

march 2026						
E	T	K	N	R	L	P
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

CONFERENCE

# MEDIA CONFERENCE 2026: JOURNALISM, FREEDOM, DATA, PRIVACY

03/26/2026 - 09:30 - 16:05

Tallinn University, auditorium Maximum

SHARE EVENT



ADD TO CALENDAR

iCal calendar



## SCHEDULE

9.30 - 9.40 Opening remarks

### The present and future of media

9.40 - 10.00 "The rental model no longer works in journalism! But what does work?" | Mari-Liis Rüütsalu

Journalism will survive. However, the old models and principles of content distribution, business models, and economic logic are changing. The root of the crisis is not technology, but a shift in the value chain: journalism creates value, but no longer controls its economic outcome. Journalism will survive. However, the old models and principles of content distribution, business models, and economic logic are changing. The root of the crisis is not technology, but a shift in the value chain: journalism creates value, but no longer controls its economic outcome.

10.00 - 10.30 "AI & Helsingin Sanomat: Helsingin Sanomat's experiences with implementing artificial intelligence in the work of a newsroom" | Esa Mäkinen, Executive editor, Helsingin Sanomat (in English, translation into Estonian)

10.30 - 10.55 "Õhtuleht's view: personal data protection and 'public interest' in a data-driven media environment" | Martin Šmutov, Chairman of the Board of Õhtuleht Publishing and Editor-in-Chief of ÕLi

10.55 - 11.15 "The visibility and accessibility of culture in a changing media landscape" | Joonas Hella, ERR presenter and editor

Culture has been declared a constitutional value in Estonia, but the code of ethics for journalism does not mention monitoring or covering culture as one of the main tasks of journalism. How can we make sense of and empower cultural media at a time when, for example, English-language reading habits and the cultural preferences that develop as a result are becoming increasingly important for future generations? What do editors and journalists who want to devote themselves to culture need?

STRETCHING BREAK

11.15 - 11.35 "The biggest challenge for contemporary Estonian journalism?" | Anvar Samost, Editor-in-Chief of ERR News and Sports

For some time now, the biggest challenge in Estonia (and elsewhere) has been the desire and ability of journalists and the media to act independently, dictate the public agenda, and identify and hold public authorities accountable.

11.35 - 12.15 Discussion panel | Mari-Liis Rüütsalu, Martin Šmutov, Joonas Hella, Anvar Samost

"The joys and challenges of the media are well known, but what next? Who should do what and when to ensure the survival of journalism in Estonia?"

12.15 - 12.45 LUNCH

### Media, democracy, and public interest

12.45 - 13.20 "The shifting political center, democracy, and the foundations of journalism: how to survive in today's polarized political landscape?" | Nico Carpentier, professor, Charles University, Prague

New political realities, with more radical positions that also attempt to redefine ethics and truth, challenge the grounds on which journalism has been built. Journalism is as relevant as ever, but is simultaneously facing a remarkable set of challenges, which require a reflection on what the grounds for journalism will be in the 21st century Western world. The session starts with a brief introduction and the screening of the film essay "Agon: Constructions of Democracy", followed a lecture and Q&A. (in English)

13:20 - 13:45 "A ghost is haunting Europe" | Rein Lang, CEO of the Estonian Broadcasting Union

We are gripped by fear and anxiety. We understand that someone wants to manipulate our consciousness. But who is this specter doing this? Who should the ghost hunter focus on?

13:45 p.m. – 14:10 p.m. "Public interest in a data-driven society: whose interest and at whose expense?" | Aleksei Kelli, Professor of Intellectual Property Law, University of Tartu

What is the so-called data-driven public sphere? How can all parties be treated equally? What are the legislative challenges that the state must address in this regard?

14.10 - 14.35 "The vitality of the Estonian language in the digital space: from secure infrastructure to reliable models" | Martin Eessalu, Head of Research and Development, Eesti Keele Instituut

Research and development, including the development of artificial intelligence, depends directly on the availability of high-quality data. To ensure this, both the infrastructure and the legal environment must provide the necessary support and encouragement to manage and share diverse data, including restricted data.

14.35 - 14.55 COFFEE BREAK

14.55 - 15.15 "Privacy protection and data service challenges in the Estonian public sector in 2026" | Heddi Lutterus, Deputy Secretary General for Legal Policy, Ministry of Justice and Digital Affairs

15.15 - 16.00 Discussion panel | Aleksei Kelli, Rein Lang, Martin Eessalu, Heddi Lutterus

"The state and (data) regulation"

16.00 - 16.05 Closing remarks

The day will be moderated by Andres Jõesaar ([andres.joesaar@tlu.ee](mailto:andres.joesaar@tlu.ee), TLÜ BFM

NB! All presentations in Estonian will be translated into English.



Eesti Rahvusringhääling



Tallinn University  
Narva mnt 25, 10120 Tallinn  
+372 640 9101  
[tlu@tlu.ee](mailto:tlu@tlu.ee)

#### STUDIES

- Studies in English
- Tallinn Learning
- Tallinn Summer School
- Tallinn Winter School

#### STUDENT LIFE

- Academic Calendar
- Library
- Campus
- Dormitory
- International Club

#### ABOUT US

- International Cooperation
- Personal data processing
- Contacts

#### JOIN US

Join our newsletter

