

# MONITORING MEDIA PLURALISM AND DIVERSITY OF CONTENT

EPRA

15 May 2015

**Monitoring Media Pluralism – an  
exercise in futility?**

Marie McGonagle

[marie.mcgonagle@nuigalway.ie](mailto: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



REUTERS  
INSTITUTE for the  
STUDY of  
JOURNALISM

# 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.**