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The Media Pluralism Monitor Pilot Project (MPM2015)



Plenary Session 2: Current initiatives aiming to monitor the level of pluralism in the media

Bern, 15th May 2015
41st EPRA meeting





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Pilot test implementation 2013-2014



MPM2014: starting point and simplification

- The starting point: the 2009 Independent Study on Indicators for Media Pluralism in the Member States – Towards a Risk-Based Approach (MPM2009)
- In 2014, under a project co-financed by the EU (EP pilot-project) the CMPF developed a streamlined version of the Media Pluralism Monitor (MPM2014)
- The goal of the simplification was to preserve the multidisciplinary character of the MPM2009 inventory of risk indicators, but to improve the applicability of the tool, to streamline the data collection procedures, and to enhance the tool usability as a research and policy instrument.



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MPM2014: starting point and simplification

- Narrowing the scope of application of the Monitor: the MPM2014 focuses on the indicators that fall under (or that can be referred to) the general definition of “news and current affairs”.
- Clustering the indicators according to more general principles (Applicability): due to the shared risk domain and the overall similarity of a number of indicators, they were clustered, where appropriate, in order to achieve a higher level of usability;
- Simplifying the procedures for data collection (Applicability, Measurability of indicators): this principle is applied in order to assure the applicability of the measurements within the time and budget constraints of the project, as well as to streamline the data collection and make it easier for further elaboration and scrutiny.
- Universality (Cross-country validity): this principle is applied on each indicator, in order to analyse the validity of each indicator in the respective countries as an actual measurement of risk for pluralism.



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MPM2014: starting point and simplification

- From 166 to 34 indicators (6 risks)
- Clear instructions, definitions and thresholds
- Online data collection platform
- Verification by Panel of experts
- Pilot test on 9 EU countries
- Results: <http://monitor.cmpf.eui.eu/>



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The new features of MPM2015

- 19 countries
- 20 macro-indicators
- 4 risks
- Country data/application of coefficients
- More S-type questions
- Revision of some of the internet indicators
- Clearer instructions and user-guide
- Enhancement of the online platform
- Enhancement of the verification by Panel of experts
- Management of no data/not applicable options



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MPM2015- Country Teams

Country	Institution	Key person
Austria	Institute for Comparative Media and Communication Studies (CMC)	Joseph Seethaler
Croatia	Institute for Development and International Relations (IRMO)	Paško Bilić
Cyprus	University of Nicosia	Christophoros Christophorou / Tao Papaioannou
Czech republic	Charles University	Vaclav Stetka
Finland	University of Jyväskylä	Epp Lauk/ Heikki Kuutti
Germany	Hans Bredow Institut	Wolfgang Schulz/Hermann Schroeder
Ireland	Dublin City University	Roddy Flynn
Latvia	Riga Stradins University	Anda Rozukalne
Lithuania	Vytautas Magnus University	Aukse Balcytiene
Luxembourg	University of Luxembourg	Raphael Kies
Malta	CMPF	CMPF
Netherlands	University of Antwerp	Miriam van de Burg
Poland	University of Krakow	Beata Klimkiewicz
Portugal	Universidade Nova de Lisboa	Francisco Rui Nunes Cádima
Romania	Median Research Centre&CEU	Marina Popescu
Slovakia	School of Communication and Media	Andrej Skolkay
Slovenia	University of Ljubljana	Marko Milosavljević
Spain	Univ Castilla - La Mancha	Juan Luis Manfredi Sanchez/Susana de la Sierra
Sweden	University of Gothenburg	Mathias A. Färdigh



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20 macro-indicators for 4 risks

Basic	B1	Protection of freedom of expression
Basic	B2	Protection of right to information
Basic	B3	Legal recognition of media pluralism
Basic	B4	Journalistic profession, standards and protection
Basic	B5	Independence and effectiveness of national regulatory authority
Inclusiveness	I1	Access to media of different social and cultural groups, and local communities
Inclusiveness	I2	Availability of media platforms for community media
Inclusiveness	I3	Access to media for the physically challenged people
Inclusiveness	I4	Centralisation of the media system
Inclusiveness	I5	Universal coverage of the PSM and the Internet
Inclusiveness	I6	Media literacy



20 macro-indicators for 4 risks

Ownership	O1	Transparency in media ownership
Ownership	O2	Concentration in media ownership
Ownership	O3	Concentration of cross-media ownership
Political	P1	Political bias in the media
Political	P2	Politicisation of control over media outlets
Political	P3	Politicisation of control over media distribution networks
Political	P4	State advertising
Political	P5	Independence of PSM governance and funding
Political	P6	Independence of news agencies



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Country data

GDP (per capita euro):	<input type="text"/>	(Integer)
Population:	<input type="text"/>	(Integer)
Area (km2):	<input type="text"/>	(Integer)
Boundaries (Km):	<input type="text"/>	(Integer)
<input type="button" value="Update"/>		

Minorities

Definition: a group numerically inferior to the rest of the population of a State, in a non-dominant position, whose members - being nationals of the State - possess ethnic, religious or linguistic characteristics differing from those of the rest of the population and show, if only implicitly, a sense of solidarity, directed towards preserving their culture, traditions, religion or language. Please, consider minorities over 1% of the population.

Language diversity

Please list the main regional or minority languages (max 10) and the percentage of population that speaks that language.

Name - %

Geographic complexity

Please, describe the terrain: % mountains and % plains. Suggested source: CIA, The World Factbook <https://www.cia.gov/library/publications/the-world-factbook/index.html>

Characteristic - %

Media Platforms Use

Please, define at least the % for daily usage of TV (tv set), TV (via internet), Internet, newspapers, radio. Suggested source: http://ec.europa.eu/public_opinion/archives/eb/eb82/eb82_media_fr.pdf

Name - %



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More S-type questions

Legal
protection of
freedom of
expression

B1.10.1 S

Are these legal remedies effective?

This variable aims to assess the effectiveness of legal remedies against violations of freedom of expression. Unless legal remedies are effective and adequately enforced, regulatory safeguards on freedom of expression may be useless.

National case law and case law of the European Court on Human Rights.

Academic writing on the issue and reports by NGOs working on related issues.

Low risk:
Effective, the system works ☐ Not Applicable ☐
No Data ☐

Medium risk:
The system works with
occasional delays or limitations
to access ☐

High risk:
Legal remedies are not effective
☐

Comment:



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Revision of some internet indicator

- The focus of the MPM2014 was on the assessment on how national internet infrastructures are able to facilitate bottom-up forms of information processes;
- Aim of MPM2015: to assess the pluralistic dimension of digital environments.



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Clearer instructions and user-guide

- on the indicators
- on each question
- on the method of measurement
- on suggested sources
- updated glossary



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Online platform



MPM
Welcome Italy (Italy)
[Edit Profile](#)

- [Questionnaires](#)
- [Glossary](#)
- [F.A.Q.](#)
- [Panel of Experts](#)
- [Experts Team](#)
- [Country Team](#)
- [Country Data](#)
- [Report a Bug](#)
- [Logout](#)

Indicators - 1 to 20 of 20

Domain	Code	Name	Country	Answers	Date	Export
Basic	B1	Protection of freedom of expression	Italy	1/12		Export Insert
Basic	B2	Protection of right to information	Italy	1/5		Export Insert
Basic	B3	Legal recognition of media pluralism	Italy	0/2		Export Insert
Basic	B4	Journalistic profession, standards and protection	Italy	1/12		Export Insert
Basic	B5	Independence and effectiveness of national authority	Italy	0/37		Export Insert
Inclusiveness	I5	Universal coverage of the PSM and the Internet	Italy	2/7		Export Insert
Inclusiveness	I4	Centralisation of the media system	Italy	0/8		Export Insert
Inclusiveness	I1	Access to media of different social and cultural groups, and local communities	Italy	0/13		Export Insert
Inclusiveness	I2	Availability of media platforms for community media	Italy	2/13		Export Insert
Inclusiveness	I3	Access to media for the physically challenged people	Italy	2/2		Export Insert
Inclusiveness	I6	Media literacy	Italy	0/1		Export Insert
Ownership	O2	Concentration in media ownership	Italy	0/29		Export Insert
Ownership	O3	Concentration of cross-media ownership	Italy	0/9		Export Insert
Ownership	O1	Transparency in media ownership	Italy	0/5		Export Insert
Political	P1	Political bias in the media	Italy	0/24		Export Insert
Political	P5	Independence of PSM governance and funding	Italy	0/11		Export Insert
Political	P2	Politicisation of control over media outlets	Italy	0/28		Export Insert
Political	P3	Politicisation of control over media distribution networks	Italy	0/3		Export Insert
Political	P4	State advertising	Italy	0/5		Export Insert
Political	P6	Independence of news agencies and news aggregators	Italy	0/3		Export Insert
				9/229		

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Online platform

- User-friendly tool
- Record keeping, transparency and data comparison
- Scrutiny and interactivity of the work process
- Database
- Automatic scoring
- Standardized procedure to cope with lack of data



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Panel of experts

For some S-questions

- 2 Academic/NGO researchers in social/political/cultural issues related to the media;
- 1 Academic/NGO researcher in media law and/or economics;
- 1 Representative of media regulators;
- 1 Representative of a journalists' organisation;
- 1 Representative of a publishers' organisation;
- 1 Representative of a broadcasters' organisation.



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Panel of experts – working method

- Recruiting a Panel of experts before the work starts
- Same Panel of experts for all indicators
- The Team leader presents the scoring of the indicators to the Panel of experts and asks for confirmation of the accurateness of the evaluation.
- The feedback of each member of the Panel of experts (i.e. agreement with the accurateness or the suggestions for change of the scoring) need to be documented. Suggestions for changes need to include explanation and/or justification
- Suggestions coming from the Panel of Experts should be analysed, discussed with CMPF and potentially the score should be changed accordingly



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Expected results

- Testing of the methodology and final version of the MPM
- Assessment of the risks for media pluralism in 19 EU Countries
- Comparative analysis
- Collection of data
- Open database





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Potential contribution of the MPM to EU/country media policies

The tool should be implemented on a regular basis

It could be used as an early warning system

It provides best practice examples for regulatory/policy adjustments

It provides standards for media freedom and pluralism that can be useful:

- in the Enlargement process
- for non-EU countries
- for the establishment of common (best?) practices
- for the democratic debate



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All comments & further inputs are welcome

Thank you !
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