



# Use and rating of the private and public Swiss broadcasting services 2018

## Management Summary

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This report presents the results of the **2018 survey on the public's use and evaluation of both private and public Swiss TV and radio broadcasting**. The findings are based on a representative phone survey in spring 2018 of 3653 people over the age of 15 in all four language regions in Switzerland.

The feedback enables us to gather the Swiss population's opinions on the quality of the radio and TV programmes available to them. The results of the survey, answered by a minimum of 3600 people at least once a year since 2009 reveal that **opinions continued to be positive** throughout this period, and that very positive evaluations have increased slightly compared to previous years. This improvement is statistically significant, as it shows that the proportion of respondents who gave positive evaluations has risen, potentially as a reaction against criticism of local media, and media in general. In our opinion, online media alternatives have led some listeners and viewers to be more selective about their use of media, resulting in a more positive user experience.

Every person who answered the survey evaluated the public (SRG) and private radio and TV broadcasters that they used most often, with the results summarised according to these four groups. **Radio programmes received consistently better ratings than TV programmes**; radio is considered to be a 'background' medium, whereas viewers pay more attention to TV programmes, assessing them with a more critical eye. There is also a wider range of radio programmes than TV programmes available to Swiss residents. Overall, **SRG received better evaluations than private broadcasters** and a result, SRG radio broadcasters were rated top by a small margin (an average score of 3.9 on a scale from 1 'very poor' to 5 'excellent'). Local radio broadcasters received an average rating across all criteria of 3.7, fractionally higher than last year but slightly lower than SRG radio broadcasters. SRG TV broadcasters received their highest ever rating this year with an average of 3.87, almost as high as SRG radio programmes (3.94). Regional TV broadcasters saw the most significant improvement, achieving 3.64 and beating their previous highest rating from 2009 (3.61), but still lagging behind SRG and local radio broadcasters in terms of overall satisfaction.

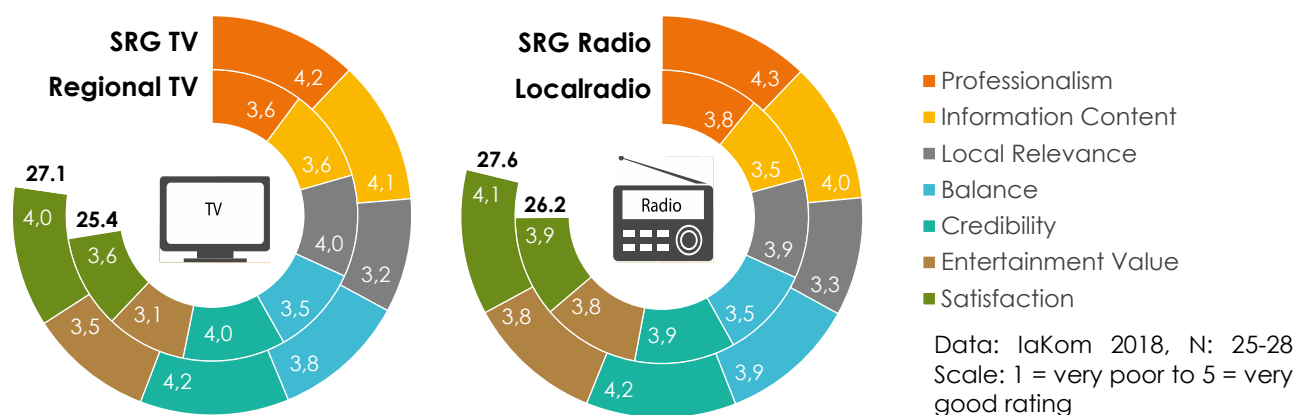
In the section on the quality of journalism, survey respondents in German-speaking Switzerland were asked about the problem of fake news. **Eighty-four per cent** of respondents said they think **fake news is or will be a problem** in Switzerland. Almost 40 per cent of respondents think that fake news is being used in Switzerland to manipulate elections and referendums. The quality of traditional electronic media helps to counteract fake news in the alternative media.

**In conclusion**, satisfaction with traditional broadcasting by electronic media is high in Switzerland. Alternative broadcasters have so far only gained an extremely small share of the audience. **This year's quality ratings are better than last year's**, which also confirmed the increases in 2017. In assessing the perception of traditional journalism, it is important to consider the disruptive influence of fake news.

## Graphic overview 2018

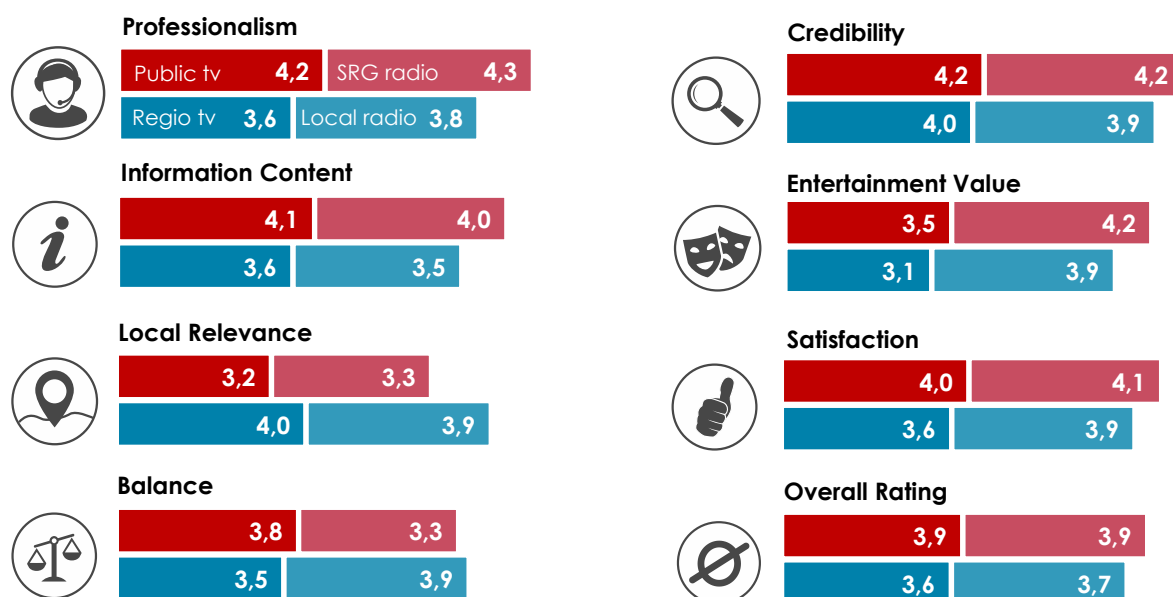
**Fig 1: Rating by service provider category 2018**

Figure 1 summarises the providers' scores. Those surveyed were told beforehand that '1 is always a very poor rating and 5 is always a very good one'. The doughnut charts would have been full circles if all categories had scored a 5. The total score is detailed at the end of the open circles.



**Fig. 2: Assessment according to assessment groups 2018**

Figure 2 ranks the providers in terms of assessment categories. The average is calculated across the seven assessment criteria.



Data: IaKom 2018, n: 1477–3160.  
Scale: very poor rating (1) to very good rating (5)

Fig. 3: Assessment according to language region



Public services SRG

Regional TV/Local radio



Professionalism

TV	Deutsch 4,2	Français 4,3	Italiano 4,2
Radio	Deutsch 4,3	Français 4,2	Italiano 4,3

Deutsch 3,5	Français 3,9	Italiano 3,7
Deutsch 3,7	Français 3,9	Italiano 3,9



Information Content

TV	Deutsch 4,1	Français 4,1	Italiano 4,1
Radio	Deutsch 4,0	Français 4,0	Italiano 3,8

Deutsch 3,6	Français 3,8	Italiano 3,7
Deutsch 3,4	Français 3,7	Italiano 3,4



Local Relevance

TV	Deutsch 4,1	Français 3,7	Italiano 4,2
Radio	Deutsch 4,0	Français 3,8	Italiano 4,0

Deutsch 3,9	Français 4,1	Italiano 4,1
Deutsch 3,9	Français 4,0	Italiano 3,8



Balance

TV	Deutsch 3,8	Français 3,9	Italiano 4,0
Radio	Deutsch 3,8	Français 3,9	Italiano 4,0

Deutsch 3,4	Français 3,8	Italiano 3,6
Deutsch 3,5	Français 3,7	Italiano 3,7



Credibility

TV	Deutsch 4,2	Français 4,2	Italiano 4,3
Radio	Deutsch 4,2	Français 4,2	Italiano 4,3

Deutsch 3,9	Français 4,2	Italiano 4,1
Deutsch 3,9	Français 3,9	Italiano 4,0



Entertainment

TV	Deutsch 3,5	Français 3,5	Italiano 4,0
Radio	Deutsch 3,8	Français 3,8	Italiano 4,1

Deutsch 3,1	Français 3,2	Italiano 3,5
Deutsch 3,8	Français 3,8	Italiano 4,0



Satisfaction

TV	Deutsch 4,0	Français 4,1	Italiano 4,0
Radio	Deutsch 4,1	Français 4,2	Italiano 4,1

Deutsch 3,6	Français 3,9	Italiano 3,7
Deutsch 3,9	Français 4,0	Italiano 3,9

Data: IaKom 2018, n: 1513-3163

Scale: very poor rating (1) to very good rating (5)