GENERAL STATES
INFORMATION
— RESTITUTION —

PRESS KIT
SEPTEMBER 12, 2024

LES **ÉTATS GÉNÉRAUX**
DE **L'INFORMATION**

Introduction

Safeguard the right to information and: develop to:

an emergency

Launched in October 2023 by the President of the Republic as an independent, collective and collaborative process, **the États généraux de l'information** worked for nine months. Nine months during which citizens, journalists, publishers, researchers, senior officials, associations and young people reflected on the future of information. Five working groups bringing together around fifty people worked on a set of proposals on specific themes. 22 citizens' assemblies and events organized in the region, 174 hearings, 76 written contributions addressed to the members of the EGI:

The mobilization was exceptional.

The sum of these works naturally reflects a multiplicity of points of view, convictions and reflections. Divergences or nuances, however, cannot obscure the evidence: **the concern is general and profound.**

There is an emergency: information, an **independent, verified** account of reality that involves **the responsibility** of the person who produces it, is threatened and **marginalized.** Journalists, whose job it is, and the news media, whose activity it is, are **impoverished.** The public space is **polarized** by a new force, that of algorithms and their effects of acceleration and amplification, particularly on social networks.

Finally, many forces are working to **discredit** information, through the "weapo-nization" of the network, interfaces and algorithms, in enterprises of disinformation or misinformation.

The deployment of Artificial Intelligence (AI), and more specifically of **Generative Artificial Intelligences,** will further increase the weight of algorithms. This opens up new promising perspectives in some cases, more worrying in others. This is just one of the **risks** weighing on the production and reception of information: the proliferation of messages accelerates general confusion. Reality is intertwined with falsehood. Everyone now has access to tools, even of very low quality, that can be used for disinformation. As for the privatization and capture of the tool by a very limited number of very large companies and their closed model, it limits pluralism and the freedom to choose one's source.

For some analysts, **information chaos** is looming: information deserts are appearing, information fatigue is setting in and distrust of the media is becoming widespread. The fear of collapse, or even extinction, is sometimes mentioned. Fortunately, we are not there yet.

But the time has come to stop scattering

sectoral measures. **The time has come to safeguard the right to information, for those who make it, and to develop the right to information for those for whom it is intended.** For a simple reason: the right to information is the possibility given to an individual to become a citizen. And there is no democracy without a public space that guarantees an informed debate, based on a shared reality, between citizens.

The right to information is a condition of existence of the public space. And the public space is the place where a democracy lives.

Information is therefore not a good like any other, even if it is often produced by companies in the commercial sector.

From an economic point of view, information is a **public good:** everyone can benefit from it, without ever depriving others. Its effects are both individual and collective. But philosophically, information is our **common good:** the one that gives the city its unity.

We must now consider a set of measures that, taken as a whole, constitute a **general and ambitious policy to safeguard public space in the era of networks and artificial intelligence.** A policy that can be deployed both at the national level and at the **European level,** where it is a question of building a public space that is still in its infancy.

These measures must highlight the rights, roles and powers of **citizens,** while re-establishing a condition for exercising the profession of informing which is professionally guaranteed, economically possible, in a technological context which is no longer unfavourable to it.

It is about putting oneself at the service of **freedom.**

freedom of expression and **pluralism,** essential pillars of the democratic information space, while guaranteeing **three complementary freedoms :** the freedom for citizens to obtain information freely, free from manipulation and algorithmic bias, the freedom for journalists to exercise their profession free from pressure, and the freedom to undertake for media publishers free from economic dependence.

Each of the reports of the five working groups puts forward a large number of proposals which can contribute to the development of a general policy for safeguarding the information space and the public space.

By taking up part of their conclusions and inspired by the numerous contributions of the participants, **the Steering Committee sets out nine proposals to preserve the French public space, six proposals to contribute to the construction of the European public space, and two recommendations for the attention of information professionals.**

This set is obviously not exhaustive, but in our opinion can constitute **the framework of a global policy.**

The steering committee of the States General of Information

Summary

Back to the States General information

Marked by numerous changes and upheavals linked to the digital revolution, the world of information must now face the challenges posed in particular by the proliferation of " *fake news* ", the rise of artificial intelligence, the evolution of consumer practices, new economic constraints, etc.

It is in this context that the States General of Information (EGI) were launched on October 3, 2023 by the President of the Republic with one objective: **to lay the foundations of a model of media and digital space guaranteeing free, independent and reliable information for generations to come.**

This project should thus lead to *"ambitious, bold and concrete responses to new challenges: technological innovations, notably artificial intelligence; the evolution of economic models*

actors; the exercise of the civic function in the digital age; media and information education; the conditions of access to the profession of journalist and its exercise; the fight against foreign interference and manipulation of information; the role of the State and regulation" (mission letter from the President of the Republic, October 2, 2023).

After nine months of work involving professionals, researchers and citizens, the États généraux de l'information have thus resulted in a set of concrete proposals to anticipate and support developments in the field of information. The result of this work will be presented on 12 September 2024 to the Economic, Social and Environmental Council (CESE) in the presence of members of the EGI working groups, citizens who participated in the consultations and all stakeholders.

+ of

500

proposals received

76

institutional contributions submitted to the EGI website

4ÿ092

participants in the online consultation carried out with the Economic, Social and Environmental Council (CESE)

174

hearings of experts and qualified personalities from the media sector

100

citizens drawn at random from among the participants in the EESC citizen consultation

22

citizen consultations organized in mainland France and overseas (La Réunion)

1

rapport final

5

groups of work

1

committee of prospective

THE EGI TOUR DE FRANCE
from October 27, 2023 to April 22, 2024

SAINT-DENIS
PARIS
THE EAGLE
SMALL
LE MANS
HIRSON
LANNION
NANCY
MORLAIX
BREST
STRASBOURG
RENNES
AUXERRE
POITIERS
BORDEAUX
LYON
BIARRITZ
RODEZ
MARSEILLE
BASTIA
VICHY
TOULOUSE

The EGI method

Over forty work carried out for members associating professionals, researchers citizens

The President of the Republic entrusted the steering of the EGI's work to an independent steering committee composed of: Bruno Patino, President of ARTE, who chairs the committee, Christophe Deloire[1], Secretary General of Reporters Without Borders (RSF) who was its General Delegate, Nathalie Collin, Deputy Director General of the La Poste group, Camille François, Professor at Columbia University and Anne Perrot, Inspector General of Finance. This committee worked in liaison with Maria Ressa, journalist, Nobel Peace Prize 2021. The steering committee was assisted by Maxence Langlois-Berthelot, General Rapporteur.

In order to conduct and support their work, the members of the steering committee have set up the following five working groups:
"Information space and technological innovation", chaired by Sébastien Soriano, Director General of the National Institute of Geographic and Forest Information;

"Citizenship, information and democracy", chaired by Pascal Ruffenach, president, general director of the Bayard group; "Future of information media and journalism",

chaired by Christopher Baldelli, President and CEO of Public Sénat; "Sovereignty and the fight against foreign interference", chaired by Arancha Gonzalez, Dean of the School of International Affairs at Sciences Po Paris; "State and regulation", chaired by Isabelle Falque-Pierrotin, President of the National Gaming Authority (ANJ). These working groups, which include more than 40 personalities who volunteer in the EGI from different backgrounds (journalists, lawyers, association leaders, etc.), met for the first time on October 19, 2023. They then conducted their work by drawing on professional, citizen and academic contributions.

[1] Christophe Deloire, Secretary General of Reporters Without Borders and General Delegate of the States General of Information, died on June 8, 2024. The report of the General States of Information is dedicated to him.

Professional contributions

In order to collect contributions from stakeholders and experts in the world of information, the EGI installed a form on their website from the outset to allow everyone to submit their proposals and send them to the relevant working groups. 76 contributions were thus received and sent to members. They are made publicly available (etats-generaux-information.fr).

The steering committee and the working groups have also organized a series of hearings with sector stakeholders from autumn 2023.

A webinar was also held on May 31 between representatives of the five working groups and the 100 citizens to review their recommendations. They were also invited to the EGI restitution event. In order to gather citizens' expectations and proposals, a tour of France of the États généraux de l'information was also organized from fall 2023. Citizen assemblies led by representatives of the EGI were thus held in mainland France and overseas (La Réunion). All the proposals resulting from these discussions were sent to the working groups concerned and are publicly available on the États généraux de l'information website (etats-generaux-in-formation.fr).

Citizen contributions

The right to information belongs to every citizen. This is why the steering committee was keen to involve them throughout this project lasting several months. An online consultation was thus carried out in partnership with the Economic, Social and Environmental Council (CESE) between October 3 and November 19, 2023. In order to publicize this consultation,

the EGI organized a poster campaign for the

consultation, thanks to the mobilization of stakeholders in the sector, which was distributed in newsstands and at newsagents. 4,092 people took part in this consultation, which was followed by deliberative days on January 27-28 and February 3-4, 2024 at the headquarters of the CESE in Paris. Over four days, 100 citizens drawn at random from among the participants in the consultation thus drafted recommendations for the EGI.

Academic contributions

In order to provide food for thought to the members of the steering committee and working groups, a call for academic contributions was also launched on November 23, 2023.

Hearings from the research community were also organised throughout the work.

Ces neuf mois de travail ont ainsi abouti à la production d'un rapport présenté le 12 septembre 2024. Ce rapport a été alimenté par les cinq rapports des groupes de travail ainsi que celui produit durant quatre journées par 100 citoyens tirés au sort parmi les participants à la consultation en ligne mise en place avec le Conseil économique, social et environnemental (CESE). Les travaux des EGI ont été enrichis d'un rapport de prospective sur le monde de l'information en 2050 coordonné par l'Institut National de l'Audiovisuel ainsi que plusieurs experts.

A prospective committee led by the National Audiovisual Institute and entrusted to experts[1] has drawn up a report on the "world of information in 2050"

presenting three scenarios developed from a matrix of hypotheses. Finally, an "innovation laboratory"

between Columbia University and Sciences Po focused particularly on issues related to artificial intelligence and its impacts on the democratic information sphere.

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[1] The prospective committee is composed of Antoine Bayet, Antoine Buéno, Agnès Chauveau, François Quinton, Jérôme Ruskin and Nathalie Sonnac.

L'organisation from EGI

COMMITTEE **PILOTING**

présidé par Bruno Patino, président d'ARTE

1 5 **GROUPS WORKING:**

1 Information space and technological innovation
chaired by Sébastien Soriano

2 Citizenship, information and democracy
chaired by Pascal Ruffenach

Future of news media and journalism
chaired by Christopher Baldelli

4 Sovereignty and the fight against foreign interference
chaired by Arancha Gonzalez Laya

5 State and regulation
chaired by Isabelle Falque-Pierrotin

Members of the working groups five

Sébastien Soriano – President of the **Information Space and Technological Innovation** Group

Director General of the National Institute of Geographic and Forest Information

Members:

Alice Antheaume, director of the School of Journalism at Sciences Po, independent administrator of Les *Échos,* member of the ethics committee of Radio France • **Aurore Domont,** president of Média Figaro • **Marc Faddoul,** Director of AI Forensics • **Laurent Frisch,** Director of Digital and Strategy innovation from Radio France • **Rahaf Harfoush,** anthropologist • **Jean Massiet,** columnist • **Corinne Denis,** journalist, former director of digital and content, former president of GESTE • **Célia Zolynski,** professor of law, University of Paris 1 Panthéon-Sorbonne

Pascal Ruffenach – President of the **Citizenship, Information and Democracy** group

**President, CEO of the Bayard Group**

Members:

Lucile Berland, journalist • **Constance Bommalaer de Leusse,** executive director of the Project Liberty Institute, member of the scientific committee of the "digital, governance and sovereignty" chair at Sciences Po • **Elsa Da Costa,** general director Ashoka France, administrator of Ouest-France, CFJ and ESS France • **Laurence De Nervaux,** director of Destin Commun • **François-Xavier Lefranc,** chairman of the board and director of publication of *Ouest France* • **Albert Moukheiber,** neuroscientist • **Kenza Occansey,** chief of staff of the president of the Sorbonne Nouvelle University • **Fabrice Rousselot,** editorial director of *The Conversation France* • **Arnaud Schwartz,** Director of the Bordeaux Aquitaine Institute of Journalism

Christopher Baldelli – Chairman of **the Future of News Media and Journalism** Group

Chairman and CEO of Public Sénat

Members:

Philippe Bailly, President of NPA Conseil • **Leila de Commarmond,** journalist, president of the society of journalists of Les Echos • **Sébastien Georges,** editor-in-chief of *l'Est Républicain,* le *Républicain Lorrain,* Vosges *Matin* • **Catherine Nayl,** journalist • **Clara-Doïna Schmelck,** journalist, lecturer at Sciences Po Strasbourg • **Baptiste Thevelein,** co-founder of Médianes
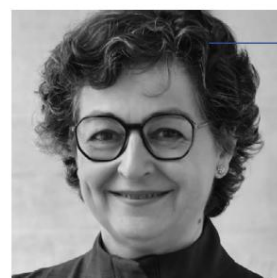
Arancha Gonzalez Laya – President of the **Sovereignty and Fight against Foreign Interference** Group

Dean of the School of International Affairs at Sciences Po Paris

Members:

Bernard Benhamou, Secretary General of the Institute of Digital Sovereignty • **Estelle Cognacq,** Deputy Director of France Info • **David Colon,** Associate Professor of History at the IEP of Paris • **Frédérick Douzet,** professor of geopolitics • **Isabelle Mandraud,** journalist • **Jérôme Morin,** journalist • **Anne Thida Norodom,** professor of public law • **Frédéric Ramel,** university professor of political science, CERI, Sciences Po

Isabelle Falque-Pierrotin – President of **the State and Regulation** group

President of the National Gaming Authority (ANJ)

Members:

Raphaëlle Bacqué, journalist, president of the society of editors of Le *Monde* • **Laurent Bérard-Quelin,** general director, editor-in-chief of the Société Générale de Presse • **Marc Bourreau,** professor of economics • **Eric Brousseau,** professor of economics • **Laurence Franceschini,** State Councilor, President of the CPPAP • **Benoît Huet,** lawyer • **Alain Le Diberder,** analyst • **Marie Mawad,** dean of the journalism school at Sciences Po

Summary of the steering committee's propo

ÿ **Contributions submitted to the EGI website and all proposals sent to members** ÿ **The EGI tour de France** ÿ **The EGI citizen report** ÿ **The report of the prospective committee**

Save space

French public

1. BEING CRITICAL AND ONE-TO-ONE EDUCATION AT MEDIA AT PRIORITY SCHOOL

· **Strengthen,** in the school programs currently being revised, **the share of teaching critical thinking and facts.**

• **Generalize media and information education within the time allocated to moral and civic education,** based on the compulsory projects planned from 5th to 3rd grade.

• **Allow all future citizens to access a varied range of quality professional information media in their personalized work space** (ENT).

ÿ A steering unit for this teaching, equipped with the necessary resources, must be set up within the general directorate of school education and an evaluation of the results of the reform carried out no later than 2027.

NEUTRALIZE IT BY RAISING DISINFORMATION PREVENTIVE AWARENESS AT 2. SCALE (PRE-BUNKING)

• **Strengthen the natural defenses of all citizens by implementing large-scale awareness-raising** in schools, universities, businesses and more generally in places that can reach certain highly exposed audiences.

· Raising awareness among decision-makers, journalists and civil servants of the risks of foreign manipulation and interference.

· Formalize the modalities of this large-scale action in the **national strategy to combat disinformation** under the SGDSN.

ÿ It is recommended to rely on Viginum to illustrate the modules using concrete cases and to associate research to define the appropriate methods. A ministerial pilot should be designated.

EXPAND THE MISSION OF CIVIL SOCIETY INTO QUALITY INFORMATION ENTERPRISES

This quality will require including elements relating to the participation of readers, or subscribers, as well as journalists in the governance of the company, involving the editorial staff in the change of direction decided by the shareholder, contributing to the media education policy and promoting an "ethics of discussion", making commitments regarding diversity in the subjects covered and points of view. In return, the aid paid by the State to the media concerned could be significantly increased on the occasion of a possible overhaul of press aid.

IMPROVE MEDIA INFORMATION GOVERNANCE

· **To continue the "Bloche" law by ensuring that it is fully applied, extended and clarified where necessary,** in particular to generalize:

– the drafting of a code of ethics between management and editorial staff.

– ethics committees for all news media.

– the appointment of an independent director to the board of directors, responsible for ensuring independence and the prevention of conflicts of interest.

– protected employee status for the president of the journalists' society during his term of office.

– informing the editorial staff in a reasoned and substantiated manner in the event of the shareholder's intention to appoint a new editorial director within the time limit allowing representative organisations to express their point of view.

5. STRENGTHENING THE PROTECTION OF THE CONFIDENTIALITY OF SOURCES AND **LEGISLATE AGAINST**

THE GAG PROCEDURES

- **Define more precisely the scope of the "overriding imperative of public interest" mentioned in the 2010 law on freedom of the press which** can be invoked to lift this secrecy.

- **Provide for prior authorization from a judge of liberties and detention before any act of investigation or instruction**

- **Introduce into the law a precise definition of a gag order,** also valid for internal affairs, **as well as provisions allowing for the rapid rejection of unfounded procedures and dissuasive sanctions in the event of abuse,** covering legal costs and moral damage suffered by the journalist or the editorial staff.

6. PROPOSE VOLUNTARY LABELING OF INFORMATIONNFLUENCERS

- **Create a suitable label to recognize influencers who agree to respect reinforced requirements in terms of information processing** (quality of sources, honesty in the processing and presentation of information, impossibility of anonymity in particular).

ÿ Like any form of labeling, it should be subject to regular validation by an external third party.

CREATE A NEW RESPONSIBILITY 7. : THE **DEMOCRATIC ACCOUNTABILITY** (RSED)

- **Enshrine the democratic responsibility of economic actors –** and by extension of the State as an economic agent – to preserve public space by replacing **CSR with CSR: the social, environmental and democratic responsibility of companies.** This new responsibility of companies is experienced first and foremost in their role as advertisers, an essential support for the economic model of the information media.

8. REDISTRIBUTE PART OF THE WEALTH BY SUPPLIERS CAPTURED

OF DIGITAL SERVICES IN FAVOR OF L'INFORMATION

- **Redistribute, through taxes, part of the wealth that has shifted to digital platforms, to the benefit of information producers.** This contribution, which would replace the current tax on digital services, when it is replaced by a new international tax currently under discussion, should therefore be based on the revenues captured by new digital players on digital advertising, to the detriment of information media.

- **Allocate part of the budgetary resource to two priority actions: a mechanism for reducing charges for the employment of permanent journalists in the editorial offices of news media and the implementation of the national strategy to combat disinformation.**

ENSURING PLURALISM WITHIN THE DRAMEDEFORKOFNS 9.

OF CONCENTRATION

- **Gradually develop the control of pluralism carried out by Arcom** by progressively freeing itself from a threshold logic:

  – **We propose the establishment of a single, multi-media threshold** (with two options for defining this threshold: measuring the "power of influence" of the information media by calculating their "reach" or assigning each information media a number of points according to its information content).

  – **In a second stage, after publication by Arcom of its guidelines indicating the methodology adopted, the control of pluralism** will have to free itself from a threshold logic in favour of a 360-degree examination of pluralism, on a case-by-case basis, and based on a multi-factor analysis, both quantitative (audience, economic viability, attention shares, etc.) and qualitative (diversity of content, honesty, etc.).

Building the space public European

FOR A RIGHEUROPEANRECOGNITION AT 10.

- **Include the right to information in Article 3 of the Treaty on European Union** in order to establish an obligation to act through the formulation of identified policies.

11. BRINGING ALGORITHMS TO LIFE BY GUARANTEEING A RIGHT TO

SETTING FOUNDED IN TERM ON AND PRINCIPLE OF UNBUNDLING

- **Promote a right to "pluralism of algorithms"** to allow the consumer to exercise an informed choice between products provided by different suppliers, so that he can choose to use them as a substitute for the native functionalities offered by the supplier he uses.

MAKE THE ADVERTISING INTERMEDIATION MARKET 12.

COMPETITIVE FOR ALLOW AND SHARING OF THE BALANCED VALUE

- **Open up adtech services to competition by adding them to the list of services provided for by the RMN/DMA (European regulation on digital markets),** for which self-preference is prohibited for large platforms, as well as interoperability made mandatory, in order to encourage the development of competing services.

13. ESTABLISH AN OBLIGATION TO DISPLAY INFORMATION CONTENT

FOR THE VERY LARGE PLATFORMS

- **Prohibit the invisibility or dereferencing of news sites by very large platforms.** This proposal is part of the logic of asymmetric regulation of the RSN/DSA (European regulation on a single market for digital services). It would be imposed only on very large platforms and very large search engines with the aim of remediating systemic risks (art. 34 and 35 of the regulation).

14. MAKING LARGE PLATFORMS RESPONSIBLE IN

THE FIGHT AGAINST THE DISINFORMATION AND THE CYBERBULLYING IN PREPARING

AND « ACT II » OF RULES ON THE DIGITAL SERVICES (DSA)

- **Strengthen legal means to combat disinformation campaigns spread and amplified on these platforms and to address harassment initiatives targeting journalists and information influencers.** Strengthening the accountability of influencers is fully in line with the logic of the RSN/DSA, which is based on a risk-based approach, and which specifies that very large platforms and very large search engines are required to identify the systemic risks that they induce or amplify (art. 34) and to adopt plans to reduce these risks (art. 35).

- **Review the RSN/DSA, which is due to be updated in 2026 ,** to determine whether this text is sufficient to force very large platforms and very large digital services to assume their responsibility in the fight against disinformation.

15. CONSOLIDATING A POLICY TO COMBAT DISINFORMATION

HAS THE EUROPEAN SCALE

- Pool the detection work of disinformation experts from the Member States of the European Union and strengthen their strike force in identifying malicious actors on a large scale by **creating a dedicated structure at the European level.**

- **Bring together counter-disinformation functions under the functional authority of a single commissioner** who would cover defence and counter-disinformation.

- **Structuring a European network of research centres of excellence in the fight against foreign interference** with sufficient funding.

LE COMITÉ DE PILOTAGE FORMULE ÉGALEMENT **DEUX RECOMMANDATIONS À L'ATTENTION DES PROFESSIONNELS DE L'INFORMATION :**

RECOMMANDATION 1 :

La profession devrait s'engager dans une démarche volontaire et plurielle de labellisation.

RECOMMANDATION 2 :

La profession devrait commencer à construire un outil de gestion collective pour les médias d'information.

Ÿ THE REPORT OF THE STATES GENERALS OF L'INFOMATION

Summary of the working groups' proposals

In order to conduct and support their work, the members of the steering committee set up five working groups which were fed by professional, citizen and academic contributions and resulted in a set of proposals.

INFORMATION SPACE AND TECHNOLOGICAL INNOVATION

- Bringing to life a pluralism of algorithms;

- Add mandatory distribution of information content to the obligations of very large digital platforms;

- Pushing content publishers to come together to protect and monetize their rights against digital platforms and AI companies;

- Establish a specific status for influencers with a large audience to better regulate the super-propagators of false information;

- Support the growth of the information space, by guaranteeing access to useful data as well as the auditability of algorithmic systems;

- Impose transparency obligations on advertisers and those responsible for purchasing on their behalf;

- Entrust an independent regulator with the mission of implementing these measures over time.

CITIZENSHIP, INFORMATION AND DEMOCRACY

- Create a "company with an information mission" status in the Pacte law of May 22, 2018 to recognize information as a common good;

- Strengthen editorial protection measures against potential editorial interventionism by the shareholder;

• Rethink the criteria for allocating press aid to consolidate a pluralist information landscape;

- Generalize the process of external certification of information production, like the JTI promoted by the Media Freedom Act;

- Promote and support better representation of citizens in media governance structures, including regulatory bodies;

- Promote, through any appropriate approach or incentive, bridges between journalism training and economic and/or scientific training;

• Reform the protection of the confidentiality of sources;

• Reform trade secrets by repealing the law of July 30, 2018, which is a source of excessive attacks on freedom of expression. press ;

- Develop a charter of good practices regarding the use of "expert" speakers, particularly on the sets of continuous news channels;

- Deploy a national plan to improve the "well-being" of journalists at work;

- Deploy an ambitious and unified public policy of information culture at all ages of life by building a common framework;

- Integrate information culture into school programs with 1 hour/week from CM1;

- Establish 1% funding for information culture at all ages in the life of GAMAMs, avoiding their national tax obligations;

- Involve citizens in decision-making by media coordination, assistance and regulation bodies (CESE);

- Promote the financing of user associations within national regulatory bodies such as Arcom;

- Deploy the "Info pass" to combat citizens' information insecurity;

- Support research to effectively measure the impact of critical thinking training across all stages of life;

- In the pre-election period, strengthen the prevention of disinformation;

- Establish a genuine public policy aimed at limiting the impacts of information on health at all ages of life, but will pay particular attention to childhood and youth;

- Create a media coalition to launch and adapt the initiative"   My talkscountry   In France.

THE FUTURE OF THE MEDIA D'INFORMATION AND OF JOURNALISM

- Implement an annual study on the cost of information led by public authorities and/or the interprofessional organization;

- Establish a tripartite charter between media, advertisers and agencies to remove obstacles to advertising investment in information media;

- Formalize a commitment by advertisers to support news media through their advertising spending. To do this, create an obligation to declare in CSR reports the advertising amounts allocated to news media;

- Combat fake news by promoting quality information (using the system provided for in the SMA directive);

- Make it mandatory for platforms to use independent fact-checking tools. Ensure their full application to publishers' remuneration obligations under related rights by creating the conditions for truly balanced negotiations between publishers and digital platforms;

- Establish a tax on GAFAM, the proceeds of which would aim to strengthen the economic model of media contributing significantly to the production of reliable, quality information;

- Guarantee public audiovisual media sufficient, sustainable and predictable funding through a reform of the LOLF;

- Move up the hierarchy of objectives of the COMs of public audiovisual companies the objectives relating to information;

- Reiterate the provisions of Article 12 of the proposed law relating to the overhaul of public broadcasting, voted on in 2023 in the Senate;

- Create new assistance to support the digital subscription;

- Implement support for the IPG press, indexed to the number of journalists, in rural areas;

- Make more room for information media in the Culture Pass;

- Amend the 1986 law to further strengthen the "exemplary" nature of public audiovisual companies in terms of information processing when they produce and broadcast information;

- Ensure more visible and legible transparency of shareholders and guarantees of independence of information media through a mandatory identifiable presence on the home page of sites;

- The buyer of a media outlet must adopt its existing code of ethics for the current term;

- Extend to all information media, including the press, the obligation to create ethics committees provided for by law Bloche, and change the terms of its composition;

- Protect by law the president of the SDJ or his designated representative;

- Encourage the transparent use of AI in newsrooms;

- Extend the period of validity of the press card to take into account appeals;

- Ask France Travail to designate reference advisors to whom freelance journalists can contact;

- Allow direct attachment to the French social security system for French resident journalists going abroad for French media;

- Provide for increased penalties for crimes and offences committed against journalists because of their profession;

- Strengthen the protection of the right to information in relation to business secrets. Also strengthen the protection of the confidentiality of relations between journalists and their internal sources within companies;

- Make the so-called "conscience clause" more effective by adjusting the burden of proof.

SOVEREIGNTY AND FIGHT AGAINST THE FOREIGN INTERFERENCE

- Large-scale pre-bunking by placing Viginum at the heart of a network of awareness-raising actions;

- Clarifying the scope of Community legislation (developing guidelines and definitions that clarify the scope of Community legislation; formulating measures on sanctions relating to the AI Act, the DSA and the DMA);

- Strengthen the responsibility of actors who contribute to the dissemination of false information;

- Promote responsible advertising investment by companies;

- Impose capital transparency for content publishers;

- Force each media outlet to establish and respect a code of ethics and encourage a voluntary approach to labeling, in particular to limit possible foreign interference;

- Encourage the structuring of the OSINTeurs community;

- Create a national strategy to combat information manipulation;

- Perfect/complete in France and throughout the EU the transparency rules relating to interest representatives acting on behalf of a foreign principal;

- Create a working group for the creation of common minimum standards applicable by all platforms within the OECD;

- Consolidate the European Union's modes of action and create a European Viginum.

THE STATEAND THE REGULATION

- Simplify the sectoral merger control system by retaining a single maximum threshold for multi-media ownership, the level of which would be set by the legislator;

- On the occasion of the next revision of the EMFA regulation, make it mandatory for platforms to provide digital audience data for the media content they rebroadcast, according to a method specified by the regulation;

- Introduce into the renovated merger control system a criterion allowing for the media audience to be taken into account by certain specific groups;

- In the short term, initiate a discussion on the possibility of including in the law a more precise definition of news channels or programmes which contribute to information, in order to avoid the proliferation of opinion channels labelled as news channels;

- In the long term, remove the obligation of internal pluralism resulting from the 1986 law as interpreted by the recent decision of the Council of State;

- Strengthen the requirement for honesty of information and develop Arcom's sanction practices to strengthen the effectiveness of the implementation of its prerogatives in this area;

- Support initiatives to certify journalistic production methods and the way information is developed to improve the quality of information, particularly online;

- Establish specific media governance to guarantee the independence of journalists (journalists' right of veto over the choice of editorial director);

- Develop the right of opposition, the assignment clause and the conscience clause of journalists;

- Structure a self-regulatory body that unites sector players in terms of ethics, shares best practices and provides transparency;

- Guarantee the effectiveness of the Bloche law by reviewing the operation of ethics committees;

- Create a minimum base of obligations applicable to all information media (media influencers, blogs, etc.), attached to the notion of information;

- Strengthen the responsibility of platforms hosting information content disseminated by information producers whose publications are particularly viral;

- Take a position at European level in order to provide for an exception to the application of the country of origin principle for general and regulatory obligations issued by Member States against platforms (see judgment of the CJEU of 9 November 2023);

- Continue the political support of the partnership for information and democracy;

- Require interoperability of intermediation of online advertising services;

- Redirect advertisers' advertising revenues thus reconstituted towards the media sector through CSR incentives;

- Support press publishers in the negotiation of neighboring rights.

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**LES ÉTATS GÉNÉRAUX
DE L'INFORMATION**