Defining Indicators of Media Development

Background Paper

This paper was prepared as a follow-up to the IPDC Intergovernmental Council's decision, at its 25th session, to launch a broad consultation to define indicators of media development. It was written by Mr Andrew Puddephatt in consultation with the Communication and Information Sector.

Disclaimer

Defining Indicators of Media Development

Background Paper

Foreword:

In line with the decision of the Intergovernmental Council of the International Programme for the Development of Communication (IPDC) at its 25th session to launch a broad consultation to define indicators of media development, this background paper is designed to serve as a reference for discussions in this area and facilitate the process of elaborating such indicators.

The existence of a set of indicators that could be used to measure media development would enable media professionals, policy and decision makers, development agencies, implementers and project proponents to analyze the various elements of a media system and identify the areas where assistance is most needed.

This initiative lies at the very heart of UNESCO's unique mandate to promote media development and will most certainly assist not only the Organization, but all other stakeholders concerned, in fostering the "free flow of ideas by word and by image".

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EXECUTIVE SUMMARY

1. Introduction

Within the United Nations system, UNESCO's mandate to promote media development is unequivocal. The UNESCO Constitution commits the organisation "to promote the free flow of ideas by word and image". The objective of the International Programme for the Development of Communication (IPDC) is "to contribute to sustainable development, democracy and good governance by fostering universal access to and distribution of information and knowledge through strengthening the capacities of developing countries and countries in transition in the field of electronic media and print press".

This background paper has been prepared in order to launch a broad consultation to define indicators of media development in line with the priority areas of the IPDC:

- promotion of freedom of expression and media pluralism
- development of community media
- human resource development (capacity building of media professionals and institutional capacity building)

The paper provides a detailed mapping of the main existing initiatives to develop indicators of media development and their respective methodologies (Section 2.2 and 2.3). It also analyses the existing initiatives in terms of their value and relevance to the priorities of the IPDC (Section 2.4). It should be noted that the mapping exercise includes only those initiatives which are concerned with measurable indicators, whether qualitative or quantitative.

Based on this mapping exercise and in line with the IPDC priorities, the paper proposes the retention and further development of five principal media development outcomes (Section 3). The outcomes are broken down into separate categories, each with indicative key questions and sample indicators. The paper further offers guidance on relevant data sources for each category.

2. Methodology

The existing initiatives to measure media development employ a diverse range of methodologies. This paper, like some of the existing initiatives detailed in Section 2, does not prescribe a fixed methodological approach, preferring a 'toolkit' approach in which indicators and methods are tailored to the particularities of the national context.

Toolkit approach to defining indicators:

- offers an inclusive list of indicators and methods from which selections can be made according to the requirements of a particular programme or intervention
- offers guidance as to how the selection can be made
- recognises that indicators and methodologies must be customised, using local expertise, to fit the particularities of the national context

> - recognises that indicators must be tailored to the correct level of engagement within each national context (e.g. the national media system, the individual media organisation, the professional group)

This paper further proposes some generic considerations in selecting media development indicators, including:

- using quantitative measurements whenever possible
- choosing indicators where measurement data is sufficiently reliable in quality to permit confident decision-making
- disaggregating indicators by gender or other population characteristics whenever possible
- ensuring that indicators are separated out to address one key issue at a time, so that they can be properly assessed
- considering the practical implications of cost and time for collecting measurement data

The paper suggests key considerations for making media development indicators gender-sensitive and pro-poor, especially in areas where communication systems may be inoperative and illiteracy levels high (Section 1.4).

3. Context of this paper: media, development and democracy

Central to this paper is the notion that freedom of expression - a core aspiration of the Universal Declaration of Human Rights - underpins all other democratic freedoms (Section 1.1 offers a brief recap of the dominant debates).

The media plays diverse and overlapping roles in any society: it is, among other things, an arena for debate, a disseminator of information, a vehicle for cultural expression, a public watchdog, and a constituent in the democratic process. Media outlets may also, especially in a non-pluralistic media ecology, serve to reinforce the power of vested interests, exacerbate social inequalities or even promote conflict.

The key question for those concerned with promoting good governance and human development, then, is how to nurture a media framework and practice which contributes to these overarching goals. This is a particularly acute concern in new or restored democracies, where media systems have been warped or shattered by oppression, corruption or the effects of war and under-development.

Even in more established democracies, the role of the media is a live issue because of the increasingly converged world of modern communications. The combination of cheap electronic devices linked to digital communications networks opens new opportunities for citizens to exercise their right to freedom of expression. However, the advance of this communications revolution is uneven within and between countries, and new communications platforms can be used to oppress as well as to liberate.

This paper (following Norris and Zinnbauer 2002) argues that any attempt to measure media development must embrace issues of both independence and access. It is not just the absence of restrictions on the media that matters, but the extent to which all sectors of society, especially those which are most marginalised, can access the media and make their voices heard.

The corollary of this analysis is the need for state intervention to promote a media environment characterised by pluralism and diversity. This requires provisions for public broadcasting, commercial broadcast and print media, and community-based media.

Also vital is investment in human resources, specifically in building the professional capacity of media workers, both journalists and media managers, through academic and vocational training, 'on-the-job' development and the development of professional associations.

Infrastructural capacity is also crucial: promoting a diverse media environment requires investment in the means of communication, including the reception of broadcasts, the provision of electricity supplies and access to telephones and the Internet.

Finally, any analysis of the media's contribution to human development must also be situated in the context of the dizzying growth in some regions of new technologies (Internet, SMS, mobile telephony). Assessment tools must consider incorporating these new communications platforms, and embrace the dynamism of the media sector itself.

4. Analysis of existing initiatives to define media development indicators

Taken as a whole, the existing indices which measure media development offer an excellent starting point to define indicators in line with IPDC priorities. However, the very diversity of existing initiatives inevitably gives rise to contradictions both in methodological approach and in consequent research findings.

If the IPDC wishes to adopt any part of the existing indices, it will first have to make explicit its stance on a range of underlying values and assumptions which are implicitly woven into the current array of media development assessment tools.

Primarily these are:

● **Different value systems**

Even established democracies do not interpret press freedom in the same way. For example, the Media Sustainability Index describes non-state owned media as "independent" rather than "commercial" or "privately-owned". The choice of terminology reflects the fact that in the US, the market is seen as the prime guarantor of media independence, while Western European countries attach greater importance to state-regulated public service broadcasting models.

These differences should not be over-stated: there is substantial consensus around, for example, the freedom of expression guarantees enshrined in the main international legal instruments. However, the need remains for the embedded values which inform the various media assessment tools need to be interrogated and made explicit.

- **Perceived Western bias**

The dominant indices of media development have been developed by U.S.-based organisations. In addition, global indicators of media development drawn up in the West may lack the degree of customisation required to reflect the local media ecology in which they are applied. The perception of Western bias has spurred the development of alternative indices within the developing world, such as the African Media Barometer, based on the principle of self-assessment by African nationals.

- **Imprecise indicators and inconsistent results**

Any attempt to measure media development requires clear and unambiguous indicators. Clarity is lost if the indicators:

- blur the distinction between different units of analysis
- fail to separate out different levels of engagement within a country
- bundle together several elements in one category

Indices which rank countries annually make it possible to track macro-level changes over time. However, the comparative results they produce are sometimes inconsistent. For example, five Middle Eastern and North African countries categorised as "near sustainability" by the Media Sustainability Index (MSI) are classified as "not free" by Freedom House; the Palestinian Territories are, according to MSI, "near sustainability" yet come second to bottom of the Freedom House scale, just above Libya.

- **Lack of data and subjectivity**

All attempts to measure media development are faced with the problem of lack of data sources. For many indicators in many countries, data either doesn't exist, is inaccessible, is out of date, is inconsistent, or a combination of all of these.

One response has been to devise methodologies which assemble panels of media professionals to score countries on the basis of qualitative assessment. However, this methodology carries the evident risk that even the most experienced of panels will produce results coloured by their personal experience.

- **Absence of new communications platforms**

Many existing media development assessment tools do not include indicators relating to new communications platforms such as the Internet, SMS and mobile telephony. This may in some contexts be a deliberate choice. However, the mobile phone is emerging as a key platform in a world of digital convergence, either through the phones themselves or related wireless technologies.

This paper suggests that Initiatives to measure media development should consider including indicators specifically relating to the accessibility and usage of new communications platforms, especially in regions where these technologies are becoming a driving force in social and economic development.

Indicators also need to be developed which measure how far media professionals have the freedom and the capacity to use multi-platform technologies to deliver information or to engage with their audiences.

● **Measuring the correlation between media and development**

Davis (2006:92) observes that "we are presently unable to measure and determine objectively media's influence within societies and specifically its relationship to governance and overall development, country to country". Davis proposes the development of a Media-Governance Index which directly relates to the six dimensions of governance as defined by the World Bank (see Table 1).

This concept is under development by the Institute of War and Peace Reporting (IWPR) and Davis notes that it is designed as a sectoral initiative which could complement and even be built onto existing indices such as the Media Sustainability Index (ibid:92).

It is to be hoped that such initiatives produce collaboration across the media development sector towards the collective goals of good governance and democratic development.

5. Proposed categories of indicators to be retained for further development

Section 3 sets out the categories of indicators which are recommended for further development by the IPDC. The selection of categories aims to capture and build upon the consensus across the existing initiatives about how the media can best contribute to, and benefit from, good governance and democratic development.

It should be emphasised again that the existing assessment tools for measuring media development offer a great deal of valuable thinking on which to build. For example, the ISAS standards for broadcasters and the press provide specific media organisations with a robust methodology to improve their contribution to social development and to make their progress measurable and transparent. Other initiatives suggest indicators relating to national level systems of media regulation, licensing, taxation, and so on.

Following the toolkit approach, this paper does not offer a prescriptive list of indicators but rather an organising framework which is adaptable to the needs of particular media development initiatives at various levels of engagement.

It is structured around five principal media development outcomes which are subdivided into a number of categories. For each category, key questions are proposed to arrive at potential indicators. Sample indicators are provided in tabular form: these indicate of the type of measurable data that might be sought. Guidance on data sources is also listed alongside the sample indicators; this guidance is not exhaustive but offers pointers towards available data.

The structure can be conceptualised as a process of "drilling down" from the desired media development outcome to the specific means of verifying how far this outcome is achieved in practice.

The five principal media development outcomes are:

- **Outcome 1:** the system of regulation and control: existence of a legal, policy and regulatory framework which protects and promotes freedom of expression and information, based on international best practice standards and developed in participation with civil society.

- **Outcome 2:** plurality and transparency of ownership: the state actively promotes the development of the media sector in a manner which prevents undue concentration and ensures plurality and transparency of ownership and content across state, private and community media.

- **Outcome 3:** media as a platform for democratic discourse: the media, within a prevailing climate of self-regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalised groups.

- **Outcome 4:** professional capacity building and supporting institutions: media workers have access to professional training and development, both vocational and academic, at all stages of their career, and the media sector as a whole is both monitored and supported by professional associations and civil society organisations.

- **Outcome 5:** infrastructural capacity: the media sector is characterised by high or rising levels of public access, including among marginalised groups, and by efficient use of technology to gather and distribute news and information, appropriate to the local context.

1. Introduction

1.1   The link between media, democracy and development: a brief recap of dominant debates

Freedom of expression is a core aspiration of the Universal Declaration of Human Rights, and is widely seen as underpinning democratic freedoms such as the right to form political parties, share political ideas, query the actions of public officials, and so on.

Media outlets are crucial to the exercise of freedom of expression because they provide the public platform through which the right is effectively exercised. The idea of media as a platform for democratic debate is central to this document. The idea embraces a wide variety of overlapping media functions, among which are:[1]

- media as a channel through which citizens can communicate with each other;
- media as a disseminator of stories, ideas and information;
- media as a corrective to the "natural asymmetry of information" (Islam 2002:1) between governors and governed, and between competing private agents;
- media as a facilitator of informed debate between diverse social actors, encouraging the non-violent resolution of disputes;
- media as a national voice, a means by which a society or a country can learn about itself and build a sense of community and of shared values;
- media as a vehicle for cultural expression and cultural cohesion within nation states
- media as a watchdog, promoting government transparency and public scrutiny of those with power through exposing corruption, maladministration and corporate wrongdoing;
- media as a tool to enhance economic efficiency;
- media as an essential constituent of the democratic process and one of the guarantors of free and fair elections;
- media as an advocate of certain issues or causes - a social actor in its own right.

The media may potentially fulfil any or all of these functions. It is equally apparent that, in some contexts, the media may serve to reinforce the power of vested interests and exacerbate social inequalities by excluding critical or marginalised voices. The media may even promote conflict and social divisiveness, particularly in a non-pluralistic media "ecology".

The key question for those concerned with issues of good governance and human development, then, is how to nurture a media framework and practice which contributes to these overarching goals. This is a particularly acute concern in new or restored democracies, whose media systems have been warped or shattered by totalitarianism, oppression, corruption or the effects of war and under-development.

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1 What follows is a synthesis of various reports on the media and democratic development, including: Article 19 (undated); Islam (2002); Global Forum for Media Development (2006); Norris and Zinnbauer (2002); UNESCO-CPHS (2006).

Even in more established democracies, the role of the media is a live issue because of the increasingly converged world of modern communications. The combination of cheap electronic devices linked to digital communications networks opens new opportunities for citizens to exercise their right to freedom of expression. However, the advance of this communications revolution is uneven within and between countries, and new communications platforms can be used to oppress as well as to liberate.

Norris and Zinnbauer (2002:9) argue that independent journalism as a check on the abuse of power is a necessary but not sufficient means of strengthening good governance and promoting human development. They suggest that these goals are achieved most effectively under two conditions:

- In societies where channels of mass communications are free and independent of established interests; and in addition
- Where there is widespread access to these media

This suggests that any attempt to measure media development must embrace issues of both *independence* and *access*. It is not just the absence of restrictions on the media that matters, but the extent to which all sectors of society, especially those who are most disadvantaged or marginalised, can access the media to gain information and make their voices heard. Limited access to - or lack of engagement with - the media is a function of poverty and poor education. It may also be caused or exacerbated by language, gender, age, ethnicity or the urban-rural divide.

The corollary of this analysis is the need for state intervention to promote a media environment characterised by *pluralism* and *diversity*. This requires provisions for public broadcasting, commercial broadcast and print media and community-based broadcast and print media.

Also vital is investment in human resources, specifically in building the *professional capacity* of *media workers*, both journalists and media managers, through academic and vocational train- ing, 'on-the-job' development and the development of professional associations.

Infrastructural capacity is also crucial: promoting a diverse media environment requires investment in the means of communication, including the reception of broadcasts, the provision of electricity supplies and access to telephones and the Internet.

Within these categories of analysis there may be tensions and paradoxes. For example, low technical capacity may co-exist with a positive legal and policy framework, as in Mali (Norris and Zinnbauer 2002:12). Elsewhere, media may evolve into a driver for greater openness even in an adverse political environment, as in Ghana (ibid).

Finally, any analysis of the media's contribution to human development must also be situated in the context of rapid and far reaching changes in the platforms for communication (see UNDP 2006:15-20 for a useful summary). The dizzying growth in some regions of new technologies (Internet, SMS, mobile telephony) presents positive opportunities for democratisation, but also challenges in the form of fragmentation and (potentially) decreased opportunities to disseminate development messages to a large population through a limited number of media channels.

Assessment tools, if they are to meaningful, must incorporate these new communications platforms, and embrace the dynamism and adaptability of the media sector itself.

1.2   About this paper

Within the United Nations system, UNESCO's mandate to promote media development is unequivocal. The UNESCO Constitution commits the organisation "to promote the free flow of ideas by word and image". The objective of the International Programme for the Development of Communication (IPDC) is "to contribute to sustainable development, democracy and good governance by fostering universal access to and distribution of information and knowledge through strengthening the capacities of developing countries and countries in transition in the field of electronic media and print press".[2]

This background paper has been prepared in order to launch a broad consultation to define indicators of media development in line with the priority areas of the IPDC:

- promotion of freedom of expression and media pluralism
- development of community media
- human resource development (capacity building of media professionals and institutional capacity building)

The paper provides a detailed mapping of the main existing initiatives to develop indicators of media development, and their respective methodologies (see Section 2).

The paper further identifies the outcomes and categories which should be retained for further development through consultation with a group of experts. It provides sample indicators for each category, and offers guidance about relevant data sources (see Section 3).

1.3   Note about methodology

As shown in Section 2 of this paper, the existing initiatives to measure media development employ a diverse range of methodologies. This paper does not prescribe a fixed methodological approach, preferring a 'toolkit' approach in which indicators and methods are tailored to the situation and particularities of the national context.
Some generic considerations in selecting media development indicators include:

- using quantitative measurements whenever possible
- choosing indicators where measurement data is sufficiently reliable in quality to permit confident decision-making
- disaggregating indicators by gender or other population characteristics

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2   Resolution no. 32 C/75, adopted by UNESCO at its 32nd General Conference in October 2003, available
    at http://portal.unesco.org/ci/en/files/20810/11351773301ipdc_statutes_amendments_en.pdf/ipdc_statutes_amendments_en.pdf

- ensuring that indicators are separated out to address one key issue at a time, so that they can be properly assessed
- considering the practical implications of cost and time for collecting measurement data

1.4   Making indicators gender-sensitive and pro-poor

The UNDP *Guide to Measuring the Impact of Right to Information Programmes* outlines key considerations for making right to information indicators gender-sensitive and pro-poor (UNDP 2006:11-12). The guide notes that:

- formal equality of men and women before the law may conceal differences in actual equality
- Information systems geared to traditionally defined citizenship rights may exclude women, especially in societies where women's access to the public sphere is restricted
- women's voices must be integrated from the start of developing a system of monitoring and evaluation
- similar considerations apply to making indicators pro-poor: much attention needs to be focused on how the poor access information, especially in rural areas where communication systems may be inoperative and illiteracy levels are high.

These insights are instructive to any initiative to define indicators of media development. For example, the availability of newspapers or other printed media may be of little relevance to democratic development in a rural area with widespread illiteracy or an area where the majority of women cannot read.

An awareness of gender inequality may also extend into the terrain of media ownership. UNESCO has promoted the idea of community radio stations owned and managed by women, such as the Women's Media Centre in Cambodia (www.wmc-cambodia.org).

Some initiatives have usefully extended this awareness of gender and economic inequality into the sphere of ICT. The South African-based NGO bridges.org has done valuable conceptual and empirical work in measuring the "digital divide" and assessing existing measurement tools according to their sensitivity to gender and pro-poor indicators (see http://www.bridges.org/).

Section 2 of this paper surveys further initiatives which recognise the imperative to disaggregate data according to other population characteristics, such as ethnic groups or speakers of minority languages.

2. Existing initiatives to define indicators of media development

2.1 Overview of existing initiatives

This section provides a detailed mapping of the main existing initiatives to define indicators of media development.

The map reveals a patchwork of overlapping and at times contradictory sets of indicators. Indicators may be informed by different ideological values. They may prioritize different issues or sectors. They may emanate from different institutional cultures and be geared to a wide variety of purposes, including lobbying, policy guidance and accreditation. They employ a wide variety of methodologies.

Within this variegated landscape there are:

- indicators which relate to any given country's **national media system**
- indicators which relate to national media systems within a specific **region**
- indicators which relate to specific issues (e.g. violence against journalists), specific **sectors** (e.g. ICT), or whose sole aim is to disaggregate macro data according to particular criteria (e.g. gender)
- indicators relating to media development at the level of **specific media assistance projects or media organisations**
- indicators showing the **correlation between media development and another key variable** e.g. governance

In summary, different indicators have been designed for and are used for different purposes. Therefore, to compare assessment tools is rarely, if ever, to compare like with like.

2.2 Which existing initiatives are included in this mapping exercise?

There are a wide variety of charters, declarations of principles and general commentaries and surveys relating to media development and freedom of the media. However, included in this mapping exercise are those initiatives which are concerned with measurable indicators, whether qualitative or quantitative.

The map surveys 26 different initiatives, listed below with identifying acronyms:

MSI	International Research and Exchanges Board: *Media Sustainability Index*
ISAS RTV	Quality Management Systems: *requirements for broadcasters/ Internet*
ISAS Press	Quality Management Systems: *requirements for the press*
FH	Freedom House: *Freedom of the Press survey*
AMDI	BBC World Service Trust: *African Media Development Initiative*
WB Dev	World Bank Development Indicators
WB Gender	World Bank: *Engendering ICT Toolkit*
WB Gov	World Bank: *Governance Matters IV*
UNESCO Pov	Press Freedom and Poverty: *an analysis of the correlations*
UNDP	Giving Voice to the Voiceless
DANIDA	Danish International Development Agency: *Monitoring and Indicators for Communication for Development*
DFID	UK Department for International Development: *Monitoring and Evaluating Information and Communication for Development Programmes*
UNDP Info	Guide to Measuring the Impact of Right to information Programmes
UNDP Emp	Communication for Empowerment: developing media strategies in support of vulnerable groups
UNDP BiH	Supporting Public Service Broadcasting: learning from Bosnia and Herzegovina's experience
UNESCO News	Questionnaire on Newspaper Statistics
UNESCO RTV	Questionnaire on Radio and Television Broadcasting Statistics
CPJ	Committee to Protect Journalists: *Journalists Killed Statistics*
RSF	Reporters sans frontières: *Worldwide Press Freedom Index*
EFJ	European Federation of Journalists : *Questionnaire on Quality in Journalism*
TI	Transparency International: *National Integrity System*
AMB	Media Institute of Southern Africa: *African Media Barometer*
GFMD	Global Forum for Media Development: *Media Matters: Perspectives on Advancing Governance and Development*
MMI	Money Matters Institute: *Wealth of Nations Triangle Index*
DOI	International Telecommunications Union: *Digital Opportunity Index*
bridges	bridges.org: *Comparison of E-readiness Assessment Models*

Within this wide terrain, the two most frequently-cited sets of indicators are the IREX Media Sustainability Index and the annual Freedom of the Press Survey published by Freedom House.

Media Sustainability Index

- USAID has incorporated the MSI into its evaluation schema for several countries and the World Bank has accepted the MSI as one of its governance indicators (Whitehouse 2006:79).

- The MSI is suggested as a means to measure the success of media systems by the UK Department for International Development in its guidelines for monitoring information and communication for development programmes (DD 2005:25).

Freedom of the Press Survey

- Freedom House states that its findings are widely used by governments, international organisations, academics and the news media in many countries.

- The Freedom of the Press Survey is adopted by Norris and Zinnbauer for their UNDP Human Development Report Giving Voice to the Voiceless (2002:10) and by the UNESCO-CPHS research project on press freedom and poverty (2006:3).

2.3 Summary of existing indicators and methodologies

Table 1 (below) summarises in tabular form all the initiatives concerning media development listed above, including the indicators and the methodologies they employ.

Table 2 (below) selects 15 of these initiatives and clusters the existing indicators into 25 main categories. The table shows at a glance which of the categories are covered by the selected initiatives. It serves to demonstrate visually that the existing assessment tools adopt a wide range of categories, which coincide only sporadically.

2.4   Critical evaluation of existing initiatives

This section offers a critical analysis of existing initiatives to define indicators of media development. The analysis combines an overall assessment of both the existing indicators and their respective methodologies, since common indicators can produce divergent results depending on the methodology used.

Clearly, these initiatives can only be assessed relative to their diverse objectives: for example, a tool designed to generate data for lobbying purposes cannot properly be judged by the criteria of a tool aimed at providing a robust scientific measurement of media development.

For the present purpose, the existing initiatives are analysed in terms of their value and relevance to the priorities of the International Programme for the Development of Communication (IPDC). To recap, these priorities are:

- promotion of freedom of expression and media pluralism
- development of community media
- human resource development (capacity building of media professionals and institutional capacity building)

By examining the range of existing initiatives through this prism, it will be evident which categories of indicator and which methodologies are worth retaining for further development and which are not.

2.4.1   The 'toolkit' approach

A great deal of valuable work has been done to develop indicators of media development using sensitive and appropriate methodologies.

For the IPDC's purposes, the most useful initiatives offer a toolkit approach.

Toolkit approach to defining indicators

- offers an inclusive list of indicators and methods from which selections can be made according to the requirements of a particular programme or intervention

- offers guidance as to how the selection can be made

- recognises that indicators and methodologies must be customised, using local expertise, to fit the particularities of the national context

- recognises that indicators must be tailored to the correct level of engagement within each national context (e.g. the national media system, the individual media organisation, the professional group)

Examples of the toolkit approach:

- The UNDP's *Guide to Measuring the Impact of Right to Information Programmes* provides an inclusive list of potential indicators and sets out guiding principles for selecting country specific and appropriate indicators in order to assess focused interventions on the Right to Information.

- The UNDP's *Communication for Development: developing media strategies* in support of vulnerable groups offers a comprehensive range of indicators relating to how the media serves and affects poorer groups in society.

- The Danish International Development Agency (DANIDA) and the UK Department for International Development (DD) offer guidance to identifying and developing indicators of media development and appropriate methodologies.

- In its *African Media Development Initiative*, the BBC World Service Trust customised indicators within each of the 17 countries surveyed. Indicators were customised both at the regional level across the three "hubs" of East, West and Southern Africa, and at the country level by local media professionals and those with a sound grasp of the methodological challenges.

2.4.2   Challenges presented by existing initiatives

Taken as a whole, the existing indices which measure media development offer an excellent starting point to define indicators in line with IPDC priorities and a degree of consensus on which to build. However, the very diversity of existing initiatives inevitably gives rise to contradictions both in methodological approach and in consequent research findings.

If the IPDC wishes to adopt any part of the existing indices, it will first have to make explicit its stance on a range of underlying values and assumptions which are implicitly woven into the current array of media development assessment tools.

Primarily these are:

- **Different value systems**

Competing approaches to measuring media development rest on different ideological assumptions, even though most claim to offer universal criteria. Even established democracies do not interpret press freedom in the same way. For example, the *Media Sustainability Index* describes non-state owned media as "independent" rather than "commercial" or "privately-owned". The choice of terminology reflects the fact that in the US, the market is seen as the prime guarantor of media independence, while Western European countries attach greater importance to state-regulated public service broadcasting models.

These differences should not be over-stated: there is substantial consensus around, for example, the freedom of expression guarantees enshrined in the main international legal instruments. However, the need remains for the embedded values which inform the various media assessment tools to be interrogated and made explicit.

- **Perceived Western bias**

The dominant indices of media development have been developed by U.S.-based organisations. The perception of Western bias has spurred the development of alternative indices within the developing world, such as the *African Media Barometer*, based on the principle of self-assessment by African nationals.

In addition, global indicators of media development drawn up in the West may lack the degree of customisation required to reflect the local media "ecology" in which they are being applied. For example, indicators relating to the development of "community" media would need to `specify whether they relate only to licensed or also unlicensed media, whether they include "community" media part-funded by the state, advertising or private interests, and so on. Such indicators would also need to embrace the different ways in which a community can give its mandate to a media outlet, for example the holding of public hearings to award community radio licenses.

● **Imprecise indicators and inconsistent results**

Any attempt to measure media development requires clear and unambiguous indicators. Clarity is lost if the indicators:

● blur the distinction between different units of analysis
● fail to separate out different levels of engagement within a country
● bundle together several elements in one category

For example, the *Media Sustainability Index* requires that "citizens' access to domestic or international media is not restricted". A mid-score on this indicator could be interpreted as meaning that citizens have partly restricted access to both types of media, or good access to one and severely restricted access to the other.

Indices which rank countries annually make it possible to track macro-level changes over time. However, the comparative results they produce are sometimes inconsistent. For example:

● Almost one fifth of the countries in the top third most free according to the RSF index (11 out of 57) are categorised as only "partly free" by Freedom House
● Five Middle Eastern and North African countries categorised as "near sustainability" by the *MSI* are classified as "not free" by Freedom House: the Palestinian Territories are, according to *MSI*, "near sustainability" yet come second to bottom of the Freedom House scale, just above Libya.

● **Lack of data and subjectivity**

All attempts to measure media development are faced with the problem of lack of data sources. For many indicators in many countries, data either doesn't exist, is inaccessible, is out of date, is inconsistent, or a combination of all of these.

One response has been to devise methodologies which assemble panels of media or other professionals to score countries on the basis of qualitative assessment. An example of this approach is the *African Media Barometer*. However, this methodology carries the evident risk that even the most experienced of panels will produce results coloured by their personal experience. For example, in the *African Media Barometer* the assessment of Swaziland for the indicator "private media outlets operate as efficient and professional businesses" produces

individual scores ranging from 5 ("meets all aspects of the indicator and has been doing so over time") to 1 ("does not meet the indicator").

This wide spectrum of views makes the resulting average hard to interpret definitively, however valuable the qualitative debate that underpinned the scoring.

● Absence of new communications platforms

Many of the media development assessment tools currently employed do not include indicators relating specifically to new communications platforms such as the Internet, SMS and mobile telephony. This may in some contexts be a deliberate choice. However, the mobile phone is emerging as a key platform in a world of digital convergence, either through the phones themselves or related wireless technologies.

There have been phenomenal growth rates in mobile telephony in least developed countries: 58% of mobile subscribers are now based in the developing world (ITU 2006:2). Internet access in the developing world is still low – just 13.2% of the world's total (ibid:10). However, Internet penetration is growing due to the expansion of broadband, and mobile phones could emerge as a key platform for accessing the Internet as progress is made in the development of wireless technologies (ibid:10-12).

Initiatives to measure media development should therefore consider including indicators specifically relating to the accessibility and usage of new communications platforms, especially in parts of the developing world where these technologies are gaining recognition as a driving force in social and economic development. The South African-based NGO bridges.org has done valuable conceptual and empirical work in measuring the "digital divide" (see http://www.bridges.org/).

It is not just audiences who can potentially use new communications platforms: indicators also need to be developed which measure the extent to which media organisations and professionals have the freedom and the capacity to use multi-platform technologies to deliver information or to engage with their audiences.

● Measuring the correlation between media and development

The UNDP study Norris and Zinnbauer (2002:3) finds a close correlation between widespread media access and an independent free press and systematic indicators of good governance and human development.

However, Davis (2006:92) observes that "we are presently unable to measure and determine objectively media's influence within societies and specifically its relationship to governance and overall development, country to country". Davis proposes the development of a Media-Governance Index which directly relates to the six dimensions of governance as defined by the World Bank (see Table 1). Such an index would be capable of measuring negative as well as positive impacts of media activity, where media behaviour is working against governance or even promoting conflict.

This concept is under development by the Institute of War and Peace Reporting (IWPR) and Davis notes that it is designed as a sectoral initiative which could complement and even be built onto existing indices such as the Media Sustainability Index (ibid:92).

Davis's observations provide a salient reminder that "believing the media's function and role is crucial in terms of building sustainable societies is not the same as proving it". It is to be hoped that such initiatives avoid duplication of effort between organisations and produce collaboration across the media development sector towards the collective goals of good governance and democratic development.

Table 1: Existing initiatives to develop indicators of media development

Organization	Title	Type of media	Summary of indicators	Summary of methodology
International Research and Exchanges Board (IREX) http://www.irex.org/msi/index.asp	*Media Sustainability Index: the development of sustainable media in Europe and Eurasia* *Media Sustainability Index: Middle East and North Africa*	Print Broadcast Internet-based media	● **Free speech:** legal and social protections; licensing fair, competitive and apolitical; market entry and tax structure fair; crimes against journalists rare and prosecuted; law guarantees editorial independence; libel is civil law issue; enforced right of access to information; free entry into journalism ● **Professional journalism:** reporting fair, objective and well-sourced; journalists follow ethical standards; no self-censorship; journalists cover key events/issues; journalists' pay sufficient to discourage corruption; entertainment programming does not eclipse news and information; technical production facilities modern and efficient; existence of quality niche reporting. ● **Plurality of news sources:** plurality of affordable public and private news sources; citizens' access unrestricted; state or public media reflect views of entire political spectrum; existence of independent news agencies; independent broadcasters produce own news programmes; transparency of media ownership; media ownership not concentrated in a few conglomerates; media reflects broad spectrum of social interests, including minority languages.	● Conceived as tool to measure media systems in light of incomplete or unreliable quantitative data ● Indicators scored by media professionals according to standard set of criteria applied to each of the five "objectives" ● Each objective has 7-9 indicators rated on a scale of 0-4 ● Indicators averaged to obtain objective score ● Panel of media professionals is core component of process ● Panel's discussion forms basis for country chapters written up by IREX-trained moderator, describing issues and events "behind" the data

Organization	Title	Type of media	Summary of indicators	Summary of methodology
International Research and Exchanges Board (IREX) http://www.irex.org/msi/index.asp			● **Business management:** independent media outlets are efficient, professional and generate profits; independent media receive revenue from multitude of sources; existence of advertising market; independent media not government subsidised; use of market research; reliable ratings and circulation figures. ● **Supporting institutions:** trade associations represent private media owners; professional associations protect journalists' rights; NGOs support free speech and independent media; quality journalism degrees exist;	

International Standardization and Accreditation Services (ISAS)
 	
http://www.certimedia.org/download/ISAS%20BC%209001%20Standard%20English.pdf
	Quality Management Systems: Requirements for Radio, TV Broadcasters and Internet-Content Producers	Broadcast
		
		Internet-based media
			● **Standards relating to:**
			  ● listeners/viewers' satisfaction
			  ● editorial independence
			  ● quality and accuracy of information
			  ● quality and diversity of other types of programming
			  ● innovation and creation
			  ● independence and transparency of management
			  ● promotion of and respect for ethical rules
			  ● representation of national minorities
			  ● social relevance
				● Voluntary certification process
				
				● Specifies requirements for a process-based quality management system
				
				● Self-assessment questionnaire supported by documentation
				
				● Criteria based on surveys in five developed and developing countries

Organization	Title	Type of media	Summary of indicators	Summary of methodology

International Standardization and Accreditation Services (ISAS)
 	
http://www.certimedia.org/download/ISAS%20P%209001%20Standard%20English-French.pdf
	Quality Management Systems: Requirements for the Press	Print
		
		Internet-based news-papers
			• **Standards relating to:**
			
			  • editorial independence
			  • transparency with regard to ownership
			  • governed by editorial guidelines
			  • each publication has clear mission and editorial viewpoint
			  • emphasis on reporting facts correctly
			  • effective mechanism for identifying and correcting error
			  • distinction between fact and opinion
			  • responsiveness to feedback
			  • widely disseminated ethical guidelines
			  • high quality training and evaluation of staff
			  • unambiguous separation of advertising and editorial content
				• Voluntary certification process
				
				• Specifies requirements for a process-based quality management system
				
				• Self-assessment questionnaire supported by documentation
				
				• Criteria drawn up by renowned journalists and editors in six developed and developing countries

Freedom House http://www.freedomhouse.org/uploads/PFS/PFSMethodology2006.pdf http://www.freedomhouse.org/uploads/PFS/PFSGlobalTables2006.pdf	*Freedom of the Press 2006: selected data from Freedom House's Annual Global Survey of Media Independence*	Print Broadcast Internet-based media	• **Legal environment:** constitutional guarantees and enforcement of freedom of expression; legal restrictions under criminal statute and punishment of journalists; penalties for libelling officials; impartiality of courts in cases concerning media; freedom of information legislation and use thereof; free and independent regulatory regime; freedom to practice journalism.	• 194 countries given a total score from 0 (best) to 100 (worst) on basis of 23 methodology questions divided into three sub-categories • degree to which each country permits free flow of news and information determines classification as "free", "partly free" or "not free"

Organization	Title	Type of media	Summary of indicators	Summary of methodology
Freedom House http://www.freedom-house.org/uploads/PFS/PFSRegionalTables2006.pdf http://www.freedom-house.org/uploads/PFS/PFScharts2006.pdf			● Political environment: political control of content and access to sources; official censorship; self-censorship; media coverage reflects diversity of views; foreign and local journalists operate freely; journalists subject to extralegal intimidation or violence. ● Economic environment: extent of government ownership or control; transparency and concentration of private media ownership; restrictions on means of journalistic production and distribution; prohibitive costs of establishing media; control of media through allocation of advertising or subsidies; do journalists receive payments aimed at influencing content; does economic environment accentuate media dependency on influential political actors.	● based on universal criteria but recognises "cultural differences, diverse national interests and varying levels of economic development" ● data comes from correspondents overseas, staff and consultants, findings of human rights and press freedom organisations, specialists, reports of government and multilateral bodies, domestic and international news media

BBC World Service Trust
 	
http://www.bbc.co.uk/worldservice/trust/specials/1552_trust_amdi/index.shtml
	African Media Development Initiative	Print
		
		Broadcast
		
		ICT
			● Research leading to a detailed media landscape study across 17 sub-Saharan African countries, structured around three core questions:
			● What are the key changes and developments in the media sector over the past five years (2000-05)?
			  - size and development of radio sector
			  - size and development of television sector
			  - size and development of newspaper sector
			  - size and development of other media
			    (new media/telephone/production
			    agencies/market research companies etc)
			  - key information mapping media health
			  - NGO activity
				● Collection of statistics leading to detailed media landscape in each of the 17 countries consisting primarily of desk research and observations
				
				● in-depth, qualitative stud comprising high-level face to face interviews with media practitioners, legislators, regulators, NGOs and media commentators and case studies of media development initiatives, with lessons learned

Organization	Title	Type of media	Summary of indicators	Summary of methodology
BBC World Service Trust			• How have media development activities contributed to the development of the media sector during this time? • What contributions are likely to make the greatest impact on the strengthening of the media within Sub-Saharan Africa in the future?	• not intended to replicate or be as comprehensive as indices such as the Freedom House index and others, but aims to stand alone as a snapshot of the state of media in each selected country

World Bank
 	
http://devdata.world-bank.org/wdi2006/contents/Section5.htm
	World Bank Development Indicators
	
	Section 5 - States and Markets
	
	Table 5.10 The Information Age
		News-papers
		
		Television
		
		Internet-based media
			• **Access to information:**
			  • number of newspapers
			  • number of households with TV
			  • access to Internet
			  • quality, reliability, security and affordability of Internet access
			  • ICT expenditures
				• Quantitative data based on per capita measurements
				
				• See Freedom House methodology

UNESCO - Centre for Peace and Human Security, Sciences Po, Paris (CPHS) http://gem.sciences-po.fr/content/publications/pdf/novel_pressfreedom_poverty__150606.pdf	*Press Freedom and Poverty: an analysis of the correlations between the freedom of the press and vari-ous aspects of human security, poverty and governance* UNESCO-CPHS Research Project July 2006	Print Broadcast Internet-based media	• **Freedom and independence of the media**: measured using Freedom House 2004 indicators • **Governance:** uses same indicators as World Bank Governance Matters IV: New Data, New Challenges; also draws on UNDP (MDGs indexes), UNESCO ISU's World Development Indicators.	

Organization	Title	Type of media	Summary of indicators	Summary of methodology

World Bank
 	
By Daniel Kaufmann, Aart Kraay, and Massimo Mastruzzi.
 	
http://www.worldbank.org/wbi/governance/pdf/Synthesis_GovMatters_IV.pdf
	Governance Matters IV: New Data, New Challenges
	
	May 2005
		n/a	• **Governance: composite indicators:**
			  • Voice and Accountability
			  • Political Instability and Violence
			  • Government Effectiveness
			  • Regulatory Burden
			  • Rule of Law
			  • Control of Corruption
				• Relies on "perceptions-based or subjective" measures of governance to develop composite indicators
				• Variables drawn from 32 separate data sources worldwide
				• aggregates hundreds of individual variables to reduce margin of error

World Bank
 	
http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTGENDER/EXTICTTOOLKIT/0,,contentMDK:20272986~menuPK:562601~pagePK:64168445~piPK:64168309~theSitePK:542820,00.html
	Engendering ICT Toolkit
	
	Indicators for Monitoring Gender and ICT
		ICT	• **Involvement in ICT by gender:** indicators for monitoring:
			  • Internet access and usage
			  • Patterns of content access
			  • Employment
			  • Education
			  • ICT telecommunications policy
			  • Participation in telecommunications & ICT decision-making
			  • Differential impact of ICT
			  • Participation in ICT projects
				• Assesses current state of sex-differentiated statistics and indicators on ICTs
				• Identifies challenges in collecting gender statistics and indicators (paucity of sources, questionable data and lack of systematic approach and co-ordination)

UNDP Human Development Report Office by Pippa Norris and Dieter Zinnbauer
 	
http://hdr.undp.org/docs/publications/background_papers/2002/Norris-Zinnbauer_2002.pdf
	Giving Voice to the Voiceless: Good Governance, Human Development & Mass Communications
	
	November 2002
		Internet-based media	• **Media access:** Uses World Development Indicators to measure, combining into a single standardised scale the following, strongly-correlating indicators:
			  • per capita circulation of daily newspapers, distribution of radio receivers and TV sets
			  • proportion of population online
			  • weighted distribution of Internet hosts
				• Communication Index

Organization	Title	Type of media	Summary of indicators	Summary of methodology

Danish International Development Agency (DANIDA)
 	
http://webzone.k3.mah.se/projects/comdev/_comdev_PDF_doc/Danida_ComDevt.pdf
	Monitoring and Indicators for Communi-cation for Development
	
	Section 3: Communication Monitoring and Indicators
	
	October 2005
		Print
		
		Broadcast
		
		Internet-based media
		
		'Folk' media
		
		Community media
			• Sample indicators for use within'communication for development' programmes or interventions	• Guide to identifying and developing indicators emphasising:
				  • participatory process
				  • relevance, accuracy and selectiveness
				  • high value of qualitative indicators
				  • need for sex-disaggregated data

UK Department for International Development (DFID) http://www.dfid.gov.uk/pubs/files/icd-guidelines.pdf	*Monitoring and Evaluating Information and Communi-cation for Development (ICD) Programmes - Guidelines* March 2005	All media	• Advocates IREX *Media Sustainability Index* to measure success of media systems • Sample indicators and approaches for measuring Information and Communication for Development Programmes	• Advocates a range of qualitative and quantitative monitoring and evaluation tools and approaches to assess the success of behaviour-change initiatives and social-change initiatives

UNDP
 	
www.undp.org/oslocentre/docs06/A%20Guide%20to%20Measuring%20the%20Impact%20of%20Right%20to%20Information%20Programmes%20-%20final%20(11%2004%2006).pdf
	A Guide to Measuring the Impact of Right to Information Programmes	National media
		
		ICT
		
		Community media
			• **Right to information** indicators:
			  • legal regime
			  • implementation of the right to information by government
			  • use of right to information by general public and civil society
			  • use of right to information by marginalised groups
				• Guide to selecting appropriate, country-specific indicators to assess Right to information focused interventions, emphasising:
				
				  • quantitative measurements whenever possible

Organization	Title	Type of media	Summary of indicators	Summary of methodology
UNDP			• Sample indicators for use within 'communication for development' programmes or interventions	• measurement data sufficiently reliable for confident decision-making • disaggregated by gender or other population characteristics • practical in terms of cost and time
UNDP http://www.undp.org/oslocentre/docs06/Communicationforempowermentfinal.pdf	*Communication for Empowerment: developing media strategies in support of vulnerable groups* *(especially Chap.5)*	Print Broadcast Internet-based media PSB Community media	• Mapping the information **needs of poor people** (information audit): accessibility; value and trust; content; language and literacy; ownership and control; priorities of media decision-makers; enabling environment for media; position of women in the media; who receives media; other sources of information; key supporting actors; existing support mechanisms; status of public service and former monopoly broadcasters. • Mapping the voice **needs of poor people (communication/voice audit):** opportunities for the poor to have their views heard; listening to the poor and investigating issues of concern; is media noticed by policy makers; training to journalists on pro-poor perspectives; opportunities for public dialogue; infrastructure challenges; other opportunities to get voices heard; supporting groups and mechanisms.	• Information and communication audit serves as baseline survey for future programmatic activities • Advocates mix of qualitative and quantitative data, including household surveys, official statistics, interviews with media providers and consumers, focus groups, independent media monitoring studies, monitoring of legal and policy process.

Organization	Title	Type of media	Summary of indicators	Summary of methodology
UNDP http://www.undp.org/ governance/docs/A2I_Pub _PublicServiceBroadcast-ing.pdf	*Supporting Public Service Broadcasting: Learning from Bosnia and Herzegovina's experience* October 2004	PSB Community media	● **Public Service Broadcasting indicators:** universality; diversity; independence from both the State and commercial interests; impartiality of programmes; concern for national identity and culture; financed directly by the public.	● Indicators drawn from PSB standards laid out in international standards and principles ● Findings informed by key stakeholders including UNDP BiH, local media, CSOs, representatives from public service and commercial broadcasters, donors, as well as reports, evaluations and other documentation.
UNESCO Institute for Statistics http://www.uis.unesco.org /ev.php?ID=5831_201&ID 2=DO_TOPIC	*Questionnaire on Newspaper Statistics* (Launched December 2005; to be released early 2007)	Print Online newspaper titles Community newspapers News agencies	● Indicators concerning print media: number and average circulation of daily newspapers; number of community newspapers; availability of data on community newspapers for specific groups e.g. indigenous and tribal peoples; number of online newspapers; number of journalists and other personnel disaggregated by sex; number of national and foreign news agencies.	● Quantitative data gathered by questionnaire.

Organization	Title	Type of media	Summary of indicators	Summary of methodology
UNESCO Institute for Statistics http://www.uis.unesco.org/ev.php?ID=6554_201&ID2=DO_TOPIC	*Questionnaire on Radio and Television Broadcasting Statistics* (Launched December 2005; to be released early 2007)	Broadcast	● **Indicators concerning radio and TV broadcasting:** type of ownership; existence of community radio; existence of Internet radio stations; number of government/public radio and television broadcasting channels by geographical coverage; number of broadcast journalists disaggregated by sex; types of radio and television programming in hours per year; programmes for specific audiences e.g. children, indigenous and tribal people, hearing impaired; percentage of foreign programmes; existence of national regulations on media content; language of programmes; legal provisions to promote minority content; coverage and potential audience.	● Quantitative data gathered by questionnaire.
Committee To Protect Journalists (CPJ) http://www.cpj.org/killed/killed_archives/stats.html	*Journalists Killed: Statistics and Archive* (annual)	Print Broadcast Internet-based media	● **Violence against journalists:** most deadly countries; most deadly years; murders by gender, nationality, type of journalists; suspected perpetrators by type; justice and impunity; motivation and context.	● Statistical information compiled from "confirmed" cases, excluding accidental death.

Organization	Title	Type of media	Summary of indicators	Summary of methodology
Reporters sans Frontières (RSF) http://www.rsf.org/rubrique.php3?id_rubrique=554 http://www.rsf.org/article.php3?id_article=15338	*Worldwide Press Freedom Index 2005* (annual)	Print Broadcast Internet-based media	● **Press freedom** indicators - 50 criteria covering: murder, imprisonment, physical attacks and threats, including against 'cyber-dissidents' and bloggers; harassment and surveillance; refusal of access to public information; censorship and routine self-censorship; reporting restrictions; deportation or obstruction of foreign journalists; jamming of foreign media; 'taboo' subjects; existence of state monopolies of radio, TV, printing or distribution; government control of state media; controlled access to journalistic profession; selective withdrawal of advertising; licensing requirements; violation of privacy of sources; narrow ownership of media; state monopoly of ISPs; forced website closures.	● Questionnaire completed by RSF partners and correspondents, journalists, researchers, jurists and human rights activists. ● Covers 167 countries for which "credible data" was gathered ● Scored according to a scale devised by RSF, assisted by Statistics Institute of the University of Paris
European Federation of Journalists (EFJ), member of International Federation of Journalists (IFJ) http://www.ifj.org/default.asp?index=4347&Language=EN	*Questionnaire on Quality in Journalism* (launched October 2006)	All media	● **Quality in journalism:** knowledge of journalism ethics; knowledge of National Journalism Code; knowledge of IFJ Declaration of Principles on the Conduct of Journalists; ethical training; existence of journalism traineeships; trade union membership; respect for protection of sources by authorities, journalists, publishers; professional development e.g. foreign language training.	● Online questionnaire based on journalists' experience

Organization	Title	Type of media	Summary of indicators	Summary of methodology
Transparency International http://www.transparency.org/policy_research/nis/methodology	*National Integrity System (NIS)* (annual)	All media	• **Role of media:** freedom of speech; freedom of information; media independence; censorship; investigative journalism; coverage of corruption; commitment to integrity and transparency • **Resources/structure:** media oversight bodies; spread/diversity of ownership; competitive salaries; political control; transparent media licensing; publicly-owned media covers views of opposition; rules covering political advertising; parties/candidates receive free coverage in proportion to legislature • **Accountability:** laws/rules governing oversight of media; degree of accountability • **Integrity mechanisms:** codes of conduct; professional organisations govern media ethics; rules on conflict of interest; rules on gifts and hospitality • **Transparency:** legal protection of privacy of sources; disclosure of in-kind donations by media to political interests • **Complaints and enforcement mechanisms:** physical harm to investigative journalists; sanctions used to restrict reporting of corruption (e.g. libel laws, withdrawal of advertising)	• NIS country studies offer qualitative assessment of that country's integrity system • based on objective and subjective data (includes legislation, governmental and non-governmental reports, news media coverage, corruption diagnostics, academic analysis, expert interviews and focus groups) • authors selected from among local, in-country organisations, TI national chapters, country experts in corruption and governance • evaluates both formal framework and legal position of NIS "pillars", and "reality on the ground"

Organization	Title	Type of media	Summary of indicators	Summary of methodology
Media Institute of Southern Africa and the Friedrich Ebert Stiftung http://www.misa.org/documents/STID2005.pdf	*Africa Media Barometer 2005* (annual)	Print Broadcast Internet-based media Community media	● Freedom of expression and of the media: constitutional guarantees; no unreasonable legal restrictions; unrestricted entry into journalism; legal protection of privacy of sources; public information accessible, guaranteed by law; civil society groups advance cause of media freedom. ● Diversity, independence and sustainability: wide range of information available and affordable; absence of state restrictions to domestic and international media; broadcasting legislation provides conducive atmosphere; special promotion of community broadcasting; existence of local or regional news agencies; competition regulation/legislation; private media operate efficiently; no subsidy for state print media; no use of advertising as tool of interference; competitive advertising market ● Broadcasting regulation and PSB: independent regulatory authority; transparent appointment of regulators; regulation in public interest; licensing decided in transparent and inclusive manner; public broadcaster accountable through independent board, transparently selected; exclusion of political or economic vested interests from the board; editorial independence guaranteed by law; public broadcaster is technically accessible nationwide; offers diverse programming; offers fair and balanced information; offers local content where economically achievable.	● 42 indicators grouped into 4 sectors developed within framework of African Commission for Human and Peoples' Rights in its Declaration of Principles on Freedom of Expression in Africa ● national panels of up to 10 people; half have a media background, half are from other areas of civil society (excluding government and political party office bearers) ● extensive qualitative debate by panel, externally moderated, results in quantitative assessment or scoring in a secret ballot ● each indicator ranked from 1-5; individual scores and average shown ● not intended to serve as scientific method of data collection, but rather a "lobbying instrument to promote debate on political and social reform" (Schellschmidt, 2005:6)

Organization	Title	Type of media	Summary of indicators	Summary of methodology
Media Institute of Southern Africa and the Friedrich Ebert Stiftung			● Professional standards: media follow voluntary codes of professional standards enforced by self-regulatory bodies; principles of accuracy and fairness; media cover full spectrum of events, issues and cultures; gender mainstreaming promoted in production process and editorial content; no self-censorship; owners of private media do not interfere with editorial independence; adequate pay to discourage corruption; formal qualification programmes for journalists; existence of trade unions and professional associations.	

Global Forum for Media Development
 	
http://70.87.64.34/~intint/gfmd_info/pdf/MEDIAMATTERS.pdf
	Media Matters: Perspectives on Advancing Governance and Development from the Global Forum for Media Development
	
	(especially Section II - *How Media Matters: Measuring its Impact*)
		All media	● Reviews range of existing indicators relevant to a macro perspective of monitoring and evaluation in media development and proposes 'toolkit' approach under three categories:
			
			  ● journalistic practices and management
			  ● industry structure and access to media
			  ● legal and regulatory environment
			
			(the review includes from this mapping exercise: CPJ; Freedom House; IREX; MMI; RSF)	

Organization	Title	Type of media	Summary of indicators	Summary of methodology

Money Matters Institute (MMI) - Global Horizon Fund
 	
http://www.ghfund.com/WNIOverview.php
 	
http://www.ghfund.com/variables.php
	Wealth of Nations Triangle Index	Print
		
		Broadcast
		
		Internet-based media
			● **Information Exchange:**
			
			  ● **information aptitude:** including newspaper readership per 1000, literacy rates
			
			  ● **information infrastructure:** including figures per 1000 for PCs in residential use, cable TV households, satellite coverage, fixed and mobile phone subscribers
			
			  ● information distribution: including newspaper publishers per 100,000, radio and TV services per 100,000, TV ownership per 1000, ICT expenditures as % GDP), Press Freedom Index, Internet users per 1000, secure Internet servers per 1,000 Internet users, Internet price as % monthly GNI
				● 42 indicators grouped into 4 sectors developed within framework of African Commission for Human and Peoples' Rights in its Declaration of Principles on Freedom of Expression in Africa
				
				● national panels of up to 10 people; half have a media background, half are from other areas of civil society (excluding government and political party office bearers)
				
				● extensive qualitative debate by panel, externally moderated, results in quantitative assessment or scoring in a secret ballot
				
				● each indicator ranked from 1-5; individual scores and average shown
				
				● not intended to serve as scientific method of data collection, but rather a "lobbying instrument to promote debate on political and social reform" (Schellschmidt, 2005:6)

Organization	Title	Type of media	Summary of indicators	Summary of methodology
Money Matters Institute (MMI) - Global Horizon Fund http://www.ghfund.com/WNIOverview.php http://www.ghfund.com/variables.php	*Wealth of Nations Triangle Index*	Print Broadcast Internet-based media	● **Information Exchange:** 　● **information aptitude:** including newspaper readership per 1000, literacy rates 　● **information infrastructure:** including figures per 1000 for PCs in residential use, cable TV households, satellite coverage, fixed and mobile phone subscribers 　● information distribution: including newspaper publishers per 100,000, radio and TV services per 100,000, TV ownership per 1000, ICT expenditures as % GDP), Press Freedom Index, Internet users per 1000, secure Internet servers per 1,000 Internet users, Internet price as % monthly GNI	● measures the sustainable economic and social development potential of a nation and related risks against those of other nations ● information exchange measured using 21 variables, each with equal weighting ● variables tabulated on a relative basis, comparing country scores, and converted to index score ● relative gains of developing nations measured against benchmark of developed nations.
International Telecommunications Union http://www.itu.int/osg/spu/publications/worldinformationsociety/2006/wisr-summary.pdf http://www.itu.int/osg/spu/publications/worldinformationsociety/2006/faq.html	*World Information Society Report – Digital Opportunity Index*	ICT	● **Digital Opportunity Index measures:** 　● **opportunity:** % population covered by mobile cellular telephony, Internet access tariffs and mobile cellular tariffs as % of per capita income 　● **infrastructure:** proportion of households with fixed telephone line, computer, Internet access at home; mobile cellular subscribers and mobile Internet subscribers per 100 population 　● **utilization:** proportion of individuals that used Internet, ratio of fixed broadband subscribers to total broadband subscribers; ratio of mobile broadband subscribers to total mobile subscribers	● composite index measuring "digital opportunity" ● based on quantitative data ● indicators in various data series are standardized on a scale of 0 to 1, by indexing relative to a reference value ● index scores on the sub-indexes are then averaged by simple average to give the overall DOI score for a country, between 0 and 1

Organization	Title	Type of media	Summary of indicators	Summary of methodology
International Telecommunications Union				● fixed/mobile disaggregation permits comparison between mobile technologies relative to fixed line telecommunications. ● data drawn mainly from the ITU's World Telecommunication Indicators database, drawn from answers and contributions supplied by National Statistical Offices and government Ministries, supplemented by primary research, operators' published statistics and industry press.
bridges.org http://www.bridges.org/ e_readiness_assessment	*Comparison of e-readiness Assessment Models* February 2005	ICT	● Ranks existing e-readiness assessment models according to the level of detail they provide about: ● **technology:** infrastructure, tele-density, pricing, speed and quality ● **economy:** e-commerce, use of ICT within business ● government: policy, regulation, e-government, political openness, democracy ● education: use in schools, availability of trained workforce ● social: use of ICT in everyday life, inequality, literacy, poverty ● consumer trust	● Describes the various tools that are available to assess a nation's e-readiness, their indicators and methodologies. Includes 'ready-to-use' tools and data that can be reworked into assessment tools e.g. questionnaires, digital divide reports, survey results, case studies.

Table 2: Summary of 15 existing initiatives by category of indicator

Category of indicator	MSI RTV	ISAS Press	ISAS	FH	AMDI Info	UNDP Emp	UNDP News	UNESCO RTV	UNESCO	CPJ	RSF	EFJ	TI	AMB	ITU
Freedom of speech guarantees	●			●			●				●		●	●	
Right to information guarantees	●			●		●					●		●	●	
Editorial independence guarantees	●	●	●	●							●		●	●	
Censorship/jamming	●			●							●		●	●	
Defamation laws/legal restrictions on media (including privacy of sources)	●			●			●		●		●	●	●	●	
Market entry, licensing & tax structure	●			●							●		●	●	
Access to printing & distribution facilities	●			●							●				
PSB model						●						●	●		
Regulatory regime				●			●				●	●	●		
Citizens' access to media unrestricted	●						●	●			●			●	●
Plurality and transparency of ownership	●		●	●			●		●		●		●	●	
Plurality of news sources: state, private, community balance	●			●			●	●	●		●			●	
Self-regulation: ethical standards, editorial guidelines, no self-censorship	●	●	●	●			●				●	●		●	

Category of indicator	MSI RTV	ISAS Press	ISAS	FH	AMDI Info	UNDP Emp	UNDP News	UNESCO RTV	UNESCO	CPJ	RSF	EFJ	TI	AMB	ITU
Media reflects diversity of society & promotes minority and social content	●	●	●	●			●	●	●		●			●	
Quality of reporting: fairness, objectivity, accuracy, sourcing	●	●	●	●			●				●		●	●	
Quality of technical production facilities	●						●								
Violence/harassment against journalists	●			●						●	●		●		
Access to journalism and status of profession	●			●							●		●	●	
Commercial pressures: competitive advertising market & advertising separate from content	●		●	●			●				●		●	●	
Supporting institutions: trade unions, professional associations, NGOs	●					●	●					●		●	
Availability of quality journalism training (academic/vocational)	●		●				●					●		●	
Trust/satisfaction in the media: audience and wider public		●					●								
Media penetration: per capita coverage of various media								●	●						●
Gender indicators: access and usage of media, portrayal of women, women in the industry						●	●	●	●					●	
Overall integrity of media system, extent of corruption	●			●									●	●	

3. Proposed categories of indicators to be retained for further development

3.1   Explanation of proposed categories

This section sets out the categories of indicators which are recommended for further development by the group of experts.

The selection of categories aims to capture and build upon the consensus across the existing initiatives about how the media can best contribute to, and benefit from, good governance and democratic development.

Specifically, the selection prioritises the issues of freedom of expression and media pluralism, community media development and human resource development, in line with the priority areas of the IPDC (see Section 1).

It should be emphasised again that the existing assessment tools for measuring media development offer a great deal of valuable thinking on which to build. For example, the ISAS standards for broadcasters and the press provide specific media organisations with a robust methodology to improve their contribution to social development and to make their progress measurable and transparent. Other initiatives suggest indicators relating to national level systems of media regulation, licensing, taxation, and so on.

Following the toolkit approach, this section does not offer a prescriptive list of indicators but rather an organising framework which is adaptable to the needs of particular media development initiatives at various levels of engagement.

It is structured around five principal *media development outcomes* which are subdivided into a number of *categories*. For each category, *key questions* are proposed to arrive at potential indicators. *Sample indicators* are provided in tabular form; these indicate of the type of measurable data that might be sought. *Guidance on data sources* is also listed alongside the sample indicators; this guidance is not exhaustive but offers pointers towards available data sources.

The structure can be conceptualised as a process of "drilling down" from the desired media development outcome to the specific means of verifying how far this outcome is achieved in practice.

The five principal media development outcomes are set out below:

- **Outcome 1: the system of regulation and control:** existence of a legal, policy and regulatory framework which protects and promotes freedom of expression and information, based on international best practice standards and developed in participation with civil society.

- **Outcome 2: plurality and transparency of ownership:** the state actively promotes the development of the media sector in a manner which prevents undue concentration and ensures plurality and transparency of ownership and content across state, private and community media.

- **Outcome 3: media as a platform for democratic discourse:** the media, within a prevailing climate of self-regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalised groups.

- **Outcome 4: professional capacity building and supporting institutions:** media workers have access to professional training and development, both vocational and academic, at all stages of their career, and the media sector as a whole is both monitored and supported by professional associations and civil society organisations.

- **Outcome 5: infrastructural capacity:** the media sector is characterised by high or rising levels of public access, including among marginalised groups, and by efficient use of technology to gather and distribute news and information, appropriate to the local context.

3.2   Outcome 1:   The system of regulation and control

Components	Key questions	Sample Indicators	Guidance on data sources
Legal and policy framework	*Are there any relevant treaty obligations dealing with freedom of expression and information?* *Has the country registered any exemptions to its obligations?* *Is there any constitutional guarantee of the right to freedom of expression and information?* *Is there a national law on the right to freedom of expression and information and does it comply with the relevant international standards?* *If there are no such legal guarantees, and none in draft, is there a clear public policy on the media that complies with the relevant international standards?* *Is the principle of editorial independence guaranteed by law?*	Any law or policy in place that accords with international best practice standards; Evidence of government willingness to work with civil society to develop law and policy on the media; Reports from credible agencies about freedom of expression and information guarantees.	African Commission on Human and Peoples' Rights, Special Rapporteur on Freedom of Expression: http://www.achpr.org/english/_info/index_free_exp_en.html Article 19, *Access to the Airwaves: Principles on Freedom of Expression and Broadcast Regulation,* March 2002 http://www.article19.org/pdfs/standards/accessairwaves.pdf Council of Europe recommendation (2000) 7 on the right of journalists not to disclose their sources of information: http://www.humanrights.coe.int/media/index.htm Freedominfo.org - online network of freedom of information advocates: *Freedom of Information Around the World 2006*: a global survey of access to government records laws: http://www.freedominfo.org/documents/global_survey2006.pdf International Federation of Journalists campaign on the protection of sources: http://www.ifj-europe.org/default.asp?Issue=EFJ-sources&Language=EN

Components	Key questions	Sample Indicators	Guidance on data sources
Legal and policy framework	*Are broadcasters ever required to allocate broadcasting time to, or carry specific broadcasts on behalf of, the government (aside from obligatory direct access political broadcasts during elections)?* *Do government, regulatory bodies or commercial interests influence, or seek to influence, editorial content?* *Is there a law which allows state actors to seize control of broadcasters in an emergency?* *Are there laws guaranteeing journalists the right to protect confidential sources?* *Are there laws or regulations relating to national security which infringe the right to freedom of expression and information?*		International Journalists' Network - survey of media laws worldwide: http://www.ijnet.org/Director.aspx?P=MediaLaws International Journalists' Network - international directory of constitutional provisions on the media: http://www.ijnet.org/Director.aspx?P=MediaLaws&cat=2 Organisation of American States Special Rapporteur for Freedom of Expression: http://www.cidh.org/Relatoria/index.asp?lID=1 Organisation for Security and Cooperation in Europe (OSCE) Representative on Freedom of the Media: http://www.osce.org/fom/ UNESCO, Freedom of Information: a comparative legal survey by Toby Mendel, 2003: http://www.article19.org/docimages/1707.pdf United Nations Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression: http://www.ohchr.org/english/issues/opinion/index.htm World Press Freedom Committee: http://www.wpfc.org/

Components	Key questions	Sample Indicators	Guidance on data sources
Legal and policy framework	*Is there consultation with non-state actors about legislation and public policy towards the media?* *Are there genuine opportunities for the public to contribute to the debate about media policy?*		The best sources on treaty obligations are the websites of the relevant international organisations - the UN or relevant regional bodies. These carry details of each treaty, including countries that have signed, ratified or registered any exemptions to their obligations, together with the treaty bodies' general comments on implementation. In addition, the various international and regional rapporteurs on freedom of expression (see links above) issue country-specific reports. The main international instruments dealing with freedom of expression and information are: African Charter on Human and Peoples' Rights, Article 9: http://www.achpr.org/english/_info/charter_en.html American Convention on Human Rights, Article 13: http://www.oas.org/juridico/english/Treaties/b-32.htm European Convention for the Protection of Human Rights and Fundamental Freedoms: http://conventions.coe.int/treaty/Commun/QueVoulez Vous.asp?CL=ENG&NT=005 International Covenant on Civil and Political Rights (ICCPR), Article 19: http://www.unhchr.ch/html/menu3/b/a_ccpr.htm For data on **national laws and constitutional guarantees**, sources include: national libraries, law commissions, official records of parliament and government records.

Components	Key questions	Sample Indicators	Guidance on data sources
Regulatory system (see also licensing and spectrum allocation in section 3.3)	*Is there a regulatory body whose autonomy and independence from political or commercial interference is guaranteed by law?* *Are there relevant constitutional guarantees on the independence of the regulatory body?* *Are the powers and responsibilities of the regulator clearly set out in law? Do they give the regulatory body the scope to ensure that the broadcasting sector runs in a fair, pluralistic and efficient manner?* *Is the regulatory body explicitly required by law to promote freedom of expression, diversity, accuracy, impartiality and the free flow of information?* *Are members of the regulatory body chosen through a transparent and democratic process designed to minimise the risk of political or commercial interference?* *Is the regulatory body formally accountable to the public through a multi-party body e.g. the legislature?* *Is the regulatory body adequately funded and is the framework for making funding decisions clearly set out in law?* *Note that all the above questions relate to any body which exercises powers in the area of broadcasting or telecommunications regulation, including bodies which deal with public complaints.*	Any relevant law on the role, membership and funding of the regulatory authority; Any relevant constitutional provision on the independence of the regulator; Evidence of channels of formal accountability; Reports from credible agencies about the effective institutional autonomy of the regulatory body.	African Communication Regulation Authorities' Network: http://www.acran.org/index.en.php Article 19, Access to the Airwaves: Principles on Freedom of Expression and Broadcast Regulation, March 2002 http://www.article19.org/pdfs/standards/accessairwaves.pdf Article 19, Broadcasting Pluralism and Diversity: Training Manual for African Regulators, 2006, http://www.article19.org/pdfs/tools/broadcasting-manual.pdf European Platform of Regulatory Authorities (EPRA): http://www.epra.org/content/english/index2.html EPRA - list of links to broadcasting regulation entities worldwide: http://www.epra.org/content/english/authorities/regulation.html UNESCO and Commonwealth Broadcasting Association: Guidelines for Broadcasting Regulation by Eve Salomon, 2006: http://portal.unesco.org/ci/en/ev.php-URL_ID=21345&URL_DO=DO_TOPIC&URL_SECTION=201.html

Components	Key questions	Sample Indicators	Guidance on data sources
Defamation laws and other legal restrictions on journalists	*Do defamation laws explicitly seek to discourage debate about the conduct of officials or official entities (e.g. head of state, public bodies, flags or symbols)?* *Are the penalties imposed higher when a defamatory statement affects an official entity?* *Is defamation a criminal or a civil offence?* *Do defamation laws provide for sufficient defences e.g. that the disputed statement was an opinion, not an allegation of fact; that publication of the disputed fact was reasonable or in the public interest, or that it occurred during a live transmission?* *Do defamation laws provide for a regime of remedies that allow for proportionate responses to defamatory statements?* *Is the scope of defamation laws defined as narrowly as possible, including as to who may sue? Specifically, is there a ban on defamation suits by all public bodies, whether legislative, executive or judicial?*	Any relevant defamation law that accords with international best practice standards; Any relevant law concerning entry into the journalism profession that accords with international best practice standards; Evidence of debate within the journalistic profession, and between the profession and wider civil society, concerning defamation and legal restrictions; Extent to which media able to criticise public officials or bodies.	Article 19 - Defamation ABC: a Simple Guide to Key Concepts of Defamation Law: http://www.article19.org/pdfs/tools/defamation-abc.pdf Article 19 - other resources and links relating to defamation, including country reports: http://www.article19.org/publications/global-issues/defamation.html Council of Europe Defamation Guide: http://i-policy.typepad.com/informationpolicy/2006/03/council_of_euro.html Inter-American Press Association - press laws database: http://www.sipiapa.org/projects/chapul-presslaws.cfm International Federation of Journalists - resources and links relating to defamation: http://www.ifj-asia.org/page/resources.html International Freedom of Expression eXchange: Campaign on Insult and Criminal Defamation Laws: http://campaigns.ifex.org/def/index.html International Journalists' Network - survey of media laws worldwide: http://www.ijnet.org/Director.aspx?P=MediaLaws Media Institute of Southern Africa and UNESCO, 2004: Undue Restriction: Laws impacting on media freedom in the SADC: http://www.misa.org/documents/undue.pdf

Components	Key questions	Sample Indicators	Guidance on data sources
Defamation laws and other legal restrictions on journalists	*Does absolute privilege apply to statements made during legal proceedings or before elected bodies (and to fair and accurate reports of such statements)?* *Does the burden of proof fall upon the plaintiff in cases involving matters of public interest e.g. criticism of the activities of politicians or public officials?* *Is there a cut-off date after which plaintiffs can no longer sue for an alleged defamation?* *Are injunctions used to prevent an alleged defamatory statement from reaching the public?* *Are there legal restrictions on those who may practice journalism?* *Are journalists required to register or obtain a license?* *Are accreditation schemes fair and transparent e.g. is accreditation ever denied because of the content of a journalist's work?*		

Components	Key questions	Sample Indicators	Guidance on data sources
Censorship	*Is broadcasting or print content subject to prior censorship, either by government or by regulatory bodies?* *What sanctions exist for breaches of regulatory rules relating to content?* *Are such sanctions applied before or after the material has been broadcast or published?* *Is there consultation with non-state actors, including media professionals, about the imposition of censorship regulations?* *Does the government seek to block or filter Internet content deemed sensitive or detrimental?*	Any regulation which concerns censorship of the media; Reports by credible agencies and the media about censorship of the media; Extent of permissible criticism by media against public officials or bodies; Number of forced closures of websites; number of Internet users subject to sanction for accessing or publishing content deemed sensitive or detrimental; Existence of mechanisms for professional accountability e.g. voluntary bodies to regulate professional behaviour; editors' guild; press complaint commissions.	Amnesty International - campaign on censorship: http://irrepressible.info/ Article 19 – resources and links relating to censorship: http://www.article19.org/publications/global-issues/censorship.html Committee to Protect Journalists: http://www.cpj.org/ Freedom House: http://www.freedomhouse.org Freedom of Expression Institute (South Africa) – anti-censorship programme: http://www.fxi.org.za/Main%20Pages/anti_censorship.html Human Rights watch - country reports including information on censorship of the media: http://hrw.org/ Index on Censorship: http://www.indexonline.org/ International Freedom of Expression eXchange: information and activities on Internet censorship: http://www.ifex.org/en/content/view/full/235/ Internet Free Expression Alliance - links and resources relating to censorship on the Internet: http://www.ifea.net/

Components	Key questions	Sample Indicators	Guidance on data sources
Censorship			Internet Governance Forum - supports UN Secretary-General carry out mandate of World Summit on the Information Society: http://www.intgovforum.org/ Internet Governance Project - international consortium of academics and practitioners on Internet governance and policy: http://www.internetgovernance.org/ Journalism Net - news on censorship: http://www.journalismnet.com/media/censorship.htm Libertus.net - international links relating to Internet censorship laws: http://libertus.net/censor/resources.html#Global Reporters sans Frontieres: http://www.rsf.org/

3.3   Outcome 2:   Plurality and transparency of ownership

Categories	Key questions	Sample Indicators	Guidance on data sources
Media concentration	*Does the state take positive measures to promote the development of broadcasting in a way which ensures maximum diversity?* *Have effective measures been put in place to prevent undue concentration and to promote plurality of ownership within broadcasting and between broadcasting and other media sectors?* *Is there specific legislation on cross-ownership within broadcasting and between broadcasting other media sectors to prevent market dominance?* *Do such rules distinguish between small media outlets and major players in the media market?* *Does the licensing process for the allocation of specific frequencies to individual broadcasters promote diversity of media ownership?* *Are there transparency and disclosure provisions for media companies with regard to ownership or revenue sources?*	Any relevant law preventing undue concentration and promoting diversity of ownership; Any relevant criteria for licensing; Reports by credible agencies on state measures to promote diversity of ownership; Content analysis of media linking editorial decision-making to ownership.	Article 19 - country-specific analyses of legislation governing media concentration: www.article19.org Columbia Journalism Review - *Who Owns What:* online guide to what major media companies own: http://www.cjr.org/tools/owners/ International Federation of Journalists - Media Quality Project on Increasing Concentration of Media Ownership: http://www.ifj.org/default.asp?Index=3901&Language=EN International Federation of Journalists, *Who's in Control: a primer for the roundtable discussion on global media - threats to free expression;* contains directory of organisations and networks campaigning on the issue of media concentration: http://www.ifj.org/pdfs/whosincontrol.pdf International Freedom of Expression eXchange - information on media concentration: http://www.ifex.org/en/content/view/full/238/ Media Institute of Southern Africa - Broadcasting Diversity and ICTs: http://www.misa.org/broadcasting.html Media Watch Global: http://www.mwglobal.org/ Open Society Institute - Media program: http://www.soros.org/initiatives/media

Categories	Key questions	Sample Indicators	Guidance on data sources
State, private, community balance	*Does the state discriminate between state, private and community broadcasters in the allocation of resources, or the granting of access to information? Is the allocation of state resources consistent with the goal of promoting diversity of content and ownership?* *Does the regulatory system ensure equitable access to the frequency spectrum to a plurality of media, including community broadcasting services? Are fees for different types of licenses set out in advance? Are fees associated with the granting of broadcasting licenses prohibitive for community broadcasters? Are frequencies auctioned off to the highest bidder? Does the pricing structure enable the development of community media?* *Are specific targets set for the reservation of the radio-frequency spectrum to community broadcasters?* *What mechanisms exist for communities to give their mandate to a community broadcaster and to renew that mandate at regular intervals?* *Are revenues raised from the sale of spectrum and cable and telecommunications licenses reinvested in the development of community media?*	Regulations and practice concerning the allocation of frequencies to different types of media e.g. auctioning of frequencies to the highest bidder would be counted as a negative indicator Quotas or targets for the allocation of the spectrum to community broadcasters; Levels of investment in community media; Pricing structure for issuing of broadcasting licenses. Existence of community-based mechanisms (e.g. public hearings) to award community radio or television licenses	Article 19, Access to the Airwaves: Principles on Freedom of Expression and Broadcast Regulation, March 2002 http://www.article19.org/pdfs/standards/ accessairwaves.pdf European Platform of Regulatory Authorities (EPRA): http://www.epra.org/ content/english/index2.html EPRA - international directory of regulatory authorities: http://www.epra.org/content/english/authorities/ regulation.html European Telecommunications Standards Institute: http://www.etsi.org/ regulateonline.org: World Dialogue on Regulation for Network Economies - information and resources on regulatory reform, including pro-poor initiatives: http://www.regulateonline.org/index.php UNESCO and the Commonwealth Broadcasting Association, Guidelines for Broadcasting Regulation by Eve Salomon: http://portal.unesco.org/ci/en/files/21345/11399384219 Guidelines_for_Broadcasting_Regulation.pdf/ Guidelines+for+Broadcasting+Regulation.pdf World Summit on the Information Society: http://www.itu.int/wsis/search/index.html

Categories	Key questions	Sample Indicators	Guidance on data sources
Licensing and spectrum allocation	*Does the regulatory authority have a plan for spectrum allocation that meets International Telecommunications Union (ITU) rules? Does the plan ensure optimal use of the spectrum for the country? Is the plan published and widely disseminated? Was the plan drawn up in consultation with CSOs and the media sector?* *Does the plan ensure that broadcasting frequencies are shared equitably and in the public interest among public, private and community broadcasters? Are they shared equitably between broadcasters of different reach - national, regional and local?* *Are decision-making processes about the allocation of the frequency spectrum open and participatory?* *Are broadcast license applications assessed according to clear, transparent and objective criteria set out in law? Are these criteria consistent with the goals of pluralism and diversity of ownership and content?*	Any relevant plan for spectrum allocation and evidence of its dissemination; Any relevant regulation or policy concerning criteria for the allocation of licenses; Targets or quotas for the allocation of licenses to community media.	Article 19, *Access to the Airwaves: Principles on Freedom of Expression and Broadcast Regulation*, March 2002 http://www.article19.org/pdfs/standards/accessairwaves.pdf Article 19, *Broadcasting Policy and Practice in Africa, 2003*: http://www.article19.org/pdfs/publications/africa-broadcasting-policy.pdf European Platform of Regulatory Authorities - international directory of regulatory authorities: http://www.epra.org/content/english/authorities/regulation.html International Telecommunications Union - Radiocommunications Sector; sets standards for management of spectrum allocation and manages global system of allocation: http://www.itu.int/ITU-R/ Media Institute of Southern Africa: *Licensing and Accreditation* - the threat to media freedom in the SADC region: http://www.misa.org/publications/Protocol%20Sadc.pdf World Association of Community Radio Broadcasters (AMARC): http://wiki.amarc.org

Categories	Key questions	Sample Indicators	Guidance on data sources
Licensing and spectrum allocation	*Are broadcast licensing processes and decisions overseen by an independent regulatory authority, which meets international best practice standards (see Section 3.2: Regulatory system)?* *Are there blanket prohibitions on awarding broadcasting licenses to applicants based on their form or nature (with the exception of political parties)?* *Do regulators actively monitor frequency use to ensure that actual usage conforms to license conditions?*		

Categories	Key questions	Sample Indicators	Guidance on data sources
Taxation and advertising	*Is the tax system used to favour certain broadcasters over others?* *Has the government put in place preferential tax, import duty and tariff regimes to encourage the development of broadcasting?* *Is the placing of advertising by the state done in a fair, transparent and non-discriminatory manner?* *Is the allocation of government advertising strictly monitored to ensure fair access by all media?* *Are PSBs subject to fair competition rules in respect of advertising they carry?* *Do broadcasters adhere to regionally-agreed limits on advertising content, where applicable?* *Do broadcasters adhere to regionally-agreed guidelines for the separation of advertising and programming, where applicable?*	Any relevant public policy concerning taxation of the media; Any relevant regulation concerning allocation of advertising; Pattern of allocation of state advertising, including evidence of discrimination; Any relevant regulation concerning competition in the advertising market; Existence of a code of advertising, established by a professional body, to prevent misleading advertising through the media.	Article 19, *Access to the Airwaves: Principles on Freedom of Expression and Broadcast Regulation*, March 2002 http://www.article19.org/pdfs/standards/accessairwaves.pdf Article 19, *Broadcasting Policy and Practice in Africa*, 2003: http://www.article19.org/pdfs/publications/africa-broadcasting-policy.pdf European Convention of Transfrontier Television: http://conventions.coe.int/Treaty/EN/treaties/Html/132.htm UNESCO and the Commonwealth Broadcasting Association, *Guidelines for Broadcasting Regulation by Eve Salomon*: http://portal.unesco.org/ci/en/files/21345/11399384219Guidelines_for_Broadcasting_Regulation.pdf/Guidelines+for+Broadcasting+Regulation.pdf

3.4 Outcome 3: Media as a platform for democratic discourse

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Media reflects diversity of society	*Does the media use language/s which reflect the linguistic diversity of its target area? Does the media use language/s relied upon by marginalised groups?* *Is community media (print or broadcast) produced for specific groups e.g. Indigenous and tribal peoples?* *Are state or public media legally obliged to serve all regions, cultures and linguistic groups?* *Do state or public media in practice reflect and represent the views of the entire political spectrum?* *Do state or public media in practice reflect and represent a wide spectrum of social interests?* *How are women commonly portrayed by the media? How are gender-related issues covered?* *What is the balance of male/female journalists across the media industry or sector?*	Proportion of female journalists and media executives; Proportion of journalists and media executives from minority ethnic, linguistic or religious groups; Independent monitoring of the media by credible agencies; Content analysis of selected media programmes or outlets; Levels of investment in community radio; Number and estimated reach of community media outlets serving minority language groups or marginalised groups; Proportion of content on state or public broadcaster aimed at minority language or marginalised groups.	Article 19, *Broadcasting Pluralism and Diversity: Training Manual for African Regulators*, 2006 http://www.article19.org/pdfs/tools/broadcasting-manual.pdf European Monitoring Centre on Racism and Xenophobia: http://www.eumc.eu.int/eumc/index.php Global Media Monitoring Project - relating to portrayal and involvement of women in the media: http://www.whomakesthenews.org/ International Federation of Journalists - EU-India gender project: http://www.ifj.org/default.asp?Issue=Gender%20india&Language=EN International Media Working Group against Racism and Xenophobia - diversity-online project: http://www.diversity-online.org/ Media Diversity Institute: http://www.media-diversity.org/ MediaWise - activities on diversity in the media: http://www.presswise.org.uk/display_page.php?id=73

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Media reflects diversity of society	*What is the balance of journalists from minority ethnic, linguistic or religious groups?* *Is information presented by the media accessible to women and marginalised groups (e.g. does it take account of how women and marginalised groups access information)?*		UNESCO Institute for Statistics - Questionnaire on Newspaper Statistics: http://www.uis.unesco.org/ev.php?ID=5831_201&ID2=DO_TOPIC UNESCO Institute for Statistics - Questionnaire on Radio and Television Broadcasting Statistics: http://www.uis.unesco.org/ev.php?ID=6554_201&ID2=DO_TOPIC World Association of Community Radio Broadcasters: http://www.amarc.org/ See also list of CSOs in section 3.5 for organisations conducting media monitoring, content analysis etc.

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Public service broadcasting model	*Are the goals of public service broadcasting defined in law?* *What do these legal provisions cover? Provisions might include, where economically achievable: the provision of comprehensive and balanced news coverage; the promotion of local programme production, including through the use of quotas; guaranteed universal access, and a commitment to serve all regions, cultures and linguistic groups.* *Is the PSB overseen by an independent governing body whose autonomy is legally guaranteed?* *Are there specific guarantees on editorial independence and funding arrangements?* *Are appointments to the governing body open, transparent and free from control by political or economic vested interests?* *Is the PSB publicly accountable, through the governing body?*	Any relevant law defining the goals of public broadcasting; Any relevant public service obligations placed on one or more broadcasters; Any relevant regulation concerning appointment of governing body; Any relevant regulation guaranteeing editorial independence and establishing funding arrangements; Evidence of consultation between PSB and wider civil society.	Article 19 International Standards series - A Model Public Service Broadcasting Law, June 2005: http://www.article19.org/pdfs/standards/modelpsblaw.pdf Council of Europe, Committee of Ministers, Recommendation No R (96) 10, Of the Committee of Ministers to Member States on the Guarantee of the Independence of Public Service Broadcasting, Sept 11 1996, http://www.ebu.ch/CMSimages/en/leg_ref_coe_r96_10_psb_110996_tcm6-4322.pdf International Federation of Journalists - Public Broadcasting for All campaign and related resources: http://www.ifj.org/default.asp?Issue=pubbroad&Language=EN International Federation of Journalists - international directory of public broadcasters: http://www.ifj.org/default.asp?Issue=pubroadlinks&Language=EN Public Service Broadcasting Trust - India: http://www.psbt.org/index2.htm

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Public service broadcasting model	*Where there is not a single PSB, are public service obligations placed upon all broadcasters e.g. through the regulatory authority that issues licenses?* *Does the PSB have a proven commitment to consultation and engagement with the public, CSOs etc?*		UNESCO, Asia Pacific Institute for Broadcasting Development: Public Service Broadcasting - a comparative legal survey, by Toby Mendel, 2000: http://www.unesco.org/webworld/publications/mendel/jaya_index.html

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Requirements for fairness, balance and impartiality	*In addition to media self-regulation, is there an effective system of government regulation, e.g. a Broadcasting Code, requiring public broadcasters to provide fair, balanced and impartial reporting?* *Are any such obligations placed on private broadcasters e.g. as a condition of their license?* *Does the Code stipulate that privately-owned print media are free to pursue an editorial policy that may not be impartial or balanced?* *Does the Code compromise the editorial independence of the media e.g. does it impose a prior system of censorship? Is regulation enforced with due regard to editorial freedom and independence?* *Is there some form of regulation to ensure respect for the principles of fairness, balance and impartiality during elections e.g. allocation of air time to candidates, reporting of opinion polls, quotas for political advertising? Note that models may vary from country to country.* *Is the state broadcaster obliged to provide fair and balanced coverage of parliamentary proceedings?*	Any relevant law regulating broadcasting content in relation to fairness, balance and impartiality; Any relevant regulation concerning the conduct of reporting at election times; Examples of enforcement of broadcasting codes; Reports by credible agencies about the effectiveness of broadcasting codes; Evidence of state broadcaster providing fair and balanced coverage of parliamentary proceedings, including at least some live streaming of parliamentary debates.	Article 19 - country-specific analyses of media laws relating to fairness, balance and impartiality: www.article19.org Article 19, Guidelines for Election Broadcasting in Transitional Democracies: http://www.article19.org/pdfs/tools/electionbroadcastingtrans.pdf Article 19, *Broadcasting Pluralism and Diversity:* Training Manual for African Regulators, 2006 http://www.article19.org/pdfs/tools/broadcasting-manual.pdf Commonwealth Broadcasting Association and UNESCO, Guidelines for Broadcasting Regulation, http://portal.unesco.org/ci/en/files/21345/11399384219 Guidelines_for_Broadcasting_Regulation.pdf/Guidelines+for+Broadcasting+Regulation.pdf USAID, Office of Democracy and Governance, The Enabling Environment for Free and Independent Media: Contribution to Transparent and Accountable Governance, 2002: http://www.usaid.gov/our_work/democracy_and_governance/publications/pdfs/pnacm006.pdf

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Media self-regulation	*Is there a prevailing climate of self-regulation and peer-based scrutiny in the media?* *Do independent journalist associations exist, and do they disseminate good practice e.g. improving skills and raising ethical standards?* *Do media organisations or sectors have a code of ethics, a code of conduct or a set of editorial guidelines?* *Do such codes form part of day to day practice: are they actively disseminated to journalists and regularly reviewed and updated in the light of technological and other developments?* *Do media organisations employ news ombudsmen?* *Do journalists or media organisations routinely practice self-censorship?*	Evidence of activity by independent press council or journalistic association; Existence of codes of ethics and evidence of their active use and dissemination; Evidence of debate among journalistic community and wider public sphere about ethics and standards; Number of public complaints about media conduct and evidence of media responsiveness; Evidence of enforcement of codes of ethics e.g. through formal mechanism, ombudsman.	Al-Jazeera code of ethics: http://english.aljazeera.net/news/archive/archive?ArchiveId=5190 British Broadcasting Corporation Editorial Guidelines, http://www.bbc.co.uk/guidelines/editorialguidelines/ Independent Press Councils - international listing of press councils and related resources: http://www.media-accountability.org/aipce_index.php Independent Press Councils – international listing of codes of ethics: http://www.mediaaccountability.org/html/frameset.php?page=library2 International Federation of Journalists - Declaration of Principles on the Conduct of Journalists: http://www.ifj.org/default.asp?Issue=ETHICS&Language=EN International Freedom of Expression eXchange – information on journalism ethics: http://www.ifex.org/en/content/view/full/51725/ International Journalists' Network - international directory of codes of ethics: http://www.ijnet.org/Director.aspx?P=Ethics

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Media self-regulation	*How responsive are media organisations to their audience? Do they provide regular spaces for listeners/viewers/readers to comment on their content e.g. phone-ins, broadcast debates? Do they actively solicit people's views? Are there channels for public complaints? Do media organisations offer the right of rely?* *Are there formal systems for hearing public complaints about alleged violations of ethical standards e.g. a Press Complaints Commission? Are there sanctions against journalists who violate ethical standards?*		International Standardization and Accreditation Services (ISAS): http://www.certimedia.org/download/ISAS%20BC%209001%20Standard%20English.pdf MediaWise - international listing of journalistic codes of conduct: http://www.presswise.org.uk/display_page.php?id=40 MediaWise - resources relating to regulation and self-regulation: http://www.presswise.org.uk/display_page.php?id=708 Organization of News Ombudsmen: http://www.newsombudsmen.org/what.htm Society of Professional Journalists (US) - international listing of journalistic codes of ethics: http://www.spj.org/ethicscode-other.asp

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Levels of public trust and confidence in the media	*What value and credibility do people place on the media?* *Is the media trusted equally by men and women?* *Is the media trusted by marginalised groups?* *Which media platforms do people trust most? And what do they turn to these media platforms for: news, analysis, debate, entertainment?* *Is there a perception that the media reports on issues of real concern to people?* *Are people satisfied with the balance of local and national news and information available to them?* *Is there a perception that journalists and media organisations have integrity? Conversely, is there a perception that journalists and media organisations are corrupt?*	Public opinion polls relating to trust and confidence in the media; Assessment of media by e.g. radio listening clubs; Household surveys and other fieldwork relating to perceptions of the media; Interviews with samples of listeners/viewers/readers on their perceptions of the media; Evidence of community involvement in evaluating community broadcasters.	BBC World Service Trust - research and learning: http://www.bbc.co.uk/worldservice/ trust/researchlearning/ Annual Edelman Annual Trust Barometer 2006: http://www.edelman.co.uk/insights/trust/Edelman%20Trust%20Barometer%202006.pdf Globescan 2006, BBC/Reuters/Media Center Poll: Trust in the Media: http://www.globescan.com/news_archives/bbcreut.html International Institute for Democracy and Electoral Assistance - works with organisations worldwide to support the compilation of four major regional democracy barometers. Links to all four barometers at: http://www.idea.int/democracy/global-barometers.cfm MediaWise - project on public trust in the media: http://www.mediawise.org.uk/display_page.php?id=72 Pew Global Attitudes Project - a series of worldwide public opinion surveys: http://pewglobal.org/ Pew Global Attitudes Project: Truly a World Wide Web - Globe Going Digital: http://pewglobal.org/reports/display.php?ReportID=251

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Levels of public trust and confidence in the media			Telecom Express 2006, Television is as Trustworthy as Friends: Survey: http://www.predicaments.com/telecomexpress/fullarticle.php?id=41

Transparency International - Corruption Perceptions Index: http://www.transparency.org/policy_research/surveys_indices/global/cpi |

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Safety of journalists	*Are journalists subject to threats, harassment or surveillance? Are such instances rare or routine?* *Are journalists physically attacked, unlawfully detained or killed as a result of pursuing their legitimate activities? Are such instances rare or routine?* *Are media organisations forced to close down as a result of pursuing their legitimate activities, or threatened with closure?* *Are crimes against journalists prosecuted or is there a prevailing climate of impunity?* *Are such crimes committed by official agents of the state or extra-legal forces, or both?* *Do journalists routinely self-censor because of fear of harassment or attack?* *Are journalists forced to disclose their sources?* *Do media organisations have policies for protecting the health and safety of their staff while on assignment?*	Statistics on confirmed instances of threats, harassment, physical attacks, killings, unlawful detentions; Evidence of forced closures of media outlets; Evidence of investigations and prosecutions, or the failure to investigate or prosecute crimes against journalists; Debate among the journalistic community and in the wider public sphere about the safety of media workers.	Committee to Protect Journalists: Journalists Killed Statistics: http://www.cpj.org/killed/killed_archives/stats.html Freedom House - Freedom of the press survey - indicators relating to political environment: http://www.freedomhouse.org/uploads/PFS/PFSMethodology2006.pdf http://www.freedomhouse.org/uploads/PFS/PFSGlobalTables2006.pdf International Federation of Journalists - annual reports on journalists and media staff killed: http://www.ifj.org/default.asp?Issue=KILL&Language=EN International Freedom of Expression eXchange - information on safety of journalists: http://www.ifex.org/en/content/view/full/240/ International Freedom of Expression eXchange - information on impunity: http://www.ifex.org/en/content/view/full/237/ International Research and Exchanges Board - Media Sustainability Index - indicators relating to free speech: http://www.irex.org/msi/index.asp Reporters sans Frontieres - Worldwide Press Freedom Index: http://www.rsf.org/rubrique.php3?id_rubrique=554

3.5 Outcome 4: Professional capacity building and supporting institutions

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Availability of professional journalism training	*Are there formal qualification programmes for journalists?* *Do formal training programmes cover issues of journalism ethics?* *Do formal training programmes help build a general awareness of democracy and human rights?* *Do formal training programmes encourage journalists to report the perspectives of marginalised groups?* *Do formal training programmes equip journalists with investigative reporting skills?* *Are there opportunities for qualified journalists to upgrade their skills (e.g. technical, editorial leadership?)* *Are there opportunities for journalists to access distance learning?* *Is training available for managers of media companies (e.g. In business management)?*	Number of journalists trained in formal qualification programmes; Number of journalists trained via informal channels e.g. International NGOs; Surveys of journalists: percentage of respondents satisfied with their training and measured levels of awareness about ethical standards; Reports from credible agencies about the accessibility and quality of journalism training available; Existence of journalism training strategy and curricula; Media organisations' policies and in-house activities for human resource development;	UNESCO - media development activities: http://portal.unesco.org/ci/en/ev.php-URL_ID=4625&URL_DO=DO_TOPIC&URL_SECTION=201.html European Federation of Journalists Questionnaire on Quality in Journalism: http://www.ifj-europe.org/default.asp?index=4347&Language=EN International Federation of Journalists ReportStag-e virtual training centre for journalists: http://www.ifj.org/default.asp?Issue=RStage&Language=EN International Journalists' Network - international directory of media assistance initiatives: http://www.ijnet.org/Director.aspx?P=MediaAssistance BBC World Service Trust - media development activities: http://www.bbc.co.uk/worldservice/trust/mediadevelopment/ Internews - training activities: http://www.internews.org/activity/training/default.shtm

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Availability of professional journalism training	*Are other training opportunities available, e.g. via a trade union or international NGO?* *Does the country have a media centre - a professional base in which journalists can work and receive training and support?*	Existence of cross-industry or cross-sector training councils, grouping employers and academic institutions.	Panos: http://www.panos.org.uk/about/howwework.asp Institute of War and Peace Reporting - training activities: http://www.iwpr.net/index.php?apc_state=heno-top_programmes_new.html&s=o&o=training_index1.html Communication for Social Change Consortium: http://www.communicationforsocialchange.org/ International Journalists' Network - training activities: http://www.ifj.org/default.asp?Issue=Gender%20india&Language=EN MediaWise - directory of journalism training and degree courses worldwide: http://www.presswise.org.uk/display_page.php?id=41 The Global Media Monitoring Project - advocacy training workshops on gender: http://www.whomakesthenews.org/events/workshops Media Institute of South Africa - media support activities: http://www.whomakesthenews.org/events/workshops Southern Africa Media Training Trust: http://www.nsjtraining.org/

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Availability of professional journalism training			World Association of Newspapers - media development activities: http://www.wan-press.org/article37.html UK National Council for the Training of Journalists: http://www.nctj.com/ UK Broadcast Journalism Training Council: http://www.bjtc.org.uk/about.aspx Commonwealth Press Union - training activities: http://www.cpu.org.uk/tr_courses.html Thomson foundation: http://www.thomsonfoundation.co.uk/ Reuters foundation: http://www.foundation.reuters.com/ Specific surveys of journalists e.g. IFJ research findings on reporting HIV/AIDs in six countries in Africa and Asia: http://www.ifj.org/pdfs/IFJ%20HIV%20RESEARCH%20REPORT.pdf Specific media organisations: documentation relating to training strategy, human resource development, editorial guidelines, training curricula etc.

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Availability of academic courses in journalism	*Do universities and colleges offer under-graduate and post-graduate courses in journalism? Is such provision considered a priority for public investment or is it the preserve of commercial enterprises which charge students for their education?* *Are specialist courses available e.g. newspaper, magazine, radio, TV, online, photojournalism, multi-media?* *Are these courses generally accessible to citizens in terms of entry requirements and cost?* *Do academic courses cover issues of media law, ethics, regulation and public policy?* *Do academic courses help build a general awareness of the role of media in promoting democracy and human rights?* *Do academic courses equip students with the skills needed for independent thought and analysis?*	Number of journalism courses available; Level of publicly-funded provision of journalism courses compared to courses offered by commercial concerns; Existence of cross-industry or cross-sector training councils, grouping employers and academic institutions; Active links between academic institutions offering journalism courses and employers in the industry/sector; Evidence of academic institutions working with media organisations, CSOs and research institutes to build relevant curricula and act as a forum for public debate; Reports from credible agencies about the accessibility and quality of journalism courses.	International Journalists' Network: http://www.ijnet.org/ UK Broadcast Journalism Training Council: http://www.bjtc.org.uk/about.aspx UNESCO, Commnunication Training in Africa: Model Curricula, Non-degree and Degree programmes - offers model curricula to train and prepare communication practitioners http://www.unesco.org/webworld/publications/com_training_en.pdf

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Presence of trade unions and professional associations	*Do journalists have the right to join trade unions and do they exercise this right?* *Are these trade unions internationally affiliated?* *Do professional journalism associations exist?* *Do journalism associations provide direct advocacy on behalf of the profession?* *Do employers' associations exist and are they internationally affiliated?*	Percentage of journalists who are trade union members; Journalism unions or associations are affiliated to respected international association/s; Employers' associations are affiliated to respected international associations; Evidence of journalism associations providing advocacy on issues such as unfair dismissal, pay and conditions, protection of sources, free speech.	International Federation of Journalists - list of members: http://www.ifj.org/pdfs/MembersList2006.pdf International Journalists' Network: http://www.ijnet.org/ Communication for Social Change Consortium: http://www.communicationforsocialchange.org/ World Association of Newspapers: http://www.wan-press.org/ Association for Independent Broadcasting: http://www.aib.org.uk/index.asp?node_id=8,95

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Presence of civil society organisations	*Do CSOs monitor the media systematically?* *Are CSOs actively engaged in promoting awareness of e.g. freedom of expression issues?* *Are CSOs actively engaged with policy makers on the issue of public policy towards the media?* *Do CSOs involve the media in their advocacy programmes?* *Do civil society networks help people to access the media?* *Are CSOs involved in training journalists?*	Media monitoring studies by CSOs e.g. content analysis; Lobbying and advocacy activity by CSOs; Participation by CSOs in international civil society networks concerned with freedom of information and expression; Existence of e.g. radio listening clubs to provide feedback and assessment of media.	Article 19 - directory of partner organisations worldwide: http://www.article19.org/work/regions/index.html Civicus - Worldwide Alliance for Citizen Participation; produces a qualitative civil society index across 35 countries: http://www.civicus.org Communication for Social Change Consortium: http://www.communicationforsocialchange.org/ Independent Media Center - network of collectively run media outlets: http://www.indymedia.org/en/static/about.shtml International Freedom of Expression Exchange - IFEX is an international network of free expression and media organisations: www.ifex.org International Press Institute: http://www.freemedia.at/cms/ipi/ Freedom of Information Advocates network - network of NGOs promoting access to information: www.foiadvocates.net/index_eng.html Examples of national level CSO activity on the media:

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Presence of civil society organisations			Media Institute of Southern Africa: www.misa.org
			Citizens' Media Watch - Peru: http://www.comminit.com/experiences/pds42004/experiences-1906.html
			South East Europe Media Organisation: http://www.seemo.at/

3.6 Outcome 5: Infrastructural capacity

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Use and availability of technical facilities	*Do media organisations have access to modern technical facilities for news gathering, production and distribution?* *Do journalists have secure, reliable and affordable access to ICTs?* *Do media organisations have the capacity to archive material for future generations? Is this material publicly available?* *How does the quality of technical facilities vary between state, private and community broadcasters?* *Do media organisations make use of multi-platform delivery systems (e.g. making radio and TV available online)?* *Are community media equipped with appropriate technical facilities to reach marginalised communities? This may mean low-tech solutions e.g. distribution of cassette tapes, wind-up radios.*	Donor reports or reports by other credible agencies on technical capacity of media; Evidence of archiving; selection criteria for long term preservation, accessibility; Surveys of journalists on their production tools; Extent to which media use multi-platform delivery systems e.g. percentage of newspapers online; number of broadcasting stations providing streaming feeds online.	African Media Development Initiative: http://www.bbc.co.uk/worldservice/trust/specials/1552_trust_amdi/index.shtml BBC World Service Trust: http://www.bbc.co.uk/worldservice/trust/ Internews: http://www.internews.org/activity/training/default.shtm International Research and Exchanges Board, IREX - Media Sustainability Index, indicators relating to professional journalism: www.irex.org UNESCO - Communication and Information Activities - capacity building: http://portal.unesco.org/ci/en/ev.php-URL_ID=19487&URL_DO=DO_TOPIC&URL_SECTION=201.html

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Available coverage: press, broadcasting and ICT penetration	*What proportion of the population has access to: newspapers, radio, TV, Internet, fixed and mobile telephony?* *Is the public broadcaster technically accessible nationwide?* *Are radio or television signals strong enough to reach rural communities?* *How do people typically access news and information?* *How do media access and usage patterns vary between men and women?* *Are there infrastructure challenges which prevent marginalised groups from accessing each of the various communication platforms?* *Do marginalised groups have access to forms of communication that they can utilise (e.g. community radio)?* *Is there sufficient literacy for people to access print media?*	Disaggregated statistical and polling data on access and usage; Investment in technology and forms of communication that can be utilised by marginalised groups (e.g. community radio); Reports from credible agencies about reach of community media and other communications platforms.	African Media Development Initiative: http://www.bbc.co.uk/worldservice/trust/specials/1552_trust_amdi/index.shtml CIA World Factbook - country data on communications: https://www.cia.gov/cia/publications/factbook/index.html Globescan - global public opinion and stakeholder research: http://www.globescan.com/ International Telecommunications Union: ICT and Telecommunications in Least Developed Countries: mid-term review for the decade 2001-2010: http://www.itu.int/ITU-D/ldc/pdf/ICTand%20TELinLDC-e.pdf International Telecommunications Union - Digital Opportunity Index: http://www.itu.int/osg/spu/publications/worldinformationsociety/2006/wisr-summary.pdf Organisation for Economic Co-operation and Development - Measuring the Information Economy: http://www.oecd.org/document/23/0,2340,en_2649_34449_33987543_1_1_1_1,00.html Pew Research Center for the People and the Press: http://people-press.org/

Categories	Key questions	Sample outcome indicators	Guidance on data sources
Available coverage: press, broadcasting and ICT penetration			UNESCO Institute for Statistics - Questionnaire on Newspaper Statistics: http://www.uis.unesco.org/ev.php?ID=5831_201&ID2=DO_TOPIC UNESCO Institute for Statistics - Questionnaire on Radio and Television Broadcasting Statistics: http://www.uis.unesco.org/ev.php?ID=6554_201&ID2=DO_TOPIC Wealth of Nations Triangle Index http://www.ghfund.com/WNIOverview.php World Association of Community Radio Broadcasters http://www.amarc.org/ World Bank: World Development Indicators - The Information Age: http://devdata.worldbank.org/wdi2006/contents/Section5.htm World Economic Forum - Global Information Technology Report: http://www.weforum.org/en/initiatives/gcp/Global%20Information%20Technology%20Report/index.htm Data also available from National Statistical Offices and government ministries, operators' published statistics, industry press, independent media monitoring reports etc.

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