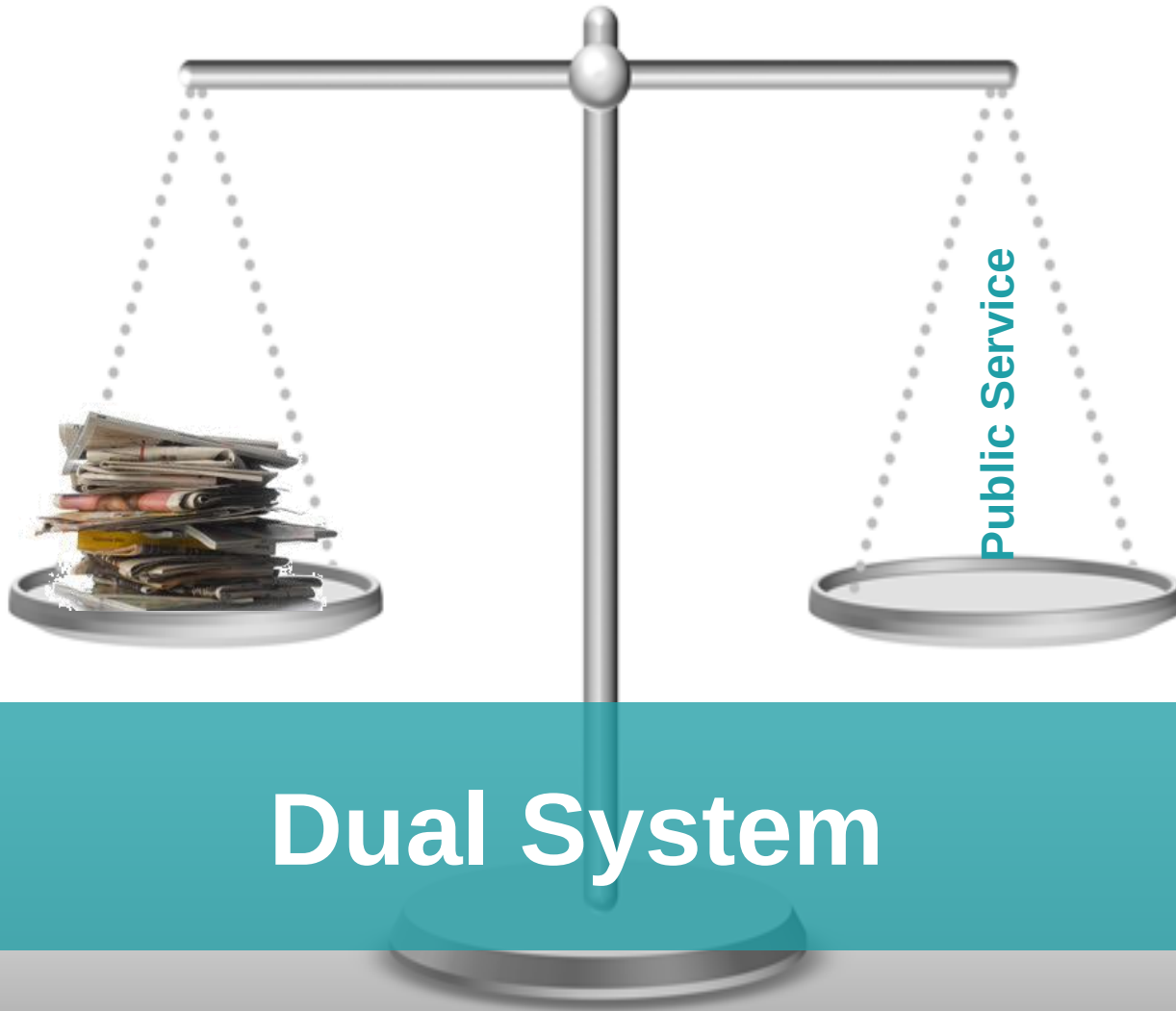


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**Public Service
=
Independence**

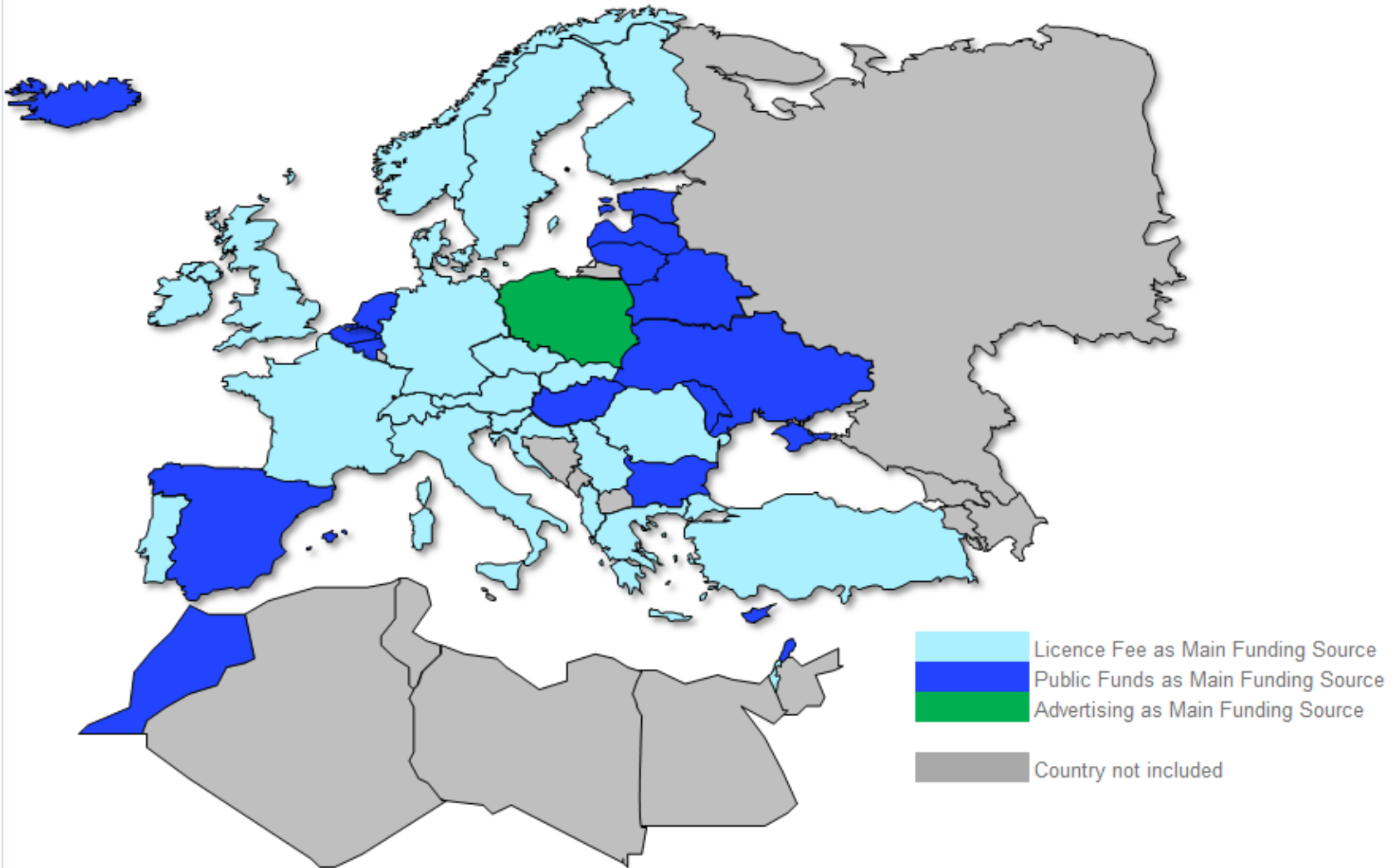


Dual System

Main Source of Income (2011)

Legend:

- Licence Fee as Main Funding Source
- Public Funds as Main Funding Source
- Advertising as Main Funding Source
- Country not included



Trust for Radio in Europe

Eurobarometer 78, percent

EU average

54

percent

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SE	80	FR	54
FI	77	CY	54
IS	77	UK	54
DK	73	LT	52
AT	71	BG	51
SK	71	RO	51
NL	70	SI	50
EE	68	ME	48
CZ	66	HU	46
BE	63	IT	39
DE	62	HR	39
PT	60	ES	38
IE	59	MT	36
LU	59	RS	35
PL	59	EL	28
LV	56	MK	28
CY (TCC)	55	TR	24



How does that feel?

sveriges**SR**radio

Utgivarna – The Publishers

Aftonbladet, Sveriges Radio, Expressen, SVT, Nyhetsbolaget, UR, Stampen, Bonnier tidskrifter, TT-gruppen, Sveriges Tidskrifter, Tidningsutgivarna



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New Strategy

Our Mission is not to get the Audience to come to us but to get our Content to the Audience
– To get the Conversation going!



sverigesradio

Ad development – Daily press USA

Billions USD

Year	Print	Digital	Total
1992	31	-	31
2005	47	2	49
2012	19	3,4	22,4



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Paywalls?

"Paywalls will be an important part of new revenue streams: not the single solution. The volumes are too small"

JAN HELIN



Chefredaktör och vd, Aftonbladet

” I'm not afraid of Swedish Radio's new site. In times where commercial media is under pressure due to financial problems public service has a key role to push the development of journalistic quality”

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Not only Teardrops...

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Cilla Benkö, DG

cilla.benko@sverigesradio.se

