



UKRAINIAN
MEDIA LANDSCAPE – 2010

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INTRODUCTION

The press, radio and television of Ukraine are gradually overcoming the state of deep crisis. Although, as a result of advertising market growth the amount of independent publications increased, there are still many problems left. Most of mass media represent the interests of one or another financial and political group. Unfortunately, very overestimated figures of newspaper editions, biased popularity ratings, grants and sponsoring payments for so called information support are becoming a norm. No one any more is surprised at the publishing of advertising materials as editorial ones, and that is, what the whole world considers being a journalist crime.

The frame conditions of national press, radio and television functioning are one of the most important questions which should be solved for successful development of democracy in Ukraine. It's necessary to point out that Ukrainian legislation pays enough attention to this problem. Ukraine takes one of the first places among post-Soviet countries for the quantity and quality of laws dedicated to mass media. In principle, it looks like in legal sphere Ukrainian media activity is well regulated and can function normally as well. But the level of practical application of these laws unfortunately is not sufficient. That means that the laws in media sphere are not implemented in the full measure. Laws which exist but not function, sadly, are not beneficial to the society.

When we speak about liberty of speech threats, in our opinion the main threat is difficult economic state of mass media. Many owners use mass media as means of influence on society and power but not for making profit. In such a way, when investing money into media business, most of investors treat this activity as an auxiliary in relation to their main business. That is why no one is surprised at selling popular editions for dumping prices (especially during election campaigns) which may never lead to self-repayment. Moreover, media unprofitableness, though it may sound paradoxically, is beneficial to their owners. The journalists are easier controlled, when they know that their salary depends directly not on the audience and advertisement but on the contribution of the owner. At the end it is the crisis state of editions that results in spreading of such a phenomenon as a hidden advertisement. Under such conditions, lots of critical materials in media is not the indicator of speech liberty, but fulfillment of the shareholders' or sponsors' orders aimed at destruction of their business or political rivals. That means that a big amount of media is not a means of audience informing, but the influence tool of financial and political groups. In such a way the interests of society are put on the second place.

On the whole, Ukraine is living through uneasy times of its development. Ukrainian journalists still don't have the same rights and liberties which their colleagues have in developed democratic countries. The process of formation of independent press continues. Outer pluralism of Ukrainian media content doesn't always guarantee inner pluralism. Unfortunately, we should state the fact that such important for civil democratic society formation steps as: media privatization, public speech creation, efficient anti-monopoly policy in media sphere haven't been done in Ukraine yet.

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Kyiv, May 2011

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Leading organizations –Academy of Ukrainian Press, Internews-Ukraine

Heads of the project: Oksana Voloshenuk, AUP Director, Andriy Kulakov, Internews-Ukraine program director

An idea to launch this project emerged at the sittings of a subgroup "Independent media" (Working group "Democracy, human rights, good governance and stability") of the Eastern Partnership Civil Society Forum, held in October and November 2010 in Brussels and Berlin. The key priority of the subgroup's activity, as identified by the media experts from Eastern Partnership (EaP) countries, consists in developing a Media Roadmap for the Eastern Partnership states. The first step on this path would presuppose making an overview of the media landscapes of each EaP country. An analysis of the media situation in each country would make it possible to identify common challenges, as well as joint efforts to address them, integrating common efforts, knowledge and experience, and engaging capacity of international institutions to advocate relevant decisions. The proposed research identifies key development trends of Ukrainian media context and can serve as a basis to identify priorities of actions in the Eastern Partnership media area. After this research media organizations will be able to develop joint methodology and research standards for all 6 countries.

It is expected that this overview of the media landscape will constitute a regular annual report identifying media development trends in Ukraine.

The presented overview of the institutions and the market, of the legal context, of journalism training and activities of media NGOs is by no means exhaustive. Its task is to identify key trends and pre

sent them to our neighbours, i.e. media representatives in Azerbaijan, Armenia, Belarus, Georgia and Moldova. For Ukrainian experts this text can rearticulate key development trends in the media area, whereas for international readers it could provide a general overview of the Ukrainian media situation.

The overview of media outlets owners or media influence groups requires a special remark. Ownership configuration of Ukrainian media companies is generally insufficiently transparent, therefore analyzing key stakeholders the authors of this research were often using non-official data. These data, even when not supported by open documents, reflect, however, the real situation in the media area as it is estimated by the Ukrainian expert community and market players.

This project was initiated by a consortium of media organizations that participated in the Eastern Partnership Civil Society Forum – by "Academy of Ukrainian Press" and "Internews-Ukraine". Our coalition invites other media organizations and experts to respond to media area challenges in Ukraine and to participate in our initiative.

We express our sincere appreciation to the experts of the project: Valeriy Ivanov, Tetiana Kotuzhynska, Volodymyr Yermolenko, Vitaliy Moroz, Oleg Khomenko, as well as the Ukrainian office of the Konrad Adenauer Foundation in Ukraine that supported this idea.

Oksana Voloshenuk, Andriy Kulakov

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1. LEGAL PROVISIONS REGULATING THE UKRAINIAN MEDIA SECTOR

Tatiana Kotyuzhynska, Head of the Ukrainian Media Lawyers Association

TV and radio. The TV and radio sector is regulated by the National Television and Radio Broadcasting Council (hereafter the National Council), a constitutional and permanent collective body. The body is aimed at supervising implementation of Ukraine's laws in the sector, as well as at pursuing regulatory activities identified by these laws. The regulation process is subject to a special law "On television and radio broadcasting", adopted in 1997 and amended every year. The amendments concern primarily TV advertising content and licensing of TV and radio companies.

In 2010 amendments to this law also concerned the increase of licensing costs for all operators subject to licences issued by the National Council: TV companies, radio broadcasting companies, Internet providers, cable TV providers.

2010 saw changes in the National Council's staff. The election of new members, re-appointed according to quotas by the President and the Parliament, was absolutely political: the new members of the Council were previously not closely linked to TV and radio sector. The decisions of the National Council to recall broadcasting licenses it earlier granted to TV channels *5 Kanal* and *TVi* were also signs of a political, not professional and independent, regulation of the TV and radio broadcasting sector. These decisions were given a negative assessment by the Parliamentary Assembly of the Council of Europe, seen as politically biased and lacking understandable and sustainable criteria for selecting winners of the competition.

Therefore, throughout 2010 one can see regress in the media sector related to politically biased redistribution of broadcasting frequencies and increase of license costs. These trends lead to monopolization of the market, lack of independent professional state regulation and absence of progress in the transition to the digital broadcasting.

The President's administration declared its readiness to transform state-owned broadcasting to public service broadcasting in 2010. However, the concept of the public service television adopted by the President's administration and its senior managers, the latter appointed by the government, without consulting the public and showed that there is an intention to make the television fully dependent on public authorities. The concept previews, inter alia, that the government will appoint its authorized delegates to the public service broadcaster's management and financial bodies. So far, a draft law developed by the President's administration was not brought into the parliament. Nevertheless, a draft law developed by a MP from the opposition has according to estimates, no chance to be adopted.

Print media. Ukraine's law "On print media (press) in Ukraine" took effect in 1994 and has been considered as liberal by international experts (for example, by the OSCE in 1998) primarily, in provisions regulating state registration of newspapers and magazines, journalists' rights, grounds for not recognizing editorial boards as responsible for unreliable information, disclosure of information with limited access, etc. In 2009-2010 the Justice Ministry developed draft amendments to this law that would enable cancelling state registration of media outlets not published by their founders (only 30-40% of print media outlets registered in Ukraine are actually regularly published). As of today, these drafts are discussed by the experts of the Ministry.

Throughout 2010 there was neither progress nor regress in the state regulation of print media. Two draft laws were brought into the parliament in 2010, both address-

ing the reform of the state-owned and municipal media. One of them has been proposed by the government, the other by an opposition MP. Although both draft laws were developed jointly with the National Union of Journalists, the latter expressed its remarks and amendments to both documents. The drafts must be harmonized with each other in order to bring a single document to the parliament.

New media. Ukraine lacks legislation regulating the work of online outlets. There are no requirements concerning either obligatory or voluntary registration of the online media. If the journalists themselves want to get the status of an information outlet they can register an information agency in order to use it for information requests, which would free them from responsibility if they face a defamation claim. Information agencies work on the basis of the Law "On information agencies" and can disseminate their products online, both on the paying basis (online subscription to news), and for free. Journalists of these media outlets have the same rights as journalists of print media outlets or TV and radio companies. In 2010, Ukraine's State Committee on TV and Radio Broadcasting developed a draft law imposing administrative responsibility (a fine) over distribution of an information product without a registered information agency. This draft law was criticized by experts saying it would harm the work of online outlets. Today the draft law is examined by the specialized committee of the parliament. No progress or regress was registered in the segment of state regulation of online media.

Legal basis. Legal basis which regulates activities of the media and journalists consists of general acts, having indirect or partial influence (Ukraine's Constitution, Ukraine's Civil Code, Ukraine's Criminal Code, Administrative Violations Code, Procedural Codes: Civil Code, Criminal Code, Administrative Justice Code ; Laws "On intellectual property right and related rights", "On protection of the public morality", "On implementation of decisions and application of practice of the European Court"), special acts, having direct influence on media and journalist activities (Laws "On information", "On state support to the media and social protection of journalists", "On media coverage of the activities of public administration and local self-governance bodies"), and sector-specific acts, regulating media in specific sectors ("On print media", "On TV and radio broadcasting", "On Ukraine's National TV and Radio Broadcasting Council", "On information agencies").

Chapter 2 - the chapter that regulates citizens' rights and liberties of Ukraine's Constitution was not changed since its adoption in 1996 (the amendment of this chapter is possible only through a national referendum). Article 32, which guarantees non-intrusion into the private life of citizens, and Article 34, which ensures the right of freedom of conscience and expression, freedom of association, freedom to collect, use and distribute information, and establishes exclusive grounds for restriction of these rights, correspond to articles 8 and 10 of the Convention for the protection of human rights and fundamental freedoms. Article 8 of Ukraine's Constitution declares that Ukraine commits itself to the rule of law; article 9 states that after a citizen has exhausted all national possibilities for protecting his rights, he or she can address international institutions. Every year, hundreds of thousands of Ukrainian citizens address the European Court of Human Rights with their complaints, with Ukraine repeatedly occupying the 3rd or 4th place in the number of complaints. In March, 2005, the European Court of Human Rights has adopted a first ruling against Ukraine on an article 10, in the case "Ukrainian Press-Group against Ukraine". This ruling was fundamental for Ukraine's judiciary practice in cases on defamation; this practice has significantly improved since that decision. In general, 4 decisions (in 2005, 2006 and 2010) were taken against Ukraine since that time.

Access to information is currently regulated by Ukraine's Constitution and the Law "On information" adopted in 1992. On January 13th, 2011, the Ukrainian parliament adopted the new version of this law, as well as a law (new for Ukraine) "On access to public information" (the draft law received high assessments of experts of in-

ternational organization Article 19 and the Council of Europe). These laws have not yet been signed by the President, but will most probably be signed and take effect in May 2011.

Journalists have additional rights on access to information, identified by the Laws "On state support to the media and protection of journalists" (right to be present on places of catastrophes, extraordinary events, etc), "On media coverage of activities of public authorities and local self-governance bodies" (right on accreditation), "On print media" (right to visit freely enterprises, institutions, organizations, and be received by their officials). Unfortunately, implementation of these norms, which correspond to the European standards, is facing resistance of officials, as well as judiciary routine, if journalists appeal against illegal actions. As a rule, judiciary proceedings upon journalists' suits concerning barriers on access to information last for 1-2 years. However, there is a definite progress: in 2009-2010 judiciary practice on these cases became more developed, and examination of a case by three instances may last one year, but the rulings are not always taken in favour of the journalists.

Ukraine's Criminal Code has a special article No 171 which establishes criminal responsibility for any barrier imposed on a journalist's activity or for persecution of a journalist for critique. Since 2001, upon the requests of the journalists, 30 cases were raised; in 8 cases people recognized guilty were made accountable. Other cases are either being investigated by courts, or the courts did not find essential elements of the offence.

Another problem is related to the access to information, to the right of a journalist not to disclose sources of his or her information. The law "On print media" previews a right of a journalist to disclose information only upon the ruling of a court. The law "On implementing decisions and application of the practice of the European Court" makes the case "Goodwin vs UK" a part of the Ukrainian legislation.

However, a number of events in 2010 were signs of regress in implementation of these norms. Law enforcement services repeatedly conducted searches in journalists' apartments or offices, withdrew computer hard drives, journalists' and bloggers' notebooks. Furthermore, journalists were interrogated as witnesses on a number of cases, asked to disclose sources of their information. This practice existed in Ukraine in 2001-2004, but was suspended between 2005 and 2009. The police which conducts these searches and investigations refers to the fact that Ukraine's Criminal Code does not mention journalists as categories of citizens to whom these actions are not applicable. Therefore, access to information is guaranteed by Ukraine's Constitution and its laws, and these norms correspond to the European standards, but their practical implementation remains complicated due to the lack of efficient, transparent governance and judiciary.

Journalists' labor conditions are regulated with a general law - the Labor code. This code regulates the number of working hours per day and per week, grounds for firing a worker upon the employer's initiative, etc, but it does not mention any norms that would be specific for journalists. Furthermore, there is a special law "On state aid to media and social support to journalists" which obliges editorial boards to provide insurance to journalists, guarantees 36-day vacations per year and also equalizes salaries and retirement payments of journalists working at state-owned and local community media to those of public servants. In addition to that, sector-specific laws exist, like those concerning journalists' rights to participate in media activities, including election of editors of print media outlets and the establishment of editorial boards in TV and radio companies. Although the legislation is quite developed, its implementation does *not* guarantee observance of labor and professional rights of journalists, since when the rights of a journalist are violated, he or she can find it difficult to protect them, facing the absence of efficient trade unions and the court routine. This, among other factors, leads to self-censorship among journalists.

Access to the journalist profession is not limited by any provisions. Neither special education nor licences or exams are needed to take a position of a journalist. On the other hand, this leads to low level of professionalism and lack of professional standards in Ukrainian journalism.

Conditions of market activities of the media are regulated with general law and do not have any media-specific characteristics. However, the Ukrainian business environment does not ensure full possibilities for the market development of the media sector, and for any business activity as such. There is no transparency of ownership in the media: most big broadcasters are established by some off-shore companies and do not have any social accountability for their editorial policy. In 2005, Ukraine committed itself to the Council of Europe to adopt a law able to ensure transparency of media ownership. However, so far this law has not been adopted. The lack of transparency of licensing procedures for TV and radio broadcasting leads to excessive dependency of the media business on politics.

Since 2005, when the European Court of Human Rights adopted a ruling against Ukraine according to the article 10, judiciary practice on defamation cases has been brought in line with European standards. In their rulings Ukrainian judges make direct reference to the practice of the European Court. Besides, political culture in Ukraine has also changed: politicians trying to claim compensation from the media are blamed by the society and their colleagues. In 2009, Ukraine's Supreme Court has generalized the judicial practice on information cases, and has directly obliged the judges to meet the European standards of freedom of expression and not to take decisions under which compensation to a litigant could lead to closure (bankruptcy) of a media outlet. And although in 2008 a decision was taken which obliged a media outlet to compensate to a businessman with dubious reputation USD 4.8 million, the Court of Appeal decreased this sum to USD 1 thousand.

In 2010 there was no apparent regress in the judicial practice. However, some negative trends were introduced due to the so-called "judicial reform" that put judges under full dependence on the administration of the president, which controls both the Supreme Justice Council and the parliament, and can facilitate the resignation of any judge. This year will show if these negative trends are going to stabilize .

2. UKRAINIAN TV: OVERVIEW

Volodymyr Yermolenko, expert at Internews-Ukraine

Television remains the most popular medium in Ukraine, which makes the segment the most attractive for advertisers, and advertising costs highest throughout the media market.

Between 2007 and 2010, the Ukrainian TV market was marked by the following trends:

- a) growing number of new projects (talent shows, purchased or produced TV series, political talk shows, niche TV channels);
- b) further concentration and integration of media assets;
- c) low presence of foreign media groups (*CME* was the only powerful TV group present on Ukrainian market, but it left the market in early 2010);
- d) increasing political and business influence on media (bulk of Ukrainian TV media market is distributed among powerful Ukrainian business groups which are close to politics).

Negative economic situation in world's economy in 2008 caused by the global financial crisis that bitterly hit Ukrainian economy from the last quarter 2008 have had a negative impact on Ukrainian TV media market. Media faced a harsh decrease of advertising revenues, rise of prices on imported products, shrinking credit market and outflow of capital from media segments of large financial groups to their more critical needs. Today the market only strives to get back to pre-crisis sales, which will hardly be achieved in 2011.

According to *the Pan-Ukrainian advertising coalition*, total volume of direct TV advertising market in 2010 reached UAH 2.56 billion (about EUR 250 million). These figures show 34% increase compared to 2009; however, the market has only succeeded to renew somewhat after the crisis in 2008-2009. Optimistic forecasts say the market could increase by 32% in 2011 and increase of the TV advertising market to UAH 3,4 billion (more pessimistic analysts give a figure of 15-25%), but most experts doubt that the market could reach the pre-crisis years.

At the same time, decrease of national TV advertising market (-10-20% in 2008-2009) can be seen as a correction to previous dynamic trends (+20-30% of annual growth in 2005-2008).

The crisis impeded development of niche projects, hit regional TV and further commercialized Ukrainian TV media landscape, which inevitably leads to decreasing quality of social and political journalism, as well as less demand for analytic projects.

At the same time, Ukrainian TV media market still remains heavily divided among Ukrainian major business groups. The business groups compete not only economically and politically, but also in the media area, including the TV.

Key media groups acting on Ukrainian TV market

As it was said in the introduction, ownership configuration of Ukrainian media companies is generally insufficiently transparent, therefore analyzing key stakeholders the authors of this research were often using non-official data. These data, even when not supported by transparent documents, reflect, however, the real situation in the media area as it is estimated by the Ukrainian expert community and market players.

The following media groups are dominating the Ukrainian TV market:

U.A. Inter Media Group Ltd. - A Ukrainian media group, officially owned by Ukrainian businessman and politician Valeriy Khoroshkovski, the head of the Ukrainian security service (SBU), close to the businessman Dmytro Firtash. The group owns 61% of TV channel Inter (Ukrainian Independent TV corporation), Ukraine's most popular TV channel, as well as TV channels Inter+ (Inter's satellite subsidiary), Enter, Enter-Film, K1, K2, Megasport, MTV-Ukraine, the web-site *podrobnosti.ua* and the information agency *Ukrajinsky novyny*. According to non-official sources, the group is influenced by RosUkrEnerg chief Dmytro Firtash, however Khoroshkovskyi himself says that Firtash "has only an option with some complicated conditions on purchase of 50% of stock of U.A. Inter Media Group Ltd".

System Capital Management - One of Ukraine's largest business groups (with consolidated income reaching \$ 8.151 billion in 2009), 90% of the stock is owned by Rinat Akhmetov, one of the country's wealthiest businessmen. Even though the media sector does not play a leading role in SCM's economic structure (which is mostly focused on coal and steel, energy, financial sector, sports and hotel business) it has an important share in Rinat Akhmetov's business. SCM's media element includes the publishing group *Segodnia Multimedia* (which publishes the daily newspaper *Segodnia*), the newspaper *Salon Dona i Basa* and one of the most popular Ukrainian TV Channels *TRK Ukraina*.

1+1 - A media group owned by Harley Trading Limited, which in turn is owned by the Ukrainian businessman Ihor Kolomoyskyi (owner of the financial and economic group *Privat*). In 2007-2010 the channel's major stock was owned by CME, an international media group owning more than 10 TV channels in Central and Eastern Europe, with capitalization of over USD 3,6 billion. However, in early 2010 CME sold its Ukrainian business to Kolomoyskyi. The group includes TV channels *Studia 1+1*, *2+2* and *TET*.

Victor Pinchuk media group. - A number of Ukrainian media outlets are controlled, through different and non-integrated financial schemes, by Victor Pinchuk, one of Ukraine's wealthiest businessmen. It owns *Novyi Kanal*, *STB* and *ICTV* TV channels. It also owns *M1*, Ukraine's first youth- and music-focused TV channel. Besides, Pinchuk media network also includes *Fakty i Kommentarii*, Ukraine's most popular daily newspaper, and the publishing house *Economica*, publishing *Delo*, which earlier used to be the leading Ukrainian daily business-and-politics newspaper and now is a leading on-line portal.

Ukrainian industrial and investment trust . - Ukrainian industrial and investment trust (*Ukrainskyi promyslovo-investytsiynyi konzern*) is a business group controlled by Ukrainian businessman Petro Poroshenko, one of the leading figures in Ukraine's Orange Revolution and postrevolutionary politics. It owns 60% of *5 Kanal*, and *Radio5* radio station.

Media international group (MIG). - A Ukrainian media group owned by Vadym Rabinovych, a Ukrainian businessman. The group publishes the weekly newspaper *Stolichnyie novosti*, owns web-portal *Mignews.com.ua*, and the TV channel *OTV*.

The list of the top-6 most popular TV channels has been more or less stable over the latest decade: TV channel *Inter*, having inherited broadcasting frequency, technical coverage and audience from the Soviet era (pan-Soviet 1st channel), has remained the leader of Ukrainian TV market since 1998-1999. TV channel *1+1*, which inherited frequency, technical coverage and audience from 2nd TV channel of the Ukrainian SSR, remained 2nd most popular channel throughout the latest decade. Both of them, however, have been losing their audience share during the last years, facing increasing competition from dynamic channels *Novyi Kanal*, *STB*, *ICTV* and *TRC Ukraina*.

3 TV channels of the Victor Pinchuk media group (*Novyi Kanal*, *STB*, *ICTV*) are keeping their positions in the top-6, sometimes changing their respective places between themselves. Out of these three only *STB*, however, showed remarkable increase of the audience share last year. TV channel *Ukraina*, owned by Rinat Akhmetov's *System Capital Management*, has been one of the most dynamic channels in recent years, and was able to challenge Ukrainian TV top-5, with more than 20% audience share increase in 2010.

Other TV channels are far behind both in rating/share indicators, and in advertising revenues.

The following table shows the list of the most popular Ukrainian TV channels according to their audience share and rating (data: GfK-Ukraine, December 2010, Audience: 18+, in cities 50,000+).

TV Channel	Audience Share ¹	Rating ²
<i>Inter</i>	17.56%	3.04%
<i>1+1</i>	11.82%	2.04%
<i>TRK Ukraina</i>	10,52%	1.82%
<i>STB</i>	9.27%	1.6%
<i>ICTV</i>	8.56%	1.48%
<i>Novyi Kanal</i>	7.15%	1.24%
<i>NTN</i>	3.83%	0.66%
<i>1st National TV channel/ ERA</i>	2.32%	0.4%
<i>TET</i>	1.97%	0.34%
<i>1st Russian TV channel</i>	1.95%	0.34%
<i>K1</i>	1.77%	0.31%
<i>2+2</i>	1.26%	0.22%
<i>5 Kanal</i>	1.19%	0.21%
<i>M1</i>	0.74%	0.13%
<i>NTV Mir (Russia)</i>	0.73%	0.13%
<i>Mega</i>	0.73%	0.13%
<i>RTR Planeta</i>	0.66%	0.11%
<i>Tonis</i>	0.39%	0.07%
<i>24 Kanal</i>	0.29%	0.05%

The following table shows dynamics of the share of top 6 TV channels last year (January-November, 2010), compared to 2009 (data provided by GfK-Ukraine, audience 18+, in cities 50 000+). Out of the top-6, almost all key players (except for *TRK Ukraina* and *STB*, and, to a lesser extent, *ICTV*), were losing their shares and ratings, facing increasing competition from the newcomers and alternative media (especially in the Internet).

TV Channel	Audience Share ³		
	2010	2009	Change
<i>Inter</i>	17.33%	19,76%	-12.3%
<i>TRK Ukraina</i>	10.07%	8,35%	+20.6%
<i>STB</i>	10,01%	8,5%	+17.8%

¹ Average share (in %) of spectators watching the channel out of total number of TV spectators

² Average share (in %) of people watching the channel, out of total number of people composing the target group

³ Average share (in %) of spectators watching the channel out of total number of TV spectators

<i>1+1</i>	8,26%	9,04%	-8.6%
<i>ICTV</i>	7,95%	7,88%	+0,9%
<i>Novyi Kanal</i>	6,77%	7,36%	-8.0%

The coming year will be characterized by a strong competition between the top 6 TV channels. The key trends of 2011 will also include development of the channels' own production (primarily TV series and talent shows) and social media networking.

TOP-6 TV channels: brief overview

Inter (Full name of the company: *Ukrainian Independent TV corporation*). 61% of the channel is owned by *U.A. Inter Media Group Ltd.* and is controlled by Valeryi Khoroshkovskyyi, a Ukrainian businessman. According to non-official information, the channel is influenced by Dmytro Firtash, a Ukrainian businessman, owner of the *Ro-sUkrEnergo*. Bi-lingual (Ukrainian and Russian) family channel meeting demands of all social and age groups, but more focused on older population (35+). According to *GfK-Ukraine*, in the panel "cities of 50 000+" average daily share of audience 18+ reached 17,33% in 2010, an important decrease compared to the last years (19,76% in 2009, 21,02% in 2008). *Inter* continues to be the most watched Ukrainian TV channel. The channel is affiliated with other media products owned by *U.A. Inter Media Group Ltd.*, including TV channels *Inter+* (an *Inter's* satellite subsidiary), *Enter-Music*, *Enter-Film*, *K1*, *K2*, *Megasport*, *NTN*, the web-site *podrobnosti.ua* and the information agency *Ukrainsky novyny*.

Studia 1+1: the channel belongs to Ihor Kolomoyskyi, one of the richest Ukrainian businessmen. It is an entertainment and informational TV channel whose aim is to "inform while entertaining" (self-estimation). After CME, an international media company, took over the channel (2007-2010), its media policy has shifted from intellectual or quasi-intellectual political and social products to entertainment and infotainment projects. After CME left the Ukrainian market (2010), this trend has been even reinforced. According to *GfK-Ukraine*, in the panel "cities of 50 000+" the channel's share in audience 18+ reached 8,26% in 2010, an important decrease compared to the last years (9,04% in 2009, 12,81% in 2008). The channel is affiliated with other media assets close to Kolomoyskyi, including TV channels *2+2* and *TET*.

Novyi Kanal ("New Channel"). - Belongs to Victor Pinchuk, one of Ukraine's wealthiest businessmen. Entertaining and informational channel that targets young proactive citizens. Broadcasts both in Ukrainian and Russian. According to *GfK-Ukraine*, *Novyi* is a leader in the audience segment of people aged between 14 and 49, in cities with population 50 000+. The channel positions itself as an "absolute leader in the segment of young, energetic and payable viewers aged between 14 and 49". In the pan-Ukrainian panel, in the panel cities 50 000+ the share for population aged 18+ reached 6,77% in 2010, a decrease compared to the last years (7,36% in 2009, 7,64% in 2008). The channel is affiliated with other TV media outlets belonging to Victor Pinchuk, including TV channels *ICTV*, *STB*, *M1*, *M2*, the daily newspaper *Fakty i Kommentarii*, and the publishing group *Economica*.

STB - belongs to Victor Pinchuk, one of Ukraine's wealthiest businessmen. Family TV channel, one of the most quickly growing in the past years. It's advertising slogan: "You're Back Home" (Ty Vdoma). In the pan-Ukrainian panel, daily share reached 10,01% in 2010, a dramatic increase compared to the last years (8,5% in 2009, 6,79% in 2008). The channel is affiliated with other TV media outlets belonging to Victor Pinchuk, including TV channels *ICTV*, *Novyi Kanal*, *M1*, *M2*, daily newspaper *Fakty i Kommentarii*, and the publishing group *Economica*.

ICTV - belongs to Victor Pinchuk, one of Ukraine's wealthiest businessmen. Nation-wide family informational and entertaining channel, mostly oriented on male audience. In the pan-Ukrainian panel (cities 50 000+) average daily share of audience 18+

reached 8%; rating reached 1,24%. In the panel 14-49, cities 50 000+, the channel's share reached 7,95%, comparable to the last years (7,88% in 2009, 8,86% in 2008). The channel is affiliated with other TV media outlets belonging Victor Pinchuk, including TV channels *STB*, *Novyi Kanal*, *M1*, *M2*, daily newspaper *Fakty i Kommentarii*, and the publishing group *Economica*.

TRK Ukraina - 99,67% of stock belongs to System Capital Management (SCM), one of the biggest Ukrainian economic and financial groups, controlled by Rinat Akhmetov. The channel positions itself as a modern state-of-the-art TV channel promoting new information and communication technologies. The channel is now constructing a larger TV holding, including TV channels *Football* and *Football+*, *Novosti* (News channel), etc. The channel is one of the most dynamically growing on the Ukrainian TV market. According to GfK-Ukraine, the pan-Ukrainian panel (cities 50 000+), audience 18+, average daily share reached 10,07% in 2010, an important increase compared to the last years (8,35% in 2009, 5,6% in 2008). The channel is affiliated with other media outlets belonging to Rinat Akhmetov: daily national newspaper *Segodnia*, Donetsk regional newspaper *Salon Dona i Basa*, Donetsk regional newspaper *Donetskie Novosti*, free daily newspaper *Vecher.com*, web-portal *Segodnya.ua*

Key trends in TV content development

Five years that followed Ukraine's Orange Revolution (2005-2010) saw relatively free and diverse development of news journalism on TV. TV channels, still subject to influence executed by their owners, were at least exempt from political influence. The years of "temniks" (topics and coverage angles pre-defined by the presidential administration and imposed on the TV channels) of the Kuchma's era had seemed to be gone.

However, entry of the President Yanukovich into power quickly brought earlier phenomena back on stage. Channels of the top-6 are owned by businessmen either closely linked to power or trying to establish partnership relations with the new administration: Rinat Akhmetov (*TRC-Ukraina*), Valeriy Khoroshkovskiy and Dmytro Firtash (*Inter*), Ihor Kolomoyskiy (*1+1*), Victor Pinchuk (*STB*, *ICTV* and *Novyi Kanal*).

Political talk-shows are still popular on the Ukrainian television, even though public's trust to them was decreasing, facing a clear "debate fatigue" after politicians' unending clashes. The top TV political talk shows include: "Shuster Live" with Savik Shuster (*Pershyy natsionalnyi*) with the share of 13,1% and the rating of 4,6% (18+, 50 000+) of its first issue (last year it was broadcasted by *TRC Ukraina*); "Svoboda Slova" with Andriy Kulykov (*ICTV*), with the share of 12-15% and rating of 2,2-2,7%; "Bolshaya Politika" with Evgueniy Kiseliyov (*Inter*), with share of 14-17% and rating of 3,2-5%⁴, and some others, less influential.

Despite popularity of political talk-shows, Ukrainian TV market is dominated by entertainment, primarily cinema and ever stronger talent shows.

Ukrainian TV audience is expectedly addicted to cinema and TV series, with some TV series hitting the top of audience share reaching over 20%, much higher than political talk shows. In late 2010 top TV series included: *Svaty-4* (*Inter*, share 22-29%), *Obruchalnoe koltso* (*Inter*, share 19-22%), *Admiral* (*Inter*, share 15-20%), *Efrosinia* (*TRC Ukraina*, share 15-16%), *Bratany* (*ICTV*, share 11-13%), *Marusia* (*TRC Ukraina*, share 12-13%), *Takaya obychnaya zhyzn* (*Inter*, share 11-13%), *Ugro* (*ICTV*, share 9-11%), *Interny* (*1+1*, share 7-10%), etc⁵.

Talent shows are also increasing their popularity, with most of them focusing on singing, dancing, or broader talent competitions: talent show *Ukraina maje talant* (Ukraine's Got a Talent, *STB*), share 30-35%; singing competition *X-factor* (British

⁴ Data provided by GfK.

⁵ All data by GfK, audience 18+, cities 50 000+

format X-factor, STB), share 25-30%; dancing show *Tantsujut vsi* (All will dance, STB), share 16-20%; singing show *Zirka+Zirka* (Star+Star, Swedish format Stars on Stage, TV channel 1+1), share 13-14%; singing show *Narodna Zirka* (People's Star, TV channel TRC Ukraina), share 10-13%; theatre play show *Ukraina Slezam ne Verit* (Ukraine does not believe tears, Novyi Kanal), share 5-10%.

These figures show that Ukraine's TV sector fits well into the global trend, moving from public debate television to entertainment and infotainment, in which TV series, reality shows and talent shows play the major role.

3. PRINT MEDIA: OVERVIEW

Oleg Chomenok, Media expert

General Information

The legal basis regulating Ukrainian print media segment is based primarily on laws "On print media (press) of Ukraine", "On information" and "On state support of media and social protection of journalists". They set up rules governing establishment and activities of the print media. Ministry of Justice of Ukraine is in charge of print media editions registration.

According to the Justice Ministry, 30 thousand periodicals (both national and local distribution) are now registered in Ukraine. However, a bit more than 4,300 (60% are newspapers, 40% - magazines) are published and circulated regularly. According to *DP Presa*, a state-owned press distribution company, 2,354 general national media editions, 1,073 oblast and district titles and 948 municipal editions have been distributing through post offices in 2010.

In the newspaper segment, local (oblast, regional, municipal and district) media editions constitute the majority (1,800 titles). About 700 media editions are national. Among magazines outlets with national registration and distribution are dominating; 1,600 out of 1,700 magazines are registered nationally.

Daily newspapers represent only 1% of all number of media editions published in Ukraine. Weeklies represent almost 85% of the total number of newspapers.

According to Ukraine's State Property Fund, 106 media editions are owned by the state; 818 are owned by the local communities. The total share of state- and community-owned media editions reaches up to 22% of the total number of Ukrainian periodicals. These periodical editions receive direct funding from the central or local budgets, as well as privileges and benefits, which means existence of unfair competition on the press market. Financial non-transparency of community-owned and state-owned press makes the editions' editorial boards dependent on public authorities and local self-governance bodies, as well as on their officials.

A concentration of property is a trend observed on the market of non-public national editions. The market of social and political editions is controlled by financial and political actors. Several big media holdings owned by powerful Ukrainian businessmen and politicians ensure informational support to their business and political initiatives. The following holdings are widely recognized to be the most powerful: "Segodnia-multimedia" owned by Rinat Akhmetov, "Glavred-media", owned by Ihor Kolomoyskyi, "Cartel" controlled by MP Olexiy Fedun, "Evolution Media" related to Vitaliy Hayduk, newspaper "Fakty i Kommentarii" belonging to Victor Pinchuk's holding, etc. Virtually no national social and political editions are independent and oriented on the interests of its audience; instead, they serve the interests of their owners or supervisors.

On the regional level this influence is also substantial; however, in the segment of the local press more editions are able to determine their editorial policy, according to the local audience's needs. One more trend characterizing local private press holdings is that they are increasingly establishing full-cycle media enterprises and diversifying their media instruments. For example, almost all successful regional publishing houses are not limiting their activities with publishing print editions, but also have own printing capacities and distribution networks (newspaper stands, courier delivery), as well as other mediums: TV, radio, internet portals. Rivne-based publishing house *OGO*,

for instance, integrates a number of print editions, TV channel *Rivne-1* and information portal *ogo.ua*; media corporation *RIA* integrates a number of print editions and radio stations in Ukraine's western regions, as well as a number of powerful national news online resources; publishing house *Vid i Do* publishes three print editions and has its own printing house, courier delivery service, subscription service and an internet portal; publishing house *MB* based in Melitopol has six media outlets, own printing house, a retail sales network and an internet portal. There is also a trend in the regional press to create convergent news rooms, working simultaneously on all media platforms integrated within the same media holding. In 2010, these news rooms were established in publishing houses *Vid i Do* (Chernivtsi), *Zhovta hazeta* (Poltava), *Molodyi bukovynets* (Chernivtsi), *InformTavryka* (Crimea) and other regional media holdings.

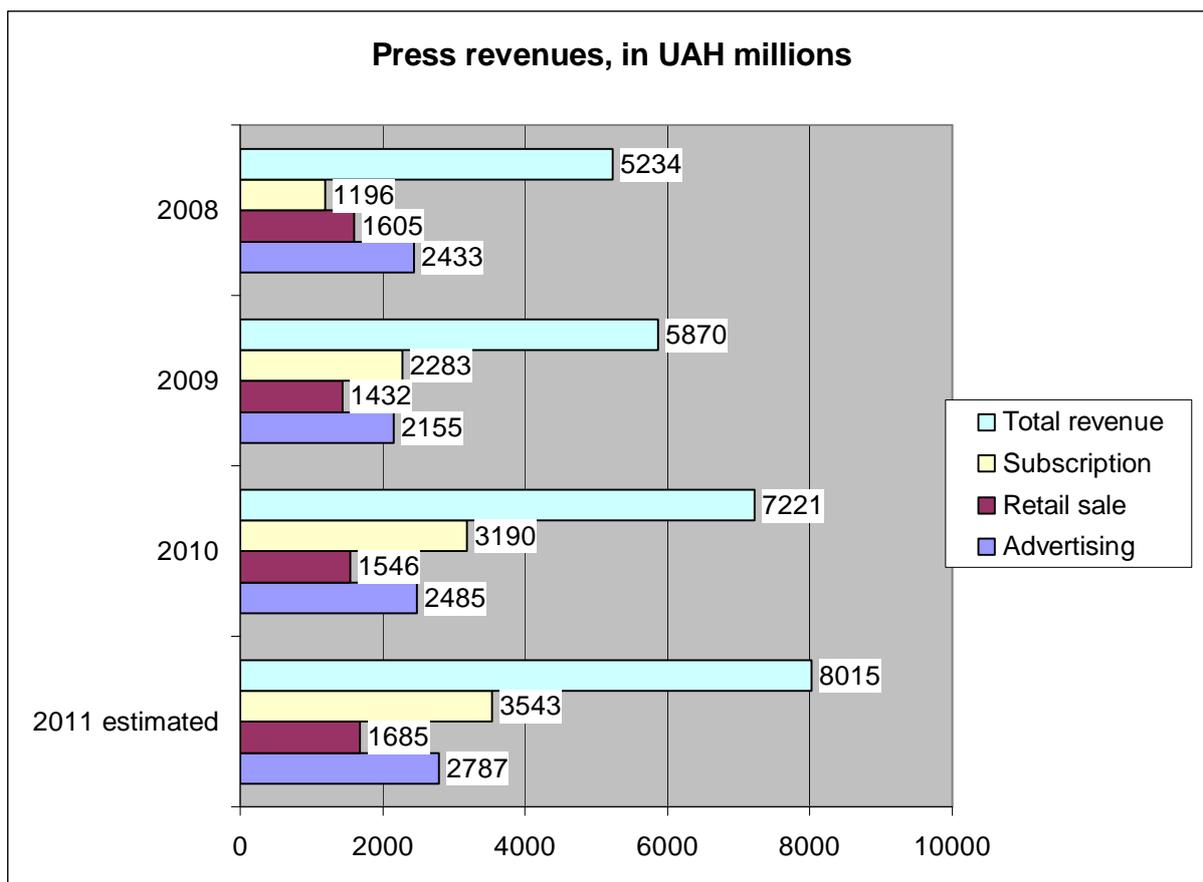
In the last years foreign investors have been tending to leave the Ukrainian market of social, political and business print editions. This trend was related both to the global financial crisis and to the domestic political instability in Ukraine. Today, foreign investors have entered a number of publishing houses, specializing primarily on niche and entertainment editions, for example *Adevarul holding*, a founder of the *Free Media Ukraine GmbH*, which publishes an entertainment newspaper, *Blick*; publishing house *Burda-Ukraina*, founded by a German media concern *Hubert Burda Media*; publishing house *Edipresse-Ukraina*, which belongs to the Swiss company *Edipresse Group*.

At the same time, professional standards of journalists and editors of both national and regional press remain predominantly low. Non-marked advertising and corrupt pre-paid political publications are present in the media not only because of the initiative of businessmen or politicians who "buy" media placements, but also because of the press' readiness to accept this unprofessional behaviour.

Corruption in the press is a reflection of the corruption in the society as a whole. Due to a double pay system (a journalist receives a modest official pay and a non-official salary in cash) editors decrease the tax burden over their editions, and receive an additional leverage to control potentially disloyal reporters. Salaries differ in the capital city and in the regions: from USD 250-600 in the province to USD 400-1000 in Kyiv.

With the exception of several dozens of successful regional media projects, management of the regional editions is worse than it could be; Ukraine is still lacking efficient programs to train media managers.

According to Serhiy Cherniavskiy, the head of the Information industry committee of the Ukrainian Association of Publishers of the Periodical Press, total press revenues exceeded UAH 7,2 billion (ca. EUR 720 million) in Ukraine last year; the biggest growth was registered in the subscription segment.



Number of copies

Unreliable information about the number of copies (circulation) of print editions is a general problem of the Ukrainian press. Data indicated by most publishers are mostly unreliable and even falsified, which creates an illusion for both readers and advertisers. Any effort to establish an Audit Bureau of Circulation to check the real number of copies printed and distributed have faced opposition within the industry and finally failed.

The leading positions in the number of copies published and distributed are mostly taken by infotainment magazines and newspapers, TV guides and niche editions, primarily women's magazines. These data are confirmed by quantitative sociology surveys and *DP Presa's* information about the subscribed copies.

According to TNS-Ukraine, in the 2nd-3rd quarters 2010, 27% of the citizens said they had been reading general interest editions during the year. The top-5 of the outlets has the following outlook:

Outlet	Thousands of readers
Fakty / Fakty i komentarii	1391,57
Argumenty i fakty	1217,50
Segodnia	1079,75
Komsomolskaya pravda v Ukraine	822,13
Express	479,81

TV guides reached out to 25,5 % of citizens, and the top-5 had the following outlook:

Outlet	Thousands of readers
Telenedelia	1587,76
Programa TV	714,42
Telescop	503,78
Telegid	498,73
TV-Park	428,63

Women's editions reached out to 22,7% of the citizens, and the top-5 had the following structure:

Outlet	Thousands of readers
Otdokhni!	1044,67
Liza	990,31
Edinstvennaia	521,19
Natali	458,45
Dobryie sovety	406,06

According to *DP Presa*, the top-5 of the subscribed media newspapers in 2010 included the following editions: *Rabochaya gazeta*, *Poradnytsia*, *Kommunist*, *Kievskiy vestnik* and *Silski visti*. Top-5 for magazines is the following: *Lyublyu gotovit*, *Ogorodnik*, *Dom v sadu*, *Zustrichna smuga* and *Strana poleznykh sovetov*.

Subscription figures have been increasing by 3-4% annually in the past 2-3 years. Total number of copies ordered by subscription through *Ukrposhta* (the Ukrainian post service monopolist) as of January 1st, 2010 reached 19.14 million, of which national print media accounted for 12 million copies, and local and regional editions – for 7.119 million copies. At the same time, the total number of copies sold in the retail trade by the post office has decreased from 96 million in 2008 to 76.5 million in 2010 (cash turnover increased by 20% due to increase of prices for media editions).

Distribution and printing system

There are approximately 22.5 thousand print media retail sales points in Ukraine. The retail trade system is composed of the private (newspaper stands, shops, supermarkets, petrol stations) and public points (14.5 thousand branches of the *Ukrposhta*). According to the trading house *Cartel*, out of 8.158 private points of retail trade, newspaper stands account for 45% of the sales; supermarkets and petrol stations – for 23% and private chaotic street sales – for 30%.

Subscription of the periodicals is mostly monopolized by the *Ukrposhta*. Although almost 200 subscription agencies are operating in Ukraine, their share in the real supply of subscribed periodicals remains modest. At the same time, subscription through *Ukrposhta* does not satisfy the distribution needs, especially in the regions. According to *Ukrposhta*, about 25% (3.5 million) of the post boxes in Ukraine are damaged; the biggest number of damaged post boxes is registered in Donetsk (50%), Mykolaivsk and Khersonsk (more than 40%) oblasts. According to Serhiy Cherniavskiy, the head of the Information area committee of the Ukrainian Association of Publishers

of the Periodical Press, due to deplorable state of the post boxes, Ukrainian publishers lose UAH 368 million annually. Besides, in villages and small cities the subscribed media editions are only supplied two or three days a week, which makes subscription to the daily outlets impossible.

Today Ukraine lacks a demonopolized and diversified printing system. In every oblast there is a number of private printing houses, as well as a number of state-owned and community-owned enterprises, which satisfy the needs of the industry.

Advertising market

The Ukrainian advertising market is non-transparent and insufficiently structured on the regional level. It is significantly influenced by latent advertising, the so-called "jeansa", which, according to different publishers, is reaching 10-30% of the total advertising revenues. Market analysts are emphasizing gradual increase of the print press market after the crisis. In 2010 the market increased by ca. 16% compared to 2009.

According to Ukraine's Independent Regional Publishers Association, in 2010 the advertising market in the press reached UAH 2.496 billion (ca. EUR 249.6 million), of which 1.656 billion (two thirds) accounts for national press, and 830 million (one third) for regional press, often more influential in the regions than the national editions. However, data provided by the Pan-Ukrainian Advertising Coalition differ significantly from those provided by the Association. Total volume of advertising in the press in 2010, according to the Coalition, reached UAH 2.21 billion, of which only 554.6 million was said to go to the regional press.

4. SOCIAL MEDIA: OVERVIEW

Vitaliy Moroz, head of new media department, Internews Ukraine

Introduction

The history of Ukrainian Internet dates from early 90's. In December 1992, Ukraine received the first-level country domain, ".ua". As of December 2010, 535 000 domain names (this figure corresponds to the number of unique registered sites) were registered in the blast zone ".ua"⁶.

Internet became an indispensable attribute for many Ukrainian residents. It has no less impact than that of the print media or TV. With its capacity to provide information 24 hours a day, and with high-speed communication potential, it is ahead of all other types of media.

It is hard to define precise figures of the number of online news sites in Ukraine. Their number is growing as registration of news sites is simple.

In Ukraine there are thousands of sites, but the database registry (National Register of Electronic Resources operating since 2003) lists only 164 titles of electronic versions of print editions, 17 titles of sites related to television, 23 – to radio and 66 – online media⁷. However, these numbers represent only a tiny part of the total number of web-sites operating in the Ukrainian Internet.

Ukraine still has not resolved the issue of the legal status of online media, rules regulating their registration and functioning. Official status of online journalism has not been settled as well. A concept "electronic media" has been mentioned, in passing, in Ukraine's Laws "On protection of public morality" and "On private pension system". However, the key "media laws" ("On Television and Radio Broadcasting", "On information") do not provide any explanation of the legal nature of online media. Ukraine's Law "On Information" says: "the concept "media" corresponds to radio broadcasting, television, cinema, audio- and video-recording, etc".

Internet penetration

Internet audience is growing dynamically in Ukraine. Today the number of users accessing the Internet at least once a month is close to 13 million people, i.e., every third adult resident in the country. Of these, 8.7 million stay connected every day (data as of December 2010). The highest concentration of users is registered in cities with a population of 50 000 +.

Period	Number of users Ukraine (mln)	Penetration rate Ukraine (%)
2nd quarter of 2008	8.7	22%
4th quarter of 2009	10.4 ⁸	28%
2nd quarter of 2010	12.6 ⁹	32%
3rd quarter of 2011 (estimated)	12.9 ¹⁰	33%

⁶ <http://hostmaster.ua/UAstat/2010/?201012>

⁷ <http://jurdopomoga.com.ua/ua/articles/show/48/>

⁸ <http://www.inmind.com.ua/press/openresult/244/>

⁹ http://www.inmind.com.ua/upload/page_files/01.pdf

¹⁰ http://www.inmind.com.ua/upload/page_files/InMind_InAU_ESIII2010.pdf

The context of internet development

The financial crisis in 2008 has forced the Ukrainian media to cut budgets and reorganize news production. Some companies began to explore more actively the possibilities provided by the Internet. While newspapers were losing their circulation rates, Internet allows relatively free to communicate with the audience. In 2009, the transition to online platforms and social media for many publishers seemed to be a simple and clear solution of changes. In 2010 several more national newspapers were closed, some of them have completely gone to the online area.

In July 2009, *KP media holding* sold *Kyiv Post* newspaper to a new investor and announced that it gives priority to online projects (*korrespondent.net*, *big-mir.net*). In December 2010, *Ekonomika* publishing house announced the possible change of format of *Delo* daily newspaper due to "low business performance"; *Delo* is now set to become a weekly or a monthly edition. In October, 2010, *Levyi Bereg* weekly was closed due to cuts in investments; its site, however, continues to operate.

Most Ukrainian Internet media do not bring profits to their owners as economic feasibility and profitability is not always a priority for online media. Internet media can be complementary to a print version of a newspaper / magazine, could serve the interests of politicians, or be considered as an investment into the future. A number of Internet media in the market serve as a place to discredit political opponents or business competitors. Revenues of online media are not transparent for wider public, and one can approximately evaluate them only based upon annual performance of the advertising market.

In 2010, the rise of censorship and shortcuts in freedom of expression in Ukrainian media sector caused a revival of civic and journalist activity in the Internet. It became a platform for critical public debate, bringing together journalists, NGO representatives and active citizens. In 2010, the level of information exchange between Internet users increased. New technologies such as Google Groups, Facebook Groups, Twitter, video service at Youtube, and, in general, functions like Share / Like / Retweet allow to mobilize audience online.

2010: a year of democracy backlash

Throughout 2010 the international community has repeatedly expressed concern about the deterioration of media freedom in Ukraine. With a new government in office since February 2010, two Ukrainian TV channels - Channel 5 and TVi have faced problems with broadcasting licenses. In summer, Vasyl Klimentyev, editor-in-chief of the Kharkiv newspaper *Novyi Styl* disappeared, allegedly kidnapped. Criminal cases against members of the previous government have been opened by law enforcement bodies. Yanukovich's administration made attempts to influence regulation of the Internet. In response to this, OSCE expressed its concern about the political interference with the work of the media¹¹.

In 2010, for the first time in Ukraine's history, law enforcement bodies inspected private blogs. Ukraine's Security Service (SBU) conducted interrogations with Oleg Shynkarenko, a blogger. Police searched the apartment of another blogger, Olena Bilozerska. Persecution of bloggers resembles that in Russia or China, where expression of opposing opinion can bring person under the risk of a criminal prosecution. Drawing his conclusions of 2010, political expert Andrei Okara said: "The Ukrainian authorities deliberately copy the Russian political model, which results in emergence of a horrific but non-viable monster"¹².

¹¹ <http://www.golosua.com/politika/2010/10/13/internet-ma-zalishatisya-vilnim-vid-vtruchannya-vl/>

¹² <http://kommersant.ua/doc.html?docId=1563153>

In January 2011 the national magazine *Korrespondent* published its issue with a cover entitled "Result of the year: Concentration camp Ukraine». Key material of the magazine describes persecution of journalists, businessmen, politicians, lawyers, historians, bloggers and dissidents.

Absence of an objective public television in Ukraine, censorship of the media, unequal distribution of interests of political forces in the Ukrainian digital media - these and other factors contribute to a growing interest of citizens to obtain information from alternative sources, primarily the Internet.

Internet and money

Internet becomes more and more attractive to advertisers. According to *Ekonomichna Pravda*, a business online edition, in 2009 (a year bitterly hit by the crisis), online advertising market grew by 45%, while the television segment fell by 15%, outdoor advertising fell by 43%, press decreased by 31%, and radio – by 35%. In 2010, the advertising market grew by another 60%, with its volume reaching UAH 230 million (EUR 23 million)¹³. According to All-Ukrainian Advertising Coalition, in 2010 advertisers earned on Internet even more, up to UAH 280 million¹⁴.

Experts give different assessments concerning the volume of media advertising and distribution of market shares in this segment. Traditionally, the lion's share in this field belongs to television. However, the experts agree that Internet advertising constitutes the most rapidly growing segment of the market.

Share in media advertising (%) according to *Ekonomichna Pravda*, a business online edition:

	TV	Radio	Outdoor	Print	Internet
2008	39,5	6,3	3,8	19,7	12,4
2015*	37,8	5,0	4,3	12,1	25,0

* Forecast: *Sortex Media Ukraine*, a research company

Distribution of media advertising market (UAH, mln) according to All-Ukrainian Advertising Coalition:

	TV	Radio	Outdoor	Print	Internet
2009	2 000	120	650	1892	145
2010	2680	200	800	2210,2	280
2011*	3525	228	1000	2513	400

* Forecast: *All Ukrainian Advertising Coalition*

Financial results of companies specializing in web-search in 2010 also indicate growth in Internet advertising.

Yandex, a Russian Internet search engine company, the biggest competitor to Google in the Post-Soviet area, earned \$410 mln by the end of 2010, adding 43% compared to the previous year¹⁵. Contextual advertising constituted the main revenue source for Yandex and other big search engines. In 2010 Yandex increased its search share by 64% in Russia, and by 27% in Ukraine. Besides, the

¹³ http://pda.epravda.com.ua/publications/id_266272/

¹⁴ <http://www.adcoalition.org.ua/ru/news/view/231>

¹⁵ <http://www.cnews.ru/news/top/index.shtml?2011/01/19/423860>

company grew due to the launch of regional search and a few specialized services: Yandex Jobs, Real Estate Yandex, Yandex Maps.

Advertising costs in popular social networks grow in parallel to their audience. In 2010 Facebook audience in Ukraine increased by 300%. The value of advertising targeting Ukrainian audience has increased by 3 · , from \$0.11 to \$0.33 per click.

Popularity of the social media

In 2008, according to a report of *InMind*, a research company, 75% of Internet users in Ukraine were registered in at least one social network¹⁶. In 2010, social networks have become an indispensable element of the online presence of Internet users. Social networks such as Facebook, vKontakte, Odnoklassniki are in the top-10 of most popular sites in Ukraine. UGS-sites (user generated content sites), namely YouTube, Wikipedia and LiveJournal also hit the top-10 of Ukrainian sites.

Here is a comparative table of top-10 web-sites in Ukraine, provided by *Alexa.com* (the site showing global statistics worldwide, including Ukraine) and *InMind* (an engine featuring the statistics of combined sites which have multiple domain names, for example: google.com and google.com.ua):

	Top-10 sites in Ukraine - Alexa.com ¹⁷		Top-10 sites in Ukraine - InMind ¹⁸
1.	Google.com.ua	1.	Google
2.	vKontakte.ru	2.	Mail.ru
3.	Google.com	3.	vKontakte
4.	Mail.ru	4.	Yandex
5.	YouTube.com	5.	YouTube.com
6.	Yandex.ua	6.	Wikipedia.org
7.	Yandex.ru	7.	Facebook.com
8.	Facebook	8.	Marketgid.com
9.	Wikipedia	9.	Ukr.net
10.	LiveJournal.com	10.	Odnoklassniki

The Ukrainian segment of *Wikipedia* is ranked 16 in the world by number of articles, contributed by more than 4 thousands of volunteers. As of early 2011 they wrote over 250 thousand entries. "The Ukrainian Wikipedia ranks second globally in terms of its content production per each contributor, engaged in editing or writing text", - says Yuri Perohanych, founder of NGO "Wikimedia-Ukraine".

Blogosphere. 700 000 blogs existed in the Ukrainian internet as of the 4th quarter of 2010. In 2010 the number of blogs has increased by 40%. According to Yandex, 120 thousands blogs are active, with at least five records per month. LiveJournal.com remains the most popular blog host.

¹⁶ <http://www.inmind.com.ua/press/openresult/164/>

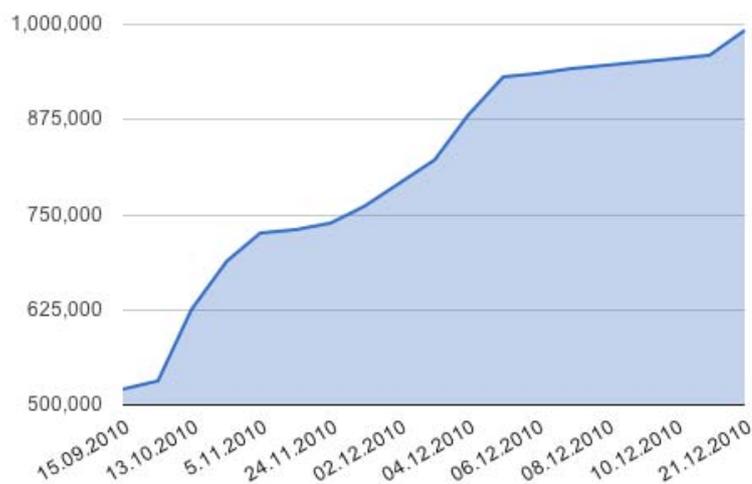
¹⁷ <http://www.alexa.com/topsites/countries/UA>

¹⁸ <http://ain.ua/2011/01/19/40868>

Twitter. During 2010 the number of Ukrainian users of Twitter has grown by 400% and reached 80 thousands in October. Back in May 2010 the number was 35 000.

Facebook. In early 2011 Facebook audience reached one million users. In the Fall 2010 its audience increased by 2,4 · . Today Ukraine is ranked 68 in the world by number of Facebook users.

Chart: Facebook audience growth in Ukraine:



Source: <http://onemillionfacebookusers.in.ua/>

Social media and media outlets

Internet has more and more influence on the social and public life. Using social media tools, users and journalists expose abuse of power and corruption, follow the pre-election promises, advocate for civic initiatives. At the same time the government turned a blind eye on systematically organized productive work in social media.

In 2010, social media have become more present in the Ukrainian information area. This prompted some media editions to concentrate their efforts on exploring possibilities proposed by the Internet – to fine tune their websites and introduce innovations for information consumers. Increased Ukrainian Internet audience pushes the editors to form the core of loyal readership online. Creating pages of newspapers/online media in social networks significantly expands the outreach and provides regular feedback from readers.

A logic of updating the site as a whole is now the following:

Stages:	Explanations:
Setting-up new headings	Headings: blogs, video/photo, interaction
Redesign of the site	Better perception, provides with more opportunities to interact with readers
Integration into social networks	Adding buttons share / like
Creating mobile platforms for	Mobile platforms for iPhone. Android,

sites	Nokia etc.
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Illustrative example can be provided by the *Ukrainska Pravda*, a leading Ukrainian online-media. Without any advertising funds, *Ukrainska Pravda* has got more than 9000 fans on its Facebook page in just a couple of months. In September 2010 the outlet launched a mobile platform for iPhone, in December - registration at the site through Facebook-login.

In 2010 the market of mobile applications was on the rise. It is expected that in 2011 the market continues to develop dynamically. Key Internet media have launched mobile applications for the following sites:

Channel 5 (iPhone / iPad) - 13 500 downloads
 Korrespondent.net (iPhone) - 14 500 downloads
 Tochka.net (iPhone) - 8000 downloads
 UAToday (Android / Bada - UBR edition - Liga.net, Podrobnosti.ua) - 4000 downloads

* *Data: Stanfy, mobile application developer*

Civic journalism is represented in Ukraine with dozens of sites and forums. However, in 2010 no new notable projects appeared. One of the last year's trends consists in audience segmentation by relevant topic. In particular, representatives of NGOs communicate mainly on GURT portal.

Social media slowly make their way into curricular of departments of journalism in national universities. However, this niche of education for journalists is currently dominated by projects of international organizations (MediaNext of Internews Ukraine and European Journalism Center, Umedia of Internews Network) or private charity funds (DFJ of the Foundation for Development of Ukraine).

5. JOURNALISM EDUCATION

Doctor of philological sciences, professor Valeriy Ivanov, head of the department of advertising and public relations at Journalism Institute of the Kyiv National Taras Shevchenko University, President of the Academy of the Ukrainian Press

Training programs for journalists have been established in more than 70 Ukrainian universities. Annually about 1,500 young people with journalism diplomas graduate from these higher education institutions*. To compare, under the Soviet Union there were only three higher education institutions with journalism training programs: Kyiv and Lviv Universities, and Lviv Higher Military and Political School.

Attractiveness of the journalism profession and development of the media market have been a key reason for fast increase of the number of higher education institutions, proposing journalism training programs. A period after the collapse of the Soviet Union saw emergence of a huge number of new, mostly private, newspapers and TV companies. Today, more than 30,000 print editions, and about 1,500 TV companies are registered in Ukraine, with this big number of editions boosting the demand for qualified personnel.

Today majority of people working in the media field do not have a specialized education in journalism. Partially they are highly professional journalists getting the knowledge and skills due to self-education. However, in general the level of Ukrainian journalists remains lower than one could wish or expect.

The high demand for the profession on the market boosted supply by the universities. It can hardly be said, however, that universities supply high-quality journalism training services. Majority of the newly established universities have two aspects in common: 1) their education services are NOT free of charge; 2) they lack highly professional academic and teaching staff. Establishment of the new "journalism" programs in these universities has had the only objective: to earn money on the desire of young people to become journalists. Part of education institutions in the field of Ukrainian journalism is a kind of a "vacuum cleaner": it takes money without giving knowledge or skills in return.

Obviously, the field is facing some more global problems too. Ukraine lacks any clear-cut paradigm in Journalism Studies. The problem is not specifically Ukrainian, as debate is going on in the whole world on the correlation between theoretical knowledge and practical skills in Journalism Studies. Lack of qualified teaching staff, insufficiency of state-of-the-art and high-quality teaching materials, too much focusing on philological studies remain a challenge in Ukraine.

Despite emergence of a big number of higher education institutions with journalism programs, the acute challenge of journalism training remains unchanged. Often a diploma of Journalism Studies does not guarantee that its holder has the skills required by his profession.

In 2010 the Ministry of Education, Science, Youth and Sports has declared the need to increase responsibility of the higher education institutions for the quality of teaching and training. A number of licenses for higher education institutions were even annulled; yet it will be more clear in 2011 if this quality insurance policy brings results.

Among challenges faced by Journalism Studies one can also mention weak technological basis and the lack of contemporary media equipment. Lack of funds and state support also remains a big challenge, as it makes it difficult to enhance the level of training. The financial basis is especially needed today, when technical progress

leads to emergence of the new media, creating the need to teach new skills under new conditions. This support must also involve technical re-equipment of the higher education institutions, focusing on the training of journalists, as well as development of an integral public policy in this field.

One of the paradoxes of the Ukrainian Journalism Studies, is that despite philology dominates the field, Ukrainian media still show the lack of language training, as many mistakes still exist on Ukrainian TV channels and in the press.

Relations between centres of journalism education and media sector, those between supplier and demander of trained journalists, remain a problem, as these relations are far from being partnerships. On the one hand, the journalism sector blames university for low level of training of specialists. On the other hand, universities point at corruption existing in the media, on the fact that materials published by most media do not meet basic journalistic standards. Unfortunately, this "cold war" between "suppliers" and "consumers" of journalism graduates has not been replaced with any constructive dialogue.

Today Ukraine is actively introducing Bologna standards. Higher education has moved to the three-level model. As a rule, a student, after four years of studies, gets a Bachelor degree, after which he or she can choose either a one-year "specialist" program or a two-year "master" program.

In general, training of the media workers is placed under the education code 0303 "Journalism and information". This section comprises the following specializations: 03030101 - Journalism (agency journalism, photo journalism, TV, radio, new media, press), 03030201 - advertising, 03030202 - public relations, 03030301 - publishing and editing. The master program also established a specialization 18010019 - media communication.

A training plan for journalism studies is divided into normative and variative parts. The first one comprises training in social sciences and humanities, fundamental studies, sciences, economics, as well as professional and practical training (including production practices). The variative part is composed of disciplines selected by the university and by the student. Here, Ukrainian journalism students study the following disciplines: philosophy, history of art, psychology, foreign languages, political science, history of Ukraine, economics, natural science, Ukrainian literature and folklore, media ethics, media law, media security, journalism science, mass communication, publishing and editing, advertising and public relations, history of the Ukrainian journalism, basics of journalism, journalist profession, Ukrainian language, practical stylistics, literary style, country studies. Besides, the students are going through internships in news agencies, newspapers and magazines, radio, and TV.

The universities are now applying a credit-module system of evaluation, which gives an opportunity to make a more systemic assessment of the work of the students.

Kyiv-Mohyla Journalism school has some particular traits. The school opens a master program in journalism for bachelor graduates from other specializations.

Journalism institute of the Kyiv National Taras Shevchenko University (director – Professor Volodymyr Rizun) continues to play a leading role in the training of journalists in Ukraine. This is the oldest Ukrainian university acting in journalism education. Since 1996 the Institute was the first higher education institution in Ukraine to turn to a three-stage training (bachelor, specialist, and master). The education process widely involves well-known practicing journalists.

In principle, today's system of journalism education in Ukraine does not fully satisfy the needs of the information market. There is a big number of journalists who did not receive basic journalist education but can not spend much time for retraining.

Therefore, specialized training programs in journalism, organized by various NGOs, are becoming increasingly popular in Ukraine.

One common particular thing about these programs is that they are mostly organized due to the funds received from foreign foundations (donors), and are often involving foreign experts, or Ukrainian experts who had received Western education and are working within the Western education discourse, as trainers.

An overview of organizations specializing on trainings could be started with the Academy of the Ukrainian Press (AUP). The Academy was founded by Ukrainian and German journalists in 2000 in order to enhance skills of Ukrainian journalists and press officers, regardless of their political views. A "Social Journalism School", founded in 2008, has been Academy's basic project in the field of informal and lifelong journalism education. As of today, the School has held 9 training modules, focused on topics, which, according to AUP's experts, are underrepresented in the Ukrainian society. These modules concern: patients' rights, media coverage of epidemics, climate change, etc.

Ukrainian journalism studies are also characterized with lack of high-quality manuals. Some universities are still using the manuals from the Soviet epoch; some others are using readers published in Russia (Ukrainian students understand Russian); others – manuals published by their own professors (often these professors, especially in the regions, with some exceptions, show low level of skills). In this respect, translation, publishing and academic distribution of the world's best manuals for journalists plays an important role. Since 2006, AUP has been implementing a complex publishing program "Mass communication library", in which it published Ukrainian translations of manuals written by German authors: "News Journalism" by Siegfried Weischenberg, "Introduction to practical journalism" by Walther von La Roche, manuals by Michael Haller "Interview", "Search and collection of information", "Media encyclopaedia: social and political journalism, mass communication". In 2010 AUP has published a classic work by German philosopher and sociologist Niklas Luhmann, "Reality of the mass media". This is the first Ukrainian translation of this world-known German scientist into Ukrainian. In this respect the NGO did an important contribution to tackle the lack of state-of-the-art professional journalism manuals in Ukrainian universities.

Another media NGO, „Internews-Ukraine“ is actively working in the field of re-training of the TV professionals. This organization holds seminars to enhance qualifications of TV and radio journalists. In 2010 Internews-Ukraine has implemented 2 large-scale initiatives: an education and training segment of diverse program a large-scale information campaign to prevent violence to women and children, and a focused on the opportunities proposed by new media in the field of journalism. Besides, Internews-Ukraine is active in training on journalism standards, PR, journalism ethics and international journalism, with a special focus on EU-related information and news.

Similar activities are performed by the Association of Publishers of the Periodic Press and the Institute for Development of the Regional Press. Besides, there are about ten other NGOs which are systematically working on training in the field of journalism.

It is important to say that, as a rule, trainers and media consultants holding trainings, are having higher professional experience than teachers at journalism-focused university departments and institutes. This is related to the fact that trainers at NGOs are engaged into international media development trends, and are capable of reacting quickly to new challenges related to the constant transformation of journalist activities provoked by technological changes. This explains the fact that there is a big number of university professors attending trainings organized by the NGOs. Therefore, training activity facilitates improvement not only of practical journalism but also of university-based journalism education.

Education provided by the NGO trainings would be impossible without donor assistance by foreign embassies and foundations. This assistance helped create training programs for journalists in Ukraine “from the scratch”. At the same time this assistance, however, makes it hard or impossible to establish a system of paid retraining programs for journalists.

A media-embedded education, in which training is held by and within the media themselves, is also developing quickly in Ukraine. For example, TV channel Inter created its own school to train journalists.

In general, journalism training in Ukraine is developing successfully. Many graduates are working in the journalism field not only in Ukraine, but also abroad; most journalists of the leading Ukrainian media of the last years graduated from the departments of the journalism institutions. This is a sign of the quality of training.

*Data of the author’s expert evaluation ; official data are not disclosed

6. ACTIVITIES OF CIVIL SOCIETY MEDIA ORGANIZATIONS

Oksana Voloshenuk, media expert at AUP

Tatiana Kotyuzhynska, Head Ukrainian Media Lawyers Association

In February, 2010, Victor Yanukovich, the leader of the Party of the Regions, was elected as Ukraine's President, after his second bid for the country's highest post. The Party of the Regions won the parliamentary elections of 2007 with 34,37% of votes, making up the biggest faction in the Verkhovna Rada (the Ukraine's parliament) today.

Serhiy Rakhmanin, one of the leading Ukrainian political journalists, editor of the political section of the weekly *Dzerkalo tyzhnia* ("Weekly mirror"), gave the following assessment to political developments in Ukraine last year: "It was expected by everyone that right after the victory at the presidential election Victor Yanukovich will try to develop a clear power vertical that he dreamt of. However, nobody could have previewed that it would be so fast... For the first time in the newest history of Ukraine's statehood the national leader enjoys unconditional support of the formalized parliamentary majority, of the Prime Minister, of the Head of the Parliament, of the government, of all the regional governments, of General Prosecutor and majority of the judiciary" (1).

The quick establishment of an orderly power vertical had an impact on the Ukrainian media sector. Critical mass of Ukrainian media resources is owned by non-opposition oligarchs, who initially considered their media assets not as business structures, but as side projects of their main businesses – projects aiming exclusively at political influence and not considered as economically independent.

Therefore, after Yanukovich came to power and his political team started repressions against political opponents, majority of the media showed their latent of clear support for this reprisal of the opposition. They placed their print editions or TV programmes at the disposal of the authorities and their vaguely defined concepts of reforming the country.

Political way of governing the media content also characterized the work of the judiciary and the licensing process. Similarly, corruption and political objectives pre-determined judicial decision-making and licensing.

Experts of most Ukrainian civil society organizations never supported the Party of the Regions, therefore they were especially sensitive to the discourse change in the Ukrainian media, to the enhanced risk of centralized administration of the media sector, which they already witnessed in early 2000s, during the epoch of the so-called "temniks" (messages pre-defined by the government and passed to the media).

"Politically-lobbied media placement of messages constitutes currently the main violation of the freedom of expression" – this is a summary of unequivocal conclusions of media monitoring performed by a number of media NGOs (2). Citizens' rights and the situation with the freedom of expression were mentioned as key democratic achievements lost after the new administration came to power. Ukrainian civil society sector traditionally addressed the international, mostly European, institutions, which had supported fight against political censorship during Kuchma's presidency. These institutions faced the need to overcome their "Ukraine fatigue", and a number of European politicians and international organizations expressed their concern with the regress in democratic liberties happening in Ukraine.

One should especially evoke a resolution of the European Parliament adopted on November 25th, 2010, which «calls on the authorities to take all necessary measures to protect these essential aspects of a democratic society and to refrain from any attempt to control, directly or indirectly, the content of reporting in the national media; stresses the urgent need for a reform of the laws governing the media sector....».

The MEPs expressed their concern that two independent TV channels *TVi* and *5 Kanal* were deprived of some of their broadcasting frequencies. The resolution also calls to investigate the role of Ukraine's Security Service in the intrusion into the democratic developments. (3)

The resolution has fully integrated key messages addressed by the Ukrainian civil society and journalists to the international community. This is one of the biggest victories of the media civil society sector, which wanted and succeeded to be heard. First of all, a movement "Stop Censorship" showed itself as an efficient platform integrating protest efforts both by professional journalists and civil society organizations.

The movement "Stop censorship" was created in May 2010 as a reaction to governmental efforts of bringing censorship back to leading Ukrainian channels *1+1* and *STB*. "We were prohibited from covering some topics and events in our reports", said journalists in their statement. "Our reports containing critical remarks of the current administration were removed from the ether due to political reasons. Final decision to broadcast a report is now taken not by the editor of the news, not even by the editor-in-chief of the TSN [the 1+1 News Service] but by the Director General of the Channel 1+1". The channel *1+1* reacted to the statement by restructuring its news service and by further tabloidizing the content of news, even though in the past the TSN used to be one of the most professional social and political news programs in Ukraine.

"Stop censorship" was supported by media NGOs: Institute of Mass Information, Association of Media Lawyers, Media trade-unions. A media-focused web-site "Telekrytyka" (a product of the NGO "Telekrytyka") launched a debate. In its headline article "They are afraid of us when we are together" (4) Telekrytyka's editor-in-chief Natalya Ligachova proposed a number of key principal vectors of the anti-censorship campaign. The journalists, she said, must identify the addressees of their messages and openly point at concrete personalities who facilitate censorship; they must openly communicate with their opponents and should not to be seduced to reach understanding latently, as it was often required by media owners and managers; they should apply experience accumulated by the Ukrainian media community during its fight against censorship in early 2000s; they should clearly identify their tasks and preview possible future scenarios; they should create a permanent organization, aimed at protection of journalists' rights and liberties.

After these publications and media reactions, Ukraine saw new integrating trends in the journalist community, launched with the aim to influence the situation. The movement has reacted to majority of the conflict situations, related to the work of the media owned by opposition politicians or entrepreneurs, and to activities of the journalists. It reacted to the situation with TV channels *TVi* and *5 Kanal* who won the tender on broadcasting frequencies but were deprived of these frequencies by the court, upon a complaint of the TV group "Inter", the biggest TV channel that is close to the new administration. The participants of the movement met Valeriy Khoroshkovskiy, the head of the SBU (Ukraine's Security Service) and the owner of the TV channel "Inter", one of the most powerful media assets in Ukraine. Khoroshkovskiy decisively denied external pressure over owners and top managers of the TV channels, as well as the existence of a single centre co-ordinating information policy of the media.

It is important to note that participants of the movement have been often going beyond traditional forms of civic activity. They used flash mobs, collective letters to SBU, semi-theatrical actions with parody gifts to officials.

The participants of the movement have also noticed increase of the number of harassments faced by the journalists, police visits and threats, which, as the authors of the statement say, is a sign of the general atmosphere of intimidation existing in the country. The members of the "Stop censorship!" movement called the authorities to give their assessment to voluntary actions of law enforcement services directed against media representatives, to prevent barriers imposed to their professional activities, and to facilitate efficient investigation into crimes against journalists. (5)

The protests led to establishment, in late 2010, of a pan-Ukrainian NGO "Media-front". The founders of the NGO present this organization as a representative trade-union, aimed at representing majority of the sector. "We want to create an institution that would correspond to the new legislative requirements, in order that employers, owners and media management reckon with it", says Natalya Sokolenko, a journalist of the TV channel STB, an activist of the movement "Stop censorship!". (6)

Access to information and conditions of journalist activities

It is widely known that laws on access to information exist in 70 countries worldwide. Among the post-Soviet states, only Ukraine and Belarus still lack this legal act. Adoption of the law on access to public information is one of the Council of Europe's requirements for Ukraine. Respected international organizations have repeatedly drawn attention to Ukraine's parliament that adoption of the draft law is the main pre-condition for protection of individual liberties and the democratic development. The process of adopting this document in Ukraine has already taken almost 2 years.

Throughout 2010, Ukrainian civil society organizations and journalists not only informed society about the importance of adopting the new efficient law, which would create new conditions of access to socially and politically important information, but also directly addressed Ukraine's President, the Head of the Parliament and Ukrainian MPs with a call to ensure adoption of this legal act. Representatives of 150 civil society organizations have supported the statement of the movement "Stop Censorship!" that required, inter alia, progress with the law on access to information. Civil society activists and journalists have addressed all parliamentary factions with a call to overcome their internal controversies and to adopt this important document. Lawyers of the civil society organizations were involved into the expert work on the draft.

On January, 13th, 2011, the parliament has supported the new version of the law "On information" and a new Ukrainian law "On access to the public information" (the draft law has received high positive assessments from experts of the "Article 19" and the Council of Europe). These laws are not yet signed by Ukraine's President, but, according to different evaluations, they will be signed and will take effect as of May, 2011.

The Law "On access to public information" gives huge opportunities for citizens and journalists. One of its biggest achievements consists in extending the list of persons obliged to provide information. Apart from public authorities and local self-governance bodies, this list includes other public administration bodies (General Prosecutor, courts, Central Election Commission, etc). The law also imposes an obligation to disclose information on any economic operator who possesses:

- 1) information about the environment;
- 2) information about the quality of foodstuffs and consumer goods;
- 3) information on emergencies, catastrophes, dangerous natural phenomena and other extraordinary events that happen, or may happen, and pose a threat to the health and security of citizens;
- 4) other information of public interest.

Also, the law modifies, in a substantial way, deadlines of providing information, which constitutes one of the generally accepted indicators of measures taken by the authorities. The deadlines are limited to 5 days instead of the earlier rule of 30 days, a move that was both necessary and possible for Ukraine. Experts of the Council of Europe that have made an international expertise on the draft project also noted that the new deadlines correspond to European practice. The law empowers both physical and legal persons, as well as association of citizens without legal personality, to receive public information quickly. The law also contains rules about information with limited access which guarantees non-disclosure of the "secret" information in the cases that are really justified.

Amendment of the article 13 of Ukraine's Law "On the intellectual property rights and related rights" has become a good bonus for the journalists. The article regulates issues related to agreeing the text of the interview with the interviewee. In practice this provision has raised many controversies when an official, responding to questions of the journalists concerning his or her activity, insisted afterwards on agreeing the final text, erasing the most interesting words and comments during the check-up. With the new amendment it became clear that these provisions are not related to situations covered by the Law "On access to the public information".

"Access to information is not only a tool for journalists, as it might first appear. This is an instrument for the whole society. People have a right – and must – know what taxes they pay, how the state is spending these funds, what belongs to their community (community ownership, land, etc), and how self-governance bodies are dealing with it. This information is needed, in order to empower the community to solve the problems that the government is unable to solve. Only in this case real improvements and positive changes are possible – improvements and changes brought about by active citizens and transparent authorities", says Victoria Syumar, Director of "Institute of Mass Information", an NGO. The organization she heads was one of the most active participants in the process of adopting the law. (7)

Among other influential civil society associations one should also mention the Commission for Journalist Ethics, a pan-Ukrainian NGO involving about 2000 persons who signed the Ethical code of conduct of Ukrainian journalists. The Commission is a member of the Alliance of Independent Press Councils of Europe. The Commission's board (15 people), mostly journalists, studies petitions about the work of the journalists. A number of decisions, warnings and public disfavour statements were adopted in 2010. In particular, the Commission strongly disapproved distribution, during the local elections, of hundreds of journalist ID cards to people having no relation to media. This fact was a sign of speculation on the status of the journalist, the Commission says.

It is also important to mention a new initiative of the Academy of the Ukrainian Press, which, jointly with the Ministry for Education, launched preparatory work on the Concept of modern media education. This will be a pilot education program to train media teachers and media psychologists on the basis of Ukrainian universities. Besides, the NGO "Telekrytyka" and the Institute for Mass Information launched "Mediahramotnist", a web-site on media literacy (<http://mediaosvita.com.ua>), aimed to help consumers of the media content to understand the nature of the media better, and to learn critical attitudes towards the media content, identify high-quality and true information, as well as manipulative ways to influence public opinion.

Another NGO, "Internews-Ukraine", has also launched a number of media literacy projects. Using information campaigns and PSAs Internews-Ukraine encourages citizens to critically assess information proposed by the media, to look for balance of opinions and be critical to media content. Besides, Internews-Ukraine is actively working in development of the new media and citizen journalism. The relevant trainings enable journalists to actively use opportunities provided by Web 2.0, and experts or civil society activists to produce and disseminate high-quality content.

It is therefore journalist associations themselves that are trying to disseminate media literacy skills as a preventive measure to protect the society from dishonest information, produced by dishonest media.

1. Rakhmanin S. «Ukraine -2010 – new government, old threats»/«Ukrainain metamorphoses. Politics, economy and society» - K: K.I.C, 2010
2. <http://www.kyivpost.ua/politics/news/eksperti-cenzura-zakripilasya-v-ukrayinskih-zmi.html>
3. Eurobulletin, №12, 2010
4. <http://www.pravda.com.ua/columns/2010/05/11/5030105/>
5. Based upon: Zakusylo M. "Reincarnation of journalist revolution" <http://www.telekritika.ua/2010-07-29/54690>
6. <http://www.telekritika.ua/news/2011-01-20/59405>
7. <http://stopcensorship.wordpress.com/>

Web-sites of the key journalist initiatives and leading NGOs in the media sector:

<http://stopcensorship.wordpress.com> - web-site of the «Stop censorship!» movement

<http://www.aup.com.ua> – Academy of the Ukrainian Press

<http://www.uapp.org> – Ukrainian Association_of_Press Publishers

<http://www.medialaw.kiev.ua> – Media Law Institute

<http://imi.org.ua> - The Institute of Mass Information

<http://irrp.org.ua> - Regional Press Development Institute

<http://www.telekritika.ua> - project «Telekrytyka»

<http://www.internews.ua> - International NGO «Internews-Ukraine»

<http://www.cje.org.ua> - Commission on Journalists ethics

<http://mediaosvita.com.ua> – project «Media education»



The Academy of Ukrainian Press is a non-profit, non-governmental and independent organization based in Kyiv with branch offices throughout Ukraine. Founded in 2001, the Academy is supported by European and American institutions.

The aim of the Academy of Ukrainian Press is to offer training opportunities and further education to Ukrainian journalists and press secretaries.

The Academy of Ukrainian Press is dedicated to the principles of impartial journalistic practise, freedom of the press, and development of democracy in Ukraine. Its program seeks to achieve Western standards of media quality as well as to promote independent media in Ukraine.

The Academy of Ukrainian Press offers training and further education for journalists as well as for press secretaries, regardless of their political views. In addition, media representatives, media managers, and members of Government and Parliament, who are involved in media issues, are among our target groups.

The program of the Academy of Ukrainian Press covers a wide range of journalistic activities of all media, i.e. print, TV, radio, online, focusing on subjects like "basic journalistic skills", "media and law" as well as "media and economy".

Since 2002 the project conducted content analysis of Ukrainian media, mainly television news broadcasts by the leading Ukrainian television channels and materials of periodicals. The research method is content analysis of media materials for one entire week of each month. The project is carried out by research teams of the Academy of Ukrainian Press and the Institute of Sociology of the Academy of Sciences of Ukraine.

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INTERNEWS-UKRAINE

Internews-Ukraine, a Ukrainian NGO, has been an active player of Ukrainian media market for 12 years. Since its establishment in 1996, the organization has been empowering independent and pluralistic media in Ukraine; improving journalism standards and local media legislation; assisting development of a full-fledged democracy and civil society in the country. The mission of the organization consists in *promoting European values in Ukraine through development of successful media*.

Internews-Ukraine proposes a wide range of one-, two- and multi-day trainings and workshops for journalists, technical staff and top management of media editions. The topics of the trainings include journalism standards, PR, journalism ethics, media law, international journalism. Internews-Ukraine adjusts training programs to needs of target audiences, customizes the format and selects experienced trainers. It also provides full-scale logistic and catering services.

Internews-Ukraine also tries to bring the EU closer to Ukrainian citizens through media activities. The organization has successfully implemented a series of EU-related projects, mostly supported by the EU Delegation and EU member states embassies, and runs some projects to inform people of Ukraine about the EU, its institutions, member countries, cooperation between the Union and Ukraine. It also tries to raise citizen's awareness about European integration of Ukraine.

Internews-Ukraine promotes new media in Ukraine and encourages journalists to use them actively. Since today's users require information in diverse formats (text, audio, video, photos) and be available in close to real-time regime, the media tend to convergence formats and multimedia technologies.

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FOR NOTICES

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