

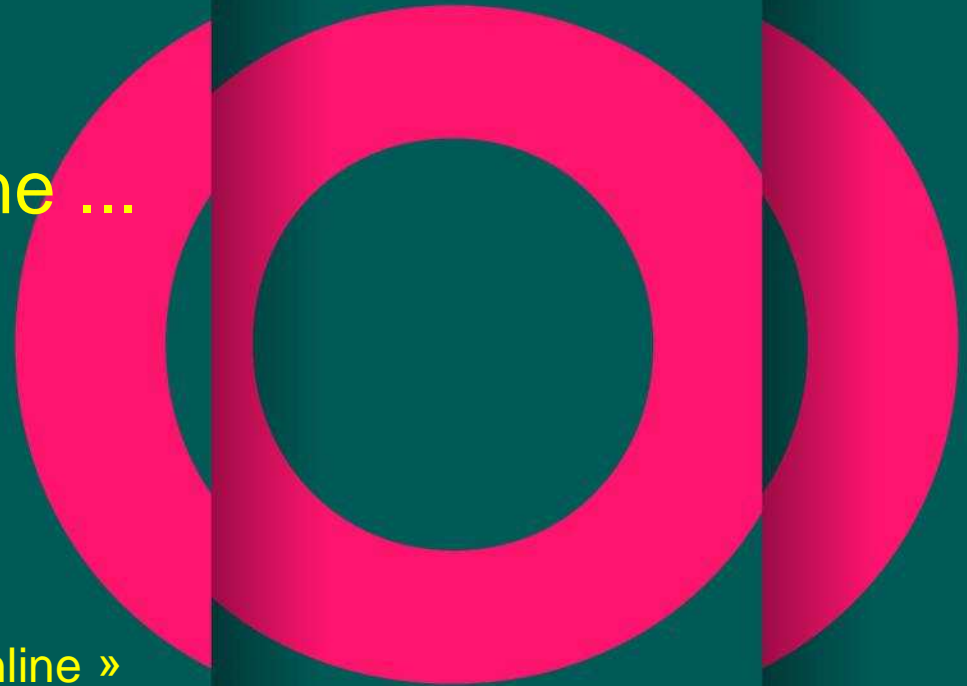
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OPERATING EUROVISION AND EURORADIO

The good old times are gone ...

by Giacomo MAZZONE
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Contribution to the conference
« Tackling hate speech: Living together online »
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ONCE UPON A TIME ... BROADCASTING REALLY MEANT « ONE TO MANY »

- Before digital era and the advent of the Internet, the concept of broadcasting was mainly about addressing from one to many
- A lot of precautions were established to prevent abuse and misuse of this “power” by the one that could exercise it
- Detailed measures were also put in place to punish those individuals or organizations not respecting these principles
- A special responsibility was put on the professionals of media

ONCE UPON A TIME ... TELECOMMUNICATION REALLY MEANT « ONE TO ONE »

- Before digital era and the advent of the Internet, the concept of Telecommunications was mainly about addressing from one to one
- No special needs and precautions were established to prevent abuse and misuse because the relation among the two points on the line was supposed to be “equal”
- No special measures to punish those individuals or organizations abusing of this tool, and no special responsibility for the professionals of TLC sector

IN DIGITAL TIMES ... BROADCASTING AND ON LINE BOUNDARIES ARE BLURRED

- The future broadcasting world is part of a more complex interaction with the audience (=citizens for us, consumers for others) where communication is a variable flux of “one to many” / “one to one” / “community interaction”
- The traditional guarantees cannot cover the whole flux. Moreover, the control over the mediators doesn't work
- New phenomena as UGC (User Generated Contents), communities and social networks interaction, hybrid TV put under severe stress the editorial and moral principles

IN ABSENCE OF APPLICABLE LAWS, MEDIA ELABORATE THEIR OWN CODES

1. BBC EDITORIAL GUIDELINES ON SOCIAL NETWORKS, MICROBLOGGING, ETC.
2. MANY NEWSPAPERS HAVE ELABORATED THEIR OWN CODES FOR BLOGGING ACTIVITIES OF THEIR JOURNALISTS
3. EBU IS WORKING ON A COMMON CODE ON SOCIAL NETWORKS ACTIVITIES

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Thank you for listening.
Many questions expected ...

The good old times are gone (for ever ?) ...

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