Governing Digital Convergence:
An Issue Paper on Media Development and Internet Governance

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Introduction

As the media landscape continues to evolve and respond to varied and multifaceted technological, social, political, and economic challenges, so too are the policy, regulation, and advocacy that are addressing such changes becoming increasingly demanding and complex. Given that contemporary journalism and media outlets produce and distribute content and interact with their audiences through digital technologies, the future, overall sustainability, and even existence of professional journalism and media are now inextricably linked to the way different layers of the Internet are regulated and managed via a set of interrelated processes known as Internet governance (IG). Moreover, this future is also connected to decisions made within the diverse set of Internet governance bodies. These decisions encompass a broad array of topics, such as safeguarding security and privacy online, ensuring content regulation policies uphold human rights, creating an enabling environment for viable journalism and digital media, supporting media literacy education, and finding responses to digital disinformation campaigns to name only a few.

Internet governance discussions also impact the work of the journalism support and media development community, and its commitment to supporting strong, independent, and pluralistic media ecosystems. From dis/misinformation and content policy, to the proliferation of artificial intelligence (AI) and the growth of cryptocurrencies, new issues are constantly emerging that challenge existing theory and practice vis-à-vis digital news and publishing. Indeed, as the digital policy landscape continues to evolve, the media development community's strategies will also need to adapt in order to continue to promote the creation, dissemination, and uptake of high-quality information.

Bearing this in mind, the Center for International Media Assistance (CIMA), ARTICLE 19, the Global Forum for Media Development (GFMD), and International Media Support (IMS) convened an informal working group (hereby referred to as "WG") of interested journalism support and media development organizations and other professionals working within Internet policy for a workshop on media development and Internet governance at the 12th annual Internet Governance Forum (IGF) in Geneva, Switzerland, on 17 December 2017.[1]

The WG previously identified that, often when stakeholders from the journalism support and media development community come together with human rights organizations, civil society groups, technical experts, and other stakeholders to conduct joint advocacy, research, or other areas of mutual cooperation, significant amounts of time are spent ensuring congruence between viewpoints and priorities.[2] As a follow-up to the meeting in Geneva, this document formulates a clear and concise agenda by outlining key issues relevant to the journalism support and media development community vis-à-vis Internet policy-making, development, and regulation, as well as providing recommendations for common priority areas of engagement.

[1] https://www.eventbrite.com/e/setting-the-agenda-media-development-and-internet-governance-tickets-39628694492

[2] For a summary of the meeting and recommendations for future work, see: https://gfmd.info/media-development-and-internet-governance-setting-the-agenda/.

By identifying policy priorities and engagement synergies with existing communities, this issue paper establishes a foundation for journalism support and media development stakeholders to consolidate their strategies, promote a set of objectives for further collaboration, and customize their delivery at/within relevant Internet governance and policy-related fora/processes. This document does so by exploring the primary issues and processes that overlap between media development and Internet governance, and proposes terms and working modalities that the working group could adopt and focus on in terms of Internet governance.

It concludes with recommendations for the journalism and media development community on ways to include media development priorities in Internet governance discussions, as well as how developments within Internet governance shape discussions about media, and how media organizations themselves address or acknowledge Internet governance debates and processes. It also calls on the journalism support and media development community to join the working group's efforts, and offers appendices with additional information.

Purpose & Aims

The purpose of this issue paper is to:

- Define key technical definitions, working modalities, and important areas in which Internet governance impacts journalism, media, and freedom of expression overall.

- Outline key challenges that the working group is focusing on in terms of Internet governance, while providing recommendations for further engagement.

- Review the current landscape of Internet governance, including various existing legal, technical, corporate, and human rights initiatives relevant to journalism and media, and explore the primary issues and processes that overlap between media development and Internet governance.

Furthermore, this document also aims to:

- Facilitate more granular exploration of specific policy areas, particularly ones concerning media and journalism;

- Explain why such topics are relevant to the journalism support and media development community;

- Explore how the journalism support, media development, and digital rights communities can work together to leverage their expertise and resources more effectively; and

- Establish a central, open, and inclusive position on engaging in Internet policy without creating an unneeded or redundant process.

Working Modality

The Working Group on Internet Governance operates as a non-hierarchical coalition of individuals and organizations seeking to offer perspectives from the journalism support and media development community on conversations and processes related to Internet governance and digital policy. In terms of governance, it relies on volunteers to ensure that the journalism and media community is represented within Internet governance discussions. The working group also reserves the right to establish an executive committee or steering committee-like body. Moreover, the WG cannot speak on behalf of all members of the journalism support and media development community, but instead presents a cohesive voice for those organizations that have committed to being part of the WG and endorse its activities.

The WG intends to hold a face-to-face meeting annually at the global Internet Governance Forum, but will also consider organizing auxiliary/supplemental meetings at other relevant events, such as RightsCon or World Press Freedom Day, per the needs expressed by the WG. At the annual meeting as well as any additional meetings, one of our key tasks will be strategizing how to effectively participate in the event, such as identifying important/relevant sessions, prioritizing them, and appointing WG members to attend in order to ensure our voice is heard. This can also include emailing session organizers to request dedicated time to speak or an invitation to join their official speakers. Furthermore, the WG will coordinate its efforts through an online mailing list – particularly before significant Internet governance events such as RightsCon and the annual global IGF.

The WG will be housed within the GFMD as one of its primary working groups, and the GFMD Secretariat will provide certain resources to the WG, such as website space, an online meeting room (Zoom), and any other administrative or coordination assistance that is necessary. Anyone working within the journalism, news media, journalism support, media development, human rights, and/or Internet governance communities is free to join the group, as it is not meant to be exclusive. GFMD members and partners are especially encouraged to participate, and will also benefit from certain members-only resources, such as briefings, webinars, and more. Any interested party should be willing to promote the principles of the WG, which include a commitment to raising journalism and media development-related concerns within Internet governance and policy-making fora, and promoting the ideas of freedom of expression, media pluralism, editorial independence, self-regulation, and access to information. Membership is especially encouraged among journalists, media development organizations, activists, and others from the Global South.

Lastly, a key function of the WG includes but is not limited to exploring the journalism support and media development community's potential role in:

- Providing information about how to engage in Internet governance processes and help shape digital policy agendas;[3]

[3] For example, see: http://www.cima.ned.org/publication/media-development-digital-age-five-ways-engage-internet-governance/ and https://www.cima.ned.org/blog/getting-involved-in-internet-governance-a-quick-guide

- How to address and include the range of media outlets that exist globally (especially small, local ones as well as large, international ones);

- How to better engage with and include more perspectives from the Global South, as well as actively involve stakeholders from the Global South in relevant Internet governance processes; and

- How to help journalists communicate more effectively about Internet governance in general,[4] but also set common priorities within the journalism support and media development community as well as identify efficient ways to work together.

Ultimately, this working group will not be able to function unless funders and institutions take Internet policy advocacy seriously and support it by joining and funding it. This means that, in addition to working within international fora, taking action at the local and regional levels. Organizing a bi-monthly call to coordinate activities and share which organization is involved in which specific event or process could be beneficial as well. What is the most important, though, is that media development organizations that are willing to be part of this working group actively participate.

[4] https://bit.ly/WS161Report

Setting the Scene: Background & Key Concepts

In the age of digital convergence where broadcasting, computing, and printing have transitioned from analog to digital, journalists and media professionals are experiencing new and evolving challenges to their work. Ranging from the sustainability of journalism and media outlets, to ensuring that the identity of journalistic sources remains secure and that information is freely available and uncensored, these challenges have largely arisen due to technological innovation and digitization, as well as dynamic and transformative approaches to content production, distribution, and consumption that have disrupted media markets.[5] Moreover, there are new gatekeepers to information, whether they be the owners of telecommunications infrastructure or the CEOs of digital platforms, which have eroded the power traditionally held by journalists and editors. The shifting power dynamics has also meant new governance processes and non-traditional media policy actors, such as broadband companies, now impact the media landscape as well as the independence of journalists and media organizations.

One of the most significant and ongoing impacts of digital convergence on journalism is its effect on media viability and sustainability, particularly for non-commercial media.[6] Far too few news organizations have been able to find a sustainable model for journalism online, which translates into less revenue and fewer journalists. A diminished supply of reliable news media can also be seen as a core contributor to the "misinformation" society. Scarcity of local public affairs reporting is probably the biggest market failure associated with digital content markets. In an era of great variety and choice in many different types of information, this gap in the market for public affairs stories gets camouflaged and neglected. This erosion creates "news deserts," with entire regions going uncovered. In Colombia, for example, 37% of the population does not have access to locally produced news in their municipality.[7]

Holistically addressing the challenges mentioned above now requires new forms of engagement with public policy, digital platform providers (e.g., Google, Apple, Spotify, Facebook, Amazon, Microsoft, Tencent, etc.), content producers such as Disney and Netflix, and a host of stakeholders and institutions invested in the Internet ecosystem. After all, where does a journalist turn to if a Facebook algorithm is limiting their content, a government is monitoring their online messages, or a malicious actor is tricking their readers with a deceptive domain name?

This conundrum is particularly apparent in countries where authoritarian regimes actively suppress press freedom. As one member of the WG from Ecuador stressed:

"This [deceptive domain names] *is a key point for many of us. In countries with authoritarian*

[5] As highlighted in this critique of the notion of "permissionless innovation:" https://www.apc.org/en/blog/inside-information-society-permissionless-innovation-and-precautionary-principle

[6] Defined as the ability of media outlets and media landscapes to produce high-quality, fact-based journalism in a sustainable way. It includes the economic viability of journalism and media content creation, and it is crucial for citizens to have stable access to reliable information. Furthermore, it is not only relevant to media organizations, but also about networks and structures in the media market. For more information and examples of economic risks posed to media organizations, see: https://www.mdif.org/wp-content/uploads/2018/10/MDIF_DashBoard_2018.pdf.

[7] https://flip.org.co/cartografias-informacion/

regimes, investigative journalists turned to Internet platforms to circumvent government censorship. But our governments learn fast and paid international companies that know how to take down our content on social media. And our capacities to counter these well-funded campaigns against our content are really limited. Most of the time we have no access to Facebook, Twitter … you named administrators."

Many of these questions are addressed within a set of interrelated processes that impacts how the Internet is managed known as Internet governance.[8] Generally encompassing any aspect of Internet-related development and policy-making, a widely accepted working definition of Internet governance emerged from the 2003 and 2005 World Summit for the Information Society (WSIS) outcome document, the Tunis Agenda for the Information Society.[9] Paragraph 34 of the Tunis Agenda defines **Internet governance** as:

> *The development and application by governments, the private sector, and civil society, in their respective roles, of shared principles, norms, rules, decision-making procedures, and programmes that shape the evolution and use of the Internet.*[10]

Although Internet governance originally referred to the limited set of policy issues associated with the global synchronization and management of domain names, protocols, and IP addresses,[11] it has since swelled to incorporate discussions about almost every aspect of society's relationship to technology – from hardware standards to how content is created, shared, and regulated.

One of the foundational principles of Internet governance, as established during the WSIS process, is the multi-stakeholder model. The model within the context of Internet governance refers to an open, inclusive, bottom-up mechanism where all interested individuals and groups can collaborate together based on accountability and transparency to discuss common issues pertaining to the Internet and information and communications technologies (ICTs), while generating robust, holistic solutions based on dialogue and consensus.[12] Although this definition conforms to an ideal, collaborative multi-stakeholder model, the reality of how the Internet is governed tends to replicate entrenched power dynamics.

Discussions on Internet governance take place in a range of fora, by multiple stakeholders with varying levels of power and influence. Participation facilitates more than

[8] For more information, see: https://www.diplomacy.edu/ig

[9] For more information about the history and development of Internet governance, as well as how it has evolved since the 1990s until the mid-2010s, see this video lecture by Dr. Wolfgang Kleinwächter: https://www.youtube.com/watch?v=5QUrkRtC2Js

[10] https://www.itu.int/net/wsis/docs2/tunis/off/6rev1.html. Note that civil society in this case generally also includes academia and researchers, while intergovernmental organizations, such as the World Bank and the Organization for Security and Co-operation in Europe (OSCE), are included with governments. Not explicitly mentioned is the technical community – in reference to technologists, engineers, researchers, and others who develop code, technical standards, protocols, etc. – which is often considered its own stakeholder group for processes such as the IGF, but otherwise divided into the three stakeholder groups outlined in the Tunis Agenda.

[11] https://www.cfr.org/backgrounder/what-internet-governance

[12] This definition also reflects UNESCO's "R.O.A.M." principles: https://en.unesco.org/internetuniversality/indicators. For more information about the multi-stakeholder model and its relevance to Internet governance, see: https://www.cigionline.org/publications/who-runs-internet-global-multi-stakeholder-model-internet-governance, https://www.internetsociety.org/resources/doc/2016/internet-governance-why-the-multistakeholder-approach-works/, and http://unesdoc.unesco.org/images/0025/002597/259717e.pdf.

merely expanding professional networks; it is meant to enable members of the journalism support and media development community, human rights activists, technical experts, and many others to collaborate with stakeholders from across the Internet ecosystem, leverage the different strengths, expertise, and skills of the various stakeholders involved, and shape discussions and ultimately Internet policy while reflecting the needs and interests of various communities.

Yet, participation in such processes and fora by journalism and media organizations has so far been limited.[13] This means that the voice of journalists and the media community is not sufficiently heard, and so decisions and policies made do not necessarily consider the interests of journalism and media organizations, especially those from the Global South. Thus, providing journalists, producers, media outlets, and other relevant media actors with the information and tools necessary to answer questions like the ones posed above, provide accurate and informed coverage of new and emerging technologies, and participate in Internet governance processes is paramount to both the short-term and long-term future of journalism (see Appendix I for a list of existing tools and resources).

[13] Daniel O'Maley (CIMA) addressed this here: https://www.cima.ned.org/blog/missing-stakeholder-internet-governance/. After participating in IGF 2018, GFMD also released a statement calling on the global Internet governance community to recognize the need for broader inclusion of journalists and the news media community within the IGF and wider Internet governance ecosystem – as individuals who designated themselves as part of the media accounted for 1% of all registered attendees at IGF 2018 (https://dig.watch/sites/default/files/IGF2018Report.pdf). Additionally, the statement calls on journalism organisations, news media, and journalism support and media development organizations to be more engaged in Internet governance bodies and processes. The statement is available at: https://gfmd.info/gfmd-calls-for-broader-inclusion-of-journalists-in-internet-governance/

Setting the Scene: Issues vs. Processes

To understand the relationship between media development and Internet governance, it is prudent to take an in-depth look at what each focuses on, where they connect, and in many cases, overlap. This document takes a closer look at two of these areas in particular – issues and processes – since a cornerstone of understanding how Internet governance works is largely centered around specific policy areas (issues) and where those policy areas are addressed (processes). For more in-depth information, see Appendix II.

Issues

Issues refer to the individual research, policy, and advocacy areas that are relevant to media development and Internet governance processes, such as freedom of expression, cybersecurity, privacy, intermediary liability, and access to information.[14] Key to the issues at hand are also the actors (stakeholders) involved, their positions, and the dynamics that exist within and between them. For instance, this may refer to the regulatory and legislative power a government participating in a particular Internet governance process has, and how that may align with or contend with the business practice of a telecommunications company or Internet service provider (ISP). Additionally, many intergovernmental organizations – such as the Council of Europe,[15] the Organisation for Economic Co-operation and Development (OECD), the World Bank,[16] and the World Trade Organization (WTO) – are involved in Internet governance discussions that reflect media-related issues and priorities, such as algorithmic transparency (Council of Europe), the digital economy (OECD), intellectual property (WTO), and media literacy skills (World Bank).

Processes

Processes refer to the online and in-person activities and events that constitute discussions, agenda setting, and policy-making pertaining to how the Internet, ICTs, and media content are governed and regulated. Although multi-stakeholder dialogue is positioned as the ideal, it often also includes information sharing, unilateral declarations, bilateral and multilateral agreements, and knowledge generation via research and development.[17] Some examples of relevant processes and events include but are not limited to the:

- Internet Governance Forum, and the various national, regional, and subregional IGF initiatives (NRIs);
- Internet Corporation for Assigned Names and Numbers (ICANN);
- Internet Engineering Task Force (IETF);
- Internet Freedom Festival (IFF);

[14] For an extensive list of issues, see: https://dig.watch
[15] https://www.coe.int/en/web/freedom-expression/internet and https://www.coe.int/en/web/freedom-expression/internet-freedom
[16] http://www.worldbank.org/en/topic/digitaldevelopmenthttp://www.worldbank.org/en/topic/digitaldevelopment and http://www.worldbank.org/en/publication/wdr2016
[17] Processes are also sometimes referred to as structures within Internet governance parlance.

- International Telecommunication Union (ITU);[18]
- Institute of Electrical and Electronics Engineers (IEEE);
- Mozilla Festival (MozFest) and MisinfoCon;[19]
- RightsCon Summit Series;[20]
- UNESCO World Press Freedom Day;[21] and
- WSIS Forum.[22]

It should be borne in mind that some policy areas within Internet governance are relegated to fora that pertain to issues with a limited scope, which often reflect the technological component of the Internet, such as Domain Name System (DNS) and root zone policy (e.g., ICANN) or technical standards setting (e.g., IETF and IEEE). Conversely, other fora include a range of issues that tend to be related more to the content, regulatory, and consumer (user) components of the Internet (e.g., IGF and RightsCon). Furthermore, adding to the complexity of the field is the fact that elements of some issues, such as cybersecurity or sustainable development, are not wholly relegated to one particular forum or process. Various stakeholders often address the different components of cybersecurity, for instance, at a range of fora. Indeed, the various processes that exist create a complex web of events, reports, meetings, and discussions, which ultimately makes it difficult to know where to engage about a specific topic or issue.[23]

Other challenges exist related to effectively engaging in Internet governance processes as well. These include challenges pertaining to the availability of resources, a lack of technical acumen needed to meaningfully participate, the legitimacy of certain processes and how they operate,[24] and the sheer amount of issues at stake – not to mention that the lack of cohesive, centralized framework to draw in new actors can be frustrating or intimidating at best, or completely exclude important stakeholders at worst (see Appendix I for more information). Therefore, effectively participating in Internet governance requires knowledge of both issues as well as processes, and can essentially be reduced down to three key actions:

1. Getting informed about the issues at stake;[25]

2. Understanding how processes work that address and impact the issues, as well as the key stakeholders involved; and

[18] Other relevant UN bodies addressing Internet governance-related issues include UNESCO, the Commission on Science and Technology for Development (CSTD), the Human Rights Council (OHCHR), the Department of Economic and Social Affairs (DESA), and the United Nations Children's Fund (UNICEF) – to name a few.
[19] https://misinfocon.com/
[20] https://www.rightscon.org/
[21] https://en.unesco.org/commemorations/worldpressfreedomday
[22] https://www.itu.int/net4/wsis/forum/2018/. Here, for instance, UNESCO annually reports on Action Line C9 of the Tunis Agenda on media in the context of Information Society: http://www.unesco.org/new/en/communication-and-information/unesco-and-wsis/implementation-and-follow-up/unesco-and-wsis-action-lines/c9-media/
[23] See: http://linguasynaptica.com/expanding-internet-universe/
[24] https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3235470
[25] A notable example of this are the multiple Internet policy briefings and newsletters that exist, such as the monthly newsletter published by the Geneva-based DiploFoundation's Geneva Internet Platform (GIP) Digital Watch observatory (https://dig.watch/newsletter) or the Web Foundation's weekly newsletter "Web This Week" (https://webfoundation.org/2017/04/introducing-the-web-this-week-our-trial-weekly-newsletter/).

3. Knowing where to engage about a specific issue in line with the demands of that process and the resources needed to meaningfully participate.

For more information, see Appendix II, which addresses what has already been done in terms of establishing a framework for the journalism support and media development community to participate in Internet governance. This includes resources that are available, and areas of existing research, collaboration, and advocacy.

Issues: Where Media Development & Internet Governance Converge

Many of the issues discussed within Internet governance processes that are relevant to the journalism and media community can be roughly organized into three broad categories based on the relevant issues expanded on in the following sections of this document:[26]

1. Freedom of expression
2. Access to information & digital inclusion
3. Sustainability & economic viability

These categories are in many ways interconnected, especially considering how policy development and technological innovation will continue to impact the economic viability of content production/consumption as well as boost or erode freedom of expression and access to information. Thus, the key issues in each category will naturally overlap with those in other categories; for example, digital media literacy is relevant to both freedom of expression as well as access to information and digital inclusion, while the issue of taxation is relevant to sustainability and economic viability as well as freedom of expression depending on the particular context and region, such as across Africa.[27] Another notable example includes listing privacy regulation and data protection as an access to information and digital inclusion issue, even though it is highly relevant to freedom of expression – specifically, policies related to the so-called "Right to be Forgotten," since content can be removed or de-indexed as a result of legislation or court decisions.[28]

Additionally, even if certain policy areas are listed under "key issues" in the sections below, that does not necessarily mean that each of these policy areas will always be a direct priority of the working group.[29] Instead, these key issues are meant to be areas where the WG can further collaborate together – either now or in the future. They are also accentuated by policy areas of high or increasing relevance to the journalism support and media development community, which are currently hotly debated issues within Internet governance processes as well. Moreover, determining which of these key issues to address – as well as when and where to address them – should be the outcome of a thorough, bottom-up, and inclusive consultation process. As explained in the recommendations section, however, this working group would benefit from mapping and prioritizing specific issues and processes since not all processes in particular are equally relevant to media actors or media development actors.

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[26] These three categories are reflected by the GIP Digital Watch observatory's taxonomy of Internet-related issues as well. See: https://dig.watch/issues

[27] https://www.wired.com/story/uganda-social-media-tax-stays-for-now/ and http://www.africanews.com/2018/07/11/is-uganda-s-social-media-tax-giving-other-african-leaders-ideas//. Also see: https://a4ai.org/why-is-africa-taxing-online-services/

[28] https://www.cima.ned.org/publication/right-to-be-forgotten-threat-press-freedom-digital-age/ and https://www.cima.ned.org/blog/mission-creep-the-expanding-scope-of-the-right-to-be-forgotten/

[29] In fact, the key issues presented echo the 2018 Reuters Institute Digital News Report's (http://www.digitalnewsreport.org/) findings, which also focuses on the issues of trust and misinformation, new online business models, the impact of changing Facebook algorithms, and the rise of new platforms and messaging apps. For more information, see: http://media.digitalnewsreport.org/wp-content/uploads/2018/06/DNR_2018-FINAL_WEB.pdf?x89475

Category I: Freedom of Expression

Fighting censorship and advocating for press freedom is a core component of journalism support and media development,[30] and freedom of expression is one of the most relevant topics within the Internet governance community as well. This often manifests itself through overt actions, such as authoritarian regimes cracking down on free expression and press freedom, or using digital tools to quell dissent and censor political speech,[31] to more complex discussions, such as those regarding content policy and regulation – for instance, concerning hate speech – or platforms unilaterally censoring content.[32] The amount of data produced online (see: Category III) has also raised multiple privacy-related and legal concerns,[33] and media platforms are at the heart of the debate – as well as controversy – surrounding them.[34] Moreover, cybersecurity and digital privacy is a notable issue within this category since security is paramount to ensuring the Internet is protected as a space for expression.[35] It is also vital for journalists and media professionals since secure communications are an important tool used to keep sources secret and when conducting investigative journalism[36]

Key issues

Key issues for the working group to address within this category may include but are not limited to:

- Censorship circumvention & monitoring – e.g., Error Code 451[37]
- Content moderation, policy, & regulation – e.g., countering hate speech; countering violent extremism (CVE);[38] disinformation, misinformation, & propaganda ("fake news[39]" & trust)[40]

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[30] For instance, see: http://unesdoc.unesco.org/images/0026/002610/261065e.pdf

[31] Relevant examples are presented in this CIMA report: https://www.cima.ned.org/publication/new-wave-censorship-distributed-attacks-expression-press-freedom/

[32] For example, see: https://motherboard.vice.com/en_us/article/59jgka/a-brief-history-of-youtube-censorship

[33] https://www.technologyreview.com/s/612588/its-time-for-a-bill-of-data-rights/

[34] https://www.nytimes.com/2018/03/24/technology/google-facebook-data-privacy.html

[35] https://bit.ly/privacyVSsecurity

[36] As the cybersecurity section in Appendix II demonstrates, a plethora of organizations ranging from human rights groups to cybersecurity collectives are already highly engaged in Internet governance processes. Thus, while individual journalism support and media development organizations should continue to help build capacity regarding cybersecurity best practices among journalists and get involved in processes that involve standards and protocols related to security and privacy, this does not necessarily need to be a priority area of engagement for the WG. Conversely, however, the IETF, IEEE, and ICANN all feature cybersecurity prominently, and would likely benefit from added perspective from journalists and media professionals.

[37] https://developer.mozilla.org/en-US/docs/Web/HTTP/Status/451

[38] For instance, see: https://www.counterextremism.com and http://www.paccsresearch.org.uk/news/countering-violent-extremism-new-report

[39] The term "fake news," while commonly used after it became popularized during the 2016 U.S. presidential election, is essentially a softer, more benign reference to disinformation, misinformation, and/or propaganda that has severe consequences for journalists and erodes trust in media institutions (e.g., see: https://guides.lib.umich.edu/fakenews, https://www.poynter.org/news/reporters-stop-calling-everything-fake-news, and http://www.bostonherald.com/news/columnists/jessica_heslam/2018/08/fake_news_has_real_effect). It even led the U.K. government to ban the term: https://www.telegraph.co.uk/technology/2018/10/22/government-bans-phrase-fake-news/. For more information and resources, see: https://gfmd.info/internet-governance/

[40] https://hbr.org/cover-story/2018/07/truth-disrupted, https://blog.mozilla.org/netpolicy/files/2018/03/HLEG-on-Fake-News_Final-Report.pdf, https://drive.google.com/file/d/1VRIMmdmvsRp2r2q7ttexe3Ccn36hc3oz/view, and http://globalnetpolicy.org/wp-content/uploads/2018/05/Fake-News-Report_Final.pdf. Also see: https://ec.europa.eu/digital-single-market/en/news/final-report-high-level-expert-group-fake-news-and-online-disinformation

- Cybersecurity[41]
- Jurisdiction
- Network disruptions & Internet shutdowns
- Over-the-top (OTT) service regulation[42]
- Platform responsibility & Internet gatekeeping

For more information about each specific policy area covered, see Appendix III.

Recommended areas for potential collaboration & impact

- **Addressing hate speech regulation** – Hate speech is categorized as speech that attacks a person or group on the basis of attributes such as but not limited to race, religion, ethnic origin, sexual orientation, disability, or gender. It has become one of the most challenging issues for media organizations,[43] exemplified by the case in Myanmar,[44] and is also a major topic of discussion within the Internet governance community. Media organizations have a leading role to play in countering hate speech within their own domain (such as encouraging conflict sensitive reporting and multicultural awareness campaigns),[45] but can also collaborate with organizations like the Council of Europe's No Hate Speech campaign[46] and platforms to build consensus on effective means of countering hate speech without eroding dissent or creating a pernicious environment of online monitoring and surveillance.[47]

Relevant stakeholders & processes

Governments & intergovernmental bodies: Council of Europe; Court of Justice of the European Union (CJEU); Government of Germany; United Nations Office of the High Commissioner on Human Rights (UNOHC)

Example IG initiative: The Council of Europe's No Hate Speech Movement,[48] and the European Federation of Journalists' (EFJ) Media Against Hate project[49]

[41] Specifically as an enabling right to safeguard the freedoms of expression and access to information. This is particularly relevant to journalists, especially with regards to encryption (http://unesdoc.unesco.org/images/0024/002465/246527e.pdf), accountability and transparency in our digital age (http://unesdoc.unesco.org/images/0024/002466/246610e.pdf), and keeping sources secure (http://unesdoc.unesco.org/images/0024/002480/248054e.pdf).
[42] Over-the-top (OTT) is a term used to refer to content providers that distribute streaming media as a standalone product directly to consumers over the Internet, bypassing telecommunications, multichannel television, and broadcast television platforms that traditionally act as a controller or distributor of such content.
[43] https://ethicaljournalismnetwork.org/resources/publications/ethics-in-the-news/hate-speech
[44] For in-depth reporting and history, see: https://www.wired.com/story/how-facebooks-rise-fueled-chaos-and-confusion-in-myanmar/, http://time.com/5368709/facebook-hate-speech-myanmar-report-rohingya/, and https://www.reuters.com/investigates/special-report/myanmar-facebook-hate/
[45] https://en.unesco.org/5-ways-to-counter-hate-speech
[46] https://www.nohatespeechmovement.org/hate-speech-watch
[47] Also see: http://unesdoc.unesco.org/images/0023/002332/233231e.pdf, https://rm.coe.int/1680665ba7, and https://www.article19.org/resources/hate-speech-explained-a-toolkit/
[48] https://www.nohatespeechmovement.org/hate-speech-watch
[49] http://europeanjournalists.org/mediaagainsthate/cat/resources/

- **Over-the-top (OTT) service regulation** – Countries around the world are moving to regulate Internet services and mobile applications, from communications apps like Skype, Facebook Messenger, and WhatsApp, to services like Airbnb, Netflix, and Uber.[50] As Access Now has stressed, "Even though regulation can be necessary to protect users' rights – like it is to ensure data protection – some regulatory proposals risk our right to freedom of expression and can also thwart economic, social, and cultural rights."[51] It is important that the journalism support and media development community add their voice to these regulatory processes, especially within the national legal and political frameworks of the countries that are drafting/implementing OTT regulation or related policies.

  Relevant stakeholders & processes

  Varies from country-to-country (i.e., national governments and local/regional civil society organizations). Examples include:

  Governments & intergovernmental bodies: Body of European Regulators for Electronic Communications (BEREC); Federal Communications Commission (FCC); ITU-T Study Group 3; U.K. Office of Communications (OfCom)

  Private sector: Fusion Media Group; Hulu; Netflix; Spotify; Vice Media; YouTube

  Civil society: Electronic Frontier Foundation (EFF)

  Example IG initiative: The Terms of Service; Didn't Read (ToS;DR) project, which simplifies terms of service (ToS) policies, and the IGF Dynamic Coalition on Platform Responsibility[52]

- **Policy dialogue & best practices for online content regulation** – According to 2017 estimates, Internet users around the world generate approximately 2.5 quintillion bytes per day,[53] while the amount of Facebook posts, Weibo messages, LinkedIn messages, tweets, YouTube videos, and other forms of content generated and uploaded per month is in the multi-billions – and growing.[54] While the sheer amount of content available offers seemingly unlimited avenues for new kinds of

[50] For more information, see: http://www.ictregulationtoolkit.org/toolkit/2.5, https://cto.int/wp-content/uploads/2018/06/CTO-OTT-Study_Report-Final-Stakeholders-Copy-18-Jun-2018.pdf, and https://www.reuters.com/article/us-kaye-media-commentary/commentary-how-to-fix-social-media-without-censorship-idUSKBN1JF34H. Additional resources available at: https://www.itu.int/en/ITU-D/Regional-Presence/ArabStates/Documents/events/2015/FN/pres/New/Future%20Networks%20-%20Session%204-%20Regulating%20OTT%20services%20V1-0.pdf, https://www.itu.int/en/ITU-D/Regional-Presence/AsiaPacific/Documents/Events/2016/Jul-RR-ITP/OTT_Muhammad_Ahmed_Kamal.pdf, and https://www.bakermckenzie.com/en/insight/publications/2016/08/regulating-over-the-top-services

[51] https://www.accessnow.org/watch-bad-regulation-ott-services-can-risk-rights/

[52] https://www.intgovforum.org/multilingual/content/dynamic-coalition-on-platform-responsibility

[53] http://www.iflscience.com/technology/how-much-data-does-the-world-generate-every-minute/

[54] http://www.visualcapitalist.com/internet-minute-2018/

engagement, community building, entertainment, learning, and much more, it also includes pernicious consequences – such as the rapid spread of disinformation and misinformation, and creating spaces for extremism to proliferate. Yet, the lack of safeguards or other considerations built into the design of Internet platforms related to how such platforms can be abused, misused, or weaponized also contributes to creating a more hostile environment overall – both online and offline. As a 2018 *New York Times* report on how technology has fueled extremism noted:

> "Over the last 10 years, Silicon Valley's social media companies have expanded their reach and influence to the furthest corners of the world. But it has become glaringly apparent that the companies never quite understood the negative consequences of that influence nor what to do about it – and that they cannot put the genie back in the bottle."[55]

Governments have responded to this challenge in various ways, such as requiring one or more digital platforms to moderate content (as in the case of Germany[56]) or creating new standards, principles, and best practices on how to address disinformation and misinformation[57] (such as in the case of the EU's Code of Practice on Disinformation[58]), while platforms have responded by more heavily relying on content moderation and artificial intelligence (i.e., machine learning), automatic flagging, and other technological measures – with mixed and inconclusive results.[59]

Yet, there is no panacea for content moderation; harmful content negatively impacts human moderators, while technology typically does not understand nuance. [60] Violence, child pornography, suicide, and a host of other forms of harmful content must be properly tackled without encouraging censorship[61] or undermining end-to-end encryption,[62] and while addressing nuanced issues that are often subject

[55] https://www.nytimes.com/2018/10/29/technology/hate-on-social-media.html
[56] https://www.nytimes.com/2018/05/19/technology/facebook-deletion-center-germany.html
[57] One example is: https://www.criticalinformation.org.uk/fightingfakenews. Another is the Principles of the Law Governing the Internet: https://www.parliament.uk/business/committees/committees-a-z/commons-select/digital-culture-media-and-sport-committee/news/declaration-internet-17-19/
[58] https://ec.europa.eu/digital-single-market/en/news/code-practice-disinformation
[59] https://www.article19.org/resources/regulating-social-media-content-why-ai-alone-cannot-solve-the-problem/, https://www.technologyreview.com/s/612236/even-the-best-ai-for-spotting-fake-news-is-still-terrible/ , and https://cdt.org/files/2017/11/2017-11-13-Mixed-Messages-Paper.pdf. Also see: https://www.cima.ned.org/blog/facebook-google-will-not-save-us-fake-news-must-save/
[60] For instance, see: https://www.nytimes.com/2016/09/10/technology/facebook-vietnam-war-photo-nudity.html.
[61] https://freedex.org/a-human-rights-approach-to-platform-content-regulation/ and https://www.gp-digital.org/news/our-response-to-david-kayes-report-on-platform-content-regulation/. Also see: https://www.reuters.com/article/us-kaye-media-commentary/commentary-how-to-fix-social-media-without-censorship-idUSKBN1JF34H and https://www.gp-digital.org/wp-content/uploads/2018/05/A-rights-respecting-model-of-online-content-regulation-by-platforms.pdf
[62] As an example of balancing privacy and security, see this proposed solution for addressing WhatsApp's disinformation/misinformation problem: https://www.cjr.org/tow_center/whatsapp-doesnt-have-to-break-encryption-to-beat-fake-news.php

to content moderation, such as with nudity.[63] Instead, a cocktail of solutions are needed,[64] including but certainly not limited to:

- Inclusive, research-driven, and evidence-based regulation;[65]
- Greater oversight, transparency, and accountability;
- Expanded digital media literacy and critical thinking education;
- Robust and accurate fact checking;
- Inclusive dialogue aiming to address archaic laws and regulations and/or draft new ones; and
- Collaborative, multi-stakeholder processes aimed at establishing consensus-based best practices for content moderation and effective, accountable self-regulation.[66]

The journalism support and media development community have a critical role to play in this endeavor, particularly with projects like the Journalism Trust Initiative (JTI) – a collaborative Reporters Without Borders (RSF) project to combat disinformation and misinformation. Moreover, this community should play a greater role in Internet governance and policy discussions that relate to regulating and moderating online content as well as highlighting the significant difference between content regulation and market regulation (for more information, see Appendix III).

Relevant stakeholders & processes

Governments & intergovernmental bodies: David Kaye (UN);[67] EU; Government of Germany; Office of the United Nations High Commissioner for Human Rights (OHCHR); UN Human Rights Council

Private sector: Amazon; Facebook, Google; Microsoft; Twitter, etc.

Civil society: ARTICLE 19; Association for Progressive Communications (APC); Global Partners Digital (GPD); New America's Open Technology Institute (OTI);

Example IG initiative: The EU's online platform regulation process[68]

[63] For instance, see this satirical post highlighting the value differences manifesting through coverage of an incident involving nudity by a U.S.-based newspaper and a Swiss newspaper: https://imgur.com/wyP2eci. It also includes content such as breastfeeding, which is often censored, specifically on Facebook and Instagram (e.g., see: https://www.theguardian.com/technology/2016/sep/09/facebook-history-censoring-nudity-automated-human-means).
[64] *The New York Times* provides examples of how multiple solutions needed to address disinformation and misinformation in a video they created on this topic: https://youtu.be/yA-FCxFQNHg
[65] E.g., https://edri.org/civil-society-calls-for-evidence-based-solutions-to-disinformation/
[66] https://medium.com/trust-media-and-democracy/how-to-hold-platforms-accountable-without-heavy-regulation-c08b00f49f03
[67] United Nations special rapporteur on the promotion and protection of the right to freedom of opinion and expression
[68] https://ec.europa.eu/digital-single-market/en/online-platforms-digital-single-market

Category II: Access to Information & Digital Inclusion

In addition to challenges to freedom of expression, another group of issues impacts how users are able to access the Internet and participate online. As content is increasingly digitized, being able to access information and think critically about the media content being consumed is key to economic progress and a pillar of an informed citizenry. This includes some of the most important issues pertaining to the ability to access the Internet as well as the skills needed to responsibly consume digital media. Moreover, access to information, freedom of information, and Internet freedom are three of the top-five media development donor priorities,[69] which only underscores the importance of the relationship between journalism support, media development, and Internet governance.

Key issues

Key issues for the working group to address within this category may include but are not limited to:

- Accessibility of content
- Copyright, geoblocking, & intellectual property[70]
- Digital media literacy
- Gender & access for marginalized groups
- Internet as a tool for promoting democratization & good governance
- Local & multilingual content
- Meaningful Internet access
- Network neutrality & zero rating
- Privacy regulation & data protection – e.g., the so-called "Right to be Forgotten" and the EU's General Data Protection Regulation (GDPR)[71]
- The relationship between the UN's Sustainable Development Agenda,[72] journalism, and media, particularly Sustainable Development Goal (SDG) 16.10[73]
- Accountability and transparency of technical & infrastructural resource ownership, specifically country code top-level domain (ccTLD) registries,[74] ISPs, & mobile operators

For more information about each specific policy area covered, see Appendix IV.

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[69] https://www.cima.ned.org/blog/tracking-media-development-donor-support-update-2016-funding-levels/ and https://www.cima.ned.org/publication/slowly-shifting-field/

[70] This is a contentious areas for journalists, as issues like "link taxes" in Europe (see: https://savethelink.org/me) and other measures often pit the journalism and media community against Internet rights activists. For more information, see: https://www.theguardian.com/commentisfree/2018/aug/28/war-reporters-internet-giants-news-journalism-facebook-google-eu-vote-copyright , https://twitter.com/Senficon/status/1034336730470658048?s=09, and https://www.afp.com/en/news/15/leading-journalists-join-call-eu-copyright-reform-doc-18n0xu3

[71] See: https://ec.europa.eu/info/law/law-topic/data-protection_en and https://www.eugdpr.org/. The text of the regulation is available at: https://gdpr-info.eu/

[72] https://www.un.org/sustainabledevelopment/development-agenda/

[73] It aims to "ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements." For more information, see: https://sustainabledevelopment.un.org/sdg16 and https://gfmd.info/sdg/

[74] Examples of ccTLDs include: .fr, .eu, .za, .ly, etc.

Recommended areas for potential collaboration & impact

- **Advocating for network neutrality legislation & policy** – This issue is relevant to countries around the world, such as India,[75] the U.S.,[76] Brazil,[77] and many more.[78] It not only involves discussions about the utility of net neutrality and how it positively impacts consumers and platform independence,[79] but also related elements, such as the practice of "zero rating" – providing Internet access without financial cost under certain conditions, such as by only permitting access to certain websites or by subsidizing the service with advertising.[80] The journalism support and media development community should advocate wherever possible for strong network neutrality protections to ensure fair and equal treatment of content from all platforms without offering priority to any one provider over another.[81] Related efforts may also include providing more detailed and informed coverage of zero rating – specifically to debunk the common assumption that it is positive for consumers since multiple studies and reports have shown otherwise[82] – and establishing a clear position on the practice since it can limit access to journalistic content.

Relevant stakeholders & processes

Governments & intergovernmental bodies: European Commission (EC); FCC and other regulators; national governments

Private sector: Telecommunications companies like AT&T, Bharti Airtel, Comcast, Deutsche Telekom, Etisalat, Telefónica, Verizon, etc.

Civil society: Center for Democracy & Technology; Centre for Communication Governance at National Law University, Delhi; Centre for Internet & Society; EFF; Free Press; Mozilla; Open Media; Public Citizen; Wikimedia Foundation

[75] https://www.accessnow.org/step-forward-net-neutrality-india-leap-ahead-protecting-global-open-internet/ and https://www.theguardian.com/technology/2016/feb/08/india-facebook-free-basics-net-neutrality-row
[76] https://www.accessnow.org/did-you-get-the-memo-on-net-neutrality-in-the-u-s-here-you-go/
[77] https://www.digitalrightslac.net/en/cual-es-el-futuro-de-la-neutralidad-de-la-red-en-el-brasil/
[78] http://www.thedrum.com/opinion/2017/12/21/the-future-media-and-net-neutrality
[79] https://www.freepress.net/sites/default/files/2018-06/internet-access-and-online-video-markets-are-thriving-in-title-II-era.pdf, https://www.opendemocracy.net/luca-belli/scramble-for-data-and-need-for-network-self-determination, https://www.knightfoundation.org/features/netneutrality, and https://www.internetsociety.org/policybriefs/networkneutrality/
[80] https://cyber.harvard.edu/publications/2017/10/zerorating. For more information about how it relates to media pluralism, see this 2018 CIMA report: https://www.cima.ned.org/publication/zero-rating-the-news/
[81] Reasonable exceptions for effective data traffic management, such as for emergency services, could be considered, however. See: https://www.opendemocracy.net/digitaliberties/michael-j-oghia/future-of-us-net-neutrality-under-trump and https://www.thequint.com/news/india/trai-leaves-out-special-services-from-recommendations
[82] https://blog.mozilla.org/blog/2017/07/31/mozilla-releases-research-results-zero-rating-not-serving-ramp-internet/, https://medium.com/read-write-participate/lessons-from-global-practices-on-zero-rating-a62e7c4189b5, and https://dash.harvard.edu/bitstream/handle/1/33982356/2017-10_zerorating.pdf?sequence=1

Example IG initiative: The Dialogue on Zero Rating and Network Neutrality main session at IGF 2015[83]

- **Fostering digital literacy education & ICT skills training** – The importance of digital skills and media literacy[84] has already been recognized by many Internet governance and development stakeholders,[85] particularly in relation to education, democracy, and access to information.[86] Yet, this working group can also work with local, regional, and international organizations seeking to expand digital literacy training, effectively counter disinformation and misinformation,[87] and build trust.[88] The WG can do so by leveraging its experience to effectively collaborate with other stakeholders addressing this media and information literacy (MIL),[89] and focusing on, for instance, what it means to use digital media in a responsible way, understanding news cycles, analyzing the bias held by different media outlets,[90] evaluating conflicts of interest and funding behind content producers, how to recognize misinformation or "deepfakes,"[91] the ability to identify and evaluate the credibility of information, identify financial interests behind information and conflicts of interest, and more.[92]

Relevant stakeholders & processes

Governments & intergovernmental bodies: UNESCO (e.g., Global Alliance for Partnerships on Media and Information Literacy); UNICEF

Civil society: Center for Media Literacy; Common Sense Media; Media Education Lab; Media Literacy Project; Media Smarts; Media Smart UK; MediaWise; Project New Media Literacies (NML)

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[83] https://www.intgovforum.org/cms/documents/igf-meeting/igf-2015-joao-pessoa/igf2015-reports/583-igf2015a-dialogue-on-zerorating-and-network-neutrality/file

[84] http://www.cima.ned.org/wp-content/uploads/2015/02/CIMA-Media_Literacy_Understanding_The_News-Report.pdf, https://www.knightfoundation.org/media/uploads/publication_pdfs/Digital_and_Media_Literacy_A_Plan_of_Action.pdf, and https://en.unesco.org/themes/media-and-information-literacy

[85] https://cris.vub.be/en/publications/media-literacy-and-internet-governance(e7f12a2b-7848-40c3-ad11-60ed02b3d5b8).html, https://www.cigionline.org/sites/default/files/gcig_no27web_0.pdf, and http://www.worldbank.org/en/publication/wdr2016.

[86] https://da2i.ifla.org/sites/da2i.ifla.org/files/uploads/docs/da2i-2017-full-report.pdf, https://www.article19.org/data/files/medialibrary/38832/Open-Development--Access-to-Information-and-the-SDGs-2017.pdf, and http://unesdoc.unesco.org/images/0018/001803/180312e.pdf

[87] https://ec.europa.eu/digital-single-market/en/news/final-report-high-level-expert-group-fake-news-and-online-disinformation.

[88] http://www.pewinternet.org/2017/10/19/the-future-of-truth-and-misinformation-online/

[89] https://rm.coe.int/msi-joq-2018-04-draft-study-on-media-and-information-literacy-in-the-d/168078b801

[90] https://mediabiasfactcheck.com/

[91] Refers to the ability to use artificial intelligence to generate a fake image, audio recording, or video that looks and/or sounds indistinguishable from the individual it is meant to imitate (see: https://edition.cnn.com/interactive/2019/01/business/pentagons-race-against-deepfakes/, https://gizmodo.com/deepfake-videos-are-getting-impossibly-good-1826759848 and https://www.bloomberg.com/view/articles/2018-06-13/the-deep-fake-video-threat). For more information, specifically about solutions and interventions, see: https://blog.witness.org/2018/07/deepfakes-and-solutions/, https://www.wired.com/story/these-new-tricks-can-outsmart-deepfake-videosfor-now/, and https://www.technologyreview.com/s/612357/deepfake-busting-apps-can-spot-even-a-single-pixel-out-of-place/

[92] http://mediasmarts.ca/digital-media-literacy/general-information/digital-media-literacy-fundamentals/media-literacy-fundamentals

Example IG initiative: The Better Internet for Kids initiative (U.K.), which includes media literacy as a central focus area to help protect and educate children[93]

- **Monitoring Right to be Forgotten developments** – The so-called "Right to be Forgotten" (RTBF) refers to the removal of content from either search engine indexes or even the entire Internet so that it is not readily accessible to end users. While RTBF policy manifests positively for individual rights, left unchecked, it has endangered press freedom by leading to the removal of news articles and disrupting the digital public record.[94] As the notable French philosopher Jacques Derrida argued in his 1995 book *Archive Fever*, "Effective democratization can always be measured by this essential criterion: the participation in and access to the archive." Thus, it is important journalism support and media development organizations monitor RTBF legislation in individual countries, and advocate for the preservation of archived information.

Relevant stakeholders & processes

Governments & intergovernmental bodies: CJEU; EC; national governments (specifically courts and legislatures)

Private sector: DuckDuckGo; Google; Microsoft (Bing)

Civil society: Access Now; ARTICLE 19; European Digital Rights Initiative (EDRi); International Federation of Library Associations and Institutions (IFLA); and organizations that advocate for press freedom and the right to information, such as the Committee to Protect Journalists (CPJ), Reporters Committee for Freedom of the Press, Wikimedia Foundation; and the World Association of Newspapers and News Publishers (WAN-IFRA)

Example IG initiative: CIMA's 2018 report on the RTBF and its relationship to press freedom, Internet governance, and access to information[95]

- **Promoting local & multilingual content** – An Internet connection is practically useless if a user cannot understand the content they need to access or if it is not relevant to their needs.[96] Given the myriad challenges to local news production and plurality that digital media poses,[97] local content may be a significant way to

[93] https://www.betterinternetforkids.eu/web/portal/practice/awareness/detail?articleId=1001234
[94] https://www.cima.ned.org/publication/right-to-be-forgotten-threat-press-freedom-digital-age/ and https://www.cima.ned.org/blog/mission-creep-the-expanding-scope-of-the-right-to-be-forgotten/
[95] https://www.cima.ned.org/publication/right-to-be-forgotten-threat-press-freedom-digital-age/
[96] https://www.oecd.org/internet/ieconomy/50305352.pdf and https://www.internetsociety.org/policybriefs/localcontent
[97] For example, see: https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2018-04/JenkinsNielsenDigitalTransitionLocalNews.pdf and https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2017-11/News%20Plurality%20in%20a%20Digital%20World_0.pdf

strengthen local news outlets while also supporting existing media development initiatives such as United For News.[98] Thus, it is imperative that journalism support and media development organizations advocate for more production of local and multilingual content to help make the Internet more relevant for new and existing audiences.

Relevant stakeholders & processes

Development & technical community organizations: ICANN's geographic names policy development processes (PDPs); IEEE; IFLA; Internet Society (ISOC); OECD; World Bank; World Economic Forum (WEF); UNESCO, and other development-centered organizations

Example IG initiative: The IGF Best Practice Forum (BPF) on Local Content[99]

[98] https://www.unitedfornews.org/
[99] https://www.intgovforum.org/multilingual/index.php?q=filedepot_download/5005/1055

Category III: Sustainability & Economic Viability

The Internet has opened up a world of possibilities for information exchange, giving independent content producers the ability to reach a global audience of millions if not billions. Not all information is created equally, however. While someone can create an informative, 10-minute-long YouTube video in a few hours that receives a million views, an investigative report running for the same duration needs time, resources, and much more to produce a high-quality piece of journalism.[100] As the European Centre for Press & Media Freedom (ECPMF) has stressed, "Independence of media and free journalism is only possible if media companies are economically independent and financially sustainable." Sustainable content production is key to the future of journalism and digital media. Monetizing digital media is also at the heart of many taxation discussions around the world.[101]

In 2017, ISOC published its *Global Internet Report: Paths to Our Digital Future*,[102] which outlined a number of "driving forces" that will shape how the Internet will evolve in the next three-to-five years. Of the six driving forces examined, the report concludes that "the ways in which the Internet economy could evolve in the future [may] have significant implications for the other drivers, and in particular cyber threats, the role of governments, and networks, standards and interoperability." The traditional media industry is one of many economic sectors that are disrupted by the Internet economy. For all those sectors, the economy is changing faster than the rules governing it. The systems currently in place to regulate markets and businesses are based on 20th-century concepts of how an economy works. Tom Wheeler, senior research fellow at Shorenstein Center and former FCC chairman, warns that the time to develop rules for Internet capitalism is overdue: "The new realities of agile, fast-paced, continually-evolving digital activities require a rethinking of the proper approach to government oversight … The solution is not to abandon oversight, but to adapt such oversight with digital economy concepts replacing industrial economy concepts."[103]

Two key dimensions of the emerging digital economy are the precious resource of **data** – which *The Economist* has deemed more valuable than oil,[104] as it is essentially the tangible, digital product of human decision-making over time[105] – and new **infrastructure** – algorithms and other forms of AI, patents,[106] and supercomputers, among others, which will likely have a significant impact on how future economic, political, and social institutions are built, and rely on ever-growing data streams to feed algorithms, analytics, and business decisions. The current digital landscape offers myriad hints that validate this vision of the future. During an "Internet minute" in 2018, for instance, Facebook logs around 973,000 logins on average in a single minute, while YouTube logs 4.3 million video views, the dating platform Tinder logs 1.1 million

[100] https://cmds.ceu.edu/sites/cmcs.ceu.hu/files/attachment/article/1129/humeinvestigativejournalismsurvey_0.pdf
[101] https://www.thetimes.co.uk/article/jeremy-corbyn-tax-on-web-giants-would-fund-the-bbc-b0s02ptfh
[102] https://future.internetsociety.org/wp-content/uploads/2017/09/2017-Internet-Society-Global-Internet-Report-Paths-to-Our-Digital-Future.pdf
[103] https://shorensteincenter.org/developing-rules-internet-capitalism/
[104] https://www.economist.com/leaders/2017/05/06/the-worlds-most-valuable-resource-is-no-longer-oil-but-data
[105] Every Facebook like, Amazon purchase, tweet, Instagram photo uploaded, Tinder swipe, e-government service accessed, online search, email sent, and the myriad other online activities contribute to our digital footprint, which itself is a reflection of our individual identity.
[106] https://www.visualcapitalist.com/patent-wars-tech-innovation-supremacy/

swipes, and Google logs 3.7 million searches.[107] To put this into perspective, digital flows now represent a larger part of gross domestic product (GDP) growth than centuries-old trade in goods. In fact, the McKinsey Global Institute (MGI) estimates that 543 terabits of data flow across borders every second, where data accounts for US$2.8 trillion of this impact.[108]

As more of our lives and subsequent outcomes of our decision-making are transformed into data, the uninhibited and opaque collection, use, and trade of personal data by several companies has created virtual (data) monopolies and bottlenecks to efficient and freely functioning digital marketplaces.[109] Moreover, barriers to entry for new, innovative services are constantly rising, while the space for public services, including public service journalism, is rapidly shrinking. Multibillion-dollar technology companies compete directly with media companies for the attention, loyalty, and engagement of users, as well as for the wallets of every advertising company that used to help support the business model of journalism. This is also exacerbated by the focus many newsrooms place on technology-led innovation instead of strategic approaches to audience engagement, storytelling, and business development in line with the needs and interests of their reader base/community.[110] As the U.S.-based advocacy and policy organization Public Knowledge eloquently underlined in a three-part series,[111] any serious effort to address the myriad problems plaguing social media platforms must also address the challenges faced by news media. In other words, *content-related* issues must also be seen within the wider context of *market-related* issues.

Further complicating the economic component of the digital media landscape is the relationship between monetizing digital media and taxation,[112] which is only supplemented by contentious debates about whether new financial legislation and regulation is needed to address digital content or if existing laws and/or media self-regulation suffice. Given the breadth of challenges to media sustainability as well as the dialogue and cooperation required to address them, the journalism support and media development community is in a prime position to raise such issues in Internet governance fora.

Key issues

Key issues for the working group to address within this category may include but are not limited to:

- Antitrust action & media consolidation[113]

[107] http://www.visualcapitalist.com/internet-minute-2018/. For additional context using information from the 2017 Internet Minute statistics, this means that, for example, the 900,000 users among Facebook's more than 2 billion users logged onto the platform approximately 520.3 billion times in 2017 alone. To see more about how it compares to an Internet minute from 2017, visit: http://www.visualcapitalist.com/happens-internet-minute-2017/

[108] https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/digital-globalization-the-new-era-of-global-flows

[109] https://unctad.org/en/PublicationsLibrary/tdr2018_en.pdf. Also see: https://www.theatlantic.com/ideas/archive/2018/12/post-advertising-future-media/578917/ and https://openmarketsinstitute.org/wp-content/uploads/2018/06/Americas-Free-Press-and-Monopoly-PDF-1.pdf

[110] https://reutersinstitute.politics.ox.ac.uk/risj-review/journalism-overly-obsessed-bright-shiny-things

[111] https://www.publicknowledge.org/news-blog/blogs/part-v-we-need-to-fix-the-news-media-not-just-social-media-1

[112] https://ethicaljournalismnetwork.org/money-taxing-tech-survival-journalism

[113] This ranges from media publishing consolidation and media capture, to breaking up social media platforms

- Content monetization and sustainable economic models for journalism and news media organizations
- Digital advertising market dynamics, data governance policies, analytics, and transparency
- Emerging issues significant to media innovation & viability[114]
- Intermediary liability, and algorithmic accountability & transparency
- Regulation and market rules for the new era – e.g., regulation of data flows for the Internet economy
- Taxation & intellectual property rules

For more information about each specific policy area covered, see Appendix V.

Recommended areas for potential collaboration & impact

- **Advocating for platform algorithm accountability and transparency** – Even minor tweaks to the algorithms that power platforms like Facebook, Google, Twitter, and others employ can have a dramatic impact on content and news producers as well as the type of information that consumers see.[115] While major platforms generally release transparency reports detailing the types of requests they receive from governments and what kind of content they remove,[116] the complex formulas behind platform algorithms and their other forms of artificial intelligence are closely guarded industry secrets.[117] Algorithms also tend to err on the side of over-censorship,[118] and little is known about algorithmic decision-making – including by the inventors and designers themselves.[119] Moreover, AI in general and algorithms in particular present additional challenges to freedom of expression and privacy,[120] as well as raise new ethical dilemmas,[121]

[114] Such as AI, the Internet of things (IoT), "big data," driverless cars, blockchain technologies, etc.
[115] https://futurism.com/mark-zuckerberg-news-trust/. Also see the 2018 Edelman Trust Barometer: https://www.edelman.com/trust-barometer
[116] For example, see Google's transparency reports: https://transparencyreport.google.com/?hl=en. Also see: https://qz.com/1316050/tech-companies-just-woke-up-to-a-big-problem-with-their-ai/
[117] https://www.nytimes.com/2018/06/14/business/media/mark-thompson-facebook-algorithm.html, https://www.nytimes.com/2018/09/05/technology/google-trump-bias.html, and https://www.nature.com/articles/d41586-018-05469-3. Also see: https://hbr.org/2018/07/we-need-transparency-in-algorithms-but-too-much-can-backfire
[118] https://www.article19.org/wp-content/uploads/2018/04/Privacy-and-Freedom-of-Expression-In-the-Age-of-Artificial-Intelligence-1.pdf and https://cdt.org/files/2017/11/2017-11-13-Mixed-Messages-Paper.pdf
[119] This is partially due to three key aspects of how an algorithm is designed, which relate to how it evolves over time: (1) The large quantities of data feeding into an algorithm make it difficult to pinpoint what led to a potential cascade of machine decisions. (2) The fact that different coders work on different parts of an algorithm, not just one team (so it's made of different parts working together). (3) The algorithm itself is often made up of other complex algorithms. For more information, see: https://www.technologyreview.com/s/604087/the-dark-secret-at-the-heart-of-ai/, https://www.theguardian.com/technology/2018/aug/29/coding-algorithms-frankenalgos-program-danger, https://www.the-tls.co.uk/articles/public/ridiculously-complicated-algorithms/, https://qz.com/1146753/ai-is-now-so-complex-its-creators-cant-trust-why-it-makes-decisions/, and https://bigthink.com/21st-century-spirituality/black-box-ai, and https://www.theguardian.com/technology/2018/jul/25/ai-artificial-intelligence-social-media-bots-wrong
[120] https://www.article19.org/wp-content/uploads/2018/04/Privacy-and-Freedom-of-Expression-In-the-Age-of-Artificial-Intelligence-1.pdf. Also see: https://www.cjr.org/tow_center/prepare-to-welcome-our-accountability-bot-overlords.php
[121] Such dilemmas also contradict ongoing efforts to create principles and established norms for responsible and beneficial research and development of AI that respect human rights, such as the Council of Europe's European Commission for the Efficiency of Justice (CEPEJ) European Ethical Charter on the Use of Artificial Intelligence in Judicial Systems and Their Environment (https://www.coe.int/en/web/cepej/cepej-european-ethical-charter-on-the-use-of-artificial-intelligence-ai-in-judicial-systems-and-their-environment / https://rm.coe.int/ethical-charter-en-for-publication-4-december-2018/16808f699c), the Toronto Declaration on Equality and Non-Discrimination in Machine Learning

challenges for journalists,[122] issues concerning good governance,[123] and even threaten democratic governance.[124] This is due, in part, because the use of AI can facilitate an environment that produces or reinforces filter bubbles, echo chambers, and other elements that are antithetical to free access to information.

The relationship between platform algorithms, business models, and democracy succinctly summarized by Dr. Zeynep Tufekci's comments on Facebook CEO Mark Zuckerberg's defense the company policies:

> "And the unfortunate truth is that by design, business model, and algorithm, Facebook has made it easy for it to be weaponized to spread misinformation and fraudulent content. Sadly, this business model is also lucrative, especially during elections. Sheryl Sandberg, Facebook's chief operating officer, called the 2016 election 'a big deal in terms of ad spend' for the company, and it was. No wonder there has been increasing scrutiny of the platform."[125]

Senior European Commission official, Paul Nemitz, later reinforced Tufekci's points when he wrote the following about the ethical and legal challenges of governing artificial intelligence in a 2018 report[126] for the *Royal Society*:

> "We need a new culture of technology and business development for the age of AI which we call 'rule of law, democracy and human rights by design.' [These core ideas should be baked into AI, because we are entering][127] a world in which technologies like AI become all pervasive and are actually incorporating and executing the rules according to which we live in large part … The absence of such framing for the internet economy has already led to a widespread culture of disregard of the law and put democracy in danger, the Facebook Cambridge Analytica scandal being only the latest wake-up call."

As Internet gatekeepers,[128] not only would greater transparency from the platforms behind such complex algorithms help with fighting disinformation and

(https://www.accessnow.org/cms/assets/uploads/2018/08/The-Toronto-Declaration_ENG_08-2018.pdf), and The Future of Life Institute's Open Letter on AI (https://futureoflife.org/ai-open-letter/) and AI Principles (https://futureoflife.org/ai-principles/). For more information, also see: https://www.cnil.fr/sites/default/files/atoms/files/cnil_rapport_ai_gb_web.pdf and https://www.rand.org/content/dam/rand/pubs/research_reports/RR1700/RR1744/RAND_RR1744.pdf

[122] https://www.docdroid.net/j1VHMMr/pef-ai-report-september-2017-web.pdf

[123] For more information, see the open discussion on AI hosted by UNESCO, the Internet Society, and Mozilla in Paris, France, in November 2018 titled, Harnessing Artificial Intelligence to advance Knowledge Societies and Good Governance: https://www.youtube.com/watch?v=77LNQq9s3tU

[124] https://www.technologyreview.com/s/611806/how-social-media-took-us-from-tahrir-square-to-donald-trump/, http://rsta.royalsocietypublishing.org/content/376/2133/20180089, and https://www.wired.com/story/free-speech-issue-tech-turmoil-new-censorship/. Also see: https://paulmcbride.me/2017/11/08/enrichment-and-exploitation-how-algorithms-affect-democracy/ and https://bostonreview.net/science-nature/clara-hendrickson-democracy-vs-algorithm

[125] https://www.nytimes.com/2017/09/29/opinion/mark-zuckerberg-facebook.html?_r=0

[126] http://rsta.royalsocietypublishing.org/content/376/2133/20180089

[127] Text borrowed from: https://www.theguardian.com/commentisfree/2018/oct/28/regulate-ai-new-laws-code-of-ethics-technology-power

[128] https://www.cima.ned.org/blog/the-new-gatekeepers-why-the-media-development-community-needs-to-pay-attention-to-algorithms/

misinformation,[129] for instance, but also help media organizations adapt to changes as well as better understand how content is being delivered over platforms[130] – or even advocating for a "rights-respecting model" of online content regulation by platforms and governments.[131] This could begin with platforms opening their algorithmic code to researchers, technologists, and others for scrutiny to get a better understanding of how the code works (akin to how operating system code is open-source to allow for external actors to find and report security flaws / bugs, and then get them patched). In line with increasing transparency and accountability, another proposed measure involves platforms and other technology firms to appoint an independent ombudsman to oversee their algorithm(s).[132] Journalists and media companies must also recognize and incorporate the fact that, according to Maria Teresa Ronderos – the former director of the Open Society Program on Independent Journalism at Open Society Foundations (OSF) – artificial intelligence demands genuine journalism.[133]

This is a crosscutting issue that the journalism support and media development community is ripe to address, which also relates to sustainability and economic viability. Furthermore, it is an issue that will require cross-sectoral and multi-stakeholder collaboration, trust, and dialogue to address – particularly with governments and private sector firms/platforms, as the lack of action may likely lead to regulation, financial penalties, and/or even mandated breaking up of platforms (antitrust).[134]

Relevant stakeholders & processes

Governments & intergovernmental bodies: Council of Europe, EC, EU, Open Government Partnership, UNESCO, U.S. Federal Trade Commission (FTC)

Private sector: Amazon; Facebook; Google; Microsoft; Twitter, etc.

Civil society: Access Now; ARTICLE 19; EFF; Electronic Privacy Information Center (EPIC); Internet Sans Frontiers; Ranking Digital Rights; Web Foundation

Example IG initiatives: Algorithm Watch, a Berlin, Germany-based, non-profit initiative whose mission is to evaluate and shed light on algorithmic decision-making processes, the Council of Europe's Expert Committee on Human Rights Dimensions of Automated Data Processing and Different Forms of Artificial Intelligence (MSI-AUT),[135] and the

[129] https://techcrunch.com/2018/03/12/report-calls-for-algorithmic-transparency-and-education-to-fight-fake-news/.
[130] For more information, see: https://towcenter.org/towards-a-standard-for-algorithmic-transparency-in-the-media/, http://www.nickdiakopoulos.com/wp-content/uploads/2016/07/Algorithmic-Transparency-in-the-News-Media-Final.pdf, and http://www.law.nyu.edu/sites/default/files/upload_documents/Nicholas%20Diakopoulos.pdf
[131] https://www.gp-digital.org/wp-content/uploads/2018/05/A-rights-respecting-model-of-online-content-regulation-by-platforms.pdf. It is worth noting, however, that legislating without a thorough understanding of the different types of AI, such as bots, and how they function can have negative consequences. For more information, see: https://onlinelibrary.wiley.com/doi/pdf/10.1002/poi3.184
[132] https://www.cima.ned.org/blog/algorithm-ombudsman/
[133] https://medium.com/innovation-in-journalism/artificial-intelligence-demands-genuine-journalism-8519c4e0fc86
[134] https://www.theverge.com/2018/9/4/17816572/tim-wu-facebook-regulation-interview-curse-of-bigness-antitrust. Also see: https://www.economist.com/leaders/2018/01/18/how-to-tame-the-tech-titans
[135] https://algorithmwatch.org/en/

UNESCO Communication and Information Sector's open discussion on artificial intelligence at IGF 2018[136]

- **Educating journalists about properly reporting on technology-related issues** – Emerging technologies – including by not limited to artificial intelligence, the Internet of Things (IoT),[137] blockchain technologies, driverless cars, "big data,"[138] etc. – often make headlines, and are increasingly a regular part of the news and political discourses. Journalists are not always prepared to report on such developments, however. An example of this in practice involves AI, which has emerged as a powerful disruptor of established media practice that is a common topic among publishers. The vast majority of practical applications of AI currently in use employ algorithms and machine learning;[139] yet, when journalists report about AI, it often involves apocalyptic imagery, science fiction fantasy, or blatant sensationalism.[140] Additionally, media outlets' "coverage of AI frequently amplifies self-interested assertions of AI's value and potential, while positioning AI primarily as a private commercial concern and undercutting the role of public action in addressing AI, according to a December 2018 report by the Reuters Institute for the Study of Journalism (RSJ) at the University of Oxford that examined U.K. media coverage of AI.[141]

  Reporting about hackers and hacker culture is similarly skewed and deeply problematic, leading to journalists often reinforcing stereotypes and alienate potential – and badly needed – partners and collaborators within the technical community. As a result, this pushes hackers and other technologists away, making it harder for journalists finding technology-related assistance and advice when they need it. Concurrently, reporting with greater nuance and making distinctions between the kinds and uses of various technologies, such as Tor, the Dark Web,[142] and encryption, as to avoid simplistic labeling or overly broad generalizations and reductions that can hurt access to these technologies for journalists, activists, dissidents, and others. Addressing more openly how such technologies are also key to the work of journalism may also be helpful, particularly at helping journalists and others more aware of their positive use.

  Providing capacity building, training, and educational materials and resources for journalists regarding more proper and informed ways to cover technology-related

[136] https://en.unesco.org/news/unesco-s-communication-and-information-sector-invites-experts-contribute-open-discussion

[137] The IoT refers to Internet-connected devices that embedded with sensors and other technology that allows it to communicate with other Internet-connected devices. Examples include refrigerators, cars, smartwatches, and much more. For more information, see: https://www.forbes.com/sites/jacobmorgan/2014/05/13/simple-explanation-internet-things-that-anyone-can-understand/#7b5716d31d09.

[138] Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.

[139] Which can also be a tool in helping journalists better understand their own biases, as an IREX study found: https://www.irex.org/sites/default/files/node/resource/machine-learning-media-content-analysis.pdf

[140] https://www.theguardian.com/technology/2018/jul/25/ai-artificial-intelligence-social-media-bots-wrong. Also see: https://aeon.co/essays/true-ai-is-both-logically-possible-and-utterly-implausible

[141] https://reutersinstitute.politics.ox.ac.uk/risj-review/uk-media-coverage-artificial-intelligence-dominated-industry-and-industry-sources

[142] https://www.diplomacy.edu/blog/dark-web-good-bad-and-ugly and https://www.cnbc.com/2018/09/06/beyond-the-valley-understanding-the-mysteries-of-the-dark-web.html

issues within the media sector is another way this WG can be effective at influencing both policy discussions[143] and the wider public discourse about emerging technologies. Moreover, such training may be useful in providing more balanced coverage of emerging technologies so that it moves away from predominantly positive coverage that ignores real and present problems they also cause or exacerbate – such as the IoT's troubling security issues.[144]

- **Highlighting issues within multi-stakeholder bodies related to advertising markets, data analytics, and trading transparency** – Together, Google and Facebook dominate the global digital advertising market. In 2017, for instance, the duopoly accounted for more than 63% of all U.S. digital advertising investment – around US$52.17 billion – and is expected to increase by more than US$10 billion in 2018.[145] This constitutes a significant majority of their yearly revenues, making them the biggest advertising platforms in the world. This is, of course, all possible due to their unprecedented access and usage of personal digital data. At the same time, total global newspaper advertising revenue is on course to lose about US$23.8 billion in annual revenues from 2012 and 2021.[146] It is estimated that more than 10% of this decline, around US$3 billion, will be a loss of annual revenue for local news media, mostly local newspapers that used to be the main source of community and public service information around the world.[147] As a result, newspapers and other media published have turned to a variety of ways to address the changes to how news is consumed, including placing articles behind a paywall (where a paid subscription is needed to access content) and offering premium subscription packages that offer unique benefits such as access to additional content. Yet, these solutions underscore how, even though more original content is being consumed than ever before, less revenue is flowing to the creators and owners of that content.

  The ways platforms use data and content for economies of scale, without appropriate set of standards, market regulation, and transparency, led to significant market externalities such as digital ad fraud.[148] An estimated US$19 billion will be lost to ad fraud in 2018, and a major portion of that will go to criminals who use bots[149] and other means to siphon money out of the digital ad ecosystem.[150] Economies of scale applied to online content have also enabled ubiquity of "click bait," sponsored content, behavioral advertising, and misinformation campaigns. There is growing pressure on businesses like Facebook[151] and Google[152] to offer media and advertisers more

[143] https://tech.newstatesman.com/guest-opinion/regulating-artificial-intelligence-ai
[144] For more information, see: https://blog.malwarebytes.com/101/2017/12/internet-things-iot-security-never/, https://www.techrepublic.com/article/ddos-attacks-increased-91-in-2017-thanks-to-iot/, and https://www.sciencedirect.com/science/article/pii/S1361372315300841. For potential solutions, see: https://www.enisa.europa.eu/topics/iot-and-smart-infrastructures/iot/baseline-security-recommendations-for-iot-interactive-tool.
[145] https://www.emarketer.com/Article/Google-Facebook-Tighten-Grip-on-US-Digital-Ad-Market/1016494
[146] https://www.pwc.com/gx/en/industries/tmt/media/outlook/segment-insights/newspapers.html
[147] Ibid.
[148] https://digiday.com/media/fight-ad-fraud-4-charts/
[149] A bot is a software application that runs automated tasks (scripts) over the Internet. For more information, see: https://gijn.org/2018/11/05/how-to-identify-bots-trolls-and-botnet
[150] Ibid.
[151] http://www.niemanlab.org/2018/12/publishers-come-to-terms-with-being-facebooks-enablers/
[152] http://adage.com/article/special-report-advertising-week/google-admits-brand-safety-problem/308344/

transparency and a more robust understanding of their proprietary data. This essentially translates to finding a way to match the "gold standard" of Joint Industry Currency (JIC) [153] and establish multi-stakeholder industry bodies, which many countries have long used to reliably trade advertising inventory. Relatedly, when it comes to market power, competition authorities and antitrust regulators have a significant role to play as well – as exemplified by the Australian Competition & Consumer Commission's (ACCC) Digital Platforms Inquiry's preliminary report.[154]

The long-term health and prosperity of journalism and the media industry as well as demis reliant on objectivity and confidence of audience measurement data as well as re-emphasizing the value of quality over quantity since "advertising in quality environments, such as on newsbrand sites, drives greater engagement."[155] Audience data is a cornerstone of the industry; it is fundamental to both editorial decision-making and monetary transactions. Moreover, there is a clear connection between business models, targeted advertising, "surveillance capitalism," and content monetization, which is ultimately hurting both media sustainability and economic viability as well as democracy as a whole.[156] Thus, it is critical that these issues be raised in multi-stakeholder fora that address the digital economy, and the journalism support and media development community is in a prime position to facilitate such discussions.

Examples of relevant IG initiatives

United for News Coalition – This media sustainability initiative was founded by Internews with the support of the WEF, and includes stakeholders that range from GFMD and the Media Development Investment Fund (MDIF), to Bloomberg and GSMA. [157] It aims to create a global platform of reputable media at all levels of the market against which brands and agencies can direct a greater share of their programmatic advertising budget, and thus, help sustain local and national media markets globally.[158]

Incorporated Society of British Advertisers (ISBA) – The Institute of Practitioners in Advertising (IPA) joined forces with the U.K. advertising industry to call upon the media industry to demand objective and independent data aiming to underpin the accountability of all media and their respective trading markets. ISBA also believes that greater accountability and transparency is needed and that now is the time for an independent, industry-backed oversight body to be established to set standards and monitor content moderation across all the social media and technology platforms.

[153] http://www.ipa.co.uk/Page/joint-industry-media-research
[154] https://www.accc.gov.au/system/files/ACCC%20Digital%20Platforms%20Inquiry%20-%20Preliminary%20Report.pdf. The U.K. Government also emphasized this point in their 2019 report, titled: "Disinformation and 'fake news': Final Report" (p. 67). See: https://publications.parliament.uk/pa/cm201719/cmselect/cmcumeds/1791/1791.pdf
[155] https://www.newsworks.org.uk/resources/value-of-quality
[156] https://motherboard.vice.com/en_us/article/xwjden/targeted-advertising-is-ruining-the-internet-and-breaking-the-world, https://shorensteincenter.org/digital-deceit-ii-policy-agenda-fight-disinformation-internet/, and https://datasociety.net/wp-content/uploads/2018/10/DS_Digital_Influence_Machine.pdf.
[157] https://www.gsma.com/
[158] For more information, see: https://www.unitedfornews.org/

- **Lobbying for economic and sustainability considerations in policy** – Given the information presented in the introduction to this category, it is important for journalism support and media development community to ensure that economic considerations for the media sector are highlighted across the board in Internet governance spaces, especially since the Internet is a leading battleground for content monetization, and safeguard their future viability.[159]

- **Providing oversight of digital media consolidation** – Consolidation, mergers, and acquisitions[160] are leading to more concentrated media ownership[161] and fewer large production and distribution companies.[162] Together, new digital and mobile technologies along with new trends[163] in media consolidation are disrupting established media business models,[164] particularly in emerging and developing markets.[165] Sustainable content production is key to the future of digital media, and negotiations regarding ad revenue sharing between content producers and platforms are a major aspect of the intersection between media production and Internet governance.[166] At the same time, however, it is clear that innovation and creativity is needed as well, such as by employing new technological solutions[167] or seeking new content distribution platforms and strategies.

- **Speaking out about regulating data flows in the Internet economy** – One of the most central issues relevant to journalism support and media development organizations pertains to how data is generated, stored, and protected, as well as how the companies collecting it use, analyze, and trade that data. Technology platforms act as self-appointed guardians of the world's data, engaging in activities from data harvesting to data analysis, and use data collected from its users to better design and target advertising in line with individual profiles, for instance. From the commercial Internet's inception in the 1990s, this has raised concerns about how platforms are tracking and monitoring users, such as with bits of code known as tracking cookies that record a user's web activity, or tying that data back to individual users so that governments or other third parties can utilize information gleaned from their online activity. Moreover, it raises larger concerns about who owns or has a control over usage of data – a platform, the user, or another party – as well as whom a platform truly serves: the users that are producing data, or advertisers, political actors, or governments to which many platforms

[159] For helpful recommendations, see this Twitter thread: https://twitter.com/amywebb/status/974631217218891777?s=19
[160] https://www.visualcapitalist.com/interactive-major-tech-acquisitions/
[161] See Reporters Without Borders' (RSF) Media Ownership Monitor (MOM) for in-depth, country-specific analysis: https://www.mom-rsf.org/en/
[162] https://www.freepress.net/issues/media-control
[163] http://www.europarl.europa.eu/thinktank/en/document.html?reference=EPRS_STU(2018)612835
[164] http://www.wan-ifra.org/articles/2011/06/07/financially-viable-media-in-emerging-and-developing-markets and http://nymag.com/selectall/2018/04/an-apology-for-the-internet-from-the-people-who-built-it.html
[165] For examples, see: https://www.cima.ned.org/what-is-media-development/sustainability/ and http://www.dw.com/en/the-long-term-sustainable-media-viable-media/a-18670796
[166] https://www.emarketer.com/Report/Medias-Digital-Challenge-Publisher-Strategies-Monetizing-Content-Across-Platforms/2001893
[167] Such as Publicisim, a blockchain-based platform focusing on media freedom and innovation: https://www.publicism.nl/. For more information about blockchain and journalism, see: http://www.niemanlab.org/2018/09/how-to-buy-into-journalisms-blockchain-future-in-only-44-steps/

sell that data. This is only exacerbated by the fact that users often have to opt-in to privacy protections instead of opting-out, meaning they are not necessarily activated by default. New regulations like the European Union's General Data Protection Regulation (GDPR) are redefining consumer protection regulation by addressing how individual users can manage their privacy and control their data, while scandals such as the Facebook-Cambridge Analytica revelations[168] only serve to demonstrate why this issue will continue to gain relevance with time.

Examples of relevant IG initiatives

The Managing Alternatives for Privacy, Property, and Internet Governance (MAPPING) project – Building on the results of several EU Framework Programmes for Research and Technological Development (FP7) projects[169] – including CONSENT,[170] which addresses online consent and privacy on digital platforms; SMART,[171] which relates to IoT growth and security; and RESPECT,[172] which addresses the balance between privacy and security – MAPPING's goal is to create an all-round and "joined-up" understanding of the many and varied economic, social, legal, and ethical aspects of the recent developments on the Internet, and their consequences for the individual and society at large. MAPPING specifically investigates and debates the existing innovation policies, business models, and legal frameworks related to the implementation of the Digital Agenda for Europe as well as the changes needed to set up an improved governance structure for the EU innovation ecosystem.[173]

DataCollaboratives.org – A resource on creating public value by exchanging data. In sync with the mission of the GovLab,[174] the site seeks to provide insight on how responsible exchange of corporate data can improve people's lives. It results from different partnerships with UNICEF and Omidyar Network.[175] The term data collaborative refers to a new form of collaboration, beyond the public-private partnership model, in which participants from different sectors – including private companies, research institutions, and government agencies – can exchange data to help solve public problems. In the coming months and years, data collaboratives will be essential vehicles for harnessing the vast stores of privately held data toward the public good. Journalists and media organizations can take advantage of the opportunity to participate in various data collaboratives aiming to report on issues that range from the U.N. Sustainable Development Goals (SDGs) to organized crime.[176]

[168] https://dig.watch/trends/cambridge-analytica and https://www.nytimes.com/2018/03/18/us/cambridge-analytica-facebook-privacy-data.html
[169] https://ec.europa.eu/research/fp7/index_en.cfm
[170] https://cordis.europa.eu/project/rcn/94079_en.html
[171] https://cordis.europa.eu/project/rcn/109708_en.html
[172] https://cordis.europa.eu/project/rcn/104278_en.html
[173] For additional information, see: https://cordis.europa.eu/project/rcn/111214_en.html
[174] http://www.thegovlab.org/
[175] https://www.omidyar.com/
[176] Such as with the Organized Crime and Corruption Reporting Project (OCCRP): https://tech.occrp.org/projects/

Recommendations for Engagement in Internet Governance

The journalism support and media development community is in a prime position to add its expertise and insight to Internet governance discussions. Just as many media stakeholders are unfamiliar with the Internet governance community, however, the same unfamiliarity with journalism support and media development posits for many members of the Internet governance community. Making the overlap between these two communities explicit is critical to promoting engagement and collaboration as well as research and advocacy.[177] Additional recommendations are divided into three categories, and include:

Capacity building & training

- Provide capacity building for journalists as well as media outlets and producers about Internet governance issues and processes, such as trainings, concise policy briefings, webinars, blog posts, etc., particularly since communicating about Internet governance is complex and hardly straightforward.[178] This recommendation can also include capacity building on ways journalists can cover new and emerging technologies.

- Appoint a technical expert as a resource person for the journalism support and media development community to act as an advisor, with the ultimate aim to help facilitate engagement with technical policy-making and standards and protocol development. This person could raise awareness about the digital threats to journalism, inform about technical issues and concerns that impact the media environment and journalists, and update the WG about the technical nature of the various censorship tools used. This recommendation could also include creating a network of engineers, programmers, technologists, and other technical experts to help train journalism support and media development organizations about specific technical matters. A long-term goal of this recommendation is to help facilitate the elevation of technical expertise so that it is treated as equal to policy expertise.

- Advocate for an Internet governance and policy syllabus at journalism schools as well as increase coverage of Internet governance in journalism and media development summer schools and academies.[179] This also includes engaging with existing schools on Internet governance (SIGs) – such as the European Summer School on Internet Governance (EuroSSIG)[180] or African School on Internet Governance (AfriSIG)[181] – to increase awareness about issues relevant to journalists and media as well as potential areas for collaboration.

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[177] As this report demonstrates, research is within digital rights advocacy is highly understated: http://globalnetpolicy.org/wp-content/uploads/2018/03/final_needs_corrected.pdf

[178] https://bit.ly/WS161Report

[179] The Annenberg-Oxford Summer Media Policy Institute (AnOx) (http://pcmlp.socleg.ox.ac.uk/news/annenberg-oxford-media-policy-summer-institute/) and the Media and Digital Literacy Academy of Beirut (MDLAB) (http://mdlab.center/) provide good examples of this in practice.

[180] https://eurossig.eu

[181] http://afrisig.org/

Expand coverage & boost collaboration

- Fund the participation of journalists, media practitioners, journalism support, and media development organizations from the Global South and underrepresented areas in Internet governance processes, particularly to bring first-hand experiences on the impact of surveillance, censorship, and other relevant issues to discussions.

- Expand journalistic coverage of Internet governance processes and events, especially since media outlets rarely offer any coverage of events to the public.

- Create a geographically and gender-balanced database of Internet governance experts for journalists to contact, and a database of journalism support and media development organizations focusing on Internet governance along with details of which issues in particular. This would also complement a future mapping activity that more thoroughly identifies and analyzes crosscutting issues between media development and Internet governance.

- Promote collaboration and dialogue among actors from each of the major stakeholder groups involved in Internet governance, especially government and private sector stakeholders,[182] by engaging with existing coalitions in Internet governance fora. Examples include the government-focused Freedom Online Coalition (FOC) and Open Government Partnership,[183] the IGF's Dynamic Coalitions (DCs), such as the Internet Rights and Principles Coalition (IRPC)[184] and/or the Dynamic Coalition on Platform Responsibility (DCPR), the Global Internet Governance Academic Network (GigaNet), and the private sector-focused Internet Governance Coalition (IGC).

- In line with the previous recommendation, there are also more immediate opportunities for concrete engagement. These include but are not limited to:

    - Internet Governance Forum

        - Nominating a member of the WG to the IGF Multistakeholder Advisory Group (MAG), its governance body that oversees the IGF and decides on the agenda and schedule, to ensure the concerns of the

[182] As a 2015 CIMA report stressed: "Now in 2015, as democracy is in retreat in many areas of the world, media systems are crumbling under the weight of illiberal politics. The media development community must understand that in today's climate media development cannot be successful through predominantly technical approaches and remedies. Politics matter and if donors and implementers are to contribute to the strengthening of media systems, there must be greater emphasis on building a foundation of political support at the country level to provide enabling environments for media to thrive." See: http://www.cima.ned.org/wp-content/uploads/2015/08/CIMA-The-Politics-of-Media-Development.pdf

[183] https://www.opengovpartnership.org/

[184] An example of such collaboration occurred at IGF 2017 in Geneva where members of the IRPC together with media development groups (e.g., CIMA) and civil society groups (e.g., the National Democratic Institute (NDI)) for a panel that explored threats to democratic processes online. For more information, see: http://www.intgovforum.org/multilingual/content/igf-2017-ws-154-the-distributed-denial-of-democracy-threats-to-democratic-processes-online. The report from that session is available at: https://dig.watch/sessions/distributed-denial-democracy-threats-democratic-processes-online-ws154

journalism and media community are heard. This may also include seeking the endorsement of the Civil Society Coordination Group (CSCG), a coalition of civil society groups that recommends candidates to the IGF Secretariat,[185] for our nominee(s).

- Reactivating the Dynamic Coalition on Freedom of Expression and Freedom of the Media,[186] or creating a new DC with the support of the IGF Secretariat. Doing so would guarantee a dedicated session at the Global IGF (pending certain conditions are met[187]).

- Contributing to the IGF's Intersessional activities,[188] such as the Best Practice Forum on Local Content[189] or the Policy Options for Connecting and Enabling the Next Billion(s) initiative.[190]

- Host a flash session on emerging issues or other relevant policy areas at the global IGF and/or national, sub-regional, or regional IGFs.

- Encouraging members of the WG to apply for ISOC's IGF Ambassador program.[191]

- Organize a remote participation hub.[192]

- Work with NRIs, DCs, and MAG members to co-organize a main session.

- Council of Europe

  - Actively contributing to the Committee of Experts on Human Rights Dimensions of Automated Data Processing and Different Forms of Artificial Intelligence (MSI-AUT) and Committee of Experts on Quality Journalism in the Digital Age (MSI-JOQ) committees by submitting comments during open consultations, or working with existing GFMD members on the committees such as ARTICLE 19 (MSI-AUT and MSI-JOQ) and the Ethical Journalism Network (MSI-JOQ).

  - Supporting the development and implementation of the MSI-JOQ's *Draft Recommendation on Promoting a Favourable Environment for Quality Journalism in the Digital Age*.[193]

[185] http://www.internetgov-cs.org/procedures
[186] https://dcexpression.wordpress.com/
[187] https://www.intgovforum.org/multilingual/content/dynamic-coalitions-4
[188] https://www.intgovforum.org/multilingual/content/thematic-work
[189] https://www.intgovforum.org/multilingual/content/bpf-local-content-0
[190] https://www.intgovforum.org/multilingual/content/igf-policy-options-for-connecting-and-enabling-the-next-billions
[191] https://www.internetsociety.org/leadership/igf-ambassadors/
[192] http://www.intgovforum.org/multilingual/content/igf-2018-remote-hubs
[193] https://rm.coe.int/msi-joq-2018-03-draft-recommendation-on-promoting-a-favourable-environ/168078b802

- Support the work of the Global Network Initiative (GNI)[194] and the GNI Principles,[195] specifically to IMS, Index on Censorship, Internews, and SMEX – members of this WG and/or GFMD members.

- Support the Web Foundation by signing their Contract for the Web.[196]

- Contributing to Mozilla's annual Internet Health Report.[197]

- Support Reporters Without Borders and the Information & Democracy Commission by endorsing their International Declaration on Information and Democracy.[198]

- Nominating members of the working group for fellowships and related opportunities, such as the IFF's Fellowship program,[199] ICANN's Fellowship program,[200] or the Ford Foundation-Mozilla Open Web Fellows program.[201]

- Contribute to UNESCO expert groups and open discussions, such as the open discussion on AI at IGF 2018.[202]

- Reach out directly to platform representatives and invite them to engage in dialogue with the WG.

- Submit news and updates to the GIP Digital Watch monthly newsletter.[203]

Utilize existing resources

- Unite the relevant journalism support, media development, and Internet governance priorities of major journalism support and media development funding agencies.[204]

- Take advantage of existing cybersecurity resources (see Appendix II), as well as opportunities like remote participation during events such as ICANN meetings[205] and the IGF.[206]

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[194] GNI helps companies respect freedom of expression and privacy rights when faced with government pressure to hand over user data, remove content, or restrict communications. For more information, see: https://globalnetworkinitiative.org/
[195] https://globalnetworkinitiative.org/gni-principles/
[196] https://contractfortheweb.org/
[197] https://internethealthreport.org/
[198] https://rsf.org/en/news/international-declaration-information-and-democracy-principles-global-information-and-communication
[199] https://internetfreedomfestival.org/fellowship/
[200] https://www.icann.org/fellowshipprogram
[201] https://advocacy.mozilla.org/en-US/open-web-fellows/overview
[202] https://en.unesco.org/news/unesco-s-communication-and-information-sector-invites-experts-contribute-open-discussion
[203] https://dig.watch/newsletter
[204] For example, see: https://www.cima.ned.org/blog/tracking-media-development-donor-support-update-2016-funding-levels. For more information about journalism support and media development donor priorities, see: https://www.cima.ned.org/publication/slowly-shifting-field/
[205] https://meetings.icann.org/en/remote-participation
[206] http://www.intgovforum.org/multilingual/content/igf-2017-remote-hubs

- Encourage applications to fellowships and capacity building programs like the Centre for Media Pluralism and Media Freedom (CMPF) Summer School for Journalists and Media Practitioners,[207] the Annenberg-Oxford Summer Media Policy Institute (AnOx) program, the Lebanese American University (LAU) Media and Digital Literacy Academy of Beirut (MDLAB), the Balkan Investigative Reporting Network (BIRN) Summer School of Investigative Reporting,[208] and the European Centre for Press & Media Freedom (ECPMF) Journalist-in-Residence program for at-risk journalists.[209]

[207] http://cmpf.eui.eu/apply-cmpfs-2018-summer-school-journalists-media-practitioners/
[208] http://birnsummerschool.org/
[209] https://ecpmf.eu/get-help/journalists-in-residence

Conclusion & Next Steps

The media development community has a clear and relevant need to be more actively involved in Internet governance. In order for this to happen in a sustainable way, however, will require commitment from a variety of media development stakeholders. It is crucial that this WG implement the recommendations listed above, as well as discern the policy and advocacy areas that we will focus on, either as a group or individually. This may require follow-up documents, such as a more nuanced and detailed strategy, and will undoubtedly rely on coordination about WG members and partners.

Additionally, communication about this document, disseminating it widely, and providing outreach to relevant organizations and people are all necessary next steps. This WG can identify relevant stakeholders not already involved, as well as encourage them to participate and shape our agenda. We can also share this document on relevant email lists, and promote it within our respective organizations, networks, and communities.

This document will also remain a working (living) document, which will allow new and existing WG members to propose new recommendations, suggest amendments, update relevant stakeholders, and ensure this document maintains its relevance and usefulness. Since the recommendations are not binding and are instead meant to guide the WG's work, the issues and recommendations outlined in this document can be developed into more detailed advocacy plans, funding proposals, or other tools meant to help increase engagement by the journalism support and media development community in Internet policy spaces.

For more information about how to join or get involved,[210] please contact Michael J. Oghia at: moghia@gfmd.info, and check out the Internet Governance section of the GFMD Resource Center at: https://gfmd.info/internet-governance.

[210] For additional information and links, also see: https://eurodigwiki.org/wiki/How_to_get_involved

Appendix I: Tools & Other Existing Resources

The journalism support and media development community has been involved either directly or indirectly with Internet governance, but generally as individual organizations and not organized as a collective voice or special interest. While the WG asserts that there are multiple areas ripe for increased collaboration, there have already been relevant events, publications, and initiatives spearheaded by journalism support, media development, and other related organizations that address Internet governance, often within the framework of human rights and democratization.

Many resources already exist that specifically frames the relationship between media development and Internet governance. One of the principal resources is *Media Development in the Digital Age: Five Ways to Engage in Internet Governance*,[211] which was jointly published in 2017 by CIMA and ARTICLE 19.[212] Not only did it lay much of the groundwork work for the WG's mission by establishing a primer to address points two and three listed on the previous page, but it also directly outlined how journalism support and media development organizations should participate in Internet governance discussions along with thoughtful rationale as to why they should do so as well. It was later followed-up by a guide suggesting multiple ways for the journalism support and media development community as well as human rights activists, journalists, and others to get involved in Internet governance.[213]

Although some overlap exists, what sets the CIMA and ARTICLE 19 report apart from this issue paper concerns the overall objective of each. The former identified relevant organizations and communities focusing on Internet governance-related work that members of the journalism support and media development community can participate in, and then advised them on how to engage in such work. Alternatively, this document maps individual issues and processes relevant to both the media development and Internet governance communities, and suggests methods for how a working group of journalism support and media development professionals can more effectively collaborate with one another to increase their impact and leverage their resources more efficiently.

Another relevant publication is Deutsche Welle (DW) Akademie and iRights Labs' comprehensive *Guidebook on Internet Governance: Media Freedom in a Connected World*.[214] It connects principles relevant to journalism support and media development, such as how freedom of expression impacts journalists or how the media plays a significant role in informed citizenship, to the necessity for a free, open, and accessible Internet, especially in the Global South.[215] Published in 2016, it was also one of the first documents to explicitly connect journalism support and media development as a whole to the development and evolution of

[211] https://www.cima.ned.org/publication/media-development-digital-age-five-ways-engage-internet-governance/

[212] ARTICLE 19 and CIMA both have multiple publications and resources relevant to Internet governance as well, some of which are available at: https://gfmd.info/internet-governance/

[213] https://www.cima.ned.org/blog/getting-involved-in-internet-governance-a-quick-guide/

[214] http://www.dw.com/downloads/30373593/dwaguidebook-internet-governancefinal.pdf

[215] DW Akademie also maintains dedicated media development-related resource pages (http://www.dw.com/en/dw-akademie/mediadev/s-101469 & https://www.dw.com/en/dw-akademie/digital-rights/s-36304340), as well as an archive of articles exploring how digital rights, privacy and security are entwined and examining the line between national security concerns and the right to privacy (http://www.dw.com/en/digital-rights-privacy-and-security/a-19157527).

the Internet. In fact, DW interviewed Matthias Spielkamp – one of the editors of the guidebook who also attended the WG meeting at IGF 2017 – for a story aptly titled "Internet governance – why you should care."[216]

Furthermore, multiple indicators and principles that intersect both media development and Internet governance exist as well. These include the United Nations Educational, Scientific, and Cultural Organization's (UNESCO) Media Development Indicators,[217] UNESCO's Internet Universality Indicators (ROAM principles),[218] the International Research & Exchanges Board's (IREX) Media Sustainability Index,[219] and the Democratic Principles for an Open Internet[220] by Open Internet for Democracy.[221] Many of UNESCO's publications have touched on media development and its relationship with the Internet as well, such as the 2018 World Trends in Freedom of Expression and Media Development report[222] and UNESCO's Series on Internet Freedom.[223]

Additional relevant resources include Freedom House's various Internet freedom reports,[224] the Council of Europe's (CoE) Internet Freedom work,[225] as well as multiple blog posts, security toolkits,[226] webinars, and other related resources relevant to Internet governance or Internet freedom written or hosted by journalism support, media development, and human rights organizations. This list includes

- Access Now[227]
- ARTICLE 19[228]
- CIMA[229]
- Committee to Protect Journalists (CPJ)[230]
- Electronic Frontier Foundation (EFF)
- European Centre for Press & Media Freedom (ECPMF)
- Free Press Unlimited (FPU)
- Frontline Defenders,[231]
- GFMD[232]

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[216] http://www.dw.com/en/internet-governance-why-you-should-care/a-19320659

[217] http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/media-development-indicators-a-framework-for-assessing-media-development/. A related resource is UNESCO's Journalists' Safety Indicators: https://en.unesco.org/themes/safety-of-journalists/journalists-safety-indicators

[218] ROAM refers to (R) that the Internet is based on human Rights, (O) that it is open, (A), that it should be accessible to all, and (M) that it is nurtured by multi-stakeholder participation. For more information, see: https://en.unesco.org/internetuniversality and http://unesdoc.unesco.org/images/0026/002658/265830e.pdf

[219] https://www.irex.org/resource/media-sustainability-index-msi (also see: https://www.mediasustainabilityindex.org/)

[220] https://openinternet.global

[221] A collaborative initiative by the Center for International Private Enterprise (CIPE), the National Democratic Institute (NDI), and CIMA.

[222] https://en.unesco.org/world-media-trends-2017

[223] https://en.unesco.org/unesco-series-on-internet-freedom

[224] https://freedomhouse.org/issues/internet-freedom

[225] https://www.coe.int/en/web/freedom-expression/internet-governance

[226] For examples, see: https://twitter.com/MikeOghia/status/1001109151353921536

[227] https://www.accessnow.org/issue/freedom-of-expression/ and https://www.accessnow.org/issue/net-discrimination/

[228] https://www.article19.org/resources/media-development-in-the-digital-age/

[229] https://www.cima.ned.org/?s=internet+governance

[230] https://cpj.org/safety-kit/ and https://cpj.org/reports/2012/04/journalist-security-guide.php

[231] https://securityinabox.org/en/

[232] https://gfmd.info/internet-governance/ and https://gfmd.info/media-development-and-internet-governance-setting-the-agenda/

- Global Investigative Reporting Network (GIJN)
- International Federation of Library Associations and Institutions (IFLA)
- Internews[233]
- Reporters Without Borders (RSF)
- Tactical Technology Collective (Tactical Tech)
- WAN-IFRA[234]

Lastly, the Germany-based Forum Media and Development (FoME) – a network of journalism support, media development, and democratization institutions – hosts multiple resources, such as publications[235] as well as an annual symposium, the most recent of which focused on media freedom and the Internet.[236]

While this section is not meant to be exhaustive, it illustrates how the media development and Internet governance communities have – within the framework of capacity building, advocacy, research, and policy – converged. Knowing where to engage can be tricky, however, since an issue, such as intermediary liability, is often addressed in multiple ways within multiple processes.

[233] https://globaltech.internews.org/
[234] https://blog.wan-ifra.org/2014/07/28/top-cybersecurity-tips-and-tools-for-journalists
[235] http://fome.info/publications
[236] http://fome.info/events/symposium-2017

Appendix II: Internet Governance Processes

Taking part in an Internet governance-related process is far from easy. In fact, the complex nature of decentralized Internet governance makes it difficult for many journalism and media stakeholders to understand how and with whom to engage.[237] Moreover, engagement poses a more general challenge for multiple reasons, many of which derive from the global and multi-stakeholder nature of the Internet. The Internet relies on an interrelated network of private sector companies, technical bodies, governments, users, and many other groups to function accordingly, which underpins the notion that all invested stakeholders should be involved in Internet policy-making and shaping the Internet's future. While ideal, not only is power between and among stakeholders (actors) unequal, where some processes even fully exclude other stakeholder groups, but every stakeholder involved generally has a specific position about each relevant issue.[238]

Aside from the contentious and fluid nature of global Internet policy-making, it is also a resource-intensive one. The Internet Society (ISOC) counted more than 29 major Internet governance events in 2017 alone, many of which lasting for at least a week.[239] This number balloons into the hundreds when considering the various local, subregional, and regional events that took place, and it is only expected to grow.[240] The number of events is clearly a barrier to participation for an organization that has a limited travel budget, much less one that struggles to justify their participation in long, arduous processes that often do not have clear or immediate outcomes or tangible recommendations.[241]

This is exactly the rationale that the CIMA/ARTICLE 19 report meant to assuage by pinpointing the most relevant Internet governance-related processes and offering concrete ways to engage. As the report highlighted and the WG reaffirmed, however, multiple processes directly impact media outlets – and ultimately, their financial viability. Yet, barriers to entry such as a lack of engagement with the Global South and the need for more technology-related capacity building among journalists and other media professionals also limits engagement.[242]

Another aspect of Internet governance that must be taken to account is how various stakeholders and processes often work on different but interconnected "layers" of the Internet. The Internet is not a single technology, but is composed of multiple technologies all working together to make global, instantaneous connectivity possible. To understand Internet governance processes, it helps to conceptualize the Internet as four distinct layers with different purposes and functions: social, content, logical, and physical. Policy discussions pertaining to media development "permeate all four layers, and each layer has a distinct constellation of forces, actors, and bodies responsible for generating such policies." In this regard, policy

[237] https://www.cima.ned.org/publication/media-development-digital-age-five-ways-engage-internet-governance/

[238] These positions can often be in conflict with one another, and the positioning of interests is constantly changing. Unlike in other political processes, one actor may align with their respective stakeholder group on an issue like net neutrality, but then align with a completely different or seemingly opposed actor or stakeholder group on another issue.

[239] https://www.internetsociety.org/igtimeline/

[240] The GIP Digital Watch observatory keeps a list of events at: https://dig.watch/upcoming-events

[241] The number of events and lack of focus also frustrates established members of the IG community. For a good example, see: http://linguasynaptica.com/expanding-internet-universe/

[242] As WG member Hanane Boujemi emphasized, such needs will undoubtedly require a customized and tailored program.

changes on one layer generally have a direct impact on the others. At the same time, issues like cybersecurity or privacy are also relevant to each layer. "So, while media development efforts involving the Internet have often focused on the content layer, where news and entertainment is shared, policy changes in the other layers will no doubt impact how the Internet functions, and thus the broader media environment" (CIMA/ARTICLE 19, 2017). The four basic layers of the Internet are described in Figure 1 below:

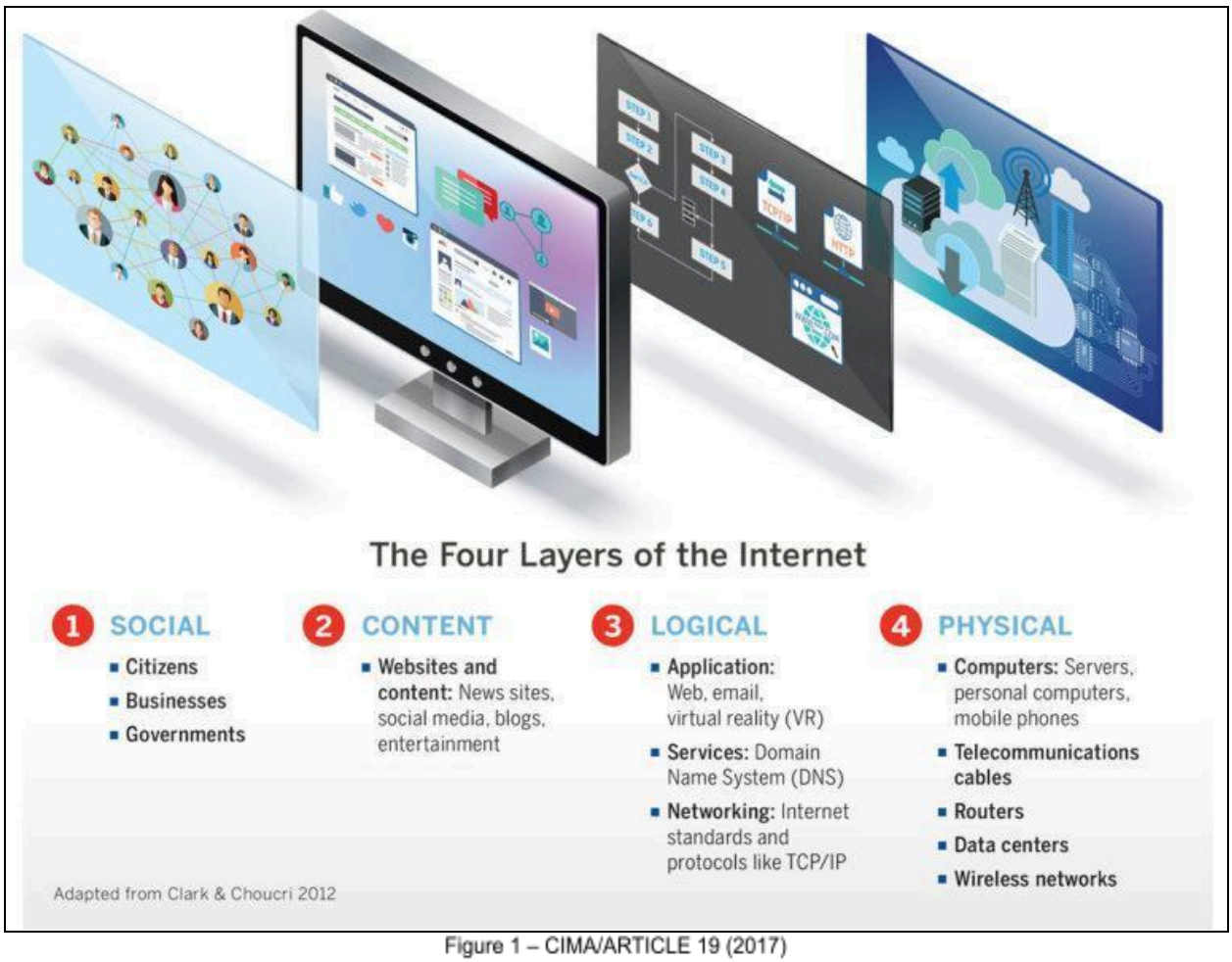

Figure 1 – CIMA/ARTICLE 19 (2017)

Bearing these layers in mind, there are five key processes hosted by a respective Internet governance body that are relevant to the media development community, which should be considered the starting point for engagement:

- **Internet Corporation for Assigned Names and Numbers (**ICANN**)** – A multi-stakeholder, bottom-up community working in the logical layer that focuses on domain name policy and ensuring the security, reliability, and stability of the Domain Name System (DNS) as well as Internet root zone.[243] This also

[243] See the ICANN Glossary for more information about these terms: https://www.icann.org/resources/pages/glossary-2014-02-03-en.

includes the policy work of the five regional Internet registries (RIRs) and their communities.[244]

- **Internet Governance Forum (IGF)** – A multi-stakeholder dialogue platform held under the auspices of the United Nations.[245] Established in 2005 and inaugurated in 2006, it facilitates conversations and collaboration between stakeholders regarding Internet policy and emerging trends related to the Internet and ICTs on equal footing, but does not issue recommendations. A series of national, subregional, and regional IGF initiatives (NRIs) feeds into the annual global IGF, such as the European Dialogue on Internet Governance (EuroDIG).

- **Internet Engineering Task Force (IETF)** – A key organization involved in the development of technical standards and protocols – the basic traffic rules of the Internet that define how information travels across the network, and who can connect to whom and to what content. Housed within ISOC, it operates at the logical level, thus it does not create standards for hardware, which falls to the International Telecommunications Union (ITU) and the Institute of Electrical and Electronics Engineers (IEEE) described below.[246] The work of IETF encompasses protocols that range from Internet Protocol (IP), the basic language that enables two devices to communicate, to applications like email.

- **International Telecommunication Union (ITU)** – The United Nations (UN) body responsible for global radio spectrum and satellite orbit management. Working primarily at both the physical and logical layers, it also develops certain technical standards that ensure networks and technologies seamlessly interconnect. Additionally, it works to improve access to ICTs to underserved communities worldwide.

- **Institute of Electrical and Electronics Engineers (IEEE)** – A professional body that primarily works at the physical layer. It develops international standards for modern telecommunications and ICT hardware, such as Wi-Fi and Bluetooth, and is a key area of engagement vis-à-vis strengthening Wi-Fi security standards.

Five additional Internet-related events relevant to the media development community include but are not limited to:

- **Internet Freedom Festival (IFF)** – An annual event held in Valencia, Spain, that gathers more than 1,400 activists, journalists, technologists, and human rights defenders from over 130 countries for a week of hands-on, multidisciplinary collaboration, sharing, and learning to promote freedom of expression, protection from digital threats, and expanded access to online spaces.[247]

[244] For more information, see: https://www.nro.net/about-the-nro/regional-internet-registries/
[245] Specifically, the UN Department of Economic and Social Affairs (DESA): https://www.un.org/development/desa/en/.
[246] Nor does it work on protocols for the application layer of the Internet, like Hypertext Markup Language (HTML), which is facilitated by the World Wide Web Consortium (W3C).
[247] https://internetfreedomfestival.org/

- **Mozilla Festival (MozFest)** – An annual autumn gathering of technologists, activists, journalists, and others who work on collaborative projects related to the open Internet.[248]

- **MisinfoCon** – In addition to MozFest, Mozilla hosts an annual conference focusing on building solutions to online trust, verification, fact checking, and reader experience in the interest of addressing disinformation and misinformation in all of its forms.[249]

- **RightsCon Summit Series** – A multi-stakeholder event that focuses on human rights in the digital age, which is hosted by Access Now, an international digital rights and advocacy organization.[250]

- **UNESCO World Press Freedom Day (WPFD)** – A main event that occurs annually on May 3, which focuses on celebrating and evaluating press freedom (both online and offline) around the world.[251]

- **WSIS Forum** – An annual event hosted each spring by the ITU in Geneva, Switzerland, which is relevant to ICT for development (ICT4D). It facilitates the implementation of the WSIS Action Lines for advancing sustainable development.[252]

Each of these bodies has its own specific process and requirements for engagement, with a varying degree of openness and technical acumen needed to participate. For instance, anyone can participate in the IGF, ICANN, and IETF processes, but technical knowledge is practically a necessity to participate in the ITU, IEEE, and IETF processes.[253] Moreover, each process has its own yearly or multi-year timeline with a host of events. ICANN hosts three public meetings per year, for instance, whereas the ITU hosts its Plenipotentiary Conference every four year, where participation is limited to government delegations.[254] Regardless of the meeting frequency, however, these processes contain key battlegrounds relevant to many media development-related principles, which Figure 2 offers examples of on the next page.

[248] https://mozillafestival.org/
[249] https://misinfocon.com/
[250] https://www.rightscon.org/
[251] https://en.unesco.org/commemorations/worldpressfreedomday
[252] https://www.itu.int/net4/wsis/forum/2018/
[253] This is often why the IGF is a launching point for many individuals seeking to gain a foothold into Internet governance.
[254] https://www.itu.int/en/history/Pages/PlenipotentiaryConferences.aspx?conf=4.1

The Intersection of Media Development Principles and Internet Governance

INTERNET GOVERNANCE BODY	PRINCIPLE AT STAKE	TECHNICAL DEBATE
ICANN	Freedom of Expression	**Domain Names (gTLDs)** Management of new, generic Top-Level Domains (gTLDs)
IGF Internet Governance Forum	Media Pluralism	**Social Media as News Platforms** Algorithms and Media Plurality
ITU	Access to Information	**Wireless Internet** 5G Cellular Networks and Unlicensed Spectrum Standards
IETF	Privacy	**Web Browsing Privacy** Encryption
IEEE	Secure Access and Trust	**Wi-Fi Security** Local Area Networks (LAN) Protocols in Diverse Settings

Figure 2 – CIMA/ARTICLE 19 (2017). Note, however, that this figure suggests that each of the five bodies focuses on one of the five listed principles, whereas all of them come up – to more or less an extent – in most of them, which is yet another challenge to participation and engagement within Internet governance processes. Privacy and free expression issues are very relevant to the ITU's work, for example.

As Figure 2 suggests, a domain name issue may not necessarily appear as relevant to freedom of expression as blatant censorship by a government, for instance, but it is important to media development and news outlets nonetheless. Likewise, a technical expert working on security protocols within the IETF may not have considered the impact their code and policies have on at-risk journalists working in oppressive environments. This only serves to demonstrate that meaningful conversations related to the media are valuable and necessary. In fact, given the Internet's inextricable relationship with the media sector as well as its impact on human rights, the agendas of various Internet governance events almost always include discussions about how media is created and disseminated. For example, the agendas of two key Internet

governance events that took place in the spring of 2018 – RightsCon Toronto 2018[255] and EuroDIG[256] – along the most recent global IGF[257] each prominently featured media content-related issues.

Yet, as stressed previously, what is most problematic is that media development professionals, journalists, and media researchers are rarely in the room to offer perspective and contribute to outcomes, many of which significantly impact them.[258] Highlighting the overlap is clearly necessary, which is what the "Issues: Where do Media Development & Internet Governance Intersect?" section addresses. It also illustrates the vital need for more media development organizations to be engaged in relevant Internet governance processes.

[255] https://www.rightscon.org/cms/assets/uploads/2018/02/RC2018-draft-program-1.3.pdf
[256] https://eurodigwiki.org/wiki/Consolidated_programme_2018
[257] https://dig.watch/events/12th-internet-governance-forum
[258] https://www.cima.ned.org/blog/missing-stakeholder-internet-governance/

Appendix III: Freedom of Expression Issue Glossary

Censorship circumvention & monitoring

The World Wide Web is generally conflated with the Internet, but they are not the same thing. The Web is an application that facilitates users' navigation of the Internet via a browser, such as Google Chrome, Apple Safari, or Mozilla Firefox. Hypertext Transfer Protocol (HTTP) is one of the primary technologies that underpins the Web, but is also used to control and block content. One of the most relevant content blockers is HTTP 451 Unavailable For Legal Reasons (error code 451). With a name derived from Ray Bradbury's 1953 dystopian novel *Fahrenheit 451*, it is a client error response code that indicates a "user requested a resource that is not available due to legal reasons, such as a web page for which a legal action has been issued."[259] Often a user does not know why they cannot access a web page, especially if it is due to legal reasons, hence why this code is valuable.[260]

In addition to censorship monitoring, censorship circumvention is also relevant to the media development community. Although some overlap between this and cybersecurity and digital privacy exists, circumvention refers to tools, practices, and techniques that facilitate access to the open Internet or blocked/banned Internet apps and services.[261] Such blocks are often dubious or political in nature, and can include issues like domain fronting,[262] blocking virtual private networks (VPNs),[263] or blocking access to certain services, like communication apps[264] or Wikipedia.[265]

> *Example of relevant IG initiative:* The IETF policy development process for the HTTP 451 protocol.[266]

Content moderation, policy, & regulation

In addition to how data is handled by platforms and third parties, many content-related issues are relevant to both the media development and Internet governance communities as well. Often a platform's terms of service (ToS) are long, complex, and usually intentionally difficult to understand,[267] which among many other things, leads to confusion about what is

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[259] https://developer.mozilla.org/en-US/docs/Web/HTTP/Status/451
[260] https://www.451unavailable.org/
[261] For more information, specifically about how to circumvent censorship, see: https://ssd.eff.org/en/module/how-circumvent-online-censorship and https://freedomhouse.org/sites/default/files/inline_images/Censorship.pdf. Multiple journalism support and media development organizations also partner with BypassCensorship.org (https://www.bypasscensorship.org/) as well as Psiphon (https://www.psiphon3.com/en/index.html).
[262] https://www.androidpolice.com/2018/05/02/google-amazon-closing-domain-fronting-loopholes-used-bypass-web-censorship/, https://www.theverge.com/2018/4/18/17253784/google-domain-fronting-discontinued-signal-tor-vpn, and https://signal.org/blog/looking-back-on-the-front/
[263] https://www.theguardian.com/world/2017/jul/11/china-moves-to-block-internet-vpns-from-2018, https://www.zdnet.com/article/skype-banned-whatsapp-blocked-whats-middle-easts-problem-with-messenger-apps/, https://slate.com/technology/2018/03/virtual-private-networks-become-more-popular-as-countries-restrict-their-use.html
[264] https://www.nytimes.com/2018/05/02/world/europe/telegram-iran-russia.html
[265] https://www.theguardian.com/world/2017/apr/29/turkey-blocks-wikipedia-under-law-designed-to-protect-national-security
[266] https://tools.ietf.org/id/draft-451-imp-report-00.html
[267] http://www.slate.com/articles/technology/future_tense/2017/05/companies_like_unroll_me_don_t_really_want_you_to_read_their_terms_of_service.html

considered appropriate and inappropriate content. Coupled with vague or inadequate information detailing when content should or should not be removed, this leads to many problems with removing inappropriate content, such as inconsistency in enforcement or content being removed that had historical and/or educational purposes. For instance, Facebook's no-nudity policy ended up leading to the forced take-down in 2016 of the iconic Vietnam War-era photograph of the 9-year-old girl Phan Thi Kim Phuc, who as naked because she had been severely burned by a napalm strike (the post was later restored after public outcry).[268] Questions are inevitably being raised about how to regulate online content, especially content hosted by OTT providers.[269] Policy conversations and related regulatory debates would undoubtedly benefit from increased journalism support and media development involvement in this space, especially as developments continue to rapidly unfold – such as in Germany with a hate speech law[270] that came into effect in 2018, which requires more direct monitoring of online content by third-parties and platforms[271] – as well as increased calls to break up massive Internet monopolies like Google and Facebook.[272]

> *Example of relevant IG initiative:* The Terms of Service Didn't Read (ToSDR) project, which simplifies ToS policies.

Cybersecurity

A commonly recurring axiom within the Internet governance community is that as long as something is connected to the Internet, it can be hacked. Journalists, human rights activists, media outlets, and free press advocates today face ever-growing threats to their security online. Whether the threat emanates from a hostile government, a group of malevolent hackers trying to extort money via ransomware, or someone who wants to intimidate sources, security should be a central concern for anyone working in journalism and news media. Cybersecurity is one of the most prominent fields within Internet governance, though, and every major Internet governance event features multiple sessions related to it – if the event is not primarily dedicated to cybersecurity entirely such as the Global Conference on Cyberspace.

Moreover, a range of stakeholders have already given much consideration to journalists and media outlets vis-à-vis cybersecurity in the form of best practice guides and toolkits, including but not limited to the private security firm We Live Security,[273] the World Association of Newspapers and News Publishers (WAN-IFRA),[274] the Global Investigative Journalism Network (GIJN),[275] the Electronic Frontier Foundation (EFF),[276] the Tactical Technology Collective,[277] and

[268] https://www.nytimes.com/2016/09/10/technology/facebook-vietnam-war-photo-nudity.html
[269] https://www.weforum.org/agenda/2018/02/how-should-we-regulate-the-flow-of-online-content-here-are-three-crucial-facts-in-the-debate-over-digital-media/
[270] https://www.bmjv.de/SharedDocs/Gesetzgebungsverfahren/Dokumente/RegE_NetzDG.pdf?__blob=publicationFile&v=2
[271] https://www.nytimes.com/2018/05/19/technology/facebook-deletion-center-germany.html.
[272] https://apps.bostonglobe.com/opinion/graphics/2018/06/break-google/
[273] https://www.welivesecurity.com/2017/11/21/cybersecurity-journalists-news-medi/
[274] https://blog.wan-ifra.org/2014/07/28/top-cybersecurity-tips-and-tools-for-journalists
[275] https://gijn.org/digital-security/
[276] https://ssd.eff.org/en
[277] https://tacticaltech.org/projects/digital-security-and-privacy/

Front Line Defenders.[278] They include tips about implementing security standards and tools like HTTP Secure (HTTPS),[279] VPNs, mobile device encryption, and The Onion Router (TOR), and advice for how to keep information and sources secure as well as guard against mass surveillance and monitoring.

> *Example of relevant IG initiative:* Civil society organizations and Internet freedom advocates such as the University of Toronto's Citizen Lab,[280] the VPN provider Psiphon,[281] Tactical Technology Collective,[282] Localization Lab,[283] and the Open Technology Fund[284] provide a host of resources, expertise, and advice about how to enhance digital security. Multiple private-sector initiatives aimed at assisting media organizations and human rights groups protect themselves online already exist as well, such as Cloudflare's Project Galileo[285] and Google's Jigsaw initiative.[286] Another less specific example is the IGF's Best Practice Forum on Cybersecurity.[287]

Disinformation, misinformation, & propaganda ("fake news" & trust)

Misinformation spreading across a media channel is hardly a new phenomenon,[288] yet in this context, it undermines the benefits of the Internet for those who use it. Whether such information is spread accidentally or is an intentional case of state-sponsored propaganda,[289] information has long been used to manipulate individuals.[290] Although the Internet empowers users with information, it also enables the mass weaponization of information, which is often used to drive conflict between groups. There are often few safeguards that help protect users from disinformation and misinformation, and the ongoing political turmoil surrounding election meddling and the intentional use of artificial intelligence via bots[291] on social media platforms to push misinformation is only exacerbating the problem.[292] Some platforms are working to address the issue such as Google[293] and Facebook,[294] but much more needs to be done in order to effectively limit misinformation online and help inform public policy. The journalism support and media development community can offer its immense wealth of experience and expertise

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[278] https://securityinabox.org/en/

[279] Let's Encrypt is a multi-stakeholder-backed encryption initiative from the Internet Security Research Group (ISRG) that offers free Secure Sockets Layer (SSL) / Transport Layer Security (TLS) certificates that any website can use in order to ensure they are HTTPS-secure: https://letsencrypt.org/

[280] https://citizenlab.ca/

[281] https://www.psiphon3.com/en/index.html

[282] https://tacticaltech.org/

[283] https://www.localizationlab.org/

[284] https://www.opentech.fund/

[285] https://www.cloudflare.com/galileo/

[286] https://jigsaw.google.com/. Also see: https://projectshield.withgoogle.com/public/

[287] https://www.intgovforum.org/multilingual/content/bpf-cybersecurity-1

[288] https://www.ned.org/issue-brief-distinguishing-disinformation-from-propaganda-misinformation-and-fake-news/. Also see: https://guides.lib.wayne.edu/c.php?g=401320&p=2729574

[289] http://www.iftf.org/fileadmin/user_upload/images/DigIntel/IFTF_State_sponsored_trolling_report.pdf

[290] http://guides.lib.umich.edu/fakenews

[291] For an example of how they have been used in an election, see: https://futurism.com/bots-democracy-ireland-referendum/. Also see: https://www.washingtonpost.com/news/monkey-cage/wp/2018/06/05/fighting-the-weaponization-of-social-media-in-the-middle-east/?utm_term=.405c4943e7b0

[292] https://dig.watch/trends/fake-news

[293] For example, see: https://www.theverge.com/2018/3/20/17142788/google-news-initiative-fake-news-journalist-subscriptions

[294] https://www.washingtonpost.com/news/the-switch/wp/2018/06/21/facebook-expands-its-fact-checking-tools-but-says-its-work-will-never-be-finished/?utm_term=.8c9672c571b6

to the Internet governance community to help to generate new, creative, and innovative ways to combat misinformation and disinformation.

> *Example of relevant IG initiative:* The IGF NRIs collaborative session on misinformation held at IGF 2017 titled "Fake News, Disinformation, & Misinformation: Challenges for Internet Governance."[295]

Hate speech

Since the Internet has become one of the primary spaces for expression, it has also opened up new ways for malicious speech to find new audiences.[296] From Neo-Nazi anti-Semitism in the United States, to calls for violence against Muslims in India, hate speech runs the risk of alienating minorities from participating online while also empowering governments to increasingly censor the Internet.[297] The responses to hate speech largely place media organizations in awkward positions since it often falls to platforms to moderate and remove extremist and hate content. Moreover, many governments are actively seeking to impose greater liability on intermediaries, such as media platforms, for hate speech and extremist content, or weakening provisions that protect such intermediaries from liability. Hate speech is also fueling controversial discussions about whether hate speech should be banned entirely, if it is ethical for third parties to intervene in online discussions, or if such discussions require third-party moderation.[298] Furthermore, for journalists and media professionals especially, it is important to frame the debate about hate speech within the larger discourse surrounding freedom of expression, while also contextualizing it within existing international frameworks, such as the International Covenant on Civil and Political Rights (ICCPR) and the Rabat Principles.[299]

> *Example of relevant IG initiative:* The Council of Europe's No Hate Speech Movement and its work within the European Union (EU).[300]

Jurisdiction

When a government submits a request to access data, such as for a criminal investigation, the task falls to the organization hosting the content to release it. Yet, what happens if information that is deemed important was written by an agency that is legally registered in country A, hosts their website in county B, but published the story in country C? Legal jurisdiction across borders is already complicated, yet the global nature of the Internet only exacerbates its complexity. With increasing requests to access data by governments,[301] it is key that the journalism support and media development community understands the myriad

[295] https://www.intgovforum.org/multilingual/content/nris-collaborative-session-on-fake-news
[296] https://www.theguardian.com/technology/1999/feb/05/freespeech.internet
[297] https://www.spectator.co.uk/2016/05/the-internets-war-on-free-speech/
[298] https://kenanmalik.wordpress.com/2012/04/19/why-hate-speech-should-not-be-banned/, https://www.cato.org/survey-reports/state-free-speech-tolerance-america, and https://newrepublic.com/article/147364/verboten-germany-law-stopping-hate-speech-facebook-twitter
[299] https://www.ohchr.org/Documents/Issues/Opinion/SeminarRabat/Rabat_draft_outcome.pdf
[300] https://www.nohatespeechmovement.org/hate-speech-watch
[301] https://www.eff.org/who-has-your-back-2017

legal frameworks as well as their rights when it comes to cooperating with law enforcement agencies – particularly with regards to issues surrounding freedom of expression.

> *Example of relevant IG initiative:* The Internet & Jurisdiction Policy Network, a global multi-stakeholder policy network that addresses the tension between the cross-border Internet and national jurisdictions.[302]

Network disruptions & Internet shutdowns

Network disruptions refer to any action taken to limit the ability of a user to access part of the Internet. For example, this can include blocking social media websites during an election, restrictions on over-the-top (OTT) providers like WhatsApp and Facebook Messenger, blocking content on grounds that it will disturb public order, or even simply the slowing of Internet speeds. More specifically, Internet shutdowns occur when a government or an ISP mandates that access to the Internet be completely blocked, often to stymie political dissent and opposition, or to quell social unrest. Access Now recorded more than 116 Internet shutdowns across at least 30 countries from the period between January 2016 and September 2017, [303] and the number of Internet shutdowns continues to increase, often citing dubious reasons.[304] Whether it involves blocking access at a technical level or even by physically cutting the cables that deliver the Internet, Internet shutdowns stifle free expression, cut off access to information, and costs at least US$2.4 billion in lost GDP globally.[305]

> *Example of relevant IG initiative:* Access Now's #KeepItOn initiative includes multiple human rights, press freedom, journalism support, and media development organizations already.[306]

Platform responsibility & Internet gatekeeping

Most social networks monetize their business by showing ads to users as well as selling data to advertising agencies and other groups. Content drives user engagement on a platform, but third-party content is generally financially uncompensated. This has led to an imbalance where platforms such as Facebook and Twitter rely on content producers such as news organizations (BBC, CNN, etc.) or media companies (Disney, Sony, etc.) to drive engagement, but almost all revenue made directly benefits the platform itself.[307] How that content is ranked and presented to the public by the complex algorithms behind platforms is also largely undisclosed by the companies, even though algorithms exhibit negative elements such as racism or sexism. [308] These algorithms are affecting what content users see, and is underpinned and further

[302] https://www.internetjurisdiction.net/
[303] https://www.accessnow.org/keepiton/
[304] https://www.opendemocracy.net/democraciaabierta/CIVICUS/david-kode/internet-shutdowns-new-normal-in-government-repression
[305] https://www.brookings.edu/research/internet-shutdowns-cost-countries-2-4-billion-last-year/. For more information, see: https://www.internetsociety.org/wp-content/uploads/2017/11/ISOC-PolicyBrief-Shutdowns-20171109-EN.pdf and https://www.internetsociety.org/wp-content/uploads/2017/03/ContentBlockingOverview.pdf
[306] https://www.accessnow.org/keepiton/
[307] https://www.recode.net/2018/3/20/17144128/google-facebook-news-subsidy-competition
[308] https://www.theguardian.com/technology/2017/apr/13/ai-programs-exhibit-racist-and-sexist-biases-research-reveals and https://newrepublic.com/article/144644/turns-algorithms-racist

honed by data that has been collected about each user.[309] Additionally, platforms perform a powerful gatekeeping function, one that is increasingly influencing everything from emotions[310] to democratic elections.[311] Advocating for greater accountability and transparency is a key way that the media development community could be involved in this issue, in addition to building capacity about how to challenge biased algorithms.[312]

> *Example of relevant IG initiative:* The Terms of Service; Didn't Read (ToS;DR) project, which simplifies ToS policies, and the IGF Dynamic Coalition on Platform Responsibility[313]

[309] See Dr. Zeynep Tufekci's work on this subject: https://www.ted.com/talks/zeynep_tufekci_we_re_building_a_dystopia_just_to_make_people_click_on_ads

[310] https://www.theguardian.com/technology/2014/jun/30/facebook-emotion-study-breached-ethical-guidelines-researchers-say

[311] https://www.theguardian.com/news/2018/mar/17/cambridge-analytica-facebook-influence-us-election and https://www.reuters.com/article/us-usa-trump-russia-prevention/facebook-faces-big-challenge-to-prevent-future-u-s-election-meddling-idUSKCN1G102D. Greater transparency, better monitoring, and more effective accountability measures could be implemented as a way to limit election influencing as well: http://www.ips-journal.eu/regions/europe/article/show/what-if-facebook-hijacked-the-european-elections-2689/

[312] Algorithmic transparency is also key to the fight over increased consumer rights (democracy) vs. platform control, which will be further challenged by decentralized systems and innovation. For more information, see: https://readwrite.com/2018/05/01/algorithmic-transparency-is-the-next-disruption-for-tech-companies/

[313] https://www.intgovforum.org/multilingual/content/dynamic-coalition-on-platform-responsibility

Appendix IV: Access to Information & Digital Inclusion Issue Glossary

Accessibility of content

Access to the Internet is significantly hindered for people with disabilities. As such, access to information becomes harder for an individual who is visually impaired, for instance, in part due to the way that websites and media content are designed. Media organizations have a key role to play in ensuring that content is delivered in a way that is accessible to all Internet users, and does not dissuade someone with a disability from accessing the Internet.

Example of relevant IG initiative: The Dynamic Coalition on Accessibility and Disability.[314]

Copyright, geoblocking, & intellectual property

Almost all commercial media content is copyrighted in some form. While this is meant to protect the content producers or prevent unauthorized commercial use, it is often used to the detriment of fair use policy.[315] A notable example was when Facebook removed a video of a 5-year-old girl dancing to a clip from *Alvin and the Chipmunks* on copyright grounds.[316] Moreover, geoblocking refers to limiting access to Internet content based upon geographic location.[317] It is closely tied to licensing and copyright issues, but ultimately restricts information shared across borders. The relationship between access, digital rights, and copyright also extends to many government policy-makers and legislators, which are debating copyright and intellectual property within multilateral trade frameworks,[318] the World Trade Organization (WTO),[319] and in terms of national and regional law (such as in the EU with the Copyright Directive).[320]

Example of relevant IG initiative: EndGeoblocking.eu, an initiative launched by the Office of Minister of the European Parliament Julia Reda seeking to end geoblocking within the EU.[321]

Digital media literacy

Digital media literacy training has long been a cornerstone of journalism support and media development programs. Yet, stakeholders from across the Internet governance ecosystem also recognize the importance of user capabilities (such as digital media literacy skills) as a core competency for the advantageous development of the Internet and enabling

[314] https://www.itu.int/en/ITU-T/accessibility/dcad/Pages/default.aspx
[315] https://www.youtube.com/yt/about/copyright/fair-use/
[316] http://www.dailymail.co.uk/news/article-3505262/Facebook-removes-video-girl-dancing-Alvin-Chipmunks-song-breached-copyright.html.
[317] https://theconversation.com/explainer-what-is-geoblocking-13057
[318] https://www.eff.org/deeplinks/2014/06/what-does-ip-have-do-free-trade-unpicking-undemocratic-ttip and http://www.wipo.int/sme/en/e_commerce/ip_ecommerce.htm
[319] https://www.wto.org/english/thewto_e/whatis_e/tif_e/agrm7_e.htm
[320] https://www.reuters.com/article/us-eu-copyright/eu-copyright-reforms-draw-fire-from-internet-luminaries-as-key-vote-looms-idUSKBN1JF2RL, https://www.theverge.com/2018/9/12/17849868/eu-internet-copyright-reform-article-11-13-approved, https://gizmodo.com/the-end-of-all-thats-good-and-pure-about-the-internet-1826963763, and https://juliareda.eu/eu-copyright-reform/.
[321] https://endgeoblocking.eu/

meaningful access.[322] The journalism support and media development community's experience with digital media literacy programs and training would greatly enrich existing programs within the Internet governance ecosystem, and it can help facilitate new opportunities for collaboration between stakeholders.[323]

> *Example of relevant IG initiative:* The United Kingdom-based Better Internet for Kids initiative, which includes media literacy as a central focus area to help protect and educate children.[324]

Gender & access for marginalized groups

Women and girls also face unique hurdles to accessing the Internet and participating fully in the digital sphere. Not only does a gender gap exist globally – i.e., where a significant population of women and girls do not have access to ICTs[325] – but women participating in digital spaces are also routinely subjected to harassment, cyberstalking, threats of violence, revenge porn,[326] and unwanted messages filled with lewd content and sexually explicit messages or images.[327] Media platforms and organizations are faced with the task of creating more inclusive digital environments while also maximizing female users' ability to feel safe online.

> *Example of relevant IG initiative:* The IGF's Best Practice Forum on Gender and Access,[328] and the Association for Progressive Communications' (APC) Feminist Principles of the Internet.[329]

Internet as a tool for promoting democratization & good governance

Access to information constitutes the bridge between education, community, and democracy where tools like the Internet help facilitate these functions of citizenship.[330] Not only does the core architecture of the Internet as well as its history and development reflect democratic principles of openness, collaboration, and bottom-up consensus, but the Internet has also become a key facilitator of free speech and assembly. It offers individuals a way to express themselves and share ideas, and is a tool for democracy and human rights activists to

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[322] https://www.mckinsey.com/industries/high-tech/our-insights/offline-and-falling-behind-barriers-to-internet-adoption, https://www.itu.int/dms_pub/itu-s/opb/pol/S-POL-BROADBAND.18-2017-PDF-E.pdf, https://theinclusiveinternet.eiu.com/assets/external/downloads/3i-bridging-digital-divides.pdf, and http://www.circleid.com/posts/20160429_wsis_internet_governance_plea_for_star_trek_over_mad_max/. Also see: https://www.centreforpublicimpact.org/continental-shift-delivering-a-digital-africa/

[323] http://www.medialit.org/

[324] https://www.betterinternetforkids.eu/web/portal/practice/awareness/detail?articleId=1001234

[325] https://www.gsma.com/mobilefordevelopment/wp-content/uploads/2016/02/Connected-Women-Gender-Gap.pdf, https://www.gsma.com/mobilefordevelopment/programmes/connected-women/the-mobile-gender-gap-report-2018/, and https://www.itu.int/dms_pub/itu-s/opb/pol/S-POL-BROADBAND.18-2017-PDF-E.pdf

[326] The act of shaming an ex-partner online by posting their nude photos. For more information, see: https://www.cybercivilrights.org/.

[327] http://www.pewinternet.org/2017/07/11/online-harassment-2017/ and https://www.globalfundforwomen.org/online-violence-just-because-its-virtual-doesnt-make-it-any-less-real/

[328] http://www.intgovforum.org/multilingual/index.php?q=filedepot_download/3406/437

[329] https://www.apc.org/en/our-work and https://feministinternet.org/en/about

[330] http://humanrightsinitiative.org/programs/ai/rti/articles/RTI Paper - 2005 Ombuds Conf.pdf. For more information, see: https://www.opendemocracy.net/hri/michael-j-oghia/internet-access-sustainability-and-citizen-participation-electricity-as-prerequisite

mobilize and advocate for social, political, and economic reform.[331] Yet, new technologies have emboldened governments of all stripes to devise ways to filter, monitor, and otherwise obstruct or manipulate the openness of the Internet, threatening the Internet as a space of expression and dissent.

> *Example of relevant IG initiative:* A workshop held at IGF 2017 that address threats to democracy caused by the weaponization of information and manipulation of access on the Internet.[332]

Local & multilingual content

Since the vast majority of content available online is in English as well (due, largely in part, to historical reasons related to the development of the Internet), those individuals who do not speak the language face an additional barrier to entry and their sustained use of the Internet.[333] Hence, expanding local, relevant content and ensuring it is available in multiple languages is one of the most important factors in bridging the digital divide.[334] Media platforms and the journalism support and media development community has much to gain from advocating more local and multilingual content, as well as raising awareness about internationalized domain names (IDNs), which enable people around the world to use domain names in local languages and scripts.[335]

> *Example of relevant IG initiative:* The IGF Best Practice Forum on Local Content.[336]

Meaningful Internet access

Of the more than 7.5 billion humans in existence, less than half currently have access to the Internet. The Broadband Commission for Sustainable Development[337] – a joint task force created by the ITU and UNESCO – estimated that more than 3.58 billion people would be connected to the Internet by the end of 2017.[338] Aside from the lack of connection in some parts of the world, many regions suffer from the lack of meaningful access as well – referring to the ability to utilize fast Internet speeds at affordable prices.[339] Since meaningful Internet access has been deemed a human right by the UN[340] and is the primary way to consume media and access information for billions, expanding meaningful access to the Internet and protecting

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[331] https://freedomhouse.org/issues/internet-freedom and https://www.independent.co.uk/voices/comment/how-the-internet-is-transforming-democracy-8411474.html. Also see: http://www.ethanzuckerman.com/blog/2018/05/30/six-or-seven-things-social-media-can-do-for-democracy/

[332] https://dig.watch/sessions/distributed-denial-democracy-threats-democratic-processes-online-ws154

[333] http://labs.theguardian.com/digital-language-divide/

[334] https://www.internetsociety.org/policybriefs/localcontent, https://www.oecd.org/internet/ieconomy/48761013.pdf, https://www.mckinsey.com/industries/high-tech/our-insights/offline-and-falling-behind-barriers-to-internet-adoption, and http://www.unesco.org/new/en/communication-and-information/access-to-knowledge/linguistic-diversity-and-multilingualism-on-internet/language-policies/the-promotion-of-local-content-on-the-internet/

[335] https://www.icann.org/resources/pages/idn-2012-02-25-en

[336] https://www.intgovforum.org/multilingual/index.php?q=filedepot_download/5005/1055

[337] http://broadbandcommission.org/Pages/default.aspx

[338] https://www.itu.int/dms_pub/itu-s/opb/pol/S-POL-BROADBAND.18-2017-PDF-E.pdf. Another report estimates that number has surpassed 4 billion: https://wearesocial.com/blog/2018/01/global-digital-report-2018

[339] http://a4ai.org/affordability-report/report/2017/

[340] https://www.article19.org/data/files/Internet_Statement_Adopted.pdf

spaces for public access, such as libraries,[341] is critical to closing digital divides and shrinking existing inequalities by ensuring equal access to information for all.

> *Example of relevant IG initiative:* The IGF's multi-year Policy Options for Connecting and Enabling the Next Billion(s) initiative.[342]

Network neutrality & zero rating

Net neutrality is the principle that operators, including ISPs, and government regulators should treat all Internet traffic (data) equally, not discriminating or charging differentially by user, content, website, platform, application, type of attached equipment, or mode of communication.[343] It has emerged as a key battleground for proponents of the open Internet.[344] It is particularly relevant to media organizations since powerful content distributors often advocate for the elimination of net neutrality so they can have more power and influence over content – usually to the determinant of small, alternative, new, and/or independent media producers, as well as to media freedom as a whole.[345] The issue also extends to the practice of zero rating, where Internet access is provided without financial cost under certain conditions, such as by only permitting access to certain websites or by subsidizing the service with advertising.[346] This has the power to influence what information a user can access as well as the media services available.[347]

> *Example of relevant IG initiative:* The Dialogue on Zero Rating and Network Neutrality main session at IGF 2015,[348] and the Indian government banning Facebook's Free Basics zero rating programme in 2016.[349]

Right to be Forgotten

The so-called "Right to be Forgotten" (RTBF) refers to the scrubbing of personal data from a web page, the removal of content from either search engine indexes, or even the entire Internet so that it is not readily accessible to end users. While the concept emerged out of a European legal tradition that favors the privacy of non-public individuals, in practice it has led to the censorship of information relevant to the public interest. It has endangered press freedom by leading to the removal of news articles, and it has hindered journalism support and media development by erasing content from the digital public record. Moreover, this is also creating new challenges for how intermediaries relate to the media, especially when Google sought to

[341] https://www.ifla.org/publications/node/10328
[342] http://www.intgovforum.org/multilingual/content/igf-policy-options-for-connecting-and-enabling-the-next-billions
[343] https://www.opendemocracy.net/digitaliberties/michael-j-oghia/future-of-us-net-neutrality-under-trump. For more information, see: http://www.jthtl.org/content/articles/V2I1/JTHTLv2i1_Wu.PDF
[344] http://www.theopeninter.net/
[345] https://freedom.press/news/protecting-net-neutrality-important-press-freedom-issue/
[346] https://openmedia.org/en/what-heck-zero-rating-and-how-does-it-undermine-net-neutrality and https://www.eff.org/deeplinks/2016/02/zero-rating-what-it-is-why-you-should-care
[347] https://www.theguardian.com/technology/2017/jul/27/facebook-free-basics-developing-markets and https://qz.com/333313/milliions-of-facebook-users-have-no-idea-theyre-using-the-internet/
[348] https://www.intgovforum.org/cms/documents/igf-meeting/igf-2015-joao-pessoa/igf2015-reports/583-igf2015a-dialogue-on-zerorating-and-network-neutrality/file
[349] https://www.theguardian.com/technology/2016/feb/08/india-facebook-free-basics-net-neutrality-row

limit its role within a RBTF case in the U.K. that was decided in April 2018 by claiming it is "journalistic."[350] The implementation of RTBF is currently evolving, with many governments around the world now adopting RTBF legislation and policies – often with the intent to limit access to information. This has led to RTBF policy being transformed outside of Europe in ways that make it potentially more pernicious to the media environment, which also directly impacts press freedom. The journalism support and media development community should join the existing chorus of advocates for access to information and press freedom to track RTBF legislation debates, build awareness, and advocate against censorship wherever possible.[351]

Example of relevant IG initiative: CIMA's 2018 report on the RTBF and its relationship to press freedom, Internet governance, and access to information.[352]

Sustainable development

Tying this category together is the crosscutting, multi-sectoral issue of sustainable development. The UN's Sustainable Development Agenda[353] includes a number of provisions that are relevant to journalism support and media development organizations and Internet governance. This includes Sustainable Development Goal (SDG) 9, target 9.C, which pertains to expanding access to the Internet and ICTs.[354] Even more important, however, is SDG 16, target 10.[355] It pertains to strengthening institutions and ensuring public access to information and protecting fundamental freedoms. The UN's programs now operate under the framework of the SDGs, which presents a host of opportunities to collaborate in order to strengthen Internet development around the world.

Example of relevant IG initiative: The ITU's WSIS Forum[356]

[350] https://www.cjr.org/innovations/google-journalistic-right-to-be-forgotten-by-claiming-its-journalistic.php
[351] https://www.cima.ned.org/blog/reflecting-right-forgotten-role-media/
[352] https://www.cima.ned.org/publication/right-to-be-forgotten-threat-press-freedom-digital-age/
[353] http://www.un.org/sustainabledevelopment/development-agenda/ and https://gfmd.info/sdg/
[354] https://sustainabledevelopment.un.org/sdg9
[355] https://sustainabledevelopment.un.org/sdg16
[356] https://www.itu.int/net4/wsis/forum/2018/

Appendix V: Sustainability & Economic Viability Issue Glossary

Emerging issues significant to media innovation

A significant challenge for the current and future viability of journalism and media organizations is the implications of emerging technologies, such as artificial intelligence (AI), the Internet of Things (IoT), "big data," blockchain technologies, and more. Such technologies are already having profound implications on journalism, media, and access to information in general, as exemplified by how AI, big data, and bots were used in various democratic elections (such as by Cambridge Analytica) in 2016, 2017, and 2018 to influence the outcome by flooding voters with false or misleading information.[357] New technologies such as AI are significantly shaping news and media production and dissemination,[358] as well as challenging both the practice and value of journalists.[359] Internet companies, social media platforms, and other stakeholders are increasingly using AI, Internet bots, and various algorithms in content moderation and in ranking the order for personalized search results and social media news feeds, which is also presenting a new challenge to privacy and free expression[360] such as social media manipulation.[361] Moreover, the use of AI in content moderation on the Internet without human judgment or due process can have a negative impact on optimizing the role of media and journalism for fostering a robust, pluralistic public sphere and enhancing democratic debates.[362]

> *Example of relevant IG initiative:* The Council of Europe's Expert Committee on Human Rights Dimensions of Automated Data Processing and Different Forms of Artificial Intelligence (MSI-AUT).[363]

Intermediary liability, and algorithm accountability & transparency

The promise of the Internet as a vibrant place for discussion and information sharing has been upheld thanks to the concept of intermediary liability.[364] It refers to legal protections that enable ISPs, social networks, and others to support expression without being directly

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[357] https://futurism.com/bots-democracy-ireland-referendum/, https://motherboard.vice.com/en_us/article/mg9vvn/how-our-likes-helped-trump-win, https://www.voanews.com/a/cambridge-analytica-played-roles-in-multiple-african-elections/4309792.html, and https://dig.watch/trends/cambridge-analytica

[358] https://www.weforum.org/agenda/2018/01/can-you-tell-if-this-article-was-written-by-a-robot-7-challenges-for-ai-in-journalism/, http://www.dw.com/en/journalistic-bots-as-virtual-reporters-how-artificial-intelligence-is-changing-the-future-of-journalism/av-39433842, and https://www.journalism.co.uk/news/how-newsrooms-will-be-adopting-artificial-intelligence-in-2018-/s2/a715900/

[359] https://www.techemergence.com/automated-journalism-applications/ and https://agency.reuters.com/en/insights/articles/articles-archive/3-facts-you-need-to-know-about-Artificial-Intelligence-in-journalism.html. Also see: https://www.docdroid.net/j1VHMMr/pef-ai-report-september-2017-web.pdf

[360] https://privacyinternational.org/sites/default/files/2018-04/Privacy%20and%20Freedom%20of%20Expression%20%20In%20the%20Age%20of%20Artificial%20Intelligence.pdf

[361] http://comprop.oii.ox.ac.uk/wp-content/uploads/sites/93/2018/07/ct2018.pdf

[362] http://policyoptions.irpp.org/magazines/february-2018/artificial-intelligence-and-journalism/ and https://academiccommons.columbia.edu/catalog/ac:gf1vhhmgs8

[363] https://www.coe.int/en/web/freedom-expression/msi-aut and https://www.coe.int/en/web/freedom-expression/internet/-/asset_publisher/pQh9HAwVBXXh/content/first-meeting-of-the-msi-aut-on-algorithms-and-artificial-intelligence?inheritRedirect=false

[364] http://wilmap.law.stanford.edu/

responsible for the material stored on or moving across their networks. Without them, services would be much less willing to accept user-generated content for fear of potential civil and criminal liability.[365] The journalism support and media development community should be involved in discussions about reform to intermediary liability, especially as a response to phenomenon like hate speech and Internet censorship.[366]

> *Example of relevant IG initiative:* APC's work on intermediary liability in Africa,[367] and the Manila Principles on Intermediary Liability.[368]

[365] https://cdt.org/issue/free-expression/intermediary-liability/
[366] http://blogs.lse.ac.uk/mediapolicyproject/2016/10/20/liability-and-responsibility-new-challenges-for-internet-intermediaries/
[367] https://www.apc.org/en/project/intermediary-liability
[368] https://www.manilaprinciples.org/

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