

PRESS RELEASE

M100 Sanssouci Colloquium 2009

“PICK AND MIX MEDIA”- complex patterns of media consumption in a diverse Europe

Potsdam, September 14, 2009. “Muslims in the European ‘Mediascape’: integration and social cohesion dynamics” - a pilot research report led by the Institute of Strategic Dialogue, a London based think tank, with the support of the Vodafone Foundation Germany, has identified a number of trends related to the perceptions and consumption of the mainstream and minority media and the implications for greater social cohesion in Germany, France and the UK.

While there is increasing mistrust on the part of Muslim communities regarding the objectivity and balance of the mainstream media with a shift from supply oriented media (i.e. media that is produced by institutions of the country of residence for the minority population) to demand-based media which has proliferated over the last 10 years (i.e. media produced by members of the minority community themselves or in the country of origin), fears of the emergence of ‘segregated information societies’ in Europe or ‘Muslim Media Ghettos’ have been overstated. Instead, European Muslims interviewed in the research appear to be *supplementing* rather than replacing mainstream media with minority and foreign media sources. In addition, twice as many people felt that language and a desire to get information about their countries of origin were more important drivers towards minority media usage than religion. The trend is one of media diversification with a sharp increase of internet and new media usage.

It is also noteworthy that both the mainstream and minority media’s delivery of balanced reporting was called into question by the respondents.

The pilot research is based on interviews and on focus group sessions with almost 150 media consumers and professionals. It provides a picture of Muslim oriented media available today in France, Germany and the United Kingdom and is a first step in identifying perceptions both of the portrayal and participation of Muslims in the media industry at large.

The report will provide a basis for discussions at the 2009 M100 Sanssouci Colloquium, held in Potsdam this week on the 14th and 15th September, which addresses the theme of, “Muslim Media – Muslims in the Media”.

‘The issue of community integration is key to the future of Europe and I am sure that this year’s M100 Sanssouci Colloquium will make a significant contribution to the debate. Research into European Muslims’ experience of the Media will give decision makers and the media greater insight into current trends and ultimately will help to shape policies’, comments **Louis Schweitzer**, Chairman of Le Monde.



POTSDAM MEDIA
INTERNATIONAL E.V.

Robert Bosch Stiftung

medienboard
Berlin-Brandenburg GmbH



The Colloquium provides a forum for dialogue between leading media professionals including editors and commentators as well as public figures on the challenges facing the sector and on the impact news reporting can have on public perceptions, inter-communal harmony and international relations.

This year's diverse range of speakers include, among others, **Razia Iqbal** (BBC), **Jasim Al-Azzawi** (Al Jazeera English), **Flemming Rose** (Jyllands Posten), **Octavia Nasr** (CNN), **Okta Ekşi** (Hürriyet, Turkey), **Prof. Tariq Ramadan**, **Anne McElvoy** (Evening Standard), **Yasmin Alibhai-Brown**, **Matthias Matussek** (Der Spiegel), **John Burns** (New York Times London) and **André Azoulay** (Morocco).

The Vodafone Foundation Germany has generously sponsored this research in line with its aim to aid integration in Europe.

Dr. Mark Speich, Head of Corporate Responsibility and Foundations, Vodafone AG Germany & Executive Director, Vodafone Foundation Germany: "The ISD pilot research shows very interesting trends and raises important questions which future studies should examine in more detail. This paper indicates that the widely held opinion that we are facing a 'ghettoisation' due to Muslim media consumption cannot be maintained."

As part of an annual series of events – **Medienwoche Berlin-Brandenburg** – the Colloquium is co-organised by the **state capital of Potsdam, Potsdam Media International e.V.** and the **Institute for Strategic Dialogue**. This year, the Colloquium will feature a significant contribution from **CEDAR**, the first European Network of Muslim Professionals, and its Media and Communications working group.

Press contact:

Sofia Hamaz, Institute for Strategic Dialogue, London, Tel: +44 (0)20-7493 9333, E-Mail: shamaz@strategicdialogue.com.

Editor's notes:

The Institute for Strategic Dialogue is an independent think tank working with leaders in government, media and the private sector through long term policy, educational and cultural programmes designed to challenge long-range threats to international and communal peace, and to enhance Europe's capacity to act effectively and strategically with other key players in the global arena.

Farzana Hakim and Colleen Harris conducted interview and focus group based research of over 100 people in Germany, France and the United Kingdom.

The printed pilot report will be available at the M100 Press Conference and can also be downloaded from the ISD website www.strategicdialogue.org.

The research will be presented at the first Working Session of the M100 Colloquium.

Louis Schweitzer, Chairman of Le Monde and Renault, President of HALDE, Institute of Strategic Dialogue Policy Board member and M100 Media Board member.



POTSDAM MEDIA
INTERNATIONAL E.V.

Robert Bosch Stiftung

medienboard
Berlin-Brandenburg GmbH

