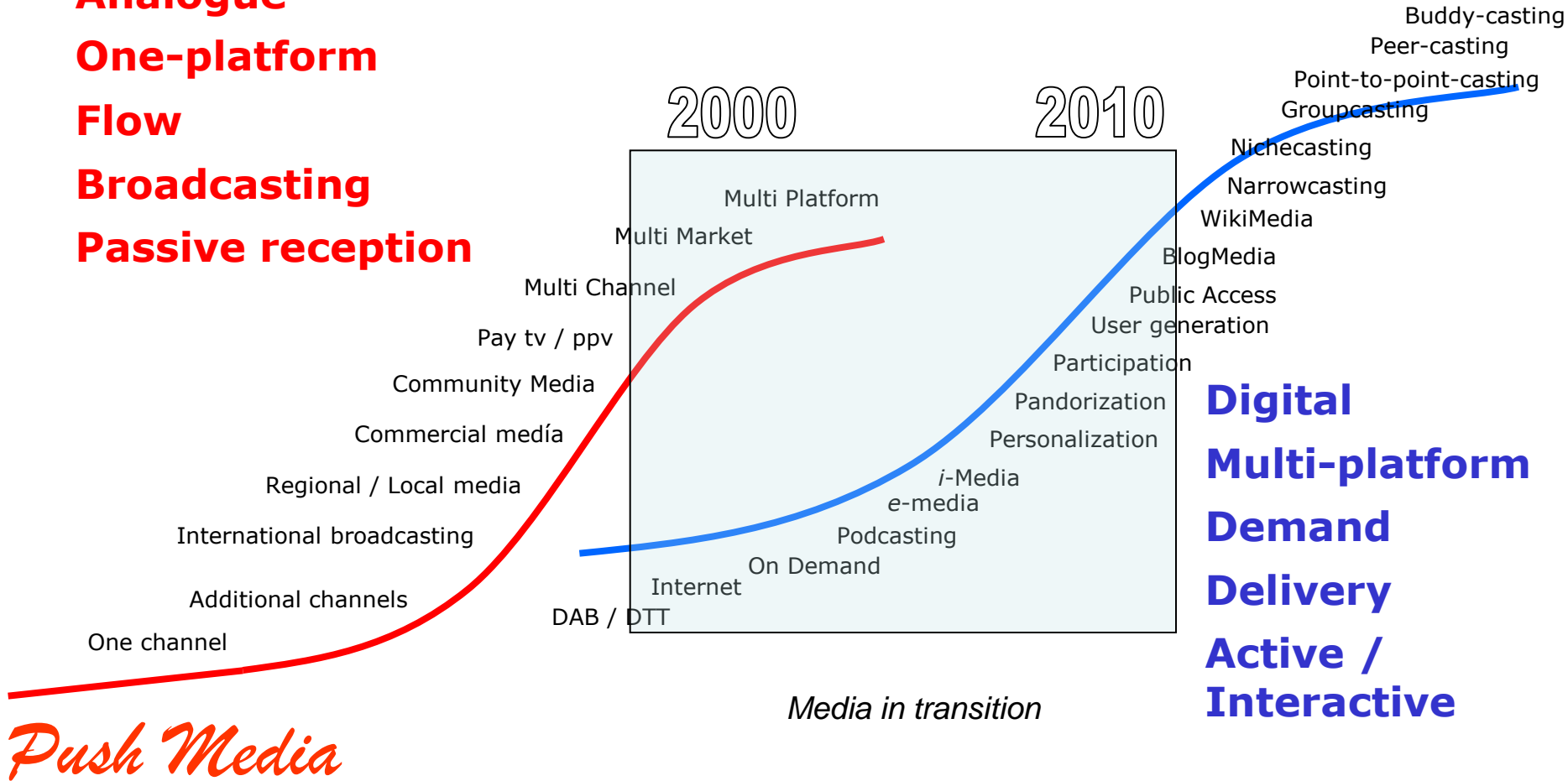


A make-over of Public Service Media

- to transform old media to 360 degree digital media

Pull Media

Analogue
One-platform
Flow
Broadcasting
Passive reception



Push Media

Digital
Multi-platform
Demand
Delivery
Active /
Interactive

Media in transition

The audience want free choice



The Public Service task:

- To produce and provide distinct - and competitive - independent content on all platforms in order to have Public Service broadcasting remain a social, cultural and democratic means of communication.
 - To increase the availability of our content in a convenient form on all relevant platforms.
 - To develop and create new forms of intriguing, innovative involving and interactive content.
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The Public Service remit:

- to inform, entertain and inspire**
 - to create value for the society,
for National culture and
for the individuals**
-

Public Service creates value for the **society** by

- **promoting dialogue and understanding across divides**
 - **stimulating the population to speak out, get involved, and meet others**
 - **reinforcing the involvement of the general public in debates on our democratic society**
 - **belonging to the country as a whole**
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Public Service creates value for the **culture** by

- **providing shared experiences for the population**
 - **creating, supporting and reflecting broad and narrow arts and culture**
 - **supporting and challenging the National identity, language and history; in international contexts too**
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Public Service creates value for the **individual** by

- **inspiring people to assume responsibility, act, and improve their lives**
 - **making the incomprehensible understandable and relevant**
 - **entertaining and by generating enthusiasm**
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Public Service values:

- **credibility**
 - **independence**
 - **balance**
 - **variety**
 - **quality**
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