



A Study on the Challenges and Prospects of Public Service Broadcasting in India in the new media landscape

¹Prakasan. P, ²Dr. T. Nirmala

¹Research Scholar, School of Management Studies, Hindustan Institute of Technology & Science, Chennai, India. E-mail: prakasanp@gmail.com

¹Associate Professor, School of Liberal Arts and Applied Sciences, Hindustan Institute of Technology & Science, Chennai, India. E-mail: tnirmala@hindustanuniv.ac.in

Abstract

Public Service Broadcasting (PSB) is experiencing growing difficulties as a result of the fast-paced evolution of media studies in the modern, industrialized, and digitalized world. But the conversion of PSB to acclimatize to a new multifaceted digital set-up is predicated on a contentious policy scaffold that replicates shifting broadcasting norms such as broadband and mobile television. The researcher has chosen to examine the government's policy guidelines on PSB in the area of technology, political, and economic advancements for various generations. The goal of this paper was to look at how digital technology and new media have affected PSB, its strategy for staying alive by becoming Public Service Media (PSM), and its plans to reposition itself as a participatory and interactive media player using Atlas.ti7. Utilizing a qualitative approach, the research involved the gathering of primary data from numerous semi structured interviews with academician in the media sector and professionals from Doordarshan as well as secondary data from PSB-based research. The Atlas. ti7 has been used to manage both inferential and descriptive statistics, build up the code list correctly using both inductive and deductive reasoning, track pertinent quotations periodically, extract the information by using built-in functionality Query Tool, hook up thoughts and add annotations, and visually putting artifacts together for gradually understanding the data and the study has suggested that the PSB's survival in India is crucial. This article will give various suggestions for the improvement of Doordarshan and its strategy for program production in multiplatform transmission to reach the millennials and other new generations.

Key Words: audiences, public service broadcasting, multiplatform, new media, at lasti.

Introduction

Public Service Broadcasters, or PSBs as they are often called in English, are public organizations whose main goal has always been to provide a democratic and universal mass media service (Harrison & Woods 2001). Since its beginnings, the PSB has been an important part of promoting public and civic values, giving citizens access to verified information (Scannell 2005), and preserving the common culture and welfare of societies (Jesaar 2011; Scannell 2005; Suárez-Candel 2011). With the onset of economic expansion, urbanization, and technological improvement, a novel multiplatform

paradigm is taking shape. In this pivotal moment, it is important to consider traditional PSB, which would be currently accessible through a variety of devices, including mobile ones. This has enabled new offers that go beyond the limitations of broadcasting and consist of content that are now available online. Public broadcasters are proving that they are still pioneers and innovators right now (Collins, 2009).

The term "digitalization" describes a number of technology advancements that have an impact on how television programming and services are provided. 'However, as technology developed, public operators gradually expanded the range of

their programs and services, making them available via satellite, cable channels, and even the Web. This expansion has made it necessary to consider how the idea of PSB has evolved into the more inclusive term, Public Service Media (PSM)' (Lowe & Bardoel, 2007). In the digital world, there is a lot of content, which makes it hard for interventions to create positive externalities like social and educational benefits from programming. PSBs can easily be told to make content that is good for society, but the benefits will only be seen if people actually watch it, whether on TV, on catch-up services, or online (Weeds, H;2020, P.19). Customers have had access to an abundance of content ever since the introduction of multi-channel services on satellite, cable, and digital terrestrial television, and the current introduction of streamed video services such as Netflix, Amazon Prime Video etc. Thus, the research began by conquering an indication of the surfacing of Digital transformation of the media ecology, which is perceived as a paradigm shift that has unleashed huge challenges for PSB worldwide with far-reaching implications for its traditional mission of three-pronged Reithian aims to; educate, entertain and inform, since its inception (Collins, 2000).

Aim of this paper

The rationale for this study is primarily to understand how national communications policy and regulatory framework play a determining role in introducing an audience-oriented pluralist, socio-economic, and cultural institution in the shape of PSM in India within the context of globalization. It addresses a knowledge gap by exploring how inevitable an interventionist approach to the adaptation of PSB to multiplatform is. It is interested in understanding what role the emerging media policy will play in creating conditions for PSM to deliver public interest in digital convergence.

The aim is to explore if changes in ideas, institutions, and interests have taken place

in India for a paradigm shift emerging towards digital broadcasting in the context of major media transformations. The paper explores policy debates to assess the importance of

- the objectives of a national broadcasting policy and regulatory framework,
- the sociocultural, economic, regulatory, and technological determinants of policy,
- the influence of global media policy on national media policy.

It tracks dominant and defining concepts as manifested in the government's evolving communications policy by studying a range of relevant policy documents and instruments complemented by the latest insights from interviews with experts. This is done by exploring who is driving the policymaking process from within the government and also external influences, aimed at negotiating the following topical issues:

- Challenges of the reconfigured media landscape for PSB and their impact on PSB,
- Strategies for its migration to multiplatform and
- The possible future role of PSB within global media policy.

This research is particularly interested in understanding how endogenous and exogenous challenges are perceived and addressed by Indian ministers, politicians, decision-makers, and other stakeholders. To this end it

- ❖ analyses articulation of digital transformation of PSB in the Indian government policy community to assess the prospects for the reform of PSB for multiplatform relative to audience participation, social media, and non-linear content, and
- ❖ examines the contemporary articulation of digital broadcasting by exploring the following tentative e and related topics to understand the challenges and prospects for evolving PSM in India:

The past and existing debates relating to the transformation of PSB will be addressed by answering the pivotal question - what is the continued justification for PSB in digital convergence? The researcher wanted to explore the renewed attempts when the government announced a relaunch of DD India on the lines of BBC World following an earlier Pitroda Committee's announcement of 'setting up of a global broadcaster on the lines of the BBC to tap the international broadcasting market. It also said some of its recommendations could be implemented immediately (<http://bit.ly/1dQpk6O>). Furthermore, he is interested in exploring the government's strategies in tackling India's paradoxes, to what extent is India's vision for digital PSB influenced by sociocultural, economic, environmental, and technological issues, how possible is the inclusion policy of the Digital India initiative, and policy navigation for a sustainable co-existence of PSB for multiplatform in a world of digital convergence where public service broadcasters in many countries have surged ahead recognizing the non-economic and economic benefits.

Research Problem:

Modern consumers have access to a variety of media and entertainment platforms because of advances in technology, rapid digitalization, accessible internet connection due to lower prices, and offers that are tailored to their needs. Thus, it is significant to analyze what can be done by the PSB/PSM to capture the attention of the Millennials and Gen Z despite the fierce competition.

Research Statement:

The development of technology has made it possible to discriminate considerably between the media consumption patterns of Generations X, Y, and Z. comprehending the media consumption styles and patterns, the statement of the study titled An Atlas. Ti 7. Analysis on Insinuation of Renovating India's PSB into PSM in the Emerging

Indian Scenario has been framed on how PSM can help Gen X, Y as well as Z in getting the maximum possible benefits

Research Questions:

- 1) What challenges and threats do new media and technology pose to public service broadcasters?
- 2) How do digitization and the development of multidimensional media affect the principles, obligations, and ideals that underpin public service broadcasting in India?
- 3) What are the relevant strategies for the adaptation of PSB to the multiplatform ecology?

Objectives:

- 1.To analyze the contribution of digital broadcasting policy and policymaking processes to transform PSB into PSM
- 2.To elaborate on how the construction of a cohesive multi-platform media situation and digitalization affect the principles, purposes, and goals that give public service broadcasting India's legal standing.
- 3.To probe the adaptable techniques that Public Service Broadcasters use to fit into the emerging digital and multiplatform environment that is appropriate for Gen X, Y, and Z.

Literature Review

Social scientists can now pursue a new line of inquiry thanks to the growing problems Public Service Broadcasting and Public Service Media have in retaining their identity as democratic services. For these reasons, public service broadcasts may play a significant role in fostering and maintaining civic engagement in democratic nations and fostering educated and engaged people (Goyanes, M; 2021).

“New technology and digital platforms, as well as funding constraints, have led some doubt to the PSB's historic function in recent years” (Arriaza Ibarra 2013, Collins 2011, Herzog and Karppinen 2014, Huntsberger 2014, Jesaar 2011). Despite PSB's importance in modern democracies,

the potential study clusters that make up this vital literature have received scant attention. "In light of the recent surge in scholarly attention paid to PSB prompted by significant technological and institutional changes a synopsis of the field's most significant findings and active research avenues is in high demand"(D'Arma 2018; Donders et al. 2019; Evans 2018; Keinonen and Klein Shagrir 2017; Värk and Kindsiko 2019). 'There are many different research communities interested in illustrative and problematic approaches to the primary social, political, and economic challenges of the PSB, so it is becoming increasingly important to critically examine its research traditions and provide new avenues of research that address thematic gaps'(Goyanes, M; 2021).

The proliferation of private broadcasters has increased competition and imposed a free market logic on the media landscape, both of which run counter to the aims of conventional PSBs (Candel, S 2011). "PSBs must find innovative and sustainable ways to bring public value in a more competitive environment where commercial broadcasters can attract larger audiences through popular shows and the entertainment genre"(Goyanes, M 2021).

Some research (Horsti & Hultén 2011; Evans 2018) has analyzed how the increased competition brought about by social media has prompted the creation of new methods and practices to reach and attract more viewers and earn sufficient income to preserve financial stability. Some research (Moe 2013, Stollfuß 2018, van Dijck & Poell 2015) suggests that the tension between PSB's public nature and the commercial and private interests that dominate digital platforms is their biggest hurdle when it comes to social media.

The audience's position in today's media ecosystem has shifted from passive observer to active participant, with "multi-platform productions simply providing television with new types of interactivities as the one-to-many medium is accompanied

by additional many-to-many mediums" (Keinonen & Shagrir K 2017, p. 72). One tactic used by PSB and private broadcasters to attract more viewers is the creation of more interactive and participatory content in which viewers play an active role (Enli& Ihlebaek 2011). 'This strategy seeks to achieve loyalty and universality by giving viewers a say in the making of content and a role in its creation. Although some prior research has examined audience perceptions of PSB status, almost no research takes into account public opinion about PSB contents, program structure, or quality (Olano, L 2017, Horsti & Hultén 2011)'.

Public funding for the current media system is insufficient to provide a high standard of public service. Doordarshan has therefore opted for a variety of advertising formats. Jakubowicz (2011) argues that "money is a relevant factor when one aspires to develop good quality programs". 'But this must be done while still upholding the PSB principles such as citizens' interest, content diversity, pluralism, social inclusion, and democratic values (Donders 2010, p. 69).

However, "convergence, digitalization, globalization, fragmentation, and neoliberalism paired with postmodernism are forces that oppose PSB and support PSM," as stated by Bardoel & Lowe (2007). According to a summary of the digital problems plaguing the media industry provided by Donges and Puppis (2003), which was cited by Bardoel and d'Haenens (2008): The commercialization and digitalization of the broadcast sector, resulting in a proliferation of distribution channels; in the increasing emphasis on individualism in contemporary society; and a generally unfavorable political climate in which governments appear less likely to provide adequate financial conditions are just some of the fundamental issues plaguing public service broadcasting today. The Indian government's media policy, which incorporates both economic and non-economic considerations, will determine how realistically PSM may be reimagined

for the digital age. Given the foregoing, the Indian government needs to adopt a policy-oriented strategy toward analyzing the difficulties from the technological, economic, social, and regulatory perspectives listed below. (a) Internet neutrality; (b) digital switchover; (c) digital security operations (DSO) and (d) mobile broadband. All of these have an impact on content production and dissemination across many mediums, and they all need to be accounted for in the policy.

Ofcom's findings show that broadcast TV is still widely consumed, but that audiences prefer the more flexible viewing options, greater levels of personalization, and more robust interaction afforded by digital platforms and mobile devices (Ofcom, 2018). Until the organization reconsiders its objective and forges alliances with its stakeholders, PSB's exposure, social relevance, audience support, and financial viability are all at risk.

The Need for PSB in the Digital Age

According to the most recent statistics, audience satisfaction rose from 69 percent in 2008 to 79 percent in 2014. 'Despite the reported decline of PSB, there are persuasive arguments to support its relevance as a time-tested concept that cannot be done away with by technology' (Satchit S, 2016). It can be contended that PSB is more crucial to a) balance the diminishing span for broadcasting policy and rules, b) uphold the standards for programs in the frame of reference of widespread commercialization, c) counter powerful private media players, and d) enhance regional and socio-cultural individual cultures in the face of globalization (Humphreys, P 2008).

Research Methodology and theoretical considerations

In evaluating the literature on digital media, and the opportunities and challenges for Doordarshan, this article utilized a strictly qualitative approach. Both primary and

secondary data are used to support the research report. In-depth interviews with working and retired Doordarshan employees and top academicians in the media field were used to acquiring primary data. The participants contacted for the study acted as key informants, providing valuable information. The researcher gathered the main data as part of his dissertation research, which included interviews with 25 people. The data collected through in-depth interviews were organized and analyzed using the qualitative data analysis software Atlas ti. Policy documents, Acts of Parliament, and reports of numerous working groups and committees formed by the government and business organizations were among the secondary data sources. Purposive sampling and snowball sampling approaches were employed to choose important informants for in-depth interviews.

The theory behind this article is Jürgen Habermas's public sphere theory (1962,1979), which has become very popular in the digital era. This theory is helpful for this article because it shows how digital, online, and on-demand technologies give these public providers a unique chance to become more socially relevant by making it easier to deliver their content on multiple platforms. 'The public sphere theory is based on the idea that new technologies give PSB a chance to do its job better and serve the public in more ways than before'(Iosifidis, P. 2011). With the help of the public sphere theory, we can better understand how PSB has evolved into PSM as a result of technological development. 'This transformation will enable public media to provide a better and enhanced space for national debate and culture dissemination, let alone extending the active life of online content which can be stored in an electronic archive and retrieved at any place and any time' (Iosifidis, P. 2011).

Discussion of Findings

Digitalization altered traditional broadcasting in India and the broadcasting policies. Multiple broadcasters have entered the new media environment as a result of digitalization. The internet is being used by many conventional channels and distributors to distribute content directly to consumers, doing away with the need for expensive distribution infrastructure. The growth of new search engines and other online methods for bringing content to consumers' attention has been facilitated by the internet. 'In 2020, 85% of adults overall and over 90% of those between the ages of 16 and 54 reported owning a smartphone' (Ofcom 2021). Digitalization has had a huge impact on how television material is created as well. Also, because of the distribution advancements noted above, it is now substantially less expensive to make material accessible to customers. 'In reaction to new technology, consumers have changed their viewing preferences away from broadcast TV channels and towards other forms of media, such as YouTube and subscription video-on-demand services. Both changing consumer behavior and new technologies are problematic for PSB' (Ofcom 2021). The number and diversity of items that may be produced and provided to consumers have considerably risen as a result of digitization. Meanwhile, internet distribution and search technologies make it easy to collect and service pockets of demand.

The impact of the government's media policies in the digital era

'The new economic policies implemented in 1991 resulted in significant reforms by opening up the capital market to private firms. It marked a shift in India's approach after more than four decades of independence (Mathai S, P263 2015). For the industry's expansion, a wide range of regulatory reforms and deregulations were enacted. Transnational and local private firms in the media industry have become

critical factors in the nation's economic progress. Scholars and reporters have written many articles that paint a scary picture of how current changes could hurt people. Many people worry that new media will make people more divided (Bail et al., 2018) and that it will promote populism and divide audiences (Engesser et al. 2017). Changes in media policies, combined with technology growth, altered the country's media landscape. 'The new media policy is responsible for the commencement of international communication in the digital era. The government's monopoly on the media broke in 1991 when CNN began providing live coverage of the Gulf War through cable' (Satchit S, 2016). India's mass communication shifted from government-controlled public broadcasting to a booming media and entertainment industry as a result of new media regulations. Broadcasters are the ideal beneficiaries of media policies. But, Prasar Bharati (PB) would not be able to compete with private firms due to its structure as a government agency and the lack of appropriate delegation. There is no doubt that delegating more authority to PB about our business operations would be beneficial. Many issues stemming from the recently implemented policies have contributed to PB's policy implementation failures.

Autonomy and funding in Prasar Bharati.

According to our study, Doordarshan is far from being an autonomous public broadcaster. The issue of funding is closely related to it. To do good programming and remain independent of market volatility and undue government interference, the public broadcaster must have a secure, sizable, and consistent source of money. Doordarshan is unable to generate sufficient revenue on its own in India. Since costs are exponentially more than revenues, Doordarshan heavily relies on government funding. This reliance on the government limits the scope of autonomy. At the same time, commercial

sponsorship presents a public broadcaster with its own set of challenges. This is an issue that has not been adequately handled by any government. The researcher discovered a diversity of opinions regarding potential methods of funding public service broadcasting in India.

While doing this investigation, it was noticed that a substantial section of Doordarshan's personnel has internalized its identity as the 'government channel'. This section says that because the current television landscape in India is dominated by private networks, the government needs its mouthpiece to express its viewpoint. This mindset appears to have been reinforced by India's broadcasting history. Furthermore, radio and television were conceived of as development agents to be exploited by the government to achieve its socio-economic objective.

It's interesting to note that despite receiving the designation of an autonomous organization in 1997, Prasar Bharati lacks a separate hiring committee. "Broadcast Engineering Consultants India Ltd., a public sector employment agency that only provides engineering professionals and not programming, conducts the selection,"

Despite these limits, we feel that if big reforms are implemented quickly, Doordarshan can reclaim its former glory. To begin, new ways of funding public service broadcasting must be developed. Prasar Bharati should have access to guaranteed public funds.

The requirement for complete independence from government supervision continues to be the most significant obstacle for public service broadcasting in India. Doordarshan has never been at arm's length from the government, which was one of the basic ideals of public service broadcasting. The first step towards autonomy, it was claimed, should be in the realm of funding. There is a need for a reasonable and disciplined public broadcaster in India's current television setup. As a result, the interrelated difficulties of autonomy and assured

financing associated with public service broadcasting must be addressed as soon as possible. Presently Doordarshan is neither independent nor self-sufficient. Most of the participants in the interview still believe that Doordarshan is a government media and should work as per the direction of the government.

The relevance of PSB in India in the digital era where multiple channels are available.

Prasar Bharati is the only channel that works for national integration and public service requirements. As a voice of the people Prasar Bharati can surely bring the grievances of the people to the right executives for corrective action. The PSB also promotes Education, Entertainment News and Current Affairs, Cultural and Social, economic and country Development. PSB also important role during the disaster and other contingencies. 'PSB has a social mission to fulfill, namely defending the public interest. Carrying out this mission means that public channels have to offer quality (therefore high-cost) informative, educational, and entertainment services, not normally provided in the free market' (Iosifidis, P. 2007). Public television's mandate to promote national culture, provide educational opportunities, and serve underrepresented populations makes it difficult for it to compete head-to-head with commercial networks. As India is a democratic country it needs a public broadcaster.

"Only public television can play an essential role in safeguarding a pluralist society and meeting its cultural and social needs and it is therefore at the center of the democratic systems" (Iosifidis, P. 2007).

'The expansion and preservation of public and cultural interest in democratic countries, as well as the promotion of an informed citizenry, may be facilitated through PSBs. PSBs must differentiate themselves from their private counterparts in a more competitive and commercial

climate to attract viewers and assure revenue'(Goyanes M 2021).

Successful public service organizations must combine public and cultural objectives with the realities of the marketplace. Our research suggests that public broadcasters can help achieve this aim by tailoring their educational and cultural programming to the styles and demographics of their most popular shows. PSB should make learning and appreciation of culture two of its highest priorities. Yet private and commercial broadcasters aren't interested because the audience share and revenue are so low that they can't cover the costs of production and delivery. Public service organizations (PSBs) have the responsibility to fix inefficiencies in the market, keep the public informed, and promote transparency and accountability through the use of public monies. To maintain their quality and credibility, PSBs need to provide a mix of popular and soft content that appeals to a wide variety of viewers and informative and cultural programming that addresses the needs of certain audiences. The true worth of PSBs as providers of high-quality cultural and educational programming can be determined by analyzing the show's content in terms of national identity, democratic values, and political information, in addition to taking into account other creative and cultural forms. Financial success, popular appeal, and cultural ideals must all be balanced in public service organizations (Goyanes, M 2021). Our research suggests that public broadcasters should prioritize educational and cultural programming that is appropriate for the entertainment genre and common program formats to accomplish this goal: As two of its guiding principles, PSB should place a priority on education and culture. Due to its small viewership and low profits, which are not enough to cover the costs of production and distribution, this type of programming does not, however, draw the attention of private and commercial broadcasters. 'PSBs must also address market

imperfections, ensure that the public is informed, and use public resources to promote democracy and openness. PSBs must strike a balance between popular and light programming that appeals to a wide range of demographics and informational and cultural programming that helps maintain the PSB's reputation and quality (Goyanes, M 2021). To ascertain the true value that PSBs deliver through top-notch cultural and educational programming, analysis of the program's content in terms of national identity, democratic values, and political information, as well as consideration of other creative and cultural forms, should be used.

Conclusion

Traditional broadcasting is experiencing fast environmental change. Broadcasting is seeing profound changes as a result of the Internet's impact on both supply and demand.

The analysis here suggests that Doordarshan is far from being an autonomous public broadcaster. It was proposed that Prasar Bharati should have access to assured public funds as the first step towards autonomy. There is a need for a rational and self-restraining public broadcaster in the current Indian television system. Therefore, the dual difficulties of independence and secure funding for public service broadcasting must be resolved as soon as possible. Prasar Bharati's content issues may be traced back, in part, to the organization's inability to develop its policies and attract and retain top-tier employees. Solving content-related concerns requires immediate attention to broader issues of autonomy, funds, management quality, and HR policy reform.

PSB will likely have a part in the future even though its influence and relevance in the day-to-day appears to be decreasing among younger viewers. The clear majority of viewers believe that PSBs should do more to make their services accessible to viewers of all ages and to deliver useful

programming to those who seek it. Many younger viewers acknowledge that the PSBs produce high-quality shows, but they complain that there isn't enough of it to keep them hooked. For the same reason, public broadcaster's programs must be available on multiple platforms, so that all citizens will have equal access to digital content produced under the concept of universality.

Public service broadcasters must promote their content to people who no longer watch traditional television. Still, there are those viewers who have lost touch with PSB and perhaps want a gentle nudge in the direction of the benefits of watching just the finest products. The public, once educated, recognizes PSB's value and supports maintaining it into the future. To keep their top spot and broaden their exposure and relevance, public broadcasters must make use of their extensive experience in a segmented, multiplatform, and fractured media landscape.

Sjovaag et al. (2019) say that PSBs must fill market gaps, make sure citizens are well-informed, and use public funds to ensure democracy and openness. But, as we've already said, the market impact and digitalization present PSBs with several problems. So, PSBs need to find a balance between popular and soft content, which brings in a lot of people, and informative and cultural program, which help keep the quality and status of PSBs high (Esser & Majbritt Jensen 2015). Door Darshan should be able to establish a real brand as its quality assurance, allowing it to employ various multiplatform techniques to appeal to bigger Indian consumers.

Limitations

In addition, the discussion of technical rules, regulations, and matters of electronics and innovations, wired and wireless devices including routers, cell phones, television sets, smartphone applications, and non-linear and broadcasting technology is not included in the scope of this research except to

highlight the key points. The research purposefully does not include significant analysis of television programming in determining the public interest of PSB, except for passing mentions of television programs.

References

- Arriaza Ibarra, K. (2013). The Situation of National and Regional Public Television in Spain Public Media in the Crossroad. *Nordicom Review*, 34(1), 145–156. <https://doi.org/10.2478/nor-2013-0048>.
- Bail CA, Argyle LP, Brown TW, Bumpus JP, Chen H, et al. 2018. Exposure to opposing views on social media can increase political polarization. *PNAS* 115(3) <https://dukespace.lib.duke.edu/dspace/handle/10161/17683>
- Bardoel J and Leen d'Haenens, (2008; 30; 337) Media, Culture & Society. Reinventing public service broadcasting in Europe: prospects, promises and problems Media, Culture & Society
- Candel, R. S. (2011). Public Policy Best Practice in The Field of Digital Terrestrial Television: Lessons from Sweden and Spain. *International Journal of Digital Television*, 2(3), pp.297–321. DOI: https://doi.org/10.1386/Jdtv.2.3.297_1
- Collins, R. (2011). Content Online and the End of Public Media? The UK, a Canary in the Coal Mine? *Media, Culture & Society*, 33(8), 1202–12129. <https://doi.org/10.1177/0163443711422459>.
- D'Arma, A. (2018). The Hollowing Out of Public Service Media: A Constructivist Institutional Analysis of the Commercialization of BBC's In-house Production.
- Donders, K. (2010). The Benefits of Introducing European Competition Principles into National Public Broadcasting Policy. *Info. Digital Policy, Regulation and Governance*, 12(6), 56–68. <https://doi.org/10.1108/14636691011086044>

- Engesser S, Ernst N, Esser F, Büchel F. **2017**. Populism and social media: how politicians spread a fragmented ideology. <https://www.researchgate.net/journal/Information-Communication-and-Society-1468-4462>
<http://dx.doi.org/10.1080/1369118X.2016.1207697>
- Enli, G. S., & Ihlebæk, K. (2011). 'Dancing with the Audience': Administrating Vote-Ins in Public and Commercial Broadcasting. *Media, Culture & Society*, 33(6), 953–962. <https://doi.org/10.1177/0163443711412299>.
- Esser, A. & Majbritt Jensen, P. (2015). The Use of International Television Formats by Public Service Broadcasters in Australia, Denmark And Germany. *International Communication Gazette*, 77(4), pp.359–383. DOI: <https://doi.org/10.1177/1748048514568766>
- Evans, S. (2018). Making Sense of Innovation: Process, Product, and Storytelling Innovation in Public Service Broadcasting Organizations. *Journalism Studies*, 19(1), 4–24. <https://doi.org/10.1080/1461670X.2016.1154446>.
- Goyans, M. (2021); Public Service Broadcasting and Democracy: Main Research Topics and Suggestions for the Future. https://doi.org/10.1007/978-3-030-56466-7_2
- Harrison, J. & Woods, L. M. (2001). Defining European public service broadcasting. *European journal of communication*, 16(4), 477–504.
- Herzog, C., & Karppinen, K. (2014). Policy Streams and Public Service Media Funding Reforms in Germany and Finland. *European Journal of Communication*, 29(4), 416–432. <https://doi.org/10.1177/0267323114530581>.
- Horsti, K., & Hultén, G. (2011). Directing Diversity: Managing Cultural Diversity Media Policies in Finnish and Swedish Public Service Broadcasting. *International Journal of Cultural Studies*, 14(2), 209–227. <https://doi.org/10.1177/1367877910382180>.
- Humphreys, P. (2008) 'Redefining Public Service Media: a Comparative Study of France, Germany and the UK', paper for the RIPE@2008 Conference, Mainz.
- Huntsberger, M. (2014). Attempting an Affirmative Approach to American Broadcasting: Ideology, Politics, and the Public Telecommunications Facilities Program. *Journalism & Mass Communication Quarterly*, 91(4), 756–771. <https://doi.org/10.1177/1077699014550089>.
- Jakubowicz, K. (2011). Public Service Broadcasting: Product (and victim?) of Public Policy. *The Handbook of Global Media and Communication Policy*, 210–229.
- Jõesaar, A. (2011). Different Ways, Same Outcome? Liberal Communication Policy and Development of Public Broadcasting. *Trames*, 15(1), 74–101. <https://doi.org/10.3176/tr.2011.1.04>.
- Keinonen, H., & Klein Shagrir, O. (2017). From Public Service Broadcasting to Soci(et) al TV Producers' Perceptions of Interactivity and Audience Participation in Finland and Israel. *Nordicom Review*, 38(1), 65–79. <https://doi.org/10.1515/nor-2016-0037>.
- López Olano, C. (2017). The Model for Public Television and the Young Audience's Expectations. Differences Between Great Britain and Spain in the Perception of Qualities and Obligations. *El Profesional de la Información*, 26(4), 1699–2407. <https://doi.org/10.3145/epi.2017.jul.15>.
- Moe, H. (2013). Public Service Broadcasting and Social Networking Sites: The Norwegian Broadcasting Corporation on Facebook. *Media International Australia*, 146(1), 114–122. <https://doi.org/10.1177/1329878X1314600115>
- Ofcom (2021). Adults' Media Use and Attitudes Report, <https://www.ofcom.org>

- Scannell, P. (2005). Public service broadcasting: the history of a concept. In *Understanding television* (pp. 20-38). Routledge.
- Sjøvaag, H., Pedersen, T. A. & Owren, T. (2019). Is Public Service Broadcasting A Threat to Commercial Media? *Media, Culture & Society*, 41(6), pp.808 827. DOI: <https://doi.org/10.1177/0163443718818354>
- Stollfuß, S. (2018). Is This Social TV 3.0? On Funk and Social Media Policy in German Public Post Television Content Production. *Television & New Media*, 20(5), 509–524. <https://doi.org/10.1177/1527476418755514>
- Suárez Candel, R. (2011). Public Policy Best Practice in the Field of Digital Terrestrial Television: Lessons from Sweden and Spain. *International Journal of Digital Television*, 2(3), 297–321. https://doi.org/10.1386/jdtv.2.3.297_1.
- Van Dijck, J., & Poell, T. (2015). Making Public Television Social? Public Service Broadcasting and the Challenges of Social Media. *Television & New Media*, 16(2), 148–164. <https://doi.org/10.1177/1527476414527136>.
- Värk, A., & Kindsiko, E. (2019). Knowing in Journalistic Practice: Ethnography in a Public Broadcasting Company. *Journalism Practice*, 13(3), 298–313. <https://doi.org/10.1080/17512786.2018.1424022>.
- Weeds, H. (2020, December). Rethinking Public Service Broadcasting for the Digital Age. www.smallscreenbigdebate.co.uk