

RSI FACTS AND FIGURES 2012/2013

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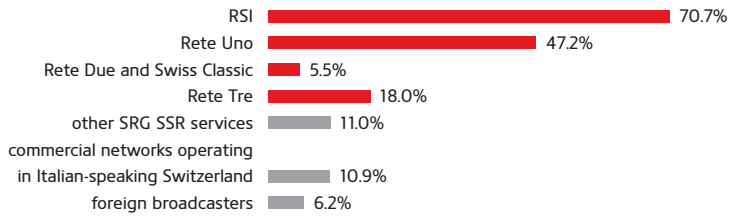
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## **SWITZERLAND, SRG SSR, RSI**

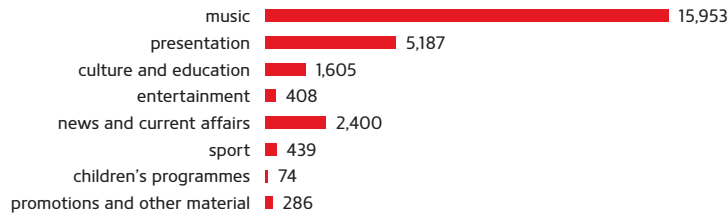
Based in Lugano, in the Canton of Ticino, RSI (Switzerland's Italian-language broadcasting service), with its two television channels, three radio networks and a varied multimedia platform, broadcasts to the 350,000 Italian speakers of Ticino and Graubunden cantons, and to many listeners north of the Alps who speak or understand Italian.

Switzerland's Italian speakers are privileged to have their own nationwide broadcasting service, for which there are historical, political and social reasons. The fact that each of our country's four language communities, totalling barely eight million, has its own nationwide media facilities is due to the public service remit of SRG SSR, the Swiss broadcasting corporation. A remit made possible by solidarity between majority and minority groups, which is one of the pillars of Swiss federalism.

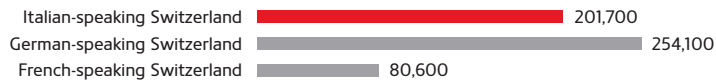
### Radio audience shares (24 hours, Mon-Sun, in %) <sup>1</sup>



### Radio programme content, hours broadcast 2012 <sup>2</sup>



### Average numbers tuning in to RSI radio in 2012 (24 hours, average day) <sup>1</sup>



**10,071**  
hours of own production out  
of a total of 22,531 hours  
(repeats excluded) <sup>3</sup>

## RADIO

There are three RSI radio networks: Rete Uno, devoted to news, current affairs and entertainment; Rete Due, our cultural network, broadcasting programmes of greater depth; and Rete Tre, geared to young people and the “young in spirit”. RSI programmes are also broadcast in DAB (Digital Audio Broadcasting) format (and in DAB+ from 2012), providing sound of CD quality, free of interference, with single frequency channel (for further information: [dab-radiodigitale.ch](http://dab-radiodigitale.ch)).

With a market share of more than 70%, RSI's radio networks have always been firm favourites with Italian-speaking Swiss listeners. But RSI also has a devoted audience north of the Alps and in French-speaking Switzerland, where Rete Uno can be received on FM, DAB and DAB+, while all three networks are available via cable.

Since 2001, “traditional” radio consumption, via home radio sets or car radios, has been measured by “Radiocontrol”, though this system cannot measure audiences listening in via the Internet, streaming, on-demand services and Podcasting (over a hundred broadcasts can be downloaded to computers and mp3 readers from [rsi.ch/podcast](http://rsi.ch/podcast)).

<sup>1</sup> Sample:  
Italian-speaking  
Switzerland/persons 15+  
Source:  
Radiocontrol/RSI

<sup>2</sup> Source:  
RSI radio programming

<sup>3</sup> Contacts or net penetration:  
number of different persons  
tuning in for at least 30 seconds  
to a given programme or during  
a given time slot

<sup>3</sup> 13,112 out of 26,355, including  
repeats

**TV CHANNELS**

There are two RSI television channels, both broadcast in high definition (HD). LA 1, a general-interest channel, broadcasts news and current affairs, fiction, quality documentaries and entertainment. LA 2, while majoring on sport, also offers fiction, documentaries, children's programmes and material targeting specific audiences. In 2012, LA 1 and LA 2 broadcast 7,910 hours of programmes (not counting repeats), of which own productions accounted for 2,418 hours.

In 2012, the average market share of the RSI TV channels over a 24-hour period was 31.7%, and in Prime Time (6 to 11 p.m.) 38.1%.

**RSI programmes by satellite**

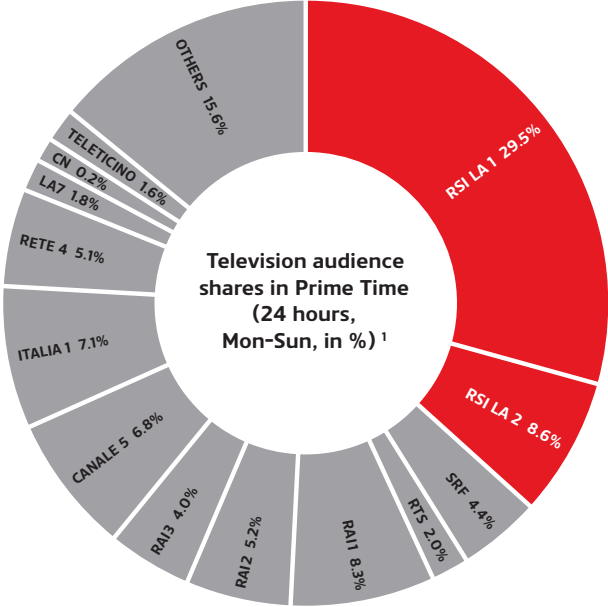
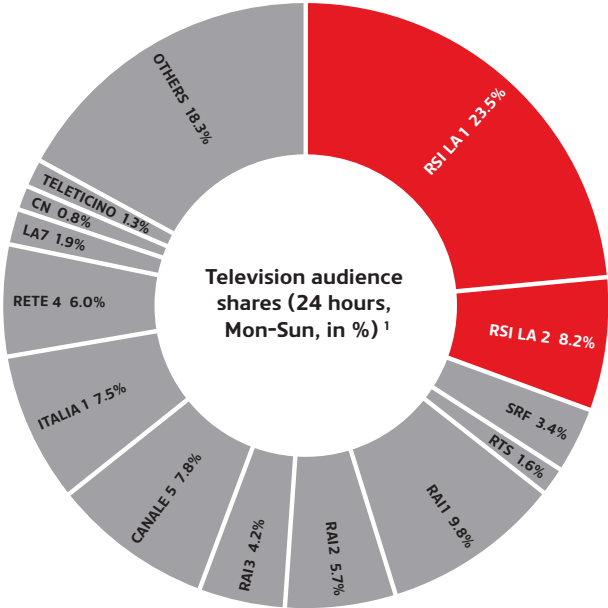
All of SRG SSR's radio and television services are broadcast by satellite and DVB-T (Digital Video Broadcasting - Terrestrial) using digital technology, which ensures excellent audio and video quality. To comply with the legislation on authors' rights, its television programmes broadcast via satellite are encrypted. To view them, you need a Sat Access smart card, issued only to persons resident in Switzerland and Swiss nationals resident abroad. Radio programmes, however, are broadcast by satellite in unencrypted format. To find out more: [broadcast.ch](http://broadcast.ch) and [televisionedigitale.ch](http://televisionedigitale.ch).

**Information on reception by satellite**

[info@sataccess.ch](mailto:info@sataccess.ch)  
 freephone number 0848 86 89 69.

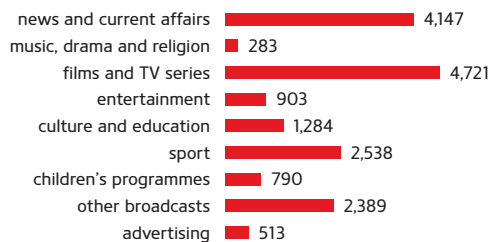
**Information on radio and television frequencies**

[rsi.ch/frequenze](http://rsi.ch/frequenze)  
 freephone number 0848 88 44 22.



<sup>1</sup> Sample:  
 Italian-speaking  
 Switzerland/persons 3+  
 Source:  
 Telecontrol/RSI

### TV programme content, hours broadcast 2012 <sup>1</sup>



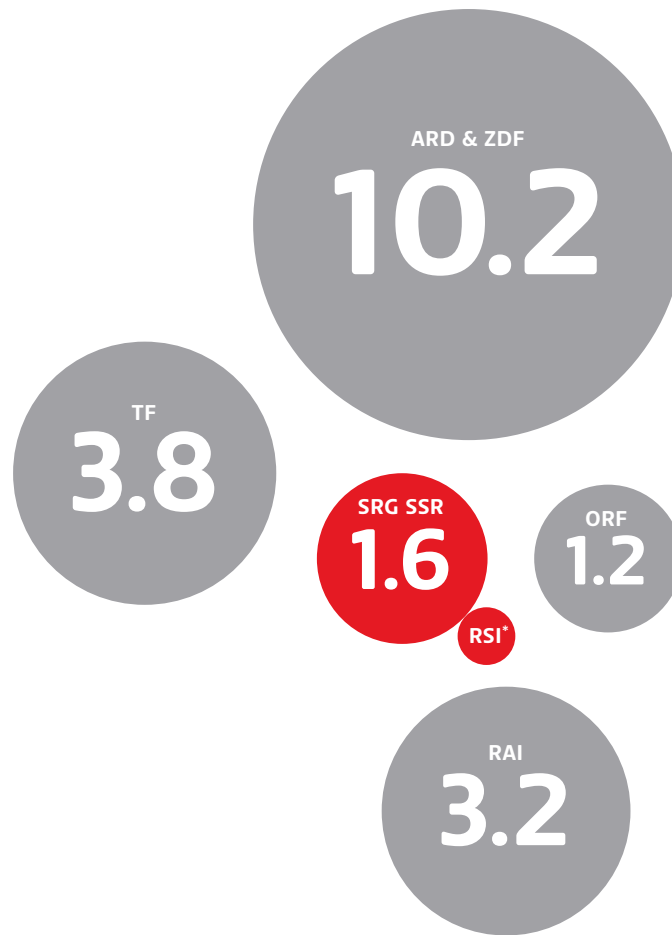
### Average numbers tuning in to RSI TV channels in 2012 (24 hours, average day) <sup>1</sup>



<sup>1</sup> Source: Traffic System/RSI

\* Contacts or net penetration: number of different persons tuning in for at least 30 seconds to a given programme or during a given time slot

<sup>2</sup> 7,451 out of 17,566, including repeats



### Budgets of public-service broadcasters compared <sup>4</sup>

ARD, ZDF: Germany; TF: France; ORF: Austria; RAI: Italy. Figures in billions of Swiss francs. Data for 2011.

\*RSI budget: 239 million francs, included in the overall SRG SSR budget.

<sup>4</sup> Data quoted in the "Service public et efficience" video (on srgssr.ch) and taken from the annual financial reports of ARD, ZDF, TF, ORF, RAI

<b>TOP PAGES RSI.CH</b>	
	number of pages consulted each month
01. RSI HOME PAGE	28,353,720
02. LA 1	5,790,123
03. ZEROVERO	5,420,043
04. NEWS AND CURRENT AFFAIRS	4,447,256
05. WEATHER / ITALIAN-SPEAKING SWITZERLAND	3,738,631
06. SPORT	2,585,896
07. LA 2	1,872,633
08. PIATTOFORTE	1,592,694
09. IL QUOTIDIANO	1,456,793
10. LA 1 / PROGRAMMING SCHEDULE	1,228,631
11. PATTI CHIARI	1,185,671
12. RETE UNO	1,145,356
13. LA 2 / PROGRAMMING SCHEDULE	1,022,216
14. TELEGIORNALE / NEWS BULLETIN	991,168
15. TRAFFIC REPORT	750,571
16. RETE DUE	718,991
17. COMMUNICATION	617,773
18. NEWS AND CURRENT AFFAIRS / ULTIMORA	542,512
19. PODCASTING	537,016
20. STREAMING LIVE / RETE TRE	477,038
21. FALÒ	472,410
22. NEWS / TICINO AND GRAUBUNDEN	470,755
23. STREAMING LIVE / RETE UNO	438,336
24. SPORT / LONDON 2012	429,406
25. WEATHER / WEBCAM	408,513

Source: NET-Matrix-Audit/RSI 2012

## MULTIMEDIA

The rsi.ch website publishes news and information in real time and hosts the radio and TV networks' web channels, programme sites and special pages.

Through this website, RSI makes its radio and television content available on demand, often accompanied by background material and additional information. This means that programmes can continue to have an active life after their initial airing.

The site is intended mainly for persons resident in Switzerland, especially young people and those who prefer not watch television, but it is also visited every day by users from all over the world. In 2012, the site was visited by 220,190 unique clients, 12% more than in 2011.

### Mobile phones

With the enormous popularity of smart-phones, apps have become an integral part of the media landscape. RSI has been producing its own apps since 2010. The first were RSI.ch mobile, for news and live radio programmes, and RSI - Programmi Radio e TV, for the programming schedules. These have been followed by many others: RSI.ch traffico, Rete Tre, Zerovero, ContaClio and iBazaar, a virtual news-stand broadcasting RSI content and offering games, cultural material, recipes and many Rete Tre productions (Frontaliers, Tutti a scuola and the now unobtainable comedy CDs).

### Podcast

Most RSI radio programmes (around 130) can be downloaded free to computers and smart-phones in the form of podcasts.

In 2012, the rsi.ch/podcast website recorded more than 4.7 million downloads.

### Teletext

A forerunner in the field of real-time information and TV-based interactive services, Teletext continues to be used and valued, even in the multimedia era. SWISS TXT transmits the latest news headlines in several languages, 24 hours a day, not only via Teletext but also via the Internet and mobile channels. It is the news provider for several Swiss web portals, and transmits information by SMS for Swisscom, Orange and Sunrise. It also organizes subtitling for TV programmes: a service for the hard of hearing, as well as viewers with insufficient command of the original language.

### Social networking with RSI

#### Instagram

Rete Tre

#### YouTube

RSIchannel  
Rete Tre

#### Google+

RSI

#### Twitter

RSIonline  
RSInews  
RSIsport  
Rete Tre  
Affari di famiglia  
News and  
sports journalists

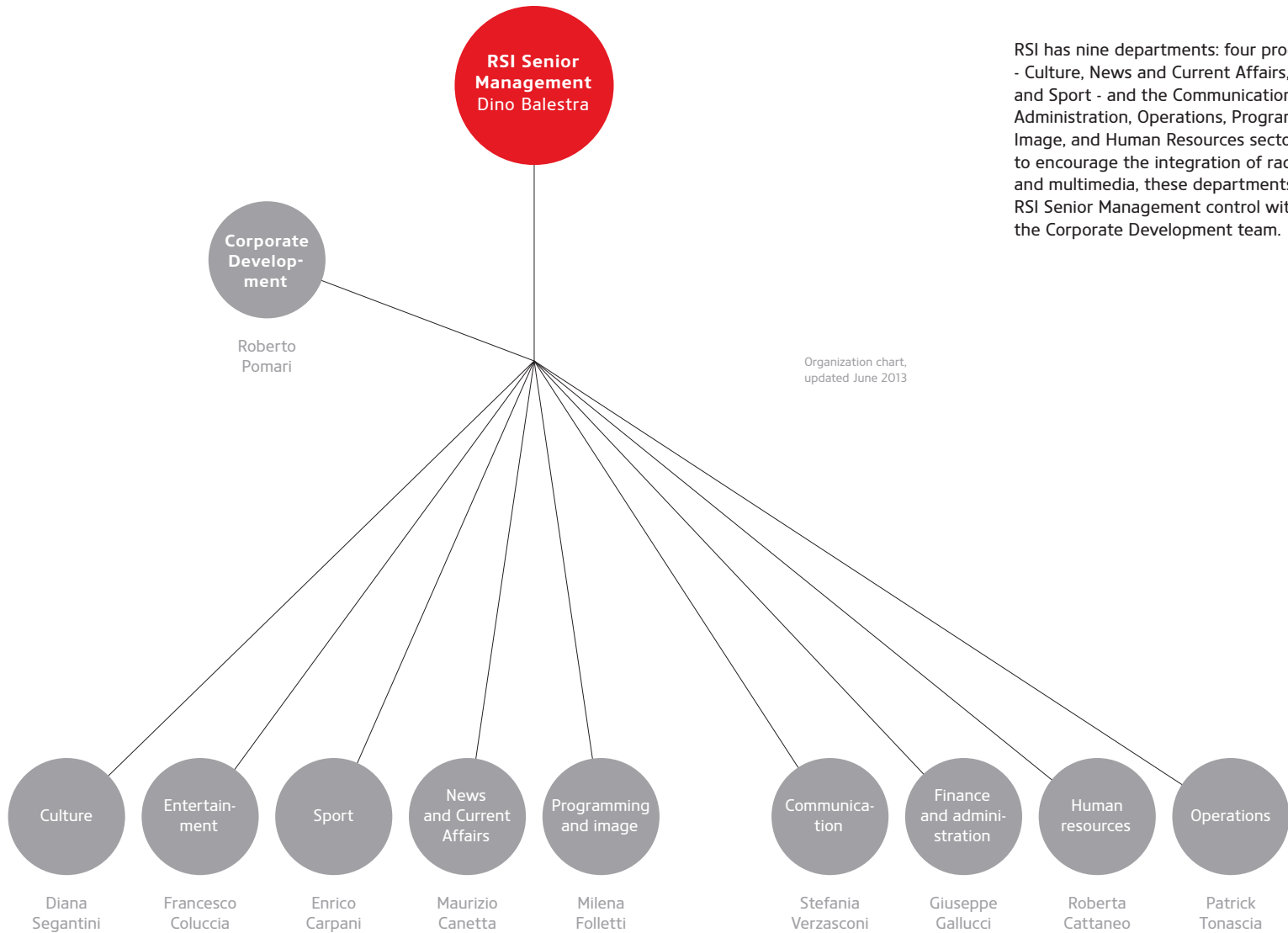
#### Facebook

RSI  
Rete Uno  
Rete Tre  
Affari di famiglia  
BandZ on air  
CultTV  
Il Ponte  
Il tabellone di Molla l'osso  
Linea rossa  
Marlène  
Piattoforte  
S-Quot  
In volo con un ape



## RSI'S CORPORATE STRUCTURE

RSI has nine departments: four programming areas - Culture, News and Current Affairs, Entertainment and Sport - and the Communication, Finance and Administration, Operations, Programming and Image, and Human Resources sectors. Structured to encourage the integration of radio, television and multimedia, these departments are subject to RSI Senior Management control with support from the Corporate Development team.



**1,210** RSI staff (as at 31.12.2012)  
**+2.72%** compared with 2011  
**1,068** full-time equivalent (FTE) staff on average in 2012  
**+31.32** compared with 2011

**4.29%** of RSI staff were undergoing training on 31.12.2012

**52** volunteer staff  
**12** apprentices trained in 2012  
**21** persons on work placements in 2012  
**38** trainees in 2012

**100** foreign staff (as at 31.12.2012)  
**91** of whom were Italians  
**32** holders of category C work permits  
**12** holders of category B work permits  
**38** with permits for cross-border workers (3% of total staff as at 31.12.2012)

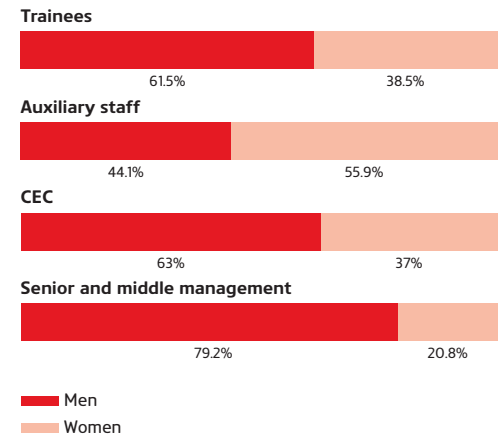
**28.1%** of RSI staff have university-level qualifications  
**2.4%** have been educated in specialized university schools

## STAFF

At the end of December 2012, RSI was employing 1,210 full or part-time staff (Full Time Equivalent = 1,082.92).

Contracts	Men	Women	Total
Senior and middle management	57	15	72
CEC	661	389	1050
Auxiliary staff	17	19	36
Trainees	32	20	52
<b>Total employed staff</b>	<b>767</b>	<b>443</b>	<b>1210</b>

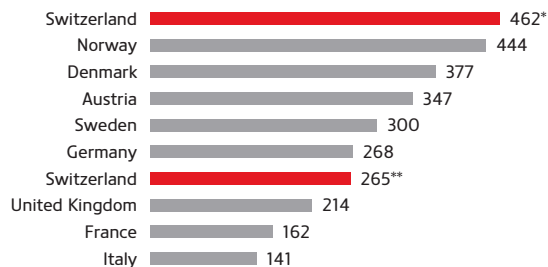
### Distribution by gender (end of December 2012)



## LICENCE FEES

“The cost of the radio/TV licence fee is excessive!”, is an often-heard criticism. But providing a quality public service in four national languages is an expensive business, and the bill has to be picked up by a restricted pool of users, given that Switzerland has a population of barely eight million. The fact is that if SRG SSR produced its programmes in a single national language, the costs (and therefore the licence fee) would be reduced by 42%. Moreover, licence fees go to fund not only SSR but also local and regional public-service radio and television broadcasters, new technologies, the Federal Communications Office (UFCOM, which manages frequencies nationally and ensures compliances with the legislation on broadcasting), the foundation for research on radio and television use, and Billag AG, the company tasked with collecting the licence fee.

### Radio and television licence fees in Swiss francs, 2012<sup>1</sup>



\* in four languages, as at present

\*\* in just one language, theoretical calculation

## FINANCIAL RESOURCES

In 2012, SSR allocated CHF 1,452 million, deriving mainly from licence fees and advertising revenues. CHF 330 million went to General Management and Business Unit Sport, while CHF 1,151 million were shared among the various business units in the form of subsidies. RSI received a 20.5% share (CHF 230 million).

Business unit	Subsidy	Percentage
RSI	230 million	20.5%
RTS	360 million	32.1%
SRF	496 million	44.2%
RTR	24 million	2.1%
Swissinfo	12 million	1.1%

### RSI economic and financial data - 2012

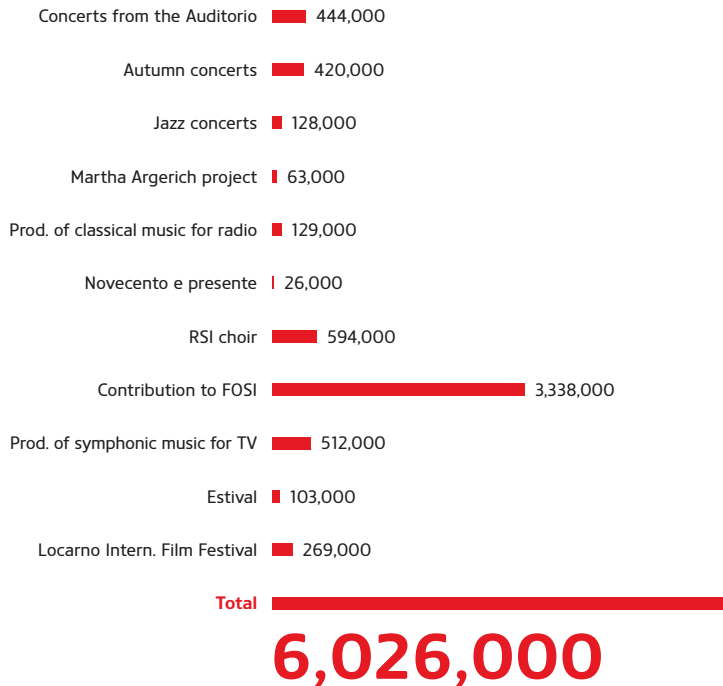
<b>Profit or loss</b>	in 000s of CHF	<b>-1,624</b>
-----------------------	----------------	---------------

<b>Operating revenues</b>	in 000s of CHF	<b>237,650</b>
of which Subsidies	in %	96.7
Commercial income	in %	2.1
Other income	in %	1.3

<b>Operating costs</b>	in 000s of CHF	<b>239,278</b>
of which Staffing costs	in %	55.3
Costs of progr. and prod.	in %	25.7
Other operating costs	in %	12.0
Depreciation	in %	6.9

<sup>1</sup> Foreign currencies-Swiss franc exchange rate, May 2013

**RSI's financial contribution to the principal cultural events organized in Italian-speaking Switzerland in 2012**



**RSI SUPPORT FOR CULTURE**

RSI supports Italian-speaking Switzerland's cultural institutions not only by making contributions towards funding their activities, but also by featuring them in radio, television and multimedia productions. In many cases, the cultural events concerned would not take place without this support.

**The Audiovisual Pact**

Almost 300 million francs in the last fifteen years: this is the amount SRG SSR has invested in film-making thanks to the "Pacte de l'audiovisuel", the platform set up in 1996 in conjunction with Swiss Art Week professionals in support of the country's cinema industry. As a result of the Pact, more than a thousand full-length features, short films, documentaries, TV films and animations have been produced, more than a quarter of them co-produced by RSI. In 2012, RSI supported 23 projects: twelve documentaries, ten fiction productions and one animation, investing a total of CHF 2.3 million.

## FINANCIAL SPIN-OFF FROM RSI ACTIVITIES IN ITALIAN-SPEAKING SWITZERLAND

Employing more than a thousand people, RSI has a significant financial impact on the region and generates major monetary flows. These break down into three categories: staff remuneration, relations with suppliers and commitment to the world of culture.

### Staff

In 2012, RSI paid out around CHF 131 million in staffing costs: 112 million in salaries, allowances, benefits and social security contributions on behalf of employees, and 19 million on its own behalf. Assuming that an average of 11% of net salary is paid in social security contributions for individuals, the tax yield generated by staff remuneration comes to around CHF 10 million.

### Supply of goods and services

In 2012, RSI purchased goods and services from 2,014 different suppliers, generating turnover of CHF 82 million, 73% of which was spent in Switzerland. CHF 40 million went to Italian-speaking Swiss suppliers, accounting for 68% of the amount spent in Switzerland and around half of the overall total.

Region	in 000s of CHF	Number of suppliers
Italian-speaking Switz.	40,743	908
German-speaking Switz.	16,056	565
French-speaking Switz.	3,825	107
<b>Switzerland as a whole</b>	<b>60,624</b>	<b>1,580</b>
America	3,671	35
Italy	8,574	192
Rest of Europa	9,108	191
Rest of the world	296	16
<b>Overall total</b>	<b>82,273</b>	<b>2,014</b>

### Culture

RSI supports cultural activity, not only through its programming, but by contributing financially to the principal cultural events organized in Italian-speaking Switzerland. In 2012, this commitment was reflected in investment of more than CHF 6 million (see pages 20-21).

### A great asset to the community

In 2012, the residents of Italian-speaking Switzerland paid around CHF 50 million in licence fees. Over the same period, RSI's expenditure on staff salaries, orders to local suppliers and tax payments amounted to around CHF 181 million. A further CHF 6 million were spent in supporting the region's cultural activities, for which RSI also provided media coverage. These are incomplete data. They do not include, for example, the tax yield generated by relationships between RSI and its suppliers, the economic spin-off of events supported by the broadcaster, nor the multiplier effect of all these various expenditures. The economic and cultural added value created by RSI for the benefit of the Italian-speaking part of Switzerland is nevertheless obvious.

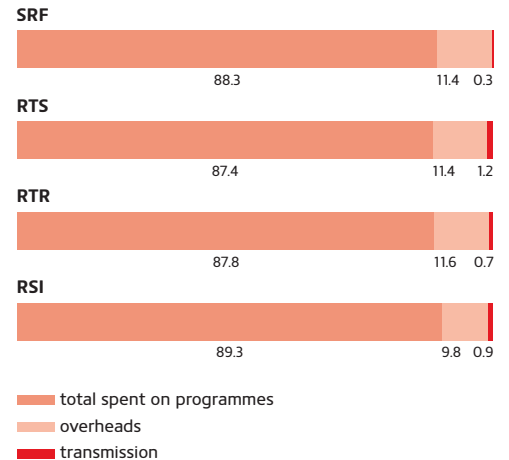
CHF 50 million  
paid by Italian-  
speaking Swiss in  
licence fees

CHF 187 million  
distributed by RSI within  
Italian-speaking Switzerland

### EFFICIENT RESOURCES MANAGEMENT

In 2012, RSI spent almost 90% of its budget on items directly connected with the making of radio, television and multimedia programmes, or the fixed costs of production (technical resources, programme support functions, etc.). This percentage is higher than that of other SRG SSR business units, which spend more than RSI on items not directly connected with programme-making.

This is clear if we compare overheads, i.e. the costs of support activities that cannot be ascribed directly to individual productions and are therefore only indirectly connected with production activities. For example, the salaries of staff performing support activities (such as finance, human resources, some logistical functions and communication) but not involved in production work. RSI's overheads are significantly lower than those of the other business units, as evidenced by the chart<sup>1</sup> illustrating costs for 2012.



<sup>1</sup> Source: SAP BI, analytical accounting system for business

## LEGAL FRAMEWORK

### **The legislation governing broadcasting**

The work of SRG SSR, of which RSI is one business unit, is based on Article 93 of the Federal Constitution of 18 April 1999, the Federal Law on Radio and Television (RTVA) of 1 April 2007, the Ordinance on Radio and Television (RTVO) of 1 April 2007, and the SSR Concession of 28 November 2007, which came into force on 1 January 2008 and was updated on 1 May 2013.

### **The Federal Constitution**

Article 93 of the Federal Constitution states that legislation on radio and television is the responsibility of the Confederation. Radio and television must contribute to education and cultural development, to the free shaping of opinion and to entertainment. They must also take account of the particularities of the country and the needs of the cantons, presenting events accurately and allowing a diversity of opinions to be expressed appropriately. The Federal Constitution guarantees the independence of radio and television, and their autonomy in deciding on programming.

The Constitution provides for an independent complaints authority for radio and television (AIRR), free from official or parliamentary interference.

### **The Federal Law on Radio and Television and the Ordinance on Radio and Television.**

The Law on Radio and Television sets out the remit, transmission arrangements, organization and funding of SSR. The Law on Radio and Television (RTVA) and the related Ordinance (RTVO) stipulate that SSR must adopt a form of organization such as to ensure its autonomy and independence, efficient management, respect for the aspirations of the different language regions, management and coordination at national level, public representation within the organization, and a form of management in accordance with the legal principles governing a public corporation. Persons receiving radio and television programmes are subject to payment of a licence fee, the amount of which is established by the Federal Council, taking into account:

- the requirements of funding SSR's programmes and other publishing activities
- support for the networks holding concessions
- tasks connected with collecting the licence fee, as well as ensuring that listeners/viewers declare themselves and pay the fee
- support for the foundation conducting research on radio and television use
- the creation of networks of transmitters, with a view to introducing new technologies.

### **The SSR Concession**

The Concession sets out in detail the remit that SSR and all its radio and television networks, and "additional publishing activities" are required to pursue.

Where radio is concerned, SSR must provide:

- three networks for each of the language regions Italian, German and French, and one network in Romansh
- two music networks, one in German- and one in French-speaking Switzerland with slots for basic programming ("basic programme")
- one network devoted to young people in German-speaking Switzerland
- three thematic music networks broadcasting classical music, jazz and pop

- a continuous news and current affairs network in German
- a national network in English

Where television is concerned, SSR must provide:

- two networks each for the Italian, German and French-speaking regions, and broadcasts in Romansh
- a German-language network offering repeats
- one network for each language (Italian, German and French) via the Internet, providing news and current affairs, and programming information

SSR's on-line service must include:

- multimedia input relating to broadcast programmes
- analysis and information relating to broadcasts
- basic information relating to educational programmes
- programme-related forums and games
- a multilingual on-line service for foreign audiences

Thanks to the new Concession, which came into force on 1 June 2013, SSR will be even better placed to gear its services to new technological developments and to changing audience behaviour. This will enable us as a public service broadcaster to continue to respond sensitively to audience expectations and to reach subscribers where they are increasingly to be found: on the web.

The Concession also stipulates that, through its programmes and the material it publishes, SSR must contribute to:

- the free shaping of opinion by presenting information that is compete, diversified and faithful, in particular on economic, political and social realities
- developing culture and strengthening the country's cultural values, with particular emphasis on Swiss literature, music and cinema
- public education, in particular by broadcasting programmes with educational content
- entertainment.

Source:  
SRG SSR Corporate  
Communication,  
Public service -  
Broadcast your benefit,  
Bern; on the web: srgssr.ch

## RSI STRATEGY GUIDELINES

### Introduction

These guidelines apply to RSI policy in respect of its remit, corporate values and operating procedures. Our corporate strategy sets out our key objectives and the measures required to achieve them.

### Remit

RSI is required to:

- provide a public service, through its programmes and activities
- provide programmes in Italian equivalent to those broadcast in the other official languages, with the purpose of informing, entertaining and educating the general public
- promote understanding, cohesion and exchange between the country's regions, linguistic communities, cultures and social groups, and foster the integration of foreigners
- promote Italian language and culture throughout Switzerland
- encourage the free shaping of public opinion
- contribute to the country's cultural development and strengthen its cultural values, and promote Swiss culture
- pursue high quality and ethical standards in the programmes it produces and broadcasts.

### Programming

In its programming as a whole, and within the limits of its financial resources, RSI is required to:

- pay attention to international events, while giving priority to matters of Swiss and Italian-Swiss interest
- take into account public demand and interests and satisfy them by providing a diverse service via various media channels
- interact with its audience, encouraging involvement by various means on its different channels, in particular the web
- broadcast news information that is up-to-date, complete and diversified



- air views and opinions, including positions that are different and controversial
- stimulate, promote, and thoroughly explore initiatives associated with the country's cultural environment, in particular Swiss cinema, music and literature
- provide a varied sports service, with the emphasis on national and regional sporting events, as well as major international events and Switzerland's involvement on the international scene.

## VALUES

Values are an important aspect of RSI's corporate culture, exercising a strong influence on the behaviour of its staff.

RSI owns the values that apply to SRG SSR as a whole:

- **Credibility:** RSI aims to be transparent in providing information, sticking to the facts while giving expression to differing opinions. It is responsible for the trustworthiness of its programmes and their content.
- **Independence:** the content provided by RSI is decided on without reference to political or economic interests. RSI is transparent, open to criticism and subject to internal and external supervision.
- **Pluralism:** in deciding on its programming, RSI takes into account a very wide range of majority and minority interests and the country's linguistic and cultural diversity. RSI's programming is characterized by this pluralistic approach.
- **Innovation:** RSI is attentive to evolving public needs and expectations and tries to respond by introducing appropriate new technology and changes to its programming.
- **Creativity:** RSI is open to technological, social and economic change, and encourages new ideas and solutions in order to play its role in an increasingly competitive environment.
- **Fairness:** RSI defends human dignity, and treats all persons fairly and with respect. It provides excellent working conditions for its employees.

## VISITS TO THE STUDIOS

We organize free guided tours of our studios for members of the public, provided a reservation is made at least two weeks in advance. We do not normally cater for groups of fewer than ten people. Tours last approximately 1 hour 30 minutes and take place from Monday to Friday during normal working hours.

### **Tours of the Comano studios**

visitecomano@rsi.ch  
T +41 (0) 91 803 53 21

### **Tours of the Lugano-Besso studios**

visitebesso@rsi.ch  
T +41 (0) 91 803 94 95

## CONTACTS

### **Working at RSI**

For information regarding employment opportunities and vacancies: [rsi.ch](http://rsi.ch), in the "Work with us" section

### **Making your voice heard**

Not happy with an RSI programme?  
Address your complaint to the mediation body represented by:  
Avv. Gianpiero Raveglia,  
P.O. Box 160, CH-6535 Roveredo

### **Purchasing radio and TV programmes and archive material:**

RSI archive sales office  
P.O. Box  
CH-6903 Lugano  
Private sales: [venditeprivati@rsi.ch](mailto:venditeprivati@rsi.ch)  
Commercial sales: [sales@rsi.ch](mailto:sales@rsi.ch)

### **RSI on-line shop**

To purchase all RSI products on general sale (home videos, CDs, publications, gadgets):  
[rsi.ch/shop](http://rsi.ch/shop)

### **Radiotelevisione svizzera di lingua italiana**

CP, CH-6903 Lugano  
T +41 (0) 91 803 51 11  
F +41 (0) 91 803 53 55  
[rsi.ch](http://rsi.ch), [info@rsi.ch](mailto:info@rsi.ch)  
[facebook.com/radiotelevisionesvizzera](https://facebook.com/radiotelevisionesvizzera)  
[twitter.com/RSIonline](https://twitter.com/RSIonline)

## **IMPRESSUM**

Editing  
Nico Tanzi, RSI

Art Director  
Gianni Bardelli, RSI

Graphic design  
Ackermann Dal Ben Communication Design,  
Lugano

Print  
Tipo-Offset Aurora SA, Canobbio

Copyright 2013, RSI Radiotelevisione svizzera

