Media literacy guidelines by the European Commission

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On 21 February 2023, the European Commission published its media literacy guidelines, pursuant to Article 33a(3) of the Audiovisual Media Services Directive on the scope of member states' reports concerning measures for the promotion and development of media literacy skills.

According to Recital 59 of the Directive, "media literacy" refers to skills, knowledge and understanding that allow people to use media effectively and safely. According to the Commission, the purpose of the guidelines – which are not binding – is to enable citizens of all ages navigate the modern news environment and to make informed decisions, as well as to help member states share best practices.

In a blogpost accompanying the release of the guidelines, Roberto Viola, Director General of DG Connect, insisted on the vital role of media literacy in a world where everyone is constantly navigating through an ocean of information. The guidelines are meant to be a base for fruitful exchanges that will allow the spread of effective measures across Europe.

The guidelines also detail the content that should be included in the reports prepared by member states and referred to in Article 33a(2) and (3): an overview of legal and policy measures; organisational measures; public funding and other media literacy financing arrangements; engagement and awareness-raising activities; and evaluation measures and methods. The guidelines also refer to the Media Literacy Toolbox developed in 2021 by the European Regulators Group for Audiovisual Media Services (ERGA) along with the European Commission, the purpose of which is to ensure the effective and practical application by video-sharing platforms of their media literacy obligations.

The period covered by the first reports spans from 19 September 2020 – the date of transposition set by Article 2 of the Directive – to October 2022. Subsequent reports will follow a three year periodicity, ending in October of the respective last year of the period.

Media Literacy Guidelines, 21 February 2023

https://digital-strategy.ec.europa.eu/en/news/commission-publishes-its-media-literacy-guidelines

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Let's make Europe a stronghold for media literacy - Blogpost by Roberto Viola, Director General (DG Connect)

https://www.linkedin.com/pulse/lets-make-europe-stronghold-media-literacy-roberto-viola/

ERGA Media Literacy Report - Recommendations for key principles, best practices and a Media Literacy Toolbox for Video-sharing Platforms

https://erga-online.eu/wp-content/uploads/2021/12/ERGA-AG3-2021-Report-on-Media-Literacy.pdf

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