



# Vital Media and Policy Requirement

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# Vital Media Policy requirements



## POLICY REQUIREMENTS Identification

# Policy Requirements – Survey structure



Topics for Media Policy Dialogue



Stakeholders to be involved in the Policy Dialogue



Channels and tools to be used for Policy Dialogue



Participant Information

# Topics for Media Policy Dialogue –Survey Results

5 is for  
Very important

	0	1	2	3	4	5
Customer Protection Policy: new decisions and impact on Media domain	6%	0%	6%	12%	18%	<b>59%</b>
Digital Single Market (DSM) strategy for Europe vs Media domain: policy impact and future expectations	6%	0%	0%	22%	6%	<b>67%</b>
Data protection and privacy issues for Media sector: policy impact and future expectations	6%	0%	0%	11%	17%	<b>67%</b>
Copyright rules vs impact on media sector: current status and next developments	6%	0%	6%	18%	24%	<b>47%</b>
Revision of the AudioVisual Media Services Directive (AVMSD) in order to address digital single market needs, new way of consumption and technological changes	6%	0%	6%	<b>41%</b>	12%	35%
Relevance of self-regulation and co-regulation for media domain regulation-	6%	6%	12%	<b>29%</b>	<b>29%</b>	18%
Relevance of independent and trusted audience measurement for media domain	6%	11%	<b>17%</b>	<b>17%</b>	<b>17%</b>	<b>33%</b>
Standardisation and interoperability policies: current status and next developments	6%	0%	0%	12%	<b>47%</b>	35%
Relevance of policy framework for support of research and innovation in the media sector	6%	0%	0%	6%	35%	<b>53%</b>
Current activities of "Media Policy directorate I"	6%	0%	0%	<b>56%</b>	19%	19%

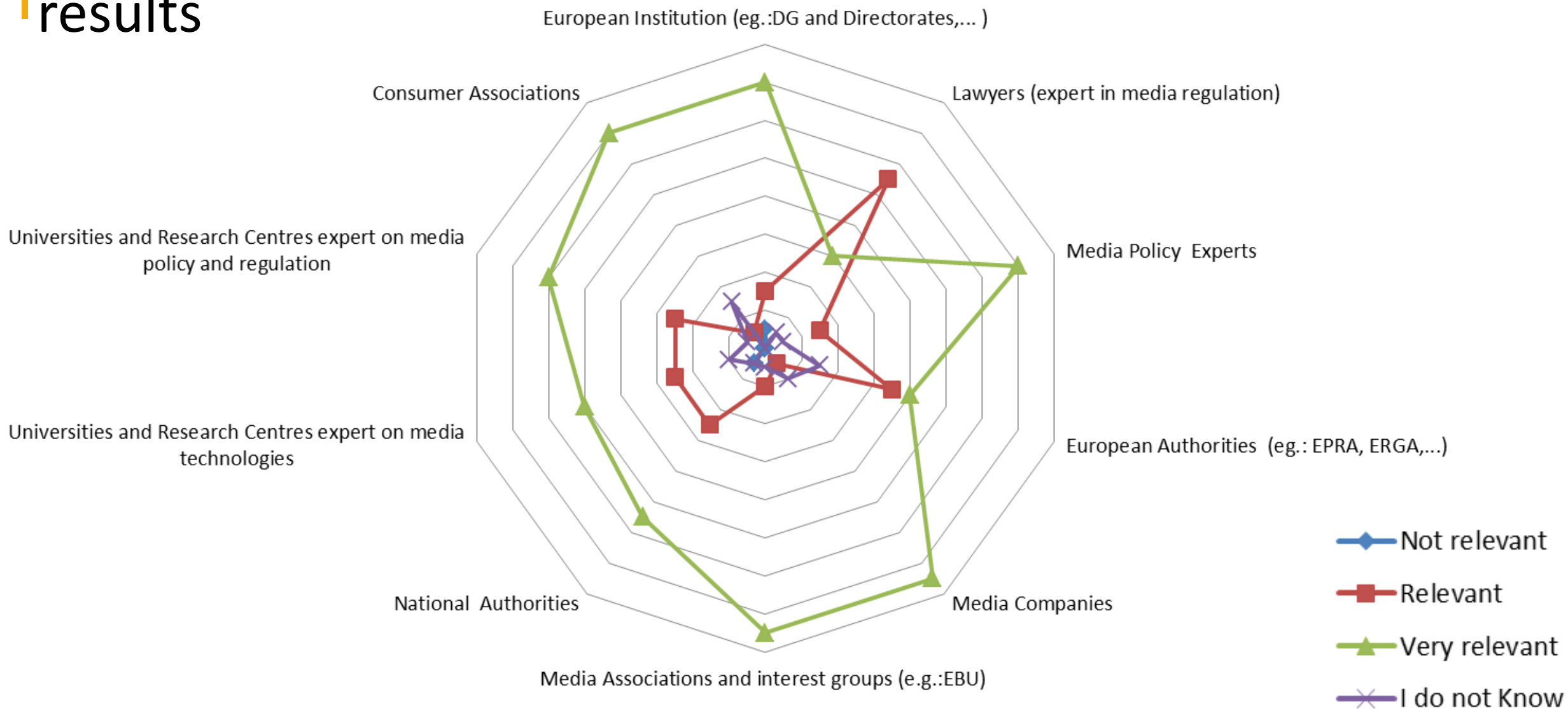
# Topics for Media Policy Dialogue– Conclusion

1. Data protection and privacy issues for Media sector: policy impact and future expectations;
2. Digital Single Market (DSM) strategy for Europe vs Media domain: policy impact and future expectations;
3. Customer Protection Policy: new decisions and impact on Media domain;
4. Relevance of policy framework for support of research and innovation in the media sector.

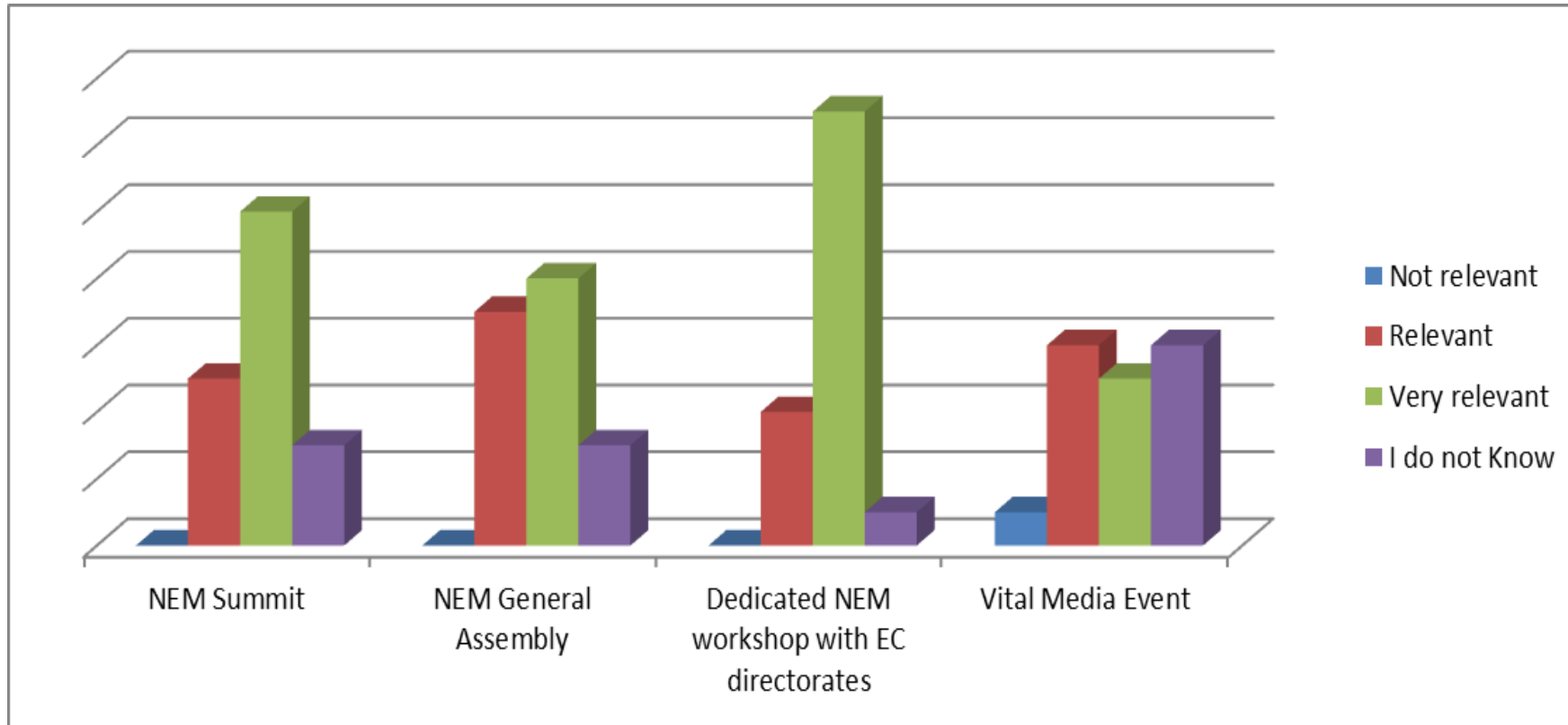
Others topics suggested:

- Media and information literacy
- Accessibility to audiovisual contents
- Media (news and information) plurality and diversity
- Media trust and verification.
- Interoperability
- Innovation support

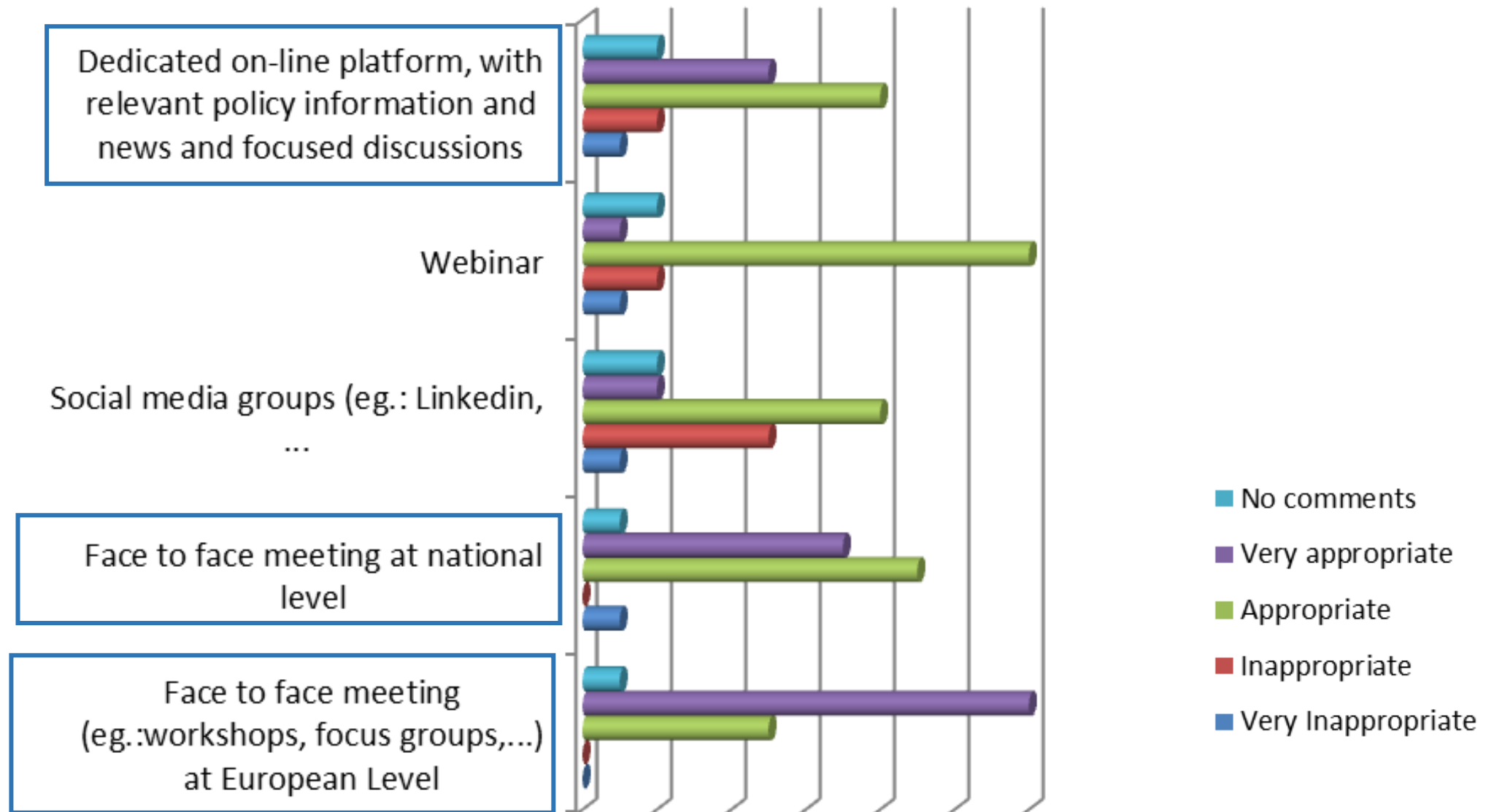
# Stakeholders to be involved in the Policy Dialogue – Survey results



# Relevant initiative where policy makers can be involved – Survey Results



# Channels and tools for improving a policy dialogue – Survey results

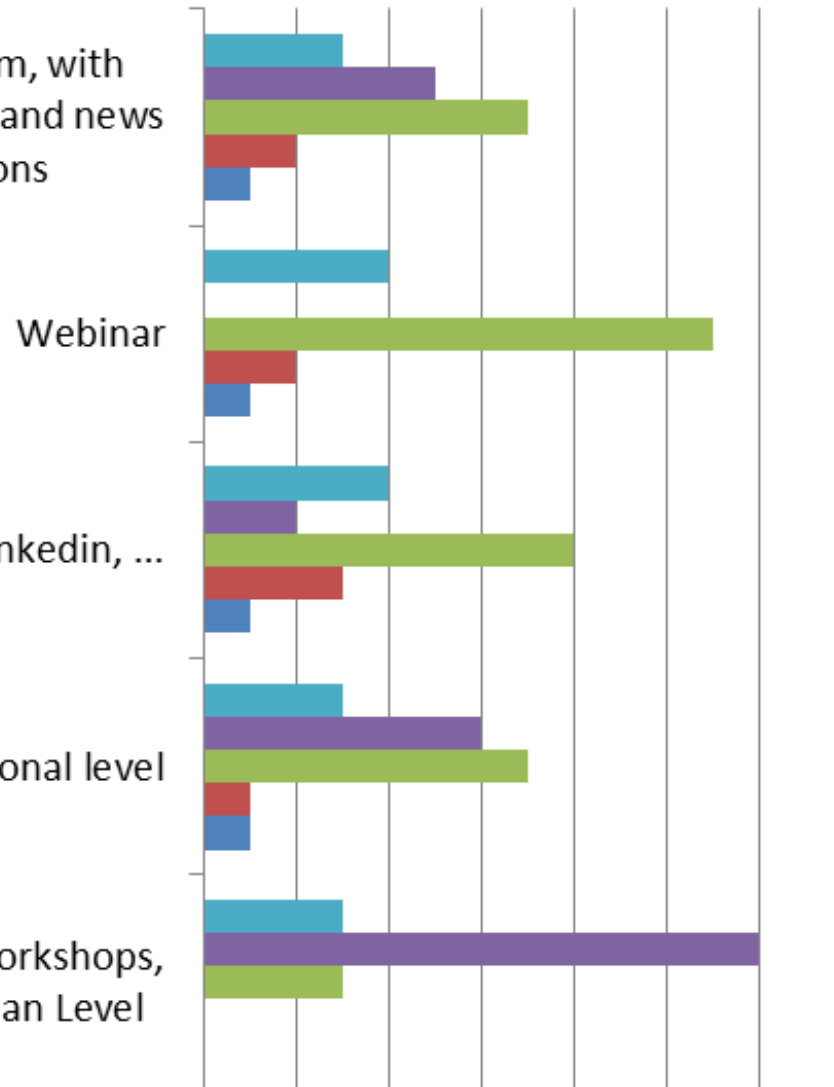




# Preferences for channels and tools – Survey Results



Dedicated on-line platform, with relevant policy information and news and focused discussions



- Very Inappropriate
- Inappropriate
- Appropriate
- Very appropriate
- No comments

Question: Are interested to be involved in Media policy Dialogue?

• **94% YES**



Face to face meeting at national level



Face to face meeting (eg.:workshops, focus groups,...) at European Level

# CONTACT

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