Media concentration continues to grow in Europe. Pressure from the European Parliament and NGOs prompted the European Commission to establish a High Level Group, which reported on media pluralism in early 2013. The Commission’s DG Connect then responded to Group’s report with its own proposals. University of Exeter’s Alison Harcourt points out the problems with these proposals and suggests the Commission focus rather on using soft policy initiatives to encourage transparency and co-ordination among existing stakeholders.