



Framework Contract COM 2011

Lot 1: Studies and Technical Assistance in all sectors

Baseline assessment of the “Guidelines for EU support to media freedom and media integrity in the enlargement countries 2014-20

Presentation of the main findings

3 November 2015, Brussels



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*Neighbourhood and
Enlargement
Negotiations*



Project implemented by
SACO & Particip

Baseline assessment Guidelines for EU Support to media freedom and media integrity in the enlargement countries 2014-20”

- First monitoring of the Guidelines
- Not another media freedom index
- Methodology:

Assessment in seven countries

**Documentation
review**

**Survey
(390 respondents)**

**In-depth interviews
(150)**

Focus groups

Preliminary findings

Main issues / common trends

- Worsening economic situation for most media outlets (exception Turkey)
- Increasingly bold interference by political and economic interests → media dependence
- Selective use of “state advertising” and controlled distribution of commercial advertising
- Interference also comes in the forms of non-transparent and illegal concentration of ownership
- Process of trivialisation of the media content reduces ability to keep the political/public discourse open

Main issues / common trends

- Public service broadcasters underfunded and heavily influenced by political and economic interests → Still seen by public as “state broadcasters”
- Powerful privately-owned broadcasters act as government mouthpieces
- Pro-government outlets often orchestrate smear campaigns against prominent civil society actors/ independent journalists
- which indicates further government and business interests’ interference with media independence

Main issues/ common trends

- Investigative journalism confined to alternative media outlets → heavily dependent on foreign financial support
- Censorship and self-censorship among journalists are commonly assumed to be widespread
- Public trust in the media remains low
- Levels of media and web literacy remain low
- Media outlets lack business management capacity to address sustainability issues

Main issues / common trends

- Still cases of selective justice in media-related lawsuits
- Shortage of key skills among journalists and lack of knowledge of their rights
- Slow, if any, progress in investigating and prosecuting cases of murders and physical attacks on journalists
- Parliaments lack interest in issues related to freedom of expression and media freedoms
- Regulators and programming councils of electronic media are not seen as independent
- Weakness of self-regulatory bodies, journalists' associations and unions continues to be of concern

Example of indicator

1.6 Public Service Media – ensure content pluralism in media environment in independent and accountable manner.

Reform of PSB – guided by Public Service remit and adequate budgeting is implemented.

PSB establish track-record of professionalism, transparency and independence. Digitisation of broadcasting implemented in transparent way that ensures media plurality and respects competition rules.



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Survey question indicator 1.6

- The remit of public service broadcasters is clearly defined in law, including their editorial independence.
- The public service broadcaster law is in line with the acquis and AVMSD, and is efficiently enforced.
- Public service broadcasters successfully resist pressures to politicise their reporting. Reporting is balanced, non-partisan, covering a wide spectrum of political and social issues.
- The existing system of financing public service broadcasters works well, allowing for fulfilment of PSB programming and production obligations.
- Public service broadcasters conduct their financial affairs with a high degree of transparency and accountability.
- Public service broadcaster runs separate accounting for its advertising income and for remit from public sources. Public source money is not used in order to get advantage on the market against commercial competitors.
- News and entertainment content on PSB is in balance.
- The general public's trust in public service broadcasters has increased in recent years.

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Results indicator 1.6



Montenegro



2,26



Serbia



2,02