

# Facts and Figures )17/2018



# Annual Report 2017

wils

News and current affairs, films, music, sport and entertainment – bringing Switzerland and the world home to you for 87 years.

Online Annual Report 2017: srgssr.ch/gb2017

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## SRG at a glance

## **Enterprise Units**



## **Subsidiaries**

Technology and Production Center Switzerland AG Swiss TXT AG Telvetia SA

## **Enterprise profile**

SRG is made up of five Enterprise Units and the General Management, and holds three subsidiaries. With 6,093 employees / 4,975 full-time equivalents (subsidiaries not included), an annual turnover of approximately 1.6 billion Swiss francs, 17 radio stations and 7 television channels, including Romansh-language programming, as well as complementary websites and teletext services, SRG is the largest electronic media organisation in Switzerland. Its radio stations lead their respective markets in all four language regions – as do the television channels at prime time. SRG services successfully hold their own against a variety of competing foreign broad-casters with greater financial muscle.

SRG is a media enterprise governed by private law and operated in accordance with the principles of company law. Its remit is based on the Swiss Federal Constitution, the Federal Radio and Television Act (RTVA), the Radio and Television Ordinance (RTVO) and its charter, and is one of public service. As a non-profit organisation, SRG derives around 75 per cent of its revenues from licence fees and about 25 per cent from commercial activities. It is politically and financially independent.

#### **Public service**

SRG media inform, entertain, and also have an educational function. They distribute their services round the clock on the same terms to everyone in Switzerland, no matter where they are, via radio, television, the Internet, teletext and mobile technologies. Services meet the needs of minorities and the mainstream alike and cover a broad range of issues. They also stand out in terms of their quality, relevance and variety.

Thanks to solidarity and a financial cross-subsidisation programme between the language regions, SRG is in a position to offer services throughout Switzerland. In this way, it helps to promote mutual understanding, cohesion and exchange between the different parts of the country – and in doing so, it plays a key role in social and cultural integration.

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## SRF Schweizer Radio und Fernsehen

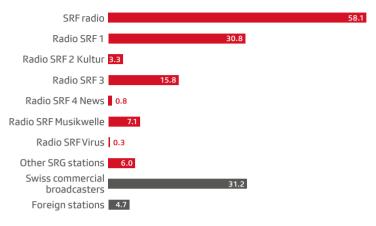
Director	Ruedi Matter	
Staff numbers	Full-time equivalents, total SRF Persons, total SRF	1 639 2 146
Staff numbers tpc*	Full-time equivalents tpc Persons, total tpc	649 918
Operating expenses (CHF millions)	Total SRF and tpc	572.7
Website Usage	srf.ch	
Ø visits per month Ø unique clients per month		38 839 000 4 777 000

\* Technology and Production Center Switzerland AG (tpc) is a wholly-owned subsidiary of SRG. SRF is tpc's largest client.

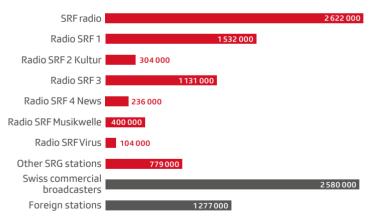
## Radio

6

#### Audience share in per cent



#### Audience reach Ø number of listeners per day



For the following figures, please visit www.srgssr.ch/gb2017 (Service public > Programmstatistik Radio): Audience share and audience reach by age group (in German and French)

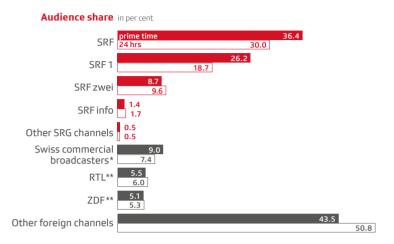
Source: Mediapulse Radiopanel, Media Reporter Radio, German-speaking Switzerland, Mon–Sun 24 hours, persons aged 15 and over



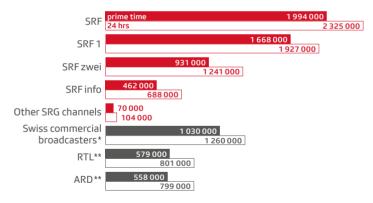
SRF Schweizer Radio und Fernsehen

## Television

Channels	SRF 1 SRF zwei SRF info	
Programme output (in hours)	<ul> <li>In-house productions, first run</li> <li>In-house productions, repeats</li> <li>(incl. SRF info, 7 339 hrs)</li> <li>Third-party productions, first run</li> </ul>	3808 10840 4245
	-Third-party productions, repeats (incl. SRF info, 123 hrs)	5245
	– Other output (3sat)	933
	– Drawn from RTR	463
	– Advertising	1 1 1 5
	Total	26 649



#### Audience reach Ø number of viewers per day



- prime time (overnight +7): live viewing of programmes broadcast from 6 pm -11 pm including time-shifted viewing up to seven days later, persons aged three and over
- □ 24 hours (overnight +7): live viewing of programmes broadcast from 2 am -2 am including time-shifted viewing up to seven days later, persons aged three and over

For the following figures, please visit srgssr.ch/gb2017 (Service public > Programmstatistik Fernsehen): Audience share and audience reach 24 hours (overnight + 7), by age group (in German and French)

Source: Mediapulse Fernsehpanel, Instar Analytics, German-speaking Switzerland, Mon–Sun, all platforms

- \* Rouge TV, Star TV, Tele Top, telebasel, TeleBärn, Tele M1, TeleZüri, TSO, Tele1, 3+, 4+, 5+, lémanbleu, La télé, Tele-Bielingue, S1, TV24, TV25, teleticino, Canal 9, Canal Alpha, Puls 8, Be Curious TV
- \*\* These channels are SRF's two strongest foreign rivals. Figures for RTL include only the Swiss signal.

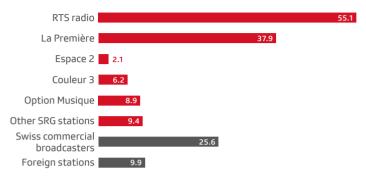


Director	Pascal Crittin	
Staff numbers	Full-time equivalents, total RTS Persons, total RTS	1 564 1 901
Operating expenses (CHF millions)	Total RTS	379.3
Website Usage	rts.ch	
Ø visits per month Ø unique clients per month		12 047 000 1 613 000

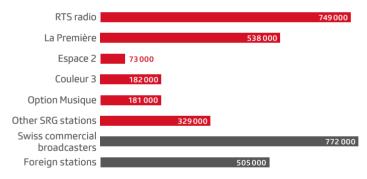
## Radio

Stations	La Première Espace 2 Couleur 3 Option Musique	
Programme output (in hours)	In-house productions Third-party productions Repeats <b>Total</b>	10853 17 180 7 007 <b>35 040</b>

#### Audience share in per cent



#### Audience reach Ø number of listeners per day



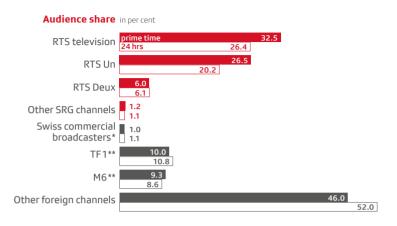
For the following figures, please visit www.srgssr.ch/gb2017 (Service public > Programmstatistik Radio): Audience share and audience reach by age group (in German and French)

Source: Mediapulse Radiopanel, Media Reporter Radio, French-speaking Switzerland, Mon–Sun 24 hours, persons aged 15 and over

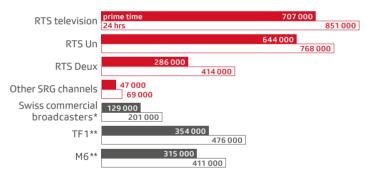


## Television

Channels	RTS Un RTS Deux	
Programme output	In-house productions	2 3 8 2
(in hours)	Third-party productions	5172
	Repeats	9 0 8 9
	Repeats on TV5	6 305
	Drawn from RTR	30
	Advertising	841
	Total	23 819



#### Audience reach Ø number of viewers per day



- prime time (overnight +7): live viewing of programmes broadcast from 6 pm -11 pm including time-shifted viewing up to seven days later, persons aged three and over
- □ 24 hours (overnight +7): live viewing of programmes broadcast from 2 am 2 am including time-shifted viewing up to seven days later, persons aged three and over

For the following figures, please visit srgssr.ch/gb2017 (Service public > Programmstatistik Fernsehen): Audience share and audience reach 24 hours (overnight + 7), by age group (in German and French)

Source: Mediapulse Fernsehpanel, Instar Analytics, French-speaking Switzerland, Mon–Sun, all platforms

- \* Rouge TV, Star TV, Tele Top, telebasel, TeleBärn, Tele M1, TeleZüri, TSO, Tele1, 3+, 4+, 5+, lémanbleu, La télé, Tele-Bielingue, S1, TV24, TV25, teleticino, Canal 9, Canal Alpha, Puls 8, Be Curious TV
- \*\* These channels are RTS's two strongest foreign rivals. Figures for TF1 and M6 include only the Swiss signal.



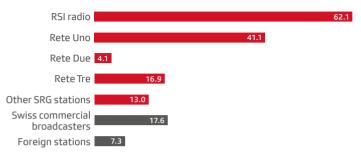
RSI Radiotelevisione svizzera

Director	Maurizio Canetta	
Staff numbers	Full-time equivalents, total RSI Persons, total RSI	1038 1178
Operating expenses (CHF millions)	Total RSI	237.1
Website Usage Ø vicits per menth	rsi.ch	2 224 000
$\varnothing$ visits per month $\varnothing$ unique clients per month		413 000

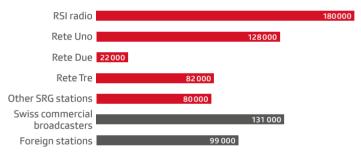
## Radio

	Total	<b>26280</b>
(in hours)	Third-party productions Repeats	12 726 3 848
Programme output	In-house productions	9 7 0 6
	Rete Tre	
	Rete Due	
Stations	Rete Uno	

#### Audience share in percent



#### Audience reach Ø number of listeners per day



For the following figures, please visit www.srgssr.ch/gb2017 (Service public > Programmstatistik Radio): Audience share and audience reach by age group (in German and French)

Source: Mediapulse Radiopanel, Media Reporter Radio, Italian-speaking Switzerland, Mon–Sun 24 hours, persons aged 15 and over

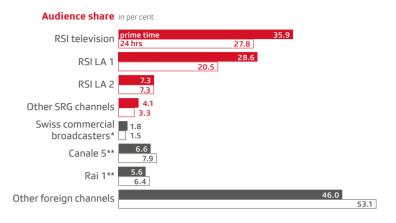


RSI Radiotelevisione svizzera

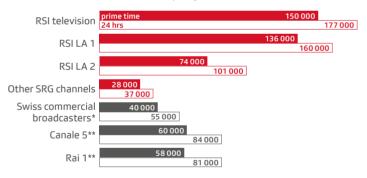
## Television

Channels	RSI LA 1 RSI LA 2	
Programme output (in hours)	In-house productions * Third-party productions * Repeats * Advertising <b>Total *</b>	2 606 4 553 9 789 557 <b>17 505</b>

\* including 153hrs drawn from RTR



#### Audience reach Ø number of viewers per day



- prime time (overnight +7): live viewing of programmes broadcast from 6 pm 11 pm including time-shifted viewing up to seven days later, persons aged three and over
- □ 24 hours (overnight +7): live viewing of programmes broadcast from 2 am 2 am including time-shifted viewing up to seven days later, persons aged three and over

For the following figures, please visit srgssr.ch/gb2017 (Service public > Programmstatistik Fernsehen): Audience share and audience reach 24 hours (overnight + 7), by age group (in German and French)

Source: Mediapulse Fernsehpanel, Instar Analytics, Italian-speaking Switzerland, Mon–Sun, all platforms

- \* Rouge TV, Star TV, Tele Top, telebasel, TeleBärn, Tele M1, TeleZüri, TSO, Tele1, 3+, 4+, 5+, lémanbleu, La télé, Tele-Bielingue, S1, TV24, TV25, teleticino, Canal 9, Canal Alpha, Puls 8, Be Curious TV
- \*\* These channels are RSI's two strongest foreign rivals.



## RTR Radiotelevisiun Svizra Rumantscha

Director	Ladina Heimgartner	
Staff numbers	Full-time equivalents, total RTR Persons, total RTR	134 174
Operating expenses (CHF millions)	Total RTR	25.1
Website Usage	rtr.ch	
Ø visits per month Ø unique clients per month		131 000 33 000

## Television

Televisiun Rumantscha	
In-house productions	168 5
Repeats	474
Advertising	0
Total	647
Telesguard	6
Telesguard	39 000
	In-house productions Third-party productions Repeats Advertising <b>Total</b> Telesguard

## Radio

Station	Radio Rumantsch	
Programme output	In-house productions	2640
(in hours)	Third-party productions	5978
	Repeats	142
	Total	8760

Audience reach Ø Daily number of listeners throughout Switzerland Radio Rumantsch 75 000 \* Other SRG stations 4058 000



\* The audience figures for Radio Rumantsch are not comparable with the figures from 2015 and earlier. Since 2016, the figures have included Radio Rumantsch listeners throughout Switzerland.

Source: Mediapulse Radiopanel, Media Reporter Radio, Swiss-wide, Mon–Sun 24 hours, persons aged 15 and over



## **Swiss Satellite Radio**

Specialist music stations (national services)*	Radio Swiss Pop Radio Swiss Classic Radio Swiss Jazz	
Programme output (in hours)	In-house productions Third-party productions Repeats <b>Total</b>	608 25 458 214 <b>26280</b>
Audience share (24 hrs, Mon–Sun)	Radio Swiss Pop Radio Swiss Classic Radio Swiss Jazz	2.7 % 1.3 % 0.5 %

\* The data given here covers all of Switzerland.

# SWI swissinfo.ch

Director	Peter Schibli	
Staff numbers	Full-time equivalents, total SWI Persons, total SWI	85 106
Operating expenses (CHF millions)		18.6
Website Usage	swissinfo.ch	1 7 62 000
Ø visits per month Ø unique clients per month		1 762 000 835 000



## **Sources**

The audience share and audience reach figures refer to the corresponding regions of Switzerland: German-speaking Switzerland including Romansh-speakers for SRF and RTR, French-speaking Switzerland for RTS, and Italian-speaking Switzerland for RSI.

Where **radio** is concerned, the two figures given – audience share and audience reach – are based on measurements taken using the Mediapulse Radiopanel, Media Reporter Radio (mediapulse.ch).

In the case of **television**, the two figures given – audience share and audience reach – are based on measurements taken using the Mediapulse TV panel, Instar Analytics (mediapulse.ch).

With regard to **Internet** usage, the two figures given – visits and unique clients – are based on measurements taken in a Net-Metrix audit conducted by Net-Metrix (net-metrix.ch).

- → Visit: A "visit" covers all page views (pages of content that have been clicked on) where there are a maximum of 30 minutes between views. A new visit is counted if there are more than 30 minutes between page views.
- → Unique client: A "unique client" is a browser or an app accessing web content. It is determined by means of cookies and other identifying characteristics. "Unique" means that the same client is counted only once during the observation period.

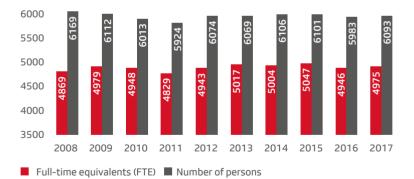
## 2017 Staff

SRG offers attractive employment and working conditions, fair salaries and appropriate employee benefits. This is important in enabling us to produce high-quality radio, television and online content, and to fulfil our public service remit.

## Approximately 6,000 jobs

At the end of 2017 there were 6,093 people working full or part-time for SRG. Around two thirds of them were involved in programming or on the production and technology side, while around one third worked in IT and in other support functions such as finance, human resources and communications.

The staff of SRG have different contracts depending on whether they work full or part-time, as well as their role: in 2017, 85.4 per cent of staff were subject to a collective labour agreement, while 8.4 per cent had a management contract. The remaining 6.2 per cent work less than 30 per cent of the standard working week, and thus had individual employment contracts.



## Staff numbers 2008–2017

6500

For further information, please visit: srgssr.ch/gb2017 > Mitarbeitende > Zahlen und Fakten zu Mitarbeitenden (in German and French)

## **S**alaries

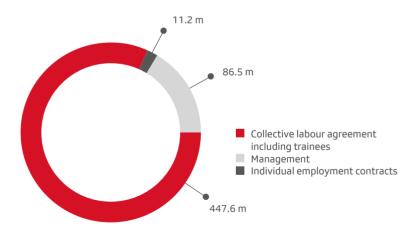
SRG openly provides transparent information on its pay policy. We show how the salaries of our top executives, managers and staff have developed in recent years, and in doing so compare ourselves with other companies and the Swiss economy as a whole.

## Fair pay

At SRG, the average annual salary across all categories of staff is 107,152 Swiss francs for a full-time role at an average age of 45.2. That looks like quite a lot at first glance.

The fact is, however, that staff costs are relatively high in the media industry. Many of the job profiles at SRG demand higher qualifications. Some 47 per cent of all staff are graduates. For the journalist staff, this figure is as high as 68 per cent.

## Distribution of total pay in 2017, by type of contract

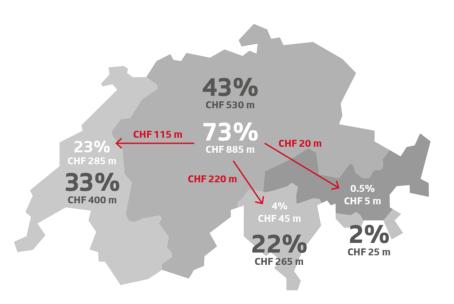


For further information, please visit: srgssr.ch/gb2017 > Mitarbeitende > Zahlen und Fakten zu Löhnen (in German and French)



## 2017 Public service in figures

SRG is the only media company that produces audiovisual programmes in all four language regions and in all national languages. Through solidarity-based revenue sharing, SRG makes an important contribution to national cohesion, mutual understanding and dialogue between the language regions. Although German speakers make up around 70 per cent of the Swiss population, SRF receives only 43 cents of each Swiss franc paid in licence fees. If the people in Italian-speaking Switzerland had to fund RSI programmes on their own, they would have to pay 2,300 francs a year in licence fees instead of 451 francs.



Regional revenue sharing of licence fee income (1.2 billion francs). A large proportion of licence fee income from German-speaking Switzerland is allocated to other language regions (including redistribution of central services; rounding differences possible).

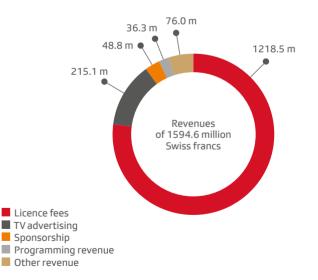
- □ The region collects this much licence fee money
- This much licence fee money is redistributed to the region
- This much licence fee money is available to the region

#### The figures at a glance (CHF millions)

Operating result	29.5
Operating revenues	1 595.2
Operating expenses	1567.1

## Income

SRG generates around 76 per cent of its funding from licence fees, with a further 14 per cent of the budget coming from TV advertising and 3 per cent from sponsorship. SRG earns 2 per cent of its total income from the sale of programming to other media companies and public and private institutions as well as from revenue from co-productions. The remaining 5 per cent comes mainly from government subsidies for SWI swissinfo.ch and tvsvizzera.it and the collaboration with 3sat and TV5 Monde as well as from service income from building rental and revenue from the sale of Sat Access cards and property.



For further information, please visit: srgssr.ch/gb2017 > Service public > Service public in Zahlen (in German and French)

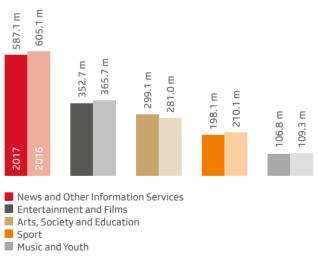


## 2017 Public service in figures

## Expenditure by programme content

SRG offers a mainstream schedule which is divided into five strands. In 2017, News and Other Information Services accounted for 38 per cent of SRG\* expenditure. Entertainment and Films accounted for 23 per cent of the budget; Arts, Society and Education 19 per cent, Sport 13 per cent and Music and Youth 7 per cent.

Total expenditure fell slightly in 2017. This decline can be seen across all divisions – with the exception of the Arts, Society and Education cost item. In Sport, expenditure fell by around CHF 12 million due to a lack of major sporting events, such as the Summer Olympics. However, spending increased in Arts, Society and Education by around CHF 18 million. The money was mainly invested in documentaries and drama series.



\* Expenditure excluding the costs of non-licensed third-party business and excluding one-off effects in 2017 (lower costs for the austerity programme, lower costs due to reducing the technical interest rate for the pension fund and one-off property effects).

For further information, please visit: srgssr.ch/gb2017 > Service public > Service public in Zahlen (in German and French)

## Costs of radio and television programming

Programming costs cover the actual expenditure incurred in direct connection with the production of radio and television programming. They include the content and technological input of the production staff, the costs of production resources, and the costs of buying programmes from other producers. 'Production resources' refers to studios, cameras and microphones, editing suites and outside broadcast vehicles, to give just a few examples.

Since May 2016, the Enterprise Units SRF in German-speaking Switzerland, RTS in French-speaking Switzerland, RSI in Italian-speaking Switzerland and RTR in Romansh-speaking Switzerland have published a comprehensive schedule of the costs of a wide range of television formats – including news, magazine and talk shows, feature films and series, entertainment and music programmes, documentaries and sports coverage – in conjunction with the publication of the Annual Report. All Enterprise Units also disclose the costs of their radio stations.

Follow the links on the map of Switzerland to visit the websites of the individual Enterprise Units, where you will find details of programming costs for each language region.



## 2018 Association structure

Delegates' Meeting

Board of Directors

Chairman

Jean-Michel Cina

**Central Secretary** 

Head of Internal Audit

Beat Schneider

Jean-Blaise von Arx

Radio Télévision

Suisse Romande

Société de radiodiffusion

RTSR

## Regional Companies

SRG.D SRG Deutschschweiz

Radio- und Fernsehgesellschaft der deutschen und rätoromanischen Schweiz

Präsident

Andreas Schefer

Regionalrat

Regionalvorstand

## Publikumsrat

Präsidentin: Susanne Hasler

Ombudsstelle

Roger Blum

et de télévision de Suisse romande Président Jean-François Roth Conseil régional

Conseil du public

Président: Matthieu Béguelin

Organe de médiation

Raymonde Richter

## Auditors

## Audit firm

BDO AG

Auditor-in-charge

Matthias Hildebrandt

<b>Corsi</b> Società cooperativa per la Radiotelevisione svizzera di lingua italiana		<b>SRG.R</b> SRG SSR Svizra Rumantscha	
Presidente		President	
Luigi Pedrazzini		Oscar Knapp	
Consiglio regionale	Comitato del Consiglio regionale	Cussegl regiunal	Suprastanza
Consiglio del pubblic Presidente: Raffaella Adobati Bo		Cussegl dal public President: Roger Tuor	
Organo di mediazione		Servetsch da mediaziun	
Francesco Galli		Toni Hess	



## 2018 Enterprise structure

**Delegates' Meeting** 

Board of Directors

**Director General** 

Executive Board

#### General Management

Development and Offering

Finance and Controlling

Operations

Human Resources

**Business Unit Sport** 

**General Secretariat** 

Media Relations

Public Affairs

## Enterprise Units

RSI Radiotelevisione svizzera

RTR Radiotelevisiun Svizra Rumantscha

RTS Radio Télévision Suisse

SRF Schweizer Radio und Fernsehen

SWI swissinfo.ch

## **Subsidiaries**

Technology and Production Center Switzerland AG

Telvetia SA

30

Swiss TXT AG

## **Regional Companies**

Corsi Consiglio regionale Comitato del Consiglio regionale

SRG.R Cussegl regiunal Suprastanza

RTSR Conseil régional Comité régional

SRG.D Regionalrat Regionalvorstand

SWI swissinfo.ch Council

## 2018 **Board of Directors**



Chairman of the SRG Board of Directors

> Jean-Francois Roth Member of the SRG Board of Directors Chairman of RTSR

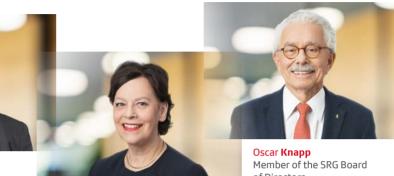
Marc Furrer Member of the SRG Board of Directors



Luigi **Pedrazzini** Member of the SRG Board of Directors Chairman of Corsi

Board of Directors





Ursula Gut-Winterberger Member of the SRG Board of Directors

of Directors Chairman of SRG.R



Andreas Schefer Member of the SRG Board of Directors Chairman of SRG.D

Sabine Süsstrunk Member of the SRG Board of Directors

> Beat Schneider Central Secretary (without voting power)

## 2018 Executive Board



Director General of SRG

Ladina **Heimgartner** Director of RTR Deputy Director General of SRG



Maurizio Canetta Director of RSI

Beat **Grossenbacher** Director of Finance and Controlling at SRG

Ruedi Matter Director of SRF



Pascal **Crittin** Director of RTS



Walter **Bachmann** General Secretary of SRG (without voting power)

## Legal foundations

The activities of SRG are based on the Swiss Federal Constitution, the Radio and Television Act (RTVA), the Radio and Television Ordinance (RTVO), and the SRG charter.

#### **Swiss Federal Constitution**

Article 93 of the Swiss Federal Constitution states that legislation on radio and television is a federal government matter. Radio and television should make a contribution to education and cultural development, free opinion-forming and entertainment. They must take the country's particular characteristics and the needs of the cantons into consideration, present events factually and reflect the full diversity of views. The Constitution also guarantees the independence from state influence of radio and television, as well as their autonomy with regard to service content. In addition, the Constitution provides for an expert supervisory complaints board which is independent of both the authorities and Parliament.

#### **Radio and Television Act, Radio and Television Ordinance**

Among the aspects governed by the Radio and Television Act are SRG's programming remit, how its services are distributed, how SRG is structured and how it is financed. The RTVA and RTVO state that SRG must be structured in a way that guarantees its autonomy and impartiality, that enables it to be run cost-effectively and managed and coordinated on a national level, that takes into account the concerns of the different language regions, that sees the audience represented within the organisation, and that ensures it can be managed in accordance with the principles of the law on public limited companies.

Anyone wishing to receive radio and television services must pay a licence fee, the level of which is determined by the Federal Council. In setting the licence fee, the Federal Council takes the following into account:

- The funding needed for SRG services and its other news and information offerings
- Support for the services covered by SRG's charter
- Tasks related to the actual levying of the licence fee, as well as the enforcement of reporting and payment
- Support for the foundation for audience research
- The construction of transmitter networks as new technologies are launched

## The charter

The charter lays down in greater detail the remit which SRG must fulfil across all its radio and television schedules and other news and information services.

With its radio services, SRG offers:

- Three stations in each of the German, French and Italian language regions
- One Romansh-language station

- One modified service for each of the German and French language regions (a modified service has the same underlying nature and content as the station on which it is based, but has a distinctive soundtrack)
- One youth service for German-speaking Switzerland
- One music station for classical music, one for jazz, and one for pop
- One German-language news and current affairs station

## With its television services, SRG offers:

- Two HDTV channels in each of the German, French and Italian language regions
- Programmes in Romansh
- One German-language repeats channel
- One service in French, providing continuously updated information and schedule notes via the Internet
- First-run Internet programming covering political, economic, cultural and sporting events relevant to the language regions or the nation as a whole

## SRG online services comprise:

- Online content relating to programmes (direct, real-time and thematic reference to editorial programmes or parts of programmes)
- Online content not related to programmes in the form of text articles under the headings of News, Sport and Regional/Local (limited to a maximum of 1,000 characters per article)
- Background and context information about programmes
- Basic briefings in connection with educational programmes
- Audience forums and games connected with specific programmes
- A multilingual international online service (Swissinfo)
- An online service for the Italian-speaking audience living close to the Swiss border (tvsvizzera.it)

The charter also states that SRG must contribute to the following with its radio and television services and other news and information offerings:

- Free opinion-forming among its audience with comprehensive, varied and accurate information, in particular with regard to political, economic and social relations
- Cultural development and the strengthening of the nation's cultural heritage, as well as the promotion of the arts in Switzerland, paying particular attention to Swiss literature, Swiss music and Swiss film
- Educating the audience, specifically by regularly broadcasting programmes with an educational content
- Entertainment

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