The Media Pluralism Monitor

Methodology and 2016 results

Hearing on Media Pluralism and Freedom in the EU
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What is the Media Pluralism Monitor (MPM)

- An independent study on Indicators for Media Pluralism in the member States
- Assesses the risks for media pluralism in any given country
- It is a project co-funded by the EU
- 2016 is the first full fledged application to EU28 + Turkey and Montenegro
Method

• Comprehensive survey:
  – 4 areas, 20 indicators, 200 variables
  – qualitative and quantitative variables
• 28 National Expert Teams
• Primary sources and secondary data (e.g. Eurostat, GMMP)
• Interviews (media experts, academics, journalists, minorities)
• Peer review (group of experts in each country)
• Online platform for data collection
• Algorithm to calculate the risk (balance between legal, economic and socio-political variables)
Risk-based approach

Traffic light system:
- High
- Medium
- Low

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Results MPM2016 - **BASIC PROTECTION**

Assesses the essential conditions for a plural and democratic media system

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Risk levels in the Basic Protection area

- 18/30 LOW RISK
- 11/30 MEDIUM RISK
- 1/30 HIGH RISK

28%

EU 28 + 2 | average risk

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Results MPM2016 - BASIC PROTECTION

- Protection of freedom of expression: 24%
- Protection of right to information: 24%
- Journalistic profession, standards and protection: 30%
- Independence and effectiveness of the media authority: 21%
- Universal reach of traditional media and access to the Internet: 40%

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Results MPM2016 - BASIC PROTECTION
Results MPM2016 - MARKET PLURALITY

Focuses on ownership concentration, transparency of ownership and related regulatory safeguards; viability of the media market.

Risk levels in the Market Plurality area

3/30 LOW RISK
25/30 MEDIUM RISK
2/30 HIGH RISK

49%
EU 28 + 2 | average risk

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MARKET PLURALITY

- Media viability: 31%
- Transparency of media ownership: 34%
- Cross-media concentration of ownership and competition enforcement: 54%
- Commercial & owner influence over editorial content: 57%
- Media ownership concentration (horizontal): 71%

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MARKET PLURALITY
POLITICAL INDEPENDENCE

Assesses the extent of the politicisation of the media system, media organizations, newsrooms, media reporting and the public service media

Risk levels in the Political Independence area

- 8/30 LOW RISK
- 18/30 MEDIUM RISK
- 4/30 HIGH RISK

46%
EU 28 + 2 | average risk

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POLITICAL INDEPENDENCE

- **Political control over media outlets**: 57%
- **Editorial autonomy**: 57%
- **Media and democratic electoral process**: 25%
- **State regulation of resources and support to media sector**: 40%
- **Independence of PSM governance and funding**: 50%

Risk levels: low, medium, high.
POLITICAL INDEPENDENCE
SOCIAL INCLUSIVENESS

Assesses the risk coming from the levels of access to media by community media, minorities, local and regional communities, women, people with disabilities, media literacy

Risk levels in the Social Inclusiveness area

- 6/30 LOW RISK
- 21/30 MEDIUM RISK
- 3/30 HIGH RISK

47% EU 28 + 2 average risk
CONCLUSIONS

• The Media Pluralism Monitor is a tool:
  – Comprehensive and balanced
  – Verified and tested
• Useful as it is an incredibly rich source of data for media policy
• If implemented on a regular basis, the 2017 analysis is in course, but for 2018 the research at present is not financed, the MPM will serve well the EU as an early warning system for the need of regulatory adjustments

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Thank You!

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