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Title: Do interaction, co-creation and participation find their way from PSM literature to PSM policy and strategy' A comparative case study analysis of Flanders, the Netherlands, France and the UK

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Abstract: Interaction, co-creation and participation are core concepts in public service media (‘PSM’) literature in advocating for a transition from an essentially one-way, top-down broadcast model to an interactive communication mode (Bardoel, 2007; Iosifidis, 2010; Enli, 2008; Lowe 2009). Although these concepts still lack theoretical underpinning (Mäntymäki, 2009: 98) and empirical operationalization (Ytreberg, 2009: 14), they are considered key to reconnect with the ‘public’ and, hence, to better fulfil the public sphere objective of PSM. As said by Murdock (2004), these concepts are also gradually being picked up in PSM policies and strategies (BBC, 2013; FTV, 2009; NPO, 2010; VRT, 2011). However, there appears to be much sloganeership in using these concepts. Carpentier (2011) and Lowe (2009) criticise public broadcasters for not genuinely valuing audience participation. Indeed, many public broadcasters merely offer one-off forms of interaction and use it as a strategic means to reach new audiences and build audience loyalty. That is why this article critically scrutinises whether and how the theoretical conceptualization of PSM is implemented in concrete policy and strategy documents of public broadcasters. Firstly, how do policy makers and public broadcasters define interaction, co-creation and participation' Secondly, to what extent do policy makers and public broadcasters set forth concrete and measurable objectives in this regard' And, thirdly, how do these objectives match ideas of two-way communication and more equitable participation, which underlie these concepts in PSM literature' The article consists of five parts. The first part elaborates on theories about the transition from PSB to PSM and on the definition of interaction, co-creation and participation in PSM literature (Picone et al., 2013; Donders, 2011; Jakubowicz, 2010). The second part scrutinises the definition and implementation of these concepts in government policy documents, whereas the third part does the same for the strategy documents of the public broadcasters. Thereby we perform a qualitative document analysis (Karppinen and Moe, 2012), touching upon legal texts, management contracts and strategy documents (from 2004 until 2014). In particular, a close reading and a “goal/means tree” analysis allow us to identify the goals and means in the different documents, i.e. are there means to realize all goals' Are the goals and means identical for policy and PSB strategy documents' Furthermore, we adopt a comparative case study design. The selected cases, BBC, VRT, NPO and France Télévisions (FTV) include both better-funded and smaller public broadcasters, as well as different media systems (Hallin and Mancini, 2004). Subsequently, the fourth part compares the definition of these concepts in PSM theory with the

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definition and implementation thereof in public broadcasters’ policy and strategy documents. Finally, the fifth part formulates some conclusions concerning the adoption of these concepts in PSM policy and strategy. Provisional results indicate that interaction, co-creation and participation are positioned both as goals and means. They are rarely well defined and, if positioned as a goal, not always accompanied with clear means. This results in ambitious policy and strategic objectives that are, however, translated in a limited number of operational objectives and flag ship projects.

Id: 9550

Title: Public broadcasters and new media - European media regulation and communication practices

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Abstract: 1. Mediamorphosis, which we are witnessing today is made up of both of the following two waves: the transition from analogue to digital broadcasting and the entrance to the information technology (IT). This applies to all operations performed respectively by about collection and storage, processing and distribution. All of them are held in digital technology, in terms of convergence of broadcasting, telecommunications and IT. The critical point in the development of new media and internet dissemination situates in the 90s XX century, because that's when the internet came along - medium, yet powerful source of information and a new platform of social communication. 2.Today's media are under hard pressure from the process of technological convergence, which deepens with the spread of digitization. It depends on the mutual penetration of the technologies specific to the electronic media sector, telecommunications and information technology. The dynamics of this process results in the one hand, the emergence of new media services (eg IPTV, mobile TV, VOD) and new distribution platforms (eg DSL, DVB-H and IPTV), on the other hand makes the media market expands with new entities that have so far been mainly active in other sectors (eg telecom operators).3 The process of technological convergence, the transition from analogue to digital broadcasting and dynamic development of the Internet and the popularity of non-linear services tend to engage in a debate on the future of public media. The dynamic development of new media services that penetrate the traditional services makes it not only difficult to put boundaries between the so-called "old" and "new" media, but also in a precise way to define the area of public service broadcasting activities. 4 Entering the world cross - platforms environment requires from broadcasters to shape own programming offer due to the species and sizes, so as to reach all segments of the audience as possible, wherever possible, anytime. It is especially in such formats and genres that are unprofitable for the commercial sector, and that emphasize the social nature of public service broadcasting. 5. In most EU Member States, public service broadcasters have started to play a major role in the digitization process. Furthermore, the offer the public broadcasting organizations is now available on multiple distribution platforms. This, understandably, met with negative attitudes commercial entities. They complaints addressed to the European Commission, arguing that the activity of public broadcasters in other areas than the distribution of TV and radio far exceeds the scope of the public media remit. This debate is multi-faceted and takes place on many levels, starting with the axiological layer and ending with the issues of Community competition law. However the European institutions have not yet regulated the issues of the use of new technologies by the PSM.The paper is an attempt to answer the questions of how, in these circumstances, public broadcasters act as the use of new technologies, such as the new situation in which they are influenced by European regulation .

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Title: For you, for me, for everyone' The relevance of public service media from the audience's perspective in Austria

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Abstract: European public service media (PSM) are carried by the idea that they act in the public interest by providing public value to, ideally, all citizens (Harrison & Woods, 2001). Audience fragmentation poses a threat to this notion (Katz, 1996; Webster & Ksiazek, 2012). Younger generations and underprivileged people are becoming less prone to using PSM. Additionally, individualization makes it harder for PSM to retain mass appeal, and willingness to pay for PSM is shrinking in parts of society. But without broad citizen support, the concept of PSM loses legitimation (e.g., Bardoel & d'Haenens, 2008). Concerning this development, our main research question is: How and why do different (groups of) people use PSM' In answering this question we will also explore people's evaluations of PSM and what these evaluations are based on.We argue that a diverse audience also necessitates a diverse theoretical approach. Different approaches might be more or less suitable to explain PSM attention or avoidance among certain people or in certain situations. Our analysis is therefore guided by the uses and gratifications approach (Katz, Blumler, & Gurevitch, 1973; Ruggiero, 2000), ritualized media usage (Rubin, 1984), schemata (Rumelhart, 1984), decision heuristics (Marewski, Galesic, Gigerenzer, & Hartmann, 2009), and the concept of civic duty (Poindexter & McCombs, 2001). Furthermore, we regard media literacy as a mediating factor. Citizen's evaluation of PSM depends on their knowledge of their domestic media system and analytic competencies (Livingstone, 2004).Our paper focuses on Austria, whose media system can be characterized as 'democratic corporatist' (Hallin & Mancini, 2004). As a small state with neighboring Germany speaking the same language and sharing similar culture, its media face strong foreign competition. Also private competitors were allowed to enter the market very late, not until 2002 for TV. Due to this, the Austrian PSM, ORF, is still holding a strong position, but market shares are decreasing (Künzler, Puppis, & Steinmaurer, 2011; Puppis, 2009).This study is based on a multi-method design. Firstly, we use data from a representative telephone survey in Austria (N=1.000) from 2009 and data from a paper-pencil-

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survey during an experiment (N=90) from 2011. Secondly, we are currently conducting interviews (N=40) with people of different age, sex, and level of education to explore further about usage, expectations, evaluations, and motives concerning PSM.Our quantitative data show that Austrian citizens still agree that PSM are important for society and offer reliable information. However, there is a discrepancy between their expectations towards PSM and how PSM meet those expectations. Preliminary findings from our interviews indicate that citizen's media literacy guides their notion of PSM. Usage motives and evaluations vary among different groups of people and in different situational contexts. Our findings will allow us to disentangle this web and give a more concise theoretical understanding of PSM evaluation and attention (or avoidance). It will also give PSM, and their regulators, a better understanding of their fragmented audience in order to provide public value for everyone.

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Id: 9925

Title: From public service broadcasting towards soci(et)al TV' PSB's perceptions of interactivity and audience participation in Finland and Israel

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Abstract: Digitalization of media technologies has resulted in changes on various levels of television culture. Apart from enabling technological convergence, it has also brought about cultural transformations like blurring the boundaries between traditional spheres of production and consumption. As a result, television broadcasters are increasingly adopting multi-platform practices which enable interactivity and participation. Managers and producers in television companies face questions regarding the adaptation of television, traditionally a form of one-to-many communication, to the changing media environment anxieties concern the future of public service broadcasting (PSB) and its potential transformation into public service media (PSM). Some scholars argue that the Internet can be employed within a public service context to involve and activate citizens, while making sure that core public service values of deliberation, reciprocity, and free and universal access are realized.In this paper we study the public service broadcasting managers' and producers' perceptions of interactivity and audience participation in the context of television-based multi-platform productions. We argue that while hybrid broadcasters' perceptions of interactivity and participation in both countries are commercially oriented, PSB organizations are still searching their own distinctive form of adopting these concepts with respect to the value and objectives of public service television and the cultural contexts in which they operate.   We propose, that PSBs consider the adoption of multi-platform production as a way to move from broadcast television towards social TV, that is television supplemented with second screen platforms. The implementation, however, should differ from that of commercial or hybrid broadcasters. Thus, PSBs opt for what we propose to view as 'soci(et)al TV', which has social objectives such as providing citizens with information, education, political involvement and content and archival access. At the same time it offers the viewers channels for interaction with the content, with the producers and with each other. This kind of television is socially oriented on two levels: by trying to realize social objectives and also by becoming socially networked through digital platforms.The study is based on semi-structured interviews conducted with producers and managers in both PSB and hybrid television companies in Israel and Finland. As the research has a strong comparative focus, it also provides us with a possibility to reflect on the perceptions in two broadcasting systems and two national cultures which have both differences and similarities. Both Finland and Israel have a long tradition of public broadcasting complemented with hybrid channels

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which also carry some social and/or cultural responsibilities. Even though Finland and Israel are different in many ways, apparently, PSB organizations in these two countries have very similar perceptions regarding interactivity and participation. In a multi-platform media environment, PSB objectives become more accentuated against the backdrop of hybrid television companies' commercially oriented perceptions. Facing numerous technological and cultural challenges, public service television, both in Finland and Israel stand ground to resist revenue oriented employment of interactivity and participation in order to find their own new interpretations to these concepts along the lines of public service objectives.

Id: 10123

Title: Gramsci 's Hegemony in digital era: The role of digital media 's domination by hegemonic ideology and the echoes in Southern India.

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Abstract: This study makes an attempt to identity the primary sources of values in governance that are created and followed by the digital global media towards achieving hegemonic governance. It is assumed that the digital media play a vital role in India that is influenced by hegemonic ideology. A research question based on the assumption that individuals are constituted through ideology poses a question: How do digital media work itself in powerful ways with the context of governance' Sixty eight years of freedom and digital divide continues both in urban and rural India with respect to the skill set and access although majority of the people are connected by mobile telephone networks. The literatures post a uniform recommendation that the government services should outreach to the needy without any hindrance and in 2015 the government has a $16 billion outlay for e-governance initiatives in India. Hence, it is imperative to identify some of the values that are created in governance and find if it empowers the citizens or the holders of the big data. The objectives of the study are: a) to find the level of compulsion to use digital medium for various public services, b) to identify the level of ignorance of website policy related to the terms of use, copyright, privacy and linking policies and c) to find the sources of values created and followed by digital media used in governance. It is assumed that the government compel the citizens to use digital technology for avail government services and those availing e-services are ignorant of the website policies. The empirical study follows an observational technique to find results for the first objective, a questionnaire survey to arrive at results for the second and third objectives. Therefore, the study uses a mixed method to validate the findings which leads to the discussion on the question: Would the ownership of the big data engage in hegemonic power over citizens by the government or would the citizens be empowered' Keywords: digital divide, hegemonic ideology, values in governance, empowerment.

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Title: PSB 2.0 and social television: The case of ABC's #7DaysLater

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Abstract: This paper aims to test a new policy framework for PSB in an online environment, named PSB 2.0 (Brevini, 2013). While there was an undeniable agreement on the defining principles of PSB in a traditional broadcasting environment (Born and Prosser, 2001; Scannell, 1989; Curran, 1999), the new digital environment requires a further conceptualization of the public service philosophy. PSB 2.0 as a policy arrangement, identifies the principles of citizenship, universality, quality and trust as the pillars of PSB ethos in the online world. After exploring the normative values behind PSB 2.0 the paper aims to approach the case study of the co-creative television comedy program, #7DaysLater. #7DaysLater was facilitated by the Australian Broadcasting Corporation (ABC), one of the two Australian Public Broadcasters, and provides useful empirical data to test how PSB 2.0 can be operationalised. Has social television as developed by the ABC fulfilled PSB 2.0' Does the value of citizenship as framed by PSB 2.0 match the participatory ethos of #7DaysLater'

Id: 10270

Title: Transition to Digital Television in Mongolia: Challenges and Opportunities for Public Interest Services

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Abstract: Mongolian television is in transition from analog to digital. In 2010, the Government of Mongolia approved Resolution 275, which mandates that all television broadcasting transition to digital by Jan 2016. The European model with its long history of public broadcasting services, seems to be better fit for Mongolia; yet, the laws including the Law on Public Radio and Television of Mongolia which was passed in 2005, have not been reflected in the Government Resolution. Mongolian agencies appear to focus mostly on technological solutions of digital transition without careful considerations of the social consequences.Transition to digital television encompasses technological, and political challenges that need to be solved in tandem (Barata, 2013; Castenada, 2007; Iosifidis, 2011; Padovani, 2007; Taylor, 2010; Yoon, 2014). While digital television increases the number of channels and the quality of transmission, the main reason behind the ambitious transition is 'the freeing of the digital spectrum' (Barata, 2013; Iosifidis, 2011; Yoon, 2014). Questions relating to who benefits and how such as 'Will this transition lead to more foreign and commercial programs or will there be more channels for children or public service programming in Mongolia" have not been addressed yet. How will this transition affect the public service broadcasting services in Mongolia, which have been transitioning from the state media to public broadcasting services after the collapse of communism' I propose to conduct 1) an analysis of the existing legal and market framework of the digital television transition; 2) an analysis of the content of commercial and public broadcast programs in Mongolia. This initial research will help the researcher to propose policy recommendations for socially and culturally beneficial programs and opportunities that can be incorporated into the digital television transition in Mongolia.Literature ReviewThe switch to digital television is a complex process often carried out over a long period. In the United States, the Telecommunication Act of 1996 mandated broadcasters to transition to digital television, and the process was not finished until 2009 (Taylor, 2010). Since broadcast media are one of the cornerstones of democracy, communication scholars argue that public interest obligations to improve political discourse, to increase program diversity, to foster localism, and to serve underserved communities should be the compelling rationale behind the digital transition (Napoli, 2003). However, the transition to digital often tends to benefit big powerful media groups and affect unfavorably poor and technologically disadvantaged groups. In Mexico and Korea transition to digital television greatly impacted the lower income and elderly population (Barata, 2013; Yoon, 2014). In Italy the digital switchover accelerated the duality of services: the better quality programs are packaged for subscription and pay-per-view services, while lower quality and cheaply produced programs are kept for digital terrestrial television (Padovani, 2007). In post-communist countries like Bulgaria and Romania, legal loopholes create a high threshold for an entry by a newcomer thus leading to the consolidation of big media groups (Ibroscheva & Raicheva-Stover, 2009; Sutu, 2013).

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Title: The BBC iPlayer, the Public Value Test and BBC strategy development

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Abstract: This paper reports the findings from a research study of BBC strategy development based upon semi-structured interviews with senior BBC executives. It examines two case studies: the BBC iPlayer and the Public Value Test, and the complex relationship between them. The research asks how and why the BBC developed and implemented an on-demand strategy, and what factors affected the decision-makers' It explores how the BBC leadership made sense of the challenges the organisation then faced, and why it acted as it did. The findings illustrate the explanatory power of the institutionalist perspective, which highlights the role of the dynamics of its organisational field in shaping the understandings and actions of leading actors in the strategy process. The research supports the argument that accounts of BBC multiplatform development that focus on the role of production culture neglect the significance of the BBC's interpretation of its context and its pursuit of legitimacy though an attempt to reconcile the institutional logics of public service and marketisation. The findings also question the assumptions of the influential school of innovation studies which views incumbent institutions especially those in the public sector, as too hidebound and sclerotic to innovate. They suggest instead that the BBC example illustrates how the public sector can provide a fertile culture for innovation.During its 2003 Charter renewal process the BBC faced a two-fold crisis threatening its survival: in terms of audience relevance and its legitimacy as a public service broadcaster. The BBC's solution was to commit to on-demand delivery based upon an innovative streaming media service the iPlayer, offering audiences access to its programming whenever, wherever and on whatever device they chose. The BBC pioneered what has become the default digital media strategy for broadcasters, helping to usher in the era of 'post-network' television.However the BBC faced a difficulty in launching new services, which was how to establish a clear distinction between what was legitimate for public service to provide online and what should be left to commercial competitors. Its digital proposals were attacked for encroaching on the market and proved hard to justify. Therefore the second aspect of the BBC response was to reinterpret and redefine public service as Public Value and propose a novel regulatory measure, the Public Value Test for all its new services, with the aim of ensuring their legitimacy. The first Test was conducted on the iPlayer and on-demand services. The Corporation had successfully redefined its own remit and rules of governance, and subsequently broadcast regulation policy across Europe. The BBC survived but at the price of becoming more risk averse in digital media and institutionalising a more marketised definition of public service.Key WordsBBC, Charter renewal, institutional logic, iPlayer, legitimacy, marketisation, multiplatform, on-demand, Public Value Test, strategy, organisational field

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Title: Panel: Globalization, International Development, and the Public Service Media Debates

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Abstract: Panel Title: Globalization, International Development, and the Public Service Media DebatesAbstract:Public service media (PSM) is one of the most debated media policy issues around the world. Ardent supporters extol the importance of having a public goods approach to media, one that promotes democracy, pluralism, and makes up for the market inefficiencies of commercial media. Critics of PSM vehemently denounce PSM as obsolete, expensive, and impractical. They claim PSM is no longer warranted in light of innovations of digitalization and the choices offered by the multiplex. With all the competing studies, public policy briefings, and narratives about PSM's place in the media ecosystem, it's challenging to come to one overriding conclusion about. Much like the debates that take place around public healthcare, PSM seems caught in a perpetual limbo ' it's easy to critique, its flaws and imperfections are well-documented, and problematizing is easier to do than coming up with workable solutions. Despite its many challenges, detractors, and forms of competition (cable, satellite, mobile, internet, commercial, and community media, PSM remains for many an essential means of organizing media. Concerned about the state of journalism, public participation, and the need to have media platforms that support diversity and pluralism, scholars, activists, and policy advocates maintain that there's a need to re-think models of PSM, and to put forward new approaches that will work in the new media realities of the 21st century. This panel seeks to take a comparative look at the state of public service media around the world by looking at current research and insights offered by global projects such as the Open Society Foundation funded project Mapping Digital Media and the RIPE Network (Re-Visionary Interpretations of the Public Enterprise. Public Service Broadcasting). Panelists will offer comparative perspectives on current trends around the world regarding PSM in both developed and developing country contexts. In doing so, this panel will offer a historical overview of the RIPE network of scholars and advocates; a mapping of key ideas, researchers, and movements to support PSM around the world; and case studies outlining how the transition of state run media into PSB is fairing in the global South and international media development efforts.Chair: Monroe Price, Annenberg School for CommunicationDiscussant: Marius Dragomir, Open Society Foundations Panelists:' Gregory Ferrell Lowe, University of Tampere, Finland: RIPE@ -- Fifteen Years of International Development and the Lessons Learned' Julio Juárez and José Antonio Brambila, The University of Sheffield, UK: Rethinking PMS in Contemporary Mexico' Anis Rahman, Simon Fraser University: South Asian State Media in Flux: Power, Politics, and the Public' Susan Abbott & Minna Aslama Horowitz, University of Helsinki: Re-Framing Public Media as a Global Project: New Models

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Id: 10560

Title: Panel: Globalization, International Development, and the Public Service Media Debates

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Abstract: RIPE@ -- Fifteen Years of International Development and the Lessons LearnedPublic service broadcasting was invented in Europe in the early 20th century as a principled approach to media operations, production and distribution premised on a normative theory positing the 'social responsibility' approach. PSB was considered essential for the democratic development, cultural diversity and social quality of life in European countries that were shattered by the devastation of Total War at mid-century, and that is enshrined by treaty law since 1997 in the EU. The advent of cable and satellite television, the spread of FM radio that opened significant local frequencies, and strong pressures to develop economic prosperity in the era of 1970s 'stagflation' supported the incremental advance of commercial broadcasting and the end of PSB monopolies in the 1980s. With the growth of digital networked media since the late 1990s, PSB began the transition to become public service media. In the heartland of its origination, PSM has faced an existential crisis of considerable duration that is far from settled, with variable conditions across countries. In contrast, there is evident interest to develop and secure a public service sector in countries without this heritage ' for reasons that are quite similar to the causes for its creation in Europe about 100 years ago. That is evident in quite a few countries in Asia, the Middle East and Latin America, as documented in the recent series of reports published by the Open Society Foundation. In its 15th year of practice, RIPE is the first international network to focus precisely on this sector, to document and assess characteristic challenges and obligations, to compare variations and similarities across time and space, and to continually investigate the dynamics of hegemony and resistance that are characteristic features. RIPE was started by Gregory F. Lowe, an American academic ex-pat in Finland working for Yleisradio (the Finnish public broadcasting company). Today this international initiative relies on a network of hundreds of scholars and dozens of practitioners around the world. This initiative in public media development has produced seven international conferences (biennially since 2002) and published six edited books that are frequently cited in relevant literature. The RIPE conference model is distinctive in how it is conceptualized and operationalized to link two quite different communities, academe and industry, in a productive relationship of mutual benefit. Some of the most important PSB institutions in the world have been conference sponsors (ABC in Australia, BBC in Britain, DR in Denmark, NHK in Japan, NOS in the Netherlands, Yle in Finland, and ZDF in Germany). Respected universities have hosted the conferences (e.g. University of Tampere, Aarhus University, the University of Amsterdam, the University of Sydney). The 2015 book is currently being edited and the 2016 conference will take place at the University of Antwerp, sponsored by VRT Belgium. This paper explains what RIPE is, how it works, and why it matters. Particular emphasis is devoted to lessons learned.

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Id: 10566

Title: Panel: Globalization, International Development, and the Public Service Media Debates

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Abstract: Rethinking PMS in Contemporary MexicoThe broadcasting model that most Latin American countries have adopted is made of private television companies funded by advertising with high levels of media concentration and incipient public service media. In addition to the commercial approach, state intervention in Latin America has had the aim of reinforcing governmental control rather than promoting democratic communications. Mexican social, political, economical and technological landscapes have significantly changed in the last two decades. Society became more urban, global, organized and complex. Democratic pluralism and a competitive electoral market flourished upon relatively solid institutions. Moreover, the rise of Internet and new technologies impacted dramatically not only in the consumption of information but also in availability of news and knowledge. The paper addresses the question of how this new panorama has impacted the traditional Mexican PMS model. Drawing upon some of the new developments in the country and specific examples at a national level (cases of interest include but not limited to Canal 11 and Canal 22), this paper argues that in spite of the fact that there are many things to improve, the Mexican PMS model enters a series of challenges presented by new technologies and platforms. This presentation, therefore, attempts to fill the gap in our understanding of the key aspects associated with the evolution of PSM in a market still dominated by private enterprises. This work focuses on three different aspects. Internet and new technologies represent a new platform for diffusion, education and funding. In this sense, digital technology offers amazing opportunities for those who want to create and distribute content. As Juarez and Ferrel (2010) note, the vision of public service media in the digital landscape offers the opportunity to access new audiences within Mexico but also internationally in the Spanish speaking world. It can do so taking into account viewers' empowerment enabled by digital communication and interaction platforms.Second, cable and satellite systems offer a new set of public options that strength the New Mexican democracy. The rising of Channel of Congress (1998) as well as the Judicial Channel (2008) represented a direct increase in the availability of information and news close to notion of 'democratic values of news' (Cushion, 2012). Finally, a new institutional design emerging from a bill on telecommunications passed in 2014 has created opportunities for public broadcasters in Mexico to consolidate core PSM values such as universality and competitive participation in the media landscape. The creation of both the Organismo Promotor de Medios Audiovisuales (OPMA), in 2010, and the SPR (Sistema Público de Radiodifusión del Estado Mexicano) in 2014, allowed the formalization of a Code

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of Ethics and a programming Ombudsman critical to ensure the quality of public interest of news (Brambila, 2014). The work will offer a summary of the goals, challenges and opportunities to PMS in México. And, in spite of the fact that the presentation is focusing in one country, the aim is to find similarities for the understanding the state of PMS in other contexts.

Id: 10570

Title: Panel: Globalization, International Development, and the Public Service Media Debates

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Abstract: South Asian State Media in Flux: Power, Politics, and the PublicOver the past two decades a massive amount of literature on public service media (PSM) has contributed to the development of a global body of knowledge. However, it largely showcases the institutional models and practices of PSM in Western and developed countries. Given that state-administered public media has often been dominant in many developing nation-states, the struggles for public media and new opportunities for public values in these regions remain underreported in the global study of PSM. With a view to contribute towards a deeper understanding of the non-Western public media initiatives, this paper focuses on South Asia, home to one of the world's largest and diverse media system. Based on a combination of primary and secondary data, it provides a critical overview of the state-administered broadcast institutions in India, Pakistan, and Bangladesh and shows how the state media is being transformed to PSM at varying paces in this region. Drawing on Negt and Kluge's notion of 'proletarian public spheres' the paper argues that the proliferation of media outlets mostly benefit the neoliberal repositioning of the bourgeois politics rather than the grassroots. It further shows that the switch-over from analog broadcasting to digital broadcasting in this region brings new hopes not primarily for multiple publics but for multiplying commercial enterprises. While state controlled public broadcasters are being recognized for its minimalist public service role, such role is enfeebled by crippling political and commercial imperatives. In this context, the concerns for greater diversity or plurality of voices are realized. In conclusion, the paper emphasizes a pressing need for expanding public media beyond institutions and point toward its policy implications.

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Title: Panel: Globalization, International Development, and the Public Service Media Debates

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Abstract: Re-Framing Public Media as a Global Project: New ModelsMedia and communication development have been part of the international agenda for decades. Notably, after the fall of the Berlin Wall media development, that is efforts to promote, support, and nurture an independent, democratic media as part of wider efforts to improve governance, the state of a society, and economic development, media, journalism, and communications program became more mainstream. The efforts of civic groups working on media reform, media development, and Internet rights, have continued the advocacy efforts of previous generations, notably the MacBride Commission and its successors, by calling for global standards and policies aimed at improving the democratic quality of media and the ability for all citizens of the world to access information. In this regard, efforts by global civil society advocating for the inclusion of free expression, access to information, and access to key technologies, in the new United Nations Sustainable Development Goals, stands out. In this context, the continued advocacy of public service broadcasting has for some international players been paramount to their larger efforts, i.e. UNESCO has endorsed public service broadcasting and supports it as a cornerstone of democracy and inclusive knowledge society in non-Western contexts (UNESCO 2014). Yet, as noted by Voltmer (2013), public service media (PSM) all around the world are threatened by commercial competitors and governmental pressures: They need to find new ways to ensure their independence and inclusivity. The urgency of finding new strategies is relevant to (1) 'mature' PSM organizations in globalizing marketplaces, as well as (2) contexts where state media are being transformed into public service media (e.g., former Eastern Europe, some Asian countries, many Latin American countries), or (3) where public interest media (including PSB, community, and local media) face severe commercial competition and/or need to be revitalized.Given the above challenges, it is essential for those advocating the existence of PSM, to rethink how build a model of PSM that is accessible and inclusive, contextually sensitive, technologically and financially viable, institutionally independent -- and globally meaningful.In our paper we will outline why PSM needs to be a global project. We will draw from already proposed revisionist PSM models (Bajomi-Lazar et al., 2012), and then add to these to that of the rights-based model (e.g., Boev & Bukovska 2011). We will then assess each model based on their possibilities of independence and inclusivity, contextual flexibility, technological opportunities, sustainability ' and global relevance. The result will be a matrix of new models that can frame PSM as a global project.

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Id: 10801

Title: Developing a model to investigate the potential of knowledge-relevant content in television programmes

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Abstract: One of the most significant issues is access to knowledge as a pivotal part of democratic societies (e.g. Thomass 2003). Public Service Broadcasters (PSB) can play a key role to impart knowledge as the European Broadcasting Union claimed and Curran et al. confirmed (Curran et al. 2009, EBU 2005).The Call for Papers carried out the importance for PSB to 'demonstrate their indispensability due to their truly distinctive content'. Knowledge-relevant content is essential for the idea of public service (McQuail 2012). Several studies in the context of education or knowledge in television have concentrated on factual programming and on specific topics (e.g. Lehmkuhl 2013; Woelke 2010; Milde/Ruhrmann 2006; Robinson 2006; Weiss 2008; Göpfert 1996; Volpers et al. 1992; Gies 1974). However, far too little attention has been paid to fictional programming. Although today there is no strict border between formats that provide educational or entertaining content. Classical school programmes exist next to so called edinfotainment formats 'blending educational material with entertainment and information strategies' (Grummell 2009: 276). The Swiss Broadcasting Cooperation SRG SSR (SRG) works like other PSB with the approach of integrating education into general programming. Looking for knowledge-relevant content on one hand and excluding all fictional programmes on the other hand means in the case of the SRG that up to 50 percent of the daily programming is not considered.Consequently the aim of this study is to develop a model in order to investigate knowledge-relevant content in the whole editorial programme: e.g. in news, reports and magazines as well as in quiz-shows, series and movies.While a variety of definitions of the term knowledge have been suggested, this paper will use knowledge-relevant content defined as a reasoned statement of cause and principles with reference to science (Anacker 2007; Renzl 2004). Under the assumption that PSB want to reach the audiences, the model refers to the 'three distinct, but not separable, Aristotelian elements of ethos (credibility), logos (reason), and pathos (emotion)' to examine knowledge-relevant content (Higgins/Wallker 2012: 197). Logos reflects the logical structure of the television content with indicators like facts and explanations. Ethos means the credibility of scientists, academics or scholars which appear in television programmes. It can be determined by the role of these protagonists as e.g. experts or teachers (Peters 2008). Pathos can be understood as emotional factors which gain attention for the content and create relevance by e.g. personalization, proximity, conflict or success (Eilders 2006).The different indicators (e.g. facts, role of protagonists, emotional factors) can be analysed within television programmes. Weighting the indicators as weakness or strength with respect to the elements logos, ethos and pathos allows a differentiated perspective. Independent of genre or topic we can speak with the utmost probability of knowledge-relevant content if all three elements (logos, ethos and pathos) are strong. Using this model enables to estimate and reflect the potential of knowledge-relevant content as truly distinctive content in the whole editorial programme of

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PSB.

Id: 10852

Title: The Future of Indonesian Public Service Broadcasters in the Midst of Media Ownership Monopoly and Digitalization

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Abstract: Public service broadcasting (PSB) in Indonesia that represented by Radio Republic of Indonesia (RRI) and Television Republic of Indonesia (TVRI) is now at a crossroads. Contrary to global issue in transforming PSB towards public service media, in Indonesia, the both media institutions are still have to protect their position as an independent and professional PSB in order to compete with the commercial broadcasting monopoly system, and recently will face regulatory changes that will determine their existence in the future, whether to return as the 'government mouthpiece' or remain as a public broadcaster.   This paper will discuss the current development of Indonesian PSB and my prediction on the future of RRI and TVRI toward public service media. This paper is mainly based on field observations that have been done in last five years and summary report from public advocacy initiatives for Indonesian PSB within 2014 conducted by Indonesian Public Service Broadcasting Clearing House, a not for profit organization that focus on raising public initiatives to maintain and accelerate the transformation of PSB in Indonesia. Public advocacy conducted to respond parliament initiative to draft new special law for Indonesian PSB in 2014-2015.   Once designated as independent PSB through Law 32/2002 on Broadcasting in 2002, RRI and TVRI experience transformation in status, but still face crucial problems in adapting and responding to technological innovation and maintain its independence from government intervention. Recently, listeners and viewers rating of RRI and TVRI plummeted; quality programs are also declining, internally due to lack of creative human resources and externally, government intervention in selecting the central board of the institutions. The road map of PSB digitization that initiated by Indonesian authorities from 2013 to 2018 certainly will not be achieved, due to human resources constraints and weak regulation.   At the same time, liberalization policy of broadcasting system in Indonesia over the last 15 years created total domination of national commercial broadcasting over public broadcasters. The rapid grow of commercial media outlets that lead to monopoly ownership by only 12 people conglomerates and the massive political power intervention to commercial media newsroom in the 2014-General Election lowered credibility of the broadcast media. The question is, whether the crisis of public confidence to the commercial media and the existence of a special law on PSB will bring the glory of RRI and TVRI toward independent public service media in the future' This paper will try to discuss it through IAMCR.

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Id: 11166

Title: Regulation of PSB in Europe: Funding, content requirements and Public Value Tests

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Abstract: Digitization allows that similar content can be transferred and used across different media network platforms. This leads to a changing mode of media regulation. In particular, the expansion of public service broadcasters' (PSB) supply is also connected with a realignment of media policy. Especially the public service contract - hitherto focused on broadcasting - will be adapted to new services. This has also implications for the legitimacy of PSB (e.g. Moe, 2008, 220). Also, deciding on online activities of their PSB EU member states have to take the EU competition law into account.Against this background, the comparative study presented in this paper investigates funding models, content requirements and instruments (which were established to expand the public service remit of digital media services) of all 28 EU member states. The case selection draws on the assumption of Latzer (2007, 159) which say that digitization leads to changes in national media regulation regimes. Methodologically, the description of regulatory instruments and procedures is based on a qualitative document analysis: legal documents, country reports and comparative studies (e.g. OSF, 2012, MEDIADEM, 2011, CMCS, 2012, EC, 2008, Donders & Moe 2011).As a result, it can be shown that there are significant differences in the regulation of PSB in Europe. For example, to date only ten EU member states (AT, BE FL, DE, DK, ES, FI, GB, IE, NL, SE) have implemented Public Value Tests (PVT) that comply with EU competition law. The paper shows that the regulation of new media services - in addition to the technical development - is framed by political and economic factors as well as by the regulatory culture of a country. In Belgium, the Netherlands, Sweden and Denmark exists high and diverse content requirements for PSB and 'minimal' PVT, which are focused on the social value and not include a rigorous market impact assessment. In general, these countries tend to an interventionist regulation approach according to their market size and to general objectives. Sociocultural considerations play a major role. In countries like Austria, Germany, Finland, Great Britain and Ireland economic policy considerations are more important.SourcesCenter for Media and Communication Studies (CMCS) (2012). Assessment of the Consistency of Hungary's Media Laws with European Practices and Norms. Online: http://cmcs.ceu.hu/news/2012-01-05/new-study-hungarian-media-laws-in-europe-an-assessment-of-the-consistency-of-hungary.Donders, Karen/Moe, Hallvard (eds.): Exporting the Public Value Test: The Regulation of Public Broadcasters' New Media Services Across Europe. Göteborg: Nordicom.European Commission (EC) (2008). Independent Study on Indicators for Media Pluralism in the Member State. Online: https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/final_report_09.pdf.Latzer, M. (2007). Unordnung durch Konvergenz ' Ordnung durch Mediamatikpolitik. In: O. Jarren & P. Donges (eds.), Ordnung durch Medienpolitik' (S. 147-167). Konstanz: UVK.MEDIADEM (2011). European Media Policies Revisited: Valuing & Reclaiming Free and Independent Media. Online: http://www.mediadem.eliamep.gr.Moe, H. (2008): Public Service Media Online' Regulating Public Broadcasters' Internet Services - A Comparative

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Id: 11169

Title: Radio Spectrum Battles in the Era of Technological Convergence: Public Service Television vs Wireless and Broadband Internet in Europe

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Abstract: Radio spectrum, a natural but limited resource, has always had competing claims made upon it. The success of wireless communication has put pressure on the most favourable, and already congested, spectrum bands (Manner 2003). Allocation decisions involve the international, European and national regulatory levels and, although technical, these decisions are political since they shape the growth opportunities of different industries (Delaere et al. 2014).The paper examines the most recent spectrum battle in Europe between terrestrial broadcasters and mobile broadband operators concerning the future of the UHF band in the run up to the ITU WRC negotiations in November 2015. In Europe, this band has been used primarily for the provision of universal, free-at-the-point of reception public television services (Harvey 2014). As part of the digital dividend, terrestrial broadcasters have already relinquished the 800MHz band to the mobile industry to accommodate its exponential growth. The current negotiations focus on the future use of the remaining band. The debate is complicated. Non-European countries in the ITU Region 1 lacking a strong DTT platform wish to allocate more spectrum to mobile broadband. Moreover, although the DTT platform is well established in Europe, the picture varies and some countries have announced plans to reallocate the 700MHz from terrestrial television to mobile services. The paper has three aims. First, it maintains that this debate will shape the future of (public service) broadcasting. It explains the spectrum battle in the context of the growing commercialization of media supply, the emphasis on personalised media consumption and a concomitant questioning of public service media and values. Since it is primarily PBSers who rely on it, the continuing pressure on the UHF band can be seen as part of the efforts to minimise PSB. Second, the paper analyses the arguments put forward by the digital terrestrial broadcasters and the mobile industry. PSBers justify their position (the need to have sufficient spectrum) more in terms of democratic and cultural values, as a diminished DTT platform will fundamentally alter the conditions of citizens' access to broadcasting. The mobile industry justifies its demands more in economic and industrial terms. Third, the paper notes competing conceptualisations of 'convergence'. The mobile industry supports the idea of technological convergence and European-level solutions in relation to spectrum but in other instances, the mobile industry supports national solutions. The paper explains that 'technological convergence' is a construct and economic actors may favor seemingly inconsistent solutions depending on their position and perceived vulnerabilities in (inter)national markets.The paper draws on communication policy, political economy and political science literature, notably relating to PSB, mobile/ internet communication, and radio spectrum. In terms of methodology, it is based on extensive documentary analysis, discussions and participation in various relevant policy fora.
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Id: 11504

Title: Television as public service: the space of society participation on TV Brazil and RTP

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Abstract: With different historical trajectories, broadcasting systems of two Portuguese-speaking countries, Brazil and Portugal allow to public broadcasters of television a sort of missions and principles, also differentiated in relation to commercial channels. In Brazil the televisual market is marked by control by private initiative, in Portugal there was a monopoly public service until the beginning of the 21st century. In both countries, however, is on public television stations in which there would be greater link with citizens, powered by means of structures that would be conducive to participation of society in instances of monitoring and evaluation. In the case of Brazil this instance would be materialized in the Board of Trustees of Brazil communication Company (EBC), TV Brazil Manager. The Portuguese experience involves since 2014 the functioning of two organs, with differentiated functions in the management and evaluation of RTP, the Opinion Council and the General Independent Council (CGi). The public broadcasters of Brazil and Portugal, the Constitution of these councils would be one of the ways to ensure social participation in the management and evaluation of productions performed and broadcast by the public broadcasters. These councils, which would take part representatives indicated by organised civil society, it would among other things, the adoption of the work plan of the Executive Boards of public communication. The aim of this issue is to reflect on the possibilities and limits for the intervention of society these spaces formed, taking as object of empirical analysis material boards produce and make available to citizens through your pages on the internet. Will be analyzed as documents from this boards its reports, regulations and tecnical texts; the record of hearings and public sessions, in text and/or video and even the magazine of the Board of Trustees of the EBC, digital publishing with four editions broadcast. With reference to authors such as Habermas, Daniel Hallin and Francisco Rui Cádima, the proposal is to understand the different forms of citizens ' empowerment, viewers, through these control instances, and representation.

Id: 11767

Title: Between legitimacy and sustainability. The ambiguous translation of partnerships in public service media policy

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Abstract: In their transition towards Public Service Media, public broadcasters years have gradually integrated partnerships and cooperation as part of their strategy, especially with other public institutions, such as museums, libraries, archives and education. Not only have these partnerships provided new means of enriching content and services, they also provide public broadcasters a new legitimizing instrument. Indeed, the idea of collaborating has been pushed heavily by governments in recent years and has been translated into a series of recommendations, specific requirements in management contracts, and adapted juridical rules in media law, making these partnerships legally sound. With public broadcasters now fully embracing partnerships, the question is whether these policy commitments have proven to be valuable and effective for partnerships in the long term and in what ways existing media legislation is fit to match new forms of flexible, short-term cooperation, coproduction and co-option. The aim of this paper is therefore twofold. Firstly, it examines the motives underpinning decisions and statements of governments to push for partnerships between public broadcasters and other public players. Secondly, it analyses how partnerships commitments are translated into specific requirements and obligations within three countries. The paper draws on concluded doctoral research (dissertation in 2014) on partnerships and collaboration strategies and ongoing analysis of public partnership initiatives and their surrounding juridical frameworks. It presents evidence from The Netherlands, Flanders (i.e. northern part of Belgium) and the UK, comprising of three public broadcasters that have markedly demonstrated a shift towards partnerships; all of them heavily propagated by governments and media regulators alike. Methodologically, the case study builds on a combination of literature review (contextualizing the idea of partnerships), expert interviews with broadcaster representatives, cultural players and policymakers (60 interviews conducted between 2010 en 2014) and lastly, an analysis of policy documents (Media law, management contracts, editorial guidelines).The paper argues that, albeit a shift towards partnerships for PSM goes hand in hand with government obligations, the translation of partnerships commitments into concrete measurable obligations risks partnerships to become instrumental. Moreover it argues that the overarching legislative boundaries and juridical leeway in which these partnerships take place, still prove to be hampering rather than enabling collaboration. Lastly, it demonstrates that, despite statements of policymakers on cooperation aspiring to the ideal of a so-called Digital Commons in

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which PSM function as nodal points within a web public institutions, in practice, the suggested cooperation more often than not aims for consensus and compromise between public and private media players within the ecosystem, thereby risking the idea of partnerships to become a mechanism pursuing status quo rather than public value in the long run.

Id: 11776

Title: Real TV Formats: Challenges and Opportunities for the Public Television Services

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Abstract: Since the 90's, with the multiplication of the channels European television became a highly competitive system that finally forced programmers to base their offer on the most successful formula. This model has caused some trends in programming and scheduling and, finally, in genres that are dominated by a kind of macrotrend wich is the hybridization of genres. Also, due to the repetition of the most successful formula and the amount of distribution and consumption systems, the cycle of popularity of genres happens at a very high speed. This, also, forces programmers and creators to continue introducing changes that revitalize the genres: spin-off, copy cat, franchise, prequels, sequels, ' The most emblematic example of hybridization and the big phenomenon in television is the rise of Info-show, and not only by its size, but also by the constant innovation, the changes that it introduces in the scheduling strategies or the influences over other macrogenres. But, are public and commercial channels playing the same role' Are they using Info-show content as a similar programming weapon'These are some of the questions that we try to answer in this paper. We found quite conclusive data that shows that the answer to these questions is no. Additionally, not only public and commercial European channels are playing a very distinct role, but also public television is leading the innovation in such content.   Beyond the formats themselves, public television aims to use Info-show as a priceless support to reinforce social values and local, national or even European identities.The results that we

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present correspond to a study developed in the observatory of the European television Euromonitor, and integrated by the authors.The findings in the matter have been developed in the frame of the research project "Reality TV: new advertising strategies in the European generalist DTT" (ref. CSO2012-39232), founded by the Spanish Government and carried out by a team of the research group GRISS (ref. 2009SGR1013). The investigation has developed from a quantitative and qualitative analysis of the sample of the project, which includes the television programming of the 2012-2013 season, and is based on our own typology of the television genres. The study centers on five European markets (Germany, Italy, Great Britain, France and Spain) and is based in the offer of the historical general interestchannels; ARD, ZDF, SAT1, PRO7, RTL, RAI1, RAI2, RAI3, Canale 5, Italia 1, Rete 4, BBC1, BBC2, Channel 4, ITV, La1, La2, TV3, Antena3 TV, Telecinco, Cuatro and La Sexta. The sample corresponds to the observation and monitoring minute to minute of one week. The paper focuses on three different axis; differences between public and commercial strategies, differences between countries, and variety of Real tv formats in the European television. We aim to analyse size (offer), genres and from a most qualitative perspective, themes, contents and values.