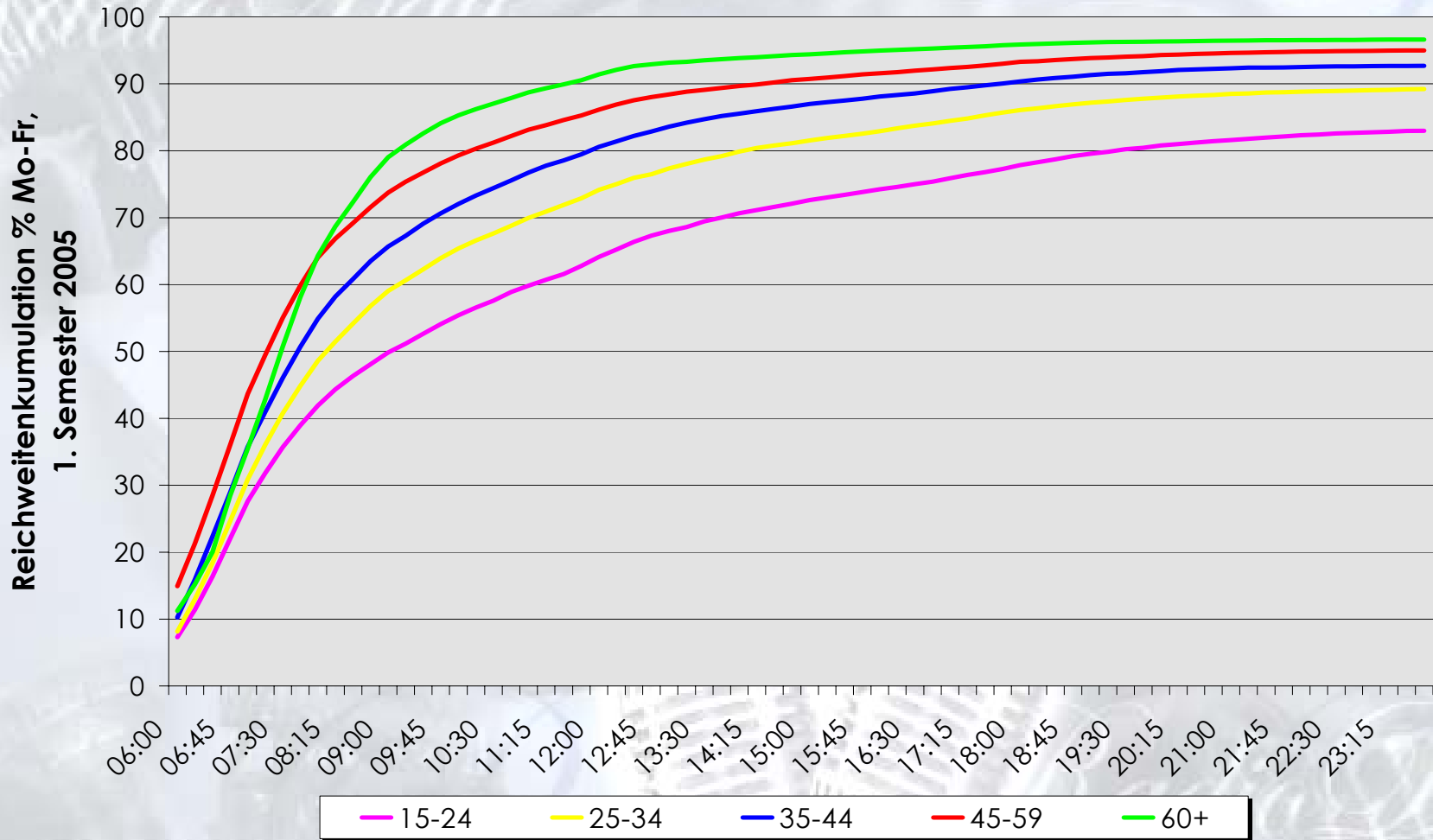
Quelle: Radiocontrol, 2005

E-Medien in der Schweiz



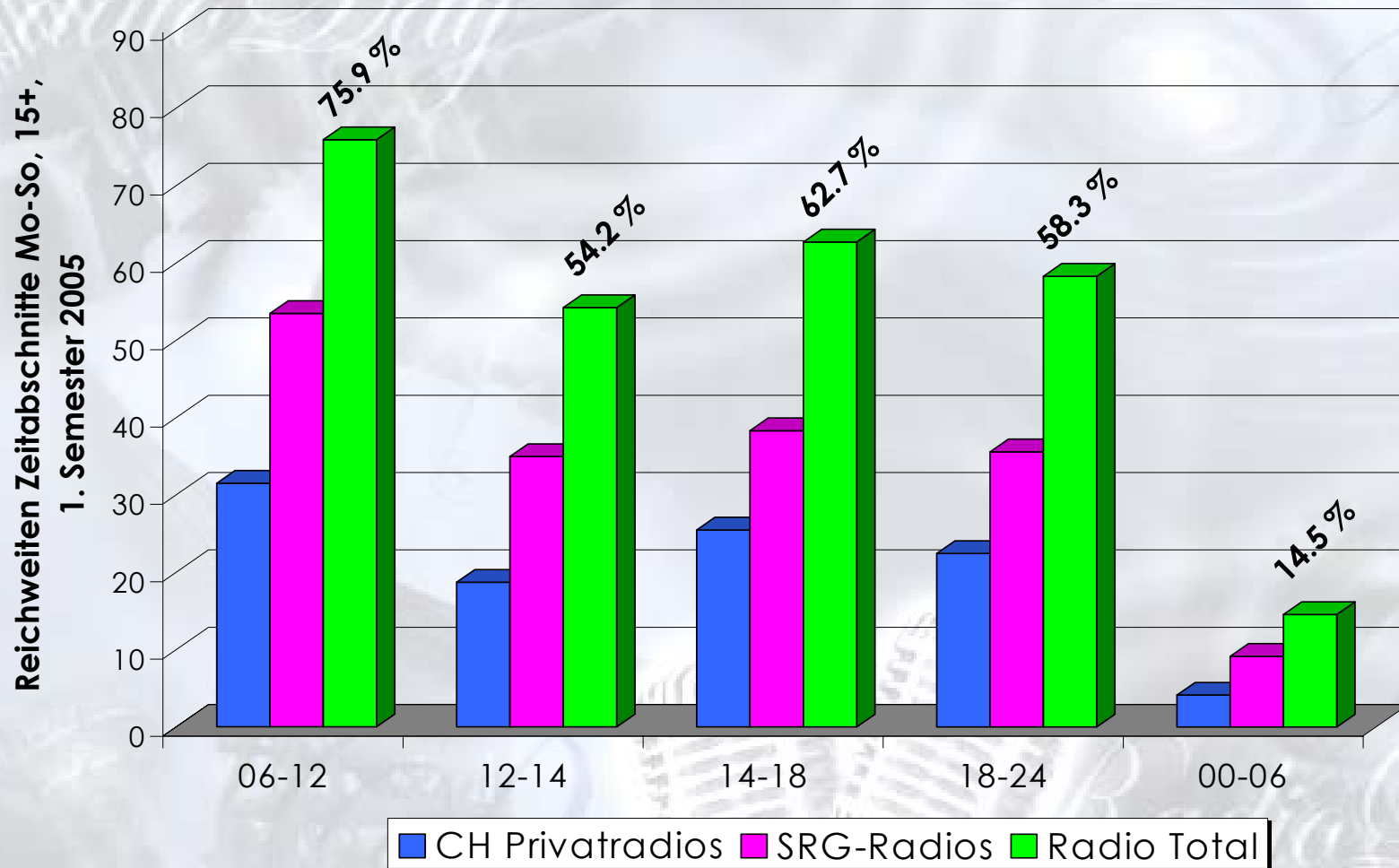
Quelle: Radiocontrol/Telecontrol, 2005

Radio in der Schweiz



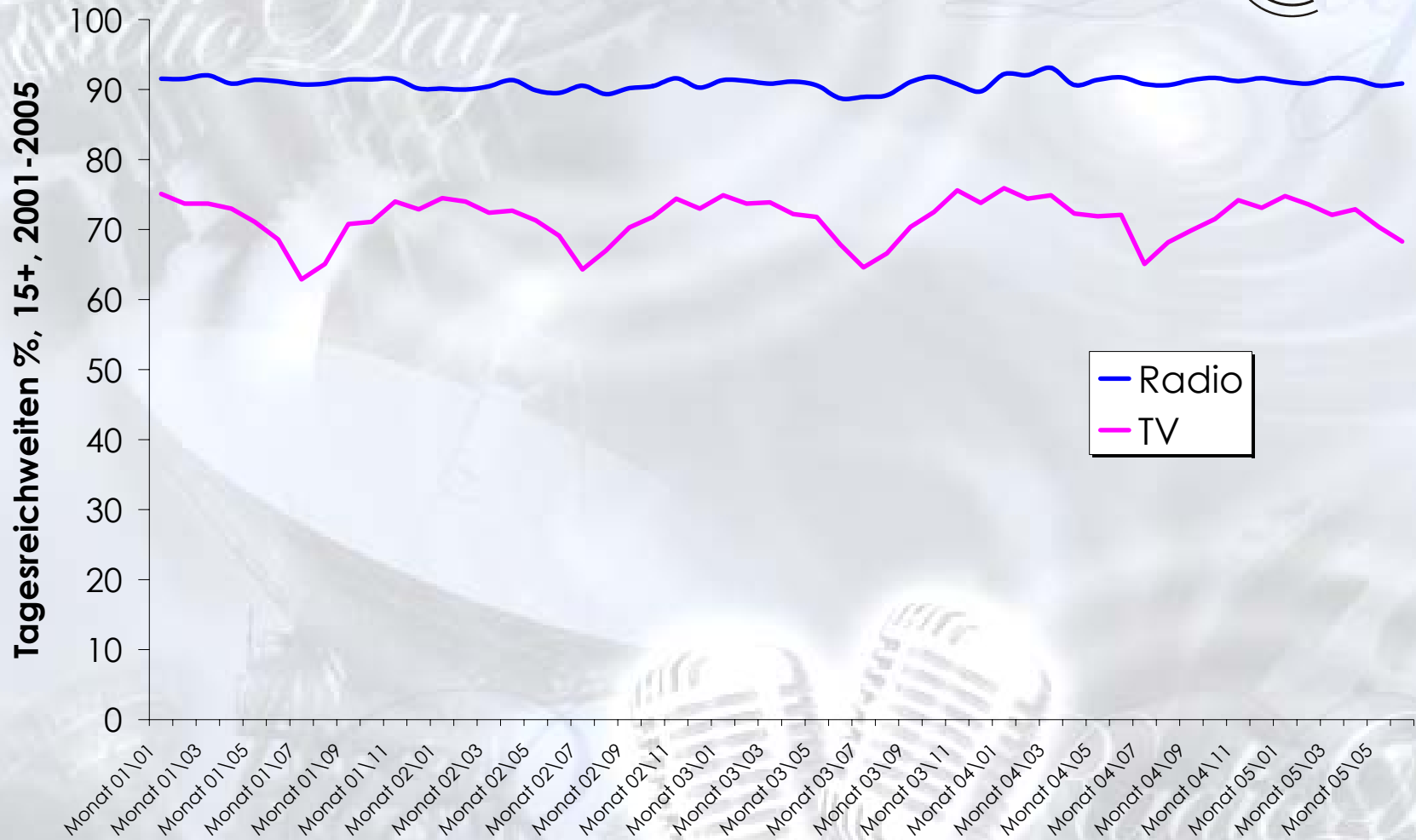
Quelle: Radiocontrol, 2005

Radio in der Schweiz



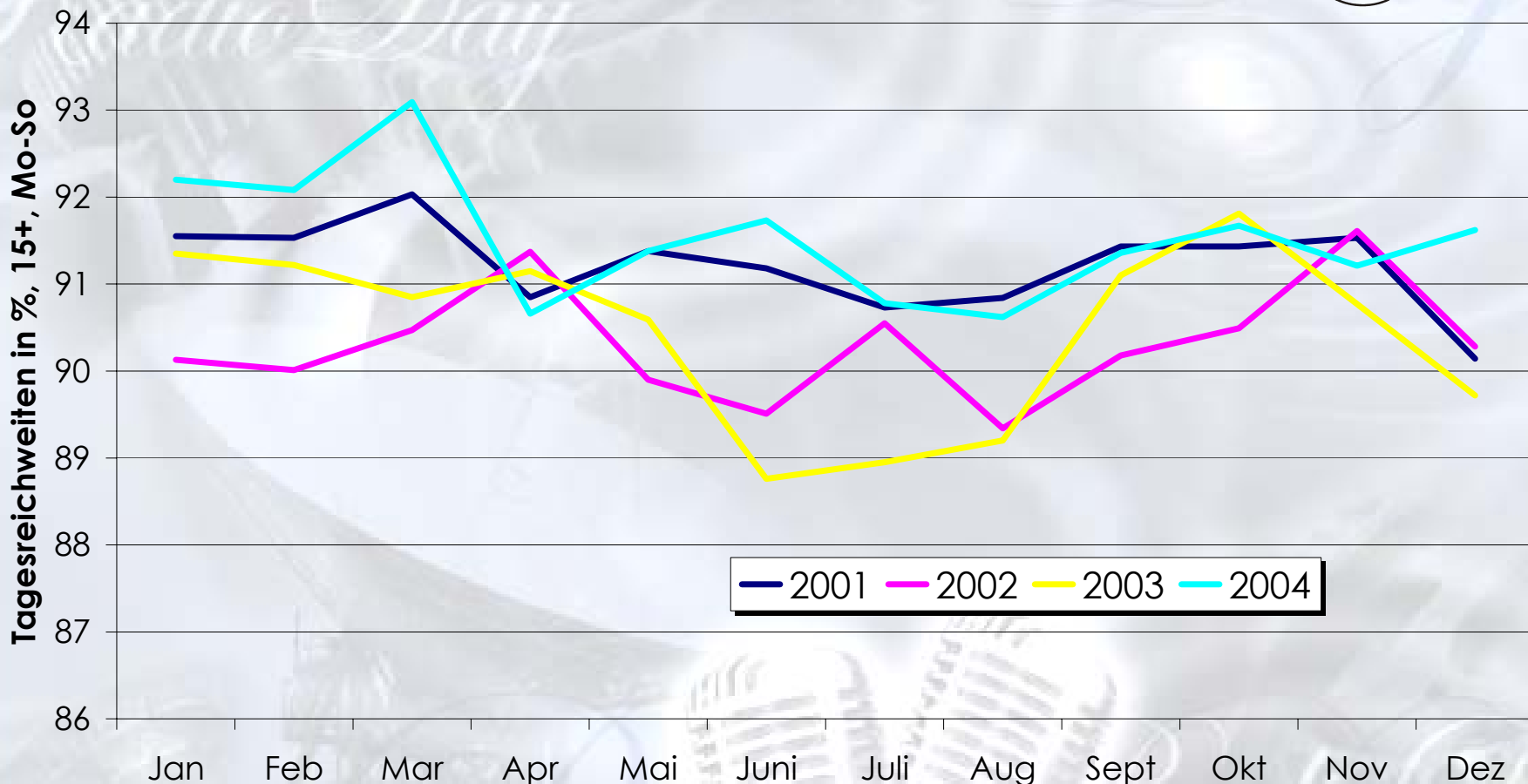
Quelle: Radiocontrol, 2005

E-Medien: Saisonalität?



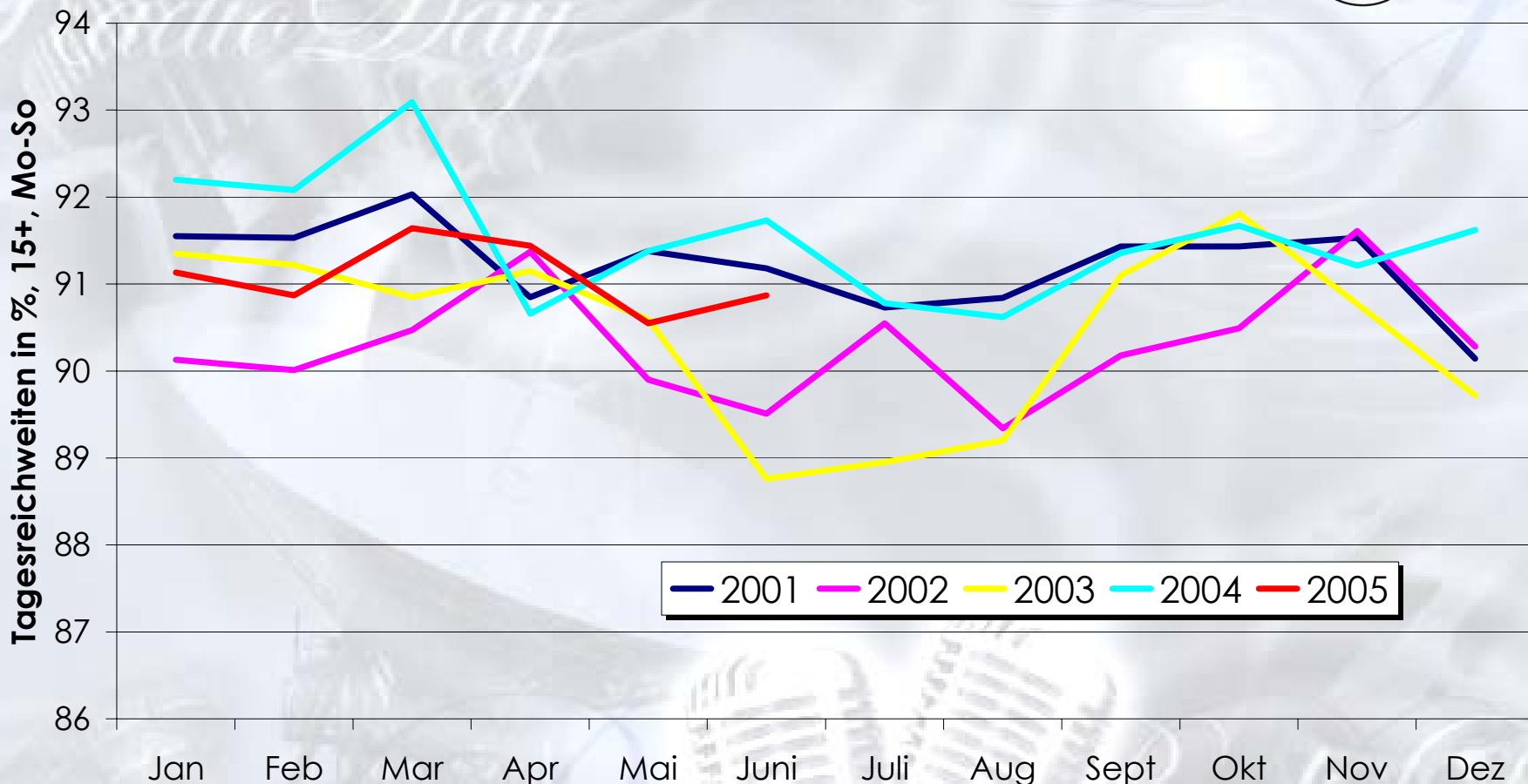
Quelle: Radiocontrol/Telecontrol, 2005

Radio: Saisonalität?



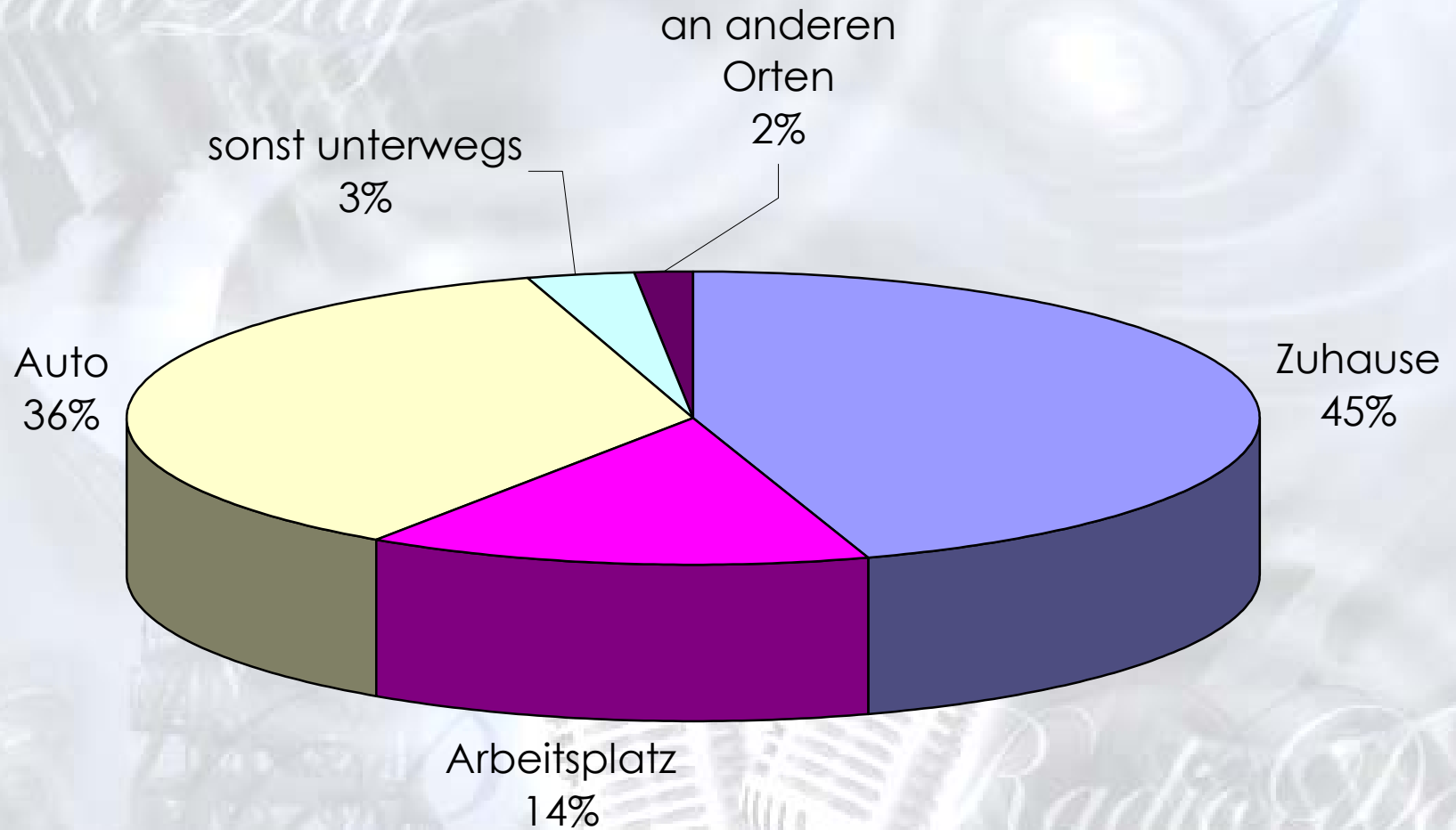
Quelle: Radiocontrol, 2005

Radio: Saisonalität?



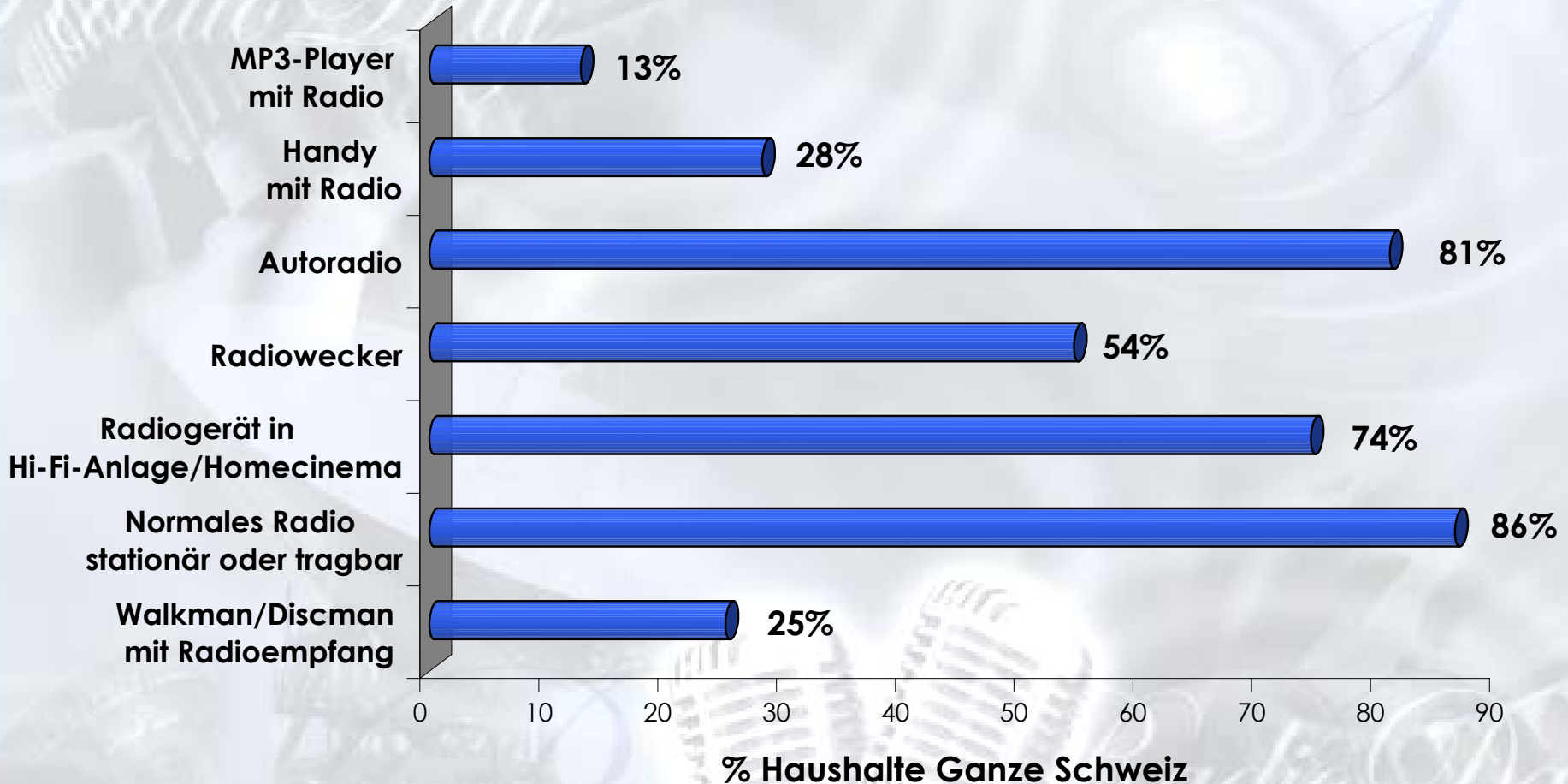
Quelle: Radiocontrol, 2005

Radio: Nutzungsorte



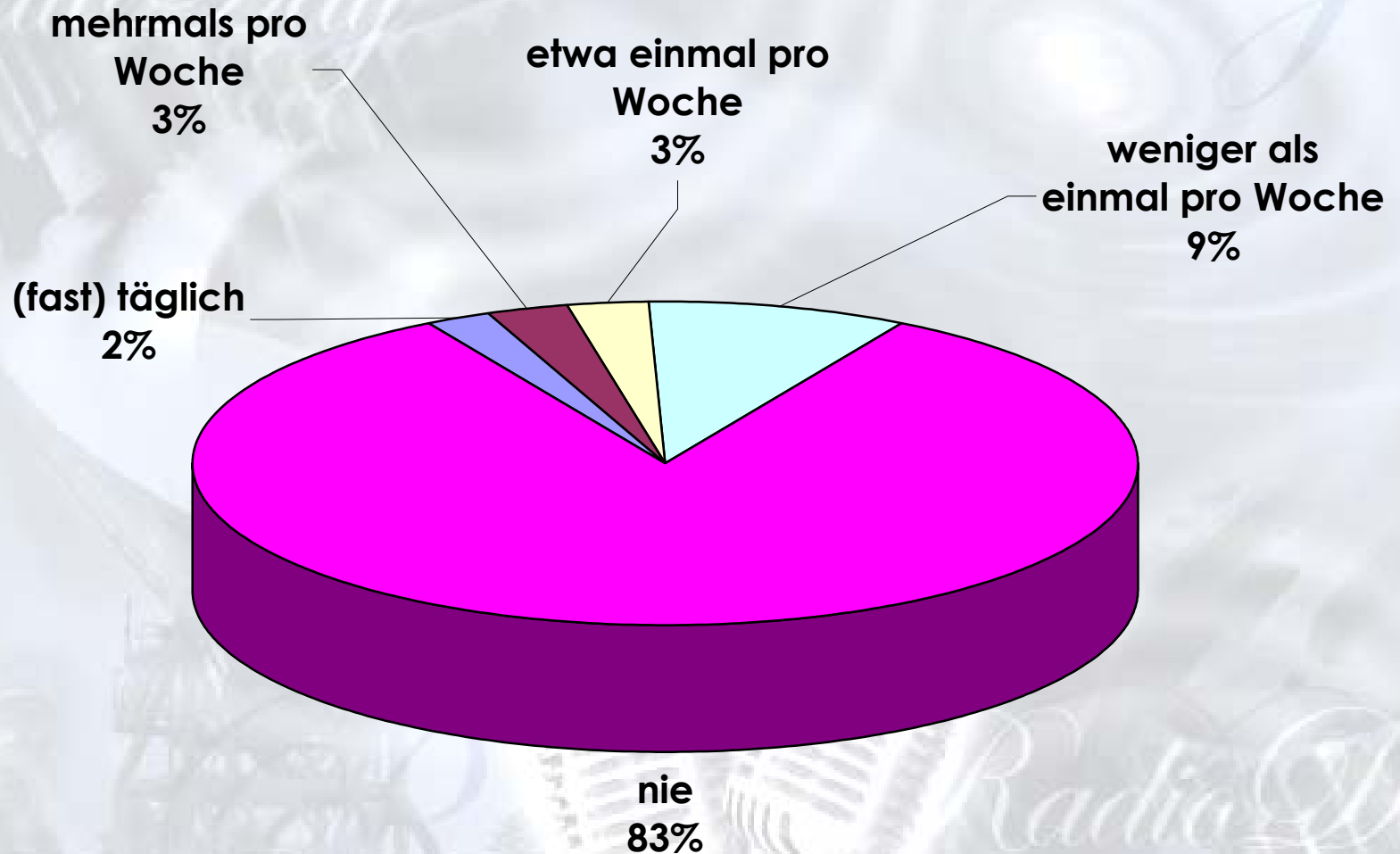
Quelle: KommTech 2005

Radio: Geräte im Haushalt



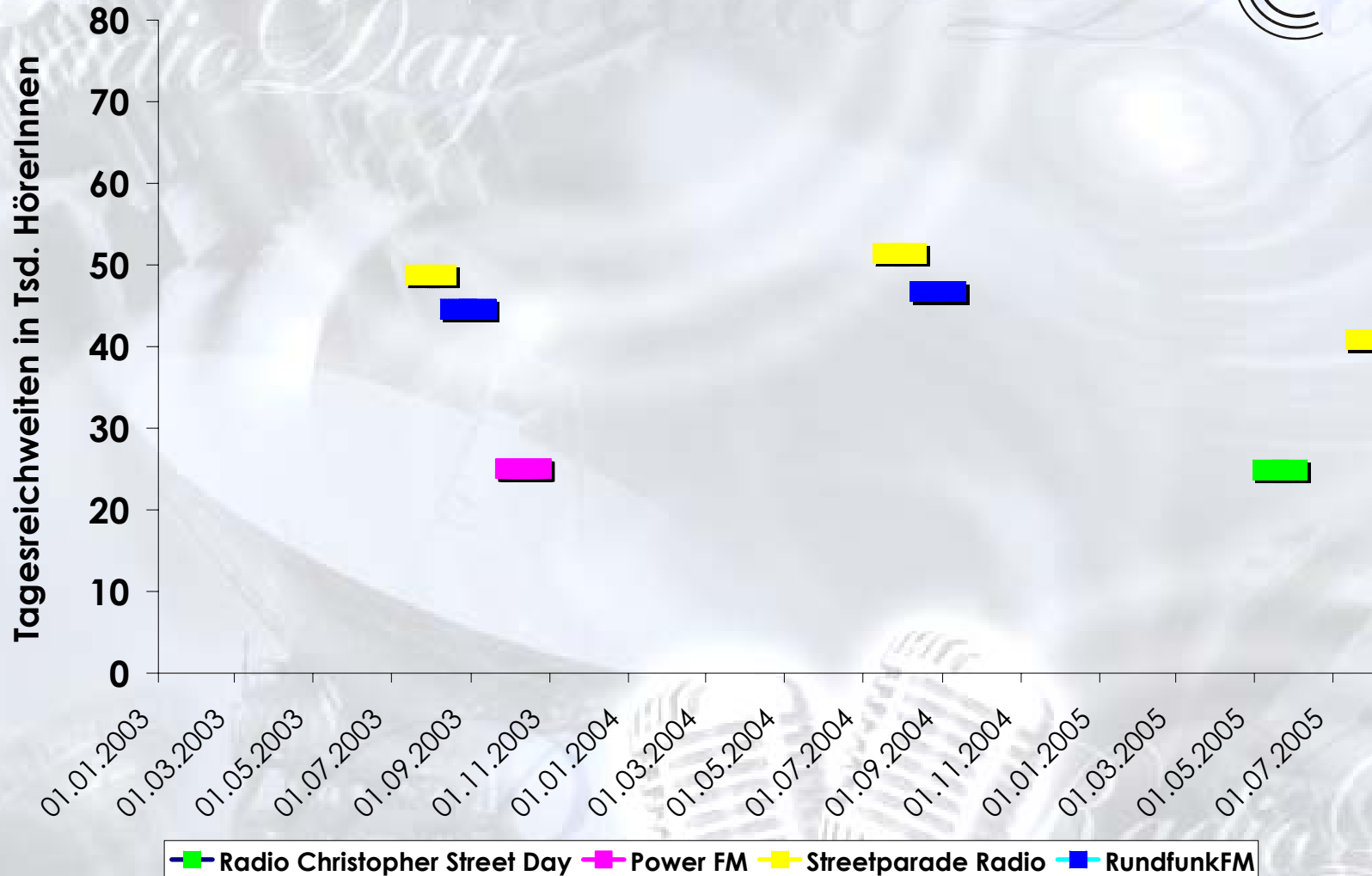
Quelle: KommTech 2005

Radio: via Internet?



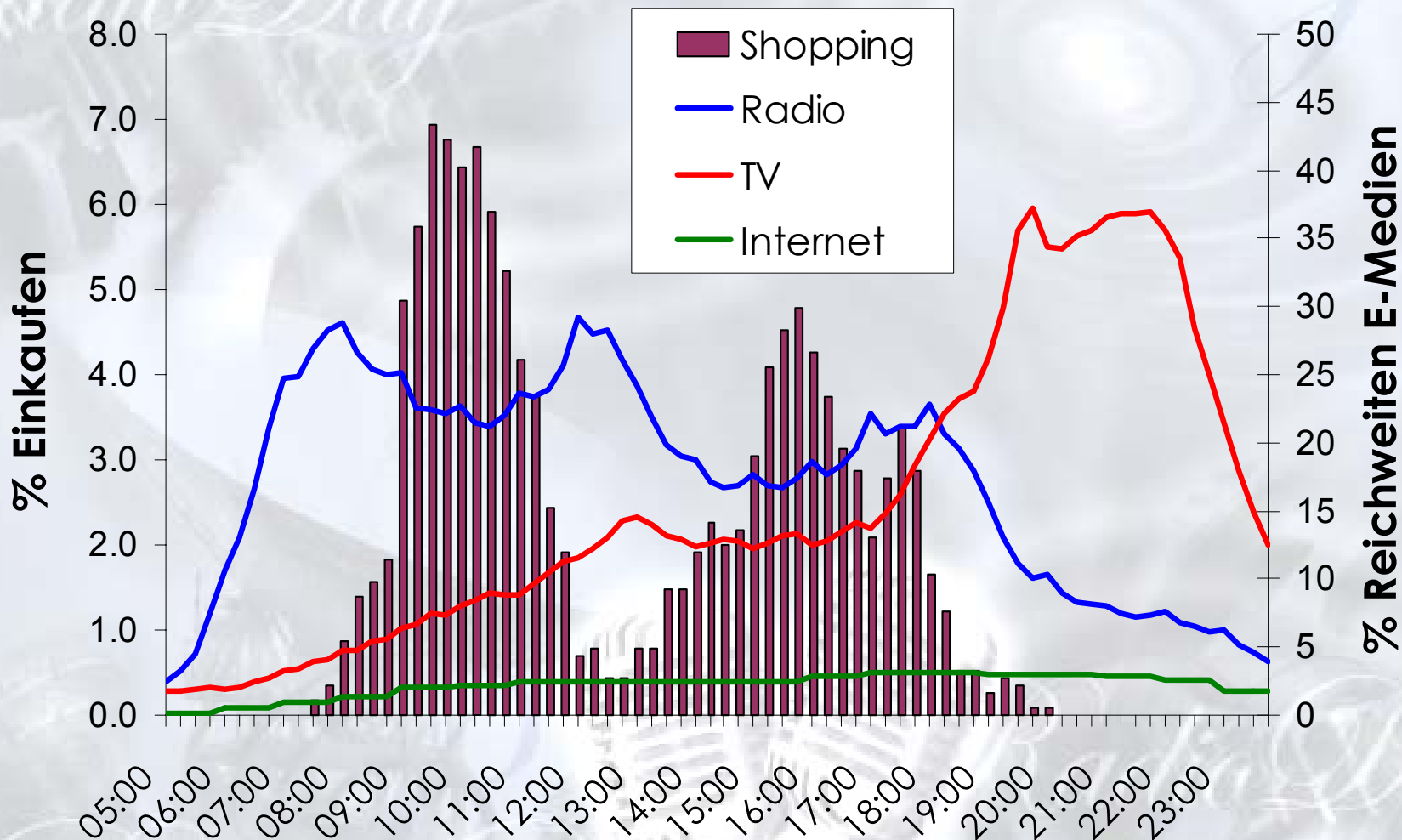
Quelle: KommTech 2005

Event-Radios

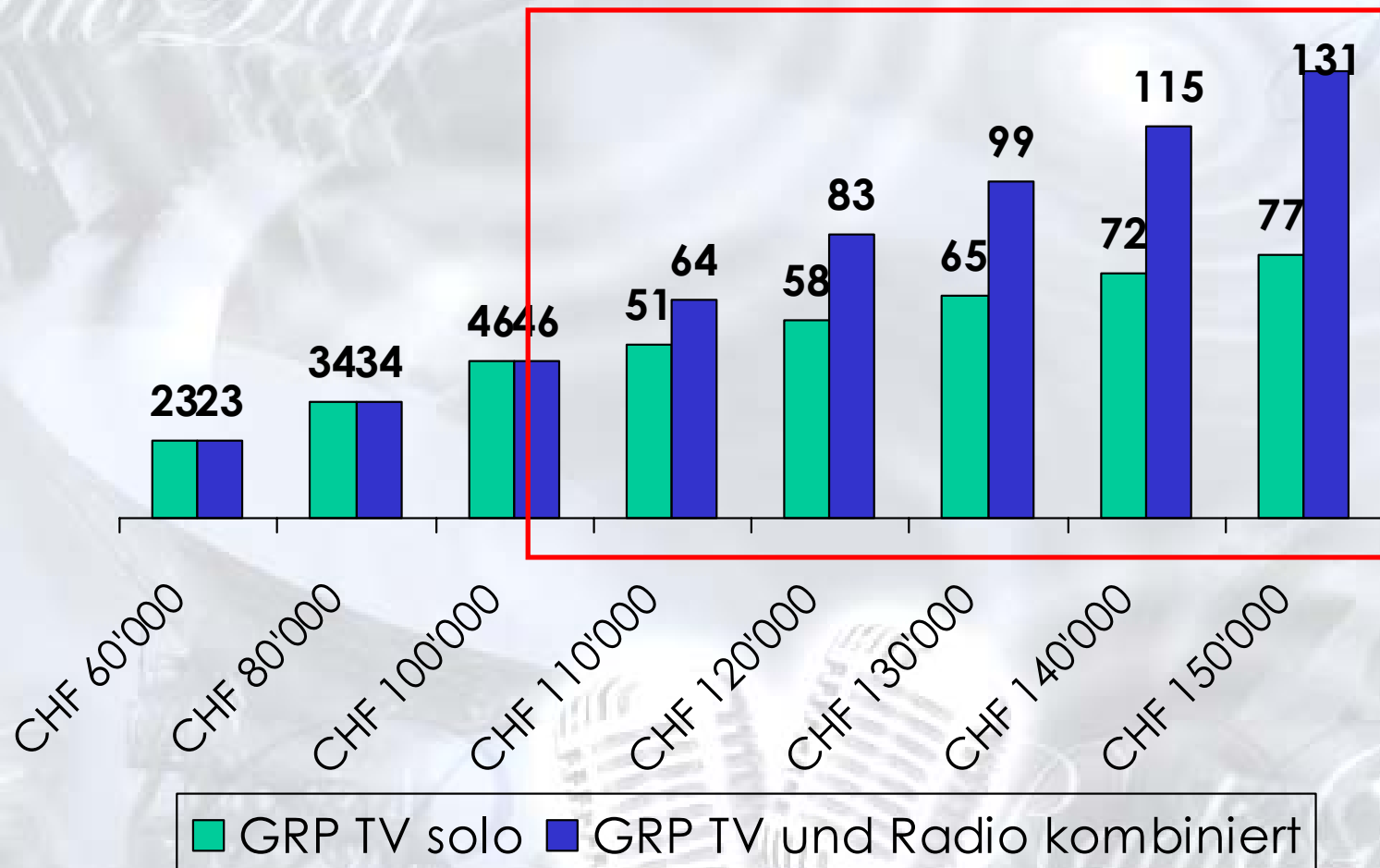


Quelle: Radiocontrol, 2005

E-Medien und Shopping



GRP Mono Media vs. Cross Media



Quelle: RadioControl Planung, 2004

Radio – ein starkes Stück!

