



Orientation: Where can one learn more about how the economy works?

Inflation is rising, stock prices are falling, and war and crises are worsening the economic situation. In this context, the result of the study by the Economic Competence for Europe e.V. board in Paderborn, as well as the European headquarters of the **EBC*L** in Vienna, although older, remains crucial: only 8% are said to have economic competence. Informing about economic matters is a core task of public-service media. Volker Obermayr, an award-winning economic journalist from ORF NEWS, explains:

"I find economics to be the most exciting thing there is because it accompanies us 24 hours a day, whether it be major events in the USA, China, Europe, or in our everyday lives when we see the electricity bill, when we go shopping, when we go to a restaurant, want to eat something, or drink a beer. Economics is as close to us as hardly any other topic, and that's what makes it so exciting and diverse. I was awarded the 'Milan Frühbauer Prize' for my reporting on the topic, and this recognition for very long work made me very happy. For this work, economic journalism, the following applies: We cannot solve problems. We can only try to explain why things are the way they are. And of course, we can also explain that there are solutions. [...] So that users hopefully

can form a better opinion about what fits them economically."



In the context of economic reporting, the independence and ethics of public-service journalism are also relevant. The [code of conduct](#) explicitly states: "All political and economic entanglements that might cast doubt on independence must be avoided. Therefore, strict attention must be paid to independence from (party-)political interests, economic interests, strict separation of program and advertising/marketing, and authenticity."

The ORF's [ethics code](#) also addresses issues of anti-corruption and compliance.

The independence not only from politics but also from the economy is all the more important, as public-service media are particularly challenged in times of economic crisis. Hilde van den Bulck from Drexel University Philadelphia ([ORF Public Value - Beitrag](#)): *"Times of geopolitical tensions and economic uncertainty pose increased demands on the information and knowledge infrastructures of societies. In such contexts, citizens are confronted with competing narratives about security, risk, responsibility, and belonging, often amplified and distorted by digital propaganda, coordinated misinformation, and strategically polarized communication, as recurring concerns about digital foreign interference in national affairs show. Public-service media are among the few institutions structurally designed to provide continuity, credibility, and orientation in such moments, not by enforcing consensus, but by maintaining shared concepts of understanding."*

Orientation as Public Value-Kategorie

The ORF's orientation performance is evidenced, among other things, through reports, documentaries, talk shows, and thematic focuses. The category is based, among other things, on the following passages from [ORF regulations](#):

ORF Code of Conduct

All political and economic entanglements that could raise doubts about independence must be avoided. Therefore, strict attention must be paid to: independence from (party-)political interests, economic interests, strict separation of programming and advertising/marketing, and authenticity.

ORF Quality Profile

The accuracy of text, audio, and video material is central, especially in the context of the debate on fake news, particularly in the area of online information. Quality features of information are clarity and focus on the essentials. Naming and linking sources for text, image, audio, and video make the website's information offering traceable. Selected links to reports in other media should also serve as orientation aids. The authorship of the contributions is differentiated. In the area of social media, target group-appropriate, but in any case, medium-appropriate addressing and design are particularly committed to adhering to public service quality guidelines.

ORF Mission Statement

ORF acts independently of political parties and other interest groups and is solely committed to its audience and society. It makes a contribution oriented towards the common good to pluralistic democracy and accompanies the change and development of society..

Figures & Data

Below you will find exemplary numbers documenting the fulfillment of the public service mandate and the associated media quality. (Figures & Data only available in german.) Further

information can be found in the [ORF's annual report](#) to the Federal Chancellor and regulatory authority, the [transparency report](#), the business and sustainability report, as well as the reports on equality ([ORF Public Value - DOCUMENTS](#)), the [action plan on accessibility](#), or the [ORF's annual and consolidated financial statements](#).

Exemplary Figures

TV Program Structure

ORF 1, ORF 2, ORF III, ORF Sport+

	Sendungen	Sekunden	%
Information	29.442	29.967.036	20%
Kultur	10.404	23.737.543	16%
Unterhaltung	33.812	56.151.353	38%
Sport	22.008	39.065.724	26%
Gesamt	95.666	148.921.656	100%

Orientierung im TV

"Das Gespräch" - Top 5

Inhalt	Sender	Datum	Tsd
Blau-Schwarze Zeitenwende?	ORF 2	12.01.	581
Ist Österreich unregierbar?	ORF 2	09.02.	493
Kompromissbereit?	ORF 2	16.02.	491
Bitte zahlen! Was kommt nach dem Sparpaket noch auf uns zu?	ORF 2	19.01.	453
Regieren mit der FPÖ: Gestern tabu, heute normal?	ORF 2	02.02.	416

"Runde der Chefredakteur:innen" - Top 3

Inhalt	Sender	Datum	Tsd
Was planen FPÖ und ÖVP?	ORF III	24.01.	81
Regierungsbildung	ORF III	28.01.	80
Das war 2025 – Die Bilanz	ORF III	17.12.	65

Nationalrat und Bundesrat - Liveübertragungen auf ORF III

220:40:36 Stunden live aus dem Nationalrat
24 Stunden live aus dem Bundesrat
2 Bundesrat-Enquete (Untersuchungsausschuss)
9.694 Sendeminuten
15.160:36:00 Sendeminuten 252:40:36 Sendestunden insgesamt

"Thema" - Top 5 | 133x ausgestrahlt (ORF 2 + 3sat)

Sendungsname	Sender	Datum	Tsd
Liebe / Boogie-Woogie / Wald	ORF 2	10.11.	579
Großglockner / Missbrauch / Tourismus	ORF 2	27.01.	558
Ehrenamt / Heirat / Kinderwunsch	ORF 2	28.07.	546
Freundschaft / Burnout / Mondlandung	ORF 2	04.08.	535
Chemsex	ORF 2	21.07.	531

"ECO" - Top 5 | 122x ausgestrahlt

Sendungsname	Sender	Datum	Tsd
Aufstieg, Pleite, Festnahme – der Fall Rene Benko	ORF 2	23.01.	574
Neue Weltordnung – Donald Trump und das Ende der Globalisierung	ORF 2	16.01.	420
Skifahren / Einbruch / Zolldrohungen	ORF 2	13.02.	407
Migration / KI / Kunstdünger	ORF 2	06.02.	399
Tesla / Grönland / Net-Zero	ORF 2	13.03.	398

"report" - Top 3 | 104x ausgestrahlt

Sendungsname	Sender	Datum	Tsd
Verhandlungen / Praprotnik / Klima	ORF 2	11.02.	518
Regierungsverhandlungen / Deutschland / Corona	ORF 2	25.02.	493
Burgenland / Trump / Karas	ORF 2	21.02.	465

Geburtstage

	Sender	Datum
5 Jahre Brexit	ORF 2 / ORF ON	22.01.
25 Jahre "Die Millionenshow"	ORF 2 / ORF ON	06.01
30 Jahre Österreich in der EU	ORF 2 / ORF ON	02.01.
30 Jahre „Am Schauplatz“	ORF 2 / ORF ON	06.03.
45 Jahre TELETEXT	Teletext.ORF.at / ORF 1 / ORF 2 / ORF SPORT+ / ORF III	21.01.
50 Jahre Fristenregelung – Straffreiheit bei Abtreibung	ORF 2 / ORF ON	08.01.
50. Geburtstag Daniel Kehlmann	Ö1	13.01
50 Jahre ZIB 2	ORF 2	03.02.
50 Jahre ORF in Bozen – 25 Jahre Südtirol heute	ORF Tirol	08.05.
60. Geburtstag Viktor Gernot	ORF 1 / ORF III / ORF ON	16.01.

70. Geburtstag Rainhard Fendrich	ORF 2 / ORF III	27.02.
70. Geburtstag Herbert Prohaska	ORF 1 / ORF ON	08.08.
70 Jahre Wiedereröffnung der Wiener Staatsoper	ORF 2 / ORF ON	05.11
70 Jahre „Zeit im Bild“	ORF 2	24.11.
75. Geburtstag Iris Berben	ORF 1 / ORF 2 / ORF III / ORF ON	11.08.
80. Geburtstag Heinz Marecek	ORF III	12.09.
80. Geburtstag Marianne Mendt	ORF 2 / ORF III / Ö1	29.09.
85. Geburtstag John Lennon	ORF III	03.10.
85. Geburtstag May Pang	ORF 2 / ORF ON	05.10.
90. Geburtstag Elvis Presley	ORF 2 / ORF III / Ö1 / ORF ON	08.01.
90. Geburtstag Kurt Schwertsik	ORF 2 / Ö1	25.06.
95. Geburtstag Mario Adorf	ORF 2	07.09.
95. Geburtstag Peter Weck	ORF 2 / ORF III / ORF ON	12.08.
100. Geburtstag Paul Newman	ORF 2 / ORF ON	26.01.
100. Geburtstag Pierre Boulez	ORF 2 / Ö1	26.03.
100. Geburtstag Hans Rosenthal	ORF 2 / ORF ON	07.04.
100. Geburtstag Ernst Jandl	Ö1	01.08.
100. Geburtstag Hildegard Knef	ORF 2 / Ö1 / ORF III	28.12.
130 Jahre österreichische Forschung in Ephesos	ORF 2 / ORF III	09.07.
150. Ausgabe von „Gute Nacht Österreich“	ORF 1 / ORF ON	14.11.
200. Geburtstag Johann Strauss Sohn	ORF 2 / ORF III / Ö1 / 3sat / ORF.at-Netzwerk	31.12.2024

In Memoriam

	Sender	Datum
Otto Schenk	ORF 1 / ORF 2 / ORF III / Ö1 / ORF ON	09. - 13-04.
Peter Rapp	ORF III	27.04.
Waltraud Haas	ORF 2 / ORF III / ORF ON	23.04.-01.05.

Claus Paymann	ORF III	19.-21.07.
Harald Serafin	Ö1 / ORF 2 / ORF III	15.-20.09.
Claudia Cardinale	ORF 2 / ORF ON	28.09.

#orientierung

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