

# Global Agenda Council on the Future of Media 2012-2014



## Understanding/Context

The media, entertainment and information industry has long played a role in informing, educating and entertaining consumers and citizens. Recently, new technologies and changes in consumption habits have influenced how the industry creates, distributes and transforms content into profit. As the industry continues to innovate in content, formats and business models, it must also balance its economic imperative and social role.

Media in general, and social networks and entertainment in particular, have recently demonstrated an immense influence on communities regarding political, social, health and environmental issues. In the long term, a challenge facing the industry is to find the right business models to ensure creative, high-quality content while still embracing the disruptive nature of participatory media. However, the Global Agenda Council on the Future of Media has identified trust and accuracy of information as the two most pressing challenges facing this sector in the longer term. These problems have been underscored by recent revelations of mass government surveillance, which intensify issues of trust, particularly regarding individual privacy.

## Shaping the Agenda

During the past 12 months, the Council has determined that the media industry remains misunderstood by many other sectors of society, whether business, government, civil society or academia. There is an overall misconception of the changes and disruptions in the industry, as well as the effect these will have on other industries. This is a challenge in itself, since media cannot serve other sectors without a proper appreciation of their expectations. Moreover, the disruptions

and transformations which have hit the media industry so far are now coming to every industry and sector. To address this, the Council has undertaken a research survey, developed in collaboration with the European Commission, to understand the impact of media on future society. The Council has used this research as part of its strategy to increase understanding and appreciation of media, both as an industry and as a transformative force.

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The Council intends to develop an infographic that highlights 10 characteristics of future media, as well as an animated e-book on what the future of media means for world leaders.

## Contact Information

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