

SVFAB DETAILED ANALYSIS

2020-05-08 Sportsendungen - WM 2013 Traumstart gegen die Grossen

Broadcast: SRF Tagesschau broadcast | 2020-05-08 | Analysed on: 2026-06-06 13:01

Version 3.4-detail | Universal 3.4-detail | Konverter 3.5 (2026-05-29) | Massstab: Art. 4 RTVG

OVERALL SCORE

0.4/10

Unremarkable

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

POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

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

Party	Greens	SP	GLP	Centre	EVP	FDP	SVP
CHES	1.13	1.67	3.60	5.47	5.64	7.67	9.00
Spectrum	Left	Left	Left	Centre	Right	Right	Right

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

TENDENCY (L – R)

5.0 / 10

Balanced

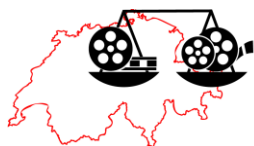
0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

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



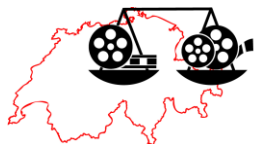
POLITICAL LANDSCAPE

Switzerland is a consensus democracy with the Federal Council as a collegial government (7 seats), filled according to the magic formula: SVP 2, SP 2, FDP 2, Centre 1. There is no classic opposition — all major parties are represented in the government. Smaller parties (Greens, GLP, EVP) are not represented in the Federal Council.

Party	CHES L-R	Seats NC	Government/Opposition	Core position
Greens	2.0	23	Not in FC	Ecology, Social affairs
SP	2.5	41	Government (2 FC)	Welfare state, Redistribution
GLP	4.0	10	Not in FC	Green Economy
Centre	5.0	29	Government (1 FC)	Pragmatic Centre
EVP	5.5	2	Not in FC	Christian values
FDP	6.5	28	Government (2 FC)	Economic liberalism
SVP	8.0	62	Government (2 FC)	Migration, Sovereignty

The broadcast dates from May 2020 (Corona pandemic). Political lines of tension play no role in this purely sports broadcast. The broadcast deals exclusively with the 2013 Ice Hockey World Championship as a retrospective, triggered by the cancellation of the home World Championship 2020 due to COVID-19.

SRF is the German-language public broadcaster of Switzerland, financed through reception fees and obligated under Art. 4 RTVG to accurate, balanced reporting. For purely sports broadcasts, the requirements for political balance apply to a significantly reduced degree.

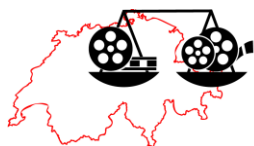


CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	0	Party not addressed — purely sports broadcast without political reference
SP	0	Party not addressed — purely sports broadcast without political reference
FDP	0	Party not addressed — purely sports broadcast without political reference
Centre	0	Party not addressed — purely sports broadcast without political reference
Greens	0	Party not addressed — purely sports broadcast without political reference
GLP	0	Party not addressed — purely sports broadcast without political reference
EVP	0	Party not addressed — purely sports broadcast without political reference

Party bias summary

- Most accurate portrayal: No party portrayed (all scores 0)
- Strongest distortion: None (all scores 0)
- Average deviation from 0: 0.0
- Conclusion: The broadcast is a purely sports nostalgia broadcast without any political content. No party is mentioned, no political position is presented. A party-political bias cannot be identified and is not to be expected given this broadcast format.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast data

- Title: Legendary World Championship Moments — Ice Hockey World Championship 2013 (Retrospective)
- Date: 08.05.2020
- Length (estimated from transcript): (incl. commercial breaks)
- Presenter / Reporter: Not identified by name (SRF sports presenter)
- Persons interviewed (with function/party/affiliation):

Actors	Function	Party/Affiliation	Political spectrum
Nino Niederreiter	Ice hockey player (Carolina Hurricanes, NHL)	None	N/A
Mario Rotarist	Ice hockey expert SRF	None	N/A
Gian Gilli	CEO OC WC 2020	None	N/A
Martin Plüss	Former ice hockey player (SC Bern)	None	N/A
Simon Moser	Ice hockey player (SC Bern)	None	N/A
Reto Suri	Former ice hockey player (quoted in insert)	None	N/A
Roman Josi	Ice hockey player (Nashville Predators, NHL, via Instagram)	None	N/A

Source traffic light — all protagonists

Nino Niederreiter:

D1 Conflict of interest: 0 — D1a: No financial self-interest in a particular portrayal of the 2013 WC. D1b: No patronage dependency relevant. Speaks as a contemporary witness about his own experiences.
D2 Personal risk: 0 — No risk from his statements; nostalgic retrospective.
D3 Professional competence: +2 — Direct participant in the 2013 WC, NHL player, speaks about his own experiences.
D4 Consistency of opinion: +1 — Consistent portrayal of his career and experiences.
D5 Emotionalisation vs. data: 0 — Emotional memories, but appropriate to the format; no manipulative emotionalisation.
D6 Source level: +2 — Primary source (was there himself).

TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN

Category: N/A (not a researcher)

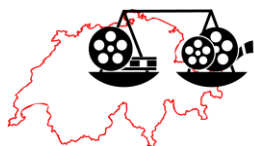
Media framing in broadcast: As a former player and contemporary witness, positive-nostalgic.

Discrepancy traffic light vs. framing: None. Framing corresponds to the traffic light result.

Mario Rotarist:

D1 Conflict of interest: -1 — D1a: As an SRF expert, he has a professional interest in entertaining content. D1b: Structural dependency on SRF as employer (1 indicator).
D2 Personal risk: 0 — No risk from his statements.
D3 Professional competence: +2 — Long-standing ice hockey expert, was present as a reporter at the 2013 WC.
D4 Consistency of opinion: +1 — Consistent assessments over the years.
D5 Emotionalisation vs. data: 0 — Mix of analysis and emotion, appropriate to the format.
D6 Source level: +1 — Was on site as a reporter (secondary primary source).

TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW



Category: N/A (not a researcher)

Media framing in broadcast: Framed as "hockey expert".

Discrepancy traffic light vs. framing: Minimal. YELLOW due to the employer conflict of interest, but entirely unproblematic for a sports broadcast.

Gian Gilli:

D1 Conflict of interest: -1 — D1a: As CEO of the OC WC 2020, he has a direct professional and reputational interest in a positive portrayal of the WC organisation. D1b: No further patronage indicators.

D2 Personal risk: 0 — No risk from his statements.

D3 Professional competence: +2 — Directly responsible for the organisation of the WC 2020, speaks about his area of expertise.

D4 Consistency of opinion: +1 — Consistent position.

D5 Emotionalisation vs. data: 0 — Emotional disappointment about the cancellation, but also factual information (ticket refunds, figures).

D6 Source level: +2 — Primary source (CEO of the OC).

TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW

Category: N/A (not a researcher)

Media framing in broadcast: As CEO of the OC, sympathetic-regretful.

Discrepancy traffic light vs. framing: No substantial discrepancy. His conflict of interest (positive self-portrayal of the organisation) is not addressed, but is also not problematic given this subject matter.

Martin Plüss:

D1 Conflict of interest: 0 — No relevant self-interest.

D2 Personal risk: 0 — No risk.

D3 Professional competence: +2 — Direct participant, long-standing professional player.

D4 Consistency of opinion: +1 — Consistent.

D5 Emotionalisation vs. data: 0 — Appropriate for the format.

D6 Source level: +2 — Primary source.

TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN

Category: N/A

Media framing in broadcast: As a former player and veteran.

Discrepancy traffic light vs. framing: None.

Simon Moser:

D1 Conflict of interest: 0 — No relevant self-interest.

D2 Personal risk: 0 — No risk.

D3 Professional competence: +2 — Direct participant.

D4 Consistency of opinion: +1 — Consistent.

D5 Emotionalisation vs. data: 0 — Appropriate.

D6 Source level: +2 — Primary source.

TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN

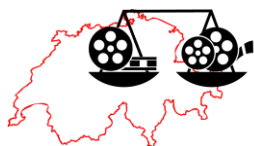
Category: N/A

Media framing in broadcast: As a former player.

Discrepancy traffic light vs. framing: None.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
Nino Niederreiter	0	0	+2	+1	0	+2	+5	GREEN
Mario Rotarist	-1	0	+2	+1	0	+1	+3	YELLOW
Gian Gilli	-1	0	+2	+1	0	+2	+4	YELLOW

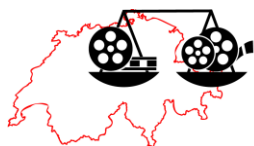


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Martin Plüss	0	0	+2	+1	0	+2	+5	GREEN
Simon Moser	0	0	+2	+1	0	+2	+5	GREEN

Main topic

Nostalgic retrospective on the 2013 Ice Hockey World Championship in Stockholm, at which Switzerland won the silver medal, triggered by the cancellation due to coronavirus of the home World Championship 2020.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — 9 techniques that are countable and scientifically robust

1. EXPERT SELECTION

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Expert 1: Mario Rotarist (Ice hockey expert SRF)

Timestamp	Throughout
Statement	Tactical analyses of the games, contextualisation of team performance
Classification	Long-standing SRF ice hockey expert, was present as a reporter at the 2013 WC. No conflict of interest in the strict sense, but as an SRF employee naturally acting in the interest of the broadcaster (entertaining broadcast).
Missing counter-voice	Not required for a nostalgia broadcast. No controversial topic.

Source in-depth check:

(a) **FUNDING:** SRF (public broadcaster, funded by licence fees).

(b) **MANDATE:** Sports expert — compatible with the task.

(c) **CREDIBILITY MATRIX:**

D1 Conflict of interest: -1 — Employer SRF has an interest in ratings/entertainment.

D2 Personal risk: 0 — No risk.

D3 Professional competence: +2 — Long-standing expertise in ice hockey.

D4 Consistency of opinion: +1 — Consistent.

D5 Emotionalisation vs. data: 0 — Mix, appropriate to format.

D6 Source level: +1 — Was on site as a reporter.

TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW

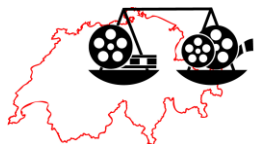
(d) Framed as an expert — correct for the format.

Missing expert groups: Not relevant for a sports broadcast of this format. An independent sports journalist or a tactics analyst could have added an additional dimension, but is not mandatory.

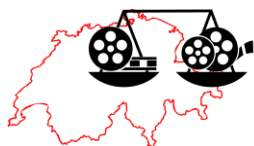
Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
Mario Rotarist (Ice hockey expert SRF)	-1	0	+2	+1	0	+1	+3	YELLOW

Summary: Mario Rotarist is the only expert. As a long-standing SRF ice hockey specialist, he is the obvious and competent choice for this format. YELLOW due to the employer tie, but unproblematic for a sports broadcast without controversial content.



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2. SOURCE SELECTION

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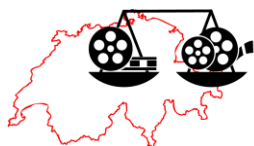
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Claims without primary source = penalty points (rumour check)

The broadcast does not cite external sources in the journalistic sense. All interlocutors are direct contemporary witnesses (players, organiser) or the in-house expert. There are no claims that would require source verification. No rumours, no unsubstantiated claims.

Rumour check: No verbal markers ("allegedly", "reportedly" etc.) identified. No penalty points.

Summary: The source selection is appropriate and unproblematic for a sports nostalgia broadcast. All sources are primary sources (contemporary witnesses).



3. TIME DISTRIBUTION

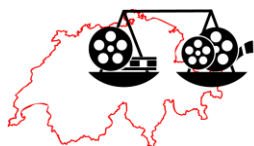
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Estimated speaking time (excluding advertising and match clips):

- Presenter: (25%)
- Nino Niederreiter: (20%)
- Mario Rotarist: (20%)
- Martin Plüss: (10%)
- Simon Moser: (8%)
- Gian Gilli: (7%)
- Match clips/inserts: (30% — not speaking time)

Summary: The time distribution is appropriate for the format. The main guest (Niederreiter) and the expert (Rotarist) receive the most speaking time. The connected line partners (Plüss, Moser) supplement. There is no political or controversial dimension in which a time distribution would be problematic.



4. OMISSION (Selective Omission)									1/10
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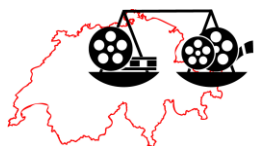
Omission 1:	
Context	The final defeat against Sweden is only briefly alluded to ("But the most important match did not accompany us further", 112:15), but not addressed. Relevant at: 112:15
Effect	Creates a one-sidedly positive picture of the 2013 WC. However, this is deliberately shifted to later broadcasts (multi-part broadcast), which relativises the omission.

Omission 2:	
Context	The Corona pandemic as the reason for the WC cancellation is mentioned, but not further contextualised (no discussion of measures, economic consequences for sport, etc.). Relevant at: 05:28-05:49
Effect	Minimal — the broadcast is deliberately conceived as a distraction/entertainment, not as Corona reporting.

Summary: The omissions are format-related and understandable in a multi-part broadcast. No manipulative intent discernible.

Missing voices

- Sean Simpson (national coach 2013): Could have shed light on the tactical dimension and decision-making processes. Announced for Tuesday.
- Reto Berra (goalkeeper): Would have brought in the goalie perspective.
- Opposing players/coaches: Could have offered an outside view of the Swiss performance.
- Sports journalists from other media: Could have provided a more independent contextualisation.
- Association officials (Swiss Ice Hockey): Could have contextualised the structural development of Swiss hockey.
- Critical voice: Someone who relativises the euphoria (e.g. final defeat, structural weaknesses).



5. NUMERICAL MANIPULATION

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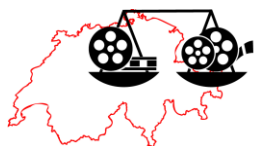
Complete figures include: absolute value, share (%) and trend

The few figures in the broadcast are factual in nature and correct:

- "For 60 years Swiss hockey had been waiting for this medal" (01:03) — Correct, last WC medal 1953.
- "1.6 billion TV viewers" (11:07) — Gian Gilli on the global reach of the IIHF WC. Plausible figure for cumulative TV reach.
- "200,000 tickets" at Ticket Corner, "100,000 tickets" at the OC (12:19-12:22) — Organisational figures without argumentative function.

Triple check: None of the figures is used as an argument in a debate. Everyday figures without argumentative function — exempt from the check.

Summary: No relevant numerical manipulation identified.



6. GUILT BY ASSOCIATION

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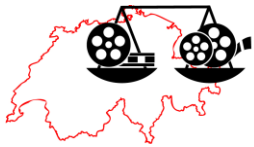
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No actor is discredited through association with negative groups or ideas. The broadcast contains no controversial attributions whatsoever.

Summary: No guilt by association technique identified. The format provides no occasion for it.



7. TIMING

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Finding 1:

Position: 00:56-01:10 (beginning)

Content: "A historic sporting moment, the silver medal in Stockholm 2013. For 60 years Swiss hockey had been waiting for this medal."

Timing effect

The broadcast begins with the emotional highlight (silver medal), which sets the nostalgic frame. This is standard for an entertainment broadcast and not manipulative in the journalistic sense.

Finding 2:

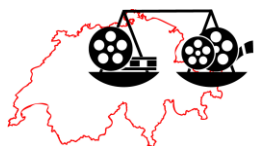
Position: 05:28-06:17 (early in the broadcast)

Content: Insert about the cancellation of the WC 2020 — "All of Switzerland had been looking forward to it" / "Logically we are extremely disappointed and sad"

Timing effect

The emotional framing (sadness about cancellation) is placed early to legitimise the nostalgia broadcast. Dramaturgically skilful, but not manipulative.

Summary: The timing follows dramaturgical principles of an entertainment broadcast. No manipulative placement in the journalistic sense.



8. SELECTIVE OUTRAGE

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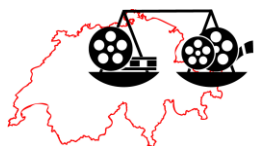
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Outrage = bias. Selective outrage amplifies the finding. Score = degree of outrage (0–5) + selectivity (0–5)

Score calculation:

- Degree of outrage: 0/5 — No outrage in the broadcast. The tone is consistently nostalgic-positive.
- Selectivity: 0/5 — Not applicable.

Summary: No outrage identified. The broadcast is emotionally positively coloured (nostalgia, joy), but this is appropriate to the format and is not to be assessed as journalistic bias.



9. COMPLETENESS (Selective Omission — Overall picture)

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Finding 1:

Timestamp

Entire broadcast

Missing perspective/fact: The final defeat against Sweden (1:5) is only alluded to.

Relevance: Belongs to the complete story of the 2013 WC.

Impact: Creates a one-sidedly triumphant picture. However, this is relativised by the multi-part broadcast.

Finding 2:

Timestamp

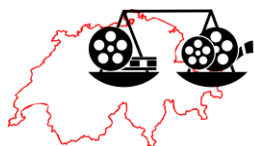
20:55-21:03

Missing perspective/fact: The weak WC performances in 2011 and 2012 are only briefly mentioned ("missed the quarter-final"), without analysing the reasons.

Relevance: Would better explain the contrast with the success of 2013.

Impact: Minimal — the broadcast deliberately focuses on the success.

Summary: The broadcast is conceived as the first part of a multi-part broadcast and covers the first three games. The completeness is appropriate for this framework.



Soft facts — 6 qualitative techniques

10. FRAMING

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Finding 1:

Timestamp

00:56-01:13

Quote

"A historic sporting moment, the silver medal in Stockholm 2013. For 60 years Swiss hockey had been waiting for this medal."

Manipulation

The broadcast is framed from the outset as a celebration of a historic success. Critical reflection (e.g. why no medal for 60 years?) is not offered.

Why problematic

For a nostalgia broadcast, this framing is expected and format-compliant. It would only be problematic if the broadcast were to claim a journalistic-analytical purpose.

Finding 2:

Timestamp

05:28-06:17

Quote

"The WC 2020 likewise fell victim to the Corona pandemic" / "Logically we are extremely disappointed and sad"

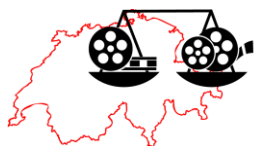
Manipulation

The cancellation of the WC 2020 is framed exclusively as a loss. Alternative perspectives (e.g. health protection as a priority, financial risks of holding the event) are absent.

Why problematic

Minimal — the broadcast is not Corona reporting, but uses the cancellation as the occasion for the retrospective.

Summary: The framing is consistently positive-nostalgic, which corresponds to the broadcast format. No manipulative framing in the journalistic sense.



11. CHOICE OF WORDS AND TERMS

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The choice of words is consistently sports-journalistic and appropriate to the format. Terms such as "sensational", "milestone", "hammer" are common in sports journalism and are not to be assessed as manipulative.

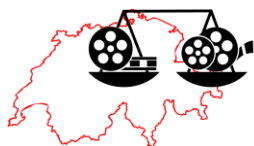
Only notable instance:

Timestamp: 23:36-23:49

Quote: Sean Simpson on the team: "that it doesn't get relegated" — reproduction of the low expectations at the time.

Assessment: Correct reproduction of the historical context, no manipulative choice of words.

Summary: No problematic choice of words identified. The language is sports-journalistically enthusiastic, which corresponds to the format.



12. MODERATION BEHAVIOUR

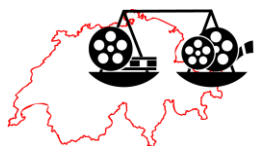
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The presenter guides through the broadcast with consistent warmth and interest towards all guests. No asymmetric follow-up questions, no interruptions, no sympathy asymmetries.

Triggering event check: There are no controversial statements that could have triggered different reactions from the presenter. All guests represent the same "side" (nostalgic retrospective on a shared success).

Summary: The moderation behaviour is consistent, warm and professional. No asymmetries discernible — though there are also no controversial positions that could have generated asymmetries.



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13. QUESTION ASYMMETRY

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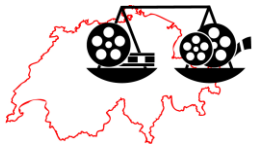
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All questions are consistently benevolent and focused on personal memories. There are no hard vs. soft questions, as no controversial topic is addressed.

Summary: No question asymmetry discernible. All guests are questioned with equal warmth and equal interest.



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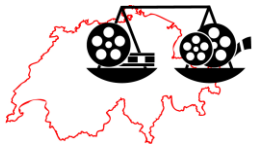
14. FALSE BALANCE

0/10

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There is no controversial topic in which false balance could occur. The broadcast addresses a historic sporting success, for which there are no "two sides".

Summary: False balance is not applicable to this broadcast format. No finding.



15. AGENDA-SETTING

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Finding 1:

Agenda element set: The 2013 WC as an unreservedly positive experience.

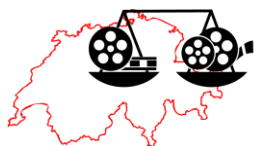
Timestamp

Entire broadcast

Evidence: Consistently nostalgic-positive tone without critical reflection.

Alternative agenda: One could also have asked why Switzerland lost so heavily in the final (1:5), whether the silver medal triggered structural improvements in Swiss hockey, or whether the euphoria of 2013 was lasting.

Summary: The agenda-setting is format-conditioned one-sidedly positive. For a nostalgia broadcast this is expected and not to be assessed as a journalistic shortcoming.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1-9): 0.4 / 10
- SOFT FACTS SCORE (average criteria 10-15): 0.3 / 10

Dominant techniques

The 3 strongest techniques in this broadcast:

- 1. Framing (Score 1):** The broadcast frames the 2013 WC throughout as a positive, historic experience. This is due to the format (nostalgia retrospective) and is not to be assessed as manipulative framing.
- 2. Agenda-Setting (Score 1):** The agenda is focused on success and positive memories. Critical aspects (final defeat, structural questions) are omitted or deferred to follow-up broadcasts.
- 3. Timing (Score 1):** The emotional framing (cancellation WC 2020 → nostalgia WC 2013) is placed with dramaturgical skill. This is standard for entertainment broadcasts.

Core messages of the broadcast

MESSAGE 1 (CONTENT): "The 2013 WC was a historic milestone for Swiss ice hockey, carried by team spirit and individual class."

Technique: Framing through consistently positive portrayal — evidence: 00:56, 02:04, 109:00

MESSAGE 2 (PERSONAL): "Nino Niederreiter rehabilitated himself as an NHL player through the 2013 WC and is a leader of the national team."

Technique: Personalisation through career retrospective and team-mate statements — evidence: 01:47, 121:34-123:19

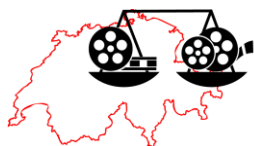
MESSAGE 3 (SOCIETAL): "The cancellation of the home WC 2020 is a great loss for the Swiss hockey community, but the memories of 2013 provide consolation."

Technique: Emotional framing (loss → consolation through nostalgia) — evidence: 05:28, 07:57

Reasoning: The broadcast is a purely sports entertainment broadcast without political, societal or scientific claim. It addresses a historic sporting success with the actors involved in a nostalgic tone. The minimal findings (one-sidedly positive framing, omission of the final defeat) are due to the format and do not constitute a violation of Art. 4 RTVG. The presentation of facts (match results, results, career data) is correct. There are no controversial topics for which balance would be required.

CONCLUSION

The broadcast "Legendary World Championship Moments" is a format-appropriate sports nostalgia broadcast that revisits the 2013 Ice Hockey World Championship with contemporary witnesses. It contains no political content and makes no journalistic-analytical claim. The presentation of facts is correct, the source selection (direct participants) is optimal for the format. Art. 4 RTVG is primarily directed at broadcasts with political or societally controversial content — a nostalgia sports broadcast does not fall within the core scope of this norm. The broadcast fulfils the entertainment mandate of public broadcasting without discernible manipulation techniques.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

0.4/10

Unremarkable

SOFT FACTS SCORE (9-14)

0.3/10

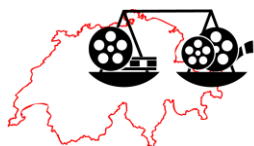
Unremarkable

OVERALL SCORE

0.4/10

Unremarkable

Averaged from hard facts and soft facts



KEY — Meaning of scores

Individual scores per criterion (0–10)

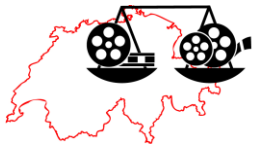
0	No finding	No relevant anomaly identified.
1–2	Weak finding	Minor anomaly without substantial impairment of balance.
3–4	Slight to moderate finding	Discernible tendency; impact relevance low to moderate.
5	Moderate finding with impact relevance	Relevant imbalance that influences the opinion-forming potential of the audience.
6	Substantial finding (threshold)	Scores from 6 onwards are reported as "substantial findings".
7	Substantial finding	Clear, well-evidenced imbalance with marked impact relevance.
8–9	Serious finding	Pronounced imbalance; multiple evidenced individual findings in this criterion.
10	Maximum manifestation	Systematic, pervasive imbalance in this criterion.

Aggregated deviation index — interpretation ranges

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

Party-political bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is clearly placed at a disadvantage in portrayal, speaking time or framing.
-2 to -1	Slightly disadvantaged	Discernible, but weak disadvantage.
0	Neutral	No discernible favouring or disadvantaging.
+1 to +2	Slightly favoured	Discernible, but weak favouring.
+3 to +5	Strongly favoured	Party is clearly favoured in portrayal, speaking time or framing.



CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVG)

Assessment under Art. 4 RTVG

Art. 4 RTVG requires: accurate presentation of facts and events, diversity of opinion on contested topics, balanced selection of interlocutors.

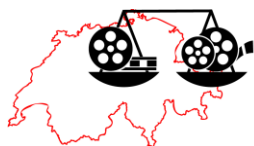
No violation discernible:

The broadcast does not address a contested topic within the meaning of Art. 4 RTVG. It is a nostalgic retrospective on a sporting event with the actors involved. The presentation of facts (match results, career data, organisational data) is correct. The interlocutors, as direct contemporary witnesses, are the most obvious and competent choice. There is no controversial question for which diversity of opinion would be required.

The only potential point of contact with Art. 4 RTVG concerns the brief mention of the Corona-related WC cancellation (05:28-06:17), which is framed exclusively as a loss. However, since this is merely the occasion for the broadcast and not the subject itself, and since no political measures are discussed, no violation exists here either.

Overall assessment Art. 4 RTVG

The broadcast does not fall within the core scope of Art. 4 RTVG, as it addresses neither a politically nor societally controversial topic. The requirements for factual accuracy are met — all facts presented (match results, career data, organisational figures) are correct. The requirement for diversity of opinion is not applicable, as no contested topic is present. A violation of Art. 4 RTVG is not discernible.



CHAPTER 6 — Source in-depth check

SRF Sport (producer of the broadcast):

- FUNDING:** Public broadcaster, financed by reception fees (Serafe).
- MANDATE:** Entertainment and information mandate in the sports sector. Compatible with a nostalgia broadcast.
- CONFLICT OF INTEREST:** SRF has an interest in ratings and audience retention. The broadcast fills a programme gap (cancelled WC 2020) with cost-effective archive material and studio guests. This is a legitimate editorial interest, not a problematic conflict of interest.
- CREDIBILITY MATRIX:**
 - D1 Conflict of interest: -1 (ratings interest)
 - D2 Personal risk: 0
 - D3 Professional competence: +2 (long-standing sports editorial team)
 - D4 Consistency: +1
 - D5 Emotion vs. data: 0
 - D6 Source level: +1 (own archive material)
 - TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW**
- COUNTER-VOICE:** Not required for this format.

Swiss Ice Hockey (association, indirectly cited through players and OC CEO):

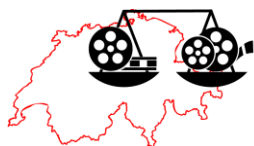
- FUNDING:** Membership fees, sponsorship, public funds.
- MANDATE:** Promotion of ice hockey in Switzerland.
- CONFLICT OF INTEREST:** The association has an interest in a positive portrayal of Swiss ice hockey. The players and the OC CEO speak in the interest of the association without making this explicit.
- CREDIBILITY MATRIX:**
 - D1 Conflict of interest: -1 (reputational interest)
 - D2 Personal risk: 0
 - D3 Professional competence: +2
 - D4 Consistency: +1
 - D5 Emotion vs. data: 0
 - D6 Source level: +1
 - TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW**
- COUNTER-VOICE:** Not required for this format.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
SRF Sport (producer of the broadcast)	-1	0	+2	+1	0	+1	+3	YELLOW
Swiss Ice Hockey (association, indirectly cited through players and OC CEO)	-1	0	+2	+1	0	+1	+3	YELLOW

Legal and methodological classification

No finding of fact	The results presented do not constitute findings of fact about individual persons, editorial teams or broadcasts. They are to be understood as the result of a standardised operationalisation, not as a determination of individual responsibility.
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No legal ruling

The aggregated deviation index does not replace a legal assessment within the meaning of Art. 4 RTVG. The determination of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular the AIRC).

No proof of causality

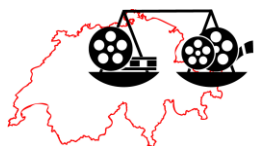
Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by topic selection, news situation, political controversy or format logic.

No finding of intent

The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a substantial imbalance has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.

**Heuristic
comparison
instrument**

The index serves the comparative pattern recognition across thousands of broadcasts, not the precise metric measurement of individual contributions. Threshold values serve heuristic orientation, not sharp legal qualification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Switzerland — SRG SSR

Law

Federal Act on Radio and Television (RTVG, SR 784.40)

Relevant articles

- Art. 4 para. 1 RTVG: All broadcasts of a radio or television programme must respect fundamental rights. The broadcasts must in particular respect human dignity, must not be discriminatory, must not contribute to racial hatred, must not endanger public morality, and must not glorify or trivialise violence.
- Art. 4 para. 2 RTVG: Editorial broadcasts with informational content must present facts and events accurately, so that the audience can form its own opinion. Views and comments must be recognisable as such.
- Art. 4 para. 4 RTVG: In the totality of editorial broadcasts, the diversity of events and views must be expressed appropriately (diversity requirement).

Core obligations

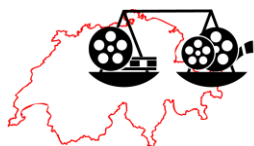
1. **Factual accuracy:** Accurate presentation of facts and events
2. **Diversity of opinion:** Diversity of views on contested topics
3. **Balance:** Balanced selection of interlocutors

Supervisory authority

- AIRC (Independent Authority for Programme Complaints in Radio and Television): Reviews complaints against broadcast programmes for violations of Art. 4 RTVG
- OFCOM (Federal Office of Communications): Regulatory and supervisory authority
- Ombudsman offices of the SRG: First point of contact for programme complaints

Complaints procedure

1. Ombudsman office of the respective business unit (SRF, RTS, RSI, RTR)
2. AIRC (if no agreement)
3. Federal Supreme Court (last instance)



APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

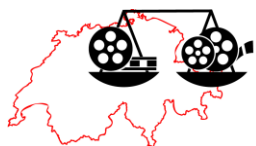
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- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
- Schläpfer, D. (2026). Source Traffic Light: A Six-Dimensional Credibility Framework for Systematic Source Assessment in Public Service Media. [SSRN 6733880](#)

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SVFAB — Swiss Association for Balanced Reporting | P.O. Box, 8021 Zurich 1 | www.svfab.ch | kontakt@svfab.ch | *Methods report March 2026* | *Converter 3.5 (2026-05-29)*



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Evaluations and membership at SVFAB

At SVFAB.ch you not only receive further detailed evaluations, but can also have them produced for any broadcasts of your choice (we charge for this).

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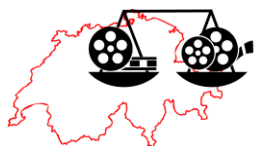
Contact and further information:

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

Optionally the book comes with **playing cards**

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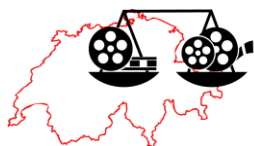
The interview is not a conversation. It is a stage — and someone else has written the script.

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

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

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

In A5. Direct. For preparation, for reference, for follow-up and in difficult situations.



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

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

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

Framing with style. Because the frame changes everything.



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

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

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

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