

30 Years of State Support for the Media in Lithuania

29 September 2026

Martynas Mažvydas National Library of Lithuania (Gedimino pr. 51, Vilnius), Hall 501

This year marks thirty years since the establishment of state support for the media in Lithuania. The conference will bring together media policy-makers, researchers, editors-in-chief, journalists and representatives of civil society from the Baltic and Nordic countries, as well as from Poland, Germany, Ukraine, Hungary and Israel, to discuss the future of democratic media and support models that ensure its sustainability.

PROGRAMME

08:30 – 09:00 Registration and welcome coffee

09:00 – 09:15 Opening remarks

09:15 – 09:45 Presentation of the Activity of Media Support Fund of Lithuania

Ruslanas Iržiukevičius, Director of the Media Support Fund of Lithuania

09:45 – 11:00 Discussion “Between the Public Good and Market Logic: Funding Models, Sustainability and Future Scenarios”

Public and private support mechanisms, patronage and foundations; subscriptions and new business models; future scenarios for financing independent, democratic media in the Baltic and Nordic region and Poland.

Participants:

Audun Aagre, Senior adviser at Norwegian Media Authority, Norway;

Lukas Alsus, Minister of Culture of Lithuania;

Džina Donauskaitė, Head of the Lithuanian Journalism Center, member of the Centre for Journalism and Media Research at Vilnius University, representative of the selection committee for the “Pamatai” investigative journalism award;

Karol Zgodka, Director of The Department of Media and Creative Industries, Ministry of Culture and Heritage of Poland;

Moderator: **Vaiva Radikaitė**, Chairperson at Media Support Fund of Lithuania.

11:00 – 11:15 Coffee break

11:15 – 12:30 Discussion “Transparency, Registers and the Definition of Journalism in the Platform Era”

Ownership transparency and media registers, including the experience of VIRSIS; the evolving definition of “media” and “journalist”; accountability and European policy perspectives ahead of Lithuania’s Presidency of the Council of the EU, including media freedom, EMFA and platform governance.

Participants:

Prof. Aukšė Balčytienė, Professor, Kaunas Vytautas Magnus University.

Prof. Dr. Georgios Gounalakis, Chairman of the Commission on Concentration in the Media (KEK/ Die Medienanstalten), Germany;

Zsófia Lehóczki, Senior Associate at the Center for Sustainable Media; Hungary:

Mantas Martišius, Chair of the Radio and Television Commission of Lithuania;

Deividas Velkas, Head of the Public Information and Copyright Group at the Ministry of Culture.

Moderator: **Dainius Radzevičius**, Journalist Ethics Inspector

12:30 – 13:30 Lunch break

13:30 – 13:50 Presentation “Media in the Face of Artificial Intelligence Transformation – Where Regulation Works, Where Markets Work, and Where Nothing Helps”

Prof. Wolfgang Schulz, Director of the Leibniz Institute for Media Research | Hans-Bredow-Institut (HBI) and Professor of Media Law and Public Law at the Faculty of Law, University of Hamburg

13:50 – 15:05 Discussion “Media in the Context of Artificial Intelligence Transformation”

Based on Prof. W. Schulz’s keynote presentation: the impact of artificial intelligence on journalism, newsroom economics and platform power – where regulation works, where the market works and where nothing helps.

Participants:

Prof. Carl-Gustav Linden, Professor of Data Journalism at the University of Bergen and Associate Professor of Media and Journalism Development at the University of Helsinki; Finland;

Paweł Nowacki, Consultant for the Polish Publishers Chamber, Poland;

Karen Rønde, Director of Big Tech at the media group “Amedia” and Director of the Danish Press Publications; Denmark;

Prof. W. Schulz, Director of the Leibniz Institute for Media Research | Hans-Bredow-Institut (HBI) and Professor of Media Law and Public Law at the Faculty of Law, University of Hamburg; Germany;

Edgars Spuravs, Director of the Media Studies Centre at the Stockholm School of Economics in Riga; Latvia.

Moderator: **prof. Kristina Jūraitė**, Vytautas Magnus University, Department of Public Communications.

15:05 – 15:20 Coffee break

15:20 – 15:50 Awards Ceremony for the “Value” Project of the Radio and Television Commission of Lithuania and the Media Support Fund of Lithuania: Best Projects of 2025

15:50 – 16:20 International premiere – documentary film “They Are Waiting, So We Keep Going” by the National Union of Journalists of Ukraine (30 min.)

The film tells the story of Oleksii and Nataliia Pasiuha, a journalist couple who continue to publish and personally deliver their newspaper, Vorskla, to frontline villages in Ukraine’s Sumy region despite constant Russian shelling. Presented by **Sergiy Tomilenko**, President of the National Union of Journalists of Ukraine.

16:20 – 17:35 Discussion “X Day: Media Preparedness for Crises and National-Level Emergencies”

The role of the media during crises and national emergencies (“X Day”); wartime lessons and testimony from Ukraine; resilience, coordination and preparedness.

Participants:

Ron Ben-Yishai, Israeli journalist; Israel;

Väino Koorberg, Executive Director of the Estonian Association of Media Enterprises. Estonia;

Jūratė Stankuvienė, Director of the media monitoring company “Mediaskopas”;

Sergiy Tomilenko, President of the National Union of Journalists of Ukraine.

Moderator: **Ernest Alesin**, Program Director and Head of Project Development at RADIO R, Lithuania.

17:35 – 19:00 Coffee and informal networking