



## Trust: How can I spot fake news?

**Only 44% of teenagers are confident they can recognize fake news.** This is shown by an international **PISA study**. ORF has responded: Since November 5th, they offer the "ZIB Magazin Media" every Wednesday to improve media literacy across all age groups. Additionally, a monthly podcast features interviews with experts on ORF Sound. For schools, there are digital lessons available on [bildung.ORF.at](http://bildung.ORF.at). The online workshops, provided in cooperation with "Digital Compass" and "Lie Detectors," are dedicated to various topics. Philipp Maschl from the "ZIB" team is significantly involved. He describes his motivation as follows: "Who likes being lied to? This is the question with which every classroom visit in the course of ORF's media literacy focus begins. So far, no one has ever raised their hand. *We want facts, not fakes - not even on our screens, where a flood of information overwhelms us every day. We can no longer process the data, impressions, and content. Our brain is not built for it. This is exploited by people who spread disinformation to their advantage. What sticks are negative reports and content that emotionalizes us. Our brain loves them because they stick much more often than positive reports. Media literacy explains these connections and makes the backgrounds tangible. With some basic tools, we can recognize false information - we can debunk them. This is exactly what our media literacy initiatives and programs are about. In our programs and workshops with our partners "Digital*

*Compass" and "Lie Detectors," we actively address this, develop these skills with school classes and teachers. We learn how to uncover lies. Because none of us wants to be lied to."*

Find the full interview with Philipp Maschl here:



Philipp Maschl works in the Newsroom of the ORF-Campus, a primary source for the approximately 130 news broadcasts per day on television and radio. With this largest national and regional news offering in the country, TELETEXT, the blue page, and information on ORF ON and SOUND, ORF fulfills the information mandate specified in numerous regulations; some excerpts in the following section.

### Trust as a Public Value category

Trust outlines ORF's performance in providing reliable, up-to-date information for all population groups and throughout Austria on politics, economics, culture, science, sports, and society. The category is based on passages from **ORF-Regulations**:

ORF-Law

§ 4. (6) Independence is not only the right of journalistic or program-designing employees but also their duty.

§ 32. (1) The Austrian Broadcasting Corporation and its subsidiaries must respect the independence and self-responsibility of all program-designing employees and the freedom of journalistic practice of all journalistic employees in carrying out all tasks assigned to them under this federal law.

## ORF Program Guidelines

Program elements of information broadcasts, including moderation, must contain factually based and concrete information; rumors and personal speculation are excluded. Only agencies that are reliably experienced may be used as main information sources without explicit citation.

## ORF Quality Profile

The information flood accompanying disruptive changes in the media market, societal irritations caused by fake news and false reports and the increasing technical possibilities of new software offerings ("AI"), whose consequences are still unforeseeable, indicate how important reliable, factually accurate, and trustworthy high-quality public service information is for individual citizens and society as a whole.

## ORF Mission Statement

ORF is aware of the trust placed in it by the Austrian population and makes a valuable contribution to public opinion diversity and communication quality, thus promoting tolerance, solidarity, and integration in society.

## Figures & Data

Below are exemplary numbers documenting the fulfillment of the public service mandate and the associated media quality. These primarily relate to information performance on television, radio, but also online and in TELETEXT. Julia Gessl is responsible for this medium. (Numbers & Data are

only available in german).

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

## Exemplary Figures

### Nachrichten in ORF 1 und ORF 2

In 2025, a total of **17.255 news broadcasts** were aired.  
This corresponds to **2.424 hours** of pure news experience.

Sendung	Anzahl	Stunden
"Zeit im Bild" ORF 2 + ORF 1	625	205
"Zeit im Bild" - Wetter ORF 2 + ORF 1	1.220	33
"Zeit im Bild 2" (inkl. ZIB 2 am Sonntag)	294	134
"Zeit im Bild" - Kurzsendungen	2.165	314
<b>Nachrichten auf ORF 1</b>	<b>1.739 insgesamt</b>	<b>117 Stunden insgesamt</b>
"ZIB Flash"	1.282	76 Stunden
"ZIB Zack Mini"	457	41 Stunden

Spezial- & Sondersendungen & "Runder Tisch"	75 insgesamt	73 Stunden insgesamt
Politik Inland / Regierungsbildung	29	36,4 Stunden
Außenpolitik / Naher Osten	5	7,5 Stunden
Papst Ableben / Neuwahl	8	7,1 Stunden
Amoklauf in Graz	13	6,5 Stunden
Außenpolitik / USA / DE	5	5,9 Stunden

Politik Inland	5	4,7 Stunden
Attentat Villach	4	3,1 Stunden
Reden des Bundespräsidenten	5	0,8 Stunden
Pressekonferenz Songcontest	1	0,7 Stunden
"Text aktuell" am Morgen	245	155
"Aktuell nach eins"	245	155
"Aktuell nach fünf"	354	115
Bundesland Heute (alle Bundesländer)	6.529	1.089
Bundesland Heute Vorschau / Kompakt	3.403	45
Südtirol Heute + Wetter + Kompakt	515	82

## ZIB 1 - Top 3 aus 2025 | 625 Sendungen

Thema	Datum	Zuseher:innen
Kickl / Ukraine / Magdeburg	06.01.	1.831.000
Rom / Krenn / Konklave	08.05.	1.647.000
Blau-Schwarz / Antisemitismus / Trump	07.01.	1.557.000

## ZIB Spezial - Top 3 aus 2025 | 64 Sendungen

Thema	Datum	Zuseher:innen
Aus für Koalitionsverhandlungen	04.01.	1.244.000
Papstwahl Habemus Papam	08.05.	1.132.000
Ende der Koalitionsverhandlungen	12.02.	851.000

## ZIB 2 - Top 3 aus 2025 | 293 Sendungen

Thema	Datum	Zuseher:innen
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Opernball / Zölle / Rave	27.02.	882.000
KTM / Benko / Merz	23.01.	769.000
Fristenlösung / Koalition / Iran	08.01.	754.000

## ZIB am Sonntag - Top 3 aus 2025 | 49 Sendungen

Thema	Datum	Zuseher:innen
Scholz / Hasenjagd / Gaza	09.02.	634.000
Gaza / Femizid / Terrorverdacht	14.12.	634.000
Doskozil / Nahost / Burgenland	19.01.	630.000

## ZIB Flash - Top 3 aus 2025 | 1.265 Sendungen

Thema	Datum	Zuseher:innen
Kickl / Ukraine / Todeasopfer	06.01.	1.168.000
Finalniederlage / Hongkong / Bombendrohungen	27.11.	821.000
Bundeskanzleramt / Innenpolitik / Damaskus	04.01.	699.000

## ZIB Magazin - Top 3 aus 2025 | 330 Sendungen

Thema	Datum	Zuseher:innen
Hybride aus China	06.01.	446.000
Private Krankenversicherung	28.01.	258.000
Überwachung am Arbeitsplatz	29.01.	248.000

## ZIB Zack Mini - Top 3 aus 2025 | 457 Sendungen

Thema	Datum	Zuseher:innen
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F: 237	02.01.	14.000
F: 247	30.12.	14.000
F: 42	03.03.	13.000

## Storys im ORF.at-Netzwerk

Laut Reichweitenstudie der ÖWA verzeichnete das ORF.at-Netzwerk im vierten Quartal 2025 pro Monat im Schnitt **5,356 Mio. Unique User**, damit haben rund **5,4 Mio. Nutzerinnen und Nutzer ab 14 Jahren** im Laufe eines Monats zumindest einmal eine der ORF.at-Websites oder -Apps aufgerufen. Umgelegt auf die österreichische Online-Bevölkerung ab 14 Jahren entspricht dies einer Monatsreichweite von **74,2 %**, prozentuiert auf die österreichische Gesamtbevölkerung ab 14 Jahren liegt die **Monatsreichweite bei 67,5 %**.

Im Rahmen der Überblicksberichterstattung wurden im Jahr 2025 von news.ORF.at insgesamt 16.586, von sport.ORF.at insgesamt 10.256 redaktionelle Textbeiträge veröffentlicht. Durch technische Maßnahmen wurde sichergestellt, dass zu jedem Zeitpunkt das vorgegebene Verhältnis von 30 Prozent Text- zu 70 Prozent audiovisuellen Beiträgen erfüllt ist. Hinzu kamen 2.002 Storys in Einfacher Sprache, die in einer eigenen, optional anwählbaren Rubrik präsentiert wurden.

Angebot	Anzahl der Beiträge
news.ORF.at	16.586
Storys in Einfacher Sprache	2.002
sport.ORF.at	10.256
Weitere Angebote	Anzahl der Beiträge
wetter.ORF.at	28.905
oesterreich.ORF.at + 9 Bundesländer-Sub-Sites	42.125
tv.ORF.at + Sendungs-Sub-Sites + Highlights	5.453
religion.ORF.at	3.474
help.ORF.at	231
oe.1.ORF.at	10.443

fm4.ORF.at	2.159
science.ORF.at	1.656
oe3.ORF.at	3.118
okidoki.ORF.at	1.994
volksgruppen.ORF.at	6.964

## ORF TELETEXT

ORF TELETEXT is used **weekly** by around **1.6 Mio. Leser:innen** genutzt. As of March 31, 2025, ORF TELETEXT has a **total of 1.531 pages**. Below is the number of updates in the current news section and sports from March 2025.

Seite	Anzahl der Updates
Schlagzeilen	1.631
Politik Österreich und EU	2.937
Politik International	2.941
Chronik	2.812
Wirtschaft	2.094
Leute	494
Wahlen und Einfache Sprache Specials	581
Bundesländer	5.940
Sport	25.434
Gesamt-Updates	44.900

## Information in den ORF-Radios

Sender	Minuten	% Wortanteil
Ö1	1746:26:00	34%
Ö3	467:58:00	30,5%

FM4	390:53:00	25%
Radio Burgenland	722:41:00	38%
Radio Kärnten	936:37:00	36,8%
Radio Niederösterreich	621:29:00	36,9%
Radio Oberösterreich	677:49:00	41,6%
Radio Salzburg	879:27:00	39,8%
Radio Steiermark	741:05:00	36,1%
Radio Tirol	650:47:00	36,3%
Radio Vorarlberg	633:32:00	34,3%
Radio Ö1 International	123:29:00	31,4%

## Ö3- Nachrichtensendungen

Nachrichten zur vollen Stunde	8.759
Nachrichten zur halben Stunde	2.167

#trust

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