

## OWNERSHIP OF THE LEADING SLOVENIAN MEDIA

The analysis presents printed media according to several categories (daily newspapers, periodical press, weeklies and mass circulation free press), and the biggest TV and radio stations.

### 1. Printed media

#### DELO

Delo d.d. publishing house is said to be the most important media company in Slovenia. Its ownership structure is as follows:

1	PIVOVARNA LAŠKO, D.D.	80.83%
2	RADENSKA, D.D. RADENCI	19.17%

(\*Note: The majority owner of Radenska d.d. is Pivovarna Laško d.d.)

Delo d.d. publishes two leading dailies: Slovenske novice, (circulation of 100,624 copies) and Delo (76,341 copies). Delo d.d. also publishes Nedelo weekly (circulation 57,339) and supplements Ona (170,250 copies), Vikend (212,371), Delo in dom (165,129), Polet (163,058) and Delo FT (74.550), Mag weekly (15,227) and free Total Tedna (375,000).

Delo d.d. company also has significant shares in the following media:

1	RADIO PTUJ (radio station)	10%
2	ŠTAJERSKI TEDNIK (printed media - weekly)	10%
3	MARIBORSKE NOVICE (printed media - weekly)	10%
4	VEČER (printed media - daily)	20%
5	7DNI (printed media - weekly)	20%
6	GORENJSKI GLAS (printed media - weekly)	10%
7	RADIO IN (radio station)	10%

President of the Management Board of Delo d.d. is Peter Puhan.

President of the Supervisory Board is Andrijana Starina Kosem, while the members of the SB are Stojan Zdolšek and Rebeka Lah.

(\*Boško Šrot, Director of Pivovarna Laško, which fully controls Delo d.d., admitted publicly on 17 November 2007 that he was a member of the Social Democrats opposition party.)

## DNEVNIK

Dnevnik d.d. newspaper company is considered the second biggest media company in the country.

Its ownership structure is as follows:

1	DZS, D.D.	51.05%
2	STYRIA MEDIA INTERNATIONAL AG	25.74%
3	DELO PRODAJA, D.D.	10.11%
4	ČZP VEČER D.D.	6.52%

(\*Note: Delo prodaja d.d. is indirectly controlled by DZS, and so are numerous small shareholders – employees of Dnevnik and DZS .)

Dnevnik d.d. newspaper company publishes daily newspaper Dnevnik, (circulation of 58.391 copies), daily Direkt (circulation 18.000), weeklies Nedeljski dnevnik (137.850), Hople (26.510) and Dnevnikov objektiv (58.391), and supplements Pilot (186.585), Nika (200.000), Moj dom (200.000) Antena (68.000), Moje zdravje (80.000) and Denar&Svet nepremičnin (80.000)

Dnevnik d.d. has the following ownership shares in other Slovenian media:

1	VESTNIK (printed media – weekly)	18.25%
2	RADIO MURSKI VAL (radio station)	18.25%
3	PRIMORSKE NOVICE (printed media – daily)	12.10%
4	GORIŠKA (printed media – monthly)	12.10%
5	DIREKT (printed media – daily)	100%
7	ARSVITA D.O.O. (owner of Delo–revije)	Not known

The owner of Dnevnik d.d., DZS d.d., has the following ownership shares in other media:

1	RADIO BREŽICE (radio station)	10%
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President of the Management Board of Dnevnik d.d. company is Branko Pavlin. President of the Supervisory Board is Bojan Petan, while other members of the SB include Marjan Božnik, Robert Krajnik, Klaus Schweighofer, and representatives of employees Dejan Kovač and Dušan Ocepek.

(\*President of the Management Board of DZS and President of the Supervisory Board Dnevnik, Bojan Petan, is a member of the opposition LDS, former president of the LDS Brežice local committee.)

Through a network of companies and individuals DZS d.d. also controls Delo prodaja d.d. company, by far the largest distributor of printed press in Slovenia, distributing over 10 million of newspapers and magazines every month through its over 140 newsagents.

## VEČER

Večer d.d. newspaper and publishing company is considered the third biggest in the country. Its ownership structure is as follows:

1	INFOND HOLDING, D.D.	58.82%
2	DELO, D.D.	20.00%
3	SLOVENSKA ODŠKODNINSKA DRUŽBA, D.D.	10.00%
4	DELO PRODAJA, D.D.	6.94%

(\*Note: Infond Holding d.d. is indirectly controlled by Pivovarna Laško d.d. The largest owner of Pivovarna Laško d.d. is Infond Holding d.d., while the largest owner of Infond Holdinga d.d. is Kolonel d.o.o. Delo d.d. company also has a 20% share Večer, therefore Pivovarna Laško through its companies 78.82% of the company)

Večer d.d. publishes Večer daily newspaper (circulation of 53,000 copies), weekly supplement Kvadrati (53,000), Bombon weekly (72,000), TV Večer (68,700), 7DNI weekly (9,500 copies), Naš dom weekly (10,000), Vroči kaj monthly (5,000 copies)

ČZP Večer d.d. owns shares in the following media:

1	DNEVNIK D.D.	6,25%
with	VESTNIK (printed media – weekly)	
	RADIO MURSKI VAL (radio station)	
	PRIMORSKE NOVICE (printed media – daily)	
	GORIŠKA (printed media – weekly)	
	DIREKT (printed media – daily)	
	ARSVITA D.O.O. (owner of Delo-revije d.d.)	

President of the Management Board of ČZP Večer d.d. is Milan Predan.

President of the Supervisory Board is Dušan Mohorko, while members of the SB include Željko Vogrin, Tamara Zajec, and representative of employees, Petrina Šebart Žižek and Borko De Corti.

(\*President of the SB of ČZP Večer d.d. is Dušan Mohorko, who is also a member of the SB of the retailer Mercator d.d., who is controlled through various ownership shares by Pivovarna Laško d.d.)

## **PRIMORSKE NOVICE**

Primorske Novice d.o.o. publishes Primorske novice daily newspaper (25,000) and Goriška monthly (25,000).

Ownership structure of Primorske novice d.o.o. is as follows:

1	BANKA KOPER D.D.	17.12%
2	PRIMORJE D.D.	16.92%
3	DNEVNIK D.D.	12.10%
4	LUKA KOPER D.D.	10.83%
5	KB 1909	10.81%
6	INTEREUROPA D.D.	10%
7	HIT D.D.	9.94%
8	FORMA INN KOPER	7.09%

The Republic of Slovenia does not own shares, however, companies in the majority ownership of the state (Luka Koper, Intereuropa, Hit) do own them, but they do not have a controlling stake.

Director of the company is Suzana Zornada Vrabc.

President of the Supervisory Board is Gorazd Humar, while members of the SB are Aleksander Lozej, Marjan Zahar, Mirko Pavšič and Boris Ugrin.

## **FINANCE**

Finance d.o.o. publishes the daily newspaper Finance, monthly Manager and Moje finance.

The ownership structure of Časnik Finance d.o.o. is as follows:

1	BONNIER BUSSINES PRESS, ŠVEDSKA	100%
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Director of the company is Peter Frankl. President of the Supervisory Board is Gerdt Larsson.

## Periodical Press

### **DELO-REVIJE D.D.**

Slovenia's leading publisher of magazines and leisure publications with an annual output of 12,000,000 copies of 19 magazines, 7 special issues, 7 regular supplements, books and booklets.

The company's ownership structure is as follows:

1	ARSVITA D.O.O.	50.72%
2	ALPRESS D.O.O. LJUBLJANA	28.14%
3	RA - FI INŽENIRING, D.O.O., LJUBLJANA	3.54%
4	KLADARIN LENČA	2.57%
5	GUZEJ TINE	2.57%

Delo-revije d.d. publishes Slovenia's leading magazines, including *Jana*, *Lady*, *Obrazi*, *Stop*, *Anja*, *Eva*, *Kih*, *Smrkelja*, *Modna Jana*, *Ambient*, *Lepa in zdrava*, *Naša žena*, *Zdravje*, *Pri nas doma*, *Rože & Vrt*, *Moj mikro*, *Lady Križanke*, *Joker*, *Dobra kuhinja*, *Non-stop*, *Telekomunikacije*, *Ljubljanske zgodbe* *Lady* and *Naravna zdravila*.

In October 2007 there was a hostile takeover of Delo-revije d.d. by Dnevnik d.d., Delo prodaja d.d. and Salomon 2000. The three companies joined their 50.72% share in Arsvita d.o.o. Through connections both Dnevnik d.d. and Delo prodaja d.d. are again controlled by DZS d.d.

President of the Management Board of Delo-revije d.d. is Andrej Lesjak.

President of the Supervisory Board is Tine Guzej. Jelka Sežun and Dean Gončin are members of the Board.

### **ADRIA MEDIA LJUBLJANA D.O.O.**

Adria Media Ljubljana d.o.o. is Slovenia's second largest magazine publisher. Adria Media Ljubljana is a subsidiary of Adria Media Holding and Styria Medien International, which are also present in Croatia and Serbia.

The company's ownership structure is as follows:

1	ADRIA MEDIA HOLDING GMBH, GERMANY	75%
	(GRUNER + JAHR GMBH)	
	(SANOMA MAGAZINES)	
2	STYRIA MEDIA INTERNATIONAL AG	25%

The company publishes 13 magazines: *Avto magazin*, *Connect*, *Cosmopolitan*, *Elle*, *Geo*, *Lea*, *Lisa*, *Lisa – Čarovnija okusa*, *Lisa – Moje stanovanje*, *Men's Health*, *Moj lepi vrt*, *Nova* and *Playboy*. Annually, Adria Media Ljubljana d.o.o. issues over 6,000,000 copies of magazines and prints over

25,000,000 preview pages.

President of the Management Board is Tomaž Drozg, while the company's authorised representative is Jozsef Steff.

### **Weeklies:**

**Mladina** is one of the most important political weeklies, with a circulation of 19,000. It is published by Mladina d.d. in which the largest individual owner is the Italian financial company KB1909. The editor, Grega Repovž, who is also the President of the Slovene Association of Journalists, has a significant (10%) share of the company. Among important owners are also Factor Leasing (owned by Autocommerce) and newspaper director Andrej Klemenc.

**Mag** is Slovenia's second most important political weekly, with a circulation of 16,000 copies. Mag is published by Delo d.d.

### **Mass circulation free dailies and weeklies:**

The largest among them is **Total tedna** published by Delo d.d., in which Pivovarna Laško d.d. has the majority share. Total tedna has a circulation of 375,000 copies.

Slovenia's second largest free weekly is **Dobro jutro**, with a circulation of 350,000 copies. It is published by Regionalni mediji d.o.o., a company owned by Dija mediji d.o.o. and Austrian Media Sud-Ost Beratungs. Their respective directors are Dejan Vlasisavljević and Johan Marcher.

The third in line is **Žurnal**, with a circulation of 250,000 copies, published by Žurnal media d.o.o., a company owned by Austria's Styria Medien International AG. The company's official representatives are Dietmar Strnad and Robert Gspandl.

### **NB:**

The Republic of Slovenia has no direct ownership shares in the printed media. Indirectly, it owns smaller shares in Večer (10%) through the Slovenska odškodninska družba (SOD - Slovenian Compensation Company), in Dnevnik (2.67%) through Mobitel, and in Primorske novice (30.77%) through Luka Koper, Hit and Intereurope. According to the Ministry of Culture, in Slovenia there are currently 915 printed media, of which 7 are dailies, 43 weeklies and 57 biweeklies.

## 2. Major digital media

### TELEVISION

#### POP TV and KANAL A

Television stations POP TV (highest ratings in Slovenia) and KANAL A are owned by the companies POP TV d.o.o. and KANAL A d.o.o. The companies have a common owner, the PRODUKCIJA PLUS d.o.o. production company, which is wholly owned by Central European Media Enterprises LTD registered in the Bermuda Islands.

Director of the company is Marjan Jurenc. The company has no supervisory board.

#### TV 3

The owner of the TV 3 television station is the Swedish media corporation MODERN TIMES GROUP. Director of the Prva TV d.o.o. company, which owns the TV station, is Mart Luik.

With the exception of the Radio and Television Slovenia (RTV SLO), the public broadcasting organisation, the Republic of Slovenia has no ownership share in the digital media. The Republic of Slovenia is the owner of the Triglav Insurance Company, which is the majority owner of Triglav naložbe, finančna družba d.d., which, in turn, owns a minority share in the Info TV television company. Apart from the national broadcaster (RTV SLO), there are **36** private television stations in Slovenia.

The most popular television stations in Slovenia are:

1. POP TV
2. TV SLOVENIJA 1
3. KANAL A
4. TV SLOVENIJA 2
5. TV 3

### RADIO

With the exception of the Radio and Television Slovenia (RTV SLO), the public broadcasting organisation, the Republic of Slovenia has no ownership share in any radio station. RTV Slovenia broadcasts Val 202, Radio Slovenija, Radio Koper, Radio Maribor, Pomurski madžarski radio, Radio ARS and Radio Slovenia International.

Slovenia's largest commercial radio station is Radio City, owned by Radio City d.o.o., owned wholly by Mišo Hoelbl. The second is Radio Hit, owned by R Domžale d.o.o., owned by Stane and Vanda Cencelj. The third is Radio 1, owned by Radio 1 d.o.o., owned by the Infonet media company, Boštjan Protner, Leopold Oblak and other small shareholders. Apart from the national radio broadcaster and the three largest commercial radio stations, there are **62** private radio stations in Slovenia.