

CHILE
SWOT Analysis

<p>STRENGTHS</p>	<p>With one of highest scores in the region, Chile stands out as a system with full freedom of the press, according to data from the current release of the Chapultepec Index. This reflects in practice by the nonexistent control over the media by the government, positive assessment by the society on the importance of the role of professional media against the proliferation of fake news in social media, freedom of expression among citizens, few requirements for the establishment of new media, and the absence of actions that could be regarded as persecutory against the press.</p>
<p>WEAKNESSES</p>	<p>As in the previous report, the current study shows the complications that mainstream media have experienced when facing the economic crisis affecting the sector due to the drop in advertising revenues with no other income from other sources compensating for them. This crisis has overlapped with that of the coronavirus pandemic resulting in the layoffs of more news professionals and a reduction of the resources allocated for journalistic coverage.</p>
<p>OPPORTUNITIES</p>	<p>In a context as unique as Chile with the presence of election debates, constitutional discussions, and the coronavirus pandemic, the assessment of the media's work in an atmosphere where fake news circulate has strengthened the public's need for quality news and content. This is reflected by the emergence of new digital media and even two new broadcast television channels. In addition, the same constitutional convention process is seen by many stakeholders as an opportunity to create a well-regulated media system with rules that preserve its editorial and economic independence.</p>
<p>THREATS</p>	<p>The economic crisis that the industry undergoing and the uncertainty that the country is experiencing resulting from the constitutional debate and from the October 2019 social outburst continue to affect the income of an industry which is also subject to greater demands from citizens to whom it must serve despite more limited resources available. Also, for some stakeholders, there is concern that the constitutional convention process underway in Chile may result in regulations that affect media independence. Such fears have been encouraged by statements from relevant politicians during the 2021 election campaigns.</p>

