



# POLICY UPDATE

## From MediaRoad website...



### MediaRoad answers European Commission Public Consultations on Fake News and Online Disinformation

On 23 February, the MediaRoad consortium contributed to the Public Consultation on Fake News and Online Disinformation launched by the European Commission. [Read the article](#) to learn about the key points raised by the MediaRoad consortium in its response to the consultation.



### Current Digital Single Market challenges for the radio sector

Vincent Sneed, AER Director of Regulatory Affairs & Manager looks at the regulatory and technical challenges radio is now faced with to make sure that it keeps on flourishing and offering much to society and what are. In his article he looks at how Digital Single Market access to infrastructure and copyright policies will impact radio in a digital world.

Full piece available [here](#).

## News

### News from the institutions

**Fake news and the role of public service broadcasters in communicating Europe discussed at the EuroPCom 2017 Public Communication Conference.**

Fake news and the evolving landscape of public service media, two key topics for the

MediaRoad project, were recently discussed at the latest EuroPCom Conference, [EuropCom 2017](#)- Reshaping European Dialogues, the biggest event on European public communication. More about Fake news and the role of public service media in communicating Europe at EuroPCom via this [link](#).

## Colloquium on Fake News and Disinformation Online

The European Commission is stepping up efforts against fake news. After the public consultation and the establishment of the [High-Level Expert Group](#) on fake news (see the [previous newsletter](#)), the European Commission organised a **Colloquium on Fake News and Disinformation Online** on 27 February 2018. Recording and presentations are now [available](#).



On 1 March 2018, the European Commission presented a [Recommendation](#) on measures to effectively tackle illegal content online. The objective of this Recommendation is to give effect to the political guidelines set out in the [Communication](#) on tackling illegal content online presented by the Commission in September 2017.

Following the guidelines presented in the Communication, the Recommendation takes the work one step further and formally lays down the operational measures that should be taken by the companies and the Member States regarding the detection and removal of illegal content through reactive (so called 'notice and action') or proactive measures. According to the Commission [Press Release](#), the Recommendation contains precise definitions of the various aspects of countering illegal content online. It constitutes an additional step in the recognition of trusted flaggers for fighting illegal content and gives

recommendations on how notice and action and proactive measures – including automated tools – can be implemented across the EU to facilitate the removal of illegal content while adopting appropriate safeguards in terms of counter-notice, transparency, and reporting.

To go more into detail, for terrorist content online, the Recommendation recalls the priorities established under the EU Internet Forum to eliminate terrorist content from the internet, and clarifies the responsibilities of companies and the type and scope of measures they should take—especially concerning reactive measures (notably referrals from competent authorities and Europol), but also regarding proactive measures.

The Recommendation also calls for regular and transparent reporting by internet platforms on actions taken and their tangible impact. This should help assess and consolidate progress made and sustain any decision on whether additional measures are needed to step up action against terrorist content, as announced in the Commission [Communication](#) from September 2017 and reiterated in the latest [report](#) on the Security Union.

### Guidance on a direct and smooth application of data protection rules in the EU

On the 24th of January, the European Commission published a [Guidance document](#) to facilitate a direct and smooth application of the new [data protection rules](#) across the EU as of 25 May. With just over 100 days left before the application of the new law, the document outlines what the European Commission, national data protection authorities and

national administrations should still do to bring the preparation to a successful completion.

### 5G Roadmap Signed by national ministers

National ministers in the [EU Transport, Telecommunications and Energy Council](#) (04-05/12/2017) have signed a 5G roadmap that sets out specific deadlines for the harmonisation of spectrum. The aim is support to the rollout of 5G as agreed between member states. The document confirms the objective of positioning Europe as a leading market for 5G on the world stage.

### News from the industry



A report on BBC R&D, which was requested by the UK Government as part of the latest charter renewal process, has been published.

The review is an exhaustive assessment of the work the department has done over the last Charter period (2007 – 2016), including a cost-benefit analysis, a qualitative assessment of its successes, and consideration of future objectives. The review concludes that BBC R&D delivered significant value to the BBC, audiences, the creative community, the wider industry and the UK economy. Its cost-benefit analysis conservatively estimates that every

pound spent by BBC R&D delivered a return of £5 - £9 to the UK.

This analysis takes a range of factors into consideration, including the economic benefits and savings created for the BBC, audiences benefitting from new or improved services, and other factors like patents and technology standards that benefit the industry and broader society.

You can read a blog about it from Andy Conroy [here](#), which includes links to the reports themselves.

### News from the press

#### Censorship in the pre-digital era

On [Wired](#), Zeynep Tufekci contrasts censorship in the pre-digital era – where the easiest way to block the spread of an idea was to keep it from being mechanically disseminated – with the current situation which looks like a golden age of free speech. She argues however that online platforms now have the power to greatly influence the attention that every message can receive.

### News from other research projects

#### CPN

The EU H2020 [CPN](#) project (Content Personalisation Network) has released its [first blog post](#). A consortium of broadcasters, media companies and technology providers are working towards a new approach for personalising digital content, enabling economic impact for large and small news publishers.

#### Creative Media Clusters

With [Creative Media Clusters](#), Dr Michal Glowacki and Prof. Lizzie Jackson are

researching the organisational culture of high-technology clusters in North America and Europe. The project runs from September 2015 to August 2018 and builds on their work with the Council of Europe's on public service media governance (2009-2012). Their work supports the evolution of production and distribution, enabling public service media to develop innovative forms of media and communication.

**DIAMOND** ("Diversity & Information Media: New Tools for a Multifaceted Public Debate") is a Belgian project that analyses media diversity at various levels: news producers, content and users, and the impact of digitization on these different levels. They have released their [first newsletter](#) (in Dutch).

### **NEM**

New European Media (NEM) has released a [White Paper on the Future of Social Media](#), elaborating on opportunities and challenges for European industry and society at large, research needs and innovation actions to achieve the Vision, as well as activities required in standardization, regulatory, and policy arenas.

### **Audio-Visual Diversity**

The work developed by the [research group 'Audio-visual Diversity'](#) (*Diversidad e industria audiovisual: el desafío cultural del siglo XXI*) reflects on the problem of diversity in the audio-visual industry (film, television, radio, recorded music and video games) in a context of multiple changes and a decade after the entry into force of the Convention on the protection and promotion of the diversity of cultural expressions (UNESCO, 2005). The book can be ordered [here](#) (in Spanish).

Tarleton Gillespie discusses [content moderation on online platforms](#) that rely heavily on user-generated content. Beyond the individual responsibility of users on their uploads, he insists on the role of the platforms themselves.

### **Consolidation of ownership in media Industries**

Miriam van der Burg's [PhD on consolidation of ownership in media industries](#) analyses how mergers and acquisitions between media firms enable survival but also present a potential cost via the threat they pose to the diversity of independent media outlets, and indirectly, to the diversity of news coverage. There is as yet no clear consensus among academics about the impact of consolidation of ownership, which has implications for the industry as well as the authorities in charge of reviewing mergers. Her dissertation sheds a multidisciplinary light on this fundamental and complex issue with the aim to stimulate cross-disciplinary learning between communication science and economics, without leaving aside the importance of the impact of digitisation. It proves the importance of looking beyond short-term profits to understand the economic and non-economic impact of media mergers and how society can gain from it on the long-run.

### **Postgraduate in media economics**

imec-SMIT is proposing a media economics training and postgraduate programs, organised as part of the VUB mediahub. It will start in September. More information [here](#).

## Interesting Reading

### UNESCO report on Re/shaping Cultural Policies.

A new edition of 'Re/shaping Cultural Policies' has recently been published as a useful tool to implement the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Comprising various articles, this new UNESCO report shows that innovative cultural policies implemented at the regional and local levels have a positive impact on all cultural governance. The articles are split into four areas that coincide with the goals of the Convention: support sustainable governance systems for culture; achieve a balanced flow of cultural goods and services and increase the mobility of artists and culture professionals; integrate culture into sustainable development frameworks, and promote human rights and fundamental freedoms.

### [Re|Shaping Cultural Policies: Advancing Creativity for Development](#)

UNESCO, 2005 Convention Global Report, 2017, 252 pages, ISBN: 978-92-3-100256-4

This UNESCO report includes an article By C. Merkel on the role of public service media to enlarge choices. It states that while policies to support content diversity remain highly relevant for the Convention's objectives, new policy frameworks adapted to the digital context are only beginning to respond to the challenges of media convergence. Forward-looking public service media policy models that would serve the needs of all individuals and groups and respond to changes in public thinking, as well as processes of convergence, have yet to be implemented.

### 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.



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[www.mediaroad.eu](http://www.mediaroad.eu)

Twitter: @mediaroad\_eu

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