

TURF WARS

Redrawing the boundaries
between public service
broadcasting and the
commercial newspaper sector

Ann-Marie Murray

School of Arts, Dublin Business School

THE NNI CASE: FACING UNFAIR COMPETITION FROM RTÉ

- ◉ *Earns Advertising from Publicly Funded Content*
- ◉ *Offers Content Free of Charge*

RTÉ'S POSITION

- ◉ *Depends on commercial revenue*
 - ‘a highly commercial public service broadcaster’

- ◉ *Required to maintain a website*
 - ‘which shall have the character of a public service’
 - & to exploit commercial opportunities from the website

REASONS TO EXTEND PSB TO PSM

- ◉ *Universal service*
- ◉ *Enhancing diversity*
- ◉ *Catering for minorities*

- *Follow the audience*

- *Technology-neutral*

CONFLICTING POLICIES RE PSB ONLINE

- ◉ Committee of Ministers, 2007:
 - public service media organisations [should] have the capacity and critical mass to operate successfully in the new digital environment [and] fulfil an extended public service remit
 - Technology-neutral
- ◉ European Commission
 - New media services **not an obligation**, but a possibility
 - Digital media = **side activities**

- ◉ RTÉ must occupy a dominant position and provide its services on a free to air basis
- ◉ It must continue to earn commercial revenue
- ◉ It must adapt