



Media Pluralism in the Digital Age

Challenges and Opportunities

Sophie Valais

Deputy Head of Department for Legal Information

62nd EPRA Meeting

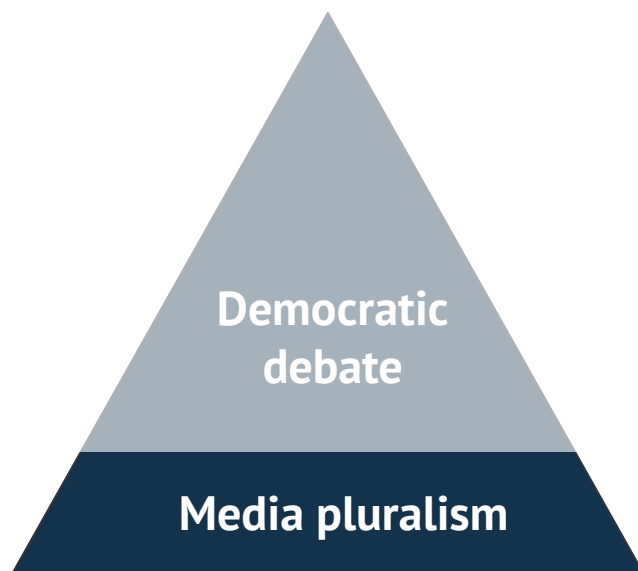
22 October 2025

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Media pluralism: Why it matters

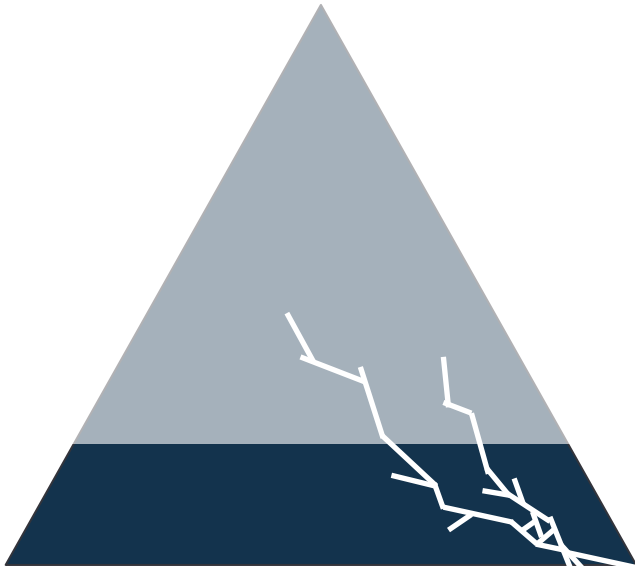
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The bedrock of democracy...

Media pluralism protects the forming of diverse opinions and viewpoints, allows of informed debate

Media pluralism: Why it matters



The bedrock of democracy...

Media pluralism protects the forming of diverse opinions and viewpoints, allows of informed debate

... put at risk by new challenges

The new digitalized media landscape brings about new challenges and risks for pluralism

The new media landscape

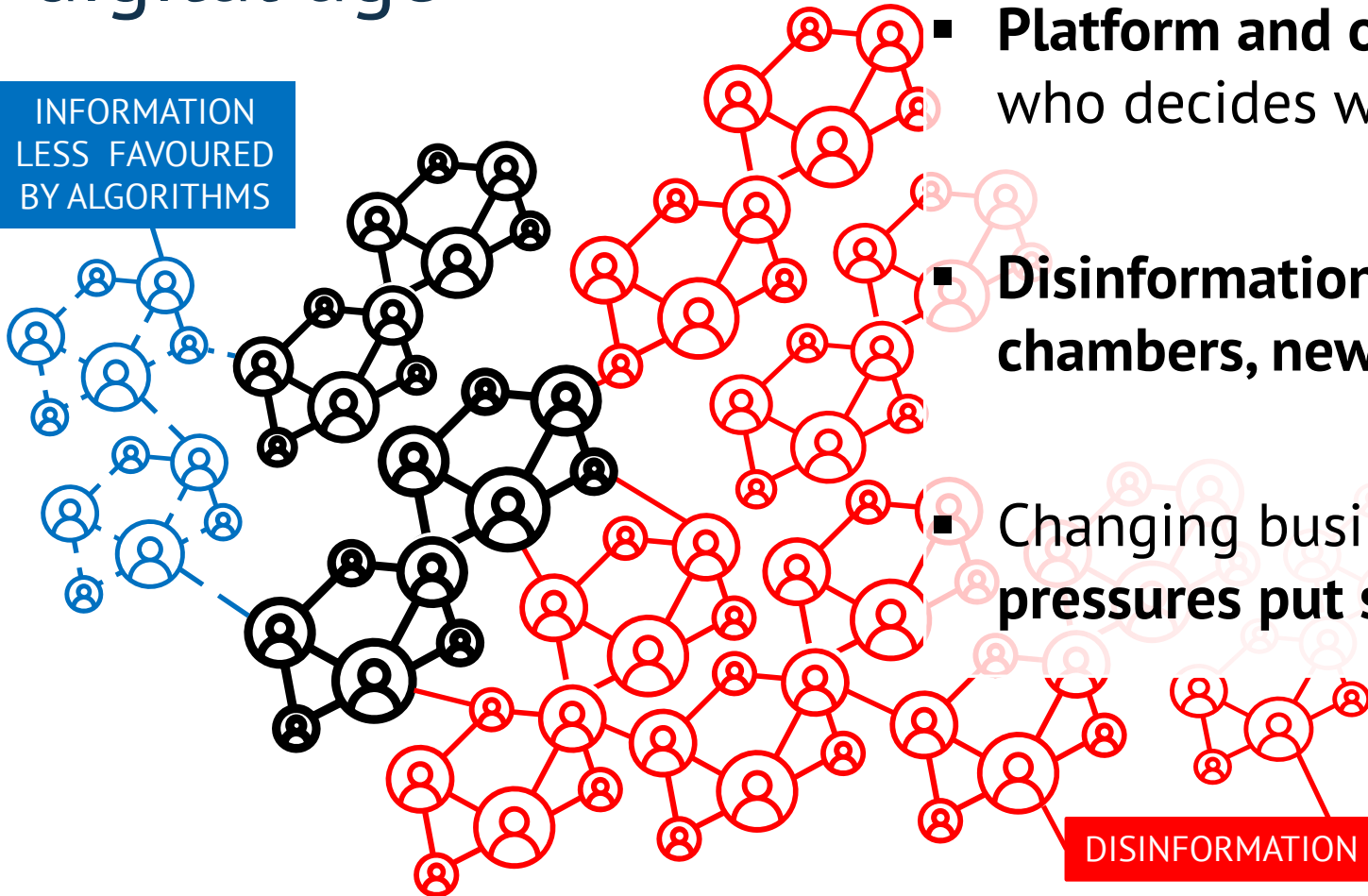
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- **Print** and **broadcast** now coexist with **platforms, influencers** and **AI**
- **Algorithms** now **play a key role** in shaping what audiences - particularly younger users - see
- **Boundaries become blurry**: traditional, non-traditional, professional and non-professional actors coexist in the new media landscape

Key threats in the digital age

INFORMATION
LESS FAVOURED
BY ALGORITHMS

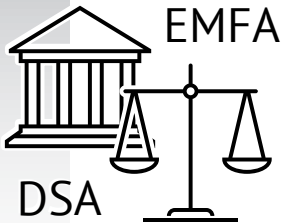


- **Platform and opaque algorithms** – who decides what gets to be seen?

- **Disinformation, filter bubbles, echo chambers, news deserts**

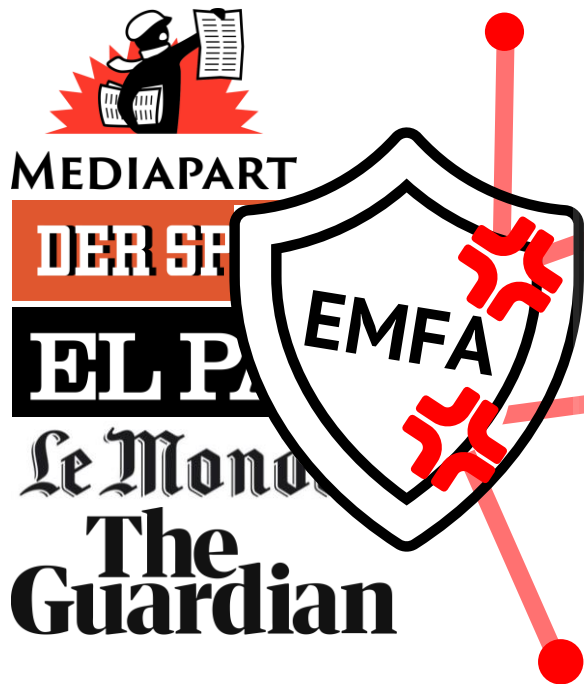
- **Changing business models: economic pressures put sustainable journalism at risk**

Legal & policy frameworks



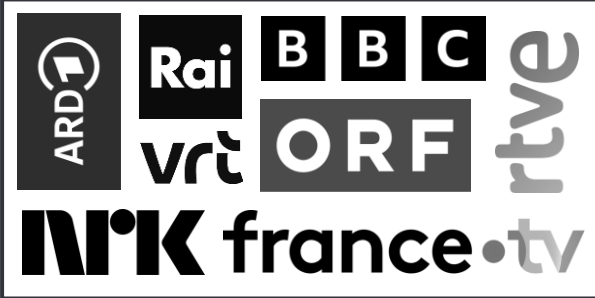
- **EU and Council of Europe:** new laws and standards for digital pluralism aiming to guarantee the editorial independence of news media and the access of users to plural sources of information.
- **An evolving legal framework:**
 - European Media Freedom Act (EMFA)
 - Digital Services Act (DSA)

Safeguarding editorial independence

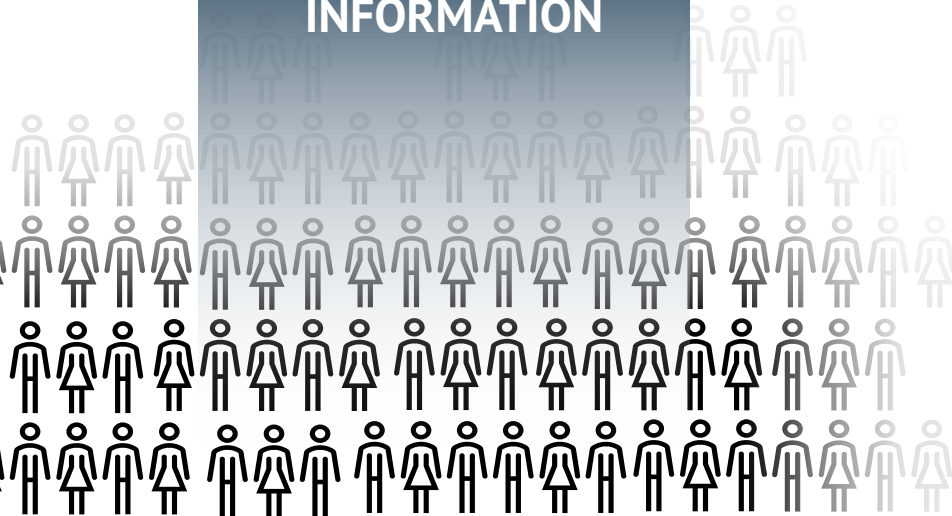


- **EMFA** protects journalists and news outlets against political interference, enshrines in law the rights of news providers
- It also introduces **transparency** and **accountability** requirements for news media outlets

Public service media



IMPARTIAL,
DIVERSE,
QUALITY
INFORMATION

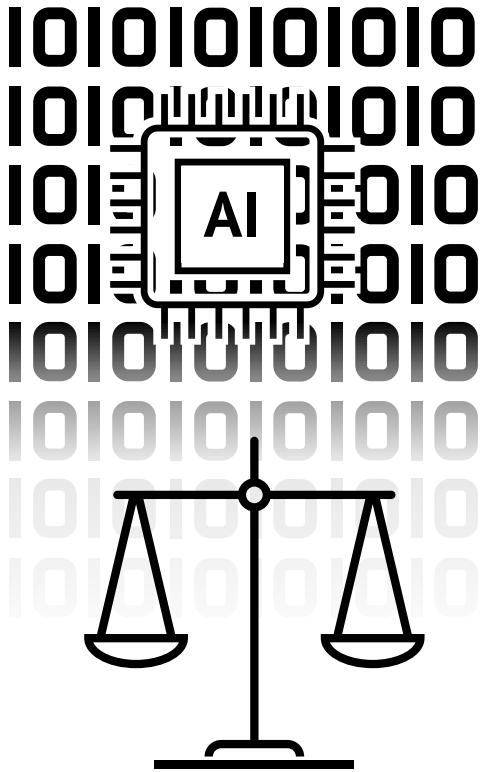


The role of the PSM

Delivering **impartial, diverse information in all contexts** to the public

AI and the future of news

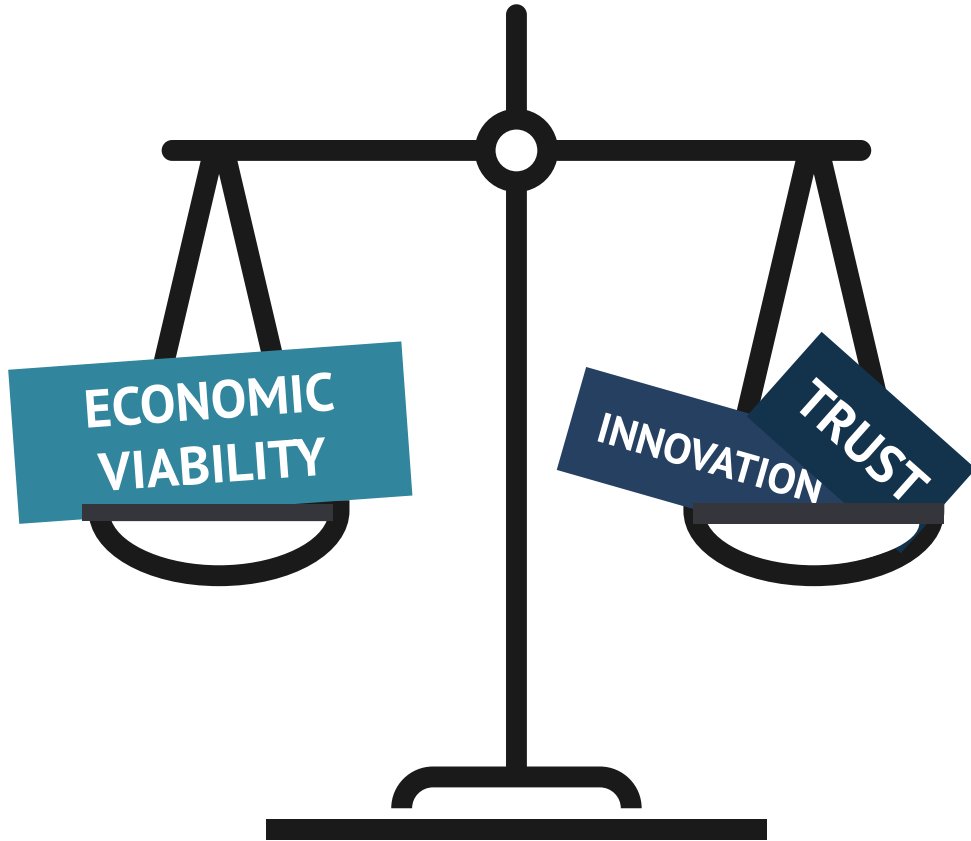
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- **AI tools change the industry**, drastically lowering costs and bringing about new types of formats...
- **... but they introduce new risks:** deepfakes, more fake news, etc.
- **Managing the positive and the negative:** AI can be a game changer for the better, if used to focus on quality and trust

Ongoing challenges and what's next

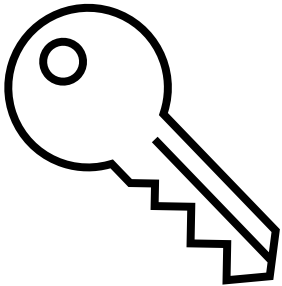
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- Importance of balancing **economic viability**, **innovation** and **trust**
- **Continuous adaptation is needed:** new actors, new technologies and evolving audience behaviours

Key takeaways

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- **Pluralism remains essential**, but it must **evolve** and must be capable of **adaptation** in the digital age
- **New threats** call for permanent **vigilance**
- **Regulation, innovation** and **support for journalism** all play a part in enabling a pluralistic media sector



Latest updates from the European Audiovisual Observatory

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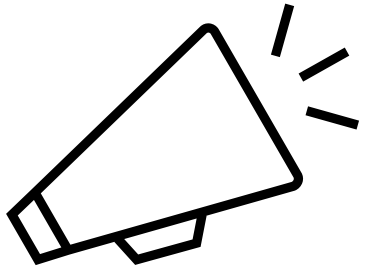
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On the institutional side...

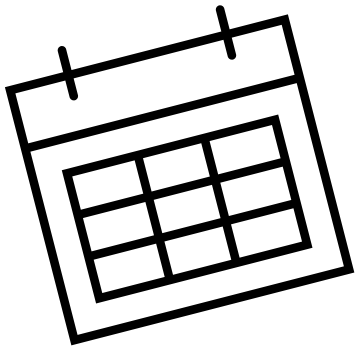
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- **New Executive Director: Ms. Pauline Durand-Vialle** succeeded to Ms. Susanne Nikoltchev as of Sept. 2025
- **Ukraine joins the Observatory as the 42nd member of its Executive Council** as of June 2025
- **Next Presidency of the Observatory: Norway** will succeed Austria as the new Chair of the Observatory from Jan. 2026

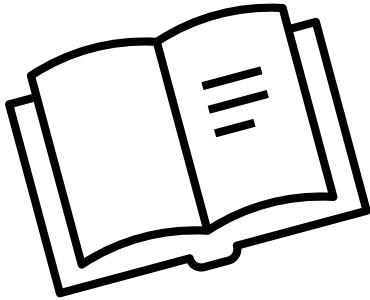
Next to come early in 2026...

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- **Brussels Observatory Conference** (Brussels, 5.02.2026)
«Navigating jurisdictions in Europe's evolving media landscape»
- **Observatory's Video Games Pilot project:** foreseen launching in 2026

What's in the pipelines?¹⁵



- EU-funded AVMS Studies on :
 - ✓ **Independence of national regulatory authorities**
 - ✓ **Stricter or more detailed rules applicable to audiovisual commercial communications of certain products**
- You are collaborating as **'checkers'** of the national country reports.. **A BIG THANK YOU!!**
- Delivery by Dec. 2025 / publication early 2026

- Published monthly **since 1995**
- Covering **40+ countries**
- **SOON 10,000 articles** published!
- Supported by a global network of **passionate experts**

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IRIS Newsletter



Thank you for your time and contribution!

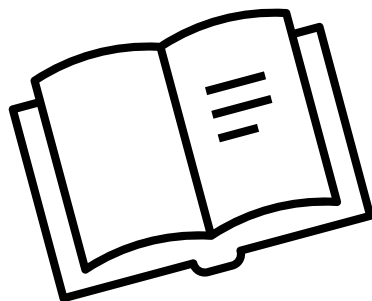
Join the IRIS network!
Contact: amelie.lacourt@coe.int



EAO latest reports and activities?

- General update of the European Audiovisual Observatory reports and activities for the period July 2024 – October 2025.

HERE: <http://bit.ly/4q87nWt>



European Audiovisual Observatory Action Plan 2024				
Updated on 30/05/2024. Publication dates are approximate and can be subject to change.				
The following table summarises the products, services and events of the Observatory that have been greenlighted for 2024 as well as all Statutory Meetings.				
Updates of the database AUSTEDbase, IRS Helin and MAHSE will be carried out throughout the year. LUMIERE VOD and LUMIERE PRO will be updated as indicated.				
Please note that the table below lists the expected release date of Observatory publications.				
Date	Type of action	Topic	Venue	Response
1 st Quarter 2024				
16 January	Publication	Fiction film financing in Europe: Overview and trends 2016-2020		DH
17 January	Publication	IRS Newsletter 2024-01		DH
29 January	Event	New Year's Drinks Reception – Villa Schutzengasse	Strasbourg	VS
1 st February	Publication	Fair remuneration for audiovisual authors and performers in licensing agreements (MFA 2023-02, Pt 4) 3 rd revised		DH
6 February	Publication	Female audiovisual professionals in European TV		DH
8 February	Publication	Voices on transition – 2023 edition		DH
13 February	Publication	Films on EU screens		DH
21 February	Publication	IRS Newsletter 2024-02		DH
5 March	Publication	Writers and directors of film and TV/SVG/D fiction 2015-2022 figures		DH
14 March	Meeting	43 rd meeting of the Advisory Committee	Strasbourg	OB
14 March	Publication	Algorithmic transparency and accountability of digital services (IRS Special 2023-02)		DH
18 March	Publication	IRS Newsletter 2024-03		DH
19 March	Special debate	Launch of the Key Trends	Liège	DH
19 March	Publication	Key Trends 2023/2024		DH
26 March	Publication	Accessibility measures as implemented by AVMS providers for persons with disabilities		DH
28 March	Publication	SVOD Usage in the European Union		DH
28 March	Publication	VOD catalogue 2023 - Film and TV content		DH
2 nd Quarter 2024				
1 April	Database	LUMIERE/ LUMIERE PRO update		DH
4 April	Publication	The protection of minors on VSPs: age verification and parental control		DH
9 April	Publication	Top players in the European AV industry - Ownership and concentration		DH
15 April	Publication	IRS Newsletter 2024-04		DH
24 April	Publication	Independent production and retention of intellectual property rights		DH
29 April	Publication	The application of the AVMS Directive in selected non-EU countries		DH

Date	Type of action	Topic	Venue	Response
30 April	Publication	Fiction film financing in Europe: A sample analysis of films released in 2023		DH
April	Database	LUMIERE VOD update		DH
1 May	Publication	IRS Themes - Vol. II - Freedom of Expression, the Media and Journalism: Case-law of the European Court of Human Rights (2024 edition)		DH
6 May	Meeting	73 rd meeting of the Bureau of the Executive Council	online	OB
16 May	Publication	Cinema exhibition in current national policies		DH
17 May	Marché du Film	Launch of "Focus - World Film Market Trends"	Canes	DH
19 May	Canes Film Market Conf.	The future role of theatrical exploitation in Europe. Navigating change. Challenges and opportunities in European film distribution and exhibition	Canes	OB
20 May	Publication	IRS Newsletter 2024-05		DH
27 May	Publication	Focus - World Film Market Trends (edition 2024)		DH
June	Publication	Film funds income and spendings (BIC)		DH
June	Publication	Empowerment of consumers and media literacy skills		DH
12 June	Geopolitical Presidency Conf.	SA	Thalys	OB
13 June	Meeting	73 rd meeting of the Executive Council	Thalys	OB
19 June	Publication	IRS Newsletter 2024-06		DH
3 rd Quarter 2024				
July	Database	LUMIERE VOD update		DH
July	Publication	Green transition in the audiovisual sector		DH
17 July	Publication	IRS Newsletter 2024-07		DH
September	Publication	Audiovisual media services in Europe - 2024 edition		DH
September	Meeting	43 rd meeting of the Advisory Committee	Online	OB
September	Publication	Videogames: the next industry shaping the EU audiovisual world		DH
25 September	Publication	IRS Newsletter 2024-08		DH
Sept. / Oct.	Workshop	Videogames	Strasbourg	OB
4 th Quarter 2024				
October	Database	LUMIERE VOD update		DH
October	Meeting	74 th meeting of the Bureau of the Executive Council	bbc	OB
23 October	Publication	IRS Newsletter 2024-09		DH
November	Publication	TV fiction production in Europe		DH
October	Publication	The regulation countering audiovisual media capture by the state and oligarchs in AP, GE, HO, and UA		DH
November	Publication	Gender inequality in film production		DH
November	Publication	Investments in European content (BIC)		DH
4-5 November	Meeting	EFABT annual meeting	Amsterdam	DH
6 November	Meeting	72 nd meeting of the Executive Council	Strasbourg	OB

Date	Type of action	Topic	Venue	Response
12 November	Event	Workshop on video games	Strasbourg	OB
Mid-November	Database	New edition of the online Yearbook		DH
20 November	Publication	IRS Newsletter 2024-10		DH
November	Meeting	11 th meeting of the Financial Committee	Strasbourg	OB
November	Publication	AUSTEDbase		DH
November	Conference	Brussels Conference		OB
December	Publication	Artificial intelligence in the audiovisual sector		DH
January 2025				
January	Publication	Independent production in the field of direct and indirect support to audiovisual production		DH
January	Publication	The role of vloggers and influencers		DH
22 January	Publication	IRS Newsletter 2025-01		DH

Co-financed by the European Commission.

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