Media literacy

Media literacy has never been as important as it is today. It enables citizens of all ages to navigate the modern news environment and take informed decisions.

Media literacy concerns different media and distribution methods. It is a crucial skill for all citizens regardless of age, as it empowers them and raises their awareness. It also helps to counter the effects of disinformation campaigns and fake news spreading through digital media.

The recently revised Audiovisual Media Services Directive (AVMSD) strengthens the role of media literacy. It requires Member States to promote measures that develop media literacy skills (Article 33a).

The revised AVMSD also obliges video-sharing platforms to provide effective media literacy measures and tools. This is a crucial requirement due to the central role such platforms play in giving access to audiovisual content. Platforms are also required to raise users’ awareness of these measures and tools (Article 28b).

Expert Group

The European Commission brings media literacy stakeholders together in a Media literacy expert group. This group meets annually to:

- identify, document and extend good practices in the field of media literacy;
- facilitate networking between different stakeholders;
- explore ways of coordinating EU policies, support programmes and media literacy initiatives.

**European Media Literacy Week**

A high level of media literacy is a key factor in enabling citizens to make informed decisions in the digital age. Media literacy is a pre-requisite for a vibrant, modern democracy. The European Media Literacy Week is an initiative by the European Commission to promote media literacy skills and projects across the EU. Media literacy stakeholders at national level are encouraged to organise their own events during or around this week, to celebrate and discuss media literacy.

The inaugural European Media Literacy Week took place in 2019.

See the event repository.

**European Media Literacy Awards**

As part of its European Media Literacy Week, the European Commission opened a call for applications from inspiring and impactful projects in the field of media literacy. The best applicants will be invited to Brussels to compete for three awards at the high-level conference of the European Media Literacy Week.

See the results of the Media Literacy Awards

Meetings of the expert group on media literacy
Report on mapping media literacy practices
EU work to counter disinformation online
Follow the latest progress and learn more about getting involved.
The winners of the European Media Literacy Awards 2019 have been announced during the European Media Literacy Conference event in Brussels. Giuseppe Abbamonte, Director for Media
Policy at DG Connect, awarded three project winners in different categories focusing on innovative media literacy project, most educative media literacy project, and the media literacy project with the greatest European potential.

DIGIBYTE | 18 September 2018
Women are under-represented on- and off-screen says EPRA report

The European Platform of Regulatory Authorities (EPRA) will present Commissioner for Digital Economy and Society, Mariya Gabriel with the report that examines the representation of women in the audiovisual media industry today.

PRESS RELEASE | 12 March 2018
Tackling disinformation online: Expert Group advocates for more transparency among online platforms

In a report handed over to Commissioner for the Digital Economy and Society Mariya Gabriel, the High-Level Expert Group on Fake News and Disinformation spread online suggests a definition of the phenomenon and makes a series of recommendations.

PRESS RELEASE | 13 November 2017
Next steps against fake news: Commission sets up High-Level Expert Group and launches public consultation

The Commission has launched a public consultation on fake news and online disinformation and set up a High-Level Expert Group representing academics, online platforms, news media and civil society organisations.
Browse Media Literacy
Related Content

Big Picture

Media freedom and pluralism

The European Union upholds media freedom and pluralism as pillars of modern democracy and enablers of free and open debate.

See Also

Monitoring media pluralism in the digital era
The Media Pluralism Monitor is a scientific tool designed to identify potential risks to media pluralism.

Multimedia actions

The EU's multimedia actions aim to strengthen news reporting on EU affairs from pan-European points of view.

Tackling online disinformation

The Commission is tackling the spread of online disinformation and misinformation to ensure the protection of European values and democratic systems.

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