Monitoring Media Pluralism – an exercise in futility?

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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.