



ORF DETAILED ANALYSIS

2026-04-27_ZIB Magazin- Neue Trends prägen den Fahrradmarkt

Programme: zib-magazin | 2026-04-27 | Analysed on: 2026-05-04 11:41

Version 2.0-detail | K5+K13 — Auslöseereignis-Dokumentation | Konverter 3.3 (2026-05-14) | Masstab: §4 ORF-G

OVERALL SCORE

4.4/10

Considerable bias

0 = balanced, 10 = strongly one-sided/manipulative

POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

The Chapel Hill Expert Survey (CHES 2024) is an academic survey of 609 political scientists in 31 countries. Each party is rated on a scale from 0 (far left) to 10 (far right).

Party	Greens	SPÖ	NEOS	ÖVP	FPÖ
CHES	2.13	3.08	5.40	6.73	8.83
Spectrum	<i>Left</i>	<i>Left</i>	<i>Centre</i>	<i>Right</i>	<i>Right</i>

The overall tendency is displayed on a 0–10 scale (0 = strongly favouring left, 5 = balanced, 10 = strongly favouring right). The calculation is based on the difference in average favouring of left vs. right parties (grouping according to CHES 2024).

TENDENCY (L – R)

5.5 / 10

Balanced

0 1 2 3 4 **5** 6 7 8 9 10

← Left

Right →

Source: Chapel Hill Expert Survey 2024 — chesdata.eu | [Jolly et al., Electoral Studies, 2022](#) | Thresholds: [Pew Research Center](#)

This section serves political classification and does not feed into the overall score.

PROGRAMME INFO AND THEMATIC FRAMEWORK

Programme data

- Title: ZIB Magazin — Bicycle leasing
- Date: 27.04.2026
- Presenter / Reporter: Not named; subtitle abbreviation "B. Jorda" (presumably editorial/subtitled)
- Broadcaster: ORF 2 (explicit: "ORF 2026 — untertitel@orf.at"; programme "ZIB Magazin")

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Actors	Function	Party/Affiliation	Political spectrum
Bicycle dealer (unnamed)	Specialist bicycle retailer	None / Business	Economically neutral
Representative of Lease a Bike (unnamed)	Leasing provider	None / Business	Economically neutral
Critical voice (unnamed)	Not identified (expert? journalist?)	None discernible	Neutral-critical

> Note: None of the interviewed persons is introduced by name or with their full function. This makes classification more difficult and is in itself an editorial quality problem.

Main topic

The report explains the model of bicycle leasing through the employer (company bike model), presents its tax advantages and briefly points out at the end the disadvantage of reduced social insurance contributions.



CHAPTER 1 — DETAILED ANALYSIS OF THE 15 CRITERIA

Hard facts — 9 techniques that are countable and scientifically robust

1. EXPERT SELECTION

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Expert 1: Bicycle dealer (unnamed)

Timestamp	approx. 01:30–02:00
Statement	**"2026 is an interesting cycling year. We are noticing an extreme surge in demand for road and gravel bikes."*
Classification	Bicycle dealers have a direct economic interest in selling bicycles and in popularising the leasing model.
Missing counter-voice	Consumer protection advocate pointing out the risks of buying expensive bikes on lease.

Source in-depth check:

(a) **FUNDING:** Private trading company; revenue from bicycle sales and leasing. Direct financial conflict of interest in the positive portrayal of the leasing model.

(b) **MANDATE:** Not compatible with neutral assessment — the dealer benefits directly from increasing demand.

- Conflict of interest present? YES
- Personal risk through position? NO
- Does the organisation benefit from its assessment? YES
- Result: LOW

(c) **SUBJECT EXPERTISE:** The dealer's statements are presented as expert information without editorial distancing. → Technique No. 12 (source selection).

Expert 2: Representative of Lease a Bike (unnamed)

Timestamp	approx. 02:30–04:00
Statement	**"The employer enters into a cooperation with us. [...] With an overpayment of 100 euros, I can already finance a bike worth around 4,000 euros over 48 months."*
Classification	Lease a Bike is a commercial leasing provider. All statements serve to promote their own product.
Missing counter-voice	Independent financial adviser or AK expert with a critical assessment.

Source in-depth check:

(a) **FUNDING:** Private company (leasing company); revenue from leasing contracts. Maximum conflict of interest.

(b) **MANDATE:** Completely incompatible with neutral assessment.

- Conflict of interest present? YES



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- Personal risk through position? NO
- Does the organisation benefit from its assessment? YES
- Result: LOW

(c) SUBJECT EXPERTISE: The statements are presented as an explanation of the model, but are factually advertising. → Technique No. 12.

Expert 3: Critical voice (unnamed)

Timestamp	approx. 04:30
Statement	*"It is being concealed that less is being paid into social insurance and that this will catch up with me at the latest when I retire."*
Classification	Person not identified. Function unclear (expert? journalist? affected party?). Statement is factually correct, but without quantification.
Missing counter-voice	Not applicable (this person is themselves the counter-voice — but they remain anonymous and without context).

Source in-depth check:

- (a) FUNDING:** Unknown.
- (b) MANDATE:** Unknown.
- (c) SUBJECT EXPERTISE:** Their statement cannot be classified.

Missing expert groups:

- Chamber of Labour / consumer protection (structurally independent of leasing providers)
- Social insurance expert (PVA) for quantification of pension loss
- Independent tax adviser for an objective purchase-leasing comparison

Both identifiable experts have a direct commercial conflict of interest. The only critical voice remains without identification and context.



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Source 1: Lease a Bike (leasing provider)

Timestamp

approx. 02:30–04:00 — Statement: **“The employer enters into a cooperation with us.”**

- (a) **Funding and sponsorship:** Private company; revenue from leasing contracts.
- (b) **Structural conflict of interest:** The company benefits directly from a positive portrayal of the leasing model. Every statement is potentially promotional.
- (c) **Missing counter-source:** AK consumer protection, VKI, independent financial adviser.

Source 2: Bicycle dealer (unnamed)

Timestamp

approx. 01:30–02:00 — Statement: **“We are noticing an extreme surge in demand for road and gravel bikes.”**

- (a) **Funding:** Private trading company.
- (b) **Structural conflict of interest:** Benefits from increasing demand and the leasing model.
- (c) **Missing counter-source:** Market analyst without a sales interest.

Source 3: Critical voice (unnamed, not identified)

Timestamp

approx. 04:30 — Statement: **“It is being concealed that less is being paid into social insurance.”**

- (a) **Funding:** Unknown.
- (b) **Structural conflict of interest:** Cannot be assessed.
- (c) **Missing counter-source:** Not applicable.

Austria-specific: An AK statement would have been the obvious counter-source here (AK = close to SPÖ, but structurally on the employee side in consumer protection matters). Its absence is conspicuous.

Summary: Two out of three sources have a direct commercial conflict of interest. The only critical source is not identified. Independent expert sources are completely absent. The source selection does not meet the requirement of independence.



3. TIME DISTRIBUTION

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Estimated speaking time:

- Bicycle dealer (pro-leasing): approx. 45 sec. (approx. 15%)
- Lease a Bike representative (pro-leasing): approx. 90 sec. (approx. 30%)
- Critical voice: approx. 20 sec. (approx. 7%)
- Editorial off-commentary: approx. 105 sec. (approx. 35%)
- Historical insert / introduction: approx. 40 sec. (approx. 13%)

Summary: Supportive voices (dealer + provider) together receive approx. 45% of speaking time; the critical voice receives approx. 7%. The editorial commentary is predominantly descriptive-positive. The time distribution reflects the substantive bias.



4. OMISSION (Selective Omission)

7/10

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Omission 1:

Context

What happens in the event of termination or job change during the leasing period?

Relevant at: approx. 02:30–03:00 (explanation of the model)

Effect

Viewers get the impression that the model is risk-free. In reality, early termination of the contract can result in considerable costs.

Omission 2:

Context

Quantification of the pension loss (concrete euro amounts over the term)

Relevant at: approx. 04:30 (reference to social insurance loss)

Effect

The reference remains abstract and therefore ineffective. Without figures, the viewer cannot assess whether the tax advantage outweighs the pension loss.

Omission 3:

Context

Structural exclusion — who does not have a collective agreement overpayment?

Relevant at: approx. 02:45 (mention of the overpayment requirement)

Effect

The model is presented as generally accessible, although it structurally excludes low-wage workers, part-time workers and many employees without overpayment.

Summary: The report systematically omits all information that would make the leasing model appear in a less favourable light. The omissions concern both financial risks and structural access restrictions.

Missing voices

- Chamber of Labour expert (consumer protection): Would have contributed concrete figures on pension losses, risks in the event of termination and recommendations for employees.
- Trade union representative (ÖGB): Would have brought in the perspective on collective agreement overpayments and their distribution by income group.
- Independent tax adviser: Would have provided an objective comparison of purchase vs. leasing with concrete scenarios.
- Social insurance expert (PVA / WGKK): Would have quantified the actual extent of the pension loss.
- Representative of low-wage workers / part-time workers: Would have clarified the structural exclusion (no overpayment = no access).
- Second leasing provider (competitor to Lease a Bike): Would have enabled a market comparison and variety of terms.
- Consumer protection organisation (VKI): Would have pointed out pitfalls in leasing contracts (term, return, damage).



5. MANIPULATION OF FIGURES

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Complete figures include: absolute value, share (%) and trend

Finding 1:

Timestamp approx. 02:00

Figure: "Since 2022, the figures here have increased sixfold."

Missing context Starting base unknown. A sixfold increase from a small base (e.g. 1,000 to 6,000 contracts) is less significant than from a large base. No absolute figure, no comparison with the overall market.

Effect Suggests explosive growth and social relevance, without the actual scale being assessable.

Finding 2:

Timestamp approx. 03:00

Figure: "With an overpayment of 100 euros, I can already finance a bike worth around 4,000 euros over 48 months."

Missing context No indication of total costs (interest, fees, insurance), no comparison with cash purchase. What does the bike actually cost in the end?

Effect The calculation example sounds attractive, but conceals the total costs of leasing.

Finding 3:

Timestamp approx. 03:30

Figure: "Depending on which salary bracket I fall into, I save myself 40% in taxes."

Missing context 40% only applies to top earners (marginal tax rate). For average earners, the saving is considerably lower. No indication of the average value.

Effect Maximum tax advantage is presented as representative, which does not apply to the majority of employees.

Summary: Figures are consistently used in such a way that the leasing model appears attractive. Starting base, total costs and representativeness are not stated. The pension loss is not quantified.



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6. GUILT BY ASSOCIATION

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No findings. The report contains no guilt-by-association techniques. No persons or positions are discredited through negative associations.

Summary: Criterion not relevant for this report. Score 0.



7. TIMING

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Finding 1:

Position: approx. 04:30 (end of the report)

Content: "It is being concealed that less is being paid into social insurance and that this will catch up with me at the latest when I retire."

Timing effect

The only critical reference comes at the end, after a positive portrayal. Psychologically, the receptive attitude at this point is already shaped by the positive framing (primacy effect). The reference has the effect of a mandatory disclaimer, not of equally weighted information.

Finding 2:

Position: approx. 00:00–01:30 (beginning)

Content: Historical retrospective on 150 years of cycling, reference to a 1976 report, enthusiastic introduction.

Timing effect

The emotional priming at the beginning creates a positive basic attitude that influences the entire subsequent reception. Critical information that follows is softened by this framework.

Summary: The structure of the report follows a classic promotional pattern: positive priming → product explanation → advantages → minimal disclaimer at the end. Critical information is structurally devalued by its placement at the end and the relativising language.



8. SELECTIVE OUTRAGE

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Outrage = bias. Selective outrage reinforces the finding. Score = degree of outrage (0–5) + selectivity (0–5)

Methodological principle (K5+K13): Before each assessment, the triggering event must be documented.

Finding 1:

Timestamp approx. 04:30

Triggering event: The critical voice uses the word "concealed" — an implicit accusation of deception directed at leasing providers.

Reaction: The editorial commentary immediately relativises: "Even if the loss in pension is not so serious."

Comparison Promotional exaggerations by the provider (e.g. "huge advantage") are not commented on or relativised.

Asymmetry: Demonstrable — critical statements are relativised, promotional statements are not. This is a form of selective editorial intervention.

Summary: Selective outrage in the classic sense (emotional reaction) is not present. However, there is a structurally analogous asymmetry: critical statements are editorially softened, positive statements are not. Score 1 (weak manifestation).



9. COMPLETENESS

7/10

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Bicycle leasing through the employer has grown strongly in Austria since approx. 2020–2022, analogous to Germany (Jobrad model). The model uses the tax treatment of non-cash benefits: the leasing rate is deducted from the collective agreement overpayment, which reduces the gross wage and thus reduces income tax and social insurance contributions. Proponents see this as a promotion of sustainable mobility and relief of purchasing power; critics point to the long-term reduction of pension entitlements and social insurance benefits. The topic touches on employee rights, tax policy and climate mobility — fields in which SPÖ, ÖVP, NEOS and Greens hold different positions.

Share of perspectives covered

Inverted: original value measures coverage (higher = better). Displayed as deviation (higher = greater gaps).

- [A] Tax advantage for employees (gross wage conversion, concrete savings)
- [B] Long-term disadvantage through reduced social insurance contributions (pension, sick pay, unemployment benefit)
- [C] Requirements and exclusion criteria (only with employer, only with overpayment → structural inequality)
- [D] Employer perspective (costs, administrative burden, incentive)
- [E] Employee representation perspective / AK (risks for low-wage workers, transparency)
- [F] Climate policy classification (promotion of sustainable mobility, comparison with electric car subsidies)
- [G] Market structure of leasing providers (who benefits? concentration? comparison of terms?)
- [H] Legal protection in the event of job loss / termination during the leasing period
- [I] Comparison: purchase vs. leasing — when is which model cheaper?
- [J] Accessibility for the self-employed, part-time workers, low-wage workers (structural exclusion)

[A] COVERED

Timestamp: approx. 03:00–04:30 — Quote: "Depending on which salary bracket I fall into, I save myself 40% in taxes." — Assessment: Clearly and comprehensibly presented, with a concrete calculation example (100 € overpayment → 4,000 € bike over 48 months).

[B] INDICATED

Timestamp: approx. 04:30–05:00 — Quote: "It is being concealed that less is being paid into social insurance and that this will catch up with me at the latest when I retire." — Assessment: Is mentioned, but immediately relativised ("not so serious") and not quantified.

[C] INDICATED

Timestamp: approx. 02:30 — Quote: "The basic requirement is that my employer offers a company bike model." / "The employees must have a collective agreement overpayment." — Assessment: Requirements are mentioned, but the structural exclusion effect (who does not have an overpayment?) is not addressed.

[D] OMITTED

Timestamp: — — Assessment: Employer perspective (costs, administration, motivation) is completely absent.

[E] OMITTED

Timestamp: — — Assessment: No voice from the Chamber of Labour or trade union on risks for employees.

[F] INDICATED

Timestamp: approx. 01:00 — Quote: "Away from fuel prices, the bicycle is a very good alternative." — Assessment: The climate aspect is framed only as a cost advantage, not as climate policy.



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[G] OMITTED

Timestamp: — — Assessment: Market structure, comparison of terms between providers, interests of Lease a Bike are absent.

[H] OMITTED

Timestamp: — — Assessment: What happens in the event of termination or job change during the leasing period? Not addressed.

[I] OMITTED

Timestamp: — — Assessment: No comparison of purchase vs. leasing — when is which model actually cheaper?

[J] OMITTED

Timestamp: — — Assessment: Accessibility for part-time, low-wage, self-employed (despite brief mention) not explored in depth.



Soft facts — 6 qualitative techniques

10. FRAMING (setting the frame)

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Finding 1:

Timestamp	approx. 00:00–01:30
Quote	<i>**Cycling is more popular than ever before. [...] For 150 years, cycling has been suitable for the masses. Especially now, when it's getting warmer again, it is THE means of transport.**</i>
Manipulation	The topic is framed positively and enthusiastically from the outset. The superlative "THE means of transport" establishes cycling as an unquestioned norm.
Why problematic	The emotional priming creates an uncritical receptive attitude before the actual topic (leasing model with advantages and disadvantages) is introduced.

Finding 2:

Timestamp	approx. 02:00
Quote	<i>**Now all you need is a bicycle, hop on and ride off.**</i>
Manipulation	The leasing model is framed as a simple, uncomplicated solution. The complexity (employer requirement, overpayment requirement, social insurance loss) is obscured by this simplification.
Why problematic	Viewers get the impression that leasing is accessible and problem-free for everyone — which is factually not the case.

Finding 3:

Timestamp	approx. 04:30
Quote	<i>**Even if the loss in pension is not so serious: one should nevertheless not disregard the reduced assessment basis in the long term.**</i>
Manipulation	The disadvantage is framed by the relativisation "not so serious" before it has even been quantified. The formulation "nevertheless not disregard" sounds like a mandatory disclaimer, not like a serious warning.
Why problematic	The framing minimises a structural disadvantage without substantiating it. Viewers are reassured without knowing the actual scale.

Summary: The report consistently frames bicycle leasing as an attractive, modern solution. Critical aspects are briefly shown at the end, but defused through relativising language. The overall framing is promotional.



11. CHOICE OF WORDS AND TERMS

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Finding 1:

Timestamp

approx. 01:00

Quote

"A trend that never gets old."

Manipulation

Advertising-style formulation that suggests permanence and attractiveness.

Why problematic

A neutral alternative would be: "A persistently popular means of transport." The chosen formulation sounds like an advertising slogan.

Finding 2:

Timestamp

approx. 03:30

Quote

"The huge advantage is that I don't have to lay out the money for a bicycle directly."

Manipulation

The word "huge advantage" is a value-laden exaggeration that comes from the mouth of a leasing provider and is adopted without comment.

Why problematic

A neutral alternative would be: "One advantage is..." — The adoption of the provider's advertising language without editorial distancing violates the separation of news and advertising.

Finding 3:

Timestamp

approx. 04:30

Quote

"It is being concealed that less is being paid into social insurance."

Manipulation

The word "concealed" is remarkably strong — it implies active deception by the providers. At the same time, this accusation is not pursued further or substantiated.

Why problematic

Either the accusation is justified (in which case it would need to be elaborated) or it is exaggerated (in which case the choice of words is misleading). In both cases it remains journalistically incomplete.

Summary: The choice of words in the first part is promotional-advertising (adoption of provider language), while in the critical part at the end it is unusually sharp, but without substance. Both are journalistically problematic.



12. MODERATION BEHAVIOUR

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Methodological principle (K5+K13): Before each assessment, the triggering event must be documented.

Finding 1:

Timestamp approx. 03:30

Triggering event: The Lease-a-Bike representative describes the tax advantage as a "huge advantage" — a promotional exaggeration.

Quote (presenter/editorial) *No follow-up question, no relativisation. The statement is adopted without comment.*

Comparison At the critical statement (approx. 04:30), there is immediate relativisation: "Even if the loss in pension is not so serious."

Asymmetry: Demonstrable — promotional statements by the provider are adopted without comment; the critical statement is immediately relativised. This is a structural asymmetry in favour of the provider perspective.

Finding 2:

Timestamp approx. 02:30–04:00

Triggering event: Lease-a-Bike representative explains the model without any follow-up questions about risks, terms or contract details.

Quote (presenter/editorial) *No critical follow-up question discernible.*

Comparison No comparable case available (no second interviewed person with a critical position who was treated similarly).

Asymmetry: Structurally demonstrable — the provider receives uninterrupted speaking time for product presentation without journalistic intervention.

Summary: The moderation behaviour is asymmetric: provider statements are adopted uncritically, while the only critical statement is immediately relativised. This does not correspond to the requirement of journalistic distance.



13. QUESTION ASYMMETRY

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Asymmetry 1:

To ****Lease a Bike representative****, approx. 02:

30–04:00: Implicit question: "How does the model work?" — ****soft/inviting****

To ****critical voice****, approx. 04:

30: No question asked; statement is immediately relativised by editorial commentary ("Even if the loss in pension is not so serious") — ****relativising****

Comparison

The provider is given space for an uninterrupted explanation; the critical voice is weakened by the subsequent commentary. A critical follow-up question to the provider (e.g. "What happens in the event of termination?") is completely absent.

Summary: The question asymmetry is structural: providers are questioned in an inviting manner, critical statements are editorially relativised. A symmetrical questioning approach would have required critical follow-up questions to the provider and space for the critical voice.



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14. FALSE BALANCE

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Finding 1:

Timestamp

approx. 04:30 — Construct: Brief critical reference at the end after extensive positive portrayal.

Analysis

The report creates the impression through the concluding reference that both sides have been considered. In reality, there is a massive imbalance: positive portrayal vs. approx. 20 seconds of relativised criticism. This is a form of false balance — the formal mention of a counter-perspective without substantive equivalence.

Summary: The report uses a brief disclaimer at the end to create the appearance of balance. The actual ratio of positive to critical portrayal is approx. 12:1. This is not genuine balance.



15. AGENDA-SETTING

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Finding 1:

Agenda element set: Bicycle leasing as an attractive, modern and growing practice that is relevant for all employees.

Timestamp

approx. 00:00–02:00 — Evidence: **"Cycling is more popular than ever before. [...] Since 2022, the figures here have increased sixfold."**

Alternative agenda: The structural exclusion of low-wage workers, the question of regulating leasing providers or the question of whether tax incentives for leasing over purchasing make sense do not make it onto the agenda.

Finding 2:

Agenda element set: The tax advantage is the central argument for leasing — other decision criteria (flexibility, risk, total costs) are not placed on an equal footing.

Timestamp

approx. 03:00–04:00 — Evidence: **"So one pays less tax."**

Alternative agenda: A complete cost-benefit analysis (incl. interest, insurance, repair costs, pension loss) is absent from the agenda.

Summary: The report sets the agenda in such a way that leasing is taken for granted as attractive and the tax advantage appears as the primary decision criterion. Structural questions (accessibility, regulation, total costs) do not make it onto the agenda.



CHAPTER 2 — OVERALL EVALUATION

Results

Dominant techniques

- 1. Omission / Selective Omission (Score 7):** The report systematically omits all information that would make the leasing model appear in a less favourable light — in particular risks in the event of termination, total costs and structural exclusion of low-wage workers. This is the strongest manipulation technique in the report.
- 2. Expert selection (Score 6) / Source selection (Score 6):** Both identifiable experts are commercial providers with a direct conflict of interest. Independent expert sources (AK, VKI, social insurance experts) are completely absent. The programme presents advertising messages as journalistic information.
- 3. Framing (Score 5):** The report frames the leasing model from the outset as attractive, modern and accessible. Critical aspects are structurally devalued by their placement at the end and relativising language. The overall framing corresponds to a product report, not a journalistic contribution.

Core messages of the programme

MESSAGE 1 (SUBSTANTIVE): "Bicycle leasing is an attractive, tax-advantageous option for employees to finance a high-quality bike."

Technique: Framing + source selection (exclusively provider perspective) — Evidence: approx. 02:30, approx. 03:30

MESSAGE 2 (PERSONAL): "Anyone who does not use a leasing model is missing out on a considerable tax saving."

Technique: Agenda-setting + manipulation of figures (40% tax saving without qualification) — Evidence: approx. 03:30, approx. 04:00

MESSAGE 3 (SOCIAL): "Cycling and bicycle leasing are part of a modern, sustainable lifestyle."

Technique: Framing + timing (emotional priming at the beginning) — Evidence: approx. 00:00, approx. 01:00

Justification: The combined score of 3.8 falls within the "slight tendency" range. The report is not a politically motivated attempt at manipulation, but a journalistically insufficiently balanced service report that uncritically adopts the perspective of commercial providers. The strongest problems lie in the source selection (no independent experts), the systematic omission of risk information and the promotional framing. For an ORF report, this is relevant with regard to ORF-G §4 para. 5 (duty of care, impartiality) and §4 para. 1 (differentiated overall programme), since a service report that reproduces exclusively provider perspectives does not fully correspond to the public service information mandate.

CONCLUSION

The ZIB Magazin report on the topic of bicycle leasing corresponds in its present form more to an editorially prepared product report than to a journalistic information contribution in the sense of the public service mandate. The exclusive use of commercial sources (bicycle dealer, leasing provider) without independent counter-voices (AK, VKI, social insurance experts) violates the requirement of impartiality pursuant to ORF-G §4 para. 5. The only critical reference to the social insurance loss is structurally devalued by its placement at the end and the immediate relativisation ("not so serious") without quantification, which contradicts the duty of care of the same paragraph. The omission of essential risk information (termination during the leasing period, total costs, structural exclusion) and the uncritical adoption of provider language ("huge advantage") reinforce the promotional character of the report. Overall, this constitutes a slight but structurally demonstrable bias in favour of the leasing provider perspective, which could have been avoided through simple editorial measures (inclusion of an AK statement, quantification of the pension loss, critical follow-up questions).



CHAPTER 3 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Concrete evidence (timestamp + brief quote)
SPÖ	0	No direct reference. The topic touches on employee rights (SPÖ core topic), but neither positively nor negatively.
ÖVP	+1	The leasing model (gross wage conversion, tax advantage, market solution without state regulation) corresponds to ÖVP positions (merit principle, market solution, against new taxes). No direct mention, but thematic proximity.
FPÖ	0	No reference.
Greens	+1	approx. 01:00 "Away from fuel prices, the bicycle is a very good alternative." — The climate mobility aspect corresponds to Greens positions, but is only marginally mentioned.
NEOS	+1	The model (economically liberal, tax advantage through market solution, individual decision) corresponds to NEOS positions (economically liberal, against state paternalism). No direct mention.

Party bias summary

- Most favoured: ÖVP / NEOS (score +1 each) — through thematic proximity of the leasing model to market-liberal positions
- Most disadvantaged: SPÖ (score 0) — employee risks (pension loss, structural exclusion) are not sufficiently addressed, even though they touch on SPÖ core topics
- Average deviation from 0: 0.6
- Political spectrum that dominates: Centre-right / economically liberal
- Conclusion: The report has no explicit party-political bias. However, the thematic bias (market solution without regulatory discussion, tax advantage without employee risks) indirectly favours economically liberal positions (ÖVP, NEOS) and neglects employee-oriented perspectives (SPÖ, Greens in the social sphere). The deviation is minor and is likely attributable to journalistic incompleteness rather than political intent.



CHAPTER 4 — LEGAL CLASSIFICATION

Applicable legal basis

ORF-G §4 para. 1 and §4 para. 5

Justification: The report was broadcast on ZIB Magazin on ORF 2; as a public service broadcaster, the ORF is subject to the ORF Act, in particular the information mandate and the duty of care pursuant to §4.

Assessment

Violation 1:

Norm: ORF-G §4 para. 5 — "Information must be comprehensive, independent, impartial and objective."

Facts: Exclusive use of commercial sources (leasing provider, bicycle dealer) without independent counter-voices.

Evidence: Timestamp approx. 02:30–04:00 — Quote: "The employer enters into a cooperation with us. [...] The huge advantage is that I don't have to lay out the money for a bicycle directly."

Assessment: A report that reproduces exclusively provider perspectives without involving independent expert bodies (AK, VKI, social insurance experts) does not meet the requirement of impartiality and independence. The uncritical adoption of advertising language ("huge advantage") also violates the requirement of objectivity.

Violation 2:

Norm: ORF-G §4 para. 5 — "All news and reports must be carefully checked for truth and origin."

Facts: The statement "Depending on which salary bracket I fall into, I save myself 40% in taxes" is adopted without qualification, even though it only applies to top earners.

Evidence: Timestamp approx. 03:30 — Quote: "Depending on which salary bracket I fall into, I save myself 40% in taxes."

Assessment: The missing editorial qualification (marginal tax rate only applies to high incomes) violates the duty of care. An average viewer receives a false impression of the actual tax saving.

Violation 3:

Norm: ORF-G §4 para. 1 — "differentiated overall programme" / Code of Honour Principle 2 (accuracy, duty of care)

Facts: Essential risk information (termination during the leasing period, total costs incl. interest, structural exclusion of low-wage workers) is completely absent.

Evidence: Timestamp approx. 04:30 — Quote: "Even if the loss in pension is not so serious: one should nevertheless not disregard the reduced assessment basis in the long term." — The pension loss is mentioned, but not quantified and immediately relativised.

Assessment: A service report that encourages viewers to make a financial decision (entering into a lease) without providing complete risk information violates the duty of care and the mandate for comprehensive information.

Overall assessment

The ZIB Magazin report exhibits three demonstrable violations of ORF-G §4 para. 5: lack of impartiality through exclusive use of commercial sources, insufficient care in adopting provider statements (40% tax saving without qualification) and incomplete risk information (pension loss without quantification, missing references to termination and total costs). The violations are not to be classified as serious in the sense of political manipulation, but correspond to a quality deficiency that does not meet the standard of §4 para. 5 ORF-G for a public service report. A complaint to the ORF Audience Council or the Austrian Press Council (insofar as competent) would be justifiable on the basis of the documented findings, but would likely be classified as a minor violation given the low overall score (3.8/10). Remedy would be possible through simple editorial measures: inclusion of an AK statement, quantification of the pension loss and critical follow-up questions to the leasing provider.

SOURCE IN-DEPTH CHECK

Lease a Bike (leasing provider)



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- 1. FUNDING:** Private company; revenue from leasing contracts with employers and employees. Fully privately financed.
- 2. MANDATE:** Commercial provider without a public mandate. Mandate is profit generation through leasing contracts — completely incompatible with neutral assessment of its own product.
- 3. CONFLICT OF INTEREST:** Maximum institutional conflict of interest: every positive portrayal of the leasing model directly serves customer acquisition.
- 4. CREDIBILITY MATRIX:** Conflict of interest YES | Personal risk NO | Benefits YES → Credibility: LOW
- 5. COUNTER-VOICE:** Not cited. Obvious counter-voice: AK consumer protection, VKI, independent financial adviser.

Bicycle dealer (unnamed)

- 1. FUNDING:** Private trading company; revenue from bicycle sales and leasing.
- 2. MANDATE:** Commercial dealer without a public mandate. Mandate is increasing turnover — incompatible with neutral market assessment.
- 3. CONFLICT OF INTEREST:** Direct conflict of interest: positive portrayal of bicycle trends and the leasing model increases demand and turnover.
- 4. CREDIBILITY MATRIX:** Conflict of interest YES | Personal risk NO | Benefits YES → Credibility: LOW
- 5. COUNTER-VOICE:** Not cited. Obvious counter-voice:



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	6	●●●
2	SOURCE SELECTION	6	●●●
3	TIME DISTRIBUTION	5	●●●
4	OMISSION (Selective Omission)	7	●●●●
5	MANIPULATION OF FIGURES	5	●●●
6	GUILT BY ASSOCIATION	0	●
7	TIMING	5	●●●
8	SELECTIVE OUTRAGE	1	●
9	COMPLETENESS	7	●●●●
10	FRAMING (setting the frame)	5	●●●
11	CHOICE OF WORDS AND TERMS	4	●●
12	MODERATION BEHAVIOUR	3	●●
13	QUESTION ASYMMETRY	4	●●
14	FALSE BALANCE	3	●●
15	AGENDA-SETTING	5	●●●

HARD FACTS SCORE (1-8)

4.7/10

Considerable bias

SOFT FACTS SCORE (9-14)

4.0/10

Slight bias

OVERALL SCORE

4.4/10

Considerable bias

Averaged from hard facts and soft facts



KEY — Meaning of the scores

Individual scores per criterion (0–10)

0	No finding	No relevant irregularity identified.
1–2	Weak finding	Slight irregularity without material impairment of balance.
3–4	Slight to moderate finding	Discernible tendency; relevance of effect low to moderate.
5	Moderate finding with relevance of effect	Relevant bias that influences the opinion-forming potential of the audience.
6	Considerable finding (threshold)	Scores from 6 onwards are reported as "considerable findings".
7	Considerable finding	Clear, well-substantiated bias with marked relevance of effect.
8–9	Serious finding	Pronounced bias; multiple substantiable individual findings in this criterion.
10	Maximum manifestation	Systematic, consistent bias in this criterion.

Aggregated deviation index — interpretation ranges

0.0 – 2.5	Unremarkable	No material patterns discernible; programme meets the requirement of factual accuracy.
2.6 – 4.0	Slight bias	Isolated irregularities; statistically visible, but still within the tolerance range.
4.1 – 6.0	Considerable bias	Multiple considerable findings; relevant impairment of diversity of perspectives.
6.1 – 8.0	Serious deviation from the requirement of balance. High degree of deviation	Pronounced, programme-wide patterns; high relevance of effect.
8.1 – 10	Fundamental systemic one-sidedness. Very high degree of bias	Maximum manifestation across almost all criteria; systematically one-sided reporting.

Party-political bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is clearly treated worse in portrayal, speaking time or framing.
-2 to -1	Slightly disadvantaged	Discernible, but weak disadvantage.
0	Neutral	No discernible preference or disadvantage.
+1 to +2	Slightly favoured	Discernible, but weak preference.
+3 to +5	Strongly favoured	Party is clearly preferred in portrayal, speaking time or framing.



Legal and methodological classification

No finding of fact	The results presented do not constitute findings of fact about individual persons, editorial teams or programmes. They are to be understood as the result of a standardised operationalisation, not as a determination of individual responsibility.
No legal ruling	The aggregated deviation index does not replace a legal assessment within the meaning of §4 ORF-G. The determination of whether a specific programme violates statutory requirements is the exclusive responsibility of the competent authorities (in particular KommAustria).
No proof of causality	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by topic selection, news situation, political controversy or format logic.
No ruling on intent	The analysis measures observable structural characteristics of programmes. A score of 7 means that a considerable bias has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.
Heuristic comparison instrument	The index serves the comparative pattern recognition across thousands of programmes, not the precise metric measurement of individual reports. Threshold values serve heuristic orientation, not sharp legal qualification.



APPENDIX: NATIONAL LEGISLATION

Legal basis Austria — ORF

Law

ORF Act (ORF-G, BGBl. No. 379/1984 as amended)

Relevant articles

- ORF-G §4 para. 5: Information must be comprehensive, independent, impartial and objective. All news and reports must be carefully checked for truth and origin; news and commentary must be clearly separated from each other.
- ORF-G §4 para. 5a: The totality of programmes must ensure diversity and balance.
- ORF-G §10 para. 7: Adequate consideration of all parties represented in the National Council.
- ORF-G §4 para. 1: Mandate for a differentiated overall programme that is comprehensive, independent, impartial and objective.

Core obligations

- 1. Objectivity and impartiality:** Comprehensive, independent, impartial information
- 2. Separation of news/commentary:** Clear distinction
- 3. Party consideration:** Adequate consideration of all National Council parties
- 4. Overall programme diversity:** Diversity and balance across all programmes

Supervisory authority

- KommAustria (Communications Authority Austria): media regulatory authority
- Federal Communications Senate: appeals body
- Audience Council: representation of listeners and viewers

Complaints procedure

1. ORF Audience Council
2. KommAustria
3. Federal Communications Senate
4. Administrative Court



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APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

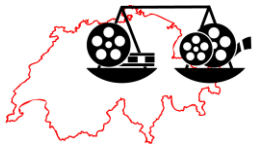
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Unbalanced reporting is the response to the halving initiative in Switzerland: here the manipulation techniques are explained in detail, starting with the selection of staff and source selection. Subsequently, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with many examples. In addition, it becomes apparent where we ourselves apply these techniques — this promotes not only insight but also empathy.

Optionally the book comes with **playing cards**

Also available as an **audiobook**



The interview is not a conversation. It is a stage — and someone else has written the script.

Those who do not know this provide material. Good quotes that are cut incorrectly. Correct statements that end up in the wrong context. Honest answers that are framed as confessions.

This book is not a media criticism book. It is a toolbox — for everyone who has a microphone in front of their face and wants to know what they can do about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. The three basic principles of sovereignty — anchoring, reframing, setting boundaries. Preparation in one hour. Body and voice. What to do when things go wrong. And what counts after the interview.

For politicians, activists, entrepreneurs, whistleblowers — for everyone who is exposed and wants to understand how the game works. So that they stop playing along — and start shaping it.

In A5. Direct. For preparation, for reference, for follow-up and in case of difficulties



You think you see the world. In reality you see the frame that someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It does not change the facts — it changes what we make of the facts. How we feel. What we believe. How we decide. And it works — because we all participate. Daily. Unconsciously. You too. This book is not a dry textbook. It is a workbook — playful, direct, full of examples from real life. You learn not only how others frame you. You learn how you yourself frame — and how you can use it consciously and fairly.

Because those who understand framing see the world more clearly. Listen to the news differently. Conduct conversations with more confidence. And can no longer so easily have a frame imposed on them that someone else has chosen.



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With many exercises and concrete examples from politics, media and everyday life — and the occasional smile.

Framing with style. Because the frame changes everything.



The SRG collects 1.56 billion francs per year — compulsorily, from every household. Those who feel unfairly treated can lodge a complaint. There is even a body for this: the IGAC, the Independent Complaints Authority for Radio and Television.

Only: it is not independent. It has no sanctioning powers. And in 99.6% of all cases it decides: nothing.

This analysis lays bare the system — factually, precisely, without polemic. Procedures, personnel, powers, costs, statistics, legal recourse. And the constitutional law review that shows: the IGAC system meets none of the three fundamental criteria — it is not appropriate, not based on separation of powers, not market-based. The body that is supposed to protect citizens primarily protects the system it was supposed to control.

Essential reading for everyone considering a complaint — and for everyone who wants to understand why genuine media oversight in Switzerland is still pending.