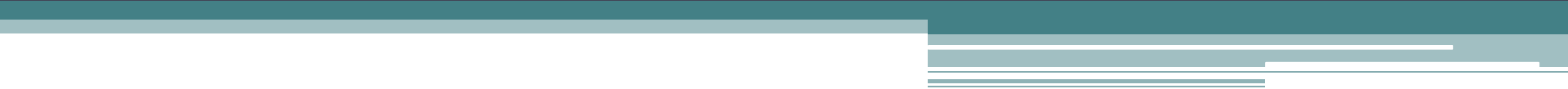


# MEDIA PLURALISM FROM THE USER'S PERSPECTIVE



BEATA KLIMKIEWICZ  
INSTITUTE OF JOURNALISM, MEDIA AND SOCIAL  
COMMUNICATION  
JAGIELLONIAN UNIVERSITY, KRAKÓW, POLAND





# MEDIA PLURALISM

an important condition for well-functioning media and audiovisual market

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supply (diversity-as-offered) and demand sides (diversity-as-used) of media landscapes




- exposure diversity has widely been considered unapproachable or missing in media policies
- **AVMSD** targets a very limited scope of media pluralism, addressing mainly values of cultural diversity from the supply side
- recognizes the general value of pluralism in numerous recitals in the preamble



**AVMSD**





**Transparency should be the norm!**

Sign now for a EU directing to resolve the conflict  
of interest between politics and media

# HARMONIZED RULES CONCERNING PROTECTION OF MEDIA PLURALISM IN AVMSD

- a growing demand for harmonized rules concerning protection of media pluralism in AVMSD
- concerns about overt government interventions in regulatory agencies or PSM
- undue media concentration and power in some EU countries





measures that bring two  
sides of pluralism  
together:  
structural developments  
of markets and services  
with the use and  
consumption patterns of  
media users



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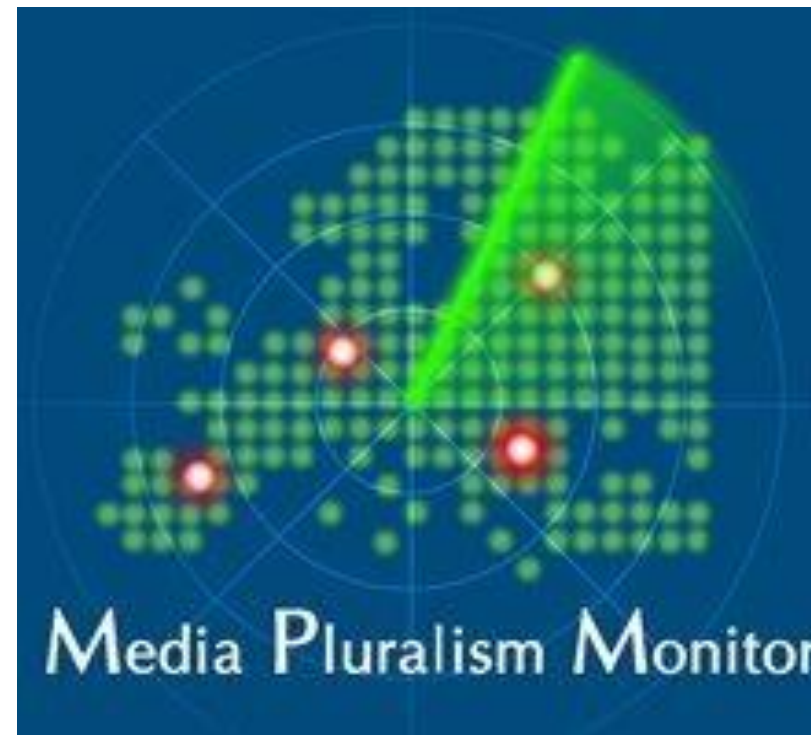
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this link should be included in the revision of  
the AVMSD currently underway and be  
applied through regular monitoring of  
diversity of media use



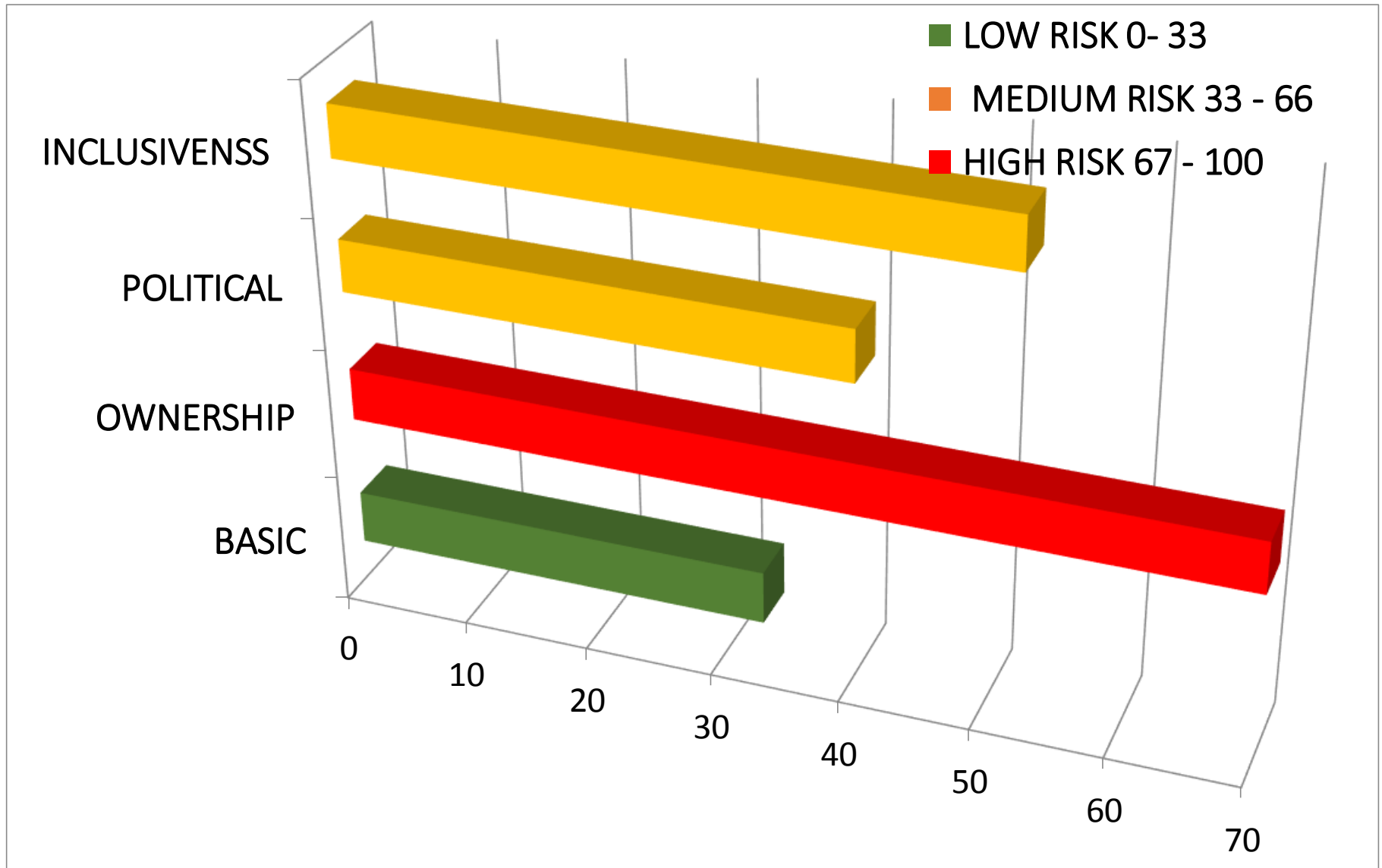
- **Diversity as offered** - The Media Pluralism Monitor (MPM) implemented by the Centre for Media Pluralism and Media Freedom (CMPMF)
- **Diversity as used** - *NEWS DIVERSITY IN POLAND FROM THE USER'S PERSPECTIVE* conducted by Indicator agency for the National Broadcasting Council of Poland (KRRiT) in 2015

## FINDINGS OF TWO INDEPENDENT STUDIES





# MPM RESULTS FOR POLAND





# NEWS DIVERSITY STUDY



- while diversity of news sources used by media users may seem quite satisfactory
- there are three deep gaps
- DIGITAL EXCLUSION OF ELDERLY
- MARGINALIZATION OF THE PRESS AND DOMINANCE OF TRADITIONAL TV BROADCASTERS IN NEWS PROVISION
- LACK OF MEDIA-RELEVANT KNOWLEDGE



# 1. MARKET CONCENTRATION AND NEWS SOURCES







# OWNERSHIP DOMAIN

- **MPM** observed that the concentration in revenue and audience markets is rather high



- more than 70% of media users use at least 7 news sources
- about 40% of the users uses 11 and more
- most frequently used news sources of the first choice: TVP (22%), TVN (21%) and Polsat (21%)
- among 10 most frequently used: 6 TV channels, 2 news portals, one social network, one radio channel

## HOW MANY AND WHAT NEWS SOURCES?





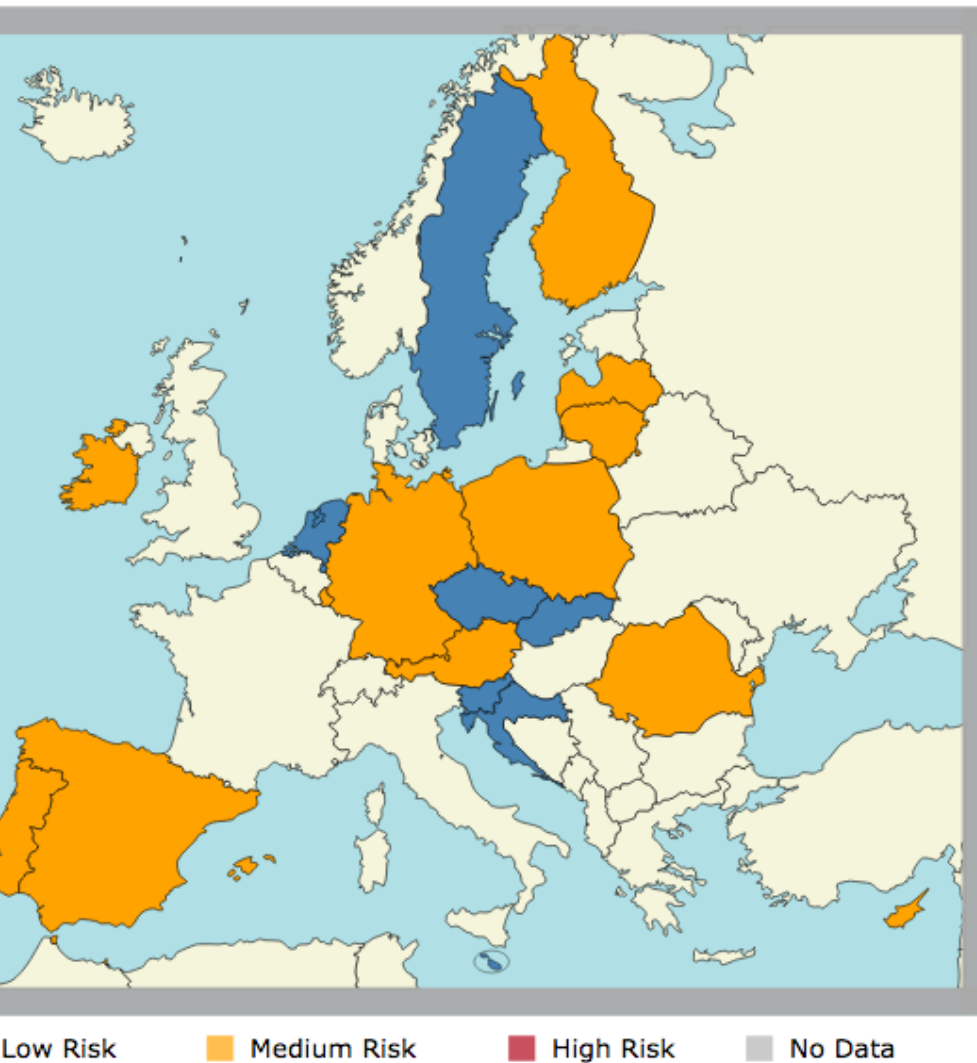
## 2. MEDIA TRANSPARENCY AND USERS KNOWLEDGE





# MEDIA TRANSPARENCY

Transparency in media ownership



- requires a more focused policy response, offering e.g. a full public access to the media register listing media companies with ownership and financing data (including state advertising) operating in Poland



# USERS KNOWLEDGE CONCERNING MEDIA

- a large portion of users declared that they lack knowledge on ownership structures and modes of media financing



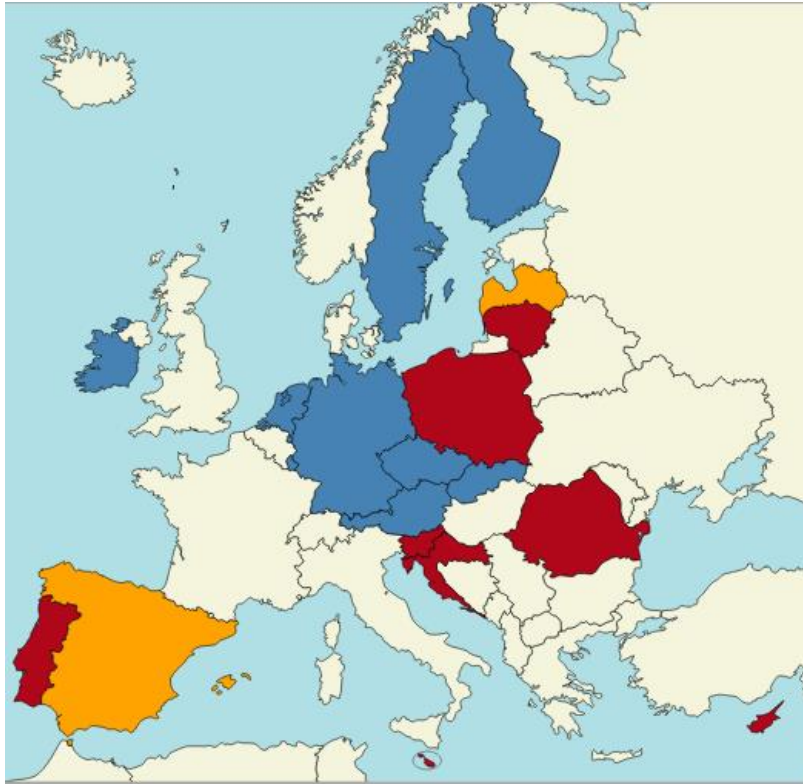


# 3. MEDIA LITERACY AND DIVISION/EXCLUSION AMONG USERS





# MEDIA LITERACY



- Media literacy was identified as an indicator with the highest risk in the MPM measurement for Poland
- based on the data demonstrating the percentage of weekly Internet users and the percentage of population that has at least basic digital skills



- **DIGITAL EXCLUSION OF ELDERLY**
- 75% of the users (aged 60+) do not use internet at all and 89% do not use social media at all as source for the news!

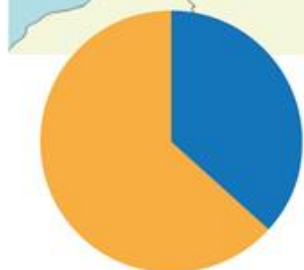
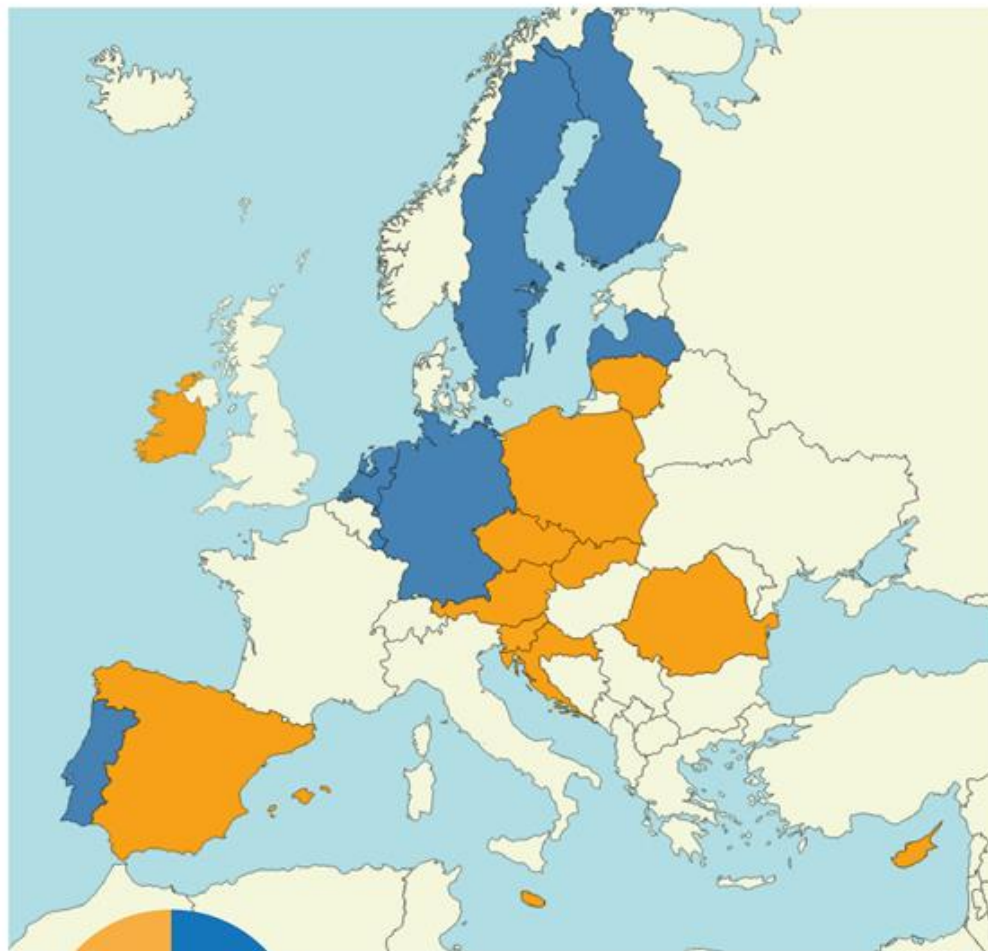




# 4. PSM INDEPENDENCE AND PSM IMPORTANCE FOR USERS







12/19 Medium Risk

7/19 Low Risk



EU 19  
average risk

35%

# POLITICAL INDEPENDENCE

- there has been a big appetite for political control of the Supervisory and Management Boards of Poland's PSM
- 2015 “Small Media Act”
- The News Diversity study showed that PSM play important role for users and the most important news source of the first choice is TVP1 (22%)





# RECOMMENDATIONS

- current regulatory recognition of media pluralism in AVMSD would benefit from a more profound and less fragmented provisions
- encourage regular monitoring of diversity of media use and re-directing policy action towards the areas that require immediate response while empowering media users
- not only be collected by commercial agencies for commercial and market-oriented purposes, but be based on independent studies



AVMSD could contribute to the  
shift in media policy towards a  
media users' perspective

A series of horizontal lines in teal and light blue colors, with varying lengths and thicknesses, extending from the left edge of the slide towards the right.



# THANK YOU!!

beatakl@hotmail.com