



A n n u a l r e p o r t 2 0 0 4

The Public Service Broadcaster RTV Slovenia
Annual Report 2004

The programme output of RTV Slovenia is available via the following paths:

- via terrestrial wireless waves in the Republic of Slovenia;
- in cable networks in Slovenia and those foreign countries that signed contracts on reemission (in Austria, Bosnia and Herzegovina, France, Croatia, Macedonia, Poland, Serbia and Montenegro, Slovakia, Sweden, the Czech Republic, Hungary);
- via the satellite Hot Bird 3, 13 degrees east, 12.30288 GHz, γ -polarisation 27.500 – $\frac{3}{4}$, Wide Beam;
- on the web site www.rtv slo.si;
- broadcasts for foreign countries are regularly also aired in cable systems in Germany, USA, Canada, Argentina, Australia, on the satellite channel 3-sat, satellite channel Europe by Satellite and satellite channel Scuola.

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Management and Programme Schedule of RTV Slovenia



Nikola Damjanić
Chairman of the Supervisory
Board of RTV Slovenia



Aleks Štakul
Director General
of RTV Slovenia



Boris Bergant
Deputy Director General for
International Relations



Janez Sajovic
Deputy Director General for
Organisation, Human Resources and
Information Technology



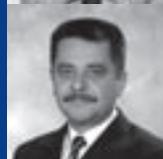
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Deputy Director General for
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Irena Urbanc
Deputy Director General for
Legal Affairs



Iztok Malačič, M.Sc.
Deputy Director General for
Marketing and Public Relations



Jože Vesel
Deputy Director General for Technology,
Investments, Development and Production



Marko Petretič
Head of OU
Television
Production



Igor Krč
Head of OU
Radio Production



Boris Rener
Head of OU Music
Production



Ivo Umek
Head of OU Record
Label



Cvetka Žirovnik
Head of the Regional
RTV Centre Maribor



Dragomir Mikelič
Head of the Regional RTV
Centre Koper/Capodistria



Zvezdan Martić
Head of MMC



Janez Kocijančič, M.Sc.
Chairman of the Council
of RTV Slovenia



Mojca Menart
Director of Television
Programmes



Miha Lampreht
Director of Radio
Programmes



Antonio Rocco
Director of RTV
Programmes for
the Italian National
Community



Albert Halász, Ph.D.
Director of RTV
Programmes for the
Hungarian National
Community



Tanja Starič
Managing Editor
of Television
News and
Current Affairs
Programmes



Bojan Veselinovič
Managing Editor
of the Radio News
and Current Affairs
Programmes



Robert Apollonio
Managing Editor
of the Television
Programme for the
Italian National
Community



Helena Zver
Managing Editor
of the Television
Programme for the
Hungarian National
Community



Jani Virk
Managing Editor
of Television
Culture and Arts
Programmes



Vlado Senica
Managing
Editor of Radio
Culture and Arts
Programmes



Vladimiro Dellore
Managing Editor
of the Radio
Programme for the
Italian National
Community



Jožef Végi
Managing Editor
of the Radio
Programme for the
Hungarian National
Community



Vanja Vardjan
Managing Editor
of Television
Entertainment and
Sports Programmes



**Ivanka Mulec
Ploj**
Managing Editor
of Radio Music
Programme



Nataša Segulin
Managing Editor
of the Regional TV
Programme in the
Regional RTV Centre
Koper/Capodistria



Leon Hrvatič
Managing Editor of
the Regional Radio
Programme in the
Regional RTV Centre
Koper/Capodistria



Božo Zorko
Managing Editor
of the Regional
TV Programme in
the Regional RTV
Centre Maribor



Anton Petelinšek
Managing Editor
of the Regional
Radio Programme
in the Regional RTV
Centre Maribor



Miran Dolenc
Head of OU
Transmitters and
Communications

Supervisory Board of
the OU Transmitters
and Communications,
6 members

Presentation of RTV Slovenia

RTV Slovenia is a public, non-profit radio-television organisation performing radio, television and other activities in order to satisfy legally stipulated social needs.

It operates on the basis of the Law on RTV Slovenia (Official Gazette RS, No. 18/1994) and several amendments adopted by the legislator and the Constitutional Court of the Republic of Slovenia in order to protect or additionally define public service. RTV Slovenia is a public-legal institution. It also operates in compliance with the Law on Media of the Republic of Slovenia (Official Gazette RS, No. 35/2001).

In compliance with *lex specialis* on public services, the Public Service Broadcaster RTV Slovenia is obligated to prepare two national television programmes, three national radio programmes, one radio and one television programme for the Italian and the Hungarian national communities in Slovenia, radio and television programmes for Slovene national communities in the neighbouring countries, radio and television programmes of regional RTV centres in Koper and Maribor and assure "quality and versatile informative, culture, educational and entertaining programmes, creation and performance and mediation of culture-arts works, broadcasts for Slovene national communities in the neighbouring countries, emigrants and migrant workers ..."

Moreover, RTV Slovenia must "respect human personality and dignity, principles of unbiased and truthful information, pluralism of opinion, ideology and religion as well as political independence and autonomy, it must assure integral and unbiased possibility of being informed and freedom of artistic creativity, educate and develop linguistic culture, protect children and young people against the contents that could harmfully influence their mental and corporal development".

The national programme must cover a territory inhabited by at least 90 percent of the population of the Republic of Slovenia or better 90 percent of the territory inhabited by the inhabitants of the Italian and Hungarian communities if a

national programme is in question (Article 5 of *lex specialis*).

In-house production, co-production and ordered production must encompass at least 50 percent of the time of the programmes of RTV Slovenia or in other words at least 2 hours a day in case of a minority radio programme, or at least 30 minutes in case of a minority television programme (Article 6 of *lex specialis*). In compliance with directives of the European Convention on Transfrontier Television of the Council of Europe, RTV Slovenia assures the prescribed quota of productions of independent producers and audio-visual productions. The entire legislation complies with both basic European documents.

The programmes of RTV Slovenia do not allow religious propaganda (Article 7 of the Law on RTV Slovenia) or political propaganda (Article 8 of the same Law), except during election campaigns, which are also very strictly determined by legal provisions.

The public service broadcaster RTV Slovenia is financed from several sources: RTV licence fee, commercial revenues, other commercial revenues and from the co-financing revenues of the Government of the Republic of Slovenia in compliance with the Law on RTV Slovenia. RTV licence fee payers are all those having a radio or television receiver on the territory of the Republic of Slovenia where technical conditions for the reception of at least one programme of RTV Slovenia are assured. An alternative way of determining licence fee payers was introduced by the amendment of the Law on RTV Slovenia (Official Gazette of RS, No. 88/99): there is a supposition that each electricity payer has a radio or television receiver and is therefore obligated to pay the RTV licence fee, unless a person gives a legally stipulated declaration. There are more than 600,000 active households that are bound to pay RTV licence fee.

As far as commercial revenue is concerned, the scope of advertising is limited to 12 minutes per hour and 9 minutes in prime time in the evening.

The founder of RTV Slovenia is the Parliament of the Republic of Slovenia.

Management Bodies

A) The Council of RTV Slovenia consists of 25 members; it is made up according to the civil-society model. Five representatives are elected by the Parliament in compliance with proportional representation of political parties (councillors cannot be members of parliament or state officials), one member is autonomously delegated by the Italian and Hungarian communities respectively and one member also autonomously and without arbitrage by 15 civil-social organisations or institutions respectively (their representatives also cannot be members of the parliament, members of the state council, state officials or members of the management of political parties or members employed in the RTV Slovenia). Three members of the body are elected by the employees of RTV Slovenia from the field of informative, culture and arts and technical activities.

The council of RTV Slovenia, with a four-year mandate from June 2002

President:

Janez KOCIJANČIČ, M.Sc.

(Olympic Committee of Slovenia - Association of Sports Federations)

Deputy of the President:

Tone PLOJ, Ph.D.

(University of Ljubljana and University of Maribor)

Members:

Anton JEGLIČ, Ph.D.

- Parliament of the Republic of Slovenia

France ARHAR, Ph.D.

(Jožef JERAJ until December 2002)

- Parliament of the Republic of Slovenia

Vladimir MIHELJAK, Ph.D.

- Parliament of the Republic of Slovenia

Jože OSTERMAN

- Parliament of the Republic of Slovenia

Petra ŠKOFIC

- Parliament of the Republic of Slovenia

Dario APOLLONIO

- Italian national community

Jožef KOCON

- Hungarian national community

Jože TOPORIŠIČ, Ph.D.

(Rudi ŠELIGO, M.A. until December 2002)

- Slovene Academy of Arts and Sciences

Peter KOLŠEK

- Association of Slovene Film Producers

Mitja BERVAR

- Association of Musicians and the Association of Composers

Vlado ŽABOT

(Aleš BERGER until December 2003)

- Association of Slovene Writers and Association of Theatre Artists

Franček RUDOLF

- Association of Cultural Organisations of Slovenia

Peter JANČIČ

- Federation of Journalists of Slovenia

Aljoša REDŽEPOVIČ, M.A.

- Council of the Organisation of the Disabled Persons

Janez BOHORIČ

(Stojan BINDER until December 2002)

- Association of Employers of Slovenia

Marjan KOVAČ

- Slovene Co-operative Union and Slovene Farmer's Association

Marjan SEDMAK

- Coordination Committee of Organisations and Parties of the Retired People of Slovenia

Lojze ADAMIJE

(Srečko ČATER until September 2004)

- Representative trade unions as organisations of employees

Slavko GEGIČ

- Youth Council of Slovenia and the Union of Youth Supporters of Slovenia

Hubert POŽARNIK, Ph.D.

- religious communities

Neva ZAJC

(Rosvita PESEK, M.A., until December 2003)

- employees of RTV Slovenia (informative activity)

Aleš JAN

(Milan DEKLEVA until December 2003)

- employees of RTV Slovenia (cultural-artistic activity)

Tom ZALAZNIK

- employees of RTV Slovenia (technical activity)

B) Supervisory board of RTV Slovenia has 7 members. The Parliament appoints three members, the Government of the Republic of Slovenia two members, the employees of RTV Slovenia elect the remaining two members in direct election.

Supervisory Board of RTV Slovenia, with a four-year mandate from July 2002

President:**Nikola DAMJANIČ**

(appointed by the Parliament of the Republic of Slovenia)

President Deputy:**Alfred ŠARLAH**

(appointed by the Parliament of the Republic of Slovenia)

Members:**Janez JEROVŠEK Ph.D.**

(Alja BRGLEZ, Ph.D. until April 2004)

(appointed by the Parliament of the Republic of Slovenia on the Government's proposal)

Venčeslav RADI

(appointed by the Parliament of the Republic of Slovenia on the Government's proposal)

Alfred KILLER

(appointed by the Parliament of the Republic of Slovenia on the Government's proposal)

Tomaž RANC

(representative of the employees of RTV Slovenia)

Rajko GERIČ

(representative of the employees of RTV Slovenia)

C) Business and programme management of RTV Slovenia

is elected by the Council of RTV Slovenia based on a public call. After being elected to the Council, Director General is confirmed by the Parliament.

Programme directors are finally elected by the Council of RTV Slovenia under the consideration of the opinion of Director General, managing editors of programmes are appointed on the basis of the opinion of the directors of programmes and on the basis of the opinion of the representation of the employees in the editorial board.

Director General appoints managers who assure the proper operation of the business system independently. The mandate of all is four years.

With its decision No. 106/01-27 of February 5, 2004 the Constitutional Court of the Republic of Slovenia judged the suggestion of RTV Slovenia concerning the constitutionality of the amendment of the law on the exclusion of means received by the public service broadcaster from RTV licence fee for other needs (financing of non-commercial local programmes). This decision is the most important decision of the Constitutional Court in support to the mission of the public service broadcaster for its political and commercial independence and can be compared to the similar decision of the German Constitutional Court of Karlsruhe in the 1980s.

Selected milestones in the development of RTV Slovenia:

1928	establishment of Radio Ljubljana
1957	first television broadcasting
1965	first radio airing in stereo technique
1966	first television airing in colours
1975	erection of a new RTV Centre in Ljubljana
1984	introduction of teletext
1986	beginning of digitalisation
1993	erection of the first terrestrial satellite station in Ljubljana
1997	first test of DAB (Digital Audio Broadcasting)
1998	introduction of digitalisation of radio (DALET) initiation of regular broadcasting of programmes of RTV Slovenia via the satellite Hot Bird 3
1999	introduction of digitalisation on television
2000	erection of the second terrestrial satellite station in Domžale
2002	initiation of multimedia activity, introduction of web sites www.rtvsllo.si, extension of offer of the Internet via mobile telephony, modernisation of teletext
2004	opening of a new RTV studio in Lendava for the needs of the Hungarian national community



Address of Director General of RTV Slovenia

The programme and business year 2004 was successful for RTV Slovenia.

We managed to realise a series of demanding radio and television projects concerning the accession of Slovenia to the European Union (EU), election to the European Parliament, election to the Slovene Parliament, European Handball and Gymnastics Championships in Slovenia and summer Olympic Games in Athens. The offer of higher quality and versatility increased the rating of television and radio programming. The first programme of Radio Slovenia and Val 202 are by far the most popular and listened to in Slovenia.

We have improved and increased the offer in multimedia services. Teletext has preserved the position of the quickest medium, which is regularly used by more than half a million of inhabitants. Since January 2004 until December 2004 our web portal reached a quadruple number of web site hits in Slovenia and abroad.

We have prepared and adopted the strategy of RTV Slovenia 2004-2010, which defines our vision and strategic goals. The strongest accent is being given on the quality of radio and television programme output, recovery and lowering of expenses by means of business processes renovation, improvement of personnel and educational structure, development of new contents with multimedia services and modernisation of technological equipment required by digitalisation. All our activities are oriented towards the main goal, namely to achieve programme and business excellence based on ISO standards by the end of 2006.

Two decisions of the Constitutional Court of the Republic of Slovenia are of utter importance for further operation. The first one dated February 2004 refers to the cancellation of part of provisions of Article 82 of the Law on Media. The findings of the constitutional court are the most important in the part, where the provision treats financial, programming and organisational independence of RTV Slovenia. Interference of arbitrage to RTV licence fee is inadmissible interference in the constitutional and independent status of RTV Slovenia.

The second decision of the constitutional court of September 2004 regulates the way of calculating late interests in compliance with the law on tax proceedings in cases when the

proceedings are not yet finally binding. As already known RTV Slovenia paid the total amount due accrued by late interests due to the unpaid tax debt for 1996-1998 on July 1, 2004 in the amount of 5.5 billion tolar with loans and capital assets. It thus got rid of one of its heaviest financial burdens. Following our appeal, the Administrative Court issued a decision that stipulated the overcalculated legally stipulated late interests should be returned in the amount of 3.8 billion tolar.

Having decreased the expenses and increased the marketing revenues and RTV licence fee, the business year 2004 ended with a positive financial result in the amount of 576 million tolar. The highest income was the payment of dividends of the Eutelsat company in the amount of two billion tolar. The remittance lowered the debt of the broadcaster.

If we do not take the hired loan for the payment of the turnover tax into account, the indebtedness of the public broadcaster in 2004 was lower than that of 2003. The returned late interests by DURS and the returned sum will pay off our loans. At the end of 2005 our total indebtedness in comparison with 2001 will be by half the smaller and will amount to only 2.5 billion tolar.

We successfully completed the information renovation of the RTV licence fee calculation department, especially in harmonising the records and used our own knowledge to do away with high costs of external collaborators.

One of the central tasks remains the decreasing of labour costs in compliance with the adopted strategy. We cannot be satisfied with the attained dynamics of compulsory decrease of the number of full-time employees and also external part-time co-operators.

The reasons are to be searched in stiff legislation concerning retirement and abolishing of certain services. At the end of the year RTV Slovenia had 2,150 employees. The decrease of the total costs of labour, which is one of the key tasks of recovery and also includes regular part-time collaborators and students, will also continue in 2005 in compliance with the strategy and also under the consideration of the new income tax legislation. By 2008 we have to cut the number of full-time employees and regular part-time co-operators by 600.

In 2004 the employees were included in the additional pension insurance scheme. In October, a journalist's strike was

organised and it had an influence on the lowering of the RTV licence fee in December.

Apart from continuing the business process renovation, which we must entirely realise ourselves, we have also started the renovation of the business-information system, which will come to completion by the end of 2005. The renovated business-information system will close and centralise unified purchasing, sales, storing, financial, accounting and other processes, which decrease the costs by the introduction of new labour procedures thus allowing for a more efficient decision-making. This will also attain one of the strategic goals: mastering and control of the full economic price of our programming products.

In 2004, having followed such orientation, we seriously started gradual personnel renovation, because the average age of the employees is 48 years and almost a half of them does not meet educational conditions required by systematisation. The number of managers who served their own purposes was decreased by a half. In our own educational centre with both domestic and foreign experts, we also partly do away with this gap. Here is the question about programmes and specific occupations, which are, unfortunately, not present in the existing educational system in the country. One thousand

workers are included in the most varied types of education. All workshops and courses end with a knowledge test and an adequate certificate is issued. We will be consistent in employing only young personnel with adequate professional training and we will assure permanent additional education of the employees and also of those who are poorly employable in case of technologic surpluses. It is impossible to develop and improve organisational culture without the necessary personnel renovation. Especially highly trained and qualified personnel can attain demanding strategic goals of programmes, technology and business.

The changes on the path of demanding transition, which started in 2001 prove that we are on the right path. Integral change and recovery of RTV Slovenia calls for many more organisational and other changes. Their positive effect and more stable operations can only be reached within a long period of time. It is of special importance that the employees have felt a need for changes and the obtained results confirm that we are also up to the strongest tasks.

Aleks Štakul

Director General of RTV Slovenia





Address of the Chairman of the Council of RTV Slovenia

The year 2004 will be written in history as the year, in which financial and economic circumstances of RTV Slovenia normalised. We have seen a solution to several matters that have been an unnecessary financial burden to the public service broadcaster for quite many years. I think of the decision of the constitutional court about the anti-constitutionality of a 3-percent allocation of RTV licence fee for financing of public radio and television stations and of the judgement of the same court that billing of late interests at claims of the state are not in compliance with the constitution, before the claims become legally binding. Due to the ownership of shares in Eutelsat, RTV Slovenia received substantial dividends for the first time. The yearly business result was thus positive considering adequate back payments, recovery measures and savings, furthermore, we even experienced an excess of revenues over expenditures and the decrease of cumulative debt of the public service broadcaster.

The result is by all means encouraging, yet certainly not so good that we could feel a long-term relief or discontinue adopting long-term recovery orientation of the public service broadcaster. We must not forget that the years of financial shortage lacked technological modernisation of RTV

operations and that in the most important financing source, i.e. RTV licence fee, its relative value diminished, because its amount has been lagging behind inflation for a number of years, or, which might be a more adequate comparison, behind a monthly subscription of important Slovene daily newspapers. My opinion is that diminishing of public resources for the financing of programmes and the operation of RTV Slovenia over long years is not beneficial to anybody and is harmful for public interest. It is time that also the Slovene Government and the Parliament become aware of it.

The public service broadcaster performed its legally determined tasks in a fair way. Under the given circumstances and with the available money and capacities even very well. The institute received numerous international and domestic awards for its work, but also many a criticism. The latter is welcome, because it gives the broadcaster an opportunity to comb its plans and to try to improve its operations. It will mostly rest on the long-term development programme that was also adopted by the Council of RTV Slovenia in 2004.

Janez Kocijančič, M.Sc.

Chairman of the Council of RTV Slovenia

A handwritten signature in black ink, appearing to read 'Janez', written in a cursive style.

Address of the Chairman of the Supervisory Board of RTV Slovenia



In 2004 The Supervisory Board of RTV Slovenia acted within the scope of its competence stipulated in the Law on RTV Slovenia, the Statutes of the public service broadcaster and regulations of the supervisory board of RTV Slovenia and performed supervision of the business operations of RTV Slovenia, reviewed the realisation of the financial plan, periodical statements of account and the final statement of accounts and supervised the books and legal conformity of operations. During the year, the Supervisory Board had ten ordinary and two extraordinary meetings. The decisions and findings have been passed on to the Parliament, the competent ministry and the Council of RTV Slovenia.

At the beginning of the year 2004, The Supervisory Board of RTV Slovenia supported the proposal of the programme and business plan of RTV Slovenia for 2004 and followed its implementation as one goes along (each month) and warned the Management and the Council of the Public Service Broadcaster as well as the founder of its findings.

Within its competence the Supervisory Board also dealt with the problem of tax debt recovery, which reached 5.3 billion tolar at the beginning of the year. The management staff of the public service broadcaster hired a bank loan on the proposal of the supervisory board and used it to entirely pay off the tax debt thus substantially lowering the costs of interests. The supervisory board was also the initiator for the sale-off of shares of the Eutelsat company and for the settlement of relations for rented transponders, which were evaluated as a risky business move.

After getting an insight into the annual report of the public service broadcaster for 2004, the Supervisory Board established that the broadcaster ended the business year 2004 with a positive financial result in the amount of 576 million tolar.

Undoubtedly, the highest positive impact on the result came from the paying-off of the dividends of the Eutelsat company in the amount of 2.2 billion tolar, which consequentially also contributed to the lowering of debt of the institute. It must be stressed that the revenues from marketing exceeded the planned ones. At the expenditures side, the financing costs were among others above the plan, in the amount of 400 million tolar; the costs of labour were also exceeded in the amount of 432 million tolar. Apart from the continuation of business process renovation, in 2004 the institute also started a renovation of the business-information system, which will close and centrally unify the purchasing, sales, warehousing, financial, accounting and other processes, which are meant to lower the costs by introducing new labour proceedings and thus also provide for a more efficient business decision-making. At the end of the year the institute had 2,150 employees, i.e. 26 persons less compared to the beginning of the year. Despite the fact that the number of regular external part-time collaborators and students is smaller by 250, the labour costs and the costs of regular part-time collaborators are still above the realistic possibilities of the institute.

The supervisory board established that the business year 2004 was the first year after a long time, when the institute had positive results. It is expected for 2005 that the problem of indebtedness of the institute will be finally solved, also the questions concerning the sale of the ownership share in the Eutelsat company should be solved, however, we can expect to see the enforcement of the goals from the recovery programme and their realisation will ascertain better quality of operations and development of the public service broadcaster of RTV Slovenia.

Nikola Damjanić

Chairman of the Supervisory Board of RTV Slovenia

A handwritten signature in black ink, appearing to be 'N. Damjanić', written in a cursive style.

Auditor's Report



Auditor's Report

To the Council of RADIOTELEVIZIJA SLOVENIJA

We have audited the income statement of Radiotelevizija Slovenija, as of 31 December 2004 and the related statement of revenue and expenses of certain users, the statement of revenue and expenses on the basis of the cash flow principle for the financial year ended 31 December 2004. These financial statements are the responsibility of the management of the public service broadcaster. Our responsibility is to express an opinion on these financial statements.

We conducted our audit in accordance with basic auditing principles and International Standards on Auditing, as well as guidelines for the audit of financial statements, adopted by the Slovenian Institute of Auditors taking into consideration that the financial statements of Radiotelevizija Slovenija have been prepared in compliance with the Accountancy Act, executive regulations and Slovenian Accounting Standards. Those principles and standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. We have also assessed the accounting standards and significant methods of disclosing amounts applied by the management in the financial statements, as well as evaluated disclosures in these financial statements. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above give a true and fair view of the financial position of Radiotelevizija Slovenija as of 31 December 2004, in accordance with the Accountancy Act and the Slovenian Accounting Standards.

The management report is in conformity with the audited financial statements.

Without expressing a qualification, we point out that the public service broadcaster acts as defendant in several disputes. The outcome of the aforementioned lawsuits is hard to predict. Hence, the public service broadcaster took into account the total amount of claims (1,693,718 thousand SIT) and formed long-term provisions in the total amount of 958,744 thousand SIT (Note 3.2.21 of the Report).

Jovita Ažman, B.Sc.Ec.
Certified Auditor

KPMG SLOVENIJA

podjetje za revidiranje, d.o.o.

Marjan Mahnič, B.Sc.Ec.
Managing Partner and Certified Auditor

KPMG Slovenija, d.o.o.

Ljubljana, 3 May 2005



Programme Unit Television Slovenia

Programme Unit Television Slovenia

Today, television medium probably changes faster than other media, which is due to the time that people dedicate to watching and due to the influence exerted by the happening on television on their lives and understanding of the world. And last but not least, the importance of a public, national television, its credibility, quality and reaction time is still greater, because it shapes the viewer's values.

This is the reason why the year 2004 was utterly demanding for the creators of national and regional television programmes. 2004 was the year of great events, which represented in the television sense the year of demanding, extraordinary, huge programme-production projects: upon Slovenia accessing the EU and NATO, upon the European and parliamentary election, two important sports championships in the state, the European Championships in handball and gymnastics and also in Olympic and football year and strategic shift of in-house feature programming. Since the programmes are created by the knowledge of people dedicated to the medium and closer labour field and teamwork, which is the core of any television, it is exactly the people from various television professions who are to thank to have implemented the set programme-production plans in compliance with the laws on media, our mission and the adopted programme scheme.

Demanding financial and personnel circumstances set even more restrictive frameworks for the fixed programming than in the past years, the increase was only in the acquisition of sports programme rights. In compliance with basic accounting directives there have been several changes, especially in apportionment in long-term projects.

The quality of implemented important extraordinary projects in the daily-news programming, relatively good implementation in the sports programming and further restructuring of programming to the benefit of in-house production, especially

featured, which increased most among all productions, strengthened the position of the public service broadcaster in 2004 in the perception of viewers as well, despite even stiffer competition in the media space.

Despite an extraordinarily extensive programme output in Slovenia we managed to strengthen our position on the market especially by strengthening the programme schedule of the first programme, where the increased rating was noted especially at 20.00 hours, and by responding to events with direct broadcasts on the second programme. We can also be happy about the favourable data compared to the position of other public televisions in Europe.

International co-productions are one of our important strategic orientations, either co-operation with domestic and foreign independent producers or with other European televisions. In co-operation with others we carried out a number of interesting and successful, especially documentary and featured projects last year. In the European Broadcasting Union (EBU) we jumped from the 12th place to the 6th in co-operation in international co-productions.

It is difficult to put down all those programmes and broadcasts of high quality that met our mission in 2004 on such limited space. We have enumerated the most important ones in individual editorial-producing units and drawn attention also to some awards and prizes, because we can truly say that the past year was successful and extraordinary, which will be actually hard to repeat. We are aware that we cannot rest and we have self-criticism in every-day checking and planning of a television programme.

Mojca Menart

Director of TV Programmes of RTV Slovenia



Pod žarometom

Informative and Education Programmes

The first half of 2004 was very demanding for the creators of the **news programme**. Slovenia has become a EU and NATO member state. Accession to the EU was one of the largest projects in the past years, comparable merely to that relating to the independence of Slovenia. Despite complicated circumstances (the main celebration on seven scenes simultaneously) Television Slovenia had a cycle of special topical, contact, counselling and documentary broadcasts and articles on the EU in the months of winter and spring (**Vem - veš, Pod žarometom, Med željami in resničnostjo, Majhen narod - velik jezik, Izkušnja Evrope, Prihodnost, Evropa, evo me, evo me celi svet, Že v Evropi, Zgodba dveh mest ...**) and especially the programme in the evening of the 30th April and proved that both in programme and production senses it is capable of preparing even the largest projects comparable to those of other European national television stations and that is certainly the only television in Slovenia capable of perfectly carrying out such demanding task. On that day we connected in all daily newscasts and in the special broadcast **Nova zvezda Evrope** directly with five scenes in Slovenia (in Nova Gorica, Gornja Radgona, Hodoš, Ljubljana and Bovec) and three scenes in Europe (in Brussels, Dublin and with the area boarder-crossing of three countries: Germany, Czech Republic and Poland in Zittau).

Immediately after Slovenia has joined the EU, we started preparations for the first European election. In the campaign period the daily news programme observed the rules adopted by the Council of RTV Slovenia and which logically derived from the provisions of the Law on Election Campaign, the Law on RTV Slovenia and the Code of RTV Slovenia. We prepared the total of eight confrontations, published self-presentations of lists and monitored pre-election activities of parties and candidates in a special election block. The election day was the biggest mouthful, when the daily news programme prepared a three-hour programming with live broadcasts from a variety of scenes (from the election committee of the Republic, election headquarters of parties, from Brussels), with guests Mr. Niko Toš, Ph.D., and Mr. Peter Jambreč, Ph.D., and with the results of exit polls, prepared for RTV Slovenia by Gral-Iteo. This time the election day silence lasted until 22.00 hours in compliance with the European practice, and not until 19.00 hours as usual in Slovenia, the analyses and forecasts were therefore substantively more demanding than usually. The broadcast was very successful and reached the highest rating compared to other television programming in that time slot. After the election to the European Parliament was over, we started preparations for the parliamentary election in Slovenia. We prepared six topical confrontations on various topical issues



Studio City



Intervju



Tarča



Election 2004

and two confrontations of presidents of parliamentary parties. RTV Slovenia was the only medium in Slovenia that equally included non-parliamentary parties and movements in pre-election discussions as well (in legally stipulated ratio 1 : 2). It proved (and it should be born in mind when preparing future election projects) that under the respect of legal regulations, the audience evaluated this democratic standpoint of the public medium in different ways. We should also have listened to the opinions of professional public that too much openness of a medium can blur realistic political contrasts among more powerful political parties.

Television Slovenia also provided for self-presentations of parties and followed their pre-election activities regularly in its daily newscasts.

The daily news programme carefully prepared for the television coverage of the election day, yet it was prevented by a journalists' strike. Immediately after the completion of the strike the daily news programme precisely presented the results of the election in a more than three-hour programme, the results were analysed and the first after-election confrontation of presidents of newly elected parliamentary parties was prepared, too.

The broadcasts of the daily news programme were also marked by the discussions and referendum on the deleted, extraordinary parliamentary sessions, campaign before parliamentary election, the earthquake in the Posočje region, terrorism in the world (in Spain and Russia), the war in Iraq, tension in the Near East, the American presidential campaign. Stirring events have also caused several exceptions: we prepared extra referendum *Odmevi*, extra newscasts upon Slovenia joining the EU, extra newscasts at earthquake, extra newscasts at the terrorist attack in Beslan. RTV Slovenia had its correspondents on numerous points of crisis. The correspondent from Moscow, Ms. Vlasta Jeseničnik, needs special mention: she prepared direct live broadcasts from the scene of terrorist attack in Beslan. The rating of daily-news programmes was within the expected frames, *Dnevnik* was, especially in autumn, more highly rated than in the same period last year, *Odmevi* had the standard high rating.

To especially successful regular broadcasts in 2004 count **Tarča**, **Tednik**, **Polnočni klub**, series of **Omizje**, **Studio City**, **Pod žarometom**, **Intervju**, newly conceived **Izzivi**, **Mednarodna obzorja** and **Dosje**.

The year 2004 was very dynamical for the **educational programme**, too. We prepared quite several projects of more demanding contents, like regular broadcasts **Humanistika**, **Zenit**, **Volja najde pot** (in the latter broadcasts we have put a special tinge of quality to the question of creativity and of the different), and also documentary series like **Slovenija skozi čas**.

The broadcast **Virtualni človek** of the screenwriter Renata Dacinger directed by Petra Hauc from the series of broadcasts on science *Zenit* received the first prize in its category at the international festival of popularised broadcasts in Prague.

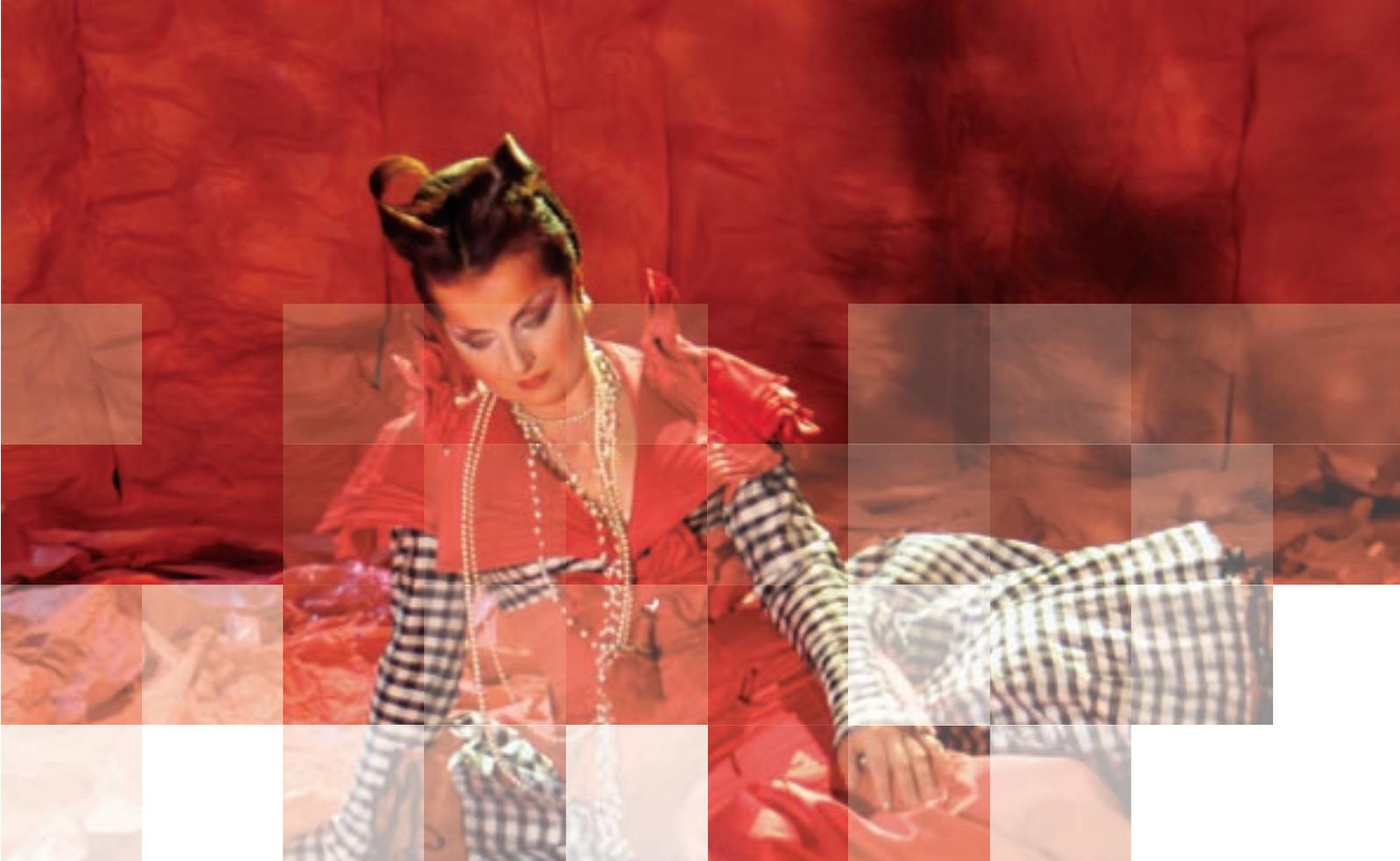
We successfully carried a co-production series **Okus po vinu**, which was an intelligent way of presenting wine as a companion of human hedonism, yet also of our passing away. At the tender for independent producers the project of Matjaž Fistravec **Zadnji tovor** was selected, which turned to a successful documentary with the main protagonist Alojz Lipavec. Slovene viewers were its great lovers.

The experience from 2004 confirmed our commitment to dedicate the prevailing part of the education programme to the contents of national importance. The series **Dnevnik nekega naroda**, which began in 2000, ran across a very constructive reaction and approval among the viewers after they have seen the first three parts.

Foreign documentaries with precise profilation of time slots and top quality selection of the best world production houses were better rated in 2004 than the year before, because the regular slots were obviously adopted by the viewers.

Tanja Starič

Managing Editor of News and Current Affairs Programmes
of TV Slovenia



Operne arije

Culture and Arts Programmes

The culture and arts programmes entirely accomplished the programme set for 2004, preserved a high level of production of culture and arts broadcasts and offered some programme high peaks (feature films *Želim vse*, *Delo osvobaja*, *Jasnovidka*, documentaries on Kocbek, Furlan, Pučnik, Slovene impressionists, archeologic findings in the Ljubljanica river ...), which were an important contribution to the programme output of Television Slovenia.

In 2004 the **drama programme desk** realised its long-year wish, namely that one time slot (on Saturdays night) would be filled by premieres of domestic featured series the whole year through (except in July and August). From January until December the following series were broadcasted **Vrtičkarji**, **Čokoladne sanje** and **Hotel poldruga zvezdica**.

Vrtičkarji ended a long-year project. Čokoladne sanje was the first project obtained by an audio-visual tender for independent producers. Hotel poldruga zvezdica is the first project of this type that was recorded in domestic studios after long years of absence.

Another peak of the drama programme desk was premiere broadcasting of three featured films in December **Jasnovidka**, **Delo osvobaja** and **Želim vse**.

We recorded nine plays. We also recorded and aired two very successful international co-production projects: the featured-documentary **Olimpijska poletja Staneta Derganca** and a short feature film **Evropa** by Damjan Kozole.

In 2004 the **foreign feature programmes desk** covered nine premiere and seven rerun programme time slots a week. Each of the slots was profiled as to the programming and oriented towards selected target groups of viewers. We paid most attention to our programme mission and social status of the national television and gave it advantage over commercial likeability and popular viewability. Core time slots of the desk were well established and in public well recalled tokens of feature film politics of Television Slovenia: **Sedmi pečat**, **Film tedna**, **Poseben pogled**, **Žanrski petek**, **Kino Kekec**, **Kino klub** and **Avtorski cikel**. In Sedmi pečat we paid special attention to national versatility of broadcasted films with a special stress on European cinematography and other non-American productions.

In Kino Kekec we try to show the best production of featured and animated films and apart from that we continuously follow the classic and modern Slovene cinematography for children and young audiences as well.



Hotel poldruga zvezdica



Zajček Bine



Peti element

Ozare

We broadcasted 47 various series and serials. There is an obvious predominance of the European production (37 titles), headed by the English production.

The **desk of broadcasts on culture** completed the programme year 2004 in accordance with the adopted plan. Important refreshment was given to the daily broadcast **Kultura** aired each workday after Odmevi. The fundamental starting point that was successfully enforced in this broadcast was versatility of contents and design, correct moderation of the broadcast with a nice and understandable address of viewers. The success of this simple, yet efficient concept was confirmed by rating, which reached an average of 6.4 percent.

In 2004 the central mosaic broadcast **Osmi dan** ran smoothly and with high quality as well. The desk introduced a modernised concept and for the first time prepared the broadcast also in summer time.

Monotopical broadcasts as a whole reached one of the highest average rating in 2004. A majority of redactors prepare topical issues and well conceived contents and shape of the broadcast, which attracts a wider circle of viewers. The broadcast **Peti element** is on the top by rating, it reached a rating of 5.8 percent. **Izvirni** is a broadcast dedicated to young, still unestablished authors and also to some amateur forms of culture.

The novelty of 2004 in the **desk of serious music and ballet** was recording of a series of broadcasts **Operne arije s slovenskimi pevci**. We continued a series of arts broadcasts, in which Slovene musical and dancing-ballet artists were presented. We recorded the portrait film **Življenje in dan balerine Nene Vrhovec Stevens**, we set the coordinates of a group of Slovene composers **Pro musica viva**, and created a portrait of the composer Pavel Mihelčič, and a documentary on the musical group Terrafolk. We continued recording portrait films on Dubravka Tomšič Srebotnjak and on the conductor Marko Letonja, which was recorded in co-production with the Swiss Television DRS.

We also continued recording and processing of series representing Slovene opera and ballet art. We recorded two series **Zgodovina slovenske opere** and **Po sledih baleta na Slovenskem**.

Via the artistic documentary **O Giselle** we presented the oldest ballet work.

We presented the activity of all five music ensembles of RTV Slovenia, Slovene choir and jazz music in more detail.

The **desk of culture and documentary programmes** realised all set projects. An outstanding success was a portrait with the title **Jože Pučnik - korak pred drugimi, Kocbek - pesnik v pogrezu zgodovine**, the portrait of Ratko Polič Rac **Hudičev izboljševalec sveta**, the portrait of **Boris Podrecca** and the documentary on the **Pohorje ...**

Among co-production works let us mention (with Idee Suisse) **In potem Goldy reče ...**, **Valček za 4**, the documentary on Slovene impersonists.

Our projects attracted an immense interest of viewers and culture public, among others especially the documentaries on Pučnik and Kocbek, Impresionisti and the project on the Ljubljana river as an extraordinary archeological site. We strive to reflect the topical moment in documentaries like Adijo, Tobačna, Pohorje and a series of documentary portraits tries to end the gallery of Slovene art creators.

In **children's and youth programme** we put much effort into the preparation and recording of the featured series and the film **Življenje kot v filmu** after the novel of Nejka Omahen, and into the realisation of the humoristic family series **Totalna razprodaja** narrating about our addiction to spending money on goods in a humorous way.

We recorded five new episodes of the entertaining and educational series **Zajček Bine** intended for the youngest audiences, and the demanding featured documentary series **Ajkec iz galerije**. The fairy tale hero Ajkec Pajkec explains the mysteries of conservation and restoration of works of art to children.

Among the broadcasts that became the sign of quality of the children and youth's programme last year, let us mention the feature-documentary educational series **Potepanja** and the series **Slovenski vodni krog**. The ascent of Slovene animation is also confirmed by Gregor Mastnak with the first episode of his **Bizgeci**. After a break we recorded the renovated series of popular **Sprehodi v naravo**.

In the **religious programme desk** we reached an average rating of 3.2 percent and a 23-percent share in 2004, the most outstanding broadcasts were **Obzorja duha**, **Duhovni utrip**, **Sveto in svet** and **Ozare**. We realised all feast broadcasts: two for Christmas and Easter.

Regular broadcast of masses reached a rating of 3.9 percent and a 32-percent share. In the scope of regular broadcasts we prepared a direct broadcast of the investiture of the new archbishop of Ljubljana, two broadcasts of the pope's address **Urbi et orbi** (for Christmas and Easter) and adopted the broadcast of the **Stations of the Cross** from the Coliseum in Rome. We also recorded several documentaries **Fruška gora - sveta gora**

pravoslavja, Rusko vstajenje, Pesem reformacije, Skrivnost božiča and the echoing broadcast **V imenu ljudstva**.

Jani Virk

Managing Editor of Culture and Arts Programmes
of TV Slovenia



Tistega lepega popoldneva

Entertainment and Sports Programmes

In 2004 the **entertainment programme** of Television Slovenia realised 517 broadcasts of domestic and 111 broadcasts of foreign production, which represented the total of 34,162 minutes of programming, we had planned 33,716 minutes. In the mentioned period we offered 84 percent of domestic and 16 percent of foreign programming to the viewers. The data on quality are more important than those on quantity, whereby the entertainment and sports programmes are bound by two criteria: rating and accomplishment of the mission of the national television. The rating results in 2004 exceeded the prognosis.

The rating of all broadcasts in prime time exceeded the prognosed rating by one to three percent. Two broadcasts were outstanding: *Spet doma* with a 17.6-percent average rating and a 41-percent share and *Najšibkejši člen* (Weakest Link) with a 15.9-percent rating and a 44-percent share. Among unique projects *Spet doma na silvestrovo* had a 19.9-percent rating and a 58-percent share and *EMA 2004* had a 24.2-percent rating and a 57-percent share.

In 2004 four preselections of *EMA 2004* were introduced. The Slovene representative for *Eurosong 2004* was selected in

February at the gala television show **EMA 2004**, which was prepared at *Gospodarsko razstavišče* (fair and exhibition place in Ljubljana). In March we reintroduced the Mario Galunič' Sunday broadcast **Spet doma**. It immediately reached the highest rating in its time slot. The broadcast brought to life a new star of the Slovene media scene Ana Liza. With this role the actress Nataša Tič Ralijan conquered the hearts of Slovene viewers and was also given this year's award of Frane Milčinski-Ježek. At the beginning of September we prepared the traditional festival **Slovenska popevka 2004** in co-operation with Radio Slovenia, the Music Production of RTV Slovenia, the Record Label of RTV Slovenia, the Festival of Ljubljana and the Municipality of Ljubljana. At the end of October we introduced a Saturday night broadcast **HRI-bar**. Sašo Hribar presented himself in the entertaining talk show with elements of satire and imitation. In mere two months the broadcast reached the expected general rating and it needs to be mentioned that the broadcast is regularly followed by the so-called opinion leaders, from the political to the economic ones. On Sundays afternoon the broadcast **Tistega lepega popoldneva** was by far the best rated broadcast in its time



HRI-bar



Weakest Link



Vsakdanjik in praznik



Spet doma

slot in Slovenia. It became kind of trend setter on the Slovene media space. On the occasion of the autumn programme shift for an hour, the rating of the broadcast jumpingly increased in the time block before 19.00 hours, which also increased the average rating of the core informative broadcast of Television Slovenia on Sundays. The viewers and television connoisseurs loved the broadcast **Čez planke**. The author and moderator Mojca Mavec had her own way of linking the narrations of foreigners in Slovenia and their country and tapes and adventures from her journeys.

Folk music found its place in the broadcast **Vsakdanjik in praznik**. At the festival **Slovenska polka in valček 2004** we selected the best folk songs on the selection of viewers and professional jury.

As to their quality the following broadcasts in 2004 need to be mentioned in the entertainment programme: Tistega lepega popoldneva, HRI-bar, Spet doma, Čez planke and one-time projects EMA 2004, Slovenska popevka 2004 and Spet doma na silvestrovo. In their time slots, within the genre and in competence with other television stations, the broadcasts reached a very high rating and the critics were of the opinion that they were of quality, too. The quality of programme output of the entertainment programme of Television Slovenia is also proved by the fact that in all categories of entertainment our broadcasts or moderators of our programming were nominated for the most important media awards in Slovenia - Viktor.

The year 2004 may have been the most demanding in the past ten years of the **sports programme** due to the bulk of important domestic sports events, on which RTV Slovenia acted also as the direct signal producer (the so-called host-broadcaster). Moreover, as the only television organisation in Slovenia we also implemented the project of covering two largest world sports events in this year - of summer Olympic Games in Athens and the European Championship in Football in Portugal. A need for such broad action of a relatively scarce number of journalists, technical and organisational team in 2004 showed numerous objective and subjective obstacles on all levels of operations.

The **project Athens 2004** was extremely demanding as to its realisation. The programme was entirely prepared on the scene. From the point of view of contents, a positive fact was that in an average of 18 hours of programme a day

we managed to show the desired programmes, with which we used extraordinary advantages offered by the planned approach to work. Positive results can be sensed in cumulative rating of a project, which did justify the effort and the material means spent for it. Quality level of individual broadcasts and moderations as well as of some comments lagged behind the original plans.

From the point of view of the quantity of programming and the level of rating we can also be satisfied with the yield of the **European Football Championship** with, unfortunately, many slips and mistakes in contents and in the middle of preparations for the realisation of the project we also encountered additional problems due to the resignation of a possible media partner in covering the championship. Deriving from the limited technical and financial frames in realising additional programming, we have paid too little attention to the contents and the setting of the studio programme in the second part of the championship. Less than expected was, at least in the first part, given by the team of journalists on the scene. It has proved that we will have to seek a much more efficient personnel help in related programming. An unlucky choice was also co-operation with a marketing agency, which intervened with our content's concept way too much.

The most demanding domestic project was the **European Handball Championship for Men**, for which we had to hire three foreign implementation teams for the production of television signal in order to accomplish the task of a direct producer. Both from the technical and the contents point of view, the project was a success despite the fact that it was extraordinarily demanding as to personnel and technology. Moreover, excellent rating was also due to the success of our national team.

The technically and even technologically more demanding, yet fortunately shorter project, was the **European Championship in Men's Gymnastics**. In compliance with standards we also carried out several other demanding domestic projects - especially in relation to skiing and football. We tried to cut down expenses by better planning and more reasonable organisation, yet we failed in some cases (Kranjska Gora in Planica) due to unexpectedly higher costs of logistics (especially of placing). Difficulties in planning and implementation were also caused by the project **Cycling Race in Italy via Slovenia**, which could not have been foreseen



Planica 2004



Zlata lisica 2004



European Football Championship



European Handball Championship for men

when the 2004 business and programme plan was prepared. Due to technical and programme limitations, we planned a relative decrease of 2004 domestic contents. We abode by it and it is also evident from the statistical report. We were equally decisive also in some foreign projects, even as sensitive as Paralympics in Athens for example.

As far as quality in daily newscasts is concerned, we think to have put a step forward, although we will still take further measures as to personnel and contents in 2005. The results

of the weekly broadcast *Končnica* have not reached even the poorest expectations and we have therefore decided to cancel it. Positive experience of 2004 is certainly also continuation of market consolidation both domestically and abroad. The prices for rights remained in manageable frames.

Vanja Vardjan

Managing Editor of Entertainment and Sports Programmes
of TV Slovenia



Dobro jutro



Festival Vurberk



Slovenski radijski festival

Slovenski radijski festival

Regional Television Programme Maribor

In 2004 we prepared approximately 1,100 contributions in the total length of about 1,320 minutes for national news programming (Poročila, Dnevnik, Odmevi and Tednik). Our journalists actively participated in all big projects of the daily news programming with special emissions, live broadcasts, contributions and news.

For the regional television programme Maribor we also prepared 234 regional newscasts **V objektivu**. Approximately 25-minute broadcasts were enriched by the contributions of correspondents from Celje, Slovenj Gradec, Murska Sobota and Ormož. Regional problems, analysis and discussions on topical issues were presented in more detail in 125 40-minute of broadcasts **V žarišču**. Both regional newscasts are the best rated broadcasts of Television Maribor, which is a proof that people are interested in details about the happenings in their surroundings.

Monthly documentaries **Sledi** on cultural heritage and amateur culture and the weekly magazine **Glasnik** with topical issues from culture were prepared to be published on national programmes and on the frequency. The editorial staff for culture prepared also about 180 minutes of contributions for daily news programming and culture broadcasts or a total of 2,000 minutes of programming on the first programme of Television Slovenia.

Together with our colleagues from Koper, Ljubljana and other television correspondence desks we prepared 124 broadcasts **Dobro jutro** from January to June 2004 in the total length of 12,826 minutes. In September the broadcast was totally renewed. The data on rating after the renovation are encouraging compared to those of the year before and

even compared to those of individual months, because both, the percentage and the share of viewing are increasing. The broadcast **Skozi čas** was broadcasted each day from the beginning of last year. The total of 35 broadcasts **Ljudje in zemlja** were regularly ranked among 30 best-rated broadcasts of that day, an average share of viewers was 39 percent.

In weekly, mostly monotopical broadcasts **European Magazine**, two thirds of each broadcast consisted of contributions of the production house of the European Commission Mostra Communications, the remaining part was in-house contributions on the same topic and the rubric **Rumeno in modro** with interesting and more or less entertaining events from the EU. The series of broadcasts **Circum Regional** included documentaries of foreign and domestic production that were produced in the scope of the co-production of regional televisions of Europe - **Circum Regional**. The share of foreign and in-house production in the mentioned period in percentage is about 50 : 50.

Weekly broadcasts **O živalih in ljudeh** were watched by an average of 47,000 viewers, the average rating was 2.5 percent, the share of viewers was 18 percent.

The weekly broadcast **Na vrtu** has always ranked among 30 best rated Saturday broadcasts. In broadcasts **Naši na tujem** more than one hundred Slovenes living abroad and representatives of numerous organisations were presented dealing with this topic both in Slovenia and abroad were presented.

Božo Zorko

Managing Editor of the Regional TV Programme
in the Regional RTV Centre Maribor



Halo, izzvani ste



Ljudje in zemlja



Med valovi



Študentska

Regional Television Programme Koper/Capodistria

We completely accomplished the planned and adopted programme and production plan for 2004. Even the data provided by programme controlling show that the broadcasts mostly have a favourable rating share, which means that also the contents of the broadcasts were interesting for the viewers.

Daily newscasts respected the standards of professionalism, objectivity and independence. By covering regional events, we regularly participated in daily newscasts in Television Slovenia. We also co-operated in the creation of the morning programming and offer the viewers interesting, pleasant contents adequate for morning hours. The first and second programmes of Television Slovenia included almost the entire production of the regional television programming (correspondence and regional broadcasts).

In June we successfully completed the common media project of transfrontier co-operation **Dober dan, Evropa**, financed by the funds Interreg III. B and Phare CBC Small project fund. That was a series of broadcasts, round tables and live television shows on 30th April and 1st May from Nova Gorica, prepared upon Slovenia joining the EU by the Slovene and Italian programme of the Regional RTV Centre Koper/Capodistria and the Slovene and Italian desk of the Land's Seat of RAI in Trieste. This project must have contributed to an even greater exchange and flow of information and also to acquainting of inhabitants in the neighbouring Slovene and Italian regions on the contents and problems of European integration flows in that area.

To successful novelties certainly counts the weekly broadcast **Študentska**, which is a common project of Koper, Ljubljana and Maribor, the broadcast intended for the widest circle of viewers, yet prepared exclusively by the young. In terms of finance the broadcasts **Med valovi** and **Ljudje in zemlja** also deviate, yet due to the realisation of a higher number of broadcasts than planned.

We prepared a special broadcast **Halo, izzvani ste**, which celebrated its jubileum in 2004, namely the 200th broadcast and eight years of continuous emission on the channel of Television Koper/Capodistria. On that occasion we are especially proud of

the massive co-operation of viewers, we listed more than two thousand published opinions and questions of people, even hard and critical, but always live and direct.

The broadcast **Pomagajmo si** has been prepared since 1996. Since then its basic goal is to help individuals and groups of people who found themselves in trouble and cannot find the way out. We are always surprised by the response, because there are still so many people who are prepared to help. At the end of the last year, we conceived the charity campaign **Rdeči noski na Primorskem** and brought the clown doctors also to the hospitals of the Primorska region. We are very proud of our realisation of the documentary **Pesem kamna**, which is a real ode to the stone of Karst. The documentary was taped from the Brkini via the Kras to the Vipava valley. Numerous skilled workers show the oldest and the most modern ways of work in stone pits and workshops and irradiate love for and dedication to work and stoneware.

By agreement we realised some more musical and culture broadcasts beyond the plan, which were adopted also by Television Slovenia. The Mediterranean ambient of the television atrium was also used for the taping and presentation of new success of the musician Tinkara Kovač with the title **Iz oranžnega v enigmo**, the transfrontier project, in which she sang in as many as four languages (Slovene, Italian, English and Friulian). With the reporting van we also came to the central square of Koper and taped Slovene promising musicians-to-be at the **festival Nova scena**. The recording of the concert in the Auditorium of Portorož immortalised the 30 years of presence on the musical scene and the 50th birthday of the singer Slavko Ivančič. Just before the end of the year we managed to record the appearance of the young wind orchestra from Koper on the stage. We also prepared two culture round tables **Kultura na robu** and **Reševanje Slovenskega stalnega gledališča v Trstu** and the humanitarian broadcast **Za zdravje**. All these are numerous interesting projects which required additional financial means.

Nataša Segulin

Managing Editor of the Regional TV Programme
in the Regional RTV Centre Koper/Capodistria

Rating and Shares of Viewing

The data of electronic measurement of television rating performed for RTV Slovenia by Media Services AGB show that in 2004 227,900 Slovenes older than four years watched television each day the whole day through, which is a fair tenth of the entire population. In 2004, each inhabitant of Slovenia watched television on the average 2 hours and 53 minutes a day. Rating and the share of viewing of the first programme of Television Slovenia have been on an increase since electronic rating measurement has been introduced (in 1999); the rating of the second programme is within the expected frames. The first programme of Television Slovenia was regularly watched by a fair quarter of television viewers (26 percent), the second programme by a tenth of viewers (10 percent). Television Slovenia thus covers more than one third of the market share (36 percent) of viewers, moreover, the share of Television Slovenia has even more increased in peak time (38 percent).

Average number of viewers of the first and second programmes of Television Slovenia in 2004

	1st programme	2nd programme
whole day [24 hours]	58,900	23,700
peak time [19.00 – 23.00]	170,600	58,300

Source: Media Services AGB, panel sample of 450 households, with members aged above 4

In the evaluation of the "successfulness" of broadcasts by rating, the time of broadcasting and the programme in which a broadcast was aired have to be taken into account.

The summary of rating of the Television Slovenia broadcasts in the past year presents those broadcasts of individual desks, which are outstanding under the consideration of the earlier mentioned key factors.

Daily informative programme

Daily informative newscasts are among the best rated the whole year through.

An average rating of **Dnevnik** in 2004 was 11.5 percent and an average share of viewers at that time slot was 38 percent.

Odmevi was watched by 9.9 percent of the population of Slovenia, which represents an average share of 35 percent of television viewers.

Informative newscasts

All regular informative newscasts have increased their rating in 2004.

Among regular informative broadcasts two feature broadcasts reach the highest rating, 40 percent of all television viewers.

The rating of both newscasts has been increasing from a year to another. **Utrip** on Saturdays reached an average rating of 12.6 percent (in 2002 9 percent and in 2003 11.2 percent), **Zrcalo tedna** on Sundays reached the rating of 14.6 percent (in 2002 13 percent and in 2003 13.9 percent viewers).

They are followed by the mosaic broadcast **Tednik** with an average rating of 11.5 percent and 33-percent share and the talk show **Tarča**, which attracted an average of 10.6 percent individuals, which represents a 30-percent share of viewing in that time slot.

Among other regular talk shows the programme **Intervju** reached the highest average rating - 8.7 percent (29-percent share), closely followed **Pod žarometom** - 8 percent (24-percent share) and **Večerni gost** - 7.7 percent (26-percent share). Topical documentary broadcasts **Dosje** and **Mednarodna obzorja** maintained the average rating of 8.4 percent and 7.5 percent respectively and one fifth of viewers.

The mosaic broadcast **Izzivi** on Tuesdays had an average rating of 6 percent. A stable average rating of 5.3 percent was occupied by **Studio City** on the second programme of Television Slovenia on Monday nights and **Polnočni klub** on Friday nights on the first programme of Television Slovenia by the rating 4.3 percent.

Educational programme

Regular afternoon educational programming has attracted somewhat more viewers in 2004. It is watched by an average one fifth of television viewers.

Regular afternoon education informative broadcasts (**Modro, Humanistika, Zenit, Resnična resničnost**) had a permanent 3.6 percent average rating.

Regular educational broadcasts for various target groups (**Recept, Volja najde pot, Barve jeseni** and **Vem - veš**), were watched by an average of 4.6 percent viewers.

Among the premieres of own production of the educational programming of Television Slovenia, the following documentaries and reportages can be highlighted as having reached a rating above the average: documentaries and reportages:

	rating	share of viewers
Življenje v gorah	10.0 %	26 %
Uročeno zavetje	9.9 %	25 %
Igrajo naj se otroci	9.3 %	28 %
Dežela pokončnih ljudi	9.0 %	24 %
Za otroke vsega sveta – UNICEF 2004	7.8 %	22 %

Feature broadcasts

Own and Slovene production traditionally contribute to a higher rating of the first and second programmes of Television Slovenia in this year, too.

In 2004 the series **Vrtičkarji** (a 13.7-percent rating), **Čokoladne sanje** (9.2 percent) and **Hotel poldruga zvezdica** (12.7 percent) were watched by about a third of all television viewers.

One third of the television viewers also watched the Slovene films **Delo osvobaja** (a 12.4-percent rating) and **Jasnovidka** (a 8.7-percent rating).

Programmes on culture

In 2004, the regular informative programme **Magnet** was watched by an average of 11.1 percent of individuals (a 35-percent share), **Kultura**, which follows *Odmevi*, was regularly watched by an average of 6.4 percent of individuals (a 26-percent share).

The weekly programme **Osmi dan** was watched by an average of 3.7 percent of individuals.

Regular feature broadcasts from the field of culture, like **Pisave**, **Podoba podobe** in **Opus** regularly reach a rating of 3.3 percent, the talk show **Peti element** had a rating of 5.8 percent.

One fifth of all television viewers watched the celebration of the evening before the cultural holiday - **Prešernova proslava** (an 8.4-percent rating) and in the month of November **Festival slovenskega filma** (an 8.6-percent rating).

Music shows

Among premiere aired music shows the following reached the best rating in 2004:

	rating	share of viewers
Dobrodelni Miklavžev koncert	9.5 %	24 %
Življenje in dan balerine Neve Vrhovec Stevens	5.1 %	17 %
35. tabor slovenskih pevskih zborov	4.2 %	20 %
Sprehod skozi filmsko glasbo s simfoniki in Big Bandom RTV SLO	3.3 %	10 %
Glasbeni večer (Pro musica viva)	3.1 %	18 %

Documentary broadcasts

Among the premiere aired in-house programmes produced in 2004, the viewers showed most interest for:

	rating	share of viewers
Korak pred drugimi	14.1 %	36 %
To je moja država, druge nimam	10.1 %	27 %
Hudičev izboljševalec sveta	10.1 %	30 %
BBC govori slovensko	8.7 %	28 %
Pohorje, ali bo še kaj ostalo	8.1 %	23 %

Programmes for children and young audiences

Regular educational and entertainment programmes (**Iz popotne torbe**, **Pod klobukom** and **Male sive celice**) have permanent audience and reach an average rating of 3 percent.

The educational programme for children **Zlatko Zakladko** and the entertaining educational programme for young audiences **Enajsta šola** have an average of 2.7 percent rating.

Contact talk shows for young audiences (**Na liniji**, **Jasno in glasno**, **Štafeta mladosti**) in the afternoon time slot have an average rating of 2.6 percent.

Religious programme

The regular programmes on religion and religious people **Obzorja duha**, the five-minute long religious address **Ozare** and the religious programmes **Duhovni utrip** were watched by an average of 4.2 percent viewers in 2004.

We must also stress the rating of the live transmission of the charity concert **Klic dobrote** with the average rating 18.1 percent (in 2003 14.8 percent) having in mind that 44 percent of viewers watched television at that time and **Umestitev novega ljubljanskega nadškofa** with the rating 9.8 percent (a 32-percent share).

Entertainment programme

The best rating among the regular entertainment broadcasts in 2004 was reached by the new Sunday programme **Spet doma** with an average rating of 17.6 percent (a 41-percent share). It is also worth mentioning the 4-hour long festive programme **Spet doma na Silvestrovo**, which was watched by an average of 19.9 percent individuals out of a 58-percent share of television viewers.

Closely follow the Friday quiz **Najšibkejši člen** (Weakest Link) with the rating of 15.9 percent (a 44-percent share) and the brand new Saturday show **HRI-bar**, watched by 11.9 percent of individuals (a 32-percent share).

The folk entertaining programme **Vsakdanjik in praznik** on Sundays was watched by an average of 9.6 percent of viewers (a 38-percent share). We must also highlight the folk music

broadcast **Slovenska polka in valček 2004**, which was watched by the record number of 17.5 percent of individuals (in 2003 13.9 percent) at 37 percent of television viewers. As expected, the 2004 preselection for the Eurosong was well rated. **Emma 2004** was watched by as much as 24.2 percent of individuals, i.e. a 57-percent share of all television viewers. All four **preselections of Emma** were watched by an average of 14.5 percent individuals with a 32-percent share.

The entertainment talk show **Tistega lepega popoldneva** has been gaining popularity among the viewers. In 2004 the show reached an average rating of 9.7 percent (in 2002 6.1 percent, in 2003 8.5 percent) and a 40-percent share of all television viewers.

Sports programme

Among regular sports informative programmes in 2004 **Športna poročila** after Dnevnik was the most watched with an average rating of 11.7 percent (a 36-percent share).

Among live transmissions of domestic sports events the transmission of games for the **World Championship in ski jumps from Planica** is the leader. It was watched by an average of 16.3 percent individuals or 78 percent of television viewers. All matches of the **European Handball Championship** were watched by an average of 12.3 percent of individuals (a 33-percent share), and outstanding rating was reached with the transmission of the **finals** between Slovenia and Germany, as much as 28.8-percent rating (a 65-percent share) and **awarding of medals** with a 20.8 percent rating (a 43-percent share). The broadcast of the **world cup in alpine skiing** from Maribor and Kranjska Gora was viewed by an average of 12.2 percent of individuals (a 58-percent share).

Reportages on **Ski jumps in time, on Winning of Peterka** and on **Slovenia on New Year's Tournaments** reached an average rating of 9.9 percent (a 37-percent share).

Regional RTV centre Maribor

Regional television programme Maribor prepares also several regular broadcasts for national programmes. Among them let us mention the most rated consulting broadcasts Sunday broadcast **Ljudje in zemlja** with a 6.5-percent rating, Saturday broadcast **Na vrtu** with a 5.3-percent rating and **O ljudeh in živalih** with a 2.5-percent rating.

Together with the regional programme Ljubljana and the regional centre Koper/Capodistria the programme **Dobro jutro** is prepared, which is followed by an average of 1.5 percent of viewers (almost a 50-percent share). Most popular among the occasional broadcasts are the music festivals: **Festival narečnih popevk 2004**, which was watched by 12 percent of individuals, **Slovenski radijski festival** with a 7-percent rating and **Festival Vurberk** with a 6.7-percent rating.

The documentary on **the father of the Zlata lisica, Dušan Senčar**, needs to be highlighted, because it was watched by as much as 8.2 percent of individuals among more than a 50-percent share of all television viewers.

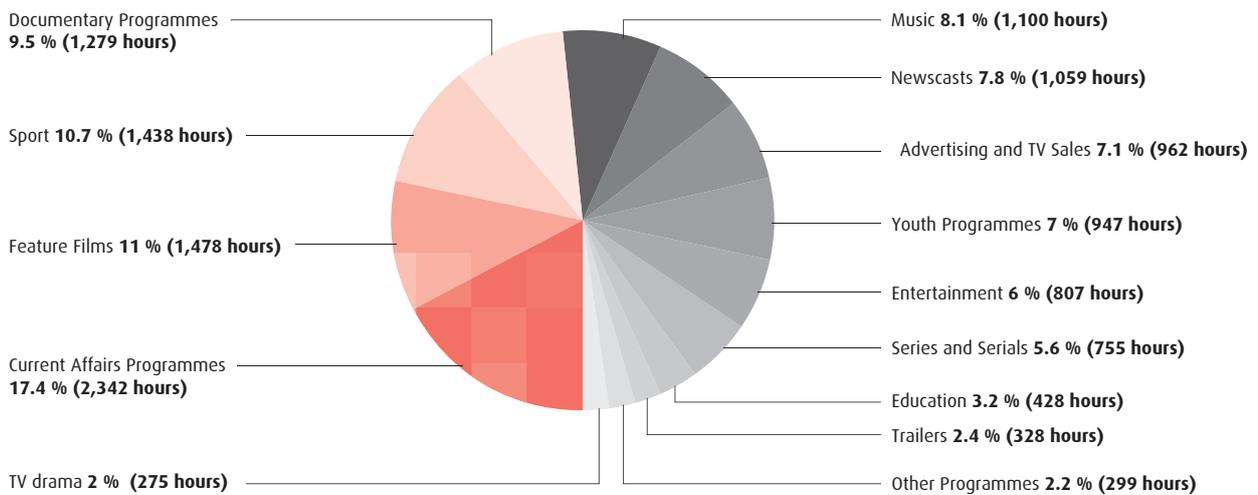
Regional RTV centre Koper/Capodistria

Also Television Koper/Capodistria prepares regular broadcasts for national programmes. Among the best-rated broadcasts in 2004 were two counselling broadcasts. The agricultural broadcast **Ljudje in zemlja** was followed by an average of 5.7 percent of individuals out of 34 percent of all the viewers at that time and the broadcast **Pomagajmo si** was watched by 3.3 percent of viewers (a 25-percent share).

The regional broadcast **Med valovi** was watched by an average of 2.7 percent of individuals in 2004, which is a 23-percent share of all television viewers, the feature programme on culture and art **Sledi** was watched by an average of 2.6 percent of individuals (a 22-percent share).

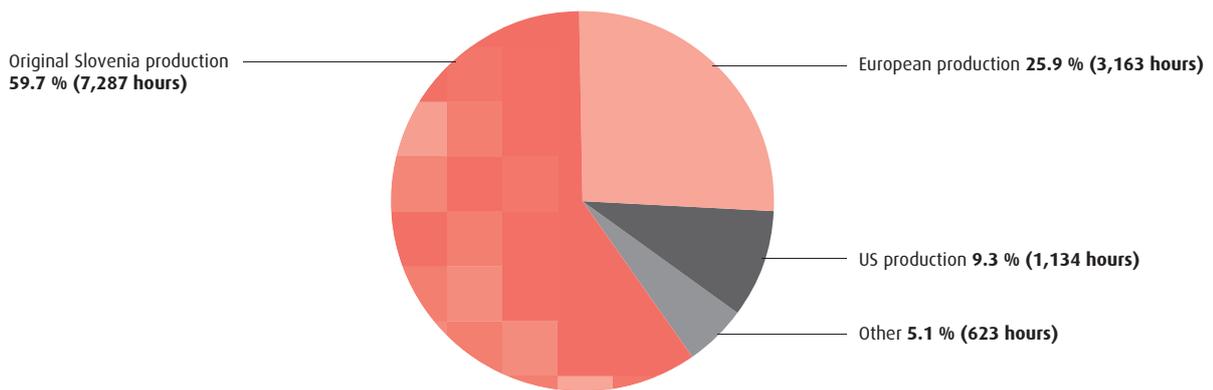
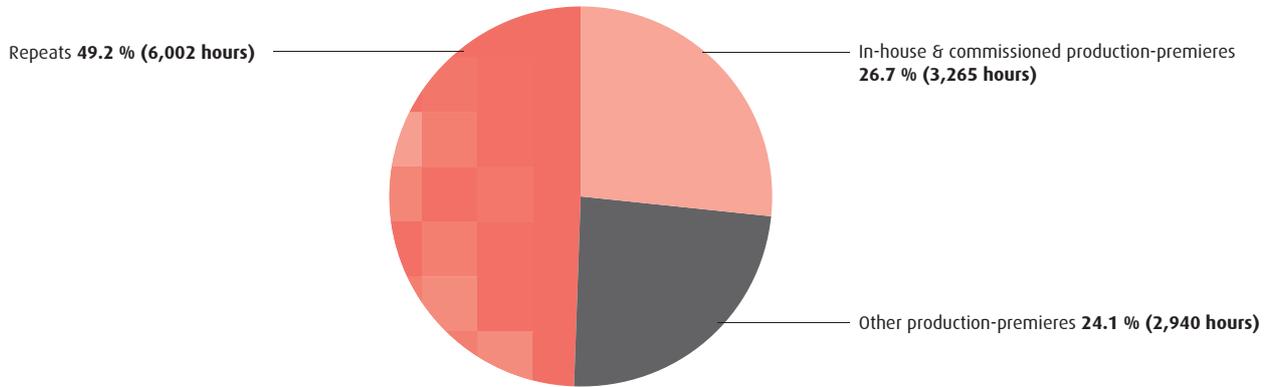
Programme Output of Television Slovenia in 2004

Television Slovenia
Number of hours: 13,497

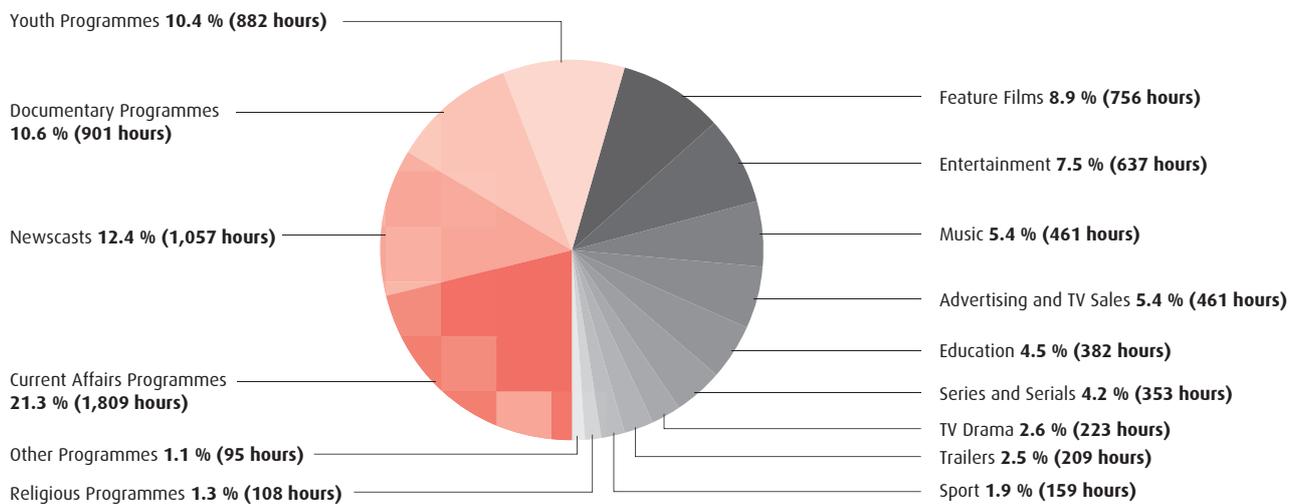


Source: Programme Controlling of RTV Slovenia

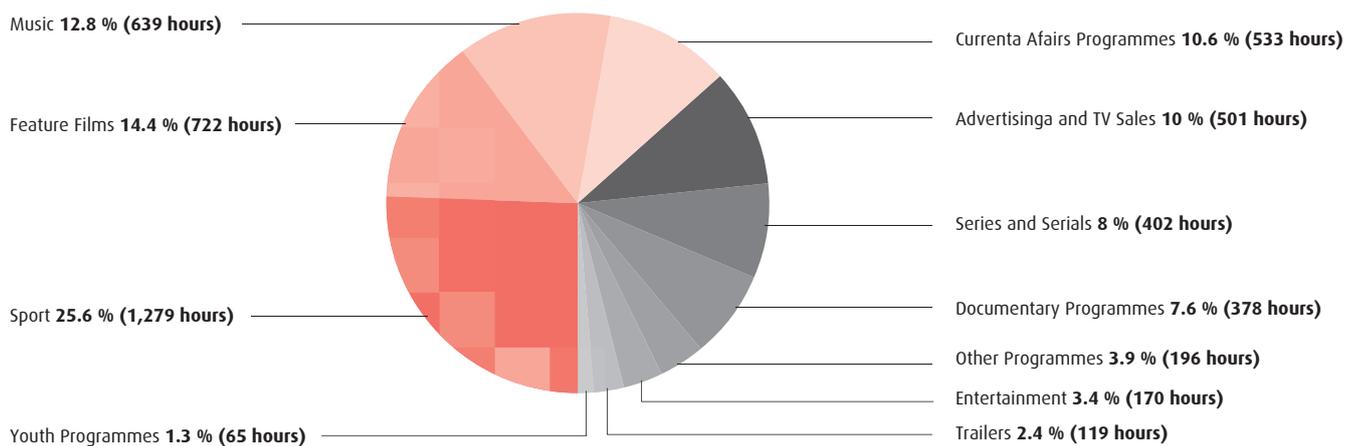
Television Slovenia's broadcasts according to source of production in 2004
Number of hours: 12,207



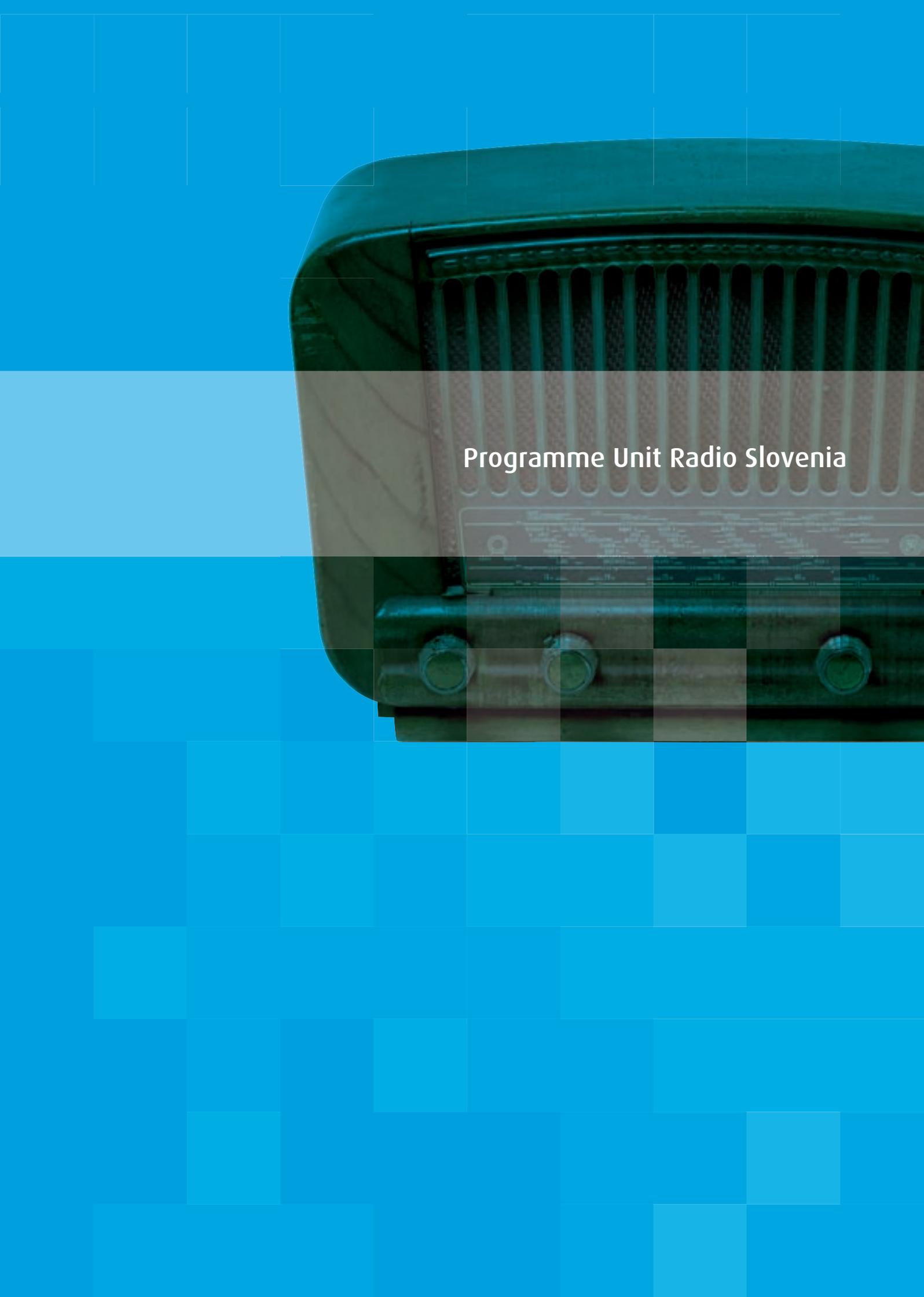
1st Programme of Television Slovenia
Number of hours: 8,493



2nd Programme of Television Slovenia
Number of hours: 5,004



Source: Programme Controlling of RTV Slovenia

A close-up photograph of a vintage radio's speaker grille. The grille is made of a dark material with vertical slats. Below the grille, there is a control panel with several knobs and a frequency scale. The text "Programme Unit Radio Slovenia" is overlaid in white on the right side of the image.

Programme Unit Radio Slovenia

Programme Unit Radio Slovenia

The basic element of a radio is radio people, their ideas, skills and contents they create for the respected audiences. In the past year we also followed the imperative: our reason of existence is to enrich the lives of people with exquisite programming and servicing, which is informing and entertaining. Our vision in 2004 remained "to be the most creative and trustworthy organisation" and in this context we were put in front of demanding tasks; we realised the ambitiously set programme plan ranking radio as an important culture-artistic institute and simultaneously as the biggest provider of both informative and culture contents in the country.

The year 2004 was, apart from the realised programmes, among others marked by at least two facts, which undoubtedly influence our work: radio media space has "thickened" in the sense of competition and this has simultaneously also aggravated the fight for advertising shares on radio stations. Commercially, we do not want and must not compete with individual and merging actors on the megahertz vast area. It would also be utterly bold to create a vision there are no tectonic movements in this area, which means both in the figurative and literary senses "hostile programme take-overs", too. This seems only the beginning of a game, in which also foreign players or clusters of radio stations invade the Slovene radio market, the radio stations, which will have a support of capital and will not be interested in noble contents at all.

Because we are aware of the mission of the national medium, we defended the acquired shares of listeners also in 2004 and tried to fill the niches for specific audiences by new subjects in the programming. We were constantly aware of the fact that a listener is easy to lose and much harder to obtain anew. We encouraged inventiveness and creativity of our journalists and editors and only partially suited to the wishes of listeners and yet also surprised the audience with new contents and programming and preserved a certain level of rigidity and finally took care of a permanent increase of quality of our programmes.

In the year when Slovenia joined the EU, in the year of great mergers, we have to stress that we are still the only medium

defining the speaking standard of the Slovene language and with the exception of music, our programme is original, created and aired in the Slovene language. In this sense we find it reasonable to stress our care for Slovene language and for the culture of speech, which was our striving also in this year, which is the subject of the present report.

We have actively co-operated with both RTV Centres of Maribor and Koper performing their national functions at the regional level; with their regional contents they also participated in the creation of national programmes. Despite the fact that creation, design and realisation of our programming (72 hours a day) can be understood as routine work, the year 2004 was an extremely demanding year as to the programming, finances and personnel. Several financial burdens are to be understood also in this sense. Each programme is a story for itself, our success can be judged only integrally and in the context of our programme will that we can, wish and want to create also excessive contents that commercial competition cannot or does not want. In 2004 Radio Slovenia proved to be a reliable partner in this sense, a partner who persists in credibility, objectivity, versatility, responsiveness and tasks dictated by the existing legislation.

Thanks to the contents of our radio programmes we can establish with satisfaction that the second programme of Radio Slovenia, that is Val 202, was still among the best rated programme in the country in 2004, it was followed by the first programme of Radio Slovenia, i.e. programme A-1. The third programme of Radio Slovenia, Ars programme, remains the best culture-arts programme in the country comparable to similar programmes within EBU and is the programme for the lovers of serious music. The programmes of Radio Koper and Radio Maribor still maintain the best ratings in their local environments. Such statistics are also a challenge and commitment for the continuation of serious work in the future. Undoubtedly, the public expects it from us.

Miha Lamprecht

Director of RA Programmes of RTV Slovenia



Športnik poletja 2004



Election 2004

News Programmes

The past year was a double election year in Slovenia. The spring election to the European Parliament and the autumn Slovene parliamentary election mostly dictated all programme elements and the work of colleagues of informative programmes of Radio Slovenia. Radio Slovenia covered the election turnabout brought by the election to the new parliament and preserved reliability and credibility by a quick response.

The entire remaining happening on the domestic political scene was captured between these two election events. An exception is by all means the accession of Slovenia to the EU and NATO, which were covered by the informative programme of Radio Slovenia with a special programme plan. The end of negotiations to join Euro-Atlantic unions were upgraded with a set of journalist's contributions on the adaptation of individual economic branches, state administration and judicature to the life in European society. Upon the extension of the European family we monitored all the remaining happening in the international community and covered it with various - even most committed approaches of journalists.

An outstanding programme event of the past year was also the summer Olympic Games Athens 2004, which were given a right of domicile on Val 202 in August via an integral project (combination of direct broadcasts, reportings and other journalist's contributions).

The sports programme covered Slovene sports events through in-house reporters and also followed those European championships and league competitions in which Slovene sportsmen took part, all in the scope of available financial means. We also covered those sports branches in which the disabled sportsmen took part.

We realised all, now traditional and established programme campaigns (Športnik poletja in zime, the campaigns of the first morning programme and the campaigns of Val 202, like for instance Ime leta).

Within individual programme parts we strived for even higher versatility in accomplishing the informative function of Radio Slovenia.

The leading broadcasts of radio informative programmes

(Studio ob 17-ih, Intelekt, Labirinti sveta, Zunanjepolitični feljton and Svetovna reportaža, Petkova centrifuga ...) hosted the best interlocutors and labelled all the most echoing topics and events by the most modern radiophonic approaches.

On one hand we did everything for an even more defined concept of Val 202 as a "servicing-informative, contact, easy programme", and on the other we strived for the programme A-1 to remain in the daily programming time of the first national radio programme the scene of the first broad discussion for the upgrade of contributions, aired in moderated informative broadcasts. Also in 2004 we completed our six most powerful informative broadcasts a day led by journalists which are our programme anchors.

The morning and night programme desk did a breakthrough in reaction of listeners of the morning programme, because it ranks among the best-rated programme blocks of the first programme of Radio Slovenia. Especially in the morning time slot we managed to reach better versatility and supplementation of the first and second morning programmes.

Via specialised desks we paid special attention to educational contents, documentary-essayist broadcasts, care for Slovenes in the world and to marginal social groups and last but not least to servicing mission of the central medium in the radiophonic space in Slovenia (Radio Slovenia and its traffic-tourist centre can be a source of a unique system of information that Slovenia intends to create on the state level).

The distinctive character of all programmes was professionalism of all those who participate in the creation of the programme and the fundamental tools were: flow of ideas and contributions between desks, current discussions on the ways and forms of realisation of contributions on individual events, increased responsibility of authors of contributions and moderators of programme blocks and selecting of treated topics and their distribution among different radio programmes.

Bojan Veselinovič

Managing Editor of News and Current Affairs Programmes
of RA Slovenia



Pod svobodnim soncem



Paradise Lost



Veseli pušelj



Ure v aprilu

Culture and Arts Programmes

The culture and arts programmes of Radio Slovenia have realised the set annual plan despite the unstoppably aging working collective and financial troubles that are our permanent followers. Unfortunately, this cannot be completely claimed for the setup of the arts part of the programme, i.e. literary and featured programme, which had to be adapted to the available human and financial resources during the year and thus the ratio between the premieres and repeats had to be changed. Having special projects in mind, the featured programme strongly exceeded the plan of thirty premieres of radio plays, whereby the lion's share fell for Slovene authors of younger and middle-age generation. Among the most outstanding achievements in this genre must certainly be mentioned the four-part adaptation of the Finžgar's story **Pod svobodnim soncem**, which was aired upon entering the EU, then the adaptation of the baroque epic of John Milton **Paradise Lost** in 25 parts and the 30-part radio novel **Ure v aprilu**, adapted by the novel of Mira Mihelič "April". The latter was realised by a considerable support of the Ministry of Culture. It is worth mentioning that in radio novel we switched from weekly to daily airing of continuations, which was well accepted among the listeners and we decided to follow this practice also in the future.

Finally, the quality of our arts programming is also reflected in the awards obtained at international festivals. As a co-producer with Studio Hymnos Radio Slovenia participated in the international prize competition for radiophonic works and received the bronze medal for the contribution with the title *Staranje kot zorenje motiva* (Aging at Maturing of Motive).

In the literary part of the programming we successfully implemented the regular annual tender for an original Slovene short story, we continued the tradition of the first publications of the young, still unestablished writers in *Literarni nookturno* on Mondays and also honoured the round anniversary of domestic and world master writers with occasional broadcasts on the first and third programmes of Radio Slovenia.

In specialized culture-informative broadcasts we not only aired regular critic evaluation of in-house production, we have also provided an in-depth analysis of the happenings in the field of culture and followed the adaptation of the domestic sphere to new, European administrative frames.

The programme for children and young audiences filled the gap in our programme output with the broadcast **Študentski val** and by having included both regional RTV centres encircled the happenings of all three university centres in Slovenia in a transparent weekly magazine broadcast. It relatively quickly attracted permanent audience among the young listeners of Val 202. Generally, the mentioned programme segment occupied its place both in the informative part of the programming and in specialised broadcasts like **Gymnasium** and **Sence adolescence**, a special success was a breakthrough to the Internet, with the web sites of the desk for children and young audiences being the most visited. However, this is not an indication there is time to rest: young audiences require permanent reaction of the medium if we want to keep it in the flood of attractive commercial offer.

The programme Ars preserved the obtained scope of essayistics and arts programming in its speaking part. Due to savings measures the arts programming required a somewhat higher percentage of repeats as originally intended, which brought about quite some disapproval. The audience of the third programme of Radio Slovenia is such that it cannot be outwitted by too often repeats. Let us add that we too often hear a reproach that the programme Ars in urban centres is not as well heard as it should be.

The main stresses in contents of 2004 are represented by two jubilees, namely the 100th broadcast from the cycle **Podobe znanja**, in which Slovene scientists are portrayed and the 25th year of broadcasting of the co-production project **Srednjeevropski obzornik**, prepared by the radio stations from the basin Alpe-Donava-Jadran.

As far as the completion of the business part of the plan is concerned, the culture and arts programmes of Radio Slovenia merely symbolically exceeded the set frame, because the major part of the excess in the use of the variable part of material expenses was compensated by the contribution of the Ministry of Culture obtained on the public tender for the enrichment of radio programmes.

Vlado Senica

Managing Editor of Culture and Arts Programmes
of RA Slovenia



Slovenska popevka



Slovenska popevka



70th birthday of the composer Jure Robežnik

Music Programme

In 2004 the music programme planned and accomplished the projects which were apart from usual programming intended to characterise the accession of Slovenia to the EU. The projects originated from the initiative of the EBU members. These projects have additionally burdened the budget of the music programme.

The fixed points of the music programme included in all three radio programmes have mainly not changed, we only followed the enquiries and the wishes of listeners.

In 2004 the music programme realised numerous big music projects. On the 8th February 2004 there was a concert of the Symphony Orchestra of RTV Slovenia at the Gospodarsko razstavišče in Ljubljana to honour the **70th birthday of the composer Jure Robežnik**, on 5th May we prepared a concert in studio 14 upon the **appearance of a CD of Lara Jankovič**, in September we participated in the preparation of the traditional festival **Slovenska popevka** and **Festival narečnih popevk**, on 17th November we realised the project **Najlepša viža 2004** in the Festivalna dvorana at Bled.

We also prepared **several big programme projects from the field of folk music** which were forwarded to the members of EBU upon Slovenia joining the EU. Among them let us mentioned the January concert of **Bogdana Herman with guests** in studio 14, the February project entitled **Glasbeno ljubiteljstvo na slovenskem**, in which the listeners were presented zither, accordeon and tamboura, and the author's project of Ljuba Jenče with the title **Mili glas davnine**. The latter was presented under the umbrella of the Kogojevi glasbeni dnevi and the listeners could also listen to Slovene folk music performed by domestic and foreign musicians.

Within the scope of the project Ljubljana - mesto glasbe in April we had a live broadcast to the EBU: we broadcasted the concert of the **Orchestra of the Slovene Philharmonics**, the concert of the **ensemble of Slavko Osterc** and of the **ensemble Combattimento Consort, Amsterdam**, followed the live

broadcast of the concerts of the Symphony Orchestra of RTV Slovenia and of the Big Band of RTV Slovenia and the historic recording of the opera of Marij Kogoj **Črne maske** performed by the Symphony Orchestra of RTV Slovenia and Slovene opera soloists.

In May we prepared **Allegretto - the festival of chamber groups of young** in studio 14, between 20th June and 15th July we recorded for the first time after the twenty years the Slovene opera of Jani Golob **Medeja**.

Important projects from the field of classic music were continued in October with **the Netherlands music week** and with the live concert of **G. F. Händel: Agrippina - Combattimento Consort** from the Cankarjev dom Culture and Congress Centre, which happened for the first time in Slovenia and for the first time from Slovenia.

In studio 14 and in the Cankarjev dom we prepared a cycle of ten concerts of the **Big Band of RTV Slovenia**, in studio 14 we carried out the cycle of four concerts of the chamber orchestra **Slowing**, on GM Oder we organised the cycle of eight concerts of **Glasbena mladina Slovenije**, followed the cycle of concerts of **Glasbena mladina ljubljanska**.

We recorded eight concerts of the **Slovene Philharmonic for the Blue** and eight for the **Orange subscription**, for the **Chamber choir of the Slovene Philharmonic** we recorded the **concert of the vocal subscription**, we recorded the concert of **the students of the Academy of Music** and of the **Secondary Music and Ballet School**.

In April we recorded the choir competition **Naša pesem Maribor** and the **national competition of children's and youth singing choirs Zagorje ob Savi**. Between 2nd and 24th July we recorded the **international festival Skupina Festival Brežice - old music**, in August we recorded **the concert of the Festival Radovljica**.

Ivanka Mulec Ploj

Managing Editor of the Music Programme of RA Slovenia



Radio Maribor



Directors booth of RSI

Studio of RSI

Radio Maribor and Radio Slovenia International

In 2004 Radio Maribor tried to realise its fundamental mission that we bring to reality on two levels: the first level is realisation of our basic national media function on the regional level and the second our co-operation in the co-creation of all three central national programmes.

Much of our intense work is dedicated to our own informative activities. We prepare long informative broadcasts at 8.00, 12.00 and 14.00 hours and the main newscast at 17.00 hours and at the same time air the main informative output of Radio Slovenia. 20 full-time journalists and editors assisted by part-time co-workers annually prepare about 1,400 to 1,500 different contributions for the main national radio informative network. We should also mention a number of echoing Studio ob 17-ih on the programme A-1, Sunday guests on Val 202 and other contributions for the national radio output. In 2004 we participated in the media reconstruction of the European and parliamentary election and entering the EU.

The listeners accepted the projects of the desk of broadcasts for young audiences (in the scope of the documentary-feature and entertaining programme) - **Otroški radijski studio**, the broadcast for young audiences **Adijo, pamet**, the students' broadcast **Ludvik** and the primary school quiz **Umko**. In co-production with Radio Koper we prepare three regular big projects for the programme A-1, namely the one-hour weekly broadcast on the life among our compatriots abroad with the title **Sotočje**, the monthly two-hour long broadcast **Radi imejmo Slovenijo** and alternatively the Sunday one-hour lasting agricultural broadcast. Once a month we also realise a live broadcast of a Sunday mass for the programme Ars from one of the churches of the Maribor diocese and prepare once a week the night programme of Radio Slovenia.

The music desk of Radio Maribor prepared more than one hundred of hours of various broadcasts especially for the programme Ars (transmissions of the Maribor philharmonics, Čas in glasba, Nove operne plošče, Zborovski panoptikum ...). The recordings of various concerts that were provided to the programmes of Radio Slovenia as an integral part, exceeded 2,000 minutes (international choir competitions, performances of young musicians, reviews and state competitions, wind bands, the festival Lent 2004, Pomurski glasbeni festival, the festival of national entertaining music Ptuj 2004 ...).

Radio Maribor organised the traditional festival of dialect songs and the live broadcast of the national entertaining festival Vurberk 2004, Ptuj 2004 and of the festival Slovenski radijski festival.

The desk of the culture-arts programme realised the fundamental starting points also in 2004. These were:

- upgrading and modernisation of 28 years of experience with the featured programme of Radio Maribor;
 - linking to the most creative energies in the narrower and broader cultural space and across the boarder (regular annual co-operation during the Borštnikovo srečanje with RAI-Trst A, airing of the radio play of Thomas Bernhard's Worldreformer on ORF);
 - programme and production co-operation with the programme Ars, with the featured programme of Radio Slovenia, Val 202, with the Slovene National Theatre of Maribor, with the Slovene National Theatre Drama, with Borštnikovo srečanje.
- The culture-arts programme of Radio Maribor prepared 130 broadcasts for regular Tuesday time slots, i.e. for the morning linguistic-literary rubric Zbrano, zapisano, and in the evening programme we alternatively aired the broadcasts Radijska igra, Vodnarjev čas and Literarni recital. We provided information and news about the main festivals of Prix Italia and Prix Marulić.

In in-house production we prepared four documentary radio plays and three classic radio plays and in editorial and technical co-production with Radio Slovenia four parts of the radio play Pod svobodnim soncem.

For 14 years Maribor has had the Društvo prijateljev radia (DPR - Society of Radio Friends), which represents an organised form of well-informed citizen's media initiative. It consists of four committees: for the culture of language and speech in electronic media, for the analytics of historic memory and identity, for anthropology of dialogue and media and for social life. Each committee had an average of up to three meetings in 2004 and each such meeting was also a topical broadcast aired on the waves of Radio Maribor. The project is unique in this sense also in the broad central European space. Radio Maribor pays special attention to the contact with its listeners. This encompasses yearly excursions prepared for them. In October 2004 we took 500 of our listeners for a three-day excursion to the Serbian town of Kraljevo and then prepared a big public

broadcast together with the colleagues of RTV Kraljevo - a Radio Workshop of Acquaintances. In 2005 DPR will actively include in the programme of events celebrating the 60th anniversary of Radio Maribor.

In Maribor we also create the more and more established programme in the broad Slovene space Radio Slovenia international (RSi). It is meant especially for the foreign audiences speaking foreign languages in Slovenia and of course also to the broadest audience. Our programme output partly renovated newscasts and tried to offer the listeners more information on important events in Slovenia and close neighbourhood. Our participation in the project Insight Central Europe thus continued. The weekly newscast is prepared together with: Radio Prague International, Radio Slovakia International, Radia Hungaria International, the English section of the Polish Radio and Radio Austria international. Sporadically, we participated with our contributions in the broadcasts Europe Network, which is a common project of Deutsche Welle, of the Netherlands radio International and of the Radio France international.

Apart from the round o'clock daily programme, which is very popular among foreign listeners but also among a fair part

of Slovene audience, we prepared informative and servicing broadcasts all the year, we also prepared traffic information in English and German for the needs of the first and second programmes of Radio Slovenia. Towards the end of 2004 we started creating our web pages, so that information are available also in the internet. We paid much attention to the arrangement of the legal status of the programme and obtaining of frequencies. The programme is now registered at the Ministry of Culture as a media for the national programme for offering information to foreign audiences. On the last tender for the agency for post and electronic communication in autumn 2004 it obtained also new frequencies in Ljubljana, Tolmin and Ajdovščina, thus solving the problems of temporary permit of airing in Ljubljana for several years.

In 2005 RSi will celebrate its 20th anniversary of its presence on the Slovene megahertz area.

Anton Petelinšek

Managing Editor of the Regional RA Programme in the
Regional RTV Centre Maribor



Radio Koper



Primorska poje



55th anniversary of Radio Koper



Modri dirkač

Radio Koper

In 2004 Radio Koper celebrated 55 years of operation. Radio, to which time entrusted special historic responsibility of co-creating an open boarder and good neighbouring relations, preserved this mission also in the year when Slovenia joined the EU. The radio put it in force through its fundamental function defined by informative, culture and educational mission on the territory of western and south-western Slovenia. Many circumstances that dictated the setting of the radio precisely in this area, is now part of history, however, Radio Koper still overcomes normal regional or local frames. It has a special position in the Slovene and foreign media space. It takes care of providing information to the Slovenes living in Italy, treats and discusses the topics relating to neighbouring relations, it is specially conscious and radical in presenting the littoral character of the territory and the Mediterranean part of Slovenia, which makes Slovenia also a littoral country and belongs also to the Mediterranean cultural circle or is rather linked to it historically. These are its fundamental programme points. The success of professional journalist's and technical personnel availing of the most modern technology is reflected in the data on rating. In 2004 Radio Koper strengthened its role among radio stations in the Primorska region and ranked fourth in the country and it still remains also the reference informative source among the Slovenes in Italy.

After Slovenia has joined the EU, there are new conditions for the creation and action of the unique Slovene territory. In this framework Europe again joins the Primorska region and opens opportunities for undisturbed circulation of achievements of Slovene culture, which is extremely important for the strengthening of our identity. A novelty in the programming of Radio Koper was also the broadcast **Slovenci ob meji**, in which the Slovenes from the Kanalska dolina valley, Rezija, Benečija, the Gorica region and the Trieste region are hosted.

This context also included the public radio broadcast **Mi smo z Brega doma**, in the village Hribenca pri Borštu in the Slovene municipality Dolina pri Trstu. At the public performance with an immense echo among the Slovenes in the Trieste region, we presented culture associations, singers, musicians and poets from that area.

Well noticed was also the public radio tribune prepared in the culture centre of Gorica with the title **Nova Evropa - nova**

Goriška v prihodnosti. The competent persons presented their views of the opportunity and challenges, yet also traps brought about by the new times of association.

We traditionally participated in the realisation of **Primorska poje**, which is the oldest and the largest transfrontier project, a mass singer's caravan joining singers and singing amateurs from the entire Primorska region and also bringing Slovene songs to each village in the area of the neighbouring Furlanija-Julijska krajina, where the Slovenes live.

The anniversary of Radio Koper was celebrated with the day of open door and with a special programme intended to the youngest audience. In the lobby of Radio Koper we prepared creative workshops, there were performances of children and adults, who create for them.

Many people came; the surroundings of the radio became a scene of quite a small festival. In 2004 Radio Koper also strengthened its role of a collective correspondent of programmes of Radio Slovenia. For three national programmes we contributed somewhat less than 500 programme hours. This scope includes apart from approximately 1,500 short newscasts also the regular weekly broadcast **O morju in pomorščakih**. In co-operation with Radio Maribor we prepare the weekly broadcast **Sotočje** on the Slovenes in the neighbouring countries, alternatively a broadcast for farmers and a new programme project with the title **Radi imejmo Slovenijo**, in which we once a month connect and present two Slovene living environments via radio waves. We have to mention a series of broadcasts that we forward to the programmes of Radio Slovenia sporadically in agreement with editors. There is almost no regular broadcast or rubric, especially on the first and second programmes of Radio Slovenia, where the contributions from Radio Koper were not present.

Together with the studio in Nova Gorica, Radio Koper maintained the same scope of programmes and has not shortened its plans or changed formats despite problems arising from the limitations of personnel and needs for saving. It managed to keep good results - apart from good rating we also have high quality of programmes in all their segments in mind - by high efficiency of individuals and commitment of all programme workers.

In 2004 we noticed that owing to high standards set by individuals and which are also followed by the group, we

increased our competitive nature and we are very popular on the very unfriendly media market. It proves that the frequencies of Radio Koper are revisited by the listeners, who expect from a radio medium more than offered by private or commercial stations. We are of the opinion that profiled informative programme with in-depth topical issues from all areas as well as opening of discussions relating to cultural and

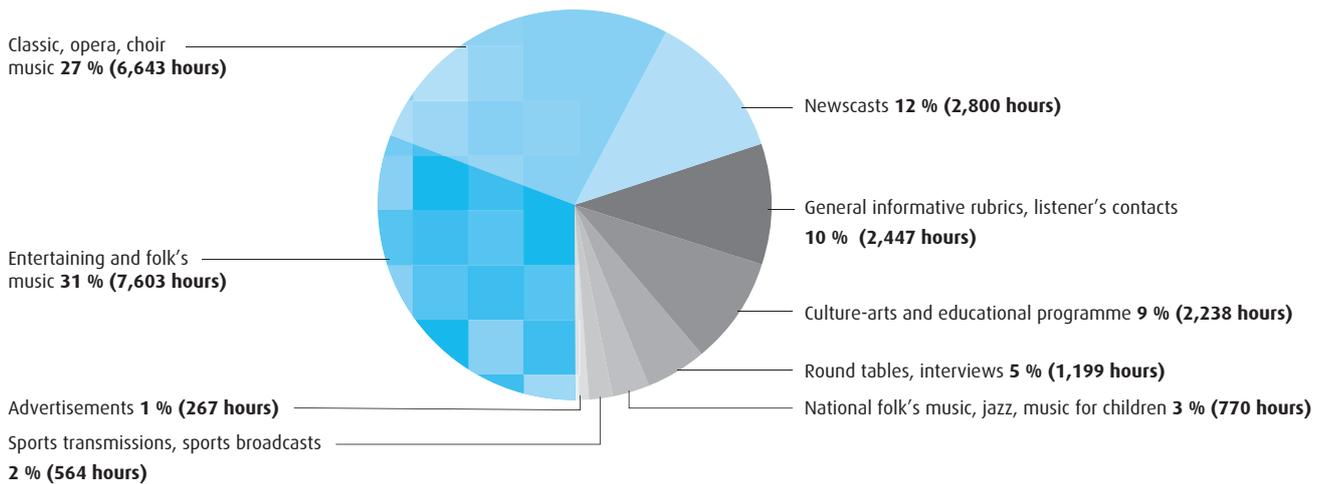
different social topics is an advantage we have to keep in the future.

Leon Horvatič

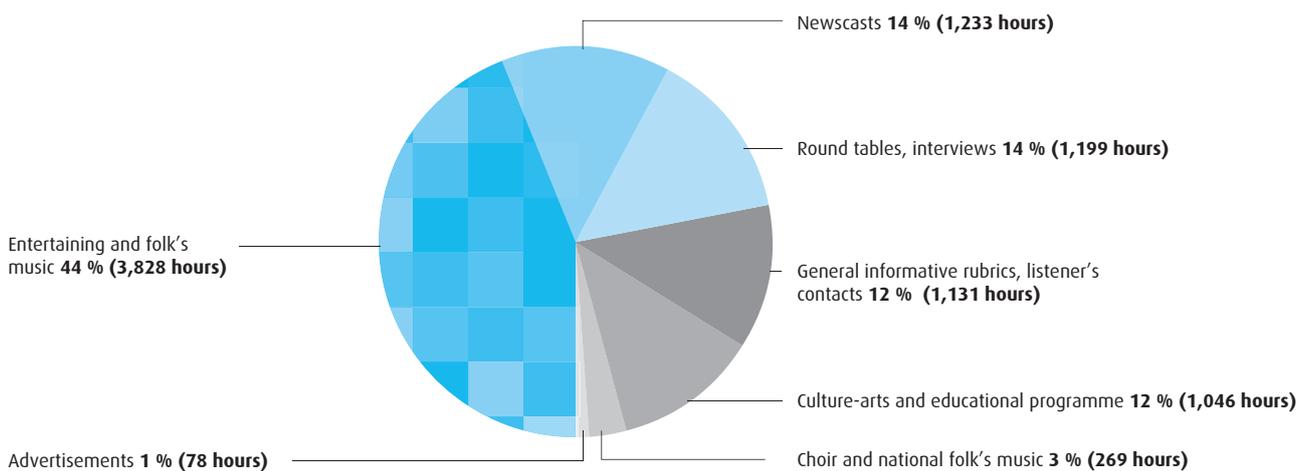
Managing Editor of the Regional RA Programme in the
Regional RTV Centre Koper/Capodistria

Programme Output of Radio Slovenia in 2004

Radio Slovenia
Number of hours: 24,531

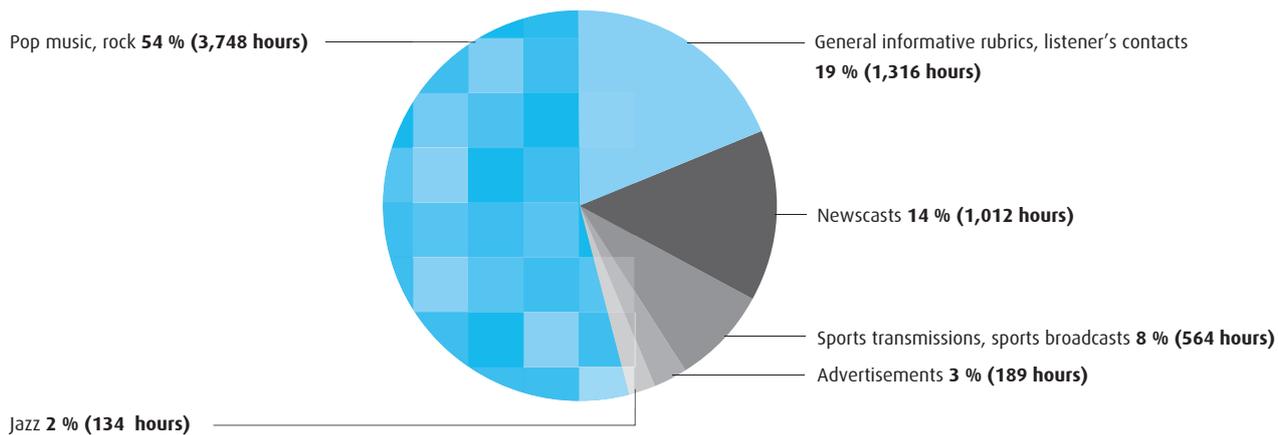


1st Programme - A-1
Number of hours: 8,784

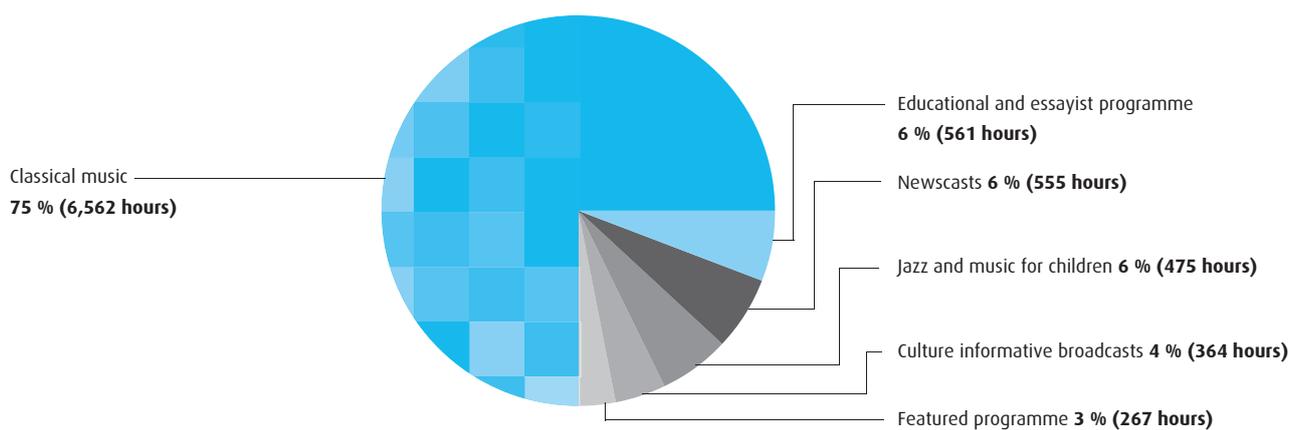


Source: Programme Controlling of RTV Slovenia

2nd Programme - Val 202
 Number of hours: 6,963



3rd Programme - Program Ars
 Number of hours: 8,784



**Programmes for the Hungarian
and Italian National Communities**



Programmes for the Hungarian and Italian National Communities

The history of national community media in Slovenia in 2004 was marked by the opening of a new RTV studio in Lendava for the needs of the Hungarian national community. New, 800 square metres large premises equipped with modern, digital technology, made long years of efforts to arrange the conditions of work for the preparation of programmes come true. The investment which cost almost half a billion tollars was co-financed by RTV Slovenia and the Slovene government from the government budget. The programmes for the Hungarian national community are intended not only to inform national communities but also to represent a link between the community and the source nation on one side and the majority population in the country on the other and reached good reactions of listeners and viewers both in the area of the Hungarian national community in Slovenia and in the territory of the neighbouring countries, where the Hungarian language is understood, or rather in the case of the television on the territory of the entire country.

Albert Halász, Ph.D.

Director of RTV Programmes for the Hungarian
National Community

Television Programme for the Hungarian National Community

The basic mission of the television studio in Lendava is objective informing of the members of the Hungarian national community and also of all those who are interested in knowing what is happening to this community. In the scope of this mission the year 2004 was dedicated to preserving the mother tongue, to strengthening national identity and to connecting the Prekmurje Hungarians with the Slovene nation. Programme orientations adopted by the programme council for the Hungarian RTV programmes were realised. In 2004, 30-minute broadcasts in the Hungarian language were aired from Tuesday until Friday at 16.00 hours on the first programme of Television Slovenia, repeats of the broadcasts could be watched on the following day at 9.30 hours on the second programme of Television Slovenia.

The programme **Hidak - Mostovi**, aired twice a week, presented topical issues, especially from the bilingual area of the Prekmurje. The most of the programming time was dedicated to the culture of the national community, to education, preservation of tradition, national politics and economy and also other fields of life were represented. The broadcast **Barangolások - Potepanja** (adopted production of

TV-Donava), shows the life of the Hungarian and also other national communities in Europe and elsewhere in the world. The broadcast was well accepted. In 2004 we prepared 8 Potepanja in in-house production. On Saturdays four topical broadcasts alternate. **Kanapé - Kanape** is a broadcast intended for young audiences and obtained its new concept in 2004. Apart from the contributions with topical issues it also presents video clips from the Hungarian, Slovene and world music scene.

In the broadcast **Vendégem - Moj gost, moja gostja** we prepared nine portraits in 2004, in which we among others presented a translator, an artist and a female artist, an oenologist and wine knight, honorary nurse ... In the broadcast **Nagyító alatt - Pod drobnogledom** we sporadically prepare round tables (for instance on the building of the Lendava culture home, on the position of national minorities in Slovenia, confrontation of candidates for the member of the Hungarian national community in the parliament) and sporadically also a presentation and treatment of one or several more extensive topics lasting 30 minutes (in 2004 we prepared a series of broadcasts on Slovenia entering the EU and on the preparations for entering). For the transfrontier broadcast **Határtalan - Brez meja**, prepared in co-operation with the television studios of Szombathely and Zalaegerszeg from Hungary, we also obtained the funds at the tender PHARE CBS in 2004. Among the realised projects we should not go past mentioning the traditional public performance with the title **Leto se izteka**, which is at the same time the main line of the Christmas-New Year's programming of the television studio Lendava. In the scope of the project Biseri Madžarske we realised the project **Blatno jezero**, we completed a series of five broadcasts on the **Hungarians in Transilvania** and two broadcasts on the **Hungarians in Estonia**. In 2004 we can also boast of prizes obtained abroad. At the festival My native land in Uzhgorod, the colleagues of the television studio of Lendava received a prize for the portrait of Mihály Hajós and Tatjana Fehér. In 2004, in the television studio of Lendava we prepared several trainings for the colleagues of the television studio of Lendava to prepare for the new conditions and opportunities of work after the move to a new television studio (we moved to the new premises on September 10, 2004) in co-operation with TV-Donava and RTV Slovenia. The trainings will also continue in the following year.

Helena Zver

Managing Editor of the TV Programme for the Hungarian
National Community



RTV studio in Lendava



Parliamo di ...-Pogovorimo se o ...



Lucia Fonda Bonetti with the guest in the studio

Radio Programme for the Hungarian National Community

The Pomurski madžarski radio (Muravidéki Magyar Rádió) prepares somewhat more than 13 hours of programming a day for the members of the Hungarian national community in Slovenia. The first half of 2004 was marked by Slovenia and Hungary joining the EU. I would like to stress a series of seven broadcasts linked to this event as a special programming project. In the scope of this project we prepared seven topical broadcasts on the changes that Slovenia would face upon entering the EU from 17th March until 28th April each Wednesday at 11.15 assisted by experts (general on the EU, agriculture, economy, health care and social security, minority politics, education and internal affairs). The broadcasts were repeated the following Monday in the afternoon hours. We paid much attention to the work of municipalities and town communities as well and analysed urgent problems having a direct influence on the lives of people near the Slovene-Hungarian boarder in the broadcast **Aktuális - Aktualno**. On 30th April we prepared a special broadcast with live broadcasts from the field on the accession to the EU.

9th September will be written in the history of the radio with golden letters, because the desk of the radio moved from the old location to new premises, from where we started airing on the following morning with the programme of the Pomurski madžarski radio. The programme was not discontinued.

Another big programming project was the parliamentary election. We prepared four topical confrontations and monitored the happenings during the election campaign, on the election day we prepared an election broadcast (which was somewhat mangled due to the strike).

The broadcasts introduced in 2003 have well established and have been well accepted among the listeners. Apart from newscasts we pay much attention to cultural events in the region as well and they have become very vivid. The opening of the centre Bánffy - Bánffy Központ and the establishing of the Association for Culture and Promotion Lendava (culture home), the number of quality events increased and we can use them to variegate the radio programming. In the scope of the international co-operation we create the broadcast with the title **Tér-erő - Polje moči**, prepared with the colleagues from six countries and ten desks. The broadcast, which was originally aired on a monthly basis, is now aired each week, so that the listeners in the Carpathian basin weekly obtain information on the life of the Prekmurje Hungarians. We could, of course, highlight many other broadcasts, which are daily, weekly or monthly prepared for our listeners, because they are

all of equal importance for good quality of offering information and for the preservation of the mother tongue and culture of the Hungarians living in Slovenia.

Jožef Végi

Managing Editor of the RA Programme for the Hungarian National Community

Television Programme for the Italian National Community

Having some problems in the television programming for the Italian national community we realised the set programme and production plan. It was set in proportion to the available financial and personnel possibilities, which were on a lower level than the year before. Common effort of all desks managed to preserve quality, topical nature and variegation of broadcasts of in-house and foreign production and to offer the programme that will apart from its fundamental functions also reach solid reaction among the wide circle of viewers in Slovenia and in the Italian and Croatian regions.

In the news desk we strove to increase objectivity, versatility of information and analytical approach in daily newscasts. We also enriched culture and school contents. Weekly in-house produced broadcasts of the desk (**Meridiani - Meridiani, Tuttoggi Attualita - Vsedanes, aktualnost, Parliamo di ... - Pogovorimo se o ...**) increased the topical level of the treated issues. Pre-election broadcasts and the rubrics during the election campaign for parliamentary election were also successfully realised.

In the desk of culture, educational and entertainment programme we continued to see the trend of increase of quality of in-house production. Apart from the well established broadcasts, like **Istria e dintorni - Istra in ..., Un paese al mese - Vas meseca, Itinerari - Potopis, L' universo e '... - Vesolje je ..., Q** - trend-setting broadcast, Folkest - music broadcast ..., two satirical broadcasts have developed and got well accepted: **Il misfatto and Artevisione - Oddaja o kulturi**, both in the magazine and studio versions. The latter is today one of rare television broadcasts on art providing an insight into the versatility of creativity also in the wider area of the neighbouring countries.

In the field of long-run programme projects we completed the post-production of the first three out of the total of six documentary broadcasts of the multimedia project **Istria nel tempo - Istra skozi čas**.

In the field of commissioned production the documentaries we get in co-operation with Television Slovenia were better in

quality and in the response of the viewers, the same is valid for sports transmissions and other sports broadcasts, prepared by the sports broadcast desk. The transmissions of the matches of the European Championship in Football were a success, they were additionally enriched by a prize game, which was very popular among the viewers. The reactions of the public were good also with the transmissions of the summer Olympic Games from Athens.

In 2004 we also continued work on the project of transfrontier television. In co-operation with RAI of Furlanija-Juljska Krajina and supported by the organisations of the Italian and Slovene minorities we realised a series of broadcasts in the Slovene and Italian languages by financial means of the EU on the topic of extension of the European Union and accession of Slovenia. It ended with transmissions of the central solemn event in Nova Gorica - Gorica and the meeting of Slovene and Italian trade unions.

Robert Apollonio

Managing Editor of the TV Programme for the Italian National Community

Radio Programme for the Italian National Community

The radio programme for the Italian national community respected the plan, scheme and programme orientations adopted for that period with certain problems and by great commitment of all programme workers.

The effort put in the previous years in improvements was continued especially in the scope of some structures and programme time slots. Based on partial reorganisation in the desk of daily newscasts, we managed to improve direct information in radio newscasts with as many contributions from the field as possible and with as wide offer of news as possible. We consider our informative programme to be versatile and interesting, which was also proved by special broadcasts and extraordinary broadcasts of radio newscasts, we followed the topical events in Iraq and activities of Slovenia when joining NATO and the EU. We realised a series of broadcasts concerning the accession of Slovenia to the EU and Slovenia joining this association, which was completed with live broadcasts of the meeting of the presidents of governments on the boarder crossings of three countries and of the central solemn event in Nova Gorica - Gorica and the meeting of Slovene and Italian trade unions.

The programme schedule of Radio Koper is mostly based on informative broadcasts, in which the element of topicality is stressed. In 2004 we followed the plan and continued

the broadcasts treating the national minority topics, culture, internal and foreign politics, tourism and sport. A special position among the informative broadcasts is occupied by the weekly magazine **Settegiorni - Sedem dni**, aired on Sundays. The broadcast is concentrated on the topical events in the Primorska region, in Slovenia and in the world.

An important novelty was the September introduction of a new 30-minute informative live show **Aktualnosti**, which is aired from Monday to Friday and is oriented to topical events in our region and wider surroundings. The broadcast is thematic and also hosts a guest in the studio.

The sports department faced specially demanding activities during the European Championship in football and during the summer Olympic Games in Athens. The listeners were offered many interesting daily-informative and weekly broadcasts which kept them well informed on the events in Athens. We dedicated a special reportage to Vasilij Žbogar, who obtained the best result in the history of Slovene sailing.

We also need to highlight the broadcasts intended for the Italian national community: a weekly broadcast intended for the school of the Italian minority, conversations with writers, artists, directors, actors in two specialised weekly broadcasts. Let us also mention the weekly satiric broadcast on topical events in Slovenia, Istria and Furlanija-Juljska Krajina and a broadcast created by the young people for young people and treating topics relating to the youth of today.

The morning programme block with the broadcasts **Calle degli orti grandi - Ulica velikih vrtov** and **La radio nella rete - Radio v mreži**, prepared by the contact and music redaction is an important contribution to the variegation and attraction of our programme schedule. The broadcasts are moderated in live, with a good ratio of music and talking part. The programme unit of contact broadcasts realised also two very well accepted public broadcasts in June and December, the purpose of which was to bring our radio station closer to the listeners and especially to the members of the Italian national community. The first two broadcasts presented the activities of the communities of Italians in Piran and in Izola.

In the field of servicing function of our informative programme we have to highlight an important novelty, the short broadcast on traffic **Viaggiando - Na poti**, which is aired each hour the whole day through. It was realised in co-operation with the Italian company SUS from the group Autovie venete.

Vladimiro Dellore

Managing Editor of the RA Programme for the Italian National Community



Organisation Units



David de Villiers

Organisation Unit Music Production

Looking back at what we had set for 2004 and what was achieved, we can establish that such years would be welcome in the future. Well, it does not mean it is time for the unit Music Production to rest or stagnate, however, in the present circumstances it will be much harder to attain much higher goals, bearing in mind that the results are currently more than just worth mentioning.

The Symphony Orchestra of RTV Slovenia keeps reaching the set goals. The personnel change in 2004 was one of its most risky changes and also important for its further development. We concluded contracts with new concert masters, a young talent from Klagenfurt, Benjamin Ziervogel, and a Professor from the Academy of Music of Ljubljana Vasilij Meljnikov. We were also lucky in selecting musicians for some other key positions in the orchestra, the most outstanding being the first bassoonist and timpanist. The main effort was still dedicated to the work for the programme. The archival recordings include the entire Slovene opera, new works, renovated old recordings, an overview of creativity of our opera singers, compositions presented in our concert programmes and show music. Received orders demanded full adaptability of the band, which to the broadest extent contributes to vast and

exclusive offer of national radio and television programmes. Co-operation with programme colleagues was very fruitful and we hope it will remain so in the future as well. Apart from the regular concert season in the Cankarjev dom and the Sunday matinees Mozartina, which were visited beyond our expectations and reached maturity to be transformed into a subscription of concerts, we prepared the traditional Christmas concert, a concert on the occasion of the 70th anniversary of the composer Jure Robežnik, we participated in performances with top Canadian dancing group Compagnie Marie Chouinard, we closed the film festival LIFFe, we honoured the accession of Slovenia to the EU at the echoing concert in Tržič in Italy, we had two solemn concerts to honour 1000 years of the first mention of Bled and the 70th anniversary of the composer and academician Lojze Lebič. We asked him to write a new concert for the horn and orchestra, which was for the first time performed by our excellent hornist Boštjan Lipovšek under the conductor's baton of master David de Villiers. In 2004 we dedicated much attention to the contracts with Slovene musicians of younger generation. Among all of them the young violoncellist Karmen Pečar made a really magnificent impression. To enrich the programme output, our co-operation at the traditional concert of the GV Group proved to be extremely useful. By having



Big Band RTV Slovenia



Big Band RTV Slovenia



The Symphony Orchestra of RTV Slovenia



The Children and Youth Choir of RTV Slovenia

participated we obtained the rights to record the top conductor Vjekoslav Šutej and vocal soloists, whose performance on the stages of the world go beyond the scopes of possibilities in our circumstances. In the scope of the Ljubljana Summer Festival we managed to reach the peak of work of the year. We performed with the prominent soprano Anghela Georghiou. It is obvious that the most important and, unfortunately, also the most expensive conductors and soloists push the limit of creativity to the highest extreme and inspiration of our musicians, who justified their name and tradition of almost half of the century even in the most demanding circumstance. Traditionally, we also co-operated with Glasbena mladina ljubljanska, for whom we prepared two concerts of film music. In 2004, this category convinced the largest audience of listeners and all concerts were sold out. The number of concerts remained on the average of the previous four years. As far as the motivation statement is concerned, namely that motivation exponentially increases with the investment share into conductors and soloists, we need to say that we can expect hard work in the near future when collecting means for such contracts. Of course, without proved quality and fame of the work of the band, diligence would not be of any good. And we are grateful that 2005 will be the fiftieth step towards established tradition and exquisiteness under the name Symphony Orchestra of RTV Slovenia.

Big Band RTV Slovenia under the new producer's leadership proved its possibilities of enriching the archives again. The quantity of recorded archival material remained approximately on the record level of the past year, but the band had many more concerts and created several unforgettable jazz events. For the first time in the history of this band in the Cankarjev dom in Ljubljana, the Linhart Hall was sold out for the concert Tribute to Count Basie, prepared in co-operation of our band with the top drum player John Riley by the legendary tenor saxophonist Bob Mintzer. We must not forget the concert in memory of Jože Privšek prepared by Milko Lazar as a conductor. Of course the popular cycle of concerts in studio 14 of Radio Slovenia continued and the orchestra also traditionally participated in the events Slovenska popevka, Narečna popevka, Sprehodi skozi zgodovino jazz, where we provide information on the quality of alternative to modern commercial music to young and youngest audiences in co-operation with Glasbena mladina ljubljanska. Big Band recorded a CD with the known Slovene jazz singer Mia Žnidarič, an interesting project

was also participation in the international flute symposium in Zagorje, where our musicians carried the public used to more conservative music events away. Apart from the already mentioned Milko Lazar and Lojze Kranjčan, we also have to mention the extremely successful conducting of Emil Spruk, who is otherwise a solo trombonist in Big Band. The prevailing authors were our arrangement masters. The band will celebrate its 60th anniversary in the coming year. This respectable age for such orchestra ranks it among the oldest ensembles of this type in the world. We still miss an entertainment show on Television Slovenia, where this orchestra that performs well in live shows, could again show and prove its good quality to the widest circle of viewers.

The Chamber Choir of RTV Slovenia had problems with the fluctuation of singers and was again forced to stagnate, which caused serious consideration about transforming the choir and forces us to make a decision in the nearest future. Despite many problems the choir actively participated in joint projects within the organisation unit Music Production and was invited to a tournament after a long time. The hosts in Italy and Austria accepted the offered programme of Slovene sacral music from Gallus to the present days with enthusiasm. Participation in the international symposium in the Italian Brixen is an excellent reference in the records of one more music body within RTV Slovenia that will celebrate its 60th anniversary in 2005. Of course, there still remains plenty of work to be done to be able to draw a parallel with the present moment and the glorious history of this choir. With the wish to promote the choir, the final yield of the archival part is less encouraging than that of the previous year, but the activity of the choir on concert stages showed a stable and expected growth. Undoubtedly, the decision on the transformation of the choir is correct and will bring the ensemble to the top and European level of performance.

The Children and Youth Choir of RTV Slovenia

The last was conducted by the new conductor Tomaž Pirnat, who has justified the trust placed in him and performed his tasks more than with excellence. He literary regenerated the choir and won the first place and the gold medal on the demanding contest in Prague. After a long time the choir participated in the review of youth choirs and obtained flattering criticism of renowned Slovene experts for this sort of singing. Daring plans oriented especially towards the refreshment of the programme

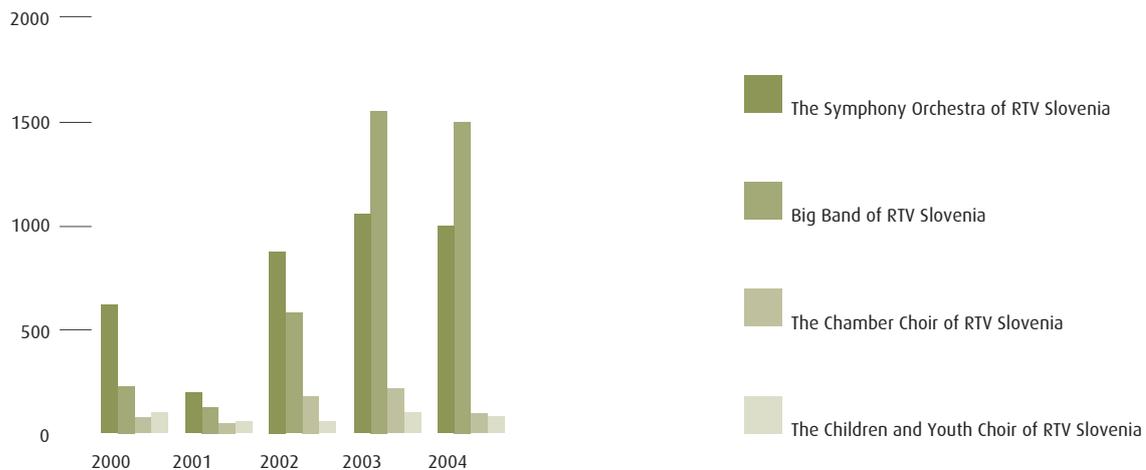
were met and we can easily and without fear expect new success and growth of the young people, who bring fresh wind to the national media house with their committed work and unneglectable assistance of their parents. The management of the children's choir was also subject to some changes in personnel with respect to the results. The choir was taken over by the excellent conductor Anica Jazbec. The choir, in which the youngest children steel their ear for music and musical education and in which the support of parents needs to be mentioned, was serious in its work. We expect top results as early as in the first half of 2005.

The group of producers for serious music exceeded its last year's final yield and contributed archival recordings to the music archives, recordings of concerts and masters for CDs in the total length equalling six hundred CDs! When such a magnificent result is in question, we cannot go past by not mentioning the committed work of technicians and sound technicians, who greatly contribute to the quality of the final result. Due to the specific nature of the group of producers, it is unique and difficult to be understood by non-musicians. They perform the work, which not only requires an extraordinary ear for music, it moreover requires multidisciplinary knowledge from the fields of psychology, aesthetics, informatics, communication and management; it is a proof that the group takes its mission and operations very seriously.

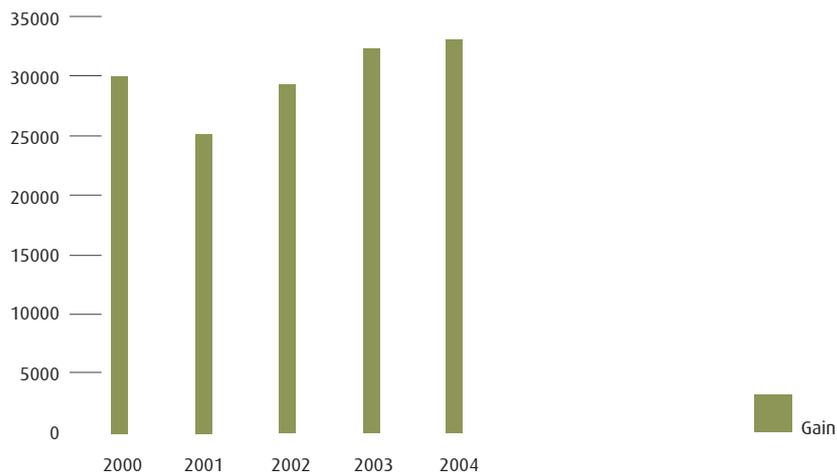
In the framework of financial operations we achieved the set goals and decisively kept to unfavourable frameworks in the plans. Assisted by the Unit for Marketing of RTV programmes we considerably surpassed the plans with the so-called other commercial revenues, although the prospects for the year were quite poor. The costs of labour were kept below the planned, because we have been looking for adequate replacements for vacancies in the orchestra for quite a long time. We are in the process of the exchange of generations and we will soon have to start realise the goal for the completion of the permanent structure of the symphony orchestra, which was somewhat damaged in the past. The planned scope is positive and encouraging despite some discrepancies in the field of variable expenses incurred by the implementation of other commercial revenues. The most important investments can be considered the purchase of a client-tailored double bass and bass guitar for Big Band of RTV Slovenia and of a new top quality marimba and a set of percussion instruments for the Symphony Orchestra of RTV Slovenia. We also purchased new and durable music stands.

We are still courageous on our path towards the set goals and strategy with the final stage being perfection. Towards perfection there is a path, on which much effort of all the members is required, hard work and trust for a better tomorrow.

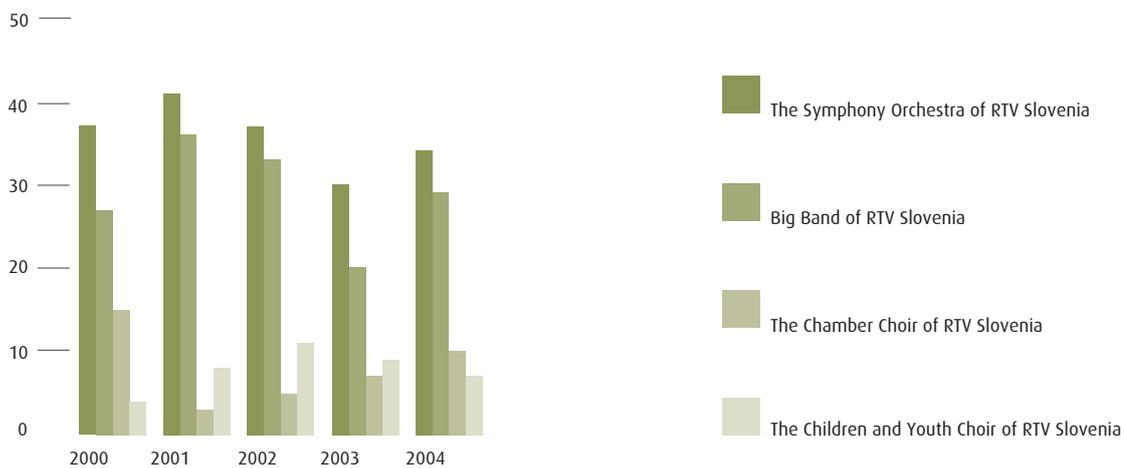
Recorded archival music 2000-2004 in minutes



Producer group 2000-2004, total gain in minutes



Concerts 2000-2004, the number of performed concerts





Platin plates to Slavko and Vilko Avsenik

Organisation Unit Record Label

In 2004 we published 99 projects on sound and image carriers.

By the type of sound and image carrier we did: 54 programmes on CDs (54 percent), 21 programmes on audio cassettes (21 percent), 12 programmes on video cassettes (12 percent) and 12 programmes on DVDs (12 percent). By the type of music there were 20 publications of serious music (20 percent), 30 publications of entertaining music (30 percent), 31 publications of folk music (31 percent) and 18 publications of children's and education contents (18 percent).

We produced 135,184 pieces of CDs, 107,018 pieces of audio cassettes, 40,751 pieces of video cassettes and 8,520 pieces of DVDs. Compared to 2003, the production of CDs has increased by seven percent, of video cassettes by 25 percent, of DVDs for 325 percent and the production of audio cassettes decreased by 25 percent.

The sales-warehousing service in co-operation with the financial accounting service of RTV Slovenia had business relations of good quality with 400 sales points in Slovenia and with purchasers abroad and via electronic sale. We issued about 4,300 invoices, and 2,000 packages were sent. The sales catalogue comprised 1,300 articles on sound and image carriers. When Slovenia entered the EU, a CD (Radio Slovenia) and a DVD (Television Slovenia) carrying sound and image tracks from individual scenes upon the accession to the EU were published.

In co-operation with the Ministry of Culture of the Republic of Slovenia and RTV Slovenia we published 12 CDs and 2 DVDs in the series RTV Slovenija Klasika. Apart from in-house projects the Record Label of RTV Slovenia offered service activity to external partners - from the initial idea until the final product. Among the most important partners the following should be mentioned: the Society of Slovene Composers, Republic's

Examination Centre, Menart, d. o. o., Racman, d. o. o., Pego, d. o. o., Polivalentni kulturni center Pula and many other small clients.

The Record Label published especially the programmes of Slovene authors and performers and thus performed cultural mission, which is very important for the recognizability of Slovenia and its placement in the EU.

Top five sellers:

Cassettes and CDs:

- 50 let Avsenikove glasbe
- Nuša Derenda: Največje uspešnice
- Glasbeni koledar za vse čase
- Rudi Bučar: Kapot
- Ansambel Pogum: Zapoj, prijatelj stari

Video cassettes and DVDs:

- Kljukčeve dogodivščine
- Pozabljeni zaklad
- Skrivnosti Slovenije
- Franklin (series)
- Erazem in potepuh

Awards and acknowledgements:

- platin plates to Slavko and Vilko Avsenik for the project 50 let Avsenikove glasbe
- golden plates to Jure Robežnik and Mojmir Sepe
- silver plates to Elza Budau, Nuša Derenda and Rudi Bučar



Nanos



Krvavec



Kum

Organisation Unit Transmitters and Communications

The 2004 basic task of the organisation unit Transmitters and Communications remained broadcasting of the programmes of RTV Slovenia and of radio and television programmes of some other stations.

In decades several transmitting networks have been built and connected with microwave links for the distribution of programmes from radio and television stations or between them in order to serve this purpose. All over Slovenia there are 227 transmission points, via which we service listeners and viewers with the programmes of RTV Slovenia, we should neither neglect the data on our presence on the Hot Bird 3 Satellite (13° E), through which RTV Slovenia has aired its two national television channels and five radio channels since 2002 also with its own satellite terrestrial station. On the remaining part of the satellite space we host two television and two radio programmes from abroad.

Besides the programmes aired by RTV Slovenia we also broadcasted programmes of 26 commercial RTV stations and 17 programmes of special importance.

For the needs of various programmes we performed 283 domestic broadcasts from the field and 84 satellite broadcasts from foreign countries.

Our comprehensive infrastructure of transmitters and transponders allows us to lease some of our capacity to other operators and services utilising it for corporate links (mobile phone operators, Telekom, electricity industry, Petrol, Ministry of Defence, Ministry of Internal Affairs, road-construction companies ...). In 2004 we signed 23 agreements of this type.

On 31st December 2004 the Transmitters and Communications Unit employed 140 people, which is two people less than at the beginning of the year. The employees take care of undisturbed operation of all transmission networks and of investment activities. Work groups are located across the whole Slovenia. Seven crews of the national broadcasting station and 6 crews of

the regional broadcasting station ensure that the broadcasting of programmes runs smoothly.

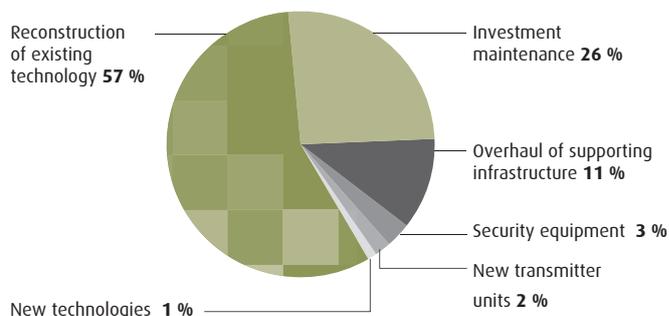
Report on the consumption of finances for investments and investment maintenance

The total value of all investments in 2004 amounted to 546,780,000.00 tolar, of which 500,781,758.78 tolar were realised. Of that:

- 303,767,401.30 tolar for the reconstruction of technology, realised 97 percent,
- 59,893,418.67 tolar for the overhaul of supporting infrastructure, realised 87 percent,
- 13,667,418.95 tolar for security equipment, realised 91 percent,
- 9,486,707.70 tolar for new transmitter units, realised 95 percent,
- 4,897,721.83 tolar for new technologies, realised 98 percent,
- 2,560,992.12 tolar for working equipment, realised 86 percent
- 137,291,000.00 tolar for maintenance, realised 81 percent.

The total realisation without maintenance amounts to 96.4 percent.

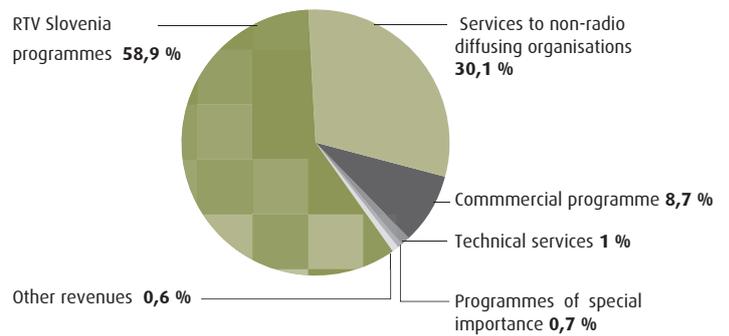
Overview of investments in 2004



Financial business operations in 2004

The revenues of the organisation unit Transmitters and Communications consist of internal revenues billed for the broadcasting of all RTV Slovenia programmes, from external revenues, including the revenues from commercial television and radio stations, the revenues of television and radio stations of special importance, revenues of non-radio diffusing organisations (especially mobile telephony operators) and revenues from technical services and other commercial revenues. All revenues totalled 3,989 billion tolar. The surplus of revenues over the expenditures amounted to 1,024 million tolar.

Revenue structure of the Organisation Unit Transmitters and Communications in 2004



Common Services





Education at RTV Slovenia



Education at RTV Slovenia



Employees of the Educational Centre

Human Resources, Organisation, Training and Information Technology

Personnel department

As per 31st December 2004 the Public Service Broadcaster RTV Slovenia employed 2,150 full time employees, of those 826 women and 1,324 men. There were approximately 650 regular part-time workers.

In 2004 RTV Slovenia concluded 64 new employment contracts, job was cancelled by 90 workers (among them also the

workers, to whom the employment contract was cancelled for a business reason), 35 workers retired. 528 workers were rearranged to different working places within the Public Service Broadcaster RTV Slovenia.

All the mentioned is shown in Table 1.

SITUATION OF PERSONNEL BY UNITS AS PER 31ST DECEMBER 2004

OU/BU	Arrived	Left	Retirement	Rearrangements	Full-time employed	Disabled	Sick leave up to 30 days	Longer sick leaves	Sick leaves total
TV Slovenija	20	14	4	62	365	15	7	14	21
TV Production	2	8	3	84	377	16	7	14	21
RA Slovenija	11	12	8	146	232	8	4	13	17
RA Production	0	2	2	13	98	3	1	3	4
Regional RTV Centre Koper/ Capodistria	10	18	8	14	273	11	8	16	24
Regional RTV Centre Maribor	6	7	0	39	136	3	2	4	6
Music Production	4	3	1	13	108	3	2	1	3
Transmitters and Communications	3	6	2	18	140	2	2	2	4
Record Label	0	0	0	0	13	1	0	0	0
Common Services	8	20	7	139	408	19	11	20	31
Total	64	90	35	528	2.150	81	44	87	131

In 2004 41 workers got injured - 29 men and 12 women. Due to injuries 1,688 working days were lost. The average of lost days per an accident was 41 working days. This situation is shown in Table 2.

NUMBER OF ACCIDENTS IN 2003 AND 2004

mode and type of accident	2003	2004
Travel to work	9	11
Travel from work	6	7
Business trip	3	2
Falls	12	11
Strokes	4	3
Cuts and stitches	3	2
Electric current	0	0
Eye damages	0	2
Improper lifting	3	1
Burden	0	0
Squeeze	0	1
Burnings	0	1
Ruptures	0	0
Cauterisation with a chemical	0	0
Total	40	41

NUMBER OF ACCIDENTS FROM 1998 UNTIL 2004

OU/BU	1998	1999	2000	2001	2002	2003	2004
TV Slovenia	14	7	3	5	4	5	9
TV Production	7	11	10	13	11	8	6
RA Slovenia	6	9	3	4	1	3	2
RA Production	2	5	4	2	2	3	4
Regional RTV Centre Koper/Capodistria	7	4	0	0	1	2	5
Regional RTV Centre Maribor	5	1	0	1	4	2	2
Music Production	3	2	1	1	1	3	0
Transmitters and Communications	10	6	2	8	4	5	4
Record Label	0	0	0	1	1	0	0
Common Services	8	9	8	7	13	9	9
Total	62	54	31	42	42	40	41

Apart from a pneumologic examination and the examination of eyes and breast, we introduced preventive medical examinations for the risk groups of employees (employees with chronic diseases, post-surgery workers, old workers, workers who decided to retire), managers, workers, who committed to work in 2004.

We introduced additional old-age pension insurance for the employees. The holiday cottage in Čatež and the cottage home in Planica were renovated.

Educational Centre

In 2004 we signed 29 new contracts for part-time study. We carried out a seminar on communication, culture of clothing for journalists and materials and styles of wearing for dressing room personnel and fundus. In co-operation with the Faculty of Electrotechnics we organised practice and sponsorship to six students. We also organised several foreign language courses. The process of education included approximately 950 employees. The legal and formal establishment of the educational centre was only on 1st January 2005, but in 2004 we issued a catalogue of educational contents of general, programme implementation, technical and multimedia field. All workshops and courses end by a knowledge test, and a certificate for a successfully passed education is issued. The first certificates were issued in 2004.

Department of Informatics

In the field of application development several applications were developed, among others also an application for the scanning of documents and an application to support the programme production plan. The department for RTV licence fee completed co-operation with the external company Laser and replaced expensive outside services by in-house developed software, which is a constituent part of introduction and renovation of a new business information system.

We entirely introduced the software for the archiving of radio programme archives. In the scope of business informatics renovation we prepared a project of renovation of the business-information system (PIS). A test environment was set and testing of the environment and of that part of the application solution was carried out that covers personnel records and calculation of salaries. We also made a list of support processes (like purchase, sale, warehousing, financial, accounting and other processes) that will be supported and renovated by the new PIS.

For the needs of PIS and other application solutions we set a new server environment on the Unix platform for the needs of the control system of database and three-level applications. We upgraded the communication equipment in local (LAN) and wide (WAN) networks. Within the scope of modernisation of the memory system, we set the SAN/NAS environment with adequate supervisory system and a new archiving system allowing a substantively more efficient management of memory capacities.

In 2004 the user support group received 1,400 reportings of errors on software and hardware, more than 5,000 errors were reported over the phone. Apart from the purchase of equipment, we purchased 309 personal computers for the replacement of the old equipment and received 570 internal orders for the upgrade of software and hardware.

Central planning service

We continued introduction and completion of the programme ScheduAll. For the first time, we compared the plan and actual realisation of production capacities. We started the project to plan teams of daily-informative programme by means of ScheduAll on the basis of events.

Apart from the planning of production blocks, Radio Slovenia started planning personnel structure, in the Regional RTV Centre Koper/Capodistria television mounting, in the Regional RTV Centre Maribor radio blocks and personnel. The workers of television studios were also included in the planning with the programme ScheduAll.

Transport park became part of the central planning service after the reorganisation. The programme ScheduAll is also used for the planning of service vehicles and we have also implemented the information system for the supervision of material expenses of transport. In 2004 we modernised the majority of the transport park, approximately 30 percent of it will be modernised in 2005.

Commercial Service

In 2004 it was for the first time that we prepared the annual plan of purchase to be implemented in 2005. On the level of the entire institution more than 60 public orders of high values were carried out and 1,500 public orders of low value. By having introduced centralised purchase, the consumption in the purchase of materials and services has decreased by ten percent in comparison with the plan. When the printing office was closed, the central photocopying unit merged with the commercial service, where also external printing services are ordered.

In the **registration office** we renovated the offices and also the first phase of the change of business process with information support of processing of received letters and scanning of documents has started.

Service of Security at Work and Health at Work

The service also includes protection of people and assets. A revision of the Security Statement was done with an evaluation of risk at a working place by individual units. We also organised training of workers from the field of safety and health at work, fire security and environmental safety. A new fire alarm system was introduced and additional fire alarm boxes were placed. We performed ecological measurements, elaborates of safety measures for the projects were made. The service of security at work and health at work marked all evacuation ways, and anti-fire equipment was also marked in compliance with the evacuation plan of RTV Slovenia. We organised the purchase of personal safety equipment in compliance with internal rules.

Project Office

The project office co-ordinates projects on the level of the Public Service Broadcaster RTV Slovenia. After the project of business process renovation in 2004 also the project of business-information system renovation started.

The project of business process renovation indicated the potentials of the Public Service Broadcaster RTV Slovenia. We use our own knowledge to list the process and bring (flow charts with the belonging documentation) into ARIS (programme tool). In 2005 we will continue the implementation of the indicated potentials in compliance with the adopted strategy of RTV Slovenia by 2010. We prepared a project definition for the implementation of quality rules (BSC - Balance Scorecard), the goal of which is to implement measurable indicators of successfulness and normative. The quality rules will serve as a basis for the obtaining of the ISO standard.

Archives and Museum Collection

We prepared an elaborate for the arrangement of a permanent collection of museum exhibitions on the premises of the Public Service Broadcaster RTV Slovenia.



Awarding of the Frane Milčinski-Ježek Award



Charity campaign



Exhibition of the Museum Collection of RTV Slovenia



Exhibition of the Museum Collection of RTV Slovenia

Marketing and Public Relations

The field of marketing and public relations consists of three departments: department for marketing of RTV programmes, department for promotion and marketing and department for public relations. The work in 2004 is presented by individual departments.

Marketing of RTV Programmes

General recession on the advertising market in 2002 and 2003 was changed in 2004 by a period of increase of revenues from advertising, especially in the field of television advertising. Changes of business and sales conditions that were adopted in February as well as the change of sales politics dedicating more attention to the lease of advertising space via agencies, have contributed to a favourable result.

In 2004 we realised the total plan of revenues from advertising in the amount of 4,573,200,000.00 tolar, which is 102.9 percent. We created 4,709,067,000.00 tolar of revenues. Compared to 2003, when we created 3,925,342,000.00 tolar of revenues from the sale of advertising space, it represents a 20 percent increase of revenues.

The main reasons for successful work did not only originate in the new sales conditions but also in the new way of work with clients, which caused an increase of turnover of both advertising associations Mediapool and Media Publikum, and big sports events, especially the European Championship EURO 2004 and the summer Olympic Games Athens 2004.

In the continuation we present the yearly plan and realisation by programme units and regional RTV centres in more detail:

1. Television Slovenia

The plan was set in the amount of 3,330,637,000.00 tolar. The tendency of increasing the revenues beyond the planned value started in the first months of the year and continued. Big events were the European championship in football EURO 2004 and the summer Olympic Games that have only confirmed good work of the department. The realisation of the plan in television was 3,586,974,000.00 tolar, which represents 107.7 percent.

2. Radio Slovenia

The set plan was 828,696,000.00 tolar. At the beginning of the year we did away with the payment of greetings and introduced contractual co-operation in notices, which proved to be rational. The revenues from advertising amounted to 773,156,000.00 tolar, which represents a realisation of 93.3 percent. In comparison with 2003, when the realisation was 712,722,000.00 tolar, the result of 2004 means by 8.48 percent more revenues.

3. Regional RTV Centre Koper/Capodistria

The set plan in the amount of 209,565,000.00 tolar was realised in 85.3 percent, because 178,663,000 tolar of revenues were realised, which is compared to 2003, when the realisation was 177,749,000.00 tolar, by 914,000.00 tolar or 0.5 percent point more than the year before.

4. Regional RTV Centre Maribor

The regional RTV Centre Maribor had the plan set in the amount of 204,302,000.00 tolar and was realised 78.1 percent, we created 159,490,000.00 tolar of revenues. The revenues remained on the level of 2003, when 159,678,000.00 tolar of them were created.

An analysis shows the biggest increase of revenues from advertising on the national television programmes and a more steady increase of revenues from advertising on the national radio. The data from the past few years show a noticeable tendency of decrease of revenues from advertising in regional RTV centres. The reasons are stiff competence of regional and local radio programmes that offer their advertising services at lower prices and have a different content as well. We also observe a tendency of decrease of revenues from advertising in summer months. In 2004 this reflected especially in all radio programmes, when the average realisation of the monthly plan reached from 50 to 60 percent. This average has been constant for the past five years and is the main reason that the optimistically set plans of revenues on the radio have not been realised.

Promotion and Marketing

Apart from organisational support to large programme projects, like EMA/Eurosong, Slovenska polka in valček,

Slovenska popevka and other projects, our work included especially preparation of radio and television trailers for the broadcasts in regular programming. In 2004 television trailers on the first and second programme of Television Slovenia represented almost 330 hours of programme; this is on the average 27.5 hours of programme a month. We also prepared radio trailers in the scope of regular time slots of the programmes A-1 and Val 202.

We successfully completed the production of broadcasts of Loterija Slovenije (Astro, Deteljica, Loto and 3 x 3 plus 6). We took care of weekly regular and updated supply of information on radio and television schedules to desks of various Slovene media and carried out several echoing advertising campaigns in printed and other media. In the scope of the sale of archival material we noted an increase of claims for the purchase of archival material and an extended scope of work linked to it.

Public Relations

In 2004 the public relations department very intensely implemented activities on four fields: media relations, relations with employees, corporative communication and marketing communication.

In the field of media relations we have much increased the number of press releases on programme novelties and business topics. The scope of planned publication increased in comparison with the beginning of the year by 3 percent point, i.e. from 8 to 11 percent of all publications in media. The public relations department prepared an average of 52 press releases a month and also responded to numerous questions of media, prepared official corrections of wrong and distorted records (an average of 3 corrections a month, almost the total of 40). Special attention was paid to big projects of 2004, Slovenia entering the EU, election to the European parliament, Olympic Games in Athens and parliamentary election in Slovenia.

The result of good work in public relations is the annual average share of positive publications on RTV Slovenia, which represents 54 percent. The share of neutral publications reached 22.5 percent, the share of negative publications 23.5 percent of all publications in media. A decrease of the share of negative and neutral publications could be noticed through the entire year 2004, which can be illustrated by the following comparison. At the beginning of 2004 the share of negative publications amounted to 32 percent, there was a 27-percent share of negative publications and a 41-percent share of positive publications. Both the share of negative publications (by 8.5 percent point) and the share of positive publications have increased by 13 percent points. It should be

mentioned in this connection that the number of publications in media has not decreased during the year, it has increased. We noticed an average of 478 articles on RTV Slovenia, which points at an immense interest of media for the public service broadcaster.

In the field of relations with employees we have introduced the electronic variant E-Kričač apart from the printed Kričač. It was meant for the publication of short and updated news, we introduced organisation of permanent exhibitions of different authors in the lobby of Television and Radio. In December we successfully organised the new-year's party for the employees with RTV Slovenia, in the scope of which also RTV awards were presented. We produced or even prepared the content of the majority of articles that the public relations service forwarded from the electronic address Med nami in 2004.

In the area of corporative communication we regularly perform contacts with viewers and listeners. In 2004 we received approximately 1,200 phone calls, electronic messages, phone messages on our answering machine and classic mail. All those who have indicated enough data on themselves, received answers to their questions in writing. Apart from regularly monitoring all notices of readers in media, we always prepare a response for letters bearing the address. The project of the brand identity of the public service broadcaster was going on the whole year through and it evolved into a big project of systematic arrangement and searching rational solutions to a large number of applications of the brand identity. We implemented the project of offering the corporate image of RTV Slovenia comprising about twenty products, with which RTV Slovenia can present in Slovenia and abroad on the programming, business and corporative levels. A majority of products was designed and manufactured especially for RTV Slovenia, or rather the products of the Record Label of RTV Slovenia are concerned. In 2005 we will upgrade this project by introducing the so-called merchandising.

Within the scope of corporative communication we conceived, organised and financed the setup of the exhibition of the museum collection of RTV Slovenia Iz preteklosti v prihodnost in the framework of the 19th bienals of industrial design and also prepared a booklet on the exhibitions of the museum collection of RTV Slovenia. We organised several events and took over the implementation of visits to RTV Slovenia. The concept of visits was changed in its contents, the contents were segmented with respect to age, education and interests of our visitors. In December we prepared the charity campaign Nekdo vas bo vesel together with the two partners, and we gave all presents to the association of disabled in handicapped children.



Director's booth of studio 3



Director's booth of studio 3

Investments

We invest into those technologic systems and equipment that lower the costs of production and programming, decrease the number of the necessary operative personnel, strengthen our competitive advantage and increase the attractiveness of our programmes, which increases rating and simultaneously also reliability of operation of technical-technologic systems and decreases the costs for their maintenance.

More important projects of the renovation of technologic capacities were:

- restructuring of director's booth of studio 3;
- virtual scenography;
- completion of RTV studio Lendava;
- exchange and renovation of devices OHPK (heating-cooling systems);
- renovation of business-information system;
- computer equipment;

- transport park;
- restructuring of director's booth of studio 14;
- restructuring of radio distribution;
- exchange of magnetoscope platform with the IMX system;
- restructuring of radio talk studios;
- renovation of technologic infrastructure of Transmitters and Communications;
- modernisation and extension of multimedia technologic systems;
- receiving satellite station.

The expenditures for the investments in 2004 without the investments to the renovation of fixed assets and small inventory, amounted to 2,72 billion tolar and were smaller of the planned expenditures by 549 million tolar. The realisation of the plan was 83 percent.



Participation of RTV Slovenia at Teleinfos fair 2004



Participation of RTV Slovenia at Teleinfos fair 2004

Multimedia Centre

In 2004 the multimedia centre of RTV Slovenia brought several demanding projects related to the programme and technique to completion.

- In co-operation with the organisation unit Transmitters and Communications and with the System Development we participated at Teleinfos fair and presented the demo project of digital television DVB-T. On the MHP platform we presented two active applications of digital teletext and a quiz with local interactivity. Both applications were presented also on the IBC fair in Amsterdam.
- Upon the 20th anniversary of teletext we entirely changed its infrastructure, we renovated page numbering and simultaneously upgraded the system of dubbing for the deaf and hard of hearing.
- We erected a server room, where all computer equipment was moved.

- Our programme output was broadened by three info channels (entertaining, children's and info channel), which are daily aired on both programmes of Television Slovenia 14 hours a day.

The redaction of the Multimedia Centre continued its successful work on all the existing platforms. On the mobile portal wap.rtv slo.si we offered all the relevant information in textual form, we also added video news and as one of the seven countries in Europe rendered it possible to watch the Olympic Games. Teletext preserved the place of the fastest medium, which is regularly followed by more than half a million of viewers. In 2004 the web portal experienced an incredible increase of the number of visitors (more than a quadruple increase of visitors from January until December).

All this is also reflected in the business report, where the plan of revenues was exceeded by 25 percent and the increase of revenues compared to 2003 was 321 percent.



Meeting with representatives of the reunited Chinese central television



Meeting with representatives of the reunited Chinese central television

International Co-operation

The year was very fruitful in the number of bilateral contacts and exchanges as well as in the gain in the field of multilateral co-operation.

In 2004 we exchanged visits with Hungary, the Czech Republic, the People's Republic of China, Austria, Italy, Slovakia, Norway, Great Britain, Switzerland, Kosovo and the Russian Federation. We negotiated various types of co-operation and programme exchange. On 31st March 2004 and 1st April 2004 the first meeting of managements of public service broadcasters from the territory of the former Yugoslavia was organised in Ljubljana in co-operation with several interested international institutes. The participants welcomed this initiative, which caused a series of new types of co-operation (technical harmonisation, co-operation in the field of education, exchange of programmes and co-productions - the most extensive is the ERNO exchange). We actively participated in international organisations Circom Regional, CoPeAm (Mediterranean), in the frame of the institute Prix Italia, in the framework of the group of italo-phonetic programmes and of course of other expert associations we are members of (for music, for children's and youth programmes, in the association of archives, in the European media institute, IPI and in the framework of the regional co-operation Alpe-Donava-Jadran (the project has been going on for twenty years now).

The programmes for informing people abroad and in the neighbouring country continued in this year too, although the co-financement share from the budget (Ministry of Culture, Office for the Slovenes in the World) dropped to such low level that we published a White Paper on problems of this branch, to which we have not yet found a solution. We were looking for partners in the field of tourism and in economy, however with no tangible results.

Apart from the radio broadcasts in foreign languages and broadcasts for the Slovenes in the world, we continued the preparation of the television broadcast Slovenian Magazine twice a month aired in English, German and Italian on foreign programmes and satellites 3 Sat, EbS, Scuola, channel 25 WNYE New York and 46 cable stations in the United States of America as well as on cable networks in Sydney, Melbourne, Buenos Aires, Vancouver and Toronto. We still continue our close co-operation in the project CNN World Report.

We extended information in the English language in our offer on the internet.

The offer of simultaneous broadcasting of the first and second programme of Television Slovenia and of four radio programmes via the satellite has been simplified, because we lock less and less television programming (approximately four per cent), which allows reception via the satellite Hot Bird 3 Eutelsat (Europe, Near East and broader Mediterranean) without interruptions and without cards. This is the best, the most reliable and due to digital technology also the best means of communication in the broader hinterland of the neighbouring countries as well.

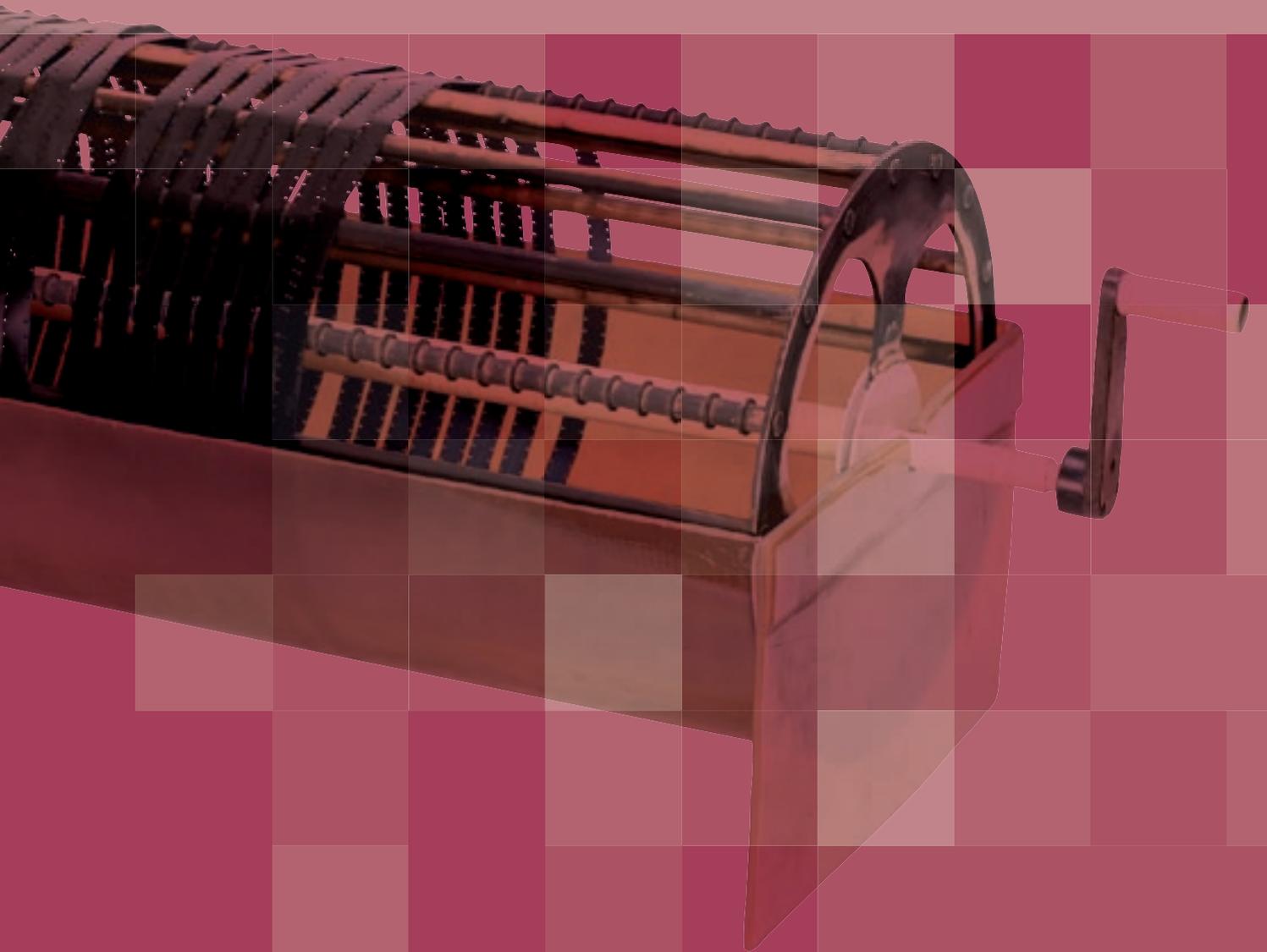
The most precious international co-operation is conducted via active membership in EBU, the largest radio diffusion union in the world, and we were also very actively included in 2004 also because of the fact that Slovenia entered the EU. By participating in 12 television co-productions, we are among the most active among 52 countries and rank the 6th. We sent 301 news to the Eurovision exchange of news (in 2003 there were 288 of them), we took over 1,918 multilateral and 629 unilateral broadcasts and sent 107 television broadcasts from Slovenia.

The function of exchange of radio programmes especially in the field of promotion of Slovene author's work (plays, music) is irreplaceable. We took over 2,273 broadcasts of concerts and forwarded 30 of them from Slovenia (in 2003 we forwarded 16 of them).

The financial aspect of co-operation in EBU is also important. The costs (incl. licence fees and costs of lines) amounted to 2,877,492.50 USD, the sale of programmes and services earned 944,895.27 USD, therefore we lowered the total cost for this amount. An important share also fell for co-operation of the technical television stuff in the implementation of the summer Olympic Games 2004 in Athens, which has already given some negotiations on similar services on the winter Olympic Games in Turin 2006 and the summer Olympic Games in Beijing 2008.

Within the framework of EBU we occupy all important and influential places as well - the vice president of EBU Boris Bergant was elected for the fourth time, Vlado Senica is the vice president of the Radio Board, Miša Molk is a member of the reference committee for Eurosong. Zvezdan Martič, Peter Povh, Uroš Lipušček, Janez Kermelj, Veronika Brvar, Aleš Jan and Jasna Vidakovič also have outstanding positions, they are all in the close management of their expert bodies.

Financial Report



Financial Report

Business operations of the Public Service Broadcaster RTV Slovenia were better than planned. Great changes from 2003 continued, especially from the point of view of business rationalisation. The programme-business plan for 2004 included recovery measures both in the programme and all other areas. The positive result was mostly achieved by the payment of dividends in the amount of two billion and 225 million tolar, which we received from Eutelsat in December. The revenues from financing amounted to two billion and 57 million tolar, the rest in the amount of 168 million tolar represents the lowering of the investment to the Eutelsat company.

In 2004 we realised 18.35 billion tolar revenues from RTV licence fee, which represented 70.7 percent in the revenue structure. The latter exceeded the planned revenues for 2004 by 295 million tolar, especially due to the April increase of RTV licence fee, due to drives of getting new payers and we also planned a three percent licence for local, non-commercial stations, which later proved not to be necessary.

The revenues from advertising in 2004 reached four billion 709 million tolar, thus exceeding the plan by 136 million tolar or by three percent. They were also higher by 18.2 percent or 724 million tolar in comparison with those achieved last year. In the total revenue structure advertising represented an 18.2 percent share, which was more than in 2003 with a 16.5 percent share.

Other commercial revenues in 2004 exceeded the plans as well and represented 10 percent in the total revenue structure.

Revenues from other types of co-financing have not reached the plan and lagged by 103 million tolar or 68.3 percent, whereby they were also lower than those attained in 2003. The reason for the deficit is the lack of these revenues in the organisation unit Transmitters and Communications, where financing of programmes of special importance from the Ministry of Culture was foreseen, the plan was not reached by the Regional RTV Centre Koper/Capodistria either, because the project Istria nel tempo was temporarily discontinued in May.

The goals from the 2004 plan were not entirely realised on the expenditure side. A comparison with 2003 shows there was no substantial increase of variable expenses and also an excess

of the plan was evident. The plan was also exceeded in fixed costs and amortisation. We must not forget that the plan of revenues was exceeded as well.

The costs of labour in 2004 represented 12 billion 283 million tolar and were by 422 million tolar or for 3.7 percent higher than planned. In December 2004 the public service broadcaster paid 141 million tolar in the form of salaries in relation to business success, which was not foreseen in the plan. A discrepancy from the plan also emerged due to a higher number of employees than planned, due to extraordinary extra awarding for the project Athens Olympic broadcasting and additional pension insurance, which is billed until November 2004 inclusive.

Compared to 2003 the number of full time employees has decreased by 26, yet the total number of employees at the end of 2004 amounted to 2,150, which was 68 persons more than planned.

Based on all the above, the public service broadcaster ended the business year 2004 with 576 million tolar excess of revenues over the expenditures.

At the end of 2004 the public service broadcaster attained the assets and equity in the amount of 18 billion 614 million tolar. The total of 28.8 percent of assets was represented by short-term fixed deposits, 2.5 percent by stock and 68.7 percent by long-term fixed deposits. Short-term liabilities represented 41.8 percent of the total sources, and long-term liabilities represented 58.2 percent.

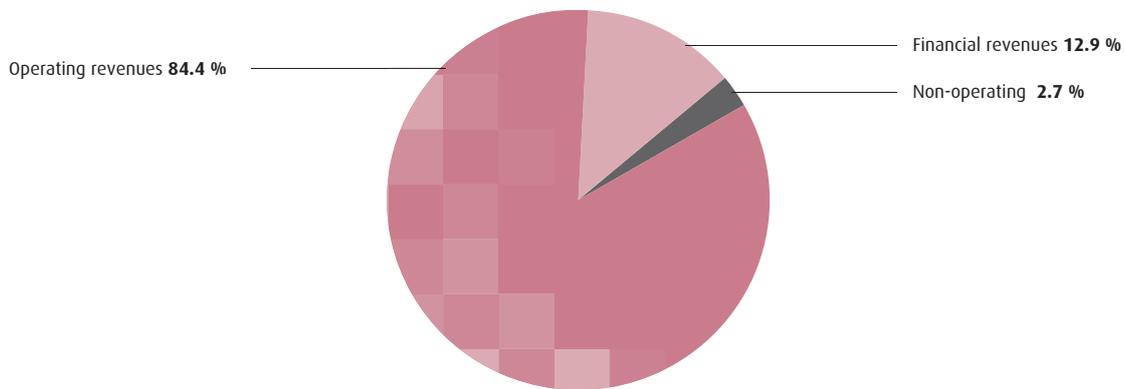
At the end of December 2004 the public service broadcaster had six billion 960 million tolar obtained loans, of that one billion 804 million short-term loans (including the short-term part of long-term loans in the amount of 673 million tolar) and five billion 156 million tolar of long-term loans. The mentioned loans make up 37.4 percent of the entire equity in the balance sheet. In 2004 the indebtedness of the public service broadcaster increased by three billion 418 million tolar especially due to the payment of tax debt.

With own and long-term sources we cover 84.7 percent of all long-term fixed deposits, which means that one billion 951 million tolar remain covered by short-term equity.

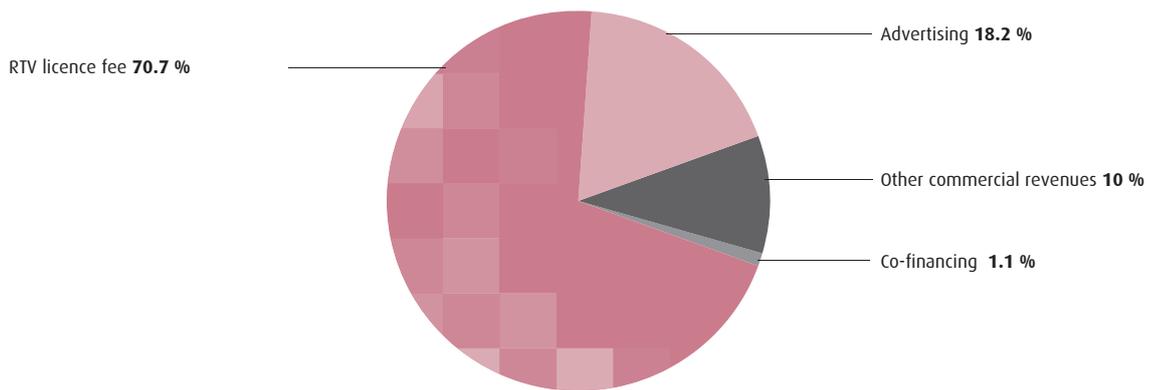
Income Statement

in mio SIT	2004	2003	Index
Operating revenues	25,914	23,722	109
Financial revenues	3,973	1,337	297
Non-operating revenues	819	975	84
TOTAL REVENUES	30,706	26,034	118
Expenses (materials and services)	10,252	9,895	104
Labour costs	12,360	11,829	104
Amortisation	2,881	2,834	102
Long-term provisions	656	0	
Other expenses	105	83	127
Financial expenses	3,287	3,447	95
Non-operating revenues	589	566	104
TOTAL EXPENSES	30,130	28,654	105
SURPLUS OF REVENUES OVER EXPENSES	576	-2,620	

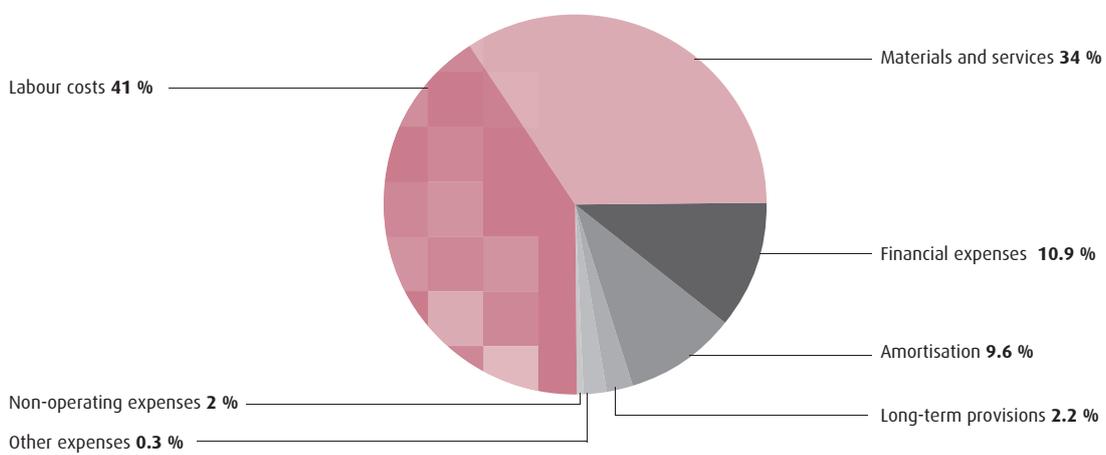
Revenue structure in 2004



Revenue structure in 2004



Expenses structure in 2004

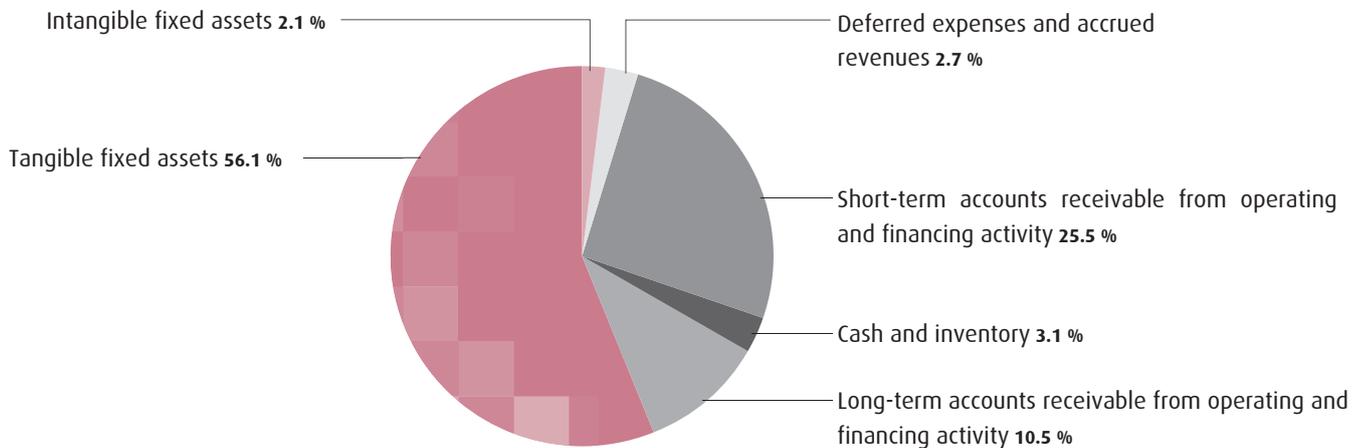


Source: Financial Controlling of RTV Slovenia

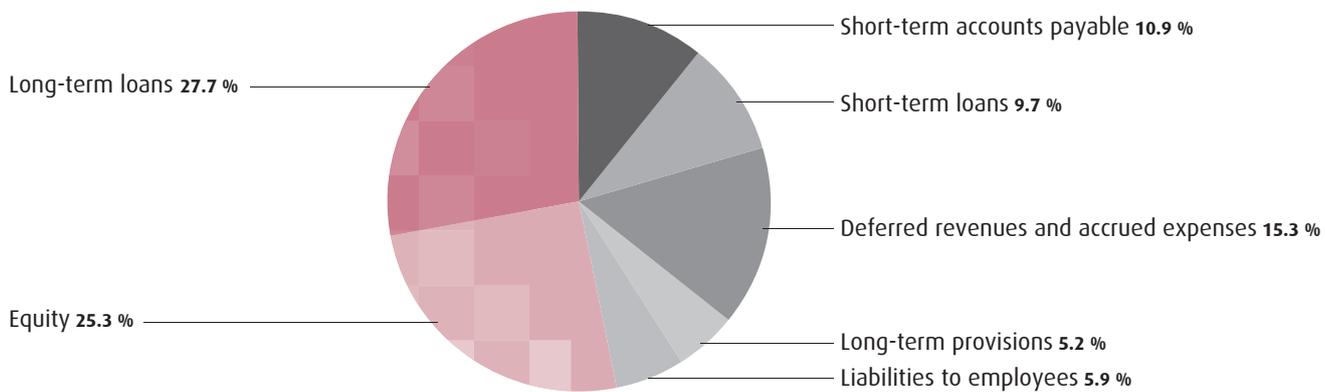
Balance Sheet

in mio SIT	as per 31st December 2004	as per 31st December 2003	Index
Intangible fixed assets	390	407	96
Tangible fixed assets	10,445	10,774	97
Long-term investments	0	0	
Long-term accounts receivable from operating activity	17	20	85
Long-term accounts receivable from financing activity	1,931	2,128	91
Cash and inventory	572	582	98
Short-term investments	0	0	
Short-term accounts receivable from operating activity	4,754	2,515	189
Short-term accounts receivable from financing activity	5	3	167
Deferred expenses and accrued revenues	500	394	127
ASSETS	18,614	16,823	111
Liabilities to employees	1,100	1,003	110
Short-term accounts payable	2,021	7,825	26
Short-term loans	1,804	2,078	87
Deferred revenues and accrued expenses	2,856	23	12,417
Long-term provisions	959	303	317
Long-term accounts payable	0	0	
Long-term loans	5,156	1,464	352
Revenues minus expenses	-6,949	-7,549	92
Equity	11,667	11,676	100
LIABILITIES AND EQUITY	18,614	16,823	111

Structure of assets as per 31 December 2004



Structure of liabilities to equity as per 31 December 2004





Awards of RTV Slovenia

Awards of RTV Slovenia

Awards of RTV Slovenia

Big Band RTV Slovenija

Awards and Prizes in 2004

A) Internal awards of RTV Slovenia

The Honorary Award

Dečo Žgur, music producer with Radio Slovenia

Awards of RTV Slovenia for long-term contribution

Andrej Arko, editor of the literary programme with Radio Slovenia

Anton Tomašič, director with Television Slovenia

Breda Čepe, journalist and editor of the regional programme of Radio Maribor

Breda Kostanjšek, head of the programme controlling of RTV Slovenia

Lado Ambrožič, journalist and moderator with Television Slovenia

Awards for outstanding achievements in the past year

Erik Dobnik, informatician in the informatics department

Jaroslav Skrušny, editor with Television Slovenia

Miroslav Turkovič, head engineer in the system development of Television Slovenia

Mojca Širok, journalist and moderator of Odmevi with Television Slovenia

Pavel Lužan, dramaturgist with Radio Slovenia

Robert Gartner, head of the transmission centre Krvavec

Sandi Gombač, technician in the technical-technologic group of Radio Production

Zvezdan Martič, head of the Multimedia Centre

Zdravko Erjavec, head of the archives and museum collection of RTV Slovenia

Awards for the receivers of international and Slovene prizes

Aljana Jocif, correspondent of Radio Slovenia from Kranj

Darja Korez Korenčan, journalist with Television Slovenia

Jože Možina, journalist with Television Slovenia

Ksenija Horvat, journalist and moderator of Odmevi with Television Slovenia

Magda Zaplotnik, music editor with Radio Slovenia

Staša Kozmi, journalist with Television Slovenia

Aleš Koman, sound technician in the group for audio recordings in Television Production

Dare Novak, sound technician in the group for audio recordings in Radio Production

Darko Kukovič, sound technician in the regional RTV centre Maribor

Jure Culiberg, sound technician in the group for drama recordings in Radio Production

Miran Kazafura, sound technician in the group for music recordings in Radio Production

Rado Cedilnik, sound technician in the group for music recordings in Radio Production

B) Receivers of Slovene and foreign awards in 2004

Awards of the Journalists' Society of Slovene Consortium veritatis/Bratstvo resnice

Aljana Jocif, correspondent of Radio Slovenia from Kranj, for outstanding journalistic creations in the past year

Ksenija Horvat, journalist and moderator with Television Slovenia, for outstanding journalistic creations in the past year

Staša Kozmi, journalist with Television Slovenia, receiver of a debut award for the achievements of young journalists with less than five years of experience

Award of the Fund Josip Jurčič

Jože Možina, journalist with Television Slovenia, for the documentary Zamolčani - moč preživetja

Stop's expert Viktors of the selection of the Viktor academy members

Odmevi, Viktor for the best informative and documentary TV broadcast

Tistega lepega popoldneva, Viktor for the best TV broadcast and for the best entertaining TV show

Balkanski revolveraši, short film directed by Maja Weiss, Viktor for the best featured TV broadcast

Mojca Širok, Viktor for the best moderator of a newscast

Peter Poles, Viktor for the promising media personality and Viktor for the best moderator of an entertaining TV broadcast

Elza Budau, radio journalist, writer and author of texts of songs, Viktor for life-time work

Stop's Viktor Popularity Awards

Val 202, Viktor for the best radio station

Andrej Karoli, Viktor for radio personality 2003

The Vikend Magazine Gong Awards for Creativity and Popularity

Jože Možina, Gong for creativity for the broadcast Zamolčani - moč preživetja and Gong of popularity in the category of television news programme

Ana Dular, screenwriter, and **Aleksandra Vokač**, director, awarded special awards for the documentaries Črni močeril and Reka, ki teče po svoje

Amir Muratović, screenwriter, director and mounter, receiver of a special award for the documentary Triglav

Bojan Labovič, director, receiver of a special award for the documentary Potem pa Goldy reče, to moraš pa enkrat napisati

Award Babič

Bojan Kastelic, director of photography in the group of cameramen and assistants in Television Production, receiver of the award in the category of television documentaries for the camera in films Prijatelj čebelar and Potovka in the production of Television Slovenia

Award Zlata Rola for the best rated feature films in Slovenia

Film **Kajmak in marmelada**, of which RTV Slovenia is the majority producer, big Zlata Rola for 125,000 viewers

Film **Pod njenim oknom** in co-production with RTV Slovenia, Zlata Rola for 25,000 viewers

Julij Betteto Document, awarded by the Society of Music Artists of Slovenia

Darja Korez Korenčan, journalist with Television Slovenia, for special merits in the promotion of music art in the programmes and broadcasts of Television Slovenia

Škerjanec award, awarded by the Arts Secondary School of Ljubljana - Secondary Music and Ballet School

Magda Zaplotnik, music editor with Radio Slovenia, for the promotion of young musicians in radio programmes and in the EBU programmes

TAKTONS 2004 in Novi Sad

Aleš Koman, receiver of the award in the category of recordings of public concerts of serious music of big orchestras, for the recording of the Beethoven's piano concert in Vienna and in the category of public concerts of other genres, for the recording of the concert of Boban Markovič

Dare Novak, receiver of the award in the category entertaining music, small ensembles, for the recording of Oto Pestner with the title Spomini na Elvira

Darko Kukovič, receiver of the award in the category of serious music - small ensembles, for the recording of the song with the title Pijmo, bratci vince, performed by the Mariborski oktet

Jure Culiberg, receiver of the award in the category of a radio play for the recording of the play with the title Herman Celjski

Miran Kazafura, receiver of the award in the category of public concerts of small ensembles, for the recording of the concert of Magnifico

Rado Cedilnik, receiver of the award in the category of recordings of serious music - big ensembles, for the recording of the composition Pelleas and Melissanda performed by the Symphony Orchestra of RTV Slovenia

International music festival "Young2004Prague"

Youth Singing Choir of RTV Slovenia conducted by Tomaž Pirnat, receiver of gold medal in the category of girl's choirs

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