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Etude sur les radios privées 2012 – l'essentiel en bref

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1 Informations régionales en minutes et en pourcents

(Heures de grand écoute: 06.30 – 08.30, 11.30 – 13.30, 17.00 – 19.00; informations)

	Informations régionales en minutes	Durée des informations en minutes	Informations régionales en pourcent de l'information totale (Prime Times)
Central	49	116	42%
Fribourg français	47	92	51%
BNJ RTN	47	93	50%
BeO	46	91	50%
Rhône	45	76	60%
BNJ RFJ	44	87	51%
Rottu	44	77	57%
BNJ RJB	40	85	47%
Munot	36	72	50%
Sunshine	35	62	56%
Grischa	33	58	58%
Basilisk	33	48	68%
Engiadina	30	53	57%
Chablais	28	83	33%
Canal 3 deutsch	27	58	46%
Fiume Ticino	27	33	82%
One FM	22	42	53%
Radio 1	21	58	36%
Radio 32	21	45	47%
Energy Basel	21	32	65%
Freiburg deutsch	20	51	39%
Zürisee	20	47	42%
Pilatus	20	43	45%
Yes FM	19	38	50%
Neo1	18	45	40%
Canal 3 français	18	57	31%
Top	17	52	32%
Radio 3iii	16	34	46%
Rouge FM	16	31	51%
Lausanne FM	15	33	46%
Energy Zürich	15	34	44%
Argovia	14	47	31%
Energy Bern	14	37	38%
FM1	13	34	38%
Radio 24	12	39	30%
Capital FM (neu Bern1)	11	42	27%
Radio 105	10	28	36%
GRRIF	3	35	10%
Moyenne	25	55	46%

Classement selon les informations régionales en minutes; source: Etude Publicom sur les radios privées 2012

2 Répartition des thèmes dans les informations régionales

(Prime Times, durée des contributions)

	Politique	Société	Economie	Sport	Culture	Bad News	Human Interest	Autres
Chablais	55%	12%	5%	9%	12%	6%	0%	1%
Radio 32	42%	38%	1%	6%	4%	6%	3%	0%
BeO	41%	15%	15%	14%	2%	2%	4%	7%
Yes FM	37%	18%	6%	8%	9%	5%	0%	17%
BNJ RTN	36%	8%	18%	13%	11%	5%	0%	9%
Munot	35%	15%	2%	24%	6%	6%	5%	7%
Fiume Ticino	34%	15%	9%	3%	8%	19%	1%	11%
Radio 1	33%	12%	2%	11%	7%	17%	1%	17%
Zürisee	33%	12%	13%	2%	2%	24%	4%	10%
Capital FM (neu Bern1)	33%	20%	15%	8%	4%	17%	0%	3%
Rhône	32%	19%	17%	8%	7%	6%	0%	11%
Radio 24	31%	17%	4%	17%	6%	5%	2%	18%
Central	31%	16%	7%	18%	10%	5%	5%	8%
Sunshine	31%	23%	6%	14%	9%	7%	1%	9%
Lausanne FM	31%	8%	8%	15%	22%	6%	0%	10%
Engiadina	30%	32%	14%	5%	15%	2%	0%	2%
Rouge FM	29%	30%	3%	9%	8%	9%	0%	12%
Basilisk	27%	22%	7%	14%	6%	11%	1%	12%
3iii	26%	24%	10%	1%	4%	21%	0%	14%
Energy Zürich	25%	21%	6%	4%	15%	23%	1%	5%
Rottu	25%	28%	17%	3%	4%	13%	4%	6%
Canal 3 français	25%	14%	10%	14%	23%	9%	3%	2%
Top	24%	17%	23%	6%	7%	7%	1%	15%
FM 1	24%	11%	7%	7%	3%	38%	3%	7%
Freiburg deutsch	24%	22%	10%	16%	23%	3%	0%	2%
Pilatus	24%	24%	5%	22%	14%	4%	1%	6%
One FM	24%	17%	14%	8%	27%	2%	1%	7%
Grischa	23%	35%	10%	9%	16%	2%	1%	4%
BNJ RFJ	22%	13%	20%	15%	21%	4%	0%	5%
Argovia	21%	14%	10%	8%	6%	32%	3%	6%
Neo1	20%	28%	21%	16%	2%	6%	3%	4%
Fribourg français	20%	24%	6%	13%	26%	2%	7%	2%
Canal 3 deutsch	15%	25%	16%	5%	16%	13%	1%	9%
Energy Bern	12%	28%	15%	7%	23%	8%	3%	4%
BNJ RJB	12%	34%	22%	10%	16%	3%	1%	2%
Energy Basel	11%	32%	5%	16%	10%	16%	1%	9%
Radio 105	4%	30%	4%	9%	6%	4%	37%	6%
GRRIF	0%	22%	43%	0%	35%	0%	0%	0%
Moyenne	26%	21%	11%	10%	12%	10%	3%	7%

Classement selon les pourcentages "Politique"; source: Etude Publicom sur les radios privées 2012

3 Formes journalistiques en pourcents

(Prime Times, contributions)

	Annonce	Déclaration	Rapport	Entretien	Entretien en studio (live)	Autres
Yes FM	55%	17%	7%	9%	1%	11%
BeO	54%	16%	17%	6%	1%	6%
FM 1	53%	16%	19%	2%	0%	10%
Rouge FM	53%	20%	2%	6%	0%	19%
Munot	52%	15%	15%	8%	5%	5%
Freiburg deutsch	52%	19%	19%	4%	0%	6%
Basilisk	51%	20%	20%	4%	3%	2%
Canal 3 français	51%	10%	5%	21%	0%	13%
Central	49%	20%	16%	7%	2%	6%
Sunshine	48%	20%	19%	7%	3%	3%
Radio 24	47%	18%	19%	5%	2%	9%
Neo1	47%	22%	22%	5%	1%	3%
Lausanne FM	47%	14%	7%	20%	0%	12%
Radio 32	46%	18%	18%	9%	8%	1%
Zürisee	46%	18%	15%	12%	2%	7%
Top	46%	20%	22%	4%	2%	6%
Rottu	46%	9%	9%	10%	17%	9%
Pilatus	46%	22%	17%	8%	1%	6%
Canal 3 deutsch	45%	19%	20%	9%	0%	7%
Grischa	44%	19%	11%	11%	11%	4%
Energy Basel	43%	21%	7%	6%	9%	14%
Capital FM (neu Bern1)	43%	20%	17%	10%	1%	9%
Chablais	43%	11%	8%	13%	22%	3%
Rhône	43%	14%	7%	19%	10%	7%
Argovia	42%	20%	19%	9%	2%	8%
Engiadina	42%	21%	12%	7%	11%	7%
BNJ RJB	39%	8%	9%	14%	9%	21%
Fribourg français	39%	13%	8%	10%	10%	20%
3iii	39%	11%	16%	12%	0%	22%
Energy Zürich	38%	17%	10%	9%	10%	16%
Energy Bern	37%	17%	7%	6%	15%	18%
GRRIF	37%	10%	26%	13%	3%	11%
One FM	37%	6%	8%	32%	13%	4%
BNJ RTN	36%	8%	15%	23%	6%	12%
BNJ RFJ	35%	9%	11%	22%	7%	16%
Fiume Ticino	35%	13%	15%	24%	4%	9%
Radio 105	34%	9%	10%	28%	10%	9%
Radio 1	32%	12%	18%	13%	13%	12%
Moyenne	44%	16%	14%	12%	6%	10%

Classement selon les pourcentages "Annonce"; source: Etude Publicom sur les radios privées 2012

4 Structure du programme en pourcents (Prime Times, durée totale)

	Musique	Information	Animation	Layout	Service	Publicité	Autres
GRRIF	78%	10%	6%	2%	1%	1%	2%
Engiadina	72%	16%	5%	3%	2%	2%	0%
Neo1	72%	13%	5%	3%	3%	3%	1%
FM 1	71%	11%	5%	4%	3%	6%	0%
Capital FM (neu Bern1)	69%	14%	7%	3%	3%	4%	0%
Top	68%	16%	5%	3%	3%	5%	0%
Canal 3 fran- çais	68%	19%	5%	3%	3%	2%	0%
Yes FM	68%	12%	3%	6%	2%	9%	0%
Basilisk	67%	14%	5%	5%	3%	6%	0%
Energy Basel	67%	12%	9%	4%	2%	5%	1%
Radio 32	67%	14%	5%	5%	3%	6%	0%
Grischa	67%	17%	6%	3%	2%	4%	1%
Freiburg deutsch	67%	15%	8%	4%	3%	3%	0%
Pilatus	67%	13%	8%	4%	4%	4%	0%
Energy Bern	67%	13%	9%	4%	3%	4%	0%
Zürisee	66%	15%	3%	3%	4%	8%	1%
Canal 3 deutsch	66%	17%	6%	3%	4%	4%	0%
Munot	64%	21%	4%	3%	3%	4%	1%
Sunshine	64%	18%	7%	2%	4%	5%	0%
Lausanne FM	64%	11%	6%	5%	4%	8%	2%
Radio 24	63%	13%	8%	5%	4%	7%	0%
Energy Zürich	63%	13%	9%	4%	4%	7%	0%
Radio 105	62%	9%	11%	10%	3%	4%	1%
One FM	61%	12%	8%	4%	4%	9%	2%
Argovia	60%	17%	6%	4%	4%	8%	1%
Radio 1	60%	18%	6%	4%	5%	7%	0%
Rottu	58%	24%	3%	3%	5%	7%	0%
Rouge FM	57%	10%	11%	6%	4%	10%	2%
3iii	57%	10%	9%	3%	4%	17%	0%
Fiume Ticino	57%	10%	12%	5%	3%	12%	1%
Fribourg français	54%	29%	5%	3%	3%	5%	1%
Rhône	52%	23%	6%	4%	5%	8%	2%
BNJ RJB	50%	26%	8%	6%	2%	5%	3%
Chablais	49%	24%	8%	4%	5%	6%	4%
BeO	48%	27%	12%	4%	4%	5%	0%
Central	47%	35%	4%	3%	5%	6%	0%
BNJ RTN	47%	29%	7%	5%	3%	6%	3%
BNJ RFJ	46%	27%	8%	6%	4%	7%	2%
Moyenne	62%	17%	7%	4%	3%	6%	1%

Classement selon les pourcentages "Musique"; source: Etude Publicom sur les radios privées 2012