



# Public Service Broadcasting

27 Sept 2010



# What's PSB

- **Neither commercial nor State-controlled, public broadcasting's only raison d'être is public service. It is the public's broadcasting organization; it speaks to everyone as a citizen.**
- **Public broadcasters encourage access to and participation in public life. They develop knowledge, broaden horizons and enable people to better understand themselves by better understanding the world and others.**
  - by UNESCO, World Radio and Television Council



# PSB model

- It is important to note that PSB models have been developed essentially due to the inherent weaknesses of the two dominant broadcasting systems - **the state-controlled broadcasting model and the profit-oriented commercial model**. The public-service model, while it stems from the vision some had for radio, was also based on mistrust: mistrust of the ability of market mechanisms to fulfil certain goals, and mistrust of the State's ability to achieve the same objectives, generally grouped under the broad expectations that still apply to public broadcasting today, which is, to inform, educate, and entertain.
  - by UNESCO, PSB Best Practices Sourcebook



# Global values of PSB

- **Universality**
- **Diversity**
- **Independence**
- **Distinctiveness**
  - by UNESCO, World Radio and Television Council



# Universality

- PSB must be **accessible to every citizen** throughout the territory and its services shall target the whole society and seek to **serve as many people as possible**.



# Diversity

- The services offered by PSB should be **diversified** in terms of the genres of programmes, the audiences targeted, and the subjects discussed so as to ensure that the general public and minority groups are taken care of.





# Independence

- PSB is a forum in which ideas should be **expressed freely**, where information, opinions and criticisms can circulate. This is only possible if the public broadcaster is independent. Freedom of public broadcasting shall be maintained against commercial, political or government interference.



# Distinctiveness

- PSB must be distinguished from those of other broadcasting services in terms of programme categories and quality. It is not merely a matter of producing programmes that are ignored by other broadcasters, but one of **doing things differently** without excluding any genre. Public broadcasters shall take a leading role in the industry through **innovation** and **commitment to quality**.





# Public Values

- **Public service broadcasters should play a vital role to promote universally endorsed public values of freedom of expression, openness, expanding public spheres, pluralism and diversity, democratic and civic participation, and caring community, with a view to accumulating social capital.**



# Thank you !

