**Media, Communications and the Internet**

**The Regulatory Framework**

**Media regulation** is the control or guidance of mass **media** by governments and other bodies.

**Who is regulated?**

* Owners and controllers of media and communications organizations
* Print Media
* Broadcasters
* Telecommunication carriers
* Telecommunication service providers
* Internet service providers
* Internet content hosts
* Creators and Producers of Content
* Individual end-users

**Rationales for regulation**

* Broadcasting’s role of disseminating news and information
* Community Standards
* Classification of content
* Acceptable social behavior
* Setting standards for consumer protection
* Desire to maintain a diversity of views and opinions
* Protection of Intellectual Property
* Restrictions on Free Speech
* Protection of Privacy

**What is regulated?**

* Media Content
* Prohibitions
* Labelling
* Guidelines
* Ethics

**Methods of regulation**

* Direct regulation (laws , regulators, regulations, standards, licences with conditions)
* Co-regulation (codes of practice which could be approved/endorsed by government or regulator
* Self Regulation (codes of practice endorsed by industry)
* Through economic and technological means

**Challenges to regulation**

* Changes in Technology
* Growth of personal computers and clever software
* Better cheaper production equipment
* Optic fibre, satellites, other broadband infrastructure
* Digitisation of content and digital transmission
* New mobile devices
* Growth of use of the Internet
* Liberalisation of telco markets
* Infrastructure monopolies
* Changes in the method of delivery
* Growth of niche media
* Interactivity of media
* The ease of publication and distribution by individuals (DIY media)

**Some key regulatory concepts**

* One to many (broadcasting)
* One to one (voice telephony)
* Public space/Private space
* Connectivity and Convergence
* The Public Interest
* Degree of Influence
* Creator’s Rights v Fair Use of Ideas

**Some Regulators**

PEMRA

**Direct Regulation**

* Classification of publications
* Offensive publications
* Sedition and racial vilification
* Copyright laws (civil law)
* Defamation laws (civil law)
* Contempt of Court (criminal law)
* Tobacco Advertising (civil penalties)

**Examples of Self Regulation**

* Code of ethics includes a code for advertising for children
* Code of ethics for journalists
* Advertising Standards Board hears complaints about advertisements
* code of practice for explicit lyrics
* Alcoholic beverages code

**Summary**

* Diverse and rapidly changing industries.
* Rationales for traditional approach to regulation are breaking down in a converging environment
* Think of “regulatory networks” that apply to specific media and communications activities, rather than just laws.
* Four major regulatory approaches
* Civil law rights and remedies
* State regulation
* Co-Regulation
* Self` regulation