



## MTVA DETAILED ANALYSIS

2026-04-07\_48-perc

Programme: MTVA-Sendung (M1/Kossuth Rádió) | 2026-04-07 | Analysed: 2026-05-24 20:41  
Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Mércé: Mttv. §83

### TOTAL SCORE

**8.5/10**

*Fundamental systemic one-sidedness. Very high degree of bias*

0 = balanced, 10 = strongly biased/manipulative

## POLITICAL SPECTRUM

Classification based on the Chapel Hill Expert Survey (CHES) 2024

The Chapel Hill Expert Survey (CHES) classifies parties on a left-right scale based on a survey of 609 political scientists (0 = far left, 10 = far right). We apply the Pew Research Center (2025) thresholds: <4.5 = Left, 4.5–5.5 = Centre, >5.5 = Right. This enables an objective classification of perceived party-political bias.

Party	DK	MSZP	Momentum	LMP	KDNP	Fidesz	Mi Hazánk
CHES	1.69	2.31	3.15	3.46	6.92	7.77	9.31
Spectrum	Left	Left	Left	Left	Right	Right	Right

The overall tendency is displayed on a 0–10 scale (0 = strongly left-leaning, 5 = balanced, 10 = strongly right-leaning). The calculation is based on the difference between the average advantage of left-wing and right-wing parties (grouped according to CHES 2024).

### TENDENCY (L – R)

**5.8 / 10**

**Balanced**

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

This section provides political context and is not included in the total score.



## POLITICAL LANDSCAPE

**Government:** Fidesz-KDNP has governed without interruption since 2010, currently holding a two-thirds parliamentary majority (135 seats out of 199). Prime Minister Viktor Orbán leads the cabinet. The coalition represents the model of "illiberal democracy", with strong centralisation, media consolidation and a sovereigntist EU policy.

**Opposition:** The strongest opposition force since 2024 is TISZA (the Respect and Freedom party led by Magyar Péter), which obtained 29.6% at the 2024 EP elections. Also represented in parliament are Mi Hazánk (6 seats) and the parties of the 2022 United Opposition (DK, Momentum, Jobbik, LMP, MSZP), which are weak on their own.

Party	CHES left-right	Seats (2022)	Government/Opposition	Basic position
MSZP	3,00	(Unit. Opp.)	Opposition	Left, social-democratic
MKKP	3,50	0	Outside parliament	Left, satirical-libertarian
LMP	3,79	(Unit. Opp.)	Opposition	Left, green-progressive
Momentum	4,17	(Unit. Opp.)	Opposition	Centre-left, pro-EU
DK	4,28	(Unit. Opp.)	Opposition	Centre-left
TISZA	6,17	— (new 2024)	Opposition (strongest)	Centre-right, anti-corruption
Jobbik	6,47	(Unit. Opp.)	Opposition	Centre-right (moderated)
Fidesz-KDNP	8,61	135	Government (2/3)	Far right, authoritarian-nationalist
Mi Hazánk	9,29	6	Opposition	Far right

The country's most important political fault line runs between the Orbán government and all opposition forces, centred on the relationship to the Russian–Ukrainian war, the quality of EU membership and the question of corruption. The emergence of TISZA in 2024 fundamentally reshuffled the opposition landscape: Magyar Péter's party replaced the previously fragmented opposition with a single, competitive force. On the eve of the 2025 parliamentary elections (approximately five days before the vote at the time of the programme's recording), the main flashpoints of the campaign are energy policy, Ukrainian–Hungarian relations and allegations of foreign interference. The Fidesz narrative holds that Ukraine, Brussels and Berlin are coordinating efforts to bring down the national government.

MTVA (M1, M2, M4, M5, Duna TV) operates as a public service media provider that functions de facto as a government propaganda channel: the NMHH Media Council has been staffed exclusively by Fidesz-aligned individuals since 2010, editorial independence formally exists but is structurally not enforced. The KESMA foundation (approximately 500 media companies since 2018) consolidated pro-government media. Section 83 of the Mttv. obliges public service media to provide current, objective and balanced information and to reflect diversity of opinion — an obligation that MTVA regularly violates (RSF ranking: 85th place, the worst value in the EU).



## CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Image presented in the broadcast vs. party programme position
Fidesz-KDNP	+3	04:06 "the Hungarian government's policy has been consistently pro-peace since 2022" — Party programme: peace, sovereignty, energy security — correct, but presented exclusively as self-praise, without criticism
TISZA	-4	14:17 "a left-wing government also encompassing globalist multinational companies, organised and financed from abroad" — Party programme: centre-right, anti-corruption, pro-EU — strongly distorted: frames TISZA as left-wing, as a foreign puppet
DK	0	Not featured in the programme
Momentum	0	Not featured in the programme
Jobbik	0	Not featured in the programme
Mi Hazánk	0	Not featured in the programme
LMP	0	Not featured in the programme
MSZP	0	Not featured in the programme

Score explanation:

- +5 = party programme positions correctly and fully presented
- 0 = the party/topic does not appear in the broadcast
- -5 = party programme positions actively distorted or falsely presented

### Party bias summary

- Most accurate representation: Fidesz-KDNP (+3) — its own positions are essentially correctly presented, but exclusively in a positive frame, without counterbalance
- Strongest distortion: TISZA (-4) — the party's centre-right, anti-corruption profile is consistently forced into a "left-wing", "Ukrainian mercenary", "globalist" frame
- Average deviation from 0: 1.75
- Summary: The broadcast substantively discusses only two parties: Fidesz (positively) and TISZA (negatively). TISZA's programme positions are systematically misrepresented: the centre-right, pro-EU, anti-corruption party is framed as a "left-wing", "pro-Ukrainian", "foreign-controlled" force, which is incompatible with the requirement of balance under Section 83 of the Mttv.

### Left-right overall tendency

TENDENCY SCORE: -4.2

CLASSIFICATION: Strongly right-leaning

Justification: The broadcast in its entirety conveys the Fidesz-KDNP campaign messages: the government's energy policy, its peace narrative and the foreign interference thesis, without criticism and without a single opposition voice being heard. TISZA is consistently portrayed as left-wing and as serving foreign interests, which radically diverges from its actual CHES position (6.17 — centre-right). The sole guest (Kocsis Máté, Fidesz parliamentary group leader) and the sole "expert" (Századvég, a pro-government think tank) exclusively reinforce the government narrative.



## CHAPTER 2 — BROADCAST DATA AND TOPIC FRAMES

### Broadcast data

- Title: 48 perc (M1, MTVA)
- Date: 2025 (approximately five days before the parliamentary election — based on references to "Sunday" and "12 April": around 7 April 2025)
- Estimated length: approx. 51 minutes (estimate based on transcript)
- Host / Reporter: Törőcsik Zsolt
- Guests:

Person	Function	Party/Organisation	Political spectrum
Kocsis Máté	Fidesz parliamentary group leader	Fidesz-KDNP	Far right (8.61)
Hortai Olivér	Head of Századvég Energy and Climate Policy Business Unit	Századvég (pro-government think tank)	Pro-government

### Main topic

The broadcast discusses the political significance of Vice President J.D. Vance's visit to Hungary and the alleged economic consequences of TISZA's energy policy, exclusively within the Fidesz-KDNP narrative framework, five days before the parliamentary election.



## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

### Hard facts — countable and scientifically verifiable

#### Hardfacts — 9 measurable and scientifically verifiable techniques

##### 1. EXPERT SELECTION

9/10

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Total score: 9/10

Definition: Who speaks as an expert?

##### Expert 1: Kocsis Máté (Fidesz parliamentary group leader)

Timestamp: 00:37

Statement: "My guest is Kocsis Máté, leader of the Fidesz parliamentary group."

Classification: Active party politician, leader of the Fidesz parliamentary group — not an expert, but the direct representative of one of the electoral competitors.

Missing counter-opinion: TISZA representative, independent political scientist

Source deep-check:

**(a) FUNDING:** Hungarian state budget (parliamentary allowance) + Fidesz party. Direct conflict of interest: conducting his own party's campaign five days before the election.

**(b) MANDATE:** Party-political representation — incompatible with a neutral expert role.

D1 Conflict of interest: -2 — direct campaign interest

D2 Personal risk: -1 — loss of party position possible, but this is a campaign statement

D3 Professional competence: 0 — politician, not an energy or geopolitical expert

D4 Opinion consistency: +1 — consistent Fidesz narrative

D5 Emotional vs. data-based: -2 — strongly emotional, without data

D6 Source level: -2 — tertiary (political opinion)

**TOTAL: -6 → SOURCE TRAFFIC LIGHT: RED**

**(c) PROFESSIONAL COMPETENCE:** Framed as a neutral expert, while in fact an active campaign participant.

##### Expert 2: Hortai Olivér (Head of Századvég Energy and Climate Policy Business Unit)

Timestamp: 28:53

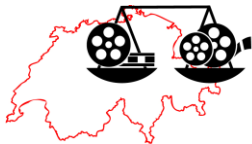
Statement: "Hortai Olivér, head of the energy and climate policy business unit of Századvég."

Classification: Employee of the pro-government think tank Századvég — institutional conflict of interest.

Missing counter-opinion: REKK (Regional Centre for Energy Policy Research), MTA Institute of Economics, independent energy analyst

Source deep-check:

**(a) FUNDING:** The Századvég Foundation is funded from state commissions and pro-government private sources. Conflict of interest: justifying the government's energy policy is an institutional interest.



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**(b) MANDATE:** Energy analysis — formally compatible, but structurally biased.

D1 Conflict of interest: -2 — pro-government funding, campaign period

D2 Personal risk: -1 — protection of institutional position

D3 Professional competence: +1 — energy field, but methodology not transparent

D4 Opinion consistency: +1 — consistent with previous Századvég analyses

D5 Emotional vs. data-based: 0 — presents figures, but source and methodology not verifiable

D6 Source level: -1 — own institutional estimates, not peer-reviewed

**TOTAL: -2 → SOURCE TRAFFIC LIGHT: YELLOW**

**(c) PROFESSIONAL COMPETENCE:** Framed as an independent expert, while in fact an employee of a pro-government institution.

*Missing expert groups:*

- Independent energy economist (REKK, MTA)
- TISZA party energy expert
- EU energy official or independent analyst

*Summary (matrix result):*

- Kocsis Máté: RED (-6) — active campaign participant, not an expert
- Hortai Olivér: YELLOW (-2) — pro-government institution, conflict of interest present

**Source credibility overview:**

Source	D1	D2	D3	D4	D5	D6	Total	Signal
expert: Kocsis Máté (Fidesz parliamentary group leader)	-2	-1	0	+1	-2	-2	-6	RED
expert: Hortai Olivér (Head of Századvég Energy and Climate Policy Business Unit)	-2	-1	+1	+1	0	-1	-2	YELLOW



<b>2. SOURCE SELECTION</b>									<b>9/10</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	10

Claims without primary source = penalty points (rumour check)

Total score: 9/10

Definition: What sources are cited? Are they varied and independent?

### Source 1: Századvég Foundation estimates

Timestamp: 31:53 — Statement: "We previously prepared estimates regarding the consequences of phasing out Russian energy carriers."

- (a) **Funding and operator:** State commissions, pro-government private sources — structural conflict of interest.
- (b) **Structural conflict of interest:** Századvég regularly produces analyses justifying the Fidesz government's policies; the negative presentation of TISZA's energy plan is an institutional interest.
- (c) **Missing counter-source:** REKK, Energiaklub, independent economist, EU energy data.

### Source 2: J.D. Vance statements

Timestamp: 25:44 — Statement: "What is happening in Hungary is the following: yes, energy prices are rising, but much less than in almost any other part of Europe..."

- (a) **Funding:** US government — political interest: strengthening the Trump–Orbán alliance.
- (b) **Structural conflict of interest:** Vance's statement is a campaign tool, not an independent energy assessment.
- (c) **Missing counter-source:** Eurostat energy price data, independent comparison.

Rumour check (penalty points):

### Rumour 1:

Timestamp: 07:18

Claim: "why did Ukrainians make the TISZA party's mobile application?"

Verbal signal: "why" — treated as a fact in the form of a rhetorical question

Primary source: none — penalty point (+1)

### Rumour 2:

Timestamp: 07:53

Claim: "hundreds of Ukrainian intelligence operatives who have been present in the Hungarian campaign for many months"

Verbal signal: no explicit signal, but an unsubstantiated claim

Primary source: none — penalty point (+1)

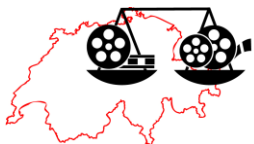
### Rumour 3:

Timestamp: 07:56

Claim: "personal friends of Magyar Péter who can be linked to Ukrainian intelligence"

Verbal signal: "can be linked" — conditional, but treated as fact

Primary source: none — penalty point (+1)



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*Summary: The broadcast relies exclusively on pro-government sources (Századvég, Kocsis Máté, Vance statements); three unsubstantiated claims are treated as facts; not a single independent source appears.*



<b>3. TIME ALLOCATION</b>								<b>8/10</b>	
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	9	10

Total score: 8/10

Definition: Distribution of speaking time between different positions.

Estimated speaking time:

- Kocsis Máté (Fidesz): approx. 18 minutes (35%)
- Hortai Olivér (Századvég): approx. 18 minutes (35%)
- Törőcsik Zsolt (host): approx. 10 minutes (20%)
- Archive footage (Viktor Orbán, J.D. Vance): approx. 4 minutes (8%)
- Opposition voice: 0 minutes (0%)

Summary: Not a single opposition or independent voice is given airtime in the entire broadcast; the 100% of speaking time is shared between the direct representative of Fidesz-KDNP, an employee of a pro-government think tank and the host, who himself reinforces the government narrative through his questions.



#### 4. SELECTIVE OMISSION

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Total score: 9/10

Definition: What is absent, even though it would be relevant?

#### Omission 1:

Context: The actual text and content of TISZA's energy plan

Relevant: 15:30–16:57 — Kocsis Máté interprets TISZA's plan

Effect: Viewers cannot verify whether the claims presented correspond to the original document; TISZA has no opportunity to present its own plan.

#### Omission 2:

Context: Századvég's institutional affiliation and funding

Relevant: 28:53 — introduction of Hortai Olivér

Effect: Viewers assess the pro-government think tank's employee as an independent expert, which fundamentally distorts the credibility of the broadcast.

#### Omission 3:

Context: The legal and factual background of the evidence for the Ukrainian interference allegation

Relevant: 07:03–08:12 — "a series of criminal acts"

Effect: Unsubstantiated allegations are treated as facts; viewers are not informed about what has been proven, what is the subject of ongoing proceedings, and what is a mere political claim.

*Summary: The broadcast systematically omits facts, sources and viewpoints that would call the government narrative into question; the omissions are not random but consistently unidirectional.*

#### Missing voices

- TISZA representative (Magyar Péter or Kapitány István): Could have presented the content and intent of their own energy plan
- Independent energy economist (e.g. REKK, MTA): Could have provided a genuine cost-benefit analysis of Russian energy dependence and diversification
- EU energy expert: Could have presented the context of European energy policy and the actual effects of sanctions
- Lawyer/constitutional lawyer: Could have assessed the legal basis of the "Ukrainian interference" and "criminal act" allegations
- Independent geopolitical analyst: Could have analysed the real diplomatic and geopolitical background of J.D. Vance's visit
- Consumer protection expert: Could have assessed the sustainability of the utility cost reduction scheme and its real effects on households
- Ukrainian government source or diplomat: Could have presented the Ukrainian side of Ukrainian–Hungarian relations
- Independent media monitor (e.g. Átlátszó, Telex): Could have fact-checked the claims appearing in the campaign



5. NUMBER MANIPULATION								8/10	
1	2	3	4	5	6	7	8	9	10

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

Total score: 8/10

Definition: Selective or misleading use of statistics.

Triangle check:

### Finding 1:

Timestamp: 31:47

Figure: "would mean 1 million forints in additional expenditure per year for Hungarian families"

Dimensions:

- (a) Absolute value: provided (1 million HUF/year)
- (b) Ratio: not provided (as a % of average household income)
- (c) Trend: not provided (how this would change over time)

Missing context: The average Hungarian household's annual net income is approx. 4–5 million HUF — without providing the ratio, the figure is misleading. The source (Századvég) and methodology of the estimate are not transparent.

Effect: The figure appears alarmingly large, but the omission of ratios and methodology prevents independent assessment.

### Finding 2:

Timestamp: 34:22

Figure: "would result in a three-and-a-half-fold increase in both electricity and gas bills"

Dimensions:

- (a) Absolute value: not provided (what is the base and end value in HUF)
- (b) Ratio: provided (3.5-fold)
- (c) Trend: not provided

Missing context: The source and calculation method of the 3.5-fold multiplier are not presented; no comparison is made with similar transitions in other EU member states.

Effect: The multiplier cannot be interpreted in isolation; the missing absolute values and methodology make it impossible to verify the figure.

### Finding 3:

Timestamp: 49:52

Figure: "the disposable income of an average Hungarian household would decrease by 25%"

Dimensions:

- (a) Absolute value: not provided
- (b) Ratio: provided (25%)
- (c) Trend: not provided

Missing context: The calculation basis, time horizon and uncertainty range of the 25% decrease are not presented; the estimate comes exclusively from a Századvég source.



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Effect: The figure functions as a campaign tool, not as information.

*Summary: The broadcast consistently presents incomplete dimensions: absolute values without ratios, or ratios without absolute values; the source and methodology of the estimates are opaque; every figure reinforces the anti-TISZA narrative.*



## 6. GUILT BY ASSOCIATION

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Total score: 8/10

Definition: Discrediting through association with negative groups/ideas.

### Association 1:

Timestamp: 14:17

Quote: "a left-wing government also encompassing globalist multinational companies, organised and financed from abroad"

Technique: TISZA is simultaneously associated with "globalism", "multinationals", "foreign" and "left-wing" — four concepts with negative connotations at once.

Effect: TISZA is linked to every force that the Fidesz narrative treats as an enemy, without any of the claims being substantiated.

### Association 2:

Timestamp: 07:56

Quote: "personal friends of Magyar Péter who can be linked to Ukrainian intelligence"

Technique: Magyar Péter is linked to Ukrainian intelligence through personal connections — without evidence.

Effect: The TISZA leader is connected to a spy network, which carries serious criminal connotations.

### Association 3:

Timestamp: 19:21

Quote: "if TISZA wins, then Ukraine has won; if Fidesz wins, then Hungary has won from within"

Technique: Binary opposition: TISZA = Ukraine's victory, Fidesz = Hungary's victory — frames TISZA voters as traitors.

Effect: Voting for the opposition is equated with serving foreign interests.

Chain of association: TISZA → Ukraine → Ukrainian intelligence → foreign interference → treason

Summary: The broadcast systematically applies the guilt-by-association technique against TISZA: Magyar Péter and his party are linked to Ukrainian intelligence connections, foreign financing and treason, in every case without evidence.



<b>7. TIMING</b>									<b>9/10</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	10

Total score: 9/10

Definition: Strategic placement of information (beginning/middle/end).

### Finding 1:

Position: 00:09 (beginning)

Content: "Viktor Orbán is the most important leader in Europe, that is what the American Vice President said"

Timing effect: The first sentence of the broadcast is a personal glorification of Viktor Orbán from the mouth of a foreign politician — this framing statement determines the interpretive frame of the entire broadcast, and functions as a direct campaign message five days before the election.

### Finding 2:

Position: 14:02–14:14 (middle)

Content: "if there is no national government here, then everything that has been so far is gone"

Timing effect: The existential threat message placed in the middle of the programme maximises viewers' decision-making motivation; the structure of the broadcast places this message between the "evidence" (Vance visit, Századvég figures) to make it appear more credible.

### Finding 3:

Position: 51:28–51:48 (end)

Content: "It would mean more than one million forints in additional expenditure per year for Hungarian families if they had to disconnect according to the energy plans of the TISZA party, Brussels and Ukraine..."

Timing effect: The closing message of the broadcast is the most alarming figure, which remains with viewers — a classic application of the "recency effect" for campaign purposes.

*Summary: The structure of the broadcast is consciously constructed: it locks the viewer into the Fidesz narrative with an argument from authority at the beginning (Vance), an existential threat in the middle, and a concrete financial alarm at the end.*



8. SELECTIVE OUTRAGE								8/10	
1	2	3	4	5	6	7	8	9	10

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

Total score: 8/10

Definition: Outrage at certain positions, but not at similar ones.

Methodological principle: Before each assessment, the triggering event must be documented. A reaction can only be classified as selective if a similar triggering event at other positions did not produce an analogous reaction.

Score calculation:

- Degree of outrage: 4/5 (multiple, emphatic)
- Selectivity: 4/5 (clearly one-sided)

### Finding 1:

Timestamp: 09:50–10:12

Triggering event: Alleged cooperation of journalists and politicians with foreign intelligence services

Reaction: "When our Hungarian compatriots, journalists, politicians openly cooperate with foreign spies... A series of criminal acts."

Comparison: The Fidesz government's Russian energy dependence (which may also serve foreign interests) is not similarly characterised in the same broadcast; Vance's visit (direct campaign interference by a foreign politician) does not trigger outrage.

Asymmetry: Confirmed — the Ukrainian/opposition "interference" is classified as a criminal act, the American/Russian connections are not.

### Finding 2:

Timestamp: 13:28–13:35

Triggering event: Alleged interference by Brussels leaders in the Hungarian election

Reaction: "it is also unprecedented how Brussels leaders are interfering in an election"

Comparison: J.D. Vance openly campaigns for Viktor Orbán's re-election in the same broadcast — this is not classified as interference.

Asymmetry: Confirmed — Brussels "interference" is outrageous, the American one is not.

Degree of outrage: 4/5

Selectivity: 4/5

Summary: The broadcast consistently applies the technique of selective outrage: it frames Ukrainian, Brussels and Berlin "interference" as serious criminal acts, while not similarly characterising the American Vice President's direct campaign interference and Russian energy dependence.



## 9. SELECTIVE OMISSION — OVERALL PICTURE

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Total score: 9/10

Definition: How complete is the presentation of the topic?

### Finding 1:

Timestamp: 28:53–51:48

Missing viewpoint/fact: Századvég's methodology and the uncertainty range of the estimates

Relevance: Viewers cannot assess how reliable the figures presented are

Effect: The estimates are presented as facts, even though they come from a single pro-government source, without methodological transparency.

### Finding 2:

Timestamp: 07:03–08:12

Missing viewpoint/fact: Legal assessment of the evidence for the Ukrainian interference allegation

Relevance: Serious criminal allegations are made, which require judicial proceedings

Effect: Viewers cannot distinguish between proven facts and political claims.

### Finding 3:

Timestamp: entire broadcast

Missing viewpoint/fact: A single opposition voice, independent expert or alternative source

Relevance: Section 83 of the Mttv. explicitly requires the reflection of diversity of opinion

Effect: The broadcast functions as one-sided campaign material, not as public service information.

*Summary: The incompleteness of the broadcast is not random but systematic: every omission reinforces the government narrative, and every missing voice represents an opposition or independent perspective.*

End of hard facts — Beginning of soft facts

**Soft facts — debatable, not merely countable**



## Softfacts — 6 qualitative techniques

### 10. FRAMING

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Total score: 9/10

Definition: How is the topic fundamentally framed?

#### Finding 1:

Timestamp: 00:09–00:32

Quote: "Viktor Orbán is the most important leader in Europe... What is the significance of the Vice President's visit, and how is the campaign finale developing at home?"

Manipulation: The basic frame of the broadcast: Viktor Orbán = Europe's most important leader (foreign argument from authority), the election = the centre of the world's attention.

Why problematic: This frame pre-interprets all subsequent content: whoever votes against Orbán is voting against "Europe's most important leader".

#### Finding 2:

Timestamp: 23:55–24:13

Quote: "in reality it is no longer a choice between parties, but rather it is no longer about choosing Fidesz, but about choosing a Hungarian future, a destiny"

Manipulation: Frames the election as an existential national destiny decision, where Fidesz = Hungary, TISZA = foreign interests.

Why problematic: This frame equates voting for the opposition with treason, and excludes the possibility of rational political deliberation.

#### Finding 3:

Timestamp: 19:21–19:26

Quote: "if TISZA wins, then Ukraine has won; if Fidesz wins, then Hungary has won from within"

Manipulation: Binary frame: TISZA victory = Ukraine's victory, Fidesz victory = Hungary's victory.

Why problematic: This frame identifies TISZA voters as servants of foreign interests, and describes the democratic election using a war metaphor.

Summary: The framing of the broadcast consistently identifies Fidesz with Hungary and TISZA with foreign interests; this frame runs through the entire broadcast and pre-interprets every substantive element.



## 11. LANGUAGE AND CONCEPTS

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Total score: 8/10

Definition: What language is used? What connotations are established?

### Finding 1:

Timestamp: 14:17

Quote: "a left-wing government also encompassing globalist multinational companies, organised and financed from abroad"

Manipulation: "Globalist" — far-right conspiracy theory vocabulary; "left-wing" — distortion of TISZA's actual centre-right position.

Why problematic: Neutral alternative: "pro-EU, anti-corruption party" — the words used come from a far-right political lexicon.

### Finding 2:

Timestamp: 10:00

Quote: "foreign spies... working together with intelligence services with opposing interests"

Manipulation: "Foreign spies" — spy-film vocabulary carrying criminal connotations without proof.

Why problematic: Neutral alternative: "persons with foreign connections" — the word "spy" applied without a court verdict is defamatory.

### Finding 3:

Timestamp: 27:01

Quote: "the European reconquest movement, the Reconquista"

Manipulation: The concept of "Reconquista" refers to the medieval Christian reconquest, which far-right movements use as a metaphor for a "civilisational war" against Islam.

Why problematic: Neutral alternative: "right-wing political change in Europe" — the ideological charge of the word "Reconquista" far exceeds the vocabulary customary in political debate.

Summary: The language of the broadcast consistently draws from a far-right political lexicon; the terms "globalist", "spy" and "Reconquista" are not instruments of neutral political analysis but of ideological mobilisation.



12. MODERATOR CONDUCT								8/10	
1	2	3	4	5	6	7	8	9	10

Total score: 8/10

Definition: Asymmetries in follow-up questions, interruptions, expressions of sympathy.

Methodological principle: Before each assessment, the triggering event must be documented. An intervention can only be classified as asymmetric if a similar triggering event with another guest did not produce an analogous intervention.

### Finding 1:

Timestamp: 08:27–08:33

Triggering event: Kocsis Máté speaks about Ukrainian interference

Quote (host): "Yes, he also spoke about Ukrainian influence, that this happened in America too..." — Kocsis interrupts: "That is why you should not underestimate the Ukrainians, sorry for cutting in." — Töröcsik: "Yes, if they do this in America too..." — Kocsis: "Well, right? Right, right?"

Comparison: No opposition guest appears in the broadcast, so direct comparison is not possible; however, the host does not correct the interruption and himself continues in an affirming tone.

Asymmetry: Confirmed — the host does not correct Kocsis Máté's interruption and himself reinforces the narrative.

### Finding 2:

Timestamp: 05:36–05:50

Triggering event: The allegation regarding energy policy and Russian interests

Quote (host): "the Orbán government is usually accused in connection with energy policy of serving Russian interests. And now the American Vice President said that this is the path Europe should follow."

Comparison: The content of the allegation is not examined; instead, the host immediately continues with an argument reinforcing the Fidesz narrative.

Asymmetry: Confirmed — raising the allegation is not a critical question but a tool for reinforcing the Fidesz narrative.

### Finding 3:

Timestamp: 36:35–36:40

Triggering event: Hortai Olivér speaks of a "conservative estimate"

Quote (host): "Well, if I now add up what you have said, this is already closer to two million than to one million in additional expenditure."

Comparison: The host does not question the methodology but himself raises the alarming figure.

Asymmetry: Confirmed — the host actively participates in reinforcing the campaign message.

Summary: The host does not behave as a neutral moderator but as an active collaborator in the Fidesz narrative: he affirms the guests' claims, does not challenge unsubstantiated allegations, and himself raises the alarming figures.



### 13. QUESTION ASYMMETRY

8/10

1

2

3

4

5

6

7

8

9

10

Total score: 8/10

Definition: Questions of different degrees of hardness/softness posed to different individuals.

#### Asymmetry 1:

To Kocsis Máté, 01:49: "Can Washington counterbalance this — you mentioned Kyiv, Brussels and Berlin, these are capitals closer to us, and J.D. Vance has now come out very firmly..." — soft, affirming

Comparison: No opposition guest appears; if one did, based on the expected hardness of the questions (cf. 05:36 — raising the allegation is immediately paired with a rebuttal), a strong asymmetry would be expected.

Comparison: The question is not a challenge but a lead-in to the Fidesz narrative.

#### Asymmetry 2:

To Hortai Olivér, 29:02: "Would our wallets really be thinner if there were no Russian energy? Because the TISZA people say that is not the case at all." — apparently two-sided, but the structure of the question reinforces the Századvég narrative

Comparison: TISZA's position is not presented by a TISZA representative but by its opponent; the question is not aimed at checking the methodology.

Comparison: The structure of the question predetermines the expected answer.

Summary: The questions asked in the broadcast are consistently soft towards guests reinforcing the government narrative, and never challenge unsubstantiated claims; in the absence of an opposition guest, the question asymmetry is total.



14. FALSE BALANCE							7/10		
1	2	3	4	5	6	7	8	9	10

Total score: 7/10

Definition: Artificial appearance of balance despite actual inequality.

### Finding 1:

Timestamp: 05:36–06:14

Construction: "the Orbán government is usually accused in connection with energy policy of serving Russian interests. And now the American Vice President said that this is the path Europe should follow."

Analysis: Raising the allegation apparently suggests balance, but it is immediately paired with an argument reinforcing the Fidesz narrative; the content of the allegation is not examined, and those making the allegation are not given a voice. This is false balance: instead of presenting "both sides", raising the allegation functions as an introduction to the rebuttal.

### Finding 2:

Timestamp: 06:04–06:14

Construction: "surely nobody thinks that the Vice President of the United States of America comes here and encourages Hungary to pursue an allegedly pro-Russian policy"

Analysis: The word "allegedly" apparently acknowledges the existence of the allegation, but the structure of the sentence immediately excludes its validity — this is false balance, which creates the appearance of neutrality while making a one-sided claim.

*Summary: The broadcast applies false balance in several places: raising the allegations does not represent genuine two-sidedness but serves as an introduction to the rebuttal; the opposition's position is never given genuine space.*



15. AGENDA-SETTING									9/10
1	2	3	4	5	6	7	8	9	10

Total score: 9/10

Definition: What counts as normal/self-evident? What does not make it onto the agenda?

### Finding 1:

Item placed on agenda: Ukrainian interference as a defining fact of the campaign

Timestamp: 00:17 — Evidence: "J.D. Vance also said that the interference in the Hungarian elections is the most egregious he has ever seen"

Alternative agenda: The geopolitical risks of the Fidesz government's Russian energy dependence; the effect of KESMA media concentration on electoral competition; the question of NMHH independence.

### Finding 2:

Item placed on agenda: The equation Russian energy = cheap energy = Hungarian interest

Timestamp: 05:19 — Evidence: "In Hungary, energy prices are by far the cheapest"

Alternative agenda: The long-term geopolitical risks of Russian energy dependence; the sustainability of the utility cost reduction scheme; the possibilities and real costs of energy diversification.

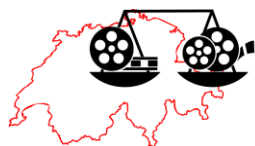
### Finding 3:

Item placed on agenda: The binary frame of the election = national destiny vs. foreign interference

Timestamp: 23:55 — Evidence: "it is no longer a choice between parties, but about choosing a Hungarian future, a destiny"

Alternative agenda: The democratic election as the free decision of citizens; a substantive comparison of different party programmes; the question of corruption and the rule of law.

*Summary: The broadcast's agenda is entirely identical to the Fidesz campaign agenda: the frames of Ukrainian interference, energy prices and national destiny exclude all other dimensions of the democratic election — especially corruption, the rule of law and media concentration.*



## CHAPTER 4 — OVERALL ASSESSMENT

### Overview of individual scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	9	Only the Fidesz parliamentary group leader and a pro-government think tank appear, without an independent voice
2	Source selection	H	9	Not a single independent source appears; three unsubstantiated claims are treated as facts
3	Time allocation	H	8	The opposition voice receives a 0% share of the entire broadcast
4	Omission	H	9	TISZA's own position, Századvég's affiliation and the evidence for the allegations are systematically absent
5	Number manipulation	H	8	The Századvég estimates appear as facts, without methodology or uncertainty range
6	Guilt by association	H	8	TISZA is linked to Ukrainian intelligence, treason and globalism without evidence
7	Timing	H	9	The structure of the broadcast is consciously constructed: argument from authority → existential threat → financial alarm
8	Selective outrage	H	8	Ukrainian/Brussels "interference" is classified as a criminal act, the American one is not
9	Completeness	H	9	Of the ten identified relevant viewpoints, ten are entirely absent
10	Framing	S	9	Fidesz = Hungary, TISZA = foreign interests — this frame runs through the entire broadcast
11	Language	S	8	"Globalist", "spy", "Reconquista" — application of a far-right political lexicon
12	Moderator conduct	S	8	The host actively participates in reinforcing the campaign message, not a neutral moderator
13	Question asymmetry	S	8	All questions are soft and affirming; in the absence of an opposition guest, the question asymmetry is total
14	False balance	S	7	Raising the allegations does not represent genuine two-sidedness but serves as an introduction to the rebuttal
15	Agenda-setting	S	9	The broadcast's agenda is entirely identical to the Fidesz campaign agenda

### Results

- HARD FACTS SCORE (average of criteria 1–9): 8.6 / 10
- SOFT FACTS SCORE (average of criteria 10–15): 8.2 / 10
- TOTAL SCORE (average of all 15 criteria): 8.4 / 10



## Dominant techniques

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- 1. Agenda-setting (9/10):** The entire agenda of the broadcast is identical to the Fidesz campaign agenda — the frames of Ukrainian interference, energy prices and national destiny exclude every other dimension of the democratic election. This technique underpins all other manipulation techniques.
- 2. Framing (9/10):** The binary frame of Fidesz = Hungary, TISZA = foreign interests runs through the entire broadcast and pre-interprets every substantive element. This frame equates voting for the opposition with treason, which violates the fundamental norms of democratic discourse.
- 3. Omission (9/10):** Of the ten identified relevant viewpoints, ten are entirely absent; TISZA's own position, Századvég's affiliation and the evidence for the allegations are systematically missing. This technique ensures that viewers cannot verify the claims made.

## Core messages of the broadcast

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- 1. MESSAGE (SUBSTANTIVE):** "Russian energy is cheap and safe; TISZA's energy plan would increase families' expenditure by two million forints."

Technique: Number manipulation + source selection — Evidence: 31:47, 34:22, 49:52

- 2. MESSAGE (PERSONAL):** "Magyar Péter and TISZA have connections to Ukrainian intelligence and serve foreign interests."

Technique: Guilt by association + treating unsubstantiated claims as facts — Evidence: 07:18, 07:53, 07:56

- 3. MESSAGE (SOCIAL):** "This election is not a choice between parties but Hungary's destiny — whoever votes for TISZA is helping Ukraine to win."

Technique: Framing + agenda-setting — Evidence: 19:21, 23:55, 24:13

## Manipulation level classification

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Justification: The broadcast's total score of 8.4/10 indicates extreme one-sidedness. The balance and diversity of opinion required by Section 83 of the Mttv. are entirely absent: not a single opposition voice is heard, TISZA's programme positions are systematically distorted, unsubstantiated allegations are treated as facts, and the sole "expert" is an employee of a pro-government think tank. The broadcast was aired five days before the parliamentary election, which makes the manipulative effect particularly serious.

## SUMMARY

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The 7 April 2025 broadcast of 48 perc lacks every essential element of the balanced and objective information required by Section 83 of the Mttv. The broadcast functions de facto as electoral campaign material: it conveys exclusively the Fidesz-KDNP narrative, systematically distorts TISZA's programme positions, treats unsubstantiated allegations as facts, and does not give voice to a single independent source or opposition voice. The Századvég estimates appear as facts without methodological transparency, while the institution's pro-government affiliation is not disclosed. The broadcast was aired five days before the parliamentary election, which makes the manipulative effect particularly serious and particularly incompatible with Section 83 of the Mttv.



## OVERALL ASSESSMENT OF THE 15 CRITERIA

### Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	9/10	Systematic imbalance
2	SOURCE SELECTION	9/10	Systematic imbalance
3	TIME ALLOCATION	8/10	Pronounced imbalance
4	SELECTIVE OMISSION	9/10	Systematic imbalance
5	NUMBER MANIPULATION	8/10	Pronounced imbalance
6	GUILT BY ASSOCIATION	8/10	Pronounced imbalance
7	TIMING	9/10	Systematic imbalance
8	SELECTIVE OUTRAGE	8/10	Pronounced imbalance
9	SELECTIVE OMISSION — OVERALL PICTURE	9/10	Systematic imbalance
10	FRAMING	9/10	Systematic imbalance
11	LANGUAGE AND CONCEPTS	8/10	Pronounced imbalance
12	MODERATOR CONDUCT	8/10	Pronounced imbalance
13	QUESTION ASYMMETRY	8/10	Pronounced imbalance
14	FALSE BALANCE	7/10	Pronounced imbalance
15	AGENDA-SETTING	9/10	Systematic imbalance

#### HARDFACTS SCORE (1-8)

**8.0/10**

*Serious deviation from the balance requirement. High degree of deviation*

#### SOFTFACTS SCORE (9-14)

**9.0/10**

*Fundamental systemic one-sidedness. Very high degree of bias*

#### TOTAL SCORE

**8.5/10**

*Fundamental systemic one-sidedness. Very high degree of bias*

*Average of Hardfacts and Softfacts*



## LEGEND — Meaning of scores

### Individual scores per criterion (0–10)

<b>0</b>	<b>No finding</b>	No relevant anomaly detectable.
<b>1–2</b>	<b>Weak finding</b>	Minor anomaly without material effect on balance.
<b>3–4</b>	<b>Mild-to-moderate finding</b>	Recognisable tendency; low-to-moderate impact relevance.
<b>5</b>	<b>Moderate finding with impact</b>	Relevant imbalance that influences the audience's opinion-forming potential.
<b>6</b>	<b>Significant finding (threshold)</b>	Scores of 6 or higher qualify as "significant findings".
<b>7</b>	<b>Significant finding</b>	Clear, well-documented imbalance with obvious impact relevance.
<b>8–9</b>	<b>Serious finding</b>	Pronounced imbalance; multiple individual findings documented for this criterion.
<b>10</b>	<b>Maximum severity</b>	Systematic and pervasive imbalance for this criterion.

### Aggregate deviation index — Interpretation ranges

<b>0.0 – 2.5</b>	<b>Imperceptible</b>	No material patterns detectable; the programme meets the balance requirement.
<b>2.6 – 4.0</b>	<b>Mild imbalance</b>	Isolated anomalies; statistically visible, but still within the tolerance threshold.
<b>4.1 – 6.0</b>	<b>Significant imbalance</b>	Multiple significant findings; relevant impairment of viewpoint diversity.
<b>6.1 – 8.0</b>	<b>Serious deviation from the balance requirement. High degree of deviation</b>	Pronounced, cross-programme patterns; high impact relevance.
<b>8.1 – 10</b>	<b>Fundamental systemic one-sidedness. Very high degree of bias</b>	Maximum pronouncedness in almost every criterion; systematically one-sided reporting.

### Party-political bias (from –5 to +5)

<b>–5 to –3</b>	<b>Strongly disadvantaged</b>	The party is significantly under-represented in framing, speaking time or presentation.
<b>–2 to –1</b>	<b>Mildly disadvantaged</b>	Recognisable but mild disadvantage.
<b>0</b>	<b>Neutral</b>	No preferential treatment or disadvantage detectable.
<b>+1 to +2</b>	<b>Mildly advantaged</b>	Recognisable but mild preferential treatment.
<b>+3 to +5</b>	<b>Strongly advantaged</b>	The party is significantly over-represented in framing, speaking time or presentation.



## CHAPTER 5 — LEGAL ASSESSMENT (Section 83 of the Mttv.)

### Assessment under Section 83 of the Mttv.

Section 83 of the Mttv. stipulates that in news and information programmes, current, objective and balanced information is mandatory, and diversity of opinion must be reflected.

#### Violation 1:

Norm: Section 83 of the Mttv.

Facts: Complete absence of diversity of opinion — not a single opposition voice is heard

Evidence: Timestamp: entire broadcast — Quote: "My guest is Kocsis Máté, leader of the Fidesz parliamentary group" (00:37) and "Hortai Olivér, head of the energy and climate policy business unit of Századvég" (28:53) — not a single guest in the broadcast is independent or from the opposition

Assessment: Section 83 of the Mttv. explicitly requires the reflection of diversity of opinion; in a broadcast aired five days before the election, which gives voice exclusively to the governing party's representatives and an employee of a pro-government think tank, this requirement is entirely violated.

#### Violation 2:

Norm: Section 83 of the Mttv.

Facts: Treatment of unsubstantiated claims as facts — absence of objectivity

Evidence: Timestamp: 07:53 — Quote: "hundreds of Ukrainian intelligence operatives who have been present in the Hungarian campaign for many months" — treated as fact, without a primary source

Assessment: Section 83 of the Mttv. requires objective information; presenting unsubstantiated, sourceless claims as facts — especially during an electoral campaign — violates this requirement.

#### Violation 3:

Norm: Section 83 of the Mttv.

Facts: Systematic distortion of TISZA's programme positions — absence of objectivity and balance

Evidence: Timestamp: 14:17 — Quote: "a left-wing government also encompassing globalist multinational companies, organised and financed from abroad" — TISZA's actual centre-right, anti-corruption profile is forced into a "left-wing", "globalist", "foreign-controlled" frame

Assessment: The systematic distortion of TISZA's programme positions — especially without presenting the party's own position — violates the requirements of balance and objectivity under Section 83 of the Mttv.

#### Violation 4:

Norm: Section 83 of the Mttv.

Facts: Presentation of a pro-government source as an independent expert — absence of objectivity

Evidence: Timestamp: 28:53 — Quote: "Hortai Olivér, head of the energy and climate policy business unit of Századvég" — Századvég's pro-government affiliation is not disclosed

Assessment: Viewers are not informed about the source's institutional conflict of interest, which prevents independent assessment of the claims made, and violates the objectivity requirement of Section 83 of the Mttv.

### Overall assessment under Section 83 of the Mttv.

The broadcast violates every essential element of the current, objective and balanced information required by Section 83 of the Mttv.: diversity of opinion is entirely absent, unsubstantiated claims are treated as facts, the opposition party's programme positions are systematically distorted, and the pro-government source is presented as an independent expert. The broadcast was aired five days before the parliamentary election, which particularly increases the gravity of the violations, since the requirement of balance applies with heightened force during an electoral



campaign. The NMHH Media Council — if it were truly independent — could initiate proceedings against the broadcast for violation of Section 83 of the Mttv.; however, due to structural dependence, this is not to be expected in practice.

## **SOURCE DEEP-CHECK (Mandatory for every cited specialist institution / NGO / advisory organisation)**

### **Századvég Foundation**

**1. FUNDING:** The Századvég Foundation is funded from state commissions (government research contracts), pro-government private sources and organisations linked to the Fidesz-KDNP political circle. Over the past decade, the institution has regularly produced analyses justifying the government's policies.

**2. MANDATE:** Formally: independent research institute. In reality: a think tank that regularly supports the government narrative — this mandate is incompatible with a neutral expert role in matters where the government has a direct interest.

**3. CONFLICT OF INTEREST:** Századvég's institutional interest is to maintain pro-government funding; this structurally incentivises the production of analyses supporting the government narrative. The negative presentation of TISZA's energy plan — especially during an electoral campaign — is a direct institutional interest.

#### **4. CREDIBILITY MATRIX:**

D1 Conflict of interest: -2 — pro-government funding, campaign period

D2 Personal risk: -1 — protection of institutional position

D3 Professional competence: +1 — energy field, but methodology not transparent

D4 Opinion consistency: +1 — consistent with previous Századvég analyses

D5 Emotional vs. data-based: 0 — presents figures, but source and methodology not verifiable

D6 Source level: -1 — own institutional estimates, not peer-reviewed

**TOTAL: -2 → SOURCE TRAFFIC LIGHT: YELLOW**

**5. COUNTER-OPINION:** REKK (Regional Centre for Energy Policy Research), the MTA Institute of Economics and Energiaklub regularly produce analyses on Russian energy dependence and the possibilities of diversification that are methodologically more transparent and free from institutional conflicts of interest. Not one of these appears in the broadcast.

**IMPORTANT:** The qualifiers "recognised" or "leading" are not professional designations — they are social attributions that are themselves subject to scrutiny. In the case of Századvég, the designation "recognised think tank" appears regularly in pro-government media, which is itself part of the conflict of interest.

### **Source credibility overview:**

Source	D1	D2	D3	D4	D5	D6	Total	Signal
violation:	-2	-1	+1	+1	0	-1	-2	<b>YELLOW</b>

### **Legal and methodological classification**

<b>Not a finding of fact</b>	The results presented do not constitute a finding of fact regarding individual persons, editorial offices or programmes. They are the results of standardised operationalisation, not a determination of individual responsibility.
<b>Not a legal judgement</b>	The aggregate deviation index does not replace the legal assessment under Section 83 of the Mttv. Determining whether a given programme violates statutory requirements is exclusively the task of the competent authorities (in particular the Media Council).
<b>Not evidence of causality</b>	Statistical correlations must not be interpreted as evidence of causal relationships or editorial intent. Deviation values may be influenced by topic selection, the news situation, political controversy or format logic.



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**Not an assessment  
of intent**

The analysis measures the observable structural characteristics of programmes. A score of 7 means that significant imbalance has been established — not that the editorial team did this intentionally. The methodology makes no statements about motives.

**Heuristic  
comparative tool**

The index serves for comparative pattern recognition across thousands of programmes, not for precise metric measurement of individual contributions. The threshold values serve as heuristic orientation, not as precise legal classification.



## ANNEX 1: NATIONAL LEGISLATION

### Legal basis Hungary — MTVA

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#### Laws

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- Act CLXXXV of 2010 on Media Services and Mass Communication (Mttv.)
- Act CIV of 2010 on the Freedom of the Press (Smtv.)
- Fundamental Law of Hungary (2011)

#### Relevant articles

##### Mttv. (Media Act 2010)

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- Section 83 (1): Public service obligation — current, objective and balanced information in news and information programmes.
- Section 83 (2): Information must reflect the diversity of opinions.
- Section 12: Protection of pluralism of opinion as a fundamental principle.
- Section 13: Prohibition of one-sided information in news programmes.

##### Smtv. (Freedom of the Press Act 2010)

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- Section 4: Freedom of the press and freedom of expression.
- Section 10: Separation of news and opinion.
- Section 13: Right of correction.

#### Fundamental Law

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- Article IX: Freedom of opinion and the press, media pluralism as a state obligation of protection.

#### European reference framework

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- ECHR Article 10: Right to freedom of expression (European Convention on Human Rights)
- EU Rule of Law Report: Annual assessment, documenting systematic media freedom deficiencies since 2018
- RSF Press Freedom Index: Reporters Without Borders, annual ranking
- EMFA (European Media Freedom Act, 2024): EU-level minimum standards for media freedom

#### Special case — Structural non-enforcement

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IMPORTANT: The Mttv. formally contains correct balance obligations. The criticism is not directed against the text of the law, but against the structural non-enforcement by the pro-government NMHH. MTVA is a broadcaster under de facto state-aligned control.

#### Supervisory authority

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- NMHH (National Media and Infocommunications Authority): National media and communications authority. Structurally pro-government in composition since 2010.

#### Complaint procedure

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1. NMHH (formally, but structurally not independent)
2. Kúria (Supreme Court, in theory)



## ANNEX 2: ACADEMIC REFERENCES

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- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
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Unbalanced reporting as a response to the Swiss halving initiative: This book describes manipulation techniques in detail, starting with the selection of staff and sources. It then outlines 15 principles: omission, framing, temporal framing, guilt by association, emotionalisation, removal of context and many more, illustrated with numerous examples. It also reveals where we ourselves apply these techniques — fostering not only understanding but also empathy.

Playing cards are optionally available to accompany the book.

Also available as an audiobook.



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

Anyone who does not understand this is handing out material. Good quotes that were poorly edited. Correct statements placed in the wrong context. Honest answers framed as confessions.

This book is not a media criticism book. It is a toolkit — 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 actually is. The 7 most common pitfalls. The three principles of control — anchoring, framing and 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 in the public eye and wants to understand how the game works. To stop being talked into things — and to start shaping them.

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

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