

## **Motion N° 9:**

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### **CONCENTRATION OF THE MEDIA AND CROSS-MEDIA OWNERSHIP**

1. Strengthen solidarity links within UNI on the basis that this creates a solidarity-based and strategic space for the implementation of policies to defend workers' rights in the media sector.
2. Prioritize, in all UNI strategies, the democratization and gender vision of communication that is an essential component of human rights.
3. Organise initiatives to promote independent research into the global concentration of ownership as a first step to preparing an action strategy to prevent the creation of monopolies and oligopolies in all regions. Highlight the right of all citizens to information and freedom of expression – we want “a diversity of voices in the world”.
4. Promote democratic global communication that respects gender-based cultural identities and the individual rights of citizens, placing special emphasis on preserving the right of access to information. Increase the capacity of developing countries to improve conditions, equipment and professional training for media workers and promote cooperation with developed countries in this regard.
5. Call on UNI Global Union's World Executive Board to propose the action necessary to ensure that each country has legislation that guarantees the presence of all political voices and sectors of society, respect for their cultural identity and for their right to inform the citizens of the world of their social and cultural aspirations and values.
6. UNI and its affiliates actively defend free speech, media independence (print and electronic media) and media workers. The protection of public broadcasting in particular, which is the cornerstone of the democratic media and ensures information, education and cultural diversity on radio, TV and electronic media, must obtain adequate financing to allow it to fulfil its mission.
7. Develop legislation that prevents concentration of the media and the establishment of dominant positions. Exclude cultural policy, including public instruments to protect pluralism in the media, from free trade agreements.
8. Continue to promote well-financed public service media, whilst ensuring that they enjoy editorial independence from political authority.

