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Exporting the public value test: the regulation of public broadcasters' new media services across Europe PDF E-BOK

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BESKRIVNING

Public service broadcasters across Europe are venturing into the digital world, launching niche TV channels, building extensive websites, developing commercial services, entering into partnerships with external actors, and exploring new ways to reach users, whether its through smart phone apps or screens in public spaces. Such endeavours intensify fundamental discussions about what we need public service media institutions for. These are complex discussions, building on history, encompassing new technology, and involving a range of strong stakeholders. Recently, the so-called public value test has emerged as the focal point for these discussions. As a detailed regulatory scheme to measure the public worth and possible market impact of planned publicly funded media services, the public value test is causing controversy across Europe. This collection of short essays from academics, regulators, public broadcasters and private media representatives, provides thought-provoking perspectives on the state of play of public value tests in a range of European states. In so doing, the book is a topical intervention in the ongoing debate about the future of our media systems.

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