Media Policy

BFM 7379

Henry Loeser

Perspectives

O **Contexts**

O - Cultural

O - Political

O - Economic

Perspectives

○ **Actors**

○ - State

○ - Industry

○ - Civil society

Perspectives

- **Policy-making Process**

- - Often reflect the societal paradigm
- - A series of "sub-processes"
- - Semi-participatory
- - Latency with technological changes

Historical Touchstones

○ **1940's & 50's**

○ - Economic & social development at national level

○ - Tension between autonomous and dependent development

Historical Touchstones

- **1970's**

- - Critical theory

- - North / south inequality

- - Universal Declaration of Human Rights – Article 19 (UN)

Historical Touchstones

- **1980's**

- Technological and geopolitical change
- Transnational and global policy discourse

Historical Touchstones

○ **1990's**

○ - Local issues within a new global information society (ITU, UNESCO,)

○ - Market vs. state (WTO, EC)

○ - Evolution of ICT; convergence (ITU)

Historical Touchstones

- ○ **2000's**

- ○ - World Summit on the Information Society
- ○ - Global Media and Communication Policy

Historical Touchstones

○ **2010's**

○ **Digital convergence**

○ - Disruption of legacy media – death of journalism?

○ - Rise of social media – new monopolies?

○ - Net neutrality?

European Context

- **European Union**

- No specific media law in the EU *acquis communautaire*
- EU/EC *directives* for member states' harmonization

European Context

- **EU Directives**

- - Television Without Frontiers (1989, 1997)
- - Audio Visual Media Services Directive (2007)

European Context

- **EU Directives**

- - Goal to balance economic and cultural interests is not met
- - "County of origin" principle is national sovereignty issue
- - "Too many cooks in the kitchen" stifles consensus
- - Protection for PSB's?
- - Latency to technological changes; not future-proof

European Context

- **Digital Single Market Strategy**

- "Aims to open up digital opportunities for people and business and enhance Europe's position as a world leader in the digital economy." -EC

European Context

- **Digital Single Market**
- **Pillar I** - Better access for consumers and business to online goods and services

- - VAT
- - Copyright
- - Satellite & cable
- - ecommerce

European Context

- **Digital Single Market**
- **Pillar II** - Environment and conditions for digital networks and services

- - Telecom infrastructure
- - Update the ACMS directive
- - Address significant issues of online platforms
- - Data protection and cybersecurity

European Context

- **Digital Single Market**

- **Pillar III** - Economy and Society

- - Free flow of information

- - Interoperability and standards

- - Access, literacy & skills; e-government

European Context

- **Digital Single Market - Process**

- - Adopted in 2015
- - 16 specific initiatives delivered by the Commission in 2017.
- - Legislative proposals now discussed in European Parliament and the Council.

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