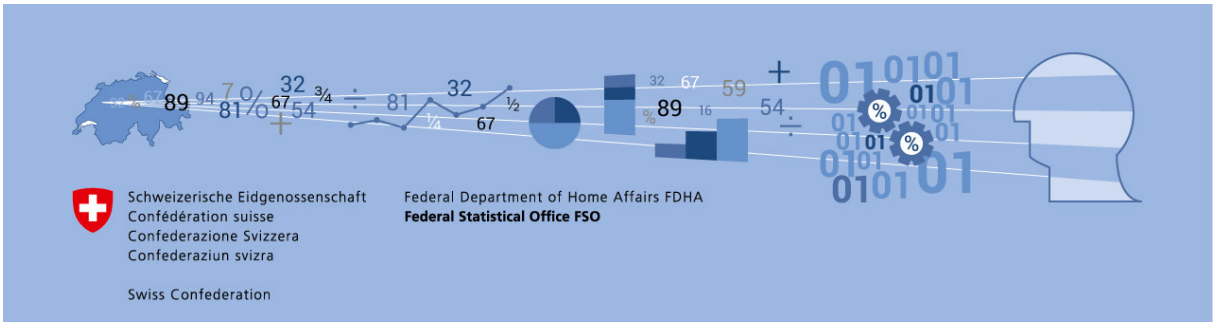

Press release

Embargo: 27.11.2026, 8:30

16 Culture, media, information society, sport
Video on demand (VoD) in Switzerland in 2025

Video on demand (VoD) viewing in 2025: Fall in film viewing, series take the lead

Film viewing on subscription-based streaming platforms fell by 7% in 2024–2025. Fiction films account for nearly 90% of the films watched. American productions continue to dominate, while Swiss films, animated films and documentaries are becoming more popular. Among subscribers, series episodes account for almost nine out of ten views. These are the main findings from the Video on Demand (VoD) Statistics, which the Federal Statistical Office (FSO) has just updated for the year 2025 and which include its first figures on series.

You can find the complete text of the press release in German, French or Italian:

For German see: www.statistik.admin.ch/news/2026-0197

For French see: www.statistique.admin.ch/news/2026-0197

For Italian see: www.statistica.admin.ch/news/2026-0197