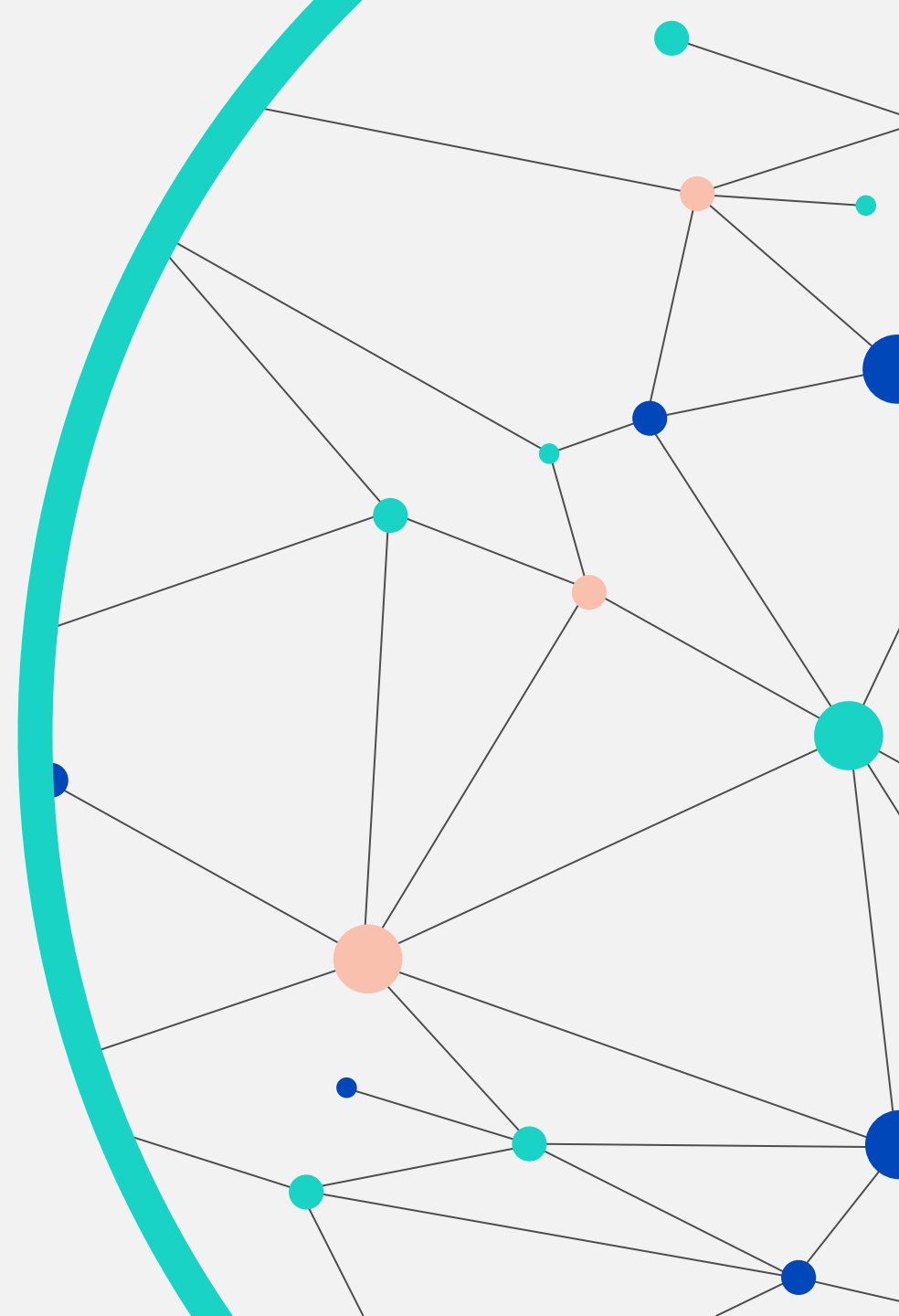
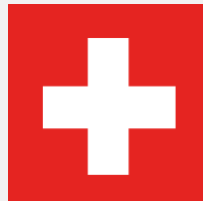





DACH advertising market

H1 2025

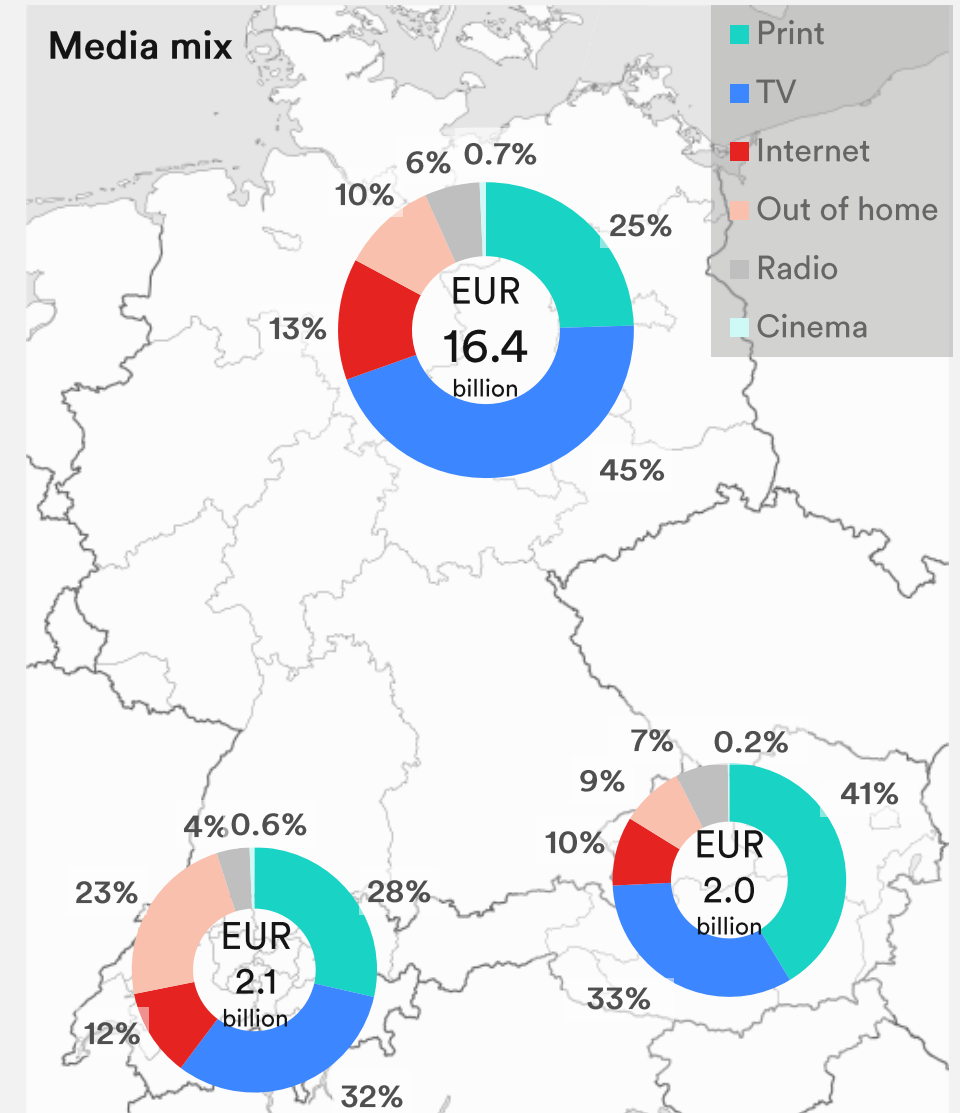


DACH advertising market

Gross advertising pressure H1 2025

H1 2025	DACH							
Media	EUR m	+/- PY%	EUR m	+/- PY%	EUR m	+/- PY%	EUR/CHF m	+/- PY%
Print	5'444	0.0	4'030	2.1	815	-6.0	599	-5.0
TV	8'728	-2.9	7'412	-2.9	650	-0.4	666	-5.4
Internet	2'615	-1.0	2'183	-0.7	189	3.1	244	-6.1
Out of home	2'374	11.8	1'716	15.4	172	5.2	487	2.7
Radio	1'228	0.4	993	1.8	144	-0.4	91	-11.8
Cinema	63	0.4	46	3.5	4	-33.8	13	5.9
Total	20'452	-0.1	16'378	0.6	1'974	-2.1	2'100	-3.9

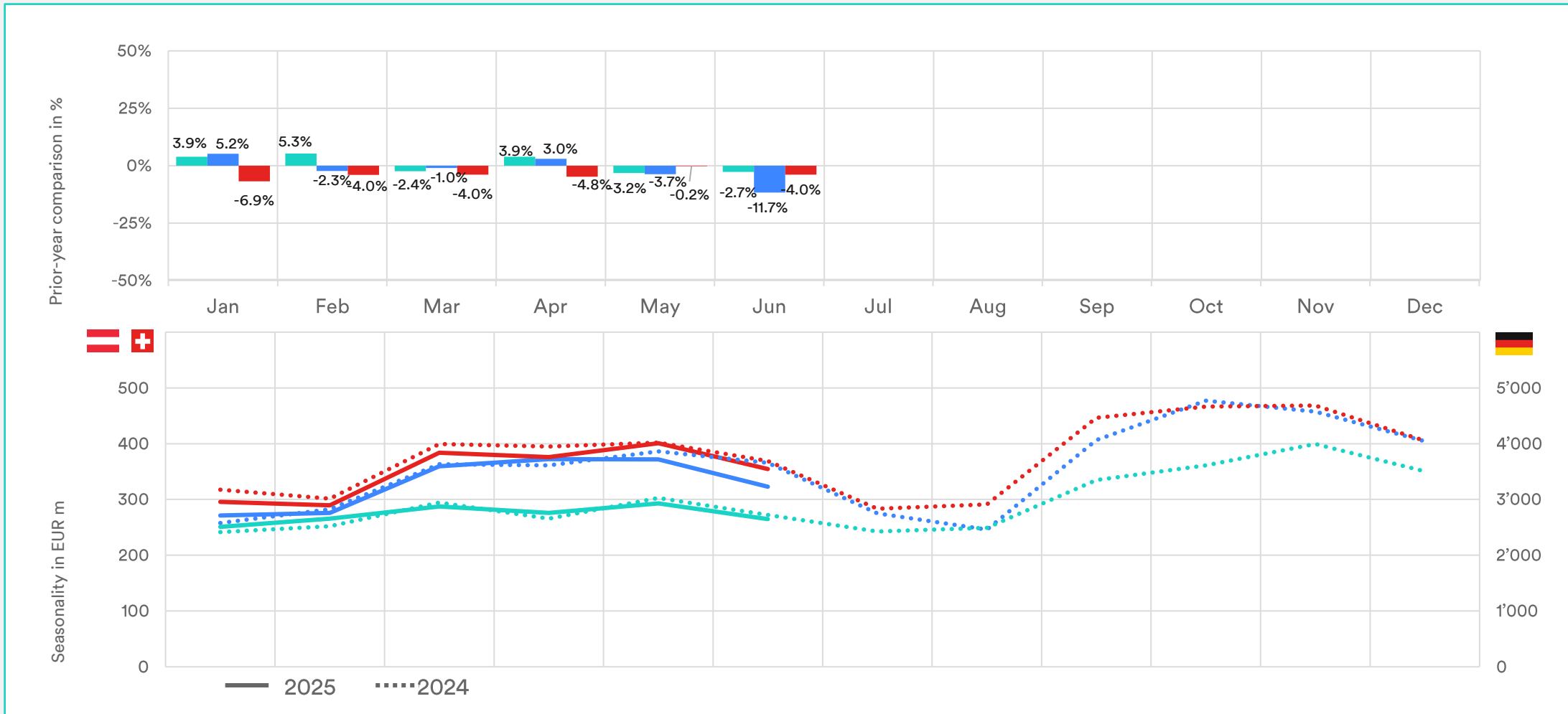
H1 2025: gross advertising pressure/resident	EUR 196	EUR 215	EUR/CHF 233
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Trends compared


H1 2025

Germany Austria Switzerland



Top companies

H1 2025 (change compared to previous year)

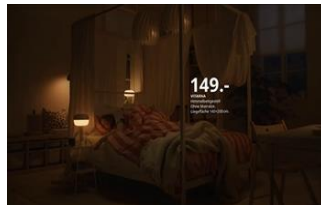
			
1.	Procter & Gamble EUR 845.0 m (-4%)	XXXLutz EUR 75.9 m (+12%)	Coop EUR 161.7 m (-8%)
2.	REWE EUR 307.1 m (+45%)	Spar EUR 73.7 m (+14%)	Migros EUR 120.7 m (-1%)
3.	LIDL EUR 288.5 m (+18%)	Billa AG EUR 59.4 m (-3%)	Denner EUR 34.0 m (+94%)
4.	KAUFLAND EUR 212.7 m (+16%)	A1 Telekom Austria AG EUR 35.9 m (+39%)	Procter & Gamble EUR 32.1 m (-43%)
5.	Henkel KGAA EUR 204.9 m (+8%)	Hofer KG EUR 35.8 m (+4%)	Swisscom EUR 24.1 m (+30%)

Top ads (by gross advertising pressure)

H1 2025



Procter & Gamble – Pampers diapers



Ikea furniture



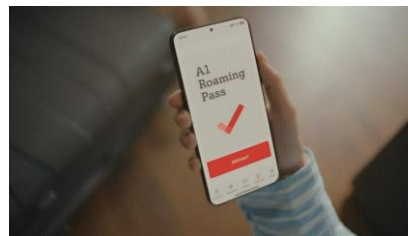
Braun Oral-B IO 2 electric toothbrush



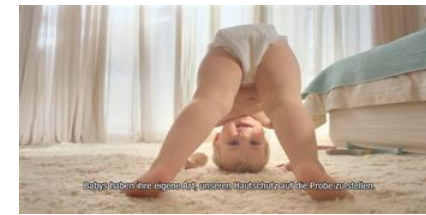
Erste Bank and Sparkasse



Lottoland



A1 Roaming Pass



Procter & Gamble – Pampers diapers



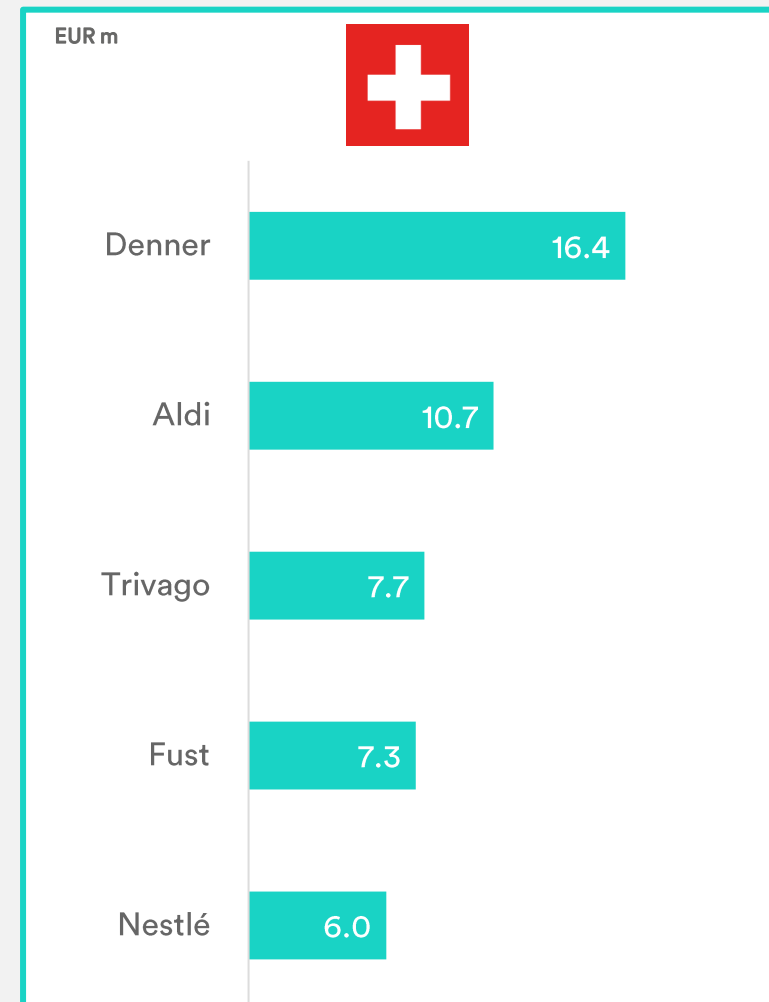
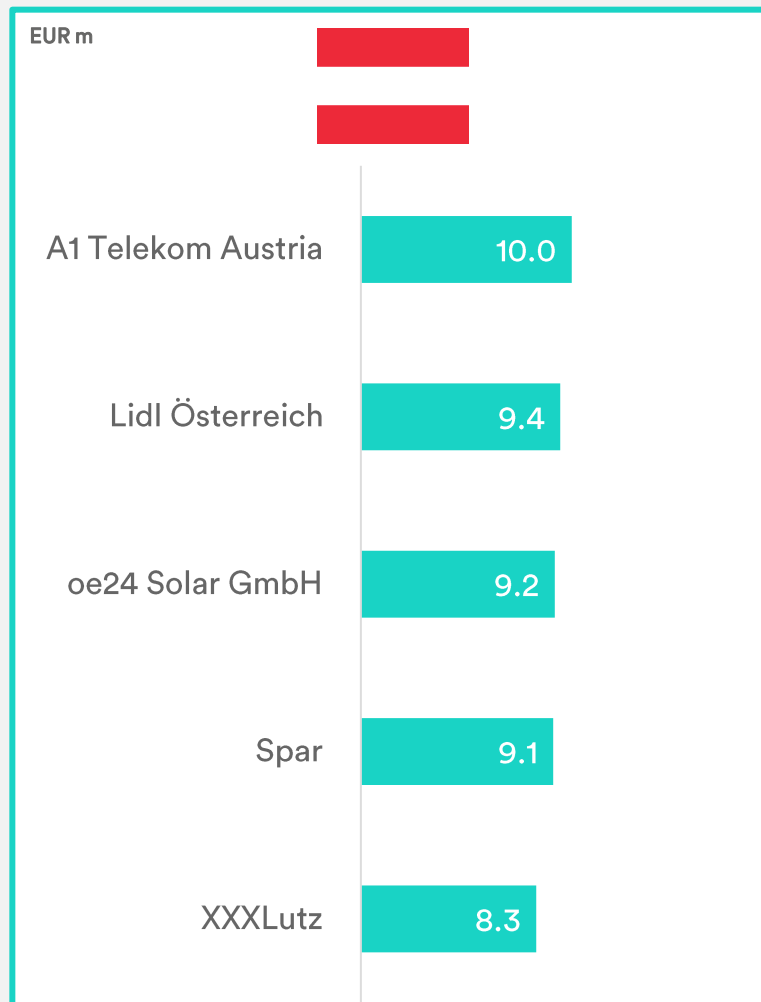
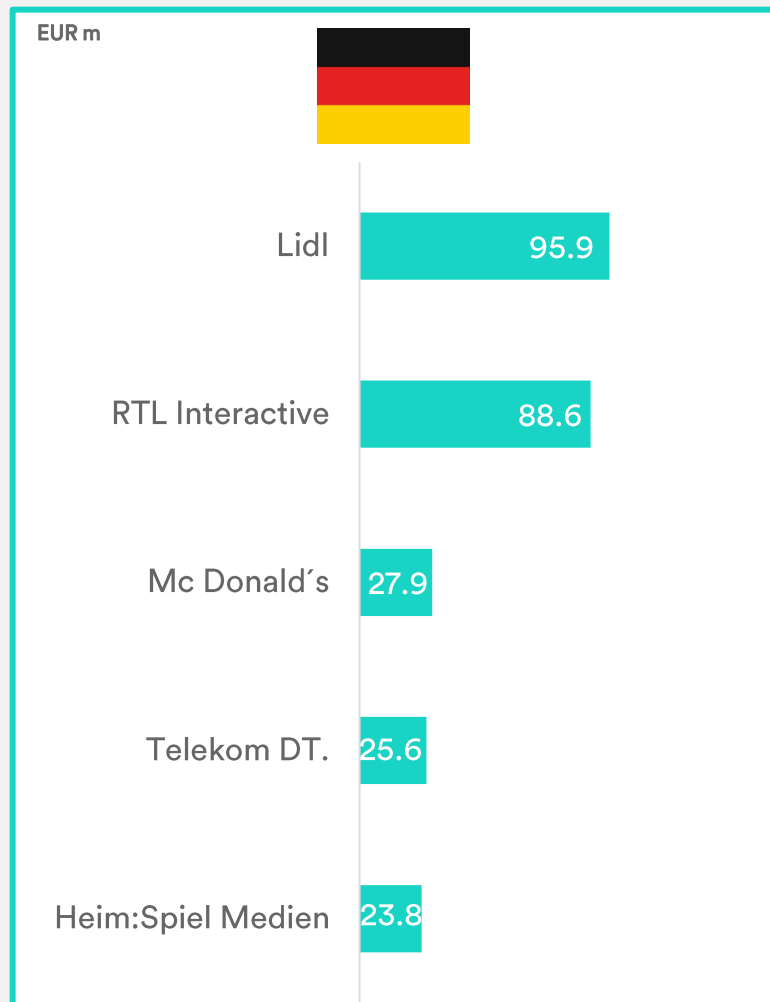
Migros – 100 years Migros



Trivago – Jürgen Klopp

Top advertising drivers (growth in absolute advertising pressure)

H1 2025



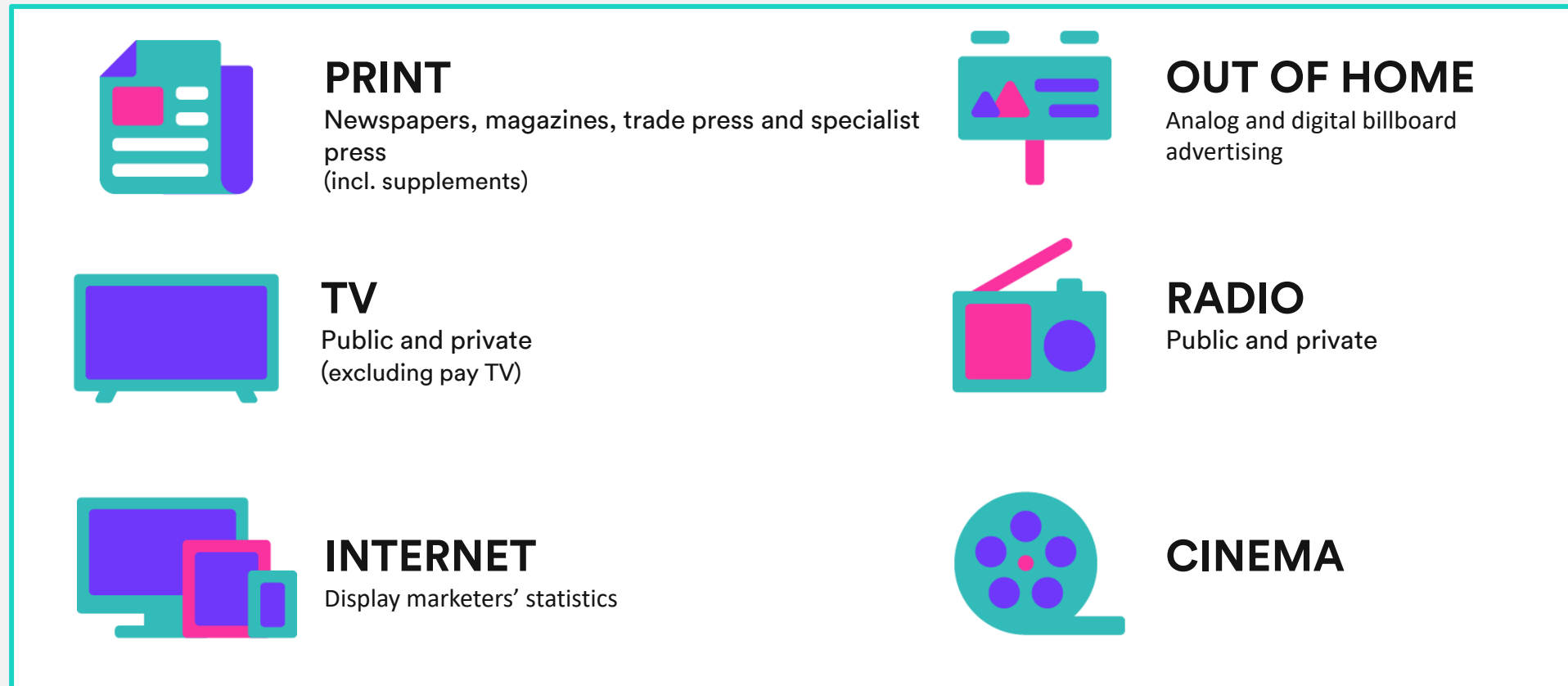
Without group categories

Appendix

DACH media coverage

A company's advertising presence is measured in gross advertising pressure. This is the equivalent value, as per the media tariff, for an individual broadcast, rather than the actual expenditure, cost or budget. Volume discounts, customer discounts or special discounts are not taken into account.

There are all kinds of other media channels available in the individual countries, particularly in the online space (search, YouTube, social media). The biggest common denominator was selected to harmonize the data universes so that the countries could be compared.



Switzerland: CHF–EUR 1:1

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