[CH] Digital Radio and Youth Programme

IRIS 1999-3:1/32

Oliver Sidler
Medialex

The Swiss Radio and Television Corporation (SRG) has been authorised and commissioned to establish and operate a new broadcasting network for digital radio (DAB- Digital Audio Broadcasting). The Federal Council (Bundesrat) approved the corresponding extension of the SRG's licence on 17 February 1999, thereby launching the start of the new broadcasting technology. In entrusting the SRG with the establishment and operation of the network, the Swiss Government is indirectly promoting the market introduction of DAB through radio and television reception fees. As a national public service provider, the SRG has the economic, technical and programme capacity for launching the new technology with the appropriate programme offer and establishing a broad consumer market in the interest of future service providers. The SRG is also being authorised to offer a new youth programme via satellite and DAB. Under the licensing agreement, the SRG is required to take account of the concerns of young people and to promote youth culture accordingly. In this way, the Federal Council wishes to oblige the SRG, through the new service, to contribute to its public service remit and to entertain young people not just with music.

© European Audiovisual Observatory (Council of Europe) 2026

© European Audiovisual Observatory (Council of Europe) 2026