



NMHH National Media and Infocommunications
Authority · Hungary · Institute for Media Studies

ERGA Report (2018) Internal Media Plurality in Audiovisual Media Services in the EU: Rules & Practices

**ROUNDTABLE - Third expert meeting: The role of independent
national media regulatory authorities in regaining trust in the
media**

Dr. Levente NYAKAS, LL.D. PhD

**Organizer: OSCE Representative on Freedom of the Media
Date: 2 November 2021, 10:00 - 12:00**

Draft

- I. ERGA Report (2018): Internal Media Plurality in Audio-visual Media Services in the EU: Rules & Practices**
- II. Challenges in the new media environment from NRA perspective**

I. ERGA Report (2018) - Subject

- Regulatory framework/tools for ensuring citizens access to information (political pluralism, informed citizen concept)
 1. **General** = regulation of & ethical standards covering news, current affairs prog.
 - editorial independence, objectivity, impartiality, accuracy, veracity, transparency
 2. **Election period** = media coverage of elections
 - the extent, scheduling and the balance of the programmes, moratorium, opinion polls, political advertising

I. ERGA Report (2018) - Perspective

Traditional media

- predominantly **broadcasting**
- **national** character (media landscape, constitutional environment)

Comparative nature

- EU Member states (28 ERGA members + 3 observers)

I. ERGA Report (2018) - Conclusions > General measures

- All NRAs have some concrete measures aimed at protecting political pluralism
 - Not all categories of measures are available in all countries however, they are widespread in every category assessed
1. Almost all NRAs = editorial independence, impartiality & right to reply
 2. Most NRAs = accuracy, veracity & light-touch approaches
 3. Many of the measures = indirectly but effectively could cover disinformation

I. ERGA Report (2018) - Conclusions > Election Period Regulations

1. **Broadcast media** traditionally subject to **detailed and rigorous regulation** during EP (potential influence)
2. **Aim** = ensure the pluralism of **all “political representatives”** participating in the political-institutional debate (**requiring access to media**)
3. Almost all countries have **specific regulations** for the electoral campaigns
4. **In some countries** the **NRAs have the role of drafting the rules** for the electoral campaigns under their respective legal frameworks

II. Challenges

1. Responsibility

- Chal.: Intermediaries = no editorial responsibility as traditional media
- Resp.: content handling procedures, ensuring “Good Samaritan” protection
- Quest.: intermediaries = public utility (monopoly power, broad social influence > positive obligations serving diversity?)

II. Challenges

2. Information/transparency

- Chal.: how we can access reliable information about platforms performance?
- Resp.: multi-source information = reporting, requiring data, academic research/analysis, user complaints etc.

3. Local interest

- Chal.: protection of national public sphere & constitutional environment > < global player with local effect
- Resp.: extensive co-operation

Thank you for your attention!