



From MediaRoad blog...



Can the European Union become a digital giant?

Prof. Dr. Karen Donders and Prof. Dr. Pieter Ballon analyse how the European Union has so far failed in catching up in the globalized information society. They propose three solutions: 1) reduce the fragmentation of competences, 2) dare to think about a real industrial policy and 3) stop tinkering around the edges and move towards platform-based regulation.

Full piece available [here](#).

News

News from the institutions

European Commission takes steps against fake news

On 13 November 2017 the European Commission launched a [public consultation](#) on the fake news and online disinformation. Until 23 February 2018, citizens, legal entities as well as journalists will have a possibility to share their views on the scope of the problem, the efficiency of voluntary measures already put in place and possible future actions. The results of the consultations will feed into a Commission strategy paper that will be published in early 2018.

To support the development of an EU-level strategy, European Commission is setting

up a High-Level Expert Group. Representatives of academia, online platforms, news media and civil society are invited to reply to [call for application](#) by mid-December. The High-Level Expert Groups will work over several months to advise the Commission on understanding fake news phenomenon, support identification of relevant stakeholders and formulate recommendations.



Crowdfunding4culture has released 12 case studies of useful crowdfunding campaigns in the fields of cultural and creative industries. They are available [here](#)



Reaching out to EU Citizens: a new opportunity - 6th November 2017

Special Adviser, Luc Van den Brande, presented his report on "Reaching out to EU Citizens: a new opportunity" on the 6th of November at the European Commission Visitors' Centre. The [report](#) takes stock of the Commission's communication outreach and includes concrete communication guidelines and recommendations. It looks at synergies with other European and national actors around promoting dialogue with the public and sets out a framework for a more citizen-focused Europe. The report also looks at the role of communication technologies and platforms and highlights the importance of engaging with Europe's youth.



EuroPCom 2017- (Re)shaping European Dialogues - 9-10th November 2017. Organised annually by the Committee of the Regions, the [European Public](#)

[Communication Conference](#) is the annual meeting point for communication managers and senior experts from local, regional, national and European authorities. During this two day event, public communication professionals gather together to discuss how to improve public communication and raise awareness about EU policies. The 8th edition of EuroPCom was held on **Thursday 9 and Friday 10 November 2017**. Around more than 1000 EU communication professionals attended the event.

Two panels drew in crowds this year: '*Communicating Europe - 'the role and impact of public service broadcasters'*' and '*Media literacy I the post-truth era - surviving in the world of fake news and misinformation'*'

On 24th of October 2017, the European Union Intellectual Property Office (EUIPO) launched a new [report](#) on **Online Business Models Infringing IPRs**. It looks in detail at specific business models and strategies which infringe IPR online.

News from the industry

The 8th annual (Ericsson) **ConsumerLab TV and Media report** looks at evolutions around television, in particular, TV users. Among its findings, there is the rise of on-demand watching, the expected increasing importance of Virtual Reality and numbers about the growing importance of the mobile screen. More information in their [report](#).

The European [Animation Plan](#) was presented on 12th of September 2017. It sets out a number of objectives for the EU animation sector: (i) Make Europe an

attractive workplace for European talent and talent from abroad; (ii) Foster the global reach of EU animation through promotion, marketing and dubbing; (iii) Unleash the scale and potential of EU animation through easier access to finance.

News from the press

On The Verge, Casey Newton describes recent changes in **how YouTube recommends** videos based on users' video consumption and the consequences of such changes. More information [here](#).

Facebook may have become "a densely interwoven collection of parallel media ecosystems and political infrastructures **outside the control of mainstream media outlets and major political parties** and moving like a wrecking ball through both," [Max Read writes for New York](#), questioning whether anybody (and even his founder) can control the biggest social network.

Hubert Guillaud explains [on internetactu](#) (in French) the role of **recommendations** for **Netflix**, how important it has been and still is, as well as its presumed impact, e.g. on binge-watching behavior.

News from other research projects



Hyper

Personalization,

Content

New European Media (NEM) released position papers on *Immersivity,*

Distribution this September; and in November on *Policy dialogue in Convergence and Social Media: requirements.* They are all available via [NEM's website](#).



I3 is gathering information about the most important issues faced by media projects and professionals from a policy perspective and about the topics that need to be discussed at the political level to improve and empower the media sector. If you are interested, you can fill their [online survey](#).

The Brussels State Secretary for Foreign Trade, Cécile Jodogne, and Brussels Invest & Export organised a seminar on the theme "[Brussels, an ideal Place for Media industries in the EU](#)" on 8th of November 2017. The goal of the event was to highlight and promote Brussels as the new place for international broadcasters that are looking for a new European base after the Brexit.

Hilde Van den Bulck and Hallvard Moe published in October 2017 a paper in [Media, Culture & Society](#) on **Public service media, universality and personalisation through algorithms**: mapping strategies and exploring dilemmas. Their mapping shows that a majority of PSM are moving in the direction of digital and algorithmic personalisation, which they see as a tool to realise universality in new ways.

Disclaimer

This publication reflects only the views of the author(s), and the European Commission cannot be held responsible for any use of the information contained therein.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 761412



MediaRoad – European Media Ecosystem for Innovation

Horizon 2020, H2020-EU 2.1.1. – Industrial Leadership – Leadership in enabling industrial technologies – Information and Communication Technologies (ICT) - Coordination and support action

Duration: 1 September 2017 – 31 August 2019

Project number: 761412

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