

The image features a dark blue background with a large, light blue circular graphic on the right side. The graphic consists of a large outer circle and a smaller inner circle, both centered on the right. The text is positioned on the left side of the image.

**EBU**

OPERATING EUROVISION AND EURORADIO

# **PUBLIC SERVICE MEDIA AND PROMINENCE**

5 DECEMBER 2023

EAO WORKSHOP

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- ① **Content prioritisation**
- ② **Rationale for regulation**
- ③ **PSM as GIC providers**



# 1 Content prioritisation

17 clicks to find  
Belgian PSM on  
Google  
Chromecast





## ② Rationale for regulation

Recognised general interest objectives:

- Freedom of expression and opinion forming
- Media pluralism and cultural diversity
- Access to reliable information, varied and quality content
- Allows citizens to find content they fund (e.g., licence fee)

## ③ PSM as GIC providers

Role and function of public service media in society

- Promote social cohesion and integration
- Contribute to democratic debate and active participation
- Public service remit reflects objectives pursued by prominence regulation