



HANS-BREDOW-INSTITUT
for Media Research at the University of Hamburg

The boundaries of Public Service in a multiplatform media scenario

RIPE@2010 Conference

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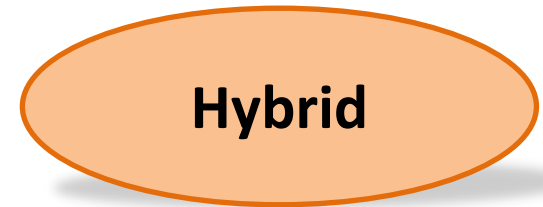
PSB - Digital

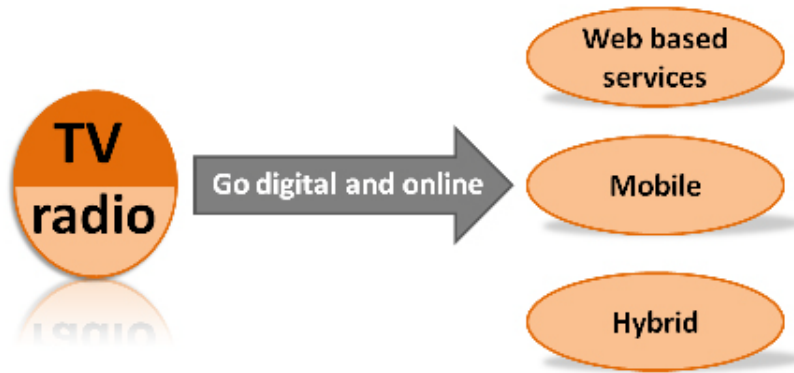
Redefining and repositioning Public
Service Broadcasting in the digital
and multiplatform scenario.

Post-doctoral Research Project
funded by the Marie Curie Intra-European Action



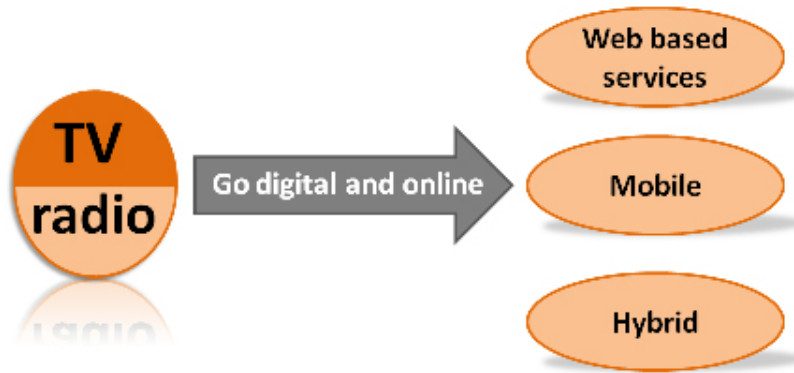
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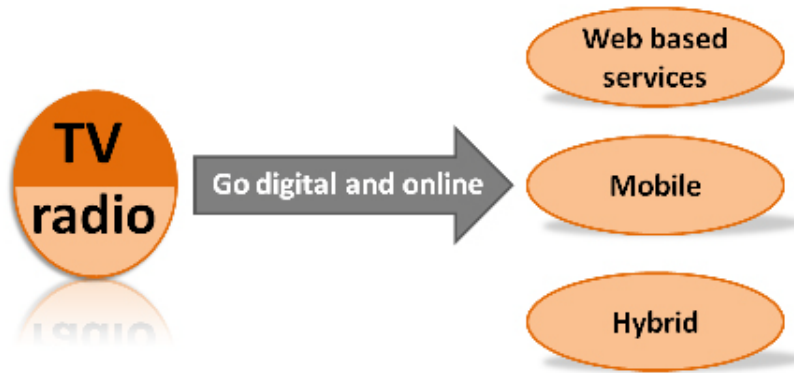
Content Innovation

- Interactivity
- On demand
- Mobile
- Searchable
- Shareable
- Personalisation
- Customization



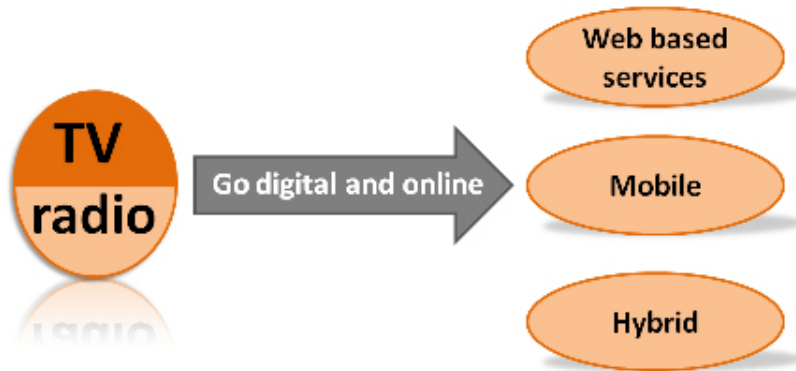
Services Innovation

- Catch-up
- Previews
- Archive
- Extension
- Complementation
- Participation



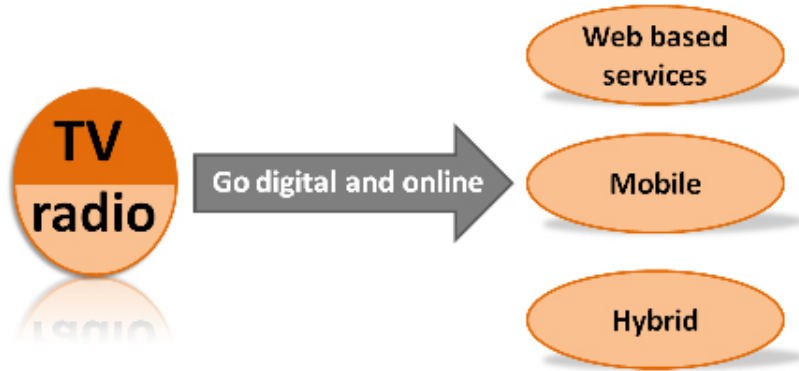
New Universability

- Platforms
- Devices



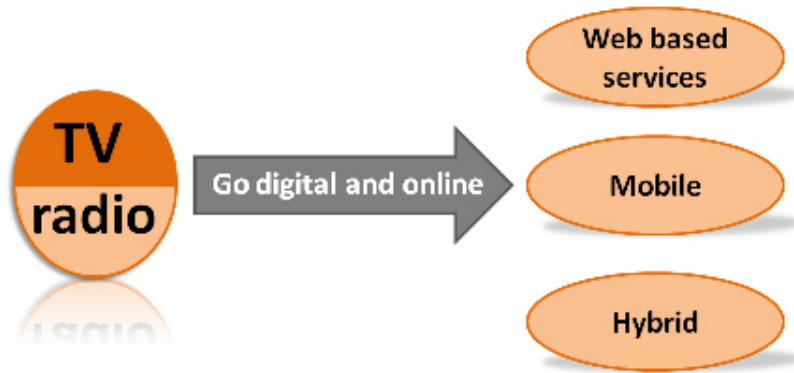
New
Universability

Anything
Anytime
Anywhere
+
Connecting
People



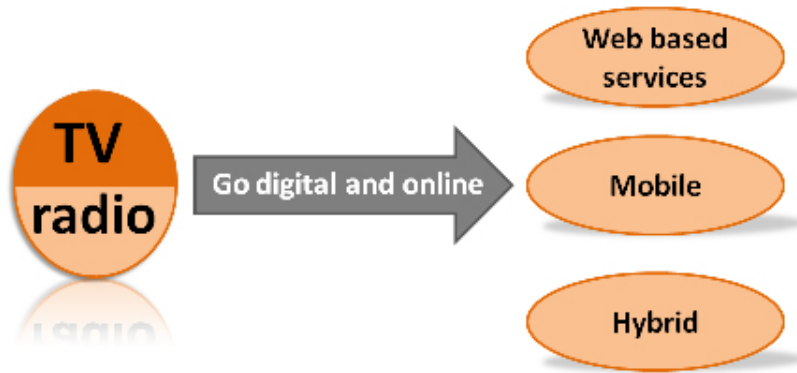
*New
Universability*

*in a more
complex
Public Sphere*



New Accountability

- More open / responsive Public Service
- Learning from users



***A more
complex media
ecosystem***

- **Innovation**
- **Visibility**
- **Relevance**



*The context has
changed,*

*does Public Service need
a new legitimacy?*



*The context has
changed,*

*Public Service needs a
new discourse!!*



Public Service

takes risks and innovates.

*looks for social and cultural
profitability.*



Multiplatform Public Service?

*A public policy tool to
ensure digital welfare.*

Indepence

Quality

Autonomy

Diversity

Pluralism

Universal Service

Guidance

Social Representativeness

Trust

Access



Thank You!

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