

POST-DOCTORAL RESEARCH PROJECT**Redefining and Repositioning Public Service Broadcasting in the Digital and Multiplatform Scenario: Agents and Strategies**

– An international comparison within the European Union –

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ABSTRACT

The raise of a multiplatform communication scenario implies profound changes in the structure, the business models and the reception patterns of the media system. In the case of Public Service Broadcasting/Media (PSB), the new context sets important challenges and questions concerning its legitimacy, its organization and its performance.

In this sense, divergent opinions collide. On the one hand, free market and competition are considered sufficient to guarantee not only the protection of those values that once justified PSB but also the fulfilment of its functions. On the other hand, the possibilities resulting from technical innovation and the convergence of distribution platforms are regarded as opportunities to improve the performance of public operators and thus offering a better service to the citizens.

Taking into account that conflictive situation, this research project investigates to what extent the configuration of a digital and multiplatform media scenario requires an adaptation of Public Service Broadcasting/Media and how it can be carried out. The main goal is to identify and to analyse what strategies are implemented in order to redefine the PSB remit and to reposition its operators and its services.

In the first part of the research, the current transformations affecting the media are studied. New tendencies and operational logics are identified and systematized. Special attention is also paid to technological innovation. As a result, a theoretical model concerning the challenges, opportunities and risks for public service in the multiplatform scenario has been designed.

In the second part of the project, the research is focused on the adaptation strategies to the multiplatform scenario currently carried out by public service operators. In order to achieve an international perspective of the issue within the European Union, the national cases of Germany, Poland and Spain are analysed and compared.

Regarding the expected results, first of all, this project has a strong theoretical ambition. It wants to contribute to the development of the Public Service Media studies by means of providing new ideas concerning the conceptualization of the public service remit and its operationalization in the current media conjuncture. Secondly, it also aims to produce valuable pragmatic knowledge by means of detecting and systematizing good practices among the adaptation strategies implemented in the countries compared. In the end, conclusions and recommendations for decision-makers and public service managers are drawn.

KEYWORDS

Communication Sciences, Media studies, Television studies, Public Service Broadcasting/Media, Digitalization, Convergence, Multiplatform, Comparative Analysis, European Union, Germany, Poland, Spain.

RESEARCH QUESTIONS

1. How do the digitalization and the configuration of a convergent multiplatform media scenario affect the values, functions and objectives that legitimize Public Service Broadcasting?
2. To what extent do the ongoing changes compel modifications in the theoretical conceptualization and the practical configuration of PSB
3. What are the main challenges, opportunities and risks for public service broadcasting in the multiplatform scenario?
4. How do public service broadcasters perceive the current context of change?
5. What strategies do public broadcasters implement to adapt to the new digital and multiplatform scenario?

OBJECTIVES

- Drawing a detailed picture of the current transformation processes affecting the media system.
- Carrying out a reflection on how those transformations influence PSB at three levels: remit, organization and performance.
- Designing a theoretical model of challenges, opportunities and risks for PSB in the multiplatform media scenario.
- Gathering information and opinions from practitioners concerning the strategies implemented by public operators to carry out such an adaptation.
- Comparing the experiences of public broadcasters in Germany, Poland and Spain in order to identify best practices.
- Providing recommendations to foster the development of Public Service, to protect its autonomy, to improve its service to society and to ensure its visibility, relevance and social support in the new media scenario.

If you are interested in this project, please, do not hesitate to contact me:

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