

## Deutsche Schweiz (24h, Mo-So)

Sender	2. Semester 2006				1. Semester 2007				2. Semester 2007				1. Semester 2008				
	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>	90.3	4002.8	111.9	100.0	91.2	4075.4	113.2	100.0	90.9	4058.6	116.1	100.0	90.7	◦ 0.4	4084.1	117.6	100.0
<b>Radiogruppen</b>																	
Total SRG	67.3	2983.8	102.8	68.5	68.1	3041.0	102.6	67.7	68.6	3064.2	106.3	69.2	69.0	◦ 0.7	3108.4	105.6	68.4
Private CH	52.8	2341.7	48.9	25.5	54.8	2448.6	49.7	26.3	53.2	2374.1	49.1	24.7	51.2	◦ 0.8	2307.4	52.9	25.4
Ausland	37.9	1678.3	15.9	6.0	39.4	1759.4	15.8	6.0	36.7	1638.4	17.5	6.1	34.4	◦ 0.8	1548.1	19.2	6.2
<b>SRG SSR</b>																	
Total DRS	62.2	2758.5	105.1	64.8	63.0	2812.3	104.7	63.8	63.6	2843.0	108.1	65.3	64.0	◦ 0.8	2882.4	107.5	64.6
DRS1	42.5	1881.4	98.7	41.5	42.5	1897.9	96.7	39.8	42.2	1886.5	100.6	40.3	41.0	◦ 0.8	1847.4	100.1	38.5
DRS2	8.9	393.0	58.9	5.2	8.7	390.1	56.7	4.8	8.8	394.3	58.0	4.9	8.3	◦ 0.4	372.8	59.3	4.6
DRS3	23.3	1031.0	59.3	13.7	24.3	1085.5	61.2	14.4	24.9	1113.9	64.2	15.2	25.5	◦ 0.7	1148.0	66.0	15.8
DRS4													7.0	◦ 0.4	314.4	8.1	0.5
DRS Musikwelle	6.6	293.0	65.7	4.3	7.3	326.1	65.3	4.6	7.3	327.8	66.1	4.6	7.8	◦ 0.4	350.7	67.7	5.0
VIRUS	1.2	53.4	17.0	0.2	1.5	66.6	12.1	0.2	1.5	65.5	11.3	0.2	1.4	◦ 0.2	62.5	11.0	0.2
andere SRG	15.6	692.1	24.1	3.8	16.2	724.4	24.6	3.9	15.9	710.2	25.9	3.9	16.1	◦ 0.6	724.8	25.6	3.9
<b>Privatradios</b>																	
Radio24	6.0	266.6	46.6	2.7	6.0	269.0	48.9	2.8	5.7	256.1	45.4	2.5	5.6	◦ 0.4	251.6	48.5	2.5
Energy Zürich	4.5	199.1	37.6	1.7	4.5	202.8	39.5	1.8	4.7	208.2	41.8	1.9	4.4	◦ 0.3	195.8	40.4	1.7
Radio Top	4.5	200.8	39.0	1.8	4.6	206.3	38.6	1.8	4.2	187.0	36.5	1.4	4.3	◦ 0.3	193.8	40.9	1.7
Argovia	4.1	183.3	46.1	1.9	4.5	200.9	46.1	2.0	4.6	203.1	48.9	2.1	4.2	◦ 0.3	187.8	47.9	1.9
Zürisee	4.2	183.7	44.2	1.8	4.5	199.2	45.7	1.9	4.1	183.9	42.7	1.7	4.1	◦ 0.3	184.6	49.2	1.9
Pilatus	3.7	165.6	52.0	1.9	4.0	180.2	53.3	2.1	3.9	172.7	49.3	1.8	3.8	◦ 0.3	170.7	49.0	1.7
Central	3.2	141.9	41.3	1.3	3.4	152.9	40.7	1.4	3.7	165.4	37.6	1.3	3.5	◦ 0.3	159.4	38.3	1.3
FM1 <sup>4)</sup>													3.3	◦ 0.3	150.6	44.8	1.4
Radio 32	3.2	142.1	50.3	1.6	3.2	141.0	53.9	1.6	3.1	140.0	52.9	1.6	3.1	◦ 0.3	138.0	57.6	1.6
Radio1 <sup>3)</sup>													2.4	◦ 0.2	107.4	53.4	1.2
Sunshine	2.4	107.5	37.9	0.9	2.4	106.7	38.4	0.9	2.2	99.5	39.3	0.8	2.3	◦ 0.2	105.6	39.6	0.9
Basilisk	2.5	109.4	43.7	1.1	2.5	110.2	42.5	1.0	2.5	112.7	47.6	1.1	2.3	◦ 0.2	104.7	43.2	0.9
BE1	2.4	104.5	43.3	1.0	2.3	102.9	43.8	0.9	2.3	104.3	44.8	1.0	2.1	◦ 0.2	96.1	46.5	1.0
Basel 1	2.0	87.1	33.0	0.6	2.2	96.3	34.6	0.7	2.0	89.6	31.9	0.6	1.8	◦ 0.2	82.3	34.0	0.6
Capital FM	1.7	75.3	38.5	0.7	1.9	84.6	39.3	0.7	1.9	85.1	30.7	0.6	1.8	◦ 0.2	80.9	38.8	0.6
BeO	1.5	64.4	45.3	0.7	1.5	66.0	48.2	0.7	1.6	71.5	50.0	0.8	1.6	◦ 0.2	71.3	56.5	0.8
Radio Grischa	2.1	91.7	28.4	0.6	2.2	98.9	27.6	0.6	1.8	82.1	38.3	0.6	1.4	◦ 0.2	64.0	43.5	0.6

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Rottu	1.1	48.4	39.3	0.4	1.3	55.7	35.4	0.4	1.1	49.8	37.2	0.4	1.1	0.2	47.3	34.3	0.3
Munot	1.4	61.3	14.7	0.2	1.6	71.3	12.9	0.2	1.5	65.0	14.8	0.2	1.0 °	0.2	46.5	21.1	0.2
Radio X	0.7	30.4	13.9	0.1	1.0	45.2	10.2	0.1	0.9	40.5	12.6	0.1	0.9	0.1	38.4	8.6	0.1
3fach	0.6	24.8	6.9	0.0	0.6	28.5	14.2	0.1	0.7	31.8	10.4	0.1	0.6	0.1	29.0	16.0	0.1
toxic.fm	0.6	27.9	10.6	0.1	0.8	34.7	7.8	0.1	0.6	27.9	8.9	0.1	0.6 °	0.1	25.0	10.9	0.1
<b>Private Kabelradios</b>																	
Eviva	1.8	78.3	59.1	1.0	1.9	85.9	61.4	1.1	1.8	80.5	60.5	1.0	1.8	0.2	79.3	61.5	1.1
Radio Life Channel	0.9	40.2	10.3	0.1	0.9	38.5	6.8	0.1	0.9	38.2	7.9	0.1	0.7	0.1	32.0	7.4	0.1
Radio 32 Goldies	0.7	31.9	26.5	0.2	0.8	35.1	27.2	0.2	0.7	30.7	28.3	0.2	0.7	0.1	29.3	34.4	0.2
Radio 105	0.6	25.6	24.3	0.2	0.7	30.0	21.2	0.1	0.5	22.9	17.8	0.1	0.5 °	0.1	22.8	24.5	0.1
<b>Private Ausland</b>																	
Radio 7	1.7	73.1	21.3	0.4	1.6	72.1	18.3	0.3	1.6	70.1	19.2	0.3	1.3	0.2	59.2	22.5	0.3
Radio Seefunk	0.8	34.2	41.3	0.3	0.7	33.0	33.2	0.3	0.9	41.8	31.0	0.3	0.9	0.1	38.1	39.8	0.3
Regenbogen	1.0	45.3	29.4	0.3	1.0	44.7	23.7	0.2	1.0	43.3	24.6	0.2	0.8 °	0.1	37.9	18.7	0.2
Radio L	0.9	40.2	14.7	0.1	1.0	45.2	10.0	0.1	0.8	37.2	9.7	0.1	0.7 °	0.1	33.3	17.0	0.1
Antenne Voralberg	0.7	30.9	28.1	0.2	0.8	34.1	25.0	0.2	0.7	33.1	20.0	0.1	0.7	0.1	30.4	31.3	0.2
<b>Sprachgrenzüberschreitende Radios <sup>2)</sup></b>																	
Canal 3 (deutsch)	0.8	47.8	27.6	0.2	0.8	50.7	29.6	0.2	0.6	38.8	30.5	0.2	0.6 °	0.1	34.4	40.1	0.2
Canal 3 (französisch)	0.6	38.3	7.3	0.0	0.8	47.5	6.8	0.1	0.5	28.3	9.9	0.0	0.4 °	0.1	21.7	12.6	0.0
Freiburg (deutsch)	0.6	34.7	11.7	0.1	0.7	44.4	12.4	0.1	0.7	43.2	18.0	0.1	0.8	0.1	51.7	21.6	0.2
Fribourg (französisch)	1.4	86.8	40.4	0.6	1.6	96.1	37.5	0.5	1.5	90.2	34.1	0.5	1.4	0.1	89.4	37.8	0.5

<sup>1)</sup> +/- %: Vertrauensintervall (VI) in Prozentpunkten (Vertrauensintervalle nach Hayes)

Lesebeispiel: Die Reichweite des Mediums Radio (Total Radio) beträgt 90.7% +/- 0.4% (90.3% bis 91.1%)

° Diese Veränderung gegenüber dem Vorjahressesemester ist signifikant.

<sup>2)</sup> Diese Daten beziehen sich auf die gesamte Schweiz, da Canal 3 und Fribourg/Freiburg über die Sprachgrenze hinaus verbreitet werden.

<sup>3)</sup> Radio1 1. Semester 2008: ab dem ersten Sendetag 17.03.2008 bis 30.06.2006

<sup>4)</sup> FM1 1. Semester 2008: ab dem ersten Sendetag 07.05.2008 bis 30.06.2006

## Legende zu den Semesterdaten

NR-% = Netto-Reichweite in %

NR-T = Netto-Reichweite in Tausend

NH = Nutzung pro HörerIn in Minuten

MA = Marktanteil