



Adopted Resolution

Resolution on Media as a Guarantor of Cultural Diversity and Pluralism in the European Union

The Party of European Socialists,

Considering that the European Union is subject to the general and unconditional obligation laid down in the Treaties to protect human and civil rights as well as the freedom of opinion as a fundamental right throughout the democratic world,

Considering that the principle of the free flow of information and the freedom of thought and expression as well as the pluralism of the media are indispensable pillars of every media policy,

Considering that the maintenance and fostering of cultural diversity are among the fundamental principles of European integration,

Considering that the audiovisual media services make a key contribution to cross-border information and cultural exchange and thus to the establishment of a European identity,

Considering that the European audiovisual model rests on the conviction that these media have a special significance for democracy, cultural diversity and media pluralism in the Member States of the European Union,

Considering that the European Union has reaffirmed its advocacy of these principles in the Treaty on European Union, in the Charter of Fundamental Rights and in the Draft Treaty establishing a Constitution for Europe,

Considering that in recent years there have been major developments in the deployment and application of new technologies as well as an increasing convergence of the media,



Considering that the development of new technologies and new communication and information services should preserve and guarantee media pluralism, cultural diversity and democratic values,

1. confirms that audiovisual media are different from all other services and that, given their dual character as both an economic and a cultural asset, they must therefore be subject to special conditions which take due account of the fact that the market cannot regulate everything; specifically there must be a guarantee of a diversity of views and pluralism;
2. is of the opinion that the increasing concentration taking place in the media could pose a threat to pluralism, democracy and cultural diversity if this development is not subject to regulation;
3. emphasises that the inherent flexibility of information and communication technologies harbours the potential to foster cultural diversity and advocates free access to such technologies, specifically to both audiovisual content as such as well as access for programme producers to the transmission networks and platforms;
4. considers therefore that, with regard to an extension of its policies to new media content and new channels of distribution, the European Union must give the Member States the necessary instruments enabling them to take the requisite measures to this end whilst paying due heed to the principle of technological neutrality;
5. reasserts the importance of public services for the maintenance of cultural diversity, stressing in particular that the activities of broadcasters operating under public law play a significant role in ensuring cultural diversity and identity, democratic dialogue, media pluralism and access for all citizens to high-quality content;
6. is of the view that the States should maintain the right to organise, finance and define the areas of responsibility of public institutions whose function is to uphold the cultural diversity and pluralism of the media, especially of the broadcasting stations operating under public law, so that their democratic and social relevance for the society concerned can be maintained and that this should continue to apply in the digital age;
7. is of the opinion that recognition of this role in international law following the adoption of the UNESCO Convention on Cultural Diversity is of the utmost importance;
8. insists that the Member States must continue to have the legal option in future of taking, implementing and maintaining whatever measures are needed to protect cultural diversity and media pluralism.

