Zeitschrift: Swiss review : the magazine for the Swiss abroad

Herausgeber: Organisation of the Swiss Abroad

Band: 30 (2003)

Heft: 1

Artikel: Crisis: the media landscape is shrinking

Autor: Keller, Gabrielle

DOI: https://doi.org/10.5169/seals-907369

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Mehr erfahren

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. En savoir plus

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. Find out more

Download PDF: 11.11.2025

ETH-Bibliothek Zürich, E-Periodica, https://www.e-periodica.ch

The media landscape is shrinking



Journalists have to contend with increasingly shorter deadlines: a report is quickly written up over lunch.

BY GABRIELLE KELLER

The Swiss media industry is in crisis. Last year several media companies downsized and announced redundancies. The main reason cited was a drop in advertising revenue.

SWITZERLAND is one of the top consumers of newspapers in Europe. But for how much longer? In recent months the media landscape has suffered a number of severe blows. Mergers between media enterprises and job shedding in the wake of restructuring measures have almost become an everyday occurrence. The "Neue Zürcher Zeitung" is aiming to shed 80 jobs, DRS TV 45 jobs, and the Zurich "Tamedia" publishing house (whose publications include the "Tages-Anzeiger", "Finanz und Wirtschaft", "Facts" and "Annabelle") 28 jobs. The situation in Francophone Switzerland is not much better. "Edipresse", the publishing house in western Switzerland which owns 87 percent of Swiss French-language media, is also downsizing and shedding 13 full-time positions. These cuts mostly affect publishing, editorial, technical and back-office staff.

Even the "Ringier" group, which among other things publishes "Blick", "Cash", "L'Illustré", "Schweizer Illustrierte" and "L'Hebdo", is cutting down. CEO Martin Werfeli has already announced redundancies in the management, editorial and administrative areas and talks of an "economic slump".

Fewer advertisements

The declining trend in advertising revenue is primarily affecting the major newspapers. At the end of last year the total advertising volume for Switzerland was 13 percent down on the previous year. With a drop of 18.9 percent, the Ticino is hardest hit, followed by French-speaking Switzerland (-16 percent) and German-speaking Switzerland (-11.4 percent). Daily newspapers with large circulation numbers have suffered most from this trend (-17.6 percent), while smaller dailies have actually registered an increase of 7.7 percent. The decline is mainly attributable to the reduced volume of job ads.

Fears of uniformity

While media are subsidised, the diversity of the press is far from assured. BaZ publisher Matthias Hagemann criticises the fact that

there are now only three regions where Zurich's publishing houses do not call the shots: north-western Switzerland, Aargau and the Grisons. Everywhere else in Switzerland Tamedia, NZZ or Ringier have a stake in local and regional newspapers. The official organ of the Swiss Association of Journalists (SAJ), "journalisten.ch", talks of the "flexibility of the journalistic backbone", referring to the fact that more and more journalists are being obliged, for economic reasons, to enter the arena of PR and tabloidism. The press council also claims that the distinction between editorial and advertising operations is gradually being blurred, and denounces the insidious trend towards market focus. Structural convergence coupled with personal and economic dependencies in the journalistic world have led to subtle forms of influencing media content.

According to Zurich-based media analyst Werner A. Meier: "Media diversity is a sign of uncompromising vitality, but I believe it is fundamentally threatened."

Translated from the German.

