

ADAPTING PUBLIC SERVICE TO THE MULTIPLATFORM SCENARIO

INVITED LECTURE BY ALISON HARCOURT AND PRESENTATION OF THE FINAL REPORT OF
THE PSB-DIGITAL PROJECT

Date: July 9th 2012 (Monday)

Venue: Hans Bredow Institute for Media Research
Heimhuderstr. 21
20148 – Hamburg, Germany [\[map\]](#)

Free Attendance / Registration is required

Presentation:

From 2010 to 2012, the Hans Bredow Institute has carried out the PSB-Digital project, which analysed the adaptation of Public Service Broadcasting to the digital and multiplatform scenario. Among its main goals, the most relevant ones were:

- Drawing a detailed picture of the current transformation processes affecting the media system.
- Carrying out a reflection on how those transformations influence Public Service at three levels: remit, organization and performance.
- Designing a theoretical model of the challenges, opportunities and risks for Public Service 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.

The seminar will be opened by Prof. Dr. Hasebrink, director of the Hans Bredow Institute. He will review the reasons and the relevance of analysing the evolution of Public Service and how an international approach can provide valuable results.

Next, Dr. Alison Harcourt, from the Department of Politics at the University of Exeter, will give the invited lecture *“Defining Public Service Broadcasting under European Union Competition Law”*. Dr. Harcourt will examine how the European Commission’s definitions of public service broadcasting has developed historically and resulted in the current ex-ante evaluation procedures framed within the European competition law. In her presentation, by means of presenting several national cases, Dr. Harcourt will also discuss how Member States are responding to Commission’s policy.

Finally, Dr. Roberto Suárez, Marie Curie Fellow at the Hans Bredow Institute, will present the final report of the PSB-Digital project. He will highlight some of the most interesting findings related to the goals detailed above.

The PSB-Digital project was funded by a Marie Curie Intra-European Fellowship for Career Development awarded by the European Commission (FP7-PEOPLE-IEF-2008 / PIEF-2009-237599)

Detailed Programme:

18:00 – 18:10 Welcome & Presentation

“Researching Public Service Media at European Level and with the Support of the European Commission’s Marie Curie Programme”

Prof. Dr. Uwe Hasebrink

Director of the Hans Bredow Institute for Media Research (Hamburg, Germany)

18:10 – 18:45 Invited Lecture

“Defining Public Service Broadcasting under European Union Competition Law”

Dr. Alison Harcourt

Jean Monnet Chair in the Information Society
Department of Politics at the College of Social Sciences and International Studies
University of Exeter (United Kingdom)

18:45 – 19:00 Questions & debate

19:00 – 19:30 PSB-Digital Project: Presentation of the Final Report

Dr. Roberto Suárez Candel

Marie Curie Fellow – Researcher in charge of the PSB-Digital Project
Hans Bredow Institute for Media Research (Hamburg, Germany)

19:30 – 19:45 Questions & debate

19:45 End of the event – Networking Drink

Registration:

Attendance is free but registration is necessary. Seats are limited, so early registration is strongly recommended.

You can register at this website: <http://www.psb-digital.eu/registration/>

Additional Information:

You can find additional information about the PSB-Digital project and the Hans Bredow Institute in the following websites:

<http://www.psb-digital.eu>

<http://www.hans-bredow-institut.de>

Help & Contact:

For any further information concerning the seminar organization/programme or any questions regarding the registration, please, contact Dr. Roberto Suárez at the Hans Bredow Institute for Media Research (Hamburg)

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