










As of March 2024

Universe Media Focus

Data recording Media Focus

		Note	Recorded	Not recorded
 <p>Print</p>	<p>362 Titels 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, 136 titles General-interest, financial and business press, 52 titles Specialist press, 77 titles Trade press, 97 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 linguistic region) Berner Zeitung Luzerner Zeitung Nordwestschweiz (Weekend) St. Galler Tagblatt Südostschweiz (Weekend) Zürcher Oberländer 	<p>Minimum sizes</p> <ul style="list-style-type: none"> Advertisements following editorial texts: all Promotions: from 100 mm resp. 1/16-page <p>Classification by</p> <ul style="list-style-type: none"> 17 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
 <p>TV</p>	<p>36 Channels 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>Assessment using marketers' gross prices.</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) Goldbach Neo (merger of Clear Channel and Neo Advertising; June 2023) HCBC Livesystems DAB Network Weischer.Cinema (digital posters in/at cinemas) Boost Group AG (Push Poster) <p>The data suppliers are neutralised.</p>	<p>Assessment using marketers' gross prices.</p> <p>Livesystems</p> <ul style="list-style-type: none"> Available for 2024 <p>APG and Clear Channel</p> <ul style="list-style-type: none"> No separate evaluation of the "Marketer" dimension possible. 	<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>	<ul style="list-style-type: none"> Advertising on own network Media advertising
 <p>Radio</p>	<p>57 radio Stations</p> <ul style="list-style-type: none"> 23 Swiss private stations 34 digital radio stations 	<p>Assessment using marketers' gross prices.</p>	<p>Types of advertising in WizzAd+</p> <ul style="list-style-type: none"> Radio normal Digital Radio 	<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 94% 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 	

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<p>Display Supplier Statistics</p> 	<ul style="list-style-type: none"> • audienzz • AZ Medien • Goldbach Audience • Ringier Advertising • SMG • United Internet Media UIM (gmx.ch) • Zattoo 	<p>Assessment using marketers' gross prices.</p> <p>From 2011: data have been recorded at site-level</p> <p>From 2022: Programmatic ads and online native ads: Programmatic advertising and native ads are only meaningful as a total value, as only around 50% of bookings also contain information about the advertising medium.</p>	<ul style="list-style-type: none"> • All booking forms • Standard online advertising formats (according to the IAB) <p>Device: Desktop & Mobile</p>	<ul style="list-style-type: none"> • Media advertising • Affiliates • Networks (Network bookings are not split between individual platforms).
<p>Display Crawler</p> 	<ul style="list-style-type: none"> • Defined universe of high-reach Swiss portals (Source: Similarweb). • 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.</p> <p>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, but no differentiation possible (direct or programmatic), crawler finds any playout (regardless of network, etc.) • Including creatives • Standard advertising formats (IAB) 	<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 aprox. 40'000 • French approx. 35'000 <p>Measurement of ads on the first page of the search results.</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