

SVFAB DETAILED ANALYSIS

2020-05-21 Sportsendungen - WM 2018 Final Schweiz-Schweden

Broadcast: SRF Tagesschau broadcast | 2020-05-21 | Analysed on: 2026-06-06 13:15

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

OVERALL SCORE

0.8/10

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

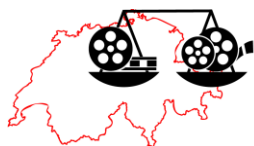
0 1 2 3 4 5 6 7 8 9 10

← 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 feed into the overall score.



POLITICAL LANDSCAPE

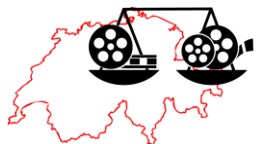
This broadcast is a sports transmission (Ice Hockey World Championship Final 2018, Switzerland vs. Sweden) and not a political news broadcast. The political landscape of Switzerland is therefore relevant to the analysis only as a reference framework, not as a direct benchmark for evaluation.

Consensus democracy with proportional representation in the Federal Council (7 seats). No classic government/opposition divide. All major parties are represented in government (magic formula).

Party	CHES L-R	Seats (2023)	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)	Business-friendly, lean state
Centre	5.0	29	Government (1 FC)	Pragmatic centre
Greens	2.0	23	Opposition	Climate protection, social issues
GLP	4.0	10	Opposition	Green innovation
EVP	5.5	2	Opposition	Christian values

Not relevant for this sports broadcast. The broadcast deals exclusively with the Ice Hockey World Championship Final 2018 between Switzerland and Sweden in Copenhagen.

SRF is the public broadcaster of German-speaking Switzerland, financed through Serafe fees and advertising. The statutory mandate under Art. 4 RTVG requires accurate representation — in sports broadcasts primarily correct, fair commentary on events.



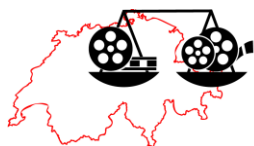
CHAPTER 1 — PARTY-POLITICAL BIAS

This broadcast is a pure sports transmission without political content. No party, no political topic, no political position is mentioned or addressed.

Party	Score (-5..+5)	Broadcast representation vs. programme position
SVP	0	Not in broadcast — no political content
SP	0	Not in broadcast — no political content
FDP	0	Not in broadcast — no political content
Centre	0	Not in broadcast — no political content
Greens	0	Not in broadcast — no political content
GLP	0	Not in broadcast — no political content
EVP	0	Not in broadcast — no political content

Party bias summary

- Most accurate representation: N/A — no party addressed
- Strongest distortion: N/A — no party addressed
- Average deviation from 0: 0.0
- Conclusion: The broadcast is a sports transmission without any political content. A party bias assessment is not applicable. No party-political bias detectable.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast data

- Title: "Legendary World Championship Moments in Swiss Ice Hockey" — World Championship Final 2018, Switzerland vs. Sweden
- Date: 21.05.2020
- Length (estimated from transcript): (timestamps up to 83:37)
- Presenter / Reporter: Studio presenter (not identified by name); commentators: Jan Billeter and Mario Rottaris
- Persons interviewed (with function/party/affiliation):

Actors	Function	Party/Affiliation	Political spectrum
Jan Billeter	SRF sports commentator	SRF	N/A
Mario Rottaris	Co-commentator / ice hockey expert	SRF	N/A
Nino Niederreiter	Player, Swiss national team	Swiss Ice Hockey	N/A
Reto Schäppi	Player, Swiss national team	Swiss Ice Hockey	N/A
Tomi Albelin	Assistant coach, Swiss national team	Swiss Ice Hockey	N/A
Patrick Fischer	Head coach, Swiss national team (indirectly quoted)	Swiss Ice Hockey	N/A

Source traffic light — all protagonists

Jan Billeter:

D1 Conflict of interest: 0 — D1a: No direct financial self-interest in the outcome of the match. D1b: Institutionally bound as an SRF employee, but no structural conflict of interest in sports commentary. 0 indicators.

D2 Personal risk: 0 — No personal risk from his commentary; standard activity.

D3 Professional competence: +2 — Long-standing SRF sports commentator with specialisation in ice hockey; comments within his area of expertise.

D4 Consistency of opinion: +1 — Consistent role as sports commentator; no opportunistic changes of position detectable.

D5 Emotionalisation vs. data: -1 — Naturally emotional in sports commentary ("Mamma mia!", "Hei, hei, hei"), but also supported by tactical observations and facts. Emotionalisation is genre-typical in live sports commentary and not manipulative.

D6 Source level: +2 — Primary source: Direct eyewitness of events, commenting live.

TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW

Category: N/A (not a researcher — sports commentator)

Media framing in broadcast: Presented as lead commentator, authority through role.

Discrepancy traffic light vs. framing: No significant discrepancy. YELLOW instead of GREEN primarily due to genre-typical emotionalisation, which is standard in sports commentary.

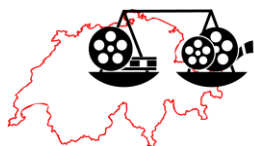
Mario Rottaris:

D1 Conflict of interest: 0 — D1a: No direct financial self-interest. D1b: As a former ice hockey player and SRF expert, no structural patronage dependency regarding the match outcome. 0 indicators.

D2 Personal risk: 0 — No personal risk from his analysis.

D3 Professional competence: +2 — Former professional ice hockey player; comments on tactical and technical aspects of the game from his own experience and expertise.

D4 Consistency of opinion: +1 — Consistent expert role; no changes of position detectable.



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D5 Emotionalisation vs. data: 0 — Mix of emotional moments and factual tactical analyses (e.g. turtle tactic, power play analysis, positional play). Genre-appropriately balanced.

D6 Source level: +2 — Primary source: Direct eyewitness, commenting live with specialist expertise.

TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN

Category: N/A (not a researcher — sports expert)

Media framing in broadcast: Presented as expert and co-commentator.

Discrepancy traffic light vs. framing: No discrepancy. Framing as expert is consistent with GREEN rating.

Nino Niederreiter:

D1 Conflict of interest: -1 — D1a: As a player of the Swiss team, direct self-interest in the match outcome. D1b: No patronage dependency relevant. D1 = -1.

D2 Personal risk: +1 — Under enormous performance pressure; statements during the match can be used against him in the event of a defeat.

D3 Professional competence: +2 — NHL player; speaks about his own game and his own team — highest professional competence.

D4 Consistency of opinion: +1 — Consistent statements; factual assessment of the match situation.

D5 Emotionalisation vs. data: 0 — Factual, matter-of-fact intermission interviews; names concrete tactical points ("lost board battles", "clearing the puck from the defensive zone").

D6 Source level: +2 — Primary source: Direct actor in the events.

TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN

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

Media framing in broadcast: Presented as player and goal scorer.

Discrepancy traffic light vs. framing: No discrepancy.

Reto Schäppi:

D1 Conflict of interest: -1 — D1a: As a player of the Swiss team, direct self-interest. D1b: No relevant patronage. D1 = -1.

D2 Personal risk: +1 — Performance pressure; public statements under stress.

D3 Professional competence: +2 — Professional ice hockey player; speaks about his own game.

D4 Consistency of opinion: +1 — Factual, consistent statements.

D5 Emotionalisation vs. data: +1 — Very factual and analytical in his answers; names concrete tactical aspects ("staying compact", "allowing few shots", "entering the zone with speed from behind").

D6 Source level: +2 — Primary source: Direct actor.

TOTAL: +6 → SOURCE TRAFFIC LIGHT: GREEN

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

Media framing in broadcast: Presented as player.

Discrepancy traffic light vs. framing: No discrepancy.

Tomi Albelin:

D1 Conflict of interest: -1 — D1a: As assistant coach, direct self-interest in the team's success. D1b: No relevant patronage. D1 = -1.

D2 Personal risk: +1 — Public statements before the final; responsibility for tactical preparation.

D3 Professional competence: +2 — Professional coach at the highest level.

D4 Consistency of opinion: +1 — Consistent, motivating statements.

D5 Emotionalisation vs. data: 0 — Mix of motivation ("incredible opportunity to write hockey history") and factual assessment.

D6 Source level: +2 — Primary source: Direct actor.

TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN

Category: N/A (not a researcher — sports coach)

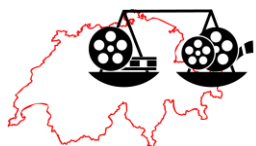
Media framing in broadcast: Introduced as assistant coach.

Discrepancy traffic light vs. framing: No discrepancy.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
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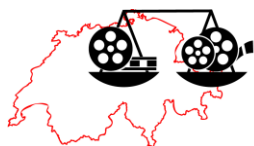


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Jan Billeter	0	0	+2	+1	-1	+2	+4	YELLOW
Mario Rottaris	0	0	+2	+1	0	+2	+5	GREEN
Nino Niederreiter	-1	+1	+2	+1	0	+2	+5	GREEN
Reto Schäppi	-1	+1	+2	+1	+1	+2	+6	GREEN
Tomi Albelin	-1	+1	+2	+1	0	+2	+5	GREEN

Main topic

Review of the Ice Hockey World Championship Final 2018 between Switzerland and Sweden in Copenhagen (series "Legendary World Championship Moments in Swiss Ice Hockey"), with full match commentary of the first 60 minutes (regular playing time, result 2:2).



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 Rottaris (co-commentator / ice hockey expert)

Timestamp	throughout
Statement	e.g. 12:35 "That is the turtle tactic in their own zone. In the forward wing. That is to say, when they are supposed to give the Swedish defenceman up top so much space that they can play it back and forth two, three, four times."
Classification	Former professional ice hockey player, long-standing SRF expert. No conflicts of interest regarding the match outcome. Comments within his core area of expertise.
Missing opposing voice	A Swedish ice hockey expert could have strengthened the opposing perspective, but is not customary in a live broadcast from a Swiss perspective due to genre conventions.

Source in-depth check:

(a) **FUNDING:** SRF (public broadcaster, fee-funded). No conflict of interest regarding match outcome.

(b) **MANDATE:** Sports commentary — compatible with factual assessment.

(c) **CREDIBILITY MATRIX:**

D1 Conflict of interest: 0 — D1a: No direct self-interest. D1b: 0 indicators.

D2 Personal risk: 0 — Standard activity.

D3 Professional competence: +2 — Former professional, comments on his area of expertise.

D4 Consistency of opinion: +1 — Consistent expert role.

D5 Emotionalisation vs. data: 0 — Genre-typical mix, predominantly factual and tactical.

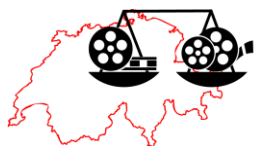
D6 Source level: +2 — Primary source (eyewitness).

TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN

(d) No — Rottaris is correctly framed as an expert, which is consistent with the traffic light result.

Expert 2: Nino Niederreiter (player, interview partner)

Timestamp	30:26, 56:03
Statement	30:26 "We played very good hockey for a period. And during that period Switzerland certainly put on enormous pressure."
Classification	NHL player, direct actor in the match. Naturally partisan as a Swiss player, but irreplaceable as a primary source for the playing experience.
Missing opposing voice	A Swedish player in the intermission interview.



Source in-depth check:

(a) **FUNDING:** Not relevant (player, not a media actor).

(b) **MANDATE:** Speaks as an actor about his own game.

(c) **CREDIBILITY MATRIX:** See source traffic light above — TOTAL: +5 → GREEN

(d) Correctly framed as player; no discrepancy.

Missing expert groups:

- Swedish ice hockey expert or player
- Neutral international ice hockey analyst
- Referee expert for disputed scenes

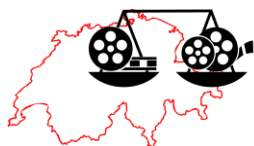
Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
Mario Rottaris (co-commentator / ice hockey expert)	0	0	+2	+1	0	+2	+5	GREEN

Summary:

Expert	TOTAL	SOURCE TRAFFIC LIGHT	Category
Mario Rottaris	+5	GREEN	N/A
Nino Niederreiter	+5	GREEN	N/A
Reto Schäppi	+6	GREEN	N/A
Tomi Albelin	+5	GREEN	N/A

The expert selection is appropriate for a sports broadcast. All sources show GREEN. The one-sided selection (only Swiss actors in interviews) is genre-typical and standard for a Swiss sports broadcast. Score 1/10 due to minimal asymmetry from the absence of Swedish voices.



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Source 1: Swiss players (Niederreiter, Schäppi)

Timestamp 30:26, 56:03 — Statement: Intermission interviews with tactical assessments.

- (a) **Funding and sponsoring body:** Swiss Ice Hockey Federation / NHL clubs.
(b) **Structural conflict of interest:** Naturally partisan as actors, but indispensable as primary sources for the playing experience.
(c) Is a source missing that would substantiate an opposing view? Yes — Swedish players/coaches.

**Missing
opposing
source**

Swedish player or coach in the intermission interview.

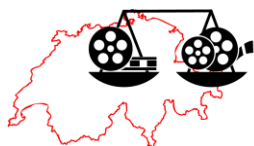
Source 2: Tomi Albelin (assistant coach)

Timestamp 05:35 — Statement: "I see it as an incredible opportunity, a chance to write hockey history."

- (a) **Funding:** Swiss Ice Hockey Federation.
(b) **Structural conflict of interest:** Direct self-interest in success.
(c) **Opposing view:** Swedish coaching staff absent.

Rumour check: No rumours or unsubstantiated claims identified. The broadcast reports on directly observable match events.

Summary: The source selection is appropriate for a sports broadcast from a Swiss perspective. All sources are primary sources (direct actors). The one-sidedness (only Swiss voices) is genre-typical, but a Swedish voice would have enriched the broadcast.



3. TIME DISTRIBUTION

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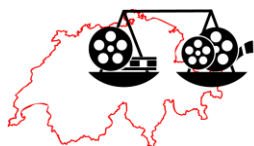
9

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Estimated speaking time:

- Jan Billeter (commentator): (48%)
- Mario Rottaris (co-commentator): (30%)
- Nino Niederreiter (player interview): (2.5%)
- Reto Schäppi (player interview): (2.5%)
- Tomi Albelin (coach statement): (1%)
- Further Swiss voices (unnamed player): (1%)
- Match events without commentary / pauses: (15%)

Summary: The time distribution is typical for a sports broadcast. The commentators naturally dominate. The intermission interviews are brief and factual. Swedish voices are absent, which is genre-typical for a Swiss broadcast, but represents a slight asymmetry.



4. OMISSION (Selective Omission)									1/10
1	2	3	4	5	6	7	8	9	10

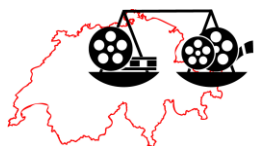
Omission 1:	
Context	Sweden's path through the tournament to the final is barely addressed. While Switzerland's path (semi-final against Canada) is discussed in detail, a comparable presentation of Sweden's path is absent.
Relevant at: 05:20 ff. (review of Swiss semi-final)	
Effect	Implicitly suggests that only Switzerland's path was noteworthy. Understandable given genre conventions, but a brief mention of Sweden's semi-final (against the USA) would have been possible.

Omission 2:	
Context	The final result of the match (Switzerland loses 2:3 in overtime) is not shown in the available transcript — the broadcast cuts off at 83:37 (end of regular playing time). This could be a transcript cut-off or the broadcast continues.
Relevant at: 83:37 (end of transcript)	
Effect	No assessment possible, as it is unclear whether the broadcast continues.

Summary: No systematic omission detectable. The slight underrepresentation of the Swedish perspective is genre-typical and not manipulative.

Missing voices

- Swedish player/coach: An intermission interview with a Swedish actor would have strengthened the opposing perspective (in a retrospective broadcast this would have been possible).
- Neutral ice hockey expert: A non-Swiss, non-Swedish specialist could have provided a more objective tactical assessment.
- Referee perspective: Explanation of disputed decisions from the match officials' point of view.
- Swiss Ice Hockey Federation: Contextualisation of the historical significance of the final for the development of Swiss ice hockey.
- Sports journalist/historian: Broader contextualisation within the history of the Ice Hockey World Championship.
- Swedish fans/media: Opposing perspective to Swiss euphoria.



5. NUMERICAL MANIPULATION

0/10

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

No relevant numerical manipulation identified. The figures used in the broadcast are match statistics (score, penalty minutes, player age, medal history), which are used correctly and in appropriate context.

Finding 1:

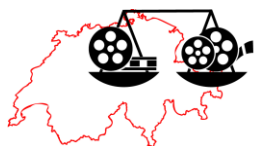
Timestamp 15:01

Figure: "only three from this team have already won World Championship gold. 17 players are still without a medal."
Dimensions: (a) Absolute value shown, (b) proportion implicit (3 out of approx. 25), (c) trend not relevant.

Missing context None — the figure serves to contextualise the Swedish team and is correct.

Effect No distortion.

Summary: No relevant numerical manipulation identified. All figures are match statistics used correctly.



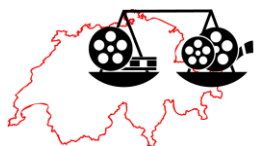
6. GUILT BY ASSOCIATION

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No guilt-by-association technique identified. The broadcast is a sports transmission without political or social attributions.

Summary: No guilt-by-association technique applied. Not applicable in a pure sports broadcast.



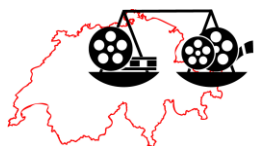
7. TIMING

0/10

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No manipulative timing strategy identified. The broadcast follows the chronological course of the match, which is the natural structure for a sports broadcast. The opening with the historical retrospective (2013, 2018) is dramaturgically sensible and not manipulative.

Summary: No manipulative placement of information. The chronological structure follows the course of the match.



8. SELECTIVE OUTRAGE

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

Finding 1:

Timestamp

69:28

Triggering event: A high stick against a Swiss player goes unpunished.

Reaction: "Excuse me, but that should have been a penalty. High stick. That is a double stroke of luck to see."

Comparison

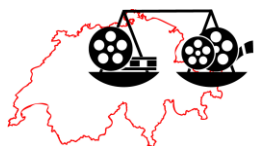
At 16:01 the penalty against Niederreiter (high stick against Sweden) is commented on factually: "No intention, but it still happens quickly in the heat of the moment." — The reaction is comparably factual, but slightly more indignant at the unpunished infraction against Sweden.

Asymmetry: Slight asymmetry demonstrable — understanding is shown for the penalty against Switzerland, indignation at the unpunished infraction against Sweden. However, this is genre-typical (home commentary) and mild.

Degree of outrage: 1/5

Selectivity: 1/5

Summary: Minimal selective outrage regarding refereeing decisions unfavourable to Switzerland. Customary in sports commentary due to genre conventions and not to be assessed as manipulative.



9. COMPLETENESS (Selective Omission — Overall picture)

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Finding 1:

Timestamp throughout

Missing perspective/fact: Swedish coaching tactics and playing philosophy are barely analysed.

Relevance: In a World Championship final, an analysis of both playing systems would be valuable for understanding the match.

Effect: The overall picture is slightly one-sided — Swiss tactics are analysed in detail, Swedish tactics only reactively ("the Swedes are applying pressure").

Finding 2:

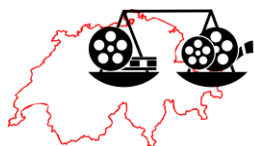
Timestamp throughout

Missing perspective/fact: No Swedish voices (players, coaches) in interviews.

Relevance: Would complete the picture of the match and give the opponent their own voice.

Effect: The viewer receives only the Swiss insider perspective on the match.

Summary: The broadcast is largely complete for a sports broadcast from a home perspective. The missing Swedish perspective is genre-typical, but represents a slight limitation of completeness. The tactical analysis by Rottaris partially compensates, as he also identifies Swedish strengths.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

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Finding 1:

Timestamp	00:22-01:00
Quote	"Switzerland has qualified for the World Championship final, and for the second time within five years."
Manipulation	The broadcast frames the match as a historic opportunity and a chance for revenge for Switzerland. The frame is: "Switzerland as a rising ice hockey nation that can make history."
Why problematic	This framing is genre-typical for a retrospective broadcast on "legendary World Championship moments" and not manipulative. However, it clearly sets the emotional frame in favour of Switzerland.

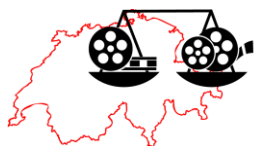
Finding 2:

Timestamp	05:35
Quote	"I see it as an incredible opportunity, a chance to write hockey history."
Manipulation	The "David vs. Goliath" narrative is implicitly constructed — Switzerland as the underdog taking on the great hockey nation Sweden.
Why problematic	Understandable given genre conventions, but the contextualisation that Sweden was also under pressure (defending champion, expectations) is absent.

Finding 3:

Timestamp	24:29
Quote	"What he demanded was definitely bold. For a Swiss team. To perform like that at world level."
Manipulation	Framing of the Swiss style of play as "bold" and "cheeky" — positive connotation. The Swedish style of play is framed more as "pressure" and "dominance" — neutral to threatening.
Why problematic	Slight asymmetry in connotation, but genre-typical for home commentary.

Summary: The framing is consistently pro-Swiss, which is genre-typical for a sports broadcast from a home perspective. Switzerland is framed as brave, combative and rising, Sweden as strong, dominant and commanding respect. Both framings are not incorrect, but the emotional identification clearly lies with Switzerland.



11. CHOICE OF WORDS AND TERMS

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Finding 1:

Timestamp	10:01
Quote	"Really very cheeky play by the Swiss team."
Manipulation	"Cheeky" has a positive connotation (bold, self-confident, surprisingly good). For comparable Swedish moves, "dangerous" or "strong" tends to be used instead.
Why problematic	Slight connotation asymmetry. A neutral alternative would be: "Very well played" or "Cleverly played" — but "cheeky" is an established compliment in sports jargon for underdogs and is not manipulative.

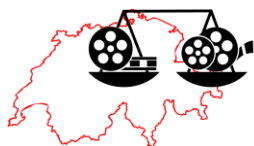
Finding 2:

Timestamp	64:20
Quote	"The absolute number 1." (about Cennoni)
Manipulation	Superlative for the Swiss goalkeeper. Swedish players also receive praise ("incredibly fast" about Arvizon, 10:12), but superlatives are used less frequently.
Why problematic	Genre-typical home partisanship, not manipulative.

Finding 3:

Timestamp	05:20
Quote	"An incredible match that led the Swiss Nazi into the final against Sweden."
Manipulation	Note: "Nazi" is clearly a transcription error for "Nati" (abbreviation for national team). No manipulative choice of words.
Why problematic	Pure transcription error, no substantive relevance.

Summary: The choice of words is appropriate for a sports broadcast. Slight connotation differences between the description of Swiss and Swedish moves are genre-typical and not manipulative. No problematic choice of terms identified.



12. PRESENTER BEHAVIOUR

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Finding 1:

Timestamp 30:26 (Niederreiter interview)

Triggering event: Intermission interview after the first period (1:1).

Quote (presenter/Billeter) *"It's not the first time at this tournament that you've immediately conceded a goal right after scoring one yourselves. That's always a bit of a shame."*

Comparison No Swedish player is interviewed — therefore no direct comparison possible.

Asymmetry: The question is slightly empathetic ("a bit of a shame"), but factual and with a critical undertone (reference to a recurring problem). Not demonstrably asymmetric, as no comparable interview is available.

Finding 2:

Timestamp 56:03 (Schäppi interview)

Triggering event: Intermission interview after the second period (2:2).

Quote (presenter/Billeter) *"That was quite a sustained period of pressure that Sweden applied in the second period. How did you experience it?"*

Comparison No Swedish counter-interview.

Asymmetry: Factual, open question. Not demonstrably asymmetric.

Finding 3:

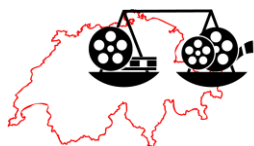
Timestamp 83:17

Quote (Billeter) *"You can all sit back down again."*

Comparison Emotional identification with the Swiss audience. Genre-typical for home commentary.

Asymmetry: Not demonstrable as presenter asymmetry — genre-typical partisanship.

Summary: Presenter behaviour is professional and appropriate for a sports broadcast. The interviews are factual, the questions open and not leading. The emotional identification with the Swiss team is genre-typical and not to be assessed as manipulative asymmetry.



13. QUESTION ASYMMETRY

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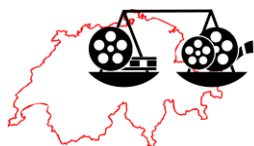
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No question asymmetry detectable. Both interviewed players (Niederreiter, Schäppi) receive comparable, factual questions about the match situation. Since no Swedish players are interviewed, a direct comparison is not possible. The questions put to the Swiss players are neither excessively soft nor hard — they are standard sports journalism.

Summary: No question asymmetry detectable. The interview questions are factual and genre-appropriately suitable.



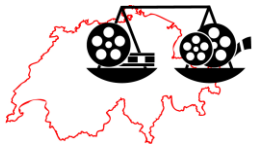
14. FALSE BALANCE

0/10

1 2 3 4 5 6 7 8 9 10

No false balance detectable. In a sports broadcast, the concept of false balance is not applicable in the same way as in political or scientific programmes. There is no "right" and "wrong" side — both teams are equal participants in a competition.

Summary: False balance is not a relevant criterion in a sports broadcast. No artificial balance or its absence identified.



15. AGENDA-SETTING

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Finding 1:

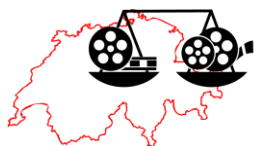
Agenda element set: The broadcast takes it as self-evident that Swiss ice hockey is a success story and that the 2018 final appearance is a historic moment. This is factually correct.

Timestamp

00:22 — Evidence: "Switzerland has qualified for the World Championship final, and for the second time within five years."

Alternative agenda: A more critical contextualisation could ask why Switzerland, despite two final appearances, lost both times, or what structural problems Swiss ice hockey has. However, this would not be the appropriate framework for a retrospective broadcast on "legendary moments".

Summary: The agenda-setting is appropriate for a retrospective broadcast on legendary sporting moments. The positive framing of Switzerland's final appearance as a historic event is factually correct and genre-typical.



CHAPTER 4 — OVERALL EVALUATION

Results

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

Dominant techniques

The 3 strongest techniques in this broadcast:

- 1. FRAMING (Score 2):** The broadcast frames the match throughout from a Swiss perspective — Switzerland as a brave underdog that can make history. This is genre-typical and not manipulative, but is the strongest identifiable technique.
- 2. COMPLETENESS (Score 2):** The missing Swedish perspective (no interviews, barely any tactical analysis of the opponent) is the largest substantive gap. Understandable given genre conventions, but a limitation of completeness.
- 3. SELECTIVE OUTRAGE (Score 1):** Minimal asymmetry in the commentary on refereeing decisions — slightly more indignant at decisions against Switzerland. Genre-typical and mild.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "Switzerland can compete at the highest level and hold its own against the great hockey nations."

Technique: Framing (narrative of the rising nation) — evidence: 05:35, 24:29

MESSAGE 2 (PERSONAL): "Leonardo Cennoni is a world-class goalkeeper who keeps Switzerland in the match."

Technique: Personalisation and heroisation — evidence: 06:14, 64:20

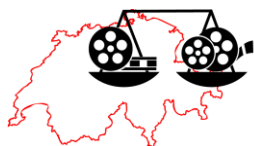
MESSAGE 3 (SOCIETAL): "Swiss ice hockey is a national success story that deserves identification and pride."

Technique: Agenda-setting and emotional framing — evidence: 00:22, 36:31

Reasoning: The broadcast is a sports transmission, for which different standards apply than for political news programmes. The genre-typical partisanship in favour of the home team is internationally customary and expected by the audience. The tactical analysis by Mario Rottaris is factually grounded and acknowledges the strengths of the opponent. The player interviews are factual and not leading. Art. 4 RTVG is primarily directed at information programmes on controversial topics — a sports broadcast does not fall within the core scope of this norm.

CONCLUSION

The broadcast analysed is a professional sports transmission of the Ice Hockey World Championship Final 2018 between Switzerland and Sweden. The commentary by Jan Billeter and Mario Rottaris is professionally competent, emotionally appropriate and acknowledges the performances of the opponent. The genre-typical partisanship in favour of the Swiss team moves within the internationally customary framework for home commentary in sports broadcasts. The tactical analyses by Rottaris are particularly noteworthy — they offer the viewer genuine added value and are factually grounded. A violation of Art. 4 RTVG is not discernible, as the norm is primarily directed at information programmes on controversial social and political topics, and a sports broadcast is subject to different journalistic standards.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	1/10	Unremarkable
2	SOURCE SELECTION	1/10	Unremarkable
3	TIME DISTRIBUTION	1/10	Unremarkable
4	OMISSION (Selective Omission)	1/10	Unremarkable
5	NUMERICAL MANIPULATION	0/10	Unremarkable
6	GUILT BY ASSOCIATION	0/10	Unremarkable
7	TIMING	0/10	Unremarkable
8	SELECTIVE OUTRAGE	1/10	Unremarkable
9	COMPLETENESS (Selective Omission — Overall picture)	2/10	Unremarkable
10	FRAMING (Setting the frame)	2/10	Unremarkable
11	CHOICE OF WORDS AND TERMS	1/10	Unremarkable
12	PRESENTER 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)

0.8/10

Unremarkable

SOFT FACTS SCORE (9-14)

0.8/10

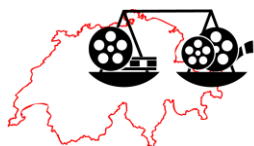
Unremarkable

OVERALL SCORE

0.8/10

Unremarkable

Averaged from hard facts and soft facts



KEY — Meaning of scores

Individual scores per criterion (0–10)

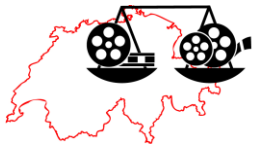
0	No finding	No relevant irregularity identified.
1–2	Weak finding	Slight irregularity without significant impairment of balance.
3–4	Slight to moderate finding	Discernible tendency; impact relevance low to moderate.
5	Moderate finding with impact relevance	Relevant imbalance that influences the opinion-forming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

Aggregated deviation index — interpretation ranges

0.0 – 2.5	Unremarkable	No significant patterns discernible; broadcast meets the requirement of factual accuracy.
2.6 – 4.0	Slight imbalance	Isolated irregularities; statistically visible, but still within the tolerance range.
4.1 – 6.0	Significant imbalance	Multiple significant 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 severity across almost all criteria; systematically one-sided reporting.

Party-political bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is clearly treated less favourably in representation, 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 treated more favourably in representation, speaking time or framing.



CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVG)

Assessment under Art. 4 RTVG

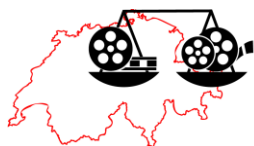
Art. 4 RTVG requires: accurate representation of facts and events, diversity of opinion on contested topics, balanced selection of interlocutors.

No violation discernible:

Art. 4 RTVG is primarily directed at information programmes that deal with controversial social, political or scientific topics. A sports broadcast does not fall within the core scope of this norm. The broadcast presents the match events accurately — the score, rule infringements, tactical situations and player performances are correctly conveyed. The genre-typical partisanship in favour of the home team is not a violation of the requirement of factual accuracy, as it is expected by the audience and is internationally standard. The performances of the opponent (Sweden) are appropriately acknowledged. Disputed refereeing decisions are commented on for both sides.

Overall assessment Art. 4 RTVG

The broadcast meets the requirements of Art. 4 RTVG within the scope of what is relevant for a sports broadcast. The match events are presented accurately and factually correctly. The emotional identification with the Swiss team is genre-typical and does not constitute a violation of the diversity requirement, as this is not a controversial social topic on which differing opinions would need to be represented. The tactical analysis by co-commentator Mario Rottaris raises the broadcast qualitatively and provides the viewer with a well-founded contextualisation of events. A violation of Art. 4 RTVG is not discernible.



CHAPTER 6 — SOURCE IN-DEPTH CHECK

No specialist bodies, NGOs or advisory services are cited in this broadcast. The only sources are the actors directly involved in the match events (players, coaches) and the SRF commentators. A source in-depth check for external organisations is therefore not applicable.

SRF Sport (as institutional framework):

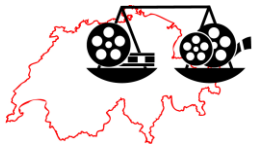
- 1. FUNDING:** Public broadcaster, financed through Serafe fees and advertising.
- 2. MANDATE:** Sports reporting as part of the public service mandate. Compatible with factual reporting.
- 3. CONFLICT OF INTEREST:** No structural conflict of interest regarding the match outcome. SRF benefits from high viewing figures, which favours exciting, emotional commentary — but this is genre-typical and not manipulative.
- 4. CREDIBILITY MATRIX:**
 - D1 Conflict of interest: 0 — D1a: No direct self-interest in the match outcome. D1b: 0 indicators.
 - D2 Personal risk: 0 — Standard activity.
 - D3 Professional competence: +2 — Professional sports editorial team.
 - D4 Consistency of opinion: +1 — Consistent sports reporting.
 - D5 Emotionalisation vs. data: 0 — Genre-typical mix.
 - D6 Source level: +2 — Primary source (own transmission).
 - TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN**
- 5. OPPOSING VOICE:** Not relevant for sports broadcast.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
SRF Sport (as institutional framework)	0	0	+2	+1	0	+2	+5	GREEN

Legal and methodological classification

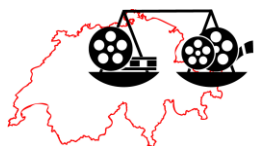
No finding of fact	The results presented do not constitute findings of fact about individual persons, editorial teams or broadcasts. They are to be understood as the result of a standardised operationalisation, not as a determination of individual responsibility.
No legal ruling	The aggregated deviation 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 AIEP).
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 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 broadcasts, 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 broadcasts of a radio or television programme must respect fundamental rights. Broadcasts must in particular respect human dignity, must not be discriminatory or contribute to racial hatred, must not endanger public morality, nor 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. Opinions and commentary must be recognisable as such.
- Art. 4 para. 4 RTVG: In the totality of editorial broadcasts, the diversity of events and opinions must be adequately expressed (diversity requirement).

Core obligations

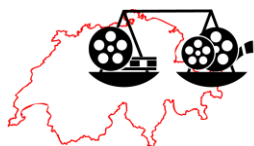
1. **Factual accuracy:** Accurate representation of facts and events
2. **Diversity of opinion:** Diversity of views on contested topics
3. **Balance:** Balanced selection of interlocutors

Supervisory authority

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

Complaints procedure

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



APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

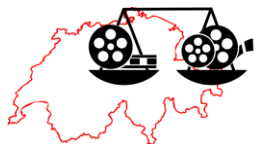
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SVFAB Working Papers

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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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Evaluations and membership at SVFAB

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

In order to make our work solid, we depend on membership and patron contributions.

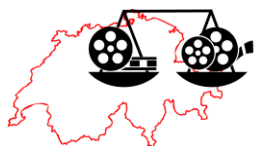
Contact and further information:

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IBAN: CH32 0900 0000 1675 6251 1

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The following books are available from SVFAB

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

Optionally the book comes with **playing cards**

Also available as an **audiobook**



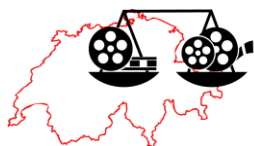
The interview is not a conversation. It is a stage — and someone else has written the script.

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

This book is not a media criticism book. It is a toolkit — for everyone who has a microphone in front of their face and wants to know what they can do about it. 7 chapters. 7 tools: What an interview 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



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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 AIEP, 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. Proceedings, personnel, powers, costs, statistics, legal recourse. And the constitutional law review that shows: the AIEP system meets none of the three fundamental criteria — it is not adequate, not subject to 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.