Media Observatory for Inclusive Connectivity and Sustainable Digital Transformation

Organization: Civil Society
Data Type: Monitoring and evaluation
Region: Global
Timeline: The implementation of this commitment is currently underway, with the digital media observatory platform in the development and setup phase. The timeline focuses on finalizing the technical infrastructure, governance framework, and operational model during 2026. The platform is scheduled for an official launch in early 2027. During this period, the commitment seeks to establish effective partnerships across relevant sectors to accelerate implementation, support capacity-building, and ensure scalability and sustainability. Post-launch activities will include phased onboarding of partners, deployment of analytical and monitoring tools, and continuous evaluation to maximize impact and global relevance.
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Sponsoring Organization:

Arab Media Union ECOSOC Consultative Status

Supporting Organization(s):

Arab Council for Institutional Consulting

Objective:

The objective of this commitment is to strengthen the role of digital media in transforming data and statistics into inclusive, trusted, and actionable knowledge that supports sustainable development.

It aims to improve equitable access to data, enhance evidence-based decision-making, and reinforce trust, ethics, and transparency in the use of digital information. By fostering innovative approaches and effective partnerships across the data ecosystem, the commitment seeks to bridge the gap between data producers and users, empower diverse communities, and contribute to a more equitable, people-centered, and sustainable global data landscape.

Description:

his commitment aims to address the growing gap between data production and effective data use in the digital media landscape, alongside declining trust in digital information.

In a rapidly evolving data environment, data and statistics are often underutilized, inaccessible, or poorly translated into formats that support inclusive participation and evidence-based decision-making. At the same time, fragmented practices, misinformation, and weak ethical frameworks undermine confidence in digital content and data.

The commitment responds to these challenges by promoting innovative, responsible digital media approaches that enhance data accessibility, credibility, and ethical use, while strengthening collaboration across the data ecosystem. It seeks to ensure that data and statistics meaningfully inform sustainable development policies, empower marginalized communities, and support a more trusted, equitable, and people-centered data environment.

This commitment seeks to establish a global digital media observatory that serves as a trusted platform bringing together leading, credible media entities to enhance awareness, accuracy, and responsible use of digital information. Through cross-sector collaboration among key digital media stakeholders, the observatory will promote fact-checking, data validation, and ethical media practices, supporting informed public discourse and evidence-based decision-making.

Key activities include aggregating and analyzing reliable media and data sources, developing tools for investigation, statistics, and impact measurement, and facilitating knowledge exchange and capacity-building. The strategy focuses on partnership-driven governance, innovation in data use, and alignment with international standards. Intended outcomes include improved information integrity, strengthened public trust, a shared reference for investigation and data analysis, and a measurable contribution to sustainable development through accurate, inclusive, and accountable digital media.

Progress and success of this commitment will be monitored through a combination of quantitative indicators, qualitative assessments, and partnership-based reviews.

Key metrics will include the number of participating media entities, verified information outputs, analytical reports produced, and the use of the platform for investigation, statistics, and impact measurement.

Evaluation will also consider improvements in information accuracy, public trust, and awareness through user feedback, expert reviews, and documented use cases.

Regular reporting and benchmarking against agreed ethical and data governance standards will ensure accountability. Periodic multi-stakeholder reviews will assess progress, inform adjustments, and confirm the platform’s effectiveness as a trusted global reference for digital media, data analysis, and impact assessment.


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