

Analyse der Radioprogramme der SRG SSR 2012

Tabellenband

**Eine Untersuchung der Publicom AG
im Auftrag des Bundesamts für Kommunikation**

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Inhaltsverzeichnis

1. Deutsche und rätoromanische Schweiz	3
1.1. Information	3
1.1.1. Programmstruktur	3
1.1.2. Sprachen	3
1.1.3. Beitragsarten	4
1.1.4. Journalistische Form	4
1.1.5. Themen	5
1.1.6. Ereignisorte	6
1.1.7. Regionalbezug	7
1.1.8. Quellentransparenz	8
1.2. Musik	9
2. Romandie	11
2.1. Information	11
2.1.1. Structure des programmes	11
2.1.2. Langues	11
2.1.3. Genre de la contribution	12
2.1.4. Forme journalistique	12
2.1.5. Thèmes	13
2.1.6. Lieux de l'action/de l'événement	14
2.1.7. Références régionales	15
2.1.8. Transparence de la source journalistique	16
2.2. Musique	17
3. Svizzera italiana	19
3.1. Informazione	19
3.1.1. Articolazione del palinsesto	19
3.1.2. Lingua	19
3.1.3. Articolazione	20
3.1.4. Tipo di contributo informativo	20
3.1.5. Temi	21
3.1.6. Luogo dell'evento	22
3.1.7. Riferimenti regionali	23
3.1.8. Trasparenza della fonte	24
3.2. Musica	25

1. Deutsche und rätoromanische Schweiz

1.1. Information

1.1.1. Programmstruktur

Tabelle 1: Programmstruktur (Basis: Anteile in % der Gesamtsendezeit)

Beitragstyp	DRS 1	DRS 2	DRS 3	DRS 4 news	Musikwelle	Virus	Rumantsch
Musik	45.1%	52.1%	63.6%	0.5%	71.3%	79.5%	58.4%
Information	32.5%	37.5%	17.2%	85.2%	17.4%	10.6%	25.8%
Moderation	10.5%	5.6%	10.3%	7.0%	6.3%	5.4%	9.0%
Service	5.0%	1.8%	4.3%	3.7%	2.3%	2.0%	3.2%
Unterhaltung	4.3%	2.1%	1.5%	0.0%	1.2%	0.2%	1.1%
Layout	2.3%	0.9%	2.2%	3.7%	1.5%	2.2%	1.3%
Werbung	0.3%	0.0%	0.3%	0.0%	0.1%	0.0%	0.1%
Live-Sport	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	1.1%
Sonstiges	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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1.1.2. Sprachen

Tabelle 2: Sprachen (Basis: Alle Informationsbeiträge, Dauer)

Sprachen	DRS 1	DRS 2	DRS 3	DRS 4 news	Musikwelle	Virus	Rumantsch
Schweizerdeutsch	49.8%	3.8%	53.5%	6.0%	19.3%	33.8%	1.3%
Hochdeutsch	48.1%	92.3%	45.6%	92.1%	77.8%	63.0%	21.2%
Hochdeutsch/schweizerdeutsch (gemischt)	0.9%	0.3%	0.1%	0.0%	0.5%	0.0%	0.0%
Englisch	0.7%	2.9%	0.5%	0.9%	1.0%	2.8%	2.2%
Französisch	0.3%	0.6%	0.2%	0.5%	0.9%	0.3%	0.4%
Italienisch	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
Rätoromanisch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	74.4%
Andere Sprache	0.2%	0.1%	0.0%	0.4%	0.4%	0.0%	0.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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1.1.3. Beitragsarten

Tabelle 3: Beitragsarten (Basis: Alle Informationsbeiträge, Dauer)

Beitragsart	DRS 1	DRS 2	DRS 3	DRS 4 news	Musikwelle	Virus	Rumantsch
Informationsbeitrag	62.2%	62.4%	55.9%	75.8%	57.0%	45.9%	48.9%
Nachrichtenbeitrag	21.4%	14.2%	37.4%	17.2%	37.8%	53.9%	24.9%
Feature/Reportage	16.1%	22.6%	6.2%	6.8%	2.4%	0.0%	24.3%
Kirche	0.0%	0.9%	0.0%	0.0%	2.2%	0.0%	1.0%
Informations-Ausschnitt	0.3%	0.0%	0.4%	0.2%	0.4%	0.2%	0.9%
Informations-Sonstiges	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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1.1.4. Journalistische Form

Tabelle 4: Journalistische Form (Basis: Alle Informationsbeiträge, Dauer)

	DRS 1	DRS 2	DRS 3	DRS 4 news	Musikwelle	Virus	Rumantsch
Interview	24.2%	15.2%	18.8%	37.7%	18.0%	8.0%	12.9%
Meldung	21.1%	14.3%	33.5%	17.2%	31.2%	41.7%	24.0%
Bericht	18.3%	21.7%	16.6%	24.4%	29.4%	16.0%	22.9%
Studiogespräch (live)	14.7%	20.1%	19.1%	8.9%	3.6%	22.2%	11.4%
Statement	8.6%	13.7%	6.5%	7.8%	8.6%	5.6%	11.2%
Biographie/Portrait	4.0%	3.5%	0.3%	0.5%	0.9%	0.2%	3.7%
Zitat	2.0%	1.8%	0.0%	0.1%	0.3%	0.0%	0.0%
Live-Übertragung	1.3%	0.0%	0.3%	0.0%	0.1%	0.0%	1.1%
Rezension/Kritik	1.2%	3.0%	0.0%	0.3%	0.0%	0.2%	0.0%
Schlagzeilen	1.1%	0.7%	2.4%	1.5%	2.3%	4.6%	2.2%
Interpretation/ Erklärstück	0.9%	1.3%	0.6%	0.0%	1.1%	0.0%	1.4%
Atmo/Effekte/ Ausschnitte	0.9%	0.9%	0.5%	0.3%	0.5%	0.0%	0.7%
Musik-/Film-/ Archiv-O-Ton	0.8%	2.4%	0.7%	0.8%	1.2%	1.3%	5.2%
Presseschau	0.7%	0.3%	0.4%	0.0%	0.0%	0.0%	1.4%
Kommentar/Kolumne	0.3%	0.2%	0.0%	0.2%	2.4%	0.0%	1.1%
Sonstiges	0.0%	0.9%	0.2%	0.2%	0.2%	0.0%	0.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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1.1.5. Themen

Tabelle 5: Themen (Basis: Alle Informationsbeiträge, Dauer)

	DRS 1	DRS 2	DRS 3	DRS 4 news	Musikwelle	Virus	Rumantsch
Politik	28.1%	23.8%	26.7%	38.9%	38.6%	34.2%	23.3%
Gesellschaft	27.5%	7.4%	19.4%	12.6%	13.5%	6.0%	23.2%
Kultur	15.5%	42.5%	13.9%	11.3%	11.2%	31.4%	17.5%
Wirtschaft	7.8%	5.1%	7.6%	15.4%	12.5%	6.3%	9.4%
Sport	6.5%	1.0%	15.3%	5.1%	5.0%	5.0%	13.6%
Bad News	4.7%	4.9%	7.1%	5.5%	7.2%	8.8%	3.9%
Wissenschaft/ Forschung/Technik	3.4%	6.8%	3.0%	4.9%	2.3%	0.2%	2.1%
Umwelt	2.7%	3.5%	3.2%	2.1%	4.6%	1.8%	3.4%
Recht/Justiz	2.6%	2.6%	3.1%	4.3%	3.4%	6.2%	3.0%
Übrige Themen	1.1%	2.5%	0.7%	0.0%	1.7%	0.1%	0.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Tabelle 6: Erwähnung konzessionsrechtlich relevanter Themen (Basis: Alle Informationsbeiträge, Dauer in sec.)

	DRS 1		DRS 2		DRS 3		DRS 4 news		Musikwelle		Virus		Rumantsch	
	Sec	%	Sec	%	Sec	%	Sec	%	Sec	%	Sec	%	Sec	%
Austausch/Zusammen- halt Landesteile/Sprach- gemeinschaften	116		88		0		1'095		293		215		5'036	
	0.1%		0.1%		0.0%		0.3%		0.4%		0.5%		5.3%	
Austausch/Zusammen- halt Religionen/ Kulturen	0		44		4		0		466		0		8'004	
	0.0%		0.0%		0.0%		0.0%		0.7%		0.0%		8.4%	
Schweizer Kultur (Literatur, Kunst, Film)	8'626		10'024		4'319		17'198		6'149		8'533		9'136	
	6.8%		6.9%		6.5%		5.1%		9.1%		21.2%		9.6%	
Integration der Ausländer	26		70		0		294		293		36		821	
	0.0%		0.0%		0.0%		0.1%		0.4%		0.1%		0.9%	
Auslandschweizer	580		244		0		69		21		0		1'490	
	0.5%		0.2%		0.0%		0.0%		0.0%		0.0%		1.6%	

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1.1.6. Ereignisorte

Tabelle 7: Ereignisorte (Basis: Alle Informationsbeiträge mit Ortsangabe, Dauer)

	DRS 1	DRS 2	DRS 3	DRS 4 news	Musikwelle	Virus	Rumantsch
Schweiz (national)	29.3%	18.1%	33.5%	29.8%	28.1%	32.5%	18.8%
Bern	1.4%	0.2%	1.6%	1.6%	1.2%	1.4%	1.2%
Zürich	4.6%	4.2%	1.0%	2.7%	1.0%	1.3%	0.3%
Basel	3.9%	1.1%	0.4%	1.8%	1.4%	0.6%	3.4%
Deutsche Schweiz (übrige)	15.1%	4.9%	14.2%	6.0%	13.5%	6.0%	8.8%
Rätoromanische Schweiz	0.3%	0.6%	0.4%	0.5%	1.3%	0.0%	35.3%
Genf	2.0%	0.8%	0.7%	1.9%	0.8%	0.2%	0.3%
Lausanne	0.1%	0.2%	0.6%	0.7%	0.2%	1.2%	0.5%
Westschweiz (übrige)	1.1%	2.1%	0.6%	1.2%	0.9%	4.1%	1.3%
Sotto Ceneri	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Sopra Ceneri	0.1%	0.2%	0.0%	0.3%	0.2%	0.0%	0.5%
Italienische Schweiz (übrige)	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%	0.1%
Ausland/Sonstiger Ort	41.9%	67.3%	46.9%	52.7%	51.5%	52.4%	29.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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1.1.7. Regionalbezug

Tabelle 8: Regionalbezug (Basis: Alle Informationsbeiträge mit Regionalbezug, Dauer, Mehrfachnennungen)

	DRS 1	DRS 2	DRS 3	DRS 4 news	Musikwelle	Virus	Rumantsch
Zürich	32.3%	34.7%	24.4%	35.5%	31.5%	49.1%	16.0%
Lausanne	1.8%	8.1%	4.1%	4.0%	2.8%	12.1%	2.2%
Bern	20.7%	12.8%	21.4%	24.1%	24.2%	22.0%	5.8%
Luzern	15.1%	6.9%	6.8%	5.9%	8.2%	21.3%	2.8%
Basel	16.0%	21.5%	29.2%	15.4%	8.5%	7.8%	6.9%
St. Gallen	6.8%	14.2%	13.4%	3.4%	13.9%	5.1%	0.7%
Genf	1.9%	5.2%	3.9%	9.9%	4.9%	1.9%	2.8%
Aarau-Olten	1.7%	1.1%	1.8%	0.5%	4.9%	1.3%	0.3%
Chur	6.7%	8.3%	7.4%	3.9%	16.8%	4.0%	77.1%
Biel	1.6%	0.8%	2.2%	0.7%	0.9%	0.7%	1.7%
Berner Oberland	8.0%	1.4%	9.2%	5.9%	12.8%	3.6%	3.9%
Sotto Ceneri	0.1%	0.3%	0.3%	1.9%	0.1%	0.0%	0.4%
Neuchâtel	2.2%	1.5%	0.8%	3.6%	1.7%	0.2%	0.3%
Bas Valais	0.7%	1.8%	0.8%	0.9%	0.5%	0.3%	0.2%
Fribourg	1.8%	0.9%	3.6%	1.3%	2.3%	1.5%	2.2%
Sopra Ceneri	0.5%	0.6%	0.1%	0.6%	2.9%	0.3%	0.5%
Solothurn	3.9%	0.4%	1.1%	3.7%	0.9%	3.2%	0.0%
Schaffhausen	0.6%	7.7%	0.2%	0.4%	0.0%	0.0%	0.0%
Oberwallis	2.6%	6.3%	2.3%	1.1%	5.2%	1.7%	1.9%
Jura	0.0%	0.2%	0.0%	1.7%	0.3%	0.0%	0.3%
Tessin	0.4%	0.8%	0.8%	2.8%	0.9%	1.4%	1.3%
Romandie	0.0%	0.3%	0.4%	2.6%	0.0%	0.0%	0.1%
Andere	3.9%	1.0%	2.0%	0.5%	0.7%	0.0%	3.8%
Total	129.2%	137.0%	136.1%	130.3%	144.9%	137.8%	131.2%

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1.1.8. Quellentransparenz

Tabelle 9: Quellenangabe (Basis: Alle Informationsbeiträge, Dauer)

	DRS 1	DRS 2	DRS 3	DRS 4 news	Musikwelle	Virus	Rumantsch
Ja	81.1%	74.7%	73.0%	80.1%	69.9%	79.3%	79.1%
Nein	18.9%	25.3%	27.0%	19.9%	30.1%	20.7%	20.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Tabelle 10: Quellenzugang (Basis: Alle Informationsbeiträge, Dauer)

	DRS 1	DRS 2	DRS 3	DRS 4 news	Musikwelle	Virus	Rumantsch
Erkennbar	61.8%	58.2%	52.9%	59.3%	43.6%	60.1%	50.1%
Nicht erkennbar	38.2%	41.8%	47.1%	40.7%	56.4%	39.9%	49.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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1.2. Musik¹

Tabelle 11: Musikstile (Basis: Alle Musik-Beiträge, Anzahl Titel)

	DRS 1	DRS 2	DRS 3	Musikwelle	Virus	Rumantsch
Barock	0.0%	26.1%	0.0%	0.0%	0.0%	0.0%
Black-HipHop/Rap	0.0%	0.0%	0.5%	0.0%	9.0%	0.5%
Black-Soul/Funk	5.0%	1.4%	6.2%	0.0%	2.8%	3.2%
Chanson	0.0%	0.0%	0.5%	2.2%	0.0%	0.5%
Dance-House	0.0%	0.0%	1.0%	0.0%	3.8%	0.0%
Dance-Progressive	0.0%	0.0%	0.5%	0.0%	7.5%	0.0%
Dance-Techno	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Evergreen	0.8%	0.0%	0.0%	1.3%	0.0%	0.0%
Folk/Country	3.3%	0.0%	0.0%	0.0%	0.9%	1.1%
Int. Folklore/Ethno	0.8%	0.0%	0.0%	0.0%	0.0%	0.5%
Jazz/Fusion	0.8%	20.4%	0.0%	0.0%	0.0%	0.0%
Klassik	0.8%	9.9%	0.0%	0.4%	0.0%	2.1%
Neue Musik	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%
Operette/Musical	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%
Pop-Chanson	3.3%	0.0%	0.0%	3.5%	0.5%	1.6%
Pop-Disco/Dancefloor	4.1%	0.0%	6.2%	0.0%	4.2%	0.0%
Pop-Folk/Country	9.9%	3.5%	3.6%	1.8%	3.8%	5.3%
Pop-HipHop	0.0%	0.0%	2.6%	0.0%	1.4%	0.0%
Pop-Reggae/Latino/ Ethno	7.4%	0.0%	9.8%	4.4%	0.9%	1.1%
Pop-Rock	6.6%	0.0%	20.1%	0.0%	12.7%	19.1%
Pop-Schlager	2.5%	0.0%	0.0%	14.5%	0.0%	1.1%
Pop-Synthie	0.0%	0.0%	0.0%	0.0%	9.9%	0.0%
Pop-Soul	3.3%	0.0%	4.1%	0.0%	0.9%	4.8%
Pop-Swing	0.0%	0.0%	0.5%	0.4%	0.0%	2.1%
Pop	46.3%	0.0%	27.8%	7.0%	18.9%	36.7%
Reggae/Latino/Ethno	0.8%	0.0%	7.7%	0.0%	0.5%	0.0%
Rock-Alternative	0.0%	0.0%	4.1%	0.0%	20.3%	0.0%
Rock-Bues/Rythm 'n' Blues	0.8%	0.0%	0.5%	0.0%	0.5%	1.1%
Rock-Mainstream	0.0%	0.0%	4.1%	0.0%	0.5%	3.2%

¹ Ohne DRS 4 news, da in dessen Programm keine Musik gespielt wird

Fortsetzung	DRS 1	DRS 2	DRS 3	Musikwelle	Virus	Rumantsch
Rock 'n' Roll	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%
Schlager	0.0%	0.0%	0.0%	17.1%	0.0%	0.5%
Romantik	0.0%	23.2%	0.0%	0.0%	0.0%	0.0%
Swing/Jazz/Dixieland	1.7%	4.9%	0.0%	3.5%	0.5%	0.0%
Tanzmusik	0.8%	0.0%	0.0%	9.2%	0.0%	0.0%
Volkstümlich	0.0%	0.0%	0.0%	21.1%	0.0%	12.2%
Walzer/Polka/Märsche	0.0%	0.0%	0.0%	11.0%	0.0%	2.1%
Wiener Klassik	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Tabelle 12: Schweizer Interpreten (Basis: Alle Musik-Beiträge, Anzahl Titel)

	DRS 1	DRS 2	DRS 3	Musikwelle	Virus	Rumantsch
Schweizer Interpret	12.4%	19.7%	14.4%	31.6%	33.0%	41.5%
Ausländischer Interpret	87.6%	80.3%	85.6%	68.4%	67.0%	58.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Tabelle 13: Sprachen (Basis: Alle Musik-Beiträge, Anzahl Titel)

	DRS 1	DRS 2	DRS 3	Musikwelle	Virus	Rumantsch
Englisch	67.8%	7.7%	89.2%	3.9%	86.3%	52.1%
Dialekt	6.6%	0.0%	3.1%	8.3%	3.8%	8.0%
Instrumental	5.8%	83.1%	0.5%	40.8%	0.9%	2.7%
Deutsch	5.0%	7.0%	1.5%	35.1%	1.9%	4.3%
Französisch	5.0%	0.0%	1.0%	5.7%	1.9%	4.8%
Italienisch	5.0%	0.7%	2.6%	1.3%	0.0%	5.9%
Spanisch	1.7%	0.0%	0.0%	3.9%	0.0%	1.1%
Gemischt	0.8%	0.0%	0.5%	0.4%	1.4%	0.5%
Rätoromanisch	0.0%	0.0%	0.0%	0.0%	0.0%	20.7%
Andere Sprache	2.5%	1.4%	1.5%	0.4%	3.8%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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2. Romandie

2.1. Information

2.1.1. Structure des programmes

Tableau 14: Structure des programmes (Prorata en % de l'ensemble du temps de diffusion)

Forme de la contribution	La 1ère	Espace 2	Couleur 3	Option Musique
Musique	16.3%	46.9%	61.7%	79.3%
Information	63.6%	41.8%	23.0%	10.6%
Animation	6.6%	5.6%	5.3%	3.5%
Service	1.6%	1.1%	1.2%	3.4%
Divertissement	7.9%	2.9%	4.6%	0.7%
Layout	1.7%	1.7%	3.8%	2.3%
Publicité	1.0%	0.0%	0.5%	0.1%
Live-Sport	1.3%	0.0%	0.0%	0.2%
Autres	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

Publicom 2012

2.1.2. Langues

Tableau 15: Langues (Base d'analyse: toutes les contributions informatives, durée)

Langues	La 1ère	Espace 2	Couleur 3	Option Musique
Français	100.0%	99.8%	99.1%	99.7%
Italien	0.0%	0.2%	0.0%	0.0%
Suisse allemand	0.0%	0.0%	0.3%	0.0%
Allemand	0.0%	0.0%	0.1%	0.1%
Anglais	0.0%	0.0%	0.5%	0.1%
Autre langue	0.0%	0.0%	0.0%	0.1%
Total	100.0%	100.0%	100.0%	100.0%

Publicom 2012

2.1.3. Genre de la contribution

Tableau 16: Genre de la contribution (Base d'analyse: toutes les contributions informatives, durée)

	La 1ère	Espace 2	Couleur 3	Option Musique
Contribution d'information	58.4%	34.9%	59.0%	22.3%
Contribution: nouvelles	22.2%	18.9%	32.0%	64.2%
Feature/reportage	19.4%	43.8%	8.7%	13.2%
Extrait information	0.0%	0.9%	0.3%	0.2%
Information-autres	0.0%	0.0%	0.0%	0.1%
Eglise	0.0%	1.6%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

Publicom 2012

2.1.4. Forme journalistique

Tableau 17: Forme journalistique (Base d'analyse: toutes les contributions informatives, durée)

	La 1ère	Espace 2	Couleur 3	Option Musique
Interview	34.7%	43.5%	23.4%	13.7%
Conversation studio (live)	14.8%	21.6%	4.4%	1.0%
Annonce	11.7%	14.0%	22.6%	44.9%
Récit	20.6%	0.1%	7.1%	13.2%
Musique/film/archives	0.9%	3.3%	6.7%	10.6%
Diffusion live	0.1%	3.7%	0.6%	3.1%
Recension	2.0%	0.2%	3.0%	0.4%
Statement	3.5%	1.5%	6.5%	4.8%
Interprétation	0.8%	0.0%	13.3%	4.5%
Biographie/portrait	6.1%	9.5%	3.4%	3.6%
Revue de presse	2.0%	1.1%	1.1%	0.0%
Brèves	1.0%	0.4%	0.7%	0.0%
Chronique	0.4%	1.1%	5.3%	0.1%
Atmosphère/effets/extraits	0.0%	0.0%	0.1%	0.1%
Sondage	1.3%	0.0%	0.9%	0.1%
Glose	0.1%	0.0%	0.7%	0.0%
Autres	0.0%	0.0%	0.3%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

Publicom 2012

2.1.5. Thèmes

Tableau 18: Thèmes (Base d'analyse: toutes les contributions informatives, durée)

	La 1ère	Espace 2	Couleur 3	Option Musique
Société	24.0%	22.1%	24.0%	7.4%
Culture	22.0%	53.5%	31.6%	26.4%
Politique	22.6%	10.8%	15.9%	28.1%
Sport	6.6%	1.8%	6.3%	8.7%
Economie	6.6%	2.4%	6.2%	11.8%
Mauvaises nouvelles	7.1%	2.5%	5.5%	5.6%
Droit/justice	3.9%	2.0%	4.2%	7.5%
Sciences/recherche/ technique	6.6%	1.2%	5.2%	0.8%
Environnement	0.7%	3.7%	0.6%	1.2%
Autres thèmes	0.0%	0.0%	0.7%	2.5%
Total	100.0%	100.0%	100.0%	100.0%

Publicom 2012

Tableau 19: Sujets liés aux modalités d'exécution du mandat (la concession)

(Base d'analyse: toutes les contributions informatives, durée en sec.)

	La 1ère		Espace 2		Couleur 3		Option Musique	
	Sec.	%	Sec.	%	Sec.	%	Sec.	%
Echange/cohésion des différentes régions/parties linguistiques	4'365	1.7%	884	0.5%	887	1.0%	1'535	4.0%
Echange/cohésion des religions/cultures	3'370	1.3%	0	0.0%	671	0.8%	593	1.6%
Culture suisse (musique, film, art)	29'806	11.9%	13'258	8.2%	4'215	4.9%	2'476	6.5%
Intégration des étrangers	8'598	3.4%	200	0.1%	2'168	2.5%	254	0.7%
Expatriés suisses/suisses à l'étranger	2'000	0.8%	0	0.0%	580	0.7%	88	0.2%

Publicom 2012

2.1.6. Lieux de l'action/de l'événement

Tableau 20: Lieux de l'action/de l'événement

(Base d'analyse: toutes les contributions informatives avec indication du lieu, durée)

	La 1 ^{ère}	Espace 2	Couleur 3	Option Musique
Suisse (nationale)	25.7%	10.3%	16.1%	22.1%
Genève	8.2%	6.3%	4.8%	3.8%
Lausanne	6.5%	6.1%	9.6%	2.6%
Romandie (autres)	6.5%	4.3%	3.7%	15.2%
Berne	2.3%	3.8%	4.8%	3.3%
Zurich	0.3%	1.0%	0.9%	0.9%
Bâle	0.2%	0.1%	0.5%	0.3%
Suisse alémanique (autres)	0.7%	0.0%	0.0%	3.6%
Suisse rhétoromaine	0.0%	0.0%	0.1%	0.1%
Sotto Ceneri	0.0%	0.0%	0.0%	0.0%
Sopra Ceneri	0.3%	0.0%	0.2%	0.0%
Suisse italienne (autres)	0.3%	0.0%	0.1%	0.2%
France	14.6%	29.0%	11.5%	*
Etranger/autres	34.4%	39.1%	47.7%	48.0%
Total	100.0%	100.0%	100.0%	100.0%

*Keine Daten verfügbar

Publicom 2012

2.1.7. Références régionales

Tableau 21: Références régionales

(Base d'analyse: toutes les contributions informatives avec références régionales, durée, plusieurs réponses possibles)

	La 1ère	Espace 2	Couleur 3	Option Musique
Zurich	3.8%	8.2%	10.2%	7.1%
Lausanne	31.5%	25.1%	23.9%	7.1%
Berne	11.0%	17.8%	14.1%	19.7%
Lucerne	0.5%	0.4%	4.8%	1.1%
Bâle	1.4%	0.9%	3.0%	2.3%
Saint-Gall	1.2%	0.0%	0.6%	0.9%
Genève	40.1%	40.0%	28.8%	20.8%
Aarau-Olten	1.0%	0.0%	0.3%	0.6%
Coire	1.2%	0.0%	0.8%	0.0%
Bienne	1.2%	0.6%	4.2%	2.3%
Oberland bernois	2.1%	0.3%	2.7%	1.3%
Sotto Ceneri	0.2%	0.0%	0.4%	0.0%
Neuchâtel	6.0%	5.1%	9.5%	6.2%
Bas Valais	12.1%	5.8%	8.9%	12.8%
Fribourg	7.0%	7.6%	3.4%	9.6%
Sopra Ceneri	0.6%	0.1%	0.1%	0.6%
Solothurn	0.0%	2.2%	0.1%	0.2%
Schaffhouse	0.2%	0.0%	0.0%	0.0%
Haut-Valais	0.0%	0.0%	1.4%	0.0%
Jura	7.0%	1.8%	6.1%	9.2%
Tessin	0.6%	0.4%	1.7%	1.0%
Romandie	4.3%	0.1%	7.1%	9.7%
D'autre référence régionale	0.1%	0.8%	4.1%	3.2%
Total	133.0%	117.3%	136.3%	115.8%

Publicom 2012

2.1.8. Transparence de la source journalistique

Tableau 22: Indication de la source (Base d'analyse: toutes les contributions informatives, durée)

	La 1ère	Espace 2	Couleur 3	Option Musique
Oui	67.5%	85.5%	54.8%	63.8%
Non	32.5%	14.5%	45.2%	36.2%
Total	100.0%	100.0%	100.0%	100.0%

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Tableau 23: Accès à la source (Base d'analyse: toutes les contributions informatives, durée)

	La 1ère	Espace 2	Couleur 3	Option Musique
Mentionné	46.9%	54.1%	51.3%	45.9%
Non mentionné	53.1%	45.9%	48.7%	54.1%
Total	100.0%	100.0%	100.0%	100.0%

Publicom 2012

2.2. Musique

Tableau 24: Styles musicaux (Base d'analyse: toutes les contributions musicales, nombre de titres)

	La 1ère	Espace 2	Couleur 3	Option Musique
Baroque	0.0%	25.6%	0.0%	0.0%
Black-HipHop/Rap	0.0%	0.0%	5.1%	0.0%
Black-Soul/Funk	10.2%	1.7%	12.5%	3.6%
Chanson	6.1%	0.0%	0.0%	5.8%
Dance-House	2.0%	0.0%	1.1%	0.0%
Dance-Progressive	4.1%	0.0%	8.0%	0.0%
Dance-Techno	0.0%	0.0%	0.6%	0.0%
Evergreen	0.0%	0.8%	0.0%	0.0%
Folk/Country	0.0%	0.0%	0.0%	0.9%
Int. Folk/Ehtno	2.0%	5.0%	0.0%	0.0%
Jazz/Fusion	0.0%	3.3%	0.0%	0.4%
Classique	6.1%	7.4%	0.0%	0.0%
Nouvelle musique	2.0%	24.0%	0.0%	0.0%
Opérette/Musical	0.0%	0.0%	0.0%	0.4%
Pop-Chanson	18.4%	3.3%	0.6%	24.9%
Pop-Disco/Dancefloor	2.0%	0.0%	5.1%	0.9%
Pop-Folk/Country	2.0%	0.0%	2.3%	4.4%
Pop-HipHop	0.0%	0.0%	2.8%	0.0%
Pop-Reggae/Latino/Ethno	6.1%	0.0%	3.4%	4.0%
Pop-Rock	4.1%	0.8%	25.6%	18.7%
Pop-Synthie	2.0%	0.0%	2.8%	0.4%
Pop-Soul	0.0%	0.0%	0.0%	1.8%
Pop-Swing	4.1%	0.0%	0.0%	2.2%
Pop	16.3%	0.0%	12.5%	26.2%
Rock-Alternative	2.0%	0.0%	15.9%	0.0%
Rock-Bues/Rythm 'n' Blues	2.0%	0.0%	0.0%	0.9%
Rock-Mainstream	0.0%	0.0%	1.7%	1.3%
Rock 'n' Roll	0.0%	0.8%	0.0%	1.3%
Romantique	4.1%	24.0%	0.0%	0.0%
Swing/Jazz/Dixieland	0.0%	1.7%	0.0%	0.9%
Classique-Viennois	0.0%	0.8%	0.0%	0.0%
Autres	4.1%	0.8%	0.0%	0.9%
Total	100.0%	100.0%	100.0%	100.0%

Publicom 2012

Tableau 25: Interprète suisse (Base d'analyse: toutes les contributions musicales, nombre de titres)

	La 1ère	Espace 2	Couleur 3	Option Musique
Interprète suisse	16.3%	20.7%	11.9%	5.8%
Interprète étranger	83.7%	79.3%	88.1%	94.2%
Total	100.0%	100.0%	100.0%	100.0%

Publicom 2012

Tableau 26: Langues (Base d'analyse: toutes les contributions musicales, nombre de titres)

	La 1ère	Espace 2	Couleur 3	Option Musique
Français	49.0%	15.7%	4.0%	64.9%
Anglais	24.5%	2.5%	92.6%	30.7%
Instrumental	16.3%	67.8%	2.3%	0.4%
Italien	4.1%	1.7%	0.0%	1.3%
Espagnol	0.0%	0.8%	0.0%	1.3%
Allemand	2.0%	4.1%	0.0%	0.0%
Mixte/mélangé	2.0%	0.0%	1.1%	1.3%
Autre	2.0%	7.4%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

Publicom 2012

3. Svizzera italiana

3.1. Informazione

3.1.1. Articolazione del palinsesto

Tabella 27: Articolazione del palinsesto (Base: Durata complessiva)

	Rete Uno	Rete Due	Rete Tre
Musica	39.1%	46.7%	64.7%
Informazione	38.7%	37.8%	18.4%
Conduzione	10.1%	7.4%	9.3%
Servizio	3.8%	2.7%	3.0%
Intrattenimento	1.0%	2.4%	2.4%
Layout	3.5%	2.9%	2.2%
Pubblicità	0.2%	0.0%	0.0%
Live-Sport	3.4%	0.0%	0.0%
Altro	0.1%	0.0%	0.0%
Totale	100.0%	100.0%	100.0%

Publicom 2012

3.1.2. Lingua

Tabella 28: Lingua (Base: Durata complessiva dell'informazione)

Lingua	Rete Uno	Rete Due	Rete Tre
Italiano	99.7%	98.6%	99.5%
Francese	0.0%	1.0%	0.1%
Inglese	0.0%	0.2%	0.2%
Tedesco	0.0%	0.1%	0.0%
Dialetto ticinese	0.2%	0.0%	0.2%
Altro	0.0%	0.0%	0.0%
Totale	100.0%	100.0%	100.0%

Publicom 2012

3.1.3. Articolazione

Tabella 29: Articolazione (Base: Durata complessiva dell'informazione)

	Rete Uno	Rete Due	Rete Tre
Cronaca (Informationsbeitrag)	59.7%	68.1%	71.4%
Notizia (Nachrichtenbeitrag)	39.2%	29.8%	28.0%
Feature/Reportage	0.9%	0.6%	0.0%
Ritaglio d'informazione	0.1%	0.0%	0.7%
Altro informazione	0.1%	0.1%	0.0%
Chiesa	0.0%	1.3%	0.0%
Totale	100.0%	100.0%	100.0%

Publicom 2012

3.1.4. Tipo di contributo informativo

Tabella 30: Tipo di contributo informativo (Base: Durata complessiva dell'informazione)

	Rete Uno	Rete Due	Rete Tre
Intervista	28.2%	23.6%	16.3%
Tavola rotonda (live)	16.6%	11.4%	2.9%
Notizia (Meldung)	22.9%	16.2%	24.0%
Cronaca (Bericht)	17.0%	11.6%	18.5%
Musica/film/archivio	1.2%	0.6%	1.9%
Trasmissione diretta	0.0%	0.1%	2.9%
Recensione	1.2%	5.9%	5.1%
Dichiarazione (Statement)	7.0%	5.1%	8.2%
Interpretazione	1.9%	8.0%	7.0%
Ritratto (Biographie/Portrait)	1.1%	6.3%	6.1%
Rassegna stampa (Presseschau)	1.7%	6.5%	1.8%
Titoli (Schlagzeilen)	0.1%	0.4%	0.6%
Commento/colonna	0.4%	2.2%	0.9%
Atmosfera/effetto/brano	0.2%	0.3%	0.2%
Sondaggio	0.2%	0.2%	2.8%
Citazione	0.2%	0.3%	0.1%
Glossa	0.0%	0.0%	0.6%
Altro	0.2%	1.3%	0.1%
Totale	100.0%	100.0%	100.0%

Publicom 2012

3.1.5. Temi

Tabella 31: Temi (Base: Durata complessiva dell'informazione)

	Rete Uno	Rete Due	Rete Tre
Società	25.8%	17.4%	27.2%
Cultura	14.1%	43.0%	23.5%
Politica	21.2%	13.1%	13.8%
Sport	10.9%	3.1%	12.0%
Economia	10.7%	8.7%	5.6%
Bad News	5.5%	5.5%	5.0%
Autorità e giustizia	6.7%	5.3%	2.7%
Scienza/ricerca/tecnica	4.6%	3.3%	4.5%
Ambiente	0.4%	0.5%	2.8%
Altro	0.0%	0.0%	3.1%
Totale	100.0%	100.0%	100.0%

Publicom 2012

Tabella 32: Temi rilevanti per il mandato (Base: Durata complessiva dell'informazione)

	Rete Uno		Rete Due		Rete Tre	
	Sec.	%	Sec.	%	Sec.	%
Scambio/coesione regioni svizzere	2'735	1.8%	1'109	0.7%	681	0.9%
Scambio tra religioni e culture	475	0.3%	313	0.2%	552	0.8%
Cultura svizzera	3'048	2.0%	9'688	6.4%	2'946	4.1%
Integrazione degli stranieri	326	0.2%	341	0.2%	214	0.3%
Svizzeri all'estero	0	0.0%	0	0.0%	0	0.0%

Publicom 2012

3.1.6. Luogo dell'evento

Tabella 33: Luogo dell'evento (Base: Durata dell'informazione in cui compare un riferimento al luogo)

	Rete Uno	Rete Due	Rete Tre
Svizzera (nazionale)	20.7%	16.5%	10.3%
Sotto Ceneri	6.4%	8.2%	9.8%
Sopra Ceneri	8.9%	5.5%	4.4%
Grigioni italiano	0.8%	0.2%	0.1%
Svizzera italiana (altro)	9.6%	3.7%	12.3%
Ginevra	0.8%	2.3%	1.0%
Losanna	0.2%	0.5%	0.1%
Svizzera francese (altro)	0.9%	1.0%	2.8%
Berna	0.3%	0.4%	0.6%
Zurigo	1.0%	0.8%	1.1%
Basilea	0.2%	1.0%	0.1%
Svizzera tedesca (altro)	4.0%	3.9%	3.6%
Svizzera romancia	0.3%	0.0%	0.0%
Italia	14.6%	19.8%	>7.3%
Estero/altri	31.2%	35.7%	< 46.3%
Totale	100.0%	100.0%	100.0%

Publicom 2012

3.1.7. Riferimenti regionali

Tabella 34: Riferimenti regionali (Base: Durata di tutta l'informazione con riferimenti regionali, Risposte multiple)

	Rete Uno	Rete Due	Rete Tre
Zurigo	9.7%	19.1%	8.0%
Losanna	2.5%	3.3%	4.1%
Berna	9.0%	9.9%	6.3%
Lucerna	2.8%	2.3%	2.0%
Basilea	2.5%	5.9%	1.9%
San Gallo	2.7%	4.4%	2.3%
Ginevra	3.8%	8.1%	4.2%
Aarau-Olten	0.1%	0.5%	0.3%
Coira	9.3%	12.5%	5.0%
Biel/Bienne	0.9%	0.3%	1.1%
Oberland Bernese	3.5%	3.3%	2.0%
Sotto Ceneri	26.5%	15.2%	32.4%
Neuchâtel	1.3%	0.5%	0.2%
Basso Vallese	0.6%	0.5%	3.6%
Friburgo	2.0%	1.3%	2.8%
Sopra Ceneri	29.5%	26.8%	23.2%
Soletta	0.3%	1.3%	0.2%
Sciaffusa	0.0%	0.0%	0.0%
Alto Vallese	0.1%	0.0%	0.0%
Giura	0.3%	0.5%	0.6%
Ticino	34.7%	25.0%	25.0%
Svizzera francese (Romandie)	1.1%	4.3%	2.6%
Altro	8.1%	7.0%	3.9%
Totale	151.4%	152.0%	131.7%

Publicom 2012

3.1.8. Trasparenza della fonte

Tabella 35: Menzione della fonte (Base: Durata complessiva dell'informazione)

	Rete Uno	Rete Due	Rete Tre
Si	84.6%	80.8%	78.8%
No	15.4%	19.2%	21.2%
Totale	100.0%	100.0%	100.0%

Publicom 2012

Tabella 36: Accesso alla fonte (Base: Durata complessiva dell'informazione)

	Rete Uno	Rete Due	Rete Tre
Accesso alla fonte	68.4%	73.8%	57.8%
Accesso alla fonte non evidente	31.6%	26.2%	42.2%
Totale	100.0%	100.0%	100.0%

Publicom 2012

3.2. Musica

Tabella 37: Stile musicale (Base: Tutta la musica, % dei brani musicali)

	Rete Uno	Rete Due	Rete Tre
Barocco	0.0%	5.5%	0.0%
Black-HipHop/Rap	0.0%	0.0%	3.7%
Black-Soul/Funk	9.6%	0.9%	9.0%
Chanson	0.0%	0.9%	0.0%
Dance-House	0.0%	0.0%	0.5%
Dance-Progressive	0.0%	0.0%	0.5%
Dance-Techno	0.0%	0.0%	0.5%
Evergreen	0.8%	0.0%	0.0%
Int. Folklore/Ethno	0.0%	1.8%	0.0%
Jazz/Fusion	2.4%	15.6%	0.5%
Classica	0.0%	15.6%	0.0%
Nuova musica	0.0%	22.0%	0.0%
Operetta/Musical	0.0%	0.9%	0.0%
Pop-Disco/Dancefloor	4.0%	0.0%	7.4%
Pop-Folk/Country	1.6%	0.0%	3.2%
Pop-HipHop	0.0%	0.0%	1.1%
Pop-Reggae/Latino/Ethno	6.4%	11.9%	10.6%
Pop-Rock	14.4%	0.0%	14.4%
Pop-Synthie	1.6%	0.0%	0.5%
Pop-Soul	8.0%	0.0%	6.4%
Pop-Swing	0.8%	0.9%	1.6%
Pop	42.4%	1.8%	25.5%
Reggae/Latino/Ethno	0.8%	0.0%	1.1%
Rock-Alternative	0.0%	0.0%	5.9%
Rock-Bues/Rythm 'n' Blues	3.2%	0.9%	1.6%
Rock-Hard 'n' Heavy	0.0%	0.0%	0.5%
Rock-Mainstream	3.2%	0.0%	3.2%
Rock 'n' Roll	0.0%	0.0%	1.6%
Romanticismo	0.0%	11.0%	0.0%
Swing/Jazz/Dixieland	0.8%	1.8%	0.5%
Ballabile	0.0%	0.9%	0.0%
Classica viennese	0.0%	7.3%	0.0%
Totale	100.0%	100.0%	100.0%

Publicom 2012

Tabella 38: Interprete svizzero (Base: Tutta la musica, in % dei brani musicali)

	Rete Uno	Rete Due	Rete Tre
Interprete svizzero	5.6%	5.5%	3.2%
Interprete straniero	94.4%	94.5%	96.8%
Totale	100.0%	100.0%	100.0%

Tabella 39: Lingua (Base: Tutta la musica, in % dei brani musicali)

	Rete Uno	Rete Due	Rete Tre
Inglese	62.4%	10.1%	73.9%
Italiano	31.2%	5.5%	19.7%
Francese	0.8%	3.7%	1.6%
Strumentale	2.4%	68.8%	2.1%
Spagnolo	0.0%	0.9%	0.0%
Tedesco	0.0%	2.8%	0.0%
Mista	0.8%	3.7%	0.0%
Altro	2.4%	4.6%	2.7%
Totale	100.0%	100.0%	100.0%

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