



MEDIA@LSE
Department of Media and Communications

Department of Media and Communications public lecture

Television Beyond Frontiers: reflections on public service broadcasting in a digital Europe

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FROM TELEVISION WITHIN FRONTIERS TO TELEVISION BEYOND FRONTIERS:

Reflections on Public Service Media in a
digital Europe.

Prof. Dr. Caroline Pauwels

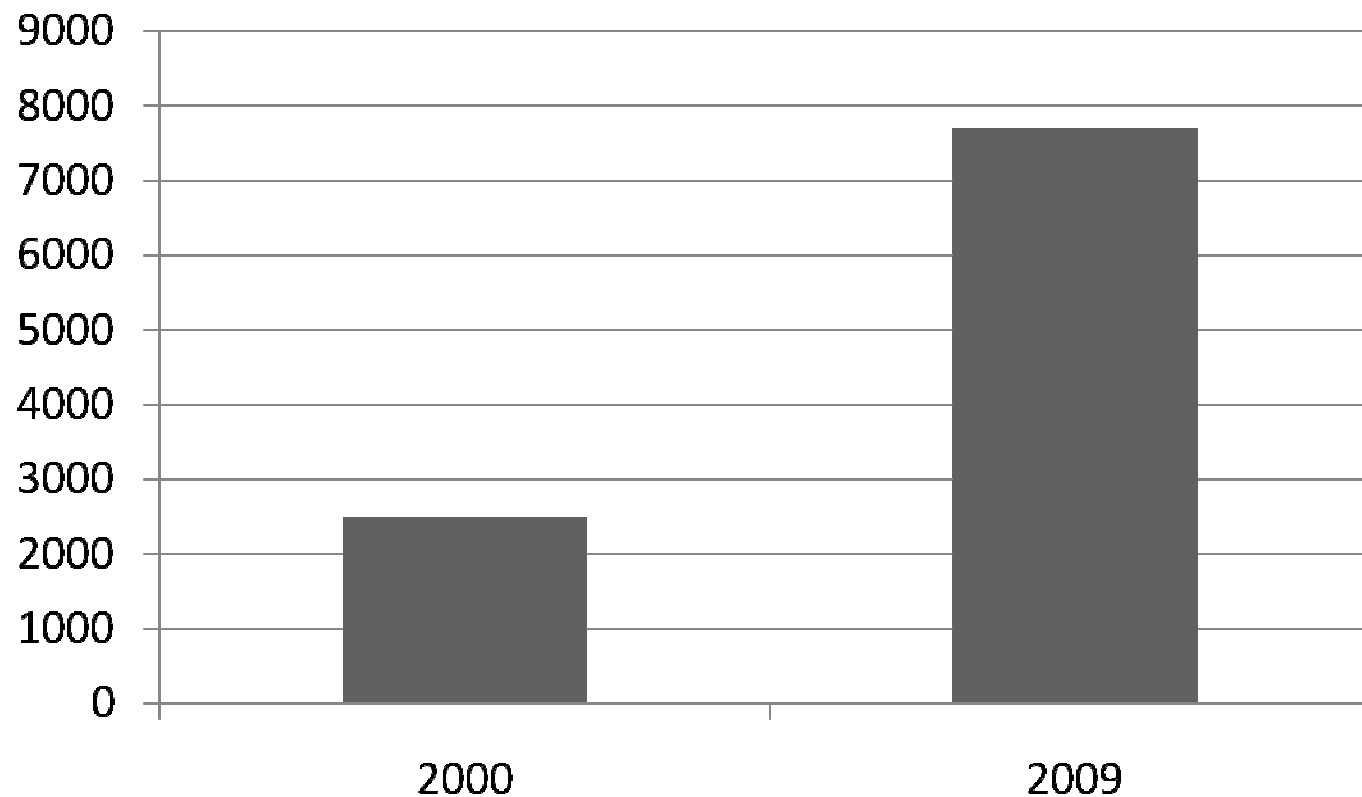
OVERVIEW

- Preliminary remarks
- Chronological overview PSB -> PSM history
 1. Television within frontiers
 2. Television without frontiers
 3. Television beyond frontiers
- Conclusions & recommendations

1. PRELIMINARY REMARKS

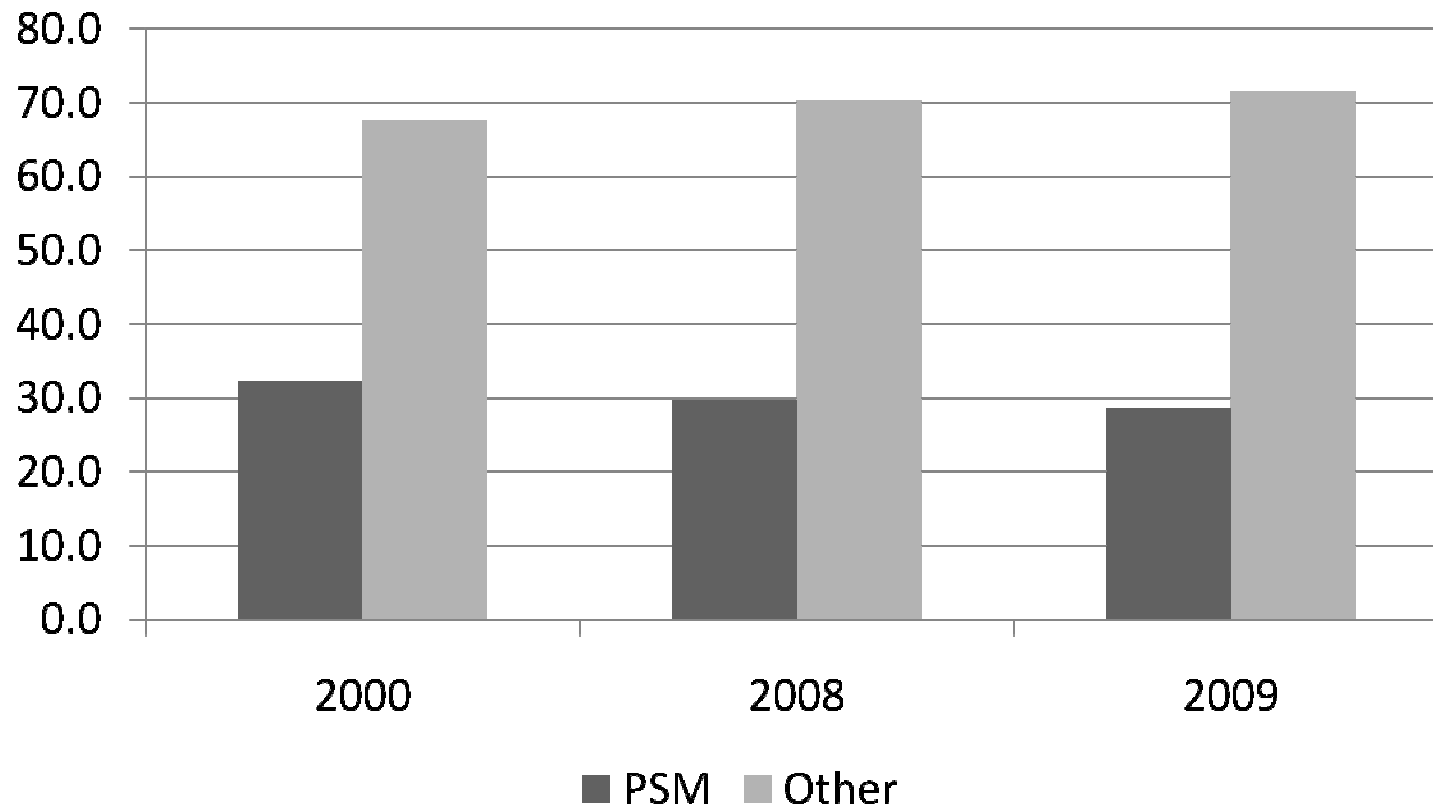
- PSB studies & rhetoric: television bias -> need for multi- or cross-mediality
- Normative nature of debate: choice for PSM is societal choice, result of political vision on society
- Avoid dichotomous thinking & false arguments: PSM indeed is a 'usual suspect'
- PSM covers up for empirical diversity

NUMBER OF TV CHANNELS IN THE EUROPEAN UNION HAS TRIPLED



Source: Based on EBU Members' data

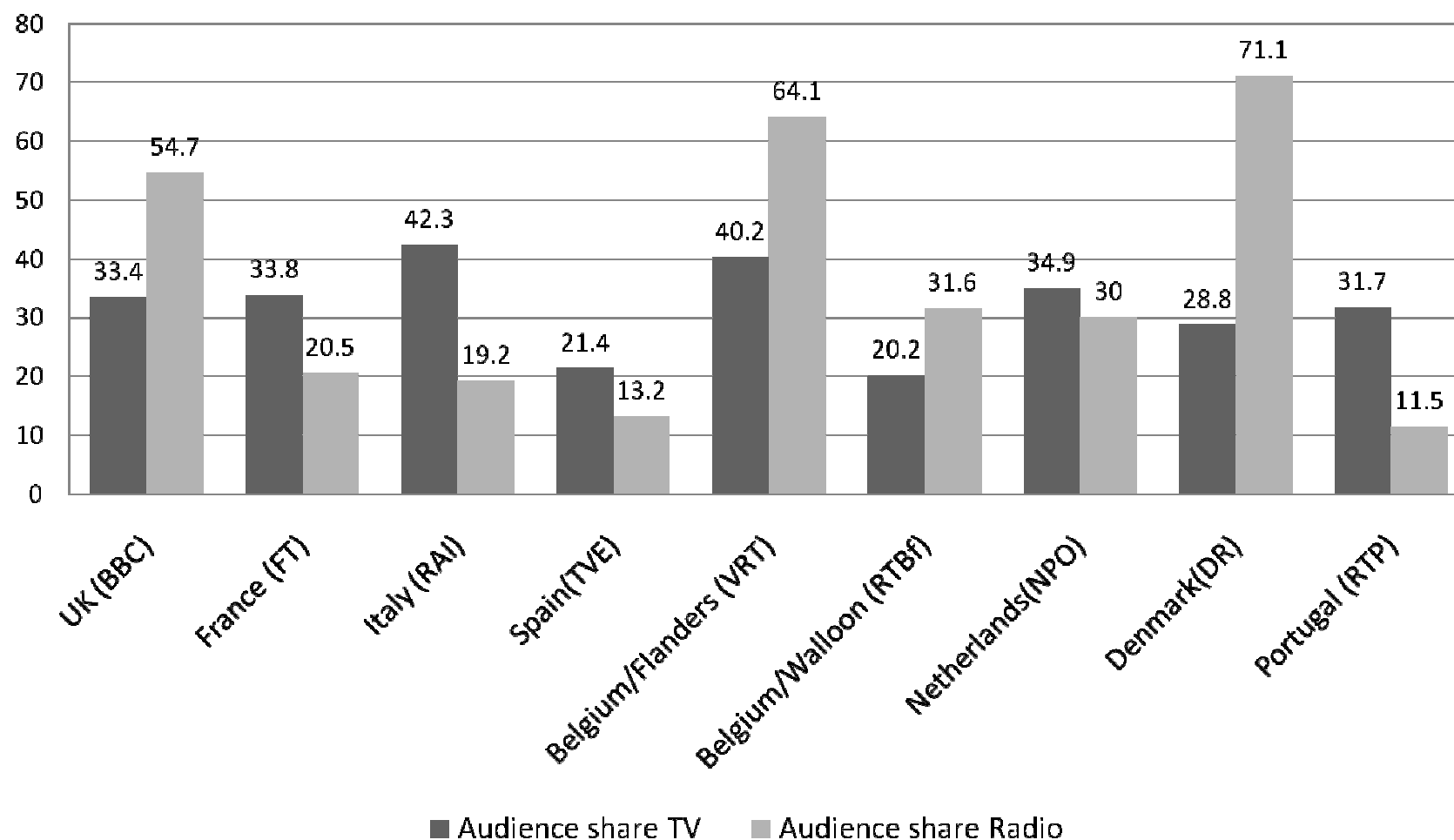
TV MARKET SHARE EU 27*



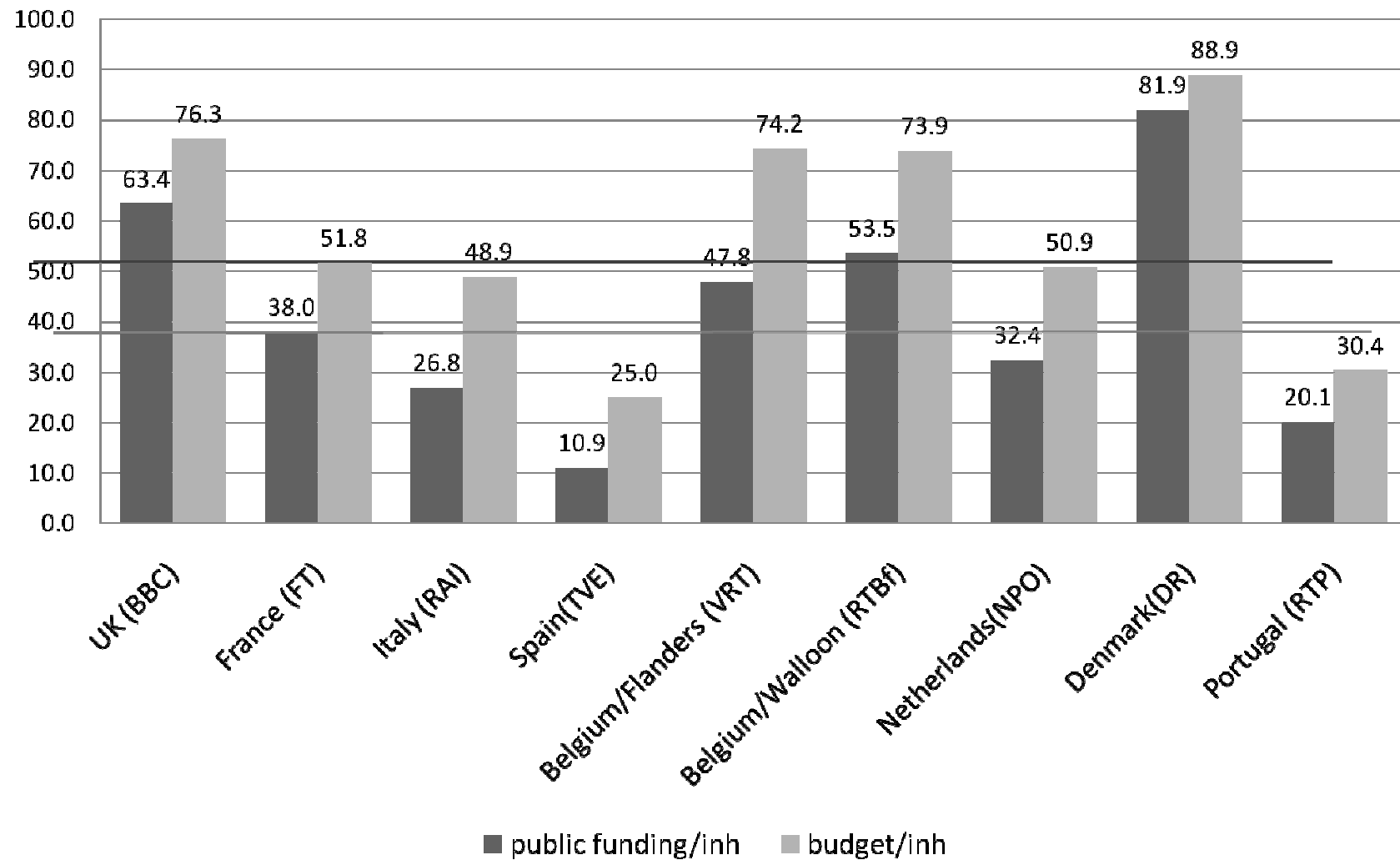
**Bulgaria, Luxembourg, Malta and Romania not included due to missing data*

Source: Based on EBU Members' data

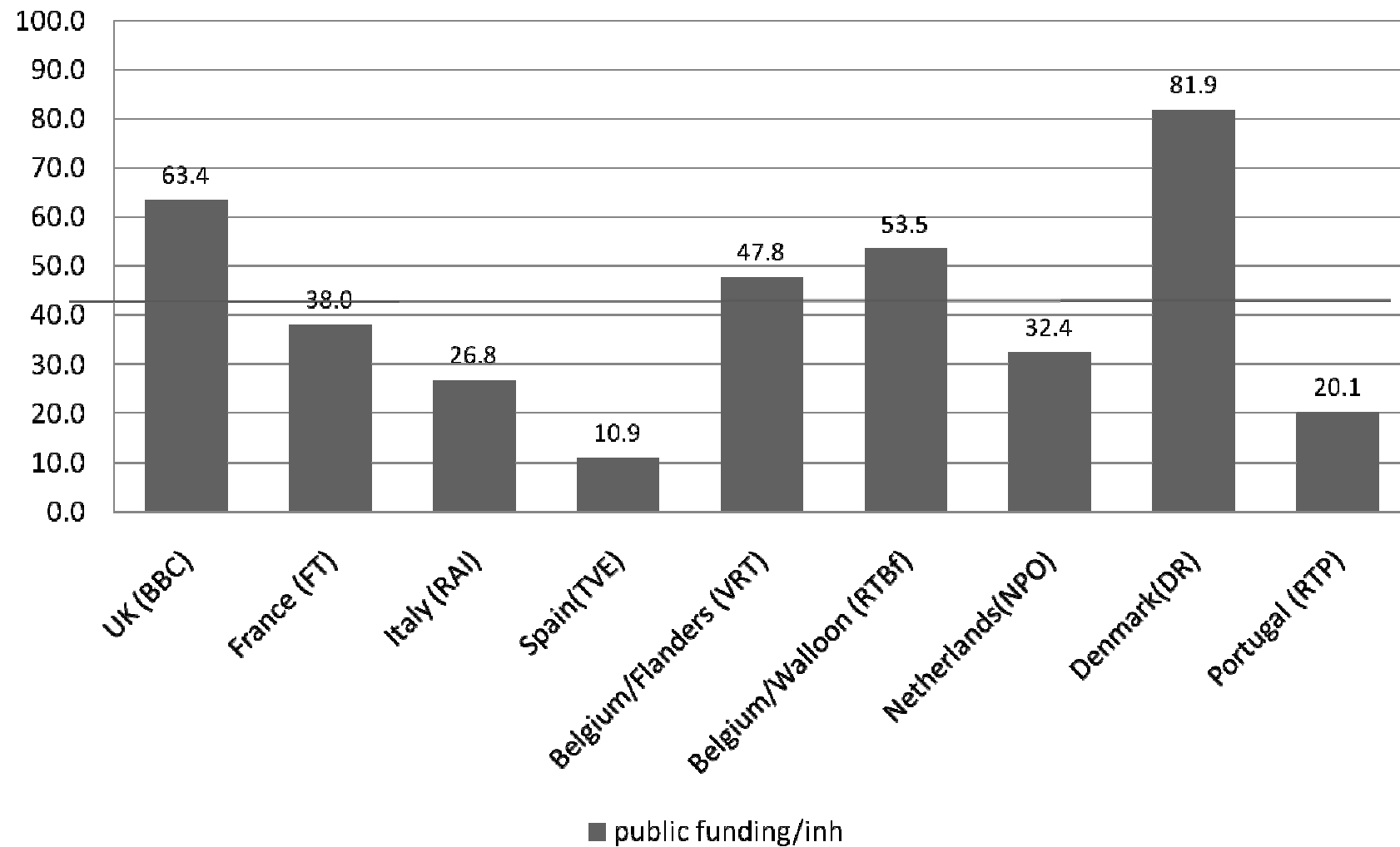
PSM MARKET SHARES TV & RADIO



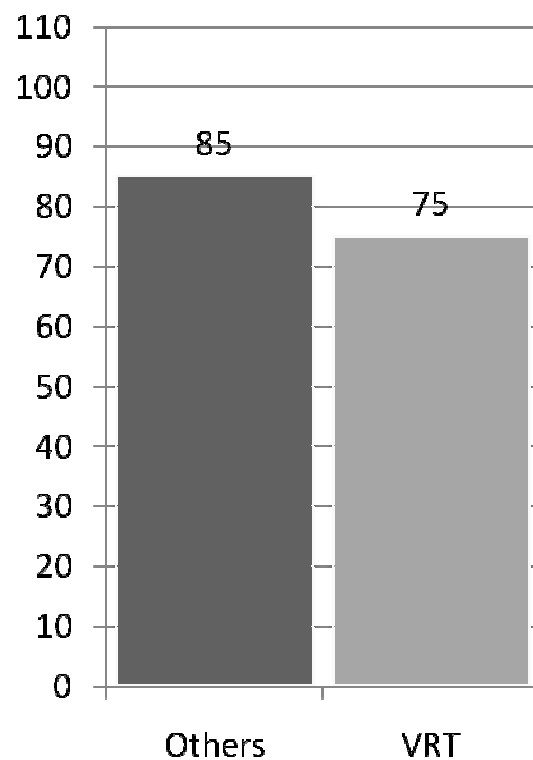
AMOUNT OF PUBLIC FUND/OVERALL BUDGET/INHABITANT



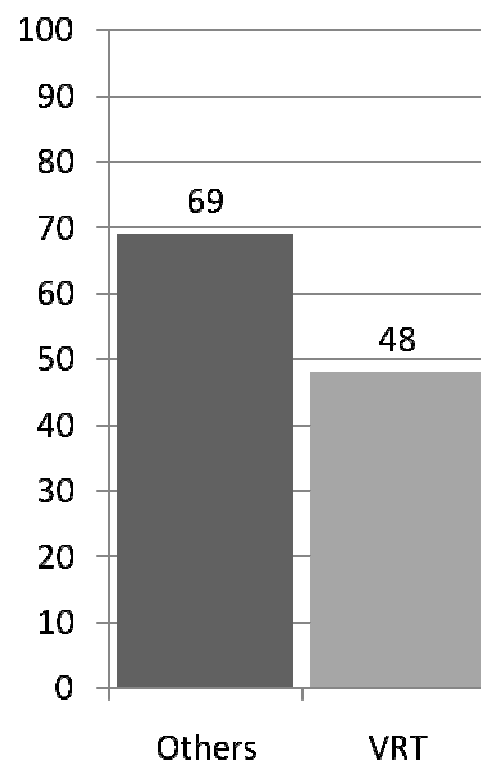
AMOUNT PUBLIC FUNDING/INHABITANT



BENCHMARK VRT FINANCING



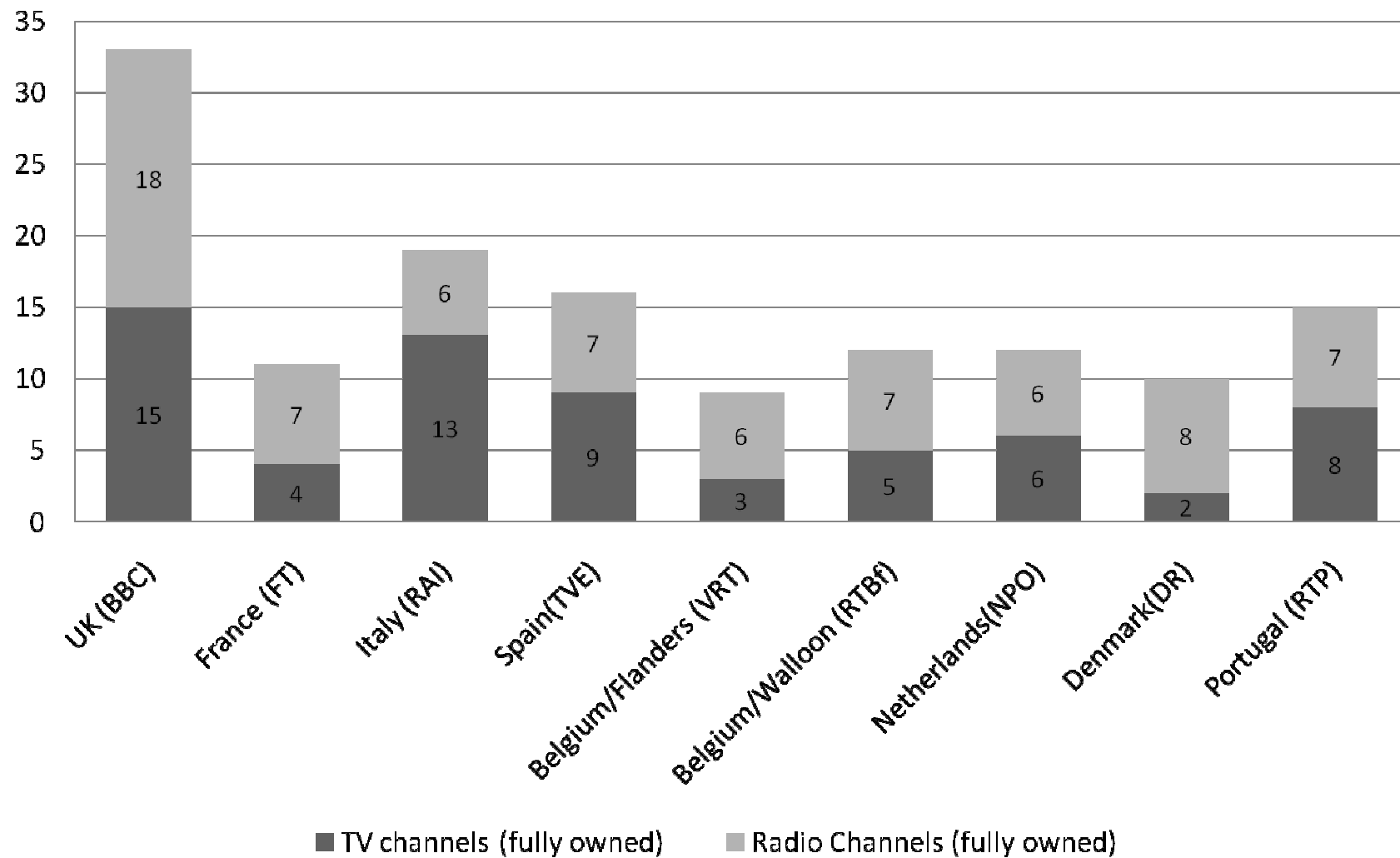
Budget per Inhabitant (€/pp)



Government subsidy per Inhabitant (€/pp)

Others: Average of 7 public broadcasters incl. VRT

BUDGET/INHABITANT -> VARYING RADIO & TV OFFERS



2. CHRONOLOGICAL OVERVIEW

1. Television within frontiers = managing
SCARCITY
2. Television without frontiers = managing
CHOICE
3. Television beyond frontiers = managing
ABUNDANCE



1

First period

TELEVISION WITHIN FRONTIERS:

managing scarcity

TELEVISION WITHIN FRONTIERS = MANAGING SCARCITY

- Ideas
 - Enlightenment, emancipation & humanism
 - Spectrum scarcity
- Interests
 - Nation States
 - Political elites
 - Citizens
 - ...
 - Radio industry
 - No real independent TV production industry
- Institutions
 - Nation state level: national or regional
 - No real EU interference
 - Cultural and social objectives



2

Second period

TELEVISION WITHOUT
FRONTIERS:

managing choice

TELEVISION WITHOUT FRONTIERS = MANAGING CHOICE

- Ideas

- Postmodernism
- Neo-liberalism
- Consumer sovereignty: his majesty, the viewer
- New public management

- Interests

- PSB Inc.
- Private sector: broadcasters, advertisers, independent production companies
- Consumers
- EU institutions
- Upcoming WTO/Unesco battle for legitimation

- Institutions

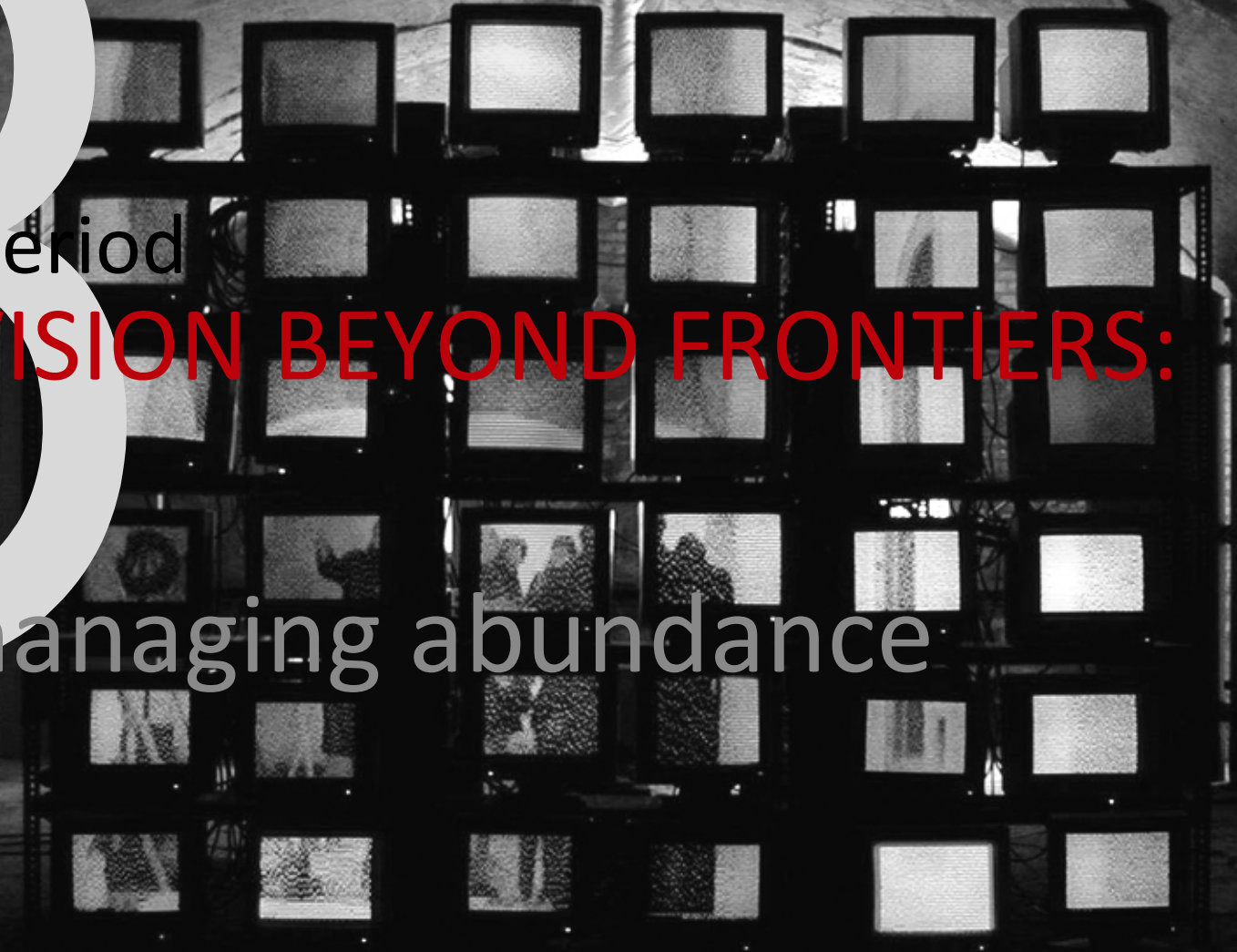
- (Nation) State at a distance -> 'independent' regulators
- Impact of EU liberalization and market integration agenda
- Economic liberalization & harmonization agenda
- Sector specific and horizontal policies: competition law on the rise
- Subsidiarity: Article 151(4) EC treaty (now Article 167(4) TFEU) & Amsterdam protocol (1997)
- Impact WTO (>< UNESCO)

3

Third period

TELEVISION BEYOND FRONTIERS:

managing abundance



TELEVISION BEYOND FRONTIERS = MANAGING ABUNDANCE

- Ideas
 - Late modernism; hybridization, liquid society
 - Open source, Social media & wisdom of the crowds
 - Cultural diversity movement
 - Googlenomics: 'free' economy movement
 - Public sector management/public value management
- Interests
 - Multi-stakeholder media environment
 - Traditional media players, but no longer confined to broadcasting: publishers, distributors
 - New players:
 - You Tube, Google,
 - cultural institutions
 - PS Multimedia Entrepreneurs
 - UGC: prosumers or producers
- Institutions
 - From TWF -> Audiovisual media services directive: meeting convergence!
 - Full fledged competition policy: Public value tests & market impact assessment
 - UNESCO's convention on cultural diversity

3. CONCLUSIONS

- Implement overall legal framework conducive to global PSM environment & spirit
 - PSM fund:
 1. Sustainable funding for PSM institution as a platform, middle long term guarantees
 2. Public Service Programming fund, available to all, no top slicing of PSM funding (1) however
 - Implement & enhance existing Legal media framework
 - Competition law
 - Media literacy & media capabilities initiatives: secure demand for PSM offer
- Reposition PSM along new core tasks
 - **Conversation**: embrace social media but be a trusted guide & counterbalance the paradox of choice
 - **Citizen** & competences/capabilities approach; address digital divides (access, capabilities, critical sense, privacy...); social search engine
 - **Credibility**
 - **Creativity** & innovation: on SW & HW level
 - **Conservation**: secure common cultural heritage & national narratives





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