

# European Commission: Two Studies and a Questionnaire to Launch Second Round of Consultations on Pluralism and Media Concentration

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In the second half of January, the Commission of the European Communities has started distributing the results of two studies which it commissioned at the end of 1993.

The first study concerns "Transparency of Media Control" and was performed by the European Institute for the Media in Düsseldorf (Germany) together with national correspondents from the States studied. These States are Germany, Spain, France, Italy, the Netherlands and the United Kingdom. The second study was performed by the GAH GROUP and concerns "Audience measurement". Together with a questionnaire, the third one in a row on the subject, the studies are being sent to all interested parties that sent in contributions in response to the first two questionnaires and will also be sent to all other interested parties on request. The questionnaire is currently only available in English and French, but the other 9 languages of the European Union will follow shortly.

With this action, the Commission opens the second round of consultations on the subject of pluralism and media concentration, which was announced in its Communication to the Council and the European Parliament of 5 October 1994 on the follow-up to the concentration process relating to the Green Paper on "Pluralism and media concentration in the Internal Market" ( see IRIS 1995-1: 7).

***"Transparency of Media Control", performed by the European Institute for the Media in Düsseldorf (Germany).***

***Feasibility of using audience measures to assess pluralism. Position Paper prepared for DG XV, E/5 by the GAH Group. November 1994.***

