

January 2016

Ladies and Gentlemen,
Dear Colleagues

The *Société Suisse de Radiodiffusion*, SRG SSR, came into being in 1931. Its 85th anniversary this year offers a great opportunity to welcome the member broadcasters of the EBU to Switzerland for their annual assemblies. It is therefore my special honour and great pleasure, on behalf of SRG SSR, to invite you to join us in Basel on 21 and 22 April 2016.

The city of Basel symbolises quadrilingual, multicultural Switzerland. Situated where France, Germany and Switzerland meet, it is also on the front line of Switzerland's opening up to Europe and the world, as illustrated by its port on the River Rhine. In addition, the city is an important milestone on transport and communication routes between north and south. The second good reason to come to Switzerland is that, in a few weeks' time, the famous Gotthard railway line will be crowned the longest railway tunnel in the world, at 57 kilometres.

I am delighted that, at this meeting in Basel, the members of the EBU will be able to demonstrate their pioneering credentials by holding the first-ever joint radio and television assembly. At a time in which the media are confronted with one of the greatest seismic shifts in their history, and when national public service radio and television broadcasters are facing competition from increasingly powerful international actors, it makes sense for them to join forces to consider their future.

For several years now, SRG SSR has been conducting a major process of convergence between radio and television, and pursuing an ambitious development strategy towards the digital switchover. At the same time, in common with many of your enterprises, it is undergoing a major review of its public service remit. I am aware of the extent to which these factors also concern the EBU and its members. With this in mind, let us ensure that the Basel assembly marks a new era, and strengthens the position of public service media.

In this spirit, I extend our invitation and my wishes for successful radio and television assemblies in 2016.

I look forward to meeting you in Basel and wish you, at this early stage, a warm welcome to Switzerland.

Warm regards,



Roger de Weck
Director General, SRG SSR