

Measuring Media Pluralism in Europe:

Combining Legal, Economic and Socio- Demographic Indicators with Risk Assessment Methods

International Conference on
Media Diversity: Concept, Analysis, Policy
Tagore Hall, Jamia Millia Islamia, New Delhi

25-26 November 2014

Prof. Dr. Peggy Valcke
KU Leuven & EUI, Florence

Media Policies

- ▶ [About](#)
- ▶ [Audiovisual and media](#)
- ▶ [Media Freedom and Pluralism](#)
 - ▶ [High-Level Group](#)
 - ▶ [EU Media Forum](#)
 - ▶ [Study on Indicators](#)
 - ▶ [European Journalism](#)
 - ▶ [Publishing Industries](#)
- ▶ [Research Projects](#)

Content & Media

- [Cultural Heritage](#)
- [Media Policies](#)
- [Data](#)
- [Collective Awareness](#)

Independent Study on Indicators for Media Pluralism

[Share](#)

A monitoring tool for assessing risks for media pluralism in the EU Member States.

On this page

- ▶ [Objectives of the study](#)
- ▶ [The research team](#)
- ▶ [How it works](#)
- ▶ [Outputs of the study](#)
- ▶ [The Project](#)

Objectives of the study

This study develops a monitoring tool for assessing risks for media pluralism in the EU Member States and identifying threats to such pluralism based on a set of indicators, covering pertinent legal, economic and socio-cultural considerations.



The research team

It has been carried out by a group of three academic institutes, Katholieke Universiteit Leuven – [ICRI](#), Central European University – [CMCS](#) and Jönköping International Business School – [MMTC](#), together with a consultancy firm, [Ernst & Young Belgium](#). This group of experts has been supported by subcontractors: non-affiliated members of the research team, members of the Quality Control Team and members of the network of local media experts ('Country Correspondents').

Tweets

[Follow](#)

F. Pozzoli-Montenay 22 Feb
[@FPM_Paris](#)

Solidarité européenne avec les journalistes en Ukraine cc [@Molenews1](#) et [@RSF_RWB](#)
[ajeFrance.com/article-solida...](#)

↻ Retweeted by media.eu

Expand



CMPF @CmpfEui 21 Feb

New working paper online: "The evolving regulation of the media in Europe as an instrument for freedom and pluralism"
[cadmus.eui.eu/handle/1814/29...](#)

↻ Retweeted by media.eu

Expand



Journalism.co.uk 20 Feb
[@journalismnews](#)

Here is more on Guardian Witness as referred to by [@LauraOliver](#) at [#newsrw](#) [bit.ly/1fBL3bW](#)

↻ Retweeted by media.eu

Expand

Tweet to [@MediaEu](#)

Context of the Study

"Communication – understood as a lively and civilised debate among citizens – is the lifeblood of democracy. The media are its veins and arteries. Information they provide should be comprehensive, diverse, critical, reliable, fair and trustworthy." (Commissioner Reding & VP Wallström, January 2007)

3-step approach

1. A commission Staff Working Paper on media Pluralism
2. **An independent study on media pluralism in EU Member States**
3. A Commission Communication on the indicators for media pluralism in the EU Member States (abandoned)

Objective of the Study

« Develop practicable **monitoring** tool to detect **threats** to **media pluralism** with differentiated sets of **indicators** covering pertinent **legal, economic** and **socio-cultural** considerations »

- Enhance transparency about media pluralism in Member States (“to measure is to know”) & provide evidence basis for decision-makers
- NO harmonisation of policies, concepts...



Scope of the Study

Media Pluralism – A Broad Issue

- “a concept that embraces a number of aspects, such as **diversity of ownership, variety in the sources of information and in the range of contents available** in the different Member States.”
- “Ensuring Media pluralism, in our understanding, implies all measures that ensure **citizens’ access to a variety of information sources, opinion, voices etc.** in order to form their opinion **without the undue influence of one dominant opinion forming power.**”

(Commission Staff Working Document ‘Media Pluralism in the Member States of the EU’, Jan. 2007)

Design Features

- **Neutral monitoring tool**
- **Risk-based**
- **Standardisation** approach throughout EU
 - but: taking account of different cultures, markets
- **Comprehensive ('holistic')**
 - Covers various segments of 'media market' (print, audiovisual, online; public, commercial, community)
 - Broad notion of media pluralism (internal, external, political, cultural, ownership...)
- **Transparent & Objective**
- **Flexible**
- **Practicable - User-friendly**

"As simple as possible, but as complex as necessary"

Outcome: EU Media Pluralism Monitor



MEDIA PLURALISM MONITOR

SCORES	RESULTS
--------	---------

Basic Domain	Report Basic Domain
Pluralism ownership & control	Pluralism of ownership & control
Pluralism media types & genres	Pluralism of media types & genres
Political pluralism	Political pluralism
Cultural pluralism	Cultural pluralism
Geographical pluralism	Geographical pluralism

General Report

Country	country
Population	large
GDP/Capita	high

Result for a country with large population and a high GDP/Capita

Structure: Basics

- **43 risks**, grouped in **6 risk domains**
- Risks measured through **3 types of indicators**: economic, legal, socio-demographic
- Covering **3 risk areas**: Supply, Distribution, Use
- Scored on basis of **3 border values** (high, medium, low risk)



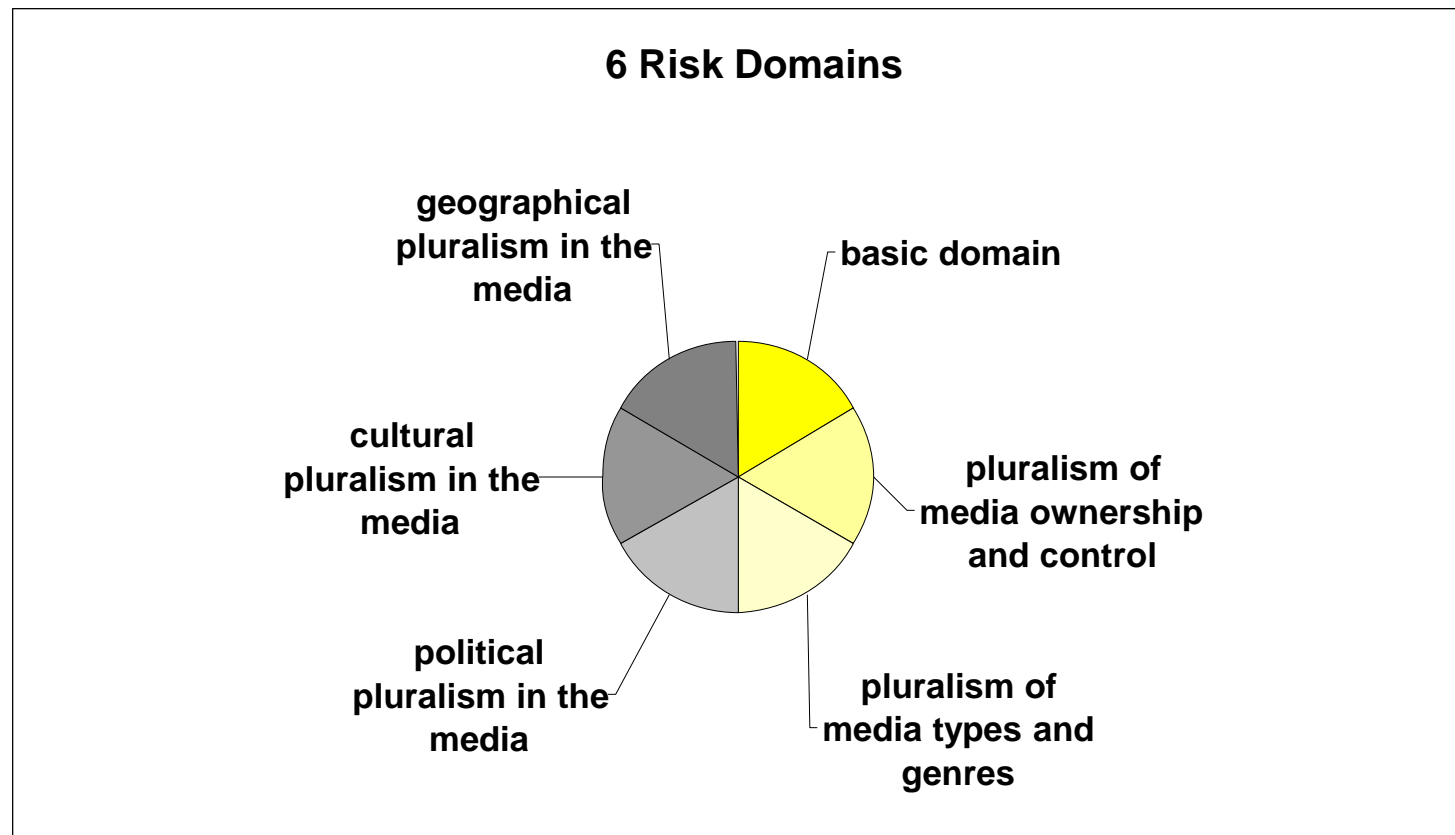
(total number of indicators: **166**)

MEDIA PLURALISM MONITOR

SCORES	RESULTS
Basic Domain	Report Basic Domain
Pluralism ownership & control	Pluralism of ownership & control
Pluralism media types & genres	Pluralism of media types & genres
Political pluralism	Political pluralism
Cultural pluralism	Cultural pluralism
Geographical pluralism	Geographical pluralism
General Report	
Country	country
Population	large
GDP/Capita	high
Result for a country with large population and a high GDP/Capita	

Structure: Risk Domains

- **6 risk domains** (> traditional descriptions of media pluralism)



Structure: Risk Domains

Basic domain

Free speech, independent supervision, media literacy

Pluralism of media ownership / control

High concentration in audience and resources in several media markets (radio, TV, press, internet...), concentration in **cross-media ownership**, **vertical integration**, lack of ownership transparency

Pluralism of media types

Dominance of particular media type (financial and audience **parity** commercial v. PSM) or media genre (ratio news v. entertainment); **public access** to content; Lack of resources to **support range of media / PSM**

Structure: Risk Domains

Cultural pluralism

Under-representation (active / passive) of **European / national / world cultures**; of **cultural and social groups** in mainstream media / on PSM / in HR; Insufficient system of **minority & community media**

Political pluralism

Political bias in media (during election campaigns); Politicisation of media ownership; Lack of **editorial independence / Independence of PSM**; Lack of pluralism of **news agencies / distribution systems**; Insufficient **citizen activity in online media**

Geographical pluralism

Centralisation of national media systems; Insufficient system of **local & regional media**; Under-representation of **local and regional communities** in media (content/HR); dominance of **information sources for local issues**, lack of access to media and distribution systems

Structure: Indicator Types

- **Risks are measured through 3 types of indicators**
(> ToR / holistic approach)
 - **LEGAL:** assess **existence** and **effective implementation** of legal / regulatory safeguards against certain threats to media pluralism (including co/self-regulation)
 - **SOCIO-DEMOGRAPHIC:** assess **social, geographic, demographic factors** having impact on / posing threats to media pluralism
 - e.g. employment, audience preferences, access of public to data about political affiliation of media owners, availability of certain media content...
 - **ECONOMIC:** assess **economic factors** having impact on / posing threats to media pluralism
 - e.g. ownership/control of media, industry structure, consolidation and concentration trends, geographic distribution, revenue distribution, financing, state aid, audience and advertising shares

Structure: Risk Areas – Border Values

- **Covering 3 risk areas** (> traditional value chain)
 - Supply
 - Distribution
 - Use
- **Scored on basis of 3 border values** (> risk-based approach)



- ★ Red: high risk – need for attention/action
- ★ Orange: medium risk – attention point
- ★ Green: low risk – no need for attention

Example of Score Sheet

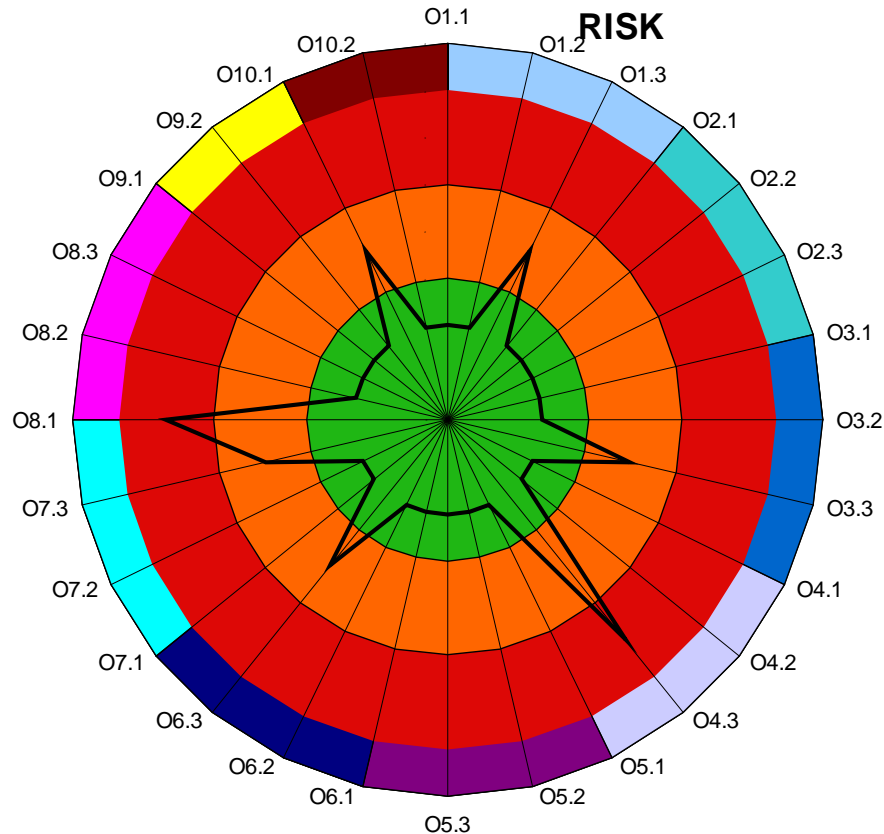
	A	B	C	D	E	F	G	H	I
1	RISK	Color		INDICATOR	TYPE	AREA		SCORE	Comment
2	T1 Lack of/under-representation of/dominance of media types		T1.1	Audience parity between the TV channels of commercial broadcasters and of PSM	E	D		Data not available	
3			T1.2	Financial parity between the TV channels of commercial broadcasters and of PSM	E	S		Data not available	
4			T1.3	Audience parity between the radio channels of commercial broadcasters and of PSM	E	D		Data not available	
5			T1.4	Financial parity between the radio channels of commercial broadcasters and of PSM	E	S		Data not available	
6			T1.5	Percent of GDP per capita required for an individual to obtain TV and radio reception, newspaper subscription, magazine subscription, or Internet Service	E	U		Data not available	
7			T1.6	Regulatory safeguards for the distribution of public interest channels on cable, DSL and/or satellite platforms	L	D		Data not available	
8		T2 Lack of/under-representation of/dominance of media genres		T2.1	Ratio of news/public affairs, education and entertainment programmes on terrestrial TV to total programmes on terrestrial TV	E	S		Data not available
9			T2.2	Ratio of news/public affairs, education and entertainment programmes on radio to total programmes radio	E	S		Data not available	
10			T2.3	Ratio of news/public affairs, education and entertainment magazines to total number of magazines	E	S		Data not available	
11			T2.4	Ratio of Cab/Sat/ADSL-TV channels dedicated to news/public affairs, education and entertainment to total number of Cab/Sat/ADSL-TV channels	E	S		Data not available	
12			T2.5	Regulatory safeguards for the presence of a diversity of media genres on the channels and services of private (commercial and non-profit) audiovisual media	L	S		Data not available	
13			T2.6	Regulatory safeguards for the public's access to major events on free television	L	S		Data not available	
14			T2.7	Regulatory safeguards for short news reporting on events of high interest in case of exclusive broadcast rights	L	S		Data not available	

Example of Score Sheet

	A	B	C	D	E	F	G	H	I
1	RISK			INDICATOR	TYP	ARE		SCORE	Comment
2	01 High ownership concentration in terrestrial television		01.1	Ownership concentration in terrestrial television (horizontal)	E	S		3%	
3			01.2	Audience concentration in terrestrial television	E	D		5%	
4			01.3	Regulatory safeguards against high concentration of ownership and/or control in television (horizontal)	L	S		existing, non effective	
5	02 High ownership concentration in radio		02.1	Ownership concentration in radio (horizontal)	E	S		4%	
6			02.2	Audience concentration in radio	E	D		5%	
7			02.3	Regulatory safeguards against high concentration of ownership and/or control in radio (horizontal)	L	S		existing and effective	
8	03 High ownership concentration in newspapers		03.1	Ownership concentration in newspapers (horizontal)	E	S		3%	
9			03.2	Readership concentration in newspapers	E	D		5%	
10			03.3	Regulatory safeguards against high concentration of ownership and/or control in newspapers (horizontal)	L	S		existing, non effective	
11	04 High ownership concentration in Cable/Sat/ADSL-TV		04.1	Ownership concentration in Cable/Sat/ADSL-TV (horizontal)	E	S		Data not available non-existing existing, non effective existing and effective	

Example of Report Sheet

RISK PROFILE PLURALISM OF OWNERSHIP & CONTROL: INDICATORS PER

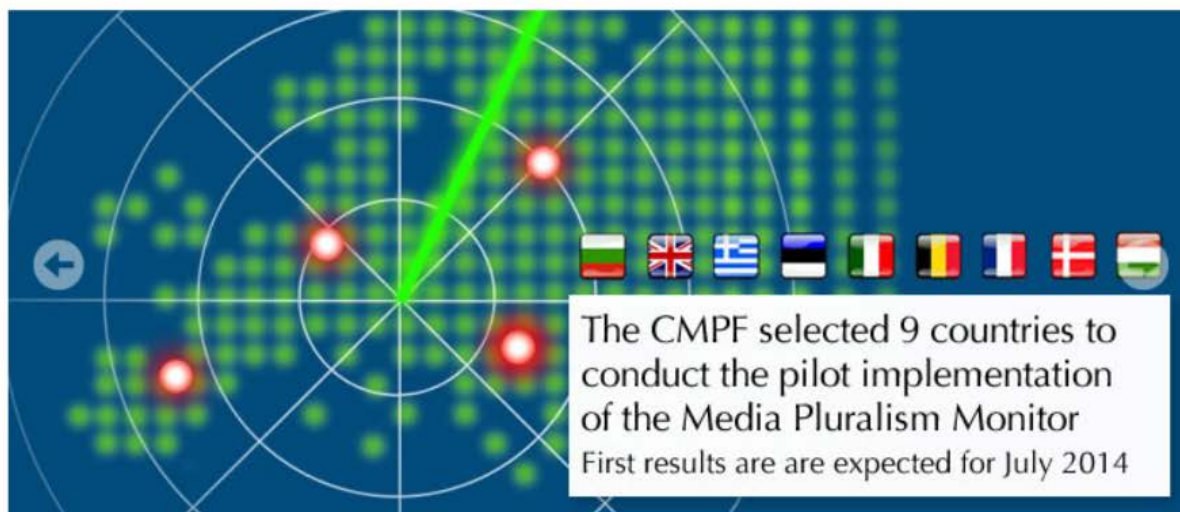


- O1 High ownership concentration in terrestrial television
- O2 High ownership concentration in radio
- O3 High ownership concentration in newspapers
- O4 High ownership concentration in Cable/Sat/ADSL/TV
- O5 High ownership concentration in magazines
- O6 High ownership concentration in internet content provision
- O7 High ownership concentration in book publishing
- O8 High concentration of cross-media ownership
- O9 High vertical concentration
- O10 Intransparency in ownership structures
- HIGH RISK
- MODERATE RISK
- LOW RISK
- SCORE

Follow Up



Centre for Media Pluralism and Media Freedom


[Homepage](#)
[About](#)
[People](#)
[News](#)
[Events](#)
[Training](#)
[Publications](#)
[Academic Seminars](#)
[Online Magazine](#)
[Newsletter](#)
[Contacts](#)

Latest News



The CMPF selected the nine countries to conduct the pilot-implementation of the Media Pluralism

[Monitor](#)

Florence EUI 11 December 2013

The **Centre for Media Pluralism and Media Freedom** is a project co-financed by the European Union. This initiative is a further step in the European Commission's on-going effort to improve the protection of media pluralism and media freedom in Europe and to establish what actions need to be taken at European or national levels to foster these objectives. [Read more...](#)



“the most refined and comprehensive instrument ever designed for the assessment of risks to media pluralism”

“excessively complicated and vulnerable to criticism”



...the proof of the pudding is in the eating!

Thank you for your attention!

Peggy Valcke

Professor KU Leuven (iMinds Security Department – ICRI)

Part-time Professor EUI (CMPF & FSR)

[peggy.valcke@law.kuleuven.be; peggy.valcke@eui.eu]

<http://www.law.kuleuven.be/icri/> – <http://www.iminds.be>

<http://cmpf.eui.eu/> - <http://fsr.eui.eu/>

EU Study available from:

<http://ec.europa.eu/digital-agenda/en/independent-study-indicators-media-pluralism>



LLM in Intellectual
Property & ICT Law

[http://www.law.kuleuven.be/
icri/masterict/](http://www.law.kuleuven.be/icri/masterict/)

