Call for contributions on Media and Big Tech

Contributions can be submitted to SAIFE@osce.org or via this survey link until 30th November 2024.

The Office of the OSCE Representative on Freedom of the Media (RFoM) and the Forum on Information and Democracy as its Implementing Partner announce a call for contributions for an upcoming workshop series focused on *Media and Big Tech*, aimed at developing actionable policy guidance for the 57 OSCE participating States. This initiative seeks to engage a variety of stakeholders to collectively address the complex media dependencies on online platforms, questions of media sustainability in the current information ecosystem, and the promotion of an online environment conducive to pluralism and media freedom. The workshop series aims to develop policy guidance on the most effective ways to enhance the availability and accessibility to reliable, diverse, and public interest information online through technological means and better internet governance.

The policy recommendations will be developed through comprehensive research and a series of thematic roundtables and will address the OSCE participating States. To complement the expert discussions, the RFoM is issuing this call for contributions, aiming at collecting input for the different thematic roundtables and discussions, feeding into the policy guidance. The final publication is planned for spring 2025.

In addition to developing a **vision of a healthy online information space and the democratic role of journalism in the age of Big Tech and AI**, the *Media and Big Tech* working group will focus on three thematic topics:

1) **Economic theme: Business models, fair compensation and sustainability approaches outside the current platform-driven infrastructure**

   Guiding questions: How can media content be fairly compensated for in the age of platformization and AI? What policy measures can effectively reduce existing media dependencies on dominant platforms and proprietary technologies to address the current power imbalances?

2) **Increasing the visibility of quality journalism online: labeling, trust indicators, and media privileges**

   Guiding questions: How to ensure quality journalism is visible and distinguishable from untrustworthy content online? Is there a case for media privileges on platforms, and if so, how should they look like?

3) **Policy measures to tackle existing dependencies and promoting a healthy online information ecosystem, including by ensuring journalistic protections**

   Guiding questions: What specific steps should platforms take to better protect journalists, their accounts and content, how can improved safety features and escalation channels ensure greater online safety of journalists?

We welcome contributions that align with one or more of these themes, especially those that present new research findings, share good practices or analyses of case studies and existing mechanisms, offer innovative solutions or policy recommendations, identify legal loopholes, and suggest interdisciplinary or cross-sector approaches and suggested ways forward. The aim of this call is to gather existing expertise, experiences and initiatives on the overarching topic of *Media and Big Tech* as well as the three sub-topics. Input can be submitted by sharing documents, supporting materials, or by responding to the guiding questions, including via this survey link. In specific cases, an online meeting/interview can be scheduled.

The contributions will inform the workshop discussions and may also be integrated into the final OSCE report. We invite all stakeholders – policy experts, academics and researchers, lawyers, civil society, journalists and media, industry professionals, state representatives and others – to participate. Input may be sent in **English, French, German, or Russian**. If referenced in the final report, please indicate whether you would like your name or organization to be acknowledged or if you prefer to submit anonymously.

We look forward to your contributions and to collaborating with you to develop effective, sustainable and human rights-based recommendations on Media and Big Tech.

Please send your contribution, together with a short bio or information on your institution/organization to **SAIFE@osce.org** or reply to this survey link. **Contributions can be submitted until 30th November 2024.**