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# Media Pluralism Monitor 2016

## Monitoring Risks for Media Pluralism in the EU and Beyond

### Country report: Slovakia

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# 1. ABOUT THE PROJECT

## 1.1 OVERVIEW OF THE PROJECT

The Media Pluralism Monitor (MPM) is a research tool that was designed to identify potential risks to media pluralism in the Member States of the European Union. This narrative report has been produced within the framework of the first pan-European implementation of the MPM. The implementation was conducted in 28 EU Member States, Montenegro and Turkey with the support of a grant awarded by the European Union to the Centre for Media Pluralism and Media Freedom (CMPF) at the European University Institute.

## 1.2 METHODOLOGICAL NOTE

The CMPF co-operated with experienced, independent national researchers to carry out the data collection and to author the narrative reports, except in the cases of Malta and Italy, where data collection was carried out centrally by the CMPF team. The research was based on a standardised questionnaire and apposite guidelines that were developed by the CMPF. The data collection was carried out between May and October 2016.

In Slovakia, the CMPF partnered with Željko Sampor (Pan-European University), who conducted the data collection, commented the variables in the questionnaire and interviewed relevant experts. The report was reviewed by CMPF staff. Moreover, to ensure accurate and reliable findings, a group of national experts in each country reviewed the answers to particularly evaluative questions (see Annexe 2 for the list of experts).

Risks to media pluralism are examined in four main thematic areas, which represent the main areas of risk for media pluralism and media freedom: Basic Protection, Market Plurality, Political Independence and Social Inclusiveness. The results are based on the assessment of 20 indicators - five per each thematic area:

Basic Protection	Market Plurality	Political Independence	Social Inclusiveness
Protection of freedom of expression	Transparency of media ownership	Political control over media outlets	Access to media for minorities
Protection of right to information	Media ownership concentration (horizontal)	Editorial autonomy	Access to media for local/regional communities and for community media
Journalistic profession, standards and protection	Cross-media concentration of ownership and competition enforcement	Media and democratic electoral process	Access to media for people with disabilities
Independence and effectiveness of the media authority	Commercial & owner influence over editorial content	State regulation of resources and support to media sector	Access to media for women
Universal reach of traditional media and access to the Internet	Media viability	Independence of PSM governance and funding	Media literacy

The results for each area and indicator are presented on a scale from 0% to 100%. Scores between 0 and 33% are considered low risk, 34 to 66% are medium risk, while those between 67 and 100% are high risk. On the level of indicators, scores of 0 were rated 3% and scores of 100 were rated 97% by default, to avoid an assessment of total absence or certainty of risk<sup>1</sup>.

**Disclaimer:** The content of the report does not necessarily reflect the views of the CMPF or the EC, but represents the views of the national country team that carried out the data collection and authored the report.

1 For more information on MPM methodology, see the CMPF report “Monitoring Media Pluralism in Europe: Application of the Media Pluralism Monitor 2016 in EU-28, Montenegro and Turkey”, <http://monitor.cmpf.eui.eu/>



## 2. INTRODUCTION

The territory of Slovakia is 49,000 square kilometres and has a population of slightly less than 5.5 million. Though the official language of Slovakia is Slovak other languages pertaining to traditional national minorities are also spoken, mainly Hungarian, Czech, Roma, Croatian, Rusyn, Ukrainian and Polish. This relates to the nationality's structure, in which the majority are Slovaks (86%), with the most numerous national minority being Hungarians (10%) and there is a Roma minority.

Both the religious and national structure are split between the regions, so has not formed one homogeneous structure. The vast majority of inhabitants live in small towns and villages. Of 2,933 settlements, only two have over 100,000 inhabitants (Bratislava and Košice), while only 138 are listed by the Government office as being cities or towns. The size, population and regional fragmentation reflect on the political, economic and media landscapes.

The main industry is the automotive industry, Slovakia is currently the largest producer of cars per capita in the world, according to the International Organization of Motor Vehicle Manufacturers. The major manufacturers are Volkswagen, Peugeot Citroën and KIA. Other branches of industry include metallurgy (mainly U.S. Steel in Košice), the chemical industry, agriculture and tourism. The creative industries, also include the media, together with the knowledge based economy, thus far make up only a fraction of the economy, but both the government and industry see them as prospective areas for growth. According to the Ministry of Labour, the average unemployment is above 9%, with declining tendencies. The economic situation could be described as being stable and with slow but growing tendencies.

The political landscape is characterised by one major party that currently also holds the office of the head of government. At the same time, this is the only party in Parliament that identifies itself as a left wing party (SMER), the other two coalition parties identify themselves as being centre right (MOST-HID) and national right (SNS). The opposition is composed of a variety of those identifying themselves as right wing parties, including far right, with the exception of one declared liberal party. As a rule, new parties also emerge at every election and manage to get into parliament. Even though there is variety in the number of parties, with the exception of economic programs, the general political leaning is towards the right.

Six dailies, including two tabloids and two nationwide press agencies, represent the press landscape, with various community and minority imprints. As for broadcasting, the dual system is represented by the public service media company, on the one hand, and two major players, the TV Markiza Group and the TV JOJ Group. A similar situation occurs in radio broadcasting, while what is common is that PSM has the advantage of owning both a radio and TV programming service. This is not possible for private broadcasters. Various community, minority and municipal media also exist, but they are on a much smaller scale.

While the digital terrestrial broadcasting transition of television has been completed, the terrestrial digital broadcasting of radio is virtually non-existent, with all radios still broadcasting via analogue. The on-demand services are present in the market, and the current major media players are trying to expand to new platforms in search of new revenues.

Consumption of foreign-based media is limited due to the language barrier; however, the Czech based media still retain their traditional presence in the market, because of both a common historical background and language similarities. This applies both to traditional media, such as television broadcasting, and online media and news sources. Digital news consumption is on the rise, both as a result of the expansion of traditional media to online platforms, as well as the rise of new media platforms. According to M. Velšic, only 4% of the population aged between 18 and 39 does receive no information from digital sources at all.

The major regulatory body for content regulation is the Council for Broadcasting and Retransmission, which is also in charge of licensing, with some shared competencies with the Regulatory Authority for Electronic Communications and Postal Services (ex-Telecommunication Office). From the point of view of self-regulation, the most important authority, with the longest standing, is the Slovak Advertising Standards Council, and an emerging coordinator of the industry actions in the policy field is the Creative Industry Forum.

With the declining influence of the Slovak Syndicate of Journalists, the role of various NGOs and of auto-regulation have increased as both the guardians of ethics in journalism and in the promotion of the importance of plurality in media.



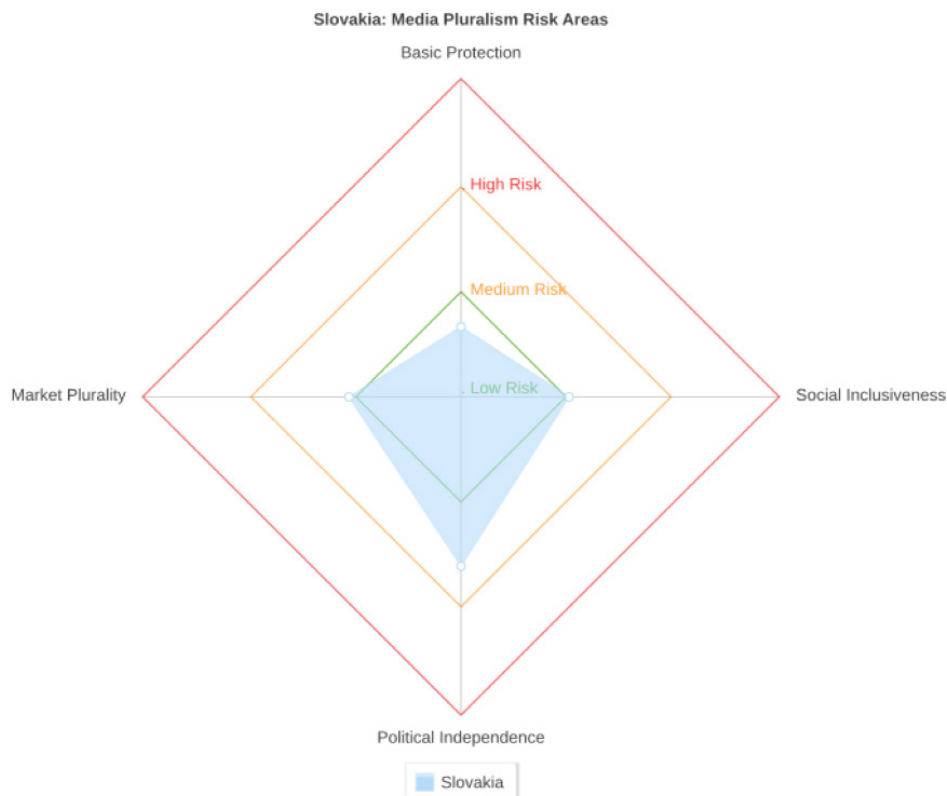
# 3. RESULTS FROM THE DATA COLLECTION: ASSESSMENT OF THE RISKS TO MEDIA PLURALISM

Slovakia scored low risk in several areas, for instance, access to media for people with disabilities, media literacy, media and democratic electoral process, and overall basic protection. This is due both to newly implemented measures, as in the case of people with disabilities, or standing regulation that contains safeguards, such as judicial review, and, over time, the application of these safeguards has been proven to be effective. These include, among other things, a good legal definition of the protection of sources for journalists, and court remedies that are available when access to information is denied by public bodies.

Market plurality falls within the medium risk score. There are safeguards in place regarding media concentration and cross ownership, and there are sanction mechanisms that are in place and that are implemented; especially in relation to radio and television broadcasters. On the other hand, there is sometimes a lack of specific data and statistics regarding market shares when assessing the situation.

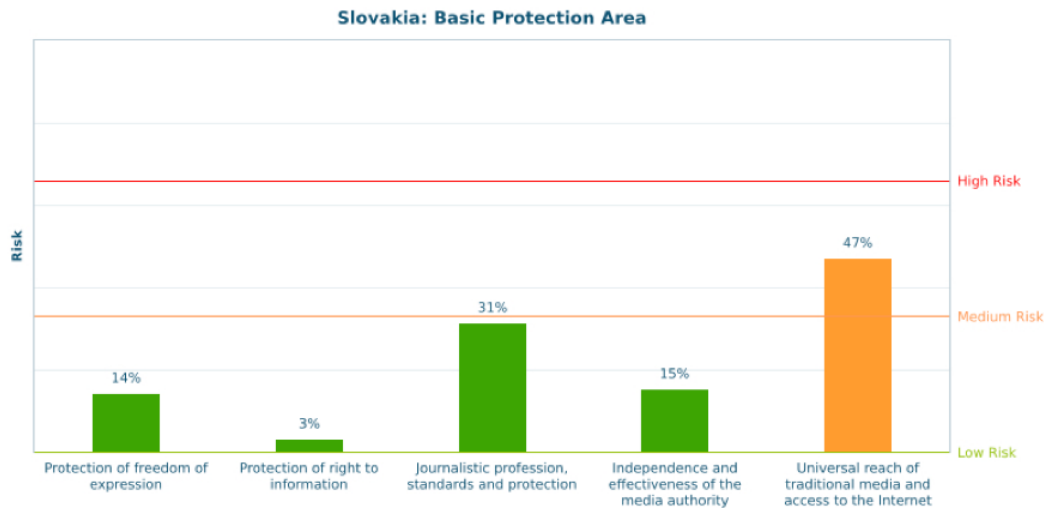
The most critical area is political independence. A high risk score results from the lack of protection of the editor in chief and the influence of local government over the local private media that are often dependent or owned by municipal governments. The prevailing problem also appears to be the absence of safeguards relating to the secure and transparent funding of public service media; and more specific rules about how these funds are used and the overall independence of those media from potential political influence.

A medium risk score shows both progress and drawback in certain areas. This notable in the representation of minorities, where traditional minorities appear to have a well-established place in media representation; however, other minorities, such as new language minorities, new national minorities or gender minorities, have very little or no access to representation, especially in the PSM. The same applies to access to media and the representation of women in the media. Overall in relation to the medium risk scored indicators, the situation is somewhat borderline, and if measures are not taken to improve the situation there is a tendency that the situation has declined further. This applies especially to all of the indicators in Social Inclusiveness, but also in regard to Market plurality.



### 3.1. BASIC PROTECTION (22% - LOW RISK)

The Basic Protection indicators represent the regulatory backbone of the media sector in every contemporary democracy. They measure a number of potential areas of risk, including the existence and effectiveness of the implementation of regulatory safeguards for freedom of expression and the right to information; the status of journalists in each country, including their protection and ability to work; the independence and effectiveness of the national regulatory bodies that have competence to regulate the media sector; and the reach of traditional media and access to the Internet.



The positive outcome of the **Protection of freedom of expression** (14%) and Protection of right to information can be attributed mainly to the active role of civil society and good legislative provisions that provide remedies for both the right to access to information and the protection of sources, as well as constitutional provisions and the long standing judicature of the ECHR and its implementation. Although there are still some difficulties, these are mainly regarding the abuse of freedom of expression in the form of hate speech via social networks.

As for the **Protection of right to information** (3%), even when public bodies refuse to provide information without legal grounds, the Court of Appeal process provides an effective remedy, and in these cases even a ‘no reply’ from the public body can be appealed as being a ‘fictitious’ decision based on the lack of provision of information. These mechanisms include Court proceedings, which are used on a regular basis and provide a consistency of judicature, therefore lowering the risk of violation in relation to access to information. The Court of Appeal proceedings function effectively, both on ordering information to be released and in filtering (halting) the misuses of this right. On the other hand, the relationship between politicians and journalists, e.g. lack of willingness to communicate during press conference, is still occasionally present. However, this information may still be formally sought via written request, where the above mentioned mechanism can be used.

Another reason for low risk scoring can be attributed to the legal provision on which source protection is based. It is *de facto* the same as that for confession (for priests). This means that they cannot be forced by the courts to testify on the identity of their source. This is a legal exemption from an obligation to provide testimony. The only circumstances in which this exemption is relevant is in situations in which the law imposes a general obligation to prevent crime / inform about crime, such as in the case of planned terrorist attacks.

When it comes to the **Journalism profession standards and protection** (31%), the low risk level mainly reflects the auto-regulation and outspoken actions of journalists. As an example, in 2016, when the head of the self-governing county (VUC) M. Kotleba, was also elected MP for the far right nationalist party, banned the access of some journalists to his press conferences, and, consequently, the Slovak Syndicate of Journalists (SSN) has publicly supported journalists. In addition, the TASR (national press agency) is participating through publishing their decisions, thus trying to maintain, via public scrutiny, the basic standards of journalism.

The low risk indicator on the **independence and effectiveness of the media authority** (15%) results from the way in which the Broadcasting Council is made up. Membership, including a rotation system, eligibility, terms, termination etc., are provided by the law, and these legal provisions do provide a certain level of security and predictability. Furthermore, each decision of the Broadcasting Council can be subjected to judicial review. Moreover, the legislative, or other, branches of government do not exercise any direct control over the Broadcasting Council, apart from nominating its members, and the Council’s decisions are reviewed by an independent court. The decisions and actions of the regulatory authority can be assessed as being quite independent.



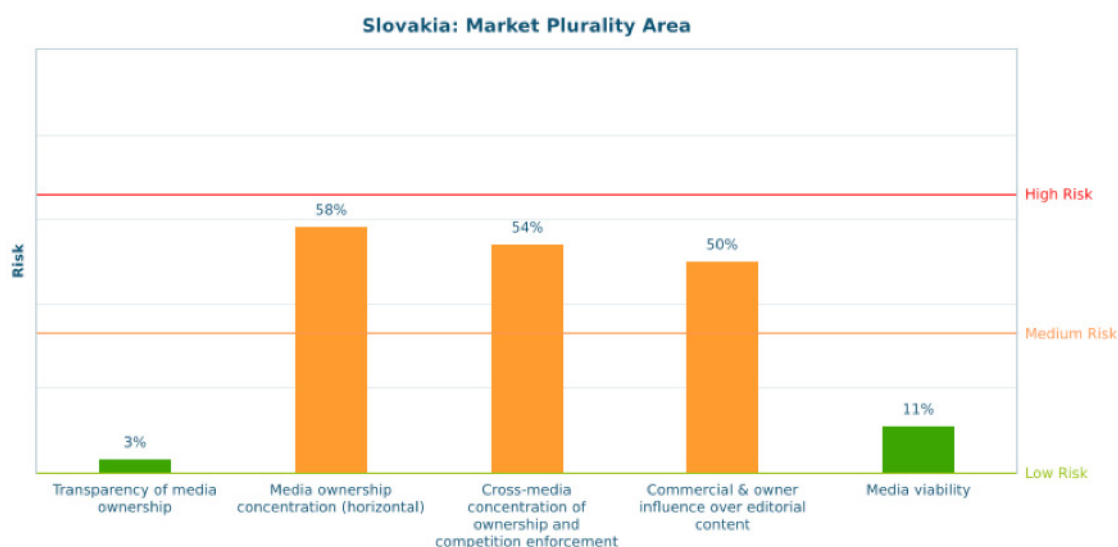


**Universal reach of traditional media and access to the Internet** (47%) scored medium risk, mainly because of technical difficulties resulting from the landscape and the way the population is spread. There is a tendency to compensate for this by combining various means of broadcasting. In addition, the PSM Radio still has its analogue network, both on the FM and AM frequencies; plus online broadcasting and via mobile phone apps. Currently, approximately 81% of households in Slovakia have access to the internet

### 3.2. MARKET PLURALITY (35% - MEDIUM RISK)

The Market Plurality indicators examine the existence and effectiveness of the implementation of transparency and disclosure provisions with regard to media ownership. In addition, they assess the existence and effectiveness of regulatory safeguards to prevent horizontal and cross-media concentration of ownership and the role of competition enforcement and State aid control in protecting media pluralism. Moreover, they seek to evaluate the viability of the media market under examination, as well as whether and, if so, to what extent, commercial forces, including media owners and advertisers, influence editorial decision-making.

**The indicator on the Transparency of media ownership** scores a low risk (3%). This transparency is provided as a



result of an obligation that the Ministry of Culture must be informed about ownership structure in relation to every stakeholder who has reached at least 20% stake; furthermore, this information is publicly accessible. As for Radio and TV, any changes in the ownership structure require a change of license and must be declared to the Broadcasting Council. The fact that the Company's Register is publicly accessible makes ownership transparent to a degree; this results in a low risk score, especially taken in the context of the sanctions that are related to the non-disclosure of the ownership structure of the broadcaster to the Broadcasting Council.

**Media ownership concentration (horizontal)** is medium risk (58%). This medium risk can be attributed to the general lack of reliable data - considering the size of the market, the legal provisions in relation to horizontal concentrations are rather strict. It is important to emphasize that one legal entity, or one natural person, can be granted at most one license to broadcast a television programme service, or one license to broadcast a radio programming service.

The medium risk score on **cross-media concentration of ownership and competition enforcement** (54%) can be attributed to similar reasoning to that for media ownership concentration (horizontal). Slovakia has strict rules in respect of horizontal and cross media concentration, and specific safeguards regarding vertical concentration. The publisher of a periodical that is published at least five times a week and that is available to the public in at least half of the territory of the Slovak Republic cannot simultaneously be a licensed broadcaster on the multi-regional or national levels. Moreover, all forms of cross ownership or personal connection between the broadcaster of a radio programming service and the broadcaster of a television programming service, or with a periodical press publisher on the national level, are prohibited. This provision excludes the Public Service Media, which form a single company that broadcasts both radio and television.

When dealing with concentrations, the higher involvement of the competition authorities is generally expected. Regarding the way the system is set up in Slovakia, it is questionable what the contribution of this higher enrolment would be, considering the rather strict sanctions for breaches of rules, which range from financial fines to the revoking of a license.

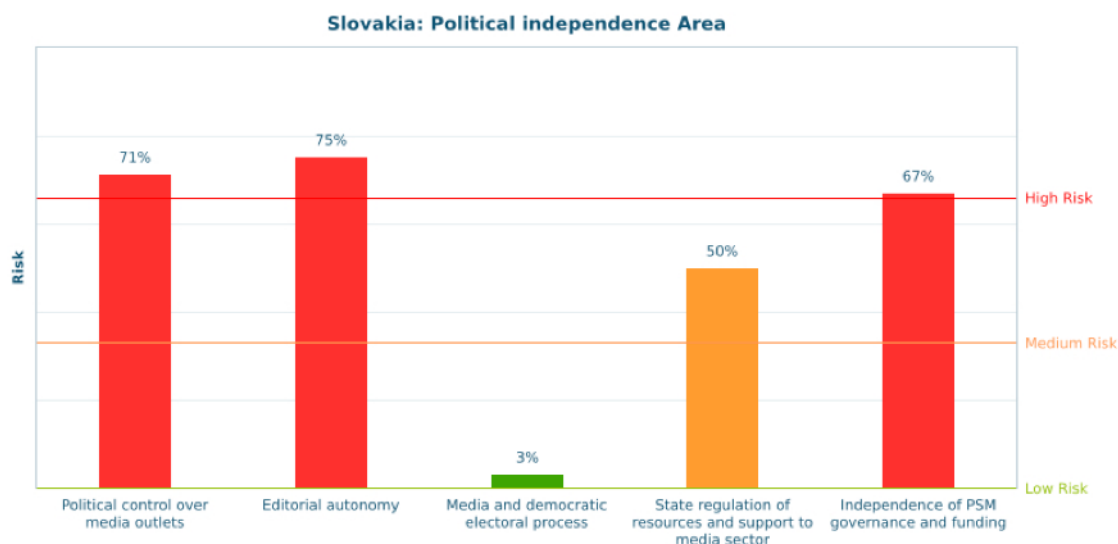


**Commercial & owner influence over editorial content** scored 50%. This was because there are only general provisions in the Labour Code that apply also to journalists, and the editor-in-chief is not a legal term in Slovakia, meaning that no media law mentions him/her and therefore there are no special legal safeguards. This indicator takes into consideration also some aspects of advertorials and therefore of the Slovak Advertising Standards Council's actions, cross promotion and surreptitious advertising enforcement. As one of the oldest self-regulatory bodies in Slovakia, the Advertising Standards Council acts promptly and its decisions are generally adhered to; its panel is made up of independent experts and the industry. This gives this indicator, overall, a medium risk score.

The **media viability indicator** was given a low risk score of 11%, which is to be attributed mainly to the growth in investment in the media in the post financial crisis period. Nevertheless, there are no data publicly available that would enable the overall revenues to be viewed and consequently split between sources, all major traditional media are attempting to expand to online, in order to find new sources of revenue (such as VOD, app provided services, e-shops, etc.).

### 3.3. POLITICAL INDEPENDENCE (53% - MEDIUM RISK)

The Political Independence indicators assess the existence and effectiveness of regulatory safeguards against political bias and political control over the media outlets, news agencies and distribution networks. They are also concerned with the existence and effectiveness of self-regulation in ensuring editorial independence. Moreover, they seek to evaluate the influence of the State (and, more generally, of political power) over the functioning of the media market and the independence of public service media.



Political Independence is the area that scores the highest risks within the Monitor for Slovakia. Only the indicator on the Media and the democratic electoral process scored a very low risk, due to the fairly complex set of legal rules, which include a sanction mechanism.

The high risk score for the indicator on **Political control of media outlets** (71%) is, in general, due to issues relating to local/regional/municipal media. According to an NGO the Institute for Public Affairs' (IVO - Inštitút pre verejné otázky) report, the question of objectivity and balance in news reporting in the local media, that are *de facto* owned by municipal authorities in the period before elections, is a long term unsolved problem. As an example, we can use the town of Galanta where the Chairman of the editorial board of the periodical that is published by the town, while still a member of the board, became also a member of the campaign team for the coalition of political parties that was the Mayor's election team; this could be viewed as an example of direct political influence, or, at least, a link with the media. A different example was in the capital, Bratislava, where the owner of the publisher of the local newspaper, was simultaneously candidate for Mayor of the borough of Bratislava Old Town, and he merged the election campaign with the advertising campaign for the local newspaper; he won the elections (see IVO election report, pp. 139-140). The financial dependence of the local media on municipal governments is obvious, not only in the media that are owned (directly or indirectly) by the municipalities (see Broadcasting Council Report 2015, Appendix 4), but also in relation to the commercial local media; as is confirmed by the situation in the capital, Bratislava, where the local government directly financially supports two local TV stations, and at least one of these media is directly personally linked to the governing political parties via the management positions of people who are standing as candidates to



be MPs (see Nesrovnal rozdelil PR budget. Dal aj televízii zmietanej v konflikte záujmov). Financial dependency on local governments is confirmed also by the association of regional TV stations, RegionTvnet, which has stated: ‘the incentive for the creation of association is community wide lack of appreciation for the activities of the local media, that have been on the Slovak media market for 20 years, but the majority of which are often perceived negatively because they are completely dependent on municipal governments.’

The question of political control is inherently connected to the question of **Editorial autonomy**, giving this indicator also a high-risk score (75%). Not all of the major players have signed up to the Ethical Code of the Journalist. Except for the PSM, there is no obligation for private media to have any self-regulatory measures. At the same time, there is neither a self-regulatory common statute for media under a self-regulatory platform, nor is there a self-regulatory body with any significant effect.

The legislation, as well as the implementation of the coverage of the electoral process, produced no major incidents. This relates to political advertising, space given to political parties, as well as media coverage, etc.. The regulatory bodies that are in charge, mainly the Broadcasting Council and the Electoral Commission, are also swift to react on any breaches; resulting in low risk score of 3% for the **Media and democratic electoral process**.

The indicator on the **State regulation of resources and support for the media sector** scored a medium risk (50%), mainly because of the lack of fair and transparent rules and practices in the distribution of state advertising to media outlets. In this regard, even the Act governing public tenders excludes advertising placement for public tenders (public procurement). On the other hand, the decisions about state advertising are made based on the management of public finance rules that have to be taken into consideration also in the case of advertising and media placement. With €20 million redistributed via advertising, while no clear rules of distribution are set, the result of this indicator is the result of the two extremes being taken into account.

The high-risk score (67%) for the **Independence of PSM governance and funding** indicator is the result of a lack of transparency in relation to the cash flow from various public (license fees, contracts with the state) and private funds (advertising), the lack of a financial guarantee for the PSM, and the ease of access of political influence to its governing structure.

### 3.4. SOCIAL INCLUSIVENESS (34% - MEDIUM RISK)

The Social Inclusiveness indicators are concerned with access to media by various groups in society. The indicators assess regulatory and policy safeguards for community media, and for access to media by minorities, local and regional communities, women and people with disabilities. In addition to access to media by specific groups, the media literacy context is important for the state of media pluralism. The Social Inclusiveness area therefore also examines the country’s media literacy environment, as well as the digital skills of the overall population.



The indicator **Access to media for minorities** scores medium risk (42%). While access to media for minorities in respect of traditional national (national and religious) minorities is fairly well covered, mainly by PSM broadcasting, regional and local radio and TV broadcasting, as well as the press media dedicated to these, both in PSM broadcasting and in press support schemes that are provided by Government, other groups are sometimes marginalized. Although there is not e.g., a separate TV service for national minorities, there is regular broadcasting for these minorities. As for religious minorities, PSM are: 'providing space for the activities of registered churches and religious organizations in broadcasting' (in Slovakia, the church has to be registered by the Ministry of Culture to receive public funding and receive additional benefits, including the act of marriage in front of a cleric being recognized as a legal act). However, there is no clear method to allot the space for representation in respect of access to airtime by different groups, especially in the context of the mentioned problematic formulation 'registered churches and religious organizations'. Article 9 of the European Convention on Human Rights does not impose governmental registration as a precondition for freedom of thought, conscience and religion.

As a positive, there has recently been increased effort to improve legislation regarding those who have hearing loss or are sight impaired. However, there is also a legal obligation for the PSM to serve 'social' minorities; the problem is that there is neither a definition nor clear representation of other 'social' minorities, nor is there a definition of to what the word 'social', in this context, refers. This problem extends to some traditional minority groups, e.g. the gender and sexual minorities have no representation or access to airtime. If there is any representation, it is on rare occasions during a news programme, if something that is considered newsworthy happens and, even then, this presentation is very limited and more often than not is presented in the context of "traditional values".

The indicator **Access to media for local/regional communities and for community media** scored low, but was close to medium risk (33%). Both registering a print outlet or the allocation of spectrum or retransmission, do not present major obstacles. They are not done on discretionary basis and for the press (print outlets) this is considered a formality, mainly needed for statistics and business regulation purposes. However, the authorities support local/regional media through subsidies or other policy measures, and this should be viewed with caution, especially if there are no political influence safeguards in place. As for community media, the funding scheme for subsidies is managed mainly by the Ministry of Culture.

The indicator **Access to media for people with disabilities** scored a low risk (13%), mainly because of the recent legislative changes put in place regarding access to media for people with disabilities and an effort to speed up ongoing implementation. These measures mainly include obligations for broadcasters, and especially for the PSM. As an example; within the legal definition a multimodal approach to the programme service has to be broadcast simultaneously with the main television broadcasting service, that is, a certain number of programmes with subtitles, or with sign language for the hearing impaired, and audio description for the sight impaired, must be aired. This is paired with sanctions for non-implementation, and the obligation for retransmission operators to provide devices that enable the decoding of such programmes.

The indicator **Access to media for women** scored medium risk (38%). An Anti-Discrimination Law is in place and PSM have a policy on gender equality. However, there is a lack of data on the effectiveness of its implementation, and gender statistics on the representation of women, in general, if they exist, are not generally accessible.

The indicator on **Media literacy** scored a medium risk (44%). Government policy introduced media literacy into the school curricula as a compulsory cross-cutting subject at level ISCED 3, and as a cross-cutting subject at ISCED 2 and ISCED 1 levels; that is; from elementary to upper secondary education. However, the problem lies with qualified educators and the focus of the curricula. As the expert interviewed on the subject stated; there is a need for further education and training for teachers, especially in the field of developing and encouraging critical opinion among students. This is particularly important in developing the capability to form critical opinions that are based on various reliable sources, can distinguish fake news online, and can understand limits of freedom of expression in regard to hate speech.

## 4. CONCLUSIONS

The conditions of media pluralism in Slovakia, as demonstrated by the results obtained through the use of this Monitor, show both progress and a continued need for improvement.

Progress has mainly been made in relation to the protection of journalistic sources by the application of good legal provisions, the continual usage of access to information, as well as the newly implemented legal provisions regarding access to the media by people with disabilities. As always, the implementation and the situation in practice in these cases need to be monitored regularly so that there is not a relapse

As for media concentration, although the legislation is set and monitored, there is still not enough information publicly available, especially in regard to market shares. Nevertheless, there is no single dominant player that could dominate market.

The major drawbacks are still the limited political independence, which scored the highest risk, primarily because local media are being funded, and often indirectly owned, by local governments and are exposed to political pressure. There should be some legislative safeguards allowing funding on a more transparent basis and, at the same time, limiting the possibility of political influence. These could be combined with editorial independence safeguards.

In this regard, also, editorial independence is lagging behind due to the non-existence of the legal position of editor-in-chief and related safeguards. One of the possible solutions for this issue would be to create a co-regulation model (a Standards body) that would both create general ethical framework standards and oversee their implementation via decisions on complaints and dispute resolution in relation to ethical issues.

Minorities, with the exception of traditional national and registered churches, such as gender and sexual minorities, do not have adequate access to media. There is an obvious need to adopt legislative measures, along with some subsidy schemes, to overcome this drawback in minority representation. This is necessary not only for the benefit of these minorities as such; but also for wider educational purposes in relation to considering hate speech, or ignorance about the rights of these groups, which include not only gender and sexual minorities, but also new national or ethnic minorities and conservative views on the role of women in society in Slovakia. Regarding competencies and expertise, the Ministry of Justice might be a more suitable candidate for drafting such necessary framework measures than the Ministry of Culture.

There are needs for additional safeguards in relation to PSM. Mainly, in relation to securing its funding in some way that would not depend on political mood, but which could set a mechanism to promote its independence. A set of legal rules also needs to be put in place to regulate where and how these funds are used, so as not to disturb competition on the market, a market in which PSM already have an advantage; since they are not only state supported media, but also the only broadcaster which is able to host a radio and television broadcasting service under one roof. These measures should be paired with promoting the greater political independence of PSM, especially in relation to the naming and removing of the General Director of PSM and the chief editorial staff.

As for media literacy, the situation is, in general, favourable in respect of the measures that have been adopted; nevertheless, there is a need for further education and training for teachers, especially in the field of developing and encouraging critical opinion among students. Moreover, media literacy measures should have a wider scope, encompassing not only students but also the broader population, in order to improve knowledge on aspects such as credibility and quality of sources, critical approaches to media and the development of opinion based on knowledge, as well as on multiple and reliable sources.

## ANNEXE 1. COUNTRY TEAM

The Country team is composed of one or more national researchers that carried out the data collection and authored the country report.

First name	Last name	Position	Institution	MPM2016 CT Leader (please indicate with X)
Željko	Sampor	PhD Candidate	<i>Pan-European University</i>	X
Kristina	Kročková	PhD Student	<i>Pan-European University</i>	
Vladimir	Ruman	Lawyer (Advocate)		

## ANNEXE 2. GROUP OF EXPERTS

The Group of Experts is composed of specialists with a substantial knowledge and experience in the field of media. The role of the Group of Experts was to review especially sensitive/subjective evaluations drafted by the Country Team in order to maximize the objectivity of the replies given, ensuring the accuracy of the final results.

First name	Last name	Position	Institution
Luboš	Kukliš	Director	Council for Broadcasting and Retransmission
Zuzana	Mistríková	Academic/NGO researchers on social/political/cultural issues related to the media	
Tomáš	Kamenec	Lawyer	Press Council of The Slovak Republic
Radoslav	Kutaš	Academic/NGO researcher in media law and/or economics	Media Institute
Ivan	Antala	Vice-P president	Slovak Independent Broadcasters Association
Pavol	Múdry	Representative of a journalist organisation	Slovak Committee of The International Press Institute
Slavomíra	Salajová		Creative Industry Forum



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