[DE] ZAK finds breach of reporting principles

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On 13 May 2014, the German media authorities' *Kommission für Zulassung und Aufsicht* (Commission on Licensing and Supervision - ZAK) ruled that reporting principles had been violated in the "Kabel eins" programme "Abenteuer Leben" on 20 March 2013.

The ZAK considered that the report had given the impression that a factory in Holland used horsemeat to produce a special type of Dutch sausage (known as "Frikandellen") because the "original recipe" included 5% horse meat. The report had also claimed that the factory was owned by a Dutch company. However, both statements had turned out to be false. The factory did not use horsemeat to produce "Frikandellen" and it was not a Dutch company, since its headquarters were in Germany.

The ZAK stated that, although the company's name had not been expressly mentioned, it had appeared on a lorry shown in the report.

For these reasons, the ZAK considered that the TV broadcaster "Kabel eins" had breached "recognised journalistic principles" in its reporting.

Pressemitteilung der ZAK vom 13. Mai 2014

http://www.die-medienanstalten.de/index.php?id=619&tx_ttnews[tt_news]=1073&cHash=4ce0340125f35b83014a651d6b7695d0

Commission on Licensing and Supervision press release of 13 May 2014

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