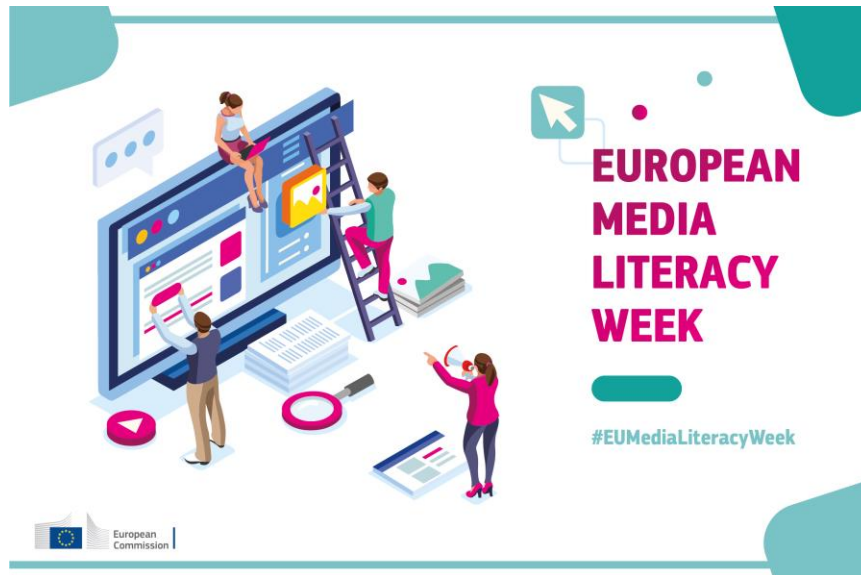




EUROPEAN MEDIA LITERACY WEEK



First European Media Literacy Week



Over 320 events on national level

Meeting with Online Platforms

ERGA Workshop

High-level conference

Meeting with Member States/Experts

18 March - 22 March 2019



What is "Media Literacy"? - Legal Obligations

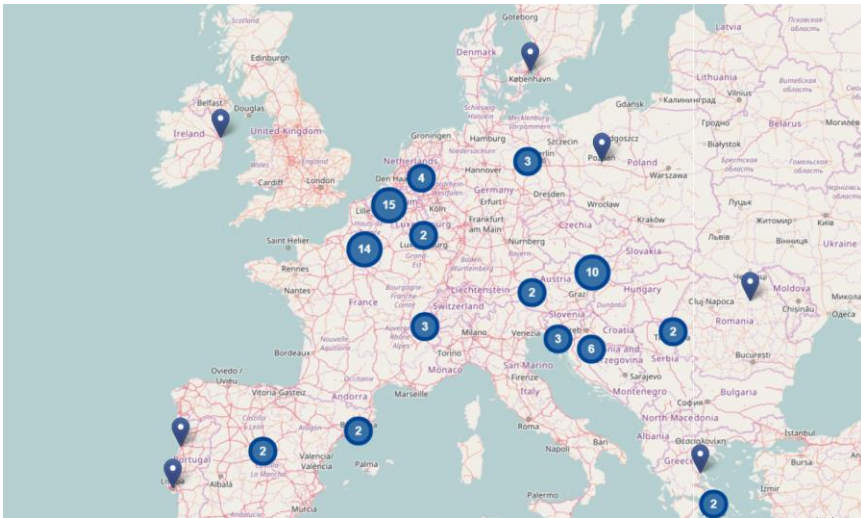
Recital 59 – Revised Audiovisual Media Services Directive AVMSD

‘**Media literacy**’ refers to skills, knowledge and understanding that allow citizens to use media effectively and safely. In order to enable citizens to access information and to use, critically assess and create media content responsibly and safely, citizens need to possess advanced media literacy skills.

Media literacy should not be limited to learning about tools and technologies, but should aim to equip citizens with the **critical thinking skills** required to exercise judgment, analyse complex realities and recognise the difference between opinion and fact. It is therefore necessary that both media service providers and video-sharing platforms providers, in cooperation with all relevant stakeholders, promote the development of media literacy in all sections of society, **for citizens of all ages, and for all media** and that progress in that regard is followed closely.



Promoting Media Literacy on a local level



- Highlighting different existing initiatives at regional and national level
- More than 320 events taking place all over Europe

<https://ec.europa.eu/futurium/en/european-media-literacy-events/events>



Key take-aways

- Media, public authorities and regulators should work together to promote media literacy
 - Media literacy should be part of school curricula
 - Reaching out to older users is an increasingly recognised challenge
 - Self-regulation and trusted media labels would contribute to a trusted and diverse media environment.
- all actors of the media ecosystem have an important role to play

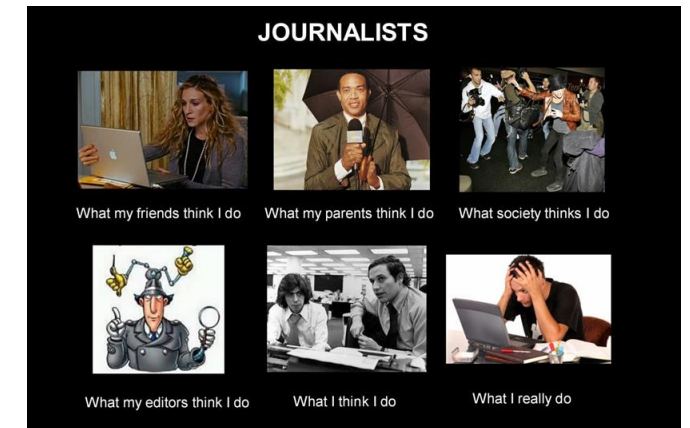
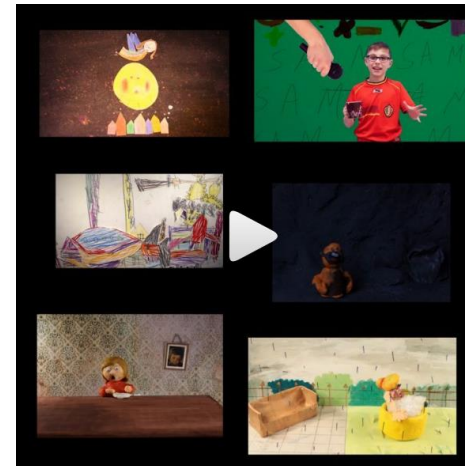




Media Literacy Awards



- **Media Mistakes (FI)** most European potential
- **Media Mashup (BE)** as the most innovative project
- **HTML Heroes (IE)** as the most educative





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Thank you for your attention!

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Audiovisual & Media Services Policy

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