



Dr Mojca Senčar, Slovenian woman of the year 2005, in the limelight.

Number of media entities, 2007	1,516
Number of print media, 2007	1,127
Number of daily newspapers, 2007	8
Number of television channels, 2007	64
Number of radio stations, 2007	104
Online media, 2007	217
Percentage of households connected to the Internet, 2006	52.5
Regular users of the Internet, 2006	824,000

Source: Mediana SM 2007

The Slovenian media scene is very diverse and heterogeneous. Its beginnings can be traced back to the 19th century, when print media, daily newspapers and periodicals in Slovene started being published in growing numbers. In the third decade of the previous century, radio was introduced, and thirty years later, television. The end of the century saw an unprecedented breakthrough of the Internet media. In this respect Slovenia did not fall far behind in introducing technical innovations from Europe and the USA. At the same time, Slovenian journalism was gradually developing and professionalising. Journalism has been a graduate course at one of the faculties of the University of Ljubljana for several decades. The evolution of the Slovenian media gained momentum in the last decade of the former century. With the political pressure off and market economy pressing in private incentive took over most of the segments of the media. This privatisation brought about certain positive and, of course, some negative consequences.

Since Slovenia has only two million inhabitants, the language remains the most limiting factor of Slovenian media, influencing its economic potential and the possibilities for its further expansion.



In Slovenia eight newspapers are published daily.

Print media

In Slovenia, 8 daily newspapers are published, with a total circulation of about 370,000; 45 weeklies and regional newspapers with a circulation of 1.6 million; 33 fortnightly publications with a circulation of 360,000; 41 occasional publications on current affairs, the economy and politics with a total circulation of 612,000; 183 academic and professional journals; 33 cultural magazines, mainly monthlies, with a total circulation of around 80,000; 48 entertainment tabloids and magazines with a total circulation of around 500,000; as well as 8 foreign language magazines on Slovenia. The traditional dailies (Delo, Večer, Dnevnik), which began to be published

Circulation of some of the most popular newspapers in Slovenia

Dailies

Slovenske novice	102,900
Delo	77,000
Dnevnik	58,300
Večer	53,500
Direkt	28,000
Primorske novice	23,000
Finance	15,200
Ekipa (sports)	14,900

Weeklies

Nedeljski dnevnik	147,000
Lady	61,000
Nedelo	62,600
Družina (religious)	52,900
Jana (women's)	61,000
Kmečki glas	30,600
Mladina	18,800
MAG	16,500
Novi tednik	14,000
Demokracija	11,000

after the Second World War, have the largest number of regular subscribers. Regional weeklies with a similar tradition and a relatively large circulation also have a high percentage of regular readers.

The main publisher of magazines in Slovenia remains Delo Revije with a number of highly-read magazines, mostly women and tabloid: Lady, Jana, Obrazi, Anja, Eva, Modna Jana, Ambient and Stop are just some of them. Another important publisher is Salomon, the publisher of the bi-weekly Salomon Oglasnik, the sports daily Ekipa, and some others.

There are also a number of licensed Slovenian editions of foreign titles, such as the men's magazine FHM, National Geographic, Geo and Reader's Digest, which are published by different local publishers. Since 1991 all the print media have been privatised by Slovenian companies. Some of the Slovenian newspapers and magazines are also partly owned by foreign investors, among them the Swedish corporation Bonnier AG, the Austrian Styria Verlag and Leykam and the German Burda should be mentioned.

The broadcast media

Television

Approximately 99 % of all Slovenian households (680,000 in total) have one or more television sets (AGB Nielsen Media Reserach).

There are four domestic public service broadcast channels (Slovenia 1, Slovenia 2, Television Koper and Television Maribor) and 35 domestic commercial television channels, owned by 31 television stations in Slovenia. There are five television channels, private and public, that can be seen by more than 75 % of the Slovene population: Pop TV, Slovenia 1, Kanal A, Slovenia 2 and TV 3. Other television programmes cover local and regional areas.

Unlike print media, foreign owners play an extremely important role in commercial television. Three of the largest commercial channels are owned by foreign companies: Pop TV and Kanal A are owned by the American Central European Media Enterprises (CME), while TV3 is owned by the Swedish company Modern Times Group (MTG).

The first channel of the national public television and the commercial channel Pop TV have the largest audience among all television broadcasters in Slovenia, both in general and during prime time. Foreign channels are available through cable and satellite; some, such as National Geographic, Discovery, Hallmark and HBO, broadcast their programmes with Slovene subtitles, as local affiliates of the transnational channels.

RTV Slovenija (RTV SLO) is a public service broadcaster with two national coverage television channels. There is also a regional television channel for the Italian minority broadcasting from a regional centre in Koper-Capodistia. At the end of September 2002 an additional regional television channel was launched from a regional centre in Maribor. The first channel SLO 1 started in 1958. There is a variety of programmes broadcast daily with a total duration of 24 hours; more than half of them are in-house productions. As part of its mission as a public service broadcaster SLO 1 offers a wide range of programming: children's programmes, serious programmes including documentaries, classical music, news, entertainment, series, movies and sports. The second channel SLO 2 remains the main sports broadcaster, covering all the major sporting events.



**RTV
SLO**

Radio

The radio market in Slovenia is highly fragmented. After the liberalisation of the allocation of frequencies following Slovenian independence, the number of electronic media entities almost trebled. Private players are well established in this competitive market which makes it more difficult for the public channels to achieve high shares.

RTV Slovenija (RTV SLO) is a public service broadcaster with three national radio programmes (Program A, Val 202, Program ARS), four regional programmes (one of them Radio Capodistria is designed for the Italian minority) and one local radio programme (MMR designed for the Hungarian minority).

In addition to these public radio programmes, there are more than 75 regional and local commercial and noncommercial radio stations. According to the radio audience research Radiometrija/Media Pool, the most listened to public national programmes in 2006 were: Val 202 with a 13% and Programme A with an 11% audience share. At the top of popularity on the regional level were Radio City, Radio Hit and Radio Koper.

Najdi.si is a popular Slovenian search engine.



Online media

According to the TGI research by Mediana for 2006 there were 618,000 daily, 788,000 weekly and 842,000 monthly users of the Internet (annual average) who accessed the world wide web with PC. Among the most popular domestic websites are the search engine www.najdi.si and the informative portals www.24ur.com and www.rtv.slo.si.

The largest mobile operator Mobitel also provides entertainment and news on its website www.planet.si. Most popular websites are: google.com, google.si, najdi.si, 24ur.com, siol.net, yahoo.net, mobisux.com, bolha.com, msn.com and youtube.com.

All Slovenian dailies as well as the two most important television channels RTV Slovenia and Pop TV have their websites that are all well visited. The public service broadcaster is expanding its online offer to include real time transmission of radio and television programmes and a range of additional services. RTV Slovenia and Pop TV short news is also available through mobile phones with WAP technology.

News agency

There is only one main news agency in Slovenia, Slovenska tiskovna agencija (Slovenian Press Agency) or STA, which is an important source of information for smaller media, especially radio stations. The agency is almost completely, more than 95 per cent, owned by the state. As Slovenia is

such a small market, a press agency is not likely to become a profitable company and this is also the main reason why its previous private owners sold their shares back to the state.

State support for the media

The Slovenian Constitution guarantees “freedom of expression of thought, freedom of speech and public appearance, of the press and other forms of public communications and expression”.

All Slovenian media, with the exception of the public institution Radio-Television Slovenia, are privately owned, and the state has no authority over them, nor does it have any responsibility for their work and existence.

Only public radio and television, which broadcast several channels, are guaranteed a basic financial support arising from subscription fees, which all owners of television and radio receivers are required to pay. All other media, printed or electronic, depend on their economic success. The print media depend on sales and advertising, while electronic media rely mostly on profits gained through advertising.

In spite of this, the Ministry of Culture, through securing appropriations by means of public competitions, contributes to the realisation of programmes and content of special significance; usually cultural, educational, minority-related and other within the scope of the general public interest. The Directorate for the Media within the Ministry of Culture is responsible for media policy. The Broadcasting Council as an independent expert body takes care of the broadcasting regulation.

In 2006, as a part of an effort to create greater media pluralisation, a selfstanding Fund for the Pluralisation of Media was founded, which grants annual subsidies to media whose roles and importance are deemed indispensable, and which would hardly survive unaided in the marketplace.

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www.mk.gov.si

Ministry of Culture

www.sta.si

Slovenian Press Agency

www.delo.si

Daily Delo

www.finance.si

Daily Finance

www.dnevnik.si

Daily Dnevnik

www.vecer.si

Daily Večer

www.rtv slo.si

Radio-Television Slovenia