



Are media platforms making or breaking European identity?

According to some scholars, European media have never been European – or at least, they hardly fostered a common identity across the continent. In XIX century, at the rise of modern cultural industry, a few exchanges were given among European countries, with no more than two narrative forms – the English and French novel – struggling for the hegemony, and the latter eventually taking the lead position, as explained by Franco Moretti in his well-known *Atlas of the European Novel*. One century later, the European movie market would be ruled by American exportations, with exchanges from a European country to another being an exception, rather than the rule – and the more so, one can say, for digital platforms.

The questions behind the EUMEPLAT project — *Is there a European media system? Do the media construct Europe, and how? Are audiences European?* — are driven by these fundamental debates about Europe, and connect them to media platforms. What is the place of Europe, when compared to the *national* patterns of newspapers and broadcasting; to the *regional* organization of media systems [as in Paolo Mancini and Dan Hallin's model]; to the global hegemony held by American contents and services?

EUMEPLAT, a Horizon 2020 Research and Innovation project funded by the European Commission, aims at analysing the role of media platforms in fostering or dismantling European identity.

Started in March 2021 and up to February 2024, EUMEPLAT project will conduct a multidisciplinary analysis to shed light on whether new platforms (YouTube, Netflix and Newsfeed) are making European culture more European. The analysis will be based on indicators related to production, consumption and representation to finally provide policy-makers with a better understanding of critical aspects of contemporary media landscape.

The three-year research – coordinated by [JULM University and involving twelve partners in ten countries](#) – will also see the participation of high-level scholars in the field of Internet Studies, media history, economics, media systems, media law, data science, sociology, and cultural studies.

If you have read until here, we think that you are glad to know that the [EUMEPLAT website](#) is online and it will be constantly updated with the activities and researches we will carry on during these three years.

You can also follow us on social media. Meanwhile in this newsletter, you can find the last updates.

Thank you,

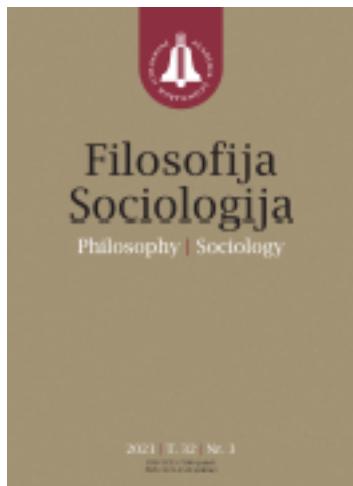
EUMEPLAT team

EUMEPLAT Project at a glance



PUBLICATIONS

First EUMEPLAT article published on *Filosofija. Sociologija*.



The European Assemblage: A Discursive-Material Analysis of European Identity, Europeaneity and Europeanisation by Nico Carpentier, Charles University.

European identity, Europeanism and Europeanisation are the three concepts at the core of the first EUMEPLAT article by Prof. Nico Carpentier from Charles University published in August 2021 in the journal *Filosofija. Sociologija*, collecting original research articles in the fields of philosophy and sociology.

[Read more](#)

EVENTS

EUMEPLAT partners gathered in Milan



IULM University, the coordinator of the H2020 EUMEPLAT project, hosted the first mid-term partners meeting in Milan and online from 14 to 16 September 2021. The encounter was the occasion for the partners to present the state-of-the-art of the different Work Packages.

[Read more](#)

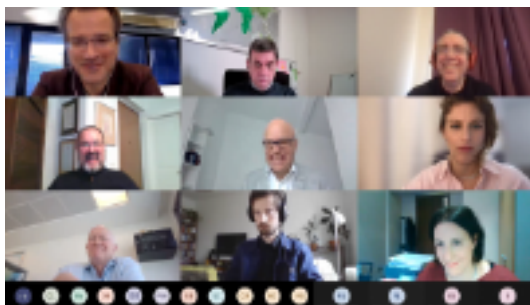
Have We (N)ever Been European? Reflections on European Culture and Media



The first open conference of the EUMEPLAT project was held online on June 14th, 2021. It was the occasion to start discussing key issues which will play a fundamental part in the EUMEPLAT research, and in the future of the EU and Europe.

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EUMEPLAT Kick-off meeting



From 1st to 3rd March, 2021, the 12 partner institutions of EUMEPLAT, European media platforms: assessing positive and negative externalities for European culture, met online for the kick-off meeting.

[Read more](#)

EUMEPLAT project partners



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004488

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