



## Programme

### Presentation of the Yearbook Quality of the Media 2025

More and more people in Switzerland are hardly consuming any news – in 2025, the proportion of the so-called news-deprived exceeds 46 percent. What does this mean for society and democracy, and what are the consequences for media companies, especially in the age of AI chatbots?

The Yearbook Quality of the Media 2025 provides answers and offers further analyses on the sources of AI chatbots, the use of AI in journalism, and on the development of the quality, use and financing of Swiss media.

**Date** Monday, 27 October 2025

**Location** Small Auditorium of the UZH, Rämistrasse 59 (Room RAA-G-01), 8001 Zurich, with  
livestream

**Time** 10:15 a.m. to approx. 12:00 p.m.

**Schedule** 10:15 a.m.: Welcome

Maude Rivière, Kurt Imhof Foundation for Media Quality/fög

10:20 a.m.: Presentation of the main findings

Dr Daniel Vogler, Head of Research and Deputy Director

Dr Linards Udris, Deputy Head of Research

11:00 a.m.: Panel discussion on the topic **No news, no problem? News deprivation and its consequences** with:

- **Prof. Dr. Mark Eisenegger**, Director fög / University of Zurich
- **Pia Guggenbühl**, Director Swiss Media Publishers Association (VSM)
- **Simon Jacoby**, Editor-in-chief Tsüri
- **Camille Lothe**, Political editor and host of the Podcast 'Nebelspalterinnen'

Moderator: Rafael von Matt

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