

Media Policy

BFM 7379

Henry Loeser

Perspectives

○ Contexts

- - Cultural
- - Political
- - Economic

Perspectives

○ Actors

○ - State

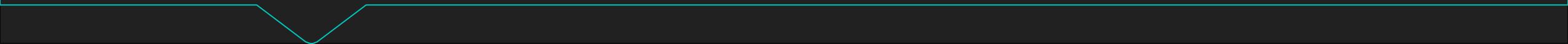
○ - Industry

○ - 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

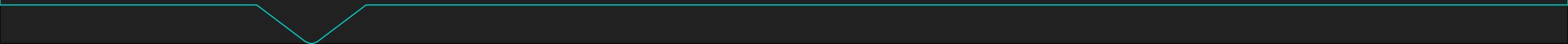
- - Tension between autonomous and dependent development

Historical Touchstones

○ 1970's

- - Critical theory
- - North / south inequality
- - Universal Declaration of Human Rights – Article 19 (UN)

Historical Touchstones



- **1980's**

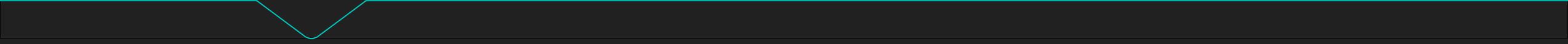
- Technological and geopolitical change
- Transnational and global policy discourse

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)

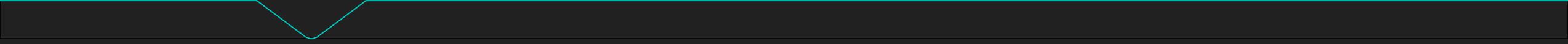
- - Audio Visual Media Services Directive (2007)

European Context

○ EU Directives

- - Goal to balance economic and cultural interests is not met
- - “Country 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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