

# swissinfo/SRI - first-class cyber radio

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# swissinfo/SRI - First-class cyber radio

Thanks to a website designed specifically for rebroadcasting, swissinfo/Schweizer Radio International (SRI) is a leading provider of cyber radio. <http://mp3.swissinfo.org> offers interested radio stations a monthly selection of programme elements. The main aim of this attractive free offer from swissinfo/SRI is to boost Switzerland's image over new channels and to promote interactivity as well as international co-operation.

As a result of swissinfo/SRI's move to the multimedia world, most radio programmes destined for rebroadcasting are now available on the Web in MP3 format. This free offer, aimed primarily at suitably-equipped radio partners, supplements the information available at [www.swissinfo.org](http://www.swissinfo.org). Around fifty radio stations around the world are already on board.

## The MP3 offerings of swissinfo/SRI

Every month <http://mp3.swissinfo.org> offers small programme elements on various aspects of Swiss society, tourism, sciences,



swissinfo/SRI is a leader in cyber radio with <http://mp3.swissinfo.org>.

After broadcasting, the sound documents available from <http://mp3.swissinfo.org> in German, English or Spanish are systematically archived.



culture etc. These are usually presented in the form of magazines, chronicles or reports in German ("Brennpunkt", "Chrüz und Quer"), English ("Swiss Mix") or

Spanish ("Temas de Suiza", "Hoy", "Música y Palabras"). The individual sound documents produce programmes lasting between 30 and 45 minutes. A broadcast lead is provided as an aid to users.

Five to six weeks before every federal referendum <http://mp3.swissinfo.org> also makes available German, French and Italian sound dossiers on the proposed referendums. These are also available in the national languages from [www.swissinfo.org](http://www.swissinfo.org) or in cassette form especially for Swiss nationals living abroad.

## Swiss music on the Internet

MP3 has been a feature on the music market for some time now. The young generation in particular has taken to this new data

compression system which enables high-quality sound reproduction. Whether young or young-at-heart, fans of Swiss music will not want to miss out on the <http://swissmusic.swissinfo.org> site. Here you can find productions by Swiss composers and interpreters. The meticulously documented sections of swissmusic allow visitors to listen to their favourite music or download extracts. Whether new CDs, classical music, pop, rock or folk music: it's all made in Switzerland!

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## What is MP3?

MP3s (MPEG 2.5 Audio Layer III or Motion Picture Experts Group 2.5 Layer 3) are digital audio files that have been shrunken down (compressed data) while still maintaining their original sound quality. Information that is not relevant for human hearing is eliminated, without any theoretical change of sound compared to a linear procedure like an audio CD. Digital transmission and storage requires a high volume of data: an audio CD 12 cm in diameter stores about one hour of audio material. MP3 is the next step in digitizing audio material. Since the compression factor is anything from 10 to 15 compared with the linear procedure, a carrier the size of an audio CD can save more than 10 hours of pure musical entertainment.