

## **Q. 16/1 Methods to enhance the viability of public service broadcasting, particularly focussing on developing countries**

### **1 Statement of Problem**

Broadcasting plays a prominent role in educating and informing the public and in supporting economic, social and cultural development. Social and political changes in many countries are leading to demands for additional broadcast services, requiring more channels and thus to increased fragmentation of the audiences. This loss of audience is a threat to the continued viability of the Public Service Broadcaster, who is operating within a fixed and frequently obsolescent mandate, in turn undermining the capability to provide the educational and informational services required.

Both developed and especially developing countries are facing difficulties in adopting policy, legal and regulatory instruments to deal with these trends to increased numbers of services and with the concurrent trend to technological convergence with other telecommunication services. The Public Service Broadcaster thus requires:

- a new regulatory and legal basis for his activities taking into account the special mandate as well as the new environment and circumstances under which he must operate;
- design and development of broadcast services compatible with the mandate and the resources available.

### **2 Draft Question**

- 2.1 What are the key elements in the definition of a model role and mandate for the Public Service Broadcaster (PSB) in developed and developing countries, that will clearly differentiate between the PSB and other broadcasters?
- 2.2 How can information communications technologies be used to enhance the production capabilities and to improve economies and efficiency of production of broadcasting services by the PSB's in developing countries?

### **3 Description of the Expected Output**

The Studies arising from this Question should be oriented to the achievement of practical results that can be implemented in a relatively short time-frame and which may require cooperation among a number of organizations and agencies. Principally they will be in the form of:

- Guidelines for the development of policies and of regulatory and legal instruments to define the role and mandate of the PSB and to establish the necessary coordination with other telecommunication services.
- Guidelines for the economic and effective application of digital technologies to the needs of the PSB in developing countries.

The output from the studies is required prior to the conclusion of the current study period (1998-2002).

### **5 Source of Study Contributions**

The studies arise from the work carried out under Question 8/2 of the WTDC-94 (Buenos Aires) and are supported by the ITU-D, the ITU-R, ITU-T, UNESCO and Regional Broadcasting Unions through the World Broadcasting Unions (WBU) as well as relevant professional institutions.

## 6 Sources of Input Required, in Carrying out the Study

Inputs to these studies may be found in the work of the ITU in all of its sectors, in the work of UNESCO and of the WBU, as well as from Members of ITU-D and the broadcasting manufacturing industries. The PSB's in developing countries must also play a significant role in developing and supporting the work of any associated demonstration or pilot-project activities.

## 7 Target Audience for the Output

	<b>Developed countries</b>	<b>Developing countries</b>	<b>LDCs</b>
Telecom Policy Makers	-	x	x
Telecom Regulators	-	x	x
Broadcasting Regulators	x	x	x
Service Providers (operators)	-	x	x
Public Service Broadcasters	x	x	x
Cultural and Educational Authorities	x	x	x
Manufacturers	x	x	x

## 8 Proposed Method of Handling this Question or Issue

### a) How? Indicate the suggested handling of the proposed Question or Issue

- 1) Within a Study Group
  - Question (over a multi-year study period) x
  - Focus Group (12 months duration maximum) -
- 2) Within Regular BDT Activity
  - Programmes -
  - Projects x
  - Expert consultants x
- 3) Joint studies with the UNESCO and WBU may be beneficial x

## 9 Coordination Requirements of the Study

Coordination of the studies with those of other sectors of the ITU is required. Specifically, ITU-R Study Groups 4, 10, 11, ITU-TS Study Groups 13, 15 have studies planned or in progress in related areas and have produced Recommendations of interest to this work. Similarly, work in progress within the WBU and UNESCO is also relevant to these studies.