



Fondation
EURACTIV
#Media4EU

#Media4EU: INNOVATING TOGETHER?

Political Journalism versus “social media” platforms and fake news: cooperate more? Skills “rising stars”?

- DRAFT report after #Media4EU “Tour d’Europe” interviews and first round of presentations
- Completed project, after conferences and further input: June 2017
- See also ‘Skills & Innovation: ERASMUS4Media / Stars4Media (pilot project?)’

EXECUTIVE SUMMARY :

MEANINGFUL OUTLINE

- Scope (practical) and credentials (27 interviews) 3-9
- Content exchanges (strong need, poor so far) 9-15
 - + 3 'scenarios + Exchange Typology + European Coverage
- Technology + Translation workflow 16-17
- Public support 18
- Back-up slides 19

See separately: interviews in process, on EurActiv.com/topics/Media4EU

Skills: ERASMUS4Media & Media4Europe proposal

Policy 'One Pager' for EU Relaunch March 2017

Back-up pack, (implications for Fondation EurActiv and implications for EurActiv.com)

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BRIDGING BOTH GAPS AGE & SKILLS, EDITORIAL & BUSINESS, COUNTRIES

Media4Europe:

'Old suits':
Publishers & marketing

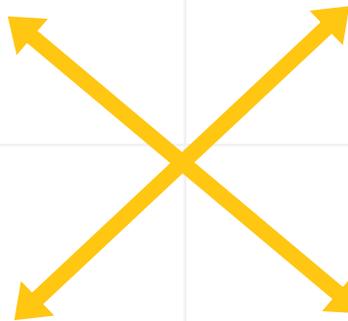
commercial



editorial



Editors



ERASMUS4Media:

Social
media
managers



Young
journalists



Note: 3 men out of 4 roles: simplified example, not the target

MEDIA ARISTOCRACY WILL DIE OR ADAPT - **'plus ça change'....**



The beautiful, upcoming working-class girl: social media

The smart aristocrat: Journalism-driven media

Source: 'Il Gattopardo', film by Luchino Visconti & novel by Tommaso di Lampedusa

FR: « Pour que tout reste pareil, il faut que tout change »

IT: "Se vogliamo che tutto rimanga com'è, bisogna che tutto cambi"

MEDIA4EU -STAGE I: SCOPE AND STATUS

(till December 2016)

Key research question and focus:

- Given social media, populism & Brexit + Trump election, given the media and Europe's crisis
- **IF AND HOW NATIONAL MEDIA SHOULD COOPERATE ACROSS BORDERS?**

Approach: very focused, interviews with 40 experts in political journalism

- Interviews with top publishers and editors from six countries : 'Tour d'Europe' DONE
- desk research based on existing studies: very limited, not focus
- Feed-back (not full validation) by the Steering Committee & ULB scientific group : in process, (the conference discussions)

Focus and waiver: practical & action-oriented

- Focus on written political journalism: not broadcasting or specialised media, ad hoc on print/online conversion
- Very limited team & time
- Part-academic, part-editorial, part-practitioner. No full scientific ambition
- Editorial publication: EurActiv interviews in process, summaries & OpEds: to do
- Plus initiatives: policy and media sector strategies

BACKGROUND & QUESTIONS NOT HANDLED HERE

(see back-ups: relevant articles & studies)

- **Definitions of media, information & communication. [Project focus on political journalism, written or created by journalists, whatever the channel (articles, blogs, twitter) as opposed to social media platforms (user-generated & user-liked content)]**
- General media trends & user preferences, social media trends
- Definitions of media, information & communication
- EU Communication policy: well covered by others. Indirectly, addressed
- Brussels press corps size & issues issues
- Fact-news versus populism: handled in meetings & interviews, but not analysed (yet) in reports: well covered by others.
- Press Freedom issues: well covered by others. Indirectly, addressed: competition and concentration
- Schemes funded by member states to support media / press
- Non-profit funding
- Crowd funding
- Value-Added Taxation for online media
- Data privacy
- Cases versus Google: alleged abuse of a dominant position vis a vis media publishers, misuse of copyright and 'right to be forgotten'.

CREDENTIALS - (I) EURACTIV'S NETWORK



CREDENTIALS - (II) 32 MEDIA IN 6 COUNTRIES

→ 24 INTERVIEWS + 7 RECENT MEETINGS

France



Germany



Spain



Italy



Poland



UK



Various



CREDENTIALS - (III) OTHER ORGANISATIONS:

→ (II) - ASSOCIATIONS - ACADEMICS - EVENT ORGANIZERS
 3 INTERVIEWS + 5 RECENT MEETINGS + MANY PREPARATORY MEETINGS^{***}

Media
 Associations
 & Events



Policy &
 others



TBD

CONTENT EXCHANGES: OVERVIEW FINDINGS & RECOMMENDATIONS

DEBRIEFING

1. Demand for cross-border content-sharing is strong
2. However, the efficiency of exchanges could be improved

IMPROVEMENT

3. Media cooperation urgent vs. global social media and Google
4. Moreover, most exchange networks are not sustainable
5. Innovative models could be rolled out

INNOVATION & SKILLS

6. Technology could help, esp. Translation, but skill-building is key
7. Greater skills & open innovation, see 'Skills & Innovation' pack
8. Public support is generally welcome

CONTENT EXCHANGES - (I) DEBRIEFING

CURRENT EXPERIENCE

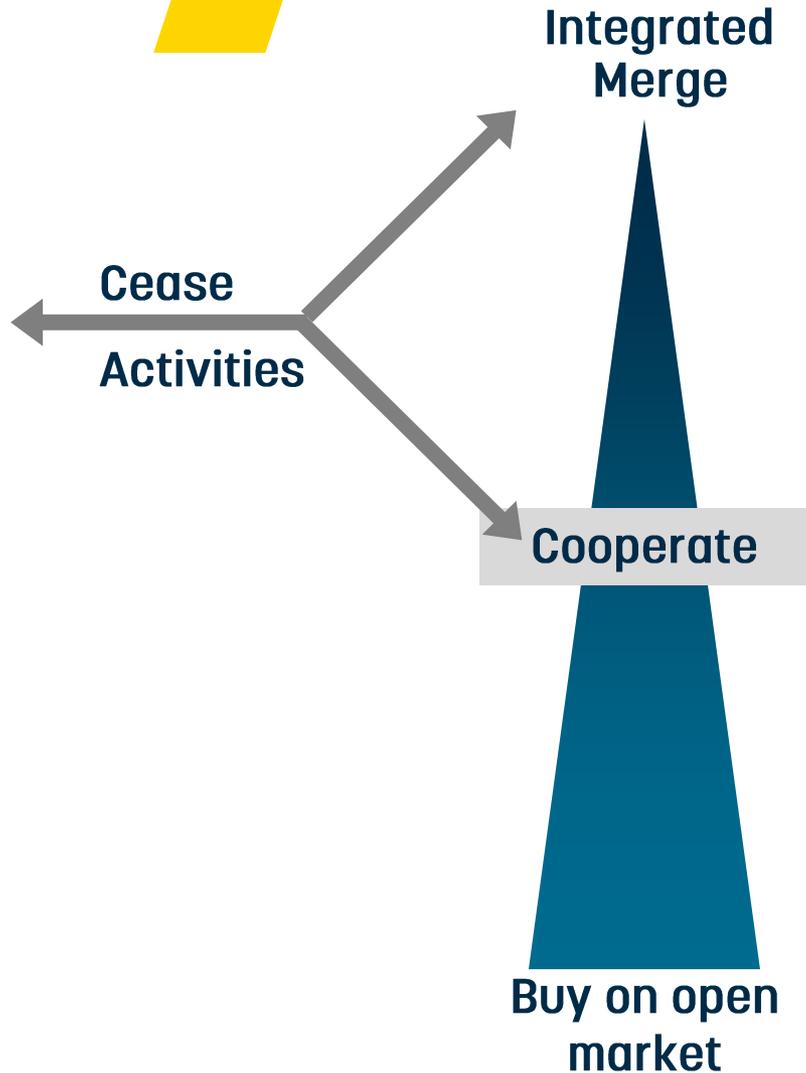
1. Demand for cross-border content-sharing is strong

- Robust, from traditional agencies to translated syndication plus localisation or and co-production
- Both for cost reasons (also automated/ tailored feeds) and 'edge' (semi-exclusivity, for one country)
- Notably for 'European' articles, 10 to 20% of total (break down: firstly EU policy 'Brussels', then individual countries, then cross-border themes)
- Media responsibility to provide diversity and facts, in the face of populism

2. However, the efficiency of exchanges could be improved

- Journalists' mindset: so far, more willing to share (© non-issue) than to republish or to adapt (see 'skills')
- To convince management: creative revenue gains and/or cost efficiencies, plus sense of urgency (see 'skills')
- Translation often cumbersome: too slow for news (see 'Technology')
- Cooperation projects are incremental, not structural, hence short-lived
- (See 'public help')

THREE SCENARIOS FOR MEDIA FUTURE?



Media groups

(Selected examples but few cross-border yet)

Franchises

EurActiv, HuffPost...

Networks

LENA, Presseurop, Euranet...

loosely efficient

"Exchange clubs"

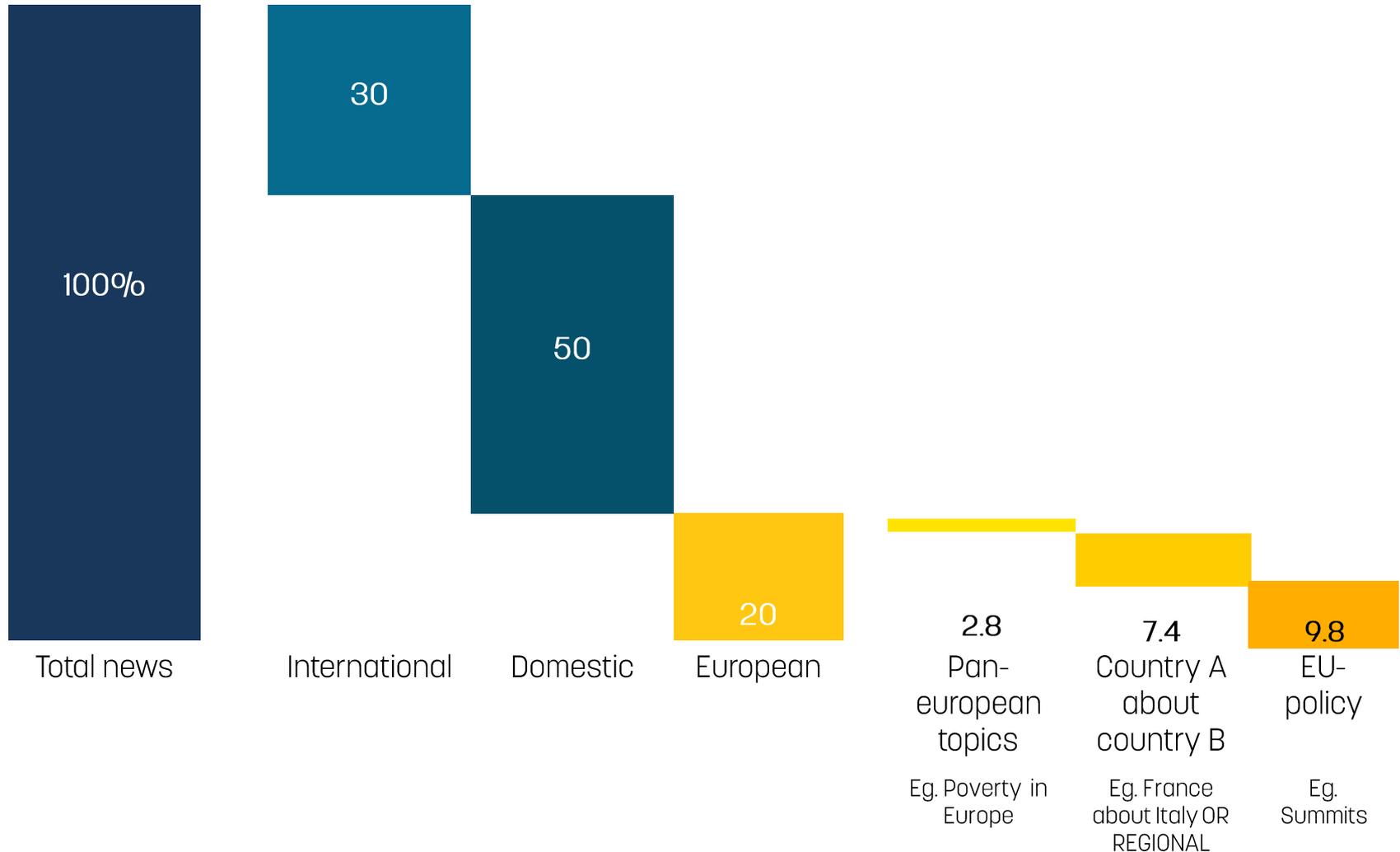
"Europa", ICIJ, Climate Publishers Network, etc.

Agencies

Reuters, AFP, EFE, etc.

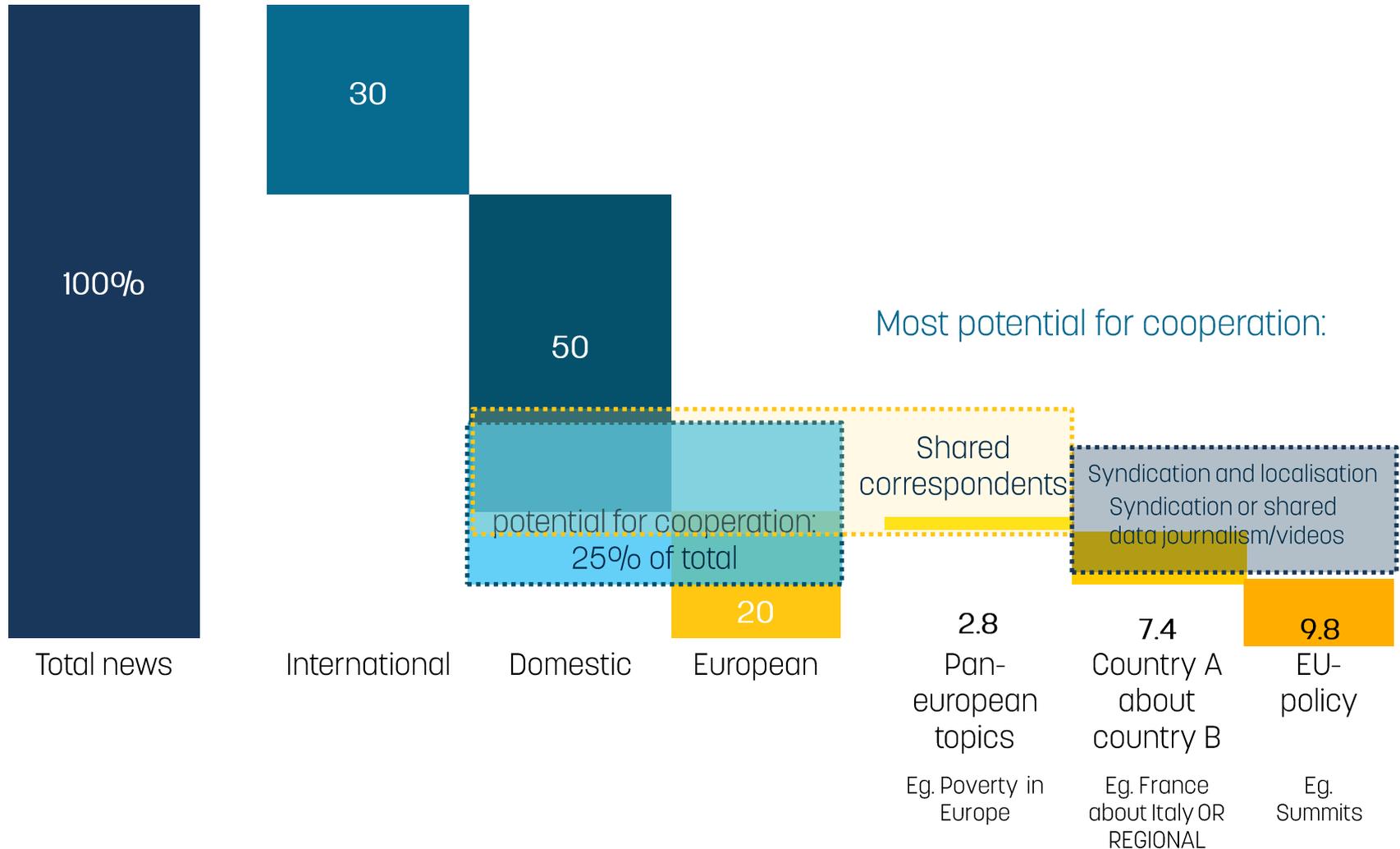
'EUROPEAN' CONTENT IN POLITICAL JOURNALISM: ca 20%

Provided by several interviews, highly converging



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CONTENT EXCHANGES (II): IMPROVEMENTS

3. Media cooperation urgent vs. global social media and Google

- Non-domestic readership carries little ad revenue, need for Single Market, wider readership certification, and critical mass, alone or together
- Novel revenue models may fit cross-border better, eg. Sponsored events, long-term partners for joint editorial sections, videos & data journalism
- Content distribution on social media is useful in short term, but – given dominant positions - requires bundled negotiations and regulatory support

4. Moreover, most exchange networks are not sustainable

- Classical subs and ads under pressure, and 'native advertising', limited across borders
- EU-funded networks face contract end (Presseurop, EuroparlTV, Euranet Plus? Euronews?)
- Support from foundations essential but limited: need to motivate them for media?

5. Innovative models could be rolled out

- Major public interest campaigns lend themselves to partnerships with non-profit (fondations) or public sector (EU Commission, DG's CONNECT, EAC, TRAD) or corporates (CSR etc..)
- Data journalism, infographics and video also 'translate' more easily
- A 10-year vision for the media sector? at least 10 sustainable thematic networks; plus concentration: several cross-border media groups? May be in 5 years

CONTENT EXCHANGES - (III) WHAT COULD HELP: NOT JUST R&D, BUT TECHNOLOGY INNOVATION & SKILLS

6. Technology could help, esp. Translation, but skill-building is key

- Main feature wish:
Translation workbench, integrated in own CMS, with (basic) translation memory or Machine Translation + Post-Editing. Simplifying work by internal and external translators + sub-editors
- ‘Nice to have, not a must’:
CMS¹ interfacing between different media (not CMS integration), screen prompts for partner content (rough translated), plus social media cross-promotion
- However, main hurdles depend not on technology but on **skills** (topics, social media, IT, English) and **group work** (pilots, team-building, crediting)
- Therefore, experimenting and pragmatic progress comes before IT ‘industrialising’: need demonstration projects + training²

7. Greater skills & open innovation, see ‘Skills & Innovation’ pack:

ERASMUS4Media / Stars4Media

&

Media4Europe

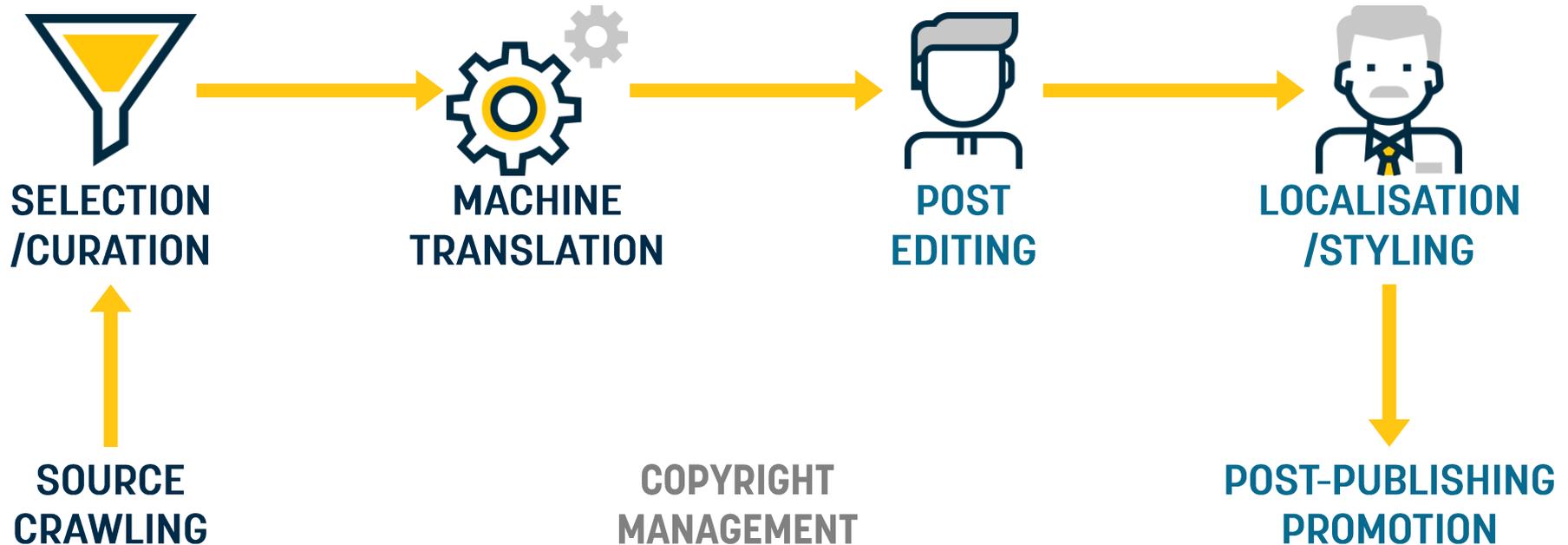
1. Content Management System

2. Specific idea: including bylines for curators/ ‘adapters’, for (social media) promoters, and for translators: all have value added, not just original author

WORKFLOW FOR CONTENT EXCHANGES ACROSS LANGUAGES: TRANSLATED SYNDICATION

MACHINE

HUMAN



See more: EurActiv workshop at Future Media Lab, Brussels, January 2016

CONTENT EXCHANGES - (IV) WHAT COULD BOOST PUBLIC HELP

8. Public support is generally welcome:

- Some (not unanimous) reluctance to direct journalism subsidies
- Previous wave of EU-triggered media projects phase out anyway
- Little reluctance about EU support, as such (except mainly UK & partly Germany), at arm's length
- New wave could be part of Digital Single Market Phase II &
- EU Re-launch: 'European Strategy for the media sector'
- Government openness (and finances) vary widely between countries

BACK-UP EXHIBITS

See “skills for media innovation”: Erasmus4Media/ Stars4Media