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MC-S-PG(2010)006
Français
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**AD HOC ADVISORY GROUP ON PUBLIC SERVICE MEDIA GOVERNANCE
(MC-S-PG)**

**2nd Meeting
12-13 October 2010
Agora Building
Room G.04**

MEETING REPORT

Executive Summary

The Group considered in detail the draft policy paper prepared by the Chair on the basis of the contributions by the members and agreed:

- to update the policy paper on public service media governance in the light of the discussions
- to prepare a draft recommendation based on the policy paper
- to prepare a draft declaration

The gender distribution of the 13 participants in the meeting was as follows: 3 women (23%) and 10 men (77%).

1. Opening of the meeting and adoption of the agenda

Mr Tim Suter, Chairman of the Ad Hoc Advisory Group on Public Service Media Governance (MC-S-PG), opened the meeting. He thanked all the members of the MC-S-PG for their very valuable contributions to the policy document and explained the content and structure of his introductory “top paper” which aimed to distil the essence from the individual contributions. Mr Jan Malinowski, Head of the Media and Information Society Division, recalled the importance of the work for the future of public service media and explained the expected timeline for the future work of the MC-S-PG, taking into account the scarcity of secretariat resources. He expected that the Group would be in a position to submit an advanced, if not final, version of its work on the first part of its terms of reference in time for consideration at the 14th meeting of the CDMC in June 2011.

The MC-S-PG adopted the draft agenda (MC-S-PG(2010)OJ2_en) as reproduced in appendix 1. The list of participants is contained in appendix 2 to this report..

2. Information by the Secretariat

The Secretariat presented information of interest to the work of the MC-S-PG, including the newly adopted draft resolution of the European Parliament on editorial independence and funding for public service broadcasters, the outcome of the third meeting of the MC-NM (Strasbourg, 27-28 September 2010), the 32nd EPRA meeting (Belgrade, 6-8 October), the final event of the project “Future or Funeral? The Dual System at the Crossroads” (Lublin, 16 September 2010) and the participation of the Media and Information Society Division and two members of the MC-S-PG in the RIPE@2010 international conference entitled “Public Service Media after the Recession” (London, 8-11 September 2010).

3. Discussion on working definition of media governance

This issue was considered as part of the discussions under item 7.

4. Identifying challenges for existing PSM organisations

The Group discussed challenges for existing public service media (PSM) organisations with regard to: creating effective multi-stakeholder frameworks (including consultation and engagement); adopting flexible and responsive approaches to resource allocation to permit innovation; and balancing political independence with state funding, coping with increasingly challenging budgets.

During the discussions several practical examples of governance, including Google, YouTube, ICANN and Channel 4’s Innovation for the Public (4iP) fund, were mentioned.

It was agreed that each member would provide further practical examples and /or ideas that may be relevant as challenges for future performance of PSM. The Secretariat will propose a template for this purpose.

5. Consideration of case studies. Public service media in Central and Eastern Europe

This issue was considered as part of the discussions with Mr. André Lange, Head of the Department for Information on Markets and Financing at the European Audiovisual Observatory (EAO). Mr Lange presented the work of the EAO and shared information of interest to the work of the MC-S-PG with regard to the remit and funding of European public service media. The Group accepted Mr Lange's offer to share information available to the European Audiovisual Observatory on the current changes in audiovisual, media markets in Europe.

6. Assessing the challenges posed by the potential “de-institutionalisation” of public service media

The Group agreed that the policy paper and discussion on future models of public service media governance could not elude the issue of “de-institutionalisation” of public service media. A “post-institutional” approach and “distributed model of public service media” - referring to the distribution of public funds to commercial media in order to deliver public service content - involve both benefits and risks and attempts to implement such an approach have only been marginally successful (when introduced in parallel to the existence of PSB) or not at all (when PSB has been replaced by a distributed approach). Moreover, the Group acknowledged that, in order to deliver public service value in a new multimedia environment, PSM needed clear visibility and weight which can only be obtained with considerable institutional, organisational and financial capacity.

7. Consideration of the policy document on public service media governance

As a result of the decisions flowing from the first meeting of the MC-S-PG, the Group considered the draft Policy Document on Public Service Media Governance and its appendix, prepared before the second meeting by the Chairman and the members of the Group (MC-S-PG(2010)005). Particular attention was paid to the written comments submitted by Mr Karol Jakubowicz, who was unable to attend the meeting personally.

The Group agreed that, given its valuable content, the appendix containing the individual contributions of the members of the Group should not be merged but prepared for publication, e.g. online.

The Group examined in detail the main elements drawn from the individual contributions so as to find an agreement on the headings, the principles and the advice to be given to governments in the policy document. Particular attention was given to the ‘Introduction’ and ‘Change and Challenge: the context for PSM’ and ‘Re-thinking governance’. The Group agreed that a working definition of public service media governance should be based on both internal and external approaches with special regard to relations between PSM, state authorities and internal PSM management.

In conclusion, the Group agreed on the framework for, the policy paper to address the key characteristics of public service governance identified at the 2009 Consultation meeting and the first meeting of the MC-S-PG. The receptiveness or desire to change was to be considered as a precondition both on internal and external governance level of public service media. However, this appetite for change could be present on different places in the

governance structure in order to trigger a self reinforcing chain of positive developments. At internal level, formal and internal management were considered key, at external level, formal and informal independence. Receptiveness and desire to change was also to be considered as a driving force towards the realisation of other key elements, namely transparency, formal and informal accountability, openness and responsiveness

It was also agreed that the work of the MC-S-PG should address concerns on the difficulties encountered by PSM today as well as guidelines to address these difficulties in the future by appropriate governance. The Group agreed that the findings of the policy paper could lead to the preparation of a draft political declaration - emphasising the problems faced by many European PSM organisations today, and recalling the need to observe existing fundamental standards to enable PSM to adapt - and a draft recommendation on public service media governance as a tool for addressing existing and future challenges.

8. Future tasks and date of next meeting

The Chair asked the Secretariat to annotate the policy document on the basis of the discussions held. The Chair would update the policy paper, which would serve as a basis for a draft recommendation and draft declaration to be prepared by the Secretariat for consideration at the third meeting of the Group.

It was decided that the Group will hold its third meeting in February 2011 and its fourth meeting in September 2011. It was agreed that the members will decide on the exact dates by e-mail.

9. Other business

The MC-S-PG expressed its regrets about the departure of Michal Glowacki as temporary member of the Secretariat, and expressed its gratitude for his very valuable contribution to the Group's work .

APPENDIX 1

AD HOC ADVISORY GROUP ON PUBLIC SERVICE MEDIA GOVERNANCE

(MC-S-PG)

**2nd Meeting
12-13 October 2010
Agora Building
Room G 04**

AGENDA

- 1. Opening of the meeting and adoption of the agenda**
- 2. Information by the Secretariat**
- 3. Discussion on working definition of media governance**
- 4. Identifying challenges for existing PSM organisations:**
 - creating effective multi-stakeholder frameworks – including consultation and engagement**
 - adopting flexible and responsive approaches to resource allocation to permit innovation**
 - balancing political independence with state funding coping with increasingly challenging budgets**
- 5. Consideration of case studies. Public service media in Central and Eastern Europe**
- 6. Assessing the challenges posed by potential “de-institutionalisation” of public service media**
- 7. Consideration of the policy document on public service media governance**
- 8. Future tasks and date of next meeting**
- 9. Other business**

APPENDIX 2

List of participants

I- MEMBERS

Pascal Albrechtskirchinger (*Confirmed*)

ZDF, European Affairs Office (D)

Nuno Conde (*Confirmed*)

State Department for Media Policy (PT)

Lizzie Jackson (*Confirmed*)

Deputy Head of the Faculty of Communications Media,
Ravensbourne College of Design and Communication (UK)

Karol Jakubowicz, (*Apologised*)

Intergovernmental Council, Information for All Programme (UNESCO), former Director,
Strategy and Analysis Department, the National Broadcasting Council of Poland (Poland)

Ewan King (*Confirmed*)

Director of Research, Office for Public Management (UK)

Andra Leurdijk (*Confirmed*)

TNO Information and Communication Technology (NL)

Christian S. Nissen (*Confirmed*)

Independent advisor on media and management (DK)

Tim Suter CHAIR (*Confirmed*)

Managing Director, Perspective Associates Limited (UK)

Bissera Zankova (*Confirmed*)

Ministry of Transport, IT and Communications (BG)

II – REPRESENTATIVES OF MEMBER STATES

Garegin Chugaszyan (*Confirmed*)

Executive Director, IT Foundation, Yerevan (ARM)

Thomas Schneider (*Apologised*)

OFCOM, (CH)

Vera Beutler (*Apologised*)

OFCOM, (CH)

Giorgi Meladze (*Confirmed*)

Board of Trustees, Georgian Public Broadcasting

III – PARTICIPANTS

European Audiovisual Observatory

Wolfgang Closs (*Apologised*)

IV – OTHER PARTICIPANTS

European Commission

Kalman Dezseri (*Confirmed*)

V – OBSERVERS

Association of Commercial Television in Europe (ACT)

Ross Biggam (*Apologised*)

Maxim Hauk (*Apologised*)

European Association for the Viewers Interests (EAVI)

Paolo Celot (*Confirmed*)

Fabio Bauer (*Apologised*)

European Broadcasting Union (EBU)

Michael Wagner (*Confirmed*)

European Newspaper Publishers' Association (ENPA)

Francine Cunningham (*Apologised*)

IV - SECRETARIAT

Jan Malinowski

Head of Media and Information Society Division, Directorate General of Human Rights and Legal Affairs of the Council of Europe

Anita van de Kar

Administrator, Media and Information Society Division, Directorate General of Human Rights and Legal Affairs

Michal Glowacki

Media and Information Society Division, Directorate General of Human Rights and Legal Affairs

Elvana Thaci

Administrator, Media and Information Society Division, Directorate General of Human Rights and Legal Affairs

Corinne Gavrilovic

Assistant, Media and Information Society Division, Directorate General of Human Rights and Legal Affairs