



Strasbourg, 29 March 2006

MC-S-PSB(2006)004

[PDF](#)

**GROUP OF SPECIALISTS ON PUBLIC SERVICE BROADCASTING IN THE  
INFORMATION SOCIETY**

**(MC-S-PSB)**

---

**3rd meeting  
27 and 28 March 2006  
Human Rights Building, Strasbourg**

---

**REPORT**

---

**Item 1 of the agenda:            Opening of the meeting**

1.        Opening the meeting, the Secretariat welcomed the participants and reminded them that as the terms of office of the Chair and the Vice-Chair of the MC-S-PSB had expired at the end of 2005, the Group needed to elect its Chair and Vice-Chair for 2006.

**Item 2 of the agenda:            Adoption of the agenda**

2.        The list of participants is set out in Appendix I. The agenda, as adopted, is set out in Appendix II.

**Item 3 of the agenda:            Examination of how the public service remit should be developed and adapted to suit the new digital environment**

3.        The Group discussed in more detail how the public service remit should be developed and adapted to the new digital environment. There was wide agreement among the Group that the new instrument or policy paper on the subject should take the form of a Committee of Ministers recommendation to member states; a recommendation would be more usable than, for example, a declaration or a report and would be more in line with the objective of encouraging member states to take concrete action to promote the public service remit in the information society.

4.        The Group agreed to examine a preliminary draft Recommendation on the public service remit in the information society prepared by the Secretariat, based on various points in Mr Christian Nissen's report, "Public service media in the information society", and on contributions by MC-S-PSB members and other material concerning the public service remit. In preparing the draft, account was also taken of Parliamentary Assembly Recommendation 1641 to the Committee of Ministers on public service broadcasting and with the MC-S-PSB's terms of reference.

5.        The Group discussed the emphasis, content and structure of the preliminary draft Recommendation. It was agreed that the focus of the document should be on strategies for adapting the public service remit rather than on concrete tactical methods (technical, legal, financial, organisational or other), which were an internal matter for the member states.

6.        With regard to the structure of the preliminary draft Recommendation, a number of experts suggested keeping all the elements from the report as being important to the content of the Recommendation. Others took the view that the final sections, concerning technical, legal and financial aspects of the question and possible organisational models for public service media might pose problems and should be shortened or relocated in the text, or even left out.

An ad hoc working group was set up to prepare a new version of those sections by the end of June.

7.        With regard to the rest of the text, a number of comments were made on such matters as: what specific elements were basic to the public service remit and needed to be addressed in the Recommendation; the meaning of the term "public service media" as compared with "public service broadcasting"; and the public service's contribution to cultural diversity/identity and to preserving the cultural heritage by digitisation of archives.

8. It was agreed that any further comments on the text or suggested wordings should be sent to the Secretariat after the meeting. On the basis of any such comments or proposals, the Secretariat, in co-operation with the Chair, would amend the text and put forward a revised version for the Group's next meeting, including the sections being worked on by the above-mentioned ad hoc working group. A revised draft should be circulated for further comment to all MC-S-PSB members in September 2006, with the objective of discussing and agreeing to a text at the next meeting of the group and transmission to the CDMC in time for its November 2006 meeting.

**Item 4 of the agenda:            Monitoring of implementation by member states of Recommendation No. R (96) 10 on the guarantee of the independence of public service broadcasting**

9. The Secretariat informed the Group that some additional replies to the questionnaire on the state of implementation by member states of Recommendation No. R (96) 10 from both member states and independent experts had been received since the Group's previous meeting. An updated version of the document containing the replies had been prepared for the present meeting.

10. On the basis of the consolidated replies and other available sources, such as the 2005 report by the Open Society Institute, Budapest ("Television across Europe: regulation, policy and independence"), or the 2005 UNESCO report ("Public service broadcasting: a best practices sourcebook"), the Secretariat had prepared a preliminary draft information document on the problems of institutional autonomy and editorial independence which public service broadcasters encountered in some member states.

11. The Secretariat likewise presented a preliminary draft Committee of Ministers Declaration on guaranteeing the independence of public service broadcasting. In essence, the document would reaffirm commitment to the principle of independence of public service broadcasting organisations in member states and call on member states to implement, if they had not already done so, the guidelines set out in Recommendation No. R (96) 10.

12. The Group members considered the documents in question and provided guidance to the Secretariat as to how to develop them. In particular, it was agreed to add information about the favourable situation or positive developments in certain member states.

It was agreed that a revised version of the draft Declaration and information document be circulated to MC-S-PSB members for further comments and/or approval by .... with a view to finalising the draft for transmission to the CDMC in good time for its May-June 2006 meeting.

**Item 5 of the agenda:            Examination of the role of public service broadcasters in promoting wider democratic participation by individuals with the help of new interactive technologies**

13. The Group noted that, at the present stage, there was no need to produce a separate document on public service broadcasters' role in promoting wider democratic participation by individuals with the help of new interactive technologies as the question had already been covered in a sub-section of the preliminary draft Recommendation (cf. paragraph ... below). It

was agreed that further consideration could be given to the question at a later stage, depending on the information available and the objectives which were set for the Group's future work.

**Item 6 of the agenda:**                      **Decisions of the Steering Committee on the Media and New Communication Services (CDMC) of interest to the MC-S-PSB**

14. The Group took note of the relevant decision of the CDMC as set out in the extract of the Steering Committee's report on its 2nd meeting (29 November to 2 December 2005) prepared by the Secretariat.

**Item 7 of the agenda:**                      **Election of the Chair and the Vice-Chair for 2006**

15. Mr Gian-Luca Marsella (Switzerland) was unanimously re-elected Vice-Chair for one year. In the absence of candidates for the chair, Ms Bissera Zankova (Bulgaria) was asked by consensus to Chair the present meeting.

**Item 8 of the agenda:**                      **Other business**

16. No matters were raised under this item.

**Item 9 of the agenda:**                      **Date of the next meeting**

17. At the express request of the EBU representatives, who had a problem concerning the scheduled dates of the next MC-S-PSB meeting (19 and 20 October 2006), the Secretariat suggested bringing the meeting forward to 17 and 18 October. The Group agreed to the proposed dates.

\* \* \*

## Appendix I

### List of participants / Liste des participants

#### **MEMBERS STATES**

##### **Armenia/Arménie**

Ms Nouneh SARKISSIAN, Managing Director, Internews, Media Support NGO, YEREVAN

##### **Azerbaijan/Azerbaïdjan**

Mr Tahir MAMMADOV, Head of the Division for Public Relations, Public Television and Radio Broadcasting Company, BAKU

##### **Belgium/Belgique**

###### ***Flemish community***

*[Apologised/excusé(e)]*

Mr Marc CHATELET, Deputy Director, afdeling Media en Film, Ministerie van de Vlaamse cGemeenschap, BRUSSELS

*[Apologised/excusé(e)]*

Mr Johan BOUCIQUÉ, Media Advisor, afdeling Media en Film, Ministerie van de Vlaamse cGemeenschap, BRUSSELS

*[Apologised/excusé(e)]*

Ms Saskia DIERICKX, Deputy Director, Ministerie van de Vlaamse cGemeenschap, BRUSSELS

###### ***French community***

*[Apologised/excusé(e)]*

Mr Thibault MULATIN, Chargé de mission, Service Général de l'Audiovisuel et des Multimédias, Ministère de la Communauté française de Belgique, BRUXELLES

##### **Bulgaria/Bulgarie**

Mrs Albena MILANOVA, Director of International Department, Bulgarian National Radio, SOFIA

Ms Bissera ZANKOVA, Media expert, Consultant, State Agency of Information Technology and Communications, SOFIA

##### **Cyprus/Chypre**

*[Apologised/excusé(e)]*

Mr Andreas CHRISTODOULOU, Head of Media Section, Ministry of Interior, NICOSIA

Mr Neophytos EPAMINONDAS, Director, Cyprus Radio-Television Authority, NICOSIA

##### **Czech Republic/République Tchèque**

Mr Artus REJENT, media lawyer, Media Department, Ministry of Culture, PRAGUE

##### **Denmark/Danemark**

Ms Pernille RAHBK, Danish Ministry of Culture, COPENHAGEN

**Estonia/Estonie**

Mr Hagi SHEIN, Dean of the Media School, Concordia Audentes International University, Member of the Estonian Broadcasting Council, TALLINN

**Germany/Allemagne**

*[Apologised/excusé(e)]*

Ms Alexa REWER, Division for International Cooperation in Media Affairs, Federal Government Commissioner for Culture and the Media, BONN

**Hungary/Hongrie**

Mr Márk LENGYEL, Managing Director, Körmendy-Ékes & Lengyel Consulting, BUDAPEST

**Iceland/Islande**

*[Apologised/excusé(e)]*

Ms Elfa Yr GYLFADOTTIR, Head of Division, Department of Cultural Affairs, Ministry of Education, Science and Culture, REYKJAVIK

**Ireland/Irlande**

Mr Paul MULQUEEN, Broadcasting Policy Division, Department of Communications Marine & Natural Resources, DUBLIN

**Portugal**

*[Apologised/excusé(e)]*

Ms Maria DE LURDES MONTEIRO, member of Alta Autoridade para a Comunicação Social, LISBON

**Russian Federation/Fédération de Russie**

*[Apologised/excusé(e)]*

Mr Armen OGANESYAN, Chairman, "Voice of Russia", National Radio Company, MOSCOW

**Slovakia/Slovaquie**

*[Apologised/excusé(e)]*

Mr Ondrej SUCHÁNEK, Conseiller principal, Département des médias et des droits d'auteur, Direction des médias et de l'audiovisuel, Ministère de la Culture, Ministerstvo kultúry SR, BRATISLAVA

**Slovenia/Slovénie**

Mr Peter SOTOSEK STULAR, Media Directorate, Ministry of Culture of Republic of Slovenia, LJUBLJANA

**Switzerland/Suisse**

Mr Gian-Luca MARSELLA, Office fédéral de la communication OFCOM, BIENNE

**Turkey/Turquie**

Mr Irfan Dündar ERENTURK, Radio and Television Supreme Council, BILKENT

**United Kingdom/Royaume-Uni**

Mr Chris BONE, Broadcasting Policy Division, Department for Culture, Media and Sport, LONDON

**OBSERVERS/OBSERVATEURS****European Commission/Commission Européenne**

Mr Anthony O'DONNELL, Chef d'Unité Adjoint du Service audiovisuel, Direction Générale de la Communication, BRUXELLES

Ms Anna HEROLD, European Commission, Directorate General for Information Society and Media, BRUXELLES

**European Broadcasting Union (EBU)/Union européenne de radio-télévision (UER)**

Mr Michael WAGNER, Directeur adjoint, Département des Affaires juridiques, UER - GRAND-SACONNEX GENEVE

Mr Jacques BRIQUEMONT, Responsable des affaires publiques, Union Européenne de Radio-Télévision, Bureau de Bruxelles, BRUXELLES

**Association of Commercial Television in Europe (ACT) / Association des Télévisions Commerciales Européennes (ACT)**

*[Apologised/excusé(e)]*

Mr Ross BIGGAM, Director General, BRUSSELS

*[Apologised/excusé(e)]*

Ms Julie RUFF, European Affairs and Communication, BRUSSELS

**The European Association for Viewers Interests (EAVI)**

*[Apologised/excusé(e)]*

Mr Paolo CELOT

*[Apologised/excusé(e)]*

Mr Uwe HASEBRINK

**European Federation of Journalists / Fédération européenne des Journalistes**

*[Apologised/excusé(e)]*

Mr Aidan WHITE, General Secretary, BRUSSELS

**Holy See/Saint-Siège**

Mr Louis Ter STEEG

**Parliamentary Assembly / Assemblée Parlementaire**

*[Apologised/excusé(e)]*

**European Audiovisual Observatory / Observatoire européen de l'audiovisuel**

*[Apologised/excusé(e)]*

Mrs Susanne NIKOLTCHEV, Head of the Department for Legal Information

**Japan/Japon**

*[Apologised/excusé(e)]*

Mr Naoyuki IWAI, Consul (Attorney), Consulate General of Japan, STRASBOURG

**SECRETARIAT**

Mr Jan MALINOWSKI, Head of Media Division, Directorate General of Human Rights - DG II/ Chef de la Division Media, Direction Générale des Droits de l'Homme - DG II

Mr Eugen CIBOTARU, Administrator, Media Division, Directorate General of Human Rights – DG II/Administrateur, Division Médias, Direction Générale des Droits de l'Homme - DG II

**Interpreters/Interprètes**

Mme Sally BAILEY

Mr Philippe QUAINÉ

Mr Robert SZYMANSKI

\* \* \*



## APPENDIX II

### Agenda

1. **Opening of the meeting**
2. **Adoption of the agenda**
3. **Examination of how the public service remit should be developed and adapted to suit the new digital environment**

#### Working documents

- Final version of the report “Public Service Media in the Information Society” by C. Nissen  
H/Inf(2006)003
  - Study on the definition of the remit of public service broadcasting in Europe (EBU)Contribution by the delegation of Bulgaria on the adjustment of the public service remit to the new digital environment
  - Preliminary draft policy paper  
MC-S-PSB(2006)001
  - Recommendation 1641 (2004) of the PACE on public service broadcasting
  - Report of the 2nd meeting of the MC-S-PSB (3-4 November 2005)  
MC-S-PSB(2005)009
  - Compendium of the terms of reference of the CDMC and its subordinate bodies  
CDMM(2005)002
  - Extracts of the report of the 2nd meeting of the CDMC (29 November – 2 December 2005) relevant to the work of the MC-S-PSB  
MC-S-PSB(2006)003
  - Topics for further discussion  
MC-S-PSB(2005)Misc1
  - Public service remit in different member states  
MC-S-PSB(2005)Misc2
4. **Monitoring of the implementation by member states of Recommendation No. R (96) 10 on the guarantee of the independence of public service broadcasting**

#### Working documents

- Compilation of responses to the questionnaire  
MC-S-PSB(2005)008rev

- Summary of replies to the questionnaire on the implementation of Recommendation No. R (96) 10  
MC-S-PSB(2005)Misc4Erev
  - Contribution by the delegation of Bulgaria on the independence of public service media
  - OSI contribution to the discussion on public service broadcasting independence
  - Preliminary draft Declaration of the Committee of Ministers on the guarantee of the independence of public service broadcasting  
MC-S-PSB(2006)002
  - Preliminary draft information document on the guarantee of the independence of public service broadcasting in the member states  
MC-S-PSB(2006)005
  - Compendium of the terms of reference of the CDMC and its subordinate bodies  
CDMM(2005)002
  - Extracts of the report of the 2nd meeting of the CDMC (29 November --2 December 2005) relevant to the work of the MC-S-PSB  
MC-S-PSB(2006)003
  - Report of the 2nd meeting of the MC-S-PSB (3-4 November 2005)  
MC-S-PSB(2005)009
  - Television across Europe: Regulation, Policy and Independence (2005) – Reports  
[http://www.eumap.org/topics/media/television\\_europe](http://www.eumap.org/topics/media/television_europe)  
"Public service Broadcasting: A best practices sourcebook", report by UNESCO (2005)
- 5. Examination of the role of public service broadcasters in promoting wider democratic participation by individuals with the help of new interactive technologies**

#### Working documents

- Preliminary draft policy paper  
MC-S-PSB(2006)001
- Compendium of the terms of reference of the CDMC and its subordinate bodies  
CDMM(2005)002
- Report of the 2nd meeting of the MC-S-PSB (3-4 November 2005)  
MC-S-PSB(2005)009
- Topics for further discussion  
MC-S-PSB(2005)Misc1

- Research by European Association for Viewers Interests (EAVI) on viewers' rights  
<http://www.eavi.org/reports.htm>

## **6. Decisions of the Steering Committee on the Media and New Communication Services (CDMC) relevant to the work of the MC-S-PSB**

### Working documents

- Extracts of the report of the 2nd meeting of the CDMC (29 November – 2 December 2005) relevant to the work of the MC-S-PSB  
MC-S-PSB(2006)003
- Report of the 2nd meeting of the MC-S-PSB (3-4 November 2005)  
MC-S-PSB(2005)009
- Compendium of the terms of reference of the CDMC and its subordinate bodies  
CDMC(2005)002

## **7. Election of Chairperson and the Vice-Chairperson for 2006**

### Working document

- Election of the Chairperson and Vice-Chairperson  
MM-S-PSB(2005)001

## **8. Other business**

### Working documents

- Compendium of the terms of reference of the CDMC and its subordinate bodies  
CDMM(2005)002
- Work plan for the subordinate bodies of the CDMC (items of the Kyiv Action Plan not covered by the terms of reference of the Groups of Specialists)  
CDMC(2005)019
- Elements of the Action Plan not covered by the terms of reference of the four Groups of Specialists  
CDMC(2005)006
- Report of the 2nd meeting of the MC-S-PSB (3-4 November 2005)  
MC-S-PSB(2005)009

## 9. Dates of next meeting

### Information documents relevant for the work of the MC-S-PSB :

- Research by European Association for Viewers Interests (EAVI) on viewers' rights in a number of European countries & on the instruments European citizens have at their disposal to safeguard their rights and interests as TV viewers  
<http://www.eavi.org/reports.htm>
- [Resolution on public service broadcasting](#) adopted at the 4th European Ministerial Conference on Mass Media Policy (Prague, December 1994)
- [Recommendation No. R \(96\) 10](#) of the Committee of Ministers on the guarantee of the independence of public service broadcasting
- [Recommendation Rec \(2003\) 9](#) of the Committee of Ministers on measures to promote the democratic and social contribution of digital broadcasting
- [Recommendation 1641 \(2004\)](#) of the PACE on public service broadcasting
- [Reply from the Committee of Ministers](#) (30 September 2004) to the Recommendation 1641 (2004) of the PACE on public service broadcasting
- [Report on public service broadcasting](#) prepared by the Committee on Culture, Science and Education of the Parliamentary Assembly of the Council of Europe (PACE) (12 January 2004)
- [Addendum to the Report on public service broadcasting](#) prepared by the Committee on Culture, Science and Education of the PACE
- [Protocol to the Amsterdam Treaty](#) on the system of public broadcasting in the member States
- [Resolution of the Council and of the Representatives of the Governments of the EU Member States](#), meeting within the Council of 25 January 1999 concerning public service broadcasting
- [Communication from the European Commission](#) on the application of State aid rules to public service broadcasting (2001/C 320/04)
- [Clarification by the European Commission](#) concerning application of State aid rules to Public Service Broadcasting (IP/01/1429, 17/10/01)
- [State aid](#): Commission requests Germany, Ireland and The Netherlands to clarify role and financing of public service broadcasters (IP/05/250, 03/03/05)
- [Press release](#) of the European Audiovisual Observatory on the financial situation of public radio-television companies in Europe (9/04/02)

- “The key role of the public service broadcasting in European society in the 21st century” – [the EBU contribution to the Conference on public service broadcasting](#) (Amsterdam, 1-3 September 2004)
- Chapters to be published in the book “Media between culture and commerce”, part B [“The Future and Challenges of Public Service Broadcasting”](#) (ed. Karol Jakubowicz)
- [“Keep the essence, change \(almost\) everything else: redefining PSB for the 21<sup>st</sup> century”](#), by Karol Jakubowicz
- [“If not us, then who? PSB and culture in the 21<sup>st</sup> century”](#), by Karol Jakubowicz
- ["Public service Broadcasting: A best practices sourcebook"](#), report by UNESCO (2005)