



Media Pluralism in the Digital Age

Challenges and Opportunities

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62nd EPRA Meeting

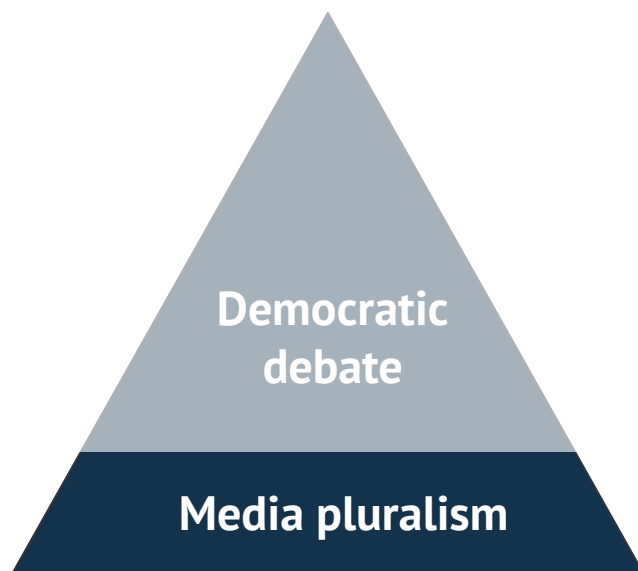
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Media pluralism: Why it matters

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The bedrock of democracy...

Media pluralism protects the forming of diverse opinions and viewpoints, allows of informed debate

Media pluralism: Why it matters



The bedrock of democracy...

Media pluralism protects the forming of diverse opinions and viewpoints, allows of informed debate

... put at risk by new challenges

The new digitalized media landscape brings about new challenges and risks for pluralism

The new media landscape

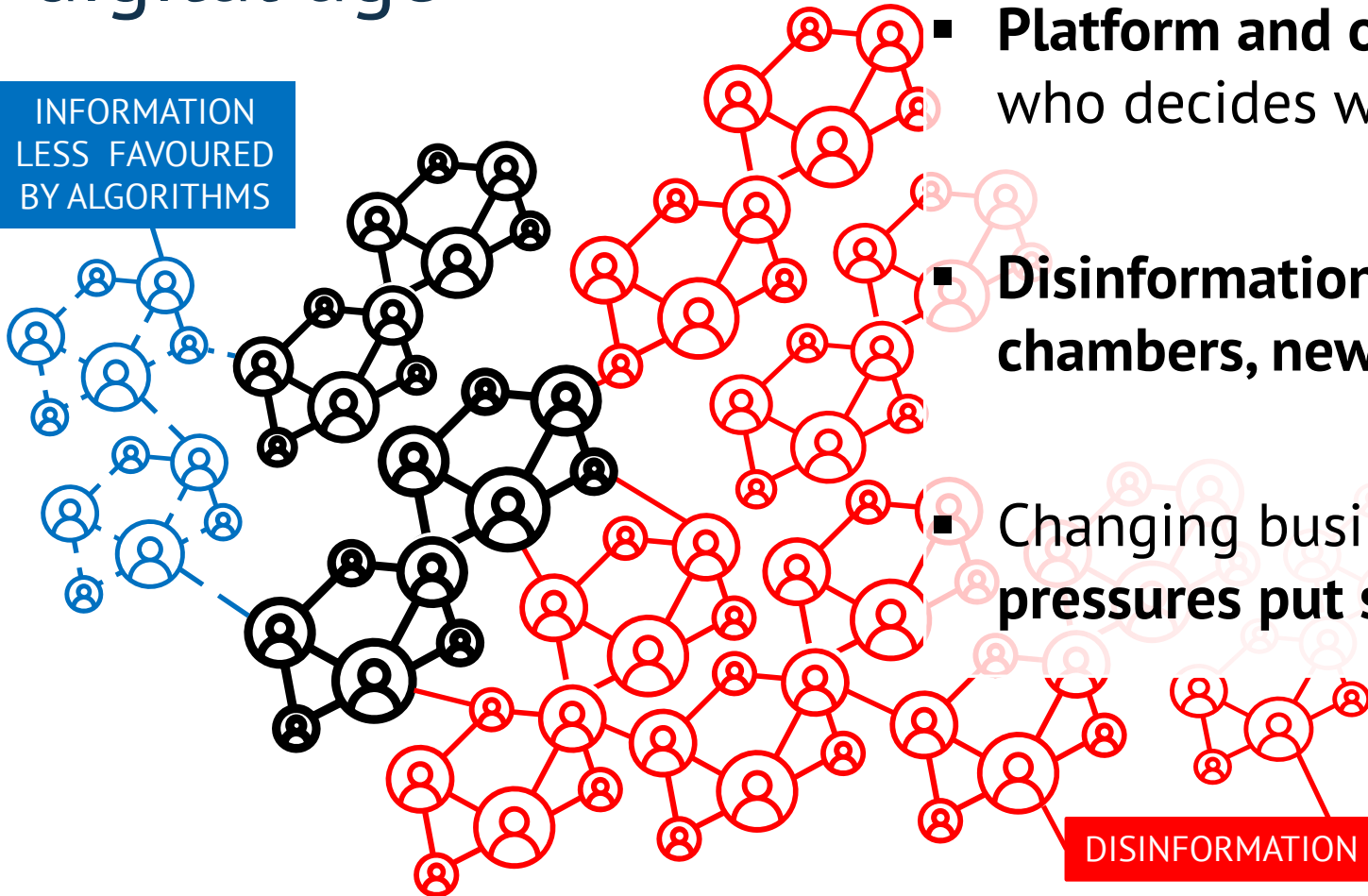
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- **Print** and **broadcast** now coexist with **platforms, influencers** and **AI**
- **Algorithms** now **play a key role** in shaping what audiences - particularly younger users - see
- **Boundaries become blurry**: traditional, non-traditional, professional and non-professional actors coexist in the new media landscape

Key threats in the digital age

INFORMATION
LESS FAVOURED
BY ALGORITHMS

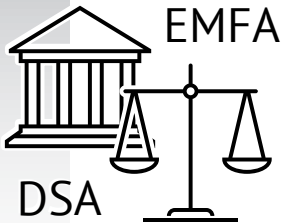


- **Platform and opaque algorithms** – who decides what gets to be seen?

- **Disinformation, filter bubbles, echo chambers, news deserts**

- **Changing business models: economic pressures put sustainable journalism at risk**

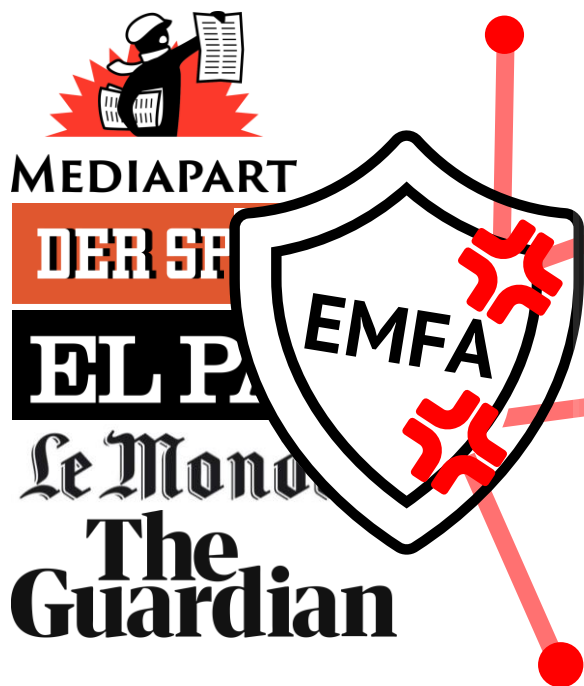
Legal & policy frameworks



- **EU and Council of Europe:** new laws and standards for digital pluralism aiming to guarantee the editorial independence of news media and the access of users to plural sources of information.
- **An evolving legal framework:**
 - European Media Freedom Act (EMFA)
 - Digital Services Act (DSA)

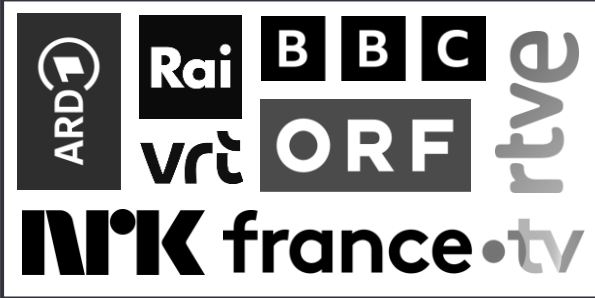
Safeguarding editorial independence

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- **EMFA** protects journalists and news outlets against political interference, enshrines in law the rights of news providers
- It also introduces **transparency** and **accountability** requirements for news media outlets

Public service media



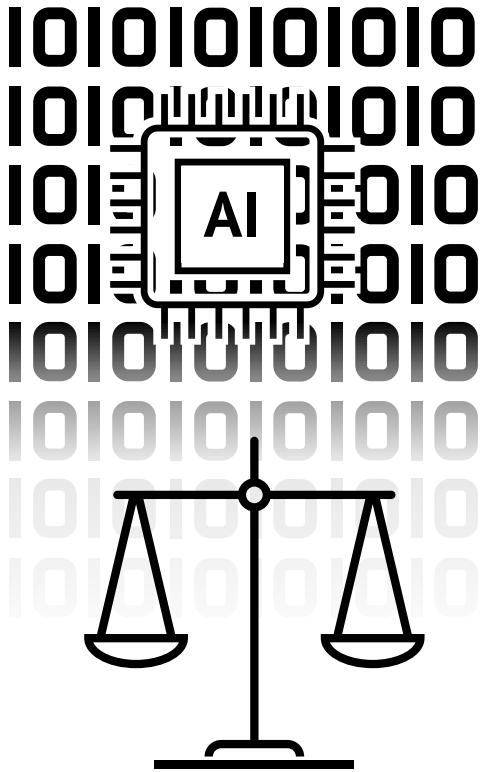
IMPARTIAL,
DIVERSE,
QUALITY
INFORMATION

The role of the PSM

Delivering **impartial, diverse information in all contexts** to the public

AI and the future of news

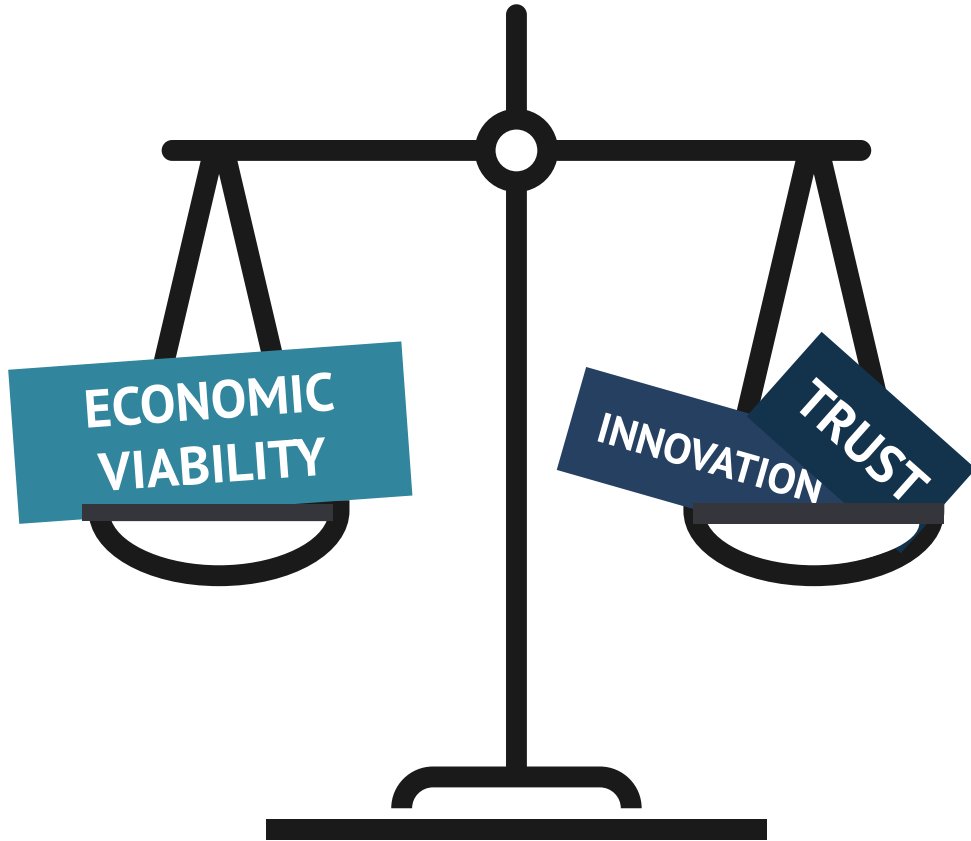
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- **AI tools change the industry**, drastically lowering costs and bringing about new types of formats...
- **... but they introduce new risks:** deepfakes, more fake news, etc.
- **Managing the positive and the negative:** AI can be a game changer for the better, if used to focus on quality and trust

Ongoing challenges and what's next

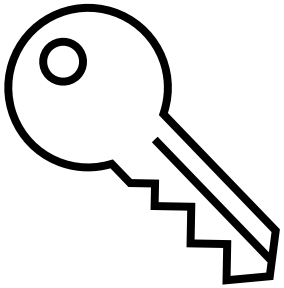
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- Importance of balancing **economic viability**, **innovation** and **trust**
- **Continuous adaptation is needed:** new actors, new technologies and evolving audience behaviours

Key takeaways

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- **Pluralism remains essential**, but it must **evolve** and must be capable of **adaptation** in the digital age
- **New threats** call for permanent **vigilance**
- **Regulation, innovation** and **support for journalism** all play a part in enabling a pluralistic media sector

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