



Baltic Centre for
Media Excellence



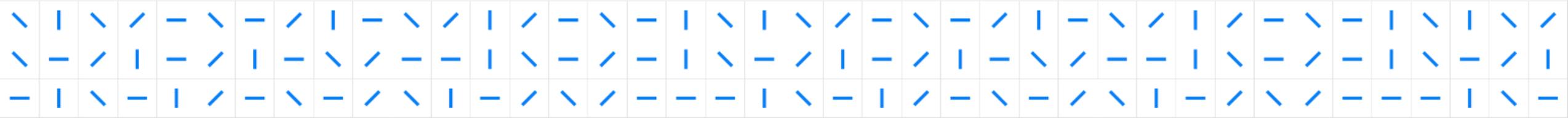
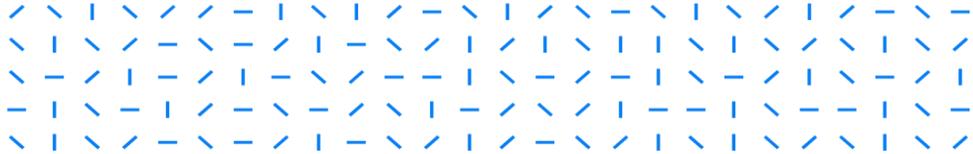
Baltic Centre for
Media Excellence

Baltic Media Health Check

2015 / 2016



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Rytas Staselis
Urmas Loit



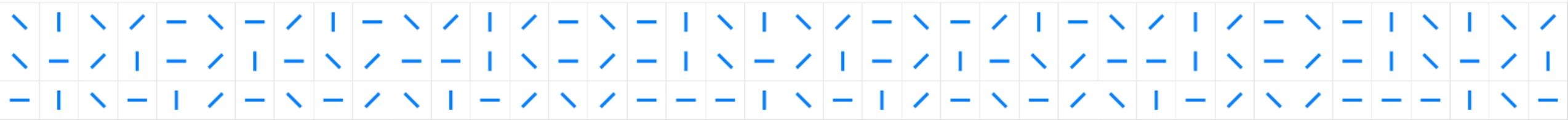
Converging and crossing borders

Ekspress Grupp

- Delfi EE + newspapers *Maaleht*, *Eesti Ekspress* and *Eesti Päevaleht*
- Delfi LT + publisher of regional newspapers Ekspress Leidyba

Eesti Meedia

- *Postimees* + publisher of regional newspapers Uhinenuud Ajalehed
- News agency LETA



DELFI rules online



LITHUANIA

1 205 325

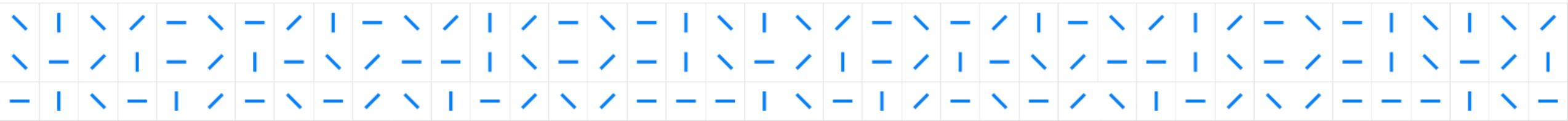
LATVIA

836 947

ESTONIA

539 314

(Ekspress Grupp)

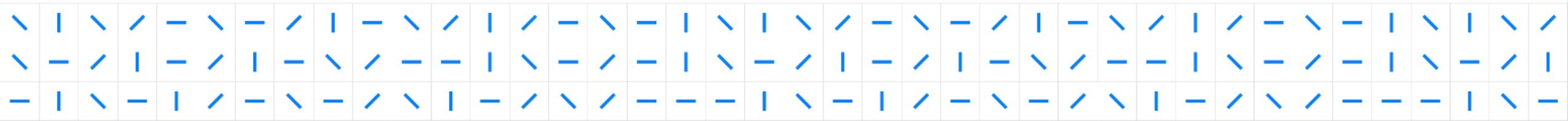


But the rival comes close



15min.lt	1009 515
tvnet.lv	812 607
postimees.ee	454 766

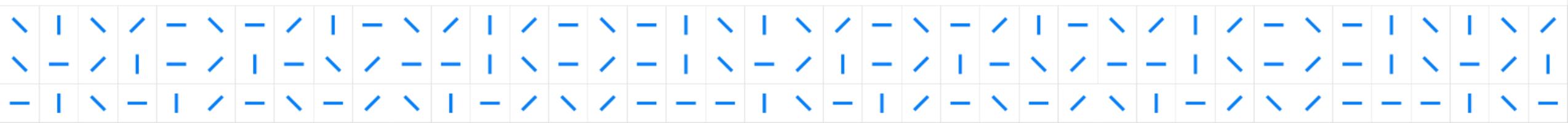
(Eesti Meedia)



TV3 and PSM enter the top

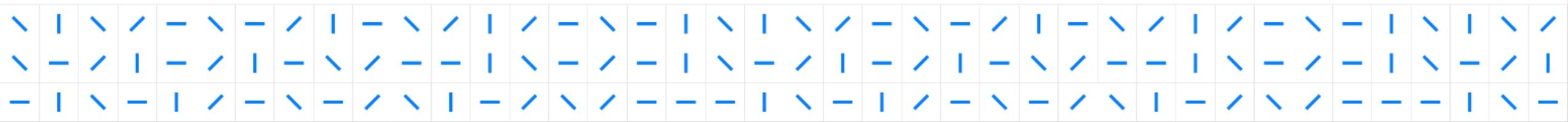
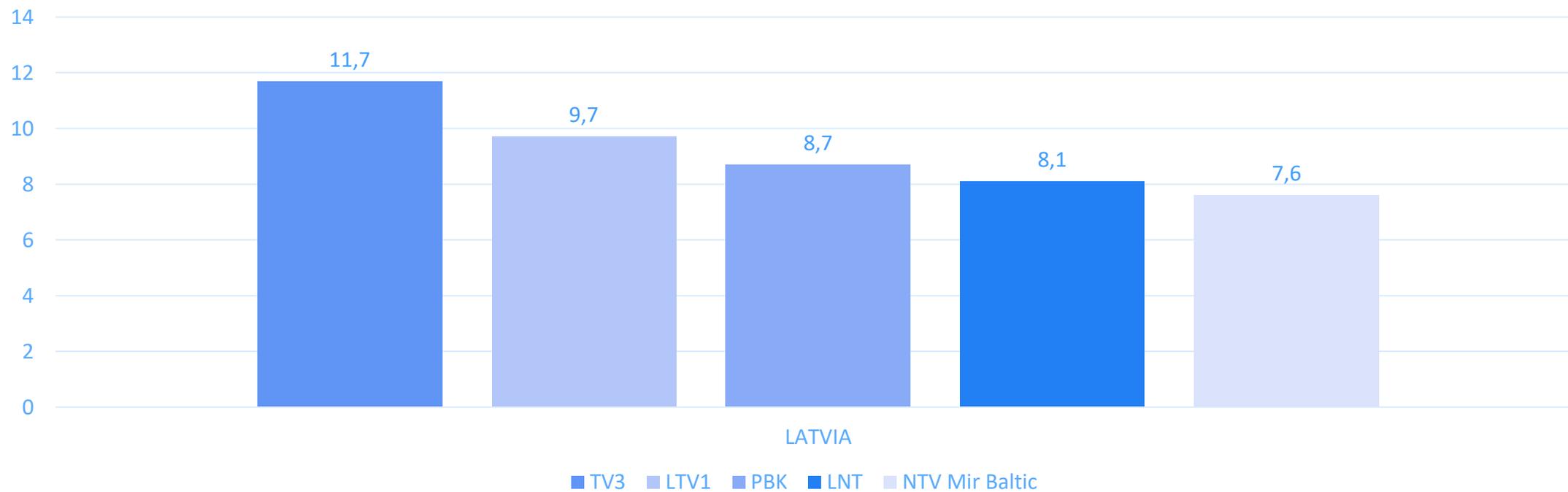


skaties.lv	346 702 00
tv3.lt	808 719
lsm.lv	250 470 00



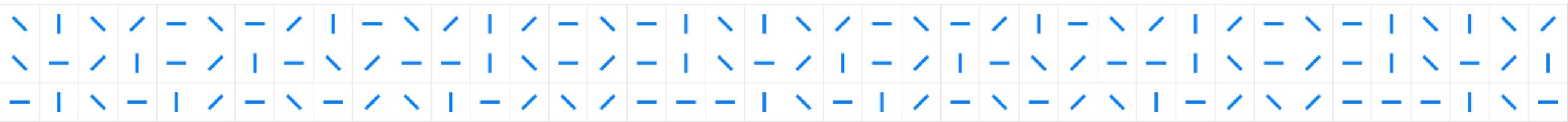
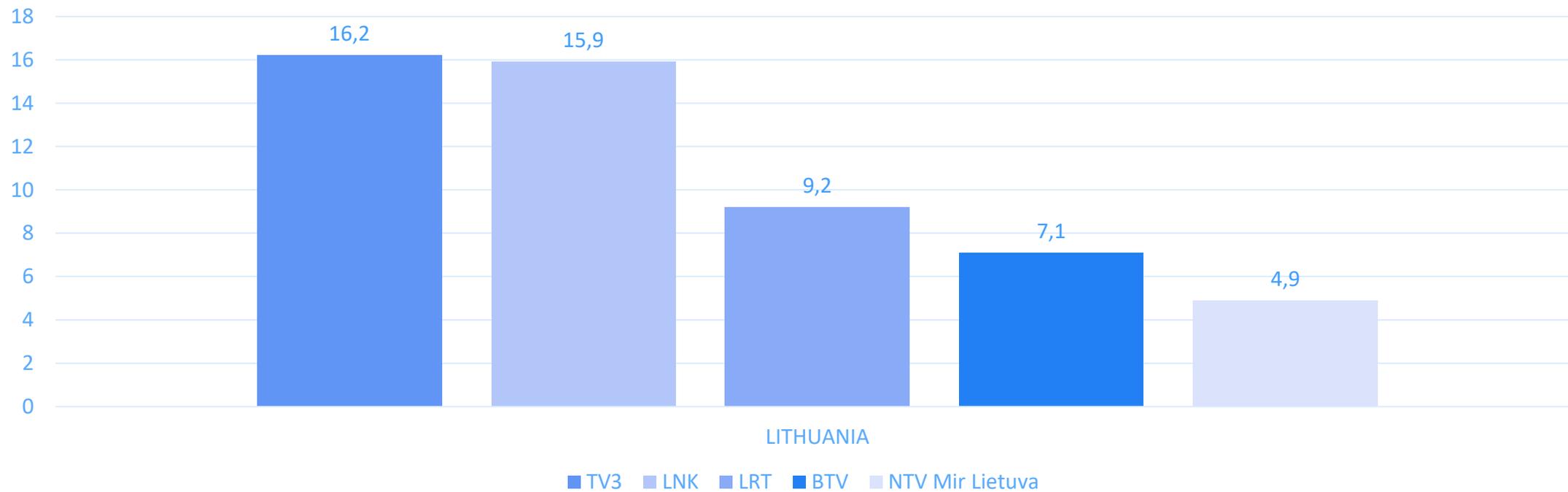
MTG, LTV dominate (but so does Russia)

Top 3 TV channels in LATVIA (share, %)



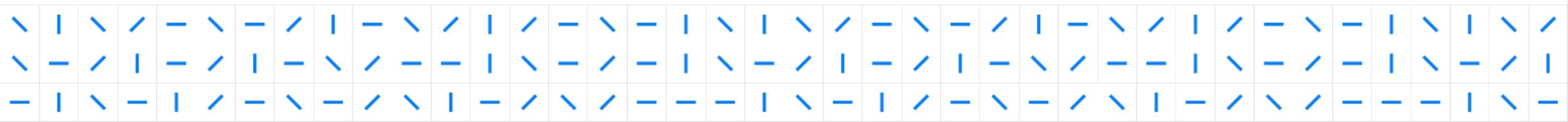
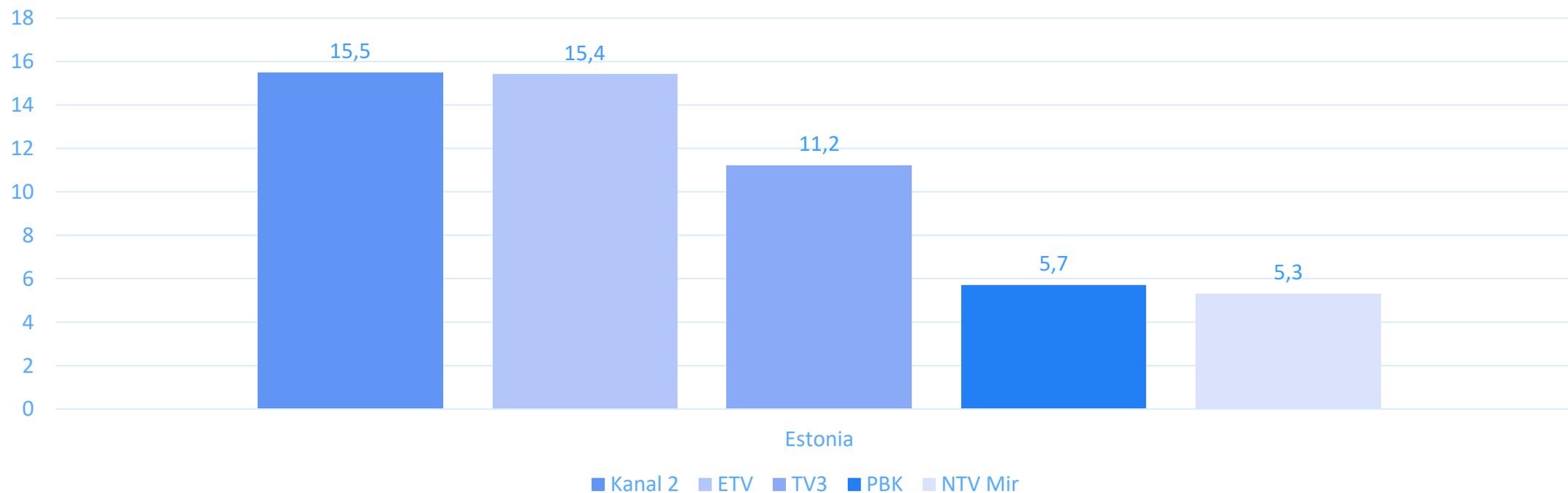
Local channels at the top

Top 3 TV channels in LITHUANIA (share, %)

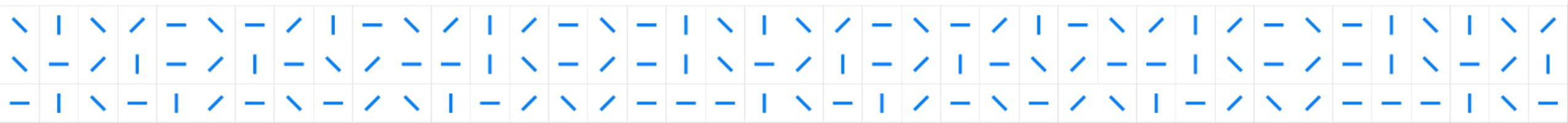


ETV continues going strong

TOP 3 channels in ESTONIA (Share,%)



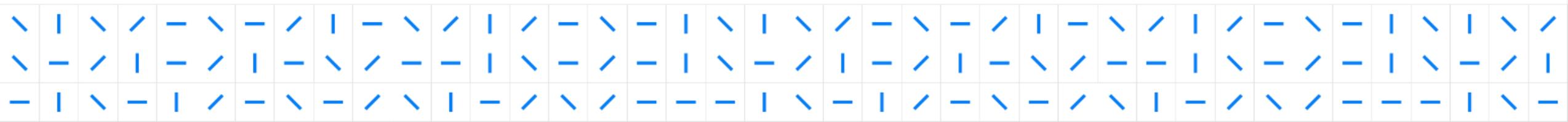
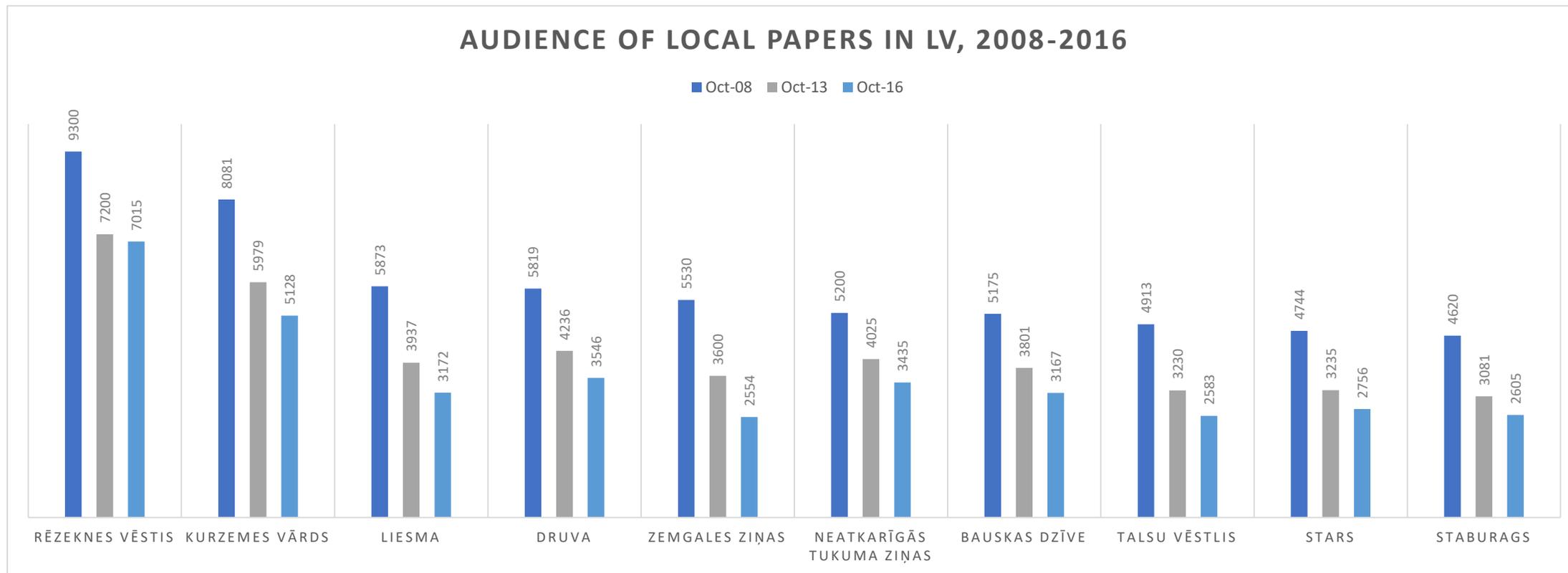
Russian language papers lead in LV



Magazine market robust (but yellow)



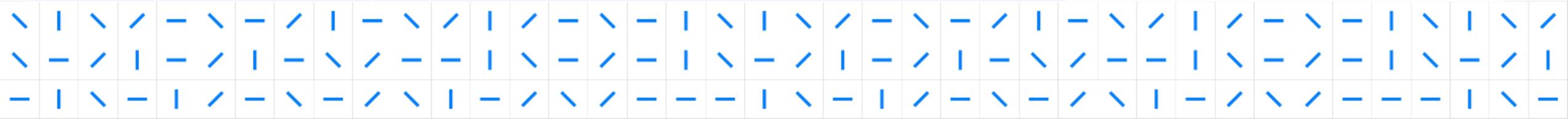
In focus: health of regional media



Political communication in disguise

PUBLICITY BUDGETS IN SELECTED TOWNS in LATVIA, EUR, 2016

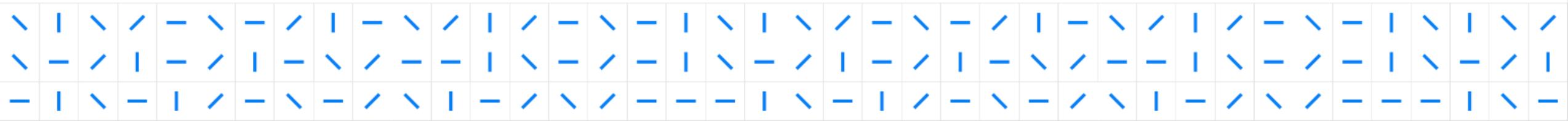
Municipality	Gazettes	Other media
Jelgava	371 080	-
Rēzekne	144 000	52 182
Jūrmala	55 300	4740
Liepāja	46 286	35 617



“Bauskas dzīve” leading the fight

Supreme Court spells out parameters of independent press:

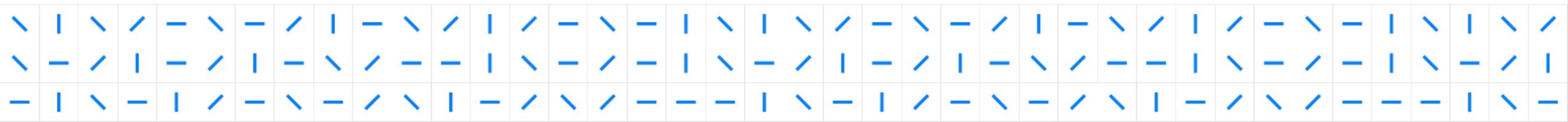
- the mass media must be used for the benefit of the entire public;
- publication must promote the principles and basis of the Latvian Constitution;
- unilateral emphasis on certain interests, some group or political grouping is banned;
- publication must reflect diversity of opinions, including the political opposition.



Self- regulation good, but not enough

The Code of Ethics of Estonian Press

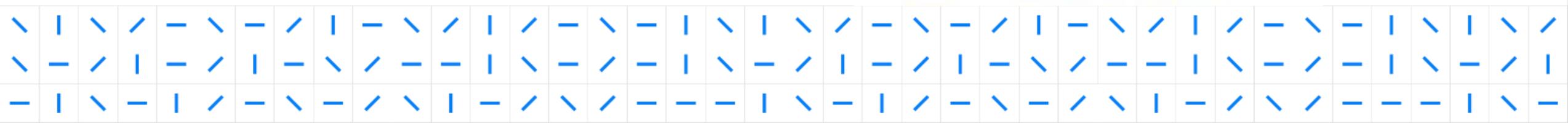
“1.2. The press and other media shall serve the right of the public to receive true, fair and comprehensive information. The critical observation of the implementation of political and economic power is the main obligation of the press.”



Legal loopholes in Lithuania

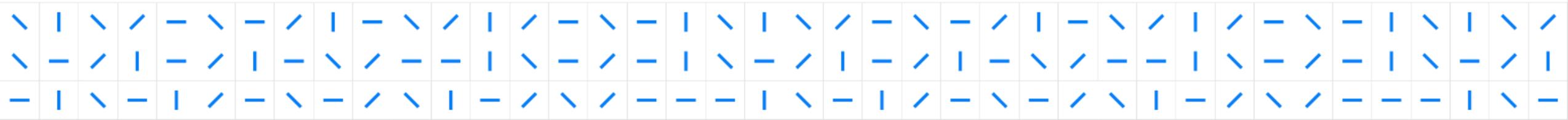
“This was the hardest hit for us, since the people of the city were receiving a free publication in their letter boxes, so they started wondering if it was really worth buying another newspaper that offers a slightly different view on current events, maybe employing a little bit more criticism.”

Romas Sadauskas-Kvietkevičius,
Druskininku Naujienos



“If there is to be no understanding [...] at the state level, we will soon return to the kind of authorities that informed us during Soviet times.”

Guntars Līcis, Latvian Publishers' Association





Baltimaade
Meedia Oivakeskus



Baltijas Mediju
izcilības centrs



Baltijos
šalių žurnalistinio
meistriškumo centras

THANK YOU!
baltic.media

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