Admeira study 2025

Premium Advertising

Time Slots

Premium Advertising Time Slots

Chart 1 (German-speaking Switzerland)

	Daytime	Primetime
SRF 1	156	407
RTL	102	194
RTLZWEI	53	98
Sat.1	45	113
Pro Sieben	79	174

Legend: ■ SRF 1 ■ RTL ■ RTLZWEI ■ Sat.1 ■ Pro Sieben

Chart 2 (French-speaking Switzerland)

	Daytime	Primetime
RTS 1	171	294
TF1	126	215
M6	98	216
W9	54	107
RTL9	27	75

Legend: ■ RTS 1 ■ TF1 ■ M6 ■ W9 ■ RTL9
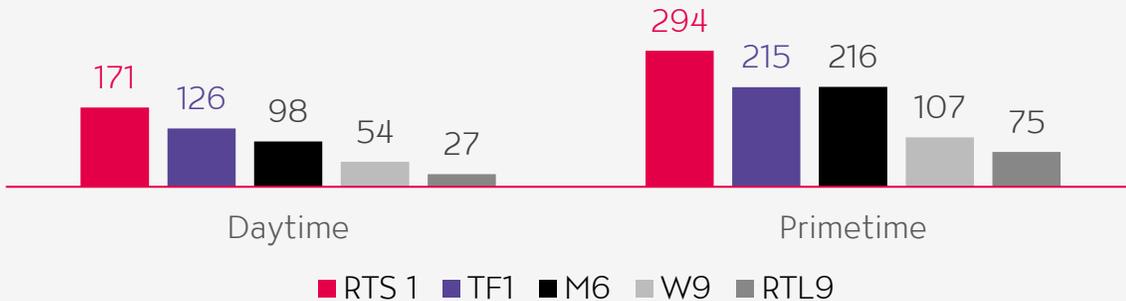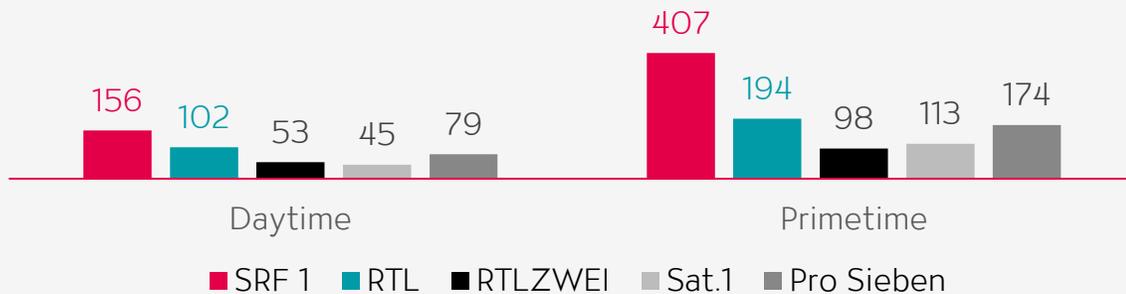
Definition Time Slots: 6-19h: Daytime, 19-23h: Primetime

- In a representative study using Admeira's market research tool AdPanel, people in German-speaking Switzerland (757) and French-speaking Switzerland (505) were asked about the programmes they watch most often and their perception of advertising.

- The test subjects were first asked to indicate which programmes they watch most often during the daytime (6 a.m. to 7 p.m.) and evening (7 p.m. to 11 p.m.) schedules.

- The following channels were queried:
  - D-CH: SRF 1, RTL, RTL ZWEI, Sat.1, ProSieben
  - F-CH: RTS 1, TF1, M6, W9, RTL9

- In the following, the test subjects were asked about their perception of the amount of advertising and the credibility of the advertising in the aforementioned programme environments.

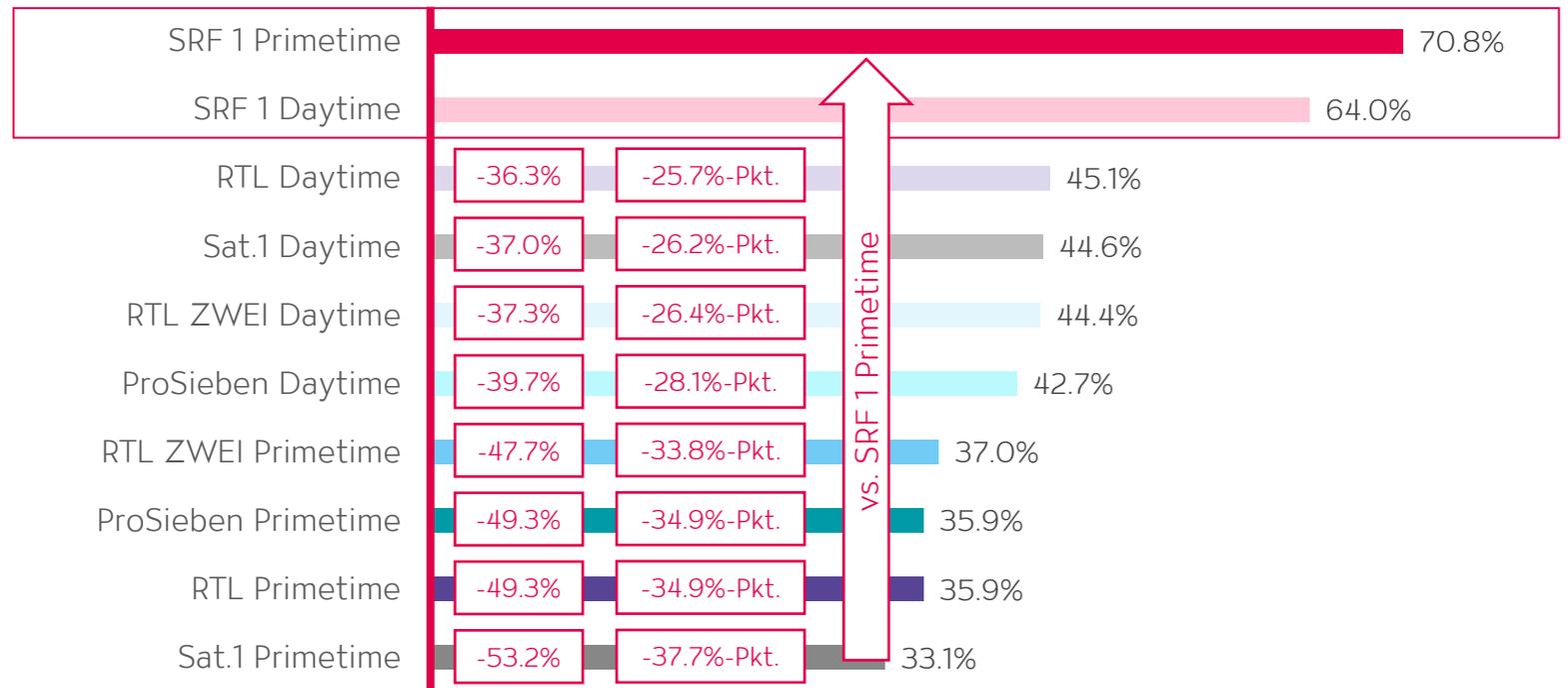**AD MEIRA**

SRF 1 has the highest advertising acceptance

Question: «How would you rate the amount of advertising in the context of the programmes mentioned?»

On average, the amount of advertising is better accepted during the day than in prime time.

Only on SRF 1 do the amount and duration of advertising achieve very high acceptance values in both time slots. This can have a positive effect on your brand.

TOP 2: «The amount and duration of the advertising is perfectly acceptable to me.» or «The amount and duration of the advertising is tolerable for me.»

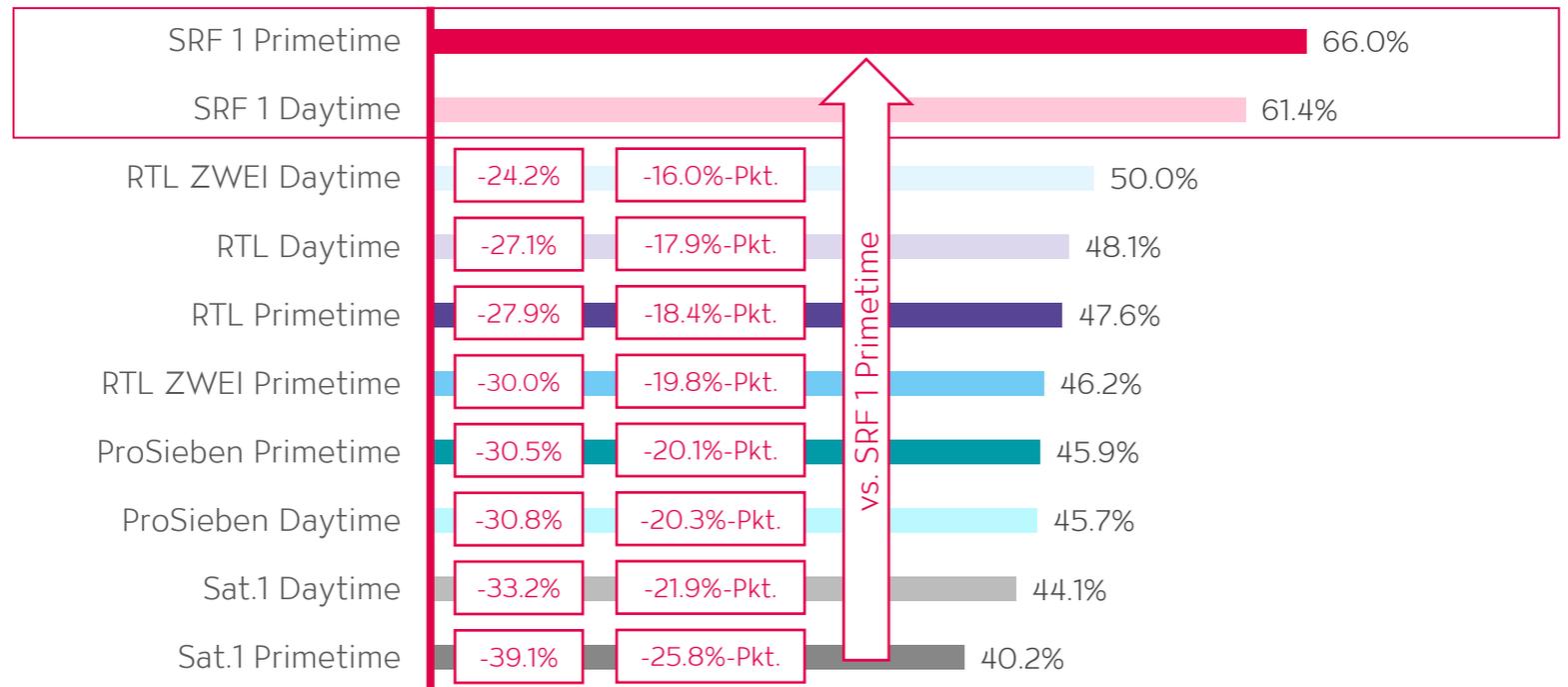| Programme	vs. SRF 1 Primetime		Value
SRF 1 Primetime			70.8%
SRF 1 Daytime			64.0%
RTL Daytime	-36.3%	-25.7%-Pkt.	45.1%
Sat.1 Daytime	-37.0%	-26.2%-Pkt.	44.6%
RTL ZWEI Daytime	-37.3%	-26.4%-Pkt.	44.4%
ProSieben Daytime	-39.7%	-28.1%-Pkt.	42.7%
RTL ZWEI Primetime	-47.7%	-33.8%-Pkt.	37.0%
ProSieben Primetime	-49.3%	-34.9%-Pkt.	35.9%
RTL Primetime	-49.3%	-34.9%-Pkt.	35.9%
Sat.1 Primetime	-53.2%	-37.7%-Pkt.	33.1%

Definition Time Slots: 6-19h: Daytime, 19-23h: Primetime

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Advertising on SRF 1 has a more credible impact

Question: «How credible do you think the advertising in these programmes is?»

TOP 2: «very credible» or «fairly credible»

Advertising appears to have a slightly higher level of credibility in daytime advertising environments.

The two time slots on SRF 1 once again received top marks for advertising credibility. Take advantage of this advertising effect.

Programme	vs. SRF 1 Primetime (%)	vs. SRF 1 Primetime (%-Pkt.)	TOP 2
SRF 1 Primetime			66.0%
SRF 1 Daytime			61.4%
RTL ZWEI Daytime	-24.2%	-16.0%-Pkt.	50.0%
RTL Daytime	-27.1%	-17.9%-Pkt.	48.1%
RTL Primetime	-27.9%	-18.4%-Pkt.	47.6%
RTL ZWEI Primetime	-30.0%	-19.8%-Pkt.	46.2%
ProSieben Primetime	-30.5%	-20.1%-Pkt.	45.9%
ProSieben Daytime	-30.8%	-20.3%-Pkt.	45.7%
Sat.1 Daytime	-33.2%	-21.9%-Pkt.	44.1%
Sat.1 Primetime	-39.1%	-25.8%-Pkt.	40.2%

vs. SRF 1 Primetime

Definition Time Slots: 6-19h: Daytime, 19-23h: Primetime

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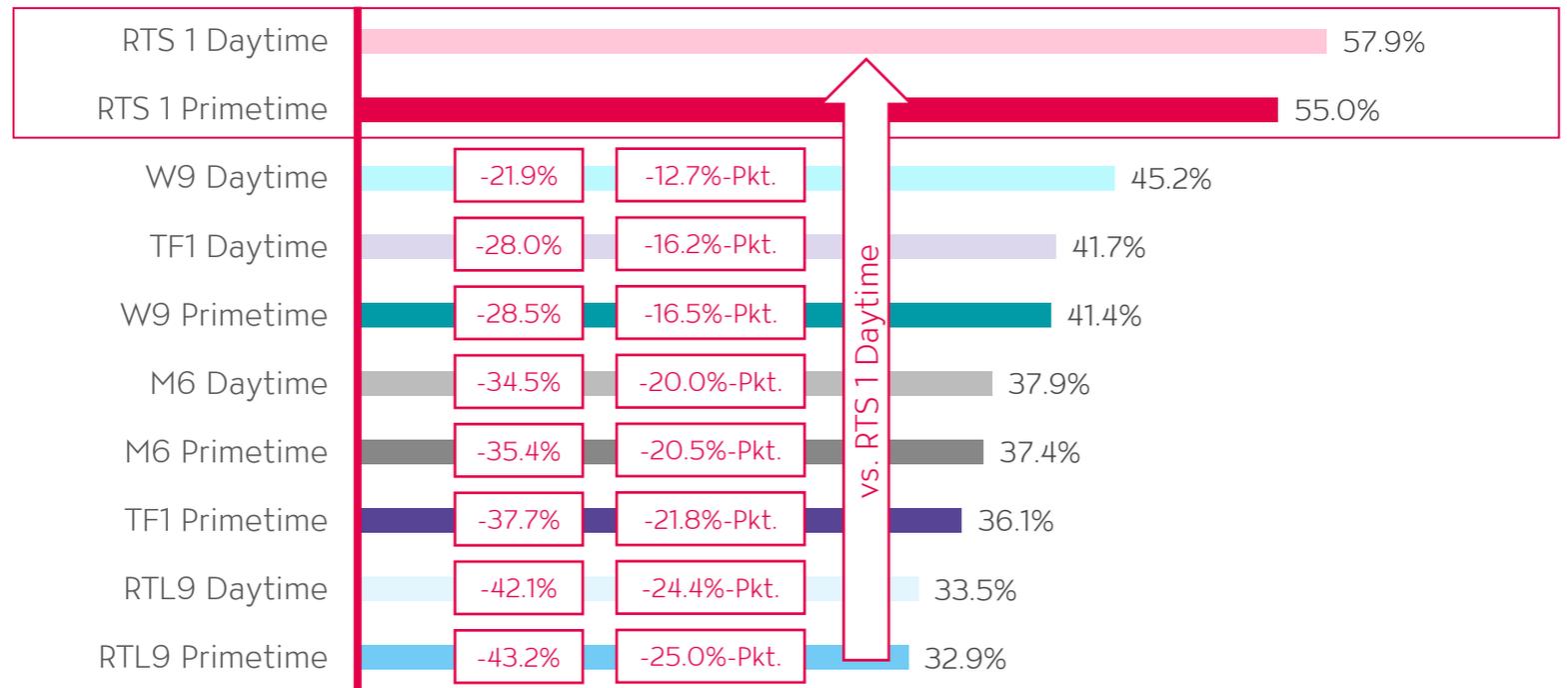# RTS 1 has the highest advertising acceptance

Question: «How would you rate the amount of advertising in the context of the programmes mentioned?»

On average, the amount of advertising is better accepted during the day than in prime time.

Only on RTS 1 do the amount and duration of advertising achieve very high acceptance rates in both time slots. This can have a positive effect on your brand.

TOP 2: «The amount and duration of the advertising is perfectly acceptable to me.» or «The amount and duration of the advertising is tolerable for me.»

Programme	vs. RTS 1 Daytime		TOP 2
RTS 1 Daytime			57.9%
RTS 1 Primetime			55.0%
W9 Daytime	-21.9%	-12.7%-Pkt.	45.2%
TF1 Daytime	-28.0%	-16.2%-Pkt.	41.7%
W9 Primetime	-28.5%	-16.5%-Pkt.	41.4%
M6 Daytime	-34.5%	-20.0%-Pkt.	37.9%
M6 Primetime	-35.4%	-20.5%-Pkt.	37.4%
TF1 Primetime	-37.7%	-21.8%-Pkt.	36.1%
RTL9 Daytime	-42.1%	-24.4%-Pkt.	33.5%
RTL9 Primetime	-43.2%	-25.0%-Pkt.	32.9%

Definition Time Slots: 6-19h: Daytime, 19-23h: Primetime

Source: Admeira study «Premium Advertising Time Slots», AdPanel by GfK Switzerland
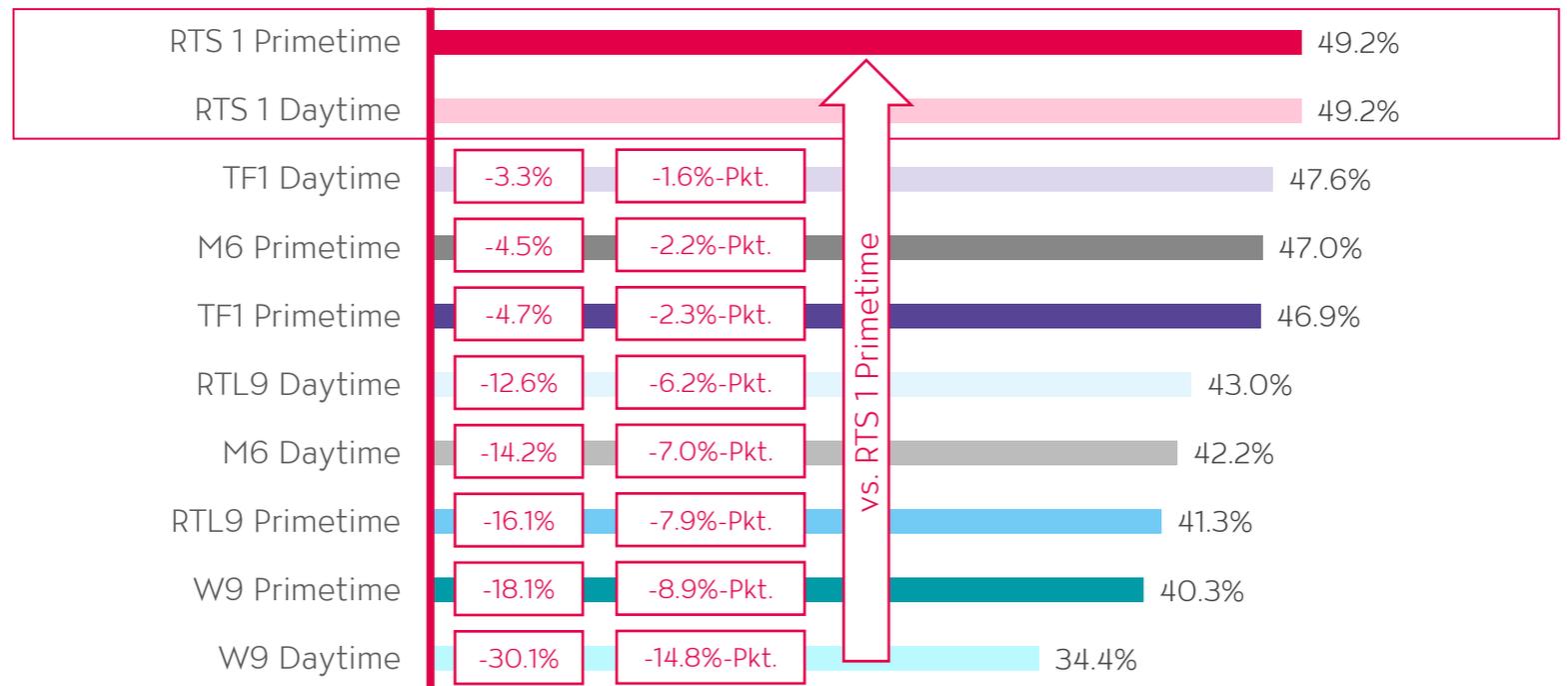F-CH: week 7/2025: 505 respondents in total, aged 15-74

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Advertising on RTS 1 has a more credible impact

Question: «How credible do you think the advertising in these programmes is?»

TOP 2: «very credible» or «fairly credible»

Programme	vs. RTS 1 Primetime		TOP 2
RTS 1 Primetime			49.2%
RTS 1 Daytime			49.2%
TF1 Daytime	-3.3%	-1.6%-Pkt.	47.6%
M6 Primetime	-4.5%	-2.2%-Pkt.	47.0%
TF1 Primetime	-4.7%	-2.3%-Pkt.	46.9%
RTL9 Daytime	-12.6%	-6.2%-Pkt.	43.0%
M6 Daytime	-14.2%	-7.0%-Pkt.	42.2%
RTL9 Primetime	-16.1%	-7.9%-Pkt.	41.3%
W9 Primetime	-18.1%	-8.9%-Pkt.	40.3%
W9 Daytime	-30.1%	-14.8%-Pkt.	34.4%

On average, there is hardly any difference in the credibility of advertising in F-CH in both time slots.

However, daytime and primetime on RTS 1 perform far better. Take advantage of this advertising effect.

Definition Time Slots: 6-19h: Daytime, 19-23h: Primetime

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Methodical profile

Methode
Multi-topic survey in the GfK online bus

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

Sampling procedure
Population representative according to sociodemographic characteristics, random quota method

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

Weighting
The data were weighted according to the following criteria: Gender x age (4 groups), employment (4 groups), education (2 groups), super shared flat (7 groups in German-speaking Switzerland), type of settlement (2 groups). Weighting ensures that the data are optimally adapted to the structures of the population.

Sample
G-CH: 757
F-CH: 505

Field
G-CH: week 6/2025
F-CH: week 7/2025

Implementing institute
GfK Switzerland AG, Rotkreuz

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Thank you.
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