

WEMF: MACH Strategy new with DOOH and streaming

Zurich, 24 November 2022 - WEMF today published this year's edition of the MACH Strategy intermedia study with several new features.

From now on, digital out-of-home (≥ 55 inches) as well as additional digital signage offers can be evaluated. In addition, streaming groups are now also shown.

The aim of the MACH Strategy is to cover all relevant media types. This year's innovations represent a significant step in this direction.

Expansion in the Digital Out-of-Home segment

The Digital Out-of-Home (DOOH) segment has been greatly expanded. In cooperation with SPR+ AG, the research institute for out-of-home media and mobility, DOOH screens ≥ 55 inches were integrated. Thus, from now on, DOOH can be evaluated separately and in combination with OOH analogue for the first time. Felix H. Mende, Managing Director of SPR+ AG, is delighted about the integration of DOOH in MACH Strategy: "For the benefit of advertising clients and media planners, DOOH now represents another relevant communication channel for moving images in MACH Strategy. Our future deliveries of the data basis will keep pace with the rapid expansion of DOOH."

In addition, Livesystems' digital signage offering of post office and petrol station shops equipped with screens has also been included in the MACH Strategy. "We are pleased that in addition to Public Transport, Retail and Gas Station are now also represented in the MACH Strategy," says Philipp Wild, Chief Commercial Officer of Livesystems.

Digital outdoor advertising reaches a large part of the Swiss population

The figures from MACH Strategy 2022 show that almost 70% of the Swiss population is regularly reached by digital advertising screens (≥ 55 inches). Especially in highly urbanised areas, digital outdoor advertising is almost on a par with analogue posters. Digital signage offers (screens in petrol stations, post offices and public transport) reach a total of approx. 24 % of the Swiss population. Young people between the ages of 14 and 35, who have a high level of education or are in education, are reached particularly strongly with DOOH and digital signage compared to the entire Swiss population.

14- to 29-year-olds are particularly affine for streaming

The second major innovation in the MACH Strategy concerns the integration of streaming. This means that six streaming groups (audio, video, international, Switzerland, free, paid) can now be evaluated. These groups are based on the net totals of 16 individual offers. Almost 63% of the Swiss population regularly stream videos, 30% use audio streaming. People who regularly use streaming offers tend to be young. Those aged 14 to 29 have a particularly high affinity. They are above average often in education or work full-time. Compared to the Swiss average, they live in larger households with a higher gross household income.

National Intermedia Study MACH Strategy

As an instrument for strategic planning, the MACH Strategy enables a targeted analysis and implementation of the optimal media mix of press, cinema, TV, radio, internet / web offers, social media, streaming (audio / video), out-of-home, DOOH, means of transport and direct mail. The cross-media study shows with which media strategy a target group can be reached most efficiently.

The MACH Strategy 2022 was published today with various new features. These are part of the intermedia study and can be analysed with the established WEMF data portal NEXT>LEVEL. The MACH Strategy Upgrade Social Media can be purchased for an additional charge. Due to methodological changes, the data for the 2022 edition are only comparable with previous years to a limited extent.

WEMF AG für Werbemedienforschung

WEMF AG für Werbemedienforschung as a neutral and independent industry research organisation ensures transparency in the media and advertising market. It provides market players with relevant data for smarter decisions. For the media genres press, cinema and sponsoring, the WEMF studies are currency-setting. The WEMF publishes the intermedia studies Total Audience and MACH Strategy and thus takes account of the market development in the direction of all-media. With MACH Consumer, it publishes the largest annual consumer media study in Switzerland. In addition, WEMF carries out the circulation certification of the Swiss press media, certifies DOOH and collects various marketing-relevant statistics. With MedienDB, it provides the market with a platform for efficient advertising planning. In addition, WEMF offers software for data analysis as well as for the processing and management of advertising campaigns and is active as a service provider for software development projects and for the hosting of third-party data sets. More information: www.wemf.ch

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