

Analysis of the SRG Online Offer 2022

Summary

The main objective of the analysis is to examine how SRG SSR implements the **remit of the Charter** with its online offers srf.ch, rts.ch and rsi.ch. The analysis was conducted on the basis of an ongoing **full survey** of all online contributions published by SRG in 2022. The results show that the criterion of **length restriction** is adhered to in **97 percent** of text contributions in the three news portals. The **75-percent criterion** for audio/video links is **exceeded** by all three online offers throughout the entire year. All external links examined comply with the requirements of the Charter and no indications of commercial motivation were found for links.

Methodological information

Online offer examined:	srf.ch (German-speaking Switzerland), rts.ch (French-speaking Switzerland), rsi.ch (Italian-speaking Switzerland)
Procedure, survey period:	Ongoing full survey of all online contributions and external links in the main content area, published between 1 January and 31 December 2022
Basis for analysis:	- Online contributions: N= 174,283 - Relationships to a transmission: N= 197,672 - External links: N= 3,044,916
Methodology:	Computer-aided form of quantitative content analysis A) Editorial analysis (units: online contributions, relationships to a transmission) B) Link analysis (unit: external links)

Problem

In accordance with Art. 18 (2) of the Charter, SRG may only distribute online offers under certain conditions. The main objective of the **analysis of the SRG online offer** in 2022 is to examine how SRG implements the **remit** of the Charter with its trilingual online offers. The study also gives an insight into the **offer structure** of the SRG online presences.

The examination essentially answers the questions of how SRF, RTS and RSI create the thematic and chronological **relationship to a transmission** in 2022 (Art. 18 (2b)), how the **length restriction**

of the texts is adhered to in the case of non-transmission-related contributions (Art. 18 (2c)) and how the criterion for **A/AV links** is adhered to (Art. 18 (2d)). In addition, it presents the extent to which **external links** are used for journalistic and not for commercial reasons (Art. 18 (2f)).

Methodology

The methodological approach of Publicom is structured as an **ongoing full survey** of all online content of the three SRG offers from 2022 and therefore provides a highly representative database for examining Charter conformity. The required indicators are determined with the aid of a semi-automated research system with specific analysis algorithms and systematic quality assurance measures. The applied research system and methodology deliver highly valid results, albeit with a certain **error margin**. The values presented for Charter conformity may therefore lie slightly above or below the services actually performed by SRG SSR.

The extent of Charter conformity is assessed in accordance with the **interpretation practice of BAKOM (Federal Office of Communications)**. Publicom presents the results in accordance with the client's guidelines and does not have any **power to interpret** fulfilment of the remit by SRG.

In terms of methodology, the investigation is based on a **content analysis** (editorial analysis) and a **link analysis**. Publicom has provided a project-specific software package for data acquisition, collection and quality assurance, consisting of a **web crawler**, which extracts the content that is newly published or changed in the online offers of SRG on an hourly basis and indexes it in accordance with the guidelines of the code book, a **proofreading tool** (for manual coding) and a quality assurance dashboard (primarily ongoing reliability tests).

Length restriction in the news portal (Art. 18 (2c))

The editorial analysis encompasses more than **174,000 online contributions** and around 198,000 transmission relationships that are examined for fulfilment of the Charter remit. SRG online offers are revealed to **almost always adhere** to the criterion of length restriction in the news portal. A total of **97 percent** of all text contributions from the areas of news, sport and regional/local comply with the Charter requirement of Art. 18 (2c). Only around **3 percent** of the text contributions in the three SRG news portals have more than 1,000 characters and simultaneously do not fulfil all Charter requirements and are therefore not considered to be compliant. At 96 percent, the share of compliant news portal text contributions at RSI is only negligibly lower than RTS and SRF, each at 98 percent.

Audio/video link (Art. 18 (2d))

The criterion of an **A/AV link** in 75 percent of all text contributions that are no older than 30 days (Art. 18 (2d)) is **clearly exceeded** in SRG's three online offers with an average of 89 percent. SRF (average 94 percent), RTS (90 percent) and RSI (82 percent) fulfil the Charter requirements over all 12 months of 2022.

In the German-speaking presence, the proportion of text contributions that are linked to A/AV content is very constant from January to December 2022. With a range between 92 percent (March, April and September) and a high of 98 percent (in December), **SRF** always lies clearly **above the Charter requirement**. The same is true for **RTS**. After a good start, the French-language online offering reaches its (easily compliant) annual low of 85% in April. After a significant increase, the highest value of the year was reached in July at 95%. In August, there is another decline, but the proportion of A/AV text contributions remains relatively stable at around 90% until the end of the year. The online offer of Italian-speaking Switzerland also has a constant proportion of text contributions with A/AV integration over the year of 2022. At **RSI**, this ranges between 79 percent (July) and 88 percent (February); while being somewhat behind the other two portals, it still exceeds the Charter requirement in each month.

Link analysis(Art. 18 (2f))

In order to examine the **commercialisation potential** for the link analysis, Publicom identified a good **3,045,000 external links** from **4,644 domains** in the SRG presences. These electronic links were classified according to their frequency of connection and five functional categories:

No links to third-party providers with a **direct advertising link** (e.g. ad server) were found. These would have exceptionally high commercialisation potential and would be sanctioned by SRG's blanket ban on advertising and sponsoring.

The second, potentially critical category contained external links to **e-shops**, of which Publicom identified a good 4,500 across 36 domains. The greatest proportion are found for play.google.com, where primarily unobjectionable apps and podcasts by SRF are linked. An indicator of commercialisation potential would be the involvement of SRG in the **partner systems** of third-party providers, as soon as they are recognisable with an "affiliate ID" in the URL of the link.

There were no indications of such partner systems in any of the three SRG online offers investigated in 2022.

The other three link categories, technical services with and without content and links to third-party content have a much lower commercialisation potential. They likewise do not give cause for concern regarding Charter conformity in 2022.