



Use and rating of the private and public Swiss broadcasting services 2016

Management Summary

Benjamin Fretwurst, Tobias Frey, Siri Fischer, Thomas Friemel, Heinz Bonfadelli

Management Summary

This report announces the results of the representative **public survey on the use and assessment of private and public Swiss broadcasting in 2016**. The findings are based on a representative phone survey in spring 2016 of 3680 people over the age of 15 in all areas of Switzerland.

In 2016, Swiss TV viewers and radio listeners rated their favourite channels and networks the same as last year. This corresponds to findings in previous years but is notable considering the intense discussions in 2016 around the public service. Across all of the quality features surveyed (professionalism, information content, local relevance, balance, credibility, entertainment value and overall satisfaction), on a scale of 1 to 5, SRG radio programmes performed the best (average 3.9). SRG TV broadcasters and private local radios were rated as being equally good (3.7). On average, private regional TV broadcasters were clearly above the neutral scale average of 3, but below other market segments (3.5).

In the opinion of the **SRG TV broadcasters'** viewers, their strengths lie in their 'credibility' (4.1) and 'professionalism' as well as their 'information content' (both 4.0). In contrast, 'entertainment value' (3.3) was rated as lower than average, while the low score for 'local relevance' (3.2) is a result of their franchise. **Regional TV broadcasters** are particularly valued for 'regional relevance' (3.9). The 'credibility' (3.8) of all providers was consistently and automatically assumed. On the other hand, the 'balance' (3.4) of regional broadcasters was rated lower, although SRG TV broadcasters were rated even lower in this category. Compared to SRG, their 'professionalism', 'information content (both 3.4) and 'entertainment value' (3.4) scored considerably worse. As entertainment value received the lowest rating of all categories and overall satisfaction is highly dependent on the level of entertainment, the score for overall satisfaction with regional TV broadcasters came out at below average (3.4).

SRG Radio performs best in the 'professionalism' (4.2) category compared to all the others. Their 'credibility' (4.1) is highly rated. SRG radio services also received a top rating for 'information content' (3.9). SRG radio programme listeners rated the 'balance' (3.8) of their broadcasters as better than that of local radio broadcasters (3.6). In line with their franchise, the **local radio broadcasters** performed significantly better in 'local relevance' (3.9) than the SRG radio broadcasters (3.2). On the other hand, the 'professionalism' (3.7) and 'quality of information' of local radio broadcasters was rated much lower than SRG broadcasters. In general, radio programmes were classified as more entertaining (both 3.8) than those on television.

In **conclusion**, the results show that, over the years, the Swiss public continue to rate the range of programmes on offer positively (cf. Fretwurst/ Bonfadelli 2013 and 2015). With regard to SRG programmes, the high level of professionalism and credibility of the communicated information clearly plays a key role in this; for the local radio broadcasters, it is the local relevance. In addition to the individual opinions which are the focus of this study, the positive attitude towards SRG programmes is also reflected in the usage statistics. The scores of those surveyed cannot be directly compared with the providers' resources; in evaluating the programmes offered by the dual Swiss broadcasting service, therefore, it is important to consider that SRG has significantly more funds available for costly information and entertainment programmes.

Graphic overview 2016

Fig 1: Rating by service provider category 2016

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.

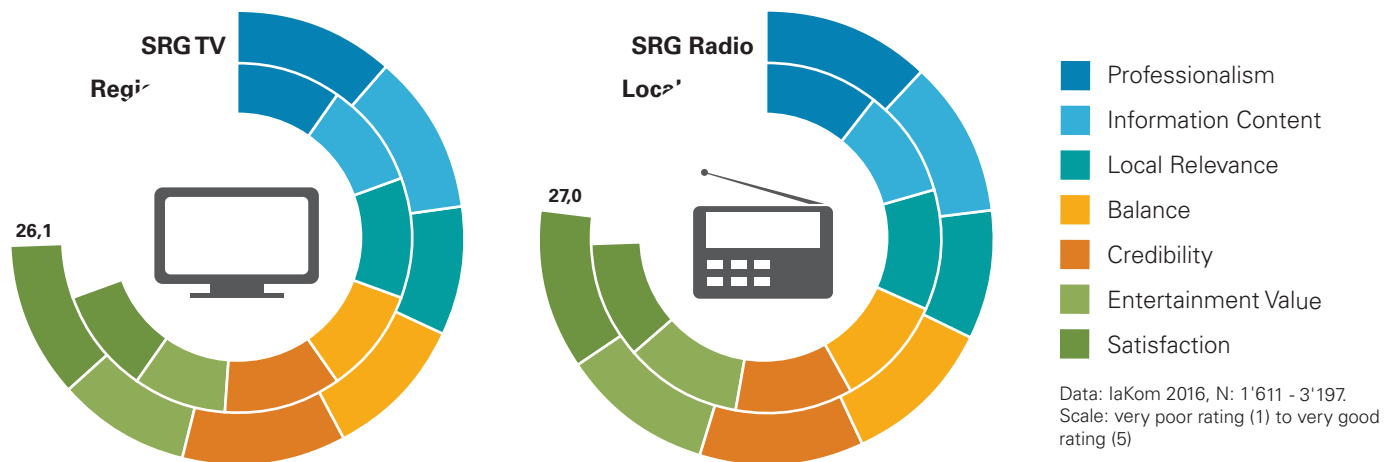
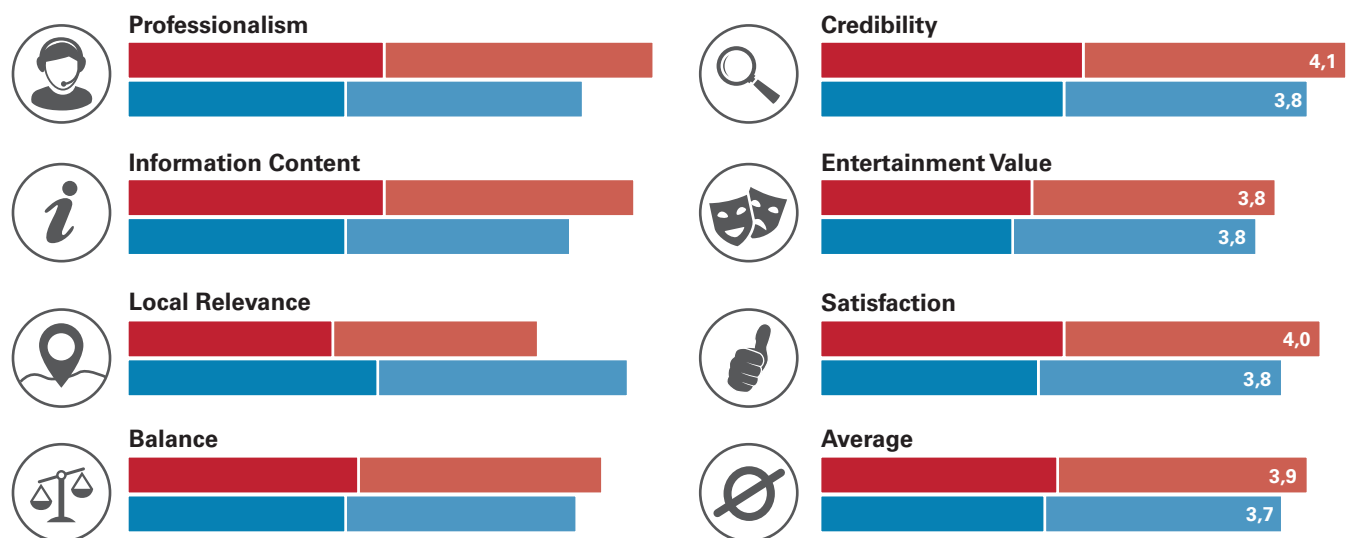


Fig. 2: Assessment according to assessment groups 2016

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



Data: IaKom 2016, N: 1'611 - 3'197.
Scale: very poor rating (1) to very good rating (5)

