

Austria - Media Landscape

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Overview

Austria is situated in the centre of Europe and is part of the German language area, with some small linguistic minorities (mainly Hungarian, Slovenian and Croatian) in the south and east of the country. Austria borders with Germany, Italy,

Switzerland, Liechtenstein, Slovenia, Hungary, the Czech Republic and the Slovak Republic. Austria's only metropolis is Vienna, with some 2 million people living in and around the capital. Large parts of central and western Austria are topographically characterised by mountains. Although there is some medium-sized industry around Vienna and the provincial towns of Linz and Graz, Austria's general economy is based on services.

The media landscape is characterized by two dominating groups: the public service broadcaster *ORF* on the one hand, being the uncontested market leader in television, radio and online; and the by far largest newspaper *Kronenzeitung*, reaching 31 percent of the Austrian population, on the other hand. Since fall 2016, the online edition *Krone.at* of this boulevard-style paid newspaper ranks second in the Austrian online ranking. Also, the wife of publisher and editor-in-chief of the *Kronenzeitung* is running the free-sheet *Heute*, successful in Austria, which ambitiously aspires to become the online leader in the years ahead.

Outside the capital Vienna, media ownership concentration has wiped out competition almost entirely in the daily newspaper business. While two provinces do not have any regional newspaper in addition to the regional edition of *Kronenzeitung*, the remaining provinces are controlled by just one publisher.

With regard to political affiliation, Austrian media are no longer the voice of any political party. Even *Kronenzeitung* and *Heute* are not clearly affiliated to any party. They rather sympathize with populist ideas and movements wherever they occur. Until the recent past, the owners had family ties with the (former) prime minister, but since his resignation in May 2016, these rather personal links are gone.

Journalism as a profession is well organized in Austria, with well-functioning structures for professional representation, journalism training and education. However, the enduring economic crisis of incumbent media companies has affected journalists as well, with few new jobs created, and numerous journalists joining public relation departments in the private sector or becoming self-employed freelancers.

The role of the state is rather important in the Austrian media landscape. Since the 1970s there is a legally implemented scheme of direct press subsidy for daily and weekly newspapers, currently distributing some €9m annually. In addition to this modest amount, however, another €200m are allocated every year by public institutions to media advertising. This money is spent by ministries, municipalities and state-run corporations for information or merely image campaigns, and is not controlled or directed in any way. As media companies profit unevenly, this has created public criticism of compromising editorial independence. Furthermore, the board of the public service broadcaster ORF is composed for more than one half of politically appointed members. Thereby, national and regional governments, political parties and other powerful institutions in the Austrian society still have a strong say in the governance of the ORF.

There is little counter-balance to incumbent media companies by civil society initiatives. Third-sector media exist both in analogue (television, radio, press) and internet-based digital formats (blogs, social media), but their influence on public deliberation is limited.

Media

Print

Austrian print media is characterised by a small number of daily newspapers, a small number of large newspapers and magazines, a strong orientation towards boulevard newspapers and a high degree of concentration of ownership.

Daily newspapers are highly popular in Austria. In the first half of 2016, more than 2.77m copies (up from 2.4m copies in 2009) were printed every day for a population of some 8.6 million people (2015). This increase is explained by the success of the two daily freesheets *Heute* (620,000 copies daily) and *Oesterreich* (499,000), which were launched in 2004 and 2006 respectively, and survived the shakeout of several other freesheets at the regional level. The market-leading newspaper, *Kronenzeitung*, prints some 850,000 copies daily (down from 1m in 2009), of which some 750,000 copies are sold (source: OEAK).

Among newspapers with a cover price – thus excluding freesheets – the *Kronenzeitung* accounted in 2015 for 46 percent of the whole newspaper market. The remaining 54 percent of the market is distributed among 11 daily newspapers across the country. This number includes all local and regional daily papers, some of which sell fewer than 10,000 copies daily.

The latest substantial additions to the Austrian daily newspaper market goes back ten years to the free-sheet *Heute* in 2004 and a newspaper called *Oesterreich* (the German word for Austria) in 2006. Closing downs of newspapers happened more recently: In 2016, the newspaper *Wirtschaftsblatt* (23,500 copies), the only special-interest daily newspaper in Austria, closed down for economic reasons, in 2014 two secondary regional dailies, *Salzburger Volkszeitung* and *Kärntner Tageszeitung* closed down for the same reason.

National press and Regional press need to be distinguished. The former consists of seven titles published in the capital Vienna, including the two freesheets. Four of the seven titles are tabloid-style papers, while the remaining three titles (*Presse*, *Standard*, *Wiener Zeitung*) compete within the quality newspaper segment. Over the years, the resulting competition has improved the quality of these papers significantly. To the contrary, the three popular newspapers (*Kronenzeitung*, *Heute*, *Oesterreich*) are involved in a race to the bottom, rather than for accuracy, trustworthiness or seeking the truth. One daily newspaper is located somewhere between these two groups (*Kurier*).

The coverage of economic developments which had improved considerably since 1995 when the economic daily *Wirtschaftsblatt* was launched, suffered a setback when this paper was closed down in 2016. Based on the concept of the Swedish *Dagens Industri* with the strong initial financial backing of the Swedish *Bonnier Group*, the Austrian publisher *Styria* ran the paper from 2006 to 2016.

The Regional press is characterised by strong regional newspapers, dominating up to 90 percent of the regional market. With the exception of two provinces, each province (Bundesland) is dominated by just one regional publisher, typically controlling one or two newspapers. These secondary papers sell less than 10,000 copies each and are hardly profitable. But they help consolidate the regional market and prevent competition.

The strong position of the regional publishers is challenged only by the regional editions of the *Kronenzeitung*, which competes fiercely with the traditional press in these regional markets. In eight (out of nine) provinces, the *Kronenzeitung* has either taken the lead or is as strong as the respective regional paper.

In the past, German investment capital played a major role in the Austrian newspaper landscape. Without temporary investments from *Axel Springer Verlag*, *WAZ* (today: *Funke*), *Sueddeutsche Zeitung* and *Bertelsmann* (*Gruner+Jahr*) several newspaper and magazine launches would not have happened in the 1980s and 1990s. Almost all of these German publishers have pulled out of Austria, with the notable exception of the publishing group *Funke*, still holding 50 percent each of *Kronenzeitung* and *Kurier*. *Gruner+Jahr*, formerly controlling the *News-Group*, sold its shares to the newly appointed

director general, *Horst Pirker*, in 2016.

This *News-Group*, named after its leading magazine *News* (115,000 copies per week in 2016), is almost entirely controlling the Austrian market for news magazines. It gained this control in 2000 after acquiring , among others, the competing news magazine *Profil* (67,000 copies per week in 2016). The acquisition established an unprecedented accumulation of media ownership, assembling practically all news magazines (*News, Profil, Trend*) and some 10 other magazines (among them *Woman, TV-media, E-media*) under the same entrepreneurial roof.

The daily press and television account for the largest shares of the advertising market in Austria (29 percent each). Based on calculations of the advertising tax statistics, the overall advertising market reached €2.15bn in 2015, virtually stagnant since 2006 (source: *mediareports* 2016). Online advertising is still small with a market share of some 7 percent (2015). This figure excludes advertising on Facebook and Google who do not disclose their figures for Austria.

Radio

Regarding national and regional radio, the ORF dominates the Austrian radio market. In 1993, parliament enacted the first – disputed – legislation to grant licenses to private commercial radio operators. It took another five years before the legal basis could be established. By April, 1998, most of the 53 licensed radio operators were on air. This put an end to the national public service monopoly in the radio sector. In 2001, a new law on regional radios removed some obstacles for media companies to own and operate radio channels. The initial intention was to restrict ownership of dominant newspaper publishers. However, their interest in this medium and their lobbying was strong enough to succeed in removing most of these ownership barriers.

Since 2001, media owners (newspapers, radio, television) are eligible to own 100 percent of a radio station as long as the reach of the radio does not overlap with the reach of its other media. In Vienna as well as in the Austrian provinces, publishers made use of these new rules and acquired shares in local and regional channels. One national terrestrial radio frequency was licensed and granted to *Krone Hit Radio*, operated by the *Kronenzeitung*. By 2016, some 75 private radio operators were granted licences.

On average, Austrians listen to radio programmes for 185 minutes every day (2016). In the first six months of 2016, 70 percent of radio listeners' time was dedicated to one of the radio channels of the ORF and 27 percent to one of the private radio stations. The market situation changes slowly. More than 25 years after the first private licenses were granted, the most popular ORF radio programme (*OE 3*) still had a larger market share (31 percent) than all private stations together (29 percent, in 2016).

Austria belongs to the group of European countries which are not bothered by digital radio. For more than two decades, switching from FM to DAB or DAB+ was not even debated. Only in May 2015 a first test was launched in greater Vienna and less than a dozen private stations started transmitting in the DAB+ standard. ORF decided not to participate with its programmes, thereby limiting the attractiveness of the programme ensemble. In February 2016, radio operators were invited to declare their interest in DAB+. First licenses were planned to be advertised early in 2017.

Television

In addition to its four radio channels, the ORF operates two generalist television channels and two special-interest channels, in line with its legal mission. Its headquarters are located in Vienna. In all other eight provinces the ORF runs a regional studio to produce content for radio and television.

In 2001, the Austrian parliament adopted a new law on private television in Austria together with a revision of the law governing the ORF. Since then, private operators are eligible for licenses at a national, regional and local level. In 2003, the only national terrestrial television frequency for private broadcasters was granted to *ATV*, a private broadcaster based in Vienna and controlled by several banks in Austria along with the German film trader Herbert Kloiber. A variety of small broadcasters were granted terrestrial and cable licences at the regional and local level. The largest among them is *Puls4* in Vienna, which was acquired by the German *ProSiebenSat.1* group in 2007. Two years later, in 2009, the Austrian owner of *Red Bull*, Dietrich Mateschitz, acquired a small regional television station in Salzburg and rebranded it as *ServusTV*, which is distributed in Austrian, Swiss and German cable networks.

These Austrian television channels compete with other German-language channels redistributed in Austria by the cable networks or via satellite. Foreign channels dominate the television viewing market. In 2015, some 59 percent of all television viewing was dedicated to foreign programmes. The market share of all ORF television programmes decreased from 54 percent in 2002 to 42 percent in 2008 and 33 percent in 2015. The private national channels are much smaller: *Puls4* reached a market share of 3 percent in 2015, *ATV* 2.7 percent and *ServusTV* 1,7 percent. The most popular foreign television channels were *ProSieben* and *RTL* (5 percent each), and *SAT.1* (4.6 percent), all from Germany.

The task of the digital switchover was officially launched by the Federal Law on Private Television (2001), which established the *Digital Platform Austria*, governed by the radio and television regulatory authority. This platform has elaborated a multiannual concept to manage the digital switchover. One strategic key element was the creation of a Fund for Digitalisation financed by parts of the revenue from radio and television licence fees .

This fund received €7.5m in 2004 and some €6.7m annually thereafter to support projects and research in digital television and radio. The establishment of the necessary technical infrastructure for terrestrial digital television (DVB-T) has progressed rapidly. In 2005, the technical operations were separated from the ORF's programme activities and relocated to a company named ORS (100 percent ORF-owned). The first ORS multiplex covered 91 percent of Austria with the DVB-T signal. Another multiplex is in place to cover urban areas and a third multiplex is designed for local areas. By the end of 2015, some 91 percent of all television households used digital receiving equipment.

Digital Media

Austria has a relatively high rate of PC ownership and Internet connection. By the first quarter of 2016, some 87 percent of all households were equipped with a computer, and 85 percent had internet access at home. Over the last years, there was no more growth which indicated that some 15 percent of the population remain without online communication.

Despite this high penetration of Internet at Austrian homes the use of digital media for information purposes remains low. According to the 2016 Reuters Digital News Report, more than 70 percent of Austrians use television as source of information, followed by printed newspapers (64 percent). Social media are ranked third (48 percent). Only about 40 percent of the population use websites or apps provided by traditional news media for information. There is some variation regarding age with social media being more popular among younger Austrians, but even among the 18- to 24-years-old population, television is as popular as social media regarding news (both 79 percent).

Many web services from traditional mass media companies can be found among the most frequently visited websites in Austria. The ORF, with its broad variety of Internet services, reached 9.1 million unique clients per month in the first half of 2016, up from 4.3 million unique clients in 2009. The online network of the daily newspaper *Österreich*, *Oe24.at*, reached 5.0 million unique clients. In third place was *DerStandard.at* with 4.6 million. A close runner-up is *krone.at* by *Kronenzeitung*, with 4.0 million unique clients (all data from OEWA). This listing shows that online media in Austria are fully controlled by

incumbent media. Startups or independent newcomers do not play any significant role in the online market.

Apart from these news websites, web portals like Ebay, MSN network and e-mail services like GMX and AON (Austria Telecom) are highly popular.

Social Networks

As in other countries, exact data on the use of social network sites (SNS) is scarce. There is no information about visits or unique clients for these services. Since 2014, the use of SNS has been documented in the *Digital News Report* by the *Reuters Institute*. In 2015, some 62 percent of the population used *Facebook*, 58 percent *YouTube* and 52 percent *WhatsApp*. *Instagram* was much less popular, only 11 percent used this photo-SNS “last week”. There are important differences regarding age, but not gender. More than 80 percent of Austrians in the age group of 18 to 24 years used *Facebook*, and 83 percent *YouTube*. *Twitter* was much less popular even in this age group (24 percent).

More than half of the 18 to 24 years old Austrians used *Facebook* as a source of news (55 percent), while this percentage is small for the entire population (36 percent). Among the younger age group, 30 percent confirmed that their main source of news is SNS, which is top rank in front of online media (19 percent) and television (16 percent). In the entire population, television is the main source of news for 30 percent of the population.

Opinion Makers

Digital based opinion makers in SNS and other platforms are only slowly gaining importance in Austria. During times of elections or other outstanding events, some of the blogs get more attention. Exact information about the success of blogs is difficult to obtain.

Basically, there are two different rankings which include a variety of factors taken into account. One is *Blogheim.at* which combines social media figures, page ranks by Alexa, the number of backlinks and other data. In their ranking, fashion and lifestyle blogs rank high, as well as regional blogs on events and local news. Just one blog on politics is within the top ten (*Neuwal.at*). Remarkably, a blog on fake news and cyber security ranks second in *Blogheim.at*

A second ranking is *PPolitometer.at* which concentrates on political blogs and ranks them according to their success in SNS like Facebook, Twitter and Google+. In this ranking individual politicians – most of them controversial or polarizing persons – appear within the top-ranked blogs, as well as the main opinion leading newspapers and news broadcasts.

Sources

Newspapers and online media

- [Heute](#)
- [Kleine Zeitung](#)
- [Kronenzeitung](#)
- [Kurier](#)
- [Österreich](#)
- [Presse](#)
- [Salzburger Nachrichten](#)
- [Standard](#)
- [Tiroler Tageszeitung](#)

- [Vorarlberger Nachrichten](#)
- [Wiener Zeitung](#)

Radio

- [ORF radio](#)
- [88.6](#)
- [Antenne Steiermark](#)
- [Kronehit](#)
- [Life Radio](#)
- [Lounge FM](#)
- [Radio Arabella](#)
- [Rock Antenne](#)

Television

- [ORF television channels](#)
- [ATV](#)
- [Puls4](#)
- [ServusTV](#)

Opinion makers

- [Politometer](#)
- [Blogheim](#)

Statistics

- [for data on the circulation of print media](#)
- [for data on the advertising market](#)
- [for radio, television and internet data](#)
- [for online media data](#)

Organisations

Trade Unions

Newspaper publishers are organised in the *Verband Österreichischer Zeitungen* (VÖZ). This association has played a key role in all media policy decisions since World War Two. It represents the collective will of a majority of newspaper publishers and is part of all formal and informal deliberations concerning press policy and press subsidies as well as radio and television legislation.

In 2003, private radio and television broadcasters united to establish the *Verband Österreichischer Privatsender* (VÖP). By 2016, some 25 private radio stations and 20 television stations were members. One single important issue for VÖP is the

debate about the definition of the public service remit of the ORF and – in conjunction – the question of whether the ORF makes lawful use of the licence fee revenues and whether the ORF exceeds its remit by its Internet activities.

Journalist Associations

Journalists are organized in their own union, *GPA-DJP* (private employees, print, journalists, paper), within the National Union Federation of Austria (*Österreichischer Gewerkschaftsbund*). The role of these organisations within the Austrian mass media landscape is relatively important; the federation participates in all relevant deliberations on media policy issues and negotiates collective agreements for all employees.

News Agencies

Most Austrian mass media publishers receive their international, national and economic news from the national news agency *Austria Presse Agentur* (APA). It was founded right after Second World War in 1946 as a cooperative of almost all Austrian newspapers. In 1959, the *Kronenzeitung* was founded but did not join the APA as a member. It never became a member. In 1963, however, the ORF, the second-largest mass media conglomerate in Austria, joined the APA. Within a few years it became the member paying the most important membership fee. APA was pioneering digitalisation in Austria being the first to introduce fully digital operations. Today, APA is not only serving its members but also a growing number of public and private clients.

Audience measurement organisations

In 1965 *Media Analyse* was founded by publishing houses and advertising agencies to measure the readership of the press the association. The main purpose was and is to measure the reach of newspapers (daily, weekly, monthly) in Austria. Some 15,000 interviews are conducted every year, using all methods like computer assisted, web assisted and face-to-face interviews.

Since 2005, the *Arbeitsgemeinschaft Teletest* (AGTT) is constantly measuring the use of television in Austria. All major Austrian television providers as well as advertising marketers are members of this company which runs a representative panel of 1,600 Austrian households comprising 3,200 people (2016). It delivers data on market shares and reach for all relevant television channels in Austria.

Market share and reach of radio is measured by *Radiotest*, operated by the Austrian subsidiary of the German market research company *GfK* and commissioned by the ORF, the Austrian radio advertising marketer *RMS* and *KroneHit*. Based on computer assisted interviews, *Radiotest* produces data on radio listening time, market shares and reach of national and regional radio stations.

The use of the Internet and of websites in Austria are measured by two organisations. The market research company *Integral* is conducting 4,000 representative telephone interviews about the Internet use of the Austrian population, complemented by up to another 1,500 online interviews every quarter. Its *Austrian Internet Monitor* (AIM) provides data on the development of internet usage. Furthermore, the use of Austrian websites carrying advertising is measured since 1998 by *Österreichische Webanalyse* (ÖWA) based on Internet traffic information. Each month, data about visits, page impressions and unique clients of each participating website are published. It is organised as an association with about 100 members from all sectors of economy.

Sources

- [Arbeitsgemeinschaft Teletest](#)
- [Austria Presse Agentur](#) (APA)
- [Austrian Internet Monitor](#) (AIM)
- [data on the advertising market](#)
- [Gewerkschaft der Privatangestellten, Druck, Journalismus, Papier](#) (GPA-DJP)
- [Media Analyse](#)
- [Österreichische Webanalyse](#)
- [Österreichische Auflagenkontrolle](#)
- [Radiotest](#)
- [Verband Österreichischer Privatsender](#) (VÖP)
- [Verband Österreichischer Zeitungen](#) (VÖZ)

Policies

Media legislation

Austria's media policy is characterised by strong regulation with few self-regulatory elements. The strong market player ORF, governed by its council, dominates radio and television. Despite a law restricting full time politicians to become members of the council, the ORF became strongly politicised after the new law was enacted in 2001.

Journalists frequently claim that the political influence of the government and attempts to streamline transmissions – in particular in the area of daily news broadcasts – is increasing. In 2005, a prominent ORF news anchor man publicly announced his frustration with direct interventions. In the following months some 80,000 Austrians signed a resolution called SOS ORF calling for more distance between political powers and the ORF.

In August 2016, the long-standing director general, Alexander Wrabetz, was elected for a third five-year office term. His candidacy was supported by the Social Democrats and representatives of the Green Party.

Media and politics are close relatives in Austria. One good example of this close relationship is the subsidy scheme for the press. Since 1974, the state provides all daily and weekly newspapers with annual, direct payments. Subsidies go to all daily papers on their request (smaller amount) and to a few papers considered especially important for the diversity of opinions (larger amount). The latest reform of the press subsidy law happened in 2003. Since then, subsidies are provided for the distribution of newspapers, for contributions to regional diversity and for the professional development of journalists (schools of journalism) and special projects. In 2016, about €9m were allocated to the press according to this subsidy scheme.

In addition to this rather limited amount of money, public institutions invest another €200m in terms of advertising in the press and other media outlets. A federal law of 2011 obliges all public institutions to report quarterly to the authorities the total amount as well as the beneficiary of all public money spent on advertising. These data are published and allow for constant analysis of “big spenders” and “big receivers”. *Heute*, *Kronenzeitung* and *Oesterreich* are among the latter, the municipality of Vienna among the former.

Another controversial media policy topic concerns the high degree of media ownership concentration in Austria. Although early legislation about private broadcasting contained elements to increase the number of media owners and restrict

dominant media organisations at the regional level, most of these barriers have been removed. The reality is that the largest newspaper *Kronenzeitung* also owns the only terrestrial national radio channel *KroneHit*. In almost all provinces the dominant newspaper publisher also owns the main radio channel and in some cases also the regional television channel. This cross-media concentration happened despite the fact that the cartel law in Austria requires its Cartel Court to check whether the merger or acquisition in question would endanger journalistic and media diversity.

Austrian cable networks must carry all national channels, including the two channels of the ORF, and relevant local and regional channels. Other than this general rule, cable operators are free to allocate their bandwidth to television, radio or other services. Some large cable networks offer “triple play services,” including radio and television as well as telephony and broadband Internet connection. In accordance with European law, all foreign channels can be received in Austria without restrictions.

Accountability systems

Violations of personal rights or a breach of the journalist's code of ethics are handled by the Press Council (*Presserat*). Its operation was suspended between 2002 and 2010 due to disputes among its members. Its verdicts are not legally binding and its decisions often require wrongdoing media to publish the decision. Not all Austrian newspapers are members of the Press Council and many do not obey to these self-regulatory rules. The most prominent absentees from membership in the Press Council are the largest daily newspapers *Kronenzeitung*, *Heute* and *Oesterreich*.

In 2008, the *PR Ethik Rat* was implemented by two trade organisation in the field of public relations. The self-regulatory council on PR ethics watches over violations of ethical codes and legal provisions. The council's members act on complaints by citizens and organization who assume to have observed or suffered from ethical wrongdoings by public relation practices, such as, for example, missing declaration of commercial messages as advertising in print or online publications. Decisions of the Council are published with no further legal consequences.

Regulatory authorities

Several authorities regulate electronic media, telecommunications and the press. The most important authority is the Austrian Communications Authority *KommAustria*, which was legally founded by the *KommAustria Act* (2001). Since 2010, *KommAustria* acts fully independently and is responsible for the allocation of frequencies and licences for private broadcasting as well as for the supervision of ORF and its subsidiaries. Moreover, it observes compliance with advertising rules by public and private broadcasters and administers the Austrian press subsidy scheme. The Federal Administrative Court is the court of appeal for any decision made by the *KommAustria*.

KommAustria is supported by the *Rundfunk- und Telekomm-Regulierungs GmbH* (RTR), which acts as its secretariat. RTR is responsible for the implementation of the press subsidy scheme, the Fund for Digitalisation and several other duties. It publishes a useful yearbook on the development of the media and telecommunication sector in Austria (in German).

Sources

- [KommAustria](#)
- [PR Ethik Rat](#)
- [Press Council](#)
- [RTR](#)

Education

Universities and schools

In Austria, communication studies are located at three universities (Klagenfurt, Salzburg and Vienna) and at several universities of applied sciences, scattered all over Austria. While the three universities focus on communication rather than journalism, some of the universities of applied sciences offer Bachelor courses in journalism and/or media management (Vienna), journalism and public relations (Graz) or marketing and communication management (Kufstein).

Furthermore, there are two professional organizations offering training for journalists. Founded in 1978, the *Kuratorium für Journalistenausbildung* (Center for Journalism Training) is the most prestigious journalism school in Austria. It operates with the support of the Austrian publishers' association *VÖZ* and the journalism union *GPA-djp*. Apart from basic courses in journalism, this center offers a wide choice of advanced topical courses for acting journalists. Its seminars and courses are often organized in collaboration with Swiss and German journalism schools. Many top journalists in Austria are alumni of this Center. It is headquartered in Salzburg and runs an office in Vienna.

Since 2011, the Vienna-based *Fjum* (*Forum Journalismus und Medien*) is also offering journalism training courses. Apart from topical courses such as science journalism, literary writing for journalists or storytelling workshops, *Fjum* also offers an English-language Master Degree programme in media innovation management, in cooperation with a university in Berlin. *Fjum* is financially supported by the municipality of Vienna.

Professional development

There is no general obligation for journalists to attend further education courses. Some media organizations, however, support (and pay for) such endeavors. Information about the development of journalism is not constantly available, but research had been undertaken in recent years for better understanding the profession of journalism (see Hummel, Kirchhoff, Prandner 2013). Data show that there are as many fully employed journalists as there are freelance journalists. More than half of all journalists have a university degree (women more often than men). Journalists normally work across different media, with online being the obvious addition to print, television and radio.

Sources

- [Institute of Journalism and Public Relations, Graz](#)
- [Marketing & Communication Management, Kufstein](#)
- [Institut für Journalismus & Medienmanagement, Wien](#)
- [University of Klagenfurt](#)
- [University of Salzburg](#)

- [University of Vienna](#)
- [Kuratorium für Journalistenausbildung](#)
- [Fjum Forum Journalismus und Medien](#)

Traditional forms of communication

Summary

Sources

Conclusions

Conclusion

In conclusion, two structural features characterise and determine the Austrian media and journalism landscape. On the one hand, the high degree of media ownership concentration does not allow for constructive competition to unfold. The latest major addition to the media field happened in 2006 when the newspaper *Oesterreich* was launched. Even in the online field with lower barriers to entry incumbent news corporation dominate the market. Private radio and television fully legalized in 2001 did not manage to challenge the market leading position of the public service broadcaster ORF in any meaningful way.

On the other hand, Austria is part of a much larger language area, and international developments shape the Austrian media landscape. While readership is still low for German newspapers and magazines, the majority of the television time is dedicated to German channels. As everywhere else, American controlled social media such as *Facebook* and *YouTube* are highly popular among younger people.

The rather slow alteration of media usage habits in Austria allows for a decent window of opportunities for national media corporations to adapt to the digital change. But the decision on when this window will close is out of the hands of national agency.

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