Supporting media pluralism and journalism in the digital era

the European Commission approach

Suzanne Vanderzande
11 October 2019 - Thessaloniki
Article 11 The freedom and pluralism of the media shall be respected.
Member States retain significant responsibility for regulating their media landscapes

→ Commission’s approach:
1) Proposing legislation
2) Financing projects
3) Facilitating action
Proposing legislation: the EU legal framework

- The revised **AVMSD**:  
  → requires Member States to establish independence of regulators  
  → enhances transparency of media ownership  
  → supports media literacy

- The **Copyright** Directive

- The **Whistleblower** Protection Directive
AVMSD: Reinforcing the Independence of audiovisual regulators

Member States to ensure that national regulators’ independence:

• Legally distinct and functionally independent from the government and of any other public or private body.
• No instructions from any other body.
• Exercise their powers impartially and transparently.
• Competences and powers clearly defined in law.
• Adequate resources and enforcement powers
• Transparent procedures for dismissal of heads or members

European Regulators Group for Audiovisual Media Services (ERGA) established as a body directly in the Directive

Transposition: 21 months – by September 2020
Financing projects:

→ The Commission finances projects providing support to journalists, monitoring violations to media freedom, analysing trends, conduct awareness raising campaigns.

→ Monitoring media pluralism
The European Centre for Press and Media Freedom (ECPMF)
with OBCT, SEEMO, Ossigeno, Index, IPI
MappingMediaFreedom.org

Mapping Media Freedom identifies limitations, threats and violations faced by media workers in 43 countries.

Report

DATA SOURCES

Web

LANGUAGE
New Projects: Calls for Proposals launched in 2019 (I)

Calls for proposals
Pilot projects

- Exchange of media rising stars
- Internship opportunities for minority language media
- Media councils in the digital age

21 February - 17 April 2019
Total amount: 2.2 Million Euro

#EUMediaCalls
New Projects: Calls for Proposals launched in 2019 (II)

Media Freedom and Investigative Journalism (EUR 4,125 Mio)

- A Rapid reaction mechanism
- Funding cross-border investigative journalism
- Supporting training, collaborative journalism, exchange of practices, ethical standards, events...
The Media Pluralism Monitor in the Digital Era (MPM)
MPM approach - broad notion of pluralism

- Basic protection
- Market plurality
- Political independence
- Social inclusiveness
Traffic light system:
High
Medium
Low

Risk-based approach
## Areas and Indicators

<table>
<thead>
<tr>
<th>BASIC PROTECTION</th>
<th>MARKET PLURALITY</th>
<th>POLITICAL INDEPENDENCE</th>
<th>SOCIAL INCLUSIVENESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protection of freedom of expression</td>
<td>Transparency of media ownership</td>
<td>Political independence of media</td>
<td>Access to media for minorities</td>
</tr>
<tr>
<td>Protection of right to information</td>
<td>Media ownership concentration (horizontal)</td>
<td>Editorial autonomy</td>
<td>Access to media for local/ regional communities and for community media</td>
</tr>
<tr>
<td>Journalistic profession, standards and protection</td>
<td>Cross-media concentration of ownership and competition enforcement</td>
<td>Media and democratic electoral process</td>
<td>Access to media for people with disabilities</td>
</tr>
<tr>
<td>Independence and effectiveness of the media authority</td>
<td>Commercial &amp; owner influence over editorial content</td>
<td>State regulation of resources and support to media sector</td>
<td>Access to media for women</td>
</tr>
<tr>
<td>Universal reach of traditional media and access to the Internet</td>
<td>Media viability</td>
<td>Independence of PSM governance and funding</td>
<td>Media literacy</td>
</tr>
</tbody>
</table>

[http://cmpf.eui.eu](http://cmpf.eui.eu)
Journalistic Profession and Standards of Protection

Risk: Low 🟢 Medium 🟠 High 🔴
Promote media literacy to allow citizens to develop a critical understanding of the media.

- New legal obligation for MS to promote Media literacy (Art. 33a AVMSD - COM to develop guidelines)
- Coordination of MS efforts, including role of ERGA
- EU Media Literacy week 2019
- Further actions to promote ML
The next MFF (2021 – 2027)

- Measures to support media and journalism

=> CREATIVE EUROPE PROGRAMME
-> CROSS SECTORAL STRAND
Proposal for a Regulation establishing the Creative Europe Programme (2021 to 2027) (May 2018)
A New Push for European Democracy
Stay tuned!


@MediaEU