

# Public Service Media Policies Working Group

Abstracts of papers accepted for presentation at the annual conference of the  
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**Id:** 19481

**Title:** How responses to 'fake news' are threatening the long-term future of the BBC

**Session Type:** Individual submission

**Authors:**

Name: Ivor Gaber

Email: ivorgaber@gmail.com

Country: GB (United Kingdom)

Affiliation: University of Sussex

**Abstract:** "Objectivity means stating this fact is wrong, and that fact is true, and not giving any airtime to total nonsense at all. Where facts can be established, your duty is to tell the truth. Objective truth reality exists. Your job is to find it and tell it. Have confidence, broadcasters. Your country needs you!"

Matt Hancock, UK Secretary of State for Digital, Media, Culture and Sport

(<https://www.gov.uk/government/speeches/matt-hancock-on-the-future-of-the-media-at-the-oxford-media-convention>)

These words, spoken by the UK minister responsible for broadcasting represent both a startling naivety and an ominous threat to the standing and funding of public service broadcasting (PSB) in the UK. In a media culture in which concerns about fake news remain a prominent preoccupation and when Britain is wrestling with the problem of Brexit (British withdrawal from the European Union), then the preservation and the enhancement of a strong and independent public service broadcasting news service is vital.

The notion that there is a simple 'objective truth' which the broadcasters are enjoined to locate and disseminate, is not just naïve but is potentially dangerous. It suggests that news broadcasters who report something that the government regards as 'false' could be vulnerable to government pressure and the BBC, because it is the only PSB funded by government, it is particularly vulnerable, despite the fact that it remains the most used and most trusted source of news in the UK, both off and online (Reuters 2018 63 - [http://media.digitalnewsreport.org/wp-content/uploads/2018/06/DNR\\_2018-FINAL\\_WEB.pdf?x89475](http://media.digitalnewsreport.org/wp-content/uploads/2018/06/DNR_2018-FINAL_WEB.pdf?x89475))

Conservative governments have long complained that the Corporation is biased against them and in the heightened atmosphere of Brexit-induced political polarisation, these complaints could turn into action.

But the Minister is out-of-step with the regulations that govern news coverage on the BBC. The Corporation's own Editorial Code, and the Ofcom (the Office of Communications) regulations that now govern the BBC, make no mention of 'objectivity'. Instead both put great stress on the notion of 'due impartiality' in news coverage (

[http://www.bbc.co.uk/bbctrust/our\\_work/editorial\\_standards/impartiality.html](http://www.bbc.co.uk/bbctrust/our_work/editorial_standards/impartiality.html)

<https://www.ofcom.org.uk/tv-radio-and-on-demand/broadcast-codes/broadcast-code/section-five-due-impartiality-accuracy>).

This is a concept which has proved invaluable to broadcasters in their arguments with governments, and with others, who believe that they have been unfairly treated. For 'due impartiality' requires

that broadcasters are to be judged, not by the fairness or otherwise of one particular item or programme, but by how fairly they have treated issues across their entire output.

This recent ministerial pronouncement puts this under threat. For to hold to the belief that ‘facts’ are either true or false, and that there is an ‘objective truth’ out there waiting to be discovered, puts them in a position to go from mere complaining to intimidating the broadcasters by contesting every aspect of their coverage. For the BBC, dependent on government approval of the licence fee, this represents a potential threat to their ability to provide the UK with a news service that, until now, has been the country’s most trusted. It is this situation – with wide implications for public service broadcasters across the world - that this paper will address.

**Id:** 19621

**Title:** New strategies for new challenges: An analysis of the innovation of PSM in Europe

**Session Type:** Individual submission

**Authors:**

Name: Aida Martori Muntsant

Email: aida.martori@uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

**Abstract:** In a context where the media sphere is dominated by global giants fully integrated into the digital age, Public Service Media (PSM) cannot be limited to offer a linear broadcast, with the highest quality content. The challenge now is to obtain resources to technological development and new narratives, as well as make PSM projects findable on digital platforms and on the Internet.

From theories that update PSM to the digital era (Bardoel & d'Haenens, 2008; Dönders, 2009; Ferrell Lowe & Steemers, 2012; Fontaine & Grece, 2015; Gómez-Domínguez, 2016; Jankowsky, 2012; Sehl, Corina & Kleis Nielsen, 2016; Trappel, 2010) and after developing empirical research, this article points out that innovation and interaction are new values added to the traditional, PSM goals: to inform, entertain and educate.

This article analyses the strategies followed by different Public Service Media in Europe in order to integrate their projects to the digital environment, following a qualitative methodology based on consultation of documentation and interviews to professionals in charge of the public broadcasters' innovation area and experts in the field. The research questions are: Which are the main strategies followed by PSM in Europe to adapt their projects to the digital era? Which challenges do PSM have to face?

The results show that some strategies followed, such as:

- Integration of newsroom as the first step to achieve the full adaptation of media to digital era. The objective is to produce the content to be distributed through different PSM platforms.
- Cooperation with private partners. Recognizing the need for innovation in the public media, many formulas of cooperation between public and private corporations have been found in many European countries.
- Interaction with audience. Mobile applications were designed as second screen spaces with a high user interactivity, but they have evolved to an extension of the web pages where users can watch the videos. Interaction, on the other hand, has been transferred to social networks.
- To achieve the findability of PSM on the Internet and digital platforms is one of the goals. It is necessary to develop trust brands and public media are using algorithms, artificial intelligence systems and big data in order to recommend content to the audience. In the post-broadcasting era, broadcasting corporations are transforming their websites into participatory platforms.
- Media Labs. Public media tend to develop laboratories to develop their innovation activities. Some examples, mostly born from 2012, are the RAI Lab, in Italy, the SRF Data, in Switzerland, the NRK Beta, in Norway, or Francetv LAB, in France.

The main challenge to achieve these strategies is how to find resources to innovate without affecting the quality of contents. This article will explain that in a context that innovation is a key element, PSM should find a balance between being able to continue producing quality content and adapting the offer to the digital era, which requires the entry of new roles to develop new functions with profiles related to technological development and narratives.

Keywords: PSM, digital era, innovation, interaction, MediaLab, digital platforms

**Id:** 19805

**Title:** Public Good, Democratic Values and the Role of the Public in Public Service Media: Paradigm Shifts in the Academic Debate

**Session Type:** Individual submission

**Authors:**

Name: Gentiana Ramadani

Email: ramadanigentiana@yahoo.com

Country: AT (Austria)

Affiliation: University of Vienna

**Abstract:** The paper develops an institutional analytical framework of media governance that enriches the current discussion on public participation in Public Service Media (PSM). It asks whether public involvement in policy making processes can effectively transform PSM' governance by challenging the traditional top-down with bottom-up approach.

The work explores and discusses, using meta-analysis and the institutional versus organizational approach two dimensions; first, the discussion begins with the scholarly insights on the role of PSM as an Institution and identifies changes in its perception(s) and capacity to provide a public space for a democratic discourse. Secondly, it investigates the degree and the conditions under which specific attention is afforded to citizens in policy processes. The paper interrogates this process on the basis of deliberative democracy, public good and public value research.

Both, the meta-analysis discussion and the institutional versus organizational approach focus on the recent two decades of scholarship' debate on Public Service Media (PSM). It maps and analyses the paradigm shifts in the knowledge gaps and illustrates changes in understandings of the role of the public within PSM. The work divides the body of academic literature in three periods from 2000 to 2018s and map the main points of the past and current discussion.

Concerns about democratic values and educational functions of PSM, as public goods, have been raised already during the monopoly era and up to the middle of 2000s and remand in the center of the debate. Commercialization and competition brought conflict to the deregulation and liberalization. The core point of the debate was that publicly owned media are capable to offer something different in terms of public value that is not provided by private broadcasters.

The question whether citizens' engagement in policy making processes can effectively transform PSM governance is addressed using the case of Greece, by examining the new structure within Hellenic broadcasting (ERT) known as "Citizens' Council", established with the ERT' openness in 2015.

Key words; public service media, public value, citizen' council, media governance, public sphere

**Id:** 20006

**Title:** Public Service Media (PSM) in the age of platform society: from PSM to 'convivial' Public Service Platforms.

**Session Type:** Individual submission

**Authors:**

Name: Tiziano Bonini

Email: tiziano.bonini@unisi.it

Country: IT (Italy)

Affiliation: Associate professor in Media Studies at DISPOC, University of Siena

**Abstract:** The aim of this paper is to analyse contemporary public service media (PSM) under the frame of critical political economy of the media and discuss the future of PSM in the age of digital platforms. I will start analysing the evolution of the debate on public service media values, paying particular attention to the paradigm change envisioned by Bardoel & Lowe in 2007. In the age of platformization of culture (Nieborg & Poell, 2018) and broader process of platformization of society (van Dijck et al 2018), PSMs are facing a new turn in their history and a further semantic extension of the boundaries of their meaning is needed: from Public Service Media to Public Service Platforms (PSP). Building on the definitions of media provided by JD Peters (2015), I propose to extend the definition of media to digital platforms as well. If platforms are media, then public service media can be platforms, too.

In the last section, I try to sketch the distinctions between profit-oriented and public service platforms and how the latter must be designed to embody the traditional public values of the PSMs. To answer this question, I go back to the work of the controversial Austrian scholar Ivan Illich, arguing that the design of PSP should incorporate the dimension of "conviviality" (Illich 1973): public service platforms should work as 'convivial tools'. I conclude by trying to envision how the concept of conviviality could be embedded in the practical design of new Public service digital platforms and I propose five principles that could inspire the contemporary design of 'convivial' platforms: symmetry of power, hackability, openness, decentralization and independence.

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**Id:** 20490

**Title:** The implementation of indigenous communication rights in Taiwan: A case study of Taiwan Indigenous Television

**Session Type:** Individual submission

**Authors:**

Name: Yu-Chao Huang

Email: yc@mail.ndhu.edu.tw

Country: TW (Taiwan)

Affiliation: National Dong Hwa University

**Abstract:** This study aims to assess the implementation of indigenous communication rights in Taiwan by analyzing the policy and the production of Taiwan Indigenous Television (TITV). The former investigates the relations and interactions among policy stakeholders involved in the policy making, while the latter examines the content and genres of TITV programs. The current analysis indicates a crucial role played by political interference and pooling resources in Taiwan's indigenous communication environment.

Since the Universal Declaration of Human Rights passed by United Nations in 1947, the freedom of opinion and expression addressed within has been conceived as the foundation of communication rights in the modern era. In 2003 and 2005 respectively, International Telecommunication Union organized the World Summit on the Information Society and then stated four key principles of communication rights: freedom, inclusiveness, diversity and participation. However, indigenous communication rights had not been specifically proposed until United Nations Declaration on the Rights of Indigenous Peoples in 2007, almost 60 years after the human rights declaration.

Similarly, indigenous (communication) right has sparked the public attention for more than 30 years in Taiwan, and finally has been legitimatized in the recent decade. In 2005, the Taiwan Indigenous Peoples Basic Law passed, mandating that government shall set up broadcasting media dedicated exclusively to indigenous peoples in order to protect their communication rights, and therefore TITV was launched in the same year. However, the transition from laws to practice has been hindered by the lack of a national indigenous communication policy and accountability system according to the previous analyses. As the policy making process involves numerous governmental and social sectors (policy stakeholders), this study first applies the policy network analysis, emphasizing the relations between those sectors in terms of policy outcomes to examine how stakeholders' interactions influence the development process of TITV. Additionally, as indigenous cultural diversity and media representations are the core concepts of indigenous communication rights, this study also adopts the content analysis and in-depth interviews to examine how TITV programs constitute the nature of communication subjectivity of indigenous peoples.

The results show that political interference and pooling resources in TITV have hampered the indigenous media independence and diversity, suggesting that to build a New Zealand-like bicultural system and to employ new technologies such as over-the-top (OTT) service or social media for cultural heritage and language revitalization could be helpful for implementing

indigenous communication rights. Some theoretical and practical implications are also discussed to improve the current indigenous communication environment.

**Id:** 20661

**Title:** Estonian and Russian speaking audiences' opinion on media credibility and on the value of public service broadcasting in 2010-2019.

**Session Type:** Individual submission

**Authors:**

Name: Andres Jõesaar

Email: andres.joesaar@tlu.ee

Country: EE (Estonia)

Affiliation: Associate professor

**Abstract:** In times of information overload and misinformation, ensuring adequate public awareness in democratic societies has become increasingly intricate. The success of social media has challenged traditional media, including public-service media. As a result of Estonia's geopolitical location and applied media policy, it is a special challenge to connect Estonian and Russian-speaking communities in a common information field. The aim of this paper is to analyze the changes of opinions of Estonian and Russian-speaking communities on the importance and credibility (trustworthiness) of different information sources in 2010-2019. Another important focus of the study is to explore the satisfaction of the two communities with the content and activities of the Estonian Public Broadcasting. Thirdly, this work analyses the impact of the launch of Russian-language public service television channel ETV+ on the viewing time of (Russian state) TV channels among the Russian-speaking audience in Estonia.

For finding answers to all these questions data from four comprehensive media consumption and audience satisfaction surveys (2010, 2014, 2017 and 2019; n=1000), yearly television audience surveys and statistics from institutional credibility monitoring is used.

**Id:** 20765

**Title:** Evolution of political influence on the Lithuanian national radio and television

**Session Type:** Individual submission

**Authors:**

Name: Deimantas Jastramskis  
Email: d.jastramskis@gmail.com  
Country: LT (Lithuania)  
Affiliation: Vilnius University

**Abstract:** The Lithuanian national radio and television (LRT) was established by the Lithuanian Parliament immediately after the restoration of state independence in 1990. LRT was designed as state owned public company whose general director and Council were appointed by the Lithuanian Parliament. The model of direct influence of government coalitions on the LRT management was replaced by a model of balanced political influence in 2000, when two thirds of seats in the LRT Council were divided between the representatives that are since then delegated by three sides: the governing coalition, opposition of the Parliament and the President. The remaining third of the seats in the LRT Council was left for the representatives of non-governmental organizations.

Notwithstanding the lack of direct control on the LRT management, government coalitions could continue its exertion of political power on the LRT through the financial leverages. The main source of the LRT finances – allocations from the state budget – has been changing every year, as they were dependent on the political will of the ruling coalitions of the Lithuanian Parliament. However, since 2015 funding of the LRT has been related to the revenues of the state and municipalities' budgets (1.5 percent from the income tax and 1.3 percent from the excise revenues) (Republic of Lithuania Law on the National Radio and Television, 2016). Therefore the LRT has become more independent from the political subjects.

The aim of this paper is to analyse the legal regulation of management and financing of the LRT and to find out how the political influence on the LRT has been changing between the 1990 and 2018. The paper also explores what political and economic circumstances were decisive in the policy process regarding the change of conditions for the independence of the LRT. The study is based on the document analysis of relevant legislative acts, transcripts of sittings of Lithuanian Parliament, the annual reports of the LRT and regulatory institutions.

The paper claims that conditions for the independence of LRT from the political subjects were only partially created during the 28 years of the Lithuanian statehood. First, the model of formation of the LRT council (when majority of its members are representatives of the Parliament and the President) does not decouple the LRT management from the concrete political conjuncture and from the possible political coalitions in the LRT council. Second, although new financing model of the LRT (when allocations are related to the revenues of the state and municipalities' budgets) contributed to the greater independence from politicians, however, the amount of the LRT funding is not sufficient to take out the LRT from the level of the least financed public service media in the European Union (EBU Media Intelligence Service, 2017).

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**Id:** 20940

**Title:** Going digital, CBC/Radio-Canada's transformation.

**Session Type:** Individual submission

**Authors:**

Name: Aime-Jules Bizimana

Email: aime-jules.bizimana@uqo.ca

Country: CA (Canada)

Affiliation: Université du Québec en Outaouais (UQO)

Name: Oumar Kane

Email: kane.oumar@uqam.ca

Country: CA (Canada)

Affiliation: Université du Québec à Montréal (UQAM)

**Abstract:** In several countries, public broadcasters have to deal with an identity crisis linked to a particular context that concerns the general evolution of the media but also their own evolution in the digital world. The purpose of this paper is to analyze the recent evolution of the Canadian public broadcaster CBC / Radio-Canada. Its mandate is defined through the Broadcasting Act, it aims to promote Canadian cultural expression and national identity. Our reflection on the evolution of public broadcasters is based on the importance of the very notion of public service that relates to the public interest and the common good.

Our paper seeks to answer the following research question: How is CBC / Radio-Canada negotiating its transformation in the digital age? This involves evaluating various initiatives put in place by CBC / Radio-Canada across the country in relation to its specific mandate in the Canadian media ecosystem. We will address the issues of creativity, accessibility, and diversity as well as the tension between public service and commodification. Our analysis will be based on the following theoretical constructs: the role of the public service media (Chevalier, 2012, Blumler, 1992, Tremblay, 1986); political economy of communication (Mosco, 2017, 1996); the theory of cultural industries (Bouquillon, Miège and Moeglin, 2013, Tremblay and Lacroix 1991, Flichy 1991) and the convergence of the media industries (Jenkins 2003, Gordon 2003). This proposal is part of a SSHRC-funded research project on "Public Service Media in the Internet Age" (Tremblay, Kane and Bizimana, 2014-2019).

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**Id:** 21090

**Title:** Globalization, Deregulation and Public Service Broadcasting in Cameroon

**Session Type:** Individual submission

**Authors:**

Name: Gideon Tehwui Lambiv

Email: tehwui@msn.com

Country: CM (Cameroon)

Affiliation: School of Mass Communication - University of Yaounde 2

**Abstract:** In April 2000 a new phenomenon became a reality in the broadcast media in Cameroon, – the deregulation of broadcasting. A number of internal and external factors led to this decision, which officially brought an end to the state broadcaster's monopoly: As a prelude to this development, Cameroonian already had access to other sources of broadcasts thanks to the initiative of some nationals who dared into an activity that was then not authorised, and to the opportunities offered by globalization that commercially and technological bypassed government restriction. The existence of other broadcasters implied that things were no longer going to be the same again for the state broadcaster, the Cameroon Radio Television, CRTV. But how could this be ascertained or proven?

The principal research issue that this study set out to investigate was how globalization and deregulation affected public service broadcasting in Cameroon. We sought to know what the role and performance of the public service broadcaster were, and whether these have changed because of the new liberalized framework. After tracing the development of broadcasting in Cameroon wherein the public service broadcaster was the main and only actor, we then looked at the new situation where others have come in. In the process, we consulted relevant documents and interviewed the key players.

We found out that the public service broadcaster in Cameroon, CRTV lost a significant share of its urban audience and advertisement to private broadcasters, particularly within the first years of liberalization when its urban audience share dropped to 40%, while private broadcasters had 38.5%. After some changes in the areas of programmes, programming and technology, amongst others, its audience share has increased by 20%, three years into liberalization. Given that the state broadcaster must now take into consideration the fact that there are other players in the media landscape, notably regulators and private challengers, its role and performance have been affected accordingly. All of this would not have been possible before without deregulation.

**KEY WORDS**

Globalization ■ Deregulation ■ Public Service ■ Broadcasting ■

**Id:** 21210

**Title:** Public Open Space ' Public Service Media as Platform(s)

**Session Type:** Individual submission

**Authors:**

Name: Barbara Thomass  
Email: Barbara.Thomass@rub.de  
Country: DE (Germany)  
Affiliation: University of BochumInstitute for Media StudiesGermany

**Abstract:** At present the debate about public service media centers around the notion of platform. The societal value of the institution of public service broadcasting has to move on into the digital world, if it wants to defend its legitimacy and its service to society. The hitherto national scope of the public service media can be no longer limited in this frame under the conditions of a digitized mediascape. Should public service media become platforms, should they cooperate on platforms, what are the chances for platforms with a public service orientation, can they build a counter weight to the platform economy of big US-American based platforms as Amazon, Google, Apple etc.? The notion which became key for these considerations is „Public Open Space“.

The contribution discusses the suggestions, options and chances for a public open space beyond the background of three concepts: One is the needs of a democratic discourse which is characterized by what Pfetsch et al. (2018) call a “dissonant public sphere”. This is caused by negative developments in social media where excitement, hate speech, fake news and disorientation gain more attraction than a serious debate. The second one is the democratic deficit within the EU within the concept of European public spheres. A critical review of the state of European public spheres reveals that there is a lack of European public discourse which could feed democratic deliberation. A third concept to be interrogated refers to the platform economy. The logics of platforms and the effects of communication platforms for the public discourse are discussed.

Several suggestions for a public open space of a European dimension are under discussion. These are European Public Information & Communication (EPIC) Space (Sarikakis 2019), European Public open space (EPOS) (Thomass 2017) or Platform Europe (Hillje 2019). These suggestions will be discussed with respect to their answers to the challenges resulting from “dissonant public sphere”, the deficits of European public spheres and the platform economy. The contribution presents as a result the essential characteristics which derive from this analysis and elaborates the possibilities for a European platform orientated to the values of public service media.

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**Id:** 21428

**Title:** Limiting the digital portfolio of Public Service Media organizations' A comparative study on the impact of the Public Value Test

**Session Type:** Individual submission

**Authors:**

Name: Marta Rodríguez-Castro

Email: m.rodriguez.castro@usc.es

Country: ES (Spain)

Affiliation: Universidade de Santiago de Compostela

Name: Francisco Campos-Freire

Email: francisco.campos@usc.es

Country: ES (Spain)

Affiliation: Universidade de Santiago de Compostela

**Abstract:** It has been 10 years since the European Commission recommended in its 2009 Broadcasting Communication the introduction of an ex ante evaluation for the approval of new services proposed by Public Service Media (PSM) organization. The British Public Value Test (now rebranded as the Public Interest Test) was the source of inspiration for the Commission in its attempt to reconcile the increasing pressures exerted by commercial media against the digital expansion of public service broadcasters with the acknowledgment of the need for PSM organizations to be present in new media in order to continue being relevant in the communication environment.

During this past decade, only nine more Member States (besides the United Kingdom) and two non-EU countries adopted an ex ante test. Despite the differences arising from the specificities of each national context, European ex ante procedures are characterized by three main aspects: the evaluation of the public value that the service proposed would generate, i.e. the contribution of the service to both the citizens and the society; the assessment of the potential market impact of the proposal (understood a priori as a negative impact); and a public consultation where different stakeholders can expose their views on the proposed new service, in an attempt to open the decision-making process and make it more inclusive.

The main aim of this paper is to determine the impact of the introduction of the ex ante test in the digital offers developed by PSM organizations. We have structured our research drawing from two main research questions:

RQ 1: How does the application of an ex ante test shape the contents and services offered by public service media?

RQ 2: Are public value tests still appropriated (or necessary) in the current media environment, where PSM organizations are fighting for their space and their communicative role against the GAFAN (Google, Apple, Facebook, Amazon, Netflix...)?

In order to provide an answer to these questions, we selected a sample of four countries: the United Kingdom, Germany, Belgium and Spain. This selection was done considering whether the country had adopted an ex ante test or not, as well as the representation of the Hallin & Mancini media systems. Once we established the sample, we applied a mixed methodology. On the quantitative side, we proceeded to the identification of the key digital contents and services offered by the PSM

organizations of our sample, by analysing their official websites and annual reports. On the qualitative side, we conducted interviews with representatives at the PSM organizations and experts, in order to determine whether the development of an ex ante procedure can have an impact on the innovation strategies of PSM.

In this paper, the authors will argue that limiting the online presence of public service media can directly contribute to the impoverishment of the communication services available for citizens. Public Service Media thus needs to find a strategy that can help them keep their role as key agents within the communication ecosystem.

**Id:** 21636

**Title:** Policies for Gender Equality in Public Service Media: What Switzerland can learn from other European Countries

**Session Type:** Individual submission

**Authors:**

Name: Corinne Schweizer  
Email: c.schweizer@ikmz.uzh.ch  
Country: CH (Switzerland)  
Affiliation: University of Zurich

Name: Annina Streun  
Email: annina.streun@uzh.ch  
Country: CH (Switzerland)  
Affiliation: University of Zurich

**Abstract:** In 2018, the government of Switzerland renewed the license of its public service broadcaster, the Swiss Broadcasting Corporation (SRG), and it drafted a new Act on Electronic Media (AeM) to replace the Act on Radio and TV. Both documents contain several rules of representation: The SRG must contribute to the cohesion between linguistic and cultural regions, to the integration of migrants, and it must address the life experiences of young people. What these documents do not include, however, are provisions for the equal representation of gender. Despite several studies concluding that women are underrepresented in media content, and among journalists and managers in Swiss media organizations (see e.g. Wyss & Keel 2010, Hungerbühler & Valsangiacomo 2014).

Knowing the painful history of women's rights in Switzerland – women's suffrage was introduced in 1971, and gender equality is a constitutional right since 1981 – the lack of provisions for gender equality does not come as a surprise. Furthermore, scholars (see e.g. Sarikakis 2012, Padovani 2018) also indicate that gender equality is generally rarely addressed in media policy making, as well as in media policy research. Nevertheless, according to Padovani, Ross and Gallagher (2017: 237) such policies are a necessary component to reach a gender-equal media landscape. Therefore, this contribution asks the following research question: Which (self-) regulatory measures are being used in Europe to achieve gender equality in the organization and content of public service broadcasting? To answer this question, we recently conducted a document analysis of regulatory documents, reports, and studies, including documents we received from equal opportunities officers of public service broadcasters. Our findings show that countries resp. organizations employ a variety of policies and measures: In Austria, Ireland, and the UK e.g. gender equality is part of broadcasting acts or licenses. BR, ZDF, BBC, and TG4 e.g. created internal guidelines. TG4, in 2018 and 2019, only shows films with a female lead, resp. directed by women. We will discuss what Switzerland can learn from other countries, and we will also dissect the soon-to-be-published report of the Swiss government concerning the feminist critiques in the public consultation of the draft AeM.

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**Id:** 21787

**Title:** AN ANALYSIS OF THE BRAZILIAN PUBLIC BROADCASTING SYSTEM THROUGH THE CIRCUIT OF CULTURE: THE EMPRESA BRASIL DE COMUNICAÇÃO (EBC)

**Session Type:** Individual submission

**Authors:**

Name: Ana Luiza Fleck Saibro

Email: anaflecksaibro@gmail.com

Country: BR (Brazil)

Affiliation: FACULDADE CÁSPER LÍBERO

Name: Ana Luiza Coiro Moraes

Email: anacoiro@gmail.com

Country: BR (Brazil)

Affiliation: FACULDADE CÁSPER LÍBERO

**Abstract:** The 1988 Brazilian Constitution establishes the existence of a mixed form of broadcasting services. In addition to the private-commercial system, a kind of state-owned and-controlled system, which supplies the needs for government's institutional communication, and a public communication system, to be managed by autonomous organizations, was created.

The company to run public radio and television channels, Empresa Brasil de Comunicação (EBC) (Brazilian Communications Company), was only created many years later, in 2007, due to political disinterest and successive obstructive manoeuvres from commercial broadcasters. Although its regulation provides for a series of mechanisms to ensure compliance with the principles in line with public communication, EBC has not yet become a truly social and cultural relevant public institution.

It is possible to identify economic, political, cultural and regulatory factors associated with the non-consolidation of the EBC as the manager of the public communications system. In order to investigate all the dimensions of this process, we propose to apply the circuit of the culture, developed by Paul du Gay, Stuart Hall, Linda James, Hugh MacKay and Keith Negus (1997) to analyse the Sony Walkman. It is found to be a useful tool for the analysis of moments of the same phenomenon or of a cultural artefact. Emphasizing the processes of production, representation, consumption, regulation and identity, and the interrelated articulations between them within the EBC, this article presents a circuit adequate to our object of analysis.

The analysis showed that the context in which the creation and the operation of the company took place, that is, its production, was strongly influenced by traditional structures of power, which subjected the EBC to pressures and constraints of political and economic nature; the regulation of the company reflected this environment and the institutional model and the organizational design according to which it was structured negatively influenced its degree of editorial and managerial autonomy in relation to the federal government. The impacts over the institutional identity of the company, whether government-oriented or public, and over its representation, since its television and radio contents still show a profile very similar to those produced by the private media as well as to those of government communication.

Finally, questionable political options caused the failure of the public television network project to be coordinated by the EBC, with a negative impact on the reception (consumption) of public

programmes, and, therefore, the noncompliance with the principle of universality of access associated with public broadcasting service.

This scenario showed a picture of complete lack of distinction between the notions of public and government service, with the company in permanent symbiosis with governments in power. The recent decisions taken by the new Brazilian right wing President administration towards EBC do not allow to foresee a better future for the company in the long run.

**Id:** 22200

**Title:** Old Is New Again: The Framing of Public Service Broadcasting in Media Development Reports

**Session Type:** Individual submission

**Authors:**

Name: Minna Aslama Horowitz  
Email: minna@minnahorowitz.net  
Country: FI (Finland)  
Affiliation: University of Helsinki

Name: Alessandro D'Arma  
Email: A.Darma02@westminster.ac.uk  
Country: GB (United Kingdom)  
Affiliation: University of Westminster

Name: Maria Mlchalis  
Email: M.Michalis@westminster.ac.uk  
Country: GB (United Kingdom)  
Affiliation: University of Westminster

**Abstract:** In her report "Rethinking Public Service Broadcasting's Place in International Media Development", Susan Abbott (2016) notes that despite pronouncements that public service broadcasting (PSB) is an obsolete, ineffective and costly form of media, media developers and donors are taking a second look at PSB. Ironically, while PSB is currently being challenged everywhere, also in mature PSB countries, the increasing challenges of the current private media landscape have prompted international donors to turn to public service models as paths to independent media and journalism and as a building block for robust, diverse, and democratic media systems. In addition, "imitative transformations" (Splichal 2001) of mature, Western PSB frameworks may not always be fit for different contexts. So how do development organizations frame the ideal and praxis of PSB in different contexts and projects?

This pilot study examines several different types of organisations supporting PSB in the context of media development. It seeks to gain both a longitudinal and comparative understanding of the framing of PSB in key media development reports produced by these organisations in the last 10 years. It addresses the following main research questions: 1) To what extent and in which ways has the framing of PSB changed during a period of time characterised by an intensification of the ideological and practical challenges confronting PSB? 2) To what extent do the framing and discourses on PSB vary depending on the type of organisations and the national/regional context being addressed?

While the thematic categories to be used for the analysis will be worked-out inductively, based on a preliminary review of the literature and guided by our research interests we expect that the analysis will shed light on:

How media development organizations define PSB:

- What elements of its normative ideal/public purpose are emphasized and which ones are downplayed (e.g., political independence, cultural diversity, social cohesion, accountability etc)?
- What elements of the institutional design of PSB organisations are emphasized and which ones are downplayed (e.g., public funding, governance system, auditing etc.)

How media development organizations justify support for the PSB model, and what are the concrete measures by which they propose to do it:

- What role is assigned to PSB in the wider media development endeavours of these organisations, and how central that role is?
- What specific challenges/problems are PSB invoked as a solution to?
- Which PSB organisations are discussed in these reports as benchmarks/best-practice case-studies, and why?

The study will discuss the potential implications of prevailing discourses on PSB in media development reports for the actual implementation of media development programs, particularly in relation to efforts to strengthening PSB institutions.

**Id:** 22379

**Title:** The entelechia of the Public Service. Hits and Misses of a Forced Experiment: À Punt Media

**Session Type:** Individual submission

**Authors:**

Name: Jessica Izquierdo-Castillo

Email: jizquier@com.ubi.es

Country: ES (Spain)

Affiliation: Universitat Jaume I

Name: Juan Carlos Miguel de Bustos

Email: jc.miguel@ehu.es

Country: ES (Spain)

Affiliation: Universidad del País Vasco

**Abstract:** Public Service Media faces growing challenges all over Europe. Political discourses lay on economical arguments to threaten PSM permanence. In an era of no radio electric restrictions, high levels of competence and expensive audience attraction procedures the significance of the public is rewritten. Convergence forced television to relocate itself as a multiplatform online distribution media (Creeber&Hills, 2007). Public television becomes Public Service Media (PSM) and undergoes constant debate about its role in the digital age (Syvertsen&Aslama, 2007; D'Arma&Steemers, 2010; Hoffman et al, 2015).

This paper analyses the articulation of Public Service from a singular case of study: the Spanish' regional television À Punt Media (APM). This represents a unique case of PSM in the European scenario. As a new-recovered media, it confronts several challenges: it was the second public broadcaster being closed after Greek PBS, and also the only public media kept absent for more than four years. When recovered it faced a technological, narrative and audience complete restructured scenarios. Besides, APM reborn as the result of political confrontation used as an electoral promise and highly inspected by parties and private media. To all these is added an obvious social disaffection, as the result of the political parallelism of the former PBS. In this context, we explore the articulation for Public Service of APM. We analyse three main areas: programming of content, interaction with audiences and technology innovation. The methodology combines different techniques, based on interviews with the managers of this project, content analysis of programming and social media, and a period of non-participant observation.

The results identify the main hits and miss of APM for the achievement of the public service and reflect one of the main contradictions PSM must face. That is, a growing pressure of innovation and development (social media, interactivity, multiplatform, transmedia, work requalification, etc.), while maintaining or even reducing the assigned budgets. APM's status as the most recent European PSM allows to calibrate the sense of the public in the digital era, and to extrapolate the results to contribute to the debate of the role of PSM.

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**Id:** 22572

**Title:** PSB, Local Content and the Politics of Participation in Southern Africa

**Session Type:** Individual submission

**Authors:**

Name: viola milton  
Email: miltovc@unisa.ac.za  
Country: ZA (South Africa)  
Affiliation: University of South Africa

Name: Winston Mano  
Email: manow@westminster.ac.uk  
Country: GB (United Kingdom)  
Affiliation: University of Westminster

**Abstract:** This paper attempts to (re)define local content in Southern African broadcasting praxis and policy against the concepts "voice" and "listening". The aim of this paper is to reconstruct public interest theory and its concomitant concept, "local content", according to the life worlds of public service television audiences. We will attempt to (re)define local content in Southern African broadcasting praxis and policy from a Participation Studies perspective with a focus on three interrelated issues. First, we will explore the complex political and cultural exchanges occurring between the African local and the African Diaspora. Here, the concept "multiple acculturation" will be advanced to define what "diasporic local" might mean from an Afrokology perspective. Next, the paper looks at the intersection of local and local diasporic cultures and its resulting effects. Finally, a border studies analysis will be applied to theorise around an Afrokology of local content in PSB and the possible implications thereof for both local and diasporic local identities. Using the South African Broadcasting Corporation (SABC) and the Zimbabwean Broadcasting Corporation (ZBC) as case studies, the paper relies on public narratives about public broadcasting and their sense-making of social reality in relation to public service broadcasting in Southern Africa to explore what "public interest" and "local content" mean (or might mean) in a postcolonial media environment. Focusing on voices from the ground and through the lens of an African-centered approach to participatory media policy negotiation, we will theorise what local content might look like in a (diasporic) Southern African context. We have argued elsewhere that Afrokology, in our view, is not simply about the "Africanisation" of broadcasting and have begun to theorise a vision for broadcasting in the post-colonial Southern African context that is connected to creativity in the diaspora. In this paper, we intend to build on that theorisation through a focus on "local content" that is broader and inclusive of creativity outside geographic borders. If, as we argued previously Afrokology positions audiences at the center of broadcasting, how then should local content delivery be theorised in a context where "local" is not necessarily tied to geographic boundaries? What would a participatory local content policy look like that takes cognisance of the diverse needs of Africa's dispersed audiences?

**Id:** 22618

**Title:** PSM research: bibliographic analysis over the last sixteen years

**Session Type:** Individual submission

**Authors:**

Name: Miguel Casado

Email: miguelangel.casado@ehu.es

Country: ES (Spain)

Affiliation: University of the Basque Country

Name: Josep Àngel Guimera i Orts

Email: JosepAngel.Guimera@uab.cat

Country: ES (Spain)

Affiliation: Universidad Autónoma de Barcelona

Name: Juan Carlos Miguel de Bustos

Email: jc.miguel@ehu.eus

Country: ES (Spain)

Affiliation: University of the Basque Country

**Abstract:** Public service media (PSM) have long held a central place in many media systems, particularly in Europe. In recent decades, technological transformations, processes of liberalisation/deregulation and the economic crisis have all combined to pose a complex challenge for PSM systems. Starting from the important role played by public media and the complexity of the transformation processes they are currently facing, this paper presents a bibliometric analysis of research conducted in the field in recent years.

Our analysis covers PSM-related research articles indexed in the SCOPUS and WEB of KNOWLEDGE databases between 2000 and 2016. The sample was gathered using a search for a range of expressions referring directly to public service media. Of the 1266 references analysed, a final total of 403 were selected for the database used in the study. Our basic criterion for including articles was that the research subject under study should be public service media. We therefore excluded any articles where PSM was secondary or simply formed part of a sample of research into other phenomena.

This work provides an overview of progress in this study area in recent years, showing the main advances in the themes most often addressed and the subjects and geographical areas where major research gaps still exist. Our analysis covered a number of variables, of which the most important were the different theme areas analysed in the studies and the geographical area to which they refer. In terms of subject, the largest group comprised works analysing the contents of PSM (32%). The second-largest set consisted of general analyses of the situation of public service media, covering a range of aspects (19%). Other subjects included the technological challenges facing public service media (14%); their systems of governance (14%); economic aspects—mostly financing channels—(9%); and history of PSM (5%). As regards the geographical area considered, unsurprisingly these studies focus primarily on European PSM (65%), with other regions coming well behind: the

Americas (14%); Oceania (6%), Asia (5%) and Africa 3%. Our analysis of the publications also reveals a significant increase in the number of studies conducted on the subject in recent years; more than half of all the articles analysed throughout the period (2000-2016) were published between 2013 and 2016.

**Id:** 22696

**Title:** Public Service Broadcasting from a Media Development Perspective: An Exploration of the Promise vs. Reality of PSBs in Post-Communist Europe

**Session Type:** Individual submission

**Authors:**

Name: Susan Abbott

Email: susanabbott1@gmail.com

Country: US (United States)

Affiliation: University of Westminster

**Abstract:** As noted in the Center for International Media Assistance publication, Rethinking Public Service Broadcasting, despite pronouncements going back more than 20 years that PSB is an obsolete, ineffective, and costly form of media, PSB has endured as a means of providing news, entertainment, and information to millions of people around the world. This paper will consider and debate how and why media development should re-think the role of PSB/PSM in terms of media development priorities.

The paper will first offer an assessment and critiques of the current state of play regarding public service media in a media development context. It will then consider the complicated and politicized nature of transforming state media with a comparative look at Hungary, Macedonia and Serbia. The paper will draw on recent publications related to efforts of transforming formerly state media into public service media, including the DW Akademie's "In the Service of the Public - Functions and Transformation of Media in Developing Countries," the CIMA publication "Rethinking Public Service Broadcasting's Place in International Media Development," and the BBC Media Action report on "Public service media in divided societies: Relic or renaissance?" I will also feature in-depth interviews with experts on the subject of PSB reform in Hungary, Macedonia and Serbia.

The paper will consider how the lack of political will or outright contempt for liberal norms, laws, policies and customs around freedom of expression has stifled progress or compliance with EU standards and policies in the areas of public service broadcasting, pluralism and diversity.

Moreover, I will also discuss in my paper how and why widespread fragility and lack of sustainability of independent media in the region, particularly among those that are entirely or primarily funded by donors, begs the question of why public service media as an institution and as a major form of institutional reform hasn't received more attention and serious investment.

**Id:** 22706

**Title:** PSM competing in the changing TV environment: transforming VOD players from a catch-up service to a central destination. The case of the BBC iPlayer

**Session Type:** Individual submission

**Authors:**

Name: Maria Michalis

Email: M.Michalis@westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: university of westminster

**Abstract:** Television is experiencing major transformations, notably internationalisation, platformisation and growing on-demand consumption (see Evens and Donders 2018, Lotz 2018, Lobato 2019, Johnson 2019). PSM feel the need to respond in order to remain relevant to the societies they serve.

After setting out the main changes in the television industry, this paper examines how PSM respond to the rising popularity of Video-On-Demand (VOD) consumption and the increasing attraction of Subscription VOD (SVOD) from global players like Amazon Prime and Netflix. It does so through a case study of the BBC iPlayer.

The BBC has led innovation in UK online distribution. It was at the forefront launched the iPlayer as a catch-up service for its linear TV channels in 2007. At the same time, the BBC's commercial arm was planning with other main PSM (ITV, C4) to launch a joint video on-demand platform where audiences would be able to find in one place most of the UK-originating content. The Competition Commission blocked this so-called Kangaroo venture in 2009 on the grounds that it would stifle the nascent VOD market. As a result, the VOD market in Britain is fragmented, with each PSM organisation having its own catch-up player.

All PSM catch-up players have continually developed their functionalities. In May 2018, the BBC approved plans to have more content on the iPlayer and for longer. The BBC explained that it was responding to market developments: the shift to on-demand consumption and intensifying competition from global SVOD players. In November 2018, Ofcom opined that the suggested proposals constituted material changes to the service and as such required a public interest test to assess whether their public value outweighed potential adverse market effects. As a result, there is currently a public consultation underway inviting comments to the BBC proposals, which will feed into the process.

The aim of this paper is to assess the response of a big and well-established PSM organisation – the BBC – to market developments, and examine in particular how the BBC conceptualises its catch-up service and its further development, and what rationale and discourses it uses. The discussion goes at the heart of PSM values. The evolution of PSM VOD players is about how audiences find and consume domestically funded and relevant to their societies content. As viewing is shifting online, without PSM players, the only alternative is to rely on commercial super-aggregators and their algorithms (Michalis 2018). This scenario raises serious questions about the prominence, findability

and cost of access to PSM content whilst the gatekeeping role of such aggregators risks adversely affecting industry revenue and by extension domestic content creation.

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**Id:** 22729

**Title:** The online challenge of state media in Argentina and Chile. Impacts and perspectives in the national and global context.

**Session Type:** Individual submission

**Authors:**

Name: Ezequiel Rivero

Email: squielrivero@gmail.com

Country: AR (Argentina)

Affiliation: Conicet - Universidad Nacional de Quilmes

**Abstract:** The expansion of traditional audiovisual media on the internet is not carried out on a virgin territory. On the contrary, it occurs on the basis of its background, and in particular, in relation to a context. Therefore, the possibilities of developing activities on the Web are conditioned by national characteristics linked to the legacies of each country on economic, political, cultural and social issues.

Particularly in the case of state media, among the immediate or domestic external constraints we find, among others, public policies aimed at the media sector and the management policies of public television stations related to the creation of specific internet services and contents. There is also a second conditioning circle referring to the characteristics that the internet has globally adopted, particularly in the last 20 years.

Although one of the most interesting characteristics of the internet "is its potentially democratizing aspect of information and promoter of horizontal communication" (Bolaño, 2013), it is still a phenomenon crossed by the same determinations that apply to the rest of the activities of contemporary capitalist societies (Becerra, 2010). In fact, the internet is not exempt from the historical inequalities that are verified in traditional media, due to the persistence of high concentration of property and market; vertical integration and other anti-competitive practices.

From a theoretical approach that draws on the contributions of the Political Economy of Communication, this work discusses how the "domestic conditions"—national public policies and management decisions of television channels—, and the "global conditioning factors" impact on the possibilities of an expansive development of public online media.

It is assumed that the internet is an environment dominated by market forces, where public forces enter threatened by the possibility of becoming invisible, reproducing the marginal and peripheral role that, in many cases, they carry as a burden from their off-line traditional versions.

At a methodological level, this work explores the internet services of public television stations in Argentina (TV Pública) and Chile (TVN), based on a comparative analysis of three dimensions: 1) national communication policies with impact on the public media sector; 2) management policies of public broadcasters in relation to the creation of services and content for the internet, and finally, 3) the intersection of the previous dimensions with the global operation of large "platforms" on the internet, such as Netflix or Amazon Prime, as well as the struggles for national states to impose regulations, and their impact on the circulation of diverse contents.

Among its conclusions, the work warns about the risks of the current scenario, which predicts — without an active public policies intervention—, a peripheral inclusion of the state media of countries like Argentina and Chile in the new environment, and difficulties to develop prominent and significant audiovisual digital services.

**Id:** 22795

**Title:** Let them eat cake: Solving local news poverty in an era of content abundance

**Session Type:** Individual submission

**Authors:**

Name: Amanda Oye  
Email: aoye99@gmail.com  
Country: CA (Canada)  
Affiliation: York University

**Abstract:** Canada has a local news problem. There have been a lot of changes in the media industry since many local news organizations started operating. Newspapers are now producing video and audio content. Broadcasters have websites where they post a variety of content and interact with audiences. The business model for providing all of this content is not working (Fry, 2017). In 2017, the Standing Senate Committee on Canadian Heritage released a report detailing the state of local news in the country that showed that Canadian news organizations are struggling to survive in the new media environment (Fry, 2017). Since the publication of the report, the government has allocated funds to help ensure original journalism is being produced in the country (Government of Canada, 2018). The government's Fall Economic Statement explained how the funds will be used (Government of Canada, 2018). Plans include funding non-profit organizations to produce journalism that local news organizations will be able to publish, and tax credits for people who buy digital subscriptions to eligible organizations (Government of Canada, 2018). This paper critically analyzes the government's plan for supporting Canadian journalism. It uses a political economy of communications framework to discuss the wider implications of the government's approach to funding journalism in Canada for the country's media system. It argues that the plan put in place does not directly address the problem Canada is facing in terms of the provision of local news, and as such problems including low levels of coverage of local political institutions, are bound to persist. Part of the problem is that the initiatives are focused on helping news outlets that currently exist, without consideration of the issue that the country has had with local news outlet closures, which is outlined in the Senate report (Fry, 2017, p. 14). This paper argues that the country's national public broadcaster, the Canadian Broadcasting Corporation (CBC) is better placed to help foster a healthy news ecology across the country than private news organizations are. This is because private organizations will always be businesses that need to make profits, while local news is not always profitable because, for example, "In the broadcasting industry, revenue from local television news does not cover production costs" (Fry, 2017, p. 73). If local news is the problem, how can private media organizations be the solution? The CBC, however, is a public broadcaster that is mandated to work in the public interest and not to make a profit. Because of this, it should be used to make sure that more communities across the country are better served than they currently are. The CBC is a brand that Canadians already trust (Reuters, 2018, p. 119) and as such will ensure that the journalism being produced is discoverable, a key issue in the digital age.

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**Id:** 23022

**Title:** The Legislative Television in Mexico. Democracy, Infotainment and Public Deliberation, the case of the City TV, the Channel of the Congress of the Mexico City

**Session Type:** Individual submission

**Authors:**

Name: Norma Pareja Sánchez

Email: npareja02@yahoo.com.mx

Country: MX (Mexico)

Affiliation: Autonomous University of Mexico City

**Abstract:** The work describes research results on the empirical study of the Legislative Television in Mexico studying the specific case of the Channel of the Congress of the Mexico City, City TV. Based on in-depth interviews with executives of that media, the relevance of strengthening Legislative Television in the country for Democracy is analyzed from the Public Deliberation. The data indicate that it operates in precarious conditions because it lacks its own facilities and has a scarce regulatory framework; It has also defined a programming structure based on infotainment. The Channel of the Congress of Mexico City, City TV along with the Channel of the Congress configure the relatively new category of Legislative Television in Mexico, a concept still without consensus associated to the one of Parliamentary Television or to the one of Legislative Communication (UNDP, 2014); It has great benefits and has been little studied (Báez, 2017). The material and operative constitution of the Legislative Television in Mexico does not seem to be able to consolidate yet in the measure in which it faces limitations in budgetary terms, autonomy and infrastructure.

From the normative point of view, as a Public Service modality, Legislative Television is constituted as a media mechanism that gives greater visibility to legislative performance placing it as subject of public scrutiny and accountability, in virtue of which it has an important role for the consolidation of Democracy. The case of Channel of the Congress in Mexico City is relevant insofar as it becomes the first medium belonging to a congress of an entity in the country. Its transmission adds to an important expansion of public television in Mexico City prompted by Digital Terrestrial Television. There are eleven public signs in channels and sub-channels visible from a total of twenty-three, in open television in Mexico City. The context of the intensification of public signals in Mexico City is the Information Age (Castells, 2012), in which the communication potential has grown significantly, in terms of Habermas (2002) the Public Communication has been extended With a relevant and potentially positive impact on democracy, public media notes Ortega (2006), are an expression of this. However, the challenge of public television is greater in the environment of digital convergence, "must be reconverted to continue existing, avoiding the changes in the State, technological innovations and changes in culture, tastes, audiences" (Toussaint , 2017, p.224).

In response to the above, this work has an exploratory character, from which it is sought to deepen empirically on the current state of Legislative Television in Mexico. The research is divided into two dimensions: a) Normative: focused on the potential role of a public medium focused on the tasks of the local congress and its contribution to public deliberation; b) Operational, oriented to establish the operation conditions that such means have.

**Id:** 23116

**Title:** Current Perspectives on Public Service Media in Brazil and Mexico: different expectations and common matrices

**Session Type:** Individual submission

**Authors:**

Name: Jairo Faria Guedes Coelho

Email: jairofaria@gmail.com

Country: BR (Brazil)

Affiliation: Universidade de Brasília

Name: Lenin Martell Gámez

Email: leninmartell@gmail.com

Country: MX (Mexico)

Affiliation: Universidad Autónoma del Estado de México

Name: Fernando Oliveira Paulino

Email: paulino@unb.br

Country: BR (Brazil)

Affiliation: Universidade de Brasília

Name: Laura Martínez Aguila

Email: laumartag@gmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

**Abstract:** The text analyzes the Public Service Media (PSM) in Latin America. It takes, as main references, the experiences and the historical and social matrices of Brazil and Mexico, major countries of the region in population, economy, and cultural identities. Brazil and Mexico currently live different expectations regarding PSM. In Mexico, president Andrés Manuel Lopez Obrador recently gave hope to citizens on strengthening the Public-Service broadcasting system in the country — one that has increased in the number of broadcasters and accountability practices. In Brazil, there has been a reduction of regional PSM experiences, with the closing of important initiatives, such as the Piratini Foundation and the permanent threat of closure or governmentalization of Public Communications organizations.

If, on the one hand both countries have different expectations, on the other, the doubts that exist in both Brazil and in Mexico about the viability and sustainability of PSM experiences can be linked to common historical and social matrices. The research conducted for this paper demonstrates: a) The difficulties to understanding the concept of Public by the government and citizens and even by some social sectors interested in having access to strong PSM. b) The low confidence rate in public institutions and the reduced degree of social trust also limits capacity to building and consolidating PSM practices. c) This fact also has a dramatic impact on the audiences, because it is difficult for them to understand the arrange of experiences regarding the importance of PSM in their lives, and to participate in practices of accountability and media literacy.

The changes in the PSM scenario in both contexts – such as reforms in the regulatory panorama, modifications in procedures and even dissolution of accountability instruments – have been noted between 2016 and 2018. With the comparison of this transition in Brazil and Mexico, we intend to analyze how structural (history; regulations; culture; etc.) and contextual (sociopolitical) factors may influence on strengthening the development of PSM in Latin American countries. We have approached this study by conducting a comparative, a normative and a documentation revision and analysis to identify how changes are affecting PSM institutions during this period, such as Radio Educación in Mexico and Empresa Brasil de Comunicação (EBC) in Brazil. We have also built analytical categories from empirical observation and interviews with the ombudsmen (defensores or ouvidores).

From our preliminary results, we conclude that not only the development of content production structures and initiatives is essential to contribute to the understanding and formulating actions related to PSM in Latin America, such as building mechanisms of citizen participation. But it is also the implementation of content placement and access practices into intercultural dialogues with different social organizations and individuals — especially with the minority groups.

**Id:** 23525

**Title:** That Obscure Object of Desire: Political dispute over PSM governance in Spain in times of economic, social and political crisis (2012-2019). The case of RTVE.

**Session Type:** Individual submission

**Authors:**

Name: Ana Fernández Viso  
Email: ana.fernandez.viso@uab.cat  
Country: ES (Spain)

Affiliation: Autonomous University of Barcelona (Communication Institute, InCom)

**Abstract:** The State intervention in the media systems of Southern European democracies has been characterized by a logic of clientelism and instrumentalization of public service media (PSM), as concluded, among other authors, by Hallin & Mancini (2004) and checked for the past decade by D'Arma (2019), Fernández Viso & Fernández Alonso (2019) and Iosifidis & Papathanassopoulos (2019) for the cases of Italy, Spain and Greece, respectively. In a context of a widespread preference for television as a source of information and a highly polarized media system, the Spanish national public service broadcaster -Radiotelevisión Española (RTVE-) still plays a significant role in forming public opinion in Spain. It is not a surprise, thus, that the governance of RTVE has been an object of political dispute and control for the past four decades, even after a substantial legislative reform aimed at increasing its autonomy and independence was passed in 2006, after 25 years of complaints and denounces of political interference.

Act 7/2006 shifted RTVE's governance system in 2006 from a governmentalized model to a parliamentary one, leading to what both professionals and scholars in Spain consider to be one of the periods of its greatest editorial independence. Six years later, however, the conservative government of the Partido Popular (PP) formed after the general elections of November 2011 passed by decree a counter-reform that enabled an absolute parliamentary majority to appoint the members of RTVE's Board and its Chair. Highly politicized editorial appointments and numerous complaints of political manipulation followed this legislative change.

Once the PP had lost its absolute majority in the June 2016 elections, the then three main opposition parties (the socialist PSOE, the centre-right Ciudadanos and the left-wing Podemos) successfully pushed forward a new legislative amendment in September 2017 to reinstate the parliamentary governance model in RTVE. Yet, Act 5/2017 requires the political parties to reach a consensus on the regulation and the procedure to select the eligible candidates to the governing bodies of RTVE by public competition. This proved to be extremely difficult for the following months. Eventually, the new socialist government that came to power in June 2018 after winning a motion of censure against the government of PP has approved by decree that regulation, has dismissed the members of RTVE's Board and its Chair and appointed an Interim Sole Administrator for RTVE in July 2018.

The purpose of this communication is to analyze the political resistance to change regarding the governance of RTVE, in the context of the economic and social crisis that broke out in 2008 in Spain and of the increasing political tensions with the Catalan nationalism since 2012. We will examine the legislative changes affecting the governance model of RTVE since 2006, the

appointments made to the governing bodies and key senior editorial positions and the complaints and reports about political interference. The analysis of these elements will allow us to draw a series of conclusions about the persistent dynamics of political interference in PSM in Spain.

**Id:** 23580

**Title:** Paradigm Change and Value Risk of AI News: the Perspective of NLP

**Session Type:** Individual submission

**Authors:**

Name: Changfeng Chen  
Email: fengchen5266@vip.163.com

Country: CN (China)

Affiliation: Tsinghua University, Beijing, China

Name: Wen Shi  
Email: shiwensmile@163.com  
Country: CN (China)  
Affiliation: Tsinghua University

**Abstract:** Natural Language Processing (NLP), an important technology of artificial intelligence, is being used in news production in Natural Language Understanding (NLU) and Natural Language Generation (NLG) instead of patterned news production of primary AI. How is NLU and NLG used for news production and what is the journalism paradigm going to be? What kind of challenges does AI news value face in NLU and NLG? What kind of conflict does it have with the publicity of the media and public media? Breaking the barriers of journalism studies and computer science, this paper will research the news paradigm change caused by NLP through analyzing news algorithmic logic, and reflect on the news value risk of algorithm and explore the news value criterion in the AI era.

NLG's leading news writing program has powerful logic processing ability, which can imitate human logic and emotions to automatically generate narrative strategies, determine the narrative focus and detail of news, and choose different rhetoric to describe different scenarios. But it carries the risk of "naturalizing" the value of news. In the process of computational linguistics, vocabulary is "de-valued" through vectorization, and social meaning behind the linguistic symbols may become illusory. The NLG algorithm's judgment on the value of news does not depend on the judgment of the social connotation of the language symbol, but on the recognition of the text feature. The value of the news is then "naturally" in the textual features of the material. Measuring whether a particular fact can become the standard of journalism is a quantitative way of objectivism.

NLU enables computers to understand the textual meaning and deep intent of human natural language, and to map from text to meaning and intent. NLU emphasizes to present the relationships between entities through a systematic representation of information so that to identify the logic and intent behind the natural language of users. When it is used in news, it can be made into AI news chat bots, such as Facebook's Messenger and Quartz. Its trend is to personalize news writing, which can meet the different expectations of users for news events. The robots can actively ask questions and get to know users opinions about news events. Based on the background of users' interests and habits, it could generate text based on a specific perspective. The NLU allows robots to infer the meaning and intent of the user's expression, and to produce personalized news instantly. The news that users is not interested in could be ignored so that provider presents a "private" news value. Under the logic of this algorithm, there is no objective criterion for judging news value. The news value could be defined by consumers of news. Since consumer's interest could be the only standard

for measuring the value of news, news providing would become commoditized private information services which is the opposite of the publicity of the media and public media.