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**Newspaper industry and media policy: reacting to changing regulation**

In the publishing industry, many media policy decisions seem to be taken as “given” (especially those that may affect the financial position of companies), although it also has been said that the media policy related decision making takes industrial objectives into account more than it used to be.

The presentation discusses the responses of newspaper publishers to recent changes in media regulation, based on cases from Russia. In 2014, several new laws affecting newspaper publishing passed the Duma, e.g. the law setting the foreign ownership maximum down to 20 %. The presentation asks, for example, how the current regulatory environment of newspaper publishing has changed, and how the industry is prepared for the possible new challenges around the corner.