

NOVEMBER 2019

Media Influence Matrix: Romania

Methodology

This report is part of the Media Influence Matrix project initiated by the Center for Media, Data and Society (CMDS) and run as part of the Media & Power Research Consortium.

The country reports in the Media Influence Matrix series aim to research the changing landscape of:

- government and policy space, with a focus on the changes in the policy and regulatory environment;
- funding, with a focus on the key funding sources of journalism and the impact on editorial coverage;
- technology in the public sphere, with a focus on how technology companies, through activities such as automation and algorithm-based content distribution, impact news media and journalism.

The research focuses on news media, including newly emerged players. The study is neither aimed at exhaustively mapping the entire media industry nor is it intended to target specific media sectors. Instead, it maps the most popular and most influential news media on a country-by-country basis and analyzes their changing relations with politics, government and technology companies.

Researchers are collecting data and information following a common set of research guidelines (*See Research Guidelines in Appendix below*). The analysis in these reports is carried out by researchers with experience in the country, under the guidance of a team of editorial supervisors and experts. The reports are reviewed by a team of experts selected by our advisory boards.

For each country report, a list of sources used in each chapter of the report is available. In the categorization of technology companies in all country reports we used the methodology of the Ranking Digital Rights project, which divides companies in two groups. The first group, internet and mobile, includes the so-called “mobile ecosystems,” companies that create mobile devices and products. In the second category, telecommunications companies, we include service operators that offer connection and access services such as voice, data or cable connections.

DATA AND INFORMATION COLLECTION FOR THE ROMANIA REPORT

The report is based on:

- Data and information collected in the period February-May 2019 following a common set of research guidelines (*See Research Guidelines in Appendix below*)
- Interviews with 11 journalists and media experts based in Romania. The interviews were conducted between February and May 2019, in Bucharest, Cluj-Napoca and Oradea, Romania. (Referred to in the list of sources below as “Media Influence Matrix Romania: Journalists Interview Series”)
- Monitoring of 17 news media outlets in Romania going back to 2007 (depending on the limit imposed by the outlet’s search engine, referred to in the list of sources below as “Media Monitoring Romania 2019”).

GOVERNMENT, POLITICS AND REGULATION

LEGAL OVERVIEW

- Legal analysis of key laws affecting news media and journalism
- Analysis of the Deontological Code for Journalists published in 2004 by the Convention of Media Organizations
- Media Influence Matrix Romania: Journalists Interview Series

REGULATORY AUTHORITIES

Analysis of the regulatory environment in Romania focused on the following research questions:

- a) What have been the key changes in regulation of news content in the past 5-10 years?
- b) Who are the key influencers and most powerful institutions in regulation of news content?
- c) How transparent is the regulatory process when it comes to news media?
- d) What impact do these influencers have on news media and journalism?
- e) What is the role of civil society organizations in the regulatory process?

Operational Aspects

Broadcast Media and Frequency Spectrum

Remit and Tasks

- Official website of the National Audiovisual Council (*Consiliul Național al Audiovizualului*, CNA)
- Official website of the National Authority for Management and Regulation in Communications of Romania (*Autoritatea Națională pentru Administrare și Reglementare în Comunicații*, ANCOM)

Board Composition

- Official website of the National Audiovisual Council (*Consiliul Național al Audiovizualului*, CNA)
- Official activity reports of the National Audiovisual Council (*Consiliul Național al Audiovizualului*, CNA)
- Official website of the National Authority for Management and Regulation in Communications of Romania (*Autoritatea Națională pentru Administrare și Reglementare în Comunicații*, ANCOM)
- Additional literature: Raluca Petre, *Media Regulatory Bodies in Romania; the limits of institutional change, Models for Journalism and Communication*, 2010, Are Docendi, Bucharest, pp 290-298.

Funding

- Official activity reports of the National Audiovisual Council (*Consiliul Național al Audiovizualului, CNA*)
- Official website of the National Authority for Management and Regulation in Communications of Romania (*Autoritatea Națională pentru Administrare și Reglementare în Comunicații, ANCOM*)

Data Protection Regulators

- The official website and the annual reports of the National Supervisory Authority for Personal Data Processing (*Autoritatea Națională de Supraveghere a Prelucrării Datelor cu Caracter Personal, ANSPDCP*)

Other Institutions with Regulatory Powers

- The official website of the Ministry of Communications and Information Society (*Ministerul Comunicațiilor și Societății Informaționale*)
- The official page of the Committee for Culture, Arts and Mass Media (hosted on the website of the Lower House of the Parliament)
- The official page of the Committee for Technology and Communication (hosted on the website of the Lower House of the Parliament)
- The official website and the official activity reports of the National Council for Combating Discrimination

Decision-Making Process

Key Decision-Makers

- Media Influence Matrix Romania: Journalists Interview Series
- Media Monitoring Romania 2019

Transparency of Decision-Making in Media Regulation

- Analysis of key media legislation and policy
- Literature review and data from reports on media regulation in Romania
- Media Influence Matrix Romania: Journalists Interview Series
- Media Monitoring Romania 2019

FUNDING JOURNALISM

SOURCES OF FUNDING

Analysis of the key trends in funding journalism focused on the following research questions:

- a) What were the main changes in funding news media and journalism in the past 5-10 years?
- b) What are the main media consumption trends in Romania?
- c) Who are the key funders and owners of news media and journalism?
- d) How is local media funded?
- e) How big is the role of government in funding news media?
- f) How are sources of funding affecting independent reporting?
- e) What is the role of advertisers in shaping media content?

Popular News Media

- Industry reports and statistics: Eurobarometer, Media Factbook, Romanian Association for Audience Measurement (Asociația Română pentru Măsurarea Audiențelor, ARMA), The Association for Audio Audience (Asociația pentru Radio Audiență), Romanian Joint Industry Committee for Print and Internet (Biroul Român de Audit Transmedia, BRAT)
- Financial data from the Ministry of Finance
- Corporate annual and financial reports
- Documents and reports from the Romanian National Television (TVR) and the Romanian National Radio (SRR)
- Media Monitoring Romania 2019

Influential News Media

- Industry reports and statistics: Eurobarometer, Media Factbook, Kantar, Paginademedi.ro
- Corporate annual and financial reports
- Media Monitoring Romania 2019
- Media Influence Matrix Romania: Journalists Interview Series

KEY FUNDERS

Non-Governmental Funders

- Industry reports: Media Factbook
- Corporate annual and financial reports
- Media Monitoring Romania 2019

State Funding

- Annual financial reports of the Romanian National Television (TVR) and the Romanian National Radio (SSR)
- Romanian Ministry of Finance
- Media Monitoring Romania 2019

TECHNOLOGY, PUBLIC SPHERE AND JOURNALISM

Analysis of the key trends in technology and journalism focused on the following research questions:

- a) What are the main changes in news content consumption driven by new technologies?
- b) Who are the largest, most influential technology companies?
- c) How are the power relations between technology companies and government?
- d) How do technology companies influence news media and journalistic content?

TECHNOLOGY OVERVIEW

- Industry reports and statistics: Eurobarometer, Eurostat, International Telecommunication Union (ITU), National Institute for Statistics (*Institutul Național de Statistică*, INS), Reuters Digital News Report, StatCounter
- Official annual reports of the National Authority for Management and Regulation in Communications of Romania (*Autoritatea Națională pentru Administrare și Reglementare în Comunicații*, ANCOM)
- Media Influence Matrix Romania: Journalists Interview Series
- Media Monitoring Romania 2019

ROLE OF TECHNOLOGY IN MEDIA AND JOURNALISM

Overview and Profiles of Key Players

- Company Data: Facebook, Twitter, Google
- Reuters Digital News Report
- Romanian Ministry of Finance

Technology Companies & Government

- Media Monitoring Romania 2019
- Media Influence Matrix Romania: Journalists Interview Series
- Official press releases of the National Association of Internet Service Providers in Romania (*Asociația Națională a Internet Service Providerilor din România, ANISP*)
- Corporate news releases and official communication (websites, interviews)

Technology Companies & Media

- Industry reports and statistics: SocialBakers, Media Factbook
- Official annual and the “Net neutrality” reports of the National Authority for Management and Regulation in Communications of Romania (*Autoritatea Națională pentru Administrare și Reglementare în Comunicații, ANCOM*)
- Media Monitoring Romania 2019
- Media Influence Matrix Romania: Journalists Interview Series

The Business of Misinformation

- Industry reports and statistics: Eurobarometer, Reuters Digital News Report, Laboratory for the Analysis of Informational and Communication War (*Laboratorul pentru Analiza Războiului Informațional și Comunicare, LARICS*), part of the Romanian Academy of Sciences
- Media Monitoring Romania 2019
- Media Influence Matrix Romania: Journalists Interview Series

APPENDIX

Research Guidelines Media Influence Matrix Project

GOVERNMENT SPACE

REGULATORY AUTHORITIES

Operational Aspects

Broadcast Media and Frequency Spectrum

Remit and tasks (Describe the most media-relevant tasks of the regulators involved in these areas)

Board composition (Describe the composition of the main decision-making body, focusing on rules on the appointment and sacking of board members)

Funding (Present the annual budget of the regulators for the past five years and indicate the source of funding)

Print Media Regulators

Remit and tasks (Describe the most media-relevant tasks of the regulators covering print media operations)

Board composition (Describe the composition of the regulators' main decision-making body, focusing on rules for appointment and sacking of board members)

Funding (Present the annual budget of the regulators for the past five years and indicate the source of funding)

Internet Regulators

Remit and tasks (Describe the most media-relevant tasks of the regulators, focusing on rules on distribution of online content)

Board composition (Describe the composition of the regulator's main decision-making body, focusing on rules for appointment and sacking of board members)

Funding (Present the annual budget of the regulator for the past five years and indicate the source of funding)

Data Protection Regulators

Remit and tasks (If a data protection regulator is in operation, describe its remit focusing on the tasks that are most relevant for media)

Board composition (Describe the composition of the regulator's main decision-making body, focusing on rules for appointment and sacking of board members)

Funding (Present the annual budget of the regulator for the past five years and indicate the source of funding)

Sources of information recommended:

For Remit/tasks and Board composition

Statutes and legal acts

Legal studies

Annual reports

For Funding

Government budget documents

Articles in the media

Decision-Making Process

Key decision-makers (Write short profiles of the key decision-makers working for the regulatory authorities described above, focusing on those with a known interest in the media)

Transparency of decision-making (Describe the main mechanisms in place to ensure transparency of the decision-making process and how they function in practice)

Impact (Present case studies of regulatory decisions that directly or indirectly had an impact, both negative and positive, on media and journalism)

Sources of information recommended:

For Key decision-makers and Transparency

Articles in the media

Academic studies

Reports by think tanks and policy institutes

Interviews with local experts and journalists

For Impact

Articles in the media

Interviews with representatives of media companies

Academic studies

Surveys

INFLUENCERS**Internal/local**

Industry players (Describe the main media companies that have the highest influence in the regulatory decision-making process. Refer to three categories of companies: news media operators, media-related companies such as advertising and PR agencies and companies totally unrelated to media that exert influence on media regulators. Explain the key motivations for their interest in the regulatory process)

Civil society (Profile the most prominent civil society groups, including NGOs, professional associations, academic institutions and think tanks, religious groups, community media that influence the regulatory process)

External

External factors (Describe international bodies, including intergovernmental organizations that can influence the regulatory process in the country and present cases where they concretely influenced regulatory decisions)

Sources of information recommended:

For Internal/local

Articles in the media

Investigative reports

Interviews with local observers and experts

For External factors

Articles in the media

Academic studies

Reports by think tanks and policy institutes

Reports by international bodies

FUNDING

SOURCES OF FUNDING

Shifts in Journalism Funding

Popular news media (Describe changes in the funding of the most popular news media: refer to the share of funding sources – i.e. advertising, subscriptions, donations, etc. — in their total budget. Choose the news media according to the size of their audience, including both broadcasters and online-only media. Describe in a few sentences the editorial coverage of the media, highlighting any relevant biases, particularly ideological)

Influential news media (Describe changes in the funding of the most influential news media: refer to the share of funding sources – i.e. advertising, subscriptions, donations, etc. — in their total budget. Choose these news media according to their influence among policy makers, business elites, community leaders and other locally relevant communities. Include both broadcasters and online-only media. Describe in a few sentences the editorial coverage of the profiled media, highlighting any relevant biases, particularly ideological)

Key Funders

Non-governmental funders (Describe the biggest funders of media and journalism, including key advertisers, philanthropies, political parties or other organizations)

Government funding (Describe the main forms of public spending in the media, i.e. allocations for public media, state advertising or state subsidies, the institutions and people in charge of deciding whom to fund and the criteria used in selecting the recipients of public funding. Present the annual government spend in the media for the past five years and profile the key recipients focusing on their ownership, editorial coverage and audience)

Sources of information recommended:

For Popular and Influential news media

Reports by trade and professional bodies

Interviews with media experts and representatives of media companies

Company annual reports

Articles in the media

For Key funders

State budget documents and analyses

Reports by the national audit authorities

Annual reports of public or state media

Advertising agency reports

Survey by industry bodies and professional associations

Annual reports of philanthropic organizations and political parties

Articles in the media

TECHNOLOGY, PUBLIC SPHERE AND JOURNALISM

ROLE OF TECHNOLOGY IN MEDIA AND JOURNALISM

Overview and Profiles of Key Players

Operational aspects (Describe the largest technology companies, by number of users, that produce or distribute media content, focusing on their ownership (i.e. local or foreign players) and their local operations (i.e. physical office in the country). The companies profiled here can be social media, telecommunications companies, ISPs, etc.)

Technology companies and government (Describe the relation of the largest technology companies (as defined above) with the government, referring to compliance with local legislation and regulations, cooperation with government over data handling, ownership links to officials or people working with the authorities.)

Technology companies and media (Describe the relation of the largest technology companies (as defined above) with media and journalists, referring to mutual support or other forms of cooperation with media outlets, automation methods including algorithms used in distribution of media content, joint monetization models, ownership links with people in the media industry)

Sources of information recommended:

For Operational aspects

Data from global social media

Local technology market reports

Trade registry data

Articles in the media

For Technology companies and government

Policy reports and analysis from think tanks and policy institutes

Legal studies

Trade registry data

Articles in the media

Interviews with social media representatives

For Technology companies and media

Academic studies

Market reports

Trade registry data

Heuristic analysis of social media data

Interviews with social media representatives



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