

## CJN 491/691: Homework Assignment 9

**Due:** On date of presentation

United Kingdom – June 19 Tomaso Musini	Portugal – June 19 Tara Lachapelle
Greece – June 20 Marissa Driscoll	Spain – June 20 Bea Cuesta
France – June 21 Carolyn Albee	Czech Republic – June 21 Diane DiFraia
Italy – June 22 Cristina Parra	Hungary – June 22 Courtney Shaw
Germany – June 23 Maureen McCarthy	Poland – June 23 Dan Johnson

### Technical:

- 10-minute oral presentation
- one-page handout (bring 12 copies)

### Instructions:

Prepare a 10-minute oral presentation, which you will deliver in class on your scheduled day, as well as a one-page handout (see back for example). Feel free to use PowerPoint, though it is not a requirement. If you do use PowerPoint, please email yourself the files so you can download it on to my computer, or bring the PowerPoint file to class on a USB flash drive. Your presentation should include the following information:

- Demographics: primary language and total population.
- Brief explanation of the political history of the country, particularly as it relates to the development of the media system.
- Structure and ownership: public, commercial or mixed broadcast system; the major players (companies) controlling the media.
- Laws and regulations: level of freedom of speech and government control; important regulations.
- Sector-by-Sector analysis: how many radio and television channels, newspapers, magazines, penetration of Internet.
- Something of interest you found. This could be a fact, an example of local media (television show, music, film), etc. Be creative.

### Research:

Obviously, *The Media in Europe* text will be most helpful for this assignment. You will also want to supplement your presentation with material from the Internet. Two helpful sites:

European Media Landscape: <http://www.ejc.nl/jr/emland/index.html>

Media Power in Europe (PDF file): <http://www.ifj.org/pdfs/EFJownership2005.pdf>

# Belgium

## Demographics

Population: 10 million

Primary Languages: Dutch, French and German

## Political History

Culturally, linguistically and politically, the country is divided by the Flemings and the Walloons. As a result of this, all sectors of the media have significant French-language (Walloons) and Dutch-language (Flemish) outlets.

## Structure and Ownership

In the 1960s two public broadcasting corporations were established, one for Flanders (BRT) and one for Walloons (RTBF). Later, in 1977, a German-language public broadcasting corporation was established (BRF). Public channels controlled the airwaves until the late 1980s, when commercial radio and television corporations and advertising were allowed. Cable networks, however, were created as early as 1960, and by the mid-1970s half of all households were connected to a cable network. As a result, Belgians were exposed to a large portion of foreign media content through cable. Today, Belgium is the most densely cabled country in the world, with 98% of all television household cable connected.

## Major Media Players

### Print Media

Group	Percentage	Group	Percentage
Flanders			
VUM	43%	RUG	23.4%
De Persgroep	28.1%	FET	5.2%
Wallonia			
Rossel	51%	Mediabel	41%

### Television Broadcasting

Channel	Audience Share	Channel	Audience Share
Flanders			
VRT	23.4%	TV-2/Canvas	8.2%
VTM	30.1%	KA-2	7.7%
VT-4	7.8%		
Wallonia			
RTBF-1	17.7%	RTBF-2	3.4%
RTL-TV1	18.1	Club RTL	5.6%
TF-1	16.9%	FR-2	10.1%
FR-3	6.3%		