



# Independent Study on Indicators for Media Pluralism in the Member States – Towards a Risk-Based Approach

## Stakeholder Workshop

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**Date:** Monday 8<sup>th</sup> June 2009

**Location:** Albert Borschette Conference Centre (CCAB); Rue Froissart 36, 1040  
Brussels - room AB-0D

### AGENDA

- 9:00 – 10:00 Registration
- 10:00 – 10:15 Welcome & Opening of Workshop (J.E. de Cockborne, DG INFSO & P. Valcke, ICRI K.U. Leuven - IBBT)
- 10:15 – 11:15 **Session 1 – The Media Pluralism Monitor**  
**Presentations:**
- Impact of Recent Technological and Economic Trends on Policies for Media Pluralism (R. Picard, Jönköping International Business School - MMTC)
  - The Media Pluralism Monitor: Basic Features, Design, Methodology (P. Valcke, ICRI K.U. Leuven - IBBT)
  - Functioning of the Media Pluralism Monitor (J. Carton, Ernst & Young)
- 11.15 – 12.30 Questions and Answers
- 12.30 – 14:00 Lunch Break
- 14:00 – 15:00 **Session 2 – A Closer Look at Individual Risks and Indicators**  
**Presentations:**
- Indicators on Socio-Demographic Factors (M. Sükösd, Central European University – CMCS)
  - Indicators on Economic and Market Factors (R. Picard, Jönköping International Business School - MMTC)
  - Indicators on the Legal and Policy Frameworks (P. Valcke, ICRI K.U. Leuven - IBBT)
- 15:00 – 16:45 Questions and Answers
- 16:45 – 17:00 Summary & Closing of the Workshop (P. Valcke, ICRI K.U. Leuven – IBBT & A. Watson-Brown, DG INFSO)

Please note that nearly all team members, as well as members of the Quality Control Team, will be present during the workshop to answer questions relating to their particular area of expertise.

Overview of the study team

