

10 years of Media Pluralism Monitor

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2013/2023 - Ten years of the MPM

*Happy
Birthday*



Ten years of the MPM



2009

Development of the MPM by a consortium led by KU Leuven.

2013

The CMPF begins to work on the MPM

2014/2015

The CMPF conducted two pilot implementations of the MPM

2016

First EU-wide implementation of the MPM in its actual form



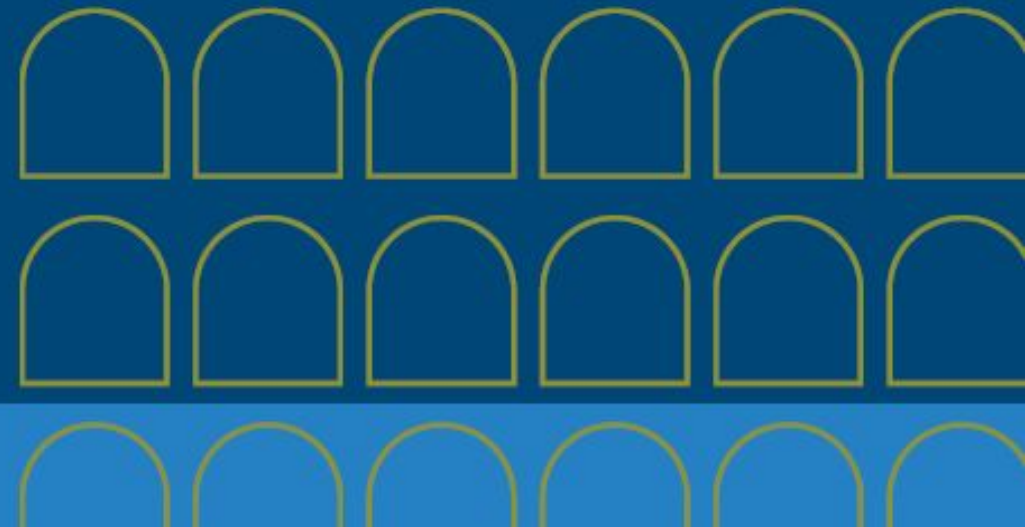
Ten years of the MPM



In 2023

- Book of the 10 years of the MPM
- Fine-tuning of the questionnaire
- Preparation to include the effects of the new EU digital regulations for coming years

Media pluralism & freedom over the past 10 years



Key issues & risks: MPM perspective I

- Physical safety of journalists - 17 journalists murdered in the EU (CPJ database)
- Threats & hate speech in the online environment on the rise
- Attacks by political actors eroding social norms
- Poor working conditions for journalists, especially freelancers
- Spreading of SLAPPs and defamation lawsuits
- High media-ownership concentration
- Weakening of the legacy media, losing advertisement revenues and paying readership

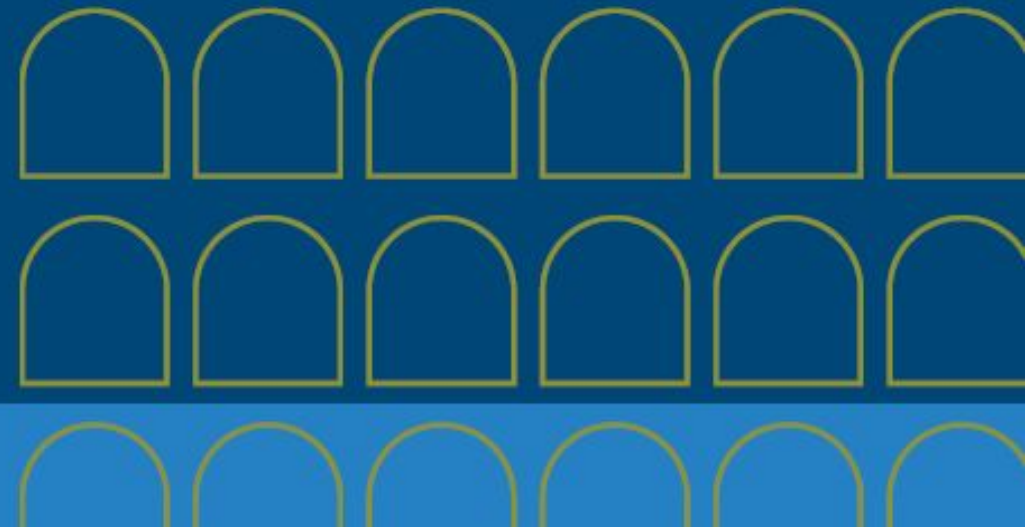
Key issues & risks: MPM perspective II

- Reduced plurality of media providers, concentration as a defensive mean
- Increasing threats to editorial autonomy
- Limited independence of public service media
- Absence of gender equality in the media
- Low media and digital literacy

Main drivers of changes in the media environment

- Advancements in ICTs
- Very large online platforms changed media audience behaviour and business models, indirect access to media
- Continuous decline in the traditional advertising-based revenue models
- Artificial intelligence and automation of the news
- Greater demand for representation, diversity & inclusiveness in the media coverage

Important EU policies & proposals over the past 10 years



Important EU policies & proposals



2015

- Digital Single Market Strategy
- Open Internet Access Regulation (net neutrality principles)



2016

- CoE Recommendation on the protection of journalism and safety of journalists and other media actors
- GDPR

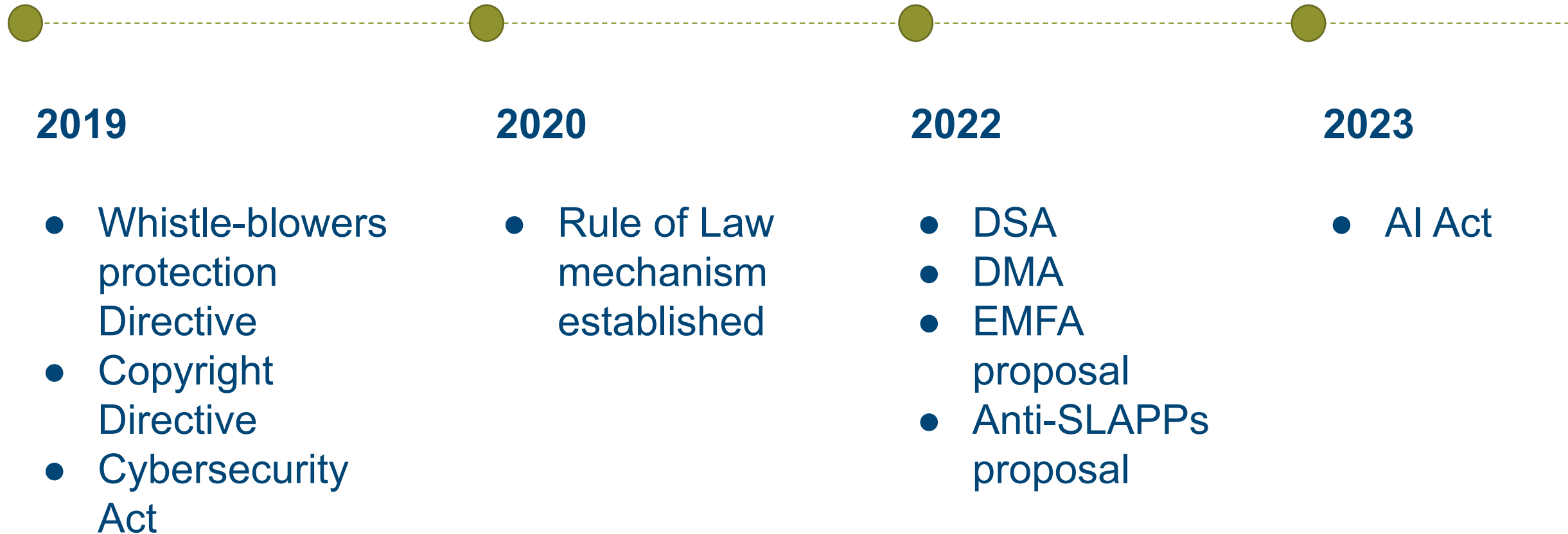


2018

- AVMS Directive and Regulation
- EU Code of Practice on Disinformation



Important EU policies & proposals



Conclusions

Challenges for the MPM

- Taking into account new EU laws and regulations (incorporating DSA, DMA, AI Act and EMFA proposal into the MPM)
- Keeping up to date with technological evolutions (society digitalisation, AI challenges for journalism)
- Adapting to societal changes (political polarisation, AI & media literacy, disinformation and deep fake)

Thank you for your attention!

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