

Local Media for Democracy // GLOSSARY

1. **Branded content** - Any form of advertising using content that aims to promote, endorse or represent a specific brand, and to connect with consumers in a subtle way. It is a form of advertising that aims to engage the audience by providing them with useful or entertaining information, rather than simply promoting a product or service. The goal of branded content is to create a positive association between the brand and the audience, by providing them with content that is interesting, entertaining, or informative. Branded content can take many forms, such as articles, podcasts, infographics, and images/videos on websites or via social media posts.
2. **Commercial influence** - when commercial entities and/or the owners of media influence editorial content; it may also relate to a systematic and planned link between editorial decision making and reach of the content (clickbait) as well as situations where media groups promote their own products.
3. **Community media** - According to the Council of Europe standards, community media take the form of broadcasting and/or multimedia projects and share some of the following characteristics: independence from governments, business companies, religious institutions and political parties; not-for-profit orientation; ownership by and accountability to local communities and/or communities of interest which they serve; voluntary participation of civil society members in the devising and management of programs; activities aiming at social gain and community benefit; commitment to inclusive and intercultural practices. Community media offer and encourage community participation at different levels of their structures. Community media have a clearly distinct identity alongside national public service media and private commercial media.
4. **Critical information needs (CINs)** - CINs refer to the essential information that allow members of a community to make informed decisions on the topics that affect the quality of their lives and take appropriate actions. This can include information related to their health, safety, well-being, education, employment, public transport, voting procedures, budget issues, infrastructure, and other areas of concern. The critical information needs of a local community may include access to accurate and timely information about local events, emergency alerts, public health issues, environmental hazards, and other relevant topics.
5. **Direct advertising sales** – Campaigns or sales strategies commissioned directly with an advertiser or marketing agency. Direct ad sales refer to the process of selling advertising space or time directly to advertisers, without the involvement of

intermediaries such as advertising agencies. Media organizations work directly with advertisers to develop advertising campaigns that meet their needs and objectives. In this one-on-one deal between media organizations and advertisers, the media organization's sales team negotiates the terms of the advertising contract, such as, inter-alia, the ad placement, duration, frequency, and pricing, with the advertiser.

6. **Direct state subsidies** – They are to be understood as e.g., grants and interest-free loans or other forms of payment to media companies, other than PSM, provided by the state.
7. **Indirect state subsidies** – They are forms of economic public support to be understood as e.g. tax exemptions, reduced postal service and telephone rates to media companies, other than PSM.
8. **Local area-** Sub-national geographical area, ranging from neighborhood level to regional media. The exact size and scope of a local area can vary depending on the geographical size and context of the country under study.
9. **Local media** – Local media cover different types of media, including print, audiovisual and digital, that operate at different sub-national levels, and “cover events that fall within a local context, are relevant to a small, locally defined and constrained audience and are determined by specific localities and geographical boundaries”.¹ It is also important to underline the “cohesive” aspect of local media, as local media offer opportunities of discussion to local residents, or members of a community, among which interpersonal communications are supposedly more common. However, this definition is only used as a guide. Due to the specificities of local media in the 27 EU member states, we encourage the local researchers to provide their own definition of local media and to fill in the questionnaire accordingly.
10. **Local media services-** Refer to the media services, including television, radio, print publications, their online counterparts and digital media natives, that serve local areas.
11. **Marginalized groups** – These are various groups of individuals that are discriminated or in danger of being discriminated either because of individual traits or based on “sex, gender, age, ethnicity, religion or belief, health status, disability, sexual orientation, gender identity, education or income, or living in various

¹ Dimitrakopoulou, D. (2015). INFOCORE Definitions: “Local, National, Transnational/International Media”. Athens: Hellenic Foundation for European and Foreign Policy. Online available at <http://www.infocore.eu/results/definitions/>

geographic localities. Belonging to such groups or even being perceived to belong to them heightens the risk of inequalities in terms of access to rights and use of services and goods in a variety of domains, such as access to education, employment, health, social and housing assistance, protection against domestic or institutional violence, and justice. From: <https://eige.europa.eu/thesaurus/terms/1280>

12. **Media:** LM4D adopts the definition of media elaborated by the 2011 Recommendation of the Council of Europe’s Committee of Ministers on a New Notion of Media. It includes all of the actors involved in the production and dissemination, to potentially large numbers of people, of content (e.g., information, analysis, comment, opinion, education, culture, art and entertainment), and applications which are designed to facilitate interactive mass communication, or other content-based large-scale interactive experiences, while retaining editorial control or oversight of the contents; it uses six criteria to identify media actors: 1. intent to act as media, 2. have purpose and underlying objectives of media (such as, provide space for public debate, influence public opinion, devote content to matters of public interest), 3. editorial control, 4. adhere to professional standards, standards for content production, and accountability 5. seek outreach and dissemination, and 6. satisfy public expectations. Media actors (that have intent to act as media; have purpose and underlying objectives of media; editorial control; adhere to professional standards; seek outreach and dissemination, and satisfy public expectation) are: Print media (e.g., newspapers and periodicals); Broadcast media (e.g., radio, television, public service media, local, regional, and non-profit community broadcasting); Non-linear audiovisual media (e.g., video-on-demand); Online newspapers, news websites, online news portals, online news archives; Publishers (print and online); Professional journalists (employed and freelancers).

Other media actors and public watchdogs reporting on matters of public interest (who contribute to public debate and who perform journalistic activities or fulfil public watchdog functions) are taken into consideration for the sake of this questionnaire in the indicator “Best practices and open public sphere”. These other actors can include Bloggers; Citizen journalists; Well-known social media users; Podcasters².

13. **Media authority** – Governmental regulatory body entrusted with responsibility and powers to regulate the media sector at national level. Its role includes applying

² European Commission, Directorate-General for Communications Networks, Content and Technology, Parcu, P., Brogi, E., Verza, S., et al., Study on media plurality and diversity online : final report, Publications Office of the European Union, 2022

and interpreting sectoral legislation as well as monitoring and sanctioning the activities and organizations operating in the media sector.

14. **Media Council** - They are self-regulatory bodies set up by the media providers themselves (journalists and publishers). They are normally given a high degree of operational independence in order to maintain public confidence. They oversee Codes of Practice which set out both professional standards for journalists, and a set of rules under which people featured in the news media can complain if something is inaccurate or intrusive. These Codes generally contain ethical rules that are over and above legal requirements. Media councils represent a form of corporate responsibility which allows people to complain for free and without legal representation.
15. **Media revenue** - media revenue includes advertising, sales, licensing fees, circulation, subscriptions, affiliate marketing, hosting events, e-commerce, donations, sponsorships, in print as well as in the digital outlets of legacy press - electronic versions of printed newspapers and websites.
16. **Minority**: A cultural or social group that is numerically inferior to the rest of the population of a country. In addition, minorities hold a non-dominant position in society, with their members possessing ethnic, religious, or linguistic characteristics that differ from those of the rest of the population. This variable has been elaborated on the basis of CoE and OSCE documents. In particular, the OSCE's Oslo Recommendations (p. 6) state that: "Persons belonging to national minorities should have access to broadcast time in their own language on publicly funded media. At national, regional, and local levels the amount and quality of time allocated to broadcasting in the language of a given minority should be commensurate with the numerical size and concentration of the national minority and appropriate to its situation and needs." Source: OSCE (1998). The Oslo Recommendations Regarding the Linguistic Rights of National Minorities & Explanatory Note. <http://www.osce.org/hcnm/67531?download=tru>
17. **News desert** – A geographic or administrative area, or a social community, where it is difficult or impossible to access sufficient, reliable, diverse and independent local, regional and community media and information. For a more extensive definition, please check: <https://cmpf.eui.eu/what-are-news-deserts-in-europe/>
18. **NUTS**- Nomenclature of Territorial Units for Statistics is a geocode standard used by Eurostat, the statistical office of the European Union, for subdividing the territories of EU member states and other countries for statistical purposes. NUTS2 regions are the second-level administrative regions in the NUTS hierarchy, following NUTS1 regions and preceding NUTS3 regions. They are usually made

up of groups of administrative regions or local authorities with similar socio-economic characteristics, such as economic activity, population density, or geographic features. For more information, Please consider the definition of NUTS provided here: Background - NUTS - Nomenclature of territorial units for statistics - Eurostat (europa.eu)

19. **Outermost region (OMR)** - French Guiana, Guadeloupe, Martinique, Mayotte, Reunion Island and Saint-Martin (France), Azores and Madeira (Portugal), and the Canary Islands (Spain) are considered by EU outermost regions that are considerably far from the continent of Europe. From: https://ec.europa.eu/regional_policy/policy/themes/outermost-regions_en
20. **Points of sale (PoS)**- Refers to a physical (e.g., kiosk) or virtual location (e.g., app/website/online marketplace) where prospective consumers can purchase a media product.
21. **Commercial advertising** - Commercial advertising refers to the promotion of a business's products, services, or brands through various forms of media. Commercial advertising can take many forms including direct ad sales, sponsored content, and branded content. Direct ad sales involve selling ad space to advertisers directly, sponsored content involves a media outlet creating content that is sponsored by an advertiser, and branded content involves creating content that is designed to promote a specific brand.
22. **Public service media (PSM)** - Media services funded primarily by public financing (even if supplemented by commercially generated revenue). Their output, whether it be TV, radio or digital, is designed to inform, educate and entertain all audiences. Because of their important role in enabling freedom of expression and information (Council of Europe's Recommendation (CM/Rec(2012)1), the priority for public service media must be to ensure that their policies, processes and programming reflect and ensure editorial and operational independence, providing varied and high-quality content, contributing to the reinforcement of democracy and social cohesion, and promoting intercultural dialogue and mutual understanding. Their PSM's funding and appointment procedures cannot be used to exert political or other influence over the operation of the public service. Public service media are ultimately, and fundamentally, accountable to the public.
23. **Rural area** – Geographic area that is located outside towns and cities. Typical rural areas have a low population density and small settlements. Agricultural areas and areas with forestry are typically described as rural.

24. **SLAPPs** - Manifestly unfounded or abusive court proceedings against public participation. They are a particularly harmful form of harassment and intimidation used against those involved in protecting the public interest. They are groundless or exaggerated court proceedings typically initiated by powerful individuals, lobby groups, corporations and state organs against parties who express criticism or communicate messages that are uncomfortable to the claimants, on a matter of public interest. Their purpose is to censor, intimidate and silence critics by burdening them with the cost of a legal defense until they abandon their criticism or opposition. Unlike regular proceedings, SLAPPs are not initiated with a view to exercising the right of access to justice and the purpose of winning the legal proceedings or obtaining redress. Instead, they are initiated to intimidate the defendants and to drain their resources. The ultimate goal is to achieve a chilling effect, silence the defendants and deter them from pursuing their work. https://ec.europa.eu/info/sites/default/files/4_1_188784_prop_dir_slapp_en_0.pdf
25. **Social conditions of work** - Labour and/or social security legislation that guarantee minimum rates of pay, regulation of open-ended and temporary contracts, regulation on the termination of contractual relationship, including dismissal procedures, unemployment benefit systems and maternity or parental leave.
26. **Sponsored content** – Form of advertising which resembles the publisher’s editorial content, blending into the types of content the publisher already generates, but which is sponsored by an advertiser and intended to promote the advertiser’s product or service.
27. **State advertising** – Any advertising placed in the media, with promotional or self-promotional scope, undertaken and paid by, for or on behalf of a wide range of public authorities or entities, including governments, as well as state-owned enterprises or other state-controlled entities in different sectors, at national, regional and local level. It does not refer to political advertising.
28. **Suburban area** – It is the periphery of towns and cities, belonging to the same administrative jurisdiction. In some metropolitan areas, suburbs exist as separate residential communities within commuting distance of a city.
29. **Supply distribution chain** - Process of distributing media products such as newspapers, television shows, and digital content. There are various intermediaries involved in the supply distribution chain of the media, such as publishers, distributors, and retailers which should be taken into account in the overall assessment.

30. **Top4 (or C4 or four-firm) concentration ratio-** The four-firm concentration ratio is a measure used to evaluate the level of market concentration in an industry. The Top4 ratio is calculated by adding up the market share percentages of the four largest firms in the local media market. For example, if a market has four media outlets with market shares of 30%, 25%, 20%, and 10%, respectively, the four-firm concentration ratio would be 85%, which is the total market share of the four largest media outlets. The four-firm concentration ratio is commonly used by economists, antitrust regulators, and researchers to assess the level of competition in an industry. In general, a higher concentration ratio indicates that the market is dominated by a small number of firms, which may limit competition. Conversely, a lower concentration ratio suggests a more competitive market, with a larger number of firms competing for market share.
31. **Trends of the overall economy** - Trends of GDP and inflation. If there are no aggregate statistics available in your country, please refer to financial reports of media outlets in your country for an indication of trends.
32. **Unfavorable business environment-** Refers to, inter alia, high taxation rates for the media companies, stringent regulations, political instability, corruption, and a lack of infrastructure. Conversely, a favorable business environment refers to the opposite conditions.