Social media for content and creative industries

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Opportunities for CCI and Society

- *Worldwide audience*

- *Rich feedback channel for content production and target audiences.*

- *Create a market for UGC.*

- *Enlarged participation to public debate.*

- **Facebook has 1.9 billion users.**

- **Periscope has more than 10 million users which live stream 350,000 hours per day.**

Challenges for CCI and Society

CCI sector
- *Uneven revenue sharing.*
- *Fast developing technology.*
- *Develop new business models.*
- *Loss of trust*

Society
- *Fake news and filter bubbles.*
- *Content discovery.*
- *Anonymity, misuse.*
- *Possible threats to democracy.*

*https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Digital-News-Report-2016.pdf

- **9% of people is willing to pay for news in English speaking countries.** *

- **74% of digital ad growth in 2017 expected to accrue to Google and FB**

- **51% use social media as a source of news.** *

- **28% of millennials say social media are their main source of news.**

EC actions

Regulatory measures

- *Copyright reform: new publishers' rights*
- *Online platforms responsibility: AVMSD review*
- *Data privacy: "Privacy shield" in ecommerce directive*

Policy initiatives

- *Media literacy: increase awareness on the functioning of online platforms*
- *Supporting Community building: NEM (Vitalmedia) and others CSAs*
- *Supporting media innovation: 60 M€ project portfolio in I4 (on-going projects).*

- **The role of technologies has never been so strong in shaping regulation and policy actions.**

R&I tackled fake-news before the current hype

WP 2018-20

InVID (2016-18)
Video verification and media rights managment

Reveal (2013-2016)
Verification of UGC based on content, contributor and context analysis.

Social Sensor (2011-14)

Multimedia analytics (sentiment, trending topics, breaking news)

R&I activities spotted the issue long time ago -> Need to strengthen the feedback loop between research and media policy

Next steps: R&I WP2018-20 on Social Media

Future social networks, media and platforms will become the way our societies operate.

In addition to <u>content verification,</u> in 2018 we'll look for:

- <u>Secure Data Ecosystem</u>:*Creation of media and social media data ecosystem to ensure the federation of media relevant data (from media and non-media sectors). A 2nd phase will start in 2020.*

- <u>Support of new Social Media initiatives,</u> and transition to peer-to-peer federated social networks based on smart decentralised architectures.*

Next steps: Foster dialogue on Social Media

- *Launching two studies on*
  - Algorithms, media literacy and online empowerment
  - Social media in the post-factual society

- *Creating a new stakeholder dialogue and set of initiatives which includes key social media players*

- *Focus on media literacy initiatives*
  - Current issues (eco-chamber, fake news, misuse, etc.)
  - Future issues related to the uptake of new technologies like VR and AR.

Key issues for debate

- *How to step up cooperation between tech and media companies with a view to*
  - Ensuring a faster technology uptake by traditional media.
  - Tackling the increasing dependency on few social media platforms.
  - Providing new distribution channels for European content

- *Alternative business models for new social media services*

- *Feedback from all stakeholders necessary to identify policy actions and refine proposals for future R&I support*

NEM role

- *Reflection on the role of Social Media for CCI: how do you see your future in a social network-driven society? =>Recommendations to the EC (white paper by end of December).*

- *Extend the dialogue to non-media sectors to find synergies and tackle common challenges.*

Thank you !