

Vision



Switzerland at heart. We bring people, opinions and regions together, for diversity and unity.

Mission



Our content inspires, captivates and makes audible and visible what moves Switzerland. Our independent journalism strengthens orientation and trust. In doing so, we align ourselves with the needs of our audiences and society.

Values



Proximity

SRG¹ belongs to everyone.

We stay close to the people of Switzerland and its regions. We make every effort to understand the expectations and habits of our audiences and to respond to them – to create both personal and public value.

1: SRG refers to the entire company, including all regional units RSI, RTR, RTS and SRF.



Independence

SRG is independent.

We are free from political, economic or institutional influence – both from outside and from within. We enable the fact-based formation of opinions.



Courage

SRG is dynamic and embraces innovation.

We experiment boldly and continue to evolve. Our audiences are at the center of the development of our services.



Responsibility

We are one SRG.

We take responsibility – for our work, for one another and for society. Together, we stand for high-quality and relevant topics to be reliable, credible and objective. We conduct thorough research and strengthen diversity of opinion. We provide guidance on the issues that shape our society. This is how we build trust and create a stable foundation for public dialogue.



Openness

SRG listens.

We engage in open dialogue with the people of Switzerland and shape our coexistence together. We actively listen to a wide range of voices and cultures, bringing regions closer to one another – with curiosity, openness, and a genuine enthusiasm for exchange.



Transparency

SRG is transparent about what it does.

We ensure that our decisions, our working methods and our journalistic craft are transparent and understandable to the public. We show how journalism is created and encourage critical thinking. We take a self-critical approach and learn from one another.