

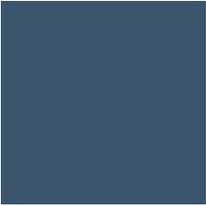


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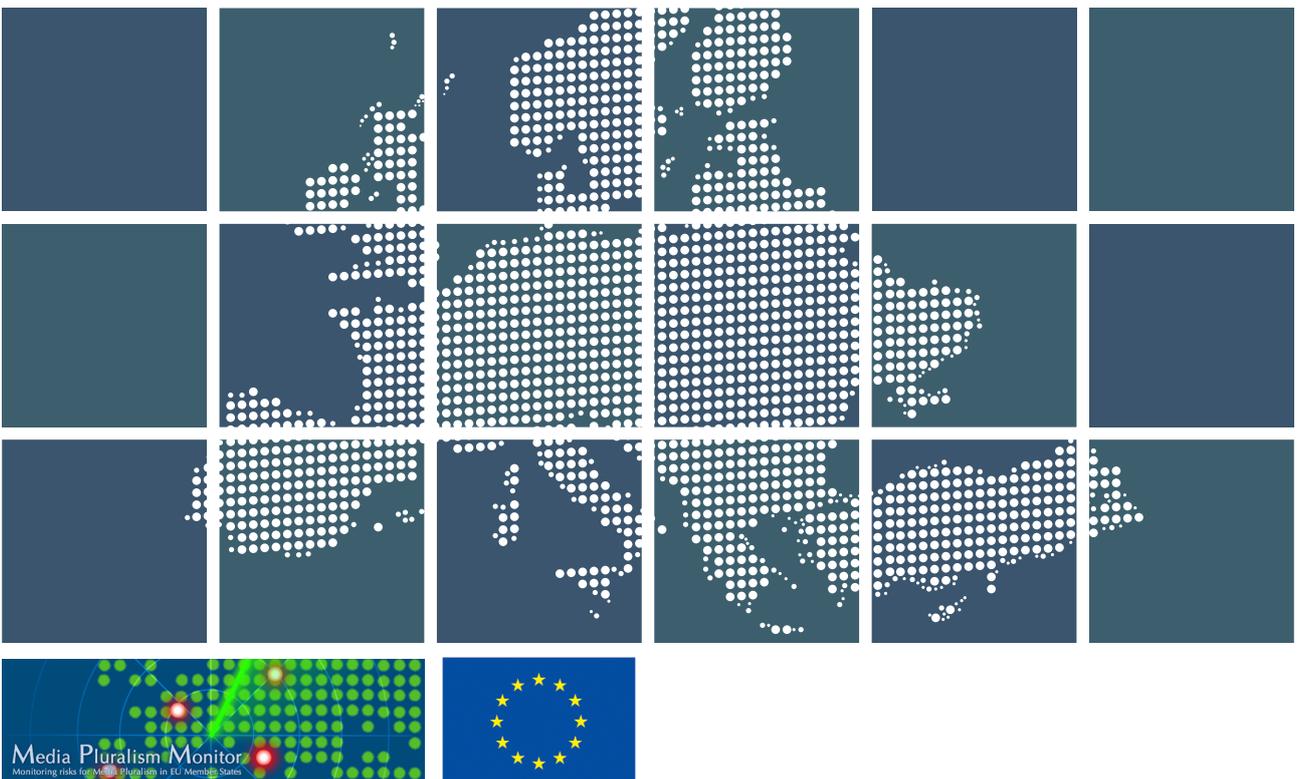
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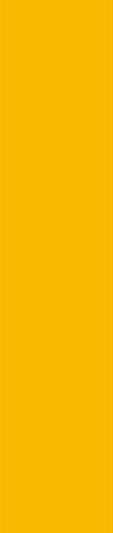


# Monitoring Media Pluralism in Europe: Application of the Media Pluralism Monitor 2017 in the European Union, FYROM, Serbia & Turkey

## Country Report: Portugal

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# 1. ABOUT THE PROJECT

## 1.1 OVERVIEW OF THE PROJECT

The Media Pluralism Monitor (MPM) is a research tool that was designed to identify potential risks to media pluralism in the Member States of the European Union. This narrative report has been produced within the framework of the second EU-wide implementation of the MPM, carried out in 2017. The implementation was conducted in 28 EU Member States, Serbia, Former Yugoslav Republic of Macedonia (FYRoM) and Turkey with the support of a grant awarded by the European Union to the Centre for Media Pluralism and Media Freedom (CMPF) at the European University Institute.

## 1.2 METHODOLOGICAL NOTE

The CMPF cooperated with experienced, independent national researchers to carry out the data collection and to author the narrative reports, except in the cases of Malta and Italy where data collection was carried out centrally by the CMPF team. The research is based on a standardised questionnaire and apposite guidelines that were developed by the CMPF. The data collection was carried out between June and December 2017.

In Portugal, the CMPF partnered with Francisco Rui Cádima, Carla Baptista, Luís Oliveira Martins e Marisa Torres da Silva (Universidade Nova de Lisboa e ICNOVA – Instituto de Comunicação da NOVA) who conducted the data collection and annotated the variables in the questionnaire and interviewed relevant experts. The scores assessing the risks for media pluralism were provided by the CMPF and calculated according to the algorithm developed by the Centre itself. The national report was reviewed by CMPF staff. Moreover, to ensure accurate and reliable findings, a group of national experts in each country reviewed the answers to particularly evaluative questions (see Annexe II for the list of experts).

Risks to media pluralism are examined in four main thematic areas, which are considered to capture the main areas of risk for media pluralism and media freedom: Basic Protection, Market Plurality, Political Independence and Social Inclusiveness. The results are based on the assessment of a number of indicators for each thematic area (see Figure 1 below).

Basic Protection	Market Plurality	Political Independence	Social Inclusiveness
Protection of freedom of expression	Transparency of media ownership	Political control over media outlets	Access to media for minorities
Protection of right to information	Media ownership concentration (horizontal)	Editorial autonomy	Access to media for local/regional communities and for community media
Journalistic profession, standards and protection	Cross-media concentration of ownership and competition enforcement	Media and democratic electoral process	Access to media for people with disabilities
Independence and effectiveness of the media authority	Commercial & owner influence over editorial content	State regulation of resources and support to media sector	Access to media for women
Universal reach of traditional media and access to the Internet	Media viability	Independence of PSM governance and funding	Media literacy

The results for each domain and indicator are presented on a scale from 0 to 100%. Scores between 0 and 33% are considered low risk, 34 to 66% are medium risk, while those between 67 and 100% are high risk. On the level of indicators, scores of 0 were rated 3% and scores of 100 were rated 97% by default, to avoid an assessment of a total absence or certainty of risk. For more information on the MPM methodology, see the CMPF report “Monitoring Media Pluralism in Europe: Application of the Media Pluralism Monitor 2016 in EU-28, Montenegro and Turkey”, <http://cadmus.eui.eu//handle/1814/46786>



**Disclaimer:** The content of the report does not necessarily reflect the views of the CMPF or the EC, but represents the views of the national country team that carried out the data collection and authored the report. Due to updates and refinements in the questionnaire, the MPM2017 scores may not be fully comparable with those of MPM2016. For more details, see the CMPF report on MPM2017, which will soon be available on <http://cmpf.eui.eu/media-pluralism-monitor/>



## 2. INTRODUCTION

The Portuguese population is currently 10.272 million (Pordata / BI of Portugal). The official language is Portuguese and there are no national minorities that represent more than 1% (INE) of the population. In the economy, moderate GDP growth in 2017 (2.7%) is confirmed, as the Portuguese Central Bank (Banco de Portugal) predicted last year. According to INE, the unemployment rate closed the year at 7,8 % (the third largest year-on-year decline in the EU).

The index of press reading in Portugal in the last decades was one of the lowest in the European context, measured by the average daily circulation per thousand inhabitants. Significant progress has been made in this period, however, at least according to data from Eurobarometer 2016 (Media use in the European Union) which states that 27% of Portuguese people “read the written press every day / or almost every day” (European average: 29%). On the other hand, analyzing the average number of copies of newspapers and magazines per person, printed and distributed, it is found that the average circulation per inhabitant, from 2000 to 2016, fell from 79.5 to 40.7; and circulation fell from 53.5 to 31.2 (INE / Pordata). Television continues to be the most popular medium, but most of the population accesses the main channels through cable TV. Only 17.8% of the Portuguese now access free DTT, while all others receive TV via cable subscription (Anacom, 2017 - Study on the Expansion of the Offering of Digital Terrestrial Television Program Services - DTT).

In our view, the fact that there have been high rates of illiteracy in recent decades in Portugal has contributed, in large part, in the European context, to atypical phenomena in the Portuguese media, with which the Portuguese still live today. For instance, prime time television is dominated in large part by Portuguese and Brazilian soap operas (telenovelas) on the two commercial channels (SIC and TVI), which are also the ones with the highest audience at the national level.

With regard to some of the most relevant facts concerning the political, economic and regulatory frameworks during the last year, we might say that there were unexpected developments, which together with other factors contributed to a growing threat to media pluralism in Portugal in 2017.

Examples of such factors include the critical situation experienced by the regulator (ERC) in 2017, with successive delays in the appointment of the entity’s new Regulatory Board, and the subsequent lack of clarity for the balance and plurality of the Portuguese media market, specifically in the context of the proposal for the purchase of the Media Capital group by the telecommunications operator Altice, owner of the Portuguese DTT network and the main ISP and Pay TV operator in the country.

We could also mention two other factors with no less importance: the issue of Net Neutrality, with some problems related to “zero rating” (the main operators differentiate specific tariffs, that is, they give privilege to certain applications in detriment of others); and the problems with roaming (in this case, we refer to the violation of the principle “roam like at home”), both criticized by the regulator Anacom. And also what is happening in Digital Terrestrial Distribution (DTT) with several problems re-emerging after a new rectifying communications study from the regulator (Anacom, 2017), which refers to particular reception problems and low signal quality. A further note is the fact that foreign operators, now from China, continue to enter the Portuguese media (30% in the Global Media Group).



# 3. RESULTS FROM THE DATA COLLECTION: ASSESSMENT OF THE RISKS TO MEDIA PLURALISM

The media sector in Portugal is experiencing complex times, with new risks to media pluralism, and the economic balance in the media system worsening. This report for 2017 focuses on the fact that Portugal presents two medium-risk areas, with 38% (Basic Protection) and 34% (Market Plurality), a low-risk area (Political Independence, with 11%) and a medium-high risk (61%) in the field of Social Inclusion.

In the set of areas and indicators analyzed, some aspects stand out that, from our point of view, are those that currently offer greatest concern.

In Basic Protection, there is a need for the review of the legal and regulatory frameworks for defamation and for whistleblowers' protection, and for renewed attention to the phenomenon of corruption and its mediatisation. These are some of the most pressing aspects emerging from the 2017 analysis for the consolidation of a more open and democratic media system in Portugal.

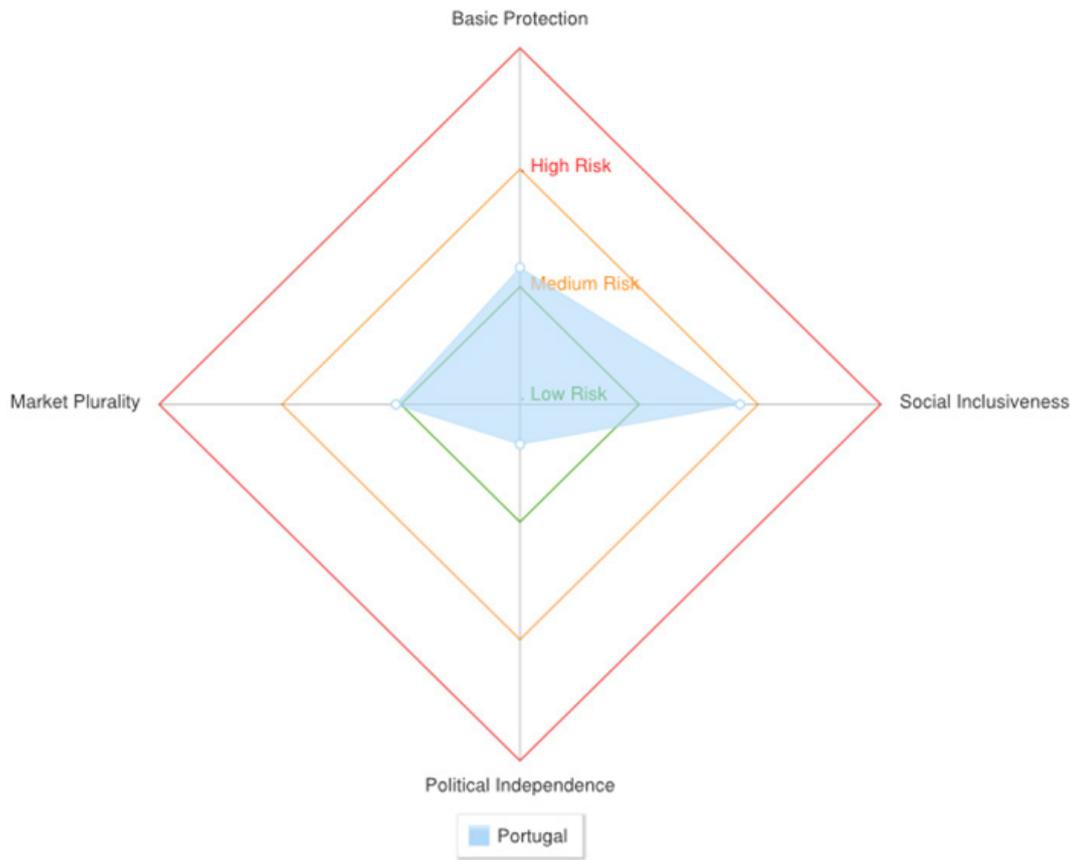
In the context of market plurality, it is important to increase the transparency of media ownership, together with a need to reflect on the robustness of the private national media, on their degree of dependence on foreign capital, and on the stability and plurality of the market vis-à-vis the proposed purchase of the Media Capital group by Altice. Horizontal concentration continues to pose a high risk (67% in both 2016 and 2017), and there is still a need to implement clear rules for cross-ownership.

Precarious situations in the newsrooms are inextricably associated with the economic structure of companies and the general industry landscape, along with weak growth in advertising investment, which tends to maintain the problem. There is also a resurgence of DTT issues (access to DTT is basically terrestrial with some regions in interior areas using satellite), at various levels: new weaknesses in signal diffusion / reception; very limited channel offering compared with the European experience; and a continued decline in household penetration (only 17.8% DTT in homes).

The risk in the area of Social Inclusiveness in 2017 (61%) is mainly explained by the very high risk (97%) of access to the media by minorities; but also by the indicator of access to the media by women (64%); and the high risk presented by the media literacy issue (67%). Even access to the media by local / regional communities still has a significant (50%) average risk in Portugal.

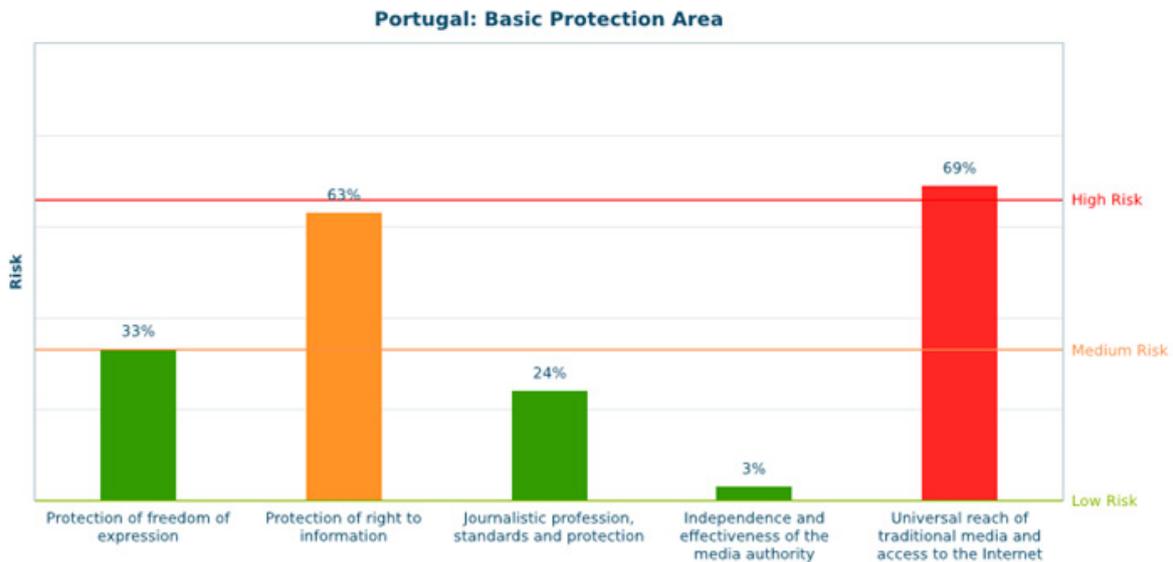


Portugal: Media Pluralism Risk Areas



### 3.1 BASIC PROTECTION (38% - MEDIUM RISK)

The Basic Protection indicators represent the regulatory backbone of the media sector in every contemporary democracy. They measure a number of potential areas of risk, including the existence and effectiveness of the implementation of regulatory safeguards for freedom of expression and the right to information; the status of journalists in each country, including their protection and ability to work; the independence and effectiveness of the national regulatory bodies that have the competence to regulate the media sector, and the reach of traditional media and access to the Internet.



There was a significant worsening of the risk situation in the Basic area, which increased the average risk from 15% in MPM2016 (low risk) to 38% in MPM 2017 (medium risk), impacting all indicators, with the exception of the indication on the independence and effectiveness of the media authority that remained stable.

Protection of Freedom of Expression scored 33% – medium risk, partially due to the fact that defamation is still criminalized under Portuguese law. The Freedom of Expression and the right to Information are inscribed in the Portuguese Constitution and safeguarded by the Journalists Statute and the Media laws. Portugal has also ratified the main international documents concerning these topics (CoE and ECHR). In practice, there are no known episodes of violations of Freedom of Expression or of the right to information, and both the Media Regulatory Entity (ERC) and courts are empowered to monitor and rule hypothetical cases.

The indicator on the Protection of the Right to Information scored medium risk (63%). One of the issues that aggravated the risk was the fact that Portugal does not have a regulatory framework to protect whistleblowers, thus not following the good practices set out in the OECD and Transparency International studies on legal protections for whistleblowers in the context of the European Union.

According to the Corruption Perceptions Index of 2016, Portugal is ranked 29th in the world with a score of 63%, below the European average (66%) - being 100% the best score.

It should be noted that according to the recent Eurobarometer data on the perception of Corruption (2017), more than half of the Portuguese consider that the level of corruption has increased in the country in recent years, with a very large majority (92%) considering that corruption is a widespread problem in the country. It shows the importance of establishing a regulatory framework for the protection of whistleblowers, which would facilitate disclosure of information and promote transparency, contributing to reduce corruption.

Regarding the indicator on Journalistic profession, standards and protection, Portugal continues to present low risk (24%). Journalists and their associations are not firmly committed to the safeguarding of editorial independence and there are no widespread consensus regarding the ethics and deontology of the profession. Journalists are also experiencing a precarious labor market, with job insecurity due to the weakness of the business model and financial difficulties in the media companies.

With regard to the Independence and Effectiveness of the Media Authority (ERC), there is a clear low risk (3%). It is generally considered that the parliamentary framework in which the nomination procedures for the media authority are defined, limits the risks of political and / or economic influence. The ERC is transparent with regard



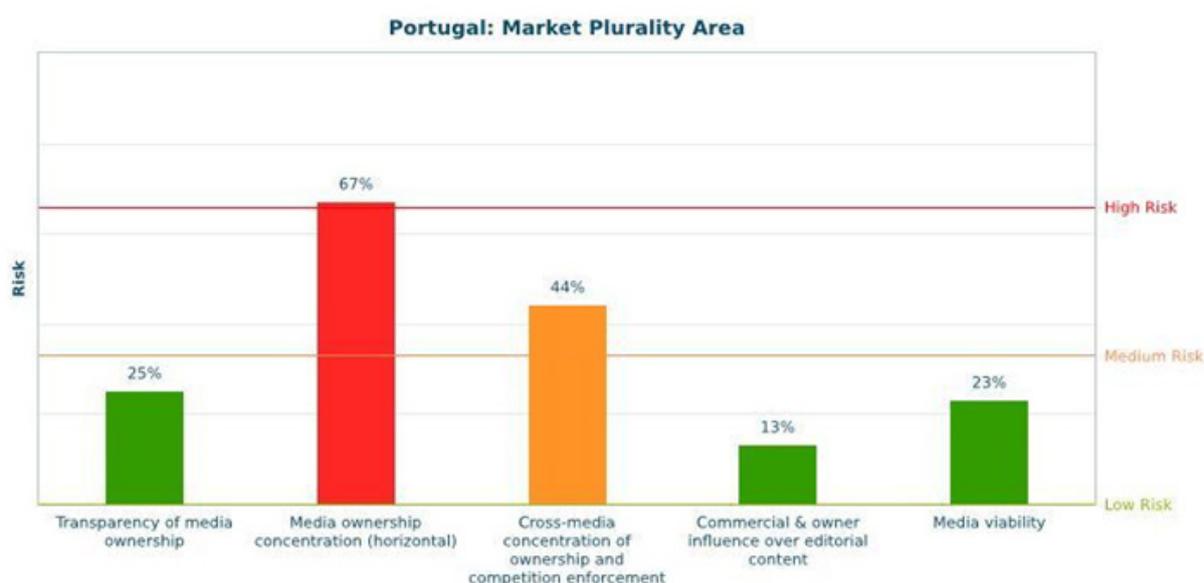
to its activities, and in practice (with the exception of the 2017 ERC crisis, with the delays in the appointment of the entity's new Regulatory Board, as mentioned in the introduction) there are no signs of regulatory interference in the stability of the sector.

In terms of Universal reach of traditional media and access to the Internet, Portugal has now a high risk (69%). With regard to Internet Access in 2017 (Anacom), 71.8% of Portuguese families have fixed broadband and the penetration of mobile broadband reaches 69% of the population. In addition, just after the 2017 questionnaire was closed, new data emerged from the Portuguese telecommunications regulator (Anacom), confirming the declining trend in the area of DTT and in the field of Net Neutrality. In terms of DTT, the situation of poor signal reception and service distribution worsened. According to the latest figures, only 17.8% of Portuguese people access TV through digital terrestrial distribution (as highlighted above, most DTT access is terrestrial, with just few interior areas using satellite).

In relation to the Internet, there are no risks or violations of freedom of expression online. ISPs generally refrain from filtering or blocking or even removing online content in Portugal.. However, the European regulatory framework aimed at safeguarding the neutrality of the internet infrastructure – either in terms of transparency in relation to discriminatory practices of ISPs, or in blocking Internet content and / or applications – seems not to be duly implemented. Anacom has just taken a public position saying it intends to force the Portuguese ISPs – Meo, Vodafone and NOS – to change their offers that are violating the rules of Net Neutrality and Roaming.

### 3.2 MARKET PLURALITY (34% - MEDIUM RISK)

*The Market Plurality indicators examine the existence and effectiveness of the implementation of transparency and disclosure provisions with regard to media ownership. In addition, they assess the existence and effectiveness of regulatory safeguards to prevent horizontal and cross-media concentration of ownership and the role of competition enforcement and State aid control in protecting media pluralism. Moreover, they seek to evaluate the viability of the media market under examination as well as whether and if so, to what extent commercial forces, including media owners and advertisers, influence editorial decision-making.*



The indicator of Transparency of Media Ownership reveals low risk (25%). A law from 2015 (Law no. 78/2015) regulates the transparency of ownership across all media markets. This law contains transparency obligations (e.g. disclosure provisions) requiring media companies to publish their ownership structures. The law also provides for sanctions in cases where media companies do not comply with their transparency obligations. Although it is too soon to evaluate its full efficacy, several academics and analysts consider Law no. 78/2015 to be adequate for ensuring transparency across media markets.

The indicator on Media Ownership Concentration (horizontal) scores a 67% (High risk). This is because the Portuguese traditional media industries are typically controlled by a small number of players (three or four).

Currently, there are no objective thresholds for cross-ownership concentration. Mergers and acquisitions between media corporations are analyzed on a case-by-case basis by the competition authority (AdC) and the media authority (ERC) based on General Competition Law (no. 19/2012) and ERC Law (no. 53/2005). It is important to notice that high levels of concentration were detected in TV, Radio and traditional Press.

The laws that rule ownership are applied within each media sub-sector. In the television sub-sector there are thresholds based on objective criteria, and television regulation follows quantitative standards. The radio sub-sector also has several specific thresholds or limits, based on objective criteria. In contrast with television and radio, the press sub-sector is based on more “laissez-faire” principles and policies. Press laws do not establish specific limits or thresholds for this sub-sector, and regulation follows qualitative, but not quantitative, standards.

Within all the above-mentioned sub-sectors, excessive horizontal concentration of ownership can be prevented via general competition rules that take into account the specificities of the media sector. The competition authority (AdC) and the media authority (ERC) can intervene if necessary.

The indicator of Cross-media Concentration of Ownership and Competition Enforcement scores a medium risk and reaches 44%. A general media concentration law would probably contribute to a decrease in this risk level, but it is not envisioned that such law will be adopted in the near future.

The Portuguese media sector can be considered as oligopolistic, with large firms operating in several media outlets. The major privately-owned groups are Impresa, Cofina, Media Capital and Global Media. There is also a State-owned group (RTP).

The Portuguese media landscape could change in 2018, as the telecommunications group Altice has made a move to acquire Media Capital. This move is raising concerns, because Altice already owns important services and networks related to telecommunications and media in Portugal. If this transaction is approved by the authorities, other media ownership changes could follow.

Major improvements in terms of the level of competitiveness of the media markets are not foreseen. However, it is important to highlight that the small dimension and GDP of the Portuguese economy contributes to limiting the number of competitive operators.

In terms of Commercial and Owner Influence over Editorial Content, the level of risk is very low (13%). The laws implemented in Portugal protect journalists from commercial or other economic influences. The regulatory frameworks prohibit advertorials and stipulate that the exercise of the journalistic profession is incompatible with activities in the field of advertising.

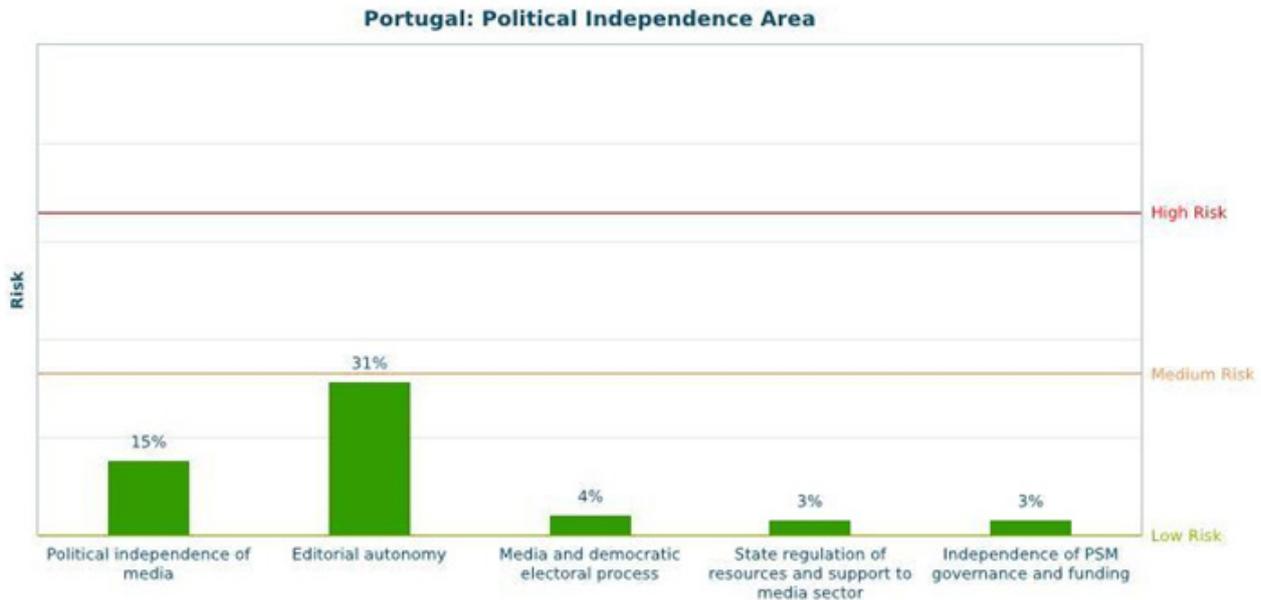
The indicator of Media viability reveals low risk (23%). During the last two years, media companies struggled to improve their fragile balance sheets. The financial information of media operators is not always fully available and up-to-date. However, there are indicators (based on ERC data) that show some problems in the most important firms. The revenues associated with traditional print media are constantly under pressure, as readers and advertisers prefer online or digital products and services.

The online market, by its turn, is growing, although its revenues are still modest. In 2015/16, of all media outlets, online was the most dynamic in terms of advertising investment (growth of 27,6%).

Almost all Portuguese media groups are creating diverse online services (not only information related). Custom publishing and other marketing services are very common activities that help to stabilize the companies' finances. The Portuguese government continued to finance the PSM (RTP) in 2017, and State incentives to private local or regional media were also preserved. Although the situation can deteriorate in the near future, if traditional media firms do not adapt quickly to changes in the markets.

### 3.3 POLITICAL INDEPENDENCE (11% - LOW RISK)

The Political Independence indicators assess the existence and effectiveness of regulatory safeguards against political bias and political control over the media outlets, news agencies and distribution networks. They are also concerned with the existence and effectiveness of self-regulation in ensuring editorial independence. Moreover, they seek to evaluate the influence of the State (and, more generally, of political power) over the functioning of the media market and the independence of public service media.



The indicator Political Independence of media scores a low risk (15%). Legislative provisions prohibiting political ownership of audiovisual media are in place. The Television Law and the Radio Law prevent political parties and political associations to exercise or finance radio and television activities. As for newspapers, the Press Law imposes transparency regarding the ownership structure and the editorial statute. There are no newspapers directly controlled by political parties or politicians (unless political press). The state owns 50.14% of the national news agency LUSA and has the power to nominate its president. A new board was to be elected at the beginning of 2018, but the government is delaying the procedure without explanations, amid criticism in the press of LUSA's former president about cuts affecting the growth strategy of the news agency, in particular, its network of foreign correspondents.

The indicator on Editorial autonomy is at low risk, on the verge of medium risk (31%), despite the existence of regulatory measures that guarantee freedom from interference in editorial decisions and content, namely over the appointment and dismissal of editors-in-chief. As a result of the business model crisis, newsrooms cuts lead to a decreasing number of journalists and to the widespread use of trainees. These two emerging trends were spotted in the 2016 Reuters Institute Digital News Report and are weakening self-regulatory bodies, with a negative impact on editorial autonomy. In some cases, administrative boards ignored the newsrooms councils' recommendations concerning the hiring of editors-in-chief. Emerging widespread and non-regulated practices, such as so-called brand journalism, or the launching of e-commerce and e-gamming services through original journalistic content producers, should also be closely scrutinized.

The indicator Media and the Democratic Electoral Process scores a low risk (4%). There are regulatory safeguards that guarantee a fair, proportional and unbiased representation of different political actors and viewpoints on PSM and private channels. However, the quality and diversity of media coverage during election periods is a topic to be addressed by the journalists themselves and by the public, since the ERC reports on political pluralism show a systematic dependence on governmental and official sources and neglected coverage of independent candidates outside of the party system and political forces that don't have parliamentary representation.

The indicator State Regulation of Resources and Support to the Media Sector scores a low risk (3%). Recently two more channels (RTP3 and RTP Memory) become publicly available, joining RTP1, RTP2, SIC, TVI and ARTV (Parliament channel). The National Communications Authority study (Anacom, 2017), suggested two more private channels to be added in a near future. Anacom recommends the development of the necessary steps to increase the availability of a

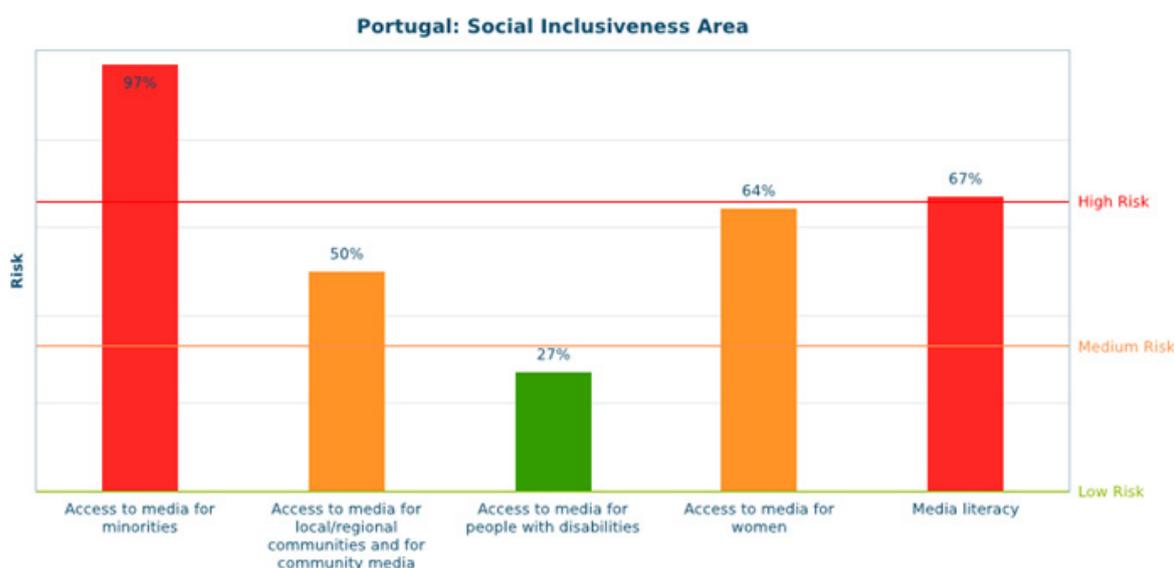


larger number of open channels and warns of problems with DTT: in the interior and rural areas, there is still a weak TV reception signal. The current policy of subsidies for regional/local press encourages partnerships between local and national media in aspects such as technological innovation and training. The procedures are transparent and rely on the entrepreneurial capacity and initiative of media companies to build projects and/or seek funding from the EU. The distribution of state advertising in Portugal is monitored by monthly reports conducted by the ERC and there is no evidence of perverse uses.

The Independence of PSM governance and funding (low risk - 3%) is safeguarded by the existence of transparent appointment procedures (incompatibilities, powers, rights, and duties, duration and renewal of mandates) for management and board functions. In the case of public radio and television (RTP), an independent regulatory body – the CGI (Independent General Council) – superintends the public service contract concession obligations and is responsible to nominate the administrative board, based on the approval of a strategic plan. The CGI is composed of six members; two appointed by the government, two by the Opinion Council of RTP and two co-opted by the previous four. The president is elected among the six. There is still a minor degree of government participation referring to the CGI composition, but the internal rules establishing the regulator attributions and recruitment procedures, including incompatibilities and conflict of interests’ provisions, are a guarantee of independence.

### 3.4 SOCIAL INCLUSIVENESS (61% - MEDIUM RISK)

*The Social Inclusiveness indicators are concerned with access to the media by various groups in society. The indicators assess regulatory and policy safeguards for community media, and for access to media by minorities, local and regional communities, women, and people with disabilities. In addition to access to the media by specific groups, the media literacy context is important for the state of media pluralism. The Social Inclusiveness area therefore also examines the country’s media literacy environment, as well as the digital skills of the overall population.*



The indicator of Access to Media for Minorities presents a very high risk (97%). The concept of national minority does not exist in the Portuguese legal framework, but this does not prevent immigrants (mostly from China, Ukraine, Cape Verde or Brazil) and ethnic communities such as the Roma, from being culturally, socially and historically recognized in Portugal. Minority access to the media is safeguarded by the Constitution and is included in the Concession Agreement of the Public Television Service. However, minorities are practically not visible in mainstream national media with the exception of public service media broadcasts, and transmission from events or in very specific programmes. This lack of representation is even more blatant on private television and radio channels.

The indicator of Access to Media for Local and Regional Communities and for community media scores medium risk (50%). The Regional Development Coordinating Commissions (CCDR) are responsible for providing incentives (direct and indirect) to regional and local media companies, which continue to be the largest recipients of state



subsidies to the media. However, there is no data to assess whether state subsidies are being distributed fairly and transparently. In May 2017, several local and regional media still awaited the receipt of funding for projects approved in 2015, a delay attributed to the transfer of the competence to distribute incentives to the CCDR. Regarding the national media, both the Concession Agreement for the Public Radio and Television Service and the Contract of Provision of Service of Information and Public Interest of the LUSA news agency stipulate the obligation to produce services of regional information programmes. As for community media, there is no definition or legal framework for them in Portugal, although we can verify the growing existence of projects with community media characteristics via the Web, even without formal registration.

The indicator of Access to Media for People With Disabilities presents low risk (27%). For more than a decade there have been specific and consolidated public policies in this field, particularly within the public service. However, they lack laws that regulate their effective implementation. The ERC establishes in its multiannual plan a minimum number of hours of emissions with signaling, audio description and subtitling for all generalist open signal channels, with different quotas for private and public service channels, but so far there have not been any cases of channels that have been penalized for failing to meet these minimums.

The indicator of Access to the Media for Women scores medium risk (64%). The PSM has a number of strategic documents on gender equality, which cover equal opportunities in recruitment, instruments for reconciling work and family, partnerships with NGOs and specific campaigns, showing that they attribute importance to this issue. This stands in contrast with the situation in private channels. The presence of women in executive or managerial positions (especially at the level of the chairmanship of boards of directors) is very poor, particularly in the case of private media groups. There are still problems of underrepresentation of women in the media as already identified in previous reports.

The indicator of Media Literacy is at high risk (67%). Although there are a considerable number of initiatives in the field of media literacy in Portugal by public authorities or by universities, concrete, unified and coherent public policies are still to be implemented. The presentation of content related to media literacy is not compulsory in school curricula and, outside school, fragmentation is even greater, with initiatives mainly related to specific areas or opportunities at the local level.



## 4. CONCLUSION

The final results of the MPM 2017 in Portugal show that this was a critical year for pluralism and for the democracy and robustness of the media system in the country.

In the analysis of 2017 we found new risks to pluralism. We refer, for instance, the issues related to defamation and protection of whistleblowers, and also to the question of Net Neutrality, the reappearance of weaknesses in the Portuguese system of DTT and the continuing precariousness of the economic model of the media.

Thus, the key findings and recommendations that the team presents point precisely to the correction of the most critical dynamics of the Portuguese media system:

In the context of Basic Protection and the right to information there is a need to bring the legal frameworks in line with European best practices, especially in the area of defamation, surveillance of corruption phenomena, its mediatisation, and with regard to the protection of whistleblowers. Also in this area, it is important to urgently review the DTT situation and to clarify the abuses committed in the defense of Net Neutrality.

In the area of Market Plurality, we have referred to the need for a debate on the creation of a general law on media concentration because in Portugal there are still no objective limits for cross-media concentration. Another determining aspect for this year is to know the final result of the acquisition of Media Capital by the French group Altice, which, if verified, could further destabilize Portuguese media.

With regard to Political independence, the press – in particular regional and local press – is the most vulnerable sector because of its continued financial fragility. Despite the growth of digital subscriptions, all publications have suffered losses and have difficulties in monetizing their online services. The journalists need to improve professionalism and promote more effective self-regulatory mechanisms. In terms of PSM, the CGI is an independent body for the supervision of public service obligations and the activity of the Executive Board of RTP is audited at various levels (by the Parliament, the Regulatory Authority for the Media, the Independent General Council and the Opinion Council). With this model, since 2014 there are more assurances about the independence of RTP than when the administration was directly appointed by the government.

In the area of Social inclusiveness, we recommend – even more strongly than we did in last year’s report – the strengthening of more comprehensive programming to promote cultural diversity and to narrow the visibility gap of specific ethnic groups, particularly in regard to PSM (but also private media), as well as the creation of mechanisms and policies for the promotion of a professional journalistic culture committed to ensuring systematic and in-depth coverage of immigrant communities. At the same time, we strongly recommend the development of monitoring and academic research systems focused on the relationship between the media and minorities. We also recommend public policies with a national orientation in the field of media literacy and also systematic initiatives to promote the training of teachers in this field.

On a positive note, possibly to be highlighted in next year’s report, a partnership was announced in December 2017 between the Ministry of Education and the Union of Journalists, which provides for the training of over 800 teachers in order to promote the introduction of media education into school curricula.

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## ANNEXE I. COUNTRY TEAM

First name	Last name	Position	Institution	MPM2017 CT Leader (please indicate with X)
Francisco	Cádima	Full Professor	Universidade Nova de Lisboa	X
Marisa	Torres da Silva	Assistant Professor	Universidade Nova de Lisboa	
Carla	Baptista	Assistant Professor	Universidade Nova de Lisboa	
Luís	Oliveira Martins	Assistant Professor	Universidade Nova de Lisboa	

## ANNEXE II. GROUP OF EXPERTS

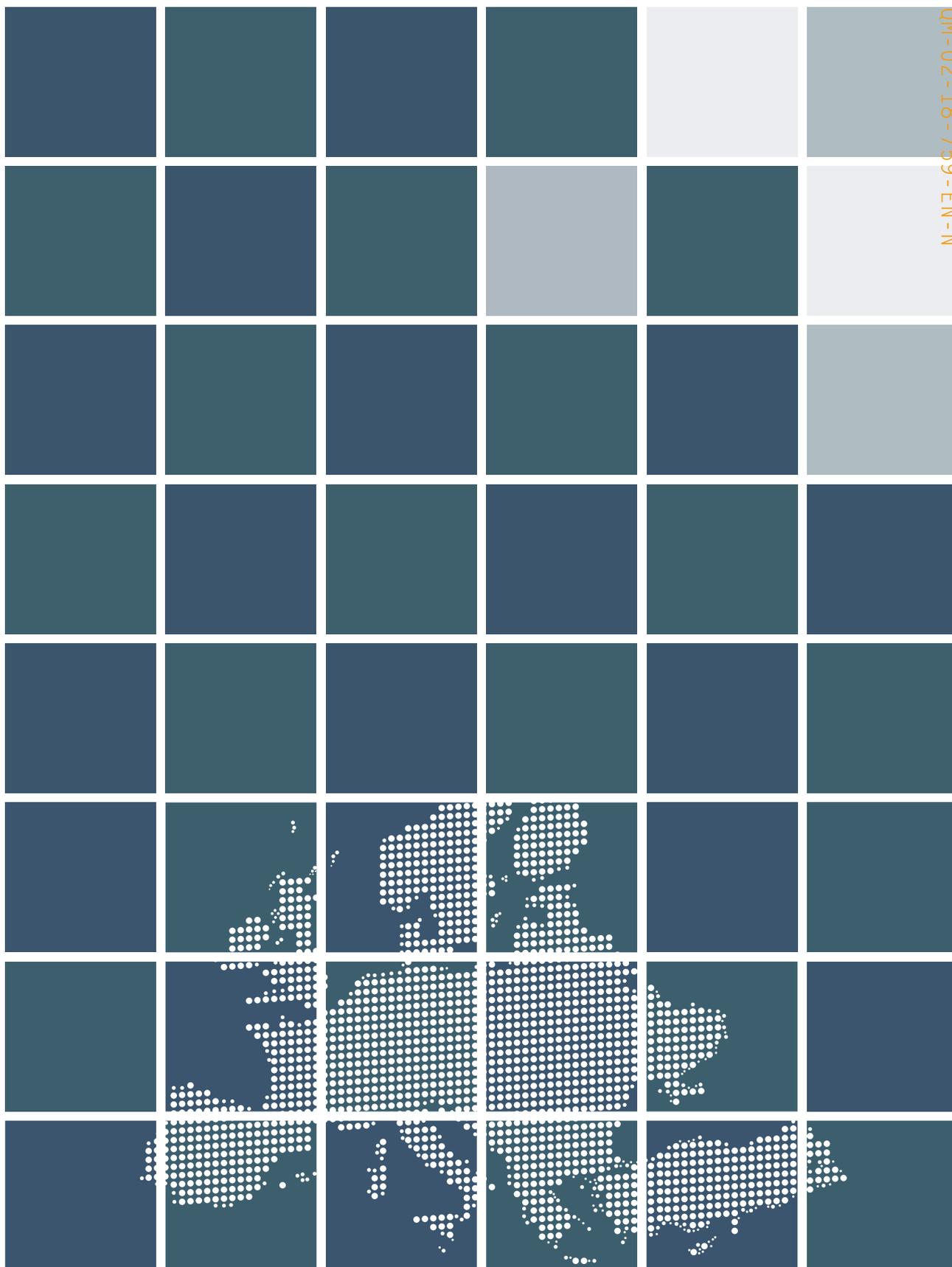
The Group of Experts is composed of specialists with a substantial knowledge and experience in the field of media. The role of the Group of Experts was to review especially sensitive/subjective evaluations drafted by the Country Team in order to maximize the objectivity of the replies given, ensuring the accuracy of the final results.

First name	Last name	Position	Institution
Adelino	Gomes	Journalist and Researcher	CIES
Alberto	Arons de Carvalho	Assistant Professor	Nova University
Estrela Serrano	Serrano	Researcher	CIC.Digital
Nuno	Conde	Legal Adviser	Impresa
Paulo	Faustino	Assistant Professor	Porto University

## ANNEXE III. GROUP OF EXPERTS

- September 2017
- ICNOVA – Instituto de Comunicação da NOVA (FCSH NOVA). Av. de Berna, 26-C - Lisbon
- Country Team, Stakeholders, and Media
- Key topics discussed: Country Report and main MPM topics





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