Media Power in Europe: The Big Picture of Ownership

European Federation of Journalists
No part of this publication may be reproduced in any form without the written permission of the publisher. The contents of this publication are copyrighted and the rights to use of contributions rests with the authors themselves.

Publisher: Aidan White, IFJ General Secretary
Design: Ruth Harland • Mosaik • info@mosaik.co.uk
Managing Editor – Marc Gruber

Printed by Druk. Hoeilaart, Belgium

Published in Belgium by the International Federation of Journalists
© 2005 International Federation of Journalists

International Press Centre • Residence Palace, Block C
155 rue de la Loi • B - 1040 Brussels • Belgium

The research for this report was completed in August 2005.

The EFJ would like to acknowledge the following contributors:
Granville Williams for research and drafting of the original report
Adrien Collin for the country reports on Eastern Europe
Katrin Heyeckaus for the 2005 Report
and Rachel Cohen for assistance
Media Power in Europe:
The Big Picture of Ownership
Contents

Media Power in Europe: The Big Picture of Ownership ............................................... 1
Preface ........................................................................................................................... 4
Introduction .................................................................................................................... 5
Major Players in the European Media Landscape ..................................................... 10
Austria .......................................................................................................................... 18
Belgium .......................................................................................................................... 22
Bosnia-Herzegovina .................................................................................................... 27
Bulgaria ....................................................................................................................... 30
Croatia .......................................................................................................................... 34
Cyprus ............................................................................................................................ 38
Czech Republic ........................................................................................................... 40
Denmark ....................................................................................................................... 45
Estonia ......................................................................................................................... 48
Finland ......................................................................................................................... 51
France ........................................................................................................................... 55
Germany ....................................................................................................................... 61
Greece ........................................................................................................................... 69
Hungary ......................................................................................................................... 72
Ireland ........................................................................................................................... 78
Italy ............................................................................................................................... 82
Latvia ........................................................................................................................... 91
Lithuania ....................................................................................................................... 93
Luxembourg .................................................................................................................. 95
Macedonia ................................................................................................................... 97
Malta ............................................................................................................................ 100
The Netherlands ........................................................................................................ 102
Norway ....................................................................................................................... 107
Poland .......................................................................................................................... 113
Portugal ....................................................................................................................... 120
Romania ....................................................................................................................... 123
Serbia and Montenegro ............................................................................................ 127
Slovakia ....................................................................................................................... 132
Slovenia ....................................................................................................................... 136
Spain ............................................................................................................................ 139
Sweden ........................................................................................................................ 145
Switzerland ................................................................................................................. 150
United Kingdom ....................................................................................................... 154
Preface

The issue of media concentration is back on the political agenda, not least because of the rapid transformation of the global media landscape and the introduction of new information technologies that now give people the opportunity to get their journalism and information from a kaleidoscope of sources – the telephone, the computer, their iPod or Walkman, as well as their satellite television, digital radio and the traditional range of newspapers and broadcasting outlets.

Many politicians, particularly those in the European Parliament have repeatedly expressed concerns over the growth of huge media companies that are exercising unprecedented levels of political and commercial influence. In the process they threaten diversity and pluralism in society.

The problem is we are overwhelmed by information, but is it of good quality? Is it strengthening our democratic values? Is it creating genuine pluralism? Is concentration bad news for Europe, or is it opening the door to real choice for consumers and citizens?

This survey looks at the impact of media ownership developments in Europe. It finds that pluralism is under pressure and reveals that we do need some honest and critical thinking about how to answer searching questions.

The global media are dominated by American media interests. If Europe is to join the global market it must do so on its own terms, by ensuring that exploitation of the media economy does not mean we have to abandon notions of pluralism, local diversity, and respect for the social rights of people working within the sector – all of which are key elements in the European economic and social model.

This survey indicates what is happening and is also a wake-up call to the European Union that pluralism is not just an issue to be left to local politicians – it is a European issue that requires a European response. Without it there will be policy drift and the European model of democracy that we have taken for granted for generations will be compromised.

Aidan White
General Secretary
Introduction

Freedom of the media – and the freedom of expression in general – are the backbone of democracy. This is why the Media are often called the “Fourth Estate”. Freedom of the media is fundamental to the EU as stated in the Treaty of the European Union, the European Convention on Human Rights and the Charter of Fundamental Rights. Media plurality is essential for such freedom to exist.

The European Union must address the problem posed by threats to media plurality such as the ongoing media concentration and the emergence of media monopolies. Put it another way, the market trend towards concentration in the European media sector during recent years entails two dangers. The first danger is the creation of significant market power of undertakings – or even monopoly – that significantly impedes competition, ultimately to the detriment of consumer welfare. This very often coincides with the second danger, namely the possibility for a limited number of media companies to curtail media plurality, diversity and freedom of information. The distinction between these two different facets of media concentration is obviously important. The first is purely economic and market-related; the second pertains to the fundamental democratic values.

Changes in the Media Landscape – The Ongoing Process of Digitisation

The ongoing process of digitisation of communication channels has a significant impact on the concentration level in this sector and thus on the plurality of the media. Some believe that the media market has never been more diversified than today and that the general public has never had greater access to media content. Furthermore they expect that media companies with new players, new types of electronic services and new forms of delivery will lead to lowered barriers to entry and increased consumer choice to promote diversity.

At the same time there are fears that the media will become standardised and centralised. The argument that the choice of media has never before been so broad is true. But this is a simplified picture of reality, since a small number of companies often control both distribution channels and the content distributed. The increase in the absolute number of offers did not lead to more diversity, i.e. different offers, instead it leaded simply to “more of the same”. One can expect that the digitisation process will still increase concentration in the area of the media significantly. The switch-off of analogue dissemination gives strong internationally operating media companies, which have the possibility to invest largely in new and multiple channels...
and to feed enough content to fill these channels, an even better starting-point. Once a strong position is established, competitors working on a smaller scale will have even more difficulties to be heard and viewed by broad audiences.

Furthermore, the process of digitisation will increase the importance providers of cable or satellite services. Positions of so called gatekeeper who control the bottlenecks might be created. What itself can actually lead to a reduction of plurality and diversity depending on how access is guaranteed and who can decide on content of cable networks, terrestrial capacity and satellite dissemination, a trend which can be observed in several European countries. The cable markets in most countries have gone through a series of consolidation in recent years (the UK, Poland, Ireland) with two main companies in Ireland and the UK, three in the Netherlands and Spain, four in Germany, and five in Belgium.

**Media Concentration on the Rise: Trend Towards Multi-National and Multi-Media Companies**

In the last ten years, media concentration has been on the rise in all parts of Europe. It is reaching new levels of concern particularly in relationship to the domination of a number of markets by transnational companies. The increase of media concentration encompasses two additional phenomena: On the one hand media ownership is no longer local in nature. Most of the media are hold by larger co-operation, “Family” newspaper and “Family” TV station are disappearing. On the other hand media ownership is not even anymore limited to national markets it is increasingly trans-national and even multi-continental.

As a result, national media regulations do no longer apply and economic competition rules are difficult to enforce. Media firms move into other countries when their home market is saturated or concentrated to a degree where media regulation does not permit further growths or merger, to attain critical mass, to pool resources and to share risks.

Additionally there is another trend within ongoing media concentration. One characteristic of media concentration is the phenomenon of more and more vertically and diagonally integrated markets. Big media players have interests in several media markets. Bertelsmann is active in publishing and broadcasting, Axel Springer and Lagadère are interested in publishing and radio. The problem of cross-ownership is that content can be used and (re)used on the several media of the company. A practice which often injures the journalists’ author rights on a journalistic work.
In Central Eastern Europe foreign investment plays an important role. The encroachments by Western media groups have prevented or made difficult the development of independent or nationally-based media groups in these countries. The data on media ownership in these countries presented here demonstrates this trend clearly. For instance in the case of the Czech Republic, German and Swiss companies own 80 percent of Czech newspapers and magazines. Foreign capital—mostly German, Austrian, Swiss, French, and Scandinavian—also dominates print media in Bulgaria, Hungary, Poland, and the Baltic states.

Different foreign companies now predominantly own the printed press in some of these countries. At the national level, some of the press markets are highly concentrated. In the broadcasting sector, commercial television, and to a lesser extent radio, is in many countries owned by the same company, Scandinavian Broadcasting System (SBS), and public service broadcasters are expected to contribute to diversity, but the fact remains that they do not always do so.

However, since accession to the EU the restriction of foreign ownership is only possible as non-EU investors are concerned (bearing in mind the expiring of eventual transitional periods).

Another concern of ongoing media concentration is the in-transparency of ownership. Media markets get more and more interwoven and fuzzy. Most people are unaware of who owns what. And sometimes data on ownership are not even available, which makes the consideration of the market and opinion power of a specific company even more difficult. Transparency is necessary within a competitive landscape in order to secure pluralism and democracy.

The obligation to publish the ownership of media is however not in every country compulsory, which was subject to this survey. In contrast, transparency of ownership and interests held by companies in media outlets varies widely between states. Only on the basis of appropriate data is it possible to determine if media plurality is vibrant or endangered. Principles, which oblige member states to protect pluralism, to ensure transparency, and support the work of relevant authorities, would provide a system of redress for organisations and individuals at the European level.

EU legislation does not provide for any legislation dedicated solely to the control of media ownership. Rather, the rules aimed at providing plurality and diversity within the media industry are dealt with at national level and under the supervision of
The Commission which checks that national rules do not hinder the achievement towards and functioning of the Internal Market. However, the acquisition of control of a media entity may fall within the scope of the concentration regime of the EC Merger Regulation (provided it meets certain dimension thresholds) and thereby requires appraisal by the Commission.

Concentrations leading to a structural change in the relevant markets of the media, and hence affecting the plurality and diversity of media, are examined under the EC Merger Regulation. The rules applicable to the control of mergers are designed to make it possible for the Commission to check that mergers do not endanger competition, which is vital to the common market. Consequently, the primary objective of Community competition law is an economic one. In this connection the EC Merger Regulation clearly plays an important role in keeping markets open to competition. Although the ECMR is based on economic considerations, relevant concerns in terms of plurality may be considered when assessing the compatibility with the common market. By strictly applying competition rules to the media sector, the Commission, within the limits of its mandate, lowers market barriers for broadcasters and new entrants, thereby preventing market foreclosure and undesirable concentrations. However, it remains problematic to tackle vertical concentration, as they cannot be adequately dealt with using the instruments of general competition law alone. This issue is of particular interest and is also an especially delicate subject because of the possibility of exploiting a program in different markets, guaranteed access to program resources and, not least, measures to avoid so-called “gate-keepers”. For the purpose of plurality of media non-discriminatory and equal access must be granted to infrastructure and services.

Further disadvantages of the EC Merger Regulation to the assessment of media concentrations lie within the threshold system which is purely based on quantitative considerations. As long as a merger does not reach the specific threshold it does not fall within the scope of the EC Merger Regulation. Further disadvantage for plurality proves to be the definition of concentration in art. 3 ECMR. According to this provision a concentration may take the form of a traditional takeover, joint control, acquisition of all or part of a company’s assets, concession of exploitation rights or a link enabling one company to exercise competitive influence over another. Hence, the ECMR can only assess so-called ‘external growth’. The internal growth of a company can only be taken into account in relation to regulations concerning abuse of a dominant position. The relevance of art. 81 EC to media concentration is however of less importance. The prohibition of cartels in art. 81 EC does not create a base for a merger control in the traditional understanding. The purpose of the provision is not the quantity, but the quality of decision making of the competitors. Furthermore the de-minimis principle and limited assessment of joint ventures does not provide sufficient protection of plurality of media. Hence, the concentration notion of the ECMR shows once again the dichotomy between competition and media law.
The core part of the ECMR is the assessment of acknowledgement of a dominant position. Only concentrations with a high influence on at least one media market and between companies of large turnover can be recognized. Below this specific degree of market dominance the European competition law trusts in the self-regulation powers of the market. As the centralizing tendencies of media concentration have grown, the Commission has become an active player in intervening over the European television market. The Commission has received several notifications concerning the merging or formation of joint alliances between media, telecommunications and multimedia corporations. But as the majority of the media mergers during the last years notified to the Commission have passed the assessment it is questionable whether the Community interest in fostering companies large enough to compete at international level has become more important.

However, in applying antitrust and merger control principles, competition policy can make an essential contribution to the maintenance and development of media plurality, both in the traditional television markets, as well as in other broadcasting markets and the new media. Open markets create the environment for the fostering of plurality in the media. Concluding, it can be stated that the role of competition law is a necessary, but insufficient, means of keeping the media’s power of opinion in check. Since EC competition law can take into account non-economic factors only to a very limited extent, it seems deficient to deal with the threats to plurality which cross-country and cross-ownership consolidation of sources of opinion could cause. This will lead to the permission of certain forms of concentration which are acceptable from a competition law point of view, for instance, where the merger involves companies each operating in different geographic markets, but remaining problematic from a plurality point of view.

The Commission has made it clear on a number of occasions that it considers media plurality to be fundamental to both the working of the European Union and the cultural identity of the Member States, but that responsibility for the control of media concentration rests primarily with the Member States. Member States retain the right to issue national laws on the control of media ownership, as is expressly recognised, for instance, by art. 21 (3) of the ECMR. The disadvantage of leaving plurality concerns to the competition authorities of the Member States is the conflict of interest that can occur in Member States, namely fostering domestic economy instead of safeguarding plurality. Considering the present Italian situation the entrusting of media plurality related issues to the Member States is not a satisfactory solution. Moreover, considering the democratic importance of media plurality also to the European Union itself, it cannot be categorised simply, or primarily, as a domestic or economic issue. Whatever a possible Community measure may look like its creation is vital for a sufficient safeguard of plurality. For a plurality of media which is essential to the freedoms of expression and information, and hence to a functioning democracy.
**Major Players in the European Media Landscape**

**MULTINATIONAL AND MULTI-MEDIA COMPANIES**

**BERTELSMANN AG: THE GLOBAL PLAYER**

The group is one of the largest media enterprise in Europe and one of the top ten global media groups. The company stays therefore clearly as an example of a transnational or even trans-continental media group. The big financial back-up allows the company to invest in new markets and to expand its dominant position. Moreover, it benefits largely through its operation not only in different geographical but although different product markets from the creation of synergy effects: TV shows can be promoted by its publishing activities, the book sales can be promoted by author’s interviews on its print of broadcasting media and so on.

The most turnover was made in Europe – without Germany- (42.2%), Germany (29.7%) and the USA (22.4%). Bertelsmann is active in several media markets. Through the RTL group in broadcasting and through Random House and Gruner+Jahr in publishing. Its BMG division is active in music publishing. Arvato AG provides media services, while the direct group operates the direct to consumer services.

The group holds the controlling stake in the **RTL Group** (recently increased to 90.4%). It operates 31 television stations and 30 radio stations in ten countries, and worldwide content production. Its television arm includes the RTL Television family of channels in Germany, M6 in France, Five in the U.K., RTL channels in the Benelux countries, in Croatia and Hungary, and Antena 3 in Spain. Its best-known radio station is RTL in France. Fremantle Media is a subsidiary of RTL Group and is one of the largest international creators and producers of program brands in the world. It produces programming in over 40 countries.

**Random House** is the world’s largest consumer book. Random House Mondadori enjoyed a turnaround to profitability in Spain and Latin America. Random House is a wholly owned subsidiary of Bertelsmann.

The **Gruner + Jahr** printing and publishing company is Europe’s biggest magazine publisher. It produces more than 125 magazines in ten countries on three continents, as well as the publications’ complementary websites. Bertelsmann AG owns 74.9% of the company; the Jahr publishing family in Hamburg owns 25.1%. Gruner + Jahr acquired a majority stake in **Motor-Presse Stuttgart**, a deal that is still subject to antitrust approval. With a revenue share of 60% outside Germany, Gruner + Jahr already is Europe’s most international magazine publisher. This acquisition adds a number of countries in which Motor-Presse already does business but where G+J is not yet represented, e.g. Brazil, Mexico, Argentina, the Czech Republic, Portugal,
and Switzerland. For instance in France Gruner+Jahr represents through its fully owned subsidiary Prisma Presse with 18% market share the second largest newspaper publisher in France. In Italy Gruner+Jahr established in 1989 a joint venture with the Italian market leader Mandori (50%-50%). The joint venture G+J/M publishes 7 magazines.

The BMG division consists of the Sony BMG Music Entertainment joint venture and the BMG Music Publishing company. Bertelsmann owns a 50% stake in Sony BMG; BMG Music Publishing is a wholly owned subsidiary of Bertelsmann AG.

Arvato AG, whose 250 subsidiaries make it one of the largest internationally networked media services providers, is Bertelsmann’s media services division. Arvato AG includes the Arvato Print companies, the Arvato Direct Services (customer loyalty systems and call centers), Arvato Logistics Services, Arvato Storage Media (CD and DVD production), and Arvato Systems (international IT services) units. Arvato AG is a wholly owned subsidiary of Bertelsmann AG.

Direct Group Bertelsmann bundles Bertelsmann’s worldwide direct-to-customer business with media products. More than 30 million club members drive Direct Group’s business and ensure its position as one of the world’s biggest media traders. It is present in 22 countries, including famous brands like France Loisirs (France), Book-of-the-Month-Club (U.S.), Der Club (Germany), Circulo de Lectores (Spain), and BMG Direct (U.S.). Direct Group Bertelsmann is a wholly owned subsidiary of Bertelsmann AG.

LAGADÈRE: THE MULTINATIONAL AND MULTI-MEDIA PLAYER

Hachette-Filipacchi Presse, is part of French industrial conglomerate (cars, munitions, telecommunications, aerospace) Lagardère. It has interests in the book, magazine and multimedia publishing industries, and it has a European presence through licensing its titles for local editions.

Lagardère Media has four subsidiaries:

Hachette Livre is responsible for educational, reference, general publishing and leisure titles in France (Hachette, Editions Filipacchi and Le Livre de Poche), Spain, Italy, the USA and the UK. Gollancz, Weidenfeld and Nicolson, Orion, Cassell and the Octopus Publishing Group are part of its UK assets.

Hachette Filipacchi Médias (HFM) is the news and magazine division. It is the world’s largest publishers of magazines, with 238 titles in 36 countries. Its French publications include several general and special interest magazines. The company is also involved in newspaper publishing: it holds the major stake in Le Journal du dimanche equally it has interests in the local press in Southern France.
Hachette Distribution Services (HDS) controls the distribution of press and other media products. These wholesale and retail holdings, similar in operation to the UK-based firm, W.H.Smith, include Hachette UCS and Canada's largest newsstand chain.

Lagardère Active includes film and television production and radio broadcasting. The advertising group, Interdeco, the leading media buyer in France is also owned by Lagardère, and Hachette Filipacchi Global Advertising operates outside France, specialising in the promotion and sales of the group’s magazines.

**AXEL SPRINGER VERLAG: DIAGONAL INTERWEAVING AND GEOGRAPHICAL INCREASE**

Founded in 1946, Axel Springer is the largest newspaper publisher in Germany and one of the world’s leading media corporations. The company’s core business consists of newspapers, magazines and digital sales channels. As many other big media companies Axel Springer has cross-interests. With the recent acquisition of the TV station ProSiebenSat.1 the company expanded its interest beyond the print media market. The advantage of so-called cross ownership (or diagonal concentration) is the possibility to exploit the same content, for instance data provided by new agencies on different markets.

The Group also operates state-of-the-art printing plants and highly-effective sales organizations. The focus of foreign publishing activities for newspapers and magazines in Western Europe is on France, Spain and Switzerland; in Eastern Europe the emphasis is on Poland, Hungary, the Czech Republic and Russia.

FAKT became Poland’s largest daily newspaper. In 2004 the company launched REGGEL, a quality newspaper for the larger Budapest area.

Moreover the company is active in printing. Arvato AG, Gruner+Jahr AG und Co. and Axel Springer AG agreed on a joint venture which combines their five German rotogravure printing operations. The project is subject to approval by the anti-trust authorities.

Axel Springer operates on the German newspaper market with daily and Sunday newspapers sold at newsstands, national and regional newspapers distributed by subscription and free advertising publications. In Germany it publishes Bild the best-selling national daily in Europe, with sales of around 4.5 million. The company also has equity holdings in regional newspaper publishing houses. The magazine portfolio contains classic publication genres devoted to cars, finance, computers, consumer electronics and television programming.
In 2004 Axel Springer published over 120 newspapers and magazines as well as various special editions worldwide. In Western Europe activities were concentrated on Spain, France and Switzerland; in Eastern Europe the focus was on Hungary, Poland, the Czech Republic and Russia.

Springer expanded its broadcasting interests by acquiring the TV company ProSiebenSat1. The acquisition is subject to approval by the German antitrust authorities. Logistics and distribution section encompasses logistics, market analysis, alliances with trading associates and foreign distribution. Also included here are stakes in press wholesale companies, import companies in Eastern Europe and the wholly-owned subsidiary ASV Vertriebs GmbH.

An alliance was formed with the publishing group Georg von Holtzbrinck for the purpose of acquiring a majority stake in PIN AG, which is second only to Deutsche Post AG in mail handling volume. PIN AG, which specializes in processing mail for mass mailers in major urban areas. The object of the alliance is to generate synergetic benefits through the exploitation of the Axel Springer distribution networks and to expand mail distribution activities to other major urban areas.

**Scandinavian Broadcasting System SA**

SBS Broadcasting S.A. is a Luxembourg based company but US owned. SBS Broadcasting S.A. was founded on October 24, 1989. The company has cross-interests in print and broadcasting media. Already big some years ago the company did not stop expanding and acquired more interests in radio and television stations throughout Europe.

In the Television sector the company owns interests in 10 TV stations in 7 countries. In its original geographical business area it operates TVNorge (Norway), TVDanmark and Kanal 5 (Danmark) and Kanal 5 (Sweden).

Moreover, the company established in the Flemish speaking part of Belgium VT4 and VijfTV. Also in the neighbouring Netherlands it operates SBS6, a national satellite-to-cable station. Furthermore, it started the national satellite-to-cable stations NET5. In Hungary, TV2 was the first commercial broadcaster in the country. SBS has a 49% voting interest and an 84% economic interest in the station. In September 2004, the group launched Irisz, a satellite-to-cable general female entertainment channel in Hungary. The company launched its first digital television station under the brand “The Voice TV” in Denmark, followed by further station launches in Finland, and in Norway and Sweden. In Romania, SBS wholly owns Prima TV, which covers 87% of the country through satellite-to-cable distribution.
In addition to its existing free-to-air and digital television stations, the company acquired C More from Baker Capital and Nordic Capital. C More is the leading Nordic pay entertainment provider, with over 770,000 subscribers in Sweden, Norway, Finland and Denmark at present.

Through Broadcast Text International, the company has a leading position in providing subtitling and localization services.

SBS also operates 53 radio stations in Sweden, Finland, Denmark, Norway, The Netherlands and Greece. Within Kiss FM, Romania’s leading FM radio network, as well as the FM Romanian radio network Radio Star and Greek Lampsí; Although the latter acquisition is subject to the approval of the Greek media authorities. Moreover, SBS broadcasting merged its Swedish radio operations with Bonnier Radio AB. In the jointly owned company SBS radio AB, SBS Broadcasting holds a majority share of 59%.

SBS also own and operate the Dutch weekly television and radio guide Veronica Magazine. Veronica Magazine is the largest weekly publication in The Netherlands with a circulation of approximately 1.1 million.

**Big Foreign Players**

**Central European Media Enterprises Ltd (CME):**

**American Investment Throughout Several Central European Countries**

Central European Media Enterprises, operates the leading group of networks and stations across Central and Eastern Europe.

CME and its partners operate nine networks in six countries CME and its partners are market leaders in Romania, the Slovak Republic, Slovenia, Ukraine and the Czech Republic.

Along with its local partners, CME operates Nova TV in Croatia, TV Nova in the Czech Republic, PRO TV, Acasa and PRO CINEMA in Romania, Markiza TV in the Slovak Republic, POP TV and Kanal A in Slovenia and Studio 1+1 in Ukraine.

CME is a Bermuda company, with subsidiaries in the Netherlands, London and in each operating country.

In addition to producing original programming and making local versions of international entertainment program formats, CME’s stations ensure their overall schedules - including films and TV series from around the world - are carefully tailored to national tastes.
In March 2004, CME increased its holding in its Romanian operations to 80.0%. In April, CME launched its second cable channel in Romania, PRO CINEMA.

In July 2004, CME acquired 100% of Nova TV (Croatia) and OK in Croatia.

In May 2005, CME completed the acquisition of 100% of the TV Nova Group (subject to Media council approval of the remaining 2.5% of CET21).

**WAZ: German Investment and Media Concentration in Central Eastern Europe**

The German media giant, *Westdeutsche Allgemeine Zeitung (WAZ)*, has a European empire of more than 130 newspapers. The group expanded through the acquisition of regional papers in West Germany and Austria and, post-1989, in CEE countries. Foreign publishing groups dominate media ownership in Central and Eastern Europe. WAZ, Germany’s second-largest media group, owns over 130 newspapers and magazines, dominating the media market in the region particularly in the Balkans. It also owns media outlets in the Czech Republic and Slovakia.

The WAZ Group is the second largest newspaper group in Germany and one of Europe’s largest publishers of regional dailies and magazines. It produces 500 titles and has part-ownership of newspapers and magazines in several other countries.

In Romania the WAZ Group only own one paper, but in neighbouring Bulgaria they control the majority of papers in circulation and in Macedonia they run a virtual monopoly.

WAZ is an out-standing example for the ongoing trend of foreign investment in media markets.

WAZ sits in a dominant position in Bulgaria due to its ownership of the Bulgarian News Group and through its control of the 168 Chasa Media Group and Media Holdings. It has the two largest and most influential dailies, 24 Tschassa and Dneven Trud, and dominates regional newspapers and magazine publishing.

In Macedonia, WAZ has recently bough majority stakes in the three major newspapers, merging them into a new company, Media Print Macedonia, managed by former Macedonian Foreign Minister Srgjan Kerim.

In Croatia WAZ has a 50% stake in Europa Press Holdings (EPH) and publishes two dailies, and 11 magazines, including the weekly news magazine, Globus. The Trade Union of Croatian Journalists (TUCJ) has recently signed an important collective house agreement with EPH.

WAZ also publishes five dailies in Hungary and has a stake in two Romanian newspapers.
RINGIER: SWISS INVESTMENT IN THE WRITTEN PRESS OF CENTRAL EASTERN EUROPE

Ringier is another example of a foreign company which is largely operating in the Central Eastern Europe. Ringier is operating in the publishing business in Switzerland, Central and Eastern Europe and Asia. Center of its activity is still Switzerland where the company makes 66.7% of its turnover, 28.7% of its turnover are made in central and eastern Europe and the remaining 4.6% are made in Asia.

Ringier publishes 4 newspapers in Switzerland, within the best-selling tabloid Blick. In Hungary it publishes 4 dailies, in Romania 7, in Hungary 4, in Serbia-Montenegro one and in Vietnam another one.

Furthermore Ringier publishes 14 magazines in Switzerland, 7 on Romania, 7 in the Czech Republic, 5 in Slovakia, 9 in Hungary, 4 in Vietnam and one in Germany.

Most of its Swiss newspapers and magazines have also internet portals.

Ringier again is an example of an important foreign player within the markets of central eastern Europe.

NEW TECHNOLOGIES

LIBERTY GLOBAL:
TAKING BENEFIT OF THE EMERGING MEDIA MARKETS

LibertyGlobal stands as an example for a company which invested in the new developments in the media landscape. Liberty Global, the result of the merger between Liberty media and UnitedGlobalCom, owns interests primarily in broadband distribution and content companies operating outside the continental U.S., principally in Europe, Asia, and The Americas. Through its subsidiaries and affiliates, Liberty Global is one of the largest cable television operators in terms of subscribers outside the United States. In Europe operations are conducted primarily through Liberty Global Europe, Inc., an indirect wholly-owned subsidiary. Liberty Global Europe provides services in 13 countries in Europe. Liberty Global Europe’s operations are organized into two principal divisions: UPC Broadband and chellomedia. Moreover, the company has a 19% stake in SBS (see below). Through its UPC Broadband division, Liberty Global Europe operates the largest cable network in each of The Netherlands, France, Austria, Poland, Hungary, Czech Republic, Slovak Republic and Slovenia and the second largest cable network in Norway, in each case in terms of number of subscribers. The dominant position of the company in these many markets makes it clear, how easily a gate-keeper position might be created,
which enables the company (bearing in mind that the group is also active in content production) to influence the content broadcasted by controlling who has access to its transfer technology.

(Footnotes)


2. As Jonathan Hardy has commented: “In assessing market power through economic considerations, competition law is unable to grasp more complex operations of cultural or symbolic power which the Regulation of media (and now multi-media) pluralism has traditionally sought to address.” Hardy (2001): Border Crossings; Convergence, Cross-Media Promotion and Commercial Speech in UK Communications Policy, paper presented at the 51st Political Studies Association Conference, University of Manchester, p.15.

The research for this report was completed in August 2005.
Austria

To maintain the diversity of newspapers a “special subsidy of the press” is granted to all daily newspapers which do not only operate locally and have a minimum sold circulation. The leading newspapers in the national and regional markets do not get the subsidy.

**Television**

Austria was the last country in Europe with a public monopoly on the transmission of TV programmes through ORF. It is the sole terrestrial broadcaster, with two national channels, ORF1 and 2, and nine local stations. It also operates its own transmission network. Part of the reason for the monopoly is that the country’s mountainous terrain has only allowed three frequencies.

The first national commercial TV station, ATV, started operating in Austria in 2003. The majority stake in the company is owned by Germany’s Tele München GmbH. Another major shareholder is the Austrian Bank for Labour and Economics, or BAWAG. The channel is a small player in terms of audience share with just 1%. ORF, however, has competition from Germany’s commercial and public channels. More than two-thirds of Austria’s TV households get German programmes through cable or satellite connections. ORF 1 and ORF 2 had a market share of 53% in 2003. Pro-7 Austria and Sat-1 Austria have a market share of 5% each. Foreign programming (RTL, Pro-7, ARD, ZDF, Kabel 1, VOX) accounts for a 37% share.

**Radio**

The radio market has been open to private broadcasters since 1993, with ten regional and 44 local stations. Complaints about cross ownership in the print and radio sectors led to a law capping publishing house ownership of radio stations at 26%. ORF is also dominant in radio, with an 82% audience share. The competing commercial radio stations have audience shares below 4%.

Mediaprint, Austria’s biggest newspaper owner, also has stakes in private radio station Kronehit.
The Austrian cable sector is highly regionalised, featuring only one major operator with activities in multiple parts of the country, **UPC Telekabel**. The company has a market share of around 40% and is 95% owned by Netherlands-based **UPC Europe**. UPC Europe is wholly owned by U.S.-based **Liberty Global** and has five networks in Austrian cities. The city councils in each city own the other 5% of UPC Telekabel.

The other cable operators are mainly Austrian owned and of less importance (capturing between 2.4% and 8.1% market share).

### Written Press

By far the largest player in this market is the **Mediaprint** group (**Mediaprint** had a market share of 56.8% in 2004). **Mediaprint** is a holding company set up by two of the largest Austrian newspapers, the tabloid **Kronen Zeitung** (circulation 1,009,000) and the **Kurier** (circulation 254,000). **Kronen Zeitung** and **Kurier**, together, make up more than 50% of the total circulation of Austrian dailies. Germany’s **Westdeutsche Allgemeine Zeitungsgruppe (WAZ)** owns about 50% of the capital shares in both companies. Through **Wirtschafts-Trend-Zeitschriftenverlag**, **Mediaprint** is also active in magazine publishing, including publishing the popular magazine **Profil**.

The second-biggest player is **Styria**, which is focused on regional newspapers. It publishes **Kleine Zeitung**, which has a circulation of 292,000. **Styria** is also involved in magazine publishing with a focus on regional publications.

Foreign investment plays an important role within the Austrian press market. Thirty-three percent of the Austrian daily newspaper market is controlled by foreigners, mostly German, but also Swedish and Italian companies. **Gruner+Jahr**, a Bertelsmann subsidiary, has a 75% stake in **Verlagsgruppe NEWS Group**. **WAZ** is a major shareholder in **Mediaprint**. (See report on **Germany** for further details on **WAZ**.) Sweden’s **Bonnier Group** is involved with the business daily **Wirtschafts Blatt** (circulation 39,597), which is modelled on the Swedish title **Dagens Industri**. The other 50% of the shares in **Wirtschafts Blatt** are held by **Styria** and **UIAG**, which is in turn held by a private entrepreneur and a few other individual shareholders.
**Mediaprint**

Mediaprint is the largest publishing house in Austria. German media group, Westdeutsche Allgemeine Zeitung is a major shareholder. Apart from publishing the two leading daily newspaper, Kronenzeitung and Kurier. A holding company deals with all aspects of business, advertising and distribution for both papers. It also publishes a regional weekly, Kärntner Tageszeitung, and is a shareholder in Wir Zeitschriftenverlag, which publishes popular magazine titles Trend and Profil.

The company also has interests in Croatia. It publishes the biggest and most influential daily newspaper in the country, Vecernji list.

There is a connection between Mediaprint and News Group. Mediaprint also has interests in radio broadcasting.

In 2004, Mediaprint signed a cooperation agreement with Austria’s largest private book and newspaper distribution company, Morawa.

Mediaprint has invested in new printing facilities – twelve 48-page printing presses – in Vienna, Salzburg and Southern Austria.

**News Group**

Owned by the Bertelsmann controlled Gruner+Jahr (75%) and the Fellner family (25%) it produces the best-selling business magazine, Format (circulation 91,000), the leading television guide, TV Media (circulation 295,000), and the current affairs title, News (circulation 294,000).

Gruner+Jahr also publishes four titles in Austria: Brigitte, Geo, Parents and Schoner Wohnen.

**Styria Medien**

Styria Medien AG, is not only the biggest publisher of regional newspapers, but also has substantial interests in broadcasting (SAT 1 and regional radio), weeklies and monthly publications as well as online services, with a geographical focus on the provinces Carinthia and Styria, which form the core of its business area.

Styria also has interests in book publishing: Kneipp Verlag, Styria Pichler Verlag, Verlag Carinthia and Verlag Ingenium.
Recently, Styria increased its share in **ET Multimedia AG** (*Wirtschaftsblatt*) to more than 80% by buying the shares of **UIAG**, the **Imperial-Gruppe** and the **Deutschen Beteiligungs AG** and taking over the operating management.

Two new subsidiaries are **diepresse.com**, an expansion of *Die Presse’s* profile online, and **Media Consult Austria**, which provides a magazine service specialising in corporate publishing.
Belgium

Belgium is a federal state, organised around geographic and linguistic divisions – the two biggest regions are Dutch-speaking Flanders and French-speaking Wallonia but the country also has a German phonic area and the capital area of Brussels. The main division of the Belgian media market into Dutch and French speaking communities has created two small markets.

For Flanders, the regulatory body for terrestrial television, cable and radio is Vlaams Commissariaat voor der Media (VCM). For Wallonia, the regulatory body is the Conseil Superieur de L’Audiovisuel (CSA). Both have similar remits.

**Television**

The public broadcaster for the Flemish community is Vlaamse Radio-en Televisieomroep (VRT), which has broadcasts on two channels. The French-speaking community in the south of Belgium has two public service broadcasting channels from Radio-Télévision Belge Francophone (RTBF). The German language community has a public service broadcaster of its own as well, Belgischer Rundfunk und Fernsehen (BRF).

In the case of Wallonia and Brussels the issue of transnational broadcasting is important. The French private channel TF1 and the French PSB have a combined market share of over 30%. In contrast, the Flemish region is dominated by the local PSB, which has a market share of 77%. Broadcasters based in the Netherlands are less important, holding a market share of 4%.

The commercial channel Vlaamse Televisie Maatschappij (VTM) was launched in 1989. The majority shareholder is Vlaamse Media Holding, a 50/50 joint venture between the Roularta Media Group and De Persgroep. It has a second channel, Kanaal 2, and the two channels command a third of the Flemish audience.

**Radio**

Like the TV market, the radio market is also divided into two sectors: French and Flemish. The Flemish PBS VRT leads the market with about 75% of the audience share. The commercial stations do not play an important role in Flemish market. Q-Music, the closest competitor, is run by VMM, a joint venture between Flemish
press groups Roularta and De Persgroep. In contrast the channels produced by the French public broadcaster RTBF, although they are market leader, have a market share of just 26%. Germany’s RTL is also involved in the Belgium radio market; it holds a major share in the Flemish Radio Contact. Furthermore, the group is a major force in the French-speaking community’s broadcasting sector, with stakes in the most popular channel Bel RTL as well as the most successful radio network Radio Contact. Furthermore it also owns Fun Radio, a Paris-based music channel. The French broadcasting giant NRJ, with its involvement in radios NRJ and Nostalgie (the latter being run in cooperation with the Flemish VUM group), accounts for another 15.8% of the market.

CABLE AND SATELLITE OPERATORS

Belgium is the most densely cabled country in Europe (95% of households have cable). Telenet is the largest cable group in Belgium (40.6% market share). The cable market has largely remained in the hands of the Belgian municipalities who either individually, collectively (Brutele, Teledis) or as a partner among other shareholders (Telenet) participate. Some foreign investors have captured a significant share of the market. The overall market structure changed, as US conglomerate Liberty Global, used its subsidiary UnitedGlobalCom to buy a minority stake in Telenet from the UK’s Callahan Associates.

The widespread cable coverage limits the development of direct-to-home satellite services. Only 9% of viewers currently have their television programs delivered by alternative means.

WRITTEN PRESS

The newspaper sector has seen increasing ownership concentration since the 1960s. Twelve of today’s 22 major newspaper titles target the Flemish-speaking part of the population, nine dailies target the French-speaking readers and there is one newspaper for the German language community.

Three publishers control almost 90% of the average daily circulation in Flanders. De Persgroep has the best-selling daily Het Laatste Nieuws/De Nieuwe Gazet (circulation 292,000), De Morgen and De Tijd (which it bought in a venture with Rossel in 2005).

The biggest publishing company is V.U.M., which reaches a total circulation of 380,000 and publishes the second most successful newspaper Het Nieuwsblad, De Gentenaar (circulation 216,000), as well as two other top ten sellers De Standaard (circulation 81,000) and Het Volk (circulation 83,000).
Since the French-speaking population in Belgium is smaller than the Flemish-speaking population, the French language press did not develop media players big enough to dominate the Belgium market. However, Belgium’s French language press is also controlled by three groups.

**Rossel & Cie SA** publishes Sud Presse (*La Meuse, La Nouvelle Gazette, Le Quotidien de Namur, La Capitale, Le Soir, Grenz Echo, L'Echo and Nord Éclair*). **SA d’Information et de Production Multimedia (SA IPM)** owns *La Dernière Heure/Les Sports, La Libre Belgique/Gazette de Liège*. **Mediabel** publishes *Vers l'Avenir, Le Courrier de l'Escaut, Le Courrier, L'Avenir du Luxembourg, and Le Jour*. The majority share in **Mediabel** is held by the Flemish company **V.U.M. De Persgroep**, through its involvement with **Rossel** in *L’Echo*, is also present in the French language market.

**Sanoma**, the Scandinavian media group, publishes 18 magazines in Belgium. Titles include French and Dutch speaking TV guides and women’s magazines, some of which are versions of pan-European titles like Marie Claire.

### The main players

The main player is **DE PERSGROEP**, which plays a part in written (daily newspapers and magazines) and broadcast media.

**Roularta** is also a major player in the Belgian market through its array of magazine holdings but it has few holdings in the daily newspaper market.

**VUM, CONCENTRA, SANOMA and VRT** are powerful and influential companies but they are only focused on one specific component of the media industry.

### De Persgroep

The largest Belgian media player is **De Persgroep**. In 2005 the group owned by the businessman Christian Van Thillo acquired the **De Tijd** group in a joint venture with **Rossel**. The group owns three major newspapers: *Het laatste Nieuws, De morgen* and *De Tijd*. It publishes magazines through its subsidiary, **Magnet Magazines**. Titles include *Dag Allemaal/Expres, Joepie*, and *TV-Familie*.

The group also publishes the daily freesheet “**Metro**” in French and Flemish and the free weekly **zonemagazine** with different local editions.

It is also a 50% owner of Flemish TV company **Vlaamse Media Maatschappij**. **Roularta**, a holding company which is engaged in TV and radio market, owns the other 50%,
ROULARTA MEDIA GROUP (RMG)

Roularta Media Group (RMG) is Belgium’s largest media conglomerate. Its business centres on the De Zondag and De Weekbode newspapers. It has general and academic book and magazine publishing interests within Belgium: key publications are the Knack and Trends magazines. It has a 50% stake in Flemish television station VTM and other radio and TV broadcasting investments. It owns around a third of commercial printing group Mercator. It holds subsidiaries and partnerships in Portugal, France, the Netherlands and Norway. Its biggest stake in foreign media is in Portugal’s Impresa group.

Newspapers

The company publishes De Zondag (the only Sunday publication in the Dutch speaking part of Belgium with circulation of 520,000), Brugsch Handelsblad, De Weekbode, De Zeewacht, Kortrijks Handelsblad, Het Wekelijks Nieuws, Krant van West-Vlaanderen and De Streekkrant.

It also publishes the freesheet Journal da Região, distributed in regional editions in larger towns and cities, in partnership with listed Portuguese group Impresa.

Following Belgium, Netherlands and France, the City Magazine concept is now being introduced in Slovenia. To do this, Roularta has set up a joint venture company with GV Skupina, a major publisher of business magazines.

In France, it publishes À Nous Paris, a free sheet with a print run of about 350,000 copies that is distributed on the Paris Metro. It also publishes À Nous Lille and À Nous Lyon, freesheets distributed in the cities of Lille and Lyon.

Magazines

Roularta publishes 17 magazines in Belgium, including Knack, Le Vif, Trends, Tendances, Sport/Voetbal, Sport/Foot, Vacature, Spijs&Drank, Cash!, Plus, Fleet Management, Fleet Wheels, De Kwaliteitskrant, Industrie. It also has a 50% interest in Sensa and Grande.

With the French company Bayard it publishes the TV Magazine Telepro and four magazines for senior readers: Plus in Belgium, Plus in the Netherlands, Vi Over 60 in Norway and Lenz in Germany.

It also publishes ten additional magazines in France. The Studio Press group, which is 100% owned by Roularta comprises four separate specialist publishers in cinema, DVD, audio, video, hifi and music.
Books

**Roularta Books** produces books for the RMG magazines’ various target reader groups. Around 30 books are published every year under the ‘Roularta Books’ and ‘Globe’ imprints. Globe is a major joint venture between **Roularta Books** and **VAR**, the advertising sales house of VRT.

**Academici Roularta Media NV** is an active player in the **Roularta Media Group**. **AR-media** was created in May 1996 from a joint-venture between **Uitgeverij Academici** (Academici Publishing) and **Roularta Media Group**, which is more focused on publishing academic books.

Music Publishing

**Roularta Media Group (RMG)** is also continuing its expansion into new media with a focus on CD-ROMs and the Internet. **VTV** (66.67% owned by **Roularta**) specializes in video duplication, CD - DVD replication and logistic services.

Printing

**Roularta Printing** is 75.66% owned by **Roularta** and its plant’s first responsibility is producing all the **RMG** titles (both the news magazines and local papers).

Online

Various Belgian newspapers and magazines also offer Internet services (www.easy.be; www.KW.be. www.knack.be; www.levif.be; and www.trends.be).

Television and radio

**RMG** is also particularly active in radio and TV, video facilities and CD-ROM and DVD production. **RMG** owns 50% of **Vlaamse Media Maatschappij (VMM)**, which runs the leading Flemish TV-stations **VTM, Kanaal 2, Jim TV** and radio station **Q-Music** and 100% of **Kanaal Z/Canal Z**, the Belgian business TV-station.
Bosnia-Herzegovina has a complex political system that was created in the aftermath of the war. The system consists of Federation BiH and Republika Srpska, with the District of Brcko designated as a separate entity. This has led to a complex set of regulations and laws. On the other hand, the absence of language barriers provides an opportunity for media. The Communications Regulatory Agency (CRA) is an independent agency that regulates broadcasting. When granting licences, the CRA makes the distinction between media financed through public or private funds and further whether the funds are domestic or foreign. That is because the licensing process is different for private and public broadcasters in Bosnia. Foreign companies who wish to work in BiH have to register with the Ministry of Foreign Affairs.

Public broadcasting in Bosnia and Herzegovina consists of The Public Broadcasting Service of BiH (PBS BiH), Radio and Television of the Federation BiH (RTV FBiH) and Radio and Television of the Republika Srpska (RTRS).

In the past, foreign institutions have invested in Bosnia in order to rebuild the media landscape. An example of that foreign involvement is TV OBN (Open Broadcast Network), founded and financed by several countries. Today, OBN is a publicly traded company that has Britain’s OBN Limited as one of its owners.

Another example of foreign-owned media is the radio network FERN. FERN began broadcasting in 1996 with the aim of breaking the information blockade in Bosnia-Herzegovina and providing independent and objective information about the implementation of the peace agreement and the election campaign. The radio’s initial success persuaded its foreign donors, among them the government of Switzerland and later the Organisation for Security and Cooperation in Europe (OSCE), to support the radio until the 2001 election. Radio FERN was considered a popular and trusted countrywide news and information radio network. Radio FERN is now integrated into the Public Broadcast Service (PBS) of Bosnia and Herzegovina, along with elements of Radio Bosnia and Herzegovina and Radio RTRS. The radio service operates under the name Bosnia and Herzegovina Radio1.

There are currently 39 TV stations, including those of three state-wide public broadcasters that form the Public Broadcasting System for BiH: The Public Broadcasting Service of BiH (PBS BiH), Radio and Television of the
Federation BiH (RTV FBiH) and Radio and Television of the Republic of Srpska (RTRS). There are 14 public TV stations. The public broadcasters have a dominant position, which is not only due to their nation-wide reach. The public broadcasting channels FTVi, RTRs and BHTVi have jointly an audience share of 31.8%, whereby FTV (Federal TV) reaches by its own an audience share of 23.8%. Its closest competitor is TV Pink BH, which manage to cover some 80% to 90% of the population and reaches an audience share of 10.5%. TV Pink entered the Bosnian media market in 2003, part of the Pink International Company, owned by Zeljko Mitrovic. TV Pink is a commercial broadcaster with a strong focus on entertainment content and high marketing potential. The expansion of the company throughout the region can be attributed to two key factors: the lack of language barriers and a strong focus on entertainment content. The commercial channel Open Broadcast Network (OBN) has an audience share of 7.7%. The owner of the company is London based OBN Ltd and Gabriel Vudakin from Sarajevo. Through this company, OBN is indirectly connected with Nova TV, a private broadcasting channel in Croatia. Both broadcasters are involved in creating commercial programs, which cut through national boundaries because both countries speak the same language. The public broadcaster in neighbouring Croatia has a significant audience share of 10.5% in Bosnia-Herzegovina.

**Radio**

The radio market is very fragmented, with 142 radio stations. Sixty-four of these stations are operated by public broadcasters. Only one of the public national stations, BH Radio 1, has an audience of any appreciable size (8.5%). The closest competitor is Radio Federacije BIH, with 6.8%. All other stations have an audience share of less than 4%. To some extent the situation in the radio market is equal to that in the TV market, especially concerning the relation between public and commercial stations. However, there is no nation-wide formal private radio network. There is only one informal radio network, Bosanska Radio Mreza (BORAM - a network of about 20 local radio stations which broadcasts a state-wide newscast). Because of this, public radio stations primarily compete with individual local commercial stations. Since the radio market is so fragmented and since there are no truly nation-wide stations, the radio market does not raise concentrations concerns.

**Written Press**

There are 7 daily newspapers, 46 weekly and monthly publications and 61 foreign titles in BIH. The pressure on domestic publications from foreign competitors is intense. Kmecka druzba, a Slovenian investment group, purchased Oslobodenje daily paper in 2001. Oslobodenje, an influential daily prior to the 1990s, lost its importance in the past decade and today has a market share of just 9.8%. Currently, the key daily
paper in the country in terms of market share and importance is the Dnevni Avaz daily, which is not part of any foreign media company. The Avaz publishing company owns the most important daily, the biggest printing house, the strongest distribution system and a set of specialised publications such as Azra (market share 12.3%), Sport (market share 5.5%) and Express (market share 9.2%). This has given the company a leading position in the magazine sector. It has an overall market share of 40.2%. It nearest competitor, Vecernje novine, has a market share of 11.9%. Glas Srpske is the only daily owned by the government (market share 7.8%). The most popular magazine is Gloria which has a market share of 16.1%. The Serbian tabloid Blic, which is owned by the Swiss company Ringier, has a market share of 8%.

Cable and Satellite Operators

Croatian network operator OiV will launch a digital DTH platform covering Croatia, Slovenia, Bosnia-Herzegovina, Macedonia and Serbia and Montenegro. The new platform, which will be known as Seemore, will offer viewers a total of five programming packages. While the basic one will include such services as Eurosport, the newly launched Eurosport 2, Fox Kids, Hallmark and Zone Vision’s Reality TV and Romantica, the four remaining ones will have a premium content element, with each including HBO Adria in their offer.

In Bosnia-Herzegovina, the cable penetration in the country is still very rudimentary.

Conclusion

The Croatian media market does not currently have any media concentration or cross-ownership concerns. Four reasons are widely cited to explain this. The media market in the country is still undeveloped. No local company is strong enough to buy off competitors. Due to political and social instability there is a significant lack of foreign investment. The regulatory authority CRA imposes high administrative and legal barriers to entry and exerts strong control over the market.
Bulgaria will accede to the EU in 2007 if it maintains its policy of structural reforms. It was one of the last East European CEE countries to pass a broadcasting law in July 1996, after some six years of preparation. As a result of this delay and in the absence of proper legislation, the expansion of commercial operations and the proper development of the public sector suffered a great deal. There were serious criticisms about lack of transparency in the licensing of broadcast media and allegations of corruption against politicians responsible for prices and regulation.

The Radio and Television Act in 2001 created the Council for Electronic Media (CEM), the regulatory body responsible for overseeing public service broadcasting and the licensing and regulation of commercial broadcasting. Representatives are chosen by the Parliament and the President. The CEM has been accused of acting in the interests of the ruling party. It has also been accused of dismissing directors of Bulgarian National Television and Bulgarian National Radio and replacing them with ruling party supporters.

An independent body called the Bulgarian Media Coalition (BMC), representing media owners and organisations in press and broadcasting, campaigns for improved media transparency, the rights of journalists and the independence of regulatory bodies. In 2004, the association of Media Consumers was launched, which supervises the quality of the press, radio, TV and Internet.

The Union of Bulgarian Journalists is a member of the BMC whereas the Union of Journalists of Bulgaria (Podkrepa) left it in May 2003. The two unions run the Bulgarian Media Observatory, which promotes ethics and journalists rights and is lobbying for a national self-regulatory body for the media.

There are three national terrestrial television broadcasters in Bulgaria: the Bulgarian National Television (BNTV, the former state television station, defined in the broadcasting law as public service TV) and two private television stations. Rupert Murdoch’s Balkan News Corporation owns bTV and Greece’s Antenna Group owns Nova Televisia. BNTV owns two TV channels Kanal 1 and TV Bulgaria, these
two channels have still a strong market position, although bTV and Nova TV are the leading television broadcasters. The market is dominated by bTV, which has more than 40% of the audience share.

Moreover pan-European TV channels are broadcast in Bulgaria (EUROSPORT, EURONEWS, TV5, BBC WORLD) as are foreign channels (SAT 1, RTL, PRO 7, RTL II, RAI I, POLSAT).

**Radio**

The radio market is dominated by the public broadcaster Bulgarian National Radio (BNR) with an audience share of 31.9% for its BNR Horizont station alone. According to latest figures of the Association of Bulgarian Broadcasters (ABBRO), 273 private regional and local radio outlets are currently operational. Therefore, the remaining shares of the radio market are split up between numerous owners. However, bigger networks have begun scooping up smaller competitors. Several big radio networks, such as FM Plus, Fresh radio, Inforadio and BG Radio, have established a name in the country. FM Plus is 48% owned by the British GWR Group, which also owns shares in Fresh radio. The owners of FM Plus and Fresh also hold shares in another station- Mila. The Bulgarian company Metroradio hold shares in BG Radio and Radio One. Metroradio is owned by the US Metromedia Group through its unit Metromedia International Telecommunication.

**Cable and Satellite Operators**

There are 155 registered cable operators in the country – comprising national, regional and local companies. The cable network has been developing rather quickly and most recent data show that 55% of households in the country are cable subscribers. U.S. financier George Soros has entered the Bulgarian cable market through the Southeast Europe Equity Fund (SEEF), which is run and sponsored by his Soros Private Funds Management. SEEF bought a majority interest in cable operator Eurocom in November 2001. A Bulgarian version of HBO, the most successful paid cable channel worldwide, is a part of Time Warner, the biggest media company in the world.

**Written Press**

The most typical feature of the Bulgarian print media following the immense political, economic and social upheaval in 1989 has been the dynamics of change within the media. New publications keep emerging on the market while others disappear. There is no press law in Bulgaria and the newspaper publishing regulations are extremely liberal.
Most of the 62 existing dailies target a broad readership. The biggest owner in the print media landscape is Germany's **WAZ** (see below). It publishes the three top-selling dailies *Dneven Trud*, *24 chasa* and *Noshten Trud*.

Another daily is *Standart* (circulation 35,000), held by an offshore holding of Russian businessman Michael Corni, who was expelled from Bulgaria after being deemed a threat to national security. The ownership structure of *Monitor* (circulation 9,000), is not clear; but it had a publisher registered in a Portuguese offshore zone.

In 2005, the national weekly press is represented by four papers. Two of them, *Capital*, a Bulgarian owned magazine and *Banker*, largely business oriented, can be described as “quality press.” The titles *168 Chassa* and *Politika* are addressed to a mass audience. Foreign investment is also presented in the magazine market. German company **Axel Springer Verlag** publishes *Auto Bild Bulgaria*, the Bulgarian version of the German published magazine *Auto Bild*.

### Major Players

**WAZ**

The biggest owner in the Bulgarian market is the German media group **Westdeutsche Allgemeine Zeitung** (WAZ). It owns the two dailies with biggest circulation in Bulgaria: *Dneven Trud* and *24 Chassa*, the first private paper in Bulgaria. The monopolistic position of **WAZ** provoked a legal procedure under the Protection of Competition law but **WAZ** managed to emerge as a winner and to carry on its advertising policy that guarantees it the position of market leader.

During recent years, the regional and local newspapers have flourished. This has occurred in spite of the limited advertising market, which remains a huge obstacle for the financial survival of regional and local papers. **WAZ**, through *Zeitungs Gruppe Bulgarien*, has a strong position financially and operationally. In fact, in recent years, the local editions of **WAZ** have put many of the local newspapers out of business.

Today **WAZ** owns newspaper publishing companies and two of the biggest newspaper distribution and printing houses-- one in Sofia and one in Varna.

**WAZ** also dominates the national magazine market. Attempts to establish quality social and political magazines have been unsuccessful, leaving magazines containing domestic and foreign gossip and news about celebrities to dominate this market. Even if **WAZ** is suspected of organising a monopoly, pluralism of views is evident in Bulgarian newspapers. They are often extremely critical of the government, a stance also taken by the two biggest dailies owned by **WAZ**.
ANTENNA GROUP

Greece’s Antenna TV SA is another large foreign investor in the country, thought smaller than WAZ and News Corporation. In 2000, Antenna, the media group owned by the businessman Minos Kiriaku, bought shares in *Nova Televisiya* (Nova TV) and *Radio Express*. Originally launched in 1998, *Nova TV* broadcast the first news programme on a private channel and the first 24-hour programme in the capital Sofia. Antenna has confirmed its intention to stay in the Bulgarian market and to improve its presence in Bulgaria.

NEWS CORPORATION

*News Corporation*, owned by Rupert Murdoch is also present in Central Europe and particularly in Bulgaria. The giant media company holds 100% of *bTV* through *Balkan News Corporation*, a subsidiary of *News Corporation*. On October 1, 2000 *bTV* started broadcasting an 18-hour day programme containing news, sports and entertainment. Through *Balkan News Corporation*, Murdoch has had the *bTV* broadcasting license for the last 10 years.

CONCLUSION

WAZ monopolised the newspaper market through a dumping policy on prices, distribution and advertising. The German group also built a new printing house and has started to publish local supplements for its dailies. After several months of domination, other newspapers started to consolidate their position and a new structure called Bulgarian Newspaper Publishers Association was established to fight WAZ’s domination. Most of the big national newspapers and some local editions created web issues as an innovative approach to compete with WAZ.
Croatia

The Croatian constitution provides for freedom of the press, speech, public expression and the freedom to establish media. While the media in Croatia now enjoys considerable freedom after years of restrictions and control, this freedom is selectively available to the owners and editors, but doesn’t extend to the conditions under which journalists work.

The regulatory body, the Council for Radio and Television, has responsibility for overall regulation and supervision of terrestrial television and radio broadcasting, and for awarding licences. The Parliament has control of the body through its selection of members of the managing council.

In 2004, a new media law was passed by the Croatian parliament. The new law increased regulation of daily newspapers in an effort to create transparent ownership structures and to regulate the number of copies sold, as well as to restrict media concentration. Publishers have to report the identity of their shareholders to the Croatian Chamber of Commerce, making all data on media ownership public. According to the new law, newspaper publishers cannot sell more than 40% of all dailies and weeklies in a particular market. The law on electronic media restricts cross-ownership between broadcasting and publishing companies.

Unlike many other CEE countries in the region, the Trade Union of Croatian Journalists (TUCJ) has succeeded in negotiating a collective agreement with Europa Press Holding (50% owned by WAZ). The agreement was signed in May 2002 and provides for a five-day week, holidays, paid overtime, professional rights and other issues. The TUCJ received assistance from the two German journalists unions in negotiating the agreement. It is a model other unions should be following.

Television

The state-run television system, Croatian Radio Television (HRT), is the dominant source of information for the bulk of the population and the government exerts excessive control over its operations. The PBS operates two channels, HRT1 and HRT2, and a satellite channel, HRT plus. Its two terrestrial stations have a total audience share of 56.9% and are uncontested market leaders. One competitor is Nova TV which has an audience share of 14.3%. Since 2004 the channel has been owned by CME. HRT had a third channel that was sold to RTL, and its entertainment-based program is growing in popularity, making RTL the key competitor to two public
broadcasting TV channels. RTL reaches an audience share of 16.7%. Furthermore, there are several private TV companies which broadcast on a regional base like OTV in Zagreb and Net-Nezavisna Televizija.

**Radio**

Through local authorities, the government controls approximately 40% of the total number of radio stations. In competition with radio stations funded by the state, private stations take a commercial approach. The top radio station is *Narodni radio*. The owner of the station is **Radio Croatia Shareholding Company**. Its closest competitor is Croatian state radio channel 1. Third place is taken by another music station, Otvoreni radio. Radio 101, with its limited geographical coverage, scored fourth. Obiteljski Radio is also one of the most popular stations. It is owned by a private limited liability company. The ownership of the *Narodni, Obiteljski* and *Otvoreni radio* is linked to the Croatian national Juraj Hrvacic.

**Cable and Satellite Operators**

A dozen cable operators have moved into the television market. They cover areas fragmentarily.

Apart from offering all available land programmes, the cable operators broadcast a package of international satellite television channels, from BBC and CNN to MTV and Sky. The omnipotent HBO was introduced in 2004. Along with television, the cable operators also offer Internet connections.

**Written Press**

There are twelve daily newspapers. Vecernji List is the most successful newspaper with an average circulation of 135,000. It belongs to the Austrian company Styria. There is only one daily newspaper dedicated to sport, Sportske Novosti which has a circulation of 19,000. It belongs to **Europa Press Holding (EPH)**. The company publishes two other top-selling newspapers: Jutarnji List (114,000) and Dnevnik (5,000). There are still two state-owned newspapers: Slobodna Dalmacija and Vjesnik, which have circulations of 43,000 and 7,000 respectively. Foreign players are gaining influence on the Croatian print market. The German company **WAZ** controls 40 to 50% of the newspaper market, through its 50% stake in the biggest newspaper and publishing company, Europa Press Holding. The Finish group **Sanoma** is also a major operator in the Croatian market. The German company **Burda** has interest in one magazine called Lisa (circulation 20,000).
**WAZ**

In Croatia, **WAZ** owns 50% of the Zagreb **Europa Press Holding Company**, which publishes the daily **Jutarnji List**, the weekly **Globus**, numerous specialized magazines for women and teenagers and the Croatian editions of **Playboy** and **Cosmopolitan**. **EPH** is now the biggest publishing company in Croatia and probably one of the biggest in the region, publishing three newspapers, five weekly magazines, two bi-weeklies and eleven monthly magazines. Altogether the 21 editions sell approximately 100 million copies annually.

**SANOMA**

**SanomaWSOY**’s magazines unit, **Sanoma Magazines**, decided in 2001 to set up a joint venture in Croatia. The Finnish group created the limited liability company, **Sanoma Magazines Zagreb**, with the participation of four parties: **Sanoma Magazines International B.V., Adriatic Net Investors Ltd., Iskon Internet d.d., and Vladimir Tomic. Sanoma Magazines International** owns 65% of the shares in the new company. The joint venture in Croatia represents the first international expansion to be carried out by **Sanoma Magazines International** since **SanomaWSOY**’s acquisition of **VNU’s Consumer Information Group** and its merger with **SanomaWSOY**’s magazine publisher, **Helsinki Media**. After that acquisition, **Sanoma Magazines** became Europe’s fifth-largest publisher of consumer magazines and, with the addition of Croatia, is active in 10 markets across Europe with some 300 titles in its portfolio.

**Sanoma Magazines Zagreb** launched the Croatian edition of the leading women’s fashion magazine **Elle** at the end of 2002 after having signed a licence agreement with **Hachette Filipacchi Presse S.A.** earlier that year. The Croatian version is the first edition among the ex-Yugoslavian CEE countries after Hungary, Poland, the Czech Republic and Romania. **Sanoma** also publishes the monthly magazine **Klik** and the weekly star magazine **Story**.

**STYRIA MEDIA GROUP**

**Styria Media Group** is the third biggest media group in Austria. The group acquired the Croatian newspaper, **Vecernji list**, in December 2000. Styria publishes **Vecernji list** through its printing company **Tiskara Zagreb**. The paper is the most widely read and has the highest daily circulation in Croatia with an average of 568,000 readers daily. Since February 2003, the edition has been restructured as follows: 8 regional editions, one international edition and one edition for Bosnia-Herzegovina. Its layout has also been redesigned.
Croatia has experienced a considerable encroachment by foreign capital in recent years. Journalists in Croatia are facing new challenges due to commercialisation and concentration within the media sector. Increased casual work agreements for journalists are a particular symptom as they are increasingly forced into freelance and unstable employment arrangements. Despite this, the success of the Trade Union of Croatian Journalists in negotiating a collective agreement with EPH, is a very positive sign for journalists throughout the region.
In 2004, Cyprus acceded to the European Union. Technically, the acquis communautaire applies to all of Cyprus. But due to the division of the island of Cyprus since 1974, and the self-declaration under the Turkish controlled area in 1983 of the “Turkish Republic of Northern Cyprus”, the accession treaty made it clear that it would only extend to the Turkish Speaking north in the event of a solution between the two communities. A plan for unification failed due to the rejection of the Greek Cypriots in a referendum in April 2004. Two different language areas as well as the ethical and political differences have split the media market into two.

**Radio**

In Cyprus, some radio stations are owned by companies that also own TV stations. The Public Service Broadcaster *Cyprus Broadcasting Corporation (CyBC)* has four radio channels, which hold an audience share of 58.9%. The most successful commercial broadcaster is *Radio Proto* (36.5% audience share), which is part of the Sigma group controlled by the Cypriote publishing company *Dias Ltd*. Many radio stations are owned by various political parties.

**Television**

The television market is dominated by three main groups: the public group *CyBC* and two private groups *SIGMA* and *LUMIERE*. There are 6 national TV Stations and 6 local television stations broadcasting in Cyprus. Public service broadcaster *CyBC* has two channels: *CyBC1* and *CyBC2*, with a combined audience share of 17.2%. However *Sigma TV*, which is owned by a *Dias Ltd*, with a market share of 26.3% is the strongest commercial channel and the most successful channel in general. *Antenna TV*, a subsidiary of the eponymous Greek group, is also a successful operator in the TV sector (22.1%). The third broadcaster *MEGA* is controlled by *Tiletypos*, a company that owns TV station and publishing companies in Greece. *Lumiere TV* is owned by several businessmen and is allied to South African group *MIH*. It comprises the premium TV station *LTV TV*, a pay-TV channel *Multichoice Cyprus* as well as *Lumiere Productions*. 
On the Greek side of Cyprus there are eight daily newspapers (seven in Greek, one in English) and eight weeklies (seven in Greek, one in English). There are also numerous periodicals, several of which are business publications. Most of the daily newspapers belong to or are linked to various political parties. Dias Ltd publishes also several newspapers like I Simerini (circulation 6,500) and To Periodico.

In the Turkish north of the island there are eight daily papers, with titles from mainland Turkey being the best-sellers. The best-selling newspaper by far is the daily Phileleftheros (circulation 25,000) published by Phileleftheros Ltd. Another important paper is the English-language daily the Cyprus Mail with a circulation of 3,600.

This market is controlled by two main players: the group Multichoice (affiliated with the Greek Multichoice Hellas), and the ALPHA group.
Czech Republic

Within the Czech Republic media ownership is only restricted to a small degree. There is no limit on foreign participation in media. The limit on cross-ownership is from the Broadcasting Act of 2001, which only regulates broadcast media. Despite the absence of strict rules, concentration in Czech media is not yet endangering plurality. Dominance by a company in single media market has not yet been detected. However, the Czech media market is still developing and future developments may lead to an unacceptable degree of concentration.

**Radio**

There is no dominant station in the radio sector. The three stations with the largest audience share are the public service station CR1 Radiozurnal (27.5% share) and the commercial stations Frekvenca 1 (10.1% share) and Radio Impuls (11.9% share). The French Lagardère Group is the biggest owner in the market, operating the second largest commercial radio station Frekvenca 1 and the third largest commercial station Evropa 2 as well as Info Radio (started in January 2005). Lagadère also owns RRM (Régie Radio Music), which organises the publicity and commercialisation of the group’s radio stations, as well Radio Impuls and other local and regional stations, which do not belong to the group. The market leader Radio Impuls is run by Londa Ltd., which, since 2002, is controlled by Eurocast, a joint venture of radio broadcasters from Eastern Germany. Regional private stations have a total market share of around 40%.

**Television**

From 1991-94, a mixed private and public system in television broadcasting was introduced. The Czech television market is dominated by four major stations, two of which are commercial stations (TV Nova and TV Prima) and two of which are public service channels (CT1 and CT2). The market leader with by far the largest audience share (43.4%) is TV Nova, in which CME holds a majority share. The second-largest commercial broadcaster is PrimaTV (20.1% market share). Nationwide public service channels CT1 and CT2 have market shares of 22.2% and 7.9%, respectively. There are currently 15 satellite broadcasters and 94 cable TV broadcasters in the Czech Republic.

The television market is therefore owned by Czech companies.
The Czech press market is dominated by foreign investors. On the national scale, there are six dailies controlled by five different owners. The main players include the Swiss publisher Ringier with its popular tabloid Blesk (circulation 518,000) and the German Rheinisch-Bergische Verlagsgesellschaft, which controls MF DNES (circulation 302,000) and, through its subsidiary Pressinvest, another important Czech daily by the name of Lidové Noviny (circulation 72,000). The only Czech publisher in this market is Borgis with its national daily Právo (circulation 172,000). One of the largest publishers in the Czech market is Vltava-Labe-Press (VLP). They are not present in the national daily market, but the total circulation of the regional titles published by VLP gives them a unique standing and makes them one of the biggest players in the Czech Republic (total circulation 412,000). Eighty percent of VLP is controlled by the German Passauer Verlagsgruppe; the German Rheinisch-Bergische Verlagsgruppe holds a minority share of 20%. Publisher Economia’s daily Hospodářské Noviny has a circulation of 65,000. The major owner of Economia is media group Dow Jones-Handelsblatt. The company also publishes an economic weekly Ekonom and a number of specialized, mostly economically oriented magazines. The Finnish Sanoma Magazines International (see report on Finland) has a strong position in women’s and lifestyle magazines, as does the German Bauer Verlag. In addition, along with Ringier, the Rheinische Post group and Sanoma Magazines it owns the Post and Newspaper Service (PNS). The four companies – two German, one Swiss, one Finnish – control 80% of newspapers and magazines in the Czech Republic and have an exclusive distribution deal with PNS. The only competing firm, MediaPrintKapa (MPK), will no longer be allowed to distribute them and its existence is now under threat. The Czech magazine market is also characterized by foreign investment. The German group Hubert Burda expanded in Central and Eastern Europe creating the Burda Verlag Osteuropa (BVO), which is responsible for all publishing operations in this region. In the Czech Republic, Burda Prague operates in the magazine market. Furthermore German Axel Springer Verlag has entered the Czech market through its own subsidiaries and in cooperation with other publishers. It publishes 6 magazines in the market.

Cable and Satellite Operators

Seventy percent of all the country’s households are connected with cable. Foreign companies head the three most influential cable consortia:

**UPC Ceska Republika** is owned by the Netherlands-based United Pan-Europe Communications, which itself belongs to the U.S. company Liberty Global. It has around 400,000 subscribers.
UPC’s strongest competitor is One Team, a new company that has arisen from a merger of Intercable and TES media and has connections to 500,000 households and accounts for 270,000 subscribers. Intercable CZ is owned by the Netherlands telecoms company KPN. TES Media is part of Central Europe Cable Holdings, owned by ING Baring, USA, and has about 100,000 subscribers.

UPC also offers a direct to home satellite service called Czech Link, which is the only commercial pay-TV satellite service and has about 58,000 customers.

**Major Players**

The most dominant players are active in the press and publishing sector. Foreign ownership is less relevant in the broadcasting sector. Ringier (national press), Passauer Neue Presse Verlag (regional sector) and Germany’s Rheinisch-Bergische Verlagsgruppe are the most important companies.

**Passauer Neue Presse Verlag**

PNP got into the Czech Republic in 1990 when the group started to plan an eastward expansion with the purchase of regional daily papers. Today, all of the company’s operations are combined in the Vltava-Labe-Press (VLP) publishing group, which is a joint venture with another German group, Rheinische Post. Rheinische Post owns 20% of VLP. VLP brings together all the company’s operations in the Czech Republic, which include 11 regional dailies, 13 regional weeklies, a TV-listings magazine, its printing operations and a media agency, Inzert Media, which plans and organizes media campaigns in newspapers, magazines and the electronic media.

**Rheinisch-Bergische Verlagsgesellschaft**

The Rheinische Post group owns a major stake (through Mafra) in two dailies: Lidove noviny (circulation 72,000) and Mlada fronta dnes (circulation 316,206).

The group also owns a 20% share in VLP, which is active in the regional press sector and reaches a total circulation of 412,000. Therefore the group has an interest in the national and regional press market.

**Ringier**

Ringier CR was founded in 1990 and has been 100-percent owned by Ringier since 2000. The company is the leading and most important publisher in the Czech Republic. Ringier publishes ten newspapers and magazines including Blesk, a tabloid with the largest daily sales in the country. Bertelsmann’s Gruner +Jahr has a
25% stake in Blesk. **Ringier** also owns the **Ringier Print** print works in Ostrava. **Ringier** currently also owns 27 percent of the share capital of **PNS**, a national press distribution company. **Ringier** holds a 19% share in the daily newspaper market.

**LAGARDÈRE GROUP**

**Largadère** owns six companies in the Czech Republic. **Lagardère** has important stakes in the Czech radio market. It owns Europa 2, the first private radio station in the Czech Republic. Europa 2 was also the first station to cooperation with Czech TV stations. **Lagardère** owns the radio station Frekvence 1, which started to broadcast in 1993. Moreover, it owns Inforadio a radio station started in January 2005. Moreover, the group owns RRM which deals on national and regional level with the publicity of the stations of the group as well as other stations which do not belong to it. **Lagardère**’s activity in the Czech radio sector is supervised by **LARI** (Lagardère Active Radio International).

In the press sector, **Hachette Filipacchi 2000 spol** is the joint venture of the French group for magazine activities. **Lagardère** owns a stake of 51% in the joint venture in association with the local **Komunikace 2000, which owns the other 49%**. **Lagardère** is also involved in the printing plants sector where **CZ Press** is one of the most important distributors. **Lagardère** also owns two distribution services through its company **Hachette Distribution Services: CZ Press**, which deals with the distribution of international press and **HDS Retail Czech Republic** which administrates the shops Relay and press shops in Prague.

**Conclusion**

Unlike the TV sector, there are concerns about foreign ownership in the press sector. German dominance, particularly, is often criticized.

But even though foreign capital was indispensable in the 1990s and foreign investors might be less likely to use their potential influence on editorial contents, a press market that is entirely in foreign hands poses problems for the cultural identity of a nation.

The strong position of TV Nova might raise concerns. However, the market share has dropped (from 70% to 43.4%) due to the better performance of competitors.

The Czech press market is highly concentrated and therefore particularly diversity. Major players are big foreign investors. The presence of big groups controlling the relatively small press market make the launching of a newspaper by a smaller, and perhaps domestic, company even harder because it demands a lot of investment.
It is also clear that the transition of Czech television from a state-controlled broadcaster to a public service broadcaster, with independent news and current affairs and quality programming, is incomplete. At the same time there has been a failure to regulate effectively the development of commercial television both in awarding and maintaining oversight over channels, which abandons the promises made when they were awarded licences.

The Czech Republic has no restriction on foreign media investing in the market, allowing the multinationals to penetrate the market with ease. The law on radio and television serves as the basic instrument covering the broadcast media in the Czech Republic. It was adopted in 1991 but has been amended six times since then. It requires licensing of broadcasters. Cable operators and periodical publishers only have to register with the Council for Radio and Television Broadcasting or the Ministry of Culture, respectively. Foreign ownership is permitted, and indeed is prevalent, in all forms of media. However, the operator of an enterprise must be a legal entity in the country. That is why all the big European companies have branches in the Czech Republic.
Denmark

The Danish government has indicated that it intends to privatise the television channel, TV2, which was partly funded by a licence fee. The government has announced it wants TV2 privatised ‘as quick as possible’. Now TV2 is driven partly by license fee and partly by commercials. TV2 is prepared to be privatised. But privatising has been postponed at least 2 or 3 years because the Danish government is expecting a verdict from the EU court. In the court of first instance TV2 has been assessed a fine of about 100 million euros because of misuse of the licence fee.

At present Denmark has strict regulations on television advertising. Commercials cannot be broadcast during programmes, may not exceed 15% of a station’s daily broadcasting, or be on the screen more than twelve minutes per hour. Alcohol, tobacco and non-prescription drugs are forbidden, as is advertising for political or religious groups.

Some television stations now broadcast by satellite from England into Denmark to avoid these regulations.

Television

Public service broadcasting has a very strong position in the national television landscape, with the two public service broadcasters DR and TV2 accounting for 72% of the total market. Including the third largest broadcasting group, the MTG owned Viasat Broadcasting Danmark, this raises the concentration for the largest three players in the market to 81%. Viasat Broadcasting Danmark owns TV3 as a pay-TV channel. However, the Media Agreement of 2000 reached by the parties currently in government will bring about the privatisation of public service channel TV2, which will retain some public service obligations, hence changing the landscape. Moreover, there are several foreign broadcasters, especially Danish versions of Swedish programs, which target the Danish market.

Radio

Like the television sector the radio sector is also dominated by the public service broadcasters Denmarks Radio (DR), who holds a share of almost two thirds of the entire market. DR’s largest competitor is the pan-Scandinavian SBS
Broadcasting group. SBS Broadcasting is the market leader among private radio operators in the Danish market. It increased its share in the Danish radio market by acquiring Radio 2 from a subsidiary of US broadcasting giant Clear Channel Communications. Sky Radio A/S, a local outlet of the Sky Radio Europe group owned by Rupert Murdoch’s News Corporation, ranks third in terms of market share with 6.7%. Radio 100 FM (4.7% market share) is owned by John de Mol (Talpa Radio International). The regional ANR networks (ANR Hit FM and ANR Guld FM, operated by the Nordjyske Medier A/S multimedia group, which is centred on the Northern Jutland regional newspaper Nordjyske) are therefore the only nationally owned commercial network.

**CABLE AND SATELLITE OPERATORS**

The penetration of cable TV services is about 60% - above that of its Scandinavian neighbours, Sweden and Norway. The market is divided between two major service providers, TDC Kabel A/S (55.9% market share), a subsidiary of Tele Denmark’s successor TDC A/S, and TeliaStofa A/S (11.8% market share), owned by the pan-Scandinavian TeliaSonera group. While the latter still features the Swedish and Finnish governments among its shareholders, Danish TDC has been entirely privatised.

The satellite TV market is split between Canal Digital and ViaSat who both compete for subscribers in all the Scandinavian markets. Canal Digital carries Canal+’s premium pay-TV channels. Canal Digital’s main competitor is the Modern Times Group’s ViaSat platform. MTG also transmits the commercial satellite channel TV3, which is broadcast from London to benefit from the UK’s more relaxed advertising regulations.

**WRITTEN PRESS**

Through the setting-up of a shared publishing venture between daily Jyllands-Posten and its competitor Politiken, the two companies behind the newspapers became the largest Danish publisher of dailies and newspapers in general.

The Norwegian group Orkla Media is the leading newspaper group. It acquired control over the daily Berlingske Tidende and Erhvervsbladet, with a total market share of 42.8%, and the associated publishing house of Det Berlingske Officin. Moreover, Orkla Media owns the weekly current affairs journals, Weekendavisen; four regional dailies, including Arhus Stiftstidende and Jydske Vestkysten; 6 local dailies; and 49 regional weekly papers. Bonnier is present in the Danish market through the financial daily Dagbladet Børsen. The free sheets Erhvervsbladet and Urban are published by Berlingske, the latter of the two as a competitor to the Sweden’s
Metro International, which was first to launch a free daily. Both Metro and Urban extend their activities geographically. They not only target the city of Copenhagen, but also several other cities in Denmark.

The magazine market has also suffered a decline, with general interest magazines being supplanted by TV guides. Aller publishes the best selling women’s weekly magazine Familie Journalen (circulation 223,546) and the third most popular, Ude og Hjemme (circulation 174,456). The Aller Group, wholly owned by the Aller family, is Denmark’s leading magazine publisher and claims to have 70% of the market in terms of circulation. It publishes 29 magazines, including TV guides Se og Hor (circulation 194,278) and Billed Bladet (circulation 204,489).

Egmont Magazines publishes 12 magazines and weeklies in Denmark, including Hjemmet (circulation 176,398) and Her and Nu (circulation 120,634). Egmont Magazines is part of the Egmont Group. In Scandinavia, the Egmont magazine division publishes more than 60 different publications, covering more than a third of the Scandinavian market for weeklies and magazines.
Estonia

Immediately after liberation from censorship and state control, an enormous expansion of the press market took place in terms of circulation numbers as well as the number of titles. Before 1998, foreign ownership of the Estonian press was minimal. The major part of the media market - both printed and the privately owned electronic media - is presently owned by large Swedish and Norwegian media companies. The Estonian media landscape is another example of a small market with a strong outside influence and a high level of division between language groups. The population requires both Estonian and Russian language media. In addition, the Estonian language is similar to Finnish, which allows for reception and consumption of media from neighbouring Finland.

Television

Three terrestrial TV channels are broadcasted in Estonian territory and licensed by Estonian authorities. Several thematic channels and channels from foreign countries (Finland, Sweden, UK, Russia, Germany, etc) can be received in Estonia via satellite and cable networks. The public service broadcaster Eesti Television (ETV) has made an elitist turn in their programming strategy after withdrawal of advertising in 2002. Having the leading 30% market share among viewers with higher education, ETV is no competitor for commercial channels with its 18% general market share.

There are two commercial TV broadcasters: TV3 and Kanal 2. The most popular channel is the commercial channel TV3, which belongs to the Modern Times Group and has an audience share of 24.2%. The second commercial channel is Kanal 2, which has an audience share of 19.7%, and is owned by the Norwegian media group Schibsted. Further there is the Pervij Baltijski TV channel, which has a Latvian broadcasting license and broadcasts via satellite and cable networks. This is a private channel related to the Russian channel ORT, which obtains an average of 7% audience share (the population which speaks Russian represents just 29% of the Estonian population).
There are 32 radio stations run by 18 companies in Estonia. Two of the three biggest radio groups are mainly foreign owned. The biggest commercial radio group which holds 30% of the audience shares with its stations *Kuku*, *Elmar*, *Uuno Pop*, *Uuno Plus Dynamit FM* and *100FM* is the private undertaking **AS Trio LSL**, which is partly (34%) owned by the biggest media corporation **Eesti Meedia**, while **Communicorp Group Ltd** has a majority (66%) share. **Sky media**, owned by **First media**, has a 16% audience share. The public service broadcaster **Eesti Raadio (Estonian Radio)**, however, has the most dominant position in the radio market with an average audience share of 45.6%. The most popular radio station is the public broadcaster *Vikerraadio* with an audience share of 22.4%. **Eesti Raadio** has 4 nationwide radio programs, 3 in Estonian and 1 in Russian.

**Cable operators**

The market is dominated by the multi-service cable-operators **Starman Cable TV** and **STV Cable**. The leading company is **Starman**. A stake of 66% in **Starman** is held by **Highbury Investments** (a subsidiary of **Emerging European Capital Investors**) and the remaining equity belongs to Estonian investors. The second largest player is the locally owned **STV** with a market share of about 24%.

**Written press**

Given the small size of the market and the need for a further division of the market along linguistic lines, it is unlikely that the situation of concentration would change. After the last decade, while smaller and bigger players tried to establish themselves on the press, radio and television business, the media market seems to have settled down. While the Russian-speaking population apparently has a lower level of readership of newspapers (31%) than the Estonian speaking population (67%), there are about 20 Russian-language newspapers and 26 Russian-language magazines published in Estonia. The Estonian media market is dominated by large publishing firms that belong essentially to two major media groups: the **Eesti Meedia Group** and the **Ekspress Group**. The Norwegian company **Schibsted** has a majority shareholding (93%) in **Eesti Meedia Group**, the country’s largest media group. **Eesti Meedia** publishes the biggest quality newspaper *Postimees* (circulation 64,000). Another joint venture with **Ekspress Media** is the **Estonian Magazine Group**, which publishes a number of periodicals and special-interest magazines.

The **Ekspress Grupp** is solely owned by Hans Luik, a national investor (who acquired the Swedish **Bonnier Group** shares in 2001). The Swedish **Bonnier Group** still publishes the leading business daily *Äripäev*. The **Ekspress Group** has a 50% share of the quality paper *Eesti Päevaleht* (circulation 35,500) and a 50% share
of the national tabloid SL Ohtuleht (circulation 65,000) and solely owns the largest national weekly Eesti Ekspress (circulation 44,700). Eesti Päevaleht owns the three largest free newspapers that are distributed in Tallinn, Tartu and Pärnu. It additionally runs the printing house Printal, the second largest in terms of turnover.

The only publishing house remaining under state ownership is Foundation Kultuurileht, which publishes 11 different cultural and educational periodicals. During the 1990s, the number of cultural weeklies and magazines did not diminish, but the circulation of most went down. Altogether, there are six nation-wide daily papers, with a total circulation of 198,000.
Finland

Radio

The largest player in the Finnish radio market is the public service broadcaster YLE, which has a market share of 50%. YLE offers YLE Radio Suomi, a nationwide channel with 20 regional stations. The Swedish-language channels YLE Radio Vega and YLE Radio Extrem are broadcast in the Swedish-speaking coastal region. Additionally, the Sámi-language Sámi Radio operates in Northern Lapland. Radio Nova, the second most popular radio channel has an audience share of 13%. Alma Media owns 74% of Radio Nova. Aside from Radio Nova there are nine semi-national radio networks and 61 radio local channels. The two important commercial radio stations Kiss FM (6% market share) and SBS Iskelmäradio (7% market share) belong to the SBS Broadcasting Group. Furthermore two radio stations are run by the American company Metromedia International and one by the French Radio Group NRJ.

Television

The two main national channels of the public service broadcaster YLE are TV1 and TV2, which have a combined audience share of around 45.2%. MTV3 is owned by Finland’s second largest media concern, Alma Media. MTV3 is Finland’s leading commercial TV channel, with an audience share of around 36%. Another Channel owned by Alma Media is SubTV (3% market share), which is transmitted via cable and DTT. Channel Four Finland is 90.55% owned by Swelcom, a wholly owned subsidiary of Sanoma WSOY. The minority share is held by TS-Yhtymä Oy, part of the Finnish TS Group a communications group which processes and provides information and develops graphic products and related services. Channel Four Finland has a market share of 14%.

Cable and Satellite Operators

The largest cable operator is Helsinki Television (HTV), a wholly owned subsidiary of Swelcom, which in turn belongs to Sanoma WSOY. It holds a market share of about 23% with around 257,000 subscribers. It is fully digitalised, offers high-speed Internet access and has a consumer broadband service, Welho.
Its nearest rival is Finland’s national telecom operator, TeliaSonera, which has around 160,000 cable subscribers.

DTH-services are provided by two companies: Canal Digital, 100% owned by Norway’s PTO Telenor, which offers a raft of channels across the Nordic region, many still provided by Canal+; and by ViaSat Broadcasting, part of Swedish media conglomerate, Modern Times Group.

**WRITTEN PRESS**

Two companies dominate the market: Sanoma WSOY and the Alma Media Group. With the two leading national dailies, Helsingin Sanomat (circulation 434,472) and Ilta-Sanoma (circulation 201,281), the Sanoma WSOY group is the strongest player in the press sector. Alpress, which belongs to the Alma Media Group, publishes the third place paper Iltalehdi (circulation 130,371), a national evening paper and the leading regional daily based in Tampere, Aamulehti (circulation 136,726). The best-selling weekly newspapers are the Sunday editions of these four newspapers Helsingin Sanomat (circulation 492,385), Ilta-Sanomat (circulation 243,000), Italehti (circulation 159,090) and Aamulehti (circulation 140,802).

Sanoma Magazines is the leading magazine publisher in Finland with a market share of 63%. United Magazines, a subsidiary of Otava Book and Magazine Group, is Finland’s second largest consumer magazine publisher, publishing the top-selling general interest magazine, Seura (circulation 226,804) and the women’s fortnightly Kotiliesi (circulation 161,604). It has a total of 39 titles on the news stands.

A-lehdet publishes 18 Finnish consumer magazines covering health and beauty, motoring, sport, gardening and business and economics. Its top selling title is the weekly family magazine Apu (circulation 240,608).

**THE MAIN PLAYERS**

The two main players in Finland are Sanoma WSOY and Alma Media.

**SONOMA WSOY**

Helsinki-based Sanoma WSOY is the second largest Nordic media group, after the Swedish Bonnier group. It was formed through the merger of publishers Sanoma and WSOY with Helsinki Media, a print and broadcast group. Following the acquisition of consumer magazines from the Dutch VNU group it is also present in Eastern (Czech Republic and Slovakia), Central and Western Europe, including 50% of the Dutch magazine market and 39% of the magazine market in Belgium.
Sanoma has a wide range of papers. It has a newspaper, a tabloid and a business paper as well as free sheets, local papers and free ad publications. In addition, some papers have different kinds of supplements and almost every paper has also an online edition.

The group produces Finland’s leading tabloid, broadsheet and financial newspapers: *Helsingin Sanomat*, *Ilta-Sanomat* and *Taloussanomat*. Furthermore, the group publishes the largest free newspapers in Finland (*Kultainen Pörssi*) and Estonia (*Kuldne Börs*).

Furthermore the group owns printing plants in Kouvola and Lappeenranta.

**Sanoma Magazines** is Finland’s largest magazine publisher measured by net sales and total circulation. With a total of 42 titles, it is the market leader in women’s and family magazines, children’s and juvenile publications and IT magazines.

The company’s largest magazine is the young people’s weekly, *Aku Ankka* (Donald Duck), which has been published in Finland since 1951 (circulation 300,908). The second-largest magazine, *ET-lehti*, for 50+ readers, has a circulation of 265,362. The family magazine, *Kodin Kuvalehti*, has a circulation of 180,614, while *Me Naiset* is one of Finland’s most popular women’s weeklies, with a circulation of 124,485.

The **VNU** acquisition brings together 3000 titles in Belgium, Britain, the Czech Republic, Finland, Hungary, The Netherlands, Romania, Slovakia, and Sweden. It made Sanoma the market leader in Belgium, the Czech Republic, Finland, Hungary and The Netherlands.

It also includes **Aldipress**, the largest Dutch commercial sales and distribution organisation (70% of the market)

The group runs the commercial TV station *Channel Four*. Additionally, **Sanoma WSOY** runs the country’s largest cable company *Helsinki Television (HTV)*.

The group is Finland’s leading book publisher in general literature, education and a number of specialist publications. It is the market leader in book printing and the Nordic areas leading calendar publisher.

**Rautakirja’s Finnkino** is Finland’s largest cinema chain and a major player in Estonia, Latvia and Lithuania. **Sanoma Magazines’ Sanoma Uitgevers** owns **RCV Entertainment**, the largest independent film distributor in the Benelux.

**ALMA MEDIA**

Created in 1998 through the merger of Finnish publisher Aamulehti and commercial television group, MTV Corporation, the old Alma Media was Finland’s second largest media group. Its principal shareholder was the Swedish media group, Bonnier. After an unsuccessful take over bid by the Norwegian Schibsted Co.,
in the beginning of the year 2005 the company was split in two. The broadcasting part, a new company named MTV Oy, is now jointly owned by the Swedish Bonnier and a Swedish venture capital company Proventus. The print press company now operates under the old name Alma Media and is owned by Finnish corporations and investors. Alma Media is also active in Finland, Lithuania, Estonia and Latvia.

MTV Oy takes its name from the channel MTV3, Finland’s leading commercial TV channel with to a younger audience targeted channel Sub TV attached to it. The company also holds a majority share in the national commercial radio station Radio Nova. MTV Oy also holds a share of 23.4% in TV4 AB, a Swedish commercial television channel of which 29 % is directly owned by Bonnier.

The new Alma Media’s line of business is print press and new media. It offers 31 titles, including the afternoon tabloid, Iltalehti, the financial daily, Kauppalehti and a range of regional papers: Aamulehti (Tampere), Satukunnan Kansa (Pori), Lapin Kansa (Rovaniemi), Pohjolan Sanomat (Kemi), and Kainuun Sanomat (Kajaani).

Alma Media’s Business Information Group runs the Baltic News Service based in Tallinn, Estonia, which produces news in five languages: (Estonian, Latvian, Lithuanian, Russian and English).

The company’s Balance Consulting Service analyses corporate financial statements and performance from a database of 11,000 companies.
France

France’s media policy is shaped strongly by the cultural and linguistic defence of its audiovisual space. The Conseil supérieur de l'audiovisuel is the responsible authority for protecting the respect of this regulation. Moreover, it is concerned with the control of political plurality.

**Radio**

Radio France manages national networks (France Inter, France Musiques, France Culture, France Info, and France Bleu) and about 60 regional stations. Also part of the state-owned system is RFI (international). The public broadcasters accumulate a market share of 21.4%. About 1200 FM stations operate, most of which are commercial, specialised and fed by some 14 networks. Three main commercial groups: RTL (18.4% market share), NRJ (17.4% market share), and Lagardère (14.6% market share) control half of the market. The RTL Group operates three radio stations, with RTL being the radio station with the highest audience share among public and private stations. Shareholders in the RTL Group include Bertelsmann (53.1%), BWTV (37.3%), by itself a holding company owned by Bertelsmann, and the public (9.6%). Other local non-profit stations belong to associations.

**Television**

Terrestrial television is dominated by the four channels of the public broadcaster France Télévisions: France 2, France 3, France 4 and France 5, which maintain an average audience share of 43%. France 5 has an educational remit and shares the terrestrial frequency with the Franco-German cultural channel Arte. Through RFO, France Télévisions broadcast also TV channels overseas within the satellite TV programme France Ô (formerly RFO Sat). The two main commercial channels are TF1 (31.8% market share) and M6 (12.5% market share). The Group Canal+ has a total of about 8.4 million subscribers including its terrestrial channels Canal+ (4.95 million subscribers), satellite distributed channel Canalsatellite and cable distributed NcNumericable. After the takeover of the Canal+ by Vivendi Universal, special financial and legal arrangements were made in order to comply with ownership restrictions.

TF1 was the first public service channel in France. Privatised in 1987, the Bouygues group became its core shareholder (41.6%). It was awarded a new ten-year broadcasting licence in 1997, despite incurring fines for failing to broadcast the
prescribed 60% quota of EU programming. TF1 remains the leading French channel, achieving. It is developing its theme channel offerings (TV Breizh, TF6, Série Club, Tfou, Histoire).

Despite the opposition of unions and several civil society groups, the governments’ project of a “French CNN” (Chaîne Internationale d’Information, “CII”), has been approved by the competitions services of the European Commission. CII is produced in cooperation with the public broadcaster France Télévisions and the private channel TF1, which means that the channel will be a private company initially financed by public capital. Another disputed aspect of the project is that the channel will not be seen in France itself—despite the fact that it is financed with the license fee. Opponents to the project say that the reason for this is that TF1 did not want a new competitor to its leading national news channel LCI.

M6 Group is majority owned by RTL Group (53.1%) owned by the Bertelsmann group) and it targets a youth audience.


**Cable and satellite operators**

Transmission via satellite has grown since the launch of digital television in 1996 and is emerging as the main competitor to terrestrial television. France has two competing direct to home satellite services: Télévision par Satellite (TPS) and CanalSatellite. TPS was launched at the end of 1996 jointly by TF1 Group and France Télévisions. Later France Télévisions divested its interests in TPS. Today it is 66% owned by TF1 and by 34% owned by M6. It is continuing to expand its subscriber base from the 1.67 million customers it had at the end of 2004).

CanalSatellite is owned jointly by Lagardère (34%) and Group Canal+ (66%).

Suez Lyonnais sold Noos in July 2004 to Médiareseaux, a holding company of the United GlobalCom Inc (UGC) in France, now named UPC Broadband France. After the sale, UPC and Noos had a total market share of 48% and became the leading cable operators in the market. UPC-Noos have 1.5 million basic cable subscribers.

In 2005 France Télécom Cable had just over 850,000 subscribers; NC-Numéricable, a wholly-owned subsidiary of Canal+, had 752,380.
The major national quality daily papers are Le Monde (circulation 345,000), Le Figaro and Libération, but the bulk of French newspaper circulation comes from local and regional newspaper sales. There are also specialised economic and financial dailies (Les Echos, owned by the UK-based Pearson group, and La Tribune Desfossés owned by LVMH (Louis Vuitton, Moët-Hennesy)). L’Equipe is a daily sports paper. In the provinces there are about 33 regional dailies, like Ouest-France, which has the largest circulation in the country at 760,000; Sud-Ouest; and La Voix du Nord. Furthermore, there is a wide range of daily newspapers distributed locally. One area of controversy has been the intrusion of the free newspapers distributed by Norway’s Schibsted (20Minutes) and Sweden’s Metro International (Metro). Metro is distributed in Marseille and Lyon, but in Paris unions and competitors tried to stifle the initiative. At the regional level Ouest France group is the largest publisher. It publishes the top selling newspaper Ouest France, with 42 local editions distributed in Normandy, Brittany and the Loire. It owns about 60 paid local newspaper titles and has interests in free press (25% in 20Minutes). Through its subsidiary Publihebdos, it also owns 38 weekly newspapers. The major publishing groups Socpresse and HFM are also important players in the regional press sector.

The French are among the largest magazine readers (about 1300 sold for 1000 inhabitants), reading some ten weekly newsmagazines (Nouvel Observateur, l’Express, Le Point, Paris-Match); many television magazines (Télé7jours); women’s weekly magazines (Femme actuelle, Elle); women’s monthly magazines (Prima, Marie-Claire); and sports and youth magazines. The major press groups are Socpresse (Dassault) and Hachette Filipacchi Médias (Lagardère), followed by Le Monde, Amaury and Bayard.

SOCPRESSE

Socpresse is one of two branches of the group Hersant, while the other branch is France-Antilles. Socpresse is the number one press group in France. Its principal publications are French daily newspapers and magazines.

Dassault, through its ownership of Hersant, controls 87% of Socpresse while the other 13% is owned by Aude Ruettard, the granddaughter of Hersant founder Robert Hersant. The Dassault group is mainly active in weapon production and the aviation industry. The Hersant Group was established by Robert Hersant (an editor of far-right publications during the German occupation and creator of the Jeune Front political party). He died in 1996 and since then the group, which at one time had 30% of French newspaper circulation, has been selling stakes in ailing publications. National publications include the Group Figaro, which encompasses: Le Figaro, le Figaro Magazine, le Figaro Madame, L’Indicateur Bertrand, Propriétés de France and France-Soir. Socpresse is very active in the regional and local newspaper
markets. For example, the group holds a 67.6% share in the publisher La Voix du Nord SA (La Voix du Nord, Nord Eclair, La Voix de l’Aisne, Nord Littoral, la Voix des Sports). Another shareholder of La Voix du Nord SQ is the Belgium group Rossel, which is 40% owned by Socpresse. However, recently there are talks ongoing to sell La voix du Nord SA. Socpresse Ouest (le courrier de l’Ouest, la Maine libre, Presse océan/l’Eclair) has already been sold to Ouest-France. Moreover, it is planned to sell Le progrès and le Dauphiné libéré. Once these purchases are completed the group will have divested its interests in the regional press sector.

Socpresse publishes TV Magazine, L’Auto Journal and Version Fémina, the latter is co-edited with HFM, through Société de presse Féminine (SPF). Paris-Turf and Weekend have been bought by the investment group Montagu Private Equity, which established the company Turf Editions, which includes the publications of Editions en Direct (EDH). Socpresse has a stake of 40% in Journal du dimanche, while the majority share is held by HFM.

Socpresse owns the group Express Expansion, which publishes successful weeklies like L’Express, Lire, l’Expansion, l’Entreprise, and Mieux vivre votre argent. Côté Maison a joint venture between Express-Expansion (50%), Roularta Media Group (40%) and Elisabeth Lefebvre (10%) that publishes the magazines Maison Côté Sud, Maison Côté Ouest, Maison Côté Est, Maison française (which is likely to be merged with Maison Madame Figaro), and Maison magazine. Through the group L’Etudiant, the company is also involved in publications that target students and pupils (l’Etudiant, Transfac, Lycée Mag).

Socpresse owns the printing plant Roissy Print, as well as the advertising agency Publiprint – Socprint.

AMAURY GROUP

The Amaury group is 75% owned by the Amaury family and 25% owned by Hachette. It publishes the successful dailies Le Parisien (circulation 346,686), Aujourd’hui en France (circulation 153,097), sports paper l’Equipe and several sports magazines (France Football, Vélo Magazine). The group is also active in television via its channel l’Equipe 24/24. Moreover, the group has interests in organising important sports events like the Tour de France or Open de France via Amaury Sport Organisation (ASO).

BAYARD

Bayard is the fifth largest press group in France, in terms of circulation, and publishes 95 newspapers and magazines in Europe, North America and other areas. It specialises in four areas: children’s publications; the ‘over-50s’ press; hunting and fishing magazines; and the Roman Catholic religious press.
The group **Bayard- Milan Press** holds a 27% market share in the press sector targeting youth, and is therefore the most successful publisher in this sector.

It publishes a broad range of magazines like *La Croix, Pèlerin, Notre temps, Vermeil, Côté femme, Terre sauvage*, as well as the *Pomme d’Api, Astrapi, Babar, Popi, Youpi, Okapi, J’aime lire, Je bouquine, Les dossiers de l’actualité, Phosphore*, and *J’aime la BD*.

The group is also active in the U.S. through **Creative Communications for the Parish** (Living Face), **Twenty Third Publications** and **Catholic Digest, Novalis** (licence).

Although **Milan Presse** was bought by Bayard in 2002, it remained a proper legal entity. **Milan Presse** is also very active in the press sector targeting a young readership (*Picoti, Toupie, Toboggan, Petites mains, Histoires pour les petits, J’apprends à lire, Wakou, Manon, Moi je lis, Wapiti, Julie, Les clés de l’actualité Junior, Lolie, Les clés de l’actualité, Toboclic, Mobiclic*).

Another magazine sector is geographical press like **Alpes Magazine**, **Pyrénéennes Magazine**, **Pays basque Magazine**, **Pays de Provence**, **Bretagne magazine**, **Histoire et Patrimoine** and **Ethno**.

**LE MONDE GROUP**

The **Le Monde Group** publishes the popular daily *Le Monde* and has publications in the South-West of France with its daily *Le Midi Libre*.

**Monde SA** is currently recapitalizing itself and shares will be divided between the Spanish group **Prisa** (15%), **Lagardère** (17%) and **Stampa** (3%).

National titles published by the group are: *Courrier International, Le Monde de l’Education, La Lettre de l’Education, Le Monde Diplomatique, Manière de voir*, as well as the TV guide *Télérama*.

Through **Malesherbes Publications, Le Monde** publishes *La Vie, Le Monde des religions* (formerly *Actualité des religions*), *Notre Histoire, Prier, Les Clés de la foi* and *Ecritures*. Through **Sper** it publishes the titles *Danser, Top Famille magazine* (in co-operation with **HFM**, via **Publifa**), *Voiles et Voiliers* (in co-operation with **Ouest-France**, via **Sofiouest**).

Moreover, the group publishes the historical interest magazine *Ulysse*, and, through **Fleurus presse**, further magazines targeting a young readership (*L’Hebdo-Le Monde des Ados, Je lis déjà, Abricot, Papoum, Je lis des Histoires Vraies, Mille et une Histoires, Mon journal Arc-en-ciel, Les P’tites Sorcières, Les P’tites princesses, Pirouette*).

The group is also active in the local and regional daily newspaper market, through **Les Journaux du Midi** (ex *Midi Libre*), which is owned by **Presse Europe Régions**, in which **Le Monde** holds a majority stake of 63% (with 25% held by **La Stampa**,
11% by Prisa and 1% by Edipresse). It publishes La Semaine de Nîmes, la Semaine du Roussillon, le Journal de Millau, l’Aveyronnais, le Catalan Judiciaire, Terre de Vins and Terres Catalanes.

LAGADÈRE

Hachette-Filipacchi Presse is part of French industrial conglomerate (cars, munitions, telecommunications, aerospace) Lagardère. Media group Hachette merged with telecoms and technology firm Matra in 1993. It has interests in the book, magazine and multimedia publishing industries and it has a European presence through licensing its titles for local editions. However, the group sold its interests in Matra.

Lagardère Media has four subsidiaries:

Hachette Livre is responsible for educational, reference, general publishing and leisure titles in France (Hachette, Editions Filipacchi and Le Livre de Poche), Spain, Italy, the USA and the UK. Gollancz, Weidenfeld and Nicolson; Orion; Cassell; and the Octopus Publishing Group are part of its UK assets.

Hachette Filipacchi Médias (HFM) is the news and magazine division. It is the world’s largest publishers of magazines, with 238 titles in 36 countries. Its French publications include several general and special interest magazines like Télé 7 jours, TV Hebdo, Elle, Entreveu, Paris Match, Pariscope, Parents, France Dimanche, Ici Paris, Le Journal de Mickey, Bambi, Premièrè, Photo, Maximal, Jeune et Jolie, L’Echo des Savanes, Action Auto Moto, Public, Le Journal de la maison, Mon Jardin et ma Maison, Campagne décoration and Match du Monde. The company is also involved in newspaper publishing: it holds the major stake in Le Journal du dimanche (the minority share of 40% is owned by Socpresse). Equally it has interests in the local press in Southern France (La Provence and Nice Matin).

Hachette Distribution Services (HDS) controls the distribution of press and other media products. These wholesale and retail holdings, similar in operation to the UK-based firm, W.H. Smith, include Hachette UCS, Canada’s largest news-stand chain. HDS holds a 49% stake in Nouvelles messageries de la presse parisienne, the majority stake is held by five press cooperatives. The group distributes 28 national dailies and 80 foreign dailies. Furthermore it is active within magazine publishing (2,700 French magazines and 900 foreign magazines).

Lagardère Active includes film and television production and radio broadcasting. The advertising group, Interdeco, the leading media buyer in France is also owned by Lagardère, and Hachette Filipacchi Global Advertising operates outside France, specialising in the promotion and sales of the group’s magazines.
Germany

Germany has the largest television market in Europe – 97 national television stations in 2005, of which 95 were commercial, and the remainder public service broadcasters. The vast majority of stations are transmitted through Germany’s cable and satellite networks, with the two public service broadcasters, ARD and ZDF, also using terrestrial transmission.

Television

Two commercial groups dominate the terrestrial TV market – the RTL group and ProSiebenSat.1 Group. In stark contrast to the position in 1990 when the public broadcasters ARD and ZDF had a combined market share of 60%, their share in November 2005 was 27.5% and 13.4% respectively. In order to enable the public service broadcasters to fulfil their tasks, the states have to guarantee the necessary funding. Households having a broadcasting receiver are obliged to pay broadcasting fees. Besides the broadcasting fees as a primary source of funding, the public broadcasters are permitted to earn money by means of advertising and sponsoring. The three main ProSiebenSat channels have a combined audience share of 21.4%. The group belonged once to the Kirch Media Group and, after the bankruptcy of the owner, it was sold to the billionaire Haim Saban, who recently sold the group to Axel Springer. Germany’s most popular commercial TV channel, RTL, has an audience share of 15.9%. TV stations controlled by the RTL group have a total audience share of around 21.3%.

Written Press

The German press sector is dominated by five major groups. One of them, Axel Springer AG, publishes the most popular German daily, the tabloid Bild (circulation around 3.8 million). Its nearest rival Süddeutsche Zeitung has a circulation of around 430,000. Axel Springer also publishes Die Welt (circulation 203,376). Approximately one fifth of the newspapers sold each day belong to Springer. The second largest German newspaper publisher, the WAZ is heavily involved in the German regional newspaper market, and together with its activities in Austria and South-Eastern Europe, it constitutes Europe’s largest publisher of regional newspapers. The three other major players in the German press sector are Verlagsgruppe Medien...
Union, Ippen Group and group DuMont-Schauberg. The German consumer magazine market is dominated, as in other countries, by best-selling titles in the TV guides and women's magazines categories.

**Radio**

The German radio landscape is characterized by mainly federal or regional operating stations; there exist only a few channels which follow a nationwide programming strategy. Alongside private channels there exist also broad offers from public broadcasters. Due to the specific regional structure of the radio landscape in Germany there are no major national broadcasting groups. The public service channels produced by the members of the ARD are delivered along federal lines. Combined, the stations of ARD have the biggest market share with 27.5%. There are no major national commercial broadcasting groups. The five largest commercial radio groups in Germany have no more than 10% of the national market, with the two leading players being the RTL group, with 4.9% of the market, while Axel Springer AG has 2.1%. The three remaining groups are associated with the publishing industry, two having strong links with the regional press markets (Radio Schleswig-Holstein and Madsack), and the last one firmly established in the magazines business (Burda).

**Cable and Satellite Operators**

55.6% of all German households receive analogue programmes via cable, 4.4% make use of terrestrial transmission and 39.9% via satellite. There are 4.7 million households receiving digital television, 57.4% of them get it via satellite.

Today the cable network ownership is held by four principal operators. The largest of these is the Kabel Deutschland Gesellschaft (KDG, 48.5% market share), which operates the system previously held by Deutsche Telekom. Deutsche Telekom had developed the cable network over the previous twenty years and had a virtual monopoly but was forced to divest itself of cable properties. In April 2004 KDG introduced Kabel Digital and extended consequently its scope of activities beyond only cable operating. Cable Partners Europe (former Callahan Associates), sold the Northrhine-Westphalian operator ISH (20.4% market share) to a consortium led by Citigroup and Deutsche Bank in 2003, while remaining in possession of its Baden-Wurttemberg activities (Kabel BW, 10.7% market share). The smallest operator is Hesse-based ISEY controlled by Apollo Management and Pequot (6% market share).
Media Power in Europe: The Big Picture of Ownership

BERTELMANN AG

The largest media enterprise in Europe and one of the top ten global media groups is the Bertelsmann group. The group is divided into six divisions: RTL group (broadcasting), Gruner+Jahr (Publishing), Random House (book publishing), BMG (music publishing), Arvato (media services) and the DirectGroup (direct to consumer services).

In 2004 it had revenue of €17 billion. Its biggest sales were in European countries excluding Germany (42.2%), followed by Germany (29.7%) and then the USA (22.4%)

Broadcasting

RTL Group

Bertelsmann has the controlling stake in the RTL Group (53.4%). 37% of RTL is held by BW TV, a holding-company, which was 80% owned by Bertelsmann AG and 20% owned by WAZ. Recently Bertelsmann bought the WAZ stakes in BW TV. Therefore Bertelsmann now owns 90.4% of the group. The group encompasses 27 television stations and 23 radio stations in ten countries, which makes it Europe’s largest TV and radio group. Each year RTL produces 8,000 hours of programming.

The main stations are: RTL Television, RTL II, Super RTL, VOX, RTL Shop, n-tv, Traumpartner TV, Universum Film, Cologne Broadcasting Center (Germany); RTL TVi, Club RTL, Plug TV (Belgium); RTL 4, Yorin, RTL 5 (Netherlands); M6, RTL (France); RTL Télé Lëtzebuerg, Den 2. RTL (Luxembourg); Channel 5 (UK); RTL Telezija (Croatia); Antena 3 Group (Spain); RTL Klub (Hungary).

Super RTL is jointly owned by RTL and Disney and has a strong position in the children’s TV market (3-13 age group). There is cross-media branding between the Toggo website (the most popular children’s website in Germany) and the channel.

On the first of July 2005 the Bertelsman Group extended its geographic scope in television interests: RTL Group bought a 30% stake in the Russian broadcaster Ren-TV. Moreover, RTL Group is understood to be in talks to take full control of Channel Five by acquiring a 35% stake in the broadcaster from United Business Media. The Luxembourg-based group owns 65% of the terrestrial station and is keen to build its presence in Britain.

The group also has interests in radio broadcasting: 104.6 RTL, Radio NRW, Antenne Bayern, Radio Hamburg, RTL Radio – Die besten Hits mit Gefühl, Hit-Radio Antenne Niedersachsen, Hitradio RTL Sachsen, Radio Brocken, 89.0 RTL, Antenne Thüringen, Antenne
Mecklenburg-Vorpommern, Radio 21, BB Radio, Radio Ton (Germany); RTL, RTL 2, Fun Radio, Sud Radio, Wit FM (France); RTL Radio Lëtzebuerg (Luxembourg); RTL FM, Yorin FM (Netherlands); Bel RTL, Radio Contact, BXL (Belgium).

**CONTENT PRODUCTION**

Ufa Film and TV, UFA Sports, Trebitsch Produktion, BMG Video (Germany); CLT-Ufa International, Delux Productions (Luxembourg); Regent, Talkback (UK)

**NEW MEDIA**

85 branded websites, including RTL Net (France); NEWMEDIA (Germany); RTL IMedia (Netherlands); IP – Web.net (Pan-European)

**PUBLISHING**

**Gruner+Jahr**

The group publishes 125 magazines and newspapers in 10 countries including Germany, China, Poland, Spain, Italy, Austria, the Netherlands, Russia and the USA. Around 40 magazines are published in Germany alone, including business weekly Stern (1,051,744 copies weekly) and fortnightly women’s magazine Brigitte (circulation 822,278).

Furthermore the company holds stakes in German newspaper sector – Dresdner Morgenpost, Sächsische Zeitung and seven other titles including a German version of the Financial Times.

**Book Publishing**

The Random House Group is the world’s largest book publishing group with 100 publishers in 16 countries with annual turnover in 2004 of 1.8 billion euros.

**Music**

The BMG group consists of the joint venture Sony BMG Music Entertainment and the music publisher BMG Music Publishing. At Sony BMG, Bertelsmann AG holds a share of 50%; in BMG Music Publishing it holds a share of 100%.

Sony BMG Music Entertainment is the world’s second largest music company. BMG Music Publishing is the world’s third largest music publisher.

**Direct to Consumer Services**

The clubs of the DirectGroup claim 32 million members of book clubs worldwide and are therefore market leaders in every regional market, integrating Bertelsmann’s on- and offline media commerce activities.
Media Services

Bertelsmann through its subsidiary Arvato AG has extensive printing and other services, including call centres, IT facilities and consumer data with 280 subsidiaries in 28 countries. Multimedia ad agency Pixelpark handles major brands.

HOLTZBRINCK

Verlagsgruppe Georg von Holtzbrinck is one of Germany’s largest publishers and content providers and is still owned by the von Holtzbrinck family.

Written Press

The group publishes the weekly Die Zeit (circulation 438,000) and Berlin daily Der Tagesspiegel. Further products by the group are Verlagsgruppe Handelsblatt, including monthly financial magazine, DM (circulation 189,000) and a financial daily, Handelsblatt Zeitung (circulation 150,000) and a weekly investment magazine, Die Telebörse (circulation 170,000).

Holtzbrinck is the second largest publisher of regional dailies, of which many are available online (Cottbus-based Lausitzer Rundschau, MAIN-POST in the Unterfranken division, Saarbrücker Zeitung in south-west Germany, Südkurier in the south, Trierischer Volksfreund in western Germany, manus presse in Southern Germany (Stuttgart)).

Handelsblatt has a 56.5% interest in Economia, a Czech business and information publisher.

Television

The group owns AVE Gesellschaft fuer Fernsehproduktion which produces information and entertainment programs for private as well as government regulated public television stations, including Die Zeit TV, and Spektrum TV Produktions GmbH, a subsidiary of AVE, which produces mainly documentaries, features and news reports.

Book Publishing


Online and Internet

Holtzbrinck has also invested in e-business ventures: holtzbrinck networXs AG is the corporate venture company of the Verlagsgruppe von Holtzbrinck, whose central goal is to generate an above-average yield on the capital employed and to trace innovative business models in the field of new media.
**Axel Springer AG**

Axel Springer Verlag AG claims to be the largest newspaper publishing company in Europe but it also has broadcasting interests. Its sales in 2004 were €2.402 billion, with sales outside Germany of €430 million.

**Broadcasting**

The company has a range of interests in TV and radio, the Internet and TV and radio production companies.

It has an 11.5% stake in ProSiebenSat.1. Actually Axel Springer’s increased its stake in ProSieben Sat.1. The acquisition however has not yet been cleared by the German competition authority. Moreover, Springer AG has a minor share of Hamburg-based cable TV operator KG Hamburg 1 Fernsehen Beteiligungs GmbH, and owns Schwartzkopf TV.

**Publishing**

Axel Springer AG publishes more than 150 newspapers and magazines in 27 countries. Bild is the best selling national daily paper in Europe with sales of around 3.8 million. Axel Springer also publishes Die Welt.

Bild’s Sunday counterpart dominates the Sunday market with sales of around 2.08 million copies. Axel Springer also publish the second and third most popular Sunday papers – Welt am Sonntag and B.Z am Sonntag.

It also has a strong presence in the German regional newspaper market. In addition to 31 regional editions of Bild it publishes a number of local papers: Hamburger Abendblatt (Hamburg, circulation over 276,620), and BZ (Berlin, circulation 227,585) and Berliner Morgenpost (Berlin, circulation 150,740)

Three magazines dominate the TV listings market – Hörzu, TV Digital and Funk Uhr. A number of popular magazines link to the Bild title: the women’s Bild der Frau (circulation 1.25 million), car magazine Auto Bild (circulation 673,884), Computer Bild (circulation 845,745) Sport Bild (circulation 540,000) and general interest Bildwoche (circulation 316,037)

Springer publishes newspapers and magazine outside Germany. In Hungary it has nine daily regional titles and one Sunday title but its main focus is magazine publishing. In Poland it owns 14 titles including a women’s weekly, FAKT (circulation 535,912); Pani Domu (circulation 273,225), a women’s monthly; Olivia (circulation 259,636); and two monthly youth titles Dziewczyni (circulation 132,676) and Popcorn (circulation 127,951).

Springer publishes 23 magazine titles in Hungary. These include TV listings guides (four), two women’s magazines, puzzle magazines, cookery and interior design titles and two youth titles.
Spanish subsidiary **Grupo Axel Springer** publishes 8 titles, including exclusively Computer magazines. *Computer Hoy* (circulation 123,193) is the Spanish version of the German PC title *Computer Bild*.

**Books**

*Springer* has 16 book publishing companies and has its own printing plants and distribution companies.

**BAUER**

*Bauer* is one of the largest magazine publishers in Europe with 125 titles in 13 countries.

In Germany the company publishes 35 titles. Bauer is the leading company in TV guides with *TV Movie*, *Auf Einen Blick*, *TV 14* and *TV-Hören*. It is also strong in women’s and fashion magazines, with titles like *Neue Post* (1.051 million circulation), *Das Neue Blatt* and *Tina*. Specialist interest magazines include *Auto Zeitung* (cars), *Kochen & Geniessen* (cooking) and *Wohnidee* (homes and interiors) and *Bravo* (youth magazine).

Based on its magazines **Bauer** has launched Internet services like *bravo.de*.

Its fully owned subsidiary **Pabel Moewig Verlag** publishes 41 magazines and around 700 books annually.

In the UK, Bauer’s second largest market after Germany, it publishes 26 titles, including *Take a Break* (circulation 1.2 million) and *Bella* (circulation 428,028).

**Bauer** publish three titles in Spain, four in France and one in Portugal. In central and eastern Europe it publishes 28 magazines in Poland, twelve in the Czech Republic, three in Hungary and two in Romania. It publishes ten titles in the USA, two in Russia, two in Mexico and one in China.

**Broadcasting**

The group has interests in broadcasting with a 25% stake in *Radio Hamburg* and a 31.5% stake in *RTL2*.

**HUBERT BURDA MEDIA**

*Hubert Burda Media* produces 239 magazines and newspapers, 168 of them are published abroad. It has diversified into broadcasting and online activities, and expanded internationally in Asia, Central Europe and Brazil. However its market in Germany remains its most important. *Burda* had sales of 2.004 billion euros in 2004.
The owners and chairman, Dr. Hubert Burda, has given the group a sharper focus online; 16 magazines have their own website and **Focus Digital** is the largest internet media group in the country, following the acquisition of the online arm of the **Milchstrasse** publishing house. The company also has radio and TV broadcasting ventures, including cable and satellite broadcaster **RTL 2**.

An important publication of the company is the weekly **Focus** (circulation 779,866), which competes against **Stern** and **Der Spiegel**. Other main titles include monthly home and garden magazine, **Das Haus** (circulation 1.9 million); a women’s weekly, **Freizeit Revue** (circulation 1.046 million); and fashion and beauty magazine **Elle** (circulation 212,005).

**InStyle**, a celebrity magazine launched in 1999 has a circulation over 432,807. Moreover, the company publishes the Lisa series, aimed at young women: **Lisa** (circulation 412,467) and four other titles with sales of between 150,000 and 200,000 copies – **Lisa Fit, Lisa Wohnen & Dekorieren, Lisa Blumen & Pflanzen** and **Lisa Kuchen & Backen**.

**Bunte**, a showbusiness and entertainment magazine, sells 748,843 copies per issue.

**Burda Eastern Europe** organises the publishing operations in eastern and central Europe. Around 117 titles are published in Poland, Czech Republic, Romania, the Ukraine, Russia, Slovenia, Croatia, Serbia Montenegro and Kazakhstan.

In 2000 **Burda** entered a partnership with Italian publishing group **RCS Editori** to expand its Greek and Turkish holdings. **Burda RCS** owns 40% of Istanbul-based publisher **Hürgüc**. There is also a joint venture with Italy’s **Rizzoli** media group, **RCS Periodici**, and it has expanded operations to Thailand, Indonesia and South Korea.

In 2004 **Hubert Burda Media** and the Italian media company **RCS Media Group (Rizzoli)** again reorganized their common international activities. **Hubert Burda Media** sold its 40% share in **RCS Periodici** to the group of magazines of the **RCS Media Group** at **Rizzoli**. In response **Hubert Burda Media** took over the 20% share of **Rizzoli** from the **Burda** publishing house **Eastern Europe GmbH** as well as **Rizzoli’s** 50% at the common society **Burda RCS**. Due to all these measures the enterprise continues to develop its position in Eastern Europe, France, Turkey and Asia and thus wins further scope of action internationally.
The Greek press market is dominated by four major publishing companies: C.K. Tegopoulos S.A., Lambrakis Press S.A., Pegasus Publishing & Printing S.A. and Kathimerin S.A. Lambrakis Press S.A. publishes To Vima (circulation 56,000) and Ta Nea (circulation 84,000), which is the market leader in the newspaper sector. The company is the largest media company in Greece with the highest revenue. The company has interests in newspaper and magazine publishing and printing, in tourist agencies, in terrestrial television stations (MEGA), in production studios and in press distribution agencies. The company also has a call centre and CRM services and operates the largest Greek-language Internet portal and e-commerce operations. The company publishes 16 magazines including Marie Claire, Cosmopolitan and National Geographic. In addition, together with the publishers G. Bobolas Group (Pegasus), the company has formed the partnership TV Zapping S.A. (each holds a 50% stake) and publishes the high selling weekly TV guide TV Zapping. In 2003, Lambrakis Press SA signed a letter of intent to co-operate with German publishing firm Westdeutsche Allgemeine Zeitungsverlag (WAZ). The two set up a holding company together, with Lambrakis family having 51% of the shares. Kathimerin S.A publishes Kathimerini (circulation 52,000) and distributes in Greece and Cyprus the International Herald Tribune with the supplement English edition of Kathimerini. The company is also very active in the publishing business in cooperation with other European publishing houses like HarperCollins, DK白色Star and others.

Lambrakis Press co-owns Northern Greece Publishing with the G. Bobolas Group and the A. Bakatselos Group in (each owns 1/3 of the company). Other major players in the magazine sector are Daphne (owned 51% by AntennaTV S.A., see section 2.2) and Hachette/Rizzoli, a joint venture between French publisher Hachette, Italian publisher RCS Rizzoli, and Greek publisher Pegasus.

Up to 2001, the licensing system was very loosely regulated, which led to a proliferation of radio stations throughout Greece. Finally in 2001 the number of radio stations was limited and some stations had to be closed. It is claimed that the final list of those to receive licenses was strongly influenced by the links between
politics and business. The public service radio station **ERA** has seven national radio stations, two international stations (including **Voice of Greece**) and nineteen regional stations. While there are many municipal stations, the majority are now privately owned. The PBS has an important position within the Greek radio market. The private radio market is mainly Greek owned. In the commercial radio sector, the **Alafouzos** family is very broadly represented. The **Alafouzos Media** group owns **Sky 100.4FM**. Different members of the family own **Kathimerini SA**, the publishing company, which operates **Melodia FM**. Furthermore the family holds a minority stake in **Lampsi FM**, while the majority stake is held by the American **SBS broadcasting**. **Lampsi FM** claimed to be the most listened to radio station. **Antenna FM** belongs to **Antenna TV S.A** as does the regional operating radio station **Rythmos 94.9**.

**TELEVISION**

The public service broadcaster has two national channels, **ET1** and **Net**, and one regional channel, **ET3**, as well as satellite channel **ERT-SAT**. The PSB only reaches a market share of 14% with its national broadcasting stations. There are two very strong commercial channels which have a dominant market share: **Antenna TV S.A.** owns **Antenna TV**, the most popular channel which reaches an average audience share of 20.8% and **Mega television**, which is owned by **Teletypos SA** and has an audience share of 16.9%. **Teletypos SA** is, however, a company owned by a consortium of the major newspapers publishers in Greece: **Lambrakis, Tegopoulos** and **Pegasus**. The other investors are various investment and finance companies. **Teletypos S.A.** also has a 40% holding in **Multichoice Hellas** (**Filmnet, Super Sport, KTV**) and via **Multichoice Hellas** the groups also have interests in the digital service **Nova**. The other channels operating in the Greek TV market are **Alpha** (13% audience share), **Star channel** (11.5% audience share) and **Alter** (around 12% audience share). **Alpha** belongs to **Mr. Tsotsoros**. The **Star channel**, launched in 1993 is a Greek network that belongs to the **Vardinoyannis** family, Greek nationals with multiple business activities including oil and petroleum products, shipping, banking, real state, media, hotels and leisure.

**CABLE AND SATELLITE OPERATORS**

The state monopoly on the installation of cables was to be split between the telecom organisation (**OTE**) and the state broadcaster (**ERT**) but it also allowed a number of public service concessions and the participation of the private sector. However the cable infrastructure is not very developed in Greece and does not enjoy a huge popularity. The prospects for DTH are greater and therefore the focus for digital television has been satellite. The digital satellite television platform **NOVA** is
owned by Myriad Development (40%); Teletypos, the consortium of publishing companies that owns MEGA television channel, (40%); LTV television company Cyprus (18%); and Sun Spot Leisure (2%).

**MAJOR PLAYERS IN MEDIA**

**ANTENNA GROUP**

*Television and radio*

The group operates the leading Greek television stations ANT1 Television. Furthermore it has ANTENNA SATELLITE and ANTENNA Pacific which are transmitting, via a large satellite network, to Europe, Australia and the Americas. In 2003 a digital channel was inaugurated: ANT1 GOLD.

Besides the radio station RYTHMOS 94.9 transmitted in the Attica area, the ANTENNA Group is cooperating in Salonica with ANT1 FM 97.5, as well as with the radio station BANANA FM, and the national television station MAKEDONIA TV. In Cyprus, the ANTENNA Group has established a co-operation with the television station ANT1 TV Cyprus and the radio station ANTENNA FM Cyprus.

ANTENNA’s horizons were further expanded three years ago, with a new leap performed in the Balkans, were the group now owns the NOVA TELEVISIA network - which has obtained a national broadcast license - as well as the Sofia radio station RADIO EXPRESS.

*Publishing*

Within the field of the printed media, the Group has also obtained the majority package of stocks of the printing company NIKI and of the publishing company DAPHNI EPIKINONIES, which publishes a wide range of weekly and monthly magazines.

*Others*

In the wider entertainment area, the ANTENNA Group also owns the record company HEAVEN.

Furthermore, the company’s activities include the tele-information company AUDIOTEX and the rapidly growing Internet - New Technologies company ANT1 INTERNET.

The ANTENNA Group has also created the Open School for Media and FAME STUDIO - every year both of these schools produce the new executives in every field of communication and mass media, as well as new music talents.
Hungary

The Radio and Television Broadcasting Act 1996 was amended in 2002 and upon Hungary’s accession to the European Union in 2004 in order to harmonize Hungarian media laws with EU laws and regulations (the Hungarian Broadcasting Act). The Hungarian Broadcasting Act specifies that broadcasters must be natural persons, residents or legal entities registered in Hungary. The Hungarian Broadcasting Act also establishes rules in relation to program content, which are similar to the requirements imposed by the European Union. The Hungarian Broadcasting Act also contains certain cross-media ownership restrictions between print and electronic media. No single natural or legal person may hold, whether directly or indirectly, more than 49% of the voting shares in a broadcaster. Any person having a decisive interest (more than 25%) in a national broadcaster may not hold a decisive interest in any other Hungarian broadcaster with the exception of thematic channels. Also, at least 26% of the voting shares in a national broadcaster must be held by Hungarian natural persons or legal entities registered in Hungary.

Radio

The public service broadcaster Magyar Rádió Rt broadcasts three national stations (with a combined audience reach of 32.9%) and operates ten regional studios. The two most successful commercial broadcasters are Danubius and Slágerrádió with a recent audience reach of 28.1% and 27.8% respectively. Danubius is owned by Advent International (a US private equity corporation). Slágerrádió is owned by the Hungarian subsidiary of the US company Emmis International (75%) and the Hungarian media company of Credit Suisse First Boston. The biggest regional channel, Juventus, comes third with an audience share of 7.8%. Juventus is owned by the Metromedia International Group, a US holding company and a wholly owned subsidiary of Metromedia International Telecommunications, Inc. Lagadère is also represented in the Hungarian radio market. It owns the radio station Radio 1. There are, additionally, numerous local stations, both commercial and public service, and nonprofit and community radio throughout Hungary.
The audiovisual market is characterized by a weak representation of local players. The major Hungarian players are MTM, MATAV and Antenna Hungaria. The rest of the market is divided between several foreign media groups like the German RTL Group, SBS, HBO and Viasat. Magyar Television (MTV) is the public service broadcaster. Public TV broadcasts on three channels: MTV1 (free to air), MTV2 (available on cable and satellite) and Duna TV. The channels are financed through taxes and some advertising. Recently, the accumulated number of viewers has slightly increased, reaching about 17%. However, public television is criticised because of its high expenses and the excessive influence by political parties, which often affects cultural programmes.

However, the two nation-wide commercial channels are typically way ahead of the no.1 public channel in terms of number of viewers. The most successful commercial channels are TV2 and RTL Klub (with audience shares of almost 30% each). RTL Klub is 49% owned by Bertelsmann’s fully owned subsidiary RTL Group. The main shareholder in TV2 is SBS Broadcasting (a US-owned, Luxembourg-based company) who has a 48.99% share but an economic interest of 81.5%, the Hungarian MTM Kommunikációs Rt (with a 27.61% share) and the German Tele-München Fernseh GmbH and Co (23.4% share). The third commercial channel, Viasat 3, lags far behind the two market leaders with an average audience share of 2.4%. Viasat 3 is operated by the Modern Times Group (MTG). The other channels are owned by foreign companies Viva+ by the German Viva Media Group, Spektrum by the American HBO and Sport 1 by UPC. The presence of foreign channels such as Eurosport or National Geographic Channel complemented with Hungarian dubbing is also significant in this segment.

Cable and Satellite Operators

Hungary is heavily cabled, with 58% of all households receiving their TV services via cable. UPC Magyarorszag, part of the Netherlands-based group UPC, owned by John Malone’s Liberty Media, is the dominant provider, which offers about fifty channels. Microsoft has an interest of approximately 7.8% in UPC. The other cable operators are Hungarian companies Matavkabel, Fibernet and EmKTV.

Matavkabel is partly owned by Matav Rt. (the Hungarian Telecommunications Company, in which Deutsche Telekom have a 59.3% share) and by Hungaria Allianz AG, and is the second major player in the market. Fibernet Communications is owned by a group of U.S. and Dutch investors, the most significant being the Argus Capital Group.
In contrast only 8% of the Hungarian households are able to receive satellite television. Currently there are 15 satellite broadcasters operating under Hungarian jurisdiction. They provide mostly thematic programmes that are typically redistributed by cable networks.

**WRITTEN PRESS**

The concentration of foreign ownership in the national press is pronounced and only a minority of the national daily press remains Hungarian-owned or government subsidized. The situation of the weekly and monthly press is also highly polarized between government supported and privately owned economic groups.

There are approximately 10 national, 22 regional dailies, approximately 300 monthlies and about 400 other periodicals on the Hungarian market. Many of the publishers are undertakings of international companies such as the Ringier-group, WAZ, Sanoma, Bertelsmann AG., MTG, and Axel-Springer.

The general trends regarding newspapers show decline in the case of political dailies that can be partially explained by the growing market share of tabloid press and the increasing amount of online news consumption.

The three largest circulation national dailies are published by different media players, but foreign investment remains dominant. The daily with the largest circulation is the free sheet Metro (circulation 368,000), it is owned by the Swedish group MTG. The best-selling daily tabloid Blikk (255,000 circulation) is owned by Ringier (through its Hungarian subsidiary) and the best selling quality newspaper is Népszabadság (155,022 circulation, in which Ringier Switzerland also has a 49.9% share, Bertelsmann has a share of 17.68%). Ringier additionally has another daily papers: Nemzeti Sport (circulation 83,821). Another major daily paper Magyar Nemzet (circulation 73,631), is published by the Hungarian company Nemzet Lap- és Könyvkiadó Kf.

The German company Axel Springer Verlag is a major player in the local newspaper sector with a total of nine titles and one Sunday paper. Axel Springer is also a major player in the magazine sector in Hungary with 22 titles. Other major foreign players in the magazine sector include the Finnish company Sanoma Magazines Budapest and the Swiss company Marquard Media AG. Marquard Media AG, through its wholly owned branch JMG Magazine Publishing Company, publishes six magazines. Marquard Media AG also has interests in two radio stations. Marquard also holds a share in Slager Radio.

The second most important player in the regional press sector in terms of circulation is the German WAZ group, which publishes five daily newspapers (Naplo, Zalai Hirlap, Vas Nepe, Fefer Megeyei Hirlap, and Dunaujvarosi Hirlap). The UK group the Daily Mail and General Trust (through Associated Newspapers/ Northcliffe
Newspapers Hungary) have three local titles and rank also under the five most important publishers in the regional press sector. Associated Newspapers also publish the English language title, The Budapest Sun.

**MAJOR PLAYERS**

**BERTELSMANN**

Bertelsmann is active in different media and especially in TV and magazines. In television, the media giant owns RTL Klub. It is the leading commercial television station in Hungary. The network was launched in 1997 by RTL Group, which owns 49% of the shares of the broadcasting company. The network covers more than 85% of the country. In addition to broadcasting activities, RTL Klub Enterprises manages the Internet, teletext and audiotext businesses of the commercial television station.

Bertelsmann also owns several magazines and one newspaper through Gruner+Jahr. Tele Magazyn is owned by the Deutscher Supplement Verlag branch of Bertelsmann. This magazine focuses on television and human-interest topics. Bertelsmann has a 17.2% stake in the newspaper Nepszabadsag published in Budapest through Gruner+Jahr.

**SBS BROADCASTING**

In terms of annual turnover, SBS Broadcasting is the third largest company within the Hungarian media market. TV2 was launched in October 1997. The group owns a 49% voting interest and an 84% economic interest. TV2 is a national over-the-air station, broadcast in Hungary under a Hungarian license.

In September 2004, the group launched Irisz, a satellite-to-cable general female entertainment channel in Hungary aimed at women between the ages of 18 and 49. Irisz is broadcast from The Netherlands under a Dutch license. TV2 broadcasts American-produced programs in Hungarian and locally produced programming, including news, talk shows, current affairs programming and local versions of reality shows.

Additionally the company wholly owns MTM Produkcio Kft. (MTM Productions), a Hungarian television production company that produces programming for TV2.
AXEL SPRINGER VERLAG

Axel Springer Verlag is very active in the Hungarian market, with significant shares in several magazines and newspapers. It has nine daily titles and one Sunday title but its main focus is magazine publishing. Springer publishes 22 magazines in Hungary. These include TV listings guides, women’s magazines, puzzle magazines, cookery, interior design titles and two youth titles.

In 2004 the group launched a new quality newspaper on the Hungarian market, Reggel (circulation 55,130), an extraregional publication.

WAZ

The group concentrates on newspaper activities, publishing five different dailies: Naplo, Zalai Hirlap, Vas Nepe, Fefer Megeyei Hirlap, and Dunaujvarosi Hirlap. Additionally the group owns 75% of HVG (circulation 92,820) the leading weekly.

SANOMA

Sanoma Magazines Budapest Kiadoi’s operations were founded in 1992. Through the acquisition of the prestigious publishing house EKH/VICO, Sanoma Magazine Budapest became the market leader in Hungary, with a 34% market share. Women’s magazines, entertainment titles, and TV magazines are the heart of the portfolio. Sanoma Magazines also operates the country’s leading portal.

RINGIER

In Hungary, Ringier publishes Blikk, the second daily newspaper, Vasarnapi Blikk which is a Sunday paper, as well as the old-established daily sports paper Nemzeti Spor, the third-placed daily newspaper. The Swiss company has also an important level of participation in the newspaper Nepszabadsag through the creation of a joint venture with Axel Springer Verlag and Bertelsmann. In the magazine sector, Ringier started the magazine Kape and TeleSzuper.

Conclusion

In terms of media ownership, state ownership decreased dramatically as a result of privatisation and liberalisation. However, there were considerable differences between various media sectors in terms of the speed and extent of ownership changes. Changes in broadcasting were slow. The market was partly liberalised in 1997 by selling national frequencies to private companies. International elements were influential in terms of television content and ownership of cable companies.
throughout the post-communist era. Following the partial liberalisation of the sector, foreign ownership became significant, as the major shareholders of the two most popular channels were foreign companies.

In the print media, ownership changes were more striking as privatisation and liberalisation took place within a relatively short period of time following the fall of the communist regime. The 1990s saw a series of ownership changes in the markets through sell-offs, mergers and acquisitions. Foreign media ownership became a dominant factor in the sector by the end of the 1990s.

In post-communist Hungary the dominance of foreign ownership in many media sectors did not initially cause public concern. This was partly because many people were not aware of the ownership structure of media markets, and partly because the advantages of foreign ownership were seen as significant. Particularly during the first stage of the post-communist era, foreign media ownership was viewed as contributing towards lessening the influence of the state and political forces in the previously over-politicised media. In fact one of the main reasons why foreign media ownership was welcomed among journalists and the public was that it was perceived to provide publishers with the much-desired independence from political parties and organisations. However, as the 1990s proceeded, concerns were raised about the economic power of foreign media companies and the lack of effective oversight of the government and state institutions by media whose primary concerns were commercial, rather than political or social. They were not seen as threats to the Hungarian political process.

In Hungary, there is a general freedom from unfair practise, monopolies and oligopolies. Publishing houses feel free to make use of the weak social guarantees. On all levels, there is a precarious employment of journalists for tax reasons and in order to avoid having a large fixed staff. The general practise is for journalists to be self-employed with no job security and insufficient social protection.
Ireland

Ireland’s media landscape is influenced by historical and geographical relations with the United Kingdom. The result is an increasing penetration of the market by UK titles and interests. British terrestrial television channels are available to, on average, 70% of the population, mainly through cable services. There are also a wide range of UK based newspapers available in Ireland.

Radio

There are three national radio services from the public broadcaster RTE. The PSB stations have a combined average market share of 43%. The independent national commercial radio service Today FM owned by the Scottish Radio Holdings holds a market share of 10%. Independent radio services are also licensed at a regional and local level and are very popular, holding a market share of 47%. Ulster Television (UTV, owned partly by CanWest) owns three Republic of Ireland independent local radio contractors.

Television

RTE is Ireland’s state owned national broadcasting organisation, and until mid-1998 the television market consisted of two state-owned national channels: RTE 1 and Network 2 (N2), but RTE also cooperates with Teilifis na Gaeilge (TG4). Ireland has hence three national television channels that receive public funding through an annual licence fee payable by those in possession of a television receiver. The publicly funded services also generate advertising revenue. RTE 1 has an audience share of 27.7%; N2 has an audience share of 11.4%. T4G had 3.1% of viewers in 2004. Ireland’s fourth national channel, the commercial station TV3, was launched in 1998. The major shareholder is CanWest Global Communications (45% stake) and it claimed 14% of viewers in 2004. CanWest also has a stake in Ulster TV (6.7% market share), which is part of the (UK) ITV network. Granada Media also took a 45% stake in TV3 later in the same year. The Granada Media Group is a major production company and owns seven ITV franchises in the UK, which has merged with Carlton UK, resulting in the creation of ITV plc.
Foreign broadcasters, mainly from the UK, have an important stake in the Irish television market. As most of Ireland can also receive British television, the BBC reaches a market share of 12.1%.

**Written Press**

The Irish press consists of seven national dailies, within these seven there are two Irish editions of UK dailies, ten national Sunday newspapers and around fifty regional newspapers as well as many free sheets with a mainly urban circulation. The largest selling national newspaper is *The Irish Independent* (circulation 176,000), followed by the *Irish Times* (circulation 115,000) and the *Irish Daily Sun* (circulation 114,000) owned by *News International* and *Irish Daily Star* (circulation 107,000). The *Sunday World* sells 314,000 followed by the *Sunday Independent* (circulation 309,000). The top-selling newspaper, *The Irish Independent*, is owned by *Independent Newspapers Ireland Limited*, the country’s largest publishing company with a market share of 48%. In addition to the five national titles, the company publishes eleven local newspapers in counties Cork, Kerry, Dublin, Louth, Wexford and Wicklow. *Scottish Radio Holdings* also has three regional press titles in Ireland. *Thomas Crosbie Holdings Ltd*, owner of the *Examiner* (circulation 58,000), has seven regional newspapers (and a small interest in the radio sector with 20% in a local station *Red FM*).

The periodical publishers association (PPA) represents 46 titles, 5% of which are sold by subscription, 95% in retail outlets. The most successful magazine, with a circulation of 113,033, is the weekly *RTE Guide*, published by *RTE*.

**Cable and Satellite Operators**

The cable market has been fundamentally restructured. There were two main cable operators. *NTL (Eire)* and *Chorus Communications*. *Chorus* is a company jointly owned by *Independent News and Media* and *Liberty Media*, a subsidiary of *Liberty Global*. It provides cable services to 112,000 subscribers. In 2005 *NTL*, which has 347,000 subscribers, announced the sale of its operations in Ireland to *MS Irish Cable Holdings B.V.*, an affiliate of *Morgan Stanley*. However, Internet services provider *UnitedGlobalCom Inc.* agreed to buy *MS Irish Cable Holdings BV*. As a consequence of the merger between *Liberty Media International (LMI)* and *UnitedGlobalCom, Inc. (UGC)* to single entity named *Liberty Global Inc*, UGC became a wholly-owned subsidiary of the holding company, *Liberty Global Inc*. Therefore *Liberty Global* will, once the acquisition is cleared by the authorities, control nearly all of the cable service in Ireland. Both cable companies are developing combined Internet, telephony and TV services. *BSkyB*, through Sky Digital, is the sole provider of digital television services in Ireland.
**INDEPENDENT NEWS AND MEDIA PLC (INM)**

INM is the international media group controlled by the O’Reilly family. Tony O’Reilly ran the Heinz food giant while building up personal holdings that embraced investments, property, the media and companies such as Waterford Crystal. He is reported to be the largest individual shareholder in Heinz, with a 2% stake. He has a 27% stake in INM and is the main shareholder.

**Independent News & Media PLC** is a leading international media and communications group, with interests in Australia, Ireland, New Zealand, South Africa, the United Kingdom and most recently, India.

Ireland is the headquarters of the company. It is Ireland’s leading media company, publishing 5 market leading national newspapers, 11 regional newspapers and a fast growing consumer directory. It is also a leading commercial newspaper printer, the largest newspaper and magazine wholesaler and distributor and the leading on-line news portal

**Independent Newspapers** publishes the *Irish Independent*, the daily broadsheet with the highest circulation in Ireland.

**Independent Newspapers** dominates the Irish newspaper industry. 80% of Irish newspapers sold in Ireland came from companies fully or partially owned by Independent Newspapers.

INM have a 50% stake in **Chorus**, the second largest cable operator and Tony O’Reilly chairs the **Valentia** consortium that bought **Eircom**, the privatised former monopoly telecommunications operator in Ireland. **Eircom** also operates one of the largest online services in Ireland.

In the UK, the company publishes the quality national titles *The Independent* and *The Independent on Sunday* and also owns the **Belfast Telegraph** group, the largest newspaper publisher in Northern Ireland. The group is also the number one recruitment magazine publisher in London, and operates a highly successful news website.

It has a 19.1% stake in **Lusomundo Média**, (publisher of leading Portuguese daily *Journal de Noticias*, and the third largest, *Diario de Noticias*) and the subsidiary **PT Multimedia**, which is part of **Portugal Telecom**.

**Independent Limited**, is the leading newspaper group in South Africa, publishing 15 daily and weekly newspapers in the country’s major metropolitan centres. The group owns and publishes 14 free/community newspapers. It also publishes three of South Africa’s leading lifestyle magazines and has significant interests in
outdoor advertising, electronic media and commercial printing/publishing. INM has holdings in South Africa’s largest media group, whose publications include *The Star* in Johannesburg and the *Cape Times*. It has a joint venture with Advance subsidiary *Conde Nast* to publish magazines such as *Vogue*.

**APN News & Media Limited**, in which the group has just under a 40% share, is the number one regional publisher, radio broadcaster and outdoor advertising operator in Australasia. It also publishes New Zealand’s largest newspaper, *The New Zealand Herald* and has interests in specialist publishing, magazines, new media and payTV. APN and the U.S. giant *Clear Channel Communications* jointly operate the **Australian Radio Network (ARN)**.
Italy

The narrowness of control of the Italian media is striking. Silvio Berlusconi (Sua Emittenza - ‘Mr. Broadcasting’ - and the richest man in Italy) used the total absence of regulation of the mass media in the 1980s to add to his channel, Canale 5, two other commercial channels between 1982 and 1984, Italia 1 and Rete 4. He purchased one of Italy’s leading football clubs, AC Milan, in 1986 and established a ‘pioneering fusion between Italy’s two leading entertainment services, football and television’.

What is distinctive about Berlusconi is that his commercial and media power is not dispersed globally but heavily concentrated in one country. The epithet ‘Berlusconism’ is used to describe a way of life in which people live in houses built by Berlusconi (the Milano 2 housing development, for example), watch television controlled by Berlusconi, shop in supermarkets owned by Berlusconi, eat in restaurants built by Berlusconi, and relax on Berlusconi tennis courts or watch his soccer team.

His three channels have a 45% audience share and over 60% of total advertising sales, and a major presence in advertising (Publitalia 80) and publishing (Mondadori). The holding company, Fininvest, which the Berlusconi family has 96% ownership of, has a controlling stake (35%) in Mediaset, the terrestrial television group that competes with the state-owned broadcaster, RAI.

Newspaper readership figures in Italy are relatively low, and this adds to the importance of television. 82% of Italians depend only on television for news, the highest percentage in the EU. It is in this context that the overlapping of media and political power highlights vital issues for Italian democratic processes.

In 1984 prime minister Craxi’s ‘Berlusconi Decree’ overturned a court order banning Berlusconi from broadcasting, and the 1990 Legge Mammi bill formalised the Berlusconi/RAI duopoly.

In the wake of the collapse of the old political elites and parties after 1992 and amidst the corruption charges of ‘Tangentopoli’, Berlusconi moved to fill the void through the creation of the populist Forza Italia party, in alliance with the neo-fascist Alleanza Nazional and the Northern League. His first foray in the political arena lasted from March to December 1994, but Berlusconi was re-elected in May 2001 with a much stronger majority in the Parliament and Senate.
Through Mediaset and RAI, whose board is appointed by parliament, the prime minister in effect controls about 90% of Italian TV viewership. The paradox of his situation is that he receives licences for his three Mediaset private TV channels from the very body, the state, which he has been appointed to head. At the same time, a 1957 law states that the recipient of state licences is ineligible to sit in parliament. Berlusconi has done nothing to resolve the conflict of interest between his political and media power. Vague commitments to divest himself of his media assets have not been carried through - indeed he moved to acquire additional print and radio operations from the Il Sole 24 Ore group in 2001. Berlusconi insists that the Italian people are not interested in the conflict of interest.

The Italian media market is controlled by Italian companies. There are no cross ownership restrictions between the radio and the press sector and some players have shares in both markets: Gruppo Editoriale Espresso and RCS. Ownership restrictions exist however in the press sector, which prevent any dominance in the market. Therefore the Italian press market is considered as being relatively diverse. In contrast, the power in the television broadcasting sector is almost completely concentrated in the hands of one man due to the unique position of Prime Minister Berlusconi. The effects have been described above.

The changes in the ownership and antitrust rules in the new Law on Broadcasting (Gasparri Bill) raise serious concerns regarding the promotion and protection of media diversity and plurality. In 2008, cross-ownership limitations between television and press will be abolished. Furthermore the number of licenses that one single person can hold will be changed. This would allow consequently Retequattro (a channel of the Mediaset group) to continue broadcasting on terrestrial frequencies, although the constitutional court had insisted that Retequattro should become a satellite channel in January 2004. In addition, the reduction of the ownership threshold based on economic revenues from 30% to 20% is weakened by its calculation on the basis of the integrated communications system (total revenues from all media markets), meaning that the percentage is calculated on a broader market. But the broader the relevant market, the less probable is the creation of a dominant position. Finally, the Bill provides for the progressive privatisation of RAI and a change in the composition of its Board of Governors (number of members and nomination process). The President of the Republic, Carlo Azeglio Ciampi, returned the Gasparri Bill to the Parliament on 15 December 2000. He stated that there was a risk of permitting the creation of dominant positions, and of not ensuring plurality. However, in May 2004 the Gasparri Bill was passed.
The Italian radio market is structured like the TV sector. The major player with a market share of 44% is the public broadcasting company, RAI, which operates five radio channels, RADIOUNO, RADIODUE, RADIOTRE, Isoradio and Notturno Italiano. Aside from RAI, there are also 14 national commercial networks and nearly 200 local radio stations. Gruppo Editoriale Espresso has ownership interests in three radio channels with a total market share of 20.7%. The RCS Group’s radio interests include the AGR (news agency), CNRplus (syndication of local radios) and RIN - Radio Italia Network. In 2005 Fininvest entered the radio market through the acquisition of the national network radio 101 one-o-one by its Mondadori.

The Italian television market is characterized by a duopoly between the public broadcaster RAI and the commercial broadcasting company Mediaset. Both operators together account for almost 90% of the total audience share.

Mediaset operates three channels: Canale 5, Italia 1 and Retequattro. Canale 5 is the most successful and reaches alone a market share of 22.9%. The combined audience share of the three channels was 43.9% in 2003. Prime Minister Berlusconi has beneficial ownership of around 96% of the Fininvest holding company. Fininvest has a 35% controlling stake (down from 50.7% in 2005) in Mediaset.

RAI is a public-owned company, governed by a board appointed by the Chamber of Deputies and the Senate. It is financed from both license fee and advertising.

With a market share of 1.29% the channel, La 7, owned by the Telecom Italia Group through its company Telecom Italia Media, which was established following the spin-off of Seat Pagine Gialle, is the third player in the Italian television market.

Due to its political leadership Prime Minister Berlusconi can also influence the public service broadcaster, therefore his dominance in the Italian television market is unique, although Italy always has known a strong link between politics and media.

As already mentioned the written press sector is relatively diverse and pluralistic. However, newspapers are not as popular as a source of information as television. Only 41% of the population reads a newspaper. Major players in the press sector are RCS Media Group and l’Espresso. The Gruppo Editoriale L’Espresso owns the national daily La Repubblica (circulation 622,000), the weekly L’Espresso (one of Italy’s two major weekly news magazines), 15 regional newspapers and several magazines. The RCS Media Group, controlled by a trust (including FIAT, Mediobanca,
Gemina, Gruppo Italmobiliare, Assicurazioni Generali, Pirelli, etc.) publishes, through its company RCS Quotidiani, the leading Italian daily Corriere della Sera (circulation 677,000) and La Gazzetta dello Sport (circulation 409,000) and several magazines. Besides these two companies, the Fiat Group owned daily La Stampa (circulation 347,000), the financial newspaper, Il Sole 24 Ore (circulation 378,000) published by the Industrialists’ Association (Confindustria) rank as fourth and fifth on the list of the best-selling Italian newspapers. Recently IL Sole 24 launched also two radio channels and a satellite TV station. Furthermore, Monrif, the financial holding company of the Monti-Riffeser publishes through the publishing company Poligrafici Editoriale (59.6% stake) the three newspapers in Italy, which are leaders in the local news segment. In 2000, Poligrafici Editoriale acquired 100% of Press Alliance, the publishing company of the French newspaper France Soir. Caltagirone Editore S.p.A. is the holding company that controls Il Messaggero (circulation 243,000), Il Mattino, Leggo (free national newspaper). In the magazine sector, Mondadori is the leading publishing company, (also one of the largest in Europe), with a claimed share of 40% of the sector. The main shareholder is Fininvest with a 50.2% share.

**CABLE AND SATELLITE OPERATORS**

After the European Commission’s conditional clearance of the merger between the two Italian pay-TV operators Stream and Telepiù, only one satellite operator remains on the Italian market. News Corp., the acquiring firm, is a global media company, owned by Rupert Murdoch, which is active in the film and TV industry, publishing (newspapers and books) and a number of other areas. It controlled the Italian (satellite) pay-TV platform Stream jointly with Telecom Italia. Telepiù, the acquired firm, was controlled by Vivendi Universal, itself a global media group. Taking into account the financial difficulties of both operators and the specific characteristics of the Italian pay-TV market, the Commission concluded that “authorising the merger, subject to appropriate conditions, would be more beneficial to consumers than the disruption that would have been caused by the likely closure of Stream, the smaller and weaker of the two existing “operators” despite the creation of a near monopoly. The new company is called Sky Italia and is owned by News Corp. with an 80.1% share and by Telecom Italia with 19.9% share. It has approximately 2.2 million subscribers.
FININVEST/MEDIASET

Fininvest SpA is the holding company of one of the most important international multimedia groups. The company has an established market leadership in a range of sectors, through Mediaset in commercial television, in publishing through Mondadori, in the cinema through Medusa and in sport through A.C. Milan football club. The company also operates in the information directory sector, where it is represented by Pagine Italia, and it has an important stake, jointly with the Doris Group, in the Mediolanum Group, one of the leading Italian companies specialising in insurance, financial and pension products.

Television and Radio

In Spain with Telecinco and its advertising company Publiespaña, Europe’s most profitable broadcaster, Mediaset holds a controlling stake of 50.1% and has management responsibility.

Asides of its Italian TV broadcasting activities and its stakes in the Spanish TV station Telecinco, Mediaset has a 14.35% share of Breton cable TV group TV Breizh (News International holds 13%). Moreover, Fininvest operates several pay-TV channels.

Mediaset’s digital terrestrial platform offers premium content like live football, due to the pay-per-view offer Mediaset Premium.

In 2005 Mondadori acquired the national radio network Radio 101 One-O-One.

New media

It also moved into telecommunications, taking a 19.5% holding in fixed line operator Albacom and a 9% stake in the newest Italian mobile phone operator, Blu, which it sold in 2001.

The Mediadigit subsidiary incorporates Mediaset’s new media operations, including themed TV channels, internet and teletext activities.

Publishing

Mondadori (50.3%) is one of the largest publishing houses in Europe. Over 50 separate subsidiaries and associate companies operate via printing and publishing businesses in Spain, Germany, the UK and Latin America. Mondadori claims 31% of the Italian market for books (imprints including Elemond Group, including Giulio Einaudi Editore, Sperling and Kupfer SpA, Edizioni Frasinelli, Librerie Mondadori Elleme) and around 60% of the magazine sector, with over 44 titles
including the weekly Panorama, Italy’s most popular weekly news magazine, women’s magazines (Moderna, Grazia and Marie Claire), general interest titles Chi and Tu, and Italy’s best-selling TV guide, Sorrisi e Canzoni TV.

Mondadori is also involved in joint ventures such as Cosmopolitan with Hearst Corporation; Men’s Health with Rodale Press; and a number of magazines, including the general interest title, Focus, with the Bertelsmann subsidiary, Gruner & Jahr/Mondadori SpA. It also has printing operations in Germany and Spain.

Mondadori.com is the umbrella for all the group’s internet publishing activities.

Fininvest also controls a leading national newspaper, Il Giornale (circulation 209,000) and Il Foglio.

It publishes phone directories—Pagine Utili— and through the Grijalbo Group in Spain has book distribution units in Colombia, Argentina, Spain, Chile, Uruguay and Venezuela.

Others

Property Development and Construction

Edilnord

Cantierie Riuniti Milanesi

Music

Mediaset has recording and rights management units.

Retail

Blockbuster Italia - video rental (51%)

Standa department store group

Supermercato supermarket chain

L’ESPRESSO GROUP

The group is controlled by Carlo de Benedetti through the Finegil and CIR industrial conglomerates. Gruppo Editoriale L’Espresso SpA publishes the national daily newspaper la Repubblica (circulation 622,000) and the weekly magazine L’Espresso. Through its subsidiaries it also publishes 16 local daily newspapers, broadcasts three national radio stations, operates in the Internet sector and collects advertising for the group’s publications and also for some third-party publications.
Written Press

La Repubblica is second in terms of circulation. Apart from the national edition there are nine local editions (Rome, Milan, Turin, Bologna, Genoa, Florence, Naples, Palermo and Bari). Various weekly supplements are published with the newspaper (among the main ones are Affari & Finanza, Il Venerdì and D-la Repubblica delle Donne). Various multimedia products and published works are also sold alongside the newspaper as add-ons.

L’Espresso is the second weekly opinion magazine in Italy with a circulation of 390,000 copies. L’Espresso too offers printed and multimedia products as add-ons. Among the other periodicals of the group, the Italian edition of the National Geographic has a circulation of over 123,000 copies.

Through its subsidiaries, the group publishes 16 local dailies, forming the most firmly established and widespread network in Italy and reaching 3.1 million readers in 10 regions every day.

Radio and Television

Radio Deejay is the top ranking private radio station in Italy. Furthermore the group operates Radio Capital and m2o, which targets young and very young listeners. The group also operates on digital television through its music channel Deejay TV, which is based on the successful Radio Deejay format.

Moreover, the group operates Kataweb SpA, which was established in January 1999 and is responsible for the development of the Internet activities of the group.

Furthermore the group owns an advertising collection: A.Manzoni&C, which holds the advertising concession.

RCS Media Group

RCS MediaGroup is a holding company with subsidiaries operating in the media and publishing sectors: RCS Quotidiani, RCS Periodici, RCS Libri, RCS Pubblicità and RCS Broadcast.

RCS MediaGroup assumed its present name and constitution on May 1st, 2003, following the restructuring process of the parent company HdP – Holding di Partecipazioni Industriali, a number of associated companies and the Rizzoli - Corriere della Sera Group.

RCS MediaGroup is the Italian publishing group with the strongest presence on international markets, particularly in Spain, where it owns a majority interest in the Spanish group Unedisa (publishers of El Mundo, Spain’s second-largest daily
newspaper). In France it has a controlling interest in the French publishing group Flammarion. RCS MediaGroup is likewise present through a number of joint ventures, partnerships and distribution activities in several markets worldwide.

**Newspapers**

Through RCS Quotidiani the group publishes the daily newspapers both in Italy and abroad. Corriere della Sera is Italy's most sold and read newspaper. La Gazzetta dello Sport is the Italian newspaper boasting high readership (over three million readers) and it ranks third at national level as far as the number of copies sold. Corriere della Sera also distributes in some Italian regions with local editions, offered at the newsstand together with the national paper (Corriere del Mezzogiorno, Corriere del Veneto, Corriere del Trentino and Corriere dell'Alto Adige). RCS Quotidiani also is active in the free sheets sector, where the group has been present since 2001 with the free daily City (over 650,000 copies every day in six Italian cities).

**Book publishing**

RCS Libri's turnover was more than the half of this amount is obtained abroad. RCS has a 100% controlling interest in the Flammarion group, one of the major French publishers. RCS Libri reaches a high penetration in international markets, with a presence in the United States. The group also holds other important interests: it owns a relatively majority share in Adelphi with a 48% stake; and a 50% interest in RL, Rizzoli-Longanesi, the joint venture which publishes the Superpocket collection. A few years ago it started collaborating with Skira in the segment of artistic publishing. RCS Libri holds a 24% stake in Editions d’Art Albert Skira. The Division Education group oversees the publication of schoolbooks, professional materials and reference materials.

**Magazines**

RCS Periodici is present in the segment of “family” magazines with Oggi, Visto, Novella 2000, Astra, Domenica Quiz and Domenica Quiz Mese; in the sector of men’s magazines with Il Mondo, Capital, Max, L’Europeo, Newton; and in the sector of women’s magazines with Amica, Io Donna, Anna, Brava Casa, Casamica. The position of RCS Periodici on the Italian market is strengthened by the magazines published by Sfera Group, which the group took over during the second half of 2000, and by the magazines of DARP (DeAgostini Rizzoli Periodici), a joint venture between RCS Periodici and Istituto Geografico De Agostini.

**Others**

RCS Pubblicità is the leader in the field of press advertising in Italy. The company’s print media portfolio includes weekly magazines and monthly publications, as well as the major daily newspapers and a free sheet.
RCS Broadcast is the company managing all of the group’s activities connected with the world of news and entertainment radio; it comprises AGR (Agenzia Giornalistica Radiofonica), the radio syndication CNR and RIN – Radio Italia Network. RCS Broadcast was originally founded in 1980 under the company name of Editoriale Sper.
Latvia

Latvia’s geographic position makes it a commercial, financial and transport hub for the Russia/Baltic region. Latvian is the country’s official language but most residents speak Russian and a third of the population are ethnic Russians, so that both the public broadcaster, Latvian Television (LTV), and the commercial channel TV3, owned by Modern Times Group (MTG) broadcast in Latvian and Russian. Latvian Independent Television re-transmits the Russian station ORT.

Radio

The public service broadcaster has four stations broadcast at the national level. In figures of audiences share, the PSB is the most successful (31.5%). There are three commercial national radio stations: Radio SWH and SWH+ owned 50% by LNT and Star FM owned by the Swedish Modern Times Group. The stations of LNT accumulate an audience share of 17%. While Star FM of MTG reaches an audience share of 5%. Furthermore there are 29 regional and local radio stations.

Television

The public service broadcaster has two national channels (LTV1 and LTV2). The PSB is the only national player in the audiovisual TV market. Its share of the audience in 2002 was 19%. The most popular channel is the commercial channel LNT (Latvijas Neatkariga Televizija) with an audience share of 25%. The Polish company Polsat holds the majority share (60%). The second commercial channel TV3 is owned by the Modern Times Group and has a 12% audience share. There are twenty-four regional and local television channels, which operate in small transmission areas and broadcast for just a few hours a day.

Written Press

The main players in the Latvian language press are the publishing houses Diena AS and Preses Nam, while the main publishers in Russian are Petits and Fenster.

Bonnier, through its stake in Alma Media, has a share in the Baltic News Service and the Business Information Group. Baltic News Service is based in Tallinn. It has a daily distribution of 1000 news headlines in five languages: Estonian, Latvian, Lithuanian,
Russian and English. The Business Information Group specializes in business news. Bonnier is one of the ten biggest publishers in Latvia through Diena AS, in which Bonnier has an 83.5% stake. Diena AS publishes Diena (circulation 60,000), Dienas Bizness, Spogulisa and ten other regional newspapers. Diena has a very strong position and it is the most read newspapers in Latvia. The second best selling daily newspaper is Lauku Aivize (circulation 59,000) published by A/S Lauku Avize. Mediju Nams (owned 92.2% by the Latvian Ventspils Nafta Stock company who are involved in shipping, oil, real estate and publishing) publishes the three daily papers Neatkariga Rita Aviz, (circulation 40,000) Rigas Balss (circulation 23,000) and Vakara Zinas (circulation 16,000). Since merging with printing group Jana Seta in 2000, the company is now the largest printing and publishing company in the Baltic States. There exist some indications that Lauku Avize was acquired by the indirect owners of Mediju Nams, the nature of the relationship is however not clear.

The Russian press market, by contrast, is less concentrated; the number of publishers has increased. Aside from smaller publishers who put out one or two titles, there are two larger publishing houses: Fenster (owned by Andrey Kozolv) and the Petits Publishing house (owned by Aleksey Sheinen). The latter is the largest Russian language publisher in the Baltics and publishes the daily paper Chas (circulation 20,000), the free paper Rigas Santims, and a range of magazines, and also owns the Petits Advertising Agency. The other Russian language publishing house, publishes Vesti Segodna (circulation 32,000), Latvia Santims (published 3 times a week) and the weekly 7 Secretov, and several magazines.

**CABLE AND SATELLITE OPERATORS**

While there are approximately 37 cable operators in Latvia, there are only three major players: Baltcom TV, which belongs to the Latvian company SIA Alina, Telia MTC (a subsidiary of a Swedish company, Telia International) and Livas. All three offer high speed Internet access. The other small cable operators provide services only at the local level.

**CONCLUSION**

The press and the broadcast media in Latvia generally operate freely, with few legal restrictions on their work, and a wide range of political viewpoints are represented in more than 200 newspapers. After independence in 1991, dozens of television channels emerged but the number fell dramatically following the introduction of the 1995 broadcasting law. Latvia’s broadcasting law is being harmonised with the European Union’s Television Without Frontiers directive. The legal framework, and the enforcement of laws, remains weak and Latvia needs a sound legal basis to determine the role of public TV and protect it against state influence.
Lithuania

Ownership concentration has taken place in the press sector and plays an increasing role in the broadcasting sector. International companies from Norway and Sweden target the Lithuanian media landscape. Foreign companies are supporting a policy of investment in television rather than in the daily press or magazines. In terms of investments in the media sector, Lithuania is the second Baltic country but far behind Estonia, which captures the majority of European investment.

Radio

Market leader in the radio sector is the PSB LRTV which operates two national radio stations. The PSB station LR1 is the most popular nationwide station with an average audience share of 21.5%. The main commercial groups include the M-1 stations, UAB Radiocentras and Pukas. All companies are locally owned. M-1 operates two stations at the national level which, reach an audience share of 12.5%. Furthermore it has some ownership interest in several regional channels, especially in the Lietus radio network (10.5% market share). UAB Radiocentras owns the two stations Radiocentras (8.7% market share) and RC2, and they have a 50% share in Russkojie Radio Baltija, which reaches in Lithuania an audience share of 9.5%, but is the most popular station within the capital Vilnius with a 22% audience share in the city. Pukas operates two national stations and reaches an audience share of 10.8%.

Television

The Lithuanian audiovisual market is dominated by foreign capital, mostly from the Nordic countries. Lithuania has 28 commercial broadcasters, the majority of which are local or regional. The two strongest channels are the commercial stations LNK and TV3. A fourth commercial channel TV4 has around 10% market share. The most popular channel LNK was previously owned by the Swedish group Bonnier, who sold it to MG Baltic Media in 2003. LNK had over 28% of the audience share. TV3 is owned by the Modern Times Group (Sweden) who also own Tango TV and have a combined audience share of 26.5%. TV4 belongs to the Polish company Polsat, which now due to financial difficulties holds only a minority share (24.88%) and Polaris Finance B.V. (a company registered in The Netherlands). The public service broadcaster LRTV has two channels and a market share of about 12%.
LRTV is financed by a state subsidy and advertising. A licensing fee or tax that every television purchaser would have to pay is proposed as the future source of income for LRTV.

**Written Press**

Most of the major national and regional newspapers are owned by Lithuanian companies. One of the top selling newspapers is *Lietuvas Ryta* (circulation 74,000). It reaches a market share of 21.2%. The newspaper is owned by G. Vainauskas, also editor-in-chief, who has interests in printing, a TV magazine, a basketball team and other non-media related businesses. *Respublika* (circulation 34,000) with a weekly Russian language version is owned by Mr. Tomkus, who has a printing business and publishes TV magazines. The company also owns the best selling tabloid *Vakaro Zinios* (circulation 88,000), which has a market share of 22%. The best selling regional newspaper, *Kauno diena*, is owned by the Norwegian based Orkla Press. Aside from this there is not much foreign interest in the Lithuanian press sector. There are some foreign interests in the magazine sector. Schibsted (Norway) owns a majority share (67%) of Lithuania’s largest magazine publisher Zurnalų Leidybos Grupe (ZLG), which reaches a market share of 20-25%. The Swedish media company Bonnier plays a small role in terms of market shares in Lithuania with only one newspaper published under the name Verslo Zinios (circulation 10,000).

**Cable and Satellite Operators**

In Lithuania, according to recent figures, 38.8% of the households subscribe to cable or satellite television. The cable industry remains very fragmented with 55 cable and 4 MMDS operators, serving 298,000 subscribers. The cable market does not present any media concentration concerns.
Luxembourg’s media market is characterized by geographic and demographic constituency. Due to its location next to Germany, Belgium and France, Luxembourg has a high degree of penetration by foreign broadcasters. At the same time, the market is dominated by two groups: RTL in the television and the Imprimerie Saint Paul in the publishing field. Both groups are present in the radio sector, and while taken together they control two thirds of the market, RTL is clearly the dominant one with a market share of 54.5%.

The radio sector is dominated with foreign broadcasters. Therefore the small Luxembourgian radio broadcasters are in direct competition with bigger foreign radio stations. Besides RTL Radio Lëtzenburg, which has a market share of 54.5%, the stations include DNR (Imprimerie Saint Paul, 12.2% market share), the public financed 100.7 (2.8% market share) and Eldorado (4.9% market share). Imprimerie Saint Paul, which is owned by the Archbishopric of Luxembourg, also broadcasts Radio Latina, which caters to the Latin minority in Luxembourg. Given the neighbouring markets of Belgium, Germany and France, foreign radio broadcasters capture a significant part of domestic listeners, reaching almost 22%.

Luxembourg does not have a public broadcaster, therefore the Luxembourg based RTL group carries out some of the typical public information duties. Foreign broadcasters, especially French and German stations, have an even more important position within the television market. Only 12% of the market share is reached by domestic broadcasters. Besides the RTL group, which broadcasts a program in Luxembourgian and reaches alone almost the whole 12% of the market watching domestic programming with RTL Télé Lëtzebuerg, there are smaller channels which broadcast in Luxembourgian: Tango TV (Everyday Media), Nordlicht TV and the Uelzechtkanal. In the addition to their German channels, which are broadcast in Luxembourg, the RTL group is the most important broadcasting group operating in the Grand Duchy with an average audience share of 28.2%. French-language groups TF1, and the youth channel M6 (owned 48.4% by the RTL group) attract 10.7 and 5.2% of viewers, respectively. The channels of the German ProSieben Sat.1
reach 12%. Foreign public service broadcasters are also popular in Luxembourg, with an accumulated audience share average of 25.9%. Notable among these is the international edition of Portuguese public service channel RTP which attracts almost 5% of viewers daily.

**Written Press**

Compared to its amount of inhabitants, Luxembourg provides a huge number of newspapers: five dailies, two of them in French, three weeklies, one in French, two TV guides and family magazines, as well as a satirical magazine. Most of the publishing houses are owned by groups like the Catholic Church, political parties or trade unions, therefore their content is broadly influenced by their owners. Moreover, the written press benefits from a direct press subsidy. Similar to the television industry, the newspaper business is divided along linguistic lines, with each of the main publishing houses producing both a French and a German language daily. The Inprimerie Saint-Paul controls 90.9% of the country's daily newspaper market. The company's top selling newspaper is Luxemburger Wort with an average circulation of 74,525 and a market share of 65.5%. Ranking second is is Tagblatt with an average circulation of 17,106 and a market share of 25.3%. It is owned by Edipress.

**Cable and Satellite Operators**

Luxembourg is home to Europe’s leading satellite operator (DTH reception of TV, radio and IP-based content), SES Astra, a regional subsidiary of the leading satellite operator worldwide, SES Global.

The cable market is divided between three major operators, the biggest of them with around 45,000 subscribers being Eltrona, in which the old state monopolist P&T Luxembourg holds 34% of shares after buying out CLT-UFA (RTL) in 1999. The other two are both foreign owned, Siemens being a subsidiary of the German group, while Coditel is owned by France’s Altice One Group.
Macedonia

The media sphere in Macedonia is characterized by a large number of media outlets, particularly in relation to its territory and population, estimated at approximately two million people. The legal system, including the constitution, protects freedom of speech and access to information, however, the implementation of specific regulations in the media market is loose. In the field of electronic media, the state broadcaster of Macedonia, with its three national channels, is operating alongside private radio and television stations. In printed media, there is a multitude of media editions competing in the market. In addition to the media in the Macedonian language, there are also media outlets in Albanian, directed towards the audience of ethnic Albanians in the country, who form a substantial ethnic minority in Macedonia.

Both the broadcast and the print media are extremely non-transparent in terms of ownership. No one knows the ownership structures. Criticized especially is the problem of the concentration of several business conglomerates in the press, like the domination of large business entities like Makpetrol on Telma TV, or Sileks on Sitel TV.

There are five private national television stations and three state television channels. The public broadcaster Makedonska Radiotelevizija operates three TV channels. The channels have a total market share of around 22.6%. The third public channel broadcasts in the languages of the ethnic communities. In 2004 three new private channels were permitted. Of the three new private national television concessions, one was for an Albanian-language broadcaster, TV AlSat-M (which by the end of 2004 was not yet broadcasting). However, the particularly poor Albanian-language programming is leading that population to turn increasingly toward television programs aired from Kosovo and Albania, which are perceived to be of much better quality. Sitel with a market share of 14% and the leading commercial channel A1 with 37% are the most important private stations in the TV sector. Also awarded national concessions were the Macedonian-language Telma TV and Channel 5, which began broadcasting during 2004. Foreign broadcasting stations have a high degree of penetration within the Macedonian TV market, mostly programs in Croatian and Serbian reach a high share. But also programs broadcasted in English are popular, like MTV, Canal+, Hallmark, Eurosport and Discovery Channel. All foreign stations combined have an average audience share of 15%.
The radio market is highly fragmented. There are three commercial radio networks that provide national coverage: Radio channel 77, Radio Antena, and Radio Ros. The PBS Macedonian Radio broadcasts on three channels in Macedonian and in the language of the minorities. There are 73 local commercial radio stations.

CABLE AND SATELLITE OPERATORS

Macedonia’s cable network is still growing. There are around 65 mostly local operating cable companies, which offer rich and diverse programs.

The initial phase of digitalization of microwave systems for distribution and contribution of audio and video signals and connection of the basic network with public national networks of neighboring countries has just started.

WRITTEN PRESS

There are 13 daily newspapers and more than 60 magazines. The so-called print monopoly, under which all three major Macedonian-language daily newspapers, Utrinski Vesnik (circulation 20,000), Dnevnik (circulation 55,000), and Vest (circulation 35,000), are owned by the German media giant WAZ, did not deter new competition from entering the market. Two new Macedonian-language dailies, Vreme (circulation 45,000) and Vecer (circulation 10,000), started in 2004. In the Albanian language, the daily Flaka, a one-time state-owned title, resumed publishing along with dailies Koha Dirore and Bota Sot, versions of Kosovo titles with a local production team producing about six insert pages of Macedonia news. However, Bota Sot and Flaka stopped publishing shortly before the end of 2004, and it is not clear whether they will restart.

MAJOR PLAYERS

WAZ

While the media market in the country is fairly fragmented, in recent years the dominant player in the media sector in Macedonia in terms of foreign ownership became OST Holding Vienna - WAZ. This company is the main owner of companies that are publishing the three most popular daily papers in the country in Macedonian language: Dnevnik, Utrinski Vesnik and Vest.

Source: Media Ownership and its Impact on Media Independence and Pluralism, Peace Institute Ljubljana, 2004
**WAZ** owns a controlling stake in all three publications. In the case of the ownership structure of **Izdavastvo Krug DOO** from Skopje, which is the publisher of the daily newspaper *Dnevnik*, the ownership is almost 100%, with the remainder of ownership stakes belonging to several individuals.

The two major owners of the publishing company **Most** from Skopje, publisher of the *Utrinski Vesnik* daily, are **WAZ** with a majority stake of 51.16%, and **GOFI**, a company from Skopje with a 24.33% ownership. The remaining stake of 24.51% is divided among five individuals. A similar situation, with **WAZ** owning the controlling stake, can be found in the case of the publisher of the *Vest* daily, **DOO Ogledalo**, a company from Skopje. Here, **OST Holding Vienna** is the owner of 51.06% of the company, while **GOFI** owns 24.05%. Third owner in terms of the size of the ownership stake is the company **Fersped**, with a 14.83% stake. The remaining 10.06% of the company is in the hands of two individuals.

<table>
<thead>
<tr>
<th>Daily paper</th>
<th>Publishing company</th>
<th>Main owner (%)</th>
<th>Other owners (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dnevnik</td>
<td>Izdavastvo Krug DOO</td>
<td>OST HOLDING - 93.8</td>
<td>five individuals - 6.2 (Branislav Geroski, Vladimir Bogoiev, Zlate Lozanovski, Bojan Kicurovski, Milorad Stojmanovski)</td>
</tr>
<tr>
<td>Utrinski Vesnik</td>
<td>DID Most Branko Erol i dr. DOO</td>
<td>OST HOLDING - 51.16 GOFI DOOEL - 24.33</td>
<td>Five individuals - 24.51 (Manco Mitevski, Branko Trckovski, Vasil Mickovski, Erol Rizaov, Ljupco Popovski)</td>
</tr>
<tr>
<td>Vest</td>
<td>DOO Ogledalo Skopje</td>
<td>OST HOLDING - 51.06 GOFI DOOEL - 24.05</td>
<td>Joint stock company Fersped - 14.83 Two individuals - 10.06 (Donco Mircev, Goran Mihajlovski)</td>
</tr>
</tbody>
</table>
Malta

Despite of the small size of the country, the Maltese media landscape is rich and diversified. However the audiovisual market is characterized by a strong relation between media and politics. Political parties are direct investors in commercial media. Moreover the market is divided into two language sectors: English and Maltese. The English media market is larger. Furthermore Malta has a high penetration by foreign broadcasters especially from Italy.

**Radio**

The radio sector contains around twenty mostly local radio stations. Only since 1991 have private radio stations been allowed on the market.

The PSB operates three channels: Radju Malta, FM Bronja and Radju Parlament. Radju Malta has an audience share of 12.87%, making it the third most popular station. 

The radio broadcasting industry is characterised by a few stations who have always maintained a leading position. The commercial radio station Super One Radio is the market leader with 16.99% market share. It is owned by the Malta Labour Party. The Nationalist Party owns Radio 101 which has around 7.4% of the audience share. The Green Party Alternattiva Demokratika owns Capital Radio, which has a 8.21% share of the audience. The Catholic Church owns one national radio station RTK which has a 16.76% audience share and is therefore the second most popular station.

**Television**

The PSB has an important market share; it operates two TV channels. The public broadcaster TVM reaches an average audience share of around 27% and is therefore the market leader. Due to its geographical shape and its size, there is a high penetration of foreign broadcasters especially from neighboring Italy. All Italian broadcasting stations reach together an audience share of around 41%. But according to its close historical link to UK, British television is also largely represented with a market share of 17.8%.
The most successful commercial station is Super 1 TV, which is owned by the Malta Labour party and is the second most popular channel with an audience share of 16.7%. The Nationalist Party owns the NETTV channel, which has an audience share of around 10%.

**Written Press**

Malta has four daily newspapers, two written in Maltese and two in English. There are also three Sunday papers in Maltese and three published in English. Additionally, there are two Maltese weeklies and two English ones, including business newspapers *The Malta business Weekly* and *The Malta financial & Business Times*. The most popular daily is *The Times*, which reaches a circulation of 37,000 and is published by **Allied Newspapers Ltd**. The company also publishes the Sunday newspaper *The Sunday Times*. Another player in the English-language publishing market is **Standard Publications Ltd**, which publishes *The Malta Independent*, *The Malta Independent on Sunday* and *The Malta Business Weekly*. In the Maltese publishing market, the main titles are those published by the **Union Press Co. Ltd** (owned by the General Workers Union). They publish a daily paper, *L-orizzont* and a Sunday paper, *It-Torca*. The Malta Labour Party publishes the Sunday paper *KullHadd*. The Nationalist Party publishes the most successful Maltese daily, *In-Nazzjon*, and the Sunday paper *Il-Mument*. Almost all print media are present on the web through their own sites.

**Cable and Satellite Operators**

The only cable company in Malta is **Melita Cable** which was started in 1991. It provides over 50 different channels. **Melita** through its fully-owned subsidiary **Video On-Line** is also the leading Internet service provider in Malta.
The Netherlands

The Dutch press sector is particularly highly concentrated. There are no press ownership restrictions in the Netherlands. The cross-ownership restrictions prevent a company with 25% or more of the market share of national printed press from owning more than one-third of a national broadcaster. The media have been shaped by the Dutch social structure of pillarisation, which developed in the late nineteenth century. Pillarisation consisted of a division of society along the lines of religious and/or political convictions. Until the late sixties, for example, newspapers were officially or unofficially attached to one of the four pillars – Catholic, Protestant, Socialist or Liberal – and the papers were used as a means of spreading party or religious viewpoints.

In newspapers the ties between national newspapers and political parties or the church were modified in the late sixties. Since the late seventies most newspapers have an Editorial Statute, which describes and guarantees issues such as a newspaper’s identity, commercial pressure, editorial budgets and independence.

In contrast, the broadcasting sector is considered one of the most competitive broadcasting markets in Europe, due to the large number of different channels in relation to the number of inhabitants and the small size of the language area. In the public broadcasting system, the association of Dutch broadcasters, the Nederlandse Omroep Stichting (NOS) is still influenced by pillarisation, with broadcasting associations connected to each pillar involved in NOS, although the law has changed to allow the inclusion of new associations and viewpoints.

Radio

The radio sector in the Netherlands is characterised by a range of operators and the strong presence of the public broadcaster, at both the national and regional level. There is a variety of national public and commercial stations as well as regional and local ones. The public service broadcaster NOS’s five radio stations each have their own specialist area: Radio 1, news and sport; Radio 2 light information and music; Radio 3, pop music; Radio 4, classical; and Radio 5 provides news to minority groups.

Aside from the NOS, there are also 15 national private radio stations. National public service radio channels account for 31.2% of the market share, while the regional public service has 14.7%, a combined share of almost half the audience (45.9%).
most important players in the commercial radio sector are Bertelsmann through RTL Group (Yorin FM and RTL FM) and News Corporation (Sky Radio and Radio Veronica), and the investment groups Talpa (Noordzee FM and Radio 10 Gold) and Advent International (Radio 538). News Corporation reaches a market share of 14.4%, Talpa 11.2%, Advent 10.7% and Bertelsmann 3.5%.

**Television**

The television sector is dominated by the activities of three strong suppliers. The public service broadcaster together with the biggest commercial operators Bertelsmann through RTL Group and SBS jointly control 85% of the market. NOS is responsible for the coordination of national public broadcasting in the Netherlands. It consists of eight independent, non-profit broadcasting organisations, which represent major groups in Dutch society. TV channel Ned 1 is concerned with religious and humanist values and programming. Ned 2 with family, education and sports and Ned 3 puts more emphasis on cultural and informational programmes. The public broadcaster reaches a market share of 36.6% and is therefore the largest player in the television market.

The main commercial broadcaster is RTL Nederland, largely owned by Bertelsmann through the RTL Group, which broadcasts three channels, RTL4, Yorin and RTL5 from Luxemburg. RTL has a market share of 28%. SBS Broadcasting B.V. operates the channels SBS6, NET5 and Veronica. The third channel of SBS called V8 became the new Veronica TV channel on the 20 of September 2003, after certain media assets of Veronica Holding (Veronica Uitgeverij, Veronica Litho and Veronica Digitaal) became part of SBS Broadcasting BV. In total all the TV channels of the SBS group have a market share of 20.7%. The Netherlands' largest daily newspaper company De Telegraaf holds a 27% stake in the company.

**Cable and Satellite Operators**

The Netherlands has the highest penetration of cable TV services in Europe and has one of the highest concentrations of cable viewers in the world. Cable is the dominant infrastructure for carrying television programmes with a market share of 93.4% of Dutch households. The market, however, is dominated by three companies, who account for 85% of subscribers (UPC, Essent and Casema). Aside from these three, there are around twenty small local or regional cable operators. UPC is 52.6% owned by US-based United Global Com, in which John Malone's Liberty Media has a 74% stake. At the end of 2004 UPC Netherlands had 23 million cable subscribers, 182,100 telephony customers and more than 397,400 Internet subscribers. Over 30% of Dutch households receive at least analog cable...
service from UPC Netherlands. It markets its telephony services through Priority Telecom and its high-speed data access portal through chello broadband. The company has a market share of 37.7%.

**Essent Kabelcom** a 100% subsidiary of Essent NV is the second-largest cable operator, with 1.8 million subscribers, about 26.7% of the market share. It has a package of 30 TV channels and 28 radio stations, and runs a limited digital TV service.

**Casema** is the third major player in the cable market. The acquisition of Casema by Liberty Media in 2002 was not permitted by the Dutch anti-trust authority because of Liberty Media’s interests in UPC Netherlands. The acquisition of Casema would have created a dominant position for the company. Casema is therefore in the ownership of two private global investment firms: the Carlyle group and Providence Equity. The Casema network is located mainly in the central and southwestern parts of The Netherlands. Casema is active in such cities as The Hague, Utrecht, Amersfoort and Breda. At the end of 2004 it had 1.4 million subscribers. Its market share was 21.5%.

The main provider of pay-TV satellite services is Canal+, part of Vivendi Universal. PCM’s proposed buyout of the Canal+ digital content business in The Netherlands was not permitted by the regulator because of the possible creation of a dominant position.

**Written Press**

With almost 30 different daily (national and regional) papers, two free commuter papers and hundreds of weekly titles (door to door), the reader is offered a broad and varied information package in print. But this high number of titles is in the hands of increasingly fewer suppliers. With respect to the daily papers, three dominant players can be distinguished: NV Holdingmaatschappij De Telegraaf, PCM Uitgevers NV and Wegener NV - who jointly cater for 83% of the readership market. The Holding De Telegraaf, which publishes by far the most successful newspaper De Telegraaf (circulation 753,000 and market share 18.3%) and the most successful free sheet Sp!ts (circulation 352,000), and PCM Uitgevers, which publishes de Volkskrant (circulation 308,000), Algemene Dagblad (circulation 288,000) and the NRC Handelsblad (circulation 257,000), both have a strong position within the national newspaper market. The former requires a market share of 35.5% and the latter reaches a market share of 24%, respectively. Wegener dominates regional press market. In total, it achieves a market share of 24.7%. 80% to 90% of all daily newspaper sales in The Netherlands are bought via subscription. PCM and Wegener announced plans to merge six of their newspaper titles by establishing a common joint venture. This will involve the national newspaper Algemene Dagblad and five regional newspapers.
The only weekly newsmagazines are *Elsevier*, *Vrij Nederland*, *HP/De Tijd* and *De Groene Amsterdammer*. In addition, there are a very large number of popular magazines which focus on specific interests for particular target groups such as women, young people, car enthusiasts, computer buffs, etc.

---

**THE MAIN PLAYERS**

**PCM UITGEVERS**

*PCM* is primarily active as a publisher of daily newspapers, door-to-door newspapers, general and educational books. *PCM Publishers* is the result of a merger between three organisations: *Perscombinatie, Meulenhoff & Co* and *Nederlandse Dagbladunie*. The holders of the ordinary shares are *Foundation Democracy and Media, De Volkskrant Foundation* and the *Foundation for the Promotion of the Christian Press* in the Netherlands. The cumulative preference shares are held by a number of financial institutions. *PCM Publishers* is also involved in multimedia activities. Nowadays investment company *Apex* owns 52.2% of the shares.

**Written Press**

Amsterdam-based *PCM* owns four of the top five best-selling national daily newspapers through its *PCM Landelijke Dagbladen* division. The titles are *Algemeen Dagblad, De Volkskrant, NRC Handelsblad* and *Trouw*.

The company is also involved in regional newspapers, including the *Rotterdams Dagblad, de Dordtenaar* and *de Rijn en Gouwe*.

It also publishes the magazines *Carp, StudiePlanner, TKMST* and *ON*.

**Books**

Furthermore, the company is involved in book publishing: book imprints include *J.M.Meulenhoff, A.W. Bruna, De Boekerji, Promethus, and Bert Bakker*.

*BoekNet* – internet book retailing

**DE TELEegraaf GROUP**

Alongside activities in the area of regional and national dailies, door-to-door papers and magazines, the publishing group *De Telegraaf* also has interests in a broadcasting company. The group has 27% of the shares in *SBS*. It wholly owns printing plants and a distribution company. In addition, *De Telegraaf* operates together with *UPC* in *Media Groep West* (textpages behind televisionchannels of *SBS*) and has a stake over 25% in the *Wegener* newspaper and magazine group.
**Newspapers**

Publishes eight newspapers, including the best-selling national daily *De Telegraaf*. The group is also active in the regional newspaper market where it publishes the country’s second most popular title, *Dagblad de Limburger* (circulation 221,000), *Limburgs Dagblad*, *Het Noordhollands Dagblad* (circulation 152,000), *Haarlems Dagblad*, *Leidsch Dagblad* and *De Gooi en Eemlander*.

In 1999 it launched a free daily newspaper aimed at the country’s commuters called *Splits* to compete with the *Metro*, the free commuter paper launched by Sweden’s *Modern Times Group* in a number of European cities.

**Magazines**

*De Telegraaf Tijdschriften Groep* publishes a range of general and special interest magazines.

**WEGENER**

*Wegener* takes up a final important position on the Dutch market for daily papers. *Wegener* is also a profitable newspaper publisher. Fellow publisher the *Telegraaf* holds a minority stake in *Wegener* shares.

The group is a major player in Western Europe in the direct marketing area, publishes specialised magazines and provides graphics products and services, has interests in digital publishing through its subsidiary *Wegener Multimedia*, the Internet and in other media companies in different areas (e.g. commercial regional radio, newspaper distribution and delivery, press agency, etc.). The interests of *Wegener* are spread throughout various regions but in three or four it is dominant. Given the restrictions on cross ownership and given *Wegener*’s interest in the radio sector, the authorities have required the company to divest some interests in the regional press sector.

**SANOMA UITGEVERS**

The Dutch consumer magazine subsidiary of Finnish media group *Sanoma WSOY*, acquired through the purchase of the consumer magazine division of *VNU* (150 titles across Europe).

In the Netherlands *Sanoma* publishes 52 magazines, including two of the top-selling general interest titles, *Donald Duck* (circulation 337,000) and *Story* (circulation 274,000). It also publishes two top women’s titles, *Librelle* (circulation 644,000) and *Margriet* (circulation 426,000).

In addition to publishing magazines, *Sanoma Uitgevers* coordinates *Sanoma’s* new media and film distribution and another subsidiary, *Aldipress*, which was also acquired from *VNU*, is responsible for magazine distribution in the Netherlands.
Norway

Norway is not a member of the EU. It is part of the European Economic Area (EEA) but, in a November 1994 referendum, it voted against joining the EU. It is the sole Scandinavian country not in the EU.

The Norwegian newspaper and broadcasting business is dominated by four Norwegian players – Schibsted, Orkla, A-pressen and NRK (the Norwegian Broadcasting Corporation). In addition, several foreign players are represented on the ownership side of media enterprises with large audiences. The Swedish Modern Times Group (MTG) owns 37.66% of the P4 radio station and all of the pan-Scandinavian television channel TV3. The Danish company Egmont is one of the three owners of the terrestrial station TV 2, with 33.3% ownership. In August 2005, the media company SBS got new owners; two American investment companies; Permira Advisers and Kohlberg Kravis Roberts & co. SBS has consolidated its position in Norway as owner of both the Radio 1 group and TVNorge.

**Radio**

The radio market is dominated by the public broadcaster NRK which reaches a market share of 60%. In 2003 the American-owned media enterprise SBS bought the local radio network Radio 1. This is Norway’s biggest local radio network, with “big-city radio” as its broadcasting concept and transmissions in the big towns. In local radio there are three big local radio networks. In addition to Radio 1, there is the French-owned NRJ, which has a licence in five Norwegian towns. The third big player is JærRadioGruppen, owned by Herman Skretting and A-pressen, which now controls 18 local radio stations in various places in the country. TV2 Group has increased its ownership of shares in Kanal 24, which has a market share of 5%, to 49%. The remaining shares of the radio station are split up between Adresseavisen, Faedrelansvennen and Adgerposten. MTG is represented in the Norwegian radio market through P4, a radio station which obtains 22% of the market share, and increased its shares in P4 to 37.77%.
As well as in the radio sector the public broadcaster NRK (NRK and NRK2) has also the dominant market share in the television sector, with a market share of 44%. The public service broadcasting station NRK does not carry advertising but it does receive subsidies to broadcast sporting events and educational programmes for audiences other than children and young people. NRK is the most popular channel (41% market share). NRK 2, launched in 1996, targets a younger audience and has a much smaller market share of 3%. The most successful commercial TV channel is TV2 with a market share of 30%. Schibsted, A-pressen and the Danish company Egmont own a third each of TV 2. TVNorge (10% market share) is owned by SBS Broadcasting. The Swedish MTG has a TV3 channel in Norway (6% market share), as it does in Sweden and Denmark. After the Ministry of Culture in the autumn of 2001 abolished the ownership limit of 33.3% in TV 2, Schibsted increased its stake to 33.334% of the channel’s shares. In the local TV market, A-pressen and Orkla have big ownership interests. A-pressen owns eight local television stations, Orkla controls two and has smaller and indirect stakes in a number of others. Like local radio, local television has a relatively small audience.

Written Press

The three biggest newspaper owners, Schibsted, A-pressen and Orkla, all together own 63.5% of the total daily press in Norway. Of the 15 biggest newspapers in Norway, only Dagsavisen does not have any ownership connection to the ‘Big Three’.

Schibsted is by far the biggest player in the Norwegian newspaper market. In 2004 this group had 30.97% of the total daily newspaper circulation. The equivalent figure for A-pressen is 16.18% and for Orkla 16.21%.

The two largest newspapers VG (circulation of 365,266) and Aftenposten (circulation 249,861) are owned by Schibsted. Schibsted has a total circulation of 962,932, followed by Orkla with a circulation of 504,125 and A-Pressen with 503,037.

Cable and Satellite

Norway’s cable market is dominated by Telenor and UPC Norge, the Norwegian subsidiary of Dutch cable group, UPC. United Pan Europe Communications Norway (UPC Norway) owns and operates 16 cable networks in the south of Norway. It has a share of around 42% of Norway’s cable TV market.

Norway also has a thriving satellite market. Viasat Broadcasting is the television subsidiary of the Swedish Modern Times Group and Norway is the largest market for its digital satellite platform Viasat Gold. Canal+Norway/Canal Digital
broadcasts over the Canal Digital platform which is wholly owned by Telenor. Canal Digital, is the largest distributor of TV services to the Nordic residential market. Canal Digital is the market leader for TV services in the Nordic residential market. More than 2.9 million Nordic households and activities subscribe to one or several of its services. Telenor, was wholly state-owned until 21% of the company was sold off in 2000. It is Norway’s main telecoms provider and active in the satellite and multimedia markets.

THE LARGEST MEDIA PLAYERS

A-PRESSEN
The company’s origins go back to the establishment of the workers newspaper Vort Arbeid in 1884, and for much of its history the A-Pressen newspapers were owned by the Social Democratic Party or trade union organisations. It was renamed A-Pressen in 1994. The ownership structure in A-pressen ASA underwent major changes in 2003. The Finnish media group Sanoma sold off its stake in A-pressen, which is now owned 98% by APR Media Holding. The shareholders of APR Media Holding are Telenor Broadcast Holding (44.8 %), the Norwegian Confederation of Trade Unions (LO) and its affiliated unions (45.2 %) and the Freedom of Expression Foundation (10%).

A-Pressen ASA: The company’s principal activities are media products, including newspapers, printing plants, television and electronic media. The company is the majority owner of 35 local and regional newspapers, owns 33% of TV 2 AS and has ownership interests via subsidiaries in seven local TV stations in Norway and owns and operates 10 printing plants, 49 newspapers web sites and 24 other web sites. The company acquired a 25.01% interest in Komsomolskaya Pravda (Russia) in June 2002.

Written Press
A-Pressen is the majority owner of 49 Norwegian newspapers, and also has stakes in 6 other newspapers.

Printing
A-pressen’s printing business is partly organized in separate printing companies and partly as divisions of newspaper companies. A-pressen has 17 (+ 5 in Russia) press installations. Of these, ten are organized as separate printing companies. The remaining 7 are press installations in the newspaper companies. A-pressen’s printing business consists first and foremost of printing the group’s own newspapers as cost-effectively as possible.
**Television**

The group’s main assets are now in television. It has a 33% share of commercial television station TV2 and indirect interests in TVNorge and three other local television stations. Through fully or partly owned newspapers, it has minor stakes in four other local stations.

**ORKLA SA**

The Orkla conglomerate embraces heavy industry, banking, chemicals, food products, brewing, investments and chemicals. Orkla Media covers newspapers, magazines, new media, printing and distribution. It is one of the largest media groups in the Nordic region and operates in the newspaper, magazine, direct marketing and electronic publishing sectors. The group has interests in Scandinavia, Poland, the Baltic States and Ukraine.

**Written press**

The newspaper business in Norway and Sweden consists of local newspapers that hold leading positions. Total circulation is just over 400,000. Orkla owns 30 newspapers in Norway and has shares in 7 other papers.

Berlingske is the biggest player on the Danish newspaper market and also has a strong position on the Internet market in Denmark. On the Polish newspaper market, Orkla Media is the biggest player with interests in 15 newspapers that have a total circulation of 770,000. The company also has interests in two regional newspapers in Ukraine and one in Lithuania.

Through its 50% stake in Hjemmet-Mortensen (the remaining 50% are owned by Egmont), which operates Medströmsförlagen, Orkla Media is market leader on the Norwegian magazine market with a total weekly circulation of 800,000.

**Television**

Orkla has a minority share in TV Telemark, a TV station in Norway.

**New media**

Zett.no is a joint classified advertising service for Norwegian local newspapers. Orkla Media’s national positions in digital media were strengthened through the acquisition of the Tinde website and further development of the digital classified advertisement business Zett, which is jointly owned with A-pressen.

**Others**

Orkla Media is a major player in dialogue marketing and has companies in Norway and Sweden.
SCHIBSTED

The group is a newspaper and book publisher, with online and film interests. It is 26% owned by a trust that specifies Schibsted’s governance should be ‘based on Christian values, Norwegian culture and democratic principles.’ The company is active in 9 countries - Norway, Sweden, Denmark, Finland, Estonia, France, Spain, Latvia and Lithuania.

Written press

Schibsted owns 3 Norwegian newspapers and has holdings in a further 5 regional newspapers in Norway. It owns the two best-selling daily publications in Norway, Verdens Gang and Aftenposten and the free newspaper Avis1. In Sweden it owns 49.9% of the country’s leading paper, Aftonbladet. Furthermore, Schibsted also owns Svenska Dagbladet, which in recent years has increasingly focused on the Stockholm market.

Schibsted’s international free newspaper, 20 Minutes, is published in Spain and France. 20 Minutes is among the most-read newspapers in the areas where it is published and is one of the 10 most-read newspapers in Europe.

In Estonia, Schibsted has a majority shareholding in Eesti Meedia Group, the country’s largest media group. The company publishes Estonia’s two biggest newspapers SL Õhtuleht and Postimees, five Estonian local newspapers, runs Estonia’s biggest printing plant AS Kroonpress and also owns 50% of Estonian Magazine Group, which publishes a number of periodicals and special-interest magazines.

Publishing

Schibsted Forlagene AS is a fully owned subsidiary of Schibsted ASA. The company was founded in 2004 as a result of a merger of eight different publishing units within the Schibsted Group. Today, Schibsted Forlagene AS is the fifth largest publishing house in Norway. The company is also one of the most important publishers of entertainment fiction, crime stories and cartoons. In addition, the company publishes the magazines Dine Penger, Maison, Tique and 4U.

Schibsted has a 50% share in the newspaper Dagens Medisin, targeted at healthcare professionals.

Television and Film

Schibsted is one of the leading Scandinavian media companies in the areas of TV and film. The group is the majority owner of Metronome Film & Television, the largest independent Scandinavian player within film and TV production with subsidiaries in Sweden, Norway, Denmark and Finland.
Schibsted is a 50% shareholder of Sandrew Metronome, a leading Nordic company that purchases and distributes films. The company also has extensive cinema operations in Sweden, Denmark and Finland. Sandrew Metronome is involved in Scandinavian film productions as a producer and investor and collaborates extensively with international producers such as Warner Bros.

The Schibsted group owns 33.34% of TV 2, Norway’s largest commercial TV channel. The TV 2 Group operates a radio station – Kanal 24- as well. Moreover Schibsted has a minority share (20.8%) in the Swedish TV broadcasting station TV 4 and it wholly owns the second-largest Estonian TV channel, TV 2.

New Media

Schibsted New Media is the common name for the Schibsted Group’s mobile and Internet activities. In 2005 Schibstedt was planning to merge with Aspiro, a provider of mobile services. The merger means that Aspiro would acquire all shares in Schibsted. Taken as a whole, Schibsted has a competitive advantage by having such a strong presence in both the traditional and the new media. Several of Schibsted’s newspapers have also an Internet portal. The development in the group’s Internet activities showed substantial growth in traffic, market shares and improved financial results.
In 1989, Poland began developing independent media. Censorship was lifted, the Communist party’s newspaper chain was dissolved and a new press law was passed in Parliament. Newspapers were privatised and commercial radio and television stations received their licences. As a consequence, foreign media companies began investing in Poland, although the existing regulations still imposed some limitations on the amount of foreign investment in the audio-visual media in Poland. In fact, the number of foreign investors in the Polish media market has been growing for several years, and almost 80% of the press is in the hands of foreign capital. The Press Freedom Monitoring Centre (CMWP), a non-governmental watchdog organization established by the Polish Journalists Association, monitors the Polish press. Andrzej Krajewski, chairman of CMWP, says that whilst the print media market has been opened up to foreign investors, editorial independence from owners and advertisers remains a major issue. Public radio and TV are also politicised and commercialised.

After ten years of evolution and rearrangements, German investors have become a power in the magazine market. In fact, 50% of shares on the market for colour magazines are distributed among the following German press giants: Passauer Neue Presse, Axel Springer Verlag, Bauer and Gruner+Jahr. Other foreign press companies have invested in dailies as well. Specialized publications are also in German hands, mostly those of Vogel International Verlags GmbH and Deutscher Fachverlag GmbH. However, there is little information on the amounts publishing houses have invested. The Polish market is divided between three major foreign publishers: Orkla, Passauer Neue Presse and Bauer.

There is a great deal of controversy as the Polish government shapes changes in media laws, and particularly on regulations to limit media concentration. The existing law also makes it possible for politicians from the major parties to influence and control the management of public radio and television.

The Polish television market has three main players: The dominant PSB Telewizja Polska (TVP) and the two commercial stations Polsat and the conglomerate Grupa ITI, which operates the TV channel TVN. Poland’s public service broadcaster operates two national channels and twelve regional channels, an information
channel and an international channel TV Polnia. The PSB has a dominant position on the TV market with an average audience share of around 51%. Polsat and TVN have, respectively, shares of 17.1% and 15.8% of the national audience. The leading media company within the Polish audiovisual market is Grupa ITI (subsidiary of Luxembourg based company ITI International). Luxemburg based SBS is a minority shareholder (33%) in TVN with the Warsaw-based ITI Group owning 67%. It is active in various media sectors, but its main activity remains in television. The group operates TVN, TVN Siedem, TVN 24, TVN Meteo, TVN Turbo, International TVN and TVN Style. Besides television broadcasting and production, the group is active in multiplex cinema operations, home video and theatrical distribution, theatrical production, special events organisation and new media (Onet.pl, the largest and most frequently visited Internet portal). Polsat is owned by Zygmunt Solorz, a rare example of an Eastern European media mogul. Polsat has interests in the Baltic countries, with shares in Latvian and Lithuanian TV stations. Bertelsmann owns, through RTL Group, the commercial television RTL 7. This TV station was launched in 1996. Its programmes are broadcast from Luxembourg by cable or satellite. RTL 7 is wholly owned by RTL.

**Radio**

The PSB radio station Polski Radio control three national radio stations PR1, PR2 and Trojka (PR3), as well as 17 regional stations and one international. It channels make jointly an audience share of around 35%. The main competitors on the national level are RFM and Radiozet. Radiozet has a market share of 24.3% and is owned by Medialna Eurozet. Furthermore the group owns the station Radiostacja, audio production company Studio zet. Eurozet is jointly owned by the original founder of the radio service, Mr Woyciechowski, whose family now has 46% share in the company, and the French group Lagardère Active Radio International (40%) and other investors. The Holding FM RMF-FM is active in the radio and music sector. The flagship of the group is the radio station RMF-FM, which is the market leader in Poland with an average audience share of 28.3%. Moreover, the group operates an advertising agency.

Although incomparable in terms of audience or market share, the Catholic Radio Maryja is the third commercial radio station and attains a market share of 3.3%. There are over 830 local radio stations. In the local radio sector Agora and ZPR are the major players. Holding ZPR co. owns 24 local radio stations, of which there are 21 broadcasts under the heading of the Eska network. The media company Agora SA is a major player in the regional radio sector with 28 radio stations and a market share of 12.2%. Furthermore Agora is very active in the press sector. It owns one of the best selling newspapers, as well as a supraregional news talk radio station, an Internet portal and an announcement service and advertising agency.
Foreign capital is broadly presented on the Polish radio market: The German company **Eurocast** owns **Radiowawa**, a minor player in terms of share (1.6%), and the UK Radio company **GWR Radio Plc** owns **Radiotok** (0.5%).

**CABLE AND SATELLITE OPERATORS**

Poland has the largest cable market in central Europe. Four main companies **UPC TK**, **Telewizja Kablowa Vectra**, **Astor City**, and **Multimedia Polska** dominate the industry.

The largest cable operator is **UPC Telewizja Kablowa**. It is a subsidiary of the American cable operator **UPC Polska**, which itself belongs to the American media conglomerate **Liberty Global**. Like other big cable operators it also provides Internet services. **Aster City Cable** is the most important cable operator within Warsaw. It has 525,000 subscribers. **Vivendi Universal** is present in Poland through the **Canal+ Group**, which specialises in pay TV and content production. **Canal+** launched pay TV in Poland in 1996. It is called **Canal+ Polska**. It is available as a terrestrial pay service and by cable and satellite. **Canal+** also launched its digital platform under the name of **Cyfra+**. **Canal+ Group** also produces two thematic channels called **Planete** (adventure) and **Seasons**.

**WRITTEN PRESS**

Foreign capital and foreign interest are widely represented in the Polish newspaper market and also in the magazine sector. There are 60 titles of daily newspapers on the Polish market. By far the most successful daily is the tabloid **Fakt** (circulation 86,829), which is published by **Axel Springer Polska**. It therefore outranked the traditionally best selling national newspaper **Gazeta Wyborcza** (558,371 circulation) owned by **Agora S.A.**, which is partly owned by the US-based **Cox Enterprises**. The Norwegian company **Orkla press** has an interest in **Presspublica** (51%) publisher of the fourth top-selling daily **Rzeczpospolita** (243,548 copies). The company also owns the top-selling **Gazeta Pomorska** (109,426 copies) and has a total of 12 regional newspapers.

An examination of the market share held by the top 31 regional press titles reveals that two companies dominate the market: **Orkla** and German **Passauer Neue Presse** through **Polskapresse** (which also publish three TV magazines) hold over 38% of this readership between them.

The magazine sector is dominated by foreign companies: the German companies **Wydawnictwo H.Bauer** (subsidiary of **Bauer**), **Gruner & Jahr**, and **Axel Springer**, and also **Edipresse** (Swiss) and **Hachette Fillipacchi** (French). The
Polish company **Agora** is also a major player in the magazine sector with 14 titles. Hubert **Burda**, through **Burda Verlag Oster Europa (BVO)**, is also active in Poland. It publishes the magazines of the **PNP Group**, but it has only a small market share.

### Major Players

#### ORKLA

**Orkla** is the leader in the Polish newspaper market through **Orkla Press**, which is responsible for newspaper operations in Poland. Established in 1991, the branch has grown to be one of Poland's leading newspaper groups with a circulation of 208.8 million. Since 1991, **Orkla Press** has taken ownership shares in 13 regional and national dailies.

**Orkla Press** owns 51% of **Presspublica**, publisher of the national daily, *Rzeczpospolita* and owns 53% of the shares in **Pro Media**, publisher of *Nowa Trybuna Opolska*. **Orkla** is the second biggest investor in Poland with shares in about a dozen local weekly newspapers as well. The company recently became the owner of the publishing house **R-Press**, which publishes *Nowiny* daily, by purchasing 35% shares from **NSZZ Solidarność**.

#### PASSAUER NEUE PRESSE

**PNP** moved into Poland in 1994 when it acquired some regional dailies and founded **Polskapresse**. It now owns 6 regional newspapers, which are printed at presses in Gdansk, Poznan, Lodz, Wroclaw and Krakow. It also prints three TV magazines with total sales of 2.6 million.

In addition it has its own distribution service for its print products; a direct marketing company called **Eurodirect**; a media agency called **Media Tak** for sales of advertising surface; and an online classified ad site, **gratka.pl**. It is also a publisher of 2 local weeklies and 4 other weeklies. It owns 25% of the shares of *Dziennik Polski*, the biggest newspaper of Krakow and 24.5% of **Oficyna Wydawnicza Wielkopolski**, which publishes *Głos Wielkopolski* and *Gazeta Poznańska* in Poznań.

**PNP** adopted another strategy to gain market shares in Poland. The goal of the German company is to try to make all its titles similar in terms of form and content. In September 1994, **PNP** bought the Polish publications of the French **Hersant** group, which had eight regional newspapers, including *Dziennik Bałtycki*, *Dziennik Łódzki*, *Trybuna Śląska* and *Gazeta Krakowska*. In 1996, the German group purchased 95% of the shares in the **Fibak Investment Group**, publisher of two dailies: *Gazeta Poznańska* and *Express Poznański*. The Polish company created by **Passauer Neue Presse, Polskapresse**, has expanded to become one of Poland’s most important publishing houses.
**BAUER**

Through its 100% subsidiary Wydawnictwo Bauer, Bauer publishes 31 titles and has a high circulation in Poland. The women's magazine Tina is a Polish market leader in this sector (520,000 circulation). The company is a market leader in the TV-guide sector, the biggest one, Tele-Tydzień, has a circulation of 1.5 million copies. It also publishes automobile titles, including a popular magazine called Motor. In the life-style magazine sector it publishes Twój Styl, the biggest luxury magazine in this group (346,385 circulation). In addition it publishes magazines for youth, including Bravo and Bravo Sport.

**AXEL SPRINGER VERLAG**

Springer increased its market position in Poland through the launch of the tabloid FAKT, which has become the most successful daily with a circulation of over 535,000 copies. It further owns 13 titles including a women’s weekly, Pani Domu (circulation 273,225) a women’s monthly, Olivia (circulation 259,636) and two monthly youth titles Dziewczyni (circulation 132,676) and Popcorn (circulation 127,951). Motor magazines with Auto Świat (203,000 copies) and computer magazines with Komputer Świat (211,470 copies) complete the portfolio of the publishing house.

**BERTELSMANN**

Bertelsmann through Gruner+Jahr also has a strong position in the Polish magazine market. It publishes 8 magazines that each have a special interest focus. It publishes women’s magazines like Glamour (328,372 copies) and Claudia (749,607 copies); the weekly Naj (457,411 copies); and National Geographic. It is currently the third-largest publisher in Poland with a 9.6% market share.

**EDIPRESSE**

Edipresse has been operating in Poland since 1995. Edipresse Poland publishes about ten publications, including women’s magazines, information magazines, health magazines and magazines on practical living.

Edipresse Poland publishes the oldest women’s magazine in the country, Przyjaciółka (circulation 648,416), established in 1948. In February 1997, the group launched the fortnightly magazine Viva!, the Polish equivalent of Paris-Match. The magazine was a rapid success, with over 226,867 copies sold for each issue.
The group has strengthened its position in the segment of family-oriented titles, by buying into *Twoje Dziecko* (circulation 90,441). The monthly women’s magazine *Uroda* (circulation 91,952) is very popular and has achieved a solid position within the market. *Edipresse* also publishes *Przekrój* with a circulation of 182,387 copies, which was successfully relaunched.

In the e-publishing field, *Edipresse Poland* is associated with the website www.polki.pl which is the largest and most visited Internet service for women. Today, *Edipresse Polska* is the country’s leading magazine publisher in terms of advertising revenue and the third in sales. It publishes about ten publications.

**Conclusion**

Press ownership laws in Poland are very permissive towards foreign investors. The country’s former radio and television monopoly was terminated with the enactment of the 1991 broadcasting law. It is estimated that private media now accounts for 85% of the market. Foreign investment in print media is not restricted, and foreign companies are estimated to be involved in 40% of the country’s publications, or about 75% of distributed circulation. In broadcasting, however, a restriction exists on the permissible extent of foreign ownership in a company.

German groups, *Bertelsmann, Springer Verlag* and *Bauer*, and Swiss groups, *Edipresse* and *Ringier*, own the majority of magazines. The Norwegian *Orkla Press* has concentrated more on newspapers. The German companies are trying to create global magazines for the whole of Central Europe. Magazines like *Tina* and *Bravo* are distributed throughout Eastern Europe. *Orkla Press* has chosen a different approach. It is more aware of the social and cultural differences between regions and is producing papers which relate to the specific issues and concerns of the region where the newspapers are published.

The main problem for the Polish press sector is its independence. Foreign companies are trying to impose their Western management in a completely different environment. Laws protecting journalists are weak and large media groups take advantage of this. For example, foreign publishers deny the role of organisations representing journalists, set low wages and royalties, and avoid signing collective employment agreements.

The rush of foreign investment into Polish media created lower quality and declining impartiality. The rapid growth of Polish media in the last few years has also resulted in a decline in the quality of journalism. In order to cut costs, publishers often prefer to employ amateurs instead of experienced professionals. The lower standards go together with a widespread demand for sensational, entertainment-style journalism. We can see that there is a big threat to independent journalism but some observers think the contrary. In fact, they believe that foreign investors stabilize the Polish
press and allow it to remain independent because the Western media companies are only interested in profits and revenue. The owners rarely intervene in editorial content and avoid being politically partisan.

Poles regard the newspaper, Rzeczpospolita, owned by Orkla as very reliable, with high-quality information and analysis. In some cities, Orkla has invested in two dailies and has preserved the differences between them. Passauer Neue Presse, on the other hand, aims to unify the content and form of the titles it holds.

Existing media companies in Poland are now focusing on securing their place in the market and developing strategies for the future. But this process leads to concentration of media ownership, where the big media companies buy the weaker titles or stations, thereby strengthening their own position. The growing regional and local media markets have become the next target for investment by the big newspaper companies. Other companies have started to invest in local and regional radio stations in order to build their own chains. Dominant groups in the regional press, such as Passauer Neue Presse, have started buying smaller regional and local newspapers. However, small local publishers are making joint efforts to defend their position, which may result in a structured partition of the regional and local market.
Portugal

Portuguese media landscape made a transition from state controlled media to independent media after the end of the dictatorship in 1974. Although there was censorship, the State did not own media before the Revolution and the “public” Television was a private operator. After the Revolution, in 1975, the State nationalised newspapers, radio and television until 1989. Since then the media industry has consolidated into four main players: PT/Lusomundo, Impresa, Grupo Media Capital and Impala. There are no cross ownership restrictions in Portugal, hence these major players are active in several media sectors. The remaining shares are split between the public service broadcasters and the Catholic Church.

Television

The free-to-air television market consists of two important commercial channels SIC (28.3% market share) and TVI (29.5% market share) competing with the main PBS channel RTP1 (23.2%). The Public Service Broadcaster RTP has two terrestrial channels. Furthermore it broadcasts RTP Internacional, RTP-Madeira, RTP-Azores and RTPAfrica. State broadcaster Radiotelevisão Portuguesa (RTP) began broadcasting in 1958 and introduced a second channel in 1968. Both channels have been dramatically affected by the growth of commercial channels. The government abolished the licence fee in 1992, and RTP receives subsidies from the government, as well as selling advertising.

SIC is owned by Impresa which also owns the channels: SIC, SIC Gold, SIC Radical, SIC Mulher and SIC Internacional (cable channels). Between 1992 and 1997 SIC dominated the commercial market. At its peak in 1997 it had 50.1% of the television audience.

TVI, was founded by the Catholic Church in 1993, but, faced with heavy debts, a controlling stake was sold to a consortium led by Venezuela’s Cisneros Group in 1996. It is now part of Media Capital group. It also has its own television production company and transmission network.

A consortium PTDP (Platforma de Televisão Digital Portuguesa) won the contest to develop Portugal’s digital television platform. It is a joint venture between RTP and SIC. There are ambitious plans to replace the analogue network by 2007.
One of the major players in the radio sector is Grupo Renascença which belongs to the Catholic Church, which has three national channels and reaches an average audience share of almost 40%. The group also operates 60 local radio stations. The strongest commercial player is Grupo Media Capital with 4 national channels (almost 40% national audience share). The Public Service Broadcaster, Grupo RPD has three national channels (with a 12.5% audience share) and seven regional stations. Other players in the sector include PT/Lusomundo with the information channel TSF Press (6.5% market share).

Cable and Satellite Operators

The largest operator in the cable television sector is TV Cabo owned by Portugal Telecom through PT Multimedia. TV Cabo also provides the only satellite pay TV service in Portugal. Cabovisão is the second largest operator, and offers the ‘triple play’ of cable TV, broadband Internet access and phone services. It is owned by Canada-based Cable Satisfaction International. There are four other cable service providers operating in the market. However, TV Cabo and Cabovisão have about 96% of the market between them, with TV Cabo having about 81% of subscribers.

Written Press

The level of newspaper readership in Portugal is one of the lowest in Europe. There are about 40 major newspapers in Portugal with a readership of about 5 million of persons older than 15 years old, representing about 70% of that population segment. Altogether, about 600 newspapers are regularly published. Portugal’s biggest daily newspaper is Correio da Manha (circulation 116,000) owned by the Cofino Group followed by Journal de Noticias (circulation 112,000) owned by Portugal Telecom. The latter is the country’s telecommunications provider and one of the important players in the newspaper sector. Besides its top-seller, it publishes Diário de Notícias (circulation 41,000) and a range of other newspaper and magazines. The Grupo Cofino is also active in publishing (press and magazines). The group has shared ownership of the press distribution company VASP with Impresa and PT Multimedia. Another major group in the Portuguese media sector, Impala, is focused more on publishing, particularly in the magazine sector. In the magazine market the group publishes 8 weeklies and 10 monthlies, including the top-selling magazines Ana and Maria. The Catholic Church is also an important player particularly in the local press sector with around six hundred small newspapers and magazines among the 4500 titles published altogether in Portugal.
PT/LUSOMUNDO
PT Multimedia, a subsidiary of Portugal Telecom, took control of the media conglomerate Lusomundo in 2000. It publishes Oporto-based Journal de Noticias, and Lisbon-based Diario de Noticias and a dozen other newspapers and magazines. It also owns TSF, a news-based radio station; has a major stake in cinemas, in alliance with Time Warner; and is in a dominant position in film and video distribution. Furthermore the group has major stakes in the Internet (information as well as other services) and in mobile phones.

IMPRESA
Formed when Switzerland’s Edipresse joined forces with Brazilian publishing house Grupo Abril and Portugal’s Controljournal, Impresa is a multimedia company that evolved from a company set up by the former prime-minister Francisco Pinto Balsemão in 1972. The group has interests in most media sectors including newspapers, magazines, television and distribution. The Expresso (circulation 132,063) is now the best selling weekly informational newspaper. The group is also active in the free press sector. It also owns, in alliance with the Belgian media group, Roularta, the commercial TV station SIC. Other activities in the media sector include Internet technologies, publications printing and distribution.

MEDIA CAPITAL
Media Capital owns four national radio stations and is active in Internet technology and service provision. The company has its own television production company. Media Capital additionally has its own transmission network for television (RETI), has a company managing cultural and music events, a cinema and video distribution company (cooperating with Fox and Miramax), organises trade fairs and has a 20% stake in a Portuguese football team (União de Leiria).

IMPALA
Impala publishes Maria, Nova Gente and many more popular women’s magazines and general interest titles. It also has interests in Brazil and Spain. The German Burda group has through its Focus Verlag an interest in Impala. It publishes a Portuguese version of the German newspaper Focus.
Liberalisation and privatisation of the broadcast media in Romania have been extensive. During 2000, for example, the National Audiovisual Council (CNA) granted 18 television licences and 20 radio licences, which brought the total number of licensed television and radio stations at the end of 2000 to 173 and 297, respectively. Inevitably this has led to a major expansion of foreign ownership by a number of U.S. media companies (like Viacom’s MTV) or companies like CME and SBS, which are predominantly US-owned.

**Romania**

The state broadcaster **Romanian Radio and Television (TVR)** has a 99% reach to the Romanian populations, while the private TV stations usually reach from 50 to 68% of the Romanian population. The two channels of the public broadcaster have a combined audience share of 29.1%. There are four major commercial TV stations competing on the national market. **Pro TV** in which **CME** has a majority stake reaches an audience share of 15.8%. Moreover **CME** owns **Acasa TV** which reaches an audience share of 7.4%. **CME** also owns the country’s most important content production company. The main competitor to **Pro TV** is the locally owned private TV station **Antena 1**, which reaches an audience share of 12.4%. **Antena 1** is owned by the businessman and politician Dan Voiculescu. The Voiculescu group further operates **Romantic FM** and has invested a lot in the re-launch of its daily newspaper **Jurnalul National**. Foreign capital is very important in the audiovisual sector. The global media group, **News Corporation**, through **Balkan News Service** fully owns the digital TV channel **B1 TV** (**Bucuresti 1 TV**). Luxembourg-based and American-financed **SBS** owns 86% of **Ameron Ltd.**, which operate **Prima TV** in Romania. This station was established in 1997 and covers 87% of the Romanian media landscape. The programmes are broadcasted by satellite and cable and reach an audience share of 2.9%.

**Radio**

The public radio has four national channels (focusing on News, Culture, Youth and Music), an international channel and ten local or regional channels broadcasting their own programmes. The private radio market is very fragmented: there are more than 150 private local radio stations. **Lagardère** operates several radio stations,
Within the market leader *Europa FM*. Lagardère is focused on radio in Romania but they also publish the internationally known *Elle* magazine (circulation 25,000) through the Romanian Publishing Group SRL. The magazine has an audience share of 19.1%. *Europa FM* was the first and only radio broadcaster to obtain a regional private license. The second position is held by Pro FM which has an audience share of around 10.7%. The station is still linked to CME. However, due to new legislation it is planned to establish a company Pro TV SA, which then will own the broadcasting stations, while CME will remain an indirect owner through it shares in the three owning companies (Media Pro SRL, Media Pro International, and Media Vision). The next important player in the market is Radio XXI (7.7% market share) in which Lagardère holds an important stake of 20%.

**Written Press**

Between 2000 and 2004 the number of daily newspapers grew from 14 to 51. Fourteen newspapers have a national reach. By far the most successful newspaper is the tabloid Libertatea (circulation 200,000), which is published by Ringier Romania a branch of the Swiss parent Ringier. Ringier is the undisputed leader on the print market. It publishes seven titles, including two other top-selling newspapers: Evenimentul zilei (circulation 88,000) and Prosport (circulation 64,000). Furthermore, the company publishes the largest circulation business and economic weekly, *Capital* (circulation 50,000), and several women's, TV and music magazines. In the non-tabloid section Adevarul (circulation 122,000) is in the top position. The true ownership of the daily is not transparent. WAZ is a small player in the Romanian media market. Its Balkan division has a 35% stake in daily newspaper National (circulation 39,000) and a 50% stake in the daily Romania Libera (circulation 70,000).

Burda is the main German player in Romania with participation in 7 weeklies or magazines through the Burda Verlag Osteuropa (BVO), which is in charge of all publishing operations in this region. The magazines published in Romania through Burda Ofa, a subsidiary entirely controlled by BVO, are the same as in neighbouring countries. Burda tries to standardise the content and the page-layout of their magazines, which cuts production costs and increases profits.

Edipresse has been present in the Romanian market since 1998. Edipresse AS Romania is the leading magazine publisher in the country. Initially entering the market in association with its Greek partner, Antonios Liberis, Edipresse has had a controlling 60% stake in Edipresse AS Romania since 2004. The remaining 40% is held by the Axel Springer Group, which integrated their Romanian publications into the group in 2002. Edipresse AS Romania publishes more than ten magazines in Romania. It publishes Romanian editions of well-known international titles such as
Avantaje and *Elle*, the fortnightly magazine *Viva!*, a Romanian adaptation of its Polish cousin, a monthly magazine for young people *20 Ani* and the decoration title *Deco Style*.

In 1999, *Sanoma Magazines International* and *Hearst* founded *Sanoma-Hearst Romania (SHR)*, in which SMI owns a 65% stake. In May 2000, *FHM* (For Him Magazine), a license of Great Britain’s *EMAp plc*, was added to the portfolio. SHR launched several magazines and gained a leading market share. SHR publishes nine titles, including *Cosmopolitan* and *National Geographic*, and also operates Romania’s leading consumer Internet portal.

**CABLE AND SATELLITE OPERATORS**

Cable penetration within Romania is very low, only half of the households with a TV set are subscribers to cable television services. Cable companies are also predominantly foreign-owned. *Romanian Cable Systems (RCS)*, the largest cable operator in Romania, is owned by U.S. and Czech investors and operates 60 networks in Romania, Hungary and Slovakia, each carrying between 30 and 44 channels. It has about 800,000 subscribers. *UPC Romania*, part of U.S. company Liberty Global, has 400,000 subscribers as of 2005. *Astral telecom* is also an important player in the Romanian cable market.

**MAJOR PLAYERS**

**Media Pro**

*MediaPro* is the biggest media company followed by *Intact*, a company founded by a well-known businessman and political party founder. *MediaPro* has two main branches; the first branch is mainly owned by the American company *CME* and, significantly, by the businessman Adrian Sarbu and Ioan Titiac.

The company operates the leading TV channel *ProTV*, a production house, media vision, and the radio network *ProFm*.

The second branch includes the news agency, *Mediafax*, regional weeklies published by *Publimedia International*, and the *National Distribution Company (NDC)*.

**Conclusion**

One of the clearest trends in the Romanian media market has been increasing concentration. There are several big players on the media market. Some of them are foreign but the biggest actors are still Romanian. Most of the media players
are active in several media markets. Finally, several international media companies hold newspapers, magazines and TV stations. For example the Swiss group Ringier holds the tabloid Libertatea, the financial weekly Capital and several other specialised magazines.

However, the entrance of international companies into the market has led to improvements in journalism and in the media after the dire legacy of Nicolae Ceausescu’s dictatorship. The difference between tabloid and quality papers has become more clear and TV and radio stations have been offering better and more diverse programming.

In Romania, the audiovisual field was regulated by the Audiovisual Law adopted in 1992. In mid-2000 a new audiovisual law was passed to bring Romanian broadcasting in line with the European Union’s Television Without Frontiers directive. The law specifies that broadcasters must show at least 40% Romanian produced programmes, 10% of which must be made by independent production companies. Broadcasting laws permit foreign ownership. The National Audiovisual Council (CNA), an eleven-member body elected by Parliament, is responsible for awarding TV and radio licences, monitoring operations and enforcing legislation. Broadcasting licences can only be awarded by the CNA following approval by the Ministry of Communications. However, the CNA does not have legislative powers, and cannot propose laws to the Parliament.
Serbia and Montenegro, are currently in a loose union. Because of this, the media market has to be examined separately in each part.

Montenegro constitutes a relatively small media market, with approximately 620,000 inhabitants. Given that the aim of the country is to engage in European integration processes, efforts are made to align the legal framework with EU requirements.

In terms of media regulation, key elements of the legal framework regulating the media are the Media Law and the Broadcasting Law. In a multitude of smaller media outlets, two owners emerged as key players, Pink TV from Serbia and the German media company WAZ. The quantity of media in Montenegro is unsustainable. The myriad of electronic and print media do not necessarily equate to a diversity of information available to the public.

A great number of outlets use the same agency source while their own networks of correspondents are undeveloped. However, since the Montenegrin media market is small, the number of media outlets will naturally decrease. Access to domestic and international media are not limited by the government, but rather by the poor financial situation of citizens. This particularly affects the number of copies sold by daily and weekly newspapers and magazines, as well as Internet usage.

Changes within Serbian media began shortly before Milosevic fell from power in October 2000 but accelerated rapidly from that day on. Once it was clear that he would be replaced, media outlets rushed to announce changes and to denounce the past. Radio-Television Serbia, a Milosevic mouthpiece, was set on fire and senior editors were removed. The station’s name changed temporarily to New RTS and new editors were appointed. Similar changes occurred in other media. The former pro-Milosevic media have now been freed of political censorship. Those which fiercely defended their independence under the previous regime have continued to report more comprehensively than the media outlet which merely switched sides. The daily Danas and weekly Vreme are critical of the new government and the weekly NIN and Radio B92 remain confrontational. A degree of self-censorship has replaced government pressure. Various government or political groups control most of the media companies.
MONTENEGRO

Radio Television Montenegro (RTVCG) is the key broadcaster in the country, which is undergoing transformation into a public service broadcaster. The Serbian private TV station Pink began broadcasting in Montenegro in the summer of 2002.2 Owned by Zeljko Mitrovic and focused on entertainment editorial content, Pink has become an important player in the electronic media market beyond its original audience in Serbia, and it is now covering also Bosnia-Herzegovina and Montenegro. Its entry into the Montenegrin market involved controversy given the unclear legal status of broadcasting; permission of the Republic Information Secretary, which is required by the Media Law, was not obtained.3

SERBIA

The delay in implementing the Broadcasting Law, and thus in appointing the Broadcasting Council, also blocked the transformation of the state broadcaster Radio Television Serbia (RTS) into a public service broadcaster. Despite evident problems with its internal transformation, the public broadcaster RTS effectively eliminated political pressure. The TV station BK Telekom was founded in 1994. In 2004, the owner of BKTV became active in politics, establishing his own political party and becoming a presidential candidate while remaining the owner of BK TV. Critics accused him of unabashedly using his outlet to pump out his personal opinions and party messages. The owner of the TV stations also operates BK Radio and owns the Jefimija magazine and is a major shareholder in the magazines Profil and Dama. TV Pink, once linked to Milosevic’s regime, is now one of the most important commercial broadcasting stations within Serbia. It is operated by RTV Pink of who’s sole owner is Zelijko Mitrovic. RTV Pink also operates a radio station Radio Pink. The third biggest channel is TV B92. B92 started 1989 with the launching of a radio station Radio B92; today the company also comprises a film production section, a books and CD publishing division and acts as an Internet provider. The major shareholder is the American fund, Media Development Loan Fund. TV B92 is broadcast and re-broadcasted on no less than 30 channels.

WRITTEN PRESS

MONTENEGRO

Although the media market of Montenegro is relatively small, daily newspapers are read by almost 70 percent of the potential readership. There are four national daily newspapers in Montenegro: Vijesti (circulation 25,000), followed by Dan (circulation...
Vijesti, the biggest daily in the country, is published by the Daily Press, which is part of the portfolio of the media company WAZ. Pobjeda is controlled by the government. Publika is established by Millennium. Revija D (circulation about 10,000), the most popular weekly in Montenegro, is 100% owned by the Jumedia Mond company, which also owns the daily Dan, Radio D and a printing house.

**Serbia**

The most successful daily newspaper is Vecernje novosti (circulation 928,000). It is published by the Novosti company, which also publishes another top-selling daily Sport, ten magazines and operates one radio station. Blic ranks second in terms of circulation, with 559,000 people reading the paper every day and it has an average circulation of 120,000. The Swiss media group Ringier holds the majority share. The German publisher WAZ formed a joint venture with Politika AD and Politika Newspapers and Magazines which publishes Politka (circulation 115,000), Politika Ekspress and Sportski Zurnal as well as 14 magazines. It further owns a printing house. Following the joint venture, WAZ bought two other newspapers: Dnevnik (readership 46,000) and Montenegrin Vijesti. Holtzbrinck has taken the majority share of Privredni Pregled, the single Yugoslav economic daily, through the Czech Economia, which is a business and information magazine. Handelsblatt owns Economia, which is a subsidiary of Holtzbrinck.

Another important player is the Serbian national Mr. Radisav Rodić, who is one of the founders and owners of the dailies Glas javnosti (circulation 35,000), Kurir (circulation 280,000) and the sports daily Ekipa (circulation 10,000). Also Mr. Rodic and members of his family have 17 other companies within the printing house Ronaco (former known as ABC printing house) where all mentioned newspapers are printed. Furthermore, Mr. Rodic is involved in book publishing.

Burda has a small presence in the Serbian market, publishing 3 magazines. It publishes Lisa, the largest women’s magazine in Serbia. Two other magazines related to Lisa--Lisa Kulinarske Taine and Lisa Kulinarske special--allow Burda to increase its financial and circulation numbers.

**Major Players**

**WAZ**

The Politika newspaper, the oldest daily in the Balkans, has been part of a €25 million deal with the WAZ Media group. The German group created a joint venture with Politika Newspapers and Magazines. The agreement is a 50-50 partnership in a new company, which kept the name Politika Newspapers and Magazines.
The contract between the two companies also includes a detailed distribution of authority: Politika will be in charge of editorial policy and WAZ will deal with investment.

The new company will continue to publish all of Politika’s current publications, and none of them can be discontinued without the Yugoslav partner’s consent. But word is going round that Politika’s management has already agreed to shut down most of the current periodicals.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>TYPE (daily/weekly)</th>
<th>CIRCULATION</th>
<th>PBM</th>
</tr>
</thead>
<tbody>
<tr>
<td>POLITIKA</td>
<td>daily</td>
<td>around 90,000</td>
<td>100% PNM</td>
</tr>
<tr>
<td>EKSPRES</td>
<td>daily</td>
<td>around 12,000</td>
<td>100% PNM</td>
</tr>
<tr>
<td>SPORTSKI ŽURNAL</td>
<td>daily</td>
<td>around 45,000</td>
<td>100% PNM</td>
</tr>
<tr>
<td>ZABAVNIK</td>
<td>weekly</td>
<td>around 50,000</td>
<td>100% PNM</td>
</tr>
<tr>
<td>ILUSTROVANA</td>
<td>weekly</td>
<td>around 30,000</td>
<td>100% PNM</td>
</tr>
<tr>
<td>BAZAR</td>
<td>every 2 weeks</td>
<td>around 40,000</td>
<td>100% PNM</td>
</tr>
<tr>
<td>HUPER</td>
<td>every 2 weeks</td>
<td>around 26,000</td>
<td>100% PNM</td>
</tr>
<tr>
<td>ENIGMATIKA</td>
<td>every 2 weeks</td>
<td>around 30,000</td>
<td>100% PNM</td>
</tr>
<tr>
<td>SVET KOMPJUTERA</td>
<td>monthly</td>
<td>around 50,000</td>
<td>100% PNM</td>
</tr>
<tr>
<td>VIVA</td>
<td>monthly</td>
<td>around 15,000</td>
<td>100% PNM</td>
</tr>
<tr>
<td>ANA</td>
<td>monthly</td>
<td>around 25,000</td>
<td>100% PNM</td>
</tr>
</tbody>
</table>

WAZ acquired the Podgorica daily, Vijesti, in 2003.

In the Vojvodina region, WAZ acquired the Novi Sad daily, Dnevnik. It owns 55 percent of the Dnevnik daily’s publishing company, Dnevnik Vojvodina Press, with Dnevnik Holding in charge of the remaining 45% stake.

WAZ acquired the Podgorica daily, Vijesti, in 2003.

In the Vojvodina region, WAZ acquired the Novi Sad daily, Dnevnik. It owns 55 percent of the Dnevnik daily’s publishing company, Dnevnik Vojvodina Press, with Dnevnik Holding in charge of the remaining 45% stake.

**Conclusion**

Despite the fact that the media market in Montenegro may not be as attractive to foreign investors as some other countries in the region with larger potential audiences, the situation on the ground shows that media ownership patterns reflect regional trends. This is particularly evident in the presence of two foreign companies, German publisher WAZ and Serbian private broadcaster Pink, which are growing in the region in terms of ownership and influence. When it comes
to foreseeable future trends, it can be expected that the drive towards European integration evident in Montenegro will result in further changes and improvements of the legislative framework, and in particular the quality of implementation. Key elements for the media sector in this process will be a clearer situation in terms of regulations governing media concentration and adherence to rules governing the broadcasting sector.

In Serbia most tabloids are still controlled by political forces and therefore face the more traditional problem of political censorship and interference. The quality of journalism provided by public companies—the majority of them having television and radio stations, but some of them owning multiple broadcast and print outlets—in more than 160 municipalities in Serbia has not significantly improved since 2001.
Slovakia

The Council for Broadcasting and Retransmission (CBR) is responsible for allocating licences to terrestrial and cable TV and radio companies and monitoring their adherence to the conditions of their licence. The Slovak Television Council is responsible for maintaining the independence and impartiality of the public service broadcaster, **Slovak Television**. The Broadcasting Law of 2000 required broadcasters to ensure their transmissions meet a number of basic principles, including:

- The universality of information and the plurality of opinion
- Objectivity and impartiality of news and current affairs programmes.

Foreign ownership is permitted, although licensing preference is given to foreign applicants planning to contribute to original domestic programming. License conditions impose a limit of 49% of shares for foreign investors, but in practice the CBR tolerates higher ownership of foreigners with regard to the EU legislation.

Other characteristics of the Slovak market are the significant changes resulting from the arrival of foreign media groups. They oversaw a dramatic change in the Slovakian media landscape with a boom of new publications and private radio stations. Since 1989, the press has flourished despite intermittent attempts by the government to re-impose direct control by increasing newspaper taxes and reducing access to newsprint. Today, all major dailies, magazines and radio stations are private.

**Radio**

Public radio channels do not dominate the radio market as significantly as before. The public service broadcaster **Slovenský Rozhlas (SRo)** provides five different national channels and one international channel. *Rádio Slovensko* (channel 1) alone reaches an audience share of 19.2%, while *Rádio Regina* (channel 2) claims another 5.3%. There are 20 private radio stations. The most successful private channel is *Radio Expres* (17.9% market share) which is partly owned by the European Bank for Reconstruction and Development and has among its shareholders several other institutional investors. Two other private competitors on the radio market are the
station *Okey* (6.4% market share), in which *Markíza* has an important share, and *Fun* (9.0% market share). Fun Radio is partly owned by the French media group Societe d'exploitation radio CHIC.

**Television**

The public service broadcaster *STV (Slovenská televízia)* offers two channels *STV1* and *STV2* that together have an audience share of 25.8%. *Slovak Television* is funded by its own resources as well as the public funds. The most successful Slovak channel is the commercial broadcasting station *Markíza TV*, which reach audience shares of 39.8%. It dominates the audiovisual landscape. The ownership is divided between the company Central European Media Enterprise (CME), three local investors and the company Media Invest.

In 2002 a new player, *TV Joj*, appeared on the scene, and garnered a market share of 12.9%. The channel is half owned by the owner of *Nova*, the dominant private channel in the neighbouring Czech Republic. The other half is owned by Grafobal Group, which belongs to Ivan Kmotrík. Finally, *TA3* is a 17-hour news channel with its majority stake (90%) held by the investment and financial group J&T, which also has interests in the Czech television market. *TA3* is distributed only via cable and satellite. The trial broadcast of *Digital Terrestrial Television* in the Slovak Republic started in 2004. There are also over 80 local and regional TV stations.

**Written Press**

The best-selling daily paper in Slovakia is the tabloid *Nový Čas* (circulation 165,000), which is now fully owned by the Swiss company Ringier. The second best-selling newspaper is *SME* (circulation 77,000), which is owned by Petit Press, which is itself 50% owned by the German Verlagsgruppe Passau and 50% owned by the PSIS privatisation fund. *Pravda* which ranks third, with a circulation of 76,000, is owned by a group of investors called Harvard Investment Funds. Among the three best-selling newspapers, *Pravda* is the only one without a foreign partner. The most popular weekly is the locally owned *Plus 7 dní*. The regional weeklies still play an important role on the Slovakian press market, the majority of them today are owned by Petit Press. On the magazine market also the Swiss media group Ringier is present with some titles. Sanoma Magazines Slovakia operates in the Slovakian market. Through the acquisition of Strategie Praha in 1999, Sanoma Magazines International gained a 51% interest in Strategie na Slovensku. This company is the leader in its respective segments within the B2B market in Slovakia. In 2001, SMI acquired the remaining 49% of Strategie na Slovensku and changed its name into SMAGS (Sanoma Magazines Slovakia).
The dominant cable provider, as is the case in many of CEE countries, is the Netherlands-based **UPC**, which has around 360,000 subscribers.

Eighty-six cable operators were registered in Slovakia in 2005. These operators jointly provide 45% of all households with TV programmes. In general, their offers comprise German commercial and PSB channels as well as channels from the neighbouring countries like the Czech Republic, Hungary and Austria and some international channels.

**Markíza Media**

The strongest player on the market is the **Markiza Media**, which runs the most successful TV channel, **TV Markíza**. **TV Markíza** was launched as the country’s first commercial TV channel in 1996. **Markíza** is partly owned by the company **Central European Media Enterprise (CME)**, which also has interests in the Czech Republic, Slovenia, Romania, and Ukraine. The rest of the shares belong to three local investors and the company **Media Invest**. The former Slovak economic minister Pavol Ríško, who was forced to step back from his post in the summer of 2005, owned **Markiza** and influenced the news reporting (especially in context with his own political career). Even though, officially, he is no longer **Markiza’s** owner, an intransparent ownership structure has allowed him to retain his ownership.

The company also participates in other media markets. It publishes the lifestyle magazine **Markíza** and it operates the radio station **Radio Okey**.

**Ivan Kmotrík Media Group**

Ivan Kmotrík is another major player on the media market, holding a 50% share (via **Grafobal Group**) of the second private TV channel **TV Joj**. Furthermore, Kmotrík owns the largest newspaper distributor and retailer **Mediaprint-Kapa Pressegrosso JSC**, four big printing houses, a book publisher (**SPN-Mladé letá**) and the largest Slovak advertising agency, **EURO RSCG Artmedia**.

**Passauer Neue Presse**

**Passauer Neue Presse** started to invest in the Slovakian market in 1999. Firstly, the eastern Slovakian daily newspaper called **Lúč** was purchased. Soon afterwards, **PNP** bought additional Slovak language dailies and weeklies throughout the country.
In 2000, all the portfolio of the German group was brought into a joint venture created with SME Group. This operation allowed PNP to create a joint publishing house for daily and weekly newspapers called Petit Press SA. Both Slovakian and Hungarian newspapers are published from there.

**Petit Press**

Due to the investment of the German Verlagsgruppe Passau, Petit Press has become one of the most important publishing companies in the Slovak Republic. Among its publications is the important daily SME and, furthermore, Petit Press is the strongest player on the regional press market. Moreover it publishes number 5 and 6 of the best-selling newspapers: Új Szó and Korzár.

**RINGIER**

The Swiss Ringier Group owns the best-selling daily (tabloid) newspaper Nový Čas and a range of lifestyle magazines. Ringier has been active in Slovakia since the beginning of the nineties. Since Ringier bought stakes in several publications from its partner Gruner+Jahr, it has increased its important position in the magazine market. It owns several periodicals including Život and monthly Eva.

**Conclusion**

Slovakia’s broadcasting sector has changed considerably since the adoption of the 1993 Broadcasting Law. The introduction of commercial television, in particular, transformed the market completely. Today, all the Slovak press is privatised.

In the first stage (1990-1992), editorial staff privatised their newspapers. In this transitory period, editorial staff replaced the former political publishers. In the second stage, the journalist/shareholders entered into alliances with home and foreign investors. The editorial office was separated from the publishing house. Nevertheless, some ties between editors and publisher remained. That is why editors are reluctant to disclose the amount of foreign capital in the Slovak media.

Today, the biggest foreign investors in the Slovak press market are Passauer Neue Presse and Swiss concern Ringier. Bertelsmann’s Gruner und Jahr has withdrawn from Slovakia. Foreign capital is extensive in the Slovak private radio market, as well as in the national, regional and cable television markets.
Slovenia

Despite Slovenia’s small size and the presence of foreign owners, strong local players control important sections of the market. In Slovenia, the media field is regulated by the Mass Media Act adopted in 1994. It issues and withdraws broadcasting licences, issues rules and monitors the stations to see if these rules are respected. The Mass Media Act specifies restrictions on both ownership and cross-ownership. The act permits foreign ownership but this is tightly controlled by regulations. The foreign ownership stake in a media enterprise cannot exceed 33%. Although the media law was restrictive, Slovenians circumvented the law by using funds to take participation in media enterprises. The new media law voted in 2001 now has a chapter concerning the regulation of investment funds. Moreover, the Ministry of Culture must approve all acquisitions.

Radio

There are six radio channels with national coverage. The Slovenian radio market is dominated by three stations. The public service broadcaster RTV is an important player in the radio market with three national channels: Program A, Program Ars and Val 202; the Radio Slovenija International; and four regional stations. In total the stations reach 89% of the audience share. RA Slovenija Val 202 is by far the market leader; it has 52% of the audience share. The second public radio station, RA Slovenija 1, has also an important market share of 37%. There are also a high number of channels which are linked through ownership, advertising and programming or through related persons. Although there are 83 radio stations in Slovenia, the number of owners is far lower.

The most successful commercial station Radio Ognjišče reaches an audience share of 9%. It belongs to the Catholic Church. The other company which broadcasts nationally is Radio Glas Ljubljane (RGL). It is run by the company SET in which the Solamon Group have controlling interest. The Group also has two regional stations and is involved in the publishing industry.
In Slovenia there are 4 national television channels and over 30 regional and local channels. The public service channels SLO 1 and SLO 2 have a combined audience share of 36.4%. They also broadcast a third regional channel TV Koper Capodistria, which provides programming in Slovenian and Italian and targets the Slovenian minority in Italy, and the Italian minority in Slovenia.

The television sector is dominated by foreign capital. The main commercial TV channels Pop TV (27.6% market share) and Kanal A (8.3% market share) belong to Pro plus. Pro Plus is owned by the Central European Media Enterprises (CETV), a branch of the US CME cooperation. Foreign capital is also involved in the third commercial channel TV3, which was originally owned by the Catholic Church, but sold in 2003 to a group of Croatian investors. The current owners also have television interests in Croatia and in Bosnia. Furthermore the Slovenian TV market is characterised by a high penetration of foreign channels, which reach an average audience share of 20%.

Delo is the largest publishing company according to its revenue. It publishes the two best selling newspapers in Slovenia: Slovenske Novice (circulation 104,000), a popular tabloid format, and Delo (circulation 93,000) a national quality daily. The print media in Slovenia mainly do not have strategic owners. Delo D.D., which is also involved in printing, advertising and distribution, is owned by a large brewery (Pivovarna Laško D.D has a 25% stake), several state funds and an investment company.

The main shareholders of the publisher Dnevnik are the book publishing company DZS (51%) and the Styria Verlag (25%), part of the Austrian Styria Medien AG. Other shareholders include state funds and the publishing company Vecer. The second largest publishing company in terms of revenue is Vecer, which publishes the daily of the same name with an average circulation of 58,000. The major shareholder in Vecer is a bank and a related investment company. The Austrian media company Leykam Hoce holds a share of 26.7% in Vecer. Leykam also operates a daily newspaper which is active in the regional press

Through its subsidiary the Burda Verlag Osteuropa (BVO), the Burda Verlag follows interests in this region. In 2004 Burda solds its stake in RCS Periodici to Rizzoli. Rizzoli transferred its shares in BVO, as well as the 50% share in the common company Burda RCS International Holding GmbH and in the Milchstrasse. Burda now wholly owns the three companies. In Slovenia, Burda Slovenia operates on the magazine market. It currently owns 8 titles.
**BONNIER**

Bonnier has also interests in Slovenia where the group publishes *Finance*, a business paper. Bonnier transformed this weekly into a daily, which has a circulation of 12,000. This newspaper has found a market interest by specializing in economic issues. *Finance* is 50% owned by *Gospodarski vestnik*. Bonnier Affarinformation Holding Ab owns 28.8% of *Gospodarski vestnik*.

**Cable and Satellite operators**

Around 60% of Slovenian households are linked to cable television systems. The development of the cable TV network around Slovenia, presently managed by over 80 cable operators, stimulated the appearance of local television channels. In the last couple of years there has been an increasing merging of many operators who have started modernising the network and introducing new services, particularly the Internet and pay TV programmes. The biggest operators are *Telekabel* (through the merger of *Link*, *Sistel* and *Skyline*), *Telemach* and *G-Kabel* (*Astra Telekom*, *Gorenjski Kabel* and *Telesat*). *Telemach* has 118,070 customers (RGU’s). These include 106,156 television and 11,914 broadband Internet customers. *Telemach* is a consolidated subsidiary of *Liberty Global Inc*.

**Conclusion**

The process of ownership restructuring following the Slovenian Law on Privatization had the same impact on the media sector as on other companies. The 2001 Mass Media act, which prevents concentration of ownership, is supposed to protect media independence and pluralism. Namely, restrictions no longer exist apart from the fact that any share in ownership amounting to more than 20 percent must be reported to the Ministry of Culture. Real restrictions exist only in the area of cross-ownership and when, for example, a print media organization wants to take control over broadcasting companies. All in all, these restrictions are not really attractive for foreign capital. Foreign capital has been entering Slovenia’s media space rather slowly. The principal cause of that is that Slovenians are a conservative public who find it hard to break the habit of reading the same newspapers for years.
Spain

In Spain there is no independent national authority specialised in broadcasting matters. At the national level, there is an independent authority, the Comisión del Mercado de las Telecomunicaciones (CMT=Telecommunications Market Commission), which has some powers concerning the audiovisual sector. Regarding the regional level, there are regulatory authorities in Catalonia (Consell de l’Audiovisual de Catalunya) and in Navarra (Consejo Audiovisual de Navarra). A consultative council exists for the Community of Madrid (Consejo Audiovisual de la Comunidad de Madrid).

Yet the need for certain regulatory measures has been voiced by the CMT and acknowledged by the government. Thus, a Council for the reform of publicly owned communication media was established in April 2004 (Consejo para la reforma de los medios de comunicación de titularidad del Estado). In February 2005 the named council proposed a number of measures, including some concerning the status, administration and financing of public audiovisual services, which will serve as a starting point for a future audiovisual law.

The Spanish audiovisual market is characterized by a variety of constellations. There is public and private television as well as radio, in some cases like televisión autonómica de Canarias with a public bearer but private management. Many of them can be found in a transitional period from one technology to another, like the cable operators, which are moving to a digital system from an analogue system.

The Spanish government has pushed ahead with digital terrestrial television (DTT). It adopted the National Technical Plan of the Local Terrestrial Digital Television (PTDTL=Plan Técnico Nacional de la Televisión Digital Terrestre Local). The government also adopted the Impulse Plan for Digital Terrestrial Television, Liberalisation of Cable T.V. and Providing Pluralism (Plan de Impulso de la Televisión Digital Terrestre, de liberalización de la televisión por cable y fomento del pluralismo). The aim is to modify the PTDTL and re-assign the frequencies of the vanished Queiro TV, until reaching an offer for its 14 digital national TV channels, and launching of the new nation-wide programmes by fall 2005. The date for the end of the transition period towards DTT was forwarded 2 years until beginning of 2010.
The Spanish public broadcaster, **Radio-Televisión Española (RTVE)**, operates the only national public television channels, **TVE 1** and **La2**; it has an audience share of 28.2%.

The two main national commercial broadcasters are **Telecinco** and **Antena 3**, each having a roughly equal audience share of around 22.1% and 20.8% respectively. The Italian holding company **Mediaset** is the main shareholder in **Telecinco** (holding 52% of the capital share). **Antena 3** is 33.52% owned by **Kort Geding SL (Planeta/De Agostini)**, 17.27% owned by **RTL Group** and 10% owned by **Macame – SCH**.

**Canal+ España** is the nationwide pay TV channel with a viewer share of 2.1%. It is operated by **Sogecable**. **Telefónica** holds a 16% interest in the company, while **Telefónica** itself belongs now to the **Planeta/De Agostini** group.

In addition, there are a large number of regional public service channels that are operated by the Autonomous Communities, like: **Televisió de Catalunya**, **Televisión Autonómica de Madrid S.A/Telemadrid**, **Televisión Autonómica Valenciana S.A/Canal**, **ETB**, **Televisión de Galicia/TVG**, or **Televisión Autonómica de Castilla-La Mancha**. The autonomous T.V. channels have a combined viewer share of 17.7% and the local and digital ones have 9.1% of the viewer share.

**Radio**

The operators active in the radio sectors can also be distinguished according to their range (national, regional, local) and/or their ownership (public, private).

The public presence in the radio sector is grouped around **Radio Nacional de España (RNE)**. **RTVE**, apart from its five national radio channels, also operates **RNE**, which has about 400 local radio stations. These do not aim to compete directly with the private radio companies for resources from advertising as their costs are covered by public entities. In addition, most regions have their own radio networks, such as **Catalunya Radio**. Furthermore, there are hundreds of local public (as well as private) radio stations.

The three main private groups in the sector are **SER (Sociedad Española de Radiodifusión)**, **Onda Cero** and **COPE**. **SER** is by the main player in terms of its income of €169 million in 2004, followed by **Onda Cero** with €85 million and **COPE** with €79 million. **SER** is operated by **Radio Unión** which itself is 80% owned by **Grupo Prisa** and 20% owned by **Grupo Godó**. **Onda Cero**, the second most popular commercial station belongs to the **Planeta/De Agostini** group, which also owns the daily **la Razon**. The third main commercial network,
COPE, is owned by the Catholic Church. In September 2004, a new group made its appearance in the market, Punto Radio, whose principal shareholder is the publishing company Vocento.

The new digital radio operators (Digital Radio Broadcasting) commenced test broadcasts in 2001. Still, there are similar difficulties and obstacles as with the digital television broadcasting in terms of receiving equipment and implementation of these new services.

Cable and Satellite Operators

In 2004, there were 11 operators carrying and distributing audiovisual signals. Albertis held the leadership in terms of its share in customers (73.4%) as well as in terms of income (80.8%). The second-largest operator is Net Radio Medialatina, having 14% of the clients and 4% of the income from total distribution. It is followed by Banda Ancha de Andalucía, which accounts for 2% of the customers while reaching 6.4% of the total market income. Close behind are the distributing operators Globecast España and Itelazpi.

When it comes to the players in the segment of the service for transporting audiovisual signals, Albertis also dominates the market with a market share of 44.2%. The second-largest (transporting) operator is Telefónica de España, with a market share of 34.5%. With Telefónica Servicios Audiovisuales, Telefónica de España has 26.5% of the segment’s total income. Third in this segment, in terms of client share, is Net Radio Medialatina with 11.4%. Net Radio Medialatina accounts for 2.2% of the total income. The remaining 22.9% of the income is divided amongst the other players (Globecast España, Itelazpi, Red de Banda Ancha de Andalucía, Net Radio Medialatina and other minor ones).

As for satellite pay-TV services, there is only one operator after the merger between Canal Satélite Digital and Via Digital: Digital+, launched in July 2003. It belongs, together with Canal+, to Sogecable, which accounts in total for a 65.07% market share in terms of subscribers and has 83.76% of the total market income. It is active in all segments of pay-TV, including the purchase and management of audiovisual and cinematographic rights; channel production and distribution (thematic channels); Internet; subscriber marketing and management; and cinema production, distribution and screening (Sogecine). Second in the market for pay-T.V. is Grupo ONO with a 13.5% market share, followed by Grupo Auna Fijo with an 11.43% market share in terms of subscribers.
There were 136 dailies in 2004, although the readership is very low, particularly among young people. The main national daily newspapers are *El País* (circulation 468,000), published by Grupo Prisa; ABC (circulation 276,000), published by Prensa Española, a wholly owned subsidiary of Vocento; and *El Mundo*, published by RCS. However, in many of the autonomous regions, regional newspapers sell more copies than the nationals. In Catalonia, *La Vanguardia* and *El Periódico* sold respectively 203,000 and 171,000 copies per issue in 2004. In the Basque country *El Correo* sold 126,000 copies and in Galicia, *La Voz de Galicia* is also a big seller.

The biggest players within the Spanish press market are Vocento, Grupo Prisa and Ricolétos.

**Vocento** is the new name of the Grupo Correo Prensa Española (since May 2003) resulting from the merger between the two groups. Besides the national daily ABC and 11 regional papers, it has a significant presence in other areas of communication, including television.

Another player in the daily newspaper market is **Grupo Zeta**, which publishes eleven general daily newspapers, two sports newspapers, more than 80 local and specialised free papers and 15 magazines. It has interests in radio by participating in station Zeta Flaix and in local television with Onda Mezquita. It is also active in books, multimedia and advertising (Zeta Gestión de Medios). **Grupo Godó** publishes the dailies *La Vanguardia* and Mundo Deportivo, as well as several magazines. Besides its interest in publishing, it is active in radio, television (Citytv), advertising (Publipress), audiovisual production (GDA Pro) and multimedia services.

**Prensa Ibérica Editorial** publishes thirteen general daily newspapers, a daily paper in German and books (Alba Editorial).

Foreign investment is represented through the Italian RCS interests in **Unidad Editorial**, which publishes *El Mundo*. The company also has interests in cultural magazines, radio (Onda Cero Radio), television (*El Mundo TV, VEO TV consortium*), production (Canal Mundo Producciones Audiovisuales) and online services. It also holds a nation-wide digital radio license. **Recoletos**, which is majority-owned by Pearson, is mainly active in publishing magazines.

In the magazine sector **Hachette Filipacchi Médias**, a wholly owned subsidiary of Lagadère, is the country’s largest player with 17 magazine titles. It dominates the TV listings market by publishing the four leading titles.

The Swiss Edipresse is the country’s second-largest magazine publisher with around twenty titles. Edipresse entered the Spanish market by acquiring a majority share in the Hymsa Group (El Hogar y la Moda SA) in Barcelona. Edipresse Hymsa
publishes women’s, celebrity, needlework and dressmaking titles, as well as cuisine and gourmet magazines. The company holds shares in the publishing companies Semana Group (50%) and in Focus Ediciones SL (60%).

**MAIN PLAYERS**

**VOCENTO**

**Vocento**, the new name of **Grupo Correo Prensa Española**, has the national daily ABC and 11 regional papers; a 13% stake in Telecinco; interests in local television, radio (minority shareholding in Cadena COPE), digital media, new technologies, distribution, film and TV production companies; and a 51% interest in Internet portal Ozú. **Vocento** has a 60% stake in **Taller de Editores, S.A. (TESA)**, a company that publishes, in cooperation with various regional dailies, several weekly supplements. Its news agency Colpisa provides content for both its own newspapers and third parties. Through Telecinco, it also has shares in the audiovisual news agency Atlas and in Estudios Picasso, a production house for fictional content.

**GRUPO PRISA**

The **Grupo Prisa** publishes the best selling national daily El País, the financial daily Cinco Días and the sports daily As. It is active in specialist, regional and periodical publications (GMI - Grupo de Medios Impresos) and magazines. Other major media interests include an 80% stake in Union Radio and a 21.27% stake in Sogecable, which encompasses pay-tv channel Canal+España. Moreover, the group is active in local television (PRETESA, Localia, the group of local television channels belonging to Prisa); advertising (Gerencia de Medios - GDM); and Internet (Prisacom, portal plus.es). In the regional press market GMI has a 75% stake in Espacio Editorial Andaluza Holding, the parent company of the publishing houses of the newspapers El Correo de Andalucia, Odiel Información and Diario Jaén, and a 32% stake in La Voz de Almeira. It also has, through GMI, a majority shareholding in Gestión de Medios de Prensa (GMP), a supplier of contents for the local and regional press. Subsidiary companies of **PRISA International** are currently present in eight countries: Chile, Colombia, Costa Rica, Mexico, Panama, France, the U.S. and Bolivia. They operate in the radio, print media, and television sectors.

**RECOLÉTOS**

Grupo Recoletos is a multimedia company active in certain areas (sports, finance, etc.) across all media platforms (press, broadcasting, Internet). The company is 74% owned by the UK-based Pearson group. It publishes Spain’s second best-selling
daily sports paper, *Marca* (circulation 380,000), and the financial daily *Expansión* and specialised magazines. It is active in radio (*Radio Marca Digital, Radio Marca Madrid*) and television (*Expansion TV* and 25% in Veo Televisión which holds a DTT licence).
Sweden

The Swedish media market is characterised by several strong national players and SU-owned and Luxembourg-based SBS and Sweden-based Modern Times Group (MTG). The country’s cross-ownership regulations are quite liberal. Newspaper companies are not forbidden from running commercial radio stations. Therefore it is possible that companies like Bonnier carry-out business in press, radio and television.

Radio

Two national radio licences are held by Sveriges Radio (SR), which has programming on four channels, and the Swedish Educational Broadcasting Company (UR) which has the remit of producing educational programmes available to all.

Commercial radio operates only at the local level, and is thus referred to as PLR, or “private local radio”. Many operators have chosen the alternative route of establishing radio networks that cover the whole country or regions. There are four main players in local commercial radio. Three of these networks, namely RIX (MtG/SRU), FM Mix (Bonnier) and Fria Media (Foundation Fria Media Moder) are owned by Swedish media groups. Additionally there is NRJ, a station controlled by the French NRJ group in cooperation with Swedish Cedska AB.

After receiving regulatory approval from the Swedish government SBS merged its Swedish radio operations with Bonnier Radio AB. The merger created SBS Radio AB, which is 51% owned by SBS and 49% owned by Bonnier Radio AB, and is the largest radio operator in Sweden.

Television

Terrestrial broadcasting in Sweden is dominated by the state broadcaster Sveriges Television (SVT). SVT operates five channels - four national, SVT1, SVT2, SVT24, Barnkanalen (a children’s channel) and together with UR, Kunskapskanalen, and one European, SVT Europa. Barnkanalen and Kunskapskanalen share the same channel ID. The channels are distributed via the analogue terrestrial net as well as via a digital terrestrial net, via digital satellite and digital cable. SVT1 and SVT2 have a total market share of 40%. SVT is obliged to carry cultural and quality programming, and 55% of its programming must be produced regionally outside Stockholm. It is financed via the licence fee and sponsorships and does not carry advertisements.
TV4 is the most successful of the commercial channels, attracting an average 25% of viewers. The main shareholders of TV4 are the two largest Swedish media groups MTG and Bonnier. Bonnier has the largest ownership stake through a 33% interest in the Finnish company Alma Media, which has a 23% stake in TV4, in addition to its direct 22% stake in TV4. MTG has a 15% stake in TV4.

MTG owns the second most popular commercial channel, TV3, via its Viasat group, which also produces other broadcasting channels targeting the Swedish market (e.g. TV 1000, TV8, ZTV). The third most popular commercial channel in Sweden is Kanal 5, which, like its competitor TV3, is based in the United Kingdom. It is a 100% subsidiary of the American holding company SBS Broadcasting.

**WRITTEN PRESS**

The Swedish newspaper market has traditionally been very strong, with up to 80% of the adult population reading a newspaper daily. Two factors distinguish the Swedish newspaper market - almost all titles have a strong local or regional base and almost all morning newspapers are sold by subscription with early morning home delivery.

Sweden’s newspaper market is dominated by the Bonnier Group, which publishes four of the top seven daily newspapers as well as two of the top-selling magazines. The national daily Expressen, which with its western Swedish edition GT and southern region edition Kvällsposten, has an average daily circulation of 342,000. It also publishes the second most popular newspaper, Dagens Nyheter with a circulation of 363,000, as well as the leading financial daily, Dagens Industri (circulation 116,000).

The most popular daily, Aftonbladet (circulation 444,000), is owned by the Swedish Labour Union and the Norwegian media conglomerate, Schibsted. This is also Sweden's oldest newspaper. Although the majority of capital shares (50.1%) is held by the Swedish Labour Union, the Norwegian company has full control of management decisions.

Sweden's magazine market is dominated by Allers Forlag, the Swedish subsidiary of Denmark’s Aller Group. In total, Allers Förlag publishes around 24 magazines on the Swedish magazine market. It has four of the top seven best-selling family/general interest titles: Hemmets Journal, Allers, Hemmets Veckotidning and Året Runt. Lagadère publishes 4 magazines in Sweden through Hachette Sverige.

**CABLE AND SATELLITE OPERATORS**

2.5 million Swedish households get cable TV. The largest four cable operators control more than 90% of the market. The largest one is Com hem Ab with 1400,000 subscribers, which is owned by the Swedish equity house EQT Partners. Number two in the cable industry is the Kabelvision AB, owned by Tele 2, with
300,000 subscribers. It is followed by the only non-Scandinavian owner among the top four cable operators, **UPC Sverige AB**, which forms part of the American **UnitedGlobalCom Inc.** **UnitedGlobalCom** is also the majority shareholder in **SBS Broadcasting**. Nearly equally important is **Canal digital Kabel TV**, which is part of the Norwegian **Telenor** group, with 230,000 subscribers.

Additionally 30% of Swedish households have satellite television. The major providers are **Viasat** (629,000 subscribers), which is part of **MTG**, and **Canal Digital** (763,000 subscribers), which is owned by **Telenor**. **Viasat** is wholly digital and distributes **MTG**’s television channels, TV3, ZTV, TV6, TV8, **TV1000** and Danish channel 3+ as well as other third party channels.

**Canal digital** is owned by **Telenor** but carries **Canal** +’s premium pay-TV channels and its **Kiosk** pay-per-view service on the Canal Digital platform.

---

**LARGEST MEDIA PLAYERS**

---

**THE BONNIER GROUP**

The Bonnier Group is the largest media group in Scandinavia, but dominant in Sweden where it has over a quarter of the total newspaper circulation (total circulation 1,027,200). It has expanded into newspaper publishing in Norway, Denmark, Latvia and Finland though investments and partnerships, most notably in the Finnish media group, **Alma Media** (33%). In Latvia through **SIA Diena Bonnier** and **AS Diena** it has a total circulation of 21,476,000, including the largest daily paper, **Diena**. It is also expanding out into Western and Central Europe so that its various activities give it a presence in 17 European countries. However 60% of its sales are within Sweden and a further quarter from its Nordic neighbours.

**Bonnier Business Press**

It oversees the publication of **Dagens Industri** (circulation 126,000) and sister papers published in Austria (**WirtschaftsBlatt**), Denmark (**Børsen**), Estonia (**Äripäev**), Latvia (**Dienas Bizness**), Lithuania (**Verslo Zinios**), Poland (**Puls Biznesu**), Russia (**Delovoj Petersburg**) and Slovenia (**Finance**, where it has a 45% stake). In September 2000 Bonnier launched **business a.m.** in Scotland, in both paper and online formats.

**Bonnier Morning Papers**

Organises Swedish and international papers in a business division around the three main titles:

- **Dagens Nyheter**. Other parts include a number of free newspapers, a distribution company and a picture agency.
Sydsvenska Dagbladet is responsible for the Swedish newspaper of the same name. Other titles are Trelleborgs Allehanda, Ystada Allehands and Kristianstadsbladet.

There is also a Polish paper, Super Express.

The Expressen division includes Expressen, GT and Kvällsposten.

Interests in pulp, paper milling and printing

Bonnier Books and Magazines

Book Imprints in Sweden and other countries include:

Albert Bonnier – the publishing house, founded in 1837 by Albert Bonnier.
Cappelens - Norway
Lindhardt and Ringhof, Denmark
Bonnier Carlsen – books for children and young adults
Bonnier Lexikon – print and electronic dictionaries
Bonnier Utbildning – education
Rebus – young children’s books
Verlag Hoppenstedt – Germany and the Netherlands
Piper – Germany
Publications Bonnier – France
Tammi – Finland
ArsEdition – Germany

Bonnier operates the largest general book club in Scandinavia, Bonnier Bokklubb, as well as ones for children, entertainment, and men.

Bonnier Tidskrifter publishes magazines in Sweden, Denmark, Norway and Finland including Amelia, Damernas Värld and Tara for women and a range of consumer magazines covering gardening, food, wine and health. It also publishes Veckans Affärer, a leading business magazine.

Bonnier Hachette, France (50% owner)
Globus Communication (Estonia)
Bonnier Entertainment covering film, music, radio and TV
Megapol – network of local radio stations in Sweden
**SFBio** - largest Scandinavian cinema operator (32 cinemas with a total of 176 screens in 17 cities)

**Svensk Filmin industri** – film production and distribution

**Scandinavian Home Entertainment** and **Bonnier Amigo Music Group** sell CDs and videos.

**Bonnier Business Information**

It provides electronic corporate information services based on databases such as the *Kompass* business directory. Sales rose by 40% in this division, largely as a result of the acquisition of **Verlag Heppenstedt** in Germany.

**Direkt** – online financial and business information services

**Bonnier Net**

Portal for the group’s media activities
Switzerland

Due to its geographical and linguistic situation the penetration of foreign broadcasting is very high in Switzerland. In some language markets, foreign channels even have a dominant position. In contrast, the print media market is highly dominated by Swiss actors. Switzerland, due to its multilingual as well as multicultural characteristics, has a diversified media market that offers a very large number of media products compared to the size of the country and of the population.

Radio

In the radio market, the national public radio competes heavily with Swiss regional commercial radio stations. Radio is a very popular media in Switzerland, 92% of the population listen daily to the radio. In the radio market SRG SSR idée suisse is the market leader in all language areas. In Italian Switzerland, it reaches a market share of 83%, in total SRG SSR operates nine channels, which reach an average market share of 66%. Commercial radio stations have a market share of 24%. In contrast to the TV market, foreign radio stations are not that popular and reach only a market share of 10%. However, the border areas of the country, such as Geneva, Basel, Zurich or Lugano are a big market for foreign private radio stations that broadcast up to the borders and are very interested in the Swiss advertisement market.

In the Italian area, only two commercial radio stations operate. They have a market share of 6%. Hence, the commercial radio market is diversified and does not represent any dominant market players.

Television

In television, the competition is primarily between the SRG SSR idée suisse, known in English as the Swiss Broadcasting Corporation, and the foreign broadcasters. The SRG SSR, the largest provider of electronic media in Switzerland, has the mandate to produce and disseminate radio and television programs in the country’s four official languages. It is not a state institution, although it is subject to private and public laws, but an association entrusted with a public service mandate. Currently, the SSR SRG idée suisse is registered as a private, non-profit organization with a public mission. The first programs of the SRG SSR are market leaders in their respective language region. In total, however, foreign broadcasters transmitting to
Switzerland reach the largest market share. The Swiss commercial TV stations, which operate on a local base (mainly cities or very small regional areas) hold only a comparable small market share. In the German speaking area, many foreign broadcasters are operating, hence none of them has a dominant position. In contrast, in the French-speaking and Italian-speaking regions, TF1 and Canale5 and RAI respectively have very strong market positions.

In German Switzerland, foreign broadcasters have a market share of 60.9%. The German channel RTL is the most successful, with an accumulated market share of 7.9%. The public broadcaster SF DRS (the German language version) reaches a market share off 34.5%.

In the French speaking community the public service broadcaster TSR reaches a market share of 30.3%. Foreign broadcasters have a market share of 67.5%, whereby French TF1 was the most successful channel with a market share of 16.5%. Swiss commercial stations reach only a market share of 0.3%.

In the Italian area the PBS TSI reaches a market share of 34%. Foreign broadcasters reach 61.7%. Berlusconi’s Canale5 has a market share of 12.5%, making it the most successful TV station. The Italian public broadcaster RAI reaches 10% of the market. The domestic commercial TV broadcasters have a 1.2% market share in the Italian community.

**Written Press**

All daily newspapers in Switzerland with a circulation over 100,000 are owned by multi-media companies. From 2001, the number of newspaper’s titles decreased from 555 to 117 in 2004.

**Ringier**

Ringier, the largest Swiss publishing company in the country, is operating in the publishing business in Switzerland, Central and Eastern Europe and Asia. The center of its activity is still in Switzerland where the company makes 66.7% of its revenues; 28.7% of its revenue is from Central and Eastern Europe and the remaining 4.6% is from Asia.

Ringier publishes 4 newspapers in Switzerland, including the best-selling tabloid Blick. In Hungary, it publishes 4 dailies, in Romania 7, in Hungary 4, in Serbia-Montenegro one and in Vietnam another one.

Furthermore Ringier publishes 14 magazines in Switzerland, 7 in Romania, 7 in the Czech Republic, 5 in Slovakia, 9 in Hungary, 4 in Vietnam and one in Germany.

Most of its Swiss newspapers and magazines have also Internet portals.
In Switzerland, Ringier owns the tabloid newspaper *Blick* (circulation 275,000) and *Sonntagsblick* (tabloid), the leading Sunday newspaper. Ringier also publishes the weekly magazine *Schweizer Illustrierte*. The free sheet *20 Minuten* owned by Tamedia AG, with a circulation of 340,000 is therefore the largest daily within the Swiss press market. Besides the free sheet, Tamedia AG publishes *Tages-Anzeiger* (circulation 236,000); *SonntagsZeitung* (circulation 203,087), a Sunday paper; the news magazine *Facts* (72,252); and has a minority share (49%) in the publishing company Espace Media Group. The group owns the leading newspaper in Bern, the *Berner Zeitung* (circulation 166,000). The most important products of the Basler Zeitung Medien are the daily newspaper *Basler Zeitung* (circulation 101,000), as well as the free sheet *Baslerstab*, and the Neue Zürcher Zeitung AG’s publications *Neue Zürcher Zeitung* (155,000) and *St. Galler Tagblatt*. In the French-speaking part of Switzerland, Ringier publishes several weekly magazines, such as *L’Hebdo* (circulation 47,000) or *L’Illustré* (92,000).

**EDIPRESSE**

Edipresse is a multilingual and multicultural international publishing house. It operates in the areas of newspaper and magazine publishing, printing and multimedia. Present in Switzerland, Spain, Poland, Portugal, Mexico, Russia, Ukraine, Romania, Greece and several countries in Asia, the Edipresse Group is specialised in magazines publication. It publishes over 150 titles. The range of publications is diverse and includes celebrity magazines, women’s magazines, news, business and entertainment titles.

The Edipresse Group holds a leading position in the publishing market in French-speaking Switzerland, which remains the heart of its activities. It publishes the three leading daily newspapers, *Le Matin* (69,000), *Le Matin Dimanche* (208,000) 24 Heures (86,000) and *Tribune de Genève* (73,000), as well as other local newspapers (*La Broye* and *Journal de Morges*). The group also created a shareholders company with Ringier to hold a majority share in daily newspaper *Le Temps* (49,000).

Along with its activities as a regional newspaper publisher, Edipresse Switzerland also publishes other publications, which enable it to play a major role in the business, women’s and entertainment press markets in French-speaking Switzerland.

Edipresse has been operating in Poland since 1995. Edipresse Polska is the country’s leading magazine publisher in terms of advertising revenue and ranks third in terms of sales.

It publishes about ten publications, including the leading magazine in the women’s press, *Przyjaciółka*. This weekly magazine is consolidating its position and is published with a regular print run of over 1,000,000 copies.
Edipresse operates different printing plants in Switzerland. The Edipresse-Lausanne Printing Centre and the Edipresse-Geneva Printing Centre both specialise in the printing of daily newspapers and periodic publications. The Lausanne center prints the company’s three daily newspapers.

Conclusion

In conclusion, the Swiss media landscape, known for a long time for its richness and diversity, has experienced some profound changes within the last 15 years. Since the middle of the 90s, the fall of the advertising spending has hindered the development in the media world and caused a wave of media concentration that has not stopped yet. With mergers, small titles purchased by bigger ones and then closed, the arrival of foreign investors groups on the Swiss media market and increasing fights for advertising income, the situation has changed in Switzerland. Though the quality of the offerings has remained very high, the country has become a real laboratory inside Europe for the media concentration process, as concentration has increased in every way possible. An offshoot of the ownership concentration in publishing has been the cooperation among companies in the fields of logistics and printing.
United Kingdom

The Communications Act 2003 is now in operation, having passed into law on 17 July 2003. The new Act is intended to improve the commercial prospects of UK media groups. It is expected to lead to more foreign ownership of media assets and to speed up the process of consolidation in Radio, TV and Newspapers.

At the same time, the Act aims to ensure that there will remain a diversity of voices in the UK media. However, it is true that the Act has created a deregulatory regime and rules on media ownership which are widely seen to be the most liberal in Europe.

At the heart of the Communications Act is the transfer of the powers and functions of the five previous regulatory authorities to OFCOM. The former three regulatory bodies which dealt with content issues (the Independent Television Commission (ITC), the Radio Authority (RA) and the Broadcasting Standards Commission (BSC)) have been merged, together with the Radio Communications Agency, responsible for spectrum management, and OFTEL the former telecommunications regulator, into one body: OFCOM. Among other measures, it introduced legal recognition of Community Radio and paved the way for full-time Community Radio services in the UK, and more controversially lifted many restrictions on cross-media ownership. According to the Act there must be at least two separate commercial media companies providing newspapers, radio, and terrestrial television in every local area of the UK. Cross ownership mergers may trigger a public-interest test. The test requires that regulators – the OFCOM - examine the balance between the economic benefit of a merger or acquisition, with the effects on plurality, diversity and competition.

Radio

The BBC, with 5 national radio stations and over 44 local or regional stations, has an overall audience share of the entire radio market of 54.2%, while the entire spectrum of commercial services has a share of 43.8%. Excluding the BBC services, there are nearly 400 commercial radio stations in the UK. The main players in commercial radio are **GCap Media, Emap** and **Chrysalis**.

The birth of **GCap Media** (in September 2004), a company sprung out of the merger of **GWR** and **Capital radio**, has led to the creation of the largest commercial radio group in the UK. It owns 54 local analogue licenses under which 59 services
are being broadcasted. The only digital services owned by the group are: Capital Disney, Core, Life, Planet Rock and The Storm. In 2004 GWR had a market share of 20.1% and Capital of 15.6%. It can be expected that the merged group will reach a share of around 35%.

**Emap**, which operates 25 stations on its own, has a market share of 13%. Emap acquired Scottish Radio Holdings (SHR), reaching itself a market share of 8%, which was cleared by the Office of Fair Trading and Ofcom – but it will have to sell one of SRH’s digital multiplexes because it will breach ownership rules by exceeding 50% of the market. **Emap** is also active in the magazine publishing sector.

**Chrysalis** operates 5 radio stations, e.g. Heart, Galaxy and the two LBC stations. In 2005 it acquired the Century 106 station from GCap Media. It also runs digital-only stations. All its radio stations combined have a market share of 11.2%. In addition to its radio business, **Chrysalis** also has music, books and a new mobile division.

### Television

The UK has four principal terrestrial television broadcasters – **BBC**, **ITV**, **Channel 4** and **Channel 5**.

The Public Service Broadcaster, **BBC**, broadcasts two national free-to-air channels, **BBC1** and **BBC** (with several regional versions) and reaches a market share of 36.6%. The **BBC** also has a range of free digital channels (broadcast on Freeview) including **BBC3**, a youth channel, **BBC 4**, **BBC News 24**, **BBC Parliament**, **CBBC** and **CBeebies** (two advertising-free children’s channels). The principle source of income for the **BBC** is the license fee because it has no advertising revenue but it does earn additional income through the distribution of television programmes, publishing, and videos via **BBC Worldwide**.

The **ITV** network consists of 15 regional franchises and one breakfast television license. The network has an audience share of almost 24.1%. Eleven channels are now owned by one company, **ITV Plc**, which resulted from the merger between **Carlton** and **Granada**. The remaining franchises include two Scottish licences owned by the **Scottish Media Group (SMG)**, **Ulster TV** and **GMTV** (Breakfast Television, which **Carlton** and **Granada** share with **Disney** and **SMG**).

One of the other major channels is **Channel 4** (publicly owned), which was set up as a channel to provide alternative and minority programming. **Channel 4** operates two further channels **Film four** and **E4**. Furthermore it is planning to launch a new documentary channel **More4**. From all three of its channels combined **Channel 4** has a market share of 9.8%.

**Channel 5** is the newest arrival on the terrestrial television network with a market share of 6.7%. Recently **Bertelmann’s RTL Group** acquired the remaining 35.4% shares of **Channel 5** from **United Business Media**.
Cable and Satellite Operators

Cable is dominated by two companies: Telewest, which is partly owned by Liberty Global (25%) and IDT (22%), and NTL (subsidiary of NTL International). The companies were in protracted merger talks in summer 2005.

Telewest also owns Flextech, which has a number of television channels, including UKTV, a unique partnership between BBC Worldwide and Flextech Television. The company was in negotiations over the sale of Flextech in summer 2005. Telewest had 7,355 million subscribers at the end of 2004.

For subscription television, satellite television has been more successful with BSkyB under the control of Rupert Murdoch’s News International. BSkyB reaches a total subscriber base in the UK of almost 7.3 million homes. The total cable subscriber base remained more or less static at 3.3 million.

ITV Digital used to be the sole British terrestrial digital television broadcaster. It was launched as ONdigital in 1998. It was subsequently renamed as ITV Digital in July 2001. Its main shareholders were the UK ITV broadcasters Carlton Communications plc and Granada plc (who have since merged to form ITV plc).

A consortium made up of the BBC, BSkyB and Crown Castle International was granted ITV Digital’s old broadcasting license, and launched the Freeview service on 30 October, 2002. Although Freeview operates primarily as a free-to-view platform, its increasingly extensive line-up must represent some competition for at least the basic packages of both cable and satellite.

Written Press

During the twentieth century the press has not been subject to direct regulation, and certainly there has been no state support for particular titles. Anyway, there has been some consolidation in the titles available. Currently, there are 11 national daily titles and 12 national Sunday titles. Additionally, there are a number of regional/local titles: 20 morning, 76 evening and 11 Sunday papers. There are also 529 weekly newspapers (excluding free titles). Magazines are numerous: consumer magazines number in excess of 3,000 titles, though circulation varies widely.

Four groups dominate the daily national press: News International Newspapers, Daily Mail and General Trust (Associated Newspapers), Trinity Mirror and Express Newspapers. The same four companies publish the best-selling Sunday papers. Two of the companies (through parent or subsidiary companies) also have a major share of the regional press market: DMGT, through Associated Newspaper as well as Northcliffe Newspapers, and Trinity Mirror. Further major players on the regional newspaper market are Newsquest, which is a subsidiary of US
media group Ganett and Johnston Press. Jointly these four companies control 62% of regional newspapers in terms of circulation and there is an increasing trend toward ‘cluster publishing’ – ie titles in a region all owned by one of the groups.

**News International Newspapers** is part of Rupert Murdoch’s News Corporation media empire and includes best-selling newspaper The Sun (circulation 2,419,000) and the Times (circulation 485,000).

DMGT is a major player in all three markets; through Associated Newspapers Ltd on the national and Sunday markets, and, especially with the dominant position of the free sheet Metro and Northcliffe Newspapers, on the regional level.

Apart from the national newspapers of the **Mirror group** (Daily Mirror circulation: 1,597,000), acquired through a merger in 1999, the group has a total of 250 papers. These include regional dailies, weeklies and free newspapers. It also publishes sports newspapers, including the Racing Post. The company is also involved in magazine publishing, new media and exhibitions.

The **Express Group**, which publishes the well known Daily Express (circulation 720,000) and the tabloid the Daily Star (circulation 705,000), was taken over by the Northern and Shell Group, which are publishers of magazines.

The other top ten daily national newspapers are The Daily Telegraph (circulation 483,000), Financial Times (circulation 101,000), The Guardian (circulation 288,000) and The Independent (circulation 179,000).

Some weekly women’s magazines sell well, like Woman’s Own and Woman, published by IPC Media Ltd, which itself is owned by Time Warner, each selling around 630,000 copies; or Bella which sells over 400,000 copies. At the other end of the scale, many technical and business magazines, and many local papers, sell only a few thousand copies of each issue. German publishing group Bauer targets the lower end of the market with magazines like Take A Break, That’s Life, Bella, TV Choice and TV Quick, and a large number of leisure titles, mainly of the puzzle and wordsearch variety. **BBC Worldwide** claims to be the UK’s third largest consumer magazine publisher and publishes the UK’s most profitable magazine Radio Times.

---

**THE MAIN PLAYERS**

**NEWS INTERNATIONAL**

News International is a British newspaper publisher owned by Rupert Murdoch’s News Corporation. For the purpose of this outline only the parent company’s activities which concern the UK are analysed. The company’s major titles are published by two subsidiary companies, Times Newspapers and News Group Newspapers. News International, which publishes The Sun, the News of the World,
The Times, The Sunday Times and the **TSL Education** supplements, will acquire state-of-the-art full-colour printing presses and build new production plants in Enfield, north of London, Glasgow, and Knowsley, close to Liverpool.

**TSL Education** (the former **Times Supplements Limited**) publishes a number of specialist publications mainly in the education sector. Most of these originated as spin-offs from The Times including The Times Educational Supplement, The Times Higher Education Supplement and The Times Literary Supplement. They also publish Nursery World. At in the time of writing, **News Corporation** was looking for a buyer for the TLS titles.

**News International** is the strongest player on the daily and Sunday press market. The activities of **News Corporation** are conducted principally in the United States, Continental Europe, the United Kingdom and Ireland, Australia, Asia and the Pacific Basin.

**Book Publishing**

Under the **HarperCollins** umbrella it has 29 imprints internationally. In the UK, **Fourth Estate**, an independent publisher, was acquired by **HarperCollins**. One of its authors, Michael Crick, who was writing a critical biography of Murdoch, departed. Also Chris Patten's book on his experiences as the last governor of Hong Kong was dropped by **HarperCollins** because Murdoch did not want it to interfere with his efforts to open up his media interests in China.

**Broadcasting**

**BSkyB** is a UK digital satellite broadcaster with over 6 million subscribers. **News Corporation** has a 37.6% stake but effectively operational control of the company.

Furthermore it owns the major share of **Sky Radio** (71%).

**Technology and Multimedia**

**News Corporation** has a majority stake in **News Digital Systems**. Its major product is the VideoGuard satellite encryption system, which is used on most of **News Corporation**’s satellite TV systems. It is also used on some non-News Corp systems, including **Canal+**. The company also makes the XTV PVR, more commonly identifiable as the **Sky+** system. This system is most commonly implemented on a RISC OS powered system with **OpenTV** installed for interactive services.

**Other**

**Convoys Group** – UK newspaper distribution
PEARSON

Pearson plc is a London-based media conglomerate. It is the largest book publisher in the UK, India, Australia and New Zealand, and the second largest in the US and Canada. Pearson is an international media company with market-leading businesses in education, business information and consumer publishing. It has three major divisions, the Penguin group responsible for book publishing, the Financial Times group which operates in the newspaper publishing sector and with Pearson Education it is active in the educational sector.

Print media

Alongside the FT, the company established a network of leading national business newspapers and online services including Les Echos in France and FT Deutschland in Germany, stakes in business newspapers in South Africa, Russia and India, and 50% of the weekly current affairs journal, The Economist.

In Spain, Pearson operates through Recoletos in which it holds a majority stake. The Spanish publisher Recoletos also publishes Marca, Spain's leading sports daily. Furthermore, Recoletos has a 30% interest in the daily El Mundo. In Portugal Recoletos owns 50% of Economica SGPS, publisher of the country's leading daily Diário Economico.

Book Publishing

With publishing division – the Penguin Group- it publishes a range of fiction and non-fiction, bestsellers and classics, children’s books and illustrated reference treasure chests in over 100 countries.

The group is the top book publisher in the UK, Australia, New Zealand and India, and the number two, after Bertelsmann, in the USA.

Educational division

The educational division operates from elementary school to high school, from early learning to professional certification. It publishes textbooks and multimedia learning tools and testing programmes worldwide.

The group includes several publishing companies operating in the educational field:

1. At the time of writing the acquisition was not yet cleared by the German competition authority, but it is likely that this will be the case.


4. The data about circulation of the mentioned dailies should be taken with a certain amount of skepticism as the as the source is Mr. Đoko Kesić, director and Editor-in-Chief of Kurir. Also Mr Kesic claims at the moment higher circulation