



The Media Pluralism Monitor Pilot Project (MPM2015)

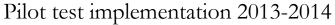


Plenary Session 2: Current initiatives aiming to monitor the level of pluralism in the media

Bern, 15th May 2015 41st EPRA meeting









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

http://imstrument.



Pilot test implementation 2013-2014

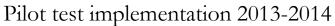


MPM2014: starting point and simplification

- 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/





Pilot test implementation 2015

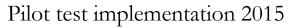
The new features of MPM2015

- 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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Media Pluralism Monitor





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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Media Pluralism Monitor

Pilot test implementation 2015



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	12	Availability of media platforms for community media
Inclusiveness	13	Access to media for the physically challenged people
Inclusiveness	14	Centralisation of the media system
Inclusiveness	15	Universal coverage of the PSM and the Internet
Inclusiveness	16	Media literacy

http://cmpf.eui.eu





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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GDP (per capita euro):

Population:

Area (km2):

Boundaries (Km):

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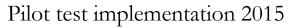
(Integer)

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Media Pluralism Monitor



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

% Add Media

Name



Country data

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 % (Add Language)
	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 Charateristic - % (Add Zone)
	Media Platforms Use

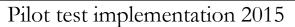


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Media Pluralism Monitor





More S-type questions

Legal protection of	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	National case law and case law of the European Court on Human Rights.
freedom of expression			Low risk: Effective, the system works	Not Applicable No Data	freedom of expression may be useless.	Academic writing on the issue and reports by NGOs working on related issues.
			The system works with occasional delays or limitations to access	-	-	
		Legal	High risk: Legal remedies are not effective			
			Comment:			



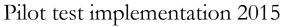




Revision of some internet indicator

- 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.







Clearer instructions and user-guide

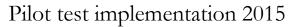
- on the indicators
- on each question
- on the method of measurement
- on suggested sources
- updated glossary



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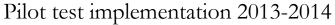
Online platform





<u>Domain</u> ▲	<u>Code</u>	Name	Country	Answers	<u>Date</u>	Export	
None \$							Filter
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	В3	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	15	Universal coverage of the PSM and the Internet	Italy	2/7		Export	Insert
Inclusiveness	14	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	12	Availability of media platforms for community media	Italy	2/13		Export	Insert
Inclusiveness	13	Access to media for the physically challenged people	Italy	2/2		Export	Insert
Inclusiveness	16	Media literacy	Italy	0/1		Export	Insert
Ownership	O2	Concentration in media ownership	Italy	0/29		Export	Insert
Ownership	О3	Concentration of cross-media ownership	Italy	0/9		Export	Insert
Ownership	01	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			
		First	Previous Next Last				







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



Media Pluralism Monitor Pilot test implementation 2015



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.



Media Pluralism Monitor Pilot test implementation 2015



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



Pilot test implementation 2015



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





Pilot test implementation 2015



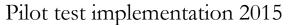
Potential contribution of the MPM to EU/country media policies

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







All comments & further inputs are welcome

Thank you! elda.brogi@eui.eu