**Media Sector literature review and analysis for Country X**

***Include overview of project and its aims.***

BBC Media Action is looking for consultants to conduct a thorough analysis of the enabling environment of the media in country x. We are interested in assessing the core barriers that may impede the aims of the projects and enablers that could potentially provide a positive influence on the intervention we propose.

The research methodology should be based on a desk-review of relevant existing literature, supplemented (where existing information is scarce) by interviews with media stakeholders including media analysts, political analysts, academics, journalists, editors, and representatives of donors/civil society organizations as necessary.

**Suggested template to be commissioned:**

***PART I: MEDIA SECTOR ANALYSIS***

1. **Political economy of the media** 
   1. ***Political context affecting the Media Sector***

* *Existence of conflict & tensions between different groups (internal and external)*
* *Freedom of expression: Intimidation, attacks on journalists (incl. different experiences between female and male journalists), closing down of media houses*
* *Cooption of media: buying up/ownership of media houses by governments, oligarchs with political agendas, factional and other interests.*
* *Role of international actors’ (e.g. Russia, EU, UK foreign aid) influence on media sector*
* *Upcoming elections if relevant and potential role of media*
  1. ***Economic challenges facing the media [[1]](#footnote-1)***
* *What is the overall economic environment and media market structure*
* *What sources of funding are available for media outlets, what are the predominant funding models, and whether it differs for different platforms*
* *What is the advertising market available to media*
* *What are the economic factors inhibiting financial sustainability for media outlets.*
* *What are the opportunities available for media organisations to maximise revenue* 
  1. ***Regulation and legislation affecting the Media Sector[[2]](#footnote-2)***
* *Any existence of a legal, policy and regulatory framework which protects and promotes freedom of expression and information and fair gender portrayal (and details of such frameworks)*
* *Any existence of legislation curtailing foreign re-broadcasts, existence of legislation enforcing local production quotas, restrictions on social media platforms (prevalence of VPNs)*
* *Any barriers to a functioning legal and regulatory environment such as culture of secrecy,, corruption, institutional resistance, or a lack of technical and institutional capacity in the public administration.*
* *Any existence of local media associations and CSOs defending media freedom, gender equality in the media and influencing policy on media*
* *Understanding and prevalence amongst media sector of media self-regulation such as establishing codes of conduct, press councils and standard-setting bodies*
* *Is editorial independence guaranteed in law and in practice and barriers that exist such as defamation laws, hate speech, national security and other restrictions*
* *What is the level of Censorship and self- censorship (on mass media and the internet)*

1. **Institutions and journalistic professionalism** 
   1. *What is the degree of both journalistic and managerial professionalism and capacity in the media sector*
   2. *Financial sustainability and revenue generation: Approximate assessment of potential advertising, sponsorship, membership or other income potentially available to organisations.*
   3. *Do media Organisation have the resources and structures that are supportive of economic sustainability (for example, a sales and marketing team, understanding metrics etc)*
   4. *Existence of licensing, regulation and legislation that promotes pluralistic media*
   5. *Level of access to both men and women of professional training and development, both vocational and academic. Does training equip media professional to understand role of journalism and media as well as development – incl. first aid training, safeguarding, investigative reporting, gender sensititve etc.*
   6. *Do all media workers have the right to join independent trade unions and exercise their rights. Is there trust in the trade unions’ independence and competence?*
   7. *What is the quality and extent of infrastructural development?*
   8. *Do media organizations reflect social diversity through their content and employment?*
2. **Audiences: Access and Inclusion** 
   1. *Public access, including amongst marginalised groups to media; in particular level of access and use of internet including mobile internet consumptions, social media use, uptake of podcasts.*
   2. *Purchasing power of the audiences and any evidence that audiences are prepared to support subscription services/membership models?*
   3. *Media reflects and represents the diversity of views and interests in society, including those of marginalized groups*
   4. *Existence of a high level of information and media literacy amongst different groups*
   5. *Are audiences of different platforms highly segmented (by language, ethnicity, Rural/urbanbdivide, sex and diaspora)*
   6. *Are women represented in content avoiding stereotypes*
   7. *Is there any data /research on level of audience perception and trust in the media and demand for ‘good journalism’?* Disaggregate this by sex, age, location, socio-economic if possible.

1. https://www.dw.com/downloads/36841789/dw-akademiediscussion-papermedia-viability-indicators.pdf [↑](#footnote-ref-1)
2. 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/ [↑](#footnote-ref-2)