



## Profile

### Schweizer Radio und Fernsehen (SRF)

#### Public service

Radio, television and multimedia – Schweizer Radio und Fernsehen (SRF) serves the public with a varied, high-quality offering. The Enterprise encourages freedom of opinion by providing comprehensive and objective news and information services, reflects cultural values, and both educates and entertains its audience. Services are aimed at the entire population of German-speaking Switzerland and take into account the interests of the mainstream and minorities alike. In this way, SRF helps to further social cohesion and mutual understanding. With principal studios in Zurich, Basel and Bern, as well as regional studios in Aarau, Chur, Lucerne and St. Gallen, SRF is strongly rooted in the region which it serves.

#### Diversity

SRF fulfils its public service remit in a variety of ways – with six radio stations (Radio SRF 1, Radio SRF 2 Kultur, Radio SRF 3, Radio SRF 4 News, Radio SRF Musikwelle, and Radio SRF Virus) and three television channels (SRF 1, SRF zwei, and SRF info), complementary multimedia (website srf.ch including on demand player for audio and video, teletext, mobile services, podcasts, live streams etc.), and its commitments to Swiss Satellite Radio (Swiss Pop, Swiss Jazz, Swiss Classic) and 3sat. The success of SRF services among their target audiences is founded on their journalistic quality.

#### Media convergence

SRF came into being on 1 January 2011 from the combination of Schweizer Radio DRS and Schweizer Fernsehen – part of the convergence project run by SRG in German-speaking Switzerland. As a merger of its two forerunner enterprises, SRF represents a response to technological change in the media, to shifts in consumption patterns among the audience, and to the constricted financial framework within which it operates.

#### Part of SRG

SRF is the largest Enterprise Unit within SRG, which encompasses a total of 17 radio and 7 television stations, as well as complementary websites and teletext services in four language regions. As a non-profit enterprise, SRG receives around 75 per cent of its funding from licence fee revenues and around 25 per cent from its commercial activities. It is politically and financially autonomous.

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