

**PSB-Digital: Redefining and Repositioning Public Service Broadcasting in the Digital and Multiplatform Scenario - Agents & Strategies. An international comparison within the European Union**

**Research project funded by the European Union under a Marie Curie Intra-European Fellowship for Career Development**

This research project investigated 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 was to identify and to analyse what strategies are implemented in order to redefine PSB's remit and to reposition its operators and its services in that new context. The national cases of Germany, Poland and Spain were compared in order to achieve an international perspective of the issue.

**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>

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**Venue**

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<http://www.hanse-office.de>

**Registration**

Attendance is free but registration is necessary. Seats are limited to 60 people, so early registration is strongly recommended.

**Registration deadline: January 27th 2012**

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



**The Adaptation of Public Service Broadcasting to the Multiplatform Scenario**

**Workshop of the Hans Bredow Institute for Media Research at the University of Hamburg**

Monday, February 6th 2012  
Hanse-Office, Avenue Palmerston 20, Brussels

**Invitation**

# The Adaptation of Public Service Broadcasting to the Multiplatform Scenario

## Programme

This workshop wants to analyse the current transformations as well as the extension experienced by Public Service Broadcasting due to technology innovation. Both factors have resulted in relevant conflicts and discussions within the media market. They have also fostered an intense political debate.

By means of presenting the results of the research project PSB-Digital and thanks to the participation of relevant speakers, this workshop aims to provide valuable insights and knowledge about a major political and professional issue within the European media scenario.

First of all, those imminent challenges, opportunities and risks that public service broadcasters must face with regard to their remit, organization and performance as a result of the configuration of a multiplatform media scenario will be analysed and systematized. In addition, the conclusions obtained from the comparison of the adaptation strategies implemented by public operators in Germany, Poland and Spain will be presented.

Following that, a panel of professionals and academic scholars from the mentioned countries will discuss how public media can make the most of the 'anything, anywhere, anytime' paradigm in order to improve their service to the citizens. National strategies and perspectives will be contrasted.

Finally, the conflicts and the debate resulting from the new articulation of public service will be scrutinized by members of international institutions like the European Commission, the European Parliament, the Council of Europe and the European Broadcasting Union. Among other issues, they will confront their opinions about how the current ex-ante evaluation tendencies can determine the future of public service media.

09:30 – 10:00 **Registration**

10:00 – 10:15 **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)

10:15 – 11:00 **PSB-Digital Project: Presentation of results**

### **“Redefining and Repositioning Public Service Media in the Multiplatform Scenario: Challenges, Opportunities and Risks”**

*Dr. Roberto Suárez Candel*

Marie Curie Researcher  
Hans Bredow Institute for Media Research (Hamburg, Germany)

11:00 – 11:15 **Questions & debate**

11:15 – 11:45 Coffee Break

11:45 – 12:45 **Professional / Academic Debate Panel**

### **“Adapting Public Service to the ‘Anything, Anywhere, Anytime’ Paradigm: National Strategies in Germany, Poland and Spain”**

*Mr. Niels Rasmussen*

NDR Online & Multimedia Department (Germany)

*Mr. Wiesław Łodzikowski*

TVP Technology Director (Poland)

*Mr. Ignacio Gómez*

RTVE Director of Interactive Media Programmes (Spain)

*Prof. Dr. Barbara Thomaß*

Ruhr University Bochum (Germany)

*Dr. Michał Głowacki*

Warsaw University (Poland)

*Dr. David Fernández-Quijada*

Autonomous University of Barcelona (Spain)

Moderator: *Dr. Roberto Suárez Candel*

12:45 – 13:00 **Questions & debate**

13:00 – 14:00 Lunch Break

14:00 – 15:00 **Supranational Debate Panel**

### **“Regulation and Accountability: Shaping the Extension and the Future of Public Service Media”**

*Dr. Anna Herold*

European Commission, DG Information Society & Media

*Mr. Jan Malinowski*

Council of Europe, Head of the Media Division

*Mrs. Nicola Frank*

European Broadcasting Union, Head of the Brussels Office

Moderator: *Dr. Roberto Suárez Candel*

15:00 – 15:15 **Questions & debate**

15:15 – 15:30 **Concluding Remarks**

*Prof. Dr. Uwe Hasebrink*

15:30 **End of the event – Networking Coffee**