

The Fifth Switzerland in the media world of tomorrow : all good things come from above...

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All good things come from above...

A look at the everyday media routine of Swiss Abroad in the year 2001: Fantasy or Reality?

Ibiza, Hotel «Estrella», 7.10 am. Thomas Müller, his wife and two children at the breakfast table. They are hatching plans for the day ahead. No compromise is yet in sight. Thomas Müller leaves the further negotiations in the hands of the diplomatic fate of his wife and retires to his room. At 7.30 am. there is breakfast-TV from Switzerland, via satellite direct. But prior to this a few bars of music. Channel 20 of the hotel receiver emits the morning programme of Swiss Radio International: Information services in the Swiss languages, bulletins in English and great folk music from every continent in stereo!

Or what about a quick look into the hotel's computer? Like in many other hotels, the computer transmits news and commentaries from Switzerland; direct from the news computer of Swiss Radio International. Not bad for the small telematic surcharge on the hotel bill, even if it is not as exciting as the thriller from Swiss television for which fa-

mily Müller will be returning in good time from its excursion...

A small step to the Antipodes!

René Cevey has been living in New Zealand for 30 years, as a voluntary immigrant. He is by no means indifferent about far-off Switzerland. He listens to Swiss Radio International every morning on short wave frequency. The reception is quite satisfactory since they have started to send the programmes on SSB¹⁾. In the evening he sometimes switches to the english speaking channel, whose documentary programmes are often transmitted by the local station. René Cevey subscribes to the compact disc service of Swiss Radio International. Once a month he receives the video «Tour de Suisse en 30 jours», a news summary bulletin produced together with Swiss Television. He sporadically orders music compact discs from the catalogue which he can consult through his personal computer. Besides the standard radio programme, Swiss Radio International transmits digitalised information about swiss events (sport results, election results etc.) as well as about swiss functions hap-

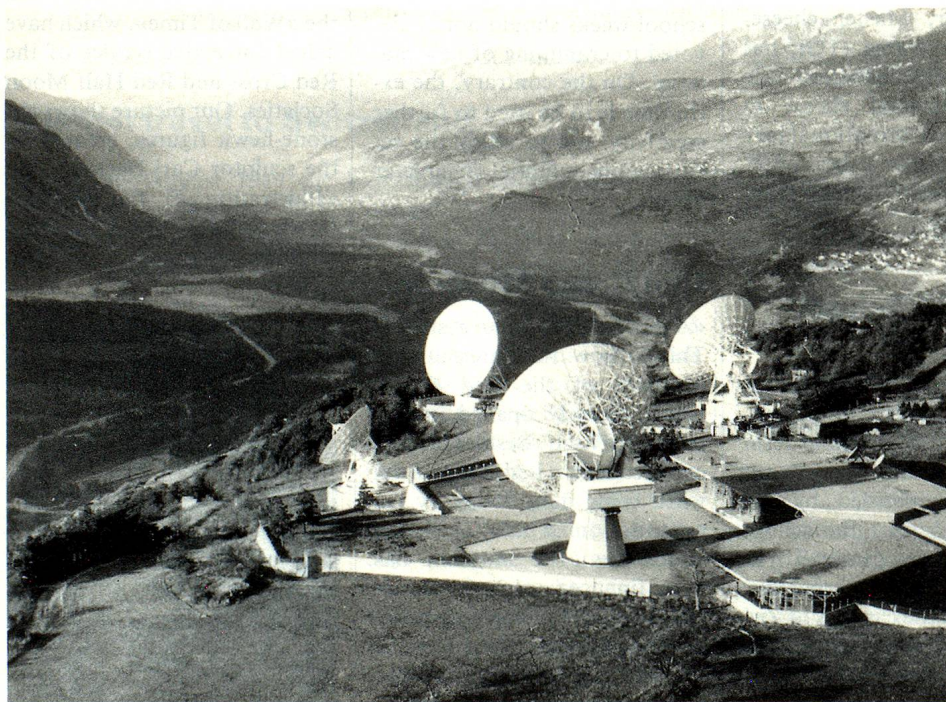
pening abroad (concert tours, exhibitions, lectures).

The programme which René Cevey finds the most interesting at the moment is the one on the French speaking channel about «Energies of the future», a joint programme by Swiss Radio International, French Radio International and Canadian Radio International. These stations occupy a satellite channel for an hour each day for the transmission of a french speaking programme for the oceanic area. Sooner or later there will probably also be daily television from Switzerland. Until then René Cevey must make do with the international service of the Teletext Ltd.

Third World: A lot and yet not enough?

Mario Bernasconi knew that he would see little of Switzerland's everyday life in Zaire

The media scene is in a state of upheaval worldwide. This also has an effect on the daily lives of the Swiss abroad, perhaps in the way described on this page. You can learn more about the Fifth Switzerland in the media world of tomorrow at this years Congress of the Swiss Abroad to be held 24-27 August 1989 in Locarno. (Registration talon on the facing page).



Satellite ground station in Leuk (Valais). – Swiss Radio International will also be making use of satellites in the foreseeable future to transmit its programmes in Europe and in some cases also intercontinentally. (Photo: PTT)

when he signed the contract to work on a technical cooperation project.

19.00 hours: Mario Bernasconi has had a hard day. Now he is drawn to the recreation centre of the Swiss Club. The Consulate has installed a media centre here together with Swiss Radio International and other companies. This centre is fitted out with video and compact disc equipment, a receiver for radio and telematic programmes from Swiss Radio International, a terminal for the Consulate's computer and a wide selection of press material. Quite a lot in which to find consolation for the rigour of isolation! Mario Bernasconi can use a visual telephone for a small sum. That brings his family at home in Locarno a little closer. Early tomorrow he will listen once again to the short wave programme from Switzerland. With good reason: his parents have sent a greetings message for his birthday...

Walter Fankhauser

¹⁾ SSB – Single band modulation: New transmission technology. Means «more room» on the frequency wave for more programmes, these having a better reception quality.