

JAN 2024

SWITZERLAND

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

1. Total Population

8.82 MILLION

YEAR-ON-YEAR CHANGE: +0.6% +55 THOUSAND

URBANISATION: 74.3%

2. Cellular Mobile Connections

10.77 MILLION

YEAR-ON-YEAR CHANGE: +1.4% +147 THOUSAND

TOTAL VS. POPULATION: 122.1%

3. Individuals Using the Internet

8.74 MILLION

YEAR-ON-YEAR CHANGE: +0.6% +55 THOUSAND

TOTAL VS. POPULATION: 99.0%

4. Social Media User Identities

6.92 MILLION

YEAR-ON-YEAR CHANGE: -5.1% -370 THOUSAND

TOTAL VS. POPULATION: 78.4%

SOURCES: UN (GOVERNMENT AUTHORITIES); GSMA INTELLIGENCE; EUROPEAN COMMISSION; CAPTAINS & IPWAR; PLATFORM REGULATORS; OCHA; ETAT.RESEARCH; CENTER; WEPC; ANALYSIS; ADVISORY, OCA; DENTRITES; INPERSON AND BASE WEBSITES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES BASED ON DATA VARIATIONS.

Digital 2024 Switzerland

15 sur 136

WE ARE SOCIAL | MELTWATER Les informations de l'image de manière textuelle sont les suivantes :

Titre : Jan 2024 Population Over Time (Population by year, with year-on-year change)

Population par année :

- Jan 2014 : 8.14 M (+1.2%)
- Jan 2015 : 8.24 M (+1.1%)
- Jan 2016 : 8.33 M (+1.1%)
- Jan 2017 : 8.42 M (+0.8%)
- Jan 2018 : 8.48 M (+0.7%)
- Jan 2019 : 8.54 M (+0.7%)
- Jan 2020 : 8.61 M (+0.7%)
- Jan 2021 : 8.67 M (+0.5%)
- Jan 2022 : 8.71 M (+0.4%)
- Jan 2023 : 8.77 M (+0.7%)
- Jan 2024 : 8.82 M (+0.6%)

Légende en bas de l'image :

- Sources : United Nations, Local Government Authorities, Kepios Analysis.
- Note : Where letters are shown next to figures above bars:
 - "M" denotes millions (e.g., "1.2 M" = 1,200,000)
 - "B" denotes billions (e.g., "1.2 B" = 1,200,000,000)
 - Where no letter is present, values are shown as is.
- Comparability : Source changes and base revisions; figures may not correlate with values published in our previous reports.

Éléments visuels :

- Logo de We Are Social
- Logo de Meltwater
- Drapeau de la Suisse avec mention "Switzerland"

Page 20 sur 136, Digital 2024 Switzerland. Voici la transcription textuelle de l'image :

JAN 2024

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

- TOTAL POPULATION
8.82 MILLION
- FEMALE POPULATION
50.3%
- MALE POPULATION
49.7%
- YEAR-ON-YEAR CHANGE IN TOTAL POPULATION
+0.6%
+55 THOUSAND

- MEDIAN AGE OF THE POPULATION
42.5
- URBAN POPULATION
74.3%
- POPULATION DENSITY (PEOPLE PER KM²)
220.6
- OVERALL LITERACY (ADULTS AGED 15+)
99.0%
- FEMALE LITERACY (ADULTS AGED 15+)
99.0%
- MALE LITERACY (ADULTS AGED 15+)
99.0%

SOURCES:

KEPIOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN DATA, INDEMMUNDIE, KNOBMA.

Digital 2024 Switzerland
19 sur 136

Langue de l'image : français

Logos : We Are Social, Meltwater, Drapeau de la Suisse

---### AGE DISTRIBUTION OF THE POPULATION (JAN 2024)

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION

Age Groups and Population Numbers (in Thousands) with Percentage of Total Population:

- **AGE 0-4**: 435K (4.9%)
- **AGE 5-9**: 447K (5.1%)
- **AGE 10-14**: 431K (5.0%)
- **AGE 15-19**: 431K (4.9%)
- **AGE 20-24**: 456K (5.2%)
- **AGE 25-29**: 525K (5.9%)
- **AGE 30-34**: 611K (6.9%)
- **AGE 35-39**: 632K (7.2%)
- **AGE 40-44**: 624K (7.1%)

- **AGE 45-49**: 593K (6.7%)
- **AGE 50-54**: 673K (7.3%)
- **AGE 55-59**: 662K (7.1%)
- **AGE 60-64**: 594K (6.4%)
- **AGE 65-69**: 479K (5.4%)
- **AGE 70-74**: 403K (4.6%)
- **AGE 75-79**: 361K (4.1%)
- **AGE 80-84**: 260K (2.9%)
- **AGE 85-89**: 157K (1.8%)
- **AGE 90-94**: 72.4K (0.8%)
- **AGE 95-99**: 18.0K (0.2%)
- **AGE 100+**: 2.023K (0.1%)

We Are Social | Meltwater

SOURCES: Extrapolation of data published by the United Nations and local government authorities. Notes: Percentage values below each bar represent their respective age group's share of the total population. Where letters "K" are shown next to figures above bars, "K" denotes thousands (e.g., 12K = 12,000); "M" denotes millions (e.g., 1.2M = 1,200,000). Age definitions: 0-18 years = "18 years and below." Where no letter is present, values are shown as is. COMPARABILITY: Source changes and base revisions; figures may not compare with values published in previous editions.

Digital 2024 Switzerland

21 sur 136

- (Icons for navigation, sharing, and languages are not directly transcribed as they are visual elements. The bottom bar: 1 of 136 pages, with icons for navigation, language options, etc.)JAN 2024

FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

SWITZERLAND

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)
\$905.7 BILLION

PERCENTAGE OF THE POPULATION EARNING LESS THAN \$3.65 (2017 PPP) PER DAY
[N/A]

GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)
\$788.3 BILLION

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER
100%

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)
\$103 THOUSAND

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION
99.9%

GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL
DOLLARS)
\$89.5 THOUSAND

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY
100%

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
\$69.6 THOUSAND

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
93.3%

SOURCES: IMF, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2023)
DEFINITIONS: \$3.65 (2017 PPP): REJECTS LOCAL PURCHASING POWER PARITY
BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. BASIC
DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED
DRINKING WATER FROM AN IMPROVED SOURCE. PHONE OWNERSHIP: THE
WORLD BANK'S 2021 FIGURE FOR MOBILE CONNECTIVITY. THE GLOBAL
WORLD BANK METADATA IS AVAILABLE UPON REQUEST. NOTE: FOR MORE
INFORMATION, PLEASE REFER TO THE WORLD BANK'S DATABASE OF
INDICATORS. COMPARABILITY: FIGURES USE LATEST FIGURES AND
METHODOLOGIES. DEFINITION FOR THE 2023 INDICATORS FROM THE SAME
YEAR ARE REFERENCED. NOTE: 2023 INDICATORS MAY NOT MATCH VALUES
SHOWN ELSEWHERE IN THIS REPORT.

Digital 2024 Switzerland

22 sur 136

français

we are social Meltwater** JAN 2024 DEVICE OWNERSHIP**

**PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF
DEVICE**

****Any Kind of Mobile Phone****

- 96.3%
- Year-on-Year Change: +2.7% (+250 BPS)

****Smart Phone****

- 96.3%
- Year-on-Year Change: +3.2% (+300 BPS)

****Feature Phone****

- 3.5%
- Year-on-Year Change: -25.5% (-120 BPS)

****Laptop or Desktop Computer****

- 81.0%
- Year-on-Year Change: +3.1% (+240 BPS)

****Tablet Device****

- 51.1%
- Year-on-Year Change: -1.4% (-70 BPS)

****Games Console****

- 29.0%
- Year-on-Year Change: -8.2% (-260 BPS)

****Smart Watch or Smart Wristband****

- 32.9%
- Year-on-Year Change: +4.4% (+140 BPS)

****TV Streaming Device****

- 16.8%
- Year-on-Year Change: -4.0% (-70 BPS)

****Smart Home Device****

- 11.6%
- Year-on-Year Change: -6.5% (-80 BPS)

****Virtual Reality Device****

- 4.1%
- Year-on-Year Change: -14.6% (-70 BPS)

****SOURCE:****

GWJ (Q3 2023) Figures represent the findings of a broad survey of internet users aged 16 to 64 (see GWJ.com).

****NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 10% FROM A STARTING VALUE OF 50% WOULD GIVE 55%, NOT 60%). BPS VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE.****

****COMPARABILITY:**** Methodology changes: see notes on field data.

Digital 2024 Switzerland - Page 23 of 136

We are social - Meltwater

****Buttons and Indicators:****

- Home
- Search
- Share
- Zoom In
- Zoom Out
- Full Screen
- Language: FrenchJAN 2024

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

TIME SPENT USING THE INTERNET

5H 32M

YEAR-ON-YEAR CHANGE -2.0% (-6 MINS)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)

2H 43M

YEAR-ON-YEAR CHANGE -7.2% (-12 MINS)

TIME SPENT USING SOCIAL MEDIA

1H 39M

YEAR-ON-YEAR CHANGE -3.7% (-3 MINS)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)

1H 21M

YEAR-ON-YEAR CHANGE -16.4% (-15 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES

1H 18M

YEAR-ON-YEAR CHANGE -7.5% (-6 MINS)

TIME SPENT LISTENING TO BROADCAST RADIO

1H 16M

YEAR-ON-YEAR CHANGE -12.3% (-10 MINS)

TIME SPENT LISTENING TO PODCASTS

0H 36M

YEAR-ON-YEAR CHANGE -3.1% (-1 MINS)

TIME SPENT USING A GAMES CONSOLE

0H 38M

YEAR-ON-YEAR CHANGE -26.7% (-13 MINS)

Source: GWI Jan 2024 | Figures represent the findings of a broad survey of internet users aged 16 to 64 (see GWI.com).

Note: People may consume different media concurrently. Television includes time spent watching broadcast and cable television, as well as time spent watching via video-on-demand services. Press includes both online and physical print media. Broadcast radio does not include internet radio.

Comparability: Methodology changes vs. 2023 – see notes on data.

We are social powered by Meltwater

Digital 2024 Switzerland

25 sur 136 Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

SWITZERLAND

- **TOTAL NUMBER OF INTERNET USERS**

![[Icon of a globe]]

8.74 MILLION

- **INTERNET USERS vs. TOTAL POPULATION**

![[Icon of three people]]

99.0%

- **YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS**

![[Icon of an upward arrow]]

+0.6% +55 THOUSAND

- **YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION**

![[Icon of two people]]

0% [UNCHANGED]

- **INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE**

![[Icon of a globe with a signal]]

149.6

- **PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES**

![[Icon of a mobile phone]]

93.9%

- **AVERAGE DAILY TIME SPENT USING THE INTERNET**

![[Icon of a clock]]

5H 32M

- **YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET**

![[Icon of a downward arrow]]

** -2.0% -6 MINS**

Sources: KEPIOS ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, CIA WORLD FACTBOOK, GNI, KANTAR & IAMAI, LOCAL GOVERNMENT AUTHORITIES, UNITED NATIONS, TIME SPENT AND MOBILE SHARE DATA FROM GWI.

NOTE: POPULATION DATA BASED ON UNITED NATIONS DATA.

Digital 2024 Switzerland

27 sur 136

français

[[Icons for different functionalities]]

We Are Social

Meltwater

---Voici la retranscription textuelle de l'image :

JAN 2024

INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

- JAN 2014: 90.6% (0%)
- JAN 2015: 90.6% (0%)
- JAN 2016: 90.6% (0%)
- JAN 2017: 94.5% (+4.3%)
- JAN 2018: 94.5% (0%)
- JAN 2019: 96.8% (+2.4%)
- JAN 2020: 96.8% (0%)
- JAN 2021: 98.4% (+1.6%)
- JAN 2022: 98.4% (0%)
- JAN 2023: 99.0% (+0.6%)

- JAN 2024: 99.0% (0%)

Sources:

- Various sources including HFPOS Analysis, ITU, USAI, Eurostat, Google's advertising resources, GSMA, Kantar, IAMA, Government resources, United Nations.

Notes:

- Data is not provided for all countries, data from the "most cited" or "reputed" data source is used.
- Internet rates are indicative of trends and changes in internet adoption.
- The percentages represent an estimated number of users compared to the country's total population.

Comparability:

- Figures should be treated with caution.

Digital 2024 Switzerland

Page 29 sur 136 | Français | We Are Social | MeltwaterD'accord, voici la retranscription textuelle de l'image :

JAN 2024

INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

| Jan 2014 | Jan 2015 | Jan 2016 | Jan 2017 | Jan 2018 | Jan 2019 | Jan 2020 | Jan 2021 | Jan 2022 | Jan 2023 | Jan 2024 |

|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

--|

| 7.37 M | 7.46 M | 7.54 M | 7.96 M | 8.02 M | 8.27 M | 8.33 M | 8.53 M | 8.57 M | 8.68 M | 8.74 M |

| +1.2% | +1.1% | +5.5% | +0.8% | +3.2% | +0.7% | +2.4% | +0.5% | +1.3% | +0.6% |

SOURCES: KEPIO ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CENEC, KANTAR IMAI, GOVERNMENT RESOURCES, UNITED NATIONS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE, BE SURE TO CONSULT THE NOTES ON EACH SLIDE TO IDENTIFY THEM. ALL FIGURES ARE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY REPRESENT AN EARLIER DATE. USE NOTES ON DATA.

INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS: ITU

8.54 MILLION vs. POPULATION 96.8%

INTERNET USERS: CIA WORLD FACTBOOK

8.35 MILLION vs. POPULATION 94.6%

INTERNET USERS: INTERNETWORLDSTATS

8.43 MILLION vs. POPULATION 95.5%

SOURCES:

AS STATED ABOVE EACH ICON.

NOTES:

WHEN SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE PENETRATION (I.E. PERCENTAGE).

COMPARABILITY: POTENTIAL MISMATCHES: INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

Digital 2024 Switzerland 30 sur 136

we are social

MeltwaterJan 2024

DAILY TIME SPENT USING THE INTERNET

Amount of time that internet users aged 16 to 64 spend using the internet each day

Daily time spent using the internet across all devices (orange circle with watch illustration): 5H 32M

Time spent using the internet on mobile phones (green circle with phone illustration): 2H 38M

Time spent using the internet on computers and tablets (blue circle with laptop

illustration): 2H 54M

Mobile's share of total daily internet time (red circle with scale illustration): 47.6%

Source: GWI Q3 2021. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See Notes on Data.

Digital 2024 Switzerland (bottom left corner): 31 sur 136

Icons at the bottom right: various icons, including a document icon, a speech bubble icon, a magnifying glass icon, a print icon, "français" text, and the logos for "We Are Social" and "Meltwater".

JAN 2024 MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

****SWITZERLAND****

USING THE INTERNET VIA A MOBILE PHONE

- 96.4%
- YEAR-ON-YEAR CHANGE
- -0.2% (-23 BPS)

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET

- 96.6%
- YEAR-ON-YEAR CHANGE
- -1.3% (-126 BPS)

USING SOCIAL MEDIA

- 91.7%
- YEAR-ON-YEAR CHANGE
- +0.05% (+5 BPS)

WATCHING LINEAR AND BROADCAST TV

- 90.3%
- YEAR-ON-YEAR CHANGE
- -0.2% (-19 BPS)

WATCHING STREAMING AND ON-DEMAND TV

- 68.2%
- YEAR-ON-YEAR CHANGE
- -3.0% (-214 BPS)

READING ONLINE PRESS CONTENT

- 80.9%
- YEAR-ON-YEAR CHANGE

- 4.4% (-375 BPS)

READING PHYSICAL PRESS CONTENT

- 75.8%

- YEAR-ON-YEAR CHANGE

- 3.1% (-245 BPS)

LISTENING TO BROADCAST RADIO

- 81.6%

- YEAR-ON-YEAR CHANGE

- 3.2% (-267 BPS)

LISTENING TO MUSIC STREAMING SERVICES

- 61.2%

- YEAR-ON-YEAR CHANGE

- 3.3% (-211 BPS)

LISTENING TO PODCASTS

- 60.2%

- YEAR-ON-YEAR CHANGE

- 0.6% (-39 BPS)

****SOURCE:**** GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWICOM.CO/NOTES). NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN EACH NUMBER VERSUS COMPARABLE VALUE FOR THE EQUIVALENT PERIOD 12 MONTHS PRIOR. BPS = BASIS POINTS. GWI ASK ABOUT "LISTENING TO BROADCAST RADIO" DOES NOT INCLUDE TIME SHIFTED RADIO. COMPARABILITY OF VIEWING AND LISTENING BEHAVIORS MAYBE AFFECTED BY CHANGES IN SURVEY QUESTION WORDING, BASE AND DISTRIBUTION. DATA FOR OTHER MEDIA TYPES FROM NATIVE 'MEDIA CONSUMPTION' SURVEYS RESULTS AVAILABLE ELSEWHERE.

Digital 2024 Switzerland

24 sur 136

****SOURCE LOGOS:**** GWI, Meltwater, We are social, KANTARJan 2024

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

1. FINDING INFORMATION - 72.2%
2. RESEARCHING HOW TO DO THINGS - 62.2%
3. STAYING IN TOUCH WITH FRIENDS AND FAMILY - 58.9%
4. KEEPING UP TO DATE WITH NEWS AND EVENTS - 57.3%
5. RESEARCHING PLACES, VACATIONS AND TRAVEL - 55.9%

6. FINDING NEW IDEAS OR INSPIRATION - 54.0%
7. RESEARCHING PRODUCTS AND BRANDS - 53.1%
8. FILLING UP SPARE TIME AND GENERAL BROWSING - 50.0%
9. ACCESSING AND LISTENING TO MUSIC - 48.9%
10. WATCHING VIDEOS, TV SHOWS OR MOVIES - 45.0%
11. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS - 41.2%
12. BUSINESS-RELATED RESEARCH - 39.3%
13. MANAGING FINANCES AND SAVINGS - 38.8%
14. EDUCATION AND STUDY-RELATED PURPOSES - 35.2%
15. ORGANISING DAY-TO-DAY LIFE - 27.5%

Source: GWI Q3 2023 | FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA


We are social | Meltwater

Digital 2024 Switzerland


32 sur 136** JAN 2024 | INTERNET CONNECTION SPEEDS**

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS


MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

-  (link)
- **Download (Mbps):** 83.10
- **Upload (Mbps):** 19.54
- **Latency (ms):** 20


YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

-  (link)
- **Download:** +7.4%
- **Upload:** +0.5%
- **Latency:** -4.8%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

-  (link)
- **Download (Mbps):** 195.20
- **Upload (Mbps):** 84.04
- **Latency (ms):** 8

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

-  (link)
- **Download:** +34.3%

- **Upload:** +14.3%
- **Latency:** 0%

SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2023. TIP: A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY.
[Logos: We Are Social & Meltwater]

Digital 2024 Switzerland

- 34 sur 136

- ![Icons: Zoom, Print, Save, Language](link)

- **français** Voici la retranscription textuelle de l'image :

JAN 2024

DEVICES USED TO ACCESS THE INTERNET

Percentage of Internet Users Aged 16 to 64 Who Use Each Kind of Device to Access the Internet

MOBILE PHONE (ANY)

93.9%

Year-on-Year Change +7.4% (+650 BPS)

LAPTOP OR DESKTOP (ANY)

83.4%

Year-on-Year Change -0.4% (-30 BPS)

SMART PHONE

92.3%

Year-on-Year Change +7.0% (+600 BPS)

FEATURE PHONE

2.3%

Year-on-Year Change -11.5% (-30 BPS)

TABLET DEVICE

41.7%

Year-on-Year Change -6.7% (-300 BPS)

PERSONAL LAPTOP OR DESKTOP

75.1%

Year-on-Year Change -0.9% (-70 BPS)

****WORK LAPTOP OR DESKTOP****

40.4%

Year-on-Year Change +8.3% (+310 BPS)

****CONNECTED TELEVISION****

30.0%

Year-on-Year Change +11.5% (+310 BPS)

****SMART HOME DEVICE****

9.0%

Year-on-Year Change +26.8% (+190 BPS)

****GAMES CONSOLE****

12.0%

Year-on-Year Change -7.7% (-100 BPS)

Source: GWI Jan 2024 (Figures represent the findings of a broad survey of Internet users aged 16 to 64, see GWI.com). Notes: "Mobile Phone (Any)" includes users who access via a smartphone or feature phone. "Laptop or Desktop (Any)" includes users who access via either computer provided by their employer. Percentage change values reflect relative change; "BPS" values show the change in basis points, and reflect absolute change.

Digital 2024 Switzerland

33 sur 136

GWI

we are social

Meltwater

Jan 2024

MOBILE'S SHARE OF WEB TRAFFIC (YOY)

Percentage of total web pages served to web browsers running on mobile phones

DEC 2013: 10.83% (+138%)

DEC 2014: 25.82% (-1.6%)

DEC 2015: 25.40% (+26.7%)

DEC 2016: 32.17% (+7.9%)

DEC 2017: 34.70% (-4.5%)

DEC 2018: 33.15% (+14.7%)

DEC 2019: 38.02% (+8.8%)

DEC 2020: 41.36% (+1.8%)

DEC 2021: 42.09% (-3.8%)

DEC 2022: 40.49% (-15.0%)

DEC 2023: 34.41%

SOURCE: STATCOUNTER. NOTES: Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (i.e., an increase of 20% from starting value of 30% would equal 60%, not 70%).

Digital 2024 Switzerland

36 sur 136

we are social

MeltwaterJAN 2024

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

Mobile Phones

34.41%

Year-on-year change

-15.0% (-608 BPS)

Laptop and Desktop Computers

63.69%

Year-on-year change

+11.3% (+647 BPS)

Tablet Devices

1.88%

Year-on-year change

-16.8% (-38 BPS)

Other Devices

0.02%

Year-on-year change

-33.3% (-1 BP)

Source: Statcounter. Notes: Figures represent the number of web pages served to browsers running on each type of device compared with the total number of web pages served to browsers running on any device in December 2023. Percentage change values represent the change in the percentage of pages served compared with December 2022 (e.g., for mobile phones in 2024 to be identical to 2023, 2024 figures

would be equal to that in preceding 6075). "BPS" values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

Kepios

Switzerland

We are (SOCIAL) Social

Meltwater

Digital 2024 Switzerland 35 sur 136 françaisJAN 2024

SHARE OF WEB TRAFFIC BY BROWSER
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB
BROWSER RUNNING ON ANY DEVICE

CHROME: 48.3%
SAFARI: 24.6%
EDGE: 15.5%
FIREFOX: 6.3%
SAMSUNG INTERNET: 3.2%
OPERA: 1.5%
IE: 0.1%
OTHERS: 0.5%

SOURCE: STATCOUNTER: NOTES: FIGURES REPRESENT THE NUMBER OF
PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE
VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN
DECEMBER 2023.

Datareportal / we are social / Meltwater

38 sur 136
Digital 2024 Switzerland
françaisVoici la retranscription textuelle de l'image :

**** JAN 2024 ****

****TOP TYPES OF WEBSITES VISITED AND APPS USED****

****PERCENTAGE OF INTERNET USERS AGED 16 TO 64** WHO HAVE VISITED OR
USED EACH KIND OF DIGITAL PROPERTY IN THE **PAST MONTH****

1. ****CHAT AND MESSAGING**** - 95.5%
2. ****SOCIAL NETWORKS**** - 91.8%

3. **SEARCH ENGINES OR WEB PORTALS** - 88.8%
4. **EMAIL** - 67.9%
5. **MAPS, PARKING, OR LOCATION-BASED SERVICES** - 65.7%
6. **WEATHER** - 64.1%
7. **SHOPPING, AUCTIONS, OR CLASSIFIEDS** - 55.4%
8. **NEWS** - 48.8%
9. **MUSIC** - 45.6%
10. **BANKING, INVESTING, OR INSURANCE** - 38.2%
11. **TRAVEL** - 35.9%
12. **ENTERTAINMENT** - 33.6%
13. **GAMES** - 30.1%
14. **SPORTS** - 27.0%
15. **HEALTH AND FITNESS** - 25.0%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

Digital 2024 Switzerland

37 sur 136

we are social — **Meltwater** JAN 2024

SHARE OF SEARCH ENGINE REFERRALS
PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT
ORIGINATED FROM EACH SEARCH SERVICE

GOOGLE 91.2%
BING 5.6%
DUCKDUCKGO 1.0%
YAHOO! 0.8%
ECOSIA 0.7%
YANDEX 0.4%
BAIDU 0.04%
OTHERS 0.2%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE, YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

Digital 2024 Switzerland 41 sur 136

we are social Meltwater** JAN 2024 TOP GOOGLE SEARCHES**

****QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY
BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023****

SEARCH QUERY | INDEX vs. TOP QUERY

01. WETTER | 100
02. GOOGLE | 94
03. BLICK | 70
04. RESTAURANT | 61
05. METEO | 54
06. YOUTUBE | 54
07. 20 | 51
08. MIGROS | 44
09. SRF | 41
10. SWISS | 40

SEARCH QUERY | INDEX vs. TOP QUERY

11. TRANSLATE | 38
12. COOP | 37
13. NEWS | 33
14. MAPS | 29
15. FACEBOOK | 27
16. TRADUCTION | 26
17. ÜBERSETZER | 25
18. SBB | 24
19. IKEA | 23
20. 20 MIN | 23

(Source information and notes as provided in the image)

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS THE SEARCH QUERIES' RELATIVE SEARCH VOLUME NEXT TO THE QUERY AS NUMBER 1 - 'WETTER' IN THIS CASE. GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

Digital 2024 Switzerland (Page 42 of 136)

We are social | _Meltwater_JAN 2024

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

SWITZERLAND

| WEBSITE | TOTAL VISITS (MONTHLY) | UNIQUE VISITORS (MONTHLY) |
AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT

---	-----	-----	-----	-----	-----
01	GOOGLE.COM	393 M	8.54 M	10 M 45 S	9.1
02	YOUTUBE.COM	136 M	5.95 M	18 M 18 S	10.5
03	FACEBOOK.COM	50.2 M	3.95 M	8 M 29 S	8.0
04	BLICK.CH	37.5 M	2.72 M	4 M 53 S	3.2
05	GOOGLE.CH	37.1 M	2.35 M	8 M 55 S	11.6
06	20MIN.CH	35.7 M	2.80 M	3 M 49 S	3.2
07	WIKIPEDIA.ORG	32.8 M	4.34 M	3 M 33 S	3.0
08	SRF.CH	24.7 M	3.25 M	4 M 11 S	2.8
09	INSTAGRAM.COM	21.5 M	3.52 M	10 M 54 S	10.4
10	TWITTER.COM	16.3 M	2.58 M	9 M 01 S	8.2
11	GALAXUS.CH	15.4 M	3.16 M	5 M 17 S	6.2
12	LINKEDIN.COM	15.2 M	1.88 M	7 M 27 S	7.3
13	BLUEWIN.CH	14.5 M	1.12 M	7 M 21 S	4.5
14	ADMIN.CH	14.1 M	3.04 M	3 M 26 S	5.5
15	PORNHUB.COM	14.1 M	1.64 M	9 M 33 S	9.6
16	LIVE.COM	14.0 M	1.35 M	7 M 28 S	8.9
17	WHATSAPP.COM	14.0 M	1.37 M	5 M 01 S	1.7
18	XNXX.COM	13.6 M	1.37 M	14 M 08 S	12.1
19	NETFLIX.COM	11.6 M	1.06 M	4 M 34 S	4.3
20	RICARDO.CH	10.4 M	1.33 M	8 M 26 S	9.9

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. NOTES: VALUES IN THE 'UNIQUE VISITORS' COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING DEVICES, BUT DO NOT REPRESENT THE NUMBER OF PEOPLE. SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR 'TOTAL VISITS' ARE SHOWN IN MILLIONS AND REPRESENT THE AGGREGATED NUMBER OF BOTH NEW AND RETURNING USERS. ALL USERS REPRESENT DESKTOP AND MOBILE DEVICE TRAFFIC. TIME SPENT MEASURED IN MINUTES AND SECONDS. ADVISORY: SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

We Are Social Meltwater

Page 39 sur 136JAN 2024

TV CONSUMPTION AND STREAMING

EXPLORING THE VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

[Switzerland flag]
Switzerland

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH

[Green TV Icon]
97.3%

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV

[Yellow Bar Chart Icon]
-0.4%
-40 BPS

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV

[Red Clock Icon]
2H 43M

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)

[Blue Pie Chart Icon]
-7.2%
-12 MINS

INTERNET USERS WHO STREAM TV CONTENT VS INTERNET USERS WHO WATCH ANY KIND OF TV

[Red Wi-Fi Icon]
88.1%

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET

[Blue Clock Icon]
0H 56M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT

[Green Downward Arrow Icon]
-11.5%
-7 MINS

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME

[Orange Balance Scale Icon]
34.5%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD

SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.

COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

[Page Number: 45]
Digital 2024 Switzerland
45 sur 136

[We Are Social and Meltwater logos]** JAN 2024**

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE
TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	388 M	17.3 M	22M	
03S		3.5			
02	YOUTUBE.COM	348 M	11.4 M	34M	
48S		5.6			
03	FACEBOOK.COM	43.0 M	5.77 M	23M	
04S		2.5			
04	PORNHUB.COM	37.1 M	3.26 M	30M	
04S		7.7			
05	20MIN.CH	31.8 M	2.34 M	23M 45S	
1.6					
06	BLICK.CH	29.9 M	1.67 M	23M 59S	
1.5					
07	GOOGLE.CH	27.8 M	2.41 M	16M	
02S		4.0			
08	WIKIPEDIA.ORG	26.5 M	4.67 M	09M	
07S		1.8			
09	INSTAGRAM.COM	18.9 M	3.84 M	17M	
04S		3.2			
10	DUCKDUCKGO.COM	17.1 M	823 K	20M	
08S		2.4			
11	SRF.CH	14.6 M	1.63 M	12M 47S	
2.3					
12	WATSON.CH	13.8 M	916 K	17M 34S	
3.2					
13	XVIDEOS.COM	13.0 M	1.63 M	12M	
09S		8.0			
14	BING.COM	12.0 M	1.61 M	15M 02S	
3.2					

15	XNXX.COM	11.9 M	1.39 M	10M 55S
8.3				
16	REDDIT.COM	11.3 M	2.22 M	15M
05S	2.1			
17	LINKEDIN.COM	10.9 M	2.41 M	16M
23S	2.8			
18	TWITTER.COM	10.6 M	2.23 M	18M
02S	1.8			
19	MICROSOFTONLINE.COM	10.4 M	2.02 M	04M
03S	1.9			
20	TIKTOK.COM	10.4 M	2.32 M	09M
02S	1.7			

****SOURCE:**** SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INDIVIDUALS ACCESSING EACH SITE, BUT MAY NOT REPRESENT INDIVIDUAL HUMANS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR CONNECTIONS (E.G. AT HOME AND IN THE OFFICE), AND SOME DEVICES MAY HAVE MULTIPLE USERS. WHERE RELEVANT, SOME SITES MAY INCLUDE ADVISORY TEXTS. SOME PAGES AND/OR WEBSITES INCLUDED IN THIS LIST MAY CONTAIN ADULT CONTENT, VIOLENCE, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

****SOURCE LOGOS:**** We Are Social, Meltwater

****Digital 2024 Switzerland****

****40 sur 136****Voici la retranscription textuelle de l'image:

****JAN 2024 WATCHING ONLINE VIDEO CONTENT****

****PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK****

****Switzerland****

1. ****ANY KIND OF VIDEO****

- ****87.8%****

- YOY: +0.2% (+20 BPS)

2. ****MUSIC VIDEO****

- ****31.7%****

- YOY: -7.6% (-260 BPS)

3. ****COMEDY, MEME, OR VIRAL VIDEO****
 - ****26.2%****
 - YOY: +9.6% (+230 BPS)
4. ****VIDEO LIVESTREAM****
 - ****15.6%****
 - YOY: -14.3% (-260 BPS)
5. ****TUTORIAL OR HOW-TO VIDEO****
 - ****26.3%****
 - YOY: -9.0% (-260 BPS)
6. ****EDUCATIONAL VIDEO****
 - ****18.0%****
 - YOY: -8.2% (-160 BPS)
7. ****PRODUCT REVIEW VIDEO****
 - ****13.8%****
 - YOY: -10.4% (-160 BPS)
8. ****SPORTS CLIP OR HIGHLIGHTS VIDEO****
 - ****12.2%****
 - YOY: -9.6% (-130 BPS)
9. ****INFLUENCER VIDEOS AND VLOGS****
 - ****15.6%****
 - YOY: [UNCHANGED]
10. ****GAMING VIDEO****
 - ****12.5%****
 - YOY: -10.1% (-140 BPS)

****SOURCE:**** GWI Jan 2024 Figures represent the findings of a broad survey of Internet users aged 16 to 64. See GWI.com. Notes: “YOY” figures represent year-on-year change. Percentage change values compare the percentage of respondents, or responses from a starting value of 0%. BPS values represent basis points, and indicate the absolute change. Comparability: Methodology Changes. See notes on Data.

****Digital 2024 Switzerland**** 44 sur 136

- ****we are social****
- ****Meltwater****

---Voici la transcription textuelle de l'image :

JAN 2024

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

- **USE A SEARCH ENGINE (E.G., GOOGLE, BING, DUCKDUCKGO) EACH MONTH**

88.8%

- **USE VOICE ASSISTANTS (E.G., SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK**

10.5%

- **VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS**

27.2%

- **USE IMAGE SEARCH TOOLS (E.G., GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH**

12.8%

- **SCAN A QR CODE ON A MOBILE PHONE EACH MONTH**

60.8%

- **USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK**

46.1%

SWITZERLAND

43

*SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:

METHODOLOGY CHANGES. SEE NOTES ON DATA.*

Digital 2024 Switzerland *43 sur 136*

we are social *Meltwater*

Note : Tout le texte, les pourcentages et les chiffres sont fidèlement repris de l'image fournie. Les figures infographiques et les logos n'ont pas été reproduits textuellement mais sont mentionnés lorsqu'ils fournissent des informations. Bien sûr, voici la transcription textuelle de l'image :

JAN 2024

MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023

****MOST STREAMED MOVIES ON NETFLIX****

#	MOVIE NAME	INDEX
01	GLASS ONION: A KNIVES OUT MYSTERY	100
02	LUTHER: THE FALLEN SUN	98
03	EXTRACTION 2	85
04	REPTILE	77
05	THE MOTHER	77
06	HEART OF STONE	75
07	YOUR PLACE OR MINE	75
08	MURDER MYSTERY 2	72
09	YOU PEOPLE	71
10	AKA	70

****MOST STREAMED TV SHOWS ON NETFLIX****

#	TV SHOW NAME	INDEX
01	THE ROOKIE	100
02	THE NIGHT AGENT	74
03	LUPIN	73
04	GINNY & GEORGIA	69
05	THE WITCHER	69

06	LOVE IS BLIND	64
07	THE LINCOLN LAWYER	63
08	LIEBES KIND	57
09	YOU	56
10	ONE PIECE	53

SOURCE: FLIXPATROL.COM, NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONVERT THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

Digital 2024 Switzerland 46 sur 136
we are social Meltwater**JAN 2024**

****MOST STREAMED CONTENT ON DISNEY+****

FlixPatrol's ranking of the most streamed content on Disney+ for full-year 2023

****MOST STREAMED MOVIES ON DISNEY+****

#	MOVIE NAME	INDEX
----	-----	-----
01	ELEMENTAL	100
02	AVATAR: THE WAY OF WATER	90
03	FROZEN	78
04	BLACK PANTHER: WAKANDA FOREVER	64
05	GUARDIANS OF THE GALAXY VOLUME 3	59
06	AVATAR	55
07	HOME ALONE	53
08	ANT-MAN AND THE WASP: QUANTUMANIA	51
09	THE LITTLE MERMAID	44
10	HOME ALONE 2: LOST IN NEW YORK	39

****MOST STREAMED TV SHOWS ON DISNEY+****

#	TV SHOW NAME	INDEX
----	-----	-----
01	GREY'S ANATOMY	100
02	MODERN FAMILY	89
03	FAMILY GUY	73
04	HOW I MET YOUR MOTHER	57
05	THE SIMPSONS	56
06	CRIMINAL MINDS	36
07	THE ROOKIE	21
08	THE MANDALORIAN	20

| 09 | AHSOKA | 14 |
| 10 | STAR WARS: THE BAD BATCH | 12 |

SOURCE: FlixPatrol, see FlixPatrol.com. NOTES: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the FlixPatrol "points" value for each title in the FlixPatrol "points" value of the top-ranked title in each platform's ranking.

Digital 2024 Switzerland 47 sur 136 Ø=Ý Ø=ÜÄ Ø=Üñ 'ò Ø<ÝëØ<Ý÷

We are social © MeltwaterJAN 2024

MOST STREAMED CONTENT ON AMAZON PRIME FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL YEAR 2023

SWITZERLAND

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

#	MOVIE NAME	INDEX
01	HARRY POTTER AND THE PHILOSOPHER'S STONE	100
02	CULPA MÍA	73
03	HARRY POTTER AND THE CHAMBER OF SECRETS	72
04	HARRY POTTER AND THE GOBLET OF FIRE	64
05	HARRY POTTER AND THE HALF-BLOOD PRINCE	59
06	HARRY POTTER AND THE ORDER OF THE PHOENIX	57
07	HARRY POTTER AND THE PRISONER OF AZKABAN	45
08	HARRY POTTER AND THE DEATHLY HALLOWS: PART 1	36
09	DIE HART THE MOVIE	29
10	GUY RITCHIE'S THE COVENANT	23

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	THE LORD OF THE RINGS: THE RINGS OF POWER	100
02	REACHER	74
03	THE SUMMER I TURNED PRETTY	68
04	TOM CLANCY'S JACK RYAN	56
05	THE BOYS	46
06	LOL: LAST ONE LAUGHING MEXICO	40
07	THE WHEEL OF TIME	36
08	GEN V	36
09	STAR TREK: PICARD	30
10	CITADEL	30

SOURCE: FLIXPATROL SEE FLIXPATROL.COM NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL YEAR 2023. "INDEX" VALUES CONVERT THE RELATIVE "POINTS" VALUE OF EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE 10TH-RANKED ITEM IN EACH PLATFORM'S RANKING.

we are social © Meltwater

Digital 2024 Switzerland 48 sur 136JAN 2024

ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS

31.7%

YEAR-ON-YEAR CHANGE -7.6% (-260 BPS)

LISTEN TO MUSIC STREAMING SERVICES

38.1%

YEAR-ON-YEAR CHANGE -1.6% (-60 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS

22.8%

YEAR-ON-YEAR CHANGE +5.1% (+110 BPS)

LISTEN TO PODCASTS

20.4%

YEAR-ON-YEAR CHANGE +16.6% (+290 BPS)

LISTEN TO AUDIO BOOKS

9.6%

YEAR-ON-YEAR CHANGE -20.0% (-240 BPS)

SOURCE: GWI Q4 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM). NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN A PERCENTAGE OF P.P. FROM A STARTING VALUE OF 50% WOULD EQUAL 20%, NOT 70%. BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 Switzerland

49 sur 136

We are social MeltwaterJAN 2024

USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH

38.2%

YOY: +22.4% (+700 BPS)

USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

26.9%

YOY: +3.1% (+80 BPS)

OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)

14.1%

YOY: -3.4% (-50 BPS)

SWITZERLAND

SOURCE:

GWI (Q4 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM). NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE POINTS (%), FROM A STARTING VALUE OF 0.00 WOULD BE A RISE OF 0%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES, SEE NOTES ON DATA.

Digital 2024 Switzerland

53 sur 136

we are social

MeltwaterJAN 2024

ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

SWITZERLAND

EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET:

43.6%

WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA:

37.9%

DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME:

49.5%

USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME:

30.6%

USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME:

23.9%

Sources: Data for "Concerns about what is real vs. what is fake on the Internet" via Reuters Institute 2020 Digital News Report. Figures represent the findings of a study of online news consumers aged 18+. See: [DIGITALNEWSREPORT.ORG](https://www.digitalnewsreport.org/). Data for all other data points via GWI Jan 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See: [GWI.COM](https://www.gwi.com/).

Digital 2024 Switzerland 54 sur 136

we are social

MeltwaterJAN 2024

SMART HOME MARKET OVERVIEW

(VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS))

NUMBER OF HOMES WITH SMART HOME DEVICES

1.34 MILLION

YEAR-ON-YEAR CHANGE +17.5% (+200 THOUSAND)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

\$973.5 MILLION

YEAR-ON-YEAR CHANGE +16.8% (+\$140 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET

\$376.4 MILLION

YEAR-ON-YEAR CHANGE +17.6% (+\$56 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

\$160.7 MILLION

YEAR-ON-YEAR CHANGE +17.6% (+\$24 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET

\$121.4 MILLION

YEAR-ON-YEAR CHANGE +15.3% (+\$16 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

\$102.1 MILLION

YEAR-ON-YEAR CHANGE +9.5% (+\$8.8 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

\$129.0 MILLION

YEAR-ON-YEAR CHANGE +18.2% (+\$20 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

\$83.92 MILLION

YEAR-ON-YEAR CHANGE +20.9% (+\$15 MILLION)

SOURCE: STATISTA, DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTE: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED OR AUTOMATED. SMART SPEAKERS AND USE CUSTOMERS WHERE RELATED DEMAND NUMBERS, HARDWARE SALES FIGURES AND BASED ON THE SURVEY FROM STATISTA ARE INCLUDED IN THESE CALCULATIONS. DIGITAL ASSISTANTS INCLUDE SERVICES LIKE AMAZON'S ECHO AND GOOGLE'S ASSISTANT. NUMBERS HAVE BEEN CONCISE SUBLINES ARE MARKETING THROUGH MARKET OFFICES AND ARE TO EACH YEAR. DUE TO THEIR BASED ON DESIGN AND INTERNAL DATA ARE INCLUDED IN GOOGLE'S ANALYTICS AND THE VARIOUS FORMS HAVE BEEN TRANSLATED FOR THE PURPOSE OF DISPLAYED REVENUES FOR 2023 IN NOTES. TO INCLUDES THE DIFFERENT FORMATS FOR END CUSTOMERS MARKETING UNDER THIS BANNER AND THE VARIOUS FORMS YEARS DEF STANDARDS. WE ARE CAN NO COMPARABILITY. BTC EXISTING ANALYTICS.

Digital 2024 Switzerland

51 sur 136 Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024

DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

ANY DEVICE

78.4%

YOY: +0.6% (+50 BPS)

****SMARTPHONE****

GWl.

51.5%

YOY: -6.9% (-380 BPS)

****LAPTOP OR DESKTOP****

24.2%

YOY: -22.9% (-720 BPS)

****GAMES CONSOLE****

GWl.

28.6%

YOY: +7.5% (+200 BPS)

****TABLET****

25.4%

YOY: +9.0% (+210 BPS)

****HAND-HELD GAMING DEVICE****

9.6%

YOY: -2.0% (-20 BPS)

****MEDIA STREAMING DEVICE****

GWl.

3.8%

YOY: +52.0% (+130 BPS)

****VIRTUAL REALITY HEADSET****

4.1%

YOY: +41.4% (+120 BPS)

****SOURCE**** GWl (Q4 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. [GWI.COM/QUOTES](https://www.gwi.com/quotes).

****NOTES**** "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE POINTS FROM A STARTING VALUE OF 100.0% WOULD EQUAL OUT AT 100.0PP. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

****COMPARABILITY**** METHODOLOGY CHANGES SEE NOTES ON DATA

****Digital 2024 Switzerland****

****50 sur 136****

---D'accord, voici la retranscription textuelle de l'image :

JAN 2024

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES
MAY NOT REPRESENT UNIQUE INDIVIDUALS)

LEFTMOST COLUMN:

Number of social media user identities

6.92 million

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION

78.4%

MIDDLE LEFT COLUMN:

Quarter-on-quarter change in social media user identities

0% [UNCHANGED]

SOCIAL MEDIA USER IDENTITIES aged 18+ vs. POPULATION AGED 18+

84.8%

MIDDLE COLUMN:

Year-on-year change in social media user identities

-5.1%

-370 thousand

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET

79.2%

MIDDLE RIGHT COLUMN:

Average daily time spent using social media

1h 39m

YOY: -3 mins

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER
IDENTITIES

50.2%

RIGHTMOST COLUMN:

Average number of social platforms used each month

5.9

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
49.8%

BOTTOM LEFT:

Sources: [Kepios analysis, company advertising resources, eMarketer, GWI: Q4 2023, Note: Average number of platforms includes data for YouTube.]

SOCIAL MEDIA USER IDENTITIES may not represent unique individuals. Comments within population are 'internet users vs. older' compared to source data and reporting periods.

BOTTOM RIGHT:

We are social
Meltwater

BOTTOM ROW:

Digital 2024 Switzerland

Page number: 56 sur 136

Language options: françaisJAN 2024

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER.

SWITZERLAND

- 9.4% FEMALE, 9.2% MALE 18-24 YEARS OLD
- 12.8% FEMALE, 13.0% MALE 25-34 YEARS OLD
- 11.2% FEMALE, 10.5% MALE 35-44 YEARS OLD
- 8.4% FEMALE, 7.7% MALE 45-54 YEARS OLD
- 5.8% FEMALE, 5.3% MALE 55-64 YEARS OLD
- 3.4% FEMALE, 3.3% MALE 65+ YEARS OLD

Sources: Kepios analysis; Meta's advertising resources.

Note: Meta only permits people aged 13 and above to use its platforms, so while there may be users below the age of 13, they do not feature in the available data. Meta's advertising resources only publish gender data for "Female" and "Male."

Comparability: Important base data revisions and source reporting changes. Values are not comparable with values published in our previous reports.

Digital 2024 Switzerland 57 sur 136

we are social meltwater Bien sûr, voici la retranscription textuelle de l'image :

****JAN 2024****

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

- ****KEEPING IN TOUCH WITH FRIENDS AND FAMILY****: 48.3%
- ****FILLING SPARE TIME****: 35.7%
- ****READING NEWS STORIES****: 34.9%
- ****FINDING INSPIRATION FOR THINGS TO DO AND BUY****: 29.4%
- ****FINDING CONTENT (E.G., ARTICLES, VIDEOS)****: 27.9%
- ****SEEING WHAT'S BEING TALKED ABOUT****: 18.9%
- ****POSTING ABOUT YOUR LIFE****: 18.4%
- ****WATCHING OR FOLLOWING SPORTS****: 17.1%
- ****FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS****: 17.0%
- ****FINDING PRODUCTS TO PURCHASE****: 16.8%
- ****MAKING NEW CONTACTS****: 16.7%
- ****SHARING AND DISCUSSING OPINIONS WITH OTHERS****: 15.9%
- ****WORK-RELATED NETWORKING OR RESEARCH****: 14.2%
- ****SEEING CONTENT FROM YOUR FAVOURITE BRANDS****: 13.2%
- ****FOLLOWING CELEBRITIES OR INFLUENCERS****: 12.9%

****SOURCE:**** GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.

****NOTE:**** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

****Switzerland**** (illustrated by a red flag with a white cross).

Page footer:

- We Are Social and Meltwater logos.
- "58 sur 136"
- "Digital 2024 Switzerland" JAN 2024

MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING.

WHATSAPP 84.8%
INSTAGRAM 65.5%
FACEBOOK 65.1%
FACEBOOK MESSENGER 44.1%
LINKEDIN 38.1%
TIKTOK 34.4%
PINTEREST 32.7%
IMESSAGE 27.4%
TELEGRAM 27.1%
SNAPCHAT 27.0%

SOURCE GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. THEREFORE, THE RESULTS IN THIS VERSION OF THE CHART WILL NOT BE DIRECTLY COMPARABLE TO PREVIOUS VERSIONS. WHERE CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND/OR RANK ORDER SHOWN HERE ARE ALSO NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS.

we are social powered by Meltwater

Digital 2024 Switzerland "S' 7W" 3d AN 2024

TIME SPENT USING SOCIAL MEDIA APPS
AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

TIKTOK	22H 57M
YOUTUBE	9H 41M
FACEBOOK	9H 28M
INSTAGRAM	9H 11M
WHATSAPP	9H 11M
LINE	5H 53M
SNAPCHAT	4H 13M
X (TWITTER)	3H 26M
TELEGRAM	2H 32M
FACEBOOK MESSENGER	1H 31M
PINTEREST	0H 59M
LINKEDIN	0H 49M

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

we are social
MeltwaterJAN 2024

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM.
[SWITZERLAND]

1. WHATSAPP: 37.7%
2. INSTAGRAM: 20.0%
3. FACEBOOK: 12.0%
4. TIKTOK: 6.6%
5. LINKEDIN: 2.7%
6. PINTEREST: 2.4%
7. TELEGRAM: 2.1%
8. X (TWITTER): 2.1%
9. SNAPCHAT: 2.0%
10. FACEBOOK MESSENGER: 1.3%

SOURCE: GWI (Q1 2023) SEE GWI.COM NOTES: ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM THE OPTIONS SHOWN IN THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE EXCLUDE GWI'S VALUE FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN", AS PER BYTEDANCE'S SEPARATE REPORTING OF USER NUMBERS FOR EACH PLATFORM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

[Digital 2024 Switzerland logo, Page 60 out of 136, icons for home, print/pdf, download, share, settings, and language (Français)]

Logos: We Are Social, MeltwaterVoici la retranscription textuelle de l'image :

JAN 2024

MONTHLY SOCIAL MEDIA APP SESSIONS

Average number of times that active users of each platform's Android app open the respective app each month

Switzerland

1. Whatsapp - 518.5
2. Snapchat - 360.0
3. TikTok - 242.2
4. Instagram - 219.8
5. Facebook - 173.0
6. Line - 165.3
7. Telegram - 125.6
8. X (Twitter) - 106.7
9. YouTube - 80.4
10. Facebook Messenger - 57.0
11. LinkedIn - 38.6
12. Pinterest - 37.8

Source: Data AI Intelligence. See Data AI.

Notes: "Active Users" denote users who open the respective platform's app on an Android phone at least once in a given calendar month. Figures represent the average number of times that active users of the respective platform's Android app opened that app each month between 1 July and 30 September 2023.

Digital 2024 Switzerland

62 sur 136

we are social MeltwaterJan 2024

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

SWITZERLAND

ANY KIND OF SOCIAL MEDIA PLATFORM

49.2%

YOY: -7.0% (-370 BPS)

SOCIAL NETWORKS

27.2%

YOY: -1.8% (-50 BPS)

QUESTION & ANSWER SITES (E.G. QUORA)

12.0%

YOY: -14.9% (-210 BPS)

MESSAGING AND LIVE CHAT SERVICES

5.6%

YOY: -18.8% (-130 BPS)

FORUMS AND MESSAGE BOARDS

7.0%

YOY: -36.9% (-410 BPS)

MICRO-BLOGS (E.G. X / TWITTER)

3.8%

YOY: -28.3% (-150 BPS)

VLOGS (BLOGS IN A VIDEO FORMAT)

5.3%

YOY: -20.9% (-140 BPS)

ONLINE PINBOARDS (E.G. PINTEREST)

5.6%

YOY: -13.8% (-90 BPS)

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTE. NOTE: VALUES FOR 'ANY KIND OF SOCIAL MEDIA PLATFORM' INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS (TECHNOLOGY / BUSINESS / NEWS), VLOGS (I.E. BLOGS RECORDED AND DISTRIBUTED IN VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). COMPARABILITY: METHODOLOGY CHANGES. SEE NOTE ON DATA.

WE ARE SOCIAL

Meltwater

Digital 2024 Switzerland 63 sur 136JAN 2024

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

1. FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW - 52.9%
2. BANDS, SINGERS, OR OTHER MUSICIANS - 28.2%
3. ACTORS, COMEDIANS, OR OTHER PERFORMERS - 25.1%
4. SPORTS PEOPLE AND TEAMS - 23.2%

5. INFLUENCERS OR OTHER EXPERTS - 22.3%
6. ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS - 19.5%
7. RESTAURANTS, CHEFS, OR FOOD PERSONALITIES - 19.0%
8. COMPANIES AND BRANDS YOU PURCHASE FROM - 18.4%
9. CONTACTS RELEVANT TO YOUR WORK - 16.4%
10. EVENTS YOU'RE ATTENDING - 16.0%
11. TV SHOWS OR CHANNELS - 15.2%
12. MAGAZINES OR PUBLICATIONS YOU READ - 14.9%
13. COMPANIES RELEVANT TO YOUR WORK - 14.6%
14. COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM - 14.1%
15. JOURNALISTS OR NEWS COMPANIES - 14.1%

SOURCE: GWI (Q3 2023), FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64.

SEE GWI.COM.

COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

Digital 2024 Switzerland 64 sur 136

we are social ©p Meltwater Bien sûr! Voici la retranscription textuelle de l'image :

****JAN 2024 - FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS****

****WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)****

****SWITZERLAND****

- ****DEC 2013****

70.15% (+25.6%)

- ****DEC 2014****

88.11% (-8.9%)

- ****DEC 2015****

80.29% (-7.8%)

- ****DEC 2016****

74.04% (-21.8%)

- ****DEC 2017****

57.90% (+7.3%)

- ****DEC 2018****

62.12% (-8.5%)

- **DEC 2019**
56.82% (+4.5%)
- **DEC 2020**
59.39% (+12.3%)
- **DEC 2021**
66.72% (+5.6%)
- **DEC 2022**
70.48% (+1.9%)
- **DEC 2023**
71.84%

SOURCE: STATCOUNTER. NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA LINKS OR SHARES PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. PERCENTAGE VALUES OR ON-PLATFORM UPLIFT BASED ON RELATIVE YEAR-ON-YEAR CHANGE (E.G. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%; NOT 70%). "DEC 2023" VALUES REPRESENT YEART-TO-DATE RATES, AND INDICATE THE ABSOLUTE CHANGE.

66 sur 136

Digital 2024 Switzerland

Datareportal - We Are Social - MeltwaterJAN 2024
FACEBOOK: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

Total Potential Reach of Ads on Facebook: 3.05 Million

Facebook Ad Reach vs. Total Population: 34.6%

Facebook Ad Reach vs. Total Internet Users: 34.9%

Quarter-on-Quarter Change in Reported Facebook Ad Reach: -6.2% (-200 Thousand)

Year-on-Year Change in Reported Facebook Ad Reach: 0% [Unchanged]

Share: Female Facebook Ad Reach vs. Overall Facebook Ad Reach: 50.0%

Share: Male Facebook Ad Reach vs. Overall Facebook Ad Reach: 50.0%

Adoption: Overall Facebook Ad Reach (Aged 18+ vs. Overall Population Age 18+): 42.1%

Adoption: Female Facebook Ad Reach (Aged 18+ vs. Female Population Age 18+): 40.9%

Adoption: Male Facebook Ad Reach (Aged 18+ vs. Male Population Age 18+): 42.0%

Sources: Meta's Advertising Resources, Kepios Analysis. Notes: Based on Digital 2023 published rankings; Gender data only available for "Female" and "Male." Source data for Reach by Gender and Year-on-Year figures from Meta's planning tools. Source data for Reach vs. population figures from the UN. Note: Values shown represent Monthly Active Users, and this total may count duplicate and fake accounts, and changes in resident populations. Comparability is indicated.

Digital 2024 Switzerland
68 sur 136

[Icons representing Facebook, population, percentage, etc., are present in the image but have been described textually here.]JAN 2024

FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE
SWITZERLAND

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES

0.14%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS

0.14%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS

0.22%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS

0.05%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS

0.05%

SOURCE: LOCOWISE FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KIDS OF PAGES, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

Digital 2024 Switzerland 69 sur 136

we are social

MeltwaterJAN 2024

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: OVERALL AVERAGE

[Icon of a Facebook post]

ENGAGEMENTS vs. PAGE FOLLOWERS: 0.30%

ENGAGEMENTS vs. POST REACH: 8.40%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER THAN 10,000 FANS

[Icon of a single person]

ENGAGEMENTS vs. PAGE FOLLOWERS: 0.35%

ENGAGEMENTS vs. POST REACH: 8.30%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO 100,000 FANS

[Icon of three people]

ENGAGEMENTS vs. PAGE FOLLOWERS: 0.30%

ENGAGEMENTS vs. POST REACH: 8.90%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE THAN 100,000 FANS

[Icon of multiple people]

ENGAGEMENTS vs. PAGE FOLLOWERS: 0.12%

ENGAGEMENTS vs. POST REACH: 7.25%

SOURCE: SOCIALINSIDER, FIGURES REPRESENT AVERAGES FOR THE PERIOD

BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR 'ENGAGEMENTS' PER FACEBOOK COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR 'ENGAGEMENTS vs. POST REACH' COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF PEOPLE TO WHOM POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES WITH DIFFERENT TOPICS, IN VARIOUS COUNTRIES AROUND THE WORLD.

Digital 2024 Switzerland 70 sur 136

[Logos: We Are Social, Meltwater]

[Icons: Page 70, magnifying glass, grid, French language setting] JAN 2024

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER.

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS
0.15%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS
0.42%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS
0.28%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS
0.40%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS
0.15%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS
0.18%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1st SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES, WITH DIFFERENT AUDIENCE SIZES.

Digital 2024 Switzerland

71 sur 136

we are social

Meltwater** JAN 2024**

****FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER****

****Facebook page post engagements as a percentage of post reach, as reported by Socialinsider****

****Facebook post engagements vs. post reach: Reels posts****
12.37%

****Facebook post engagements vs. post reach: Photo posts****
6.55%

****Facebook post engagements vs. post reach: Video posts****
4.25%

****Facebook post engagements vs. post reach: Album posts****
7.83%

****Facebook post engagements vs. post reach: Status posts****
14.07%

****Facebook post engagements vs. post reach: Link posts****
10.36%

****SOURCE:**** SocialInsider. Figures represent averages for the period between 01 September and 30 November 2023. Note: Figures compare the combined number of post reactions, comments, and shares with the number of users to whom the relevant posts were actually served. Figures are averages based on a wide variety of different kinds of page, with different audience sizes.

****Digital 2024 Switzerland****

****we are social****

****Meltwater****

****72 sur 136** JAN 2024**

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
6.92 MILLION

YOUTUBE AD REACH vs. TOTAL POPULATION
78.4%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS
79.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
-5.1% -370 THOUSAND

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD
REACH AGED 18+
50.2%

SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD
REACH AGED 18+
49.8%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION
AGED 18+
84.8%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION
AGED 18+
83.9%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED
18+
85.6%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS *NOTE:
DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON AVAILABLE
DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR
DEMOGRAPHICS AGED 18 AND ABOVE. **NOTE: VALUES IN THIS CHART AND
REPORT COMPARE INDIVIDUALS USING THE INTERNET AGED 16 TO 64 TO THE
TOTAL POPULATION.

[Icons and logos of Kepios, We Are Social, and Meltwater]

Digital 2024 Switzerland
73 sur 136

[Icons for previous page, next page, table of contents, share, and language options]JAN
2024

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM
BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

[Switzerland flag] SWITZERLAND

Average Instagram Engagement Rate for Business Accounts: ALL POST TYPES

[Instagram icon]
ENGAGEMENTS vs. FOLLOWERS
1.62%
ENGAGEMENTS vs. POST REACH
6.85%

Average Instagram Engagement Rate for Business Accounts: IMAGE POSTS

[Image icon]
ENGAGEMENTS vs. FOLLOWERS
1.30%
ENGAGEMENTS vs. POST REACH
7.10%

Average Instagram Engagement Rate for Business Accounts: REELS POSTS

[Video icon]
ENGAGEMENTS vs. FOLLOWERS
2.05%
ENGAGEMENTS vs. POST REACH
6.33%

Average Instagram Engagement Rate for Business Accounts: CAROUSEL POSTS

[Carousel icon]
ENGAGEMENTS vs. FOLLOWERS
1.65%
ENGAGEMENTS vs. POST REACH
7.05%

SOURCE: SOCIALINSIDER: FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR ENGAGEMENTS VS. FOLLOWERS COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR ENGAGEMENTS VS. POST REACH COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF PEOPLE THAT EACH INDIVIDUAL POST REACHED. UNLESS OTHERWISE STATED, FIGURES REPRESENT AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNT WITH DIFFERENT AUDIENCE DEMOGRAPHICS FROM INTO THE WORLD.

[Logos: We are social, Meltwater]JAN 2024

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM
BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

AVERAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL AVERAGE FOR
BUSINESS ACCOUNTS

(Instagram icon)

ENGAGEMENTS vs. FOLLOWERS

1.62%

ENGAGEMENTS vs. POST REACH

6.85%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH
FEWER THAN 10,000 FOLLOWERS

(Green icon with person)

ENGAGEMENTS vs. FOLLOWERS

1.80%

ENGAGEMENTS vs. POST REACH

6.00%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000
TO 100,000 FOLLOWERS

(Orange icon with 3 people)

ENGAGEMENTS vs. FOLLOWERS

1.55%

ENGAGEMENTS vs. POST REACH

6.75%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE
THAN 100,000 FOLLOWERS

(Blue icon with multiple people)

ENGAGEMENTS vs. FOLLOWERS

1.47%

ENGAGEMENTS vs. POST REACH

8.55%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN SEPTEMBER AND NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE POST'S REACH (i.e. THE NUMBER OF PEOPLE WHO HAVE SEEN THE POST). DATA EXCLUDES ACCOUNTS IN THE MEDIA AND ENTERTAINMENT INDUSTRY. ACCOUNT SIZE BANDS HAVE BEEN ENSURED TO REFLECT CURRENTLY BUSINESS DYNAMICS CONSISTENTLY. SERVER: FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS WITHIN EACH BAND.

76 Digital 2024 Switzerland 76 sur 136

Meltwater

We are socialJAN 2024

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM

3.60 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION

40.8%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS

41.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

-7.7% (-300 THOUSAND)

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

+2.9% (+100 THOUSAND)

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

51.4%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

48.6%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

49.7%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

50.4%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

49.0%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS; NOTES: BASED ON OUR ANALYSIS OF PUBLISHED RANGES.

GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE".

SOURCE DATA FOR REACH IS FOR USERS AGED 18+. NUMBERS FOR INTERNET USERS INCLUDE BOTS.

ADVERTISING AUDIENCES METRICS BASED ON TOTAL ADDRESSABLE AUDIENCE SIZE.

BASES FOR COMPARISONS WITH POPULATIONS & INTERNET USERS MAY DIFFER. NUMBERS FOR INTERNET USERS INCLUDE BOTS.

ADVISORY NOTE: AUDIENCES MAY INCLUDE DUPLICATE ACCOUNTS, OR SINGLE USERS WITH MULTIPLE ACCOUNTS, AND CHANGES IN REPORTED AUDIENCE FIGURES MAY BE INFLUENCED BY CHANGES IN PLATFORM TOOLS OR CORRECTION OF HISTORICAL ANOMALIES, NOT JUST CHANGES IN USER BEHAVIOR.

COMPARABILITY: SOME BASE FIGURES MAY CHANGE OVER TIME TO REFLECT UPDATES TO SOURCE DATA.

Digital 2024 Switzerland
2024

we are social

MeltwaterJAN

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON TIKTOK
2.41 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION
27.3%

TIKTOK AD REACH vs. TOTAL INTERNET USERS
27.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH
+18.5% +377 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH
+17.1% +352 THOUSAND

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH
AGED 18+
49.2%

SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH
AGED 18+
50.8%

ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION
AGED 18+
33.2%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION
AGED 18+
32.3%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
34.2%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPLOS ANALYSIS NOTE:
DOES NOT INCLUDE DOUBLIN REACH DATA OR ANY AVAILABLE FOR 'FEMALE'
AND 'MALE' USERS AGED 13-17. DATA ARE NOT AVAILABLE FOR ALL
LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA RANGES:
ADOPTION METRICS MAY BE BASED ON INFERRED VALUES. NUMBERS MAY
NOT ALIGN WITH PREVIOUS VALUES DUE TO CHANGES IN USER BASE,
DEFINITIONS, AND DATA SOURCES. VALUES REPRESENT LOGGED-IN USERS
ONLY. EACH QUARTILE ENDS ON THE 15TH DAY OF THE MENTIONED MONTH,
DATE OF DATA COLLECTION. FOR FULL METHODOLOGY AND DETAILS OF
CHANGES IN REPORTING METHODOLOGIES, SEE COMPARABI PDF/
NOTES_REP_CAP/PE_ID_235 significantnotes.

we are social
Meltwater

Switzerland

Digital 2024 Switzerland

78 sur 136

lang fr
français
JAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON
LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE
START OF THIS REPORT BEFORE COMPARING DATA IN THIS CHART WITH
PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN

4.30 MILLION

LINKEDIN AD REACH VS. TOTAL POPULATION

48.7%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS

49.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH

+2.4% +100 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH

+10.3% +400 THOUSAND

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD
REACH AGED 18+

43.6%

SHARE: MALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD

REACH AGED 18+

56.4%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+

59.4%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+

46.3%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED 18+

61.6%

SOURCES NOTE: VALUES REFLECT TOTAL REGISTERED "MEMBERS," SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA NOT AVAILABLE FOR 3rd PARTY DATA. ADVERTISER MUST ESTIMATE UNIQUE ACCOUNTS OR MINIMISE DOUBLE TARGETING BY EXCLUDING PREVIOUS AUDIENCES IN CAMPAIGN SETTINGS.

Digital 2024 Switzerland 80 sur 136

français

We Are Social and Meltwater logos.JAN 2024

MESSENGER: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON MESSENGER:
1.85 MILLION

MESSENGER AD REACH vs. TOTAL POPULATION:
21.0%

MESSENGER AD REACH vs. TOTAL INTERNET USERS:
21.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH:

-9.8%

-200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH:

-5.1%

-100 THOUSAND

SHARE: FEMALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+:

50.8%

SHARE: MALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+:

49.2%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+:

25.5%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+:

25.6%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ vs. MALE POPULATION AGED 18+:

25.4%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: BASED ON DATA AVAILABLE IN PUBLISHED SOURCES; GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR REACH BY GENDER AND BY AGE IS REPORTED IN THE AD PLATFORM'S AUDIENCE PLANNING TOOL FOR META MESSENGER ADS; VALUES INDICATE AD REACH FOR USERS AGED 18 AND ABOVE ONLY BECAUSE COMPARABLE REACH DATA FOR POPULATION AGED 13 AND ABOVE IS NOT AVAILABLE FOR THE REPORTED PERIOD. AD REACH FIGURES ARE NOT CUMULATIVE: AUDIENCE OVERLAPS MEAN THAT INDIVIDUAL USERS MAY BE INCLUDED IN MULTIPLE AUDIENCE SEGMENTS AND ACROSS MULTIPLE PLATFORMS. MOST RECENT PUBLISHED DATA AVAILABLE AT THE TIME OF PREPARATION. FURTHER DETAILS ON BASE DATA, CONTEXTS, AND COMPARABILITY IN FULL REPORT.

Digital 2024 Switzerland 79 sur 136

© 2024

we are social logo

Meltwater logo

JAN 2024

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

**THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON
SNAPCHAT**

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT

2.26 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION

25.6%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS

25.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH

** -4.6% **

** -110 THOUSAND **

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH

** +0.4% **

** +10 THOUSAND **

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT
AD REACH AGED 18+

50.9%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD
REACH AGED 18+

48.3%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+

25.6%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+

25.7%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
25.0%

SOURCES:

SNAP'S ADVERTISING RESOURCES; KEPOSI ANALYSIS

NOTE: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON SNAPCHAT'S PLANNING TOOLS. GENDER DATA ARE REPORTED AS 'MALE' AND 'FEMALE' AND MAY NOT SUM TO 100%. VALUES FOR "TOTAL USE" AND "TOTAL POPULATION AGED 18+" MAY VARY DUE TO DIFFERENCES IN SOURCE DATA. 'aj to note: READ 'IMPORTANT NOTES ON COMPARINIS DATA' AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS ENDS**

this mark includes Research, charts & analyses

we are social

Meltwater

Digital 2024 Switzerland

Page 81 sur 136

[Icons depicting "lecture/mode", "télécharger mode", and "imprimer mode"].

Icon for "français".JAN 2024

X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
2.74 MILLION

X AD REACH VS. TOTAL POPULATION
31.1%

X AD REACH VS. TOTAL INTERNET USERS
31.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH

+71.4%
+1.1 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH

+95.8%
+1.3 MILLION

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
28.8%

SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
71.2%

ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
19.1%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
10.8%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
27.6%

SOURCES: ITU; ADVERTISING RESOURCES; KEPIOS ANALYSIS NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" ADVISORY: SIGNIFICANT ANOMALIES VS. SOURCE DATA MEAN THAT SOME VALUES FOR YEARS PRIOR TO 2024 ARE NOT COMPARABLE. PLEASE REFER TO THE DETAILED DATASOURCE INFORMATION AT THE START OF THIS REPORT. ADOPTION VALUES DO NOT REFLECT SPECIFIC BEHAVIOURS OR ACTIVE USE AND MAY BE SIGNIFICANTLY HIGHER THAN THE ADOPTION FIGURES IN INTERNET USERS. MARKETERS SHOULD USE ADOPTION VALUES WITH NOTEWORTHY CAUTION.

COMPARABILITY: 2023 METHODOLOGY CHANGES INCLUDE IMPORTANT UPDATES IN THE WAY WE ALLOCATE REACH VALUES FOR MULTI-LOCATION ADS, DEFINING AD REACH AUDIENCE, AND ATTRIBUTING AUDIENCE DATA.

Digital 2024 Switzerland 82 sur 136 wearesocial.com MeltwaterJAN 2024

PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON PINTEREST

1.91 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION
21.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH
+19.8%
+315 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH
+20.3%
+322 THOUSAND

PINTEREST AD REACH vs. TOTAL INTERNET USERS
21.8%

PINTEREST AD REACH vs. POPULATION AGED 13+
24.8%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
71.4%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
21.8%

SOURCES: PINTEREST ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES:
DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS
OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO AVAILABLE FOR
'UNSPECIFIED', BUT VALUES FOR 'FEMALE' AND 'MALE' MAY NOT SUM TO 100%.
DISCLAIMER: REACH NUMBERS MAY REPRESENT UNIQUE INDIVIDUALS OR
DUPLICATED ACCOUNTS. NUMBERS SHOWN IN THE TABLE MAY NOT ALIGN
WITH ITEMS IN THIS BECAUSE OF FB INSIGHTS COMPARABILITY; SEE
PITYONS; VALUES FOR CLICK-THROUGH PERFORMANCE ARE BASED ON
USERS AGED 18+ ONLY

Digital 2024 Switzerland

83 sur 136

françaisVoici la retranscription

textuelle de l'image:

JAN 2024

MOBILE CONNECTIVITY

**USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR
NETWORKS**

****Number of Cellular Mobile Connections (Excluding IoT)****

****10.77 million****

****Number of Cellular Mobile Connections Compared With Total Population****

****122.1%****

****Year-On-Year Change in the Number of Cellular Mobile Connections****

****+1.4% (+147 thousand)****

****Share of Cellular Mobile Connections That Are Broadband (3G, 4G, 5G)****

****100.0%****

****SOURCE:** GSMA Intelligence**

****NOTES:**** Total cellular connections include devices other than mobile phones, but exclude cellular IoT connections. Figures may significantly exceed figures for population due to multiple connections and connected devices per person.

****COMPARABILITY:**** Each country's weighting of this chart published in some of our previous reports featured cellular connection figures that included cellular IoT connections. Figures shown here do not include cellular IoT connections.

****Digital 2024 Switzerland****

****85 sur 136****

****we are social****

****Meltwater****

Image des drapeaux et logos:

- ****Drapeau**:** Suisse (Switzerland)

- ****Logos**:** GSMA, we are social, Meltwater**** JAN 2024 - CELLULAR MOBILE CONNECTIONS OVER TIME****

NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

- ****Q4 2021:**** 10.5 M

- ****Q1 2022:**** 10.5 M (+0.05%)

- ****Q2 2022:**** 10.5 M (+0.6%)

- ****Q3 2022:**** 10.6 M (+0.2%)

- ****Q4 2022:**** 10.6 M (+0.3%)

- ****Q1 2023:**** 10.7 M (+0.3%)

- ****Q2 2023:**** 10.7 M (+0.5%)

- ****Q3 2023:**** 10.7 M (+0.3%)

- ****Q4 2023:**** 10.8 M (+0.3%)

****SWITZERLAND****

****SOURCE:**** GSMA Intelligence

****NOTE:**** Excludes cellular IoT connections. Where letters are shown next to figures above bars, "K" denotes thousands (e.g., "124.1K" = 124,100), "M" denotes millions (e.g., 12.34 "M" = 12,340,000), and "B" denotes billions (e.g., 1.23 "B" = 1,230,000,000). Where no letters are present, values are shown as is.

****COMPARABILITY:**** Base changes. See notes on data.

****86 sur 136****

****Digital 2024 Switzerland****

****we are social****

****Meltwater**** JAN 2024

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE
HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

SWITZERLAND

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

44.16%

YEAR-ON-YEAR CHANGE

+6.3% (+260 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES

54.94%

YEAR-ON-YEAR CHANGE

-4.6% (-263 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES

0.84%

YEAR-ON-YEAR CHANGE

[MINIMAL]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES

0%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES

0.06%

YEAR-ON-YEAR CHANGE

+100% (+3 BPS)

Source: StatCounter. Notes: Figures represent the number of web pages served to browsers on mobile phones running each operating system divided by the total number of web pages served to mobile browsers in December 2023. Figures compare web traffic originating from the country's IP addresses with web traffic originating from the IP addresses of users in Switzerland. Values shown reflect these calculations. Additionally, a 10-Basis Points Variance in reported data may be expected. Values above 5% would equal 0.5% and changes below 5% may seem smaller for rounding purposes.

we are social logo

Meltwater logo

Digital 2024 Switzerland

87 sur 136

Icons: 1) Navigation (left), 2) Percentage change (up), 3) Reports (box), 4) Visual accessibility (eye), 5) Fullscreen, 6) Close, 7) Languages (Globe), 8) Français (text) JAN 2024

MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

SWITZERLAND

TOTAL NUMBER OF MOBILE APP DOWNLOADS
230.5 MILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS
+1.7% +4 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)
\$892.7 MILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
+20.4% +\$151 MILLION

Source: data.ai intelligence, see DATA AI. Notes: Figures represent combined consumer activity across the Google Play Store, Apple iOS App Store, and third-party Android app stores between January and December 2023. "Consumer Spend" only includes spend on apps and in-app purchases via app stores, and does not include revenue from e-commerce transactions or mobile advertising. Consumer spend figures are in U.S. dollars.

Ø=ÜÖ Ø=Ý &™p Ø=Ý Ø<ÝëØ<Ý÷**JAN 2024 - APP RANKING: DOWNLOADS**

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

| MOBILE APP | COMPANY

--- | --- | ---

- 01 | TEMU | PDD HOLDINGS
- 02 | MICROSOFT AUTHENTICATOR | MICROSOFT
- 03 | TIKTOK | BYTEDANCE
- 04 | CAPCUT | BYTEDANCE
- 05 | INSTAGRAM | META
- 06 | SHEIN | SHEIN
- 07 | CHATGPT | OPENAI
- 08 | SBB | SBB
- 09 | MICROSOFT TEAMS | MICROSOFT
- 10 | WHATSAPP MESSENGER | META

| MOBILE GAME | COMPANY

--- | --- | ---

- 01 | ROYAL MATCH | DREAM GAMES
- 02 | BLOCK BLAST ADVENTURE MASTER | HUNGRY STUDIO
- 03 | ROBLOX | ROBLOX
- 04 | MONOPOLY GO: FAMILY BOARD GAME | SCOPELY
- 05 | STUMBLE GUYS | SCOPELY
- 06 | SUBWAY SURFERS | TENCENT
- 07 | MY PERFECT HOTEL | SAYGAMES
- 08 | CHESS.COM | CHESS.COM
- 09 | GARDENSCAPES BY PLAYRIX | PLAYRIX
- 10 | QUIZZLAND | MNO GO APPS

SOURCE: DATA.AI INTELLIGENCE (SEE DATA.AI)

NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

MOBILE APP

#	Name	Company
01	WHATSAPP MESSENGER	META
02	GOOGLE MAPS	GOOGLE
03	YOUTUBE	GOOGLE
04	GOOGLE	GOOGLE
05	SBB	SBB
06	CHROME BROWSER	GOOGLE
07	GMAIL	GOOGLE
08	FACEBOOK	META
09	METEOSWISS	METEOSWISS
10	INSTAGRAM	META

MOBILE GAME

#	Name	Company
01	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
02	CLASH OF CLANS	TENCENT
03	SUBWAY SURFERS	TENCENT
04	ROBLOX	ROBLOX
05	CLASH ROYALE	TENCENT
06	BRAWL STARS	TENCENT
07	STUMBLE GUYS	SCOPELY
08	CHESS.COM	CHESS.COM
09	POKÉMON GO	NIANTIC
10	ROYAL MATCH	DREAM GAMES

Sources and Notes:

- SOURCE: DATA.AI INTELLIGENCE, SEE DATA.AI
- NOTES: RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

Digital 2024 Switzerland (Page 90 out of 136)

Bien sûr! Voici la retranscription textuelle de l'image :

JAN 2024

APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023

Mobile App

#	App	Company
---	-----	---------

---	-----	-----	
01	TikTok	ByteDance	
02	Tinder	Match Group	
03	Disney+	Disney	
04	YouTube	Google	
05	Google One	Google	
06	LinkedIn	Microsoft	
07	Bumble App	Bumble	
08	Duolingo: Learn Languages	Duolingo	
09	Netflix	Netflix	
10	Babbel	Babbel	

Mobile Game

#	Game	Company	
---	-----	-----	
01	Royal Match	Dream Games	
02	Candy Crush Saga	Activision Blizzard	
03	Gardenscapes by Playrix	Playrix	
04	Roblox	Roblox	
05	Clash of Clans	Tencent	
06	Homescapes	Playrix	
07	Fishdom	Playrix	
08	Coin Master	Moon Active	
09	Hay Day	Tencent	
10	Township	Playrix	

Source: Data.ai Intelligence. See data.ai. Notes: Rankings based on combined consumer activity across the Google Play Store and Apple iOS App Store between 01 January and 31 December 2023. Consumer spend only includes spend on apps and in-app purchases via app stores, and does not include revenues from eCommerce or mobile advertising.

Digital 2024 Switzerland 92 sur 136 we are social MeltwaterJAN 2024

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

ACCOUNT WITH A FINANCIAL INSTITUTION

99.5%

FEMALE: 99.0%

MALE: 100.0%

CREDIT CARD OWNERSHIP

69.2%

FEMALE: 64.9%

MALE: 73.8%

DEBIT CARD OWNERSHIP

85.4%

FEMALE: 85.7%

MALE: 85.0%

MOBILE MONEY ACCOUNT (E.G., MPESA, GCASH)

[N/A]

FEMALE: [N/A]

MALE: [N/A]

MADE A DIGITAL PAYMENT (PAST YEAR)

98.0%

FEMALE: 97.9%

MALE: 98.2%

MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)

50.6%

FEMALE: 49.1%

MALE: 52.3%

USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)

33.0%

FEMALE: 33.3%

MALE: 32.6%

USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)

53.8%

FEMALE: 53.2%

MALE: 54.3%

SOURCE: WORLD BANK NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. "MOBILE MONEY ACCOUNTS" REFER TO SERVICES THAT OFFER FUNDING AND RECEIVING VIA A MOBILE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR "MOBILE MONEY ACCOUNTS" DO NOT INCLUDE 'MOBILE-ENABLED' PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

WEEKLY ONLINE SHOPPING ACTIVITIES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN
SELECTED ECOMMERCE ACTIVITIES EACH WEEK

- PURCHASED A PRODUCT OR SERVICE ONLINE: 42.4%
- ORDERED GROCERIES VIA AN ONLINE STORE: 16.5%
- BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE: 11.9%
- USED AN ONLINE PRICE COMPARISON SERVICE: 26.1%
- USED A BUY NOW, PAY LATER SERVICE: 10.2%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 Switzerland

95 sur 136

we are social

Meltwater**JAN 2024**

****ONLINE PURCHASE DRIVERS****

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR
WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

1. ****Free Delivery****: 63.0%
2. ****Coupons and Discounts****: 39.9%
3. ****Easy Returns Policy****: 38.1%
4. ****Loyalty Points****: 34.4%
5. ****Next-Day Delivery****: 32.8%
6. ****Simple Online Checkout****: 28.9%
7. ****Guest Checkout****: 25.3%
8. ****Customer Reviews****: 23.9%
9. ****Eco-Friendly Credentials****: 15.3%
10. ****Click and Collect****: 13.8%
11. ****Interest-Free Payments****: 10.6%
12. ****Social Likes & Comments****: 8.8%
13. ****Exclusive Content or Services****: 6.8%
14. ****Social Buy Buttons****: 5.3%

Source: ****GWI Q3 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA)****

Digital 2024 Switzerland 96 sur 136

Logos: ****We Are Social, Meltwater, DataReportal****JAN 2024

PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD

-SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS:
18.0%

-SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS:
35.0%

-SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS:
44.0%

-SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY:
1.0%

-SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS:
2.0%

SOURCE: IPRO

NOTE: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER OF B2C ECOMMERCE TRANSACTIONS IN 2022.

Digital 2024 Switzerland

98 sur 136

français

we are social

Meltwater** JAN 2024 TOP GOOGLE SHOPPING SEARCHES**

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	IPHONE	100

02	NIKE	88		
03	SAMSUNG	79		
04	MIGROS	79		
05	LEGO	77		
06	COOP	65		
07	IKEA	58		
08	GALAXUS	56		
09	AMAZON	50		
10	JUMBO	45		
11	JORDAN	45		
12	APPLE	40		
13	MANOR	39		
14	LANDI	36		
15	PC	34		
16	PS5	32		
17	IPHONE 14	30		
18	ZALANDO	26		
19	SAMSUNG GALAXY	24		
20	INTERDISCOUNT	23		

****SOURCE**:** GOOGLE TRENDS BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023.

NOTES: ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS." BY COLUMN HEADERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOESN'T PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE INDEX (0-100) FIGURE SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY.

****ADVISORY**:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD. Voici la retranscription textuelle de l'image:

****JAN 2024****

****ECOMMERCE: CONSUMER GOODS CATEGORIES****

****ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)****

SWITZERLAND

****ELECTRONICS****

\$2.13 BILLION

YEAR-ON-YEAR CHANGE +44.4% (\$690 MILLION)

****FASHION****

\$3.25 BILLION

YEAR-ON-YEAR CHANGE +19.9% (\$540 MILLION)

****FOOD****

\$1.12 BILLION

YEAR-ON-YEAR CHANGE +19.1% (\$180 MILLION)

****BEVERAGES****

\$1.02 BILLION

YEAR-ON-YEAR CHANGE +20.1% (\$170 MILLION)

****DIY & HARDWARE****

\$400.0 MILLION

YEAR-ON-YEAR CHANGE +4.8% (\$20 MILLION)

****FURNITURE****

\$1.07 BILLION

YEAR-ON-YEAR CHANGE +21.6% (\$190 MILLION)

****PHYSICAL MEDIA****

\$430.0 MILLION

YEAR-ON-YEAR CHANGE +10.4% (\$40 MILLION)

****BEAUTY & PERSONAL CARE****

\$560.0 MILLION

YEAR-ON-YEAR CHANGE +1.8% (\$10 MILLION)

****TOBACCO PRODUCTS****

\$240.0 MILLION

YEAR-ON-YEAR CHANGE +14.3% (\$30 MILLION)

****TOYS & HOBBY****

\$360.0 MILLION

YEAR-ON-YEAR CHANGE +5.9% (\$20 MILLION)

****HOUSEHOLD ESSENTIALS****

\$150.0 MILLION

YEAR-ON-YEAR CHANGE +7.1% (\$10 MILLION)

****OVER-THE-COUNTER PHARMACEUTICALS****

\$260.0 MILLION
YEAR-ON-YEAR CHANGE +4.0% (\$10 MILLION)

****LUXURY GOODS****
\$410.0 MILLION
YEAR-ON-YEAR CHANGE +20.6% (\$70 MILLION)

****EYEWEAR****
\$180.0 MILLION
YEAR-ON-YEAR CHANGE +5.9% (\$10 MILLION)

****SOURCE:**** STATISTA ECOMMERCE MARKET SIZE: STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. COMPARABILITY: SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANCES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

****Digital 2024 Switzerland****
Page 97 sur 136

(Note: The "!" notation here is used to represent logos present in the original image that can't be directly displayed in text form)JAN 2024
ONLINE TRAVEL AND TOURISM
ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL YEAR 2023)

Flights
\$2.93 Billion
Year-on-year change
+34.6% (+\$753 Million)

Trains
\$1.89 Billion
Year-on-year change
+45.9% (+\$595 Million)

Car Rentals
\$490.5 Million

Year-on-year change
+13.3% (+\$58 Million)

Long-Distance Buses
\$91.73 Million
Year-on-year change
+35.9% (+\$24 Million)

Hotels
\$2.57 Billion
Year-on-year change
+15.9% (+\$352 Million)

Package Holidays
\$929.2 Million
Year-on-year change
+25.4% (+\$188 Million)

Vacation Rentals
\$657.0 Million
Year-on-year change
+13.0% (+\$75 Million)

Cruises
\$54.39 Million
Year-on-year change
+41.2% (+\$16 Million)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK; SEE STATISTA.COM NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, INDIVIDUAL SERVICES, ETC. COMPARABILITY: BASE AND CATEGORY DEFINITIONS FOR CERTAIN FIGURES ARE UPDATED REGULARLY, SO SIMPLE COMPARISONS ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Digital 2024 Switzerland
100 sur 136

françaisVoici la retranscription textuelle de l'image fournie :

JAN 2024

ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES
1.29 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE
USERS
+1.6%
+20 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
\$430.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS
+16.2%
+\$60 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD,
2023)
\$337

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTE: IN
THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND
TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS.
VALUES INCLUDE THE BOOKING OF PERSONAL TRANSPORT VEHICLES (E.G.,
UBER, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS
THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR
FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND
CATEGORY DEFINITION CHANGES, FIGURES ARE NOT COMPARABLE WITH
PREVIOUS REPORTS.

Digital 2024 Switzerland 101 sur 136JAN
2024

ONLINE DOCTOR CONSULTATIONS OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION
SERVICES

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATIONS SERVICES
400.0 THOUSAND

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION
SERVICES
+8.1%
+30 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)
\$270.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, ONLINE DOCTOR CONSULTATIONS
+17.4%
+\$40 MILLION

AVERAGE ANNUAL VALUE PER USER, ONLINE DOCTOR CONSULTATIONS (USD,
2023)
\$669

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES:
INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS
TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES
FOR YEAR-END 2023 AND COMPARISONS TO EQUIVALENT VALUES FOR THE
PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS.
PERCENTAGE CHANGE VALUES ARE RELATIVE; '#' VALUES SHOW ABSOLUTE
CHANGE.

wearesocial logo | meltwater

Digital 2024 Switzerland

103 sur 136JAN 2024

DIGITAL HEALTH TREATMENT & CARE OVERVIEW HEADLINES FOR THE
ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND
CARE

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
3.96 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+25.7%
+810 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD,
2023)
\$520.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE
MARKET
+18.2%
+\$80 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
\$131

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONES, SMART WATCHES OR SMARTWARE. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE, "%" VALUES SHOW ABSOLUTE CHANGE.

Digital 2024 Switzerland

102 sur 136

we are social + MeltwaterVoici la retranscription textuelle de l'image :

JAN 2024

DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

SWITZERLAND

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

3.81 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS

+8.9%

+310 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)

\$440.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET

+10.0%

+\$40 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL FITNESS & WELL-BEING (USD, 2023)

\$116

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES INCLUDE: SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WEARABLES, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, NUTRITION APPS (E.G., CALORIE COUNTERS), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SUITS, SMART JEWELRY, HEALTH TRACKING APPS, OR MOBILE HEALTH SYSTEMS. FIGURES INCLUDE CONSUMER SPENDING ON THE ABOVE ITEMS AND SERVICES AND EXCLUDE SPENDING BY ORGANIZATIONS. ALL COMPARISONS TO POPULATION VALUES REFER TO INTERNET USERS. FINANCIAL VALUES IN U.S. DOLLARS. RATES OF CHANGE INCLUDES SEASONAL CHANGE.

WE ARE SOCIAL x Meltwater

Digital 2024 Switzerland 104 sur 136

JAN 2024

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

1. MOVIE OR TV STREAMING SERVICE - 31.1%
2. MUSIC STREAMING SERVICE - 28.7%
3. MOBILE APP - 9.4%
4. MUSIC DOWNLOAD - 8.8%
5. IN-APP PURCHASES - 8.5%
6. E-BOOK - 8.2%
7. MOBILE GAME - 7.7%
8. SOFTWARE PACKAGE - 7.4%
9. STUDY PROGRAMS AND LEARNING MATERIALS - 6.0%
10. NEWS SERVICE - 5.7%
11. PREMIUM WEB SERVICE - 5.4%
12. ONLINE MAGAZINE SUBSCRIPTION - 4.3%
13. DIGITAL GIFTS - 3.2%
14. DATING SERVICE - 2.8%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 Switzerland

we are social

MeltwaterJan 2024

DIGITAL MEDIA SPEND
FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS
(IN U.S. DOLLARS)

Switzerland

- TOTAL
\$2.21 BILLION
YEAR-ON-YEAR CHANGE +15.7% (+\$300 MILLION)
- VIDEO GAMES
\$1.02 BILLION
YEAR-ON-YEAR CHANGE +18.6% (+\$160 MILLION)
- VIDEO-ON-DEMAND
\$610.0 MILLION
YEAR-ON-YEAR CHANGE +22.0% (+\$110 MILLION)
- EPUBLISHING
\$460.0 MILLION
YEAR-ON-YEAR CHANGE +9.5% (+\$40 MILLION)
- DIGITAL MUSIC
\$130.0 MILLION
YEAR-ON-YEAR CHANGE +8.3% (+\$10 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM.
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT.
COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES – FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

WE ARE SOCIAL Meltwater

Digital 2024 Switzerland 106 sur 136

106 # ? ^ _

françaisBien sûr, voici la retranscription textuelle de l'image fournie:

**** JAN 2024 ****

**** SOURCES OF BRAND DISCOVERY ****

**** PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM ****

1. SEARCH ENGINES - 38.9%
2. WORD-OF-MOUTH - 32.2%
3. TV ADS - 28.2%
4. SOCIAL MEDIA ADS - 21.9%
5. PRODUCT COMPARISON WEBSITES - 19.5%
6. BRAND WEBSITES - 18.7%
7. BILLBOARDS & POSTERS - 18.0%
8. IN-STORE PROMOS - 18.0%
9. PRINT PRESS ADS - 16.8%
10. EMAILS OR PHYSICAL MAIL - 16.7%
11. PRODUCT SAMPLES OR TRIALS - 16.5%
12. PRODUCT BROCHURES - 16.4%
13. ADS ON WEBSITES - 15.8%
14. RETAIL WEBSITES - 15.6%
15. ADS IN MOBILE APPS - 15.1%

SWITZERLAND (drapeau suisse)

108

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Copyright logos: we are social / Meltwater

Digital 2024 Switzerland
108 sur 136

J'espère que cela vous est utile ! Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024.

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

(Switzerland flag)

- SEARCH ENGINES: 61.7%
- PRICE COMPARISON SITES: 30.5%
- SOCIAL NETWORKS: 27.2%
- PRODUCT & BRAND WEBSITES: 26.4%
- CONSUMER REVIEWS: 23.5%
- MOBILE APPS: 16.0%
- SPECIALIST REVIEW SITES: 13.9%
- DISCOUNT VOUCHER SITES: 13.4%
- Q&A SITES: 12.0%
- 8.4% BRAND & PRODUCT BLOGS
- 8.3% VIDEO SITES
- FORUMS & MESSAGE BOARDS: 7.0%
- MESSENGER SERVICES: 5.6%
- ONLINE PINBOARDS: 5.6%
- MICRO-BLOGS: 3.8%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 Switzerland

110 sur 136

We are social Meltwater.

---JAN 2024

ENGAGEMENT WITH DIGITAL MARKETING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY

[SUISSE]

1. **RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE**

- 53.7%
- YOY: +0.8% (+40 BPS)

2. **VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS**

- 57.9%
- YOY: +5.7% (+310 BPS)

3. **CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS**

- 12.1%
- YOY: -5.5% (-70 BPS)

4. **CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS**

- 11.1%
- YOY: -4.3% (-50 BPS)

5. **DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS**

- 12.9%
- YOY: -7.2% (-100 BPS)

SOURCE: GWI JAN 2024. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTES. "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN THE INCIDENCE OF 30.7% FROM A STARTING VALUE OF 30.0% WOULD EQUAL $(30.7-30.0) / 30.0 = 0.023$, OR +2.3%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES; SEE NOTES ON DATA.

109 sur 136

****Note:**** This is a brief summary translation of the image text. JAN 2024
ADVERTISING SPEND: TOTAL vs. DIGITAL
TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)
\$6.46 BILLION

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)
+4.5%
+\$280 MILLION

DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)
\$4.08 BILLION

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND
+8.4%
+\$318 MILLION

DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
63.2%

Source: Statista Market Outlooks. See Statista.com. Notes: Figures represent estimates for full-year 2023, and comparisons with equivalent values for the previous calendar

year. Financial values in U.S. dollars. Percentage changes are values adjusted for inflation at 2022 rates. Adding value of US\$100 would equal 2023. Not 2021. Comparability BASE REMARK MULTIPLE RESPONSE DAILY VIEW RATE. Advertisement for online advertising. Social media insights into this chart includes a broader variety of channels when it comes to the definition of Social Media, which means figures might not be double-click highlights.

We Are Social ©Meltwater

Digital 2024 Switzerland

111 sur 136

!9p Ø=ÜÊ Ø=Ý Ø=Þ€ Ø=ÜÅ Ø=Üe français** JAN 2024 SEARCH ADVERTISING OVERVIEW**
SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

Annual Spend on Online Search Advertising (USD)
\$2.02 BILLION

Year-On-Year Change in Online Search Advertising Spend
+9.8%
+ \$180 MILLION

Online Search's Share of Total Digital Advertising Spend
49.5%

Year-On-Year Change in Online Search's Share of Total Digital Advertising Spend
+1.2%
+60 BPS

Source: Statista Advertising & Media Outlook. See Statista.com. Notes: Figures represent estimates for full-year 2024, and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. dollars. Percentage change values are based on the increase or decrease from a starting value of 100%. Would equal 80%, not 75%. 1995 values represent base points and indicate absolute change.

Comparability: Base changes figures are not comparable with previous reports.

Digital 2024 Switzerland
114 sur 136