

# Media classification Media Focus

## Classic advertising expenditure statistics

As of January 2022		Universe Media Focus	Data recording Media Focus																					
			Note	Recorded	Not recorded																			
Print	<ul style="list-style-type: none"> <li>Daily, regional Weekly and Sunday press, 128 titles</li> <li>General-interest, financial and business press, 59 titles</li> <li>Specialist press, 84 titles</li> <li>Trade press, 108 titles</li> <li>Total print universe, 379 titles</li> </ul> <p>Corresponds to more than 90% of the gross reach that can be established in Switzerland.</p>	<p>Assessment using marketers' gross prices.</p> <p><b>The most important tariff combinations are represented</b></p> <ul style="list-style-type: none"> <li>20 Minuten (national and regional language)</li> <li>Berner Zeitung</li> <li>St. Galler Tagblatt</li> <li>Luzerner Zeitung</li> <li>Nordwestschweiz (on weekends)</li> <li>Südostschweiz (on weekends)</li> </ul>	<p><b>Minimum sizes</b></p> <ul style="list-style-type: none"> <li>Advertisements following editorial texts: no minimum sizes</li> <li>Promotions: from 100 mm resp. 1/16-page</li> <li>Other advertisements: from 500 mm resp. 1/8-page</li> </ul> <p><b>Classification by</b></p> <ul style="list-style-type: none"> <li>9 types of advert, incl. loose inserts</li> <li>10 positional attributes</li> <li>2 colour attributes (b/w and colour)</li> </ul>	<ul style="list-style-type: none"> <li>Sections</li> <li>Media advertising</li> </ul>																				
	<ul style="list-style-type: none"> <li><u>Public broadcasters</u>: SRF1, SRF zwei, SRF Info, RTS 1, RTS 2, RSI LA 1, RSI LA 2</li> <li><u>Advertisement</u>: Sat.1, ProSieben, RTL, RTL2, VOX, Kabel1, Super RTL, M6, Cartoon Network, Nickelodeon, TF1, W9, RTL9, DMAX, RTL NITRO, 6ter, SIXX, TFX, C8, TMC</li> <li><u>Private</u>: 3plus, 4plus</li> <li><u>Private regional</u>: Tele Basel, Tele M1, TVO, Tele Züri, Telebärn, Tele 1</li> <li><u>Whole TV-Universe</u>: 36 channels</li> </ul> <p>Corresponds to more than 90% of the gross reach that can be established in Switzerland.</p>	<p>Own neutral assessment using the gross prices of media tariffs.</p> <p>All forms of advertising within a CH-classified commercial break from 06:00 am to 01:59 am.</p>	<p><b>Types of advertising recorded</b></p> <ul style="list-style-type: none"> <li>TV Normal</li> <li>Single Split</li> <li>Pre Split</li> <li>Post Split</li> <li>Time</li> <li>Sponsoring (depending on the agreement with the costumer)</li> </ul>	<ul style="list-style-type: none"> <li>Infomercials</li> <li>Product Placement</li> <li>Commercials outside commercial breaks</li> <li>Trailers</li> <li>Media advertising</li> </ul>																				
Out-of-Home	<ul style="list-style-type: none"> <li>APG SGA (all divisions)</li> <li>Clear Channel Schweiz AG</li> <li>Goldbach Media AG</li> <li>Neo Advertising SA</li> <li>Nau / Livesystems</li> </ul> <p>Corresponds to more than 90% of the gross reach that can be established in Switzerland. The data suppliers are neutralised.</p>	<p>Assessment using marketers' gross prices.</p> <p><b>Nau / Livesystems</b></p> <ul style="list-style-type: none"> <li>First publication Q1 2022</li> <li>Data retroactively recorded as of January 2021</li> </ul> <p><b>Digital OOH (DOOH)</b></p> <ul style="list-style-type: none"> <li>Included in the digital advertising surfaces media group until 2015</li> </ul> <p><b>DOOH by APG and Clear Channel</b></p> <ul style="list-style-type: none"> <li>Only included from 2016</li> </ul>	<p><b>Types of advertising recorded</b></p> <ul style="list-style-type: none"> <li>Traditional poster formats</li> <li>Mega posters</li> <li>Digital formats and areas</li> <li>Special formats (Airports, POI/PIS, tourism and transport)</li> </ul> <p>Classification of data by language region (DE, FR, IT)</p>	<ul style="list-style-type: none"> <li>Advertising on own network</li> <li>Media advertising</li> </ul>																				
	<p><b>21 private broadcasters</b></p> <table border="0"> <tr> <td>• 20 Minuten Radio</td> <td>• Radio CENTRAL</td> <td>• Radio SUNSHINE</td> </tr> <tr> <td>• Radio 1</td> <td>• Radio ENERGY BASEL</td> <td>• Radio TOP</td> </tr> <tr> <td>• Radio 24</td> <td>• Radio ENERGY BERN</td> <td>• Radio ZUERISEE</td> </tr> <tr> <td>• Radio 32</td> <td>• Radio ENERGY ZUERICH</td> <td>• Radio LAC</td> </tr> <tr> <td>• Radio ARGOVIA</td> <td>• Radio FM 1</td> <td>• Radio LFM</td> </tr> <tr> <td>• Radio BASILISK</td> <td>• Radio PILATUS</td> <td>• Radio ONE FM</td> </tr> <tr> <td>• Radio BERN1</td> <td>• Radio SUEDOSTSCHWEIZ</td> <td>• Radio Rouge FM</td> </tr> </table> <p>Corresponds to around 75% of the gross reach that can be established in Switzerland.</p>	• 20 Minuten Radio	• Radio CENTRAL	• Radio SUNSHINE	• Radio 1	• Radio ENERGY BASEL	• Radio TOP	• Radio 24	• Radio ENERGY BERN	• Radio ZUERISEE	• Radio 32	• Radio ENERGY ZUERICH	• Radio LAC	• Radio ARGOVIA	• Radio FM 1	• Radio LFM	• Radio BASILISK	• Radio PILATUS	• Radio ONE FM	• Radio BERN1	• Radio SUEDOSTSCHWEIZ	• Radio Rouge FM	<p>Assessment using marketers' gross prices.</p> <p>Public radio stations are not allowed to broadcast advertisements</p>	<p><b>Types of advertising recorded</b></p> <ul style="list-style-type: none"> <li>Radio normal</li> </ul>
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Cinema	<p><b>Weischer.Cinema Schweiz GmbH</b></p> <ul style="list-style-type: none"> <li>Nationwide approx. 500 cinema auditoriums and more than 600 digital screens</li> </ul> <p>Corresponds to more than 90% of the gross reach that can be established in Switzerland.</p>	<p>Assessment using marketers' gross prices.</p>	<p><b>Types of advertising</b></p> <ul style="list-style-type: none"> <li>Cinema spots</li> <li>Slides</li> </ul>	<ul style="list-style-type: none"> <li>Openair cinemas</li> </ul>																				
	<table border="0"> <tr> <td>• TX Group/Goldbach Audience</td> <td>• Audiencz (YouTube Display)</td> </tr> <tr> <td>• CH Media (Audiencz delivery)</td> <td>• Scout24</td> </tr> <tr> <td>• Admeira</td> <td>• Zattoo</td> </tr> <tr> <td>• United Internet Media UIM (gmx.ch)</td> <td>• and many more</td> </tr> </table> <p>Corresponds to more than 90% of the gross reach that can be established in Switzerland.</p>	• TX Group/Goldbach Audience	• Audiencz (YouTube Display)	• CH Media (Audiencz delivery)	• Scout24	• Admeira	• Zattoo	• United Internet Media UIM (gmx.ch)	• and many more	<p>Assessment using marketers' gross prices.</p> <p>Delivery of data.</p> <p>From 2011: data have been recorded at site-level</p>	<ul style="list-style-type: none"> <li>All booking forms</li> <li>Standard online advertising formats (according to the IAB): Full Banner, Leader Board, Skyscraper, Rectangle, Wallpaper, etc.</li> <li>Device: Mobile &amp; Desktop</li> </ul>	<ul style="list-style-type: none"> <li>Media advertising</li> <li>Affiliates</li> <li>Networks</li> </ul>												
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## Digital package

As of January 2022		Universe Media Focus	Data recording Media Focus		
			Note	Recorded	Not recorded
<b>Display Crawler</b>	<ul style="list-style-type: none"> <li>Defined universe of high-reach Swiss portals.</li> <li>The advertisement must be "seen" by Swiss IP addresses.</li> <li>The delivery statistics are not a direct alternative, due to the following distinctions:                             <ul style="list-style-type: none"> <li>Universe not congruent</li> <li>Data collection method (posting statistics vs. visualization)</li> </ul> </li> </ul>	<p>Own collection using crawler-based search technology. Product assignments are made based on the content of the landing page of the respective creation.</p> <p>The data are available in WizzAd+ and the Creative Module from 2018.</p>	<ul style="list-style-type: none"> <li>All booking forms, including Programmatic Ads</li> <li>Including creatives</li> <li>Standard advertising formats (IAB) Full Banner, Leader Board, Sky-Scraper, Rectangle, Wallpaper, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Media advertising</li> <li>Affiliates</li> <li>Programmatic ads are not holistically classifiable</li> </ul>	
<b>Search (SEA)</b>	Google Ads (AdWords advertisings)	<p>Own neutral assessment using proof of evidence, position weighting, search volumes, CPC.</p> <p>The keywords are searched for 4x daily in 6 different geographical areas of Switzerland.</p>	<p><b>Keyword cloud</b></p> <ul style="list-style-type: none"> <li>German approx. 40'000</li> <li>French approx. 35'000</li> </ul> <p>Measurement of ads on the first page of the search results.</p> <p>Devices: Mobile and Desktop</p>	<ul style="list-style-type: none"> <li>Google Shopping</li> <li>Google Display</li> <li>Italian part of Switzerland</li> </ul>	
<b>YouTube</b>	YouTube	A sophisticated search engine query technology (web crawler) searches YouTube 24 hours a day and records different values.	<p><b>Advertising values</b></p> <ul style="list-style-type: none"> <li>Advertiser</li> <li>Landing page</li> <li>Creation &amp; type of creation (Video, HTML5, Static)</li> <li>Video properties (Pre-Rolls, skippable, non-skippable)</li> </ul> <p>Devices: Desktop &amp; Mobile</p>	<ul style="list-style-type: none"> <li>Devices: Tablet (to follow)</li> <li>Overlay (to follow)</li> </ul>	

