



Strasbourg, 28 March 2011

MC-S-PG(2011)004
Français
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**AD HOC ADVISORY GROUP ON PUBLIC SERVICE MEDIA GOVERNANCE
(MC-S-PG)**

**3rd Meeting
21-22 March 2011
Agora Building
Room G.02**

MEETING REPORT

Executive Summary

The Group agreed on the content of and on the process with a view to finalising:

- a draft declaration on public service media governance;
- a draft recommendation on public service media governance;
- a policy paper on public service media governance to be appended to the abovementioned recommendation;

The gender distribution of the 13 participants in the meeting was as follows:

- male 75 %,
- female 25 %,

1. Opening of the meeting and adoption of the agenda

The meeting was chaired by Mr Tim Suter, Chairperson of the Ad Hoc Advisory Group on Public Service Media Governance (MC-S-PG).

The MC-S-PG adopted its draft agenda (MC-S-PG(2011)OJ1) as reproduced in appendix 1 to this report and agreed to finalise the draft Declaration and Draft Recommendation on Public Service Media Governance in time for their consideration by the Bureau of the Steering Committee on the Media and New Communication Services (CDMC) (at its meeting on 9 and 10 May 2011) and submission to the CDMC (for its meeting from 14 to 17 June 2011). The list of participants is contained in appendix 2.

2. Election of Chair and Vice-Chair of the Group

Following renewal of its terms of reference, the Group re-elected Mr Tim Suter as Chair and Ms Bissera Zankova as Vice-Chair.

3. Information from the Secretariat

Mr Jan Malinowski introduced Ms Natalia Voutova, who recently joined the Information Society, Media and Data Protection Division, as the Secretary of the Group. He provided information about the ongoing reform of the Council of Europe, in particular as regards the work of intergovernmental cooperation committees. He recalled that the CDMC had welcomed the proposed timeline referred to under item 1 above. As a result, the MC-S-PG's output should be on the agenda of the Committee of Ministers after the summer.

4. Discussion of the policy report "A new approach to Public Service Broadcasting Service Governance"

The Group discussed the content of the policy paper to ensure that it covered the terms of reference and also the outcome of discussions from previous meetings. The participants agreed that the main issue at stake was preparing a document that reflected the reality of current challenges faced by Public Service Media (PSM) in all 47 member states. They agreed that one of the main objectives of the Declaration, Recommendation and the policy paper was to strengthen the position of PSM in member states.

The members and observers thoroughly discussed the threats and challenges posed to PSM in Europe. Particular attention was paid to the written comments submitted by Mr Karol Jakubowicz, who was unfortunately unable to attend the meeting.

The group agreed that the policy paper covered most of the issues referred to in its terms of reference. It was further agreed that the Chair would update the document in light of the Group's discussions. It should then be circulated among the members and observers for further comment. The Chair would also supplement the report with reflections on results-oriented alternative public expenditure approaches for media and media-like services. Members and observers were invited to provide examples that could illustrate or enrich the document.

5. Discussions on the draft Declaration and draft Recommendation on public service media governance

The participants examined the draft Declaration and Recommendation and agreed that the objective of the former is to alert to the challenges and difficulties faced by PSM, while reiterating member states' support for and commitment to an independent and well-functioning PSM, identifying governance as a key element of response to those challenges and encouraging governments and public service media to embrace this proposal. The Recommendation, linked to the declaration, should be a technical tools designed to facilitate the incorporation of a new governance approach, or elements thereof, to PSM whatever the situation and stage of development (e.g. those still at a PSB stage) and circumstances surrounding their functioning. While the body of the Recommendation should be very short, the guiding principles on public service Media Governance, making its most important part, should be set out as its appendix.

Once the draft Declaration and draft Recommendation have been reworked and supplemented by the Chairperson and the Secretariat, they should be circulated among the participants for final round of comments before submission to the CDMC Bureau.

6. Future activities

The Group concluded that, once the abovementioned drafts will have been submitted to the CDMC, it will have implemented its terms of reference to the extent possible. However, should the CDMC consider necessary further work on those drafts, it would be possible to organise a further meeting in the autumn.

APPENDIX 1

List of participants

I – MEMBERS

1. **Pascal Albrechtskirchinger** (*Confirmed*)
ZDF, European Affairs Office (D)
2. **Nuno Conde** (*Confirmed*)
State Department for Media Policy (PT)
3. **Lizzie Jackson** (*Confirmed*)
Deputy Head of the Faculty of Communications Media,
Ravensbourne College of Design and Communication (UK)
4. **Karol Jakubowicz** (*Apologised*)
Intergovernmental Council, Information for All Programme (UNESCO), former Director,
Strategy and Analysis Department, the National Broadcasting Council of Poland (Poland)
5. **Ewan King** (*Confirmed*)
Director of Research, Office for Public Management (UK)
6. **Andra Leurdijk** (*Confirmed*)
TNO Information and Communication Technology (NL)
7. **Christian S. Nissen** (*Confirmed*)
Independent advisor on media and management (DK)
8. **Tim Suter** CHAIR (*Confirmed*)
Managing Director, Perspective Associates Limited (UK)
9. **Bissera Zankova** (*Confirmed*)
Ministry of Transport, IT and Communications (BG)

II – REPRESENTATIVES OF MEMBER STATES

10. **Garegin Chugaszyan** (*Confirmed*)
Executive Director, IT Foundation, Yerevan (ARM)
11. **Thomas Schneider** (*Apologised*)
OFCOM, (CH)

Oliver Gerber (*Apologised*)
OFCOM, (CH)
12. **Giorgi Meladze** (*Apologised*)
Board of Trustees, Georgian Public Broadcasting

III – PARTICIPANTS

13. **European Audiovisual Observatory**
Wolfgang Closs *Apologised*

IV – OTHER PARTICIPANTS

14. **European Commission**
Oliver Füg *(Confirmed)*
15. **Article 19**
Boyko Boev *(Confirmed)*

V – OBSERVERS

16. **Association of Commercial Television in Europe (ACT)**
Ross Biggam *(Apologised)*
Maxim Hauk *(Apologised)*
17. **European Association for the Viewers Interests (EAVI)**
Paolo Celot *(Confirmed)*
18. **European Broadcasting Union (EBU)**
Michael Wagner *(Confirmed)*
19. **European Newspaper Publishers' Association (ENPA)**
Francine Cunningham *(Apologised)*

VI – PERMANENT REPRESENTATIONS

20. Vasiliki Kordatou, Conseillère de Presse,
Permanent Representation of Greece to the Council of Europe *(Confirmed)*
21. Maria Louka, Attaché de Presse,
Permanent Representation of Greece to the Council of Europe *(Confirmed)*

IV - SECRETARIAT

22. **Jan Malinowski**
Head of Media, Information Society and Data Protection Division, Directorate General of Human Rights and Legal Affairs of the Council of Europe
23. **Natalia Voutova**
Administrator, Media, Information Society and Data Protection Division, Directorate General of Human Rights and Legal Affairs
24. **Anita Van de Kar**
Administrator, Media, Information Society and Data Protection Division, Directorate General of Human Rights and Legal Affairs
25. **Marise Boylan**
Assistant, Media, Information Society and Data Protection Division, Directorate General of Human Rights and Legal Affairs

APPENDIX II

Agenda

- 1) Opening of the meeting and adoption of the agenda
- 2) Election of Chair and Vice-Chair
- 3) Information by the Secretariat

Discussion of the report on “A new approach to Public Service Broadcasting Service Governance” prepared by Tim Suter concentrating in particular on the following questions:

Does the report cover all issues referred to in the Terms of Reference of the MC-S-PG;

Which cases studies are to be appended to the report

How to include the reflections on results-oriented alternative public expenditure approaches for media and media-like services

- 4) Consideration of the Council of Europe Committee of Ministers draft Declaration on the Public Service Media Governance
- 5) Discussion of the Council of Europe Committee of Ministers draft Recommendation on Public Service Media Governance
- 6) Future activities
- 7) Other business