

## Country fact sheet

# Slovenia



### Key findings

Rather than a debate on ‘news deserts’ in Slovenia, in recent years there have been fragmented conversations about the crisis of local print news media and the so-called ‘**white spots**’. These are areas where there is no adequate broadband infrastructure, but at the same time operators have no market interest in building it.

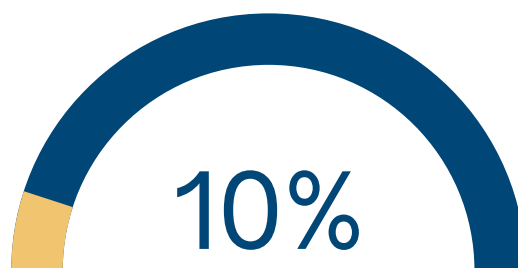
#### High levels of market concentration

Local and regional media landscape is marked by **high levels of ownership concentration**, which was recognised as a very high risk and standout issue in Slovenia.

Due to a **lack of diversity in sources of funding**, media are particularly vulnerable to external influences and changes, such as the COVID-19 pandemic.

Stakeholders emphasize the **national network of local correspondents** has shrunk in all media sectors compared to a decade ago.

#### Print media and the lack of willingness to pay for news



Print media editors have indicated that **only around 10% of the Slovene population is willing to pay for news**.

The pandemic influenced the print sector specifically, as newsstands and kiosks were closed and many of them never reopened.



#### The infrastructure of local media in Slovenia

Local and regional media in Slovenia are somewhat legally defined. They are adapted to the highly dispersed urban settlement system that characterises the country, with a local and regional approach in terms of the geographical distribution of content. However, not all types of community media have a legal definition.

There is a **lack of available data with a focus on local journalists alone**. Still, a recent survey shows the biggest problems for Slovene journalists are:



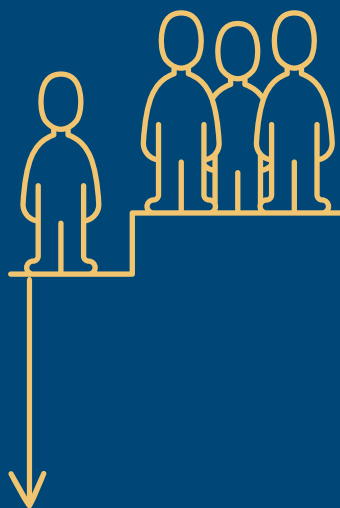
1. Overwork
2. Low salaries

There is also no publicly available data on the remuneration of freelancers or self-employed journalists, who do not have specific social security schemes.

### A precarious situation for editorial independence

Several digital-only local media outlets are affiliated with major political parties, specifically the current opposition party (SDS). Municipal magazines also pose problems. They often serve as public relations outlets for the local mayors and their parties, while being financed from public budgets.

The distribution of advertising by national, regional, or local governments, as well as companies owned or controlled by the state, lacks transparency. The absence of standards in this area hinders the sanctioning of violations.



### The representation of minorities in the media

Public Service Media (PSM) radio and television channels provide regular national news in some minority languages, namely Hungarian and Italian.

National news in other minority languages is not available on the PSM channels on a day-to-day basis.

Minorities are generally not represented on private media with the biggest reach.

Two great examples of innovative practices aimed at enhancing an open public sphere in specific communities are ***Neodvisni obalni radio (NOR)*** and the online donor platform ***Nov dan***.

