



Trust in the media through regulatory compliance

OSCE roundtable
“The role of independent national media regulatory authorities
in regaining trust in the media”
2 November 2021

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What is the role of an NRA?

***Quis custodiet
ipsos custodes?***

Independence is key

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The 2000(23) Recommendation of the CoE

*Independent NRAs with powers that enable them to fulfil their missions in an **effective, independent, and transparent manner**.*

*Regulatory authorities should be **protected against any interference**, in particular by political forces or economic interests.*

*The **procedure for appointing** the members of these organisations should be **transparent**.*

Independence is key

The 2018 revision of the AVMSD

*EU member states designate one or more national regulatory authorities or bodies that are **legally distinct from the government** and **functionally independent** from their respective governments and from any other public or private body.*

*Competences and powers **clearly defined in law**, **adequate financial and human resources** and **enforcement powers** to carry out their functions effectively.*

Independence is key

De jure vs de facto independence

*De facto independence is shaped by a **complex chain of aspects**, from **statutory provisions** granting independence to **behavioural patterns** demonstrating independence and policy decisions.*

Trust = regulatory compliance

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Accountability and transparency are key...

*Adherence to **accountability and transparency** mechanisms can enhance the regulators' **credibility and public trust**.*

*The accountability of regulators towards consumers and citizens contributes to its reliability and thus indirectly **supports the public trust towards the media landscape**.*

*Moreover, promoting **media literacy** allows citizens to **distinguish content that is trustworthy** from what is not.*

Trust = regulatory compliance

...to combat the growing mistrust in the media

*Challenges dues to **complexification of the media ecosystem and changing nature of regulation.***

*Continuing **erosion of TV viewing figures**, as well as a severe **loss of advertising revenues**, which the COVID-19 crisis has exacerbated, and which seems, at least at first sight, to reflect a **growing mistrust in traditional media.***

*Unfortunately, this leads to **more disinformation and less diversity and pluralism.***

New tasks and responsibilities

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Major legislative overhaul at the EU level

- Revised **AVMS Directive**
- **Democracy** Action Plan
- **Audiovisual Media** Action Plan
- draft **Digital Services Act** package
- future **Media Freedom Act**

New tasks and responsibilities

NRAs must adapt to challenges

- **New tasks and responsibilities**
- **New approaches to regulation**, including **self- and co-regulation**
- **Cooperation** between national authorities.

New tasks and responsibilities

Problems

- **Lack of accessible data** from online actors
- **Heterogeneous** legal framework
- **Cross-border** nature of content
- Potential **lack of financial resources**
- Etc...

Trust = regulatory compliance

New tasks and responsibilities

Independence is key

Thank you!

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