



Media & Big Tech initiative
Expert Roundtable on Media Visibility
Friday, 14th February 2025 1-5pm CET

Agenda

13.00-13.30	<p>Welcoming remarks & Introduction</p> <ul style="list-style-type: none"> - OSCE Representative on Freedom of the Media (RFoM) <ul style="list-style-type: none"> o Opening remarks: Ambassador Jan Braathu, RFoM o Introduction/moderation: Julia Haas, Adviser - Forum on Information and Democracy (Implementing Partner) <ul style="list-style-type: none"> o Katharina Zuegel, Policy Manager - Co-Chair and rapporteur <ul style="list-style-type: none"> o Anya Schiffrin, University of Columbia o Max van Drunen, University of Amsterdam - Tour de Table <ul style="list-style-type: none"> o Name and affiliation o <i>To which policy problems are visibility policies a convincing solution? What problems do they not solve?</i>
13.30-14.45	<p>Session I – Visibility policies <i>How to ensure quality journalism is visible and identifiable online?</i></p> <ul style="list-style-type: none"> - Introduction <ul style="list-style-type: none"> o Moderation by Anya Schiffrin o Max van Drunen - Discussion among experts to identify states measures <ul style="list-style-type: none"> o Are visibility policies an appropriate response to increase access to reliable, diverse, and public interest information? o To which extent is (the lack of) visibility the problem? (Also taking into account recent developments) o Who benefits and who loses from visibility policies? What are the potential risks and undesirable side effects? Would visibility policies discourage alternative infrastructures? o What should visibility policies entail? <ul style="list-style-type: none"> ▪ Must carry obligations ▪ Due prominence rules

	<ul style="list-style-type: none"> ▪ Special treatment in moderation ▪ Labels or other indicators/signals for trustworthiness (without integrating them into algorithmic recommender systems) ▪ Other forms of media privileges ○ What are the Do's and Don'ts when designing visibility interventions? How to organize the ranking among trustworthy sources? ○ How can existing regulatory frameworks be leveraged? ○ Should there be, and if what kind of, visibility policies for GenAI?
14.45-15.00	Coffee break
15.00-16.15	<p>Session II – How and who</p> <p><i>If there is a case for media privileges on platforms, who should be entitled to them?</i></p> <ul style="list-style-type: none"> - Introduction <ul style="list-style-type: none"> ○ Moderation by Damian Tambini, LSE ○ Max van Drunen - Discussion among experts to identify states measures <ul style="list-style-type: none"> ○ Who exactly (which media organization or content) should benefit from visibility policies? ○ What procedural aspects and safeguards are needed for visibility policies (independence, transparency, self-regulation etc.)? ○ How should processes of identifying media for visibility policies be designed? Who should be involved in these processes? ○ What safeguards are needed? To avoid state misuse, to protect smaller media and individual journalists? ○ How should visibility policies deal with services such as Perplexity and new ways of audience interfaces? ○ What lessons can be drawn from existing experience with policies that aim to distinguish quality journalism for (for example) state subsidies?
16.15-16.30	Coffee break
16.30-17.00	<p>Closing</p> <ul style="list-style-type: none"> - Summarizing takeaways - Brief discussion on areas not yet covered which would need additional attention (in the context of media economics in the age of Big Tech and AI) - Explaining next steps