

Admeira study

Audience Insights+

Study profile

CANAL+

- **Method**
CAWI (Computer-Assisted Web Interviewing) with customer addresses (n=22'999)
- **Content**
The survey covered the use of CANAL+, in particular live sport and other content on different devices, as well as the underlying motives. It also covered leisure behaviour, shopping habits, and advertising perception and impact in the CANAL+ environment.
- **Universe**
Subscribers in Switzerland
- **Sampling method**
«Best effort – Convenience»: the sample was not drawn at random from all CANAL+ subscribers, but recruited from available and reachable participants – with the aim of achieving as balanced a composition as possible (e.g. by age, gender, region).
- **Quotas**
None
- **Sample size** n=514 | Base for detailed sport questions: n = 325 (live sport users)
- **Fieldwork / survey period** 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026

Your + in FR-CH

CANAL+

Today's CANAL+ user –
is called Jean-Claude

72%
male



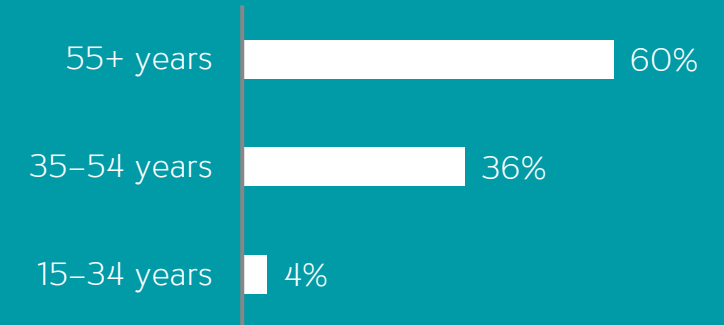
**Purchasing power &
consumption: +**



Usage intensity: +



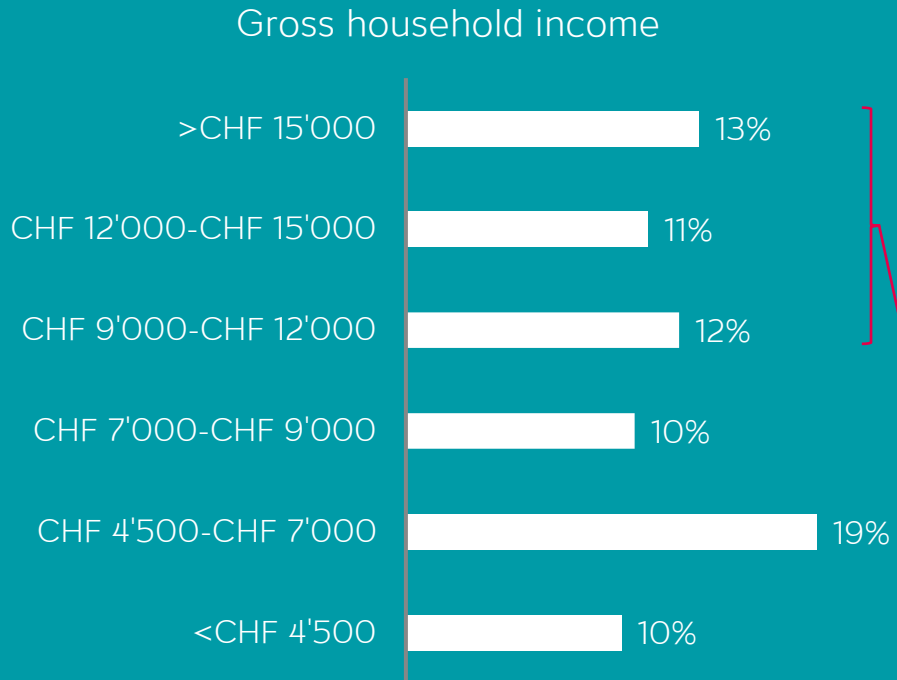
Advertising impact: +



Source: Admeira study, conducted by GfK Switzerland, FR-CH: n= 514, persons aged 15-74
CANAL+ subscribers, survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026

Affluent, consumption-oriented audience

CANAL+



36% >CHF 9'000
Gross household income/month

Children in HH: 28%



55% >CHF 9'000
Gross household income/month



Source: Admeira study, conducted by GfK Switzerland, FR-CH: n= 514, persons aged 15-74
CANAL+ subscribers, survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026

Affluent, consumption-oriented audience

CANAL+



Index FR-CH total

37%

treat themselves to luxury/expensive things

295

61%

value beautiful things

145

84%

are connoisseurs

121



Index FR-CH total

22%

go out weekly

215

69%

spend their leisure time in nature

131

42%

do something for their well-being

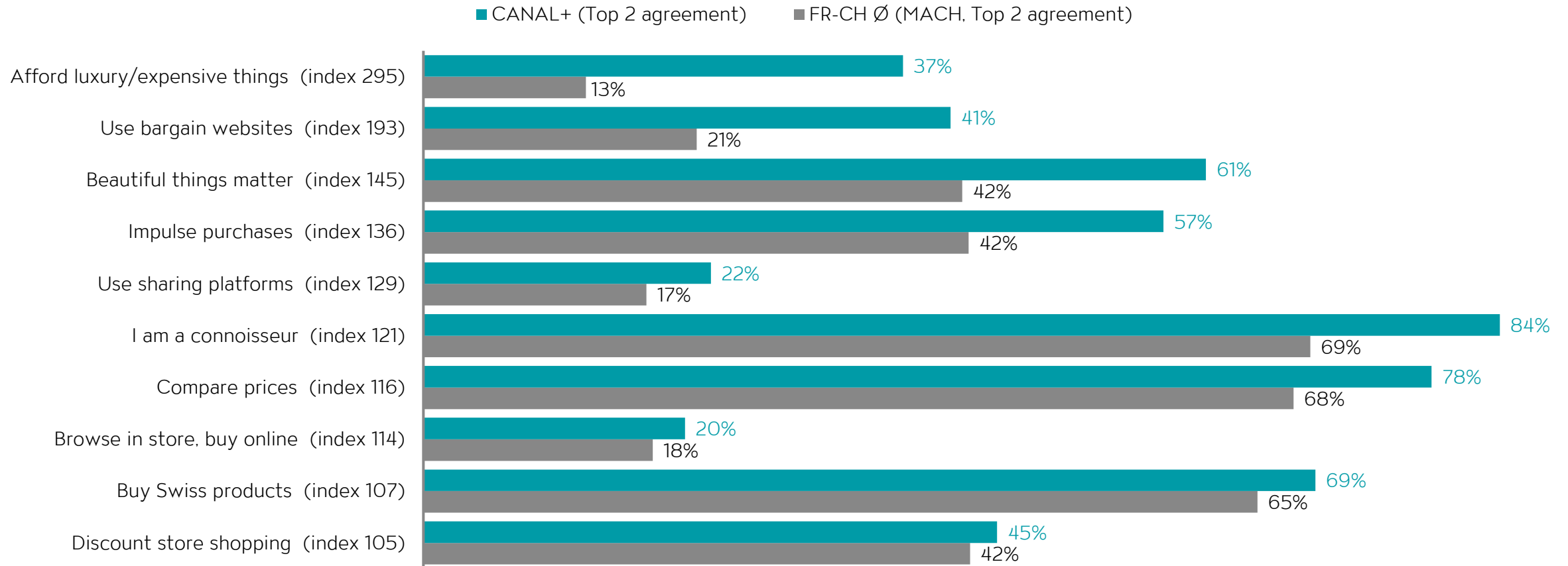
126

Source: Admeira study, conducted by GfK Switzerland, FR-CH: n= 514, persons aged 15-74
CANAL+ subscribers, survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026

CANAL+ users treat themselves

CANAL+

Shopping habits: ranking by index vs population | Top 2 agreement



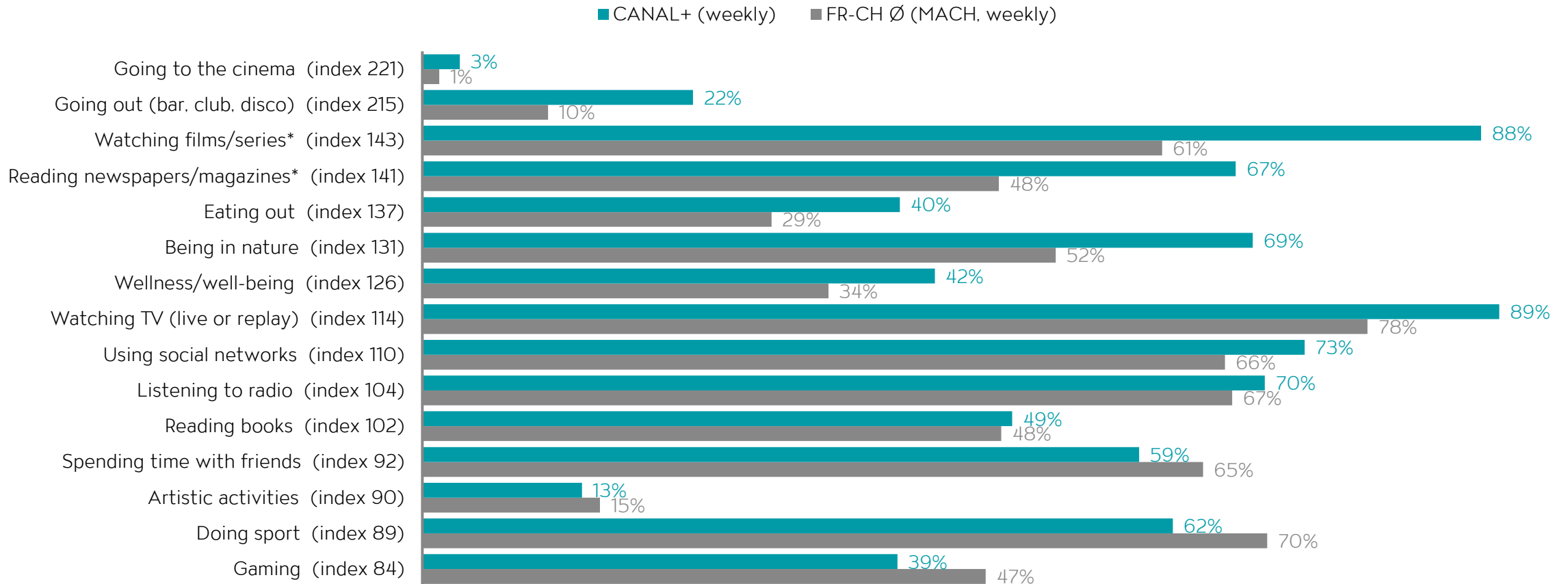
Source: Admeira study, conducted by GfK Switzerland, FR-CH: n= 514, persons aged 15-74, CANAL+ subscribers
Survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026

Comparison base MACH Consumer / MACH Strategy 2026, FR-CH, all persons: Top 2 agreement: fully agree/somewhat agree (no frequency specified)

CANAL+ users are active

CANAL+

Leisure activities (weekly): ranking by index vs population



Source: Admeira study, conducted by GfK Switzerland, FR-CH: n= 514, persons aged 15-74, CANAL+ subscribers

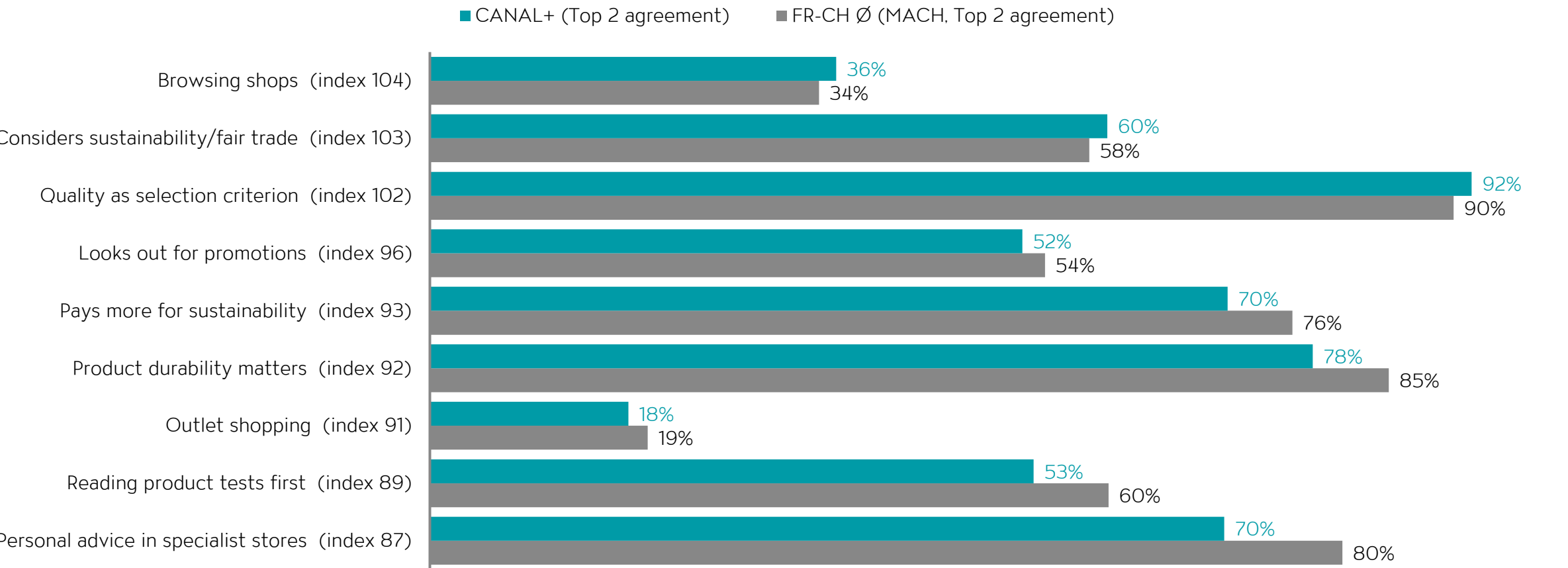
Survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026

Comparison base MACH Consumer / MACH Strategy 2026, FR-CH, all persons: Shown: share of users doing the activity at least once a week

CANAL+ users value quality



Shopping habits: ranking by index vs population | Top 2 agreement

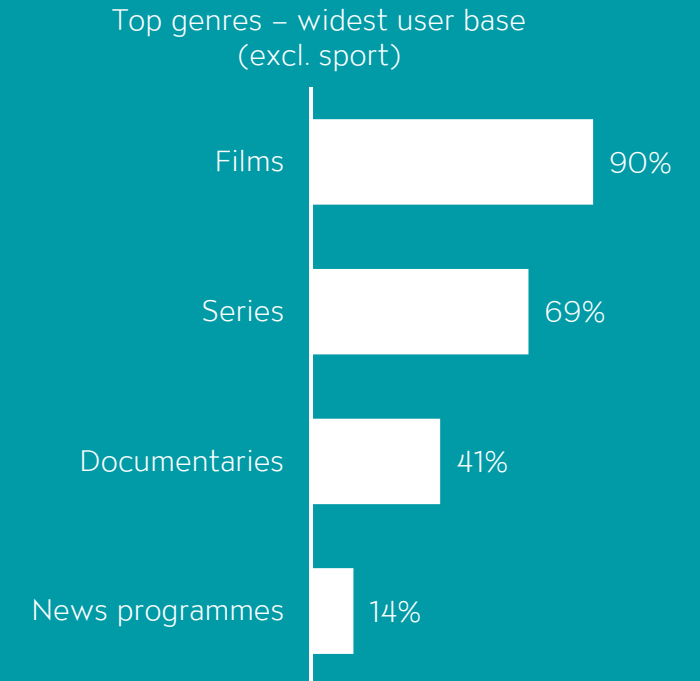
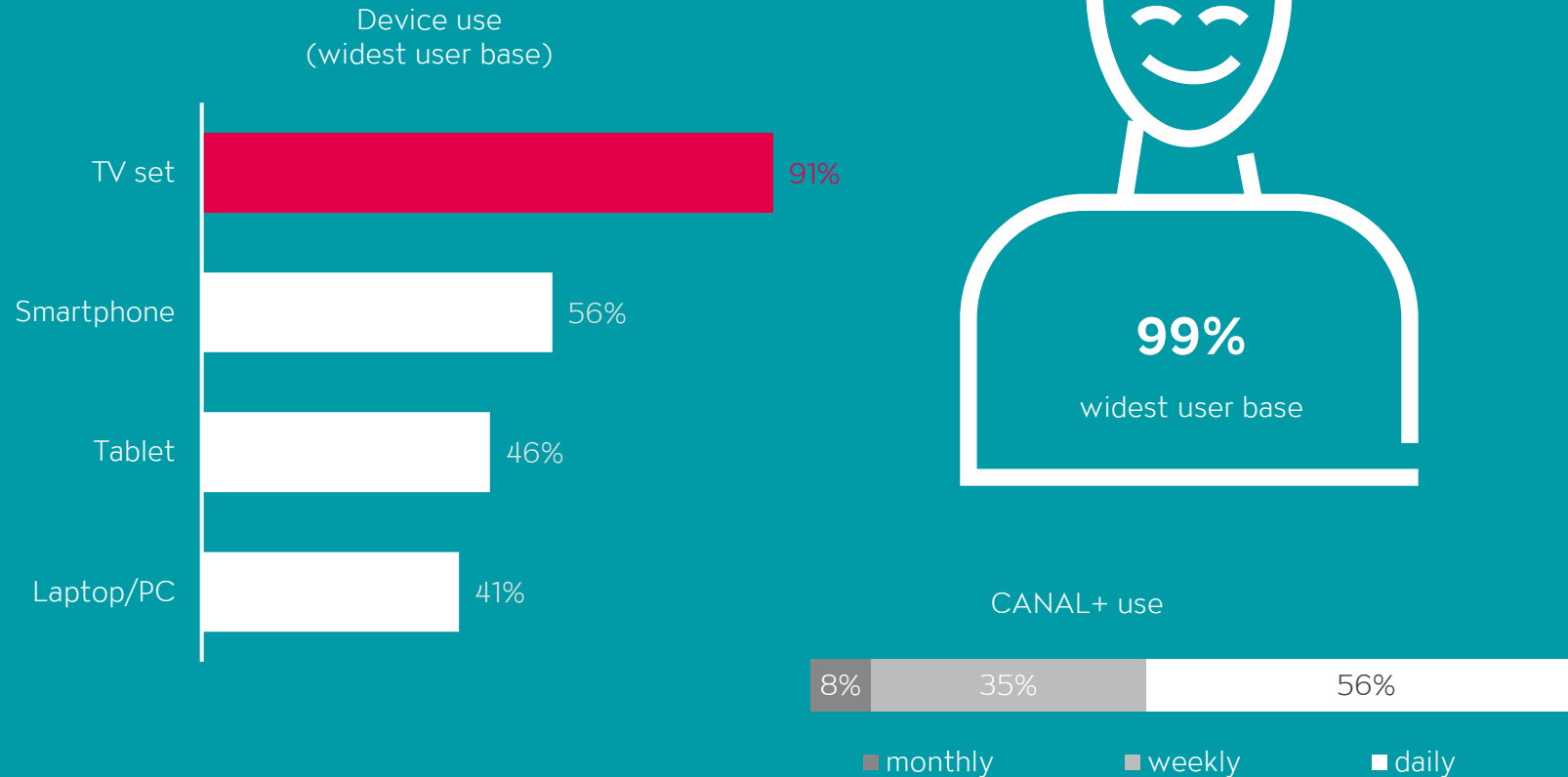


Source: Admeira study, conducted by GfK Switzerland, FR-CH: n= 514, persons aged 15-74, CANAL+ subscribers
Survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026
Comparison base MACH Consumer / MACH Strategy 2026, FR-CH, all persons: Top 2 agreement: fully agree/somewhat agree (no frequency specified)

CANAL+ is watched on the big screen

«in the classic living room»

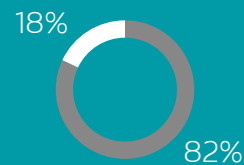
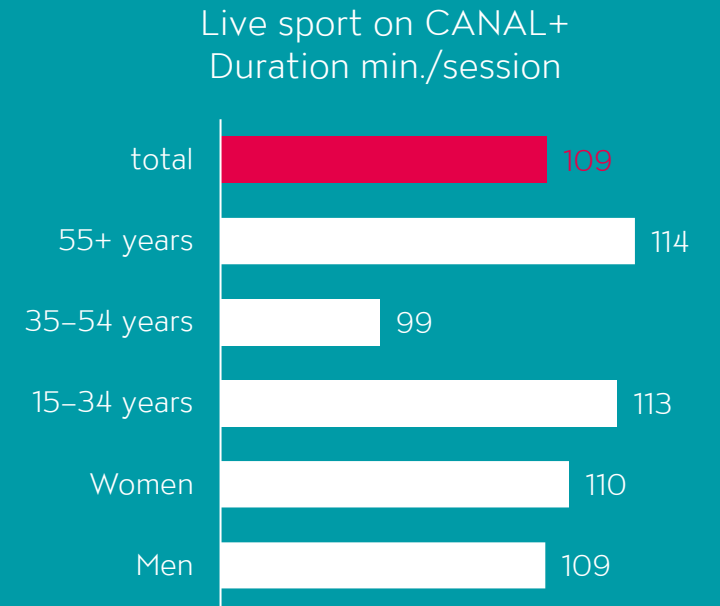
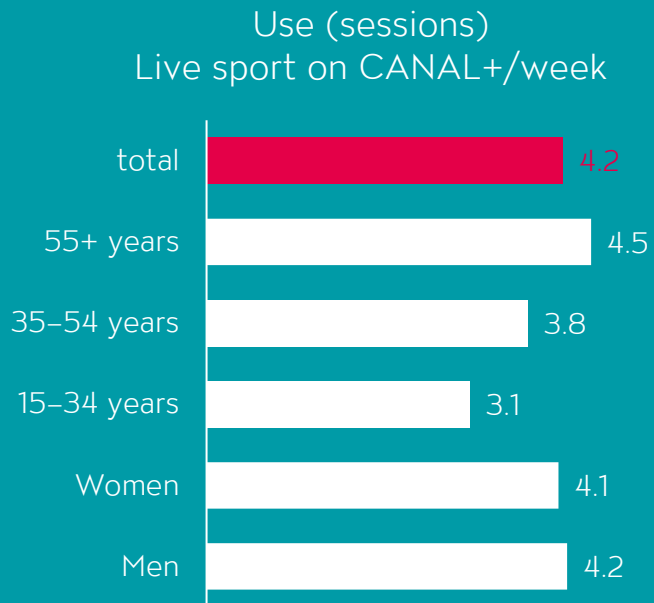
CANAL+



Source: Admeira study, conducted by NIO, FR-CH: n= 514, persons aged 15-74
CANAL+ subscribers, survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026

92% watch live sport on the big screen

CANAL+



■ M ■ F

Live sport use on CANAL+ total: 64%



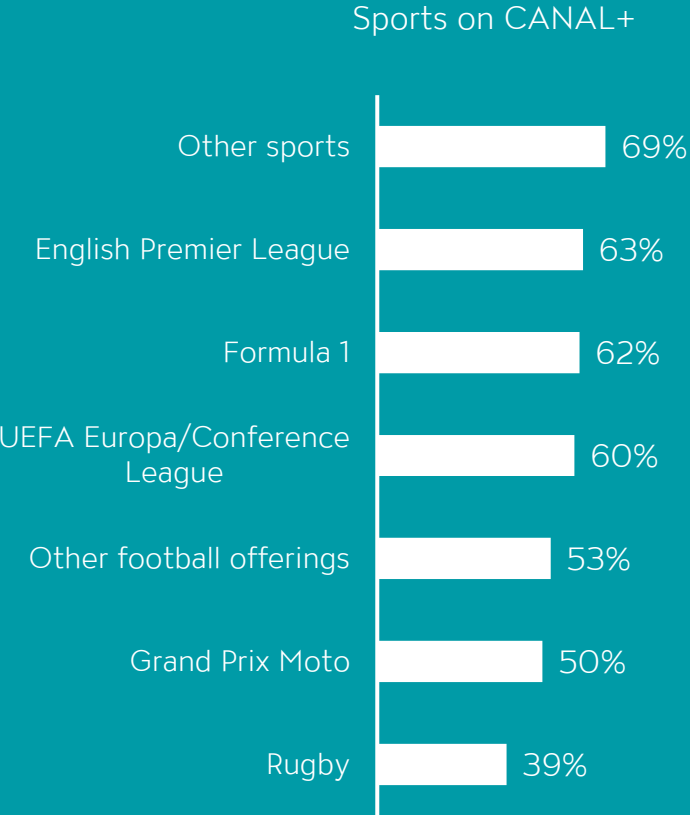
■ monthly ■ weekly ■ daily



Source: Admeira study, conducted by NIO, FR-CH: n= 325, persons aged 15-74
CANAL+ subscribers, survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026

CANAL+ offers what sports fans want

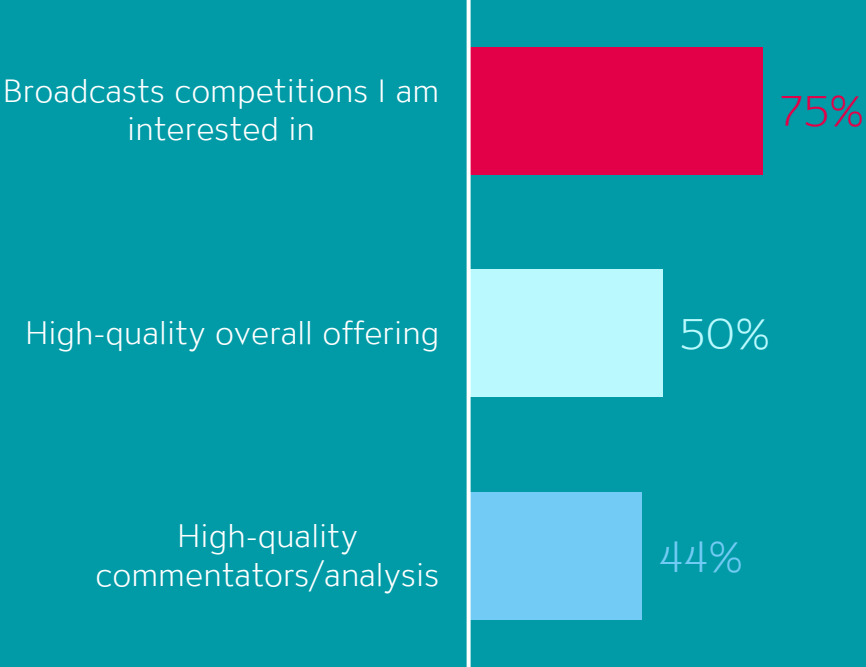
CANAL+



■ widest user base



Reasons for watching sport on CANAL+ (Top 3)

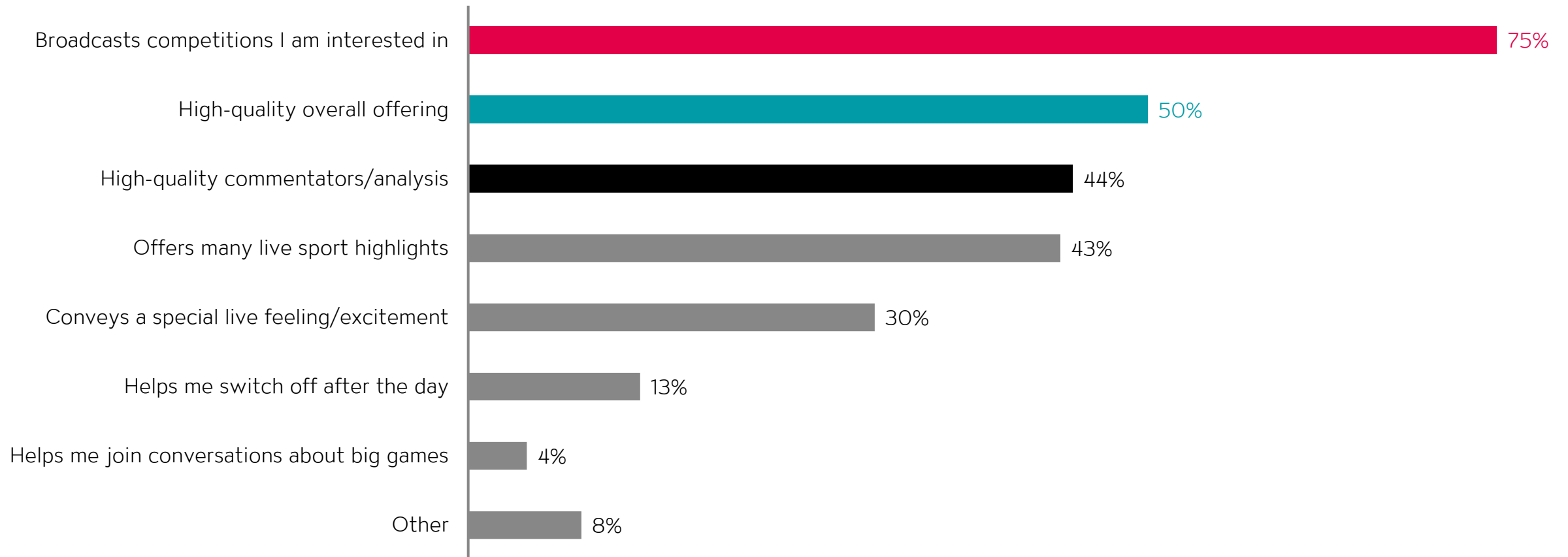


Source: Admeira study, conducted by NIO, FR-CH: n= 325, persons aged 15-74
CANAL+ subscribers, survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026

CANAL+ offers what people want

CANAL+

Reasons for using the live sport offering on CANAL+

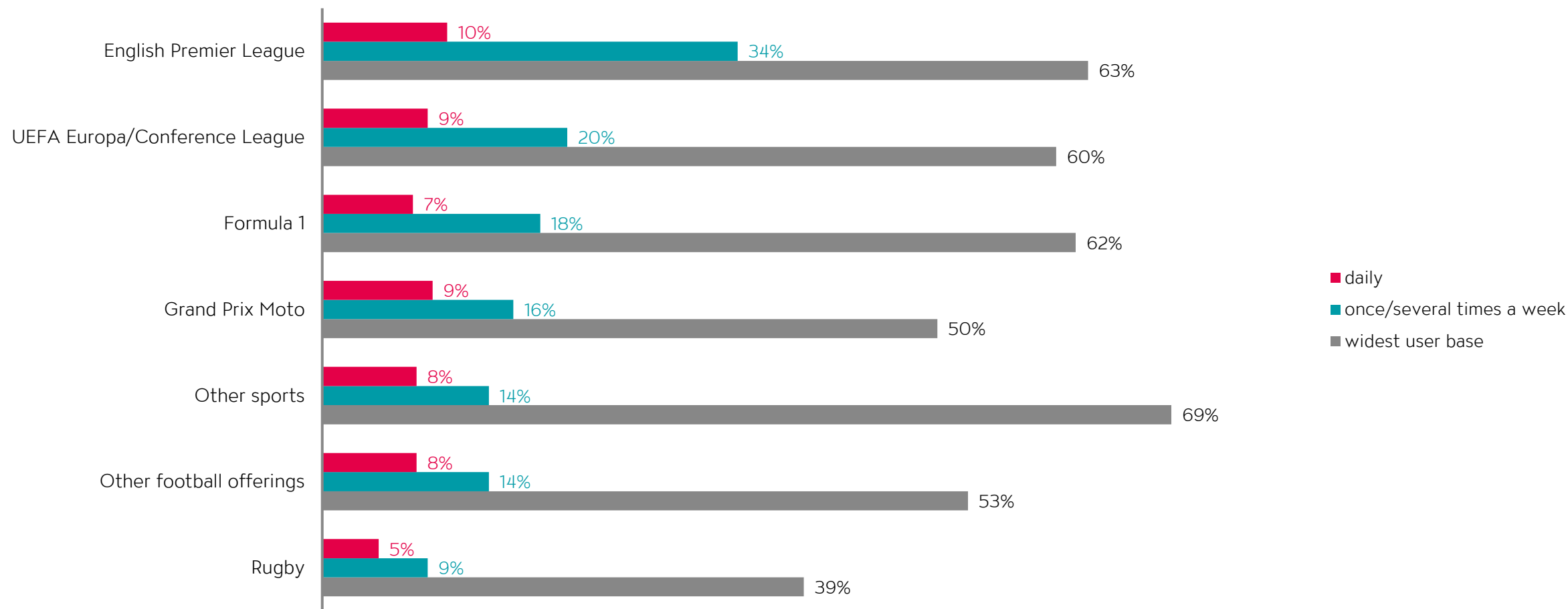


Source: Admeira study, conducted by GfK Switzerland, FR-CH: n= 325, persons aged 15-74, CANAL+ subscribers
Survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026
Question: «What are the main reasons why you watch live sport broadcasts on CANAL+?» (multiple answers possible)

Football is the most popular sport



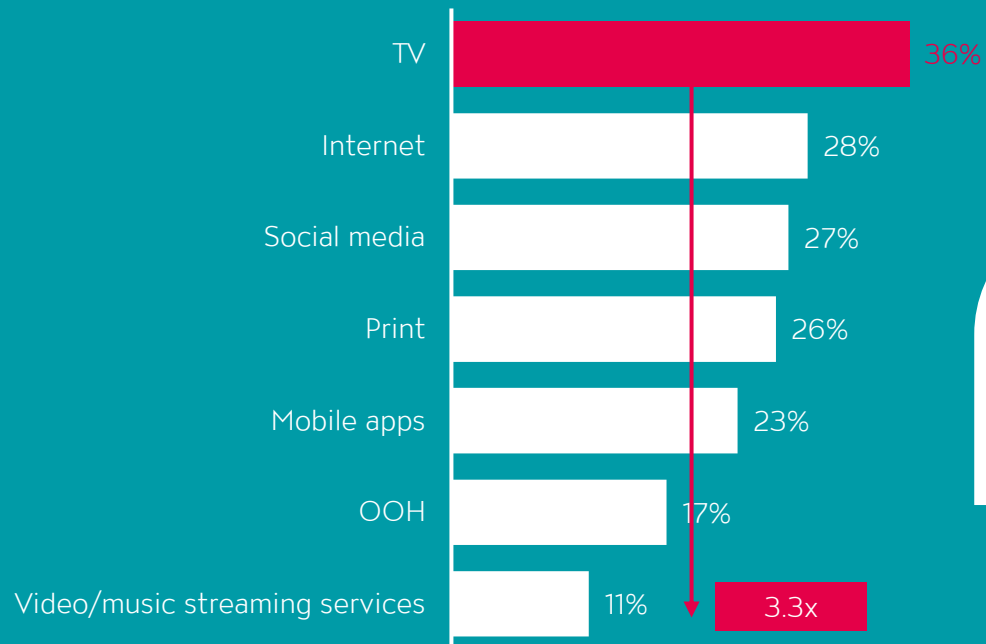
Most popular sports on CANAL+ | ranking by weekly use



Source: Admeira study, conducted by GfK Switzerland, FR-CH: n= 325, persons aged 15-74, CANAL+ subscribers
Survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026
Question: «How often do you watch the following sports live on CANAL+ or CANAL+ FOOT?» (multiple answers possible)

High ad attention and ad activation

CANAL+

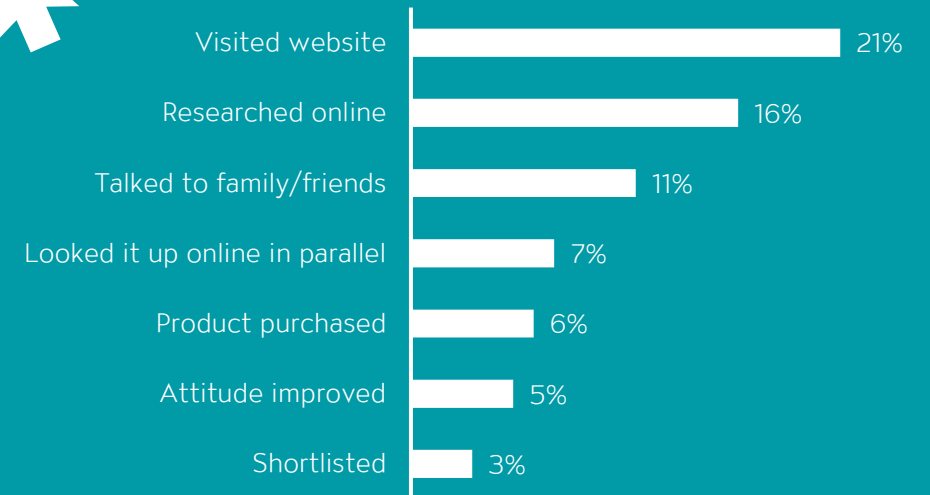


Weekly ad attention CANAL+ users in %
Weekly ad attention: once a week/almost daily/several times a week



Ad activation (min. 1x active after ad contact)

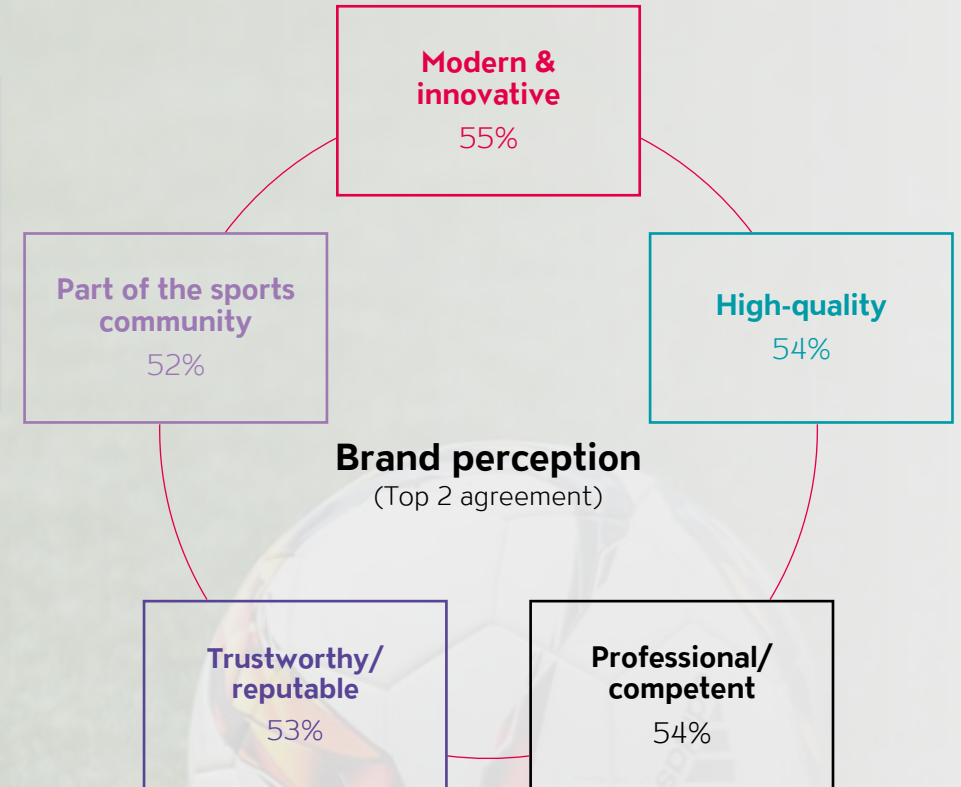
CANAL+ cum. 40.3%



Source: Admeira study, conducted by NIO, FR-CH: n= 325, persons aged 15-74
CANAL+ subscribers, survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026

High-quality, credible brand environment

CANAL+

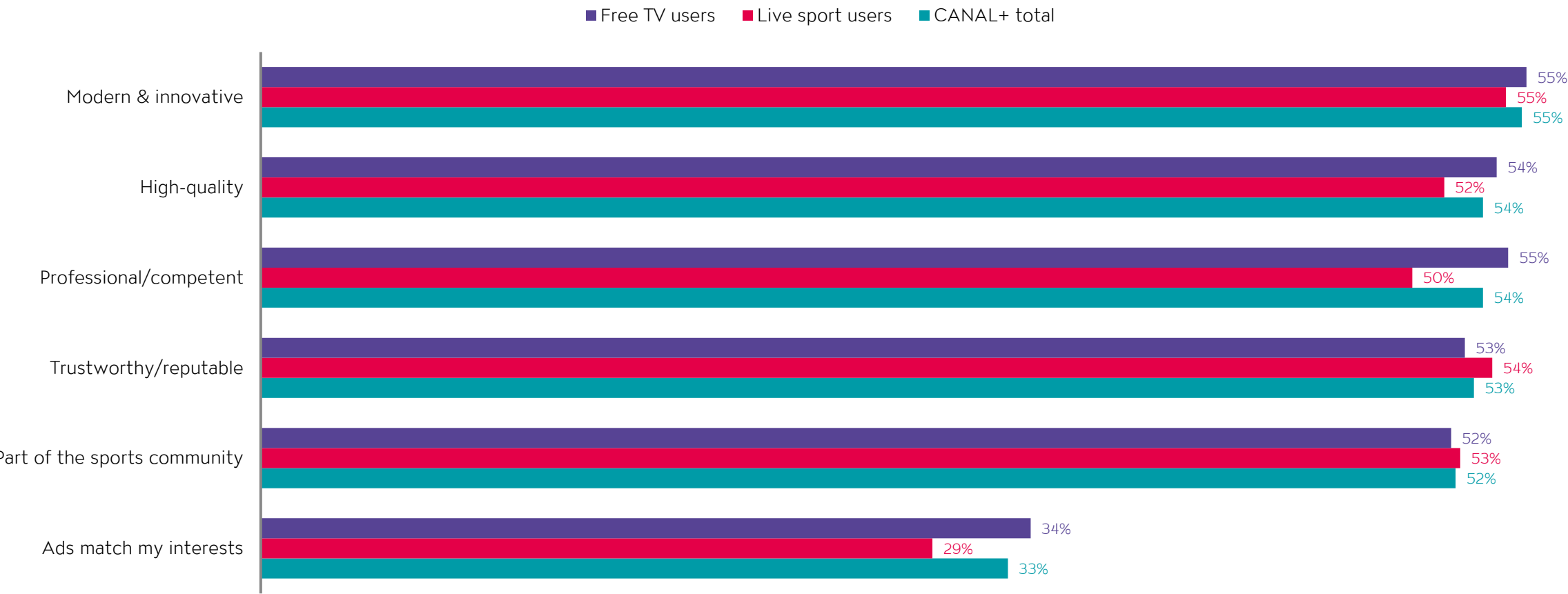


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Survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026
Top 2 agreement: fully agree/somewhat agree

CANAL+: a credible ad environment



Brand perception on CANAL+

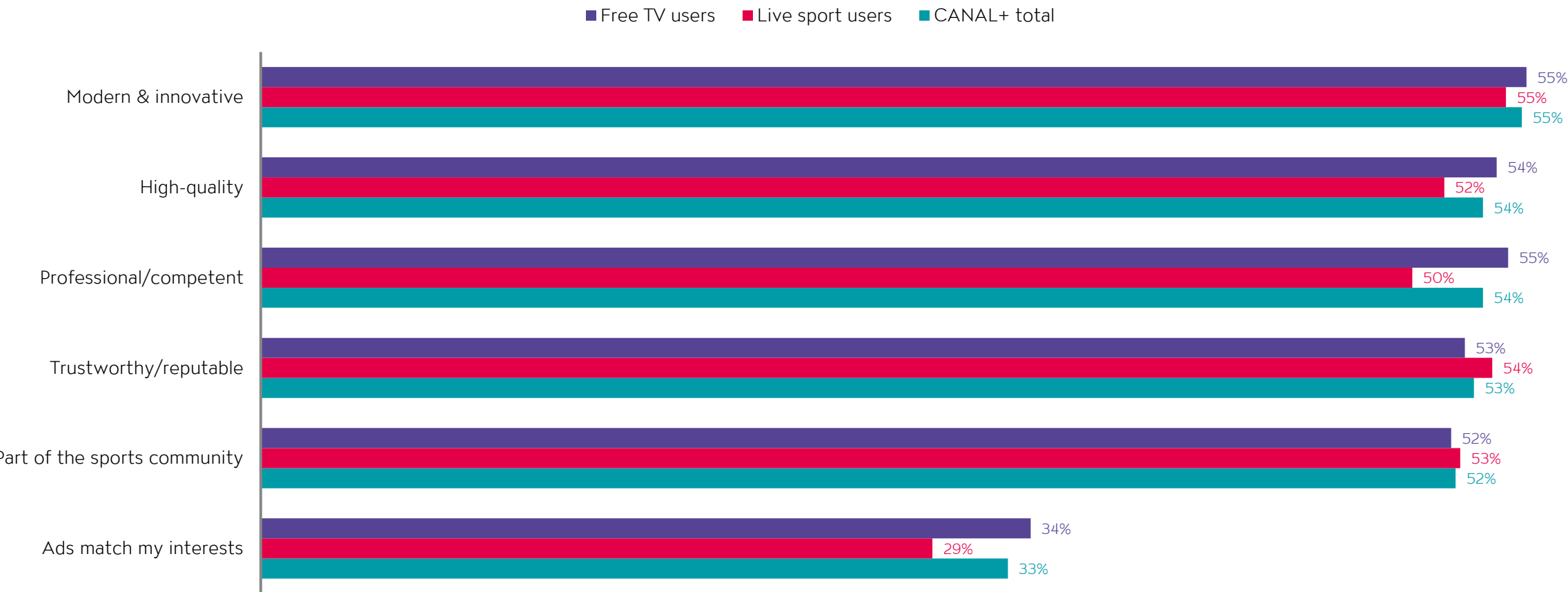


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Survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026
Top 2 agreement: fully agree/somewhat agree

Highest ad attention on TV



Weekly ad attention by channel

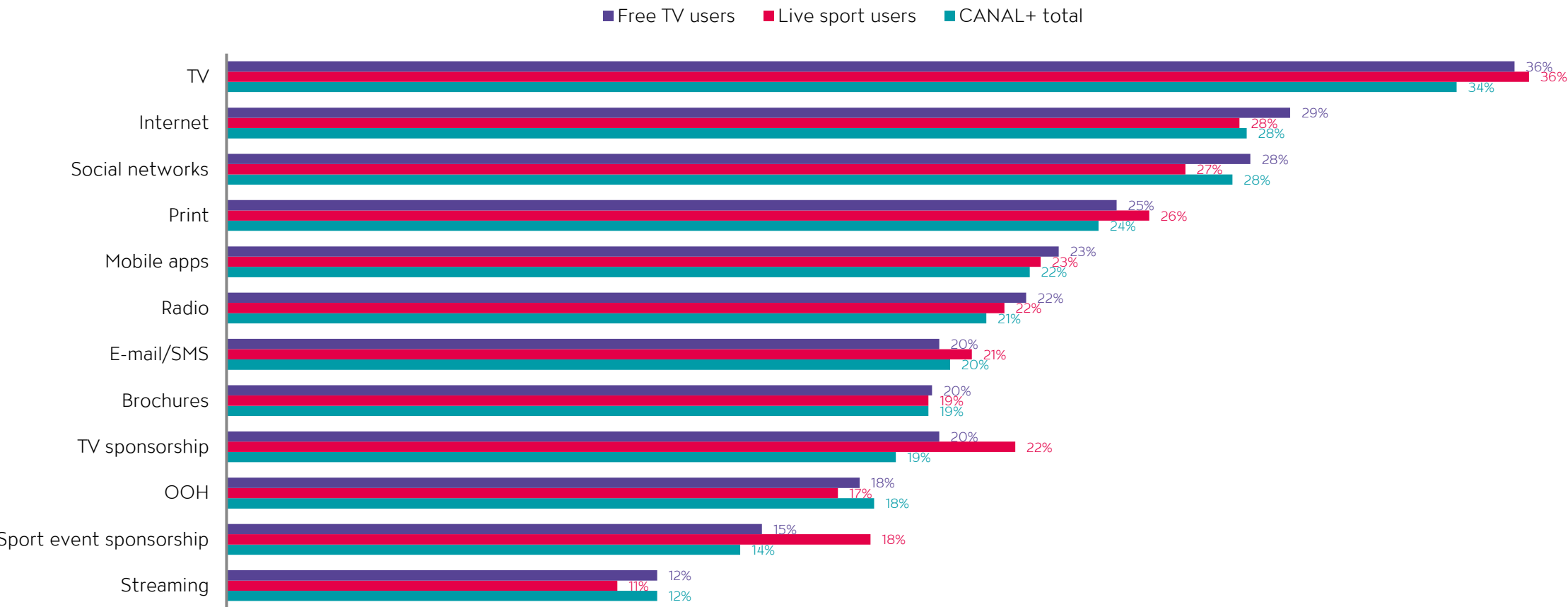


Source: Admeira study, conducted by GfK Switzerland, FR-CH: n= 325, persons aged 15-74, CANAL+ subscribers
Survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026
Weekly ad attention: once a week/almost daily/several times a week

Live sport users notice ads slightly more



Weekly ad attention by user segment

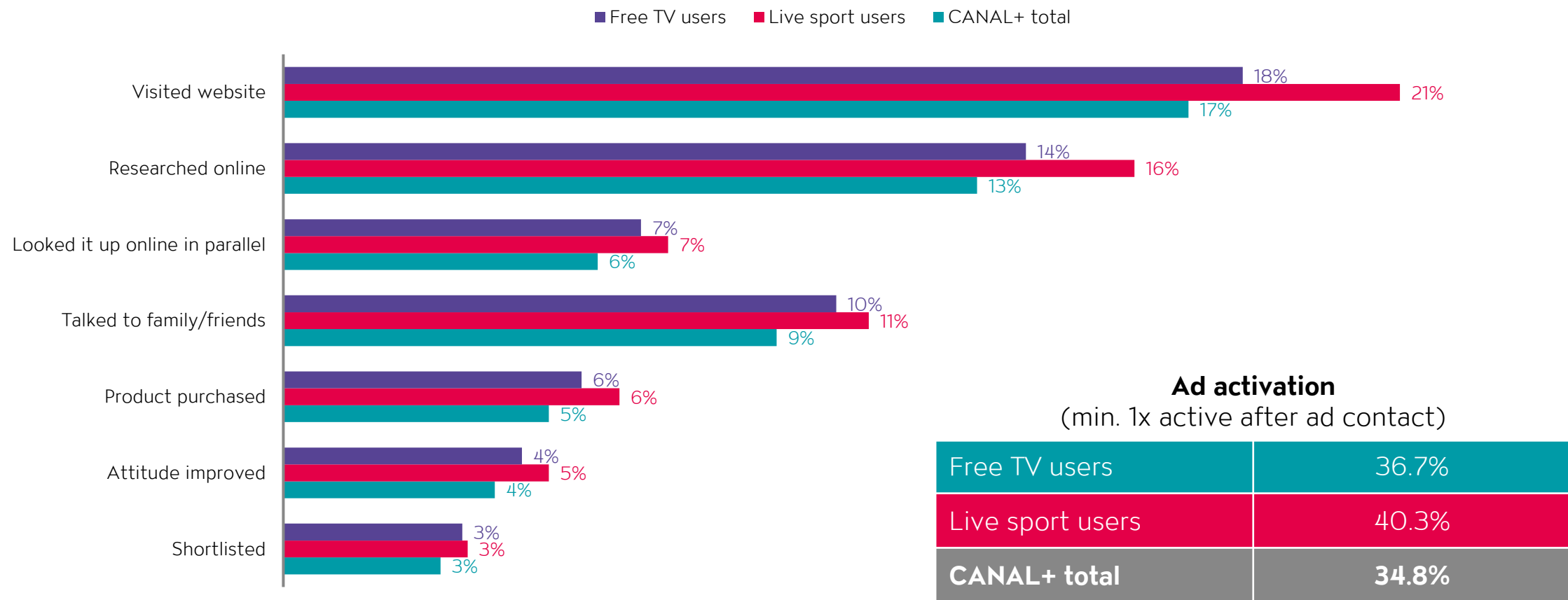


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Weekly ad attention: once a week/almost daily/several times a week

Advertising on CANAL+ activates



Activation after ad contact on CANAL+ | share who became active after ad contact



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Survey period 12.03.2026-24.03.2026 and 07.04.2026-17.04.2026

Top 2 agreement: fully agree/somewhat agree (no frequency specified) | Total activation values: inverse of the answer «none of these» (100% – «none of these»)

Thank you.

For further information, please feel free to contact us.

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