



Company portrait **Schweizer Radio und Fernsehen (SRF)**

Public service

Through its radio, TV and online offering, Swiss Radio and Television (SRF) addresses everyone in German-speaking Switzerland with a wide range of high-quality services. The public media company encourages freedom of opinion by providing comprehensive and objective news and information services, conveys cultural values, and both educates and entertains its audience. The content is aimed at the entire population of German-speaking Switzerland and takes into account the interests of majorities and minorities. In this way, SRF serves the cohesion of society and strengthens understanding for each other. With main studios in Zurich, Basel and Berne and regional studios in Aarau, Chur, Lucerne and St. Gallen, SRF is strongly anchored in the broadcasting area.

A diverse offering

SRF reaches out to its audience through different channels: six radio programmes (Radio SRF 1, Radio SRF 2 Kultur, Radio SRF 3, Radio SRF 4 News, Radio SRF Musikkwelt, Radio SRF Virus), three TV programmes (SRF 1, SRF zwei, SRF info), a prospective online offering (srf.ch with livestreams and on-demand player for audio and video, news app, podcasts etc.) and a selection of third-party platforms (YouTube, Instagram etc.). In addition, SRF is committed to Swiss Satellite Radio (Swiss Pop, Swiss Jazz, Swiss Classic) and 3sat. The editorial quality of the SRF offering is the key to its market success.

«SRF 2024»

Technological change, changing user behaviour, a globalised media market – with this in mind, SRF has launched a fundamental restructuring with the transformation project «SRF 2024». The focus remains on the audience. The aim is to gear the offering even better to the users, especially the younger ones. SRF is concentrating on its public service mandate, strengthening investigative journalism and information via digital channels in general. As a learning organisation, SRF remains curious and flexible for further adjustments.

Part of SRG

SRF is the largest Enterprise Unit within the SRG, which encompasses a total of 17 radio and 7 television stations, as well as complementary websites and teletext services for four language regions. As a non-profit organisation, SRG derives 80 per cent of its revenues from licence fees and 20 per cent from commercial activities. It is politically and financially independent.

SRF Publishing
January 2022