

# PSM in the Netherlands and the role of the CvdM

## Governance and Public Private Partnerships (PPS)

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## Dutch Public Service Media

- National: 3 TV channels, 6 radio channels, 6 digital theme TV channels, one free online catch-up service, one paid online catch-up service and online streaming ('over the top') of all channels: airtime granted by Ministry
- 13 regional media service providers (TV and radio): airtime granted by CvdM
- ± 260 local media service providers (TV and radio): airtime granted by CvdM

# Dutch Public Service Media

- NPO: umbrella organization for coordination of all activities
- NOS: coverage of daily news, important events and sports
- NTR: education, arts, culture and minorities programming
- 6 private associations who have members who pay a yearly contribution (3 stand-alone associations and 3 that result from recent mergers)
- Political parties and ministry of general affairs
- STER: special foundation for broadcasting advertisements on national public channels (TV and radio) and sites
- Abolished per 1 January 2016: special airtime granted to 7 religious and spiritual broadcasters: Christians (2), Muslims, Buddhists, Jews, Hindu's, Humanists

# Funding national PSM

- Since 2012 several serious budget cuts
- In 2017 reform of the public media assignment with regard to amusement
- National PSM faces new budget cuts from 2019
- NPO decided to economize on typical journalistic content
- Heated debate and protests programme makers and journalists
- Decrease of political and public support for PSM
- Current Minister considers a new reform of the PSM from 2021

## Role of CvdM

- Monitoring and supervising
- Not a political role, although...
- CvdM advises Minister about policy plan (once in 5 years) and budget (every year) of PSM
- Every year CvdM makes its comments on performance agreement NPO-Minister
- Framework of CvdM with regard to advisory role: independence, plurality and accessibility of the PSM
- Every 5 years: CvdM advises Minister whether **new PSM organizations (aspirant candidate broadcasters)** meet the legal requirements for obtaining airtime and funding as a national PSM: has a new applicant obtained enough supporting members (threshold: 50,000) and does it provide added value to system of PSM?

# CvdM can be encouraging to PSM

- CvdM can make a difference by the way it uses its legal duties and instruments
- For example
  - encouraging and providing guidance for internal governance within PSM
  - authorisation of PPS



# Policy paper Governance and Internal Control within national and regional PSM

- In 2015 the CvdM adopted policy paper on governance and internal control addressing the following themes:
  1. Design and implementation of internal governance
  2. Risk management and internal control
  3. Compliance with law and regulations
  4. Transparency in accounting and reporting
  5. Leadership, integrity, culture and behaviour
- In 2017 reformed into official policy
- In the own interest of PSM

# Authorisation of PPS

- PSM experiences legal framework for PPS as “a stand in their way”
- Real problem: cultural gap between PSM and private sector and different expectations
- CvdM developed extensive guidelines for PPS
- CvdM simplified procedures
- End of 2017 several information meetings for PSM
- Demonstrate to PSM that PPS is possible!



**Thank you for your  
attention!**

