

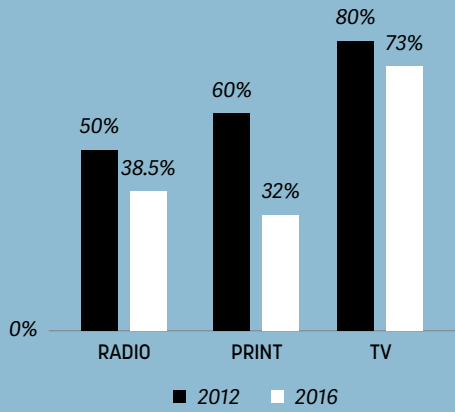
01 CHALLENGES FACING THE MEDIA

DEATH OF THE AD MODEL

71% of the online ad revenue in the UK will be absorbed by **Google and Facebook** by 2020

8.6% of Europeans cited social media as their main source of information **In 2015**

In 2016 It was **10.8%**



Fewer and fewer news consumers consult traditional media, especially print.



FAKE NEWS

According to a 2017 report by the Swedish Institute of International Affairs:

“ We are able to establish intent, [...] and strategic goals, where the close correlation between Russian public diplomacy and active measures suggest the operation of a coordinated campaign. ”

THE EU IS ALSO IN A CRISIS

Populist parties across Europe push for the dissolution of the EU, channeling the dissatisfaction of the middle class towards the migration crisis and the impact of globalisation.

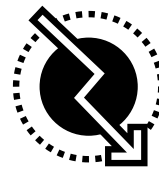


EUROPE NEEDS AN INDEPENDENT AND SUSTAINABLE MEDIA SECTOR IN ORDER TO SURVIVE

02 WHY IS IT RELEVANT?



Demand for European news is rising



But resources are dwindling



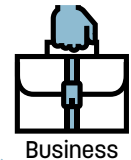
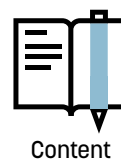
That is why news outlets contract freelancers, republish agencies or don't cover European news at all

Sources: Université libre de Bruxelles/IEE, Fondation EURACTIV #Media4EU project

03 MEDIA PROFESSIONALS NEED MORE CROSS-BORDER SKILLS



Goals: report on neighbouring countries, on the EU institutions, and build sustainable business models.



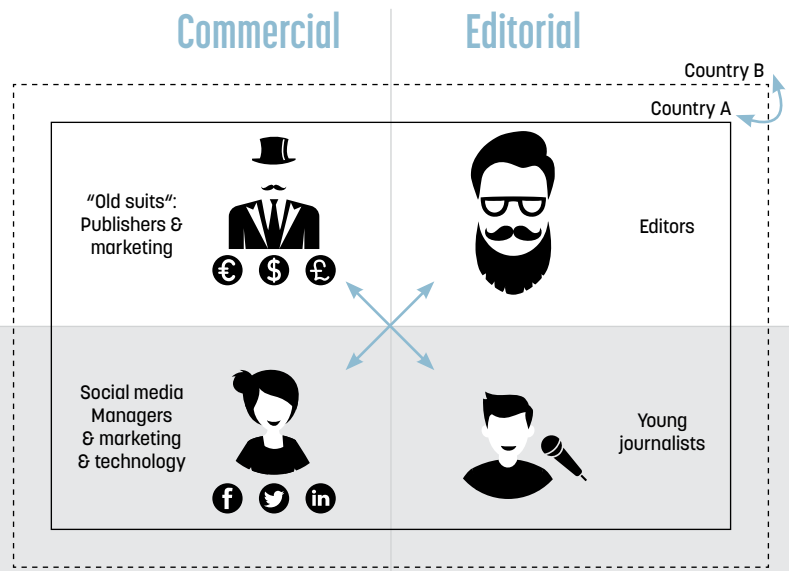
04 WHAT IS THIS EXCHANGE PROGRAMME?

It targets media "rising stars" such as young journalists, marketing and communications professionals, social media managers and IT.

Unlike past project which focused only on content or broadcasting, this is about innovation, to make the media sector more sustainable.

Senior management

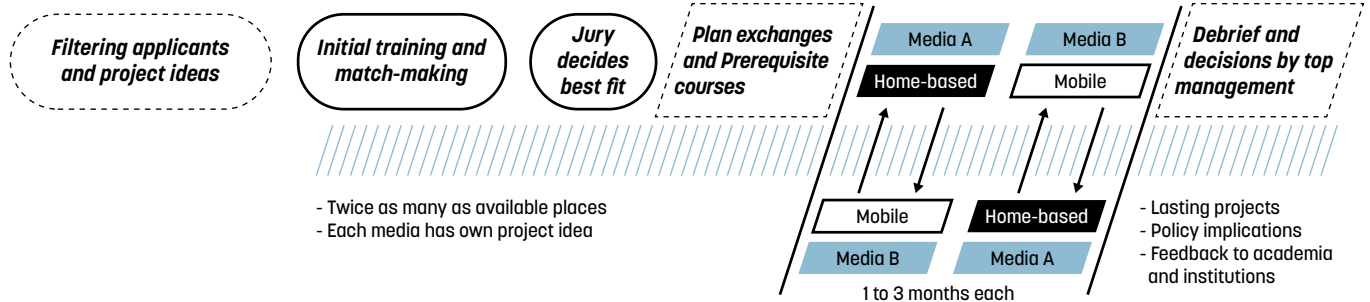
Young "rising stars"



A BRIDGE BETWEEN AGES, SKILLS (EDITORIAL & COMMERCIAL) & COUNTRIES. It does not target students.

05 HOW WILL IT WORK?

Participants will be selected based on the compatibility of their ideas and like-mindedness of their media. They will then be at the the partner organisation between 1 and 3 months and coached by senior staff. The exchanges will be bilateral to maximise impact and senior staff will also learn from the rising stars.



06 WHAT'S NEXT?

12 MEPs from 3 groups and 6 committees have co-signed this proposal. The pilot is being assessed by the European Commission for inclusion in the 2018 budget. 50 media experts, professionals and academics support the project, see Blogactiv.

Project genesis: <http://bit.ly/Erasmus4media>

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EXCHANGING RISING STARS FOR MEDIA INNOVATION*

How to beat the crisis of the media and the EU

*Working names: Erasmus4Media or Stars4Media, TBD by the Commission