MONITORING MEDIA PLURALISM AND DIVERSITY OF CONTENT

EPRA

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Monitoring Media Pluralism – an exercise in futility?

Marie McGonagle marie.mcgonagle@nuigalway.ie

MONITORING MEDIA PLURALISM



Who's monitoring us?

Watch this space!







HOW CAN WE MONITOR THEM?



- An array of tools needed:
- Legislation
- Regulation
- Data
- Input from sector



THE EVOLUTION OF MONITORING

- **2007 Council of Europe**, Recommendation 2007(2) on media pluralism and diversity of media content
- 2007 EUROPEAN COMMISSION STAFF WORKING DOCUMENT: Media pluralism in the Member States of the European Union:
- 2008 UNESCO: Media Development Indicators: A framework for assessing media development
- 2009 Council of Europe Report: 'Methodology for monitoring media concentration and media content diversity'
- 2009 Media Pluralism Monitor (MPM)
- 2011 High level Group on Media Freedom and Pluralism (HLG) appointed

PROGRESS TOWARDS A WORKABLE MODEL

- 2012-3: OSCE, Reuters Institute report, Ofcom, EBU, ...
- Report of the High level Group
- Parliamentary Assembly of the Council of Europe, Motion for a resolution on "Increasing transparency of media ownership"
- CMPF, EUI report
- Mediadem
- European Parliament Resolution
- European Citizens Initiative; EPRA; Council of the EU;
- 2014 EU MPM pilot project
- 2014 first group of EU Regulatory Authorities in the field of Audiovisual Media established
- PMP re-designing and testing the MPM ongoing pilot

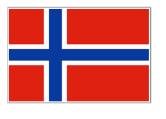
NATIONAL INITIATIVES



OFCOM



DUTCH MEDIA MONITOR



NORWEGIAN METHOD OF CONTENT ANALYSIS



CATALAN CONTENT MODEL



GERMAN KEK REPORT

GENERAL PRINCIPLES, PRACTICALITIES AND EMERGING WISDOM

- Accountability
- Transparency
- Access
- Extent and scope of monitoring
- Policies on new media education and internet literacy
- Practicalities

CONCLUSIONS

LIMITATIONS

- Useful base-line information, including comparative data, pinpointing potential risk areas BUT WHAT NEXT?
- The measures that can be taken ex post facto when a deficit or problem area is flagged are limited
- Other tools are needed ranging from legal and regulatory mechanisms to policy strategies, benchmarking, provision of guidelines, drafting of codes, stimulating, incentivising, dialogue.

Process

- is as important as the mechanisms and methodologies.
- cannot easily keep apace unless it gets to the heart of the problems and is designed to accommodate any significant new 'media' gaining a significant foothold in the market.
- Need to avoid multi-issue monitoring becoming disproportionate to the objective and benefits derived

POSITIVE ACTION

Positive, enabling roles that governments and policy-makers can play

Support for high quality content

Investment in infrastructure, access, navigational tools, media literacy

An engaged citizenry is what participatory democracy is all about.