

# POLICY UPDATE



## Take part in our stakeholder consultation



Are you interested in understanding the evolution of the media sector and are you interested in technological innovation? Then contribute to MediaRoad's long-term policy vision for the European media sector! [Read more about the aim of the consultation.](#)

## From MediaRoad blog...

### Fight Fake News? Rather improve Media Diversity and Transparency

Fake news seems to be all over the place now. This post argues that most common measures and the focus on fake news itself are problematic. [Read the full article](#)



### The draft AI Ethics Guidelines: interesting but... what about media?!?

On the 18th of December 2018, the European Union's high-level expert group on artificial intelligence today released draft ethics guidelines. This post recaps MediaRoad's response, in particular arguing for the media sector to be also considered, in particular as a use case. The full piece is available [here](#).

## News

### News from the institutions

#### Horizon Europe

The EU decision makers [have concluded their negotiation](#) on the next flagship EU programme for research and innovation. The vote on the [regulation](#) and the [specific programme](#) are foreseen at the EP plenary on 17 April 2019, whereas the Horizon Europe's budget will be a part of the overall agreement on the EU's next long-term budget.

#### Disinformation and Fake News

On December 5, The European Commission published [the Action Plan against Disinformation](#), which includes a set of actions aiming to build up capabilities and strengthen cooperation between Member States and EU institutions to address disinformation proactively.

On January 29, the EC organised the conference "[Countering online disinformation - Towards a more transparent, credible and diverse digital media ecosystem](#)," where our colleague Prof. Luciano Morganti intervened. It aimed at looking at the way forward given the upcoming European Parliament elections. On February 26, a CONNECT University session took place on "[Exploring Deepfakes phenomena](#)".

On January 29 The European Commission started to publish [monthly reports](#) submitted by signatories of the Code of Practice against disinformation signed in October 2018. Following publications happened [on February 28](#) and [on March 20](#), with updates by Facebook, Google and Twitter. The online platforms have committed to reporting their progress in the run-up to the European Parliament elections in May 2019.

#### Copyright

On March 26, the European Parliament [voted in favour of the Directive on copyright](#) in the Digital Single Market by the European Parliament. On March 28, a Regulation to facilitate the licensing of rights for certain online transmissions of broadcasters and retransmissions of television and radio programmes was [turned into a Directive](#).

#### 5G

On January 12, the European 5G Observatory published its 2nd Report: [Europe preparing for 5G launch](#). On January 24, the European Commission [adopted an amendment](#) aiming at enabling the Member States to reorganise and allow the use of that band for 5G systems by 31 December 2020 in line with the European Electronic Communications Code.

#### Public sector data

On January 22, negotiators from the European Parliament, the Council of the EU and the Commission reached an agreement on a [revised Directive on the EU's Public Sector Information](#) that will facilitate the availability and re-use of public sector data.

#### Support to the cinema and audiovisual industries

On February 8, the European Commission released a [factsheet](#) summarising how the EU supports cinema and the audiovisual sector

#### Online Platforms

On February 14, The European Parliament, the Council of the European Union and the European Commission reached a [political deal](#) on the first-ever rules aimed at creating a fair, transparent and predictable business environment for businesses and traders when using online platforms.

## News from the industry

### UNCTAD

On January 14, UNCTAD released the 2018 [Creative Economy Outlook \(2002-2015\) and Country Profile \(2005-2014\)](#). The report highlights the trends in the international trade in the creative industries and, for the first time, services by country for the period 2005 to 2014, and provides an outlook on the global creative economy for the period 2002 to 2015. The report includes country profiles for 130 economies and highlights potential opportunities for developing countries to increase their production, exports and share in creative industries markets. The report makes the point for increased public and private sector investment in creative industries.

### AngelList on piracy

AngelList highlights what could be the [reasons for a recent surge of piracy](#) of audiovisual content. Between 2011 and 2015, piracy plummeted roughly 50%. However, for the first time in years, that trend line is changing. In 2018, global piracy went up. The migration of users from streaming services back to piracy indicates that streaming services are no longer offering the same level of convenience they used to. There are two major reasons for this: market segmentation and international licensing.

### Euractiv

On January 23, Foundation EURACTIV co-organised [a conference](#) with the Green/EFA group: "Can the EU do more for the media sector?". The event focused on media sustainability and gathered 80+ participants from the EU Digital and Media sector. Our colleague Prof. Luciano Morganti was one of the speakers.

## News from the press

### Facebook's impact and the need to regulate it?

In [Buzzfeed News](#), Ryan Broderick argues that The "Yellow Jackets" riots in France are the consequences of Facebook getting involved with local news. The explosion of some groups coincided with Mark Zuckerberg announced two algorithm changes to Facebook's News Feed that would "prioritize news that is trustworthy, informative, and local." The author links it to the rise of misinformation (e.g. anti-vax movements). Similarly, in [the Guardian](#), Jim Waterson describes how an obscure pro-Brexit group spends tens of thousands on Facebook ads. Facebook responds by insisting that it is much more transparent than the rest of the industry, regarding the source of ad funding notably. Still, some would argue that Facebook should be more regulated. In [CNBC](#), Elizabeth Schulze summarises a UK government report published on February 12, which notably says that Google and Facebook should be regulated for news content. Antitrust regulation should be favoured as competition agencies are often more experienced and better resourced than data protection agencies and hence in a better position to successfully build the case against a big company like Facebook.

### Copyright

Corporate Europe [reports](#) how, in discussions around the Copyright Directive, the competition between big business lobbies has drowned out critical voices.

## News from other research projects

### SOMA

The EU H2020 SOMA (Social Observatory for Disinformation and Social Media Analysis) project organised its [first public event](#) in Milano on March 20, entitled "Disinformation Across Borders and How to Fight It". Our colleague Dr Heritiana Ranaivoson was one of the speakers.

## IES on the use of AI to fight disinformation

Trisha Meyer and Chris Marsden recently [concluded a study](#) on the use of artificial intelligence to combat disinformation online. The study was commissioned by the European Parliament's STOA (Future of Science and Technology) panel. The authors warn against technocentric optimism as a solution to disinformation online. When artificial intelligence is used, independent, transparent and effective appeal and oversight mechanisms are necessary to minimise inevitable inaccuracies.

## Does VR increase empathy?

Internetactu [summarises](#) (in French)

research by Jeremy Bailenson (published in Experience on Demand: What Virtual Reality Is, How It Works, and What It Can Do). They try to respond to the questions: does VR increase empathy? If yes, more than other media?

## Audio-visual industries and diversity

Prof. Luis A. Albornoz and Ma. Trinidad García Leiva has recently edited [a book in Routledge on Audio-Visual Industries and Diversity. Economics and Policies in the Digital Era](#). This book reflects critically on issues of diversity, access, and the expansion of digital technologies in audio-visual industries, particularly in terms of economics and policies.

## Disclaimer

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