

Grand Duchy of Luxembourg

ABOUT



CAPITAL:
LUXEMBOURG

**NEIGHBOURING
COUNTRIES:**
GERMANY
BELGIUM
FRANCE

AREA:
2,586 KM²

POPULATION:
511,800 INHABITANTS,
INCLUDING
221,300 FOREIGNERS

FORM OF GOVERNMENT:
CONSTITUTIONAL
MONARCHY

Grand Duchy of Luxembourg

ABOUT



the Media

A country straddling the border of the Latin and Germanic worlds; a tiny market of 500,000 inhabitants; a polyglot population, over 40% of which consists of relatively recent foreign immigrants; an open economy playing host each working day to over 155,000 cross-border commuters; all the above combined with easy access to the press as well as radio and television channels from neighbouring countries. The media landscape of the Grand Duchy of Luxembourg is unique in more ways than one.

Despite these many challenges, the national media supply reveals a true wealth of resources. What for a long time has been true for the written press has, since the 1980s, also become a reality for radio and television.

This diversity is due, at least in part, to a government policy in favour of the media, characterised in particular by the granting of subsidies under an aid system for the written press. For the audiovisual domain, however, it was not until the early 1990s that the monopoly established with radio's first steps in the 1930s collapsed.

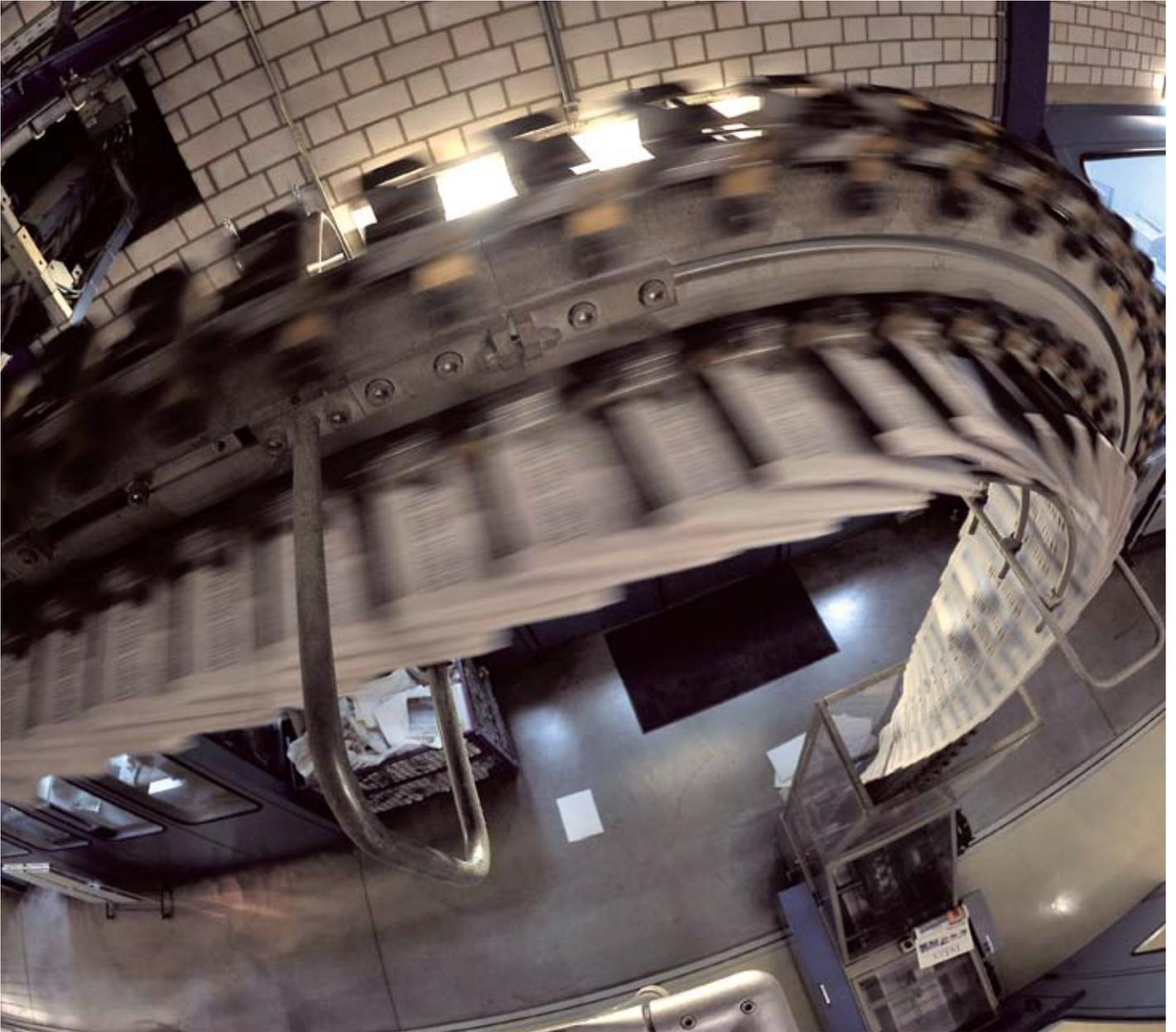
CAPITAL:
LUXEMBOURG

**NEIGHBOURING
COUNTRIES:**
GERMANY
BELGIUM
FRANCE

AREA:
2,586 KM²

POPULATION:
511,800 INHABITANTS,
INCLUDING
221,300 FOREIGNERS

FORM OF GOVERNMENT:
CONSTITUTIONAL
MONARCHY



© SIP/Nicolas Bouvy

The media

Luxembourgers are avid readers. More than two thirds regularly read one or several newspapers and 57% do so on a daily basis. These figures are comparable when it comes to magazines. More than 71% read magazines and 52% do so weekly. Admittedly, the choice of reading material is extensive. The country's main press distribution service, Valora Luxembourg SARL, supplies 6,000 newspapers, magazines and publications of all kinds from 23 countries. Over 120 daily newspapers are read in the Grand Duchy. Where the traditional press loses its readers, the Internet takes over: the digital press is read by 30% of those aged 25 to 34.

The consumption of audiovisual media is just as widespread. On average, television is watched for over two and a half hours daily. Radio reaches nine out of ten Luxembourg people, with three out of four listening to it on a daily basis.

The choice is just as wide in television. Since the late 1960s, Luxembourg has been one of the most cabled countries in Europe and the average household has access to 40, even 80 with the advent of digital television, different channels. On top of this there is the option of adding various pay-TV packages.

The fact remains, however, that when it comes to the written press as well as to radio and television, the national media are the most popular.

The daily press

Luxembourg boasts no fewer than five national paid daily newspapers, published in the morning and sold primarily via subscription. In recent years, these have been joined by a free daily newspaper.

The difference between the various paid titles on offer has less to do with each newspaper's areas of specialisation than – and this is somewhat unique – its political or ideological leanings. There is for instance neither an economic or financial paper nor a popular daily press or tabloid. One of the paid daily newspapers, however, is notable for its choice of language: it is published exclusively in French.

In their presentation, the various publications draw their inspiration mostly from the major daily newspapers of the neighbouring countries. Until recently, the front page was thus systematically reserved for international headlines, which also occupied the newspaper's first pages. Despite imitating newspapers such as *Frankfurter Allgemeine Zeitung* or *Le Monde*, Luxembourg's newspapers qualify on the whole as so-called "omnibus" dailies. They indeed address all social categories, providing information from international news to national politics, economic affairs and sport updates, including news in brief items, reports on local events, death notices, wedding and birth announcements.



© SIP/Charles Caratini

The competition on the market turns out to be less fierce than the number of publications might suggest. The daily Catholic newspaper *Luxemburger Wort*, founded in 1848 and thus one of the oldest newspapers in Europe, dominates the market with a daily distribution of around 69,000 copies in 2011 and a market penetration of 43.2%. Boasting the country's largest editorial press office, it is a very comprehensive daily newspaper characterised by a particularly sober style.

Tageblatt, a newspaper with a socialist leaning that was founded in 1913, has a daily distribution of around 18,000 copies and a market penetration of 13.3%, especially in the south of the country. The wording of its headlines is a touch more outspoken and it has more commentaries.

The liberal daily newspaper *Lëtzebuurger Journal*, founded in 1948, has a market penetration of 2.4%.

The smallest of the Luxembourg daily newspapers, the communist *Zeitung vum Lëtzebuurger Vollek*, has been published since 1946 and today is read by 0.7% of the population.

While the first three newspapers are published daily except on Sundays, the latter is distributed neither on a Sunday nor on a Monday. While they are all multilingual, these four traditional daily newspapers of the Grand Duchy have one thing in common: most of their articles are in German.

French-language daily newspapers and free press

The beginning of the third millennium, when the written press was said to be taking a back seat to the Internet, was actually characterised by the launch of an unprecedented number of new daily newspapers. During the autumn of 2001, two daily French-language newspapers were launched in direct competition and within three weeks of one another.

Only one remains in circulation in 2012. The year 2007 then saw the emergence of a free daily press with first two, then three free dailies being distributed every morning.

In 2001, the French-language paid newspaper *Le Quotidien* replaced the Luxembourg edition of the French regional daily newspaper *Le Républicain lorrain* after 40 years in business. One of its adopted features remains the extensive treatment of news in brief items. Its Sunday edition, a legacy from "Répu" days and the only Sunday newspaper in Luxembourg, was discontinued in 2002. With a daily print run of 7,000 copies, *Le Quotidien* was read by 6.2% of the population in 2011. Its direct competitor, *La Voix du Luxembourg*, ceased publication in the autumn of 2011, a decade after its launch.

Luxembourg publishers for a long time struggled to penetrate the market of Luxembourg's foreign residents, not to mention that of its more than 155,000 cross-border commuters. At the end of the day, the new paid French-language dailies did little to change the situation. Their readership has revealed itself to have a similar profile to that of the daily newspapers dominated by the German language. Large parts of the market thus remained impenetrable to the products of the traditional press.

The situation finally changed with the advent of the free daily newspapers. October 2007 saw the launch of the first *L'Essentiel*, a French-language paper published by a joint venture between Luxembourg publisher Editpress and Tamedia, publisher since 1999 of the free Swiss *20 Minuten*. At the end of November 2007, a second free daily newspaper was born with *Point 24*. The French-language edition was complemented in 2009 by a German-language and in 2011 by a Portuguese-language edition. Publication of the three editions of *Point 24* ceased at the end of 2012.



© SIP/Nicolas Bouvy



© SIP/Nicolas Bouvy

In 2011, *L'Essentiel* had a daily print run of 100,000 copies and was being read by 30% of the resident population, a figure to which must be added the cross-border commuters captured by the free newspaper. Resorting to popular press techniques more than the traditional newspapers, *L'Essentiel* is thus an undeniable success.

The weekly and periodical press

The weekly press consists, on the one hand, of weekly general-interest newspapers and, on the other hand, of family magazines fulfilling a particular requirement of the Luxembourg public: a weekly television guide attaching equal importance to both German-language and French-language channels.

The oldest weekly source of general information is called *D'Lëtzebuurger Land* (market penetration of 3.4%), a newspaper known for its analysis and commentary, founded in 1954 by backers from the economic arena. In a particularly partisan press landscape, the newspaper's main appeal consists in its political independence.

The weekly newspaper *Woxx* (market penetration of 1.1%), dealing in particular with political and society-related issues while devoting an entire supplement to the cultural diary, was launched in 1988 by players of the ecologic and alternative circles under the name of *Grénge Spoun*.

The satirical newspaper *De Feierkrop*, launched in 1993 after having been in circulation since 1984 as a weekly supplement to *Zeitung vum Lëtzebuurger Vollek*, is known for its irreverent style and has a market penetration of 8.5%.

In 1997, *Le Jeudi* was the first weekly newspaper to be published exclusively in French and is aimed primarily at a readership that has little interest in the Luxembourg daily newspapers. It is read by 7% of the population.

The first newspaper to target the country's large Portuguese community, *Contacto*, has been in circulation since 1970. The monthly-turned-weekly newspaper has a market penetration of 11.9%. Since 1999, *Contacto* has a competitor in the bi-monthly *Correio*, which reaches 2.5% of the population. Since February 2011, both newspapers have had to contend with the Portuguese edition of the free *Point 24*, which is distributed twice a week.

Luxembourg has for a long time been home to a weekly English-language newspaper servicing the country's resident Anglophone community. Launched in 1981, *Luxembourg News Digest* was replaced in 2003 by a magazine called *352*, after Luxembourg's international telephone code, which was published until June 2011. Since then, English-language news has migrated to the monthly *Delano*.

Founded in 1945, the illustrated family magazine *Revue* now also features *Télérevue*, a television guide insert. Since 1978, *Revue* has been rivalled by *Télécran*, which right from the start marketed itself as more of a television guide magazine, but complemented by topical articles. These two publications are the most sold weekly magazines in Luxembourg, with *Télécran's* 33,000 copies being read by 28.5% of the population, and *Revue's* almost 19,000 copies by 20.6%.

The abundance of national newspapers and magazines on offer is further enhanced by a broad range of monthly publications and other

MULTILINGUALISM IN THE MEDIA

Luxembourg's linguistic situation is characterised by the legal recognition and practice of three languages – *Lëtzebuergesch*, French and German – alongside other languages spoken by a multicultural population. In contrast to countries such as Belgium or Switzerland, however, the use of these three languages does not vary from one region to another. The population is in fact largely polyglot.

This particular feature is also reflected in Luxembourg's press. In the written press, except for the exclusively French-language publications, it is thus common to find, side by side and on one and the same page, articles in both German and French. Translations are not provided, it being assumed that the reader can understand both languages. The most used language in the written press, however, remains German, while articles in *Lëtzebuergesch* are the exception.

Multilingualism inevitably also influences the consumption of audiovisual media, with television in first place. Thanks to cable television, ever since the 1970s Luxembourg people have had the choice of more than ten public television channels as a result of receiving those from the three neighbouring countries. Today, more than 80 channels are available. The French channel TF1 is watched by 16% of the population on a daily basis. The German channels, however, remain by and large the most popular, led by ARD (15%), RTL Television (14.8%) and Pro 7 (13.2%). The Belgian channels attract fewer viewers with 3.1% of the population watching RTL-TVI and 2.6% tuning in to La Une (RTBF).



© SIP/Charles Caratini

specialised periodicals covering a wide variety of interests. In addition to commercial publications, periodicals published by organisations and associations can also record significant circulation figures. Of note among the monthly publications covering political and cultural subjects is the magazine *Forum*, launched in 1976 by progressive Christian circles and these days defining itself as an “authors’ magazine”. The monthly economic and financial publication *Paperjam* has been published since 2000 by publishing house Maison moderne. Distributed primarily through direct mailing, this magazine has a market penetration of 8.9% of the population.

The audiovisual media

As elsewhere in Europe, Luxembourg’s audiovisual landscape was for a long time characterised by a situation of monopoly. In contrast to that of neighbouring countries, however, this was not a public, but a private monopoly. This situation emerged at the end of the 1920s and lasted, at least from a legal point of view, until 1991, when a law authorised the liberalisation of the airwaves.

Radio

The first radio broadcasts were produced in Luxembourg in 1924. In 1930, French investors discovered the charms of Luxembourg and planned to build a transmitter from which to broadcast commercial radio programmes to France. The Compagnie luxembourgeoise de radiodiffusion, known today as RTL Group, was thus launched in 1931. From 1933 onwards, it was broadcasting programmes in French, German and English on long wave.

The first programmes in *Lëtzebuergesch* (the national language) were produced in 1951 and broadcast along with other programmes on medium wave. RTL Radio Lëtzebuerg was launched as a radio station in its own right on 19 September 1959, as a result of the development of existing programmes and broadcasts being transferred to the FM band of 92.5 MHz. Now broadcasting 24 hours a day, RTL’s general-interest programme, broadcast in *Lëtzebuergesch*, remains to this day the most popular radio station in the Grand Duchy with a daily average audience rating of 43%.

The monopoly of RTL on the Luxembourg market, guaranteed by exclusive concession agreements, lasted until 1991, when new legislation opened up frequencies to the competition. This was in fact a reaction to an already established situation. Pirate stations had been multiplying since the 1980s, some of them achieving real commercial success. The new legislation, however, reshuffled the cards.

It was not until 1993 that a public radio, the sociocultural Radio 100,7, saw the light of day in Luxembourg. Its diverse range of programmes incorporates elements of a radio driven by supply rather than demand and it is listened to by 4.8% of the population.

Eldoradio, DNR, Radio Ara and Radio Latina are officially network frequency stations, even if their ambitions are undeniably national. To cover the country’s entire territory, they have to broadcast over several FM frequencies. In particular music station Eldoradio (audience rating of 19.8%) but also DNR (audience rating of 9.6%) target an audience younger than that of RTL. Radio Ara defines itself as a “free and alternative radio station” and broadcasts programmes in a significant number



© RTL

of different languages. It does not, in contrast to the others, harbour any real commercial ambitions. Its programmes, often broadcast in conjunction with association circles, reach 1.8% of the population. Radio Latina addresses its primarily Portuguese-language programmes in particular to the Latin communities residing in Luxembourg. It reaches 4.4% of the population.

The 1991 legislation also saw the establishment of local non-commercial radio stations.

Television

Like radio, television was for a long time restricted to one broadcasting house, RTL, which produced its first programmes in 1955. For 20 years, *Lëtzebuergesch*-language television was limited to one or two hours of television broadcast on Sunday afternoons. Launched in 1969, the “Hei Elei, Kuck Elei” programme gave way in 1991 to a daily one-hour broadcast. This development took place following a governmental ruling, a decision that in practice translated into a public subsidy to the benefit of the broadcasting producers.

Nowadays, RTL Télé Lëtzebuerg produces a daily two-hour programme that is repeated at intervals throughout the evening and complemented during the day by tele-shopping programmes or else children’s programmes produced by other RTL Group subsidiaries. The flagship programme is a 30-minute news bulletin. Its special feature is that, during the repeats, it is accompanied by German or French subtitles. The French-language news is complemented by a “5 minutes” feature providing a summary of the news bulletin. The programme also includes broadcasts featuring information and entertainment reports as

well as television debates. The channel only rarely screens TV dramas, but regularly televises live national and international sporting events. Approximately 28.6% of the population tunes into the programme each day. A second channel, known as Den 2. RTL, has an audience rating of 2.9% and mostly runs repeats of the same programmes at staggered intervals.

Several other television projects have been launched in Luxembourg since the 1990s. Nordlicht TV proves that, even on a small territory, it is feasible to bank on a regional audience. It has been broadcasting a weekly one-hour programme dedicated to the north of Luxembourg since 1996 and reaches 5.2% of the population.

Uelzechtkanal is a programme aired by students from the Lycée des garçons of Esch-sur-Alzette. The one-hour monthly programme has been broadcast on cable networks since 1996 and has a weekly audience rating of 3.2%.

Dok, den oppene Kanal, watched by 0.5% of the population, is a broadcasting platform project launched in 2004. The objective is to allow independent producers as well as associations or other clubs to broadcast programmes for an affordable fee.

It must also be mentioned that since late 2001, the parliamentary debates of Luxembourg’s Parliament (Chamber of Deputies) are broadcast live (and subsequently repeated) on a channel created for this purpose. These transmissions, which are also translated into sign language, are supplemented by a weekly programme summarising the pertinent facts of the week’s parliamentary news. The market penetration of Chamber TV is 3.7%.



© RTL

The main media groups

The diversity of the media on offer in Luxembourg risks overshadowing the fact that the economic reality behind it is that of a duopoly on the side of the written press, and that of a dominance of one player, RTL Group, on the audiovisual side.

Thus Saint-Paul Luxembourg, which has its headquarters in the capital Luxembourg, is the publisher of the main daily newspaper *Luxemburger Wort* – and previously also of *La Voix* and *Point 24* – and several successful weekly magazines (*Télécran* and *Contacto*). The group is also the main operator of radio stations DNR and Radio Latina.

Editpress Luxembourg, located in Esch-sur-Alzette, pretty much mirrors the above. It publishes two daily newspapers, *Tageblatt* and *Le Quotidien* (in joint venture with *Le Républicain Lorrain*), the free *L'Essentiel* (in joint venture with Tamedia), the weekly *Le Jeudi*, the magazine *Revue* (80% stake), the bi-monthly Portuguese-language *Correio* and the free weekly *Lux-Post* (market penetration of 22%, published in joint venture with the Belgian group Rossel). The group also has a stake in Eldorado. Furthermore, in autumn 2011, the publisher of the *Lëtzebuurger Journal* transferred the liberal daily's commercial activities, including its advertising sales division, to Editpress, thereby acquiring 8% of the group's share capital.

The competition between the two groups is at least as strong on an ideological level as on a commercial one. The main shareholder of Saint-Paul Luxembourg, for instance, is the archdiocese of Luxembourg, and this in a country in which both the leading political party (CSV) and the second most important trade union (LCGB) define themselves as

Christian. The majority capital of Editpress Luxembourg is held by the country's leading trade union confederation (OGBL), which is generally believed to have socialist leanings and is close to the country's second most important political party (LSAP).

On a commercial level, the weight of Saint-Paul Luxembourg remains greater, with control over the country's leading paid daily newspaper and its leading paid weekly publication. Nevertheless, in recent years Editpress has been reaping the benefits of the incontestable success of *L'Essentiel*, Luxembourg's leading free daily newspaper.

RTL Group, the country's third significant player, with an annual turnover of more than 5 billion euro, undeniably plays in first division. Founded by French capital and for a long time controlled by Belgian and Canadian investors, today over 90% of RTL Group is owned by Bertelsmann, the German media giant. RTL operates Luxembourg's leading radio and television channels. The latter also have a mission of public service to fulfil, defined in detailed terms and conditions included in a concession agreement linking RTL with the Luxembourg State. The group furthermore has an indirect stake in Eldorado.

—

ONLINE MEDIA

The advent of the Internet has dramatically changed information seeking habits. In particular the wealth of information supplied free of charge has called into question the business models of many traditional media, while also providing opportunities for others. Luxembourg is no exception to this development.

The majority of Luxembourg's media outlets set up their own websites from the late 1990s onwards. Some merely provide information on the content of their latest edition. Others, like the RTL site (www.rtl.lu) or that of *L'Essentiel* (www.lessentiel.lu), showcase almost their entire traditional content on the Internet. Others still, such as the monthly business magazine *Paperjam* (www.paperjam.lu), use their websites and e-mail distribution lists to compete with media that observe a daily distribution rhythm. The Internet has thus introduced competition among almost all the media that not long ago used to focus on specific markets. The web is in particular a platform of direct confrontation between the press products and the audiovisual media.

The main sites providing news in real time are www.rtl.lu, www.wort.lu and www.lessentiel.lu. All three provide continuous updates throughout the day. www.rtl.lu provides transcripts in *Lëtzebuergesch* of all the national and international news broadcast in the spoken newscasts of RTL Radio Lëtzebuerg and RTL Télé Lëtzebuerg. A condensed version of the news in French is available via the RTL site. The offer is complemented by live or deferred coverage of the programmes. A streaming service is also provided by all the radio stations.

www.wort.lu comes in three versions: German, French and English. The content comes from its own editorial office as well as the printed version of *Luxemburger Wort*. On top of this, the site features news videos produced specifically for the site.

www.lessentiel.lu displays the entire content of the printed version of the daily newspaper *L'Essentiel* as and when articles are published. Since it is a free newspaper, the site profits from the absence of cannibalisation risks that a paid newspaper runs.

Other sites have the advantage of providing access to substantial archives. This is the case in particular for the site of the weekly *D'Lëtzebuenger Land* (www.land.lu, subject index), the monthly business magazine *Paperjam* (www.paperjam.lu, complete archives) and the monthly political information publication *Forum* (www.forum.lu, complete archives).

The main Luxembourg newspapers can also be accessed in electronic format. Digital versions of *Luxemburger Wort*, *Tageblatt*, *Le Quotidien* and *Le Jeudi* can all be downloaded for a fee from their respective sites. The electronic version of *L'Essentiel* is of course free of charge. Specific applications also exist for mobile communication devices, from mobile phones to computer tablets.

Legislative and regulatory context

1848 will forever go down as a landmark year in the history of Luxembourg's media. Nine years following the independence of Luxembourg, censorship was abolished and a new Constitution, inspired by the liberal Belgian model, declared freedom of the press. Four newspapers were founded the very same year, of which *Luxemburger Wort* is the only one still in circulation.

Despite amendments, the basic text of article 24 of the Luxembourg Constitution remains unchanged to this day: "Freedom of speech in all matters and freedom of the press are guaranteed, except the repression of offences committed in the exercise of these freedoms. – No censorship may ever be introduced." (unofficial translation)

Freedom of expression and of the press

The fundamental principle of freedom of the press was endorsed from 1869 by a law on the press and the offences committed via different means of publication. Despite being considered particularly restrictive and repressive, the legislation remained in force without any revision until 2004. In practice, however, it became almost impossible to enforce. As a result, trials involving the press gradually shifted from the criminal courts to the civil courts. The fact was that the existing case law struggled to implement the overly general articles regarding civil liability to the specific situation of the press and in particular to incorporate the case law of the European Court of Human Rights, as demonstrated by several condemnations pronounced against Luxembourg by Strasbourg.

The amended law of 8 June 2004 on the freedom of expression in the media finally provided the Luxembourg media, press and audiovisual sector with a modern and appropriate legal framework. New elements include in particular the protection of journalistic sources. The law also regulates the protection of privacy, the relationship between journalists and publishers, as well as the responsibility of journalists and the right of reply.

Self-regulation of the media

In addition to the legislation regarding the freedom of expression, Luxembourg has opted for a regime of self-regulation of the media. Following the example of numerous other European countries, the Grand Duchy thus established a Conseil de presse (Press Council) composed of journalists and publishers. Both groups also have their own respective associations.

Conseil de presse

The creation of the Conseil de presse (Press Council) in 1979 was directly related to the recognition and protection of the professional title of journalist. As a joint body composed of journalists and publishers, the primary mission of the Conseil de presse is the issuing and revoking of press passes. Its members are appointed by grand-ducal decree on the proposal of the respective professional circles.

In 2004, the missions of the Conseil de presse were broadened to include self-regulation of the media sector. A code of conduct was thus established, outlining the rights and duties of both journalists and publishers. A Commission des plaintes (Complaints Commission), chaired by a jurist, who is not a member of the Conseil de presse, was also created. It is responsible for handling and reviewing complaints from private individuals about the editorial content published in the written press or broadcast in the audiovisual media.

The Conseil de presse could henceforth be consulted by the government to advise on issues relating to the freedom of expression in the media. Similarly, it can issue recommendations and guidelines concerning the work of journalists and publishers. Its role in the continuing education of journalists has also taken on an increased importance.



© Bizart

Associations of journalists and publishers

The Association luxembourgeoise des journalistes (ALJ) (Luxembourg Association of Journalists) was founded in 1925. Until the creation of the Conseil de presse, it was the ALJ's responsibility to allocate press passes, which were then issued by the Service information et presse du gouvernement (Information and Press Service of the Government). In recent decades, the country's journalist associations have drawn attention to themselves in particular due to their tendency to split. This led to the foundation in 1977 of the Union des journalistes Luxembourg (Journalists' Union Luxembourg). An additional split of the ALJ in 2004 led to the creation of the Syndicat des journalistes – Luxembourg (Journalists' Trade Union – Luxembourg). All three associations continue to co-exist.

The main association of publishers is the Association luxembourgeoise des éditeurs de journaux (Luxembourg Association of Newspapers' Publishers), which represents the country's four main publishing houses.

Press aid

To ensure a certain diversity of the press in spite of a restricted market, new legislation introduced a public aid scheme for the press in 1976. The scheme was further specified in 1998 by a law on the promotion of the written press.

Press subsidies consist of a basic amount, identical for all newspapers, and of a proportional amount, calculated on the basis of the number of pages published. These subsidies are substantial. The main daily papers, which are at the same time the bigger ones, are allocated an amount exceeding one million euro a year. The smaller publications, however, are those for which press subsidies represent the most important part of their revenue. The global budget for press subsidies exceeds seven million euro.

The eligibility criteria for press subsidies are manifold. They apply only to daily and weekly general-interest newspapers that are published in Luxembourg. They must be distributed nationwide and feature primarily the country's languages, i.e. *Lëtzebuergesch*, French and German. Free publications are excluded. Eligible bodies must employ an editorial team of at least five full-time professional journalists.

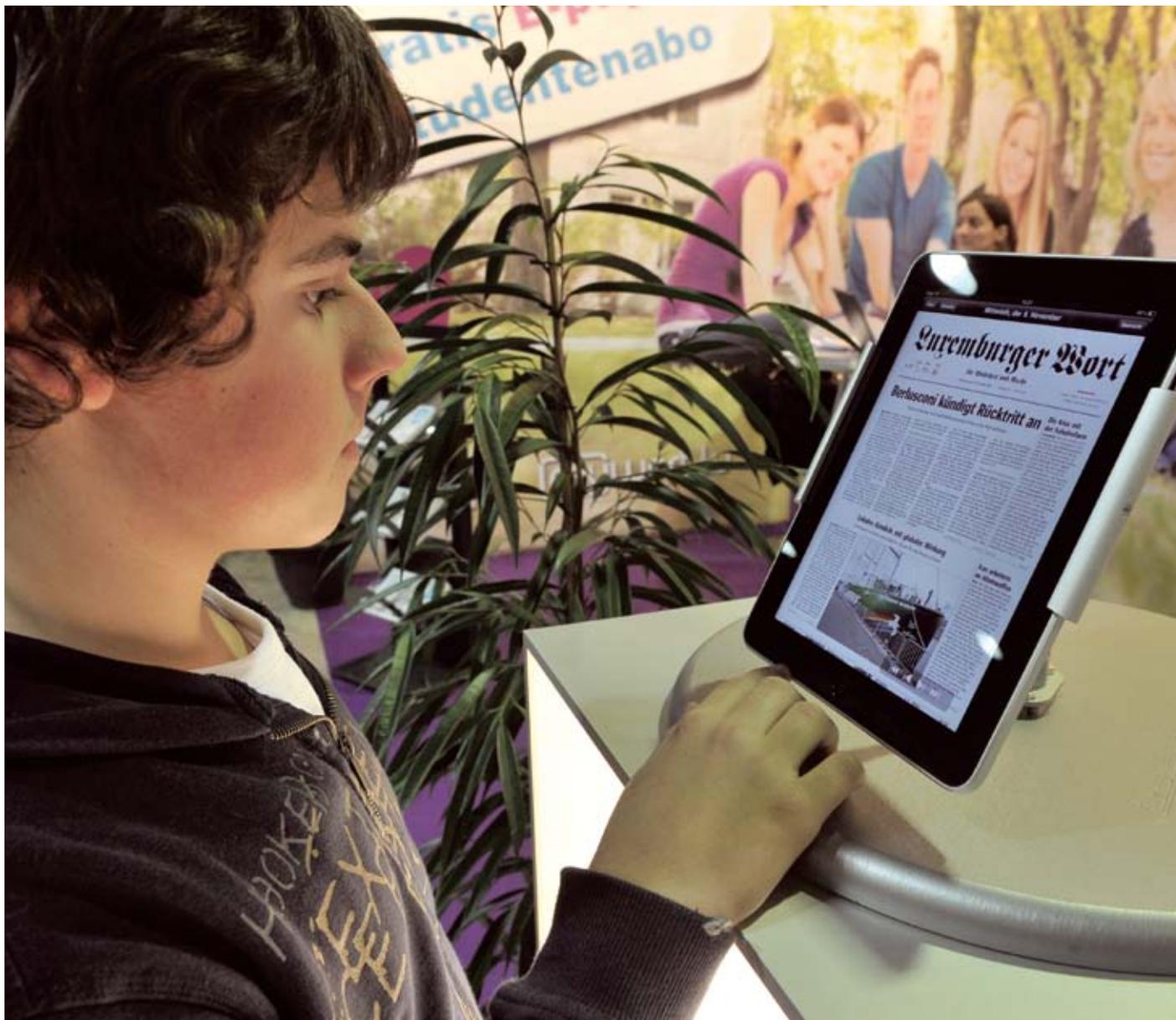
The allocation of press subsidies is managed by a commission instituted by the law on the promotion of the written press. Ten publications benefit from subsidies: the five daily newspapers, three weekly newspapers and two weekly magazines. The press also enjoys preferential VAT and postal rates.

The demise of *La Voix du Luxembourg* in 2011 was the first time a newspaper benefiting from press subsidies was discontinued since press aid was first introduced in 1976.

Audiovisual media legislation

It was not until 1991 that Luxembourg created a law regulating electronic media. The new legislation was a reaction to the development of an already existing situation and in particular to the emergence of pirate radio stations, and included the transposition of the first European "television without borders" directive adopted two years earlier.

The most significant impact of the new law was felt on the radiophonic landscape. The de facto monopoly of RTL on Luxembourg's airwaves was abolished after more than 60 years, and new national, regional and local radio stations were given the green light. The new legislation, however, also had an impact on television, as well as on broadcasting via technical means other than Hertzian waves, such as cable and satellite broadcasting.



© SIP/Nicolas Bouvy



© RTL

With the opening up of the audiovisual media sector, the conditions for its monitoring were also specified with the creation of the Commission indépendante de la radiodiffusion (Independent Radio Broadcasting Commission), the Conseil national des programmes (National Programming Council) and the Commission consultative des médias (Advisory Media Commission).

This system can seem like an exaggeration for a small country. Luxembourg, however, has a long tradition of broadcasting radio programmes and, more recently, television programmes, which are destined for other markets. The Grand Duchy is thus home to a significant number of programmes, other than just the ones in *Lëtzebuergesch*, that benefit from a broadcasting licence and are aimed at other European countries. In addition, one of the world's largest satellite operators, SES, which operates notably the Astra satellite, has had its headquarters in Luxembourg ever since its creation in the early 1980s.

Commission indépendante de la radiodiffusion

The primary mission of the Commission indépendante de la radiodiffusion (Independent Radio Broadcasting Commission), which is chaired by a magistrate, consists in the issuing and revoking of broadcasting licences of radio transmitting networks and local radio stations. It also advises the government on the authorisation of other programmes, radio broadcast or not, and this includes in particular television channels.

Conseil national des programmes

Once programmes have been licensed, the Conseil national des programmes (National Programming Council) is responsible for monitoring their content. It consists of a maximum of 25 members, who represent civil society as well as political parties, trade unions and denominations.

Commission consultative des médias

The Commission consultative des médias (Advisory Media Commission) consists of key representatives from the media sector in Luxembourg. It acts in an advisory capacity to the minister responsible for media, handling matters of media policy.

Service des médias et des communications

The 1991 media law also enabled an already existing situation to be legally formalised with the creation of the Service des médias et des communications (Media and Communications Service) within the Ministry of State.

Under the authority of the Ministry of State and therefore the presidency of the government, the Service des médias et des communications handles matters of media policy, as well as matters relating to telecommunications policy.

In this context, two other institutions must be mentioned, whose role in the Luxembourg media landscape should not be underestimated: the Bibliothèque nationale (National Library) and the Centre national audiovisuel (CNA) (National Audiovisual Centre). Thanks to a legal deposit system, the Bibliothèque nationale practises a systematic archiving of all press items published in Luxembourg. Furthermore, an agreement concluded between the Ministry of Culture and RTL entrusts the CNA with the entire film, video and sound archives of the Luxembourg television channel.

Conclusion

Luxembourg's media landscape is characterised by great dynamism, as well as numerous unique features.

The economic constraints linked to the small size of the market constitute a determining key factor. While there may be many editorial offices, these are often disadvantaged by their small size. Journalists are mostly generalists with very little opportunity to specialise. In the absence of a national press agency, editorial offices spend their time covering mainly the same events as their competitors.

Another unique feature of the Luxembourg press is its partisan character. The main publications are all known to be close to a political movement. *Zeitung vom Lëtzebuurger Vollek* is even owned by the communist party KPL. While the partisan tone is gradually becoming less obvious in the editorial content, it nonetheless is not completely incontestable. This closeness to a party, however, has often proved to be incompatible with more commercial objectives. Upon launching its new concept in 2012, the liberal daily *Lëtzebuurger Journal* explicitly announced its desire to distance itself from its partisan image. It should also be noted that Luxembourg has never known the phenomenon of media groups owned by family capital or controlled by industrial capital.

Luxembourg's press is not immune to the widespread phenomenon of a decline in readership. Thanks to the high number of subscriptions, however, this drop in readership is more gradual. Nevertheless, the fact remains that, confronted with changing habits, the Internet and free newspapers, the majority of paid newspapers and magazines are seeing a decline in readership year after year. On the face of it, however, local newspapers appear to be successfully defending themselves against the competition from neighbouring countries. Nonetheless, this statement applies only to general-interest publications. When it comes to special-interest publications, in particular magazines, the Luxembourg public generally turns to the foreign press.

The situation of the Luxembourg media once again confirms that readers, listeners and viewers alike are first and foremost interested in what is close to home. For the press in the Grand Duchy, this is a guarantee of survival, notwithstanding the presence just across its borders of media groups playing in a completely different economic league. While it protects the Luxembourg media, this situation at the same time inhibits its expansion.

Main press titles

	YEAR OF CREATION	DOMINANT LANGUAGES	INTERNET SITE
PAID DAILY NEWSPAPERS			
– Luxemburger Wort	1848	German, French*	www.wort.lu
– Tageblatt	1913	German, French*	www.tageblatt.lu
– Le Quotidien	2001	French	www.lequotidien.lu
– Lëtzebuenger Journal	1948	German, French*	www.journal.lu
– Zeitung vum Lëtzebuenger Vollek	1946	German*	www.zlv.lu
FREE DAILY NEWSPAPER			
– L'Essentiel	2007	French	www.lessentiel.lu
PAID WEEKLY PUBLICATIONS			
– Télécran	1978	German	www.telecran.lu
– Revue	1945	German	www.revue.lu
– Contacto	1970	Portuguese	www.jornal-contacto.lu
– De Feierkrop	1993	German, French*	www.feierkrop.lu
– Le Jeudi	1997	French	www.lejeudi.lu
– D'Lëtzebuenger Land	1954	German, French*	www.land.lu
– Woxx	1988	German, French*	www.woxx.lu
FREE WEEKLY PUBLICATION			
– Lux-Post	1968	German, French	www.lux-post.lu
BI-MONTHLY PUBLICATION			
– Correio	1999	Portuguese	www.correio.lu
MONTHLY PUBLICATIONS			
– Paperjam	2000	French*	www.paperjam.lu
– Delano	2011	English	www.delano.lu
– Forum	1976	German, French*	www.forum.lu

* The majority of articles are published in the language indicated, but some may be written in a different language within the same issue.

Main audiovisual players

	YEAR OF CREATION	DOMINANT LANGUAGES	INTERNET SITE
RADIO			
– RTL Radio Lëtzebuerg	1959	Lëtzebuergesch	www.rtl.lu
– Eldoradio	1992	Lëtzebuergesch	www.eldo.lu
– DNR	1992	Lëtzebuergesch	www.dnr.lu
– Radio 100,7	1993	Lëtzebuergesch	www.100komma7.lu
– Radio Latina	1992	Portuguese*	www.radiolatina.lu
– Radio Ara	1992	English*	www.radioara.lu
TELEVISION			
– RTL Télé Lëtzebuerg	1955	Lëtzebuergesch	www.rtl.lu
– Den 2ten RTL	2004	Lëtzebuergesch	www.rtl.lu
– Nordlicht TV	1997	Lëtzebuergesch	www.nordlicht.lu
– Uelzechtkanal	1996	Lëtzebuergesch	www.uelzechtkanal.lu
– Dok	2004	Lëtzebuergesch	www.dok.lu
– Chamber TV	2001	Lëtzebuergesch	www.chd.lu

* The majority of programmes are broadcast in the language indicated, but some may also be broadcast in other languages.

Bibliography and sources

- Centre d'information sur les médias, Authentification des tirages et diffusions de la presse, 2011 figures, Brussels (www.cim.be).
- *Débat d'orientation sur le bilan de la loi du 27 juillet 1991 sur les médias électroniques*, Rapport de la commission des Media et des Communications, Chambre des députés (document parlementaire n° 4850), Luxembourg, June 2002.
- *D'Lëtzebuerger Land*, "Médias" folder on www.land.lu
- *Étude TNS ILRES Plurimedia Luxembourg 2010/2011*, Luxembourg, July 2011.
- HELLINGHAUSEN, Georges, *150 Jahre Luxemburger Wort, Selbstverständnis und Identität einer Zeitung, 1973-1998*, Éditions Saint-Paul, Luxembourg, 1998.
- HILGERT, Romain, *Les journaux au Luxembourg 1704-2004*, Service information et presse, Luxembourg, 2004.
- "La presse quotidienne gratuite au Luxembourg. Vers un renouveau générationnel et populaire de la presse ?", *Les Cahiers du CEPS/Instead*, no. 2012-01, CEPS/Instead, Luxembourg, March 2012.
- "Les pratiques culturelles et médiatiques au Luxembourg", *Les Cahiers du CEPS/Instead*, no. 2011-16, CEPS/Instead, Luxembourg, December 2011.
- SCHEFFEN, Jean-Louis, "Das Fernsehen von nebenan, Die Entstehung von Télé-Luxembourg", in *Lëtzebuerger Almanach vum Joerhonnert 1900-1999*, Éditions Guy Binsfeld, Luxembourg, 1999.
- SIWECK, Jean-Lou, "RTL Télé Lëtzebuerg, Comme une grande", in *Explorator, City Guide 2004 Luxembourg*, MKE, Luxembourg, 2004.
- STATEC, statistics portal of the Grand Duchy of Luxembourg: www.statistiques.public.lu

Publisher
Information and Press Service
of the Luxembourg Government,
Publishing Department

Translator
Claire Weyland

Layout
lola

Printing
Imprimerie exe

ISBN 978-2-87999-229-7

January 2013



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Service information et presse

33, bd Roosevelt
L-2450 Luxembourg
Tel.: (+352) 247-82181
Fax: (+352) 47 02 85
edition@sip.etat.lu
www.gouvernement.lu
www.luxembourg.lu