



Response to the public consultation on the European Media Freedom Act

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MBN
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The Danish Government welcomes the consultation on the Media Freedom Act and supports the overarching goal of protecting pluralism, independence and sustainability of European media. Strong and independent media are a prerequisite for a healthy democracy. The free press plays a crucial role in controlling the exercise of power in our society and supports the public's opportunity to form their own opinions by providing investigative and credible journalism for all. Thus, the Danish Government supports the intentions of the initiative. However, The Danish Government has two main points to bring to attention in forming the coming Media Freedom Act.

1. The tech giants are transforming the distribution channels

The tech giants or very large online platforms have influenced much of our democratic infrastructure, and have become intermediaries in our relations with each other without sufficient democratic control and transparency. It is important that we internationally ensure tech giants act in a responsible manner commensurate with their size and influence.

We must build international alliances for greater democratic accountability for tech giants, aiming at setting the strongest possible transparency requirements on how their algorithms affect democracy, social cohesion and wellbeing. The Danish Government also emphasizes the need to prevent any unjustified interference in the access to independent media content. We should aim to avoid online platform's censorship of content and apps made by independent media services, operating under national media legislation.

2. Public service media

The Danish Government believes that public service media play a vital role in our democracies educating and uniting our citizens. In their nature, public service media are an important public source of unbiased information and diverse political opinions. They are particularly suited to cultivate pluralism and awareness of diverse opinions, notably by providing different groups in society with an opportunity to receive and impart information, to express themselves and to exchange ideas. They can contribute greatly to the promotion of social cohesion, cultural diversity and pluralist communication accessible to everyone.

The Danish Government wishes to work towards ensuring the prominence of public media service apps on digital devices like Apple TV or Android TV. This would ensure the long-term sustainability and prominence of public service media, which are of paramount importance.

The Danish Government welcomes the Commission's statement that the Media Freedom Act will be consistent with EU primary and secondary law, in particular

with the Treaty principles of proportionality and subsidiarity and the Amsterdam Protocol. The Amsterdam Protocol specifically provides that the conferral, definition of the remit, organization and funding of public service media is primarily the competence of Member States. The Media Freedom Act must not weaken or undermine this specific part concerning public service in the Amsterdam Protocol.