Press freedom is in major flux, pulled forward in some respects, but going backwards in more.

- Media freedom: mainly negative trends
- Media pluralism: yes ... & no
- Media independence: on the back foot
- Journalists’ safety: it could even have been worse!
Enabling environment

Environment for news institutions:

UNESCO assesses this using the frame of the Windhoek Declaration

- Freedom
- Independence
- Safety
- Having a plurality of media choices

All with gender-sensitivity
**Trends in Media freedom**

- **Continued legal restrictions**, including defamation, insult, blasphemy and lèse-majesté laws

- **Number of internet shutdowns**
  - 18 in 2015
  - 56 in 2016

- **Digital media** have raised new challenges for privacy and journalist source protection

- **National security concerns**, states of emergency and anti-terrorism laws have curtailed freedom of expression

**Countries with freedom of information laws**

- 90 in 2011
- 91 in 2012
- 97 in 2013
- 101 in 2014
- 104 in 2015
- 112 in 2016

**Increased recognition** of the public’s right to access information

**UNESCO member states have given support for internet universality**, for an internet that is Rights-based, Open, Accessible and Multi-Stakeholder (R.O.A.M principles)
Trends in Media independence

- Rise in rhetoric against the media by political figures is encouraging self-censorship and undermining media's credibility.
- Increased dependence on government and corporate subsidies is linked to disruptions in business models.
- Trust in news media is seen to have declined in some regions.
- Broadcast licensing continues to be driven by political and commercial interests.

Resilience/resistance

- Self-regulatory bodies, which can support the exercise of professional standards while maintaining editorial independence, have grown in post-conflict and developing countries.
- Increased self-regulatory efforts by internet intermediaries are promoting media and information literacy, countering 'fake news' and tackling online abuse.

Vulnerability/capture
Trends in the Safety of journalists

530 JOURNALS WERE KILLED.
Between 2012 and 2016

MAP OF JOURNALISTS KILLED BY REGION, 2012 - 2016

IMPUNITY FOR CRIMES AGAINST JOURNALISTS
9 in 10 CASES REMAIN UNPUNISHED

GROWING THREATS TO DIGITAL SAFETY include cyberattacks, surveillance, hacking, intimidation and rise in offline harassment, especially of women journalists.

WIDENING ATTACKS

INCREASING RESPONSES

MEMBER STATES HAVE BECOME MORE RESPONSIVE to UNESCO's requests on the safety of journalists, 2013 - 2017

UN PLAN OF ACTION on the safety of journalists and the issue of impunity
Trends in Media pluralism

EXPANDED ACCESS

Sources: "IFJ 2017, **Global Media Monitoring Report 2015, *** WAMI-IFRA 2017

NARROWED CHOICE

NEVER IN THE WORLD'S POPULATION now has access to the Internet

2012 34%
2017 48%

THE AVAILABILITY OF MEDIA CONTENT has dramatically increased, largely through sharing and user-generated content on social media

THE PRACTICE OF "ZERO-RATING" has increased pluralism in terms of access, but it has raised concerns about limiting net neutrality

EXPANDED ACCESS

WOMEN REMAIN UNDERREPRESENTED IN MEDIA**, making up only:

1 IN 4 MEDIA DECISION MAKERS
1 IN 3 REPORTERS
1 IN 5 EXPERTS INTERVIEWED

ALGORITHM-RANKED search results and social media feeds are contributing to the creation of "echo chambers" and "filter bubbles," where people reinforce their beliefs rather than dialogue across differences

NARROWED CHOICE

NEWSPAPER CIRCULATION*** has fallen in all regions, except in Asia and the Pacific

Sources: "IFJ 2017, **Global Media Monitoring Report 2015, *** WAMI-IFRA 2017
It’s a wrap

We’ve covered:

• Freedom, Independence, Safety, How much choice (pluralism)
• Good, the bad and the mixed trends
Where to?

- Protect the F.I.S.H against extinction
- *Save the SDG alarm system*
- Prevent the escalation of toxic trends
- *Get the positive trends to Trending Now!*
- *PLEASE, DEBATE THE ISSUES IN YOUR COUNTRY*