

Steering Committee on Media and Information Society – CDMSI



Strasbourg, 28 November 2016

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WORKSHOP: THE FUTURE OF NEWS
MEDIA AND JOURNALISM IN THE AGE OF DIGITAL CONVERGENCE
Room G01 Agora building
Thursday 1 December (14h30-17h35)

Introduction

Today, media environments are changing in part as a result of technological and market developments largely associated with the rise of digital media. As audiences move increasingly from offline to online media, newspapers and broadcasters are becoming less important as news distributors, while remaining important news producers. Their existing operations experience decline or stagnation and consequently legacy media is under growing pressure to develop new digital business models.

A limited number of large technology companies enable billions of people across the world to navigate and use digital media. These companies are increasingly playing a key role in terms of the distribution of news and digital advertising. The changing media environment is leading to more participatory but also more polarised patterns of how people engage with the media environment. A large number of people embrace new opportunities to get, share and comment on news, but a larger number of people opt for more casual and passive forms of use.

What do these market and technological developments mean for the future of media and journalism? Will legacy media as we know them disappear or thrive in the future? What can be done when business models that support quality journalism and diversity of media content are at risk? What should be the role of the state to support media companies when market forces alone are insufficient to deliver this public good? How will these developments affect the market-place of ideas, the quality of information and news? How will they affect access to pluralistic information, news and opinion which is a precondition for democracy?

The Steering Committee on Media and Information Society (CDMSI) will hold a workshop with a view to discussing challenges to media and journalism in the age of digital convergence as well as responses that media is embracing in order

to adapt to the challenges. Some of the existing policy responses in member States and the European Union will be also discussed.

Programme and key questions

1. UNDERSTANDING THE CHALLENGES (14:30 – 15:00)

Challenges and opportunities for news media and journalism in an increasingly digital, mobile and social media environment - Rasmus Kleis Nielsen, Director of Research at the Reuters Institute for the Study of Journalism of Oxford University, will present a Report prepared for the Council of Europe on this topic. He will explain his findings based in the data collected and will put forward some of the questions to be debated during the workshop.

Q & A with participants

2. MEDIA ADAPTATION STRATEGIES AND EXPECTATIONS (15:00-15:45)

The different legacy media representatives will be invited to share their views on the challenges that they experience in the digital environment, how they have adapted in such environment, and whether they have specific expectations from States with regard to legal and policy responses.

- Nabil Wakim, Director of Editorial Innovation, Le Monde
- Matt Rogerson, Head of Public Policy of Guardian News & Media
- Carolin Wehrhahn, Head of Brussels Office of Axel Springer SE
- Pierre France, Founder of Rue 89 Strasbourg
- Renate Schroeder, Director of the European Federation of Journalists
- Wout van Wijk, Executive Director of News Media Europe

Q&A with participants

3. EXPLORING CURRENT AND FUTURE OPPORTUNITIES (16:15-16:55)

Examples will be presented of opportunities brought by the new technologies that have a positive impact on media and journalism and the new skills needed.

- Benedicte Autret, Google's Digital News Initiative
- Alexandre Brachet, Founder of Upian
- Media representatives mentioned above

Q&A with participants

4. DO WE NEED LEGAL OR POLICY RESPONSES? (16:55-17:35)

- Rasmus Kleis Nielsen will summarise the different legal and policy responses given till now by States and its possible shortcomings;
- Gabriele Bertolli, Team Leader - Future of the Media, Media Freedom and Media Pluralism, European Commission

CDMSI members will be invited to ask questions, reflect and provide examples of initiatives in the member States that tackle the challenges that journalism and media face in the age of digital convergence and to discuss possible future responses and the role of the Council of Europe.