



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

Professor Caroline Pauwels

Head of the Institute for Broadband Technologies/Studies on Media, Information and Telecommunications, Free University of Brussels

Dr Damian Tambini

Senior lecturer, Department of Media and Communications, LSE

Professor Sonia Livingstone

Chair, LSE

FROM TELEVISION WITHIN FRONTIERS TO TELEVISION BEYOND FRONTIERS:

Reflections on Public Service Media in a
digital Europe.

Prof. Dr. Caroline Pauwels

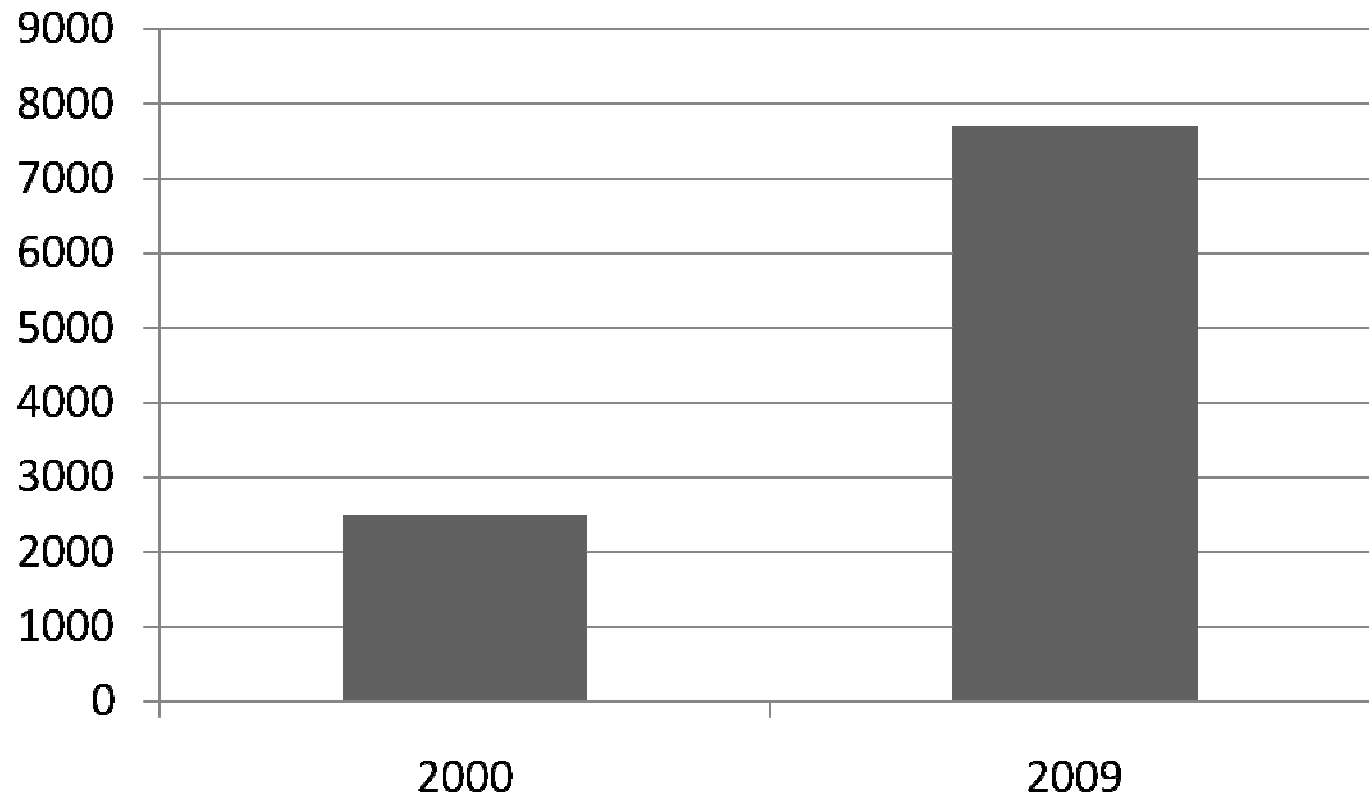
OVERVIEW

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

1. PRELIMINARY REMARKS

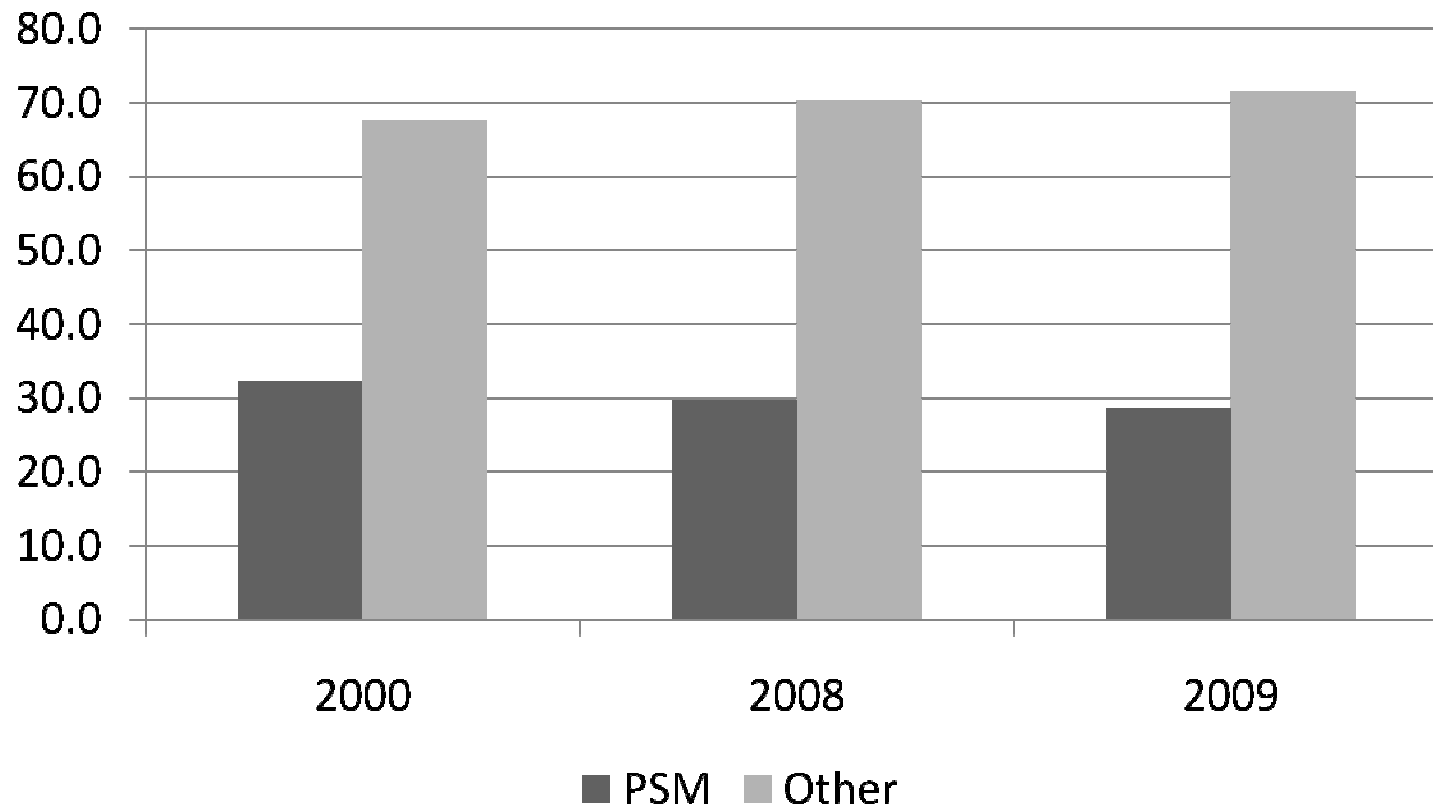
- PSB studies & rhetoric: television bias -> need for multi- or cross-mediality
- Normative nature of debate: choice for PSM is societal choice, result of political vision on society
- Avoid dichotomous thinking & false arguments: PSM indeed is a 'usual suspect'
- PSM covers up for empirical diversity

NUMBER OF TV CHANNELS IN THE EUROPEAN UNION HAS TRIPLED



Source: Based on EBU Members' data

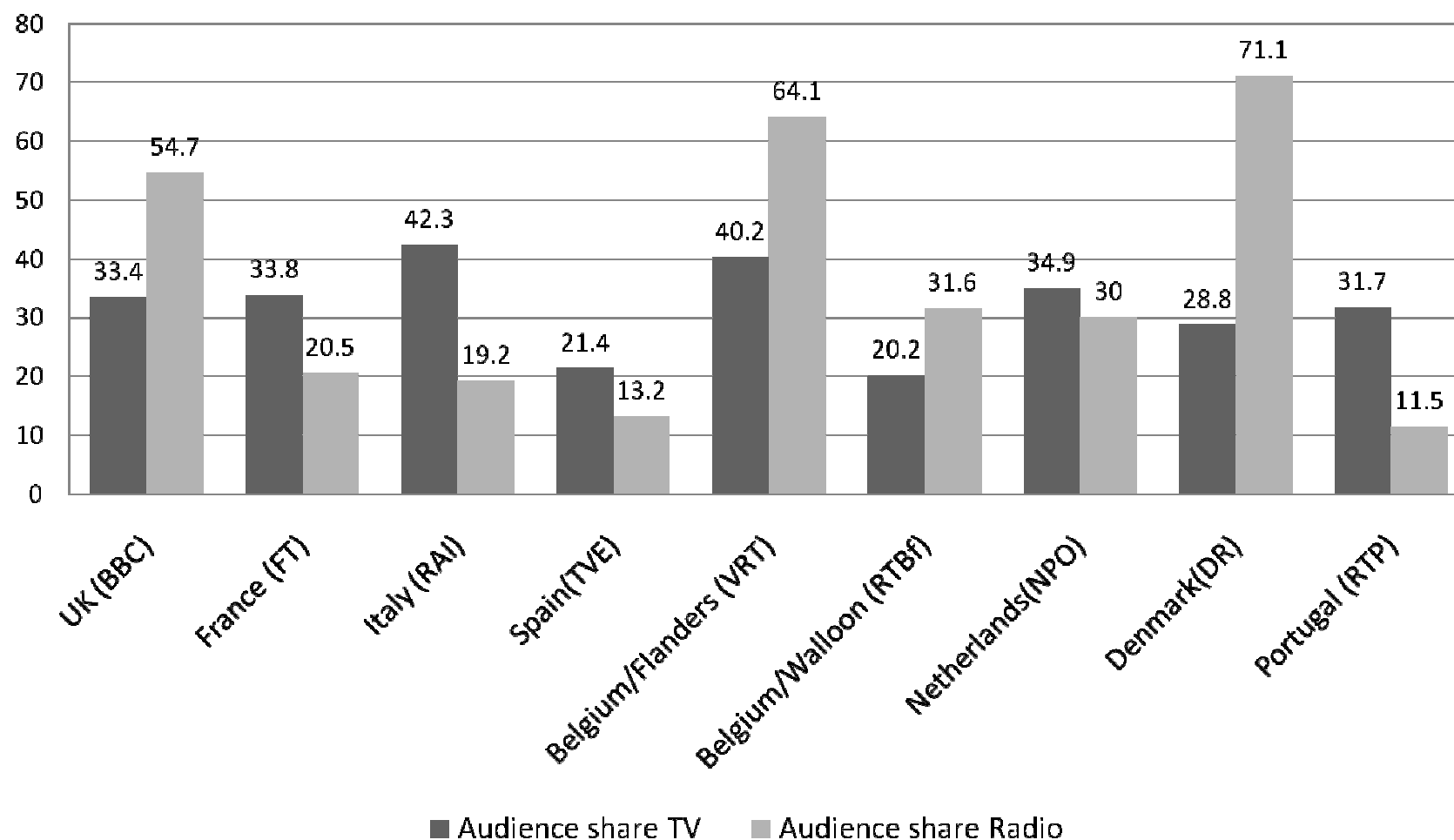
TV MARKET SHARE EU 27*



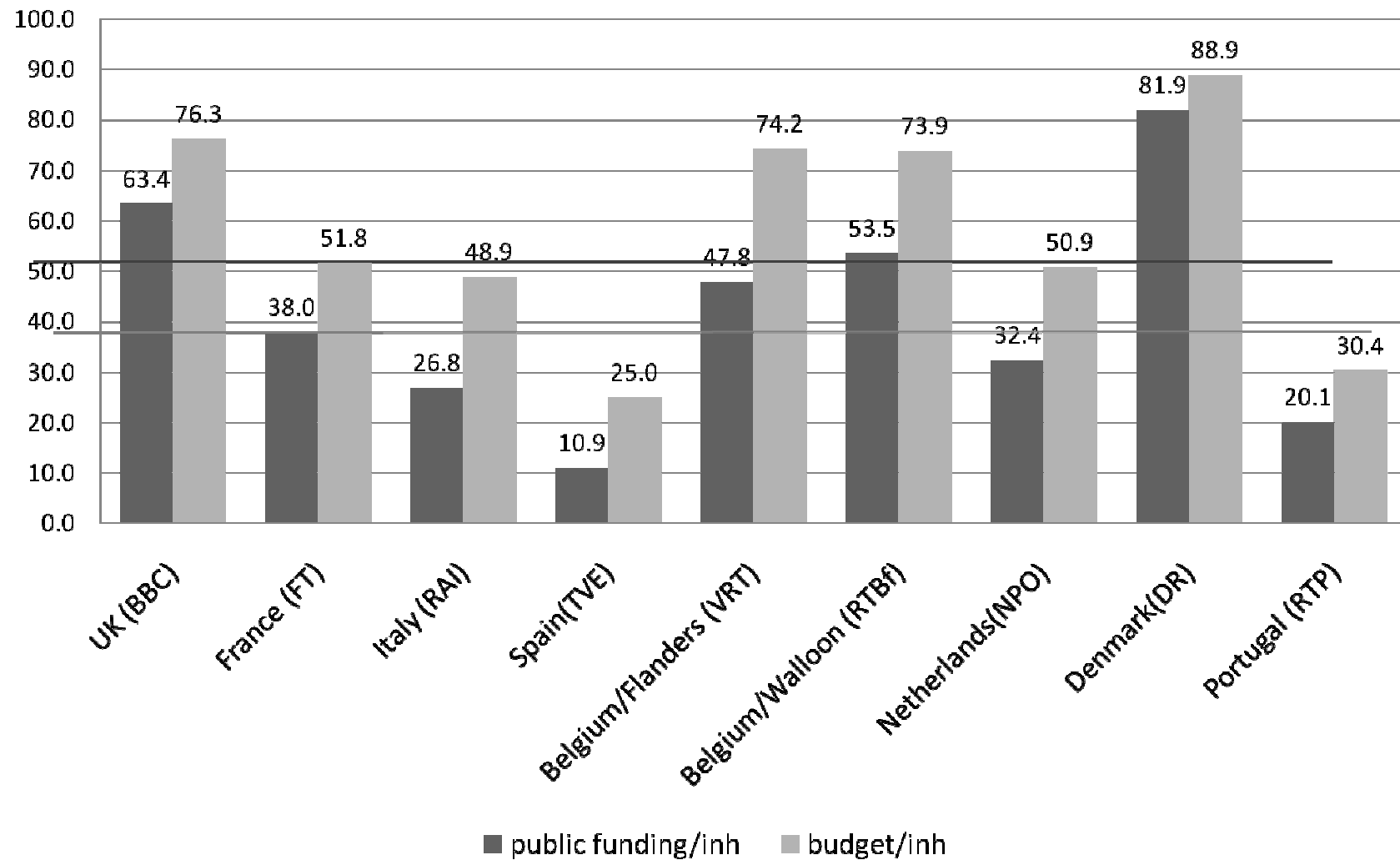
**Bulgaria, Luxembourg, Malta and Romania not included due to missing data*

Source: Based on EBU Members' data

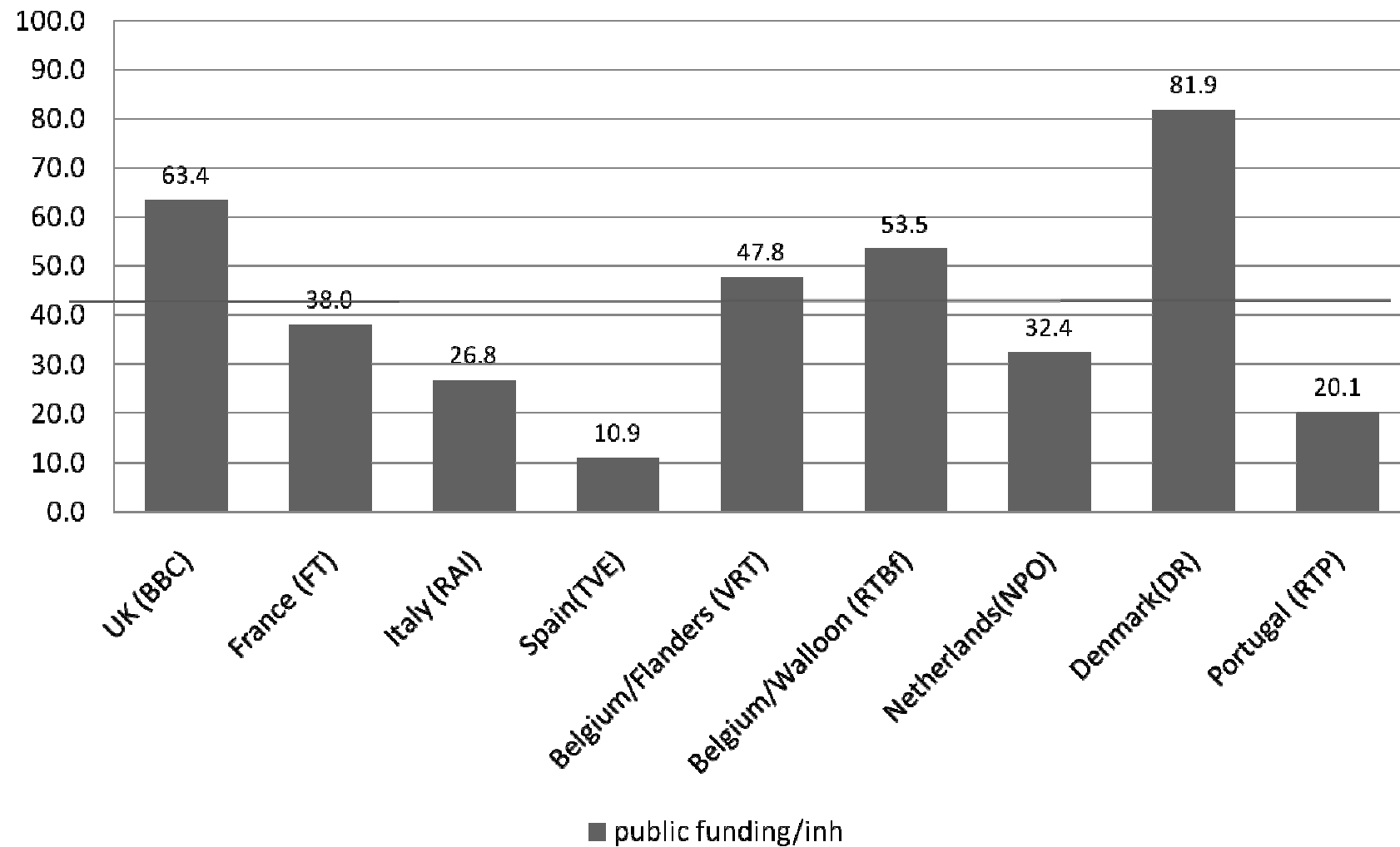
PSM MARKET SHARES TV & RADIO



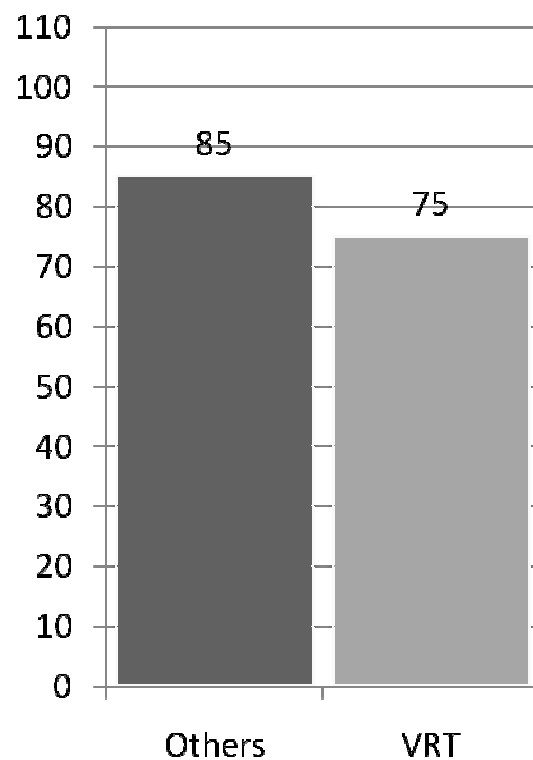
AMOUNT OF PUBLIC FUND/OVERALL BUDGET/INHABITANT



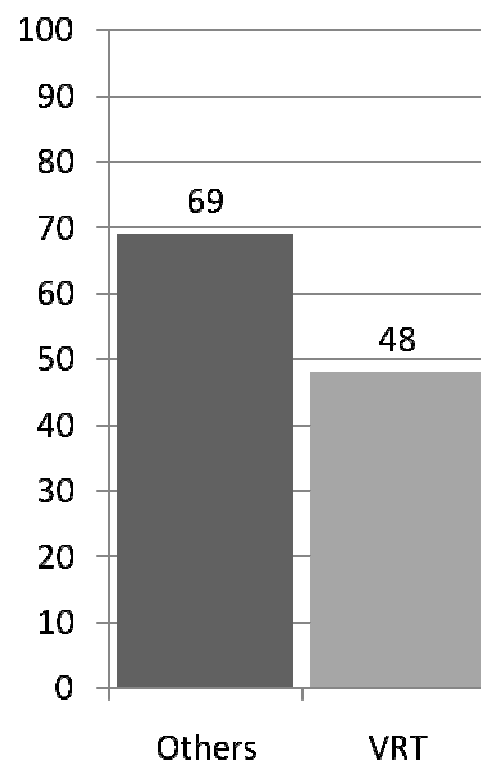
AMOUNT PUBLIC FUNDING/INHABITANT



BENCHMARK VRT FINANCING



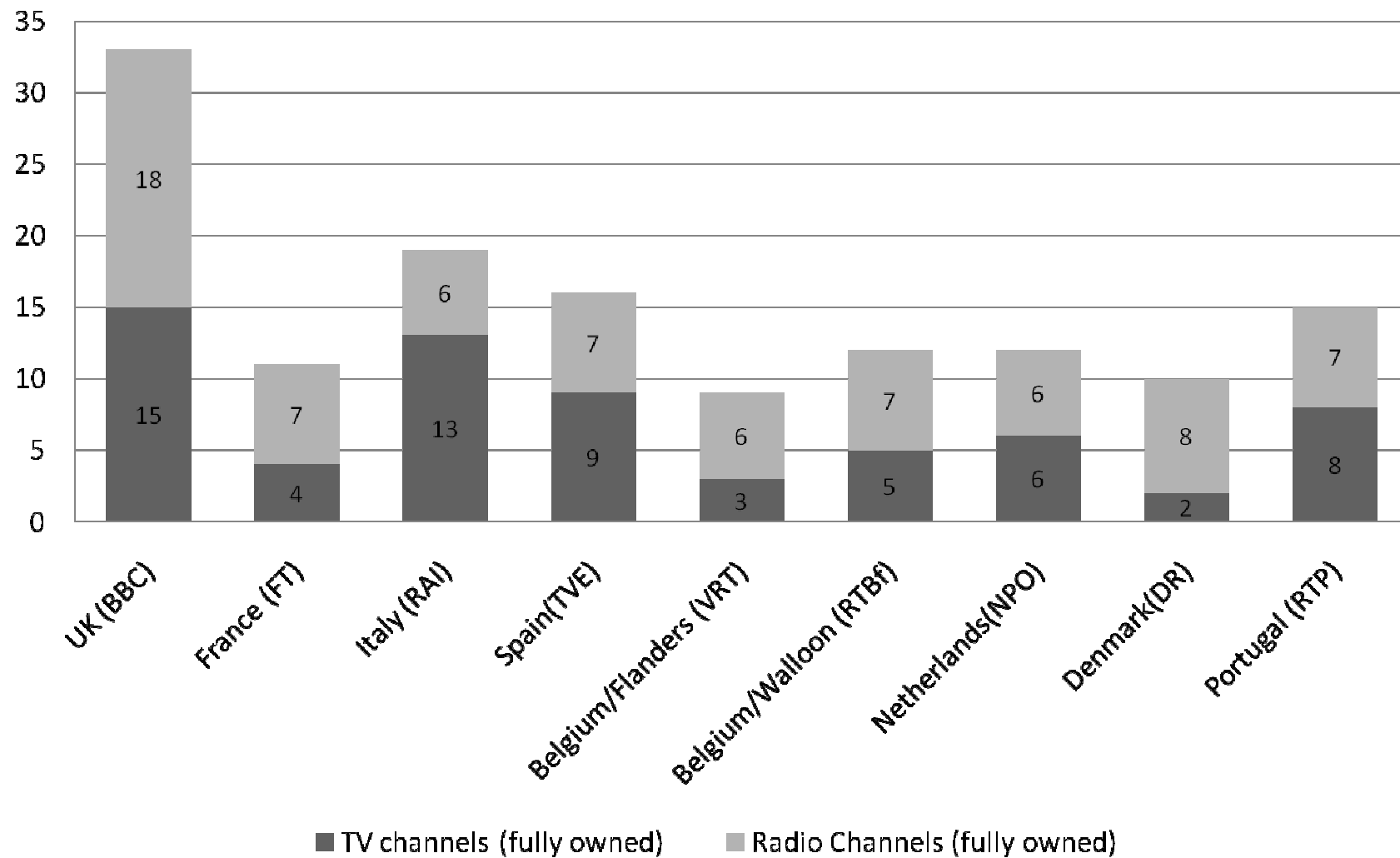
Budget per Inhabitant (€/pp)



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)

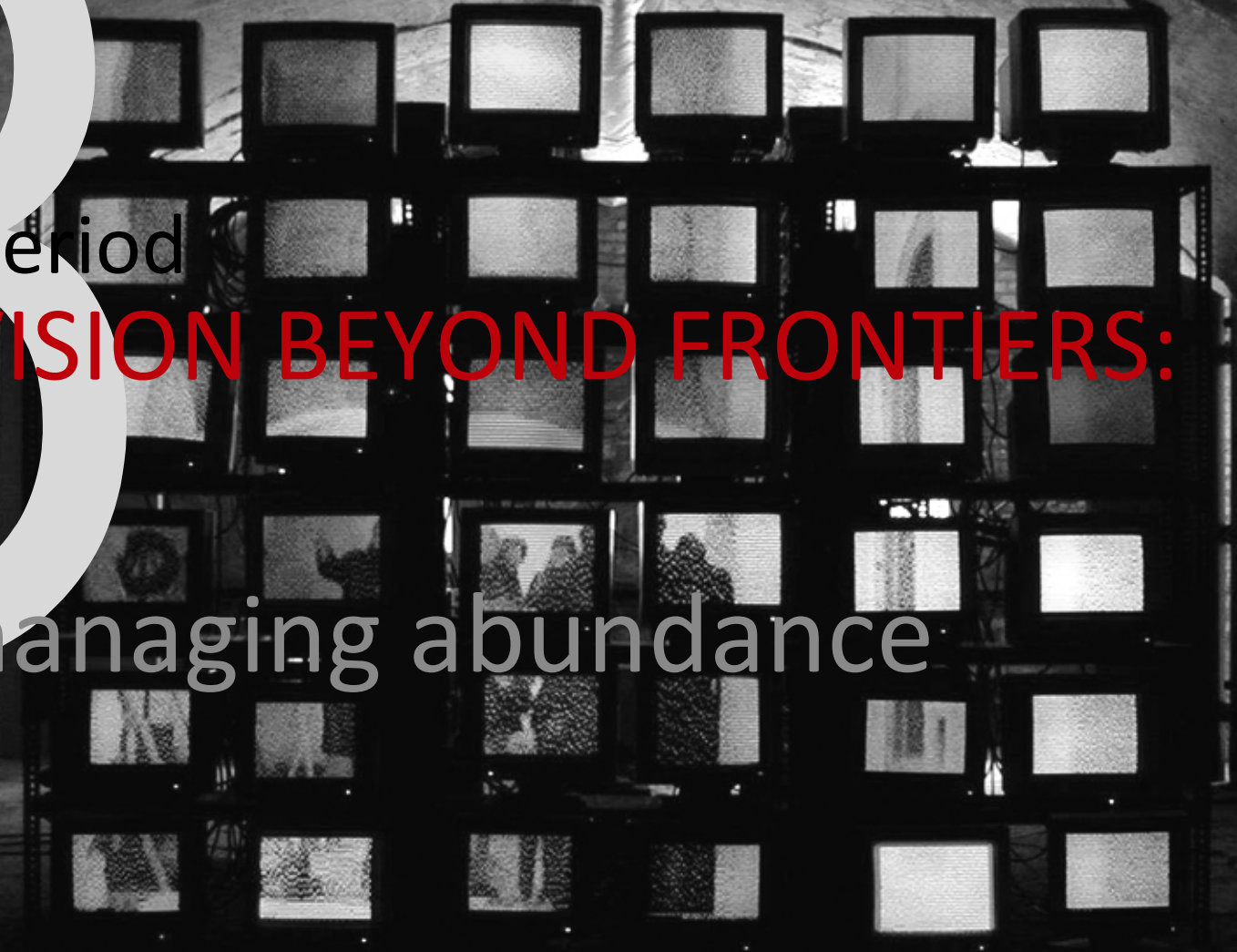


3

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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