



Utilizzo e valutazione dell'offerta pubblica e privata di servizi radiotelevisivi nel 2017

Rapporto finale

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Management Summary

This report presents the results of the **2017 survey on the public's use and assessment of both private and public Swiss TV and radio broadcasting**. The findings are based on a representative phone survey in spring 2017 of 3610 people over the age of 15 in all four language regions in Switzerland.

The increasingly positive feedback makes it clear how the Swiss population views the quality of the radio and TV programmes available to them. The survey (of at least 3600 people) has been conducted at least once a year since 2009; the results reveal that **impressively high quality has been maintained** throughout this period. As in previous years, SRG's radio broadcasters came out clearly on top (with an average rating of 3.9 on a scale of 1 (very poor) to 5 (excellent)). In recent years, assessments of local radio broadcasters have placed them in second place; this year saw the SRG TV broadcasters receiving a higher rating (3.8) than local radio broadcasters (3.7) for the first time. Regional TV broadcasters were highly rated (at 3.5, above the neutral scale point of 3), although levels of overall satisfaction were higher for SRG and local radio programmes.

The public debate about the value of SRG programmes was not reflected in negative assessments regarding their quality. In fact, compared to last year, 'overall satisfaction' (3.9) with **SRG TV programmes** rose significantly, with the following assessment criteria on average clearly above last year's: 'Professionalism' (4.1), 'Balance' (3.7), 'Credibility' (4.1) and 'Entertainment value' (4.1). The assessment of **SRG radio programmes** was better in all categories than in the previous year. However, only 'Local relevance' (3.3) and the assessment total (27.4) showed significant improvement. Assessments of the quality of **regional TV programmes** also improved slightly overall; only 'Local relevance' (3.9) received a slightly lower rating than last year, but the differences compared to the previous year for regional TV programmes are not statistically significant. Overall, local radio programmes were rated slightly lower than last year (25.9 compared to 26.1). As the slight differences are not statistically significant, they don't reflect any particular issues. The only significant reduction is in the difference in the 'Local relevance' category between local radio and SRG radio programmes. Private radio programmes still fulfil their requirement of providing local information better (3.8) than SRG programmes (3.3), but this difference, part of Swiss media regulatory requirements, is becoming smaller.

In **conclusion**, the results show that people in Switzerland continue to appreciate the programmes on offer from SRG and rate them higher than alternatives from local radio and regional TV broadcasters. In line with the licensing requirement, private broadcasters' local reporting is rated higher than that of SRG broadcasters, but this difference is smaller than last year. The higher rating of SRG programmes is also reflected in their consumption statistics, although they also fare better in the results because they are significantly better resourced than private local radio and regional TV broadcasters, enabling SRG to offer programmes of a higher quality.

Panoramica grafica 2017

Nella figura 1 le valutazioni sono sintetizzate per gruppi di fornitori.

Preliminarmente gli intervistati sono stati informati del fatto che "1 corrisponde sempre ad una valutazione scadente e che 5 corrisponde ad una valutazione molto buona". I diagrammi ad anello sarebbero chiusi se tutte le categorie avessero raggiunto una media di 5. La somma delle valutazioni è riportata alla fine dei semicerchi.

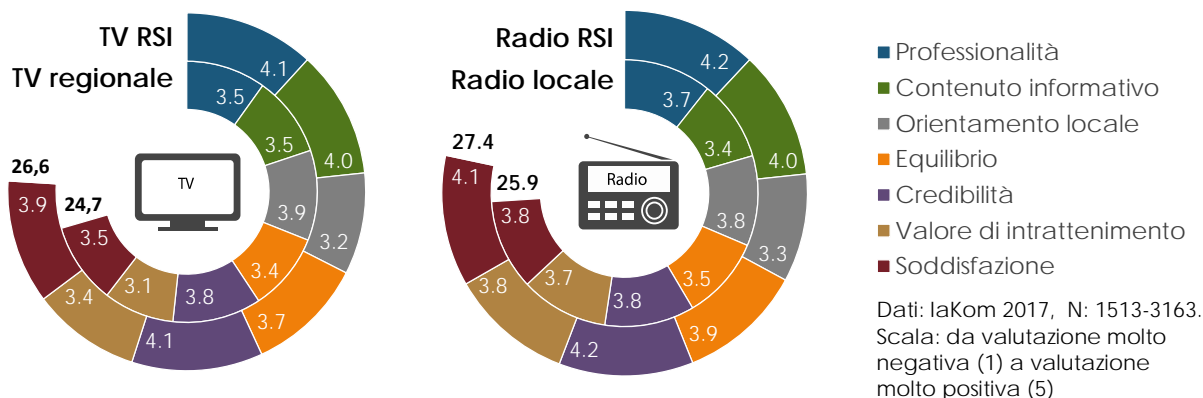
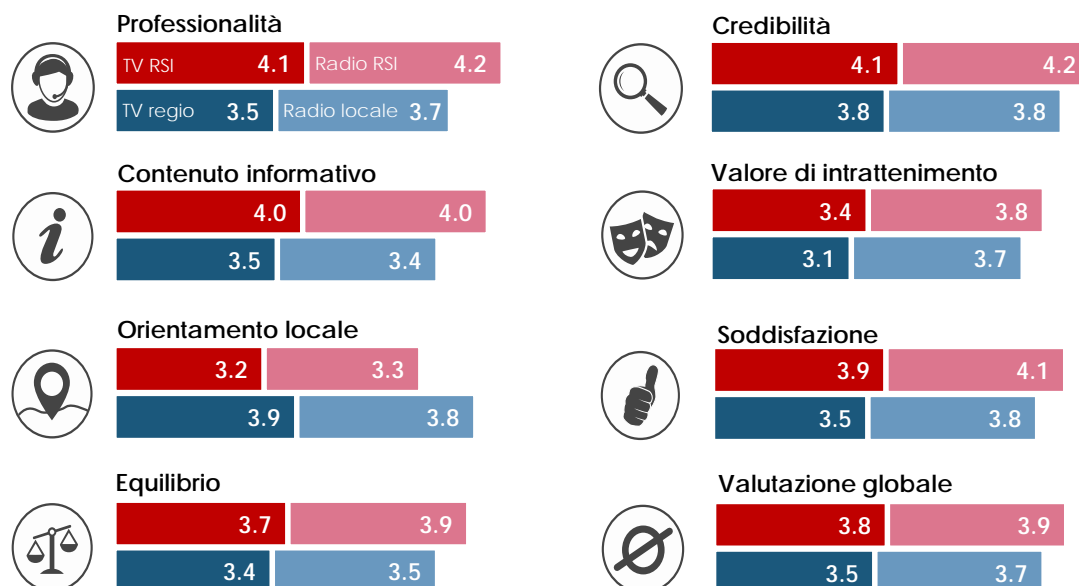


Fig. 2: Valutazione in base alle dimensioni di valutazione 2017

Nella figura 2 i gruppi di fornitori vengono classificati per categorie di valutazione. La media è calcolata in base ai sette criteri di valutazione.

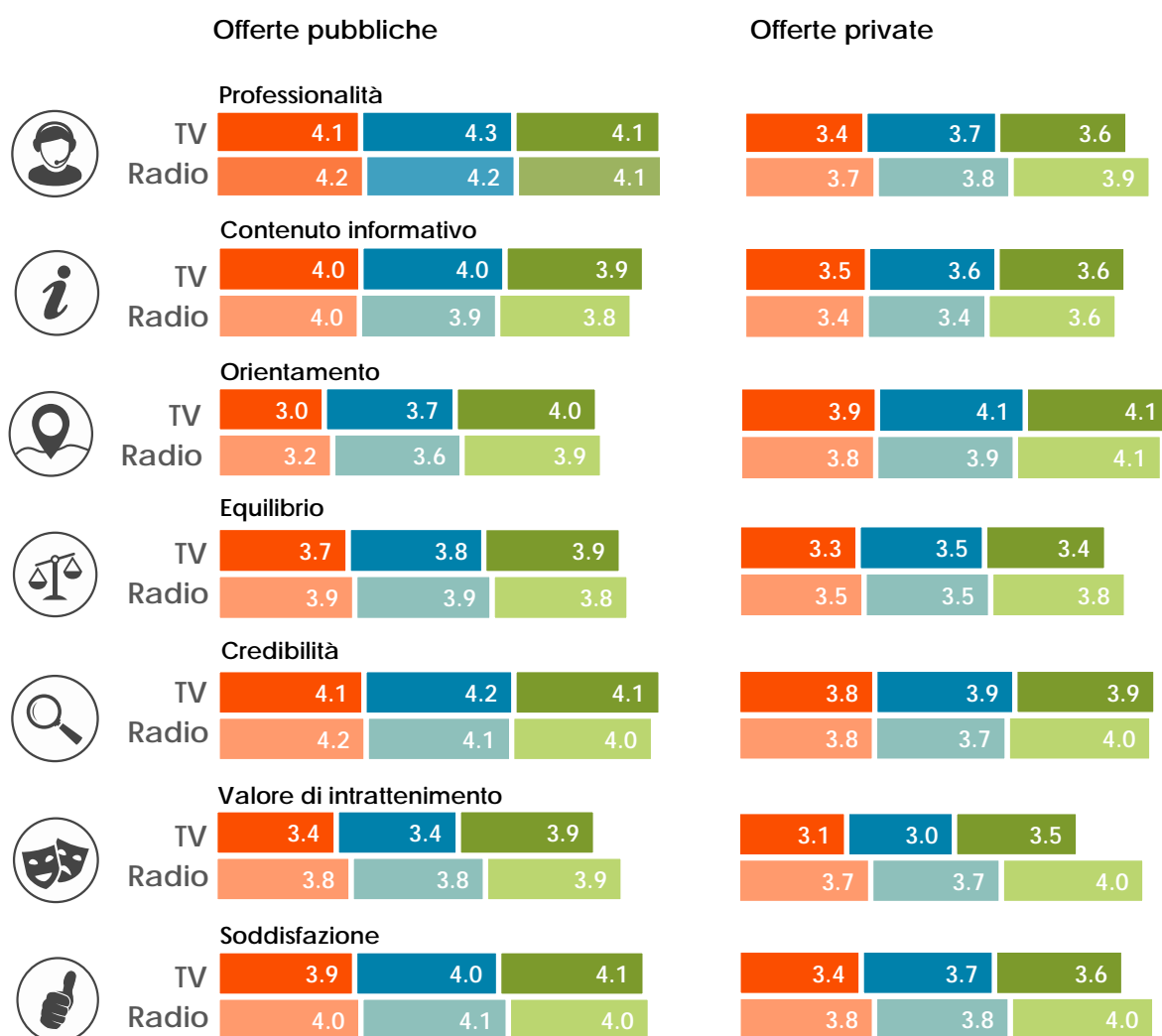


Dati: IaKom 2017, N: 1513-3163

Scala: da valutazione molto negativa (1) a valutazione molto positiva (5)



Fig. 3: Valutazione per regioni linguistiche



Dati: IaKom 2017, 1513-3163.

Scala: da valutazione molto negativa (1) a valutazione molto positiva (5)