

“The Online Media Self-Regulation Guidebook” - facing the challenges of the digital era

How does media self-regulation work in the digital world? Can the ethical standards of traditional media reporting be applied to new media as well, and how? How to protect the freedom of speech in the era of internet, while at the same time preventing the abuse of media freedoms through strengthening the media’s responsibility? Are the press codes being applied in the online environment? The answers to these questions and a range of challenges brought by digitalization and the unbelievably fast development of the Internet are provided in “The Online Media Self-Regulation Guidebook”. “The Online Media Self-Regulation Guidebook” was presented at the major international conference “Internet 2013 - Shaping Policies to Advance Media Freedom” organized by the Office of the OSCE Representative for Media Freedom in Vienna, on February 14th and 15th 2013.

The extremely rapid development of technology resulted in an explosion of media content, so the self-regulatory bodies are in a situation of having to adapt to these new circumstances and find the best practices for online media self-regulation. The Guide which the Office of the OSCE Representative published, where the work of the Press Council in Bosnia and Herzegovina was presented as well through the article of its Executive Director Ljiljana Zurovac, is an indispensable source of knowledge about the functioning of online media self-regulation in the digital world.

[“The Online Media Self-Regulation Guidebook” can be viewed here.](#)

