THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of State

Department of Media, Connectivity
and Digital Policy

50 Years of Press Aid in Luxembourg

Safeguarding Pluralism: 50 Years of Commitment – and What Comes Next?

25.11.2026, National Library of Luxembourg

For fifty years, public support for the press has helped safeguard media pluralism in Luxembourg. Introduced in 1976 to address the structural constraints of a small media market, it reflects a democratic choice: ensuring that citizens have access to reliable, independent and diverse information.

Through successive reforms, notably the 2021 reform centred on professional journalism, Luxembourg has sought to reconcile financial support for the media with the preservation of editorial independence. In a multilingual country facing strong cross-border media competition, this policy remains an essential instrument for supporting freedom of expression and public debate.

Today, digital transformation raises new questions. Changing news consumption habits, shifts in advertising revenue and the growing role of platforms are reshaping how news is produced, distributed and funded. Generative artificial intelligence is accelerating these changes, creating opportunities for innovation while raising questions about the use of journalistic content, respect for copyright and how the resulting economic value is shared.

Against this backdrop, who will fund journalism tomorrow? What role can public support play alongside revenue from readers, advertising and commercial partnerships? What relationships between publishers, platforms and AI companies can sustain professional news production over the long term? And how can editorial independence be preserved across these different arrangements?

The conference “50 Years of Press Aid in Luxembourg” will address these questions by bringing together policymakers from Luxembourg and European institutions, alongside representatives of the media, academia and the technology sector. It will combine a review of Luxembourg’s experience with a European discussion of journalism’s business models and the responsibilities of the different actors involved. The presentations and panel discussion will provide an opportunity to compare experiences and proposals, particularly concerning the value of journalistic content, copyright and sources of funding that complement public support. Particular attention will be paid to the viability of journalism in small markets and the challenges facing local and regional media.

Through this event, Luxembourg seeks to contribute to the European debate on the future of journalism. The aim is to identify ways of ensuring that technological and economic change goes hand in hand with sustainable funding for news, supporting media pluralism and democratic life.

THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of State

Department of Media, Connectivity
and Digital Policy

Conference Schedule

Time	Title	Speaker
13:30 – 13:50	Official opening: Press Aid: A structuring democratic choice for Luxembourg	Luc FRIEDEN, Prime Minister Claude CONTER, Director of the National Library of Luxembourg Misch PAUTSCH, President Press Council
13:50 – 14:05	50 years of Press Aid in Luxembourg: From economic support to a policy for freedom of expression	Alvin SOLD, Journalist and former Publisher
14:05 – 14:15	Press Aid today: current state and prospects for development in a European context	Elda BROGI, Professor and Deputy Director of the Centre for Media Pluralism and Media Freedom
14:15 – 14:30	News media under pressure: a European reality	Diego AGUNDEZ, European Commission
14:35 – 14:50	Safeguarding Access to Reliable Information in the Age of AI	Camille GRENIER, Director Forum on Information and Democracy
14:50 – 15:10	Artificial Intelligence and the Future of Journalism: A platform's point of view	Cédric MANARA, Director of Copyright, Google
15:10 – 15:25	Coffee break	
15:25 – 15:45	The Role of Copyright in Ensuring Remuneration and Prominence of Quality Journalism in the Age of AI	Martin SENFTLEBEN, Professor of Intellectual Property Law, University of Amsterdam
15:45 – 16:10	Who Pays for News? Taking Journalism into the Future – Lessons from Sweden	Pia REHNQUIST, Head of Bonnier News Local
16:15 – 16:30	The Future of Independent Journalism	Elisabeth Margue, Minister Delegate to the Prime Minister for Media and Connectivity
16:30 – 18:00	Panel Discussion: Who will finance information tomorrow? Platforms, responsibility and the future of pluralism	Speakers: Martin SENFTLEBEN, University of Amsterdam Cédric MANARA, Google Pia REHNQUIST, Bonnier News Iris DEPOULAIN, Ministry of the Economy, Luxembourg Camille GRENIER, Forum on Information and Democracy Misch PAUTSCH, Press Council Moderation: Caroline MART, Journalist
18:00 – 19:00	Networking reception	

5, rue Plaetis
L-2338 Luxembourg
Tél. (+352) 247-72012
info@mediacom.public.lu
www.gouvernement.lu/smc
www.luxembourg.lu