




TKP – Entwicklung


Juni 2020 vs. Juni 2019

Juni: SRF 1, SRF info und die TRC sehr kosteneffizient

Sender	Zeitschiene	TKP 2020 in CHF	TKP 2019 in CHF	Differenz
	24h	66.86	91.98	-27%
	Daytime	49.34	72.67	-32%
	PrePrime	67.18	86.22	-22%
	Primetime	68.56	96.03	-29%
	Late	65.57	72.92	-10%

Sender	Zeitschiene	TKP 2020 in CHF	TKP 2019 in CHF	Differenz
	24h	138.38	110.11	26%
	Daytime	97.14	101.02	-4%
	PrePrime	78.52	93.69	-16%
	Primetime	176.23	109.54	61%
	Late	164.52	129.33	27%


Sender	Zeitschiene	TKP 2020 in CHF	TKP 2019 in CHF	Differenz
	24h	69.71	68.85	1%
	Daytime	Keine WB		
	PrePrime	32.56	61.87	-47%
	Primetime	72.36	74.17	-2%
	Late	66.57	58.14	14%


Sender	Zeitschiene	TKP 2020 in CHF	TKP 2019 in CHF	Differenz
	24h	56.96	67.84	-16%
	PrePrime	56.96	67.84	-16%


Die tiefen TKP resultieren durch die hohen Effektivwerte (über Plan).


Quelle: Mediapulse TV Data (MediaWizard), DCH/FCH/ICH, Personen 15-59 inkl. Gäste, Juni 2020 & Juni 2019, Klassische Werbeblöcke ohne Live-Sport, ØTKP(30s), alle Plattformen, Overnight +7

Juni: RTS 1, RTS 2 und RSI LA 1 sehr kosteneffizient

Sender	Zeitschiene	TKP 2020 in CHF	TKP 2019 in CHF	Differenz
	24h	78.19	108.34	-28%
	Daytime	53.44	80.68	-34%
	PrePrime	61.76	97.14	-36%
	Primetime	91.58	123.08	-26%
	Late	38.16	44.32	-14%

Sender	Zeitschiene	TKP 2020 in CHF	TKP 2019 in CHF	Differenz
	24h	92.93	122.61	-24%
	Daytime	107.16	124.67	-14%
	PrePrime	76.23	102.54	-26%
	Primetime	93.95	117.36	-20%
	Late	78.65	144.13	-45%


Sender	Zeitschiene	TKP 2020 in CHF	TKP 2019 in CHF	Differenz
	24h	74.95	77.69	-4%
	Daytime	77.49	70	11%
	PrePrime	55.29	58.78	-6%
	Primetime	80.22	83.94	-4%
	Late	54.78	73.55	-26%


Sender	Zeitschiene	TKP 2020 in CHF	TKP 2019 in CHF	Differenz
	24h	176.52	115.42	53%
	Daytime	335.69	154.4	117%
	PrePrime	237.38	121.43	95%
	Primetime	132.43	102.33	29%
	Late	97.63	94.12	4%


Die tiefen TKP resultieren durch die hohen Effektivwerte (über Plan).

Quelle: Mediapulse TV Data (MediaWizard), DCH/FCH/ICH, Personen 15-59 inkl. Gäste, Juni 2020 & Juni 2019, Klassische Werbeblöcke ohne Live-Sport, ØTKP(30s), alle Plattformen, Overnight +7

Juni: TF1 & TFX besonders kosteneffizient

Sender	Zeitschiene	TKP 2020 in CHF	TKP 2019 in CHF	Differenz
	24h	68.08	78.05	-13%
	Daytime	51.69	59.04	-12%
	PrePrime	74.93	71.42	5%
	Primetime	79.16	97.12	-18%
	Late	53.13	55.82	-5%

Sender	Zeitschiene	TKP 2020 in CHF	TKP 2019 in CHF	Differenz
	24h	106.51	72.34	47%
	Daytime	118.44	69.44	71%
	PrePrime	128.07	55.53	131%
	Primetime	106.71	71.83	49%
	Late	62.31	95.08	-34%

Sender	Zeitschiene	TKP 2020 in CHF	TKP 2019 in CHF	Differenz
	24h	66.1	119.72	-45%
	Daytime	64.47	70.65	-9%
	PrePrime	58.86	116.85	-50%
	Primetime	69.11	133.01	-48%
	Late	53.5	95.4	-44%

Quelle: Mediapulse TV Data (MediaWizard), DCH/FCH/ICH, Personen 15-59 inkl. Gäste, Juni 2020 & Juni 2019, Klassische Werbeblöcke ohne Live-Sport, ØTKP(30s), alle Plattformen, Overnight +7

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