

## DISTRIBUTION OF STATE ADVERTISING TO MEDIA

In many EU countries, lack of transparency on the distribution of state advertising to media persists as one of the most problematic areas for media pluralism and media freedom. State advertising is understood as any advertising paid for by governments (national, regional, local) and state-owned institutions and companies to the media. In a situation where media organisations face economic difficulties that are caused by recent economic crisis and ongoing technological disruption, financial support from the state can be crucial, especially for non-profit, community media and other less commercial forms of journalism. It is therefore of particular importance that fair and transparent rules on the distribution of state resources and support are in place, as well as their being effectively implemented. A lack of clear and transparent rules may facilitate favouritism and the channeling of money to specific media outlets.

## The Media Pluralism Monitor

The Media Pluralism Monitor (MPM) is a tool that has been developed by the CMPF to assess the risks for media pluralism in a given country. The MPM project is co-funded by the European Union. The Monitor assesses the risks for media pluralism based on a set of twenty indicators covering four different areas: Basic Protection, Market Plurality, Political Independence and Social Inclusiveness. The indicators cover legal, economic and socio-political questions. All types of media are covered: The results of the MPM implementations are available [here](#).



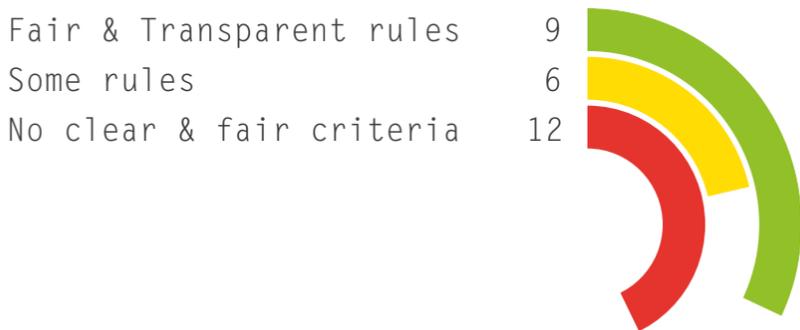
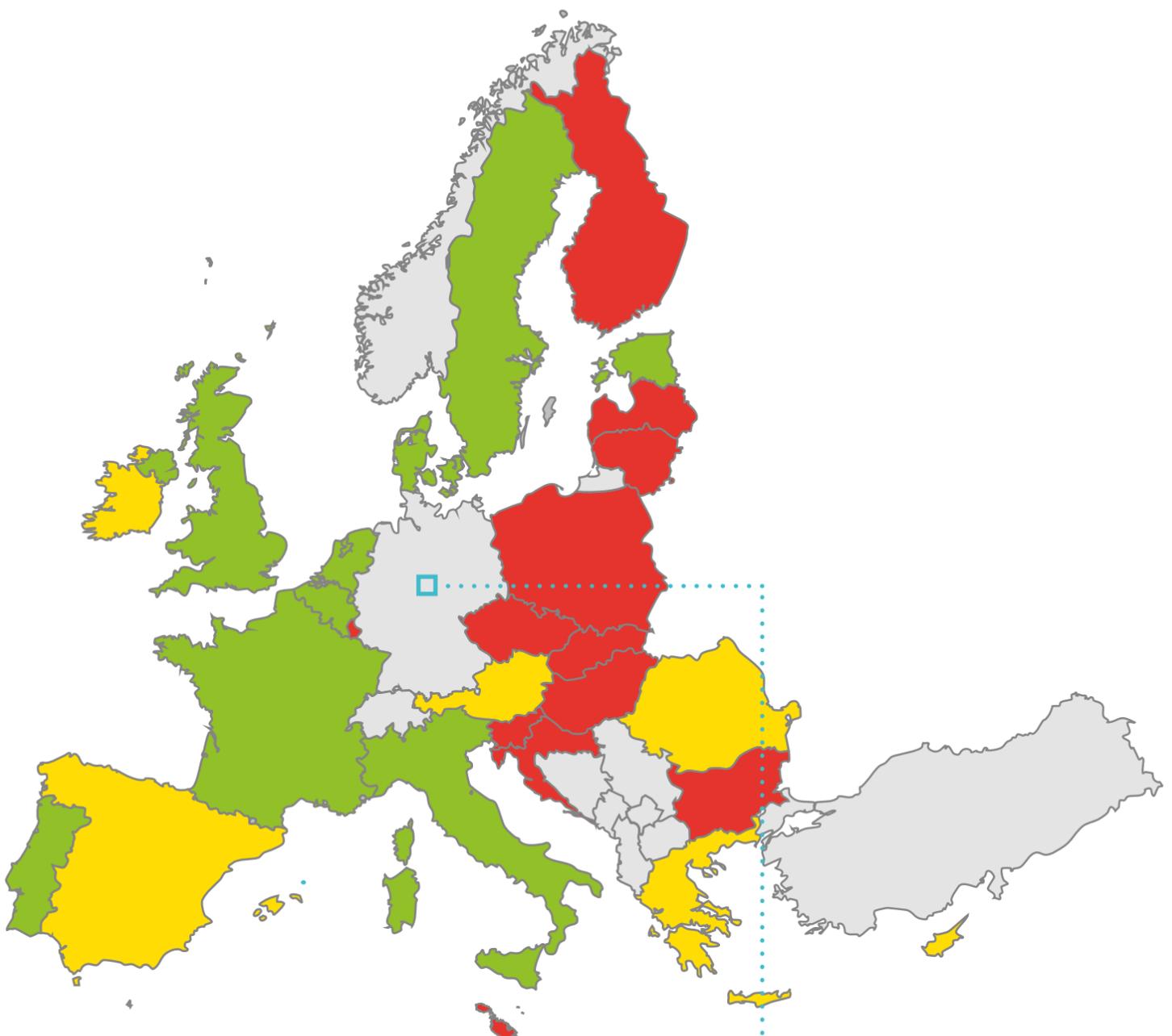
State advertising is distributed to media in a fair and transparent manner



Some rules are in place, but not necessarily fair



No clear and fair criteria regarding the distribution of state advertising to media



**Germany** has been assessed as No Data as there are no data on the actual distribution of state advertising, but also no evidence for preferential treatment or misconduct.

**In 24 out of 28 EU countries**, the existing legislation does not provide fair and transparent rules on the distribution of state advertising to media outlets.

**In 15 countries**, actual practice shows a low transparency in relation to the distribution criteria, the amounts and the beneficiaries. High risks regarding state advertising continue to be present to a greater extent in new democracies (Central and Eastern Europe) than in the other members of the EU.

**Sources:** The main source for this Factsheet is the Media Pluralism Monitor 2017 (MPM2017) Database, created under the Media Pluralism Monitor 2017 Project. The factsheet relied also on additional information provided by the MPM2017 country teams.

For more information on the distribution of state advertising in the EU visit <http://cmpf.eui.eu/mapping-media-policy-journalism/>

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## CMPF

The Centre for Media Pluralism and Media Freedom (CMPF), established in 2011 at the Robert Schuman Centre for Advanced Studies, European University Institute - Florence, aims to develop innovative and relevant lines of research on media freedom and pluralism and on fundamental rights in Europe and beyond. The Centre, directed by Prof. Pier Luigi Parcu, coordinated by Elda Brogi, is composed of a team of experts in media markets and economics, law, political science, and communications studies.

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