

Template for BRICS national media system reports

1. Overall characterization of (a) Socio-political context and (b) Media system, as done in respective columns in Table 1 (from introductory chapter in *Mapping BRICS Media* – use your preferred terms and if needed more elaborate characterization)

Add indicators not included in Table 1, notably

Major industrial sectors
Rate of economic growth
Main political parties
Main religions
Main languages
Literacy rate
Telephone penetration (fixed, mobile)

2. Media structure

- i. newspapers (dailies, weeklies)
- ii. magazines
- iii. books
- iv. radio
- v. television (terrestrial on-air broadcasters, cables, satellite)
- vi. film
- vii. online media
- viii. news agencies
- ix. production companies
- x. search engines (national)
- xi. other cultural industries (recorded music, computer games, etc)

For each give

- numerical indicator of volume (N = number of units) divided by type of ownership (state, public/community, private) using Table 2 as a base – official statistics; if not available, your estimates
- economic value/turnover (\$ = national currencies transformed to US\$) divided as above – your estimates with footnote remarks about how much of it is made up of advertising
- share (%) of population roughly reached by each media – your estimates

Also, list major media companies: top 3 in each media segment and top 3 for the whole media industry.

3. Media regulation
 - List relevant elements in the Constitution, media laws and in other legal regimes (criminal, etc) which serve as reference for media structures and operations
 - Single out the agencies in charge of the legal regulation: Parliament, ministries, regulatory authority, etc
 - Summarize economic regulation
 - Summarize new media regulation
 - Summarize self-regulatory bodies of the media if existing

4. Global and regional dimensions
 - More on global presence by national media content than in Table 1
 - Economic presence/ownership of national media in markets abroad
 - Foreign ownership in national media
 - Foreign content in national media landscape

5. Journalistic community
 - Number of journalists – your estimates of full-time and freelancers
 - Share (%) of these who are unionized

6. Trends and issues under debate in the 2010s

While the preceding parts describe the existing national media system in factual terms, this part presents a more dynamic view of the pressures for change, including an analytical review of the issues in public debate. A rough outline is presented to the national seminar, which will thoroughly discuss it leading to a comprehensive report.