

# ELF Idea Accelerator

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### Media Freedom in the age of Tech Disruption

Royal Library of Belgium (Koninklijke Bibliotheek Royale), Mont des Arts, Brussels

**20 April 2022, 12:30 – 18:00 (CEST)**

### About the event

This conference will look at the tension between media freedom and the new age of information technology. How can we embrace technologies that help media progress, into sustainable business models that ensure credibility, reliability and media freedom?

Some of Europe's member states are suffering from "traditional" attacks on media freedom, where journalists are restricted or even attacked in their work, outlets are censored and the general media landscape is being suffocated, such as in Hungary, Poland or Slovenia.

Further to this, digitalisation processes shifted the consumption of media from the traditional printed outlets, radio and television towards digital platforms. The downfall of advertisement incomes triggered a shift in strategies. Media companies engaged takeovers and merges into large conglomerates, threatening media plurality. We see online clickbait articles to generate more revenue, but they focus more on quantity instead of quality. Some countries subsidise media, or just take over companies to use them as propaganda channels.

Decentralisation of content creation could be a part of the solution, but at the same time we see the effects of fake news rising. Polarisation is further reinforced by algorithms that focus on generating revenue for social media platforms, leaving out other viewpoints and facts for individual users. The pressure on profitability sometimes causes to cut expenses on cost intensive investigative journalism that functions as a safeguard for liberal democracies.

There are many challenges ahead. Therefore, ELF brings together leading think tanks across Europe, presenting you perspectives straight from Warsaw, Budapest, Prague, Berlin, Sofia, London. National policies in Freedom of the Press and Media Plurality will play a vital role in securing a free and democratic future for all Europeans. The EU's proposed European Media Freedom Act will be a chance to ensure transparency and independence, whilst highlighting the need for more opportunities within the internal market and for an update to media business models to fit with the needs of Europe's digital transformation.

### Programme

**12:30 Registrations and Lunch**

**13:30** Opening

[Ilhan Kyuchyuk](#), Member of the European Parliament, President of the ALDE party (TBC)  
[Daniel Kaddik](#), Executive Director of the European Liberal Forum

**13:35** Opening session: The decentralized fight against a Russian propaganda machine

**Speakers:**

[Sviatoslav Hnizdovskyi](#), Chief Executive at Informational Strategies Council of Ukraine and Founder at Open Minds Institute

[Sophia Hnizdovska](#), Programme Director at Informational Strategies Council of Ukraine and Open Minds Institute

**14:00** Ensuring Media Freedom in Central and Eastern Europe

**With Fundacja Liberté**

**Speakers:**

[Tanja Porcnik](#) President of Visio Institut, Slovenia

[Dániel Mikecz](#), Senior Researcher, Republikon Institute, Hungary

[Błażej Lenkowski](#), President of Fundacja Liberté, Poland

Moderator: [Laurenz Van Ginneken](#), Project Officer of the European Liberal Forum

**14:00** Can Censorship-Resistant Money Save Journalism? - Bitcoin, Crypto & the Future of Media

**With FNF Brussels**

**Speaker:**

[Daniel Wingen](#), President of EINUNDZWANZIG, the largest German speaking Bitcoiner association.

**Moderator:**

[Sven Gerst](#), bitcoiner

**15:00-15:15 BREAK**

**15:15** Fireside Chat: Where does the EU stand on media freedom and pluralism in 2022? An introduction to the Media Freedom Act

**With IPPS**

**Speaker:** [Ondřej Kovařík](#) Member of the European Parliament

**Moderator:** [Markéta Plesníková](#), Chairwoman Mlade ANO

**15:45** Fake News, True Lies: Clickbait, PR, Ownership, and the Future of Investigative Journalism

**With The Paddy Ashdown Forum**

**Chair:** [Judith Bunting](#), Former Member of the European Parliament

**Speaker:**

**15:45-16:15** Thinking Aloud: Who owns the (fake) news?

**With LIPA**

**Speaker:** [Maxim Behar](#), founder and CEO of M3 Communications Group, Inc

<p><b>Katalin Cseh</b> Member of the European Parliament, Renew Europe  <b>Márton Kárpati</b>, Owner and Former deputy editor in chief, Telex.hu  <b>Marcus Ryder MBE</b>, Professor of Media Diversity at Birmingham City University</p>	<p><b>16:15 – 16:45</b> Campfire: Future of Political Debate online  <b>With MLS, Teldersstichting, and Projekt: Polska</b>  <b>Speakers:</b>  <b>Beata Krawiec</b>, experienced campaigner and NGO activist.  <b>Wilbert Jan Derksen</b>, political researcher working for the TeldersStichting, a Dutch liberal think tank affiliated to the People's Party for Freedom and Democracy (VVD).  <b>Ricardo Silvestre</b>, International Officer of Movimento Liberal Social</p>
<p><b>16:45-17:00 COFFEE BREAK</b></p>	
<p><b>17:00</b> Dare To Debate: “ Should State-funded media outlets be banned?”  <b>By European Liberal Forum</b>  <b>Speakers:</b>  <b>Yana Toom</b>, Member of European Parliament, Renew Europe  <b>Dr Alexandra Borchardt</b>, Board Member M100 Sanssoucis Colloquium, Senior Research Associate at Reuters Institute for the Study of Journalism</p> <p>Moderator: <b>Lauren Mason</b>, The Paddy Ashdown Forum</p>	
<p><b>17:30</b> Launch of the Future Europe Journal  <b>By European Liberal Forum</b>  <b>Speaker:</b> <b>Daniel Kaddik</b>, Executive Director, European Liberal Forum  <b>Moderator:</b> <b>Antonios Nestoras</b>, Policy and Research Coordinator, European Liberal Forum</p>	
<p><b>18:15 END OF THE EVENT (doors close at 18.30)</b></p>	

In cooperation with:



LIBERTÉ!



THE PADDY ASHDOWN FORUM PAF

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