

Commissariaat
voor de Media

cvdm.nl

Media & information for **the public good**

57th EPRA Plenary

Sara Blink, 2 June 2023,

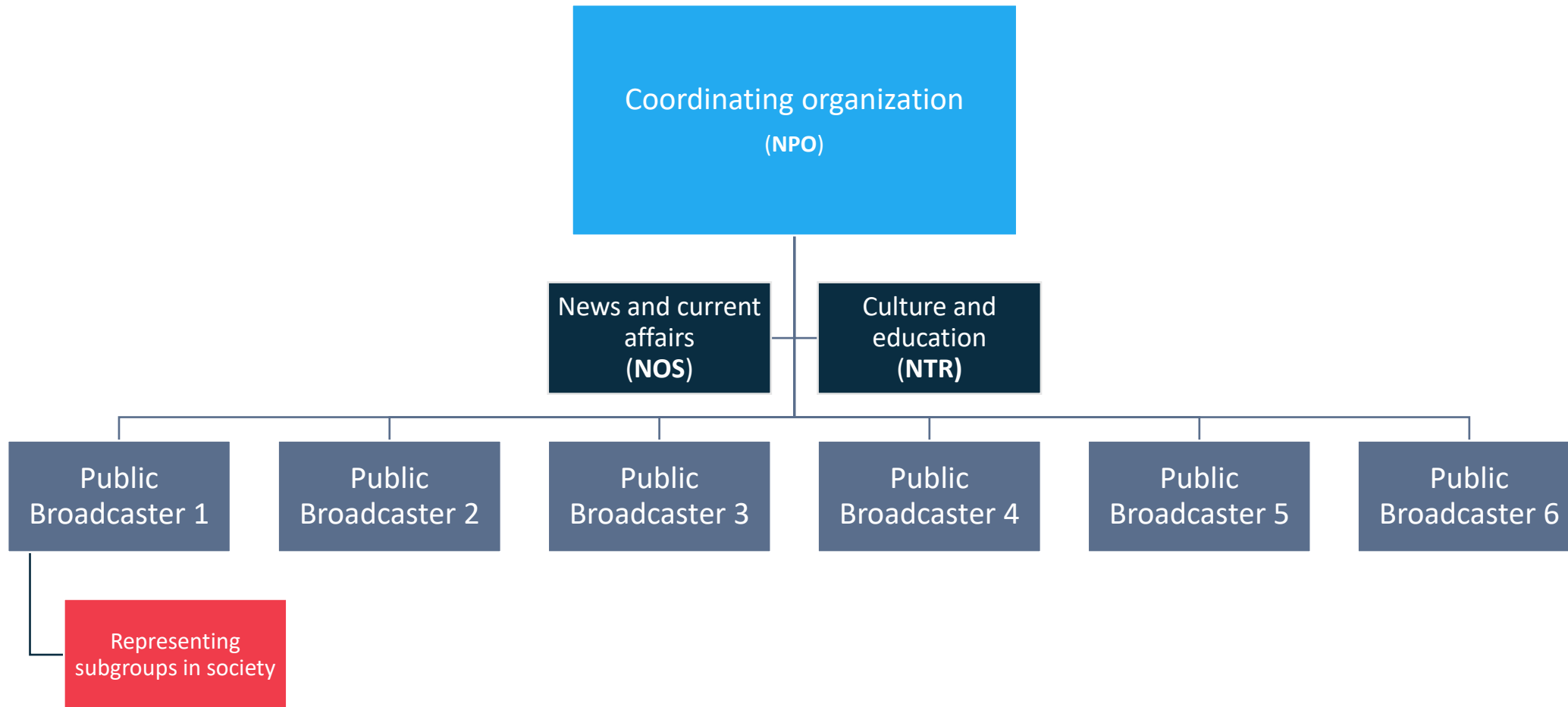
Relevance of PSM



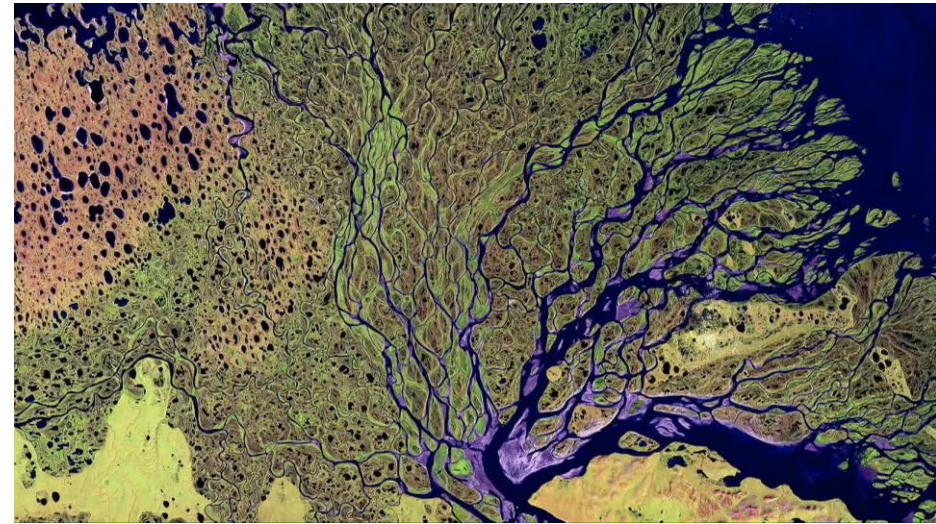
Relevance

- PSM brings information, culture, education (and entertainment) with **public value**
- Enables people **to form opinions** based on different perspectives and views
- A safeguard for democratic **rule of law**

The Dutch PSM system



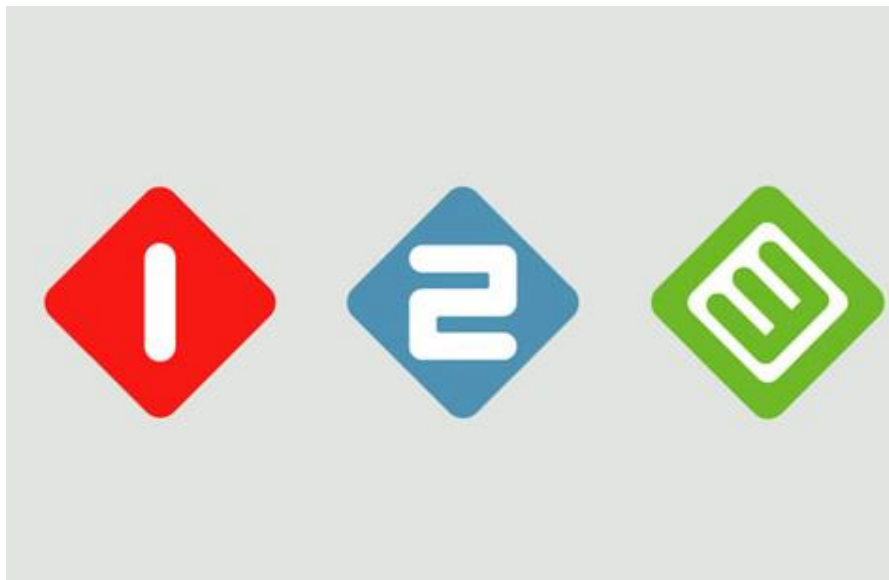
Society



Technology



Market



The PSM system should
change



Characteristics Dutch PSM system

- Emphasis on organizations instead of public content
- A lack of review and settlement of contribution to the public media remit
- Unclear division of tasks and responsibilities between the coordination organization and member broadcasters
- High threshold for makers to contribute
- Conflicting interests in profiling as a PSM as a whole vs. individual member broadcasters

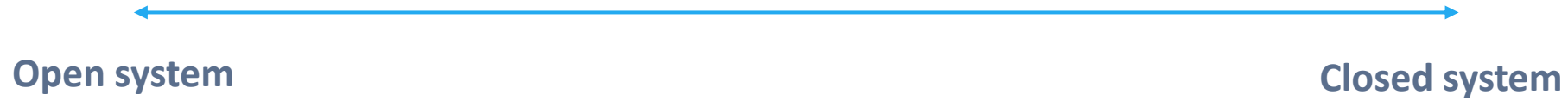
Design requirements

Requirements following from analysis

- Clear roles and responsibilities
- Guarantee of transparency and clear decision-making
- Mechanisms for review and evaluation of players
- Accessible to diverse content creators

Requirements following from our public media remit

Thinking tool

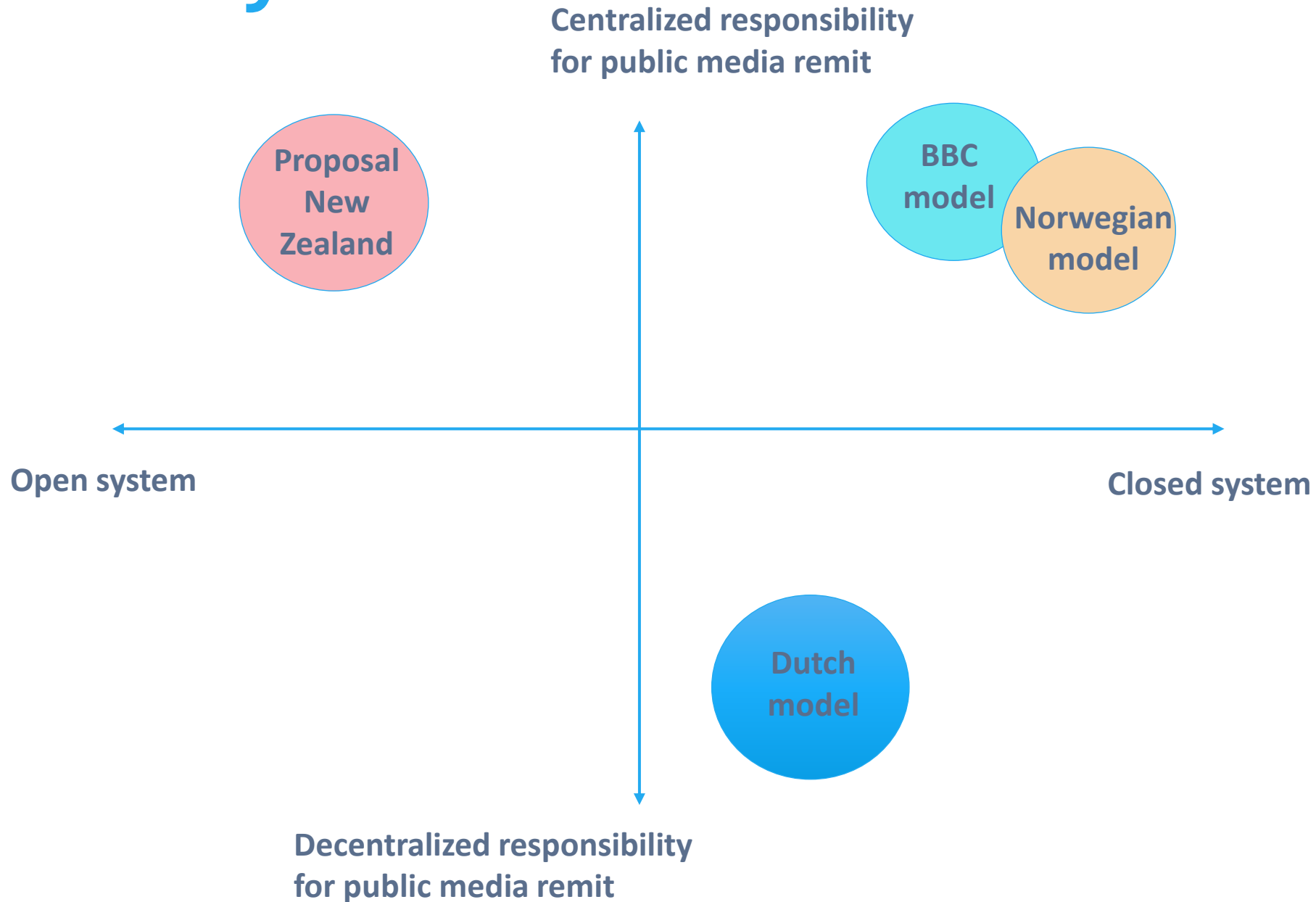


Thinking tool

Centralized responsibility
for public media remit

Decentralized responsibility
for public media remit

Axis system



DIRECT

1

**Ensure societal
connection**

INDIRECT

CENTRALIZED

2

**Responsibility
public media
remit**

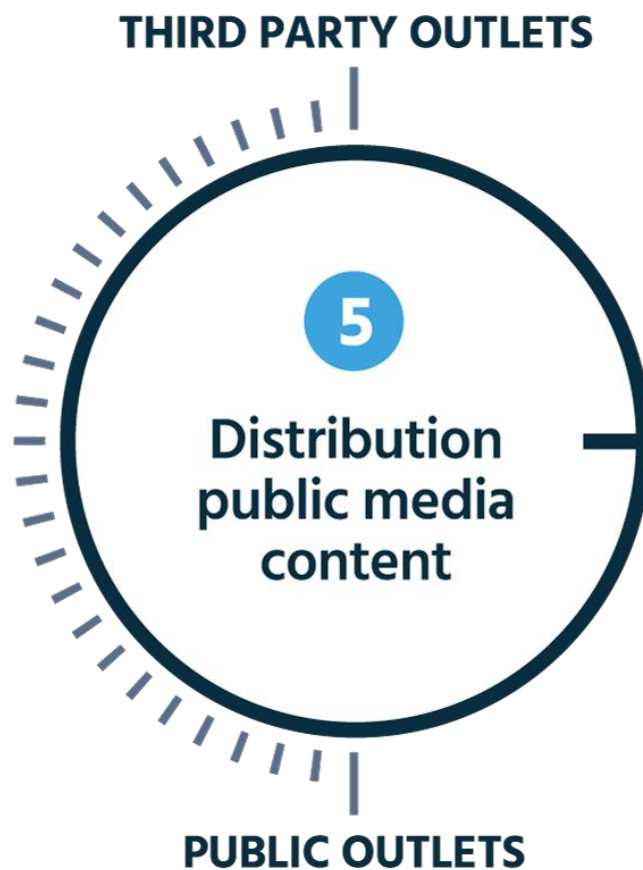
DECENTRALIZED

OPEN

3

**Accessibility
makers public
content**

CLOSED



Let's discuss!

Our challenges:

- How can national PSM's reach/engage the (young) public?
- How can diverse makers make high-quality (journalistic) media offerings with public value?
- How can actors in the system better be held accountable for the realization of the public media remit?

But what are your challenges in your countries?



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Thank you!