



European Commission



MEDIA FREEDOM AND PLURALISM IN THE EU

#EMFA #MediaFreedomAct

#SOTEU
2022

16 September 2022

Media companies cannot be treated as just another business. Their independence is essential. Europe needs a law that safeguards this independence – and the Commission will deliver a Media Freedom Act in the next year.

President von der Leyen,
State of the Union Address, 15 September 2021



Free media are a key pillar of every democracy and they are essential for a healthy market economy. On a global scale, the European Union remains a stronghold for free media, setting a standard as a democratic continent. Yet, there are increasingly worrying trends. Building on past efforts, the Commission has taken a number of measures to protect media freedom and pluralism in the EU.

EU ACTION TO PROTECT MEDIA FREEDOM AND PLURALISM

Revised
Audiovisual
Media Services
Directive

November
2018

First annual
rule of law
report

September
2020

Media and
Audiovisual
Action Plan

December
2020

Recommendation on
the protection, safety
and empowerment of
journalists

December
2020

European
Media
Freedom Act

September
2022

Directive on
Copyright in
the Digital
Single Market

European
Democracy
Action Plan

Digital Services Act
(DSA) and Digital
Markets Act (DMA)

Recommendation
to protect journalists
and rights defenders
from abusive
litigation (SLAPP)

EUROPEAN MEDIA FREEDOM ACT



No interference in editorial decisions of media



No spyware against journalists



Independent and adequately funded public service media



Transparency of ownership



Transparent and fair audience measurement systems and allocation of state advertising



Establishment of a new European Board for Media Services



More protection for media against unjustified online content removal



Assessment of market concentrations and requirements on national measures affecting the media



Commission recommendation
Toolbox of good practices to promote internal safeguards on editorial independence and media ownership transparency

EXAMPLES OF EU SUPPORT TO MEDIA FREEDOM AND PLURALISM



Press and media councils to strengthen the position of press and media councils in a converged media environment (Budget: €500,000).



Rapid response mechanism to provide practical help to protect journalists under threat (Budget: €1,95 million).



Media Ownership Monitoring System to provide a country-based database containing information on media ownership (Budget: €1 million).



Emergency support fund for investigative journalists and media organisations to ensure media freedom in the EU (Budget: €1,8 million).



Collaborative and Investigative Journalism Initiative to equip media outlets and journalists with resources and infrastructure (Budget: €1 million).



Media Pluralism Monitor to identify potential risks to media pluralism (Budget: €1,1 million).



Grants to support innovation of local and regional media and boost pluralism (Budget: €2 million).



Journalism Partnerships to support business transformation and collaborations between media (Budget: €7.5 million).

