

## EPRA Plenary 2:

# Media plurality in the age of algorithms

Spring session: New challenges to monitor pluralism and diversity

### EPRA Podcast trailer



This short note introduces the speakers on the first EPRA podcast published on 9 July 2020. **Mari Velsand**, EPRA Vice Chairperson and Director General of the Norwegian Media Authority, will be talking to **Olaf Steenfadt**, **Eleonora Mazzoli** and **Elda Brogi** about media plurality in the age of algorithms. This podcast replaces the planned panel discussion for Plenary 2 at the 51<sup>st</sup> EPRA meeting in Antwerp.

Our podcast will consider questions like:

- What challenges do new media consumption patterns present for media plurality policy?
- Who are the various stakeholders in media plurality policy and how can they help improve the quality of news being served to people online?
- Have the changes to the editorial and curational processes had a positive or negative effect on media plurality? How might the role of the editor change to adapt to the new online landscape?
- What indicators should be used in kitemarking initiatives? How can these be developed without risking media freedom?
- What new indicators might be necessary for measuring media plurality in the new media landscape? And what methodological obstacles and opportunities for measurement have been introduced by new media, for example, wealth of data about exactly how news media is consumed by citizens, but which may not be accessible by civil society or NRAs?

## Bios

**Olaf Steenfadt** ([osteenfadt@rsf.org](mailto:osteenfadt@rsf.org)) heads the [Media Ownership Monitor](#) project and the [Journalism Trust Initiative](#) at the press freedom watchdog [Reporters sans frontières](#). For many years, he has been engaged as a consultant and coach in media development cooperation, mandated by both international organizations and NGOs. He previously worked for national German public broadcasters ARD and ZDF in various roles, including as a radio and TV presenter, investigative reporter, domestic and foreign correspondent, as well as in format development and corporate communication. Olaf is a member of the [High-level Expert Group on Fake News and Online Disinformation](#) of the European Commission and of the [Committee of Experts on Quality of Journalism in the Digital Age](#) at the Council of Europe. He teaches frequently at universities in Germany and Europe.

**Eleonora Maria Mazzoli** ([e.mazzoli@lse.ac.uk](mailto:e.mazzoli@lse.ac.uk)) is a researcher in the Data, Networks and Society Programme of the Department of Media and Communications at the [LSE-London School of Economics and Political Science](#), where she is pursuing her PhD. She is also currently working with her advisor Dr Damian Tambini for the Council of Europe's [Committee of Experts on media environment and reform](#) on a study on industry trends and policy needs related to the prioritisation of content online. Her background sits within the interdisciplinary subjects of media economics and media policy. She holds an RMA in media studies from Utrecht University, and a BA in management and economics for arts, culture and communication from Bocconi University. She previously worked for the European Affairs team of Rai, the Italian public service broadcaster, and for the Legal and Policy Department of the European Broadcasting Union, overseeing media policy-related activities, and innovation projects.

**Elda Brogi** ([Elda.Brogi@eui.eu](mailto:Elda.Brogi@eui.eu)) is Scientific Coordinator of the [Centre for Media Pluralism and Media Freedom](#) (CMPF) at the European University Institute in Florence, which is in charge of implementing the [Media Pluralism Monitor](#), a tool designed to collect and analyse data to identify potential risks to media pluralism in EU Member States. She also teaches Communication Law at the University of Florence. She has served as a member of several expert committees at the Council of Europe: the [Committee of experts on media pluralism and transparency of media ownership](#) (MSI-MED), the [Committee of experts on protection of journalism and safety of journalists](#) (MSI-JO) in 2014-2015, and she is currently member of the [MSI-REF Committee of Experts on Media Environment and Reform](#), and co-rapporteur on the draft recommendation by the Committee of Ministers to member States on election communication and media coverage of electoral campaigns. Member of the Advisory council for the 2017 "World Trends in Freedom of Expression and Media Development" Report, UNESCO. Member of the executive board of EDMO (European Digital Media Observatory). She holds a degree in Law (University of Florence), a Ph.D. in Public Law and Constitutional Law (University La Sapienza, Rome).

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