

Pilot Project – Digital European Platform of Quality Content Providers

# “Sharing quality content in Europe: from political vision to three practical ways”



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# MEDIA STRATEGY & INNOVATION PROJECTS

## Phase 1, Done: “Feasibility” study on content sharing

Consortium partners\*:



## Phase 2, In process: “Blueprint” study on media dataspace

Consortium partners:



\*Plus active participation of three experts: Francine Cunningham (Bird&Bird), Gian-Paolo Accardo (Voxeurop) and Daniel Knapp (Gannaca).

# EXECUTIVE SUMMARY

## CONTENT SHARING IN EUROPE, FROM A POLITICAL VISION TO THREE PRACTICAL WAYS

### *[Context:*

- Several EU regulatory and budget initiatives.*
- Media companies could cooperate better and reduce dependency?]*
- Media sector is fragmented. Critical mass challenge, to cover innovation costs & negotiate versus platforms...*

### **Three ways to go, one with tools, one under way, one sketched out in detail:**

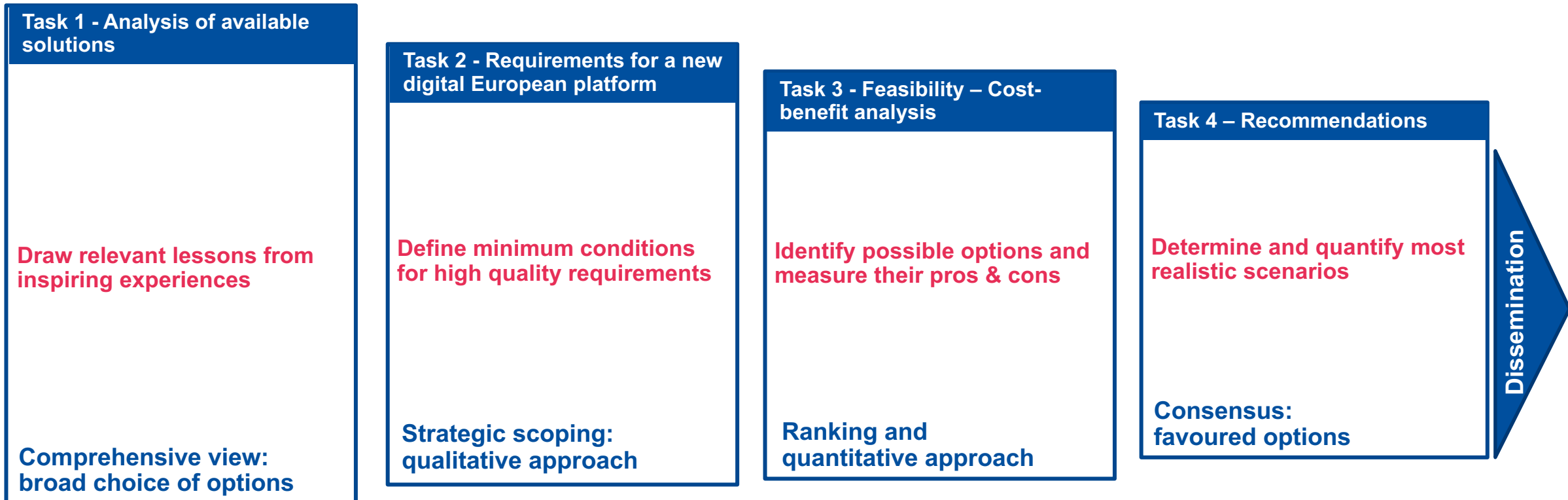
- 12 Building Blocks (Tooling/formatting): for any sharing collaboration, platforms or not
- **B2B2C broadcasting**: continue what started already
- Agency Syndication Model: more novel ways, more relevant for **News Media**.

### **Initial objectives:**

- Propose options for online platform(s), to distribute news and general content
- Assess (i) long-term sustainability  
(ii) relevance: impact and value for EU citizens and media outlets.

# PROJECT OVERVIEW (SEE FULL REPORT)

## Feasibility of a European news content sharing platform



- 50+ experts and stakeholders involved
- 40+ in-depth interviews
- 6 collective workshops with media stakeholders
- 2 thematic workshops (Alliance building & Innovation)

# FOR A NEW CONTENT SHARING PLATFORM: 3 OPTIONS (selected from 12)

## STAKEHOLDERS

*New (vertical) entrants*

*GAFA  
Social media*

*Incumbents  
News Media*

1

- No platform, investments in some shared specific tools.

Tooling/formatting  
building blocks

2

- A B2B2C platform launched the 1<sup>st</sup> of July 2021 with PSBs.

B2B2C  
Platform  
Broadcasters

*Production  
optimization*

3

- Original new platform driven by (large) public & private players.
- Need for a new business model and investment to build a new (tech) platform

Agency  
syndication

Agency &  
journalists  
syndication

*Content sharing*

*Distribution*

**CONTENT SUPPLY CHAIN**

# (1) TO SHARE CONTENT, LEVERAGE 12 BUILDING BLOCKS

## FEATURES

**Translated  
Syndication**

**Editorial  
curation**

**Copyrights  
&  
Negotiation**

**Co-production,  
co-creation**

**Content  
strategy**

**Change  
management**

## TECHNOLOGIES

**Translation  
Technology**

**Search &  
discovery**

**User data**

**Advertising**

**Content  
sharing  
architecture**

**Quality  
check**

# (2): B2B2C SYNDICATION FOR BROADCASTERS: indirectly to end users

1

## OBJECTIVES: STRATEGIC, STEP-BY-STEP

- Circulation of programs addressing end user through national players,
- Not a common destination / website
- Mutualize the tech part only where more (cost)efficient
- Accelerate cross platforms distribution and adaptation of formats
- Co-production to meet multi-countries audiences

2

## STAKEHOLDERS: MAINLY PSB's

- News broadcasters, generalist TV channels, PSBs
- Possibly private sector broadcasters: different needs?
- EBU and ARTE could be catalyzers

3

## CONTENT SUPPLY CHAIN: FEEDING NATIONAL CHANNELS

- Beyond first mutualizing their news exchange through a **B2B** platform
- European broadcasters select content (text, video) according to respective or shared editorial needs
- targeting end user through separate consumer destination

4

## EARLY EXAMPLES: TO BE CONTINUED

- Public broadcasters & EBU: « A **European perspective** »
- ARTE, ARD, ZDF, France Télévision & SRG/SSR: «The European collection»
- (Public Radios: EURANET: Co-production)



### (3) AGENCY SYNDICATION MODEL - PHILOSOPHY



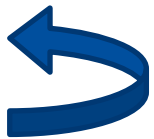
**Currently: agencies sell content to media which**

Have content already, and...

... little money!

A good business model??

Agencies do have great networks, contracts with most media: how to leverage?



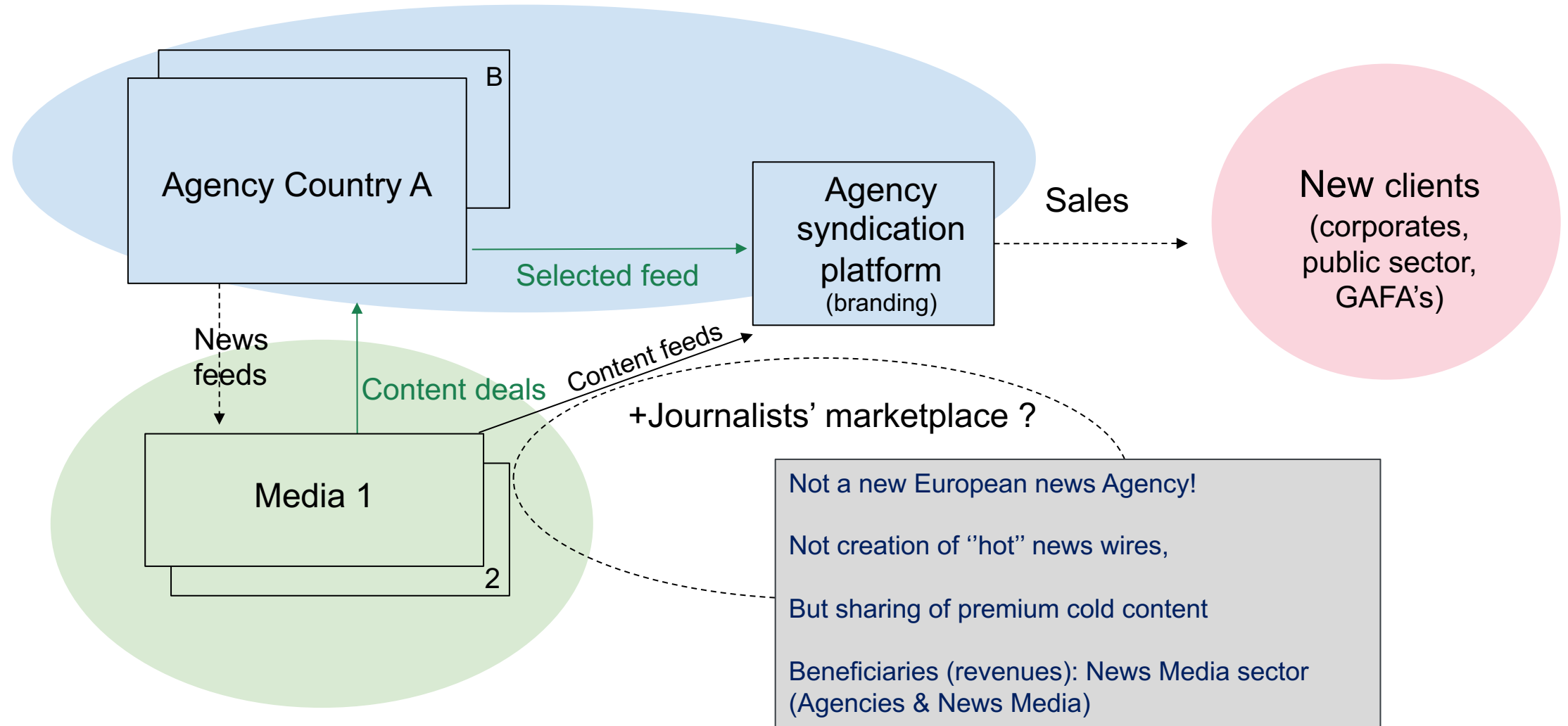
**Future: let's reverse too: buy content, bring revenues to media**

Agencies could:

- buy content from contracted media and
- distribute it to other media elsewhere,
- sell to other clients (corporate, public sector, GAFA's?)
- via a joint platform. If not, GAFA's will extend their platforms to news syndication?



# III. AGENCY SYNDICATION MODEL – LEVERAGING EXISTING NETWORKS



# NEXT STEPS : MONEY, SKILLS, DATA

## I) Relevant EU calls for proposals expected:

- Building blocks: under several programmes, including
- Data & content sharing platforms expected call, possibly Q2 2022
- Alliance-building is key, start now?



Creative  
Europe

&



## II) Skills & Change Management: leaders for cross-border cooperation, media transformation

Example: Stars4Media



Consortia partners:



World Association  
of News Publishers



Co-funded by  
the European Union

## III) “Blueprint study” on Media Data Spaces, phase II

Starting now, interim report Q2 2022 ending October

Different Consortium: 



EUROPE'S MEDIA LAB  
Fondation EURACTIV

CARSA



Also stakeholders-oriented, following-up of content sharing feasibility study

# INTERPLAY CONTENT & DATA SHARING - NARRATIVE

**Content** creates readership... and cost !

**Data** creates revenues... and better leverage vs. GAFAs

**We hope that:**

► **Media content sharing** and **data sharing** come **together**.

# INTERPLAY CONTENT & DATA SHARING - ACTIVITIES

*“Blueprint” towards a **European Media “DataSpace”***

## *Phase 2 – “Blueprint”:*



Create a **COALITION** of media organisations and stakeholders



Define **REQUIREMENTS** for the Media DataSpace infrastructure & standards



Explore **INCENTIVES** for actors to **JOIN FORCES**, fostering the Media DataSpace.



## REFERENCES:

- Read Executive Summary, Full Report : <https://bit.ly/32qhdMS>
- Goals of media DataSpaces: <https://bit.ly/3xrABEJ>

## CONTACT DATA:



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**+ BACK-UPS → attached**

# BACK-UPS

- **Agency Syndication model: next steps**
- **Reversing media dynamic**
- **Building blocks recommended: details**

# AGENCY SYNDICATION MODEL– NEXT STEPS FOR IMPLEMENTATION

Staged implementation

**BACK-UP**

2021

2022

2023

2024  
(EP elections)

2025

PREPARATION

DEALS

OPERATIONS

1 Alliance building & strategy

2 Set-up: management,  
legal, ™, franchise contracts

3 Technical and operational set-up

4 Launch

5 Expansion

6 Leveraging

## Studies:

Content sharing (phase1)  
Media data spaces (phase 2)

EU strategy & financed studies

# REVERSING MEDIA DYNAMIC THANKS TO TECHNOLOGY & POLICY

BACK-UP

Triggers:  
-Disinformation crisis'  
-Policy vs. GAFA's  
-Media leadership

## VICIOUS CIRCLE

## VIRTUOUS CIRCLE

Invest in paywall  
(Too late?)

Reduced staff

Lower subs

Lower Ads

-No control over content  
-No trust in algorithms\*\*



Reduced visibility

Pay to promote articles\*

Reduce staff further

Higher price

More Ad €

Additional royalties

Joint nego vs. GAFA

Investment in AI & people

Higher visibility

Content Sharing platforms

Trust indicators in algorithms

Quality content\*\*\*



\*Yes, many media pay GAFA's to promote the content...that they also provide them for free!

\*\*Trustworthiness indicators foreseen under Platforms' Code of Conduct against disinformation

\*\*\*Curated responsible content, checked content



# BUILDING BLOCKS RECOMMENDED TO SHARE CONTENT

## BACK-UP

