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**Digital Media: The End of Media
Concentration in Colombia?**

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Digital Media:

The end of media concentration in Colombia?

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Re-think media!

- Digital media doesn't exist in Colombia (NOT YET)
- Digital technology is starting to change media landscape
- The break between rural and urban areas has become bigger
- As technology is a matter of money, access to information has not been necessarily democratized.
- Media concentration risks liberty of expression

Digital Break + Media concentration





Media Landscape in Colombia

Analogue era:

- 2 national newspapers
- 2 national TV channels
- 2 radio stations

DUOPOLY

Digital era

- Over 800 new websites about information and journalism.
- Indigenous TV, LGBTI websites, Human rights

Digital Break

- Analogue television never reached 100% of signal coverage
- Internet penetration is only 12%
- Internet and Pc ownership in rural areas is very low

Very low levels of digital technology across the country



Media concentration

- 3 millionaires own all mainstream media

Millionaire #1	Millionaire #2	Millionaire #3
El Tiempo Newspaper (The largest newspaper in the country)	RCN TV Channel RCN Radio Stations (The largest TV channel in the country)	El Espectador Newspaper (second largest newspaper in the country)
Bank	Soda Company	Caracol TV Channel
Real State	Sugar plantations	Cinema
	General Motors in Colombia	Sab Miller Beer Company (second actions)
	Football Team	

There's a diversity of interests (different from information and journalism) behind the media market

Digital era – more concentrated media landscape?

- How? Why?

Digital means DIVERSITY, DEMOCRACY

However,

Digital means TECHNOLOGY
TECHNOLOGY means money, equipment.

Communications and media market: not willing to
open for new voices

Content revolution?

- Mainstream Media: same topics, same narratives.

ALL THE AUDIENCE



Efforts to keep
their audience



Small budgets,
hard to gain audience

- New media: new topics, new narratives, digital storytelling. SMALL AUDIENCE



Conclusions

- The access to technology is a matter of money. The break between rural and urban areas has become bigger. Access to information is not democratized.
- In Colombia there is not such thing as digital media. We have analogue media that have websites.
- Media market is a very juicy market. Independent media and new “digital media” is fighting against the mainstream media giants that are trying to keep their audience and popularity.
- Media concentration risks the liberty of expression and the exercise of journalism.