

Zeitschrift: Swiss review : the magazine for the Swiss abroad
Herausgeber: Organisation of the Swiss Abroad
Band: 23 (1996)
Heft: 6

Artikel: Swiss media on the Internet : variety on-line
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DOI: <https://doi.org/10.5169/seals-907774>

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Swiss media on the Internet

Variety on-line

If you live abroad and subscribe to a Swiss newspaper, you pay a lot and often have to wait a long time. The Internet provides information more quickly and more cheaply. Here is an overview.

Practically all Swiss publishing houses can now be found on the Internet, even if their offers vary. There are lavish layouts which include among other material the contents of a news-

paper or a magazine (e.g. SonntagsZeitung, L'Hebdo, Tages-Anzeiger, Edipress group). Other publications provide simple reproduction of the printed version with a little added (e.g. Blick), and there are also homepages with little substantial content.

In spite of the increased concentration, the Swiss press landscape is still very varied, and this is reflected by the Swiss media appearing on the Internet. The list below of WWW addresses of the most important Swiss dailies and weeklies will help surfers to explore Swiss media on-line. And do not forget that Swiss Review and Swiss Radio

Swiss Review on-line

Since July 1 of this year, Swiss Review has been present on the Internet – and has seen success. The Review pages are consulted frequently, and there are many entries in the guest book. The range – which may be called up by typing www.revue.ch – is being built up in stages to become a comprehensive library of everything concerning the Swiss Abroad. Apart from the current number of Swiss Review, there is an archive page where articles from previous issues can be called up. This information is supplemented by links with the services of the Secretariat for the Swiss Abroad and other institutions working in favour of the Fifth Switzerland.

International are also on the Internet (see boxes)!

RL

German

Daily newspapers:

Aargauer Zeitung	http://www.azag.ch
Appenzeller Zeitung	http://www.appenzellernews.ch
Basler Zeitung	http://www.is.eunet.ch:80/infomall/baz
Berner Zeitung	http://www.bznet.ch
Blick	http://www.blick.ch
Bieler Tagblatt	http://www.bielnews.ch
Bote der Urschweiz	http://www.bote.ch
Freiburger Nachrichten	http://www.mcnet.ch/media/fn
Der Landbote	http://www.winti.ch/landbote
Neue Zürcher Zeitung	http://www.nzz.ch
Rheintalische Volkszeitung	http://www.rheintal.ch.rva
Schaffhauser Nachrichten	http://www.shn.ch
Solothurner Zeitung	http://www.vsonline.ch/seiten/zeitun/sz
Tages-Anzeiger	http://www.tages-anzeiger.ch
Zürichsee Zeitung	http://www.seenet.ch/zsz

Weekly newspapers and magazines:

Beobachter	http://www.access.ch/beobachter
Bilanz	http://www.bilanz.ch
Brückenbauer	http://www.migros.ch/bb
Cash	http://www.cash.ch
Facts	http://www.facts.ch
Schweizer HandelsZeitung	http://www.krinfo.ch
SonntagsZeitung	http://www.sonntagszeitung.ch
Sport	http://www.sport-online.ch
Weltwoche	http://www.weltwoche.ch

French

Daily newspapers:

24 Heures	http://www.edicom.ch/24heures
Journal du Jura	http://www.bielnews.ch/demojj/dj
La Liberté	http://www.laliberte.ch
L'Express	http://www.lexpress.ch
Le Matin	http://www.edicom.ch/matin
Le Nouveau Quotidien	http://www.edicom.ch/lmq
Nouvelliste	http://www.nouvelliste.ch
Tribune de Genève	http://www.edicom.ch/tgd

Weekly and monthly newspapers and magazines:

Bilan	http://www.edicom.ch/bilan
L'Hebdo	http://www.webdo.ch

Italian

La Regione Ticino	http://www.tinet.ch/laregione
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Swiss Radio International on the Internet

Homepage address: <http://www.srg-ssr.ch/SRI>

At the beginning of 1995, SRI began to take a systematic look at the Internet. On October 3, 1995, it entered the Internet with one sole page; now, it has several pages which provide information on its programmes, broadcasting schedules and frequencies on the Internet.

- Those visiting SRI on the Internet can select their preferred language on the welcome page. Information is currently available in French, German, Italian and English.
- The service as a whole is divided into three categories: technology, programme and administration.
- All the programme editorial staff and SRI services are accessible via e-mail.

The significance of the Internet for customer service information on SRI is shown by two surveys which were carried out during 1996 among readers of Swiss Review and subscribers to the SRI programme guide: in some countries more than half of those in these target groups have a computer. Between 10% and 20% of the audience interested in information on SRI already use online services, and the majority of this group regard SRI online information as important.

It is now possible to broadcast radio programmes via the Internet, and several stations are already putting this into practice. The expenditure involved is, however, still relatively high, particularly if both the supplier and the user set great store by high technical quality. It is SRI's aim that its programmes may be used in a simple way with good quality via the Internet, beginning in the course of 1997.

W. Fankhauser, Communication & Marketing Services