




**MULTIPLATFORM COMPETITION:
ITS IMPACT ON GOALS OF PLURALITY
OF CONTENT & CULTURAL DIVERSITY**




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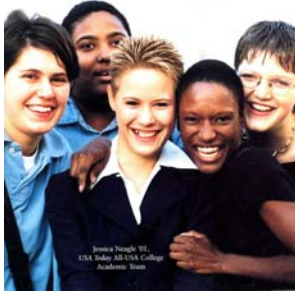


“WE ARE NOT ALIKE, AND WE LIKE THAT”



No somos iguales. Y eso nos gusta.



THE WORLD IS FLAT

“WE ARE NOT ALIKE, AND WE LIKE THAT”



INITIATIVES FOR PROGRESS

- ◆ **SOCIAL**
- ◆ **TECHNICAL**
- ◆ **ECONOMIC**
- ◆ **REGULATORY**



SOCIAL & EDUCATIONAL INITIATIVES

- ◆ **SCHOLARSHIP PROGRAMS—MEDIA COMPANIES & REGULATORS**
- ◆ **TOWN HALL MEETINGS—REGULATORS**
- ◆ **RESPONSIBLE ACTIVISM—PROFESSIONAL GROUPS**



TECHNICAL INITIATIVES

- ◆ **MORE ACCURATE AUDIENCE MEASUREMENT TOOLS AND PRACTICES—MEDIA MEASUREMENT COMPANIES & INDEPENDENT COMPANIES**
- ◆ **CONTENT ANALYSIS SERVICES—INDEPENDENT COMPANIES**



ECONOMIC INITIATIVES

- **STRATEGIC PARTNERSHIPS WITH ETHNIC MINORITY CONTENT PROVIDERS AND RELATED BUSINESSES—MEDIA COMPANIES**
- **MINORITY MEDIA OWNERSHIP OPPORTUNITIES RESULTING FROM DE-CONSOLIDATION ACTIONS—MEDIA COMPANIES**
- **MANAGERIAL LEADERSHIP AND RECOGNITION -OF MARKETS IN DEVELOPING COUNTRIES— MEDIA COMPANIES**



REGULATORY INITIATIVES

- **SPECTRUM MANAGEMENT**
- **PROTECTION OF CONTENT OWNERSHIP RIGHTS**
- **PROTECTION OF THE PUBLIC AGAINST MEDIA FRAUD AND INDECENCY**
- **ENCOURAGEMENT OF DIVERSITY OF MEDIA OWNERSHIP**
- **ENCOURAGEMENT OF DIVERSITY IN MEDIA EMPLOYMENT AND BEST PRACTICES**