



RADIO
TELEVIZIJA
SLOVENIJA

Annual report  2007

Accessibility to the programme output of RTV Slovenia ///

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

- via terrestrial wireless waves in Slovenia;
- via IPTV-networks in Slovenia;
- in cable networks in Slovenia and those foreign countries that signed contracts on reemission (in Austria, Bosnia and Herzegovina, France, Macedonia, Serbia, Montenegro, Croatia, Poland, Slovakia, Sweden, the Czech Republic, Hungary);
- via the satellite Hot Bird 8 - Vročna ptica 8, 13 degrees east, 12.30288 GHz, y-polarisation 27.500 – 3/4, Wide Beam;
- on the web site www.rtv slo.si;
- on mobile devices at addresses www.rtv slo.si/wap or www.rtv slo.si/pda.

Broadcasts for foreign countries are regularly also aired in cable systems in Germany, USA, Canada, Argentina, Australia, on the satellite channel 3-sat, the satellite channel Europe by Satellite and the satellite channel Scuola.

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Financial Report · [attachment on CD]

Presentation of RTV Slovenia ///

RTV Slovenia is a public institute of special cultural and national importance rendering public service in the field of radio and television activities for the purpose of ensuring democratic, social and cultural needs of the citizens of the Republic of Slovenia and the Slovenes in the world, the members of Slovene national minorities in Italy, Austria and Hungary, the Italian and Hungarian national communities in the Republic of Slovenia as well as offering other activities in compliance with the Radiotelevizija Slovenija Act.

As stipulated by the Radiotelevizija Slovenija Act, the public service broadcaster must prepare two national television programmes, three national radio programmes, radio and television programmes of the regional RTV centres in Koper and Maribor, one radio and one television programme for the autochthonous Italian and Hungarian national communities respectively, radio and television broadcasts for

treasury of RTV Slovenia richer with their recordings. We should not go past by mentioning their versatile concert activities both at home and abroad as well as the promotion of RTV Slovenia and of Slovenia as a country.

The Record Label is also active within RTV Slovenia. It releases CDs, audio cassettes, video cassettes and DVDs.

The future activities of RTV Slovenia are reflected in the Multimedia Centre responsible for teletext, the Internet pages of the multimedia portal (www.rtv slo.si) and the WAP portal (wap.rtv slo.si). The Multimedia Centre is also responsible for creating three info channels (children's, entertaining and informative) and for the subtitling of broadcasts for the deaf and the hard of hearing.

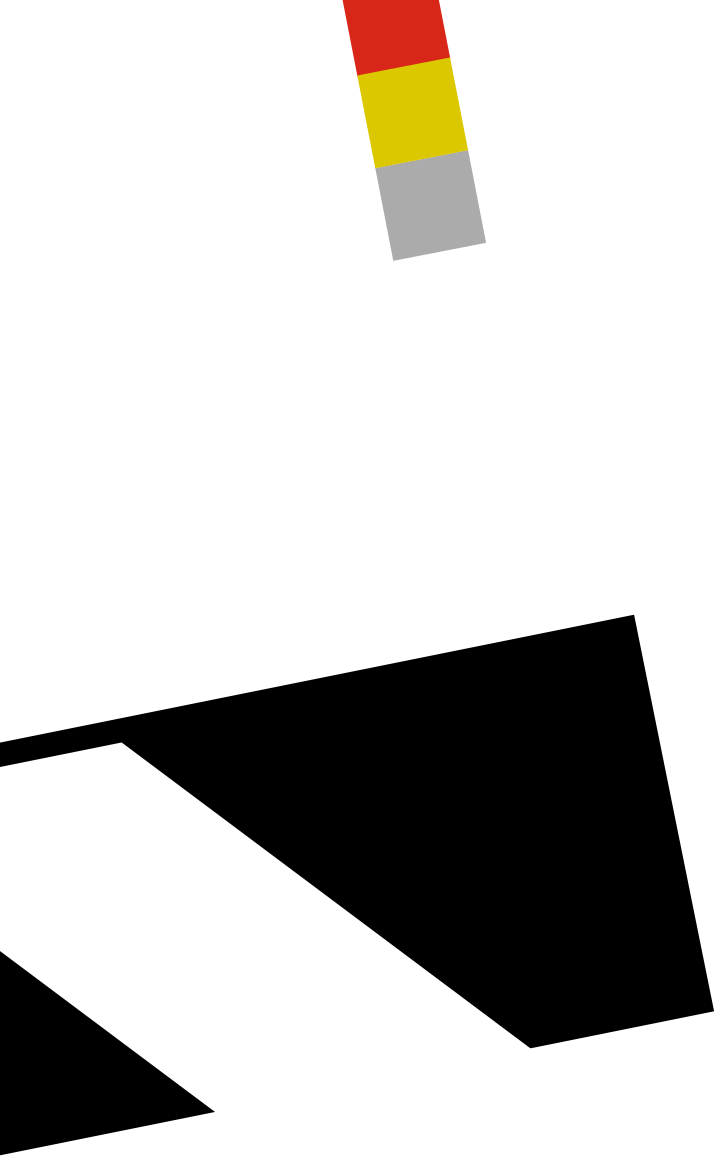
In compliance with the Radiotelevizija Slovenija Act, RTV Slovenia must respect the principles of truthful, unbiased

the Roman ethnic community, radio and television programmes for Slovene national minorities in the neighbouring countries and for the Slovene emigrants and migrant workers, radio and television programmes for foreign audiences and the teletext, Internet and mobile portal. Moreover, RTV Slovenia must also prepare a special national television programme intended for live broadcasts and broadcasting of recordings of sessions from the National Assembly of the Republic of Slovenia and its working bodies.

Within the scope of RTV Slovenia the activities are also performed by the Symphony Orchestra, Big Band, the Chamber Choir and the Children's and Youth Singing Choir, the group of music producers and Nototeka that dedicate a majority of their work to the creation and performance of musical works and to making the archives of the musical

and integral information, human personality and dignity, political equilibrium and weltanschauung pluralism. It must respect the principle of constitutionalism and legality in creating the programmes; it should not encourage cultural, religious, sexual, racist, national or any other intolerance. The public service broadcaster must ensure integral and unbiased information and the freedom of opinions, it must respect the principle of political independence and journalists' autonomy, enforce professional ethics of reporters, strictly distinguish between information and comments in the journalists' contributions and protect children and the young against the contents that could harmfully influence their mental and corporal development.

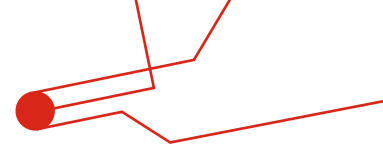
In its programmes RTV Slovenia must ensure truthful and unbiased informative broadcasts, educational broadcasts of quality, feature programme production, it must create documentary broadcasts of national importance and ensure top quality in-house production intended for children, adolescents and old people.



Furthermore, the employees of RTV Slovenia must prepare entertaining contents of high quality for all age groups as well as providing information on all important cultural, political, historical, sports, social and economic events.

RTV Slovenia supports the creation and development of transfrontier radio and television projects, performs programme contents intended for the blind and the poor of sight, the deaf and the deaf-and-dumb in the techniques adapted for them, a special attention is paid to the invalids and the contents related to them, it represents and promotes Slovene culture and science, stimulates cultural creativity and the freedom of artistic creation and ensures the creation, performance and broadcasting of the works of art.

RTV Slovenia pays special attention to the situation and activities of registered religious communities and to the development of general linguistic and political culture. Apart from that RTV Slovenia extends the understanding of Slovene culture, history and identity, encourages sport activities and provides information on the questions concerning health, environment and consumers' protection.



A national programme must cover a territory inhabited by at least 90 percent of the population of the Republic of Slovenia, or 90 percent of the territory inhabited by the members of the Italian and Hungarian national communities, when a community programme is in question.

The programmes of RTV Slovenia should avoid religious propaganda or political propaganda, except during election campaigns, which is also very strictly stipulated by legal provisions.

The public service broadcaster RTV Slovenia is financed from several sources: RTV licence fee, commercial revenue, finances of the state budgets, sponsorship and other sources in compliance with the Act and the articles of association. RTV licence fee payers are all those having a radio or television receiver on the territory of the Republic of Slovenia where technical conditions for the reception of at least one programme of RTV Slovenia are assured. It is considered that each electricity payer owns a receiver and is thus subject to the payment of RTV licence fee, unless a person gives a declaration, as stipulated by the Act. There are more than 600 thousand active RTV licence fee payers.

RTV Slovenia was founded by the Republic of Slovenia.

The management of RTV Slovenia is public. The programme council has 29 members, of which one member is appointed by the Hungarian and the Italian national community respectively, one member is appointed by the Slovene Academy of Arts and Sciences, two members are appointed by the President of the Republic of Slovenia on the motion of registered religious communities, three members are elected among the employees of RTV Slovenia at direct election in a way that informative department, culture and arts department and technical department are represented, five members are appointed by the National Assembly of the Republic of Slovenia upon a motion of political parties, whereby the representation of parties in the national assembly should be taken into account, and sixteen members are appointed by the National Assembly of the Republic of Slovenia upon a proposal of viewers and listeners, universities and faculties and associations, unions of associations or their organisations, especially from the fields of art, culture, science and journalism as well as other organisations of civil society, except of political parties and their organisational forms.

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

Management bodies ///

Programme Council of RTV Slovenia

Competences:

- adopts programme standards and programme concepts in compliance with this Act and the act regulating the field of media and in compliance with the international acts;
- adopts the programme-production plan harmonised with the financial scope of RTV Slovenia;
- adopts programme plans;
- regularly discusses the implementation of the adopted programme concept and production plan and provides Director General with instructions relating to the abolishment of deficiencies in these areas;
- discusses the actualisation of the adopted programme concept;
- treats complaints and suggestions of viewers and listeners of RTV Slovenia programmes and takes a standpoint towards them. When justified, it provides Director General with instructions concerning programme policy and changes that need to be introduced in programmes;
- gives its consent to the Articles of Association of the Public Service Broadcaster RTV Slovenia;
- provides its opinion as to the proposal of the financial plan;
- appoints and dismisses Director General of RTV Slovenia and gives preliminary consent to the appointment and dismissal of Director of radio and Director of television;
- decides on other issues of programme nature, when so stipulated by the Articles of Association;
- decides on other issues, when so stipulated by the law or the Articles of Association.

Setup of the Programme Council of RTV Slovenia in the mandate period 2006–2010 (constituted on January 24, 2006)

President of the Programme Council

Stane Granda, Ph. D.

Deputy President

Jože Hribernik

Member appointed by the Hungarian national community
 Elizabeta Bernjak, Ph. D.

Member appointed by the Italian national community
 Maurizio Tremul

Member appointed by SAZU (The Slovene Academy of Arts and Sciences)
 Janko Kos, Ph. D. (since February 21, 2007)

Two members appointed by the President of the Republic of Slovenia

Janez Gril, Ph. D.
Saša Paukovič

Members elected by the employees with RTV Slovenia
Slavko Bobovnik (informative section; since March 2007)
Nataša Bolčina Žgavec (culture – arts section)
Tom Zalaznik (technical section)

Members appointed by the National Assembly of the Republic of Slovenia (on the motion of political parties)

Jana Bezenšek, Ph. D.
Jože Hribernik
Tino Mamič
Boris Vezjak, Ph. D. (since March 2007)
Jernej Pikalo, Ph. D.

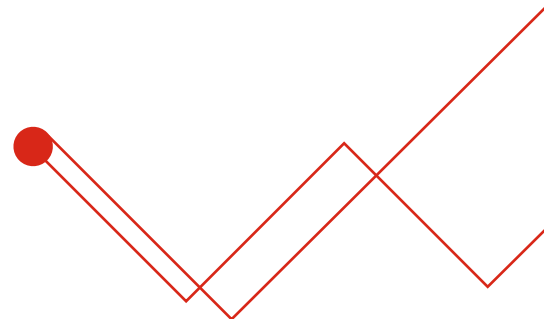
Members appointed by the National Assembly of the Republic of Slovenia (on the motion of viewers and listeners)

Alenka Marija Bole Vrabec
Boris Cipot
Jože Faganel
Boris Grabrijan
Stane Granda, Ph. D.
Spomenka Hribar, Ph. D. (until March 2007)
Peter Rudl (since June 2007)
Ivo Jakop
Tanja Kuštrin
Tanja Lesničar Pučko (until March 2007)
Marjan Terpin (since June 2007)
Bine Matoh
Gregor Pivec
Hubert Požarnik, Ph. D.
Jože Snoj
Ivan Janez Štuhec, Ph. D.
Anton Mito Trefalt
Helena Zupančič Kastelic

Supervisory Council of RTV Slovenia

Competences:

- adopts the Articles of Association on the basis of a previous consent of the Programme Council;
- adopts the financial plan and the annual report of the public service broadcaster and decides on the use of a possible surplus of revenues over expenses;
- determines the price of services that are not part of the public service;
- determines the way of how receivers should be reported and how they should be temporarily or permanently signed off;
- determines a detailed schedule of payment of licence fees for receivers and the criteria for write-off, partial write-off, postponement and instalment payment in compliance with this law;
- decides on tariffs and other terms for the broadcasting of programmes of other emitters;



- supervises the business operation of RTV Slovenia;
- supervises the keeping of business books and the legality of business operations as well as checking periodical accounts;
- has a right to have an insight into the documentation of the public service broadcaster, including the documentation referring to the operation of transmitters and communications;
- decides on other questions stipulated by the law or the Articles of Association.

Setup of the Supervisory Council of RTV Slovenia in the mandate period 2006–2010, (constituted on January 26, 2006)

President of the Supervisory Council of RTV Slovenia
Franc Orešnik

Deputy President
Tomaž Glažar

Members appointed by the National Assembly of the Republic of Slovenia
Nikola Damjanić
Tomaž Glažar
Klemen Jaklič, M. A.
Franc Orešnik
Igor Šetinc, M. A.

Members appointed by the Government of the Republic of Slovenia
Janez Čadež
Silvo Škornik, M. A.
Matjaž Durjava, Ph. D.
Sonja Heine

Members elected by the employees with RTV Slovenia
Martin Žvelc
Mateja Vodeb, M. A. (since May 2007)

Business and Programme Management of RTV Slovenia

Director General is elected and appointed by the Programme Council of RTV Slovenia on the basis of a public tender.

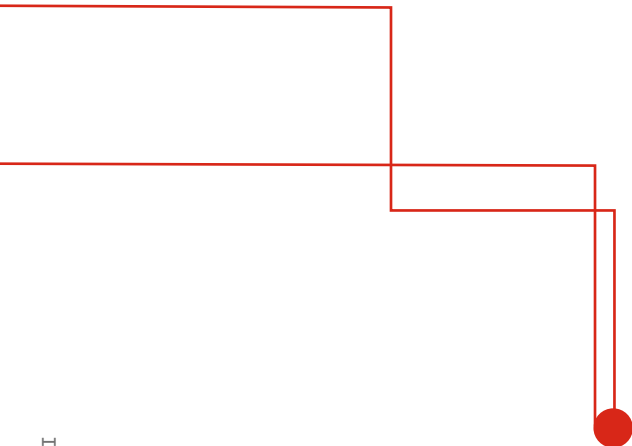
Director of Radio and Director of Television are appointed by Director General on the basis of a public tender after having obtained a previous consent of the Programme Council of RTV Slovenia.

Assistant to Director General of the Radio and Television for the autochthonous Italian national community and Assistant to Director General of the Radio and Television for the autochthonous Hungarian national community are appointed by Director General in accord with the programme board for the Italian or the programme board for the Hungarian national programme. Their mandate is linked to the mandate of Director General.

Editors-in-chief are appointed and dismissed by Director General upon a proposal of Director of Radio Slovenia or Television Slovenia, who make public tenders for these positions. A public tender for the programmes of multimedia or teletext, of the Internet and mobile portal is also carried out by the Directors of Radio Slovenia and Television Slovenia.

Director General independently appoints managers who assure smooth operation of the business system.

The mandate of all is four years.



Organisational structure ///

Units of RTV Slovenia according to the Articles of Association of RTV Slovenia (valid since October 16, 2006):

- Programme-production unit Television Slovenia
- Organisation unit TV production
- Programme-production unit Radio Slovenia
- Organisation unit Radio Production
- Organisation unit Music Programmes and Music Production
- Programme-production unit Multimedia Centre
- Programme-production unit Regional RTV Centre Koper-Capodistria (Centro Regionale RTV Koper-Capodistria)
- Programme-production unit Regional RTV Centre Maribor
- Organisation unit Transmitters and Communications.

The structure is subject to the requirements and needs of the public service broadcaster in the field of radio and television activities and multimedia performed by RTV Slovenia.

Apart from the public service RTV Slovenia performs the following marketing activities:

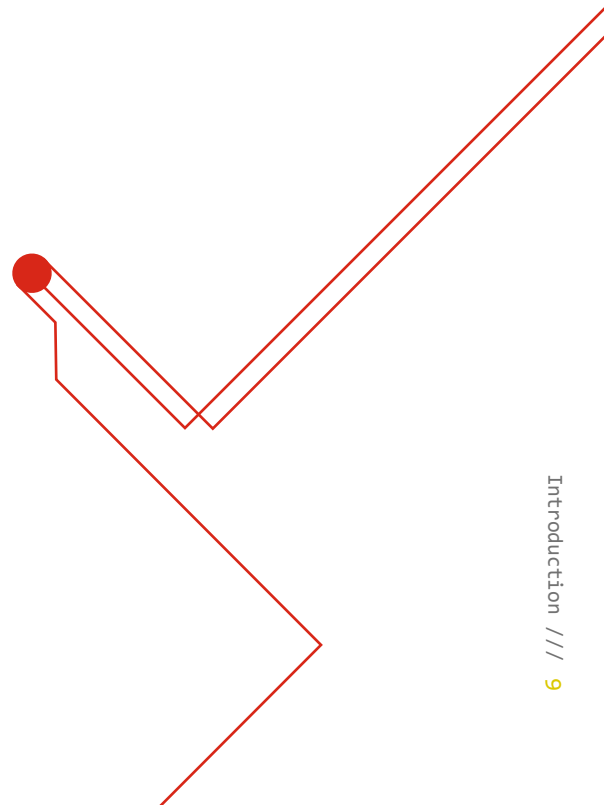
- marketing of advertising time and marketing of programmes;
- technical and telecommunications services that are not part of the public service;
- rental of transmission infrastructure and other real estates;
- publishing and concert activities;
- market programme services including interactive programme services;
- commercial use of archival materials;
- education and professional training, with the exception of those activities intended to provide functional skills to the employees.

Programme-production unit Television Slovenia

The programme-production unit Television Slovenia creates, prepares, broadcasts and archives national television programmes. Activities related to specialised programmes and production of Television Slovenia are managed and coordinated by Director of Television. Specialised programme work relating to the programmes dedicated to the national communities is managed by General Director assistants for both programmes.

The programme-production unit Television Slovenia consists of five editorial-production units (EPU) headed up by editors-in-chief, and of one organisation unit (OU):

- EPU Culture and Arts Programme,



- EPU Informative Programme,
- EPU Entertainment Programme,
- EPU Sports Programme,
- EPU dedicated to a special national programme intended for parliamentary contents from the National Assembly of the Republic of Slovenia and its working bodies.

OU Television Production

Television production is a special organisation unit providing technical services, production, postproduction and broadcasting of television programmes in compliance with the needs of the programme-production unit Television Slovenia.

Programme-production unit Radio Slovenia

The programme-production unit Radio Slovenia creates, prepares, broadcasts and archives national radio programmes. Activities related to specialised programmes and production of Radio Slovenia are managed and coordinated by Director of Radio. Specialised programme work relating to the programmes dedicated to the national communities is managed by General Director assistants for both programmes.

The programme-production unit of Radio Slovenia consists of four editorial-production units (EPU) headed up by editors-in-chief, and of two organisation units (OU):

- EPU First Programme,
- EPU Second Programme,
- EPU Third Programme,
- EPU of Current-Affairs and Experimental-Development Programmes.

OU Radio Production

Radio production is a special organisation unit providing technical services, production, postproduction and broadcasting of radio programmes in compliance with the needs of programme-production unit Radio Slovenia.

OU Music Programmes and Music Production

This unit includes the Symphony Orchestra of RTV Slovenia and Big Band of RTV Slovenia, as a joint music division, The Chamber Choir of RTV Slovenia, the Youth and Children's Singing Choir of RTV Slovenia. Programme contents of the organisation unit Music Programmes and Music Production are intended for both radio and television programmes. The organisation unit Music Programmes and Music Production is managed by the Head of the organisation unit appointed and dismissed by Director General upon a proposal of Director of Radio.

The programme-production unit Regional RTV Centre Koper-Capodistria (Centro Regionale RTV Koper-Capodistria)

The regional RTV Centre Koper-Capodistria creates, prepares, broadcasts and archives television and radio programmes in the Slovene language, the television and radio programme for the Italian national community and for the minority in Italy as well as preparing broadcasts for national radio programmes.

Organisational, business and other general affairs are managed and coordinated by the head of the regional RTV centre.

The programme-production unit Regional RTV Centre Koper-Capodistria consists of four editorial-production units (EPU) headed up 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.

The work of the programmes for the national community is managed and coordinated by two editors-in-chief of the programmes for the Italian national community, who act in compliance with the instructions of General Director assistant for radio and television for the autochthonous Italian national community.

The Regional RTV Centre Maribor with a studio for the Hungarian programme in Lendava (Magyar Műsorok Stúdiója, Lendva)

The Regional RTV Centre Maribor creates, prepares, broadcasts and archives television and radio programmes in the Slovene language, a television and radio programme for the Hungarian national community and for the minority in Austria and Hungary as well as preparing broadcasts for national radio programmes and a radio programme for foreign audiences.

Organisational, business and other general affairs are led and coordinated by the head of the regional RTV centre.

The programme-production unit Regional RTV Centre Maribor consists of four editorial-production units (EPU) headed up by editors-in-chief:

- EPU Regional Television Programme,
- EPU Regional Radio Programme,
- EPU Radio Programme for Foreign Audiences,
- EPU Television Programme for the Hungarian national community,
- EPU Radio programme for the Hungarian national community.

The work of the programmes for the national community is managed and coordinated by two editors-in-chief of the programmes for the Hungarian national community, who are accountable to Director General Assistant for the radio and television for the autochthonous Hungarian national community.

The main offices of the radio and television studio and of the Director General assistant for the radio and television for the autochthonous Hungarian national community are in Lendava.

Programme-production unit Multimedia Centre

The programme-production unit Multimedia Centre (MMC) creates and broadcasts multimedia textual, image, audio and video contents for new media, subtitles the broadcasts for the people with impaired hearing. The Record Label of RTV Slovenia also functions within the MMC.

The programme-production unit MMC is managed and coordinated by the head of MMC.

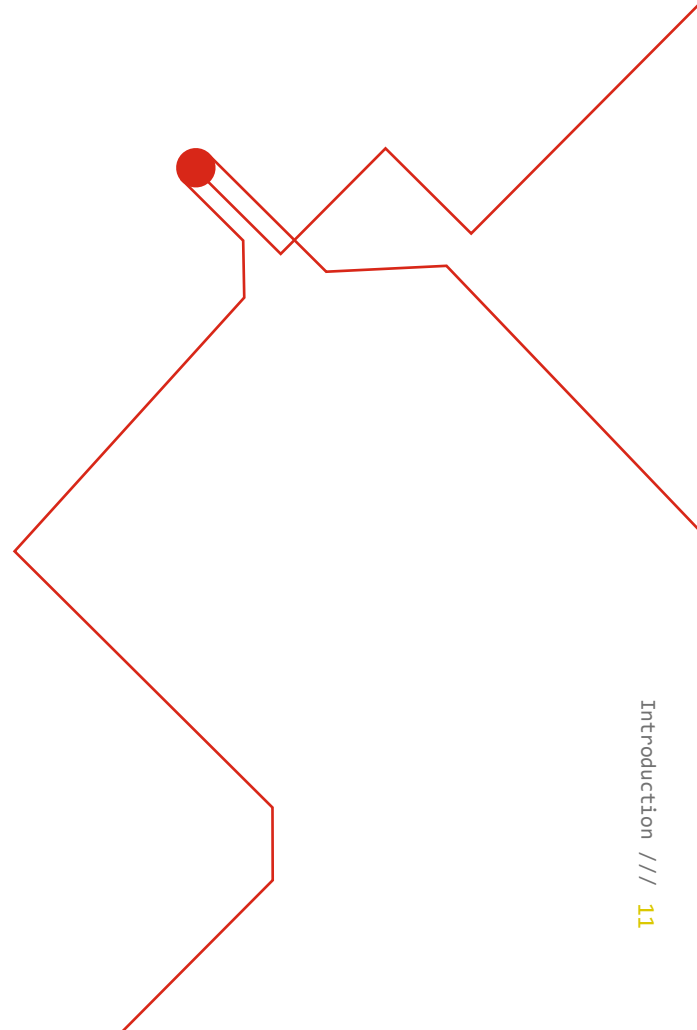
All programme activities of the editorial-production unit MMC are managed and coordinated by the editor-in-chief.

Organisation unit Transmitters and Communications

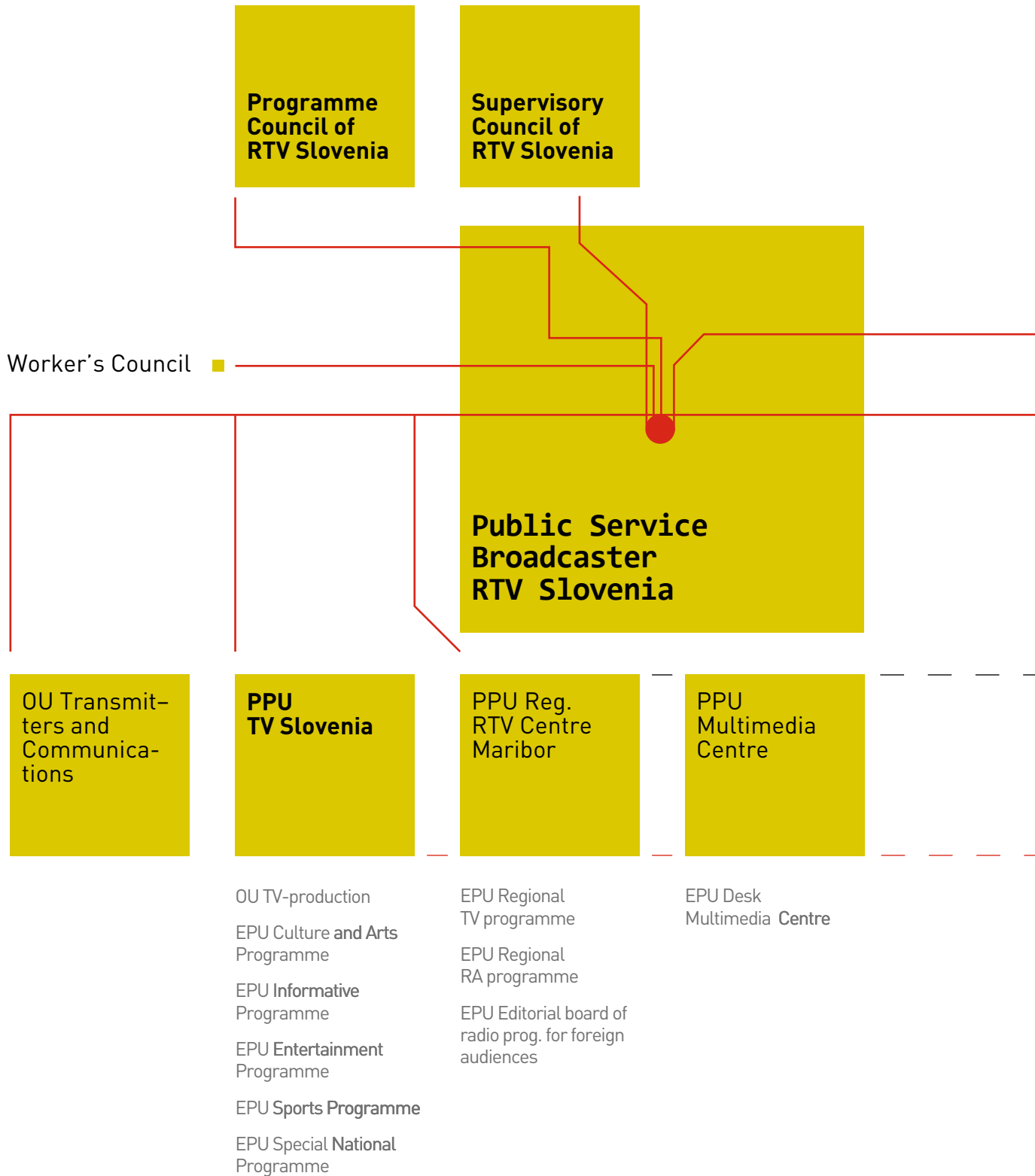
The organisation unit Transmitters and Communications as the operator of communications and multiplexes performs public service and market activities with analogues and digital technology.

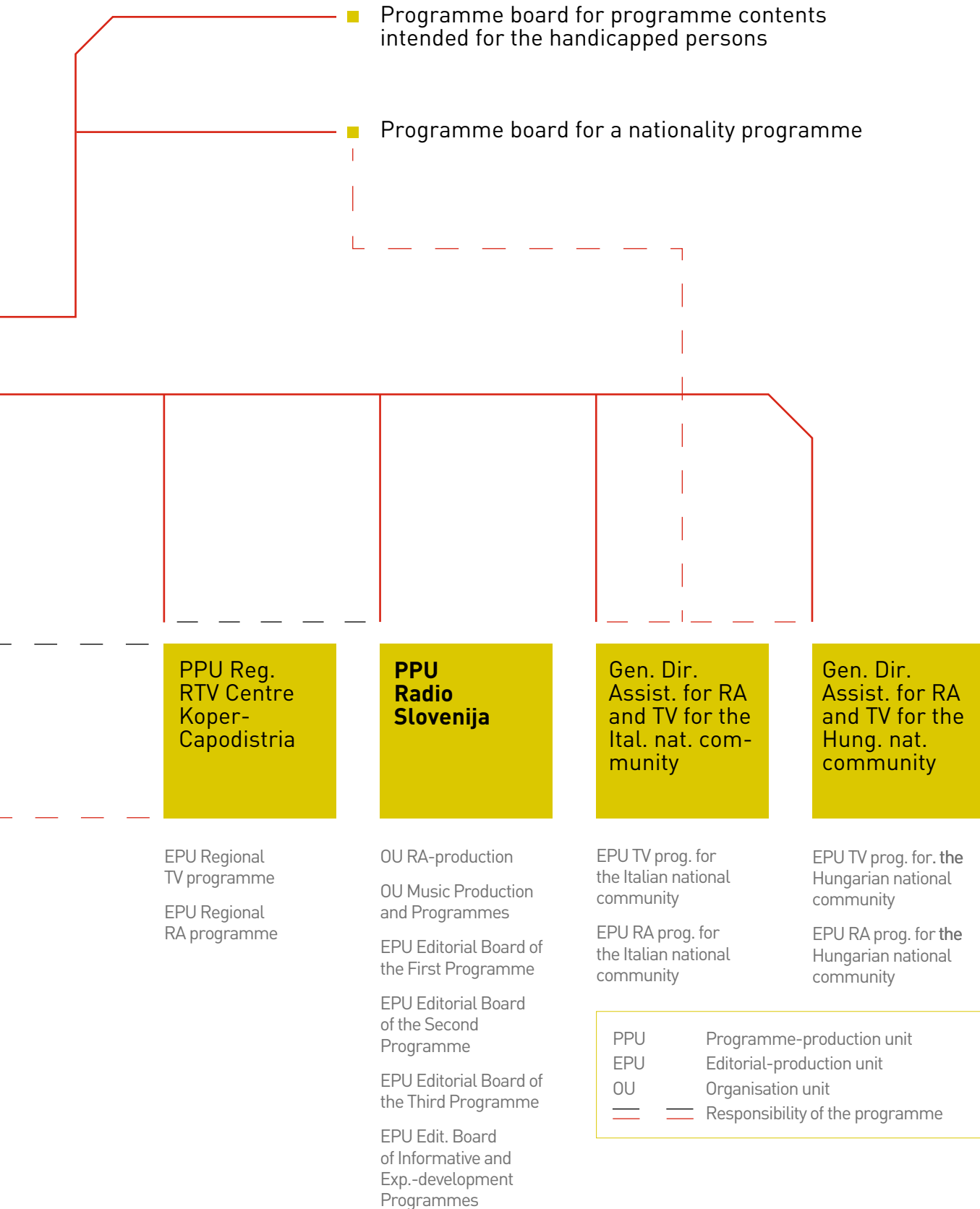
The activity and business operations of the organisation unit Transmitters and Communications are managed by the head of the organisation unit Transmitters and Communications.

The public service comprises broadcasting, exchange and airing of television, radio and multimedia programmes of RTV Slovenia, providing area and sharing of aerial systems - if technically feasible - for the airing of television and radio programmes of special importance with their devices at transmission points of RTV Slovenia, providing visibility and audibility of the programmes of RTV Slovenia on the territory on the other side of the border inhabited by the Slovene national community, in compliance with cross-national contracts, with their equipment at transmitter points of RTV Slovenia.



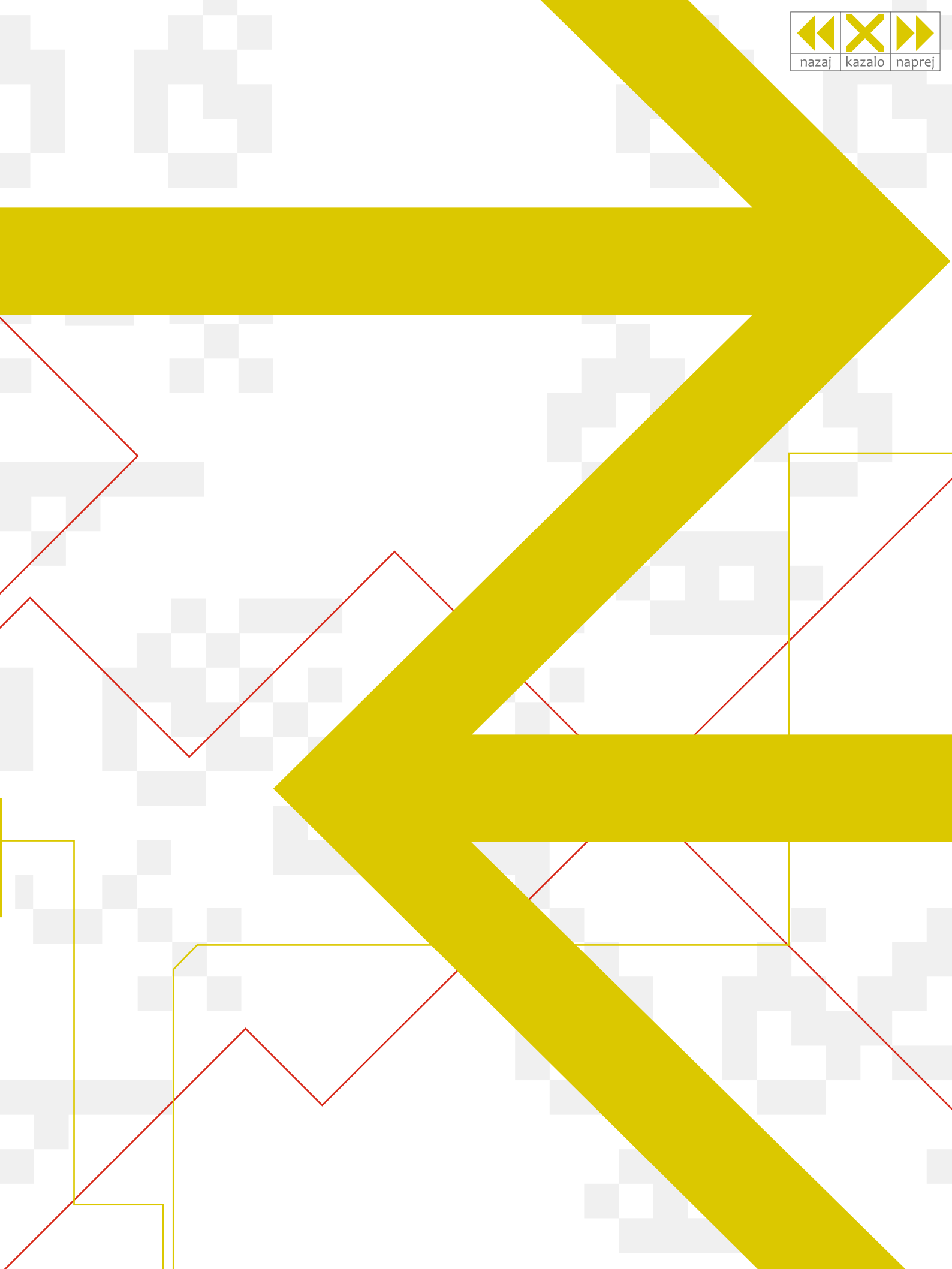
Management-programme schedule of RTV Slovenia





The background is a vibrant yellow color with a subtle, pixelated or mosaic-like pattern. Several thin, red lines are scattered across the page, including a diagonal line in the top right, a double-line diagonal in the middle right, and a complex geometric shape in the bottom right consisting of several connected line segments and a solid red circle.

[report of bodies]



Director General's report ///

The programme and business year 2007 was relatively exacting as an enriched radio, television and multimedia offer had to be maintained along with the on-going rationalisation of working processes and reduction of costs while assuring a positive business result.

As stated in the programme and business plan of 2007, the accepted strategic objectives in the field of radio and television programmes, organisational modification with better working processes, staff development and technological re-designing dictated directing our attention to:

- programme quality improvement,
- cost abatement, including lowering the labour costs,
- implementation of a new wages policy,
- continuing business process renovation,
- increase in commercial revenue,
- larger investments in the digitalisation of signal transmission network and faster modernisation of technology equipment,
- advancing the development strategy of RTV Slovenia until 2012.

I can affirm that most of the goals as laid down have been successfully implemented.

Radio and television programmes were redesigned under consideration of their non-expanding scope; our foremost attention was directed towards the improvement of their quality. The financial means saved thanks to reduced and rationalised costs were fully invested in their enrichment, thus enabling redesign and introduction of new, much better rated programmes.

A number of innovative ideas and novelties were introduced into the radio programmes with the widest audience in Slovenia. At the same time we began working on a gradual build-up of recognisability of single programmes (the First Programme, VAL 202 and ARS Programme) within the widest listening auditorium and additionally on the global website. At the end of the year we began broadcasting for the national Romany community. An essential improvement was achieved in the ratio between the provision of talk and music programmes, much for the benefit of the latter, and in the increase in the share of Slovene music.

The Symphony Orchestra, Big Band, the Chamber Choir and the Children's and Youth Choirs of RTV Slovenia now have a much greater share of their own music production in the music programmes of radio and television. The quality growth of the Symphony Orchestra goes hand in hand with a revived interest in the ensemble not only among the regular listeners and viewers of radio and television programmes but also those who attend its concerts that leave no doubt about its artistic merit. This is also evident from a greater interest on the side of sponsors, co-financers and subscribers to their concerts both at home and abroad. The 2007 services of our music production brought in no less than EUR 299 thousand of commercial revenue, which

is by almost EUR 100 thousand more than in the year before.

The television improved the assortment of diverse contents and the quality of informative, culture, arts, educational and entertainment programmes. In 2007, the already well-established programmes were broadcasted for the Italian and Hungarian national communities, reporters and moderators were trained for a new broadcast intended for the Romany national community, which is to be broadcasted in 2008. In the transitional period until full digitisation of the transmission network live coverage of the National Assembly sessions and those of its working bodies was provided on the Second Programme.

The radio and television output was raised to a higher standard also in the regional RTV centres in Koper and Maribor, both of which contributed a greater share to the national programmes; we also embarked upon personnel and conceptual changes of Radio Maribor.

A number of programme novelties were introduced and several demanding projects implemented during 2007. We are pleased to state that despite an outstanding availability of commercial radio and television stations such as present in the Slovene radio broadcasting environment we have retained the highest ratings of radio programmes and (compared to public television services of the European Broadcasting Union) also a satisfactory rating of a wide-ranging and diverse supply of television broadcasts on the First and Second Programmes. We are pleased that we produce broadcasts attracting the widest circle of viewers and attaining the highest ratings in Slovenia.

In the area of programme contents the multimedia portal of RTV Slovenia has, in an increasingly competitive situation in Slovenia, managed to preserve its well established position; the number of users was on a constant increase. The Multimedia Centre of RTV Slovenia achieved plenty of national and international success by winning the fifth place in the category My Website at Prix Europa 2007 in Berlin as well as several international awards for the application Odpri kop and 'srebrni netko' for My Website. The number of users of our portal rose again: according to the research conducted by the Slovene Advertising Chamber the number of users increased from 364 thousand in April to 451 thousand in October; our portal came fourth among the Slovene portals. The teletext remains the most widely 'visited' medium used by more than half a million users per day. In brief, despite of the competitors and providers of multimedia services we nonetheless managed to increase our market share and widen the circle of users.

In the circumstances in which the RTV licence fee has not been harmonised with the annual inflation rate ever since 2004, which resulted in a deficit of EUR 12 million and a 62.6 percent decrease in the contribution share within the revenue structure, we ended up with a satisfactory business result with a surplus of EUR 425,282.96.

Taking into account the financial revenue, also including the reversal of long-term provisions from 2006 and 2007, the final profit and loss of RTV Slovenia showed a surplus of EUR 3,487,207.00.

We proceeded with intensive construction of digital radio broadcasting network and technological adjustment of digital television facilities. In 2007, out of the planned EUR 21 million, no less than EUR 12.1 million of investments were realised, which is almost EUR 2 million more than the annual depreciation.

It is important to mention that the up-to-date investments have allowed us to attain a very high digitalisation level in the field of designing radio programmes created predominantly as digital assemblies by using computer production systems both in Ljubljana and the two regional centres in Koper and Maribor. Television programmes are gradually switching over to computer-assisted production. Digitisation is also gaining ground in the distribution of RTV programmes due to the renovation of communication systems and introduction of digital television as well as provision of multimedia contents via the global web.

In much the same way as the year 2007, 2008 has seen us proceed with the construction of digital radio network for the programmes of RTV Slovenia. In 2008 digital television will become available to approximately 75 percent of all Slovene households. Digital radio will air in central Slovenia only.

Suitable premises in the National Assembly of the Republic of Slovenia and at the Television were technically fitted out to facilitate a regular production of the Third Parliamentary Programme which will be aired starting April 2008 via satellite, cable distributions systems, Internet and digital network. EUR 1.2 million of our 2007 investments were realised to this end.

Experimental broadcasting of the Third Parliamentary Programme has started in 2007. It was entered into the registered media list. We provided live coverage of regular and extraordinary sessions of the National Assembly of the Republic of Slovenia and those of its working bodies. Due to the shortage of frequencies and the on-going construction of digital broadcasting network the signal was transmitted via satellite, cable operators, and partly via the Second Television Programme.

The basic issue addressed at implementing the 2007 business and programme plan was to duly take into account the actual financial references along with the requirement that our basic activity be kept within the available range of the sources of revenue and financial resources, which ensures a positive financial performance in the course of ordinary business activities. In spite of having achieved the objective, we cannot be satisfied with the attitude to the management and observance of financial references in all of our units.



Director General
Anton Guzej



Management of RTV Slovenia (from left to right): Marko Filli, M. A., Cvetka Žirovnik, M. A., Jože Možina, Anton Guzej, Vinko Vasle, Helena Zver, Antonio Rocco

In 2007, the RTV licence fee as the basic source of revenue amounting to EUR 78,111,216.18 decreased, representing 62.6 percent of revenue, which results from the same price level of the RTV licence fee as in 2004, however, notwithstanding the growing inflation we managed to increase it by 2.3 percent by winning new subscribers (more than 13 thousand) and due to better debt recovery from defaulted obligors of the RTV licence fee and past subscriptions.

By duly considering the reversal of provisions and by means of advertising, the operating revenue was increased to a total of EUR 34,429,411.07. However, a less attractive supply of international events in the sports programme prevented us from realising the planned scope of revenue from this type of advertising; the revenue is lower by 6 percent points. Even so the total sum of EUR 21,284,560.00 was by 0.4 higher than in 2006.

Our foremost attention was paid to further cost reductions in all segments of operation. We successfully cut down the costs of material, energy, postal and telephone services, transport and business trips in a total value of EUR 537 thousand.

We cannot, however, be entirely satisfied with the results as achieved because the majority of organisational units, with the exception of the OU Transmitters and Communications and common activities, exceed the variable cost. This applies specifically to those television and radio programme units, whose managers and producers do not consistently observe their target-defined tasks and the financial references adopted by the Supervisory Council.

Unreasonable derogations appear in connection with fees, contract work as well as other items. They result mostly from bad planning, organisation and supervision of the broadcast implementation, all along the entire chain of their realisation, from design to publication. In terms of responsibility and managerial know-how, the producers as basic managers of single programme projects are not doing their job properly. In 2008, these deficiencies, a 'cancerous ulcer' in the operation of our public service broadcaster, will have to be eliminated.

In 2007, we kept reducing labour costs. The wage system was thoroughly recast in accordance with the Salary System in the Public Sector Act. We prepared new catalogues of assignments and duties, and a new systemisation. We are currently working on the classification of single posts into tariff and wage groups.

A sum of EUR 54,605,039.25 was allocated for the salaries and wages of full-time employees, the salaries increase being kept under the achieved annual inflation rate – also on account of a reduced number of full-time employees. During 2007, 138 employees left work at the public service broadcaster. In accordance with the programme and business plan for the year 2008 the number of full-time employees will continue to follow a downward trend.

The assessed costs of termination pay, acquisitions, redemptions, technological redundancy amount to EUR 437,520.00. As the costs of termination pay refer to the costs of the preceding years, they are internalised into the result of the financial year 2007. Internalised into the latter are also regular severance grants in the amount of EUR 150,000.00.

In 2008, we shall concentrate on the control of the total labour costs also including part-time and contract work; the 2007 payments for these activities amount, together with the salaries of full-time employees, to EUR 67,766,300.05.

It is important to lay stress on the fact that our 2007 expenses from financing were negligible; they were much lower than planned as practically no loans had been contracted at all. All financial liabilities to different business partners were settled in good time.

Although a new contract with the SAZAS association is still waiting to be concluded, RTV Slovenia will meet the sum total of financial liabilities as laid down in the contract of 2004. The definitive amount of liabilities to the SAZAS association still remains unknown.

As the year 2007 was brought to a successful end with a surplus in the operational (EUR 425,282.96) and financial results (EUR 3,487,207.00), the salaries paid out in December were derived from the high level of performance in 2007.

It is nonetheless most important to point out that in spite of a further reduction of labour costs and the on-going rationalisation of operating activities, it will be very difficult to repeat a similar financial result also in 2008 because the RTV licence fee remains uncoordinated with the annual inflation rate while the input costs, which are beyond our control, are on the rise. Due to the disparity between the RTV licence fee and inflation (ever since 2004), the public service broadcaster RTV Slovenia will create even less revenue in 2008. The internal reserves of RTV Slovenia are not large enough to sustain a substantial cost intervention without its affecting single programmes and multimedia services. Should the present trends of freezing the RTV licence fee be maintained, the founder will have to downsize the programmes and multimedia services, as well as slow down the technological digital modernisation, which would be unacceptable with respect to our mission and the role of a public service broadcaster such as defined by the Radiotelevizija Slovenija Act, as well as hard to justify from the point of view of public interest.

Director General
Anton Guzej



Report of the chairman of the Programme Council ///

Submitting precise financial statements evidencing a successful policy of the institution management, for which it is responsible by the Act and which it fully embraces, the Programme Council has, within its competence, added an assessment that the programme objectives had been implemented and that the credit and thanks for it go above all to the management and all the other committed co-creators of the programmes.

Reviewing the implementation of the programme objectives as pursued, the Council has to yet again call attention to consistent observance of programme standards in all programmes of RTV Slovenia. It recommends laying greater stress on cultural contents and reports on cultural and artistic events in general. More attention should be dedicated to linguistic culture and standards in all programmes. In these areas decisions are in the hands of lecturers, they alone can have the last word of all.

The Programme Council demands a clear and responsible definition of the role of the MMC, not just as a new medium but as a medium of the future. It is subject, entirely and without exception, to the provisions of programme standards. Consideration should be given to the rationality of its organisational position in the establishment.

The Programme Council of RTV Slovenia expects the management board of RTV Slovenia to provide at its very earliest convenience a detailed report on the state, policy orientations and priorities of programme management bodies with respect to resolving the staff problems in single editorial units. Fine, or better still, top quality programmes cannot be produced without properly qualified staff. Due consideration should be given as to whether it might not be advisable to invite collaboration of top-level, also foreign trained young experts. Viewers are more likely to forgive technical and professional errors of such staff and put them down to their lack of experience whereas they resent ignorance and lack of objectivity. Our models are neither native nor foreign commercial stations but top-level professional 'nationals'.

One of the crucial future-related questions continues to bear upon the all-Slovene programme contents in a geographical sense and its overall Slovene orientation. RTV Slovenia cannot and must not ignore the needs of the Slovene minorities in the neighbouring countries or those of Slovene emigrants. The contents focusing on Slovene identity are somewhat neglected, particularly so in the music radio programmes. While the prescribed share of Slovene music can, on the one hand, represent a certain programme hindrance, the tendency, on the other, to imitate foreign radio stations is much too pronounced. The same assessment applies to the minorities. In the 'digital' future of radio and television stations, the in-house contents and quality will be of crucial importance. These cannot be achieved by imitating foreign models. In-house creativity



Chairman of the Programme Council
Stane Granda, Ph. D.



will definitely have to receive more encouragement. It would be important to intensify direct dialogue between the viewers and the management of RTV Slovenia, in particular with TV Slovenia.

Many well-intentioned viewers fail to understand the financial side of on-air publicity. The same applies to the criterion of broadcast ratings that some would prefer to totally ignore. In a way it is almost tragic to know that the select cultural broadcasts are watched by an unvarying number of viewers, irrespective of broadcasting time. Though the members of the Programme Council may agree with a great majority of critical remarks on programme contents, they in their turn expect the viewers and listeners to understand that RTV Slovenia cannot transgress the space dictated by finances. These so bitterly criticised advertisements are in fact collateral damage compensated by the raising of the programme level.

The Programme Council members are aware of the fact that dissatisfaction is the mother of invention. They appeal to the viewers and listeners to convey their suggestions to the Programme Council more often since the number received is unreasonably small. We are not familiar with such remarks as addressed to single editors directly so we have no influence over them. Changes, even if feasible and urgent, cannot be achieved overnight. What we need is patience and, all the more so, perseverance.

Chairman of the Programme Council
Stane Granda, Ph. D.

Stane Granda

Report of the chairman of the Supervisory Council ///

The Supervisory Council of RTV Slovenia is a supervisory body with important statutory powers primarily in the field of finances. As the final product of the public national Radiotelevision Slovenia is a programme created, designed and made by people, the Supervisory Council dedicated a great deal of attention to staff organisation, technical and technological issues. In the course of its 2007 office the Supervisory Council duly considered the multilayered character of the body comprised of representatives of the National Assembly, the Government of Slovenia and two elected representatives of the employees, so one of the guiding principles observed at work was democracy of decision-making. Notwithstanding the complexity of the Council composition, the matters under consideration and numerous questions to be dealt with, it was never hard to reach a consensus.

2007 was a relatively successful year for RTV Slovenia. Its operation ran smoothly throughout the year. The public service broadcaster attended in large part to the exercise of its office as determined by the Act and in a way to meet the expectations of the widest Slovene public. Its economically sound operation, however, is determined primarily by available funding acquired for its services and public office mostly by way of a special public duty, i.e. by paying a contribution for the RTV programmes, through the acquisition of financial means from market activities and other sources, all in accordance with the Act. Even though the RTV licence fee did not increase, the financial operation of the public service broadcaster stabilised. The Management Board succeeded in cutting down the operating expenses but it was less efficient in the earning process, particularly earning from marketing activities. The Supervisory Council therefore closely examined the pursuit of the institution's activities, demanding that the funds intended for the meeting of public responsibilities be used separately and transparently. Such a principle of financial transparency at pursuing a public service as a mode and scope for acquiring part of funding on the basis of marketing activi-

ties are categories stipulated by the Radiotelevizija Slovenija Act. The essential point lies in that the operation in the field of marketing activities be organised separately from the public office, whereat the revenue from the marketing activities can be used for co-financing the public service or for maintaining and expanding marketing activities, however, only in the domains laid down in the Act.

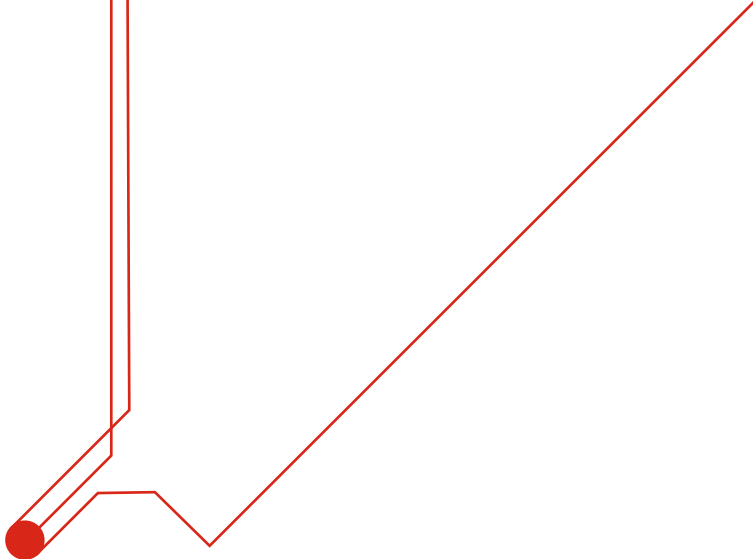
The public, however, is critical and its expectations from the national Radiotelevision are much higher. But all ambitions and expectations are hard to meet because most of quality programme contents are very expensive. The effort of all involved, the Management as well as employees and representatives of the supervisory and management bodies should all the more be focused on the exercise of public interest, search for ways and means how to co-create Slovene national identity under conditions of an open society, in amicable and unpleasant confrontations with general and media culture, while channelling all available forces and means towards improving the quality of the activities performed by the medium in its capacity of public office.

However, where the tasks of public radiotelevision involve the adjustment to a new digital environment, the State itself will have to play its role. Public televisions are supposed to play a central part on the way to digital broadcasting, however, with the financial help and technical and other conditions provided by the State. Similarly as many other radiotelevisions in broader Europe, RTV Slovenia is faced with increasing the cost of procurement, preparation and storage of programmes, as well as broadcasting costs, so the major objective in the forthcoming period will be to win access to new, fresh, and above all quality financial means to cope with the activities and fulfil the mission of the national radiotelevision. I am sure and firmly believe that with the help and active expert co-operation of all employees, with the trust of the holders and satisfaction of viewers and listeners, it is possible not only to implement but even go beyond the planned future existence and development of the public service broadcaster RTV Slovenia.

Chairman of the Supervisory Council
Franc Orešnik




Chairman of the
Supervisory Council
Franc Orešnik



[auditor's report]

Auditor's Report

To the Supervisory Board of the public institute Radiotelevizija Slovenija, Ljubljana

We have audited the accompanying financial statements of the public institute Radiotelevizija Slovenija, Ljubljana which comprise the balance sheet as at 31 December 2007, the related statement of revenues and expenses for the year then ended, and the notes thereto. Management of the public institute is responsible for the preparation of the financial statements. Our responsibility is to express an opinion on these financial statements based on our audit. The audit of the public institute Radiotelevizija Slovenija included also the consideration of provisions of the Accounting Act (Official Journal of RS, nos. 23/1999 and 30/2002) and the Radiotelevizija Slovenija Act (Official Journal of RS, nos. 96/2005 and 105/2006).

We conducted our audit in accordance with International Standards on Auditing that refer to auditing of financial statements and auditing of compliance with the regulations. Those standards require that we comply with relevant ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free of material misstatements and that the public institute Radiotelevizija Slovenija complied with Article 14 of the Radiotelevizija Slovenija Act that requires keeping of separate account books for the market-related activity and the activity of a public institute, and with Article 28 that requires the reporting of costs of production programmes in terms of individual programme schemes or contents.

An audit involves procedures to obtain audit evidence about the amounts and disclosures in the financial statements. An audit also includes evaluating the appropriateness of accounting principles used and the reasonableness of accounting estimates made by 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 opinion.

In our opinion

(a) the financial statements present fairly, in all material respects, the financial position of the public institute Radiotelevizija Slovenija as at 31 December 2007 and its financial performance for the year then ended in accordance with the Accounting Act and implementing regulations;

(b) the public institute Radiotelevizija Slovenija, in all material respects, complied as at 31 December 2007 with the provisions of the Radiotelevizija Slovenija Act referring to the accounting reporting and reporting on the costs of production programmes.

KPMG SLOVENIJA,
podjetje za revidiranje, d.o.o.

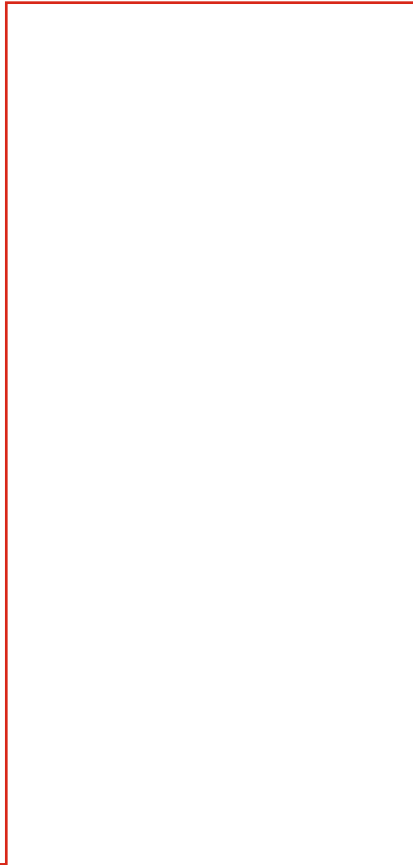
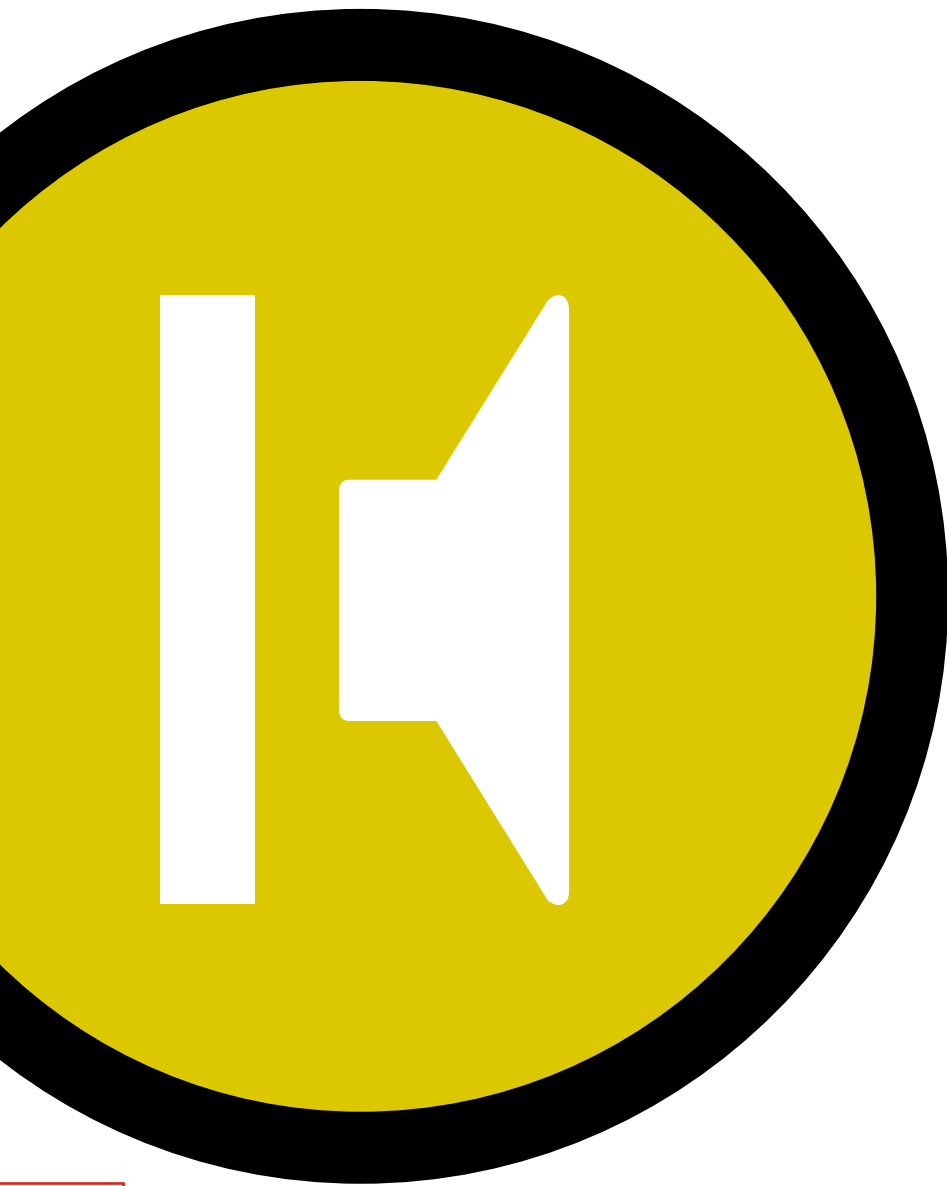
Marjan Mahnič, B.Sc.Ec.
Certified Auditor
Partner

Ljubljana, 1 July 2008

KPMG Slovenija, d.o.o.
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The image features a dark blue background with several large, thick yellow circular outlines and arcs. A prominent yellow circle is centered in the upper half, with another yellow circle below it. To the left, there are three concentric yellow arcs. On the right, a portion of a yellow circle with a black border is visible. A red horizontal bar is positioned across the middle of the lower yellow circle, containing white text. A thin red line extends from the right side of this bar across the page.

[programmes of Radio Slovenia]



Introduction by Director of Radio Slovenia ///

In the course of the previous year Radio Slovenia embarked upon a new organisational scheme which in conformity with the articles of association enabled all radio programmes to adjust the contents of talk and music programmes to the mission and audience of single programmes. The new organisation should also allow better transparency in the field of operation (finances), more consistent cost control, and greater responsibility towards the overall implementation of the programme-production plan.

Concerning the latter, one cannot but turn a critical eye to the fact that single holders of responsible functions have not freed themselves of budget mentality and are still convinced that the programme-production plan is a compilation of wishes and its (non)implementation just a matter of 'course' in this public service broadcaster. One gets the impression as if the heads of single units/programmes were in opposition to the Management and were not bound by any rules or responsibility. One hears excuses that excess in the financial (cost-related) area actually enables implementation of programme plans, even though it is perfectly clear that the business and the program parts have to be strictly aligned and that this system cannot be governed by the logic of wishes or by alleging some kind of mission. This situation is associated with certain staff matters where much effort is invested to prove that in the absence of more staff programme contents cannot be implemented, which again reveals that the programmes are planned beyond the actual resources such as objectively in possession of this public service broadcaster.

I am writing about this in retrospective so that while working on programme plans, which is their duty, the members of the Programme and Supervisory Councils may hereafter take into consideration that no dualism should exist between business and programme plans and that a programme is not a stock of wishes but a selection of possibilities.

In terms of programme the new statutory regulation of Radio Slovenia – three individual national radio programmes – should facilitate a better internal identity and musical identity as well. An outstanding progress has in this sense been achieved by the First Radio Programme with a new head of the editorial board, the musical image of said programme having been most critical of all. Unfortunately, however, full autonomy of the three national radio programmes has by some been understood as an 'internal closedness of the programme', resulting wherefrom were inter-programme disagreements and conflicts. I hope that this state has been overcome; otherwise the problems will entail changes in the workforce.

Some of the conflicts go back to my own (critical) interventions due to certain programme and journalistic contents on which the Programme Council had been posted and some of which it had discussed. I continue to stand behind

these measures on the strength of the same arguments as before because professional journalism minus responsibility does not exist at all, in much the same way as there is no complete, absolute journalistic freedom since it is always subject to rules, ethics, professional standards and criteria laid down and confirmed by the Programme Council. In my view the subsequent powerful reaction of the public media and political parties should be put down to politisation and an attempt to divesting the Director of Radio Slovenia of his programme competence, as well as resorting to political disqualifications of the present management of RTV Slovenia and to various forms of fight for prevalence over RTV Slovenia. Unwilling to exchange its political autism for professionalism and responsibility, a minor part of the 'inside public' is responsible for this development. Behind these individuals one can clearly detect an attempt of political parties and some segments of the so-called civil society at exerting influence on the radio.

On Radio Slovenia this meant that correct, professional radio programmes, and particularly informative radio programmes, should be given full attention; I believe we have been successful since the listeners (investigation) have expressed much trust in the veracity of our informative radio broadcasts.

Programme control analysis shows that the section of the Radiotelevizija Slovenija Act concerning a 40 percent share of Slovene music has been implemented very well, as evident from the data provided below.

The First Radio Programme: the average annual share of Slovene music amounted to 51.5 percent (other music: 48.5 percent); the music : talk ratio was 45 : 55 (APEC is in charge of following up the daily share of Slovene music).

The Second Radio Programme, Val 202: the average annual share of Slovene music was 46.2 percent (other music 53.8 percent): the talk: music ratio was 62 : 38. The Second Programme attains the legally stipulated share within 24 hours because the night-time radio programme that Val 202 is in charge of preparing for RSI broadcasts predominantly Slovene music.

The Third Radio Programme, ARS Programme: the average annual share of Slovene music amounted to 31.1 percent (other music 68.9 percent). As evident from monthly and daily surveys (measurement by APEC), this programme failed to consider the legal provision till October. Following the APEC measurements and after receiving a reminder, the programme raised the share of Slovene music to 45 percent on average. According to the editorial board, this situation developed partly due to the fact that the legal provision was understood not as an obligatory daily share but as a monthly average, and in part also because implementing this provision meant essential interventions into the programme schemes and quality of the Third Radio Programme. The music : talk ratio is 75 : 25.

Radio Koper – the share of Slovene music is 40 percent, the music : talk ratio 61.3 : 38.7.

Radio Maribor – the share of Slovene music is 45 percent, foreign music 55 percent; the music : talk ratio is 69 : 31.

RSI - the share of Slovene music is 41 percent (foreign music 59 percent); the music : talk ratio is 82 : 18.

Concerning the ratings of radio programmes, we have every reason to be satisfied since both national radio programmes (Val 202 and the First Radio Programme) still receive very high ratings. The complete data are as follows:

- The Second Programme - Val 202 - reach 12.7 percent or an average of 212 thousand listeners daily.
- The First Radio Programme attained 9.6 percent, meaning a daily audience of 160 thousand listeners on average.
- The Third Programme, the ARS Programme attained 0.5 percent with a daily audience of 8 thousand listeners on average.
- Radio Maribor was rated 2.2 percent with a daily audience of 37 thousand listeners on average.
- Radio Koper got 3.0 percent or a daily audience of 50 thousand listeners on average.
- RSI: In September (old programme scheme) this programme had a daily audience of 12 thousand listeners. The December adoption of a new programme scheme was immediately followed by a sharp rise to 20 thousand listeners per day and it also joined a group of European radio stations co-financed by the EU. Many other opportunities are available to RSI, especially so if it reaches agreement with DARS to act as a radio programme for road traffic information, wherefore it has the advantage of technical and frequency facilities.

Let me state some data on the competitive commercial radio stations: Radio City occupies the third place (after Val 202 and the First National Radio Programme) – attaining 6.1 percent or 102 thousand listeners per day on average. Radio 1 comes fourth with 5.8 percent or a daily audience of 97 thousand listeners on average.

Counting as one of greater achievements of Radio Slovenia in 2007 is the outspoken involvement of the First Radio Programme in introducing a Romany broadcast which began to be aired in December 2007, with a very well prepared concept and an excellent implementation of the same. Radio Slovenia was very good at implementing the part of the programme plan relating to the engagement of the music production and its collaboration in the radio and television programmes.

Our Radio set 10 objectives in the 2007 plan. As mentioned before, the objective concerning a consistent observance of the financial part of the plan failed to be implemented. The same applies to the objective of ensuring better control of duties and tasks in the field of journalistic work - all



due to a 'system' ground, as the house is still without work norms. Only now they are in the process of being prepared because of the impending adoption of a new wage system that should be more equitable in terms of remuneration.

Radio Slovenia achieved all the other objectives according to the 2007 business and programme plan.

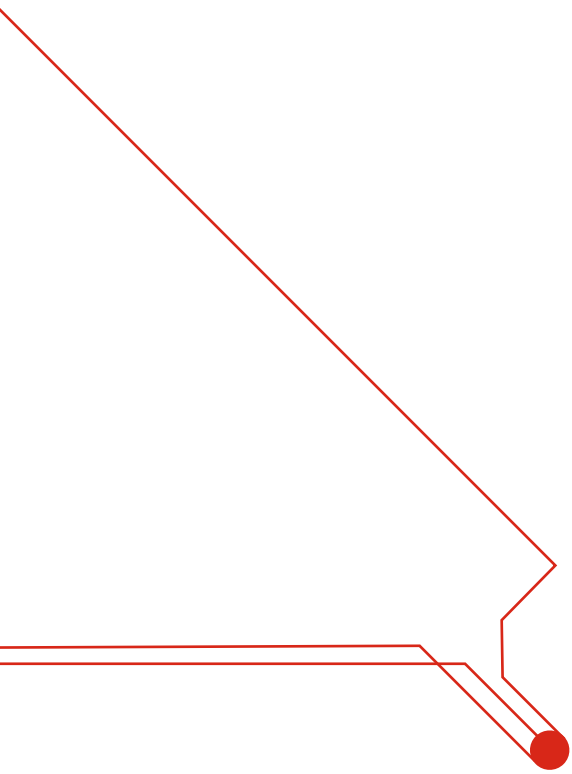
EPU Editorial board of the First Programme ///

The beginning of 2007 was a very busy period for the First Programme of Radio Slovenia, whose programme scheme was thoroughly redesigned, logically harmonised where applicable, while eliminating from the programme everything that had for some years been completely outdated, and implementing a new philosophy of programme making based on fast responsiveness, modern approaches, contactibility, creativity, ideas, inter-editorial collaboration and commitment of the team to the programme it creates. The in-house projects were publicly promoted. We find that the radio programmes in the Slovene media environment are becoming increasingly aggressive, in consequence, our brands, which the RTV Slovenia programmes doubtlessly are, should affirm their presence in the media and general public.

The day on the First Programme of Radio Slovenia starts at 5 a.m. with the morning programme and terminates at 9:00; it is the most widely listened-to morning radio broadcast in Slovenia, its characteristic features being a great diversity of music and talk, live exchange with listeners and current affairs. The institution we are particularly proud of is Jutranji servis with experts answering listeners' questions for half an hour every day.

Mornings are structured in such a way that a central talk broadcast (Med štirimi stenami, Intelektka, Intervju, news reporting Prvi odcep desno, Radio Ga-ga) begins at 10:15, Saturday mornings begin with a youth programme as early as eight o'clock, which was one of the programme novelties in 2007, Sunday mornings are dedicated to a documentary broadcast Sledi časa, followed by the traditional congratulations and greetings which, too, have been slightly freshened up. Many other excellent permanent broadcasts run in the morning and throughout the middle of the day, say, Junaki našega časa, Torkov izziv, Ultrazvok, Evročvenket, Storž – a broadcast for the elderly, Radi imamo radio, Kmetijski nasveti, Vonj po ... a broadcast for agriculturists, a broadcast on choir music.

The afternoons on the First Radio Programme are more informative, dealing with current topics. They cover the following contents: news on current affairs, reporters' commentaries on current affairs, the Monday broadcast Eppur si muove, which deals in more detail with world events, problems, happenings, Labirinti sveta, dedicated to the world at the end of the week, Studio ob sedemnajstih on every working day, Tedenski aktualni mozaik on Sundays; presented during the time slot starting at 18:15 and aired every day from Monday to Friday, are informative programme pieces on culture, while Saturdays are, at the same time of the day, reserved for romantic narratives about trees, stars, poetry, food – Drevosled, Zvezdosled, Sladkosled, Besedosled ... Thanks to the creative and original approach of their authors, these broadcasts enjoy great popularity. The highlight of Sunday afternoons is Veseli to-



bogan, the oldest public radio show which will celebrate its 45th anniversary in 2008; preparations for its redesign are underway though some novelties were introduced already in 2007 by intervening in the traditional school auditions, opening the show to children from different backgrounds and enlivening it with the help of interesting guests.

The evening programme consists of talk and music broadcasts. Let me mention the changes introduced on Monday evenings; it took us several months to take over the editorship of the broadcast Sotočja (aliens-related topics) which needed a firm editor's hand; we also fulfilled the promise to incorporate a Romany broadcast into the programme before the end of 2007, i.e. a weekly broadcast Naše poti (every Monday at 21:00). We had been working on this project throughout the year; we collaborated in coaching the colleagues, searching for optimal solutions, developing the concept of the broadcast and looking for creators indispensable to the implementation of the project (music editor, moderator, editor). Slovenska zemlja v pesmi in besedi is broadcasted on Tuesday evenings. Folk music is one of the foundations of our programme. Friday evening broadcasts are reserved for cultural topics and after 21:00 for Slovenes in diaspora. The latter broadcast was subject to some quality changes. It was slightly downsized but its contents were given variety. Monthly Saturday evenings turned out very lively. In the Koncert iz naših krajev some successful and well received public broadcasts were first aired on the other side of the Slovene border, while a new sequel dedicated to migrant workers and emigrants, which followed in autumn, will be carried on also in 2008. In the Saturday broadcasts Prizma optimizma we chatted with guests belonging to the so-called Golden Era of Slovene Hits. The new show Igrajmo se z zvezdami was presented by Jure Ivanušič, whose guests were the actors, who also sing; it proved to be a very positive programme decision. After the July cancelling of the broadcast Narodnozabavne zveze (departure of the editor, poor response from the audience), occasional entertainment broadcasts were prepared, interesting taped concerts were aired etc. The evening programme is regularly terminated with literary and less demanding music broadcasts.

In our 2007 late-night programmes we hosted 355 guests, with whom we engaged in chat immediately after midnight. We put behind us 365 live radio nights running from midnight till five o'clock in the morning when the broadcast is taken over by the morning team.

The First Programme also cultivates very fine documentaries. We have a daily broadcast Na današnji dan (redesigned and modernised) added to which are more in-depth topics. One of the Saturday afternoon shows is Razkošje v travi, conceived as some sort of radio portraits of selected interlocutors; Sledi časa, aired on Sunday mornings, deals with and comments on historical events, also such as have been forgotten or overlooked. A subtle documentary sense transpires from the Sunday running commentaries



Personalities of Radio Ga-ga



Sobotni večer z Juretom Ivanušičem ali Igramo se z zvezdami



and occasional festive broadcasts. Last year our documentary broadcasts entered competition at two festivals; at the Travelfest we won the third place for the broadcast Stadion while being shortlisted for the Prix Europa.

Some other 2007 projects deserve to be mentioned. We carried out the Festival slovenskega šansona, ended the year with Naj viža broadcast from Bled, introduced more dynamic holidays broadcasts on the First Programme of Radio Slovenia. Once a month we prepare field broadcasts running from early morning till evening (Bilje, Hotiza, Celje, Cerknjo). The localities rarely enjoying attention of the media are presented from different aspects, whereas field topics fill up practically all broadcasts from the day when the programme hits the field. This year's series was rounded off with a festive December action (prize-winning questions on the events in 2007) entitled Vreče sreče and ended with drawing lots. In the first minutes of 2008 a lucky winner received EUR 2008. The lottery prize got into the right hands - it was received by a student. This is another proof that our programme is listened to by young people as well. The New Year's programme, too, was something special, very diverse, field-broadcast ... It was conceived as a Slovene-Portuguese night as we were counting minutes before taking over the presidency of the European Union.

An ambitious project entitled Velika sestra was launched in spring, playing upon the misery (and glamour?) of reality shows. We worked in collaboration with the Collective of Narobov. The series was created in record time and achieved the objectives as set out. Our goal was to comment in an original way on the media happenings associated with reality shows. In doing so, we had a great deal of fun, while toying with the idea that modern radio should implement an enacted programme, which should be listenable, dealing with current affairs, aired daytime, while also assuming new radio formats such as a modern listener would be willing to accept and listen to (in October 2007 the broadcast received the Ježek Award). Radio plays continue to hold a well-established position in the First Programme of Radio Slovenia, those for the youngest being aired on Sunday mornings and those for the adults in the evening.

We provided programme support for some projects of RTV Slovenia; the question is of concerts by the Music Production with which we collaborated very well throughout 2007, Slovenska popevka (the songs were presented during the morning programme; the event was promoted

throughout the week). We set up the project '... vsak dan RTV Slovenija' in Maribor on October 28, 2007 (from the concept to the implementation of the project); we encouraged, facilitated and assisted some music recordings, carried on a successful collaboration with the EPU Informative Programme of Radio Slovenia, the EPU Second Programme of Radio Slovenia (Študentski val, Petkova centrifuga), and the EPU Third programme of Radio Slovenia, in which the editorial board of the educational programme takes an active part. The Third Programme prepares radio plays, literature and culture broadcasts, and also some children music broadcasts for the First Programme. We endeavoured to ensure a live coverage of as many events as possible.

And some more about the music on the First Programme of Radio Slovenia: it remains characterised by a broad and diverse selection of music genres and numbers while being intended for the widest circle of listeners. Music is selected by paying close attention to the criteria of music quality, aesthetic functions, values and standards, which is what we shall stick to also in the future.

In 2007, we switched to daily music editorship, meaning that one sole editor was in charge of music throughout the day. This is how a specific and varied music image was created for each single day, each of them in a different style. Such concept allowed us to explore how the selection of music might be modernised least intrusively as well as least bluntly for our most loyal listeners.

In selecting music much attention was dedicated to adequacy and diversity with respect to the programme course within a single day. The dynamic selection of morning music was comprised of many quality compositions of Slovene authors and performers – more folk and polka music was programmed into this slot than the other parts of the day. It was followed by a more contemporary hit / pop / soft rock selection of the first daytime set. The set clearly honoured the legal provisions on the ratio between native and foreign music, the said ratio being often exceeded in favour of native music. The second daytime set was reserved exclusively for native music production, special attention being paid to older Slovene pieces. This set (divided in two by a broadcast for agriculturists) was often filled up with no other but Slovene music, regularly including the very latest, newly published native pieces, taking care of their promotion as well as the informative contents of the programme. The third, i.e. afternoon, set consisted of calmer,

relaxing music suitable for the time after the end of the working day.

The evenings were combined with music broadcasts. Etnofonija, created in collaboration with the EBU and presenting examples of foreign music, was aired on Mondays, the legendary broadcast Slovenska zemlja v pesmi in besedi on Tuesdays, chansons on Wednesdays, whereas Četrkov večer, presenting the best polka pieces, on Thursdays. In the evening we prepare music adequate for the time of the day and several music rubrics and broadcasts that see to a pleasant end of the day.

The First Programme has been traditionally committed to the cultivation of Slovene folk music. The most venerable among the broadcasts of this genre is a one-hour Slovenska zemlja v pesmi in besedi. In the years since its first airing a collection of about 20 thousand minutes of authentic folk singing and music-making has been recorded. On its 40th anniversary a double CD, which came out in December 2007, was issued in collaboration with the Record Label of RTV Slovenia. Slovene folk music made a breakthrough in the European Broadcasting Union (EBU) to which we submitted material relating to the native creativity in the field of folk music and its contemporary adaptations.

Our contribution to the encouragement of Slovene musical creativity in 2007, which surely deserves to be mentioned, is a biennial musical event Festival slovenskega šansona. The First Programme reserved much time for the music for children (during the morning programme, every Wednesday at 9:30, on Sundays from 8:00 until 9:00). The broadcasts for the young (Lahko noč, otroci, Radijski ringaraja, Dobro jutro, otroci, Gymnasium, Sobotna raglja, children's radio plays ...) are intended to focus on the rising generations of radio listeners. This is of vital importance for the future of radio!

Seven editorial boards constituting the EPU First Programme of Radio Slovenia (Editorial Board of the Current Affairs, Editorial Board of the Daytime and Nighttime Programme, Editorial Board of the Educational Programme, Editorial Board for the Young, Editorial Board of the Documentary Feature Programme, Editorial Board of the Music Programme and Editorial Board of the Entertainment Programme) make up an excellent team of radio-committed creators thanks to whom the goals of the 2007 radio plan were not only implemented but in many a way also exceeded.



Koncert iz naših krajev



Creators of the Velika sestra reality show



Festival slovenskega šansona

EPU Editorial board of the Second Programme, VAL 202 ///

In 2007, Val 202 implemented all the planned changes in full or at least partly. The programme scheme was updated and enriched by several known broadcasts, some new ones were introduced. The fundamental goal to be pursued in all time slots and segments was to follow modern habits of listeners, to make the existing broadcasts more recognisable and to make the programme more consistent. Most changes have been made in the evening and music programme, we have somewhat changed the daytime scheme and the morning programme as well. Val 202 has reached all key goals set in the 2007 programme plan and has preserved - despite ever stiffer competition in media space - the first place in rating in Slovenia. Based on the data of Radiometrics, the reach of listeners in the second half of the year has increased by slightly more than a half percent point compared to the first half of the year.

Morning programme

The beginning of the morning programme was shifted from 5:00 to 6:00 in compliance with the redesign of the morning programme and under the consideration of habits of listeners (postponement of a working day ...). The first programme hour of Val 202 was simultaneously converted to a service-scheduled time slot, but maintained the informative broadcast Prva jutranja kronika. This hour of the programme covered updated trailers of the daily and evening programme of Val 202.

We changed the format of the bulletins at 6:00 and 6:30, which now have a more modern acoustic appearance: they are shorter and supported by the same acoustic appearance as the bulletins in the daily programme. The changes of the morning programme were not only limited to those of appearance, we also created a new team of morning moderators, thus making the programme more recognisable. We pay more and more attention to efficient entertaining, yet topical morning information that are a frame for moderators of the morning programme, who contribute their personal touch. That is why we have redefined the role of morning assistants by giving them more importance.

Current-affairs programme

As announced in the 2007 programme plan, we made a few time shifts in order to more precisely design the programme scheme and to strengthen the habits of listeners: the beginning of the Nedeljski gost broadcast was shifted to 10:45, the Monday broadcast Strokovnjak svetuje was substituted by a topical reporting at 10:10. An expert is invited to the studio, when the topic calls for a contact show.

We have tried to establish a certain type of preparation in all socially current-affairs programmes (Vroči mikrofon,

Aktualna tema, Nedeljski gost, Kje pa vas čevelj žuli ...) in order to increase their topical nature, responsiveness and interactivity with the listeners. In the Ime tedna broadcast we have introduced an additional, a more modern type of voting, SMS voting, that was well accepted and we will continue with it in 2008.

We have re-defined and more strictly observed the duration of individual broadcasts. The well-established broadcasts aired on Tuesdays and Thursdays respectively at 12:00 (Aktualna tema, Vroči mikrofon) only exceptionally last 30 minutes, when the topical issue calls for a more detailed presentation of the topic, otherwise they last 20 minutes. The same applies for the Sobotna akcija broadcast (on Saturdays at 10:00).

On Wednesdays at 12:00 a new broadcast was introduced, Evropa osebno, that continues the tradition of the Sredi Evrope broadcast in the spirit of the new-age europeism. It introduces special people from Slovenia and abroad, and the listeners are given a question related to the European countries, guidelines and international contents against a symbolic prize.

In July and August we successfully carried out the known series of summer Saturday quizzes Lov na počitnice. It was well accepted and the prizes were provided by sponsors.

Sports programme

We actively followed all important international competitions and selected the sportsman of the winter and the sportsman of the summer in our traditional campaigns. Some sports contents including the airing of important competitions have been quite modernised. The beginning of the sports review was shifted from 17:40 to 17:45 due to the better rating of that time slot.

Wednesday evenings are dedicated to sport, however, we have introduced a new talk show V sredo on those Wednesdays, when no sport transmissions are aired.

Music programme

Within the scope of gradual redesign of the music programme we have made some changes in the personnel structure. We changed the music outfit and made it more transparent and topical. The programme was also enriched by several music rubrics, for instance the morning music recommendation between 6:20 and 6:40. We have started a process of gradual segmentation of the music outfit of programme slots that pays more attention to the specifics and dynamics of listeners' habits of each individual time slot.

Flooded by radio stations and entertaining music offer, the music programme focuses more and more on the music that complies with the format of Val 202 in the genre and quality and cannot be heard elsewhere. We have started introducing European music into individual time slots; this

is entertaining music from other linguistic areas, not only Anglophonic, whereby we have abided by legal stipulations on the ratio of Slovene - foreign music. A majority of changes related to 'non-Anglophonic' foreign music is planned for 2008.

Statistical overview of music aired in 2007

Val 202 airs 24 hours a day (night programme from 00:00 to 5:00 together with Radio Slovenia International), and in that time 99,361 pieces of music were aired, 58,670 Slovene ones and 40,691 foreign ones. The share of aired Slovene music is 59 percent and that of foreign music 41 percent.

The music editorial board has also redesigned the concept of a majority of specialised, moderated weekly music broadcasts including presentations and comments of new production of music industry (V soju žarometov – jazz, Glasba svetov – modern world ethno production, Na sceni – weekly broadcast on new Slovene discographic issues, Na piedestal and Drugi val – alternative and experimental music, Nova Elektronika – electronic music, Galerija, Cederama, Top albumov – hot issues of world discography, Glasba za prave moške – rarities and unbelievable recordings, Hip hop/R&B – modern rap, rhythm and blues production).

Evening programme

The evening programme has undergone the most changes in 2007. Its scheme has been entirely changed, the appearance and concept of several broadcasts have been replaced by new ones. The time slot between 19:30 and 20:00 is now dedicated to music and announcements for evening broadcasts. Sporadically, we stress the most attractive and important programme contents, drives and projects from the daily programme or they are even repeated. Moderated evening shows normally begin at 20:00, and the central evening time slot for talk shows has been shifted to 21:00. We have created a unified identifiable sound image of the evening on Val 202, which has now been upgraded with intros of individual broadcasts, with announcement and identification spots. The new or changed broadcasts are: Poslanci – ljudje s poslanstvom (on Mondays at 21:00), V sredo (on Wednesdays at 21:00 – live sports talk show with a guest in the studio, Na piedestal (on Wednesdays at 22:30), Glasba svetov (on Saturdays at 22:30).

The new scheme and the way, in which the evening programme is prepared also leave more room to follow sports events, either through live reports or transmissions of sports matches.

The night programme is still created in collaboration with Radio Slovenia International, whereby we sporadically include live reports from sports events as well, and if we deem it reasonable, we include also repeats of the most acclaimed broadcasts of the daytime programme of Val 202, for instance the broadcast Nedeljski gost of the daytime programme.



Concert on the occasion the 35th anniversary of Val 202



Name of the year 2007
Marjan Pečan



Campaign Sekunde rešujejo



Author and moderator of the summer's quiz Lov na počitnice
Damjan Zorc

Projects

35 years of VAL 202

The most demanding programme-promotion project of 2007 was the 35th anniversary of Val 202. We made a project of 8 programme units - series of broadcasts, in which we tried to encompass all age groups, to promote diversity in contents and geographical distribution and to reach the highest responsiveness in media as possible.

Val 202 made a tender for 10 adaptations of great hits from 35 years of history with the current music bands. The songs have been recorded and now form part of the music archives of Radio Slovenia. The new songs were intentionally made public in the scope of the anniversary to attain a better promotion-marketing impact. In December, the originals and their adaptations were issued on the CD 35 let Vala 202 (as a gesture of promotion).

The project culminated on June 16, 2007 in the sports entertaining event Svetovni rekord v šprintu na 35 metrov and in the six-hour concert of Slovene pop music bands in the Hala Tivoli hall in Ljubljana. We had a live broadcast of the concert and recorded it for the archives. It was later broadcasted in portions in the evening programme. It was also taped by TV Slovenia and presented in the summer in several episodes on the Second Programme.

The entire project was an upgrade of the contents of the programme. Simultaneously, we had also enriched the archives of Radio Slovenia with a series of 35 clearly arranged talk shows, 35 well arranged broadcasts of music and 10 new songs - adaptations of perennial songs of in-house production. The analysis of publications in media provided by the Public Relations Department showed that the 35th anniversary of Val 202 in June 2007 ranked first in the positive publicity of RTV Slovenia.

Sekunde rešujejo

In compliance with the plans of the 2007 programme plan we carried out a programme campaign for social awareness Sekunde rešujejo, which focused on the issue of administering first aid upon instantaneous cardiac arrest, which is the cause of 5 death cases in Slovenia each day - only because nobody knows how to help, dares not help and cannot help quickly enough and efficiently. We carried out two series of radiophonic broadcasts supported by testimonies of the most competent interlocutors. In collaboration with competent institutions, Val 202 co-organised more than 70 courses all over Slovenia. The courses were extremely well accepted both in expert and lay publics. The second part of the campaign focused on a very scarce network of publicly accessible defibrillators in Slovenia and on the importance of their use. We encouraged the expansion of this network.

As a direct result of the campaign we obtained a new defibrillator in the lobby of Radio Slovenia that is included in the public network. Not only Val 202 but entire RTV Slovenia symbolically demonstrates a concrete effect of the campaign.

EPU Editorial board of the Third Programme, ARS Programme ///

The editorial board of the Third Programme carried out a majority of 2007 programme plans and tried to decrease the costs by lowering the number of premieres in the second half of the year. The repeats filled in as much as 45 percent of the programme, where literary and feature broadcasts are concerned. Variable expenses still remain high, partly due to unbalanced and insufficient engagement of the personnel. After all, the number of contracts on part-time work has been a constant of the Third Programme. This latter fact allows us to attract a wider circle of respectable authors and promising authors and they are given a unique opportunity for work and establishment. The editorial board has accomplished its mission: to satisfy the most demanding listener.

Editorial Board for Serious Music

Changed conditions

The editorial board has lived through its first year under the umbrella of the ARS Programme and moved to the 5th floor to poor working conditions. Since January 1, 2007 this editorial board was no longer capable of preparing one-hour live broadcasts on the topic of music life Čas in glasba; the broadcast was withdrawn due to the lack of personnel. Since August 1, 2007 the editorial board could no longer prepare special Slovene music days for reasons of personnel; the planned days for the autumn season were cancelled. Since October 1, 2007 the editorial board could no longer prepare daily cards of music, because the music editor, journalist, has left; the broadcast Glasbeno kukalo was withdrawn.

Noted jubilees:

- 50 years of the Children's Singing Choir of RTV Slovenia and 50 years of the Youth's Singing Choir of RTV Slovenia (the editorial board celebrated them by broadcasting a radio serial in ten parts and by ordering a new children's cantata Gal v Galeriji to Tadeja Vulc and by preparing a jubilee album of CDs entitled Stonoga);
- 90 years of the conductor Samo Hubad with a festive all-day concert;
- the day of Marijan Kozina, on which various areas of the composer's activity was presented;
- 80th anniversary of the composer Pavle Merku with three portrait broadcasts and airing of his opera Kačji pastir;
- 400th anniversary of Versailles with selected recordings of concerts in the period of four French sovereigns, and the 300th anniversary of birth of Dietrich Buxtehude with recordings of concerts from the festive day of Euroradio.

Research of Slovene music life

The lives and works of 43 Slovene composers were presented in music cycles Skladatelj tedna, and the lives and

works of 43 Slovene interpreters were presented in music cycles Interpret tedna. The Ars' Art studio hosted modern Slovene composers of various generations (Nina Šenk, Nana Forte, Corrado Rojac, Janez Matičič, Bor Turel, Vito Žuraj, Pavle Kalan, Štefan Mauri, Uroš Rojko, Vitja Avsec, Pavle Merku, Igor Štuhec, Tomaž Habe). The Zborovski panoptikum prepared a gallery of portraits of Slovene choirmasters and choir composers (Damjan Močnik, Mitja Gobec, Martina Batič, Matjaž Šček).

During the whole year we prepared direct transmissions of three subscription concerts of the Slovene Philharmonics, of the subscription concerts of the orchestra of the Symphony Orchestra of RTV Slovenia and of the cycle of Sunday matinees entitled Mozartine.

In co-operation with music editors of Radio Maribor and Radio Koper we prepared broadcasts on symphonic, chamber and choir orchestra in the Štajerska and Primorska regions. In summer, we prepared recordings and direct transmissions from 12 Slovene festivals.

Following the Slovene and international music life:

- Music editors and part-time associates prepared programme pieces for daily-news programmes of Radio Slovenia.
- Music editors and associates prepared reviews, talks and reportages for Glasbeni utrip and Kulturna panorama.
- Until October 1, 2007 we announced music events both in Slovenia and abroad in Glasbeno kukalo.

Presence on the international music scene:

- On March 12, 2007, the editorial board prepared a direct transmission of the Vzhajajoče zvezde concert for EBU.
- In May 2007, the editor of the editorial board for serious music of Radio Slovenia was elected to the expert board for music in Geneva for the fourth time.
- On July 10 and August 17, the editorial board attended the Euroradio summer with two concerts.
- In September, a board member for music obtained a letter of appreciation for good directing of the jury on the competition Prix Italia.
- On November 23, Big Band of RTV Slovenia participated in the EBU jazz season with a Slovene programme (conducted by Tadej Tomšič).
- On December 10, the Chamber Choir of RTV Slovenia performed in a direct transmission organised by the editorial board for serious music in the framework of EBU in the cycle Pesniki in glasba.

We successfully attended three international contests: on the International Tribune of Composers (under the auspices of UNESCO) we presented an original Slovene composition for orchestra of Gregor Pompe; the editorial board sent recordings of two young musicians to the contest New Talents (in semi finals of the concert performed the clarinetist Aljaž Beguš); in the IREM contest of electro



The Symphony Orchestra of RTV Slovenia



Children's Singing Choir of RTV Slovenia on the Mladinska knjiga festival



Radio play recording

acoustic music in Lisbon two electro acoustic compositions of Bor Turel and Mihael Paša were performed.

Recordings of four Slovene operas:

- Marjan Kozina, Ekvinokcij;
- Tomaž Svete, Pierrot in Pierrette;
- Aldo Kumar, Al peku, al nebo;
- Alojz Ajdič, Brata.

We hired an associate, a music producer Marinka Strenar, to record choir music; she recorded 1000 minutes of music of this genre.

Organisation of theme days, weeks, months:

- Carnival on the ARS Programme on the topic of animals – February 20, 2007.
- Day of chamber music, dedicated in memory of Primož Lorenz – January 19, 2007.
- Day of young musicians – March 12, 2007.
- Day of troubadours – May 15, 2007.
- Day conceived on the topic Domoljubno in nacionalno – April 26, 2007.
- Week of Slovene music (April 2007).
- Berlin and Bucharest, selected cities of music 2007.
- Folía, on Wednesday's summer mornings.
- Antagonisti in polemike, central topics of the summer 2007.

Facing the new legal provision stipulating a daily broadcasting of 40 percent of Slovene music.

The new Public Media Act stipulating that 40 percent of Slovene music should be broadcasted on any programme of Radio Slovenia became effective on January 1, 2007. The editorial board tried to design the music programme in compliance with the new Act by changing the all-day scheme, by introducing Slovene hours, by cancelling 1 hour of the night-time programme entitled Evropski klasični nokturno; after three measurements performed by the Post and Electronic Communications Agency of the Republic of Slovenia the Sunday broadcast dedicated to organs entitled Obiski kraljice was withdrawn in order to increase the Sunday share of Slovene music.

The editorial board aired a maimed Christmas Euroconcert and stated reasons therefor. After 15 years of direct transmissions of the Christmas day of Euroradio, the ARS

Programme only aired two concerts instead of 13 direct broadcasts due to the new Public Media Act; instead of a Christmas day of Euroradio, a Slovene response was prepared - a Slovene Christmas day. We obtained statements on national shares on European radio stations, which confirmed our assumptions that there is no such act anywhere in Europe.

Highlights in 2007:

- opportunity of recording and airing of the concert of the Israel Philharmonics in Ljubljana with the conductor Zubin Mehta;
- successful direct transmission of the concert upon the World's Bible Congress;
- 7,750 hours, which is 465 thousand minutes of music programme on the ARS Programme;
- approximately 150 hours of broadcasts on the First Programme.

Editorial Board for Culture and Literary Programme

The editorial board of literary broadcasts and broadcasts on culture weekly prepares 360 minutes of literary broadcasts for the First and Third Programmes of Radio Slovenia. We celebrated a number of anniversaries of known authors, among others those of Smiljan Rozman, Jože Hudeček, Carlo Goldoni, Anton Ocvirk, Henry Fielding, Pavle Golia, Vladimir Kavčič, madame de Scudery, Astrid Lindgren, Albert Moravia, Joseph Conrad, France Bernik, Aleksander Zorn and others. Our literary broadcasts included culture and other events: Borštnikovo srečanje was followed by an evening of artistic performance of Polona Vetrih, the Ljubljana Marathon by a humoristic section from the novel Posmehljivo poželenje by Drago Jančar, and the 19th Congress of the International Organisation for the Study of the Old Testament was followed by a literary evening, in which we aired the Song of Songs. Another demanding project was also the literary evening on David Mamet, in which we presented the master of modern drama. Last year, we expressed our appreciation to the deceased authors France Forstnerič, Kurt Vonnegut and Norman Mailer, and we also presented the works of the Nobel prize winners Orhan Pamuk, Gabriel Garcia Marquez, Heinrich Böll and Doris Lessing (on the same day when world agencies published the

news). The mentioned broadcasts indicate that the editorial board follows the events in literature and is not closed in an ivory tower. We reacted to the current situation with our broadcasts in Odprti termin, in which we introduced nominees and winners of various literary awards.

The summer Lirični utrinki belong to quite marked projects - we heard Slovene poets of all generations and literary orientations (they read their poems).

In the period from October 10 to October 20, the Literarni nokturmo broadcast aired the purchased and awarded stories from the last year's, the 16th in a row, contest of Radio Slovenia for the best short story. The stories were marked with topical nature and condensed writing and presented a variety of life destinies, thus making the time slot more interesting.

Our literary broadcasts have been entered into the Orfej computer database, however, we still fail to promote our broadcasts (especially in weekly publications, in Vikend magazin, for instance, we are very, very rarely present).

In all parts of the programme we maintained the balance between domestic and foreign, classical and modern authors and also between new broadcasts and repeats. The repeats are not only an opportunity to present excellent broadcasts from our archives, but also a saving measure.

Last year, the editorial board brought a two-year project of creating an electronic database of literary broadcasts to completion. The editor, who was dismissed in August last year, has regularly warned of the transfer of costs of the public service broadcaster to the editorial board and also of an increased scope of work. Probably, the acting editor may have done the same. I would like to stress that in accord with the editor-in-chief we save money in the programme of literary broadcasts by airing 33 percent of repeats - always reasonably and well thought - that are discretely distributed on the First and Third Programmes in various time slots of literary broadcasts.

Editorial Board of Featured Programme

The editorial board of the featured programme brought to reality 8 radio plays for adults (2 of them with external

directors), 2 children's plays and 6 short radio plays (two directed by external directors). Moreover, we completed the projects from 2006, i.e. 4 radio plays for adults, 2 children's plays, 1 short play and a documentary radio play - a portrait of our sound engineer (with an external author). We prepared 48 literary evenings (40-45 minutes long), of which two dramatised, and numerous literary broadcasts: memories, letters and travelogues, literary portraits, selected prose, humoresques, nocturnes, etc. (assisted by external partners).

The editor took over the editorial board on August 1, 2007. The results are barely visible, which is reflected especially in radio plays for children: only one with an original text, the rest is adaptations. The contest organised by the editorial board in co-operation with Radio Maribor and Radio Trst has brought nothing encouraging, either. 50 radio plays for children and some 70 plays for adults have been submitted. The jury awarded three works of each category. The awarded radio plays for children are not what we have anticipated. The contents are naive, outdated, lacking modern approach. Without a dramaturge for radio plays for children we will not be in a position to remedy the current critical situation.

In January 2007, the editorial board attended the Prix Ex Aequo International Children's and Youth Radio Drama Festival in Bratislava. In the category of radio drama for youth we won the award for adaptation and direction with the drama Tristo milijonov metrov na sekundo. In October, we came into finals of five with two children's plays at the international festival in Antalya (Turkey).

The ARS Editorial Board

The broadcasts followed the plan, there have been no changes in the programmes; our programme time was dedicated to the topics from the field of science (both humanistic and natural sciences) and to the contents touching different topics of this field in the Odprti termin broadcast. Due to the expected merger of the editorial board for culture and literary programme and ARS, we did not replace the editor in 2008. The business operations of the editorial board was financially successful, without loss.

EPU Editorial board of Informative and Experimental-development Programmes ///

The programme and production plan set at the end of 2006 for the year 2007 has not been quite put to reality. On several points we lacked desire and will to perform 100 percent, mostly due to a human factor.

At the very beginning of 2007 we proved that radio can and must be a live medium. Live reports or reports with a minimum delay have enriched the programme as early as in the night from December 31 to January 1, when we followed the introduction of Euro. In association with the First Programme we prepared a well accepted project of the Evroženket broadcast in 2006 intended to acquaint the listeners with the coming Euro. In 2007, we maintained this well-established broadcast. The journalists of the editorial office for internal politics still prepare, in co-operation with the First Programme, weekly broadcasts on finance, stock exchange, money, advice for investors, etc.

We continued by having several live reportings to informative broadcasts. Mid-May 2007, we tried to prepare as many Studio ob sedemnajstih broadcasts as a reaction to the most topical contents of that day. Simultaneously, we tried to shorten their format thus making them more to the point, more dynamic and more modern. We have not been very successful in doing this. Our 2007 plan to prepare more Studio ob sedemnajstih broadcasts from the field, was implemented only to a small extent, because we prepared only several broadcasts of this type: broadcasts on the problems of inhabitants deprived of their land by the border, on the problematic of the Krško nuclear power plant (with the people from that area, with the management of the power plant and with the representatives of the State) and on preparations for the Presidency of the EU (Brdo pri Kranju). One of the scarce successful moments of the Studio ob sedemnajstih broadcast in 2007 was that we did not air repeats of previously aired broadcasts, which had been the case more or less often in previous years. We

prepared a new broadcast each day, so we have not been the 'Radio Again'.

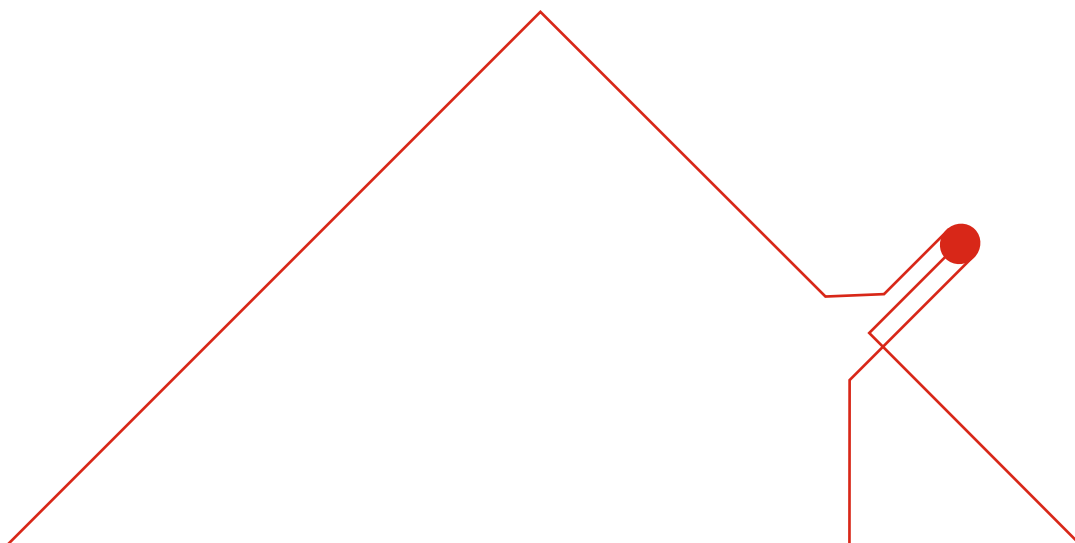
Most attention in 2007 was dedicated to two current-affairs broadcasts (Druga jutranja kronika and Dogodki in odmevi), and we neither neglected other four main informative broadcasts nor bulletins. The Danes do tri-najstih broadcast is still under the process of redesign. Normally, it used to cover local problems in the form of programme pieces and other events in the form of read news. Since 2007, it presents local contents with short programme pieces, not only news, and also the morning events on the level of Slovenia and broader, especially in the bordering countries.

We are satisfied with the Druga jutranja kronika broadcast, for it has mostly preserved its original mission and also offered an analysis of announced events and their background.

A dividing line between the First and the Second Programmes has been well drawn as far as the informative part is concerned, we have made the appearance of news recognisable. Starting with April 1, the editorial board of daily news prepared separate news for the Second Programme at 6:00 and 6:30 with a sound image more suitable to the Val 202 profile.

It is worth mentioning a new broadcast in the editorial board for foreign politics: Eppur si muove – In vendar se vrti; this is a broadcast, in which we host competent interlocutors to either announce the most important events in the world and their consequences or to analyse the current situation. The journalists are happy about the possibility of preparing field broadcasts. They like preparing broadcasts in the field and not only in their office in Ljubljana, based on statements, obtained with exchange or by phone.

The editorial board for correspondence has connections with the First and Second Programmes especially in the co-creation of new broadcasts, like Storž or Prvi odcep desno.



OU Music Programmes and Music Production ///

In 2007, the business operations of the OU Music Programmes and Music Production were successful. We have performed quite many superior projects and all set goals have been attained, in several cases also surpassed. We can rank to our greatest items of success the performance of two new ordered pieces, namely the music story Gal v galeriji and the youth's musical Čudežno drevo.

The Symphony Orchestra of RTV Slovenia

Thanks to the commitment and patience of musicians and staff, the orchestra managed to wind up the year with several extraordinary performances despite difficult conditions brought about by the situation in the personnel and constant removals and demanding logistics. The concert on the occasion of the 75th anniversary of the former chief conductor Anton Nanut with the soloist Irena Grafenauer was selected by the Delo news publisher as the concert of the year. In difficult conditions the orchestra performed two top concerts with the pianist Ivo Pogorelić. The Christmas concert with Matej Bekavec and both in-house orchestra was a real attraction for eyes and ears. We continued a tradition of concerts with pop stars and sold out two concerts with the Eroika group and with Jan Plestenjak. The Mozartine conducted by Uroš Lajovic proved a success. The concert of the music of Avsenik with the Gregorji ensemble was very marked and was broadcasted on television several times.

Greatly assisted by the Public Relations Department and the Marketing of RTV Programmes we managed to attract new audience to concert halls and thus reached the number of concert listeners from the best years. The work of the conductor En Shao has been inspiring for all of us. He immediately lent hand in the humanitarian concert for the elimination of the consequences of September flooding. The concert beat the records of rating and the total of funds raised. Of course, we saw to it that one of the fundamental tasks of the orchestra was completed - the Slovene music (attendance at the Slovenski glasbeni dnevi festival and recordings for the archives, in which the share of Slovene music exceeded 49 percent). We performed concerts in association with the Academy for Music, with Glasbena mladina ljubljanska and with the Festival Ljubljana. With the scope of its repertory and reach, the orchestra reached its highest point in 2007 in its broader and wider area of activity. The goals that have not been met (not by our fault) are two unfinished new Slovene works that we wanted to perform in our season concert cycle. It is a great pity that the new cantata of the composer Nana Forte has not been completed. We could not complete the recording of both concerts of Szymanowski for violin and orchestra due to medical reasons of the soloist Stefan Milenković - he will presumably record the missing Second Concerto in 2008. Television Slovenia has recorded much more concerts than



The Symphony Orchestra of RTV Slovenia



Big Band of RTV Slovenia



Children's and Youth Singing Choir of RTV Slovenia

in the previous period, yet still several extraordinary events have remained unrecorded. In 2008, we will do our best to do away with the problems of co-ordination. Traditionally, we participated in the Miklavžev koncert and recorded some film music. The orchestra attended three great state celebrations entitled Dobrodošlica evru, Dan državnosti and Dan samostojnosti in enotnosti. The orchestra performed a total of 36 concerts and recorded 840 minutes for the archives.

Big Band of RTV Slovenia

The orchestra had 43 concerts and recorded 271 minutes of music for the archives. This represents more than 3,300 minutes of recorded music for radio and television. In 2007, Big Band was joined by several top Slovene and foreign soloists and conductors, like Bojan Z., Jon Hendricks, Izidor Leitinger, Mate Bekavac, Anika Horvat, Alenka Godec and Uroš Perič. Big Band performed a lot in entertaining programmes of radio and television. The main broadcasts were the Talkshow with Jure Ivanušič and Zlatolaska. In autumn, the traditional concerts were moved from studio 14 to a new location, to the Mons Hotel, or rather the Jazz klub Mons. Since there is an extraordinary interest in these concerts, we are at the beginning of a long-year co-operation. It has been a tradition to perform concerts for young people in co-operation with Glasbena mladina ljubljanska, Narečna popevka and Slovenska popevka. The Poletna noč concert, which celebrated the opus of two giants of jazz and entertaining music in Slovenia, Jure Robežnik and Mojmir Sepe, was quite a success. Big Band also participated in the recording of the music for the movie Petelinji zajtrk. A total of 67 songs and arrangements were recorded. The recordings were issued on three CDs.

The Chamber Choir of RTV Slovenia

By its participation in Mozartine, the choir extended its programme offer of this cycle, which we intend to do in the future as well. In 2007, the choir was conducted by Tomaž Faganel, Uroš Lajovic, Sebastjan Vrhovnik and Martina Batič. Miserere mei Deus of J. K. Dolar and Schubert's Song of Spirits over the Waters were recorded for the archives in the accompaniment of the Symphony Orchestra of RTV Slovenia. In July, the choir made its first performance at the Brežice Festival - SEVIQC. The programme only comprised the works of Jakob Petelin - Gallus. A real test was the December concert for the EBU network prepared

by Martina Batič. Due to the cancellation of the conductor Andraž Hauptman, the concert of romantic songs did not take place in July. The performance was shifted to 2008. For this reason, the choir was well prepared on the concert in December. It prepared four projects and recorded almost 120 of demanding music for archives.

The Youth and Children's Choir of RTV Slovenia

For their 50th anniversary both choirs prepared and performed a number of important projects: a gala concert in the Slovene Philharmonics on the very anniversary of the first recording, a performance of the music story Gal v galeriji and two musicals Čudežno drevo in the Cankarjev dom in co-production with the Children's and Youth Programme of TV Slovenia, co-operation of the Children's Choir with the Bolshoi Teater, performances on eminent state celebrations, at Slovenska popevka and a total of 100 minutes of recordings for the archives - all these are excellent results and also reflect a positive attitude of the audience to both choirs that have reached and surpassed the desired level conducted by their young conductors. In 2007, an autograph album presenting 50 years of choir's activities was compiled. The book will issue on February 8, 2008 in co-operation with the Mladinska knjiga publishing house.

Group of Producers for Serious Music

The group of producers for serious music hired new people in 2007 and also took leave of long-year part-time associates. Two new employees have brought long years of experience and top professional knowledge. The group managed to cover orders for 32 thousand minutes of music - both archival and concert production, which is an extraordinary result.

In 2007, we dedicated much time to ensuring performances of quality and fought with the increased labour cost. Considerable deviations from the plan were entirely covered by overplan revenue. In the field of personnel, we have not covered all gaps, we also lacked the time for good training. The procurement of operating fixed assets was not in time, because the terms of production and delivery are long and much assets have remained unused. In 2007, the big concert piano from studio 26 was overhauled. Due to the overhaul, the piano is kept on this location by a Steinway's agent. Due to works performed in studio 26, we had to look for new premises to store the instruments.

EPU Regional radio Programme Koper ///

In 2007, the programme part of the Programme and Production Plan was implemented with more than a success. Together with our studio in Nova Gorica we preserved and even improved the position of the best rated radio programme in the broad Primorska region (from Bovec to Piran, in the areas across the border, where the Slovene live, in the Goriško, in Istria, in the Trieste region and in Benečija).

We have carried our several marked projects that have not been planned and incurred additional costs. These are primarily important state celebrations, like the celebration upon the fall of the Schengen border in Škofije, the celebration at Tatre celebrating the connection of the Primorska region to the mother state, the celebration of the 80th anniversary of the TIGR organisation.

Apart from preparing an extensive regional programme we have also been a model collective correspondent for the national network. Our role has never been quantified, however, we noticed it has increased. In 2007, we have contributed more than 28 thousand minutes of quality programme and recordings of our music production to all three programmes of Radio Slovenia.

Our contribution to the archives of Slovene music treasury has been on the increase each year. Let me mention as an example the Primorska poje marathon festival. It started 39 years ago by recording a concert of 49 singing choirs, last year, there were more than 190 of them. The festival that lasts two months is performed in all places in the Primorska region. The role of Radio Koper has been well defined in this project since ever, yet it should be re-thought if no additional financial sources are available.

All our efforts are directed to preserving the function of the main radio programme in the region. One of the ways how to do it is direct contact with our listeners in the field. For this reason, we have increased the number of reports from the field from our uplink truck 'blue racer'. Presence among people and quick reaction time are our strong points in the fight for listeners. The success of our efforts has proved anew during our 14-day project Schengen, in which we reminisced precious memories of the events of the recent history from various places along the border from our improvised studio.

Special projects

At the beginning of the year we prepared two marked campaigns: Osebnost Primorske and Gospodarstvenik Primorske. Both are public radio broadcasts, reflecting a result of a year-long selection of the most eminent protagonists from various fields (the selection is performed on our radio programme). In both projects we co-operate with the Primorske novice news publisher, and they are also taped



Campaign Osebnost Primorske 2007



Team of the Schengen project



Team of Radio Koper

by TV Koper. The Osebnost Primorske 2007 broadcast will also be included in the programme of the national television.

In co-operation with the Slovene programme RAI – Radio Trst, we have tradition in preparing public radio broadcasts Martinovanje and Naš športnik. Sports journalists from other media participate in the latter broadcast.

Our extremely high quality and extensive in-house music production counts to special projects. Undoubtedly, the most demanding task is the Primorska poje festival, which lasts several weeks. The following recordings also fall into this category: recording of the Festival Tartini, the Festival kitar in Lipica and the Jazz festival in Cerklje. These recordings are not only an enrichment of the programme of Radio Koper, but also of the ARS Programme and the Slovene music heritage.

Radio Koper

In compliance with our programme orientation, the regional programme of Radio Koper tries to satisfy the largest circle of listeners of all ages and social structures on one sole programme. We daily produce 18 hours of own programme, on Fridays we prepare (with our night-time programme for Radio Slovenia) 24 hours of programme.

The programme is divided in five sections, which are described in the continuation.

Morning programme (from 6:00 to 9:00): friendly awakening through current-affairs information, like bulletin, Jutranjik (informative broadcast), weather, the broadcast Noč in dan (with reports from police stations), Radijska kronika, and announcements of the Radio Koper programme.

Dopoldan in pol (from 9:00 to 12:30): entertaining programme offering numerous servicing and informative contents, contacts with listener, field reporting, sport, overview of events and bulletin each hour. Each first Saturday in a month we have a talk with the personality of the month of the Primorska region, who was selected by our listeners and the readers of the Primorske novice from five candidates. Sunday mornings are filled by Nedelja z mladimi – a broadcast for children and parents, the Primor-

ski kraji in ljudje broadcast, Radijska kronika and sporadic broadcasts from celebrations or broadcasts of our public radio shows.

Current-affairs section (from 12:30 to 16:00) starts with Opoldnevnik, our second daily-news broadcast covering the news from the world and Slovenia, and especially regional contents. This programme slot also includes the broadcasts like Oddaja o morju in pomorščakih, Aktualno (live broadcast with reportings from the field), Na rešetih (looking for answers to the questions asked by our listeners), Rekel in ostal živ (opinion show), Torklja (weekly overview of events), Poslovne informacije. The afternoon programme slot ends with a transmission of the Dogodki in odmevi informative broadcast of Radio Slovenia.

Afternoon programme (from 16:05 to 19:00) is a more easy programme slot that starts with the traditional broadcast Glasba po željah. Then it is followed by Glasbena razglednica (daily reports from current concerts of both serious and popular music), sports bulletins or, if need may be, reporting from competitions of sports teams or individuals from the Primorska region, on Tuesdays the broadcast Z vročega asfalta (automobilism), daily overview of events, on Fridays also Planinski vodnik and the broadcast for young audiences Radio bla bla ... Every day with the exception of Sunday, our main informative broadcast Primorski dnevnik is broadcasted at 17:30. On Saturdays, we air the humorous broadcast Du jes, Sunday afternoons are reserved for the sports programme enriched by reportings from our field reporters.

The evening programme (from 19:30 to 24:00) is reserved for long-track broadcasts for specialised target groups. It airs: Iz kulturnega sveta, Sotočje, Slovenci ob meji, Zborovski utrip, Mladi primorski talenti, Glasbeni abonma. Apart from the broadcasts covering more serious or rather cultural contents, the late hours of our programme also present specialised music broadcasts, which try not only to follow the modern trends of music on the world scene from jazz to hip-hop, but also to give knowledge to young generations and to give older generations an opportunity to reminisce the 'good old times' of popular music and its roots. Evening time slots are also filled by in-house production, by recordings from concerts of choir or classical music.

EPU Regional radio Programme Maribor ///

In 2007, Radio Maribor reached the set programme business goals and the planned projects. It performed informative, culture and educational role in both the regional and local environments. We managed it despite stiff competition of commercial radio stations and by having rationalised assets and our staff.

Based on the data from 2007 operations, we managed the available assets rationally and remained within the set financial plan. The data from Radiometry have shown that in the first half of the year 2007 we reached 32 thousand listeners, i.e. 5.9 percent, which ranked us 4th in the area of coverage in the north-eastern part of Slovenia. In the second half of the year 2007 we reached 34 thousand listeners, i.e. 6.4 percent, and occupied the 5th place in the area of the north-eastern part of Slovenia. We currently occupy the 2nd place (30 thousand listeners) in the wider Maribor area lagging behind Radio City.

In 2007, we offered the anticipated ratio between talk (31 percent) and music (69 percent), and the Slovene music (45 percent) and foreign music (55 percent).

The editorial board of the daily programme designed a series of topical broadcasts and rubrics, in which we addressed vast audiences - also the newly selected target audience aged between 30 and 55 years. By shortening the talk contents we increased programme dynamics. Within this editorial board numerous weekly and monthly broadcasts were created: Mariborski feljton, Radijski razgledi, Obrazi sosednje ulice, Iz roda v rod, Radijska delavnica znancev, Kmetijska oddaja, Mladi mladim ...

The set programme goals have been put to reality by interesting topics linked to the situations in the broad regional area and by various rubrics.

Our informative programme reacted to the current events in the regional and local area and also to the events on the state level (presidential election, preparation for the Presidency of EU, Schengen ...).

Radio Maribor has co-created the programmes of Radio Slovenia (the First Programme, Val 202, ARS) the whole year by topical issues within the frame of informative, daily and music editorial board.

Within the culture-arts programme we prepared 6 original radio plays for Radio Maribor and Radio Slovenia. We prepared and published 14 short radio plays, we participated in the contest of RTV Slovenia for the original radio play, awarded prizes and contributed two jury members. We have prepared the Vodnarjev čas broadcasts and literary recitals.

Our music selection was adapted to the desired target audience aged between 30 and 55 years. An important part



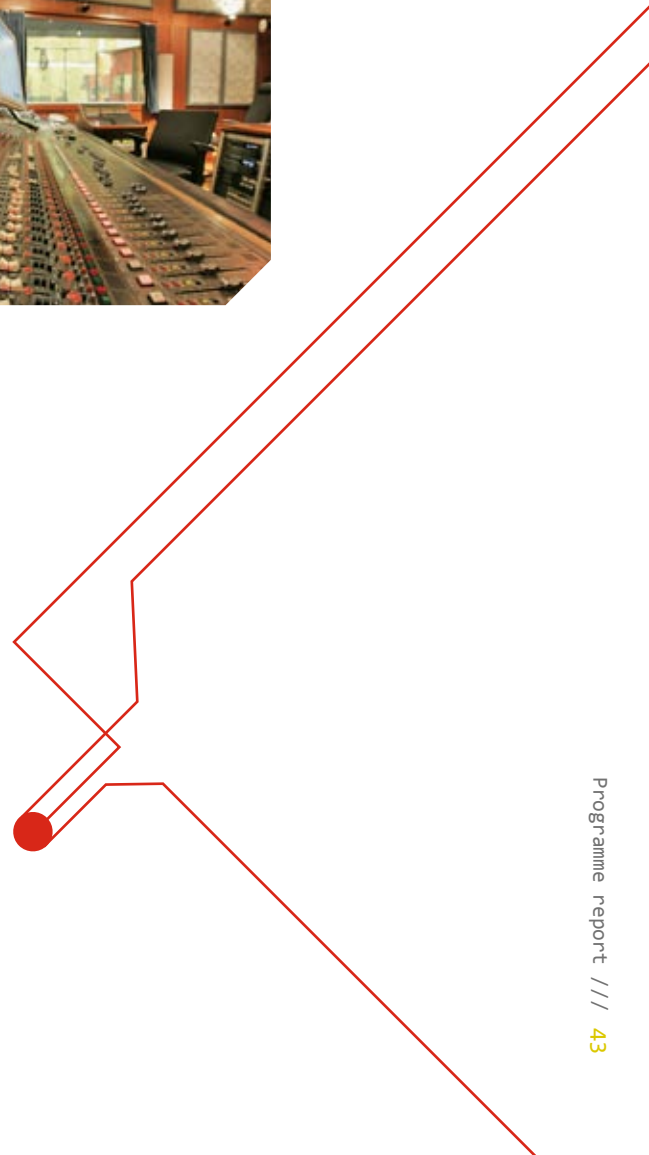
Director's booth



Journalist's editing room



Mixing table



of the music editorial board was in-house production of classical and choir music of the performers from the north-eastern part of Slovenia. From January to December 2007 Radio Maribor contributed approximately 7 thousand additional minutes to national radio programmes.

In 2007, we actualised quite a few joint projects of the RTV Centre: Narečna popevka, Festival Vurberk, Festival Ptuj, Festival Lent ... We were also present at all fairs in Gornja Radgona, where we have a tradition of a 'fair radio'.

EPU Editorial board for foreign audience, Radio Slovenia International ///

2007 was a turning point for the EPU Editorial Board of the Radio Programme for Foreign Audiences. We have designed the plan for the first time as an independent editorial-production unit, and that's why it was difficult to foresee all costs and needs that used to be accounted for in the joint editorial-production unit. This has shown especially in the cost of material and also in some labour costs.

The programme was completely implemented as planned and in the last three months we have even increased and improved the scope of individual programme contents. Plenty of programme was prepared separately for the First and Second Programmes of Radio Slovenia: for daily-news broadcasts in English and German, during the summer tourist season traffic and servicing information for both national programmes, also in two foreign languages. Regularly, each day, we prepare and air the night-time programme that is broadcasted also on other national programmes.

Having carefully analysed the situation at the beginning of the year and bearing in mind the fact that the programme has not reached as many listeners to attract advertisers, we decided for a radical renovation of the programme scheme in October. We prepared a new sound image, introduced an all-day moderated programme and a few more novelties. We evaluate the changes to be effective, for a rating analysis has shown that the number of listeners has increased from September to December by fair 65 percent. We will carefully monitor also future analysis of the programme, however, we are of the opinion that we will have to pay attention also to promotion in order to be more recognisable among listeners (we anticipate assistance of the Public Relations Department and finance for promotion).

2007 was also an important turning point for the programme of Radio Si due to the harmonisation with legal stipulations. We finally obtained a decision from the Post and Electronic Communications Agency of the Republic of Slovenia that the programme fully complies with regulations – in the share of in-house production exceeding 30 percent and also in the share of Slovene music, which was

43 percent when measured. The programme offers at least 40 percent of Slovene music every day. All this called for additional works and new costs.

We obtained EUR 15,450 from the assets for development, of that EUR 10,000 for a new sound image, and EUR 5,450 for entering and archiving Slovene music in the Selector, in order to be able to meet legal requirements. Without these assets we have exceeded the planned assets by somewhat less than EUR 14 thousand, yet this was negotiated in September, when we started the programme scheme renovation, which after all proved in adequate results.

New projects

In 2007, we worked on three new projects that will characterise the image of our programme. One project is Euro-radio – a combination of input of assets for development and the assets obtained on a tender of the European Commission, when we established a consortium with fifteen other European radio programmes. In the coming five years we will together daily prepare half an hour of joint programme, we will participate with an approximately 10-minute programme piece in English and German. Another project is traffic information that is supposed to provide updated and precise traffic information for all national radio programmes. Much work and cost have been invested in all these projects, yet the results are still to come in this year.

Assessment of performance in 2007

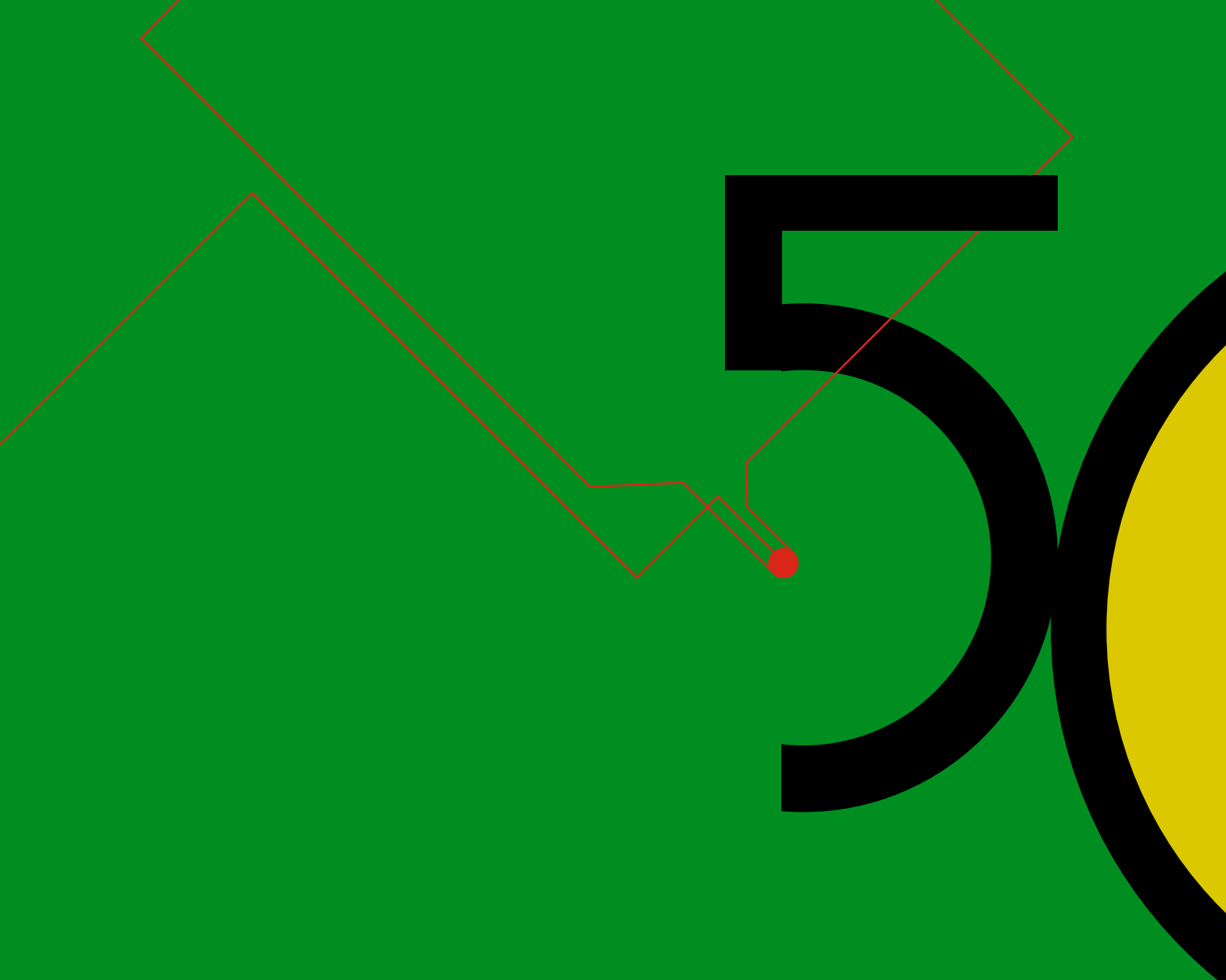
I evaluate the results in the implementation of the programme and production plan in the EPU Radio Programme for Foreign Audiences to be good, especially in the implementation of programme tasks and in the reaching a higher number of listeners. A problem is still creation of revenue from advertising. The plan in this segment was actualised in 84.4 percent and there are at least two reasons for it: the first reason is that advertisers mostly turn to one or two best rated Slovene programmes and to best rated local and regional programmes; however, it is also true that the planned scope of advertising has increased each year by more than 10 percent, whereas it has even decreased in other units. The second reason is the organisation of a Marketing of RTV Programmes, nobody is currently active in selling advertisements.



Team of Radio Si



In studio



[programmes of Television Slovenia]

Introduction by Director of Television Slovenia ///

In our report for the first five months of the year we stated that we are satisfied with the statistics, yet not quite satisfied with the quality we attained. Performance can always be measured, whereas there is plenty of room for the increase in quality. In 2007, the realisation of programmes almost reached the set goal, of course, within the framework of available financial, human resources and production-technical possibilities. The reasons for discrepancy are mostly in the fact that television is a living organism that must adapt to unexpected complications and circumstances, respect limitations of production and try to look for new solutions to meet the needs of spectators.

On the whole, we are satisfied with our result. The Informative and Sports Programmes have slightly surpassed the planned scope, whereas other programmes reached the plan or were just about to reach it. Of course, the performance could be better, yet we have shortened several programme contents for rationalisation reasons, especially where the effect of the programme was negligible with respect to the costs incurred.

We have to stress that the success of a programme is not measured in quantities but in the quality or rather in rating. Despite a boom in other media, TV Slovenia has preserved its rating, which is laudable especially when bearing in mind that the competition is very stiff and not so exposed to criticism. It is evident from the report hereinafter that in 2007 TV Slovenia accomplished its mission in the interest of public and, objectively speaking, did even more than anticipated. Let me only mention the commitment of TV Slovenia on the occasion of the catastrophic flooding in autumn: Television Slovenia provided top quality and updated reporting, which culminated in the demanding humanitarian project initiated by the public television, in which a record sum of EUR 900 thousand was raised for those who suffered in flooding.

EPU Informative Programme ///

In 2007, the Informative Programme reached and even surpassed the set programme goals (planned scope of the programme: 59,660 minutes, actualised scope of the programme: 61,728 minutes).

In 2007, we continued the renovation of informative broadcasts and managed to preserve a high quality level of this type of broadcasts despite some complications with the personnel. The changed scenography of both main informative broadcasts Dnevnik and Odmevi proved to be adequate despite some initial problems in realisation. It was well accepted among the viewers. The new scenography allows us to prepare more in-depth Odmevi, the contents of which are based on the confrontation of various opinions. The viewer's reactions and especially those of professional public showed that we made a positive step (rating 8.7 percent, share 30 percent).

Despite the fight for rating, the broadcasts of the informative programme of TV Slovenia have preserved the level of a credible, objective and non-sensational television. However, we have to agree with the fact that such contents are not always that popular and attractive as those shown on other television stations.

Vroči stol has been shifted to a more favourable time slot on the First Programme, which contributed to the appeal of the broadcast. It was well accepted in public. Despite some negative criticism, the informative programme will insist on this format of the broadcast.

In 2007, the rating of Studio city considerably increased (5.6 percent or 17 percent share), quite high rating was preserved by the broadcasts Tednik (9.4 percent or 26 percent share) and Tarča (7.7 percent or 21 percent share) despite competition.

The Globus broadcast of the editorial board for foreign politics proved that Informative Programme is capable of preparing a good analytical foreign politics broadcast. The broadcast will have to dedicate even more time to our correspondents in the world and to their reports, after all, our network of correspondents is one of our essential advantages over other media that are incomparable to TV Slovenia in this respect.



The greatest challenge was before us in autumn last year: the presidential election. The Informative Programme met the legal conditions and saw to it that the viewers obtained the best level of information possible about the candidates, their programmes and the happenings around the presidential campaign. Remarkable confrontations brought us a good rating (11.4 percent) and the share of viewers (30 percent). The last confrontation of presidential candidates before the election silence period in the 1st round, when the broadcast was moderated by Rosvita Pesek and Mario Galunič reached excellent rating (19.4 percent and 50 percent share) and markedness. Since the broadcast was a unique blend of the Informative Programme and a famous moderator of the Entertaining Programme, it was very attractive as had been anticipated.

In autumn, we started a project of coverage of the Slovenia Presidency of the European Union. We were satisfied with a special broadcast in December, since January we have prepared the 15-minute broadcast *Evropa.si*, which has been well rated and well accepted among the viewers due to its relaxed concept. We are in the midst of preparations for a consumer's broadcast that will be broadcast in March and we have also started preparations for parliamentary election that will presumably take place in September.

The Informative Programme has not yet completed the project of digitalisation. Once it is completed, we will manage the realisation of all daily-news programmes on server technology, provided we have the planned human resources, which will make the news production easier and will open new ways to think about additional informative broadcasts and supplemental use of the server for the needs of other broadcasts in the Informative Programme.

Due to some problems with human resources, i.e. significant fluctuation of full-time employees (in 2007, 16 employees left the Informative Programme and only 5 persons came) the scope of work done by part-time associates has increased, which incurred further costs, and the needs for the creation of the programme have not dropped.

Bearing in mind the labour cost in a broader sense (also full-time employees) that were much lower in 2007 due to the fact that many people left, we can conclude that the Informative Programme of TV Slovenia in 2007 performed its business operations within the framework of planned assets.



Dnevnik



Polnočni klub



Moderators of broadcasts on 2007 presidential election



EPU Culture and Arts Programme ///

The Culture and Arts Programme actualised a majority of planned broadcasts last year. Moreover, we created quite a considerable number of programme surpluses, which are mentioned in the report of editors of individual sectors. Reasons are given for delays in realisation of some broadcasts and also for not realised broadcasts.

Editorial Board of Domestic Films and Series

In 2007 we taped the television films *Živa in mrtva* and *Hit poletja*. We finished the television film *Kakor v nebesih, tako na zemlji* and taped the television play *Bankirke*. We also taped two short feature films, namely *Vikend paket* and *Pokaži mi sonce*. The plan was thus completed.

We have broadcasted all mentioned films with the exception of *Hit poletja*, which is intended to be broadcasted in 2008.

We signed an annex and extended taping of the *Začnimo znova* sitcom for one more season. *Začnimo znova* is the biggest 'achievement' of the feature film programme, at least as far as rating is concerned (the last few episodes reached a rating of 14 percent). It is our desire to sign another annex to extend the taping for the third season. The public contest for a telenovela failed, because we have only received one application and even this one did not meet the propositions.

We have taped five theatre plays and thus completely fulfilled our obligations. These plays are: *Pupilija, papa Pupilo* in *Pupilčki* – a reconstruction produced by *Zavod Maska*, *Gregor Strniša: Driada*, performed by the students of the 7th semester of the Academy of Theatre, Radio, Film and Television, *Dane Zajc: Medeja*, performed by the students of the 7th semester of the Academy of Theatre, Radio, Film and Television, *Črimekundan ali Brezmadežni* – a Tibetan mystery play performed by SNG Drama Ljubljana and *Andrej E. Skubic, Ana Lasić: Fužinski bluz*, performed by Drama SNG Ljubljana.

We had premiere broadcasting of the following television adaptations of theatre plays: *A. Burke: Gagarin way* (SNG Drama Ljubljana), *E. Flisar: Nora Nora* (Prešernovo gledališče Kranj), *Drago Jančar: Severni sij* (SNG Drama Maribor), *O. V. Horvath: tales from the Vienna woods, Part I, Part II* (SNG Drama Ljubljana), *V. Havel: Protest* (SSG Trst), *Dane Zajc: Medeja* (AGRFT), *Gregor Strniša: Driada* (AGRFT), *Platon, Šedlbauer: Apology of Socrates* (MGL) and *Branko Miklavc, Tugo Štiglic: Igralec iz smetnjaka* – portret igralca.

Editorial Board of Foreign Films and Series

In 2007, we continued our programme policy of more rated films broadcasted in prime time of our programmes. The prime time periods were covered by European and American feature films, on Saturdays also with 90-minute miniseries (*Poirot*, *Miss Marple*, and other series ...).

Rating has somewhat increased in comparison to 2006, because we have broadcasted quite a few famous films (*Unstoppable*, *Dinner with Friends*, *Muriel's Wedding*, *The House of Spirits*) and films with star cast.

A special attention was paid to the Wednesday film time slot at 19:55 on *The First Programme*. As already mentioned, our programme policy was a blend of easy and attractive European and American films (*Million Dollar Baby* – Oscar, *Downfall* (*Der Untergang*), *Kolja* ...). In the programme year 2007 the Wednesday time slot reserved for films was also the time slot for domestic feature films that were shown the whole year through, mostly in December 2007.

Like every year, we have dedicated special attention to holiday related time slots with special focuses on holidays and other important days: February 8 – *Ovni in mamuti*; Easter holiday – *Ten commandments*; day of resistance against the occupier – *Zvenenje v glavi*; Reformation day – *Luther*; Christmas – *New Year's programme* – *Holy Family* (2 x 90'), convenient Christmas films, convenient film hits (*Endloser Horizont*, *Small Time Crooks* and others).

In summer, we prepared a series of Slovene films (on Tuesdays on the *First Programme* – July, August).

The editorial board of foreign feature film is in charge of morning, afternoon and late-evening time slots. We had a children's film time slot, the so-called *Kino Kekec*, a family afternoon time slot (we broadcasted mini series and adequate afternoon films), on Friday nights we broadcasted popular thrillers and later European films. In Sunday author's cycle on the *Second Programme* we broadcasted cycles of known film directors.

Editorial Board of Broadcasts on Culture

The editorial board of broadcasts on culture fulfilled the 2007 programme plan, no projects remained unrealised. We started broadcasting the *Ars 360°* show somewhat later due to the production conditions having not been met (assembly and too late fixed date of the studio).

The *Kultura* and *Ars 360°* broadcasts reached highest rating (about 5 – 6 percent). *Osmi dan* has not slipped under 2 percent despite being broadcasted very late (usually between 2.5 percent and 3 percent, which is quite well for this time slot). We are also satisfied with the rating of five mono-topical broadcasts having their circle of viewers, the rating is about 2 percent with slight deviations (depending on the delay in broadcasting and frequency of trailers). We are also satisfied with the rating of the Sunday broadcast *Izvirni*.

Editorial Board of Music and Ballet Broadcasts

Last year, our editorial board actualised the programme in compliance with the basic programme orientations

and the programme and production plan. We would like to highlight two events: Glasbeni večeri – in a new format (with short television visualisations and short documentary pieces we introduced recordings of concerts in a new, more attractive way) and Umetnost glasbe in plesa (in the framework of Sunday evenings we broadcasted music events, opera and ballet performances from domestic and foreign stages).

With our in-house produced programmes we solemnly celebrated important anniversaries: the 100th anniversary of birth of Pino Mlakar with the documentary film Večna baletna domačija II and with the multimedia co-production performance Nekdanje svečanosti, the 100th anniversary of birth of the composer Marjan Kozina with the short documentary Dolenjska simfonija, with the biographical film Vivat Kozina (in co-operation with the independent producer Vrtinec) and with a concert recording of the opera Ekvinokcij, the 90th birthday of the conductor Samo Hubad with a special gala night adapted for television in studio 1 (with Big Band of RTV Slovenia), the 20th anniversary of the choir contest Naša pesem with the documentary broadcast Z neba veselo sonce sije and with concert recordings from the festival, the 50th anniversary of the Children's and Youth Choir of RTV Slovenia with the documentary Naša četica koraka and by revival and beginning of broadcasting of archival recordings of the television series Zapojte z nami.

We have taped and broadcasted portrait films: Valerija Heybal – the Slovene opera diva, Pogledi Jakoba Ježa – a portrait of a composer, Portetna arija – the mezzo soprano Mirjam Kalin and Zapeljivi, excellent tenor – Jurij Reja. We completed Pogled od blizu, the portrait of Dubravka Tomšič Srebotnjak.

We started taping the following projects: the portrait of Marko and Bernarda Fink, Ethnocoreologist Mirko Ramovš, zGodba iz Idrije (about the oldest brass band both in Slovenia and in Europe), Slovenski ljudski plesi in a new image and opera aria with Slovene opera singers. We have also taped the television music-dancing project Voznica (folk heritage narrated by body language and music), the visual-sound composition Človek poslušanja and the author's video project with the composer Bor Turel Zvoki dvanajstih strun (visualisation of music of the guitarists Jerko Novak and Žarko Ignjatovič). In the studio we have also taped a television adaptation of the dancing show Watch out performed by the members of the Association of Disabled Students of Slovenia, in SNG Ljubljana the ballet Don Quixote, in SNG Maribor the ballet Swan Lake, and in co-operation with the Association of Ballet Artists of Slovenia a gala evening of Slovene young choreographers in Slovene music.

With several broadcasts of foreign production we joined the celebration of important anniversaries in the world: the series of broadcasts Svet opere was broadcasted on the occasion of the 400th anniversary of opera art, Gala



Scene from the Začnimo znova humorous serial



Team of the Osmi dan broadcast

concert on the occasion of the 70th anniversary of the Israeli Philharmonic Orchestra, the biographical film of Maria Callas on the occasion of the 30th anniversary of death of the opera diva and the concert on the occasion of the 50th anniversary of the European Union (from Berlin and Brussels). Let us also highlight the new year's concert from Vienna, very marked documentary films Rdeča taktirka, Arvo Pärt, Iskanje Don Giovannija, portrait film in two parts Onkraj – Glenn Gould, the very successful series of seven short broadcasts Ustvarjanje glasbe, Operni gala with four super stars, etc.

The share of Slovene music in our programmes is around 66 percent.

Editorial Board of Religious Broadcasts

The Editorial Board of Religious Broadcasts has realised all the planned broadcasts and prepared additional broadcasts on the occasion of death of the retired archbishop of Ljubljana, Alojzij Šuštar, Ph. D. (extra talk show Sveto in svet, a special broadcast on the archbishop Božjo voljo spolnjevati, direct transmission of the burial) and a direct transmission of the celebration on the occasion of the 100th anniversary of coronation of Mary's image at Brezje; we have purchased the rights to broadcast the documentary on Cvetana Priol.

The highlights of the editorial board: a documentary on the Ljubljana cathedral Nikolajeva ladja, the documentary Mala srbska sveta gora, the direct transmission of the burial of Alojzij Šuštar, Ph. D. and the direct transmission of the Sunday mass from Šmihel (Kärnten, Austria).

Editorial Board of Documentary Films

Production (realisation or broadcasting) in the Editorial Board of Documentary Films has not significantly deviated from the adopted business and programme plan for 2007, it has even surpassed it in some aspects. Several projects have attracted many viewers and reviewers who regularly follow the production of documentaries. Dokumentarec meseca represents the main line in the documentary production of TV Slovenia; it preserves memories of the history and builds the cultural and national awareness of Slovene public. In 2007, we focused on a more careful preparation of projects, research and screenplay development. The editorial board of documentary films has realised a majority of projects in compliance with the 2007 business and programme plan (new projects and completions) and in compliance with the programme scheme.

Within three regular time slots we broadcasted all films in premiere time slots in compliance with the 2007 programme scheme and subsequently in extraordinary time slots (10 films), including the premiere scheme (8 films) in the period from July to August 2007. Documentary of the month: 11 films; the anticipated rating was exceeded: Tunel

upanja (9 percent); Uboj Josipa Benka (8 percent); Gotenica, skrivnostni kraj zamolčane zgodovine (9.6 percent), Mesto na travniku (7.7 percent), Čas nevarnega življenja (8.6 percent), Otroci s Petrička (12 percent); documentary portrait: 12 films; average rating from 6 to 9 percent; documentary feature: 9 films; travel diaries: 4 broadcasts, average rating 7 percent. Only one film failed to be realised (Mistika hotela Palace) due to co-producer's problems; the remaining 9 unfinished films have been transferred to the 2008 business and programme plan.

A total of 46 documentary films have been broadcasted.

Editorial Board of Children's and Youth Programme

In 2007, there are no significant discrepancies between the planned and the realised broadcasts in the Editorial Board of Children's and Youth Programme. In the framework of series broadcasts we planned and realised 19 broadcasts Jasno in glasno and Štafeta mladosti, 17 broadcasts Male sive celice, 8 Zajček Bine, 40 Zgodbe iz školjke, 26 Iz popotne torbe, 20 Bukvožerčki, 22 Umko, 31 Te(k)ma (+ the competition Koreja – Svetovci). We taped 15 broadcasts Pod klobukom, Praznične zgodbe iz školjke, Otrokom za praznike (2 broadcasts more than planned), 5 Sprehodi v naravi, 12 broadcasts Zlatko Zakladko (instead of 10), 41 Enajsta šola (instead of 40), 40 broadcasts Knjiga mene briga, 10 broadcasts S Soncem v očeh, 20 Skrivnosti, 5 Sejalci besed, 21 broadcasts Tam gori na gori (instead of 15), 20 broadcasts Z glavo na zabavo, 8 Slovenski vodni krog, 30 Šport špas and Žogarija (instead of 33), 15 Zvočne čarovnije (Muzika je to, instead of 14).

Other data:

- 12 mesecev – the series has been renamed to Zaljubljena krastača. Taped, currently in post-production.
- Vesele note – preparations are still pending, because the virtual scenography is still being prepared, the puppets are also under construction.
- UMKO – increase in costs due to richer contents of the broadcast (Umkovizija etc.). The costs were filled from our own programme (other, not actualised broadcasts).
- National Geographic Junior – the quiz was cancelled, because we failed to negotiate with the co-producer (he owns the licence).
- Eko agenti – only a pilot broadcast was taped, because the taping in the field was more demanding than expected.
- Afna Friki – 4 broadcasts finished, 6 in post production.
- Jezikovni vozli – the series failed to be realised, however, we prepared virtual scenography. Taping is foreseen in 2009.
- Uživajmo v zdravju – the series was renamed to Mi znamo.
- Od zemlje do žemlje – renamed to Podplatopis (3 broadcasts taped – longer running time.

- Harmonije Evrope – 6 broadcasts finished, longer running time, 6 broadcasts will be finished in 2008.
- Številke – illustrations are prepared – in post production, animation is not completed.
- Noj nad Triglavom – renamed to Čudežno drevo, taped.
- Children's Choir of Radio Slovenia – the concert of the Harmony of Europe instead.
- Anica (feature series) – taped, in post production.
- Tea (feature film) – finished, will be in cinemas in February.
- Distorzija (feature TV film for youth) – recorded, in post production.
- Skrivnost debelega hrasta – renamed to Bela gospa, finished.
- Videvanja Van Gogha (feature film) – finished.
- Cartoon programme – more short cartoons and longer running time (coverage of summer programme and stopgaps).



Ajda Ross and Bine bunny



Scene from the film Anica

Editorial Board of Educational Programme

The programme and production plan was successfully implemented last year. We had some highlights of the programme: dr Pavel Lunaček – Vdih življenja (feature documentary, 50 minutes), Drevo Slovencev (documentary, 50 minutes), Virusi (educational-documentary, 30 minutes), X v znanosti (documentary, 50 minutes), Če imaš glas, poj! (documentary, 50 minutes), Srednjeveška škofja Loka (feature-documentary, 30 minutes). The mentioned broadcasts have reached good rating and positive criticism of reviewers and viewers.

In 2007, we recorded two series, namely Travniki na Slovenskem and Gozdovi na Slovenskem. The series will be broadcasted in spring 2008 (February, March, April). We have started with two demanding series: Razvoj družine (5 x 30 minutes, a sociological and culture-anthropological analysis of a family, a psychological diagramme of an individual member) and Zapeljevanje pogleda (5 x 30 minutes, presentation of modern fine arts in Slovenia through the eyes of artists). Both series will be finished in 2008.

We failed to realise the 50-minute documentary Zgodba o Lucy, because the script writer neither prepared a script, nor a synopsis, nor a report on research work. We decided to replace the story from World War I with a story on the 110th anniversary of electrification of Ljubljana.

We have purchased a licence for the documentary Intimne pripovedi, which is an independent production of Mr. Joco Žnidaršič. In 2008, we will prepare a new contact show Turbulenca; broadcasting will begin allegedly in autumn, 2008.

We have been more or less satisfied with the rating of the Educational Programme. 2007 is evaluated as successful. A few authors of ours from the documentary genre have received international awards as well.

EPU Entertainment Programme ///

The Entertainment Programme prepared a very extensive and ambitious 2007 programme and business plan. Despite facing problems in providing production capacities and staff for the realisation of our broadcasts year after year, we almost managed to fulfil our entire plan. When planning, we pursued two basic goals, namely to preserve successful and well rated in-house broadcasts and to offer our viewers new projects. Apart from week-end prime time slots, we had two entertaining broadcasts during the week in 2007 as well. Moreover, after a long time, we prepared summer premiere Sunday prime time broadcasts.

In 2007, the Entertainment Programme actualised 446 broadcasts of in-house production and 85 broadcasts of foreign production, which totalled in 36,804 minutes of programme. The viewers were offered 90.6 percent of domestic and 9.4 percent of foreign programme.

Apart from the planned broadcasts in 2007, we additionally prepared the following broadcasts: 13 broadcasts Glasbeni spomini z Borisom Kopitarjem, 26 broadcasts Bleščica, 3 broadcasts Obletnica Vala 202, 2 broadcasts Koncert iz naših krajev, Festival Števerjan, Festival šansona, the concert Poletna noč, 2 broadcasts Od ene do druge, a broadcast celebrating RTV Vsak dan RTV Slovenija, 2 broadcasts with polka music with the ensemble of Lojze Slak and Dori, 1 broadcast Čez planke and the humanitarian broadcast Stopimo skupaj. Due to the mentioned limited production capacities, we failed to realise daily short quizzes.

We can be satisfied with the rating of our broadcasts in 2007. We would like to stress the broadcasts Spet doma (16.5 percent rating and 39 percent share) and Na zdravje (13.5 percent rating and 36 percent share), and from single projects the final selection for EMA 2007 (20.6 percent rating and 56 percent share), the new year's eve broadcasts Silvester pri Avsenikovih (18.1 percent rating and 47 percent share) and Za zadnjim vogalom ... je tudi Silvester (17.4 percent rating and 50 percent share) and the Slovenska polka in valček festival (16.1 percent rating and 43 percent share).

Last year, our viewers were offered as many as 7 new regular broadcasts. The Milijonar z Jonasom quiz was broad-

casted in Thursday prime time and reached a rating of 10.2 percent, which was an excellent counterbalance to one of best rated broadcasts of the competitive television. In Saturday prime time we remembered the good old times in the music show Zlatolaska, autumn Saturday nights were filled with the series of 12 quizzes Ljubljana, prestolnica EU. Under the umbrella of Monday's Glas(be)ni večeri na drugem, a new broadcast on urban music Frekvenca was shown twice a month. In the evening time slot on Mondays we broadcasted a new broadcast on fashion on the Second Programme Bleščica and a broadcast on polka music Glasbeni spomini z Borisom Kopitarjem. In the first half of the year, our Second Programme broadcasted the music broadcast Lestvica na drugem on Fridays afternoon, in which we presented Slovene and foreign video spots.

As far as the quality of the Entertainment Programme of TV Slovenia is concerned, we would like to focus on the following broadcasts: Spet doma, Hri-bar and single projects EMA and this year's new year's eve programme. The EMA 2007 project was very successful. Three shows with an excellent programme attracted many fans of Eurovision to the Gospodarsko razstavišče. The winning song was selected by the viewers through televoting and it was for the first time that our representative managed to come to the finals of Eurosong. The humanitarian broadcast Stopimo skupaj was a great success. We raised more than EUR 900 thousand for those, who suffered in the autumn flooding.

The broadcasts had high ratings within their time slots, genre and in competition with other television stations. The reviewers considered them to be of quality. Last year, the moderators or broadcasts of the Entertainment Programme of TV Slovenia were nominated or awarded with the most important media prize in Slovenia ('viktor') in all entertainment categories. The music broadcasts Glas(be)ni večeri na drugem and Lestvica na drugem have made a successful contribution to the accomplishment of the mission of the national television by consistent showing of Slovene video spots and by regular reporting on the happening on the Slovene music scene.

We consider to have met our 2007 plan despite growing costs for the realisation of broadcasts both in rating and quality, and what's more, we have even gone beyond our expectations in a majority of broadcasts.

EPU Sports Programme ///

In 2007, the EPU Sports Programme of TV Slovenia met its expectations related to the broadcasting of the planned programme despite the changed circumstances on the market of television rights. The number of broadcasted broadcasts was lower than planned by almost 15 percent, and yet the scope of programme in minutes has increased by 5 percent. These discrepancies are partly due to several changes in the programme that occurred during the year. First, we have to mention the cancellation of matches of the handball champions league for women and men. The management of the Sports Programme has not accepted the blackmailing increase in prices for television rights in comparison with those negotiated in the previous contract (almost 70 percent). Although it is not pleasant to cancel a programme of that type, we can now see from the distance that the cancellation has not brought any damage to the contents of the programme or its external image in public.

Considering the fact that competitive television stations had managed to obtain the rights for the football champions league, we (the old and the current management) made an approach to obtaining some new contents that have not been planned in the 2007 business and programme plan. We should first mention the UEFA football cup, the English football cup and the national championship, the EBEL hockey league and the handball national championship. Some of these contents have also brought a direct financial effect in marketing (lease of advertising space as a consequence of having obtained television rights).

The average rating of all sports broadcasts in 2007 was 4.3 percent (in-house production is best rated than foreign production), and the average share went beyond 20 percent.

A remarkable shift is noted in the rating of informative broadcasts. The shares have significantly increased, the rating of broadcasts at 20:00 has considerably increased in the second half of the year (since October to December as much as 11 percent, the annual average being 6 percent). The anticipated rating of both evening broadcasts has increased by 2.2 percent.

Direct transmissions and recordings of sports events still point at the fact that there is still great interest in alpine and Nordic skiing. Among 20 best rated transmissions only five did not fall within those types. The most outstanding was the Weekend in Planica (15 percent rating and almost a 70 percent share). The rating of other two great contests in Slovenia (Kranjska Gora, Maribor) was within expectations, however the rating of biathlon from the Pokljuka plateau increased by almost 100 percent.

Generally, the rating of alpine skiing was beyond expectations, that of ski jumps and cross-country skiing below expectations, though. The rating of football matches in the EC qualifications was also higher than anticipated (from 8 percent to 11 percent). EC qualification in basketball was



Miljonar z Jonasom quiz



Spet doma broadcast



Slovenska popevka 2007



Sports highlight

also well rated (5.3 percent); this piece of data also covers the programme in the studio, which somewhat decreases the rating of a match.

The world hockey championship in group A, the basketball Euroleague and the Slovene football championship brought us less than expected - the rating has decreased by more than one percent point.

EPU dedicated to a special national programme intended for parliamentary contents from National Assembly of the Republic of Slovenia and its working bodies

In 2007, the editorial board accomplished the plan. We did our best to have taken over the morning news and transmissions of sessions from the National Assembly of the Republic of Slovenia and its working bodies from the Informative Programme of TV Slovenia. We have trained commentators, journalists and other associates to master the new, digital technology. By having taken over the morning news from the Informative Programme of TV Slovenia, we have additionally, technically as well, trained for a more quality coverage of the events from the National Assembly.

National Assembly: we planned 73,080 minutes of programme on the Second Programme of Television Slovenia and on the satellite, yet we broadcasted 252 minutes more, because the events in the National Assembly are very unpredictable. Since the events could not have been directly covered due to technological limitations, we covered the National Assembly within the scope of the broadcasts Aktualno and Diagonale on the Second Programme of Television Slovenia, as well. Although the working bodies - due to technology as well - have only partly been covered, we needed resources for training for digital technology: the management of Television Slovenia has namely appointed the experimental studio to be a logistic support to cover the National Assembly.

An average rating of live transmissions on the Second Programme of Television Slovenia reached 0.9 percent, the share of viewers was 9 percent (the total also comprises night repeats, which significantly decreases average rating); we anticipated a rating of 0.7 percent.

In co-operation with Television Maribor and Television Koper we daily prepared an average of 129 minutes of the Dobro jutro broadcast with bulletins (from Monday to Friday from 7:00 to 9:00); we have planned 200 broadcasts, 224 have been realised, i.e. 28,896 minutes. The average rating of the broadcast was 1.8 percent, the share being 39 percent, which is better than planned. Dobro jutro is a regionally variegated broadcast; the share of Television Maribor in that period amounted to 3,699 minutes, that of Television Koper to 3,458 minutes and that of Television Slovenia 16,530 minutes. The share of Television Slovenia covered

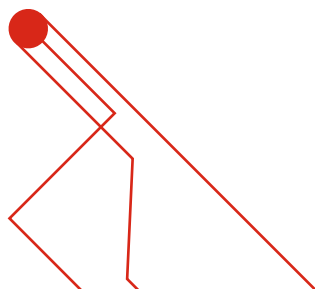
the regions of Dolenjska, Gorenjska, northern Primorska and Koroška, on a weekly basis, it also broadcasted programme pieces from the Prekmurje region. Since in summer 2006 there was a lack of premiere programme, we decided in co-operation with the management of Television Slovenia to create Dobro jutro (Television Koper and Television Maribor could not participate) in July as well. Simultaneously, we prepared selected portions from this broadcast, Mozaik, that was broadcasted by Television Slovenia on its Second Programme when the time slots were vacant (sports and the National Assembly). We have prepared a total of 126 selected portions, i.e. 6,174 minutes, e.g. in the time slot reserved for the broadcast Inkubator and charged against the same, because we have waited for a tender of the Ministry of Economy or Japti in vain, and the consumers' broadcast lagged behind for two years (due to lengthy procedures) based on the assets we have obtained from the EU together with the Consumers' Association of Slovenia.

Sobotno popoldne (together with Television Maribor, too; Živali in ljudje, Na vrtu) was broadcasted during entire summer in a somewhat renewed format, it was a blend of already broadcasted and new broadcasts (summer). In autumn, the concept was amended and the quality of the broadcast increased. The Popolna družina series and the culinary section at 18:00 have brought us a rating exceeding 10 percent, and the share often exceeds 30 percent.

In Študentska (on Fridays on the Second Programme of Television Slovenia) we co-operated with Television Koper and Television Maribor; we prepared a total of 40 broadcasts, nine of them in Ljubljana. Normally, we prepare one or two programme pieces for their broadcasts on a weekly basis. The time slot of the broadcast has often changed, which must have influence on rating as well.

The additional July programme (Dobro jutro) was prepared also at the charge of the anticipated new stage for Dobro jutro, to which we have renounced in 2007 due to the planned rearrangement of studio 5.

In 2007, we educated numerous young people (in association with the education centre) for the needs of entire Television Slovenia. We have introduced new tendencies and new technologies (together with the Informative Programme of Television Slovenia) and dedicated to the introduction of the parliamentary programme. When introducing the new technology we have actively co-operated with the production and system engineers.



UPE Regional Television Programme Koper-Capodistria ///

The 2007 programme plan was successfully completed. We prepared the regional programme, which was produced entirely in-house. The broadcasts *Ljudje in zemlja*, *Pomagajmo si*, *Med valovi*, *Študentska*, *Na obisku*, *Primorski mozaik*, *Slovenci v Italiji* and *Lynx* magazin were also broadcasted in the national programme of Television Slovenia. We had a very strong role as a correspondent. We followed all current-affairs events and topics, we have prepared a series of exclusive programme pieces, we prepared and sent four to six programme pieces daily to the daily news programme of Television Slovenia (*Slovenska kronika*, *Dnevnik*, *Odmevi*, *Poročila*, *Kultura*).

In 2007, we dedicated most attention to the *Primorska kronika* informative broadcast, which got some new contents and appearance after 11 years. This broadcast has been a parade horse of the Regional Television Programme since ever: it obtains highest rating among regional broadcasts. The new contents, scenography and graphical design have even added to a vaster offer of regional information, interesting programme pieces and guests that are invited from all over the Primorska, the Notranjska regions and from across the border, all this has also resulted in the higher rating of *Primorska kronika*.

Since the viewers want more regional and local contents included in main television programmes, we have introduced a new broadcast entitled *Primorski mozaik*, in which we show topical issues and curiosities from all over the Primorska region and across the border. Our studio hosts economists, mayors, people from the area of culture, sports and music, we have a special rubric providing counsel relating to projects and obtaining finance from the EU.

In the *Dobro jutro* morning programme prepared and created together with the editorial boards in Ljubljana and Maribor, we had a one-week dropout due to the restoration of the old studio in Koper. The Ljubljana editorial board successfully filled in the gap. Participation in the broadcast in July was not planned, which has contributed to the overspending of financial assets.

We prepared a new series *Do mi re* for the youngest audience - these are 10-minute children's chants. The composer from across the border Mrs. Dina Slana arranged a series of poems of famous Slovene poets. Conducted by Irena Pahor, the songs were performed by three children's singing choirs of the Simon Gregorčič Pupil's Home from Gorica, who additionally presented the activities, offered in the pupil's home.

Last year, we accomplished one more fundamental mission - the preparation of the broadcasts *Brez meje*, *Slovenci v Italiji* and *Športel*, which link the Slovene minority in Italy with the mother country. The same mission also encom-



Sobotno popoldne



Dobro jutro – TV Slovenia



Dobro jutro – TV Koper-Capodistria



Team of TV Koper-Capodistria

passes our successful co-operation in the joint programme of Čezmejna televizija with RAI in Trieste.

Unfortunately, due to every year's supplementary budgets, shrinking of funding resources (EUR 83 thousand less than in 2006) and due to the ignorance of inflation we tend to go beyond the financial plan. The financial overrun allowed or rather confirmed by Director General allowed us to carry out the set programme, otherwise we would be forced to cancel a number of broadcasts. Due to a personnel shortage in television production and the service for the creation of programmes, much funding resources are needed to cover the fees of external associates. Much money is also needed to pay the costs of external makeup artists and hairdressers. Unfortunately, the Regional RTV Centre Koper does not have the personnel of this type at all. We were also allowed to overrun the costs to hire an external associate, a cameraman for the needs of the informative programme of Television Koper and Television Slovenia, which made a positive contribution to our role as a correspondent from the area across the border.

In the spirit of bimediality and rationalisation of costs in the implementation, we performed several joint radio and television programme projects: Osebnost Primorske, the Brestovica event, the Fens festival, 40 years of Faraoni, the 80th anniversary of the TIGR organisation, Naš športnik.

An unexpected increase in costs was also due to storms causing irreparable damage in the Pasica gorge, where the famous partisan hospital Franja used to be located. We reported from the scene and prepared special broadcasts.

We have prepared a number of broadcasts, reportages and feature programmes on the occasion of a historical event of the fall of the western border and on the occasion of Slovenia entering the Schengen territory.

In 2007, the programme was created within the scope of our personnel and production capacities, yet we always did our best for the viewers. The data on rating prove that rating has increased compared to that of the previous year. The positive results have contributed to the fact that the share of marketing revenue has increased as well (approx. 30 percent). Our share presents 68 percent of the total marketing revenue of Television Koper-Capodistria.

And to summarise: we create the programme with modest financial resources, yet it is created in a versatile, professional manner and reaches high quality. This is also proved by international awards and prizes we obtained last year.

EPU Regional Television Programme Maribor ///

Discrepancies/not implemented projects

In 2007, we had no significant discrepancies from the planned goals. We have implemented some more projects than planned, one documentary film (Admiral Tegetthoff) will be completed in the first half of 2008. Quite many unplanned projects (concerts Spev, Samir Kobler, Parlamentarni dixi band ...) were evaluated and produced by organisers.

The following changes took place in the implementation:

- Regijska kronika, which is broadcasted every day at 18:00 and repeated at 21:30, was renamed to Dnevnik TV Maribor; at 20:00 we prepare a short version entitled Novice.
- The planned entertainment – informative broadcast was given the title Koktajl and comprises a social chronicle as well (in the 2007 business and programme plan we used the titles Vprašaj župana and Štajersko glamurozno).
- The current-affairs broadcast Na tehtnici (in the 2007 business and programme plan) was renamed to V težišču.
- The weekly overview of events Tedenski pregled dogodkov was renamed to Preglednik.
- Instead of the planned documentary on Lipica (the author took a job in another part of RTV Slovenia) we created the documentary Resnica o Holmcu.

Data on rating

We can deduct from the rating data of Television Maribor that there is a tendency of a growing rating of our programme. We should not forget to stress that the measurements might be deceiving, because sampling does not take the territory of accessibility into consideration, or to put it in simple words: the sample includes the areas, where the programme of Television Maribor is not accessible.

The broadcasts produced in Maribor are well accepted, which is also reflected in the rating data; these data are prepared for both national programmes (the broadcasts Na vrtu, Ljudje in zemlja, O živalih in ljudeh, Dobro jutro, Skozi čas have high ratings). Extremely well accepted were also the individual projects, like Narečna popevka, Modrijani, Novoletni program, Ciciban poje etc.

Report on compliance with legal stipulations relating to programmes

In 2007, Television Maribor performed 6,957 hours of programme, of that 3,979 video pages and 2,978 hours of in-house and external production (VTV, TV Celje, TV Murska Sobota, KTV Ormož) – both also include the repeats. A part of our programme is taken from the national programmes (a total of 1,604 hours annually), a smaller part from Koper (153 hours). The ratio between the first time shown in-house production and external production is 69.2 percent : 30.8 percent in favour of in-house production; if repeats are taken into the consideration, the ratio changes to 81.7 percent of in-house production and 18.3 percent of external production. In-house broadcasts are repeated twice at the most, external production is not repeated.

Assessment of results

We are satisfied with the results reached in 2007. The programme has good reputation in the area, for which it works, which is also reflected in the revenue from advertising. In 2007, the plan was exceeded by 4.5 percent, i.e. EUR 7,800. We have to stress that as late as August we only had 65 percent of the plan implemented; and since September the revenue has been on the increase from a month to another all the way down to December, when we yielded 200 percent of the anticipated assets (EUR 25,400 more than planned).

In September, Television Maribor introduced a new programme scheme. New and renewed broadcasts have given new incentive to the personnel.



Glasnik



Žarišče



Dobro jutro – TV Maribor

Table 1: Data on achieved shares of programme quota in compliance with the Public Media Act for television programmes of RTV Slovenia in 2007

	broadcasting time	shares in hours	shares in percent	Prescribed annual scope in compliance with the Public Media Act - off, consol , text 1
in-house production in daily transmission time	17,520 ¹	6,143	35.1	at least 20 percent
in-house production in annual transmission time	12,155 ²	6,143	50.5	not defined on an annual level
Slovene audio-visual works	9,594 ³	3,509	36.6	25 percent
Audio-visual works of Slovene independent producers	3,509	411	11.7	¼ of Slovene audio-visual works
European audio-visual works	9,594 ⁴	5,947	62.0	majority share
Audio-video works of European independent producers	9,594 ⁵	1,009	10.5	10 percent
New audio-visual works (from the past 5 years)	1,009 ⁶	820	81.3	at least ½ of audio-visual works of independent producers

¹ Annual transmission time in compliance with Article 66 of the Public Media Act – off. cons. text 1

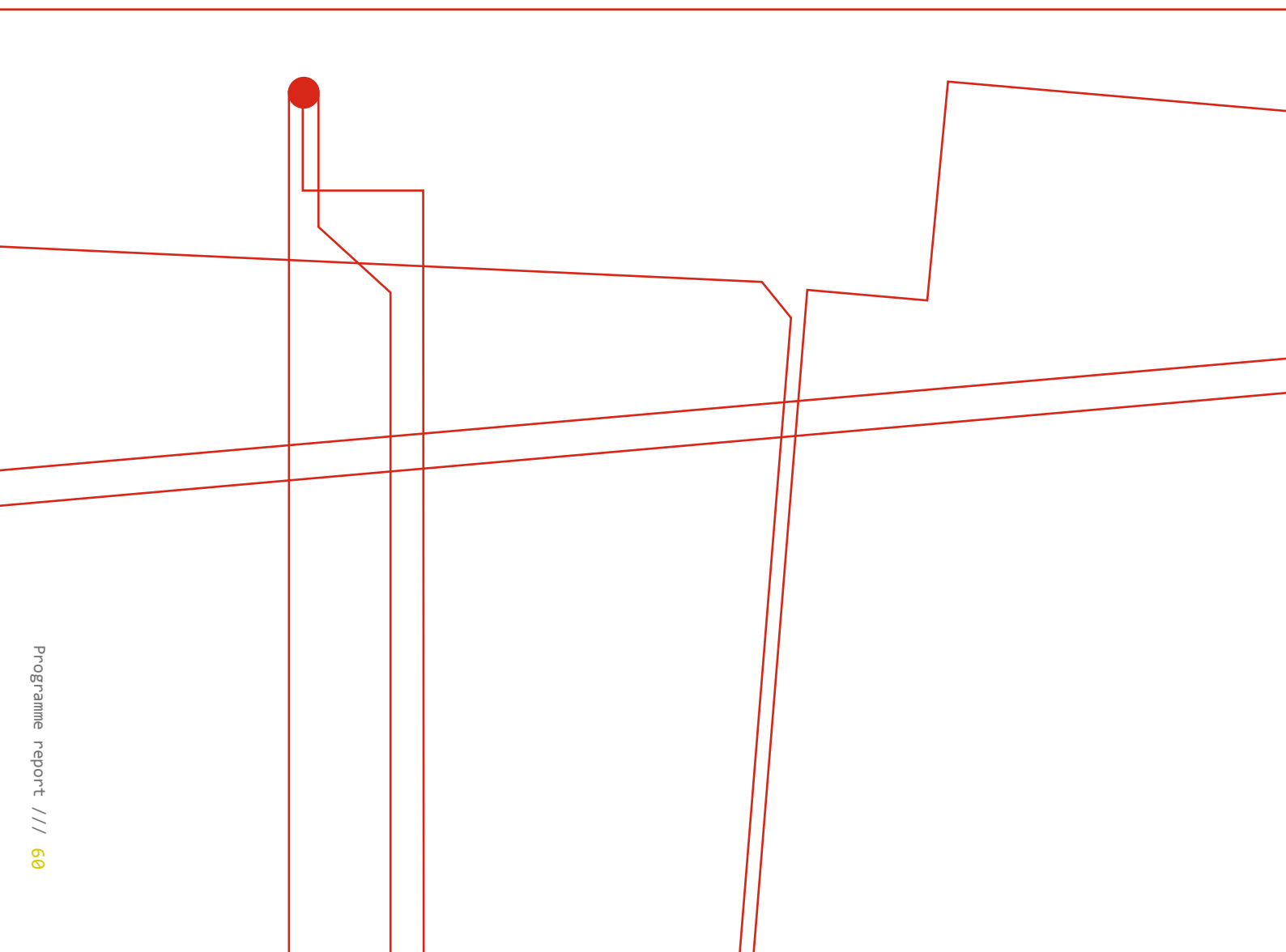
² Annual transmission time in compliance with Article 66 of the Public Media Act – off. cons. text 1

³ Annual transmission time in compliance with Article 92 of the Public Media Act – off. cons. text 1

⁴ Annual transmission time in compliance with Article 92 of the Public Media Act – off. cons. text 1

⁵ Annual transmission time in compliance with Article 92 of the Public Media Act – off. cons. text 1

⁶ Annual transmission time in compliance with Article 92 of the Public Media Act – off. cons. text 1



Explanation note to the appendix 'Report of data on achieved shares of programme quota' ///

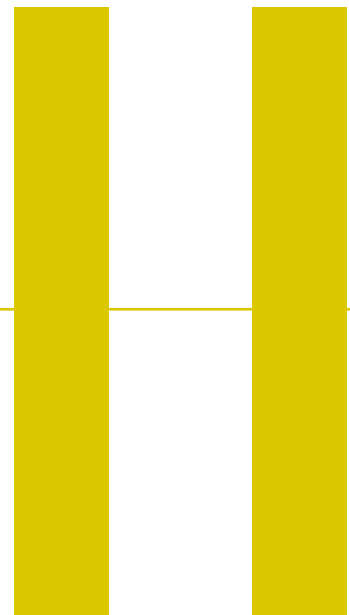
In compliance with the decision of the Programme Council of RTV Slovenia and with the obligations deriving from the Public Media Act, we enclose a report on quotas prepared by the Programme Controlling Service of RTV Slovenia. The share of audio-video works of Slovene independent producers in 2007 increased and represents 11.4 percent. In 2006 it amounted to 7.9 percent.

Due to events (problems on Film fund of Republic of Slovenia) on which RTV Slovenia had no influence, the production of several broadcasts/films of feature films and documentary films was cancelled. Audio - video contests in the EPU Culture and Arts Programme have not been carried out due to the shortage of applicants and complications with tenderers.

Among its programme contents RTV Slovenia wishes to pay even more attention to audio-video works of Slovene independent producers, yet much less works of this type have been created than needed and anticipated.



[programmes for national communities]



Programmes for the Italian national community ///

Radio programme

The radio programme for the Italian national community has implemented the plan, scheme and set programme policies adopted for 2007 thanks to the commitment of all programme workers. Problems derive from a deficient structure of the staff. We have to stress that the age structure of our staff is very high and **'exhausted'**. Despite this fact, our programme was prepared as it should be and on a very high level of quality also due to additional funds given by the state (EUR 26 thousand will allow us to hire two journalists in 2008). We prepare regular, everyday programme, but we would also like to stress some special projects. In the first half of the year these were:

- visit of the Slovene government in the region (special broadcasts were created in this connection);
- Incontri in Comunità (Srečanja v skupnosti), a common broadcast of the television and radio programmes for the Italian national community;
- Forum Tomizza;
- the Quarantotti Gambini conference;
- a special broadcast on the Hungarian national community in Lendava;
- Forum G8, Unesco in Trieste;
- a series of literary broadcasts on the occasion of the 300th anniversary of birth of C. Goldoni.

In summertime we shrunk the programme scheme in order to rationalise the funds and to save for the autumn and winter periods, when the regular scheme is performed. Nevertheless, we managed to actualise a new broadcast in summer due to the commitment of all programme workers. It was intended for young audiences and Slovene beaches. The broadcast Na plaži was weekly broadcasted on Saturdays in July and August, it was a pilot broadcast for the projects we intend to realise in the autumn and winter periods, when we will try to report live from our uplink truck to present the events in our region and in the neighbouring regions.

In September, when a new programme scheme was introduced, some important novelties started: a one-hour broadcast dedicated to the Friaul-Venezia-Julia, Sunday broadcasts dedicated to school problematic and those of the minority (Tempo scuola, Nel paese delle donne, Detto tra noi, Incontri in Comunità), Saturday broadcast for the minority A casa di, Observatoriji, the broadcast analysing weekly events, Komentari v studiu, the religious broadcast Fonti di acqua viva and the bimedial music broadcast Radio live. Furthermore, we would also like to stress special projects linked to very important events:

- a broadcast with the uplink truck on the occasion of inauguration of the Italian primary school Diego De Castro;
- Alpe Adria cinema, the Alpe Adria film festival from Trieste;

- presidential election;
- four-hour live broadcast on the occasion of the fall of the Schengen border;
- Christmas broadcasts with the uplink truck (from Ljubljana, Koper and Friaul-Venezia-Julia);
- Croatian election;
- Slovene presidency of the European Union;
- Kosovo.

The programme scheme of Radio Capodistria is based on informative programme focused on topical issues, i.e. everyday reporting, on good music and relaxed contact and entertaining shows: Calle degli orti grandi, Pomeriggio ore quattro etc. We draw special attention to the events referring to the Italian national community and the international, state and regional politics by broadcasting live broadcasts from the field: Giornali radio, Spazio aperto, Osservatorio, Sogni di vacanza, Spazio cultura, On the road, Sport.

We would like to end by stressing that we have successfully started carrying out a synergistic co-operation of all programme segments.

Television programme

The television programme for the Italian national community has entered the year 2007 with a slashed plan for programme variable assets in comparison to those of 2006 (by neglecting single external assets dedicated to the Istria nel Tempo project. Single additional financial resources totalling EUR 45 thousand granted by the government in autumn helped us complete the year without loss, however the realisation was lower than that in 2006. These financial resources allowed us to avoid any cutdown in the regular programme and broadcasts.

In 2007 we focused on the renovation of the programme scheme and broadcasts by extremely rationalising consumption, additionally burdening full-time employees and limiting part-time work in the programme. Thanks to the commitment and understanding of the editorial boards, journalists and editors, the following novelties have been successfully introduced: a weekly broadcast for young adults Fanzine, a series of broadcasts L'appuntamento - Srečanje z ..., announcements of daily news, a new rubric on weather and a joint broadcast of the television and radio programme for the Italian national community, the monthly broadcast Incontri in Comunità - Srečanja v skupnosti. The contents and the appearance of the daily-news broadcast Tuttoggi - Vsedanes, and of the weekly Tuttoggi Attualità - Vsedanes Aktualno have been renewed; we have also improved the contents of other broadcasts of informative, culture and sports editorial boards. We have also strengthened co-operation with Television Slovenia (exchange of broadcasts, studio taping of the Bleščica broadcast) and with the Trieste office of RAI (in the scope of Čezmejna televizija).

The renovation of the programme was well accepted by the viewers both in Slovenia and abroad also due to satellite broadcasting of our programmes. We completed a series of six documentary films on the history of Istia, *Istria nel tempo – Istra skozi čas*, which was entirely financed by the resources for co-operation (the Union of Italians and the Trieste People's University). The documentary films were broadcasted in May and June within the frame of the broadcast, in which Italian, Slovene and Croatian historians discussed the historical periods presented in these films.

Traditionally, cultural, documentary and sports broadcasts were well accepted among the viewers (including sports live transmissions). Sports transmissions are broadcasted in co-operation with the Sports Programme of TV Slovenia.

The available resources made us even additionally shrink the summer taping of concerts that were broadcasted on Television Slovenia as well. For the second year in a row we have given up taping of the popular series of broadcasts entitled *Folkest*. Due to financial and personnel problems, we started the autumn scheme only partly and in steps. Having received additional resources from the government, we could somewhat relax in the last three months and partly made up for the previous months; due to extraordinary events characterising the autumn of last year, we could offer an interesting and topical programme to the viewers.

It is worth mentioning informative, analytical and pre-election broadcasts on the occasion of presidential election, and the confrontation, on which two presidential candidates confronted in our studio (before the second round of election). A series of broadcasts prepared upon the fall of the border between Slovenia and Italy were outstanding in quality and their topical nature - the highlight was a special broadcast upon the live transmission of the celebration on the Škofije border crossing, where important personalities and high representatives from Slovenia, Italy and the EU made statements in front of our cameras.

Our programme output of informative and entertaining broadcasts is rich and diverse on Christmas and new year's holidays as well. In the field of informative broadcasts we offered our viewers an overview of the most important events in 2007. When preparing the traditional new year's show, we co-operated with the communities of Italians from Koper and Piran. The event, which took place in the Portorož Auditorium, was taped; the recording was broadcasted on the new year's eve.

In co-operation with the Scientific-Research Centre of Koper and the Istrian županija we actualised a short documentary entitled *Srce Istre* in the framework of the Interreg project.

In the last three months of the year, our studio recorded short performances of successful young rock groups that



Radio studio

During taping of the broadcast
Incontri in Comunità

Artevisione

will be shown to the viewers in a new series of ten broadcasts entitled In orbita. The broadcasts prepared in co-operation with the radio programme for the Italian national community will be broadcasted at the end of February 2008.

Additional governmental resources allowed us to prepare a new scene for the weekly current-affairs broadcast entitled Meridiani.

Programmes for the Hungarian national community ///

In RTV studio Lendava, i.e. in the Pomurski madžarski radio, and in the TV studio Lendava, we realised the scope of the 2007 programme in compliance with the 2007 programme and production plan: preparation and broadcasting of four 30-minute television broadcasts in the Hungarian language weekly and 18 hours and 15 minutes of radio programme daily (since February 1, 2007). A special attention was paid to the improvement of programme quality and to our goal, i.e. to address the widest circle of our target audience possible, which is the fundamental mission of our national community medium (with objective reporting, preservation of the mother tongue and contribution to the strengthening of national awareness).

Pomurski madžarski radio

Deviations from the programme and production plan

Realised/not realised projects

In 2007, the Pomurski madžarski radio realised all set projects, among which we would like to focus on the traditional public event Čardašbal. Moreover, two unplanned projects have been actualised: we recorded nine children's songs with the pupils of the DOŠ 1 Lendava within the scope of our broadcasts for children and issued them on a CD upon the week of the children – when the CD was issued, we prepared a very well visited promotional events in Lendava and Lenti; we signed a contract in the framework of Multikultura Muranie with the municipality of Lendava – contractual obligations have already been met.

Data on rating

The rating of the Pomurski madžarski radio programme is not rated. We only have the data from 2005, when SPEM, the Communication Group for the Pomurski madžarski radio, carried out a public opinion poll in the Prekmurje and the Železna županija and in the Zala županija in Hungary. The data are as follows:

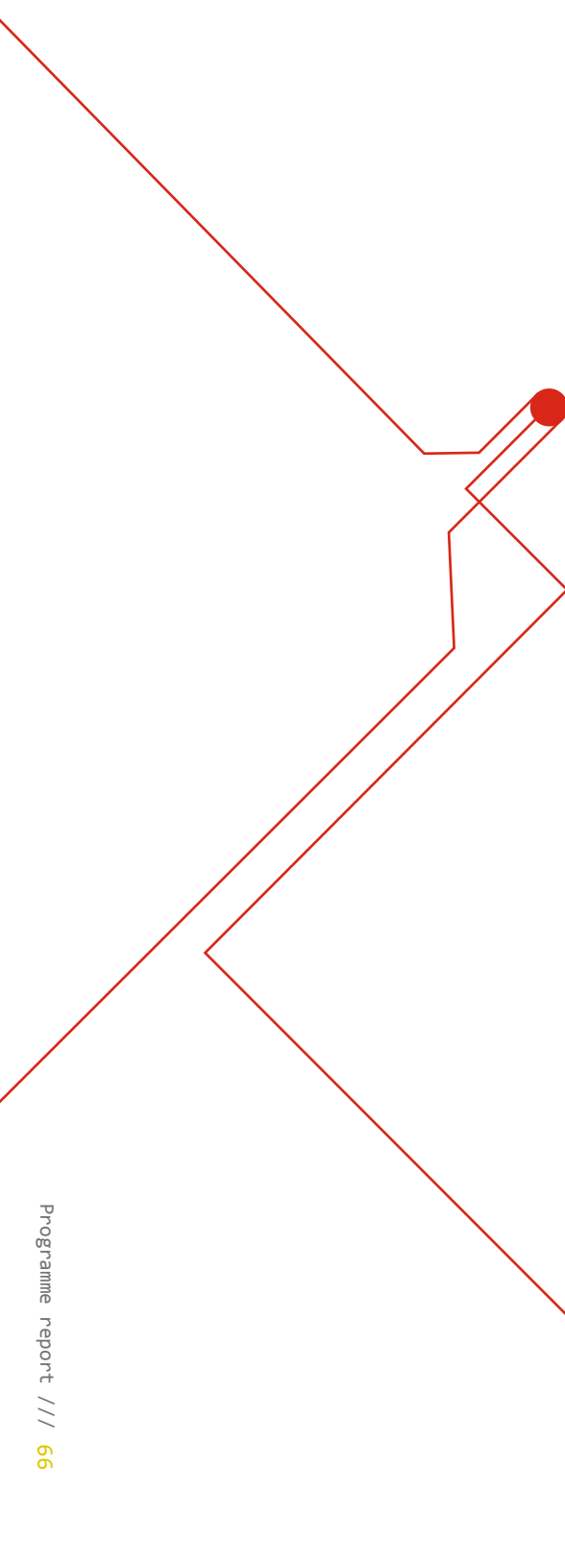
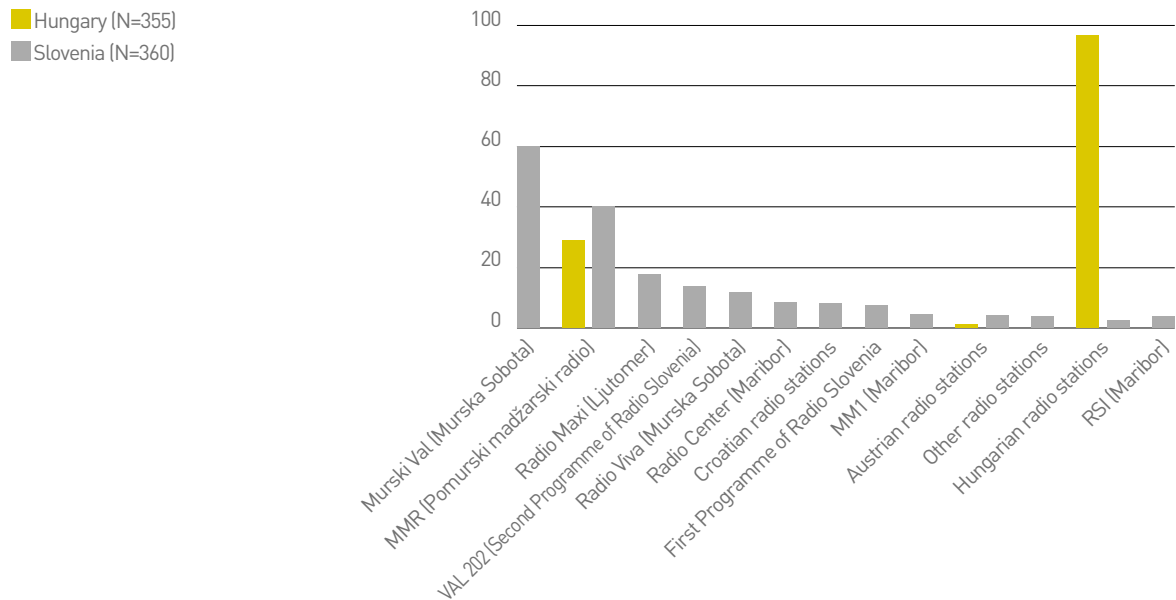


Figure 1 : Which radio stations do you listen to? (Multiple answers were possible)



The calculations have shown that the MMR radio (on the area, where received) is usually listened to by approximately 2,470 to 2,730 households in Slovenia and in approximately 36,700 to 40,500 households in Hungary (SPEM Communication Group, 2005).

Table 2: Meeting legally stipulated programme requirements

Total programme aired on the MMR frequencies		
	Hours	%
MMR	6,413	73
Radio Slovenia (First Programme)	94	1
Radio Slovenia International	2,158	25
Madžarski Radio	95	1
Total	8.760	100

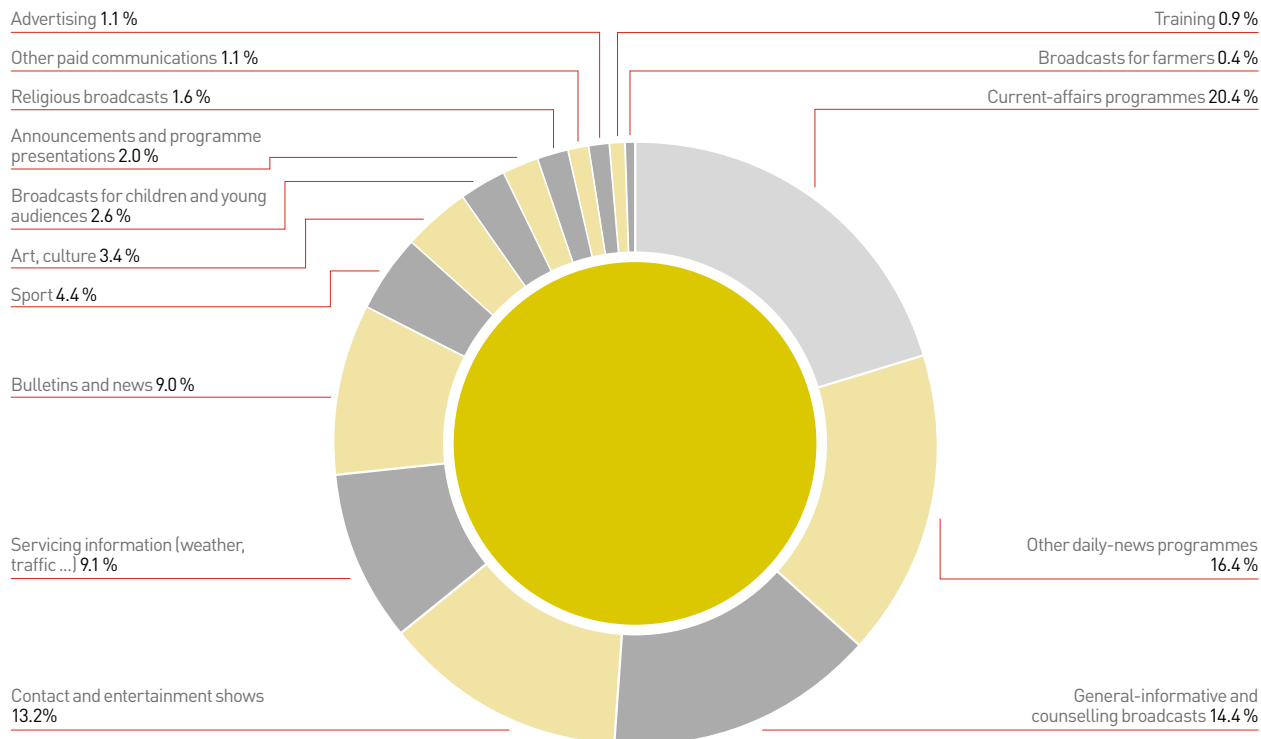
Pomurski madžarski radio has 99 percent in-house production. Only 1 percent of production is external production, we obtain it for free from the Madžarski Radio. Article 86 of the Public Media Act stipulating the share of Slovene music in radio programmes is not valid for community programmes pursuant to paragraph 3 of the same article. If we only consider the airing time of the Pomurski madžarski radio, i.e. 18 hours and 15 minutes daily, the ratio is as follows:

Table 3: Programm structure on MMR in 2007

Total MMR	Hours	%
Current-affairs broadcasts	446	7.0
Other daily-news broadcasts	358	5.6
General-informative and counselling broadcasts	314	4.9
Contact and entertainment shows	289	4.4
Servicing information (weather, traffic ...)	202	3.1
Bulletins and news	197	3.1
Sport	96	1.5
Art, culture	74	1.2
Broadcasts for children and young audiences	56	0.9
Announcements and programme presentations	43	0.7
Religious broadcasts	34	0.5
Other paid communications	24	0.4
Advertising	24	0.4
Training	20	0.3
Broadcasts for farmers	9	0.1
Music	4,227	65.9
Total	6,413	100.0

The most important novelty on the Pomurski madžarski radio in 2007 was the introduction of the evening programme between 19:00 and 24:00 since February 1. In this programme slot we repeated day-time broadcasts and in the last months of 2007 we started preparations to shift to a moderated programme in this programme slot in 2008.

Figure 2: Ratio between programme genres on MMR in 2007



We have invested much effort in the preparation of the new 2008 programme scheme, in which several (outdated) broadcasts will be cancelled, several of them will be enriched and redesigned and some brand new broadcasts created. As early as February 2007 we started airing a new children's radio play entitled Vacka Rádió. The pupils of the bilingual primary school of Lendava and the children from the kindergarten in Lendava participate in the play.

Our broadcasts have dedicated much attention to two extraordinary events in our region, namely to the first joint session of the Slovene and Hungarian governments and to Slovenia and Hungary joining the Schengen area, i.e. the new border crossing regime both on the eastern and southern border of the Republic of Slovenia. On the accession date we aired a special evening programme and followed the celebrations upon the inauguration of the borders on various locations of the bilingual area.

TV-studio Lendava

Realised/not realised projects

In 2007, TV-studio Lendava actualised all set projects and two more unplanned projects: the public event Leto se izteka and participation in the project Multikultura Muranie.

Although the 2007 financial plan did not foresee resources for the traditional project (Leto se izteka), the public event was successfully carried out the ninth time in a row due to the financial resources obtained on the tender of the Szülőföld fund. The event was taped and shown in three parts in our broadcasts during the Christmas and new year's holidays. We signed a contract on co-operation in the Multikultura Muranie project with the municipality of Lendava. The contractual obligations have already been met.

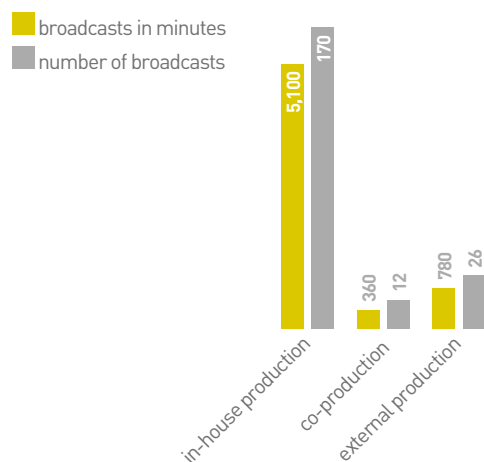
Data on rating

TV-studio Lendava still faces the broadcasting of television programme in the Hungarian language at inappropriate time (premieres from Tuesday to Friday at 15:05 on the First Programme of Television Slovenia). The repeats can be watched on the Second Programme of Television Slovenia at 17:20, however 69 broadcasts out of the total of 208 have not been repeated due to transmissions of sports events and the sessions of the National Assembly of the Republic of Slovenia, which amounts to somewhat more than 33 percent. In March, as many as 14 repeats were cancelled out of the total of 18 broadcasts, which is slightly more than 77 percent. The repeats are often broadcasted with a delay or even in an earlier time slot.

The data of the Programme Controlling Service of RTV Slovenia show that the rating is an average of 20 thousand viewers per broadcast.

It is important that the scope of in-house production has significantly increased compared to that of 2006. In-house production in 2006 amounted to 74 percent (together with co-production), that in 2007 amounted to as much as 87.5 percent. We have to bear in mind that part of external production was replaced by our own in 2007, which is the reason why the 2008 share of in-house production will amount to 92 percent.

Figure 3: Broadcasted programme by production and number of broadcasts



Meeting legally stipulated programme requirements

2007 was a turning point in the life of the TV-studio Lenda-va. On April 1, we introduced three new broadcasts instead of four broadcasts monthly of external production: the children's broadcast Lučka/Pitypang, the talk show in the studio Težišče/Súlypont and an additional broadcast for young audiences Kanape/Kanapé, which is broadcasted every two weeks since April 1, it used to be prepared once a month before.

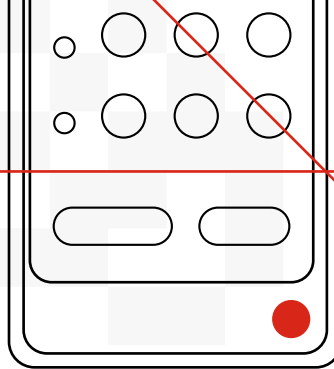
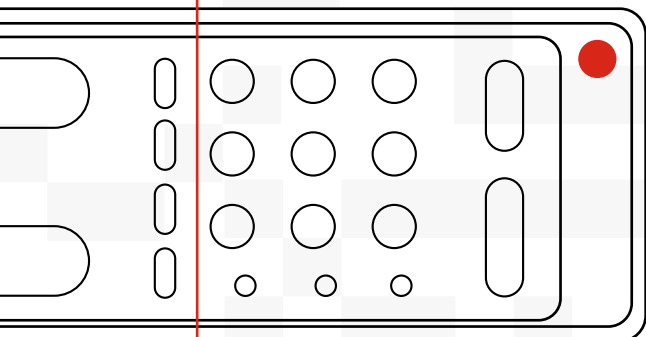
As early as January, we enriched our oldest broadcast of the magazine type Mostovi/Hidak with a few new rubrics, like:

- Böske in Rozi (featured rubric in the dialect with topical-humoristic contents);
- Naša dediščina (programme pieces on the ethnographic heritage of the Prekmurje Hungarians);
- Živijo med nami (continuation of the rubric, mini portraits).

In September, these regular rubrics were added a new agricultural rubric Sejalac/Magvető, in which we offer advice for farmers, garden plot holders and fruit growers. Within the scope of our monthly broadcast Moj gost/Moja Gostja – Vendégem we started preparations for a series of ten portraits of the Prekmurje Hungarian writers. Within the project Biseri Madžarske we prepared two 30-minute broadcasts on the town of Pečuh and the wine producing region Villány. We have also carried out preparations for reportages on two towns in the bilingual region of the Prekmurje. The last quarter of the year was dedicated to the joint session of the Slovene and Hungarian government and the accession of Slovenia to the Schengen region.

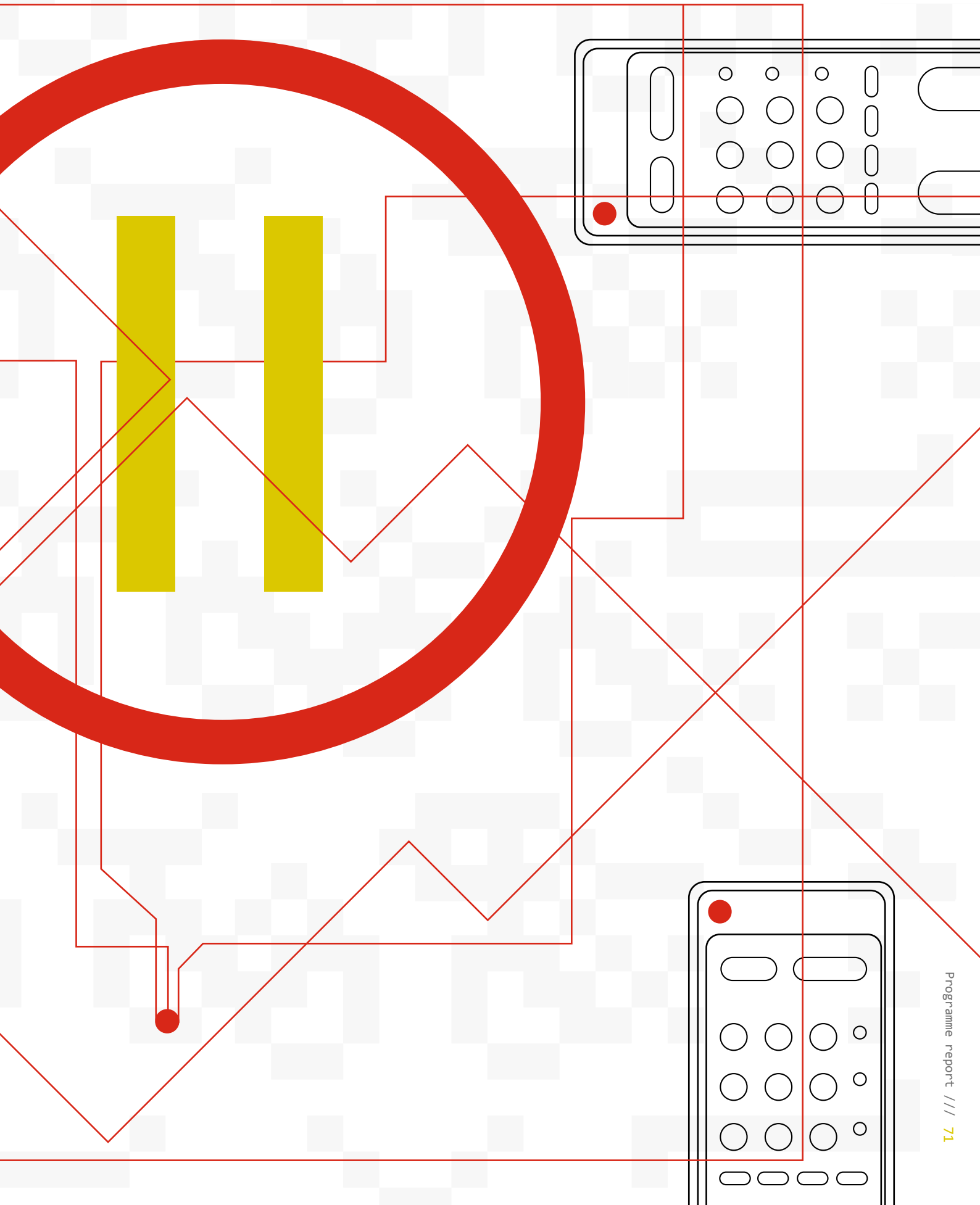
Table 4: Broadcasted television broadcasts in the Hungarian language in 2007

Broadcast	First and Second Programmes of Television Slovenia	TeleM. premiere	Minutes	No. of broadcasts	Total minutes	Production
Barangolások/Potepanja	Tuesday	Tuesday	30	26	780	external/ in-house
Kanapé/Kanape	Tuesday	Tuesday	30	15	450	in-house
Pitypang/Lučka	Tuesday	Tuesday	30	5	150	in-house
Hidak/Mostovi	Wednesday	Wednesday	30	43	1,290	in-house
Súlypont/Težišče	Thursday	Thursday	30	7	210	in-house
Vendégem .../Moj gost ...	Thursday	Thursday	30	10	300	in-house
Nagyító alatt/Pod drobnogledom	Thursday	Thursday	30	11	330	in-house
Határtalan/Brez meja	Thursday	Thursday	30	12	360	co-production
Hidak/Mostovi	Friday	Friday	30	52	1,560	in-house
Summer scheme – repeats of the broadcasts Moj gost, Potepanja and Pod drobnogledom	Tuesday - Thursday	Tuesday - Thursday	30	27	810	in-house
Total broadcasts				208	6,240	



[multimedia centre]





Multimedia Centre ///

In 2007, the Multimedia Centre (MMC) of RTV Slovenia met the following goals in the field of programme and contents:

1. Despite a very stiff competition the multimedia portal of RTV Slovenia preserved its high position, the number of users kept increasing, mostly in the first and fourth quarters.
2. When preparing and presenting the contents the MMC of RTV Slovenia tended to be a relevant and credible source of information. We reacted to events in Slovenia and abroad within the shortest time possible.
3. In the every-day process of preparation of contents we adapted our work process in a way to focus on the preparation of more quality information pieces, which, however, was not to the disadvantage of the quantity of the news offered. Compared to 2006 we have increased the scope of publications. We should especially stress the increase in more demanding journalistic genres, reportages, analyses, interviews (video and textual ones).
4. In co-operation with other editorial boards and the Public Relations Department we saw to it that we got timely and penetrative advertising and promotion of our television and radio programmes, broadcasts and special projects on the level of the entire RTV Slovenia. We evaluate, however, that the reverse process was poor, namely the promotion of the web portal and other MMC services on radio and television.
5. We have increased programme co-operation of MMC of RTV Slovenia with other editorial-programme units of our public service broadcaster (especially with the EPU Informative Programme of Television Slovenia, the EPU Sports Programme of Television Slovenia and the EPU Entertainment Programme of Television Slovenia).
6. We have encouraged the interactivity of users. Compared to 2006, we have doubled the number of web chats with important protagonists of the Slovene political, cultural and artistic life. Upon marked broadcasts of RTV Slovenia we invited our colleague journalists, authors, moderators to our web chat room and thus contributed to the recognisability of RTV Slovenia.

Achievements

In 2007, the MMC achieved much success both in Slovenia and abroad. Let us mention the 5th place of the application Moj splet (on Prix Europa in Berlin), several international awards for the application Odprti kop, the silver net for Moj splet ...

Reach

The number of users (reach of the portal) repeatedly increased in 2007. Based on the research of the MOSS Slovene Advertising Chamber the number has increased from 364 thousand in April to 451 thousand in October; our portal thus ranked 4th among the Slovene portals, which is far above the average of comparable public service broadcasters in Europe.

In the field of mobile devices, our portal is the only serious competitor to the portals of mobile operators and allows the users all over the world to access radio-television contents, thus offering additional possibility on the growing market to preserve/increase the number of users.

Teletext has remained the only source of information of this type in Slovenia. Despite the development of other modes of access to information, it still remains the most used medium (more than half a million of users daily). In 2007, we continued subtitling a majority of prepared broadcasts for the deaf and the hard of hearing, and within the scope of the available technology also the subtitling of all daily-news programmes and pre-election confrontations (live).

Development

In the technological field we have even strengthened the leading position in the Slovene and central European scope. We were the first to offer some services and it is true for many of them that we still remain the only one to offer them (live television and upon request on computers and mobile devices in various formats and adapted quality levels, video podcasts ...).

The changes that lead to user contents have been successfully followed on the new portal Moj splet, which offers a majority of currently known and popular services and applications (forum, blog, images, video, GPS). The users are also given a possibility to create own news and other ways of co-creating the contents adequate to be used for television and radio (e.g. video recordings of flooding).

Within the info channels we have enriched the contents and upgraded technical possibilities, so we offered two entirely separated contents simultaneously on both programmes of Television Slovenia.

Business operations

In 2007, the Multimedia Centre of RTV Slovenia carried out several important projects from the financial, programme and technical point of view. We have thus more than justified the financial resources and increased the reputation of the public service broadcaster and the number of users.

The revenues that can be directly influenced by MMC, created a great surplus (115.3 percent of the plan). This is a result of attractive and innovative solutions that increase the number of our users and consequently contribute to our revenues.

A surplus in variable costs originates from unforeseen items; without them, our business operations would remain within the plan.

The investments planned in 2007 have been almost implemented. Among more important projects was the extension of the server room and almost doubled server capacities (which allowed e.g. a higher byte video record – 700 kbps – and storing of larger files).

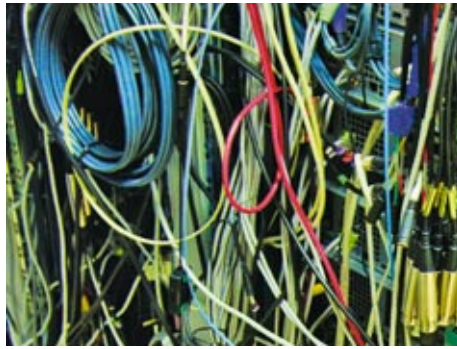
With the investments from development funds we successfully implemented several interactive multimedia projects in 2007. A few more entirely prepared projects will presumably be implemented in 2008.

Summary

We can evaluate the year 2007 to be successful for MMC. Technologically, we managed to remain among the leaders despite a rapid development of the branch, and despite new competitors and their significant investments in personnel and finances we increased the market share and the circle of users.

To be able to continue the tendencies we will have to solve our problems with rooms and personnel in 2008. The work in MMC is focused on part-time associates who work in too small and inadequate rooms.

We are convinced that in 2008 we will keep obtaining new users by developing new services and by enriching the contents.



Animated moderator Lili

Record Label ///

Programme

In 2007, the Record Label of RTV Slovenia was linked mostly to radio and television programmes of various genres in the sense of added promotional value, extension of archival recordings, especially musical ones, and new projects. The Record Label published and issued 77 projects on sound and image carriers, of which five double CD-s, two CD boxes with seven and eight programmes respectively and 1 DVD box with five programmes. Out of 77 programme projects 45 were issued on CDs and 32 on DVDs. Last year, it was for the first time that we did not issue any programme on an audio or video cassette. The number of issued video programmes has slightly increased and the number of issued audio programmes decreased in comparison with the year before.

Video publications were almost entirely intended for children, they were issued in co-operation with the Children's and Youth Programme of Television Slovenia. The animated fables entitled *Hrček Miha pripoveduje* issued on two DVDs. *Hrček Miha pripoveduje* is a creation of a young Slovene production group that Children's and Youth Programme of Television Slovenia invited through the tender of independent producers. The excellent Slovene synchronisation of the attractive animated series for youngest audiences *Connie the Cow* was issued for the first time, and so was the *Trpljenje mladega Igorja* film for the young audiences. In co-operation with *Mladinska knjiga*, *Tehniška založba* and the *Dnevnik* newspaper house we prepared three issues of DVDs together with booklets and picture books: *Franklin*, *Pippi Longstocking* and *Connie the Cow* (it continues to 2008).

In the field of musical and television heritage, we can be especially proud of the issue of television adaptation of the most successful Slovene opera *Gorenjski slavček* (in co-operation with the Editorial Board for Serious Music and Ballet of Television Slovenia). On the occasion of the 170th anniversary of birth of the composer Anton Foerster, the issue of the edition under the trademark RTV SLO/Klasika was supported by the Ministry of Culture. The adaptation of the performance of the Ljubljana SNG Opera in balet, created in 1982 by the nestor of television directing, Fran Žižek, was renewed and available to opera connoisseurs on a DVD.

Audio editions: in co-operation with the Editorial Board of Serious Music of Radio Slovenia and mostly financially supported by the Ministry of Culture, *Glasbena matica* and individual sponsors we continued the recognisable and quality series of CDs of the so-called serious music RTV SLO Klasika. CDs with instrumental and vocal music have been issued; the latter had a special place last year, for it had as many as three digitally renewed operas recorded (the first Slovene stereo recording of the long work *Madame But-*

terfly, *Ekvinokcij* upon the 100th anniversary of the birth of Kozina and *Gorenjski slavček*), the jubilee double anthology of children's chants (1957 – 2007) entitled *Stonoga* of the Children's and Youth Choir of RTV Slovenia, with portraits of Božena Glavak, Rajko Koritnik, Nada Vidmar and Danilo Merlak and with the publication of Duparc's arias. The Symphony Orchestra of RTV Slovenia together with the composer Janez Gregorc and young jazz soloists prepared a marked project of ballads with the title *Za naju*, and together with the successful composer of the younger generation Milko Lazar a CD of four soloist concerts. In co-operation with the First Programme of Radio Slovenia and by financial support of the Ministry of Culture we issued a double CD to celebrate 4 decades, since folk's music and narrative tradition has been recorded in the legendary weekly broadcast *Slovenska zemlja v pesmi in besedi*. In co-operation with Val 202 we prepared a promotional project of original songs and of new adaptations of successful Slovene pop and rock performers upon the 35th anniversary of Val 202. In the field of chamber music, we recorded the performance of the ensembles *Camerata Labacensis*, *Trio Slavko Osterc* and *Duo Mlejn-Gep*.

The fields of entertaining, jazz and polka music were characterised by the projects of renovation of archival recordings and LP-masters of several best authors and performers (Berta Ambrož, dr. Vladimir Stiasny on the occasion of the 45th anniversary of *Slovenska popevka*, Petar Ugrin, *Atomsko sklonišče*), and apart from those also by some new projects (e.g. the ensemble *Skalp*, accordion players *Miha Debevec* and *Tomaž Rožanec*, the jazz singer *Kristina Oberžan*). Our editions have also supported several performers, winners of radio and television projects; the winner of the television show *Bitka talentov* and the winner of the prize awarded by the audience of the *Slovenska popevka* festival *Eva Černe* and the winner of the award for the most promising young performer *Iva Stanič* got their first albums.

Apart from regular publications, i.e. edited projects, that have a promotional and culture-artistic role of the public service broadcaster in co-operation with various editorial boards and also a sales role, the Record Label of RTV Slovenia prepared DVDs or CR-Rs for different editorial boards to promote television and radio broadcasts. The publications totalled 10,300 pieces.

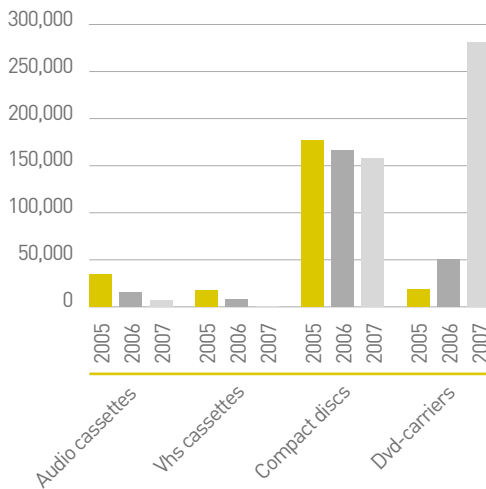
Technologically outdated programmes, i.e. audio and video cassettes, technologically died away last year. The world and Slovene market of digital sound and image carriers (CDs and DVDs) recorded with artistic, educational and less commercial programmes – which is the core of our publisher's role – are striving for survival due to strongly expanded piracy.

The management of the public service broadcaster made a proposal to intensely cut down the inventories of interesting projects in contents, yet on outdated carriers (sales

campaigns, different packaging, etc.). At the end of the year, the inventories on technologically outdated carriers and with outdated contents (e.g. language courses of German, Serbo-Croatian, etc.), were entirely written off.

Complicated problematic of copyright that are a tough case for the leading world legal experts as well (in Slovenia we lack professionally trained personnel), considerably slows down the revitalisation and issuing of otherwise excellent recordings from radio and television archives and new, digital market ways. This field is somewhat better and more adequately solved for the new projects in new contracts dated 2007.

Figure 4: Production scope in the period 2005–2007

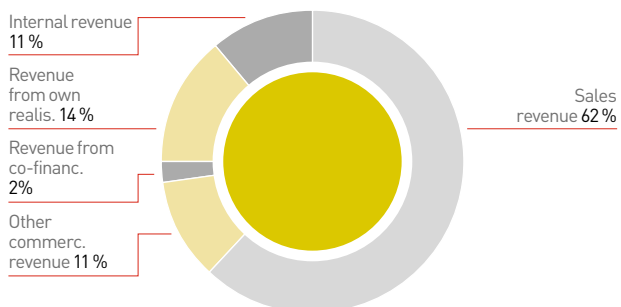


The graph clearly shows the restructuring of carriers, on which the Record Label issues individual programmes, and the reason why audio and video cassettes have been written off – these carriers have become entirely uninteresting for the market.

Revenue

The operating revenue (external) amounts to EUR 44,600 in the studied period from January to December, i.e. 6.3 percent less than planned. This is by EUR 27,200 or 4.2 percent more than that achieved in the same period in the last year.

Figure 5: Structure of revenue of the Record Label



Winner of the TV show Bitka talentov and receiver of audience's award on Slovenska popevka



Prize winner for the most promising young performer

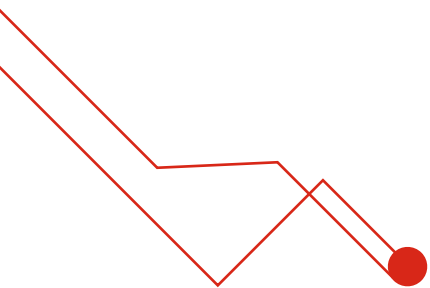
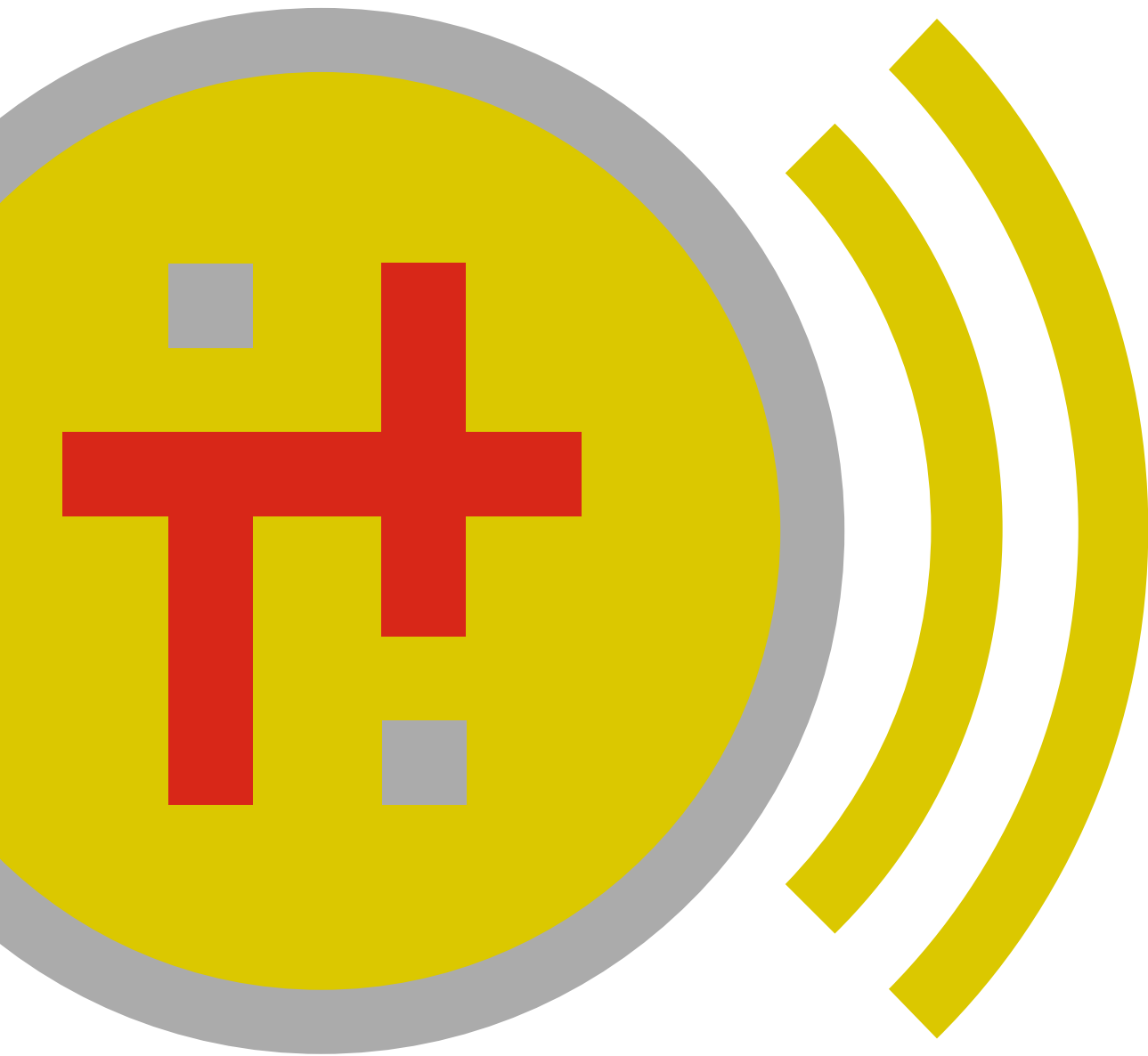


Jazz music



The page features a complex abstract graphic design. A prominent, thick red diagonal line runs from the top left towards the bottom right. A network of thinner red lines, some straight and some forming zig-zag patterns, crisscrosses the page. Three solid red circles are positioned at various points within this network. In the bottom right corner, a portion of a large yellow circle with a grey border is visible. The text "[international co-operation]" is printed in white on a red rectangular background that is part of the graphic design.

[international co-operation]



In 2007, the International Co-Operation of RTV Slovenia was focused on the following areas: bilateral and individual relations with foreign partners, activity in international organisations and associations, providing information to foreign audiences and establishment of Slovene creativity abroad, training of personnel and increased attention to tenders and obtaining financial resources from the European Union. This was also a year of intense preparations for the Slovene Presidency of the EU in 2008.

On the bilateral level we exchanged visits and negotiations with MTV Hungary, STV Slovakia, ORF Austria, RAI Italy, ARD and ZDF Germany, IRIB Iran, RTR Russia and ERT Greece. The negotiations resulted in several co-productions and campaigns in 2008, among others also a week of Television Slovenia on the programmes of the Hungarian MTV.

Most attention in the field of multilateral co-operation was paid to the activities in the EBU. After the reform of managerial structures was completed, the representative of our public service broadcaster remained the only vice president of this largest radio-television union in the world; the representatives of RTV Slovenia occupy important jobs in other bodies (board for radio, committee for children's and youth programmes, multimedia board, committee for sports programmes, Eurosong board).

We sent 172 information pieces to EVN (EBU television exchange of news). The number of television transmissions of various programme genres from Slovenia also increased (49, of that 45 with sports contents, 4 with informative contents). The number of unilaterals from Slovenia to foreign countries increased by 40 percent (226). From EBU, we took over 2,304 television transmissions (1,921 multilaterals and 383 unilaterals) and the shares are as follows: 64 percent for informative genres, 38 percent for sports genres and 0.38 percent for arts and entertainment genres each. In co-productions and co-operations Slovenia is among eight most active members of the EBU (out of 74 members). Radio programme exchanges within the EBU (Euro-radio) are also important: we took over 429 concerts (of that 142 direct transmissions), and from Slovenia we broadcasted 3 transmissions of concerts and a total of 60 hours, 5 minutes and 25 seconds of Slovene music or better music of Slovene performers. RTV Slovenia took over co-ordination of the most numerous of the EBU regional groups, i.e. VSE (central, eastern and south-eastern Europe).

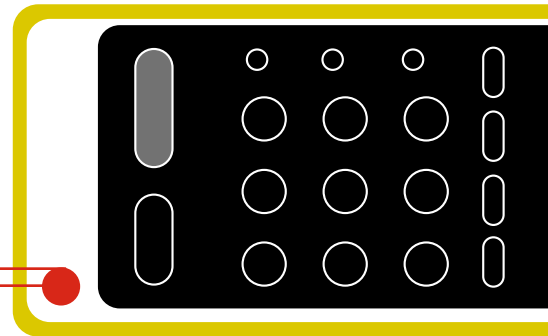
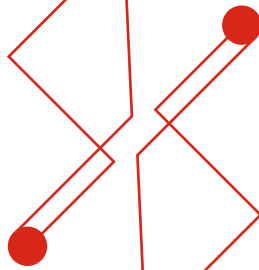
We were also active in other associations – Copeam, Circom regional (with preparatory meetings for the jubilee board meeting 2008 in Maribor), in the group of Italo-phonetic radio-televisions and in associations for music, for children and young adults, for the archives and in Prix Italia.

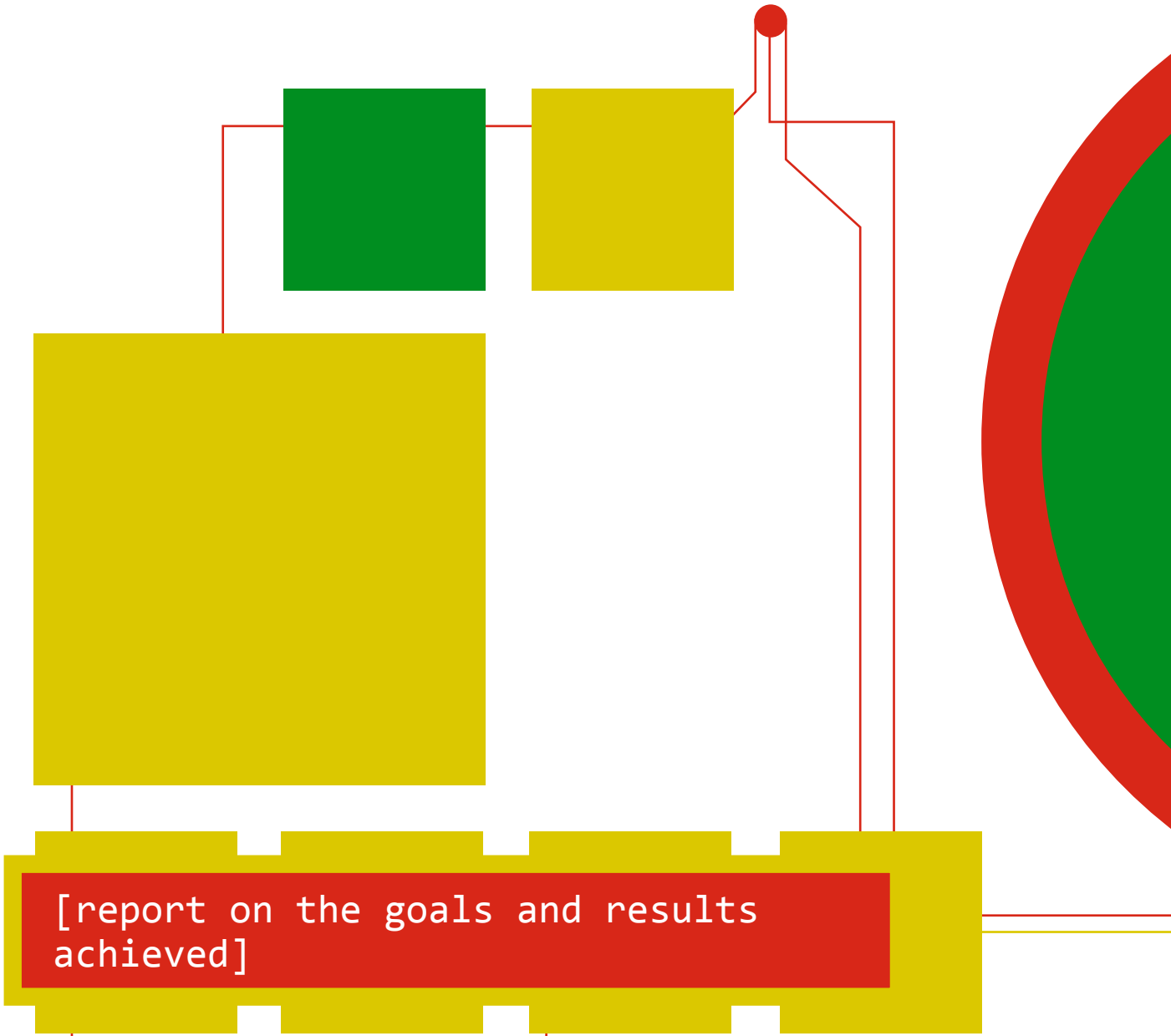
Within the scope of providing information for foreign countries we continue preparing Slovenski magazin every fortnight in three foreign languages and send it to the addressees on all continents. These broadcasts are also the source of information of numerous programmes of Slovene emigrants and members of Slovene minorities in foreign countries. We celebrated the 25th anniversary of the most eminent transfrontier regional radio-television project Alpe-Donava-Jadran (17 regional stations from 7 countries) that is broadcasted every 14 days and strengthens the intercultural dialogue.

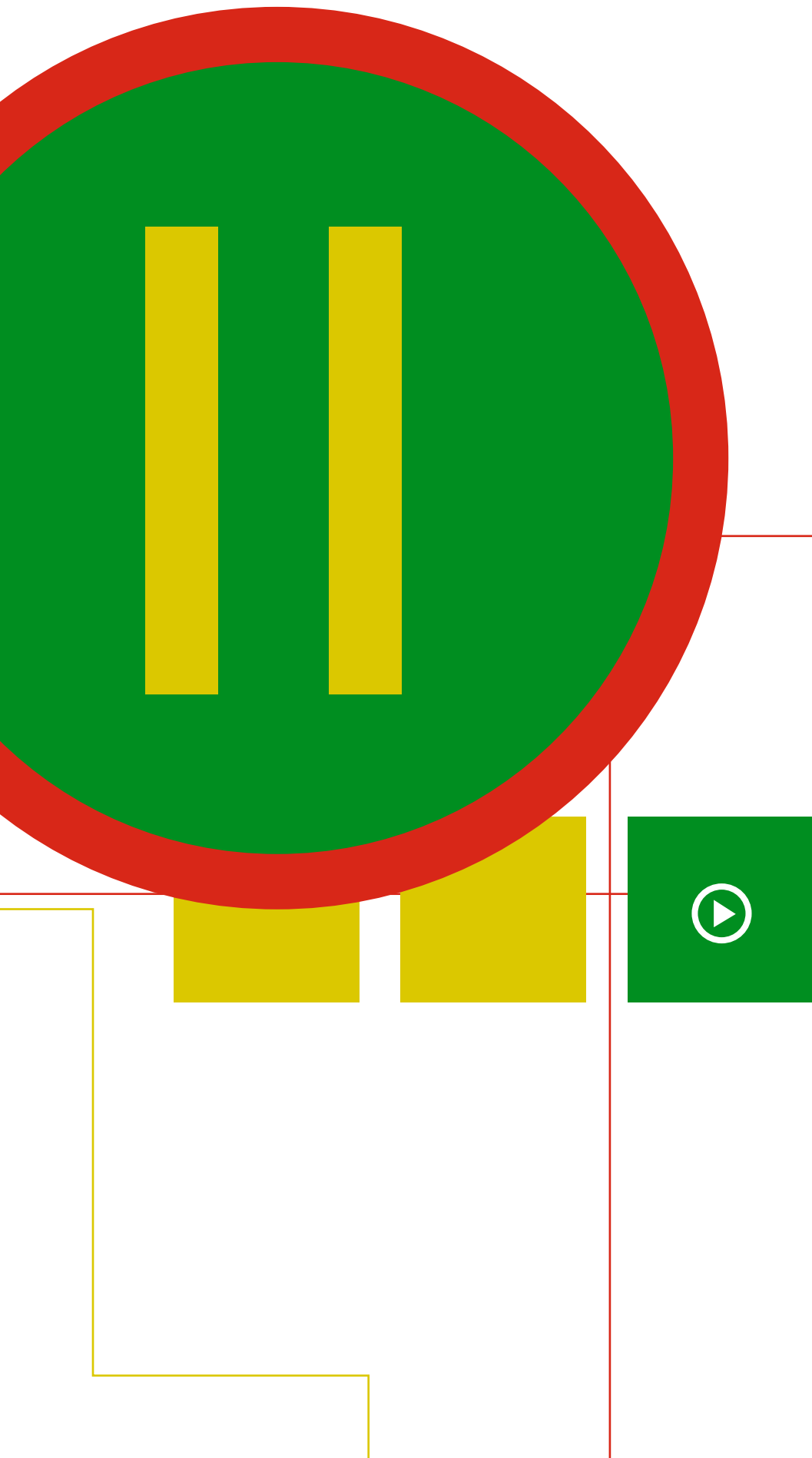
We communicated 13 programme pieces to CNN World Report (among others the contributions on the year of Jože Plečnik, on Lipica, the Triglav National Park, the Kobarič museum and the archaeological site in the Ljubljana river). Approximately the same number of broadcasts with the topics from Slovenia was broadcasted on Euronews as well. We began co-operation with Internet Broadcast News Network publishing current-affairs bulletins from our informative television broadcasts and, reciprocally, we make our web sites richer by publishing programme pieces subtitled in English.

In 2007, we organised the record number of schooling and training abroad (18), more than usual on CNN, and for the first time also within the scope of the international academy for television in New York.

We were successful in EU tenders; we obtained EUR 270 thousand in the framework of the APCAV project (informative and entertainment contents), EUR 29,633 for the Glas Evrope project (children's, youth and educational project), EUR 100,464 to show the course of live in developing countries, EUR 71,463 for the project of development of formats of consumer's broadcasts. In 2007, we made arrangements for a new cycle of the Trireg projects and made intense preparations for programme and servicing challenges relating to the Slovene Presidency of the EU and the role of a host broadcaster.







Strategic goals of RTV Slovenia ///

The vision of RTV Slovenia is creation and presentation of a variety of top quality radio and television programmes that will be available to all viewers and listeners as public goods and will meet the wishes of broadest audiences. The contents from the fields of information, education, culture and entertainment will also be offered by multimedia support.

The basic mission of RTV Slovenia is creation and broadcasting of radio and television programmes providing incentive and development of creativity, language, culture and identity of Slovenia. This mission can be accomplished with top quality and motivated personnel, with high culture of organisation and programme-business exquisiteness. We will do our best to reach a flexible organisation that will allow the public radio and television to quickly adapt to the changes in the environment. The financing system and the environment must ascertain political neutrality, creativity of co-workers and accomplishment of the negotiated mission.

The strategic goals of RTV Slovenia by 2010 are as follows:

- We wish to maintain the leading role on the Slovene market in the field of providing information, original arts production, education, children's and youth contents and sport as well as entertainment.
- Radio and television programmes will be a reflection of the life and happening in Slovene regions.
- We will increase the scope of local information.
- We will increase the scope of co-productions.
- Our radio and television programmes will increase reputation and credibility in public, increase the quality, more investments will be made in both the existing and new programmes, we will consciously adopt reasonable competition with commercial media, set standards in the field of media production and invest in people.
- We will develop multimedia services.
- Business process renovation will allow to monitor total business costs on the level of individual programmes and broadcasts and to separate monitoring of activities to market and public parts.
- We will increase the expenses for training per an employee, with which we wish to improve the situation between the actual and required education and to educate on the basis of career plans. We wish to rejuvenate the staff, to shape the culture of organisation (the principle of exquisiteness) and to introduce the multi-rule way of work.
- In the technical field we will orient towards the digitalisation of radio and television archives, technical-technologic systems and the system of transmitters of RTV. We will solve the problematic of space, maintain the obtained technological level and invest in extended reproduction.

Annual goals of RTV Slovenia ///

The 2007 business plan is founded on the goals adopted in the Strategy of RTV Slovenia by 2010. It should actualise the restructuring of the contents and increase the quality of radio and television programmes. Besides, investment into the digitalisation of transmission network and into the modernisation of technological equipment should increase and the business process renovation continue. The business plan focuses on the decrease in costs, especially labour cost, which would improve productivity as well.

The 2007 financial plan highlighted the following goals:

- In the statement of revenue and expenses we anticipated a surplus of revenue over the expenses totalling EUR 275 thousand.
- Planned operating revenue amounted to EUR 111,228 thousand.
- Of the total operating revenue EUR 76,365 thousand refers to the revenue from RTV licence fee. Despite the above-mentioned inflation rate being taken into account, our 2007 plan did not foresee any increase in the RTV licence fee due to conservative way of planning and risks deriving from the amount and time of increase.
- Advertising revenues were anticipated in the amount of EUR 23,137 thousand, which is EUR 1,257 thousand more than planned in 2006.
- The revenues from co-financing were planned in the total of EUR 1,164 thousand, which exceeds the 2006 plan by EUR 143 thousand.
- Among other planned operating revenue we should also mention EUR 9,019 thousand of other commercial revenues (especially rents in the scope of OU Transmitters and Communications).
- Variable expenses were anticipated in the amount of EUR 40,736 thousand, which is EUR 3,800 thousand or 10.3 percent more than anticipated in 2006. EUR 1,124 thousand refer to the enrichment of own programmes, which is financed from development funds.
- Labour costs of full-time employees were anticipated in the total of EUR 51,515 thousand, which represents EUR 1,443 thousand or 2.7 percent less than planned in 2006. The annual plan anticipated an increase in wages by 2.7 percent in August. We considered the legal decrease in payroll pursuant to the Payroll Tax Act (Off. Gaz. of the Republic of Slovenia, No. 21/06) and the decrease in the number of employees in compliance with prognoses on possible retirements.
- Depreciation costs were planned in the amount of EUR 10,810 thousand, which is less than the planned depreciation in 2006 by EUR 44 thousand.
- Within the scope of expenses we should make a special mention of investments that were planned in the total of EUR 20,366 thousand. EUR 10,810 thousand is the assets created for depreciation, the remaining part is the sale of bonds of the Republic of Slovenia.

Performance analysis ///

Statement of revenue and expenses

In 2007, the public service broadcaster realised a surplus of revenue over the expenses in the total value of EUR 3,487 thousand. This was more favourable than planned in the financial plan by EUR 3,212 thousand and worse than the 2006 realisation by EUR 2,949 thousand. Due to a surplus of revenue over the expenses in 2007, the corporate tax was imposed in the total of EUR 139 thousand.

The 2007 operating result was heavily influenced by the revenue from the reversal of provisions in the total value of EUR 2,602 thousand. The final result of 2006 derived from two sources: the revenue from the reversal of provisions totalling EUR 3,960 thousand and the revenue from over-charged tax in 2005 in the amount of EUR 1,198 thousand.

When the above-mentioned influences are excluded, the surplus of revenue over the expenses in 2007 amounted to EUR 885 thousand, which is by EUR 610 thousand better than planned and by EUR 393 thousand worse than achieved in 2006.

Revenue

In 2007, total revenue amounted to EUR 124,716 thousand. This exceeded the plan by EUR 8,720 thousand or 7.5 percent. Compared to the results in 2006, the revenue has increased by EUR 510, i.e. 0.4 percent. When the influence of revenue obtained in 2007 and 2006 mentioned in the introduction is excluded, we get the following comparisons. In 2007, they are higher than planned by EUR 6,118 thousand, i.e. 5.3 percent. Compared with 2006, they are higher by EUR 3,066 thousand, i.e. 2.6 percent.

Figuref 1: Structure of total revenue for 2007

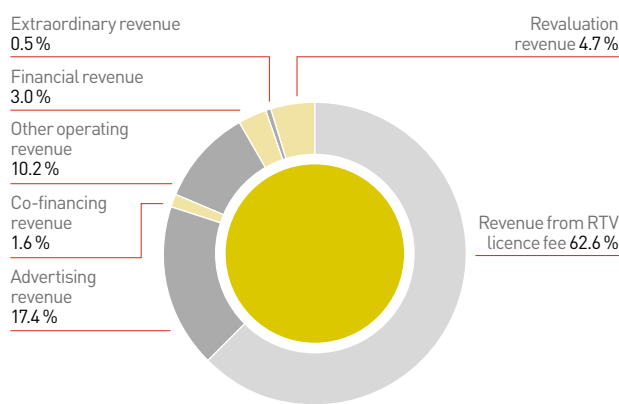
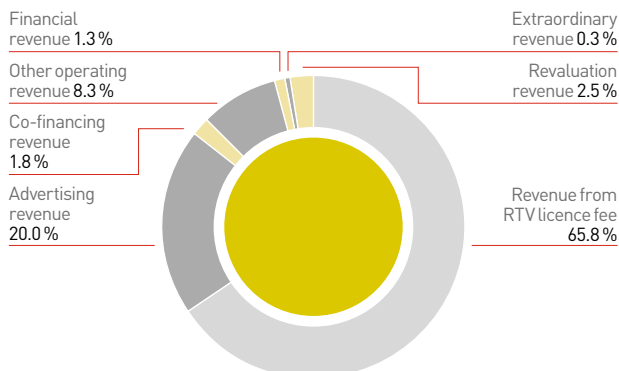


Table 1: Statement of revenue and expenses

in EUR thousand	Realisation 2007	Plan 2007	Nominal difference	Reach of plan	Realisation 2006	Nominal difference	Index
1	2	3	4 (2-3)	5 (2:3)	6	7 (2-6)	8 (2:6)
Operating revenue	114,524	111,228	3,296	103.0%	116,877	-2,353	98.0
Financial revenue	3,797	1,562	2,235	243.1%	2,650	1,147	143.3
Extraordinary revenue	551	364	187	151.4%	717	-166	76.9
Revenue from revaluation	5,844	2,842	3,002	205.6%	3,961	1,883	147.5
Total revenue	124,716	115,996	8,720	107.5%	124,206	510	100.4
Cost of goods, materials and services	47,740	46,162	1,578	103.4%	44,052	3,688	108.4
Labour costs	54,605	51,462	3,143	106.1%	54,966	-361	99.3
Amortisation	10,799	10,810	-11	99.9%	9,796	1,003	110.2
Long-term provisions	324	0	324		662	-338	48.9
Other costs	632	685	-53	92.3%	1,141	-509	55.4
Financial expenses	246	639	-393	38.5%	220	26	111.6
Extraordinary expenses	278	483	-205	57.6%	554	-276	50.2
Expenses from revaluation	6,466	5,480	986	118.0%	6,378	88	101.4
Revenue tax	139	0	139		0	139	
Total expenses	121,229	115,721	5,508	104.8%	117,769	3,460	102.9
Surplus of revenue over expenses	3,487	275	3,212	1268.0%	6,436	-2,949	54.2

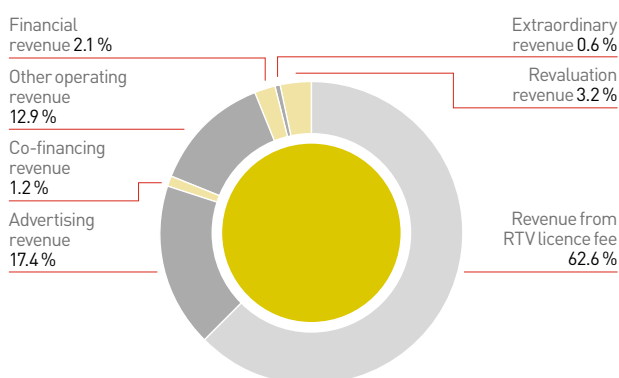
Figure 2: Structure of planned total revenue for 2007



individuals as planned, and in the campaigns carried out to obtain new licence fee payers. In comparison with 2006 the revenue has increased by EUR 379 thousand, i.e. 0.5 percent. In the structure of operating revenue the revenue generated by RTV licence fee amounted to 68.1 percent. Their share in the structure of total revenue is on the decrease. The price of the RTV licence fee increased for the last time in April 2004. Lagging of revenue generated by RTV licence fee behind the inflation rate from November 1999 up until December 2007 - calculated into constant prices - amounts to EUR 69,585 thousand.

Advertising revenue represented 18.9 percent of total operating revenue and reached EUR 21,685 thousand in 2007, i.e. they were lower than planned by EUR 1,453 thousand or 6.3 percent. However, it exceeded the 2006 realisation by EUR 92 thousand or 0.4 percent. An overview by units is evident from the table below.

Figure 3: Structure of total revenue for 2006



It is evident from the Table 2 that advertising revenue has not reached the plan in all programme-production units. Total advertising revenue is approximately equal to that of 2006.

The revenue from the sale of cassettes and CDs has exceeded the plan. It is by EUR 7 thousand or 1.4 percent higher than planned. If compared to 2006, it is higher by EUR 44 thousand, i.e. 9.3 percent.

Co-financing revenue is lower than planned by EUR 137 thousand or 6.5 percent. If compared to 2006, they are higher by EUR 507 thousand, i.e. 34.3 percent.

Other commercial revenue has exceeded the financial plan within the scope of operating revenue. It is higher by EUR 3,133 thousand or 34.4 percent. Of that, EUR 2,602 thousand refer to the revenue from the reversal of provisions in the framework of common services. The most substantial excess of the plan is accounted for by the PPU Radio Slovenia (by EUR 277 thousand) and OU Transmitters and Communications (by EUR 282 thousand). The commercial revenue in the PPU Television Slovenia is lower than planned by EUR 155 thousand, i.e. 15.5 percent. Compared to 2006, the revenue in the PPU Television Slovenia and common services is lower.

Operating revenue amounted to EUR 114,524 thousand. It exceeded the plan by EUR 3,296 thousand, i.e. 3.0 percent, and represented 91.8 percent in the structure of total revenue.

In the scope of operating revenue, EUR 78,111 thousand of revenue was realised from RTV licence fee. This is by EUR 1,747 thousand, i.e. 2.3 percent more than planned. The main reason lies in less exemptions of socially endangered

Table 2: Advertising revenue of PPU's according to the plan and last year's realisation

in EUR thousand	Realisation 2007	Plan 2007	Nominal difference	% reach	Realisation 2006	Nominal difference	Index
PPU TV Slovenia	16,697	17,693	-996	94.4	16,718	-21	99.9
PPU Radio Slovenia	3,377	3,493	-116	96.7	3,419	-42	98.8
PPU Regional Centre Koper-Capodistria	754	843	-89	89.4	778	-24	96.9
PPU Regional Centre Maribor	661	858	-197	77.0	678	-17	97.5
PPU Multimedia Centre	196	250	-54	78.4	0	196	
RTV Slovenia	21,685	23,137	-1,452	93.7	21,593	92	100.4

Financial revenue in 2007 reached the amount of EUR 3,797 thousand, thus exceeding the plan by EUR 2,235 thousand, i.e. 143.1 percent. Overplan revenue totalling EUR 1,394 thousand refer to the payment of interests accrued by the bonds of the Slovene Compensation Company. The revenue is higher in positive interests from operation as well (especially the interests from RTV licence fee). Compared to 2006, it is higher by EUR 1,147 thousand, i.e. 43.3 percent.

Extraordinary revenue in 2007 exceeded the plan by EUR 187 thousand. In comparison with 2006, it was lower by EUR 166 thousand.

Operating revenue from revaluation represented 4.7 percent of the total revenue. In 2007, they were generated in the amount of EUR 5,844 thousand, i.e. by EUR 3,002 thousand more than planned, and by EUR 1,883 thousand more than in 2006.

Expenses

The total expenses in 2007 amounted to EUR 121,229 thousand. They were higher than planned by EUR 5,508 thousand, i.e. 4.8 percent. In comparison with those generated in 2006, they were higher by EUR 3,460 thousand or 2.9 percent.

Figure 4: Structure of total expenses generated in 2007

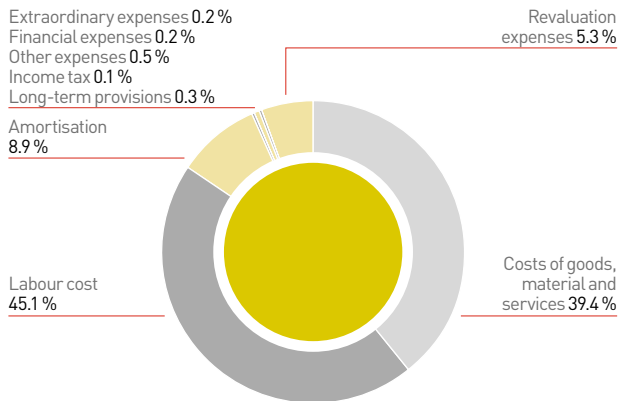


Figure 5: Structure of planned total expenses in 2007

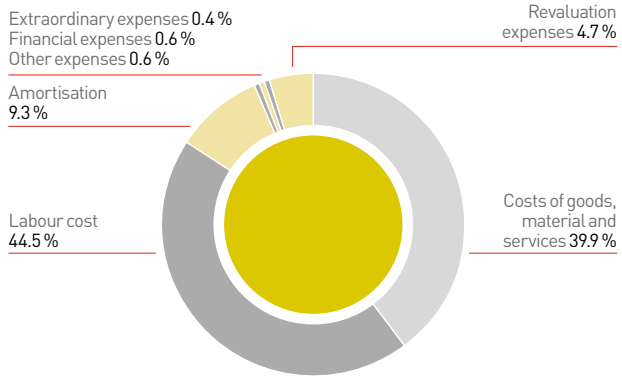
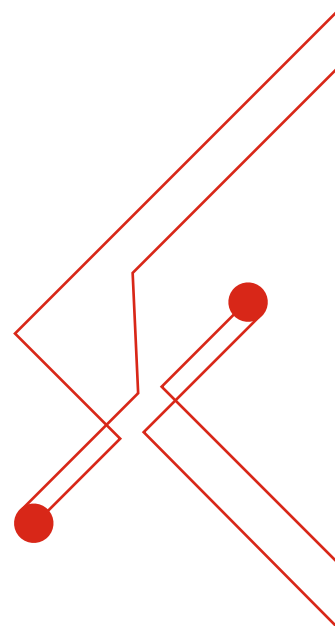
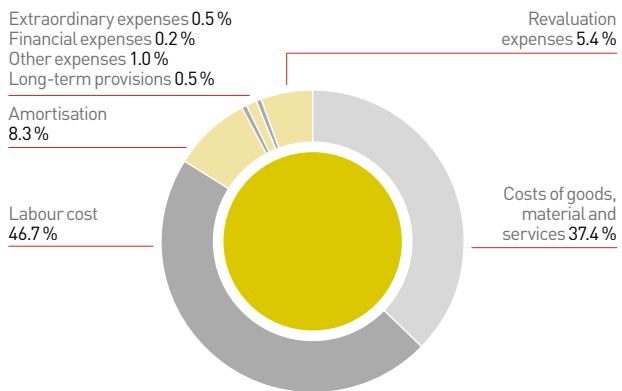


Figure 6: Structure of total generated expenses in 2006



Costs of goods, material and services were generated in 2007 in the amount of EUR 47,740 thousand and exceeded the plan by EUR 1,578 thousand, i.e. 3.4 percent. The unfavourable deviation related to the costs of services. In the scope of the costs of goods, material and services the so-called variable costs are planned and controlled by units and within them and are shown in the Table 3.

It is evident from the Table 3 that all organisation units, except the OU Transmitters and Communications have exceeded the planned values.

On its 6th regular session on July 27, 2006 the Supervisory Council adopted under item 2 a resolution on the use of bonds of the Republic of Slovenia for development projects - priority tasks. In order to enrich the in-house programme EUR 671 thousand of variable costs were financed by the revenue from the interests of bonds. EUR 393 thousand were allocated to the PPU Television Slovenia, EUR

224 thousand to the PPU Radio Slovenia, and EUR 54 thousand to the PPU Regional Centre Maribor. EUR 71 thousand we planned for the PPU Multimedia Centre, yet the use of financial funds was not confirmed.

Labour costs in 2007 exceeded the plan by EUR 3,143 thousand, i.e. 6.1 percent. In December the public service broadcaster paid EUR 1,338 thousand for work performance, which had not been anticipated in the plan. If we exclude the influence of costs relating to supplemental annual reimbursement in the amount of EUR 1,338 thousand and the calculated final leave pays for business reasons in the amount of EUR 438 thousand, the labour cost of full-time employees was higher than planned by EUR 1,367 thousand or 2.7 percent. Moreover, the labour cost comprises also final leave pays in the total of EUR 150 thousand.

The wages were harmonised in August 2007 by 2.5 percent in relation to economy on the basis of the Collective Agree-

Table 3: Variable expenses of PPU/OU according to the plan and realisation from the year before

in EUR thousand	Realisation 2007	Plan 2007	Nominal difference	% reach	Realisation 2006	Nominal difference	Index
PPU TV Slovenia	23,144	21,738	1,406	106.5	20,818	2,326	111.2
PPU Radio Slovenia	4,525	3,639	886	124.3	4,055	470	111.6
PPU Regional Centre Koper-Capodistria	2,782	2,491	291	111.7	2,575	207	108.0
PPU Regional Centre Maribor	2,381	2,157	224	110.4	2,314	67	102.9
OU Transmitters and Communications	4,889	5,091	-202	96.0	4,605	284	106.2
PPE Multimedia Centre	1,349	1,137	212	118.6	1,059	290	127.4
Common Services	4,373	4,483	-110	97.5	3,849	524	113.6
RTV Slovenia	43,443	40,736	2,707	106.6	39,275	4,168	110.6

Table 4: Variable expenses of the PPU when the influence of bonds is excluded according to the plan and realisation of the previous year

in EUR thousand	Realisation 2007	Plan 2007	Nominal difference	% reach	Realisation 2006	Nominal difference	Index
PPU TV Slovenia	22,751	21,002	1,749	108.3	20,381	2,370	111.6
PPU Radio Slovenia	4,301	3,381	920	127.2	3,953	348	108.8
PPU Regional Centre Maribor	2,327	2,098	229	110.9	2,314	13	100.6
PPU Multimedia Centre	1,349	1,066	283	126.5	1,059	-290	127.4
RTV Slovenia	42,772	39,612	3,160	108.0	38,736	4,036	110.4

ment on the Wage Adjustment Method, Reimbursement of Work-related Expenses, and Holiday Bonus (Off. Gaz. of the Republic of Slovenia, No. 76/06). The breakdown of labour cost by units is evident from the Table 5. We have to add that termination benefits for surplus workers are not planned in the scope of one unit but on the level of the public service broadcaster.

In 2007, **amortisation** remained within the scope of the plan and was by EUR 1,003 thousand or 10.2 percent higher than that calculated in 2006. In 2007 was published an amendment to the Rules on the method and rates of depreciation of intangible fixed assets and tangible fixed assets. The changed depreciation rate showed the most significant impact in the group of software and licences (from 10 percent to 20 percent per annum).

Financial expenses were lower than planned by EUR 393 thousand or by 61.5 percent. The plan foresaw short-term liabilities to financiers. As at the end of 2007, we did not show liabilities relating to short-term loans. They exceeded those of 2006 by EUR 26 thousand, i.e. 11.6 percent.

Extraordinary expenses totalled EUR 278 thousand, thus being lower than planned by EUR 205 thousand or 42.4 percent, and lower than those in 2006 by EUR 276 thousand or 49.8 percent.

Expenses from revaluation comprising especially the revaluation of receivables due from RTV licence fee and commercial activities were higher than planned by EUR 986 thousand, i.e. 18.0 percent. Compared to 2006, they are higher by EUR 88 thousand or 1.4 percent.

Table 5: Labour cost of full-time employees by PPU/OU in accordance with the plan and realisation of the previous year

in EUR thousand	Realisation 2007	Plan 2007	Nominal difference	% reach	Realisation 2006	Nominal difference	Index
PPU TV Slovenia	18,764	18,051	713	103.9	17,988	776	104.3
PPU Radio Slovenia	11,846	11,480	366	103.2	11,981	-135	98.9
PPU Regional Centre Koper-Capodistria	6,393	6,190	203	103.3	6,422	-29	99.5
PPU Regional Centre Maribor	3,524	3,464	60	101.7	3,352	172	105.1
OU Transmitters and Communications	3,229	3,057	172	105.6	3,244	-15	99.5
PPE Multimedia Centre	741	728	13	101.7	808	-67	91.6
Common Services	9,068	8,492	576	106.8	10,055	-987	90.2
Terminal leave pays for business reasons	1,041	0	1,041		1,115	-74	93.4
RTV Slovenia	54,605	51,462	3,143	106.1	54,965	-360	99.3

Table 6: Labour cost of full-time employees by PPU/OE, upon exclusion of the influence of supplemental annual performance

in EUR thousand	Realisation 2007	Plan 2007	Nominal difference	% reach	Realisation 2006	Nominal difference	Index
PPU TV Slovenia	18,298	18,051	247	101.4	17,399	899	105.2
PPU Radio Slovenia	11,566	11,480	86	100.7	11,611	-45	99.6
PPU Regional Centre Koper-Capodistria	6,223	6,190	33	100.5	6,230	-7	99.9
PPU Regional Centre Maribor	3,429	3,464	-35	99.0	3,253	177	105.4
OU Transmitters and Communications	3,138	3,057	81	102.6	3,130	8	100.2
PPE Multimedia Centre	717	728	-11	98.4	776	-59	92.3
Common Services	8,856	8,492	364	104.3	9,760	-904	90.7
Terminal leave pays for business reasons	603	0	603		427	176	141.2
RTV Slovenia	52,829	51,462	1,367	102.7	52,586	243	100.5

Balance sheet

As at the end of 2007, RTV Slovenia's total assets and liabilities amounted to EUR 100,112 thousand, i.e. by EUR 5,579 thousand or 5.9 percent more than planned. The assets and liabilities were higher than those in 2006 by EUR 6,691 thousand or 7.2 percent.

Short-term deposits accounted for 20.9 percent, which is by 3.4 percent point more than planned. The inventories represented 3.0 percent, which were by 0.3 percent point higher than planned. The share of long-term deposits amounted to 76.1 percent, i.e. by 3.7 percent point less than planned.

On the assets side, long-term and short-term assets have been actualised above the plan. The plan is significantly exceeded by long-term receivables from financing (by EUR 10,524 thousand). The sale of the bonds of the Republic of Slovenia was anticipated, yet not implemented. This is also the reason why the plan was exceeded in the group of long-term financing liabilities. Tangible fixed assets were lower than planned by EUR 8,098 thousand of 14.5

percent, and yet higher than those at the end of 2006 by EUR 1,673 thousand or 3.6 percent. The reason for lower actualisation than planned lies in lower investment than planned. Short-term assets were influenced by the situation of placements in the Treasury of the Republic of Slovenia (at the end of December totalling EUR 4 million), which was not planned. Deferred costs and accrued revenues lied below the plan.

Short-term liabilities accounted for 25.8 percent of all liabilities. Compared to the plan, this is by 0.5 percent point more. Own resources and long-term liabilities amounted to 74.2 percent, which is by 0.5 percent point less than planned.

In order to achieve a better result, long-term liabilities including the actual operating result are included in long-term liabilities. Short-term liabilities (trade payables) also exceed the plan. The plan anticipated EUR 5,494 thousand short-term liabilities to financiers. At the end of 2007, we have not shown liabilities from short-term loans. At the end of 2006 we have liabilities from short-term loans totalling EUR 128 thousand.

Table 7: Balance sheet

in EUR thousand	Balance 31 Dec. 2007	Plan 31 Dec. 2007	Nominal difference	Reach of plan	Balance 31 Dec. 2006	Nominal difference	Index
1	2	3	4 (2-3)	5 (2:3)	6	7 (2-6)	8 (2:6)
Intangible long-term assets	2,731	2,972	-241	91.9%	2,701	30	101.1
Tangible fixed assets	47,571	55,669	-8,098	85.5%	45,898	1,673	103.6
Long-term investments	2,173	3,604	-1,431	60.3%	3,605	-1,432	60.3
Long-term operating receivables	55	62	-7	88.7%	60	-5	92.3
Long-term receivables from financing	23,628	13,104	10,524	180.3%	22,806	822	103.6
Cash	800	8	792	10000.0%	301	499	266.0
Inventories	3,011	2,587	424	116.4%	2,613	398	115.2
Short-term investments	0	0	0		0	0	
Short-term operating receivables	17,817	13,073	4,744	136.3%	13,403	4,414	132.9
Short-term receivables from financing	726	2	724	36300.0%	747	-21	97.2
Deferred costs and accrued revenues	1,600	3,452	-1,852	46.3%	1,288	312	124.2
Total assets	100,112	94,533	5,579	105.9%	93,421	6,691	107.2
Short-term liabilities to employees	5,196	4,368	828	119.0%	5,197	-1	100.0
Short-term operating liabilities	17,143	9,607	7,536	178.4%	11,621	5,522	147.5
Short-term liabilities from financing	0	5,494	-5,494	0.0%	128	-128	0.0
Accrued costs and deferred revenues	3,524	4,469	-945	78.9%	4,583	-1,059	76.9
Long-term provisions	5,310	6,927	-1,617	76.7%	7,589	-2,279	70.0
Long-term operating liabilities	53	0	53		0	53	
Long-term financial liabilities	0	0	0		0	0	
Liabilities for long-term investments	25,801	16,708	9,093	154.4%	26,410	-609	97.7
Budgeted operating result	-5,217	-1,512	-3,705	345.0%	-10,475	5,258	49.8
Liabilities for assets under management	48,302	48,472	-170	99.6%	48,368	-66	99.9
Total liabilities	100,112	94,533	5,579	105.9%	93,421	6,691	107.2

Figure 7: Actualised structure of assets at the end of December 2007

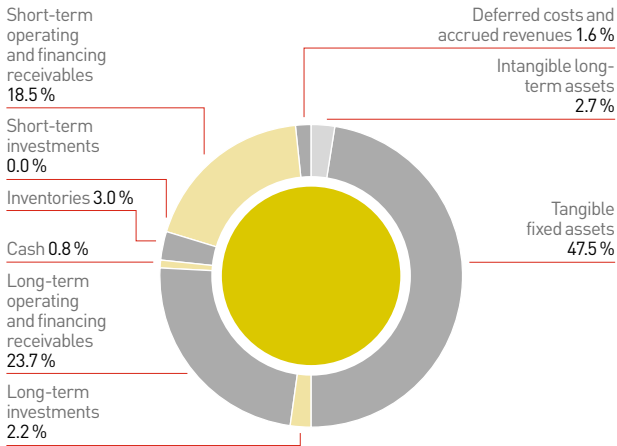


Figure 10: Actualised structure of liabilities at the end of December 2007

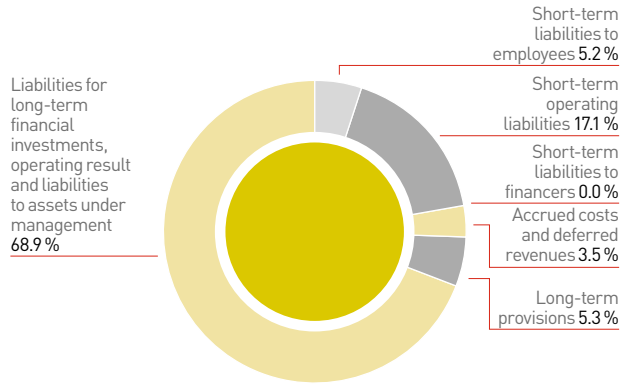


Figure 8: Planned structure of assets at the end of December 2007

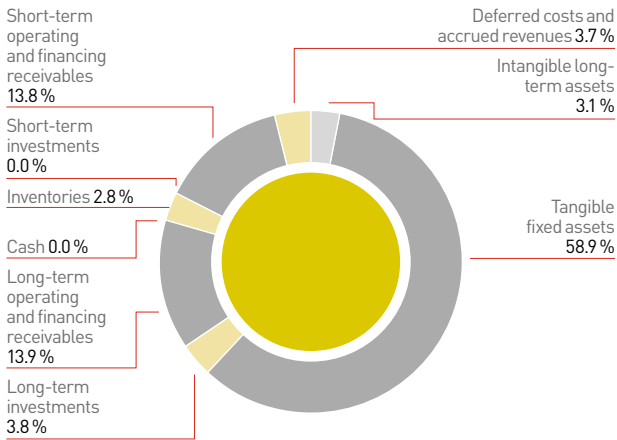


Figure 11: Planned structure of liabilities at the end of December 2007

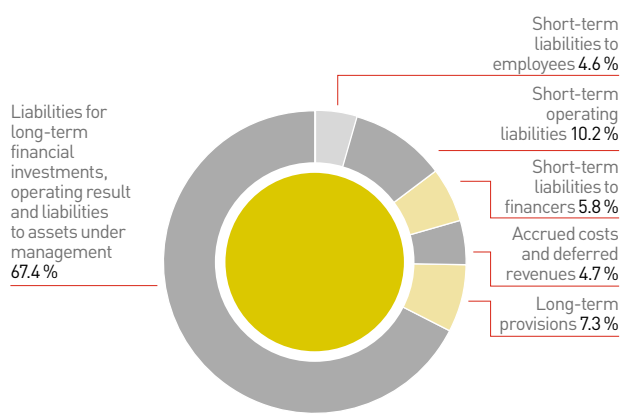


Figure 9: Actualised structure of assets at the end of December 2006

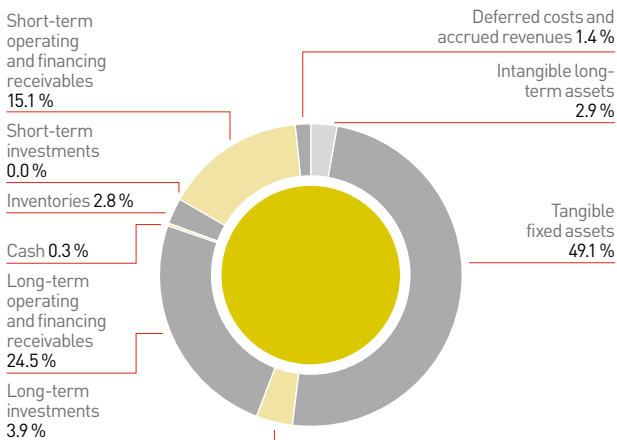
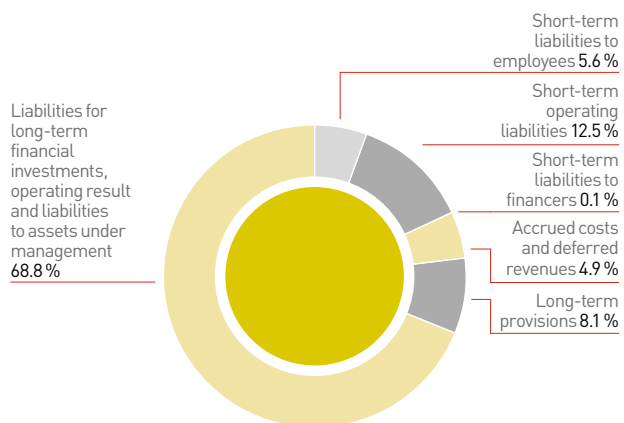


Figure 12: Actualised structure of liabilities at the end of December 2006



Cash flow statement

Statement of revenue and expenses by cash flow principle

Revenue by the cash flow principle amounted to EUR 115,418 thousand in 2007. It was higher than planned by EUR 5,694 thousand or 5.2 percent. In comparison to that attained in 2006, it was higher by EUR 2,718 thousand or 2.4 percent. 71.3 percent or EUR 82,284 thousand referred to the revenue from public service, and 28.7 percent or EUR 33,134 thousand to revenue from the sale of goods and services on the market.

Revenue from public service was higher than planned by EUR 5,440 thousand or 7.1 percent. It was higher than that attained in 2006 by EUR 1,983 thousand or 2.5 percent.

Revenue from the sale of goods and services on the market exceeded the plan by EUR 254 thousand or 0.8 percent. It was higher than those attained in 2006 by EUR 735 thousand or 2.3 percent.

Expenses by the cash-flow principle in 2007 accounted for EUR 112,218 thousand and were lower than planned by EUR 10,832 thousand or 8.8 percent. They were also lower than those attained in 2006 by EUR 511 thousand or 0.5 percent.

Table 8: Statement of revenue and expenses by cash flow statement

in EUR thousand	Realisation 2007	Plan 2007	Nominal difference	Reach of plan	Realisation 2006	Nominal difference	Index
1	2	3	4 [2-3]	5 [2:3]	6	7 [2-6]	8 [2:6]
1. Revenue from public service	82,284	76,844	5,440	107.1%	80,301	1,983	102.5
a) Revenue from funds of public finance	1,433	1,619	-186	88.5%	1,294	139	110.7
b) Other revenue from public service	80,851	75,225	5,626	107.5%	79,007	1,844	102.3
2. Revenue from the sale of goods and services on the market	33,134	32,880	254	100.8%	32,399	735	102.3
Total revenue	115,418	109,724	5,694	105.2%	112,700	2,718	102.4
1. Expenses from public service	81,536	92,584	-11,048	88.1%	73,975	7,561	110.2
a) Wages and other expenses for employees	31,883	30,417	1,466	104.8%	30,279	1,604	105.3
b) Employer's contributions for social security	6,142	5,137	1,005	119.6%	5,244	898	117.1
c) Expenses for the goods and services for public service	33,341	36,130	-2,789	92.3%	28,175	5,166	118.3
d) Payment of interests	2	534	-532	0.4%	19	-17	10.5
e) Investment expenses	10,168	20,366	-10,198	49.9%	10,258	-90	99.1
2. Expenses for the sale of goods and serv. on the market	30,682	30,466	216	100.7%	38,754	-8,072	79.2
a) Wages and other expenses for employees	14,031	13,941	90	100.6%	14,486	-455	96.9
b) Employer's contributions for social security	1,978	1,800	178	109.9%	2,079	-101	95.1
c) Expenses for the goods and services for public service	14,673	14,725	-52	99.6%	22,190	-7,517	66.1
Total expenses	112,218	123,050	-10,832	91.2%	112,729	-511	99.5
Revenue minus expenses	3,200	-13,326	16,526	-24.0%	-29	3,229	-11,040.1
Statement of account of financial receivables and investments							
Received payments of granted loans	6,575	9,731	-3,156	67.6%	153	6,422	4,286.6
Loans granted	6,236	0	6,236		0	6,236	
Received minus granted loans	339	9,731	-9,392	3.5%	153	186	221.0
Statement of account of financing							
Borrowing	9,100	6,180	2,920	147.2%	7,989	1,111	113.9
Repayment of debt	9,227	814	8,413	1133.5%	7,862	1,365	117.4
Net borrowing	0	5,366	-5,366	0.0%	127	-127	0.0
Net repayment of debt	127	0	127		0	127	
Changes in balance on accounts	3,412	1,772	1,640	192.6%	252	3,160	1,354.6

Expenses for public service represented 72.7 percent of all expenses and totalled EUR 81,536 thousand. They were lower than planned by EUR 11,048 thousand or 11.9 percent. They were higher than those attained in 2006 by EUR 7,561 thousand or 10.2 percent.

Expenses from the sale of goods and services on the market amounted to EUR 30,682 thousand and were higher than planned by EUR 216 thousand or 0.7 percent. In comparison with those attained in 2006, they were lower by EUR 8,072 thousand or 20.8 percent.

The largest share or 48.2 percent of expenses were the expenses for wages and other contributions for the employees and contributions of employees for social security, which totalled EUR 54,034 thousand and exceeded the plan by EUR 2,739 thousand or 5.3 percent. They were higher than those attained in 2006 by EUR 1,946 thousand or 3.7 percent.

The expenses for the goods and services that accounted for 42.8 percent in the structure of expenses totalled EUR 48,014 thousand. They were lower than planned by EUR 2,841 thousand or 5.6 percent, and in comparison with those attained in 2006 by EUR 2,351 thousand or 4.7 percent.

Investment expenses totalled EUR 10,168 thousand. In comparison with the planned ones they were lower by EUR 10,198 thousand or 50.1 percent. They were lower than those attained in 2006 by EUR 90 thousand or 0.9 percent. The most substantial share was accounted for by the expenses

for the procurement of audio-visual, telecommunication and computer equipment, reconstruction and recovery.

Statement of account of financial receivables and investments

The repayments of granted loans totalled EUR 6,575 thousand. They were lower than planned by EUR 3,156 thousand. On the item of granted loans EUR 6,236 thousand were realised, which was not foreseen in the plan.

Statement of account of financing

In 2007, we used loans in the total of EUR 9,100 thousand. Repayments for the loans already taken out amounted to EUR 9,227 thousand. Net repayment of debt was realised in the amount of EUR 127 thousand. The 2007 plan foresaw net borrowing of RTV Slovenia in the total of EUR 5,366 thousand, yet it was not realised.

Financing of projects from development funds

In 2007, we obtained from capital reserves 0.58 EUR/share, i.e. EUR 1,431,860 in compliance with the resolution of the shareholder's meeting of Eutelsat Communications. The revenue from the interests from the bonds of the Republic of Slovenia amounted to EUR 844,836 in 2007.

Programme projects

In 2007, EUR 1,124 thousand were planned for development programme projects. The programme project of the

Table 9: Realisation of variable expenses by PPU's for the programme projects financed from the assets of bonds of the Republic of Slovenia

v EUR	Realisation 2007	Plan 2007	Nominal difference	% reach	Realisation 2006
PPU TV Slovenia	392,878	735,772	-342,894	53.4	436,830
PPU Radio Slovenia	224,186	258,667	-34,481	86.7	102,596
PPU Regional Centre Maribor	53,705	58,838	-5,133	91.3	
PPU Multimedia Centre		70,940			
RTV Slovenia	670,769	1,124,217	-453,448	59.7	539,426

Table 10: Realisation of variable expenses by PPU's for the programme projects that were granted and were financed from the assets of bonds of the Republic of Slovenia

v EUR	Realisation 2007	Plan 2007	Nominal difference	% reach	Realisation 2006
PPU TV Slovenia	392,878	735,772	-342,894	53.4	436,830
PPU Radio Slovenia	224,186	258,667	-34,481	86.7	102,596
PPU Regional Centre Maribor	53,705	58,838	-5,133	91.3	
RTV Slovenia	670,769	1,053,277	-382,508	63.7	539,426

PPU MMC totalling EUR 71 thousand was not granted and was not actualised. The total of granted planned funds amounted to EUR 1,053 thousand.

Variable expenses for programme projects that were additionally financed from the assets of bonds of the Republic of Slovenia in 2007 totalled EUR 671 thousand. This is less than those granted, planned for 2007 by EUR 383 thousand or 36.3 percent. Of that, EUR 393 thousand refer to the PPU Television Slovenia, EUR 224 thousand to the PPU Radio Slovenia and EUR 54 thousand to the PPU Regional Centre Maribor.

Table 9 shows the realisation of variable expenses for programme projects for the enrichment of programme contents from the assets from the bonds of the Republic of Slovenia for 2007 and 2006 and a comparison with the plan for 2007 by PPU.

PPU Television Slovenia

Variable expenses for programme projects that were additionally financed from the assets of bonds of the Republic of Slovenia in 2007 amounted to EUR 393 thousand for the PPU Television Slovenia. This is less than planned by EUR 343 thousand or 46.6 percent.

A comparative overview of variable expenses by individual projects is evident from the Table 11.

A significant deviation of realisation with respect to the plan is noted with the television series entitled Meja. Fifty days of taping were foreseen for this series in 10 parts, which could not have been implemented due to the number of planned broadcasts in the culture-arts programme. The EPU Culture and Arts Programme decided to adapt the scenarios in a way that one third less taping days would be required. The development of projects continues in 2008, which also means that operating expenses will be realised in that year.

PPU Radio Slovenia

Variable expenses for programme projects that were additionally financed from the assets of bonds of the Republic of Slovenia in 2007 totalled EUR 224 thousand for the PPU Radio Slovenia. This is less than planned by EUR 34 thousand or 13.3 percent.

In 2007, the EPU Radio Slovenia realised a majority of projects that were additionally financed from the assets of bonds of the Republic of Slovenia planned in 2007 in the music editorial board of the First and Second Programmes

Table 11: Variable expenses by individual projects that were financed from the assets of bonds of the Republic of Slovenia for the PPU Television Slovenia

in EUR	Realisation 2007	Plan 2007	Nominal difference	% reach
110K Development of project of Culture-Arts dept.	54,953	78,034	-23,081	70.4
110K4150054 TV Series: Meja (Add. fin.=Enrich. pr. content)	1,983	304,624	-302,641	0.7
110K4150066 KIF: Pokaži mi sonce (Add. fin.=Enrich. pr. content)	34,312	26,707	7,605	128.5
110K8350018 Skrivnost starega hrasta (Add. fin.=Enrich. pr. content)	230,777	236,605	-5,828	97.5
110K9350023 Gozdovi Slovenije (Add. fin.=Enrich. pr. content)	36,813	33,050	3,763	111.4
110K9350025 Razvoj družine (Add. fin.=Enrich. pr. content)	20,025	30,254	-10,229	66.2
110K9350027 Zapeljevanje pogleda (Add. fin.=Enrich. pr. content)	14,015	26,498	-12,483	52.9
Total	392,878	735,772	-342,894	53.4

Table 12: Variable expenses by individual projects that were financed from the assets of bonds of the Republic of Slovenia for the PPU Radio Slovenia

in EUR	Realisation 2007	Plan 2007	Nominal difference	% reach
120G4100012 Spec. proj. bonds-Edit. Board of Mus. Broad.	22,271	25,039	-2,768	88.9
120G8100012 Spec. proj. bonds-Edit. Board of Entert. Broad.	48,509	52,753	-4,244	92.0
120H4100031 Spec. proj. bonds-Mus. Edit. Board of 2 nd Prog.	23,341	25,038	-1,697	93.2
120I3100070 Spec. proj. bonds-Music Edit. Board of 3 rd Prog.	115,530	141,925	-26,395	81.4
120I5100018 Spec. proj. bonds-Edit. Board of Feature Broad.	14,535	13,912	623	104.5
Total	224,186	258,667	-34,481	86.7

in the editorial board of featured broadcasts. The editorial board of entertainment broadcasts of the First Programme realised EUR 4 thousand less assets than planned due to the realisation of the project *Igramo se z zvezdami* (in the Cankarjev dom culture centre in January 2008). The editorial board of music broadcasts of the Third Programme realised by EUR 26 thousand less than planned due to the savings on payments of part-time workers in the recording of four Slovene operas and in the Big Band concert.

A comparative overview of variable expenses by individual projects is evident from the Table 12.

EPU Regional Centre Maribor

Variable expenses for programme projects that were additionally financed from the assets of bonds of the Republic of Slovenia in 2007 totalled EUR 54 thousand for the EPU Regional Centre Maribor. This is by EUR 5 thousand or 8.7 percent less than planned.

In 2007, they prepared 6 original radio plays for Radio Maribor and Radio Slovenia. 14 more short radio plays were recorded and aired – these are directed compacted arrangements of evening radio plays and two original short plays. They also participated in the tender of RTV Slovenia for the original radio play, awarded the prizes and had 2 jury members. They also prepared the broadcasts *Vodnarjev čas* and 5 literary recitals. In the period from January to

December 2007, the music editorial board prepared more than 60 broadcasts and programme pieces (Informative Programme) in the total running time exceeding 6,500 minutes for the Third and partly also for the First Programmes of Radio Slovenia. In December 2007, they prepared a few more broadcasts and programme pieces for the Third and Informative Programmes of Radio Slovenia in the total running time about 700 minutes. The total 2007 running time was 7,200 minutes.

A comparative overview of variable expenses by individual projects is evident from the Table 13.

Human resources - organisation projects

Additionally granted and used were EUR 240 thousand for human resources – organisation projects. EUR 200 thousand were used for restructuring and rejuvenation of staff and EUR 40 thousand for the payroll system renovation project.

Investments

In 2007, EUR 9,556 thousand were planned for investments from development funds. Development projects totalling EUR 2,227 thousand were not granted in 2007 and were not performed. The granted development projects were realised in the total value of EUR 2,969 thousand, which is less than planned by EUR 4,360 thousand.

Table 13: Variable expenses by individual projects that were financed from the bonds of the Republic of Slovenia for the PPU Regional Centre Maribor

in EUR	Realisation 2007	Plan 2007	Nominal difference	% reach
127B6100023 Broadcasts of Cult.-Arts Prog. for Radio Slo. - Add. fin.	26,383	29,210	-2,827	90.3
127B7100007 Broadcasts of Serious music for Radio Slo. - Add. fin.	27,322	29,628	-2,306	92.2
Total	53,705	58,838	-5,133	91.3

Table 14: Overview of granted development projects of RTV Slovenia in 2007

in EUR thousand	Value of project granted	Realisation 2007	Plan 2007	Nominal difference	% reach	Realisation of the entire project
Parliamentary Programme	1,130	929	463	466	200.6	82.2
Direction S-1	3,300	0	2,400	-2,400	0.0	0.0
HD production technological chain	950	509	860	-351	59.2	53.6
Construction fitting works for S-26	1,000	8	835	-827	1.0	0.8
Digitalisation of transmission network	3,650	1,095	1,821	-726	60.1	30.0
Computer aided system for TV prod.	500	428	500	-72	85.6	85.6
HD cameras for MB uplink truck	450	0	450	-450	0.0	0.0
Total	10,980	2,969	7,329	-4,360	40.5	27.0

Assessment of economy and efficiency of operations ///

Fundamental economic ratios

Total efficiency ratio including total revenue and total expenses is higher than 1. This means that total revenue exceeds total expenses. The 2007 ratio amounted to 1.0288. It was higher than planned by 2.6 percent point. The ratio for 2006 amounted to 1.0547.

Operating efficiency ratio is expressed as a ratio between operating revenues and operating expenses and amounted to 1.0037 for 2007. It was planned in the value of 1.0193. The ratio for 2006 amounted to 1.0566.

Total revenue profitability rate is calculated as a ratio between the surplus of revenue over the expenses prior to taxation and total revenue. It amounted to 0.0291 for 2007. It was planned in the amount of 0.0024. The ratio for 2006 was 0.0518.

Net revenue profitability rate is calculated as a ratio between the surplus of revenue over the expenses after taxation and total revenue. It amounted to 0.0280 for 2007. It was planned in the amount of 0.0024. The ratio for 2006 was 0.0518.

Write-off rate of equipment and other tangible fixed assets that is calculated as a ratio between the procurement value of equipment and other tangible fixed assets and the

value adjustment of equipment and other tangible fixed assets, amounted to 81.7 percent in 2007. It was higher than planned by 2.8 percent point. The rate amounted to 81.8 percent in 2006.

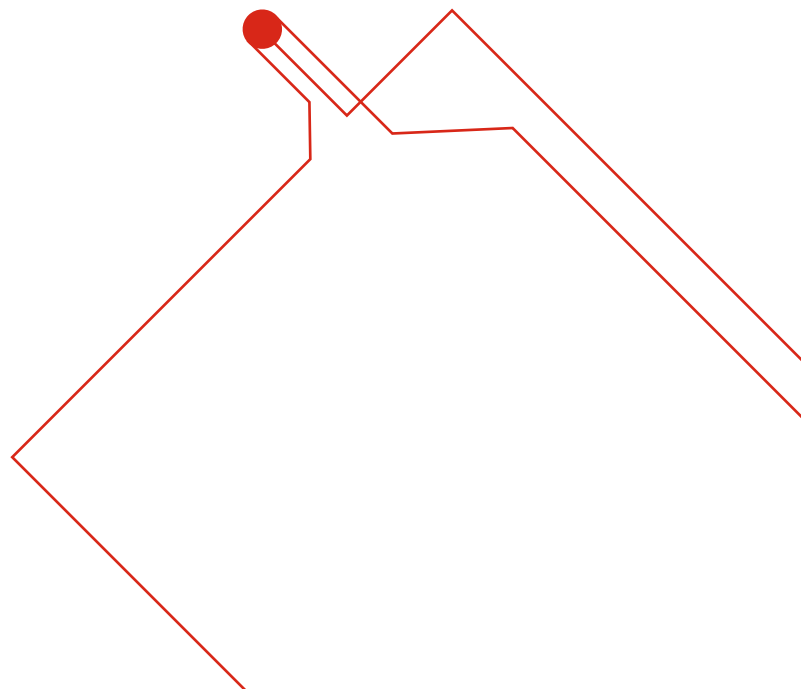
Productivity ratio

Productivity as a ratio between the operating revenue and the average number of employees from working hours indicates that each employee created an average revenue of EUR 57 thousand in 2007. This is more than planned by 3.3 percent. Productivity has increased by 1.2 percent in comparison with 2006.

Other ratios

Liquidity ratio that includes apart from short-term assets also inventories amounted to 0.9262 at the end of 2007. This means that short-term assets and inventories amounted to 92.62 percent of short-term liabilities. The plan foresaw the ratio to amount to 0.7988. Thus, liquidity was better than planned. At the end of 2006 this ratio amounted to 0.8524.

Severe liquidity index, in which inventories are excluded, is lower and amounted to 0.8098 at the end of 2007. This means that we have short-term assets exempt inventories in the amount of 80.98 percent of total short-term liabilities. The plan foresaw the ratio to amount to 0.6907. Thus, liquidity was better than planned. At the end of 2006 this ratio amounted to 0.7311.



Assessment of the system of internal financial supervision ///

The Public Finance Act stipulates that financial operations should be organised in a way to ensure efficient reaching of management's set goals and to insure the assets against loss and damages. This can be attained by establishing a system of internal controls, of the so-called procedures and methods assuring legality, transparency, efficiency and economy of business operations.

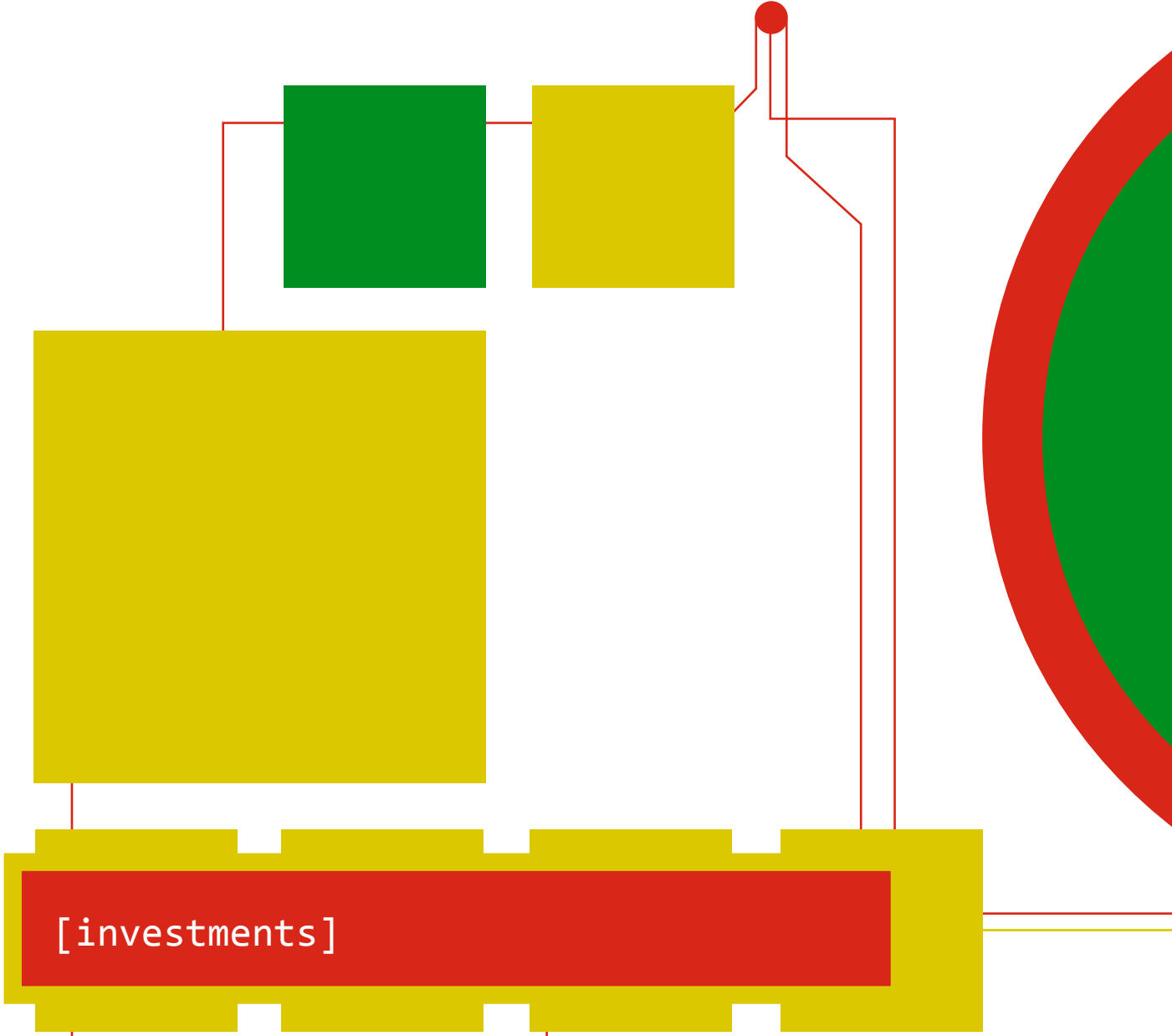
In mid-2005 we started establishing an internal audit system in order to encourage a defined manner of assessment and improvement of risk management procedures. Its purpose is to evaluate the measures for adequate assets management and the management of profit or loss, to look for possible under-performance and irregularities in operations and to make suggestions for the abolishment of same.

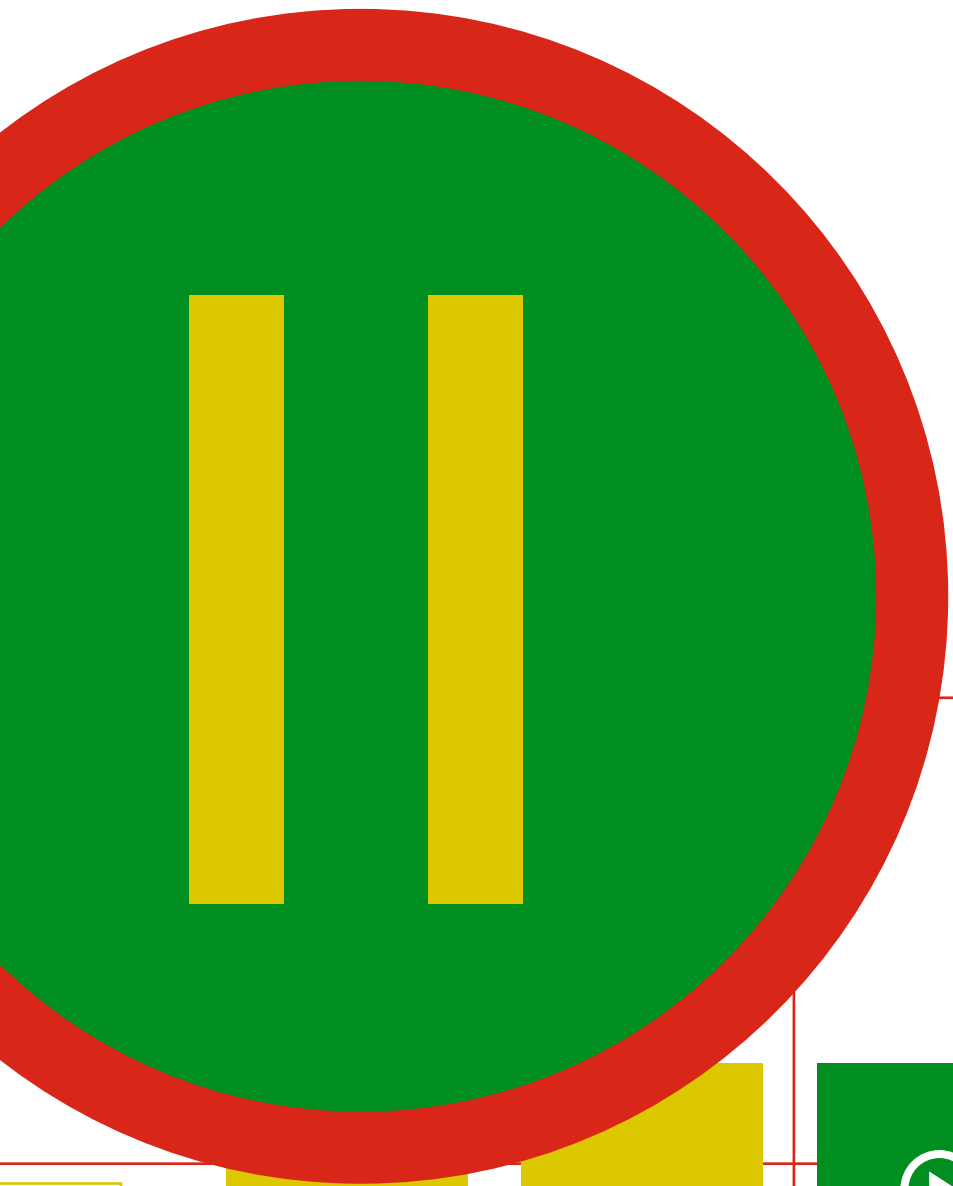
The role of internal audit is independent control of financial operations and internal supervisions and providing advice to the management to improve its efficiency. Its main purpose is to provide independent opinions in compliance with legislation and standard of professional activities of internal auditors.

In 2007, additional internal controls were established in the fields of finance, accounting and procurement by the introduction of a changed business – information system. A compliance analysis of internal controls was performed in the field of payroll and fees accounting.

A supervision over the legality and regularity of business operations was performed by an audit company in the pre-audit procedure. This audit company regularly checks the existence and operation of controls integrated in business processes, for which the management on all organisational levels is held responsible.







Investments ///

The investments in 2007 followed strategic policies in the field of digitalisation of equipment and sets in radio and television production-technological chains, in the field of introduction of Digital Video Broadcasting – Terrestrial network (DVB-T) and in the field of managing the problem of premises in the public service broadcaster RTV Slovenia. A special focus was also on technologic support to computer production of RTV programmes and new multimedia contents that use alternative ways of digital distribution.

The original investment plan was adopted within the scope of the programme and production plan for 2007, yet was subjected to two minor internal transfers of funds during the year that were confirmed by the Supervisory Council of RTV Slovenia on its regular sessions in June and October. However, these two had no influence on the total value of the investment plan. The data on realised investments refer to the final shape of the plan under consideration of the above-mentioned transfers. The plan consisted of a schedule of regular investments and development projects that were presented in a separate table. Having all the mentioned facts in mind, the final value of planned funds for investments included in the investment plan of RTV Slovenia in 2007 totalled EUR 20,366 thousand, of that EUR 870 thousand for the regeneration of fixed assets. EUR 10,810 thousand were planned for regular investment and EUR 9,556 thousand for development projects.

The investment plan was realised in the total value of EUR 12,088 thousand, which is an average of 59 percent of realisation. Regular investments were realised in the total of EUR 9,119 thousand, i.e. 84 percent, and the approved development projects in the total of EUR 2,969 thousand (41 percent). The development projects totalling EUR 2,227 thousand were not approved in 2007 and were not realised. We have to stress that apart from the mentioned realisation several projects were under way and several

procurement procedures carried out that will be completed in 2008 by a delivery and installation of equipment. Apart from the indicated amounts, EUR 8,180 thousand are intended for initial investments.

The details on regular investments realised by units of RTV Slovenia are summarised in Table 15.

Table 15: Regular investments of RTV Slovenia in 2007 by units

Unit	Plan in EUR	Realisation in %
Joint investments	727,250	85
TV Production	3,267,500	98
TV Programme	313,000	101
RA Production	1,070,500	63
RA Programme	84,250	65
Music production	94,000	27
Transmitters and Communications	1,460,500	79
Multimedia Centre	91,500	58
Regional Centre Maribor	440,500	58
Regional Centre Koper-Capodistria	438,000	107
Joint technical activities	1,294,500	75
Informatics	774,000	58
Joint activities	754,500	119
Total	10,810,000	84

In compliance with the resolution adopted by the Supervisory Council of RTV Slovenia, a three-year plan of use of development funds had to be prepared for the development projects adopted within the scope of the programme and production plan in compliance with the standards adopted by the Supervisory Council. The Supervisory Council has approved the following projects that were included in the 2007 programme and production plan and in the three-year plan of use of development funds:

Table 16: Approved development projects of RTV Slovenia in 2007

Project	Value of approved project in EUR	2007 plan in EUR	2007 realisation in EUR	Realisation of total project in %
Parliamentary programme	1,130,000	463,000	928,857	82
Direction S-1	3,300,000	2,400,000	0	0
HD-production technol. chain	950,000	860,000	509,064	54
Construction-fitting works for S-26	1,000,000	835,000	8,558	1
Transmission network digitalisation	3,650,000	1,821,000	1,095,169	30
Computer assisted system of TV production	500,000	500,000	427,602	85
HD-cameras for the uplink truck in Maribor	450,000	450,000	0	0
Total	10,980,000	7,329,000	2,969,251	27

A majority of development projects were not completed in 2007; these projects will continue in 2008. With this purpose, a major part of the remaining funds is involved in procurement procedures. The dynamic of investments was accelerated in the project of the parliamentary television programme due to requirements for timely installation of equipment and beginning of broadcasting of the parliamentary channel in March 2008.

In 2007, the Supervisory Council of RTV Slovenia did not approve the operative plans of several development projects (MMC) or was rather not submitted operative plans for the projects that were not carried out or were in the preparatory phase.

Table 17: Not approved and not considered development projects

Project	Value of project in EUR	Plan 2007 in EUR
Construction on Komenskega 5	16,300,000	1,252,000
RTV-archives	3,400,000	210,000
Equipment for DVBT programmes	500,000	210,000
Applications and servers (MMC)	350,000	350,000
CMS system (MMC)	120,000	120,000
Development of interactive applications (MMC)	170,000	85,000
Total	20,840,000	2,227,000

All realised investments refer to some large projects, like:

- server technology for the production and broadcasting of television programmes in all units of RTV Slovenia,
- setup of switching-distribution system on Television Slovenia,
- introduction of HD-TV-production technology on Television Slovenia,
- setup of assemblies for the production of a new parliamentary channel,
- renovation of musical and radio studios,
- reconstruction of the largest music studio S-26 on the Radio,
- establishment of Digital Video Broadcasting – Terrestrial network – DVB-T,
- development and updating of multimedia services.

Moreover, we have replaced and upgraded several old fixed assets in all organisation units of RTV Slovenia and actualised several minor projects, which contributed to the improvement of the technical quality of sound and image as well as to expressive opportunities of production of radio and television programmes. These were:

- significant number of television taping sets,
- server technology and applications in the multimedia field,
- several analogue radio and television transmitters and radio link systems,
- fire systems and emergency lightning,
- computers, monitors, printers and other computer equipment for the needs of business and production.

The reasons for poorer realisation of investments are to be searched in:

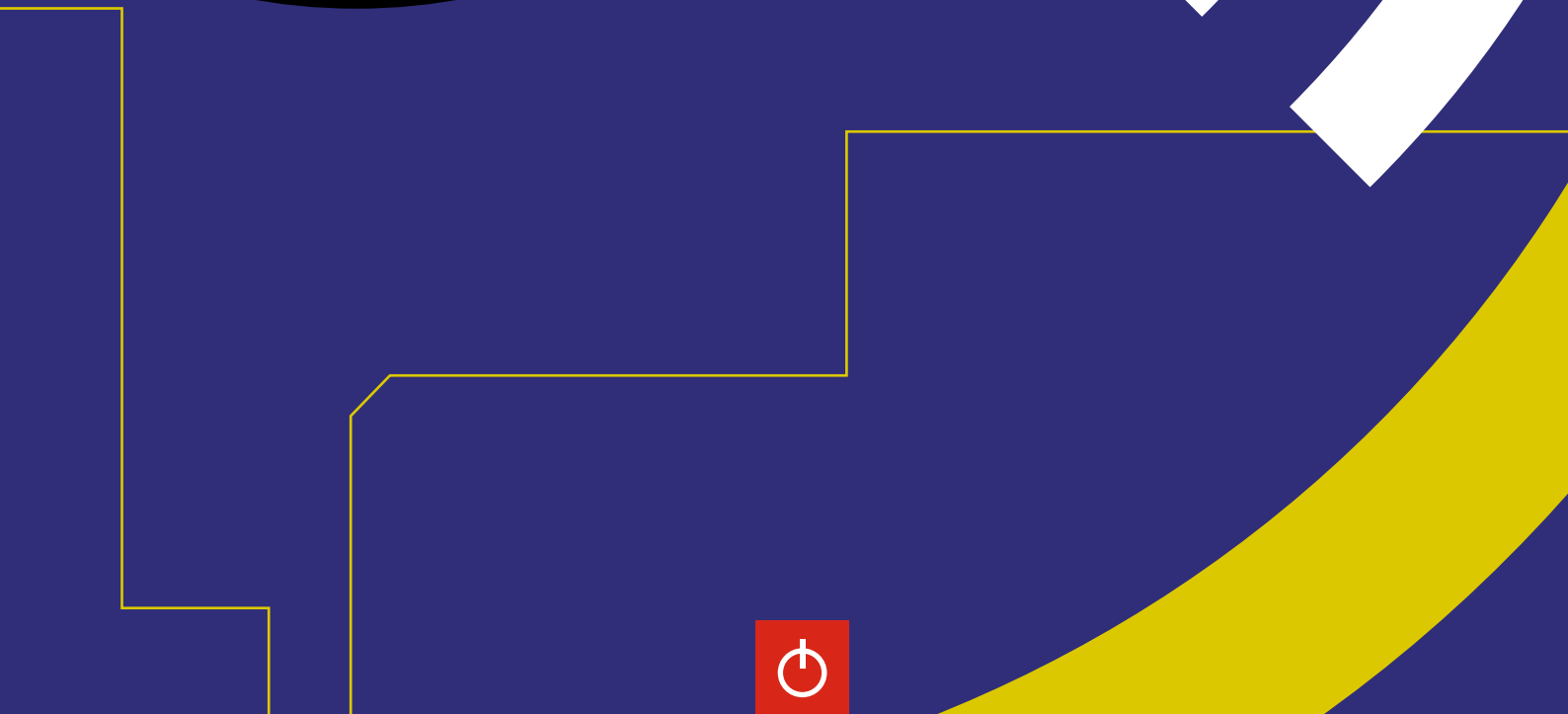
- lengthy preparation of the three-year plan of using development funds adopted on the session of the Supervisory Council of RTV Slovenia at the end of August;
- a more detailed preparation of the plan of the total rearrangement of RTV Centre in Ljubljana and preparations for the erection of premises on Komenskega 5 and the purchase of the building on Komenskega 7;
- check-up and redefinition of more significant projects in the field of television programme production;
- procurement procedures due to the increased number of procedures and due to the simultaneous leave of staff from the procurement division.

A large part of planned investments is under way and will be completed in 2008. Other reasons for the deviation from the investment plan derive from programme and technical decisions that were made during the year and also from objective circumstances that could not have been influenced.

In 2007, it was very demanding to change the investment plan. Due to the decision of the management of RTV Slovenia that we should monitor the payable on accrued basis instead of paid invoice charged on cash basis, both realisations were followed the whole year through and adequate balance sought. The investments begun in 2006 had great influence.



[transmitters and
communications]



The 2007 basic task of the organisation unit Transmitters and Communications remained broadcasting of the programmes of RTV Slovenia and of radio and television programmes of some other stations. For this purpose, several transmitting networks have been built in decades and connected with microwave links for the distribution of programmes from radio and television stations or between them. All over Slovenia there are 225 transmission points, via which we service listeners and viewers with the programmes of RTV Slovenia.

Via the Hot Bird 8 satellite on the orbital position 13° E we have broadcasted all three national television programmes, the programme of TV Koper-Capodistria and five radio programmes. On the remaining part of the satellite space we hosted two television and three radio programmes.

The parliamentary programme was broadcasted through satellite, cable distribution systems and IPTV. We have ensured that over 60 percent of household could receive this programme.

Besides the programmes broadcasted by RTV Slovenia we also broadcasted programmes of 32 commercial RTV stations and 24 programmes of special importance.

For the needs of various programmes we have performed 239 domestic broadcasts from the field and 226 satellite broadcasts from foreign countries.

Our comprehensive infrastructure of transmitters and transponders allows us to lease some of our capacity to other participants in radio diffusion spectrum in compliance with the Electronic Communications Act (mobile phone operators, Telekom, Elektrogospodarstvo, Petrol, Ministry of Defence of the Republic of Slovenia, Ministry of Internal Affairs, road-construction companies, ...). In 2007 we signed 25 agreements of this type.

The organisation unit Transmitters and Communications employed 128 employees as at 31 December 2007, which

is eight less than at the beginning of 2007. The employees take care of undisturbed operation of all transmission networks and for the investment activities. Work groups are distributed all over Slovenia. Undisturbed operation is assured by crews of seven broadcasting and six field centres and other work groups.

Report on the use of investment funds

The total value of all investments in 2007 amounted to EUR 2,347,087, and the total realisation, without maintenance, amounts to 72 percent.

The most important investment was linked to the beginning of establishment of the digital television network that was dedicated one third of investment funds and started its operation in 2007. One part of funds for this investment is covered by the funds from the sale of the Eutelsal shares.

Reasons for poor realisation of some items

1.028. Upgrading of infrastructure

The realisation of this item is lagging behind the plan mostly due to the procurement of aerial masts and containers. We need a building permit to erect new aerial masts and containers as well as a contractually arranged relationship with the land owner. Obtaining permits is a long-lasting procedure. Several investments have begun at the end of 2007, the invoices will be issued in 2008.

2.032 Transport means

The realisation is behind the plan due to a failed public tender. A new tender will terminate in 2008.

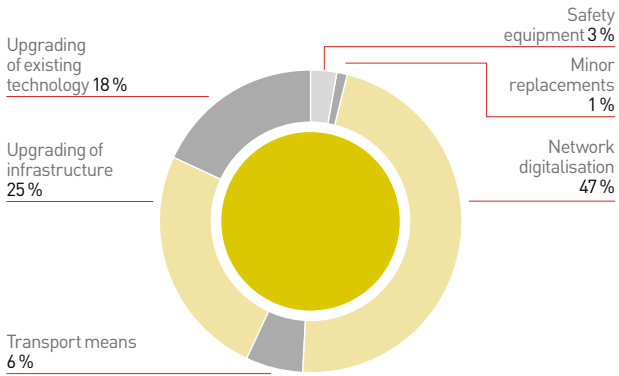
2.008 Transmission network digitalisation

The realisation is behind the plan due to a failed procurement tender. A repeated tender will be terminated in 2008. A part of payments fell into 2007 due to the 60-day payment deadline.

Table 18: Planned and realised outflows of investment in 2007

OU Transmitters and Communications		Annual plan outflows	Actual outflows	Realisation of the annual plan
		(F)	(G)	Actual outflows considered J = (G/F) *100
1.028	Upgrading of existing technology	417,500	411,268	99%
1.029	Upgrading of infrastructure (TC)	667,500	591,922	89%
1.030	Safety equipment	83,000	79,814	96%
1.031	Minor replacements of outdated technology (TC)	42,000	35,198	84%
1.032	Transport means (TC)	250,500	133,725	53%
Total priority 1		1,460,500	1,251,918	86%
2.008	Transmission network digitalisation (TC)	1,821,000	1,095,169	60%
Total priority 2		1,821,000	1,095,169	60%
Total investments		3,281,500	2,347,087	72%

Figure 13: Structure of investments in 2007

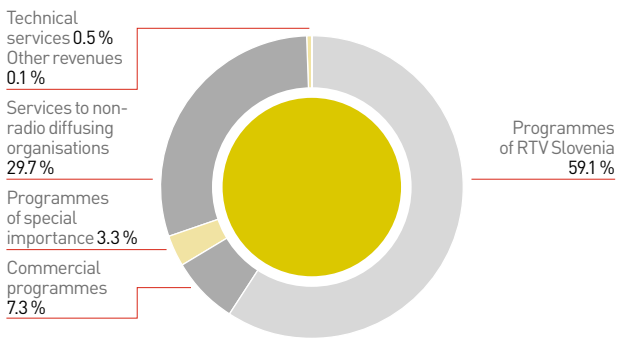


Financial operations of the OU Transmitters and Communications in 2007

Revenue

The revenue of the OU Transmitters and Communications consists of internal revenue charged for the broadcasting of all RTV Slovenia programmes, of the revenue from special importance stations, and external revenue including the revenue from commercial television and radio stations, the revenue from non-radio diffusing organisations (especially mobile telephony operators), revenue from technical services and other commercial revenues. Total revenue amounted to EUR 17,5 million.

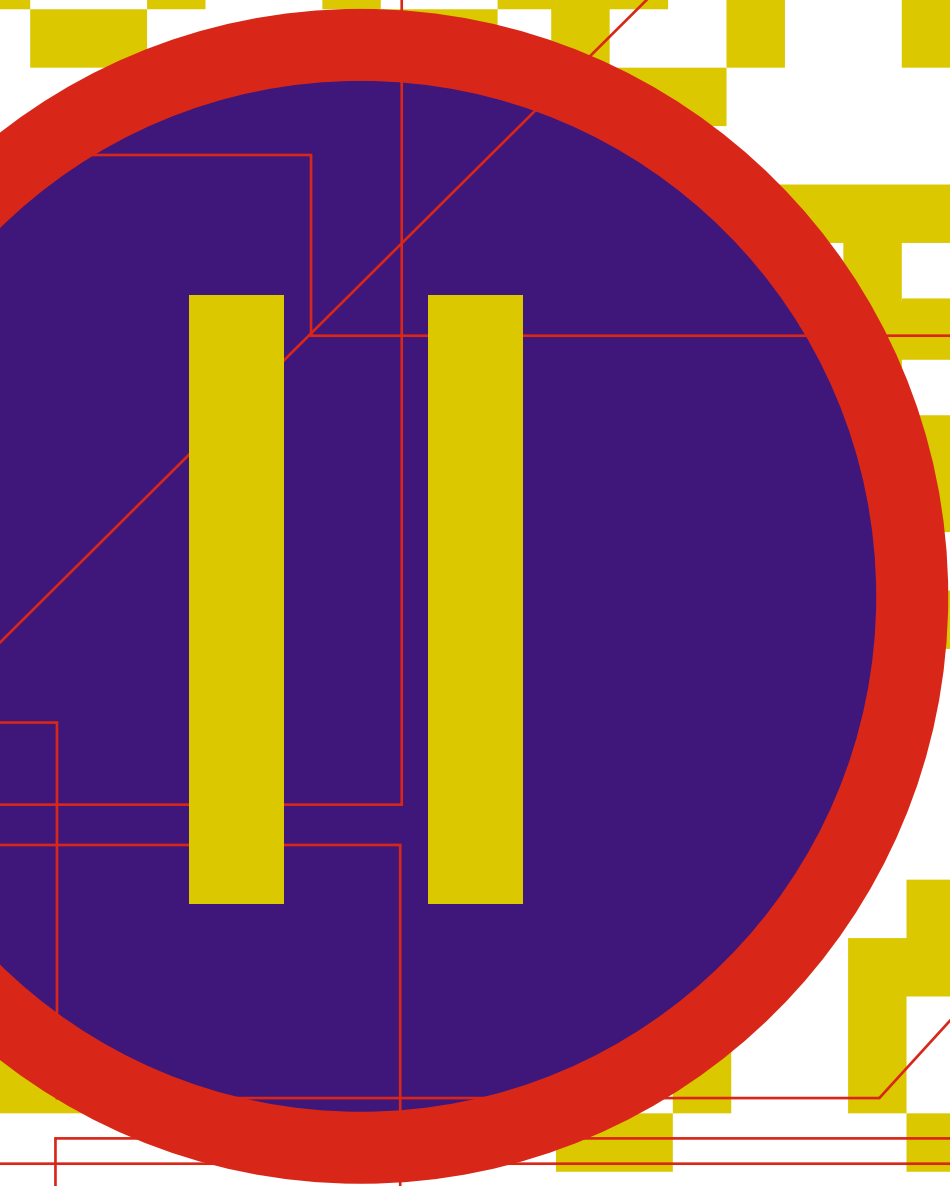
Figure 14: Structure of revenue of the OU Transmitters and Communications in 2007



Transmitter Krvavec

The surplus of revenue over the expenses amounts to EUR 5,5 million or 12 percent more than planned. The final result exceeds the plan by EUR 609 thousand.

[technical support]



Organisation unit Radio production ///

Radio Production is a special organisation unit, which provides for technical services, production, post production and airing of radio programmes in compliance with the needs of the programme-production unit of Radio Slovenia.

In 2007, Radio Production implemented a series of very demanding programme events, of which we only highlight the most important ones: new year's tournament in ski jumps, new year's Euroradio – the concert from Vienna, daily transmission of the Euroclassic programme, the basketball Euroleague, the handball champion's league, weekly transmissions of Sunday masses from Slovenia, Sotočja, the ULEB cup, Eurosong, Big Band concerts, recording of Narečna popevka, Športnik zime, Športnik poletja, state celebration – day of resistance against the occupier, the Blues festival – Postojna, the Druga godba festival, state celebration – the National Day, the Jazz festival – Križanke, Festival Brežice, Festival Radovljica, the Ljubljana Summer Festival, Slovenska popevka 2007, the Symphony Orchestra concerts, Vrnitev Primorske domovini, Dan Rudolfa Maistra, Naj viža, World Cup in alpine Skiing, the basketball Jadran league, transmissions of sessions from the National Assembly of the Republic of Slovenia, the Interliga hockey league, European basketball championship in Spain, World Championship in Athletics (Japan), World Championship in Biathlon, transmission from the Metropolitan Opera, a charity concert for Železniki, the concert of Jan Plesten-

jak, joining the Schengen territory – Škofije, the concert of Pankrti, television broadcast Spet doma in Portorož, the football state championship and all Slovene celebrations having national character (cultural, sports, political; including the events directed by Radio Slovenia).

Financial operations in 2007

In 2007, the business operations of the organisation unit Radio Production was not so successful as the year before, which is especially due to high inflation rate and considerably lower variable assets granted. In 2007, these assets were by 19.3 percent smaller than the year before, so the total spending of Radio Production amounted to 104.12 percent with respect to the 2007 programme and production plan. The most significant deviations from planned expenses are evident on the items hire of ISDN lines (EUR 38,400) and fees (EUR 29,400). Radio Production has no influence on the quantity of hires of ISDN lines, because this is related to direct implementation of programme requirements. Exceeding the item Fees is the direct consequence of retirement of colleagues and not hiring new staff. The number of employees in Radio Production has decreased by more than 23 percent in the past few years, whereby programme requirements have increased.

Nevertheless, we have a good result in operating revenue, both external and internal. With external revenue we exceeded the planned funds by 20 percent, internal revenue was exceeded by 82.3 percent.

Organisation unit Television production ///

Personnel and fields of operation

Within the scope of Television Production the following technologic complexes are active: recording teams, studio 1, studio 2, studio 3, studio 4, direction 2, direction 3, direction 4, uplink trucks RA 1, RA 3, RA 07, RA 12, the DSNG vehicle, recording teams, film cut, on-line lightworks non-linear cuts and INCITE cuts, linear ACE-programmed cuts and ENG – News Flash hybrid cuts, synchro studio 1, synchro studio 2, synchro studio 3, synchro studio 4, telecinema, production magnetoscopes and photo-film laboratory.

In 2007, the OU Television Production was included in the programme-production unit Television Slovenia. It consists of 13 groups: they are described in the continuation.

Group for television editing

It employs 31 full-time editing artists. They are assisted by 5 part-time editing artists. Daily they cover 35 time slots of editing scheduled from 7:30 to 22:30. Two transportable editing studios are available for the needs of editing in the field. If a client requests, the desired configuration of the editing studio can be assembled in the EFP car. Some editing artists having adequate education participate in the preparation of broadcasts as editing artists-implementors.

Group for television design

It employs 17 television designers. They are assisted by 7 part-time workers, especially in preparing broadcasts by directing departments and ACE editing. They are all professionally trained from a school for design to academy. They perform classic or computer-electronic design in all technological complexes.

Photo-film laboratory

The photo-film laboratory covers the field of film technology: developing and preparing films and also the necessary design work. It currently employs 10 people.

Group for video

The group for video currently employs 25 full-time employees. They are of three profiles: video mixers, camera controllers and technical directors. Work is performed by a special schedule. It may be studio work or work in the field with uplink trucks. The Group for Video also has several professionally trained individuals, who provide for setting and implementation of studio video shows. Some video mixers have passed implementation courses and can participate in the preparation of broadcasts as video mixers or implementors.

Group for sound

It employs 39 full-time sound engineers, technicians and assistants, who provide for the recording and processing of sound on television. They cover the whole range of sound recordings, from the simplest recordings to the most demanding music, play and film recordings and live broadcasts. They are divided in four subgroups:

- for ENG, EFP and FILM (the group records sound in the field);
- for studio recordings (the group covers recordings, live transmissions, public-address systems and sound processing in four studios of Television Slovenia);
- for sound in uplink trucks (the group is in charge of large recordings in the field, sports transmissions, transmissions of celebrations, concerts, entertaining broadcasts ...);
- for synchro studios (the group is engaged in the post production of sound processing).

The groups actively co-operate with Radio Slovenia, with the Cankarjev dom and with other institutions.

Group for television service room

The group employs 12 workers who perform their work in the technologic complexes Television Service Room and EBU-direction. It establishes transmission routes and checks their quality to supply signals on the local state level via the Television Service Room and on the international level via the EBU-direction. In both complexes, the workers supervise the signals that are corrected and distributed to users via switch-distribution systems. The work is performed all days in the year mostly from 6:30 to 23:00, depending on the density of signal traffic and in compliance with programme requirements.

Broadcasting of programmes

The basic activity is broadcasting of the First and the Second Television Programmes, of the satellite programme and less demanding production works. The group works as a closed unit in a small studio – for the needs of television reportings, short participations in various broadcasts, simultaneous interpretations, and the like. This complex has two commentator booths. The group provides the data to server technology. The work is divided in two programmes and in three shifts, regularly from 5:30 to 3:00. The group is made up of technicians for programme broadcasting, chiefs of programme broadcasting, MGS technicians and chief technicians. It employs 16 workers.

Group for television lighting

The group for lighting employs 31 employees. Operational profiles are divided in three levels: lighting technicians, lighting programmers and lighting engineers, whereby the first are in charge of light manipulation and independent lighting of less demanding single camera projects. Lighting pro-

grammers cover small studios and are in charge of the implementation of more demanding lighting changes, and the lighting engineers are in charge of independent design of lighting in the most demanding projects. Apart from those, the group also has maintenance personnel, a storekeeper and a technologist. Its organisational structure makes the group independent of external technological support, which contributes to a more rapid and efficient reaction.

Due to its staff, available technology and reference projects of the past few years, the group for lighting is capable of top quality implementation of the most demanding lighting projects both in-house and in the field.

Uplink trucks

The group consisting of 11 full-time employees and 12 part-time associates is composed of technical assistants, drivers, chief technicians and an operations engineer. They cover all large production requirements outside the premises of RTV Slovenia. They often participate in the production of broadcasts in studios.

Group of magnetoscopes and telecinema

It employs 17 MGS technicians. They work in studios, uplink trucks and production magnetoscopes, where the material is recorded, reproduced, shown slow motion and the material recorded within RTV Slovenia and outside is controlled. Three chief technicians with the DSNG uplink truck are in charge of topical daily news reportages from the field, and three colourists on telecinema provide for quality colour-light corrected image on television sets.

Group of cameramen

The group has 22 full-time employees and 5 part-time associates. They are one of the best teams that participates in all projects in studios and uplink trucks. They implement important projects, e.g. direct sports transmissions (Planica, Kranjska Gora, Pohorje). They are also regularly present in the Olympic Games. They successfully implemented all the set goals last year.

Maintenance group

Regular in-house production (technical-technologic support and operative support) is assisted by the maintenance group. It consists of seven laboratories. The laboratories are specialised in individual fields of technology and cover audio, video, optical, switch-distribution, registration, computer and other technology. The group provides for proper operation of apparatus and assemblies for the needs of television in compliance with technical standards and television standards and in compliance with manufacturer's recommendations. It also performs laboratory activities. At the end of 2007, the group had 21 repairers specialists and 8 workers in charge of assembly works in reconstruction and erection of systems.

Group of film cameramen

The group of film cameramen is one of largest groups of the OU Television Production. It employs 41 full-time workers (25 cameramen, 16 assistants) and 8 part-time associates. From 16 to 20 teams of cameramen (consisting of two or more members – depending on the complexity of recording) are daily in the field. They are under strict supervision of directors of photography, who co-operate with directors at the very beginning of the project (arrangement of scenario, preparation of the script, looking for the place of shooting, ...), cameramen and assistants. In more demanding projects, the workers of the group are directly linked to the group for television lighting and with the group for sound.

Realisation – work performed

The core data on realisation or work performed are as follows:

- Direction 2 was used 2,280 hours.
- Direction 3 was used 4,650 hours.
- Direction 4 was used 2,220 hours.
- In 2007, the uplink truck RA 1 was in use 2,500 hours.
- In 2007, the uplink truck RA 3 was in use 1,517 hours.
- In 2007, the uplink truck RA 12 was in use 3,500 hours.
- In 2007, the DSNG vehicle was in use 1,720 hours.
- In 2007, the uplink truck – slow motion RA 07 – was in use 2,645 hours, of that included in six projects for an external client.
- In 2007, the editing division performed a total of 46,194 hours.
- Cameramen – film cameramen taped 52,900 hours.
- Cameramen performed 40,622 hours.
- In 2007, telecinema was in use 3,185 hours.
- 7,320 hours were broadcasted for the First Programme of Television Slovenia and 6,210 hours for the Second Programme of Television Slovenia.
- Final control operated 6,170 hours.

Technology

In 2007, the field of technology and technologic equipment of Television Production was oriented towards the implementation of minor, yet not less important upgrading and replacement of out-of-date equipment. This was: procurement, building-in and use of measurement and test instruments, modernisation of audio-technologic equipment, renovation of the loudspeaker system in the studio, minor purchasing of equipment (lamps), purchase of equipment for recording and registration technique and we have also partly changed monitors in production and post production divisions.

As far as important projects are concerned, we should highlight the modernisation of television graphics, purchase and drive of HD/SD camcorders and equipment and

the purchase of HD/SD-recording-broadcasting devices (magnetoscopes and disc recorders) and top quality HD/SD monitors. The new technology replaces the old one thus simultaneously opening the door towards the challenge of digital television that is waiting for us in the near future. In 2007, we also had a tender and selection for the procurement of new HD studio cameras.

At the end of the year, we selected, purchased and used the equipment of the so-called HD post production non-linear chain (Incite, Lightworks, central storing of material). The first HD post production project was successfully implemented, which gave us the necessary experience for the work in the future. We determined that Television Production was able to produce in high resolution and in wide format in 2007 (of course, in a limited quantity).

A considerable part of 2007 was dedicated to the preparation of projects that will be implemented in 2008 (due to their scope and significance they started a year earlier). A special significance is dedicated to the project of the Presidency of the EU in 2008 (we have a role of a host broadcaster, television production is heavily involved) and to the project of the summer Olympic Games 2008 (in-house production will mostly be performed on the scene, and our production group will simultaneously also perform part of transmissions for the organiser).

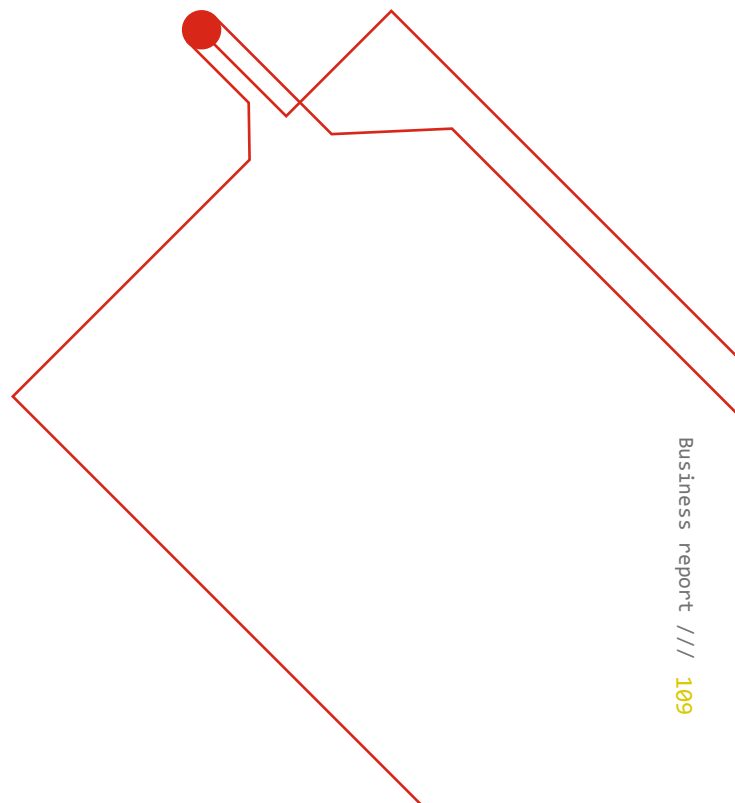
We should not forget to mention important projects of renovation of technology and technologic procedures; most of them started and were negotiated in 2007 and will be realised in 2008. It concerns the modernisation of the

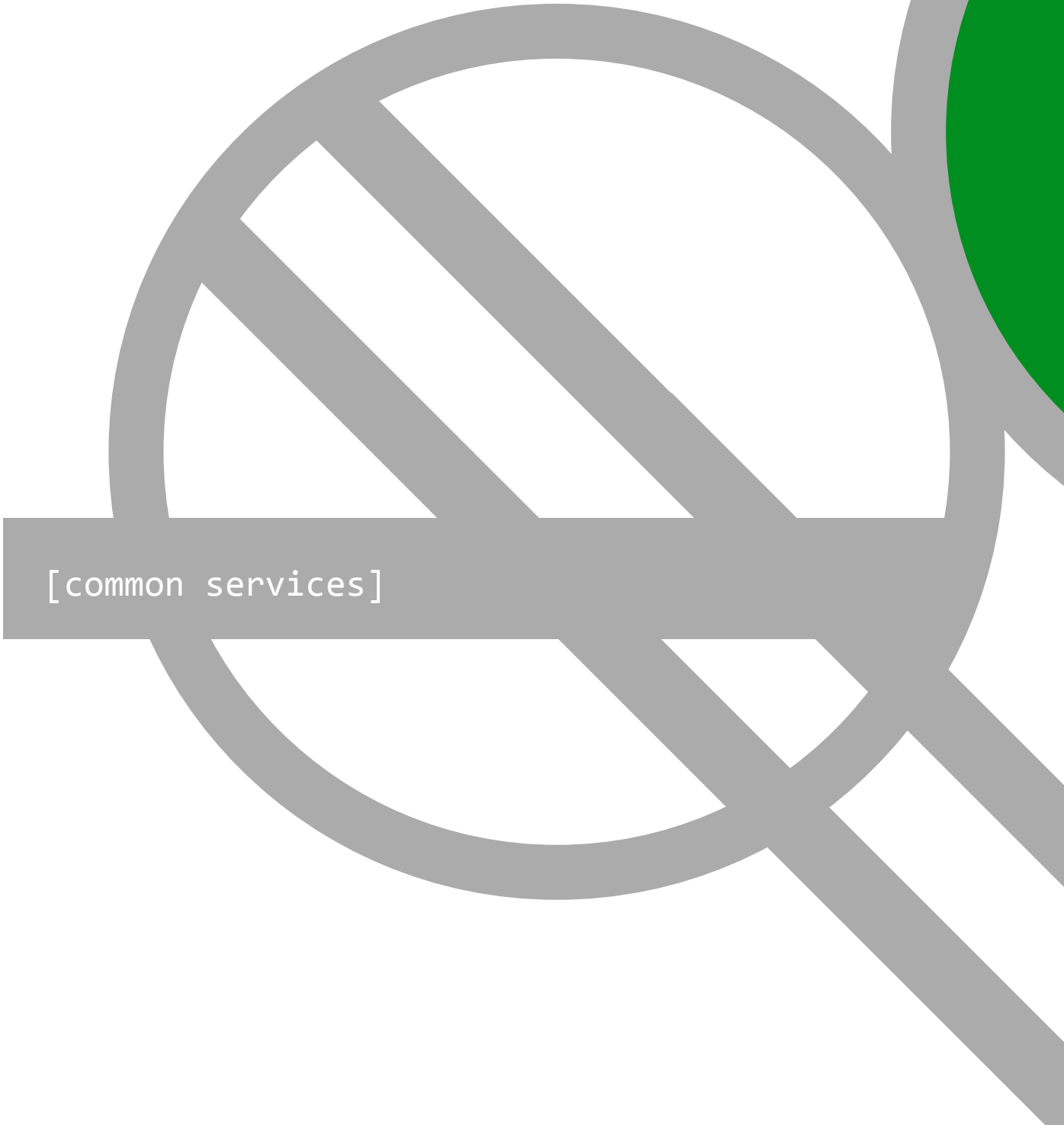
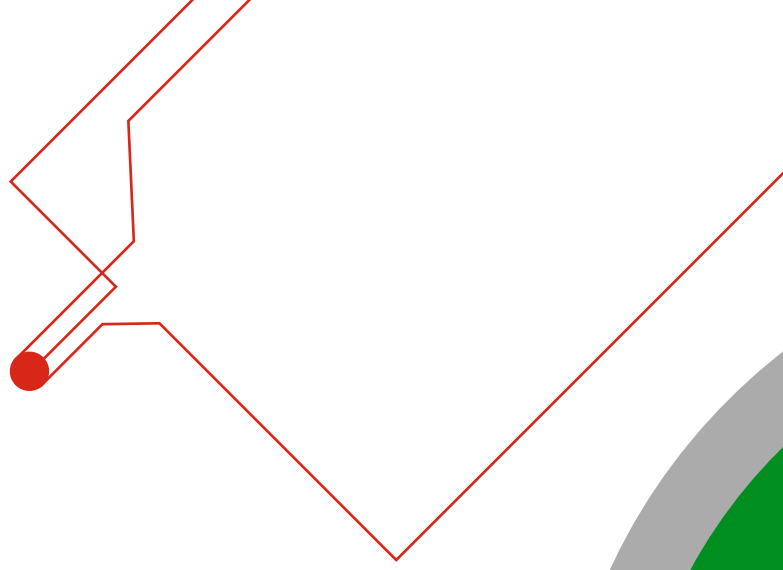
central switch system, erection of the director's booth in the studio, upgrading and extension of use of HD production non-linear chain, renovation of both broadcastings of programmes and setup and initial broadcasting of a new (third) programme. We have to stress that all these are the projects that require much time and detailed preparations and especially good co-operation of operative experts and experts from laboratories and engineering.

Conclusion

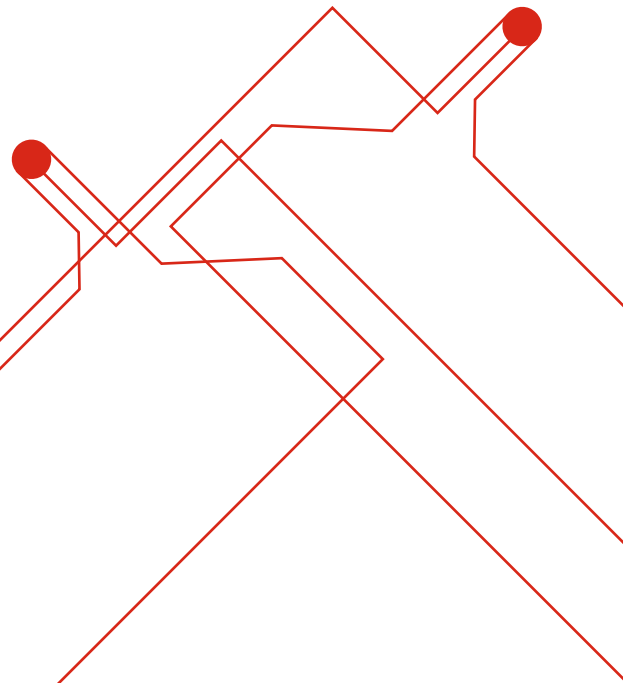
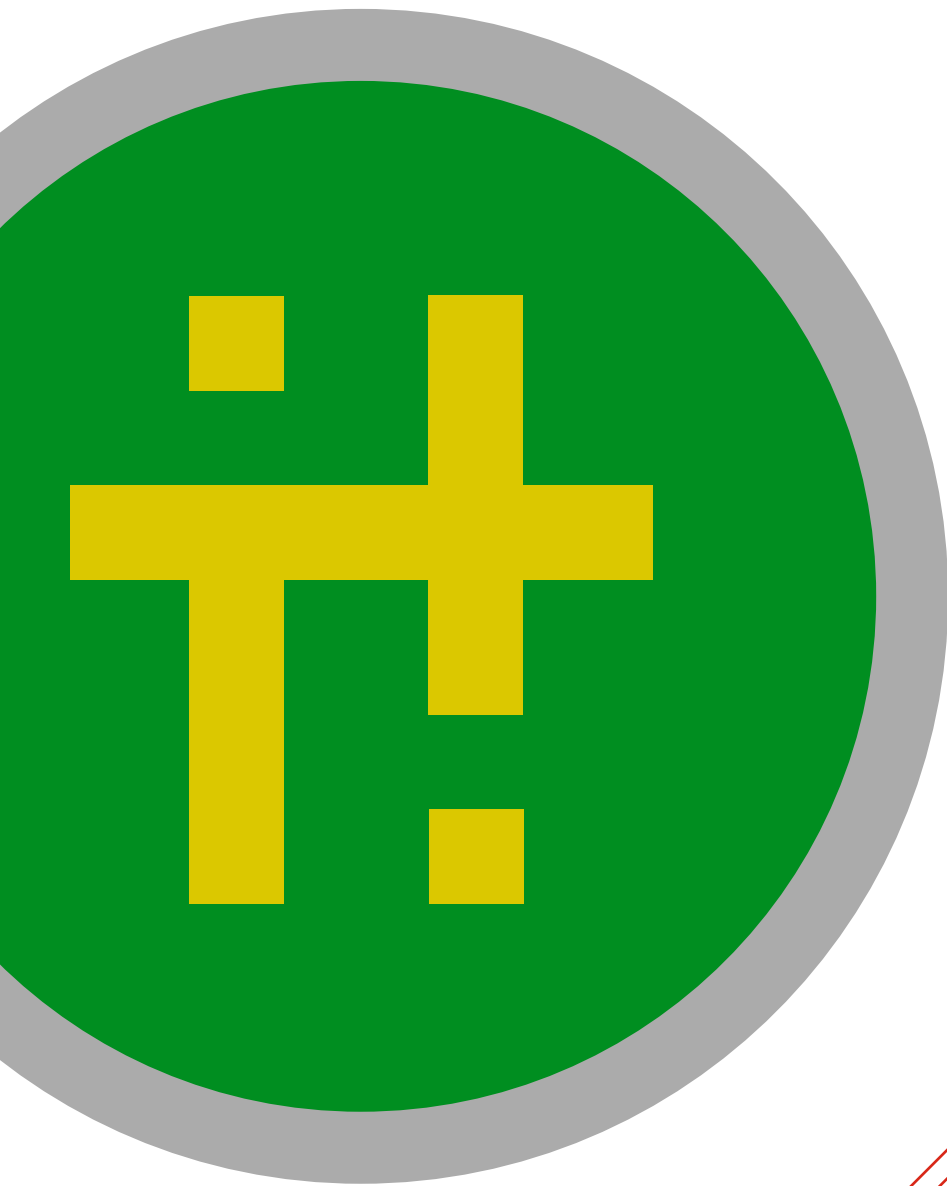
In 2007, the operations of Television Production was successful. The plan of the staff was exceeded, instead of 338 employees only 333 employees were employed at the end of the year. As far as revenues are concerned, most revenues were obtained from telecinema, the DSNG vehicle with the team and the RA 07 uplink truck for slow motion. The expenses were accrued by current maintenance, because several breakdowns occurred on uplink trucks and in direction divisions (the group for maintenance was successful in repairing them). No project failed due to a breakdown. When the needs of Television Production were higher than we are able to meet, both regional centres assisted us.

At the beginning of 2007, Television Production employed 348 employees, and at the end of the year only 333, as already mentioned. In June, a change in the management occurred and at the end of the year an organisational change was under way (the division for subtitling with two full-time employees was moved from Television Production to the group for translations).





[common services]



Human resources, organisation and education ///

Human resources

At the end of the past year, on December 31, 2007, RTV Slovenia had 2,029 full-time employees, on January 1, 2008 the number decreased to 2,015. The table below shows fluctuation of employees, both in numbers and quality.

44 employees were hired anew. 138 employees have left the public service broadcaster. This number also includes those who retired. We have to stress that we put much effort to achieve that 'the workers leave smoothly'. As a result as many as 49 employees have left.

201 employees have changed their job due to internal rearrangements. We employ 83 disabled persons. As far as costs are concerned, the data on sick leaves are alarming, especially sick leaves of the employees who are absent up to 30 days due to illness, which is charged against the public service broadcaster. An average of 45 employees were absent.

Absenteeism exceeding 30 days due to illness, absence due to occupational injury, blood donation, child care and injury outside job, father's leave and absenteeism of the 2nd category disabled people who only work part time, are charged against others. An average of 73 employees were absent more than 30 days. 20 women employees were on maternity leave.

Organisation

At the beginning of March 2007, RTV Slovenia started a project of renovation of post classification and pay system. We prepared the rules on post classification, a new catalogue on posts with descriptions and a proposal of the tariff part of the collective agreement with a catalogue of posts.

The new catalogue was prepared in co-operation with heads of divisions and with workers' representatives from the areas in question. The old catalogue comprised more than 800 posts; in the first renovation step we downsized that number to approximately 255 posts. Having checked the catalogue and following the negotiations with trade-unions, we 'added' at least 15 more posts.

In October 2007, we started negotiations with representative trade-unions and the management of RTV Slovenia on the new catalogue of posts and on the classification of posts to the new pay system. The list of the catalogue of posts is in the phase of finalisation. Classification of posts to the pay system will be known after the negotiations are over, presumably in February 2008. The measures to be used in the transformation to the new pay system were also subjected to negotiations.

Table 19: Fluctuation of employment in 2007

OU/PU	Hired	Left	Retired	Rearrangements	Full-time employees	Disabled	Sick leaves up to 30 days	Longer sick leaves on account of others	Maternity leave	Sick leaves and maternity leave together
PPU TV Slovenia	16	53	11	43	719	34	16	26	9	51
PPU RA Slovenija	13	27	12	45	423	9	9	14	3	26
PPU Regional RTV Centre Koper-Capodistria	4	11	4	23	263	15	7	10	2	19
PPU Regional RTV Centre Maribor	2	5	0	41	140	3	3	5	2	10
OU Transmitters and Communications	1	6	3	11	130	5	1	3	0	4
PPU Multimedia Centre	5	8	1	3	32	2	1	1	0	2
Common Services	3	28	3	35	322	15	8	14	4	26
Total	44	138	34	201	2029	83	45	73	20	138

Education and training

In 2007, the department of education carried out quite several educational courses. They can be summarised in groups that are described in the continuation.

General programmes of training and education:

- we carried out the second to last module of the project of training of heads/editors entitled Trends in Modern Organisational Culture (it was successfully completed by 120 participants from Koper, Maribor and Ljubljana); the training project will be completed by summer 2008;
- computer literacy (15 colleagues from the record label, dispatch centre and trade department were included in the project of computer literacy);
- retraining project (5 colleagues from Radio Slovenia, typewriters in shifts have successfully completed the 80-hour course of retraining);
- student's work practice (the Bologna process of university programmes renovation makes a special stress on the knowledge and work skills acquired at work; in 2007, 9 students were included in training processes of this type);
- business informatics (we prepared workshops for the users of the new business information system and more than 50 participants attended them in this year);
- lectures and seminars (e.g. a workshop with the Croatian journalist Denis Latin ...).

Programmes of training and education in technical field:

- workshop for recording and editing for the correspondents of Television Slovenia;
- training for television lighting;
- education of television cameramen – film cameramen;
- education for the Dalet+ programme;
- training of journalists for recording and editing;
- workshop for video mixers;
- workshop for editing artists.

Multimedia training:

- the Predator workshop (training of journalists for the work on digital workstations) was completed by more than 100 participants of the Informative Programme of Television Slovenia in 2007; it will continue in 2008 as well;
- three workshops of recording and editing for journalists were attended and successfully completed by 12 associates.

Programme training:

- over 120 full-time and part-time employees of RTV Slovenia attended six modules of speech training, communication and public appearance (Slovene standard lan-

guage, elocution and type of speech, adequate speech interpretation of texts, speech image and self image, convincing communication, communicativity of public appearance);

- two workshops (with a foreign lecturer) for the training of moderators of consumers' broadcasts were attended to by 8 employees, who will find it easier to prepare the regular weekly consumers' broadcast;
- we carried out an audition and a preparation of a proposal for the selection of future young associates in the Informative Programme of Television Slovenia.

In 2007, we successfully completed the project of renovation of the school programme 'media clerk'; a project of renovation of occupational standards in the field of multimedia is just about to be completed. Within the scope of the Centre for Vocational Training our labour groups in co-operation with the Ministry of Culture prepared proposals of occupational standards for all specific professions in the media, which cannot be graduated from regular schooling system.

In 2007, RTV Slovenia obtained a state granted licence to carry out the procedures of checking and confirming National Occupational Qualification and thus an opportunity for associates without the needed formal education to obtain a verified document within a relatively short time.

In 2007, we assisted in organising as many as 22 organised visits to the public service broadcaster RTV Slovenia.

Special mention must be made of the educational project of training of Romany journalists, which was successfully completed in autumn 2007 in co-operation with the Office for National Minorities. 11 candidates attended the project for journalistic work in the preparation of Romany radio and television broadcasts.

If we contemplate the educational process with a critical eye, we have to say there is a lack of motivation for training in some environments; in 2007, this was very true for both regional centres and for the OU Transmitters and Communications. An analysis of the participants has shown there is more interest for training and education among younger employees and external part-time associates, while somewhat older employees still express a certain level of scepticism. Quite a considerable part of educational activities is still more a consequence of individual wishes and inertia than a result of a planned and motivational approach of managers and editors.

Standard organisation of the field and its unsystematic inclusion into work processes are still a special problem. We would like to deal with it by renovating the pay system and by a continuous process of personnel development.

Legal Department

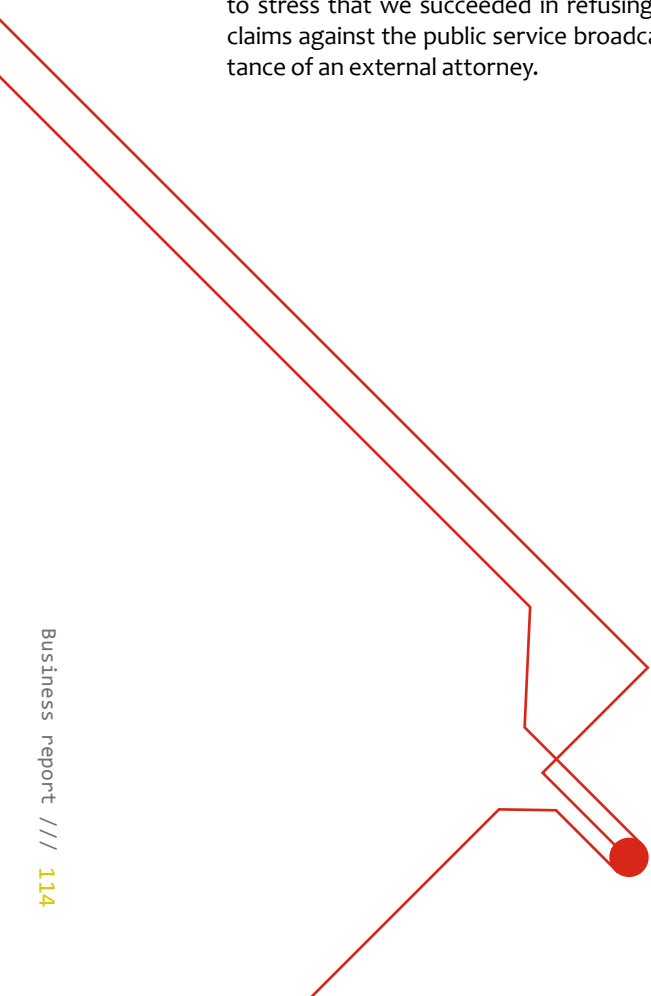
The Legal Department of RTV Slovenia performs the works comprising all fields of civil law, administrative law and penal law. Apart from classic legal fields, it was also engaged in settling disputable relations within RTV Slovenia. Settling internal relations took almost $\frac{2}{3}$ of the time load of the Legal Department, since this is a vast area covering labour law, copyright law and media law. The problematic covered the arrangement of contractual relations and the implementation of procedures in relation to the regulation and observance of all internal acts of RTV Slovenia.

In 2007, the Legal Department conducted a total of 703 claims:

- 566 active execution proceedings against the debtors of RTV Slovenia;
- 79 civil cases filed by RTV Slovenia;
- 20 labour disputes, where RTV Slovenia was the defendant;
- 6 denationalisation cases;
- 32 other civil cases, in which RTV Slovenia was the defendant.

After the court and administrative decisions become finally binding (final decisions and final resolutions), the Legal Department usually within two or three weeks as of receipt of a notice on finality passes a motion for execution.

In 2007, 3 employees left the Legal Department. We have to stress that we succeeded in refusing more significant claims against the public service broadcaster by the assistance of an external attorney.



Information technology and organisation development department ///

The main activities of the IT and Organisation Development were directed to the work on the project of business information system (BIS) renovation: introduction of new modules, takeover of modules and optimisation of procedures, renovation and upgrading of infrastructure. The renovation of the system space was completed and the outdated communication equipment upgraded. We prepared the general and elementary safety policy, and we also prepared a risk analysis within the scope of the project. We continued the upgrading of the user support system, especially in defining the procedures and clearing the database of information. More detailed descriptions follow in the continuation.

Group for application development

The group participated in the BIS project (introduction and optimisation of modules, preparation of data for migrations, preparation of links to the existing applications, preparation and upgrading of server environments – application databases ...), in solving the problems of joint code tables and in the preparation of the environment. The application of RTV licence fee and the POH system (taking care of contracts and payments to part-time associates) were upgraded. A business decision-making system was introduced (joint development with external partners) for the fields of accounting ledger, human resources and wages. We started the migration of applications to Oracle 10 g and completed the transfer of a majority of applications from the open VMS environment.

Other main activities of the group:

- co-operation in the preparation for the integration of new modules DI, OS and INV, preparation of data for migrations, preparation of links to the existing applications;
- preparation, recording and following the requests for software changes;
- preparation of data for audits from FRK and RTV licence fee, submitting the data on payrolls to the Tax Administration of the Republic of Slovenia, monthly preparation of data for payrolls and staff for the needs of transfer to the old BI (Pilot);
- setting up new code tables SM and SN to the BIS environment and preparing a printout of the code tables for the portal;
- analysis, testing and technological preparation for the acquisition of data from the EVI applications (work hours recording);

- renovation of the POH (contracts of part-time associates) application in its content and technology for the institution in all organisation units of RTV Slovenia;
- finalisation of the VAR application (safety at work) and transfer to production;
- development of the application radio and television schedules for the needs of MMC;
- co-operation with IRC in the preparation and institution of BI (Cognos) for the field of the accounting ledger;
- upgrading of the system of common code tables of RTV Slovenia;
- renovation of RTV licence fee – support functions to the campaigns for the collection, preparation of documentation on the application and procedures;
- migration of the applications Oracle which are not in the framework of BIS, to the 9 i environment (VIR, TVK, Translations);
- beginning of transfer to version 10 g;
- conversion of active applications from the open VMS environment to the Oracle environment (code table of business partners with links to applications, interfaces for the transfer of invoices SAOP and GRAD);
- preparations to disable the insight into archival data on the Alpha system through the old applications;
- development of the Fundus application – rental to the submission to testing by users;
- co-operation with an external contractor and users in the renovation of the applications AVO and ZKP (carrying out data transfer, testing, change definitions);
- participation in the implementation of the Remedy programme;
- preparation of the environment for the migration of the Oracle applications, which are not in the framework of BIS, to the 9 i environment (VIR, TVK, Translations, TVK);
- preparation of server environments (database and applications) for training and testing;
- preparations for the migration of the database and OAS to version 10 g.

Group for system development

The activities performed by the group:

- completion of renovation of the system space of the department (pressure/ceiling, stands, automatic fire extinguishing, entering, etc);
- renovation of LJ LAN and reconfiguration to two-level architecture (all final users on 100 Mbps switches);
- renovation and setup of additional wireless (WiFi) access points in Ljubljana, Koper and Maribor;
- setup of new remote corresponding journalists offices and TC centres (Novo mesto, Tezno);
- renovation and expansion of the virtual server platform Intel (ESX, VMWare VI3), full virtualisation of application servers;
- upgrading of the master server IBM with an extra RAM and advanced virtualisation (APV);

- renovation of the SAN switches and upgrading of the central disk field;
- continuation of the SDP project (standard workstation), centralisation of key data DP on servers;
- upgrading and optimisation of system operation for central protection of data (DataProtector);
- the Safety Policy project (analysis, risk assessment, overall policy and subordinated safety policies, adequate use of information means).

User support – CPU

Activities in 2007:

- 2,146 considerable errors on software and hardware were reported (of that 450 on hardware, the rest on software);
- we handled 651 internal orders (130 orders required intervention on hardware, the remaining requests related to software);
- we procured IT equipment in the total value of EUR 403,500 through public procurement: 344 workstations, 63 portable computers, 453 monitors, 92 printers and 18 scanners (we installed all that equipment and made exchange of equipment between users);
- we currently have 5,534 registered pieces of IT equipment (mostly for office needs) and over 2,700 registered users within RTV Slovenia;

We have written off 444 pieces (6,320 kg) of equipment.

Archiving

Archiving is performed for more than 30 departments of RTV Slovenia. Strong accent is put on the archiving of radio broadcasts. In the past years more than half a million of documents have been scanned. In 2007, we started preparing material for the celebration of the 80th anniversary of Radio Slovenia and the 50th anniversary of Television Slovenia and for the exhibition of legends in the field of technique (pioneers of RTV Slovenia).

Procurement department ///

In 2007, a change was introduced in the field of public procurement and material operations. Since January 1, 2007 all public procurement exceeding EUR 10 thousand (VAT excluded) for the purchase of goods or for the implementation of services, and exceeding EUR 20 thousand for construction were performed through the procurement department of RTV Slovenia. 122 public procurements concerned the purchase of goods, 55 public procurements concerned services and 17 public procurements concerned construction.

The issue of external orders has been centralised and unified for the entire public service broadcaster since 2006. Orders are created in individual units by specially trained employees. Ordering services and ordering for stock is only possible by using adequate code tables of services and products.

Within the BIS system 352 commercial contracts have been recorded. We continued with the rationalisation of procurement.

In 2007, the number of employees in the Procurement Department was considerably downsized. The head of the department assumed the position of the head of Television Production, one employee went on maternity leave, one female employee assumed another job (in Television Production), one employee from the warehouse went to Radio Slovenia and five employees have retired (two from the procurement department, one from the warehouse and two from the dispatch centre). Two employees joined the procurement department because of internal rearrangement.

As far as expenses are concerned, the actual expenses remained within the plan.

Marketing and Public relations ///

Marketing of RTV Programmes ///

The year 2007 was marked by a tendency towards the improvement of programme structure; new programme broadcasts influenced the revenue from advertising from September to December. No significant sports events were scheduled last year that would additionally accrue the revenue. In May, the Department for Marketing of RTV Programmes got new management.

We managed to preserve a high level of revenue with both advertising leaseholders (Mediapool and Media Publikum), although the advertising market in Slovenia has been dictated by the monitoring of rating of individual television stations. The data on rating point at the facts that television stations tailor their programmes to the needs of advertisers.

Our total advertising plan was set very ambitiously, i.e. in the total value of EUR 23,137,490.00, and was achieved in 94 percent, i.e. in the total value of EUR 21,692,109.71. The attained realisation exceeds the realisation of the year before.

A more detailed overview of revenue realised by programmes is shown in the continuation.

1. Television Slovenia

94 percent of the plan set at EUR 17,693,205.00 was realised, i.e. EUR 16,710,523.04. Our improved approach to

the marketing of advertising space in 2007 resulted in a better realisation than that of 2006. The set plan was considerably exceeded in the last quarter of the calendar year. Good results in 2007 were certainly due to the improved programme structure for the target group that is most attractive for advertisers.

2. Radio Slovenia

A considerable part of plan realisation was noticed in the programmes of Radio Slovenia as well. 96 percent of the plan set at EUR 3,493,573.00 was realised, i.e. in the amount of EUR 3,357,014.00. The 2007 realisation of Radio Slovenia exceeded that of 2006.

3. Regional RTV Centre Koper-Capodistria

91 percent of the revenue plan, i.e. EUR 767,851.80, was realised in the Regional RTV Centre Koper-Capodistria, the total being set at EUR 842,427.00. The realisation of the plan was somewhat below that of 2006, yet the realisation attained in 2007 points at the fact that the Regional RTV-Centre Koper-Capodistria managed to preserve a satisfactory level of realisation from advertising.

4. Regional RTV Centre Maribor

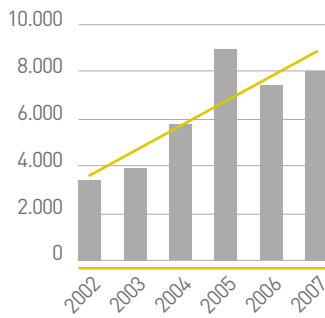
The 2007 realisation of the Regional RTV Centre Maribor exceeded that of 2006. 77 percent of the plan set at EUR 857,913.00 was realised, i.e. EUR 660,871.85. Despite a constant decrease in rating of television and radio programmes in Maribor and despite inadequate age structure of viewers and listeners, the realisation attained from advertising is certainly an encouraging index that advertising should be strengthened in all media of the Regional Centre Maribor.

Public Relations ///

Communication with media

RTV Slovenia is becoming more and more interesting for Slovene media (electronic, printed and web media). In 2007, we had 8,037 publications, which is 8 percent (588 publications) more than in 2006. The tendency of publications in media is on the increase and we expect it to continue in the future.

Figure 15: Number of publications in media by years



Source: Pressclipping

In 2007, an average of 80 press releases, responses to journalists' questions, disclaimers, forwarded photo materials and contacts were prepared monthly. A comparative overview of work between 2006 and 2007 points at an increase in work.

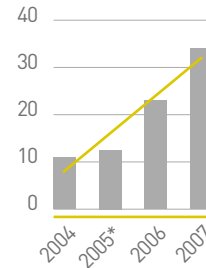
Table 20: Increase in the scope of communication with media of the Public Relations Department

Year	2006	2007
Press releases	192	252
Responses to media	372	409
Contacts	113	124
Photo materials	91	154
Disclaimer	17	20

Source: archives of the Public Relations Department

Moreover, in 2007 we prepared 23 press conferences mostly dedicated to the presentation of programme contents, and four invitations to watch broadcasts.

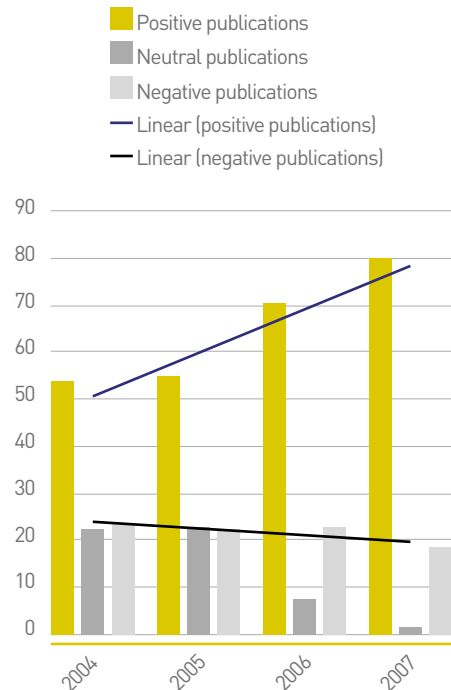
Figure 16: Shares of proactive communication within entire in percentage



NOTE: *12.5 percent without considering the topic on the adoption of RTV Slovenija Act, otherwise the share is 7 percent. Source: Pressclipping

Planned proactive activities on programme novelties and business topics have increased, yet the number of staff has not changed. The number of publications planned for 2007 has increased by 65 percent in comparison with 2006. The number of points collected by publications increased by 78 percent in 2007. The share of planned publicity in 2007 increased by 11.3 percent points (from 22.5 percent to 33.8 percent).

Figure 17: Shares of positive, neutral and negative publications in percentage



Source: Pressclipping

Compared to those in 2006, the number of publications in 2007 increased by 8 percent. The number of points of entire publicity has increased by 18.5 percent (based on the MUMO analysis). The number of positive publications has increased by 23 percent. The number of points collected

by positive publications has increased by 34 percent. The share of positive publicity has increased by 9.5 percent points (from 70.2 percent to 79.9 percent). The share of negative publications has decreased by 16 percent. The number of points collected by negative publications has decreased by 11 percent. The share of negative publicity has decreased by 6.4 percent points (from 25.3 percent to 18.9 percent).

Establishing a classification and archives of press releases, responses to journalists, forwarded photo material and contacts in 2005 was a significant project; since then, archiving is performed as the work progresses. We simultaneously also completed the addresser of media from 2004.

In mid-2005 we started a project of establishing computer archives of photo materials in collaboration with the IT Department. The project was completed at the beginning of 2006 and the entry of enormous quantities of photo material from the past will continue a few more years. The photos taken in 2006 and 2007 are entered in the digital archives without delay.

Communication with wider public

In collaboration with the Legal Department we prepared a Catalogue of Information of Public Character (www.rtv slo.si/katalog), which was regularly updated in 2007. The changes were entered 10-times (in 2006 they were entered 29-times).

Public Relations Department has regular contacts with viewers and listeners. Communication is established in the following ways: through phone number 01 475 25 32 (direct call or switch from the central number of RTV Slovenia 01 475 2111), answering machine 01 4752145, by e-mail pr@rtvslo.si, via classic post (letters, postcards), we follow reader's letters in media (we make a daily selection of publications in media) and letters, addressed to the Programme and Supervisory Councils of RTV Slovenia forwarded to the PR Department by the secretariats of the councils. In 2007, we received 363 phone calls, electronic messages, answering machine messages and messages sent by classic post, we prepared oral and written responses and explanations and all were archived. In comparison with 2006, the scope of work remained on the same level (365 messages in 2006). We regularly follow all publications of reader's letters in media, we prepare responses to letters.

Table 21: Contact with viewers and listeners

	2004	2005	2006	2007
Written responses	48	78	86	133
Oral responses	1200*	208	265	202
Answering machine	n.d.a.	n.d.a.	38	28

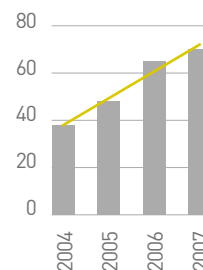
Source: Archives of the Public Relations Department,

*journalists' strike on October 4 and 5, 2004

In 2007, we obtained very extensive and diverse data, information and contents from all areas of RTV Slovenia's operations for the needs of preparation of seminar and diploma papers of students. We handled 31 requests, which represents an increase in 41 percent in comparison with 2006 (22 requests).

In 2004, we introduced systematic guided tours of RTV Slovenia. In 2007 we had 70 visits of various groups (kindergartens, primary and secondary schools, faculties, circles, other groups, ...), which totalled 1,200 visitors. The participants of visits on Radio and Television Slovenia are given a general brochure on RTV Slovenia, and children and young adults are given a brochure on broadcasts for young people and a pencil.

Figure 18: Number of visits of Radio and Television Slovenia by years



Source: Archives of the Public Relations Department

Implementation of overall communication strategies

In 2007, we increased our activities in the field of programme communications. We provided overall communication support (we prepared and forwarded several press releases and photo material, organised press conferences, publication of articles, programme pieces and interviews, we prepared occasional promotional gifts and partly organised advertising in printed media) to 44 new or special programme contents, broadcasts, projects, series and serials.

Apart from that the Public Relations Department was in charge of the protocol in five significant projects of RTV Slovenia – EMA 2007, 35 years of Val 202, Slovenska popevka, Day of RTV Slovenia and the pre-new year's concert for business partners 2007.

A special segment of programme communication in 2007 was organisation and implementation of advertising of children's, youth and educational contents of Radio and Television that were carried out under the umbrella of special editions of the Mladinska knjiga publishing house intended for close target groups.

An overall communication support was also offered to programme projects or activities carried out by programmes

associates on the occasion of various anniversaries. We participated in the following projects: 35 years Vala 202 (April –June 2007), 50 years of the Children's and Youth Singing Choir of RTV Slovenia (October 2007), Day of RTV Slovenia (corporate).

For the needs of internal presentation of programme novelties, especially of the Culture-Arts and Educational Programmes of Television Slovenia, we prepare and design invitations and see to their distribution to media.

Corporate communication

We continued the project of arrangement of the corporate image of RTV Slovenia that started in 2004. It became a very extensive project of systematic arrangement and looking for rational solutions to a number of applications. One of the sub-projects carried out in 2007, was the project of designing the anniversary logo of RTV Slovenia and its applications. The department is also in charge of providing logos for various needs and purposes, of keeping records on provided logos and of confirming the adequacy of logos.

In 2004 we designed the gift image of RTV Slovenia, and the same image has been redesigned for the third year in a row. In 2007, it comprised 34 products (of that two thirds of new products), with which we can make a decent presentation of RTV Slovenia on the programme, business and corporate levels both in Slovenia and abroad. A majority of products has been designed and manufactured especially for RTV Slovenia; these are also the products of the Record Label of RTV Slovenia. 2007 was characterised by a special set of products linked to the anniversaries of Radio and Television Slovenia in 2008.

Among printed and electronic communications we prepared the 2006 Annual Report in the printed form both in Slovene and English. We also acted as editors for other communications means of the management of RTV Slovenia (business and auditor's report, programme and business plan 2008).

We also co-operate with the Department for the Marketing of RTV-programmes in the projects of media sponsorship and various programme-business co-operations, through which we expand co-operation and recognisability. The reputation of RTV Slovenia is also strengthened through other communication ways (Regional PR-congress PRO PR 2007, Slovene Book Fair, the Mladinska knjiga festival ...).

We see to it that the data in business registers (PIRS, Kompas, Telekom, Yellow Pages) are up to date.

Back in 2004 we prepared the first list of managers and corporate officers down to the level of editors of edito-

rial boards. The list contains the names of individuals, their positions, phone and e-mail contacts. These data are provided to media and various institutions and organisations that need these people for their work. Due to a very branched organisation of RTV Slovenia it is difficult to find the adequate contact. The catalogue entitled Who is Who on RTV Slovenia was updated 23-times in 2007.

Marketing communication

Overall communication and organisational support was carried out upon the presentation of RTV Slovenia on the Slovene Advertising Festival (we prepared an expert presentation, organised an evening party together with Dnevnik and participated in other para-programme activities as the representatives of RTV Slovenia).

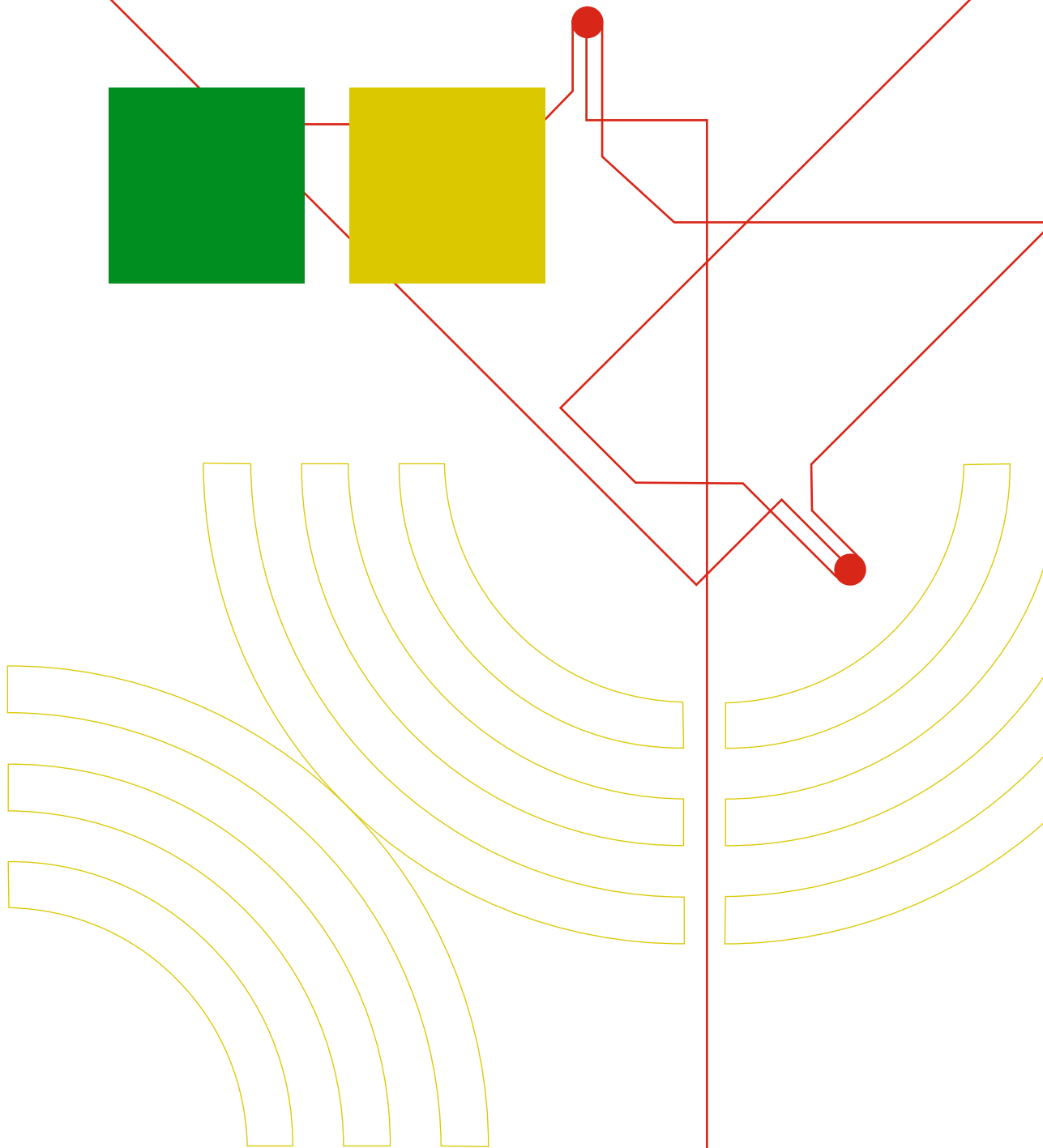
We also organised a new year's reception for business partners of RTV Slovenia. For the needs of marketing communication we prepare various occasional promotional gifts that are given to agencies, media leasers and advertisers together with the information on programme novelties. In 2007, we sent out an anniversary-related image calendar of RTV Slovenia.

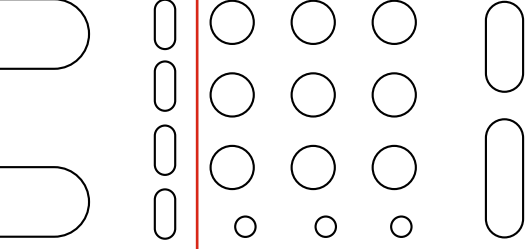
Internal communication

In January 2007 we carried out an awards ceremony of RTV prizes in studio 14. We started activities related to the organisation of the new year's party for the employees (location, band, catering), which was later cancelled. We organised 12 invitations of managers and corporate officers to various events organised by RTV Slovenia (concerts, etc.). Four editions of Kričič were issued until September, and four e-notes e-Kričič. We edited or even prepared the contents of a majority of topics forwarded to the employees via the electronic address Med nami. We sent 52 releases for the employees and general notes. We organised six exhibitions in the lobbies of Radio and Television Slovenia and 10 exhibitions of the photo of the month of our section of photographers.

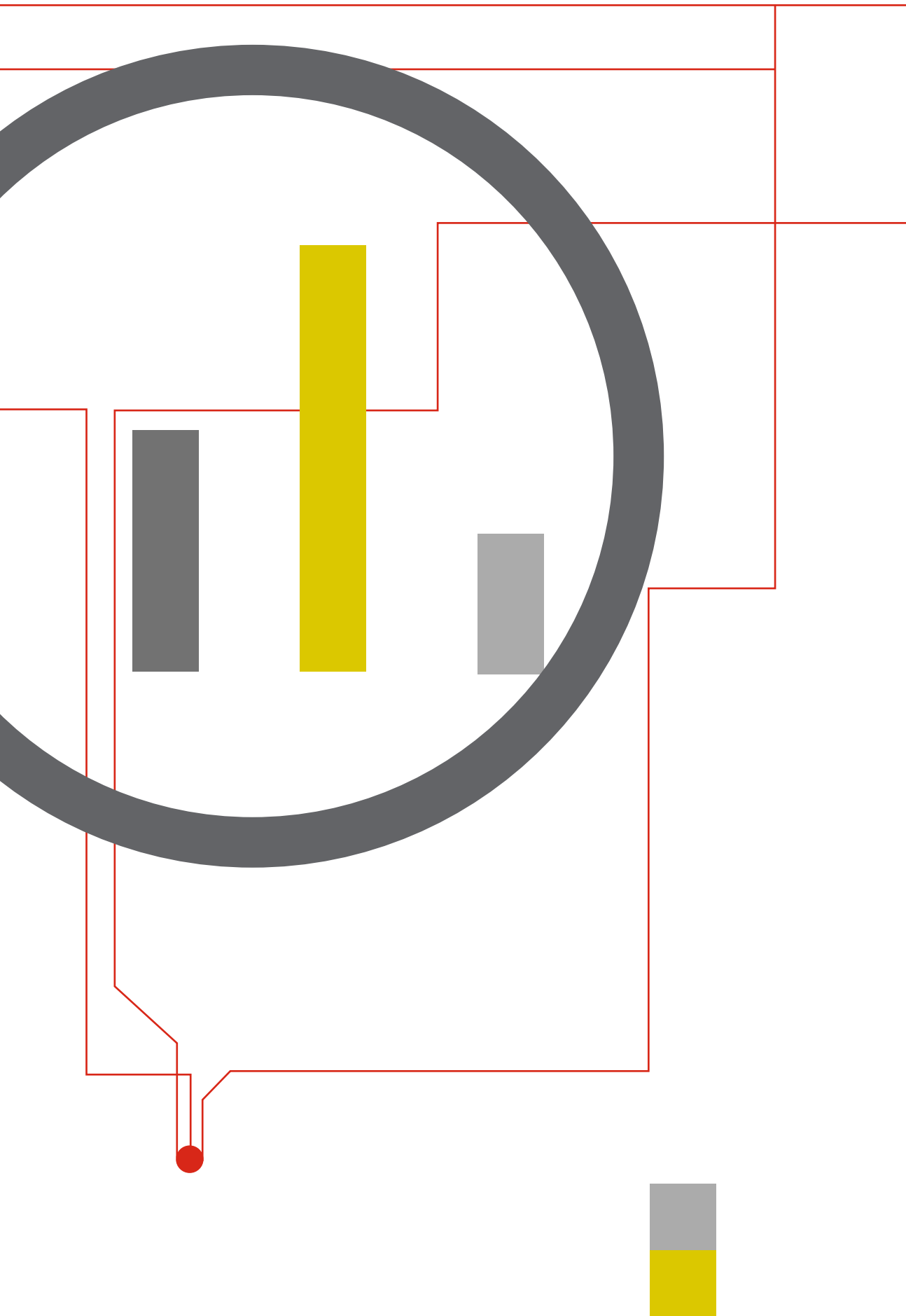
RTV-programme guides

Our task is also providing extensive information on the broadcasts to daily and weekly radio-television programme guides. The information on radio and television programmes are weekly forwarded to more than 50 e-mail addresses and addresses of printed and web media that publish the programme guides both in Slovenia and abroad. Information are sent also to 20 internal e-mails. Simultaneously, we provide extensive information on broadcasts to 22 external printed and web media and 15 internal e-mails.





[awards and prizes]



Winners of Slovene and international prizes received in 2007 ///

The Jurčič Award for special achievements of journalists, editors and publicists

- Jaroslav Skrušny, editor on Television Slovenia.
- Edvard Žitnik, journalist, documentarian and editor on Television Slovenia.

Stop's expert Viktors awarded by the Viktor academy members

- Slavko Bobovnik, expert Viktor for the best moderator of an informative broadcast.
- Jure Godler, expert Viktor for a promising media personality.
- Creators of the broadcast Knjiga mene briga, expert Viktor for a children's and youth broadcast.
- Dancing documentary Kaj boš počel, ko prideš ven od tu?, prepared in co-production of RTV Slovenia, for the best documentary television broadcast.
- Creators of the broadcast Tistega lepega popoldneva, expert Viktor for a television show.

Stop's popularity Viktors awarded by audiences

- Lado Bizovičar, popularity Viktor for the television personality of the year.
- The broadcast Tistega lepega popoldneva, popularity Viktor for the entertaining television show.

The Vikend Magazine Gong Awards for Creativity and Popularity and Special Awards

- Andrej Karoli, Gong of popularity in the category radio programme.
- Edvard Žitnik, special award for the documentary Rex – kraljevsko ime, ladje usodno znamenje.
- Jure Ivanušič, Gong of creativity for the screenplay and main role in the Lepo je biti Mozart broadcast.
- Special award to Karmen W. Švegl for astute reporting from the Near East.
- Special award to the team of imitators and 3 D creators of the Hri-bar broadcast.

Prizes of the Association of Professional Radio and Television Announcers of Slovenia

- Ivan Lotrič and Janez Dolinar, announcers on Radio Slovenia, received the award Kristalni mikrofoni.
- Andrej Hofer, announcer on Radio Slovenia and television moderator, award for a promising young announcer.

Award Štrekelj for 2007

- Jasna Vidakovič, music producer and editor on Radio Slovenia, for extraordinary achievements in the field of collecting and preserving Slovene national music.

The Travelfest international festival in Subotica

- The reportage of Radio Slovenia entitled Stadion, of the journalist Nina Dovžan and the director Marko Radmilovič in sound performance of Damjan Rostan received the third prize.

The 10th International Festival of Tourist and Ecologic Film in Split

- Television broadcast Dobrote istrske kuhinje, prepared within the scope of the broadcast Ljudje in zemlja, received a special award for a tourist and ethno culinary broadcast.

ERASMUS Euromedia 2007 Award

- In October 2007, The European Society for Education and Communication (ESEC) awarded a prize in Vienna to the documentary Gorska lepota – 100 let bohinske železnice and the documentary Rezija – Ta rožina dolina.

The Mediamix international festival in Bulgaria

- The documentary radio broadcast A. T. L., prepared by the authors Ivo Svetina and Aleš Jan, received the award for the best broadcast in the category of culture broadcasts.

6th biannual international festival of children's and youth radio play in Bratislava

- Director Irena Glonar, prize for arrangement and direction of the short story of Polona Glavan – Tristo milijonov metrov na sekundo.

Internal awards of RTV Slovenia ///

Award of RTV Slovenia for life-time work

- Simona Juvan, announcer and moderator on Radio Slovenia.

Award of RTV Slovenia for long-term contribution

- Mario Galunič, moderator and editor on Television Slovenia.
- Ubald Trnkoczy, photography director and cameraman on Television Slovenia.
- Lojze Javh, head of the group for recording of talks in Radio Production.
- Franc Ložar, head of the section of transmitting centres within the organisation unit Transmitters and Communications.

Award of RTV Slovenia for past-year achievements

- Silva Ferletič, journalist of Radio Koper in the Regional RTV Centre Koper-Capodistria.
- Marko Kočevar, photography director on Television Slovenia.
- Production of Television Maribor, in the Regional RTV Centre Maribor.

Award of RTV Slovenia for the winners of international and domestic prizes

- Irena Glonar, director and editor of the editorial board for featured programmes on Radio Slovenia.
- Darja Hlavka Godina, music creator in the editorial board of the featured programme on Radio Slovenia.
- Jure Culiberg, sound engineer in the group for music recordings and directed broadcasts in Radio Production.



Andrej Hofer



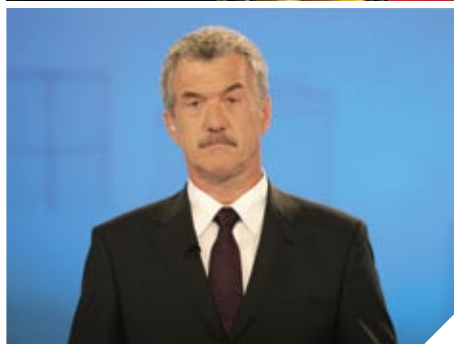
Mario Galunič



Jure Godler



Jure Ivanušič



Slavko Bobovnik

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