

## Transparency of Media Ownership Campaign videos

10 academics, journalists, activists and media experts were asked the following questions:

- Do you think that the public should know who owns the media? Why?
- Is the media ownership transparent in your country?

Their answers can be found in the following interviews:

**Albano Dante**, Founder of [cafèamblllet.com](http://cafèamblllet.com)

*"Each time we talk to someone, whenever we start a conversation with someone, we want to know who this someone we're talking to is. When the one who's talking is a media, I believe knowing this is crucial".*

Find his interview here:

<https://www.youtube.com/watch?v=ZzcmsuY3oKE&list=PL-3vJwnXJclKGkHln6KGO2X9x0HB7Fq1I&index=1>

**Juan Luis Sánchez**, Deputy director of [eldiario.es](http://eldiario.es)

*"The value of the information, of transparency in your project, is much more important than you think".*

Find his interview here:

<https://www.youtube.com/watch?v=yUkaGxKeKYg&index=2&list=PL-3vJwnXJclKGkHln6KGO2X9x0HB7Fq1I>

**Nevena Ruzic**, Assistant of General Secretary of the Commissioner for Information of Public Importance and Personal Data Protection, Belgrade, Serbia

*"That might help us understand the reporting; they might be biased, or they might be avoiding to report on certain issues, maybe that's the reason".*

Find her interview here:

<https://www.youtube.com/watch?v=r2DCoU0aM0U&index=7&list=PL-3vJwnXJclKGkHln6KGO2X9x0HB7Fq1I>

**Christian Mir**, Executive Director of Reporters Without Borders Germany

*"The strength of a good and independent media is that they are independent; independent from any political interest, from any economic interest".*



Find his interview here:

<https://www.youtube.com/watch?v=l4UxS3jYQ2M&list=PL-3vJwnXJclKGkHln6KGO2X9x0HB7Fq1I&index=4>

**Gavin Sheridan**, Investigative Journalist and FOI Expert

*"I can't think of any reason at all why the public or society at large should not know who owns any media organisation".*

Find his interview here:

[https://www.youtube.com/watch?v=i0n\\_ZdzWMNo&list=PL-3vJwnXJclKGkHln6KGO2X9x0HB7Fq1I&index=3](https://www.youtube.com/watch?v=i0n_ZdzWMNo&list=PL-3vJwnXJclKGkHln6KGO2X9x0HB7Fq1I&index=3)

**Alexander Kashumov**, Head of the Legal Team; Access to Information Programme, Sofia, Bulgaria

*"The civil society has the right to know who is speaking to them".*

Find his interview here:

<https://www.youtube.com/watch?v=ntCvmbpBqQY&list=PL-3vJwnXJclKGkHln6KGO2X9x0HB7Fq1I&index=6>

**Ana Petruseva**, Managing Editor, Balkan Insight, BIRN Country Director Macedonia

*"The media scene has changed globally, everywhere, and you have a situation where there's so many ways of sophisticated pressures".*

Find her interview here:

<https://www.youtube.com/watch?v=bPY1xz9Dg1w&list=PL-3vJwnXJclKGkHln6KGO2X9x0HB7Fq1I&index=5>

**Alison Harcourt**, Associate Professor at University of Exeter

*"Media transparency is important for those who are consuming media. If I'm reading a newspaper, or watching television, I would like to know who is providing me with this information".*

Find her interview here:

<https://www.youtube.com/watch?v=cClwZxOGY0M&index=10&list=PL-3vJwnXJclKGkHln6KGO2X9x0HB7Fq1I>

**Florian Skrabal**, Founder of dossier.at

*"Media products can affect and influence the way people think, what decisions people take, and so knowing who is behind the media, or a media enterprise, is key to a transparent society".*



Find his interview here:

<https://www.youtube.com/watch?v=xBxg-bTfX9Q&index=9&list=PL-3vJwnXJclKGkHln6KGO2X9x0HB7Fq1I>

**Florian Philapitsch**, Vice Chairman of KommAustria

*“Every media transports some kind of opinión, some kind of mindset, and since media are so strongly involved in the creation of mindsets, in the influence of what people think, it’s important to know who are the people that tell you what to think”.*

Find his interview here:

<https://www.youtube.com/watch?v=JoiWBFv9Dtk&list=PL-3vJwnXJclKGkHln6KGO2X9x0HB7Fq1I&index=8>

You can also find the campaign video here: [\[LINK\]](#)