

European impacts on the development of the media systems in Central- and Eastern Europe

BUDAPEST, JUNE 20-21

The regime transition of 1989/1990 also marked the onset of a new era for the media systems in the Central and Eastern European countries. The systems underwent fundamental changes, such as the transformation of state media into public service media and the creation of previously non-existent media markets. The unspoken political and social consensus at this time was to create the framework for a free, independent and diverse public sphere in the media. Yet at the same time, new political forces recognised the media as instruments they could use to further their political agendas.

Only in recent years did certain manifestations of the crisis that had previously characterised other countries of the Central and Eastern European region also emerge in the Visegrád states. The withdrawal of market investors; the emergence of media entrepreneurs with close ties to politics; political control of public service media; state interventions that distort the operations of the media market; and making the journalists' legal situation uncertain. Although the instruments and their efficiency have differed, the recent media policy developments in all these countries have begun to exhibit some combination of these indications of crisis.

An important lesson of these processes is that the dozen or so years in the European Union have not strengthened the plural media system in the region, in fact they have undermined it. For the time being, the European Union lacks an effective response to the phenomena that threaten media freedom and access to accurate and diverse information.

In order for us to summarise the lessons of the media transformation process thus far, to analyse the crisis symptoms that jeopardise the positive achievements of this process, and to offer a possibility for rethinking a joint European set of media policy and regulatory instruments that could serve as proper

safeguards of media freedom, we would like to kindly invite you to our conference on

European impacts on
the development of the
media systems in Central-
and Eastern Europe

The conference will be held on 20 of June, 2016 at the Embassy of Germany (1014 Budapest, Úri u. 64-66.) and on 21 of June, 2016 at 'E III.' lecture hall of Corvinus University (1093 Budapest, Fővám tér 8.)

This conference is part of a project on European Media Regulation funded by the State Government of North-Rhine-Westphalia, and is also part of a Visegrad Fund project on media transition in the Visegrad Countries.

The speakers at the conferences are widely recognised European experts on the topic of media regulation, researchers, journalists and representatives of civil society organisations. Their presentations will be followed by open discussion.

Attendance is free, but registration is required, so please register by 15th June 2016 at kovacs.ildiko@mertek.eu so that we can arrange for your attendance at the conference.

PROGRAM OF THE CONFERENCE

20 June 2016, Embassy of Germany (1014 Budapest, Úri u. 64-66.)

14.00 Welcome Address, Heinz-Peter Behr, the German Ambassador to Hungary

14.15 Opening presentation, Bernd Holznagel, Professor at Institute for Information-, Telecommunication and Media Law at the University of Münster

14.30–17.00 Achievements of the media transformation after 1989/1990

Moderator: János Széky, journalist – *Élet és Irodalom*

14.30 Péter Bajomi-Lázár, Media researcher:
Back to Ground Zero: Media Politics in Hungary, 1990-2015

14.50 Barbara Thomaß, Professor at Institut for Media Studies, University of Bochum; Chair International Comparison of Media Systems:
Public Service Broadcasting in Central- and Eastern Europe – glass half full or half-empty?

15.10 Break

15.40 Adam Szynol, Institute of Journalism and Social Communication, University of Wrocław:

Made in Poland: media transformation after 1989

16.00 Britta Hilpert, Spokesperson board Reporters without Borders:

Press freedom in Central and Eastern Europe in the light of the World Press Freedom index

16.20 Discussion

17.00 Reception

21 June, 2016, Corvinus University, E III. (1093 Budapest, Fővám tér 8.)

9.30 Registration, morning coffee

10.00–11.40 Experiments of the media investments in CEE

Moderator: Tereza Krobová, PhD Student – Faculty of Social Sciences, Charles University in Prague

10.00 Vaclav Stetka, Lecturer, Loughborough University, and Senior Researcher, Charles University in Prague:
The rise of the oligarchs: the third media ownership transformation in CEE

10.20 John Downey, Professor of Comparative Media Analysis, Director, Centre for Research in Communication and Culture, Loughborough University:
Transnational capital and institutional isomorphism in Central and Eastern European media landscape

10.50 Andrej Skolkay, Director, School of Communication and Media, n.o, Bratislava:
The issue of media ownership and its impact on journalism: some theoretical and empirical notes from Slovakia

11.10 Discussion

11.40 Lunch Break

13.00–14.50 New ways of political influencing

Moderator: Marek Mracka – MEMO98 Project Coordinator

13.00 Attila Mong, Journalist:
Soft Censorship in Hungary

13.20 Matus Kostolny, Daily N, Editor-in-Chief:
Dennik N - Case study

13.40 Dorota Głowacka, Lawyer, coordinator of the programme Observatory of Media Freedom in Poland run

by the Helsinki Foundation for Human Rights:

Public media reform in Poland – a political takeover

14.00 Leszek Jażdżewski, Editor-in Chief of Liberté!:

In the trenches – Polish media and political conflict

14.20 Discussion

14.50 Coffee Break

15.30–16.30 Media freedom as a challenge for the European Union

Moderator: Krzysztof Jakubowski – President of the Board, Fundacja Wolności (Freedom Foundation)

15.30 Gábor Polyák, Associate Professor at the University of Pécs, Research Fellow of the University of Münster, Leader of the Hungarian NGO Mertek Media Monitor:
Unexploited European law opportunities for guaranteeing media freedom

15.50 Sally Broughton Micova, Lecturer in Communications Policy and Politics at the University of East Anglia (UEA) and member of UEA's Centre for Competition Policy; Visiting Fellow at the London School of Economics with the LSE Media Policy Project; adjunct lecturer at the Institute of Communications in Skopje, Macedonia:
The implications of the review of the AVMS Directive for Central and Eastern Europe

16.10 Discussion

16.30 Concluding remarks