

## Deutsche Schweiz

Sender	1. Semester 2009 (24h, Mo-So)				2. Semester 2009 (24h, Mo-So)				1. Semester 2010 (24h, Mo-So)				2. Semester 2010 (24h, Mo-So)				
	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	+/- % <sup>1)</sup>	NR-T	NH	MA
<b>Total Radio</b>	90.3	4133.0	133.0	100.0	89.3	4085.7	132.8	100.0	89.2	4137.1	129.9	100.0	89.1	0.5	4133.8	131.5	100.0
<b>Radiogruppen</b>																	
Total SRG	69.7	3189.3	114.8	66.6	68.0	3109.3	114.4	65.6	68.3	3166.3	113.3	66.8	69.4	0.7	3217.9	111.4	65.9
Private CH	51.7	2366.1	65.6	28.3	51.1	2336.4	68.3	29.4	51.0	2364.0	65.0	28.6	51.6	0.8	2391.9	66.6	29.3
Ausland	24.9	1138.6	24.9	5.2	23.4	1071.4	25.1	5.0	22.9	1060.1	23.5	4.6	22.0	0.6	1022.3	25.4	4.8
<b>SRG SSR</b>																	
Total DRS	64.7	2962.0	115.1	62.1	63.3	2897.2	114.6	61.2	63.4	2941.3	113.4	62.1	63.4	0.7	2939.7	113.4	61.3
DRS1	41.6	1905.4	105.8	36.7	41.0	1874.2	104.4	36.1	39.6	1836.5	102.7	35.1	38.9	0.7	1803.9	102.1	33.9
DRS2	9.1	415.6	57.0	4.3	8.5	388.4	56.6	4.1	8.3	384.2	53.1	3.8	8.6	0.4	398.4	52.7	3.9
DRS3	29.2	1334.4	70.1	17.0	28.0	1280.5	69.7	16.5	28.7	1328.6	72.2	17.9	29.3	0.7	1358.1	71.5	17.9
DRS4	5.6	255.0	9.3	0.4	6.7	304.8	8.4	0.5	8.6	398.7	9.3	0.7	8.7	0.4	401.7	10.3	0.8
DRS Musikwelle	6.2	284.8	67.1	3.5	6.3	288.9	76.0	4.1	6.8	317.0	76.0	4.5	6.7	0.4	309.7	84.8	4.8
VIRUS	1.8	80.6	10.2	0.2	1.6	72.5	8.4	0.1	1.7	77.3	7.3	0.1	1.9	0.2	88.4	8.5	0.1
Radio Swiss Jazz	1.1	51.8	48.7	0.5	1.1	48.3	48.4	0.4	1.1	50.0	52.2	0.5	1.3	0.2	61.5	43.3	0.5
Radio Swiss Pop	3.9	177.7	36.2	1.2	3.8	172.5	35.3	1.1	3.8	177.2	37.5	1.2	3.9	0.3	181.1	35.5	1.2
Radio Swiss Classic	2.4	110.4	63.2	1.3	2.4	107.5	64.7	1.3	2.6	118.8	64.8	1.4	2.6	0.2	119.2	59.7	1.3
andere SRG	10.3	470.0	19.1	1.6	9.0	409.8	20.5	1.6	9.5	442.4	18.7	1.5	13.1	0.5	607.2	14.7	1.6
<b>Privatradios</b>																	
Radio24	6.2	285.7	53.8	2.8	6.2	284.1	56.1	2.9	6.3	292.3	58.3	3.2	6.3	0.4	292.8	57.7	3.1
Energy Zürich	5.7	259.8	49.7	2.4	6.0	276.0	49.7	2.5	5.4	248.1	47.6	2.2	5.4	0.3	251.3	47.6	2.2
Zürisee	4.6	210.7	51.9	2.0	4.5	207.6	49.9	1.9	4.8	221.0	52.7	2.2	4.7	0.3	218.9	50.0	2.0
Argovia	4.8	218.5	57.1	2.3	4.7	214.2	63.0	2.5	4.6	212.3	59.6	2.4	4.6	0.3	213.7	60.1	2.4
FM1	3.9	178.4	44.4	1.4	3.9	180.0	54.6	1.8	4.3	198.8	48.6	1.8	4.5	0.3	209.5	46.4	1.8
Central	3.7	169.4	42.4	1.3	4.3	196.1	45.5	1.7	4.3	197.5	42.4	1.6	4.3	0.3	198.3	45.8	1.7
Pilatus	4.0	184.2	52.3	1.8	3.7	170.3	55.8	1.8	3.7	172.0	52.6	1.7	4.0	0.3	186.2	57.2	2.0
Radio Top	4.1	189.3	42.9	1.5	3.9	176.0	44.5	1.4	3.4	157.8	42.1	1.2	3.4	0.3	156.9	45.7	1.3
Radio 32	3.4	156.4	63.2	1.8	3.5	158.7	62.3	1.8	3.3	153.2	59.5	1.7	3.3	0.3	152.3	61.5	1.7
Basilisk	2.5	112.5	52.3	1.1	2.5	115.4	56.0	1.2	2.6	119.2	54.3	1.2	2.6	0.2	122.1	58.8	1.3
Sunshine	3.0	137.5	49.2	1.2	2.8	125.7	48.9	1.1	2.7	122.7	48.1	1.1	2.5	0.2	117.7	49.3	1.1

Universum: Gesamtbevölkerung Deutsche Schweiz ab 15 Jahren  
 Universum: 4'637'000 Personen  
 105'616 Messtage

## Deutsche Schweiz

	1. Semester 2009 (24h, Mo-So)				2. Semester 2009 (24h, Mo-So)				1. Semester 2010 (24h, Mo-So)				2. Semester 2010 (24h, Mo-So)				
Radio1	1.8	81.4	50.5	0.8	1.9	86.4	54.3	0.9	2.3	107.5	52.5	1.1	2.5	0.2	116.5	49.0	1.1
Energy Bern	2.3	106.7	52.0	1.0	2.3	106.8	56.2	1.1	2.2	99.9	50.4	0.9	2.0	0.2	92.6	47.8	0.8
Capital FM	2.1	95.4	42.8	0.7	2.0	92.4	40.9	0.7	2.1	97.3	42.2	0.8	1.9	0.2	89.5	47.9	0.8
BeO	1.6	75.3	67.4	0.9	1.6	72.2	76.6	1.0	1.6	73.7	66.3	0.9	1.7	0.2	76.6	71.5	1.0
Radio Basel									1.6	73.6	34.4	0.5	1.6	0.2	73.7	30.5	0.4
105 FM									1.2	53.2	27.4	0.3	1.5	0.2	70.9	29.7	0.4
Radio Grischa	1.5	67.4	48.9	0.6	1.4	63.5	55.4	0.7	1.4	62.6	47.4	0.6	1.4	0.2	63.0	48.0	0.6
LoRa	0.6	25.1	5.5	0.0	0.6	27.4	6.4	0.0	0.6	26.5	6.7	0.0	1.1	0.2	52.5	2.6	0.0
Radio X	1.0	45.9	7.0	0.1	0.8	35.3	8.3	0.1	0.9	40.2	5.4	0.0	0.9	0.1	40.4	7.6	0.1
neo1	0.8	38.3	48.9	0.3	1.0	47.4	44.5	0.4	0.9	43.1	39.3	0.3	0.9	0.1	40.1	41.3	0.3
Radio Stadtfilter					0.9	38.7	4.9	0.0	0.9	41.8	2.2	0.0	0.9	0.1	39.5	5.9	0.0
Rottu	1.0	47.2	42.6	0.4	1.0	46.2	40.0	0.3	1.0	46.1	40.8	0.4	0.8	0.1	36.8	52.2	0.4
Kanal K	1.2	56.0	7.3	0.1	0.7	31.8	9.7	0.1	0.8	35.8	10.1	0.1	0.8	0.1	36.5	7.0	0.1
Munot	0.8	38.5	31.4	0.2	0.9	40.8	28.5	0.2	0.7	31.6	29.9	0.2	0.7	0.1	34.2	31.7	0.2
3fach	0.5	22.6	10.0	0.0	0.5	22.7	6.2	0.0	0.6	26.8	7.3	0.0	0.5	0.1	23.5	5.5	0.0
RaBe	0.5	23.6	12.6	0.1	0.4	19.4	12.1	0.0	0.5	23.3	11.3	0.1	0.5	0.1	21.0	15.1	0.1
RaSa	0.4	19.3	2.6	0.0	0.3	13.2	2.9	0.0	0.4	17.3	2.6	0.0	0.3	0.1	15.2	2.0	0.0
Radio Backstage													0.3	0.1	12.3	2.5	0.0
toxic.fm	0.4	18.8	10.6	0.0	0.3	14.2	11.6	0.0	0.3	14.2	16.4	0.0	0.2	0.1	10.9	18.6	0.0
<b>Private Kabelradios</b>																	
Eviva	2.0	89.7	71.3	1.2	1.8	80.9	60.8	0.9	1.8	84.9	56.1	0.9	2.1	0.2	98.7	57.2	1.0
Radio Life Channel	0.5	24.9	9.6	0.0	0.5	21.1	13.8	0.1	0.5	22.7	15.8	0.1	0.7	0.1	34.3	9.6	0.1
Radio 32 Goldies	0.6	27.6	41.3	0.2	0.6	25.3	39.1	0.2	0.6	26.9	47.3	0.2	0.6	0.1	25.9	35.4	0.2
neo zwei	0.3	13.4	38.0	0.1	0.3	13.9	45.5	0.1	0.3	15.5	27.8	0.1	0.3	0.1	13.7	47.0	0.1
Rock Nation	0.4	17.9	33.5	0.1	0.3	14.9	38.5	0.1	0.3	12.7	34.1	0.1	0.3	0.1	13.4	53.2	0.1
Radio Monte Carlo Swiss	0.6	26.1	15.4	0.1	0.4	16.3	26.2	0.1	0.3	11.5	40.2	0.1	0.2	0.1	10.1	23.2	0.0
<b>Private Ausland</b>																	
Radio 7	1.0	47.7	27.0	0.2	1.0	44.3	25.0	0.2	0.8	39.0	19.3	0.1	1.0	0.2	44.1	21.6	0.2
Radio Seefunk	0.8	36.9	45.7	0.3	0.8	35.9	48.3	0.3	0.7	32.8	44.1	0.3	0.8	0.1	35.2	55.6	0.4
Regenbogen	0.8	37.6	32.3	0.2	0.8	34.9	29.0	0.2	0.7	33.4	33.9	0.2	0.6	0.1	27.0	31.0	0.2
Antenne Voralberg	0.6	29.1	32.9	0.2	0.5	21.9	29.1	0.1	0.5	24.9	31.6	0.2	0.5	0.1	24.7	33.2	0.2
Radio L	0.5	23.8	14.4	0.1	0.5	22.3	27.7	0.1	0.5	23.2	26.2	0.1	0.5	0.1	23.3	25.2	0.1

## Deutsche Schweiz

**1. Semester 2009  
(24h, Mo-So)**

**2. Semester 2009  
(24h, Mo-So)**

**1. Semester 2010  
(24h, Mo-So)**

**2. Semester 2010  
(24h, Mo-So)**

### Sprachgrenzüberschreitende Radios<sup>2)</sup>

Canal 3 (deutsch)	0.5	32.7	43.8	0.2	0.6	37.7	36.3	0.2	0.6	38.9	32.7	0.2	0.7	0.1	41.7	34.0	0.2
Canal 3 (französisch)	0.3	15.8	18.6	0.0	0.3	17.4	19.2	0.1	0.3	22.1	15.2	0.1	0.4	0.1	24.7	19.5	0.1
Freiburg (deutsch)	0.8	47.6	29.3	0.2	0.7	43.5	32.4	0.2	0.7	46.5	34.2	0.2	0.8	0.1	50.3	36.7	0.3
Fribourg (französisch)	1.4	86.0	42.1	0.5	1.3	80.2	43.4	0.5	1.3	82.0	44.8	0.5	1.3	0.1	83.4	41.7	0.5

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

Lesebeispiel: Die Reichweite des Mediums Radio (Total Radio) beträgt 89.1% +/- 0.5% (88.6% bis 89.6%)

° Diese Veränderung gegenüber dem Vorjahressemester 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.

### Legende

NR-% = Netto-Reichweite in %

NR-T = Netto-Reichweite in Tausend

NH = Nutzung pro HörerIn in Minuten

MA = Marktanteil

**Universum: Gesamtbevölkerung Deutsche Schweiz ab 15 Jahren**  
**Universum: 4'637'000 Personen**  
**105'616 Messtage**