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## D4.1 MEDIA LANDSCAPE

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Abstract	This deliverable provides an overview of the relevant media interested in the Next Generation Internet (NGI) topics at a pan –European level. The conducted study allows the Next Generation Internet Outreach Office to define how to better approach the relevant media, and how they cover news related to NGI themes
Keywords	Media, Press, Communication, Next Generation Internet, Journalist, Press Office, Dissemination

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*DEM: Demonstrator, pilot, prototype, plan designs*

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## EXECUTIVE SUMMARY

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The Next Generation Internet Media Landscape is a cartography of targeted media in the 28 EU Member States. It is set to guide the relations with prominent media actors. It includes an outreach potential, names of journalists, IT specialties, contact details. This outreach potential is expected to be fed by the actual relations with journalists in the coming months under a proper planning of activities.

By essence, this Media Landscape is changing in every country, particularly when it comes to digital economy matters. Therefore, it will be updated on a bi-monthly basis.

We developed the NGI Media Landscape in the second part of 2019. This analysis and its lessons will streamline the Press relationships for the future, with an immediate inclusion into the Integrated communication strategy of NGI, with immediate implementation for the ongoing PR activities.

This deliverable is organised as follows:

- Section 1 provides the rationale for the Media Landscape and the methodology supporting the production.
- Section 2 presents the detailed Media mapping and provide an overview of the Media Landscape(s) of the NGI initiative: which media (broadly speaking) are/could be interested by the NGI topics, how to activate these knowing the specifications of each sector/region/socio-economic dimension.
- Section 3 details the Media Outreach Strategy, how the work will be organised with the media and the journalists, and how the relationship will be fostered and maintained.
- Section 4 covers the detailed Media Strategy implementation for 2020, including media and contact names already or to be activated



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# 1. OUTLINING THE NGI MEDIA LANDSCAPE

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## 1.1. WHAT IS THE NGI MEDIA LANDSCAPE?

Year one of outreach activities of NGI4ALL project clearly revealed that standard press & media relationships methodologies and actions were not efficient enough for the specific characteristics of the Next Generation Internet (NGI) initiative.

This comprehensive and ambitious European Commission programme, despite its major human-centric objectives and state-of-the-art technological dimension, is not easy to get in the news.

Standard Media Landscapes and the usual press releases, large invitations sent out to journalists and dissemination of accurate background documents carried out in 2019 did not always generate enough conversion and actual publications. Large efforts were put into compiling a media database and stakeholders' database, preparing press material and sending it to more than 600 contacts, but the success rate was lower than expected. This was quite surprising, because the media content is strong and the Next Generation Internet challenges huge and motivating.

As planned, the production of a specific NGI Media Landscape was initiated. It will guide and boost media activities around the NGI's main actions and events: publication of Open calls, new funding launches, NGI meetings, announcement of Project results and achievements, attendance at Tech fairs and symposia, organization of the annual NGI Forum, etc.

The NGI initiative has a complex ecosystem and needs upgraded dissemination plans to tap into all types of media and convince writers, bloggers and journalists to produce contributions, articles, footage, etc.

The NGI initiative aims to build the key technology blocks of a human-centric Internet, which gives end-users full control of their personal data.

Through advanced technologies, new decentralised business and social models will ensure secure and trustworthy access for all.

The mission of NGI is to re-imagine and re-engineer the Internet. The information age should enable human potential, mobility and creativity in an inclusive way – while dealing responsibly with our natural resources. The NGI initiative funds European innovative research projects that make it possible to imagine and develop a new Internet that is safer, more open, more respectful of people and more useful to all citizens. This is the main target: support R&I to generate actual and swift results to reinforce the European Union's positioning on the Internet market and impose European values and norms for the Internet of tomorrow.

Press relationships must first contribute to these targets and in parallel spark media publications targeting stakeholders and citizens. It's an exocentric approach not easy to implement, mainly because the messages must not be blurred by the complexity of both the topics (Research & Innovation, Human-centric Internet, Blockchain, Cryptography, Internet of Things, Security, etc.) and the funding mechanism.

NGI is definitely an experts' domain. This specific "expert" dimension must also guide the PR activities. The action plan must create a community of expert writers and



journalists who, understanding NGI and being convinced of its relevance, will be the popularisers, the decoders and the multipliers of the messages.

The kind of media where these people are active must also be identified. The scope is also different from one country to another, with several geographical zones where Media Landscapes and users' behaviours are totally different.

The definition of the NGI Media Landscape, initiated in June 2019, is a major stepping stone in the NGI Outreach Office action plan. This cartography of targeted media in the 28 EU Member States is set to guide the relations with prominent media actors. It includes outreach potential, names of journalists, IT specialties and contact details. This outreach potential is expected to be fed by current relations with journalists in the coming months under a proper plan of activities as presented below.

This Media Landscape is effectively changing in every country, particularly when it comes to digital economy matters. Therefore, we aim to update it on a bi-monthly basis.

## 1.2. OBJECTIVES OF THE NGI MEDIA LANDSCAPE

The NGI Media Landscape is a cornerstone of PR activities, which are integrated into the overall Communication strategy of NGI. The first circle of communication activities are expert audiences, usual stakeholders, reached out via the community tools, the emailing, the conferences, etc. PR actions come in a second phase, expanding the circle, and will give visibility on the initiative to a wider audience, including general public. This will also reinforce the conversion rate by reaching out new stakeholders, convincing more participants, more decision makers. NGI4ALL brings an Integrated Communication Approach to the initiative, representing the NGI Outreach Office (NOO). It carries out different responsibilities: to animate the NGI Community; to promote Calls for projects among SMEs, universities, industry, ...; to identify and disseminate project achievements; to create a positive buzz within social media communities; to participate in Tech events, etc.

From a strategic point of view and to support dynamic PR, the **Media Landscape** is aimed at:

- Supporting and boosting dissemination, by applying segmentation rules
- Analysing and understanding how much different audiences “consume” media on different supports, in several combinations, at different moments and in variable ways according to the type of content, the position audiences have and the purpose of the consumption (professional, private, leisure, etc.)
- Proving that the outreach is to be organised differently per country, per culture, per social sector, per personae
- Customising the role of each medium, according to content type

From a tactical point of view, the media landscape is a guide that:

- Helps to tailor-make and localise NGI content for local press
- Supports agenda-setting, with a permanent flow of information from media and journalists to the NGI4ALL team, covering media opportunities (media dossiers in the press, scheduled agendas, political agendas, etc.)
- Is the basis of the media mapping (selection of impactful topics and media types)



## 1.3. MEDIA LANDSCAPE DESIGN APPROACH

Defining and outlining the Next Generation Internet Media Landscape was conducted through a balance of desk and field research.

- Desk research (public online channels)
  - Media context and background: main actors in the media world in each country and media culture (i.e. what type of content is relevant, appreciated and placeable in media in those countries)
  - Current challenges of local media in terms of targeting, mix and exposure to public opinion
  - Recommended approach adapted to the media reality
  - Outlets to be targeted, and reasons
  - Potential events identified
- Field research (network): interviews with 3 professionals in each EU Member State
  - Active in Public Relations, European affairs and IT sectors in their country
  - Sharing commonly known media consumption in reference to NGI topics
  - Sharing media insights related to the three main final target audiences (academics & researchers, startups and entrepreneurs, students and starters), i.e. most suitable media to reach them

Remark: the field research is set to be updated in the following weeks and months, mainly based on relations with targeted media and journalists.

## 1.4. GEOGRAPHICAL SEGMENTATION

### Desk research on Media Landscapes across the EU

The preliminary basic research conducted on various online portals (medialandscapes.org, EC websites, Wikipedia) gave us a series of key information elements related to national media realities, challenges, outlets and opportunities.

### Field research: interviews with professionals at the local levels

In order to support the basic desk research with direct contacts, and with the aim of already identifying potential media or journalists, we have conducted interviews in the 28 Member States.

So far, 28 one-to-one phone and written interviews have been conducted with our network of public relations, EU affairs representatives and IT professionals in 21 EU Member States:

- some interviewees have immediately shown a high level of interest in the topic (Belgium, Bulgaria, Germany, Estonia, France, Greece, Hungary, Italy, Ireland, Latvia, Luxembourg, Portugal, Romania)
- some interviewees have been tough to get concrete feedback from, and their interest in the proposal was relatively low (Czech Republic, Denmark, Malta, Netherlands, Poland, Slovenia, Spain, UK)



- others have still not replied (Austria, Croatia, Cyprus, Finland, Lithuania, Slovakia, Sweden)

The following items were discussed:

1. Media of reference in Internet matters and Digital Technologies
2. Media of reference to target academics and researchers
3. Media of reference to target startups and Internet companies
4. Media of reference to target students and starters
5. Internet-related conferences or events where media are particularly active

### Typology of countries and media

Based on desk and field research outputs, we can propose the following typology matrix (see Table 1) of countries and media. We want to stress that **this typology is certainly not exhaustive and is provisional** and will be updated on a frequent basis according to the concrete outcomes of upcoming activities.

To build up groups of countries by complexity, we have crossed the following indicators, based on our conclusions so far:

1. Media variety and context in the country, according to our research
2. Propensity of media to highlight EU-related media content, according to our experience
3. Media space presumably occupied by Internet and IT in the country, according to interviewees

<p><b>Group 1: Belgium, France, Luxembourg, Germany, United Kingdom, Ireland, Denmark.</b></p> <p>All of them give a large amount of space to Internet topics in various kinds of media. They all have specialised journalists in different media types (general, specialised, national, regional) and can provide us with large outreach opportunities.</p>	<p><b>Group 2: Austria, Netherlands, Italy, Portugal, Sweden, Spain, Greece, Estonia, Latvia.</b></p> <p>These countries have a wide Media Landscape, targeting a large community of Internet actors. Their media are high-level and specialised and propose diverse and specific outreach opportunities. Access to their content and communities requires extra efforts.</p>
<p><b>Group 3: Bulgaria, Romania, Malta, Slovenia, Czech Republic, Hungary, Finland.</b></p> <p>Big media names speak to large communities and represent an outstanding indirect outreach. However, the efforts to access content opportunities will be more complex, as they are more disseminated and work in silos.</p>	<p><b>Group 4: Croatia, Slovakia, Lithuania, Cyprus, Poland.</b></p> <p>According to our research, these countries will be complex to reach out to, and the construction of a network of close journalists longer to produce results.</p>

TABLE 1 : GROUP OF COUNTRIES



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## 2. MEDIA MAPPING

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The starting point of our media Mapping is a preselection of specialist journalists active in targeted media extracted from the Media Landscape. From our preliminary research, these journalists are considered as prominent content-providers and authors in the Digital Technologies, Internet and Innovation topics. Our objective is to establish a close cooperation with them is to obtain strategic support in fine-tuning country-related, tailored approaches: (1) agenda-setting and selection of events; (2) content marketing, i.e. the best correlation between available NGI content and targeted media.

It goes without saying that this “theoretical” mapping needs to be updated on a frequent basis, after initial contact with journalists.

### 2.1. MEDIA MAPPING

As previously stated, the approach is to reach out to three main target audiences: research & innovation (academics, researchers); startups and Internet companies; and students and starters.

If we listen to what our network of PR professionals told us in most of the EU Member States, it appears that national specialised media are the ones to be targeted as a top priority:

- two thirds of our interviewees (18 individuals) state that they're the ones to be activated for researchers and academics
- the same proportion considers that this media category is the best one for targeting startups and entrepreneurs
- 50% of them place national specialised media as impactful as general ones for reaching out to students and startup owners

Therefore, national general media are to be considered, followed by regional general media.

Every country has specific objectives and agendas. Political targets are not identical, and the timing of the digital economy development is not the same in every country. Therefore:

- The media relations approach needs to be tailored
- The initial contact with targeted media and journalists will be key in the preliminary activities (particularly the first press release proposal to journalists) and determine the final success



## Austria

Background Context	Two leading entities <sup>1</sup> : the public service broadcaster ORF, leader in television, radio and online; and the largest newspaper Kronenzeitung, reaching 31 percent of the Austrian population, on the other hand. Since fall 2016, the online edition Krone.at of this boulevard-style paid newspaper ranks second in the Austrian online ranking.
Challenges	Radio is the most trusted medium in the country.
Approach	Go for a specialised journalist in national newspaper.
Targeted outlets	Kronenzeitung
Identified events	<b>Digital media Europe (Vienna)</b>

TABLE 2 : FOCUS – AUSTRIA

## Belgium

Background/context	Radio is the most trusted medium in Belgium. The Belgian media landscape gradually became depoliticised in the 1960s.
Challenges	European ecosystem, key contacts needed, work with cabinet useful
Approach	According to our direct sources in Belgium, priority efforts should be put on national specialised media.
Targeted outlets	Print press outlets L’Echo, Trends-Tendances, Knack. Trends-Tendances is the number one outlet for business, with two versions in French and Dutch. The so-called "Numerik" section is dedicated to startups and digital transformation. + De Tijd and their expertise in IT and digital economy.
Identified events	“Trends Winter University”, “La Semaine Numérique”, Digital first by digimedia, “Bloovy”, Fosdem 2020, EIC Prize blockchain

TABLE 3 : FOCUS – BELGIUM

<sup>1</sup> Source : Media Landscapes Project

## Bulgaria

Background/context	Bulgaria's media are generally deemed unbiased, although the state still dominates the field through the Bulgarian National Television (BNT), the Bulgarian National Radio (BNR), and the Bulgarian Telegraph Agency. <sup>2</sup> The largest-circulation daily newspapers include Dneven Trud and 24 Chasa.
Challenges	Newspapers surprisingly not mentioned in the top priorities by our local network.
Approach	TV first
Targeted outlets	Nova Broadcasting Group, BTV Media Group and computerworld.bg
<b>Identified events</b>	"The noise of money", "Liderite", "Industry 4.0", and "IT cloud forum".

TABLE 4 : FOCUS – BULGARIA

## Croatia

Background/context	In broadcasting, since the 1990s, Croatian Radiotelevision HRT was reorganised with its infrastructure branch Transmitters and Communications Ltd (OiV). The national channel Nova TV, launched in 2000, was joined by RTL in 2004. Both are foreign-owned. In print media, the market is dominated by the Croatian Europapress Holding and Austrian Styria Media Group companies which publish their flagship dailies Jutarnji list, Večernji list and 24sata.
Challenges	EU flagship to be kept aside
Approach	The most popular current affairs weekly is Globus, along with several specialised publications, some of which are published by government-sponsored cultural institutions.
Targeted outlets	Globus
<b>Identified events</b>	In 2020 EuCNC in Dubrovnik (June)

TABLE 5 : FOCUS – CROATIA

<sup>2</sup> Source: wikipedia



## Cyprus

Background/context	The print press in the Republic of Cyprus include 7 daily newspapers and 31 weeklies, often linked to political parties.
Challenges	Paid media concern. Television, magazines and newspapers are all operated by both state-owned and for-profit corporations which depend on advertising, subscription, and other sales-related revenues.
Approach	Op-Ed
Targeted outlets	Kıbrıs has by far the highest circulation. English-language press (Cyprus Mail and the Cyprus Reporter). English-language magazines: Cyprus Dialogue, Cyprus Observer, Cyprus Today, Cyprus Weekly, Financial Mirror.
Identified events	In progress

TABLE 6 : FOCUS – CYPRUS

## Czech Republic

Background/context	Czech Republic has four main daily newspapers <sup>3</sup> : Lidové noviny (former dissident publication); Mladá fronta DNES (with a centre-right orientation); Právo (with a centre-left political position) and Blesk, all based in Prague. Commercial television has a major place in the Czech media landscape and attracts almost half of the total advertising spend. Czech TV (ČT) operates two public broadcast channels: mainstream CT1 and cultural channel CT2, while CT24 (for news) is a digital public channel.
Challenges	Identify room for European messages in a period of lack of plurality in the Czech media landscape (media ownership is much concentrated)
Approach	Synergies in content between three targeted outlets
Targeted outlets	National specialised media: E15 and Hospodářské noviny. Czechcrunch.cz major medium online
Identified events	Economia events

TABLE 7 : FOCUS – CZECH REPUBLIC

<sup>3</sup> Source : wikipedia



## Denmark

Background/context	The internet is the media platform most used by Danes. <sup>4</sup>
Challenges	Audiences for linear TV broadcasting and print media are declining.
Approach	Focus on national specialised media Liaise with the head of IT & Digitalisation department at The Danish Chamber of Commerce, in Copenhagen
Targeted outlets	Computerworld is the number one reference, followed by ITWatch and Version2
<b>Identified events</b>	TechFestival “where humans and technology meet”, Copenhagen

TABLE 8 : FOCUS – DENMARK

## Estonia

Background/context	Estonia's most popular medium is television, while print media's popularity has been reducing in favour of online media outlets. Television channels and media portals are both in Estonian and in Russian.
Challenges	Control of large sectors of Estonian media market by foreign companies
Approach	Differently from most countries in the EU, national general media are considered as a priority.
Targeted outlets	Estonian Public Broadcasting, Ekspress Media, Postimees and Äripäev
<b>Identified events</b>	IKT Aastakonver

TABLE 9 : FOCUS – ESTONIA

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<sup>4</sup> Source : BBC

## Finland

Background/context	In 2016 advertising in Finland decreased nine percent in magazines, four percent in newspapers and one percent in TV, but increased three percent in radio and 13 percent online, excluding search engines. <sup>5</sup> Printed newspapers are the preferred way to follow newspaper contents.
Challenges	Finnish media landscape is very disseminated
Approach	Two major outlets + Identify a contact point at Lännen Media (Western Media) > 11 regional newspapers
Targeted outlets	Helsingin Sanomat, Kauppalehti
Identified events	Look at Helsingin Sanomat, Slush 2020

TABLE 10 : FOCUS – FINLAND

## France

Background/context	The regional print press dominates the French media competition, with for example more than 2,4 million readers of the daily Ouest-France <sup>6</sup> , the first regional newspaper in France.
Challenges	Yet the French media outlets follow the more general trend of empowering (more) autonomy from politics, most news radio channels, TV channels, and more particularly news magazines and newspapers, still express a political orientation if not a partisanship backing or sponsor. <sup>7</sup>
Approach	Focus on 4 below media Liaise with Numerama (AI > human first)
Targeted outlets	Science & Avenir (high-tech section), Les Echos, BFM Business, Ouest-France. + Numerama (online)
Identified events	See below action plan

TABLE 11 : FOCUS – FRANCE

<sup>5</sup> Source : Kantar TNS

<sup>6</sup> Source : Wikipedia

<sup>7</sup> Source : Media Landscapes Project



## Germany

Background/context	High levels of press circulation in Germany are ensured by regional and local subscription papers, which are complemented by nation-wide quality newspapers (ie Frankfurter Allgemeine Zeitung) and yellow press titles (ie Bild). <sup>8</sup>
Challenges	Huge country, huge audience.
Approach	Das Handelsblatt is extremely strong in economic analysis including digitalization.
Targeted outlets	CHIP, Das Handelsblatt, computerwoche, Business Punk, Brand Eins, Der Spiegel, die Zeit, Computer Bild, Computerwelt
<b>Identified events</b>	CEBIT and dmexco, Safer Internet Day, Disrupt Berlin

TABLE 12 : FOCUS – GERMANY

## Greece

Background/context	Level of media concentration is high. It affects both the print and broadcasting sectors and has increased in last decades. As well as other topics, Internet and digital technologies are covered by a limited number of media.
Challenges	Political / event agenda-setting
Approach	TV first
Targeted outlets	SKAI TV, and newspaper Proto Thema
<b>Identified events</b>	International Exhibition in Thessaloniki

TABLE 13 : FOCUS – GREECE

## Hungary

Background/context	Overtly pro-government outlets currently include: fourteen “public service” broadcasters, a nationwide commercial television channel (TV2), a cable news channel (Echo TV), several local and networked radio stations (Karc FM, Radio 1), quality dailies (Magyar Idők, Magyar Hírlap), a tabloid outlet (Riposzt), most of the regional dailies, several weekly magazines (Demokrata, Figyelő, Lokál) and a number of online news sites (Origo.hu, 888.hu, Ripost.hu).
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<sup>8</sup> Source : Media Landscapes Project

Challenges	By the middle of the 2010s, the currently governing party alliance had transformed most outlets into tools of pro-government propaganda. <sup>9</sup> Ideological hegemony had been established, while critical and oppositional voices had largely been marginalised.
Approach	National general media are to be targeted in priority.
Targeted outlets	TV2. followed by online media: Index, Origo, TV: RTL Klub
<b>Identified events</b>	In progress

TABLE 14 : FOCUS – HUNGARY

## Ireland

Background/cont xt	Ireland has a traditionally competitive print media. Readership amongst physical newspapers is still high in Ireland when compared to other European countries, in the context of digitalisation.
Challenges	Media consumers divide their time in loads of different platforms. Targeted media will therefore be unperfect by definition.
Approach	Print press. + online
Targeted outlets	Irish Times, The Journal and the Sunday Business Post. RTE for TV.  + Irish Tech News et SiliconRepublic (online)
<b>Identified events</b>	Web Summit, Dublin Tech Summit, IOT Week, NEM Summit 2020

TABLE 15 : FOCUS – IRELAND

<sup>9</sup> Source : Media Landscapes Project



## Italy

Background/context	The Italian media landscape is characterised by the dominant role of television in comparison to other media platforms. <sup>10</sup>
Challenges	Use radio (most-trusted medium) as a springboard to print press
Approach	Liaise with digital economy matters columnists at Il Sole 24 Ore, the business daily newspaper of reference in Italy owned by Confindustria. The Caltagirone Editore, and Itedi group are other examples of print press outlets in direct relation with the Italian industry.
Targeted outlets	Il Sole 24 Ore
<b>Identified events</b>	Startup Italia, Italian Tech Week, Web Marketing Festival

TABLE 16 : FOCUS – ITALY

## Latvia

Background/context	Taking into account the size of the market, Latvia’s media can be considered well-developed. <sup>11</sup>
Challenges	The immense competition created by the small and fragmented local media market, coupled with pressure from Russia, which is increased by the lack of language barriers, can sometimes have a negative impact on the quality of content.
Approach	Liaise with Labsoflatvia, as it focuses on startups and technology.
Targeted outlets	Labsoflatvia, Dienas Business
<b>Identified events</b>	Techchill and the Digital Freedom Festival

TABLE 17 : FOCUS – LATVIA

<sup>10</sup> Source : Media Landscapes Project

<sup>11</sup> Source : Media Landscapes Project



## Lithuania

Background/context	The number of Lithuanian print newspapers has sharply decreased in recent years. Besides many that have closed, others have become weeklies.
Challenges	Still identify the right media for NGI
Approach	Focus on remaining daily newspapers, as a starting point to identify in their structure where NGI-related content has potential.
Targeted outlets	Lietuvos rytas, Vakaro žinios and Lietuvos žinios
<b>Identified events</b>	Innovation Drift (biannual Vilnius)

TABLE 18 : FOCUS – LITHUANIA

## Luxembourg

Background/context	Luxemburg is a small country. Media are concentrated and very specialised.
Challenges	The common idea is that IT-related content is mostly accessible in digital media.
Approach	Point of contact with targeted journalist. See below action plan.
Targeted outlets	Lëtzebuerger Journal, Luxemburger Wort, Silicon Luxembourg, Paperjam
<b>Identified events</b>	Code academy by Excelium

TABLE 19 : FOCUS – LUXEMBOURG



## Malta

Background/context	Private TV stations and state-owned broadcasts are known for being more appealing than other media.
Challenges	Obtain endorsement of NGI from local influencers
Approach	Identify journalist among 3 targeted outlets
Targeted outlets	Times of Malta, Business Today and Malta Today
<b>Identified events</b>	Digital Malta

TABLE 20 : FOCUS – MALTA

## The Netherlands

Background/context	The Dutch landscape is very diverse and well balanced between public and privately-held media.
Challenges	In the last 15 years, the Dutch media situation changed dramatically. Online media are now the most used media by the Dutch population, with Facebook leading the pack.
Approach	Newspapers in priority
Targeted outlets	NRC Handelsblad, BNR Nieuwsradio, Techzine and ICT Magazine
<b>Identified events</b>	ICT Magazine events

TABLE 21 : FOCUS – THE NETHERLANDS



## Poland

Background/content	Along with digital media, TV is the most important medium in Poland when taking into consideration the budgets. People still watch a lot of TV in Poland, less and less, but still quite a lot.
Challenges	The media ratio is changing in favour of digital media. IT related media contents are considered as very disseminated.
Approach	Further investigate on the best media to be activated, through the Multiscreen Day for example.
Targeted outlets	TVP Info
<b>Identified events</b>	Multiscreen Day, IGF 2020

TABLE 22 : FOCUS – POLAND

## Portugal

Background/content	The Portuguese media landscape is plural and diverse. The press market is scattered across many newspapers and magazines, mainly local and regional, mostly with low circulation and reach. In terms of consumption, the Portuguese media landscape is still characterized by the dominant role of television in comparison to other media. <sup>12</sup>
Challenges	The number of national general titles is reduced.
Approach	Liaise with targeted journalist, see immediate action plan below
Targeted outlets	Público, Expresso
<b>Identified events</b>	FED4FIRE is a project not an event ...maybe instead WebSummit?

TABLE 23 : FOCUS – PORTUGAL

<sup>12</sup> Source : Media Landscapes Project



## Romania

Background/context	Romania has one of the most dynamic media markets in south-eastern Europe. The Romanian print press market is rich and diversified.
Challenges	TV is the medium of choice for most Romanians. Question is about the interest of NGI in business-related TV programmes.
Approach	Focus first on the print business weeklies.
Targeted outlets	Business Magazin, Money Express, Saptamana financiara, Capital
<b>Identified events</b>	In progress

TABLE 24 : FOCUS – ROMANIA

## Slovakia

Background/context	The main source (63 %) of information about national political issues for Slovak citizens is television broadcast. <sup>13</sup> The second most relevant source of information is the Internet. Traditionally, the most trusted source of information has been radio broadcast, in recent years closely followed by television broadcast.
Challenges	Complex outreach expected.
Approach	Liaise with columnists, journalists and editors from below mentioned outlets with an expertise in digital tech
Targeted outlets	Sme, Nový Čas
<b>Identified events</b>	In progress

TABLE 25 : FOCUS – SLOVAKIA

<sup>13</sup> Source : wikipedia

## Slovenia

Background/context	More than 1,300 media outlets are registered in Slovenia, of which around 1,000 printed ones. <sup>14</sup>
Challenges	Complex outreach expected.
Approach	Liaise with Poslovni dnevnik Finance department of telecoms and technologies
Targeted outlets	Poslovni dnevnik Finance, RTV Slovenia, STA (Slovenian Press Agency)
Identified events	In progress

TABLE 26 : FOCUS – SLOVENIA

## Spain

Background/context	According to the Eurobarometer on Media pluralism and democracy <sup>15</sup> , in Spain, the media considered "not reliable" are, above all, television and social networks; within a general sense of lack of credibility, radio is considered the most credible medium, even ahead of newspapers.
Challenges	Personal contact and personal relationships pay a big role in Spanish business life, also in media relations, more and more through social media.
Approach	Focus on specialised newspapers and liaise with specialised journalists from major dailies.
Targeted outlets	5 Días, El Economista, Expansión, La Gaceta de los Negocios. El Pais, ABC and El Mundo.
Identified events	4YFN 2020

TABLE 27: FOCUS – SPAIN

<sup>14</sup> Source : Wikipedia

<sup>15</sup> Source : European Commission, 2016

## Sweden

Background/context	The press is subsidized by the government and is owned by many actors, the dominant owner being Bonnier AB.
Challenges	Approach wide communities of journalists through a widely attractive topic of interest, in a short and straight forward editorial manner.
Approach	Liase with biggest daily newspapers listed below
Targeted outlets	Dagens Nyheter (Stockholm), Göteborgs-Posten (Gothenburg), Svenska Dagbladet (Stockholm), Sydsvenska Dagbladet (Malmö and Lund)
<b>Identified events</b>	In progress

TABLE 28: FOCUS – SWEDEN

## United Kingdom

Background/context	BBC, the Guardian, the Times and Sky are certainly the top-ranked media in the digital business sector. Those media are pioneers in the sector, their outreach is huge and respected by the whole sector.
Challenges	Unsurprisingly high in the Brexit context
Approach	To be discussed
Targeted outlets	BBC, the Guardian, the Times and Sky
<b>Identified events</b>	Explore above-listed media websites and event agendas

TABLE 29: FOCUS – UNITED KINGDOM



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## 3. MEDIA OUTREACH STRATEGY

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### 3.1. OUTREACH METHODOLOGY AND OUTCOMES

By **outreach**, we mean the number (clippings) and impact (views, engagement) of media activations, from both a geographical and a topic-wise point of view.

The proposed outreach approach aims at increasing the influence of NGI at the EU and the national levels with a close content-based collaboration with media:

- Preselecting one of up to three targeted journalists in each Member State and EU-wide media
- Monitoring the journalist's potential (cfr. § 2.3.1. on the collaboration)
- Via this close collaboration, monitoring the interest from each Member State in the different NGI topics<sup>16</sup>
- Adapting the global outreach approach to national and media realities (every 6 months)
- Selecting the most interesting agenda opportunities in the Member State (economy, politics, events/conferences) and at the EU level
- Building up communication opportunities with digital/social and stakeholder channels
- In the case of EU-wide media journalists, promoting NGI content through a set of tools (Op-Eds, articles on best practices, calls for projects, etc.)
- Promoting events, raising conference-content awareness and boosting registrations

### 3.2. COLLABORATION WITH JOURNALISTS

#### Targeting journalists

The potential of each journalist is based on a balanced analysis of (1) his/her expertise, (2) network and (3) media profile. Since the efficiency of this collaboration is based on a trustworthy relationship, his/her availability and direct interest in NGI will be a key reason for selection or dismissal.

In each Member State, our targeted journalists are identified through the following method.

- A set of contacts with local professionals gives us information on suitable media, i.e. the ones with interest in the topic and a large audience
- Media are contacted one by one to identify the journalists who look for content AND are in touch with our final targets (project runners, researchers, IT professionals, etc.)

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<sup>16</sup> <https://ec.europa.eu/digital-single-market/en/policies/next-generation-internet>



## Action plan

Once this media contact list is built up and fed with qualitative information on their level of interest, we can start implementing our methodology to boost NGI visibility. The first database is ready (see D20) and contains already not less than 450 contacts.

Instead of pushing the NGI own content from scratch, we aim to implement a structured agenda-setting campaign, by identifying with the journalists the best opportunities for NGI. They will provide us with:

- Events' opportunities in their country in the coming months
- political and economic opportunities in the ongoing and upcoming media agenda
- an informal "style guide" for content placement in their media, i.e. tips for eligibility in their editorial content

The proposed methodology considers that a large proportion of Internet-related content producers frequently look for content. They can be journalists, opinion leaders, columnists, experts or academics, whoever has a permanent and respected say on those matters. They need to be identified, qualified, interviewed and kept close by. At the end of the process, they will give the NGI Outreach Office a clear overview on the upcoming media milestones and therefore will help us conduct a structured agenda-setting approach.

The informal (*because it is never signed, freedom of speech is central*) agreement is then reached, where we share content on projects and initiatives on one hand, and information about calls, events, interviews with key NGI people on the other hand.

Depending on the opportunities, NGI contents will be parcelled, selected, extracted, highlighted, made concrete and local, and customised.

## Monitoring and network update

This methodology is set to be:

- Monitored on a quarterly basis
- Updated in the media list, along with their capacity to help NGI outreach

## 3.3. AUDIENCE TARGETING AND CONTENT PLACEMENT

A key parameter for the best NGI content placement is the increasing knowledge of the audience that will be progressively in our hands through the collaboration with journalists and media:

- Targeted IT professionals (researchers, SMEs, startup owners, i.e. actors eligible for funding) have different interests in the Next Generation Internet
- They follow and trust very diverse media and sources of information
- They have different rates of development
- They have different objectives and understandings of media content

The proposed approach includes an increasing understanding (through media) from NGI of local realities, interests and agendas:



- With a realistic and readable methodology (being built up step by step)
- With a reliable network of counterparts in media
- With, at the end of the process, a proper **sphere of influence** composed of journalists and stakeholders

Digital technology is a cross-over topic, depending on what the digital technology is used for: healthcare, mobility, education, business, etc. To get exposure of a specific digital application or matter, we recommend specific media or journalists.



## 4. MEDIA OUTREACH PLAN YEAR 2 (JAN – DEC 2020)

### 4.1. CONTEXT

The year 2020 will focus on implementing the following action plan, depending on the European Commission’s agenda, key events and ICT calls.

### 4.2. PLAN OF ACTIVITIES

NGI4ALL Media Relations Retroplanning overview	Dec-19				Jan-20				Feb-20				Mar-20				Apr-20						
	Calendar weeks	49	50	51	52	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	2_Dec	9	16	23	30_Dec	6	13	20	27	3_Feb	10	17	24	2_Mar	9	16	23	30	6_Apr	13	20	27	
<b>Meetings</b>																							
Internal to Tipik, with the consortium, with EC									ALL														
<b>Media landscape</b>																							
Submission and approval (approach, workplan, mappings, updates)																							
<b>Content marketing</b>																							
Interaction with the consortium on NGI media-attractive content																							
Adapting press releases to targeted media																							
Collecting project information in each member state																							
<b>PR Activities</b>																							
Media relations (contacts with journalists, placement of content, follow-up)																							
Stakeholder relations (contacts with IT professionals and networks, event organisers)																							
Media activities related to the NGI Forum (approach, specific mapping, media relations, follow-up)																							
<b>PR Reporting</b>																							
Monthly reports on the contacts made and the outreach + lessons learned and recommendations																							

TABLE 30. MEDIA RELATIONS RETROPLANNING OVERVIEW: DEC 19 – APR 20



NGI4ALL Media Relations Retroplanning overview	May-20				Jun-20				July-20				Aug-20				Sept-20				Oct-20							
	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44		
Calendar weeks	4_Mai	11	18	25	1_Jun	8	15	22	29_Jun	6	13	20	27	3_Aug	10	17	24	31_Aug	7	14	21	28	5_Oct	12	19	26		
<b>Meetings</b>																												
Internal to Tipik, with the consortium, with EC																												
<b>Media landscape</b>																												
Submission and approval (approach, workplan, mappings, updates)																												
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Media activities related to the NGI Forum (approach, specific mapping, media relations, follow-up)																												
<b>PR Reporting</b>																												
Monthly reports on the contacts made and the outreach + lessons learned and recommendations																												

TABLE 31. MEDIA RELATIONS RETROPLANNING OVERVIEW: MAY 20 – OCT 20

### 4.3. PROPOSED EVENTS

Throughout the year, in the 28 Member States, there are loads of digital, economic and political event-related opportunities for NGI. For many of these, NGI actors (NGI4ALL, NGI Projects, European Commission, etc.) will be active participants and promote the initiative and its projects.

Around these events, and in cooperation with the selected journalists, the Outreach office will prepare adapted content for media and journalists, to feed specific audiences of the different media with concrete answers to actual topics of the event.



For instance, we have identified 16 events in the coming months. They all take place before 30 June 2020, in 10 countries. All events touch on safety, trust, health, big data and digital innovation. This event mapping will be updated by 31 January 2020, with a selection of at least one targeted event per semester in each EU Member State and suggested events from partners, newcomers and the European Commission.



**NGI**  
Events mapping

ID	Country	Event name	Date	Location	Link	Comments
1	<b>Austria</b>	ANON Summit 2020	15-16 April 2020	Gösserhalle, Austria	<a href="https://anonsummit.io/">https://anonsummit.io/</a>	2000 attendees exploring the the world of Blockchain, AI & IoT.
2	<b>Finland</b>	600 MINUTES SALES, MARKETING AND CX	25 May 2020	Helsinki	<a href="https://managementevents.com/events/2846/600minutes-sales-marketing-and-cx/2020/finland/?utm_source=online.marketing">https://managementevents.com/events/2846/600minutes-sales-marketing-and-cx/2020/finland/?utm_source=online.marketing</a>	
3	<b>France</b>	Maddy Keynote 2020	30-31 January 2020	LE CENTQUATRE Paris	<a href="https://maddykeynote.com/">https://maddykeynote.com/</a>	How innovation can help humankind to face the future?
4	<b>France</b>	DATA PROTECTION OFFICER 2020	02 April 2020	Paris	<a href="https://diievents.dii.eu/data-protection-officer/">https://diievents.dii.eu/data-protection-officer/</a>	
5	<b>France</b>	PARIS BLOCKCHAIN WEEK SUMMIT	31 March 2020	STATION F, Paris	<a href="https://www.pbwsummit.com/">https://www.pbwsummit.com/</a>	aim to gather stakeholders to build the next web
6	<b>Germany</b>	INTERNET OF THINGS APPLICATIONS	13-14 May 2020	Estrel Convention Center, Berlin, Germany	<a href="https://www.idtechex.com/internet-of-things-europe/show/en/">https://www.idtechex.com/internet-of-things-europe/show/en/</a>	Large scole of IoT applications : industry 4.0, E-healthcare, Smart cities
7	<b>Ireland</b>	DIGITAL WORKPLACE IRELAND CONFERENCE 2020	02 April 2020	IMI Conference Centre, Dublin		Main influencers and decision makers in organization will be relay
8	<b>Luxembourg</b>	Woop 2020	17 March 2020	Maison du Savoir, Luxembourg	<a href="https://woop-events.com/">https://woop-events.com/</a>	
9	<b>Netherlands</b>	IAPP Data Protection Intensive: Nederland 2020	9-10 June 2020	The Hague	<a href="https://iapp.org/conference/iapp-data-protection-intensive-nederland/#!">https://iapp.org/conference/iapp-data-protection-intensive-nederland/#!</a>	Privacy officers, senior counsels and data protection professionals from across the Netherlands and Europe
10	<b>Netherlands</b>	THE NEXT WEB 2020	18-19 June 2020	Amsterdam	<a href="https://thenextweb.com/conference">https://thenextweb.com/conference</a>	
11	<b>Spain</b>	European Blockchain Convention	20-21 January 2020	Barcelona, Spain	<a href="https://eblockchainconvention.com/barcelona/">https://eblockchainconvention.com/barcelona/</a>	
12	<b>Spain</b>	MALLORCA BLOCKCHAIN DAYS	20-22 March 2020	Mallorca	<a href="https://mallorcablockchaindays.com/">https://mallorcablockchaindays.com/</a>	
13	<b>Spain</b>	DIGITAL HEALTH 2020	27-28 March 2020	Barcelona, Spain	<a href="https://digitalhealth.conferenceseries.com/">https://digitalhealth.conferenceseries.com/</a>	Target Audience : Big Data Scientists, Block-chain Specialists, Industry and startups, Med tech, IT/SM industry, pharma, etc.
14	<b>Sweden</b>	EUROPEAN HEALTHCARE MATERIALS AND TECHNOLOGY CONGRESS	23-25 March 2020	Viking Line Terminal Stockholm	<a href="https://www.advancedmaterialscongress.org/ehmt20/">https://www.advancedmaterialscongress.org/ehmt20/</a>	Digital healthcare is one of the popular topics of this event, which got a media recognition
15	<b>United Kingdom</b>	FUTURE HEALTH	17-18 March 2020	ExCel, London	<a href="https://www.futurehealth.global/">https://www.futurehealth.global/</a>	
16	<b>United Kingdom</b>	Rewired Digital Health	3-4 March 2020		<a href="https://digitalhealthrewired.com/">https://digitalhealthrewired.com/</a>	Current and future health leaders with the best in disruptive digital health

TABLE 32. MEDIA RELATIONS RETROPLANNING



## 4.4. PROPOSED JOURNALISTS

We suggest submitting NGI content to 3 renowned journalists in their country in the field of Internet and New Technologies.

A quarterly contact report will be shared with the consortium, including the number of contacts and opportunities, and the expected outreach. The first report is expected by the end of march. It will include a table with the journalists contacted, feedback, opportunities and suggestions of follow up action.



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## 5. CONCLUSIONS

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The new PR approach and the overall Communication strategy of NGI will benefit from the updated Media Landscape. Building a network of strong reliable writers and journalists will boost the results of the intensive work actions launched and to be organised for 2020. By creating stronger visibility for NGI, the PR actions will fertilise the ecosystem and reinforce the impact of the other outreach actions, and at the end of the programme. The rate of growth may be slow but the personalised approach to writers and journalists guarantees a tight mesh of contact points, easy to activate swiftly when needed.

Testing the market and benchmarking the countries is a cumbersome effort in terms of time and resources at the very beginning of the project, but it is also a cost-efficient approach. The mapping and the information now available will speed up the media actions, however it will still require a lot of effort.

The NOO PR action plan will be better targeted and will focus on several target lines. It should also be clearly understood that the initial strategy and KPIs were not totally suitable and realistic.

The content of NGI, the competition with many other topics to be covered by the media, and the complexity of the messages and the NGI Challenges require permanent efforts and dedicated PR teams. The PR staff will be permanently activating the network, feeding the writers and journalists with updated information, but not too much, and expanding the network to increase visibility. The qualitative approach must take precedence over mere volumes, and impactful publications must be encouraged.

