

**Gruppo Europeo di Torino**  
**Identity and Diversity of Europe**  
**EU integration in the cross-media public service perspective**  
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**Workshop 2:** *The challenges of the net for creating a new “public space” at the local, national and European level.*

**Presentation:** *Public Service Media Offer in Germany*

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The German public broadcasters are among the most innovative ones in Europe. Their involvement in the most relevant and latest technical improvements within the broadcasting market is a proof of that. In fact, this evolution capability is ensured by legislation, which considers public service a key and necessary element of the media system whose role can only be ensured if technological innovation is a core element of its activities. As a result, German public broadcasters benefit from technology innovation, including the online sphere, and they are developing new contents and formats in order to inform, entertain and educate their audience. Thanks to this, German public broadcasters are still the leaders concerning audience share and they are a trusted source of information for the citizenship too.

The transition from analogue to digital broadcasting at the terrestrial platform resulted in the launch of new channels that increased and diversified the public service offer. Besides, public operators are also available at satellite, cable and IPTV platforms. Moreover, ARD and ZDF are also present in WebTv initiatives like Zattoo. In addition, public broadcasters are progressively adding high definition contents to their offers.

Furthermore, German public broadcasters are very active in the online sphere. They have developed their own web portals, where a wide and diverse range of services are offered. Especial attention should be paid to their *Mediatheken* (archives), which allow the users to have on-demand or live-streaming access to the contents offered by the public channels. Moreover, podcasts, rss services, forums and newsletters linked to the broadcasted programmes are also available. In addition, the German public broadcasters are very active in the field of online social networking. Among other services, they have developed their own Facebook pages and Youtube channels.

Another field where public broadcasters are very active is the convergence between broadcast and broadband (Connected TV). In association with the Institut für Rundfunktechnik (IRT), ARD and ZDF are active partners of the HbbTV project (Hybrid broadband broadcast television). The latter has become one of the main European initiatives in the field of online services accessible via the television set. As a result, German public service operators are among the first ones in Europe serving hybrid television services.

Finally, it is also important to mention the release of public service services for mobile devices like smart-phones and tablets. Due to their success, this has derived in a heated debate and controversy within the German media sphere. As a result, in June 2011, the Association of German newspapers publishers (*Bund Deutscher Zeitungsverleger* – BDZV) filed a lawsuit at the regional court in Cologne.

This presentation will provide a detailed systematization and description of the offer of contents and services provided by public service operators in Germany. This will allow identifying their strategies to adapt to the new online and multiplatform media ecology as well as the main current innovation trends and debate topics.