



*The Mongolian Public Media Content Foundation*

**Public Interest Media Content  
-an alternative to Public Service Media-**

A presentation by Oyunchimeg Demchig - Founder and CEO

# The Mongolian Context

- Mongolian National Public Radio and Television (MNB)-  
( 5 X TV & 3X Radio & 1X Website & Major Social Media  
Platforms)

The successor of the state owned broadcaster

Public broadcaster since 2005

Its main mission is to serve all audiences with accurate, fair,  
balanced informational and educational content

Struggling to fulfill the mission

# The Mongolian Context

## -KEY ISSUES WITH MNB-

The main funding source depends on the national government

The law leaves open doors for interpretation

The politicians in power are still the ones who decide the General Director (although indirectly)

# The Mongolian Context

## -OTHER ISSUES-

The private media serve their owners interests

Low quality journalism

The Civil Society is struggling to get their messages out

THE REAL PUBLIC'S INTEREST  
is rarely represented by the media



“Public service media, as an independent source of accurate information and unbiased commentary, are by definition well placed to counteract the phenomenon of information disorder”.

*Resolution 2255 (2019)*

*Public service media in the context of disinformation and propaganda*

# The Mongolian Context

## POSITIVE FACTORS

“Freedom of expression” and “freedom of association guaranteed” by the Constitution

The copyright law started being enforced

137 TV stations (national and regional)

Increased social media consumption

**A POSSIBLE SOLUTION?**

PUBLIC INTEREST MEDIA CONTENT

# MEDIA CONTENT

“Media content” is “something that is to be expressed through some medium, as speech, writing, video, audio or any of various arts”.  
(pretty much any media product)



# OUR MISSION

The Mongolian Public Media Content Foundation contributes to the promotion of public's interest, human rights and sustainable development goals by supporting the acquisition, commissioning, production and free dissemination of media content in Mongolia, free of political and/or commercial interests.

[www.publicmediacontent.org](http://www.publicmediacontent.org)

# What we do?

## Content Acquisition

We buy the dissemination rights for Mongolia of local and foreign media content that is in tune with our mission and values.

# What we do?

## Content Commissioning

We outsource the production of local and foreign media content that is in tune with our mission and values.

# What we do?

## Content Production

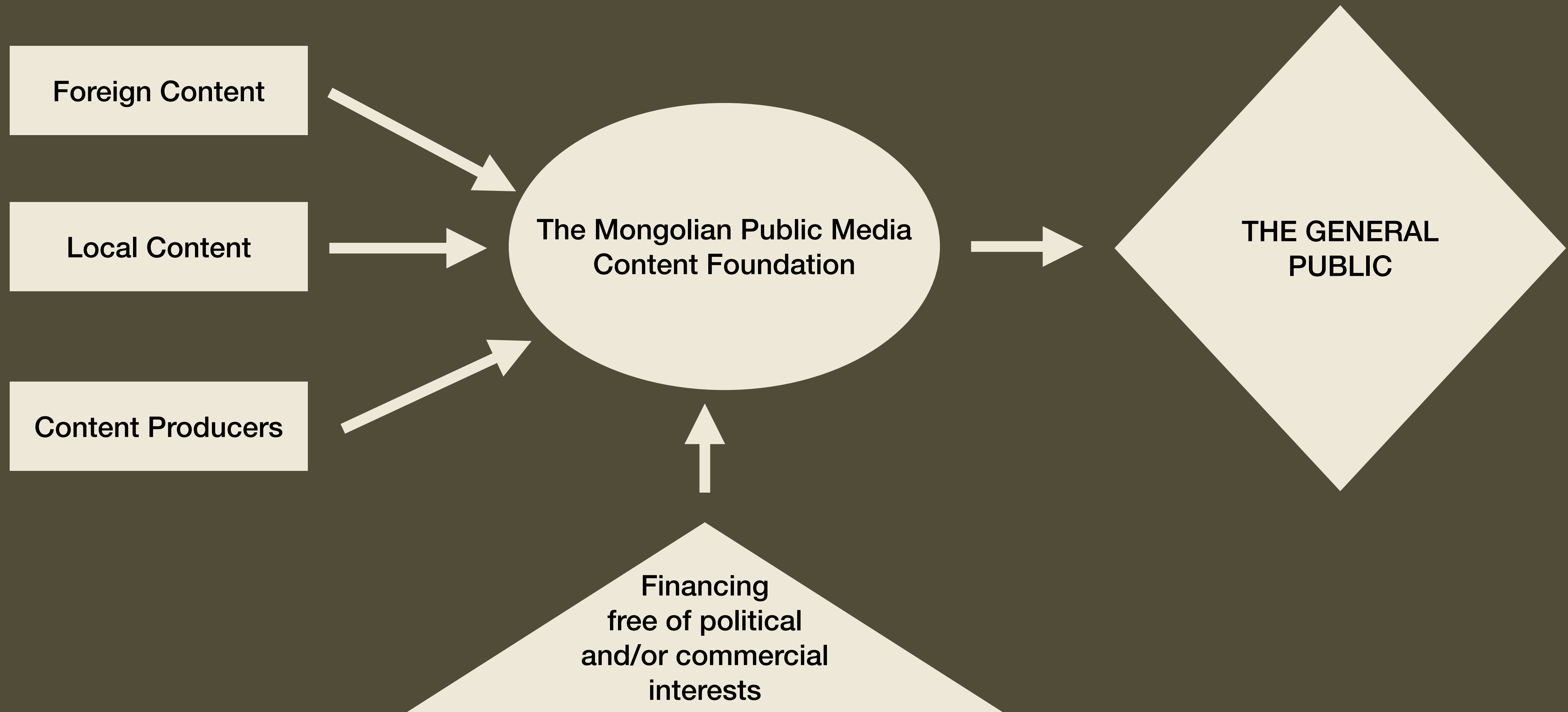
We produce in-house media content that is in tune with our mission and values.

# What we do?

## Content Dissemination

We find and use the best channels for dissemination of the content to achieve our mission and reflect our values. By dissemination we mean the spreading or dispersing of the content on any existing or future media forms, including broadcast, websites, social media, theaters and any public or private spaces real or virtual.

# The business model



# Initiatives Examples

WHY STORIES

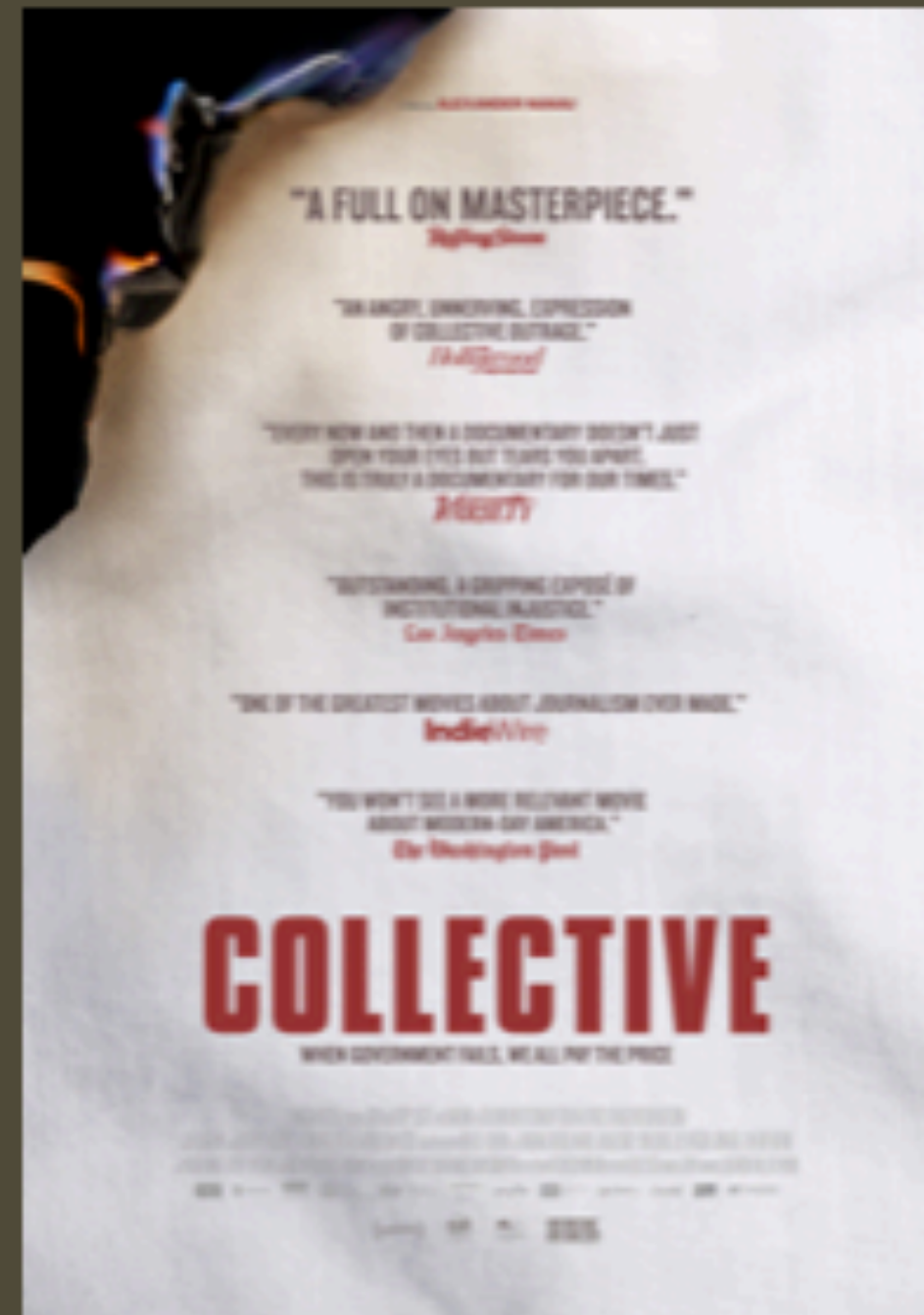
WHY STORIES



I vote, I decide!



Pandemic 2007



Collective



The Why Social Talk

# CONCLUSIONS

-it is very challenging to turn former state media into organizations that do serve the public interest

-public interest media is key to providing fair, accurate and balanced factual content to audiences including to countering the online misinformation

-there is a need to think out-of-the-box and probably re-define what the public service media is

-three key ingredients for success: upgraded legal framework, financial independence and public trust by involving the grass root voices

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