[AT] Commercial Broadcasting Study

IRIS 2003-6:1/8

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In May 2003, the Austrian Rundfunk & TelekomRegulierungs-GmbH (Broadcasting & TelecommunicationsRegulator - RTR) published a study on the development of the broadcasting market. The study examines the fundamental question of whether the dual broadcasting system, ie the introduction of commercial radio, has been beneficial for the various market players.

The results of the investigation into whether consumers consider that commercial radio in particular enhances the variety of programmes and opinions represented, and whether advertisers have embraced the new market, will be used to draw up a list of requirements for the future structure of the corresponding legal framework. The authors conclude that, despite some progress noted in the report, the dual broadcasting system is not yet as balanced as it should be. They stress that the public service broadcaster Österreichische Rundfunk (ORF) operates four radio stations, three national and one regionalised. Meanwhile, the commercial sector runs numerous local and regional channels, but none at national level. Furthermore, the ORF, the leading programme provider, also owns the infrastructure for terrestrial radio and television transmission. The funding of the ORF through licence fees and advertising revenue also remains a topic of debate, as does the monitoring of the ORF and private broadcasters by various authorities, as required by advertising regulations.

Band 1/2003 der Schriftenreihe der RTR-GmbH

http://www.rtr.at/web.nsf/lookuid/BD1084D7788D68FDC1256D2B003878E8/$file/5JahrePrivatradio.pdf

Volume 1/2003 of the RTR-GmbH journal

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