

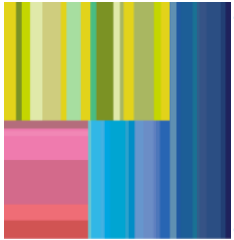
# **Exporting the Public Value Test**

**The German Drei-Stufen-Test:**

**Did Public Broadcasters pass the test?**

**Maxim Hauk LL.M.**

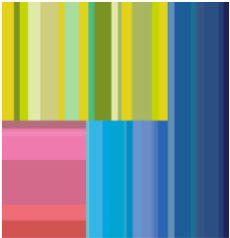
# The Association of Commercial Television



- Brussels-based trade association established in 1989 by five members
- Currently representing 30 media groups active in 34 European countries
- The EU audiovisual market now comprises 7200 TV channels

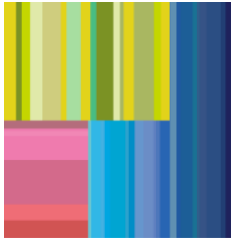


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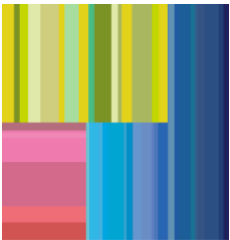
- Did Public Broadcasters pass the test?
- Are new digital services a journalistic-editorial and/or economic threat to existing commercial services?
- Consequences for Public Broadcasters
- Consequences for commercial operators

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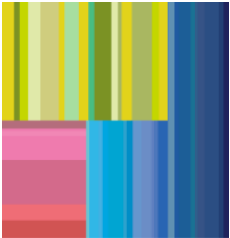
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# Did public broadcasters pass the test?



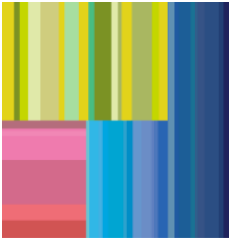
- At the moment only evaluation of existing new services
- KI.KAplus; kikaninchen, WDR Telemedia concept; SR Telemedia concept
- Some other 40 three-step tests still running
- Insufficient Telemedia concepts?
- Telemedia concepts describing offers as « open for changes »; « non static »

# Examples for open ended phrasing in Telemedia concepts/project descriptions I



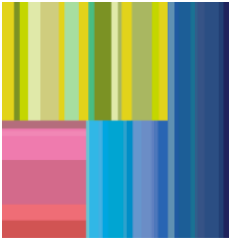
- zdf.de wird bei der Weiterentwicklung des Angebots die Vernetzung des Mediums mit den Bewegtbildinhalten verstärken
- *In further developing the offer, zdf.de will enhance the link between the medium and audiovisual content*

## Examples for open ended phrasing in Telemedia concepts/project descriptions II



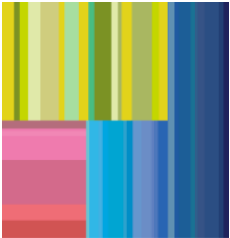
- Um für die Nutzer ein informatives, zeitgemäßes und adäquat aufbereitetes Angebot sein zu können, wird sich heute.de kontinuierlich weiterentwickeln und sich dabei an den Weiter- und Neuentwicklungen des Fernsehens, des Internets und anderer elektronischer Plattformen orientieren.
- *In order to give the user an informative, contemporary and adequate offer, heute.de will continue to develop and orient itself towards further and new developments of TV, Internet and other electronic platforms*

## Examples for open ended phrasing in Telemedia concepts/project descriptions III

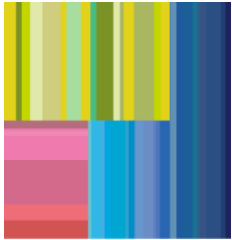


- tivi.de passt sein Onlineangebot kontinuierlich den Weiter- und Neuentwicklungen des Fernsehens, des Internets sowie den weiteren medialen Plattformen an
- *tivi.de continuously adapts its online offer to new and further developments of TV, the Internet and other media platforms*

## Examples for open ended phrasing in Telemedia concepts/project descriptions IV



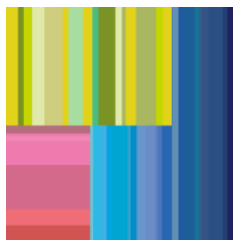
- So geht tivi.de beispielsweise mit einer weiteren Diversifikation des Angebotes und der Möglichkeit zur Personalisierung von Inhalten auf die sich wandelnden Bedürfnisse der Nutzer ein.
- *Tivi.de uses further diversification of the offer and provides a possibility to personalise content in order to respond to the changing needs of the user.*



**Transparent and verifiable concepts?**

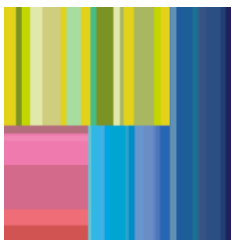
**Regular evaluation possible?**

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## Are new digital services a journalistic-editorial and/or economic threat to existing commercial services?



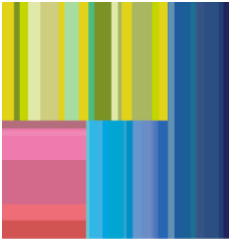
- Telemedia concepts only contain rudimentary information
- Broadcasting Council's consultations are not public
- Telemedia budgets approx 150m Euro, overall budget 8.6b Euro
- Threat to existing and pluralistic commercial offer?

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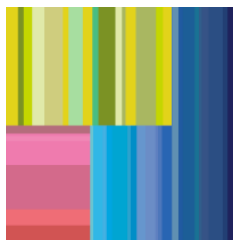
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# Consequences for Public Broadcasters



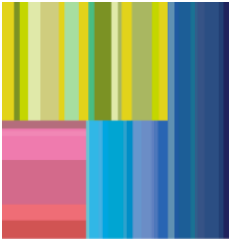
- Telemedia concepts must be more precise
- Stop offering content that can be offered and refinanced by commercial operators

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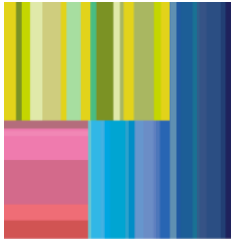


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# Consequences for commercial operators



- Digitisation = big challenge for commercial operators
- Usage is fragmenting more and more
- Keep in mind potential danger of big platforms
- How ensure the development of sustainable commercial offers if public, advertising-free offers expand to new platforms?



# Thank you! Questions?

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