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*Keywords: Europe, Bulgarian, Czech, Danish, German, Estonian, Greek, English, Spanish, French, Italian, Lithuanian, Latvian, Hungarian, Maltese, Deutch, Polish, Portuguese, Romanian, Slovak, Slovenian, Swedish, Finish , media diversity, Pluralism, freedom of the press.*

The Media Task Force is based in the European Commission's Directorate General for Information Society and Media. Its mission is twofold: 1 to support growth and jobs specifically in the media industry 2 to promote diversity and pluralism in the media and freedom of the press.

Responding to continuing political concerns about media concentration, and its possible effects on pluralism and freedom of expression, the Commission launched a three-step approach for advancing the debate on media pluralism across the European Union in 2007. This underlines the European Union's commitment to protecting media pluralism, as well as the right to information and freedom of expression enshrined in Article 11 of the Charter of Fundamental Rights, and similar provisions in Article 10 of the European Convention for the Protection of Human Rights and Fundamental Freedoms.