

Admeira Study

Premium Advertising Sport

SRF

RTS

RSI

2024

AD
MEIRA



Methodical profile

Method

Multi-topic survey in the GfK online bus

Univers

Online population of German-speaking and French-speaking Switzerland, 15 - 74 years old in the online user group (Usage: several times a day, daily or almost daily, several times a week, approximately once a week, or less than once a week)

Sampling procedure

Representative of the population according to sociodemographic characteristics, Random quota method

Quota

Gender, age (3 groups), WEMF areas (3 groups)

Weighting

The data was weighted according to the following criteria: Gender x age (4 groups), Employment (4 groups), School education (2 groups), Super WG (7 groups in German- and French-speaking Switzerland), Settlement type (2 groups). With the weighting, the data is optimally adapted to the structures of the population.

Sample

Interviews in G-CH: 757 / W-CH: 503

Field

G-CH: Week 6/2024 / F-CH: Week 6 and 7/2024

Implementing institute

GfK Switzerland AG, Rotkreuz

Source: Admeira study "Premium Advertising Sport", 2024", AdPanel, Wave 6/2024, GfK Switzerland
G-CH: n=757 total respondents (15-74 years), n=123 respondents 15-29 years
F-CH: n=503 total respondents (15-74 years), n=115 respondents 15-29 years.
Multiple answers possible

Sports events on TV are very popular. People like to follow their favorite athletes and teams. Live sport on TV is also time with family and friends.

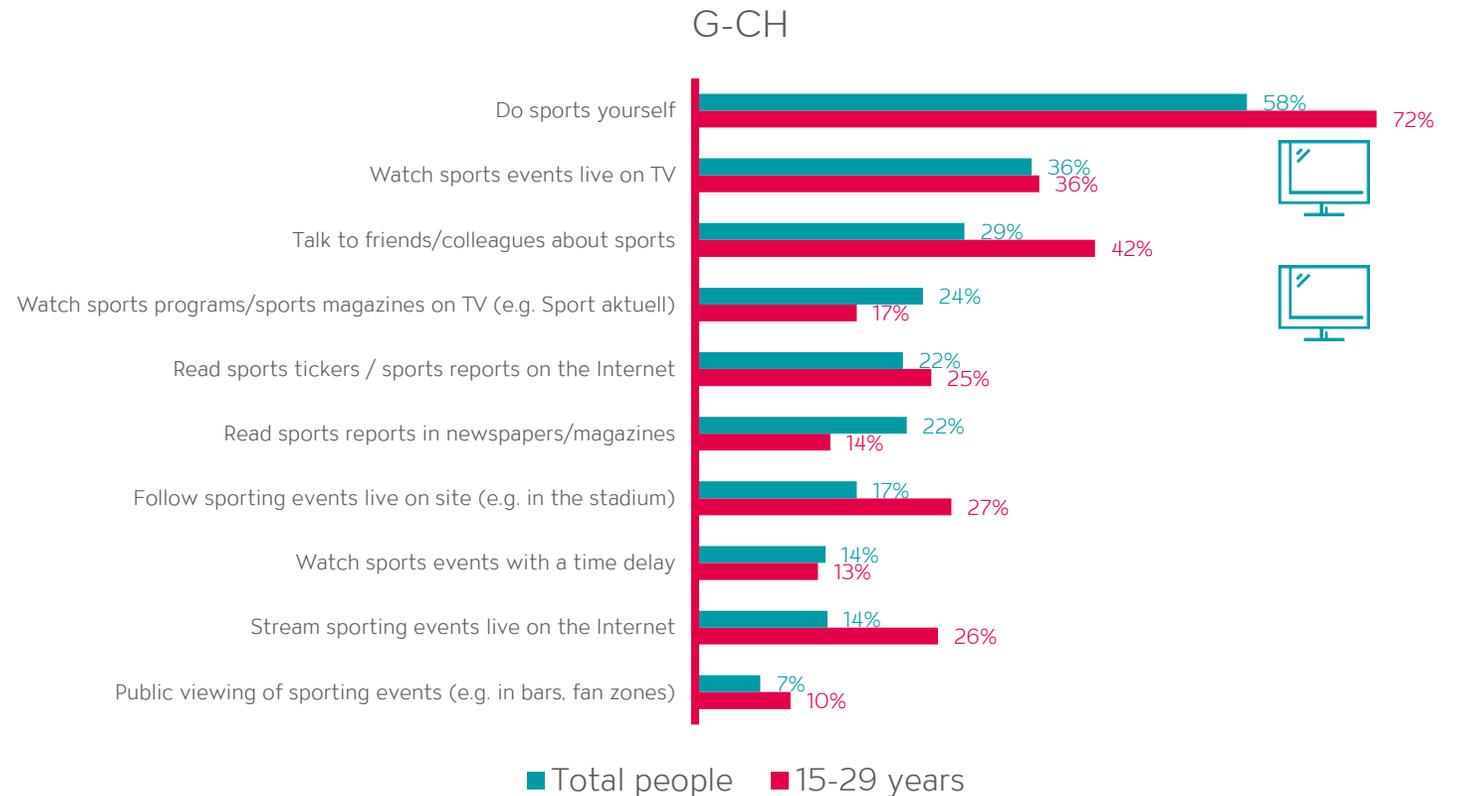


Sport events live on TV are popular

Question: When you think about exercise, which of the following activities are you doing regularly?



Switzerland is a sporty country. Doing sports yourself is the most important thing for people when it comes to sporting activities. Then it's time to sit on the sofa - sports events on TV are very popular. For the young target group, exchanging ideas about sports with friends is also very important.



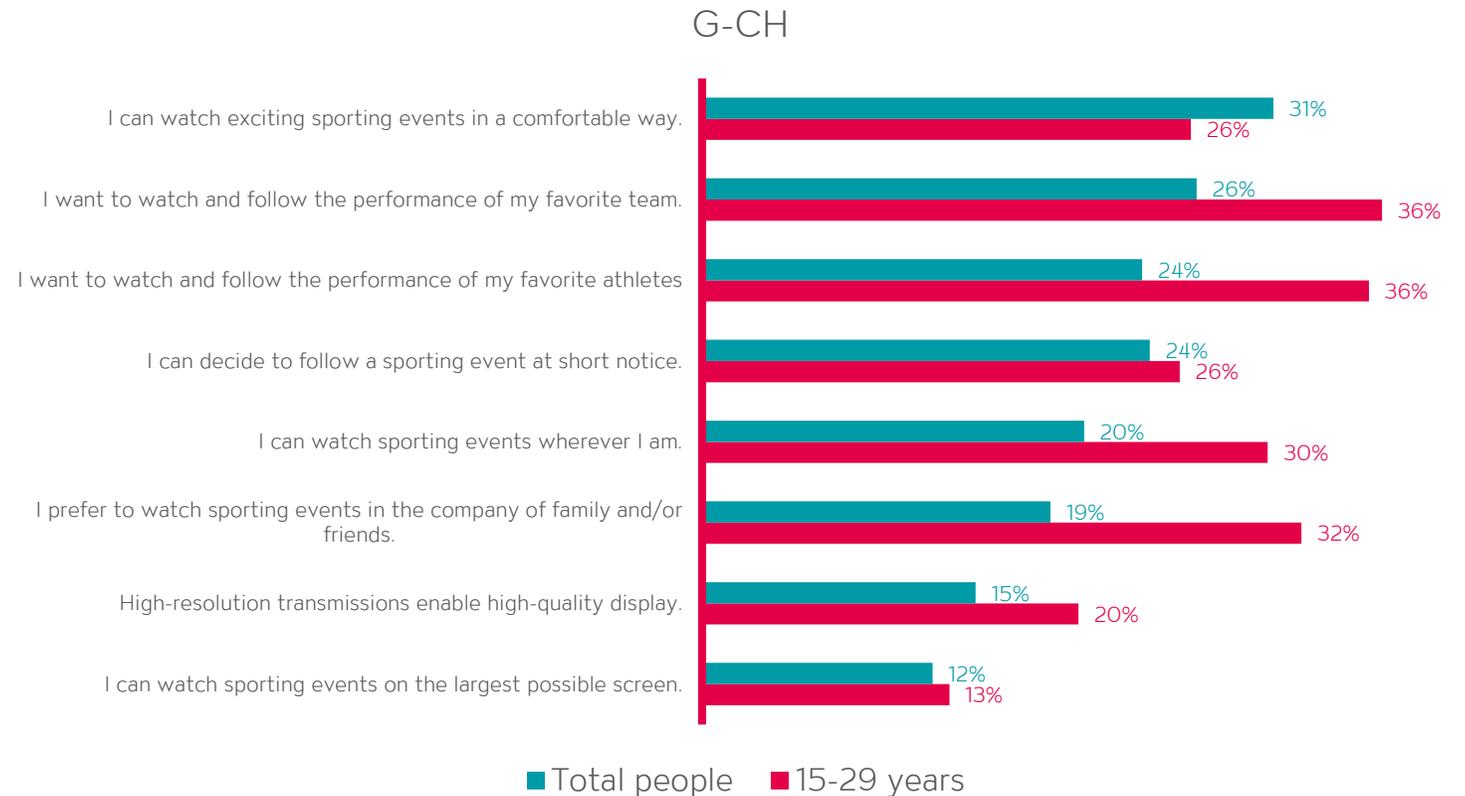
Source: Admeira study "Premium Advertising Sport", 2024", AdPanel, Wave 6/2024, GfK Switzerland
 G-CH: n=757 respondents in total (15-74 years), n=123 respondents aged 15-29.
 Multiple responses possible

Watch and follow their favorite teams on TV

Question: What aspects convince you to watch a sports event live on TV?



German-Swiss people appreciate the comfort of watching sports in front of the TV. The young target group especially wants to watch their favorite teams and athletes on television. But spending TV time together is also important.



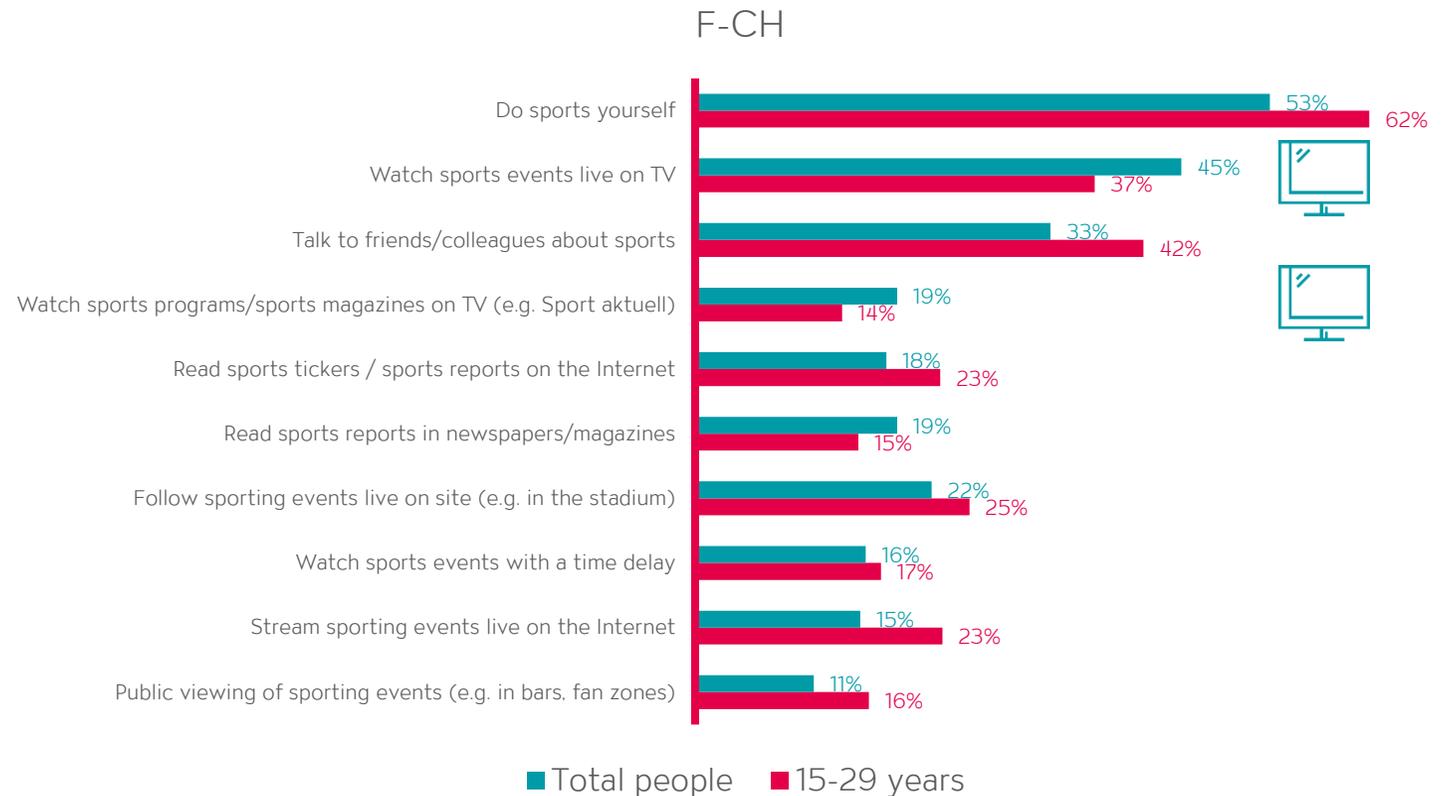
Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
G-CH: n=757 respondents in total (15-74 years), n=123 respondents aged 15-29.
Multiple responses possible

Sports events live on TV are popular

Question: When you think about exercise, which of the following activities are you doing regularly?



Switzerland is a sporty country. Doing sports yourself is the most important thing for people when it comes to sporting activities. Then it's time to sit on the sofa - sports events on TV are very popular. For the young target group, exchanging ideas about sports with friends is also very important.



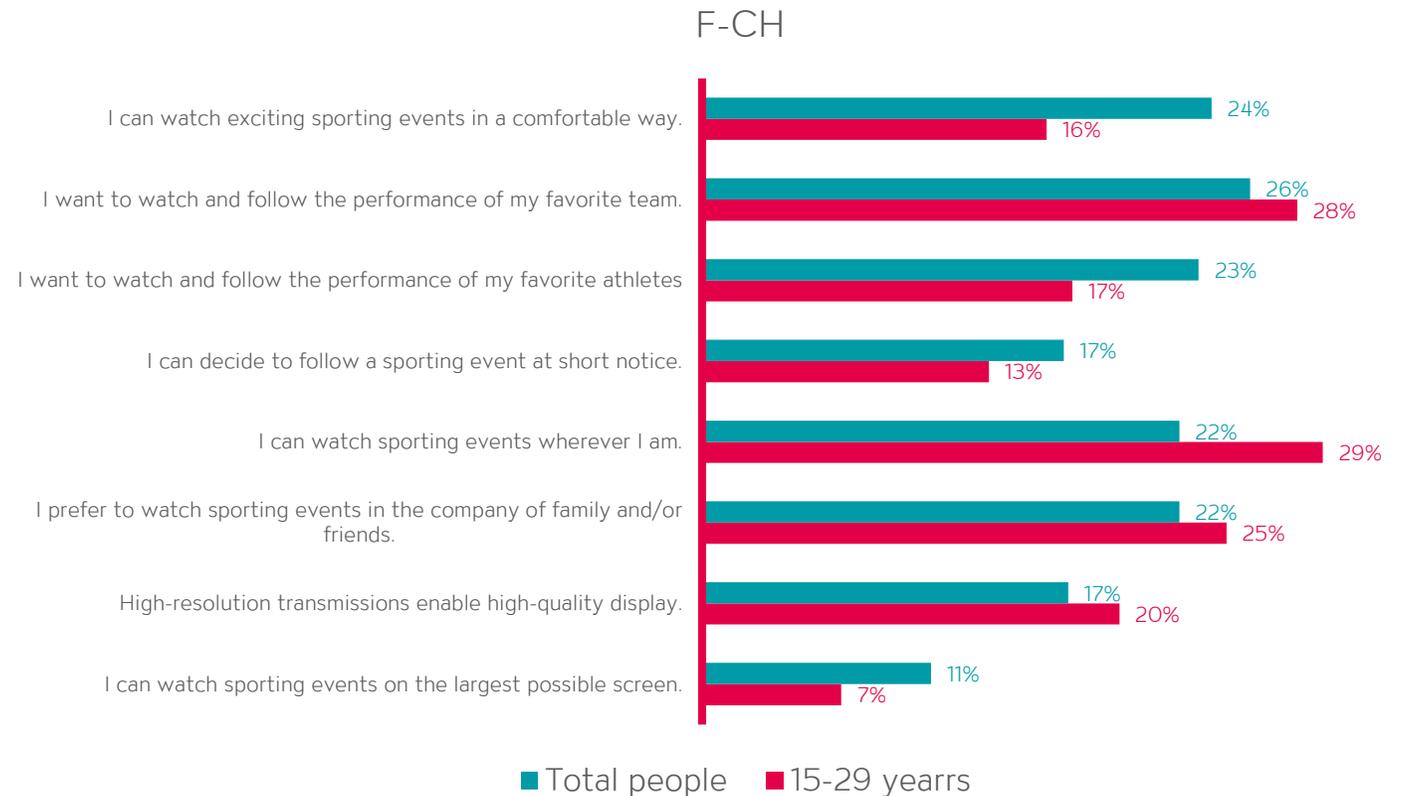
Source: Admeira study "Premium Advertising Sport", 2024", AdPanel, wave 6/2024, GfK Switzerland
 F-CH: n=503 respondents in total (15-74 years), n=115 respondents 15-29 years.
 Multiple responses possible

Watch and follow their favorite teams on TV

Question: What aspects convince you to watch a sports event live on TV?



In French-speaking Switzerland, people also value the comfort of being in front of the TV to watch their favorite teams. For the young target group, both spontaneous use and time with friends and family to watch sporting events on television are important.



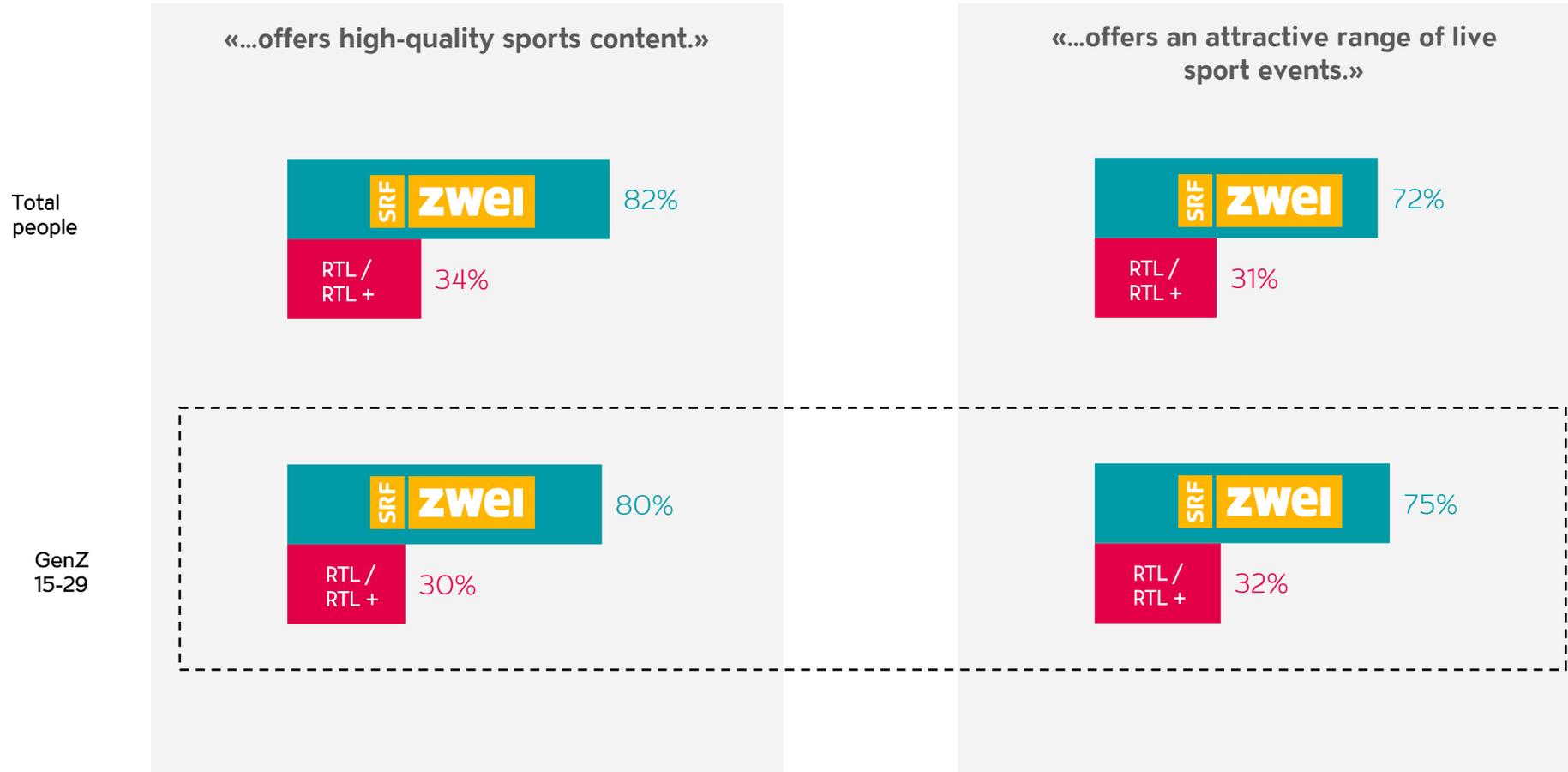
Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, wave 6/2024, GfK Switzerland
F-CH: n=503 respondents in total (15-74 years), n=115 respondents 15-29 years.
Multiple responses possible



SRF two and RTS 2 convince people in many aspects as the most important sports channel in Switzerland. This also applies to Gen Z.



Statement on channel perception:

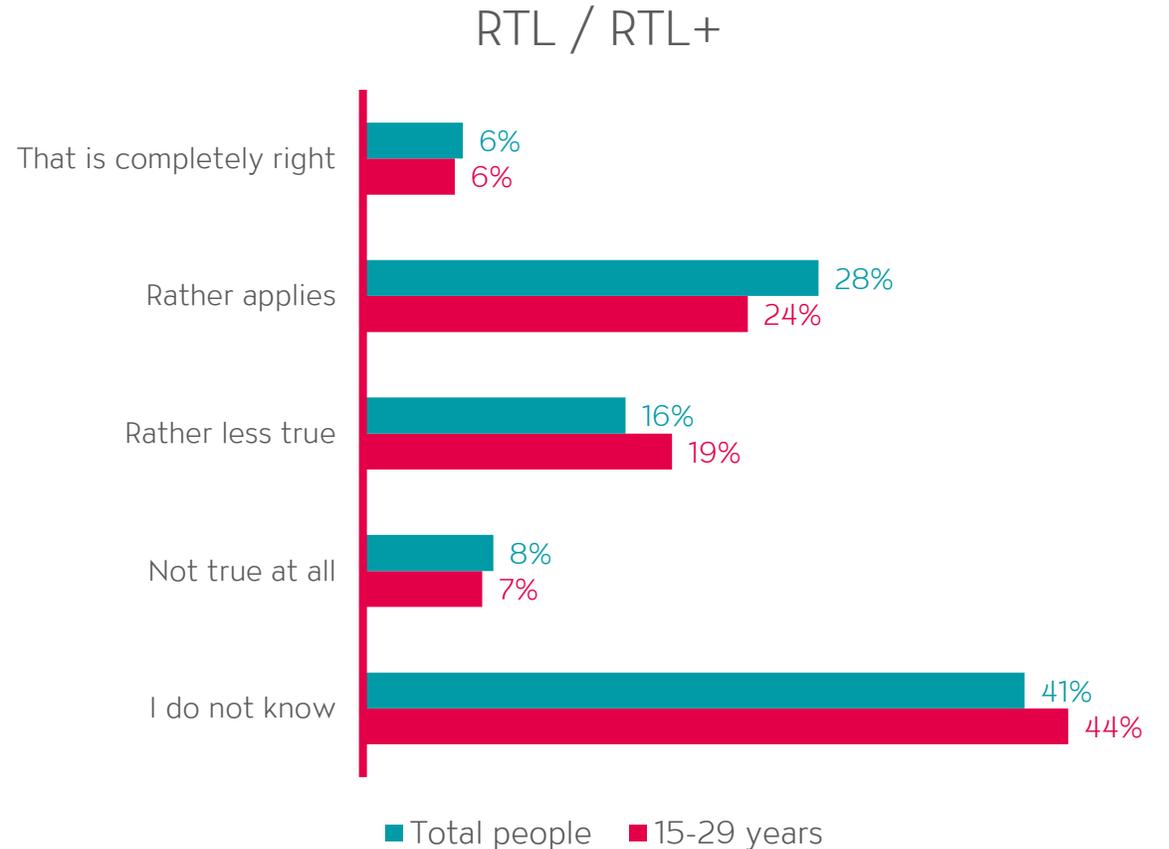
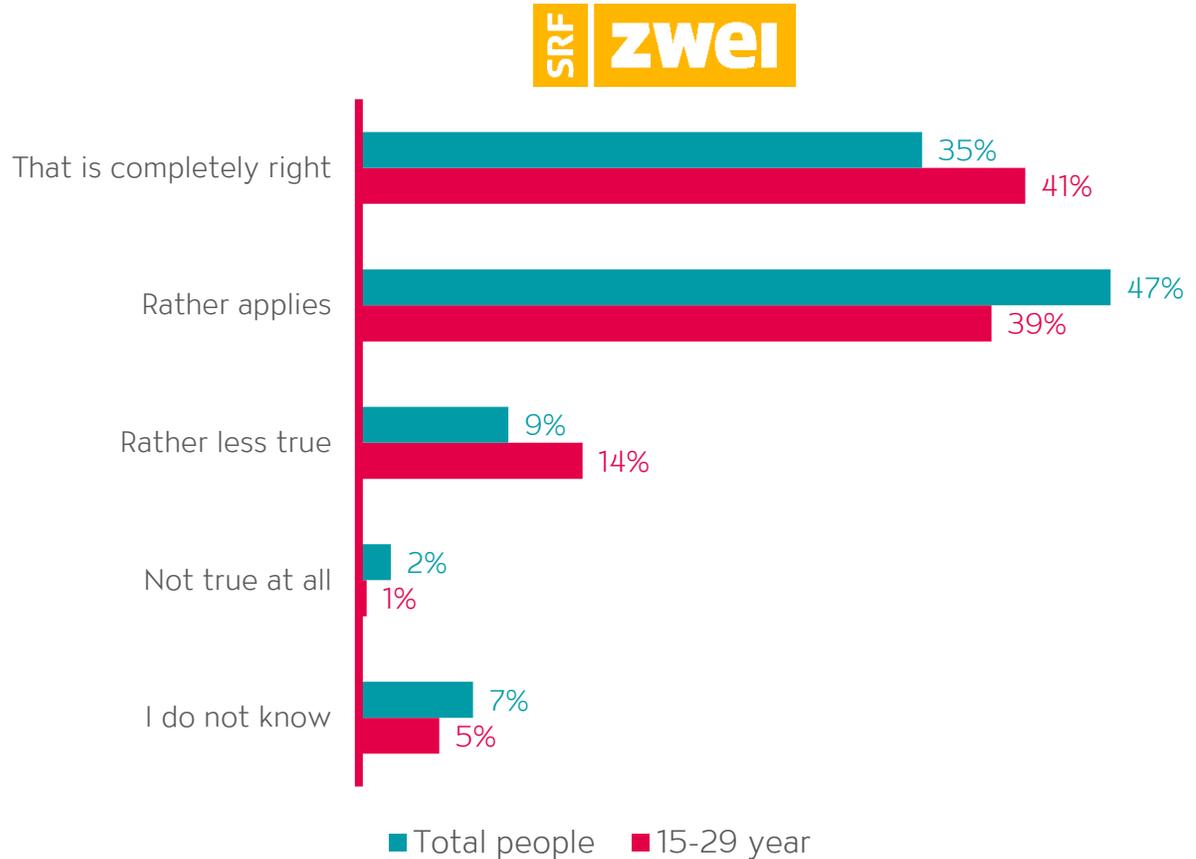


Answer TOP2: «completely applies» and «completely applies»

Source: Admeira study "Premium Advertising Sport", 2024", AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
D-CH: n=486 people in total (15-74 years), n=78 people 15-29 years
Multiple answers possible

Best sports content on SRF zwei

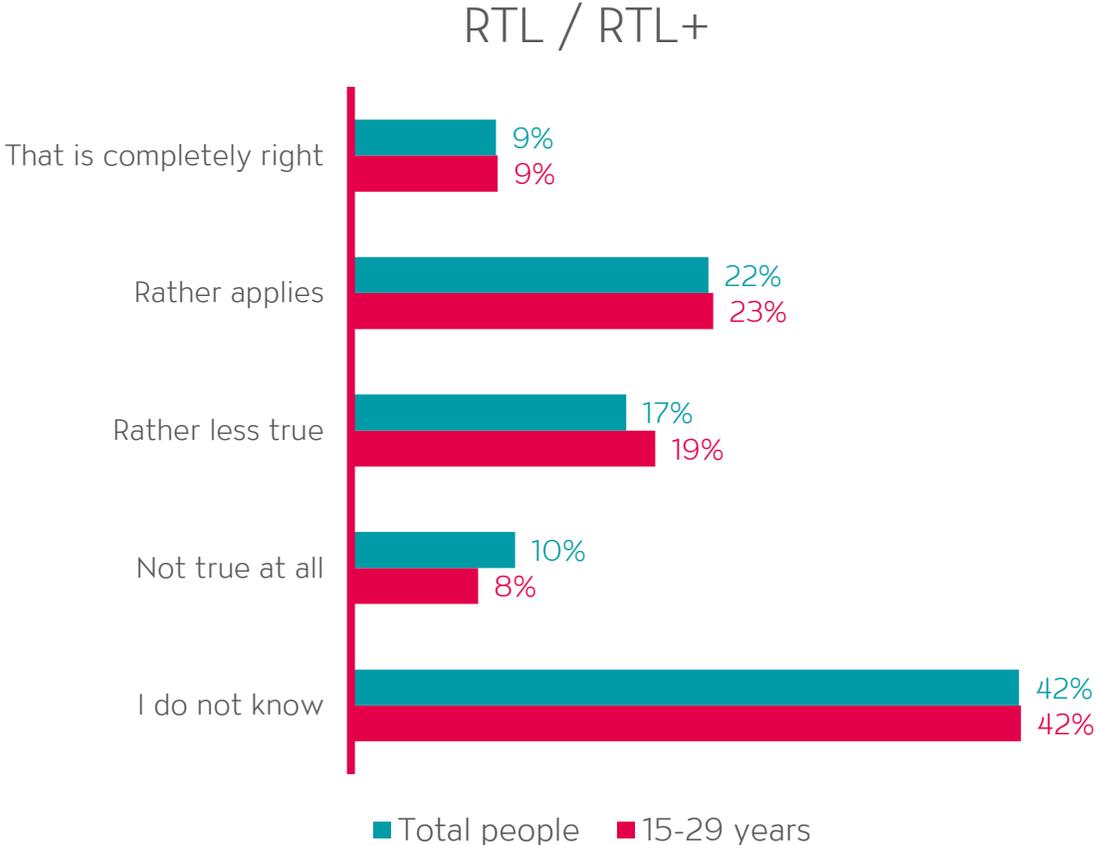
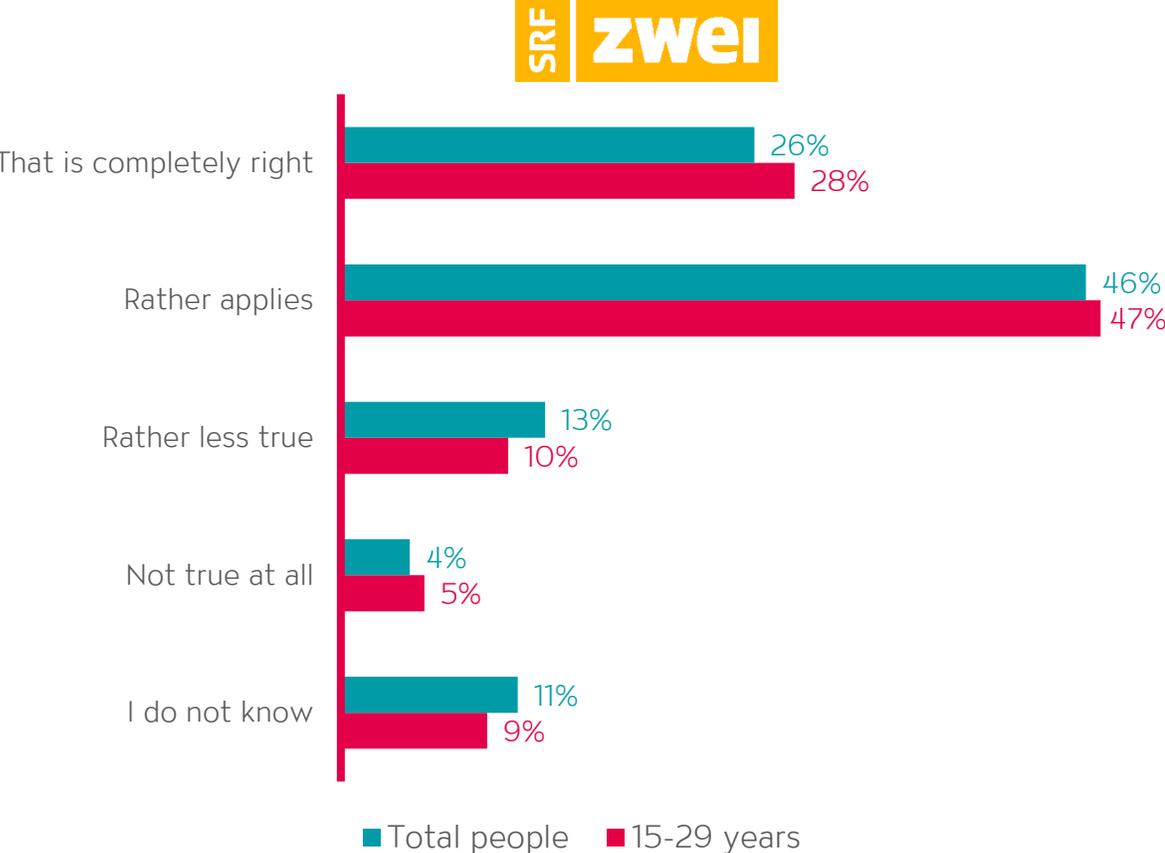
Statement on channel perception: «...offers high-quality sports content.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

Most attractive live sport offer: SRF zwei

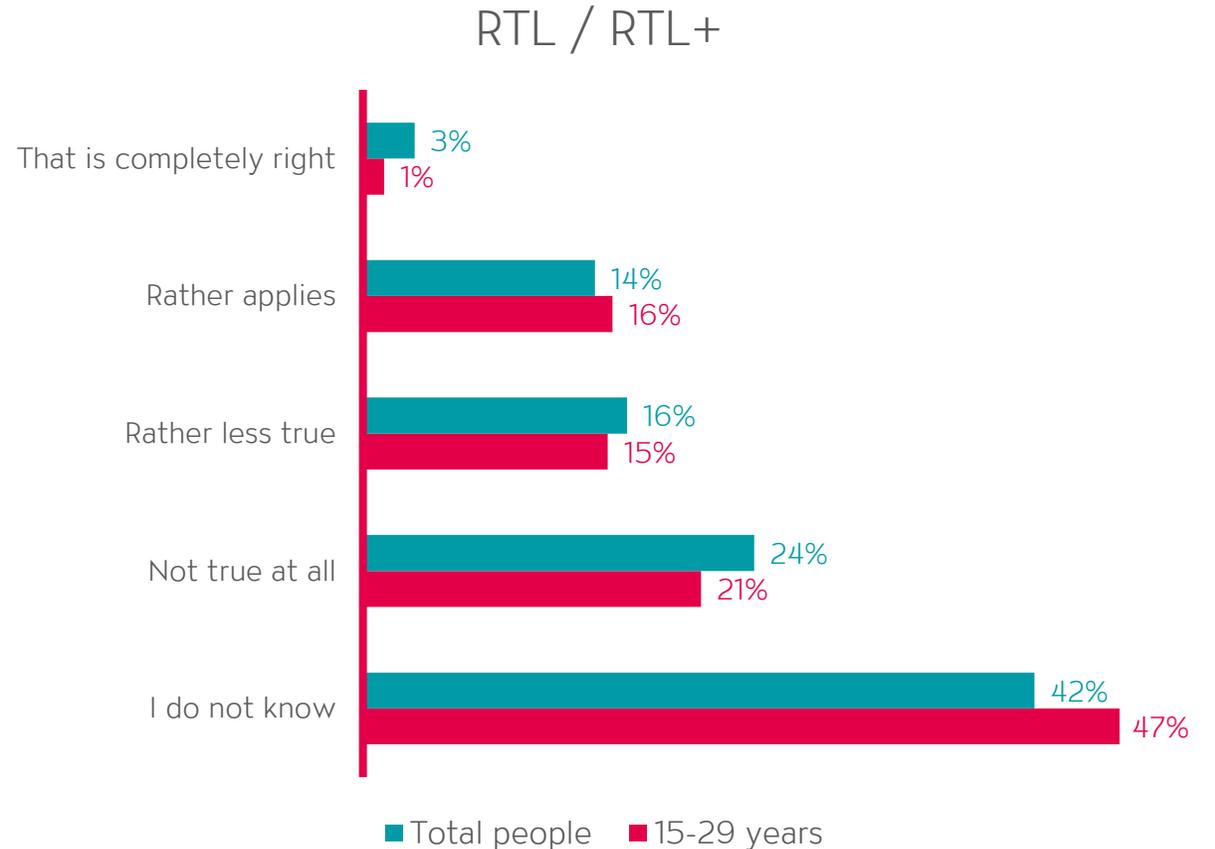
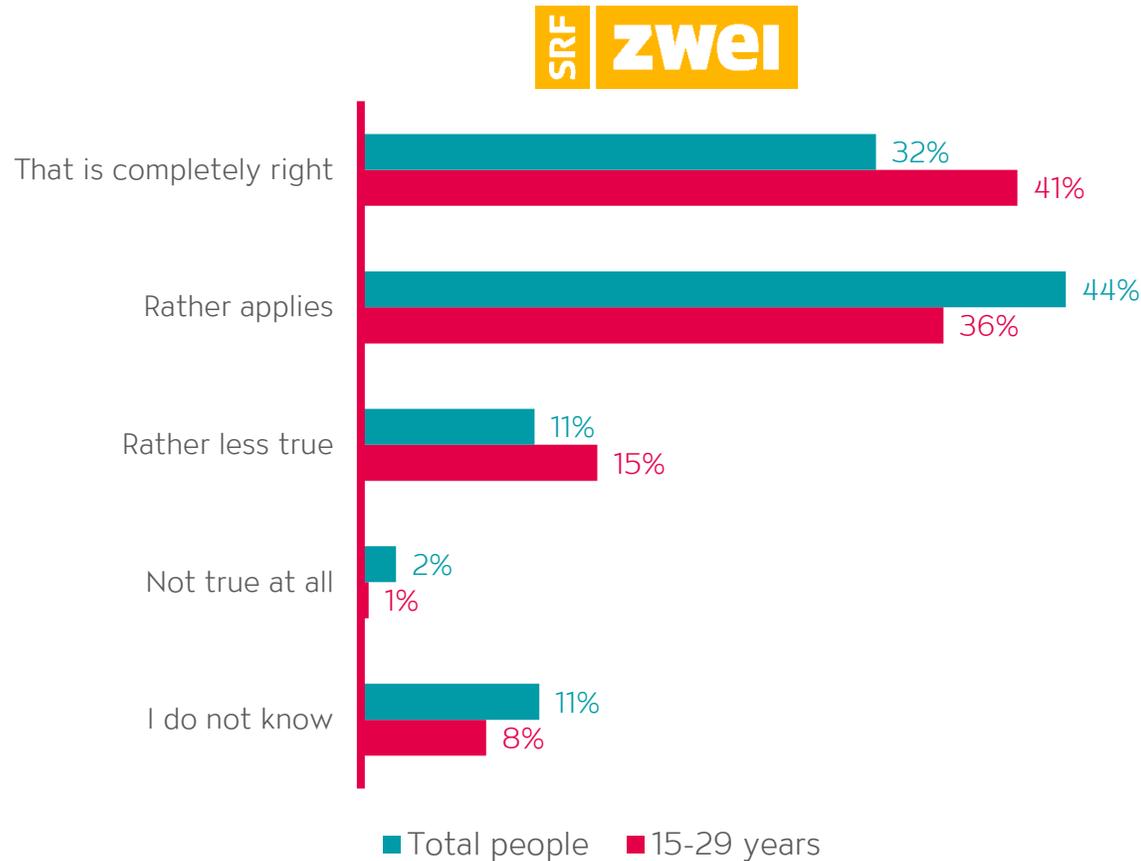
Statement on station perception: «...offers an attractive range of live sport events.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
 Multiple answers possible

Highest commitment to sport: SRF zwei

Statement on sender perception: «...is committed to sport in Switzerland.»

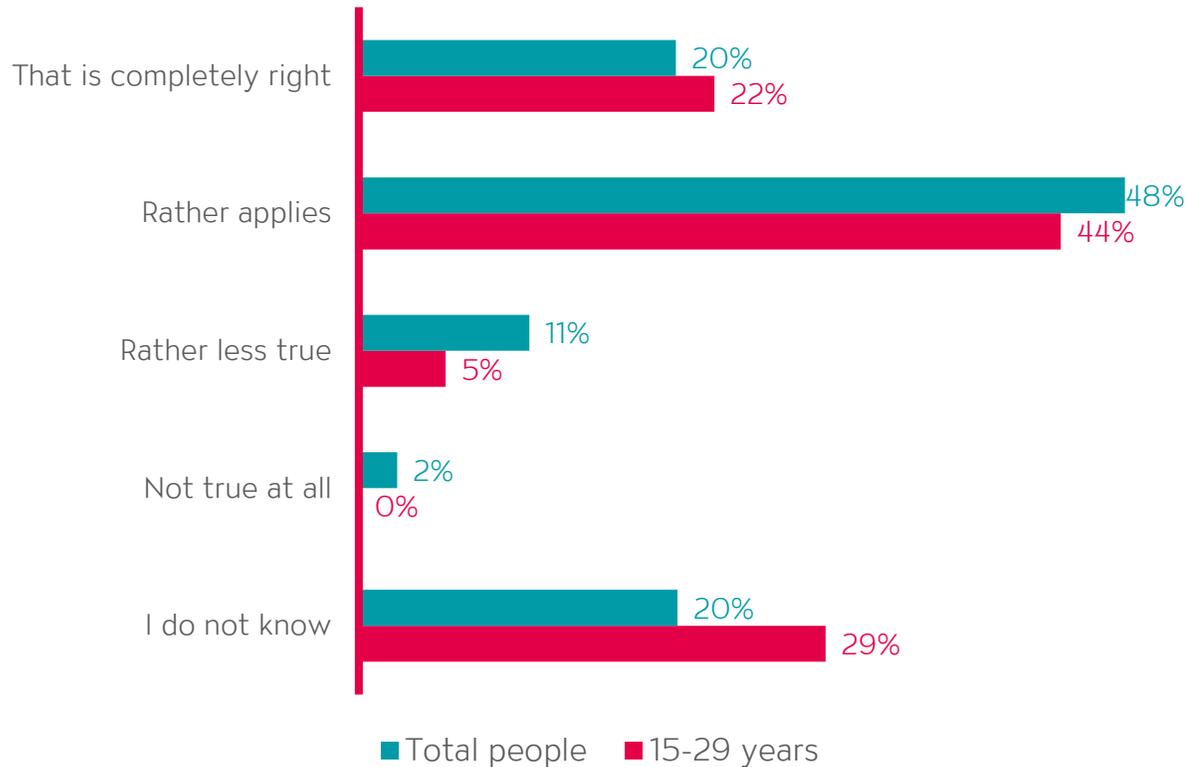


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

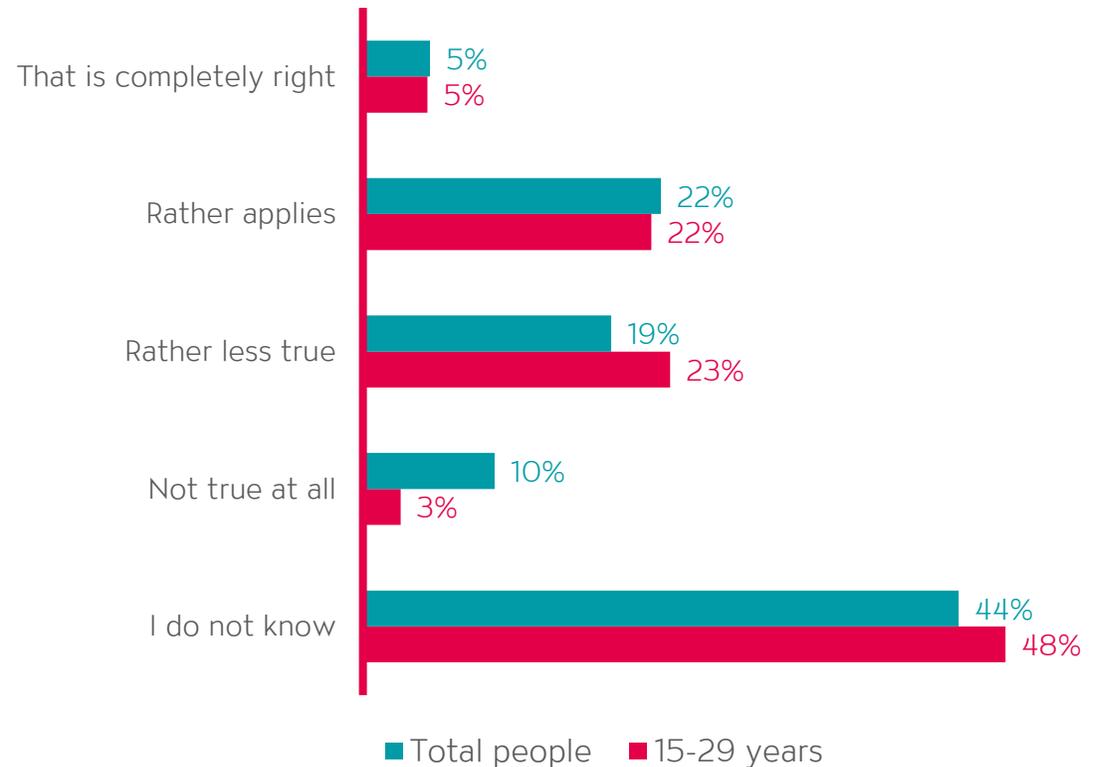
Sports magazines with the best content: SRF zwei

Statement on sender perception: «...offers exciting content in sports magazines.»

SRF **zwei**



RTL / RTL+

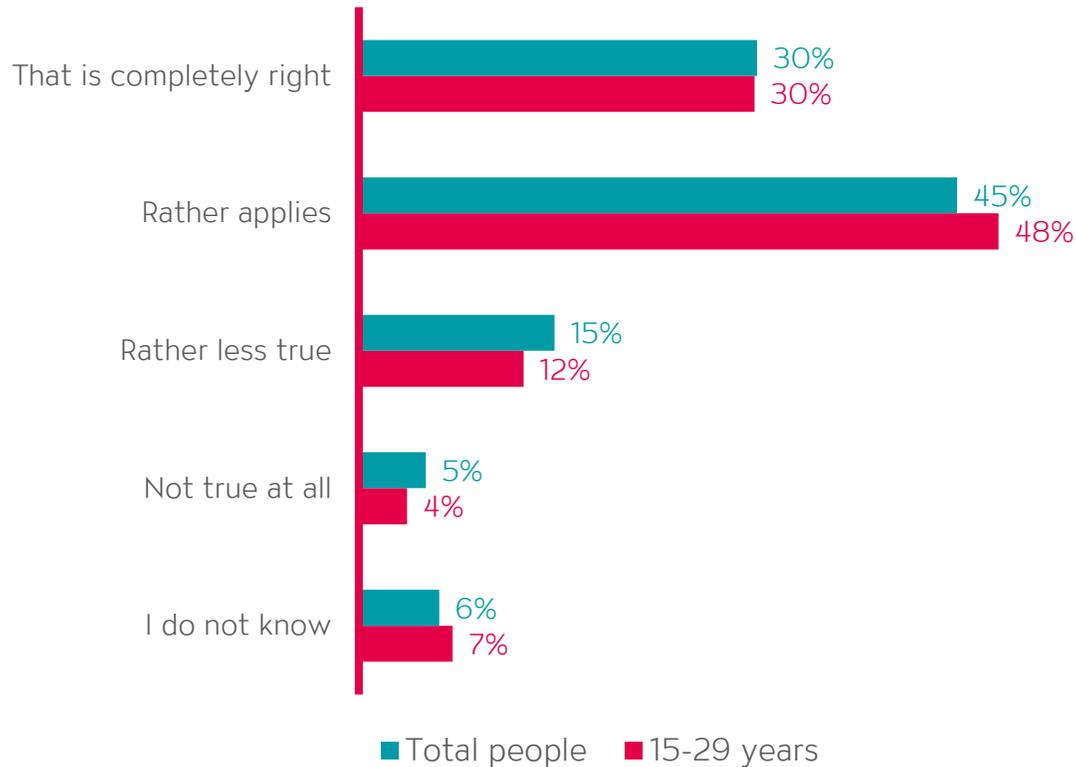


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

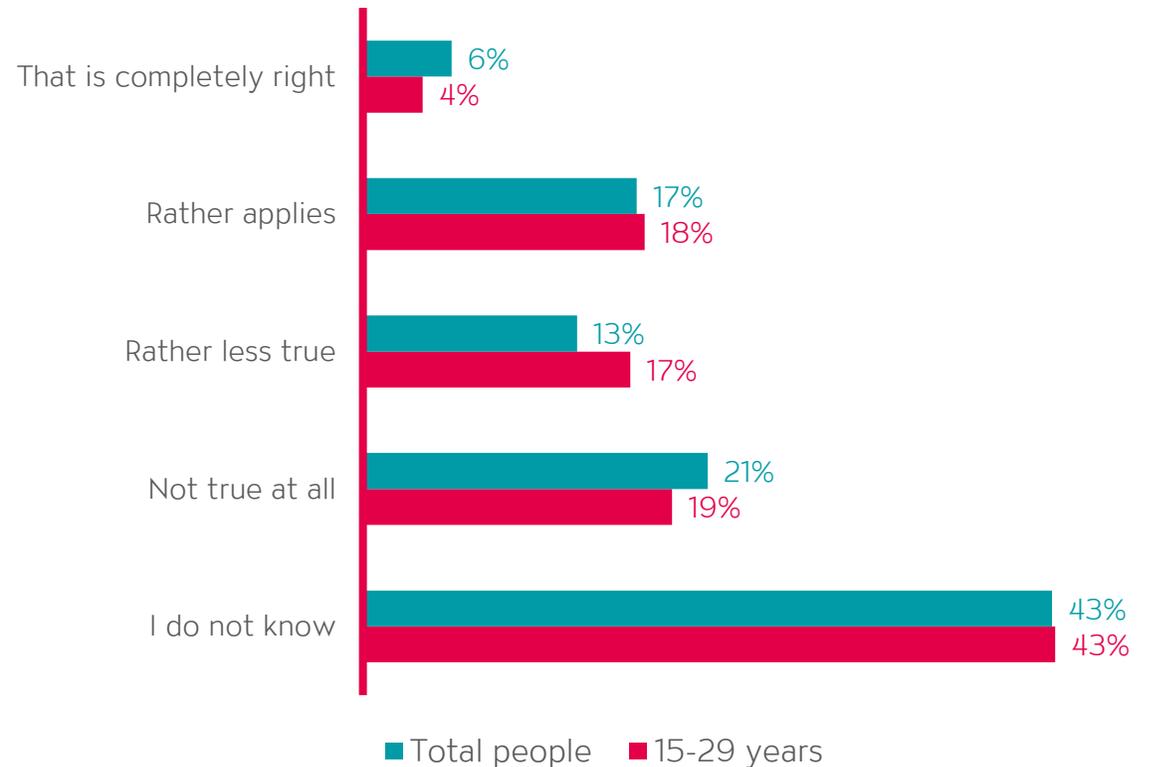
Swiss German is better received: SRF zwei

Statement on sender perception: «...convinces with friendly (co-)moderation in Swiss German.»

SRF **zwei**



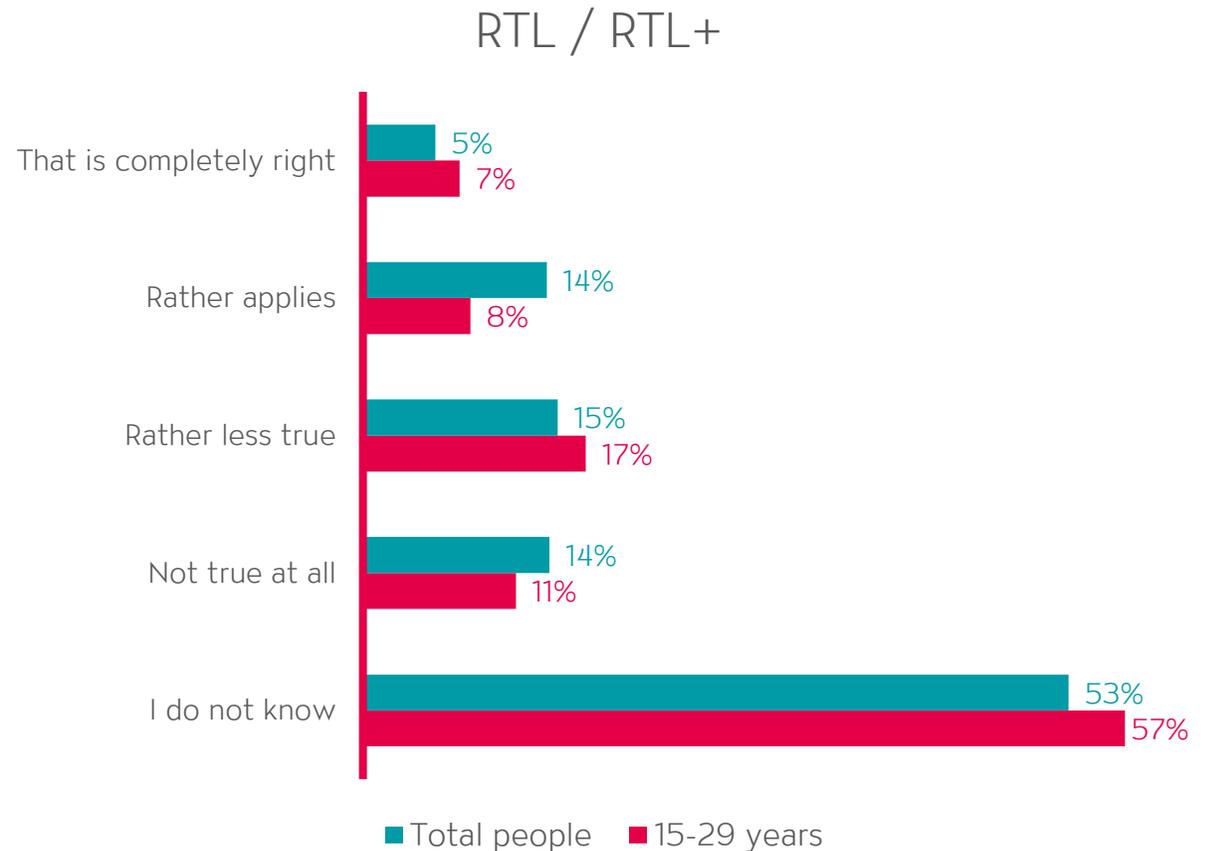
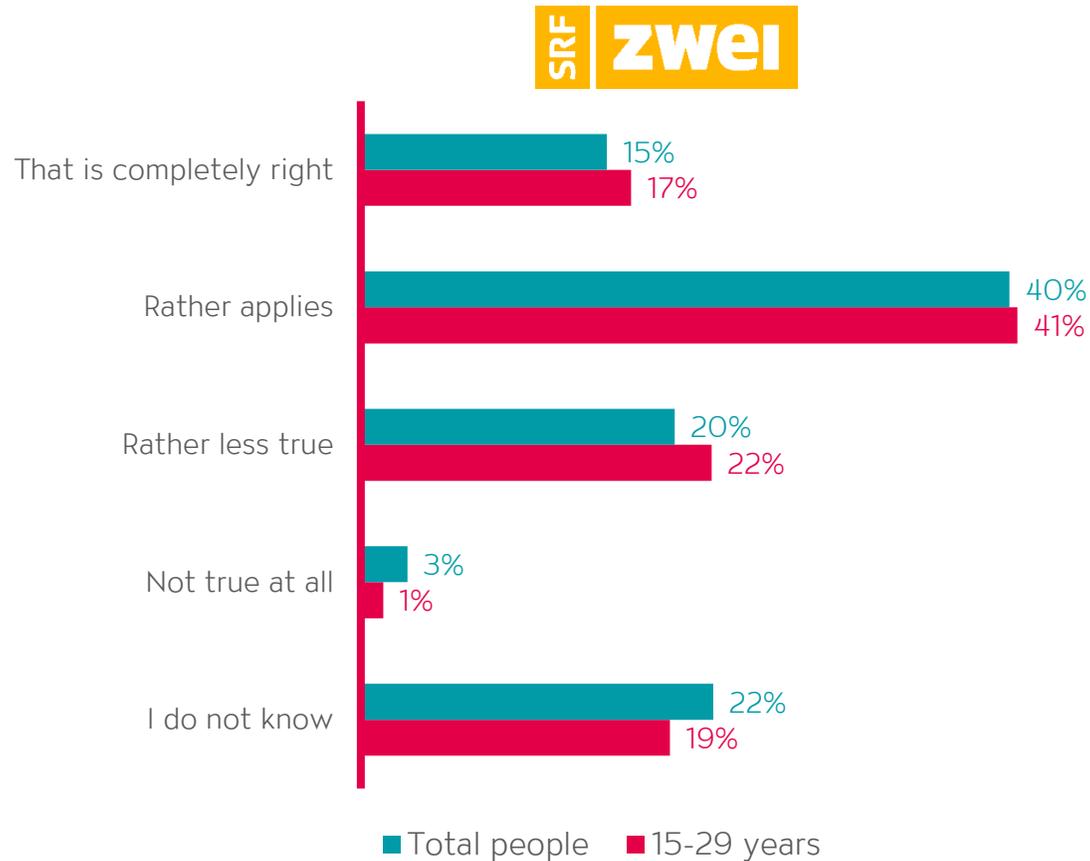
RTL / RTL+



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

More diversity in sports offered: SRF zwei

Statement on sender perception: «...promotes diversity in the form of women's and para sports.»

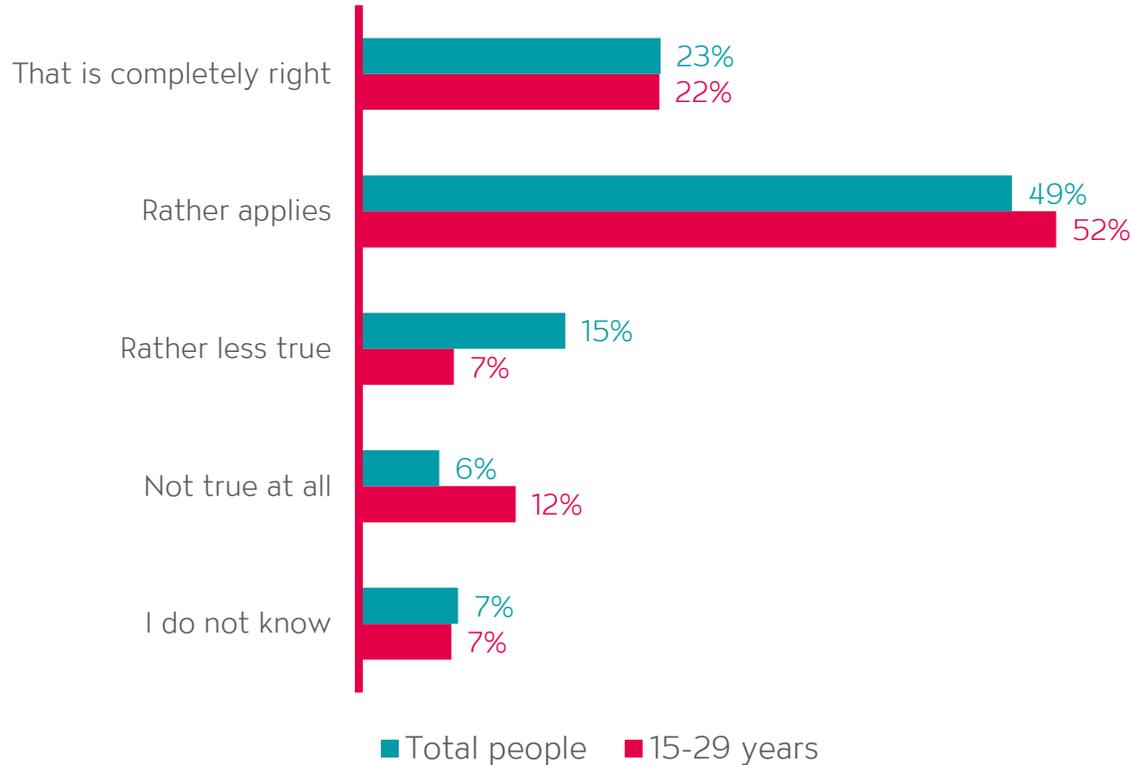


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

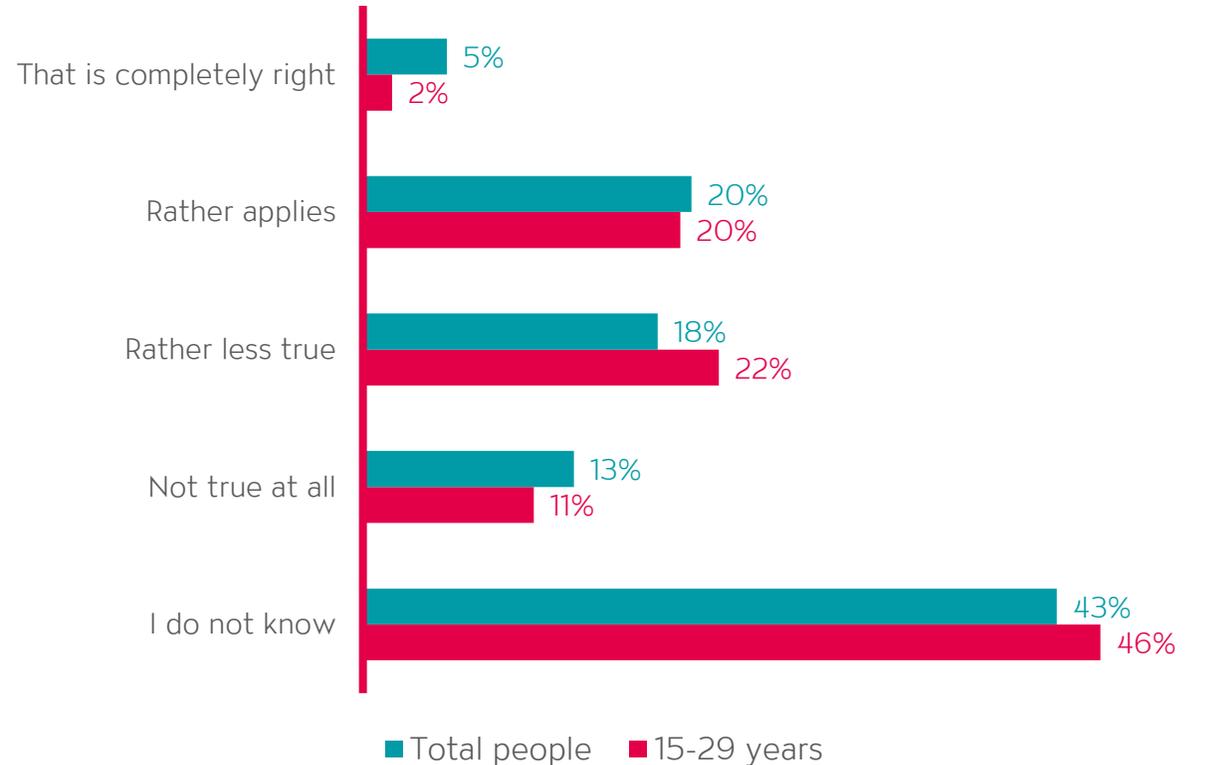
Widest variety of sports: SRF zwei

Statement on sender perception: «...has a wide variety of sports on offer.»

SRF **zwei**



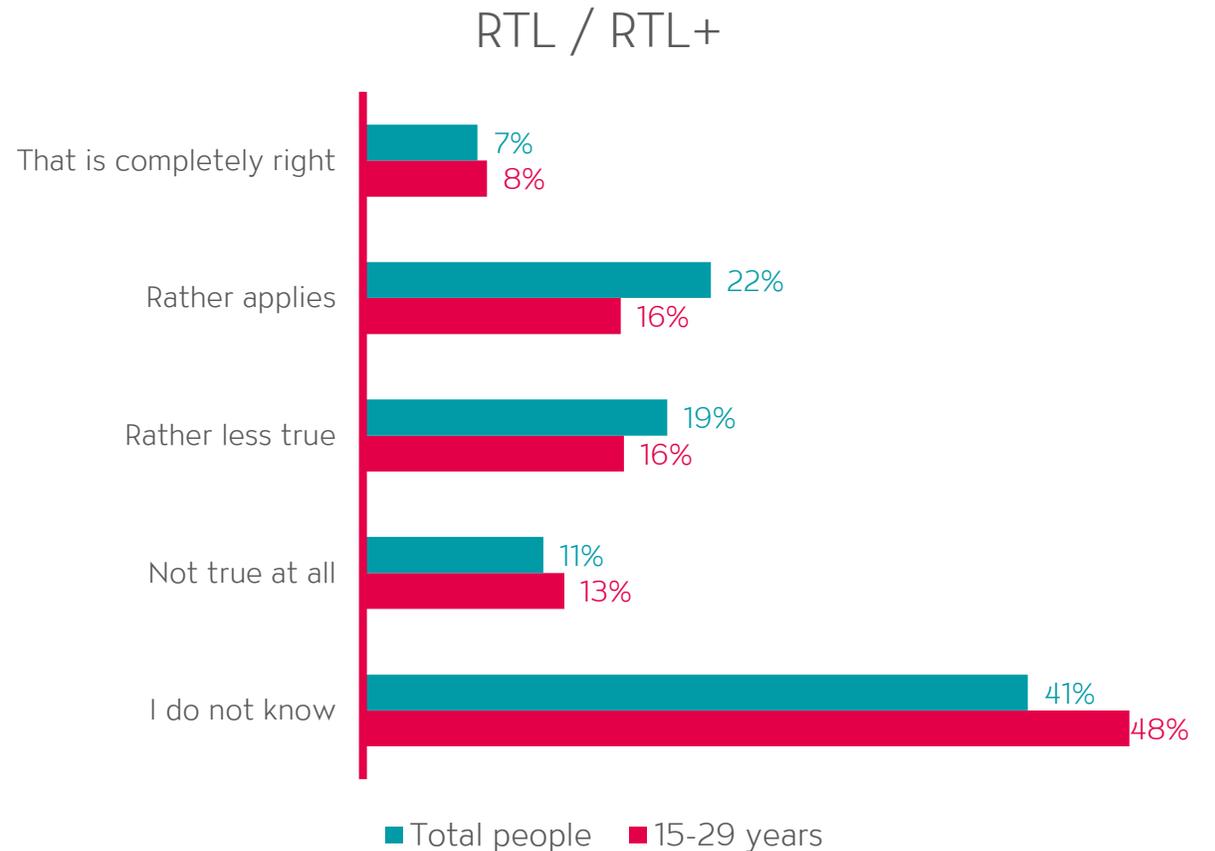
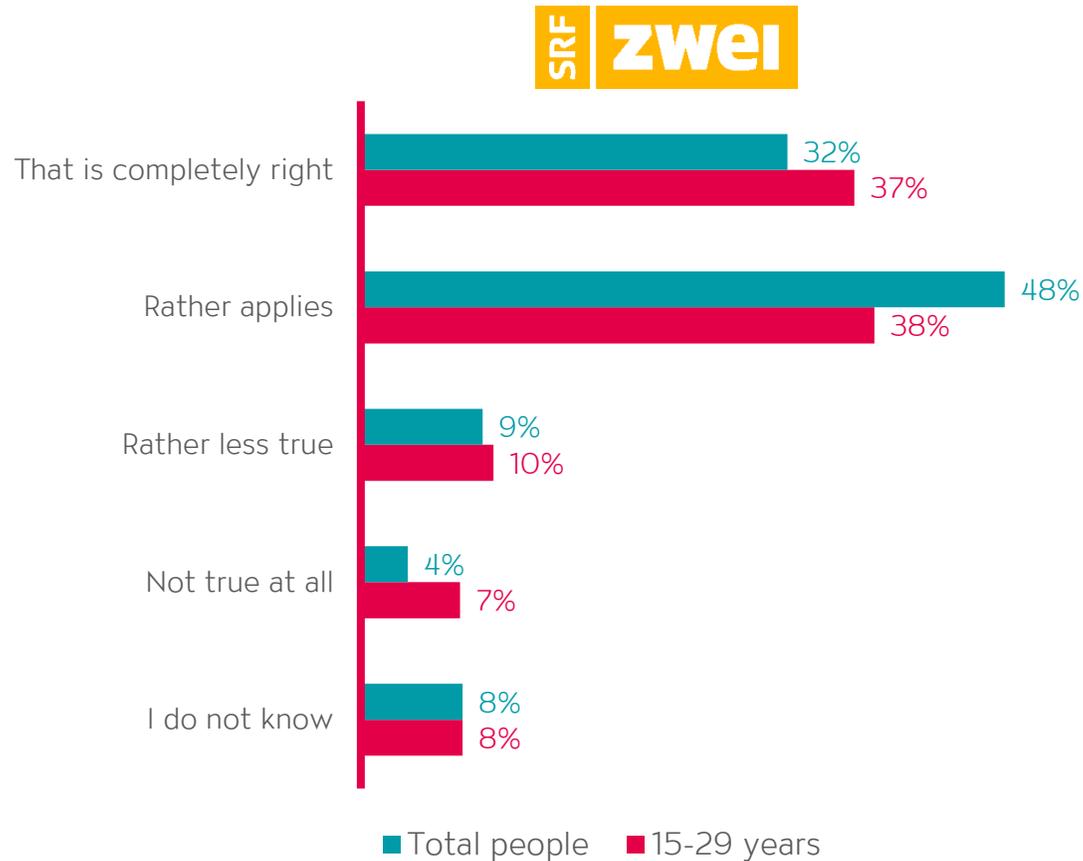
RTL / RTL+



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

Most competent media source: SRF zwei

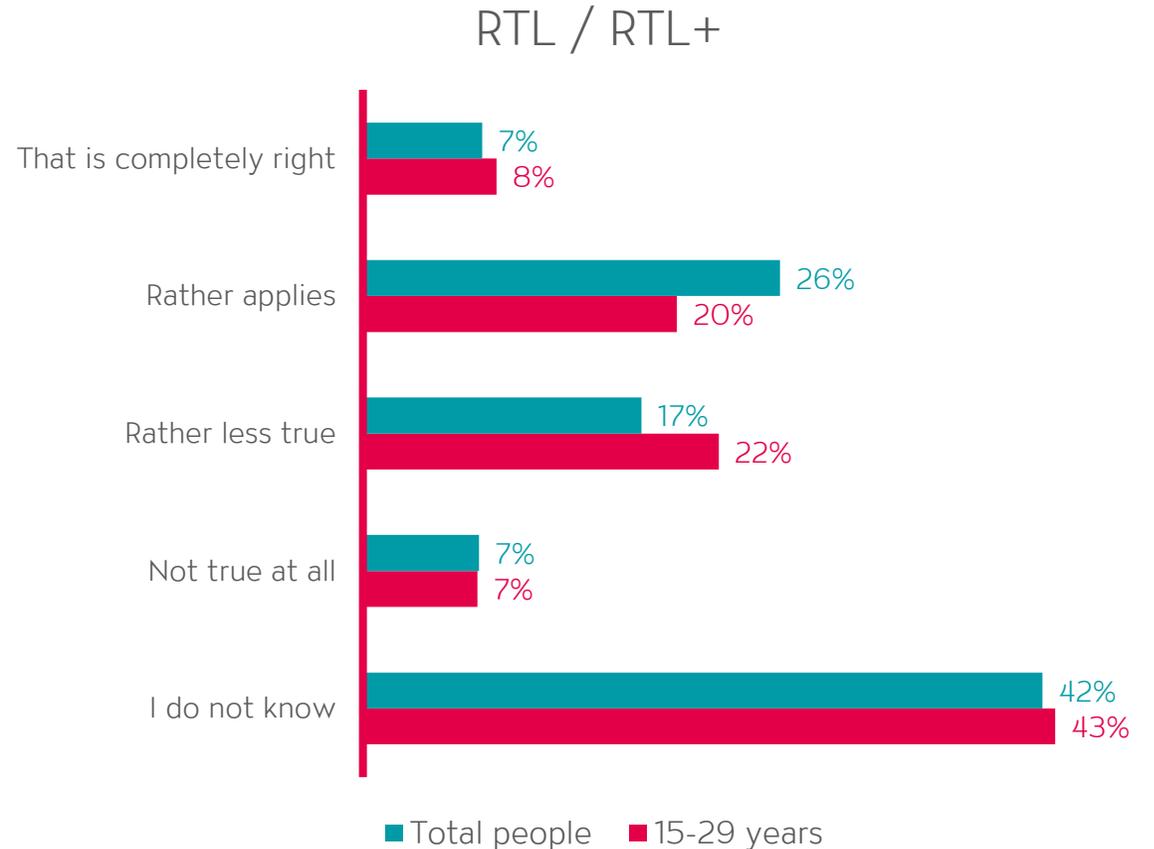
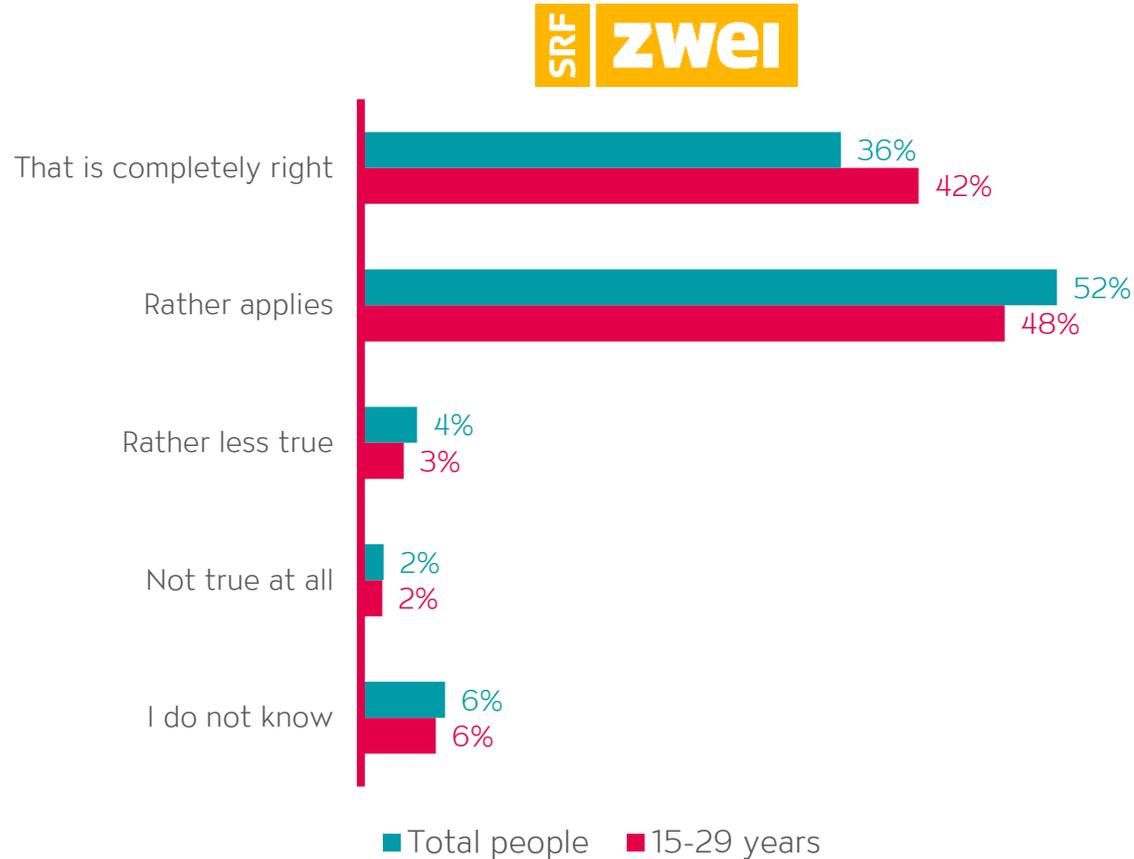
Statement on station perception: «...is a competent media source for national and international sports reporting.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

Highest credibility: SRF zwei

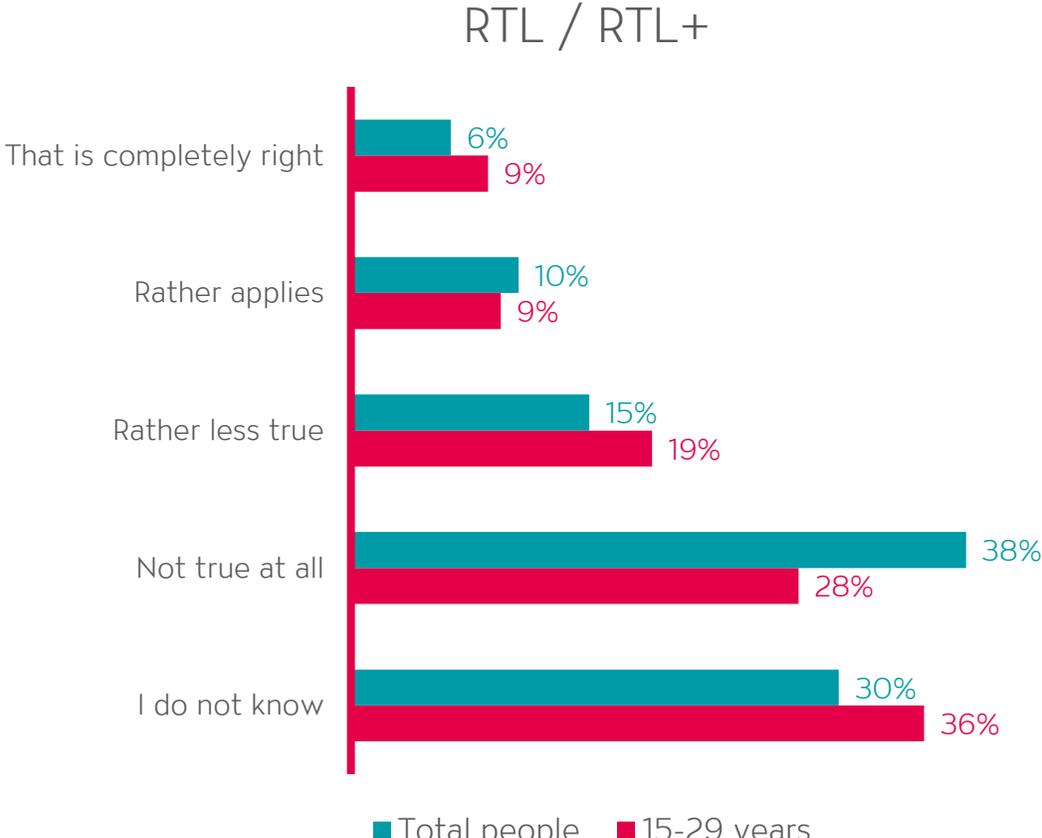
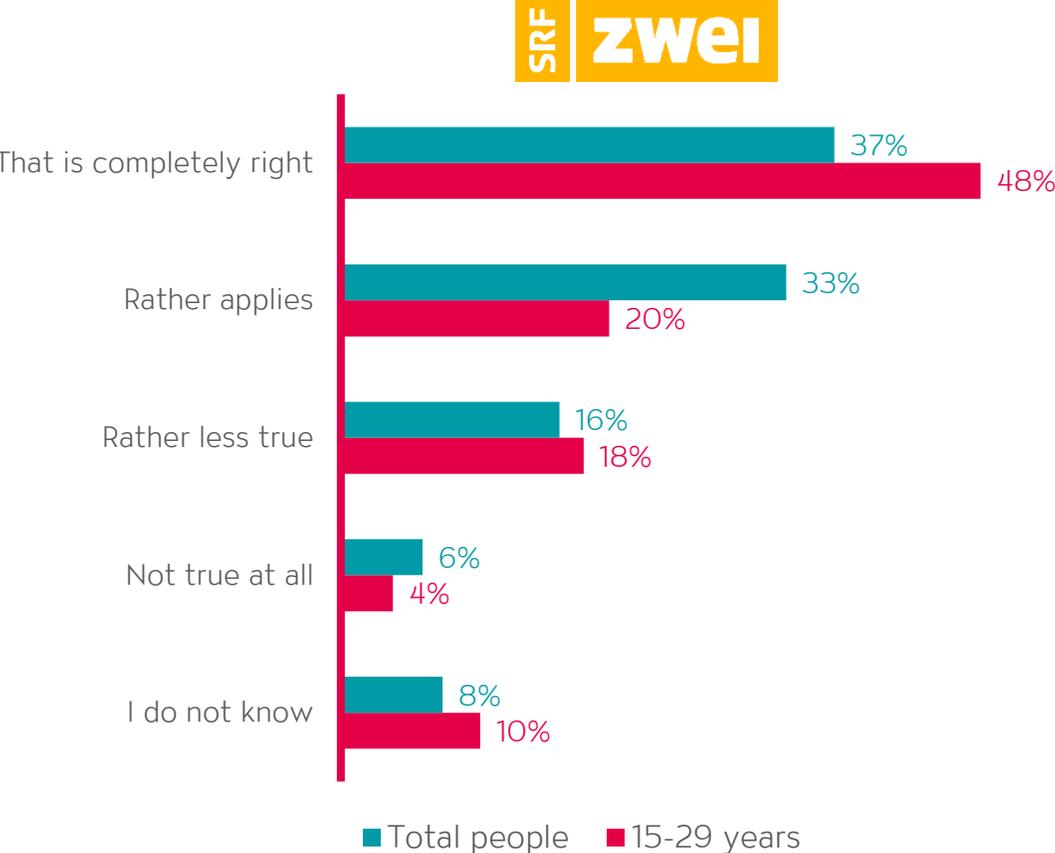
Statement on sender perception: «...reports credibly and up-to-date on the most important sports events.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

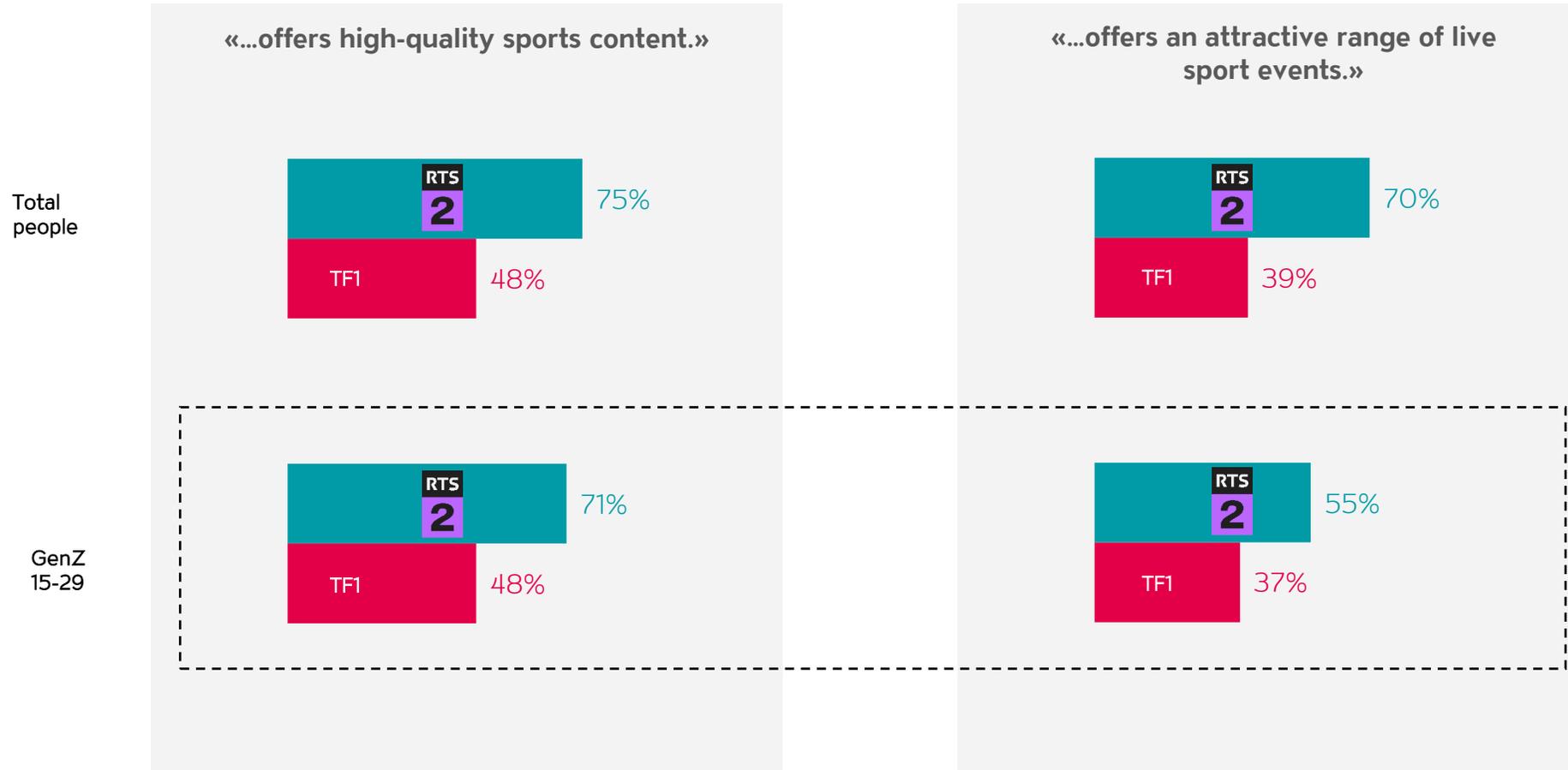
Most important sports channel: SRF zwei

Statement on station perception: «...For me it is the most important channel for sport in Switzerland.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
 Multiple answers possible

Statement on channel perception:

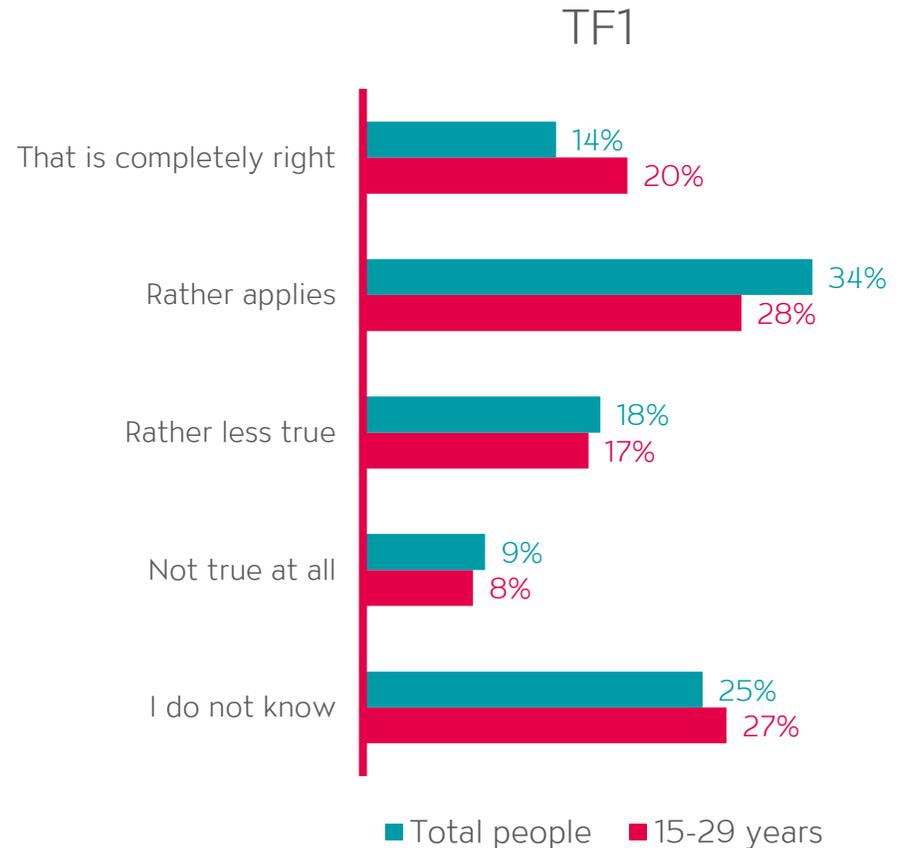
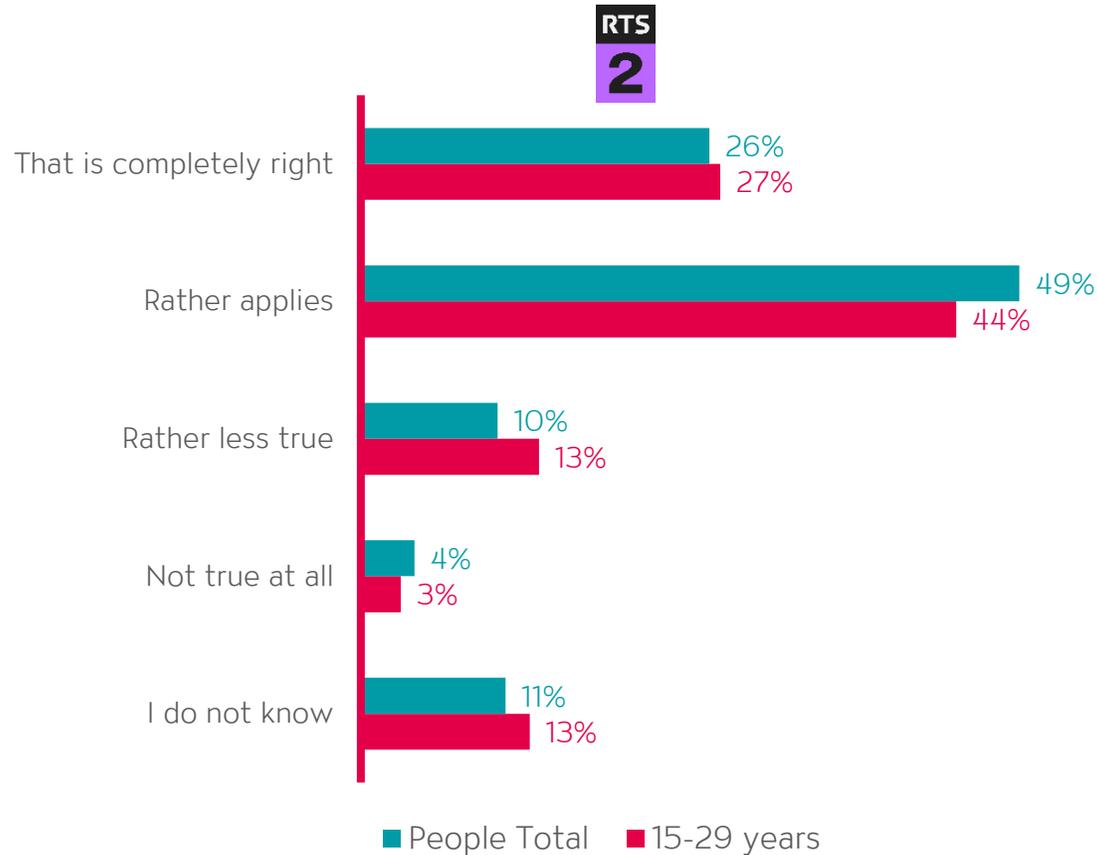


Answer TOP2: «completely applies» and «completely applies»

Source: Admeira study "Premium Advertising Sport", 2024", AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

Best sports content on RTS 2

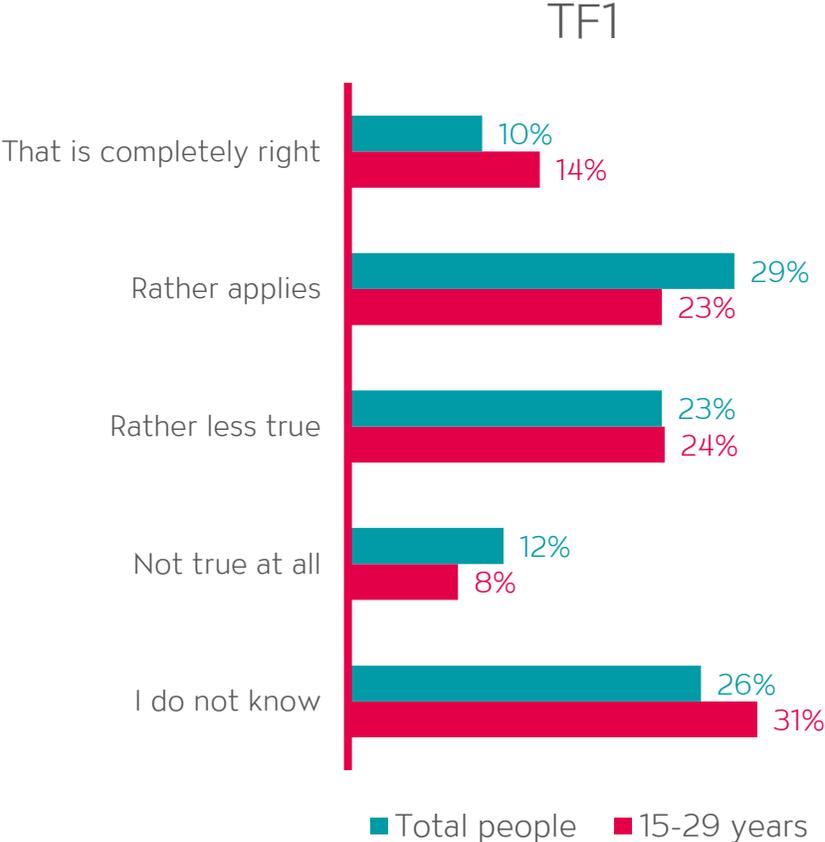
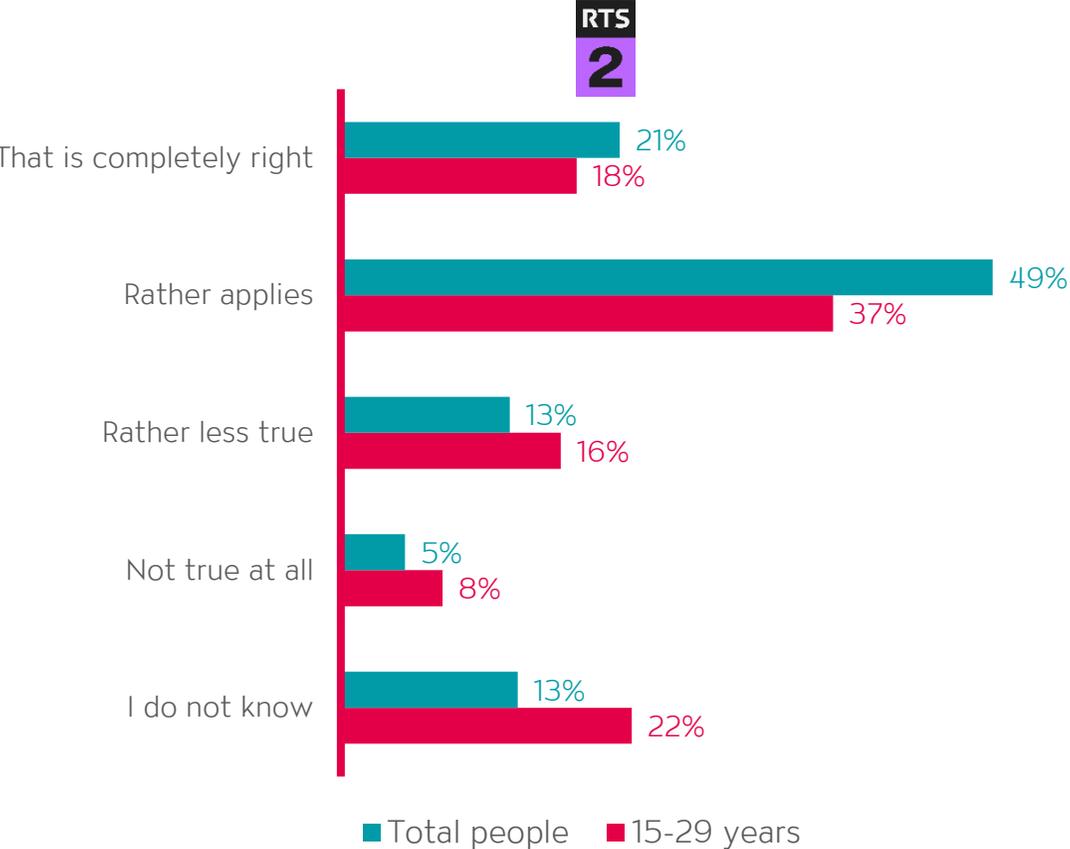
Statement on channel perception: «...offers high-quality sports content.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

Most attractive live sport offer: RTS 2

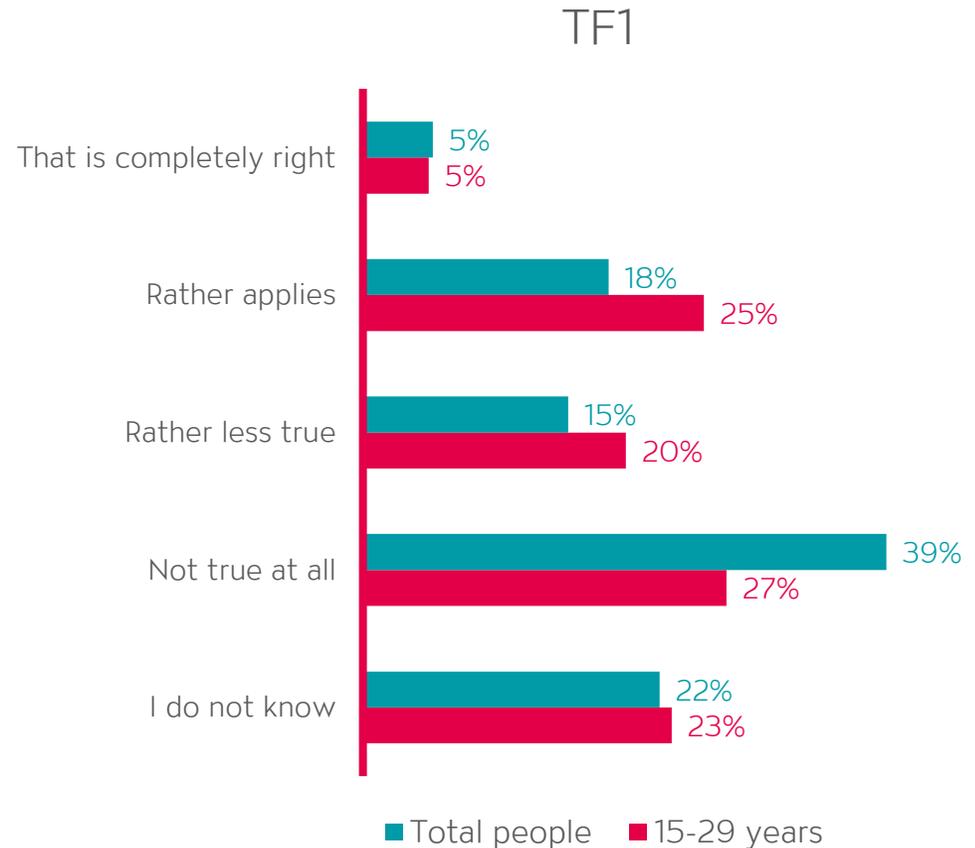
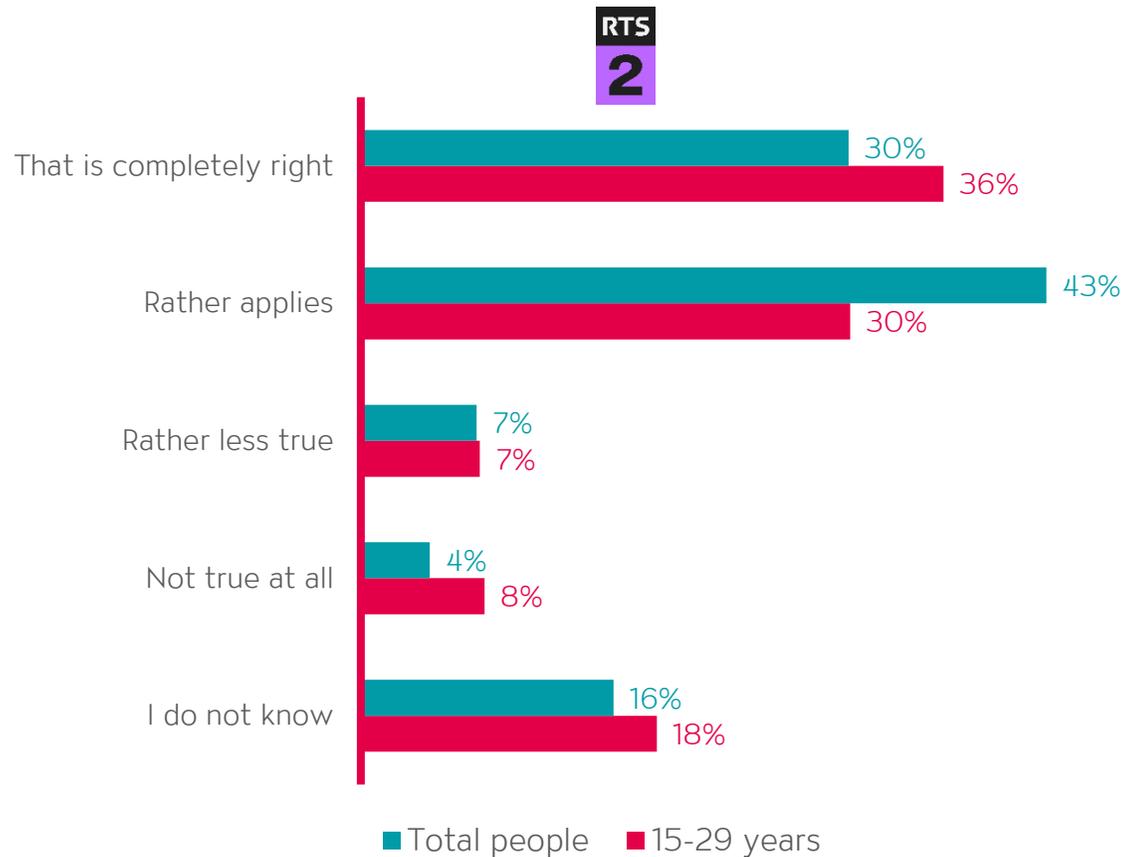
Statement on station perception: «...offers an attractive range of live sport events.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
 Multiple answers possible

Highest commitment to sport: RTS 2

Statement on sender perception: «...is committed to sport in Switzerland.»

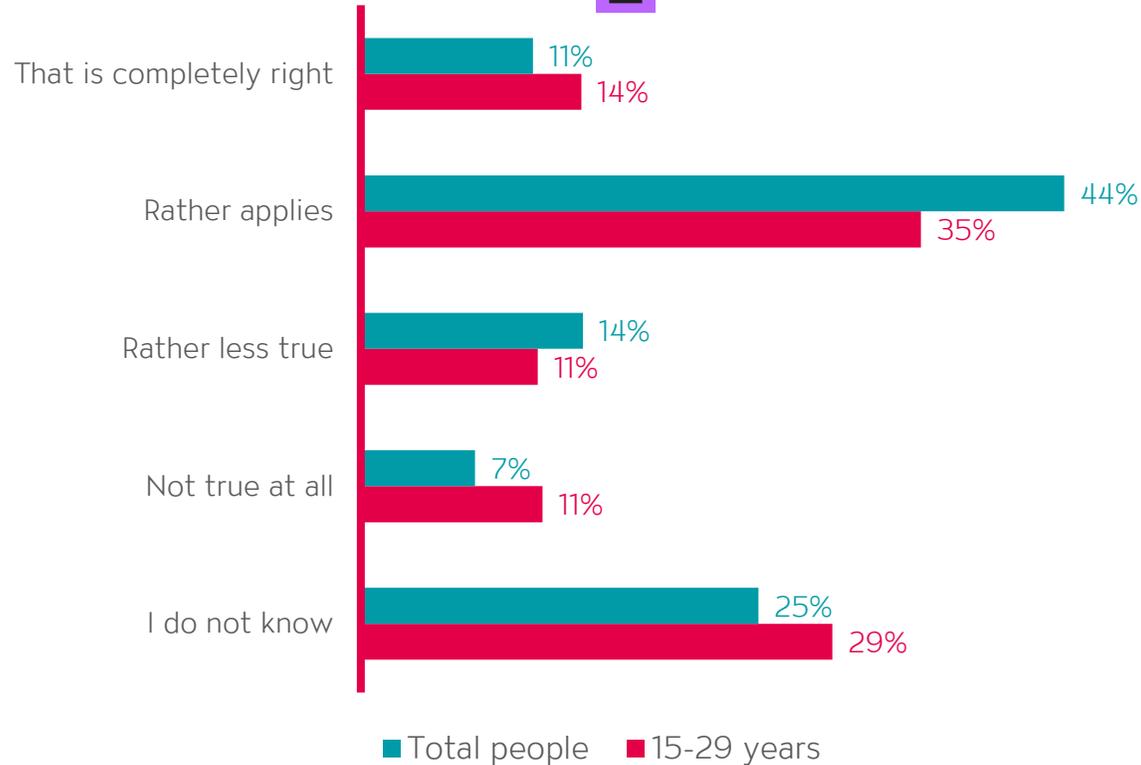


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

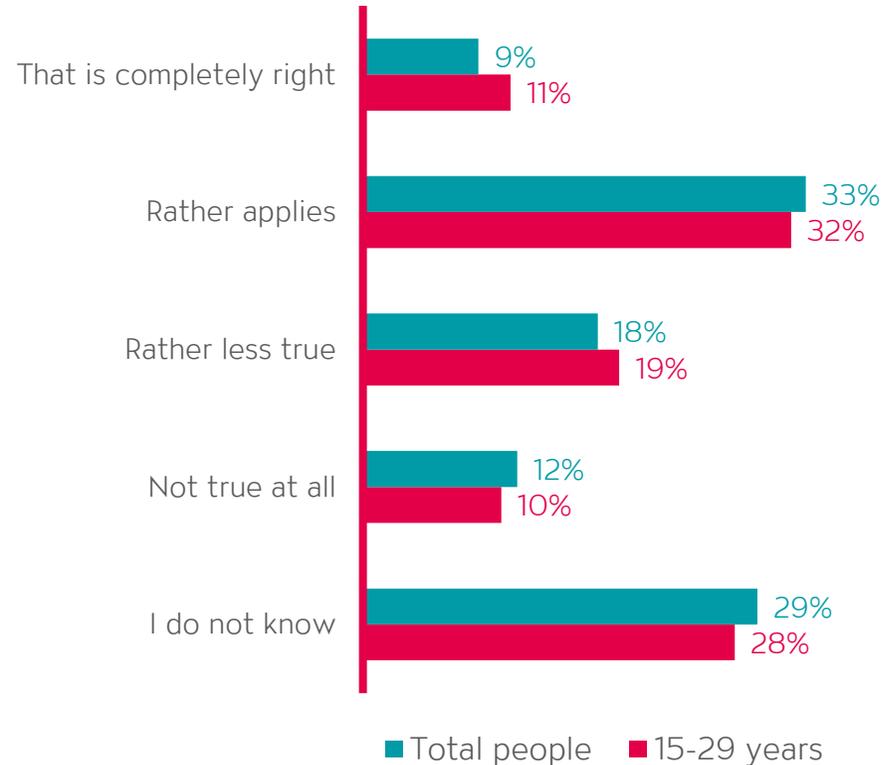
Sports magazines with the best content: RTS 2

Statement on sender perception: «...offers exciting content in sports magazines.»

RTS
2



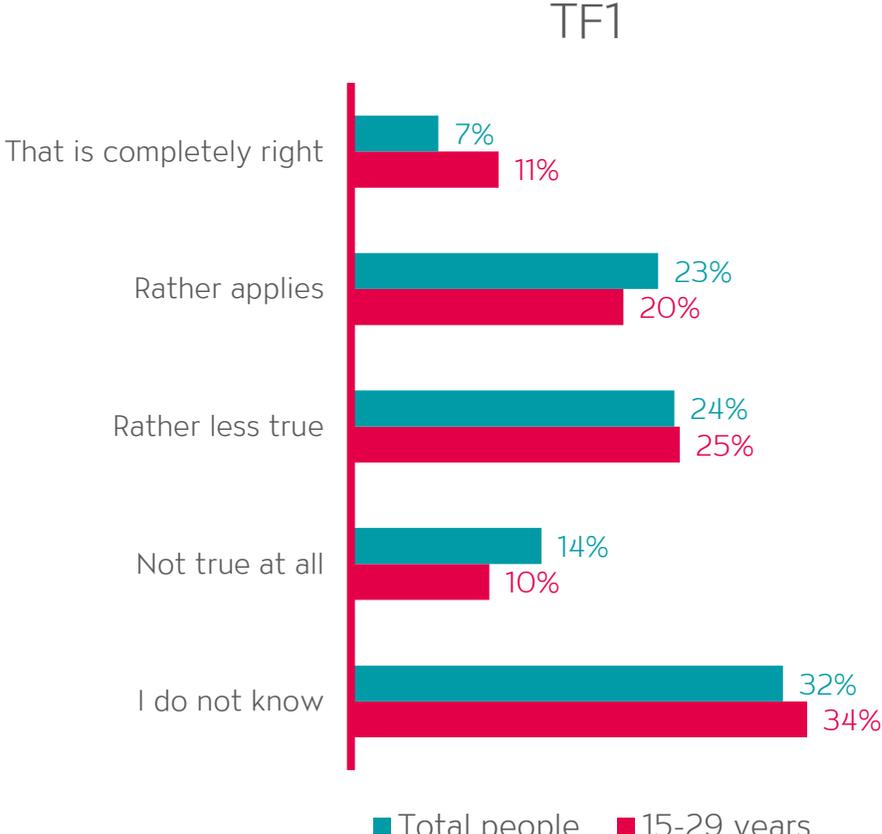
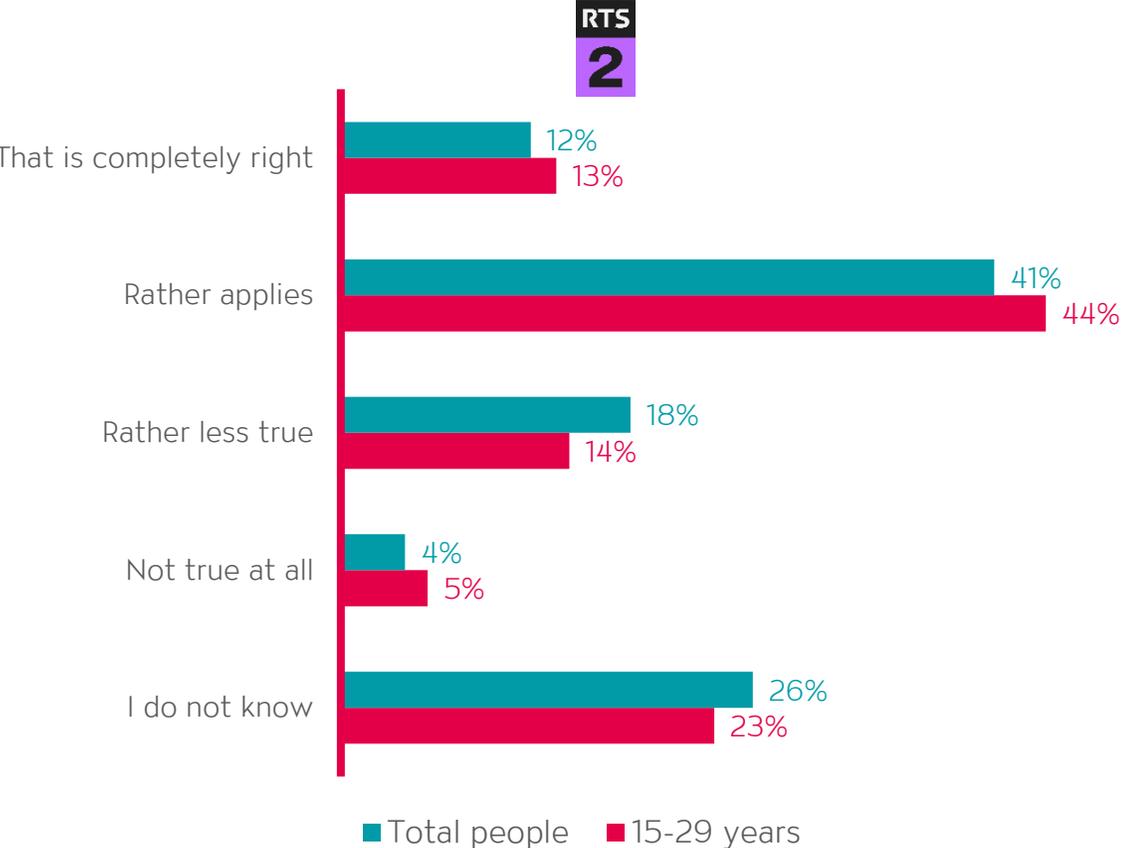
TF1



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

More diversity in sports offered: RTS 2

Statement on sender perception: «...promotes diversity in the form of women's and para sports.»

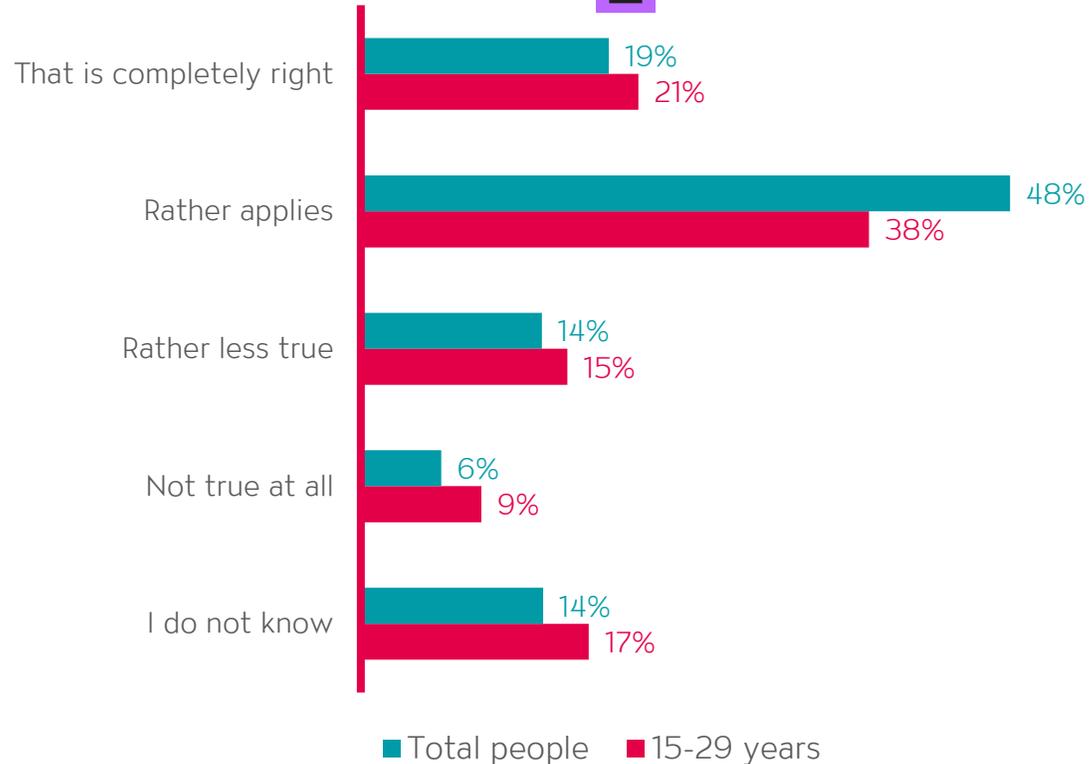


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

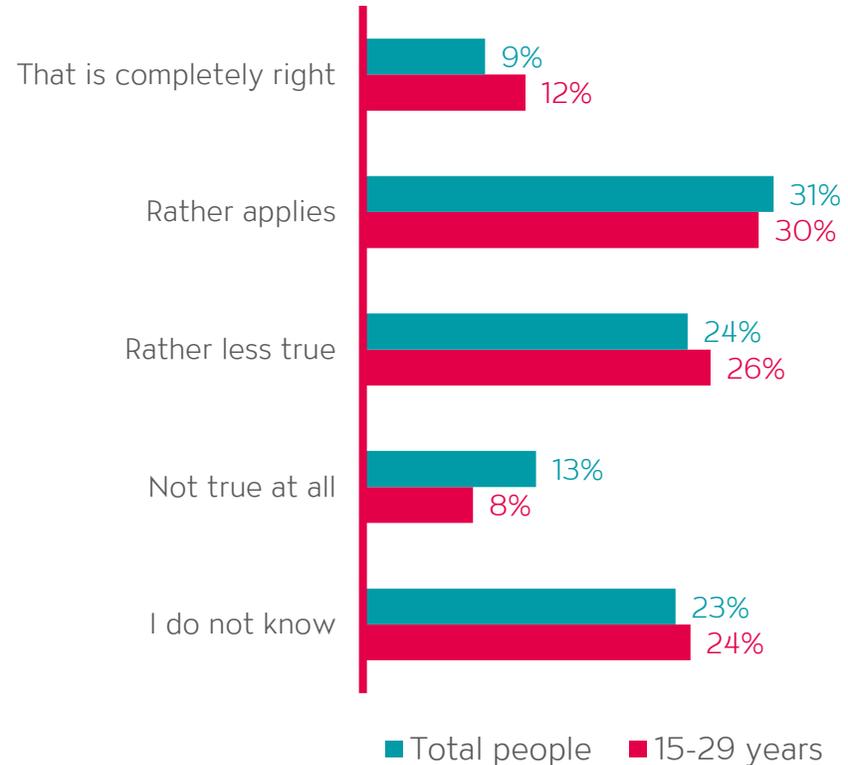
Widest variety of sports: RTS 2

Statement on sender perception: «...has a wide variety of sports on offer.»

RTS
2



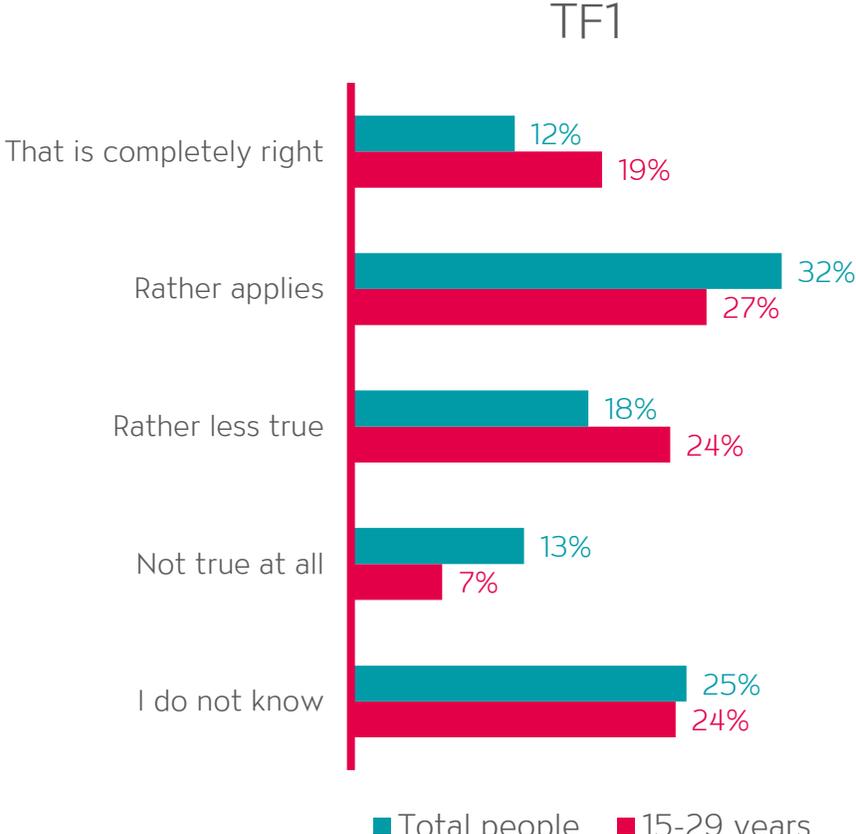
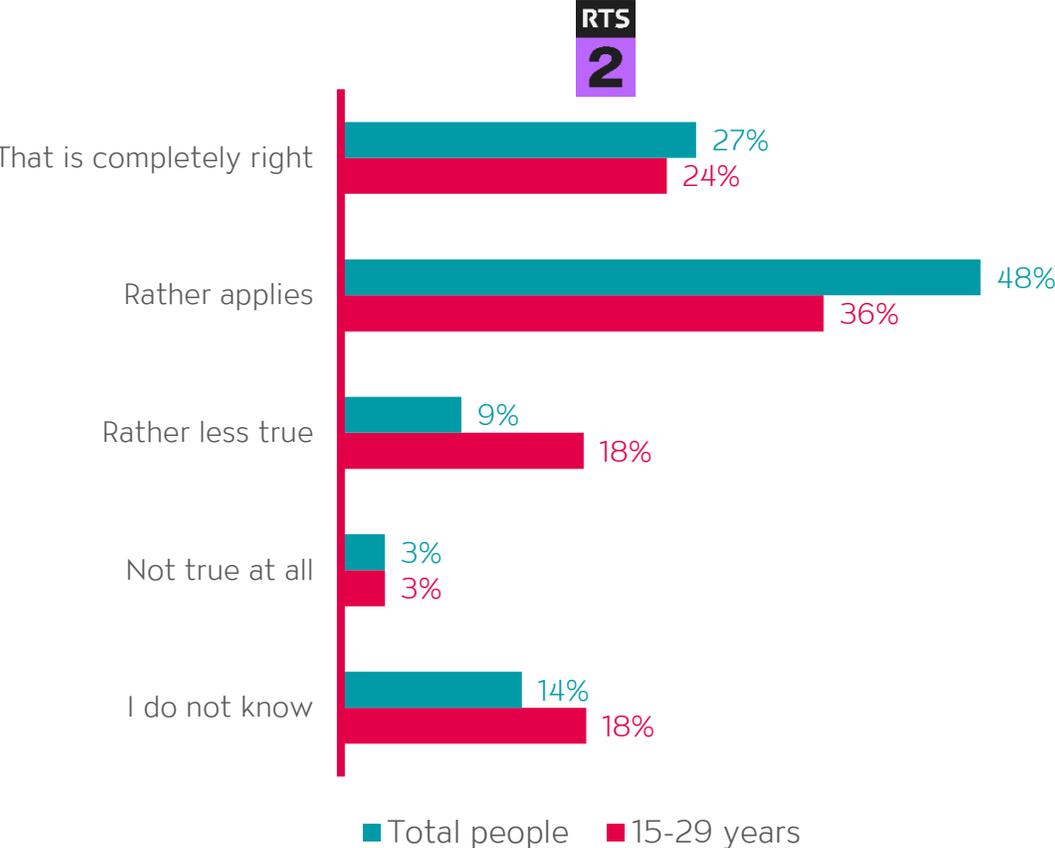
TF1



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

Most competent media source: RTS 2

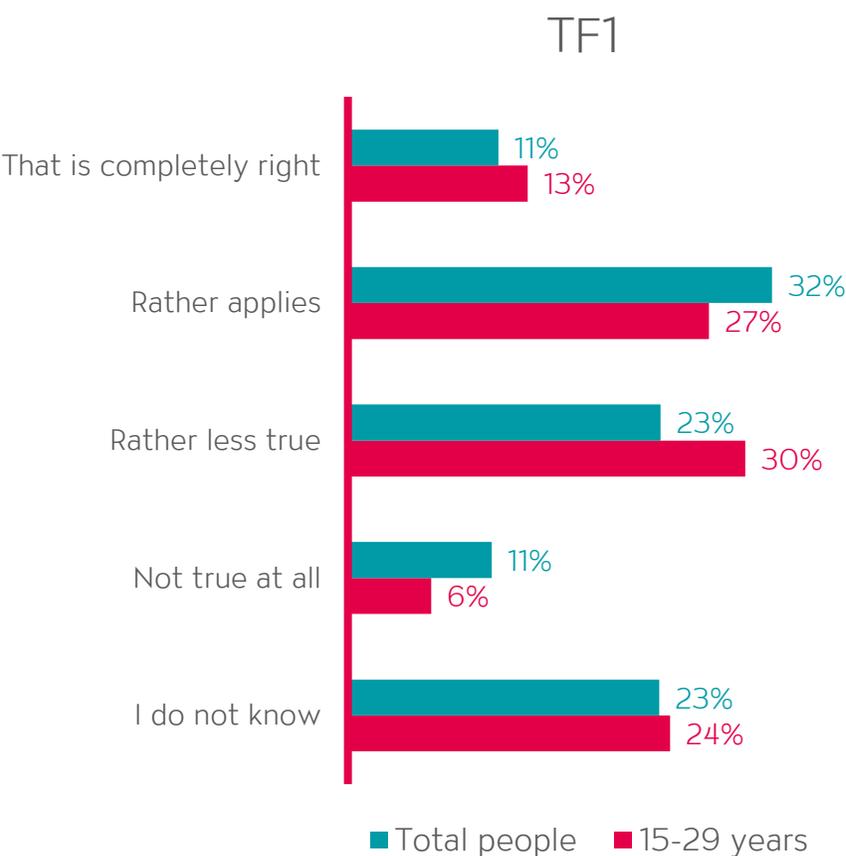
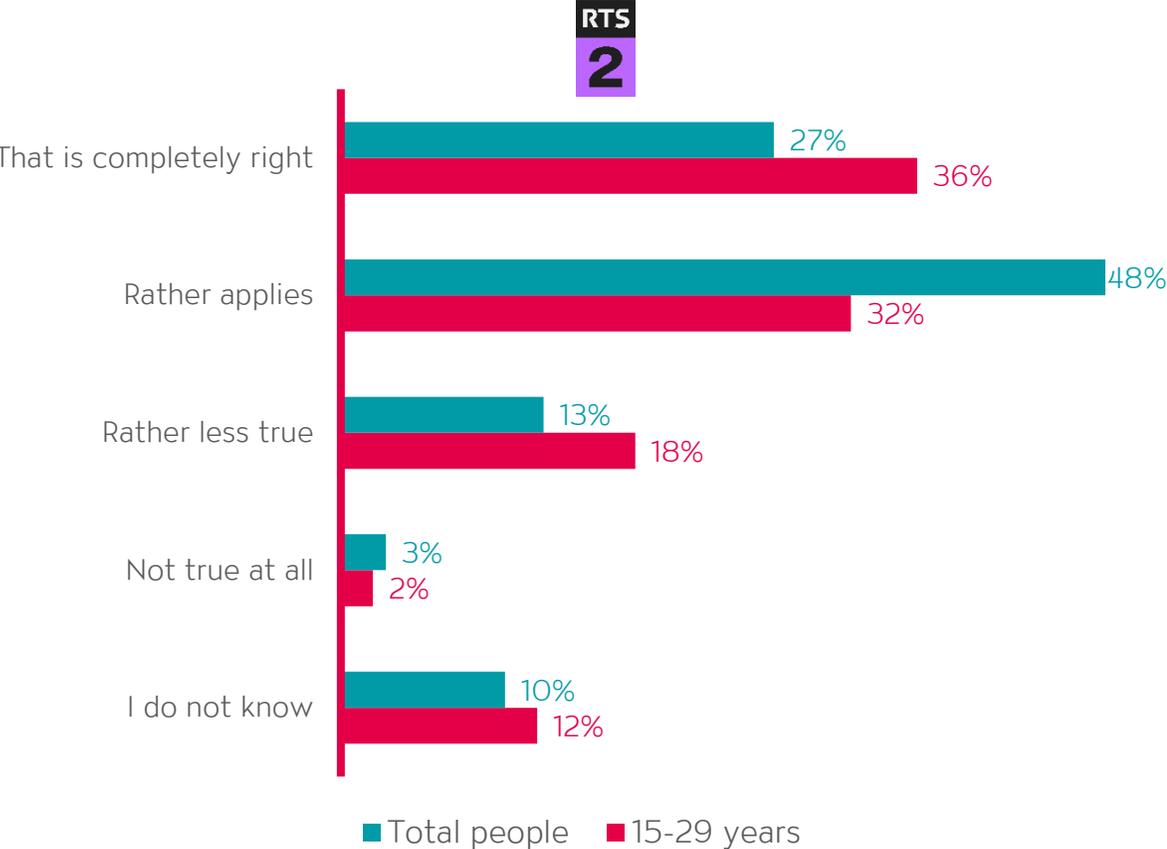
Statement on station perception: «...is a competent media source for national and international sports reporting.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
 Multiple answers possible

Highest credibility: RTS 2

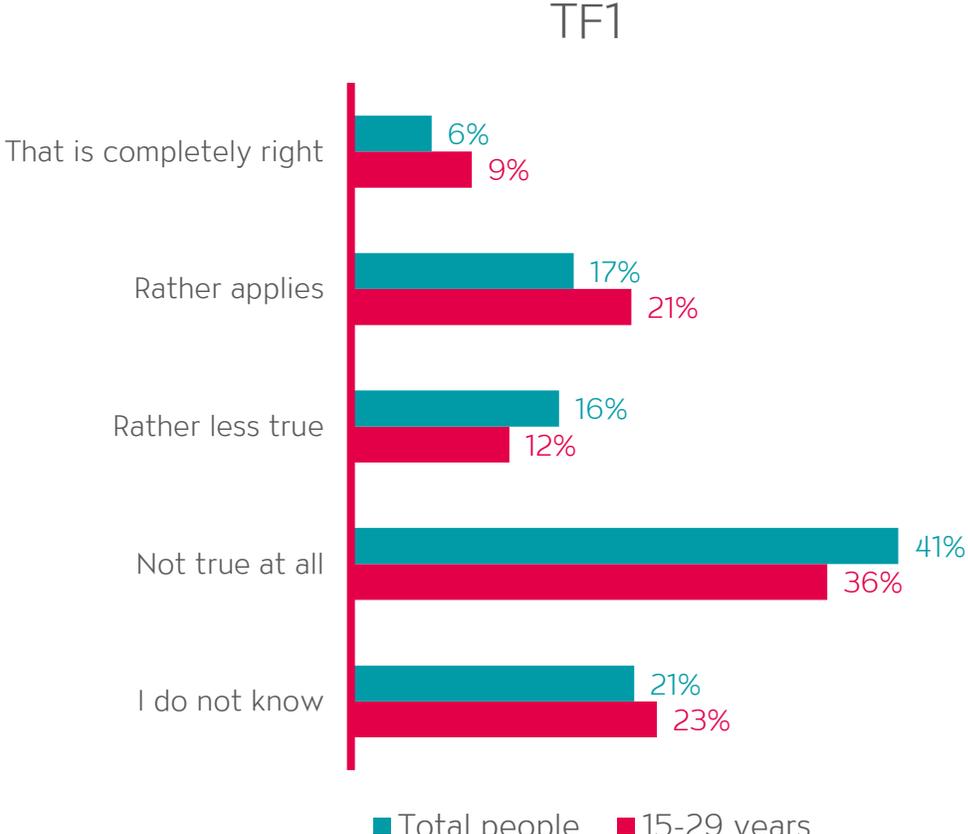
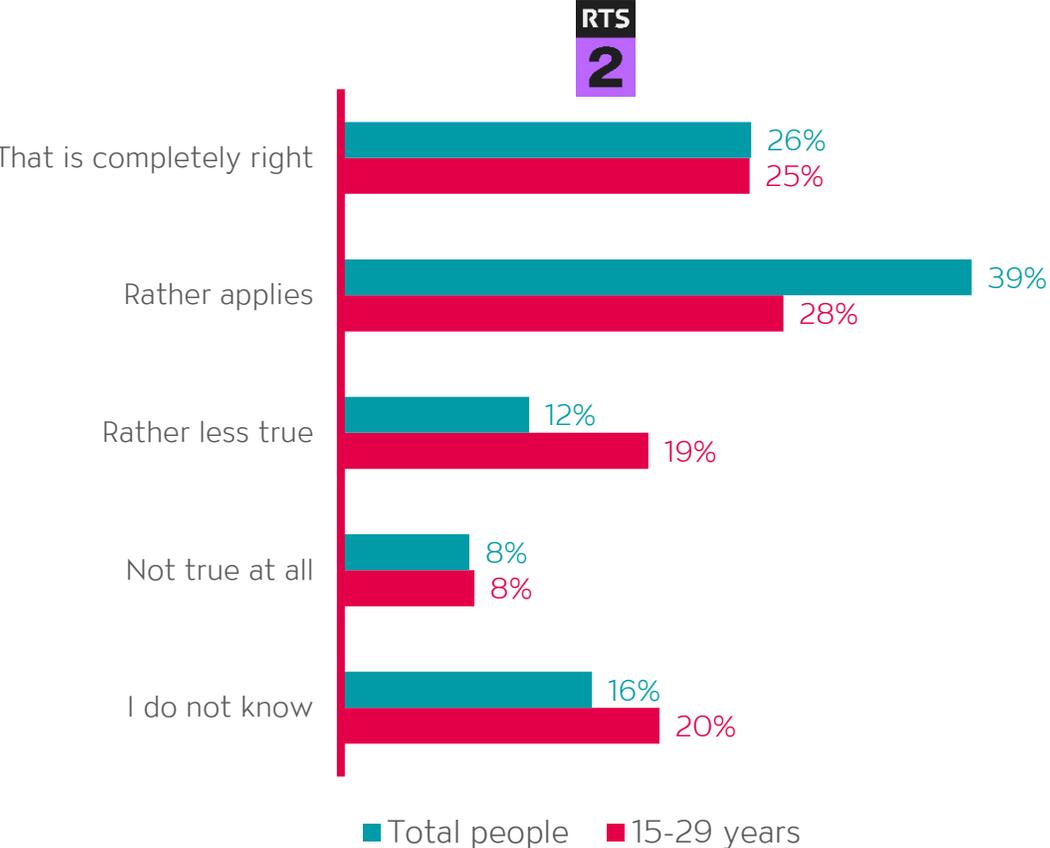
Statement on sender perception: «...reports credibly and up-to-date on the most important sports events.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
 Multiple answers possible

Most important sports channel: RTS 2

Statement on station perception: «...For me it is the most important channel for sport in Switzerland.»



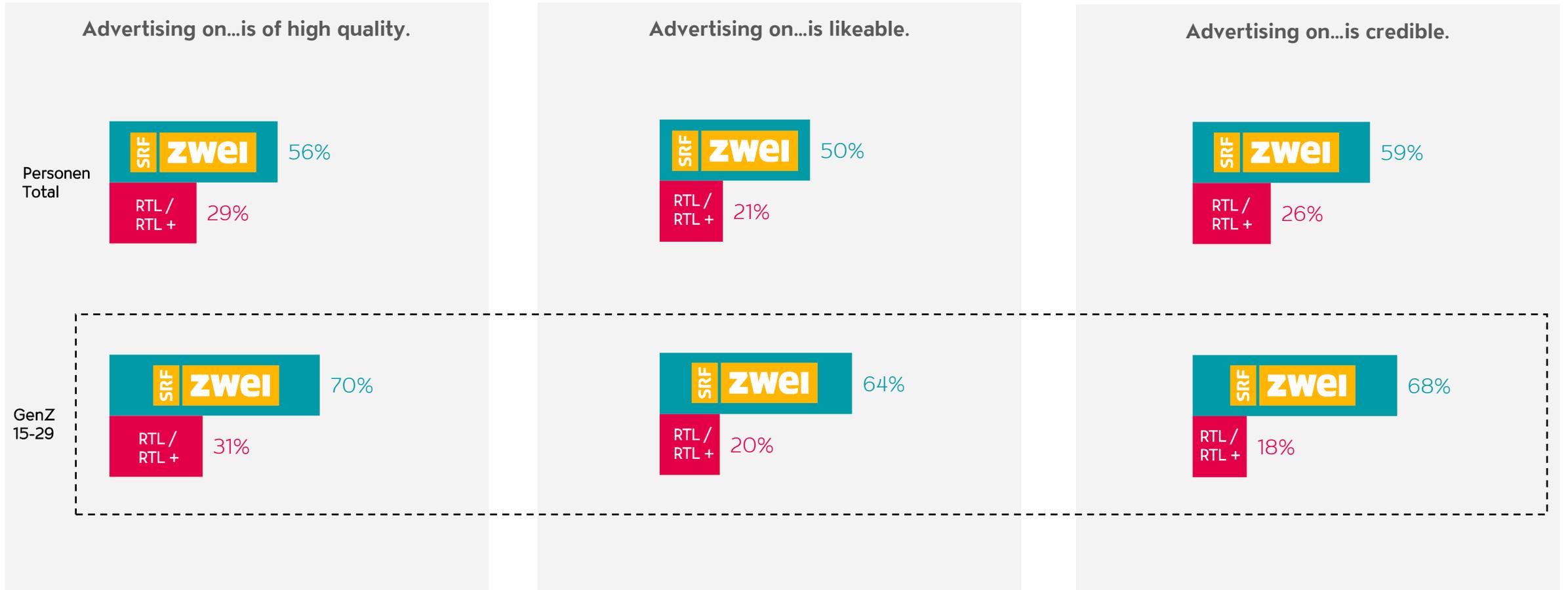
Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
 Multiple answers possible



Advertising on SRF Zwei and RTS 2 generally seems more credible, more informative and more likeable. The perception of advertising also benefits from Swissness.



Better advertising perception with SRF zwei



Answer TOP2: «completely applies» and «completely applies»

Source: Admeira study "Premium Advertising Sport", 2024", AdPanel, Wave 6/2024, GfK Switzerland

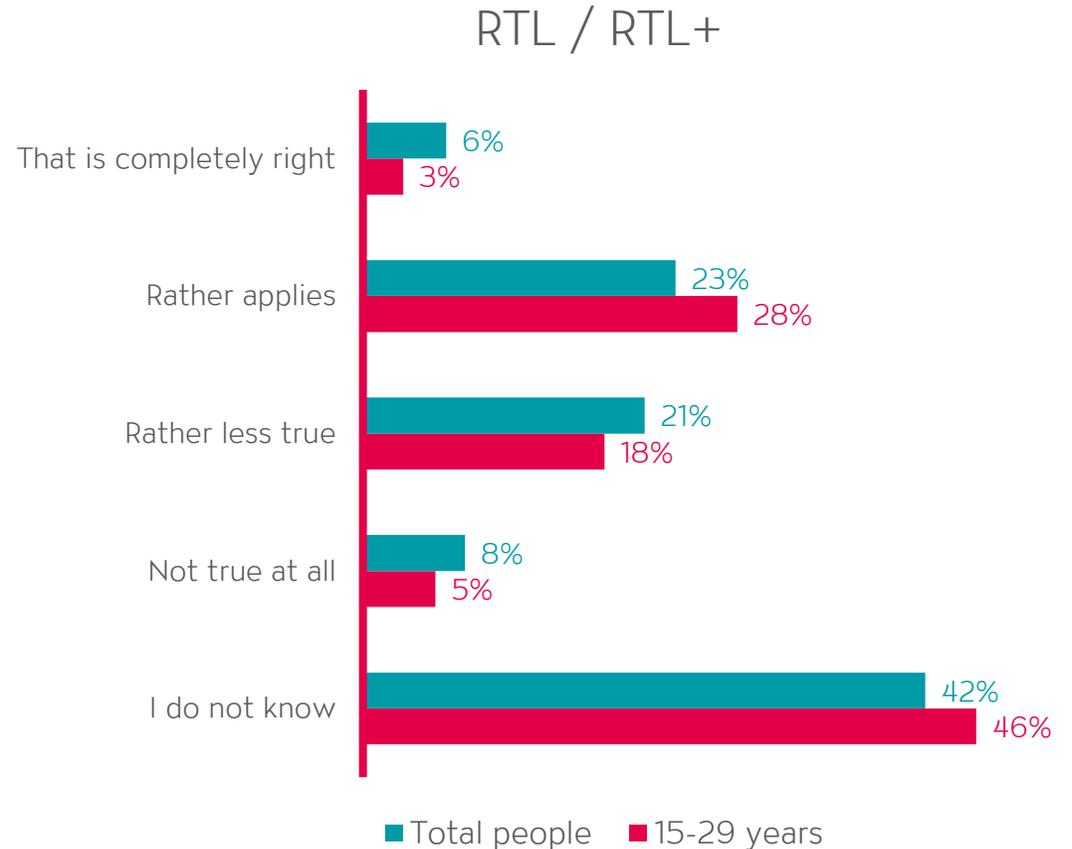
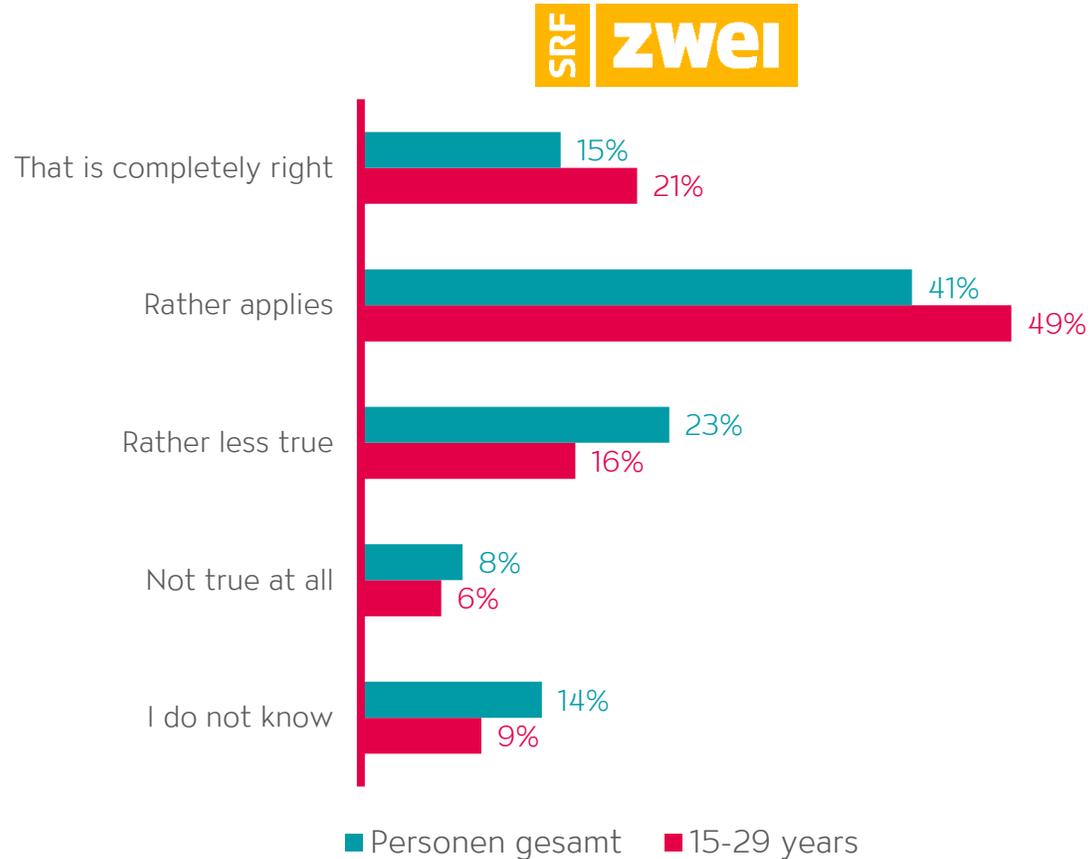
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV

F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29

Multiple answers possible

More quality in advertising: SRF zwei

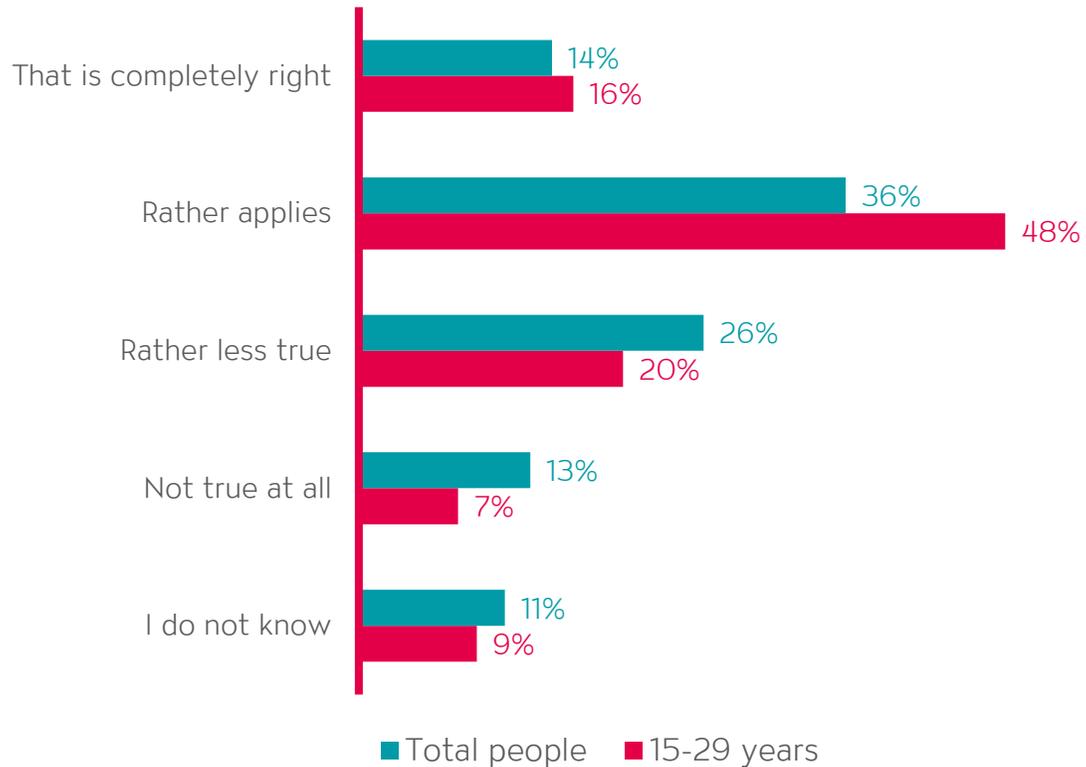
Statement on advertising perception: «...Advertising before or during sports broadcasts on... is of high quality.»



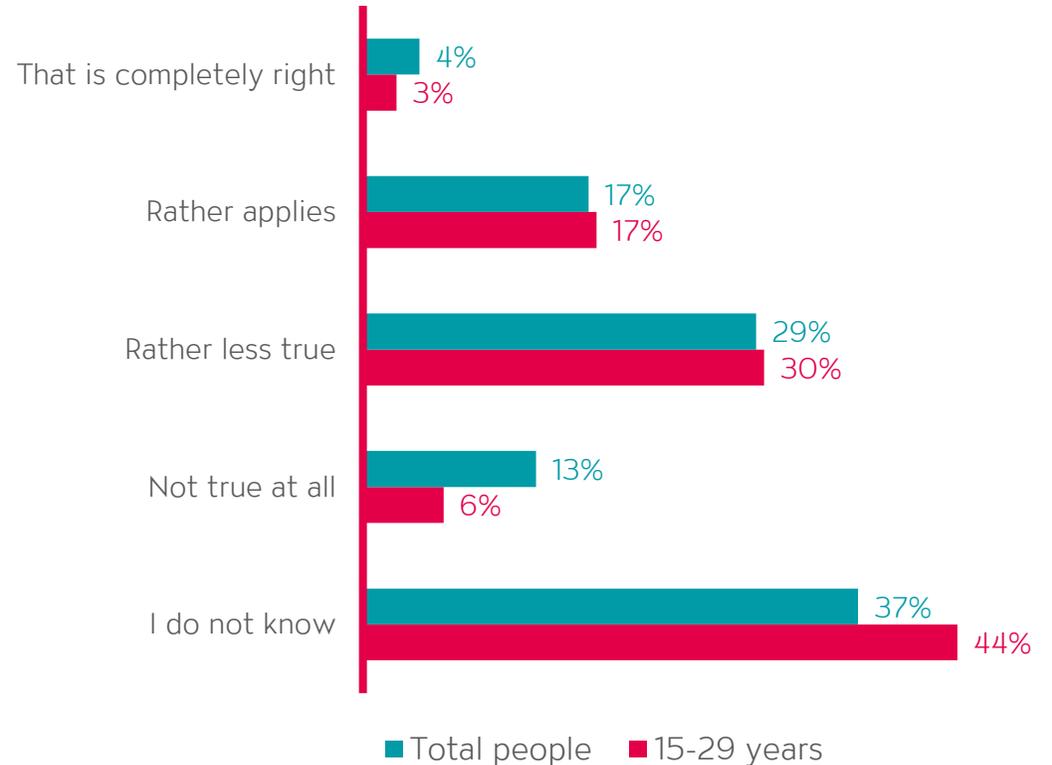
Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

Advertising on SRF zwei seems more likeable

Statement on advertising perception: «...advertising before or during sports programs on... is likeable.»



RTL / RTL+

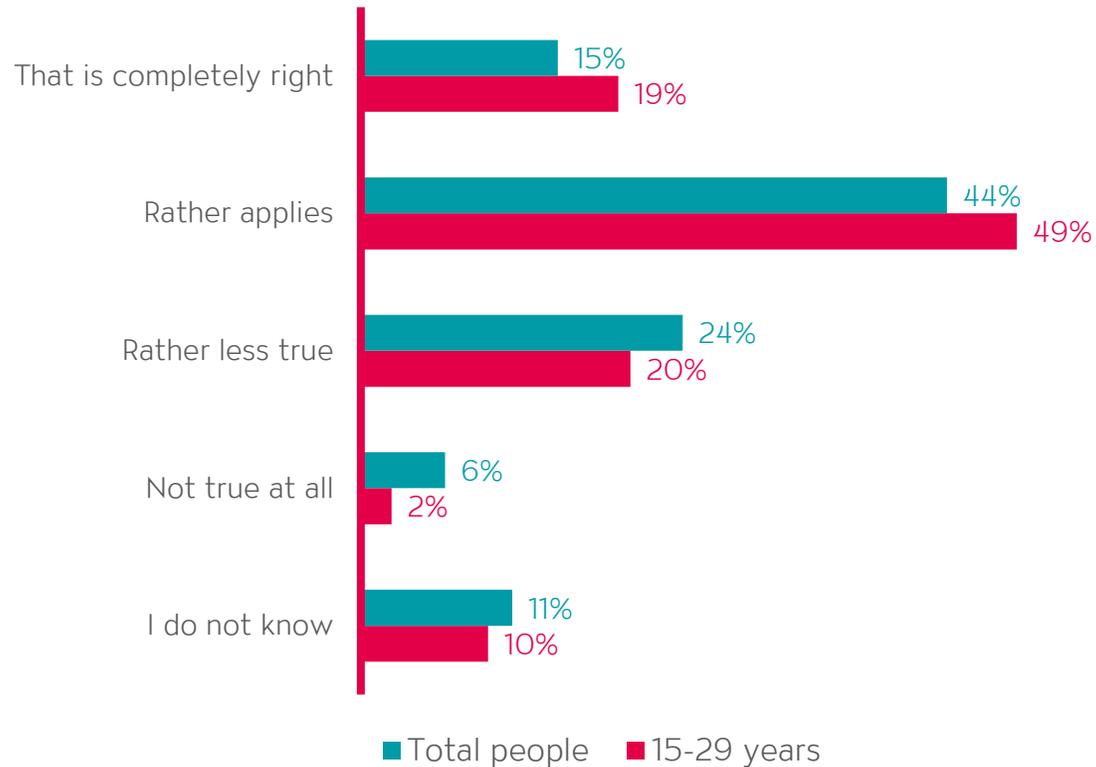


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
 Multiple answers possible

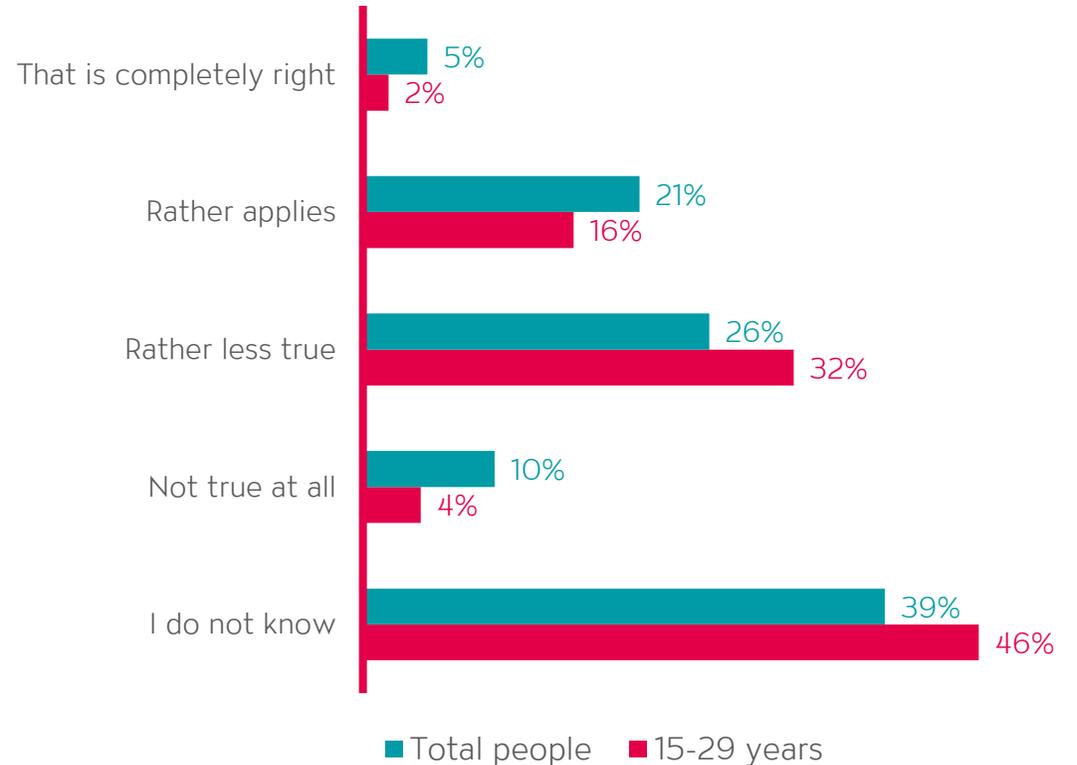
Advertising on SRF zwei is more credible

Statement on advertising perception: «...Advertising before or during sports programs on... is credible.»

SRF zwei



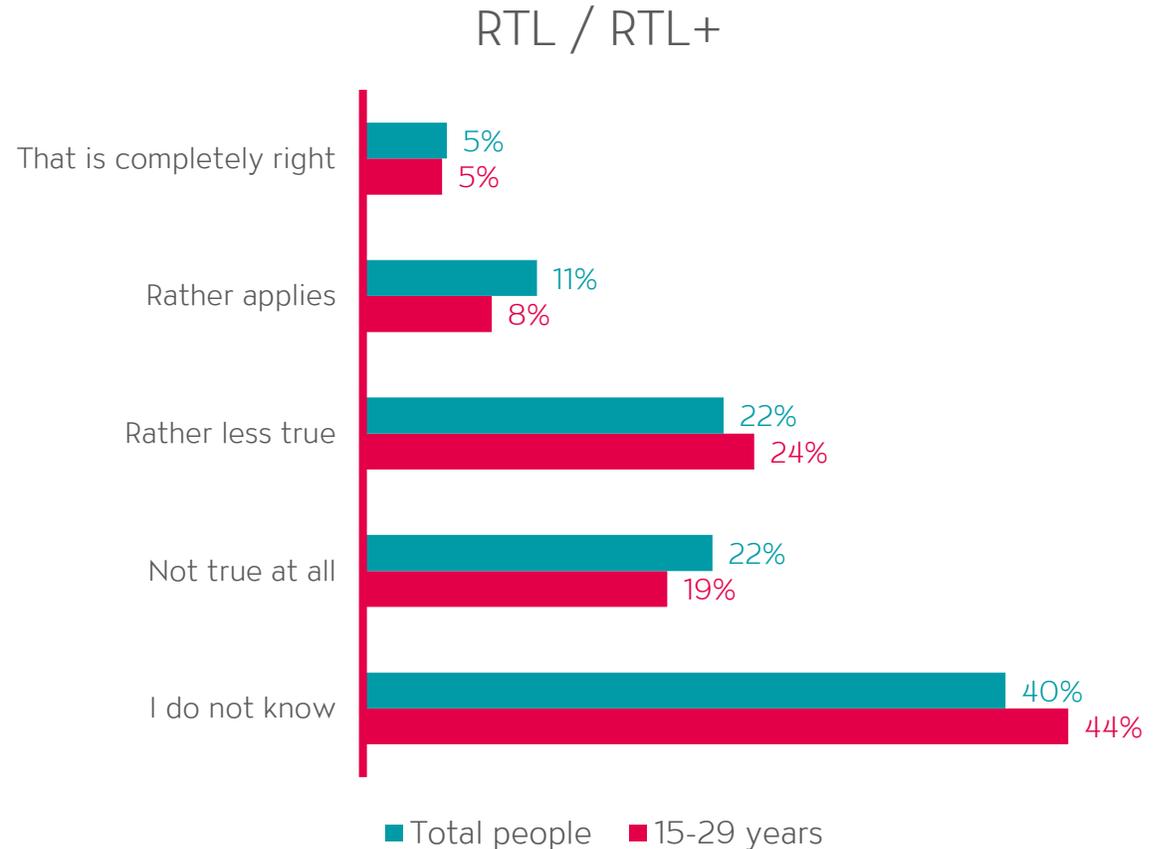
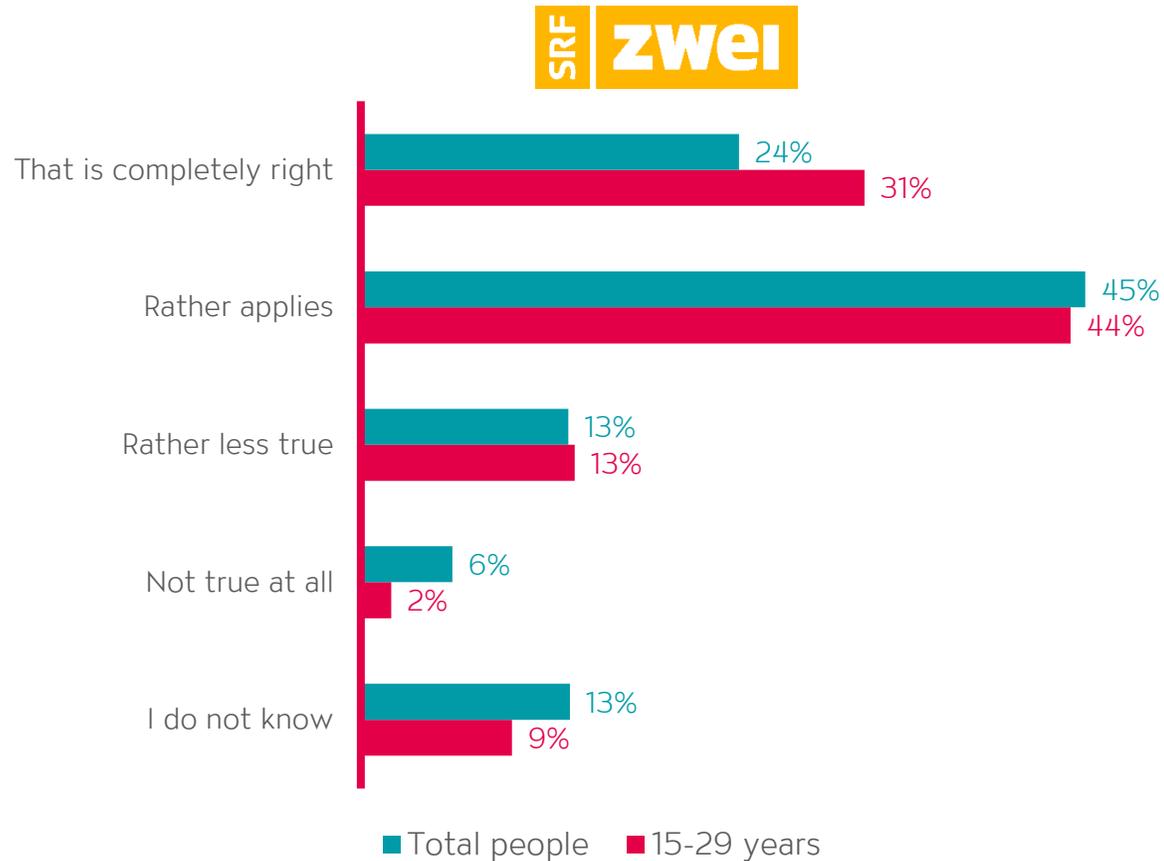
RTL / RTL+



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

More Swissness in advertising: SRF zwei

Statement on advertising perception: «...Advertising before or during sports broadcasts on... is for Switzerland.»

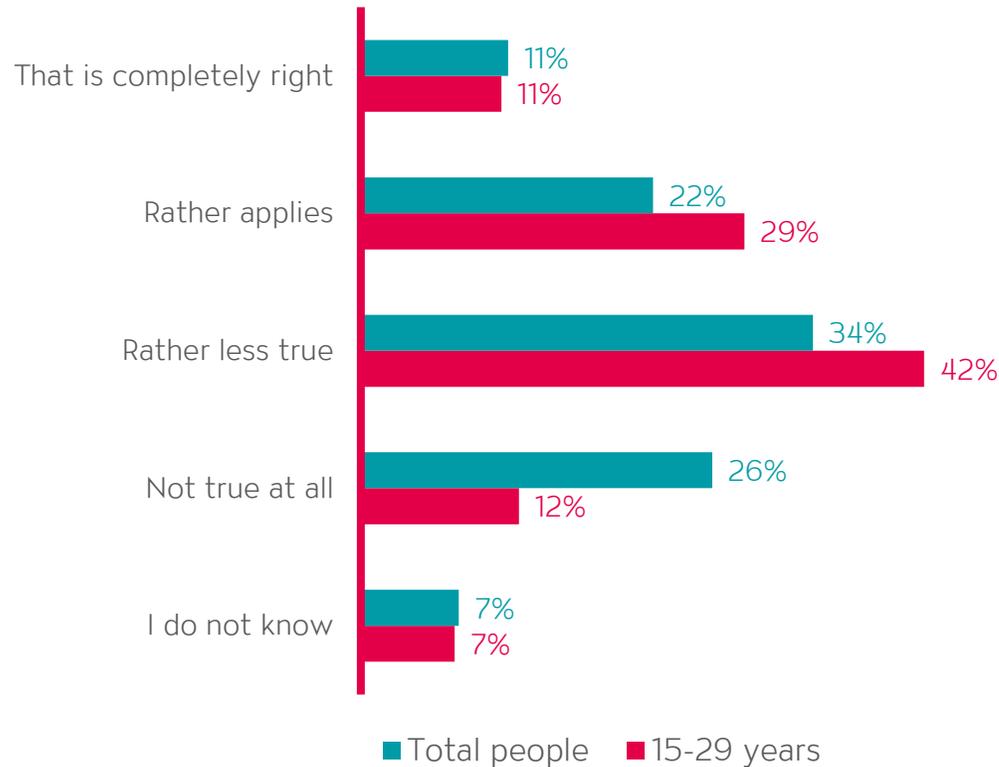


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

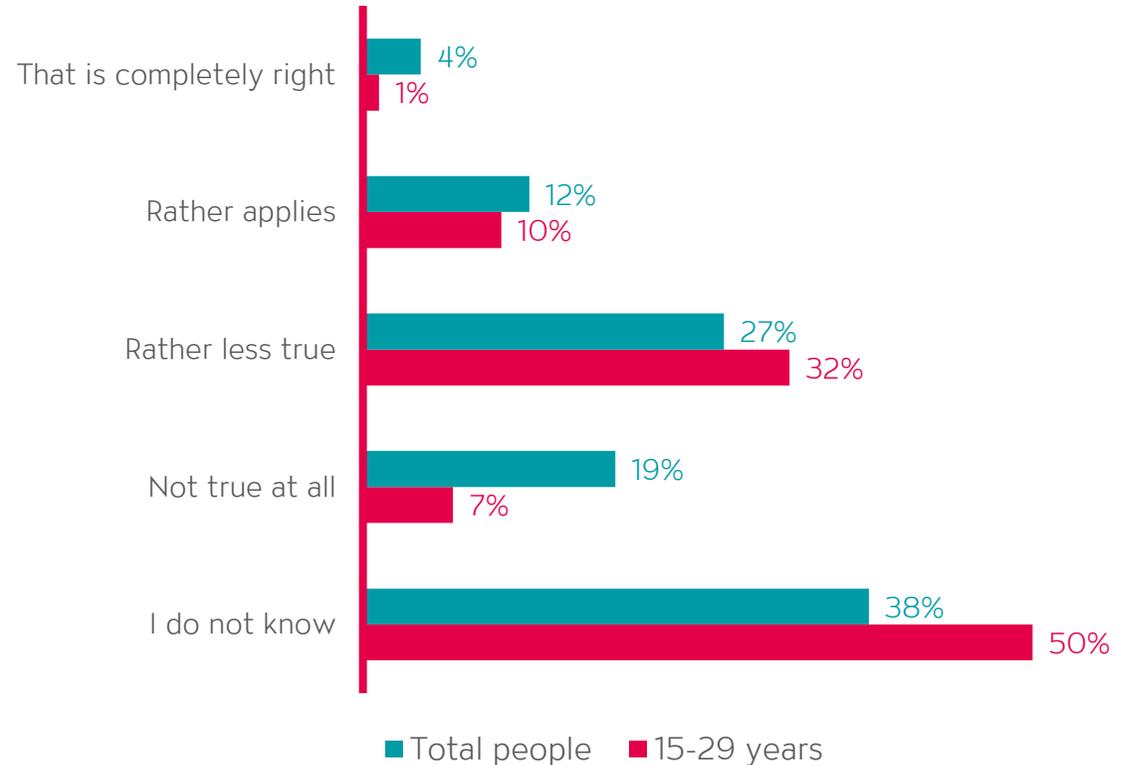
Advertising on SRF zwei seems more exciting

Statement on advertising perception: «...Advertising before or during sports programs on... is exciting.»

SRF zwei



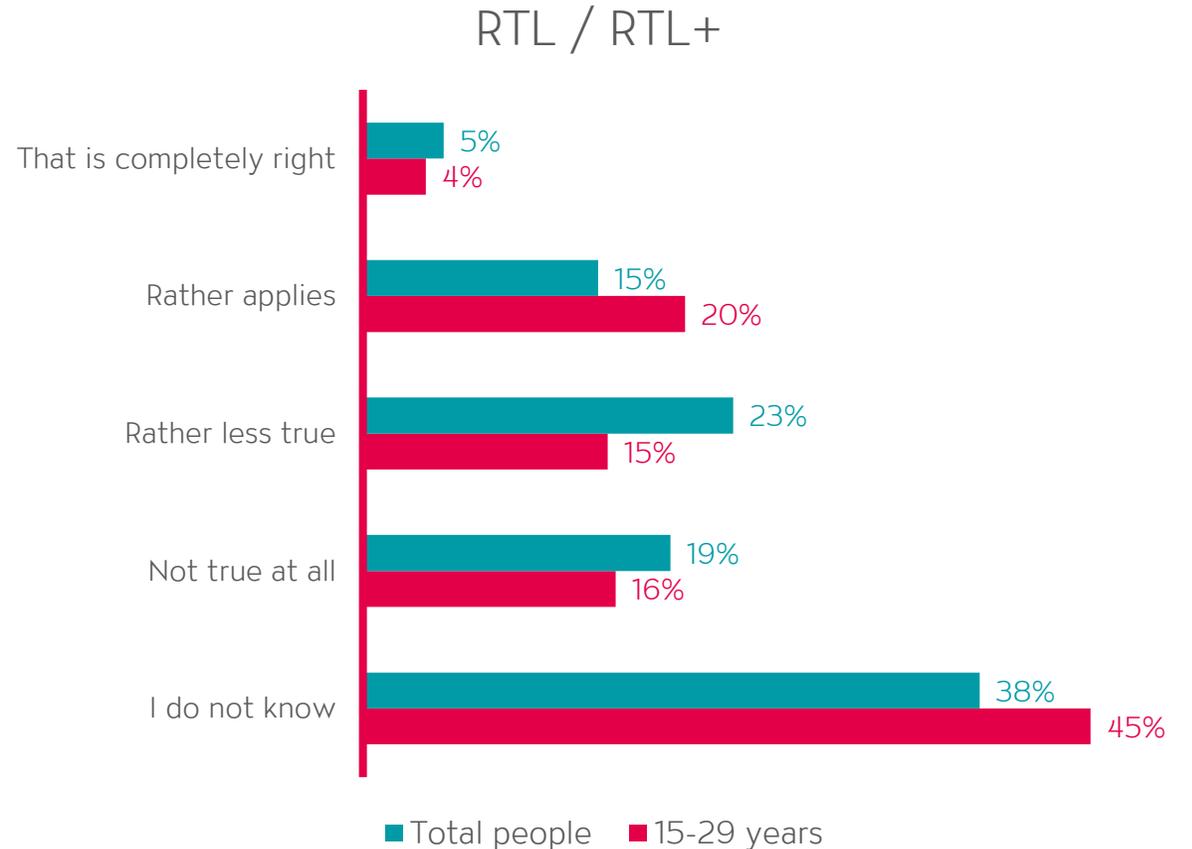
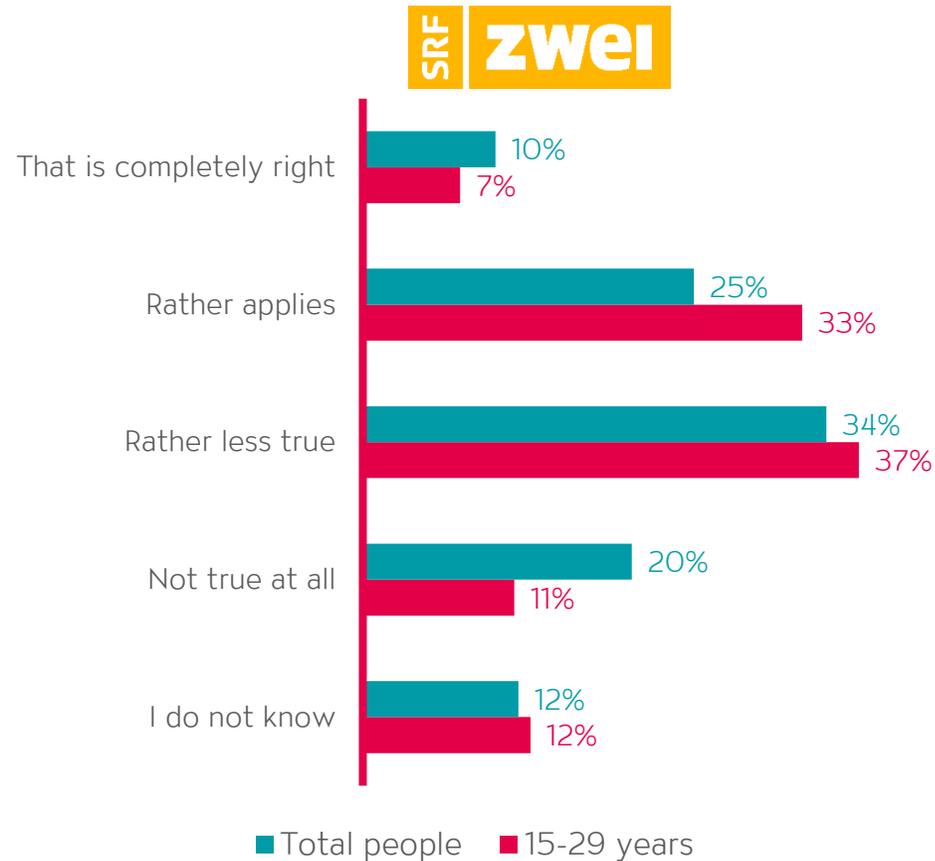
RTL / RTL+



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
 Multiple answers possible

Advertising on SRF zwei seems more emotional

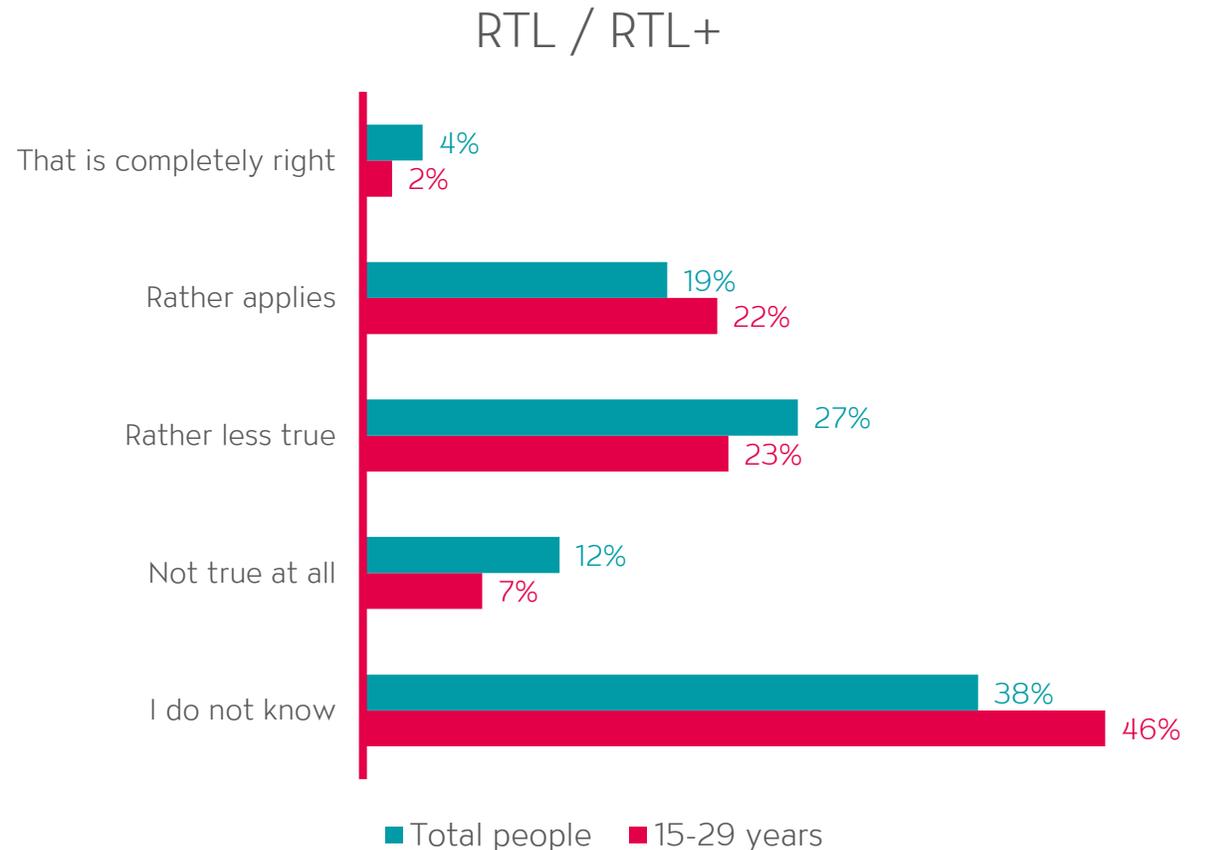
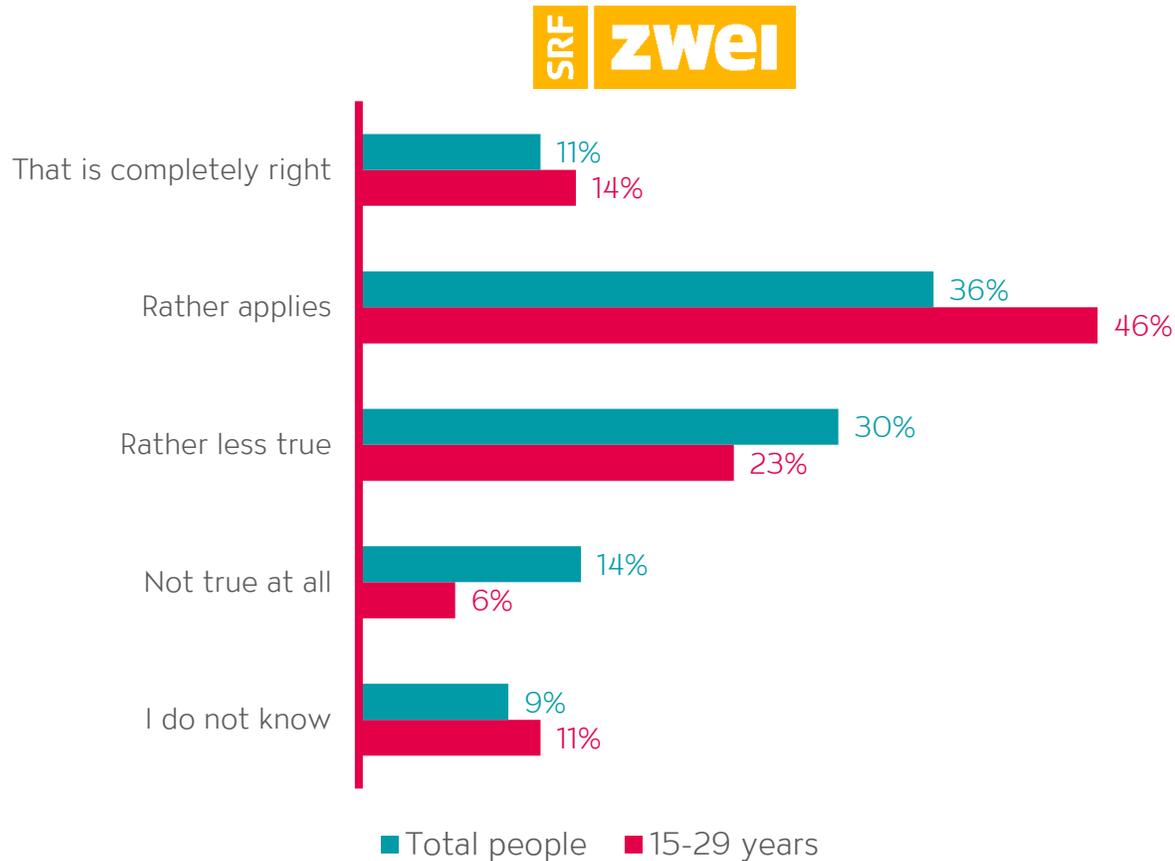
Statement on advertising perception: «...Advertising before or during sports programs... triggers emotions.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

Advertising on SRF zwei appears more informative

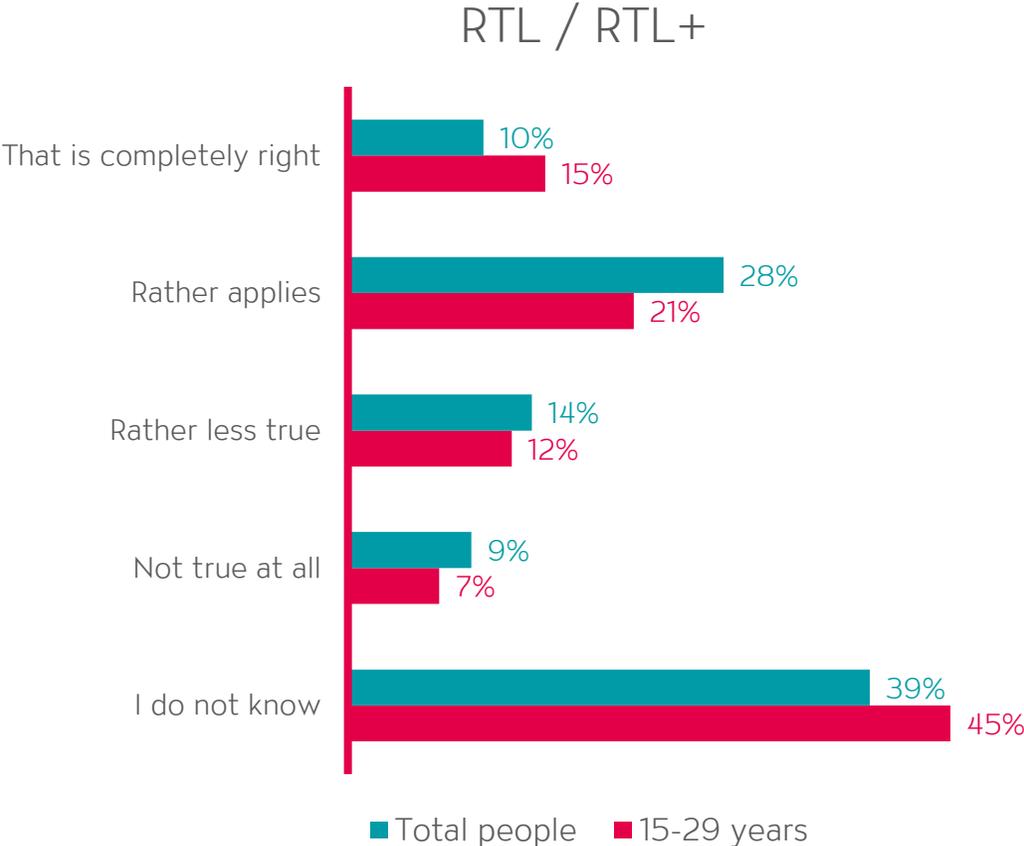
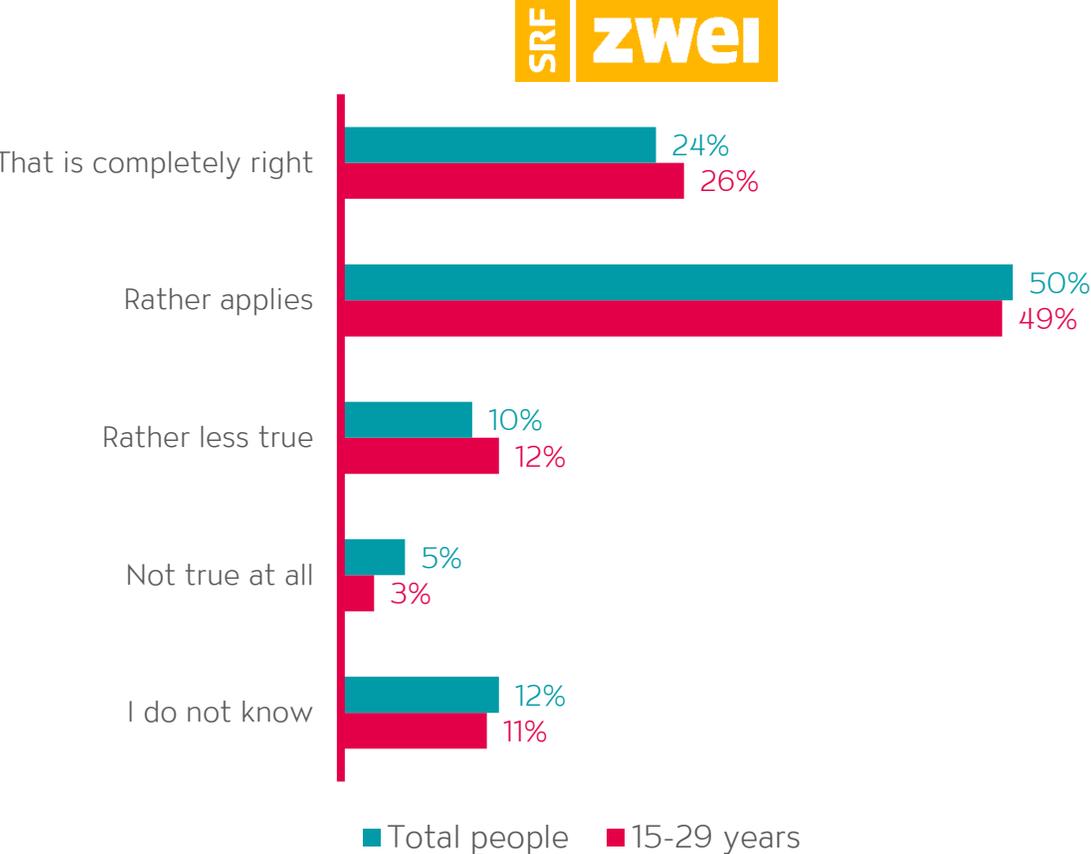
Statement on advertising perception: «...Advertising before or during sports programs on... is informative.»



Source: Admeira study "Premium Advertising Sport", 2024", AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
 Multiple answers possible

Importance of advertising on SRF zwei

Statement on advertising perception: «...Advertising before or during sports broadcasts on... is important for financing good sports programming.»

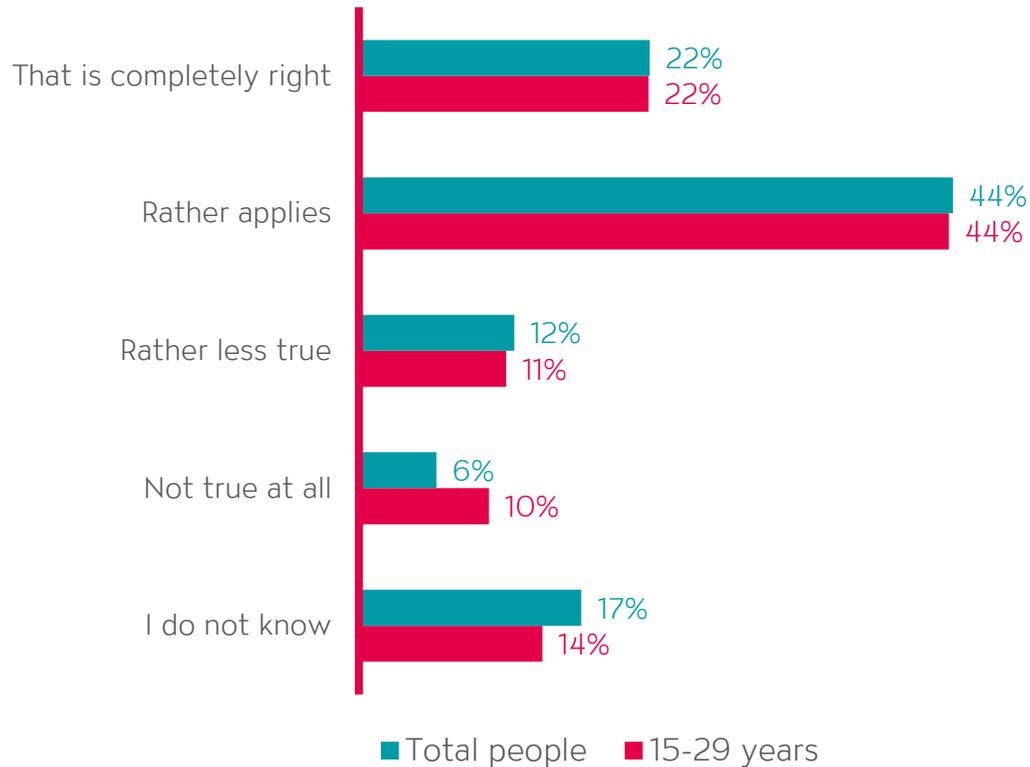


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
 Multiple answers possible

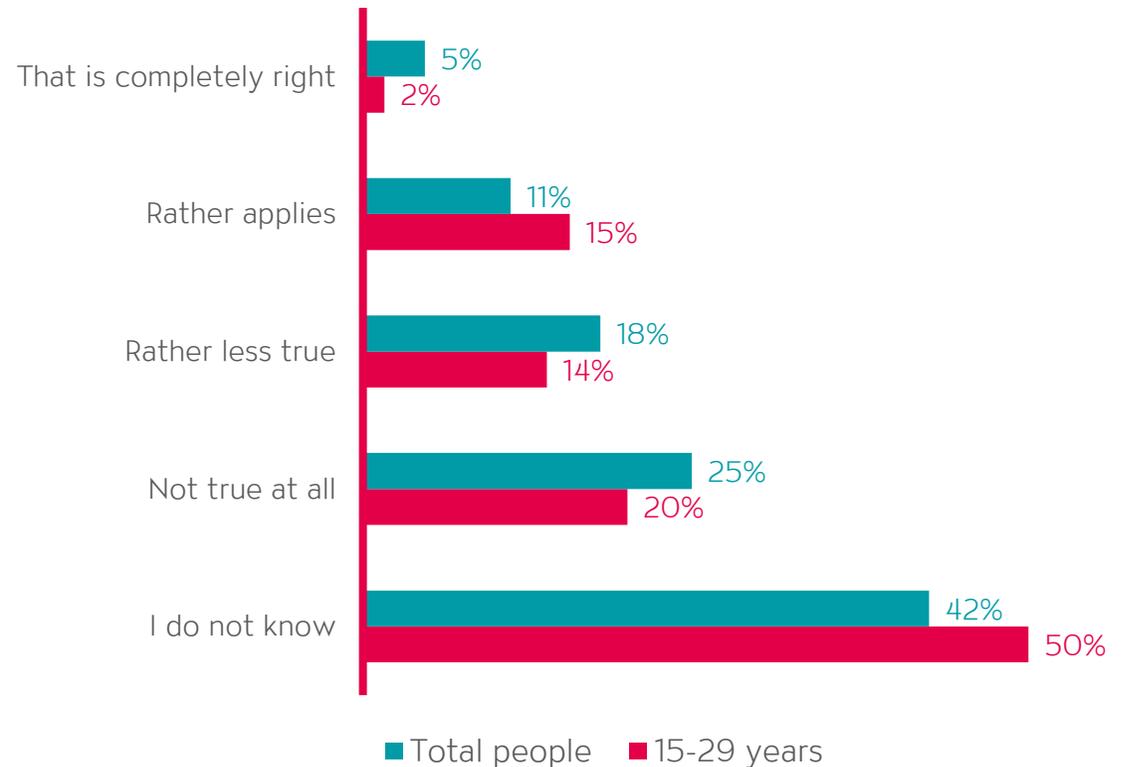
Advertising on SRF zwei is important for sports

Statement on advertising perception: «...Advertising before or during sports programs on... supports Swiss sport.»

SRF zwei

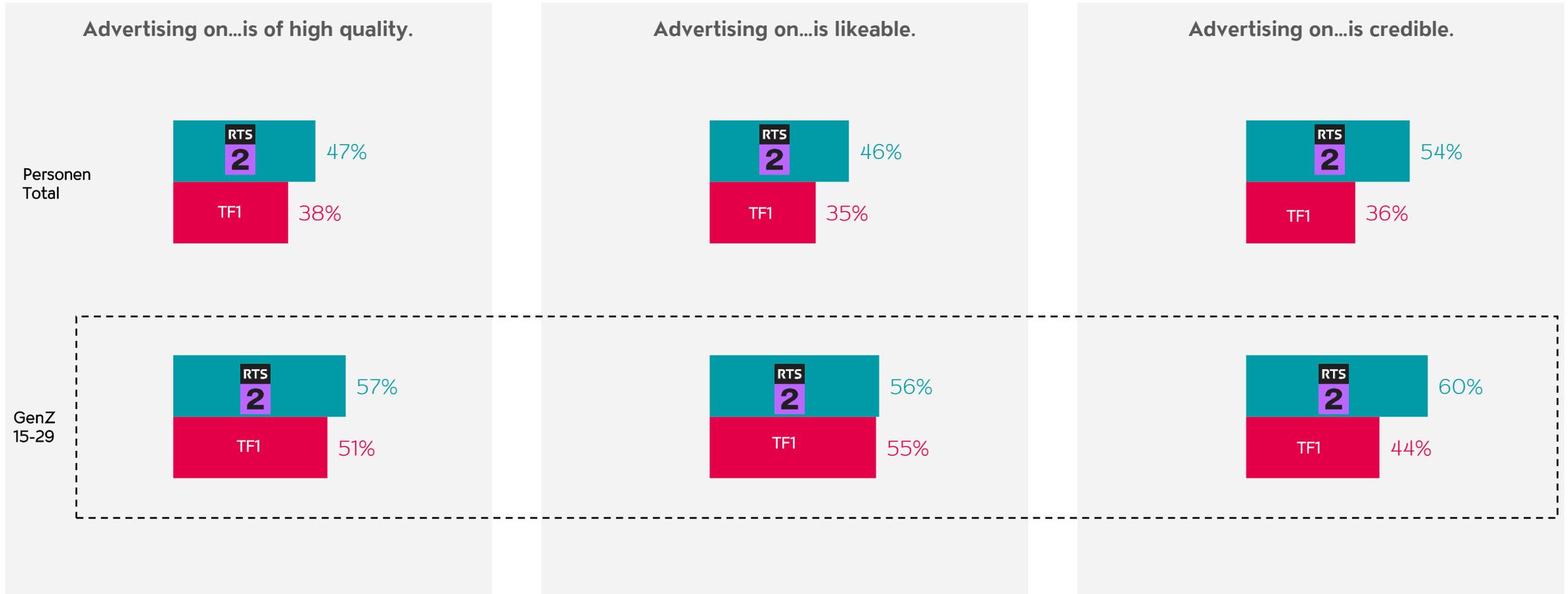


RTL / RTL+



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
 Multiple answers possible

Better advertising perception with RTS 2

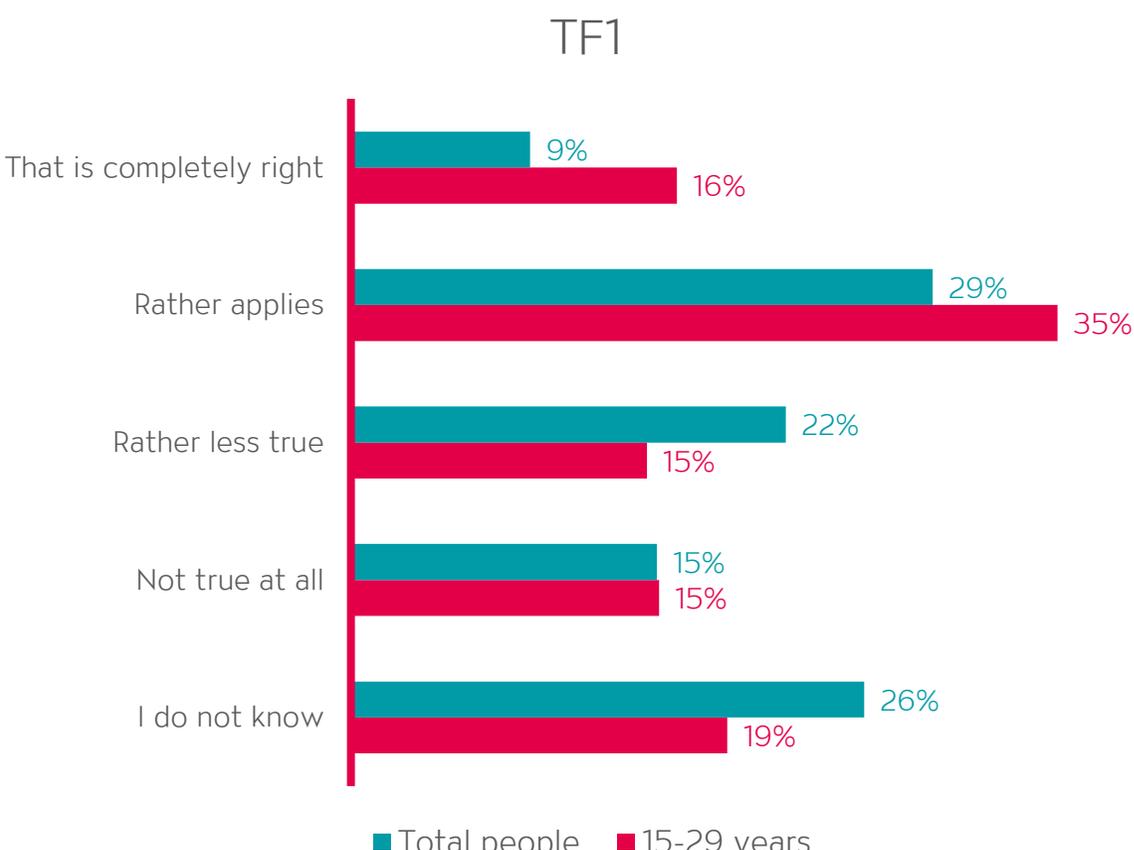
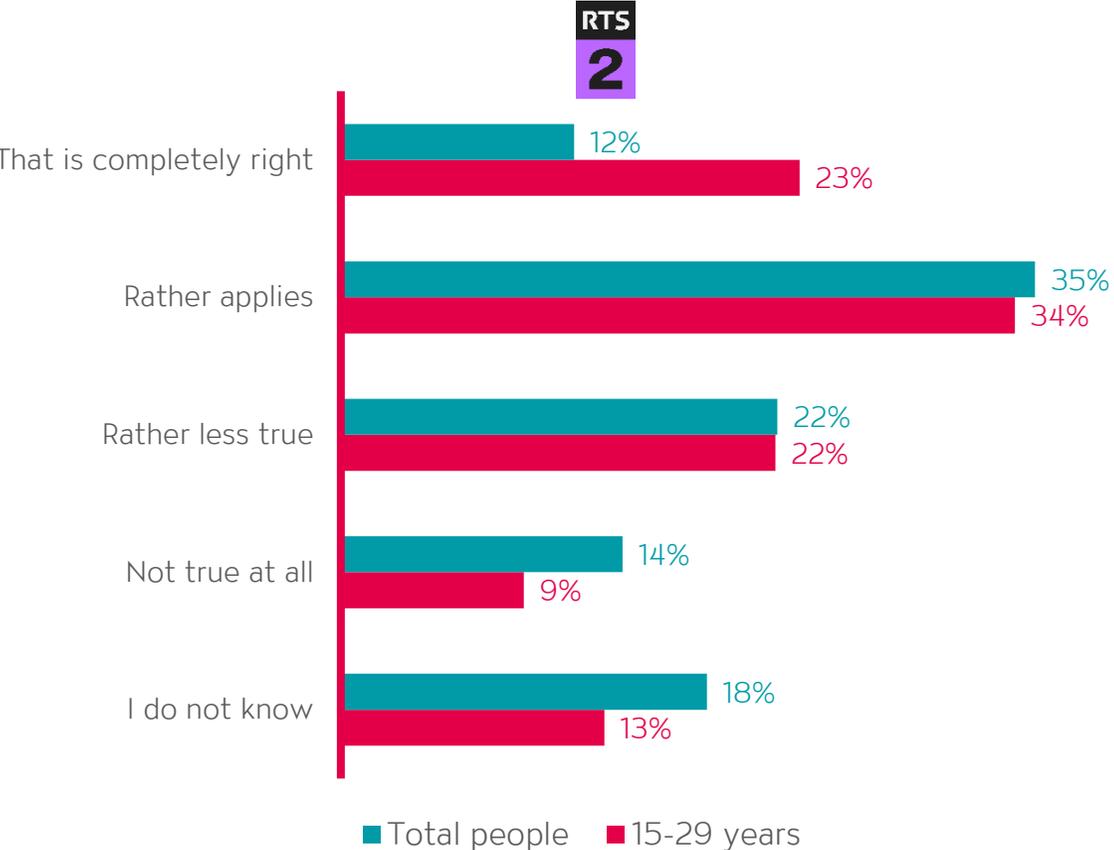


Answer TOP2: «completely applies» and «completely applies»

Source: Admeira study "Premium Advertising Sport", 2024", AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29
 Multiple answers possible

More quality in advertising: RTS 2

Statement on advertising perception: «...Advertising before or during sports broadcasts on... is of high quality.»

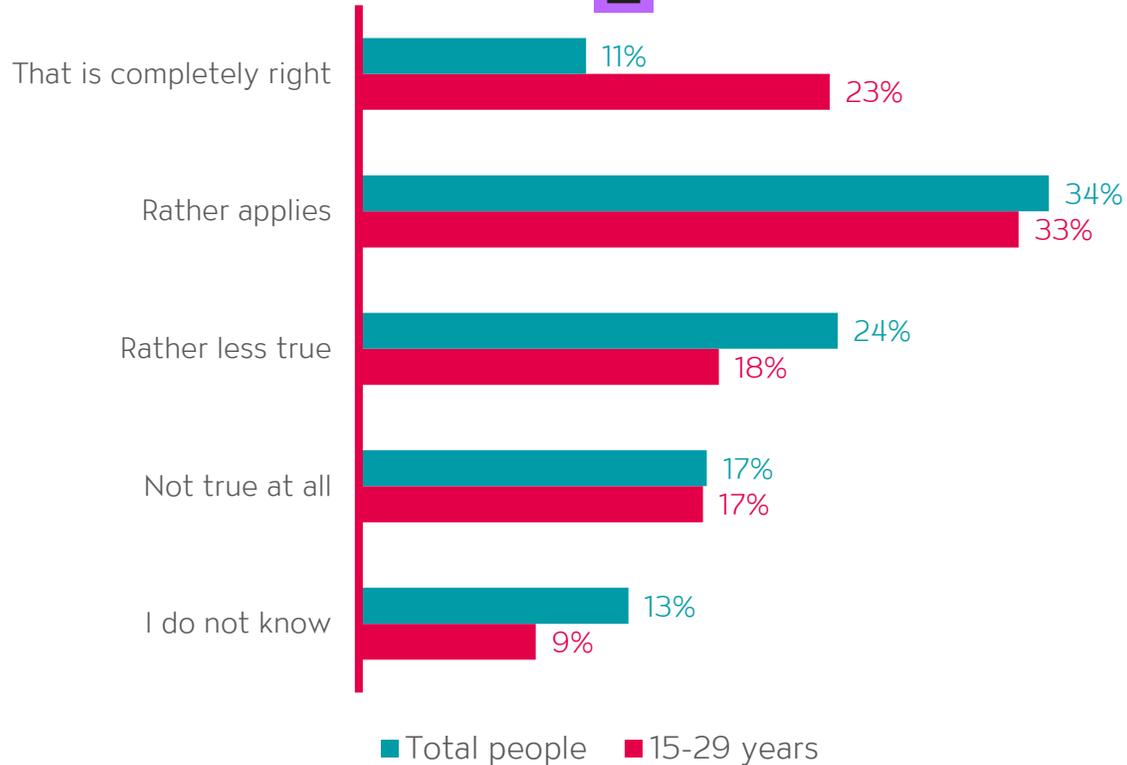


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

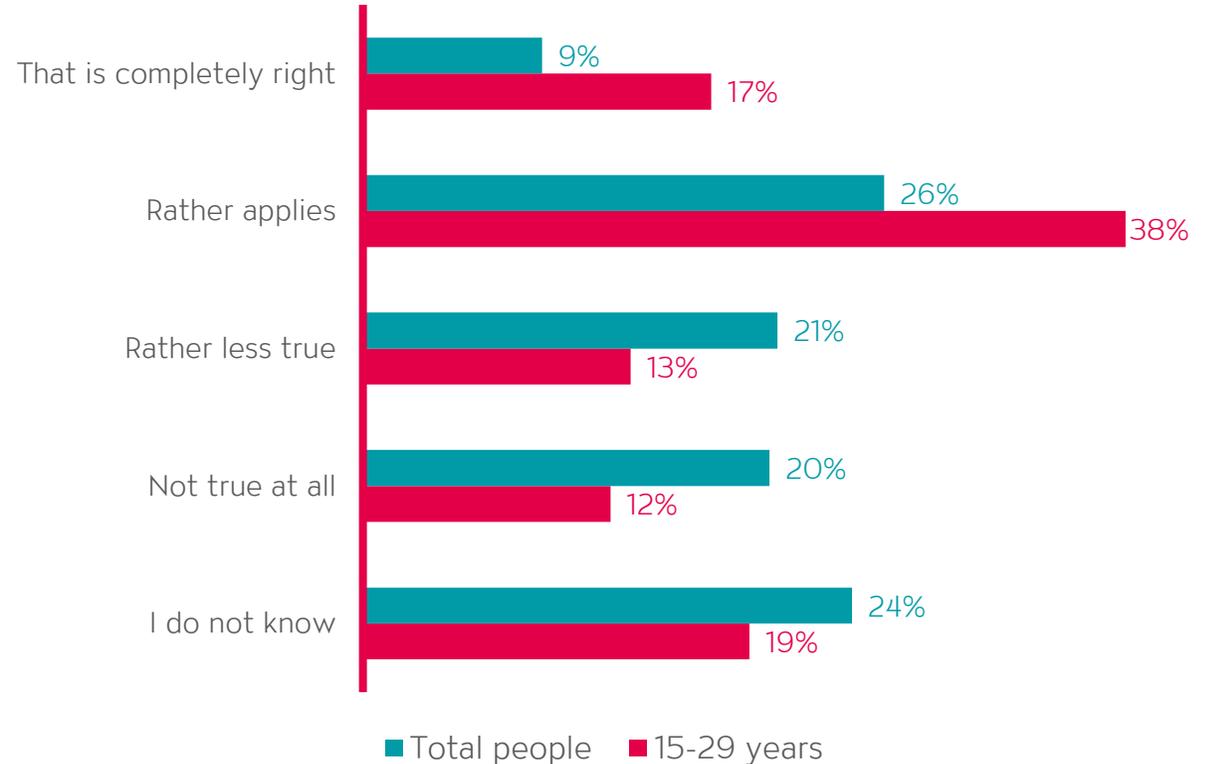
Advertising on RTS 2 seems more likeable

Statement on advertising perception: «...advertising before or during sports programs on... is likeable.»

RTS
2



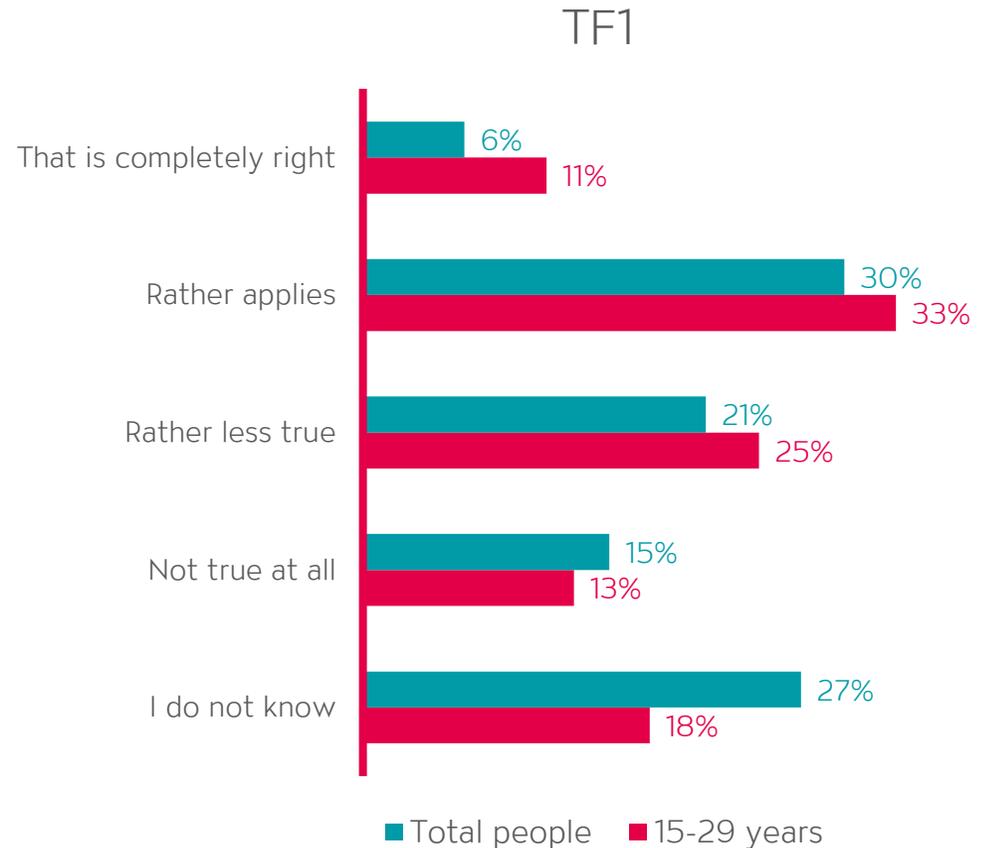
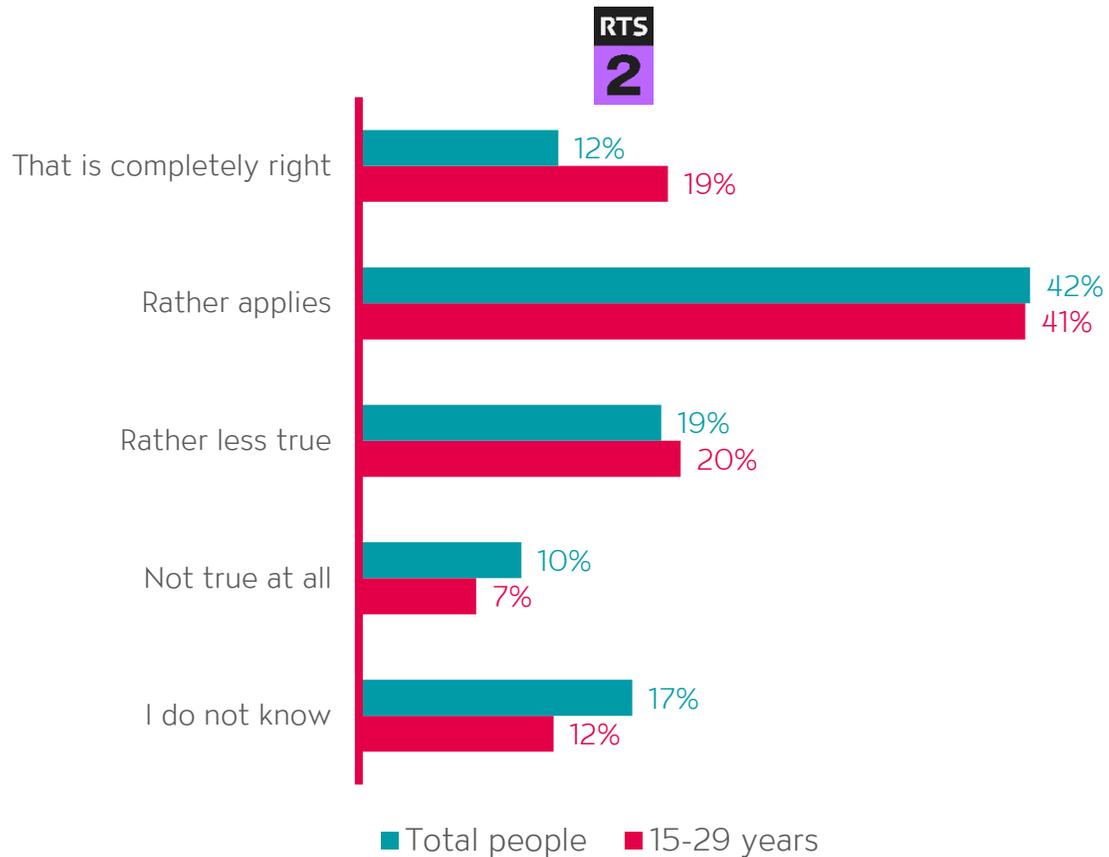
TF1



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

Advertising on RTS 2 is more credible

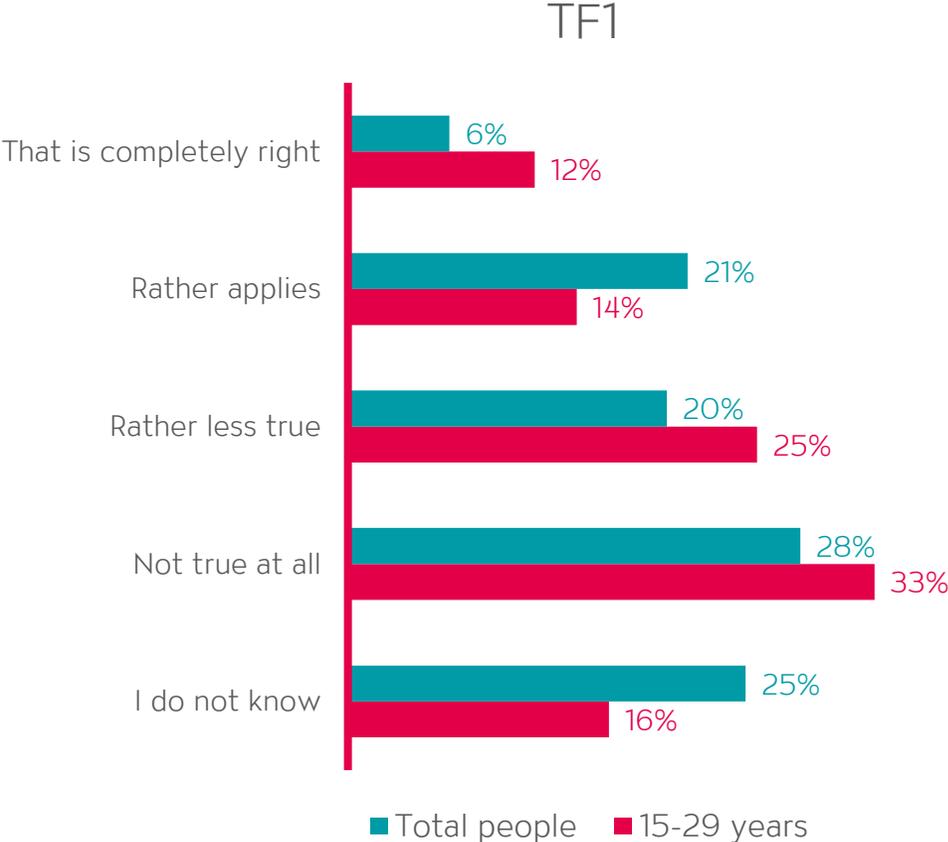
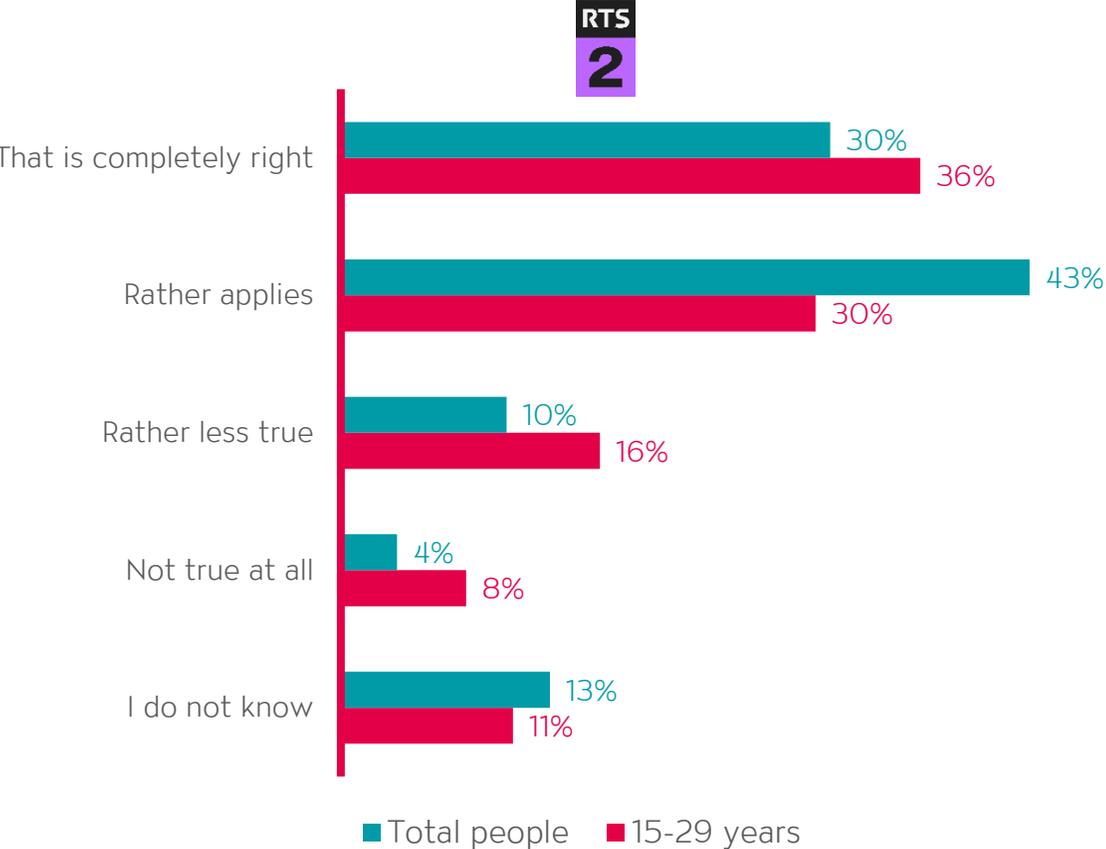
Statement on advertising perception: «...Advertising before or during sports programs on... is credible.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

More Swissness in advertising: RTS 2

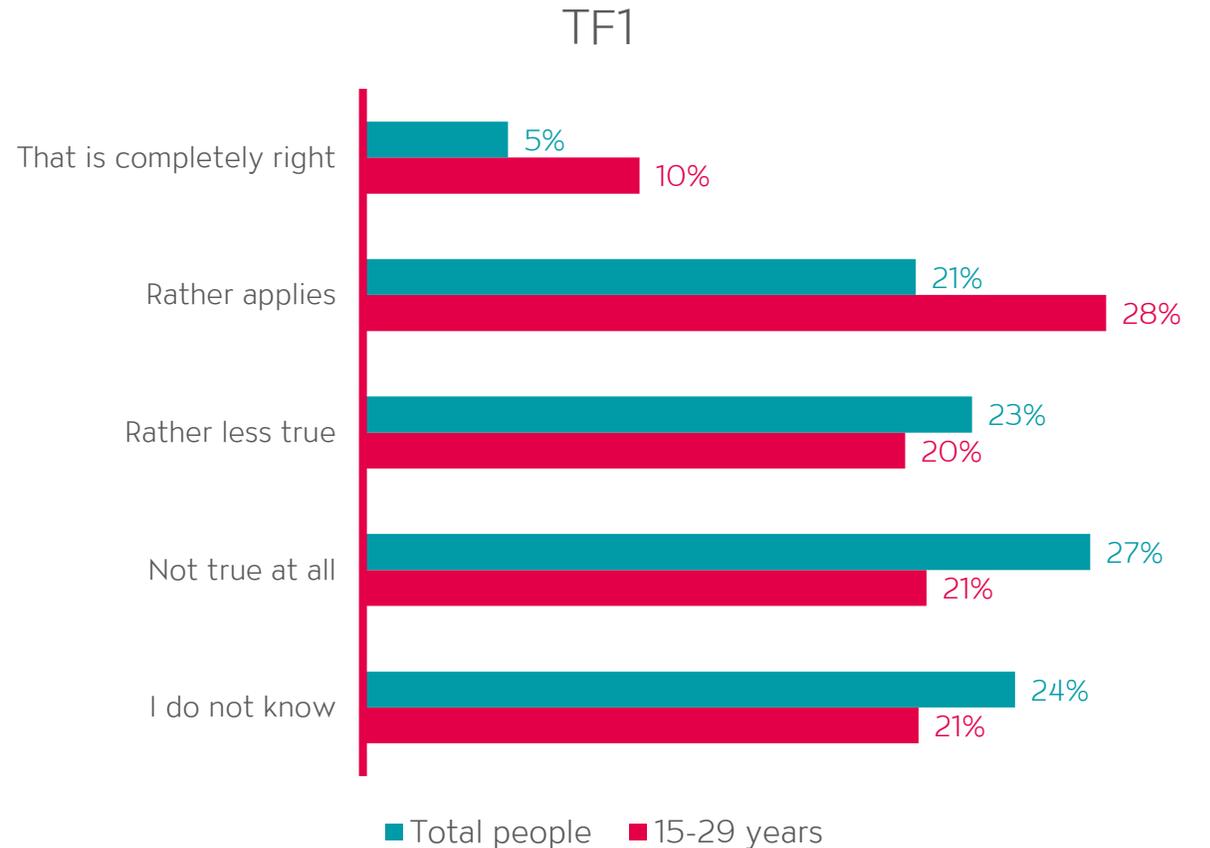
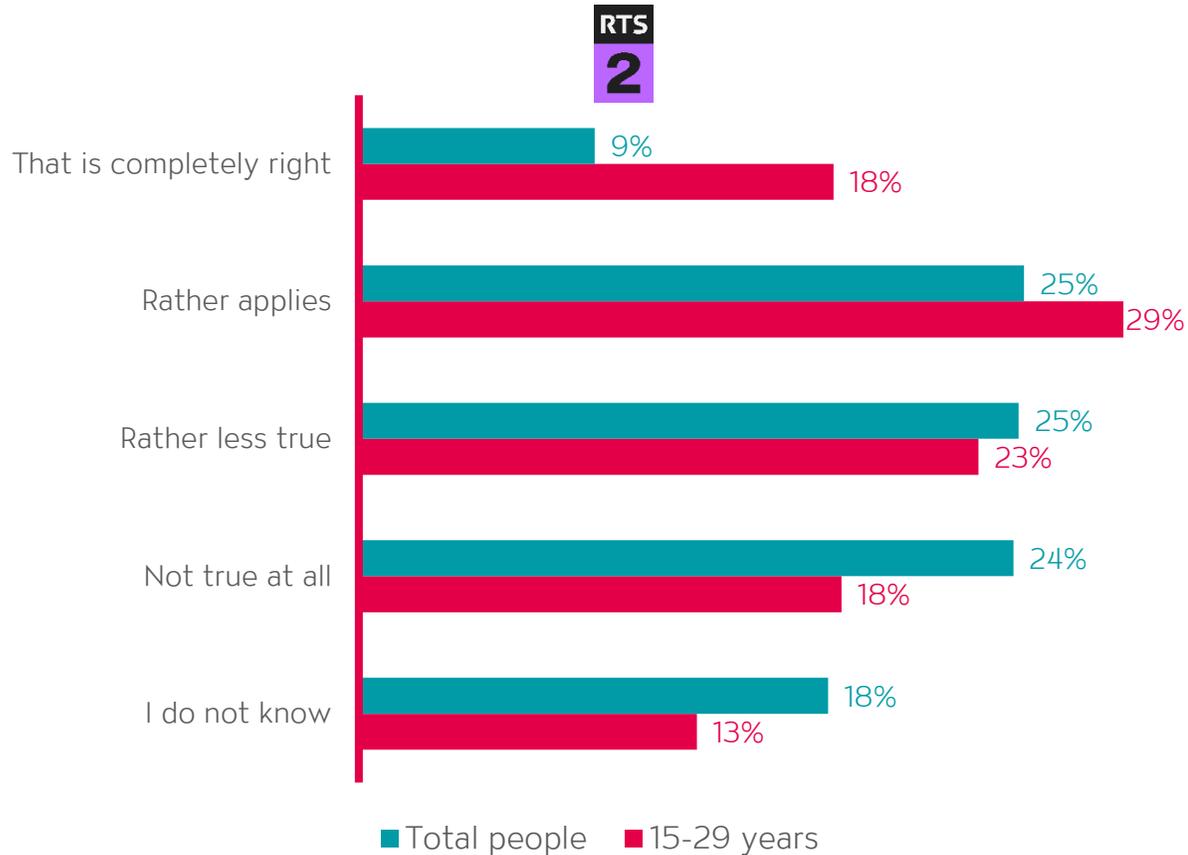
Statement on advertising perception: «...Advertising before or during sports broadcasts on... is for Switzerland.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
 Multiple answers possible

Advertising on RTS 2 seems more exciting

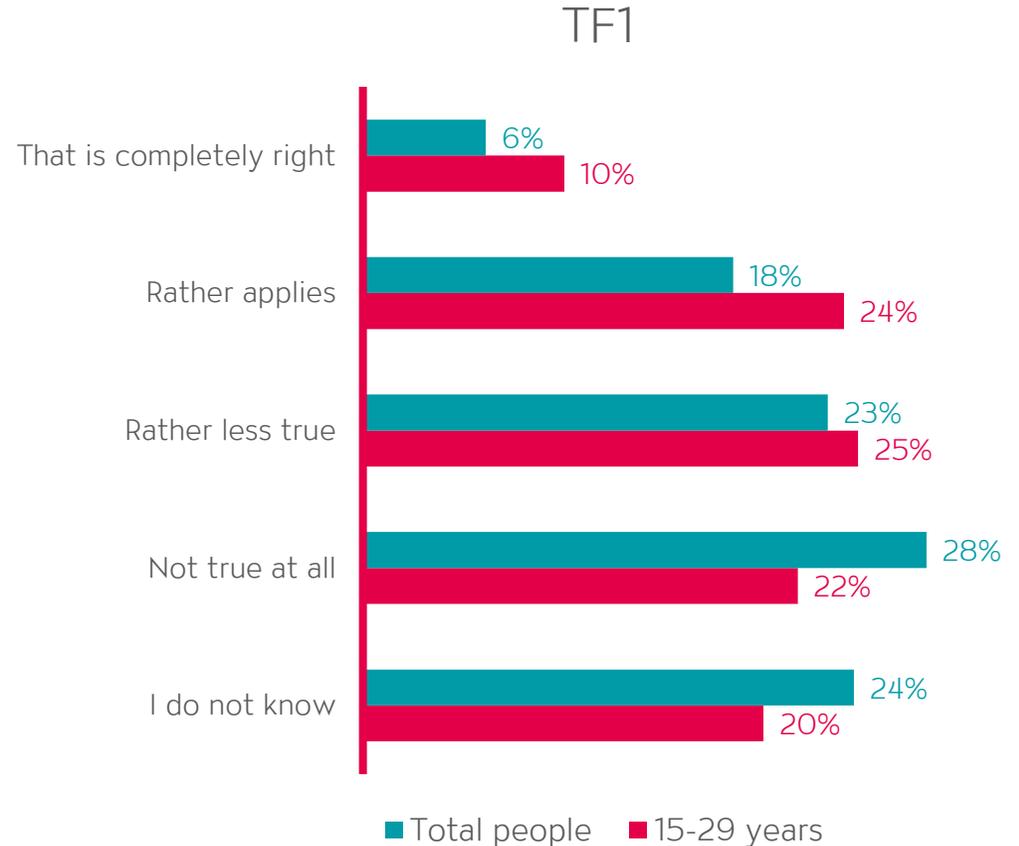
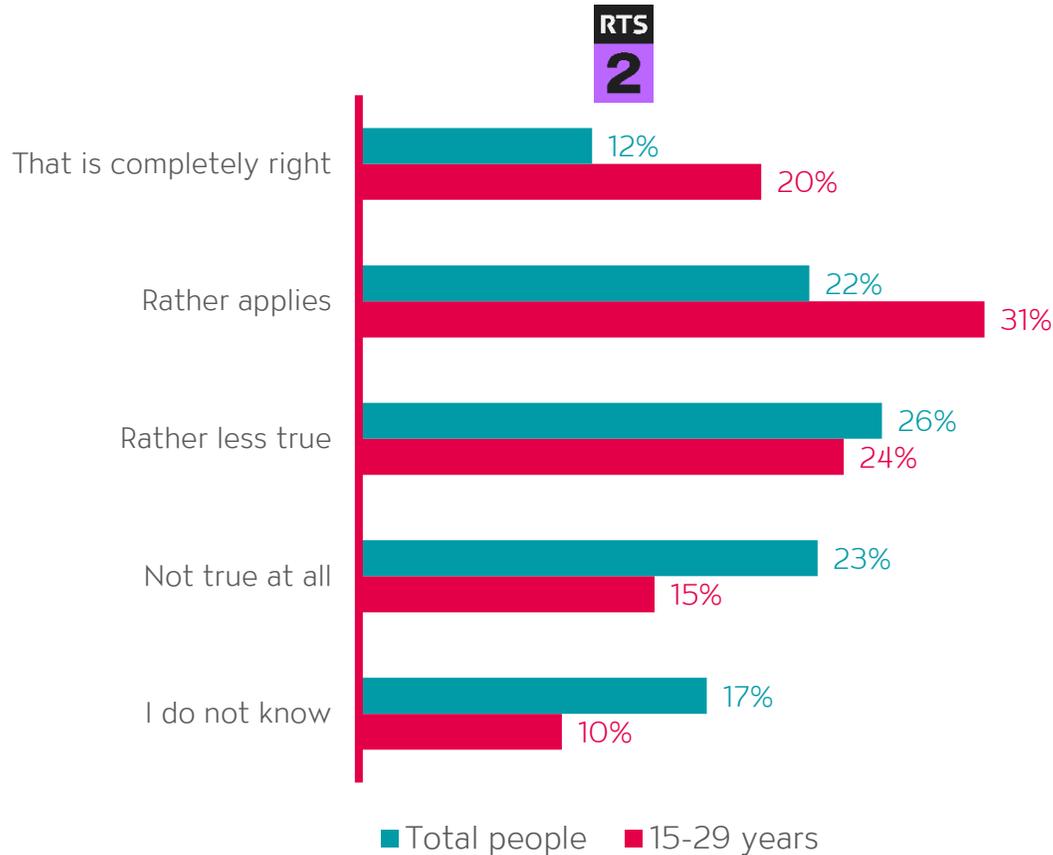
Statement on advertising perception: «...Advertising before or during sports programs on... is exciting.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

Advertising on RTS 2 seems more emotional

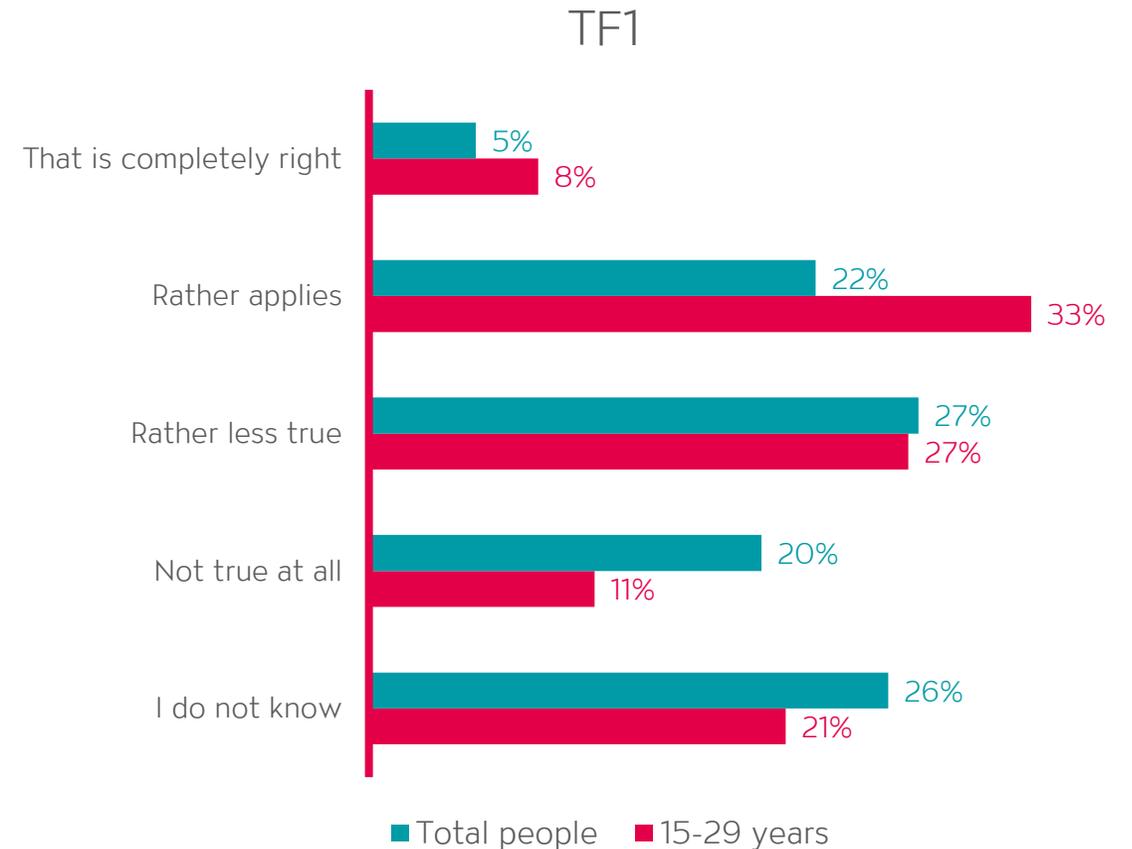
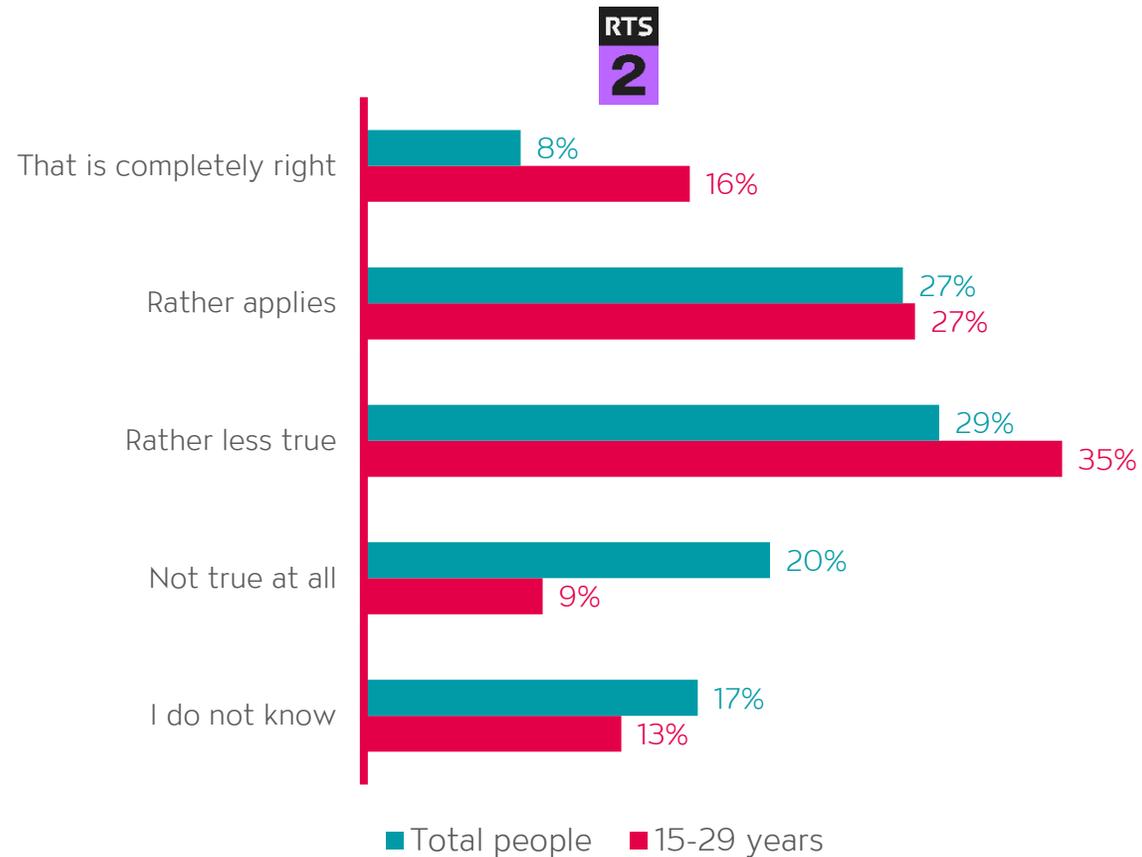
Statement on advertising perception: «...Advertising before or during sports programs... triggers emotions.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

Advertising on RTS 2 appears more informative

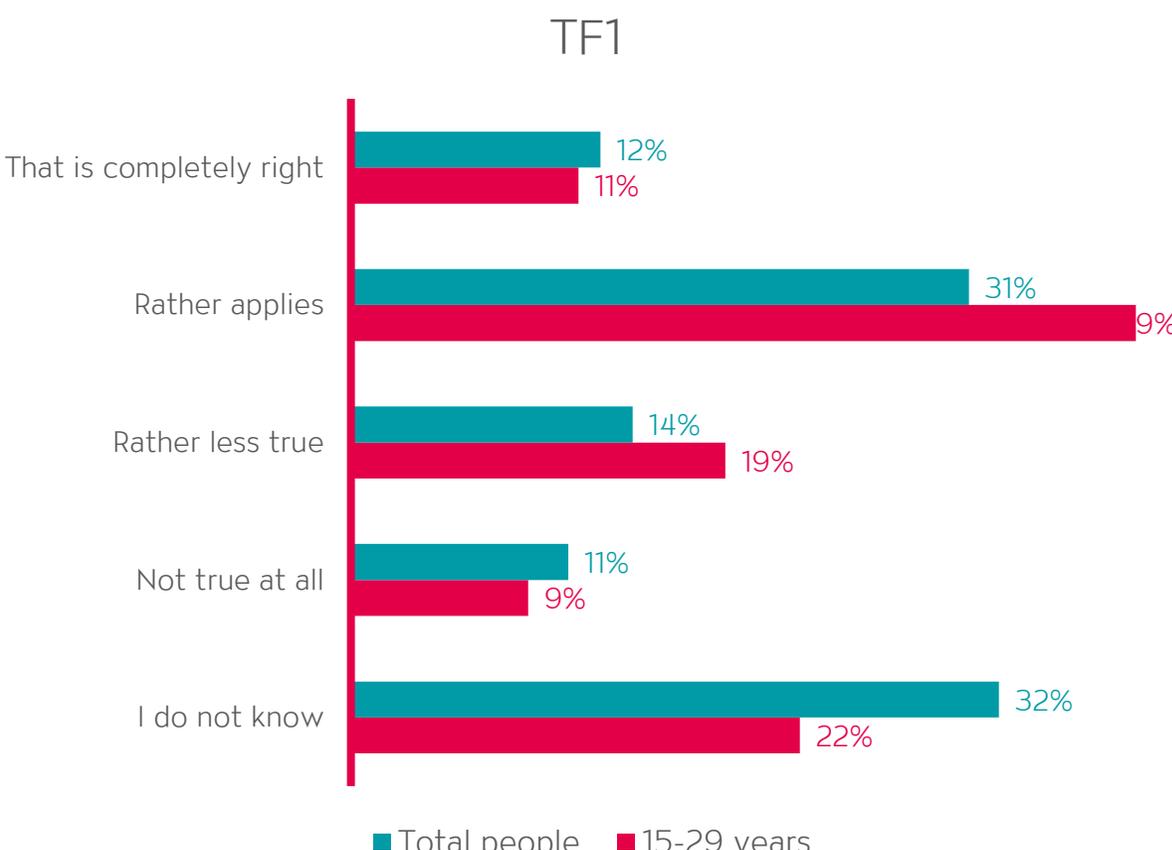
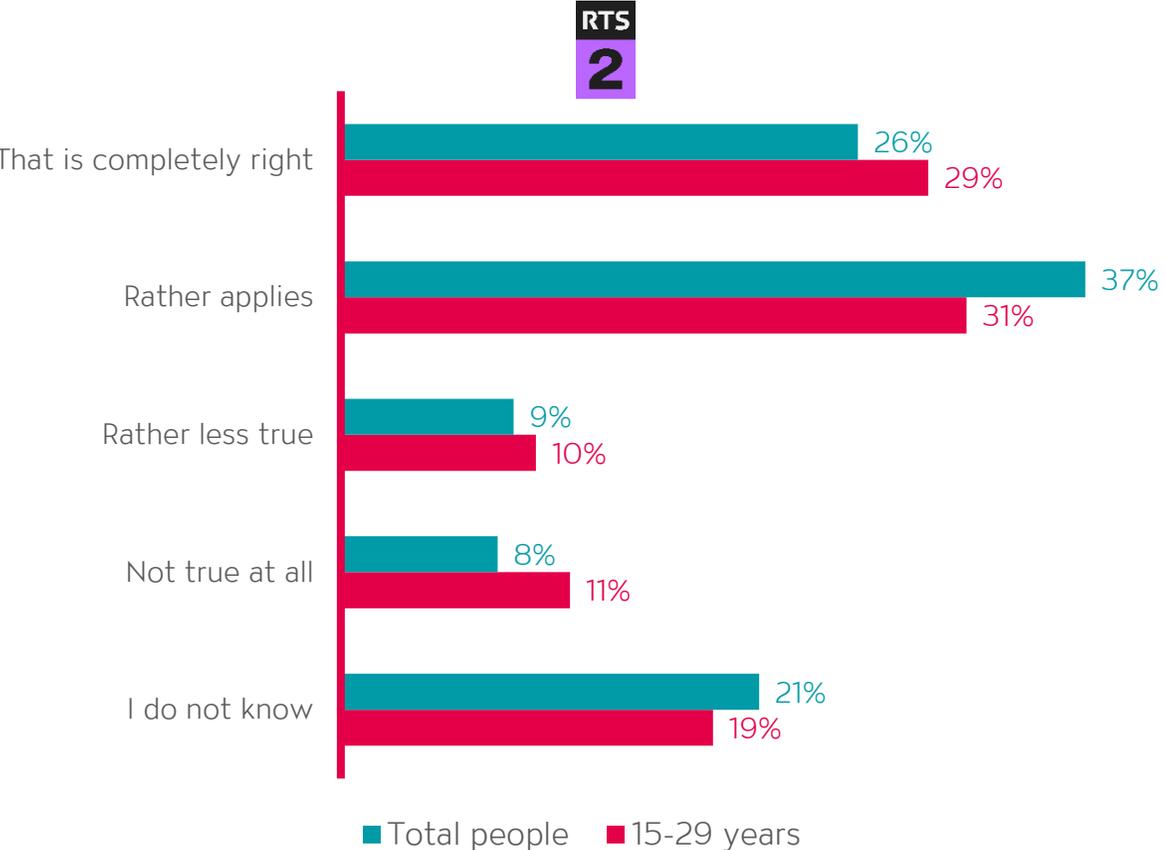
Statement on advertising perception: «...Advertising before or during sports programs on... is informative.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

Importance of advertising on RTS 2

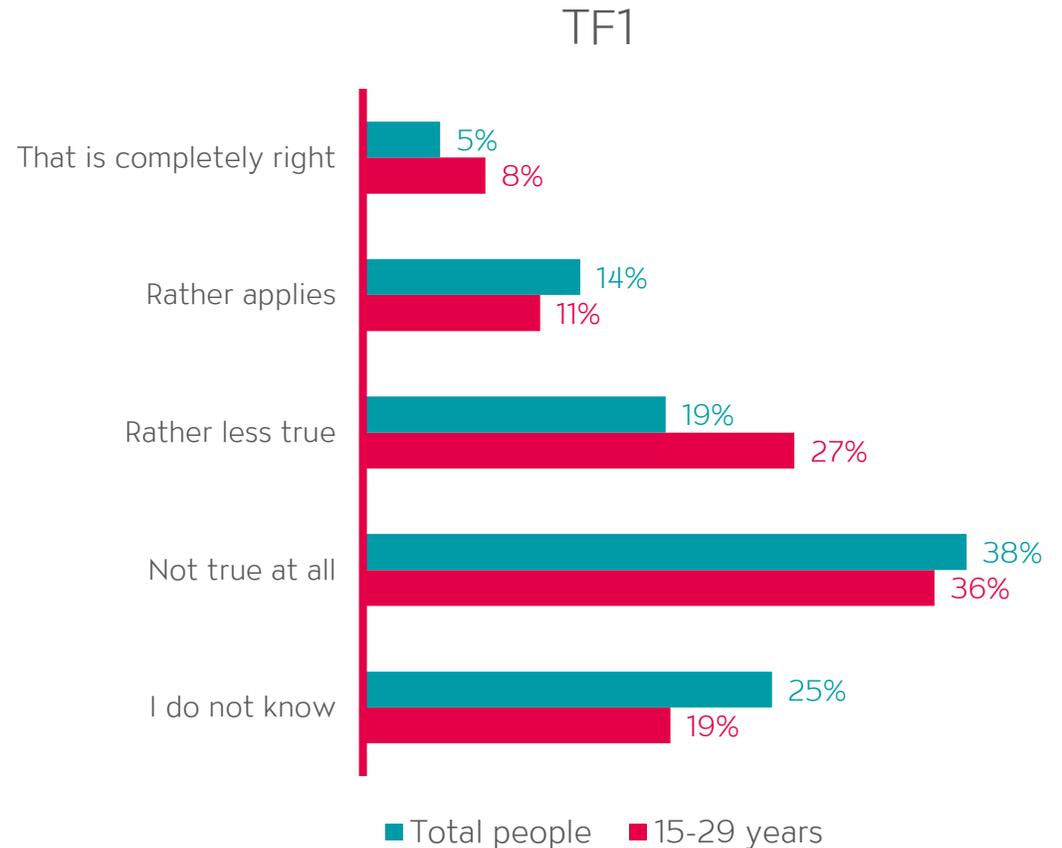
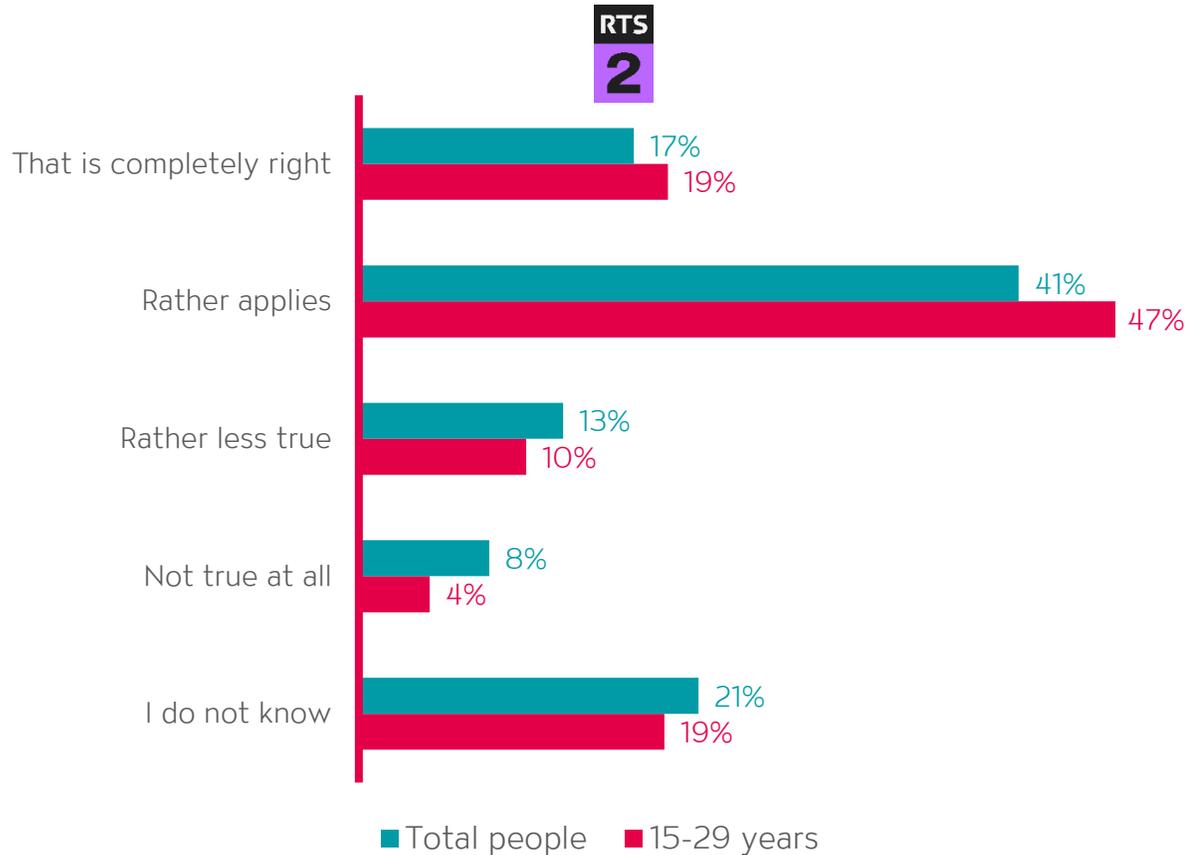
Statement on advertising perception: «...Advertising before or during sports broadcasts on... is important for financing good sports programming.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
 Multiple answers possible

Advertising on RTS 2 is important for sports

Statement on advertising perception: «...Advertising before or during sports programs on... supports Swiss sport.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

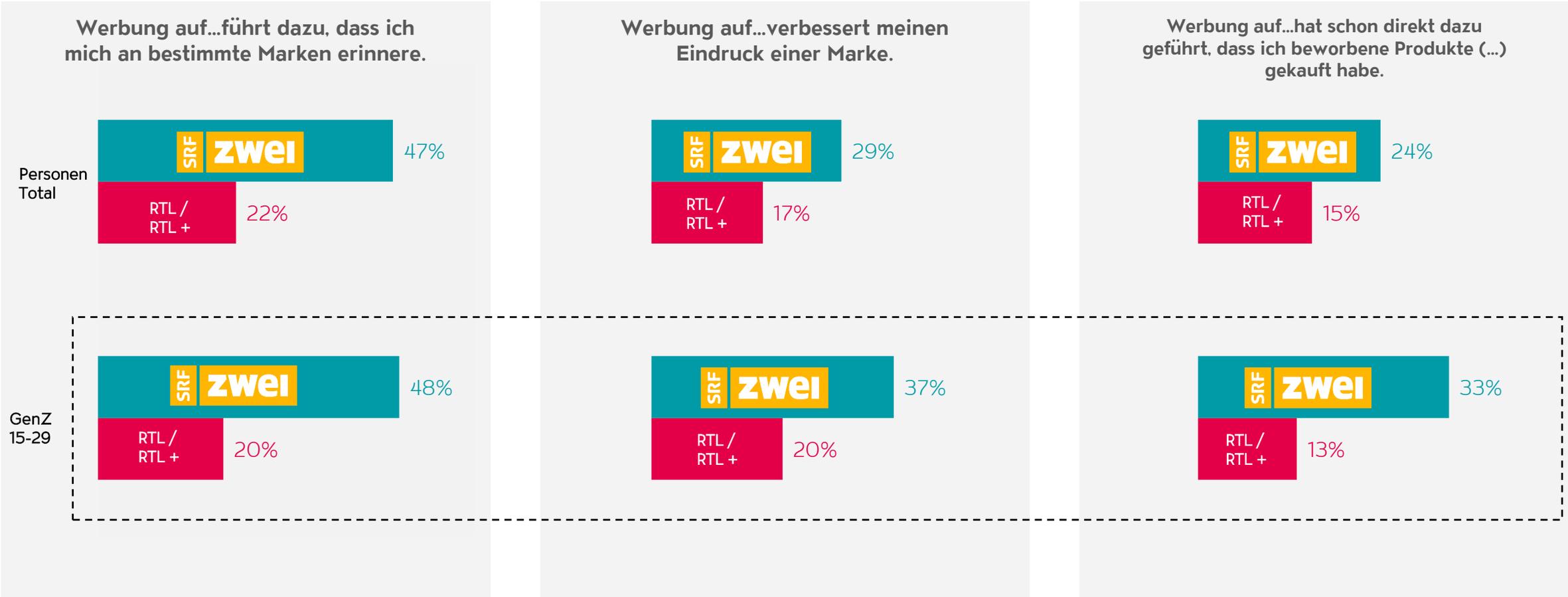


Advertising on SRF two and RTS 2 receives more attention, has a higher recall and activates more sales.





Werbung auf SRF zwei aktiviert besser.

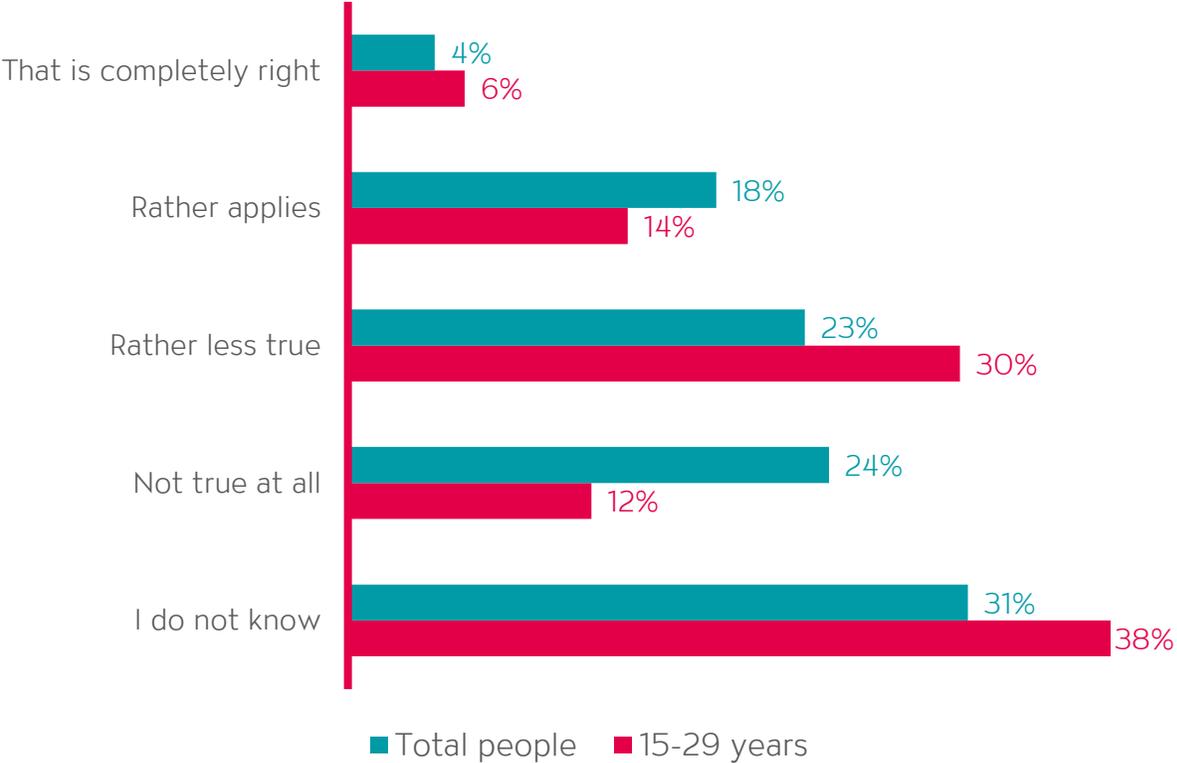
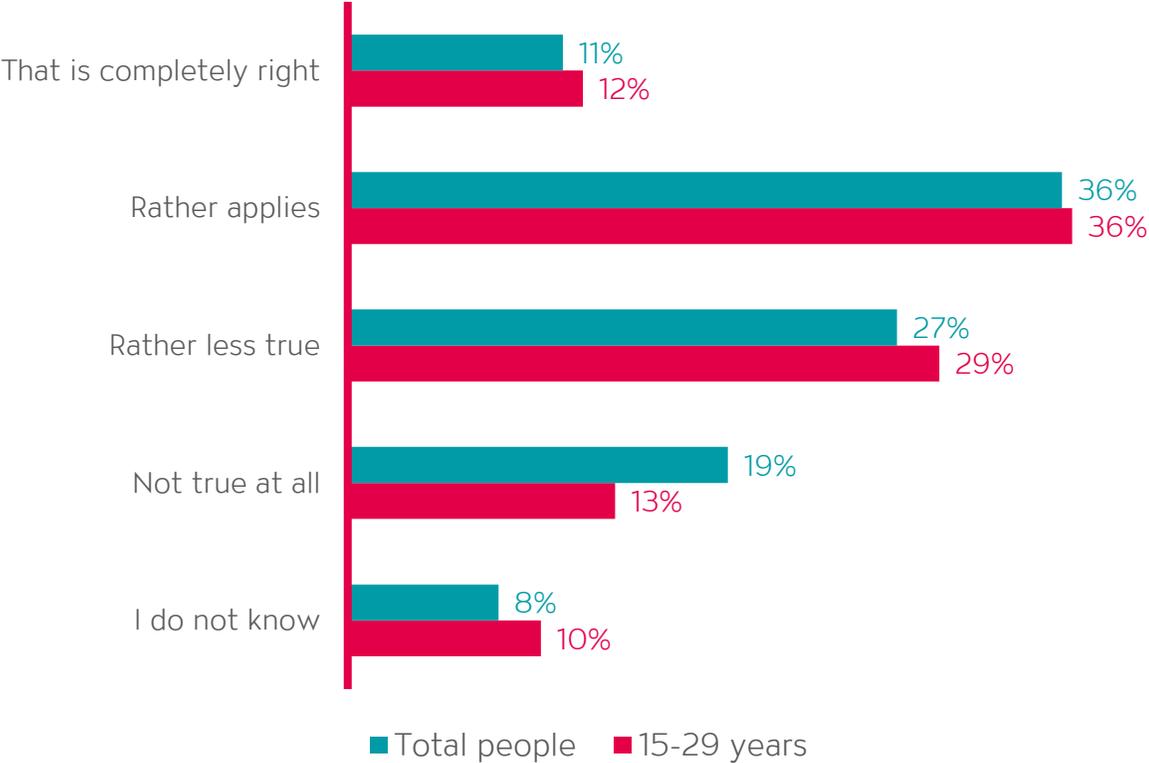


Answer TOP2: «completely applies» and «completely applies»

Source: Admeira study "Premium Advertising Sport", 2024", AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29
Multiple answers possible

Much higher recall at SRF zwei

Advertising activation statement: «...Advertising before or during sporting events... causes me to remember certain brands.»

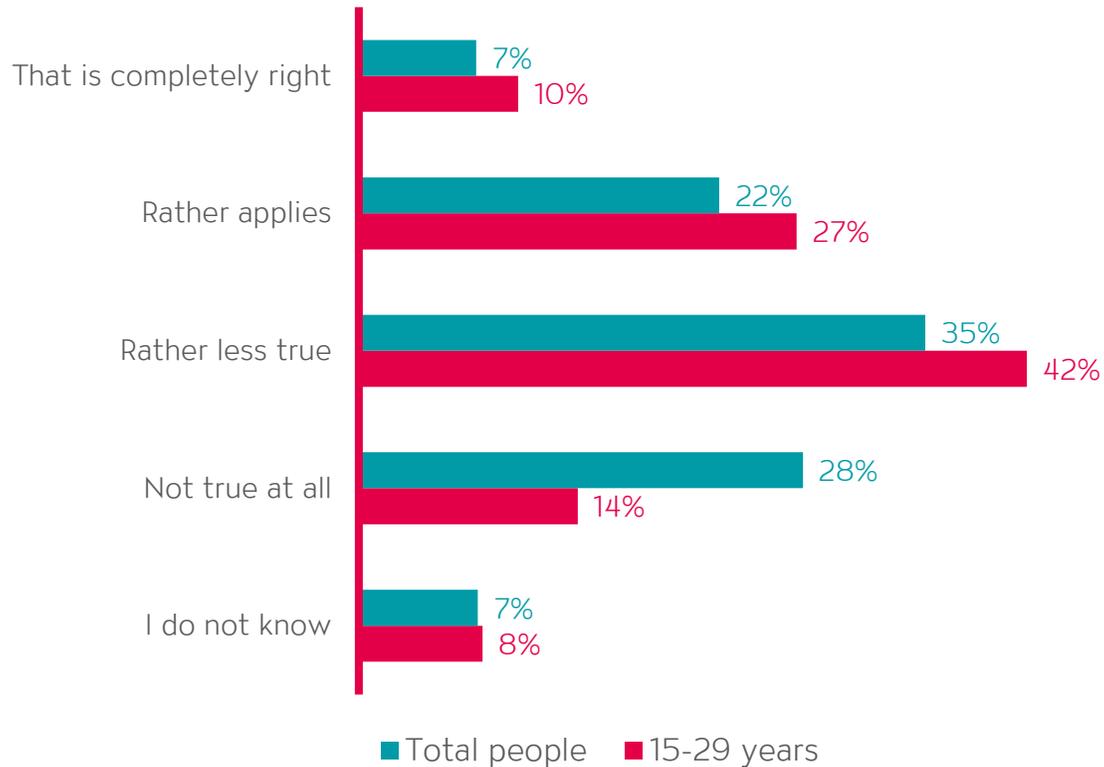


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
 Multiple answers possible

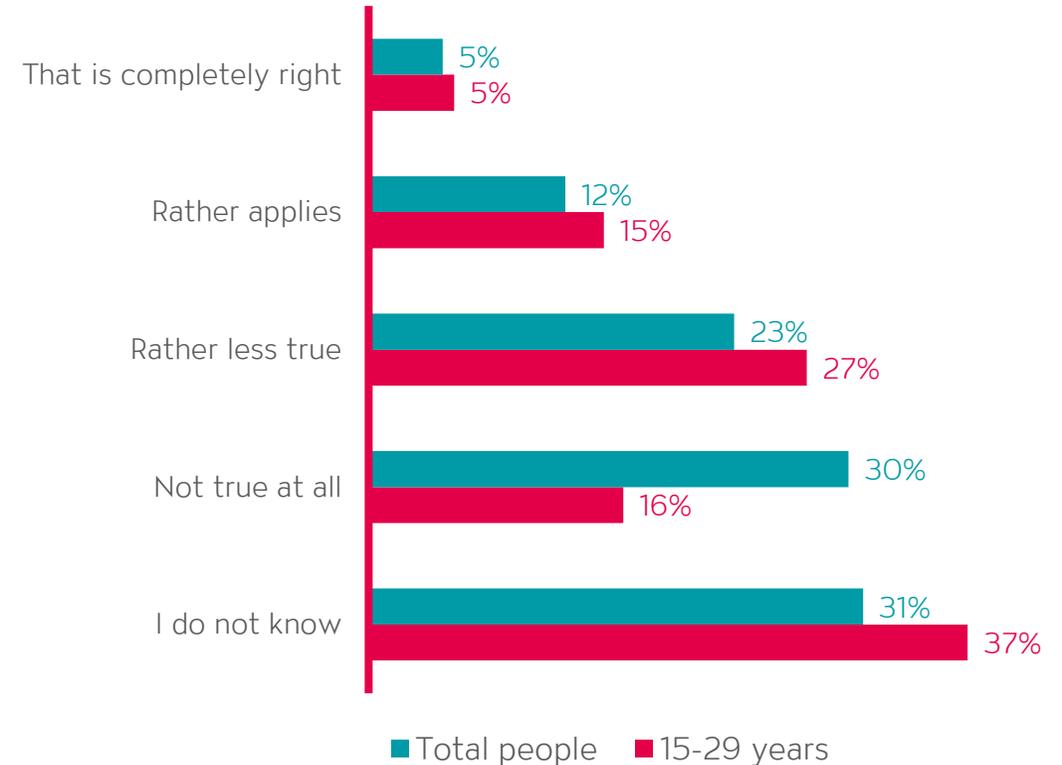
Advertising on SRF zwei promotes image better

Advertising activation statement: «...Advertising before or during sporting events ... improves my impression of a brand.»

SRF zwei



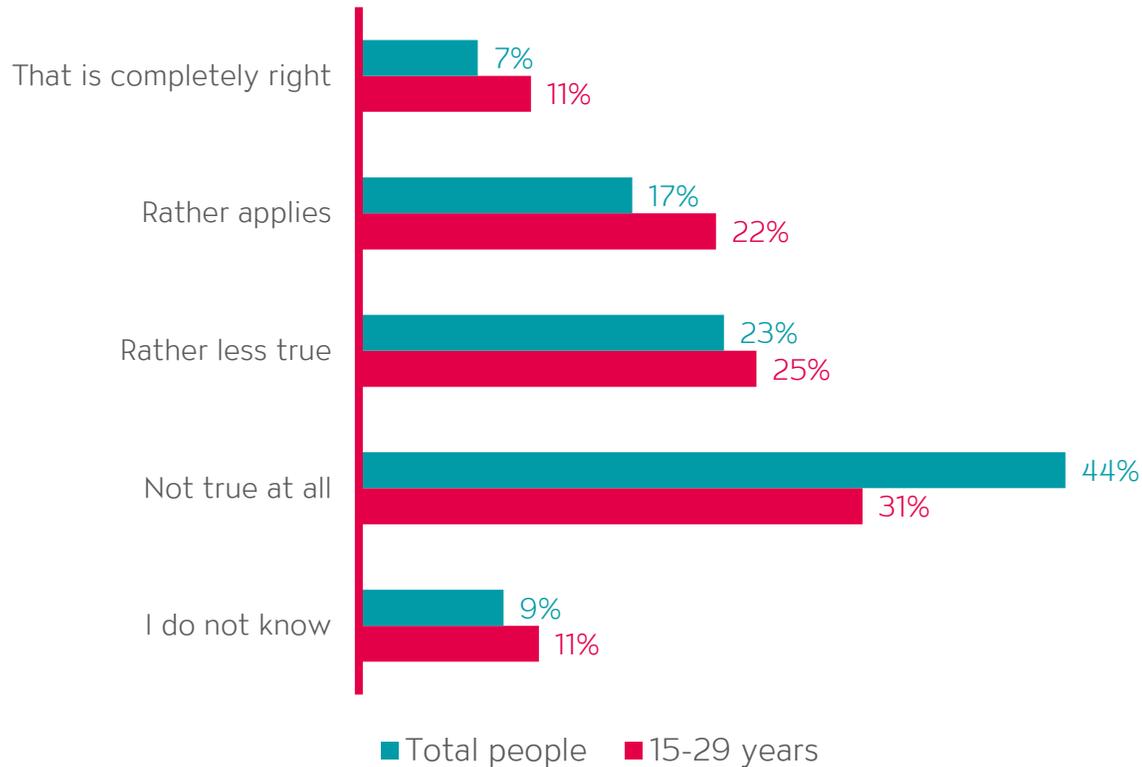
RTL / RTL+



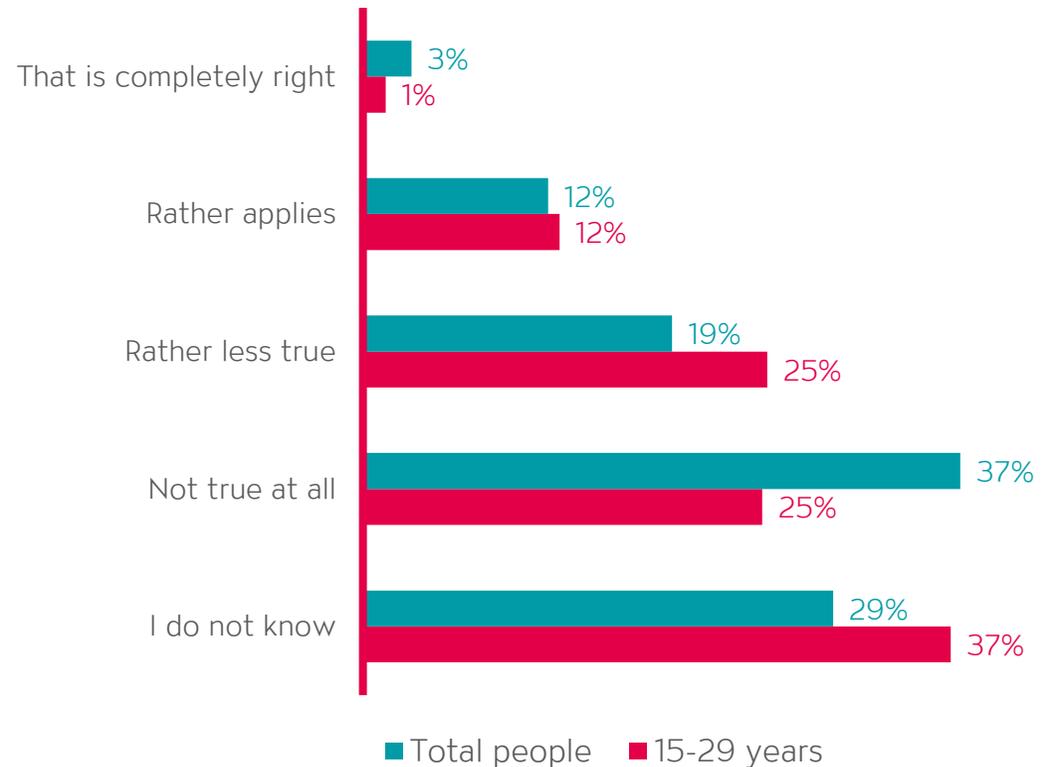
Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

Advertising on SRF zwei activates sales more

Advertising activation statement: «...Advertising before or during sporting events ... has already led directly to me purchasing advertised products or services.»



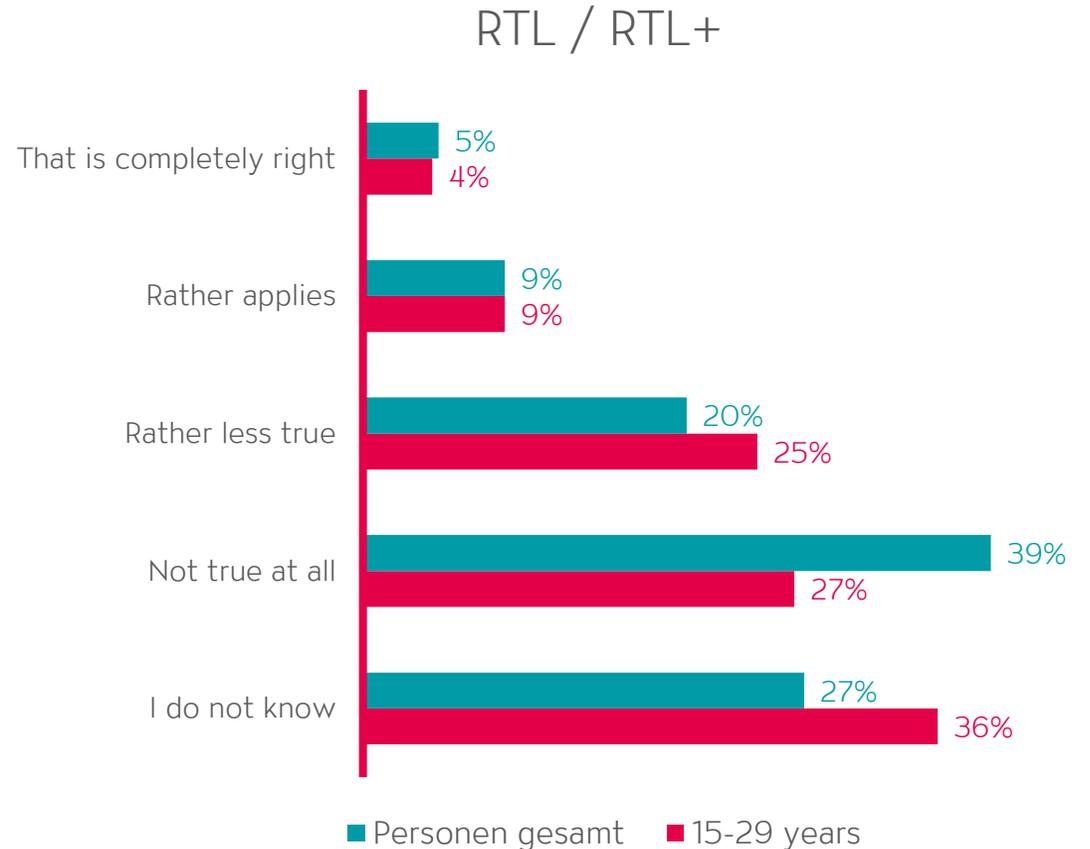
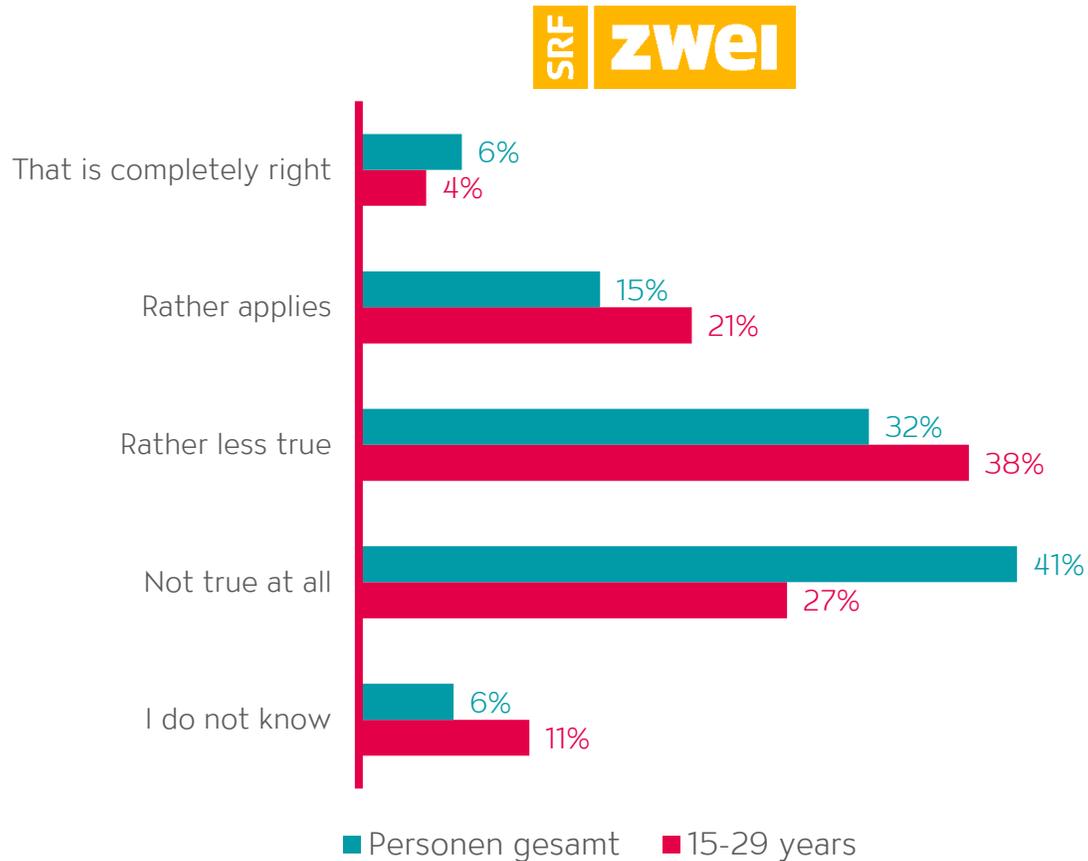
RTL / RTL+



Source: Admeira study "Premium Advertising Sport", 2024", AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
 Multiple answers possible

More attention at SRF zwei

Advertising activation statement: «...Advertising before or during sporting events...I'm following closely.»

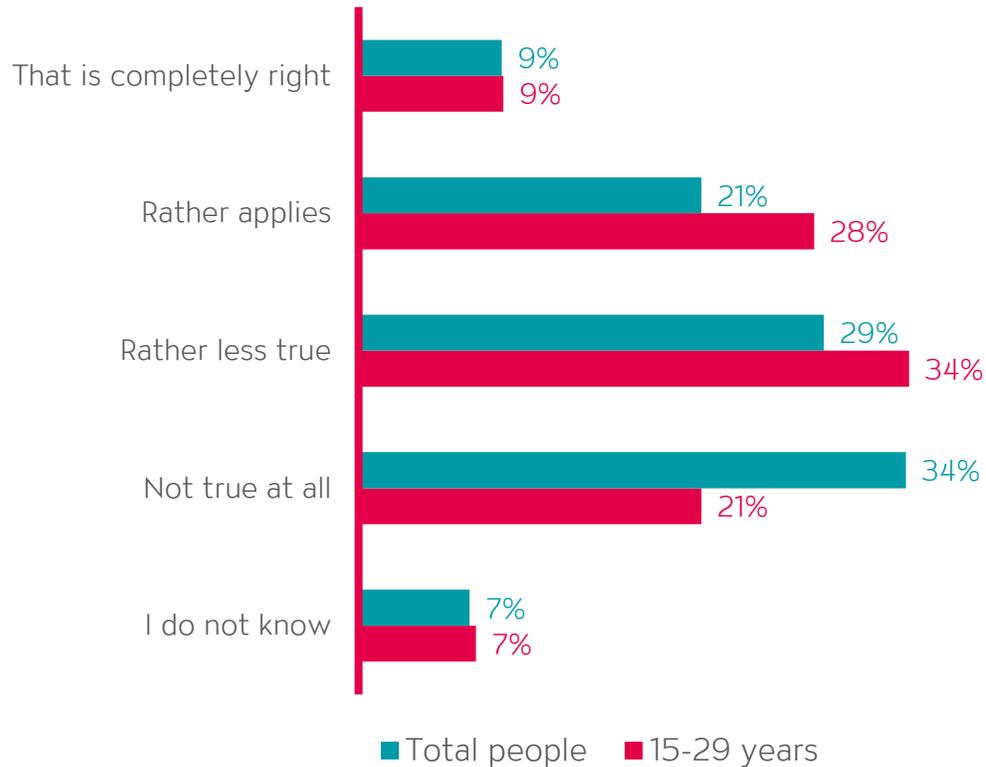


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

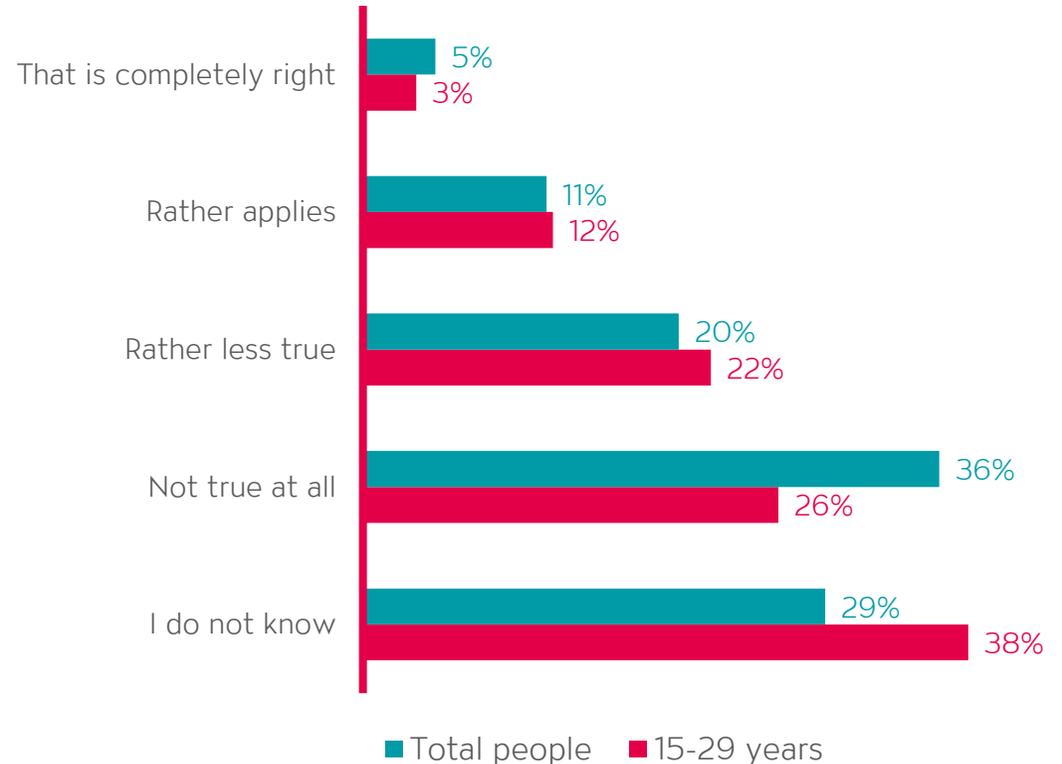
Advertising on SRF zwei is more activating

Advertising activation statement: «...Advertising before or during sporting events ... has already led me to find out more about the products or services being advertised»

SRF zwei



RTL / RTL+

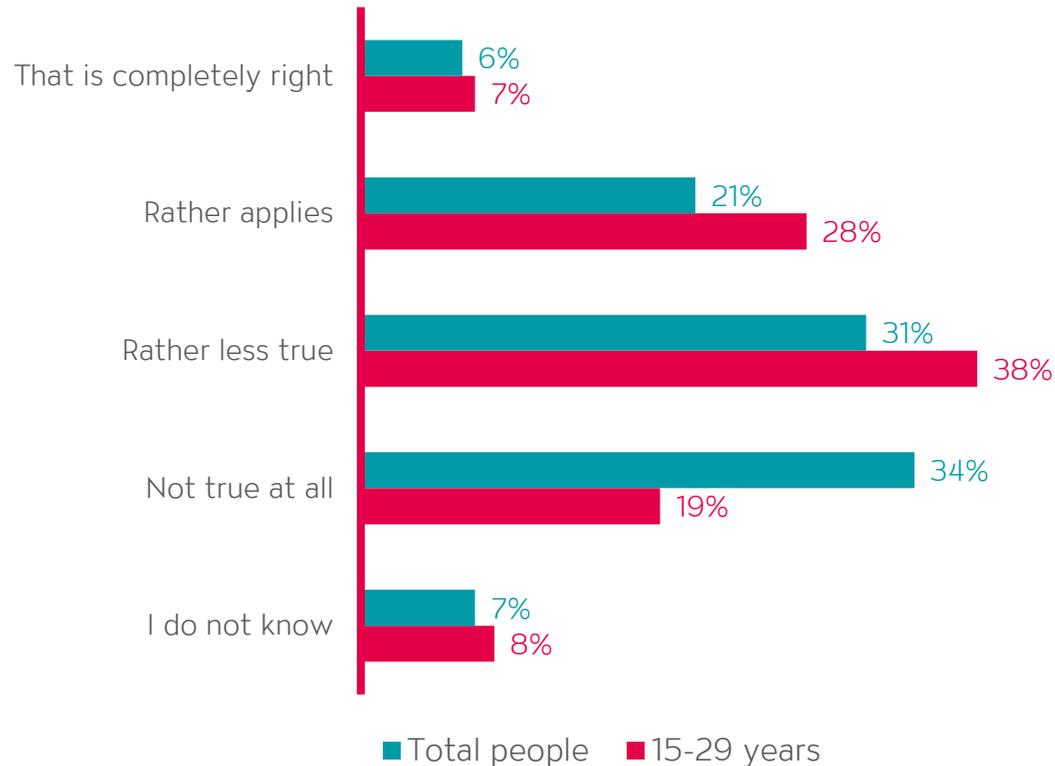


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
 Multiple answers possible

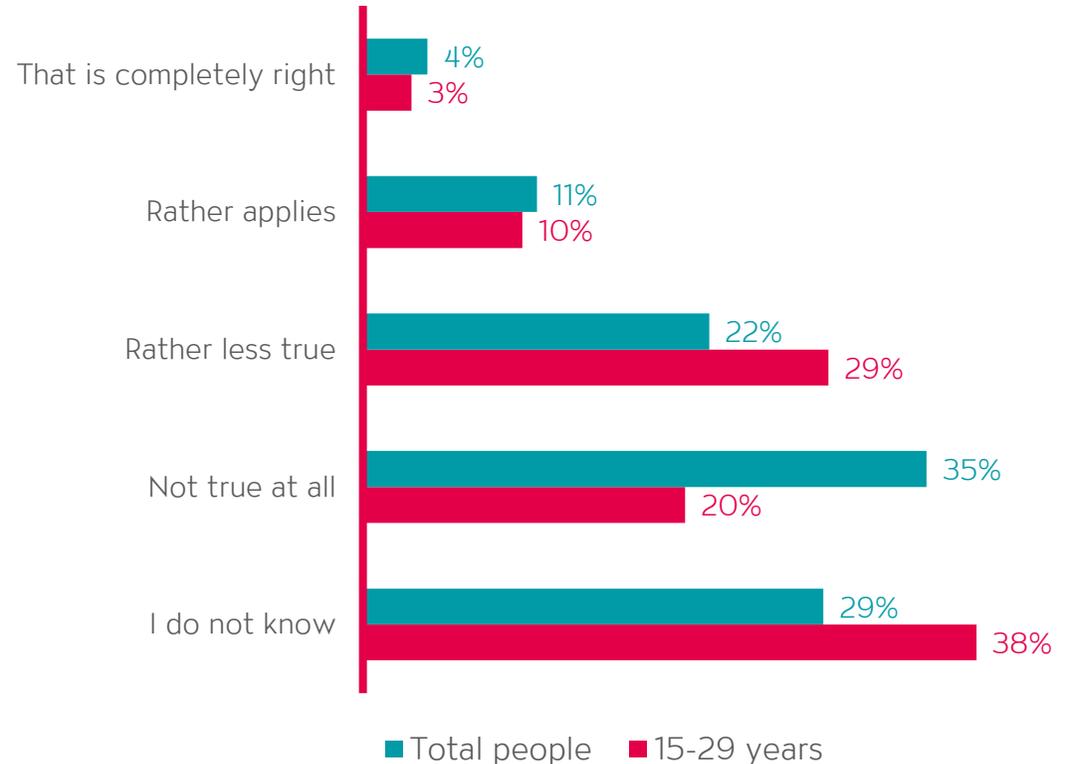
Advertising on SRF zwei strengthens consideration

Advertising activation statement: «...Advertising before or during sporting events ... has already led me to consider purchasing advertised products or services»

SRF zwei



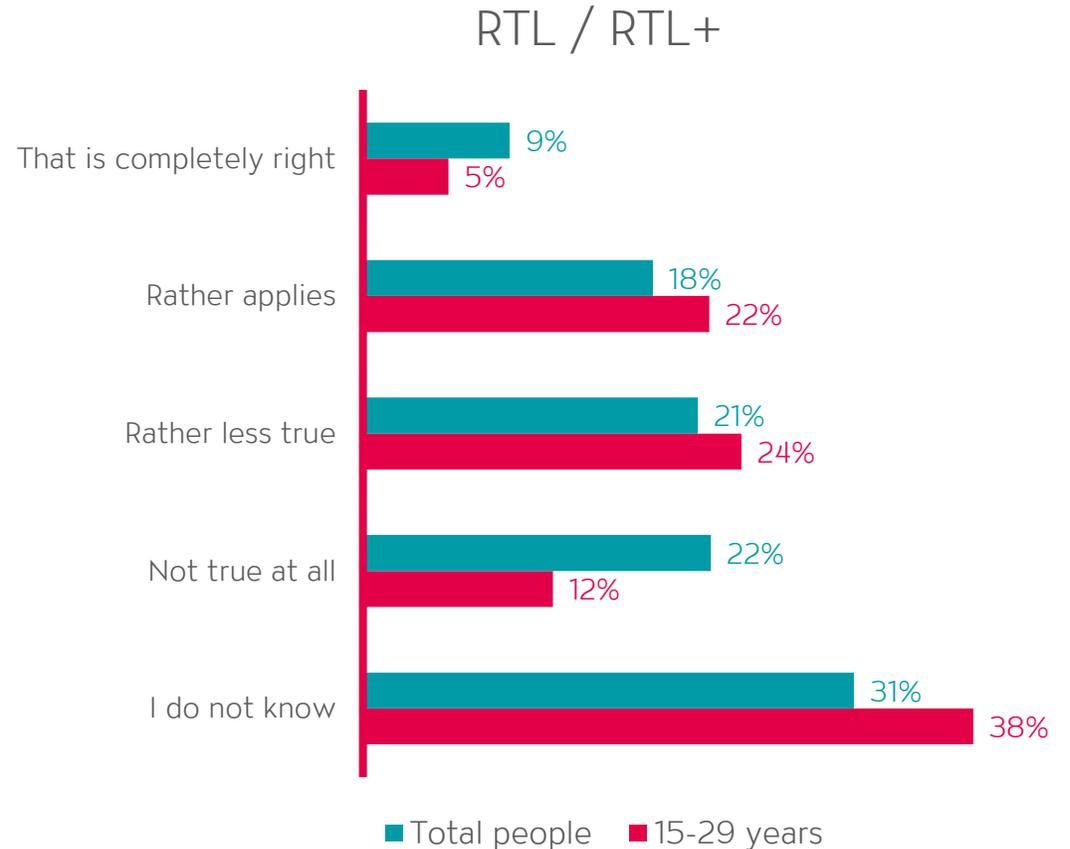
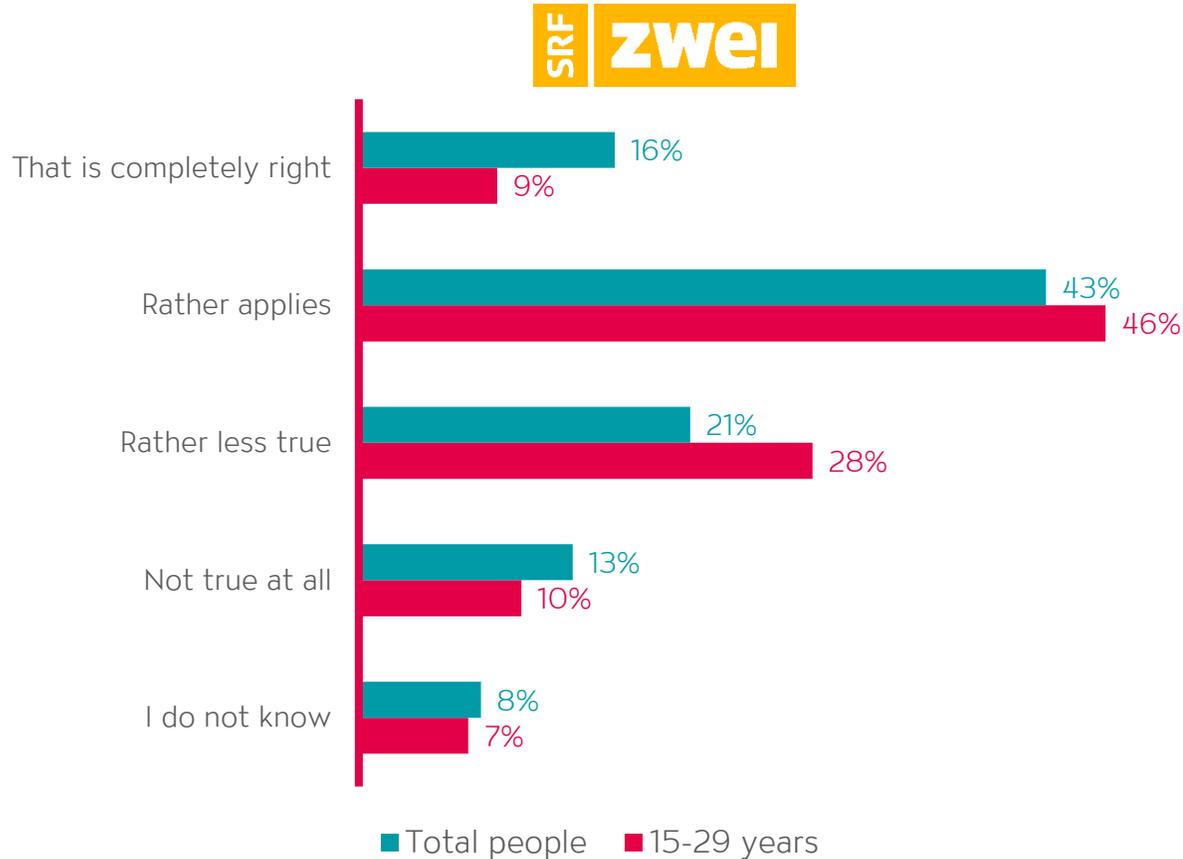
RTL / RTL+



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

Advertising on SRF zwei is better accepted

Advertising activation statement: «...Advertising before or during sporting events ... I do not perceive as annoying as it is mainly broadcast during natural breaks (e.g. half time).»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
G-CH: n=486 people in total (15-74 years), n=78 people 15-29 years.
Multiple answers possible

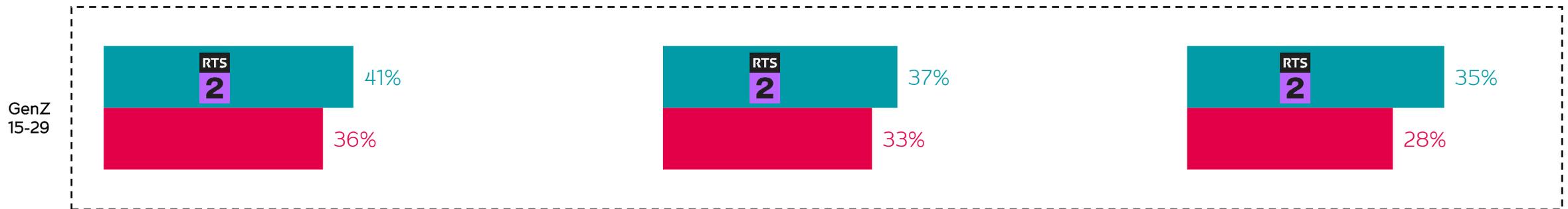
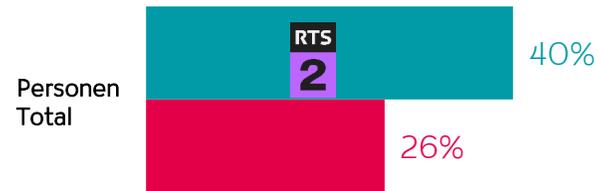


Werbung auf RTS 2 aktiviert besser.

Werbung auf...führt dazu, dass ich mich an bestimmte Marken erinnere.

Werbung auf...verbessert meinen Eindruck einer Marke.

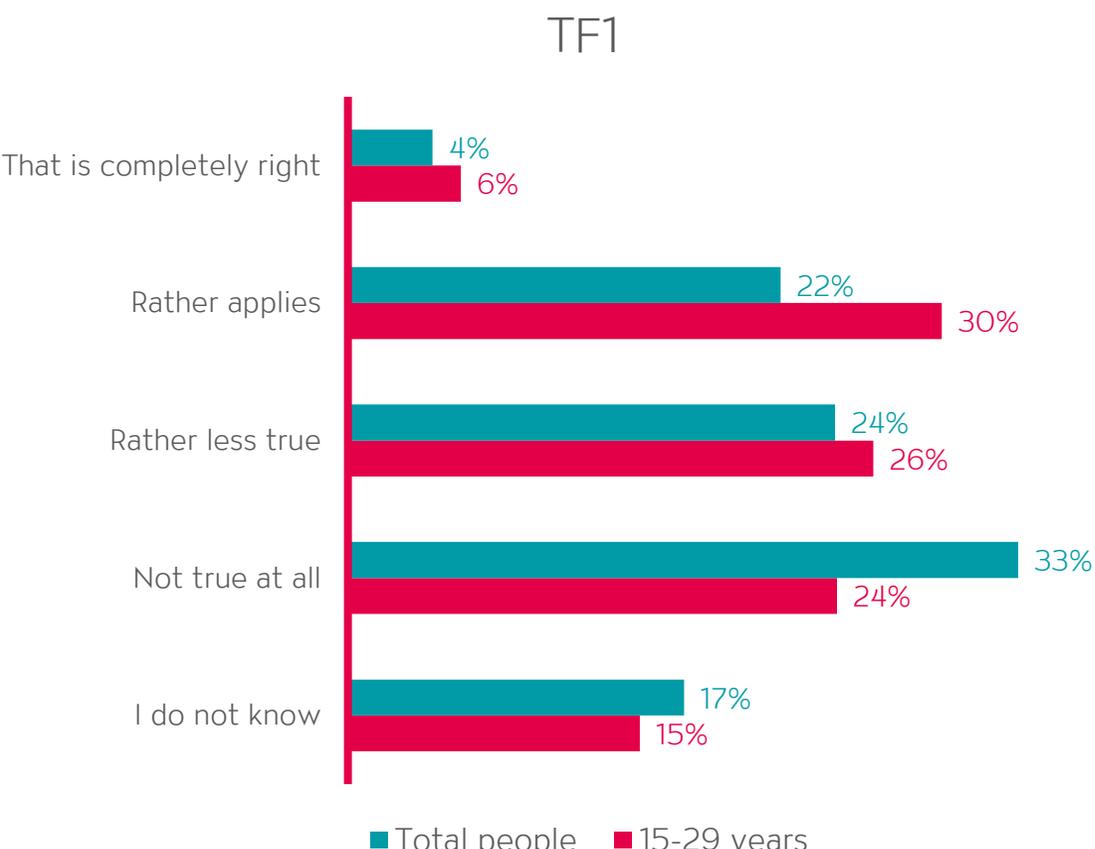
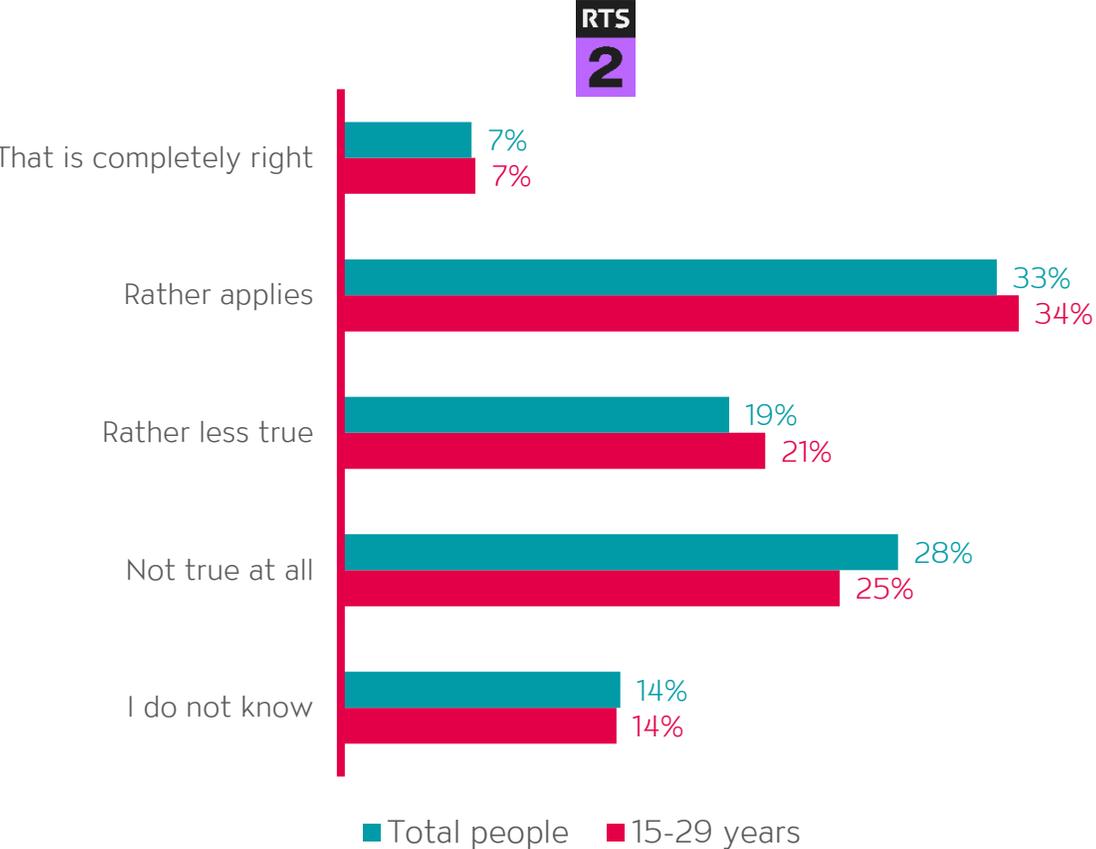
Werbung auf...hat schon direkt dazu geführt, dass ich beworbene Produkte (...) gekauft habe.



Source: Admeira study "Premium Advertising Sport", 2024", AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29
Multiple answers possible

Higher recall on RTS 2

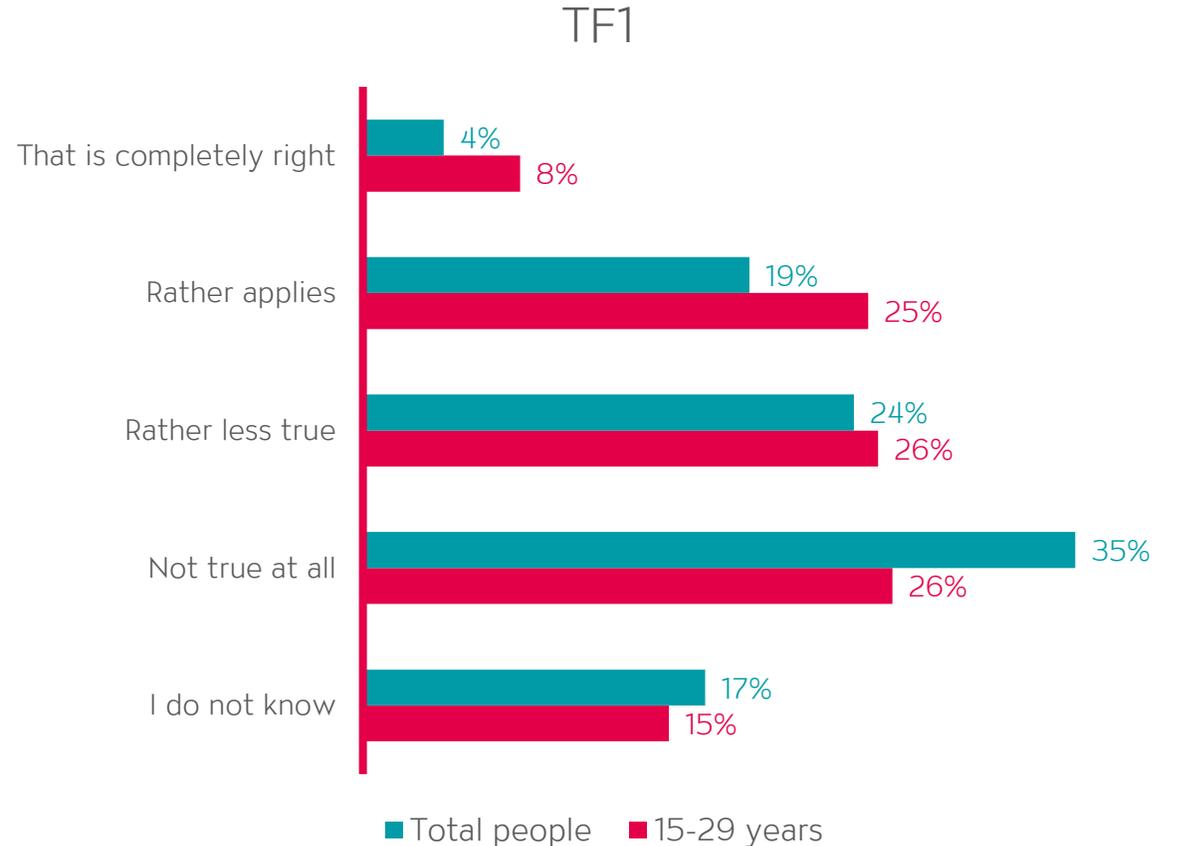
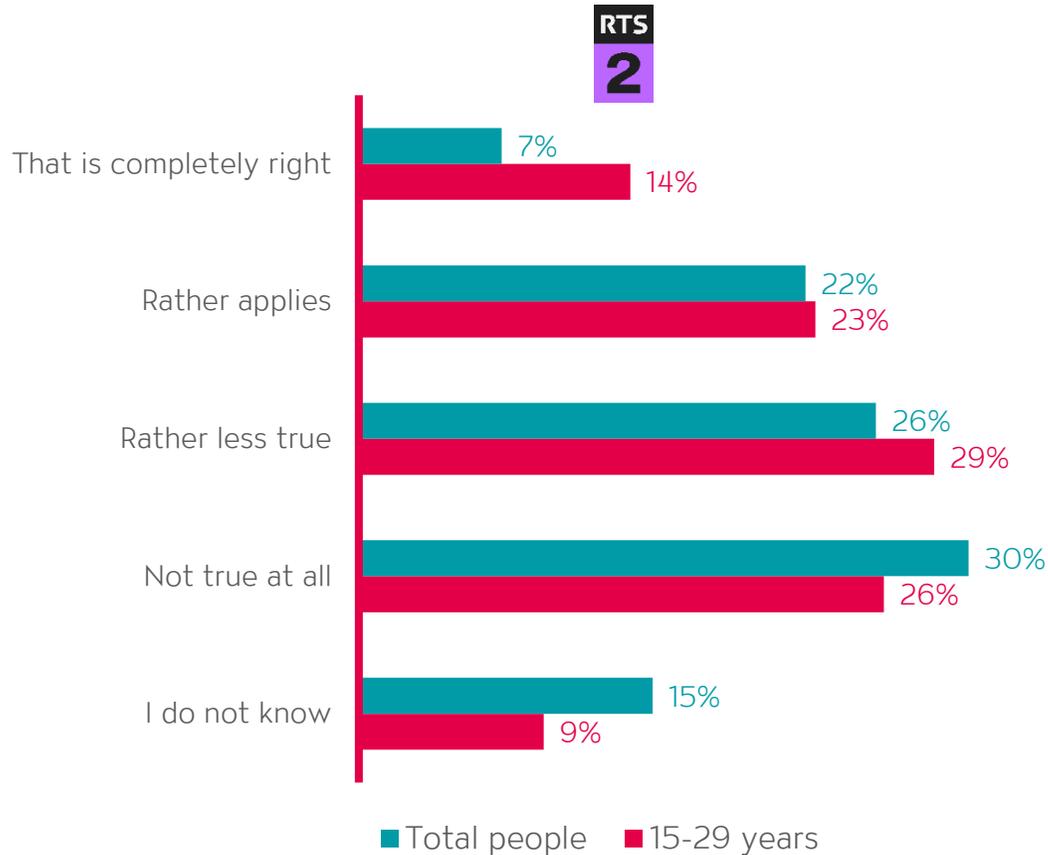
Advertising activation statement: «...Advertising before or during sporting events... causes me to remember certain brands.»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
 Multiple answers possible

Advertising on RTS 2 promotes image better

Advertising activation statement: «...Advertising before or during sporting events ... improves my impression of a brand.»

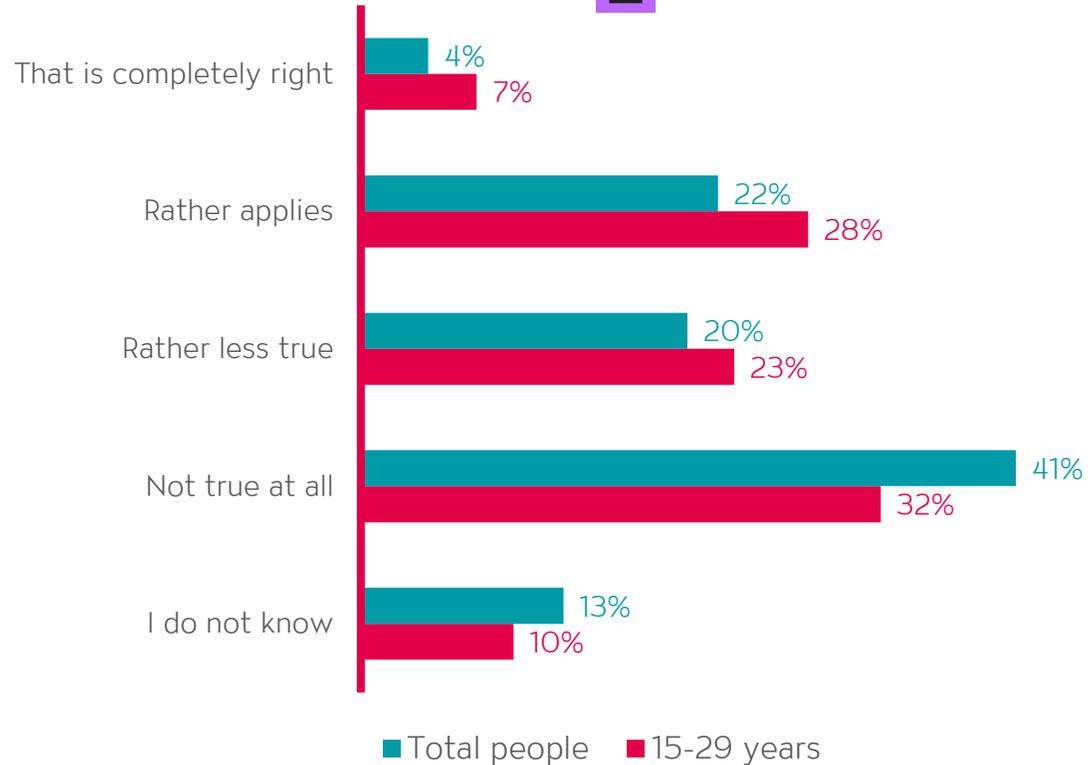


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

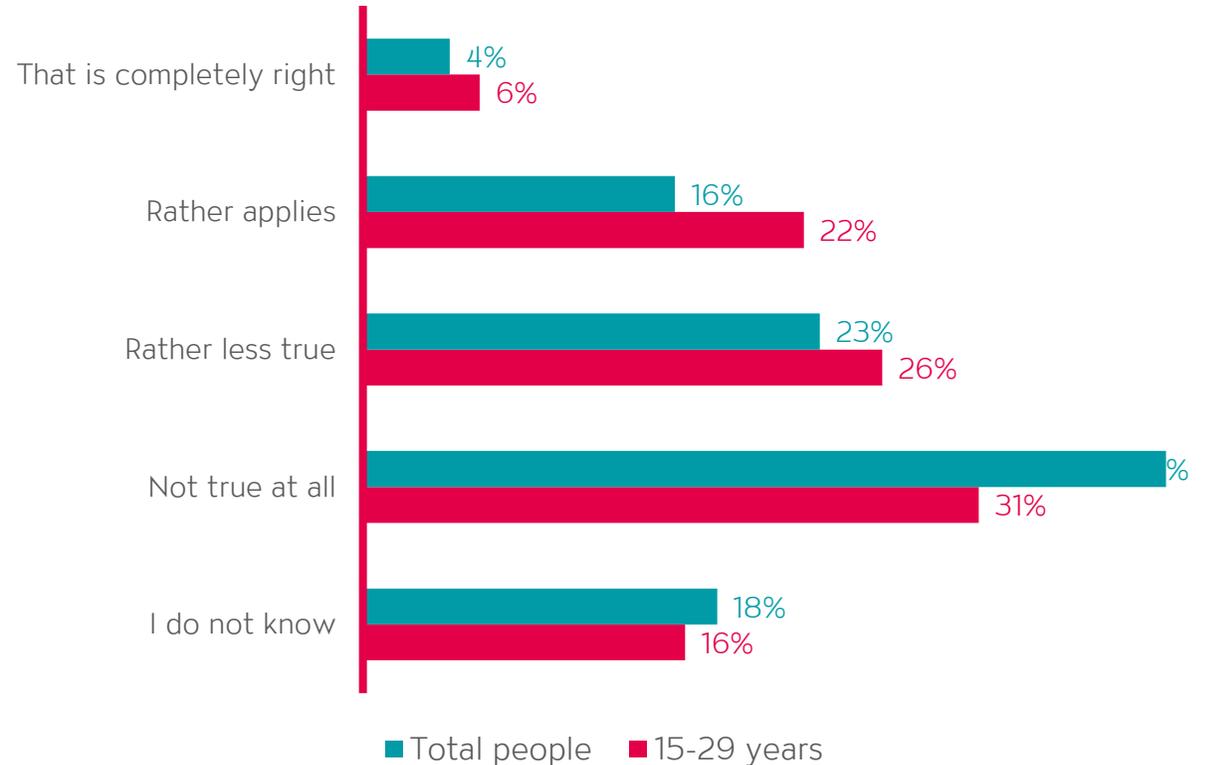
Advertising on RTS 2 activates sales more

Advertising activation statement: «...Advertising before or during sporting events ... has already led directly to me purchasing advertised products or services.»

RTS
2



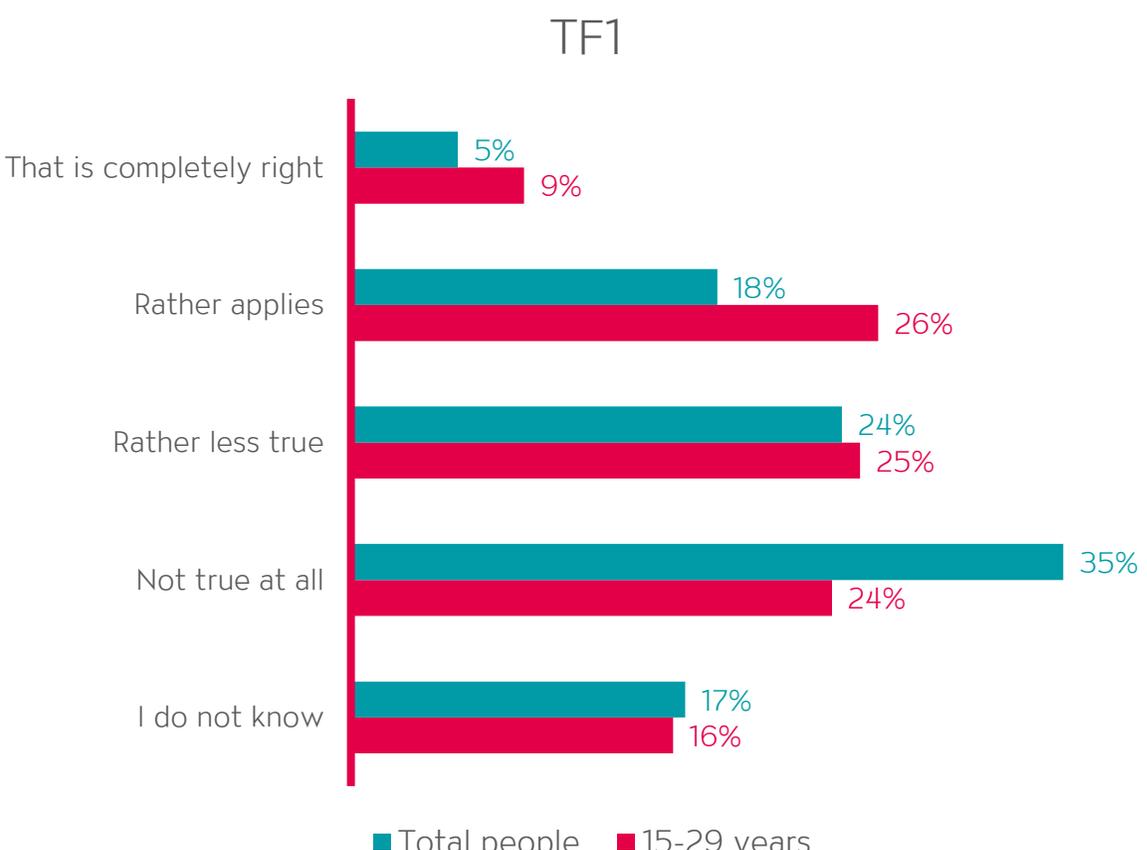
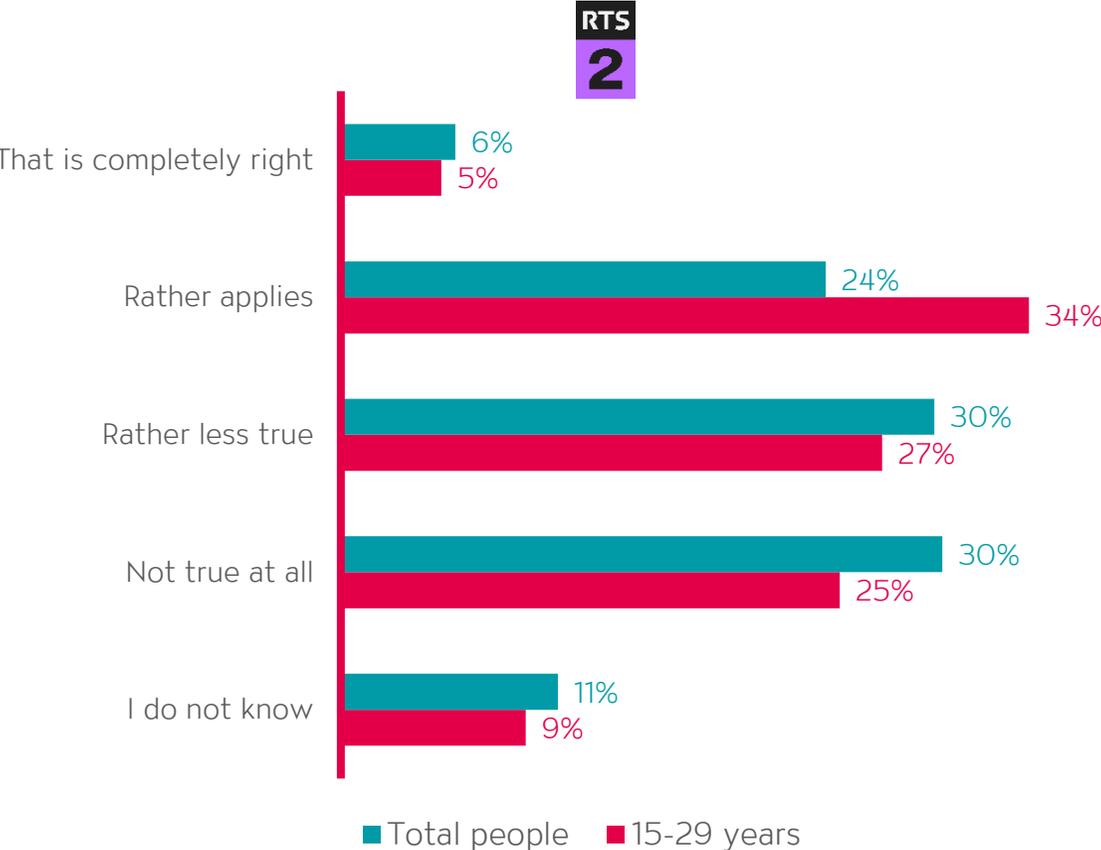
TF1



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

More attention at RTS 2

Advertising activation statement: «...Advertising before or during sporting events...I'm following closely.»

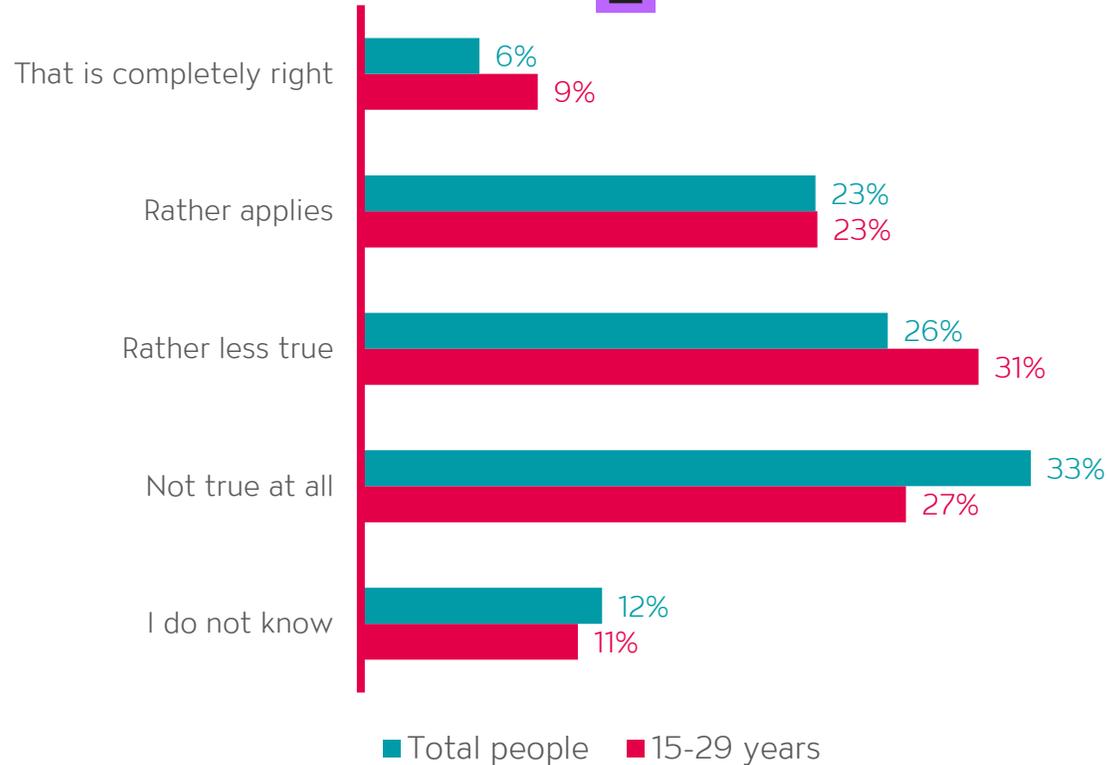


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
 Multiple answers possible

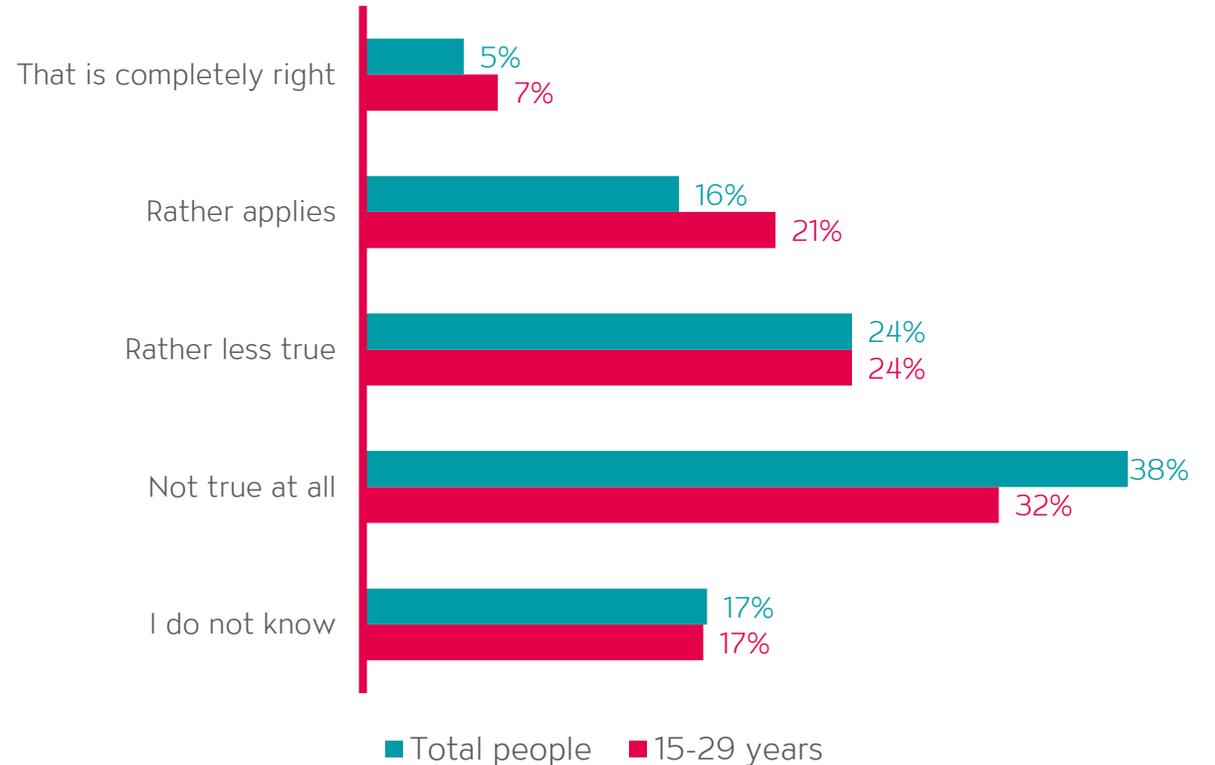
Advertising on RTS 2 activates more

Advertising activation statement: «...Advertising before or during sporting events ... has already led me to find out more about the products or services being advertised»

RTS
2



TF1

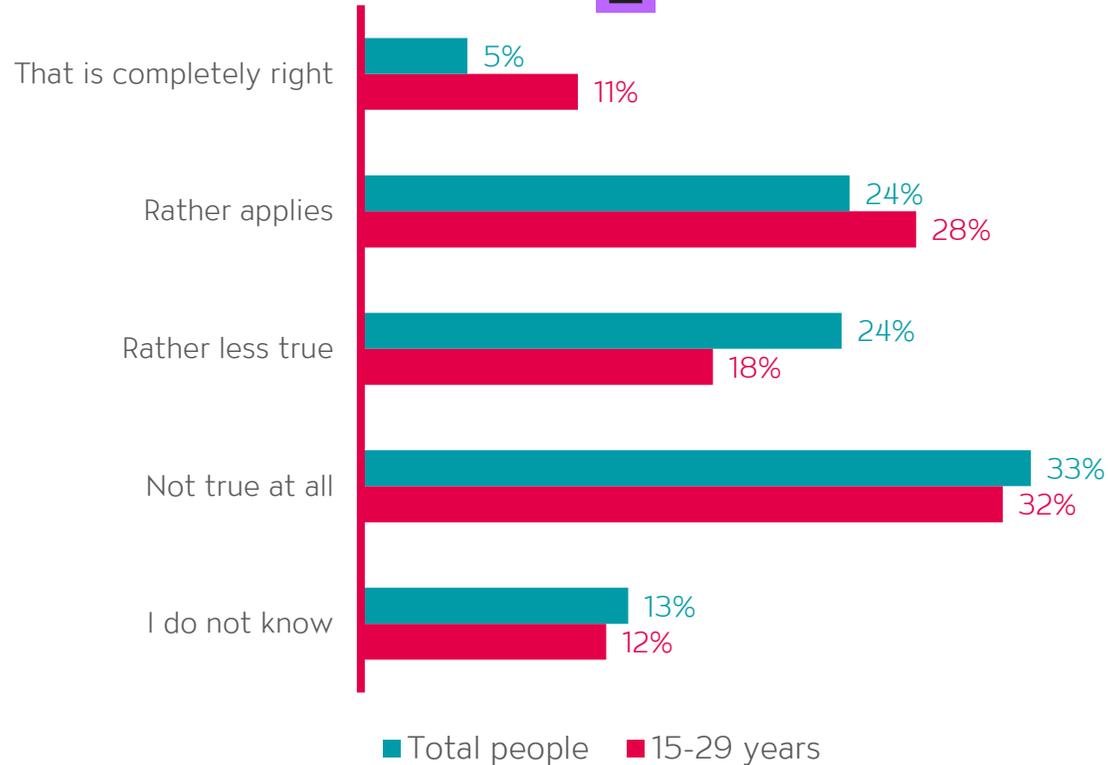


Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
 Multiple answers possible

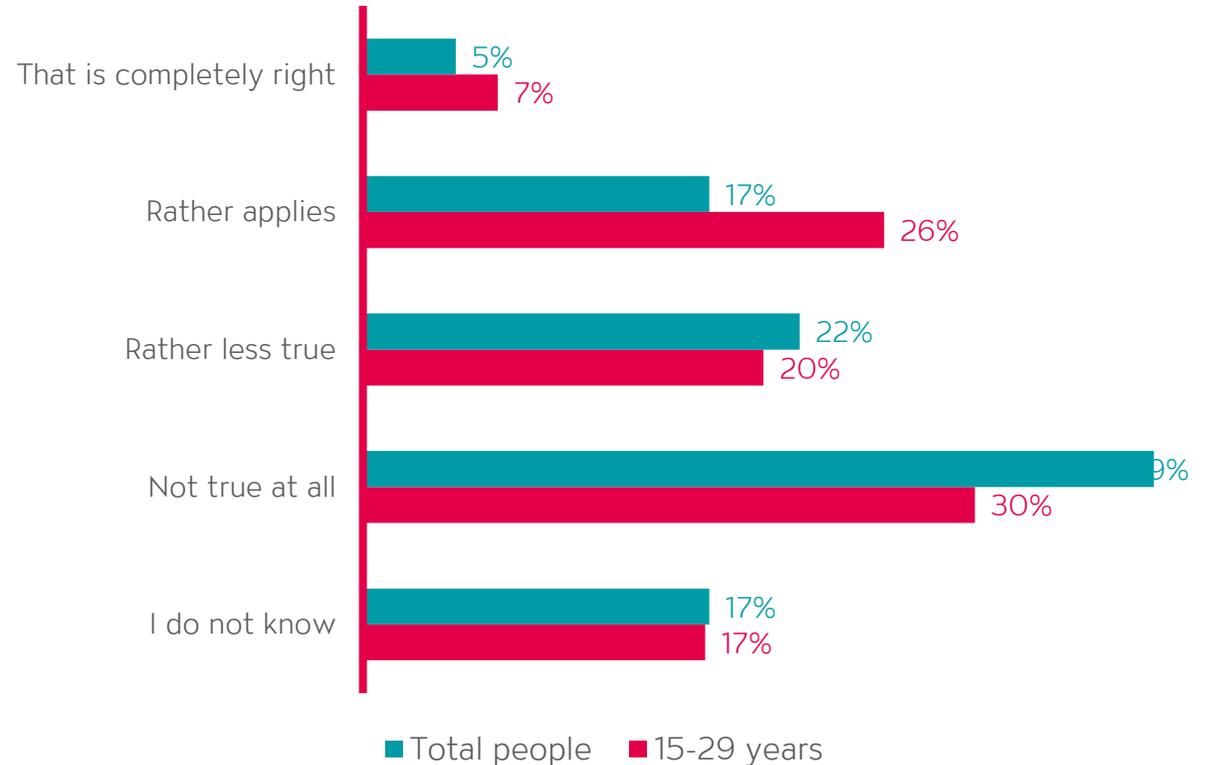
Advertising on RTS 2 strengthens consideration

Advertising activation statement: «...Advertising before or during sporting events ... has already led me to consider purchasing advertised products or services.»

RTS
2



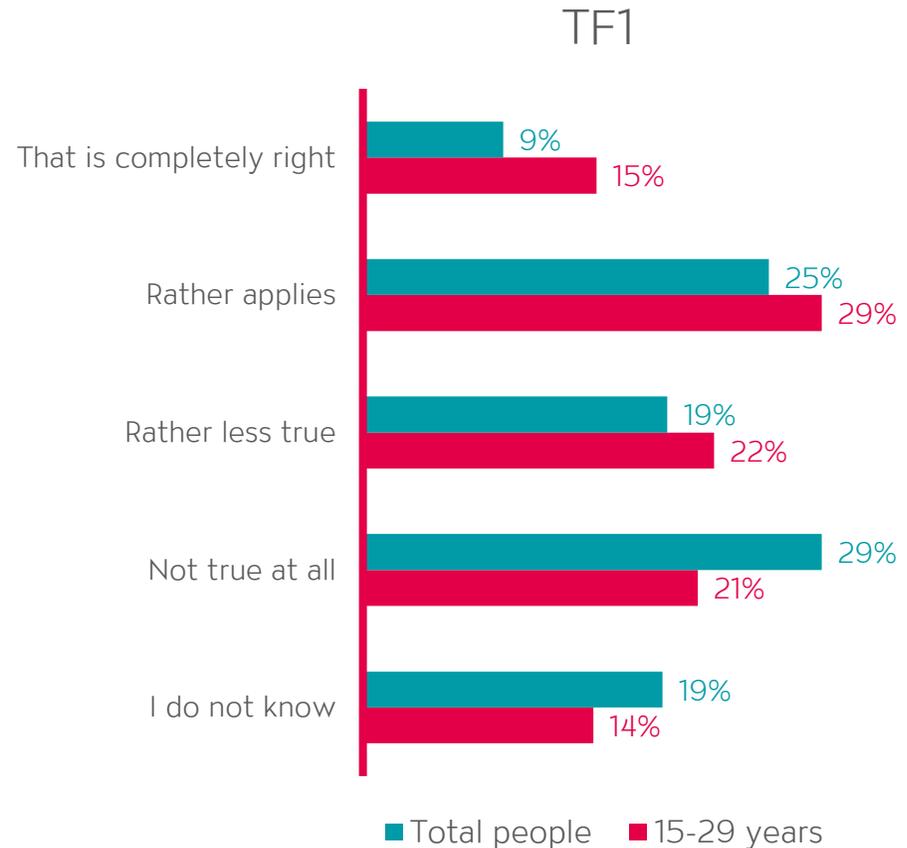
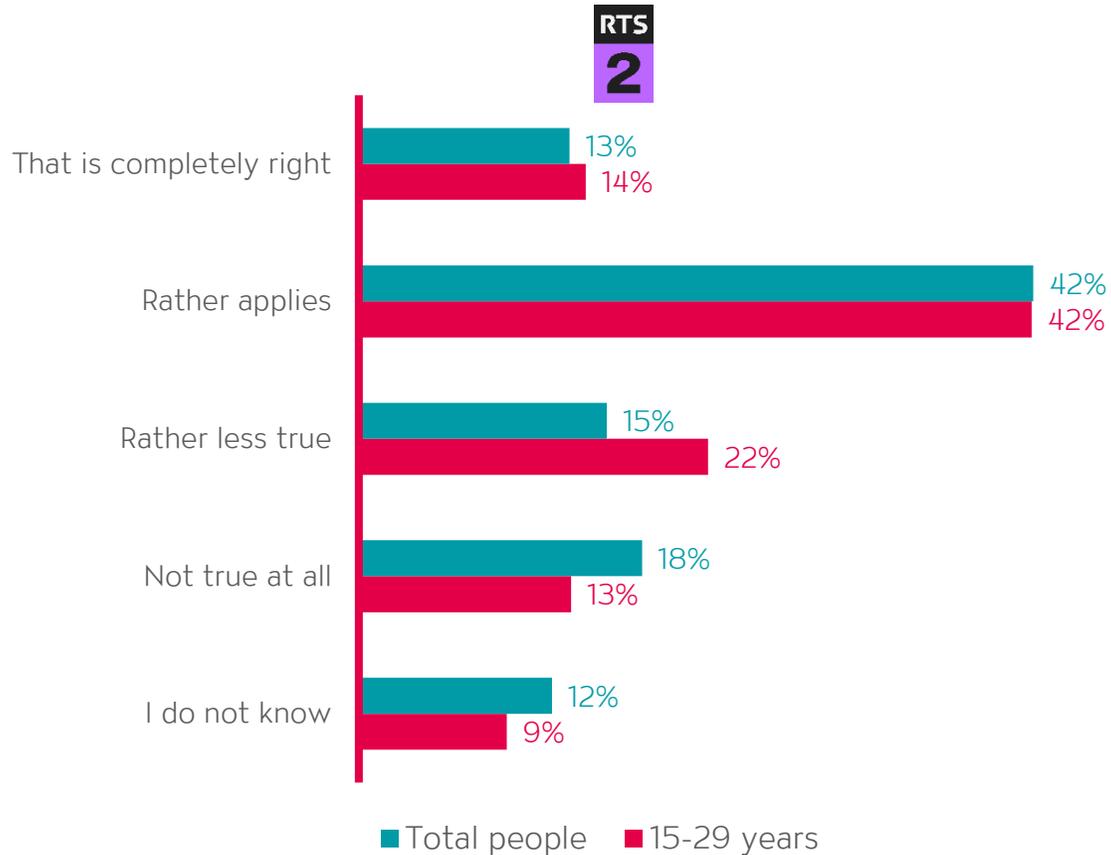
TF1



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
Multiple answers possible

Advertising on RTS 2 is better accepted

Advertising activation statement: «...Advertising before or during sporting events ... I do not perceive as annoying as it is mainly broadcast during natural breaks (e.g. half time).»



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
 Note on the sample: n is smaller than for all people surveyed because the filter is based on people who watch sports on TV
 F-CH: n=357 people in total (15-74 years), n=81 respondents aged 15-29.
 Multiple answers possible

Premium Advertising Sport 2024

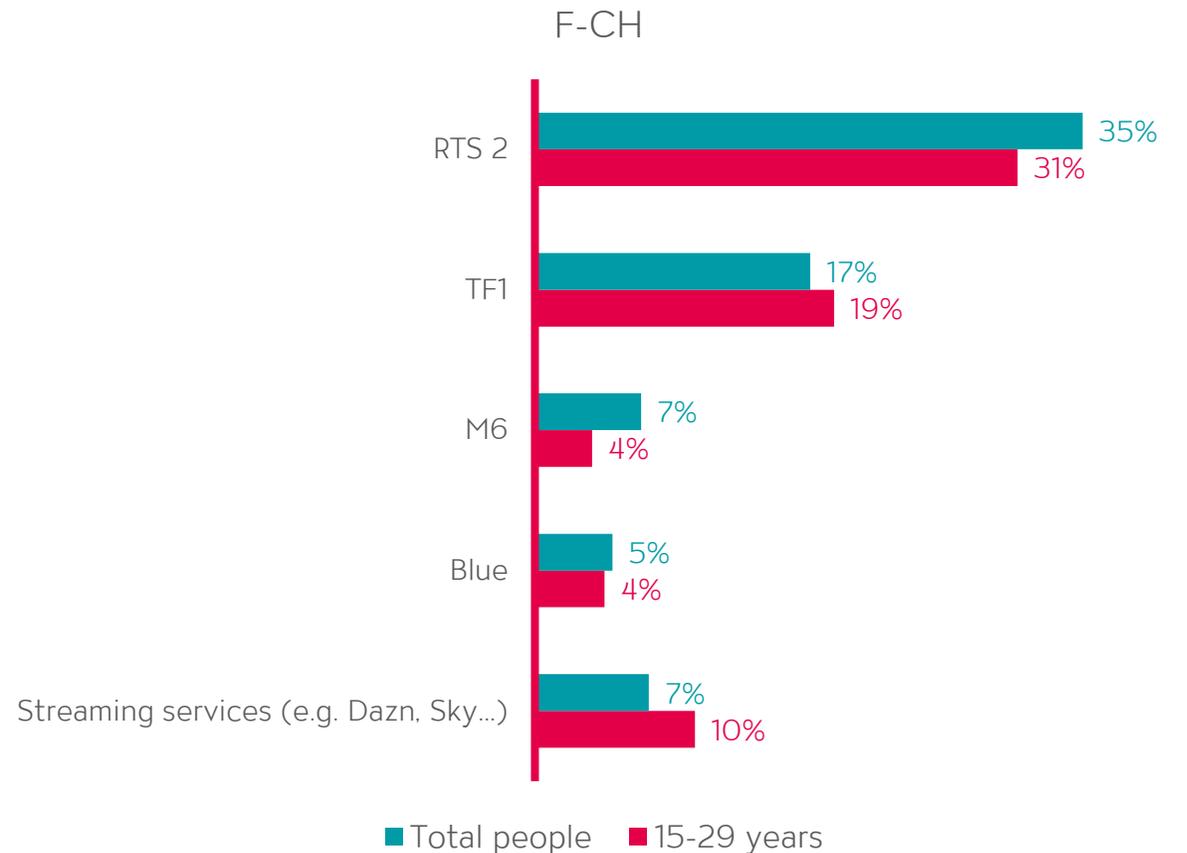
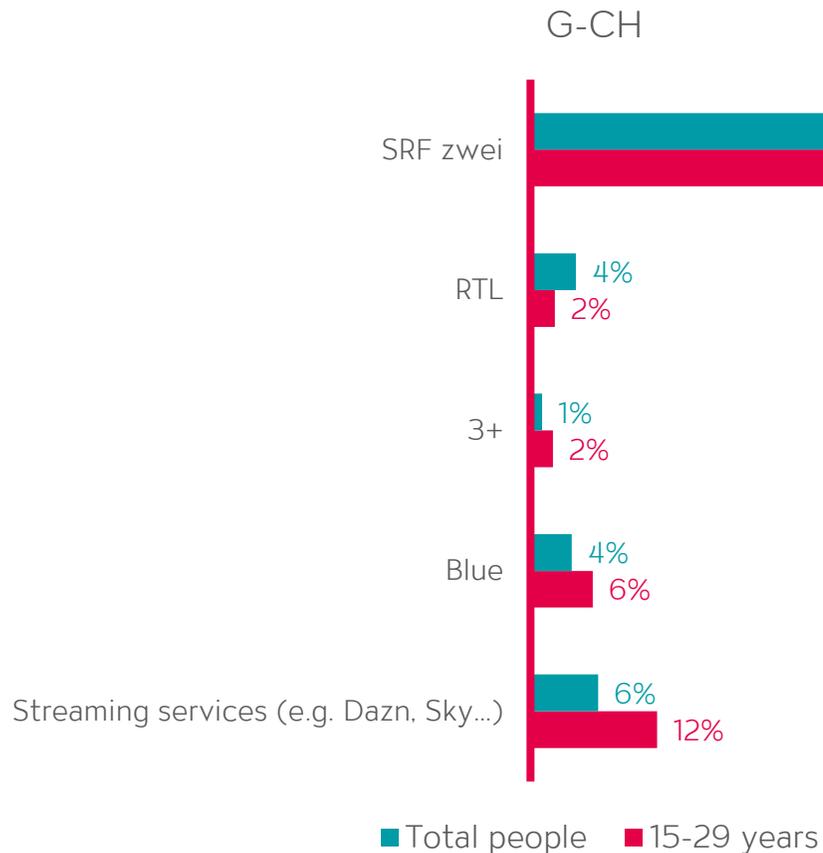
One last thing



AD
MEIRA

Sports content is preferably on SRF zwei & RTS 2

Question: Which channels do you prefer to watch sports programs and live sports broadcasts on?



Source: Admeira study "Premium Advertising Sport", 2024, AdPanel, Wave 6/2024, GfK Switzerland
G-CH: n=757 total respondents (15-74 years), n=123 respondents 15-29 years
F-CH: n=503 total respondents (15-74 years), n=115 respondents 15-29 years.
Multiple answers possible

Thank you.

Samuel Fahrni

Research Specialist

E-Mail: samuel.fahrni@admeira.ch

Phone: 058 909 97 23

ADMEIRA

Do you **always** want to
be **up to date**?
Then **subscribe** to
our **newsletter!**



Register now!

