

Summary study IGEM-Digimonitor 2025

The representative study on digital Switzerland



Note: machine translated from German with DeepL Pro

New study results on Swiss media usage:

AI has arrived in the mainstream. Gaming is growing, X is losing users.

Zurich, 26.8.2025. **For the first time, a majority of the Swiss population uses AI tools. This is shown by the Digimonitor study conducted by the Interest Group Electronic Media (IGEM) and WEMF AG for advertising media research. However, there is a significant gap between age groups: the younger the respondents, the more frequently they use ChatGPT and similar tools. Messenger services, digital news and TV/video streaming are the most widespread across the entire population, followed by traditional television and audio streaming.**

The results are representative of the internet-using Swiss population aged 15 to 75 (6.3 million people).

- **AI use is growing significantly:** 60% of the population uses AI tools. Last year, the figure was only 40%. Older people tend to use AI for private purposes, while younger people use it more for work or education.
- **X loses users, Instagram extends its lead:** X (formerly Twitter) loses a third of its reach in German-speaking Switzerland. Instagram grows to 4 million users.
- **Smartphones lead the way in video streaming:** for the first time, videos are streamed more often on smartphones than on TV sets. YouTube remains the most popular video streaming platform, especially on mobile phones and computers. Traditional television dominates the big screen.
- **Young people consume news via social media and YouTube:** Digital news reaches 97 percent of the population, which is practically the whole of Switzerland. For young people, social media and YouTube are the most important daily news channels.

AI use rises significantly from 40% to 60%

Artificial intelligence has developed from a niche topic to mainstream in record time. In 2025, the AI-using population will be in the majority for the first time: 60% will use AI tools at least occasionally. This corresponds to 3.8 million people. However, there is a significant age gap: 79% of 15- to 34-year-olds use AI, compared to only 40% of those over 55. Men use ChatGPT and other AI tools significantly more often than women.

AI at work: a relatively young phenomenon

AI tools are used slightly more frequently in private life than at work. However, AI is already widespread in the workplace or in education, particularly among younger people (aged 15 to 34) (69%). Among the over-55s, only one in four uses AI at work. AI is most used for creating texts, for translations and as a search engine. At a deeper level, the use of AI in the graphic design sector for generating images has almost doubled. Around one in seven people (15%) use AI for shopping advice, product recommendations and shopping – an increase of 10 percentage points compared to 2024.

Digital news reaches the entire population

Digital news is the most widely used form of media. 6.1 million people (97% of 15- to 75-year-olds) read digital news at least occasionally, and more than two-thirds (4.3 million or 68%) use it every day. The most important digital news channels among younger people are social media and YouTube – 41% obtain news content via these platforms every day.

Private Swiss news providers more popular

Private domestic online news providers are slightly more popular than public service offerings. 46% of the population visit sites such as 20min.ch, blick.ch or watson.ch every day. The news platforms from SRF, RTS and RSI are accessed daily by 28% of the population. Daily use of Swiss news platforms is higher among

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men across all age groups. For the majority, consuming digital news is synonymous with reading online articles. However, news videos are slightly more popular than text-based news among the youngest age group. In French-speaking Switzerland, digital news is consumed significantly more often via free logins than in other parts of the country.

Almost two-thirds of the population use social media every day

Social media usage in Switzerland remains consistently high. Instagram remains the most important platform with a reach of 4 million people (63%), ahead of Facebook with 3.2 million (51%) and LinkedIn with 2.7 million (43%). Snapchat has 1.5 million (24%) and TikTok 1.4 million (22%). Among all social media platforms, X (formerly Twitter) lost the most reach last year, with the number of users in German-speaking Switzerland falling by a third. Its competitor Threads was only able to benefit from this to a limited extent.

The TV audience is getting older

Television remains a mass medium: 93% or 5.9 million people watch TV at least occasionally. Daily TV consumption has declined among under-35s and in French-speaking Switzerland. Among over-35s and in German-speaking Switzerland, however, daily TV consumption has increased. The television audience is therefore tending to get older.

Sport is primarily watched on free-to-air TV

Almost two out of three Swiss people watch sports content at least occasionally. There is a marked difference between the sexes: 73% of men watch sports, compared with 57% of women. Sports content is most frequently consumed on TV or on websites or apps run by SRF, RTS and RSI. This puts SRG's sports offerings ahead of the websites or apps of private Swiss TV stations and foreign pay-TV sports offerings.

YouTube remains the largest video provider – but not on TV sets

YouTube remains the largest international player in the video streaming business. Although the platform lost ground slightly compared to the previous year, it still reached 4.8 million viewers (76%) – ahead of Netflix with 3.4 million (54%) and Disney+ with 1.6 million (25%). Among Swiss streaming providers, Play SRF/RTS/RSI reaches the most viewers (3.8 million), ahead of PlaySuisse (1.9 million) and Zattoo (1 million).

The screen on which streaming takes place is shifting. For the first time, videos are being streamed more often on smartphones than on TV sets. YouTube is therefore primarily a smartphone and computer phenomenon: of 1.8 million daily users, 600,000 (9%) watch YouTube on their TV sets. The situation is quite different for traditional television: of the 3.6 million daily viewers, over 2.9 million (46%) tune in directly on their TV sets. The big screen thus remains firmly in the hands of live and time-shifted TV.

Audio accompanies Switzerland throughout the day

93 percent of Swiss people stream music or radio at least occasionally; 88 percent listen to traditional radio and 63 percent consume podcasts. Combining these three audio offerings, virtually the whole of Switzerland is covered: 6.3 million listeners (99%). A large majority of 5.1 million (80%) even listen to audio formats every day.

Gaming on the rise

Switzerland is gaming more and more: 3.6 million people (57% of the population) play games at least occasionally – that's an increase of a quarter of a million gamers (previous year: 3.4 million / 53% of the population). Men (64%) and younger people (15 to 34-year-olds: 69%) are significantly more represented. However, when it comes to daily gaming, the differences between genders and age groups are minimal : almost one in four of all women, men, younger and older people game every day – mainly on their smartphones.

Temu and Co. significantly more widespread in Latin Switzerland

Smartphones are also becoming increasingly important for online shopping: 65% use them to shop on the internet. This makes smartphones almost as important as laptops and PCs as a shopping channel. 35% of

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under-55s have already tried Chinese platforms such as Temu, Shein or AliExpress. Online shopping in China is more widespread in Ticino (50%) and French-speaking Switzerland (41%) than in German-speaking Switzerland (27%).

Twint remains the industry leader

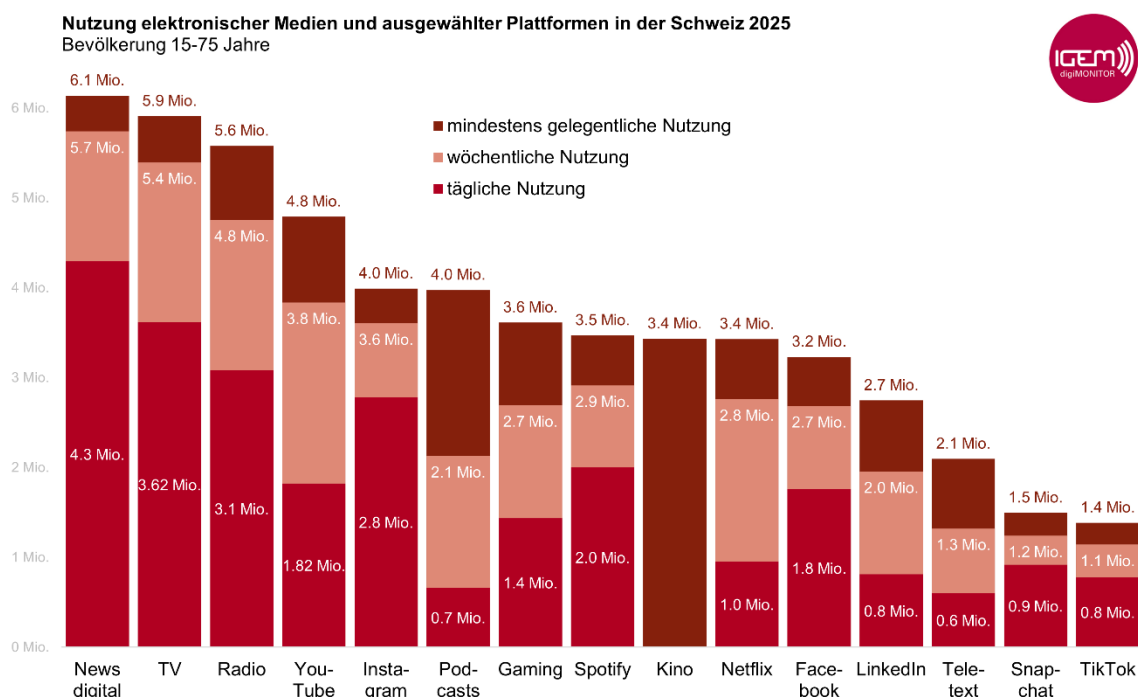
Whether shopping online or in your local store, digital payment services have become increasingly popular. 95% of 15- to 75-year-olds use them. Twint is the industry leader (88%). A quarter of the population has already made a purchase using Klarna.

About the IGEM Digimonitor 2025 study

The Digimonitor study has been surveying the use of electronic media and devices in Switzerland on an annual basis since 2014. From 2024 onwards, the data will be representative of the Swiss population aged 15 to 75 who use the internet (6.3 million people). The online survey was conducted between March and April 2025. Intervista surveyed 1,959 people on behalf of IGEM, the Interest Group for Electronic Media, and WEMF AG for Advertising Media Research, including 1,004 in German-speaking Switzerland, 756 in French-speaking Switzerland and 199 in Italian-speaking Switzerland. The confidence interval is a maximum of +/- 2.2 percentage points. The results are available free of charge to IGEM members. Non-members can purchase the study for CHF 5000.

More information: www.igem.ch

Graph 1



Quelle: IGEM-Digimonitor 2025, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'959 Befragte.

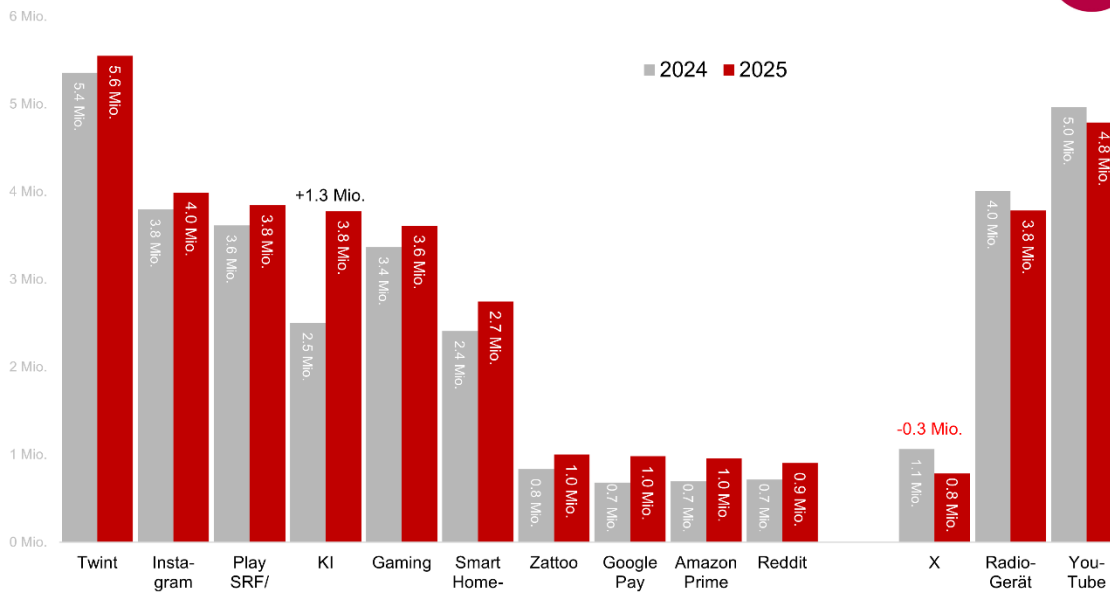
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Graph 2

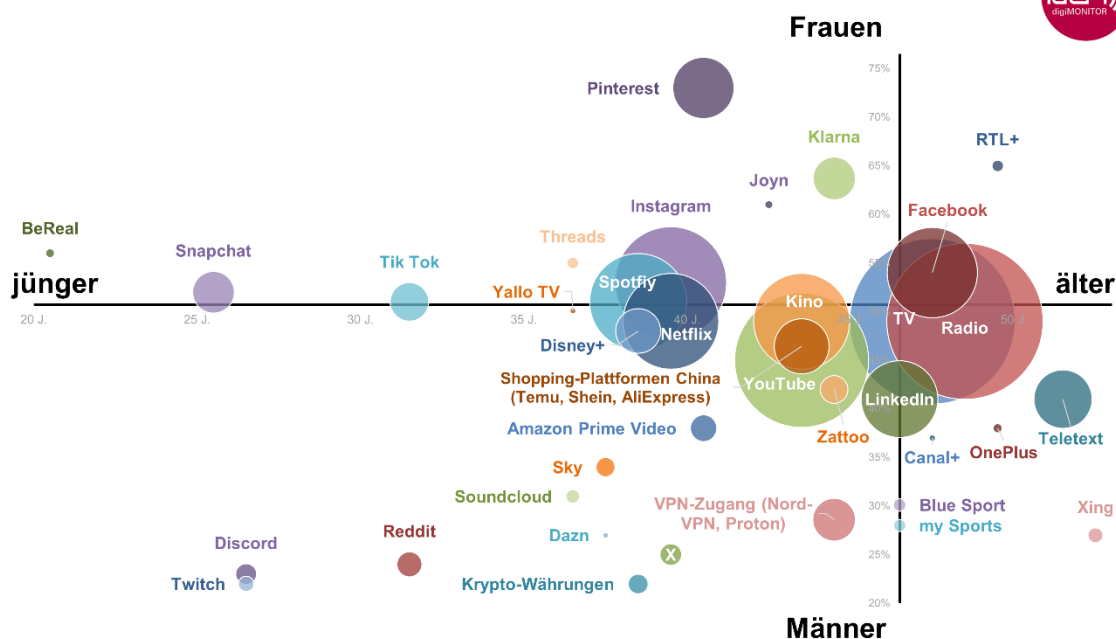
Elektronische Medien und Geräte in der Schweiz mit der grössten Nutzungsveränderung 2024 - 2025
Bevölkerung 15-75 Jahre (mindestens gelegentliche Nutzung)



Quelle: IGEN-Digimonitor 2025, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'959 Befragte.

Graph 3

Positionierung von ausgewählten Medien, Plattformen & Trend-Themen in der Schweiz 2025
Bevölkerung 15-75 Jahre (mindestens gelegentliche Nutzung)



Quelle: IGEN-Digimonitor 2025, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'959 Befragte. Grösse der Kreise entspricht dem weitesten Nutzerkreis bei Gesamtbevölkerung; x-Achse: Durchschnittsalter der Nutzer, ø Alter Bevölkerung = 46 Jahre (Median); y-Achse: Frauenanteil an allen Nutzern.

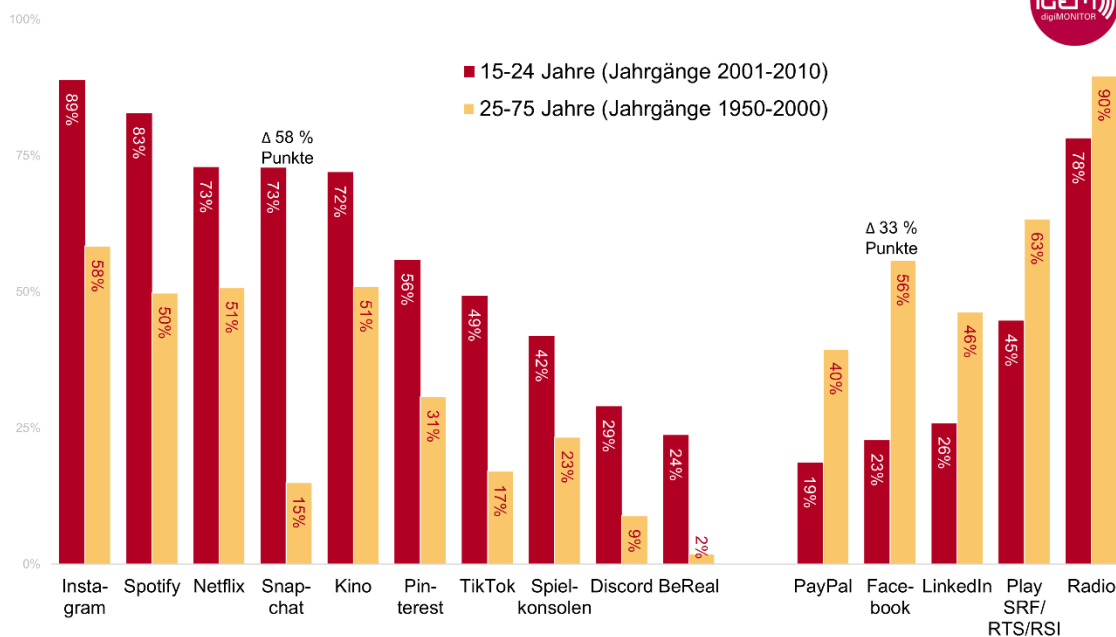
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Graph 4

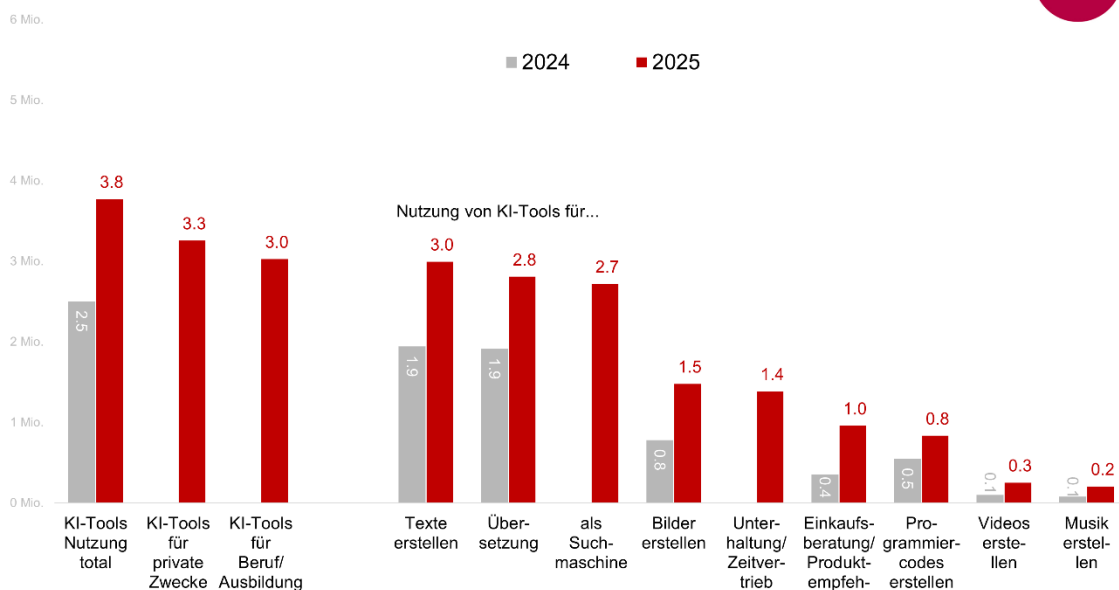
Nutzungsunterschiede ausgewählte Plattformen und Geräte nach Altersgruppen in der Schweiz 2025
Bevölkerung 15-75 Jahre (mindestens gelegentliche Nutzung)



Quelle: IGEN-Digimonitor 2025, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'959 Befragte. Mindestens gelegentliche Nutzung.

Graph 5

Nutzungsveränderung von KI-Tools und KI-Nutzungszwecken in der Schweiz 2024 - 2025
Bevölkerung 15-75 Jahre in Mio. Personen (mindestens gelegentliche Nutzung)



Quelle: IGEN-Digimonitor 2025, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'959 Befragte. Mindestens gelegentliche Nutzung. 2024 wurde KI noch nicht separat nach Beruf/Ausbildung und privaten Zwecken abgefragt. 2024 wurde die Nutzung von KI als Suchmaschine oder zur Unterhaltung/zum Zeitvertrieb noch nicht abgefragt.

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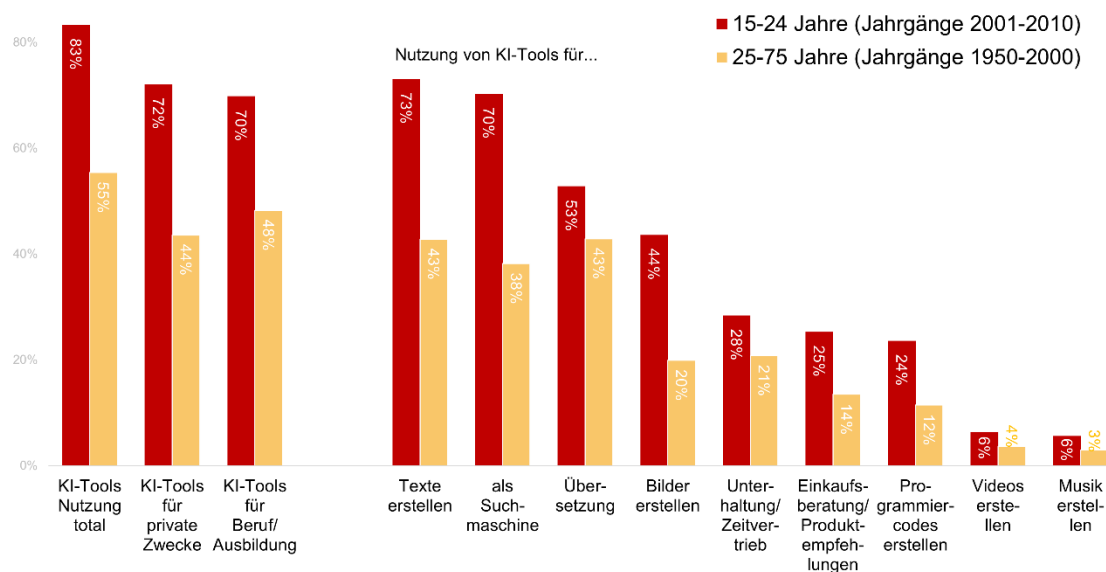


Graph 6

Nutzungsunterschiede von KI-Tools und KI-Nutzungszwecken nach Alter in der Schweiz 2025
Bevölkerung 15-75 Jahre (mindestens gelegentliche Nutzung)



100%



Quelle: IGEN-Digimonitor 2025, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'959 Befragte. Mindestens gelegentliche Nutzung.