

Science Journalism in the Digital Age

What states are doing to promote journalism: The Austrian case and „Die Wiener Medieninitiative“



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March 18, 2021

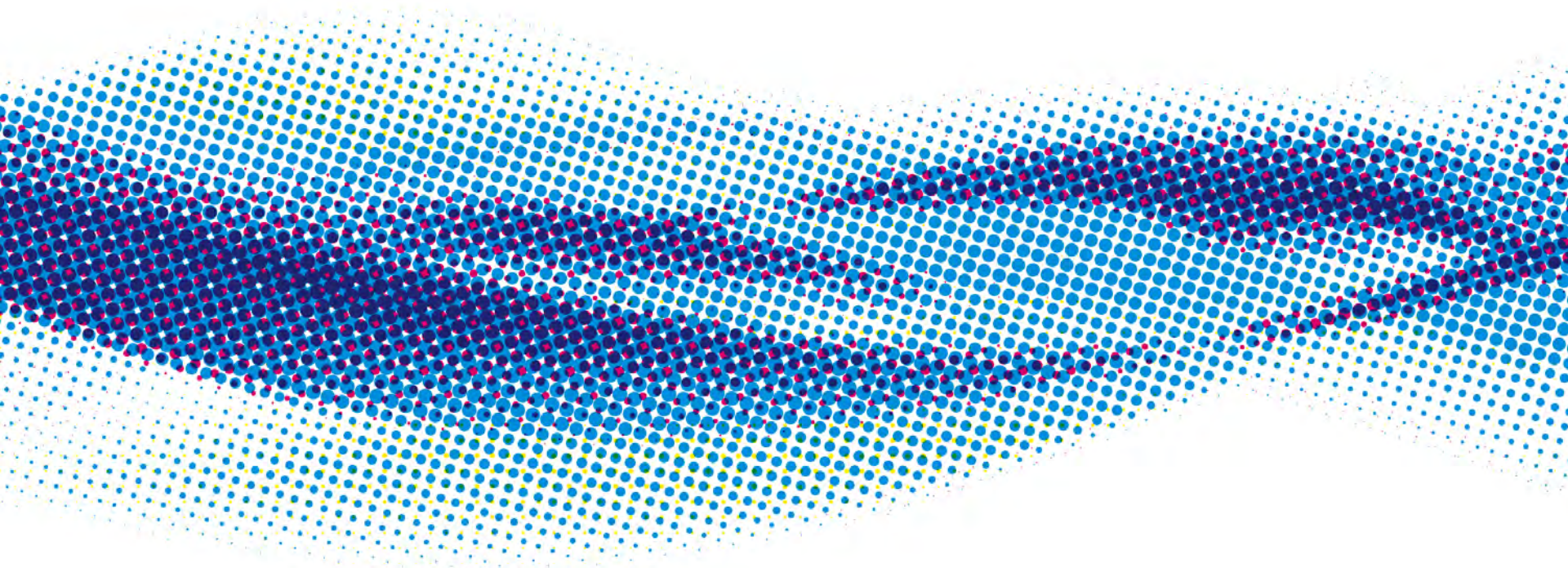
The media market – Specifica Austriaca

- Only 14 daily papers - still strong reach (60% daily readers)
- Dual broadcasting market – introduced very late (2001)
- Early digitization - but hardly any new journalistic players
- Strong private ownerships - high degree of concentration
- Independent journalism - but strong political parallelism



Why legacy media chase funding

The recent economic background



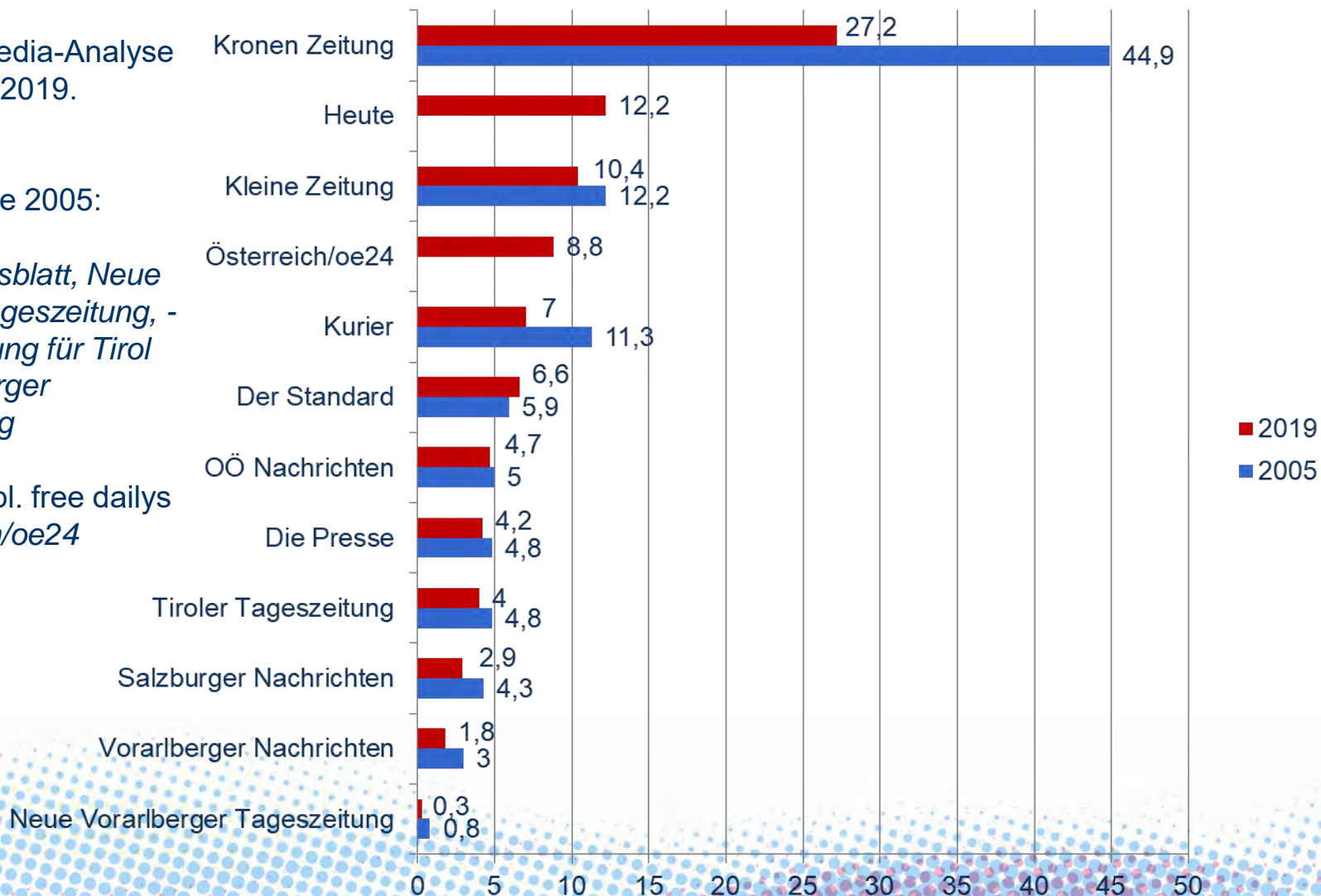
Daily newspapers: Reader losses, half the sale

Sources: Media-Analyse (MA) 2005, 2019.

Closed since 2005:

- *Wirtschaftsblatt, Neue Kärntner Tageszeitung, - NEUE Zeitung für Tirol and Salzburger Volkszeitung*

Newly establ. free dailys
- *Österreich/oe24*
- *Heute.*



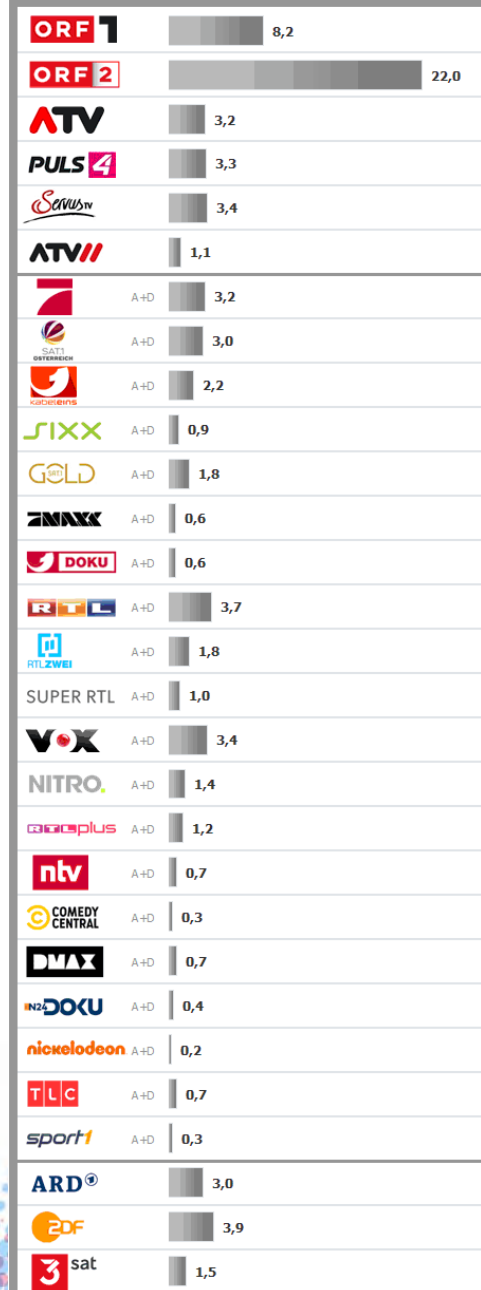
TV 2020:

Fragmented TV market
with strong German competition

Marketleader ORF

Quelle: Teletest

TV-Marktanteile 2020 nach Sendern
Erwachsene ab 12 Jahren, alle Empfangsebenen



Quelle: AGT / GfK Austria / TELETEST
Grundgesamtheit: österr. Bevölkerung ab 12 Jahren in TV-Haushalten
A+D = Summe Österreichfenster + deutsches Programm

Ranked by Turnover 2019

Examples:

ORF (2019): 1.053 Mio. Turnover

Mediaprint: 416 Mio. /
Profit before taxes +20 Mio.

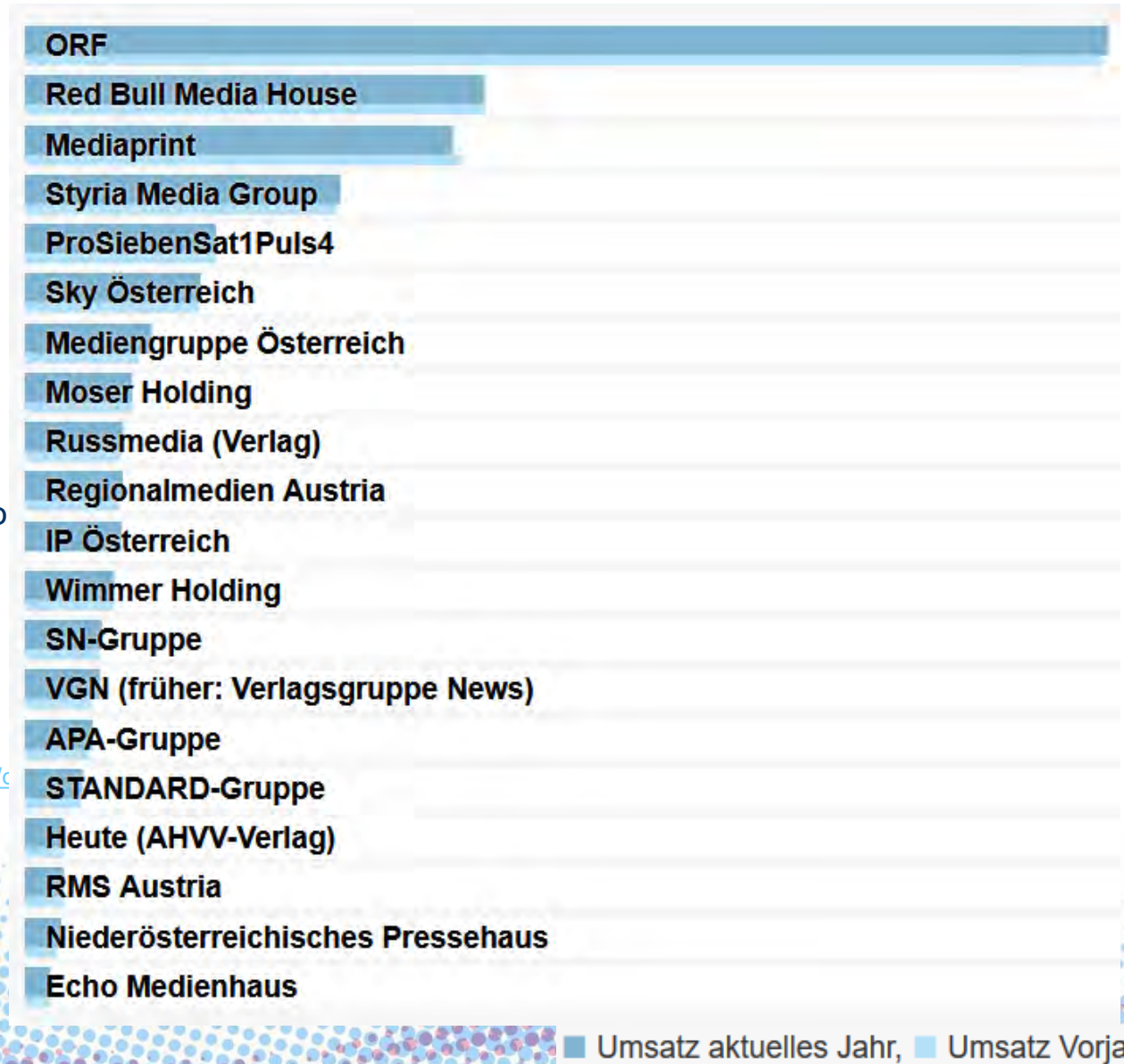
Styria-Media: 307 / +12 Mio.

ProSiebenSat1Puls4: 186 / +35 Mio

„Österreich“: 124 Mio. / +5 Mio.

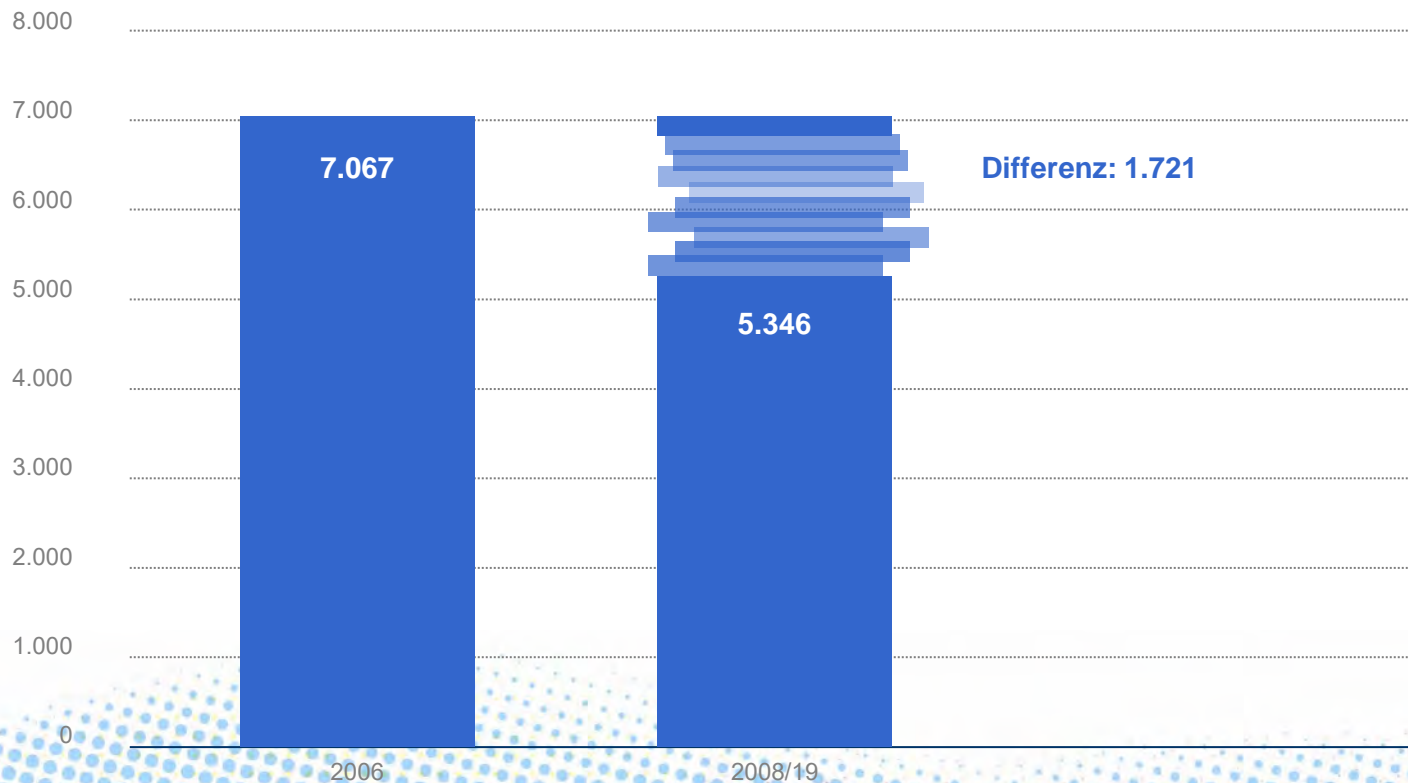
News-Gruppe: 73 Mio. / -5 Mio.

Sources: own data MHW and
<https://www.derstandard.at/story/2000118737432/osterreichs-groesste-medienhaeuser-2020-und-ihre-erwartungen-in-zeiten-von>



■ Umsatz aktuelles Jahr, ■ Umsatz Vorjahr

Rapid decline in journalistic jobs (-25 %)

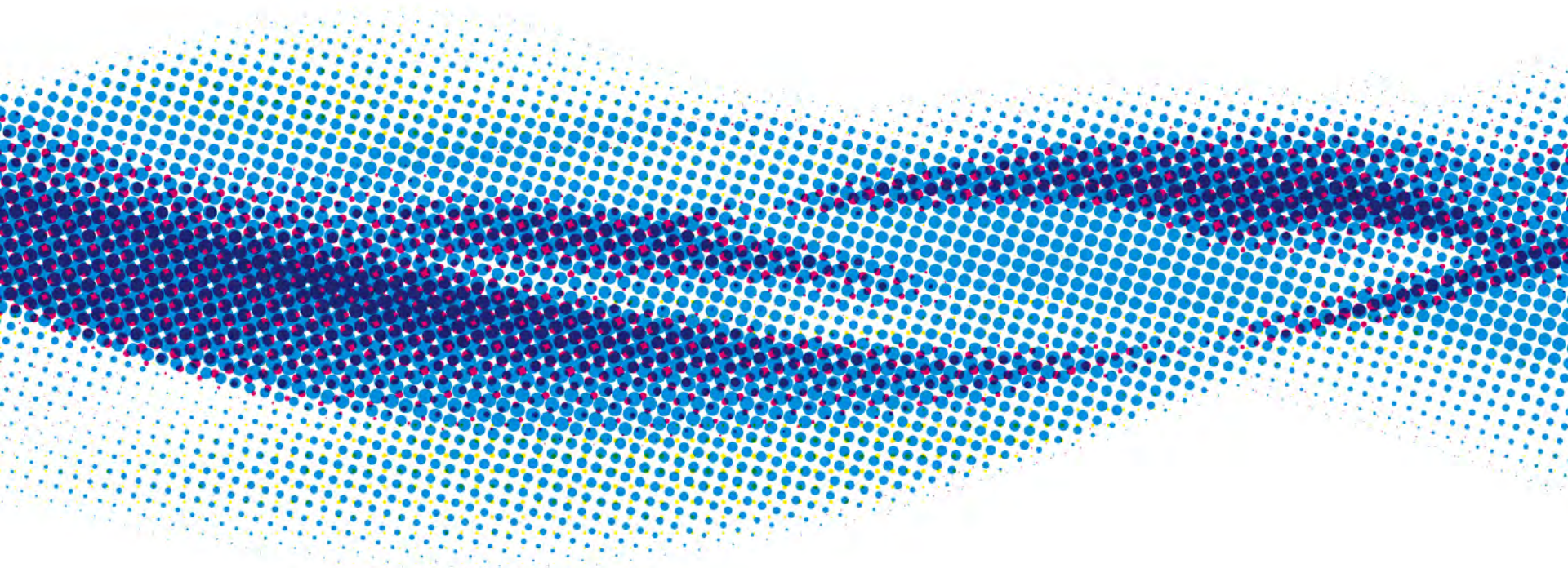


State Media Subsidies

- Private Broadcast Fund 2019/2020: 20 Mio. Euro
- Noncommercial Broadcaster/ citizen channels '19/'20: 3 Mio. Euro
- Press Subsidies (Dailies) 2019/2020: 8,9 Mio. Euro
- „Corona-Subsidies“ 2020 (Dailies, Weeklies, private and noncommercial broadcast)
9,7 + 2,7 + 15 + 2 Mio
- PUBLIC ADVERTISEMENT 2019 (mainly print): 178 Mio. Euro
- PUBLIC ADVERTISEMENT 2020: 222 Mio. Euro

Planned: 2021 „Digital Transition Subsidies“ 33 Mio., Public Ads till 2024: 180 Mio. Euro

New Kid on the Block: „Wiener Medieninitiative“



Die Wiener Medieninitiative

- Financing: City of Vienna
- Concept: Research team from Medienhaus Wien together with „Presse- und Informationsdienst“ of the City of Vienna
- Operationalization: Wiener Wirtschaftsagentur (The general business development agency of the city)
- Budget: 2,5 Mio. Euro p.a.
- Aim: To promote journalism and innovative media projects
- Started: 2020



How the program is promoted by the City of Vienna



Wiener Medieninitiative

Two funding programmes: "Medienprojekt" und "Medienstart"

7.5 million euros for 3 years

Funded by the City of Vienna,
developed with research support,
decided by an independent jury of experts

„Medienprojekt“

- Realisation of new journalistic offerings
- Through media companies (also in the process of being founded)
- max. 100,000 euros funding
10,000 euros minimum
- max. 2 years duration
- Women's bonus 5,000 euros

What we look for...

- New and innovative ideas
- Journalistically high quality
- Independent of format (print, TV, podcast, app, etc.)
- Based in Vienna
- From media companies (according to Austrian media-law)
- With a sustainable business model

.... and what we don't

- Pure technical solutions
- Exclusive content production
- Corporate publishing
- Association and member newspapers
- PR agency journalism

„Medienstart“

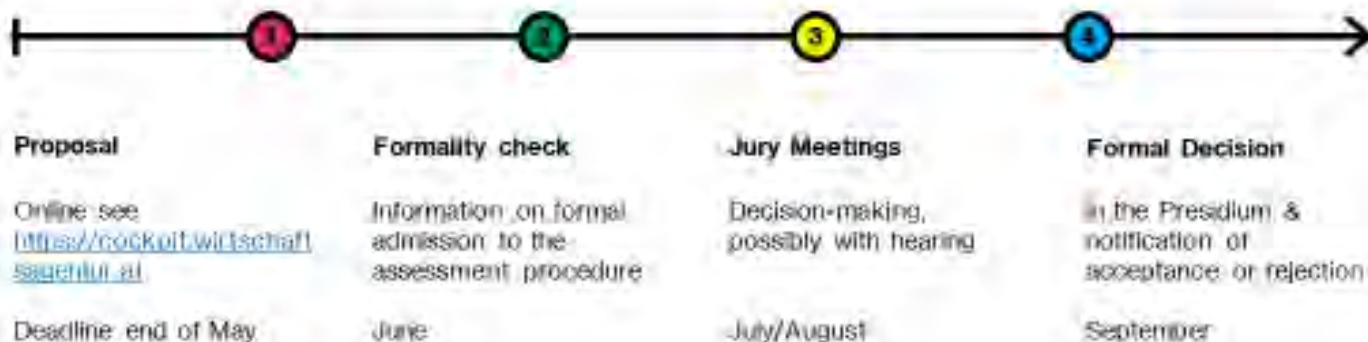
- Feasibility of new journalistic concepts
- For individual journalists and small media companies
- max. 10,000 euros funding
- max. 1.5 years duration
- No company foundation required

„Medienstart“ subsidizes...

- Journalistic project development...
- To evaluate economic viability (target group, benefits, marketing, networking)
- Planned measures, e.g. training, support from experts, international benchmarking
- Further development after first steps
- Focus on socially relevant content with diversity as a contribution to Vienna's media plurality



Timeline



1. + 2. round 2020

68 "Medienprojekt" submissions
23 funded projects
10 led by women

28 "Medienstart" submissions
24 funded projects

2,264,315.00 Euro
total amount of funding distributed in
the first year

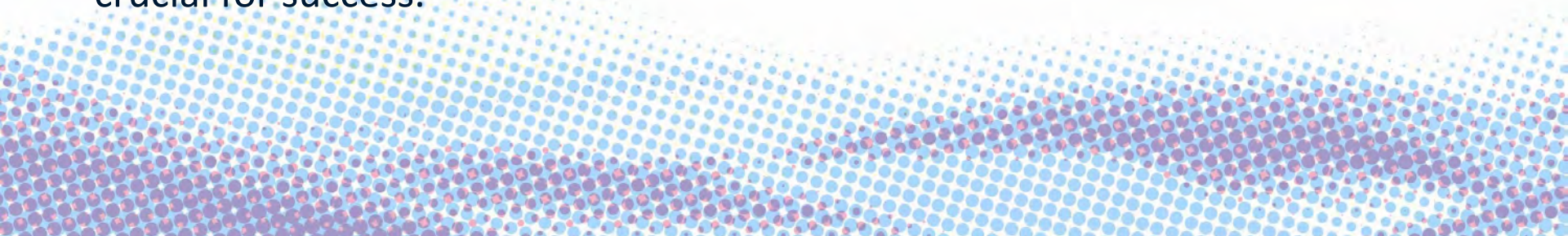


Jury-Members 2021 (pool of ten, 7 involved per tender):

- Christopher Buschow (Bauhaus Universität Weimar)
- Annette Hillebrand (Mediamanagement-Expert and -coach, Hamburg)
- Matthias Karmasin (Austrian Academy of Sciences)
- Daniela Kraus (GS Presseclub Concordia, Vienna)
- Ulrike Marinoff (Presse- und Informationsdienst – City of Vienna)
- Leonard Novy (Inst. Für Medien- und Kommunikationspolitik, Köln)
- Helmut Strutzmann (MultiArt-Agency Vienna)
- Anita Zielina (City University New York)
- Alexandra Borchardt (RISJ Oxford and Hamburg Media School)
- Wolfgang Trimmel (Mediafunding expert Vienna)



Learnings:

- Response was very high in the industry compared to relatively low funds used.
 - The clear focus on journalism and the decision by an independent jury of experts were commented on particularly positively.
 - The quality of the submissions still varies greatly in terms of form and innovative potential, and there is room for improvement (and support). The clear questions on journalism perspectives, diversity of content and innovation are still uncharted territory for many legacy media and entrepreneurial players.
 - For the growing sector of non-profit journalism and innovative networks without their own economic goals, a funding offer is still missing in Vienna.
 - In addition to funding support, the next step should be to promote the development of an ecosystem with training, counselling, networking, etc. as crucial for success.
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Thank you for listening

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