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StudyIndicator

The Media Pluralism Monitor (MPM) is designed to identify potential risks to media pluralism in Member States. It is based on a European Commission funded study published in 2009. The European Parliament is now funding projects to simplify and test the tool so that it can be realistically applied by Member States.

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The Media Pluralism Monitor

The Media Pluralism Monitor(MPM) is based on the following features:

- A broad notion of media pluralism that encompasses political, cultural, geographical, structural and content related dimensions;
- All types of media are covered: public service, commercial and community media. Moreover, the monitor recognises that different policies and regulatory approaches may apply to different types of media (e.g. broadcasting, print and new media) and such distinctions are reflected in the indicators;
- A diagnostic tool: a tool is designed to obtain a broad understanding of the risks to media pluralism in a Member State, but does not establish the problems nor the policy responses.
- A broad range of indicators to identify risks across six domains. The assessment should be carried out in a transparent manner in consultation with stakeholders.

Media Pluralism Monitor simplification and test

- The European Parliament decided, both in 2013 and 2014, to earmark a budget of EUR 500,000 for the simplification and pilot implementation of the Media Pluralism Monitor;
- The European Commission awarded subsequently a grant to the [Centre for Media Pluralism and Media Freedom](#) [2] (CMPF) at the European University Institute for the [implementation of the Pilot Project](#) [3];
- The action that pushed for the implementation of the Media Pluralism Monitor also follows one of the recommendations made by the [High-Level Group on Media Freedom and Pluralism](#) [4];

- The first year of this action was split into two streams, one focusing on simplification, one on testing of 9 Member States;
- In the first year, [CMPF](#) [2] selected a representative sample of 9 Member States to be assessed during the pilot phase on the basis of:
 - typology of media and political systems;
 - geographical criteria;
 - Media market size (including population and territory);
 - existing political assessments of the level of media freedom and pluralism ([December 2013 Press release](#) [3]).
- The [final report of the first phase](#) [5] was published in January 2015.

The original study

The Media Pluralism Monitor stems from a initial study, published in 2009, carried out by a group of three academic institutes: [ICRI](#) [6] (Katholieke Universiteit Leuven), [CMCS](#) [7] (Central European University), and [MMTC](#) [8] (Jönköping International Business School), with a [Ernst & Young Belgium](#) [9]. The study develops a monitoring tool for assessing risks for media pluralism in the EU Member States and identifying threats to such pluralism based on a set of indicators.

The outputs were the following:

- [The Final Report](#) [10] describes the approach and method used to design indicators and their integration into a risk-based framework. It contains no policy recommendation as such.
- [The User Guide](#) [11]: explains how the Monitor can be applied in practice (how to install the MPM software, how to calculate indicator scores, how to interpret the resulting risk profiles, etc.).
- [The Media Pluralism Monitor](#) [12]: an Excel file containing the indicators embedded in a risk-based scoring system.

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