

CONFERENCE

MONITORING MEDIA PLURALISM IN EUROPE: BETWEEN OLD RISKS AND NEW THREATS

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Albert Borschette Congress Centre, Rue Froissart 36 - Brussels

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■ INTRODUCTION

The Media Pluralism Monitor (MPM) is a holistic tool to assess the risks to media pluralism in a given country. It is based on a set of twenty indicators covering a broad notion of media pluralism that encompasses political, cultural, geographical, structural and content-related dimensions. The risks for media pluralism are measured in four different areas: Basic Protection, Market Plurality, Political Independence and Social Inclusiveness. The indicators cover legal, economic and socio-political questions.

In 2017, the Centre for Media Pluralism and Media Freedom carried out the EU-wide implementation of the Media Pluralism Monitor (MPM2017). The MPM2017 also covers three candidate countries (the Former Yugoslav Republic of Macedonia (FYRoM), Serbia and Turkey).

The results of the MPM2017 monitoring exercise generally confirm the highlights of the previous rounds of the MPM's implementation (see <http://cmpf.eui.eu/media-pluralism-monitor/>): none of the analysed countries is free from risks to media pluralism. The latest findings show either a stagnation or a deterioration in all of the four major areas covered by the MPM, and an increase in risk for the area of Basic protection is a particular source of concern.

In addition to the "traditional" sources of risks to media pluralism, the contemporary digital environment brings challenges. The growing dominance of a few digital intermediaries and social platforms strongly affects the news business, news distribution and audience habits. Algorithms, artificial intelligence and automation are already applied in many aspects of information production and distribution. It has opened a Pandora's Box of opportunities, but also threats such as spread of online disinformation and hate speech, (mis-)use of personal data for targeted information, political advertising, non-transparent content moderation, net neutrality violations, to name a few.

During the event we will first present and discuss the latest findings of the Media Pluralism Monitor (MPM2017). Second, we will deliberate with scholars, experts, stakeholders and policy-makers from around Europe, on more recent digital-related challenges in an effort to define potential indicators to be measured, using the risk-based logic of the Media Pluralism Monitor.

The MPM project is co-funded by the European Union.



■ PROGRAMME

- 09.30 - 10.00 Registration and coffee
- 10.00 - 10.15 Welcome and opening remarks
Pier Luigi Parcu | EUI / CMPF
- 10.15 - 10.30 Opening
Giuseppe Abbamonte | European Commission

SESSION 1 - THE MEDIA PLURALISM MONITOR: ASSESSING THE RISKS FOR MEDIA PLURALISM IN EU AND BEYOND

- Chair
Pier Luigi Parcu | European University Institute / CMPF
- 10.30 - 10.50 Media Pluralism Monitor 2017 in EU28, FYRoM, Serbia and Turkey - key findings and future perspectives
Elda Brogi | EUI / CMPF
- 10.50 - 11.10 MPM2017: Political control over media: now and next
Iva Nenadic | EUI / CMPF
- 11.10 - 11.25 MPM2017: The case of Turkey
Ceren Sözeri | Galatasaray University
- 11.25 - 11.45 MPM2017: Media Pluralism in Central-Eastern Europe
Vaclav Stetka | Loughborough University
- 11.45 - 12.15 Q & A
- 12.15 - 13.30 *Lunch*

SESSION 2 - QUO VADIS, PLURALISM? DISCUSSION ON RISKS TO MEDIA PLURALISM IN THE DIGITAL AGE

- Chair
Madeleine De Cock Buning | EUI / STG
- 13.30 - 13.45 Framing the research question and policy needs
Pier Luigi Parcu | EUI / CMPF
- 13.45 - 14.00 **Anna Herold** | European Commission
- 14.00 - 14.15 **Urška Umek** | Council of Europe / CDMSI
- 14.15 - 14.30 **Renate Schroeder** | European Federation of Journalists
- 14.30 - 14.45 **Mario Viola de Azevedo Cunha** | EUI / CMPF
- 14.45 - 15.00 **Lubos Kuklis** | ERGA
- 15.00 - 15.15 **Adeline Hulin** | UNESCO
- 15.15 - 15.45 Debate
- 15.45 - 16.00 Closing remarks
Pier Luigi Parcu | EUI / CMPF