



MTVA DETAILED ANALYSIS

2026-04-21_48-perc

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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 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 aggregate 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**



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

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



POLITICAL LANDSCAPE

Government (continuously since May 2010): Fidesz-KDNP – two-thirds parliamentary majority (135 seats in the 2022 elections). Opposition: TISZA (strongest opposition force since 2024, led by Péter Magyar), DK, Momentum, Jobbik, LMP, MSZP, Mi Hazánk.

Party	CHES left-right	Seats (2022)	Government/Opposition	Base position
MSZP	3,00	(United Opposition)	Opposition	Social democratic, left
MKKP	3,50	0 (outside parliament)	Outside parliament	Satirical-libertarian, left
LMP	3,79	(United Opposition)	Opposition	Green-progressive, left
Momentum	4,17	(United Opposition)	Opposition	Centre-left, pro-EU, urban
DK	4,28	(United Opposition)	Opposition	Centre-left, strongly pro-EU
TISZA	6,17	— (2024 debut)	Opposition (strongest)	Centre-right, anti-corruption, pro-EU
Jobbik	6,47	(United Opposition)	Opposition	Centre-right (moderated)
Fidesz-KDNP	8,61	135	Government (2/3)	Far-right, authoritarian-nationalist
Mi Hazánk	9,29	6	Opposition	Far-right, irredentist

Hungarian political life is dominated by four main fault lines: (1) the systemic confrontation between Fidesz-KDNP and all opposition forces on the rule of law, media freedom and EU relations; (2) the Orbán government's Russia- and China-friendly foreign policy versus the position of opposition parties demanding a Western orientation; (3) the emergence of TISZA as a new, dominant opposition force, which is reshaping traditional left-right fault lines; (4) energy policy and the relationship to the war in Ukraine, which has become one of the most important topics of the 2025 election campaign.

MTVA (M1, M2, M4, M5, Duna) operates as a de facto government media outlet: the NMHH Media Council, which oversees public service media, has consisted exclusively of members close to Fidesz since 2010. The KESMA foundation (approximately 500 media companies since 2018) has consolidated the pro-government press, while independent media outlets (Telex.hu, 444.hu, RTL Klub, ATV) operate under structurally disadvantaged conditions. Hungary ranks 85th on the RSF Press Freedom Index — the worst ranking in the EU.



CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Image portrayed in the broadcast vs. party programme position
Fidesz-KDNP	+3	03:15 "Hungary was prepared for this attack" — Party programme: sovereigntist energy policy, Russia-friendly gas policy — distorted (in a positive direction): the government appears as foresighted and a successful defender, while the structural problems of dependency are concealed
TISZA	-3	08:11 "No matter how much Péter Magyar sees reality... he will not be able to go against the will of Brussels" — Party programme: pro-EU, anti-corruption, Western orientation — distorted: Péter Magyar is portrayed as a puppet of Brussels, his independent political agency denied
DK	0	Not featured in the broadcast
Momentum	0	Not featured in the broadcast
Jobbik	0	Not featured in the broadcast
Mi Hazánk	0	Not featured in the broadcast
LMP	0	Not featured in the broadcast
MSZP	0	Not featured in the broadcast

Party bias summary

- Most accurate portrayal: Fidesz-KDNP (+3) — in line with the governmental narrative, but with the concealment of structural problems
- Strongest distortion: TISZA (-3) — systematic denial of Péter Magyar's political agency
- Average deviation from 0: 1.5
- Conclusion: The broadcast exclusively reinforces the Fidesz-KDNP governmental narrative in the areas of energy policy and foreign policy. The guest consistently portrays TISZA and Péter Magyar as actors under Brussels' direction, incapable of independent decision-making, which contradicts the party's programme and its publicly stated positions. All other opposition parties are entirely absent from the broadcast.

Left-right aggregate tendency

TENDENCY SCORE: -3.8

CLASSIFICATION: Strongly right-leaning

Justification: The broadcast's sole guest is a geopolitical analyst from a government-aligned think tank, who repeats the official Fidesz-KDNP narrative on every issue examined (energy policy, Ukraine, Brussels, Péter Magyar). Left-wing and centre-left parties are entirely absent, the guest portrays TISZA as a tool of Brussels, and the decisions of the Orbán government are consistently justified and praised. No counterbalancing voice, critical question or alternative interpretive framework appears even once.



CHAPTER 2 — BROADCAST DATA AND TOPIC FRAMES

Broadcast data

- Title: 48 minutes (second part)
- Date: (not determinable from the filename; based on content: spring 2025, the week after the Hungarian elections)
- Estimated length: approx. 24 minutes (estimate based on transcript)
- Host / Reporter: Törőcsik Zsolt
- Invited persons:

Person	Function	Party/Organisational affiliation	Political spectrum
Koskovics Zoltán	Geopolitical analyst	Alapjókért Központ	Right-wing, government-aligned

Main topic

The broadcast discusses the restoration of the Druzhba crude oil pipeline, the resulting energy policy implications, the effects of the Middle Eastern energy crisis on Europe, and Péter Magyar's alleged subservience to Brussels.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — countable and scientifically grounded

Hard facts — 9 measurable and scientifically verifiable techniques

1. EXPERT SELECTION

0/10

1 2 3 4 5 6 7 8 9 10

Aggregate score: 9/10

Definition: Who speaks as an expert?

Expert 1: Koskovics Zoltán (Alapjókért Központ, geopolitical analyst)

Timestamp: 00:33

Statement: "I am Koskovics Zoltán, geopolitical expert of the Alapjókért Központ."

Classification: Employee of a government-aligned think tank; appears as the sole expert in the broadcast, without any counterbalancing voice.

Missing dissenting opinion: Independent energy economist, EU expert, Ukrainian analyst, TISZA representative.

Source deep analysis:

(a) FUNDING: The funding of the Alapjókért Központ is not publicly transparent; the organisation consistently publishes analyses in line with the Fidesz-KDNP governmental narrative. Structural conflict of interest: the organisation's survival and relevance depend on reinforcing the governmental narrative.

(b) MANDATE: The organisation's mandate is not compatible with neutral, independent geopolitical assessment on issues that directly concern the evaluation of the Hungarian government's decisions.

D1 Conflict of interest: -2 — Government-aligned think tank, structural bias

D2 Personal risk: -1 — The guest's position is strengthened by supporting the governmental narrative

D3 Professional competence: +1 — Geopolitical training is probable, but the energy details are speculative

D4 Opinion consistency: +1 — The organisation consistently represents the same narrative

D5 Emotional vs. data-based: -2 — Numerous speculative, data-unsupported claims (e.g. 270-day reserve, rationing system)

D6 Source level: -1 — Secondary/tertiary; no reference to primary sources

TOTAL: -4 → SOURCE TRAFFIC LIGHT: YELLOW (borderline, with strong reservations)

(c) PROFESSIONAL COMPETENCE: The host introduces the guest as a "geopolitical expert" without mentioning the organisation's political affiliation or funding background. This is manipulation corresponding to technique 2 (source selection).

Missing expert groups:

- Independent energy economist (e.g. Bruegel, IEEFA)
- Ukrainian or neutral foreign policy analyst
- EU institutional representative



Summary (matrix result):

- Koskovics Zoltán (Alapjókért Központ): YELLOW — Structural conflict of interest, speculative data, framed as neutral → his role as the broadcast's sole expert results in serious one-sidedness.

Source credibility overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
expert: Koskovics Zoltán (Alapjókért Központ, geopolitical analyst)	-2	-1	+1	+1	-2	-1	-4	YELLOW



2. SOURCE SELECTION									0/10
1	2	3	4	5	6	7	8	9	10

Claims without primary source = penalty points (rumour check)

Aggregate score: 9/10

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

Source 1: Alapjókért Központ (through the person of Koskovics Zoltán)

Timestamp: 00:33 — Statement: "geopolitical expert of the Alapjókért Központ"

- (a) **Funding and operator:** Not transparent; the organisation consistently represents a pro-government stance.
- (b) **Structural conflict of interest:** The organisation's relevance and funding depend on reinforcing the governmental narrative; it has a direct interest in positively evaluating Fidesz-KDNP decisions.
- (c) **Missing counter-source:** Independent energy institute (Bruegel, IEEFA), EU institutional source, Ukrainian government statement.

Source 2: Zelenskyy's announcement (indirect reference)

Timestamp: 00:13 — Statement: "This was announced a few hours ago by Volodymyr Zelenskyy."

- (a) **Funding:** Ukrainian state source.
- (b) **Structural conflict of interest:** The Ukrainian president's statement is not a neutral source in itself, but it at least qualifies as a primary source.
- (c) **Missing counter-source:** No one verifies the content of the announcement, and the motivations behind the Ukrainian decision are interpreted exclusively by the guest.

Rumour check (penalty points):

Rumour 1:

Timestamp: 04:17

Claim: "I don't know the exact figure, but I would venture to say that the country had oil reserves sufficient for 270 days."

Verbal signal: "I would venture to say" — speculative, without primary source

Primary source: none — penalty point (+1)

Rumour 2:

Timestamp: 01:20

Claim: "It is also obvious that all of this happened with Brussels' cover and assistance."

Verbal signal: "obvious" — claim without evidence

Primary source: none — penalty point (+1)

Rumour 3:

Timestamp: 08:23

Claim: "from influencers to the traditional media, all of it is essentially under Brussels' direction"

Verbal signal: "essentially" — generalisation without evidence

Primary source: none — penalty point (+1)



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Summary: The broadcast relies on a single organisationally affiliated source whose political bias is not disclosed. Three unsubstantiated, speculative claims are made without citing a primary source, each of which reinforces the governmental narrative.



3. TIME ALLOCATION

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Aggregate score: 8/10

Definition: Distribution of speaking time among different viewpoints.

Estimated speaking time:

- Koskovics Zoltán (guest, government-aligned): approx. 19 minutes (approx. 79%)
- Törőcsik Zsolt (host): approx. 5 minutes (approx. 21%)
- Opposition voice / alternative viewpoint: 0 minutes (0%)
- EU / Ukrainian / independent voice: 0 minutes (0%)

Summary: The broadcast's entire speaking time is allocated to a single guest affiliated with a government-aligned organisation; no opposition, independent or alternative viewpoint is given any airtime whatsoever. This ratio is incompatible with the requirement for diversity of opinion prescribed by Mttv. §83.



4. SELECTIVE OMISSION

0/10

1 2 3 4 5 6 7 8 9 10

Aggregate score: 9/10

Definition: What is left out, even though it would be relevant? (Including step 2)

Omission 1:

Context: The funding and political affiliation of the Alapjókért Központ

Relevant: at 00:33

Effect: Viewers perceive the guest as a neutral, independent expert, whereas he is in fact a structurally biased source.

Omission 2:

Context: The long-term geopolitical risks of dependence on Russian energy

Relevant: at 22:47 — "Obviously, physically at the present moment only the Russian pipelines exist."

Effect: The risks of maintaining dependence on Russian energy (geopolitical vulnerability to blackmail, sanctions exposure) are not mentioned; the narrative portrays the return of Russian energy as unambiguously positive.

Omission 3:

Context: Presentation of Péter Magyar's and TISZA's own position

Relevant: at 08:11 — "No matter how much Péter Magyar sees reality... he will not be able to go against the will of Brussels."

Effect: TISZA is not given the opportunity to respond; the guest's interpretation remains unchallenged.

Summary: The broadcast systematically omits information that would call the governmental narrative into question: the guest's organisational affiliation, the risks of dependence on Russian energy, and the actual content of the opposition's position.

Missing voices

- Independent energy economist: Would have examined the source and plausibility of the 180 million euro loss figure, as well as the soundness of the energy crisis forecasts.
- TISZA representative or Péter Magyar: Could have responded to the claims made by the guest concerning him and his party.
- EU institutional representative or independent EU expert: Could have presented the actual content and rationale of EU energy policy.
- Ukrainian foreign policy analyst or Ukrainian government source: Could have presented the Ukrainian perspective on the reasons for shutting down the Druzhba pipeline.
- MOL or MEKH representative: Could have verified the speculative claim regarding the 270-day oil reserve.
- Sociologist or social policy expert: Could have analysed the social effects of the energy crisis factually, instead of with apocalyptic rhetoric.
- Geopolitical analyst from an alternative organisation (e.g. CSIS, Bruegel, IEEFA): Could have counterbalanced the interpretive framework coming exclusively from a government-aligned think tank.
- Transport or agricultural expert: Could have factually assessed the sectoral effects of fuel shortages, as opposed to the guest's speculative statements.



5. NUMBER MANIPULATION

0/10

1 2 3 4 5 6 7 8 9 10

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

Aggregate score: 8/10

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 02:04

Figure: "The Hungarian state lost around 180 million euros through this blackmail."

Dimensions: (a) absolute value provided — (b) ratio missing (% of GDP, % of annual energy expenditure) — (c) trend missing

Missing context: No source is cited; no comparison with other energy market shocks; no data on how this sum relates to Hungarian state energy expenditure.

Effect: The figure appears serious, but cannot be assessed without context; the word "blackmail" adds a political qualification.

Finding 2:

Timestamp: 04:17

Figure: "the country had oil reserves sufficient for 270 days"

Dimensions: (a) absolute value (in days) — (b) ratio missing (compared to EU average) — (c) source missing

Missing context: The guest himself says: "I don't know the exact figure" — the number is speculative and unverified.

Effect: The government appears foresighted on the basis of an unverified figure.

Finding 3:

Timestamp: 15:56

Figure: "15-20 percent of the world's energy supply" (Strait of Hormuz)

Dimensions: (a) absolute ratio provided — (b) distinction between oil and gas partial — (c) trend missing

Missing context: The impact of Bab el-Mandeb is not separately quantified; the capacity of alternative shipping routes is not presented.

Effect: The severity of the energy crisis is presented in an exaggerated manner.

Summary: The figures cited in the broadcast are typically unsourced, lack context, and consistently reinforce the severity of the crisis and the government's foresight.



6. GUILT BY ASSOCIATION

0/10

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Aggregate score: 9/10

Definition: Discrediting through association with negative groups/ideas.

Association 1:

Timestamp: 01:20

Quote: "It is also obvious that all of this happened with Brussels' cover and assistance."

Technique: Linking Ukraine's decision to Brussels without evidence; portraying the EU as a hostile actor.

Effect: Makes the EU a party to interference in the Hungarian elections, reinforcing the Fidesz-KDNP "Brussels-as-enemy" narrative.

Association 2:

Timestamp: 08:23

Quote: "from influencers to the traditional media, all of it is essentially under Brussels' direction. Everyone thinks this to themselves. All the way from the popular influencers to the partizán to the népszava. Either Brussels, or Soros."

Technique: Links Péter Magyar's entire communications network to Brussels and Soros; the inclusion of the name "Soros" activates the classic conspiracy narrative.

Effect: Péter Magyar and TISZA appear as a political force under foreign direction, lacking independence.

Association 3:

Timestamp: 01:08

Quote: "This was a direct interference in the process of the Hungarian elections."

Technique: Frames Ukraine's energy decision as electoral interference, without evidence.

Effect: Ukraine and the EU appear as hostile forces threatening Hungary's sovereignty.

Association chain: Zelenskyy → Brussels → Soros → Péter Magyar → TISZA → foreign direction

Summary: The broadcast consistently applies the guilt-by-association technique: Ukraine, the EU, Soros and Péter Magyar are linked into a single hostile network, without evidence. This is a repetition of the classic Fidesz-KDNP communications schema.



7. TIMING

0/10

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Aggregate score: 7/10

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

Finding 1:

Position: 00:42 (beginning)

Content: "So from tomorrow everything goes on as before, as if the past three months had never happened?"

Timing effect: The host's opening question immediately establishes the frame of "everything returns to normal," which implicitly suggests that the shutdown was artificial and unjustified — this prepares the ground for the guest's narrative before it is even articulated.

Finding 2:

Position: 05:25 (end of first third)

Content: "how interesting, Viktor Orbán will be proven right"

Timing effect: The Orbán vindication is delivered as the conclusion of the Druzhba pipeline topic, before the energy crisis topic begins — this creates in the viewer the impression that the government's foresight is an established fact upon which the next topic builds.

Finding 3:

Position: 22:22 (towards the end)

Content: "Now there isn't. Now there's none of that. So this will be a multi-year crisis situation."

Timing effect: The apocalyptic summary at the end of the broadcast reinforces in the viewer a sense of hopelessness, which implicitly validates the governmental "protective" narrative.

Summary: The structure of the broadcast is deliberately constructed: the opening question prepares the governmental narrative, the middle section validates it, and the closing section paints an apocalyptic picture of the consequences of EU energy policy.



8. SELECTIVE OUTRAGE

0/10

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)

Aggregate score: 8/10

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

Methodological principle (v2.2): Before each assessment, the triggering event must be documented. A reaction can only be classified as selective if a similar triggering event at a different position did not elicit an analogous reaction.

Finding 1:

Timestamp: 01:08

Triggering event: The shutdown of the Druzhba crude oil pipeline by Ukraine

Reaction: "This was a direct interference in the process of the Hungarian elections, with the aim of triggering an energy crisis, making things more difficult for the incumbent government."

Comparison: Regarding the Hungarian government's own energy policy decisions (e.g. maintaining dependence on Russian gas, communicating the 90-day reserve) — reaction: no outrage, in fact praise

Asymmetry: Ukraine's decision is "interference" and "blackmail," the Hungarian government's decisions are "foresight" and "protection" — the same type of energy policy decisions receive completely different evaluations.

Degree of outrage: 4/5

Selectivity: 4/5

Finding 2:

Timestamp: 16:27

Triggering event: Presentation of EU energy policy

Reaction: "In Europe we are preoccupied with the mad idea that ideological dogmas must be built around energy."

Comparison: Regarding the ideologically motivated maintenance of dependence on Russian energy — reaction: no criticism, in fact the return of Russian pipeline energy is presented as desirable

Asymmetry: EU energy policy is "mad ideological dogma," maintaining dependence on Russian energy is "pragmatic reality" — the ideological qualification appears exclusively in relation to the EU.

Degree of outrage: 3/5

Selectivity: 5/5

Summary: The selective outrage shows a consistent pattern: Ukraine's and the EU's decisions provoke moral outrage, while the Hungarian government's and Russia's decisions receive neutral or positive evaluations. The asymmetry is systematic and unidirectional.



9. SELECTIVE OMISSION — OVERALL PICTURE

0/10

1 2 3 4 5 6 7 8 9 10

Aggregate score: 9/10

Definition: How complete is the broadcast's representation of topics? Are relevant viewpoints, facts or actors systematically omitted?

Finding 1:

Timestamp: 01:20

Missing viewpoint/fact: The actual motivations behind the EU's and Ukraine's decisions

Relevance: The broadcast claims that the shutdown of the Druzhba pipeline happened "with Brussels' cover" — this is a serious allegation that would need to be substantiated.

Effect: Viewers receive a one-sided, unsubstantiated narrative about a geopolitically complex event.

Finding 2:

Timestamp: 04:17

Missing viewpoint/fact: Verification of the 270-day oil reserve figure

Relevance: The guest himself says he does not know the exact figure — yet the number remains unverified.

Effect: The government's foresight is based on a speculative figure that no one questions.

Finding 3:

Timestamp: 08:11–10:47

Missing viewpoint/fact: Péter Magyar's and TISZA's own position

Relevance: The guest analyses Péter Magyar's expected political behaviour in detail — the party concerned is not given the opportunity to respond.

Effect: Péter Magyar appears as a puppet of Brussels, without his own position being able to come through.

Summary: The broadcast is systematically incomplete: claims that reinforce the governmental narrative remain unchallenged, opposition and EU viewpoints are entirely absent, and the guest's speculative statements are presented as facts.

End of hard facts — Beginning of soft facts

Soft facts — debatable, not merely countable

The broadcast was made at a political moment in which parliamentary elections had just taken place in Hungary (as inferred from the context), and the supply through the Druzhba crude oil pipeline had briefly been interrupted. Energy security and the EU–Ukraine–Hungary triangle are among the most sensitive topics in Hungarian domestic politics: Fidesz-KDNP defends dependence on Russian energy with sovereigntist arguments, while the opposition and the EU advocate diversification. The Middle Eastern conflict (Strait of Hormuz, Bab el-Mandeb) does represent a genuine global energy market risk, but it is presented in the broadcast within an apocalyptic frame. The emergence of Péter Magyar and TISZA has brought a new dynamic to Hungarian politics, which government-aligned media consistently seek to portray as a Brussels-friendly, non-independent force.

Proportion of viewpoints covered



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

- [A] The actual economic impact of the Druzhba pipeline shutdown on Hungary (independent economist)
- [B] Objective presentation of the background to the Ukrainian decision (Ukrainian or neutral foreign policy analyst)
- [C] The actual content and objectives of EU energy policy (EU institutional representative or independent EU expert)
- [D] Presentation of Péter Magyar's / TISZA's own position (TISZA representative or based on Péter Magyar's statements)
- [E] Scientific-professional assessment of the risks of the Middle Eastern energy crisis (independent energy expert)
- [F] Presentation of the long-term risks of dependence on Russian energy (energy security expert)
- [G] Verification of the actual data on Hungary's oil reserves (MOL, MEKH or independent source)
- [H] Presentation of the social effects of inflation and the decline in living standards (sociologist, economist)
- [I] The reality of introducing a rationing system in Europe (comparative political science perspective)
- [J] Transparent presentation of the Alapjókért Központ's organisational background and funding

[A] OMITTED

Timestamp: 02:04 — Quote: "The Hungarian state lost around 180 million euros through this blackmail." —

Assessment: A single, unverified figure is cited, without confirmation from an independent economist; a detailed analysis of the actual economic impact is absent.

[B] OMITTED

Timestamp: 01:08 — Quote: "This was a direct interference in the process of the Hungarian elections." —

Assessment: The motivations behind the Ukrainian decision are interpreted exclusively by the guest, without the involvement of a Ukrainian or neutral source.

[C] OMITTED

Timestamp: 16:27 — Quote: "In Europe we are preoccupied with the mad idea that ideological dogmas must be built around energy." — Assessment: The actual content and rationale of EU energy policy are not presented; they appear only in caricatured form.

[D] OMITTED

Timestamp: 08:11 — Quote: "No matter how much Péter Magyar sees reality... he will not be able to go against the will of Brussels." — Assessment: Péter Magyar's own position is not given space; TISZA is not given the opportunity to respond.

[E] PARTIALLY ADDRESSED

Timestamp: 13:54 — Quote: "Closure of the Hormuz channel, potential closure of Bab el-Mandeb." — Assessment: The risks are real, but they appear exclusively within an apocalyptic frame, without the moderating opinion of an independent energy expert.

[F] OMITTED

Timestamp: 22:47 — Quote: "The first step would be to switch over to pipeline energy. Obviously, physically at the present moment only the Russian pipelines exist." — Assessment: The long-term geopolitical risks of dependence on Russian energy are not discussed; the possibilities of diversification are marginalised.

[G] OMITTED

Timestamp: 04:17 — Quote: "I don't know the exact figure, but I would venture to say that the country had oil reserves sufficient for 270 days." — Assessment: No one verifies the actual data on the reserves; the data from MOL or MEKH are not incorporated.

[H] OMITTED

Timestamp: 18:29 — Quote: "Well, you won't be driving cars." — Assessment: The social effects are presented apocalyptically, without sociological or economic analysis.

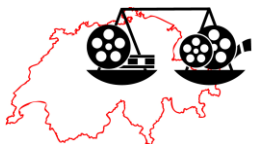
[I] OMITTED

Timestamp: 18:42 — Quote: "I can very easily imagine that in Europe such a system could even be introduced." — Assessment: The reality of introducing a rationing system is not subjected to comparative analysis; it is stated as a speculative claim.

[J] OMITTED

Timestamp: 00:33 — Quote: "Koskovics Zoltán, geopolitical expert of the Alapjókért Központ." — Assessment: The organisation's funding, political affiliation and potential conflicts of interest are not presented at all.

Completeness score: 1/10



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Justification: Out of ten relevant viewpoints, the broadcast addresses only one partially (Middle Eastern energy risks); the remaining nine are entirely absent. A single guest, a single organisational affiliation, and a single interpretive framework dominate the entire broadcast. The counterbalancing voices, independent experts and the viewpoints of the parties concerned (TISZA, EU, Ukraine) that are necessary for balanced reporting are entirely absent.



Soft facts — 6 qualitative techniques

10. NARRATIVE FRAME

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Aggregate score: 9/10

Definition: How does the broadcast fundamentally frame the topic?

Finding 1:

Timestamp: 01:08

Quote: "This was a direct interference in the process of the Hungarian elections, with the aim of triggering an energy crisis."

Manipulation: Frames the energy decision as electoral interference, without evidence; the verb "trigger" carries violent connotations.

Why it is problematic: Viewers receive an unsubstantiated conspiracy narrative presented as fact; alternative explanations (e.g. Ukrainian transit fee dispute, contractual issues) are not mentioned.

Finding 2:

Timestamp: 05:25

Quote: "how interesting, Viktor Orbán will be proven right"

Manipulation: The restart of the Druzhba pipeline is placed within the frame of Orbán vindication; a complex geopolitical process appears as evidence of a single politician's foresight.

Why it is problematic: Viewers receive the impression that the government's decisions have been retrospectively validated, whereas the connection is far more complex.

Finding 3:

Timestamp: 22:22

Quote: "Now there isn't. Now there's none of that. So this will be a multi-year crisis situation."

Manipulation: The apocalyptic frame creates a sense of hopelessness, which implicitly justifies the necessity of the current governmental "protective" policy.

Why it is problematic: Viewers internalise the inevitability of the crisis and the necessity of governmental protection, without any alternative solutions being raised.

Summary: The broadcast applies three mutually reinforcing frames: (1) Ukraine/EU as enemy, (2) Orbán as foresighted protector, (3) apocalyptic vision of the future, which together serve the comprehensive reinforcement of the governmental narrative.



11. LANGUAGE AND CONCEPTS

0/10

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Aggregate score: 8/10

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

Finding 1:

Timestamp: 02:04

Quote: "The Hungarian state lost around 180 million euros through this blackmail."

Manipulation: The word "blackmail" carries legal and moral qualification; it frames an energy decision as a criminal act.

Why it is problematic: Neutral alternative: "the loss resulting from the shutdown of the Druzhba pipeline" — the word "blackmail" creates prejudice against the Ukrainian decision.

Finding 2:

Timestamp: 01:20

Quote: "This was a dog-and-pony show."

Manipulation: The expression "dog-and-pony show" qualifies the Ukrainian decision as ridiculous and transparent.

Why it is problematic: Neutral alternative: "the effectiveness of the measure is debatable" — "dog-and-pony show" is dismissive and politically loaded.

Finding 3:

Timestamp: 16:27

Quote: "with the mad idea that ideological dogmas must be built around energy"

Manipulation: Qualifies EU energy policy as "madness" and "ideological dogma"; the psychiatric connotation (mad) portrays EU decision-makers as irrational.

Why it is problematic: Neutral alternative: "the priorities of EU energy policy differ from the position of the Hungarian government" — the word "mad" is inflammatory and unprofessional.

Summary: The broadcast's language consistently assigns negative connotations to the EU, Ukraine and Péter Magyar, while describing the Hungarian government's decisions with neutral or positive terms. This systematic asymmetry in language use is incompatible with the objectivity requirement of Mtv. §83.



12. MODERATOR CONDUCT

0/10

1 2 3 4 5 6 7 8 9 10

Aggregate score: 7/10

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

Methodological principle (v2.2): Before each assessment, the triggering event must be documented. An intervention can only be classified as asymmetric if a similar triggering event with a different guest did not elicit an analogous intervention.

Finding 1:

Timestamp: 05:21

Triggering event: The guest claims that Viktor Orbán's position has been vindicated

Quote (host): "And now it seems that the entire European Union is of this view, how interesting, Viktor Orbán will be proven right."

Comparison: When the guest makes claims about Péter Magyar (08:11), the host does not challenge them or ask for evidence.

Asymmetry: The host actively reinforces the Orbán vindication narrative, while leaving unsubstantiated claims about Péter Magyar unchallenged.

Finding 2:

Timestamp: 19:05

Triggering event: The guest paints an apocalyptic vision of the future (rationing system, food shortages)

Quote (host): "Well, that'll be lovely."

Comparison: Not once does he challenge the guest's forecasts, ask for a source, or provide a counter-example.

Asymmetry: The host receives the guest's apocalyptic statements with irony, but fundamentally in a confirmatory manner, rather than posing a professional challenge.

Finding 3:

Timestamp: 08:47

Triggering event: The guest claims that Péter Magyar will win "showcase cases" but will comply with Brussels on the substantive issues

Quote (host): [does not challenge, moves on]

Comparison: There is no analogous situation in which the host scrutinises governmental decisions with similar critical rigour.

Asymmetry: Unsubstantiated forecasts about Péter Magyar remain unchallenged; critical scrutiny of governmental decisions is entirely absent.

Summary: The host consistently plays a confirmatory role: he does not challenge the guest's claims, actively reinforces the governmental narrative, and leaves unsubstantiated claims about the opposition unchallenged.



13. QUESTION ASYMMETRY

0/10

1

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Aggregate score: 7/10

Definition: Questions of varying degrees of hardness/softness directed at different persons.

Asymmetry 1:

Törőcsik Zsolt (host) → Koskovics Zoltán, 00:42: "So from tomorrow everything goes on as before, as if the past three months had never happened?" — soft/leading question (prepares the guest's narrative)

Comparison: No question is put to Péter Magyar or a TISZA representative — no opportunity for a response

Assessment: The host's questions consistently reinforce the guest's narrative; not a single critical, probing question is asked.

Asymmetry 2:

Törőcsik Zsolt → Koskovics Zoltán, 04:17: [after the speculative claim about the 270-day reserve, does not ask for the source]

Comparison: Regarding EU decisions, the host himself adopts a critical tone (16:00: "Why doesn't the European Union source it from elsewhere?")

Assessment: The guest's speculative claims are not verified, while EU decisions are critically scrutinised — this demonstrates a unidirectional questioning asymmetry.

Summary: The questions consistently reinforce the guest's narrative and criticise EU/Ukraine decisions, while not a single critical question is asked regarding the Hungarian government's decisions or the guest's speculative claims.



14. FALSE BALANCE

0/10

1

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Aggregate score: 3/10

Definition: Artificial appearance of balance despite actual inequality.

Finding 1:

Timestamp: 07:04

Construction: "Péter Magyar at his opening international press conference... already stated that after the war Europe must return to Russian energy carriers... Is the European Union shooting itself in the foot if it does not do this?"

Analysis: The question ostensibly cites Péter Magyar's position, but in reality reinforces the guest's narrative; Péter Magyar's opinion appears not independently, but as a validation of the governmental narrative. This is not genuine balance, but the appropriation of the opposition's position.

Summary: There is no classic false balance in the broadcast (treating two unequal positions as equal), since the broadcast does not even strive for balance — a single narrative dominates the entire programme. The score of 3 is for the instrumentalisation of the Péter Magyar quote.



15. AGENDA-SETTING

0/10

1

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Aggregate score: 9/10

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

Finding 1:

Item placed on the agenda: The restoration of dependence on Russian energy as the only realistic solution

Timestamp: 22:47 — Evidence: "Obviously, physically at the present moment only the Russian pipelines exist."

Alternative agenda: The possibilities of energy diversification (LNG terminals, renewable energy, other transport routes) are not mentioned; the geopolitical risks of dependence on Russian energy do not appear.

Finding 2:

Item placed on the agenda: Péter Magyar as a politician under Brussels' direction, lacking independence

Timestamp: 08:11 — Evidence: "No matter how much Péter Magyar sees reality... he will not be able to go against the will of Brussels."

Alternative agenda: Péter Magyar's and TISZA's actual programme, their independent political decisions, the anti-corruption agenda — none of these make it onto the agenda.

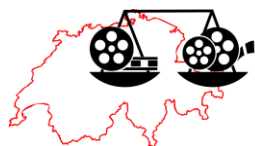
Finding 3:

Item placed on the agenda: Europe's apocalyptic energy crisis as an inevitable future

Timestamp: 22:22 — Evidence: "Now there isn't. Now there's none of that. So this will be a multi-year crisis situation."

Alternative agenda: The adaptability of the European energy system, the development of renewable energy, the expansion of LNG capacities — none of these are mentioned.

Summary: The broadcast's agenda presents three mutually reinforcing elements as self-evident: the necessity of Russian energy, Péter Magyar's subservience, and Europe's inevitable decline — all three reflect the official Fidesz-KDNP narrative.



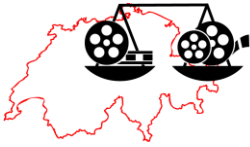
CHAPTER 4 — AGGREGATE ASSESSMENT

Overview of individual scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	9	A single employee of a government-aligned think tank appears, without disclosure of his funding and political affiliation.
2	Source selection	H	9	Three unsubstantiated claims are made without a primary source; the organisational bias of the source is not disclosed.
3	Time allocation	H	8	The entire speaking time is allocated to a single, government-aligned guest; no opposition or independent voice is given any airtime.
4	Omission	H	9	The guest's organisational affiliation, the risks of dependence on Russian energy, and the opposition's position are systematically absent.
5	Number manipulation	H	8	Unverified, unsourced figures (270 days, 180 million euros) are presented as facts.
6	Guilt by association	H	9	The Zelenskyy–Brussels–Soros–Péter Magyar association chain is constructed without evidence.
7	Timing	H	7	The structure of the broadcast deliberately reinforces the governmental narrative: opening, validation, apocalyptic conclusion.
8	Selective outrage	H	8	Ukraine's and the EU's decisions provoke moral outrage, while the Hungarian government's decisions receive praise.
9	Completeness	H	9	The broadcast is systematically incomplete: claims reinforcing the governmental narrative remain unchallenged.
10	Framing	S	9	Three mutually reinforcing frames: Ukraine/EU as enemy, Orbán as protector, apocalyptic vision of the future.
11	Language	S	8	"Blackmail," "dog-and-pony show," "mad idea" — consistently negative connotations directed at the EU/Ukraine.
12	Moderator conduct	S	7	The host plays a confirmatory role; not a single critical question is asked.
13	Question asymmetry	S	7	Questions consistently reinforce the guest's narrative; speculative claims remain unchallenged.
14	False balance	S	3	The broadcast does not strive for balance; Péter Magyar's opinion is instrumentalised.
15	Agenda-setting	S	9	The necessity of Russian energy, Péter Magyar's subservience and Europe's decline are presented as self-evident.

Results

- HARD FACTS SCORE (average of criteria 1–9): 8.6 / 10



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- SOFT FACTS SCORE (average of criteria 10–15): 7.2 / 10
- AGGREGATE SCORE (average of all 15 criteria): 8.0 / 10

Dominant techniques

The three strongest techniques in the broadcast:

- 1. Guilt by association (9/10):** The broadcast consistently links Zelenskyy, Brussels, Soros and Péter Magyar into a single hostile network, without evidence. This technique defines the entire narrative structure of the broadcast and repeats the classic Fidesz-KDNP communications schema.
- 2. Framing (9/10):** The broadcast applies three mutually reinforcing frames — Ukraine/EU as enemy, Orbán as foresighted protector, apocalyptic vision of the future — which together serve the comprehensive reinforcement of the governmental narrative. Not a single alternative interpretive framework appears.
- 3. Expert selection / Source selection (9/10):** A single employee of a government-aligned think tank appears in the broadcast, without disclosure of his funding and political affiliation; his speculative claims remain unchallenged and are presented as facts.

The broadcast's messages

1. MESSAGE (SUBSTANTIVE): "The shutdown of the Druzhba crude oil pipeline was a coordinated electoral interference by Brussels and Ukraine against Hungary, which the foresighted Hungarian government successfully repelled."

Technique: Framing, guilt by association, number manipulation — Evidence: 01:08, 03:15, 05:25

2. MESSAGE (PERSONAL): "Péter Magyar is not an independent politician, but a puppet under the direction of Brussels and Soros, who will not be capable of representing Hungarian interests."

Technique: Guilt by association, agenda-setting, omission — Evidence: 08:11, 08:23, 09:00

3. MESSAGE (SOCIETAL): "Europe faces an inevitable energy crisis from which there is no escape, and which we owe to the EU's ideological blindness — but Hungary is prepared."

Technique: Apocalyptic framing, selective outrage, agenda-setting — Evidence: 22:22, 16:27, 03:15

Manipulation level classification

Justification: The broadcast's aggregate score is 8.0/10, which places it at the boundary of systematic and extreme one-sidedness. The broadcast features a single guest affiliated with a government-aligned organisation, whose speculative claims remain unchallenged; opposition, EU and Ukrainian viewpoints are entirely absent; the language, framing and agenda-setting consistently reinforce the official Fidesz-KDNP narrative. The requirements of objectivity, balance and diversity of opinion prescribed by Mttv. §83 are systematically violated.

SUMMARY

The broadcast systematically violates the requirements of balanced and objective reporting prescribed by Mttv. §83. A single employee of a government-aligned think tank dominates the entire programme, whose political affiliation and organisational funding are not disclosed; his speculative claims (270-day oil reserve, Brussels' cover, Péter Magyar's subservience) remain unchallenged and are presented as facts. The broadcast applies three mutually reinforcing narrative frames — Ukraine/EU as enemy, Orbán as foresighted protector, apocalyptic vision of the future — which together repeat the official Fidesz-KDNP communications schema. Diversity of opinion is entirely absent: not a single opposition, EU, Ukrainian or independent voice is heard. The broadcast functions not as information, but as political propaganda, violating both points a) and b) of Mttv. §83 (2).



AGGREGATE ASSESSMENT OF THE 15 CRITERIA

Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	0/10	Covert
2	SOURCE SELECTION	0/10	Covert
3	TIME ALLOCATION	0/10	Covert
4	SELECTIVE OMISSION	0/10	Covert
5	NUMBER MANIPULATION	0/10	Covert
6	GUILT BY ASSOCIATION	0/10	Covert
7	TIMING	0/10	Covert
8	SELECTIVE OUTRAGE	0/10	Covert
9	SELECTIVE OMISSION — OVERALL PICTURE	0/10	Covert
10	NARRATIVE FRAME	0/10	Covert
11	LANGUAGE AND CONCEPTS	0/10	Covert
12	MODERATOR CONDUCT	0/10	Covert
13	QUESTION ASYMMETRY	0/10	Covert
14	FALSE BALANCE	0/10	Covert
15	AGENDA-SETTING	0/10	Covert

HARD FACTS SCORE (1-8)

9.0/10

Fundamental systemic one-sidedness. Very high degree of bias



LEGEND — Meaning of scores

Individual scores per criterion (0–10)

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

Aggregate deviation index — Interpretation ranges

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

Party-political bias (from –5 to +5)

–5 to –3	Strongly disadvantaged	The party is significantly underrepresented in framing, speaking time or portrayal.
–2 to –1	Mildly disadvantaged	Recognisable but mild disadvantage.
0	Neutral	No preferential treatment or disadvantage detectable.
+1 to +2	Mildly advantaged	Recognisable but mild preferential treatment.
+3 to +5	Strongly advantaged	The party is significantly overrepresented in framing, speaking time or portrayal.



CHAPTER 5 — LEGAL CLASSIFICATION (Mttv. §83)

Assessment under Mttv. §83

Mttv. §83 requires that in news programmes and informational programmes, reporting must be current, objective and balanced, and must reflect the diversity of opinions.

Violation 1:

Norm: Mttv. §83 (2) point a) (objectivity)

Facts: Presentation of unsubstantiated claims as facts

Evidence: 01:20 — "It is also obvious that all of this happened with Brussels' cover and assistance." / 04:17 — "I don't know the exact figure, but I would venture to say that the country had oil reserves sufficient for 270 days."

Assessment: The objectivity requirement demands that the facts reported be verified and attributed to a source. The presentation of unsourced, speculative claims as facts in the broadcast violates this requirement.

Violation 2:

Norm: Mttv. §83 (2) point b) (balance)

Facts: Exclusive appearance of a single guest affiliated with a government-aligned organisation

Evidence: 00:33 — "Koskovics Zoltán, geopolitical expert of the Alapjókért Központ." — The broadcast's entire 24 minutes is allocated to a single guest, without the involvement of any opposition, EU or independent voice.

Assessment: The balance requirement demands that differing viewpoints receive proportionate representation. The broadcast systematically violates this requirement.

Violation 3:

Norm: Mttv. §83 (2) point b) (diversity of opinion)

Facts: One-sided, unchallenged characterisation of Péter Magyar's and TISZA's position without presenting it

Evidence: 08:11 — "No matter how much Péter Magyar sees reality... he will not be able to go against the will of Brussels." — The party concerned is not given the opportunity to respond.

Assessment: The diversity of opinion requirement demands that the political actors concerned be able to present their own positions. The broadcast violates this requirement by presenting Péter Magyar and TISZA exclusively through the guest's interpretation.

Violation 4:

Norm: Mttv. §83 (2) point a) (objectivity) — language use

Facts: Use of politically loaded, inflammatory language

Evidence: 02:04 — "blackmail"; 01:20 — "dog-and-pony show"; 16:27 — "with the mad idea"

Assessment: The objectivity requirement demands reporting free of neutral, evaluative language use. The above expressions contain political qualification and consistently apply negative connotations towards the EU/Ukraine.

Aggregate assessment under Mttv. §83

The broadcast violates points a) and b) of Mttv. §83 (2) on the basis of four separate sets of facts: (1) presentation of unsubstantiated claims as facts, (2) exclusive appearance of a single, government-aligned guest, (3) one-sided, unchallenged presentation of the opposition's position, (4) use of politically loaded language. The violations are not incidental, but form a systematic pattern that permeates the entire structure of the broadcast. The initiation of proceedings within the competence of the NMHH Media Council would be warranted, if the broadcast qualifies as an informational programme subject to Mttv. §83.



SOURCE DEEP ANALYSIS (Mandatory for every cited specialist institution / NGO / advisory organisation)

Alapjókért Központ

- 1. FUNDING:** Not publicly transparent; the organisation's funding sources are not disclosed in the broadcast. The organisation consistently publishes analyses reinforcing the Fidesz-KDNP governmental narrative, which indicates a structural conflict of interest.
- 2. MANDATE:** The organisation's mandate is not compatible with neutral, independent geopolitical assessment on issues that directly concern the evaluation of the Hungarian government's decisions (energy policy, Ukraine, EU relations).
- 3. CONFLICT OF INTEREST:** The organisation has an institutional interest in reinforcing the governmental narrative: maintaining its relevance and funding depends on retaining its government-aligned position.
- 4. CREDIBILITY MATRIX (Source traffic light, 6D -2/+2):**
 - D1 Conflict of interest: -2 — Structural government-aligned bias
 - D2 Personal risk: -1 — The guest's position is strengthened by supporting the narrative
 - D3 Professional competence: +1 — Geopolitical training is probable
 - D4 Opinion consistency: +1 — Consistent narrative
 - D5 Emotional vs. data-based: -2 — Speculative claims, apocalyptic rhetoric
 - D6 Source level: -1 — Does not refer to primary sources**TOTAL: -4 → SOURCE TRAFFIC LIGHT: YELLOW (with strong reservations)**
- 5. DISSENTING OPINION:** Independent energy institutes (Bruegel, IEEFA), EU institutional representatives and Ukrainian analysts would give different assessments of most of the issues discussed in the broadcast — none of them are involved.

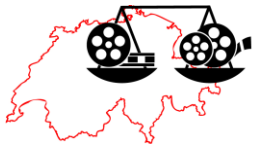
IMPORTANT: "Recognised expert" is not a professional qualification. It is a social designation that must itself be examined. Presenting someone as a "geopolitical expert" of the Alapjókért Központ does not substitute for transparent disclosure of the organisation's funding, mandate and conflicts of interest.

Source credibility overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
violation:	-2	-1	+1	+1	-2	-1	-4	YELLOW

Legal and methodological classification

Not a finding of fact	The results presented do not constitute findings of fact regarding individual persons, editorial teams or programmes. They are the results of standardised operationalisation, not the establishment of individual responsibility.
Not a legal judgement	The aggregate deviation index does not substitute for a legal assessment under Mttv. §83. Determining whether a given programme violates statutory requirements is exclusively the task of the competent authorities (in particular the Media Council).
Not evidence of causality	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.
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.



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**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

Laws

- 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)

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

Smtv. (Press Freedom Act 2010)

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

Fundamental Law

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

European reference framework

- 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

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

Supervisory authority

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

Complaints procedure

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



ANNEX 2: ACADEMIC REFERENCES

Literature

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David Schläpfer — ORCID: 0009-0000-5671-9266

SVFAB — Swiss Association for Balanced Reporting | P.O. Box, 8021 Zurich 1 | www.svfab.ch | kontakt@svfab.ch |
Methodology report March 2026 | Converter 3.4 (2026-05-20)



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www.SVFAB.ch | Kontakt@SVFAB.ch

Bank details: PostFinance – POFICHBE

IBAN: CH32 0900 0000 1675 6251 1

Recipient: SVFAB, Postfach, CH-8021 Zürich 1



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The following books are available from SVFAB:

Orders at www.svfab.ch or by email at kontakt@svfab.ch.



Unbalanced reporting as a response to the Swiss halving initiative: This book describes the 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.

Optionally, playing cards are also 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. So they stop being played — and start shaping it.

In A5 format. Easy to use. For preparation, as a reference, for follow-up and when things get difficult.



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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 it consciously and fairly.

Because those who understand framing see the world more clearly. They hear the news differently. They conduct conversations with greater confidence. And they are no longer so easily influenced by frames chosen by someone else.

With numerous exercises and concrete examples from politics, the media and everyday life — and a few chuckles along the way.

Stylish framing. Because the frame changes everything.