

Annual report 2009

PROGRAMMES AND BUSINESS OPERATIONS OF THE PUBLIC SERVICE BROADCASTER RTV SLOVENIA IN 2009

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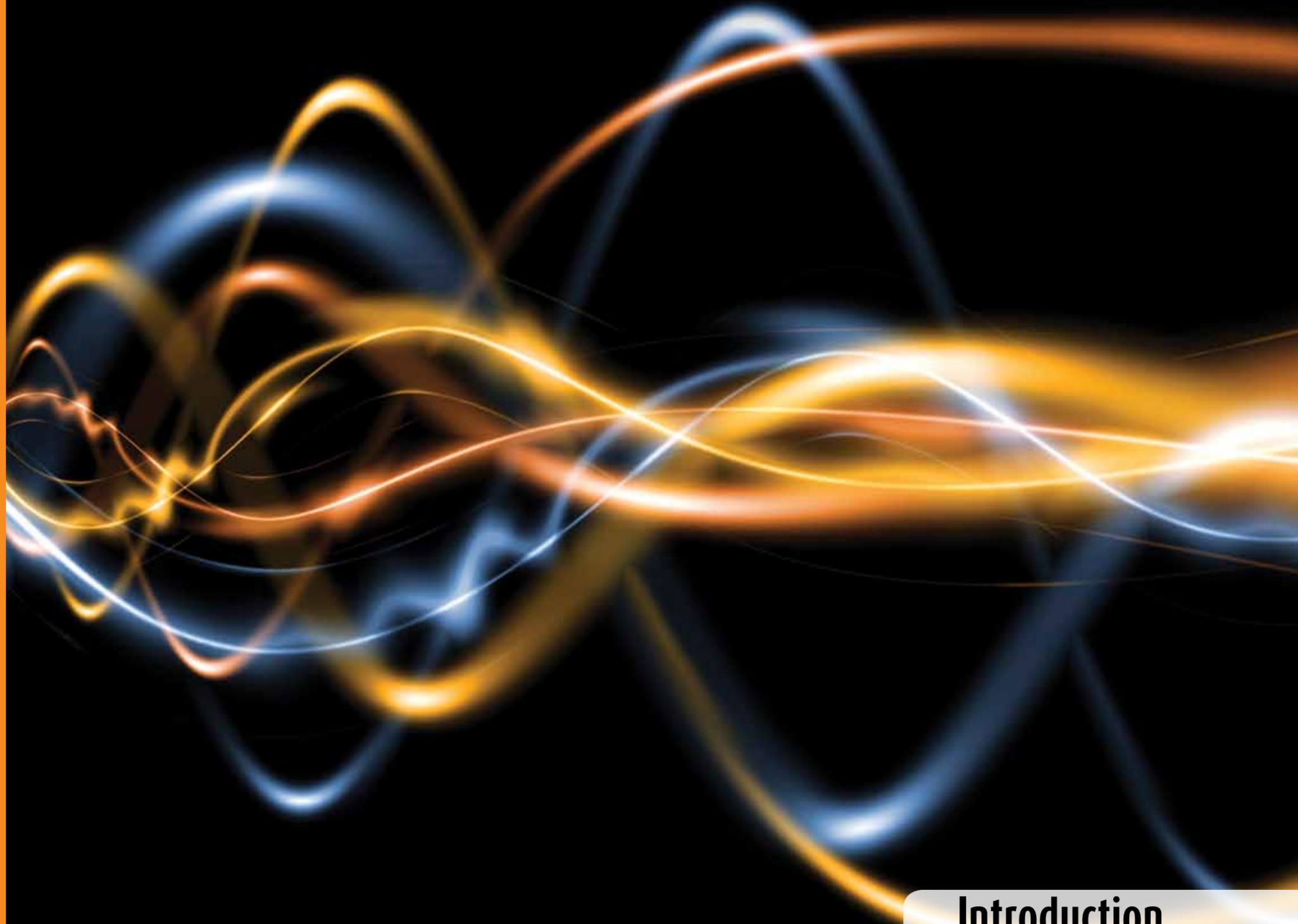
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Introduction

PRESENTATION OF RTV SLOVENIA

RTV Slovenia is a public institution of special cultural and national importance. It renders public service in the field of radio and television activities to serve the democratic, social and cultural needs of Slovenian citizens and Slovenian emigrants, members of the Italian and Hungarian national minorities in the Republic of Slovenia, and provide other services in accordance with the RTV Slovenia Act.

Pursuant to the RTV Slovenia Act, this public institution is obliged to provide: two (2) national television channels; three (3) national radio channels; radio and television channels from regional broadcasting centres in Koper and in Maribor; one radio and television channel for the Italian and Hungarian national communities, respectively; radio and television broadcasts for the Roma ethnic community; radio and television programmes for Slovenian national minorities in the neighbouring countries and for Slovenian emigrants and workers abroad; radio and television programmes for the foreign public; and Teletext, Internet portal, and a mobile portal. RTV Slovenia is also obliged to produce a special television channel which airs live broadcasts and recordings of sessions of the National Assembly of the Republic of Slovenia and its working bodies.

Within the institution of RTV Slovenia, the following are also active: the Symphony Orchestra, the Big Band, the Chamber Choir, the Children's Choir and the Youth Choir; a group of music producers at Nototeka, who dedicate most of their time and work to producing and adapting musical works, thus enriching the musical archives of RTV Slovenia with their achievements. It should be noted that they are very active in the field of concerts and performances in Slovenia and abroad, which contributes significantly to the promotion of RTV Slovenia and Slovenia as a country.

RTV Slovenia also has its own record label, 'Založba kaset in plošč', which releases CDs, audio and video tapes, and DVDs.

RTV Slovenia strives to extend its activities, and to this end, is developing its Multimedia Centre, where teletext, and Internet sites for the multimedia portal (www.rtvsllo.si) and the WAP portal (wap.rtvsllo.si) are created. The Multimedia Centre is also responsible for the creation of three info channels (children's channel, entertainment channel and news channel), and for the subtitling of broadcasts for the deaf and the hearing impaired.

Pursuant to the RTV Slovenia Act, RTV Slovenia is obliged to follow the principles of accuracy, objectivity and integrity of information, respect for the human personality and dignity, political even-handedness, and a plurality of worldviews. The institution must respect the principles of constitutionality and regularity when creating programmes, which entails a strict prohibition on cultural, religious, sexual, racist, national or any other form of intolerance. RTV Slovenia must ensure the integral and unbiased rendering of information and the freedom to form opinions; it must respect the principle of political independence and journalistic freedom, enforce the professional ethics of reporters, and consistently distinguish information and comments in journalists' contributions; as well as protect children and the youth from content that could impair their mental or physical development.

RTV Slovenia is obliged to ensure authentic and unbiased information broadcasting, high-quality educational broadcasts, and to produce TV feature broadcasts; it must create documentaries of national importance and offer its own high-quality products for children, the youth, and the elderly.

In addition, the employees of RTV Slovenia are obliged to make high-quality entertainment content for all age groups, and provide information on all important cultural, political, historical, sports, social and economic events.

RTV Slovenia supports the creation and development of cross-border radio and television projects; it offers programmes for the blind, the visually impaired, the deaf and the hearing impaired, using specially adapted techniques, and special attention is devoted to the disabled and relevant programme content. The institution presents and promotes Slovenian culture and science, encourages cultural creativity and freedom of artistic creation, and ensures the creation, reproduction and presentation of artistic works.

Special attention is also devoted to the situation and activities of registered religious communities and the development of a general linguistic and political culture. RTV Slovenia strives to improve the understanding of national culture, history and identity, encourages sports activities, and informs the public about health, environmental protection and consumer protection issues.

National programmes are required to reach at least 90 per cent of Slovenia's population, or 90 per cent of the territory inhabited by the members of the Italian and Hungarian national minorities in the case of programmes for these two minorities.

Religious and political propaganda is strictly prohibited, except in party political broadcasts, which are regulated in detail by legislation.

RTV is funded from various sources: RTV licence fees, commercial activities, the state budget and donations and other sources, in accordance with legislation and its Articles of Association. RTV licence fee payers are households with a radio and television receiver in the Republic of Slovenia, where technical conditions enable the reception of at least one RTV Slovenia channel.

It shall be considered that each consumer / payer of electricity has a receiver and is thus obliged to pay the RTV licence fee, unless such persons submit the relevant statement, as provided by law. The total of all active persons liable to pay RTV's licence fee is over 600,000.

The founder of the public institution RTV Slovenia is the Republic of Slovenia.

The institution's management is public. There are 29 members on the Programme Council. The Italian and Hungarian national minority each appoint one member; one member is appointed by the Slovenian Academy of Science and Arts (SAZU); two members are appointed by the President of the Republic of Slovenia based on proposals by the registered religious communities; three members are directly elected by employees of the institution, and these members represent the information section, culture and arts, and technology, respectively; five members are appointed by the National Assembly of the Republic of Slovenia, and nominated by political parties, whereby the representation of the parties in the National Assembly must be taken into account; sixteen members appointed by the National Assembly are nominated by viewers and listeners, universities and faculties, societies and associations of societies and their organisations, especially in the arts, culture, science and journalism, as well as other civil society organisations, with the exception of political parties and their organisations.

The Supervisory Board of RTV Slovenia has eleven members, five appointed by the National Assembly, four by the Government, and two by the employees of RTV Slovenia.

MANAGEMENT BODIES

Programme council of RTV Slovenia

Responsibilities:

- adopts programme standards and programme concepts in accordance with the RTV Slovenia Act, and the Act Regulating the Media, and in accordance with international legislation;
- adopts the programme-production plan streamlined in line with the institution's financial capabilities;
- adopts programme schemes;
- regularly discusses the implementation of adopted programme concepts and the production plan, and provides the Director General with further instructions regarding the elimination of deficiencies in these areas;
- discusses the realisation of the adopted programme concepts;
- discusses comments and proposals from viewers and listeners and takes a position in this respect. When determining programme policies, and in cases of well-founded complaint, submits instructions to the Director General regarding necessary changes in programmes;
- gives its consent to the Articles of Association of the Public Service Broadcaster RTV Slovenia;
- provides opinions regarding the proposed financial plan;
- appoints and dismisses the Director General of RTV Slovenia and gives its prior consent to the appointment and dismissal of Radio and Television Directors;
- decides on other issues regarding programming, when this is stipulated by the Articles of Association;
- decides on other matters, when so stipulated by law or its Articles of Association.

The structure of the Programme Council as outlined in the mandate for 2006-2010 (constituted on January 24, 2006):

President of the Programme Council of RTV Slovenia
Dr. Stane Granda

Deputy President
Jože Hribernik

Member appointed by the Hungarian national community
Dr. Elizabeta Bernjak

Member appointed by the Italian national community
Maurizio Tremul

Member appointed by SAZU
Dr. Janko Kos

Members appointed by the President of the Republic of Slovenia
Dr. Janez Gril
Saša Paukovič

Members elected by the institution's employees
Slavko Bobovnik (information section)
Nataša Bolčina Žgavec (culture and arts section)
Tom Zalaznik (technical section)

Members appointed by the National Assembly (as nominated by political parties)
Dr. Jana Bezenšek
Jože Hribernik
Tino Mamič
Dr. Boris Vezjak
Dr. Jernej Pikalo

Members appointed by the National Assembly (at the proposal of viewers and listeners)
Boris Cipot
Boris Grabrijan
Dr. Stane Granda
Tomaž Habe
Peter Jančič
Tanja Kuštrin
Bine Matoh
Dr. Leon Oblak
Stanko Okoliš, MSc
Dr. Hubert Požarnik
Peter Rudl
Jože Snoj
Anton Šepetavc, MSc
Dr. Ivan Janez Štuhec
Marjan Terpin
Dr. Matevž Tomsič

Supervisory board of RTV Slovenia

Responsibilities:

- adopts Articles of Association on the basis of the prior consent of the Programme Council;
- adopts the financial plan and annual report of this public institution, and decides on the distribution of any surplus of revenue over expenses;
- determines the price of services that are not part of public service;
- prescribes how radio and television receivers are to be reported, or temporarily, or permanently signed-off;
- determines in detail how licence fees are to be settled, and the criteria for write-offs, partial write-offs, postponement and instalment payments, in accordance with the relevant legislation;
- decides on tariffs and other conditions for the broadcasting of other broadcasters' programmes;
- supervises RTV Slovenia's business operations;
- supervises book-keeping, the legitimacy of business operations, and reviews periodical accounts;
- has the right to access all of RTV Slovenia documents, including those regarding the operation of transmitters and connections;
- decides on other matters, as stipulated by the Act or Articles of Association.

The structure of the Supervisory Board for 2006-2010's mandate (constituted on January 26, 2006):

President of the Supervisory Board of RTV Slovenia
Franc Orešnik

Deputy President
Tomaž Glažar (until 25 September 2009). As of the termination of Mr. Glažar's mandate, the Supervisory Board operated without a deputy.

Members appointed by the National Assembly
Nikola Damjanič (until 25 September 2009)
Tomaž Glažar (until 25 September 2009)
Dr. Klemen Jaklič
Anton Horvatič (until 22 October 2009)
Lenart Šetinc, MSc (until 22 October 2009)
Franc Orešnik
Igor Šetinc, MSc

Members appointed by the Government of RS
Janez Čadež
Silvo Škornik, MSc
Dr. Matjaž Durjava
Sonja Heine

Members elected by the institution's employees
Martin Žvelc
Mateja Vodeb, MSc

RTV Slovenia's business and programme management

The Director General is selected and appointed by the RTV Slovenia's Programme Council on the basis of a public tender.

The Director of Radio Programmes and the Director of Television Programmes are appointed by the Director General on the basis of a public tender after the prior consent of RTV Slovenia's Programme Council.

The Assistant Director General for Radio and Television for the Italian national community and Assistant Director General for Radio and Television for the Hungarian national community are appointed by the Director General, in agreement with the Programme Board for the Italian national programme and Programme Board for the Hungarian national programme, respectively. The duration of their mandate is the same as that of the Director General's.

Editors-in-Chief are appointed and dismissed by the Director General based on the proposals of the Directors of Radio Slovenia and Television Slovenia. Editors-in-Chief must be selected by public tender. A public tender for Multimedia, Teletext, Internet portal, and mobile portal programmes is also carried out by our Radio and Television Directors.

The Director General independently appoints managers, thus ensuring sound business management system operation.

The mandate of Editors-in-Chief is for four years.

ORGANISATIONAL STRUCTURE

RTV Slovenia's units in accordance with the new Articles of Association of RTV Slovenia (valid from October 16, 2006)

- TELEVISION SLOVENIA Programme Production Unit
- TELEVISION PRODUCTION Organisational Unit
- RADIO SLOVENIA Programme Production Unit
- RADIO PRODUCTION Organisational Unit
- MUSIC PROGRAMMES AND MUSIC PRODUCTION Organisational Unit
- Regional Broadcasting Centre KOPER-CAPODISTRIA (Centro Regionale RTV Koper-Capodistria) Programme Production Unit
- Regional Broadcasting Centre MARIBOR Programme Production Unit
- MULTIMEDIA CENTRE Programme Production Unit
- TRANSMITTERS AND CONNECTIONS Organisational Unit

The organisational structure is subject to the requirements and needs of the Public Service Broadcaster's radio, television and multimedia activities.

In addition to public service, RTV Slovenia performs the following commercial activities:

- the marketing of advertising time and programmes;
- technical and telecommunication services that are not part of public service;
- the letting of broadcast infrastructure and other real estate;
- publishing and concert activities;
- marketing programme services, including interactive programme services;
- the commercial use of archival material;
- education and professional training, with the exception of those activities intended to provide functional skills for employees.

TELEVISION SLOVENIA Programme Production Unit

Television Slovenia's Programme Production Unit creates, prepares, broadcasts and archives national television programmes. The professional programme-production activities of Television Slovenia are managed and coordinated by the unit's director. The Assistant Directors General for national programmes are responsible for professional programme activities with regard to these two programmes.

Television Slovenia Programme Production Unit consists of five editorial production units (EPU) headed by Editors-in-Chief, and one Organisational Unit (OU):

- EPU Culture and Arts Programmes,
- EPU Informative Programme,
- EPU Entertainment Programme,
- EPU Sports Programme,
- EPU responsible for the special national programme intended to broadcast the proceedings of the National Assembly of RS and its working bodies.

TELEVISION PRODUCTION Organisational unit

OU Television Production is a separate organisational unit providing technical, production, post-production services and the broadcasting of television programmes in line with the needs of the Television Slovenia Programme Production Unit.

RADIO SLOVENIA Programme Production Unit

Radio Slovenia Programme Production Unit creates, prepares, transmits and archives national radio programmes. The professional programme-production activities of Radio Slovenia are managed and coordinated by the unit's director. The Assistant Directors General for these two programmes are responsible for professional programme activities with regard to national programmes.

The Radio Slovenia Programme Production Unit consists of four editorial production units (EPU) headed by Editors-in-Chief, and two Organisational Units (OU):

- EPU Channel 1,
- EPU Channel 2,
- EPU Channel 3,
- The News and Experimental Development Programme EPU.

RADIO PRODUCTION Organisational Unit

Radio Production is a separate organisational unit which provides technical, production, and post-production services, and the broadcasting of radio programmes in line with the needs of the Radio Slovenia Programme Production Unit.

MUSIC PROGRAMMES AND MUSIC PRODUCTION Organisational Unit

This unit is comprised of RTV Slovenia's Symphony Orchestra and Big Band, as a joint music division, RTV Slovenia's Chamber Choir, the Youth Choir, and RTV Slovenia's Children's Choir. The programme content of the Music Programmes and Music Production unit are intended for both radio and television programmes.

The Music Programmes and Music Production Unit is managed by the organisational unit's head, who is appointed and dismissed by the Director General at the behest of the Director of Radio.

Regional Broadcasting Centre KOPER-CAPODISTRIA (Centro Regionale RTV Koper-Capodistria) Programme Production Unit

Regional Broadcasting Centre Koper-Capodistria: creates, prepares, broadcasts and archives the television and radio programme in the Slovenian language; television and radio programme for the Italian national community, and the minority in Italy; and prepares programmes for national radio broadcast.

Organisational, business and other general affairs are managed and coordinated by the Head of the Regional Broadcasting Centre.

The PPU Koper-Capodistria Regional Broadcasting Centre consists of four editorial production units (EPU) headed by Editors-in-Chief:

- EPU Regional Television Programme,
- EPU Regional Radio Programme,
- EPU Television Programme for the Italian national community,
- EPU Radio programme for the Italian national community.

Programme activities for the national community are managed and coordinated by two Editors-in-Chief for Italian national community programmes, who act in accordance with the instructions of the Assistant Director General for Radio and Television for the autochthonous Italian national community.

Programme Production Unit REGIONAL BROADCASTING CENTRE MARIBOR incorporates a studio for the Hungarian programme in LENDAVA / Magyar Műsorok Stúdiója, Lendva

Regional Broadcasting Centre Maribor: creates, prepares, broadcasts and archives television and radio programmes in Slovenian, television and radio programmes for the Hungarian national community, the minority in Austria and Hungary, prepares broadcasts for national radio programmes, and a radio programme for the foreign public.

Organisational, business and other general affairs are managed and coordinated by the Head of the Regional Broadcasting Centre.

The PPU Regional Broadcasting Centre Maribor consists of four editorial production units (EPU) headed by Editors-in-Chief:

- EPU Regional Television Programme,
- EPU Regional Radio Programme,
- EPU Radio Programme for the Foreign Public,
- EPU Television Programme for the Hungarian National Community,
- EPU Radio Programme for the Hungarian National Community.

The programme's activities for the national community are managed and coordinated by two Editors-in-Chief for Hungarian National Community Programmes, who act in accordance with the instructions of the Assistant Director General for Radio and Television for the Hungarian National Community.

The Head Office, radio and television studio, and the Assistant Director General for Radio and Television for the Hungarian national community are in Lendava.

MULTIMEDIA CENTRE Programme Production Unit

The Programme Production Unit Multimedia Centre (MMC) creates and broadcasts multimedia text, images, and audio/video content for new media; it is responsible for subtitling broadcasts for the hearing impaired, and also includes RTV Slovenia's record label.

The MMC Programme Production Unit is managed and coordinated by the MMC's Head.

All programme activities of the MMC editorial production unit are managed and coordinated by the editor-in-chief.

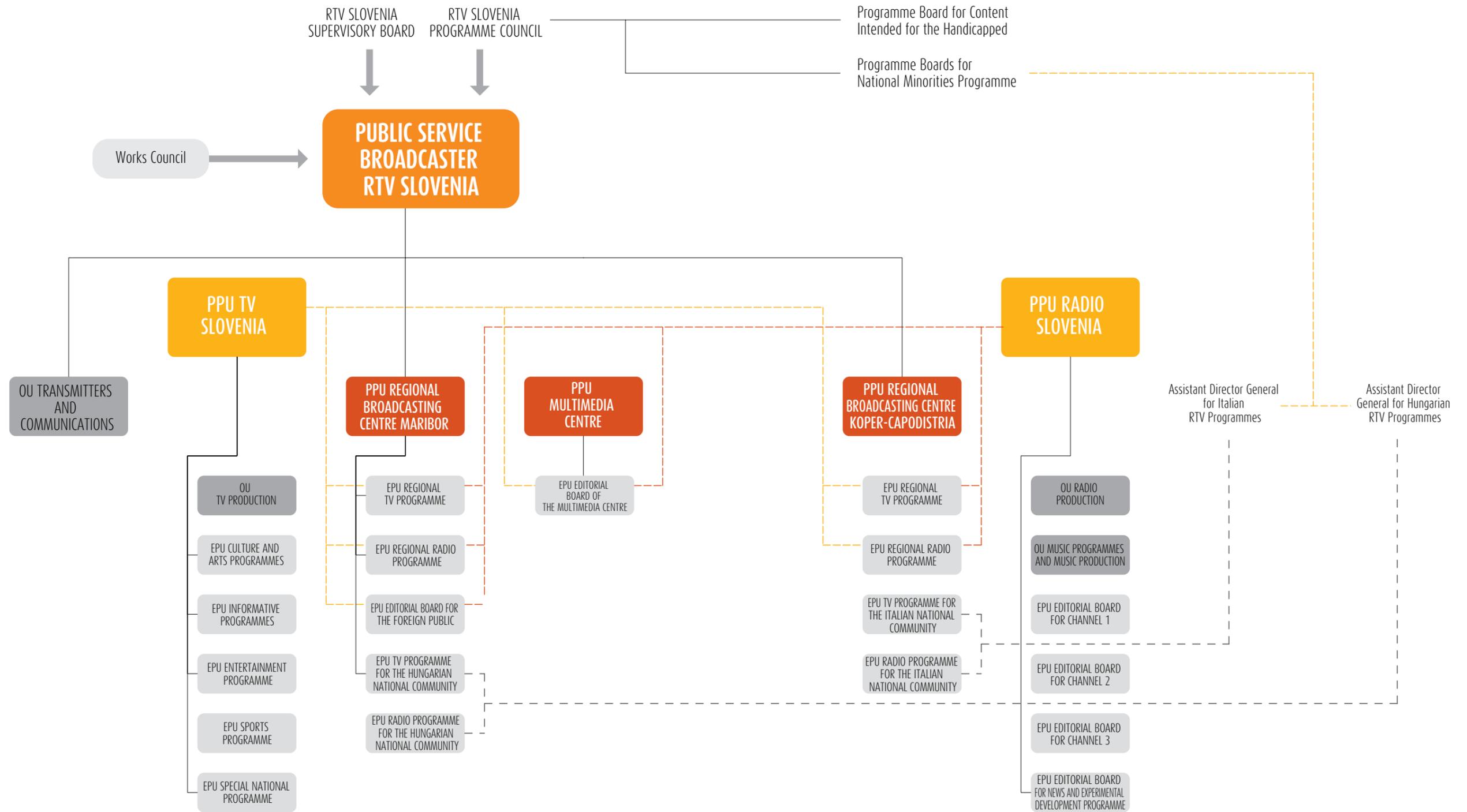
TRANSMITTERS AND CONNECTIONS Organisational Unit

The Transmitters and Connections Organisational Unit, as a communications and multiplex operator, performs public service and commercial activities with analogue and digital technology.

The activities and operations of OU Transmitters and Connections are managed by the Head of OU.

The public service remit includes broadcasting, exchanging and airing RTV Slovenia's television, radio and multimedia programmes, providing the facilities for and the sharing of aerial systems - if technically feasible - for the broadcasting of television and radio programmes of special importance, with their infrastructure at RTV Slovenia's transmission points; it ensures the visibility and audibility of RTV Slovenia's programmes in areas of neighbouring countries inhabited by Slovene national communities, in accordance with international treaties, and provides the facilities and sharing of aerial systems - if technically feasible - for the broadcasting of programmes of special importance to cover areas on the other side of the border inhabited by Slovene national communities, in accordance with international treaties, with their infrastructure at RTV Slovenia's transmission points.

MANAGEMENT STRUCTURE AND PROGRAMME DIAGRAM OF RTV SLOVENIA



Radio signals travel at a speed of 300,000 km/s. Sound travels at a speed of 346 m/s. When transmissions take place from great concert halls, the radio listener hears the music slightly sooner than the listener in a remote part of the concert hall.



Management body reports



DIRECTOR GENERAL'S REPORT

2009's Business Plan was based on the goals adopted in RTV Slovenia's Strategy for 2004-2010 and its amendments, taking into consideration the financial perspective and changes in the outer and inner environment which require technological modification, and ensuring new programme content and digital multimedia services, as well as the financially intense digitalisation of the transmission network, archives and other technological production equipment.

Corresponding to this orientation, the most important goals were:

- investment in the digital transmission structure and the digitalisation of technological equipment;
- the renewal of business processes, programme and production standards, and RTV norms;
- preparation for the introduction of additional digital multiplex TV channels and expanding the range of multimedia services in terms of radio and television programmes in Ljubljana, Koper and Maribor;
- the introduction of bi-medial methods of work and media convergence in the regional centres of Koper and Maribor;
- high-quality programmes with diverse content which will meet the expectations of the broadest range of viewers and listeners, as well as the segmented public with higher expectations;
- the preservation of our programmes' ratings ;
- the planned introduction of special programme content, especially for the disabled and elderly population;
- a reduction in the number of permanent employees by 100;
- the preparation and introduction of new programming and production norms;
- the digitalisation of our transmission network, i.e. the construction of DVB-T (Digital Video Broadcasting-Terrestrial) to cover 75% of Slovenian households with digital TV signal;
- the digitalisation and computerisation of radio and television production, with the transition to computer technology for the collection, processing and transmission of TV programmes in all of RTV Slovenia's units;
- the speedy construction of a digital radio archive with digitalisation of at least 30% of archive sound carriers in the radio archives of Ljubljana, Koper and Maribor.

My estimate is that, despite the depression and economic crisis, and consequently smaller advertising income, we have successfully realised the majority of our goals and created a positive business result at the end of this year.

2009 was particularly demanding, as we undertook the planned renewal of some programme blocks in the radio programme in order to meet listener expectations. However, one of our pre-eminent tasks was that national radio programmes preserve high ratings without giving in to the pressure of commercialisation and individual tastes, and a neglecting of the criteria for quality in terms of our spoken culture and music content.

Radio Slovenia Channel 1 reinforced its image with high-quality and diverse spoken and music content. Information programming followed journalistic rules regarding the provision of speedy, high-quality, precise and reliable information with regard to all important events in Slovenia and abroad.

This orientation bore fruit, as a media research showed that Val 202 and Radio Slovenia Channel 1 also in 2009 preserved their leading positions in terms of ratings in Slovenia. Channel 1 even gained new audience and continues the positive trend which began in 2007 (its rating in 2007 was 9.3%, in 2008 10.0% and in 2009 as much as 10.5%). A comparison of average ratings per 15-minute slot in 2008 and 2009 shows that ratings for Radio Slovenia Channel 1 in 2009 increased in almost all time blocks; the same is true for Val 202.

With a rich and diverse range of music production and music programmes, the ratio between the spoken and music sections of the programme have also considerably improved. The Symphony Orchestra and Big Band, as the main players in terms of music production, performed a considerable part of archival recording. They had a successful, high-quality concert season at home and abroad, performing at various events and venues.

We improved the radio and television offer of the regional broadcasting centres in Koper and Maribor, including programmes for the Italian national community and Roma community. We also noticed certain shifts upon the introduction of bi-medial methods of work for radio and television in Maribor. This is the beginning of our implementation of media convergence, and work and cost rationalisation at both Regional Broadcasting Centres.

National television programmes also realised the majority of set goals. With the occasional fluctuation, the quantity and quality of the programme remained the same; Television Slovenia fully performs its responsible public service mission. In 2009, we prepared a demanding project, a new digital channel, as approved by the institution's Programme Council and Supervisory Board. This theme channel with art and culture programmes in the evening block, and programmes for children and the youth during the day will be ready for transmission in 2010. At the end of the year, our 3rd TV channel commenced with its transmission of the central information broadcast in sign language, adapted for viewers with impaired hearing.

In 2009, we transmitted 559 sports events; almost half of them had high ratings. Interest is growing for the show 'Dobro jutro' (Good Morning), which is based on interactivity. In December, it was extended from two to three hours per day with additional sections and more content of interest.

Unfortunately, we cannot be completely satisfied with our achievement in terms of one success criteria, i.e. TV ratings,

CHAIRMAN OF THE PROGRAMME COUNCIL'S REPORT

regardless of the fact that in general they are dropping both domestically and internationally. Namely, in 2009, the all-day average rating of Channel 1 dropped in comparison to previous years (2007: 2.9%, 2008: 2.8%, 2009: 2.6%), and its share dropped from 23% to 21%. Channel 2 preserved its 1% rating and 8% share as achieved in previous years. Average ratings of TV Slovenia Channel 1 in 2009 dropped in all time blocks; the most considerable decline was detected between 19 and 20 o'clock (by 1.3%). Due to the drop in Dnevnik's ratings, we appointed at the end of the year a special project group to revamp information broadcasts.

RTV Slovenia's Multimedia Centre not only fulfilled its adopted goals, it surpassed some of them. We continued to develop new services and products, expanded our range of content, and followed guidelines for the development of public services in Europe. We participated in several Slovenian and international projects, for which we gained numerous commendations and awards. In the sphere of technology, when introducing a system for content management, we created a state-of-the-art portal, where setting and selection of content is entirely resigned to users. Technology and trends are comparable to the world's leading providers (Google, BBC). We were the first to implement it, more than six months before our competition.

According to the Slovenian Advertising Chamber's research, MOSS, the portal's reach, with over 450,000 users per month, once again increased in 2009. The plan was to preserve our fourth place amongst the most visited portals in Slovenia, in order to get to the third place, which was achieved in December.

Teletext is still the leading source of such information in Slovenia and, despite the efforts of some competitive media, remains, with over half a million users daily, the reference source of text information for television viewers.

In 2009, we subtitled the majority of the pre-prepared broadcasts for the deaf and hearing impaired, as much as the available technology permitted, and also for all daily information broadcasts and live pre-election debates of candidates for Members of the European Parliament.

Our adopted goals and tasks were realised with the available financial means, which were only slightly higher than in 2008. This required rational usage and efficient management, as well as a reduction in certain costs through the renovation of support processes, standards and norms. The quality and quantity of programmes, and the basic mission as set out in the RTV Slovenia Act, were not affected. This was especially applied to labour costs for full time employees and outsourcers, which resulted in improved productivity. When comparing the revenue from operations and the average number of employees, productivity increased by 4.5% in 2009 compared to the previous year.

RTV Slovenia had a positive business result; revenue exceeded expenditure by EUR 88,000. This was EUR 35,000 more than planned for, and EUR 6,000 more than in 2008.

In April 2009, the RTV licence fee increased, after being "frozen" for five years, to EUR 12 per month. The favourable increase in revenue is also attributable to the successful campaigns and activities of RTV Licence Fee Department in acquiring new persons liable to pay the licence fee. In the period 2006-2009, this number increased by 1,500; but we should be alarmed by the fact that since 2006, the number of socially endangered persons, who are exempt from paying the licence fee, is quickly growing. Their number grew from 63 in 2006 to 5,107 in December 2009. As this expense is charged to RTV Slovenia, this sphere of socially endangered persons should be regulated in accordance with other social transfers from the state budget. The number of persons exempt due to disability is increasing; since 2006 it had grown from 14,566 to 16,354 by the end of 2009.

In terms of operating revenue, revenue from RTV licence fees was EUR 84,864,000 in 2009, or 65.9% of total revenue. Revenue from this source was 1.9% higher than the plan and 7.2% higher than in 2008. In comparison to the previous year, their share in the structure of realised total revenue increased by 1.4 percentage points, from 64.5 percent to 65.9 percent, mainly as a consequence of the increased RTV licence fee.

An important share in terms of operating revenue is revenue from advertising. Due to the economic depression, it fell from 16.2% in 2008 to 13% in 2009, i.e. 3.2 percentage points, meaning that advertising revenue was EUR 2,257,000 lower than planned, and EUR 3,129,000 lower than in 2008. In part, this reduction is a consequence of the fact that we achieved lower average ratings for our TV programmes in terms of advertising target groups, whilst the ratings of Kanal A and POP TV increased.

Based on this revenue trend, we focused on the strict control of expenditure. Total expenditure in 2009 amounted to EUR 128,749,000, which was EUR 1,090,000, or 0.8% lower than planned.

We reduced labour costs which amount to EUR 59,195,000; that is EUR 3,869,000 or 6.1 percentage points lower than planned. This was a result of measures taken in the sphere of public sector salaries, as well as the abolition of the payroll tax, and a reduction in the number of full time employees.

Between 2005 and 31 December 2009, our number of employees fell by 228; at the end of 2009, we employed 1,945 workers. In this period, 409 employees left, and we employed 181 new workers, most of them on a contractual basis. In 2009, we reduced the number of employees by 100 as adopted in the annual plan.

In addition to labour costs we also reduced other costs, particularly in relation to technical material, heating, office material, current maintenance, insurance premiums, protection services, intellectual and transport services, business trip expenses, and the cost of renting external production.

In 2009, we successfully continued investment in and the digitalisation of our transmission network, archives and technological equipment, which will enable us to offer, in accordance with the new strategy for the period up to 2014, new digital television channels and expand our range of multimedia services. This will also enable us to gradually introduce television production based on high definition technology (HD TV).

This technology will be used to transmit the Winter Olympic Games in 2010 on a special trial HD-channel. Our goal is to gradually increase in-house production of HD TV feature, documentary and sports programmes, and to complete the transition to such technology by the end of 2014. This is essential, as we have to follow the development of other public services and offer our viewers and listeners, anytime and anywhere, all the services enabled by new technology.

Our commitment is, in compliance with our mission, to serve the public – listeners and viewers. We therefore need to be present on all crucial media platforms available in terms of our internal and external environment. In order to achieve these goals, including the construction of a new multimedia "news" centre and the introduction of media convergence, the ensuring of a stable source of finance for RTV Slovenia will be of key importance.

Director General of RTV Slovenia
Anton Guzej



The four year mandate of RTV Slovenia's Programme Council expires at the end of 2009. The majority of its members endeavoured to fulfil the Slovenian public's expectations. Although it is impossible to please all, we strived for as many content citizens as possible. It is they that we were elected to the Programme Council for, not for RTV's employees or against its employees. Were we attempting to square the circle?

Despite opposing forces, we managed to ensure the stable management of the institution, which was of key importance in terms of its growth and, most importantly, its financial situation. It is too early for assessment. Time is the best judge! Nothing is so bad that it could not be worse, and nothing is so good that it could not be better.

I wished for one thing: that Radio and Television Slovenia truly serve the democratic Slovenian state, the highest achievement of Slovenian people throughout history, and reflect cultural content in its broadest sense. I see the efforts of this all-Slovenian RTV Slovenia, regardless of state borders, as a huge achievement. We have not yet achieved the wanted and expected result, but everything is in place to achieve it.

Although life's thunderstorms, the economic and the political, have strong influence on RTV Slovenia activities, it travels on a reliable and checked path towards new challenges and successes. Success will also not fail to come in the future. The mission, dignity and credibility of this 'national' institution cannot be replaced by any of the commercial competitors. A moment's glamour is not the same as permanent and serious achievement.

RTV Slovenia Programme Council's activity under my presidency is just an episode in its decades' long, successful and truly honourable history. I hope that all members actively contributed to it over the past four years. I wish the successors more luck.

We wished and I wished more. Special thanks to everybody for their help, understanding, and especially critiques. Sincere apologies for any mistakes and unintentional insults. And special thanks to each and every employee, and all the best! Believe in yourself and be proud of yourself.

President of the Programme Council of RTV Slovenia
Dr. Stane Granda

CHAIRMAN OF THE SUPERVISORY BOARD REPORT



The wave of the global economic and financial crisis in 2009 touched more or less all spheres, including the cultural in its broadest sense of the word, not sparing the national public media institution that is RTV Slovenia. However, despite difficulties and strains in its environment, RTV Slovenia managed to

facilitate solid business operations throughout the year and create a positive financial result, not endangering the quantity and quality of radio and television programmes. As a public institution of special cultural and national importance, it implemented its mission as laid down in the relevant legislation, successfully in the main. It fulfilled its functions as set by law and its Articles of Association, and as expected from this media house by its increasingly demanding public: as it should do. Only in terms of ever newer requirements, innovativeness and challenges can RTV Slovenia distinguish itself from other media houses. It will be difficult to fulfil all ambitions and expectations, as high-quality programme content is getting more expensive annually. Therefore, the efforts of the employees, management and representatives on the supervisory and management bodies will have to remain focused on searching for those resources which can better enable RTV to implement its duties in relation to the public interest, and on searching for ways to co-create a Slovenian national identity in open society circumstances, in friendly and unfriendly encounters with the general and media culture. Available resources and assets will have to be directed, to achieve even higher quality in the performance of its activities as a public mission medium – into technological modernisation and human resources development.

The advantage of this National Radio-Television Corporation is its diversity and high-quality programme content, which have to be ensured by everybody linked to the institution. Its supervisory body too. Unfortunately, the latter has to follow above all the numbers, which have to be economically acceptable and justified. Based on figures, it is often difficult to make decisions with regard to 'programme' and to control its contents. But in compliance with the authorisations given to RTV Slovenia's Supervisory Board in the legislation and its Articles of Associations, the Board can also confirm the financial performance of this national institution for 2009. It was not easy, but employees and management confronted current circumstances solidly. With commitment, and timely and intense action, it was also successful.

President of the Supervisory Board of RTV Slovenia

Franc Orešnik

WORKS COUNCIL REPORT



RTV Slovenia's Works Council was established in June 2001; this is its third mandate.

Elections of Work Council members for the term 2009-2013 took place in June 2009. Council members in the new mandate are as follows: Dejan Guzelj (President), Januš Luznar (Vice President) and members Anica Anja Habjan, Breda Štivan Bonča, Igor Kuralt, Matjaž Fon, Peter Kosmač, Robert Pajek, Natalija Sinkovič, Nataša Bolčina Žgavec, Nevenka Dobljekar, Mateja Pevec and Tom Zalaznik.

The legal basis for the activity of RTV Slovenia's Works Council is the Worker Participation in Management Act and the Participation Agreement, which was signed with this Council by the Director General of RTV Slovenia as early as 2007.

Eight commissions and committees operate within the Works Council (The Acts and Rules Commission, The Holiday Houses Commission, The Workers' Legal Certainty Committee, The Committee for Convening Partial Conventions at RTV Slovenia, The Commission for Monitoring the Quality of Canteen Services, The Health Protection Committee, The Negotiation Team for RTV Slovenia's Status and Agreements on RTV Slovenia's Workers' Status, and The Committee for Mobbing Prevention and Elimination), comprised of Council members and other employees.

RTV Slovenia's Works Council had twelve regular and five extraordinary sessions in 2009, discussing mainly current topics, especially burning issues in the sphere of labour law and managing industrial relations, the creation of RTV programmes, and in the objective evaluation of the work of RTV Slovenia's employees. Special attention was dedicated to the processing and preparation of content pursuant to newly proposed amendments to the RTV Slovenia Act.

The efforts of the Works Council in recent years have been focused on improving employee working conditions, with an emphasis on improving the content and form of RTV programmes. RTV Slovenia employees perform specific tasks; we are strongly aware of our role and mission as a public, neutral medium within the wider environment. The Works Council is aware of its connective role in terms of communication between social partners, management, supervisory bodies and all three trade unions at RTV Slovenia.

INDEPENDENT AUDITOR'S REPORT

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Independent auditor's report

To the Supervisory Board of Radiotelevizija Slovenija, Public Institute, Kolodvorska 2, Ljubljana

We have audited the accompanying financial statements of public institute Radiotelevizija Slovenija, Ljubljana, which comprise the balance sheet as at December 31, 2009, and the income statement for the year then, and a summary of significant accounting policies and other explanatory notes.

Management is responsible for the preparation and fair presentation of these financial statements. Our responsibility is to express an opinion on these financial statements based on our audit. Our audit was also performed with due consideration of provisions on financial reporting pursuant to the Accounting Act (Official Gazette of the Republic of Slovenia no. 23/1999 and 30/2002) and the Radiotelevizija Slovenija Act (Official Gazette of the Republic of Slovenia no. 96/2005 and 30/2002).

We conducted our audit in accordance with International Standards on Auditing, which refer to auditing of financial statements and auditing of compliance. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement and that public institute Radiotelevizija Slovenija has complied with Article 14 of the Radiotelevizija Slovenija Act in terms of managing its ledgers and financial reporting, which refer to the requirement of maintaining separate records for market activities and public service activities, and Article 28 of the same Act which requires reporting on costs of program production by individual sets of program or contents.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

In our opinion, the financial statements give a true and fair view of the financial position of public institute Radiotelevizija Slovenija as of December 31, 2009, and of its financial performance for the year then ended in accordance with Accounting Act and statutory regulations.

In our opinion, the public institute Radiotelevizija Slovenija duly applied the provisions of the Radiotelevizija Slovenija Act in all material aspects when compiling the financial statements as of 31 December, 2009 and disclosing information in its annual report.

Janez Smolič
certified auditor

M.Sc. Darinka Kamenšek
certified auditor

Ljubljana, March 15, 2010

ABC revizija d.o.o.
Director:

Družinski dr. Boriko Majr, ul. Žvko Bergant, Mirko Prelog spec. rev., mag. Darinka Kamenšek in Katarina Kolarič.
Član JPA International - avizite neodvisnih računovodskih družb / A member of JPA International network of independent accounting firms

RTV SLOVENIA MANAGEMENT



Jože Možina



Anton Guzej



Cvetka Žirovnik



Anica Žgajnar



Antonio Rocco in Helena Zver



Marko Filli

KAZALO

*Mr Vinko Vasle, Director of Radio Slovenia, is not on photographs.

HD resolution images contain approximately 2,073,600 pixels. If each pixel could show one face, we could see every Slovenian on one screen.

Programme report



RADIO SLOVENIA PROGRAMMES

Report of the Director of Radio Slovenia

Radio Slovenia also managed in 2009, despite a wide range of competing commercial radio channels, to preserve high ratings, through not commercialising its programme content but building on its proven credibility and professionalism. Two pieces of independent research showed that informative radio programmes achieve the highest rankings in terms of credibility, and that our radio programmes as a whole (in this research closely following POP TV, with which, of course, we cannot be compared) are highly appreciated by listeners due to their propriety and interesting programme content.

In 2009, Radio Slovenia set – amongst other – some priority goals:

- Strengthening its spoken word radio culture, utilising the radio centre for spoken culture (announcers and phoneticians). After many years, we reintroduced the control listening of certain programmes and programme blocks; and based on our findings, we later implemented specialised seminars (for sports journalists and commentators, for informative programme journalists, and so on). Editors-in-Chief and Editors were also given more competence in terms of this important area, and, based on expert assessment, can direct radio speakers to additional speech education or knowledge refreshment. Namely, in the previous year, the majority of all radio speakers attended one of the courses to improve their knowledge of the spoken word.

- Radio Mediateka continued its demanding task of digitalising music content and arranging the radio music archive. Through its expertise and technological programme equipment it has also become an exemplar internationally, where many are interested in our experience and work. Mediateka (and RTV Slovenia as a whole) also continued discussions (and training) with The National Archive and the Ministry of Culture of the Republic of Slovenia regarding the conditions under which RTV Slovenia may take over the arrangement and storage of its archives, which are a part of our national (and historical) wealth.
- In July 2009, we started the procedures to increase the audibility of radio programmes, especially in the areas relating to the motorway network and tunnels. According to the plan (and public tender which has already been published), we should completely eliminate the audibility problem by the end of 2010; in certain areas, we are also increasing the audibility of regional radio programmes.
- We did not manage to fulfil certain goals and wishes. The issue of professional producers is still open in all three radio programmes. Partly, Val 202 resolved this issue with temporary internal reassignment. In the future, producers will be essential, as they can relieve the Editors-in-Chief and Editors who currently deal with matters not directly related to programme content.
- In certain areas in Slovenia, the quantity of the work of our domestic correspondents, who form an important link in the

information chain in terms of radio as a whole, increased. Programme requirements are higher, as correspondents not only contribute to the content of main radio information broadcasts, but increasingly participate in certain programme blocks, especially on Radio Channels 1 and 2. Due to financial and HR limitations, we were not successful in the professionalisation (permanent employment) of our entire network of correspondents in 2009; in 2010, we have the task of employing correspondents for Koroška and Notranjska.

- In 2009, we prepared a plan to expand radio traffic information, which is becoming important in terms of programme content (and have partially commenced with its implementation). The project has not as yet been completed. The participants include all radio programmes, DARS, and the Ministry of Transport. Val 202 is also reviving the campaign 'Voznik vozniku' (Driver to driver).
- Encouragingly, our creators of radio programme content are highly motivated, inventive and professionally responsible. They have a lot of new, excellent thoughts and ideas; all of which could not be implemented in 2009. But they created some outstanding programme content that was recognised by listeners and increased the reputation of our radio channels (more details in the report by channel).
- In 2009, radio channels not only enriched their programmes with a chosen music content, but also continued to strengthen their music image and identity. Every analysis

and poll shows that listeners select or give up certain radio channel because of the music on offer.

- The most important comparative advantage of our national radio programmes (further to our culture of the spoken word and music) is, without doubt, our professional, credible informative content; our assessment is that the Information Editorial Board performed its tasks very well.
- Moreover, the listener response speaks of radio programme excellence; they are critical in a few individual cases, but the number of serious criticisms of Radio Slovenia is negligible. This also represents an important commitment for creators of radio programming for the future.

The following section contains statistical data and comparisons with regard to national radio programmes:

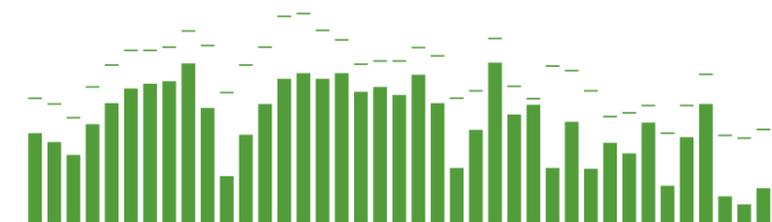


Table 1: Radio Slovenia, Channel 1, in minutes / Ratio spoken word : music, and share of Slovenian music and music performed by Slovenian performers
January – December 2009

Month	Total duration	Speech	Aired music, total	Slovenian music and music by Slovenian performers	Other music	Speech: music ratio	Share of Slovenian music
January	44,640	23,356	21,284	10,638	10,646	52 : 48	50.0%
February	40,320	21,862	18,458	9,632	8,826	54 : 46	52.2%
March	44,580	23,987	20,593	10,804	9,789	54 : 46	52.5%
April	43,200	22,855	20,345	10,595	9,750	53 : 47	52.1%
May	44,640	24,138	20,502	11,013	9,489	54 : 46	53.7%
June	43,200	23,238	19,962	10,640	9,322	54 : 46	53.3%
July	44,640	23,512	21,128	10,778	10,350	53 : 47	51.0%
August	44,640	23,227	21,413	10,373	11,040	52 : 48	48.4%
September	43,200	23,299	19,901	10,057	9,844	54 : 46	50.5%
October	44,700	23,868	20,832	10,588	10,244	53 : 47	50.8%
November	43,200	23,371	19,829	10,163	9,666	54 : 46	51.3%
December	44,640	23,731	20,909	10,479	10,430	53 : 47	50.1%
Total	525,600	280,444	245,156	125,760	119,396	53 : 47	51.3%

Data on the aired programme is summarised from data submitted by individual editorial boards.

Source: Radio Slovenia's records of the aired programme; January – December 2009

Speech and music are strictly separated, regardless of the type of broadcast (primarily talk broadcasts or music broadcasts).

**Table 2: Radio Slovenia, Channel 2, in minutes / Ratio spoken word : music, and share of Slovenian music and music performed by Slovenian performers
January – December 2009**

Month	Total duration	Speech	Aired music, total	Slovenian music and music by Slovenian performers	Other music	Speech: music ratio	Share of Slovenian music
January	44,640	16,975	27,665	13,351	14,314	38 : 62	48.3%
February	40,320	15,854	24,466	12,061	12,405	39 : 61	49.3%
March	44,580	17,548	27,032	13,368	13,664	39 : 61	49.5%
April	43,200	16,410	26,790	13,258	13,532	38 : 62	49.5%
May	44,640	17,057	27,583	13,436	14,147	38 : 62	48.7%
June	43,200	16,232	26,968	13,223	13,745	38 : 62	49.0%
July	44,640	15,884	28,756	13,197	15,559	36 : 64	45.9%
August	44,640	15,738	28,902	13,195	15,707	35 : 65	45.7%
September	43,200	16,738	26,462	12,343	14,119	39 : 61	46.6%
October	44,700	17,020	27,680	12,926	14,754	38 : 62	46.7%
November	43,200	16,896	26,304	12,436	13,868	39 : 61	47.3%
December	44,640	17,222	27,418	13,066	14,352	39 : 61	47.7%
Total	525,600	199,574	326,026	155,860	170,166	38 : 62	47.8%

Data on the aired programme is summarised from data submitted by individual editorial boards.

Source: Radio Slovenia's records of the aired programme; January – December 2009

Speech and music are strictly separated, regardless of the type of broadcast (primarily talk broadcasts or music broadcasts); RSI night programme included.

**Table 3: Radio Slovenia, Channel 3, in minutes / Ratio spoken word : music, and share of Slovenian music and music performed by Slovenian performers
January – December 2009**

Month	Total duration	Speech	Aired music, total	Slovenian music and music by Slovenian performers	Other music	Speech: music ratio	Share of Slovenian music
January	44,640	11,259	33,381	15,565	17,816	25:75	46.6%
February	40,320	10,272	30,048	13,656	16,392	25:75	45.4%
March	44,580	11,333	33,247	14,773	18,474	25:75	44.4%
April	43,200	10,920	32,280	13,946	18,334	25:75	43.2%
May	44,640	11,145	33,495	14,336	19,159	25:75	42.8%
June	43,200	10,875	32,325	14,134	18,191	25:75	43.7%
July	44,640	11,273	33,367	14,491	18,876	25:75	43.4%
August	44,640	10,936	33,704	13,873	19,831	24:76	41.2%
September	43,200	10,839	32,361	13,609	18,752	25:75	42.1%
October	44,700	11,571	33,129	13,885	19,244	26:74	41.9%
November	43,200	10,910	32,290	13,843	18,447	25:75	42.9%
December	44,640	11,756	32,884	13,709	19,175	26:74	41.7%
Total	525,600	133,089	392,511	169,820	222,691	25:75	41.7%

Data on the aired programme is summarised from data submitted by individual editorial boards.

Source: Radio Slovenia's records of the aired programme; January – December 2009

Speech and music are strictly separated, regardless of the type of broadcast (primarily talk broadcasts or music broadcasts).

**Table 4: Radio Slovenia programmes by genre – comparison 2008 and 2009 / in minutes
Channel 1**

Genre	2008		2009	
	Minutes	%	Minutes	%
Featured broadcasts	13,688	2.6%	13,794	2.6%
Entertainment broadcasts	21,997	4.2%	18,479	3.5%
Classical music	1,403	0.3%	1,200	0.2%
Popular and rock music	205,533	39.0%	225,921	43.0%
Other music	15,479	2.9%	15,057	2.9%
Sports	9,053	1.7%	8,623	1.6%
Daily newscasts	84,322	16.0%	83,364	15.9%
Information and current events broadcasts	140,698	26.7%	117,184	22.3%
Documentary and feuilleton broadcasts	11,335	2.2%	13,461	2.6%
Educational broadcasts	11,107	2.1%	14,292	2.7%
Religious broadcasts	234	0.0%	325	0.1%
Promotions	5,324	1.0%	5,654	1.1%
Advertising	5,522	1.0%	6,558	1.2%
Other	1,345	0.3%	1,688	0.3%
Total	527,040	100.0%	525,600	100.0%

Source: Programme Controlling

Records of aired programme

**Table 5: Radio Slovenia programmes by genre – comparison 2008 and 2009 / in minutes
Channel 2**

Genre	2008		2009	
	Minutes	%	Minutes	%
Featured broadcasts	0	0.0%	0	0.0%
Entertainment broadcasts	7,444	1.4%	6,672	1.3%
Classical music	0	0.0%	0	0.0%
Popular and rock music	320,903	60.9%	324,226	61.7%
Other music	12,028	2.3%	11,476	2.2%
Sports	41,974	8.0%	40,667	7.7%
Daily newscasts	70,130	13.3%	69,115	13.1%
Information and current events broadcasts	51,285	9.7%	49,917	9.5%
Documentary and feuilleton broadcasts	2,256	0.4%	3,199	0.6%
Educational broadcasts	1,044	0.2%	843	0.2%
Religious broadcasts	0	0.0%	0	0.0%
Promotions	5,407	1.0%	5,524	1.1%
Advertising	13,770	2.6%	12,837	2.4%
Other	799	0.2%	1,124	0.2%
Total	527,040	100.0%	525,600	100.0%

Source: Programme Controlling

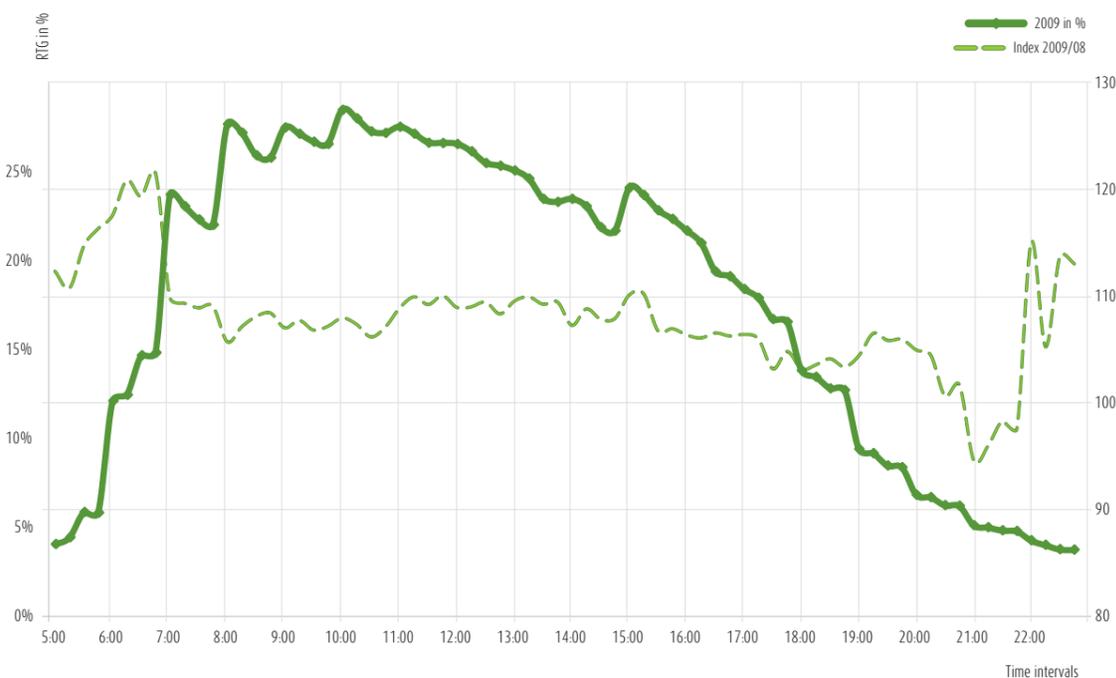
Records of aired programme

Table 6: Radio Slovenia programmes by genre – comparison 2008 and 2009 / in minutes Channel 3

Genre	2008		2009	
	Minutes	%	Minutes	%
Featured broadcasts	18,094	3.4%	17,857	3.4%
Entertainment broadcasts	0	0.0%	0	0.0%
Classical music	393,127	74.6%	399,029	75.9%
Popular and rock music	600	0.1%	0	0.0%
Other music	23,358	4.4%	22,404	4.3%
Sports	3,980	0.8%	3,892	0.7%
Daily newscasts	38,288	7.3%	38,489	7.3%
Information and current events broadcasts	22,703	4.3%	17,040	3.3%
Documentary and feuilleton broadcasts	17,260	3.3%	17,351	3.3%
Educational broadcasts	5,675	1.1%	5,390	1.0%
Religious broadcasts	3,955	0.8%	4,148	0.8%
Promotions	0	0.0%	0	0.0%
Advertising	0	0.0%	0	0.0%
Other	0	0.0%	0	0.0%
Total	527,040	100.0%	525,600	100.0%

Source: Programme Controlling Records of aired programme

Ratings data Ratings in 2009



Source: Radiometry for 2009, Media Pool d.o.o., 30,000 respondents, aged between 10 and 75

Radio Slovenia Channel 1

In 2009, Radio Slovenia Channel 1 further improved the recognisable image which it had created by means of its quality, and variable speech and music content. The morning programme (between 5:00 and 9:00 AM midweek, and, Saturdays and Sundays between 5:00 and 8:00 AM) offers good speakers, regular rubric, service and other up-to-date information. However, we would like to emphasise the Svetovalni servis broadcast which we air daily on Monday to Friday inclusive between 8:00 and 8:35 AM. In this broadcast, the most credible experts from various fields of interest provide explanations for certain phenomena and answer questions posed by the speaker and audience.

The daily block between 9:00 AM and 7:00 PM includes a central talk broadcast in the morning after 10:10 AM (on Monday: Med štirimi stenami; on Tuesday: Intelekta; on Wednesday: Intervju; on Thursday: Prvi odcep desno; on Friday: Radio Ga-Ga), and in the afternoon Studio ob sedemnajstih, the creation of which has been undertaken from November 2009 within the remit of the EPU News Programme; to that date, the coordination and performance of the broadcast had been provided by the EPU Channel 1, whilst the performance itself included the engagement of our other programme units. For the afternoon programme, we prepared, on a daily basis, the rubric for Evroženket that received great response (such as, finance, the economy, the recession).

The daily programme consists of various and numerous other regular broadcasts and rubric, but our intention in this block is to push forward its informative role (current affairs, contact with the audience, on-the-spot reporting, and so on), its educational role, and its music programme (such as, Violinček – the children’s music broadcast on Wednesdays at 9:30 AM; Ena ljudska on Tuesdays at 11:30 AM; Ura slovenske glasbe every day between 12:00 AM and 1.00 PM; Siempre Primeros – Vedno Prvi – music broadcast on Fridays at 9:30 AM)

The evening programme offers content for various publics (Mondays: Sotočja – a broadcast for Slovenes abroad and Naše poti; Amare Droma for the Romany community; Tuesdays: Slovenska zemlja v pesmi in besedi; Wednesdays: Gymnasium – a broadcast for the youth and, after that, the broadcast Izlivi which deals with different sex-related topics; Thursdays: the traditional and popular Četrtek večer domačih pesmi in napevov; Fridays: Kulturni fokus, a talk show about culture, which is followed after 9:00 PM by the broadcast of Slovencem po svetu; Saturdays: music and entertainment broadcasts which are usually concerts and on the spot public broadcasts; Sundays: an evening broadcast with a speaker, guests and contact with the audience). For the evening programme, we also offer our audience literary and specialised music broadcasts, and radio plays.

Night programmes starts after midnight with a night guest. We prepared a live-to air talkshow with an interesting guest, which was moderated and coordinated by a speaker, and finished at 5:00 AM each night; the night programme is also the time for a reprise of some of Channel 1’s daily broadcasts.

Saturday’s and Sunday’s Channel 1 is more and more vivid, just as a contemporary radio programme should be. Saturday morning is intended for the youth (Radijski ringaraja, Hudo, Kulturomat, and the traveller broadcast Gori, doli, naokoli); the broadcast Sobotno branje is a conversation between authors and literary experts and is carried out under the slogan S knjigo v dobri družbi. Saturday afternoon brings the broadcast of Razkošje v glavi in which we introduce creators, experts or interesting guests. Tedenski aktualni mozaik is the central Saturday afternoon broadcast which is aired at 5:00 PM. Saturday evening is intended for music, chat and entertainment. After the Sunday morning show, we air a radio play for children, a broadcast with wind bands and orchestras (titled Medenina), a documentary show Sledi časa, and a music broadcast Promenada with classical and choral music and expert commentary. On Sundays on Channel 1, we air the traditional Pozdravi in čestitke and the broadcast for farmers. We introduced varied and vivid Sunday afternoons and evenings with a moderator which include reports, contacts, chats, guests, also current affairs contributions, traffic and other service information, and good music.

In 2009, the Channel 1 prepared some big projects that received great responses. To mention a few: Festival slovenskega šansona; Misija Harmonija (on-the-spot broadcast and live performance of a concert from the Villaggio Italia military base, Kosovo, which was the first event of its kind in Nato history); a joint project



(a concert and public broadcast with guests of European citizens who live in Slovenia) of Radio Slovenia Channel 1 and Radio Slovenia International on Europe Day; a music festival for children Veseli tobogan; a selection Najlepša viža leta; some excellent public broadcasts, Koncert iz naših krajev (we would like to point out a concert which was performed simultaneously on Kredarica and at Radio Slovenia studio 14); 24-hour on-the-spot broadcasts from various parts of Slovenia and abroad. In terms of bigger projects, we cooperated with Television Slovenia. Channel 1 is closely connected with the project Slovenska popevka, and we perform a direct transmission of some great television events, or prepare broadcasts and reports of such events. In terms of bigger projects which Channel 1 prepares, more cooperation with Television Slovenia would be welcome (support in promotion, recording of events or even live coverage); some of the events that deserve such attention are Najlepša viža leta, Festival slovenskega šansona, and the festival of children's music, Veseli tobogan.

We provided for the live coverage of bigger events and national celebrations, prepared regular broadcasts on religion (Duhovna misel, Sedmi dan, transmissions of religious rites), topical contributions, and topics associated with religion. We regularly



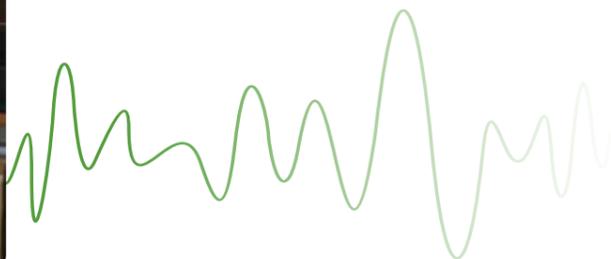
attended to programme content for the disabled, were constantly present abroad and amongst Slovenes around the world, not only in terms of regular broadcasts but through the entire content of Channel 1.

Six editorial boards operate within Radio Slovenia Channel 1; the editorial board for current affairs programmes between 5:00 AM and 7:00 PM; the editorial board for the evening and night programme (7:00 PM until 5:00 AM); the music editorial board; the editorial board for educational programmes; the editorial board of youth programmes; and the editorial board for documentary programmes. Channel 1's remit is prepared on the basis of the good cooperation of several editorial boards; it also cooperates with Radio Slovenia's other programme units, with Radio Production, RTV Slovenia Music Production, the regional centres, and with the Public Relations Department.

In recent years, we have, in cooperation with the MMC RTV, renovated the Channel 1 website which is being slowly upgraded; however, to keep pace with the times, further improvement and development of the website offer, as well as technological and staff reinforcement, will be necessary. Radio Slovenia Channel 1 is subject to slow personnel rejuvenation, updates to the programme, work practices and its organisation, but certain segments will require staff support to cover the further development of the programme and media. Channel 1 would need a permanently employed website editor, and it still does not have a producer who is indispensable for the preparation and carrying out of bigger projects. For the time being, journalists and editors take over, not only preparation and carrying out, but also the organisation roles and work which should be the producer's. Programme digitalisation brings further need for the 24-hour employment of an active radio programme executive producer.

As we have already mentioned, the organisation of radio which was introduced by RTV Slovenia's Articles of Association (units formed according to three national programmes) provide a good basis for further development; however, some structural deficiencies should be eliminated which are the result of the previous organisation of the radio.

On account of being formed within Radio Slovenia, EPU Channel 1, Channel 1 became a contemporary and recognisable unit, composed of well-considered and logically connected parts, and the trade mark which makes us significant for the media market and the public. This is also proved by data which show the ratings of this programme.



Radio Slovenia Channel 2 – Val 202

In 2009, Val 202 was still the radio station with the highest ratings in Slovenia; according to Radiometry analysis, the number of our listeners even increased in comparison to the previous year, and we are especially pleased with data on the acquisition of the younger population which in Slovenia is subject to very competitive offers.

In 2009, the entire Val 202 team created several projects that received great responses. The biggest was undoubtedly Dan 202 with its positive programme and promotional effects. The whole-year project, Ime tedna (Person of the Week) with its conclusion the selection of Ime leta (Person of the Year), upgraded the tradition of cooperation with several humanitarian organisations and projects with humanitarian goals at home and abroad. Val 09's tender, the music editorial board, stimulated the creation of quality Slovene music, while the sports programme intensively covered all important competitions involving Slovene sportspeople. A new broadcast Frekvenca X was aired on Val 202 which introduces science to listeners in a friendly, radiophonic manner. The programme also maintained its high standards of reporting, and remained up-to-date and responsive in 2009; it maintained all the characteristics of an informative, interactive modern programme which is also successful in involving new media.

Current-affairs programming

Selection of speakers, updated acoustic appearance, and a modern design of journalistic content contributed to the more up-to-date current-affairs programming. We changed the acoustic appearance of the rubric Koledar kulturnih prireditiv and started renovating its concept; we redesigned the rubric Dobro jutro at 8:15 AM but maintained most of its content character. We also changed the acoustic appearance of the sports story at 6:40 AM, and enriched the morning team with two new speakers.

In Wednesday's broadcast Kje pa vas čevelj žuli, we included regular local topics and shifted the broadcast to a new time slot. We harmonised current-affairs broadcasts that are aired on Tuesdays and Thursdays at 12:00 AM and entitled them Vroči mikrofon. We focused on the programme slot from 4:00 PM until 5:30 PM as we followed the current modes of work and living habits of listeners who spend more time in their cars. We included most current programme pieces in the broadcast Klicaj on Tuesday, Wednesday and Thursday at 4:50 PM when there is the highest frequency of such events. Following the shocks on the world market, we introduced the broadcast Finančne krivulje at 3:15 PM with leading Slovene financial experts who provide their commentaries.

We harmonised the starting hour (5:10 PM) of the 18. vzporednik broadcast (on Tuesdays), Evropa osebno (on Wednesdays) and Frekvenca X (at Thursdays, a new popularised broadcast on science and research). We included more current-affairs content in Saturday's Reakcija at 10:00 AM, and reserved the time slot at 12:00 AM for attractive content at the end of the week. Much content was included in the programme which is related to Slovenes in Austria, Italy and Hungary, and we also dedicated





time in regular broadcasts to people who, for various reasons, encounter difficulties in being included in the social environment. We concluded the international project Europe, Personally which also engaged public radios from Bulgaria, Bohemia, Latvia, Lithuania, Croatia and Sweden. We nevertheless strengthened the content that brings, in an easily understandable manner, the international space closer to Slovene listeners. An example is the broadcast Evrotip which is aired on Fridays at 5:10 PM. In December, we were successful in carrying out our traditional actions Ime leta, including the humanitarian donation.

Evening programming

In 2009, we included in the programme a new broadcast of a magazine type, Generator (on Sunday evenings), which is primarily intended for the younger and younger to middle generation; this broadcast replaced the broadcast Valodrom. We were successful in following the goal, which can be designated as young for the young, through the selection of its speaker, journalists and music editor. The selection of music performers for certain Val 202 broadcasts confirms the editorial policy that quality performers must be dedicated time on the national radio station's programme. In the night programme, which is mainly of a musical nature, we also now include repeats of some of the most acclaimed broadcasts from the daytime programme.

Music Programme

We enrich the music programme through cooperation with external partners, among which are, traditionally, the organisers of the Postojna Blues Festival, Druga godba and, last year for the first time, Gore Rocka. The whole-year series of Izštekani broadcasts was carried out. We issued, in collaboration with RTV Slovenia's Record Label, the broadcast of Zlatko in Optimisti in a CD-DVD-book package; this was the first issue of a radio music broadcast in such a form in Slovenia.

We dedicated more attention to so-called European music, the music from other linguistic areas, not only Anglophonic, which found its regular programme time slot Trenutno ne pojemo angleško (on Wednesday at 5:00 PM). We continued with the music profiling of individual time slots.

It has already been, for the second year, the second time we carried out a tender for the promotion of Slovene entertainment production Val 09 Imamo dobro glasbo, and we issued a CD compilation with 15 pieces of music.

The music programme played an important role in of Val 202's biggest project in 2009, Dan 202 – the concerts of the group Dan D and the Symphony Orchestra of RTV Slovenia at Križanke (preparation and transmission from the scene).

Sports programme

VAL 202's journalists and reporters of the sports editorial board covered all planned major sporting events, amongst which were the Zlata lisica and Vitranc cup competitions, ski jumping from Planica, and domestic fixtures of the Slovene football team for the world cup championship, being in special programme or programme-for promotional projects. Val 202 followed the events in important leagues and the performance of Slovene

sportspeople at international competitions. We have harmonised the name of the daily broadcast NaVal na šport which is aired in the morning and afternoon at 9:15 AM and in the afternoon at 5:45 PM, and gave it a uniform sound image. Broadcasts that gain public attention are those aired every Wednesday evening: V sredo, topical interviews with eminent sportspeople, and 'sports studios' during competitions important for Slovene teams at the international level. In 2009, we successfully cooperated with the organisers of bigger Slovene sports events and thus supplemented the journalistic with the promotional activities of Val 202, and in particular of the sports programme, to emphasise the NaVal na čaj action.

The projects of Val 202 that received the highest responses:

- Dan 202 – two concerts of the music group Dan D and the Symphony Orchestra of RTV Slovenia on 14 and 15 September at Križanke. From February 2009, we have been engaged in intensive preparation for an extremely demanding music-promotional-programme package; we cooperated with numerous external partners, and upon conclusion of the project in November, issued the Dan 202 CD-DVD package. The project received an exceptional response from experts in music and marketing, as well as the general public. It received an exceptional positive promotional response in the Slovene media place and strengthened the position of Val 202 as the leading radio station. The CD-DVD package Dan 202 which was issued by RTV Slovenia's Record Label sold in high numbers. The role of Val 202 in the project was to connect individual RTV Slovenia units, and this contributed significantly to the success of the project.
- Ime leta (Person of the year) 2009 – the conclusion of the whole-year selection Ime tedna (Person of the week) which was aired on Val 202 every Monday. The audience and, finally, all monthly finalists chose the person who would receive recognition from other media and prominent persons of the Slovene territory. The final celebration with a joint performance of top Slovene musicians was highly original. We have also maintained and enhanced the humanitarian aspect of the entire project, and granted the final donation to a family from Prlekija.
- Tender and the CD Val 09 – Imamo dobro glasbo.
- Izštekani Zlatko in Optimisti, issue of the CD-DVD-book package after the performance on the Izštekani broadcast.
- Ana Desetnica, Mladi zdravniki v Keniji, Informativa, Mesto žensk – Val 202 offered media support for some important and quality projects in several fields: culture, humanitarian actions and education. In addition to having fulfilled our role of public radio provider, we also succeeded in attracting smaller, in particular younger, target groups of listeners.
- NaVal na čaj – a selection of programme-promotional activities at the winter scenes of sports competitions, is a successful combination of a 'personal' addressing of the public and the promotion of the Val 202 trade mark.

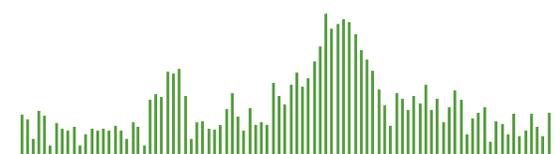
Radio Slovenia Channel 3 – Ars Channel

In 2009, Channel 3 realised a number of well received projects, combining the creative synergy of all three cultural editorial boards: literature, classical music, and arts radiophony. The projects stressed, in a fresh, modern and different way, cultural and arts content in the programme, by emphasising the complexity of the programme's approach. We thus created the whole-day programme on the Slovene cultural holiday, Radijski dan evropskih kultur in October, and the project Ta veseli dan kulture.

Editorial Board for Classical Music

In terms of opera, archival recording of the RTV Slovenia Symphony Orchestra was carried out (92 minutes of arias, soloists Urška Arlič, Barbara Sorč, Juan Vasle, and recorded the overture of Almut by M. Jarc). We included in the programme, 11 live broadcasts from the Metropolitan Opera (Puccini, La Boheme, Lastovka; Adams, Dr. Atomic; Verdi, Rigoletto; Donizetti, Lucia di Lamermoor; F. Cilea, Adriana Lecouvreur; Verdi, Trubadur; Dvoržak, Rusalka; Donizetti, Ljubzenski napoj), the transmission of Wagner's opera Tristan in Izolda from the Bayreuth Festival, and of the opera Carmen (from La Scala).

We broadcasted recordings of the following operas: Smetana, Prodana nevesta; Verdi, Macbet; Rimski Korsakov, Peskovsko dekle; Verdi, Simon Boccanegra; Rossini, Turek v Italiji; Berlioz, Beatrice in Benedikt; Cavalli, Ercole amante; Bizet, Iskalci biserov; Haendel, Partenope; Cherubini, Medeja; Haendel, Faramondo; Čajkovski, Jevgenij Onjegin; Offenbach, Lepa Helena; Haendel, Acis in Galateja; Massenet, Werther; Monteverdi, Odisejeva vrnitev; Verdi, Macbet; Auber, Fra Diavolo; Beethoven, Fidelio; Bellini, Zaira; Verdi, La Traviata; Gluck, Orfej in Evridika; Wagner, Rensko zlato, Valkira; Siegfried, Somrak bogov; Mozart, Čarobna piščal; Rossini, Zelmira; Gounod, Mireille; Dvoržak, Rusalka; Verdi, Trubadur; Enescu, Ojdip; Gounod, Faust; Monteverdi, Orfej; Chabrier, Pomanjkljiva vzgoja; Rossini,



Ženitna menica; Szymanowski, Kralj Roger; Martinu, Igra o Mariji; Čajkovski, Čevljkci; Mozart, Don Giovanni. Live broadcast of the tenor Ramon Vargas' concert with the Slovenian Philharmonic Orchestra was extremely well accepted.

In the field of choral music, we carried out, further to our regular choral and vocal-instrumental broadcasts and broadcasts with old music, live transmission of numerous concerts of Slovene choirs (such as, the Chamber Choir of RTV Slovenia, the Slovene Chamber Choir.); we also broadcasted the choir music concert of Slovenian Music Days, the concert of the international choir competition in Maribor, the annual concert of the academic singing choir Tone Tomšič, and the finals of the Eurovision contest Naj narodi pojo. For deferred broadcast, we recorded 20 vocal and vocal-instrumental concerts.

We made archive recordings of the academic singing choir Tone Tomšič, the Šmiklova Zala choir, the Youth and Children's Choir of RTV Slovenia, and the Chamber Choir of RTV Slovenia. Upon selection of the editorial board, the girl's choir of the Diocesan Classical Gymnasium in Ljubljana participated as the representative of Radio Slovenia at the EBU competition Naj narodi pojo (Let the Peoples Sing) and won first place, which means a great success for the editorial board for classical music and the entire Channel 3 – Ars Channel.

Besides regular weekly broadcasts of Zborovski kotiček, Mladi virtuozii and Nove glasbene generacije, the editorial staff for youth conducted field recordings of the following music events: the 28th Celje International Youth Singing Festival, concerts of the Youth and Children's Singing Choir of RTV Slovenia, a concert of the choirs of the Diocesan Classical Gymnasium of Ljubljana, concerts of the Youth and Children's Choir of the Glasbena matica, Ljubljana, and a concert by the Youth Choir Veter. We made archive recordings of the projects performed by the pianist Urška Babič, the violinist Matjaž Bogataj, the horn player Andrej Žust and guitarists Jure Cerkovnik, Sandra Štern, and Timotej Kosovinc Zupančič (about 180 minutes of archive).

In the field of symphonic music, the editorial board produced live coverage of nine of the Symphony Orchestra of RTV concerts Slovenia, nine concerts of Blue, and nine concerts of the Orange Subscription Series of the Slovenian Philharmonic, and two concerts within the festival Slovenski glasbeni dnevi. It ordered in total 800 minutes of symphonic music with the Symphony Orchestra of RTV Slovenia and the Slovenian Philharmonic Orchestra. We successfully carried out the tendering for a new symphonic piece of music (B. Kos, Simfonija), and initiated the creation of four new pieces. Umetniški večer z Božidarjem Kosom in studio 14 was a special event.

The editorial board for chamber music carried out 60 field recordings of concerts and ordered about 900 minutes of archive recordings (projects Violinski virtuozii, Ženske pripovedujejo, Slovenska glasba za klarinet in klavir, Dela slovenskih skladateljev, Slovenska in tuja glasba za tolkala, Slovenske narodne pesmi, Klavirske skladbe, Dialog v zraku – Slovenska in tuja glasba za akordeon, MD7, Ars Slovenica, Klavirska dela Janeza Matičiča, recording with Barbara Fürst, Karmen Pečar, Nina Prešiček, Dejan Prešiček, Tomaž Petrač, Glasbeni biseri, Nejc Kuhar, kitarist in skladatelj, Vdih časa, Zgodba o vojaku, and new Slovene pieces for the Ars Slovenica wind-instrument ensemble).

In the jazz music field, we recorded and broadcasted 21 concerts, and ordered about 631 minutes of archive recordings of the Big Band RTV Slovenia, and about 200 minutes of jazz music performed by small casts. The jazz editor was appointed coordinator of the EBU jazz producers' group.

In the field of international exchange, the editorial board carried out transmissions of three special Euroradio days: the 200th anniversary of the birth of Felix Mendelssohn, the 250th anniversary of the death of G. F. Haendl, and the 200th anniversary of Joseph Haydn. We sent a subscription concert of the Symphony Orchestra of RTV Slovenia to the EBU (A la carte cycle) conducted by En Shao; the concert was aired by 11 radio stations. Within Euroradio summer festivals, we sent members the recording of a concert from the Radovljica festival (Harmonia Antiqua Labacensis) which was aired by five radio stations.

In the field of old music, the editorial board recorded ten concerts of the Radovljica festival and ten concerts of the Seviq festival. The editorial board actively participated in the preparation of the EBU project Rojstni dan umetnosti and took part in the International Composer's Tribune Rostrum with three Slovene pieces of work.

Editorial Board for Cultural Programmes

In 2009, the Editorial Board for Cultural Programmes successfully realised planned tasks, as well as a number of other projects. It should be noted that we have enriched our reporting on cultural events and raised the quality of reporting about culture by reinforcing staffing (by using part-time staff), and through the journalists of Channel 3 news broadcast Svet kulture's contributions; we improved cooperation with Channel 1, and with the news programming of Radio Slovenia (reporting for all information shows) enabled the listeners of those programmes to be better informed about cultural events. We covered all important cultural events through our rich programme (on the Slovene cultural holiday: a portrayal of the Prešeren award winners; for winners in the literary field: literary broadcasts; the most important literary events were Vilenica, Medana, Kresnik, the presentation of Nobel prizes, and Boris Pahor's candidature for the Nobel prize; in theatre: Boršnikovo srečanje and the presentation of the Boršnik ring; in film: Liffe film festival, and the like.) We celebrated important anniversaries (Mušič year, International Year of Creativity and Innovation, first anniversary of the staging of Županova Micka by Anton Tomaž Linhart, and the like). As for literary broadcasts, we must mention the realisation of a number of Literarni večeri episodes about Slovene interpreters (Štefka Drolc, Silva Čušin, Radko Polič – Rac, etc.), and about Slovene and foreign authors (Svetlana Makarovič, Miklavž Komelj, Uroš Zupan, Tone Škerjanec, Herta Mueller, Colm Toibin, and so on); every-day broadcasts, Literarni nokturmo on Channel 1, and every-day rubric, Lirični utrinek on Channel 3 – Ars Channel, which are aimed at bringing poetry closer to the listener in a friendly way. We presented a successful series of broadcasts, Pesniki berejo svoje pesmi, in which Slovene authors interpreted their own poems; also successful was the short story competition (the best short stories were awarded, purchased and aired as part of the Literarni nokturmo broadcast on Channel 1).

On the Editorial Board for Cultural Programmes, we maintain an engagement with traditional literary criticism (broadcast S knjižnega trga), film criticism (Gremo v kino), and theatre critics (we air the evaluations of the premieres from nine of the best Slovene theatres in news broadcasts). In 2009, we also reported from film festivals held in Trieste, Venice, Berlin and Cannes, and from the Frankfurt Book Fair.

With regard to the Editorial Board for Cultural Programmes' special project days, we would like to stress the programme given on the Slovene cultural holiday – the October Radijski dan evropskih kultur (within EBU) which we dedicated on Channel 3 – Ars Programme to Slovene dialects (our guests in the studio were Slovene and foreign dialectologists), and the project Ta veseli dan kulture on 3 December 2009 when we aired the whole-day programme and hosted numerous guests with whom we talked about Slovene culture.

The Editorial Board for Cultural Programmes also prepares a number of broadcasts that deal with science, in particular, the humanistic. In 2009, we introduced a new broadcast about language and linguistics, Jezikovni pogovori, and we successfully continued to air the broadcast Podobe znanja, which presents conversations with experts from all fields. We followed scientific achievements in the broadcast Pogledi na sodobno znanost, and discussed essays and provided reflective considerations in the broadcast Arsov logos.

Editorial Board for Feature Programmes

The annual repertoire comprises: 34 premieres (classical radio plays for adults and children, short and documentary radio plays), 390 broadcasts of radio plays, and 500 realised and directed literary broadcasts with the music outfit (Literarni večer, Literarni portret, Literarni nokturmo, Izbrana proza, Humoreska tega tedna, Izšlo je, Lahko noč, otroci), which means more than 11,000 minutes of literary programming.

The Editorial Board for Feature Programmes displayed creativity in relation to genre, themes, authorship and programming, intended for general and selective listening on Radio Slovenia Channels 1 and 3.

In 2009, the Editorial Board for Feature Programmes faced production and staff problems which were manifested as a dependence on the analogue method of work and archiving – there were problems with tapes, recording and editing, incompatibility of the software, lack of radio media experts, and consequently a lack of good radio texts, in particular for children, and a huge discrepancy between the use of digital and analogue technology, the latter still being the only type of technology used on the Editorial Board for Feature Programmes.

Despite all of this, many pieces of work were created that could be, on account of a profound response to its content to the present times, the artistically refined sound image, and the bold investigation of new ways and types of expression, classified as anthological pieces of work (O čem govorijo ptice by Matjaž Jarc, Peti jezdec by Milan Frol, Hepening ali nočna komedija by Andrej Mularczyk, Spoved by Felix Mitterej, a comedy by Peter Semolič – Tretji dan, Srečen by Antonio Seijas, the first radiophonic performance of a comic strip, Vincent River by Philip Ridley, in cooperation with ŠKUC, etc.).

A significant part of the lively programming was co-created through repeats of radiophonic pieces of work from our rich archive – they also have, besides being up-to-date, a valuable cultural-historical and documentary role. A monthly cycle



of anthological radio plays was given for the whole year on Channels 1 and 3 as a permanent project with the purpose of exposing such pieces of work and encouraging professional-theoretical treatment.

Participation at International Festivals

We participated at three 2009 central international radio festivals with four plays (Prix Marulić, Prix Italia, Prix Europa) from the current production. Three of the selected plays (Družinski človek, Depra and Ekshibicionist) were entered in the Prix Italia and Prix Europa competition programmes. The best received amongst them was the play Družinski človek. During this period, the feature programme took an active role at the festival of the Association of Slovene Writers, Dnevi knjige, and was thus ensured a simultaneous broadcast of four selected radio plays in six Slovene cities; it participated at the Kulturni bazar of the Ministry of Culture RS and Cankarjev dom in Ljubljana by contributing its own children's radio play programme, and by the public broadcast and participation in a professional discussion on the theory of children's radio plays and its promotion at the festival of youth literature Oko besede.

We realised the plan for a 'multitrack' systematic informing of radio listeners about premieres and repeats which are, considering time gaps between the broadcasts and multilayered character of radiophonic pieces of work, considered premieres by most listeners. Produced trailers also contribute to a rich audio documentation of the feature programme.

News and Experimental Development Programme

In its programmes, the information programming of Radio Slovenia followed all journalistic rules regarding the provision of speedy, high-quality, precise and reliable information for the public about all important events in Slovenia and abroad. This programming duly fulfilled our commitment to inform the public as a credible public service provider.

During the last six months, the Radio Slovenia Internal Affairs and Economy Programme Editorial Board (NPGO) has focused on reporting about the measures the country has introduced with a view to overcoming the consequences of the economic crisis and adopted budgets for the next two years. In light of a worsened economic situation, we also paid attention to the social problems of workers that have occurred as a result of bankruptcies and redundancies in some Slovene companies (Mura, Steklarska nova, Prevent, MKT Print). We reported on mass trade union demonstrations where workers requested a raise in the minimum salary and different pension system reform. Furthermore, we also focused on health and pension reform, and the family code. We followed new moments in the Patria affair (examination of the SDS president Janez Janša, the charge against the former minister Karel Erjavec). We reported on the information against Igor Bavčar and Boško Šrot, on the ruin of Šrot Infond Holding, and attempts to save Istrabenz. A hot political debate that we covered at NPGO followed the award given by the President of Slovenia Danilo Türk to Tomaž Ertl.

Main Emphasis of the Work of the Foreign-Politics Department Editorial Board in the Second Half of 2009

In accordance with the programme plan, Radio Slovenia's Foreign-Politics Department Board also provided, in the second half of 2009, thorough coverage for international developments in all daily news programmes, and in the weekly current affairs review; we made detailed analyses of key events in the Studio ob sedemnajstih broadcasts. Each week, we made an analytical summary of events on the global scene in the broadcasts Labirinti sveta and Eppur si muove.

In the second half of 2009, the economic crisis made us dedicate much attention to global economic trends; we covered the German parliamentary elections due to their significance for the Slovene economy. Through our reporter, we reported from the repeated referendum in Ireland which, following the favourable conclusion, resulted, at the end of the year, in the implementation of the Treaty of Lisbon, which is of key importance to the EU. Thereby, we analysed in detail the new European regulations provided for by this Treaty.

In terms of global-strategic relationships, the second half of 2009 was characterised by the strategy that the new American president applied to combating terrorism and for crisis areas, first of all in Afghanistan and, still, in Iraq, and the problems relating to reducing nuclear weapons, with the emphasis on Iran and North Korea. The relationship between the USA and Russia is still of global importance, as is the relationship between the USA and China which stood out in November during the first visit of the new American president Obama to Peking. Sooner or later, the Kosovo problem will influence the stability of the situation in SE Europe, where China is also demonstrating its increasing power.

In December, we provided a detailed report on the UN Climate Summit in Copenhagen, with analysis. Unfortunately, the summit has not yet brought an agreement that would be binding.

Reporting on the development of the relationship between Slovenia and Croatia has been revived on account of the frequent meetings between the presidents of the governments, Pahor and Kosor, which resulted in the signing of the arbitration agreement which has not been yet ratified in Slovenia.

Realisation of Programme Concepts for 2009 - Slovenia Correspondence

In 2009, as in previous years, the contributions of our correspondents provided an excellent supplement and enrichment to all three Radio Slovenia programmes, and the detailed and credible reporting of events in local communities and regions; in the news programming; such events were analysed and commented on.

The major event in 2009 was the financial-economic crisis. Our correspondents reported on the economic reality and analysed the consequences of the general reduction in economic activity (the strike of workers at Gorenje, the bankruptcy of Mura, the bankruptcy of Mip, discontent at Prevent, the strike at Hit,

and the bankruptcy of Steklarska Nova); their reports on the economic situation in Slovenia were exhaustive and consistent.

The reports on Christmas' floods in Slovenia provided listeners with immediate, prompt, credible information from the flooded areas. On Christmas Day, the information programme introduced an extraordinary news broadcast at 1:00 PM to provide reports on the floods. Other reports on natural catastrophes referred to a few avalanches and small storms.

Correspondents also provided an immediate and detailed report on the bombing attacks in Radovljica and Kranj.

The diversity of issues that are dealt with in the news broadcast indicates the variability of developments in Slovenia, and usually reflects policy at the national level.

For Radio Slovenia Channel 1, correspondents prepare a monthly live report, Prvi odcep desno, and also create other broadcasts within this programme (Ringaraja, Sotočja, Storž, reportage of chronicles aired on Sundays and in other programme slots).

For Radio Slovenia Channel 2, they also prepare, besides the weekly broadcast Kje pa vas čevelj žuli, Izvidnice and Vroči mikrofon; in Kulturne drobtinice, they represent cultural events that take place throughout Slovenia.

They cooperate with Radio Slovenia Channel 3 as the authors of Likovni odmevi and of contributions for Kulturna panorama and Svet kulture.

In short, variability, creativity, informativeness and credibility are the characteristics of the radio correspondence network.

The only change in the work of the Daily News Programme Editorial Board and Traffic Announcements in the second half of the past year was that news was aired on Val 202 on Sundays at 1:30 PM. Until then, on Sundays and on holidays, Val 202 had been receiving reports from Channel 1 at 1:00 PM which was actually a foreign body regarding the form, content and concept of Channel 2. We were able to introduce the change as a result of three part-time colleagues who had been trained on the editorial board by a mentor for designing, selecting and preparing reports, and attended courses in phonetics and speech practice. After having passed a speech exam, these colleagues were immediately included in the work.

However, on the Daily News Programme Editorial Board we carefully prepare and update news (every hour on Val 202 and on Channel 1) and six more extensive news broadcasts; the most important are: Druga jutranja kronika, Danes do trinajstih, Dogodki in odmevi, and Radijski dnevnik.

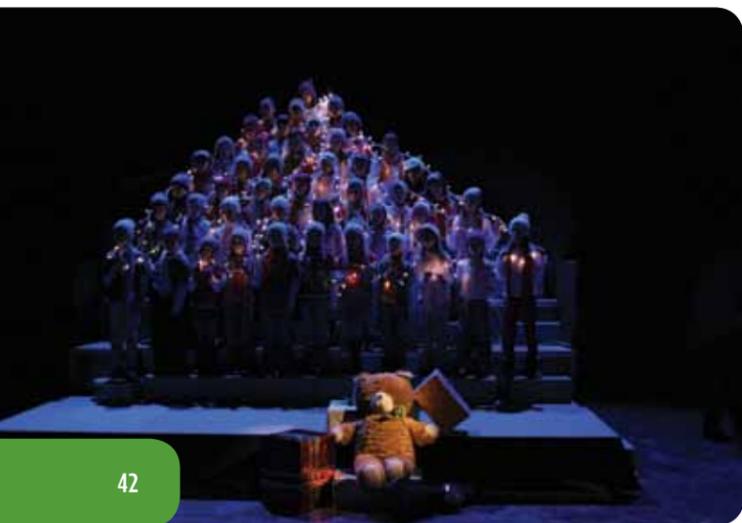
OU Music Programmes and Music Production

In 2009, the OU Music Programmes and Music Production met and exceeded expectations and the programme's goals. The majority of work was subject to the constant relocation of the RTV Slovenia Symphony Orchestra which has not yet moved to its new premises at Studio 26. Despite problems, we successfully carried out all three concert subscription cycles, and work at Studio 26 will be possible as from February 2010.

RTV Slovenia Symphony Orchestra

The extension of our contract with the conductor En Shao was an important event for the orchestra. His work inspires musicians as well as listeners, and he managed to maintain the high quality of the orchestra given the extremely poor condition that the orchestra faces. When preparing and performing the programme, he is highly professional, irrespective of any complexity, and this is why the orchestra gave him its full support, leading to his new 5-year mandate. Despite problems, the orchestra exceeded its planned quota of archive recordings. The total quantity of its main activity amounts to 720 minutes, 30% of which is Slovene music. The orchestra performed 36 concerts at home and abroad. Both subscription cycles, Kromatika and Mozartine, were very successful. A guest appearance in France and the concert at the Ljubljana Summer Festival were carried out in a





framework of cooperation with the Orchestra Network of Europe (ONE) as part of the Kultura 2007–2013 project. As a result of the increased interest, the orchestra performed two concerts with the group Dan D at Križanke (these were the concerts with the strongest potential for promotional activities within Slovenia in the past year), and two Christmas concerts. The concert for the EBU network in March 2009 was also extremely successful, whereby we performed musical works by the Russian composer Rodion Ščedrin, who honoured us with his attendance. Furthermore, President of the Republic of Slovenia, Dr. Danilo Türk, attended this concert. Within the framework of guest performances around Slovenia, we visited Maribor and Novo mesto. Moreover, we went to Austria (Graz) and Italy (Gorizia), where we performed five new Slovene musical works in cooperation with the Ars Channel, three of which were part of our new programme. To conclude, the most spectacular event was our performance of two concerts with the group Laibach, under the baton of Izidor Leitingner, who also prepared the arrangements.

RTV Slovenia Big Band

In 2009, RTV Slovenia Big Band fulfilled and exceeded all of its planned activities. The public radio broadcast *Jazz iz studia 14* was transferred to television as *Igramo se z zvezdami*, which was performed by our elite jazz band. Within the framework of guest appearances of the group The Firm Soundation, a tour around Slovenia was carried out, and a CD and DVD were published. The fulfilment of the Jazz klub Mons subscription cycle is continuing excellently and in full harmony with our partner, the Monsadria company. The concerts performed at Cankarjev dom were first-class, and culminated in the 50th Jubilee Ljubljana Jazz Festival with the famous musician Paquito d'Rivera. In general, the Big Band's performance over the past year has been above-average in terms of quality and production. A great public response was also attracted by Uroš Perič and Oto Pestner's concert at Križanke. The traditional concert *Poletna noč* should also be mentioned, which also took place at Križanke, and celebrated the jubilee of the legendary Slovene signer Elda Viler. The orchestra member Emil Spruk produced an extraordinary musical arrangement and performance. He prepared musical adaptations of some of Glenn Miller pieces, which represented a modern and fine overview of some of this famous composer's work in a new costume. The orchestra issued five CDs and prepared material for four new ones. Instead of its planned 58 compositions, the Big Band recorded 115 compositions. It also gave a performance at the presentation of the Frane Milčinski Ježek Awards.

RTV Slovenia's Chamber Choir

RTV Slovenia's Chamber Choir performed its three planned projects. The Gallus project within the framework of the Seviq Brežice Festival was cancelled due to lack of financial sources, but it will be carried out in 2010. The choir cooperated with the conductors Martina Batič, and Sebastjan Vrhovnik, and for one of its other projects with three conductors: Helena Fojkar Zupančič, Andreja Martinjak, and Živa Ploj Peršuh. Within the framework of Mozartin, the choir participated in the performance of Schubert's composition *Rozamunda*, and at the end of the year,

it held a concert at the Slovenian Philharmonic on the occasion of the 200th anniversary of Felix Mendelssohn's birth. In total, it recorded 300 minutes of programme, of which 170 minutes were destined for the archive.

RTV Slovenia's Children and Youth Choir

RTV Slovenia's Children and Youth Choir gave several important performances. The Children's Choir performed a new composition by Tadeja Vulc, *Pisani svet orkestra*. It opened the *Mednarodni mladinski pevski festival* in Celje and attended a competition in Venice. Both choirs performed wonderfully when they attended and contributed to two warm Christmas concerts at Gallusova dvorana, Cankarjev dom in Ljubljana. The Youth Choir made a record for the broadcast *Violinček*, performed at the *Pikin festival* in Velenje, at Ljubljana Zoo, and at other places. The choirs also faced problems regarding space. In total, the choirs contributed 578 minutes of programme.

The activities of RTV Slovenia's Symphony Orchestra and Big Band depend significantly on the quality of their musicians. We urgently need replacements and supplements to their casts. In 2009, the main part of resources was spent fulfilling their cooperation with OU Music Programmes and Music Production, and represent labour costs, in the broader and narrower sense. A group of music producers provided, almost without any external help, within the framework of programme orders, more than 35,000 minutes of recordings. Investments include the purchase of a new harp, a set of trombones, new chairs for the double bassists, a set of trumpets, and some other smaller accessories. A number of supplements to the music archive – *nototeka* – were facilitated through the purchase of their own music material and from orders for musical arrangements, which also represents a significant part of the items in terms of copyrights purchases.

Radio Koper – Regional Radio Station

Our realisation of programme goals was, in spite of financial and staff restrictions, successful, and we maintained, together with the studio in Nova Gorica, the position of central and most popular electronic media in Primorska. With a 30.4% rating in the coastal-Karst region, we exceeded the previous year's result by 5%.

Besides the extensive and quality regional programme, we satisfied our function as the collective correspondent for all three national radio programmes.

The year 2009 was marked by the 60th anniversary of Radio Koper – Capodistria. Due to financial restrictions, we abandoned our planned central celebration, and decided to focus all of our strength directly into the realisation or enrichment of the programme through numerous programme highlights, such as: *Radio Koper na obisku* (field broadcasts in all coastal municipalities, and for Slovenes in Italy); a series of weekly broadcasts *Radio je živ*, *Radijska križanka*, a television and radio broadcast on the significance of Radio Koper for coastal people on this and the other side of the state border. In May, as is traditional we opened the door of our radio house and prepared



a whole-day programme to take place at various venues, which were attended by a large number of our listeners. Our jubilee culminated in the concert Poklon Visockemu in October, where we emphasised, through connecting an Italian and a Slovene singer-songwriter, the significance of radio Koper as a connector of the Roman and Slavonic worlds. A live broadcast of the concert was provided by the Italian and Slovene Programme of Radio Koper and Radio Capodistria. The resources for the entire project were provided by sponsors.

By emphasising some other jubilees, we realised most set goals of 2009's Programme Business Plan. What we didn't realise and why? Restricted financial resources and early retirements, which were not replaced by new staff, forced us to abandon our planned renovation of the afternoon programme, limit weekly reports through our mobile production vehicle and a number of classical music recordings (25% less than in 2008). Due to rationalisation and internal staff reallocations, and consequent changes in timetables, we had to cancel bulletins at 1:30 PM.

We realised all of the other goals of 2009's Programme Business Plan. We created a varied and quality programme on a daily basis with content that attracted different listener segments, from children's broadcasts, broadcasts that deal with health problems and the problems of disabled persons, advisory shows for consumers, legal advice, employer legislation, advice for animal and nature lovers, entertainment, contacts, and music broadcasts.

However, we dedicated much energy to our quality and credible information programmes which created more daily contributions for the news programming of Radio Slovenia, and also prepared broadcasts such as Studio ob sedemnajstih.

Reporting on the life of Slovenes in Italy was also one of Radio Koper's priorities which we gladly realised. For this year of 2009, which was extremely hard for the Slovenes in Italy, our reporting was focused on crisis themes, such as: problems in relation to the financing of Slovene institutions and organisations (SSG, Narodna in študijska knjižnica, Narodni dom v Trstu, Tartini Konzervatorij, bilingual primary school Špeter, etc.), opposition to Slovene topographic marks in Trieste and Gorizia, the dispossession of Karst. Once again, the significant role of Radio to informing the broader public about the, so-called, Slovenes abroad has been proven. For this reason, in the future, we would like to upgrade our activity in this field.

Special Projects

Our yearly, traditional cooperation with the Slovene programme RAI Trst A also culminated with two cross-border public radio broadcasts (Martinovanje and a selection of the best Slovene sportsmen on both sides of the border, Naš športnik). The importance of the two broadcasts lies primarily in their message of the joint cultural space our Slovenes inhabit, their mother country, Slovenia, and Italy. In January and March, we prepared, with TV Koper, two shows which received great responses, which are the traditional conclusion of the whole-year Osebnost Primorske and Gospodarstvenik Primorske projects. Thanks in particular to the inspiring winner, Boris Pahor, this-year's show

Osebnost Primorske from the Auditorium of Portorož will be written in history. It was also aired by TV Koper and TV Slovenia.

Music Production

The main challenge for Radio Koper's musical output was the marathon of spring concerts Primorska poje which hosted more than 200 choirs this year. Radio Koper's other bigger tasks with regard to music production include: Mladi primorski talenti, Naša pomlad – Youth and Children's Choir festival of Primorje; festivals: Kogojevi dnevi, Piranski glasbeni večeri, OFF festival in Izola, Festival kitare Kras 2009, Tartini Festival; recording the winners of Primorje's music schools' prizes; Festival UPOL svirel, and others. The Music Production and Music Editorial Board of Radio Koper make a significant contribution to the Ars Channel and enrich Slovene musical archives.

Radio Maribor – Regional Radio Station

Information and Daily Programmes

Radio Maribor started 2009 with its new image of information programme, which was well received by listeners, and was thus an important stimulation for all of the editorial board's co-workers. Concurrently, we continued our upgrade of the editorial board of the daily programme and, first of all, hiring young staff, which gave the programme a vivid, well-accepted image, and represented a contextual supplement to the information programme.

Responsiveness to events in the regional environment is essential, since listeners always show great interest in the problems faced in their environment that are treated on the radio, in particular, when radio information is capable of moving holders of responsible tasks in their space.

We dedicated special attention to the selection of topics, thus ensuring Radio Slovenia's interesting and up-to-date contributions to the wider region, which enabled us to fully justify our mission as collective correspondent. In 2009, we prepared an additional 70 hours of contributions and broadcasts for Radio Slovenia Channel 1, 16 hours of contributions and broadcasts for Channel 2 (Val 202), 125 hours of contributions and broadcasts for Channel 3 (Ars Programme), which make, in total, 211 hours of contributions and broadcasts for Radio Slovenia programmes. This was our contribution to the regionally balanced image of Radio Slovenia's information programmes. We also cooperated with other editorial boards, in particular with the documentary-feuilleton programme, and we prepared, together with co-workers from Ljubljana, Koper and Nova Gorica, broadcasts of Kmetijska oddaja.

Music Editorial Board

We produced a number of broadcasts of classic, choral, and other music, and closely cooperated with Radio Slovenia Channel 3. Thus, entire programme sections intended for exclusive broadcast on this programme were created by Radio Maribor. We paid special attention to the Festival narečnih popevk and the promotion of young, as yet unestablished musicians.

Special projects

In addition to special projects which have been represented as part of the radio programme for a longer period, in 2009, we realised a joint initiative between the Municipality of Maribor, Maribor Archdiocese and Maribor University, dedicated to the 150th anniversary of the transfer of the diocesan seat from St. Andraž to Maribor. We prepared 10 special half-hour broadcasts with a view to throw light upon the national, political, and religious significance of this event. Special projects also include the transmission of the celebration of Slomšek in September.

A trip with our listeners to the Republic of Macedonia was very well received, whereby we prepared a number of radio events and met with Slovenes who live there. The trip was attended by 400 listeners. We also dedicated greater attention to the Lent Festival and Borštnikovo srečanje (we prepared special chronicles and broadcasts for all three national radio programmes); we also cooperated, in terms of programming and production on the city project Stara trta.

Bimediality

Our project of bimediality showed the effects of rationalisation; however, it will require some additional organisational approaches, including solving the problem of technical equipment.

Novelties

In 2009, we started an empowered self-promotion of the radio programme. We prepared a number of educational prize-winning quizzes to attract listeners. Thus, we enhanced contact with our listeners, which increased the ratings of the entire radio programme.

Our internal structure of staff was strengthened by the regular employment of two journalists and a music editor, which replaced the staff deficit from previous years. Attention paid to the management of our websites received great responses.

Ratings

The results of research carried out at the end of 2009 were organisationally stimulating: with a coverage of 2.7% and rating that reached about 45,000 listeners.

Some broadcasts even recorded 100 or more hits. According to Programme Controlling data, the results of ratings are even more stimulating in the Podravje region where they reached second place, immediately after the strongest commercial radio station. The results on ratings are thus an important stimulation for programming movements which will provide for the further development of Radio Maribor as a dynamic and echoing media, with the perfect regional information programming.

Radio Slovenia International

EPU Radio Programme for the Foreign Public

In 2009, the Radio Si programme won even more recognition in terms of the domestic and European media space. The whole-day programme, which we prepare in three languages, has been subject to some changes since we dedicated more attention to new information content and, primarily, to the exchange of





content with partners within the Euranet project. In designing content, we strove to form information to be provided in a clear, rapid and contemporary manner, with a lot of good music.

We also abided with the planned coverage in preparing all of the English and German language broadcasts for Radio Slovenia's other programmes. These are evening information shows and the traffic information broadcast during the tourist season for Radio Slovenia Channels 1 and 2.

The night programme that our editorial board prepares is transmitted by: Radio Slovenia Channel 2, and the Hungarian and Italian national programmes. We have brought variety to the programme by repeating selected broadcasts already aired as premieres on Val 202 and Radio Si.

Development Projects Reach Fruition

In order to be able to completely fulfil our task of informing the foreign public and reaching listeners beyond our Slovenian borders, we played an active part in the Euranet project. In July 2009, we added informative contributions in English and German, and a weekly broadcast in Slovenian. Apart from radio programme exchange, we actively participated in the development of content on the joint web site.

The extent of cooperation has increased to almost 70 minutes of informative and other contributions from Slovenia (weekly in English and German). We were also active in managing a project which we intend to further develop during the next three years.



In the area of international cooperation, 2009 was also characterised by connecting with similar programmes within the EBU commission for international programmes which will enable the further spread of informative content from Slovenia to other members.

The second development project that we started is slowly reaching fruition. This is the traffic information we regularly offer to our listeners in three languages; additionally, we prepare a TMC-servis (Traffic Message Channel) intended for all drivers using travel computers. We invested considerable effort in the training of co-workers carrying out this activity, and in cooperation with the Transmitters and Connections Organisational Unit also realised an improvement in the audibility of the programme, in particular on roads, and places popular with tourists.

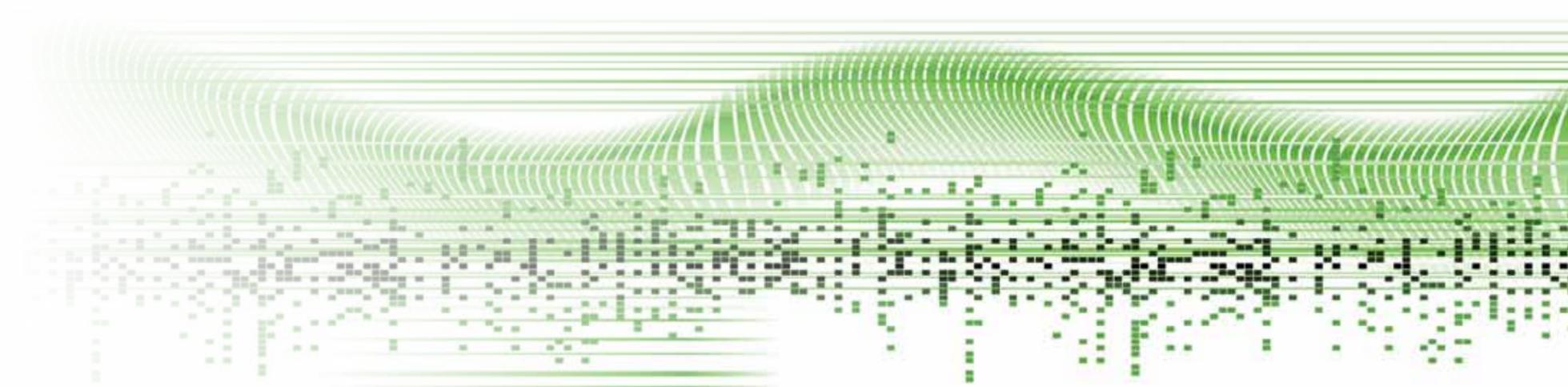
Broadcasts With Listeners

We dedicated much attention to programme content for foreign citizens who live and work in Slovenia. This also includes the selection of a foreign personality of the year, whom we select with Slovenia Times' editorial board; the award is presented at a special celebration. A broadcast Državljeni Evrope was very well-accepted, which we prepared with Radio Slovenia Channel 1 to celebrate Europe Day, and the 5th anniversary of Slovenia's accession to the European Union.

We regularly followed developments in tourist activity by visiting places around Slovenia, and present natural and cultural features, such as in relation to customs and other issues that could attract visitors. In our monthly 'Adventure Kick' actions, we take selected listeners to various recreational and cultural events all over Slovenia.

Radio Programme Creation, a New Approach

There is never enough money available to realise all plans. Therefore, we focused on the training of co-workers who, in the main, self edit their contributions. We took the first steps in the training of moderators to provide them with the skills and knowledge to further develop the programme for less demanding programming slots. We dedicated much attention to the improvement of the culture of speech. All such efforts reflect in programme ratings. Last year, this increased, but not by as much as we wished; nevertheless, we are more satisfied with our listener structure, most of who are in their most creative years, with a university education and above average incomes.





TELEVISION SLOVENIA PROGRAMMES

Report of the Director of Television Slovenia

Considering realised plans, we can establish that in 2009, we managed to realise the plan in accordance with the programme business plan. Despite the difficult financial situation, and the fact that we lack the necessary finance for bigger programme surpluses, we created some. With occasional fluctuations, the quantity and quality of the programme were preserved; Television Slovenia fully performs its responsible public service mission. Some programme updates which we would like to introduce if we had more money, wait for better times.

We cannot be fully satisfied with our attainment of one particular performance criteria: ratings. Irrespective of the fact that Slovenian television ratings are following downward trends (enhanced as a result of allowing the biggest private television provider to air content in the main prime-time block, which is contrary to the law), and that all the biggest providers of Slovene television programmes lost some percentage points; Dnevnik presents the point where competitors which usually broadcast news in a tabloid manner, reach effects that are the same as those of the yellow print in comparison to serious journals. Nevertheless, the News and Current Affairs Programme met expectations with, among others, Odmevi, Tednik, Tarča and other weekly broadcasts, and created journalistic output of a high standard.

Within the Culture and Arts Programme, we emphasise the project of the decade, a full-length television film *Angela Vode, Skriti spomin, and Kandidatka in sofer* by Partljič; we also produced the planned TV plays, theatre plays and some well-accepted documentaries (*Leteča brata Rusjan, Juan Benigar, Šola pod fašizmom, Plemeniti Sočebnan, etc.*).

The entertainment programme successfully realised its planned projects and, after several years, we revived the festival *Melodije morja in sonca*, and presented and discussed the different music genres (ethno, pop, chanson, jazz).

Television Slovenia stood out as the organiser of the most successful humanitarian actions in the country in 2009. We operated under the recognisable slogan *Stopimo skupaj* and, in cooperation with partners, amongst our many and varied actions, we collected funds for children with Downs syndrome, for the pulmonary disease hospital, and for unemployed Slovenes.

The sports programme achieved most of its planned tasks as we fully realised national and international projects with satisfactory ratings. The ratings of sports news aired after *Dnevnik* were somewhat below expectations. We successfully broadcast from *Planica, Rogla* and *Pokljuka*. The decisive football match with Russia received our record ratings of the previous decade.

The realisation of the EPU responsible for the special national programme intended to broadcast the proceedings of the National Assembly of RS and its working bodies met with expectations as regards experimental and the special national programme intended to broadcast the proceedings of the National Assembly of RS. The renewal and extension of the morning programme has proved positive and viewer-friendly.

We can conclude that Television Slovenia operation's in 2009 were successful, and that the programme production plan was realised in accordance with expectations. It must be noted that income for larger programme novelties at the level of public television decreased, which presents a problem regarding the fact that the Slovene television programme in the absence of regulatory body activity, usually involves banalities and provocations which are, unfortunately, tolerated by an ever increasing proportion of viewers.

At the end of the year, we started broadcasting the main information show *Dnevnik* on Channel 3 in sign language for the deaf and the hard of hearing.

EPU News Programme

Television Slovenia's News Programme realised all programme goals set for 2009.

Besides the daily information show (*Poročila, Slovenska kronika, Dnevnik* and *Odmevi*), we also carried out planned weekly and monthly broadcasts, and prepared the planned number of broadcasts *Mednarodna obzorja* and *Dosje*. The monthly broadcast *Tarča* received an extremely good response; the broadcast introduces the principle of research journalism and of broadcasts that delve deeper into problems. The broadcasts on investment in the health sector and on *Vzajemna* were also well-accepted. *Tarča* about non-payers at the Health Insurance Institute of Slovenia received considerable attention.

In the first half of the year, we realised a demanding project: The European Parliamentary Elections, whereby it should be stressed that we were the only media which informed viewers of the exact projection of election results immediately after the close of polling.

Our exceeding of the plan was also due to the extreme to the extreme engagement of the *Tednik* team and the associated additional work which enabled us to also prepare *Tednik* during the summer time. Another broadcast that was not scheduled and that we prepared in the summer was *Posebna ponudba*, that provides for consumer awareness, introduces good business practices, and informs us of issues / problems which we as purchasers should pay attention to.

At the end of the year, we prepared a well-received two-hour broadcast *Leto 2009*, to provide our viewers with a comprehensive review of the events of the previous year, which we realised through contributions, reports and conversations with guests in the studio. This was an extremely demanding





project in terms of its content, as well as production, and it received excellent ratings.

News programme broadcasts achieved expected ratings. However, Dnevnik's ratings faced a decrease, we therefore strive, through personnel rejuvenation and searching for new content and visual solutions, to strengthen the role and significance of the main news show. We also put much effort into the graphical renewal of Dnevnik, as we cannot apply new technologies which are used by other broadcasters, due to a lack of technical equipment and personnel.

However, the evening news programme Odmevi is still the News Programme special, and is valued as the most important broadcast 'involving various opinions' in the Slovene space; its ratings have somewhat risen. Odmevi was given a new image for the new Autumn scheme. At minimum expense and using our own people, we managed to renew the scene so as to look modern and, first of all, more like "of television", whilst maintaining its original form, which enables a confrontation of different opinions, and the cooperation of several guests in discussing one theme.

At the end of the year, the development project for the renovation of news shows was confirmed, with special emphasis on the renewal of Dnevnik. Special working groups will be set up to discuss our programme, and the technical and personnel solutions which will enable us to realise the News Programme's potential. The project plus its proposals will be concluded in autumn 2010, when the harmonised changes will be implemented.

EPU Culture and Arts Programmes

The EPU Culture and Arts Programmes created and aired a number of quality broadcasts, documentaries and television films. Programme additions included: a film about Angela Vode; an original TV-comedy Kandidatka in šofer, with scenario by Tone Partljič; the television play Soba 408; documentary films about Veronika Deseniška, the Slovene anthropologist in Argentina, Juan Benigar, Alma Karlin, and the 200th anniversary of Napoleon's arrival in Slovenia; documentary broadcasts related to education, and the cycles Arhitektura na Slovenskem, Izgnanci (1941-1945), Plemeniti Sočebnan, Velikani Himalaje – Everest, and a portrait of Bernarda and Marcos Fink. A major achievement was an interview with Irena Grafenauer; a significant contribution to understanding those who are different, and to a strengthening of social sensibilities were the broadcasts Obrabi drugačnosti; a religious programme which maintained a high level of cyclic and documentary broadcasts. We on the Editorial Board for Cultural Shows, created and aired a number of high-quality single theme shows about painting, literature, music, and all other art fields. Under the quality mentorship of editor Darja Korez Korenčan, this editorial board produced some new excellent journalists who signify the future of Slovene public television.

The Editorial Board of Slovene Films and TV Series

In the past year, we realised all planned projects. Besides the short film Tolažnik, we also recorded the TV-comedy Kandidatka in šofer, a TV-play Hodnik, and the full-length TV-films Marko skače and Odtisi črnila. We also recorded five theatrical plays (Gospodična Julija, Strahovi, Zarota svetohlincev, Razred and Edvard drugi). We aired six projects: a full-length TV film Angela Vode, skriti spomin, which received great public responses, the TV-plays Igra s pari and Soba 408, the short film Tolažnik, Hodnik, and the TV-comedy Kandidatka in šofer; and we commenced our airing of the TV-series Danes dol, jutri gor.

The Editorial Board of Foreign Films and TV Series

The editorial board's weekly contribution is comprised of seven film premieres and seven series, the integration of which is predestined (programme business plan) in the programme scheme. In 2009, we aired various film genres: comedies, romantic and family films, and thrillers. Some of them are worth mentioning, those which belong among the best cinematographic works in the world as they had been nominated for a most prestigious film award, the Oscars, or even received one: Michael Clayton, Crash, The Queen. We filled the time slots with the highest ratings (Wednesday and Saturday at 8:00 PM) with bestsellers which are dedicated to a wide circle of viewers. These include: Šepetati konjem, Moja mama, Mož brez obraza, Penelope, etc. With regard to television series, we must mention the second season of the historical spectacle Rome, the series Crash which had been adapted from the hit film of the same name, and a repeated airing of the legendary English humoristic serial You rang, M'Lord? In the time slot for literary series, we aired the excellent English series Sense and Sensibility, and the Russian series Jesenin and Doctor Zhivago. Within the Dediščina Evrope time slot, we emphasised important events and persons who wrote Europe's history, for example, the German miniseries Dresden, the French miniseries De Gaulle – Le Grand Charles, and the Italian miniseries Caravaggio.

The Editorial Board for Cultural Shows

We aired all the planned broadcasts (Kultura after Odmevi, Osmi dan, the weekly show Ars 360, Pisave, Opus, Podoba podobe, Umetnost igre, Umetni raj, a broadcast about amateur culture, and the commemorative Prešernova proslava). In the central weekly mosaic broadcast Osmi dan, we presented all of the important events at home and abroad. In terms of monothematic broadcasts, we provided an in-depth analysis of important events in the field of literature, music, theatre, film and fine arts, and prepared artist portraits. Having been moved to a new Saturday block, the broadcast Ars 360 maintained its ratings and even acquired new viewers, in particular younger ones who are interested in pop culture. The Sunday show on amateur culture, Izvirni, is popular for the segment of viewers who are interested in the amateur activities of our cultural societies and individuals in Slovenia and abroad.





The Editorial Board for Documentaries

We realised almost the entire programme in accordance with 2009's programme business plan, with the only exception being documentary portraits (one less than planned). We purchased four films from independent producers, to be broadcast in regular programme time slots. Broadcasts that received the highest responses were the following: *Leteča brata Rusjan*, a featured-documentary film with the reconstruction of an airplane; *Veronika in Friderik*, a featured-documentary costume drama about the Counts of Celje; *Juan Benigar*, a Slovene anthropologist in Argentina; *Govoreče glave*, a portrait of three Slovene philosophers; *Alma Karlin*, a featured-documentary film about the world traveller; *Ilirske province* (dedicated to the 200th anniversary of the arrival of Napoleon to Slovenia); *Francišek – brat vsem* (dedicated to the 700th anniversary of Franciscans in Slovenia); *Pesem upora* (about the tradition of partisan choirs in Slovenia).



The Editorial Board for Music and Ballet Shows

The volume of our production and broadcasting in 2009 was significant, in particularly in relation to documentaries and genre portraits: *Kaj vse še pride* (an interview with Irena Grafenauer); *Ko se duša izraža po glasu* (a portrait of Marcos and Bernarda Fink); *Pavle Kernjak, Pr Dravc doma* (a portrait of a Carinthian Slovene); *Slowind: Veter* (portrait of a brass quintet); *Zlatorogova pesem* (A portrait of Janko Ravnik); *Oaza sredi mesta* (on the 70th Anniversary of the Academy of Music in Ljubljana), and *Zgodbe Franca Šturma* (on the 60th anniversary of the music school). With thematic introductions to concerts (*Glasbeni večeri*), we celebrated a number of important composer and institution anniversaries. Under the title *Navdih klasike*, we visualised popular arias, musicians, amateur groups and young virtuosi. We presented the efforts of Slovenes abroad in a recording of the concert *Koroška poje*, and the documentary about Pavle Kernjak. We celebrated the end of the year in which the entire world remembered the 250th anniversary of death of the composer G. F. Händl. We enriched the Christmas and New Year's programme with live broadcasts (the Christmas concert of Bocelli from Assisi, and the New Year's concert from Vienna), a broadcast *Božič na Dunaju*, an opera film *L Boheme*, and documentaries *Sveta noč, blažena noč* and *Zimska noč – Sting*.



The Editorial Board for Religious Programme

In the past year, we realised all planned broadcasts: *Obzorja duha*, *Duhovni utrip*, *Ozare*, *Sveto in svet*, Sunday mass broadcasts, holiday mass broadcasts from at home and abroad, holiday pastoral letters, *Urbi Et Orbi*, *Križev pot*, *Portret msgr. Franca Boleta – plamen žive vere*, *Škofjeloški pasijon*, and *Klic dobrote*. We additionally broadcasted the St. Martin Latin mass from Sveta gora above Nova gorica. Instead of the documentary about bishop Vovk, we recorded the Christmas documentary broadcast *Bog ji je dal tolk talentov*, and bought a documentary *Božič v Rimu*.

The Editorial Board for Educational Programmes

In 2009, we realised all, planned documentary, educational and advisory television format broadcasts. In terms of the live-to-air show *Turbulenca*, the editor and moderator Milica

Prešeren presented interesting themes and very relevant guest experts. All content addressed the same issue – modern man's existence. In the documentary series *Dediščina Slovenije*, we presented some very successful educational broadcasts: *Arhitektura na Slovenskem*, *Biotopi*, *Naši vrtovi*, *Izgnanci 1941-1945*, etc. Such series are specific to national television and have traditionally been produced in our programme for a number of years. With 50-minute documentaries, we achieved certain additions: *Šola pod fašizmom*, *Plemeniti Sočebnan*, *Življenje s Cinkarno*, and the like. In the summer programme schedule, we successfully filled our programme time slots. What was new were Wednesday afternoons, which were taken over by a new editor who included the educational-documentary series *Zdravje Evropejcev*, a series that received great response, made in coproduction with EBU national television. We successfully realised the cyclic mosaic broadcast *Prisluhnimo tišini*. It is aired every 14 days and is of 30 minutes duration. We aired eight broadcasts intended for the deaf and hearing impaired. We would like to point out some of the most well-accepted documentaries of the Educational Programme from the previous year: *Obrazi drugačnosti*, *Pogled na ...*, *Velikani Himalaje – Everest*, *Planet prihodnosti*, ethnological film *Osvatina – pogansko drevo*, *Vklesano v kamen*, *Vitamini in minerali*, *Vid Pečjak – smisel, življenje, ustvarjalnost*, *Pepin vrt*, and the like. In the time slots intended for a foreign documentary, the editor of the foreign programme was extremely successful in contextually covering the year that was dedicated to astronomy.





The Editorial Board for Children and Youth Programmes

In 2009, we realised all that we had planned. We recorded and finished, and partly aired, mosaic broadcasts (Iz popotne torbe, Ribič Pepe – partly still under processing, Notkoti). Others were recorded and are just to be processed (Nočko, Profesor Pustolovec, Muzika je to, Skrivnosti, and the like). Weekly broadcasts and broadcasts in the 14-day cycle were prepared and aired according to the plan. The feature programme was realised as planned; the series Kot ata in mama was recorded and aired in December; the EBU feature film Loto deček was recorded in September; the film from the series Čiak Junior was recorded and processed; we have already obtained all of the films from the exchange.

The Editorial Board of Prvi in drugi and TV-pogled – Gledamo naprej

We realised all broadcasts of Prvi in drugi that had been scheduled in the programme-business plan. In July and August, we prepared seven special thematic broadcasts and entitled them Oči nostalgije. They were scheduled for the Saturday evening time slot and received excellent ratings. We prepare television forecasts every evening, and during working days, every afternoon.



EPU Entertainment Programme

In 2009, TV Slovenia EPU Entertainment Programme recorded and broadcasted, apart from the planned number, a number of broadcasts that we did not include in 2009's programme business plan. We decided on their realisation because of programme or business interests.

After a 1-year break, Marion Galunič returned to television with the renewed show Spet doma in February. Besides the conversation with famous Slovenes, the choir competition was well received by our viewers. In the rubric Nova zvezda si ti, we selected, with the assistance of our viewers, a new prospective television personality who used a mobile home to visit different places around Slovenia in the autumn cycle, and, through transmission connections, provided the atmosphere and events from various remote places.

The broadcast Na lepše was ensured a permanent time slot in TV Slovenia's programme, with the moderator Marjana Grčman and the legendary tourism journalist Drago Bulc. The broadcast was created in cooperation with the Slovenian Tourist Board, which provided us with several proposals for its renewal in terms of its content at the end of the year.

In December, we broadcast the author's show Igrajmo se z zvezdami where the actor, moderator and musician Jure Ivanušič presented different types of Slovenian music.

In summer time slots, we aired the series Čez planke and Legende velikega in malega ekrana. Both series were well accepted by viewers and the expert public.

We took a more ambitious approach to the broadcasting of the Slovene selection for the Eurovision song. We invited six recognised Slovene authors and selected 14 songs by public tender to EMA 2009. Over two evenings, we selected, by means of televoting and, this year, included an international jury, the winning song from amongst 20 songs. Despite our selection's quality, the Quartissimo band did not succeed in beating the strong international competition and getting to the finals of Eurosong 2009.

The transmission of the 15th Jubilee Festival of Slovenska polka in valček 2009 with moderators Ana Dolinar and Andrej Hofer received a great response and high ratings.





High ratings also went to the festival Slovenska popevka. Due to financial shortfall, we prepared the festival at TV Slovenia's studios. We will remember this festival for new, quality songs and Bernarda Žarn and Mario Galunič's relaxing moderation manner.

Mario Galunič and his team prepared a diverse New Year's Eve programme. For polka music lovers, Boris Kopitar presented the show Silvestrski videomeh.

In cooperation with the Religious Programme, we recorded the concert Božič v pesmi. Nada Žgur and other popular Slovene musicians presented the most beautiful Slovene and foreign Christmas songs, and some songs were prepared for this very occasion.



Moreover, in 2009, the lack of financial resources prevented us broadcasting a regular music show. However, we provided all popular music lovers with a number of concerts by popular Slovene and foreign musicians: Magnifico and the Balcountry Quartet, Druga godba 2009, Etno večer Zorana Predina, a concert by Prifarski muzikanti Kjer je bila mlinarca, ŠTOS – a jubilee broadcast by Dragan Bulič, a concert by Gianni Rijavec, a concert Oto meets Ray, and Poletna noč – a concert by Elda Viler, Elvis meets Ray, a concert by Tinkara Kovač, a Christmas-New Year's Eve concert by the Symphony Orchestra of RTV Slovenia with the group Eroika, and others.

In autumn we prepared, together with the Information Programme, a charity event Stopimo skupaj za brezposelne and collected more than one quarter of million euros.

We also recorded and aired the commercial show Avto leta 2009. It was the first time we recorded and aired the events Bernie models, and Politični obrazi leta 2009.



After a break of a few years, we prepared and aired, in cooperation with the Auditorium of Portorož, the festival Melodije morja in sonca 2009.

At the beginning of July we recorded, in cooperation with RAI Trieste, the polka music festival Števerjan 2009. It was aired as part of Friday's main summer prime-time blocks in two parts. This was also the time block for Alpski večer which we had recorded at Bled in May.

Ratings were satisfactory. The shows Spet doma with 14.9% ratings and 37% share of viewers, and Na zdravje with 13.5 ratings and 37% share of viewers stood out, whilst EMA 2009, a oneoff project, had 24.6% ratings and 52% share of viewers.

We should also mention the nomination of the shows HRI-bar and Nekega lepega popoldneva, and moderators Sašo Hribar and Klemen Slakonja for Viktor 2008 media awards. Klemen Slakonja, moderator of the NLP show, was awarded a Viktor for promising television personality 2008.



EPU Sports Programme

In 2009, the EPU Sports programme fulfilled most of its set programme goals and in certain cases even exceeded them on account of additional projects.

In 2009, almost 23,600 minutes of our own premiere broadcasts were aired, with almost 95,000 viewers on average (ratings 4.9% and share of viewers 23%), and 49,500 minutes of foreign premiere broadcasts (68,200 viewers, ratings 3.5%, share of viewers 18%). In comparison to 2008, the number of minutes of own programming is lower, which is understandable as in 2008 we broadcast a huge studio programme on the occasion of the Olympic Games. The number and share of viewers of the domestic programme did not change, whilst the number of viewers of the foreign programme increased, as did ratings.

Information broadcasts reached ratings which were lower by one percentage point than that planned (7.0% for the 7:45 PM block and after the show Odmevi). Partly, it is a consequence of lower ratings of the Information block. The second reason was limited financial resources earmarked for news broadcasts which resulted in limited personnel and fewer possibilities for field work. This makes the news less attractive, and thus associated to newspaper reading. We also see limitation in the planned programme time since the rights acquired would enable us to take a considerably different approach.

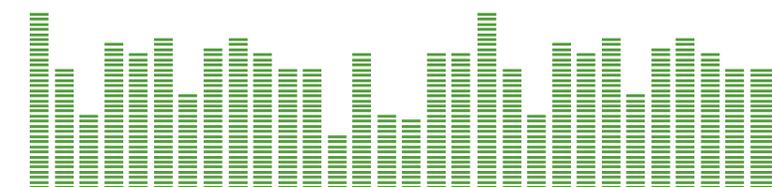
We are very satisfied with the coverage and ratings of winter sports events. Spring ratings were somewhat higher in comparison to the same period in 2008, and in Autumn 2009 this trend continued.

The project football Pokal konfederacij was also a success. In spite of considerable production problems (many changes of studios and productions), a rehearsal for the world championship was successful. We acquired a circle of expert co-workers, introduced a technical-graphic novelty (live drawing by AKI) and daily quiz; in cooperation with the Department for Marketing of RTV Programmes we awarded daily prizes, and in cooperation with MMC we also carried out two rubrics and thus set the basis for an integrated offer for the World Championship.

Based on such good experience, we decided that the regular weekly sports magazine broadcast be replaced by the broadcast Pozdrav Afriki in September, which is intended to follow everything that is associated with the coming world championship, and the Slovene team. It took some time for the viewers to get used to the broadcast, but then it acquired its own circle of admirers – by the end of the year, ratings doubled and amounted to about 2.5%, which is a good result for this time slot.

In Spring, TV Slovenia participated in a public tender to acquire rights for a three-year cycle Champion's League in Football. Unfortunately, the offer was again lower than of our competitor; instead, our television acquired rights for the newly founded European League.

Once again, we had more success in acquiring the rights for the Champion's League in handball which reappeared in the sports programme's offer after a two-year break, and in negotiations ensured for TV Slovenia top sports events for the future. Primarily, we should mention the European Football Championship in 2012 (it will provide a continuous offer of top quality football, together with the World Championships in 2010 and 2014), the European Championship in swimming and athletic, and the World Alpine Skiing Championships (2013 and 2015).



The EPU Special National Programme for Broadcasting Parliament from the National Assembly of the Republic of Slovenia and its Working Bodies

The planning for the parliamentary channel programme for 2009 was based on the framework schedule of National Assembly sessions, and primarily technical and financial availabilities were considered. The programme consisted in the main of: live presentations of the sessions of the National Assembly and its working bodies; summaries of sessions of working bodies which could not be broadcast; developments in the National Assembly and the European Parliament; conversations, information and repeats of broadcasts of Television Slovenia's News Programme and regional centres Koper and Maribor (Poročila, Dnevnik Slovencev v Italiji, Kronika osrednje Slovenije, Dnevnik TV Maribor, Primorska kronika, and so on); repeats of documentary shows from the TV-archive; and repeats of own productions. From November, we started broadcasting the main information show Dnevnik on TV Slovenia Channel 3 with signing for the deaf and hard of hearing. The material aired on Channel 3 was recorded by



TV Slovenia's News Programme (press conferences, speeches, and the like) and foreign agencies, who provided rich photographic material. Events in the National Assembly and National Council are reported by recording teams in cooperation with TV Slovenia's News Programme. The recorded material is on the server and thus made available to the parliamentary programme and TV Slovenia's News Programme. The European Parliament is covered mostly through the embassy in Ljubljana which also covers a part of the production costs of the broadcast Slovenija in Evropa (weekly overview of events in the European Parliament).

By the end of December 2009, there were 29,759 minutes of live performances of the National Assembly's regular sessions, and 4,330 minutes of its extraordinary sessions. By the end of December 2009, there were 26,557 minutes of live performances of the sessions of working bodies (on average, 2.4 hours per day of all performances). We covered the sessions of working bodies (and the National Council and the European Parliament) which could not have been broadcast otherwise in agreement with TV Slovenia's News Programme. The number of summaries of events in the National Assembly, National Council and the European Parliament, reports, conversations and information amounted to 134,760; in 2009, we started to combine these in broadcasts (about six hours per day). There were 227,676 repetitions, about ten hours per day (the minutes of repetitions also include documentary shows from the TV Slovenia archive). At the end of the week, Channel 3 broadcasts nightly repeats, as does Info kanal.

The parliamentary editorial board provides for live performances of sessions of the National Assembly on Channel 2, as coverage with the parliamentary programme was still only at about 70%, and there were numerous complaints by our viewers about the poor quality of images. Television Slovenia broadcasts quality images, the problem is with the cable operators. By the end of 2009, Channel 2 had broadcast 18,982 minutes of live performances, average ratings were 1%, the share of viewers 11%; on Channel 2, ratings for an individual session could be 4%.

Ratings on Channel 3 are being monitored and the programme gained viewers; however, the situation will be more realistic when Channel 2 ceases to broadcast, which will increase coverage by the end of 2010.

In the first half of 2009, the parliamentary programme still dedicated most of its time to the introduction of new, digital technology, which required the training of personnel and determining the organisation of work; the programme is gradually establishing a broadcast style, by means of new approaches and new, modern genres. The parliamentary programme is entirely digitalised, all our strengths being concentrated on raising its quality.

The Experimental Programme

Within Television Slovenia's Experimental Studio, the following broadcasts were created: Dobro jutro (Channel 1), Sobotno popoldne (Channel 1), Prava ideja (Channel 2), selection from Dobro jutro - Mozaik (Channel 2), Črno-beli časi (selection from the archive, Channel 2), and Študentska (Channel 2); within Nedeljski pogovori, TV Slovenia aired Mozaik (Channel 2), and two documentary shows. In principle, all broadcasts followed the plan, only Dobro jutro was prolonged by one hour per day in December.

The Dobro jutro broadcast is prepared together with TV Maribor and TV Koper. TV Slovenia's Experimental Studio prepared broadcasts from Monday through Friday, until December 2009, between 7:00 AM to 9:10 AM. On average 108 minutes per day, of which 22 minutes went to bulletins; the share of TV Maribor and TV Koper was on average 18 to 20 minutes per day. Following December 2009, Dobro jutro has been aired until 10:10 AM (under agreement with RTV Slovenia's management); the prolongation of the show had a good response since ratings increased and we acquired more viewers. The show is variegated (with a lot of information, advice and entertaining content) interactive (it includes viewers who are more and more involved in its creation); and there are many live or feigned on-the-spot coverage. Considering the increased competition, Dobro jutro maintains its viewers; the average ratings being 1.7%, the share of viewers 40%; bulletins, for example at 8:00, reach 2% ratings, the share of viewers being 45%.

Mozaik is a selection from the broadcast Dobro jutro which has been enriched, and is aired in various time blocks on Channel 2; for the summer period, we prepared four broadcasts more than planned.

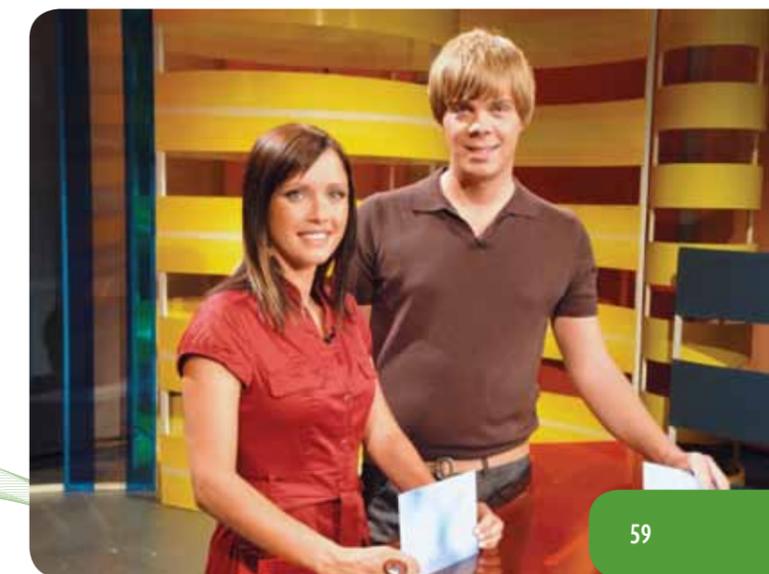
For the time slot Nedeljski pogovori, we prepared two documentary shows: Ime mi je Lidija, Moč/nemoč slovenskega liberalizma, and Mozaiki in summer.

Sobotno popoldne (prepared together with TV Maribor: Živali in ljudje, Na vrtu) included advisory and information content, and this was carried out according to the plan. By the end of 2009, 39 broadcasts were aired (from 3.55 PM to 6.40 PM); for the summer period, we prepared a selection of broadcasts and added some new ones, in particular music-information content. The average ratings for the entire afternoon were 5.7%, the share of viewers 28%; the highest ratings went to what is now normal to the cooking broadcast Z Damijanom (ratings at 8%, share of viewers 34%, sometimes the ratings were exceeded by 12%). The summer selection included 13 broadcasts (ratings at 3.9%, share of viewers 27%).

Prava ideja (Channel 2 on Tuesdays at 9:05 PM) is a contemporary business broadcast with a recognised approach and with a focus

on successful Slovene private entrepreneurs. By the end of 2009, we prepared two broadcasts more than planned (44 broadcasts); we prepared a selection of broadcasts for the summer months. Average ratings were 2.1%, share of viewers 6%. The problem is the instability of the time slot on account of sports and other events. The broadcast Študentska was created together with TV Maribor and TV Koper, and was not given a permanent time slot on Channel 2 due to sports. Thus, it did not acquire enough viewers and we excluded it from the autumn scheme.

Črno-beli časi is a broadcast of 15 minutes which provides an insight into Slovenian history (through past TV-bulletins), and presents a valuable enrichment of national television. The broadcast was normally aired on Wednesday afternoons, but due to the unstable time block on account of sports and other events, it did not reach high ratings (on average 0.7%). We prepared three broadcasts more than planned (46 broadcasts, share of viewers 4%).





Regional TV program Koper – Capodistria

Each year we face more considerable financial limitations, which means more and more problems in fulfilling basic functions stipulated by the Articles of Association and RTV Slovenia Act. In 2009, the costs for outworkers in TV production and Service for Programme Preparation (more than 30 part-time co-workers) increased in comparison to the previous year, mainly on account of the changed status of several students into the status of individual entrepreneur, and of a partial indexation of salaries with those permanently employed.

Leases of external ENG-teams and editing in correspondent offices in Nova Gorica, Idrija and Tolmin increased considerably due to the needs of the News Programmes of TV Slovenia and TV Koper.

In recent months we created, in addition to the preparation of regional broadcasts, the programme for Slovenes abroad – Slovenes in Italy, and performed the task of collective correspondent for TV Slovenia's news and cultural programmes, and several rather successful special projects. These were:

- Stopimo skupaj – a humanitarian event, a collection of funds for children with Down syndrome, a live broadcast from Koper on TV Slovenia Channel 1, a broadcast with the highest ratings (on average 11.8%).
- Za življenje – a charity concert for Sežana Hospital, a live performance on TV Slovenia Channel 1, high ratings for the end of June (on average 9.3%).
- Osebnost Primorske – the 60th Anniversary of Radio Koper was also aired on the national programme.
- Fens festival – presentation of young musical talents, a music broadcast aired on TV Slovenia Channel 2.
- Melodije v parku časa – 100 let Bolnišnice Valdoltra, an excellent documentary that received the international award Pečat Erasmus Euromedia at Vienna.

To ensure the financial plan is not exceeded, we carried out the following measures:

- In July, August and September we terminated cooperation with the external ENG-team which was working to the detriment of the programme,
- we provided for an early, end of May, termination of the recording and production of the broadcasts Študentska, Brez meje, Primorski mozaik, Pomagajmo si, Lynx magazin and Na obisku; all these broadcasts are also aired on TV Slovenia Channels 1 and 2,
- in the autumn scheme, we started airing these broadcasts in October instead of in September,
- we cancelled the live broadcast Mika Maka.

We tried to halt losses, which were increasing at the end of the year, by restricting the ENG-team's lease (unfortunately, this rendered us unable to meet all the requirements imposed for the correspondent activity of Television Slovenia), and further rationalisation of work in the editorial department, which held good for external co-workers as well as for those regularly employed.

Thus, the following measures were carried out in the final three-month period:

- we cancelled three broadcasts,
- weekly broadcasts were turned into 14-day broadcasts,
- we terminated cooperation with a part-time journalist,
- we terminated cooperation with four students journalists,
- we limited the scope of work for all journalists – external co-workers, and lowered their payments by 10-30%,
- we decreased the fees, which were already low, of journalists living abroad, and moderators who have been engaged in the co-creation of the programme for a number of years,
- we lowered the costs at correspondence offices which are of vital importance for the regional TV programme (correspondence offices in Idrija, Tolmin and Nova Gorica).

Unfortunately, limiting the number of co-workers and intervention into the programme are not a good start for the year 2010. The financial resources allocated do not suffice for the carrying out of the programme plan which has already been confirmed and accepted, in particular for quality creation and realisation of numerous broadcasts which are also aired on Television Slovenia Channels 1, 2 or 3.

TV Maribor

In the previous year, TV Maribor realised its entire programme plan. We broadcast 2,636 hours of premier programming, of which 912 hours were of TV Maribor's own programme premiers, 1,657 hours of TV Slovenia's own programme premiers (of which 56 hours of the show Dobro jutro, were broadcast from TV Maribor's studio, as well as 27 hours of Television Slovenia's daily informative broadcasts were broadcast from TV Maribor's studio), and 67 hours of TV Koper's own programme premiers.

We have fully realised our correspondent role since 2009: TV Maribor contributed 401 hours of our own programme premieres to TV Slovenia programmes (166 hours on SLO Channel 1, 154 hours on SLO Channel 2, hours, and 81 hours on TV Slovenia Channel 3.

In addition to the numerous well-accepted broadcasts prepared by us at Television Maribor (Na vrtu, Ljudje in zemlja, O živalih in ljudeh, Dnevnik TV Maribor, Preglednik, Novice, Evropski magazin, Circom regional, Glasnik, V dobri družbi, Dober večer, V težišču, V žarišču, Dobro jutro, Davi, Horizonti, Športni kompas, Skozi čas), we facilitated the achievement of previously unplanned projects to great response: which were broadcast in celebration of the Diocese of Maribor's 150th anniversary: the charitable and humanitarian concerts Pomežik soncu and Unija; Pastoralni forum, the documentary films Fabrika Maribor, Shirlie Roden, and Anton Martin Slomšek, and we recorded 15 broadcasts of the series Umko. Excellent ratings were also received for the projects carried out in conjunction with Radio Maribor: We also broadcast narečnih popevk, Vurberk, Ptuj, Ciciban poje in pleše, and other festivals.

We achieved another goal in 2009: greater recognition and ratings in our operational environment.





PROGRAMMES FOR NATIONAL COMMUNITIES

Programmes for the Italian National Community

EPU Television programme for the Italian national community

The Television Programme for the Italian national community entered 2009 with a reduced plan in terms of variable costs when compared to 2008. 2009's planned level was the lowest in five years. The funds earmarked were insufficient for the maintenance of the scope and structure of the programme, in spite of strictly rationalised spending and our exhausting of practically all internal reserves. In line with only a few other organisations, we introduced the job profile of Journalist Camera Operator: many of our journalists, regular and external, edit their own contributions and record international exchanges of video material; almost all employees, including editors perform, together with camera operators, the work of realisation and production in relation to the production and post-production of broadcasts and reports which are realised in field.

Considering the overall increase in expense, we have to operate with annually allocated funds to cover variable costs, or the live costs of the programme, and these funds are increasingly limited and patently insufficient. It is of great concern that given the limited nature of our funds, that realised variable costs have exceeded the annual planned amount for variable costs in recent years, and level is being reduced annually. We provide timely forecasts of higher than actually approved realisation; however, such benefits have only a minimum impact on the institution's

final balance sheet, which has been positive in recent years. This has a negative impact in terms of programme operation, which has in recent years had a financial shortfall of between EUR 70,000 and 100,000 yearly in covering variable costs or the realisation of the programme plan which has maintained its recent, in terms of years, level of complexity. The planned level of funds for variable expenses is thus unrealistic with regard to the actual costs of the programme and broadcasts which we have already reduced to their minimum.

We make every effort not to exceed the plan. Our minimum aim of maintaining the basic programme scheme and regular broadcasts, and minimising excess, in the first half of the year, led to the cancellation of planned mobile production vehicle recordings and ended the realisation of a series of quality cabaret shows. We commenced realisation of the summer programme scheme two weeks ahead of schedule, and have moved the commencement of the Autumn schedule accordingly. We also minimised production during the summer period, the production of regular broadcasts (with the only exception being daily news broadcasts), and reduced the number of mobile production vehicle recordings of concerts and other cultural events from 14 to 8. These are usually included in the Autumn programme scheme, and concerts are also aired by TV Slovenia. We also made additional limitations to the autumn programme

scheme. We replaced the two weekly youth broadcasts with two-month broadcasts (Fanzine, Zoom); we cancelled the series of broadcasts from Metalcamp, decreased the number of broadcasts of Itinerari, Nautilus, K2, and L' appuntamento, and additionally reduced the funds earmarked for regular broadcasts which we had included in the autumn programme scheme.

A problem that has contributed to the significant limitation of funds available for clear programme costs for a number of years is the high number of external co-workers, or individual entrepreneurs used for technical production and programme preparation; the Italian and Slovene programmes pay their fees from programme variable funds. The said cost increased in 2009 when compared to 2008 as there is no replacement for expenses in these two groups; at the annual level, the share paid by our programme reached the amount of EUR 230,000, which already represents more than a third of the whole planned amount for 2009's variable costs (the annual planned amount was set at EUR 621,000). When computing the costs for our video lines and SAZAS, which are actually fixed and at a total level of EUR 110,000, the planned funds available for 2009's programme amount to EUR 281,000, which is intended to cover all programme costs (royalties, scenery, setting up and demolition of scenery, purchase and processing of programmes, unilaterals, travel expenses, make-up, and the like), or EUR 23,400 per month, which is a fairly modest amount for a television programme and this sum is insufficient for the maintenance of the programme's extent and structure.

In terms of the programme field, we refreshed, to the extent possible, broadcasts, supplemented the programme scheme; we stayed within the strictures of the rational spending of funds, the rationalisation of the production process, and better distributed tasks amongst those regularly employed, along with controlling the programme costs of external co-workers in the January-August 2009 period. In this way, we managed to maintain the major part of the programme, but were not as successful in maintaining its structure and regular broadcasts. We must thank our editorial boards, the bulk of our journalists, editors, and other programme workers for their engagement and efforts that go beyond the narrow perception of working obligations.

A considerable amount of work was facilitated by the Editorial Board for Information Programmes, its daily news broadcasts, and the weekly current-affairs broadcasts *Tuttoggi Attualita'* and *Meridiani* stood out in terms of their quality and the covering of current events. We added a special rubric to Sunday's central daily information show, dedicated to the youth living in the Italian community. Of the events that the editorial board 'covered', it is worth pointing out the visit of the Italian Secretary of State, Frattini, to Slovenia and Croatia, the European elections in Slovenia (we broadcast a special pre-election broadcast where we presented all candidate lists, their holders, platforms, and so on), and the G8 Foreign Ministers summit held in Trieste, which was the subject of several journalistic contributions, analytical broadcasts, and interviews. We broadcast a special debate on the occasion of the referendum for the independent municipality in Ankaran. In December, we provided a thorough report about

worker demonstrations and the consequences of economic crisis, through the medium of thematic broadcasts.

The Editorial Board for Cultural, Educational, Children's, Youth and Entertainment Programme put considerable effort into the preparation of regular broadcasts and projects, in particular on the occasion of important anniversaries, such as the 60th anniversary of Radio Koper – Capodistria and the 10th anniversary of death of the writer Fulvio Tomizza, to whom we dedicated a special documentary broadcast. We realised the broadcast with funds earmarked for the development of RTV Slovenia, and it was prepared in Italian and Slovene, on Cross-border television frequencies. We used these funds to also realise two other documentary broadcasts: one about the producer Giraldi, and the other about the singer Endrigo (both were broadcast in December).



We dedicated the entire broadcast Artevisione magazine to the 100th anniversary of futurism in Italy. Over 20 rubrics as part of the broadcast L' Universo e' ... were dedicated to Darwin on the occasion of his 200th anniversary, and four in relation to The International Year of Astronomy.

Due to their significance for the Italian national community, and due to the quality of reports, we should mention the spring and the concluding autumn cycles of the monthly broadcast Incontri in Comunita.

We invested a considerable amount of work in the processing of the taken-over documentary broadcasts and reports. It was, for the eighth year that we, together with Italian communities, aired the New Year's broadcast (with the considerable financial assistance of the Italian Union) on New Year's Eve.

In 2009, the editorial board for sports broadcast, apart from the regular sports news, the weekly newscast Zona Sport and the Sunday sports overview Tg Sportivo della Domenica, numerous live and deferred commentaries of broadcasts of national and international sports events and competitions. The more important and, those that received a considerable amount of public attention were: the world championships in Alpine skiing, handball and hockey, the final part of the UEFA Cup, The Confederation Cup in football, the tennis Grand Slams at Roland Garros and Wimbledon, The World Athletics Championship in Berlin, The Golden League Athletics meetings, The World Swimming Championship in Rome, the Pokal football konfederacij, and The European Basketball and Volleyball Championships. These events were also regularly summarised in the weekly newscast Zona Sport, where we broadcast reports, contributions and interviews about sports events that took place within the Italian national community, and about the sport-related problems of the wider border region of Slovenia, Italy and Croatia.

Finally, we should mention the positive response of our viewers to our programme in Italy and Croatia since broadcasting via satellite. Based on the ratings' survey carried out in the west of Slovenia, TV Koper – Capodistria occupied sixth place. The information block of the Italian programme, broadcast between 7:00 PM and 8:00 PM, is regularly watched by more than 10% of viewers.

EPU Radio programme for the Italian national community

The radio programme for the Italian national community realised its plan, scheme and the set programme orientations that we had adopted for the period January-December 2009. Problems arose from an insufficient staff structure; the age structure of our personnel is extremely high, the highest of all at RTV Slovenia. However, we must mention certain broadcasts or projects dedicated to important events:

- the 60th anniversary of our radio station (we organised a study seminar and a special concert);
- Dan odprtih vrat;
- elections to the European Parliament;
- Croatian local and presidential elections;
- symposium about Tomizza;
- On The Road from our town squares and from Taverna;
- the youth broadcast Colours, in cooperation with the region Friuli-Venezia Giulia;
- special bimedral broadcasts COLORS – IN ORBITA SESSION;
- Istrski kalejdoskop;
- the broadcast Kratka zgodovina našega radia;
- music broadcasts about the history of Italian music;
- The World Championship in Athletics;
- the anniversary of the fall of the Berlin Wall;
- a special Christmas broadcast from Ljubljana;
- a concert by Jani Kovačič and Eugene Finardi.

We celebrated our 60th anniversary with an international symposium and a concert by Tamara Obrovac and Darij Marušič. The international symposium was organised in conjunction with the University of Primorska, and in cooperation with the Italian community Santorio Santorio, the Italian cultural centre Carlo Combi, the Municipality of Koper, and The Italradio association. The Universities of Trieste, Venezia and Pula, the Italo-phonetic RTV community, and the media from Croatia and Italy, took a part therein.

With the aim of maximally rationalising funds and saving resources for the autumn and winter period, when the regular schedule is running, this year, we started the summer scheme earlier than previously planned and concluded it later. However, we managed to realise some shows in the summer which had been recognised in the previous season. Radio od zunaj was aired weekly (on Mondays) in July and August, and broadcast from Koper Taverna. Istrski kalejdoskop is a broadcast produced in cooperation with the Slovene Section of Radio Koper, and with the Italian and Croatian sections of Radio Pula.

We organised Jani Kovačič and Eugenio Finardi's autumn concert together with the Slovene programme. As a longstanding mediator between the cultures that combine on our territory, Radio Koper – Capodistria with this concert managed to create a top-quality and unforgettable musical event, with the assistance of external subjects, the Municipality of the Community, and the local communities of Italian nationality of Koper, Izola and Piran.

Programme for the Hungarian National Community

In 2009, we at RTV Slovenia' Lendava Studio for Hungarian programmes paid special attention to the fostering of mother tongue languages, and preserving and creating values, namely the fields where the electronic media of minorities has to play an extremely important role. As a public medium, we also follow the requirements and standards of the objective providing of information. On many occasions, The contributions and broadcasts of our studio are regularly assessed by three target groups: the Hungarian community in the Prekmurje region, the mother nation, and the majority in Slovenia. We bravely face our requirement to create a better dialogue between the minority and majority on one side, and the minority and mother nation on the other. Since we operate in a contemporary modern information society, we can not strive for isolation, but must strive for integration with the majority and mother nation, which should be achieved through a programme with at least such quality as to satisfy the expectations of our target public.

In 2009, The Studio for Hungarian Programmes Lendava carried out numerous activities with a view to acquire extra funds for national programmes from the Government of RS, and an entitlement for bilingualism; however, these activities did not reach fruition, We delivered various training courses for programme co-workers and those employed in the technical field. We are proud of our publication Slikoviti glasovi, govoreče slike – 50 let radijskega in 30 let televizijskega programa v madžarskem jeziku, which were issued in the middle of December and introduced to the public on 21 December (as the conclusion of a series of events on the occasion of the jubilees of both media). The publication includes all of the historically important benchmarks of both media, as well as memories and narrations of our present and past co-workers; the memories and narrations create, together with the presentation of some of our broadcasts, a connection between the past and the present.

TV-studio Lendava – EPU TV-programme for the Hungarian National Community

In 2009, The EPU TV-Programme for the Hungarian National Community realised programming in line with 2009's



programme-production plan, which means that we prepared four 30-minute broadcasts in Hungarian every week.

The broadcast *Barangolások/Potepanja* was essentially a production of Television Donava that we took over; it presents the life of the Hungarian national minority and other minority communities in Europe and elsewhere. Furthermore, within the framework of this broadcast, we also aired two own production broadcasts, *Biseri Madžarske* (Szentendre in Székesfehérvár), and half-hour broadcasts about *Središče* and *Genterovci*.

In the thematic broadcast *Pitypang/Lučka*, we addressed the following topics: literature and libraries, arts and creativity, life in Medieval castles, hunting forest animals, old manors and things that were useful in the past, traffic, needlework and embroidery, holidays, and festive ornaments.

Our studio chat show *Sulypont/Težise* hosted experts and discussed the following themes: the strategic questions of the Hungarian national community, patients' rights, social and humanitarian aid, ecology, and the realisation of national rights. We also prepared a conversation with Dr. József Czukor, the then Hungarian Ambassador on his departure from the post. We also addressed the problem of the new influenza, state Pomurje's economy, bilingual education, and ethnographical points of view on Christmas in December.

Our broadcasts *Vendégem .../Moj gost ...* presented to the public people from Prekmurje or people who are, in one way or another, connected with Prekmurje who signified the Prekmurje Hungarians' living space. Prior to June, we prepared portraits of Mária Pozsonec, György Tomka, msgr. Franca Režonja, Györgya Zala, József Bokor, Mária and István Dragosics, Bálint Bellosics, Ernest Ružič, Janez Bošnjak and József Bernád. They were all guests on our broadcasts.

In the broadcast *Nagyító alatt/Pod drobnogledom*, we discussed: national literature; problems in relation to granting a concession to chimney sweepers; the achievements, problems and plans of the Municipality of Dobrovnik; science in Prekmurje; problems with regard to the status of Lendava Gallery-Museum; the 10th anniversary of the folklore group *Muravidék*; bilingual schooling and the meaning of the border in the Hetes area; the Italian national community in Slovenia; the cult of the textile company *Mura*; the social situation of the inhabitants of Pomurje; and the possible solutions to the proposed cancellation of our broadcasting of the Hungarian television programme *RTL Klub* in Slovenia.

We gave variety to the oldest broadcast *Hidak/Mostovi*, which is aired on Wednesdays, by means of various rubrics, such as: the rubric on the economy *Gazda(g)ság/Gospodarstvo – bogastvo*, the rubric on agriculture *Magvető/Sejalec*, the rubric on health *Egészségünk/Na zdravje*, the rubric on ethnography *Hagyományörző/Naša dediščina*, and the rubric *Köztünk élnek/Med nami živijo* which broadcasts short portraits of interesting people.

In April, we successfully concluded the project on György Zala. Thus, it was only a few days after the anniversary of his birth that we broadcasted a documentary entitled *Ustvarjam z vero* in the framework of the broadcast *Moj gost/Moja gostja ...*, which celebrates the life and creativity of this great artist.

In November, we successfully facilitated the production of *Leto se izteka*, which hosted artists from the *Naredimo* festival with its moderator Levente Harsányi. We taped the event *Leto se izteka*, as we annually do, with the assistance of our colleagues from RTV Maribor and Maribor Radio (RTV) and with the active participation of each TV-Studio Lendava employee, and aired it in four parts during the Christmas and New Year's holidays.

Pomurski madžarski radio – EPU Radio Programme for the Hungarian National Community

In considering this information programme, we should first point out the broadcast *Terepjáró/Novice iz domačega kraja* in which we follow every-day events in this ethnically mixed area and its environs. As part of this 30 minute broadcast (which can be prolonged with regard to the number of events it covers) we daily prepare interviews, reports, bulletins, and the like. In 2009, we aired about 1,000 events.

On Wednesdays, we air a weekly current-affairs discussion broadcast *Aktuális/Aktualno* in which we strive to address the majority of current topics directly connected with our target public.

On Thursdays, in the broadcast *Kisebbségben/V manjšini* we provided a detailed report of events in terms of national policy. Within the framework of this broadcast, in August and at the beginning of September, we prepared a series of five broadcasts on the Italian national community in Slovenia.

On Fridays, we air the broadcast *Helyzetkép/Dejanski položaj* in which we concentrate on current events in the field of the economy and agriculture. The broadcast includes interviews, commentaries and studio conversations; we also strive to offer insight into the background of certain events that were essential for the economic situation in the area in the past year.

In the weekly popular advisory broadcast *A kertész válaszol/Vrtnar odgovarja*, we host on the first Tuesday of each month an expert who answers listener questions.

Our other advisory broadcasts are *Az egészséges táplálkozás művészete/Umetnost zdravega prehranjevanja* and *Fogyasztói percek/Potrošniške minute*. We prepare the first in cooperation with the Institute of Public Health from Murska Sobota (it is included in each second week of the programme scheme), and in the preparation of the second, we closely cooperate with our co-worker from the Pomurje Association of Consumers.

Within the framework of information broadcasts, the sports broadcast *Sportthétfő/Sportni ponedeljek* should be pointed out, which broadcasts weekly reports on current sports events which take place within our narrower and broader environment.

Interviews enrich these broadcasts. In addition to sports competitions at the local and state level, the broadcast also inform our listeners of sports events that take place in the neighbouring municipality of Zala.

The five-hour broadcast *Falujárás/Potepanje po vaseh* is broadcast every last Saturday of the month. In 2009, we and our co-workers prepared a five-hour programme, or live reportage from the following bilingual settlements: *Domanjševci*, *Gaberje*, *Pince*, *Žitkovci*, *Središče*, *Gornji Lakoš*, *Mostje* in *Banuta* and *Radmožanci*. We strove to offer our listeners as much detailed information as possible on each of the villages from which we were reporting in every broadcast.

Additionally, we must mention the news broadcast *Térerő/Polje moči* which is being prepared by six foreign editorial boards (together with Pomurje Hungarian Radio) which is already in its sixth year.

Regarding art and culture, entertainment, youth and religious broadcasts, our weekly cultural broadcast *Horizont* should be mentioned, which provides more extensive reportage on regional cultural events, and hosts recognised artists and experts from the world of cultural.

As part of the broadcast *Értéközök/Ohranjevalci vrednot*, which is aired every second Tuesday of the month, we visited on a monthly basis one of the cultural societies from this nationally mixed territory, and prepared a discussion about its past and present activity.

The broadcast *Mese-lesen/Na preži za pravljico*, searches for – as the title indicates – interesting fairy tales, stories, features of life. The broadcast is very well received as it garners ever increasing listeners who inform us that they would be happy to participate in its preparation.

Irodalmi párbeszéd/Literarni dialog is a series of forty broadcasts in which we hosted writers from Prekmurje. In 2009, we presented the life and activity of 26 litterateurs from Prekmurje and Hungary. Within the framework of this project, the final broadcast was given on 24 December.

In the broadcast *Tulipános láda/Pisana skrinja*, we focus on the ethnographical legacy of Hungarians in Prekmurje.

When preparing children's and youth broadcasts, we strive to include as many young people from our schools as possible. This



gives variety to our broadcasts, and offers a good opportunity for the participants to get acknowledged in terms of the specifications of radio work. In the broadcast *Tini express* we prepared a series of contributions about Hungarian Nobel Prize Winners. We also endeavoured to present to the youth those Hungarians who have gained popularity or recognition for their activities at a global level.

Within the framework of religious broadcasts, in 2009, we aired 13 live masses or religious ceremonies; moreover, we regularly prepare broadcasts that are dedicated to various holidays. Such broadcasts are not necessarily related to religion.

When making an overview of our programme activities in the period from January until December 2009, we should mention three live broadcasts: the celebration of Hungary national holidays on 15 March and 20 August, and a 1-hour show *Aktuális/Aktualno* from *Katarinin sejem* (Katarina fair) in Lendava.



to expenditure, realised savings were according to the plan, at the amount of EUR 45,000.

In the field of human resources, too much of MMC's work is still dependent on part-time staff. Due to the increase in the significance of new media, we plan to employ new external co-workers, and thus provide for the greater responsiveness, and consequently better quality, of the portal in order that it satisfy its most demanding users.

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MULTIMEDIA CENTRE

Multimedijski center

In consideration of realised plans, we can firmly state that in 2009, MMC realisation was in accordance with the programme business plan. Moreover, we exceeded plans on several fronts. In the last quarter of 2009, the number of visits to the www.rtvsl.si portal increased by 20%. We planned to maintain fourth place of the most frequently visited Slovenian portals, and strove to occupy the third place; we achieved this in December when we more than achieved this by a multiple of several times.

Within the basic portal, The Sports Editorial Board exhibited good results, and the ratings of the news from Slovenia and abroad increased. We are less satisfied with the number of visits to our entertaining news section; we plan to improve on this in 2010.

Changes in work methods – presence of our journalists at most important events – enabled us to be the fastest portal in news reporting. We gradually began the application of synergies which RTV as a whole offers to us. Television and Radio Slovenia's information programme journalists significantly contribute to the quality and rapidity of news reporting.

In the first half of 2009, the portal underwent significant change, and we updated the CMS (Content Management System).

In 2009, a number of subpages were established which operate as independent units, amongst them the portals for children

www.rtvsl.si/zaotroke and www.bansi.si. Unfortunately, the ratings of the latter were insignificant, therefore certain changes will have to be implemented in 2010. We will unify both portals, and provide for a change of the children's portal in terms of its content and image.

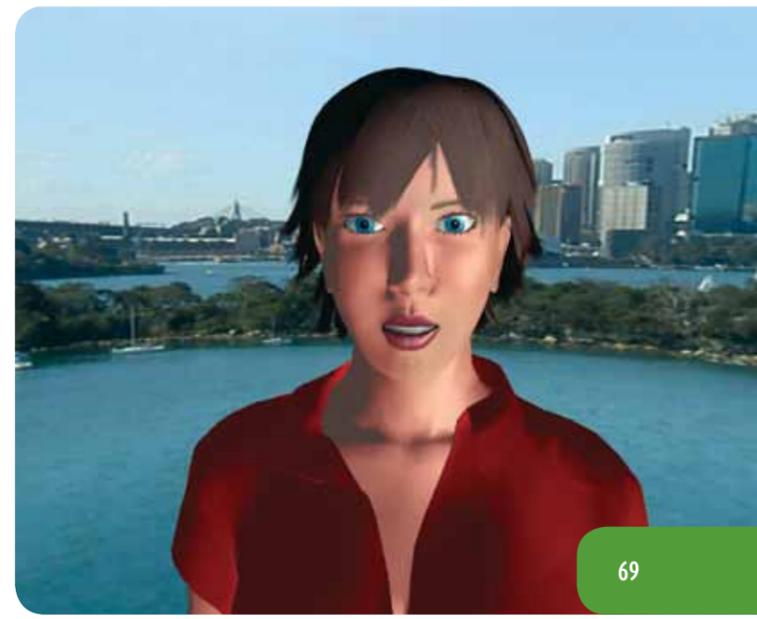
Within the framework of audio-video production and publications, we managed to transfer archive or current-affair content to the web site's numerous broadcasts. We also strove to strengthen MMC TV, and plan to introduce a special programme in 2010.

Info kanal met all of its planned objectives in the preceding year; I would like to emphasise good cooperation with the portal bansi.si, whereby this channel provided quality promotion of the elephant Bansi.

In 2009, we made efforts to improve the quality of subtitling for the deaf and the hard of hearing. Together with Television Slovenia's News Programme reporters, we succeeded, at least in part, in providing subtitles for almost all our bulletins, in order to improve our service for the deaf and the hard of hearing.

In relation to incomes, MMC did not achieve its set goals, in the main on account of unrealised advertising income, which was amplified by the overall economic crisis. However, with regard

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Record Label

Programme

In 2009, RTV Slovenia's publishing activity was mostly linked to radio and television programmes of different genres, and with joint projects, festivals and music tenders by RTV Slovenia, usually with a view to enhancing publishing and promotional support to new projects with young, as yet unestablished authors and performers from the field of popular music, jazz, the so-called classical, and new music, celebrating important historical anniversaries in the Slovene musical field, the jubilees of Slovene popular and popular folk music masters, and excellent educational and children's projects.

RTV Slovenia's record label published a total of 87 projects on sound and image carriers, which is 22 more than in 2008. In terms of sound carriers (DCs), 50 editions were published, of which: three were double CDs; one triple, and four so-called extra CDs, with video material enclosed; seven editions were combined CD+DVDs; a double CD+DVD, and a CD+DVD+book/; 30 editions were on image carriers (DVD), whereby the edition for spreading the culture of reading to children Bukvožerček and Bukvožer were made in cooperation with the Youth and Children's Programme of TV Slovenia, which included four DVDs, and each of the two sets of Avsenikov zlati abonma in cooperation with the Entertainment Programme of TV Slovenia which included four DVDs.

In the past year, 20 editions were published (four on CD carriers and 16 on DVD carriers) for a final client, and was a so-called fixed purchase of the entire issue.

We must point out once again the different nature of RTV's publishing activity in comparison with other Slovene, commercial labels, since ZKP is the only publisher in Slovenia that can provide public service through projects which would not have been otherwise issued under marketing conditions (e.g. projects of classical music or documentary educational projects); projects that reached the highest commercial success in 2008 must also be mentioned. Amongst our sound carriers issued in 2009 were the projects: Iztok Mlakar: Romance brez krjance, Mavrica – Sto najlepših pesmic by Janez Bitenc, Dan 202 and Rajska ptica by Elda Viler, and amongst our image carriers: an animated series of five DVDs of the popular Bacek Jon (Shaun the Sheep) and his friends, and a selection of children's broadcasts Ribič Pepe and Zajček Bine.

RTV Slovenia's record label's programme Iztok Mlakar: Romance brez krjance was, amongst all Slovene and foreign licence programmes of all Slovene publishers and distributors, the product issued on a sound carrier that reached the highest level of commercial success in 2009.

Video Publications

Children's programmes are the most important focus of our publishing activity on image carriers; the most popular images in 2009 were Bukvožer, Zajček Bine, Ribič Pepe, and the animated Bacek Jon.

Within the educational programme, we prepared the issue of an excellent series about the most beautiful Slovene gardens, of the awarded documentary Fabiani – Plečnik, and an educational issue about correct driving on motorways and in tunnels Varna vožnja which is soon to be issued. In the Slovenski magazin's broadcast editorial board, we created an interesting perspective of our country entitled Slovenija skozi umetnost which I give as a present to guests from abroad on a multilingual DVD.

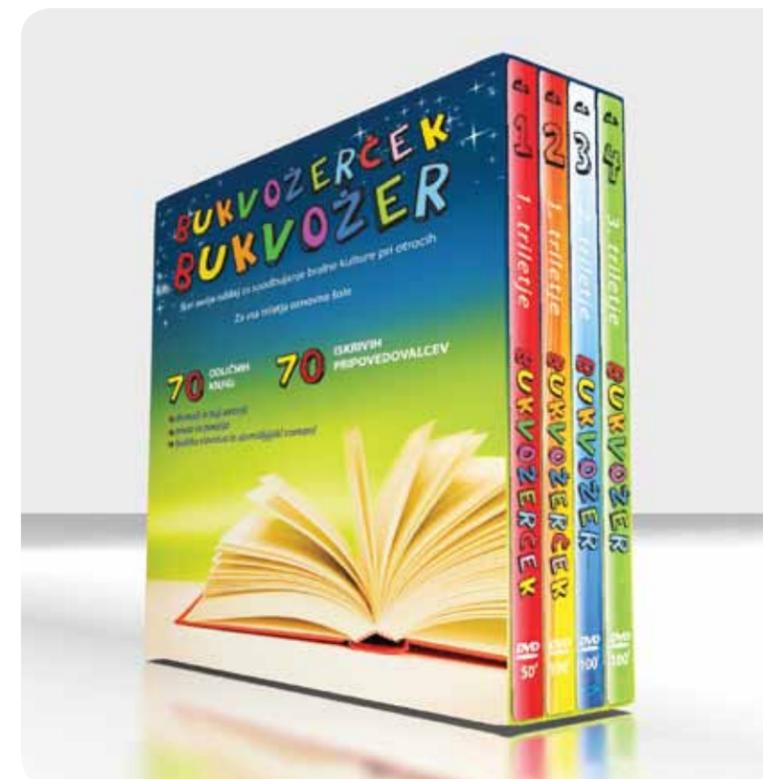
As from 2009, our carriers have added the possibility of using Slovene subtitles for all who have hearing problems. The combined issue CD+DVD of Dan 202 was the first DVD in Slovenia that provided the opportunity of watching a concert record from many angles of sight, which means that RTV Slovenia also sets the utmost and most modern quality standards in terms of content and technology in the field of publishing. In cooperation with the Entertainment Programme, we should point out Avsenikov zlati abonma, which has been subject to eight TV broadcasts and represents the extremely demanding publishing project of eight DVDs that we issued to mark the legendary Slavko Avsenik.

Audio Publications

We issued 50 editions on sound carriers to which we should also add combined issues (CD+DVD, double CD+DVD and CD+DVD+book) as these refer to music projects.

In 2009, we successfully upgraded cooperation with Val 202. After the first tender, the issue of a CD and promotion of Val 08, we carried out a new project Imamo dobro glasbo, and issued a CD Val 09. The cycle of broadcasts Izštekani resulted in a project of musical and social character, the issue of a CD, DVD and book Izštekani – 585 teorija, with a rapper Zlatko and his band Optimisti from Fužine, with two young Slovene artists who equipped the book with its visual images of music and a public contribution about music. The autumn concert – the promotional and publishing project Dan 202 – a concert recording of the rock group Dan D and the RTV Slovenia's Symphony Orchestra was issued on CD and DVD a month after the most echoing musical event of the year.

A significant contribution to our activities was provided by the issues by which we celebrated some musical jubilees, in particular the 150th anniversary of birth of the composer Risto Savin (with a new recording of the opera Lepa Vida and issue on a double CD), and the 100th anniversary of the birth of the conductor and composer Bogo Leskovic (with a new recording and issue of said recording of the Mozart's opera Don Juan on a triple CD). Thus, on the occasion of these jubilees, both operas were once again ready to be radio-broadcast. With issues, We marked the jubilees of the composers Pavle Šivic (Kratka večnost) and Lojze Lebič (Zborovske skladbe z instrumenti and a CD Zgodbe z dvema kantatama), and the 50th jubilee performance of the legendary singer of entertaining music Elda Viler (with a new recording of her 50 best songs on a double CD, and a concert DVD of the jubilee evening in Križanke), and anniversaries of some other singers of entertaining music and of the Festival narečnih popevk with issues.



LOJZE LEBIČ

Zgodbe
Fables

Božične zgodbe
Christmas Fables –
Puer natus

Kantati za sopran,
bas bariton, zbor
in orkester

Cantatas for Soprano,
Bass-Baritone, Choir
and Orchestra

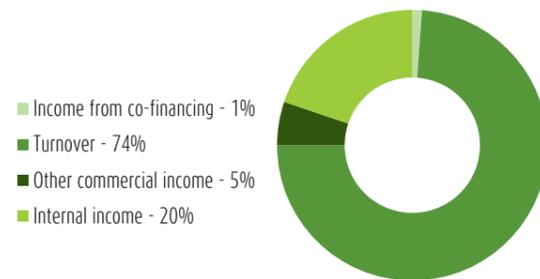



RTV Slovenia's record label's publishing activity is also essential as it offers support to new projects, by as yet unestablished authors and performers of various music genres, these being in the field of modern popular music, jazz, or so-called serious music. Further to the already mentioned Val projects, we produced, in cooperation with the Editorial Board for Classical Music and Channel 3 – Programme Ars's Editorial Board for Jazz, as an exemplar the first portrait editions of new music with the pianist Nina Prešiček and the composer, and last-year's Prešeren award winner, Urška Pompe, a CD Mladi virtuoz, and new jazz projects. With the issues of portraits and new recordings, we drew attention to the exceptional reproductive work of the opera singers Vanda Gerlovič, Ferdinand Radovan and Irena Baar, and eminent chamber orchestras, such as Trio Lorenz, Viribus Unitis, Godalni kvartet Tartini, and the like.

Revenue

Operating income (external, without internal ratios) amounted to EUR 603,581 in the relevant period between January and December 2009, or EUR 28,931 (5.0%) more than planned. The reason for this lies mainly in successful actions in terms of full or partial purchases of individual editions. A significant share of revenue also represents funds acquired from IPF rights (the Collecting Society for Asserting the Rights of Performers and Producers of Phonograms of Slovenia). The most important indicator is the final result which is EUR 12,406, taking into account internal ratios, better than planned. When compared to 2008, the final result is EUR 9,964 higher.

Record label revenue structure



Income from CDs and audio tapes represents the largest share of income from our product sales. This includes sales in the field, telephone sales, Internet sales, sales at trade fairs, income from IPF rights, export, and other forms of sale. This income amounted to EUR 542,208 EUR in the relevant period, i.e. EUR 96,708 or 21.7% more than planned. This portion of income depends on acquiring services, a function for which we lack the necessary personnel. The reason for our success lies, above all, in the good business we carry out for certain organisations with whom we concluded an agreement on fixed purchases of the entire edition, or on obligatory partial purchase of certain editions. We also facilitated the creation of a series of products with the newspaper Dnevnik.

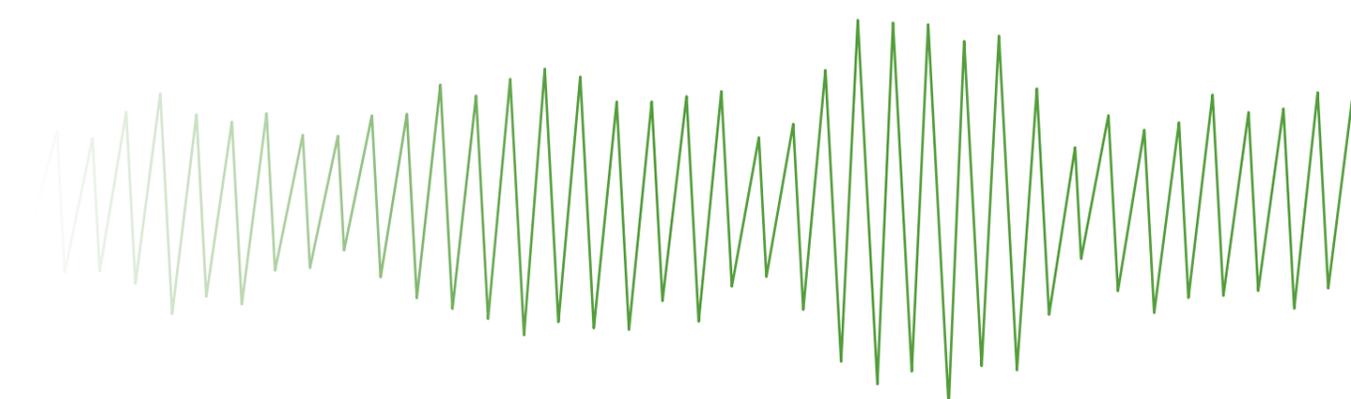
In 2009, we managed to acquire funds from IPF rights (publishing rights) at the amount of EUR 45,000, which is EUR 30,000 more than in 2008.

Other commercial income is derived, above all, from services provided by the record label to other publishers, ministries, public institutions, and other performers who require our services. This income amounted to EUR 37,954 in the relevant period, i.e. EUR 73,445 or 66% less than planned. We deliberately limited the activities in this field in the previous year. Services present only a small portion of value added, or a small 'RVC' with regard to invested costs. Another problem is the deductible portion of the income from value added tax which puts our publishing activity in a subordinate position with regard to our competitors.

Income from co-financing is monies derived from the co-financing of individual editions. The record label takes part in the Ministry of Culture's annual tenders which provides certain funds for this purpose. This income amounted to EUR 8,400 in the relevant period, i.e. EUR 15,500 or 65% less than planned. Compared to 2008, this is EUR 1,720 lower than the previous year. Tender success and the amount of funds acquired during the preparation of the programme-business plan cannot be anticipated; in 2009, the Ministry of Culture dedicated somewhat less funds for approved projects than in 2008. In the past year, the Record Label issued 15 classical music and jazz editions, with co-financing by the Ministry of Culture. Projects of such type represent the greatest challenge technically, editorially and in terms of performance; however, they contribute to Slovene music culture, and the realisation of the public institution RTV Slovenia's mission as the central Slovene cultural and musical institution.

Internal operating income – this item represents income from services and sales of end-products for units within the public institution. The record label services all RTV Slovenia's units at internal price levels considerably lower than on the open market. For the needs of this public institution, the record label produced 376 different programmes on DVD-R - a total volume of 8,795 pieces - and 10 different programmes on CD-R, totalling 540 pieces in 2009. This income amounted to EUR 145,419 in the relevant period, i.e. EUR 86,621, or 147% more than planned. Compared to 2008, income from this item is EUR 54,765 higher than the preceding year. This data indicates the strong influence of our publishing activity on the public institution RTV Slovenia's business processes.

Changes in the value of stock – this item documents changes in stock value. This means that if stock decreases, changes are negative, and vice versa. In the past year, the volume of stock of intermediate goods and end products somewhat increased: for end products, by EUR 8,400 or 5%, and for intermediate, goods by EUR 25,000 or 39% with regard to 2008.



Expenditure

Expenses amounted in the relevant period from January to December 2009 to EUR 792,404, or were EUR 101,575 or 14% higher than planned.

Material, replacement parts and small tools – these costs include the costs of material used in the production process, deviations from planned prices, VAT costs deriving from income from our own product, and costs due to decreases in our stock of

intermediate goods (for example write-offs). In this respect, the record label generated costs at the amount of EUR 280,384, which is EUR 39,046, or 16% more than planned. The reason for this increase in material costs is directly linked to the increased number of products made. Our production of CD-media increased by 8.8%, and DVD-media by 43.8%, in comparison to 2008.

Fees, contracts, copyrights, performance rights and mechanical rights – costs from this item are in line with the actual title (SAZAS, for example). In this respect, the record label generated costs at the amount of EUR 176,370, which is EUR 95,500, or 118% more than planned. When compared to 2008, costs from this item are EUR 81,966, or 87% higher. The reason for the increase in this item lies above all in SAZAS's changed (increased) tariff rules and overplan of revenues in 2008 and 2009 (since a certain percentage of each sold sound/image carrier goes for the payment of copy and performance rights, and a sales income surplus, a direct surplus of expenditure on copyright and similar rights).

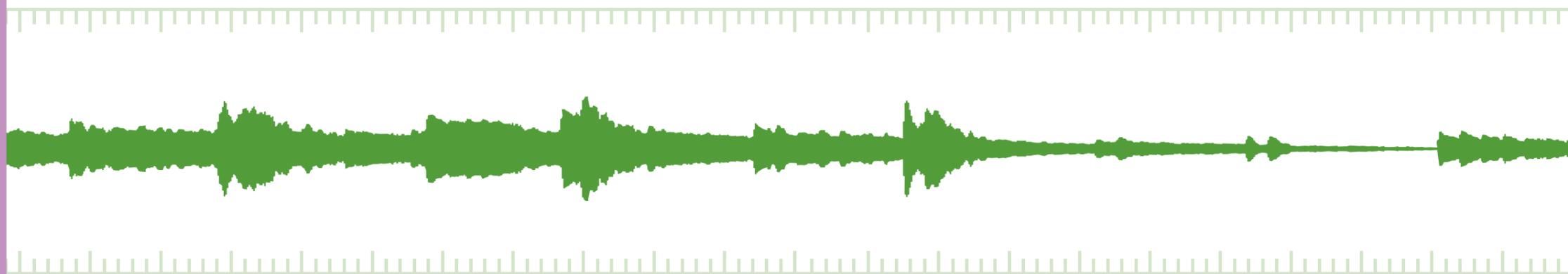
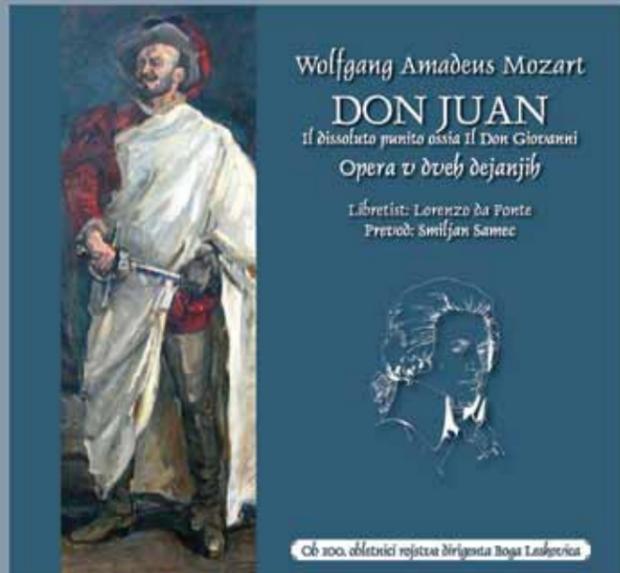
Awards, advertising, overheads – costs in this item are mainly the result of products issued free-of-charge (obligatory copies for NUK, SAZAS, IPF, editorial board, promotion) that, due to the manner of VAT calculation, appear as income from our own product and as a cost in the given item. In this respect, the record label generated costs at the amount of EUR 8,914, which is EUR 2,075, or 30% more than planned. Compared to 2008, costs from this item are lower by EUR 2,166, or 20%.

Labour costs for permanent staff – costs from this item amounted to EUR 238,641 in 2009, i.e. EUR 12,238, or 5% lower than

planned. Compared to 2008, costs from this item are lower by EUR 5,747, or 3%. The prime reason was a sales department employee who was on sickness leave for the whole year and for whom we had to find a replacement – at least in part – from amongst external co-workers.

The final result in terms of internal ratios is the most important in relation to our publishing activity, and shows a positive result with regard to the plan. Compared to 2009's plan, this result is EUR 12,406 better than planned. Compared to 2008, this result is EUR 9,964 higher.

The content structure of RTV's-publishing and financial results indicate that it is the requisite and important combination of public service duty and marketing activity which will in future, in particular, if there is a somewhat higher share of public funds, significantly contribute to strengthening the mission of this public service and the execution of its tasks which cannot be performed by a commercial publishing house.





INTERNATIONAL COOPERATION

In 2009, RTV Slovenia's Department for International Cooperation's activities were focused on the traditional bilateral contacts with foreign partners in countries such as: Bohemia, Poland, Bulgaria, Germany, Austria, Cyprus, Hungary, Croatia, Latvia, Great Britain, Switzerland, Russia, and western Balkan countries; however, our focus was also on cooperation with the umbrella radio-diffusion associations (in particular with EBU, Copeam, Circom regional), with the Italo-phonetic radio-television group, and associations for music, children, the youth, and adults, and for the archives, and for the Prix Italia. Such cooperation was most frequent within EBU, namely within the biggest public service radio-television union where our mandates in terms of certain elected functions had terminated, but we still occupy certain places on individual bodies (in the group for jazz music, the expert group for child and youth TV-programmes, and the group responsible for the development of new TV-formats and their marketing development, and so on).

In 2009, all of RTV Slovenia costs in relation towards EBU amounted to EUR 2,253,755.99. The cumulative amount is higher than in 2008; it is comparable with, although lower than, total costs from 2004 (EUR 2,397,910.40). Considerable amounts (almost one third, EUR 727,599.15) refer to the payment of obligations for the Vancouver 2010 Olympic Games and the Football World Championship in South Africa 2010, for UEFA EURO 2012, and for the London Olympic Games 2012. For 2009, the annual participation fees necessary for EBU active membership, for which we earmarked Swiss francs 387,649.95

(EUR 260,097.93) was payable; the first instalment for 2010 is due at the amount of Swiss francs 90,067.37 (EUR 60,431.68).

Internationally, Radio Slovenia's Editorial Board for Classical Music's greatest achievement was the first place of the girl's choir of the Diocesan Classical Gymnasium led by Helena Fojkar Zupancič, at the competition Naj narodi pojo (Let the peoples sing) in Oslo. This was the first Slovene choir to win this award in the history of this competition.

Our already traditional co-participation in co-productions of the featured TV-programme (age group six to nine years) under the joint title Temptations, and of documentary programme (age group nine to twelve years) entitled Challenges, brought excellent results: the short featured film Deklica, ki je rešila nebesa, produced by Urška Menart, received a great response, and was accepted for exchange by all participations in the project.

The documentary Plesoče življenje produced by Jernej Kastelc reached similar success in the relevant category. It was produced by all departments, save ZDF.

We also successfully concluded the two-year international cooperation which is conducted at our TV institution in cooperation with the HEALTH 2 educational editorial board, -60% of production costs are co-financed by the European Commission.

These are documentaries that inform viewers about certain critical illnesses.

The total number of international TV-broadcasts increased by 9%; in comparison to 2008, we received most of our multilateral broadcasts (mostly with informative and sports contents) through EBU.

In 2009, in the framework of exchange with EBU, RTV Slovenia exchanged 229 news items, 207 of which were current events (EVN and ERNO), and 22 in the field of sport. With regard to 2008, when RTV SLO was cast in the role of "host broadcaster" in the sense of covering the Slovene presidency of the EU Council, the number of news items aired has decreased considerably. In 2009, the number of more important media events in this context was considerably lower but we provided more regional news for exchange. In 2009, there was no income such as recorded in 2008 as 'host broadcasters' from the exchange of news items related to the Slovenian presidency of the EU Council (EUR 757,254.08).

Considering application for projects or international tenders, we can note that a financial adjustment or updating was ongoing in 2009 at the behest of our department for projects: E-utrinki, EU screen (for documentation); we revived the Alamep call for

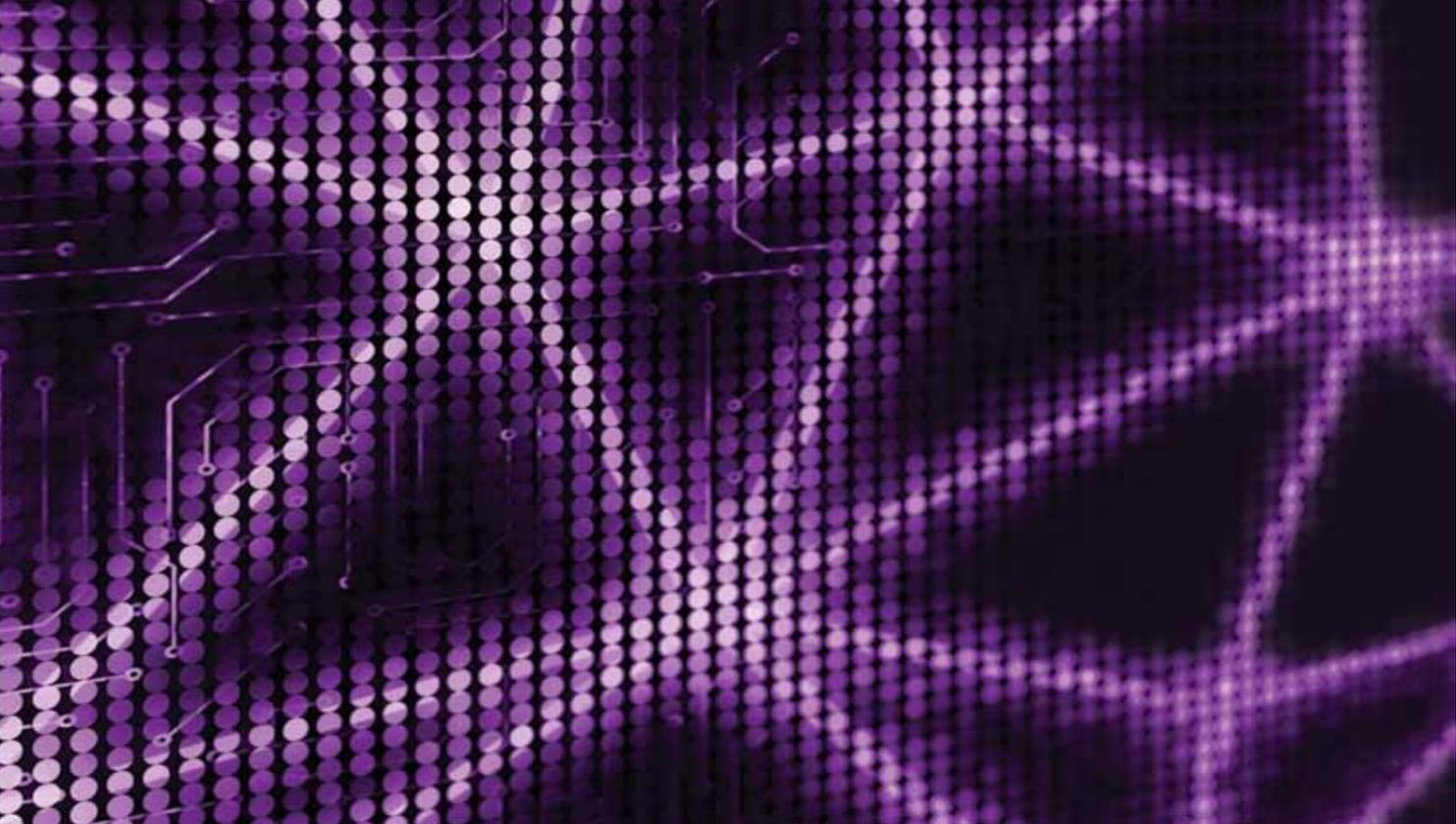
tenders (Koroška, Štajerska, Slovenia); a successful European radio project was concluded within the EBU. Personally, we applied for a co-production TV tender involving the West Balkan states and Turkey.

Within the scope of providing information for foreign countries, we continue preparing Slovenski magazine every fortnight in three foreign languages (Italian, German, English), and send it to the relevant addressees on all continents. The cycle of broadcasts of the most eminent trans-frontier regional project Alpe-Donava-Jadran, that is broadcast every 14 days, was successful in 2009; however, at the end of the year, our Austrian partners (ORF) informed us that they were withdrawing from the consortium. We understand this as a new opportunity and challenge that will enable us to make the broadcast of such a format even more dynamic and attractive under the recognisance of TV Slovenia.



If a person wanted to send a photographic image of average quality via the internet a few years ago, it took 30 minutes. Sending data via optical cables today enables the transmission of such photographic images in just a few seconds.

Business report



REPORT ON GOALS AND RESULTS ACHIEVED

Strategic goals of RTV Slovenia

Our basic mission is the creation and broadcasting of radio and television programmes, and multimedia services, providing an incentive for, and the development of, Slovenia's creativity, language, culture and identity.

RTV Slovenia set the following strategic goals for 2009:

- To maintain a leading role in the Slovenian market in the field of providing information, original art production, education, child and youth content, and sport and entertainment. Within our role as a public service broadcaster, we develop diverse, high-quality, credible, innovative radio and television programmes for our listeners and viewers that will meet a wide response.
- To offer new specialised programmes and services on RTV Slovenia's multiplex digital channels.
- To develop multimedia services and provide for their accessibility on all attainable and available technical devices and platforms.
- To assert, in terms of programme, organisation and human resources, the advantages of digitalisation; to justify the existence and further development of RTV Slovenia in collaboration with its founder, expert public, and with promotional activities, and to provide the legal bases for a more appropriate and modern solution to its status, the organisational and financial situation in view of permanently

pursuing its mission, and the tasks of a public service broadcaster.

- To constantly build the reputation and credibility of our radio and television programmes amongst the public; improve quality; invest more in both existing and new innovative content and programmes; consciously accept reasonable competition with commercial media; improve standards in the field of media production; and invest in the training and education of our employees.
- To provide support processes which enable the planning, production and dissemination of programmes in view of fulfilling the tasks of a public service, market management, transparent financial operations, and the economic management of public funds.
- To strive for financial stability and independence, and to cut operating costs.
- To manage for the development of the public service, which enables knowledge and managerial skills to be used and for employee satisfaction achieved.
- Through the renewal of business processes and the implementation of new standards and norms, and the setting of measurable performance indicators, and efficiency of business operations (BSC method), to enable the monitoring of total operating costs at the level of individual programmes and content, and the separate, transparent

monitoring of activities in the market and public activities, and the ensuring of programme and business excellence.

- To increase investment in training per employee, with the aim of improving the ratio between the actual and required levels of education, and to educate on the basis of career plans. To rejuvenate staff, shape organisational culture (principle of excellence), and to introduce a multi-tasking method of work, to renew the governance system, and to improve organisational culture.
- In terms of technology, to continue to invest in the digitalisation of radio and television archives, technical/ technological systems and the transmitter system, with the goal of digitalising all technological equipment and the transition to broadcasting in HD-technology (high definition television). To solve problems of space, maintain an achieved level of technology comparable with global developments, and invest in extended reproduction.
- To provide the accessibility of our programmes and multimedia services via satellite.

RTV Slovenia Annual goals

2009's Business Plan is based on the goals adopted in RTV Slovenia's Strategy to be achieved by 2010. It should actualise the restructuring of content and raise the quality of radio and television programmes. To achieve our set goals, we increased investment in the digitalisation of the transmission network, and the modernisation of technological equipment in 2009. Special emphasis was placed on cost reduction, especially labour costs, both for full-time employees and contract workers, which will also improve productivity.

2009's financial plan highlighted the following goals:

- In the statement of revenue and expenses, we anticipated a surplus of revenue over expenses amounting to EUR 53,000.
- Planned operating revenue amounted to EUR 118,467,000.
- In terms of total operating revenue, the amount of EUR 83,291,000 refers to revenue from RTV licence fees.

2009's plan envisaged an increase in RTV's licence fee in May by 9%, i.e. EUR 1.

- Revenue from advertising was planned at EUR 19,074,000, which is EUR 3,267,000 or 14.6% less than planned in 2008.
- Revenue from co-financing in compliance with the law was planned at EUR 1,771,000, which is EUR 21,000 or 1.2% more than planned for 2008. We also planned for other revenue from co-financing in the amount of EUR 3,819,000; of which EUR 3,300,000 refers to financial sources from the Ministry of Public Administration (transition to the salary system in the public sector, or payment of salaries in 2009 - elimination of wage disparities). Other revenue from co-financing is EUR 1,673,000 lower than planned for 2008.
- Amongst other planned operating revenue, we should also mention EUR 10,519,000 of other commercial revenue (especially rents accounted for in terms of OU Transmitters and Communications).
- Operating expenses were anticipated to be at EUR 125,727,000.
- Labour costs for full-time employees were anticipated to be at EUR 61,260,000 (EUR 63,064,000 including development funds). This means EUR 4,548,000 (EUR 5,011,000 EUR including development funds) more in comparison to 2008's plan, which took into account the transition to the salary system in the public sector, and the reduction of staff according to anticipated possible retirements.
- Amortisation and depreciation expenditure was planned at the amount of EUR 11,270,000, which is EUR 482,000 more than planned in 2008.
- Planned investments amounted to EUR 23,640,000. EUR 11,200,000 is financed from amortisation and depreciation funds, and the remainder from development funds.



Assessment of achieved goals

Table 7: Statement of Revenue and Expenses

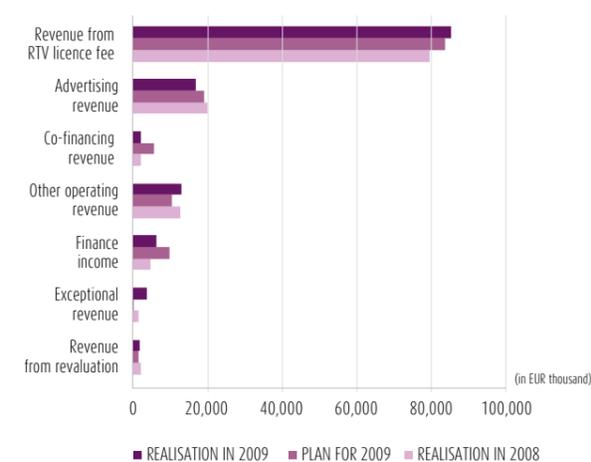
In 2009, the Public Service Broadcaster realised a surplus of revenue over expenses of EUR 88,000. This was EUR 35,000 more than planned for and EUR 6,000 more than realised in 2008.

In EUR thousand	REALISATION 2009	PLAN 2009	Nominal difference	Plan achieved	REALISATION 2008	Nominal difference	Index	
	1	2	3	4 (2-3)	5 (2-3)	6	7 (2-6)	8 (2-6)
Operating revenue	117,017	118,467	-1,450	98.8%	114,171	2,846	102.5	
Finance income	6,176	9,689	-3,513	63.7%	4,777	1,399	129.3	
Exceptional revenue	3,701	202	3,499	1832.2%	1,463	2,238	253.0	
Revenue from revaluation	1,943	1,534	409	126.7%	2,318	-375	83.8	
TOTAL REVENUE	128,837	129,892	-1,055	99.2%	122,729	6,108	105.0	
Cost of goods, materials and services	52,250	50,733	1,517	103.0%	51,242	1,008	102.0	
Labour costs	59,195	63,064	-3,869	93.9%	56,326	2,869	105.1	
Amortisation and depreciation	11,594	11,270	324	102.9%	11,011	583	105.3	
Long-term provisions	0	0	0		0	0		
Other costs	693	660	33	105.0%	595	98	116.5	
Finance costs	420	200	220	210.0%	295	125	142.4	
Exceptional expenses	687	237	450	289.9%	217	470	316.6	
Expenses from revaluation	3,910	3,675	235	106.4%	2,961	949	132.0	
Income tax	0	0	0		0	0		
TOTAL EXPENSES	128,749	129,839	-1,090	99.2%	122,647	6,102	105.0	
SURPLUS OF REVENUE OVER EXPENSES	88	53	35	166.0%	82	6	107.3	

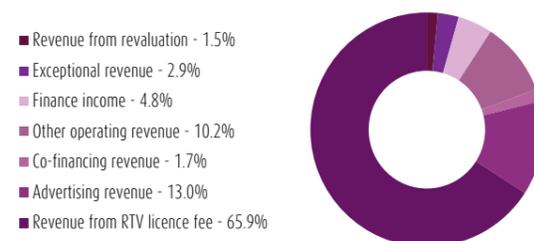
Revenue

Total revenue in 2009 was EUR 128,837,000, i.e. EUR 1,055,000 or 0.8% less than planned. Revenue in 2009 was higher than that achieved in 2008 by EUR 6,108,000 or 5.0%.

Realised revenue in 2009 compared to planned levels and its realisation in the previous year



Structure of total revenue realised in 2009



Structure of planned total revenue for 2009



Operating revenue amounted to EUR 117,017,000, which is EUR 1,450,000 lower than planned. Their share in the structure of total revenue was 90.8%.

Within operating revenue, revenue from RTV licence fees was EUR 84,864,000 in 2009, or 65.9% of total revenue. Revenue from RTV licence fees was EUR 1,573,000 or 1.9% higher than planned, and EUR 5,721,000 or 7.2% higher in comparison to 2008.

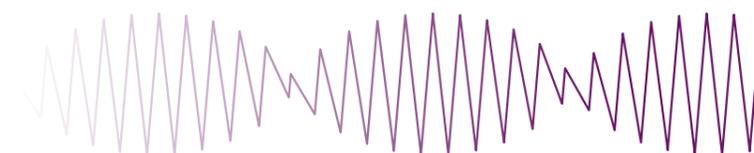
After five years, the amount of RTV licence fee changed in April 2009, on the basis of the Act Amending the Republic of Slovenia's Budget for 2008 and 2009's Implementation Act (ZIPR20809-B). As the Act entered into force on April 7, 2009, a proportionate part of the increase in RTV licence fee was accounted for in April with regard to the number of days elapsed since the implementation of the Act. The family flat rate in April was EUR 11.80, and from May onwards EUR 12.00. The revenue from the increase in RTV's licence fee, which was not included in the plan, amounted to EUR 470,000 in April.

Structure of total revenue realised in 2008

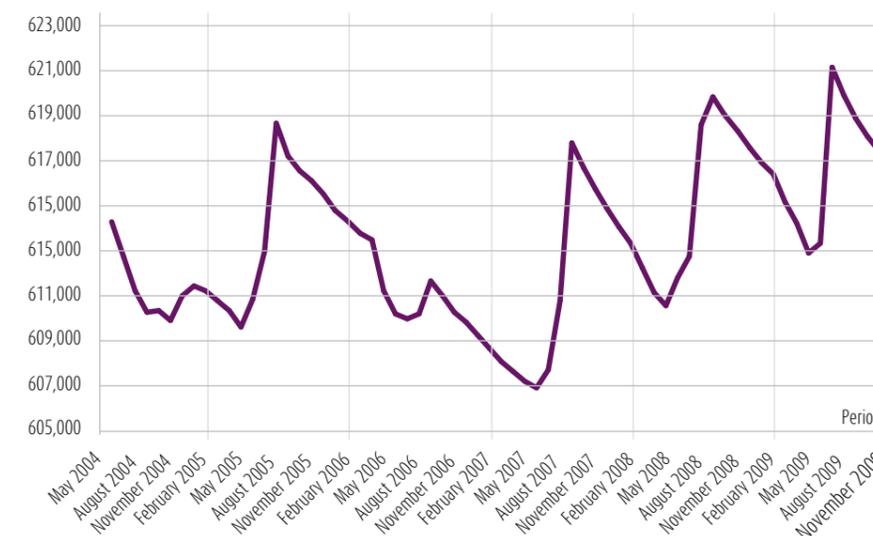


The increase in revenue is also a result of several campaigns organised by the institution, with regard to acquiring new persons liable to pay RTV licence fee (in accordance with the provisions of the RTV Slovenia Act - TVS-1). Campaigns were organised in April, October (for legal entities), and November.

Find below a graph showing the movement in number of persons liable to pay RTV licence fee in the period May 2004 - December 2009.



Number of persons liable to pay RTV licence fee in the period May 2004 - December 2009



Revenue from advertising accounted for 13.0% of total revenue, and was EUR 16,817,000 in 2009. This was lower than planned for by EUR 2,257,000 or 11.8%. When compared to 2008, revenue from this item is lower by 3,129,000 EUR or 15.7%.

The reason for this negative deviation is, in the main, the current economic depression, as companies reduce their advertising budgets or postpone their marketing activities. We also registered lower average ratings of our TV programmes in our advertising target groups, along with the fact that the ratings of Kanal A and POP TV went up. RTV Slovenia therefore has difficulties in acquiring advertising budgets from the biggest advertisers in Slovenia.

The following table (Table 8) shows revenue generated from advertising in 2009 per Programme Production Unit as compared to the plan, and realised revenue in the same period last year.

It is evident from the table that all Programme Production Units, except PPU Radio Slovenia, generated lower advertising revenue than planned.

Co-financing revenue in 2009 is EUR 3,403,000 or 60.9% lower than planned, and EUR 91,000 lower when compared to the previous year, which is 4%.

Most of the difference refers to unrealised inflows from the Ministry for Public Administration intended for the transition to the new salary system, amounting to EUR 3,300,000. Co-financing revenue from the Government Office for National Minorities was EUR 1,442,000, which is EUR 329,000, or 18.6% below the plan. Revenue from other co-financing (donations from companies) was EUR 629,000, which exceeds the plan by EUR 470,000 (PPU TV Slovenia EUR 298,000).

Other operating revenue generated in 2009 amounted to EUR 13,149,000 and exceeded the plan by EUR 2,636,000 or 25.1%. Amongst other operating expenses, we recognised reversal of long-term provisions for litigation of EUR 2,073,000 (judicial proceedings concluded in favour of RTV Slovenia in case EURO 3 TV and in case BWIN). In terms of Programme Production Units, the plan was exceeded in larger amounts in relation to OU Transmitters and Connections (EUR 261,000), PPU TV Slovenia (EUR 201,000 and PPU RA Slovenia (EUR 198,000).

Table 8: Advertising revenue per PPU compared to the plan and actual revenue generated last year

In EUR	REALISATION 2009	PLAN 2009	Nominal difference	Plan achieved	REALISATION 2008	Nominal difference	Index
PPU TV Slovenia	12,727,578	14,580,796	-1,853,218	87.3	15,286,481	-2,558,904	83.3
PPU Radio Slovenia	2,645,032	2,616,451	28,581	101.1	3,047,622	-402,590	86.8
PPU RC Koper	636,593	750,682	-114,089	84.8	698,850	-62,257	91.1
PPU RC Maribor	546,307	716,687	-170,380	76.2	635,763	-89,456	85.9
PPU Multimedia Centre	261,415	409,000	-147,585	63.9	276,979	-15,563	94.4
RTV SLOVENIA	16,816,924	19,073,616	-2,256,692	88.2	19,945,694	-3,128,770	84.3

Financial revenue in 2009 was lower than planned, amounting to EUR 3,513,000, or 36.3%, as the institution ensured other sources; also spending was lower than planned. When compared to 2008, revenue from this item is lower by 1,399,000 EUR or 29.3%. Disposal of our Eutelsat Communications shares, valued at EUR 2,000,000, were planned in March, which was not carried out. In November, we received dividends for Eutelsat Communications shares, amounting to EUR 1,433,000, and in December we generated revenue of EUR 2,509,000 from the sale of 126,000 shares. We also received interest on bonds of the Republic of Slovenia and SOD, at the amount of EUR 988,000. Revenue of positive interest from operations (especially interest on RTV licence fees and subscriptions) was higher than planned.

Exceptional revenue in 2009 was EUR 3,701,000, which is EUR 3,499,000 more than planned. The main reason being procedures at the Administrative Court of the Republic of Slovenia in relation to the exemption of 3% share of the RTV licence fee for the financing of programme content for radio and television programmes having the status of local or regional importance, or importance for the student population. Based on this, the institution recorded revenue amounting to EUR 3,226,000. The plan was also exceeded due to realised revenue from recovered claims for RTV licence fees and subscriptions, as the costs recovered for court fees and other recovery costs are recognised among exceptional revenue (EUR 312,000).

Revenue from revaluation accounted for 1.5% of total revenue, in 2009 their amount being EUR 1,943,000, which exceeded the plan by EUR 409,000 or 26.7%. This is a consequence of the higher subsequent payments than were anticipated against claims in terms of RTV licence fees and subscriptions adjusted and written-off in the past, as a consequence of various recovery campaigns organised by RTV Licence Fee Department. Compared to 2008, revenue from this item is lower by 375,000 EUR.

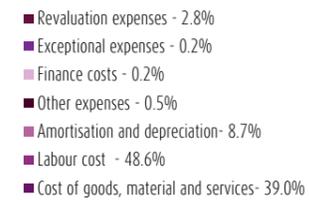
Expenses

Total expenditure in 2009 amounted to EUR 128,749,000; i.e. EUR 1,090,000 or 0.8% lower than planned. When compared to 2008, expenses went up by 6,102,000, or 5.0%. Total expenditure for development projects was EUR 3,596,000 or 58.9% lower than planned.

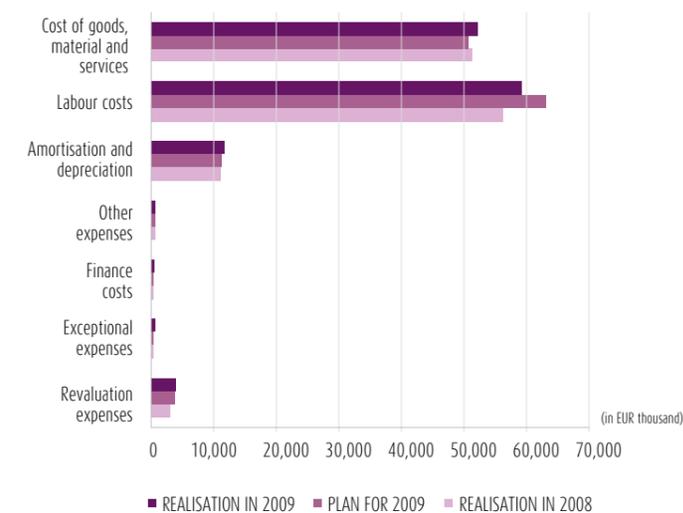
Structure of total expenditure realised in 2009



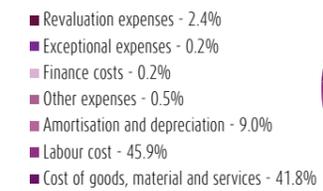
Structure of total expenditure planned for 2009



Realised expenditure in 2009 compared to the plan and its realisation in the previous year



Structure of total expenditure realised in 2008



Operating expenses were lower than planned for by EUR 1,996,000, or 1.6%, and higher than operating expenses in 2008 by EUR 4,558,000 or 3.8%. On comparison of operating expenses per PPU or OU, it can be established that all units, except OU Transmitters and Communications and Common Services, exceeded the plan, as shown in table below.

The cost of goods, material and services in 2009 were EUR 52,250,000, which is EUR 1,517,000, or 3.0% higher than planned. When compared to 2008, they were up by EUR 1,008,000 or 2.0%.

Material and energy in 2009 recorded expenses lower than planned by EUR 102,000, or 1.7%; of this amount, EUR 43,000

refers to development projects. When compared to the previous year, realisation is lower by EUR 20,000 or 0.3%.

The costs of services were higher than planned for by EUR 1,618,000 or 3.6%. The plan was exceeded for: communication services, other general services (rent), the cost of recording and programme content (rights to films, broadcasts, transmissions, cost of recording, independent producers' audio-visual works, coproductions, foreign agencies' news, programme services), other services and obligations (employment contracts, student work). When compared to the same period last year, the cost of services is EUR 1,028,000 or 2.3% higher. Costs of services per unit are presented in Table 10.

Labour costs for full-time employees in 2009 amounted to EUR 59,195,000, which is EUR 3,869,000 or 6.1% lower than planned. Several factors influenced the reduction in labour costs: the agreement on measures in the sphere of salaries in public sector between the Government of the Republic of Slovenia and representative trade unions for the public sector (regular remuneration was paid out only for the first three months, the elimination of the third quarter of disparities was not implemented, general wage adjustment was not implemented), payroll tax which was no longer accounted for in 2009, the continued reduction in the number of full-time employees. When compared to 2008, labour costs for full-time employees were higher by EUR 2,869,000, which is 5.1%. Labour costs per unit are presented in Table 11.

Finance costs in 2009 exceeded the planned amount by EUR 220,000 and its amount in 2008 by EUR 125,000. The amount of EUR 343,000 relates to other finance costs in relation to exchange rate difference in the disposal of Republic of Slovenia bonds RS 59.

Exceptional expenses amounted to EUR 687,000, which exceeded the plan by EUR 450,000, or 189.9%. When compared to 2008, they were higher by EUR 470,000, or 216.6%. This is, in the main, resultant of higher than planned levels of compensation paid to legal entities and natural persons.

Expenses from revaluation in 2009 were higher than planned for by EUR 235,000, or 6.4%; and EUR 949,000 or 32.0% higher in comparison to 2008. The highest share represents expenses from the revaluation of the deductible proportion of VAT.

Table 9: Operating expenses per PPU/OU when compared to the plan and expenses generated last year

In EUR	REALISATION 2009	PLAN 2009	Nominal difference	Plan achieved	REALISATION 2008	Nominal difference	Index
PPU TV Slovenia	50,002,535	47,822,707	2,179,829	104.6	48,391,243	1,611,292	103.3
PPU Radio Slovenia	19,437,765	19,063,532	374,233	102.0	18,874,930	562,835	103.0
PPU RC Koper	12,179,950	11,746,859	433,091	103.7	11,088,662	1,091,287	109.8
PPU RC Maribor	8,173,368	8,011,011	162,357	102.0	7,790,282	383,086	104.9
OU Transmitters and Connections	10,521,598	11,094,748	-573,150	94.8	10,734,496	-212,897	98.0
PPU MMC Total	2,567,177	2,507,133	60,044	102.4	2,314,470	252,707	110.9
Common Services	20,848,536	25,481,264	-4,632,728	81.8	19,979,071	869,465	104.4
RTV SLOVENIA	123,730,929	125,727,254	-1,996,325	98.4	119,173,154	4,557,775	103.8

Amortisation and depreciation in 2009 were higher than planned for by EUR 324,000, or 2.9%. This is resultant from major purchases made at the end of 2008, the depreciation of which started this year, and the purchase of fixed assets amounting to less than EUR 500, which are immediately recorded as costs in compliance with adopted accounting policies. These items were mainly furniture (such as, chairs, tables, bureaux), and other equipment of low value. When compared to 2008, depreciation is EUR 583,000 or 5.3% higher.

Other costs were realised at the amount of EUR 693,000, which exceeded the plan by EUR 33,000, or 5.0%. When compared to 2008, they were higher by EUR 98,000, or 16.5%.

Table 10: Cost of services per PPU/OU compared to the plan and costs incurred last year

In EUR	REALISATION 2009	PLAN 2009	Nominal difference	Plan achieved	REALISATION 2008	Nominal difference	Index
PPU TV Slovenia	24,940,229	21,630,900	3,309,329	115.3	24,062,095	878,133	103.6
PPU Radio Slovenia	4,684,968	4,039,130	645,838	116.0	5,073,361	-388,393	92.3
PPU RC Koper	3,090,150	2,518,850	571,300	122.7	2,723,931	366,219	113.4
PPU RC Maribor	2,654,125	2,363,747	290,378	112.3	2,625,344	28,781	101.1
OU Transmitters and Connections	2,857,944	3,086,522	-228,578	92.6	3,086,896	-228,951	92.6
PPU MMC Total	1,143,191	985,336	157,855	116.0	1,080,546	62,645	105.8
Common Services	6,999,880	10,128,436	-3,128,556	69.1	6,690,168	309,712	104.6
RTV SLOVENIA	46,370,487	44,752,921	1,617,566	103.6	45,342,341	1,028,146	102.3

Table 11: Labour costs per PPU/OU compared to the plan and costs incurred last year

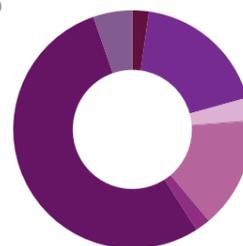
In EUR	REALISATION 2009	PLAN 2009	Nominal difference	Plan achieved	REALISATION 2008	Nominal difference	Index
PPU TV Slovenia	20,068,008	21,241,722	-1,173,714	94.5	19,465,631	602,377	103.1
PPU Radio Slovenia	13,396,920	13,737,299	-340,379	97.5	12,431,885	965,035	107.8
PPU RC Koper	7,688,086	7,995,216	-307,131	96.2	7,048,454	639,632	109.1
PPU RC Maribor	4,270,596	4,463,302	-192,706	95.7	3,885,318	385,278	109.9
OU Transmitters and Connections	3,337,719	3,529,045	-191,326	94.6	3,296,074	41,645	101.3
PPU MMC Total	858,201	918,720	-60,519	93.4	779,127	79,074	110.1
Common Services	9,575,293	11,178,333	-1,603,040	85.7	9,419,353	155,940	101.7
RTV SLOVENIA	59,194,823	63,063,637	-3,868,814	93.9	56,325,842	2,868,981	105.1

As at the end of 2009, RTV Slovenia's total assets and liabilities amounted to EUR 101,775,000. This is EUR 657,000 or 0.6% in excess of the level planned. Assets and liabilities were up by EUR 330,000 or 0.3% on 2008.

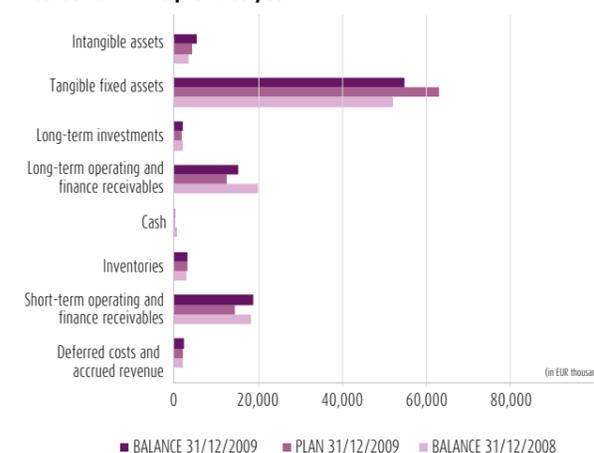
20.9% of total assets were current assets, including deferred costs and accrued revenue. This is 4.6 percentage points higher than planned. Inventories accounted for 3.1%, which is 0.1 of a percentage point lower than planned. The share of long-term deposits accounted for 76.0%. This is 4.4 percentage points less than planned.

Realised structure of assets at the end of December 2009

- Deferred costs and accrued revenue - 2.2%
- Short-term operating and finance receivables - 18.4%
- Inventories - 3.1%
- Cash - 0.2%
- Long-term operating and finance receivables - 15.0%
- Long-term investments - 2.0%
- Tangible fixed assets - 53.8%
- Intangible assets - 5.3%



Assets realised in 2009 compared to the plan and its realisation in the previous year



At the end of December 2009, short-term assets including deferred costs and accrued revenues amounted to EUR 24,385,000, which is EUR 4,649,000 or 23.6% above the plan. The level of short-term assets was influenced by the balance of assets held with the Treasury of the Republic of Slovenia (EUR 4,100,000 at the end of December), which was not planned.

Deferred costs and accrued revenue, which account for the short-term deferred costs of films, broadcasts and foreign transmissions, exceeded the planned level by EUR 106,000, or 4.9%.

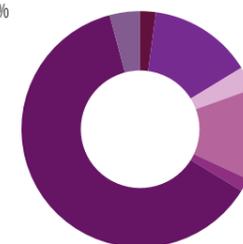
Non-current assets at the end of December 2009 amounted to EUR 77,391,000, which is EUR 3,992,000 or 4.9% lower than planned. Tangible fixed assets were lower than planned for by EUR 8,125,000, the main reason being lower than anticipated investment.

Table 12: Balance Sheet

In EUR thousand	Balance 31/12/2009	Plan 31/12/2009	Nominal difference	Plan achieved	Balance 31/12/2008	Nominal difference	Index
1	2	3	4 (2-3)	5 (2-3)	6	7 (2-6)	8 (2-6)
Intangible assets	5,407	4,212	1,196	128.4%	3,369	2,038	160.5
Property, plant and equipment	54,709	62,834	-8,125	87.1%	52,009	2,700	105.2
Long-term investments	2,062	1,823	239	113.1%	2,173	-111	94.9
Long-term operating receivables	49	53	-4	92.8%	52	-3	94.6
Long-term receivables from financing	15,163	12,461	2,703	121.7%	19,755	-4,592	76.8
Cash	188	9	179	2195.5%	663	-475	28.3
Inventories	3,126	3,223	-98	97.0%	2,967	159	105.3
Short-term investments	0	0	0		0	0	
Short-term operating receivables	18,356	14,337	4,019	128.0%	17,744	612	103.4
Short-term receivables from financing	443	0	443		609	-166	72.7
Deferred costs and accrued revenue	2,273	2,167	106	104.9%	2,104	169	108.0
TOTAL ASSETS	101,775	101,118	657	100.6%	101,445	330	100.3
Short-term liabilities to employees	5,163	5,607	-444	92.1%	5,276	-113	97.9
Short-term operating liabilities	18,758	12,261	6,496	153.0%	17,607	1,151	106.5
Short-term liabilities from financing	0	0	0		0	0	
Accrued costs and deferred revenue	3,877	2,831	1,047	137.0%	3,189	688	121.6
Long-term provisions	2,673	4,746	-2,073	56.3%	4,746	-2,073	56.3
Long-term operating liabilities	73	0	73		70	3	105.0
Long-term financial liabilities	0	0	0		0	0	
Liabilities for long-term investments	17,225	14,379	2,847	119.8%	21,928	-4,703	78.6
Profit or loss	4,927	11,739	-6,813	42.0%	-711	5,638	-692.9
Liabilities for assets in management	49,079	49,555	-477	99.0%	49,340	-261	99.5
TOTAL LIABILITIES	101,775	101,118	657	100.6%	101,445	330	100.3

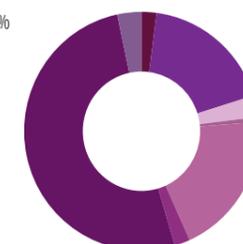
Planned structure of assets at the end of December 2009

- Deferred costs and accrued revenue - 2.1%
- Short-term operating and finance receivables - 14.2%
- Inventories - 3.2%
- Cash - 0.0%
- Long-term operating and finance receivables - 12.4%
- Long-term investments - 1.8%
- Tangible fixed assets - 62.1%
- Intangible assets - 4.2%



Realised structure of assets at the end of December 2008

- Deferred costs and accrued revenue - 2.1%
- Short-term operating and finance receivables - 18.1%
- Inventories - 2.9%
- Cash - 0.7%
- Long-term operating and finance receivables - 19.5%
- Long-term investments - 2.1%
- Tangible fixed assets - 51.3%
- Intangible assets - 3.3%

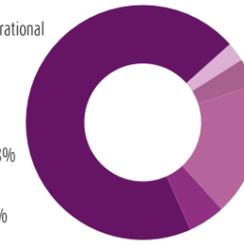


The plan was much higher than the realised level of long-term receivables from financing (by EUR 2,703,000). We planned to acquire greater revenue from the disposal of our holding of Republic of Slovenia bonds and the Eutelsat Communications shares than we actually achieved.

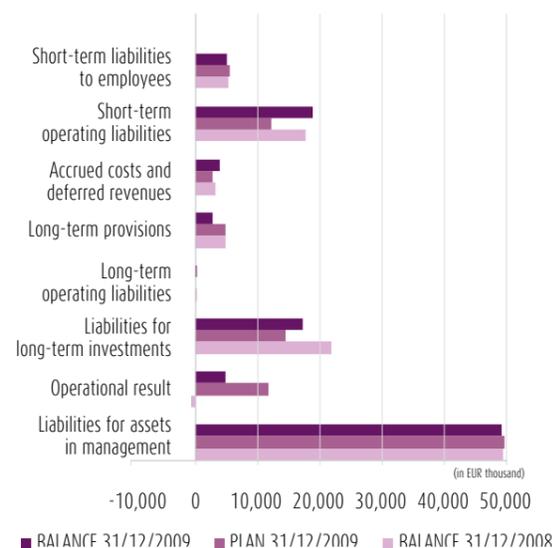
Short-term liabilities, including accrued costs and deferred revenue, accounted for 27.3% of all liabilities, lower by 6.8 of a percentage point when compared to the plan. The institution's own funds and long-term liabilities amounted to 72.7%, i.e. 6.8 percentage points less than planned.

Realised structure of liabilities at the end of December 2009

- Liabilities for long-term investments, operational result and liabilities for assets in management - 70.0%
- Long-term operating liabilities - 0.1%
- Long-term provisions - 2.6%
- Accrued costs and deferred revenue - 3.8%
- Short-term operating liabilities - 18.4%
- Short-term liabilities to employees - 5.1%

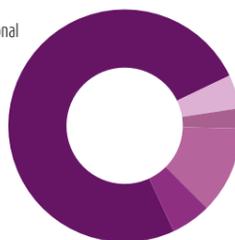


Liabilities realised in 2009 when compared to the plan and their realisation in the previous year



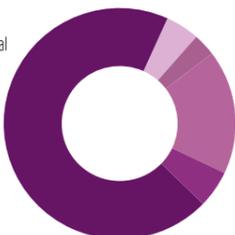
Planned structure of liabilities at the end of December 2009

- Liabilities for long-term investments, operational result and liabilities for assets in management - 74.8%
- Long-term operating liabilities - 0.0%
- Long-term provisions - 4.7%
- Accrued costs and deferred revenue - 2.8%
- Short-term operating liabilities - 12.1%
- Short-term liabilities to employees - 5.6%



Realised structure of liabilities at the end of December 2008

- Liabilities for long-term investments, operational result and liabilities for assets in management - 69.6%
- Long-term operating liabilities - 0.1%
- Long-term provisions - 4.7%
- Accrued costs and deferred revenue - 3.1%
- Short-term operating liabilities - 17.3%
- Short-term liabilities to employees - 5.2%



Long-term liabilities, which include profit or loss generated in the current year and in previous years, amounted to EUR 73,978,000 at the end of December 2009, which is EUR 6,442,000 or 8.0% lower than planned. Short-term liabilities amounted to EUR 23,920,000, which is EUR 6,052,000 higher than planned. Short-term operating liabilities exceed the plan by EUR 6,496,000, i.e. 53.0%. Short-term liabilities to employees are EUR 444,000 lower than planned. Accrued costs and deferred revenue exceeded the plan by EUR 1,047,000 or 37.0%.

Statement of Revenue and Expenses based on the cash flow principle

Revenue based on the cash flow principle in 2009 amounted to EUR 116,648,000. This was EUR 9,212,000 or 7.3% less than planned. When compared to 2008, revenue was lower by EUR 3,580,000, i.e. 3.0%. Of this amount, 75.0% or EUR 87,498,000 was revenue from the public service, and 25.0%, i.e. EUR 29,150,000 from revenue from the sale of goods and services on the market.

Revenue from public service was lower than planned for by EUR 858,000, i.e. 1.0%. It was an increase on the revenue generated in 2008 by EUR 2,735,000 or 3.2%. Revenue from the sale of goods and services was lower than planned for by EUR 8,354,000, or 22.3%. When compared to 2008, it was lower by EUR 6,315,000, or 17.8%.

Expenses, as per cash flow principle, in 2009 amounted to EUR 126,234,000, which was EUR 17,543,000, or 12.2% lower than planned for. It was an increase on expenses incurred in 2008 by EUR 1,433,000 or 1.1%. Expenses from public service accounted for 77.3% of all expenses, amounting to EUR 97,577,000. This was EUR 18,631,000 or 16.0% less than planned for. When compared to 2008, it was an increase of EUR 3,870,000, or 4.1%.

Wages and other contributions for employees and employer's contributions to social security, totalling EUR 44,949,000, constituted the largest share of costs (45%). This was lower than planned for by EUR 3,228,000, or 6.7%. When compared to 2008, it was an increase of EUR 4,544,000, or 11.2%.

Expenses for goods and services, accounting for 38.6% in the structure of expenses, amounted to EUR 37,706,000. This was lower by EUR 8,125,000 or 17.7% when compared to the plan, and an increase of EUR 1,303,000, i.e. 3.6%, when compared to 2008.

Investment expenses totalled EUR 14,919,000. This was lower than planned for by EUR 7,081,000, or 32.2%. When compared to 2008, it was lower by EUR 1,980,000, or 11.7%. The most substantial share was accounted for by the cost of procuring audio-visual equipment, for buildings, reconstruction and adaptation, and for the procurement of telecommunication and computer equipment. Expenses from the sale of goods and services on the market amounted to EUR 28,657,000, which was higher than planned for by EUR 1,088,000, or 3.9%. When compared to 2008, it was lower by EUR 2,437,000, i.e. 7.8%.

Table 13: Cash Flow Statement

Table 13a: Statement of revenue and expenditure as per cash-flow principle

In EUR thousand	Realisation 2009	Plan 2009	Nominal difference	Plan achieved (%)	Realisation 2008	Nominal difference	Index	
	1	2	3	4 (2-3)	5 (2-3)	6	7 (2-6)	8 (2-6)
1. Revenue from public service	87,498	88,356	-858	99.0%	84,763	2,735	103.2	
a) Revenue from public finance funds	1,557	5,431	-3,874	28.7%	2,972	-1,415	52.4	
b) Other revenue from public service	85,941	82,925	3,016	103.6%	81,791	4,150	105.1	
2. Revenue from the sale of goods and services on the market	29,150	37,504	-8,354	77.7%	35,465	-6,315	82.2	
TOTAL REVENUE	116,648	125,860	-9,212	92.7%	120,228	-3,580	97.0	
1. Expenses from public service	97,577	116,208	-18,631	84.0%	93,707	3,870	104.1	
a) Wages, salaries and other expenses for employees	37,807	41,544	-3,737	91.0%	33,913	3,894	111.5	
b) Employer's contributions for social security	7,142	6,633	509	107.7%	6,492	650	110.0	
c) Expenses for the goods and services for the performance of public service	37,706	45,831	-8,125	82.3%	36,403	1,303	103.6	
d) Payment of interest	3	200	-197	1.5%	0	3		
e) Investment expenses	14,919	22,000	-7,081	67.8%	16,899	-1,980	88.3	
2. Expenditure for the sale of goods and services on the market	28,657	27,569	1,088	103.9%	31,094	-2,437	92.2	
a) Wages, salaries and other expense for employees	13,380	12,183	1,197	109.8%	13,939	-559	96.0	
b) Employer's contributions for social security	1,932	1,945	-13	99.3%	1,996	-64	96.8	
c) Expenses for goods and services from the sale of goods and services	13,345	13,441	-96	99.3%	15,159	-1,814	88.0	
TOTAL EXPENSES	126,234	143,777	-17,543	87.8%	124,801	1,433	101.1	
REVENUE LESS EXPENDITURE	-9,586	-17,917	8,331	53.5%	-4,573	-5,013	209.6	

Table 13b: Statement of account of financial receivables and investments

In EUR thousand	Realisation 2009	Plan 2009	Nominal difference	Plan achieved (%)	Realisation 2008	Nominal difference	Index	
	1	2	3	4 (2-3)	5 (2-3)	6	7 (2-6)	8 (2-6)
Payments received against loans granted	8,024	17,487	-9,463	45.9%	4,347	3,677	184.6	
Loans granted	0	0	0		0	0		
LOANS RECEIVED LESS GRANTED	8,024	17,487	-9,463	45.9%	4,347	3,677	184.6	

Table 13c: Statement of financing account

In EUR thousand	Realisation 2009	Plan 2009	Nominal difference	Plan achieved (%)	Realisation 2008	Nominal difference	Index	
	1	2	3	4 (2-3)	5 (2-3)	6	7 (2-6)	8 (2-6)
Borrowing	4,000	4,000	0	100.0%	2,900	1,100	137.9	
Debt repayment	4,000	3,800	200	105.3%	2,900	1,100	137.9	
Net borrowing	0	200	-200	0.0%	0	0		
Net debt repayment	0	0	0		0	0		
CHANGES IN BALANCE ON ACCOUNTS	-1,562	-230	-1,332	679.1%	-226	-1,336	691.2	

Statement of account of financial receivables and investments
Repayments against loans granted amounted to EUR 8,024,000, which is EUR 9,463,000 lower than planned.

Statement of financing account

In 2009, we drew loans totalling EUR 4,000,000. Repayments on loans raised were EUR 4,000,000. In 2009, the plan foresaw net borrowing of EUR 200,000, but this was not realised.

Project financing from development funds

In compliance with the decision of Eutelsat Communications' Annual General Meeting, RTV Slovenia received dividends at the amount of EUR 1,433,094.28 or EUR 0.66 per share, of which EUR 0.53% was taxed at 15% while EUR 0.13 was tax exempt. Revenue from interest on RS bonds in 2009 generated EUR 778,794.91. In 2009, we disposed of 120,000 bonds RS 59; a reduction in investments of EUR 4,593,000.

The plan foresaw EUR 6,105,000 for programme and HR development projects in 2009; of this amount, EUR 1,912,000

refers to programme development projects, EUR 1,051,000 to special programme projects, and EUR 3,142,000 to organisational HR projects. Programme and HR development projects in 2009 amounted to EUR 2,509,000 and were EUR 3,596,000 or 58.9% lower than planned for.

Programme development projects were realised in the total of EUR 930,000. This was EUR 982,000 less than planned for.

Special programme projects were realised at the total of EUR 895,000. This was EUR 156,000 less than planned for.

HR organisational projects were realised in the total of EUR 684,000. This was EUR 2,458,000 less than planned for.

EUR 12,440,000 from development funds was planned for investment development projects in 2009; whilst they were realised at the amount of EUR 6,797,000.

Table 14: Programme development projects

in EUR Seq. No.	PROJECT	2009	
		Plan	Realisation
	TV SLO	890,000	447,324
P1	Family serial	750,000	445,069
P3	Development of TV Slovenia trademarks	140,000	2,255
	RA SLO	290,000	278,674
P5	Updating the 1st and 3rd channel web pages with the offer of special contents	35,000	25,878
P6	Promotion of Slovenian music creativity (art music)	75,000	75,256
P7	Promotion of Slovenian popular music production	80,000	72,372
P8	Development of Radio Slovenia trademarks	100,000	105,168
	RC KP	230,000	106,389
P9	Introduction of cross-border radio and TV	230,000	106,389
	RC MB	102,000	97,428
P10	Euroradio	48,000	43,430
P11	Traffic Announcements	54,000	53,998
	COMMON SERVICES	400,000	0
	Other programme projects	400,000	0
TOTAL PROGRAMME DEVELOPMENT PROJECTS:		1,912,000	929,815

Table 15: Special programme projects

in EUR Seq. No.	PROJECT	2009	
		Plan	Realisation
	TV SLO	1,051,000	894,703
PP1	Feature film Angela Vode	901,000	894,703
PP10	Burglars work in summer	150,000	0
TOTAL SPECIAL PROGRAMME PROJECTS:		1,051,000	894,703

Table 16: Organisational and human resources projects

in EUR Seq. No.	PROJECT	2009	
		Plan	Realisation
K1	Human resource restructuring and rejuvenation	1,388,673	197,633
K2	Development of promising human resources - scholarships	70,000	11,777
K3	Learning organisation	320,000	42,161
K4	Renewal of business processes	45,000	45,286
K5	Laboratory for development of contents/formats and creative studio	250,000	114,739
K6	E-education	30,000	13,299
K7	Reorganisation of marketing of RTV programmes and improvement of public relations	60,000	15,361
K8	Promotion and introduction of new services and programmes on the digital TV platform	300,000	0
K9	Setting up a central digital Radio archive - Mediateka	398,421	197,904
K10	Formation of common RA-TV news editorial offices in RC, MB and KP	50,000	43,316
K11	Modern arrangement of copyrights	30,000	2,684
K12	Developmental corporate communications	200,000	0
TOTAL ORGANISATIONAL AND HUMAN RESOURCES PROJECTS:		3,142,094	684,160

Table 17: Investment projects

in EUR Seq. No.	PROJECT	2009	
		Plan	Realisation
	CONSTRUCTION	6,420,000	3,735,222
T1	Replacement of building at Komenskega 5	3,000,000	280,016
T2	Purchase and renovation of Komenskega 7	2,350,000	2,276,577
T3	Reconstructions of radio music studios	950,000	1,165,536
T4	Purchase of rented technological premises from MO Koper	0	
T5	Construction of a scenic depot and parking spaces for Studio Lendava	120,000	13,093
	ARCHIVES	250,000	111,782
T6	Archive digitalisation	250,000	111,782
	NETWORK DIGITALISATION	1,300,000	380,798
T7	Construction of digital TV network - DVB	1,300,000	380,798
	MODERNISATION	4,470,000	2,568,706
T8	TV equipment for Parliamentary Channel		
T9	Construction and modernisation of TV editing	2,600,000	1,535,174
T10	HD production chain and programme broadcasting		
T11	Multimedia projects	550,000	158,281
T12	Computer systems for TV production (MB, KP)	70,000	
T13	Renovation of information infrastructure (ISO 27001) (replacement of cameras at RA)		
T14	Computer system for programme planning and management	290,000	247,136
T15	Newsreel vehicles and equipment	500,000	497,178
T16	TV production computer system	80,000	84,495
T17	Information infrastructure	380,000	46,442
TOTAL INVESTMENT:		12,440,000	6,796,508

Table 18: Overview of spending of development funds by year

in EUR	CASH INFLOW FROM SHARES	FUNDS SPENT (Programme and HR projects)	DIFFERENCE	Annual plan	DIFFERENCE
Year	(1)	(2)	(3)	(4 = 2-3)	(6 = 5-3)
2006	1,333,110	539,430	793,680		
2007	1,431,860	910,667	521,193	440,000	-470,667
2008	1,481,234	1,697,552	-216,318	6,444,830	4,747,278
2009	2,698,358	2,508,679	189,679	6,105,094	3,596,415
TOTAL:	6,944,562	5,656,328	1,288,234		

in EUR	CASH INFLOW FROM BONDS	FUNDS SPENT (Investment projects)	DIFFERENCE	Annual plan	DIFFERENCE
Year	(1)	(2)	(3)	(4 = 2-3)	(6 = 5-3)
2006	906,599	705,373	201,226		
2007	844,836	2,969,250	-2,124,414	8,160,000	5,190,750
2008	5,041,912	4,774,968	266,944	14,875,000	10,100,032
2009	4,992,067	6,796,508	-1,804,441	12,440,000	5,643,492
TOTAL:	11,785,414	15,246,099	-3,460,685		

Assessment of the economy and efficiency of business operations

Key performance indicators

The total efficiency indicator, which takes into account total revenue and total expenses, is above 1, meaning that total revenue is higher than total expenses. The 2009 ratio was 1.0007, which was within the plan. 2008's ratio was 1.0007.

The operating efficiency indicator is expressed as the ratio between operating revenue and operating expenses; and in 2009, the ratio was 0.9457. It was planned for at 0.9423, whilst the ratio in 2008 was 0.9580.

The revenue profitability rate is calculated as the ratio between the surplus of revenue over expenses before taxation and total revenue. In 2009, it was 0.0007, whilst the plan was at 0.0004, and the ratio in 2008 stood at 0.0007.

Productivity indicator

Productivity as a ratio between operating revenue and the average number of employees indicates that each employee created average revenue of EUR 59,000 in 2009. This is 1.4% less than planned for. Productivity increased by 4.5% when compared to 2008.

Table 19: Business performance indicators for 2009 compared to the plan and 2008

	REALISATION 2009	PLAN 2009	Index	REALISATION 2008	Index
Total efficiency ratio	1.0007	1.0004	100.0	1.0007	100.0
Operating efficiency ratio	0.9457	0.9423	100.4	0.9580	98.7
Profitability rate of revenue	0.0007	0.0004	175.0	0.0007	100.0
Share of market revenue	25.0	22.7	110.1	27.7	90.3
Write-off rate of fixed assets	82.5	79.2	104.2	81.8	100.9
Liquidity ratio	0.9244	0.9833	94.0	0.9607	96.2
Severe liquidity index	0.7937	0.8029	98.9	0.8310	95.5
Productivity ratio	59.031 EUR	59.880 EUR	98.6	56.464 EUR	104.5

Other indicators

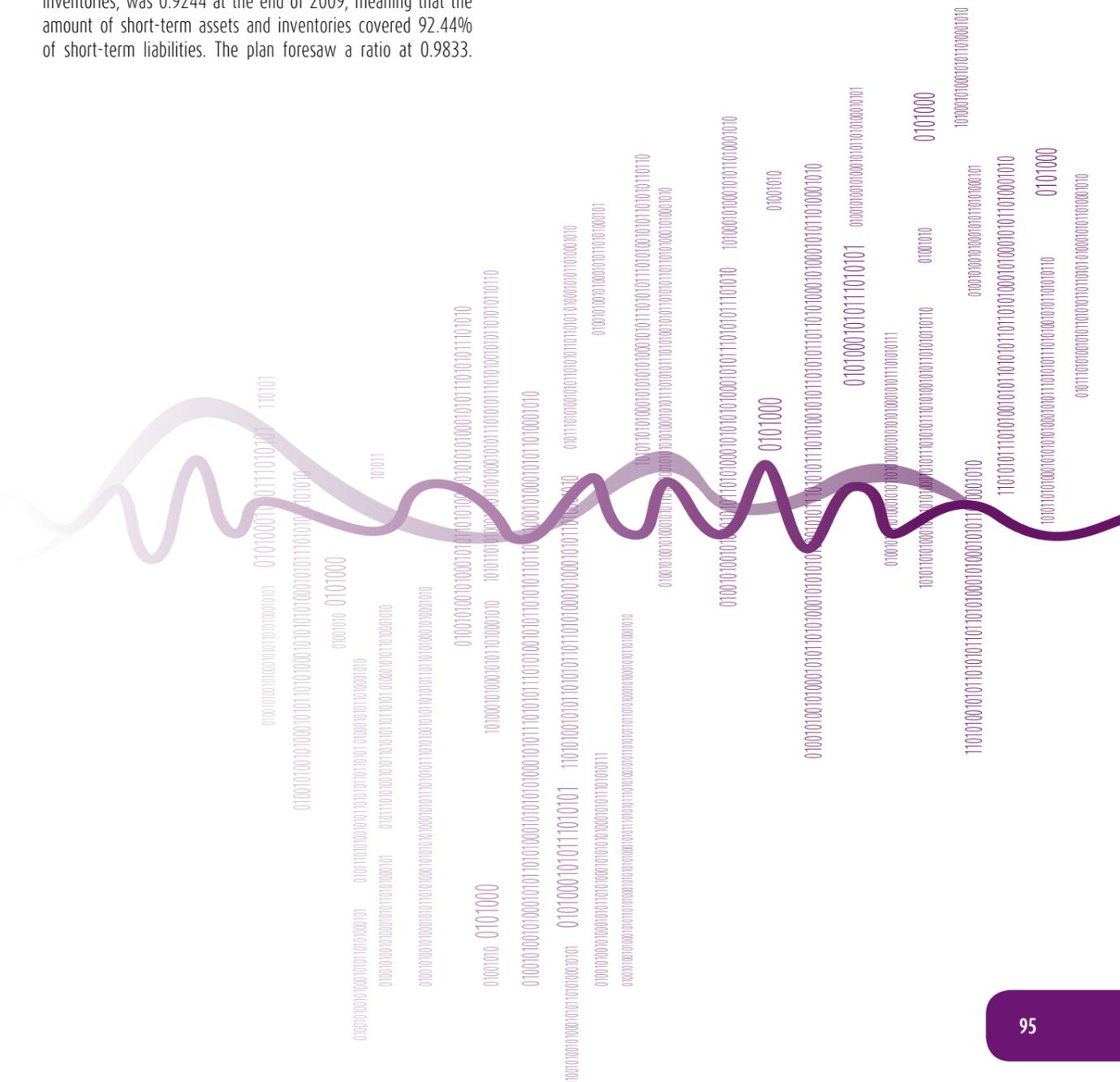
The share of market revenue in total revenue accounts for 25.0%. The share of market revenue when compared to the amount realised in 2008 is slightly lower as a result of lower revenue from advertising in 2009.

The level of write-offs for equipment and other tangible fixed assets calculated as the ratio between the depreciation amount for equipment and other tangible fixed assets, and the procurement value of equipment and other tangible fixed assets, amounted to 82.5% in 2009. It was 3.3 of a percentage point higher in comparison to the plan. In 2008, the rate was 81.8%.

The liquidity indicator, which includes short-term assets and inventories, was 0.9244 at the end of 2009, meaning that the amount of short-term assets and inventories covered 92.44% of short-term liabilities. The plan foresaw a ratio at 0.9833.

Liquidity was thus lower than planned. The ratio at the end of 2008 was 0.9607.

The severe liquidity index, from which inventories are excluded, was lower at 0.7937 at the end of 2009, meaning that we have short-term assets excluding inventories covering 79.37% of total short-term liabilities. Severe liquidity was lower than planned for, as the plan foresaw the ratio at 0.8029. The ratio was 0.8310 at the end of 2008.



Assessment of the internal financial control system

Every year, control of legality and regularity of operations is performed by an external auditing firm, selected through a public procurement procedure, which also verifies the existence and operation of controls embedded in business processes, which are the responsibility of the management at all organizational levels.

In compliance with the 'Rules on the operation of an internal audit department in the Public Institution RTV Slovenia' (hereinafter the Rules) and in accordance with the 'Standards for the Professional Practice of Internal Auditing', the Internal Audit Department produces an annual report on internal audit and submits it for its adoption and approval by the Director General's collegiums of the Public Institution RTV Slovenia.

The Internal Audit Department prepared the annual report on internal auditing in the Public Institution RTV Slovenia for 2009; see below.

The aim of the annual report on internal auditing in the Public Institution RTV Slovenia for 2009 (hereinafter the Report) is to provide information about the realisation of the annual programme of work for 2009.

The scope of this Report is limited to audits (hereinafter the Audit), conducted in 2009.

In 2009, the Internal Audit Department was granted autonomy. The Internal Auditor has occasionally participated in the collegiums of the Director General's, regularly at Supervisory Boards meetings, and occasionally at the Supervisory Board committees for business and finance. She was not restricted in her work.

The annual work plan for 2009 was signed by the Director General of the Public Institution RTV Slovenia on May 22, 2009.

In 2009, the Internal Audit Department (hereinafter the Department) carried out audits in accordance with the annual

work plan for the department for 2009 and in compliance with the requests for extraordinary or advising audits.

In the period May – December 2009, the Department carried out 27 audit assignments. In this period, the Department completed all 11 planned audit assignments and 14 extraordinary audit assignments for 2009. Audit assignments also include Department consultancy. With consultancy, the Department's activities are preventive, helping to improve the situation and assisting in the preparation of internal acts. During the year, it encountered various consultancy tasks.

Tables 20 and 21 show the tasks that the Department carried out in 2009. The Table 20 shows 2009's annual work plan tasks and Table 21 shows extraordinary audits and other tasks.

The table items are:

- column 1 – audit sequence number,
- column 2 – report designation,
- column 3 – report date,
- column 4 – audit title,
- column 5 – type of audit task (audit, advisory and other),
- column 6 – status of audit performance (final – final report submitted to Director General or person ordering advisory services; ongoing - audit task being carried out).

Summaries of the most important findings from operational reviews are archived at the Internal Audit Department.

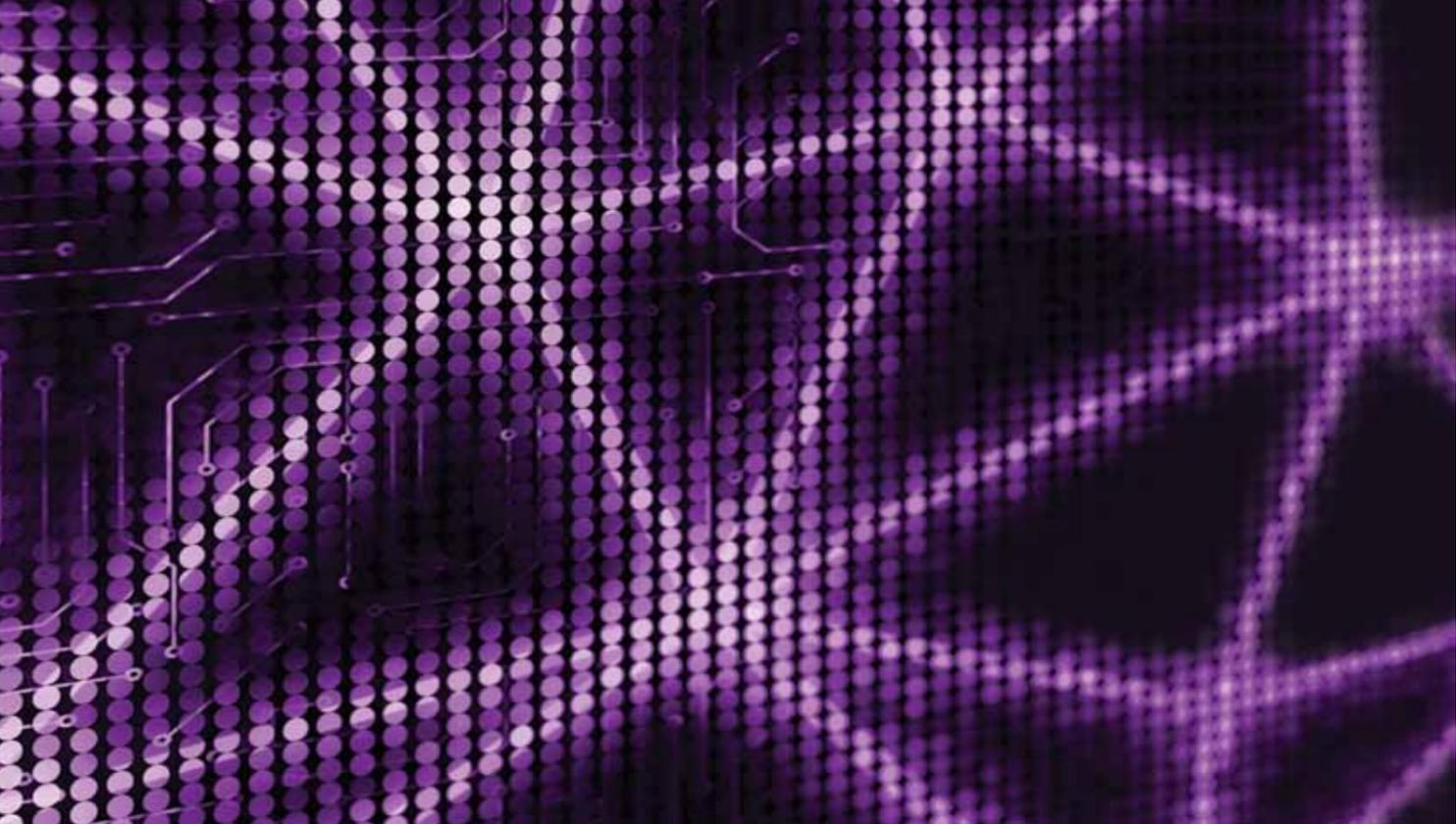
The Internal Audit Department employs one internal auditor, but she was absent between January 2007 and May 2009 due to maternity leave. Although the number of internal auditors employed is not adequate, the plan for 2009 is considered fulfilled. In 2010, the Department plans to employ new staff.

Table 20: Regular audits and auditing tasks

Seq. no.	Report designation	Report date	Auditing task	Type	Status
1	09_DL - 023	10/11/2009	Internal audit of the procedure for monitoring and keeping records of films and broadcasts	Report	Final
2	09_DL - 020	15/9/2009	Procedure for monitoring contracts based on public procurements	Report	Final
3	09_DL - 004	5/6/2009	Report on time limits and methods for elimination of faults and irregularities in 2008's audit report	Report	Final
4	09_DL - 017	27/8/2009	Interim report on implementation of corrective measures no. 1: Situation at 15/8/2009	Report	Final
	09_DL - 021	15/10/2009	Interim report on implementation of corrective measures no. 2: Situation at 15/10/2009	Report	Final
	09_DL - 025	4/12/2009	Interim report on implementation of corrective measures no. 3: Situation at 30/11/2009	Report	Final
5	09_DL - 023	13/11/2009	Statement on assessment of internal control over public finances	Report	Final
6	09_DL - 022	16/10/2009	Review of costs for hospitality services	Report	Final
7	09_DL - 016	26/8/2009	Sphere of keeping record of fees in POH system	Advising	Final
8			Sphere of keeping record of fixed assets	Advising	Ongoing
9	09_DL - 013	11/8/2009	Participation in review of risk management instructions	Advising	Final
10	09_DL - 015	24/8/2009	Participation in review of risk register for 2009	Advising	Final
11			Collaboration with external auditors	Other	Ongoing

Table 21: Exceptional audits and auditing tasks

Seq. no.	Report designation	Report date	Auditing task	Type	Status
1	09_DL - 006/2	16/6/2009	Recording work attendance during business trips	Reports	Final
2	09_DL - 019	23/9/2009	Cost operations of a TV Slovenia broadcast	Report	Final
3	09_DL - 005	9/6/2009	Use of RTV Slovenia vehicles at RC Koper	Report	Final
4			Internal audit of the process of planning, monitoring and keeping records of investments	Report	Ongoing
5	09_DL - 008	19/6/2009	Review of payments for student work performed at 3 rd radio channel	Report	Final
6	09_DL - 009	8/7/2009	Review of the procedure for ordering flight tickets	Report	Final
7	09_DL - 010	20/7/2009	Sphere of prohibition of competition	Report	Final
8	09_DL - 006	9/6/2009	Review of subsistence cost accounted for and paid for business trips abroad	Report	Final
9	09_DL - 001	12/5/2009	Review of inactive fixed assets	Report	Final
10	09_DL - 018	21/9/2009	Review of taxi costs	Report	Final
11	09_DL - 026	8/12/2009	Verification of agreed procedures for film production at TVS	Report	Final
12	09_DL - 007	19/6/2009	Review of employee subsistence costs paid at the Transmitters and Communications unit at transmission centres	Advising	Final
13	09_DL - 011	27/7/2009	Entitlement to field allowance, meal allowance, separation expense and transport allowance for employees at transmission centres	Advising	Final
14	09_DL - 012	23/7/2009	Sphere of cost of meals for full time employees	Advising	Final
15			Participation in monitoring development funds	Advising	Ongoing
16	09_DL - 032	23/12/2009	Bonus for bilingualism	Report	Final



INVESTMENTS

In terms of investments, in 2009 we followed strategic policies imposing further digitalisation of technological equipment and sections in the radio and television production technology chains, increasing the coverage of the national territory with digital video broadcasting terrestrial network (DVB-T), and managing the problem of premises, and working and living conditions in the Public Institution RTV Slovenia. There was also a special focus on technological support for the computer production of RTV programmes, the introduction of HD-technology (High Definition TV), archive digitalisation, and new multimedia content which uses alternative means of digital distribution.

The investment plan was adopted within the scope of the Programme Business Plan for 2009, but was subject to a minor reallocation of funds, as approved by the Supervisory Board of RTV Slovenia at its regular session in October, but which had no impact on the total value of the investment plan. The data on realised investments refers to the final shape of the plan, considering the reallocations mentioned above. The plan consisted of a schedule of regular investments and development projects which were presented in separate columns. With all these facts in mind, the final value of planned funds for investments included in the investment plan of RTV Slovenia in 2009 totalled EUR 23,640,000. An amount of EUR 11,200,000 was planned for regular investment and EUR 12,440,000 for development projects.

The investment plan, which was set very high, was realised at the amount of EUR 16,606,000. This accounts for an average 70% realisation of the plan. In terms of the amount, this was the highest realised investment at RTV Slovenia in recent times. Realisation of

regular investments was EUR 9,810,000 or 88% and development projects EUR 6,796,000, i.e. 55%. In addition to the aforementioned invoiced realised investments in 2009, we also started several projects and carried out several public procurement procedures, which will be completed in 2010 when the equipment is delivered and installed. In addition to the aforementioned amounts, almost EUR 9 million is already engaged in or in the process of procurement, for investments already started.

Table 22: RTV Slovenia investments realised in 2009, by unit

Unit	Planned in EUR thousand	Realizacija v tisoč EUR	Realisation in %
RTV Slovenia immovable property	7,630	4,763	62%
TV Slovenia	5,525	4,008	73%
RA Slovenia	1,200	992	83%
Transmitters and Communications	2,200	829	38%
Multimedia Centre	850	291	34%
RC Maribor	570	428	75%
RC Koper	1,175	1,170	99%
Informatics	2,570	2,712	106%
RTV Slovenia common investments	1,920	1,413	74%
TOTAL	23,640	16,606	70%

Investments were lower than planned for, mainly because of procedures to obtain documentation and building permits, and public procurement procedures which were not always completed with the purchase of goods and services.

Development projects included in the 2009 Programme Business Plan were included in a 3-year plan of use of development funds. The majority of development projects were completed in 2009, while some continue and will be completed in 2010 (except the construction at Komenskega 5, which will be completed in 2011). With this purpose, a large part of remaining funds are already engaged in public procurement procedures. However, the majority of funds are not yet engaged in the construction project, as RTV Slovenia has not yet obtained a building permit.

All realised investments refer to major projects, such as:

- server technology for the production and broadcasting of television programmes in all units of RTV Slovenia;
- the construction of a switch-distribution system at TV Slovenia;
- the construction of a new HD TV control room for Studio 1 at TV Slovenia;
- the introduction of HD-TV production technology at TV Slovenia;
- equipment for modern 3D graphic systems
- the purchase of digital radio mobile production vehicles (mobile audio editing),
- the reconstruction of the largest music studio: studio 26,
- upgrading information infrastructure and introducing information systems for planning and monitoring the institution's financial operations, and for programme planning;
- the long-term purchase of software licences (mainly Microsoft licences),
- setting up a Digital Video Broadcasting–Terrestrial network, DVB-T;
- the development and modernisation of our multimedia service range;
- the purchase and renovation of business premises; a large amount was dedicated to the purchase of and moving into the business premises at Komenskega 7.

Additionally, we replaced and upgraded several old fixed assets in all of the organisational units of RTV Slovenia, and implemented numerous minor projects to increase the technical quality of images, sound and expressive possibilities in the production of radio and television programmes. These mainly included:

- server technology and applications in the sphere of multimedia;
- graphic and other systems for the production of television and radio programmes;
- several analog radio transmitters and systems for radio communications;
- computers, monitors, printers and other hardware for business and production purposes;
- modernisation of mechanical and electrical energy systems,
- improvement of RTV Slovenia vehicles.

Although investments realised in 2009 were record-breaking for RTV Slovenia, the amount did not reach the level planned for.

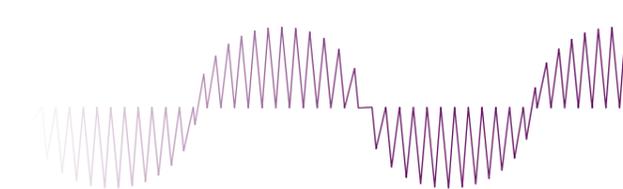
The discrepancy is mainly due to a few specific projects which started, but for various reasons, could not be completed in the business year. These investments were not realised at the total amount planned, mainly for the following reasons:

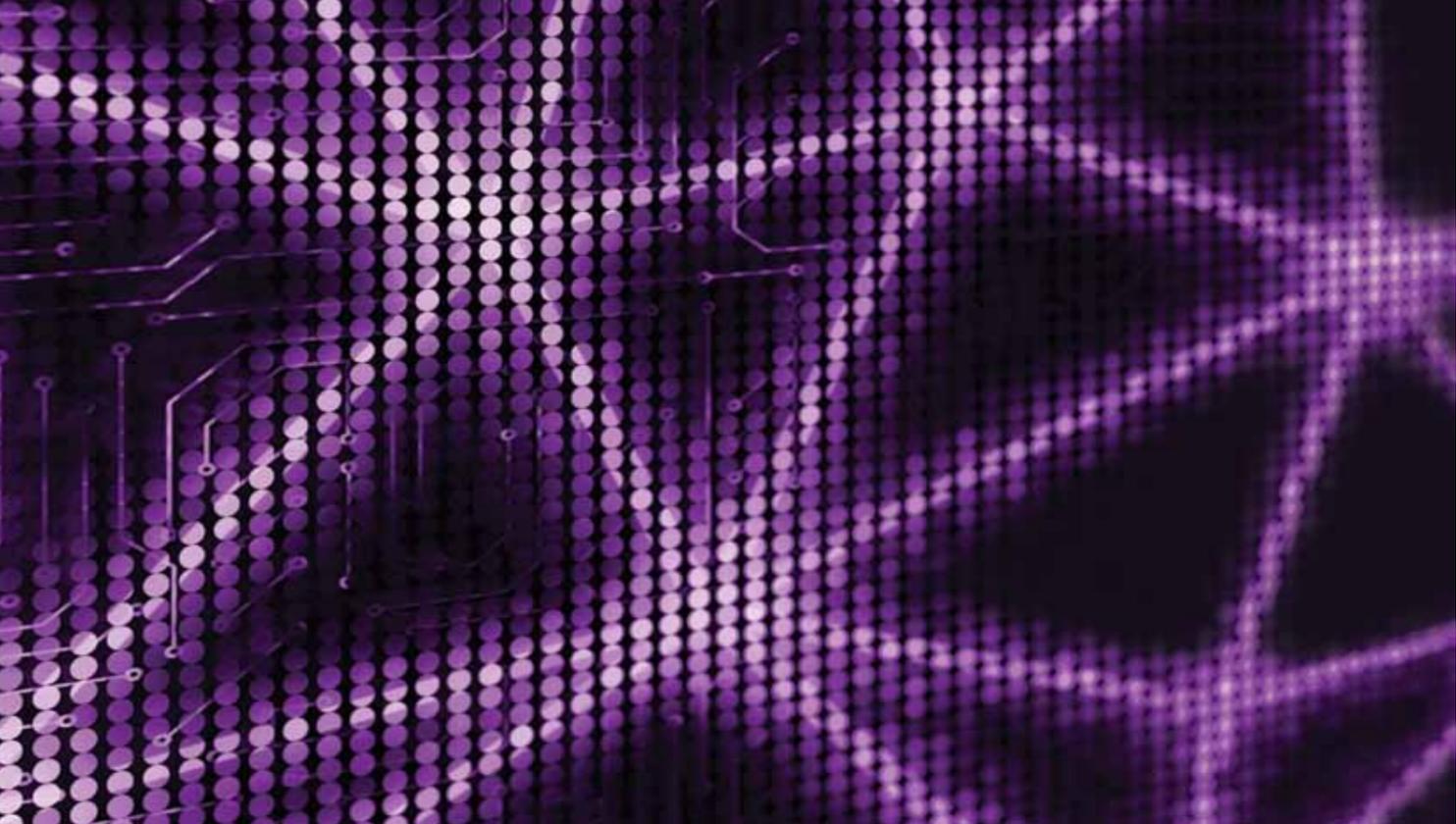
- the lengthy documentation preparation for the construction at Komenskega 5, and the negative reply from the Administrative Unit Ljubljana with regard to issuing a building permit,
- the complexity and complications encountered during the static renovation of the building and the extremely demanding acoustic adaptation of the premises undertaken during the reconstruction of music studio 26;
- the unsuccessful public procurement procedures for certain equipment items for the construction of a HD-TV control room for Studio 1, for equipment required for the construction of DVB-T network, and equipment for the construction of certain IT systems.

Investments realised in 2009 were higher than planned for in one case, by EUR 1.2 million. This occurred after the completion of public procurement procedures, as the total invoice for the purchase of Microsoft licences was entered in the books as an 'invoiced realisation' item, although the invoice will be paid in three annual instalments. In 2009, we paid the first instalment at the amount planned. This change in entering invoices did not affect other investment procedures.

Public procurement procedures for some purchases were not successful for various reasons, such as: available funds were exceeded, bids were technically inadequate or generally incomplete. Public procurement not completed for these reasons was repeated or will be repeated in 2010 under modified conditions. Other reasons for minor deviations from the investment plan derive from programming and technical decisions made during the year, and from objective circumstances that could not be influenced.

The investment year was very successful despite lower realisation. The planned goals were highly ambitious, and most projects were either implemented or started. No projects were stopped and we have detected no technology- or business-related errors during implementation. All investments were implemented in compliance with public procurement procedures.





OU TRANSMITTERS AND COMMUNICATIONS

The basic task of the Transmitters and Communications Organisational Unit (OU) in 2009 remained the broadcasting of RTV Slovenia programmes and those of some other stations.

To this purpose, several transmitting networks have been constructed in past decades and connected with microwave links for the distribution and exchange of programmes from radio and television studios, or between them. Currently, we have 225 transmission points throughout Slovenia, via which we transmit RTV Slovenia programmes to listeners and viewers.

Via the Hot Bird 8 satellite at orbital position 13°E, we broadcast all three national TV programmes, TV Koper-Capodistria and five radio programmes. On the remainder of the satellite space, we hosted two television programmes and three radio programmes until October.

Broadcasts from parliament were distributed through the terrestrial digital network, satellite, cable distribution systems, and IPTV, which ensured reception in over 70% of households. In addition to RTV Slovenia programmes, we also transmitted the programmes of 42 commercial publishers of RTV programmes, and 23 programmes of special importance.

We performed 138 satellite transmissions from foreign countries for the needs of various programmes.

Our extensive infrastructure of transmitters and transponders allows us to lease some of our capacity to other participants in the

radio-diffusion spectrum in compliance with the Electronic Communications Act (mobile phone service operators, Telekom, Elektrogospodarstvo, Ministry of Defence of the Republic of Slovenia, Ministry of the Interior, etc.) In 2009, we concluded 26 contracts of this type.

The DVB-T terrestrial digital network comprises 23 transmission units. We reached almost 80% coverage of households in Slovenia in 2009. Multiplex A transmits all RTV Slovenia programmes. The remaining capacity hosts commercial programmes.

The Transmitters and Communications Organisational Unit employed 115 workers as at 31 December 2009, which was seven less than at the end of 2008. Employees attend to the undisturbed operation of all transmitter networks and investment activities. Work groups are distributed all over Slovenia. Undisturbed operation is assured by the crews of seven transmission and six regional centres, and other work groups.

Report on the use of investment funds

The total value of all investments in 2009 was EUR 829,727; total realisation was 38%, excluding maintenance. The most important investment was initiating the set-up of the digital television network; 45% of investment funds were earmarked for this purpose, the total amount being financed from development funds.

Table 23: Use of investment funds

	P. p	P.p. title	Planned	Amount invoiced	P-R	R/P (%)
70	PL-28	Construction of DVB-T network	1,300,000.00	380,797.77	919,202.23	29
	PL-29	Renovation of transmitter network	270,000.00	168,497.89	101,502.11	62
	PL-31	Infrastructure renovations	470,000.00	190,592.40	279,407.60	41
	PL-63	Safety equipment (OZ)	60,000.00	0.00	60,000.00	0
	PL-32	Minor replacement of fixed assets	100,000.00	89,839.48	10,160.52	90
		Total in EUR	2,200,000.00	829,727.54	1,370,272.46	38%

Reasons for the poor realisation of some items:

- Digitalisation of transmission network
 - Realisation is lower than planned for mainly due to unsuccessful public procurement procedures, and delay in delivery for some contracts.
- Renovation of transmitter network
 - Realisation lags behind the plan mainly due to unsuccessful public procurement procedures.
- Infrastructure renovations
 - Realisation is lower than planned mainly due to the procurement of antennae towers and containers; we need a building permit and a contract settling the relationship with the land's owner to set up new antennae towers and containers, which are behind schedule due to lengthy procedures.
- Safety equipment
 - Realisation lags behind the plan mainly due to late public procurement procedures and a delay in delivery.

Financial operations

The public institution RTV Slovenia, in compliance with the Electronic Communications Act, has the status of an operator with important market power including digital terrestrial broadcasting.

Revenue

The revenue of the Transmitters and Communications unit is comprised of internal revenue charged for the transmission of all RTV Slovenia programmes, revenue from programmes of special importance, and external revenue, comprising revenue from commercial television and radio stations, revenue from non-radio-diffusion organisations (mainly mobile phone service operators), revenue from technical services, and other commercial revenue. Total revenue amounted to EUR 19.0 million.

The surplus of revenue over expenses amounted to EUR 6.9 million, i.e. 18% more than planned for. Final result exceeds the plan by EUR 1.1 million.

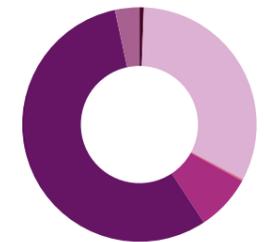
Review of investments in 2009

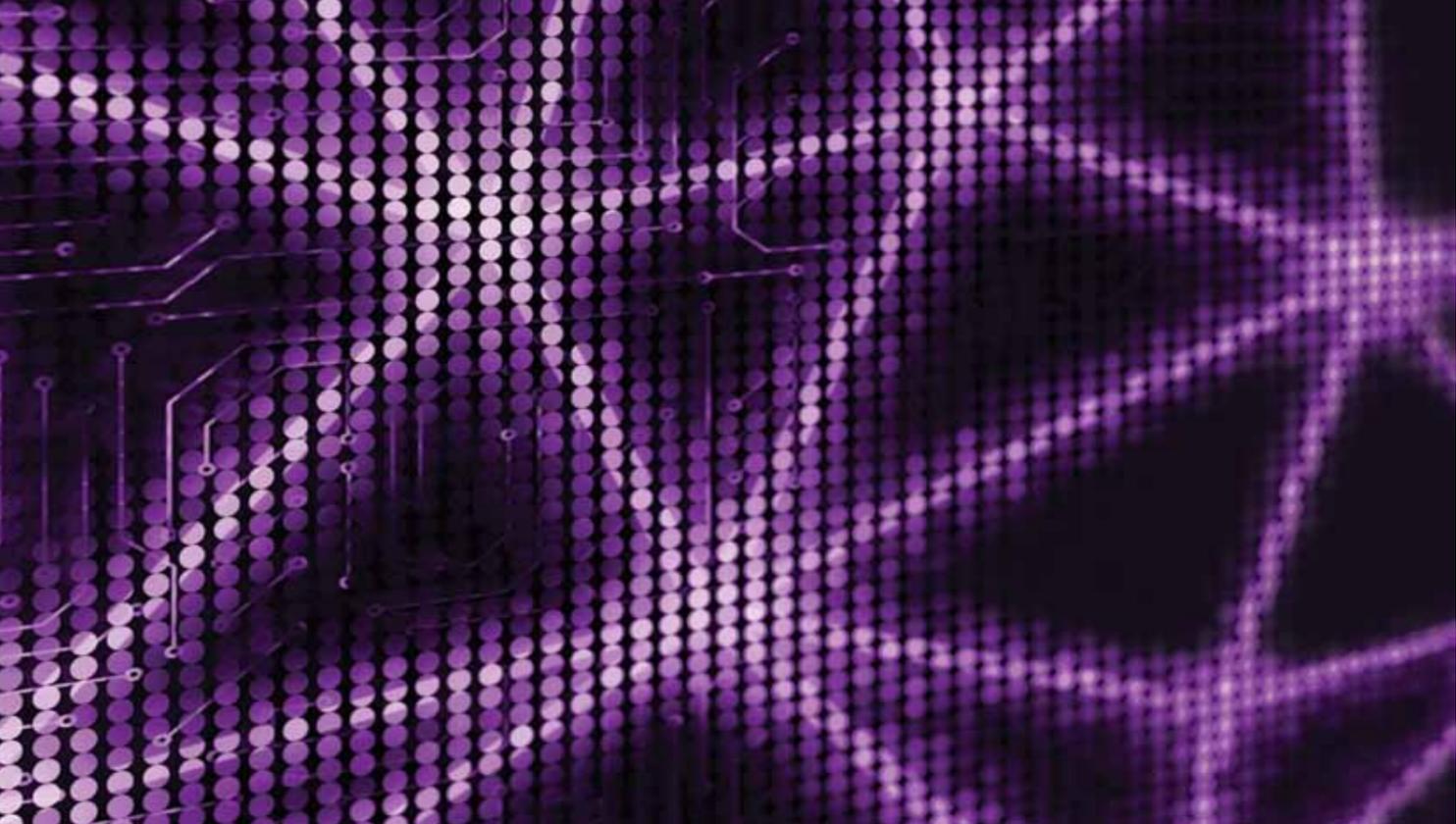
- Network digitalisation - 45.9 %
- Renovation of transmitter network - 20.3 %
- Infrastructure renovations - 23.0 %
- Minor replacements of fixed assets - 10.8 %



Structure of revenue at the Transmitters and Communications organisational unit in 2009

- Technical services - 0.6%
- Services provided to non-radio-diffusion organisations - 32.2%
- Other revenue - 0.2%
- Commercial programmes - 7.7%
- RTV SLO programmes - 55.9%
- Programmes of special importance - 3.4%





TECHNICAL SUPPORT

OU Radio Production

Radio Production is a special organisational unit providing technical services, production, post-production, and the airing of radio programmes in compliance with the needs of the Radio Slovenia Programme Production Unit.

In 2009, Radio Production implemented all the technical production projects of Radio Slovenia involving direct programme broadcasting, the recording of sound, the voice, music and drama archives, and outside broadcasts of radio programme from remote locations. It took over the production of the sound image of demanding sound projects, especially for Television Slovenia and regional centres.

In 2009, we ensured the 24-hour broadcasting of all three Radio Slovenia national channels, which totals 8,784 hours of broadcasting per single channel, or a total of 26,352 hours of programme broadcasting.

The 1st channel broadcast a total of 8,784 hours, comprised of 8,254 hours of in-house programme, 265 hours of Radio Koper-Capodistria night programme, and 265 hours of broadcasting Radio Maribor.

The 2nd channel broadcast a total of 8,784 hours, of which 6,954 hours were of in-house programme, and 1,830 hours of broadcasting Radio Slovenia's night programme.

The 3rd channel broadcast a total of 8,784 hours; 6,954 hours were of in-house programme, and 1,830 hours comprised of the broadcasting of the Euroclassic programme.

Despite the partial transmission of night programming prepared by radio stations at regional centres, all news and current affairs content was created and broadcast by the Radio Programme studios. In total, we devised and broadcast over 115,000 minutes of daily news programme, i.e. over 1,900 hours.

We provided and performed the coverage, reporting and transmission of all important sporting events at home and abroad. The total number of sports events exceeded 130.

From the remote studio of Radio Slovenia at the National Assembly of the RS, we regularly followed, transmitted and reported from the sessions of the Government of the Republic of Slovenia and other bodies of the National Assembly of the Republic of Slovenia. We performed a total of almost 900 production hours.

Apart from the transmission on all national celebration ceremonies, Radio Production was also entrusted with implementing the international sound for eight national celebration ceremonies. Sound was implemented for the needs of Radio Slovenia, Television Slovenia and its regional centres.

Radio Production also provided sound systems for four open-air national celebration ceremonies.

In total, we implemented almost 300 field archive music recordings and transmissions. We also performed more than 500 recording mixes and direct transmissions from the studios for music recordings of Radio Slovenia, and more than 250 projects from the remote studios of Radio Production for music recordings at the Slovenian Philharmonic and Cankarjev dom.

We performed more than 700 recording and post-production commissions for the drama studios.





Financial operations

In view of the adopted Programme Business Plan, the financial operations of the Radio Production unit in 2009 were very good. Expenses did not exceed the plan, but were realised at 96.91%. Operating revenue was realised at 103.7% despite the unfavourable economic situation. Internal revenue (services provided for TV Slovenia, ZKP and others) also exceeded the plan, by 146.9%. Labour costs for full time employees were realised at 95.1%. In view of the adopted Programme Business Plan, the operations of the Radio Production Organisational Unit in 2009 were within the finances available.

OU Television Production

OU Television Production provides for the technical and production implementation of RTV Slovenia programme units. In 2009, we improved and further rationalised the use of technical assets and human resources.



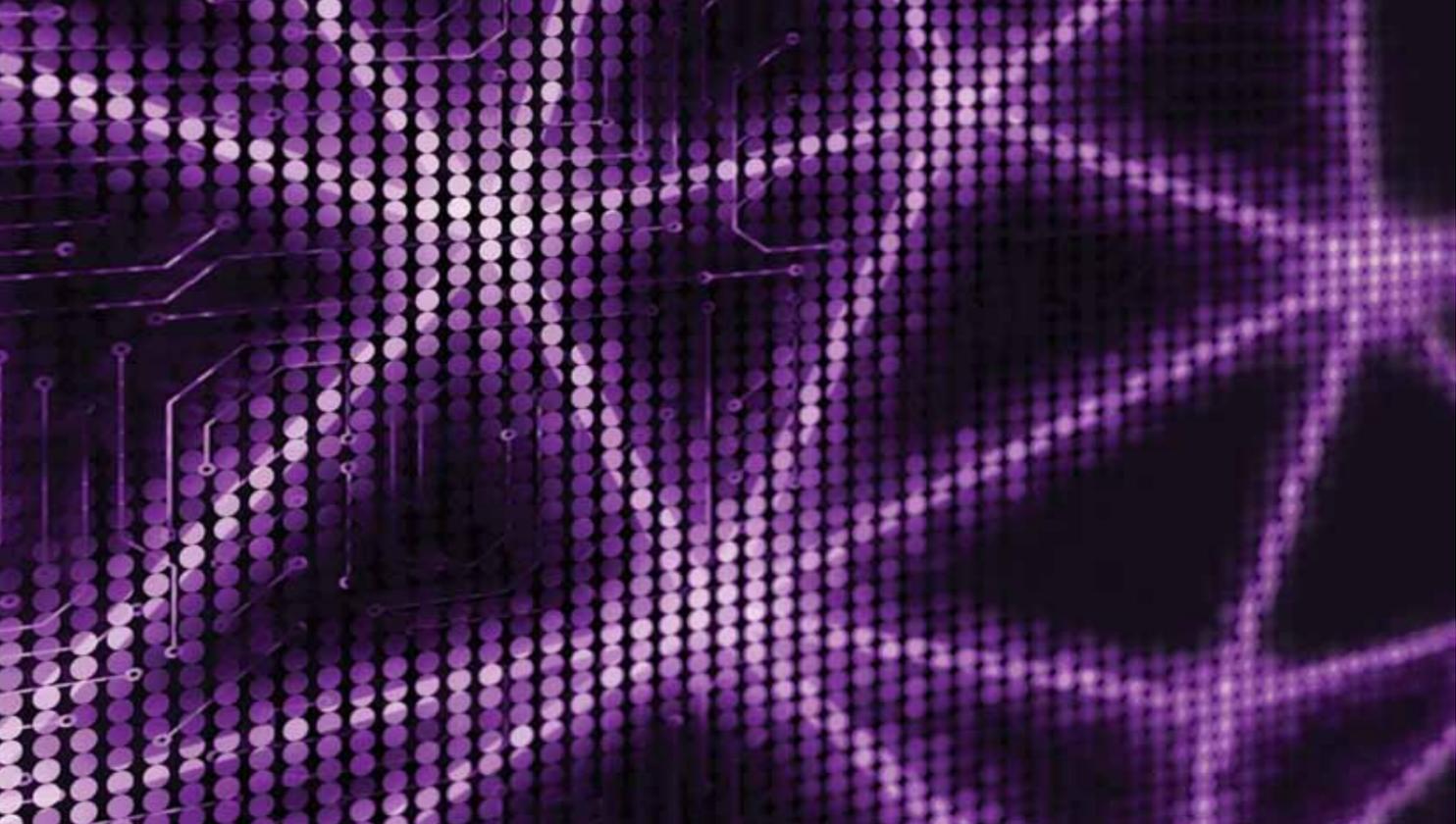
Technological development and transition to the digital environment demands different methods and a different organisation of work, as well as the permanent training of employees. With additional training, we have already partly reallocated staff to new work posts, in accordance with the requirements of the new technology.

With regard to variable costs, OU Television Production acted with all due diligence in 2009. Unfortunately, the failure of worn-out equipment caused unexpected costs.

Outsourcing costs resulted from simultaneous projects and staff shortage in terms of covering excess requirements, with regard to the human resources and technological requirements of programme units.

Because of our high-quality work, the Olympic Committee of Slovenia invited us again to cooperate at the Winter Olympic Games in Vancouver 2010. This is also a confirmation that our work is good and that we are equal partners with the large television houses.





HUMAN RESOURCES, ORGANISATION, EDUCATION AND LEGAL MATTERS

Human Resources

At the end of last year, 31 December 2009, RTV Slovenia had 1,945 full time employees. Fluctuation in employment, both in terms of quantity and quality, is shown in the table Fluctuations in employment 2009.

26 new employment contracts were concluded, while 91 employees have left the institution, including those who retired. We should emphasise that we put much effort into 'natural wastage', which resulted in 49 employees leaving.

Table 24: Fluctuations in employment in 2009

OU/PPU	Hired	Left	Retired	Reallocations	Full-time employees	Disabled	Scholarships	Sick leave up to 30 days	Longer sick leaves - on account of others
PPU TV Slovenia	6	37	8	31	664	37	2	14	34
PPU RA Slovenia	11	19	3	32	413	13	4	9	17
PPU Regional Broadcasting Centre Koper-Capodistria	2	12	3	2	255	13	3	6	13
PPU Regional Broadcasting Centre Maribor	2	2		11	146	3	3	2	6
OU Transmitters and Communications	1	10	1	5	115	6	3	2	3
PPU Multimedia Centre	2	1		3	34	2	0	1	2
Common Services	2	10	1	32	318	15	8	7	19
Total	26	91	16	116	1945	89	23	41	94

116 employees changed work due to internal reallocations. We employ 89 persons with disabilities. In terms of costs, data on sick leave is an important indicator, especially the number of employees absent from work for up to 30 days, which is covered by RTV Slovenia; on average 41 employees were absent.

Absence exceeding 30 days due to illness, absence due to injury at work, blood donation, care and injury outside work, paternal leave for child care, and the absences of 2nd category disabled persons who perform work on a half-time basis, are chargeable

to others. On average, 94 employees were absent over 30 days. 36 female employees were on maternity leave.

Higher employee absence is also a consequence of our age structure. In the future, we will have to focus more on the inter-generational cooperation project and employee health care.

Table 25: Average employee age as at 31 December 2009

	Average employee age as at 31/12/2009 (years, months)
PPU TV SLO	45.11
PPU RA SLO	45.11
PPU RC KOPER	48.08
PPU RC MARIBOR	42.10
OU TRANSMITTERS AND COMMUNICATIONS	47.06
PPU MMC	40.04
COMMON SERVICES	46
RTV SLOVENIA	44.8

In 2009, the Human Resources Department successfully carried out the project of Annual Development Interviews with employees. Annual development interviews were performed with 1,908 or 94.9% of employees.

The Human Resources Department prepared an analysis of the translation to the new salary system. The translation of employees caused trouble, mainly as a result of the employee educational structure. We must emphasise that the professions at RTV Slovenia are specific; in Slovenia these professions did not develop their skills and abilities at universities but through years of practice at our institution.

We had 360 regular outsourced staff in 2009.

Table 26: Average level of education and number of employees per level as at 31 December 2009

Average level of education of employees at 31/12/2008	Number of employees at 31/12/2009	Education levels I-IV	Education level V	Education level VI	Education level VII/1 and VII/2	Education levels VIII and IX
Level of education + difference	Number					
PPU TV SLO	664	104	292	65	183	20
PPU RA SLO	413	41	123	28	209	12
PPU RC Koper	255	33	119	30	66	7
PPU RC Maribor	146	13	54	26	46	7
OU Transmitters and Communications	115	13	51	27	22	2
PPU MMC	34	6	9	7	10	2
Common Services	318	56	114	32	108	8
RTV Slovenia	1945	266	762	215	644	58
		13.68%	39.18%	11.05%	33.11%	2.98%

Department for work organisation

Record of working hours

The system for recording working hours has been modernised and prepared for automatic data entry by the HR information system. At the end of the month, data is transmitted from the recording system to the department responsible for salary calculation. This will eliminate the manual transmission of employee record data and reduce the possibility of error. At the same time, we prepared the new Rules on working time; the new provision has already been incorporated into the employee record system.

Computerised support for annual interviews and the competence model

The information system has been set up, providing analytical support for annual development interviews, which is integrated with the existing HR system. With this, we will achieve higher indirect and direct business benefits, the higher commitment of employees through more appropriate motivation – using more objective bases for the assessment of goal achievement and competences. The system of work performance management and HR development includes a model for specific RTV competences, which is also one of the criteria for remuneration and career advancement. The system will ensure a transparent overview of employees' needs and wishes, and provide support in terms of human resource development.

Programme standards and norms

The Programme Standards and Norms Project prepared a study for new standards and norms (proposing new processes and other modifications required for their implementation). Based on the study, we started the preparation of a two-year Programme Business Plan. With the implementation of new standards and norms, it will be necessary to also update some work-post descriptions and adjust the structure of the organisation. In future planning, we will therefore have to proceed from the proposed and introduced norms and control their adequacy based on realisation.

Education and training department

After five years of formal operation, we can say that the Educational Centre is becoming a place where everybody who participates in the creation of programmes in various ways meet. Its purpose is to facilitate learning, as well as discuss our broadcasts and duly reflect on creations and paths forward. This is reflected in numerous activities, implemented by Educational Centre employees, either through regular educational activities, or as part of development projects, such as the Laboratory for the development of programme content, and E-education.

In 2009, the Educational Centre was further established to include the broader expert public, through collaboration with educational institutions, and through passing knowledge on to school-age generations (internships, educational curriculum for multimedia school students), and in the sphere of the verification of special media knowledge and awarding verified documents for specific multimedia profiles (through the verification and certification procedures for the National Vocational Qualification).

We also focused on international collaboration, including our colleagues in various international workshops, organising educational workshops with renowned foreign speakers, and connecting with foreign educational institutions (internships for foreign students).

In 2009, we organised the following training (attended by almost 700 colleagues):

a. General educational and training programs:

- 60-hour workshop training facilitated by ten experts for work on the Linux operating system;
- 60-hour foreign language workshops at higher and intermediate level (English, German, French, Italian and Spanish), successfully completed by 108 colleagues;
- lectures of a phoniatician, attended by 18 colleagues – announcers;
- 16-hour workshop for work with Excel, successfully completed by 7 colleagues;
- 24-hour 'team building' workshop, successfully completed by ten colleagues, who are future members of the Digital Channels Editorial Board;

b. Technical education and training:

- 6-hour practical workshops educating journalists of Radio Slovenia and Regional RTV Centre in Maribor to work on DALET systems, Audacity and AEQ PAW 120, attended by 95 colleagues;
- 24-hour workshops, providing training for journalists-correspondents and camera operators in recording, editing and sending their contributions ftp, successfully completed by 12 colleagues;
- educating journalists for work on PREDITOR and 'News Flash' systems, which was, this year, completed by an additional 33 colleagues from TV Slovenia's Informative Programme;

- educational workshop in the sphere of digital sound (volume level, spatial sound), attended by 12 colleagues from Television Production;
- 8-hour workshops on sound design for more demanding programme production, attended by 6 colleagues, creators;
- training for assistant camera operators; a 16-hour workshop was successfully completed by six colleagues;
- 24-hour workshop, providing training for camera operators, organised at Regional Broadcasting Centre Koper, and attended by eight colleagues;
- 6-hour training for operating new digital equipment in programme broadcasting, successfully completed by nine colleagues.

c. Programme training:

Amongst the educational training projects in the sphere of communication, and in devising and creating television programmes, the following should be highlighted:

- throughout the year, six modules, simultaneously and in synergy, were run on speech training, communication and public appearance (standard Slovenian, elocution and type of speech, articulation, speech image and self-image; convincing communication, public appearance and rhetoric; achieving relaxation and presence), attended by over 130 colleagues.
- 20 colleagues completed a 60-hour workshop 'Personal Voice and Visual Storytelling', run by Professor Arne Bro, head of the Television Department at the Danish National Academy for Film and Television, and
- Charlotte Mik-Meyer. We organised a two-day international workshop on specialised digital TV channels, where 20 colleagues learned about the specifics of introducing specialised channels (child, school, youth, cultural and art) in the wider European environment.
- 30 colleagues completed a weekly training course on television documentaries with the world renowned authors Hugo Purcell and Mick Csaky, as part of the international project EsoDoc.
- More than 30 colleagues completed a 30-hour workshop on the analysis and evaluation of documentary broadcasts with Hugo Purcell.

d. National Vocational Qualifications

This year, the RTV Slovenia Educational Centre acquired, in addition to the professional standards 'lighting technician', 'lighting designer' and 'announcer-moderator', another six licences for procedures verifying and certifying National Vocational Qualification, for:

- sound designer,
- TV camera operator,
- image and sound editor,
- media archivist,
- make-up artist,
- media content producer.

Following verification and certification procedures, 56 sound designers and 15 announcer-moderators obtained verified documents at Level VI.

Based on agreements on cooperation with educational institutions (from secondary schools to faculties) we took on the responsibility of internships; more than 25 secondary school and faculty students did internships organised by the Education Centre.

With education and training, aiming for motivated, self-confident creators of radio, television and new media programmes, capable of facing the challenges of the quickly changing media environment, and with an active role in development programme projects, the Education Centre is becoming an increasingly indispensable part of support to RTV Slovenia programmes, also initiating and implementing changes, focused on achieving topmost creativity, quality and other strategic goals of a public radio and public television.

Legal Department

The Legal Department at the institution prepared opinions, provided programme consultation for RTV Slovenia channels, and managed various legal fields. In 2009, the Legal Department performed a great deal of legal work on implementing and labour legislation, whilst other activities comprised of work in the fields of civil, administrative, and criminal law.

In 2009, the majority of claims still concerned legal issues or work related to employee lawsuits upon transition to the public sector.

Apart from the usual legal fields within civil and administrative law, the Legal Department of RTV Slovenia also deals with problematic and disputable relationships within the institution.

Settling internal relations takes up almost two thirds of the time of the Legal Department, with increasing need for consultancy services and tasks in the field of copyright law, media law, the issues related to contractual relations, and the implementation of procedures related to the regulation and observance of all of the internal legal acts of RTV Slovenia.

In the legal area, which includes administrative and civil law, we are working on a total of 1,032 legal claims, as follows:

- 756 active execution proceedings against RTV Slovenia debtors;
- 169 labour disputes in which RTV Slovenia is the defendant;
- 67 lawsuits filed by RTV Slovenia;
- 34 other legal matters in which RTV Slovenia is the defendant,
- 6 denationalisation matters.

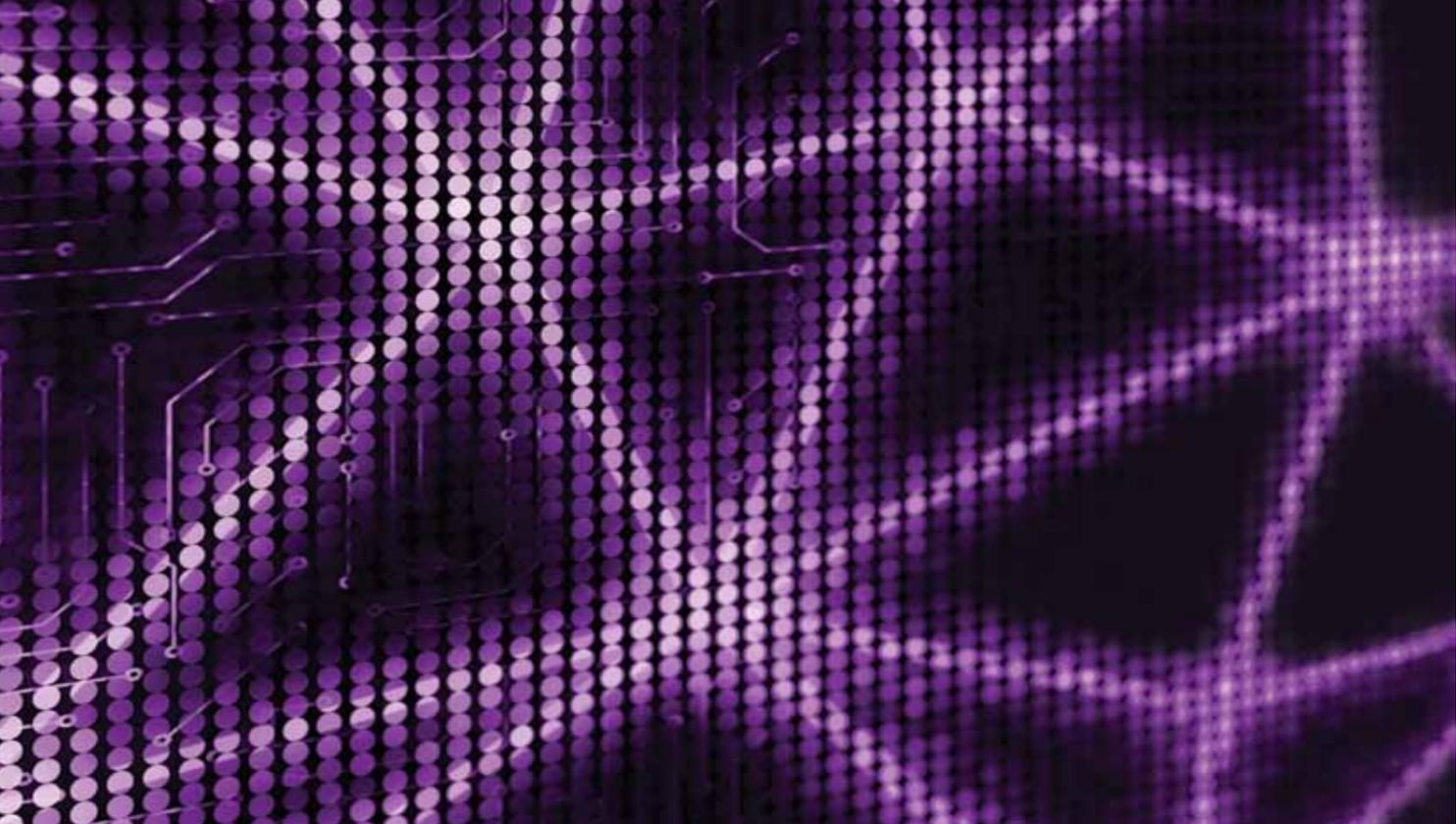
Claims are completed after court and administrative decisions are made final (final judgments and final resolutions); if the judgment or resolution is not implemented, the Legal Department usually passes a motion for execution within two to three weeks as of receipt of a notice on finality.

In 2009, the Legal Department prepared a development project 'Modern Copyright Arrangement,' which will start in 2010. The project, which will go on for several years, was approved of by RTV Slovenia's Supervisory Board.

Magazine Kričač

The editorial board of Kričač, the magazine of the Public Service Broadcaster RTV Slovenia, worked within the Department for HR, organisation, education and legal matters in 2009. In printed form, it has been distributed to 2,700 employees and retired employees of RTV Slovenia for 38 years. On the internet, it is available to all. The editorial board published eight issues (total 152 pages and more than 200 articles). Kričač includes all of the important annual production and business successes of this public institution and interviews with numerous employees in responsible work posts, and creators of radio and television programmes.





INFORMATICS AND DOCUMENTATION DEPARTMENT

The department's main activities in 2009 focused on implementing the business planning and reporting system, upgrading the system for monitoring outsourced contracts, and infrastructure modernisation.

For our business reporting needs, the central data system was upgraded, mainly in the sphere of tracing changes in time. As part of the implementation solution for business planning, intense testing of the system was performed, and an extensive purge of data traffic, required by the data warehouse.

In the sphere of our security policy, a system for electronic training in basic security policies was set up.

In the sphere of infrastructure, a change of firewalls was implemented, and access enabled to secondary providers of internet services in the high-availability configuration. For the needs of reporting and team work, a business portal is being developed, which will enable simpler internal informing, and a simpler monitoring and management of projects. A system has been implemented for the advanced monitoring of our computer infrastructure operations and the early detection and prevention of gridlock.

Design, maintenance and upgrade of applications

An upgrade of our central data system was implemented, and an additional purge initiated. The following upgrades, necessary maintenance and modifications were performed: PIS (business-information system), human resources, salaries, a solution for monitoring the Record label's operations, and documentation systems – Fundus and photo-archive, Scheduall. Links between the system for attendance recording and the system for the calculation of salaries were upgraded. Integration solutions required for PIS programme planning are being implemented.

The most important fields in which major upgrades, development and intense testing were performed:

- the introduction of the business planning system – testing applications, assuming management, and integration with the business system;
- the adaptation of the system for contract management to new requirements, and the introduction of additional controls;
- the activation of access to archive data from removed business applications;
- establishing a portal for internal communication and information.

Information system maintenance and development

In 2009, the planned tasks of modernisation, maintenance and implementation of new services were performed with regard to the information system:

- our complete infrastructure for internet access was modernised and its capacity doubled, including the possibility of including a secondary internet services provider;
- a part of the network in Ljubljana, Maribor and Koper was renovated;
- an upgrade of our active address book to 2008's version was implemented, and an upgrade of the mail system to 2007's version;
- a partial migration of profiles and our own contents to servers was performed;
- the enabling of simplified error reporting on computer equipment via web interfaces ;
- the virtual server system was upgraded.

Services

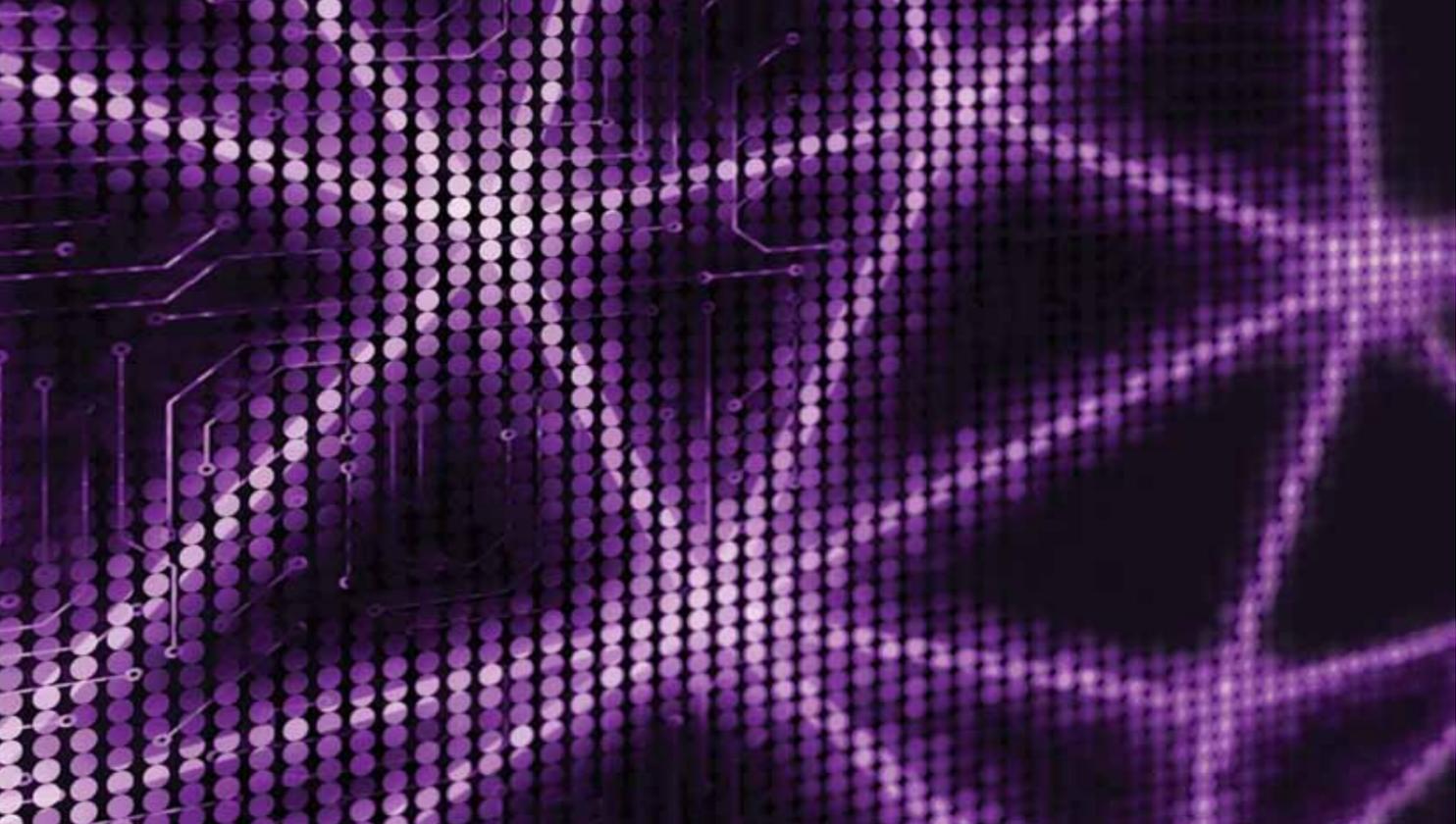
As part of our services, assistance is regularly provided to over 3,000 users, using more than 5,500 pieces of hardware. Software standardisation was performed on specific workstations. We regularly performed updates, replacements, upgrades and basic configurations for all new equipment. Records and tracing were improved in terms of incident management. In 2009, we handled 2,715 major user difficulties, and installed and transferred more than 2,300 pieces of equipment (such as computers, printers, and similar).

Documentation

In 2009, the central archive and museum collection accepted approximately 2,000 loose-leaf binders of material from over 30 of RTV Slovenia's departments. In the six years since the implementation of radio broadcast digitalisation, we have digitalised a 13-year period of our archive material.

In 2009, we performed the demanding transfer of over 10,000 binders containing financial documentation and over 5,550 radio folders from Komenskega 5 to Komenskega 7. The new archive is modern, complying with the newest standards, and enabling users high-quality access to materials.





This means that technical requirements may only be specified as conditions, while the selection of the most favourable provider is based only on prices or other commercial criteria, enabling the most rational selection.

Tender documentation for public procurement is also prepared in English where competition in Slovenia is low. Such procurement is, in addition to publication on the Public Procurement Portal, also often published in the Official Gazette of the European Union, with an aim to increase the number of potential providers.

Alongside the measures explained above, in 2009, we also started to publish the so-called small-value public procurement on the Public Procurement Portal, especially for services provided for RTV Slovenia throughout the year. This means that we publish such public procurement, as an invitation to potential providers, although its value does not require publication according to the Public Procurement Act.

We have noted in these first months that we received many more bids. Prices offered often equal last years prices; in certain cases prices are lower than in previous annual contracts.

Last, but not least, in 2009, the Procurement Department started linking selected providers to RTV Slovenia's advertising. After the public procurement procedure is completed, the selected providers for high-amount contracts are invited to a meeting and presented with the advertising options available at RTV Slovenia. They are then put in touch with the Department for the Marketing of RTV Programmes, to finalise business collaboration.

In 2009, 115 public procurements were performed for the purchase of goods, 68 for the provision of services, and 26 for construction.

Actual expenses incurred within the Procurement Department remained within the planned limits for 2009.

PROCUREMENT DEPARTMENT

In compliance with the Rules on Performing Procurement, dated 29 January 2007, the Procurement Department of RTV Slovenia issues and approves external orders for small amounts, for which a public procurement procedure was not required (up to EUR 10,000.00 excl. VAT for goods and services and up to EUR 20,000.00 excl. VAT for construction projects).

The department also performs, the so-called, minor public procurement, for which publication of public procurement on the public procurement portal is not required, in compliance with the aforementioned Rules. All such procurement is performed via RTV Slovenia's Procurement Department. This constitutes a decentralisation of minor public procurement (from 10,000.00 to EUR 40,000.00 excl. VAT for goods and services, and from EUR 20,000.00 to EUR 80,000.00 excl. VAT for construction).

Procurement in the public institution RTV Slovenia exceeding EUR 40,00.00 excl. VAT for goods and services and exceeding EUR 80,000.00 excl. VAT for construction is implemented on the basis of the Public Procurement Act (ZJN-2, Official Gazette RS, no. 128 of 8 December 2006) Article 18 of the ZJN-2 also sets out exceptions, which apply to a part of RTV Slovenia's procurement.

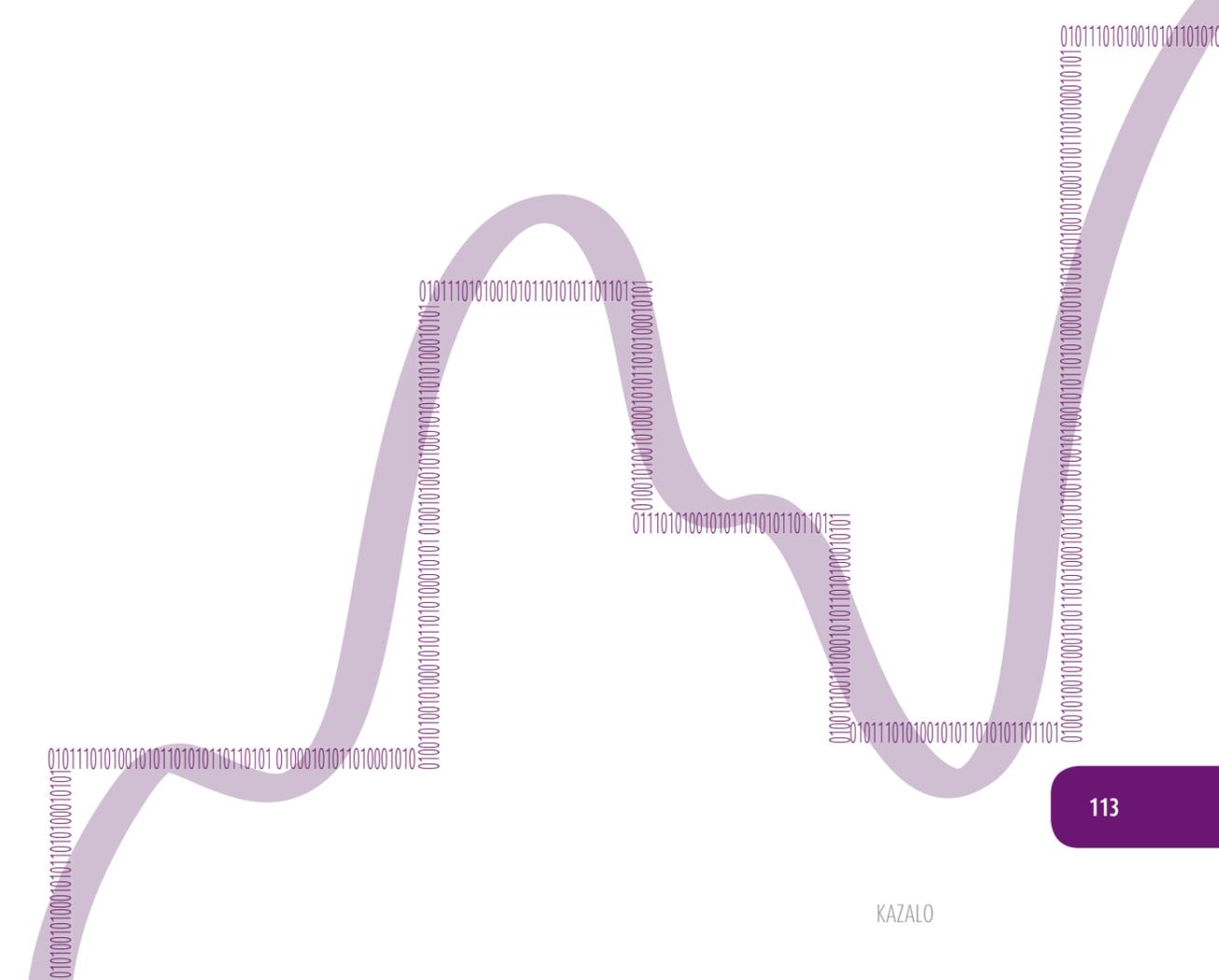
In 2007, a comprehensive computer software system, PIS, was set up, to cover the complete procurement process, from public tender to contracts resulting from it, as well as external orders issued on the basis of contracts concluded. In 2008, investments were also included in PIS; now each investment is directly linked to the relevant external order(s).

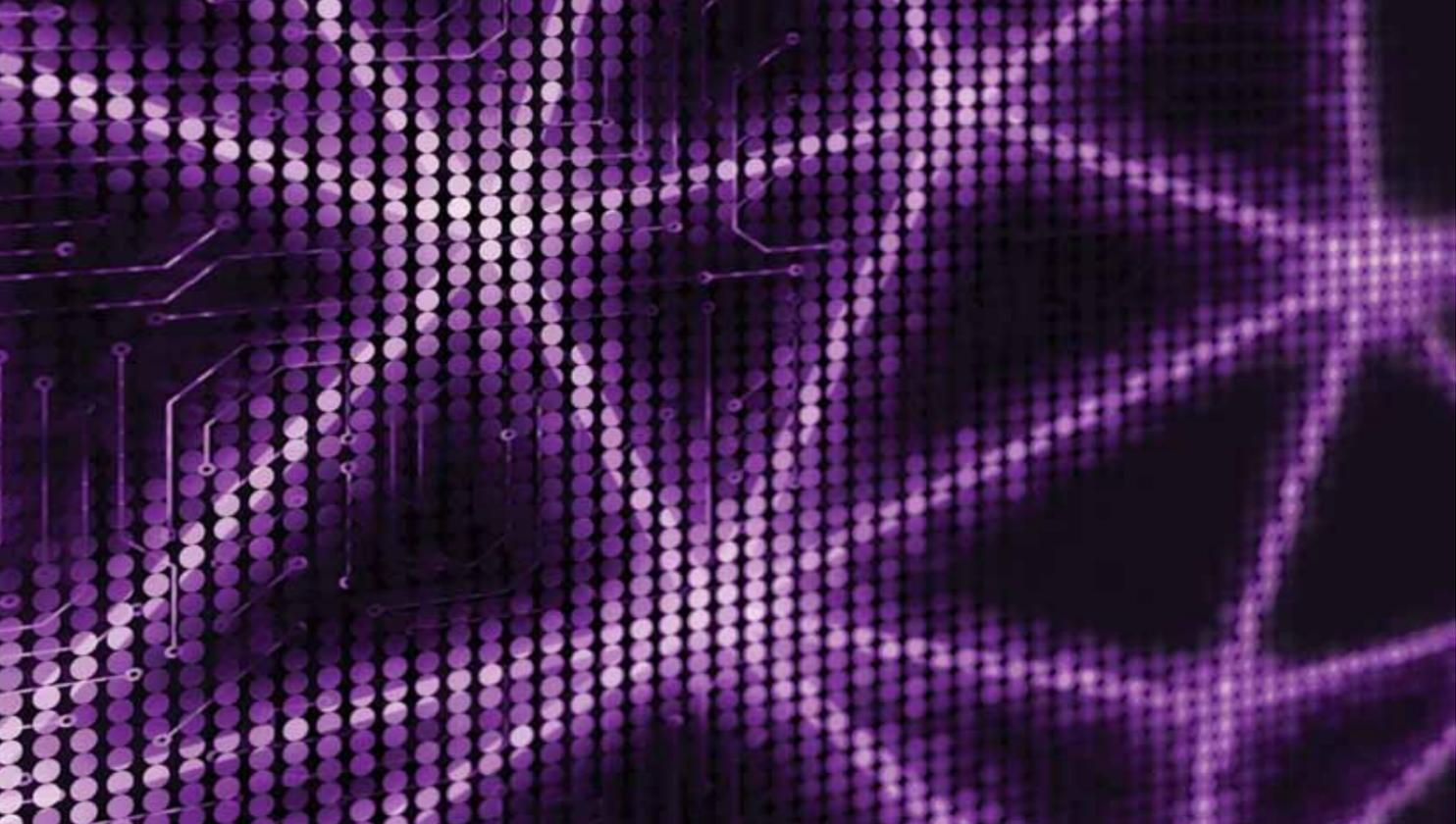
In 2009, the Procurement Department performed procurement using PIS. Where reasonable, we concluded umbrella contracts or skeleton annual contracts, which enabled simpler procurement procedures. Simple procedures entail considerably smaller number of signatories, and all purchases are linked to one contract in relation to external orders. Procurement based on such contracts is subject to very simple regulations.

The rationalisation of procurement continued, with emphasis on combining several smaller procurements into a larger public procurement, and performing multi-annual public procurement when reasonable. Due to economies of scale, we thereby achieved lower price per unit on the object of public procurement.

In April 2009, we set the following economy measures with regard to procurement:

- All public procurement with an estimated value equal to or exceeding EUR 100,000.00 excl. VAT shall involve negotiation; negotiation should also be included in relation to public procurement of a lower value, where reasonable.
- Only commercial criteria may be used in setting criteria for the selection of the most favourable provider for public procurement, such as:
 - lowest price,
 - discount on official pricelist for goods or services,
 - value of maintenance in the guarantee period,
 - maintenance cost in the post-guarantee period and the like.





MARKETING AND PUBLIC RELATIONS

Marketing RTV programmes

In terms of the structure of advertising income acquisition for 2009, we were forced to take into account the situation pertaining to the Slovenian advertising market resultant on the current financial crisis. The plan set for 2009 was almost 90% realised.

One of the reasons for the lower realisation is the lower than planned revenue from both media leaseholders (Media Pool and Media Publikum). The extremely negative influence of the calendar year is evident in the last quarter of 2009. Expectations of negative consequences were realised; our opinion is that the consequences are more negative than we expected in the spring. The economic depression affected the sphere of marketing, especially in terms of its impact on sales. More than one quarter of all companies reduced their revenue or postponed marketing activities.

The development of marketing at RTV Slovenia will be strongly linked to the contents of the new RTV Slovenia Act. Amended legislation in terms of marketing may considerably alter the marketing situation for this public institution.

Television Slovenia

TV Slovenia's revenue amounted to EUR 12,728,000 in 2009. 87.3% of the planned revenue was realised. The most considerable drops in advertising were recorded in June and

October 2009, due to reduced advertising resultant on the economic depression.

The Department for the Marketing of RTV Programmes may only operate well in coexistence with a good programme. Ratings are our weapon, based on which we can convince advertisers that we are the appropriate business partner for achieving their and, of course, our success. We need to set up a system where programme editors will predict ratings for their broadcasts and be responsible for them if the ratings are not achieved. Predicted ratings will form the basis for setting prices and the strategy for selling advertising space.

According to the data collected by RTV Slovenia's Programme Control, the share of prime-time viewers fell to 29%. This fact reduces our opportunities with advertisers with large or the largest budgets, as we cannot fulfil our obligations towards such advertisers. Moreover, the possibilities of increasing advertising revenue are shrinking.

Radio Slovenia

Radio Slovenia's revenue in 2009 amounted to EUR 2,645,000 and reached the plan set for 2009.

In terms of radio programme marketing in 2009, the emphasis was on the following segments:

- our search for the best strategic opportunities, positions, and target groups,
- our ability to follow market trends,
- higher price competitiveness,
- the maximised cost effectiveness of advertising.

Regional Broadcasting Centres Koper-Capodistria and Maribor

Revenue at Regional Broadcasting Centre Koper-Capodistria amounted to EUR 637,000 in 2009. 84.8% of planned revenue was realised. Revenue at Regional Broadcasting Centre Maribor amounted to EUR 546,000 in 2009. 76.20% of the planned revenue was realised.

The situation at both regional centres in terms of advertising is even graver. At both centres, we recorded a considerable drop in the share of both of our largest media space leaseholders. Their realisation accounts for 10% of all revenue. We should also mention the strong competition from regional radio stations (seven competing with Regional Broadcasting Centre Maribor) and television stations that we have to compete with in obtaining advertising budget. We are also experiencing a constant drop in ratings of both television and radio programmes, as well as an inappropriate audience age structure.

Public relations

In 2009, the Public Relations Department operated in alignment with the important uniform goal of all of RTV Slovenia's departments - creating radio and television programmes, and above all, a speedy adjustment to occurring situations. Communication plans were adjusted to priorities in accordance with the Programme Business Plan, as set for individual programmes. We strived to be included in all of RTV Slovenia's activities and we acted as their support.

In 2009, the Public Relations Department was active in the following areas:

1. Media communications
2. Communication with the wider public
3. Corporate communication
4. Internal communication
5. Special projects and 'event marketing'.

Media communication

We carried out proactive activities in the sphere of communicating programme novelties relating to radio, television, web, and business topics - with an aim to influence the results of media publications, and to increase the share of positive publications in all segments of RTV Slovenia's operations and activities, and thereby created a favourable media image for this public institution.

Our activities were evident in-house, where information flow increased and improved, as well as in publicity; in 2009, we recorded a considerable increase in the share of media publications, especially the share of positive publicity and planned publications. See below for numbers and graphs. Analysis has

been performed using the MUMO method ('measuring efficiency of media publications'). Source: Kvali media publications analysis, Press clipping.

In 2009, a total of 8,541 publications were analysed in the media with the term 'RTV Slovenia', which collected 20,733.2 points. Compared to 2008, the total number of publications increased by 1,087 (14.6%). At the same time, the number of points of entire publicity increased by 2,692.6 (14.9%).

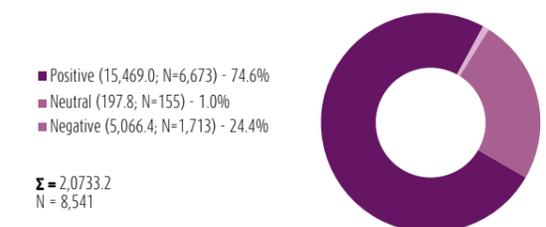
Planned and unplanned publicity (N = 8541)



2,306 planned publications collected 8,087.5 points, which is 39.0% of total publicity. Compared to last year, the number of planned publications increased by 705 (44%). The number of points collected by planned publications increased by 2,591.9 (47.2%). The share of planned publicity has increased by 8.5 percentage points (from 30.5% to 39.0%).



Publicity structure (N = 8541)



The number of positive publications went up by 896 (15.5%). The number of points collected by positive publications increased by 2,142.3 (16.1%). Our share of positive publicity has increased by 0.7 percentage points (from 73.9% to 74.6%).

The number of negative publications went up by 298 (21%). The number of points collected by negative publications increased by 795.9 (18.6%). Our share of negative publicity has increased by 0.8 percentage points (from 23.7% to 24.4%).

Communication with the wider public

Regular contact with viewers and listeners was maintained, processed, and archived in a uniform manner. We monitored all publication of readers' letters in the media and prepared replies, and organised tours for various groups at Radio and Television Slovenia. We continued to obtain and transmit programme content for RTV programme guides, which are sent daily and weekly for publication to the printed and electronic media in Slovenia and abroad.

Corporate communication

Providing a complete visual image of this public institution developed into a broad project, systematically arranging and looking for rational solutions for a large number of applications (business cards, letterheads, forms, diplomas, awards, and so on). Implementation is personalised, adjusted to requirements. RTV Slovenia's gift image was redesigned (adding certain new products) and adjusted to current events, for example, The Winter Olympic Games. The majority of products is designed and manufactured especially for RTV Slovenia, or produced by the record label, ZKP RTV Slovenia.

Special projects

Comprehensive communication support was provided to programme projects such as: EMA, RTV Slovenia Symphony Orchestra season-ticket performances, Radio Koper's 60th anniversary, the performance of RTV Slovenia's representative at the Eurovision Song Contest, presenting RTV awards, presenting Frane Milčinski-Ježek awards, Slovenska popevka (Slovenian pop song), Slovenska polka in valček (Slovenian polka and waltz), Festival narečne popevke (Festival of songs in dialect); our promotion of MMC's novelties, broadcast Dan 202 (Day 202),

celebrated the two-thousandth Dnevnik ... We supported all of the major and important programme novelties for Radio and Television Slovenia, and MMC. We used a comprehensive approach to strengthening the TV Maribor brand name; special emphasis was placed on the show 'V dobri družbi' (In good company), focusing on preserving our music and dance heritage; the campaign was also supported with printed advertising.

We spent the end of the year in preparing corporate activities for the Winter Olympic Games Vancouver 2010. The advertising campaign is focused on strengthening RTV's image through the sports programme and media recognition in a way that enhances ratings and strengthens the RTV Slovenia brand name. All activities were focused on attaining synergy using various tools – especially a maximum use of our own media (radio, television, MMC, trailers, cross promotion, etc.), and other (external) forms of advertising and promotion. Comprehensive communication support for the sports programme, Winter Olympic Games and the Football World Championship will continue in 2010.

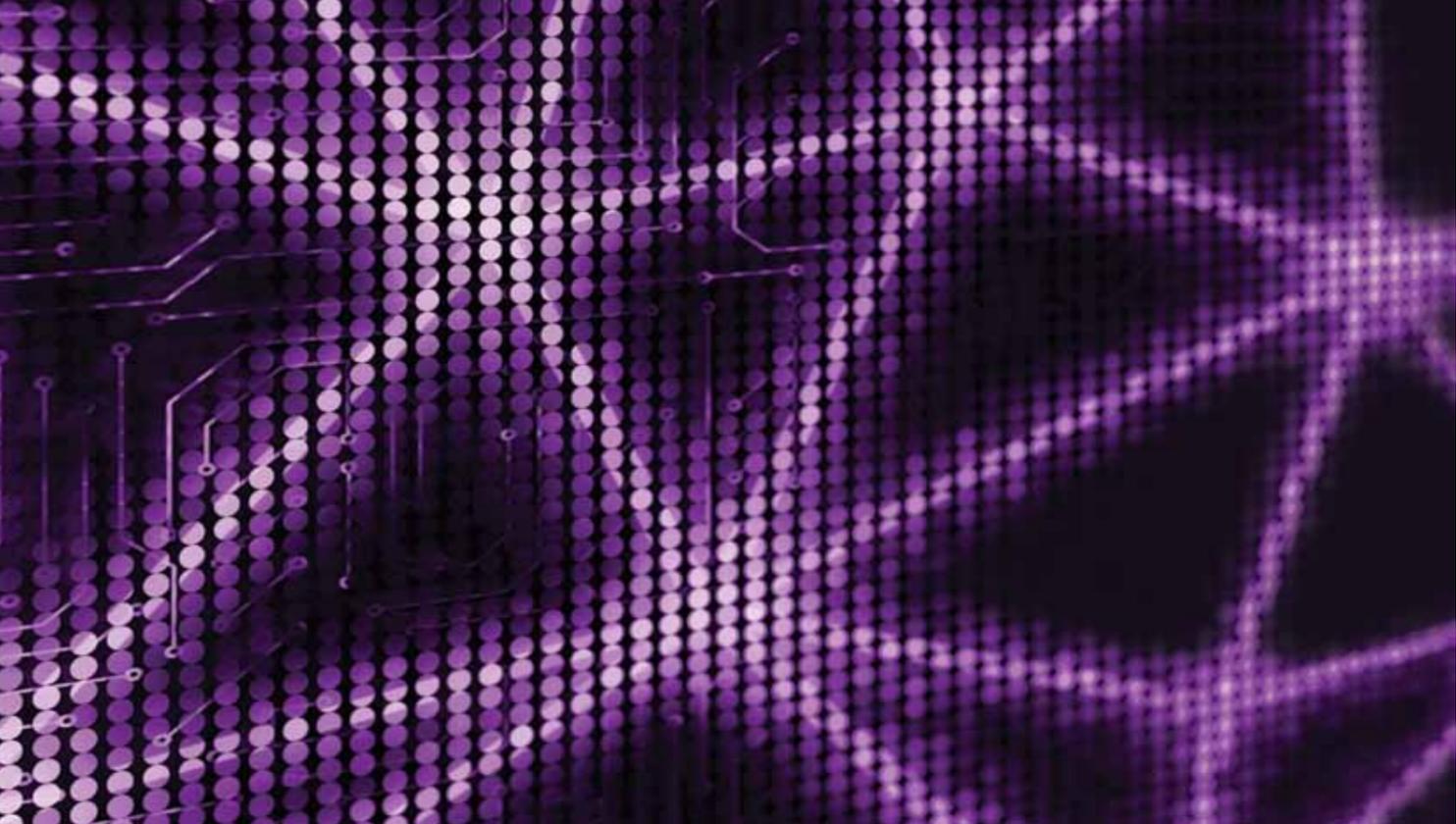
On the basis of contracts on mutual advertising, our marketing activities included organising and implementing advertising in the printed and electronic media outside our radio, television and website programmes. By combining public relations and marketing activities we achieved a greater public impact. We would like to emphasise our organisation of advertising for children, youth, and educational broadcasts and content, created

at Radio and Television Slovenia, in specialised magazines for children, the youth and parents. Our aim is to inform the target public, and to raise an awareness in children to watch and listen to our programmes, and to visit our website.

At The Slovenian Advertising Festival (SOF) we introduced ourselves with the theme 'Appearance is not everything', thus presenting practically the impact of public television. The entertainment part of the presentation was dedicated to Radio SI's programme. Both presentations met with considerable interest and high grades, which contributed to the reputation of our organisation amongst advertisers.

Internal communications

In the sphere of internal communications, some communication activities were: the preparation of birthday gifts and cards for employees, participation in preparing our internal and electronic magazines, and other internal communications. In 2009, we started introducing 'Sharepoint' - a communication point for RTV Slovenia's employees - a project involving electronic connectivity, the transfer of information, and communication between employees themselves, with management, with management bodies, with societies, with trade unions, and the like. This is a modern internal portal; a tool that will soon become a daily entry point for employees, through which they will access crucial data, documents, forms, notifications, information and colleagues.



AWARDS AND PRIZES

Recipients of Slovenian and international awards in 2009

'Consortium Veritatis' awards of the Slovene Association of Journalists:

- Gojko Bervar, Radio Slovenia journalist, award for lifework contribution to the development of Slovenian journalism;
- Anja Hlača, Val 202 journalist, award for young journalistic achievement.

Awards and prize of the Society of Professional Radio and Television Announcers of Slovenia:

- Simona Juvan and Matej Rus, Radio Slovenia announcers, Crystal Microphone awards;
- Bernard Stramič, Radio Slovenia announcer, Ana Mlakar prize for most promising young announcer.

TAKTONS awards, international competition for the sound recordings of public services, radio and television, Novi Sad:

- **RTV Slovenia as the best RTV centre, Grand Prize TAKTONS 2009 (crystal statue);**
- Mirko Marinšek, first prize in the category 'Documentary Programme';
- Miran Kazafura, first prize in the category 'TV Live Performance, Music; and first prize in the category 'Big Band and Orchestras, all genres';
- Darko Kukovič, first prize in the category 'Big Groups and Orchestras';

- Sašo Romih, first prize in the category 'Soloists, Small Groups, Chamber Orchestras and Choirs.'

'Netko' award of the Chamber of Commerce and Industry of Slovenia:

MMC RTV Slovenia web portal www.rtvsporedi.si, award in the category Media and Information Portals.

'Prometheus of Science' award for excellence in communications (awarded by The Slovenian Science Foundation):

Štefan Kutoš, Radio Slovenia journalist, for recognisable broadcast 'Podobe znanja' (Images of Knowledge) on Radio Slovenia ARS programme.

Stop's expert Viktors as selected by Viktor Academy members:

- Marcel Štefančič jr., expert Viktor for the 'Best Moderator of an Informative TV Broadcast';
- Klemen Slakonja, expert Viktor for 'Promising Media Personality';
- creators of Enajsta šola (11th School) broadcast, expert Viktor for a 'Children's and Youth TV Broadcast';
- documentary 'Fabiani : Plečnik', produced by RTV Slovenia, expert Viktor for the 'Best Documentary TV Broadcast';
- 'Vampir z Gorjancev' (Vampire from Gorjanci), coproduced by RTV Slovenia, expert Viktor for the 'Best Feature TV Broadcast or TV Film';

Stop's Viktor for Popularity selected by the audience:
Andrej Karoli, Viktor for Popularity: Radio Personality of the Year.

Vikend's Gong for Popularity, as selected by the readers of the supplements to Delo and Slovenske Novice:

- Slavko Bobovnik, Gong for Popularity in the category 'Informative TV Programme';
- Sašo Hribar, Gong for Popularity in the category 'Radio Programme'.

All-European contest of the European Commission:

Veronika Gnezda, Val 202 journalist; national winner of the contest for young journalists, on the topic of EU Enlargement ('Seeing the bigger picture') for the article 'Ena meja, dve zgodbi' (One border, two different stories).

Pečat Erasmus EuroMedia 2009 Awards in Vienna:

- Zdravko Pečenko for Television Slovenia's full-length documentary 'Narod, obsojen na izgon, Izgnani Slovenci 1941-1945' (Nation, condemned to exile, Slovenians in Exile 1941-1945);
- Samo Milavec from Regional Broadcasting Centre Koper-Capodistria for the documentary produced by the Centre, 'Melodije v parku časa - 100 let Bolnišnice Valdoltra' (Melodies in the Park of Time - 100 years of Valdoltra Hospital);
- documentary 'Šentilj-Spielfeld - mejni prehod, ki ga ni več' (Šentilj-Spielfeld - border crossing that no longer exists), coproduced by RTV Slovenia.

Prix Circom 2009 award:

Barbara Zrimšek and Mojca Mavec, first prize for the broadcast 'Eutrinki' (EU Snapshots) in the category 'Vivre l'Europe'.

Award of the International Film Festival of Documentary Environmental Film ECOZINE in Zaragoza, Spain:

full-length documentary by Maja Weiss and Tomo Križnar 'Dar Fur - Vojna za vodo' (Dar Fur - War for water), coproduced by RTV Slovenia, award for the 'Best Documentary'.

Award of the International Film Festival for Youth in Treviso

- Jelka Ribarič Grabljevec, recipient of an award for the film entitled 'Božična reševalna akcija' (Christmas Rescue Operation)

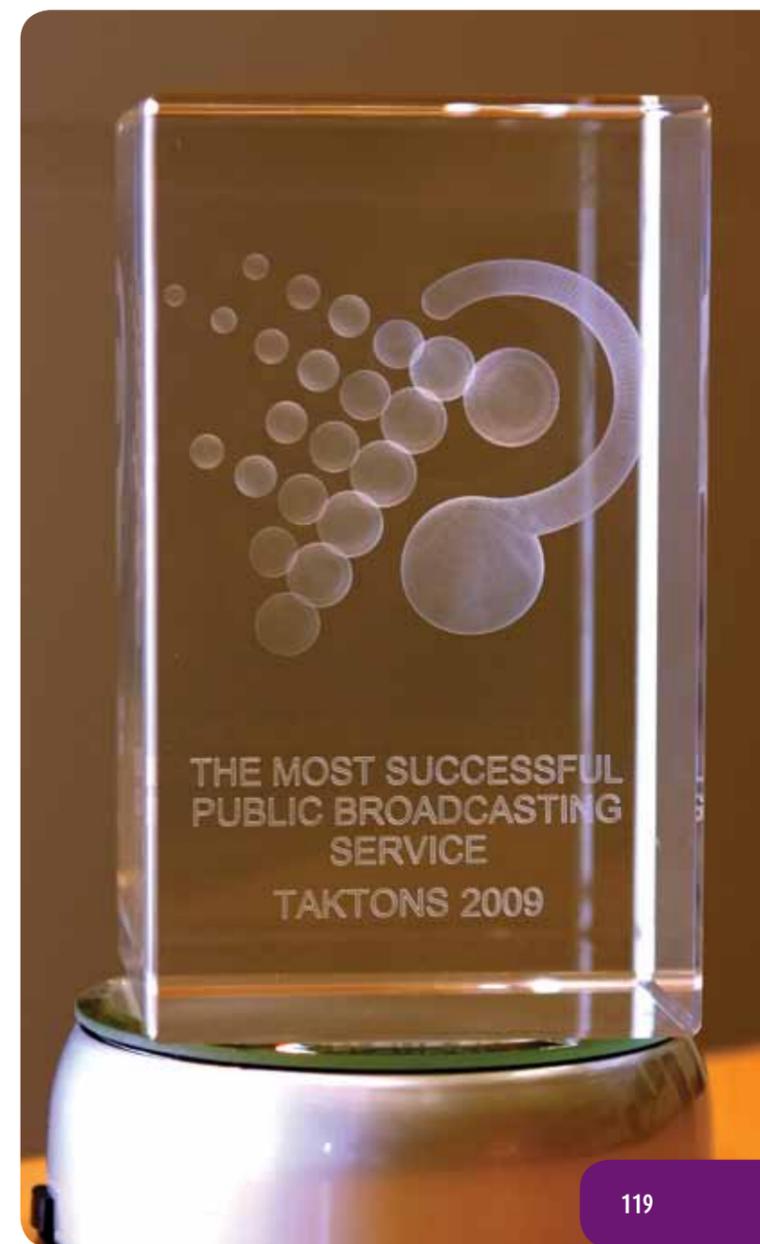
Internal Awards of RTV Slovenia

RTV Slovenia Award for Life-Time Work:

Jožica Hafner, for many years a colleague at the Archiving and Documentation Department of TV Slovenia

RTV Slovenia awards for long-term contribution:

- Igor Otavnik, Head of Radio Coordination at OU Radio Production;
- Boris Kralj, sports editor at Radio Koper, Regional Broadcasting Centre Koper - Capodistria.





RTV Slovenia Awards for Achievement in the previous year:

- Miha Žibrat, journalist at the Sports Programme Department at Television Slovenia;
- Franc Arko, director at TV Slovenia
- Matej Praprotnik, journalist at Radio Slovenia

RTV Slovenia awards for recipients of international or domestic prizes:

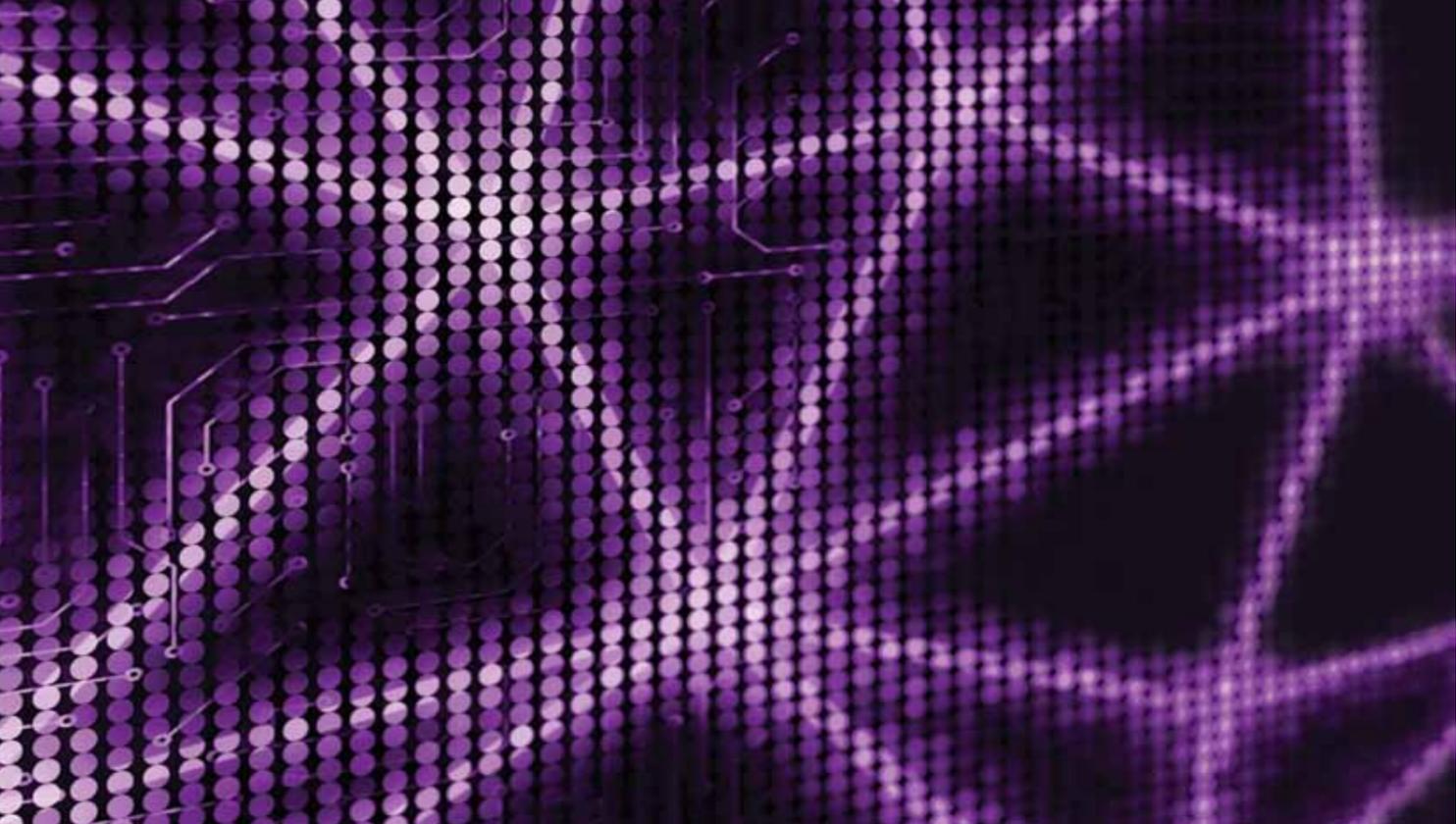
- Dejan Rat, journalist at Radio Maribor
- Tanja Gobec, journalist at Television Slovenia
- Igor Likar, director at Radio Slovenia
- creators of the radio play 'Arija' (Aria); Alen Jelen, director; Goran Schmidt, stage manager; Darja Hlavka Godina, music editor, and Sonja Strenar, member of the team for music recording and directed broadcasts;
- creators of the broadcast Evropa, osebno! (Europe, personally!) Tadej Košmrlj, Anja Hlača and Matej Praprotnik;
- Samo Milavec, director at the Regional Broadcasting Centre Koper-Capodistria
- Bojan Paliska, system informatics engineer, and Sandi Cunja, editor, at the Regional Broadcasting Centre Koper-Capodistria
- creators of the broadcast 'Na vrtu' (In the Garden) Irena Bedrač, Danilo Plazovnik, Igor Purnat, Mitja Purgaj and Angelina Premdehar;
- members of the media project CIRCOM 2008 Zoran Medved, Irena Bedrač, Darko Pukl and Matej Žunkovič;
- colleagues from the RTV Slovenia Educational Centre, who received award for the HRM project; Marjan Kralj, Janez Strojjan, Daša Saftič and Janez Lombergar.



Awards of Honour for work performed at RTV Slovenia; Boy with Whistle Statue:

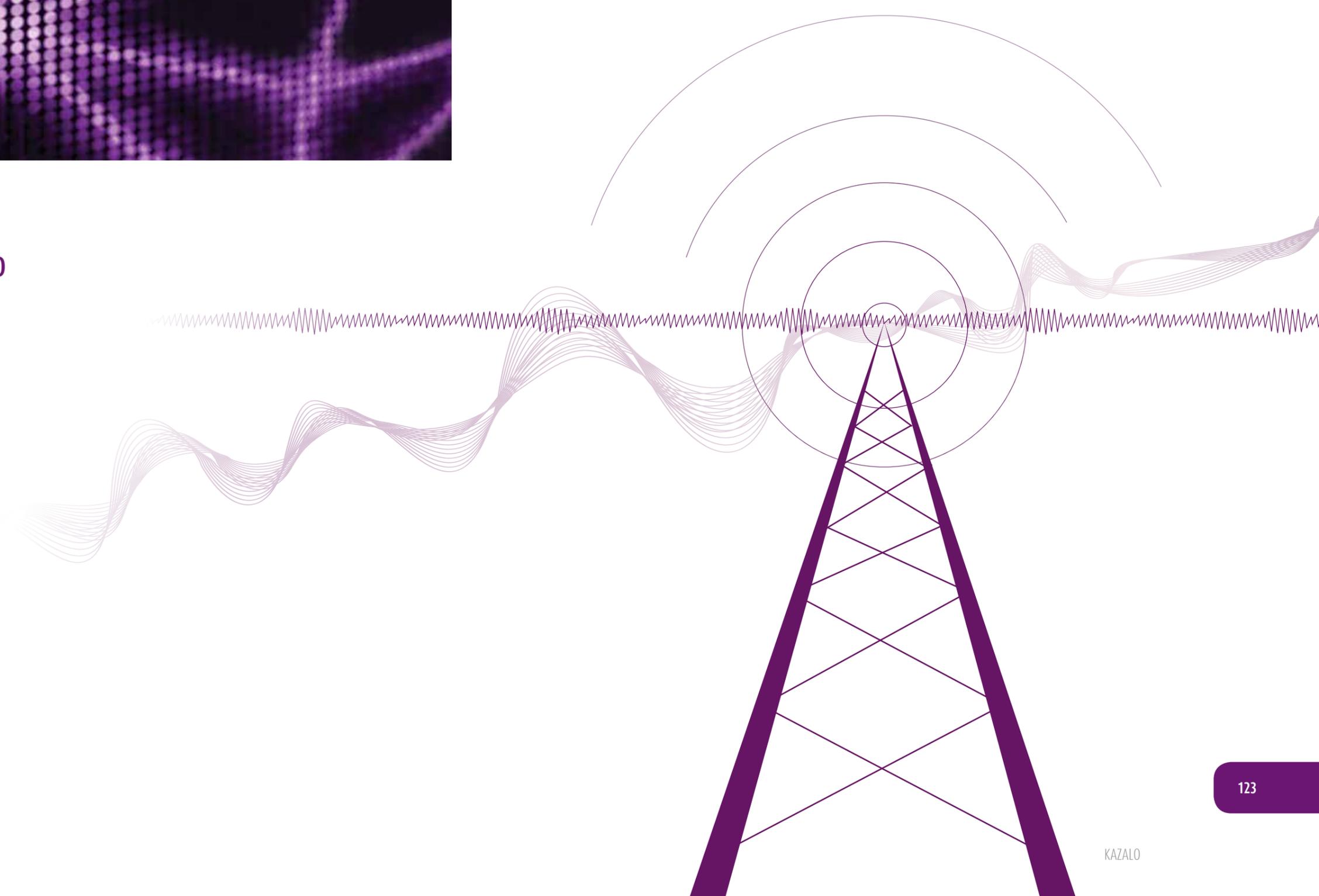
- Boris Bergant, former Assistant Director General for International Relations, and former vice-president of the European Broadcasting Union – EBU;
- Jože Bergant, former colleague at the Transmitters and Communications Organisational Unit
- Stanko Perpar, former colleague at the Transmitters and Communications Organisational Unit.

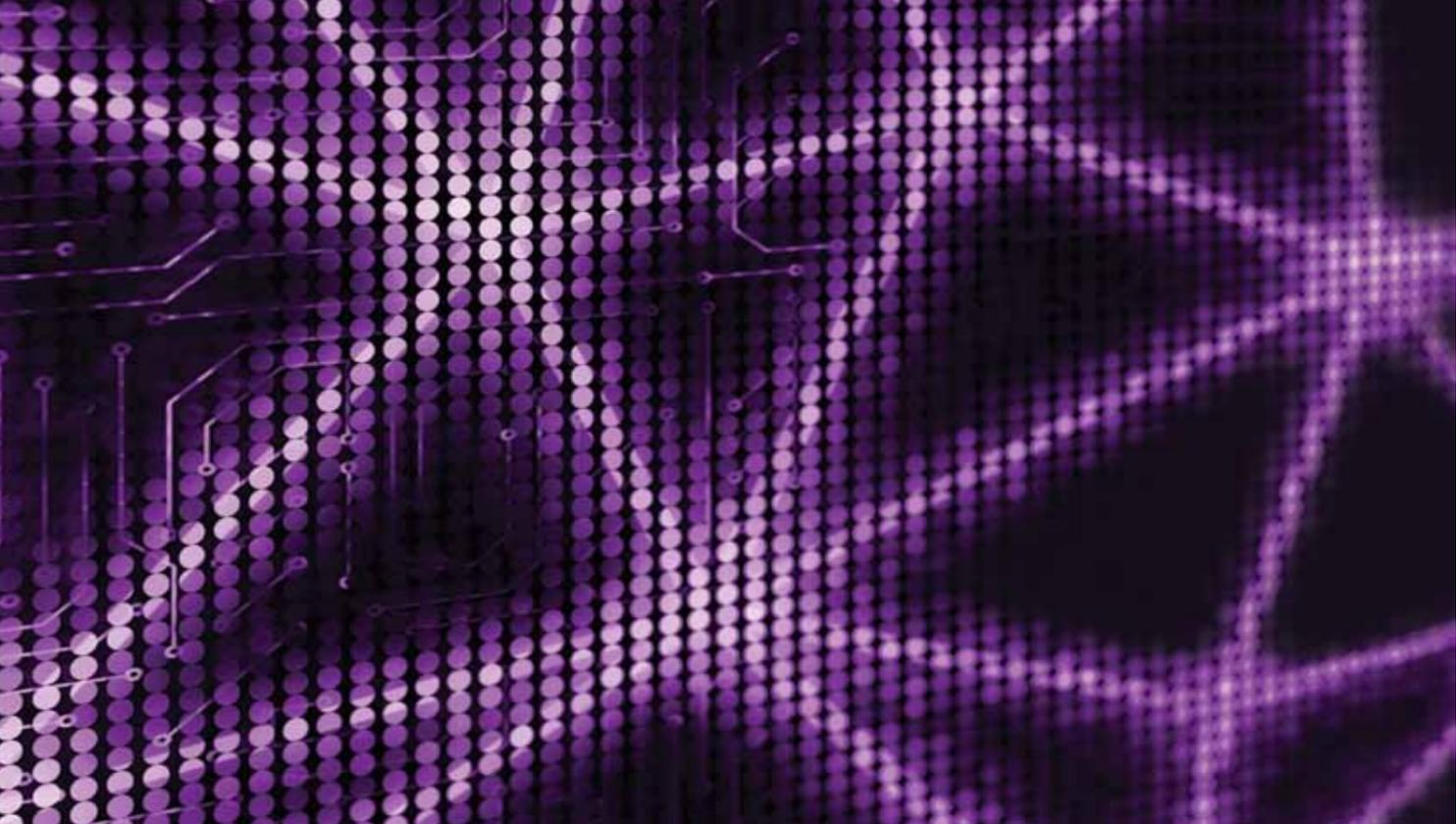




LEGAL BASIS FOR THE PERFORMANCE OF ACTIVITIES AND BUSINESS OPERATIONS

Institutes Act
Media Act
RTV Slovenia Act
Public Finance Act
Public Procurement Act
Public Sector Salary System Act
Employment Relationship Act
RTV Slovenia Articles of Association
Collective Agreement of the public institution RTV Slovenia
Collective Agreement for professional journalists
Other rules and internal regulations





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