

# **A little corner of Switzerland in your home : Swiss television abroad**

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A little corner of Switzerland in your home

## Swiss television abroad

At the beginning, it was an entirely international idea. Five French-language television networks decided to unite their resources in order to send the voice of the French language across the world. Switzerland was to play a major role, and Swiss Radio and Television delegated Télévision Suisse Romande to take part in setting up this new type of network. There were five founders, hence the name: TV5. Now 13 years later, the original networks (three French public television channels, the Belgian public television channel and Swiss television) have multiplied. First, TV5 has been expanded to include other television corporations, for example the Canadian. Then taking advantage of the new digital compression techniques, TV5 has become regionalised – turning into TV5 Europe, TV5 Asie, TV5 Québec-Canada and TV5 Afrique. There are now also emulators in other languages. One of these is 3sat, which according to the same principle brings together four

German-language networks (ZDF, ORF, ARD and SF-DRS) in order to broadcast Swiss, German and Austrian programmes worldwide. The result is that Swiss citizens in all countries can now receive the programmes of their national networks, including news programmes, and so benefit wherever they are from this unique means of contact with their country. Another advantage of the new system is that viewers in about 100 countries can now tune in to the Swiss point of view which is put forward in Swiss television programmes across the world.

## TV5

The respective ministers of the countries concerned (Moritz Leuenberger for Switzerland) meet once a year, mainly to consider how these systems are to be financed. A political decision has been made that TV5 and 3sat do not aim to make a profit. This is intended to guarantee public service television quality, which represents a per-

### Swiss broadcasts on 3sat

Mon. & Fri. 00.30 / Tues. & Thurs. 00.15: "10 vor 10"  
Mon. 09.45 / Sun. 18.15 "Rundschau" (1 x per month: "Die Schweiz im...")  
Wed. 10.30: "Sternstunde" (8 x per year each: "Literaturclub" and "Vis-à-Vis")  
Wed. 17.00 / Thurs. 09.45 / Sun. 09.15: "Bilder aus der Schweiz"

### Swiss broadcasts on TV5

Mon., Sat., Sun. 01.00: "TJ-Nuit"  
Mon. – Thurs. 19.30: "Téléjournal"  
Mon. 11.45 / Tues. 05.00 / Sun. 21.00: "Temps Présent"  
Tues. 24.00 / Thurs. 14.30 / Fri. 03.00: "Viva"  
Wed. 09.30: "Magellan"  
Thurs. 11.45 / Fri. 05.00 / Sat. 14.30: "Faxculture"  
Sat. 23.45: "Ca cartonne!"

manent challenge. Who pays for what? Every member country of TV5 participates in financing according to a fixed proportion. For TV5 Europe, for example, France pays six-ninths and Switzerland one-ninth.

Each network naturally shows what it considers to be its best programmes, or the most representative culturally. How is the time allocated? "We set up a cooperation committee in which each member puts forward programmes for which it possesses the rights", explains Jean-Claude Chanel, a member of the executive of Télévision Suisse Romande and vice-president of TV5 Europe. "Then we try to build up jointly the most coherent schedule possible." On both TV5 and 3sat, Switzerland's participation amounts to about 10% of what is on offer – which is by no means small, since it amounts to nearly 600 hours of programmes. The two networks have one thing in common: fiction films make up a relatively low share of their broadcasts, and the accent is mainly on culture, sport and of course news.

"For our part," Louis Boliger, Swiss television's man with 3sat, told us in Zurich, "we put forward 50% of cultural programmes".

Several satellites enable you to receive TV5 and 3sat

in the farthest corners of the globe. Provided, of course, that you can be linked to the cable service of your region or, if one is not available, you yourself obtain a small parabolic antenna, which does not cost much to install. A TV5 or 3sat viewer pays only what he owes to the cable service, according to the scale of charges in force in the area where he lives, and nothing else. Swiss Abroad do not have to pay the Swiss television license fee.

## 3sat

In Europe and in the Mediterranean region, cable services already enable 36 million households to receive TV5, to which may be added about 11 million with private antennas. This makes a total of 47 million households! In Latin America, the number has now reached about 3 million and there are 6 million in the Québec-Canada region. In addition, International Channel relays TV5 to the United States two hours a day. Calculations of the same nature show that 3sat has 100 million potential television viewers throughout the world. You no longer have any excuse for not watching. Swiss television is everywhere.

**André Klopmann, Swiss Broadcasting Corporation ■**

### Reception

#### 3sat

In Europe: identify your local cable service or install a parabolic antenna (direction: Astra 1a, orbital position 19.2° west, with linear vertical polarisation; frequency: 11.90010 GHz). Information: 3sat c/o SRG, tel: 41 1 305 6611; fax: 41 1 306 6480.

#### TV5:

Europe, North Africa: via cable or parabolic antenna (Satellite: Eutelsat II F6, 13° east; KU band).  
Asia, West Africa, Middle East, Australia: via cable or parabolic antenna (Satellite: Asiasat-2, 100.5° east; C band).  
Africa, Middle East: via cable or parabolic antenna (Satellite: PAS-4, 68.5° east).  
USA, Canada: via cable or parabolic antenna (Satellite: Anik E2, 107.3° west, C band).  
USA, Mexico, South America: via cable or parabolic antenna (Satellite: PAS-3R, 43° west, C band).  
Information: TV5 c/o TSR, tel: 41 22 708 9911; fax: 41 22 708 9803 E-mail: tv5 @calvacom.fr