

Greece - Media Landscape

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Overview

The Greek media landscape has always been permeated by politics. It is not a coincidence that the growth of the modern Greek press in the mid-19th century paralleled the establishment of political parties in the country. In the 20th century and

more particularly after the fall of the dictatorship in 1974, the Greek press was modernised. Since then, the introduction of new printing technologies in the 1980s, the entrance of private investors into the media sector, coupled with strong competition from television, have changed the media sector at large. A drift away from building strong ties of mutual interest with the political parties towards addressing the major political orientations of the modern Greek electorate.

As far as its structure is concerned, the Greek media is primarily characterized by excess in supply over demand. In effect, there has been an oversupply of newspapers, TV channels, magazines and radio stations which have to compete for the audience and advertising market share of a small country. Although the developments in the Greek media sector may not entirely respond to the needs of its advertising industry, it has been surprisingly adaptable to swings in the economic business cycle (Papathanassopoulos 2001). The recent fiscal crisis, however, coupled with the crisis of the economy, brought major losses in advertising revenues for the media industry (Korderas 2012). On top of that, Greek woes have deepened by the current austerity package put forth by the so-called Troika, that is, the European Commission (EC), the International Monetary Fund (IMF), and the European Central Bank (ECB), which aims at restoring the Greek economy.

While the advertising market has faced a collapse since 2009, orders for public works or other public sector government activities have also gradually worsened the situation of the press. This was due to the inability of the state either to payoff or reimburse the contractors for the public works it had asked for. This had a negative knock-on effect on the media and newspapers in particular, since entrepreneurs in public construction projects who were also active in the media field could no longer cross-subsidize their media outlets from revenues made out of public orders.

Media ownership used to be concentrated in the hands of few media magnates. Nowadays, the main media groups of the country are:

- Alafouzos Group: *Kathimerini* (daily newspaper), and *Kathimerini tis Kyriakis* (Sunday), *Kathimerini*, English edition, SKAI TV, SKAI FM 100.3 Erotikos FM, Melodia FM.
- Dimosiografikos Organismos Lambraki (ex Lambrakis Group; ex Psycharis Group, now under the ownership of Evangelos Marinakis): *To Vima tis Kyriakis* (Sunday Newspaper), *Ta Nea* (daily newspaper), in.gr, Vima FM, DOL Digital.
- Proto Thema (Anastasiadis-Karamitsos): *Proto Thema* (Sunday Newspaper), ?eo Xrima Publications ???????? / NEWMONEY.GR, OLIVE MEDIA SA, Karamitsos and associates Ltd/OLIVEMAGAZINE.GR.
- Pegasus (ex. Bobolas Group), now under the ownership of Ivan Savvidis publishing *Ethnos* (daily), *Ethnos Kyriakis* (Sunday paper), and not publishing *Imerisia* (daily financial newspaper). Management is transferred in the hands of 24Media (until now a digital publishing group). There was no bid for P.M.P. Pegasus Magazines Publications & Pegasus Interactive.
- REAL GROUP (Chatzinikolaou- Kouris) *Real News* (Sunday newspaper), Real FM, Enicos.gr.
- Vardinoyannis Group: Star TV Channel, Thema FM, Diesi FM.
- Kyriakou Group: Antenna TV, Macedonia TV, Antenna radios, Antenna Balkans, Heaven Music, Vice.com/gr (Greek edition).
- Kontominas Group: Alpha TV, Alpha Radio.
- Philippakis Group: *Dimokratia*, *Estia*, *Espresso* (daily papers), *Dimokratia tis Kyriakis* (Sunday) and *Orthodoxi Alitheia* (religion monthly newspaper).

Media

Print

Today, all media outlets are facing their most difficult times ever, but it is the print media (newspapers and magazines) which are suffering the most. Although press decline in terms of sales, readership and advertising revenue is a worldwide phenomenon, the Greek press has entered a state of permanent crisis since the mid 1990s. Since then, fewer and fewer Greeks read a newspaper on a daily basis (Papathanassopoulos 2016). Total sales of the national newspaper sector have dropped about 15 percent while the biggest losses are observed in daily editions. Even worse, today, it seems that the political will to help newspapers out of a crisis has ceased. Indeed, the current left government seems, due to the circumstances, reluctant to help the press by means of press aid or subsidies. Some have already closed, like the well-known *Eleftherotypia*, a daily newspaper once published in Athens. It was one of the most widely circulated newspapers in the country. In June 2017, the historic but financially distressed – Dimosiografikos Organismos Lambraki (DOL) came under the control of shipowner Mr. Evangelos Marinakis after a public auction, and won the tender by offering 22.89 million euros to the lenders (banks). Even worse, today, it seems that the political will to help newspapers out of a crisis has ceased. Indeed, the current left government seems, due to the circumstances, reluctant to help the press by means of press aid or subsidies. Mr. Ivan Savidis after a public auction bought-up bankrupted Pegasus Group (newspapers *Ethnos*, the Sunday edition *Ethnos tis Kyriakis* for 3 million euros and *Imerisia* for 580.000 euros). *Imerisia* is not published until today, but it is distributed as a section within *Ethnos* daily edition. *Ethnos* daily and *Ethnos tis Kyriakis* (Sunday) editions are published but under the management of 24Media. Liberal (*Fileleftheros*) newspaper was published as a daily and Sunday edition by journalist Mr. Thanasis Mavridis.

Although the level of population literacy is high (1.5 out of ten have a university degree), newspaper readership is very low (53 in 1,000 in 2010 (WAN 2010). Nowadays, there are around 280 local, regional and national daily newspapers in Greece. In 2016, the country had 15 national daily newspapers (among them *TA NEA*, *Kathimerini*, *Efirmerda Syntakton*, *Dimokratia*, *Espresso*, *Ethnos*, *Eleftheros Typos*, *Avgi*, *Rizospastis*), 11 national daily sports newspapers (among them *Sportday*, *Goal News*, *Fos ton Sport*), four national business newspapers (among them *Imerisia*, *Naftemporiki*), 16 national Sunday papers (among them *Proto Thema*, *To Vima*, *Real News*, *Katimerini tis Kyriakis*, *Ethnos tis Kyriakis*, *Eleftheros Typos tis Kyriakis*, *Dimokratia tis Kyriakis*, *Documento*, *Avgi tis Kyriakis*), and 10 national weekly papers (among them *Parapolitika*, *Sto Karfi*), most of which are located in Athens.

Moreover, in a country with 40 percent of the population residing in the wider Athens region, it is not surprising that the Athenian press dominates the national market. Therefore, more than half of the daily newspaper circulation is observed in Athens and the Athenian press has become national in scope and in sales too (since half of its sales are made in the rest of Greece). Only some regions still prefer their local newspapers, but mainly as a secondary choice. Another characteristic is that there is a strong Sunday press, again mainly originating from Athens, since almost all dailies have their Sunday edition. Most of the Sunday papers offer a supplement or they have increased their number of pages in order to cater for the interest of a wider readership, especially younger readers.

But, as mentioned above, Greece has one of the lowest newspaper readerships in the developed world. Critically, the entrance of new private TV channels and radio stations in the early 1990s, and the advent of free dailies and the Internet in the beginning of the new century, has led newsprint demand to further decrease every year (Papathanassopoulos 2010).

On the other hand, the Greek press has tried to cope with these new conditions, by re-designing their titles and/or publishing

new ones. To increase sales most of the Athenian newspapers have adopted a policy of offering add-on services, such as books and coupons for trips, flats and other consumer goods. Although these marketing and sales efforts were effective and somewhat stopped the decline in sales especially of the daily press, they have forced publishers to rethink their original offers, since selling editorial content without associated offers and products has become difficult (Papathanassopoulos 2001).

The Greek newspaper sector has more peculiarities (Papathanassopoulos 2010). First, while the average circulation of newspapers in Greece is falling, the same cannot be said for the number of daily titles. Although a number of established newspapers have failed and ceased publication over the past ten years, new titles, and old ones under new ownership, have sprung up during the same time. Most recently, four new daily titles (*Kontra News*, *Efimerida ton Syntakton*, *Epikairobita*), and two new Sunday papers (*Documento*, *To Xoni*) were brought to life in Athens. Sales, however, have remained significantly low. In November 2000, the first free daily newspaper *Metrorama* (renamed to *Metro*) started circulating in Athens, followed by *City Press* in 2003. In 2016 none of them is circulating, mainly due to the collapse of advertising expenditure as a side effect of the fiscal crisis. However, there are other free newspapers on a weekly basis (among them the most important *Lifo*, *Athens Voice* and *Free Sunday*).

With reference to national newspapers' circulation, Sunday newspapers take the lead with 59.65 percent of annual sales. Evening and weekly newspapers share the second place (12.43 percent), followed by sports newspapers, (6.67 percent) daily (15.14 percent) and financial (0.35 percent) newspapers (ADNA, 2016). Among the daily newspapers, the market leaders are *Kathimerini* and *Ta NEA*, and *Proto Thema* and *To Vima* for the Sunday market.

The financial crisis has also heavily affected the magazine sector. Today there are less than 120 magazines in Greece. Life-style, glossy publications have been affected the most.

Radio

Radio remains an important source of information and entertainment for the Greek people, who listen to the radio approximately 3.5 hours a day (Focus- Bari/????? 2013). In effect, there are over 918 radio stations in Greece. The overwhelming majority operates on the FM band, while most of them are of private ownership and transmit on a local or regional basis (broadcasting in one of the 52 administrative regions). This is because only state radio has permission for national broadcasting. The most important private radio stations are located in Athens (56 in Attica prefecture) and in Thessaloniki. As in the case of television, most private stations are not officially licensed but are considered eligible to be awarded a license. Due to the fiscal crisis and the subsequent collapse of the advertising expenditure (61.2 percent in the period 2007-2012 only) has upset the potential of the radio. The big question is if this situation can change, and if yes, under what circumstances.

Two new radio stations broadcasted in 2017 in Athens and one was closed-down. One was *Thema Radio*, which belongs to weekly newspaper *Protothema* and the other *247radio*, which belongs to 24 MEDIA group. On the other hand, *Vima FM* which belongs to DOL (Marinakis group) ceased operation at the end of the 2017. The present Syriza- Independent Greeks coalition government on December 2017 set a new bill for public consultation concerning the procedures for licensing radio stations.

On the private radio sector, in November 2016 the news stations *Real FM* and *SKAI 100.3 FM*, and music stations *Melodia FM*, *Rythmos FM*, *Athens Dee Jay*, *Red and Easy 102.2* were among the most listened-to stations in Athens. In recent years, there is an increase in sport radio stations' audiences (*Sport FM*, *Sport 24*) and there is also an increase of web radio stations due to the development of the Internet in Greece. It is noted that most FM radio stations have their web version too.

As far as the public radio sector is concerned, the revived public broadcaster Hellenic Broadcasting Corporation S.A. (ERT

S.A.) started transmissions in June 2015. It should be mentioned here that ERT was shut down by the previous Conservative-led coalition government (see below) in June 2013 and replaced by a smaller organization NERIT. In this context there are seven stations in operation now: First, Second, Third, Radio Programmes, ERA Sports and Kosmos. There is also the Voice of Greece, aimed at an international audience, particularly the Greek diaspora. ERT also operates 21 local or regional stations across Greece.

The first non-pirate private radio station was Athena 9.84 FM, which went on air in 1987 broadcast by the Municipality of Athens. On the other hand, one must also note that gradually with a few exemptions, municipal radio has given its place to private stations.

Television

It could be said that the Greek media landscape is dominated by television in general and private television in particular. From their very beginning, private TV channels dominated the Hellenic television universe, which in 2016 consisted of 120 terrestrial TV channels, most of them broadcast on a regional and local level, while 8 channels are broadcast on a national level. On the other hand, the history of Greek broadcasting has been often identified with the Hellenic Radio and Television (ERT). Nevertheless, the emergence of private TV stations has been disastrous for the public broadcaster. ERT has sharply declined in terms of audience ratings and advertising revenues. In effect, ERT's three channels witnessed a steady erosion of market share since private television channels were launched in late 1989. In 2016, approximately 96 per cent of ERT's funds derive from the license fee and the rest from advertising (*Naftemporiki*, 2016).

On Tuesday 11 June 2013, on an unprecedented decision, the then Conservative-led government decided to close down the public broadcaster overnight. The radio stations of the Greek public broadcaster went silent and its TV screen signal went 'black'. The government also announced that it aimed to restructure the public corporation and bring it "on the right track." However, the closing down of the ERT by the government provoked an angry reaction among oppositional parties and trade unions. The opposition, led by the SYRIZA party, claimed that the government had fired ERT's 2,500 employees in order to prove to Greece's international lenders that it was serious about cutting the country's bloated public sector.

A few months later, ERT was replaced by a new public broadcaster, NERIT (New Hellenic Radio Internet and Television). As the ERT's closing was a permanent bone of contention, those assigned with the management of NERIT could not do much. The government declared that (in theory at least) the broadcaster would be independent in line with Western counterparts. However, the government, in practice, regarded it as its own political mouthpiece.

On 11 July 2015, the Syriza-led coalition government re-opened ERT as promised in its election campaign priorities. The government re-employed almost all the redundant staff. In 2016, ERT employs 2,316 staff (of which 565 journalists, according to the ERT's Trade Union - Pospert).

After a year of ERT's new full operation, the public broadcaster's audience ratings remain low (approximately 11 percent of the television market share for the three channels). Several months after returning to the airwaves, ERT issued an open call for new programming. Needless to say, all key radio and television appointees were once again politically sympathetic of or affiliated to the Syriza-led coalition government.

Nevertheless, the main mission of the government was to 'bring order and legitimization' for the first time since the entry of the private interests in the Greek airwaves. The new legislation of 2015 and 2016 foresaw how licenses would be issued, how long they would be valid for, and under what circumstances they could be revoked, among other conditions. New licenses would be valid for ten years. The cost of procuring a license and the maximum number of employees that could be hired by each channel were also established. Broadcasters of national reach and general content should have a personnel of at least

of 400 employees, and national thematic content channels must have at least 200 employees. National television channels of non-informative content can employ up to 50 and regional ones up to 20 people.

The opposition parties attacked the government over the bill, arguing that it gave too much power to the minister responsible for media in deciding on the license bids (currently Nikos Pappas, a close aide to Prime Minister Alexis Tsipras). With most of Greece's private media already in considerable debt and with advertising revenues shrinking, the television industry was afraid that investors would steer clear of the sector.

But the government and the major opposition parties could not agree on the board members of the country's regulatory body, the Greek National Council for Radio and Television (NCRTV). The NCRTV is an independent supervisory and regulatory authority of the radio and television market whose function and duties are foreseen in the Constitution. The Syriza–Independent Greeks coalition was hoping to appoint a new NCRTV board, as the body is due to oversee the launch of a tender process for new broadcasting licenses. However, New Democracy and other opposition parties rejected the candidates put forward by the coalition government.

In order to make its decision more 'scientific,' the government ordered a study on the number of licenses from the European University Institute of Florence. The study concluded that Greece could issue up to four television licences for private television channels broadcasting nationwide. More particularly, the study pointed out that—since each multiplex can carry at most two HD channels—the total number of private channels broadcasting nationally in Greece could be up to four. Eventually, the coalition government's controversial television licensing amendment was approved in Parliament on 11 June 2016.

During the debate that preceded the vote, the government and the opposition parties accused each other, with PM Tsipras claiming that the legislative amendment aims to rid the media sector of corruption and vested interests, while the opposition parties countering that the government's aim was to control the media. The government proceeded with the auctioning of the 4 national licenses for TV. After the auction the 4 licences were awarded to Skai TV Antenna TV and two newcomers, the businessmen and owners of two very popular Greek soccer teams, Vangelis Marinakis (owner of Olympiacos F.C.) and Ivan Savidis (owner of PAOK F.C.) at the price of 246 million euro. The remaining TV stations should cease broadcasting with whatever this might imply for the media people.

Finally, the Hellenic Council of State High Court ruled on 26 October 2016 that the law through which the TV licensing tender and procedure took place was not in line with the constitutional provisions on licensing, on the basis that the allocation of TV licenses is the sole competence of the Greek National Council for Radio and Television. The Court concluded that there was no room to correct the law, and so it would be scrapped in its entirety as well as the auctions should be nulled. Finally, the government and the opposition reached an agreement on the new members of the NCRTV after the government agreed to the main opposition's proposed candidates for the posts of the council's chairman and deputy chairman. This development was considered as an important step to put an end to a lingering situation that poisoned the political system and the media. The new NCRTV members will have a major responsibility and duty to legislate mutually accepted democratic rules so that the political system and society cease to constantly dispute the state of the media.

Year 2016 was also when the financial problem of Mega channel became too apparent. Mega was the first private channel that entered the airwaves in November 1989, a venture of the most powerful newspaper publishers in Greece, and most importantly the market leader of the Hellenic television universe in the last 25 years. Since mid-2016, however, the channel has been under a situation of bankruptcy. The channel's bank loans are estimated at € 116 million. In December 2015, there was hope that the banks would agree to extend their return to 2021. But Mega's shareholders had to increase the company's capital. This never happened. When this report was written, discussions between Mega's shareholders, new investors and

the banks to find a solution and re-operate the station were still taking place. Mega's personnel (500 people) have actually remained unpaid for months. To some observers this is reminiscent of the case of Alter TV channel, whose owner was charged with tax evasion and imprisoned, and 700 staff suddenly lost their jobs. To some others, these are the consequences of the financial crisis which has heavily hit the media landscape too. But two recent developments confirm the Greek media paradox: In May, Greek-Russian businessman Mr Ivan Savvidis bought a 19.63 percent stake in Mega channel, for a reported 5 million euros. That was done since Mr. Savvidis, the owner of PAOK soccer club, acquired the stake that belonged to the Pegasus media group owned by Fotis Bobolas. Moreover, in June shipowner and owner of another popular Greek soccer team, Olympiacos, Mr. Evangelos Marinakis through the acquisition of DOL media group has become the second biggest shareholder in Mega Channel, as DOL controls 22.11 percent in the troubled TV station.

Near the end of 2017, the NCRTV auctioned 7 PanHellenic TV licenses and at the beginning of 2018 there were 6 candidates. There was no interest for one license. Thus, every licensee will pay 35 million euros (starting price) for 10 years. Mega channel's shareholders didn't participated at the auction and the station should shut next months. Mr. Marinakis is not in the TV business, while Mr. Savvidis participates in the auction for one license for "E" TV. Former owner of E TV, Mr. Vrionis is one of the candidates for a TV license. At the moment of writing, Mega channel's management announced that the YV station will choose operations, and within a few hours it was announced that it will continue (!).

Finally, in 2016, according to Nielsen, Greek viewers watched television for 252 minutes per day. In the period between September 2015 and August 2016, ERT's channels attracted 8.3 percent of the TV viewership, Antenna TV attracted 15.7 percent, Alpha TV 14.5 percent, followed by Star (10.5 percent), SKAI TV (9.8 percent) and Epsilon (6.9 percent) (Nielsen, 2016).

Digea - Digital Services Provider S.A- is the company formed by the privately-owned nationwide television stations Alpha, Alter, Antenna, Makedonia TV, Mega, Skai and Star. Its core services involve networking, multiplexing and broadcasting for nationwide as well as privately-owned regional television stations in Greece. On February 7, 2014, Digea was granted exclusive spectrum usage rights for all nationwide and regional broadcasts, meaning that it undertook the digital switchover project as a whole and it is responsible for digital terrestrial broadcasting of all Greece's free privately-owned television stations.

Pay TV, transmitted principally through satellite, has presented a notable development in the last years. This was due to the aggressive marketing approach by the telecommunication companies which also own the pay TV operators in Greece. Forthnet, telecoms owns Nova, and OTE owns OTE TV. Both offer attractive packages to the consumers through their triple-play deals. Initially, Netmed/*Multichoice Hellas* founded the *Novabouquet channels*, which transmit via satellite and feature specific content programmes (such as movies, sport, documentaries etc.). Nova platform was launched in December 1999. On April 14, 2008, the Greek telecommunications company Forthnet acquired Netmed/*Multichoice Hellas*. In 2010, Nova attracted 363,679 subscribers. By June 2015, Nova attracted 509,088 subscribers, and by June 2016 it had 460,000 (-9.6 percent). Since summer 2016, Forthnet operates under the Nova brand.

In 2009, Deutsche Telekom-owned Greek telecoms operator OTE launched an IPTV service called Conn-x-TV. It was initially available in Athens, Thessaloniki, Patra, Larisa & Iraklion, and gradually in most of Greece. In October 2011, *Conn-x TV* was re-branded as *OTE TV*. At the same time, OTE launched the long-anticipated satellite service known as *OTE TV via Satellite*. Both services operate under the *OTE TV* brand, and on November 14, 2016, the whole service was rebranded to Cosmote TV. In March 2012, OTE TV attracted 63,497 subscribers. By the end of November 2013, OTE TV reached 230,000 subscribers and in June 2015, it attracted 377,548 subscribers, while in August 2016 the platform attracted 462,000 subscribers (21.6 percent rise). In fact, OTE TV platform surpassed the number of Nova subscribers for the first time.

Both competitors offer their subscribers On Demand Services, HD channels, and on-the-go TV services. The decision of the government to impose a new tax on pay TV caused new problems. here is actually a double tax: 5 percent on every Internet connection and 10 percent on every pay TV subscription. Media analysts wonder whether this decision will impede growth in the nascent market or -even worse- will lead to market distortions in the provision of double- and triple-play services, since operators will charge higher fees for telephony and lower ones for Internet and pay TV in order to reduce their tax bill for the latter. Needless to say, the continuing financial crisis will further decrease the disposable income of Greek households, especially for pay TV services.

Cable television has never developed as an important distribution system, if there is any chance of development it is through IPTV and the development of the Internet. Vodafone TV transmits its bouquet via IPTV as well as Cosmote TV and Nova for the on-demand services.

Digital Media

By the end of 2016, all Athenian-based and national-circulation newspapers as well as TV channels had both a digital and a print version. Some of them offer their digital version in both electronic and pdf formats, while others also offer it in the form of app for mobile devices. Most of them offer their content for free, some (for example, *Ta NEA*) use pay-wall. The content of major Athenian newspapers is enriched with pieces specifically written for the web and embedded with videos and pictures (*Ta Nea, Kathimerini, To Vima*, etc.). As in other countries, articles for the web are structured in such a way to optimise their visibility and news consumption on search engines and social networks, since news consumption is moving to Internet-led media. However up to 2016, revenues arising from these digital offerings are generally not enough to cover losses accrued by the press side of the business. In 2016, less than 10 percent of the newspaper industry's total revenues could be attributed to digital products and services.

On the other hand, looking at the average digital 'circulation', one sees that the digital outlets of the traditional news media, such as newspapers, are not the most visited, at least are not on the top, as one would expect. In contrast to most Western countries, Greek users tend to prefer or even to trust pure digital news outlets more than those of the traditional mainstream media. In effect, there are 4 main digital-born groups which operate more than 4 different digital news brands (news sites). These are:

- DPG (owned by Mr. Dimitris Giannakopoulos, basic shareholder of one of the most important pharmaceutical companies in Greece-Vianex and owner of a famous Basketball team Panathinaikos) (*Newsbomb.gr, Cnn.gr, Gossip-tv.gr, Queen.gr, Ratpack.gr; Leoforos.gr; Astrology.gr*).
- 24 Media Group, mostly owned by Dimitris Maris (*News247.gr; Huffingtonpost.gr, Sport24; Contra.gr*).
- Liquidmedia, owned by Mr. Rudolf Odoni (*Gazzetta.gr, Insider.gr, Jenny.gr, Koolnews.gr, Meteorologos.gr, Toratora.gr*), *Koolnews.gr* (now *Reader.gr*); *Meteorologos.gr, Akispetretzikis.com, Spirosoulis.com, Luben.tv, Neopolis.gr, Zappit.gr*).
- Attica Media Group, owned by Mr. Theocharis Philippopoulos (*Capital.gr, Missbloom.gr, Playboy.gr, Madamefigaro.gr*).

Last year, it was created a crowdfunding news site created last year, *Insidestory.gr*, which has no advertisement and the annual fee is 60 euros. Most of the stories are on investigative reporting.

Government has certified until now 580 digital media companies with more than 1000 news sites. According to the law if a news site wants to carry advertisement from a public organization, it should be certified by the Ministry of Digital Policy and Communication. It is estimated that there are more than 10.000 websites and blogs in Greece.

One must also note that all national TV channels simulcast their programmes live on the web but they also offer apps for tablets and smart phones. Some of them, (Skai TV) started offering catch-up services long time ago, while others soon followed this example. Antenna TV has its own web TV productions which are distributed on the web exclusively (*Netwix*), while Skai TV has announced a 24-hour news web service but didn't developed last year. Nowadays, all channels provide social media interactions in their programmes, principally on Facebook, Twitter and Instagram.

Social Networks

Internet use in Greece has developed rapidly in recent years due to the attractive offers of the telecommunications companies. According to a recent study by the Hellenic National Centre for Social Research (2016), nearly 60 percent of the population aged 15 and over report themselves as Internet users. More than three quarters of non-users state that the main reasons for not using it are lack of technical knowledge and lack of interest. Almost all Internet users connect from home, while more than two thirds of the employed users connect to the Internet at work and two thirds of students use it at school. Half of the users report using the Internet at other locations as well, while only one third of them uses portable devices. Computers are the most widely used devices to connect to the Internet, while cell phones are used by two thirds of the users. Tablets and e-readers are less popular as they are used by less than half of the user population. The clear majority of Greek users (84.6 percent) consider the Internet as an important or very important source of information (68.7 percent turn to the Internet for news consumption every day).

As noted earlier, the advertising expenditure declined by about 65 percent over the 2007/2016 period. Some media analysts remain pessimistic on the prospects of the advertising market due to the ongoing crisis. Few are more optimistic. According to the Greek PR company, Gravity The Newtons, the Greek media advertising expenditure between January-August 2016 was €340 million (€284 million after taxes). Thus, the advertising spending in Greece has presented a growth of 12 percent compared to the same period in 2015. Television has remained the dominant advertising vehicle absorbing about 51 percent of the ad-spending followed by digital media (23 percent) (Tsoukalas 2016).

Internet advertising revenues have increased continuously from 2010 to 2013. Nevertheless, in the last two years it fell from about €150 million in 2014 to €143 million by the end of 2015 (IAB, 2016). This growth in online advertising is in line with international trends, and can be attributed to the emergence of "display and video" advertising models - the images or videos displayed on websites which have grown by 50 percent since 2013. (IAB, 2016)

Other types of online advertising such as the "search advertising" model, those that appear in search engines, and the "classified/directory" model, short texts derived from traditional press-classified advertisements, are becoming less prominent. Newsletter and email marketing models are still popular, holding a global share of 45 percent in 2015.

As in other countries, search engines, social media and websites are the main gateways Greeks use to access content. According to Alexa.com, Google.gr comes first in the search engines followed by in.gr. Moreover, one out of three Greek Internet users have an account on social media sites. According to the Public Issue report of October 2016, 32 percent of the Greek population over 18 years (i.e. 2.851,000 individuals) have an account on social media, which are trusted as much as 35 percent. Regarding the younger generation of 18-34 years old, 81 percent have an account on social media.

Facebook is the most used social network site in Greece, 30 percent of the Greek population (i.e., 2.673,000 individuals) of

Greek web users have a Facebook account. Twitter is the second most popular social network, and it accounts 713,000 users. Instagram is the third popular social network, with 465,000 users followed by LinkedIn's 365,000 users, Google+'s 267,000 users, Pinterest's 178,000 users, and Foursquare's 89,000 users (Public Issue, 2016).

Moreover, according to the Hellenic National Centre for Social Research, more than two thirds of Greeks rely on interpersonal sources for information, while less than half of the respondents consider traditional media sources (television, radio and newspapers) as important or very important for acquiring information. The Internet also seems to be the most important source of entertainment for most of the respondents, however, television and radio are also considered important or very important.

Opinion Makers

There is an increasing number of bloggers and influential news sites, but there are no research agencies or organisations which measure the traffic of the Greek Internet. One can find blogs for news, sports, fashion, food, celebrities, etc. The most known blog sites in Greece which could be recognised as well as "Internet influencers" are: *Kouti tis Pandoras*, *TV Xoris Synora*, *The Press Project*, *Aixmi*, *Anti News*, *Protagon*, *Liberal*, *Rizopoulos*, *Kourdisto*, *Portocali*, *Trelo Kouneli*, *Pitsirikos*, *Fimotro*. Most of them are focused on news and politics, while there are others focused on football fans such as *Gavros*, *Panathinaikos Kosmos* or *Leoforos*. Others are of special interest, such as *Kariera* (jobs), *Lexigram* (language), *Orthodoxia* (religion). There is no official data on the average number of visits per blog.

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- [Lifo](#)
- [Makedonia](#)
- [Parapolitika](#)
- [Real News](#)
- [Rizospastis](#)
- [Ta Nea](#)
- [To Proto Thema](#)
- [To Vima](#)
- [Typos Thessalonikis](#)

Radio (in Athens)

- [Alpha](#)

- [Antenna Radio Group](#)
- [Athina 9.84 FM](#)
- [Derti](#)
- [Dromos](#)
- [En Lefko](#)
- [Galaxy](#)
- [Hellenic Broadcasting Corporation S.A](#) (ERT ERA Radios)
- [Lampsi](#)
- [Love radio](#)
- [Medodia](#)
- [Nova Sport FM](#)
- [Parapolitika](#)
- [Real FM](#)
- [SKAI 100.3](#)
- [Sport 24 Radio](#)
- [Vima FM](#)

Television (National coverage)

- [Alpha TV](#)
- [Antenna](#)
- [Epsilon](#)
- [Hellenic Broadcasting Corporation S.A](#) (ERT TV)
- [Macedonia TV](#)
- [Mega Channel](#)
- [Skai TV](#)
- [Star Channel](#)
- [Vouli TV](#)

Digital TV platform

- [Digea](#)

Satellite Pay TV

- [Cosmote TV](#)
- [Nova](#)

Digital media

- [Capital.gr](#)
- [Cnn.gr](#)
- [Contra.gr](#)
- [Gazzetta.gr](#)
- [Huffingtonpost.gr](#)
- [In.gr](#)
- [Insider.gr](#)

- [Jenny.gr](#)
- [Koolnews.gr](#)
- [Lifo.gr](#)
- [Madamefigaro.gr](#)
- [Meteorologos.gr](#)
- [Missbloom.gr](#)
- [Naftemporiki.gr](#)
- [Newbomb.gr](#)
- [Newpost](#)
- [News247.gr](#)
- [Newsbeast.gr](#)
- [Newsit](#)
- [Playboy.gr](#)
- [Sport24.gr](#)
- [Toratora.gr](#)
- [Zougla](#)

Opinion Makers

- [Aixmi](#)
- [Anti News](#)
- [Fimotro](#)
- [Gavros](#)
- [Kariera](#)
- [Kourdisto](#)
- [Kouti tis Pandoras](#)
- [Leoforos](#)
- [Lexigram](#)
- [Liberal](#)
- [Orthodoxia](#)
- [Panathinaikos Kosmos](#)
- [Pitsirikos](#)
- [Portocali](#)
- [Protagon](#)
- [Rizopoulos](#)
- [The Press Project](#)
- [Trelo Kouneli](#)
- [TV Xoris Synora](#)

Organisations

Trade Unions

In Greece there are several journalists' unions with a long history of trade action. Several journalists' unions are organised around geographical regions:

- The Union of Journalists of Daily Newspapers of Athens
- The Union of Journalists of Daily Newspapers of Macedonia-Thrace
- The Union of Journalists of Daily Newspapers of Peloponnesus, Epirus and Islands
- The Union of Journalists of Daily Newspapers of Thessaly, Sterea, Evioia
- The Union of Journalists of Periodical Press.

Finally, the Pan Hellenic Confederation of Associations of ERT's Personnel represents the employees of the public broadcasting sector.

The Journalists' Union of the Athens Daily Newspapers is a [Greek](#) trade union for journalists employed in the daily newspapers and broadcast media in news outlets based in Athens. It was founded in 1914 in Athens as the Journalists' Union. It adopted its current name in 1947. It has a membership of more than 4,000 journalists and is a member of European and international journalists' federations. From the end of 2017 they decided that they are going to accept as members online journalists. This will start within 2018.

The Union of Journalists of Daily Newspapers of Macedonia-Thrace is one of the oldest unions of Thessaloniki and the oldest journalists' union of the country. Commencing from Thessaloniki, it was extended to the rest of Macedonia and Trace. Nowadays, it has 847 members of all media outlets based in Macedonia and Trace.

The Union of Journalists of Daily Newspapers of Peloponnesus originates from the Union of Journalists of Patras and was formed as such in 1939. There is also the technicians union of the public broadcaster, the Pospert.

Journalist Associations

There are several associations: The Pan-Hellenic Federation of Journalists' Unions (Poesy) is a Greek trade union federation of journalists' unions. It was founded on 12 October 1994 in Athens by 25 representatives from the following five journalists' unions: Journalists' Union of the Athens Daily Newspapers, Journalists' Union of Macedonia and Thrace Daily Newspapers, Journalists' Union of the Peloponnese, Epirus and the Islands, Journalists' Union of the Daily Newspapers of Thessaly, Central Greece and Evia and Periodical and Electronic Press Union.

The Hellenic Union of Editors of Periodical Press (HUEPP) is the union of 300 editorial/journalistic enterprises (newspapers and magazines), the periodical publication of which varies between 15 days and three months. The 300 professionals and recognized journalists that are members of the union cover a big variety of interests and their readers are more than 3 million. The HUEPP is the second-oldest press union of the country (it was founded in 1939) and recently celebrated its 75th anniversary.

The Foreign Press Association of Greece (FPA) was founded in 1916 and is the only officially recognized organization for foreign media representatives in the country. The main goal of this non-for-profit association is to promote the professional duties of its members. The Association includes approximately 300 journalists as members. These include 100 Active Members, who are foreign correspondents representing 150 foreign media from 40 countries. The rest are Associate Members, namely, employees of the Diplomatic Corps, Press Attaches, Communications and Public Relations consultants or other prominent people of Greek public life interested in keeping up with FPA's progress and events.

The Association of Athens Daily Newspaper Publishers (composed by 11 publishers, and part of the WAN and ENPA), the Association of Daily Provincial Newspaper Publishers, the Association of Regional TV Channels, the Union of Owners of Athenian Private Radio Stations. There is also the Association of Regional Press Publishers.

The Union of Regional Televisions in Greece, founded in 1995, represents the major regional and local private TV channels. The Union of Owners of Athenian Private Radio Stations represents most of the private radio stations of the greater Athens area. These two groups are among the most significant associations of the private broadcasting sector.

The Online Publishers Association was founded in 2012 and aims to represent the digital content publishers.

Other major industry organizations include: The National Private TV Channels Association, the Hellenic Association of Radio Owners, the Hellenic Radio Technicians Association, the Greek Association of Film Critics and the Association of Greek Film Producers – Directors.

The Association of Advertising Companies in Greece (EDEE), formed in 1968 and revamped in 2004, represents the advertisers, public relations companies as well as sponsoring and marketing companies of the country.

News Agencies

In 2006 the two leading Greek public agencies, Athens News Agency and Macedonian News Agency were merged, mainly for economic reasons, and formed the only Greek news agency, with the typical sense of the expression, as there are others so-called agencies that are nothing more than news sites that choose to be called agencies. Athens News Agency (ANA), which was founded in 1895 by private initiative and became public years later, whereas Macedonian News Agency (MPA), was founded in Thessaloniki by the state in 1991. Apart from the creation of a powerful agency with more resources, the most important reason for the merge, was, according to the government at the time, the cut of the expenses. The agency nowadays has approximately 250 employees, of which 180 are journalists.

During the Greek financial crisis, The Athens-Macedonian News Agency (AMNA) faced difficult times too, with the governments that were changing all the time, pursuing changes that were putting the existence of the agency at risk. For example including the agency in the public sector companies, endangered its cooperation with the leading world agencies like Reuters and photograph news agencies like EPA. After going through difficulties, the course of the agency seems to be more stable today. The new management has decided to open the agency to the society, providing much more news for free in the front page, as well as a series of special webpages for tourism, EU, business, health, sport, the Macedonia region, etc. Moreover, the AMNA publishes a free-press magazine and broadcasts a radio station in Thessaloniki. These developments and the government's financial support have driven the agency to profits. Actually, for the first time in many years, the agency doesn't need extra funding from the state, as it used to be especially in the last two months of each year.

Audience measurement organisations

Nielsen is the primary organisation in charge of television audience measurement. Since 1988, it started initially as AGB

Hellas in Greece, offering the market a full range of services, including audience data, software packages and technical expertise to fulfil every need associated with television audience measurement. In 2004, Nielsen began a joint venture called AGB Nielsen Media Research with the AGB Group, a European competitor which provided similar services. Initially, it operated under the brand name AGB Nielsen Media Research and then as Nielsen. The company was renamed Nielsen Television Audience Measurement in 2010 following the full acquisition of AGB by Nielsen, the largest provider of TAM services in the world. There is also the so-called TV Audience Research Control Committee (TV ARCC) which controls and audits the TV audience measurement system. It is comprised of representatives from: the Union of Hellenic Advertisers, the Union of Hellenic Advertising Agencies, the public broadcaster (ERT), major commercial broadcasters and the Association of Hellenic Market and Opinion Research Companies.

Radio measurement in the Attica region is run by private company Focus in collaboration with AEMAR, the Joint Industry Committee for Attica Radio, consisting of the Association of Privately Owned Radio Stations in Attica and the Association of Greek Advertising Agencies. The survey is conducted under an industry contract since 2006. The AEMAR BARI Radio Audience Survey is a continuous daily survey using the technique of Day-after-Recall with CATI technology (Computer Assisted Telephone Interviews) for 44 weeks per year. Results are reported weekly (continuous weekly software update), monthly (top-line results), and in quarterly and by-annual reviews.

Regarding digital media metrics, there is no agency covering the whole field. Although we don't have relevant audience metrics, the media people, advertisers and journalists, use mostly Google Analytics or Chartbeat. The only available data regarding the audience ratings of Greek digital media are provided by Online Publishers Association (ENED) and only for its members.

Sources

Trade unions

- [Athens Daily Newspaper Publishers Association](#)
- [Association of Advertising Companies in Greece](#) (EDEE)
- Association of Regional Press Publishers
- [Hellenic Union of Editors of Periodical Press](#) (HUEPP)
- [Hellenic Management Association](#) (EEDE)
- [Hellenic Union of Radio Technicians](#)
- [Online Publishers Association](#)
- [Union of Regional Televisions in Greece](#)
- [Union of Owners of Athenian Private Radio Stations](#)
- [Union of Technicians of Private Television in Attica](#)
- [ERT's personnel union POSPERT](#)

Journalists and media associations

- [Association of Foreign Correspondents](#)
- [Athens Daily Newspaper Journalists' Union](#) (ESIEA)
- [Association of Photojournalists](#)
- [The Union of Journalists of Daily Newspapers of Macedonia-Thrace](#)
- [The Union of Journalists of Daily Newspapers of Peloponnesus](#)
- [Journalists Association of Thessaly and Stereas Ellados](#)

- [Journalists of Magazine Press](#)
- [The Hellenic Union of Editors of Periodical Press](#)
- [Panhellenic Federation of Journalists' Unions](#) (POESY)

News agencies

- [Athens News Agency – Macedonian News Agency](#) (ANA-MPA)

Audience measurement organisations

- [Nielsen](#)
- [Bari Focus](#)
- [Online Publishers Association](#)

Policies

Media legislation

The primary authority responsible for the media regulation is the Ministry of Digital Policy, Media and Telecommunications, newly formed in 2016. The new ministry aims to stand for or to highlight the transition from the recessionary period of the country to the times of growth. It aims to give priority to the coordination and unification of digital and telecommunications policy, to make Greece a trade and telecommunications hub, as well as to coordinate the public policies and regulations on the Hellenic communications universe in the age of convergence and digitalization.

According to the Law 1092/1938 the press is entitled to a series of privileges, namely discounts on telephone and postal tariffs, and at the same time it is liable to a set of obligations, such as the respect of the personality and privacy of individuals and the respect for truth. Due the financial crisis these privileges were diminished or abolished. In cases of publications of untrue or wrong facts, there is an obligation to publish a correction. The press has to respect varying opinions and it is responsible for the forming of public opinion as well as the publication of news in a manner that does not cause unnecessary panic to the public.

Laws 1730/1987 and 1866/1989 paved the way for the deregulation of the Greek broadcasting universe, allowing for the operation of the first local radio and television stations respectively. Moreover, Law 1866/1989 established the basic principles for the set-up and the action for the NCRTV.

Law 2328/1995, the so-called “Venizelos Law”, after the minister responsible for the media at the time, was the first serious attempt to regulate the commercial broadcasting market and stipulates that the NCRTV grants licenses for commercial TV and radio stations. The commercial stations are obliged to provide programmes of high quality, objective information and news reports and promote cultural development. Additionally, under the Law 2328/1995 there are limits regarding the concentration in media ownership. In print media it is provided that a natural or legal person and his/her relatives up to the fourth degree may be holders of or participate in only: 1) a maximum of two daily political newspapers (a morning and an afternoon one) issued in Athens, Piraeus or Thessaloniki, 2) one daily financial newspaper and one daily sports newspaper issued in Athens, Piraeus or Thessaloniki, 3) two non-daily provincial newspapers issued in different regions and 4) one Sunday publication. Law 3414/2005 sets the antimonopoly public policy in the field of media companies, in application of

Article 14 par. 9 of the Greek Constitution. According to Article 12, the market share of media companies is supervised by NCRTV. Nevertheless, the “Law for the basic shareholder” (Law 3592/2007) has failed to eliminate concerns about transparency, pluralism and competitiveness in the media landscape.

Law 2644/1998 regulates the provision of pay-radio and TV services through analogue or digital means, either terrestrially or via cable or satellite. For terrestrial transmission there is a competitive licensing procedure, due to the scarcity of frequencies. This law also foresees that these TV channels which have applied for an official TV license, either national, local or regional, are considered as legal until the commencing of the proper licensing procedures.

Law 4324/2015 re-establishes the Hellenic Broadcasting Company (ERT) as Greece’s public broadcaster. In effect the law orders the reinstatement of all employees of the ERT which was closed in June 2013 and its entire staff (over 2,500 employees) were dismissed. The Law not only reopens ERT before its sudden closure, but it also re-hires all the employees it had in that day. These measures have been presented by the new Government as necessary steps to rectify the “injustices” of recent years.

Law 4339/2015, the so-called “Pappas Law” after the responsible Minister, reforms the television licensing process, and establishes a public digital broadcaster to compete with the privately held monopoly Digea, the terrestrial platform operator. With the addition of Law 4367/2016 the minister responsible for the media has the competence to coordinate and execute the national TV license procedure and award the 4 TV licenses to the highest bidder (this, however, was disputed by the Higher Court, see above).

Accountability systems

The NCRTV creates rules and codes of ethics related to journalism, information, political programmes, advertisement et cetera. These rules are regulatory and mandatory. The Code of Journalist Ethics (Code of Ethics) issued by NCRTV, refers to themes related to journalistic morals and practices. Similarly, the NCRTV in consultation with the PanHellenic Federation of Journalists' Unions (POESY), advertising agencies, and public and private broadcasters has issued a Code of Conduct for News and Other Political Programs for journalists working for broadcast media. It was ratified by a Presidential Decree (77/2003). The NCRTV additionally issued The Code of Ethics on Broadcasting Advertisement, which regulates issues related to advertising, respect of privacy, human rights, copyright law and other matters.

On the other hand, the values evoked by the [Athens Daily Newspaper Journalists' Union](#) (ESIEA) in order to justify the need for self-regulation through compliance with the Code of Professional Ethics and Social Responsibility are quite different. These values are related to a) safeguarding the freedom of information and expression, the autonomy and dignity of journalists, b) shielding the freedom of press, c) ensuring the social function of journalists in the globalised and oligopolistic communication field and d) resisting any attempts of state influence or other influence over the work of journalists. Similar values are also defended by other associations of journalists throughout Greece, which have drawn up relevant codes of conduct.

In the field of advertising, except for the code of conduct issued by the NCRTV, attempts have been made for self-regulation. As a result the regulation of advertising is also based on the Greek Code of Advertising and Communication, defining the rules of professional conduct and ethical behaviour that must be followed by all those involved in advertising (namely advertisers, companies or authorities to be advertised, advertising media as well as principals and representatives of all these forms of communication). The Code refers to the advertisements of all kinds of products and services, and to all forms of commercial and social communication. The Greek Code of Advertising and Communication was drawn up by the Hellenic Association of Advertising & Communication Companies (EDEE in Greek) and the Hellenic Association of Advertised

Enterprises (SDE in Greek). A revised version of the Code has been in force since 1st January 2007, including provisions consistent with the new ways of promotion, such as telemarketing, Internet, direct marketing. It places emphasis on the protection of children, personal data and the environment and introduces special provisions for sponsorship.

The application of the ethical standards in commercial communications, as defined in the Greek Code of Advertising and Communication, is guaranteed by an independent civil company, of non-for-profit character, named Council of Communication Control (SEE in Greek). It oversees the operation of Boards (primary and secondary one) which have the exclusive competence to judge – automatically or following a complaint – the advertising compliance with the principles of the Greek Code of Advertising and Communication. Since its establishment in December 2003 the Council of Communication Control (SEE), , has been a member of the European Advertising Standards Alliance (EASA). The media regulatory authority (NCRTV) collaborates with the Council of Communication Control and is informed of its decisions.

In November 2016, the Greek Online Publishers Association (ENED) established or formed a self-regulatory framework for journalists and digital media.

Regulatory authorities

In the broadcast sector, the main regulatory body is the National Council for Radio and Television. The regulator was founded in 1989 with the law 1866 in order to supervise and regulate the radio/television market. In theory it was created to ensure the maintenance of objectivity and quality within the broadcasting flow, but in practice it worked as a buffer between the partisan interests of the government of the day and the vested interests of the broadcasting companies. Over the years it was entrusted with new responsibilities, defined in new laws (2173/1993, 2328/1995, and 2644/1998). Until 2001 the responsibilities and the legal status of its members were regulated through legislative provisions. Since 2001 (after the revision of the Greek Constitution) these issues have been constitutionally vested. More specifically, the NCRTV was included in the independent authorities by the Seventh (Z?) Revisionary Greek Parliament. According to article 15 of the Greek Constitution (2nd paragraph) “radio and television shall be under the direct control of the state” and the NCRTV, as an independent administrative authority, is entrusted with the supervision of the broadcasting sector. NCRTV was the bone of contention regarding the television licences in 2016, as above noted, since the political parties could not agree on the new members. After the ruling of the Hellenic Council of State (the Supreme Administrative Court of Greece) that NCRTV only could award the TV licenses, the political parties reached an agreement and now the Council is under new composition. However, since the number of political parties has increased in the Parliament, the number of members in the Council's Board also increased from 7 to 9. According to the Constitution, the NCRTV is expected to perform the following functions:

- Supervise the radio and television programmes in terms of content so as a) to meet the aims of objective and equal transmission of information, news, literature and art products (as provided in the Constitution), b) to ensure the quality level of programmes, the respect of human dignity, the protection of childhood and youth.
- Set codes of conduct for the news broadcasts, the advertisements and the entertainment programmes, which are ratified by Presidential Decree.
- Issue the statutory notices, grants, renews and revokes for the licenses of the terrestrial radio and television stations as well as any permits and approvals under existing broadcasting regulation.
- Address public or private broadcasters with instructions, recommendations or questions and express opinions on the application of the provisions of relevant laws and regulations.
- Keep register of the Media Enterprises - including information regarding the ownership of the media companies and enterprises operating in the wider media sector.
- Verify compliance with the provisions relating to proprietary restrictions on business ownership of radio or television stations and publishes information regarding the ownership of radio and television stations.

- Express its opinion towards the Minister of Interior Affairs regarding the persons appointed as members of public service broadcaster's Board (ERT SA).
- Supervise compliance with the provisions governing the operation of public and private broadcasters and impose the prescribed administrative sanctions.

To ensure compliance with the decisions of the NCRTV, Law 2863/2000 entitles the media regulatory authority to impose a number of administrative sanctions and measures. In case of violation of the law (national, European, international) regarding broadcasting services and copyright or in case of violation of broadcasting ethics the NCRTV can decide *ex officio* (or after a request on the part of the responsible Minister or following a complaint) to impose the following sanctions: a) recommendation for compliance with a specific law provision along with notice of imposition of other penalties, b) fine, c) temporary suspension of up to three months or termination of the transmission of a specific programme, d) temporary suspension of up to three months of any programme's transmission, e) temporary suspension of the station's license or revocation of the station's license, f) moral sanctions (such as compulsory transmission of notice related to imposed sanctions). In urgent cases of obvious violation of the broadcasting legislation the President of the media regulatory body may order the postponing or the interruption of specific (radio/television) programmes. The broadcaster is notified of the decision in the most expedient way. Within three working days the NCRTV in plenary session finally decides whether to transmit the programme or not.

The telecommunications sector and the technical infrastructure are regulated by the National Commission of Telecommunications and Postal Services (NCTP or EETT in Greek), established in 1992 with the Law 2075. It is an independent authority controlling and supervising the market of electronic communications (companies of fixed and mobile telephony, wireless communications and Internet) as well as the postal market. It is empowered to: a) supervise and control the network/services providers of electronic communications, b) impose the relevant sanctions, c) manage the register of electronic communications providers, d) issue codes of ethics for the provision of networks and services in the electronic communications field, e) ensure compliance with the legislation on electronic communications, f) regulate matters regarding consumer protection in the electronic communications and postal services sector (Karakostas and Tsevas 2012).

The press field is not subject to any regulatory authority, however the freedom of the press is enshrined in the Constitution (article 14) as an institutional guarantee (Karakostas and Tsevas 2012).

Regarding the Internet, Greece lacks a regulatory entity dedicated to monitoring or supervising the online content. The only type of protection provided to Internet users derives from a police authority, named Cyber Crime Unit, whose task is to prevent, investigate or repress crimes and antisocial behaviours, and committed through the Internet or other electronic communication means, non-for-profit organisation, known as the Greek Self-Regulating Organisation for Internet Content, or Safenet, has been in operation since November, 1999. Safenet's mission is to promote self-regulatory procedures for the safer use of the Internet, so as to protect children from being exploited by sites of indecent content (pornographic, violent, and racist). Safenet is supported by Greek Internet industry corporations and organizations to help insure that children surf the Internet safely.

For the film regulation, the Ministry of Culture is the responsible body with contributions from the Greek Film Centre. The latter functions as a public liability company that belongs to the broader public sector, it is supervised by the Ministry of Culture and subsidized by the state. Its structure, powers and operation are regulated chiefly by Law 1597/86 "for the protection and development of the art of film and the support of Greek cinema" and by Presidential Decree 113/98. The aims of the Organization are: "the protection, support and development of the art of film in Greece" and "the presentation, promulgation and promotion of Greek films both at home and abroad".

For media-related issues, there is a range of independent bodies such as the Hellenic Authority for Communication Security and Privacy (ADAE) and the Hellenic Data Protection Authority. The latter aims to the protection of personal data and privacy of individuals.

Last but not least, the Hellenic Statistical Authority (ELSTAT) is an independent Authority enjoying operational independence, as well as administrative and financial autonomy. It is not subject to the control of governmental bodies or any other administrative authority. It also provides data on Greek media.

Sources

- [Communication Security and Privacy](#) (ADAE)
- [Hellenic Data Protection Authority](#)
- [Safenet](#)
- [Greek Film Centre](#)
- [Hellenic Statistical Authority](#)
- [Ministry of Digital Policy, Media and Telecommunications](#)
- [National Council for Radio and Television](#) (NBC)
- [National Regulatory Authority for Electronic and Postal Services](#) (EETT)

Education

Universities and schools

The media explosion in Greece in the '90s has had two positive effects concerning media and communication research and theory. The first was that a number of students went (and still go) abroad (mainly to the US, Britain and France) to continue their studies on a postgraduate level, specializing in media and communication. This, in turn, has led some of them to start conducting research on Greek media. The second was the realization of an old dream by academics, professionals and journalists, i.e. the foundation of university departments in communication and mass media. Thus, in the early '90s three new university departments were created in Greece. These are: 1) the Faculty of [Communication and Media Studies](#) of the National and Kapodistrian University of Athens 2) the [Department of Communication, Culture and the Media](#) of Panteion University of Athens, and 3) the [Department of Journalism and Mass Communication](#) of Aristotelian University of Thessaloniki. Courses are also offered by the Technological Higher Education Institutions (Athens, Patras, Macedonia, Ionian Islands) plus a number of colleges and liberal arts laboratories, located mainly in Athens and Thessaloniki. A range of foundations, organisations and other bodies support the media field: [Lilian Voudouris' Foundation](#), the [Institution of Promotion of Journalism Athanassios Botsis](#), [Lambrakis Foundation](#). The Regional Press Institute (RPI) is located in Chania, Crete and it aims to meet the needs for further education and training of journalists and other professionals in the media with emphasis on the regional press. It is the only non-for-profit institute of continuing education on journalism in Greece, which has been created by a professional union of journalists, the Daily Regional Newspapers Association.

Professional development

The fiscal crisis along with the development of digital media, the decline of the newspapers and the low growth of advertising

expenditure has heavily affected the world of Greek journalism resulting in high unemployment rates, hefty reductions in salaries and pensions. Today, journalism has become an insecure, underpaid profession, while in many instances the media enterprises delay the payment of their media people up to 5 months, making Greek journalists not able to make a living. Should the crisis and the austerity continue, it is uncertain whether there will be Greek media or Greek journalists at all! Thus, questions about professional development might become redundant in the case of Greece.

Sources

Media and Journalism studies

- [Botsis Foundation for the Promotion of Journalism](#)
- [Department of Audio & Visual Arts](#), Ionian University
- [Department of Communication & Mass Media](#), National and Kapodistrian University of Athens
- [Department of Communication, Media & Culture](#), Panteion University, Athens
- [Department of Digital Media and Communication](#), Technical Institution of Western Macedonia
- [Department of Digital Media and Communication](#), Technical Institution of Ionian
- [Department of Informatics and Mass Media](#), Technical Institution of Patras
- [Department of Journalism and Mass Communication](#), Aristotle University of Thessaloniki
- [Lambrakis Foundation](#)
- [Lilian Voudouri Foundation](#)
- [Regional Press Institute](#)

Traditional forms of communication

Summary

Sources

Conclusions

Conclusion

The majority of Greek media outlets have managed to survive the financial crisis but the media industry still has to deal with the consequences of the crisis in terms of sales, loss of profit, advertising expenditure, staff salaries and emerging costs. The radical growth of new media services (broadband services, digital media, etc.) in conjunction with the developments in new technology puts the media landscape in a consistent state of flux that requires rapid, direct decisions and initiatives from media companies.

The continuously changing environment, mainly due to new technologies, requires reforms in the regulatory field. There is an ongoing discussion about the role of the NCRTV as well as the EETT as bodies that supervise the media and

telecommunications sector and, more specifically, the enhancement of their role and competence.

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