










As of May 2023		Data recording Media Focus		
Universe Media Focus		Note	Recorded	Not recorded
 <p>Print</p>	<p>Print-Universe: 379 Titel Corresponds to more than 90% of the gross reach that can be established in Switzerland.</p> <ul style="list-style-type: none"> Daily, regional Weekly and Sunday press, 128 titles General-interest, financial and business press, 59 titles Specialist press, 84 titles Trade press, 108 titles 	<p>Assessment using marketers' gross prices.</p> <p>The most important tariff combinations are represented</p> <ul style="list-style-type: none"> 20 Minuten (national and regional language) Berner Zeitung St. Galler Tagblatt Luzerner Zeitung Nordwestschweiz (on weekends) Südostschweiz (on weekends) 	<p>Minimum sizes</p> <ul style="list-style-type: none"> Advertisements following editorial texts: all Promotions: from 100 mm resp. 1/16-page Other advertisements: from 500 mm resp. 1/8-page <p>Classification by</p> <ul style="list-style-type: none"> 9 types of advert, incl. loose inserts/flyers (Print Version) 10 positional attributes 2 colour attributes (b/w and colour) 	<ul style="list-style-type: none"> Sections Media advertising Inserts/flyers ePapers, only partly available
 <p>TV</p>	<p>TV-Universe: 35 Sender Corresponds to more than 90% of the gross reach that can be established in Switzerland.</p> <ul style="list-style-type: none"> <u>Public broadcasters:</u> SRF1, SRF zwei, SRF Info, RTS1, RTS2, RSI LA 1, RSI LA 2 <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 <u>Private:</u> 3plus, 4plus <u>Privat regional:</u> Tele Basel, Tele M1, TVO, Tele Züri, Telebärn, Tele 1 	<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>Types of advertising in WizzAd+</p> <ul style="list-style-type: none"> TV Normal Single-, Pre- und Post Split Time Cut-In Single Spot Split Break Station Tipp Sponsoring 	<ul style="list-style-type: none"> Infomercials Product Placement Commercials outside commercial breaks Trailers Media advertising
 <p>Out-of-Home</p>	<p>Corresponds to more than 90% of the gross reach that can be established in Switzerland.</p> <ul style="list-style-type: none"> APG SGA (all Divisions) Clear Channel Schweiz AG Goldbach Media AG Neo Advertising SA Nau / Livesystems <p>The data suppliers are neutralised.</p>	<p>Assessment using marketers' gross prices.</p> <p>Nau / Livesystems</p> <ul style="list-style-type: none"> First publication Q1 2022 Data retroactively recorded as of January 2021 <p>Digital OOH (DOOH)</p> <ul style="list-style-type: none"> Included in the digital advertising surfaces media group until 2015 <p>DOOH by APG and Clear Channel</p> <ul style="list-style-type: none"> Only included from 2016 	<p>Types of advertising in WizzAd+</p> <ul style="list-style-type: none"> Traditional poster formats Mega posters Digital formats and areas Special formats (Airports, POI/PIS, tourism and transport) <p>Types of advertising media in WizzAd+ In Car Advertising: IN-CAR-SCREEN</p> <p>Classification of data by language region (DE, FR, IT)</p>	<ul style="list-style-type: none"> Advertising on own network Media advertising
 <p>Radio</p>	<p>Radio-Universe: 21 Swiss private broadcasters Corresponds to around 75% of the gross reach that can be established in Switzerland.</p> <ul style="list-style-type: none"> GOAT Radio Radio 1 Radio 24 Radio 32 Radio ARGOVIA Radio BASILISK Radio BERN1 Radio CENTRAL Radio ENERGY BASEL Radio ENERGY BERN Radio ENERGY ZUERICH Radio FM 1 Radio PILATUS Radio SÜEDOSTSCHWEIZ Radio SUNSHINE Radio TOP Radio ZUERISEE Radio LAC Radio LFM Radio ONE FM Radio Rouge FM 	<p>Assessment using marketers' gross prices.</p> <p>Public radio stations are not allowed to broadcast advertisements</p>	<p>Types of advertising in WizzAd+</p> <ul style="list-style-type: none"> Radio normal 	<ul style="list-style-type: none"> Sponsoring Radios Italian part of Switzerland Media advertising
 <p>Cinema</p>	<p>Weischer.Cinema Schweiz GmbH Corresponds to more than 90% of the gross reach that can be established in Switzerland.</p> <ul style="list-style-type: none"> Nationwide approx. 500 cinema auditoriums and more than 600 digital screens 	<p>Assessment using marketers' gross prices.</p>	<p>Types of advertising in WizzAd+</p> <ul style="list-style-type: none"> Cinema spots Slides 	<ul style="list-style-type: none"> Openair cinemas



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<p>Display Supplier Statistics</p> 	<ul style="list-style-type: none"> TX Group/Goldbach Audience CH Media (Lieferung Audienzz) Ringier Advertising United Internet Media UIM (gmx.ch) Audienzz Zattoo AZ Medien 	<p>Assessment using marketers' gross prices. Delivery of data.</p> <p>From 2011: data have been recorded at site-level</p> <p>From 2022: Programmatic ads and online native ads</p> <p>From 2024: SMG (Classified Platforms)</p>	<ul style="list-style-type: none"> All booking forms Standard online advertising formats (according to the IAB): Full Banner, Leader Board, Skyscraper, Rectangle, Wallpaper, etc. <p>Device: Desktop & Mobile</p>	<ul style="list-style-type: none"> Media advertising Affiliates Networks
<p>Display Crawler</p> 	<ul style="list-style-type: none"> Defined universe of high-reach Swiss portals. The advertisement must be "seen" by Swiss IP addresses. The delivery statistics are not a direct alternative, due to the following distinctions: <ul style="list-style-type: none"> Universe not congruent Data collection method (posting statistics vs. visualization) 	<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"> All booking forms, including Programmatic Ads Including creatives Standard advertising formats (IAB) Full Banner, Leader Board, Sky-Scraper, Rectangle, Wallpaper, etc. 	<ul style="list-style-type: none"> Media advertising Affiliates Programmatic ads are not classifiable
<p>Search (SEA)</p> 	<p>Google Ads (AdWords advertisings)</p>	<p>Own collection on a crawler-based method.</p> <p>Evaluation based on Google KPIs such as:</p> <ul style="list-style-type: none"> Position weighting Search volumes per keyword CPC CPD 	<p>Representative Keyword cloud</p> <ul style="list-style-type: none"> German approx. 40'000 French approx. 35'000 <p>Measurement of ads on the first page of the search results (up to 7 ads).</p> <p>Devices: Desktop (incl. tablet) & Mobile</p>	<ul style="list-style-type: none"> Google Shopping Google Display Italian part of Switzerland
<p>YouTube</p> 	<p>YouTube</p>	<p>Own collection on a crawler-based method (virtual panel/AI).</p>	<p>Advertising values</p> <ul style="list-style-type: none"> Advertiser Landing page Creation & type of creation (Video, HTML5, Static) Video properties (Pre-, Mid-, Post-Rolls, Bumper, TrueView Ads, skippable, non-skippable) <p>Devices: Desktop, Mobile & Tablet</p>	<ul style="list-style-type: none"> Overlay