

# Zattoo Advertising 2020

Switzerland

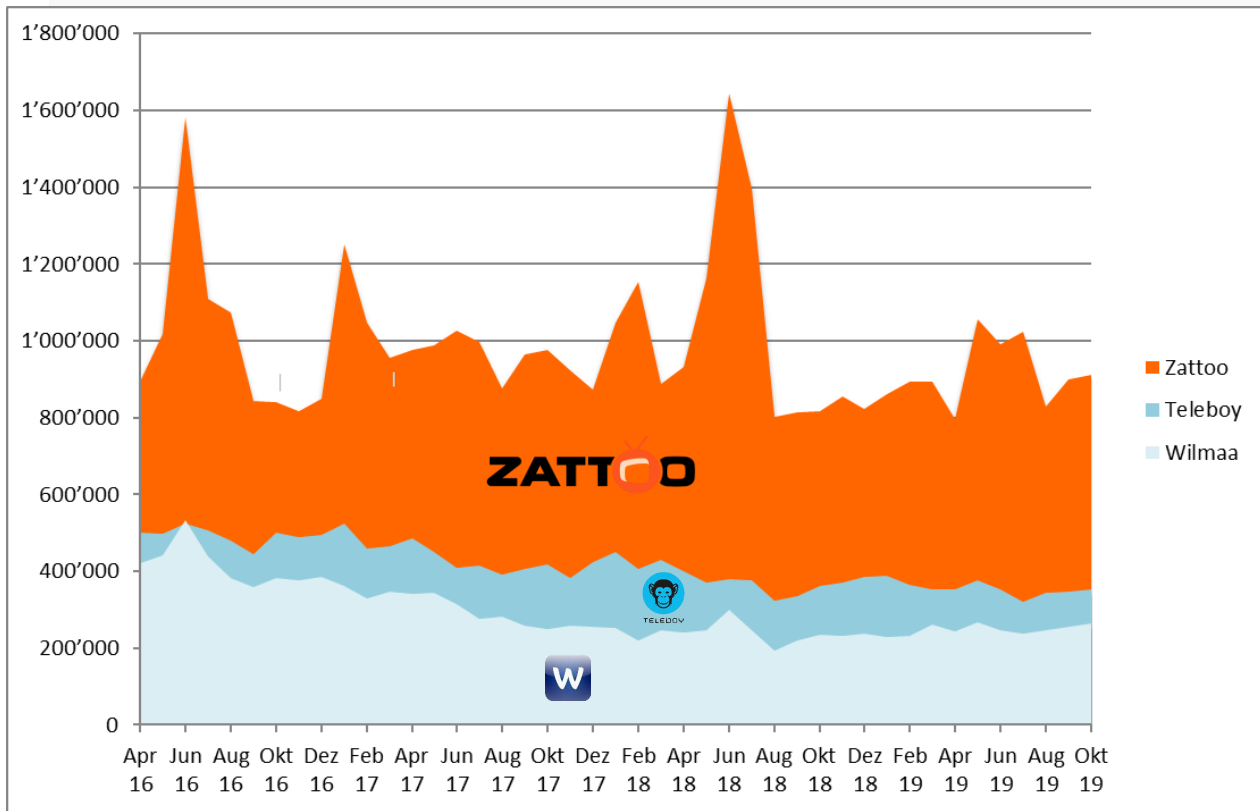


# **NetMetrix Audit 2019**

# NetMetrix-Audit Unique Clients Okt 2019

## Unique Clients/Tsd

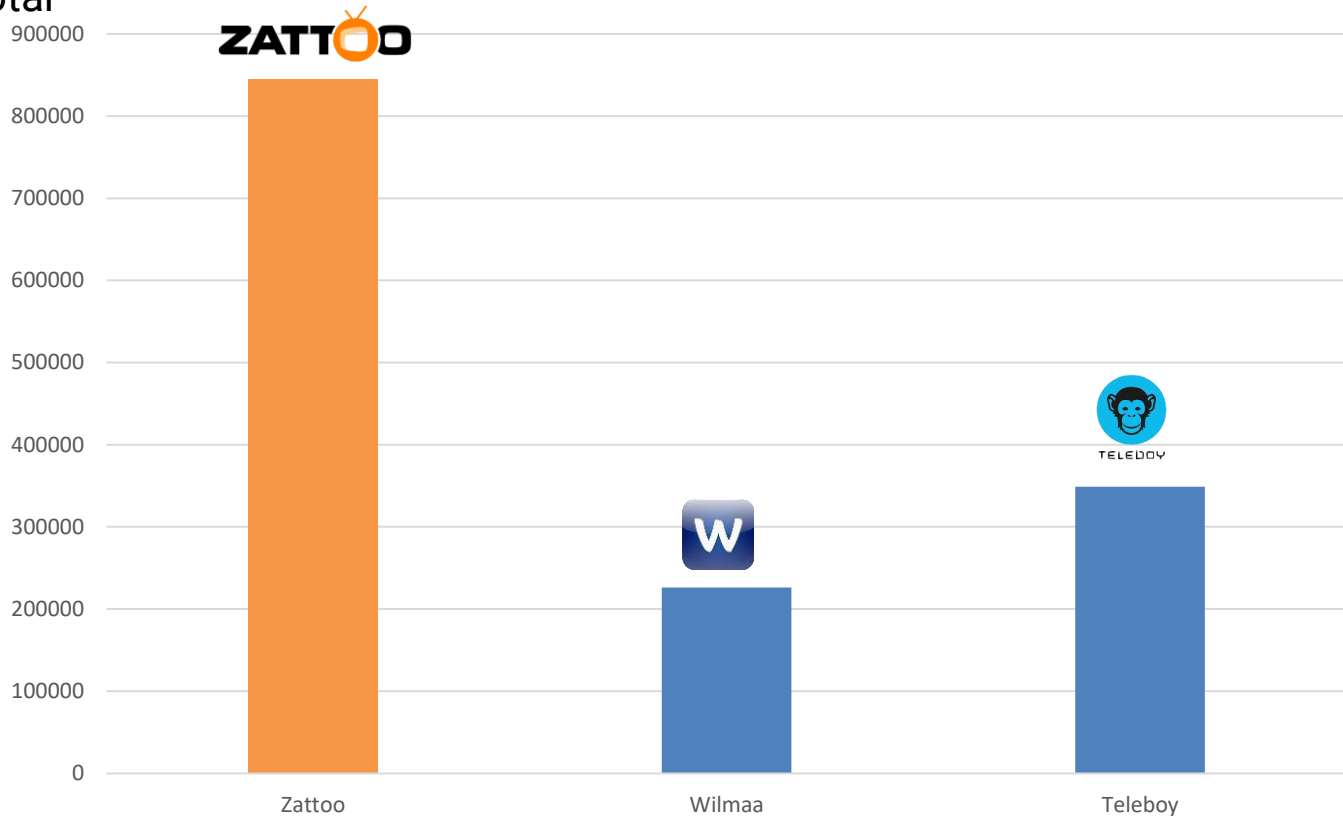
Zattoo	911
Teleboy	354
Wilmaa	263



# NetMetrix Profile 2019/2

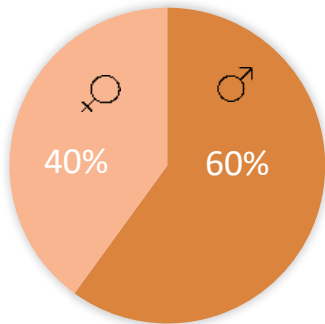
# NetMetrix Profile 19-2

Unique User Total

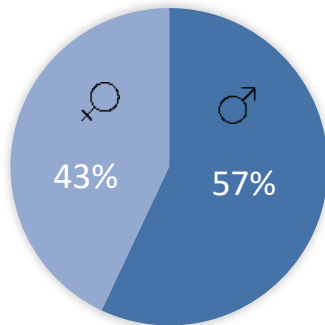
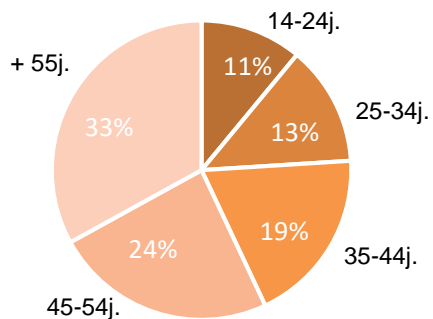


# NetMetrix-Profile 19-2

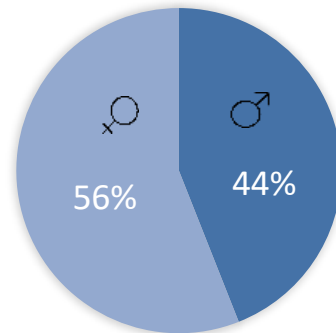
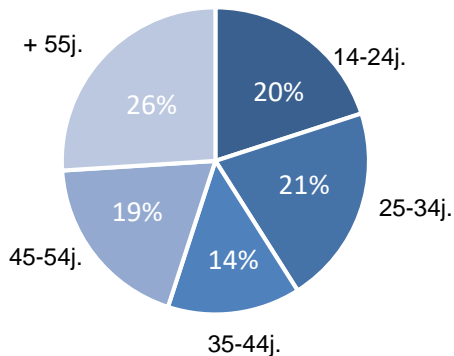
Strukturen Alter, Geschlecht



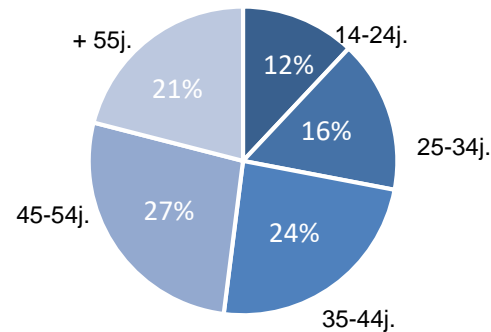
ZATTOO



W

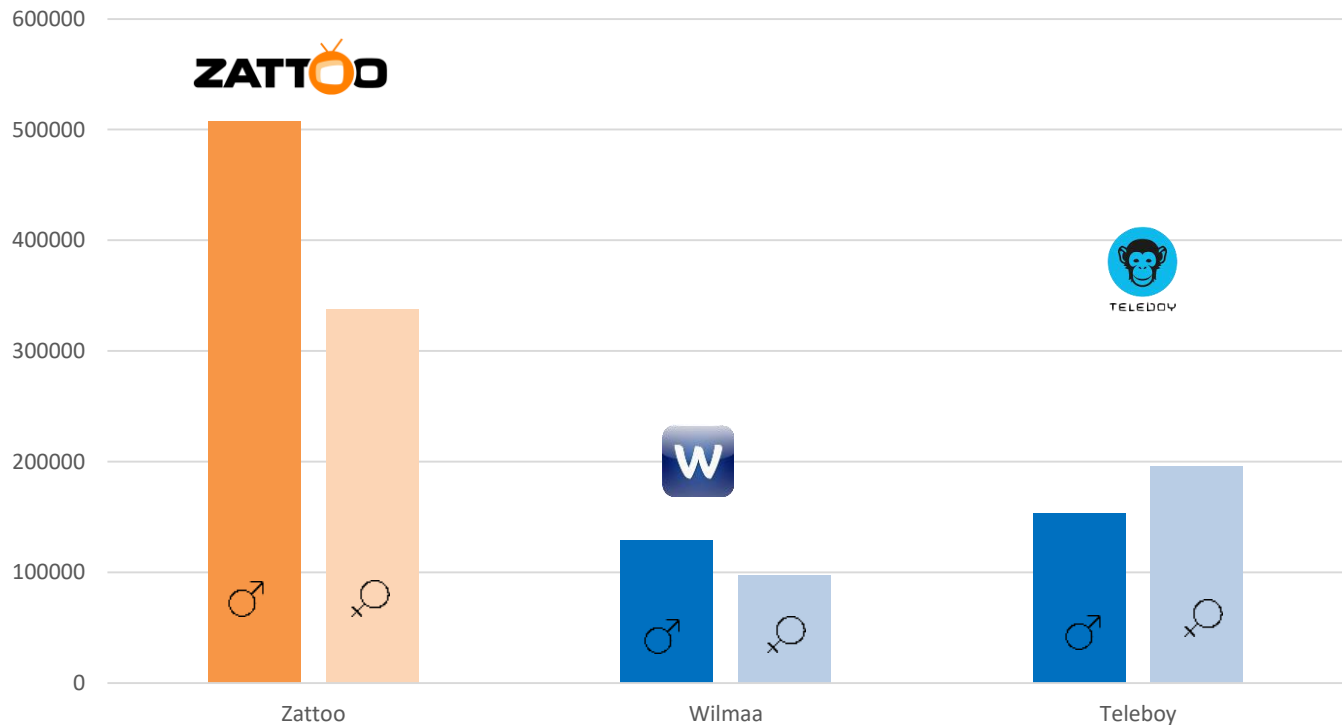


TELEDOV



# NetMetrix Profile 19-2

Unique User





## Vorjahresvergleich

- 2019-2
- 2018-2

## Reichweite Webangebot

zattoo.com (UUpM) 845 1'042

zattoo.com (UUpW) 413 447

Alle Angaben in Tsd.

## Nutzungszeit Webangebot



per Unique User per month:

2h 03min

1h 18min

per Unique User per week:

0h 58min

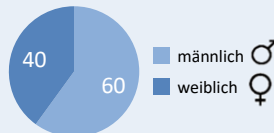
0h 41min

## Reichweite Mobile-Angebot(e)

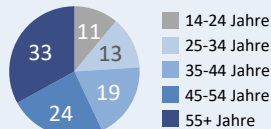
Kein Mobile-Angebot in der Studie NET-Metrix-Profil angemeldet

## Struktur Webangebot

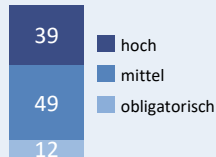
### Geschlecht



### Alter



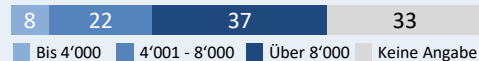
### Bildung



### Sprachregion

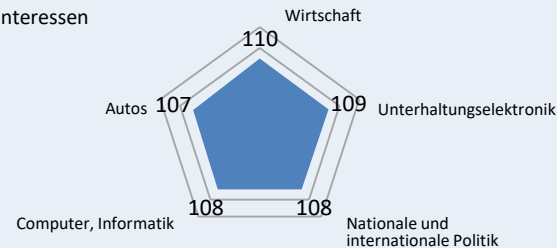


### Haushaltseinkommen in CHF



Basis: Unique User per month; Angaben in Prozent

### Themeninteressen



Basis: Unique User per month; Affinitätsindex; Angaben „sehr starkes/eher starkes Interesse“ gruppiert





## Vorjahresvergleich

- 2019-2
- 2018-2

## Reichweite Webangebot

wilmaa.com (UUpM) 226  
201

wilmaa.com (UUpW) 102  
86

Alle Angaben in Tsd.

## Nutzungszeit Webangebot



per Unique User per month:

1h 39min

1h 40min

per Unique User per week:

0h 50min

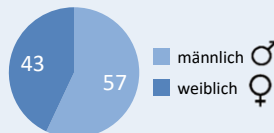
0h 53min

## Reichweite Mobile-Angebot(e)

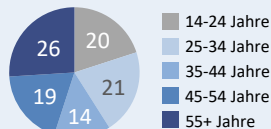
Kein Mobile-Angebot in der  
Studie NET-Metrix-Profil angemeldet

## Struktur Webangebot

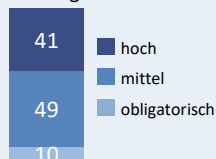
### Geschlecht



### Alter



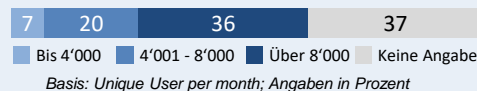
### Bildung



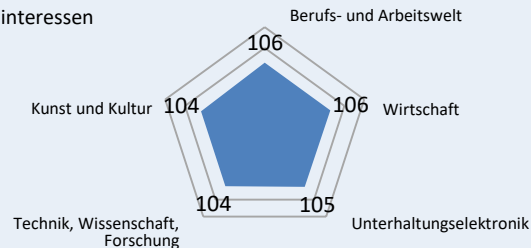
### Sprachregion



### Haushaltseinkommen in CHF



### Themeninteressen



Basis: Unique User per month; Affinitätsindex;  
Angaben „sehr starkes/eher starkes Interesse“ gruppiert



## Vorjahresvergleich

- 2019-2
- 2018-2

## Reichweite Webangebot



Alle Angaben in Tsd.

## Nutzungszeit Webangebot



per Unique User per month:

0h 46min

0h 47min

per Unique User per week:

0h 23min

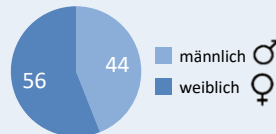
0h 25min

## Reichweite Mobile-Angebot(e)

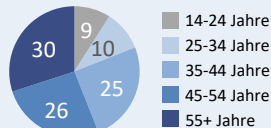
Kein Mobile-Angebot in der Studie NET-Metrix-Profil angemeldet

## Struktur Webangebot

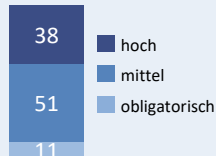
### Geschlecht



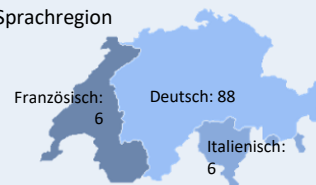
### Alter



### Bildung



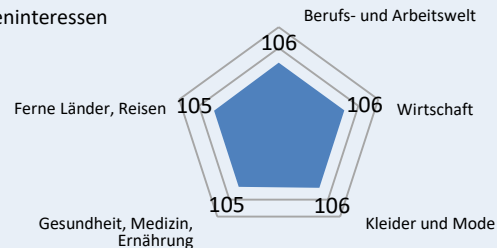
### Sprachregion



### Haushaltseinkommen in CHF



### Themeninteressen



Basis: Unique User per month; Affinitätsindex;  
Angaben „sehr starkes/eher starkes Interesse“ gruppiert

# Point of Contact



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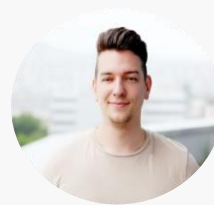
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# Thank You

Switzerland

