

# SLOVENIA'S MEDIA LANDSCAPE

## *Under pressure: The political, commercial and journalistic standards challenges*

*Media ownership concentration and declining revenues amid lack of coherent media policy are threatening ability of the media in Slovenia to maintain democratic roles.*

The Slovenian media face significant financial, political, and structural challenges.

**Journalistic Standards Under Pressure:** Editors and journalists of news media in Slovenia claim adherence to the Slovenian Journalists' Code of Ethics. However, time constraints and the pressure to produce a high volume of content limit their ability to maintain accuracy and depth. This often pose a challenge as journalists and editors need to juggle between meeting the quantitative and qualitative standards. The credibility of the national news agency remains crucial for smaller outlets that rely on its reporting. The decline of investigative journalism is a major concern. While public and commercial media outlets struggle with staff reductions and financial constraints, investigative teams have been significantly downsized or disbanded. In contrast, non-profit and community media have seen modest improvements, albeit with unstable funding models that require journalists to apply for grants and external financing.

**Political and Commercial Pressures:** Political influence over the media remains a persistent issue. Commercial media owners often impose editorial agendas aligned with their financial or political interests. While public service media strive for independence and balance, political and financial pressures – both past and present

– raise concerns about their autonomy and sustainability. Journalists are targets of attacks and harassment.

**Diversity and Public Engagement:** The commitment to facilitating public debate and political participation is strong across various news media categories, with strategies to include civil society voices and mobilize citizens for electoral events. Editorial policies in the leading public, commercial and community media, generally exclude radical voices to prevent the spread of harmful campaigns.

**Future Challenges:** The Slovenian media sector stands at a crossroads. Media ownership concentration and declining revenues amid lack of coherent media policy are threatening ability of the media in Slovenia to maintain democratic roles. While professional standards in the leading news media remain rather high, economic instability and political interference pose ongoing threats to media freedom and pluralism. Structural reforms, greater financial transparency, and safeguards for editorial independence and journalists safety are necessary to ensure a resilient and independent media in Slovenia.

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