**C9 Media**

Media will benefit from the broader and expanded role of ICTs that can enhance media’s contribution to the development goals of the post-2015 Sustainable Development Agenda.

The principles of freedom of expression and the free flow of information, ideas and knowledge are essential for the information and knowledge societies and beneficial to development with recognizing that the same rights that people have offline must also be protected online, including the right to privacy.

1. Develop and update national ICT-Media legislation that guarantees the independence, and plurality of the media according to international standards as well as the domestic needs.
2. Continue to take appropriate measures — consistent with freedom of expression— to combat illegal and harmful content in media content.
3. Ensure that women and men equally access, participate and contribute to the media sector, including to decision-making processes.
4. Continue to encourage traditional media to bridge the knowledge divide and to facilitate the flow of cultural content, particularly in rural areas.
5. Ensure the safety of all journalists and media workers, including social media producers, and their sources and facilitate the implementation of the UN Plan of action on the safety of journalists and the issue of impunity.