

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**