



Note: machine-translated from German

New study results on media usage in Switzerland:

Artificial intelligence is becoming a mass phenomenon, audio streaming continues to grow, and digital news retains its wide reach

Zurich, 25 August 2026. **Swiss media usage continues to evolve: artificial intelligence (AI) is spreading rapidly, news services from Swiss media outlets remain widely used, and audio streaming continues to grow. The use of established media services such as TV and radio remains high but is showing a downward trend. This is revealed by the Digimonitor study conducted by the Interest Group for Electronic Media (IGEM) and WEMF AG für Werbemedienforschung.**

The results are representative of the Swiss population aged between 15 and 75 who use the internet (6.4 million people).

- **Four out of five people use AI:** AI usage has doubled since 2024, rising from 40 per cent to 80 per cent. AI is no longer used solely for text and translations: search, shopping advice and e-learning are also among the key areas of application.
- **AI is increasingly being used for search:** 77 per cent use the AI mode within traditional search engines, whilst 57 per cent specifically use AI platforms for search. This means that AI platforms are used more frequently for search than YouTube (34 per cent) or social media (28 per cent).
- **Online shops remain the first port of call for product information:** 91 per cent use them at least occasionally to find out about products and services. AI platforms (39 per cent) are already on a par with YouTube (40 per cent) and social media (36 per cent) for shopping advice..
- **Digital news reaches almost the entire population:** 93 per cent use media websites or apps, with more than half doing so daily. Among younger people, social media is gaining importance as a news source.
- **Instagram in first place, X sees the sharpest decline:** Instagram retains its top spot with 64 per cent of users accessing it at least occasionally. Use of X has fallen from 17 per cent to 10 per cent since 2024.
- **Streaming complements TV and radio:** 54 per cent watch TV daily, whilst 47 per cent stream TV or video content daily. TV therefore remains ahead of streaming. With audio, the situation is reversed: 60 per cent use radio or music streaming daily, compared with 45 per cent who listen to the radio daily.
- **Gaming is becoming mainstream:** 60 per cent of the population play digital games.

AI is becoming an everyday aid for information, learning and shopping

Artificial intelligence has become established in record time: since 2024, AI usage has doubled from 40 per cent to 80 per cent. Almost one in three people already use AI tools on a daily basis. Adoption is particularly high amongst 15- to 34-year-olds (91 per cent use AI at least occasionally, 44 per cent daily). AI is no longer used solely for writing texts or for translations. 57 per cent use AI for research, and just under 40 per cent for shopping advice. AI is also becoming increasingly important for learning through tutorials. With a usage rate of 76 per cent, private use of AI among the population currently far outstrips its use at work or in education (61 per cent).

AI is becoming part of the search process

The traditional search engine remains the most widely used tool online: 98 per cent of the internet-using population use it at least occasionally, with more than two-thirds doing so daily. At the same time, AI is becoming increasingly important in search: 77 per cent already use the AI mode in traditional search engines, whilst 57 per cent carry out targeted searches via AI platforms. This means that AI is used more frequently within established search engines than via standalone AI services. AI platforms are already used more frequently for searching than YouTube (34 per cent) or social media (28 per cent). Men tend to rely on AI platforms more often, whilst women search slightly more frequently on social media.



ChatGPT remains the clear number one

ChatGPT is by far the most widely used AI platform in Switzerland: two-thirds of the population (67 per cent, 4.3 million people) use the service at least occasionally, whilst 17 per cent use it daily. No other platform has achieved a comparable increase in reach since 2024. Gemini (32 per cent) and Copilot (30 per cent) follow some way behind. Other services such as Meta AI (13 per cent), Claude and Perplexity (10 per cent each) and Mistral (3 per cent) currently play a significantly smaller role.

Digital news reaches almost the whole of Switzerland

Digital news continues to have a wide reach: 93 per cent of the population access news via media websites or apps, with more than half doing so daily. News services provided by private Swiss media outlets achieve the highest reach. At the same time, the willingness to pay for digital news services is declining across all demographic groups, particularly in French-speaking Switzerland, amongst men and amongst younger people. Among 15- to 34-year-olds, social media is increasingly establishing itself as a news channel: 31 per cent of this younger age group use it daily to keep up with current affairs. For 13 per cent, social networks are the sole source of news; a further 19 per cent combine social media with traditional media outlets, whilst 24 per cent obtain their news exclusively from the media. DOOH (Digital Out of Home) also plays a role in the dissemination of information: 70 per cent pay attention to news on current affairs displayed on screens in public spaces.

TV and video streaming complement traditional television

Television remains firmly established in Switzerland: 92 per cent of the population use TV services at least occasionally, whilst 54 per cent watch television daily. At the same time, streaming has also become well established: 47 per cent of the population stream TV or video content daily. YouTube is by far the most widely used video platform, reaching 80 per cent of the population, followed by Play SRF/RTS/RSI and Play Suisse (59 per cent) and Netflix (54 per cent). Amazon Prime Video has recorded the strongest growth over the past three years, with its reach rising from 11 per cent to 16 per cent. Among other Swiss video services, blue+ (Super Max/Binge/Sport) reaches 15 per cent, Zattoo 12 per cent, Joyn 9 per cent, OnePlus 6 per cent and YalloTV 4 per cent of the population.

Cinema remains popular – particularly among young adults

More than half of the population (56 per cent) have been to the cinema in the past six months. Cinema attendance is highest amongst 15- to 34-year-olds: 63 per cent of this age group went to the cinema at least once during this period. Over a three-year period, cinema attendance has remained stable overall. At the same time, the results point to a positive trend in Italian-speaking Switzerland and amongst those in education or apprenticeships.

Daily audio reach remains stable – streaming is on the rise, whilst radio is in decline

Audio remains an integral part of everyday media consumption: across all audio services, 80 per cent of the population is reached daily. However, usage continues to shift from radio to streaming. Daily radio consumption has fallen from 52 per cent to 45 per cent since 2024. At the same time, audio streaming continues to gain in importance: 60 per cent of the population listen to music or the radio daily via streaming services or radio websites. Spotify is the leading streaming provider. Just under a third of Spotify users listen to the ad-supported free version. Podcasts are used at least occasionally by 65 per cent of the population and are listened to frequently, particularly by middle-aged people and in German-speaking Switzerland. However, with 11 per cent daily usage, they lag significantly behind radio and streaming.

Gaming is becoming mainstream – with growth particularly among older demographics

Gaming continues to gain in importance in Switzerland: 60 per cent of the population play digital games at least occasionally. This growth is particularly evident in German-speaking Switzerland, amongst men and amongst people aged 55 and over. Daily usage is also on the rise: the trend is particularly striking amongst older women. One in three women aged between 55 and 75 now plays digital games every day. 44 per cent of the population play on their smartphones, whilst 28 per cent play on a games console at least occasionally.

Wearables are gaining in importance – AI glasses still in their early stages

The smartphone remains the key digital device in everyday life: 96 per cent of the population use it at least occasionally. Over the past three years, smartwatches in particular have seen growth, with usage rising from 27 per cent to 32 per cent, as have headphones and headsets (from 74 per cent to 77 per cent). AI glasses (also known as smart glasses), on the other hand, remain a niche phenomenon: only 2 per cent of the



population use such devices, such as the Ray-Ban Meta Wayfarer. The greatest openness to them is seen among 20- to 24-year-olds.

Social media is becoming a news channel

Two-thirds of the population use social media every day. Whilst usage is significantly lower in German-speaking Switzerland and amongst people aged 55 and over, social networks are an integral part of everyday life for younger age groups. Social media is primarily used for entertainment, but more than half the population also uses it as a news channel. 44 per cent use social media for e-learning. Among 15- to 34-year-olds in particular, social media plays an important role in searching for information, tutorials, news and shopping advice. Social commerce, i.e. making purchases directly via social media, remains comparatively uncommon, with a usage rate of 18 per cent.

Instagram remains at the top of the social media platforms

Instagram maintains its leading position as the most widely used social media platform. 45 per cent of the population use Instagram daily, ahead of Facebook (26 per cent), Snapchat (16 per cent) and TikTok (14 per cent). X (formerly Twitter) has lost significant ground in terms of reach: usage has fallen from 17 per cent to 10 per cent since 2024. Among 15- to 34-year-olds, Instagram is clearly in the lead with 72 per cent daily usage, ahead of Snapchat (44 per cent) and TikTok (31 per cent).

More than a third shop on Temu, Shein or AliExpress

Online shopping is firmly established and is increasingly taking place on mobile devices: 66 per cent shop via their smartphone, whilst 64 per cent do so via a PC or laptop. The 30 to 49-year-olds are particularly active. Online shops are the first port of call for product information: 91 per cent look for information there at least occasionally. When it comes to shopping advice, AI platforms (39 per cent) are already establishing themselves on a par with YouTube (40 per cent) and ahead of social media (36 per cent). As a direct shopping channel, however, AI platforms (6 per cent) and YouTube (2 per cent) have so far been used only rarely. The prevalence of Chinese shopping platforms is striking: 36 per cent of the population already shop on Temu, Shein or AliExpress. Usage is particularly high in Ticino (48 per cent) and French-speaking Switzerland (43 per cent).

About the IGEN-Digimonitor 2026 study

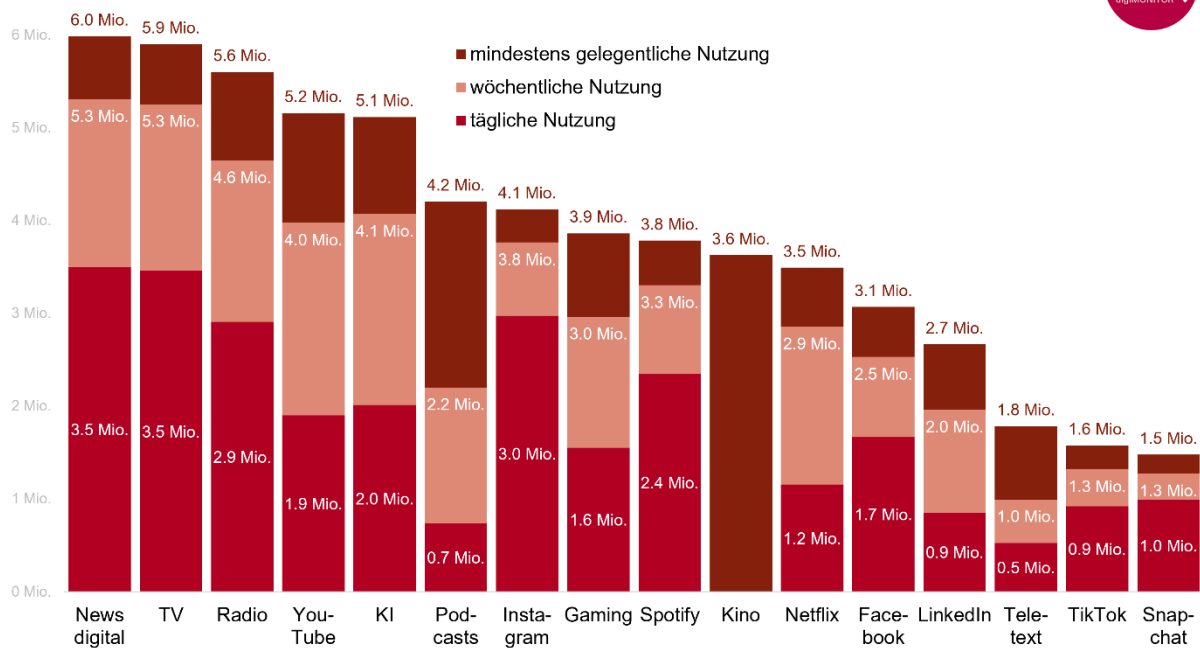
Since 2014, the Digimonitor study has surveyed the use of electronic media and devices in Switzerland on an annual basis. Since 2024, the data have been representative of the Swiss population aged between 15 and 75 who use the internet (6.4 million people). The online survey took place from March to April 2026. Intervista surveyed 1,957 people on behalf of IGEN (Interest Group for Electronic Media) and WEMF AG for Advertising Media Research, of whom 1,002 were in German-speaking Switzerland, 747 in French-speaking Switzerland and 208 in Italian-speaking Switzerland. The confidence interval is a maximum of +/- 2.2 percentage points. The results are available free of charge to IGEN members. Non-members can purchase the study for CHF 5,000.

Further information: www.igem.ch



Figure 1

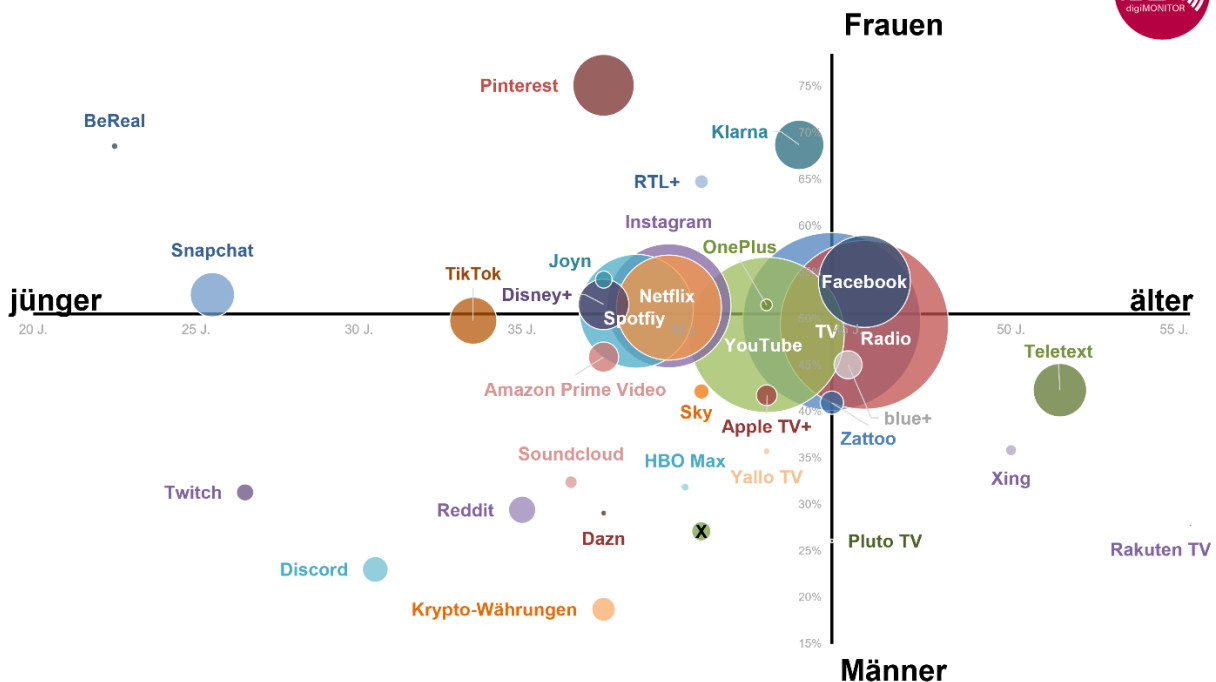
Nutzung elektronischer Medien und ausgewählter Plattformen in der Schweiz 2026
Bevölkerung 15-75 Jahre in Mio. Personen



Quelle: IGEN-Digimonitor 2026, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.4 Mio. Personen), n=1'957 Befragte. News digital: auf Medien-Angeboten / Kino: mindestens ein Kinobesuch in den letzten sechs Monaten.

Figure 2

Positionierung von ausgewählten Medien, Plattformen & Trend-Themen in der Schweiz 2026
Bevölkerung 15-75 Jahre (mindestens gelegentliche Nutzung)



Quelle: IGEN-Digimonitor 2026, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.4 Mio. Personen), n=1'957 Befragte. Grösse der Kreise entspricht dem weitesten Nutzerkreis bei Gesamtbevölkerung; x-Achse: Durchschnittsalter der Nutzer, ø Alter Bevölkerung = 44 Jahre (Median); y-Achse: Frauenanteil an allen Nutzern.

Figure 3

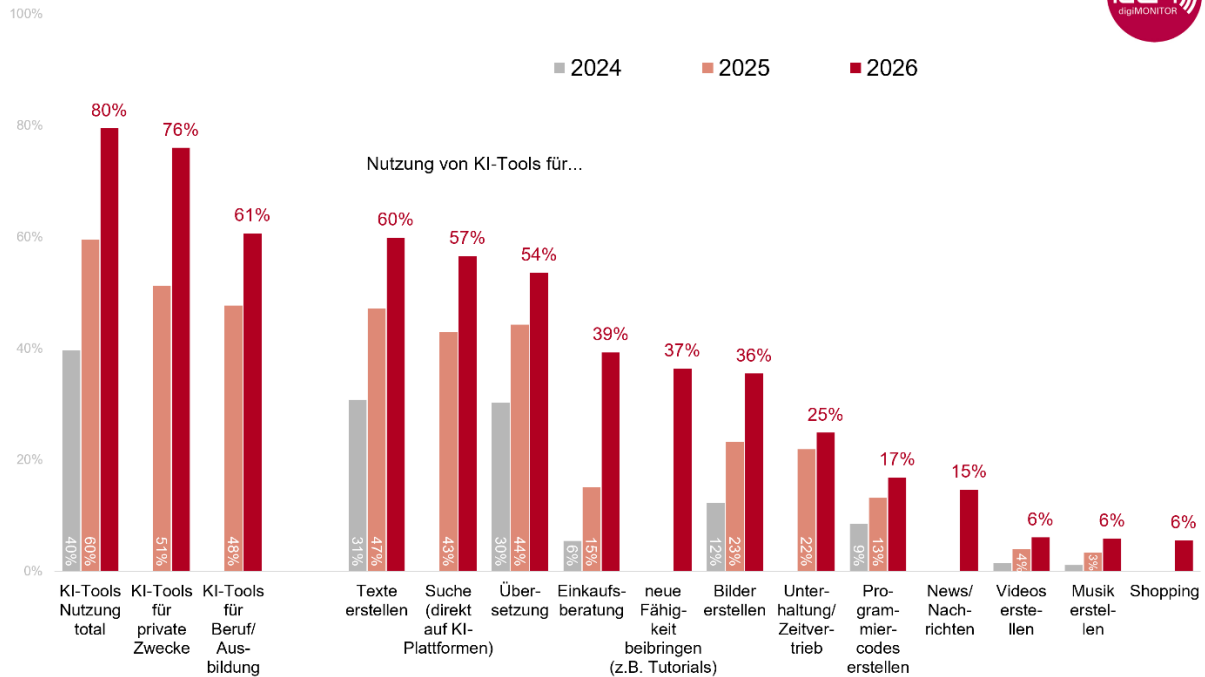
Summary

IGEM Digimonitor 2026

The representative study on digital Switzerland



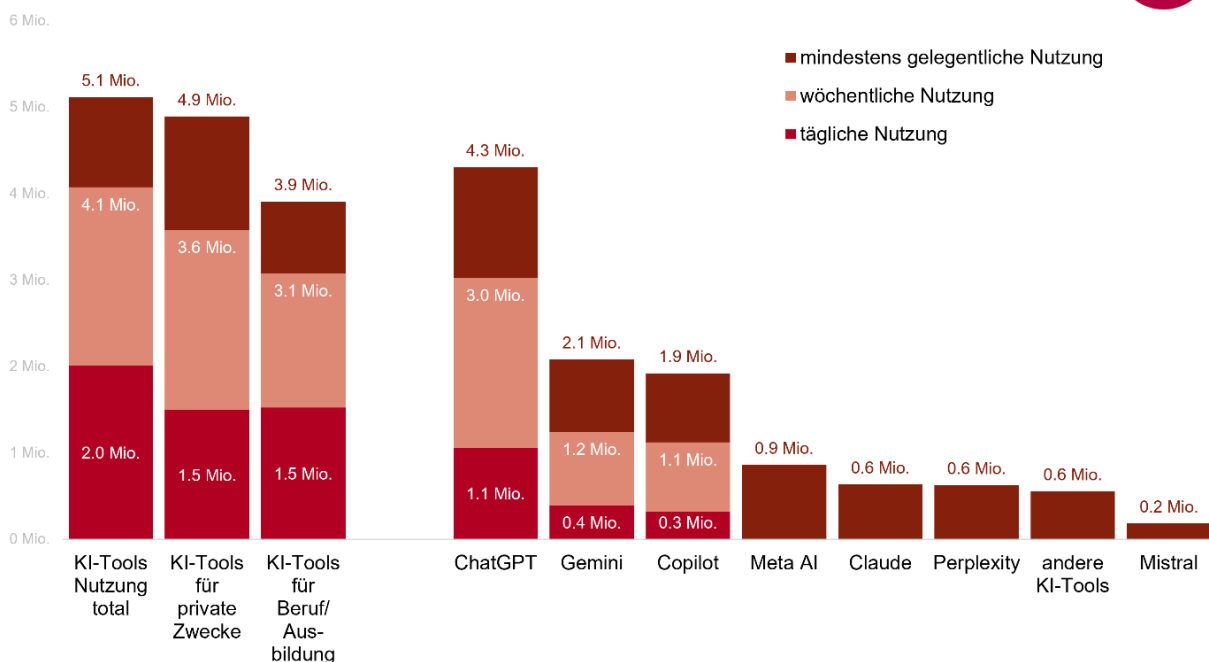
Nutzungsveränderung von KI-Tools und KI-Nutzungszwecken in der Schweiz 2024 - 2026 Bevölkerung 15-75 Jahre in % (mindestens gelegentliche Nutzung)



Quelle: IGEN-Digimonitor 2026, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.4 Mio. Personen), n=1'957 Befragte. Mindestens gelegentliche Nutzung.

Figure 4

Nutzung von KI-Plattformen in der Schweiz 2026 Bevölkerung 15-75 Jahre in Mio. Personen



Quelle: IGEN-Digimonitor 2026, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.4 Mio. Personen), n=1'957 Befragte.