

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

