BLM
Bayerische
Landeszentrale für
neue Medien

epra
european platform
of regulatory authorities

The media literacy activities of the BLM

Presentation for the EPRA Executive Board

30 January 2020

Siegfried Schneider, President

The law and the remit

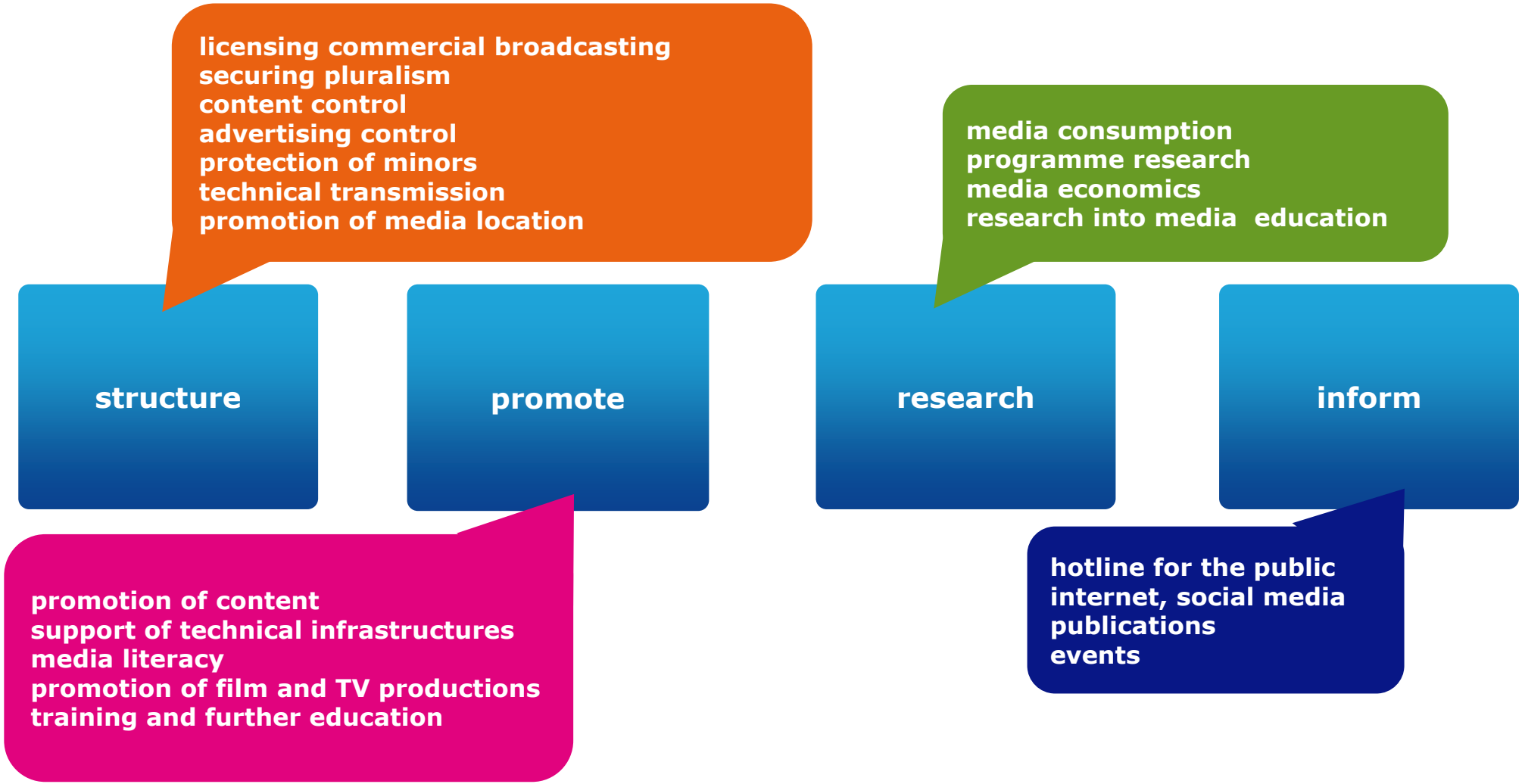
Art. 11 Remit („Aufgaben“) BayMG

Art. 11 (1) nos. 1-10
The BLM shall organise, promote, distribute and control broadcasting offers, in particular by providing for a balanced infrastructure, promoting content production, organising the distribution infrastructure, …

Art. 11 (2) nos. 1-3
In addition, the BLM shall promote film and TV production in Bavaria,
conduct research on content, quality, economic sustainability and acceptance of media offers, and see to commercial offers being archived

Art. 11 (2) no. 4
The BLM shall contribute to
a) training and further education of skilled staff for the media sector,
b) imparting a responsible use of media, in particular concerning media education and media pedagogics
c) connecting media enterprises for supporting and developing digital media in Bavaria

The BLM and its activities

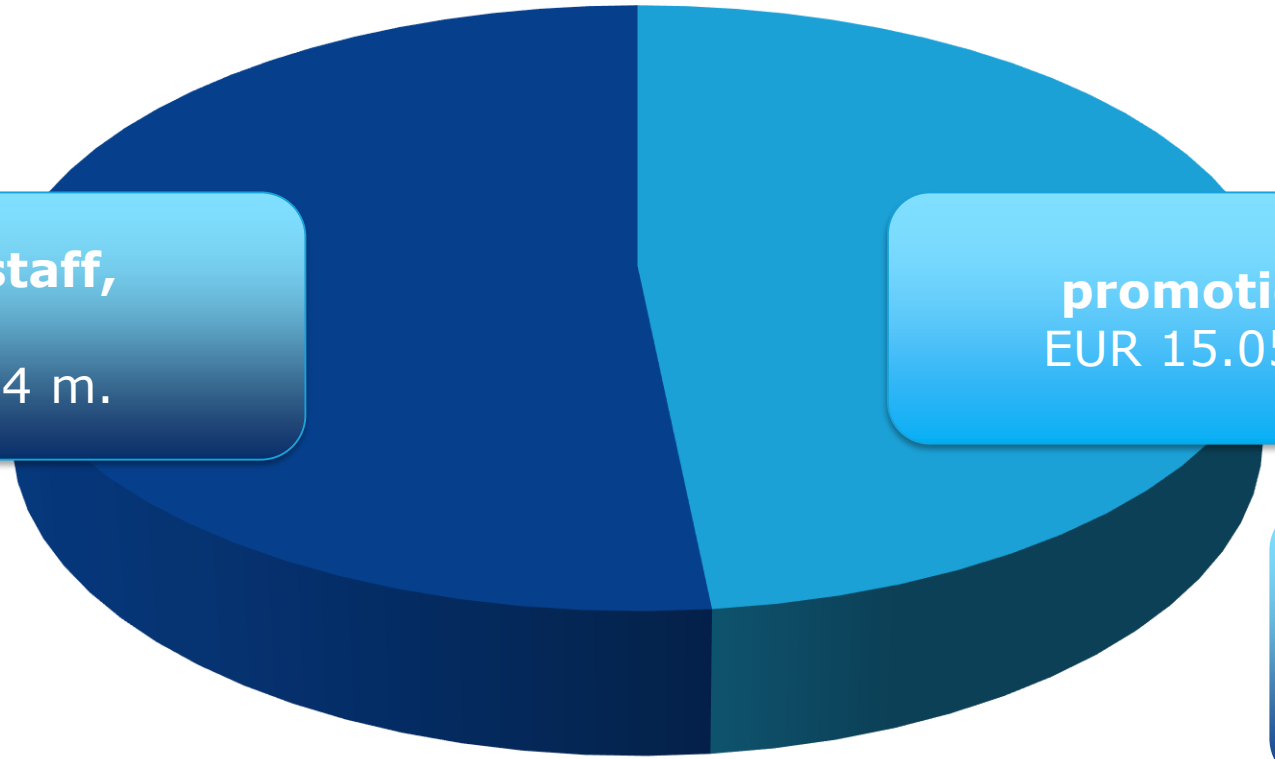


The BLM and its budget 2020

approx. 31.59 million Euros

income:
licence fee: 23.39 m.
other: 6.64 m.

+ EUR 10.30 m. for the promotion of local and regional TV content (state budget)

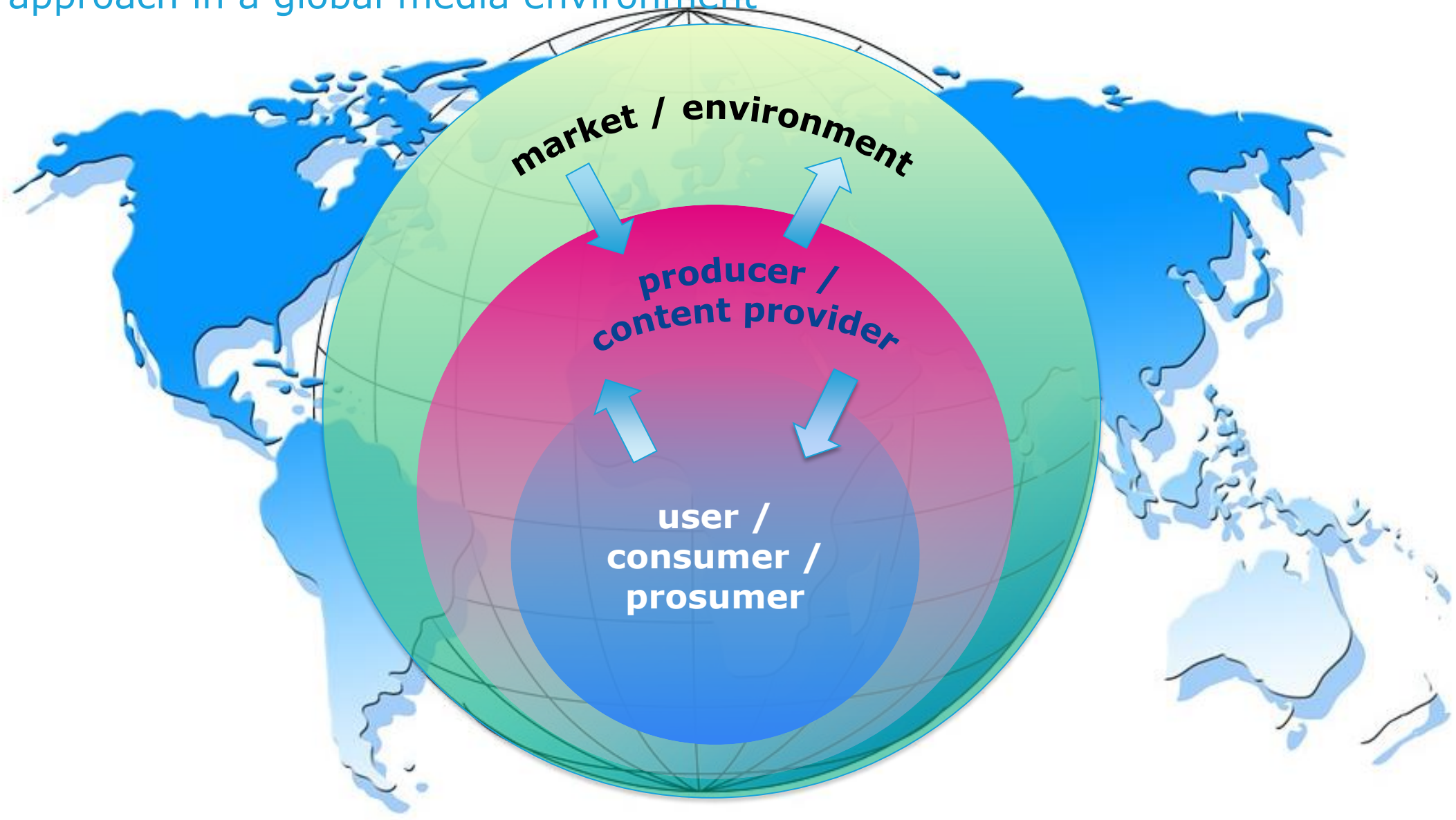


admin, staff, general:
EUR 16.54 m.

promotion:
EUR 15.05 m.

training: 1.09 m.
media literacy: 0.71 m.
research: 0.80 m.

holistic approach in a global media environment



Medien.Bayern GmbH: fostering innovation and connecting

Dachgesellschaft für den Medienstandort Bayern

- connects media enterprises in Bavaria and across individual sectors
- provides information on players and actors in the media location
- promotes innovation in the media sector
- supports media startups
- organises media events (e.g. Medientage München, Lokalrundfunktage Nürnberg)
- enhances the visibility of Bavaria as a media location at the national and international levels

- a 100 % BLM subsidiary

- supported by Freistaat Bayern

http://medien-bayern.de/

MEDIA LAB BAYERN

OUR PROGRAMMES

https://www.media-lab.de/

TALENTS

- OPEN SPACE
- SUMMER SCHOOL
- R&D FELLOWSHIP
- ROCKING SCIENCE JOURNALISM
- FUTURE LABS
- MEDIA INNOVATION CAMP
- IDEA SPRINTS

STARTUPS

- MEDIA STARTUP FELLOWSHIP
- GROW FELLOWSHIP
- FIELD TRIPS
- PITCH NIGHTS
- CONFERENCES

MEDIA HOUSES

- MEMBERSHIP
  - PROTOTYPING LABS
  - THINK TANKS
- KOOPERATIONEN
- SPONSORSHIPS
- EVENTS

Medientage München

100+
Sessions

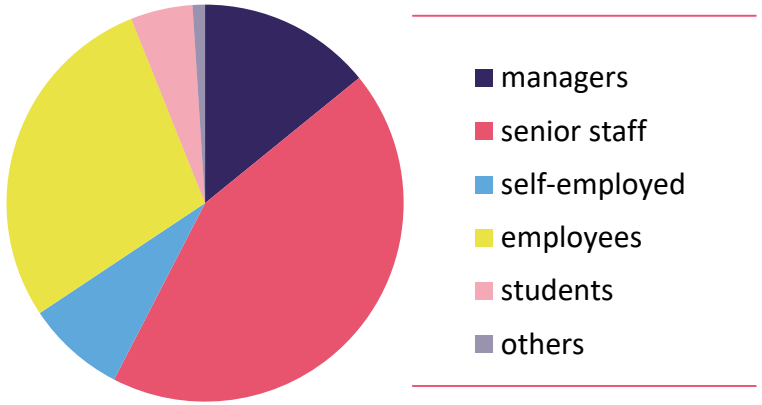
- keynotes
- master dlasses
- presentation series
- show cases
- interviews
- workshops

7.000
visitors, including
3.250
visitors to the trade fair

40
conference partners

https://medientage.de/

WHO MEETS WHOM?*



* results of a survey of participants at MEDIENTAGE 2018

CONFERENCE: TOPICS AND TRACKS

Digital Media || Innovation || Media Policy || #mtmTV || #mtmAudio || #mtmGenZ || #mtmAI || Publishing || VR, AR & 360° || Advertising & Marketing

HIGHLIGHTS AND NEWS 2019

LOCATION
2019 again in the ICM of Messe München!

AI-AREA
Trends and Solutions in AI

IMMERSIVE MEDIA AREA
What's next in VR, AR and 360°?

ROCKETS AND UNICORNS
Expo, Lounge and Stage for Startups

NACHT DER MEDIEN
24 October 2019 – guess where!?

fostering training and further education

MEDIASCHOOL BAYERN

AUDIO, VIDEO, WEB

63 % BLM
(min. 51 %)

https://www.mediaschool.bayern/

BAF

membership fee:
EUR 5.113 p.a.
support 2020:
EUR 15.000

https://www.b-a-f.de/

membership fee:
EUR 1.000 p.a.
support 2020:
EUR: 30.000

https://bayerische-medienakademien.de/

DJS.
Deutsche Journalistenschule

membership fee:
EUR 5.000 p.a.

https://djs-online.de/

fostering media literacy

https://www.stiftung-medienpaedagogik-bayern.de/

Stiftung Medienpädagogik Bayern

MEDIEN FÜHRERSCHEIN

Stiftung Medienpädagogik Bayern Referentennetzwerk

capital conribution of the BLM: EUR 3.15 m.

FLIMMO

https://www.flimmo.de

internet-abc WISSEN, WIE'S GEHT!

https://www.internet-abc.de/

Stiftung Wertebündnis Bayern
Prix Jeunesse
Stiftung Zuhören

Make your own radio

The BLM project for non-commercial podcasters and radio enthusiasts in Bavaria

Schoolradio groups

Students, campus radio

youth radiogroups

noncommercial radio stations & enthusiasts

one platform, four target groups

project „schoolradio bavaria“

Online audio platform

Schoolradiodays

workshops

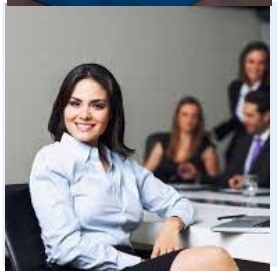
Radio box

Coaching Network

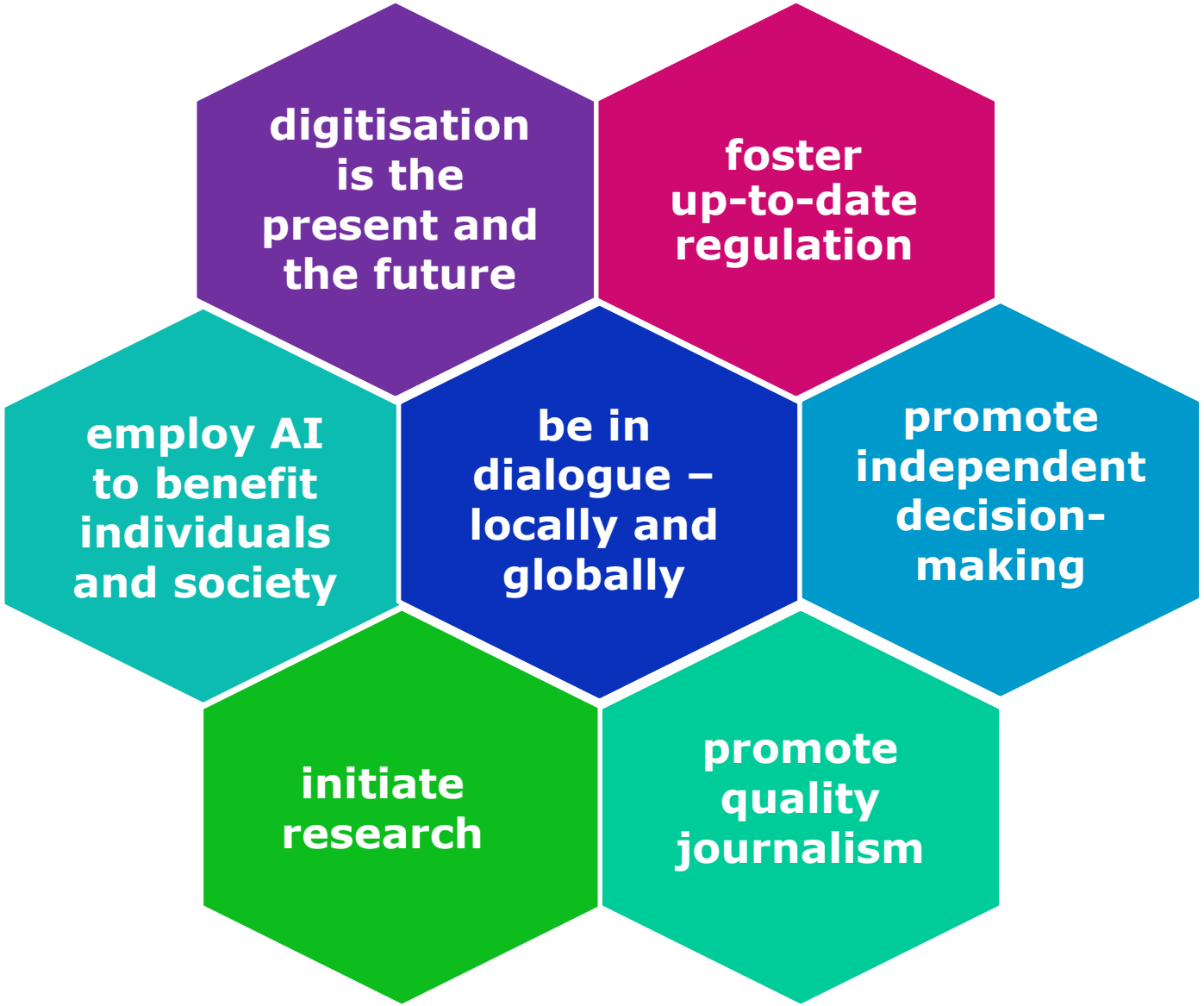
BLM workshops for different target groups

Trainees, young editors, experienced editors, programme managers, sales staff

week 1	radio	TV		week 2	radio	TV
Mo	structure and tasks of the BLM	structure and tasks of the BLM		Mo / Tues	radio news	interview
Tues / Wed	intro radio journalism	intro TV journalism		Wed	voice and speech training	voice and speech training
Thur	media law	media law		Thur	reporting	news and presenting a TV show
Fr / Sat	interview	camera, light setting & sound recording		Fr / Sat	presenting a radio show	presenting in front of a camera



The BLM guidelines on digital ethics



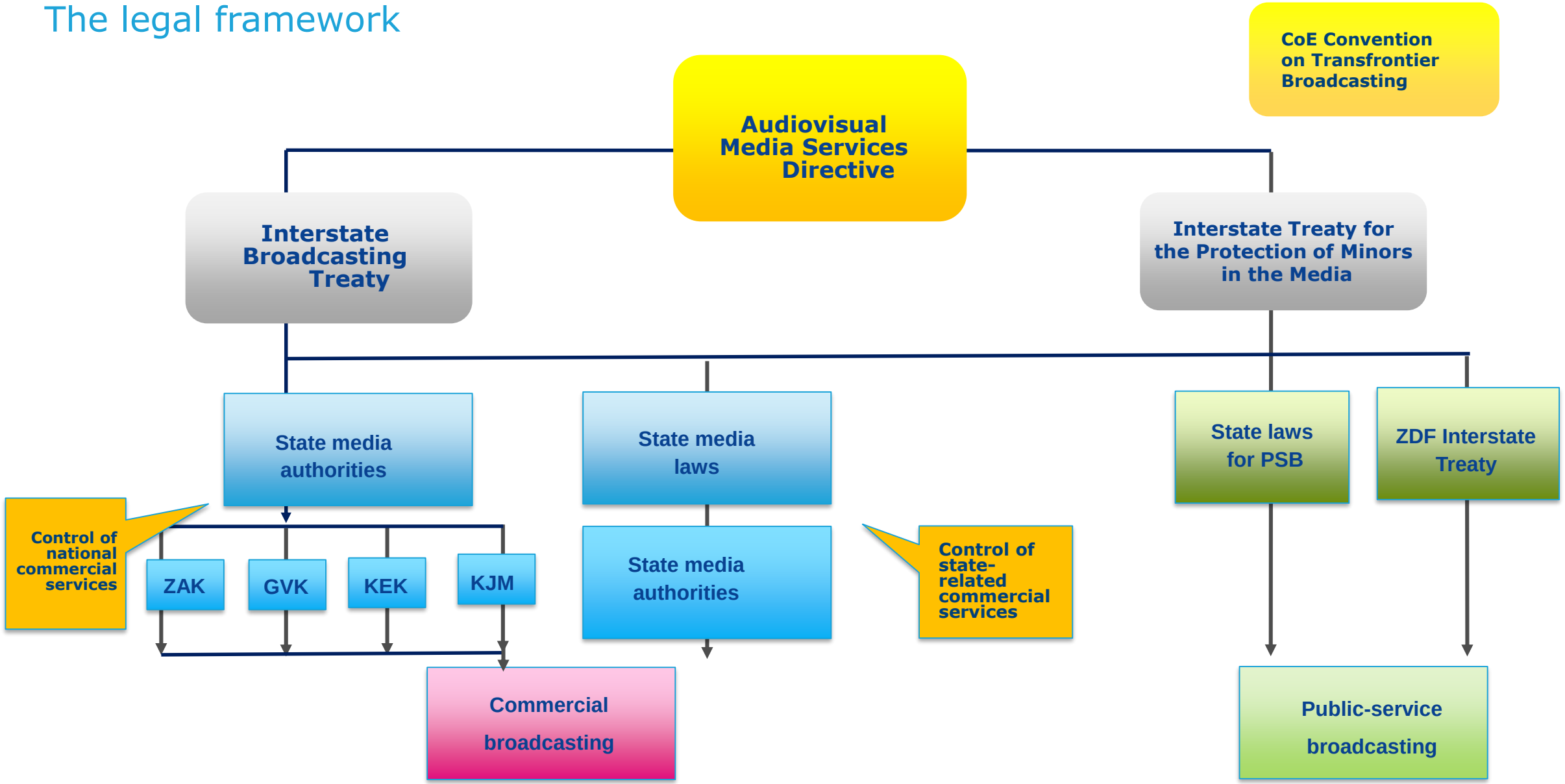
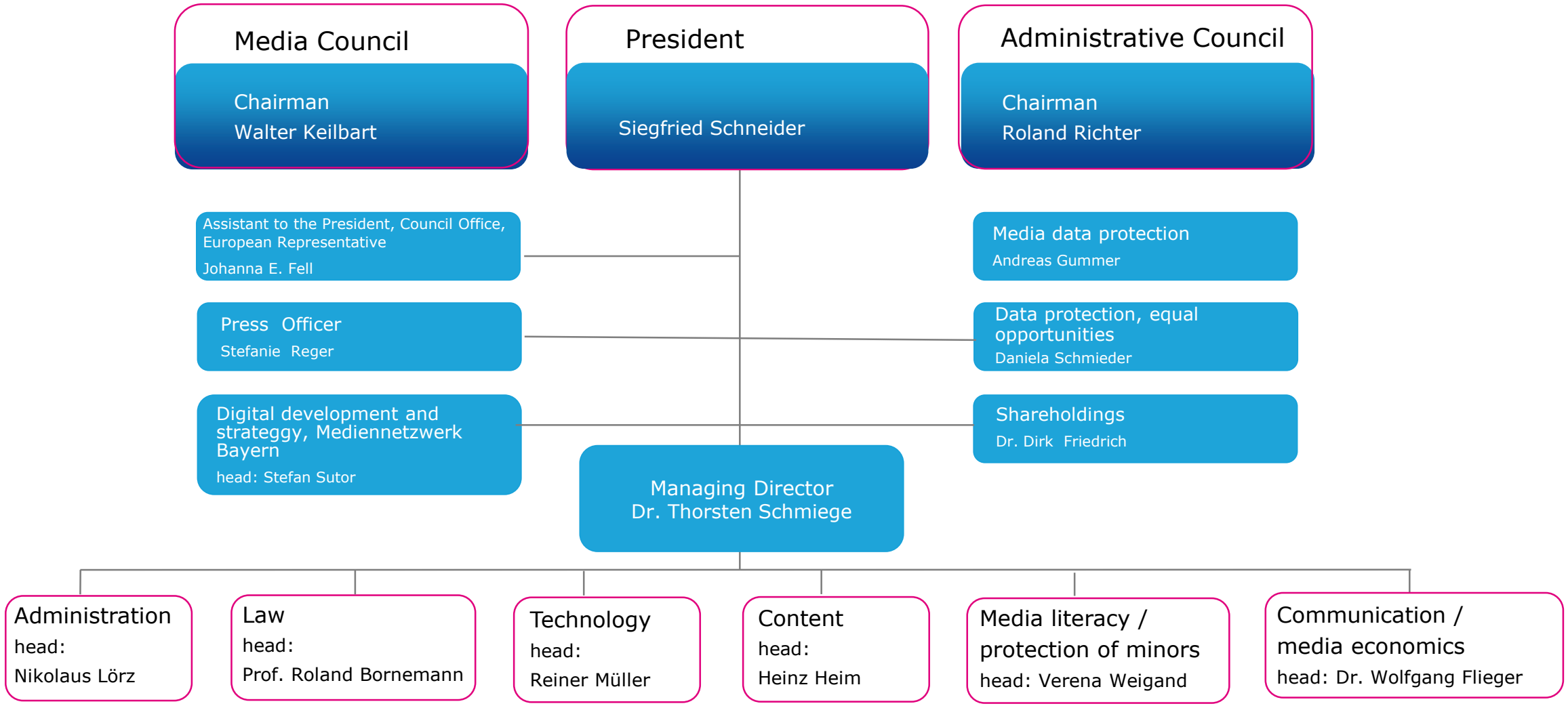
„ethics by design“:

study commissioned by the BLM on how ethical values can be implemented already in the creation/design stage of products, e.g. games, or in start-up projects

publication: autumn 2020

Regulating commercial media in Germany

The legal framework



The BLM and its structure