

## SVFAB DETAILED ANALYSIS

2020-05-19 Sportsendungen - WM 2018 Zitter-Coup gegen Finnland

Programme: SRF Tagesschau broadcast | 2020-05-19 | Analysed on: 2026-06-06 13:05

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

### OVERALL SCORE

**1.0/10**

*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 | <i>Left</i> | <i>Left</i> | <i>Left</i> | <i>Centre</i> | <i>Right</i> | <i>Right</i> | <i>Right</i> |

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

### TENDENCY (L – R)

**5.0 / 10**

*Balanced*

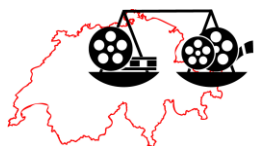
0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

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



## POLITICAL LANDSCAPE

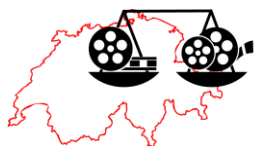
This broadcast is not a political news programme but a sports programme (SRF Sport Spezial) — a retrospective on the 2018 ice hockey World Championship quarter-final match Switzerland–Finland. The political landscape of Switzerland is therefore only marginally relevant for this analysis, but is presented for the sake of completeness.

Switzerland is a consensus democracy. All major parties are represented in the Federal Council (magic formula: 2 SVP, 2 SP, 2 FDP, 1 Centre). There is no classical opposition.

| Party  | CHES L-R | Seats NC | Government/Opposition | Core position                     |
|--------|----------|----------|-----------------------|-----------------------------------|
| SVP    | 8.0      | 62       | Government (2 FC)     | Sovereignty, limiting migration   |
| SP     | 2.5      | 41       | Government (2 FC)     | Welfare state, redistribution     |
| FDP    | 6.5      | 28       | Government (2 FC)     | Economic liberalism               |
| Centre | 5.0      | 29       | Government (1 FC)     | Pragmatic centre                  |
| Greens | 2.0      | 23       | Opposition            | Climate protection, social issues |
| GLP    | 4.0      | 10       | Opposition            | Green liberalism                  |
| EVP    | 5.5      | 2        | Opposition            | Christian-social                  |

Not relevant for this sports programme. The programme does not address a political topic.

SRF is the public broadcaster of German-speaking Switzerland, funded by Serafe fees and advertising. Art. 4 RTVG requires accurate representation and diversity of opinion — this applies to sports programmes as well, although the standard for purely entertainment/sports formats is naturally to be applied differently than for political news programmes.



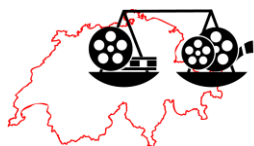
## CHAPTER 1 — PARTY-POLITICAL BIAS

This programme is a purely sports broadcast with no political content. No party, no political topic, no political position is addressed or even mentioned.

| Party  | Score (-5..+5) | Programme representation vs. programme position |
|--------|----------------|-------------------------------------------------|
| SVP    | 0              | Not in programme — no political topic addressed |
| SP     | 0              | Not in programme — no political topic addressed |
| FDP    | 0              | Not in programme — no political topic addressed |
| Centre | 0              | Not in programme — no political topic addressed |
| Greens | 0              | Not in programme — no political topic addressed |
| GLP    | 0              | Not in programme — no political topic addressed |
| EVP    | 0              | Not in programme — no political topic addressed |

### Party bias summary

- Most accurate representation: N/A (no party addressed)
- Strongest distortion: N/A
- Average deviation from 0: 0.0
- Conclusion: The programme contains no party-political content whatsoever. An assessment of party bias is moot. All scores stand at 0 (not addressed).



## CHAPTER 2 — PROGRAMME INFORMATION AND THEMATIC FRAMEWORK

### Programme data

- Title: SRF Sport Spezial — Ice Hockey World Championship 2018 Retrospective (Quarter-final Switzerland–Finland)
- Date: 19.05.2020
- Presenter/Reporter: Lukas (studio presenter), Jan Billeter and Mario Rotaris (original commentary), Johannes Keller (interviews 2018)
- Persons interviewed:

| Participants     | Function                                                       | Party/affiliation                | Political spectrum |
|------------------|----------------------------------------------------------------|----------------------------------|--------------------|
| Raphael Diaz     | Captain of the Swiss ice hockey national team, defender EV Zug | Sport / no political affiliation | N/A                |
| Mario Rotaris    | Long-standing SRF ice hockey expert                            | SRF Sport / media                | N/A                |
| Timo Meier       | Forward, NHL (San José Sharks / New Jersey Devils)             | Sport / no political affiliation | N/A                |
| Joel Vermin      | Forward, Lausanne HC (NLA)                                     | Sport / no political affiliation | N/A                |
| Enzo Corvi       | Forward (archive interview 2018)                               | Sport                            | N/A                |
| Tristan Scherwey | Forward SC Bern (generation gap insert)                        | Sport                            | N/A                |
| Renato Tosio     | Former SC Bern legend (generation gap insert)                  | Sport                            | N/A                |

### Source traffic light — all participants

#### Raphael Diaz:

D1 Conflict of interest: 0 — D1a: No financial or institutional self-interest in a particular representation; he reports on his own experiences. D1b: No patronage dependency discernible. 0 indicators = 0.

D2 Personal risk: 0 — No risk from his statements; retrospective on his own career highlights.

D3 Subject expertise: +2 — Primary participant, captain of the team being discussed. Highest possible subject expertise for this topic.

D4 Opinion consistency: +1 — Consistent, authentic representation of his experiences. No change of position discernible.

D5 Emotionalisation vs. data: 0 — Mix of personal memories (inherently emotional) and factual descriptions. Appropriate for a sports programme.

D6 Source level: +2 — Primary source: He was there himself, as captain on the ice.

**TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN**

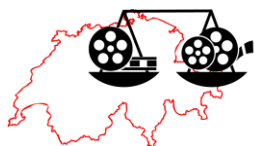
Category: N/A (not a researcher — athlete as primary witness)

Media framing in programme: Presented as captain, leader figure, respected personality. Teammate quotes confirm this.

Discrepancy traffic light vs. framing: None. The positive framing is consistent with the GREEN result. Diaz is indeed the best possible primary source for this topic.

#### Mario Rotaris:

D1 Conflict of interest: -1 — D1a: As SRF expert, he has a professional interest in an entertaining, positive portrayal of Swiss ice hockey (viewing figures, programme format). D1b: Structural dependency on SRF as employer. 2 indicators = ±1.



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

D3 Subject expertise: +1 — Long-standing ice hockey expert, was present on site as commentator. Secondary subject expertise (observer, not player).

D4 Opinion consistency: +1 — Consistent assessments over the years.

D5 Emotionalisation vs. data: 0 — Mix of analysis and emotional narrative, appropriate for the format.

D6 Source level: +1 — Secondary source with primary elements (was on site as commentator).

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

Category: N/A

Media framing in programme: Introduced as "long-standing expert" [00:34].

Discrepancy traffic light vs. framing: Slight discrepancy. The framing as "expert" is correct in the sports context, but he is not an independent analyst — he is an SRF employee and part of the programme format. For a sports programme this is standard industry practice and not a relevant finding.

### **Timo Meier:**

D1 Conflict of interest: 0 — No self-interest in a particular representation. Reports on his own experiences.

D2 Personal risk: 0 — No risk.

D3 Subject expertise: +2 — Primary participant, player in the match being discussed.

D4 Opinion consistency: +1 — Consistent representation.

D5 Emotionalisation vs. data: 0 — Personal memories, appropriately emotional.

D6 Source level: +2 — Primary source.

**TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN**

Category: N/A

Media framing in programme: NHL player, important member of the team.

Discrepancy traffic light vs. framing: None.

### **Joel Vermin:**

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

D2 Personal risk: 0 — No risk.

D3 Subject expertise: +2 — Primary participant, goal scorer in the match being discussed.

D4 Opinion consistency: +1 — Consistent representation.

D5 Emotionalisation vs. data: 0 — Appropriate.

D6 Source level: +2 — Primary source.

**TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN**

Category: N/A

Media framing in programme: NLA player, goal scorer, part of the team.

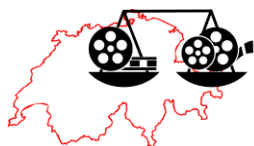
Discrepancy traffic light vs. framing: None.

### **Source traffic light for participants:**

| Source        | D1 | D2 | D3 | D4 | D5 | D6 | Total | Traffic light |
|---------------|----|----|----|----|----|----|-------|---------------|
| Raphael Diaz  | 0  | 0  | +2 | +1 | 0  | +2 | +5    | GREEN         |
| Mario Rotaris | -1 | 0  | +1 | +1 | 0  | +1 | +2    | YELLOW        |
| Timo Meier    | 0  | 0  | +2 | +1 | 0  | +2 | +5    | GREEN         |
| Joel Vermin   | 0  | 0  | +2 | +1 | 0  | +2 | +5    | GREEN         |

### **Main topic**

Emotional retrospective on the quarter-final match Switzerland–Finland at the 2018 Ice Hockey World Championship in Denmark, with a focus on team spirit, match progression and personal memories of the players involved.



## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

### Preliminary remark

This programme is a sports nostalgia format, not a political news format. The 15 criteria are applied in full, but the evaluation standards take the programme type into account. Manipulation techniques that would carry significant weight in a news programme are in part format-inherent in a sports format and less problematic.

### Hard facts — 9 techniques that are countable and scientifically robust

| 1. EXPERT SELECTION |   |   |   |   |   |   |   |   | 2/10 |
|---------------------|---|---|---|---|---|---|---|---|------|
| 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10   |

| Expert 1: Mario Rotaris (SRF ice hockey expert) |                                                                                                                   |  |  |  |  |  |  |  |  |
|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|
| Timestamp                                       | [00:34], throughout                                                                                               |  |  |  |  |  |  |  |  |
| Statement                                       | Various tactical analyses, e.g. [26:12] "Very good start. Very committed. I can tell the guys still have legs."   |  |  |  |  |  |  |  |  |
| Classification                                  | Long-standing SRF in-house expert, former player. Not an independent analyst, but part of the SRF programme team. |  |  |  |  |  |  |  |  |
| Missing countervoice                            | An independent tactical analyst or a Finnish expert would have provided a different perspective.                  |  |  |  |  |  |  |  |  |

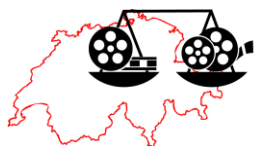
### Source in-depth check:

- (a) **FUNDING:** SRF (public broadcaster, funded by licence fees). Interest in an entertaining, audience-friendly portrayal.
- (b) **MANDATE:** As in-house expert, his remit is to commentate on Swiss ice hockey competently and entertainingly — not to analyse it with critical distance.
- (c) **CREDIBILITY MATRIX:**  
D1 Conflict of interest: -1 — D1a: Professional interest in a positive portrayal of Swiss ice hockey (viewing figures). D1b: Structural dependency on SRF. 2 indicators = -1.  
D2 Personal risk: 0 — No risk.  
D3 Subject expertise: +1 — Former player, long-standing commentator. Secondary subject expertise.  
D4 Opinion consistency: +1 — Consistent in his role.  
D5 Emotionalisation vs. data: 0 — Mix, format-inherent.  
D6 Source level: +1 — Was on site as commentator (secondary with primary elements).  
**TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW**
- (c) **SUBJECT EXPERTISE:** Rotaris is framed as a neutral expert, but is an SRF employee with a professional interest in a positive portrayal. Standard industry practice for a sports format, but not independent.

#### Missing expert groups:

- Independent tactical analyst (e.g. former coach of another national team)
- Finnish expert or commentator
- Sports psychologist (on the topic of team dynamics, which is discussed at length)

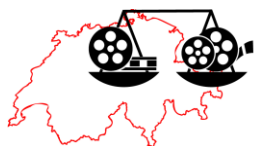
**Präsident:** Schläpfer, David - **Kontakt:** [kontakt@SVFAB.ch](mailto:kontakt@SVFAB.ch) - **Adresse:** SVFAB, Postfach, CH-8021 Zürich 1



**Source traffic light for participants:**

| Source                | D1 | D2 | D3 | D4 | D5 | D6 | Total | Traffic light |
|-----------------------|----|----|----|----|----|----|-------|---------------|
| Source in-depth check | -1 | 0  | +1 | +1 | 0  | +1 | +2    | <b>YELLOW</b> |

*Summary: The expert selection is one-sided (only SRF in-house expert), but standard industry practice for a nostalgia sports format. Score 2/10 due to missing counter-perspective, but no manipulative intent discernible.*



## 2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

### Source 1: Swiss players (Diaz, Meier, Vermin + archive interviews)

#### Timestamp

Throughout

#### Statement

Personal memories and assessments.

(a) **Funding and sponsorship:** None — players as private individuals.

(b) **Structural conflict of interest:** Minimal — natural interest in portraying one's own performance positively.

(c) **Missing counter-source:** Finnish players/coaches.

### Source 2: SRF archive material (original commentary Billeter/Rotaris)

#### Timestamp

From [16:43] (match broadcast)

(a) **Funding:** SRF (public broadcaster).

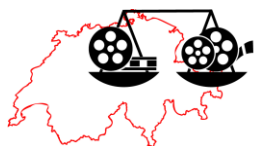
(b) **Conflict of interest:** Swiss commentators naturally commentate from a Swiss perspective.

(c) **Missing counter-source:** Finnish commentary or neutral international perspective.

Rumour check: No rumours or unsubstantiated claims identified. All statements relate to personally experienced events.

*Summary: The sources are exclusively Swiss, which is normal for a Swiss sports format. No manipulative source selection, but a one-sided perspective. Score 1/10.*





### 3. TIME DISTRIBUTION

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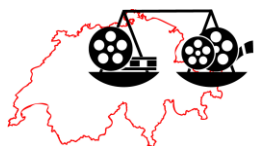
10

Estimated speaking time (excluding advertising and match broadcast):

- Raphael Diaz (Swiss captain): (30%)
- Mario Rotaris (SRF expert): (27%)
- Presenter Lukas: (18%)
- Timo Meier (connected remotely): (12%)
- Joel Vermin (connected remotely): (9%)
- Archive interviews/inserts: (4%)

Finnish perspective: 0 min. (0%)

*Summary: The time distribution is balanced within the Swiss perspective — various players with different roles (captain, NHL player, NLA player) are given a voice. The complete absence of a Finnish perspective is format-inherent, but notable. Score 1/10 — no manipulative time distribution, only format-inherent one-sidedness.*



#### 4. OMISSION (Selective Omission)

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##### Omission 1:

###### Context

The Finnish perspective is completely absent — no Finnish player, coach or commentator is quoted or interviewed.

Relevant at: Entire programme

###### Effect

The match is told exclusively as a Swiss success story. The Finnish side appears only as a faceless opponent.

##### Omission 2:

###### Context

Goalkeeper Leonardo Genoni is barely mentioned, even though he was under massive pressure in the final period and made decisive saves.

Relevant at: [76:30]–[88:09] (third period)

###### Effect

The defensive performance is reduced to the skaters; the goalkeeper as a key figure goes unnoticed.

##### Omission 3:

###### Context

Critical moments or mistakes by the Swiss team are barely addressed. The first period, in which Finland led, is dealt with relatively quickly.

Relevant at: [28:32]–[29:03]

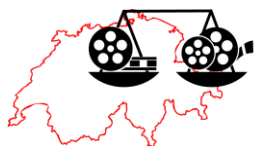
###### Effect

The narrative is framed as a linear rise to victory; weaknesses are minimised.

*Summary: The omissions are format-inherent (nostalgia programme from a Swiss perspective), but the missing Finnish perspective and the underrepresentation of the goalkeeper are notable. Score 2/10.*

#### Missing voices

- Finnish player/coach: Would have provided the counter-perspective — how did the Finns experience the middle period? What went wrong?
- Leonardo Genoni (goalkeeper): Could have described the decisive final minutes from his perspective.
- Patrick Fischer (coach): Is announced for the follow-up programme, but is absent from this edition as the tactical decision-maker.
- Independent ice hockey analyst: Could have provided a less emotionally coloured tactical assessment.
- Swiss fan (directly): Would have conveyed the outside perspective and the emotional impact on the audience.
- Association representative (Swiss Ice Hockey): Could have contextualised the structural significance of the tournament for the development of Swiss ice hockey.



## 5. NUMERICAL MANIPULATION

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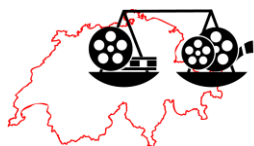
9

10

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

No relevant numerical manipulation identified. The few figures in the programme (match scores, ice times, historical data such as "since 1972") are correct and are not used in an argumentatively distorted manner. The figure "8 minutes 31 seconds ice time" [88:34] for Diaz in the final period is a precise, verifiable statistic.

*Summary: No relevant numerical manipulation identified.*



## 6. GUILT BY ASSOCIATION

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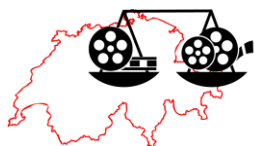
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No guilt-by-association technique identified. The programme contains no discrediting of persons or groups. All participants are portrayed respectfully and positively.

*Summary: No finding. The programme contains no guilt-by-association techniques whatsoever.*



## 7. TIMING

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### Finding 1:

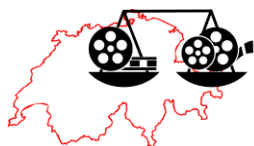
Position: [00:10]–[01:17] (beginning)

Content: The programme begins immediately with the emotional framing: "lost gold medal", "still hurts today"

### Timing effect

The emotional mood (nostalgia, slight wistfulness) is established from the outset. This is to be expected for a nostalgia format and is not manipulative in the strict sense, but it frames the entire programme as an emotional journey rather than an analytical review.

*Summary: The timing follows the dramaturgical logic of a sports format (build-up, climax, resolution). No manipulative placement discernible, but the emotional framing from the outset is a deliberate dramaturgical decision. Score 1/10.*



## 8. SELECTIVE OUTRAGE

0/10

1 2 3 4 5 6 7 8 9 10

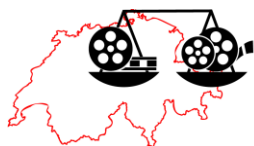
*Outrage = bias. Selective outrage reinforces the finding. Score = degree of outrage (0–5) + selectivity (0–5)*

Score calculation:

- Degree of outrage: 0/5 — No outrage in the programme. The tone is consistently positive-nostalgic.
- Selectivity: 0/5 — Not applicable, as no outrage is present.

There is no triggering event that could have provoked an outrage response. The programme is a harmonious retrospective without controversial moments.

*Summary: No selective outrage identified. The programme contains no outrage elements whatsoever. Score 0/10.*



## 9. COMPLETENESS (Selective Omission — Overall picture)

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### Finding 1:

#### Timestamp

Entire programme

Missing perspective/fact: Finnish perspective

Relevance: A quarter-final match has two teams. The loser's perspective is completely absent.

Impact: The match is told as a one-sided Swiss heroic story. The tactical adjustments of the Finns, their mistakes and their view of the defeat remain invisible.

### Finding 2:

#### Timestamp

[76:30]–[88:09]

Missing perspective/fact: Goalkeeper Leonardo Genoni

Relevance: In the final period, Genoni was under enormous pressure (Finland with 6 against 5, power play). His performance was match-decisive.

Impact: The defensive performance is presented incompletely.

### Finding 3:

#### Timestamp

Entire programme

Missing perspective/fact: Critical self-reflection

Relevance: What went wrong? What tactical mistakes were made? The first period (0:1 deficit) is barely analysed.

Impact: The programme conveys an idealised picture without any shadows.

*Summary: The programme is conceived as a Swiss nostalgia format and fulfils this purpose well. For a journalistic review, however, the counter-perspective, the goalkeeper and a critical analysis are missing. Score 3/10 — format-inherent incompleteness, no manipulative intent.*

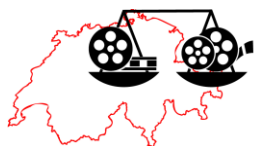
The 2018 Ice Hockey World Championship in Denmark was a historic tournament for the Swiss national team, which won a World Championship medal (silver) for the first time since 2013. The victory in the quarter-final against Finland was the first World Championship win against Finland since 1972 and is regarded as a key moment of the tournament. The programme was apparently produced during the COVID-19 pandemic (indications: training groups of three, Timo Meier at home without a contract), as a nostalgia format to bridge the sports-free period. Swiss ice hockey has gained international significance in recent years, reflected in growing audience interest and an increasing number of NHL players.

### Context-dependent balance

Topic type of this programme: Neither SCIENTIFIC nor POLITICAL nor SOCIAL in the strict sense — this is a SPORTS ENTERTAINMENT PROGRAMME (retrospective/nostalgia format).

Different balance standards apply to this programme type than to news programmes:

- There is no "controversial topic" in the sense of Art. 4 RTVG



- There is no political debate that would require diversity of opinion
- The programme is an experiential account from the perspective of the Swiss team — a Finnish perspective would be desirable, but is not strictly required for a Swiss sports format

#### *Proportion of perspectives covered*

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

Even for a sports programme, perspectives can be identified that would be relevant for a complete representation:

- [A] Perspective of the Swiss players (primary participants)
- [B] Perspective of the Swiss coaching staff (Patrick Fischer)
- [C] Perspective of the Finnish team / Finnish coach
- [D] Tactical/analytical perspective (independent ice hockey analyst)
- [E] Perspective of the goalkeeper (Leonardo Genoni)
- [F] Perspective of the fans (Swiss and Finnish)
- [G] Historical contextualisation (Swiss ice hockey history)
- [H] Perspective of the referees / rule interpretation
- [I] Perspective of NLA players vs. NHL players (hierarchy topic)
- [J] Perspective of the association (Swiss Ice Hockey)

#### **[A] ADDRESSED**

Timestamp: Throughout — Quote: Raphael Diaz, Timo Meier, Joel Vermin speak at length about their experiences. — Assessment: Core perspective of the programme, comprehensively covered.

#### **[B] INDICATED**

Timestamp: 20:03, 31:11, 99:53 — Quote: "Fischer has now found his lines" / "Patrick Fischer probably said, no, now you have to catch your breath quickly" / "Fischi asked us" — Assessment: Patrick Fischer is mentioned and quoted several times, but does not speak himself (is announced for the follow-up programme).

#### **[C] OMITTED**

Timestamp: N/A — Quote: N/A — Assessment: No Finnish perspective. No Finnish player, coach or commentator is given a voice. Understandable for a Swiss sports format, but the counter-perspective is completely absent.

#### **[D] ADDRESSED**

Timestamp: Throughout — Quote: Mario Rotaris provides tactical analyses, e.g. [22:01] "You can see, the Swiss were able to forecheck earlier. Very tenacious." — Assessment: Covered by the in-house expert, though not by an independent analyst.

#### **[E] OMITTED**

Timestamp: N/A — Quote: N/A — Assessment: Leonardo Genoni, the goalkeeper, is not interviewed and barely mentioned, even though he made decisive saves in the final period.

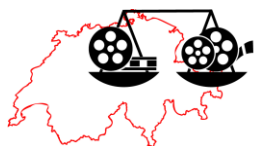
#### **[F] INDICATED**

Timestamp: [05:36], [14:55] — Quote: "The national team can certainly count on the support of the fans" / "almost 10,000 Swiss fans are coming" — Assessment: Fans are mentioned and fan images are shown, but no fans speak directly. Finnish fans are only shown visually [79:28].

#### **[G] ADDRESSED**

Timestamp: [90:43] — Quote: "That was the first time since 1972 that they beat the Finns at a World Championship" — Assessment: Historical contextualisation is provided by Mario Rotaris, also with a personal anecdote from 1992.





**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

**[H] OMITTED**

Timestamp: N/A — Quote: N/A — Assessment: The controversial 2+2 penalty against Fora is shown, but not discussed from the referee's perspective.

**[I] ADDRESSED**

Timestamp: [92:32] — Quote: Joel Vermin: "Yes, that's just the media, they write what they write [...] that certainly also takes some pressure off us top players perhaps" — Assessment: The NLA vs. NHL topic is explicitly and in a differentiated manner addressed.

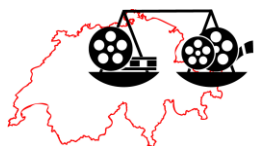
**[J] OMITTED**

Timestamp: N/A — Quote: N/A — Assessment: No association representative is given a voice.

**Completeness score: 6/10**

---

**Rationale:** The programme covers the core perspective (Swiss players) excellently and provides tactical analysis through the in-house expert. However, the counter-perspective (Finland), the goalkeeper as a key figure and an independent analytical voice are missing. For a nostalgia sports format the completeness is acceptable; for a journalistic review it would be insufficient.



## Soft facts — 6 qualitative techniques

### 10. FRAMING (Setting the frame)

2/10

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#### Finding 1:

|                 |                                                                                                                                                                         |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Timestamp       | [00:10]                                                                                                                                                                 |
| Quote           | "We dive together into the emotional Ice Hockey World Championship 2018."                                                                                               |
| Manipulation    | The word "emotional" sets the frame from the outset: this is not an analytical review, but an emotional journey.                                                        |
| Why problematic | For a nostalgia format this is transparent and honest. It is not hidden framing, but an open format announcement. Nevertheless, it largely precludes critical analysis. |

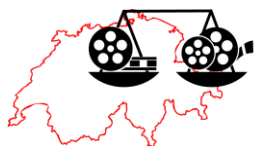
#### Finding 2:

|                 |                                                                                                                                                                |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Timestamp       | [00:57]                                                                                                                                                        |
| Quote           | Raphael Diaz: "That is of course the lost gold medal."                                                                                                         |
| Manipulation    | The silver medal is framed as "lost gold", not as won silver. Mario Rotaris corrects this later [02:52]: "the won silver medal. And not the lost, golden one." |
| Why problematic | Interesting self-correction within the programme. Rotaris deliberately sets a more positive frame. This demonstrates journalistic awareness.                   |

#### Finding 3:

|                 |                                                                                                                                               |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Timestamp       | [91:00]                                                                                                                                       |
| Quote           | Mario Rotaris: "you didn't speak of a sensation, but you said it was a special effort"                                                        |
| Manipulation    | The framing shifts from "sensation" (coincidence, surprise) to "special effort" (deserved performance). This upgrades the Swiss team.         |
| Why problematic | For a sports format this is a legitimate analytical classification, not manipulation. It reflects the actual development of Swiss ice hockey. |

*Summary: The framing is consistently positive-nostalgic and Swiss-centred. This is transparent and to be expected for the format. Rotaris's self-correction (Finding 2) even demonstrates journalistic awareness. Score 2/10 — format-inherent framing, no hidden manipulation.*



## 11. CHOICE OF WORDS AND TERMS

1/10

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### Finding 1:

|                 |                                                                                                             |
|-----------------|-------------------------------------------------------------------------------------------------------------|
| Timestamp       | [00:36]                                                                                                     |
| Quote           | "Käpt'n der Schweizer Nazi" (meaning: Nati = national team)                                                 |
| Manipulation    | None — "Nati" is the Swiss German abbreviation for national team. The transcription reproduces the dialect. |
| Why problematic | Not problematic. Standard usage in Swiss sport.                                                             |

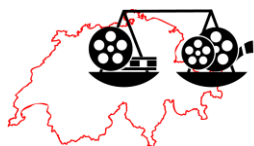
### Finding 2:

|                 |                                                                                                                                                                                                        |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Timestamp       | Throughout                                                                                                                                                                                             |
| Quote           | Terms such as "pack leader" [10:04], "father figure" [10:17], "cool guys" [03:34], "broad chest" [91:37]                                                                                               |
| Manipulation    | Consistently positive, heroising language for the Swiss players.                                                                                                                                       |
| Why problematic | For a nostalgia sports format, heroising language is genre-typical. A neutral alternative would be more factual ("experienced player" instead of "pack leader"), but that would contradict the format. |

### Finding 3:

|                 |                                                                                                                                       |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Timestamp       | [15:42]                                                                                                                               |
| Quote           | "the great Finns"                                                                                                                     |
| Manipulation    | Finland is described as "great" — this is a respectful classification of the opponent that simultaneously enhances the Swiss victory. |
| Why problematic | Not problematic — it is a correct classification (Finland was group winner and tournament favourite).                                 |

*Summary: The choice of words is consistently positive and heroising, but genre-typical for a sports nostalgia format. No manipulative choice of words in the journalistic sense. Score 1/10.*



## 12. MODERATION BEHAVIOUR

1/10

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### Finding 1:

**Timestamp** [01:02]

Triggering event: Diaz mentions the "lost gold medal" and the pain it causes.

**Quote (presenter)** "Is that something that still occupies you?"

**Comparison** No analogous event with other guests, as all guests are on the same side (Swiss team).

Asymmetry: Not demonstrable — all guests are questioned with equal empathy and interest. The presenter asks all guests open, inviting questions.

### Finding 2:

**Timestamp** [51:04]

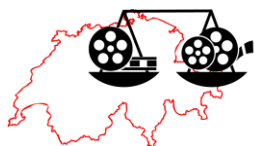
Triggering event: Joel Vermin shows little emotion when watching his own goal.

**Quote (presenter)** "I would have thought, you're not that incredibly emotional now about this goal. Are you that hardened?"

**Comparison** Similarly personal follow-up questions are asked of Diaz and Meier.

Asymmetry: Not demonstrable — the presenter follows up equally with all guests.

*Summary: The moderation behaviour is consistently empathetic, respectful and even-handed towards all guests. No asymmetry discernible. Score 1/10 — minimal finding only due to the fundamentally uncritical style of conversation (no hard questions to anyone).*



### 13. QUESTION ASYMMETRY

0/10

1 2 3 4 5 6 7 8 9 10

All questions to all guests are equally soft, open and inviting. Examples:

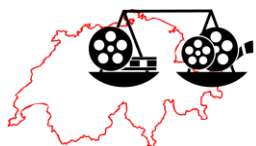
To Raphael Diaz, [00:43]: "What is the first thing that comes to mind?" — soft/open

To Timo Meier, [29:18]: "What is going through your mind?" — soft/open

To Joel Vermin, [32:35]: "What are your first thoughts?" — soft/open

There are no hard or critical questions to any guest. This is to be expected for a nostalgia format — there is no controversial topic that would require hard questions.

*Summary: No question asymmetry discernible. All guests are treated equally. Score 0/10.*



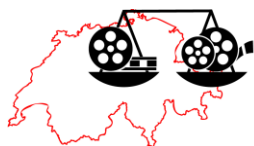
#### 14. FALSE BALANCE

0/10

1 2 3 4 5 6 7 8 9 10

No finding. The programme does not address a controversial topic in which false balance could arise. There are no two "sides" of a debate that would need to be artificially equalised. The programme is an experiential account, not a debate.

*Summary: False balance is not applicable as a category to this programme. Score 0/10.*



## 15. AGENDA-SETTING

1/10

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### Finding 1:

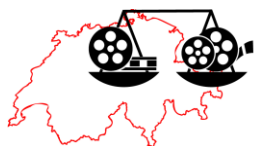
Agenda element set: The 2018 World Championship is framed exclusively as a positive memory. It is taken for granted that this is a success story.

#### Timestamp

[00:10] — Evidence: "We dive together into the emotional Ice Hockey World Championship 2018."

Alternative agenda: One could also have asked: What did Switzerland learn from the narrow final defeat? Why could the success not be repeated? What structural problems in Swiss ice hockey persist despite the silver?

*Summary: The agenda-setting is format-inherently oriented towards nostalgia and positive memory. Critical or forward-looking questions are absent, but this corresponds to the programme concept. Score 1/10.*



## CHAPTER 4 — OVERALL EVALUATION

### Results

- HARD FACTS SCORE (average criteria 1-9): 1.1 / 10
- SOFT FACTS SCORE (average criteria 10-15): 0.8 / 10

### Dominant techniques

The 3 strongest techniques in this programme (all at a low level):

- 1. COMPLETENESS (C9) (Score 3):** The programme tells the quarter-final match exclusively from a Swiss perspective. The Finnish counter-perspective, goalkeeper Genoni and critical self-reflection are absent. This is format-inherent, but limits journalistic completeness.
- 2. FRAMING (C10) (Score 2):** The entire programme is framed as an emotional nostalgia journey. This is transparently communicated, but largely precludes analytical depth and critical reflection.
- 3. OMISSION (C4) (Score 2):** The Finnish perspective and the goalkeeper as a key figure are systematically omitted. The narrative focuses on skaters and team spirit.

### Core messages of the programme

**MESSAGE 1 (CONTENT):** "The Swiss ice hockey national team achieved a historic performance in 2018 through extraordinary team spirit and willpower."

**Technique:** Framing (emotional nostalgia), source selection (only Swiss players) — Evidence: [01:25], [02:19], [59:27]

**MESSAGE 2 (PERSONAL):** "Raphael Diaz is an exemplary captain who leads through authenticity and performance, not through grand words."

**Technique:** Expert selection (teammate quotes as confirmation), time distribution (most speaking time) — Evidence: [10:01]–[11:16], [12:47]

**MESSAGE 3 (SOCIAL):** "The Swiss national team unites the country across club boundaries — ice hockey is an identity-forming experience for Switzerland."

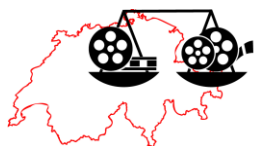
**Technique:** Agenda-setting, framing — Evidence: [14:55]–[15:23], [102:11]–[102:14]

**Rationale:** The programme is a sports nostalgia format that pursues its goal — an emotional retrospective on the 2018 World Championship — transparently and competently. There are no hidden manipulation techniques, no political agenda and no discrediting of persons. The format-inherent limitations (missing counter-perspective, heroising language, uncritical style of conversation) are standard industry practice for this programme type and are not assessed as a violation of Art. 4 RTVG. The programme makes no claim to journalistic balance in the news sense, but is conceived as an entertainment and memory format.

### CONCLUSION

The analysed programme is a purely sports entertainment format with no political, social or scientific content. It offers an emotional, well-produced retrospective on the ice hockey World Championship quarter-final match Switzerland–Finland 2018 with authentic primary sources (players involved). The format-inherent limitations — missing counter-perspective, heroising language, uncritical moderation — are standard industry practice for a nostalgia sports format and do not constitute a violation of Art. 4 RTVG. The programme is neither manipulative nor tendentious; it is a technically solid sports format that fulfils its entertainment remit. Applying the manipulation criteria to this format yields expectedly very low scores across all categories.





## OVERALL EVALUATION OF THE 15 CRITERIA

### Individual scores — All 15 criteria

| No. | Criterion                                           | Score | Classification   |
|-----|-----------------------------------------------------|-------|------------------|
| 1   | EXPERT SELECTION                                    | 2/10  | Unremarkable     |
| 2   | SOURCE SELECTION                                    | 1/10  | Unremarkable     |
| 3   | TIME DISTRIBUTION                                   | 1/10  | Unremarkable     |
| 4   | OMISSION (Selective Omission)                       | 2/10  | 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) | 3/10  | Slight imbalance |
| 10  | FRAMING (Setting the frame)                         | 2/10  | Unremarkable     |
| 11  | CHOICE OF WORDS AND TERMS                           | 1/10  | Unremarkable     |
| 12  | MODERATION BEHAVIOUR                                | 1/10  | Unremarkable     |
| 13  | QUESTION ASYMMETRY                                  | 0/10  | Unremarkable     |
| 14  | FALSE BALANCE                                       | 0/10  | Unremarkable     |
| 15  | AGENDA-SETTING                                      | 1/10  | Unremarkable     |

#### HARD FACTS SCORE (1-8)

**1.1/10**

Unremarkable

#### SOFT FACTS SCORE (9-14)

**0.8/10**

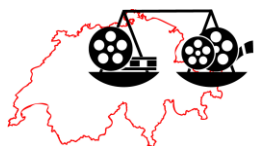
Unremarkable

#### OVERALL SCORE

**1.0/10**

Unremarkable

*Averaged from hard facts and soft facts*



## KEY — Meaning of scores

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

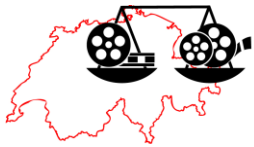
|            |                                               |                                                                                   |
|------------|-----------------------------------------------|-----------------------------------------------------------------------------------|
| <b>0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

### Aggregated deviation index — interpretation ranges

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

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

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



## CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVG)

### Assessment under Art. 4 RTVG

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

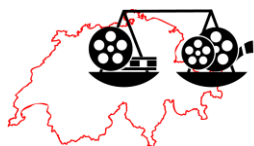
No violation discernible.

Rationale:

- 1. Accurate representation:** The facts presented (match progression, results, historical contextualisation) are correct. The personal memories of the players are identified as subjective experiential accounts and are not presented as objective analysis.
- 2. Diversity of opinion:** Art. 4 RTVG requires diversity of opinion on "controversial topics". A retrospective on an ice hockey match is not a controversial topic within the meaning of the law. There is no social controversy that would require different perspectives.
- 3. Balanced selection:** The interlocutors are all primary participants (players) and a subject expert. For a sports format this is an appropriate and competent selection. The missing Finnish perspective is a journalistic quality deficiency, but not a violation of RTVG.

### Overall assessment Art. 4 RTVG

The programme meets the requirements of Art. 4 RTVG. It is a sports entertainment format that does not address political or socially controversial topics. The representation is factually correct, the sources are competent and authentic, and there are no signs of manipulation, discrimination or violation of human dignity. The format-inherent limitations (Swiss perspective, emotional framing) are appropriate for this programme type and do not constitute a violation of the accuracy requirement. Art. 4 RTVG is primarily directed at informational programmes with social relevance — a nostalgia sports format falls only marginally within its scope of application.



## CHAPTER 6 — SOURCE IN-DEPTH CHECK

In this programme, no specialist bodies, NGOs, advisory services or "recognised authorities" are cited. All sources are athletes (primary participants) and an SRF in-house expert. A source in-depth check in the sense of the template is therefore only relevant for the SRF expert:

### SRF Sport / Mario Rotaris:

- 1. FUNDING:** Public broadcaster (SRF, Serafe fees + advertising).
- 2. MANDATE:** Entertainment and information in the field of sport. Compatible with the role in this programme.
- 3. CONFLICT OF INTEREST:** Minimal structural conflict of interest: As an SRF employee, Rotaris has a professional interest in an audience-friendly, positive portrayal of Swiss ice hockey. This potentially influences the tone (positive rather than critical), but not factual accuracy.

D1 Conflict of interest: -1

D2 Personal risk: 0

D3 Subject expertise: +1

D4 Opinion consistency: +1

D5 Emotionalisation vs. data: 0

D6 Source level: +1

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

- 5. COUNTERVOICE:** An independent ice hockey analyst or a Finnish expert could have provided a complementary perspective. Not cited.

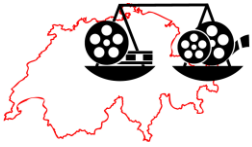
*"Long-standing expert" [00:34] is correct as a framing, but this is an in-house expert, not an independent analyst. The discrepancy is minimal and standard industry practice for a sports format.*

### Source traffic light for participants:

| Source                    | D1 | D2 | D3 | D4 | D5 | D6 | Total | Traffic light |
|---------------------------|----|----|----|----|----|----|-------|---------------|
| SRF Sport / Mario Rotaris | -1 | 0  | +1 | +1 | 0  | +1 | +2    | YELLOW        |

### Legal and methodological classification

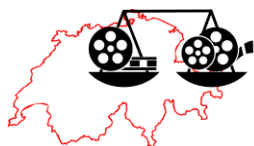
|                              |                                                                                                                                                                                                                                                                           |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>No finding of fact</b>    | The results presented do not constitute findings of fact about individual persons, editorial teams or programmes. They are to be understood as the result of a standardised operationalisation, not as a determination of individual responsibility.                      |
| <b>No legal ruling</b>       | The aggregated deviation index does not replace a legal assessment within the meaning of Art. 4 RTVG. The determination of whether a specific programme violates statutory requirements is the exclusive responsibility of the competent authorities (in particular UBI). |
| <b>No proof of causality</b> | 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.                                                |
| <b>No finding of intent</b>  | The analysis measures observable structural characteristics of programmes. A score of 7 means that a significant imbalance has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.    |



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**Heuristic  
comparison  
instrument**

The index serves for comparative pattern recognition across thousands of programmes, not for the precise metric measurement of individual contributions. Threshold values serve as heuristic orientation, not as 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 programmes of a radio or television service must respect fundamental rights. In particular, programmes must 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 programmes with informational content must represent 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 programmes, the diversity of events and opinions must be adequately expressed (diversity requirement).

#### Core obligations

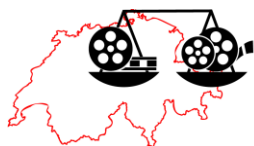
1. **Accuracy:** Accurate representation of facts and events
2. **Diversity of opinion:** Diversity of views on controversial topics
3. **Balance:** Balanced selection of interlocutors

#### Supervisory authority

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

#### Complaints procedure

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



## APPENDIX 2: SCIENTIFIC FOUNDATIONS

### Literature

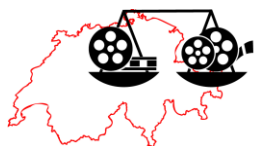
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- Törnberg, P. (2023). ChatGPT-4 outperforms experts and crowd workers in annotating political Twitter messages. *arXiv:2304.06588*.

### SVFAB Working Papers

- Schläpfer, D. (2026). Systematic AI-Assisted Analysis of Public Broadcaster Impartiality: A Scalable Methodological Framework for Measuring Structural Bias in Public Service Media. [SSRN 6688478](#)
- 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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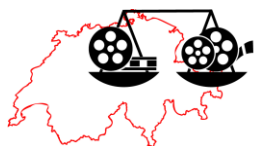
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**IBAN:** CH32 0900 0000 1675 6251 1

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**Unbalanced reporting** is the answer 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**

Also available as an **audiobook**



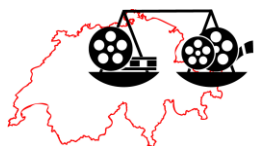
The interview is not a conversation. It is a stage — and someone else has written the script.

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

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

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

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



**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato



**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 news differently. Conduct conversations with more 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 complain. There is even an authority for this: the UBI, the Independent Complaints Authority for Radio and Television.

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

This analysis lays bare the system — factually, precisely, without polemic. Procedures, personnel, powers, costs, statistics, legal recourse. And the constitutional law review that shows: the UBI 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.