Two years into the creation of the Public Affairs and Media Policy department we have established a steady stream of research reports, successful platforms and a reputation that keeps building among peers. We moved from the premise of operating under the continued guidance of the Committee of Director, and are looking forward to agreeing on a way forward, in consideration of the loss of one of the two members of the team.

1) RESEARCH:
Our reports received flattering praise from both our member associations and readers.

We started in April compiling an overview of EU VAT rates applied to news media, both on print and in digital. The report was available to all public, in an effort to gain notoriety for our work.

In June we published only for members the Supporting the Media Report, on the different ways the news media is supported through public aid the world over. We covered 44 countries and hope to be enabled to make this a yearly report.

In July, after the European Commission fined Google 2.42 billion euros for abuse of its dominant position in comparison shopping services, we provided our members with a briefing on Google’s antitrust troubles and how they are spreading around the world. The 17 pages paper included an exhaustive summary of the seven-year EU probe, an analysis of the position of news media publishers with regard to the European case in particular, and Google and antitrust in general, and an overview of the antitrust probes in Google’s business practices the world over. We are hoping to complete by the end of the year a similar briefing on the digital taxation of tech giants in different countries around the world.

Through Teemu Henriksson’s work, the department contributed heavily also to the completion of the reports World Press Trends 2017 and World News Publishers Outlook.

2) PLATFORMS
- The department’s website was enriched with a Resource Center, where we collected the articles that represent real tools, for the reader who wants to
get up to speed in the fastest and most efficient of ways in our core topics [http://www.wan-ifra.org/articles/2016/02/10/media-policy-resource-centre](http://www.wan-ifra.org/articles/2016/02/10/media-policy-resource-centre)

- Throughout the year we performed a daily monitoring of media policy news, with regular publication of updates and analysis on our blog. Our content steadily scored very flattering engagement numbers, with articles often in the list of the five most read in the WAN-IFRA blogs rating.
- The Media Policy Briefing newsletter was sent monthly and its open rate is consistent at 40 %, unique views stable at 3,000.
- @WAN_MediaLex twitter channel activity continues to pay off through expanding audience.

3) EXTERNAL RELATIONS in an effort to establish WAN-IFRA as a necessary stakeholder in policy conversations that affect our business, we engaged in an array of activities including:

- Coordination of WAN-IFRA Facebook task force and expert group
- Collaboration with UNESCO on the event “Journalism under fire: challenges of our times”
- Collaboration with Press Freedom on the Strengthening Media and Society programme, by producing briefs on the legal hindrances to freedom of expression in the countries: Ecuador, Mexico, Colombia, Philippines, Malaysia, Indonesia, Egypt, Palestine, Jordan, Kenya, Uganda, South Africa.
- Participation in seminar “Libertad de expresión y derecho al olvido digital” in Bogota, Colombia
- Support to the campaign #SupportRealNews (NMA)
- In talks to join #SaveYourPress campaign with ENPA ,NME and EMMA
- Joined Audience Measurement coalition with Esomar, NME et al, participated in drafting position papers with regard to the ePrivacy regulation reform. Particularly engaged in the dissemination of the coalition’s work material.
- Joined the WAN-IFRA diversity and inclusion working group, actively contributing at devising a 3-year plan towards achieving gender balance in the association.
- Communication channel successfully opened with World Intellectual Property organisation: possible participation in Internet Governance Forum with WIPO on round table “Copyright in the digital era: supporting local contents production”.