

TV Streaming Report 2026

Switzerland

Internet TV in Switzerland remains dominant: IPTV consolidates its leading position

TV streaming¹ is now firmly embedded in everyday television viewing for the Swiss population: 78 per cent use streaming services at least partially for their TV consumption. In total, 71 per cent of households receive television via the internet² (stable year-on-year). Many households use multiple reception methods in parallel: 39 per cent via IPTV³ and 32 per cent via TV streaming services.

More than half can imagine using TV services exclusively via the internet or are already doing so. This figure therefore remains stable at a high level (54%, 2025: 56%). The trend is even clearer when looking at the primary TV reception method: IPTV remains firmly in first place at 37 per cent (up from 34% in 2025), followed by TV streaming at 29 per cent (30% in 2025). Cable follows at 25 per cent and satellite at 4 per cent, with both figures remaining stable year-on-year.

While technical barriers to entry continue to diminish, the challenge has shifted to the need to make choices within an increasingly fragmented streaming landscape.

The advantages of TV streaming continue to attract users: for 41 per cent of respondents, time-shifted viewing remains the most important benefit (42% in 2025), followed by use across multiple devices (38%, 2025: 37%) and the ability to watch television while on the move (35%, 2025: 36%). Improved picture quality is also becoming more relevant, rising slightly from 19 to 20 per cent.

This report is based on an online YouGov survey conducted on behalf of Zattoo among 1,000 people in Switzerland between 9 and 19 February 2026. The results were weighted and are representative of the Swiss population aged 16 to 69.⁴ Zattoo has conducted the study annually since 2015, analysing the development of TV and streaming consumption in Switzerland.

Internet TV remains the most important reception mode in Switzerland

Internet TV maintains its favoured status in Switzerland among reception modes: IPTV leads clearly with 39 per cent, followed by TV streaming at 32 per cent (both stable year-on-year). Traditional reception methods, by contrast, continue to decline slightly: cable 32 to 30 per cent; satellite 10 to 9 per cent.

The shift is even more pronounced when examining the primary reception method: IPTV expands its lead to 37 per cent (up from 34% in 2025), followed by TV streaming at 29 per cent (2025: 30%), cable at 25 per cent (2025: 25%), and satellite at just 4 per cent (2025: 3%).

Streaming becomes mainstream, with easy access and orientation becoming decisive

Traditional barriers to adopting TV streaming are also losing importance in Switzerland. The proportion of non-users who perceive TV streaming as "too expensive" fell from 27 to 22 per cent. Concerns about internet connection stability declined significantly from 10 to 4 per cent.

Those arguing that traditional television is sufficient also fell significantly from 41 to 31 per cent. This means key reservations about streaming are increasingly disappearing. For the first time, however, 12 per cent of non-users cite the large number of apps and subscriptions as a barrier.

Online video consumption stabilises while live TV holds steady

YouTube remains the most widely used online video platform at 63% (2025: 65%), while use of live TV via the internet remains stable at 41%. Video-on-demand services have declined slightly from 24% to 22%, and media libraries from 22% to 21%. Consumption patterns are settling at a consistently high level.

Looking ahead, confidence in live TV remains strong: 82 per cent of respondents expect still to be using live TV in five years' time (2025: 81%).

TV streaming becomes established on the television screen

Smart TVs are strengthening their role as the favourite device for TV streaming: 58 per cent of respondents now use it for this purpose (up from 53% in 2025). This continues the upward trend seen in previous years.

Other devices lag significantly behind: 43 per cent stream via smartphone (45% in 2025), 38 per cent via laptop or PC (39% in 2025), and 24 per cent via tablet (28% in 2025).

Streaming is being used more flexibly

Short-term subscription models continue to gain importance: 27 per cent of Swiss consumers deliberately take out streaming subscriptions only for limited periods, e.g., to watch individual series, films, or sporting events (26% in 2025).

Price pressure remains noticeable: 19 per cent cancelled a streaming subscription in the past year for cost reasons (21% in 2025). More than half (53%) switched to a cheaper service after cancelling (52% in 2025), while 23 per cent opted for a free alternative (26% in 2025).

Willingness to switch TV provider also remains high: 29 per cent can imagine changing TV provider within the next twelve months (31% in 2025). Swiss households therefore remain open to changes in their personal TV set-up. The trend shows that streaming services are increasingly being used more flexibly and situationally, while traditional long-term subscription models are losing importance for many users.

Conclusions

In Switzerland, internet TV remains the prevalent mode of reception through IPTV services and/or TV streaming platforms such as Zattoo. While streaming usage overall remains high and stable, the way it is being used continues to change significantly: streaming is becoming more flexible and increasingly developing into a natural part of everyday television viewing. Live TV remains relevant and is already firmly established in a streaming context in Switzerland.

Best regards,



Tina Rodriguez
CEO ad interim at Zattoo

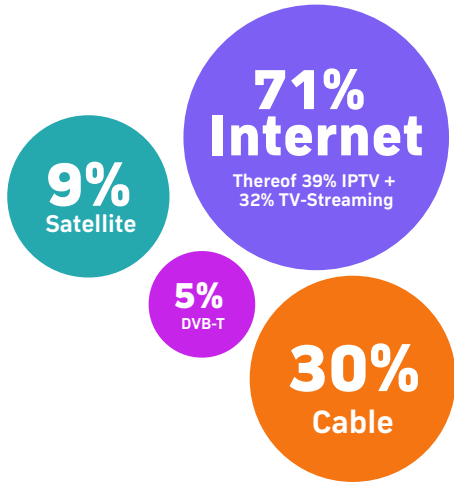
¹ TV streaming refers to "over-the-top" (OTT) television services that are accessible via the internet independently of the internet provider (e.g. Zattoo).

² Internet TV, as used in this report, refers to linear television received via the internet. It encompasses both IPTV services provided by telecommunications companies and TV streaming services (OTT).

³ IPTV refers to television services provided by telecommunications companies via the respective provider's own network.

⁴ The data in this survey are based on online interviews with members of the YouGov sample who agreed in advance to participate. A total of 1,000 people were surveyed between 9 and 19 February 2026. Quotas were applied by age, gender and region, and the results were subsequently weighted accordingly. The findings are representative of the Swiss population aged 16 to 69. As multiple reception methods are recorded and older age groups are not included, reception shares may differ from those in market-wide household studies.

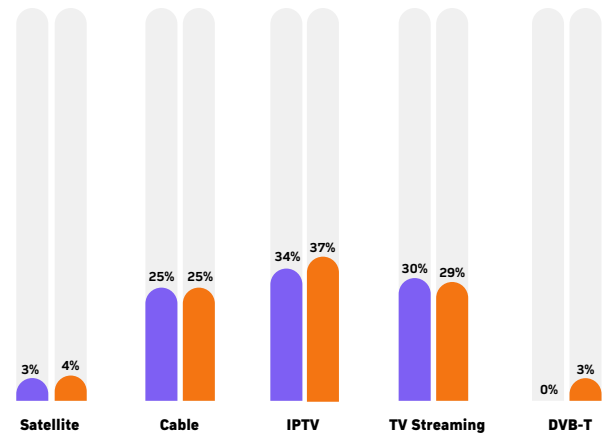
1 How do you receive television programs in your household? (Multiple answers possible)



Base
2025: 1,021
2026: 1,000
Multiple answers possible

2 Which reception method do you mainly use for television programs in your household? (One answer)

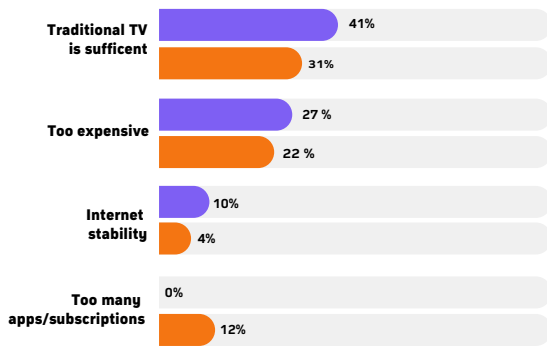
■ 2025 ■ 2026



Base
2025: 877
2026: 855
Single answer only

3 Why have you not used TV streaming services so far? (Multiple answers possible)

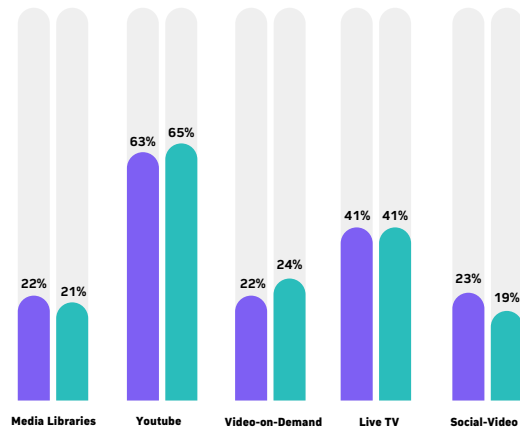
■ 2025 ■ 2026



Base
2025: 195
2026: 198
Multiple answers possible

4 Which television or video services do you use via the internet? (Multiple answers possible)

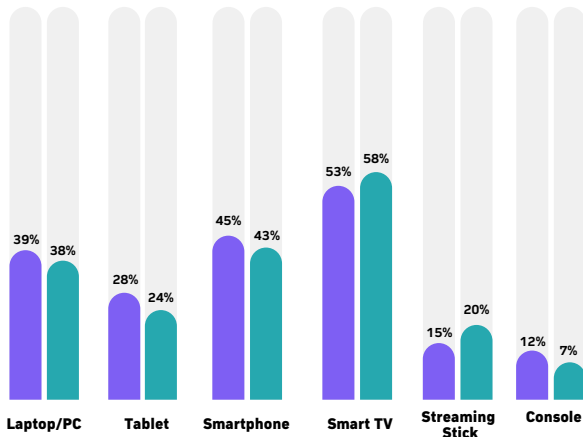
■ 2025 ■ 2026



Base
2025: 1,021
2026: 1,000
Multiple answers possible

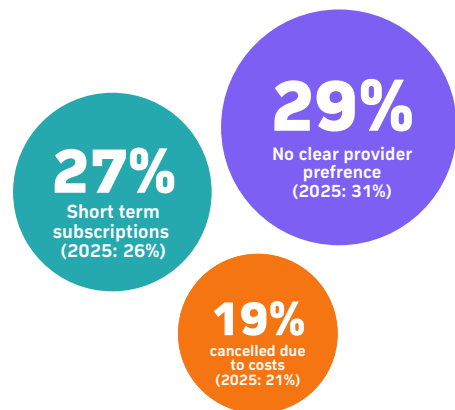
5 On which devices do you watch television via the internet? (Multiple answers possible)

■ 2025 ■ 2026



Base
2025: 682
2026: 657
Multiple answers possible

6 Streaming is becoming more flexible and less tied to providers



Base
2025: 1,021
2026: 1,000