

Building More Just and Resilient Media

The 2019 Central Asia Media Conference

“We believe building tools to help people share can bring a more honest and transparent dialogue around government that could lead to more direct empowerment of people, more accountability for officials and better solutions to some of the biggest problems of our time.”

Mark Zuckerberg, 2012



Cambridge Analytica worked extensively on elections in India, and operated a system of “modern day colonialism,” globally undermining democratic processes across the world.



US\$ 5 Billion





STOP

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The job of holding the powerful to account doesn't fall to Silicon Valley companies like Facebook. It falls to journalists who are expected to ask tough questions of powerful people in the public and private sector and expose corruption.

THE ECONOMY IS COLLAPSING

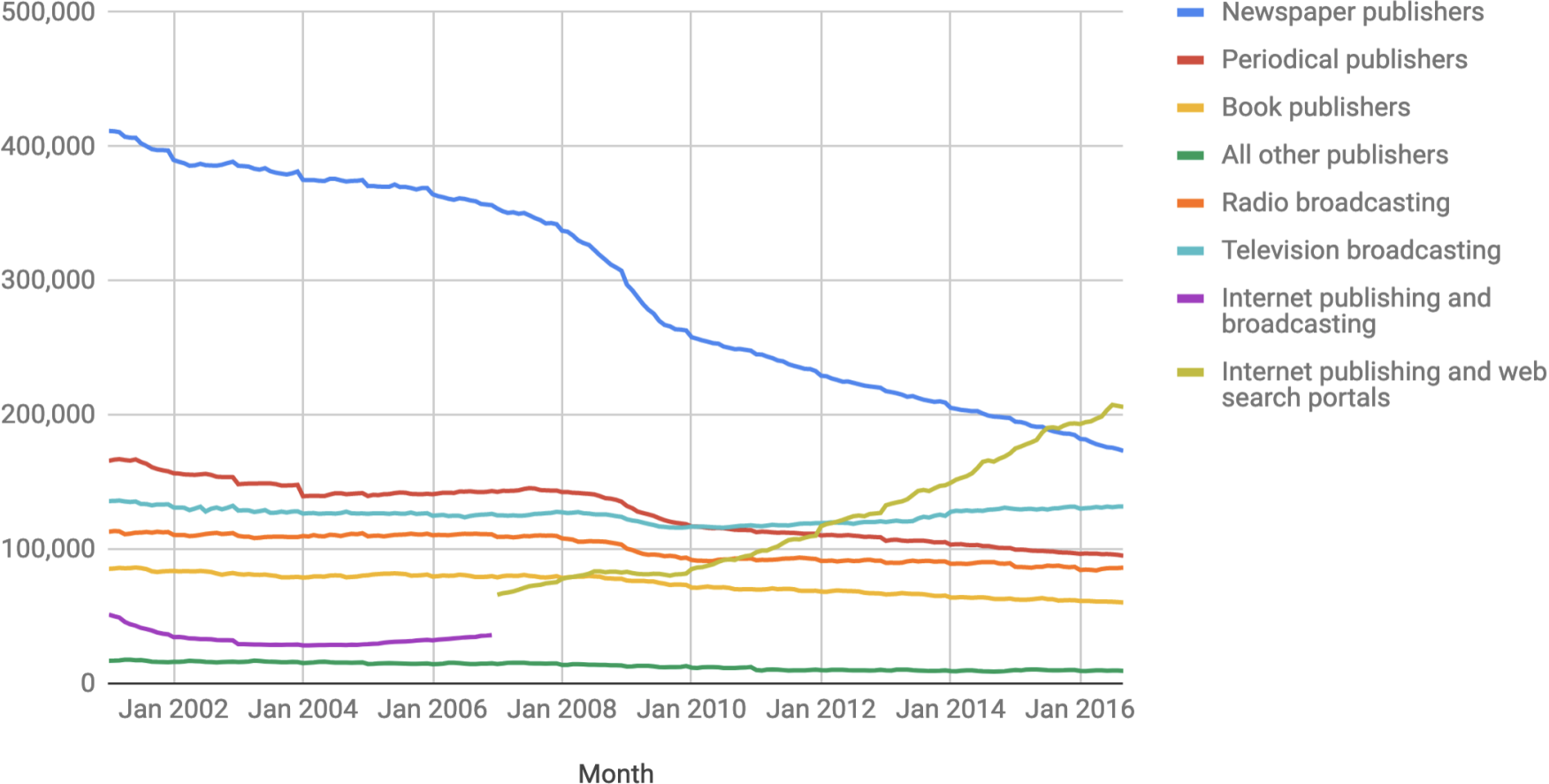


PRIVATE
PROPERTY
NO

I WILL
NEVER
GET A
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IN THIS
ECONOMY

As social networks and search engines tighten their grip on the online economy, the independent and local journalism that people need to participate in democracy continues to disappear.

USBLs: Employment in News & Information Industries: Jan. 2001 to Sept. 2016

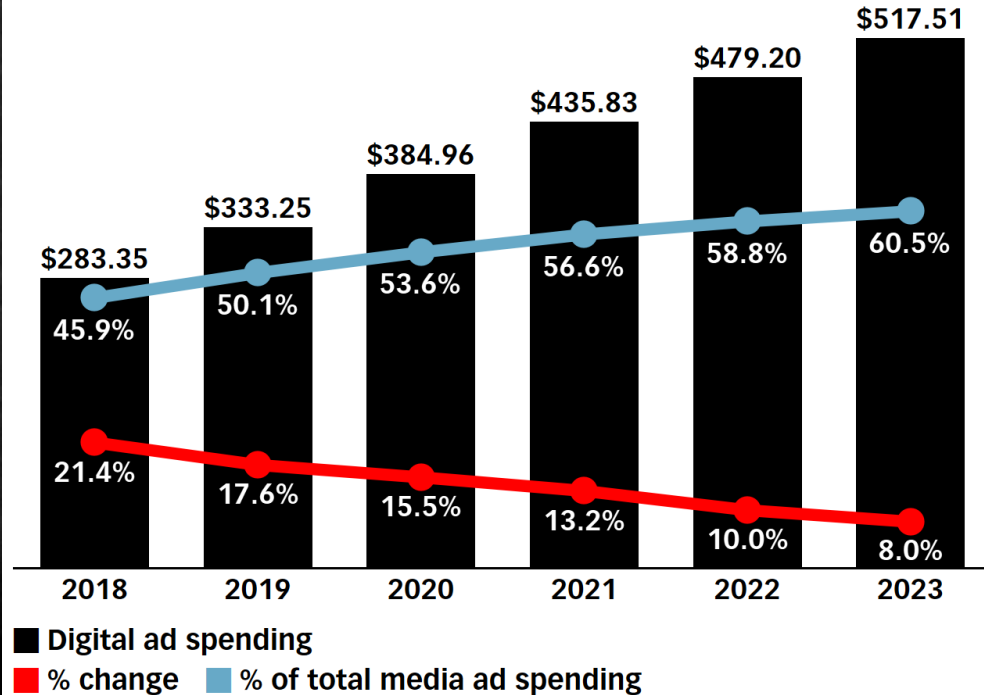




What's the connection?

Digital Ad Spending Worldwide, 2018-2023

billions, % change and % of total media ad spending



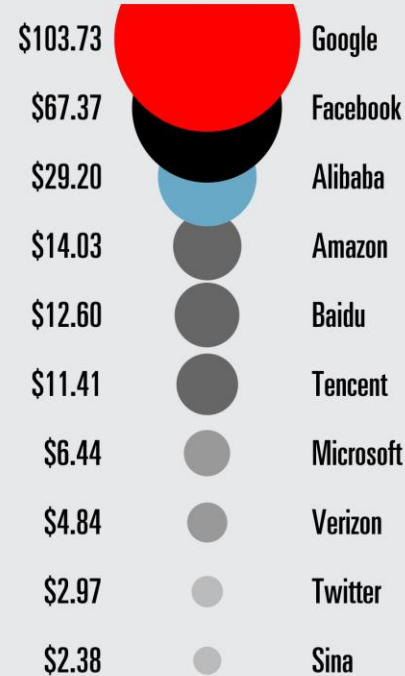
Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising

Source: eMarketer, February 2019

The top digital ad earners, including Google, Facebook, Alibaba, Amazon, Microsoft and Twitter, aren't in the business of news production.

Major Global Digital Ad Sellers

2019 net digital ad revenues (billions)



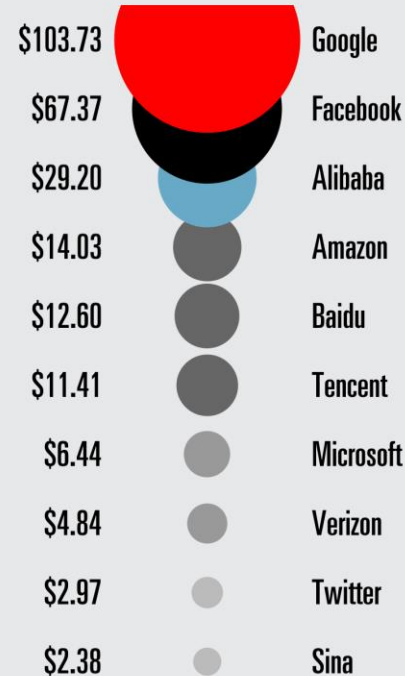
Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; Google includes YouTube advertising revenues; Facebook includes Instagram advertising revenues; Microsoft includes LinkedIn advertising revenues

Source: eMarketer, February 2019

As a result there's been a massive transfer of wealth from media that produce journalism to those that don't.

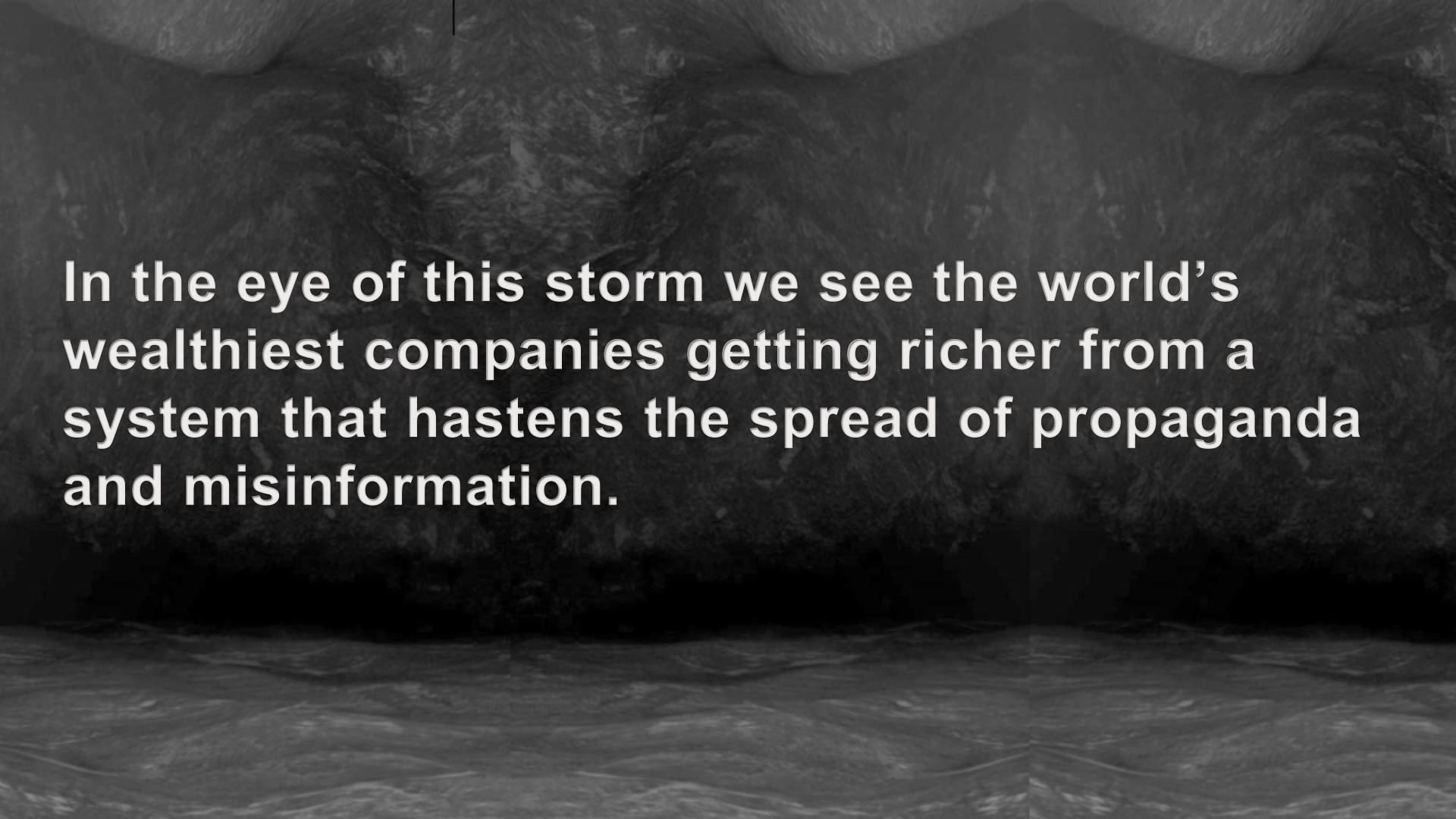
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In the eye of this storm we see the world's wealthiest companies getting richer from a system that hastens the spread of propaganda and misinformation.

Massively profitable online platforms like Google and Facebook are benefitting from a targeted advertising model that is being used to spread dangerous lies and propaganda.

Independent journalism, often seen as the antidote to such misinformation, is facing an existential crisis — even though its production and distribution continues to generate sizable benefits to society.



building a more just and resilient media system requires expanding everyone's rights to connect and communicate. These rights are as vital as the rights to clean air and water — and just as fundamental to any nation's individual and collective health.





ONE: Equal Opportunity Online

Net Neutrality prevents internet service providers from blocking, slowing down or discriminating against legal content. At its best, an open and neutral internet helps puts democracy into action, allowing new ideas to be shared, government services to be accessed and communities to build affinity.

ONE: Equal Opportunity Online

Starting Points:

- **Implement Net Neutrality rules under the law.**
- **Oppose efforts to localize government control over the internet; participate in the creation of multi-national standards for protecting the open internet.**
- **Resist efforts to create gated access to the online world such as “zero rating” — the practice of providing limited but free connectivity by only permitting access to certain websites or services.**

TWO: An Affordable Internet

To help close the digital divide, nations should promote internet access that is accessible and affordable to all. This isn't just a matter of building more broadband. It also requires providing it at prices everyone can afford. Nations should prioritize policies that create incentives for buildout in the private sector, and invest the money necessary to close the gap.

TWO: An Affordable Internet

Starting Points:

- Consider implementing new policies or increasing the subsidies for existing programs that provide critical communications services for low-income households.
- Support federal authority to investigate and stop unjust and unreasonable practices and predatory prices charged by internet service providers.
- Consider broadband-affordability tax credits to close the digital divide.

THREE: Media Diversity

Nations should foster diverse local media and oppose the creation of massive media conglomerates. When giant, centralized corporations own the news, local stories go untold and local reporters get fired. The public needs access to diverse news sources that are locally controlled and reflective of community needs. Broadcast media is still the public's primary source for local news. Local ownership of broadcast media ensures news that is diverse and tailored to the needs of each community.

THREE: Media Diversity

Starting Points:

- Support legislation to restrict broadcast-media consolidation and promote media-ownership diversity — for example, by offering tax credits for station sales to local owners.
- Appoint media regulators who are committed to fulfilling the national obligation to promote media diversity.
- Support antitrust efforts to investigate media and tech companies with outsized market power; promote enforcement action to end monopolistic abuses.

FOUR: Digital Privacy

Often local and national authorities abuse digital technology to spy on people and silence dissenting voices. Nations should establish or reinforce laws to protect those unfairly targeted by dangerous government surveillance. These abuses are also a problem in the private sector. Ad-fueled platforms compile huge amounts of information on all of us. People need laws that will not only make internet companies and providers clearly and conspicuously disclose what they do with our data, but that also prohibit exploitative practices targeting classes of people and activities.

FOUR: Digital Privacy

Starting Points:

- Support efforts to end mass surveillance, as well as so-called targeted surveillance that disproportionately harms minority and dissident communities.
- Support comprehensive privacy legislation giving people meaningful control, protections, transparency and the means to assert their rights over the collection and use of all private data.

FIVE: Freedom of the Press

Many leaders worldwide have maligned the press as the “enemy of the people” while spreading toxic political misinformation online. The antidote is for nations to embrace the role of a free and independent press. We should also recognize and encourage noncommercial media. Governments should never influence news content, but they should do more to fund the sort of public-interest journalism that healthy democracies require. As digital news and information gains dominance it’s time to revive and reinvent public-interest media systems and make the federal investment necessary to ensure a thriving noncommercial sector.

FIVE: Freedom of the Press

Starting Points:

- Support legislation to tax the advertising revenue of large online platforms and redirect those funds to public, independent and noncommercial journalism.
- Endorse federal and local initiatives to fund local-news media, especially in regions where there are no traditional local-news outlets.
- Establish systemic “firewalls” to prevent government interference in the allocation of federal funding for public-interest media and protect the independence of noncommercial news.

ONE: Equal Opportunity Online

TWO: An Affordable Internet

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FIVE: Freedom of the Press